

## MEMORANDUM

To: Mrs. Beverly Neff, San Diego MTS  
Marcial Gutierrez Jr., San Diego MTS

From: Edgar Torres, PE, Kimley-Horn and Associates Inc.  
Naomi Willis, PE, Kimley-Horn and Associates Inc.

Date: Monday, December 16, 2019

Subject: Iris *Rapid* – December 2019 Public Outreach Summary

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### Introduction

This memo provides a summary of the December 2019 outreach efforts conducted for the Iris *Rapid* Study (Project). This memo serves to supplement and is associated with the memo sent on Wednesday, November 27<sup>th</sup>: “South Bay Bus Feeder- Initial Public Outreach Summary” (Initial Memo).

The public outreach process for the Project was designed to engage with a broad spectrum of community stakeholders in learning about and providing input on the Project. The public outreach to-date included the efforts described in the Initial Memo, as well as two additional in-person public meetings and an online comment form, described in this memo. The information gathered through this process will be used to refine the service recommendations for the project.

### Public Outreach Approach

The follow-up public engagement opportunities were advertised through social media, email distribution lists, signage at relevant transit stations, and in local newspapers (printed and online). More details on advertising efforts can be found in **Appendix A**.

Two follow-up public meetings were held in December, with one in Imperial Beach and another in Otay Mesa-Nestor. Each meeting had the following five stations for community members to learn more about and provide feedback on the Project:

- **Project Overview:** Description of *Rapid*, the goals of the Project, and the Project vehicle type
- **What We Heard:** Description of the outreach results from the initial outreach efforts
- **Routing Options:** Depiction of the routing options
- **Station Concepts and Amenities:** Artistic rendering of a station
- **Comment Cards:** To gather written comments from participants

More details on each of the five stations listed above can be found in **Appendix B**.

A public comment form was also available to gather feedback from community members until December 13<sup>th</sup>. The online form contains the electronic versions of the boards and stations (listed above) used at the public meetings. This form was advertised on MTS social media and noted in follow-up emails to local school districts and community-based organizations. More details on the form can be found in **Appendix C**.

### **Public Outreach Observations**

The public meetings received 14 in-person participants. The meeting in Imperial Beach also had an electric bus demo courtesy of MTS. Reaction to the proposed Iris *Rapid* was generally positive. One key takeaway from the meetings was that participants noted the importance of extending bus hours beyond normal operating hours. Public comment cards from the meetings can be found in **Appendix B**.

The online comment form received seven submissions. More details on the online comment form and submissions can be found in **Appendix C**.

## **Appendix**

### **LIST OF APPENDICES:**

**Appendix A: Public Meeting and Comment Form Advertising**

**Appendix B: In-Person Public Meeting Material**

- **Sign-In Sheets**
- **Meeting Photos**
- **Meeting Boards**
- **Meeting Comments**

**Appendix C: Comment Form**

## APPENDIX A: ADVERTISING

### Survey Outline

Kimley-Horn and MTS coordinated the advertising of the public meetings and the comment form. Kimley-Horn and MTS used the following methods of advertisement:

- Newspapers
  - Printed advertisement in the San Diego Union Tribune
  - Online advertisement in El Latino
- Social Media
  - Twitter
  - Facebook (posts and event page)
- Email
  - Email blast to relevant Community Based Organizations and local jurisdictions including the following:
    - Council Member Vivian Moreno
    - Otay Mesa CPU (through Michael Prinz, City of San Diego liaison)
    - Otay Mesa-Nestor CPU (through Michael Prinz, City of San Diego liaison)
    - Imperial Beach Women's Club
    - American Legion Post 820
    - Casa Familiar
    - South Bay Community Services
    - San Ysidro Health
    - Samahan Health Centers
    - Imperial Beach Community Clinic
    - Urban Collaborative Project
    - YMCA
    - Otay Mesa Chamber of Commerce
    - Imperial Beach Chamber of Commerce
    - Dig Imperial Beach
    - Kiwanis Club of Imperial Beach and South Bay
- PeachJar
  - Coordinated electronic advertisement in the newsletters of local grade schools
- Stationary Signage
  - Otay Mesa Border Crossing Transit Station
  - Iris Avenue Transit Center
  - Palm Ave Trolley Stop (moved to Imperial Beach Library 12/3/2019)

The aforementioned advertising techniques are shown in the following figures:

Facebook Event for Public Meetings



**DEC 5** Give us your input! Iris Rapid Open House  
Public · Hosted by Metropolitan Transit System

★ Interested

🕒 2 Dates · Dec 4 - Dec 5  
Event ended about 6 days ago

📍 Otay Mesa Nestor Library and Imperial Beach Library

About Discussion

Facebook Post: Otay Mesa-Nestor Public Meeting



**Metropolitan Transit System**  
December 4 at 3:49 PM · 🌐

🇺🇸 Happening today! If you are in Otay Mesa, come by and learn about the new Rapid route, and give us your input on proposed routing, station locations, and amenities.



THU, DEC 5  
**Give us your input! Iris Rapid Open House**  
Otay Mesa Nestor Library and Imperial Beach Library

📍 Wellness

★ Interested

Facebook Post: Imperial Beach Public Meeting

 **Metropolitan Transit System**  
December 5 at 1:35 PM · 🌐

Don't forget, today you'll have a chance to give us your input in person on a new, battery-electric Rapid route coming to Imperial Beach and Otay Mesa. Stop by the Imperial Beach Library from 5 to 7pm to give feedback and check out an electric bus from our pilot program! For more, please visit: <https://www.sdmts.com/inside-mts-current-projects/iris-rapid>



👍❤️😮 31      2 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share    🌐

Twitter Post: Comment Form

 **San Diego MTS**  
@sdmts

Did you miss the chance to give us your input in-person on the proposed Iris Rapid project? You can still weigh-in on this new service coming to Otay Mesa and Imperial Beach by sending us your feedback online by Friday 12/13: [sdmts.com/inside-mts-cur...](https://sdmts.com/inside-mts-cur...)



