

FY 2019-20  
**CALTRANS SUSTAINABLE TRANSPORTATION PLANNING  
 SUSTAINABLE COMMUNITIES GRANT APPLICATION**

Check here, if technical project:

<b>PROJECT TITLE</b>	City of Oceanside - Smart and Sustainable Corridors Plan
<b>PROJECT LOCATION (city and county)</b>	Oceanside, San Diego County

	APPLICANT	SUB-APPLICANT	SUB-APPLICANT
Organization	City of Oceanside		
Mailing Address	300 North Coast Highway		
City	Oceanside		
Zip Code	92054		
Executive Director/designee and title	Jonathan Borrego Development Services Director (designee)		
E-mail Address	JBorrego@ci.oceanside.ca.us		
Contact Person and title	Russ Cunningham Principal Planner		
Contact E-mail Address	rcunningham@ci.oceanside.ca.us		
Phone Number	760-435-3525		

**FUNDING INFORMATION**

Use the Match Calculator to complete this section.

[Match Calculator](#)

Grant Funds Requested	Local Match - Cash	Local Match - In-Kind	Total Project Cost
\$ 398,385	\$ 51,615	\$ 0	\$ 450,000

**Specific Source of Local Match and Name of Provider  
(i.e., local transportation funds, local sales tax, special bond measures, etc.)**

General Fund and General Plan Update Surcharge Fees

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<b>LEGISLATIVE INFORMATION*</b>			
Please list the legislative members in the project area. Attach additional pages if necessary.			
State Senator(s)		Assembly Member(s)	
Name(s)	District	Name(s)	District
Patricia Bates	36	Tasha Boerner Horvath	76
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-

\*Use the following link to determine the legislators.  
<http://findyourrep.legislature.ca.gov/> (search by address)

<b>1A. Project Timeframe (Start and End Dates):</b> Start: Oct. 2019 -- End: Feb. 2022
<b>1B. Project Area Boundaries:</b> City of Oceanside
<b>1C. Project Description:</b> Briefly summarize project in a clear and concise manner, including major deliverables, parties involved, and any connections to relevant local, regional, and/or State planning efforts. <b>150 words maximum (15 points):</b>  <p>The City of Oceanside seeks funding for a SMART AND SUSTAINABLE CORRIDORS PLAN that will focus future development along four major commercial and industrial corridors and eight "smart growth opportunity areas" identified by the San Diego Association of Governments as locations prime for compact, walkable, mixed-used development near transit centers. The Plan is critical to effectively address issues related to the City's projected growth: underutilization of local and regional transit resources; suburban sprawl and pressure to develop in sensitive areas; growing traffic congestion; pressure to meet peripheral air quality standards; and the second lowest jobs-to-housing ratio in San Diego County. The Plan is a critical precursor to, and will be incorporated within, an imminent update of the City's General Plan Land Use and Housing Elements. It will also support local integration and implementation of regional Smart Growth principles and policies as promulgated in San Diego Forward: The Regional Plan.</p>

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**2A. Project Justification:** Describe the problems or deficiencies the project is attempting to address, as well as how the project will address the identified problems or deficiencies. Additionally, list the ramifications of not funding this project. This section needs to clearly define the existing issues surrounding the project (e.g., transportation issues, inadequate transit services, impacts of heavy trucking on local streets, air pollution, etc.). Competitive applications support the need for the project with empirical data, describe how this project addresses issues raised, define the public benefit, explain how the public was involved with identifying issues, and describe the impact of not funding the project. **Do not exceed the space provided. (10 points):**

1. **GROWING TRAFFIC CONGESTION AND UNDERUTILIZATION OF PUBLIC TRANSIT.** The City's 2014 Circulation Element forecasts increasing traffic congestion through 2030. Projected average daily traffic counts are estimated to increase by as much as 30% on the corridors targeted by the proposed Plan, with few of the roadways able to meet the needed capacity. The proposed expansion of traffic-choked State Routes 76 and 78, major east-west arteries that run through Oceanside, would provide considerable congestion relief but have been delayed because of lack of funding at the state level. Compounding the problem is Oceanside's car-centric way of life. Recent estimates from the U.S. Census Bureau show that 79% of residents drive alone to work (up 6 percentage points since 2000); use of every other mode is down since 2000 with walking and biking at nearly half of the level in 2000. The City has considerable public transit resources, but these resources are underutilized. The Oceanside Transit Center (OTC), which recently underwent a \$24 million expansion, provides access to multiple transit services including: Amtrak's Pacific Surfliner that runs from San Diego along the coast to San Luis Obispo; Metrolink which provides connectivity north and east to Orange, Los Angeles, Riverside, San Bernardino, and Ventura counties; the North County Transit District's (NCTD) Coaster commuter rail that provides north-south service between Oceanside and San Diego and Sprinter light rail that provides east-west service between Oceanside and Escondido; and several local bus routes. The Sprinter has seven stations in Oceanside, providing connections and access to points locally and regionally throughout Southern California. And yet use of public transit dropped from 4% in 2000 to 3% in 2016, illustrating yet another missed opportunity. The proposed Plan will be a critical precursor to the planned update of the City's Land Use Element, which will move the City away from traditional separation of land uses that has resulted in auto-dependent neighborhoods and commercial districts. The Plan will focus on: introducing higher density mixed-used development in the targeted corridors that brings jobs close to where people live, infrastructure that is efficient and pedestrian- and bicycle-friendly, mitigation of topographical features and other physical barriers that limit access from neighborhoods to transit corridors (e.g., neighborhoods located on a mesa making access to the Sprinter stations and other amenities on Oceanside Boulevard impossible without a car); and identifying other factors that discourage residents, workers, and visitors from using transit and active transportation infrastructure.

2. **ANTIQUATED LAND USE AND HOUSING ELEMENTS THAT INHIBIT LOCAL IMPLEMENTATION OF REGIONAL GROWTH STRATEGIES AND THE REGIONAL TRANSPORTATION PLAN.** The City's 33-year-old Land Use Element and six-year-old Housing Element are outdated. Over the last three decades, the City's population and housing stock have more than doubled, mostly through suburban sprawl that has resulted in the loss of open space, increasing separation of land uses, increasing traffic congestion on local roadways, and increasing VMT-related GHG emissions. In 2017, the City conducted extensive public and stakeholder outreach as part of the development of the City's draft Economic Development Element (EDE), Energy and Climate Action Element (ECAP), and Climate Action Plan (CAP). Residents and stakeholders reported that they want policies enacted that limit urban sprawl and pressure on the City's sensitive, natural, and agricultural areas. They strongly support the City's aims to focus future growth and development in the City's main corridors which are ripe with potential and are severely underutilized relative to what current zoning standards allow. The City is bounded by the Pacific Ocean on the west, Camp Pendleton Marine Corps Base to the north, the City of Vista to east, and the City of Carlsbad. Within the City Limits there is little greenfield remaining for housing or employment-oriented land uses, but population and tourism are growing and there is pressure to develop throughout the City. SANDAG forecasts 3% population growth in Oceanside by 2050, which results in the need for more housing and local employment options. The City's Regional Housing Needs Assessment (RHNA) obligation for the next Housing Element cycle is likely to be of a similar order of magnitude as the City's current RHNA obligation (roughly 6,200 units). The hospitality sector is in its seventh straight year of growth highlighting the need to address visitor-serving uses. Lastly, residents want the City's sensitive areas to be considered in future development decisions. These include

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**(2A. Project Justification Continued)**

the City's 3,200+ acres of pastoral land and watersheds within the City limits including: 1) the 350-acre Buena Vista lagoon, the only freshwater lagoon in the state which is in a state of decline and is listed as an impaired waterbody on the State's 303(d) list for indicator bacteria, nutrients, and sedimentation; and 2) the San Luis Rey River, which runs through the City, discharges to the ocean, and still supports a vibrant riparian bird community where Least Bell's Vireo breed along with a handful of Long-eared Owl (one of the few remaining coastal locations in southern California).

The proposed Plan will focus future development in our existing underutilized corridors and smart growth opportunity areas (SGOAs), which will serve as anchors for the City's future development. The Plan will identify and incentivize infill and vertical development opportunities, making use of existing infrastructure and leveraging both existing and planned transit service. The Plan will examine and consider new policies and standards to facilitate the above such as setback requirements, floor area ratio limits, maximum coverage requirements, height limitations and parking requirements, etc.

**3. SUPPORT LOCAL, REGIONAL, AND STATE AIR QUALITY BENCHMARKS.** As part of the City's General Plan Update (begun in 2016), the City is drafting its first Climate Action Plan (CAP) that outlines GHG emission reduction requirements. Roughly half of Oceanside's GHG emissions are generated in the transportation sector, primarily by private automobiles. In keeping with state emission reduction targets, the CAP seeks to reduce per-capita emissions to 4.0 MT CO<sub>2</sub> per service population. The City can demonstrate consistency with state emissions reduction targets through 2035, but forecasted emissions begin to diverge from target emission levels soon thereafter. In order to maintain alignment with state targets through 2050, the City will need to implement additional emissions reduction measures. The proposed Plan will: 1) address vehicle miles traveled by reducing the average commute distance and furnishing viable alternatives to private vehicle transportation; 2) facilitate improved access to public transit in the targeted corridors and SGOAs; and 3) support mixed-use development that is pedestrian- and bicycle-friendly and provides opportunities for residents to work near their home. The proposed Plan is directly aligned with the CAP which recommends transit-oriented development and capital improvements that promote infill/redevelopment.

**4. IMPROVE THE JOB-TO-HOUSING RATIO WHICH IS THE SECOND LOWEST IN SAN DIEGO COUNTY.** Oceanside has 0.6 jobs for every home, which is lowest in the north part of the county and the second lowest in the entire county. The imbalance contributes to traffic congestion and air quality issues. It also diminishes quality of life where residents spend more time getting back and forth to work, more money on child care and transportation, and less time with their families. Recent public outreach conducted for the draft EDE, ECAP, and CAP found that residents want more job opportunities closer to home. The proposed Plan will guide development in the targeted corridors and SGOAs to bring a residential component into the corridors which will spur demand for additional commercial uses and employment opportunities. A significant outcome of the Plan would be updated zoning standards to balance the jobs-to-housing ratio, and avoid piecemeal "tweaking" of zoning on a case-by-case basis that lends itself to inconsistency and can actually facilitate the imbalance. The City has many opportunities to leverage such as the hospitality industry which is in its seventh straight year of growth.

The City seeks funding from Caltrans to prioritize and expedite the completion of the proposed Plan which will provide essential policy direction for the updating the City's existing General Plan elements. If the project is not funded by Caltrans, the City will be forced to delay the project by several years, and use future General Plan Surcharge Fees as the sole funding source. This alternative is not preferred as the surcharge fees will be needed for the entire General Plan update, which has only begun with the EDE, ECAP, and CAP, and multiple other element updates are required, i.e., land use, housing, conservation, community facilities, safety, etc. Further, the City has already conducted significant public outreach to educate residents and businesses on the benefits of smart growth principles; momentum is strong and there is widespread 'buy-in' for these principles.

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**2B. Disadvantaged Communities Justification:** Explain how the project area or portions of the project area are defined as a disadvantaged community, including Native American Tribal Governments and rural communities, as well as how the proposed project addresses the needs of the disadvantaged community. The tools in the Grant Application Guide (Pages 10-12) are intended to help applicants define a disadvantaged community. Please cite data sources, the tools used, and include a comparison to the statewide thresholds that are established in each tool. Also describe how disadvantaged communities will benefit from the proposed planning project.

**Do not exceed the space provided. (5 points):**

As a whole, median household income in the City (\$58,949) lags behind both the County (\$66,529) and State (\$63,783) (U.S. Census Bureau, 2012-16 Five Year Estimates). Free and Reduced Priced Meal eligibility rates (a proxy for child poverty) are as high as 94% in the Oceanside Unified School District with seven schools having rates higher than 80%. The district average (58%) is higher than the County (50%) and on par with the State (58%) (California Department of Education, Data Quest, 2016-17). When looking at individual Census Tracts, it is easier to identify where low-income residents are clustered. CalEnviroScreen 3.0, which identifies communities burdened by multiple sources of pollution, shows one Census Tract (representing the Loma Alta neighborhood) which qualifies as disadvantaged with a percentile score of 70-75%. On the Healthy Places Index, the City scores in the 50th percentile meaning that the City ranks in the middle of California cities in terms of healthy conditions; however, when examining Census Tracts, two Tracts score below the 25th percentile (Capistrano and Lake neighborhoods), and 60 percent of Tracts citywide score below the 50th percentile.

According to the U.S. Bureau of Labor Statistics, in 2017, 13% of Americans' income was used for transportation costs, a proportion that affects the working poor the most. Low-income families also tend to shoulder the biggest location burdens (the inability to affordably get from one place to another) which tend to cancel out any benefit from affordable housing. The proposed plan would lessen these burdens in the targeted corridors and SGOAs. The Plan will also result in more affordable housing in the target corridors due to the City's significant inclusionary housing requirement that calls for residential developers to reserve a portion of units for low- and moderate-income families or pay an increased 'in-lieu' fee.

**2C. Disadvantaged Communities Engagement:** Applicants should describe how the proposed effort would engage disadvantaged communities, including Native American Tribal Governments and rural communities. Include specific outreach methods for involving disadvantaged communities. Also describe how disadvantaged communities will continue to be engaged during the next phases after the proposed planning project is complete, including project implementation. See Grant Application Guide, Pages 21-22, for best practices in community engagement.

**Do not exceed the space provided. (5 points):**

As noted previously, the City has undertaken significant public outreach over the last two years as part of the development of the draft EDE, ECAP, and CAP. These outreach efforts have been extremely successful in garnering participation from hundreds of residents from every segment of the community including the City's disadvantaged communities. The City intends to extend these strategies and best practices to the proposed project including pop-up outreach events at popular festivals and celebrations such as Main Street Oceanside's Farmers Market and Sunset Market, Harbor Days, Earth Day celebrations, Dia de los Muertos at Mission San Luis Rey, and the Oceanside Turkey Trot. The project's planned workshops will be neighborhood-based and will be designed for maximum accessibility for residents including providing materials in English and Spanish, Spanish interpreters, meeting times in the evening and weekends to accommodate working families, and transportation for persons with limited mobility options. For the first time in 40 years, the City is undertaking a General Plan update, and we have committed to collaborating with residents and other stakeholders. This commitment began with the EDE, ECAP, and CAP, will continue with the proposed Plan and the Land Use Update, and continue on with every facet of the GPU until it is complete.

