



June 15, 2015

File Number 3330300

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Ms. Beth Ehsan  
County of San Diego  
Planning and Development Services  
Project Processing Counter  
5510 Overland Ave, Suite 110  
San Diego, CA, 92123

Dear Ms. Ehsan:

*MEMBER AGENCIES*

- Cities of*
- Carlsbad*
- Chula Vista*
- Coronado*
- Del Mar*
- El Cajon*
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- Escondido*
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- and*
- County of San Diego*

*ADVISORY MEMBERS*

- Imperial County*
- California Department of Transportation*
- Metropolitan Transit System*
- North County Transit District*
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- San Diego Unified Port District*
- San Diego County Water Authority*
- Southern California Tribal Chairmen's Association*
- Mexico*

**SUBJECT:** Comments on PDS2013-SP-13-001, PDS2013-GPA-13-001, PDS2013-REZ-13-001, PDS2013-TM-5575, PDS2013-STP-13-003, PDS2014-MUP-019, HLP XX-XXX, LOG NO. PDS2013-ER-13-08-002; SCH NO. 2013061042 Valiano Specific Plan.

Our comments are based on policies included in the Regional Comprehensive Plan (RCP) and the 2050 Regional Transportation Plan and its Sustainable Communities Strategy (2050 RTP/SCS) and are submitted from a regional perspective, emphasizing the need for land use and transportation coordination, and implementation of smart growth and sustainable development principles. The goal of these regional plans is to focus housing and job growth in urbanized areas where there is existing and planned transportation infrastructure to create a more sustainable region.

The 2050 RTP/SCS sets forth a multimodal approach to meeting the region's transportation needs. Therefore, it is recommended that the traffic analysis consider the needs of motorists, transit riders, pedestrians, and bicyclists, and the implementation of a robust Transportation Demand Management (TDM) Program. The San Diego Association of Governments (SANDAG) recommends that the following comments be addressed:

**Multimodal Transportation Options**

Given the project's proximity to the Nordahl transit station to the North and the Escondido Transit Center to the East, SANDAG suggests that the project roadways consider including pedestrian and bicycle facilities to help support multi-modal access to such transit amenities. By 2050, the Escondido Transit Center will continue to grow as one of the region's main transit centers.

**Transportation Demand Management**

In considering mitigation for regional transportation impacts that result from the Valiano Specific Plan, please also consider promoting available TDM programs and services to residents such as the Regional Vanpool Program, online ridematching, Park & Ride facilities and Guaranteed Ride Home. Information on these programs can be accessed through

iCommuteSD.com, and the SANDAG TDM division can assist with the integration of these measures as part of this project.

### **Other Considerations**

We appreciate the opportunity to comment on the Valiano Specific Plan and related documents.

We encourage, where appropriate, consideration of the following tools in evaluating this project based on these SANDAG publications (which can be found on our website at [sandag.org/igr](http://sandag.org/igr)):

1. Designing for Smart Growth, Creating Great Places in the San Diego Region
2. Planning and Designing for Pedestrians, Model Guidelines for the San Diego Region
3. Trip Generation for Smart Growth
4. Parking Strategies for Smart Growth
5. Regional Multimodal Transportation Analysis: Alternative Approaches for Preparing Multimodal Transportation Analysis in Environmental Impact Reports
6. Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities
7. Riding to 2050, the San Diego Regional Bike Plan
8. SANDAG Regional Parking Management Toolbox

If you have any questions or concerns regarding this letter, please contact me at (619) 699-1943 or [susan.baldwin@sandag.org](mailto:susan.baldwin@sandag.org). SANDAG staff is available to meet with City staff and/or the project applicant to discuss our comments in more detail.

Sincerely,

A handwritten signature in cursive script that reads "Susan Baldwin". The signature is written in black ink and includes a long horizontal flourish extending to the right.

SUSAN BALDWIN  
Senior Regional Planner