Facebook Post: Comment Form

 **Metropolitan Transit System** Yesterday at 4:43 PM · 🌐

Did you miss the chance to give us your input in-person on the proposed Iris Rapid project? You can still weigh-in on this new service coming to Otay Mesa and Imperial Beach by sending us your feedback online by Friday, December 13: <https://www.sdmts.com/inside-mts-current-projects/iris-rapid>



**Metropolitan Transit System**  
Transportation Service

[Learn More](#)

*A-Frame advertisement at relevant transit stops*



## ¡Un nuevo Rapid llegará a Otay Mesa e Imperial Beach...y MTS le gustaría que usted aprenda más sobre el proyecto y para compartir lo que piensa!

Por **Servicios El Latino** - noviembre 27, 2019

MTS les invita a dos reuniones públicas en diciembre para hablar con miembros del proyecto y aprender sobre el servicio **Rapid** propuesto incluyendo rutas/alineaciones, estaciones y comodidades para estaciones.

El **Rapid** propuesto es un servicio de alta frecuencia con estaciones entre Otay Mesa y Imperial Beach—conectando residentes con destinos costeros, centros regionales de empleo y actividades, y UC San Diego Blue Line.

- **Reunión pública #1:**

- o Miércoles, 4 de diciembre de 2019, 5pm-7pm

- o Otay Mesa – Nestor Library  
3003 Coronado Ave  
San Diego, CA 92154

- o Viaje con MTS a la reunión: Rutas 901, 932

- **Reunión pública #2:**

- o Jueves, 5 de diciembre de 2019, 5pm-7pm

- o Imperial Beach Library  
810 Imperial Beach Blvd  
Imperial Beach, CA 91932

- o Viaje con MTS a la reunión: Routes 901, 933/934

Miembros de la comunidad son bienvenidos para aprender sobre el servicio propuesto y compartir sus comentarios y perspectivas. Se servirán refrescos y hispanohablantes serán disponibles.

Para obtener más información sobre el proyecto, visite

<https://www.sdmts.com/inside-mts-current-projects/iris-rapid>.

*San Diego Union Tribune Printed Advertisement*

**NOTICE OF PUBLIC MEETING  
A new Rapid transit service is coming to  
Otay Mesa and Imperial Beach...  
And MTS would like for you to learn more and  
tell them what you think!**

MTS invites you to two public meetings in December to talk with project team members and learn about a new Rapid transit service including proposed routing, station locations, and station amenities. The proposed Rapid is a new high-frequency, limited-stop service that will run between Otay Mesa and Imperial Beach—connecting residents to coastal destinations, regional employment and activity centers, and the UC San Diego Blue Line.

• **Public Meeting #1:**

Wednesday, December 4, 2019 5pm-7pm  
Otay Mesa – Nestor Library  
3003 Coronado Ave  
San Diego, CA 92154

Take MTS to the Meeting: Routes 901, 932

• **Public Meeting #2:**

Thursday, December 5, 2019 5pm-7pm  
Imperial Beach Library  
810 Imperial Beach Blvd  
Imperial Beach, CA 91932

Take MTS to the Meeting: Routes 901, 933/934

Community members are welcome to stop by the open-house style meetings to learn about the proposed service and provide their thoughts and perspectives. Refreshments will be served, and Spanish-speaking staff will be available.

To learn more about the project, please visit  
<https://www.sdmts.com/inside-mts-current-projects/iris-rapid>.

## **APPENDIX B: IN-PERSON PUBLIC MEETING MATERIAL**

Outreach efforts included two in-person public meetings, the structure of which is detailed below. Community members were able to provide learn and provide feedback at the following stations:

- Project Overview
- What We Heard
- Routing Options
- Station Concepts and Amenities
- Comment Cards

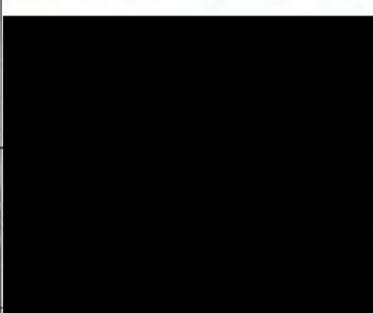
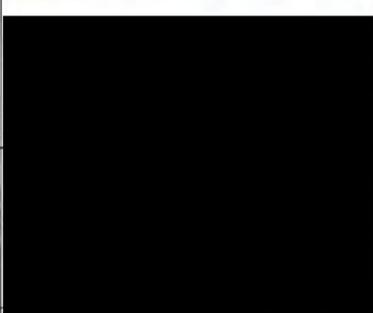
The first December public meeting was held at Otay Mesa-Nestor Branch Library on Wednesday, December 4<sup>th</sup>. The event lasted two hours and had six attendees, including a representative from The Office of the Mayor. The second December public meeting took place on Thursday, December 5<sup>th</sup> at the Imperial Beach Public Library. The event lasted two hours and had seven attendees.

Sign-in sheets, meeting photos, meeting boards (station displays), and written public comments are in the following sections.

## **Appendix B-1: Sign-In Sheets**

SOUTH BAY FEEDER BUS SERVICE PUBLIC MEETING  
 Otay-Mesa Nestor Library | 4 de diciembre, 2019 5:00 PM – 7:00 PM

**SIGN-IN SHEET**

Nombre	Organización	Información de contacto (correo electrónico, teléfono, dirección, etc.)	Opcional					
			¿Que modo usa con más frecuencia?	¿Con qué frecuencia usa transporte publico a la semana?		Código Postal	Edad	
JUAN LOPEZ			<input checked="" type="checkbox"/> Trolley <input checked="" type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input checked="" type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico		<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
Leonardo Tejada			<input checked="" type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input checked="" type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico	92154	<input checked="" type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
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			<input type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico		<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
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SOUTH BAY FEEDER BUS SERVICE PUBLIC MEETING  
 Otay-Mesa Nestor Library | December 4<sup>th</sup>, 2019 5:00 PM – 7:00 PM

**SIGN-IN SHEET**

Name	Organization	Contact Information (email, phone, address, etc.)	OPTIONAL					
			Which mode do you most commonly use?	How often do you use transit a week?		Zip Code	Age	
GOYO ORTIZ	CASA FAMILIAR		<input checked="" type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input checked="" type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit	92173	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
CARLOS SANCHEZ	RESIDENT		<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input checked="" type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit	92154	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input checked="" type="checkbox"/> Over 64
DARNISHA HUNTER	OFFICE OF MAYOR KEVIN FAULCONER		<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus N/A	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input checked="" type="checkbox"/> Don't Use Transit	91932	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input checked="" type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
DROP IN #1			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
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SOUTH BAY FEEDER BUS SERVICE PUBLIC MEETING  
Imperial Beach Library | 5 de diciembre, 2019 5:00 PM – 7:00 PM