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**3. Grant Specific Objectives:** Explain how the proposed project addresses the grant specific objectives of the Sustainable Communities grant program. Applicants should integrate the following Grant Program Considerations (Pages 4-14) in the responses for 3A-G below, as applicable:

- California Transportation Plan (CTP) 2040
- 2017 RTP Guidelines and Promoting Sustainable Communities in California
- Complete Streets and Smart Mobility Framework
- Climate Ready Transportation
- Addressing Environmental Justice and Disadvantaged Communities
- California Sustainable Freight Action Plan
- 2017 Climate Change Scoping Plan Update, Appendix C
- Planning for Housing

**3A.** Explain how the proposal encourages local and regional multimodal transportation, housing and land use planning that furthers the region's RTP SCS (where applicable). Applicants should demonstrate how the proposed effort would coordinate transportation, housing, and land use planning components of the project to inform one another (i.e., regular coordination meetings between responsible entities, joint community meetings, letters of commitment from all relevant implementing agencies, etc. Also explain how the proposed effort would contribute to shifts in land use towards more sustainable and equitable communities, such as more affordable housing near transit or more compact regional development patterns. See Pages 16-18 for example project types. **Do not exceed the space provided. (5 points):**

The proposed Plan will anchor future development in underutilized commercial and industrial corridors bringing jobs, housing, and shopping closer together; support pedestrian- and bicycle-friendly infrastructure; and enhance access to the City's robust local and regional transit network. These objectives will further SANDAG's RTP/SCS which seeks to maximize transit use, integrate biking and walking infrastructure, and reduce greenhouse gas emissions to state-aligned levels. The Plan will provide essential policy direction that will ensure coordination of transportation, housing, and land use in the City's General Plan update, which has only recently begun. More specifically, the Plan will serve as the foundation for the planned update of City's 33-year-old Land Use Element. By incorporating smart growth strategies, the Plan and the updated Land Use Element will move the City away from traditional separation of land uses that have resulted in isolated, auto-dependent neighborhoods and commercial districts. The Plan will also support the City's ability to meet its Regional Housing Needs Assessment (RHNA) obligation (likely more than 6,000 units) for the next Housing Element cycle by maximizing housing development in existing corridors near the City's eight commuter rail stations and other transit stops.

**3B.** Explain how the proposal contributes to the State's GHG reduction targets and advances transportation related GHG emission reduction project types/strategies (i.e., mode shift, demand management, travel cost, operational efficiency, accessibility, and coordination with future employment and residential land use, etc.)

**Do not exceed the space provided. (5 points):**

Focusing future development near the City's EIGHT commuter rail stations and other transit stops will reduce VMT and related GHG emissions, and thus contribute to the State's reduction targets. Residents and the City's thousands of annual visitors will have enhanced non-motorized access to destinations along the targeted corridors and connectivity to destinations throughout the City and region. Compact development will bring residents' homes closer to jobs and other destinations such as shopping, school, church, etc., thus shortening commutes and enhancing the ability to walk and bike, and leave the car at home. Currently, the City has a low jobs-to-housing ratio and is essentially a bedroom community where residents commute outside of the City for work. Half of Oceanside's GHG emissions are generated in the transportation sector. The City's Climate Action Plan (currently under development) forecasts that the City can meet state emission reduction targets through 2035, but will miss target emission levels soon thereafter. In order to maintain alignment with state targets, the City will need to implement additional emission reduction measures. The proposed Plan will provide the policy guidance needed to encourage and incentivize compact, efficient development that will help the City meet state targets through 2050.

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**3C.** Explain how the proposal supports other State goals, including but not limited to, State planning priorities (Government Code Section 65041.1), climate adaptation goals (Safeguarding California), and the goals and best practices cited in the 2017 RTP Guidelines, Appendices K and L. **Do not exceed the space provided. (5 points):**

1. Code Section 65041.1 – The Plan is aligned by promoting infill development; supporting adaptive reuse; improving safety and access to transit, active transportation, employment centers, and affordable housing; and supporting a strengthened economy by incentivizing businesses to locate in the targeted corridors and SGOAs and supporting procedures that enhance shovel-readiness. 2. Safeguarding California – the Plan is aligned in multiple ways: lessens vulnerability to the health impacts of climate change by integrating active transportation and enhanced access to the existing transit network; improves transportation system resiliency; promotes farmland conservation; and emphasizes infill and compact development, affordable housing, and land conservation. 3. 2017 RTP Guidelines – the Plan is aligned by increasing access and opportunities for active transportation which impacts both health and health equity, improving air quality by supporting compact development and thus reducing VMT, promoting connectivity to transit for residents, visitors, and low-income communities, and ensuring the engagement of low-income residents during the planning process.

**3D.** Explain how the proposal encourages stakeholder involvement. Applicants should list the stakeholders involved in the planning effort (e.g., first responders, community-based organizations, local housing and public health departments, transit agencies, and partners including State, federal, local agencies), as well as how they will be involved throughout the project. **Do not exceed the space provided. (5 points):**

During the development of the proposal, the City contacted all of the relevant stakeholders to share information about the proposed Plan, secure their support and input, and request their participation in the planned community-based workshops, stakeholder interviews, and review of all or portions of the draft Plan. Letters of support from these nine committed stakeholders are attached and include: SANDAG, North County Transit District, Metrolink, Climate Action Campaign, Preserve Calavera, Circulate San Diego, Oceanside Chamber of Commerce, Visit Oceanside, and Main Street Oceanside. These organizations, as well as a broad range of neighborhood organizations, will have a direct role in helping shape the corridor plan throughout the planning process.

**3E.** Explain how the proposal involves active community engagement. Applicants should describe the specific public outreach methods/events that will be employed throughout the project, as well as how public input will inform the project. Also describe how the effort will survey the public at the end of each outreach event to gauge effectiveness of these activities for the planning effort. **Do not exceed the space provided. (5 points):**

The project will include a robust outreach effort including: a minimum of three community-based workshops, five pop-up outreach events, online surveys, and structured stakeholder interviews. Particular emphasis will be placed on engaging residents within the City's economically-challenged neighborhoods in order to ensure that input is received from a broad range of stakeholders. The City will utilize both traditional methods (e.g., newspaper ads) and social media to promote these events. The City and its Consultant will carefully document the input received from residents and stakeholders, and the proposed Plan will be developed around this feedback. The outreach methods will benefit from best practices learned by the City during the implementation of the same strategies over the last two years as part of the first phase of the General Plan update. All proposed events will include an evaluation component to assess the effectiveness of the event and allow the City to make adjustments to future events to enhance quality and effectiveness. The City will ensure that all special needs are accommodated to the greatest extent possible during these outreach events, e.g., interpreters, translated materials, transportation assistance, and scheduling neighborhood-based events during times that are amenable to working families.

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**3F.** Explain how the proposal assists in achieving the Caltrans Mission and Grant Program Overarching Objectives on Page 4): Sustainability, Preservation, Mobility, Safety, Innovation, Economy, Health, and Social Equity, as applicable.

**Do not exceed the space provided. (5 points):**

**SUSTAINABILITY/PRESERVATION:** The Plan will leverage underutilized space in existing corridors for future development. This strategy will relieve pressure to develop in the City's "greenfield" areas and watersheds, and reduce urban sprawl. **MOBILITY AND SAFETY:** The Plan will include a collision analysis and a careful review of existing active transportation infrastructure to identify countermeasures that will support safer active transportation in the targeted corridors and encourage more walking and biking. **INNOVATION:** The Plan will support the implementation of SANDAG's smart growth principles which will then be incorporated in the General Plan update, and integrated into all of the updated elements. **ECONOMY:** The Plan will incentivize and encourage mixed-use development and enhanced access to the City's rich transit resources. These will spur job growth and support the City's growing hospitality sector. **HEALTH/SOCIAL EQUITY:** Compact, mixed-used development near transit will support increased walking and biking which will improve health outcomes. Enhanced access to active transportation and transit will also 'level the playing field' for all residents to access important destinations for employment, health care, etc.

**3G.** Explain how the proposal ultimately results in funded and programmed multimodal transportation system improvements. Applicants should discuss next steps for project implementation, including timing for programming improvements that would result from the planning effort. **Do not exceed the space provided. 5 points:**

The final Plan will include a detailed implementation strategy that identifies priority projects in each corridor including short-term physical enhancements planned within five years, and longer-term enhancements for the 5-10 year horizon. The Plan will also outline possible funding strategies for each proposed enhancement. One of this planning project's primary objectives is to enhance the City's eligibility for SANDAG grant programs such as the Smart Growth Incentive Program and to leverage other opportunities such as the State's Active Transportation Program. The Plan will also serve as the guiding policy and coordinating framework for the City's General Plan update, with particular emphasis on coordinating transportation, land use, and housing. The updated General Plan (complemented by the proposed Plan) will guide development and growth in the City for the next 20 years.



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<b>4. Project Management (30 points): See Scope of Work and Project Timeline samples and checklists for requirements (Grant Application Guide, Pages 47-53), also online at: <a href="http://www.dot.ca.gov/hq/tpp/grants.html">http://www.dot.ca.gov/hq/tpp/grants.html</a>.</b>
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<b>4A. Scope of Work in required Microsoft Word format (15 points)</b>
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<b>4B. Project Timeline in required Microsoft Excel format (15 points)</b>
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Application Signature Page

If selected for funding, the information contained in this application will become the foundation of the contract with Caltrans.

To the best of my knowledge, all information contained in this application is true and correct. If awarded a grant with Caltrans, I agree that I will adhere to the program guidelines.

J. E. B.  
Signature of Authorized Official (Applicant)

Development Services Director  
Title

Jonathan E. Borrego  
Print Name

11-29-18  
Date

\_\_\_\_\_  
Signature of Authorized Official (Sub-Applicant)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Authorized Official (Sub-Applicant)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

## Scope of Work Checklist

The Scope of Work is the official description of the work that is to be completed during the contract. **The Scope of Work must be consistent with the Project Timeline. Applications with missing components will be at a competitive disadvantage.** Please use this checklist to make sure your Scope of Work is complete.

The Scope of Work must:

- ✓ Use the Fiscal Year 2019-20 template provided and in Microsoft Word format
- ✓ List all tasks and sub-tasks using the same title as stated in the project timeline
- ✓ Include the activities discussed in the grant application
- ✓ Include task and sub-task numbers in accurate and proper sequencing; consistent with the project timeline
- ✓ List the responsible party for each task and subtask and ensure that it is consistent with the project timeline (i.e. applicant, sub-applicant, or consultant)
- ✓ Include a thorough Introduction to describe relevant background, related planning efforts, the project and project area demographics, including a description of the disadvantaged community involved with the project, if applicable
- ✓ Include a thorough and accurate narrative description of each task and sub-task
- ✓ Include a task for a kick-off meeting with Caltrans at the start of the grant
- ✓ Include a task for procurement of consultants, if consultants are needed
- ✓ Include a task for invoicing
- ✓ Include a task for quarterly reporting to Caltrans
- ✓ Include detailed public participation and services to diverse communities
- ✓ Include project implementation/next steps
- ✓ List the project deliverable for each task in a table following each task and ensure that it is consistent with the project timeline
- ✓ EXCLUDE environmental, complex design, engineering work, and other ineligible activities

## SCOPE OF WORK

### City of Oceanside - Smart and Sustainable Corridors Plan

#### INTRODUCTION:

The City of Oceanside seeks funding to prioritize and expedite the completion of the proposed SMART AND SUSTAINABLE CORRIDORS PLAN which will provide essential policy direction for the City's General Plan update. More specifically, the Plan will serve as the foundation for the planned update of the City's 33-year-old Land Use Element. By incorporating smart growth strategies, the Plan and the updated Land Use Element will move the City away from traditional separation of land uses that has resulted in isolated, auto-dependent neighborhoods and commercial districts. The Plan will also support the City's ability to meet its Regional Housing Needs Assessment (RHNA) obligation (likely more than 6,000 units) for the next Housing Element cycle by maximizing housing development in existing corridors near the City's eight commuter rail stations and other transit stops. The proposed Plan will focus future development in existing commercial and industrial corridors to bring jobs close to where people live, support infrastructure that is efficient and pedestrian and bicycle-friendly, and enhance access to the City's considerable local and regional transit network. The proposed Plan will support local integration and implementation of regional Smart Growth principles and policies as promulgated in the San Diego Association of Government's (SANDAG) *San Diego Forward: The Regional Plan*. More specifically, the Plan will allow the City to conform with SANDAG's *2050 Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS)*, which seeks to maximize transit use, integrate biking and walking infrastructure, and reduce greenhouse gas emissions to state-aligned levels.

#### *Introduction to the City of Oceanside.*

Incorporated in 1888, the City of Oceanside (pop. 176,193) is the second oldest municipality in San Diego County. The City is a bedroom community located in the far northwest corner of San Diego County, 35 miles north of San Diego and 83 miles south of Los Angeles. The City encompasses 42 square miles and is one of the San Diego region's ten beachfront jurisdictions with 3.7 miles of shoreline that attract vacationers from around the world. Oceanside's coastal amenities include a small-craft harbor and a 1,942-foot historical wooden fishing pier, the longest in California. With some of the most consistent surf on the West Coast, the City hosts over 30 professional surfing tournaments each year. The City is also home to one of the Ironman triathlon's oldest races (Ironman California 70.3) that brings nearly 3,000 athletes from 28 counties to Oceanside for the competition each year. Oceanside is home to many other attractions including the California Surf Museum and Oceanside Museum of Art



Fig. 1: The City of Oceanside

Interstate 5 runs north and south through Oceanside, and intersects State Routes 78 and 76 which run generally east and west providing access to Interstate 15 east of the City. The City is bounded by the Pacific Ocean to the west, the San Luis Rey River and the 125,000-acre Marine Corps Base Camp Pendleton to the north, the Buena Vista Lagoon and the City of Carlsbad to the south, and the City of Vista to the east (see Fig. 1). In addition to being well-connected to the regional roadway network, Oceanside is also well-served by rail and bus (see Fig. 2). The Oceanside Transit Center (OTC), located near downtown, is one of the busiest transit centers in

the region, and recently underwent a \$24 million expansion. The OTC provides access to: Amtrak's Pacific Surfliner that runs from San Diego along the coast to San Luis Obispo; Metrolink which provides connectivity north and east to Orange, Los Angeles, Riverside, San Bernardino, and Ventura counties; the North County Transit District's (NCTD) Coaster commuter rail that provides north-south service between Oceanside and San Diego and Sprinter light rail that provides east-west service between Oceanside and Escondido; and several local bus routes. The Sprinter has seven stations in Oceanside, providing connections and access to points locally and regionally throughout Southern California. The San Luis Rey Transit Center is a relatively new bus transit facility anchoring the North River Village mixed-use residential and retail development in northeast Oceanside.

