

Highway 395 Corridor Study for Southwest Riverside County

MULTI-MODAL TRANSPORTATION PLAN



Prepared for: Caltrans
WRCOG
City of Lake Elsinore
City of Murrieta
City of Temecula
City of Wildomar

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EXECUTIVE SUMMARY

The Highway 395 Corridor Study for Southwest Riverside County (Study) is a joint effort involving the Western Riverside Council of Governments (WRCOG), the California Department of Transportation (Caltrans), the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar. This Study focuses on identifying future transportation and land use strategies that could be implemented to increase mobility, encourage mixed-use development, and create employment opportunities throughout the 16-mile corridor designated for the purposes of this study as the Highway 395 Corridor (Corridor). This Multi-Modal Transportation Plan Report discusses the current transportation network and proposes measures to improve that network for all forms of travel.

CORRIDOR OVERVIEW

The Highway 395 Corridor travels through the Cities of Temecula, Murrieta, Wildomar, and Lake Elsinore. Prior to construction of Interstate 15 (I-15), this roadway served as a primary north-south route extending up from San Diego County. As the I-15 has become the predominant travel route for traversing the region, the old Highway 395 route has become less prominent and underutilized in the expanse from Temecula to Lake Elsinore.

The existing transportation system within and adjacent to the Corridor includes a combination of roadways, pedestrian pathways, and bicycle facilities. An initial evaluation of these facilities revealed that there is a significant level of variation in the condition of each type of facility throughout the Corridor. The same is true with the quality and availability of transit waiting areas. This lack of uniformity represents a significant constraint within the Corridor, particularly if there is a desire to create a more uniform identity or “feel” along the roadway throughout the participating cities.

General Plan land use designations along the Corridor range in intensity from office professional uses and employment centers to very low density rural areas. Generally, the planned land uses are more intensive in the Cities of Temecula and Murrieta and less intensive in the Cities of Wildomar and Lake Elsinore. There is also significant variation in the existing land use form along the Corridor. Buildings vary greatly in size, height and intensity. A number of vacant parcels were identified throughout the Corridor.

TRANSPORTATION PRIORITIES

Collaboration with staff from the Corridor Cities, WRCOG, SCAG, Caltrans, and the Public Workshops led to an understanding of the priorities for transportation improvements within the Corridor. Issues that were identified by either Public Agency Staff or Public Workshop participants included:

- Future capacity for automobiles
- Even flow of traffic
- Regular bus service
- On-street bike lanes
- Off-street bicycle paths

- Consistent sidewalks and crosswalks
- Parking and travel demand management

RECOMMENDED STRATEGIES

The report recommends a number of transportation strategies within and adjacent to the Corridor affecting all modes of transportation currently present and likely to be present in the future. These improvements were suggested based on input from the design charrette, public workshop comments, as well as current best practices in transportation. The proposed improvements are shown in Table ES1.

TABLE ES1 - PROPOSED IMPROVEMENTS	
Recommendation #1- Complete Jefferson Avenue Extension	Extend Jefferson Avenue north into Wildomar and connect with Palomar Street, creating a single, uninterrupted roadway
Recommendation #2- Expand Roadway to Four Lanes	Increase all two- and three-lane portions to four lanes, increasing capacity and flow
Recommendation #3- Implement ITS/Adaptive Signal Coordination	Coordinate signals across the Corridor to provide more even flow for traffic and reduce travel time
Recommendation #4- Improve Connectivity to Historic Downtown Murrieta	Designate a specific route to Historic Downtown Murrieta along Washington Avenue using specialized signage
Recommendation #5- Improve Transit Stops	Add amenities to Corridor bus stops and improve non-motorized and disabled accessibility to promote ridership
Recommendation #6- Enhance Transit in Areas Currently Served	Improve service in existing transit areas by adding buses to reduce headway and attract riders
Recommendation #7- Implement BRT System in Corridor	Install various BRT measures within the Corridor to decrease bus travel time and increase transit viability
Recommendation #8- Install Bike Lanes Throughout Corridor	Add bike lanes or bike route signage as appropriate for current roadway and install lanes with any expansion
Recommendation #9- Improve connection to Class I Bike Trail	Create lateral bike routes to connect the Corridor to the Murrieta Creek Class I bike trail
Recommendation #10- Enhance Pedestrian Network	Fill in gaps in the sidewalk network and add sidewalks in portions of the Corridor where they don't currently exist
Recommendation #11- Implement Travel Demand Management	Identify potential strategies, such as reductions in parking requirements, that could be implemented in new development within the Corridor
Source: Fehr & Peers, 2012	

I. INTRODUCTION

STUDY BACKGROUND

The Highway 395 Corridor Study for Southwest Riverside County is a joint effort involving the Western Riverside Council of Governments (WRCOG), the Southern California Association of Governments (SCAG), the California Department of Transportation (Caltrans), the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar. Funded by a 2011 Caltrans Community Based Transportation Planning Grant, this study will examine the land use and transportation conditions and opportunities within the Corridor as it extends through the four participating Cities. The Study will produce four separate reports:

- Existing Conditions and Regulatory Framework Report
- Multi-Modal Transportation Report (this report)
- Mixed Use Development Opportunities Report
- Implementation Guidelines Report

Throughout this document, “Report” will refer to this *Multi-Modal Transportation Report*, while “Study” will refer to the Highway 395 Corridor Study as a whole. The City of Temecula is also preparing a Specific Plan for Jefferson Avenue within its jurisdiction, which will incorporate some of the data generated by the Study related to land use and transportation issues. Public Outreach for both efforts is being provided through a Visioning Project, which is funded through the Southern California Association of Governments (SCAG) Compass Blueprint Program.

PURPOSE OF THE MULTI-MODAL TRANSPORTATION REPORT

This Report is intended to convey and present a series of potential transportation strategies related to improvements for the roadway, transit, bicycle, and pedestrian systems within the Corridor. From these potential strategies, a series of recommended strategies are summarized. It is anticipated that these recommended strategies would be evaluated further in the *Implementation Guidelines Report*. Therefore, a key outcome of this report is identifying strategies that can be implemented within the Corridor, with a subsequent study providing additional information regarding the manner in which these recommended strategies can be implemented. Subsequent to the completion of this Study, it is anticipated that the participating agencies would work collaboratively to fund and implement these improvements through a variety of methods and approaches.

The *Multi-Modal Transportation Report* will also serve as an input to the *Mixed-Use Development Opportunities Report*, which will identify preferred or feasible locations for future mixed-use development in the Corridor. It is anticipated that one or more recommended sites for future mixed-use development may be located concurrently with one or more of the recommended transportation improvements.

ORGANIZATION OF THE REPORT

This report is organized as follows:

- Chapter II- Review of existing transportation conditions within the Corridor
- Chapter III- Overall approach

- Chapter IV- List of potential strategies
- Chapter V- Staff input on issue areas
- Chapter VI- Public workshop input on issue areas
- Chapter VII- List of prioritized issues areas
- Chapter VIII- Recommended Strategies
- Chapter IX- Strategies evaluated but not recommended

NAMING CONVENTIONS

As the Corridor travels through the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar, the roadway has been given different naming designations by local communities. For the purposes of this Report, the term “Corridor” will be used to represent the Study travel route and a one-quarter mile east-west buffer along the Corridor. The actual curb-to-curb street section of the route will be referred to as the “Corridor Roadway”, or “Roadway”. When necessary, specific locations along the Corridor may be referenced to provide a geographical context. For example, Jefferson Avenue is a prominent reference point in the Cities of Temecula and Murrieta that is located within the Corridor.

II. REVIEW OF EXISTING CONDITIONS

This chapter provides an overview and concludes with a summary of constraints and opportunities related to transportation within the Corridor. Additional information regarding existing conditions within the Corridor is provided in the *Highway 395 Existing Conditions Report* (January 17, 2012).

EXISTING TRANSPORTATION SYSTEM

The Historic Highway 395 route travels through the City of Lake Elsinore, the City of Murrieta, the City of Temecula, and the City of Wildomar. Prior to construction of Interstate 15 (I-15), this roadway served as a primary north-south route extending up from San Diego County. As the I-15 has become the predominant travel route for traversing the region, the old Highway 395 route has become less prominent and underutilized in the expanse from Temecula to Lake Elsinore.

The existing transportation system within and adjacent to the Corridor includes a combination of roadways, pedestrian pathways, and bicycle facilities. An initial evaluation of these facilities revealed that there is significant level of variation in the condition of each type of facility throughout the Corridor. The same is true with the quality and availability of transit waiting areas. This lack of uniformity represents a significant constraint within the Corridor, particularly if there is a desire to create a more uniform identity or “feel” along the roadway throughout the participating cities.

FUTURE TRANSPORTATION SYSTEM

The future planned transportation system provides an understanding of the proposed transportation improvements within the region. A review of various transportation planning documents reveals that a variety of upgrades are planned, most significantly the widening of roadways within the Corridor as outlined by the various participating Cities’ General Plans. In most instances, the planned roadway improvements may also result in the expansion of existing sidewalks and bicycle lanes. In addition to proposed roadway expansions, substantial public transit improvements have been proposed either within or near the Corridor, including several Bus Rapid Transit (BRT) lines and a potential High Speed Rail station in Murrieta. The timing of these transit improvements is uncertain and depends on external funding from agencies such as Riverside Transit Agency and the California High Speed Rail Authority.

CORRIDOR TRANSPORTATION CONSTRAINTS & OPPORTUNITIES

Based on the observation and analysis described above, several specific transportation constraints and opportunities exist within the Corridor as noted below:

CONSTRAINTS

Multiple Jurisdictions and Agency Participation: Agencies which have jurisdiction over the Corridor include Riverside County, the four project cities, water districts, transit agencies, economic development organizations, WRCOG, SCAG, and Caltrans. The presence of these various agencies poses a potential challenge; particularly if any identified strategies require the cooperation or concurrence of multiple parties.

Variation in Roadway Width, Lanes, and Designations: The physical configuration of the roadways within the Corridor varies significantly. There is little consistency, which could make it difficult to implement measures that

are designed to create a consistent Corridor. For example, there are several sections of the Corridor which have only two travel lanes while adjacent segments have four lanes. To create a consistent look and feel to the Corridor, this lack of existing consistency may require significant reconstruction to the various roadway segments instead of only minor changes.

Lack of Uniformity for Bicycle/Pedestrian Facilities: Similar to the physical layout of the roadway, there is a significant variation in the bicycle and pedestrian facilities within the Corridor. The lack of uniformity is particularly problematic for pedestrians since there are large sections of the roadway without sidewalks. Current pedestrian and bicyclists activity, both in areas with and without these facilities, indicates that there is a demand for them.

Significant Areas of the Corridor with Rural Character: There are several locations within the Corridor that are predominately characterized by rural or very low density uses. These locations represent challenges since some residents of these areas might view proposed land use and transportation improvements negatively given their desire to preserve the existing equestrian and animal keeping lifestyle.

OPPORTUNITIES

Relatively Low Traffic Volumes: The roadways within the Corridor experience lower volumes than other comparable roadways. These lower volumes are less than the roadway capacity, which results in less congestion than is observed at other locations in southwestern Riverside County.

Proposed Roadway Widening: Many of the Corridor segments are projected to be widened, as outlined in the various Cities' General Plans. Concurrent with these proposed improvements, there is an opportunity to add sidewalks, bicycle lanes, and other amenities.

Supporting Policy Language: All of the City and Regional Policy Documents reviewed indicated a high level of support for implementing multi-modal transportation improvements and future mixed-use development. The WRCOG Smart Growth Opportunities Map provides support for mixed-use development within the Corridor by identifying potential development types and locations for mixed-use development.

Future Transit Improvements: Future Bus Rapid Transit (BRT) service is proposed along I-15 and Jefferson Avenue in Temecula. A potential High Speed Rail Station is also proposed within the City of Murrieta. These future transit facilities can serve as a significant inducement to mixed-use development and also a means to potentially divert automotive trips to alternative travel modes.

III. OVERALL APPROACH

This chapter describes the overall approach to this Study and describes the process by which major study issue areas were identified, how potential strategies for each issue area were developed, the process to collect Staff and Public Workshop input on potential options, and finally the process by which recommended strategies were noted.

STEP #1- IDENTIFY ISSUE AREAS

Based on the research conducted for the *Existing Conditions Report*, the Project Team noted that there appeared to be ten major issue areas facing the Corridor. These issues are as follows:

- Future capacity for automobiles
- Even flow of traffic
- Fixed-guide way trolley
- Regular bus service
- Local shuttles
- On-street bike lanes
- Off-street bicycle paths
- Consistent sidewalks and crosswalks
- Bicycle sharing and improve bicycle access to transit
- Parking and travel demand management

Each of these issues represents potential areas of improvement that might be addressed through one or more strategies.

STEP #2- IDENTIFY POTENTIAL STRATEGIES FOR EACH ISSUE AREA

A concurrent step with the identification of issues areas was the identification of potential strategies related to each issue area. These potential strategies reflect possible approaches to addressing issues identified above, based on experiences in other similar jurisdictions, historical activities in the Corridor, previous studies, and other considerations.

STEP #3- COLLECT STAFF INPUT ON PRIORITY ISSUE AREAS

Rather than present a wide range of potential strategies, the Project Team elected to focus on strategies that addressed only the higher priority issues. As part of this study, a meeting was held with City Staff from all of the four participating Cities (Lake Elsinore, Wildomar, Murrieta, and Temecula) to collect their input on the higher priority issue areas.

STEP #4- COLLECT PUBLIC WORKSHOP INPUT ON PRIORITY ISSUE AREAS

The Project Team also participated in several Public Workshops to collect input from the public. One key component of each workshop was a voting process by which workshop participants were asked to identify those issue areas which were considered to be priorities.

STEP #5- IDENTIFY RECOMMENDED STRATEGIES WHICH CORRESPOND TO PRIORITY ISSUE AREAS

The final stage of the Study involved a comparison between the prioritization information provided by the Staff and Public Workshops and the Potential Strategies. Those strategies which were rated most highly by either the Staff or the Public were noted to be Recommended Strategies.

IV. POTENTIAL STRATEGIES

This chapter describes the Potential Strategies that were identified for the Corridor. Strategies were identified for a broad group of potential improvements related to the roadway, transit, and non-motorized (bicycle and pedestrian).

VEHICULAR STRATEGIES

Five vehicular strategies were identified which address items such as the lack of a continuous connection along the Corridor, the future expansion of the roadway, and traffic signal timing. Specific vehicular strategies include:

- Complete Jefferson Avenue extension
- Expand roadway to four lanes
- Adopt uniform set of roadway standards
- Implement Intelligent Transportation Systems (ITS)/Adaptive Signal Coordination
- Improve connectivity to Historic Downtown Murrieta
- Implement travel demand management/parking demand management

TRANSIT STRATEGIES

Six transit strategies were also identified, ranging from incremental changes in existing bus routes to the provision of a fixed guide way system. Potential transit strategies include:

- Improving transit stops
- Enhancing transit in areas already served
- Expanding transit to new areas
- Implement a fixed guide way transit system system such as a light rail or trolley
- Implementing Bus Rapid Transit (BRT)
- Implementing shuttle service in the Corridor

BICYCLE/PEDESTRIAN STRATEGIES

Five potential strategies related to non-motorized travel were identified including:

- Install bike lanes throughout the Corridor
- Providing a connection to the proposed Class I bicycle trail
- Improve bicycle facility standards

- Bicycle friendly intersection improvements
- Enhance pedestrian network

The potential strategies are provided in Table 1 below.

TABLE -1 - POTENTIAL STRATEGIES	
Vehicle	
V1 – Complete Jefferson Avenue Extension	Extend Jefferson Avenue north into Wildomar and connect with Palomar Street, creating a single, uninterrupted roadway
V2 – Expand Roadway to Four Lanes	Increase all two- and three-lane portions to four lanes, increasing capacity and flow
V3 – Adopt Uniform Set of Roadway Standards	Agree on a set of standards to be applied to the roadway across all jurisdictions to increase continuity
V4 – Implement ITS/Adaptive Signal Coordination	Coordinate signals across the Corridor to provide more even flow for traffic and reduce travel time
V5 – Improve Connectivity to Historic Downtown Murrieta	Designate a specific route to Historic Downtown Murrieta along Washington Avenue using specialized signage
V6- Implement Travel Demand Management	Identify potential strategies, such as reductions in parking requirements, that could be implemented in new development within the Corridor
Transit	
T1 – Improve Transit Stops	Add amenities to Corridor bus stops and improve non-motorized and disabled accessibility to promote ridership
T2 – Enhance Transit in Areas Currently Served	Improve service in existing transit areas by adding buses to reduce headway and attract riders
T3 – Expand Transit to New Areas	Add transit access to areas that are not currently served as land uses and densities change and support expansion
T4- Implement Fixed Guide Way Transit in the Corridor	Develop a trolley or light rail system in the Corridor
T5 – Implement BRT System in Corridor	Install various BRT measures within the Corridor do decrease bus travel time and increase transit viability
T6 – Implement Shuttle Service in Corridor	Create shuttle networks at viable locations within the Corridor to connect destinations and the main transit system
Bicycle/Pedestrian	
BP1 – Install Bike Lanes Throughout Corridor	Add bike lanes or bike route signage as appropriate for current roadway and install lanes with any expansion
BP2 – Connection to Class I Bike Trail	Create lateral bike routes to connect the Corridor to the Murrieta Creek Class I bike trail

TABLE -1 - POTENTIAL STRATEGIES

BP3 – Improve Bicycle Facility Standards	Add distinctive signage and striping to increase awareness and visibility of the bicycle network
BP4 – Bicycle/Pedestrian Friendly Intersection Treatments	Install specialized pavement marking or infrastructure at intersections to increase safety for non-motorized travelers
BP5 – Enhance Pedestrian Network	Fill in gaps in the sidewalk network and add sidewalks in portions of the Corridor where they don't currently exist

Source: Fehr & Peers, 2012

V. STAFF INPUT

This chapter presents the results of a staff-level workshop to obtain their input on key issue areas within the Corridor. A key element of this meeting was a voting exercise whereby the workshop participants were asked to rank the various issue areas identified in Chapter III.

TRANSPORTATION BEST PRACTICES WORKSHOP

On December 8, 2011, a workshop was held to discuss potential improvements within the corridor. Participants included WRCOG, City of Temecula, City of Murrieta, City of Wildomar, City of Lake Elsinore, Caltrans, and SCAG.

Existing conditions and future strategies within the Corridor were reviewed. Potential strategies discussed during this meeting included:

- Complete Streets
- Transit options
- Bicycle/pedestrian facilities
- Parking demand/travel demand management

PRIORITIZATION EXERCISE

Following the discussion of potential transportation strategies, the workshop participants engaged in an interactive exercise where they were asked to rank these potential issue areas in order of preference. The following issues were presented for prioritization:

- Future capacity for automobiles
- Even flow of traffic
- Fixed-guide way trolley
- Regular bus service
- Local shuttles
- On-street bike lanes
- Off-street bicycle paths
- Consistent sidewalks and crosswalks
- Bicycle sharing and improve bicycle access to transit
- Parking and travel demand management

EXERCISE RESULTS

Table 2 presents the results of the voting exercise when tabulated for all participants.

