Otay Ranch Planning Area 12

Freeway Commercial North

Transportation Demand Management

Program

Introduction

The City of Chula Vista seeks to improve the quality of life of its residents by implementing Transportation Demand Management (TDM) strategies, as well as and incorporating TDM measures in the development review process. TDM refers to programs and strategies that manage and reduce traffic congestion by encouraging the use of transportation alternatives.

Some of the TMD goals are:

> Encourage multi-modal transportation options that reduce carbon emissions
>
> Reduce roadway congestion, including freight, especially during peak periods
>
> Support implementation of the TDM goals in the General Plan
>
> Capitalize on the TDM programs offered by SANDAG
>
> Reduce reasons for residents to travel outside Chula Vista for work and recreation
>
> Avoid being overly burdensome and costly – particularly for businesses
>
> Create a program that is far-reaching, but also able to adapt to the unique communities within the city
>
> Ensure program viability through a creative approach to funding

General Plan

TDM strategies are incorporated into Land Use and Transportation Element of the General Plan.

> *Objective - LUT 18:* Reduce traffic demand through Transportation Demand Management (TDM) strategies, increased use of transit, bicycles, walking, and other trip reduction measures.

Policies:

LUT 18.1 Support and encourage the use of public transit.

LUT 18.2 Provide an efficient and effective paratransit service for elderly and handicapped persons unable to use conventional transit service.

LUT 18.3 Provide and enhance all feasible alternatives to the automobile, such as bicycling and walking, and encourage public transit ridership on existing and future transit routes.

LUT 18.4 Use master planning techniques in new development and redevelopment projects to enable effective use of public transit.

LUT 18.5 Implement TDM strategies, such as carpooling, vanpooling, and flexible work hours that encourage alternatives to driving alone during peak periods.

LUT 18.6 Encourage employer-based TDM strategies, such as: employee transportation allowances; preferential parking for rideshare vehicles; workplace-based carpool programs; and shuttle services.

LUT 18.7 Support the location of private "telework" centers.

LUT 18.8 Encourage establishment of park-and-ride facilities near or at transit stations, as appropriate to the area's character and surrounding land uses.

LUT 18.9 Adopt roadway design guidelines that enhance street connectivity for pedestrians.

FC-2 project is designed as a sustainable and pedestrian-friendly community. The following section outlines how the project meets the TDM objectives.

Implementation of TDM in FC-2

FC-2 employs a group of TDM strategies that incentivize and enable walking, biking and transit, versus driving.

- As a pedestrian- and transit-oriented development, FC-2 contains complete streets and walkable activity centers (Public Park, neighborhood retail and restaurants along Town Center Drive). Refer to Figure 1.

- Mixed uses and high density result in a more compact development which makes walking a feasible alternative to driving. It creates an active urban community that is bike- and pedestrian-friendly and offers diverse amenities in its own neighborhood.

- The project provides a connection to an existing bicycle trail along Olympic parkway, connecting it to a city-wide network.

- FC-2 encourages alternatives to driving by providing services, shopping and entertainment opportunities within walking distance of the high-density residential, which promotes walking and biking instead and alleviates traffic congestion.

- Otay Ranch Town Center Mall is in direct adjacency to the residential and hotel uses in FC-2 and can be reached by walking.

- FC-2 is also proximate to Otay Ranch Village 6, which includes neighborhood serving uses such as parks and schools. Additionally, with the construction of the BRT bridge, a pedestrian connection will exist shortening the walk to these uses to less than a 1/4 mile.

- Pedestrian sidewalks and pathways connect residential, hotel, and commercial uses to each other and the Town Center Park, creating a pedestrian friendly environment and encourage residents to walk (see Figure 2).

- FC-2 provides pedestrian access to mass transit. FC-2 is located within blocks of a regular bus route. Additionally, a ROW is dedicated for the new BRT route alignment along the southern project boundary.

- A future park-and ride facility is reserved in FC-1.