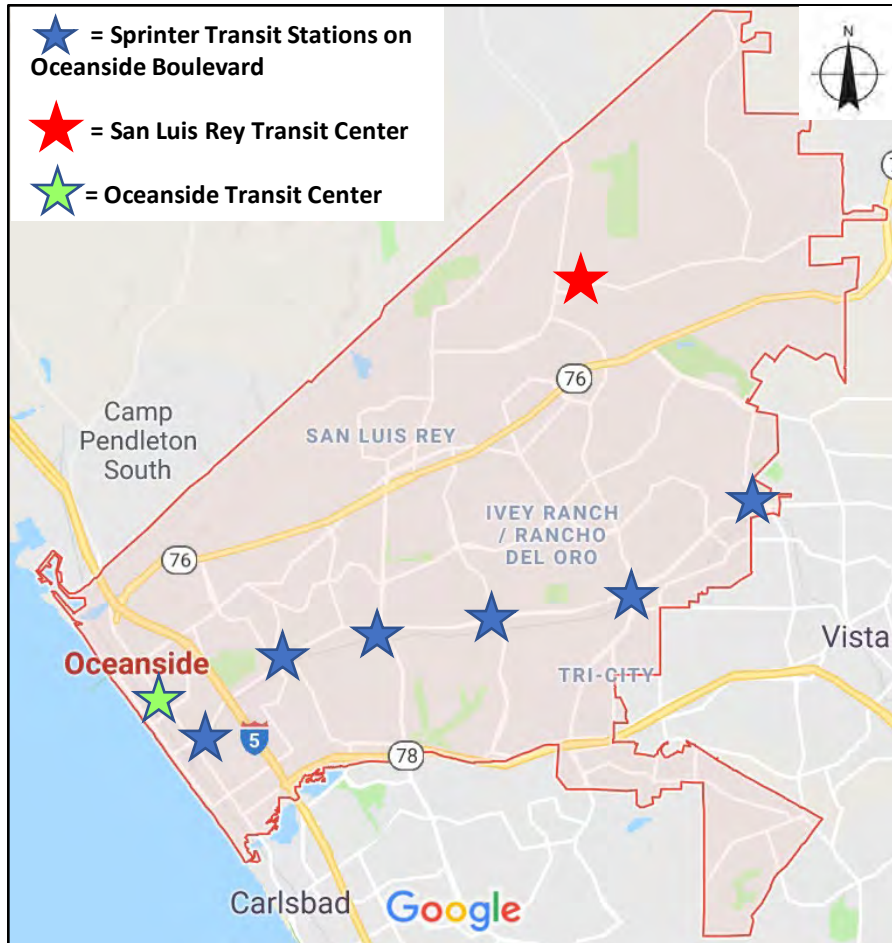


Fig. 2: Roadway and Transit Network in Oceanside

The City maintains a distinct geography that contributes to a strong sense of place. The City has strong ties to its coastline and beach culture. The City is also home to the San Luis Rey River which runs through the entirety of the City and empties to the ocean within the City limits; and the 350-acre Buena Vista Lagoon, the only freshwater lagoon in the state which is home to dozens of varieties of migrant and resident waterfowl, and is designated an Ecological Reserve by the California Department of Fish and Game. The City's geography varies with flat areas, as well as hillsides and arroyos, which can present challenges for active transportation. Unique among California coastal cities, Oceanside

is also home to 3,200+ acres of agricultural land consolidated in an area known as South Morro Hills (SMH) which was the subject of a highly-publicized and controversial November 2018 ballot initiative that would have put zoning changes for open space and agriculture property in the hands of voters instead of a simple majority of the City Council (the initiative failed). The initiative was launched after announcement of a proposed 1,000-home, 177-acre development project in SHM.

Oceanside's downtown is located near the coast and all of its coastal amenities, and thus is very tourist-oriented. The downtown area has enjoyed significant redevelopment over the past 15 years, with more planned including hotels, mixed-use developments, and expanded parking amenities. The City's efforts to capitalize on its coastline have been successful with the tourism sector growing at a significant pace for seven straight years. In addition to tourism, other important local industries include manufacturing, distribution, and agriculture. In the

manufacturing and distribution sectors, the City is home to TE Connectivity, Hydranautics, Magnaflow, FedEx, and Coca-Cola. South Morro Hills, the City's agricultural district, is known for its strawberries, tomatoes, avocados, and ornamental crops. Emerging crops in South Morro Hills include wine grapes, coffee, and exotic fruits (e.g., cherimoya). The City has prepared an Agritourism Strategic Plan designed to preserve and cultivate urban and rural farming opportunities, while increasing engagement and appreciation for the farming community. Over the last year, dozens of stakeholders have been meeting to educate themselves through workshops and events about the feasibility of developing agritourism in Oceanside. In recent years, Oceanside has welcomed biotech enterprises (e.g., Genentech and Gilead Sciences), which are among the region's fastest growing business sectors. Other regional industries with a presence in Oceanside include sports and active lifestyle products and services, information and communication technology (ICT), and healthcare. Home to Tri-City Hospital (located in the Vista Way/SR 76 corridor), Oceanside has seen a number of health clinics open for business in recent years (e.g., Kaiser, Veterans Administration, Scripps).

**Project Area Demographics.**

The City's population doubled in size from 1980 to 2010, and today has 176,193 residents. It is the third largest jurisdiction in the region in both population and geographic size. The population is diverse with 48% White; 35% Hispanic, 7% Asian, 5% African-American, and 5% other. North San Diego County is known for its affluence, especially in cities such as Encinitas where housing prices range, on average, above \$1 million. However, cities along State Route 78 such as Oceanside have more mixed incomes. As a whole, median household income in the City (\$58,949) lags behind both the County (\$66,529) and State (\$63,783) (U.S. Census Bureau, 2012-16 Five Year Estimates). Free and Reduced Priced Meal eligibility rates (a proxy for child poverty) are as high as 94% in the Oceanside Unified School District with seven schools having rates higher than 80%. The district average (58%) is higher than the County (50%) and on par with the State (58%) (California Department of Education, Data Quest, 2016-17).

Disadvantaged communities often face the worst deficiencies in transportation and other infrastructure development when they are, in fact, the communities that need these facilities and services the most. For these communities, transportation is critical for employment, education, healthcare, and access to essential commercial goods and services. A fundamental goal of the Plan is to enhance first-mile/last-mile connections to public transportation and bicycle and pedestrian infrastructure for people who do not have access to a car. This connectivity is also critical for Oceanside employers, whose businesses need to be accessible to workers, suppliers, and customers.

**Need for the Proposed Project.**

**1. REDUCE TRAFFIC CONGESTION AND INCREASE UTILIZATION OF PUBLIC TRANSIT**

The City's 2014 Circulation Element forecasts increasing traffic congestion through 2030. Projected average daily traffic counts are estimated to increase by as much as 30% within the corridors targeted by the proposed project, with few of the roadways having adequate capacity to accommodate anticipated traffic volumes. The proposed expansion of traffic-choked State Route 78, a major east-west artery in Oceanside, would provide

	Drive Alone		Carpool		Public Transit		Ped/Bike/Other	
	2000	2016	2000	2016	2000	2016	2000	2016
Oceanside	73%	<b>79%</b>	17%	<b>10%</b>	4%	<b>3%</b>	3%	<b>1%</b>
San Diego County	74%	<b>76%</b>	13%	<b>9%</b>	3%	<b>3%</b>	5	<b>4%</b>

Fig. 3: Oceanside Travel Mode Share. Source: U.S. Census Bureau

considerable congestion relief but has been delayed because of lack of funding at the state level. Compounding the problem is Oceanside's auto-centric way of life. Recent estimates from the U.S. Census Bureau show that 79% of residents drive alone to work (up 6 percentage points since 2000); use of every other mode is down since 2000 with walking and biking at nearly half of

the level in 2000. The City has considerable public transit resources (as described above), but these resources are underutilized. Despite providing connections and access to points locally and regionally throughout Southern California, public transit dropped from 4% in 2000 to 3% in 2016, illustrating yet another missed opportunity (see Fig. 3).

## 2. UPDATE ANTIQUATED LAND USE AND HOUSING ELEMENTS THAT INHIBIT LOCAL IMPLEMENTATION OF REGIONAL GROWTH STRATEGIES AND THE REGIONAL TRANSPORTATION PLAN

The City's 33-year old Land Use Element is outdated. Over the last three decades, the City's population and housing stock have more than doubled, mostly through suburban sprawl that has resulted in the loss of open space, increasing separation of land uses, increasing traffic congestion on local roadways, and increasing VMT-related GHG emissions. In 2017, the City conducted extensive public and stakeholder outreach as part of the development of the City's draft Economic Development Element (EDE), Energy and Climate Action Element (ECAP), and Climate Action Plan (CAP). Residents and other stakeholders reported that they want to limit urban sprawl and development pressure on sensitive areas along the City's periphery. They strongly support the City's aims to focus future growth in the City's main corridors which are ripe with potential and severely underutilized relative to what current zoning standards will allow. Bounded by the Pacific Ocean, federal lands, and the cities of Vista and Carlsbad, Oceanside has little greenfield remaining for new housing or employment-oriented land uses. However, demand for housing and employment remain strong, creating pressure to develop in areas not currently zoned to accommodate housing or employment growth.

SANDAG's preliminary regional forecast (to be finalized in 2019) indicates roughly three percent population growth in Oceanside by 2050, which will occasion the need for more housing and local employment options. The City faces additional pressure to increase housing capacity to meet its Regional Housing Needs Assessment (RHNA) obligation for the next Housing Element cycle, which is likely to be of a similar order of magnitude as the City's current RHNA obligation (roughly 6,200 units). The hospitality sector is in its seventh straight year of growth—with tourists spending \$351 million in 2017—highlighting the need to accommodate more visitor-serving uses. In addition, residents want the City's open space and sensitive areas (e.g., the SMH pastoral area, Buena Vista Lagoon, San Luis Rey River) to be considered in all development decisions and for future development to be focused in existing corridors.



Fig. 4: Examples of Underutilized Properties in the Oceanside Boulevard Corridor.

### 3. SUPPORT LOCAL, REGIONAL, AND STATE AIR QUALITY BENCHMARKS

As part of the City's General Plan update (begun in 2016), the City is drafting its first Climate Action Plan (CAP) that outlines GHG emission reduction requirements. Roughly half of Oceanside's GHG emissions are generated in the transportation sector, primarily by private automobile travel. In keeping with state emissions reduction targets, the CAP seeks to reduce per-capita emissions to 4.0 MT CO<sub>2</sub> per service population. The City can demonstrate consistency with state emissions reduction targets through 2035, but forecasted emissions begin to diverge from target emission levels soon thereafter (see Fig. 5). In order to maintain alignment with state targets through 2050, the City will need to implement additional emission reduction measures.

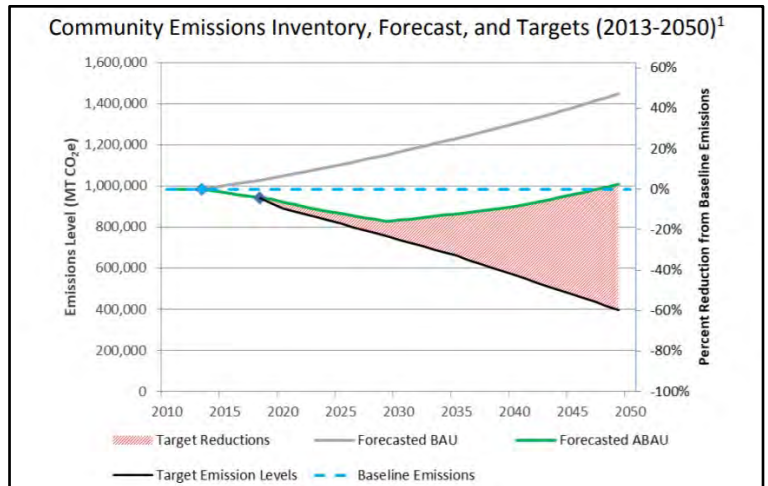


Fig. 5: Forecasted Emissions in Oceanside (the pink shaded area illustrates non-attainment of target levels starting in 2035). Source: City of Oceanside, Draft Climate Action Plan (under development)

### 4. IMPROVE THE JOB-TO-HOUSING RATIO, WHICH IS THE SECOND LOWEST IN SAN DIEGO COUNTY

Oceanside has 0.6 jobs for every home, which is lowest in the north part of the county and the second lowest in the entire county. Oceanside is a bedroom community where workers disperse throughout the County and beyond for work, including to Camp Pendleton Marine Corps Base a major employer for City residents. The imbalance of jobs to housing contributes to the traffic congestion and air quality issues noted above. It also diminishes quality of life where residents spend more time getting back and forth to work, more money on child care and transportation, and less time with their families. Recent public outreach conducted for the draft EDE, ECAP, and CAP found that residents want more job opportunities closer to home.

#### **Description of the Proposed Plan's Target Corridors and Areas**

The City seeks funding to develop a Smart and Sustainable Corridors Plan that will guide and focus future development that is compact, mixed-used, and pedestrian-friendly with demonstrated access to the City's rich transit resources. The Plan will focus future development efforts in four existing major commercial and industrial corridors and eight "smart growth opportunity areas" (SGOAs) identified by the San Diego Association of Governments (SANDAG) as locations prime for compact, walkable, mixed-used development near transit centers (see Fig. 6). Seven of the eight SGOAs are located in the four targeted corridors and all of the SGOAs encompass a ¼-mile area surrounding an existing transit station. The targeted corridors (see Fig. 7) include:



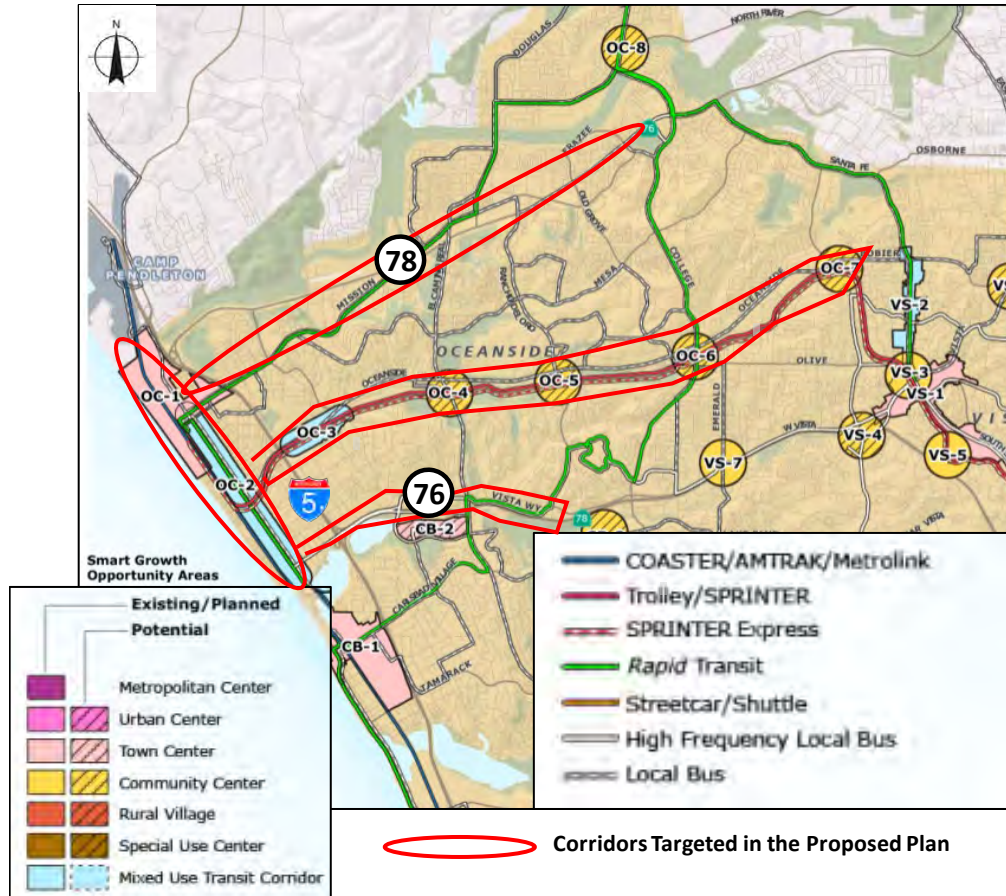


Fig. 6: The Proposed Project's Four Targeted Corridors and Eight Smart Growth Opportunity Areas (numbered OC-1 through OC-8).

