

# Trip Generation for Smart Growth

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# San Diego Jurisdictions





# San Diego Regional Comprehensive Plan

*Adopted by SANDAG in 2004*

- Urban Form
- Transportation
  - Housing
- Healthy Environment
- Economic Prosperity
  - Public Facilities
  - Borders





# Smart Growth Tool Box

## Planning Tools

- Smart Growth Concept Map
- I-PLACE<sup>3</sup>S Sketch Model
- **Visualization Tools and Smart Growth Photo Library**
- Smart Growth Design Guidelines
- Trip Generation/Parking Study
- San Diego Regional Bicycle Plan
- Public Outreach Program

## Financing Tools

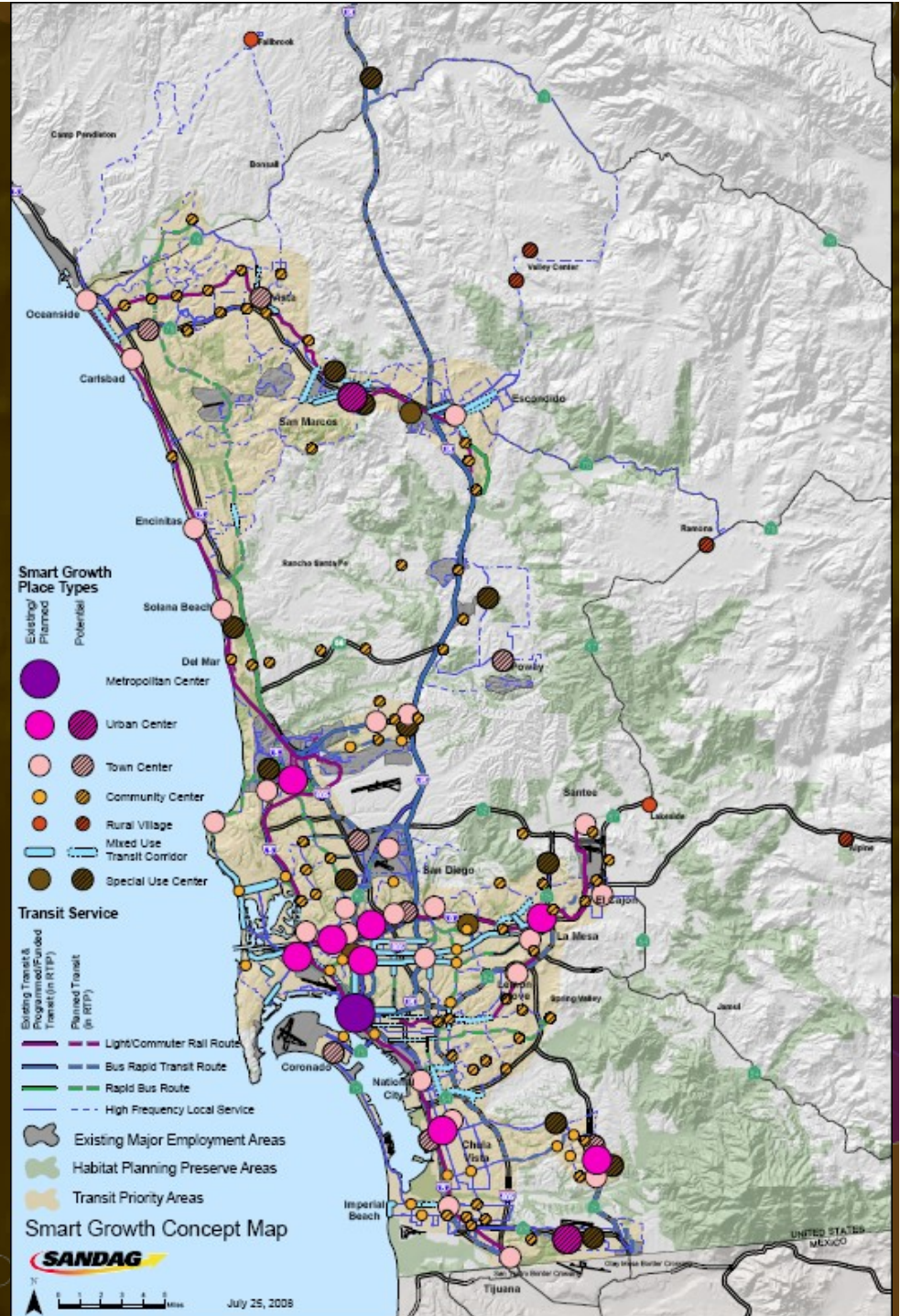
- **TransNet Smart Growth Incentive Program**
- **TransNet Environmental Mitigation Program**
- *TransNet* Active Transportation Grant Program



