

I. Objective

The City of Oceanside (City) is in the process of updating its General Plan with the addition of an Economic Development Element (EDE). As part of the City’s effort to draft an EDE, Project Design Consultants (PDC) and Keyser Marston Associates, Inc. (KMA) reviewed the San Diego Association of Governments (SANDAG) *San Diego Forward: The Regional Plan* (Regional Plan) and have provided recommendations to ensure that potential EDE policies are consistent with the Regional Plan’s goals and objectives.

II. Recommendations

Based on a review of the Regional Plan, PDC/KMA recommend that potential EDE policies incorporate the following goals and objectives, as presented in Table II-1 below. These goals and objectives have the intent to supplement both circulation and energy/climate action elements while promoting the healthy movement of goods and services, increasing accessibility and connectivity between people and neighborhoods, and creating employment opportunities throughout the region.

Table II-1: Correlation of San Diego Forward Plan vs. City of Oceanside Goals/Objectives	
<i>Regional Plan Goals/Objectives</i>	<i>Relevance to City of Oceanside Economic Development Goals/Objectives</i>
<ul style="list-style-type: none"> Encourage urban-infill development in order to preserve and restore open space and natural resources 	<ul style="list-style-type: none"> Provides a balance between the development community and natural resource preservation
<ul style="list-style-type: none"> Create a live/work/play environment 	<ul style="list-style-type: none"> Improves the quality of life of residents Creates an attractive atmosphere to prospective residents and employers Increases public safety
<ul style="list-style-type: none"> Support clean energy programs that promote sustainability 	<ul style="list-style-type: none"> Promotes clean energy savings for businesses Increases “green” energy employment
<ul style="list-style-type: none"> Provide a wide range of housing options 	<ul style="list-style-type: none"> Encourages a diverse labor force with a variety of skill sets
<ul style="list-style-type: none"> Expand transit/mobility choices for both residents and employees 	<ul style="list-style-type: none"> Reduced travel times and operating costs Encourages economic activity
<ul style="list-style-type: none"> Invest in transportation projects that increase access to employment centers 	<ul style="list-style-type: none"> Connects employment opportunities within the City to local and regional residents
<ul style="list-style-type: none"> Support transit investment opportunities identified in the Regional Plan 	<ul style="list-style-type: none"> Increases connectivity within the City throughout the San Diego Region

Table II-1 above provides a summary of the goals and objectives of the Regional Plan to be used as reference when drafting policies for the EDE. It is important to note that PDC and KMA will need to review the policies drafted by the City to ensure further consistency with the Regional Plan.

III. Background

Approved by the SANDAG Board of Directors in October of 2015, the Regional Plan serves as the overarching blueprint for a more sustainable future. The Regional Plan combines SANDAG's Regional Comprehensive Plan (RCP) adopted in 2004 and the 2050 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) adopted in 2011 into one regional comprehensive planning document that provides a big-picture vision for how the region's future growth will occur over the next 35 years.

Developed in close partnership with the region's 18 cities and county government, the Regional Plan proposes a transportation network that will provide innovative mobility choices and planning to support a sustainable and healthy region, a vibrant economy, and an outstanding quality of life for all. It includes greater investments in public transportation, bike paths, and pedestrian improvements and allows the region to meet and exceed GHG reduction targets. The primary objectives of the Regional Plan are to:

- Focus growth in areas that are already urbanized, allowing the region to set aside and restore more open space in our less developed areas.
- Protect and restore our region's urban canyons, coastlines, beaches, and water resources.
- Invest in transportation projects that provide access for all communities to a variety of jobs with competitive wages.
- Build infrastructure that makes the movement of freight in our community more efficient and environmentally friendly.
- Make transportation investments that result in cleaner air, environmental protection, conservation, efficiency, and sustainable living.
- Support energy programs that promote sustainability.
- Provide safe, secure, healthy, affordable, and convenient travel choices between the places where people live, work, and play.
- Take advantage of new technologies to make the transportation system more efficient and accessible.
- Collaborate with neighboring jurisdictions and local communities to design a transportation system that connects to the megaregion and national network.
- Recognize the vital economic, environmental, cultural, and community linkages between the San Diego region and Baja California.
- Create great places for everyone to live, work, and play.
- Connect communities through a variety of transportation choices.
- Increase the supply and variety of housing types.