**SIGN-IN SHEET**

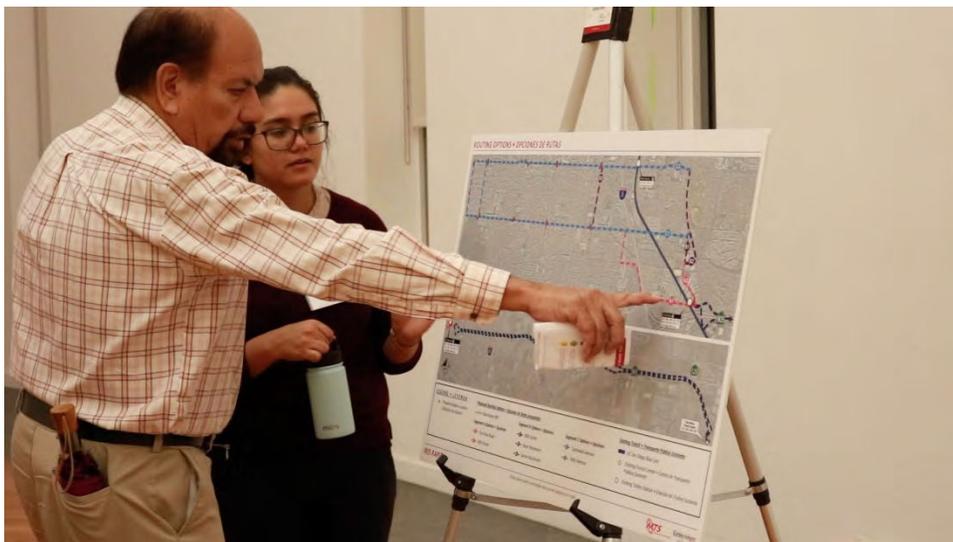
Nombre	Organización	Información de contacto (correo electrónico, teléfono, dirección, etc.)	Opcional				
			¿Que modo usa con más frecuencia?	¿Con qué frecuencia usa transporte publico a la semana?	Código Postal	Edad	
DROP-IN # 1 ↳ lady in blue			<input type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico	<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
DROP-IN # 2 ↳ glasses			<input type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico	<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
DROP-IN # 3 ↳ orange			<input type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico	<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64
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			<input type="checkbox"/> Trolley <input type="checkbox"/> Autobús	<input type="checkbox"/> Diario <input type="checkbox"/> 3-5 veces <input type="checkbox"/> 1-2 veces	<input type="checkbox"/> Raramente <input type="checkbox"/> No uso transporte publico	<input type="checkbox"/> <18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> >64

SOUTH BAY FEEDER BUS SERVICE PUBLIC MEETING  
Imperial Beach Library | December 5<sup>th</sup>, 2019 5:00 PM – 7:00 PM

**SIGN-IN SHEET**

Name	Organization	Contact Information (email, phone, address, etc.)	OPTIONAL					
			Which mode do you most commonly use?	How often do you use transit a week?		Zip Code	Age	
Dave Kumar			<input type="checkbox"/> Trolley <input checked="" type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input checked="" type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit	91932	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
H. Gough			<input checked="" type="checkbox"/> Trolley <input checked="" type="checkbox"/> Local Bus	<input checked="" type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input checked="" type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
Angie Sandoval LOUIS I PRUITT			<input checked="" type="checkbox"/> Trolley <input checked="" type="checkbox"/> Local Bus	<input checked="" type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
Jacob Tindugan			<input checked="" type="checkbox"/> Trolley <input checked="" type="checkbox"/> Local Bus	<input checked="" type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit	92154	<input type="checkbox"/> Under 18 <input checked="" type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
Fernando Ramirez			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64
			<input type="checkbox"/> Trolley <input type="checkbox"/> Local Bus	<input type="checkbox"/> Daily <input type="checkbox"/> 3-5 Times <input type="checkbox"/> 1-2 Times	<input type="checkbox"/> Rarely <input type="checkbox"/> Don't Use Transit		<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44	<input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> Over 64

## Appendix B-2: Meeting Photos





## **Appendix B-3: Meeting Boards and Stations**

# PROJECT OVERVIEW

## What is *Rapid*?

**Rapid** services are high-frequency, limited-stop routes that help move people to their destinations more quickly than traditional local bus service. **Rapid** service provides easy access to desirable destinations, reliable service, and faster travel times - all at a cost savings when compared to driving.

## What are common *Rapid* features?



More Frequent Service



Faster Travel Times



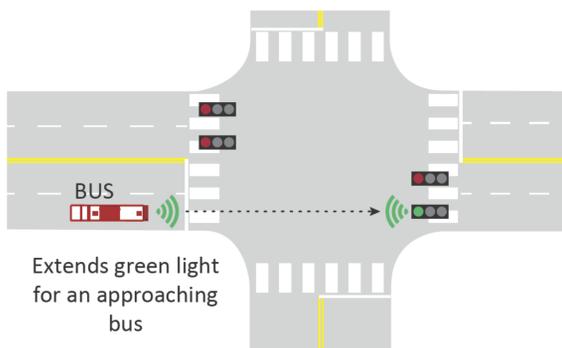
Enhanced Stations



Real-Time Information

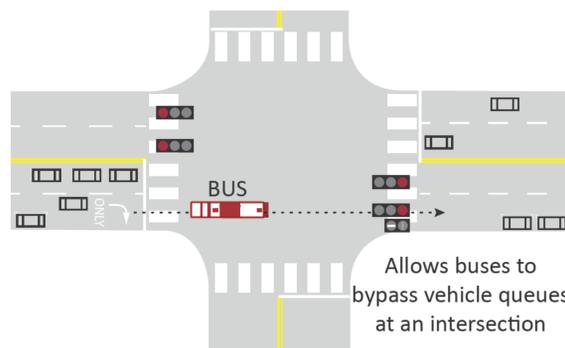


Rapid Branding



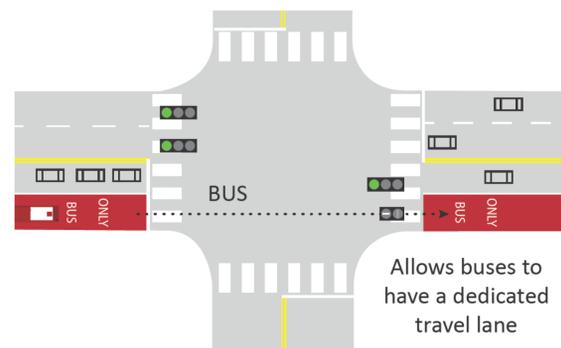
Extends green light for an approaching bus

Transit Signal Priority



Allows buses to bypass vehicle queues at an intersection

Queue Jumps



Allows buses to have a dedicated travel lane

Dedicated Bus Lanes

## Iris *Rapid*

The Iris **Rapid** Project will provide a high-frequency, limited-stop **Rapid** route between Otay Mesa and Imperial Beach—connecting people to coastal destinations, regional employment and activity centers, and the UC San Diego Blue Line.