# Smart Growth Concept Map

## Smart Growth Areas

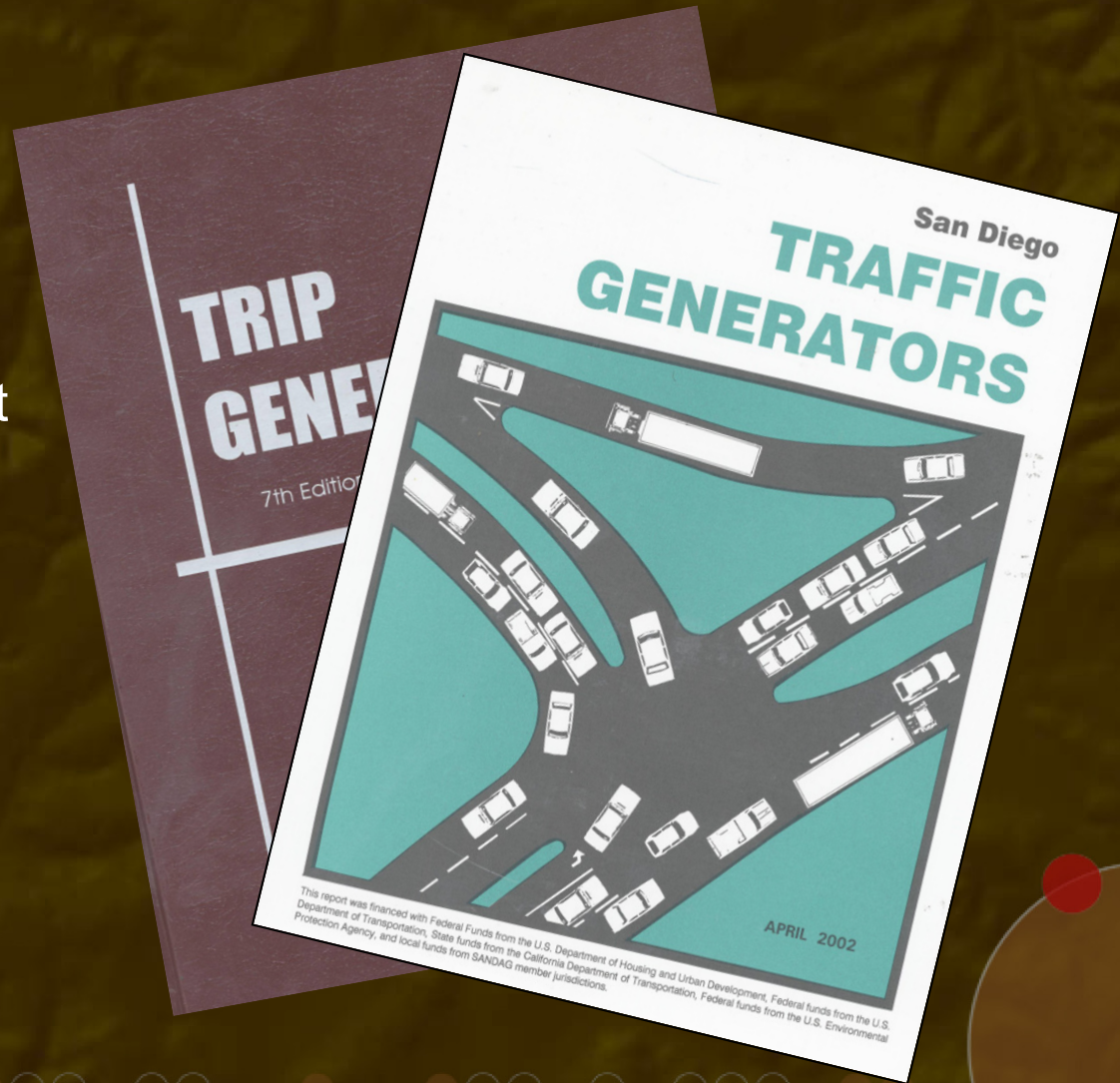
Existing/ Planned	Potential	
		Metropolitan Center
		Urban Center
		Town Center
		Community Center
		Rural Village* (with core area)
		Mixed Use Transit Corridor
		Special Use Center