TABLE 2 – INTERACTIVE EXERCISE RESULTS	
Issue Areas	Voting Result
Consistent sidewalks and crosswalks	7.2
On-street bike lanes	6.9
Even flow of traffic	6.4
Regular bus service	6.3
Off-street bicycle paths	6.0
Local shuttles	5.4
Fixed-guide way trolley	4.7
Parking and travel demand management	4.3
Bicycle sharing and improve bicycle access to transit	4.0
Future capacity for automobiles	3.7

Source: Fehr & Peers, 2012

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Based on these voting results, the potential issues can be grouped into several tiers including:

- Sidewalks, bicycle lanes, off-street bicycle paths , traffic flow improvements, and improved regular bus service were the highest rated issues with voting results were 6.0 or greater
- The next tier of issues included local shuttles, a fixed-guide way trolley, and parking/travel demand management also received scores between 4.0 and 6.0.

Summary information regarding this first meeting is provided as Appendix A.

VI. PUBLIC WORKSHOP INPUT

This chapter describes the results of two public workshops which were held on March 15, 2012 and March 22, 2012 in Temecula and Wildomar respectively. The purpose of these workshops was to gather input on potential transportation strategies for implementation in the Corridor. A brief summary of each workshop is presented along with a summary of the voting results for both workshops compiled in one table.

MARCH 15, 2012 WORKSHOP

This first workshop was held in the City of Temecula. 20 members of the community attended the meeting. Attendees were asked to vote on the same ten issue areas presented at the Staff Workshop to indicate their preference for higher priority areas. Following this voting process, the workshop attendees were also asked to provide additional information and comments on transportation-related issues.

Some key statements at this first meeting are as follows:

- Safety is a critical issue, particularly as it relates to bicyclists, school zones, and emergency routes
- It is important to provide consistent and frequent transportation options
- There should be a focus on school zones including vehicle speeds, pedestrians, bicycles, and transit
- There should be connectivity between bus, rail, and bicycle options
- The study should consider innovative approaches to policy, funding, and partnerships

Some specific comments offered on each of the ten potential issues areas is as follows:

- The Corridor should accommodate future growth
- Important to identify emergency evacuation routes
- Should improve synchronization of traffic lights
- Consider a light rail type of trolley
- Consider private options for transit
- Address concerns with bus stop lighting, safety, and cleanliness
- Shuttles are not a big priority in the Corridor
- Increase connectivity through on-street bicycle lanes
- Link Bike Lanes to schools
- Focus on off-street paths
- Provide for pedestrians in rural road areas

- Consider shared parking spaces

A complete summary of all comments made at this meeting are summarized in a Summary Report prepared by MIG, Inc which is included in Appendix B.

MARCH 22, 2012 WORKSHOP

The second workshop was held in the City of Wildomar. 20 members of the community attended this workshop, similar to the previous workshop. The format of this workshop was similar to the first in that meeting participants were asked to provide input on transportation strategies and also to vote on priorities among the various issue areas.

General statements made at this meeting include:

- It is important to optimize traffic flow so vehicles can move smoothly in the Corridor
- Safety is an important consideration
- It should be a priority to expand sidewalks and paths
- The Plan should provide appropriate level of parking for each community
- There should an identity along the Corridor implemented through branding
- There should be a consideration of history and culture along the corridor

Specific statements about various issues areas are as follows:

- Should have more consistent right-of-way throughout the corridor
- Consider roundabouts
- Provide a trolley
- Provide more bike-friendly routes
- Leverage and expand on existing trails near the Corridor
- Meet pedestrian needs
- Provide consistent paths and sidewalks
- Address safety and school routes
- Address lack of parking at schools and businesses

VOTING RESULTS

Table 3 provides the results of the voting exercise, when aggregated for both workshops. The chart reports the total percentage of votes each issue area received.

TABLE 3 – INTERACTIVE EXERCISE RESULTS

Strategy	Voting Result
Future capacity for automobiles	17%
Even flow of traffic	16%
Off-street bicycle paths	15%
Parking and travel demand management	12%
Consistent sidewalks and crosswalks	12%
Fixed-guide way trolley	7%
On-street bike lanes	7%
Regular bus service	6%
Local shuttles	4%
Bicycle sharing and improve bicycle access to transit	3%

Source: Fehr & Peers, 2012

VII. PRIORITIZING POTENTIAL STRATEGIES

This chapter discusses the process by which potential strategies for the Corridor were identified. Each of these potential strategies relates to one or more of the high priority issues identified either by Staff Input or input from the Public Workshops.

ISSUE PRIORITIES

Table 4 compares the results of the voting between the Staff Workshops and the Public Workshops. Based on the voting results, each potential issue area was categorized as either being a Low Priority or a High Priority. As shown in the table below, there are six issues for which both the Staff Workshop and the Public Workshops ranked highly.

TABLE 4 – INTERACTIVE EXERCISES RESULTS		
Strategy	Staff Workshop Ranking	Public Workshop Ranking
Even flow of traffic	High	High
Off-street bicycle paths	High	High
Consistent sidewalks and crosswalks	High	High
Future capacity for automobiles	Low	High
On-street bike lanes	Low	High
Regular bus service	High	Low
Parking and travel demand management	High	Low
Fixed-guide way trolley	Low	Low
Local shuttles	Low	Low
Bicycle sharing and improve bicycle access to transit	Low	Low

Source: Fehr & Peers, 2012

VIII. RECOMMENDED STRATEGIES

This chapter presents a series of recommended improvements within the Corridor, based on input from Agency Staff, Public Workshops, and recommendations of previous studies. For each recommended improvement, tabular information is presented along with images of the proposed improvement.

PROCESS TO IDENTIFY RECOMMENDED STRATEGIES

Once the higher priority issue areas were identified, the potential strategies were evaluated to determine how well they corresponded with the higher priority issue areas. The recommended strategies were then identified based on whether they addressed one or more of the issue areas. Table 5 below describes the correspondence between the issue areas and potential strategies.

Recommended Strategy	Even Flow of Traffic	Off-Street Bicycle Paths	Consistent Sidewalks and Crosswalks	Future Capacity for Automobiles	On-Street Bike Lanes	Regular Bus Service	Parking and Travel Demand Management
Complete Jefferson Avenue Extension	√		√	√	√		
Expand Roadway to Four Lanes	√		√	√	√		
Implement ITS/Adaptive Signal Coordination	√			√			
Improve Connectivity to Historic Downtown Murrieta	√						
Improve Transit Stops						√	
Enhance Transit in Areas Currently Served						√	
Implement BRT System in Corridor						√	
Bike Lanes Throughout Corridor					√		

TABLE 5 – HIGH PRIORITY ISSUE AREAS COMPARED TO RECOMMENDED STRATEGIES

Recommended Strategy	Even Flow of Traffic	Off-Street Bicycle Paths	Consistent Sidewalks and Crosswalks	Future Capacity for Automobiles	On-Street Bike Lanes	Regular Bus Service	Parking and Travel Demand Management
Improve connection to Class I Bike Trail		√					
Enhance Pedestrian Network			√				
Implement Travel Demand Management							√

Source: Fehr & Peers, 2012

STRATEGY DESCRIPTION

For each recommended strategy, the following information is presented:

- Existing Conditions
- Description of the Improvement
- Location
- Modes Benefitted
- Rationale for Including This Improvement
- City Staff Priority
- Public Workshop Priority
- Recommendation

TABLE 6

RECOMMENDED STRATEGY #1- COMPLETE CONNECTION OF JEFFERSON AVENUE AND PALOMAR STREET

Category	Description
Issue Area Addressed	Even Flow of Traffic, Consistent Sidewalks and Crosswalks, Future Capacity for Automobiles, On-Street Bicycle Lanes
Existing Conditions	There is a break in the Corridor on the Murrieta/Wildomar border where Jefferson Avenue terminates at an undeveloped parcel.
Description of Improvement	It is recommended that Jefferson Avenue be extended north and west to connect with Palomar Street, creating a consistent, uninterrupted alignment for motor vehicles, cyclists and pedestrians. This improvement is shown on Figure 1.
Location	Wildomar, Murrieta
Modes Benefitted	
Rationale for Including This Improvement	A continuous connection will provide for greater continuity for vehicular, bicycles, and pedestrians. Additionally, drivers wishing to travel between Wildomar and Murrieta will no longer need to divert to other roadways; thereby reducing conflicts along these other roadways.
City Staff Priority	High priority item
Public Workshop Priority	High priority item
Recommendation	Include improvement in Implementation Plan for Corridor

Source: Fehr & Peers, 2012

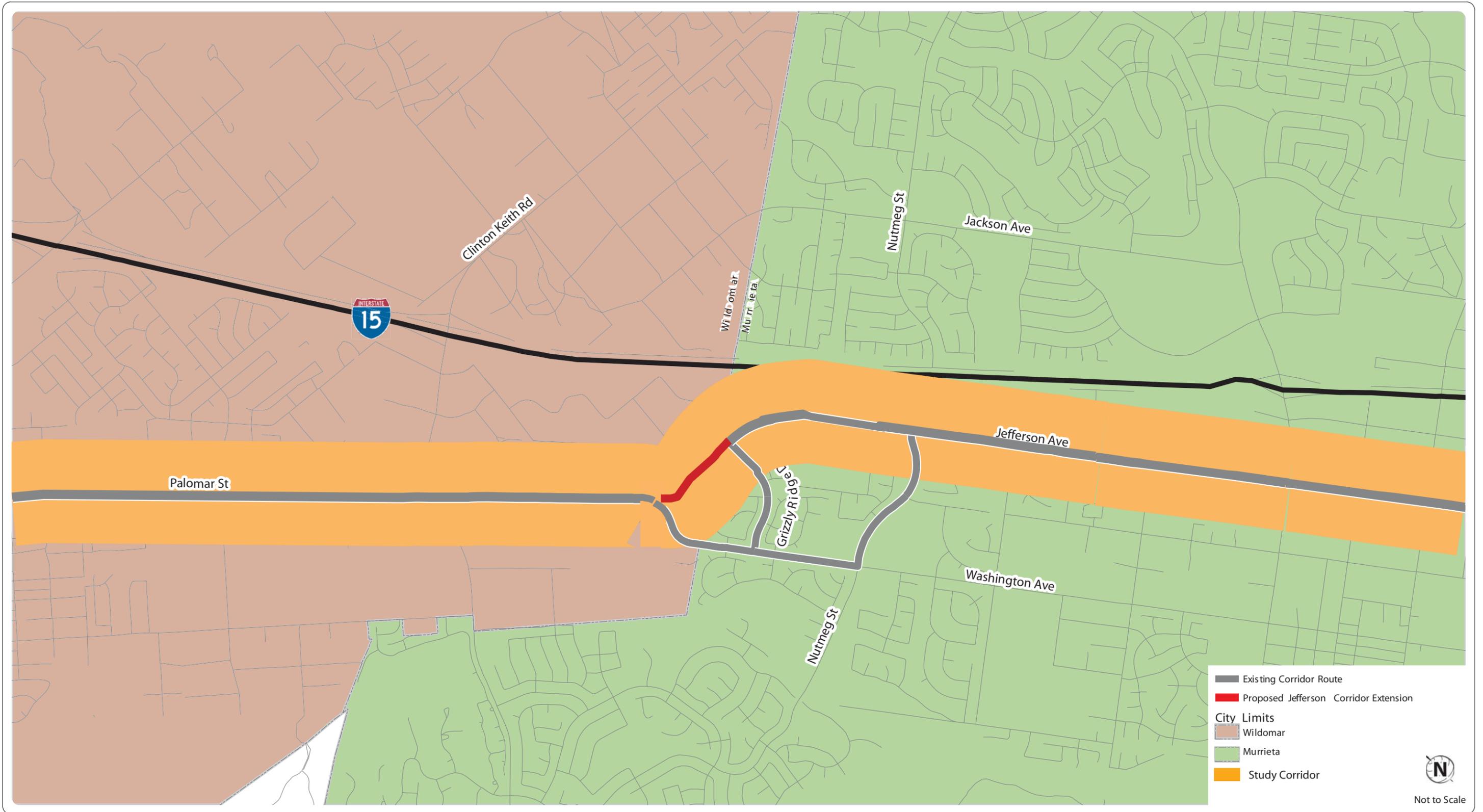


TABLE 7
RECOMMENDED STRATEGY #2- BUILD ALL SECTIONS TO FOUR LANES

Category	Description
Issue Area Addressed	Even Flow of Traffic, Consistent Sidewalks and Crosswalks, Future Capacity for Automobiles, On-Street Bicycle Lanes, Regular Bus Service
Existing Conditions	Currently the lane configuration tends to reflect the land use and traffic volume in the vicinity. Four-lane sections are typically found in areas with commercial or retail land uses, or in residential areas where developments feed in traffic onto the Roadway. In Temecula and Murrieta, the road commonly has four lanes when near I-15 and cross streets that have interchanges with the freeway. Three-lane configurations are mostly found near residential land uses, where developments feed onto Jefferson Avenue and the extra lane flows toward arterial freeway connections. Two-lane facilities are common in purely residential and rural land uses where volumes are typically lower. Figure 2 shows the current lane configurations along the Corridor.
Description of Improvement	It is recommended that all portions of the Roadway be built to four lanes where sufficient right-of-way exists. A map of those sections where lanes would be added is shown as Figure 2.
Location	Murrieta, Wildomar, Lake Elsinore
Modes Benefitted	
Rationale for Including This Improvement	It is anticipated that the proposed widening along would provide a more even traffic flow and limit the need for lane additions and lane drops as currently exists. A four-lane configuration is also favorable in situations where speed differentials are expected, such as transit corridors. Buses make frequent stops along routes, and an extra lane allows vehicles to flow continuously around the buses.

TABLE 7
RECOMMENDED STRATEGY #2- BUILD ALL SECTIONS TO FOUR LANES

Category	Description
City Staff Priority	Low priority item
Public Workshop Priority	High priority item
Recommendation	Include improvement in Implementation Plan for Corridor

Source: Fehr & Peers, 2012

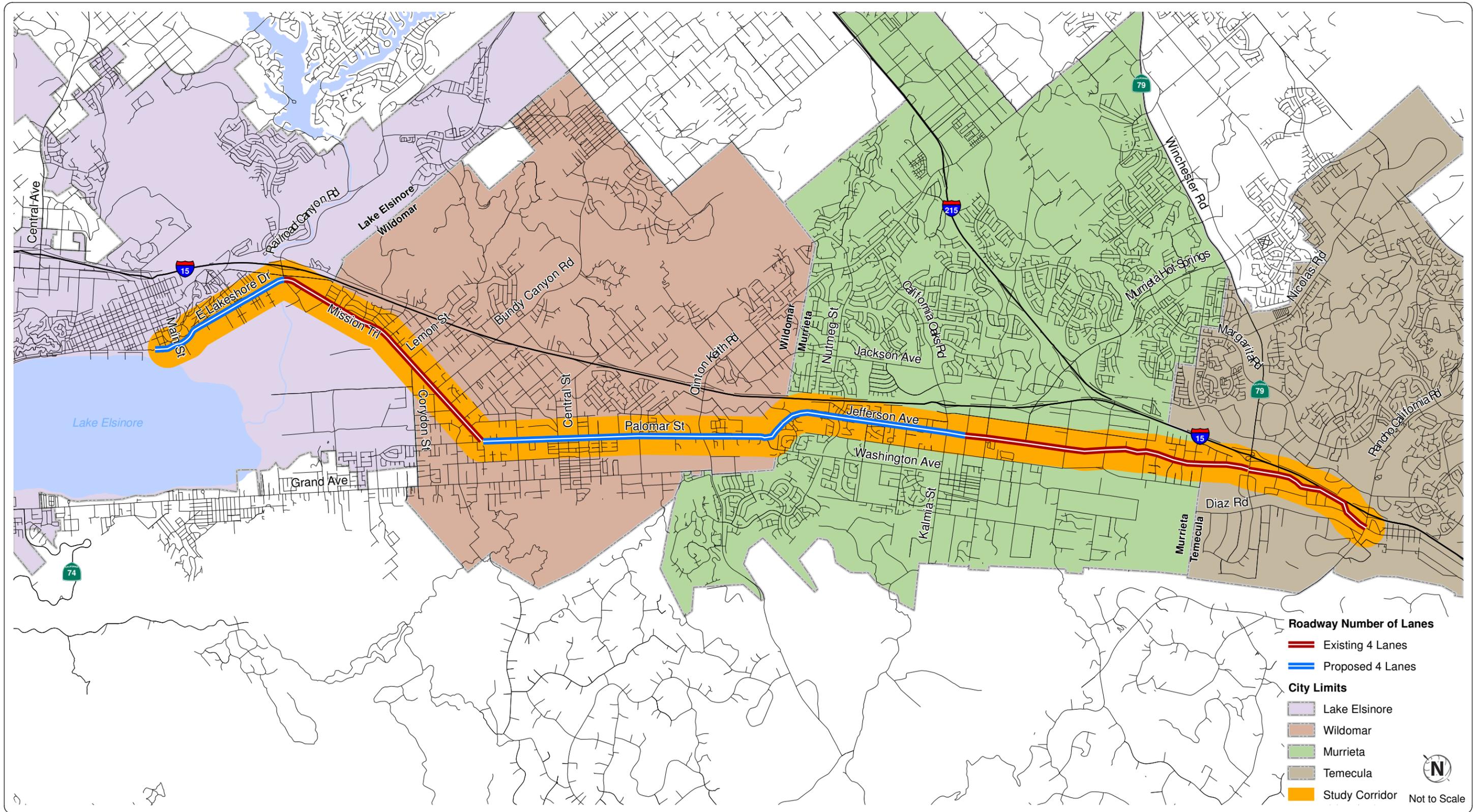


TABLE 8	
RECOMMENDED STRATEGY #3- IMPLEMENT ITS (INTELLIGENT TRANSPORTATION SYSTEMS)/ADAPTIVE SIGNAL COORDINATION	
Category	Description
Issue Area Addressed	Even Flow of Traffic, Future Capacity for Automobiles
Existing Conditions	The majority of the intersections along the Roadway within the Corridor lack the infrastructure to coordinate signal timing between them. The City of Temecula currently operates an adaptive signal timing system along Jefferson Avenue within the Corridor. The system operates as far north as Sanborn Avenue near the border of Murrieta. The City of Murrieta employs signal coordination along Jefferson Avenue within parts of the City, but it is not adaptive. Signal coordination does not exist in the Corridor in either Wildomar or Lake Elsinore.
Description of Improvement	<p>It is recommended that an Adaptive Signal Coordination system be installed and implemented throughout the length of the Corridor Roadway to allow adaptive timing and synchronization between traffic signals. The implementation could be phased to specific sections in order to better package the development of the system to match available funding. The proposed phases would follow sequentially and is described on Figure 3:</p> <p><u>Phase 1: Southern Murrieta</u> – The land uses along Jefferson Street in these portions of the Corridor are mostly commercial and business-oriented. The majority of intersections are signalized, and there is more likely to be driveway access from the Roadway to the businesses. Implementation in this section would produce benefit even if the remainder of the Corridor is not upgraded.</p> <p><u>Phase 2: Northern Murrieta and Wildomar</u> – Jefferson Street in northern Murrieta provides access to residential developments, with fewer driveways to generate slowing than the more commercial southern portions. Continuing into Wildomar, the land use becomes more rural and the frequency of signalized intersections decreases. These sections could be implemented together with less construction impact to traffic.</p> <p><u>Phase 3: Lake Elsinore</u> – The final phase would install signal interconnection throughout Lake Elsinore to complete the system for the entire Corridor Roadway.</p>