## Project Goals

- Expand fast, frequent and reliable transit service within Imperial Beach and Otay Mesa communities, enhancing overall transit service for these communities
- Increase transit capacity and access to the MTS Rail Network while complementing the proposed UC San Diego Blue Line enhancements
- Meet high-frequency transit needs in the South Bay

## Vehicle Type

The Iris **Rapid** will use battery-electric buses. Battery-electric buses use clean technology to:

- Cut tailpipe emissions
- Help reduce regional greenhouse gas emissions
- Travel more quietly



Battery-Electric Buses

## Tentative Timeline

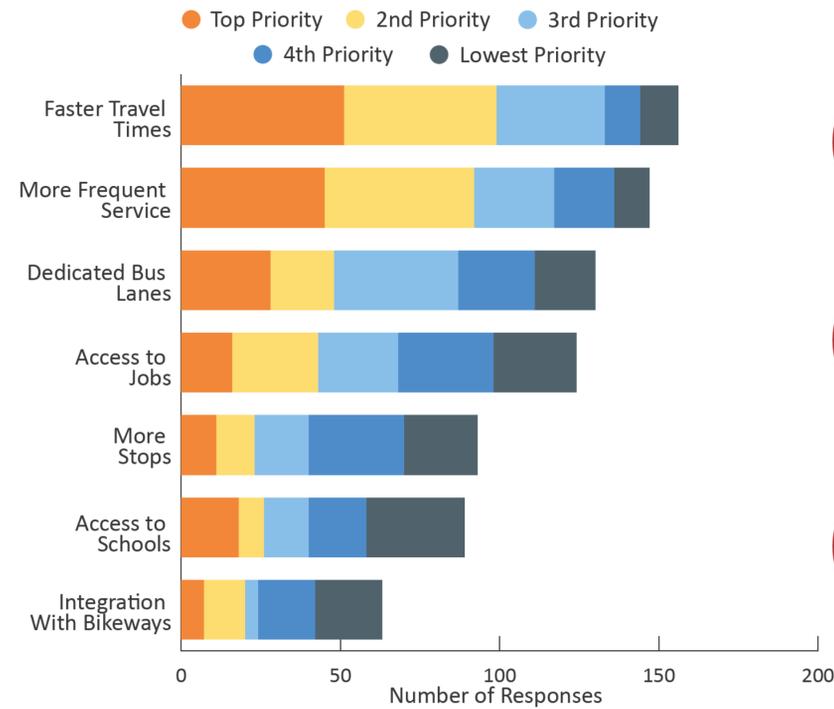
SEPT 2019	Initial Public Outreach
OCT - NOV 2019	Identify Potential Routing & Station Locations
DEC 2019	Solicit Feedback on Initial Potential Routing & Station Locations
JAN 2019	Finalize Outreach-Driven Operating Plan
SPRING - FALL 2020	<b>Rapid</b> Route & Station Design
2021 - 2022	<b>Rapid</b> Route & Station Construction, Bus Procurement
LATE 2022	<b>Rapid</b> Service Launch

# WHAT WE HEARD

The initial public outreach involved an online Metroquest survey and two public meetings. The MetroQuest survey had 244 English and 19 Spanish participants. The public meetings received 18 in-person participants.

## Travel Priorities

We asked participants to help us understand their travel priorities by ranking listed travel priorities from 1 to 5 where "1" meant most important.



### TOP TRAVEL PRIORITIES



#### Faster Travel Times

Routes and stops that minimize bus delays



#### More Frequent Service

Less time between bus arrivals to each stop



#### Dedicated Bus Lanes

Special lanes that only buses can use during all or parts of the day

## Station Priorities

We asked participants to help us understand their station priorities by rating listed station priorities from 1 star (least preferred) to 5 stars (most preferred).

