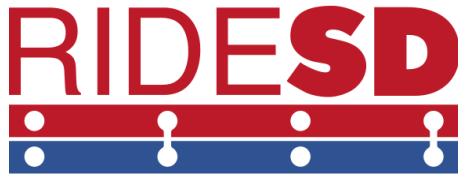




City Council Meeting
Public Comments
July 19, 2023



Escondido City Council

201 North Broadway
Escondido CA 92025

RE: Item 11. CONSULTING AGREEMENT WITH FEHR & PEERS TO PREPARE A MOBILITY ELEMENT UPDATE

Dear Mayor White, and Councilmembers Martinez, C. Garcia, J. Garcia, and Morasco,

On behalf of San Diego County's leading advocates for our region's transportation system, we are excited to write this letter in strong support of Item 11 on the July 19th, 2023 agenda for the City of Escondido to prepare a Mobility Element Update, including a Comprehensive Active Transportation Strategy and Community Transportation Needs Assessment. In this letter, we provide recommendations for the City Council to consider that will improve safety for vulnerable road users and incentivize residents to reduce vehicle miles traveled within the city limits.

The City of Escondido has made significant progress in encouraging alternative transportation throughout the city, including adopting the Climate Action Plan in March of 2021 and completing the Missing Link Project. Still, there is much work to be done. According to the [University of California's Transportation Injury Mapping System](#), 32 people have been killed, and 2,903 people have been injured in traffic collisions within the City of Escondido since 2020. Cyclists and pedestrians account for more than 50% of victims killed in traffic collisions on Escondido's roadways.

The City of Escondido's Mobility Element Update should consider that unsafe speed is the most common violation cited in traffic collisions. **The City Council should consider directing the Transportation Department to calm traffic along routes identified in the Pedestrian Master Plan, Safe Routes to School Plan, and the Safe Routes to Transit Plan.** Escondido has several cost-effective solutions at its disposal in order to decrease speeds in areas with high numbers of vulnerable road users, including adopting citywide Vision Zero policies, lowering speed limits under AB 43, utilizing quick-build technology to create safe intersections using bulb-outs, leading pedestrian intervals, and restricting right turns on red lights.

In addition, the upcoming update to the Bicycle Master Plan should also consider high-speed corridors in Escondido. **We recommend developing and implementing a quick-build bike safety program.** The Cities of San Diego and Encinitas have developed [quick-build bikeway programs](#) that use lost-cost, low-impact materials to implement bikeways in a matter of weeks rather than months or years. These programs use restriping, flexible posts, modular speed bumps, and other materials to construct separated bikeways, roundabouts, curb extensions, and speed bumps. **The City of Escondido should immediately begin identifying corridors with high rates of injuries and fatalities in the City and implement traffic calming features and separated Class IV bikeways in these places.** Installing a separated Class IV bikeway on an urban road where none previously existed can [reduce crashes by over 80%](#). Replacing a stoplight or stop-controlled intersection with a traffic circle or roundabout [can reduce fatal or serious injury-causing crashes by 80%](#). Both of these interventions can be made in a matter of days [with quick-build materials](#).

There are additional measures the city can take to reduce traffic collisions and vehicle miles traveled within the city limits. We concur with the city staff's assessment that Escondido is an excellent candidate for deploying micro-transit Flexible Fleet services, such as a community shuttle, to allow for increased access to transit and employment centers. However, we recommend that the City Council direct the consultant to identify additional areas of improvement where the City of Escondido could work with NCTD and SANDAG to make existing transit services reliable, frequent, and fast. The City can improve its roadway network to accommodate better transit service, **including creating bus-only lanes, enhancing bus stops with better amenities, and transit signal priority.**

Please vote to approve Item 11 on the July 19th agenda for the city to develop a Mobility Element Update. We hope that you will consider our recommendations to improve the safety and efficiency of Escondido's transportation system, and we look forward to working with you on implementing the Mobility Element Update over the coming years.