TABLE 8	
RECOMMENDED STRATEGY #3- IMPLEMENT ITS (INTELLIGENT TRANSPORTATION SYSTEMS)/ADAPTIVE SIGNAL COORDINATION	
Category	Description
Location	Murrieta, Wildomar, Lake Elsinore
Modes Benefitted	
Rationale for Including This Improvement	<p>This measure can effectively increase capacity of the roadway without requiring actual physical improvements to the facility other than necessary hardware installation at the signalized intersections. It could also be used in certain instances to reduce vehicular flow in areas where other modes of transportation are favored, such as downtown areas or mixed use development sites.</p> <p>Installation of the hardware should be considered at any time an intersection is expanded and signal masts are relocated, regardless of phasing. Retrofitting existing intersections and interconnecting them is not as labor or material-intensive as constructing new roads, so the priority may be considered lower than other infrastructure upgrades.</p>
City Staff Priority	High priority item
Public Workshop Priority	High priority item
Recommendation	Include improvement in Implementation Plan for Corridor
Source: Fehr & Peers, 2012	

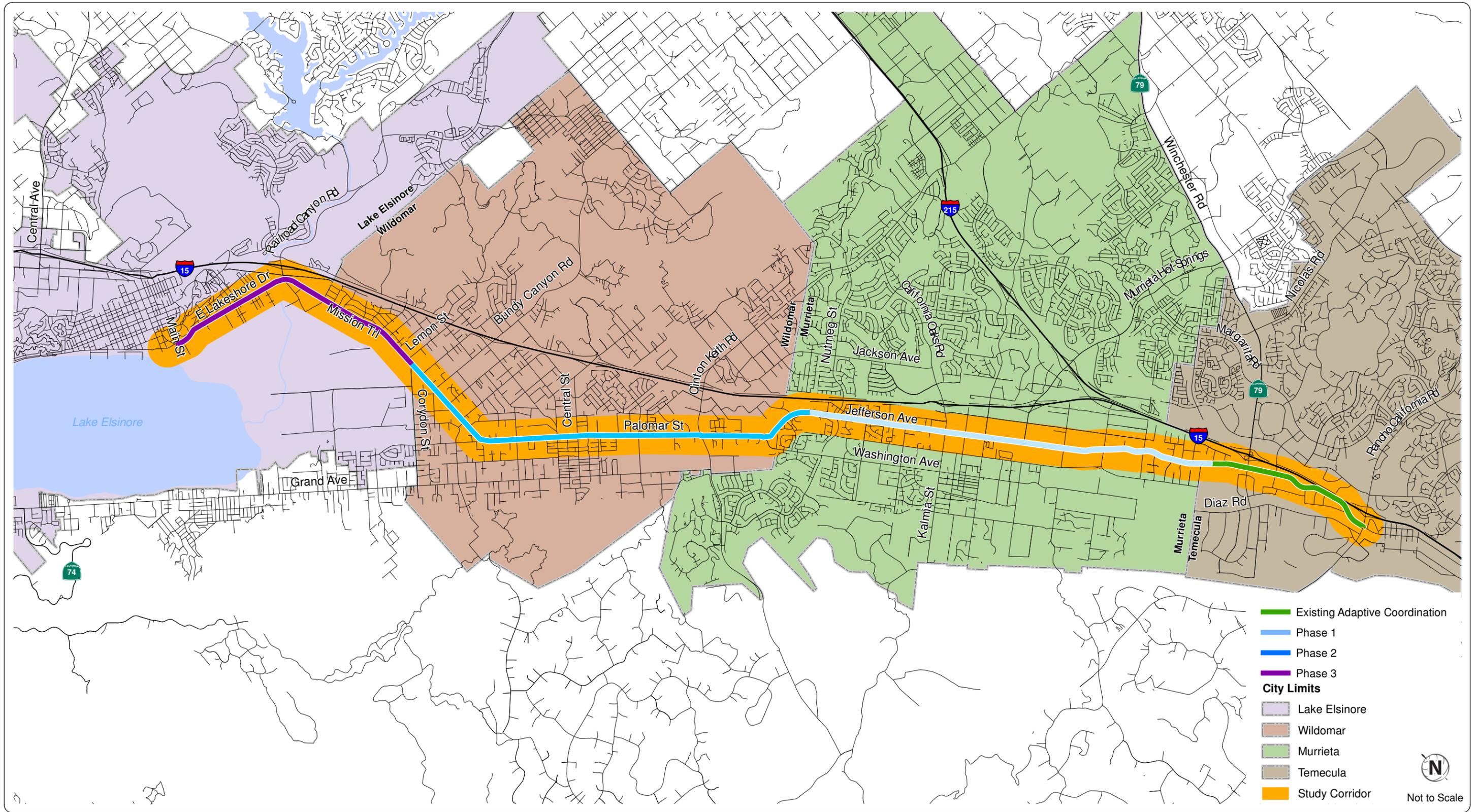


TABLE 9
RECOMMENDED STRATEGY #4 - IMPROVE CONNECTIVITY TO DOWNTOWN MURRIETA

Category	Description
Issues Areas Addressed	Even flow of traffic
Existing Conditions	<p>For purposes of this study, the Corridor route follows Jefferson Avenue parallel to I-15 within the City of Murrieta. Historic Downtown Murrieta is located along Washington Avenue, bounded by Ivy Street to the south and Kalmia Street to the north to the west of the Corridor. This area houses a number of varied businesses, including retail, restaurants, and services, as well as a Senior Center and Post Office. The City of Murrieta has also invested a significant amount of resources within Downtown Murrieta.</p> <p>One challenge related to Downtown Murrieta is that it is not directly visible from the Corridor or I-15; and signage directing persons to Downtown Murrieta is limited. The limited bicycle and pedestrian connections to Downtown Murrieta from the Corridor present another challenge. Not only is signage lacking for these travel modes, the physical connections are lacking as well.</p>
Description of Improvement	Additional signage is recommended to direct drivers on I-15 and Jefferson Avenue in Murrieta to Downtown Murrieta along Kalmia Street and Ivy Street. Additional signage would also be recommended along I-215. Potential locations for this additional signage within the Corridor is shown on Figure 4.
Location	Murrieta
Modes Benefitted	
Rationale for Including This Improvement	Historic Downtown Murrieta is a major destination along the Corridor with limited connectivity. Improving connectivity to Downtown Murrieta would provide significant benefit to those businesses located in this area.

TABLE 9	
RECOMMENDED STRATEGY #4 - IMPROVE CONNECTIVITY TO DOWNTOWN MURRIETA	
Category	Description
City Staff Priority	High Priority
Public Workshop Priority	High Priority
Recommendation	Include improvement in Implementation Plan for Corridor
Source: Fehr & Peers, 2012	



TABLE 10	
RECOMMENDED STRATEGY #5- IMPROVE TRANSIT STOPS	
Category	Description
Issue Area Addressed	Regular bus service
Existing Conditions	<p>The quality and type of accommodations at transit stops varies greatly throughout the Corridor. In some area the stops feature benches, garbage receptacles, and shade, while in others the stops may only feature a sign marking the location.</p> <p>Access to transit stops also varies significantly for pedestrians and disabled persons. Some stops are located on or adjacent to sidewalk that is part of an interconnected pedestrian network, while some are not connected to a pedestrian system and feature no ADA compliant ramps. There sites are effectively unusable for residents with limited mobility. In some cases the stops consist of a bench on graded earth. The images on the next page show the wide variation between the existing bus stops within the Corridor.</p>
Description of Improvement	<p>It is recommended that existing and future bus stop facilities be improved to meet certain minimum standards for rider comfort and safety. Safe, comfortable and attractive bus stops are essential to increasing transit ridership and maintaining a general public investment in the transit system. To meet these goals, certain features and amenities should be provided at the stop locations, including:</p> <ul style="list-style-type: none"> • Benches or other seating options • Shading in the form of trees or canopies • Enclosed shelter to protect from wind and other elements • Waste receptacles that are maintained and emptied • Bicycle racks or other storage facilities

TABLE 10	
RECOMMENDED STRATEGY #5- IMPROVE TRANSIT STOPS	
Category	Description
	A potential configuration for these bus stops is shown on Figure 5.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Providing amenities at bus stops can potentially encourage additional ridership by providing a more comfortable environment for persons to wait for transit vehicles. Enhancing pedestrian and bicycle connectivity to stop locations can also encourage ridership by providing more direct connections to transit stops, which reduce total travel time for transit patrons.
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Include improvement in Implementation Plan for Corridor
Source: Fehr & Peers, 2012	



Figure 5
Recommended Bus Stop Configuration

TABLE 11
RECOMMENDED STRATEGY #6- ENHANCE TRANSIT IN AREAS ALREADY SERVED

Category	Description
Issue Area Addressed	Regular bus service
Existing Conditions	<p>Riverside Transit Agency (RTA) provides fixed-route transit service to select portions of the Corridor. While several routes operate in or adjacent to the Corridor, there are currently four routes operating within the Corridor including Route 79, Route 23, Route 8, and Route 7.</p> <p>These routes operate primarily to connect portions of the Corridor to other areas within southwest Riverside County. According to information provided by RTA, ridership is highest in those areas of Lake Elsinore and Temecula which are served by these routes.</p>
Description of Improvement	<p>It is recommended that transit access can be enhanced in the areas already served by RTA to increase ridership. The current routes are set based on land uses and generated demand from those land uses. Recommended methods of improving service include:</p> <ul style="list-style-type: none"> • Decreasing Headways – reducing the time between buses along a route gives users more flexibility in their schedule. • Increasing the Number of Stops along Existing Routes – ensuring that stops are not too far apart allows users with limited mobility more options for using transit. • Expanding the Routes within the Service areas – Transit is typically considered accessible for those within ¼ mile of a stop. Modifying routes to move deeper into residential areas will increase the overall accessibility. <p>A map of areas where this existing service would be expanded in shown as Figure 6.</p>
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula

TABLE 11
RECOMMENDED STRATEGY #6- ENHANCE TRANSIT IN AREAS ALREADY SERVED

Category	Description
Modes Benefitted	
Rationale for Including This Improvement	Increasing the level or quality of the service could induce increased ridership in the areas already transit-accessible, shifting mode share away from personal vehicles. This increase in transit patronage provides benefit to all forms of transportation by alleviating congestion and reducing total vehicle conflicts.
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Include improvement in Implementation Plan for Corridor

Source: Fehr & Peers, 2012

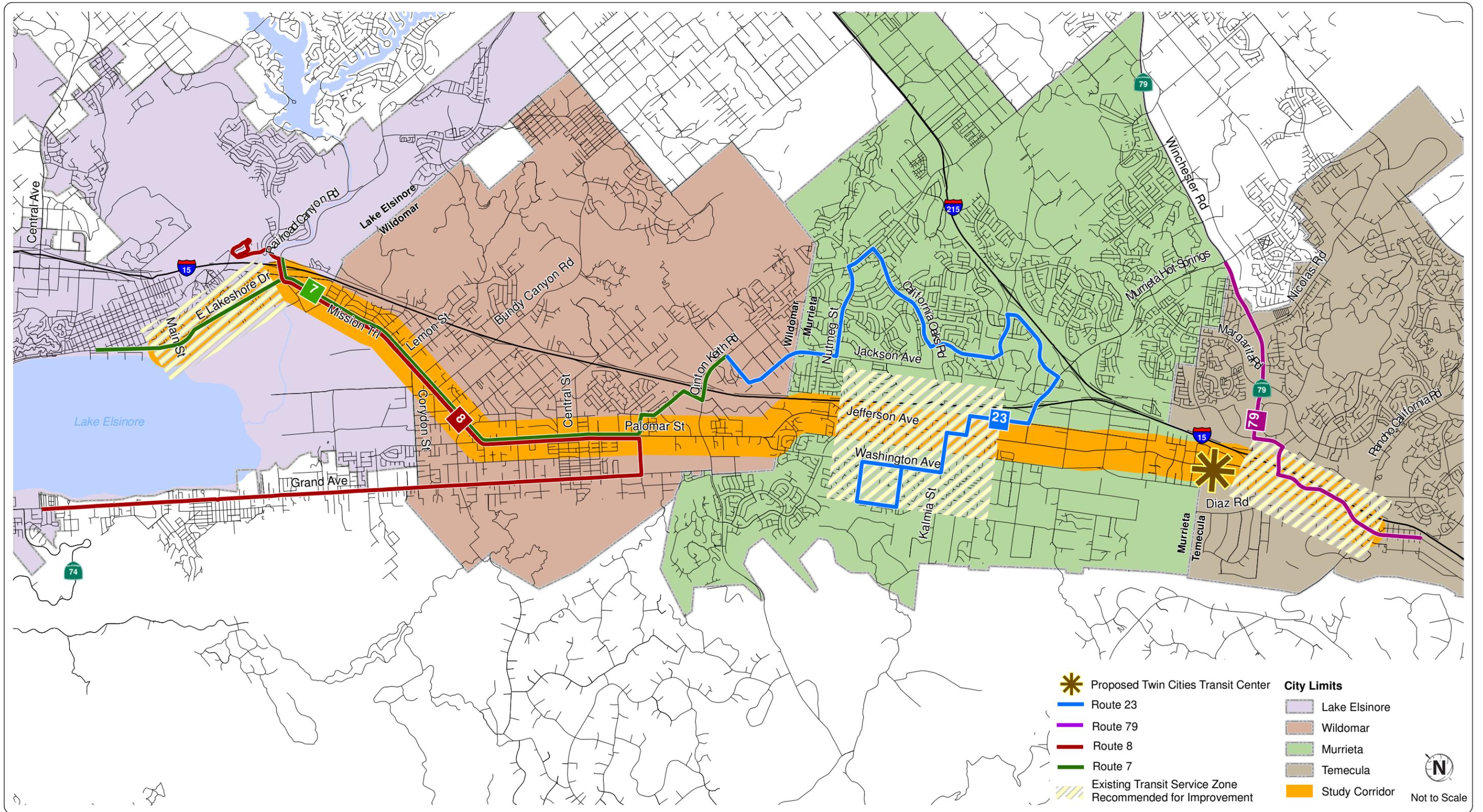


TABLE 12
RECOMMENDED STRATEGY #7- IMPLEMENT BUS RAPID TRANSIT

Category	Description
Issue Area Addressed	Regular bus service
Existing Conditions	<p>Bus Rapid Transit (BRT) systems are designed to increase the average speed of buses traveling along routes and decrease travel time. This is accomplished through modifications to infrastructure that support faster transit travel using standard, on-road buses. RTA operates fixed-route transit in portions of the Corridor, but does not currently use any BRT systems. WRCOG and SCAG previously studied a system of potential BRT routes within Western Riverside County.</p>
Description of Improvement	<p>It is recommended that the BRT systems studied in the WRCOG Bus Rapid Transit Route Planning Project be implemented in the vicinity of the Corridor to improve transit service. The project outlined two potential BRT corridors connecting the project area to other regional employment centers.</p> <ul style="list-style-type: none"> • I-15 Corridor – This corridor would extend from the Corona Metrolink Station south to the Pechanga Resort, a route approximately 42 miles in length. The I-15 Corridor currently plans for station locations in Lake Elsinore and Temecula, with potential to connect to a proposed California High Speed Rail station in Murrieta. • I-215 Corridor – This corridor would extend from the Perris Metrolink Station south to the Pechanga Resort, a route 26 miles in length. The I-215 Corridor would stop in Temecula and travel along Jefferson Avenue south toward Pechanga. This route could also potentially stop at the proposed High Speed Rail station. <p>A map of these BRT routes is shown as Figure 7.</p>
Location	Lake Elsinore, Murrieta, and Temecula

TABLE 12
RECOMMENDED STRATEGY #7- IMPLEMENT BUS RAPID TRANSIT

Category	Description
Modes Benefitted	
Rationale for Including This Improvement	BRT represents one form of transit service which can potentially compete with automobiles in terms of speed and travel time. As such, BRT could potentially divert vehicular drivers to transit; thereby reducing VMT throughout the region.
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Include improvement in Implementation Plan for Corridor

Source: Fehr & Peers, 2012

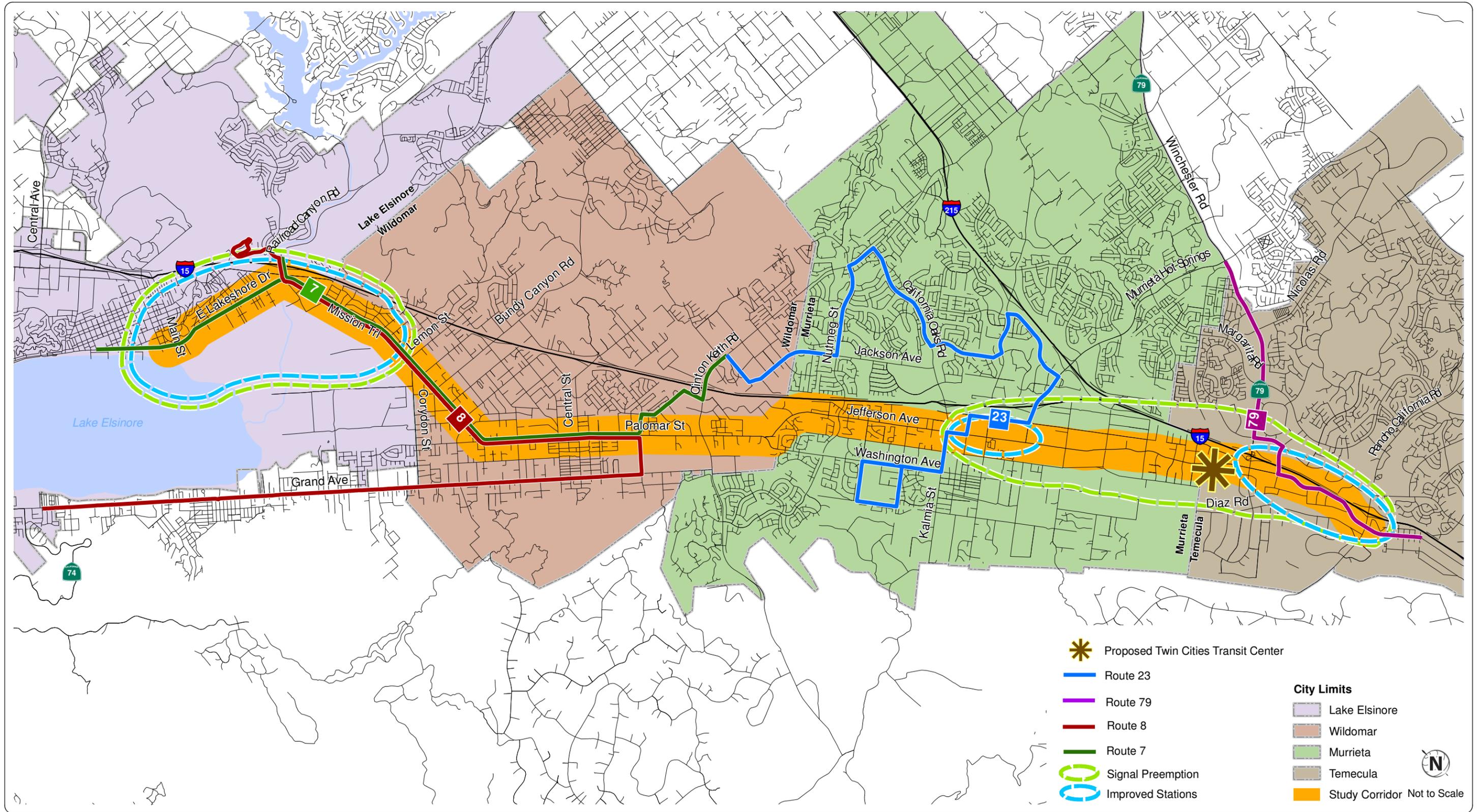


TABLE 13
RECOMMENDED STRATEGY #8- IMPROVE CONNECTIVITY TO CLASS I BIKE TRAIL

Category	Description
Issue Areas Addressed	Off-street bicycle paths
Existing Conditions	The proposed WRCOG Non-Motorized Trail Study Class I Bike Route connection begins in Wildomar at the confluence of Murrieta Creek. This Class I Bike trail will extend from Wildomar, through Murrieta and ultimately to Temecula along Murrieta Creek. This route will also be a combination equestrian and pedestrian trail.
Description of Improvement	<p>This improvement would consist provide an upgrade connection to ensure seamless connectivity between this path and other adjacent bicycle and pedestrian facilities. Key components of this improvement include:</p> <ul style="list-style-type: none"> • Signed and striped Class II bike lanes along adjacent roadways • Traffic calming measures such as marked crosswalks and colored intersections to call attention to the bicycle, pedestrian, and equestrian travel at this location • Additional sidewalks to provide dedicates routes for pedestrians • Additional landscaping to provide shade and a wind buffer <p>Two illustrations (in plan view and as a photo simulation) of these connections are shown as Figures 8 and 9 respectively.</p>
Location	Wildomar
Modes Benefitted	
Rationale for Including This Improvement	Including these improvements will facilitate access to this path at the trail begins by creating a seamless connection between this trail and other transportation facilities including the adjacent roadways, sidewalks, and bicycle lanes.
City Staff Priority	Low priority item
Public Workshop Priority	High priority item