### Average Star Rating



### TOP STATION PRIORITIES



#### Real-Time Information

Up-to-date information on routes, timing, and more



#### Lighting

Keep the station area visible and safe



#### Security Cameras

Providing extra security at transit stations

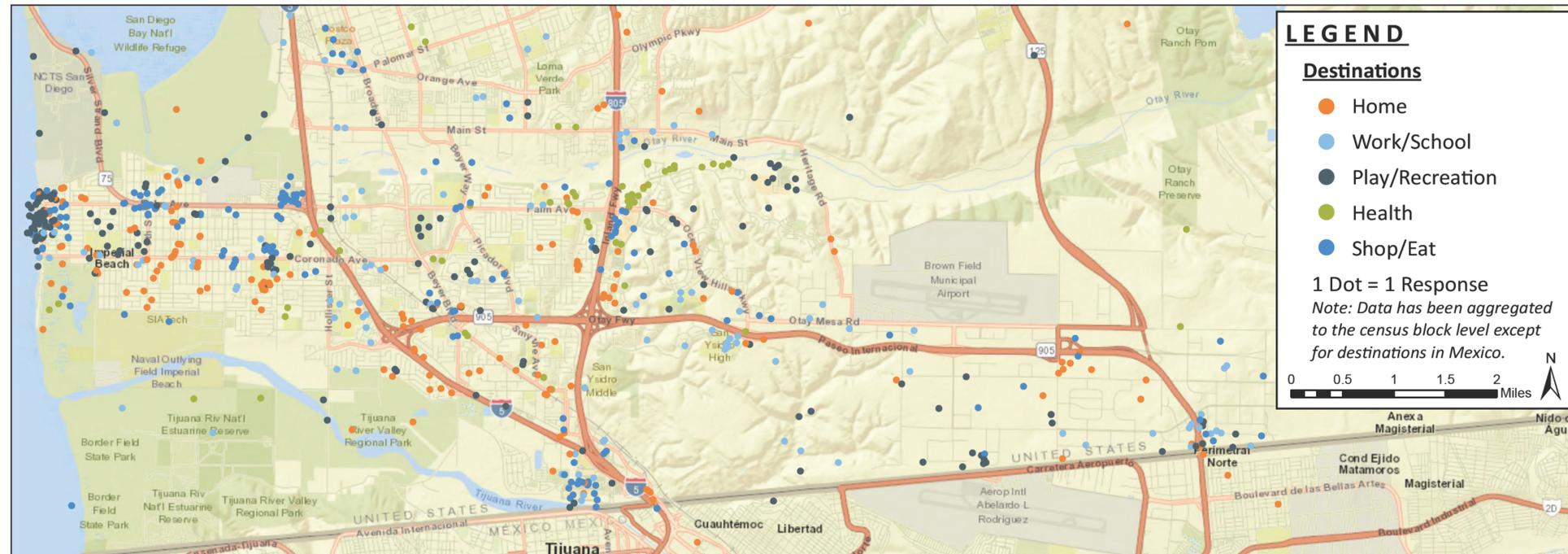


#### Shelters

Enhanced transit shelters for comfortable waiting

## Community Destinations

We asked participants to identify their key destinations for home, work/school, shop/eat, play/recreation, and health care facilities.

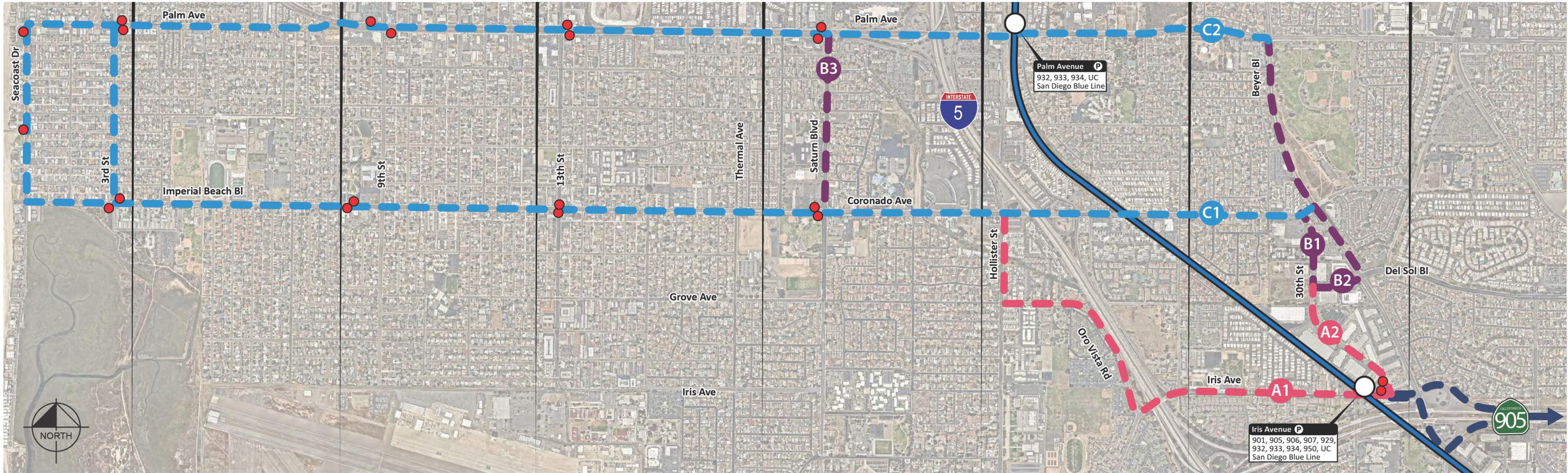


Note: Community members identified several destinations outside the boundaries of the study area.

## KEY FINDINGS

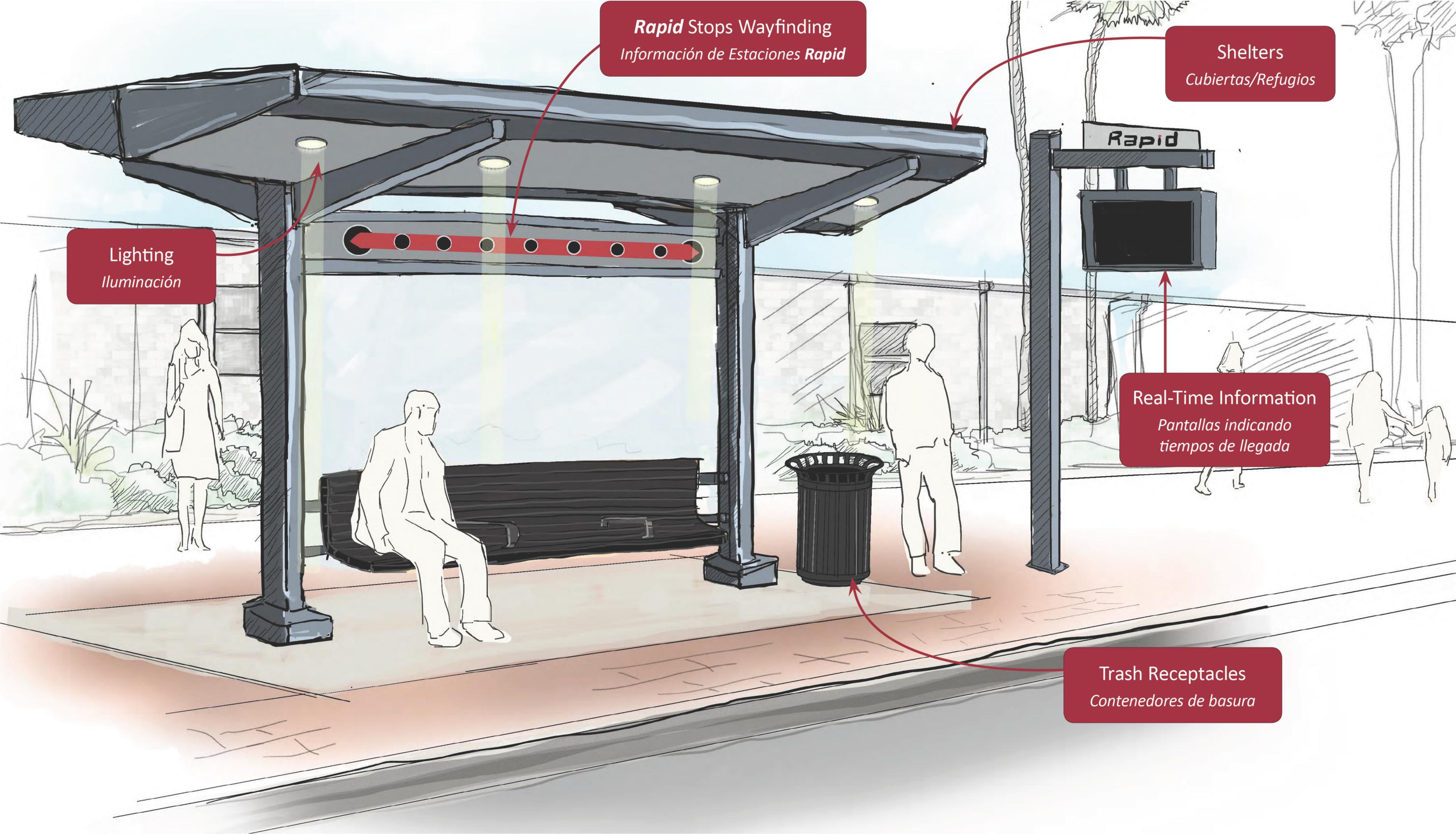
- Large concentrations of activity along Palm Avenue, Seacoast Drive, and Imperial Beach Boulevard / Coronado Avenue
- Activity at the border crossings and connections points to the UC San Diego Blue Line
- Destinations identified outside of the communities of Imperial Beach and Otay Mesa emphasize importance of the MTS network

