

Stay ahead of construction and inform your commute!

What is Shift?

Shift is a pilot program designed to reduce traffic congestion around the Interstate 5/Genesee Avenue Interchange Project and other transportation improvements planned or underway in the Golden Triangle area.

A web portal (ShiftSanDiego.com) was developed to serve as a one-stop shop for project information and transportation solutions specific to the Golden Triangle.

Additionally, ShiftSanDiego.com has several features:

- **Interactive Map:** Explore construction projects and find alternate commute choices in a specific area.
- **Real Time Traffic:** Stay ahead of traffic with integrated real-time data.
- **Multi-Modal Trip Planner:** Compare cost-savings, travel times, and greenhouse gas reductions by travel mode.
- **Mobile and Tablet Responsive:** Use the portal on the go.
- **Construction Notices:** Find the most up-to-date closure/detour information for ongoing construction.



I-5/ Genesee Avenue Interchange

Shift is a partnership between the San Diego Association of Governments (SANDAG) and the California Department of Transportation (Caltrans) to help you make informed travel choices and navigate through construction areas.

Background

The Study: In 2012, SANDAG and Caltrans commissioned a Transportation Demand Management (TDM) study for the North Coast Corridor (NCC), which stretches from La Jolla to Oceanside. The purpose of the study was to investigate how to increase the use of transportation choices in the corridor such as rail, carpool/Express Lanes, and active transportation, during construction.

The Need: From the study, it was found that the average commuter was unaware of the transportation choices or available project information resources. With a series of projects planned to improve mobility in the Golden Triangle area, this was an opportune time to develop a centralized resource for construction information and transportation choices to fulfill the need identified in this study.

The Solution: ShiftSanDiego.com was launched in January 2015 as a web portal providing transportation choices, available trip planning tools, and construction updates. An outreach campaign was also implemented to educate and inform residents, businesses, and other stakeholders about how their travel may be affected and provide tools to help them with their commute during construction.

For more information:



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