**1. Coast Highway (ADT range 9,000 - 21,600) .** This corridor runs north-south along the coast and State Highway 101 (Coast Highway), and parallels Interstate 5 to the east. This corridor is adjacent to downtown and the Oceanside Transit Center, is the center of City's tourism sector, and includes one of the City's eight SGOAs. The downtown area, in particular, has seen extensive redevelopment (including adaptive reuse) in the last 15 years, and has transformed from 'sleepy' to more urbane and now offers more hospitality and entertainment amenities, new restaurants that cater to farm-to-table interests, craft breweries, etc. This development is beginning to ripple through the corridor. The corridor is zoned primarily commercial and residential, but new standards are needed to encourage mixed-used development to

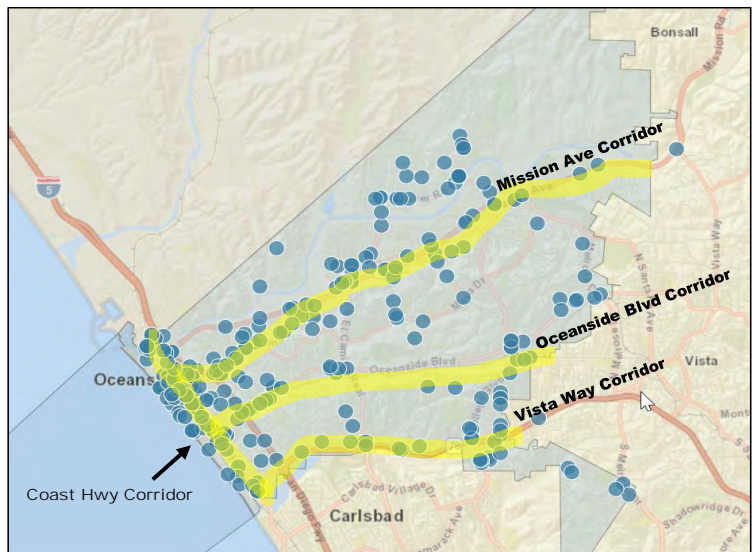


Fig. 7: The Four Targeted Corridors Overlaid with Locations of Motor Vehicle Collisions with Pedestrians and Bicyclists (illustrating opportunities to impact pedestrian and bicyclist safety via the proposed project). Source: Transportation Injury Mapping System (2015-17 data).

meet future housing demands and lure needed commercial development. Of the four targeted corridors, the Coast Highway corridor has been the subject of the most redevelopment and planning. The proposed Plan will build on these prior efforts which include a nine-block downtown master plan, and the Coast Highway Vision and Strategic Plan (completed 2009) which is a blueprint for revitalization and enhancement in the corridor.

**3. Mission Avenue.** This corridor runs east-west in the north part of the City. It parallels State Route 76 which goes through the San Luis Rey River Valley to I-15. SR 76 and Mission Avenue are heavily traveled commuter roadways that connect to I-5 and experience high levels of congestion. Inland portions of the corridor have a suburban/exurban character perpetuated by low-density residential and low-intensity commercial uses. Commercial centers along inland segments of the corridor compete with each other for market share. The corridor is home to the old Mission San Luis Rey de Francia, known as the "King of the Missions," which is a National Historic Landmark, but the site is not a center of gravity for the area. One of the SGOAs (San Luis Rey River Transit Center) is located to the northeast of this corridor, but due to the diffuse land use patterns in the surrounding area, there is minimal demand for bus service. SR 76 has multiple at-grade signalized crossings which contribute to congestion and often drive motorists to Mission Avenue as an alternative route. Furthermore, SR 76 physically divides neighborhoods from nearby commercial areas and reinforces the separation of land uses that force residents and workers into their cars. SR 76 and Mission Avenue intersect intermittently, and many of these intersections feature commercial centers, but none of these centers are significant centers of gravity. With little sense of place, these centers generally do not encourage walking, gathering, and other pedestrian activity. However, west of Interstate 5, recent roadway and streetscape improvements on Mission Avenue have catalyzed new business activity and created a vibrant street scene that features outdoor dining. The City seeks to replicate the success of this stretch of Mission Avenue elsewhere in the corridor.

**2. Oceanside Boulevard (ADT range 21,700 – 31,300).** This corridor runs east-west in the central part of the city. It is a major gateway to the City and coastal areas from the east (including I-15). The corridor is zoned primarily commercial, with pockets of industrial and light industrial zoning. Significantly, Oceanside Boulevard runs parallel to the Sprinter light rail line (operated by the North County Transit District) which extends from Oceanside to Escondido. There are six Sprinter stations on Oceanside Boulevard, each anchoring one of the City's SGOAs. Similar to all of the corridors, new standards are needed to encourage mixed-used development and greater use of the Sprinter stations from surrounding residential communities on either side of the roadway. While many of the residential areas are located near one of the six Sprinter rail stations, some residents face geographical barriers to access, including mesas or arroyos situated between the residential areas and the Oceanside Boulevard. Commercial operations struggle in this corridor because of access constraints, the absence of a sense of place, and the lack of housing within the corridor that would provide a market for neighborhood-serving retail and other commercial use. The corridor is also the location of SANDAG's planned Inland Rail Trail, a proposed 21-mile Class I bike facility that will run through the cities of Oceanside, Vista, San Marcos, and Escondido. Also, Loma Alta Creek flows along the roadway. The creek has been channelized and neglected, and lost significant habitat and aesthetics, but is a potential destination that could catalyze new development and increased pedestrian activity.

**4. Vista Way.** This corridor runs east-west in the southern part of the City. Vista Way is a frontage road for State Route 78 which connects Oceanside and Escondido. The corridor is increasingly urbanized and is an employment corridor for the five cities that lie along SR 78. The five cities (Oceanside, Carlsbad, Vista, San Marcos, and Escondido) have come together with a shared vision to boost economic prosperity and development along SR 78, and this effort, named Innovate 78, will be leveraged in the proposed Plan. Innovate 78 is working to encourage both start-ups and established businesses to locate in the area. The corridor is home to Tri-City

Hospital and associated medical uses which are another major anchor in the corridor. The commercial strip centers in the area fare better than those in the Mission and Oceanside corridors due to the traffic and people visiting and working in the area from nearby cities. This corridor is also home to the first example of mixed-used development in Oceanside – Piazza D’Oro. The proposed Plan will take advantage of the momentum in this corridor by spurring additional mixed-used development (including vertical development) to meet future housing demands, support continued commercial development, and create livable communities.

Over 200 SGOAs throughout the region have been identified by SANDAG as areas where local governments should focus future housing and infill/mixed-use development. The proposed Plan will support infill and redevelopment in all of the City’s eight SGOAs, which directly overlap or are adjacent to the targeted corridors listed above (see Fig. 6, above):

- (OC-1) Downtown Oceanside (includes the Oceanside Transit Center served by Amtrak, Coaster, Metrolink, Sprinter, NCTD bus line, and Greyhound);
- (OC-2) South Coast Highway Sprinter Station;
- (OC-3) Crouch Street Sprinter Station;
- (OC-4) El Camino Real Sprinter Station;
- (OC-5) Rancho Del Oro Sprinter Station;
- (OC-6) College Boulevard Sprinter Station;
- (OC-7) Melrose Sprinter Station; and
- (OC-8) San Luis Rey Transit Center (a 12-bay bus facility).

***Community and Stakeholder Participation.***

The project will include a robust outreach effort (described in detail in the Tasking section below) that supports the project as follows:

- Considers and incorporates outreach and feedback already received as part of the first phase of the General Plan Update including the Economic Development Element, the Energy and Climate Action Element, and the Climate Action Plan. The project will also consider feedback received and recommendations from outreach efforts for the Coast Highway Vision and Strategic Plan, downtown master plan, etc.
- Utilizes best practices used by the City in these previous and ongoing efforts, including stakeholder interviews which the city has found to be an efficient, engaging, and successful strategy that is appreciated by the stakeholders.
- Leverages existing highly-visible and popular festivals and celebrations such Main Street Oceanside’s Farmers Market and Sunset Market, Harbor Days, Dia de los Muertos at Mission San Luis Rey, and the Oceanside Turkey Trot to conduct pop-up outreach events.
- Includes an evaluation component at the conclusion of each outreach event to assess the effectiveness of the event and allow the City to make adjustments to future events to enhance quality.

The City has identified multiple stakeholders whose participation on the planning project will be critical, and we have secured their support and commitment to participate on the project. These include:

- North County Transit District (operator of the Sprinter light rail and transit stations in the Oceanside Boulevard corridor);
- San Diego Association of Governments (SANDAG);
- Metrolink (serving City residents and visitors via the Oceanside Transit Center);

- Local partners including: Oceanside Chamber of Commerce, Main Street Oceanside, and Visit Oceanside; and
- Local and regional advocacy partners including: Circulate San Diego, Climate Action Campaign, and Preserve Calavera.

Letters of support for these stakeholders and partners are attached. The City will expand the list of stakeholders as new entities are identified.

#### **RESPONSIBLE PARTIES:**

The City of Oceanside will be responsible for project implementation, administration, and performance. The City will engage an experienced Consultant to conduct a comprehensive assessment of existing conditions that identifies both constraints upon and opportunities for positive change. This assessment will inform recommendations for developing a corridor network that serves as the City's principal growth area and connects to and capitalizes on the smart growth opportunity areas described above. The Consultant will assist with community and stakeholder outreach activities, including sharing summaries of their analyses and preliminary vision for the proposed corridor network. The Consultant will be responsible for developing the draft and final *City of Oceanside – Smart and Sustainable Corridors Plan*.

#### **OVERALL PROJECT OBJECTIVES:**

- Implement a planning project that is informed by: 1) best practices from the City's ongoing planning efforts for the General Plan update, and 2) significant input from residents and other stakeholders.
- Develop a Smart and Sustainable Corridors Plan that:
  - Promotes infrastructure that is pedestrian- and bicycle-friendly, and enhances access to the City's transit-rich resources;
  - Focuses on infill/mixed-used development in the targeted underutilized corridors and SGOAs;
  - Promotes zoning and land use flexibility that incentivizes desired development and brings jobs close to where people live;
  - Is aligned with regional policies to enhance the City's eligibility for both regionally-funded transportation improvements as well as SANDAG grant funding programs (e.g., the Smart Growth Incentive Program);
  - Supports local integration and implementation of regional Smart Growth principles and policies as promulgated in SANDAG's *San Diego Forward: The Regional Plan*.
  - Conforms with SANDAG's *2050 Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS)*;
  - Improves connections between transportation and land use;
  - Attracts more commercial and industrial business (and jobs) to the City;
  - Addresses the single largest source of emissions in the City – transportation – by promoting, encouraging, and breaking barriers to active transportation and transit use;
  - Promotes livable communities and complete streets in the targeted corridors and SGOAs;
  - Preserves the City's open areas and reduces sprawl;
  - Makes recommendations to streamline development processes to improve shovel-readiness in the targeted corridors;
  - Provides a multi-pronged implementation strategy for prioritized recommended initiatives, as well as specific actions for short and long-term physical enhancements; and
  - Guides the planned update of the City's Land Use Element and Housing Element.

## **TASKING:**

### **1. PROJECT ADMINISTRATION**

#### **Task 1.1 Grant Kick-off Meeting with Caltrans**

The City will plan and conduct a kick-off meeting with Caltrans to review and discuss the grant agreement, implementation expectations and timelines, procurement procedures, reporting and invoicing, and immediate and long-term action items.

#### **Task 1.2 Consultant Procurement**

The City will develop and issue a Request for Qualifications (RFQ) for a Consultant to participate in the proposed planning project and develop the Smart and Sustainable Corridors Plan. The process will follow the City's established procurement procedures, and the City will make their selection based on qualifications, directly-related experience, and cost-effectiveness.

#### **Task 1.3 Kick-off Meeting with Project Partners**

City staff, the Consultant, and stakeholder representatives will formally meet to discuss the overall vision for the Plan, the project's goals and objectives, the tasks and timeline, expectations of the City, Consultant, and stakeholders, Caltrans' requirements, immediate and long-term action items, and intended project outcomes. The kick-off meeting will be led by the Consultant with support and participation from relevant City staff. Caltrans will be invited to attend.

#### **Task 1.4 Project Monitoring**

During the course of the project, the City will conduct regularly-scheduled meetings with the Consultant (in-person and via telephone) to monitor project progress, identify project implementation barriers and identify solutions, and discuss upcoming tasks. The City will monitor the project's budget and timeline to ensure the project stays on-track, and will be responsible for ongoing quality control monitoring of the Consultant.

#### **Task 1.5 Invoicing**

The City will develop and submit invoices to Caltrans in a timely manner as prescribed in the grant agreement.

#### **Task 1.6 Quarterly Reporting to Caltrans**

The City will develop and submit quarterly reports to Caltrans in a timely manner as prescribed in the grant agreement. The reports will summarize project progress and obstacles, and will include copies of deliverables.

- **Responsible Party: City and Consultant**

<b>Task</b>	<b>Deliverable</b>
1.1	<i>Agenda, participant list, meeting minutes</i>
1.2	<i>RFQ, list and ranking of applicants, selected Consultant's proposal and contract</i>
1.3	<i>Agenda, participant list, meeting minutes</i>
1.4	<i>Monthly agendas, participant lists, meeting notes</i>
1.5	<i>Invoice packages</i>
1.6	<i>Quarterly reports</i>

## **2. STAKEHOLDER AND COMMUNITY OUTREACH**

### **Task 2.1 Conduct Three Community-Based Workshops**

The City and the Consultant will plan and conduct at least three community-based workshops to share information about the proposed Plan and solicit input and feedback. The targeted audience will be residents, businesses, developers, stakeholders, etc. The meetings will take place in the community at locations and times that are convenient (including at least one meeting during an evening or weekend to accommodate those who work during the day). The City will provide Spanish language materials and interpreters, as needed, and will explore transportation assistance for those with limited mobility options. The Consultant will create interesting and easy-to-understand slides to share data, graphics, photographic representations of existing and planned conditions, etc. The meetings will include multiple methods to collect information including small-group charettes, sticker surveys, and participant evaluation forms that both rate the effectiveness of the meeting and also allow for additional open-ended feedback. Participant recruitment and marketing of the workshops will be multi-pronged using traditional methods (posters, advertisements in local newspapers, etc.) as well as social media (the City and partners' Facebook, Twitter, websites, etc.). The City will utilize best practices and templates from recent community-based meetings conducted for the EDE, ECAP, and CAP community outreach.

### **Task 2.2 Conduct Five Pop-Up Outreach Events**

The City and Consultant will plan and conduct at least five pop-up outreach events at existing highly-visible and popular events, festivals, and celebrations such as Main Street Oceanside's regularly-scheduled Farmers Market and Sunset Market, Harbor Days, Dia de los Muertos at Mission San Luis Rey, and the Oceanside Turkey Trot. The outreach will consist of a booth where the Consultant and/or City staff share information, handouts, and provide the opportunity to provide written feedback, feedback via sticker surveys, and feedback via other methods that have been successful in the past. The Consultant and City will also conduct at least one Facebook Live event to share information and allow viewers to comment and provide feedback. The City will utilize best practices and templates from recent pop-up events conducted for the EDE, ECAP, and CAP community outreach.

### **Task 2.3 Online Surveys**

The City and Consultant will design and administer an online survey using a service such as Survey Monkey. The City will host the survey on its website, and share a link to the survey as broadly as possible to encourage participation including promotion on the City's and partners' social media pages, etc. The survey will include both closed-ended and open-ended (i.e., qualitative) items. The City will utilize best practices and templates from recent online surveys conducted for the EDE, ECAP, and CAP community outreach.

### **Task 2.4 Stakeholder Interviews**

The City and Consultant will conduct structured interviews with stakeholders either one-on-one or with a small group of less than three. The interviews will be conducted in-person and/or via telephone. The Consultant will develop and utilize a written interview protocol, and the interviews will be recorded with the participants' permission. Invitations to participate will be solicited from the partners named in this application (see the attached letters of support) as well as from other stakeholders who are identified during other outreach events described above. The City will utilize best practices and templates from stakeholder interviews conducted for the EDE, ECAP, and CAP community outreach.