TABLE 13	
RECOMMENDED STRATEGY #8- IMPROVE CONNECTIVITY TO CLASS I BIKE TRAIL	
Category	Description
Recommendation	Include improvement in Implementation Plan for Corridor
Source: Fehr & Peers, 2012	

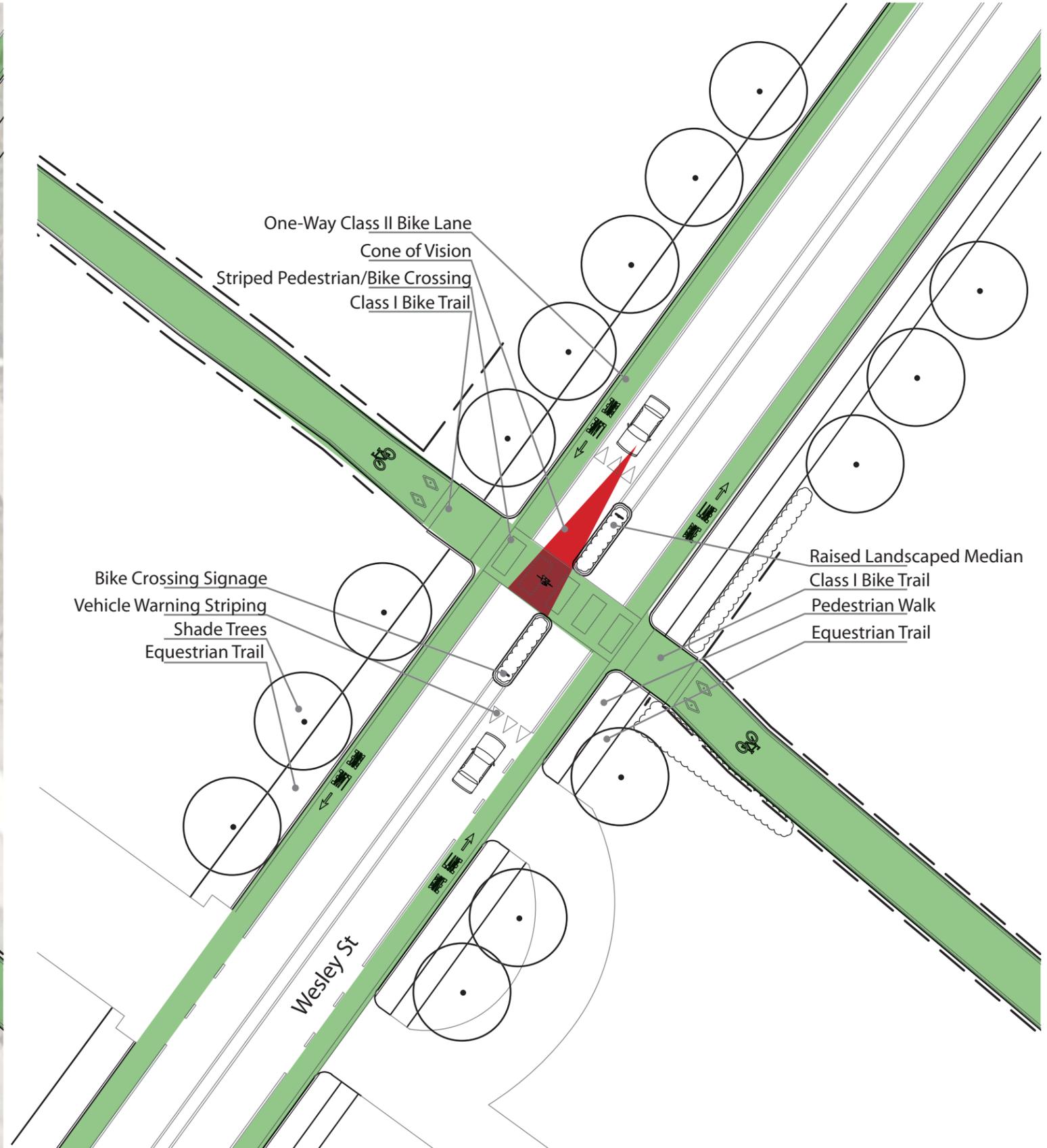
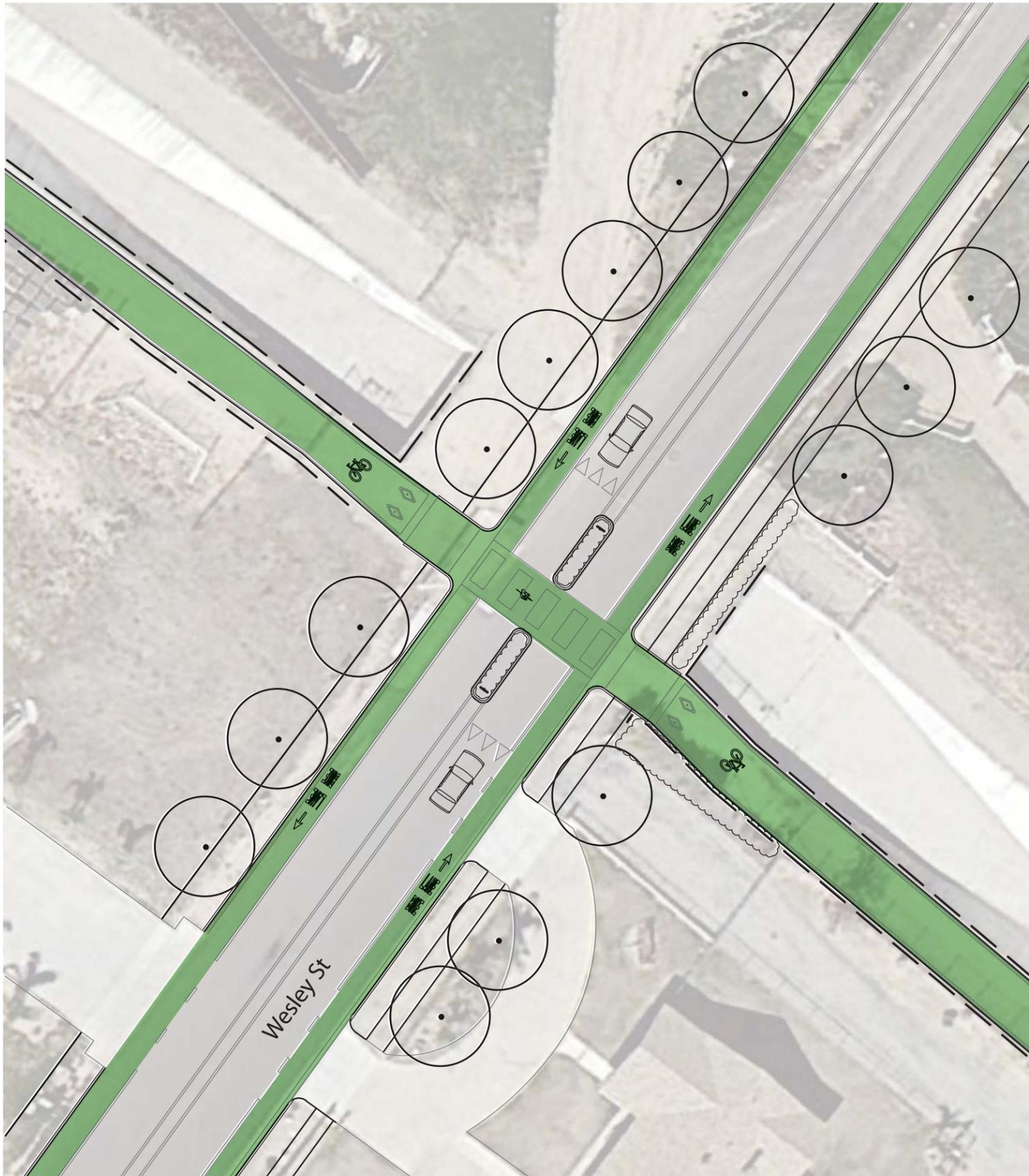


Figure 8
CITY OF WILDOMAR Wesley Street Trail Head Plan



Figure 9
CITY OF WILDOMAR Wesley Street Trail Head Perspective

TABLE 14
RECOMMENDED STRATEGY #9- EXPAND BICYCLE LANES IN CORRIDOR

Category	Description
Issue Areas Addressed	On-street bike lanes
Existing Conditions	Currently the bicycle network within the Corridor is not complete, which impedes connectivity and discourages bicycle travel. Lake Elsinore’s bike lanes run from Railroad Canyon Road to the border of Wildomar along Mission Trail. A large gap follows until the bike lanes resume midway along Palomar Street at South Pasadena Street and end at the edge of the new development Nelmar Circle. A Class II Bicycle Lane is clearly marked from Kalmia St. at Murrieta Town Center to their border with Temecula. Generally, the bicycle lane network is intermittent and incomplete with gaps throughout the four cities.
Description of Improvement	The plan proposes a network of bike paths and lanes providing seamless travel along the Corridor with connections to destination points and schools. Class II Bicycle Lane striping and signage is recommended for the existing roads that are improved to their ultimate width. This would include portions of Lakeshore Drive, Palomar Street, and Jefferson Avenue. Mission Trail is recommended to receive either a Class I Bike Path or a Class III Bike Route designation. Additional east/west Class II Bike Lanes are shown along several arterials and connectors, linking the Corridor to other locations in the Cities as well as the Murrieta Creek Trail. These connections create a full bicycle loop in the southern portion of the Corridor which provides a mild-grade trail for riders of all levels. Locations for these additional bike lanes is shown as Figure 10.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	This improvement will fill in the gaps along the network to create a consistent set of bicycle lanes along the Corridor. Additionally, improvements are planned for major east-west routes as well. Providing these facilities will create a consistent set of facilities that will improve safety for cyclists and create greater connectivity to various locations for cyclists as well.

TABLE 14	
RECOMMENDED STRATEGY #9- EXPAND BICYCLE LANES IN CORRIDOR	
Category	Description
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Include improvement in Implementation Plan for Corridor
Source: Fehr & Peers, 2012	

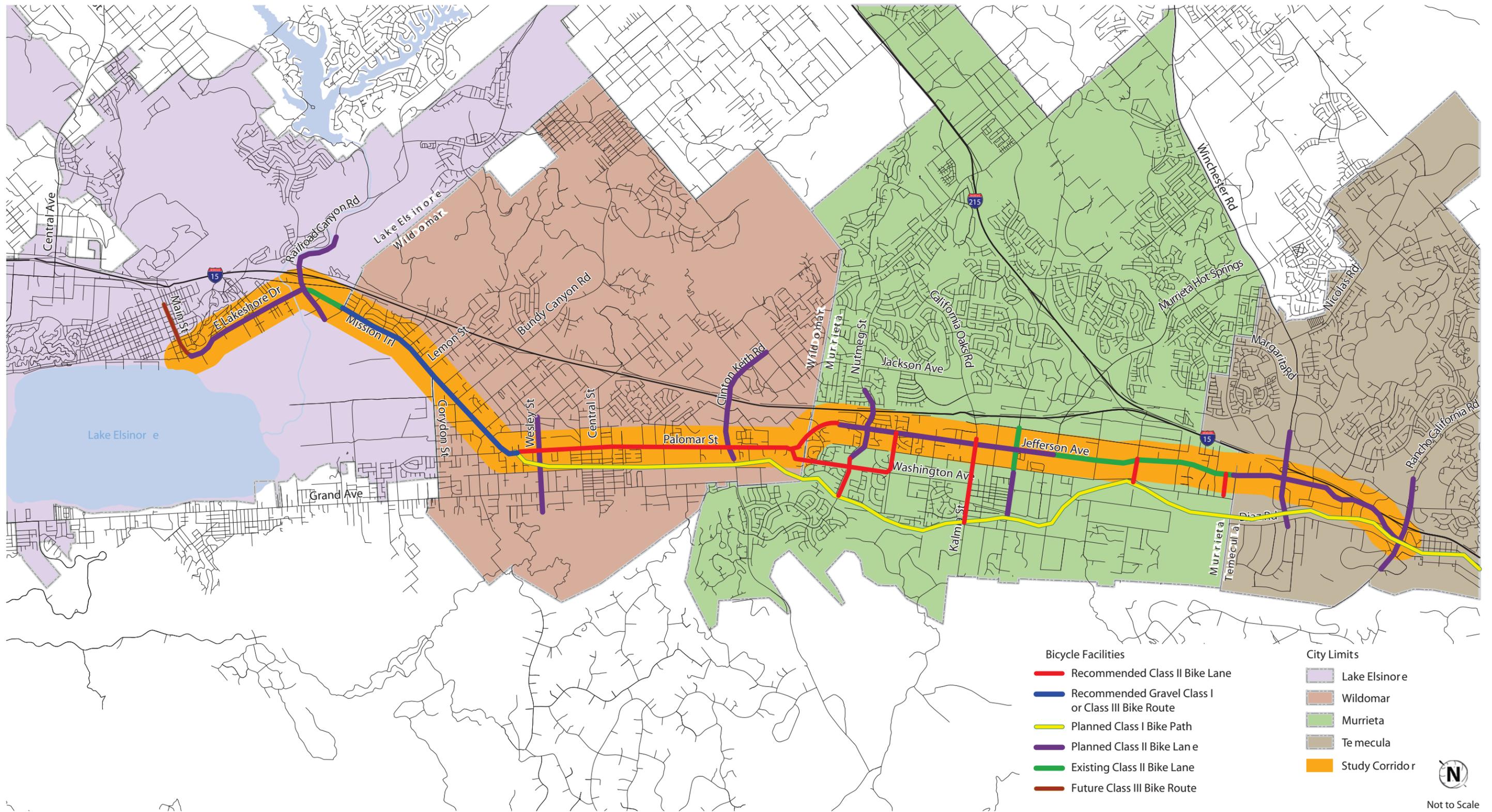


Figure 10
Proposed Bicycle Network Lane Expansion

TABLE 15
RECOMMENDED STRATEGY #10- EXPAND PEDESTRIAN NETWORK

Category	Description
Issue Area Addressed	Consistent sidewalks and crosswalks
Existing Conditions	<p>Many of the same issues that face bicycle use on the Corridor also apply to pedestrians. There are many major gaps in the existing sidewalk network, limiting pedestrian access to potential destinations. However, the demand for walking is high enough that pedestrian activity is not deterred despite the deficiencies.</p> <p>Existing sidewalks are often directly adjacent to the roadway. High vehicular speeds and four lanes of traffic are intimidating along Jefferson Avenue from Kalmia Street to Rancho California Road. Pedestrians tend to walk on the farthest side away from traffic. In addition, pedestrian activities are hampered in some cases by newspaper racks located in the paths of travel and bicyclist riding on the sidewalks. The Temecula Valley climate is hot, dry and windy much of the year and the lack of street trees for shade and protection from the wind further discourages pedestrian activity.</p>
Description of Improvement	<p>Ideally, a six-foot sidewalk should be provided the entire length of the Corridor on both sides. This sidewalk may be curb adjacent. However, if right of way width allows, a 5' landscape buffer should be provided to set sidewalk back, or the sidewalk should be increased to 10 feet wide.</p> <p>Besides these general recommendations, some other specific recommendations include:</p> <ul style="list-style-type: none"> • <u>Immediately relocate newspaper racks</u> - Newspaper rack locations should be checked verifying a 4' clear minimum wide path of travel. If possible they should be relocated off the sidewalk entirely. • <u>Lake Elsinore Sidewalks</u> – There are many bus stops and evidence of heavy pedestrian use along Lakeshore Drive. This route should have an improved six-foot wide concrete sidewalk on at least one side of the road. This sidewalk may be located adjacent to the curb. However, if right of way width allows or if a property is sold, a five-foot landscape buffer or increased sidewalk width to 10 feet should be encouraged. • <u>Jefferson Avenue from Murrieta to Rancho California Road</u> - Should have a minimum six-foot sidewalk on at least one side of the road.

