Trip Generation for Smart Growth

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San Diego Jurisdictions

Orange County
Riverside County

Oceanside
Carlsbad
Encinitas
Solana Beach
Del Mar

Vista
San Marcos
Escondido

County of San Diego

San Diego
Santee
La Mesa
El Cajon
Lemon Grove
National City
Chula Vista

San Diego

Imperial County

Imperial Beach

PACIFIC OCEAN
MEXICO

Our vision. Our future.
The Regional Comprehensive Plan

SANDAG
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-PLACE³S 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

- 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
Site #2 – La Mesa Village Plaza
La Mesa
Site #3 - Uptown District
San Diego
Site #4 – The Village @ Morena Vista
San Diego
Site #5 - Hazard Center
San Diego
Site #6 – Otay Ranch
Chula Vista
Smart Growth Concept Map

Smart Growth Areas

Existing/Planned

- Metropolitan Center
- Urban Center
- Town Center
- Community Center

Potential

- Rural Village* (with core area)
- Mixed Use Transit Corridor
- Special Use Center

*Note: Smart Growth Areas are categorized based on their current status.
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

Observed

Estimated

MXD method tends to be conservative, more likely to underestimate internalization.
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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