- **Responsible Party: City and Consultant**

Task	Deliverable
2.1	<i>Agendas, participant lists, photographs, summaries of input and recommendations, copies of slides, copies of marketing and promotional materials</i>
2.2	<i>Pop-up plans/agendas, sign-in sheets, photographs, summaries of input and recommendations</i>
2.3	<i>Survey instrument and response analysis including response rate and quantitative and qualitative analyses</i>
2.4	<i>Interview instrument and response analysis including list of respondents and qualitative and quantitative analyses</i>

### 3. DATA COLLECTION AND ANALYSIS

#### Task 3.1 Analyze Existing Data and Reports

The Consultant will begin the data collection and analysis phase with the review of existing materials including related community outreach activities (both methods and outcomes). These materials will include:

- The General Plan and materials developed thus far as part of the General Plan update including the draft EDE, ECAP, and CAP (including the findings and methods from all of the related and recent public outreach activities and events conducted from 2016-present).
- Local plans including: Coast Highway Vision and Strategic Plan, Downtown Master Plan, Oceanside Boulevard Master Plan, Bicycle and Pedestrian Master Plan, etc.
- Materials from Innovate 78 (a coalition of cities that are working to encourage business and commercial development on State Route 78 (the Plan's targeted corridor – Vista Way – is a frontage road for SR 78))
- SANDAG's *San Diego Forward: The Regional Plan and 2050 Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS)*

#### Task 3.2 Infrastructure Analysis

The Consultant will conduct a thorough review and inventory of existing conditions in the targeted corridors and SGOAs including roadways, sidewalks, active transportation facilities and amenities, and stormwater systems, etc., and identify gaps. To the greatest extent possible, the Consultant will use descriptions and data from existing documents.

#### Task 3.3 Transportation and Mobility Analysis

The Consultant will analyze mobility in the targeted corridors and SGOAs including access (and barriers) to transit stations and bus stops, pedestrian and bicycle access to destinations within the target area, other transportation resources to be leveraged, etc. To the greatest extent possible, the Consultant will use descriptions and data from existing documents.

#### Task 3.4 Assessment of Existing Codes

The Consultant will review existing zoning and other development codes to determine how they promote or inhibit accomplishing the Plan's objectives in the targeted corridors and SGOAs. This will include a review of zoning ordinances, subdivision regulations, design review standards, historic preservation code and guidelines, landscape and tree protection regulations, and open space protection regulations. To the greatest extent possible, the Consultant will use descriptions and data from existing documents.

### **Task 3.5 Preliminary Land Use Assessment**

The Consultant will review and assess current land uses in the target corridors and SGOAs to identify where land use changes would support the Plan's objectives. The Consultant will assess development potential; public improvement costs; related transportation, infrastructure and service demands; etc. To the greatest extent possible, the Consultant will use descriptions and data from existing documents.

### **Task 3.6 Analyze Economic and Demographic Trends**

The Consultant will review and utilize data and information in the Economic Development Element, which is currently being updated and slated for completion in 2019. The document includes an assessment of current conditions and forecasts for population, demographics, employment, etc. The Consultant will also examine current public health data to assess the City's health indicators including rates of walking, biking, and other physical activity; and chronic disease such as obesity, diabetes, and heart disease. Health outcomes may be significantly improved with the implementation of the Plan's recommendations.

### **Task 3.7 Traffic and Safety Assessment**

The Consultant will analyze traffic and circulation in the targeted corridors and SGOAs including 24-hour mid-block and intersection ADT counts, AM/PM peak hour turning movement counts, traffic forecasts, etc. The Consultant will also review motor vehicle, pedestrian, and bicycle collision data in the targeted corridors and SGOAs using city-level data and data available from the Transportation Injury Mapping System (TIMS) and the California Office of Traffic Safety. The analysis identify collision 'hot spots' for consideration in future development and planned improvements. To the greatest extent possible, the Consultant will use descriptions and data from existing documents including the current (but outdated) Circulation Element.

- **Responsible Party: Consultant**

<b>Task</b>	<b>Deliverable</b>
3.1	<i>List of reviewed documents</i>
3.2	<i>Summary report of findings and recommendations</i>
3.3	<i>Summary report of findings and recommendations</i>
3.4	<i>Summary report of findings and recommendations</i>
3.5	<i>Summary report of findings and recommendations</i>
3.6	<i>Summary report of findings and recommendations</i>
3.7	<i>Summary report of findings and recommendations</i>

## **4. DEVELOP DRAFT AND FINAL SMART AND SUSTAINABLE CORRIDORS PLAN**

### **Task 4.1 Develop Draft Plan**

The Consultant will develop the draft Smart and Sustainable Corridors Plan. The following sample 'Table of Contents' will be used as a starting point, and will be revised as needed based on findings from the community data collection and analysis, community and stakeholder input and feedback, and the Consultant's best practices.

1. Introduction
  - 1.1 Overview and Purpose of the Plan
  - 1.2 Need for the Plan



- 1.3 Description of the Targeted Corridors and SGOAs
- 1.4 Vision for the Target Areas
- 1.3 Summary Description of the Planning Project and Community/Stakeholder Process
- 2. Assessment and Analysis (including maps and photos showing existing conditions)
  - 2.1 Findings from the Consultant's Assessments and Analyses
  - 2.2 Findings from the Community and Stakeholder Outreach
- 3. Recommendations
  - 3.1 Coast Highway Corridor and SGOA
  - 3.2 Mission Avenue Corridor and SGOA
  - 3.2 Oceanside Boulevard Corridor and SGOAs
  - 3.4 Vista Way Corridor
- 4. Implementation Plan and Potential Funding Sources (the implementation component will focus on the integration of key policies and strategies into the Land Use and Housing Elements).

The draft Plan will be reviewed by City staff and selected stakeholders, and will also be provided to Caltrans for review.

**Task 4.2 Develop Final Plan**

The Consultant will incorporate feedback received from the reviewers and will develop the final Plan for final review and input from City staff, selected stakeholders, and Caltrans. The City will provide the final report to Caltrans according to the instructions in the grant agreement as to number and type of copies. Caltrans will be credited in all materials created during the course of the project.

**Task 4.3 Present Final Plan to City Council**

City staff will present the final Smart and Sustainable Corridors Plan to the City Council, and will resolve issues raised, if any. The signed Resolution will be incorporated into the final document as an Appendix.

- **Responsible Party: City and Consultant**

<b>Task</b>	<b>Deliverable</b>
4.1	<i>Draft City of Oceanside - Smart and Sustainable Corridors Plan and copies of feedback and/or edits received from reviewers</i>
4.2	<i>Final City of Oceanside - Smart and Sustainable Corridors Plan that includes a multi-pronged implementation strategy for recommended initiatives, as well as specific action items for short and long-term physical enhancements</i>
4.3	<i>Staff report and signed resolution</i>

**California Department of Transportation  
Transportation Planning Grants  
Fiscal Year 2019-20**

**PROJECT TIMELINE**

Project Title		City of Oceanside - Smart and Sustainable Corridors Plan				Grantee	City of Oceanside																						
Task Number	Responsible Party	Fund Source			Fiscal Year 2019/20				FY 2020/21				FY 2021/22				Deliverable												
		Total Cost	Grant Amount	Local Cash Match	Local In-Kind Match	J	A	S	O	N	D	J	F	M	A	M		J	J	A	S	O	N	D	J	F	M	A	M
<b>1 Project Administration</b>																													
1.1	Grant Kick-off Meeting with Caltrans	City	\$500	\$443	\$57																								Agenda, participant list, meeting minutes
1.2	Consultant Procurement	City	\$4,000	\$3,541	\$459																								RFQ, list and ranking of applicants, selected Consultant's proposal and contract
1.3	Kick-off Meeting with Project Partners	City & Consultant	\$500	\$443	\$57																								Agenda, participant list, meeting minutes
1.4	Project Monitoring	City	\$7,000	\$6,197	\$803																								Monthly agendas, participant lists, meeting notes including action items
1.5	Invoicing	City	\$3,500	\$3,099	\$401																								Invoice packages
1.6	Quarterly Reporting to Caltrans	City	\$3,500	\$3,099	\$401																								Quarterly reports
<b>2 Stakeholder and Community Outreach</b>																													
2.1	3 Community-Based Workshops	City & Consultant	\$18,000	\$15,935	\$2,065																								Agendas, participant lists, photographs, summaries of input and recommendations, copies of slides, copies of marketing and promotional materials
2.2	5 Pop-Up Outreach Events	City & Consultant	\$30,000	\$26,559	\$3,441																								Pop-up plans/agendas, sign-in sheets photographs, summaries of input and recommendations
2.3	Online Surveys	City & Consultant	\$3,000	\$2,656	\$344																								Survey instrument and response analysis including response rate and quantitative and qualitative analyses
2.4	Stakeholder Interviews	City & Consultant	\$10,000	\$8,853	\$1,147																								Interview instrument and response analysis including list of respondents and qualitative and quantitative analyses
<b>3 Data Collection and Analysis</b>																													
3.1	Analyze Existing Data and Reports	Consultant	\$8,000	\$7,082	\$918																								List of reviewed documents
3.2	Infrastructure Analysis	Consultant	\$40,000	\$35,412	\$4,588																								Summary report of findings and recommendations
3.3	Transportation and Mobility Analysis	Consultant	\$50,000	\$44,265	\$5,735																								Summary report of findings and recommendations
3.4	Assessment of Existing Codes	Consultant	\$10,000	\$8,853	\$1,147																								Summary report of findings and recommendations
3.5	Preliminary Land Use Assessment	Consultant	\$10,000	\$8,853	\$1,147																								Summary report of findings and recommendations
3.6	Analyze Econ./Demog. Trends	Consultant	\$7,000	\$6,197	\$803																								Summary report of findings and recommendations
3.7	Traffic and Safety Assessment	Consultant	\$20,000	\$17,706	\$2,294																								Summary report of findings and recommendations
<b>4 Develop Draft and Final Smart and Sustainable Corridors Plan</b>																													
4.1	Develop Draft Plan	Consultant	\$150,000	\$132,795	\$17,205																								Draft City of Oceanside - Smart and Sustainable Corridors Plan and copies of feedback and/or edits received from reviewers
4.2	Develop Final Plan	Consultant	\$70,000	\$61,971	\$8,029																								Final City of Oceanside - Smart and Sustainable Corridors Plan that includes a multi-pronged implementation strategy
4.3	Present Final Plan to City Council	City & Consultant	\$5,000	\$4,426.50	\$573.50																								Staff report and signed resolution
<b>TOTALS</b>			<b>\$450,000</b>	<b>\$398,385</b>	<b>\$51,615</b>																								

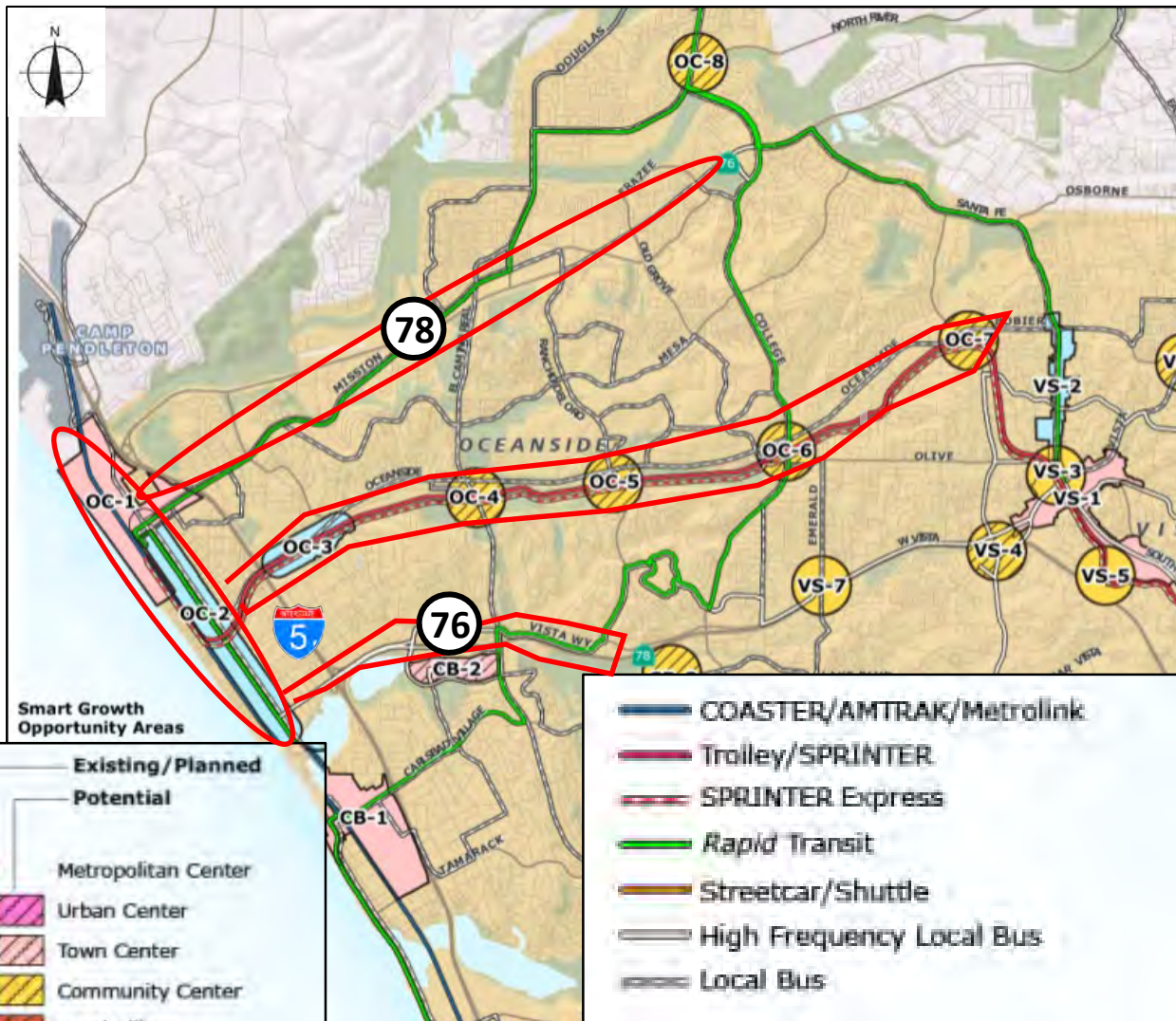
check \$450,000

Reimbursement of indirect costs is allowable upon approval of an Indirect Cost Allocation Plan for each year of project activities.  
Provide rate if indirect costs are included in the project budget. Approved Indirect Cost Rate: \_\_\_\_\_% **INDIRECT COSTS ARE NOT INCLUDED**

**Note:** Each task must contain a grant amount and a local cash match amount. Local cash match must be proportionally distributed by the same percentage throughout each task. Local in-kind match needs to be indicated where in-kind services will be used. Please review the grant program section that you are applying to for details on local match requirements. The project timeline must be consistent with the scope of work.