# ROUTING OPTIONS • OPCIONES DE RUTAS



LEGEND • LEYENDA		Proposed Routing Options • Opciones de Rutas propuestas		Existing Transit • Transporte Público Existente	
●	Proposed Station Location Ubicación de Estación	---	State Route 905	—	UC San Diego Blue Line
<b>Segment A Options • Opciones</b>		<b>Segment B Options • Opciones</b>		<b>Existing Transit Center • Centro de Transporte Público Existente</b>	
—A1—	Oro Vista Road	—B1—	30th Street	◇	Existing Transit Center • Centro de Transporte Público Existente
—A2—	30th Street	—B2—	Beyer Boulevard	○	Existing Trolley Station • Estación de Trolley Existente
		—B3—	Saturn Boulevard		
		<b>Segment C Options • Opciones</b>			
		—C1—	Coronado Avenue		
		—C2—	Palm Avenue		

# STATION CONCEPT & AMENITIES • CONCEPTO DE UN ESTACIÓN RAPID CON COMODIDADES



Lighting  
Iluminación

Rapid Stops Wayfinding  
Información de Estaciones Rapid

Shelters  
Cubiertas/Refugios

Real-Time Information  
Pantallas indicando  
tiempos de llegada

Trash Receptacles  
Contenedores de basura

**Appendix B-4: Meeting Comments:**

- Albertsons Grocery
- Some Vons stores
- 12th & Imperial Avenue MTS station

• need 901, 933 to 934 to  
run later  
—12th

• Orange line - meet American Plaza & El Cajon  
train court house on weekends.

• later trolley service.

• more security

---

Trolley - more security

- extended Sunday hours
- prefer's Coronado
- extended bus vents if trolley is delayed
- Miss multi day pass !! !! !!

# IRIS RAPID • AUTOBÚS RAPID

## COMMENT FORM • HOJA DE COMENTARIOS

We need your feedback! Please use this comment section to provide feedback on the proposed project.  
 ¡Necesitamos su opinión! Por favor use esta forma para expresar su opinión sobre el proyecto propuesto.

### Contact Information • Información de contacto

Name • Nombre  
 DPOP - IN #1

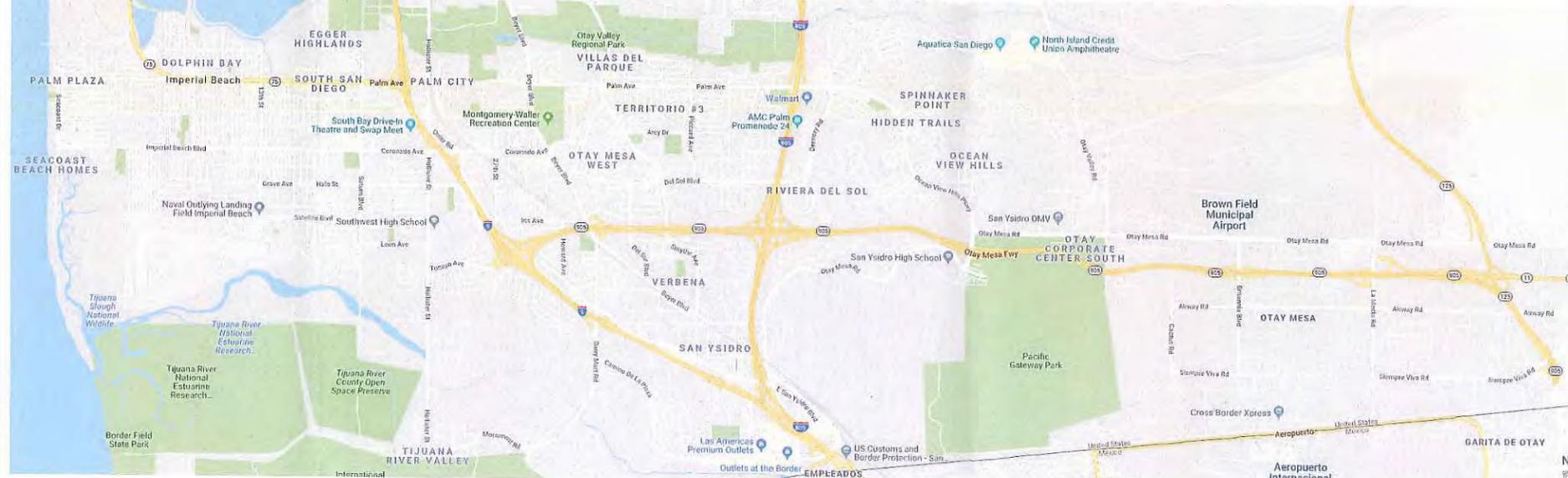
Address • Dirección

City • Ciudad \_\_\_\_\_ Zip • Código postal \_\_\_\_\_

Phone • Teléfono \_\_\_\_\_

Email • Correo electrónico \_\_\_\_\_

### What locations would you like the project to serve? • ¿Que lugares le gustaría que el proyecto debería servir?



### TOP TRAVEL PRIORITIES\*:

Mis prioridades más importantes\*:



**Faster Travel Times**  
Duración o Rapidez



**More Frequent Service**  
Servicios Más Frecuentes



**Dedicated Bus Lanes**  
Carriles Exclusivos

What else should the project consider?  
 ¿Qué más debería el proyecto considerar?

