

I-15 Interregional Partnership
SHORT TERM STRATEGIES

Approved on February 21, 2003

STRATEGY ST1: Interregional Coordination of Vanpool and Carpool Programs

DESCRIPTION: This strategy involves SANDAG and RCTC working together to develop ways to promote and serve interregional commuters more efficiently with the ultimate goal of increasing the number of commuters who carpool, vanpool and buspool.

STRATEGY ST2: Expand Park-and-Ride Lots and Improve Rideshare Information Signage

DESCRIPTION: Coordinate the implementation of Park-and-Ride lots along the I-15 Corridor with the expansion of carpool, vanpool, and public transit services. Secure, well-identified locations will serve as collection points for vanpools and future bus service in the corridor.

STRATEGY ST3: Joint Outreach and Marketing for Transit, Vanpool and Ridesharing Programs

DESCRIPTION:

Transportation agencies Cities and other interested agencies the I-15 Corridor will develop joint marketing programs targeting drive-alone commuters along, if these programs are cost-effective.

STRATEGY ST4: Implement Interregional Public Transit Commuter Services

DESCRIPTION: In this strategy, Transportation agencies and Cities will identify a limited number of major interregional transit commuter pick up points at transit centers, park-n-ride lots or other locations where relatively secure parking is available. Riders access the commuter routes by walking, using feeder bus service, driving, or by being dropped off. The interregional commuter routes will have multiple drop-off points at major employer centers or transfer facilities.

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STRATEGY ST5: Collaboration among Transit Providers

DESCRIPTION: As transit agencies and private sector transit providers initiate commuter services both into and out of the San Diego region, coordination of these services becomes more important. Interregional transit stops should be located near major transit distribution points or transit centers, and Transit schedules should be coordinated. Coordination between public and private transit service providers is also encouraged.

STRATEGY ST6, ST7 & ST8: Develop & Advocate Employer-Based Rideshare Incentives

DESCRIPTION: Public transportation agencies and Cities should encourage employers to initiate, support and promote Commute programs for their employees. These include employer-incentives for ridesharing (ST6), employer-subsidized transit passes (ST7) "tele-working" from home or a remote location close to the employee's residence (ST8).