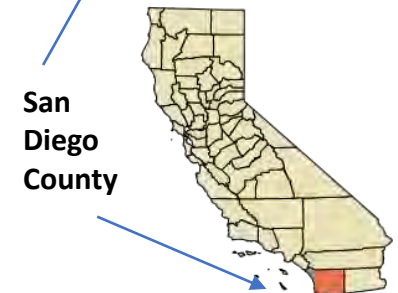
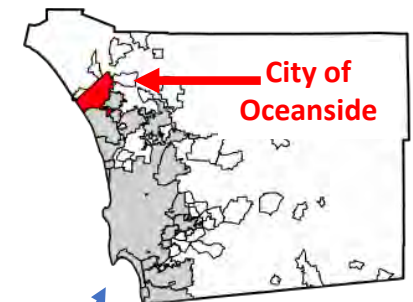


# PROJECT LOCATION MAPS (1)



## Oceanside's Smart Growth Opportunity Areas:

- OC-1:** Downtown/ Oceanside Transit Center
- OC-2:** South Coast Hwy Sprinter Station
- OC-3:** Crouch Street Sprinter Station
- OC-4:** El Camino Real Sprinter Station
- OC-5:** Rancho Del Oro Sprinter Station
- OC-6:** College Blvd Sprinter Station
- OC-7:** Melrose Sprinter Station
- OC-8:** San Luis Rey Transit Center



 Corridors Targeted in the Proposed Plan

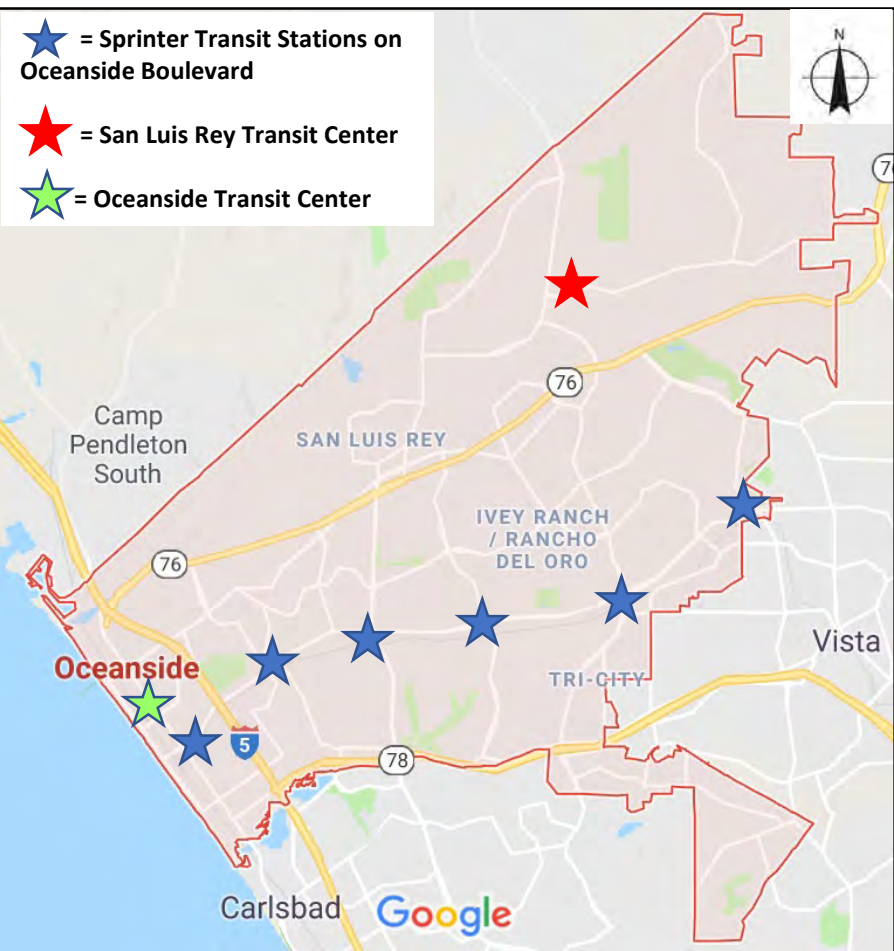


## PROJECT LOCATION MAPS (2)

★ = Sprinter Transit Stations on Oceanside Boulevard

★ = San Luis Rey Transit Center

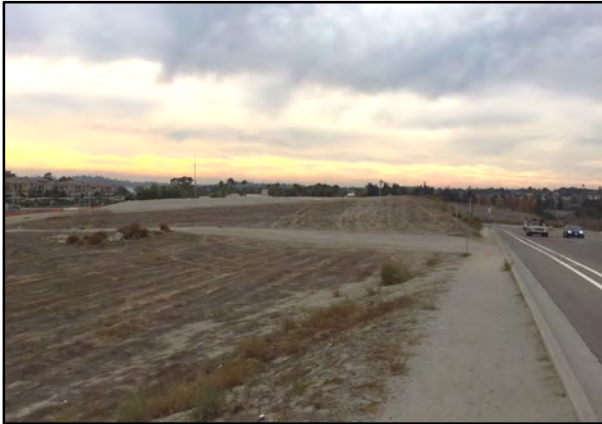
★ = Oceanside Transit Center



# PHOTOGRAPHS ILLUSTRATING EXAMPLES OF INFILL AND REDEVELOPMENT OPPORTUNITIES



## Oceanside Boulevard Corridor



# PHOTOGRAPHS ILLUSTRATING EXAMPLES OF INFILL AND REDEVELOPMENT OPPORTUNITIES



## Mission Avenue Corridor (1)



# PHOTOGRAPHS ILLUSTRATING EXAMPLES OF INFILL AND REDEVELOPMENT OPPORTUNITIES



## Mission Avenue Corridor (2)



# PHOTOGRAPHS ILLUSTRATING EXAMPLES OF INFILL AND REDEVELOPMENT OPPORTUNITIES



## Coast Highway Corridor





# PHOTOGRAPHS ILLUSTRATING EXAMPLES OF INFILL AND REDEVELOPMENT OPPORTUNITIES



## Vista Way Corridor



810 Mission Avenue  
Oceanside, CA 92054

(760) 966-6500  
(760) 967-2001 (fax)  
www.GoNCTD.com

November 5, 2018

Ms. Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Highway  
Oceanside, CA 92054

Re: City of Oceanside's Application to Caltrans for Transportation and Land Use Planning

Dear Ms. Lawrence:

The North County Transit District (NCTD) supports the City's application for funding under the Caltrans Sustainable Transportation Planning Program. The City's proposed project to develop a smart and sustainable corridors plan will help to inform projects within the City and regionwide as we all seek to better understand our assets and needs and implement a smart mobility framework.

NCTD and its partners recently invested more than \$20 million in the Oceanside Transit Center (OTC), which is one of the busiest rail and bus stops in the entire county. The City's proposed planning project will address important issues that will enhance ridership and usage of the OTC. These issues include gaps in pedestrian and cyclist infrastructure and diffuse land use patterns in the City that make it more difficult for residents and visitors to access the OTC. The City's low-density development and suburban land patterns are geared toward motor vehicle use. Many of the City's neighborhoods lack walkable or bikeable corridors to access public transportation that would connect them to the OTC. The OTC is a unique and valuable resource in the City of Oceanside. With the current resurgence in development in the City, now is the time to identify ways to capitalize on this important resource by maximizing land use in your smart growth opportunity areas and enhancing your primary corridors to ensure easy and equitable access to important destinations including public transit options. The City's proposed plan will, in effect, help connect residents and visitors to the OTC.

The timing for your proposed project is ideal. As you may know, NCTD was recently awarded funding from Caltrans to conduct a similar planning project, the Land Use and Transit Integration Study, at the regional level. Your staff

**BOARD OF DIRECTORS**

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Councilmember, City of Oceanside

**Bill Horn**

Supervisor, County of San Diego

**Jewel Edson**

Deputy Mayor, City of Solana Beach

**EXECUTIVE DIRECTOR**

Matthew D. Tucker

**GENERAL COUNSEL**

Lois A. Winfree

have been invited to attend our workshops and we welcome and value your input. Likewise, should the City of Oceanside implement your proposed project, it will be important for NCTD's staff to attend your planning meetings and, together, we can ensure that our projects are aligned.

NCTD looks forward to working with you and your staff on this planning project. Please keep us informed of the status of your project and let me know if you need any additional information for your application.

Sincerely,

A handwritten signature in blue ink that reads "Matt O. Tucker". The signature is stylized and includes a long horizontal flourish at the end.

Matthew O. Tucker  
Executive Director



401 B Street, Suite 800  
San Diego, CA 92101-4231  
(619) 699-1900  
Fax (619) 699-1905  
sandag.org

November 28, 2018

Ms. Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

Dear Ms. Lawrence:

Subject: Support for the Smart and Sustainable Corridors Plan – Caltrans Sustainable Communities Planning Grant Program

On behalf of the San Diego Association of Governments (SANDAG), I am writing to express my support for the Smart and Sustainable Corridors Plan application submitted by the City of Oceanside for funding consideration under the Caltrans Sustainable Communities Planning Grant Program.

This project will closely examine the eight Smart Growth Opportunity Areas in Oceanside that SANDAG has identified in the regional Smart Growth Concept Map, and will help to inform the City’s planned land use element update. The study will identify land use considerations that make developments more compact, conserving open space, and maximizing use of the transportation network to give residents and visitors alternatives to driving alone.

San Diego Forward: The Regional Plan (Regional Plan) calls for a transportation network that provides more travel choices including alternatives to driving solo vehicles. The proposed work is directly aligned with the Regional Plan’s Sustainable Communities Strategy and supports planning in Smart Growth Opportunity Areas, a key land use component of The Regional Plan.

SANDAG supports this funding opportunity for the Smart and Sustainable Corridors Plan. We look forward to seeing this project’s full implementation.

Sincerely,

CHARLES "MUGGS" STOLL  
Director of Land Use and Transportation Planning

MST/APE/fwe

MEMBER AGENCIES

- Cities of
- Carlsbad
- Chula Vista
- Coronado
- Del Mar
- El Cajon
- Encinitas
- Escondido
- Imperial Beach
- La Mesa
- Lemon Grove
- National City
- Oceanside
- Poway
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista
- and
- County of San Diego

ADVISORY MEMBERS

- Imperial County
- California Department of Transportation
- Metropolitan Transit System
- North County Transit District
- United States Department of Defense
- Port of San Diego
- San Diego County Water Authority
- Southern California Tribal Chairmen’s Association
- Mexico



**METROLINK**

SOUTHERN CALIFORNIA REGIONAL RAIL AUTHORITY

900 Wilshire Blvd. Suite 1500 Los Angeles, CA 90017

metrolinktrains.com

November 28, 2018

Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

**RE: Letter of Support for the City of Oceanside's Grant Application  
Caltrans' Sustainable Transportation Planning Grant Program**

Dear Ms. Lawrence:

The Southern California Regional Rail Authority (SCRRA), operator of the Metrolink regional commuter rail service, is pleased to provide a letter of support for the City of Oceanside's grant application to Caltrans' Sustainable Transportation Planning Grant Program. The proposed SMART AND SUSTAINABLE CORRIDORS PLAN will focus on future mixed-use and transit oriented development in the corridor, reducing the growing traffic congestion as well as supporting Metrolink ridership to and from Oceanside Transit Center, which is our southernmost stop. From Oceanside, riders can reach Orange, Los Angeles, Riverside, San Bernardino, and Ventura counties.

In an effort to encourage Southern California residents and tourists to leave their cars at home, Metrolink has lowered fares, offered discounts and special passes, begun replacing its aging fleet with state-of-the-art, Tier 4 locomotives – the cleanest diesel locomotives in the world, made efforts to improve services, and is partnering with communities like Oceanside to promote first and last mile connections to increase ridership and mobility options. Metrolink strongly supports Oceanside's efforts, which will focus on pre-identified smart growth opportunity areas and targeted corridors to encourage use of public transit and alternative modes of transportation.

Metrolink would be interested in attending stakeholder meetings or reviewing materials to provide regional input on this important local effort. If you have any questions, feel free to contact me at (213) 452-0455 or via e-mail at [diazr@scrra.net](mailto:diazr@scrra.net).

Sincerely,

A handwritten signature in black ink, appearing to read "Roderick Diaz".

Roderick Diaz  
Director, Planning and Development



**Circulate San Diego**  
1111 6th Avenue, Suite 402  
San Diego, CA 92101  
Tel: 619-544-9255  
Fax: 619-531-9255  
[www.circulatesd.org](http://www.circulatesd.org)

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November 27, 2018

Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

**Re: Letter of Support for the City of Oceanside's Smart and Sustainable Corridors Plan**

Dear Ms. Lawrence:

On behalf of Circulate San Diego, whose mission is to create excellent mobility choices and vibrant, healthy neighborhoods, I am writing to share my support for your proposed project. We are a regional grassroots organization dedicated to advancing mobility and making the region a better place to live, work, learn, and play. Our work focuses on creating great mobility choices, more walkable and bikeable neighborhoods, and land uses that promote sustainable growth.

The proposed smart and sustainable corridors plan (that will eventually inform the update of your land use element) is directly aligned with our mission, as it will promote dense infill development and growth close to jobs, and design these 'opportunity areas' to be more walkable, bikeable, and with enhanced connectivity to transit options. Oceanside has so much to offer residents and visitors, and it is critical that the City prevent low-density urban sprawl and maximize usage of your unique mobility resources. Circulate San Diego will continue to advocate for enhanced mobility in Oceanside, and we welcome the opportunity to participate in any stakeholder outreach opportunities. Please keep us informed of the next steps of your project.

Sincerely,

Colin Parent  
Executive Director and General Counsel



Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

November 19, 2018

Dear Ms. Lawrence:

Thank you for reaching out to the Climate Action Campaign regarding your application to the California Department of Transportation's Sustainable Transportation Planning Grant Program. CAC supports the City's proposed project to plan for a corridor network to serve as the City's primary growth area and the backbone for the City's eight smart growth opportunity areas. I understand that the goal of this plan would be to support smart growth that includes high-density development, walkable and bikeable neighborhoods and streets, and enhanced access to public transit – all while maximizing existing infrastructure and preserving open space and natural resources.

I am pleased that the proposed project is aligned with the mission of CAC, which is to stop climate change by 1) transitioning to 100% clean energy, 2) retrofitting our cities to support biking, walking, and transit, 3) enhancing urban resilience, and 4) advancing equity so that the communities most vulnerable to the impacts of climate change take a power-sharing role in shaping mitigation and adaptation strategies and thereby ensure the benefits of those strategies flow to underinvested communities first. We strongly support efforts such as yours that seek to reduce VMT and GHG emissions, support and encourage active transportation, and coordinate land use and transportation.

As a watchdog advocacy organization, we closely monitor the region's efforts to combat climate change and improve quality of life for all, as well as local efforts, such as Oceanside's Climate Action Plan for which we have provided input in meetings, public testimony, and letters to the City Council and staff. Similarly, for the proposed Smart and Sustainable Corridors plan, we would appreciate the opportunity to provide input to ensure the plan supports equitable growth and prioritizes identifying sites for infill affordable housing near both transit and employment centers that offer family-sustaining wages.

The City is facing a daunting reality: only 5% of residents use transit; and only 4% walk and 2% ride a bicycle for transportation. We are confident that the City can make great strides with the proposed plan. I will be interested in hearing good news about your application, and learning about next steps.

Sincerely,

Sophie Wolfram  
Director of Programs  
Climate Action Campaign



November 26, 2018

Michelle Skaggs-Lawrence, City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

Dear Ms. Lawrence,

Preserve Calavera is pleased to support your proposed smart and sustainable corridors planning project grant application and will support the project's stakeholder outreach efforts.

Preserve Calavera is a grass-roots, tax-exempt organization whose mission is to preserve, protect and enhance the natural resources of coastal North County. A key part of our work includes addressing climate change. We support this grant application because improved planning for the interface between land use and transportation is critical to reducing the largest single element of our local greenhouse gas (GHG) emissions- those from the transportation sector.