# Study Purpose

- Supplement existing published rates
- Provide data for smart growth development and planning in San Diego region





# Site Selection – TOD/MXD

- Visited 30+ sites
- Sites were initially selected based on input from SANDAG staff, member agencies, and Project Team
- 6 sites chosen



**Site #1 - Rio Vista Trolley Station  
Promenade  
San Diego**

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**Site #2 – La Mesa Village Plaza  
La Mesa**

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Our vision. Our future.  
THE REGIONAL COMPREHENSIVE PLAN

**La Mesa Village Plaza, La Mesa**

**SANDAG** 11





## **Site #3 - Uptown District San Diego**

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Our vision. Our future.  
THE REGIONAL COMPREHENSIVE PLAN

## *Uptown District, San Diego*

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**Site #4 – The Village @ Morena Vista  
San Diego**





Our vision. Our future.  
THE REGIONAL COMPREHENSIVE PLAN

**The Village at Morena Vista, San Diego**

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# **Site #5 - Hazard Center San Diego**

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Our vision. Our future.  
THE REGIONAL COMPREHENSIVE PLAN

## Hazard Center, San Diego







**Site #6 – Otay Ranch  
Chula Vista**

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Our vision. Our future.  
THE REGIONAL COMPREHENSIVE PLAN

Otay Ranch Heritage Town Center, Chula Vista

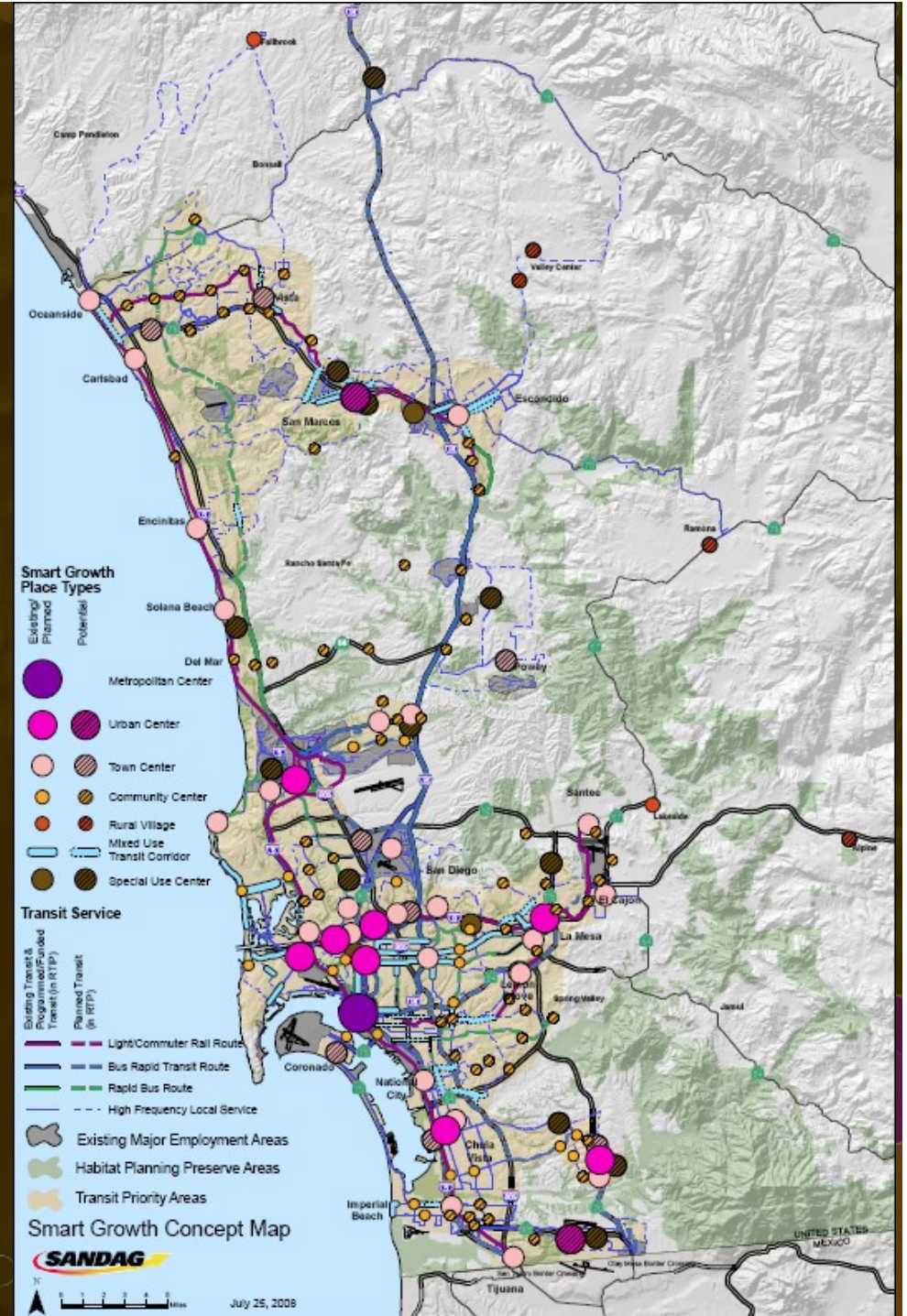
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# Smart Growth Concept Map