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\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

### TOP STATION PRIORITIES\*:

Las amenidades más importantes de las estaciones\*:



**Real-Time Information**  
Pantallas indicando tiempos de llegada



**Lighting**  
Iluminación



**Security Cameras**  
Cámaras de Seguridad



**Shelters**  
Cubiertas/Refugios

What else should the project consider?  
 ¿Qué más debería el proyecto considerar?

---



---



---

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

Additional Comments • Comentarios adicionales

Rapid como alternativa a Blue Line non parados  
 específicos y lo mas pronto posible por favor y gracias.

# IRIS RAPID • AUTOBÚS RAPID COMMENT FORM • HOJA DE COMENTARIOS

We need your feedback! Please use this comment section to provide feedback on the proposed project.  
¡Necesitamos su opinión! Por favor use esta forma para expresar su opinión sobre el proyecto propuesto.

## Contact Information • Información de contacto

Name • Nombre  
Fernando Ramirez

Address • Dirección  
[REDACTED]

City • Ciudad  
Imperial Beach

Zip • Código postal  
91932

Phone • Teléfono  
[REDACTED]

Email • Correo electrónico  
[REDACTED]

What locations would you like the project to serve? • ¿Que lugares le gustaría que el proyecto debería servir? Coronado Avenue to Iris trolley station.



### TOP TRAVEL PRIORITIES\*: Mis prioridades más importantes\*:



**Faster Travel Times**  
Duración o Rapidez



**More Frequent Service**  
Servicios Más Frecuentes



**Dedicated Bus Lanes**  
Carriles Exclusivos

What else should the project consider?  
¿Qué más debería el proyecto considerar?

- 1) Sunday service should be extended. Especially the most used routes like route 901 coming from downtown to Imperial Beach.
- 2) More Trolley security inside the trolleys at all times including late at night.
- 3) More seats on the new buses.

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

### TOP STATION PRIORITIES\*: Las amenidades más importantes de las estaciones\*:



**Real-Time Information**  
Pantallas indicando tiempos de llegada



**Lighting**  
Iluminación



**Security Cameras**  
Cámaras de Seguridad



**Shelters**  
Cubiertas/Refugios

What else should the project consider?  
¿Qué más debería el proyecto considerar?

- 1) Stations should be clean because some are dirty and stinky.
- 2) More benches in the stations.

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

## Additional Comments • Comentarios adicionales

Thank you for this information session. Hope my input helps MTS with this new project. Also, hope you open soon the Blue Line Extension to UCSD.  
Thanks for the cookies too! 😊

# IRIS RAPID • AUTOBÚS RAPID

## COMMENT FORM • HOJA DE COMENTARIOS

We need your feedback! Please use this comment section to provide feedback on the proposed project.  
 ¡Necesitamos su opinión! Por favor use esta forma para expresar su opinión sobre el proyecto propuesto.

### Contact Information • Información de contacto

Name • Nombre

Jacob Tindugan

Address • Dirección

[Redacted]

City • Ciudad

San Diego

Zip • Código postal

92154

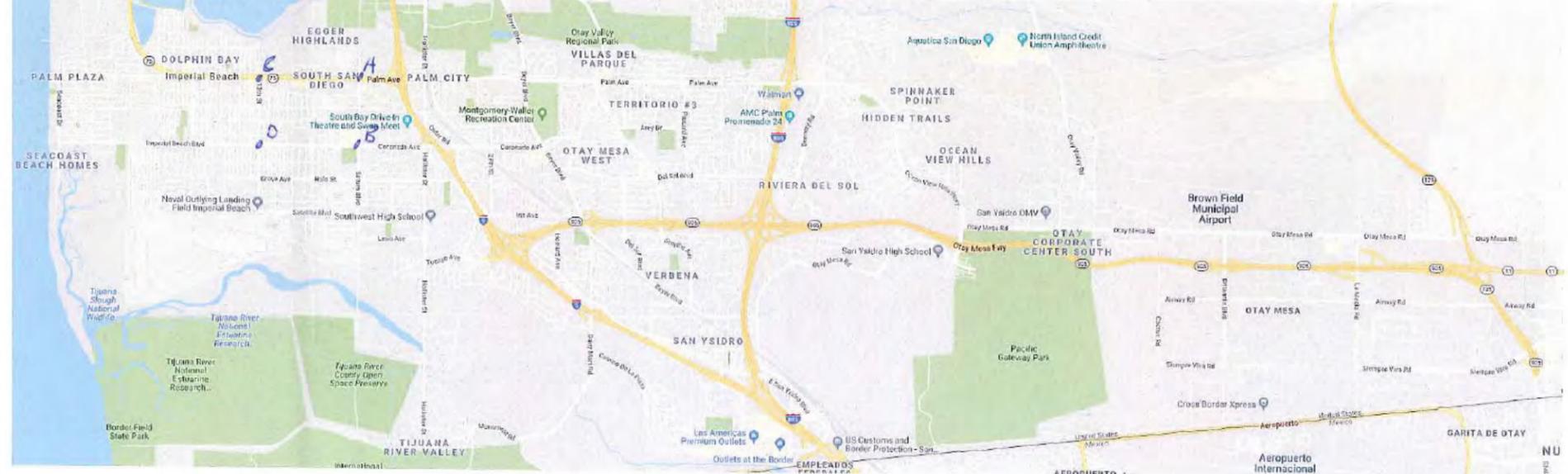
Phone • Teléfono

[Redacted]

Email • Correo electrónico

[Redacted]

What locations would you like the project to serve? • ¿Que lugares le gustaría que el proyecto debería servir?



