



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

March 17, 2015

File Number 3330300

Mr. Mark Slovick
County of San Diego Planning and Development Services
5510 Overland Avenue, Suite 310
San Diego, CA 92123

Dear Mr. Slovick:

SUBJECT: Comments on the Notice of Preparation of the Environmental Impact Report for the Newland Sierra Project

Thank you for the opportunity to comment on the Notice of Preparation (NOP) for the Newland Sierra Project Environmental Impact Report.

Our comments are based on policies included in the Regional Comprehensive Plan 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:

Transportation Demand Management

In considering mitigation for regional transportation impacts and to increase mobility choices in and around the Newland Sierra Project, consider developing a comprehensive Transportation Demand Management (TDM) plan that could include the following TDM measures:

- Shuttle service to connect to nearby transit centers and major destinations
- On-site carshare and bikeshare program for residents and employees
- Subsidized transit passes for residential and commercial tenants and transit pass sales on-site
- Transportation kiosks with information about regional transit services and TDM programs
- Designated Transportation Coordinator to provide promote, manage, and monitor TDM programs for residents and employees
- Bicycle and pedestrian facilities that connect residents to commercial areas

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

San Diego
Unified Port District

San Diego County
Water Authority

Southern California
Tribal Chairmen's Association

Mexico

and available shuttle/transit services. Extended bicycle routes can also serve to connect residents and employees to destinations beyond the development itself.

- Bicycle amenities such as secure and convenient bicycle parking, locker rooms, and bike repair stands
- Access to Park & Ride facilities that includes priority parking for carpools and vanpools

Additionally, marketing and promotion of existing regional TDM programs and services such as the regional vanpool program, online ridematching, multimodal trip planning, and Guaranteed Ride Home can assist with reducing traffic congestion and greenhouse gas emissions in and around the Newland Sierra development. The presence of Interstate 15 Express Lanes to the south of Newland Sierra provides an incentive for residents and employees to carpool and vanpool to key commute and non-commute destinations within the San Diego region. Additional information on current regional TDM programs can be accessed through iCommuteSD.com.

Please also consider measures to incentivize developers to incorporate TDM strategies early on in the development process (e.g. expedited application review, streamlined permit processing). Incorporation of TDM into development and lease agreements can also assist in sustaining TDM strategies long-term.

Other Considerations

We appreciate the opportunity to comment on the Newland Sierra Project NOP.

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):

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.

Sincerely,



SUSAN BALDWIN
Senior Regional Planner

SBA/SSTR/asa/abar