Oceanside is home to multiple sensitive natural resources that must be considered in all development planning. This includes the San Luis Rey River and its riparian habitat; the Buena Vista Lagoon which is a designated ecological reserve; El Corazon and the stepping stones for wildlife movement; the agricultural zone on the City's northeast side; among others. These sensitive areas are already vulnerable: the Lagoon is in a state of decline and its restoration is still in limbo, the first of what could be many sprawl developments into the agricultural zone is currently under review.

This project will be an important, critically needed step to plan for a future that protects these sensitive resources, reduces our GHG, and helps build a sustainable community.

We look forward to participating in this process.

Sincerely,

Diane Nygaard, President  
Preserve Calavera  
760-724-3887

5020 Nighthawk Way – Oceanside, CA 92056

[www.preservecalavera.org](http://www.preservecalavera.org)

Nonprofit 501(c)3 ID#33-0955504





OCEANSIDE  
CHAMBER OF  
COMMERCE

November 21, 2018

Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

Re: Letter of Support for the Proposed Smart and Sustainable Corridors Plan

Dear Michelle:

I understand that the City will seek funding from Caltrans' Sustainable Transportation Planning Grant Program for a new plan that will examine the City's major corridors and smart growth opportunity areas. The proposed plan and the resultant update of the City's land use element is greatly needed, and very timely. Mixed-use development in our downtown is booming. Employment in the hospitality sector is growing steadily with tourism supporting more than 3,300 jobs in Oceanside (a 5.1% increase since 2010). The recent expansion of the Oceanside Transit Center highlights this incredible transit resource that connects employees and tourists to Oceanside from as far south as San Diego and as far north as Los Angeles County.

As we grow, transit and connectivity will play an increasingly critical role in our success. The City must adopt a smart growth approach for compact, efficient, and environmentally-sensitive urban development that creates jobs in close proximity to housing, and provides public facilities such as enhanced transit access and more walkable and bikeable complete streets. The Oceanside Chamber believes the proposed smart and sustainable corridors plan is the right next step. We would be happy to provide input and feedback if it would help.

Sincerely,

Scott M. Ashton  
Chief Executive Officer



November 21, 2018

Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

Re: Letter of Support for the Caltrans' Sustainable Transportation Planning Grant Program

Dear Ms. Lawrence:

Thank you for contacting Main Street Oceanside about the proposed plan for a smart and sustainable corridors network in the City of Oceanside. We would like to provide our input during your stakeholder outreach, and we are very interested in learning more about the plan.

Your project is directly aligned with MainStreet Oceanside's own economic development approach – the Four Point Approach – a unique tool developed by the National Trust for Historic Preservation that provides the foundation for local revitalization by leveraging local assets. Similarly, the project appears to look inwards to identify the City's resources and capitalize upon them. Downtown Oceanside is identified as one of eight 'smart growth opportunity areas' that your project will examine and is also home to Coast Highway, one of the four targeted corridors and a major gateway to downtown and the City of Oceanside.

Development in downtown is proceeding at a brisk pace including the most recent groundbreaking on a 52-unit mixed use, mid-rise development that will bring new ground floor retail space to the heart of downtown Oceanside with four additional stories of residential living space and more than 300 new public parking spaces. We greatly appreciate the City's efforts to ensure that all of the anticipated growth goes hand-in-hand with planning for transit access, and connectivity between major destinations within downtown and throughout the City. The plan will benefit residents, visitors, and employees, and you have our full support. Please keep us apprised of the status of your application and next steps where we might be able to participate.

Sincerely,

A handwritten signature in blue ink that reads "Rick Wright".

Rick Wright  
Executive Director

November 26, 2018

Michelle Skaggs Lawrence  
City Manager  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054

Re: Support for the City's Grant Application to  
Caltrans' Sustainable Transportation Planning Grant Program

Dear Ms. Lawrence:

Visit Oceanside is pleased to support the City's proposed plan to develop a smart and sustainable corridor network that capitalizes on the City's 'opportunity areas.'

As you know, tourism continues to be a viable opportunity for economic impact in Oceanside. In 2017, direct visitor spending reached a record high of \$351 million, representing a 10 percent increase over the previous year. Tourists spent \$240 million on hotel rooms in 2017, up 11% from the year before, and twice the amount they spent in 2010. The City has enjoyed seven straight years of growth in tourist spending. As the City experiences this renaissance, it's also important to support responsible tourism and planning. The proposed project comes at an ideal time. If we want to continue the growth in our tourism sector, we must address constraints to that growth. These constraints include growing traffic congestion, fragmented access to public transportation, and less than optimal connectivity between major destinations. Without purposeful planning to ensure mobility for visitors and employees, the City will not be prepared to manage the transportation challenges we will face in the coming decades.

In order to fully leverage tourism that provides year-round, more diverse opportunities, we are going to have to create a more balanced community that addresses quality of life issues. This includes urban development that creates jobs that are close to housing and infrastructure improvements that include enhanced transit access and more walkable and bikeable complete streets.

Visit Oceanside will be happy to participate in stakeholder outreach for your proposed project as well as provide any needed data and information to your consultant. Thank you for including us in this important project.

Sincerely,

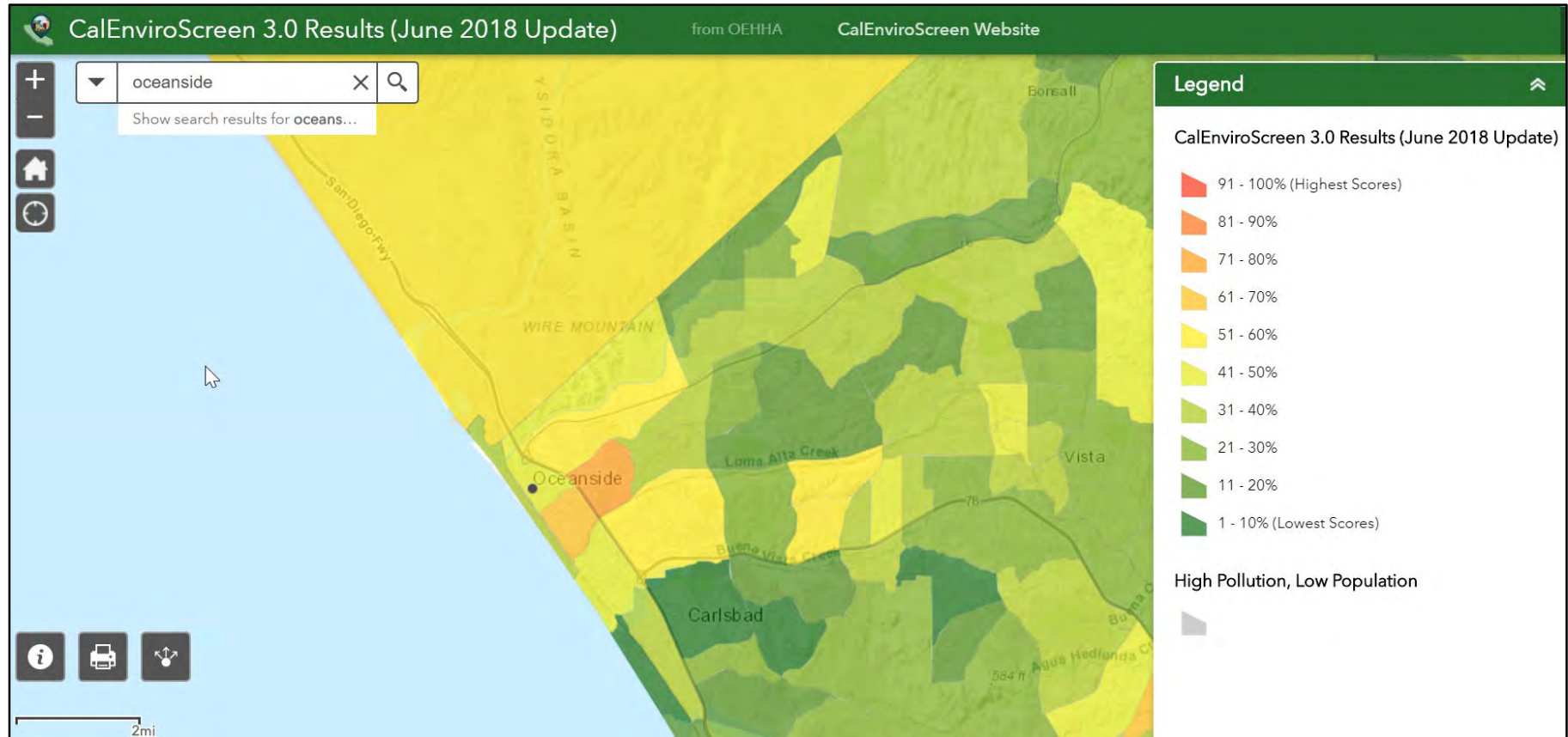


Leslee Gaul  
President & CEO, Visit Oceanside



## COMMUNITY ANALYSES:

### 1. Pollution Burden (CalEnviroScreen 3.0)



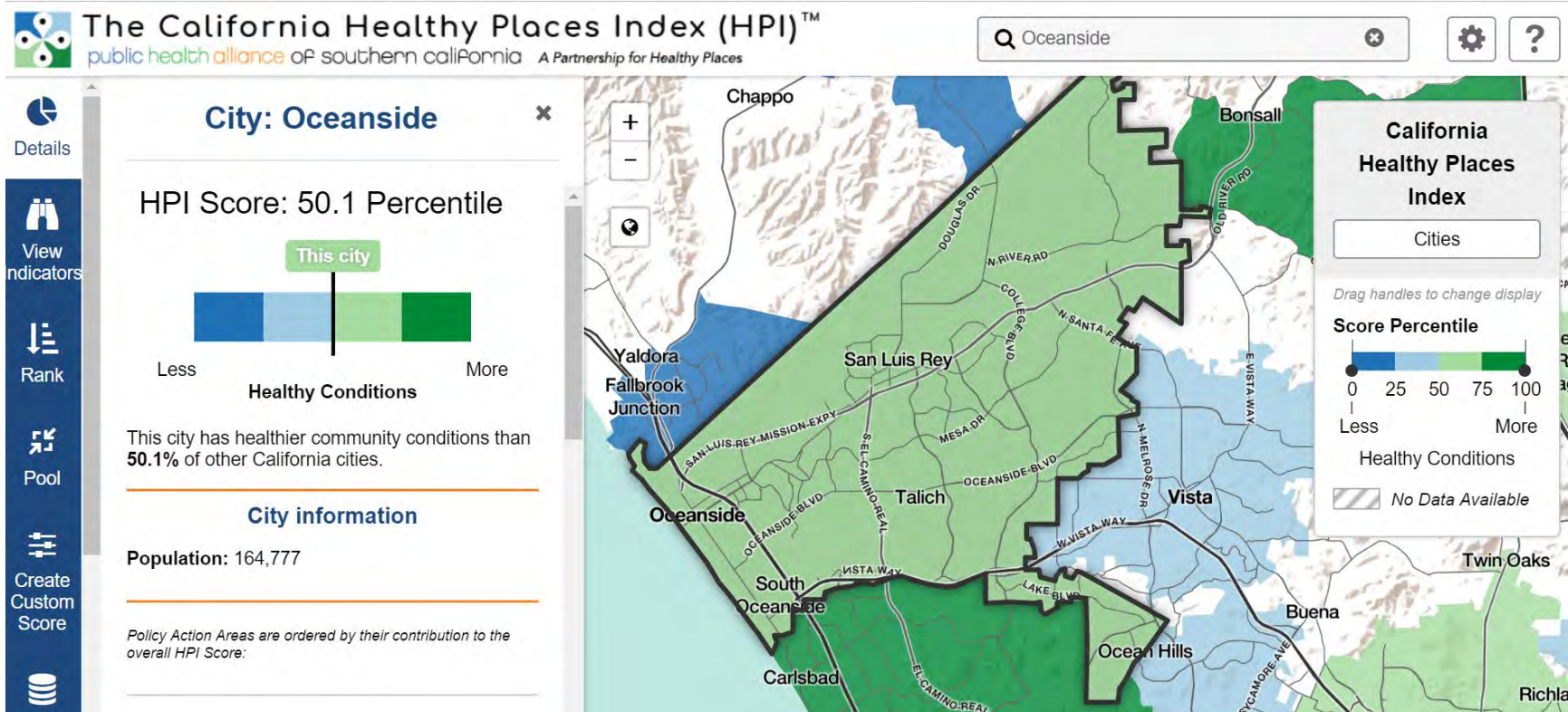
Note: CalEnviroScreen identifies California communities by census tract that are disproportionately burdened by, and vulnerable to, multiple sources of pollution; higher percentages mean higher pollution burden and vulnerability than lower percentages.

Source: CalEnviroScreen 3.0 (<https://oehha.maps.arcgis.com>)



# COMMUNITY ANALYSES:

## 2a. Healthy Place Index – City of Oceanside

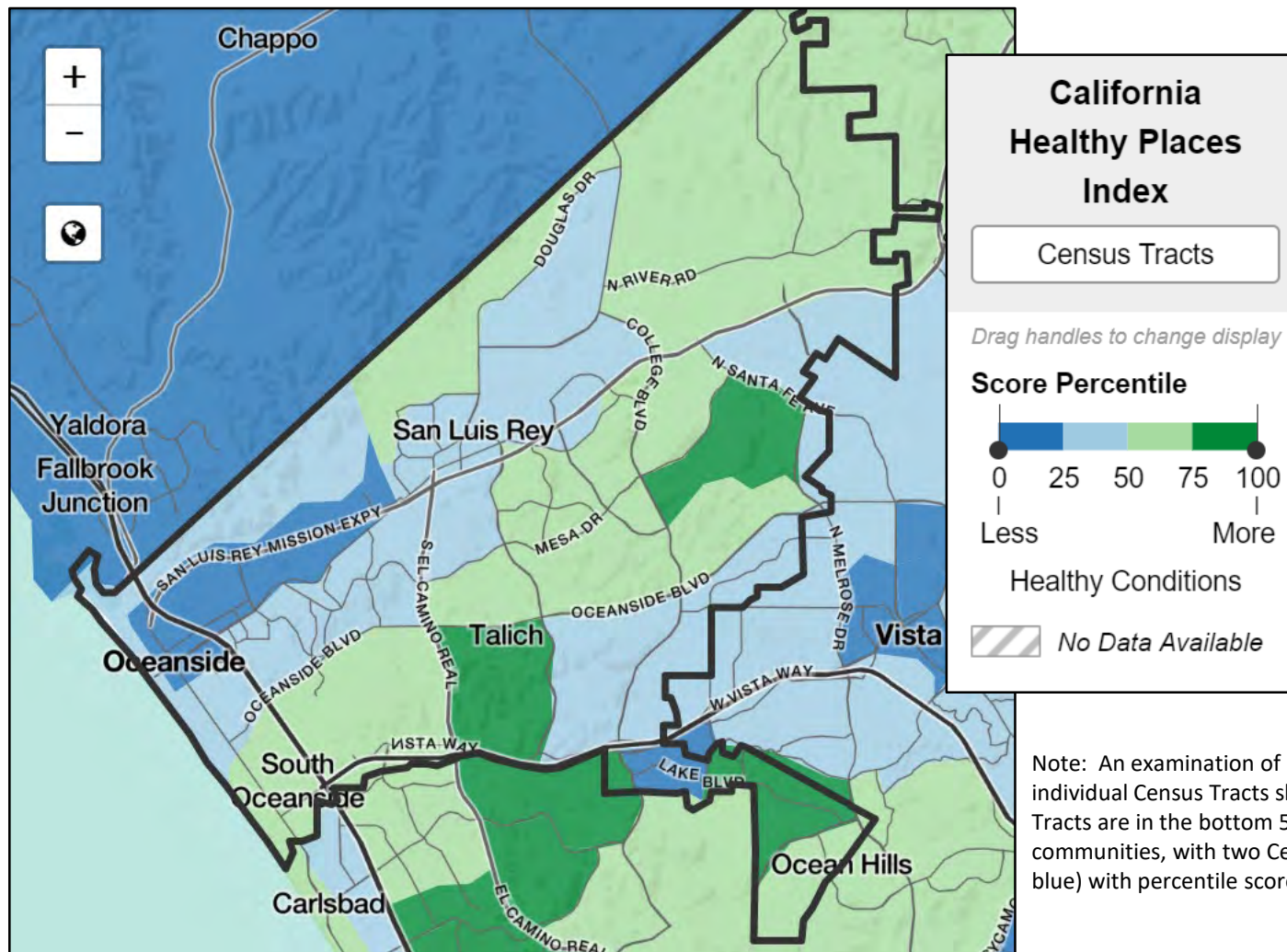


Note: The City ranks in the middle of California communities when assessing healthy conditions.