### TOP TRAVEL PRIORITIES\*:

Mis prioridades más importantes\*:



Faster Travel Times  
Duración o Rapidez



More Frequent Service  
Servicios Más Frecuentes



Dedicated Bus Lanes  
Carriles Exclusivos

What else should the project consider?

¿Qué más debería el proyecto considerar?

Queue or dedicated bus lanes at the point A, B, C, D which are the major intersection that wait at the stoplight. If not all day but during commuting hours.  
 Possibly 24-hour service, maybe limited to 30-min to 4 hour during the evening.

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

### TOP STATION PRIORITIES\*:

Las amenidades más importantes de las estaciones\*:



Real-Time Information  
Pantallas indicando tiempos de llegada



Lighting  
Iluminación



Security Cameras  
Cámaras de Seguridad



Shelters  
Cubiertas/Refugios

What else should the project consider?

¿Qué más debería el proyecto considerar?

Security Camera at the stations to enhance safety and security.

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

### Additional Comments • Comentarios adicionales

[Blank lines for additional comments]

# IRIS RAPID • AUTOBÚS RAPID

## COMMENT FORM • HOJA DE COMENTARIOS

We need your feedback! Please use this comment section to provide feedback on the proposed project.  
 ¡Necesitamos su opinión! Por favor use esta forma para expresar su opinión sobre el proyecto propuesto.

### Contact Information • Información de contacto

Name • Nombre  
 LOUIS I PRUITI

Address • Dirección  
 [REDACTED] 92154

City • Ciudad  
 SANDIEGO, CA

Zip • Código postal

Phone • Teléfono  
 [REDACTED]

Email • Correo electrónico  
 [REDACTED]

### What locations would you like the project to serve? • ¿Que lugares le gustaría que el proyecto debería servir?



### TOP TRAVEL PRIORITIES\*: Mis prioridades más importantes\*:



**Faster Travel Times**  
 Duración o Rapidez



**More Frequent Service**  
 Servicios Más Frecuentes



**Dedicated Bus Lanes**  
 Carriles Exclusivos

What else should the project consider?  
 ¿Qué más debería el proyecto considerar?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

### TOP STATION PRIORITIES\*: Las amenidades más importantes de las estaciones\*:



**Real-Time Information**  
 Pantallas indicando tiempos de llegada



**Lighting**  
 Iluminación



**Security Cameras**  
 Cámaras de Seguridad



**Shelters**  
 Cubiertas/Refugios

What else should the project consider?  
 ¿Qué más debería el proyecto considerar?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Source: The initial public outreach involved an online Metroquest survey and two public meetings.  
 Origen: La participación pública inicial incluyó una encuesta de MetroQuest y dos reuniones públicas.

Additional Comments • Comentarios adicionales

WE REALLY NEED THE 901, 934, AND 933 TO RUN TO 3:00 A.M VERY IMPORTANT

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## APPENDIX C: COMMENT FORM

Additional feedback was gathered via the online comment form. This form included the boards presented in **Appendix B-3** and allowed comments in the form shown below. Submission responses are also included below.

### *Comment Form User Interface*

**Comments**

**Travel Priorities**  
The top travel priorities are: Faster Travel Times, More Frequent Service, and Dedicated Bus Lanes. Is there anything else you would want to project team to consider?

**Station Priorities**  
The top station priorities are: Real Time Information, Lighting, Security Camera, and Shelters. Is there anything else you would want the project to consider?

**Other Comments**  
Any additional comments?

Anonymous comment form submissions can be found below:

#### *Form Submission #1*

**Travel Priorities:** all day service, connection with other routes,  
**Station Priorities:** trash bins, bus stop cleanliness, ticket kiosk, restrooms,  
**Other Comments:** More outreach, more meetings,

#### *Form Submission #2*

**Travel Priorities:** Downtown san Diego on Saturday morning  
**Station Priorities:** Good  
**Other Comments:** No

*Form Submission #3*

**Travel Priorities:** Direct access ramps

**Station Priorities:** restrooms

**Other Comments:** I would like there to be wifi available

*Form Submission #4*

**Travel Priorities:** Yes, a bus that takes me to Kaiser Palm without having to go all the way around 43 minutes (905 to 933 or 934) for a 5-8 minute drive 2 miles. I can walk but not all the time. I would like another extension of the route.

**Station Priorities:** I would like shelter on the 905 in the summer it can be hot. Also, there is no seating for handicap. Just a stop.

**Other Comments:** I have recently been unable to drive due to a medical condition. Never relied on public transit before. I see many of a particular ethnicity abusing the system. Using another person's pass; not all the time but I have seen a pass trade use. Especially in South Bay route Beyer to 3rd Avenue.

*Form Submission #5*

**Travel Priorities:** Dedicated bus lanes are essential. Prioritized signals. Traffic controls to prevent other vehicles from turning in front of bus lanes. Depending on route and demand, longer operating hours. As much as possible, schedule should try to minimize wait time for transfers to and from other routes.

**Station Priorities:** Off-fare collection, level platforms for boarding.

**Other Comments:** Special branding for the rapid routes to clearly differentiate them from regular bus routes and the trolley, while still maintaining the MTS look.

*Form Submission #6*

**Travel Priorities:** I work in Escondido, I ride a Rapid Bus to go home in San Ysidro Border. I wish the Rapid Bus will go thru all the way to Dairy Mart Road toward to the San Ysidro Boarder Transit, there is no bus go other way of that location, Thank you:

**Station Priorities:**

**Other Comments:**

*Form Submission #7*

**Travel Priorities:** Dedicated bus lanes whether it will be bus only, bus only during rush hour or right turn/bus only lane at busy intersection.

**Station Priorities:**

**Other Comments:** I would suggest going down (C1) Coronado Avenue/Imperial Beach Blvd as it's central corridor of Imperial Beach and the residential area. Instead of going down 3rd street, it might be better to go along 9th street to allow a stop near the shopping center. However, if you do go along both Coronado Ave/Imperial Beach Blvd and Palm Ave as a square route, maybe go through suggested "B3" route as to get a stop near the southland plaza shopping area. If none of these suggestions are feasible, please do go along A1 and C1 to keep it along the central corridor.