The Regional Plan includes a transportation network that identifies a number of public transit, highway, goods movement, bikeway, pedestrian, and supportive program projects to be implemented by 2050. The first step in developing this transportation network was to develop an "unconstrained transportation network" that identifies all of the transportation improvements that should be implemented based on projected need without consideration for the funding that would be necessary. These improvement projects were then ranked and the higher priority

projects were carried forward into a “revenue constrained” plan that could be implemented based on the financial resources that are reasonably expected to be available between now and 2050. If SANDAG is able to secure additional funding, there may be opportunities for projects identified on the “unconstrained transportation network” to move forward.

SANDAG is anticipating that it will obtain approximately \$204 billion in revenues over 35 years. Of this, approximately 50% would be utilized for public transit, 15% for managed lanes and connectors, 13% for improvements to local streets, roads, and rail grade, 8% for rehabilitating highways, 6% for other highway lanes and connector improvements, 4% for serving debt, 3% for projects that promote walking, bicycling, and smart growth, and 1% for managing the overall transportation network. Since not all revenues will be available at once, transportation projects and programs will be phased over the life of the plan. The most important near-term action is to implement the Regional Transportation Improvement Program (RTIP), which includes transportation projects and improvements scheduled to be built in the region over the next five years.

The following transit investments are identified for Oceanside:

Project	Type
SPRINTER <ul style="list-style-type: none"> Efficiency improvements and double tracking (Oceanside to Escondido and six rail grade separations at El Camino Real, Melrose Drive, Vista Village Drive/Main Street, North Drive, Civic Center, Auto Parkway, and Mission Avenue) Sprinter Express COASTER <ul style="list-style-type: none"> Extensions to Camp Pendleton 	Transit Facilities Revenue Constrained
Bus Rapid Transit <ul style="list-style-type: none"> UTC/UC San Diego to Oceanside via Highway 101, Coastal Communities, and Carmel Valley Oceanside to Vista via Mission Ave/Santa Fe Road Corridor 	Transit Facilities Revenue Constrained
Managed Lanes/Toll Lanes <ul style="list-style-type: none"> I-5 from Vendegrift Blvd. to Orange County SR-78 from I-5 to I-15 	Managed Lanes/Toll Lanes Revenue Constrained
General Purpose Lane <ul style="list-style-type: none"> SR-76 from S. Mission Rd. to I-15 	Highway Project Revenue Constrained
Managed Lane Connector <ul style="list-style-type: none"> I-5 at SR-78 South to East and West to North, North to East and West to South 	Managed Lanes Connector Revenue Constrained
Coastal Rail Trail <ul style="list-style-type: none"> Wisconsin to Oceanside Boulevard Broadway to Eaton Alta Loma Marsh bridge 	Active Transportation Projects Revenue Constrained
Inland Rail Trail <ul style="list-style-type: none"> El Camino Real from Douglas Drive to Mesa Drive 	Active Transportation Project Revenue Constrained
San Luis River Trail	Active Transportation Project Revenue Constrained

El Camino Real Bike Lanes – Douglas Drive to Mesa Drive	Active Transportation Project Revenue Constrained
Melrose Drive Extension <ul style="list-style-type: none"> • Future construction of Melrose Drive as a four lane arterial highway with medians, sidewalks, and bike lanes between North Santa Fe Avenue and Spur Avenue 	Phased Revenue Constrained Arterial Project
College Boulevard Extension (Vista Way to Old Grove Road) <ul style="list-style-type: none"> • Widen from the existing four lanes to six lanes with bike lanes and a raised median 	Phased Revenue Constrained Arterial Project
Safe Routes to Transit at Existing Stations <ul style="list-style-type: none"> • Oceanside Transit Center • Coast Highway SPRINTER Station • Crouch Street SPRINTER Station • El Camino Real SPRINTER Station • College Boulevard SPRINTER Station • Oceanside High School • San Luis Rey Transit Center • Tri-City Medical Center 	Active Transportation Retrofits Unconstrained