TABLE 15
RECOMMENDED STRATEGY #10- EXPAND PEDESTRIAN NETWORK

Category	Description
	<p>This sidewalk may be located adjacent to the curb. However, if right of way width allows or if a property is sold, a five-foot landscape buffer or increased sidewalk width to 10 feet should be encouraged.</p> <ul style="list-style-type: none"> • <u>Street Tree Installation</u> - Street trees with canopies for shade should be installed along the length of the corridor. It is anticipated that each City could identify their own tree palette to allow each community to tailor the landscaping preference to match their preferences. Street tree installation should be prioritized to those locations where watering can be provided; although tree watering through a truck is not uncommon in some suburban and rural areas if water is unavailable. <p>Locations for sidewalk additions are shown as Figure 11.</p>
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Improved pedestrian amenities will allow people to access more of the Corridor on foot with an increased sense of safety. Large gaps in existing sidewalk impede connectivity.
City Staff Priority	High priority item
Public Workshop Priority	High priority item
Recommendation	Include improvement in Implementation Plan for Corridor

Source: Fehr & Peers, 2012

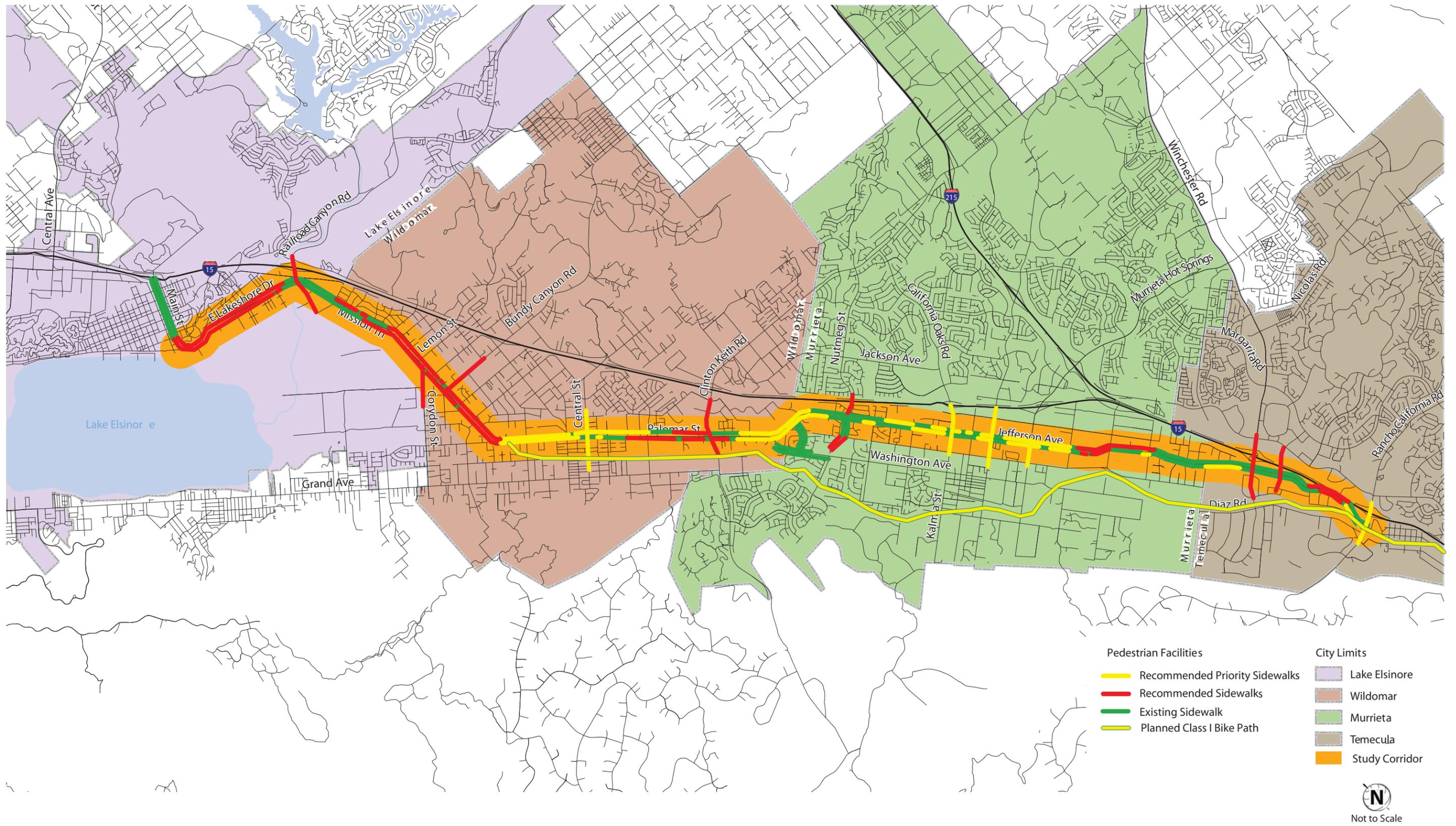


Figure 11
Proposed Pedestrian Network Expansion

TABLE 16
RECOMMENDED STRATEGY #11- IMPLEMENT TRAVEL DEMAND MANAGEMENT

Category	Description
Issue Area Addressed	Parking and travel demand management
Existing Conditions	Travel Demand Management (TDM) refers to any measures taken with the specific goal of reducing the number or length of vehicle trips. Typical TDM strategies include road pricing, parking reduction, and promotion of telecommuting and alternative schedules that allow commuters to drive to the office less. Essentially TDM measures provide disincentive to drive as a means to decrease the overall demand on a road system. There is limited implementation of TDM measures within the Corridor currently.
Description of Improvement	For the Corridor Study, the primary TDM measure discussed was parking-related, with both reduced and centralized parking strategies suggested. Parking reduction is generally implemented at a parcel level. New building projects would be allowed to reduce the total number of parking spaces currently required, leaving more room for development or green space. Centralized parking strategies involve building parking facilities in one location to service all of the development around it.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Reduces the number of vehicle trips within the Corridor without requiring the development of new bicycle, pedestrian, or transit facilities.
City Staff Priority	Low priority item
Public Workshop Priority	High priority item

TABLE 16	
RECOMMENDED STRATEGY #11- IMPLEMENT TRAVEL DEMAND MANAGEMENT	
Category	Description
Recommendation	City Staff assigned this strategy a lower priority than other strategies. However; the attendees of the Public Workshops expressed significant interest in this strategy, which is one main factor for its inclusion in the list of recommended strategies. Therefore; this strategy is recommended for inclusion in the Implementation Plan.
Source: Fehr & Peers, 2012	

IX. STRATEGIES CONSIDERED BUT NOT RECOMMENDED

This chapter provides some overview information regarding strategies that were considered or evaluated but not recommended. While these strategies are not recommended for the entire Corridor, these strategies could still be applied for specific locations at the discretion of each of the participating Cities. Additional information regarding each of these strategies is provided in Appendix D.

POTENTIAL STRATEGY #1- DEVELOP UNIFORM STANDARDS FOR ROADWAY FEATURES

This strategy would identify standard plans, specifications, and drawings for the various roadways within the Highway 395 Corridor to create a more uniform set of street standards. These standards would create more uniform lane widths, shoulders, medians, and curbs throughout the Corridor. This strategy was not recommended for inclusion in the Implementation Plan based on feedback from Staff. Additionally, it seems preferable to allow Cities to tailor their roadway conditions to better reflect their specific character.

POTENTIAL STRATEGY #2- EXPAND TRANSIT TO NEW AREAS

RTA provides fixed-route transit service within the Corridor along several defined routes. However, none of these routes currently travel the length of the Corridor, with no service offered in areas of Murrieta and Wildomar. This strategy was not recommended for inclusion in the Implementation Plan since there were other higher priority transit improvements such as expanding service to existing areas and the proposed Bus Rapid Transit service. Additionally, much of the areas where new transit service might be offered have low residential densities

POTENTIAL STRATEGY #3- PROVIDE LOCAL SHUTTLES

Local shuttles can provide additional transit service to those areas with limited bus service. Shuttles are often provided between major destinations such as major employment centers, transit stations, and other similar facilities. Shuttles were not recommended for the Corridor based on their likely cost for capital and operating expenses and the limited priority assigned to this strategy by the Staff and Public Workshops.

POTENTIAL STRATEGY #4- PROVIDE FIXED-GUIDEWAY TRANSIT

Fixed-guideway transit service such as a trolley and light rail could be implemented in the Corridor. This strategy was not recommended for inclusion in the Implementation Plan given the cost, difficulty in securing funding, and the limited priority for this strategy based on feedback from the Staff and Public Workshops.

POTENTIAL STRATEGY #5- IMPROVE BICYCLE FACILITY STANDARDS

This strategy identified a series of bicycle facility design standards related to striping and signage which are designed to encourage additional bicycle usage within the Corridor. This strategy was not recommended for inclusion in the Implementation Plan since it would seem to be a greater priority to create a uniform set of bicycle facilities throughout the Corridor. Additionally, each City would have the discretion to implement additional enhancements related to striping and signage to reflect their particular character if desired.

POTENTIAL STRATEGY #6- INTERSECTION TREATMENTS FOR BICYCLES

This strategy identified potential improvements for bicycle facilities at intersections that would be implemented including curb lanes for bicycles and bike boxes. These improvements would create dedicated spaces for bicycles at intersections. This strategy was not recommended because the need to create continuous bicycle facilities was thought to be a more pressing need than this supplemental strategy. Additionally, these improvements would provide limited utility if there were no connecting bicycle lanes.

POTENTIAL STRATEGY #7- BIKE SHARING

This strategy would create a system by which bicycles would be available for rent at various locations throughout the Corridor. Bike sharing is often implemented at transit stations and other major destinations. This strategy was assigned a low priority by the Staff and Public Workshops and is therefore not included in the list of Recommended Strategies.

APPENDIX A

Staff Workshop Summary



MEMORANDUM

Date: December 21, 2011
To: Alexa Washburn, WRCOG
From: Chris Gray, Fehr & Peers
Subject: **Highway 395 Corridor Study Transportation Best Practices Workshop**

IE11-0080

This memorandum details the discussions and action items from the Highway 395 Corridor Study Transportation Best Practices Workshop held December 8, 2011 at the Murrieta Public Library. The Consultant Team met with staff from the four participating cities, SCAG, Caltrans, and WRCOG to determine priorities for the Corridor and develop an approach to building a multi-modal transportation system along Highway 395. The workshop was divided into modules as shown below, and an interactive exercise was performed to help rank potential options.

1. Corridor Study Naming

Discussion

Alexa Washburn (WRCOG) expressed a concern that the use of "Historic" in "Historic Highway 395 Corridor Study" may skew public perception of the Study and lead to the belief that the project is focused primarily on historic preservation. This concern was supported by a high attendance rate at recent public information meetings by historical societies and advocates. She proposed that the name of the study be changed to "Highway 395 Corridor Study". The group agreed and it was decided that the name would be changed.

Actions:

1. Change references in the Existing Conditions and Regulatory Framework Report and Project Website to reflect the new name.

2. Existing Transportation Conditions

Chris Gray (Fehr & Peers) presented on the existing condition of the various transportation modes and facilities currently present in the Corridor. The information covered vehicular traffic volumes, lane configurations, bicyclists/pedestrian facilities, transit service, and proposed or planned future

improvements. He finished this module by outlining several key transportation opportunities and constraints along the Highway.

Discussion

Street Widening

- The City of Temecula does not intend to widen Jefferson Avenue to 6 lanes as shown in the most current General Plan. The current 4-lane configuration will be maintained with an emphasis on pedestrian friendly design. Some options being explored:
 - Slip streets with angled parking
 - Continuous bicycle lanes
 - Median bicycle lanes
 - Boulevard type cross section
- The Murrieta City Council approved a plan to widen Jefferson Avenue north of Kalmia Street to 6 lanes due to increased traffic volumes. In certain locations, portions of the roadway are already built to this ultimate width and would only need to be restriped to achieve the 6-lane configuration. The City would like the Study to evaluate whether the widening is necessary or prudent given the current and future land uses in that area and expected traffic flow. Portions of the Corridor in northern Murrieta are single-family residential use; perhaps widening to allow for uncongested vehicular flow is not the preferred alternative in this area.
- The Highway maintains 2 lanes through most of Wildomar and parts of Lake Elsinore. There is a need to determine whether or not widening in these portions is necessary or worthwhile.

Roadway Alignment/Network

- The Highway is discontinuous near the Murrieta/Wildomar border, with Jefferson Avenue ending at a vacant parcel. In northern Murrieta the Highway alignment shifts from Jefferson Avenue to Washington Avenue, which becomes Palomar Street in Wildomar. The County of Riverside has plans to extend Jefferson Avenue through the vacant parcel and connect it with Palomar Street, providing a continuous alignment for the Corridor. This planned extension has been delayed due to funding constraints.
- The City of Murrieta originally viewed the Study as a transit-focused project, and therefore left the Historic Downtown out of the suggested Corridor route as vehicular traffic slows in that area. Now understanding the nature of the project, the City suggested creating a "Historic Loop" within Murrieta that would connect the Historic Downtown with the Corridor. Once Jefferson Avenue is extended, traffic will more readily bypass Historic Downtown Murrieta. A "Loop" would establish this site as a destination in the Corridor without requiring vehicular traffic to drive through the lower speed section of Washington Avenue. This would also make all of the Historic Downtowns accessible via the Corridor. The City does not intend to widen or add lanes to Washington Avenue through downtown.
- Caltrans noted that it will be important to analyze the effects the Corridor improvements will have on the adjacent I-15 interchanges. Highway 395 serves as the primary alternate route for the freeway.

- The City of Temecula intends to promote a more walkable, urban environment by pairing pedestrian, bicyclist, and transit -oriented opportunities with compact, urban development, along Jefferson Avenue and the surrounding area. The City's goal to revitalize Jefferson Avenue by creating an urban destination also includes the desire to balance the needs of vehicular traffic with pedestrians, cyclists, and transit users along the corridor. Additionally, the City is currently examining options to ease congestion along Jefferson Avenue, and to allow for improved vehicular access and circulation by connecting nearby streets. Future planned north/south circulation connections at Ynez Road and Jackson Avenue, Diaz Road and Washington Avenue, and future planned east/west connections at Overland Drive to Diaz Road (over Murrieta Creek) and the new French Valley Interchange and Cherry Street improvements will ease congestion on Jefferson Avenue and establish the urban character of the area and feasibility of a multi-modal approach to mobility. Currently, vehicular traffic often uses Jefferson Avenue as an alternative north/south travel route into the cities of Murrieta, Wildomar, and Lake Elsinore, in order to avoid the traffic congestion that occurs on Interstate-15 during peak travel times. The City wishes to re-route this cut-through traffic on Jefferson Avenue to other north/south and east/west roadways, and increase visitor and residential traffic into the area as a result of its destination-oriented amenities and compact, walkable, urban environment. Additionally, the City's goal is to create more standard grid pattern in addition to the built arterials to better serve traffic in this portion of the City.

Highway Character and Classification

- Each City expressed a desire to maintain a certain character for the Corridor within the individual jurisdictions. One unified classification would not be feasible/reasonable as the Cities also wish to have Highway 395 provide a different functionality within their respective jurisdictions.
- The City of Temecula has held 2 community workshops for the Jefferson Avenue Study Area Visioning Process and received positive support building a more urban setting that favors lower traffic speeds and alternative modes of transportation. The City intends and received positive support for building a more urban setting that favors lower speeds and alternative modes of transportation. The City intends to structure the future Specific Plan around form-based codes.
- The City of Lake Elsinore noted that Highway 395 changes significantly just within their jurisdiction, as dictated by land uses along the Corridor.
- The Corridor could serve as a transit route connecting the 4 cities. This would allow residents of outlying areas as well as visitors to access the entire corridor by transit without needing extra vehicular trips. The Cities of Temecula and Murrieta, and the RTA are coordinating efforts to locate a transit station near the Future French Valley interchange. Agencies hope to connect this station with routes extending south toward Pechanga, allowing access to the Corridor for businesses and hotels in that region. The type of transit system to be used is still being evaluated.

Actions

1. Investigate necessity of widening/lane addition in Murrieta north of Kalmia Street
2. Investigate value of widening highway in rural areas of Wildomar and Lake Elsinore.

3. Investigate "Historic Loop" option in Murrieta

3. Major Trends in Personal Travel

Chris Gray presented on the trends currently being observed in the area of personal travel. The module covered trends in VMT and their potential drivers, as well as upcoming vehicle technologies that may affect driving habits.

Discussion

- The current trend in VMT shows a reduction in travel per capita over the last few years. What's not certain is whether this reduction is an actual trend that will continue, or it is a temporary reduction related to the current economic recession. There are a number of indicators that this may be a sustaining trend:
 - Average household size is decreasing as the number of traditional families with young children is decreasing, which generates fewer vehicle trips
 - The average life expectancy is increasing, leading to a larger number of households occupied by advanced adults. These households tend to generate fewer trips as there is a lower incidence of licensed drivers, and the total number of occupants tends to be lower.
 - The recorded growth in VMT has been decreasing in since 2000, with a much more significant decrease during the recent economic downturn
 - Fuel prices have increased continuously for several years
- It is also possible that VMT could increase in the future, as vehicle technology negates the high cost of fuel and automated vehicles/facilities come online, making it easier to drive and inducing demand.

4. Complete Street Strategies

Chris Gray presented on Complete Streets concepts and implementation strategies. The main topics discussed in this module were ITS, layered networks, physical improvement choices, approach to Level of Service, and Landscaping.

Discussion

ITS/Signal Coordination

- The City of Temecula currently has an adaptive traffic signal system along certain corridors within the city, including Jefferson Avenue from Rancho California Road to Winchester Road. This project was funded in part through grant money.
- The City of Murrieta has the ability to coordinate signals in various locations around the city, but does not currently have the system in place along Jefferson Avenue.

Layered Networks

- There is a trend toward viewing roads by their functionality (transit oriented, pedestrian oriented) as opposed to their classification in the traditional planning models (arterial, collector, etc.). Fehr & Peers presented an example from a general plan prepared for the City of San Marcos that showed the prioritized functionality for major roadways broken into a matrix. This matrix was well received by the group.
- There is an observed necessity for bicyclist and pedestrian facilities within the Corridor, and the Study should capture and address this necessity. In multiple field visits, the Consultants or WRCOG staff observed pedestrians walking along portions of the Highway with no sidewalks, as well as cycling where there were no marked facilities. In some instances, cyclists rode on the dirt shoulder in the more rural areas. Accident analysis also reveals that the number of ped/bike collisions is similar to the number of auto collisions.
- There is less expressed interest in the analysis of off-street trails in the Study. The Cities agree that the focus of the Study should be linkage of the cities via Highway 395.

Level of Service

- The approach of prioritizing certain transportation modes on certain roads would also link to a change in the way Level of Service is viewed. Currently, LOS is typically measured for personal vehicle traffic. In areas where pedestrian activity is prioritized, a lower vehicular LOS should be acceptable.
- The City of Temecula currently accepts LOS F in Old Town Temecula as this area if prioritized for pedestrians and lower vehicular speeds promotes pedestrian safety.

Land Use Planning

- The Corridor does not feature many complimentary land use types within a distance that makes walking a desirable form of transportation. Building sidewalks won't induce demand if there are no destinations within walking distance.
- The City of Murrieta views the Corridor primarily as an alternate vehicular traffic route for I-15, including transit and emergency vehicles, but is also interested in examining mixed-use development opportunities within the city. The City's approach would focus on creating activity nodes along the Highway and developing a complimentary land use form and transportation system around those nodes.
- The City of Temecula plans to create separate "districts" along Jefferson Avenue between Rancho California and Cherry. Each of these districts could possess a unique identity or function, but with a certain common feature to tie the Corridor together, such as specific signage, street trees, landscaping or hardscaping.
- The Corridor begins near Old Town Temecula and ends near Historic Downtown Lake Elsinore. It will be important to connect the Corridor to these sites.

Highway Character

- The Cities generally agree that the street design and streetscaping is going to vary along the Corridor to match each jurisdiction's character and desired aesthetic, but there should be some consistent elements that let the driver know that this is a specific corridor.
- The City of Temecula suggested installing or modifying the existing Historic Highway 395 signs with each city's name. This would help the driver understand which city they are currently in, as today the distinction is not always clear. There are signs at the jurisdictional borders, but few other indicators.
- Certain landscaping or hardscaping elements could be carried over from city to city to maintain the Corridor identity without diminishing the preferred local aesthetic
- There needs to be a minimum standard for the Highway throughout the Corridor as it serves as the main bypass for I-15 in the region. Should the freeway close, 395 would be the most likely detour route.

Actions

1. Investigate potential unifying design cues for the Corridor to link the cities.
2. Investigate connectivity opportunities with historic areas at Corridor extents.

5. Transit Concepts

Chris Gray presented on transit concepts currently in use around the Country that may be attractive to the participating cities or Riverside County. The presentation covered transit on various scales and adaptability, including buses, BRT, shuttles, and fixed-guideway systems. He also explored the idea of City Operated Transit. BRT lines and High Speed Rail have both been proposed in the region, but they were not the focus of this module.

Discussion

- Fixed guideway buses and trolleys are an option, but they typically are used for shorter distances within a city, and not as commonly to connect cities. They are ideally suited to a downtown area. Trolleys offer a high aesthetic appeal but are typically very expensive. Grant money does exist for installation of these systems, but the process of procurement is highly competitive. The City of Temecula expressed interest in a trolley for the Corridor.
- Shuttles are another option for intra-city transport. They are typically less expensive to build than fixed-guideway systems and offer greater flexibility.
- The downtown areas for each city could become destinations along the Corridor, connected by a transit system. This would allow business and tourism without requiring the same level of capacity for autos. Ample parking would be required at the Corridor termini in Temecula and Lake Elsinore, but this would decrease parking necessity along the Highway itself.
- BRT was discussed, but Temecula prefers a fixed-guideway approach.
- It was noted that planners often set a high level of importance on aesthetics when it comes to local shuttle systems, and that this can overshadow rider comfort. This consideration should

influence route choice, as bumpy roads and high travel speeds tend to decrease comfort and make a shuttle less attractive to repeat riders.

