

## Community-Based Transportation Planning Grants

### Rosecrans Corridor Mobility Plan

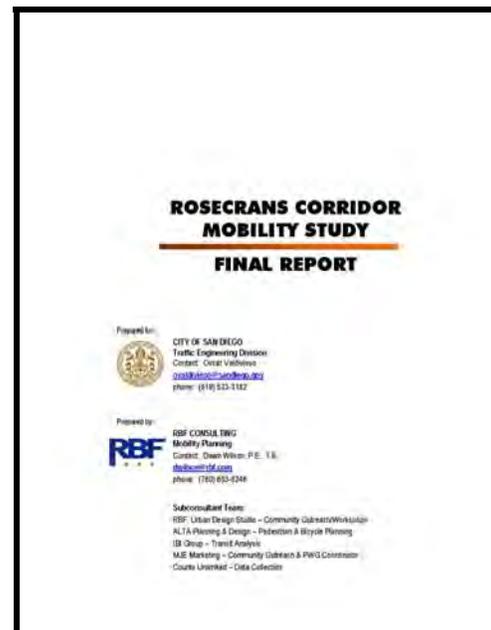
- **Grant Amount:** \$300,000
- **Grant Recipient:** City of San Diego
- **County:** San Diego

**Project Area** – The Rosecrans Corridor project study area extends from Camino Del Rio and Taylor Street to Kellogg Street. The corridor is approximately four miles.

**Project Focus** – The intersection of Camino del Rio West/Rosecrans/Sports Arena is believed to be the busiest intersection in the region, with 84,000 vehicles entering it daily. Years of neglect due to budgetary constraints by the State has had a negative impact on traffic and safety that resulted in missed opportunities for sustainable economic growth of the area. The development and approval of a community-based transportation planning corridor study, including a mobility plan, will be utilized to develop future operation and infrastructural improvements for the Midway and Peninsula communities along this corridor.

**Project Goals** – Reasonable and safe access to the area will be an integral part of the project. The study will result in proposing specific improvements to provide congestion relief along the corridor segments and at major intersections. New internal streets and freeway access points will be modeled and evaluated. The study will examine ways to improve vehicular, bicycle, and pedestrian access to buses and trolleys at the Old Town Transit Center.

**Community Outreach** – A total of three workshops were conducted where the community was asked to participate in hands on problem solving activities and preference surveys. A total of four walk audits were conducted in the study area. Community members were invited to join the project team in walking tours of the corridor where they could participate in interactive discussions about pedestrian and bicycle issues in each of the study areas. Monthly meetings were conducted with a Project Working Group where technical elements of the Mobility Planning Process were presented. The public was invited to attend these meetings and share their thoughts with the project team. Information about community workshops, Project Working Group meetings, concept plans and presentation materials were posted to the project website.



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Environmental Justice Community Involvement – The community outreach included three workshops and four walk audits. The Peninsula Beacon and the Union Tribune were both contacted and kept apprised of the activity of the project. Information about the project including flyers for community workshops, Project Working Group meetings and materials from the community events were posted on the project website. The website was updated on a weekly basis dependant upon the events that occurred during the project. The project team coordinated directly with the local media to both inform the community about the project as well as provide information about upcoming events.

Project Outcome – The improvements identified in this study respond to mobility issues identified through the technical analysis and through input from the community during both workshops and Project Working Group meetings. The majority of the improvements identified in this study were supported by the Project Working Group. In all, the Recommended Concept Plan developed for the Rosecrans Corridor identified 22 improvements ranging from new sidewalks and bicycle lanes to reconstructed intersections.

### Challenges

- Since the 1960's, Midway has continuously suffered from haphazard development which has resulted in the lack of a clear visual form, both in terms of orientation and community legibility.

### Successes

- The City of San Diego along with the consulting team combined the technical analysis with input from the community. Together potential solutions were identified to address the various transportation issues along the study corridor.
- 22 improvements ranging from new sidewalks and bicycle lanes to reconstructed intersections were identified.