## Smart Growth Areas

Existing/ Planned	Potential	
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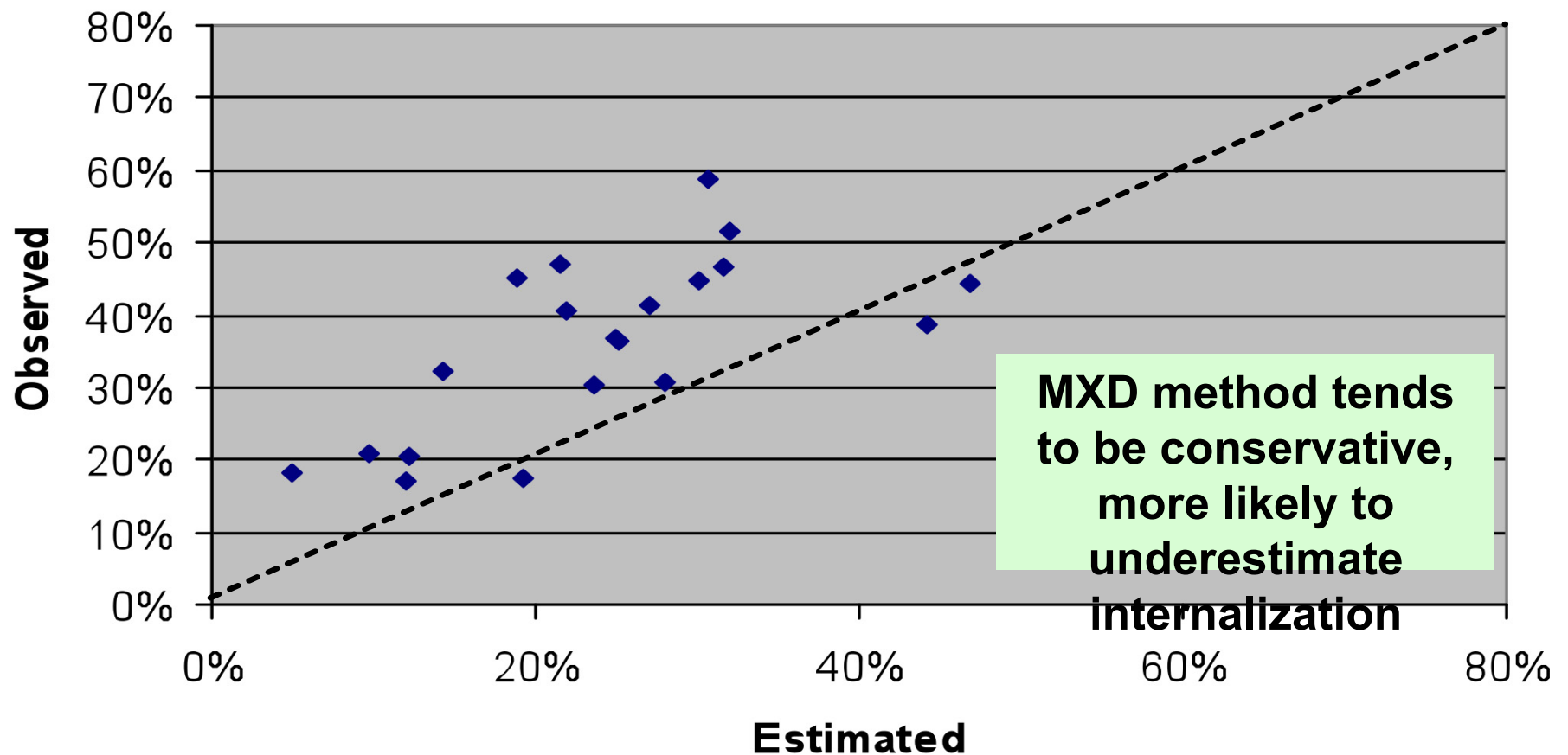
# Site Selection – SANDAG SGOAs (Smart Growth Opportunity Areas)

- List of 57 SGOAs chosen
- Counts not possible (too big)
- 20 of those had at least 100 trip records in household survey
- Comparison of trip reduction *percentages* between these sites and MXD model