- There is a perception among residents that trolleys and shuttles are tourist attractions only used to see the city sights. We would need to publicize a trolley service as a transit option to generate consistent ridership.

6. Bicycle/Pedestrian Strategies

Angela Woodward presented on potential improvements to the bicyclist and pedestrian network within the Corridor and current trends in the field. The module covered bicycle facility types, pedestrian connectivity, bike sharing programs, and practices for connecting transit networks to bike/ped networks.

Discussion

- There is a need to understand that there are different categories of cyclists, and that they view facilities differently. Recreational cyclists may be interested in Class I bike paths, and competitive cyclists may get more use from Class II bike lanes along the highway itself. Transportation oriented cyclists would be more likely to use a combination of the two if a well designed network exists.
- There has been an increase in bicycle usage by elderly people who may no longer wish or be able to drive a car, or who use it as a low-impact form of exercise.
- The current bike trail system is not well linked in the area, and as a result cyclists are using streets that do not have marked bicycle facilities. In Temecula, the Murrieta Creek Trail does not connect to any other trail network and therefore does not get much use. Many older developments in the area have no bicycle connections at all. There are opportunities to connect bike trails that are currently separated by fences.
- The City of Temecula is currently working on a project to create a continuous bike loop around the city.
- The City of Murrieta is investigating both bicycle and equestrian trails. They are trying to determine whether the facilities should be shared or separated. If separated, where would the linkages between the trails exist?
- Bike sharing programs currently exist around the Country, and can be privately or publicly operated and maintained. One of the biggest hurdles facing these programs is educating the public about the nature of bike sharing, primarily that the trips are typically "A to B", as opposed to a rental that requires the bike to be returned to its point of origin.
- Transit hubs at the termini of the Corridor would be ideal locations to set up bike facilities and bike sharing nodes. Bike lockers could be privately operated and maintained on-site, allowing commuters to access the Corridor via transit and bike to work.

7. Demand Management

Chris Gray presented on Parking and Travel Demand Management and current practices that may reduce VMT and congestion throughout the Corridor. In the Parking section, pricing, real-time information and parking sharing were covered. For Travel Demand, financial incentive, alternative work schedules, and ride sharing were covered.

Discussion

- As an economic development strategy, the City of Temecula is planning alternative housing types in response to the increasing desire for multi-family housing and to create an urban feel.

8. Interactive Exercise

Chris Gray summarized 10 options from the modules for consideration, and asked the staff in attendance to rank them by priority. The results of the exercise were then compiled and analyzed individually, by jurisdiction, and as an entire set to determine which items were of the highest priority to the group. Table 1 below summarizes the overall ranking of each presented option across all respondents. Appendix A contains a more detailed sheet showing each individual result.

TABLE 1 – OPTIONS RANKED BY PRIORITY	
Rank	Option
1	To provide consistent sidewalks and crosswalks in the Corridor
2	To provide on-street bike lanes in the Corridor
3	To provide for the even flow of traffic in the Corridor
4	To provide more regular bus service in the Corridor
5	To provide off-street bicycle paths in the Corridor
6	To provide local shuttles in the Corridor
7	To provide a fixed-guideway trolley in the Corridor
8	To implement parking and travel demand management in the Corridor

9	To provide bicycle sharing and improve bicycle access to transit
10	To provide future capacity for automobiles in the Corridor
Source: Fehr & Peers, 2011	

Appendix A – Interactive Exercise Results

Option	City of Lake Elsinore				City of Murrieta					City of Temecula								Regional/State						Overall		
	A	B	Total	Ave	C*	D	E	Total	Ave	F	G	H	I	J	K	L*	Total	Ave	M	N	O	P	Total	Ave	Total	Average
To provide future capacity for automobiles in the Corridor	1	10	11	5.5	3	9	9	21	7.0	1	5	1	1	2	1	1	12	1.7	4	4	1	6	15	3.8	59	3.7
To provide for the even flow of traffic in the Corridor	5	9	14	7.0	10	10	10	30	10.0	2	4	2	2	9	2	2	23	3.3	9	9	10	8	36	9.0	103	6.4
To provide a fixed-guideway trolley in the Corridor	6	1	7	3.5	1	4	6	11	3.7	8	1	3	8	3	10	9	42	6.0	1	1	6	7	15	3.8	75	4.7
To provide more regular bus service in the Corridor	9	3	12	6.0	7	8	8	23	7.7	9	7	6	5	5	4	8	44	6.3	5	7	7	3	22	5.5	101	6.3
To provide local shuttles in the Corridor	10	2	12	6.0	4	7	7	18	6.0	10	8	4	4	4	3	7	40	5.7	2	3	9	2	16	4.0	86	5.4
To provide on-street bike lanes in the Corridor	8	7	15	7.5	9	6	5	20	6.7	5	2	10	9	10	8	6	50	7.1	10	2	5	9	26	6.5	111	6.9
To provide off-street bicycle paths in the Corridor	3	5	8	4.0	8	5	4	17	5.7	7	9	9	6	7	7	5	50	7.1	7	6	4	4	21	5.3	96	6.0
To provide consistent sidewalks and crosswalks in the Corridor	7	8	15	7.5	6	3	1	10	3.3	6	10	8	10	8	9	10	61	8.7	8	8	3	10	29	7.3	115	7.2
To provide bicycle sharing and improve bicycle access to transit	4	6	10	5.0	5	1	2	8	2.7	3	3	7	7	6	5	4	35	5.0	3	5	2	1	11	2.8	64	4.0
To implement parking and travel demand management in the Corridor	2	2	4	2.0	2	2	3	7	2.3	4	6	5	3	1	6	3	28	4.0	6	10	8	5	29	7.3	68	4.3

Appendix B

March 15, 2012 Workshop Summary

HIGHWAY 395 CORRIDOR STUDY FOR SOUTHWEST RIVERSIDE COUNTY

COMMUNITY WORKSHOP #2

March 15, 2012 ♦ 6:00 p.m.–8:00 p.m.
The Conference Center, Temecula Civic Center
41000 Main Street, Temecula

S U M M A R Y R E P O R T

INTRODUCTION

On March 15, 2012, community members convened for the second Community Workshop for the Highway 395 Corridor Study for Southwest Riverside County. The purpose of the workshop was to (a.) introduce the project purpose and background; (b.) review and discuss findings of Community Workshop #1; (c.) identify challenges, opportunities, and options for specific transportation strategies along the corridor; (d.) facilitate discussion and an interactive exercise to prioritize corridor-wide and city-specific transportation strategies along the corridor; and (e.) summarize the themes and findings from the workshop, as well as next steps.

Project Background

The Study Area encompasses a 16 mile, north-south arterial that runs parallel to the west side of Interstate (I-)15. The road extends from State Route 79 in the City of Temecula through the cities of Murrieta, Wildomar, and Lake Elsinore (the street name changes). The communities vary from suburban to semi-rural, and from newly incorporated (Wildomar) to long established (Lake Elsinore). In some sections, the street is a four lane divided roadway with full improvements; in other areas the street narrows to two lanes with no other improvements. The route connects the original town-centers of the cities. In the developed portions, the street pattern is a hierarchy grid pattern with excellent freeway access at several points and frontage to I-15. Parallel to I-15, the corridor is an alternate route in the event I-15 closes temporarily.

The study is a joint effort among the cities of Lake Elsinore, Murrieta, Temecula and Wildomar, and also includes technical and management support from Western Riverside Council of Governments (WRCOG), Caltrans, and Southern California Association of Governments. The study will develop a comprehensive transportation plan for the shared corridor that will accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish

a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor. Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including multimodal transportation opportunities, mixed use development, housing, safety, sustainability, and economic development.

Workshop Outreach

To engage the wide range of stakeholders and interests in the study area and broader community, the project team employed a multi-pronged outreach approach to notify and engage participants in the workshop, including:

- Distribution of a workshop notice via electronic mail to the WRCOG database (see Appendix A);
- Distribution of a press release to local media outlets (see Appendix B);
- Posting information on the cities' websites and a dedicated website for this study (www.highway395corridorstudy.org; see Appendix C);
- Presentations to the four cities' councils;
- Direct communications with key stakeholders, such as business and property owners, chambers of commerce, and other interested parties.

Workshop Format

Approximately 20 community members attended the workshop at The Conference Center at Temecula Civic Center, 41000 Main Street, Temecula. Upon signing in, participants received an agenda, a comment card for submitting written comments from the workshop, and a fact sheet (see Appendices D, E and F).

Andy Pendoley of MIG, Inc., part of the project's consultant team, served as workshop facilitator and initiated the workshop by welcoming participants and providing an overview of the workshop objectives. He then introduced WRCOG Project Manager Alexa Washburn, who provided welcoming remarks and a brief slideshow presentation that addressed the study purpose, participants, and schedule. Mr. Pendoley then presented key findings Community Workshop #1 before introducing Christopher Gray of Fehr & Peers, who is part of the project's consulting team. Mr. Gray provided a slideshow presentation that summarized current conditions and opportunities for future improvements related to transportation on the corridor, as well as ten proposed improvement strategies for the corridor. The full slideshow is available to view or download at the project website (www.highway395corridorstudy.org).

Mr. Pendoley then initiated discussion with workshop participants, asking each participant to rank (a.) their top 3 priority transportation strategies for the entire corridor and (b.) their top 3 priority transportation strategies for their city. Participants first noted their priorities in their comment booklets, and then placed sticky dots next to their priority strategies on a large wall graphic at the

front of the room. Mr. Pendoley then facilitated a group discussion about the prioritization results, asking participants to share their rationale for their priority strategies, as well as input related to the other strategies. After Mr. Pendoley summarized the overall workshop themes and findings, Ms. Washburn provided closing remarks, thanking participants for attending the workshop and encouraging their ongoing involvement.

During the workshop discussions, Emily Kiefer of MIG recorded participants' comments on the wall graphic—a photo-reduced image of the wallgraphic is included in this report as Appendix G. Additionally, some participants submitted written comment cards before leaving the workshop, which are available to view or download on the project website. The following sections represent a summary of the comments recorded on the wallgraphic and submitted on the comment cards.

SUMMARY OF DISCUSSIONS

Strategic Directions

- Safety is critical, particularly for:
 - Bicyclists
 - School zones
 - Emergency routes
- Provide consistent and frequent transportation options
- Improve accessibility of transportation options and to destinations
- Focus on school zones: vehicle speeds, pedestrian, bicycles, and transit
- Connect bus, rail, and bicycle options
- Connect surrounding areas and the trail network
- Innovate approaches to policy, funding, and partnerships

Discussion of Transportation Strategies

Generally, prioritization of the strategies reflected strong interest in most of the strategies for the entire corridor and for each city. Dot exercise results during the workshop are included in the attached photoreduced wallgraphic, and a summary of discussion points follow below.

1. To provide future capacity for automobiles in the Corridor
 - Accommodate future growth
 - Develop emergency evacuation routes and enhanced traffic coordination among cities
 - Temecula is very developed (more congested and narrow roads), other cities less so
 - Improve use of the excess roadway along the Mission Trail segment in Wildomar
2. To provide for the even flow of traffic in the Corridor
 - Improve synchronization of traffic signals

3. To provide a trolley in the Corridor
 - o Consider light rail type of trolley (similar to Sprinter)
 - o Connect to San Diego or north
 - o Connect travel modes (bus, rail)
 - o Consider private models
4. To provide more regular bus service in the Corridor
 - o Address bus service stigma
 - o Improve bus stops—lights, safe, clean
 - o Focus on quality and safety
5. To provide local shuttles in the Corridor
 - o Not a big priority
 - o Design similar to “Dash”—needs to be fast
 - o Focus on frequency and connectivity within downtowns
6. To provide on-street bike lanes in the Corridor
 - o Address narrow roadways and the challenge to bicycles
 - o Increase connectivity through on-street lanes to urban places
 - o Include traffic-calming, sharrows, safety, lights synchronized for bikes
 - o Enhance ground sensors to detect bikes in Temecula
 - o Encourage bicycle riding on the corridor for fast travel
 - o Link bike lanes to schools along Corridor
 - o Integrate with “Complete Streets” design
7. To provide off-street bicycle paths in the Corridor
 - o Focus on more off-street paths, which will increase ridership due to safety and comfort
 - o Pave paths
8. To provide consistent sidewalks and crosswalks in the Corridor
 - o Make connections
 - o Acknowledge pedestrians in traffic synchronization
 - o Provide for pedestrians in rural road areas—especially school routes (kids are using public transit, but it might not always be available)
 - o Leverage these improvements as they are short-term and affordable
9. To provide bicycle sharing and improve bicycle access to transit
 - o Promotes tourism
 - o Pursue private funding
10. To implement parking and travel demand management in the Corridor
 - o Convenient and destination-oriented
 - o Telecommuting
 - o Shared space

Other Comments and Priorities

- More choices—not just for cars

- Accommodate future growth in ways that make the area livable—congestion is a concern
- Traffic flow, safety, and roadway consistency are important
- Improve bicycle facilities and safety: continuous bike lanes (on- and off-street), access to transit
- Parking and telecommuting for TDM; consistency in parking costs
- Accessibility
- Start with off-street bike route and light rail

Implementation Ideas

- Stakeholder involvement: business owners (e.g., light rail stop), health care agencies (bike share), civic groups (adopt-a-trail, garden clubs), community organizations/ownership (e.g., Boy Scouts, Elks Lodge)
- Communication and partnership between governing bodies
 - Work together to get plan accomplished—form joint power authority
 - Funding requires coordination among all four cities—more chance for funding
 - Link planning strategies
- Build on existing efforts (i.e., Wildomar)
- Provide bike stations and lockers
- Immediate results with low cost: trails
- Incentivize telecommuting
- Charge for parking—affects income, reduces driving
- Pursue Safe Routes to School
 - Three school districts
 - School corridor: Magnolia to Washington

Next Steps

Project team members indicated that the workshop summary and presentation materials would be posted on the project website within weeks. The next workshop would be scheduled for May or June 2012.

Appendix A

Electronic Mailer/Workshop Notice



HIGHWAY 395
corridor study for Southwest Riverside County

Join Us!

These two workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

Community Workshop #2:
Murrieta-Temecula Area
Thursday, March 15, 2012
6:00 p.m. – 8:00 p.m.

The Conference Center
Temecula Civic Center
41000 Main Street, Temecula
From Front St. in Old Town, turn
east onto 3rd St., and park in the
parking garage at Mercedes St.

Community Workshop #3:
Wildomar-Lake Elsinore Area
Thursday, March 22, 2012
6:00 p.m. – 8:00 p.m.

Council Chambers
City of Wildomar
23873 Clinton Keith Road,
Wildomar

Light refreshments will
be provided.

Community Workshops #2 and #3

The cities of Lake Elsinore, Murrieta, Wildomar and Temecula invite you to **Community Workshops #2 and #3** to learn about the latest developments within the Highway 395 Corridor Study for Southwest Riverside County.

Participate in these workshops to review the emerging vision for the corridor and the latest outreach findings. Additionally, review best practices and identify your priorities for multi-modal transportation in the corridor. Workshop #2 will focus on the Murrieta-Temecula area of the corridor, and Workshop #3 will focus on the Wildomar-Lake Elsinore area.

Study Area

The Study will develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 as shown on the map.



CORRIDOR STUDY AREA

For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.cog.ca.us.



Learn More

Visit the project website to learn more and to sign up for automatic email notifications:
Highway395CorridorStudy.org



Appendix B

Press Release, Page 1 of 2



FOR IMMEDIATE RELEASE

Media Contact:
Alexa Washburn, Program Manager
Phone: (949) 394-7996
washburn@wrcog.cog.ca.us

The Public Is Invited to the Second and Third Community Workshops for the Highway 395 Corridor Study for Southwest Riverside County

MURRIETA, Calif. – – The cities of Lake Elsinore, Murrieta, Temecula and Wildomar are continuing to conduct the Highway 395 Corridor Study for Southwest Riverside County, a joint effort to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County. As a community-based planning process, the Study partners invite the public to the second and third workshops for the Study.

Community Workshop #2: Murrieta-Temecula Area: Thursday, March 15, 2012, 6:00 p.m. – 8:00 p.m. at The Conference Center, Temecula Civic Center, 41000 Main Street, Temecula, California, 92590.

Community Workshop #3: Wildomar-Lake Elsinore Area: Thursday, March 22, 2012, 6:00 p.m. – 8:00 p.m. at Council Chambers, City of Wildomar, 23873 Clinton Keith Road, Wildomar, California, 92595.

These two workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

The Study will enable the four contiguous cities to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor.

Appendix B

Press Release, Page 2 of 2

The 16 mile, north-south arterial runs parallel to the west side of Interstate 15. The road extends from Rancho California Road along Jefferson Avenue through the cities of Temecula and Murrieta; continuing along Palomar Street and Mission Trail through the cities of Wildomar and Lake Elsinore; and continuing along East Lakeshore Drive to Main Street in Lake Elsinore.

At Community Workshops #2 and #3, Study team members will review the emerging vision for the corridor and the latest outreach findings, as well as best practices in transportation planning and design. Workshop participants will be encouraged to provide feedback and ask questions about the Study, particularly related to their priorities for multi-modal transportation in the corridor. Workshop #2 will focus on the Murrieta-Temecula areas of the corridor, and Workshop #3 will focus on the Wildomar-Lake Elsinore Area.

The public is also encouraged to learn more about the Study by visiting the project website and signing-up for email updates about the latest Study developments as they occur. The project website address is www.highway395corridorstudy.org.