- FC-2 contains cycling infrastructure (designated bike lanes, multi-use paths, bike racks), the goal of which is to enhance riders' experience by providing a safe route and encourage the use of this alternative to driving

- Pedestrian connections throughout the project - interior courtyards, paseos, promenades, and plazas – make the project site more accessible and provide better customer access to businesses located on Town Center Drive

- Project design will incorporate enhanced bike amenities such as secure and convenient bike parking, locker rooms, and bike repair stands near multi-family, employment, and recreation areas to augment investments in active transpo1iation infrastructure within the community.

- Project design will incorporate dedicated parking for carpools/vanpools at the hotel employment sites.

- Residential Homeowners Association, Apartment Management Office, and Business Association will perform TDM outreach and education plans that include a customized personalized travel planning (PTP) program. PTP is SANDAG's community-based approach to transportation outreach and a proven method for encouraging sustained travel behavior change. PTP provides people with customized information and incentives that help them to try transportation alternatives that meet their personal travel needs. This strategy can help meet the travel needs of residents and employees who may carpool, vanpool, or take transit to and from Freeway Commercial 2.
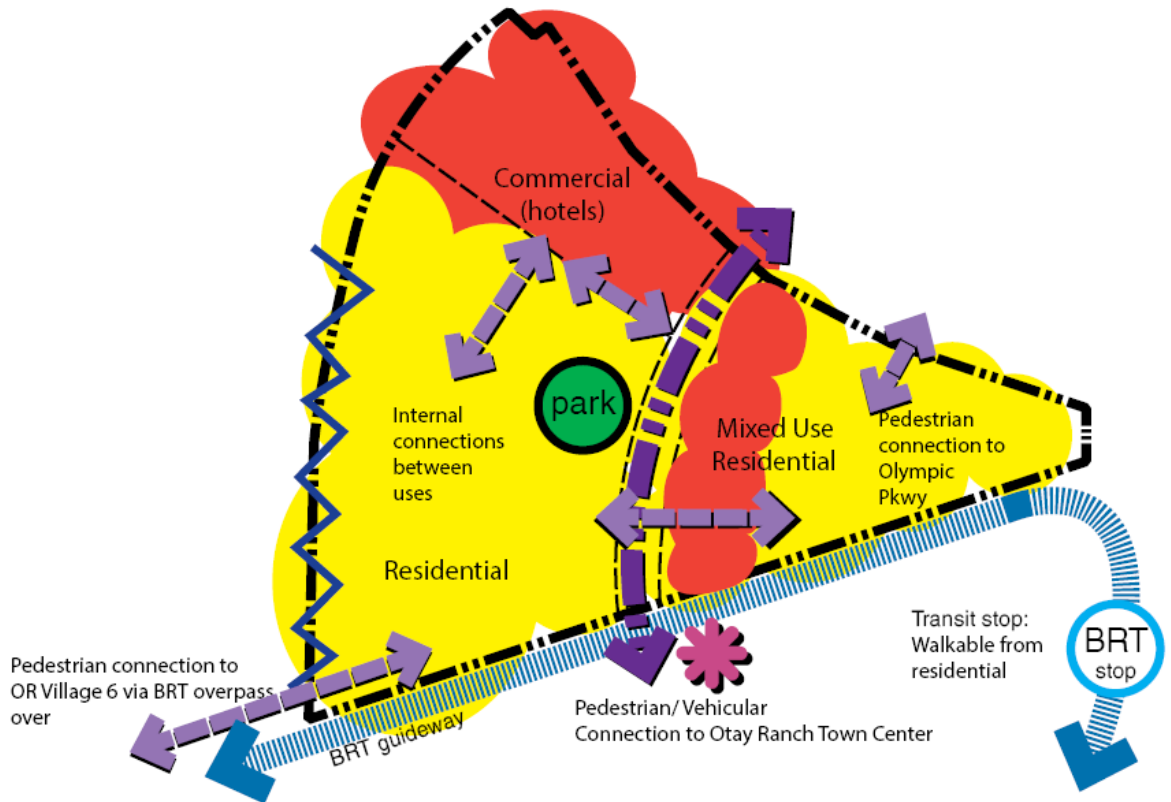
Figure 1. Site Plan Concept.

Figure 2. Pedestrian/Bicycle Circulation.