# MXD Model Validation – SGOAs

**Figure 1**  
**Net Vehicle Trip Reduction - Sites with >100 Survey Records**





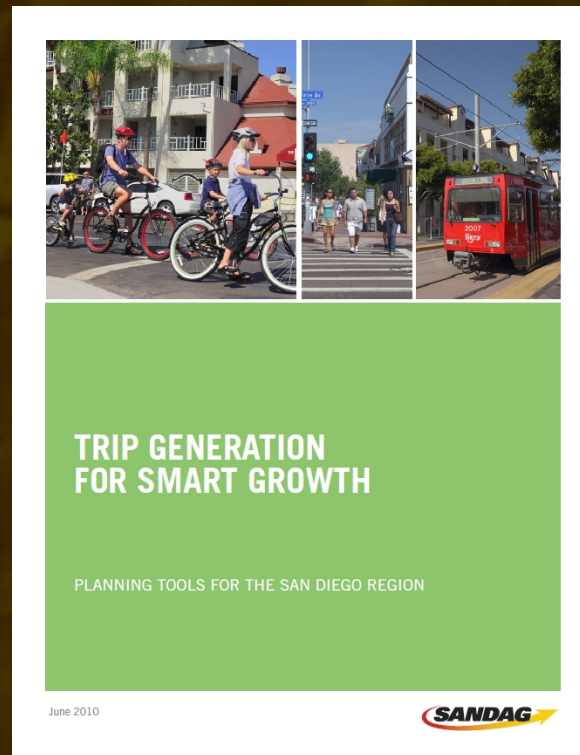
# Study Adoption

- Change is scary, change is hard.
- Parking confused things
- Now incorporated into traffic impact study data requests at SANDAG
- Traffic impact study guidelines next



# Study URL

<http://www.sandag.org/tripgeneration>





# Questions?

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