Source: Healthy Places Index (<https://map.healthyplacesindex.org/>)



## COMMUNITY ANALYSES: 2b. Healthy Places Index – Census Tracts



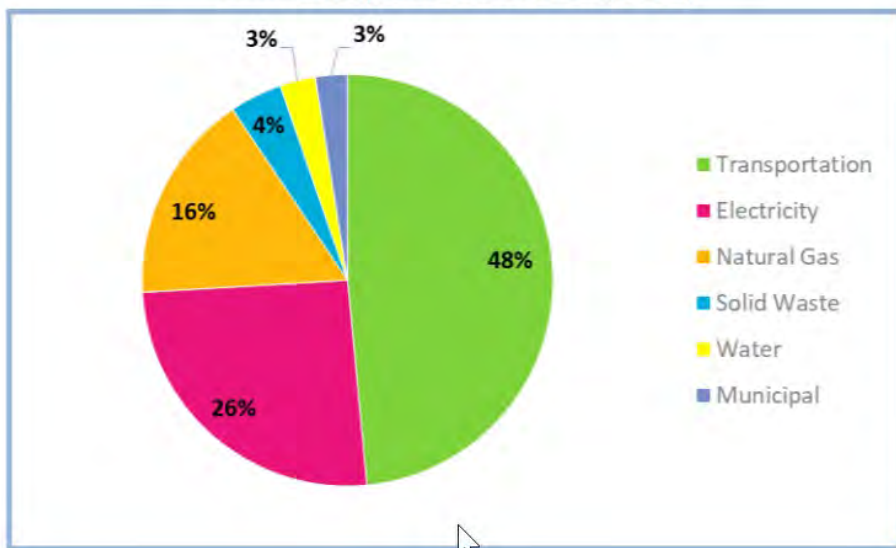
Source: Healthy Places Index (<https://map.healthyplacesindex.org/>)



## COMMUNITY ANALYSES:

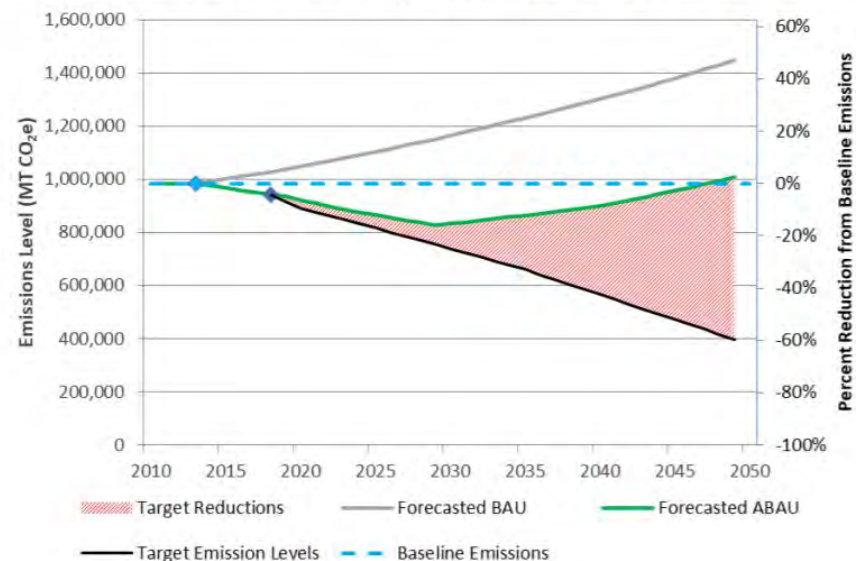
### 3. Current GHG Emissions and Forecasted Targets

Community GHG Emissions (2013)



Roughly half of local GHG emissions are generated in the transportation sector, primarily by private automobile travel. Energy consumption in buildings (both electricity and natural gas) accounts for roughly 42% of total GHG emissions.

Community Emissions Inventory, Forecast, and Targets (2013-2050)<sup>1</sup>



The City can demonstrate consistency with state emissions reduction targets through 2035. Forecasted emissions begin to diverge from target emission levels soon thereafter. Thus, in order to maintain alignment with state targets through 2050, the City will need to implement additional emissions reduction measures.

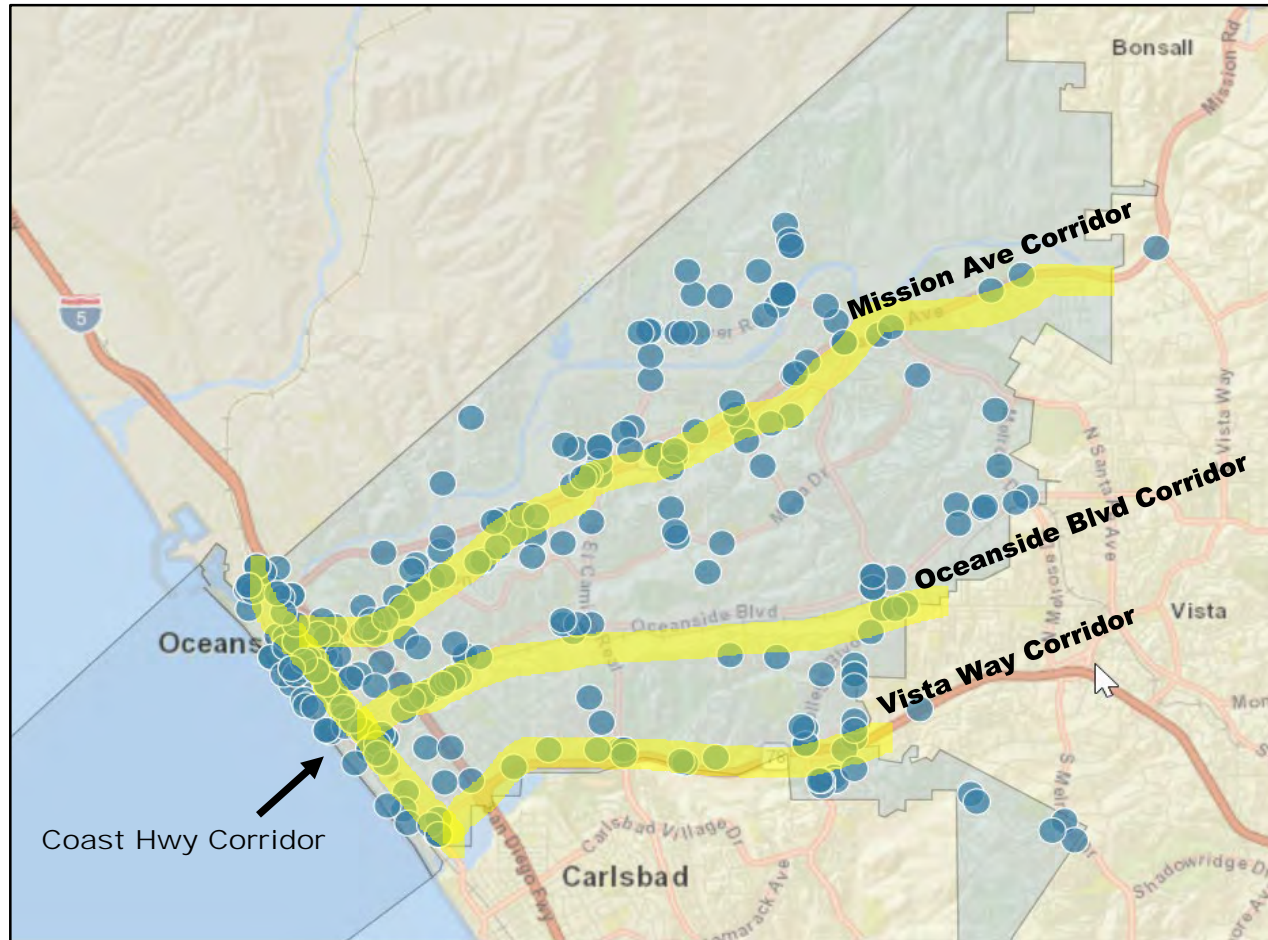
“Forecasted BAU” refers to future emissions without federal and state emissions reduction measures, while “Forecasted ABAU” refers to future emissions with federal and state emissions reductions measures.

Source: Draft Oceanside Climate Action Plan (under development)



## COMMUNITY ANALYSES:

### 4a. Pedestrian and Bicycle Collision Analysis (2015-17)



Note: There were 322 motor vehicle collisions with pedestrians and bicyclists in Oceanside during the three-year period from 2015 to 2017. The four corridors targeted by the proposed project are highlighted in yellow. The analysis shows the clustering of collisions in these corridors and highlights the opportunity to impact pedestrian and bicyclist safety via the proposed project.

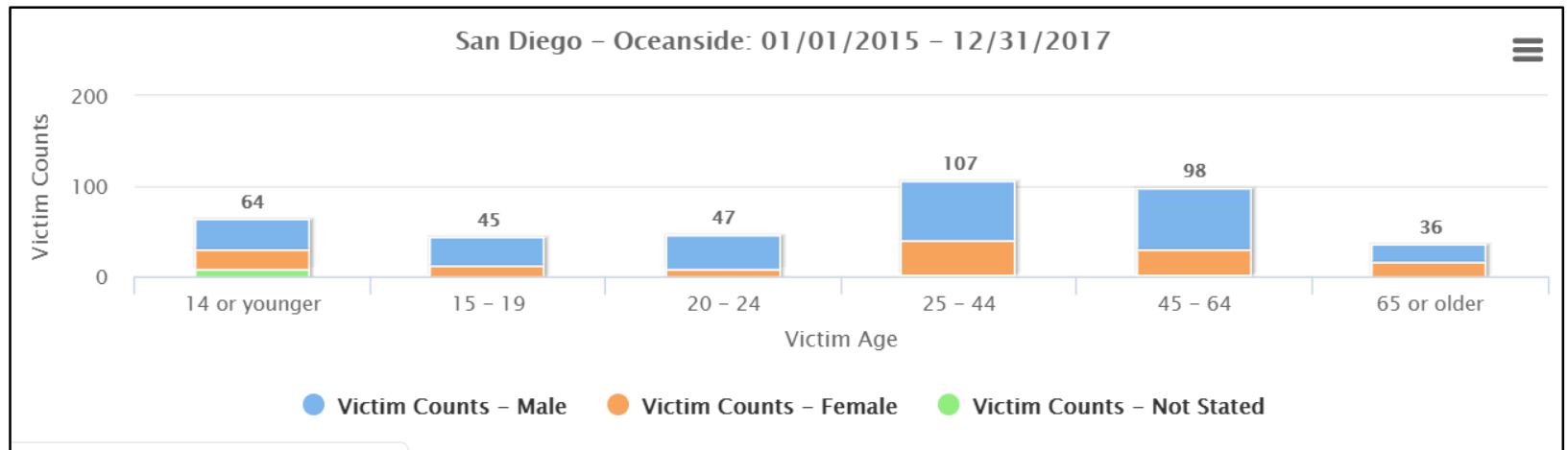
Source: Transportation Injury Mapping System (<https://tims.berkeley.edu>)





## COMMUNITY ANALYSES:

### 4b. Pedestrian and Bicycle Collision Analysis (2015-17)

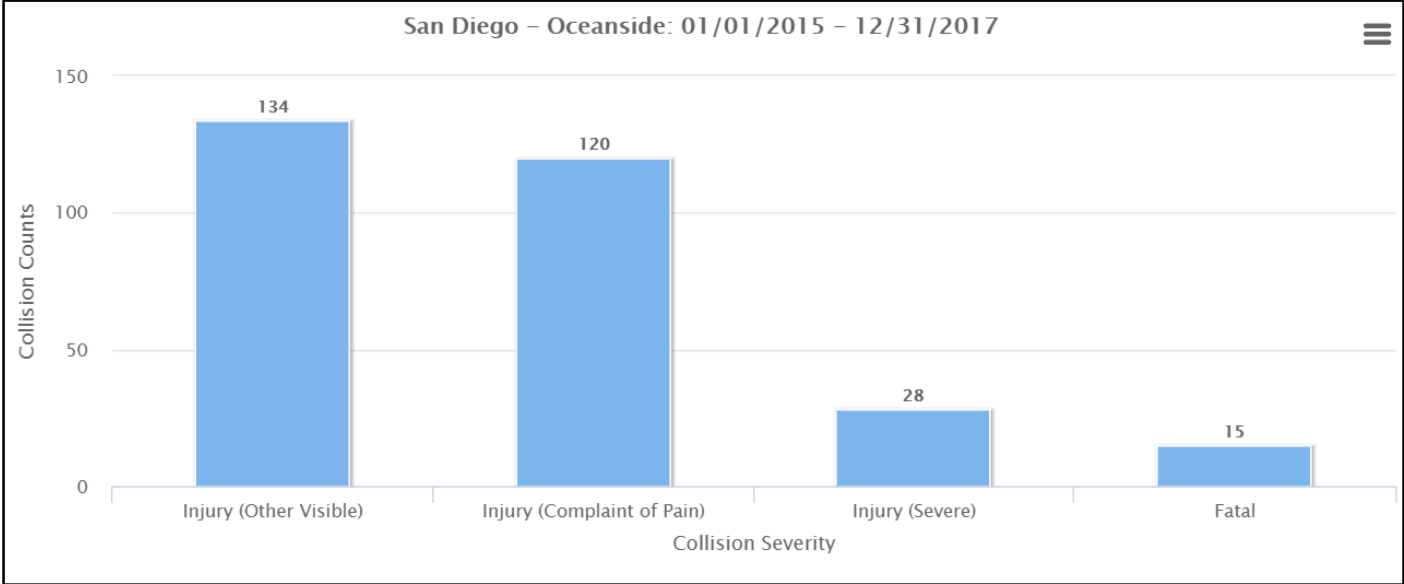


Source: Transportation Injury Mapping System (<https://tims.berkeley.edu>)



# COMMUNITY ANALYSES:

## 4c. Pedestrian and Bicycle Collision Analysis (2015-17)



Source: Transportation Injury Mapping System (<https://tims.berkeley.edu>)

# COMMUNITY ANALYSES:

## 5a. Traffic Volume (Present Day)



Existing Roadway Traffic Volumes

Figure 3.2

# COMMUNITY ANALYSES:

## 5b. Traffic Volume (2030 Forecast)