Thank you,

Jacob Mandel
Transportation Advocate
jmandel@sandiego.edu

Chloé Lauer
Executive Director
San Diego County Bicycle
Coalition

Anar Salayev
Executive Director
BikeSD

Connor Proctor
Founding Member
RideSD

Laura Keenan
Co-founder
Families for Safe Streets San
Diego

Will Moore
Policy Director & Counsel
Circulate San Diego

Submitted values are:

Board or Commission for Public Comment City Council

Email caf@lfap.com

Council Meeting Date 7/19/23

Item # 16

Subject East Valley Specific Plan Comment

Position No Position

First and Last Name Catherine Ferguson

Are you an Escondido Resident? No

Comments

Good Evening Councilmembers,

I would like to submit the following comment on the East Valley Specific Plan on behalf of current business owners in the area. Under the Plan, a current use on a property cannot be improved or redeveloped if the use is no longer permitted under the plan. For example, an existing drive-thru restaurant could not be demo'd and redeveloped into a modern, contemporary drive-thru to meet with a new brand user's requirements. Many of the businesses/buildings in the area are older and in need of redevelopment but, current owners fear losing their grandfathered in uses. The buildings therefore, will remain in their current states to avoid losing the grandfathered use. We ask that current uses be permitted to modernize their buildings without losing their grandfathered status. This would allow the area to revitalize without losing the benefit of the current uses.

Thank you for your time and consideration.

Submitted by user: Visitor

Submitted values are:

Board or Commission for Public Comment City Council

Email mark@markskovorodko.com

Council Meeting Date 08/19/22

Item # 16

Subject East Valley Specific Plan

Position In Favor

First and Last Name Mark Skovorodko

Are you an Escondido Resident? Yes

Comments

Dear City Council and Staff,

Thank you for all the hard work that has gone into the East Valley Specific Plan. In the midst of the structural debt we continue to face as a city, I commend efforts by staff to use our city's land more efficiently to generate both property and sales tax revenue for the city, as well as efforts to increasing our housing supply in the city. The more we support urban infill projects in our urbanized areas, the more efficiently we use our existing infrastructure while protecting rural and agricultural land on the edge of town. My only ask would be for council to take a close look at the off-street parking mandates in the current planning code to see if we are restricting the redevelopment of smaller lots with these mandates.

Many thanks,
Mark

Submitted by user: Visitor

Submitted values are:

Board or Commission for Public Comment City Council

Email lisa.dahl@att.net

Council Meeting Date july 19, 2023

Item # 18

Subject cool zones

Position In Favor

First and Last Name Lisa Dahl

Are you an Escondido Resident? Yes

Comments

I hope Cool Zones are established, well-publicized and welcoming. I also hope they are available in multiple locations throughout Escondido. This is a matter of life and death for some.

Submitted by user: Visitor

Submitted values are:

Board or Commission for Public Comment City Council

Email patricia9035@att.net

Council Meeting Date 7/19/2023

Item # 18

Subject Cool zones

Position In Favor

First and Last Name Patricia Serrano

Are you an Escondido Resident? Yes

Comments

I I would like to see a cool zones in our city , many escondido residents doesn't have any air conditioner in their homes. Elder people and young kids are in great danger in this none precedent hot season; I urge the City Council to establish this needed cool zones .

Board or Commission for Public Comment City Council

Email tbowman552@gmail.com

Council Meeting Date 7/19/23

Item # 18

Subject Cool Zones

Position In Favor

First and Last Name Bowman, Tania

Are you an Escondido Resident? Yes

Comments

There are currently three cool zones in Escondido. That number is insufficient for the city of this size. These cool zones remain open until three in the afternoon. That is inadequate since the heat lasts until after 6 in the evening. I suggest instead that every park should have several canopies for shade and plenty of water available. Every public building should have available water and signs should be posted which offers water to any thirsty person. Paying for canopies and water is much less expensive than having to pay for medical care for a homeless person and it's the humane thing to do!