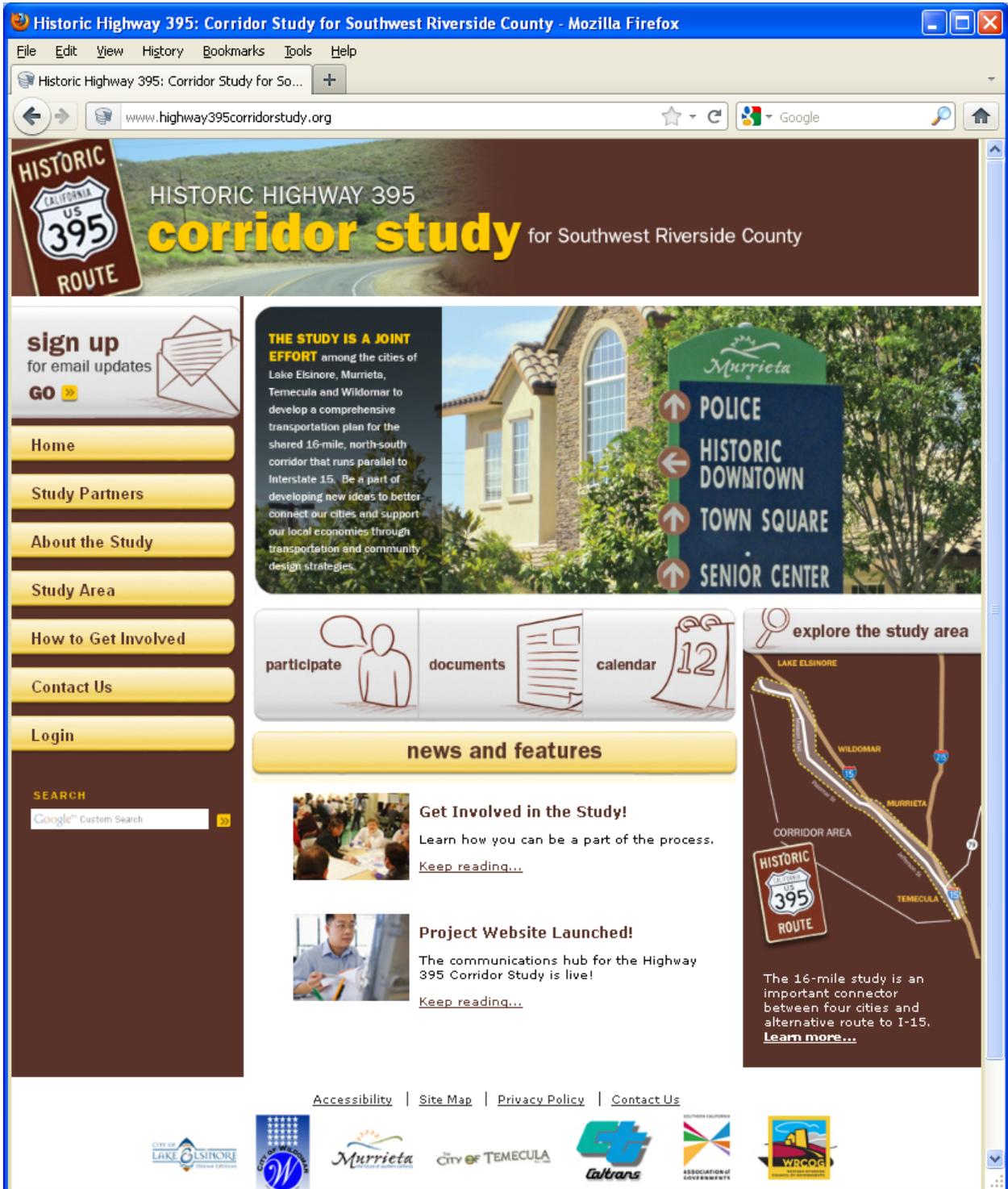
In addition to the four cities, the Western Riverside Council of Governments (WRCOG) is a Study partner, providing administrative leadership and coordination on the cities' behalf. The California Department of Transportation (Caltrans) is providing the primary source of funds for the Study through the Community Based Transportation Planning Grant Program. Each of the four cities also contributed matching funds. The Southern California Association of Governments (SCAG) is also a Study partner, providing funds to support community outreach activities for the Study through the Compass Blueprint grant program.

For additional information about the Study, please contact Alexa Washburn, WRCOG Program Manager, at (949) 394-7996 or at washburn@wrcoq.coq.ca.us.

For more information about the Western Riverside Council of Governments or the various programs administered by the Agency, please visit www.wrcoq.coq.ca.us.

###

Appendix C
Project Website



Appendix D
Agenda



COMMUNITY WORKSHOP #2
March 15, 2012 • 6:00 p.m.–8:00 p.m.
The Conference Center, Temecula Civic Center
41000 Main Street, Temecula

A G E N D A

- 6:00 p.m. I. **Welcome and Introductions**
- Agenda Overview
- 6:10 p.m. II. **Project Overview: History, Purpose, and Emerging Vision**
- Study Purpose
 - Key Findings from Community Workshop #1: Vision
 - Questions and Answers
- 6:20 p.m. III. **Transportation Strategies for the Highway 395 Corridor**
- Challenges and Opportunities
 - Best Practices: Options and Approaches
 - Potential Strategies
- 6:40 p.m. IV. **Interactive Exercise and Discussion: Priority Strategies**
- Setting Priorities: Corridor-Wide and City-Specific
 - Locations for Improvements
 - Discussion and Summary of Findings
- 7:40 p.m. V. **Outreach, Summary and Next Steps**
- Outreach and Communication
 - Summary of Workshop Outcomes
 - Next Steps
- 7:55 p.m. VI. **Closing Remarks**

Appendix E

Comment Card, Page 1



COMMUNITY WORKSHOP #2
March 15, 2012 • 6:00 p.m.–8:00 p.m.
The Conference Center, Temecula Civic Center
41000 Main Street, Temecula

C O M M E N T C A R D

Your comments are important to us! Please use this card to provide written comments about the discussion topics and any other items. Please return the comment card to the drop box at the end of the workshop. Thank You!

Please share any comments related to the project purpose and background, and the key findings from Community Workshop #1.

Please share any comments related to the transportation challenges, opportunities, and improvement options? Which do you believe hold the greatest promise for your city and for the entire corridor?

Entire corridor:

My city: _____

Please turn over...

Please return this card to the drop box at the end of this workshop

Appendix E
Comment Card, Page 2

SETTING PRIORITIES: TRANSPORTATION IMPROVEMENTS

In addition to completing the "dot exercise", please record your priority ratings below and share any comments about your ratings and the strategies. Please choose your top 3 priority strategies for the entire corridor, and your top 3 priority strategies for your city.

My city: _____

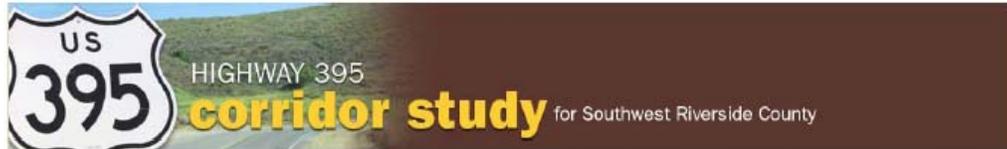
Strategies	Entire Corridor (Top 3)	My City (Top 3)	Comments
1. To provide future capacity for automobiles in the Corridor			
2. To provide for the even flow of traffic in the Corridor			
3. To provide a trolley in the Corridor			
4. To provide more regular bus service in the Corridor			
5. To provide local shuttles in the Corridor			
6. To provide on-street bike lanes in the Corridor			
7. To provide off-street bicycle paths in the Corridor			
8. To provide consistent sidewalks and crosswalks in the Corridor			
9. To provide bicycle sharing and improve bicycle access to transit			
10. To implement parking and travel demand management in the Corridor			

Please note any additional strategies. Why are these important to you?

If you have any additional questions or comments about this project, please contact Jennifer Ward at (951) 955-0186 or ward@wrccog.org.ca.us

Please return this card to the drop box at the end of this workshop

Appendix F Fact Sheet



About the Study

The purpose of the Highway 395 Corridor Study is to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County.

The Study will enable the four contiguous cities of Lake Elsinore, Wildomar, Murrieta and Temecula to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor.



Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including:

- **Multimodal transportation opportunities** including rapid transit, transit centers, future high speed rail, bicycle paths, pedestrians sidewalks or paths, disabled accessibility;
- **Mixed use development** including activity centers and nodes near transit;
- **Housing** and affordability issues;
- **Safety** for all transportation modes;
- **Sustainability** including reduced vehicle trips, reduced congestion, reduced air emissions, preserved historic and cultural setting, energy conservation, preserved open space; and
- **Economic development** including employment centers, business and trade growth.

For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.ca.us.



Learn More

Visit the project website to learn more and to sign up for automatic email notifications:

**Highway395
CorridorStudy.org**

Appendix C

March 22, 2012 Workshop Summary

HIGHWAY 395 CORRIDOR STUDY FOR SOUTHWEST RIVERSIDE COUNTY

COMMUNITY WORKSHOP #3

March 22, 2012 ♦ 6:00 p.m.–8:00 p.m.
Council Chambers, City of Wildomar
23873 Clinton Keith Road, Wildomar

S U M M A R Y R E P O R T

INTRODUCTION

On March 22, 2012, community members convened for the third Community Workshop for the Highway 395 Corridor Study for Southwest Riverside County. The purpose of the workshop was to (a.) introduce the project purpose and background; (b.) review and discuss findings of Community Workshop #1; (c.) identify challenges, opportunities, and options for specific transportation strategies along the corridor; (d.) facilitate discussion and an interactive exercise to prioritize corridor-wide and city-specific transportation strategies along the corridor; and (e.) summarize the themes and findings from the workshop, as well as next steps.

Project Background

The Study Area encompasses a 16 mile, north-south arterial that runs parallel to the west side of Interstate (I-)15. The road extends from State Route 79 in the City of Temecula through the cities of Murrieta, Wildomar, and Lake Elsinore (the street name changes). The communities vary from suburban to semi-rural, and from newly incorporated (Wildomar) to long established (Lake Elsinore). In some sections, the street is a four lane divided roadway with full improvements; in other areas the street narrows to two lanes with no other improvements. The route connects the original town-centers of the cities. In the developed portions, the street pattern is a hierarchy grid pattern with excellent freeway access at several points and frontage to I-15. Parallel to I-15, the corridor is an alternate route in the event I-15 closes temporarily.

The study is a joint effort among the cities of Lake Elsinore, Murrieta, Temecula and Wildomar, and also includes technical and management support from Western Riverside Council of Governments (WRCOG), Caltrans, and Southern California Association of Governments. The study will develop a comprehensive transportation plan for the shared corridor that will accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish

a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor. Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including multimodal transportation opportunities, mixed use development, housing, safety, sustainability, and economic development.

Workshop Outreach

To engage the wide range of stakeholders and interests in the study area and broader community, the project team employed a multi-pronged outreach approach to notify and engage participants in the workshop, including:

- Distribution of a workshop notice via electronic mail to the WRCOG database (see Appendix A);
- Distribution of a press release to local media outlets (see Appendix B);
- Posting information on the cities' websites and a dedicated website for this study (www.highway395corridorstudy.org; see Appendix C);
- Presentations to the four cities' councils;
- Direct communications with key stakeholders, such as business and property owners, chambers of commerce, and other interested parties.

Workshop Format

Approximately 20 community members attended the workshop at Council Chambers, City of Wildomar, 23873 Clinton Keith Road, Wildomar. Upon signing in, participants received an agenda, a comment card for submitting written comments from the workshop, and a fact sheet (see Appendices D, E and F).

Andy Pendoley of MIG, Inc., part of the project's consultant team, served as workshop facilitator and initiated the workshop by welcoming participants and providing an overview of the workshop objectives, and a brief slideshow presentation that addressed the study purpose, participants, and schedule. Mr. Pendoley then presented key findings Community Workshop #1 before introducing Christopher Gray of Fehr & Peers, who is part of the project's consulting team. Mr. Gray provided a slideshow presentation that summarized current conditions and opportunities for future improvements related to transportation on the corridor, as well as ten proposed improvement strategies for the corridor. The full slideshow is available to view or download at the project website (www.highway395corridorstudy.org).

Mr. Pendoley then initiated discussion with workshop participants, asking each participant to rank (a.) their top 3 priority transportation strategies for the entire corridor and (b.) their top 3 priority transportation strategies for their city. Participants first noted their priorities in their comment booklets, and then placed sticky dots next to their priority strategies on a large wall graphic at the front of the room. Mr. Pendoley then facilitated a group discussion about the prioritization results, asking participants to share their rationale for their priority

strategies, as well as input related to the other strategies. After Mr. Pendoley summarized the overall workshop themes and findings, Ms. Washburn provided closing remarks, thanking participants for attending the workshop and encouraging their ongoing involvement.

During the workshop discussions, Rick Barrett of MIG recorded participants' comments on the wall graphic—a photo-reduced image of the wallgraphic is included in this report as Appendix G. Additionally, some participants submitted written comment cards before leaving the workshop, which are available to view or download on the project website. The following sections represent a summary of the comments recorded on the wallgraphic and submitted on the comment cards.

SUMMARY OF DISCUSSIONS

Strategic Directions

- Optimizing traffic flow
- Prioritizing safety
- Expanding sidewalks and paths
- Developing a consistent right-of-way
- Providing appropriate parking in each community
- Designing for community benefit
- Developing an identity and branding
- Strengthening partnerships among the four cities
- Promoting the history and culture along the corridor

Discussion of Transportation Strategies

1. To provide future capacity for automobiles in the Corridor
 - o Develop a more consistent right-of-way
2. To provide for the even flow of traffic in the Corridor
 - o Synchronize traffic lights
 - o Consider roundabouts at the following two intersections:
 - i. Mission Trail and Corydon Street (Lake Elsinore/Wildomar)
 - ii. Mission Trail and Palomar Street (Wildomar)—road width and safety concerns
3. To provide a trolley in the Corridor
 - o Study the possibility of rail or rubber tire vehicles
4. To provide more regular bus service in the Corridor
5. To provide local shuttles in the Corridor
 - o Consider public and private services
 - o Accommodate seniors' needs
6. To provide on-street bike lanes in the Corridor
 - o Provide more bike-friendly routes
7. To provide off-street bicycle paths in the Corridor

- Utilize recreational trails
- Build on Wildomar's specialized, multipurpose trails
- Leverage and expand on existing trails near the Corridor
- 8. To provide consistent sidewalks and crosswalks in the Corridor
 - Meet pedestrians' needs
 - Provide consistent paths and sidewalks
 - Address safety and school routes
- 9. To provide bicycle sharing and improve bicycle access to transit
 - Encourage bike sharing, but not as a high priority item
 - Pursue private funding opportunities
- 10. To implement parking and travel demand management in the Corridor
 - Address the lack of parking at schools and businesses
 - Consider how to provide parking in existing dirt lots
 - Address parking issues along Palomar Street in Wildomar

Other Comments and Priorities

- Corridor priorities:
 - Improve traffic flow (could help with capacity as well)
 - Develop well-connected and safe bicycle and pedestrian facilities (better to have off-street bicycle paths than on-street)
 - Develop a trolley system
- Corridor should be more consistent (number of lanes, etc.), but allow the identity of each community to come through
- Corridor development and improvements should encourage historical feel; a trolley could add to character
- Resolve right-of-way ownership issues where corridor lies along boundary between Lake Elsinore and Wildomar (half road ownership for each city)
- Corridor transition between Wildomar and Murrieta (Palomar Street and Jefferson Avenue) is an important connection

Implementation Ideas

- Tie to economic development
- Focus on safety improvements
- Integrate culture
- Pursue public-private partnerships
 - Civic
 - Business
 - Non-profit
- Consider a range of funding sources
 - Federal funds
 - Private/property values
 - P-3

Next Steps

Project team members indicated that the workshop summary and presentation materials would be posted on the project website within weeks. The next workshop would be scheduled for May or June 2012.

DRAFT

Appendix A

Electronic Mailer/Workshop Notice



HIGHWAY 395
corridor study for Southwest Riverside County

Join Us!

These two workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

Community Workshop #2:
Murrieta-Temecula Area
Thursday, March 15, 2012
6:00 p.m. – 8:00 p.m.

The Conference Center
Temecula Civic Center
41000 Main Street, Temecula
From Front St. in Old Town, turn
east onto 3rd St., and park in the
parking garage at Mercedes St.

Community Workshop #3:
Wildomar-Lake Elsinore Area
Thursday, March 22, 2012
6:00 p.m. – 8:00 p.m.

Council Chambers
City of Wildomar
23873 Clinton Keith Road,
Wildomar

Light refreshments will
be provided.

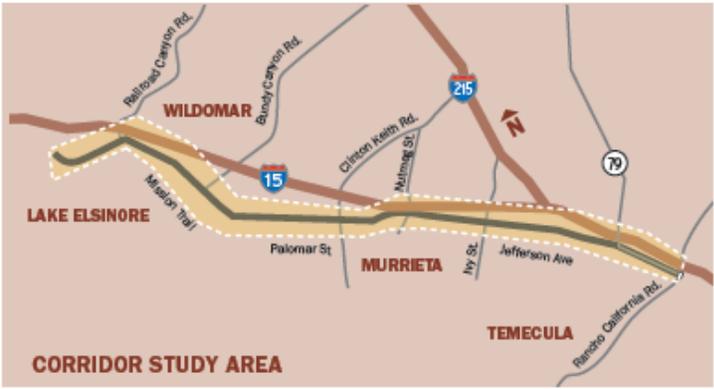
Community Workshops #2 and #3

The cities of Lake Elsinore, Murrieta, Wildomar and Temecula invite you to **Community Workshops #2 and #3** to learn about the latest developments within the Highway 395 Corridor Study for Southwest Riverside County.

Participate in these workshops to review the emerging vision for the corridor and the latest outreach findings. Additionally, review best practices and identify your priorities for multi-modal transportation in the corridor. Workshop #2 will focus on the Murrieta-Temecula area of the corridor, and Workshop #3 will focus on the Wildomar-Lake Elsinore area.

Study Area

The Study will develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 as shown on the map.



CORRIDOR STUDY AREA

For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.cog.ca.us.



Learn More

Visit the project website to learn more and to sign up for automatic email notifications:
Highway395CorridorStudy.org



Appendix B

Press Release, Page 1 of 2



FOR IMMEDIATE RELEASE

Media Contact:
Alexa Washburn, Program Manager
Phone: (949) 394-7996
washburn@wrcog.cog.ca.us

The Public Is Invited to the Second and Third Community Workshops for the Highway 395 Corridor Study for Southwest Riverside County

MURRIETA, Calif. – – The cities of Lake Elsinore, Murrieta, Temecula and Wildomar are continuing to conduct the Highway 395 Corridor Study for Southwest Riverside County, a joint effort to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County. As a community-based planning process, the Study partners invite the public to the second and third workshops for the Study.

Community Workshop #2: Murrieta-Temecula Area: Thursday, March 15, 2012, 6:00 p.m. – 8:00 p.m. at The Conference Center, Temecula Civic Center, 41000 Main Street, Temecula, California, 92590.

Community Workshop #3: Wildomar-Lake Elsinore Area: Thursday, March 22, 2012, 6:00 p.m. – 8:00 p.m. at Council Chambers, City of Wildomar, 23873 Clinton Keith Road, Wildomar, California, 92595.

These two workshops will include the same agenda and presentation materials, but focus on different areas of the corridor.

The Study will enable the four contiguous cities to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor.

Appendix B

Press Release, Page 2 of 2

The 16 mile, north-south arterial runs parallel to the west side of Interstate 15. The road extends from Rancho California Road along Jefferson Avenue through the cities of Temecula and Murrieta; continuing along Palomar Street and Mission Trail through the cities of Wildomar and Lake Elsinore; and continuing along East Lakeshore Drive to Main Street in Lake Elsinore.

At Community Workshops #2 and #3, Study team members will review the emerging vision for the corridor and the latest outreach findings, as well as best practices in transportation planning and design. Workshop participants will be encouraged to provide feedback and ask questions about the Study, particularly related to their priorities for multi-modal transportation in the corridor. Workshop #2 will focus on the Murrieta-Temecula areas of the corridor, and Workshop #3 will focus on the Wildomar-Lake Elsinore Area.

The public is also encouraged to learn more about the Study by visiting the project website and signing-up for email updates about the latest Study developments as they occur. The project website address is www.highway395corridorstudy.org.

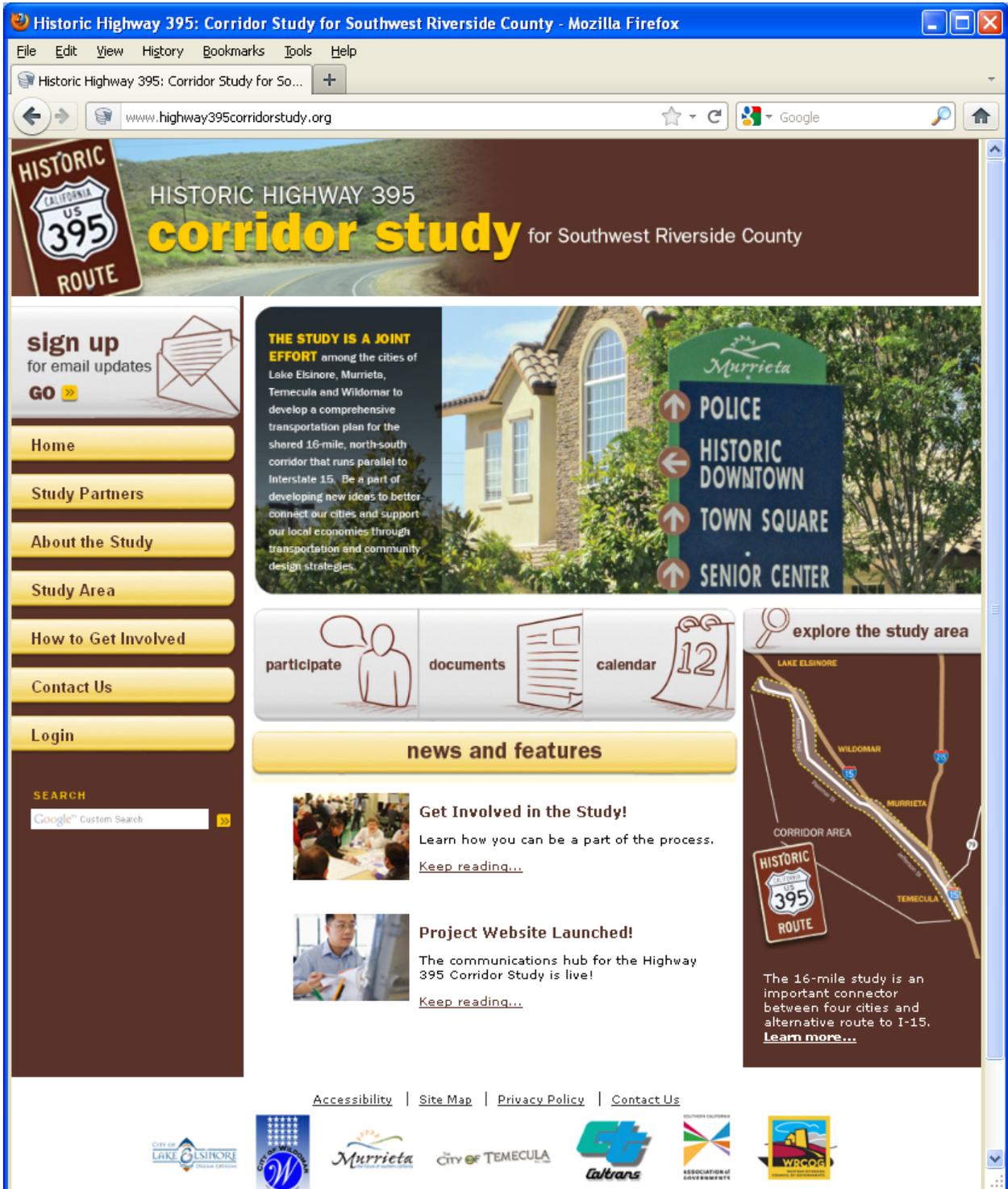
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For more information about the Western Riverside Council of Governments or the various programs administered by the Agency, please visit www.wrcoq.coq.ca.us.

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Appendix C
Project Website



Appendix D
Agenda



COMMUNITY WORKSHOP #3
March 22, 2012 • 6:00 p.m.–8:00 p.m.
Council Chambers, City of Wildomar
23873 Clinton Keith Road, Wildomar

A G E N D A

- 6:00 p.m. I. **Welcome and Introductions**
- Agenda Overview
- 6:10 p.m. II. **Project Overview: History, Purpose, and Emerging Vision**
- Study Purpose
 - Key Findings from Community Workshop #1: Vision
 - Questions and Answers
- 6:20 p.m. III. **Transportation Strategies for the Highway 395 Corridor**
- Challenges and Opportunities
 - Best Practices: Options and Approaches
 - Potential Strategies
- 6:40 p.m. IV. **Interactive Exercise and Discussion: Priority Strategies**
- Setting Priorities: Corridor-Wide and City-Specific
 - Locations for Improvements
 - Discussion and Summary of Findings
- 7:40 p.m. V. **Outreach, Summary and Next Steps**
- Outreach and Communication
 - Summary of Workshop Outcomes
 - Next Steps
- 7:55 p.m. VI. **Closing Remarks**
- 8:00 p.m. *Close*

Appendix E

Comment Card, Page 1



COMMUNITY WORKSHOP #3
March 22, 2012 • 6:00 p.m.–8:00 p.m.
Council Chambers, City of Wildomar
23873 Clinton Keith Road, Wildomar

C O M M E N T C A R D

Your comments are important to us! Please use this card to provide written comments about the discussion topics and any other items. Please return the comment card to the drop box at the end of the workshop. Thank You!

Please share any comments related to the project purpose and background, and the key findings from Community Workshop #1.

Please share any comments related to the transportation challenges, opportunities, and improvement options? Which do you believe hold the greatest promise for your city and for the entire corridor?

Entire corridor:

My city: _____

Please turn over...

Please return this card to the drop box at the end of this workshop

Appendix E
Comment Card, Page 2

SETTING PRIORITIES: TRANSPORTATION IMPROVEMENTS

In addition to completing the "dot exercise", please record your priority ratings below and share any comments about your ratings and the strategies. Please choose your top 3 priority strategies for the entire corridor, and your top 3 priority strategies for your city.

My city: _____

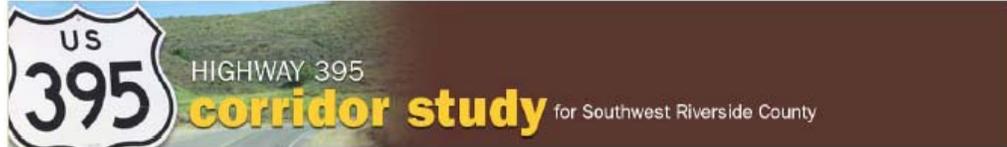
Strategies	Entire Corridor (Top 3)	My City (Top 3)	Comments
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2. To provide for the even flow of traffic in the Corridor			
3. To provide a trolley in the Corridor			
4. To provide more regular bus service in the Corridor			
5. To provide local shuttles in the Corridor			
6. To provide on-street bike lanes in the Corridor			
7. To provide off-street bicycle paths in the Corridor			
8. To provide consistent sidewalks and crosswalks in the Corridor			
9. To provide bicycle sharing and improve bicycle access to transit			
10. To implement parking and travel demand management in the Corridor			

Please note any additional strategies. Why are these important to you?

If you have any additional questions or comments about this project, please contact Jennifer Ward at (951) 955-0186 or ward@wrccog.org.ca.us

Please return this card to the drop box at the end of this workshop

Appendix F Fact Sheet



About the Study

The purpose of the Highway 395 Corridor Study is to develop a comprehensive transportation and land use plan for the shared 16-mile, north-south corridor that runs parallel to Interstate 15 in Southwest Riverside County.

The Study will enable the four contiguous cities of Lake Elsinore, Wildomar, Murrieta and Temecula to accommodate future growth by utilizing a range of transportation options and reducing transportation demand through better community design. Additionally, the Study will establish a vision that will guide land use decisions, infrastructure improvements, design and economic development activities along the corridor.



Through a community-based planning process, the Study will evaluate existing conditions and anticipated growth patterns, and identify mobility and land use opportunities, including:

- **Multimodal transportation opportunities** including rapid transit, transit centers, future high speed rail, bicycle paths, pedestrians sidewalks or paths, disabled accessibility;
- **Mixed use development** including activity centers and nodes near transit;
- **Housing** and affordability issues;
- **Safety** for all transportation modes;
- **Sustainability** including reduced vehicle trips, reduced congestion, reduced air emissions, preserved historic and cultural setting, energy conservation, preserved open space; and
- **Economic development** including employment centers, business and trade growth.

For comments or questions about the study or workshop, please contact Alexa Washburn at the Western Riverside Council of Governments by calling (951) 955-7985, or via e-mail at: washburn@wrcog.ca.us.



Learn More

Visit the project website to learn more and to sign up for automatic email notifications:

**Highway395
CorridorStudy.org**

APPENDIX D

STRATEGIES CONSIDERED BUT NOT RECOMMENDED

POTENTIAL STRATEGY #1

DEVELOP UNIFORM STANDARDS FOR ROADWAY FEATURES

Category	Description
Existing Conditions	Cities currently use standard plans, specifications and drawings to detail their roadway types and features, and these standards are typically unique to each City. This is currently the case within the Corridor, with each member City adopting a different set of standards to apply to the Roadway. The Cities of Temecula, Murrieta and Lake Elsinore all have their own street standards. The City of Wildomar does not currently have a set specifically for the City, and instead relies on County standards. As a result lane widths, shoulders, medians, and curbs can all vary throughout the Corridor.
Description of Improvement	It is recommended that a uniform set of roadway design standards be developed for the various roadways throughout the extent of the Corridor.
Location	Murrieta, Wildomar, Lake Elsinore. Temecula
Modes Benefitted	
Rationale for Including This Improvement	This set of standards would apply to roadway geometrics and features, and not necessarily landscaping or other aesthetic treatments. Excluding landscaping and aesthetic features from these design standards would also allow the individual cities to express their identities in the way that was most appropriate to each City. The constancy of the cross section would make the Roadway more readily recognizable by drivers within the Corridor, which would further reinforce the Corridor identity.
City Staff Priority	Not specifically addressed during Staff Workshop
Public Workshop Priority	Not specifically addressed during Public Workshop
Recommendation	Not recommended for inclusion in Implementation Plan. Feedback indicates that this alternative would have a limited priority. Additionally, allowing a City to tailor the roadway conditions within

POTENTIAL STRATEGY #1

DEVELOP UNIFORM STANDARDS FOR ROADWAY FEATURES

Category	Description
	their boundaries would allow them to reflect their specific character and the nature of the adjacent land uses.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #2

EXPAND TRANSIT TO NEW AREAS

Category	Description
Existing Conditions	<p>RTA provides fixed-route transit service to select portions of the Corridor. While several routes operate in or adjacent to the Corridor, there are currently four routes operating on and providing service for the Roadway including Route 79, Route 23, Route 8, and Route 7.</p> <p>These routes operate primarily to connect portions of the Corridor to other areas within southwest Riverside County. None of them currently travel the length of the Corridor, and the areas where they do run along the Roadway for an extended period are in less densely populated sections as a means of moving people to the activity centers. As a result, many areas within the Corridor do not have transit access, including residential neighborhoods and business and industrial development in Murrieta.</p>
Description of Improvement	<p>It is recommended that transit access be increased in the areas already served by RTA to increase ridership. The current routes are set based on land uses and generated demand from those land uses. Methods of improving service include:</p> <ul style="list-style-type: none"> • Decreasing Headways – reducing the time between buses along a route gives users more flexibility in their schedule. • Increasing the Number of Stops along Existing Routes – ensuring that stops are not too far apart allows users with limited mobility more options for using transit. • Expanding the Routes within the Service areas – Transit is typically considered accessible for those within ¼ mile of a stop. Modifying routes to move deeper into residential areas will increase the overall accessibility.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	

POTENTIAL STRATEGY #2

EXPAND TRANSIT TO NEW AREAS

Category	Description
Rationale for Including This Improvement	Increasing transit service to new areas not served by transit could increase transit ridership, which would have a concurrent effect of reducing vehicular traffic.
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Not recommended for inclusion in the Implementation Plan. Priority should be on expanding service in existing areas and implemented BRT service instead of expanding traditional bus service.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #3

PROVIDE LOCAL SHUTTLES

Category	Description
Existing Conditions	RTA currently operates a shuttle in the City of Temecula, connecting Downtown Temecula with the Promenade Mall, called the Temecula Trolley. This line is fully subsidized, offering passengers a zero-fare ride. This line is considered to be successful by RTA and ridership remains high. There is currently no shuttle service operating within the Corridor.
Description of Improvement	It is recommended that shuttle service be implemented in areas of the Corridor with higher demand not served by regular RTA routes. The current routes are set based on land uses and generated demand from those land uses. Transit service is provided where it may offer the highest value, specifically in areas with higher densities. Local shuttle service could fill the gaps between these areas and allows residents and workers access to the greater transit system without needing to operate full-sized buses. Shuttles would collect riders in residential or industrial zones and move them to transit hub areas during peak hours. Shuttles could also be used independently of the transit system as a means to connect residential neighborhoods to commercial districts.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Shuttles can supplement existing transit service by providing connectivity to major destinations and residential areas that may not be well served by existing transit routes.
City Staff Priority	Medium priority item
Public Workshop Priority	Low priority item

POTENTIAL STRATEGY #3

PROVIDE LOCAL SHUTTLES

Category	Description
Recommendation	Not recommended for inclusion in the Implementation Plan. Shuttles can be costly and difficult to implement over the long-term. Additional funding for transit may be better allocated for additional service in existing areas rather than shuttles, which are often less cost-effective than other forms of transit.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #4

PROVIDE FIXED-GUIDEWAY SERVICE

Category	Description
Existing Conditions	RTA provides fixed-route transit service to select portions of the Corridor. While several routes operate in or adjacent to the Corridor, there are currently four routes operating on and providing service for the Roadway including Route 79, Route 23, Route 8, and Route 7. All of these routes use buses and there is no fixed guideway transit service (light rail, heavy rail, commuter rail, etc.) within the Corridor currently.
Description of Improvement	Fixed-guideway transit is a commonly used form of public transportation and includes light rail, trolleys, and guided trams. They can occupy dedicated right of way or share space with general vehicles. As part of this study, a fixed-guideway trolley was considered for installation in portions of the Corridor. Trolley service would have been focused in higher density areas as a means to connect different land uses and activity centers.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Fixed guideway transit would provide a higher level of transit service than traditional bus service. This fixed-guideway facility could also serve as a catalyst for future development along the Corridor.
City Staff Priority	Low priority item
Public Workshop Priority	Low priority item
Recommendation	Based on interaction with City staff at the Transportation Best Practices Design Charrette, it was decided not to further examine the development of a fixed-guideway rail within the Corridor. The concept generally ranked low in the prioritization exercise, and the system would have focused on select portions of the Corridor as opposed to

POTENTIAL STRATEGY #4

PROVIDE FIXED-GUIDEWAY SERVICE

Category	Description
	the entire project area. Additionally, it was decided to focus on more flexible forms of transit such as fixed route buses or shuttles that do not require the same level of physical infrastructure to operate. This option would also have a substantial cost in comparison to the other alternatives.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #5

IMPROVE BICYHCLE FACILITY STANDARDS

Category	Description
Existing Conditions	<p>Despite the lack of consistent bicycle facilities, bicyclists were observed in the corridor during several field visits by study participants. Varying road widths and uneven road edges provide rough riding conditions. These factors impact bicyclist enjoyment and increase the perception of reduced safety in the Corridor.</p> <p>Sharing the road with vehicle traffic provides greater opportunity for conflict and accidents. Vehicle traffic is lighter and moves slower through Lake Elsinore and Wildomar. However, this section of the Corridor has some narrow road sections with sharp curves which lack visibility. Lake Elsinore and Wildomar have some road sections with wide gentle cross slope earth shoulders which are opportunities for Class III Bike Routes.</p> <p>Vehicular traffic is heavier, moves faster and is more congested in the Corridor starting from Kalmia in Murrieta all the way through Temecula. A Class II Bike Lane is clearly marked from the Murrieta Town Center to their border with Temecula. Missing bicycle lane striping through Temecula combined with the speed of the vehicular traffic discourages bike use.</p>
Description of Improvement	<p>Current Class II Bike Lane standards are a four-foot wide striped path which includes the concrete gutter. A recommended improvement is to increase bike lane width to a six-foot minimum. Bicyclists will avoid riding in the gutter and ride further away from the curb. Refer to Figures 16 and Figure 17 for improved bicycle standards. Bike route clarity and ease of way finding will also increase bicyclist use. The intent is to provide a regional bicycle signage program that allows for individual City identification. A simple bold sign program included with Class II Bike Lane striping is the quickest and most cost effective way to identify the new bike route. Refer to Figures 18 and Figures 19 for the improved bicycle facility signage.</p> <p>In addition to the in-street facilities, other physical improvements and amenities can be provided through bicycle racks and other means of bicycle parking. Figure 20 shows examples of some of these proposed bicycle amenities.</p> <p>Bike lane visibility should be enhanced with different color striping and lane painting. This will highlight and provides greater visibility to the bicycle facilities for drivers along the Roadway.</p>
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula

POTENTIAL STRATEGY #5

IMPROVE BICYHCLE FACILITY STANDARDS

Category	Description
Modes Benefitted	
Rationale for Including This Improvement	This strategy would provide high levels of bicycle amenities throughout the corridor, which should further facilitate bicycle travel.
City Staff Priority	High priority item
Public Workshop Priority	Low priority item
Recommendation	Developing a consistent set of bicycle facilities throughout the Corridor should be a higher priority item than developing updated standards.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #6

INTERSECTION TREATMENTS FOR BICYCLES

Category	Description
Existing Conditions	In addition to the significant gaps in the bicycle network, there are also no specific treatments or facilities at the many intersections throughout the Corridor. For example, when a cyclist travels along the corridor, they often are forced to intermix with vehicles at the intersections.
Description of Improvement	<p>The two alternatives presented, Bike Lane Curb Concept and Bike Box Concept, address the safety of bicyclists at intersections. Either option offers significant safety improvements over traditional intersections. Bicycle safety is increased through separation of the two modes of travel, increased visibility and allows the bicycles distance for movement start ahead of the vehicles to get up to speed.</p> <p>The bike box and the bike lane could also benefit pedestrians. These two solutions can be designed to keep the vehicular farther away from the cross walk. It can be intimidating to walk across six lanes of traffic in the 10' wide crosswalk with three to four rows of vehicles directly adjacent</p>
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	<p>The Bike Lane Curb Concept creates space along the corners of an intersection to allow bicyclists to move up from alongside a vehicle, where they are not visible, into the field of vision of a vehicle's driver. It also provides curbs to act as a visual and physical deterrent to keep cars out of the bike lane area.</p> <p>The Bike Box Concept shifts the area where vehicles stop at an intersection back 16', allowing bicyclists to wait in front of vehicles. This allows bicyclists to be directly in front of vehicles while stopped at an intersection, providing maximum visibility.</p>
City Staff Priority	High priority item
Public Workshop Priority	Low priority item

POTENTIAL STRATEGY #6

INTERSECTION TREATMENTS FOR BICYCLES

Category	Description
Recommendation	Given the lack of existing bicycle facilities throughout the Corridor, these improvements would seem to be of secondary importance and therefore not considered a higher priority item.

Source: Fehr & Peers, 2012

POTENTIAL STRATEGY #7

BIKE SHARING

Category	Description
Existing Conditions	There are no bike sharing facilities within the Corridor.
Description of Improvement	Bicycle sharing systems allow users to rent bicycles for short-term trips for a fee. The primary difference between bike sharing and standard bike rentals is that shared bicycles are supposed to be ridden from an origin and dropped off at a sharing site near the destination, as opposed to being returned to the original rental site. Pricing is usually based on the amount of the time the bike is checked out, which dissuades riders from taking a bicycle and keeping it with them for the entire day. Bike sharing is often implemented at locations such as Universities and transit stations.
Location	Lake Elsinore, Wildomar, Murrieta, and Temecula
Modes Benefitted	
Rationale for Including This Improvement	Reduces the number of vehicle trips within the Corridor
City Staff Priority	Low priority item
Public Workshop Priority	Low priority item
Recommendation	This strategy was assigned a very low priority by both City Staff and attendees at the public workshops. Other bicycle-related improvements such as implementing Class II facilities would seem to have a higher priority than bicycle sharing. Bicycle sharing can always be implemented on a locational specific basis if needed in the future.

Source: Fehr & Peers, 2012