

North Coast Transportation Corridor Frequently Asked Questions Series

Welcome to the third broadcast in a series about the transportation improvements in the North Coast Corridor. This series provides answers to questions we frequently receive about the multi-modal transportation and environmental improvements in this corridor. This week's issue continues the discussion on the corridor's unique characteristics.

Many Customers Need Many Travel Modes



Question #3:

How are proposed transportation improvements being shaped to meet the unique characteristics and demands of the corridor?

Answer: The North Coast Corridor requires a balanced and comprehensive set of transportation choices for travelers including rail, express lanes, mass transit, pedestrian paths and bike lanes. As San Diego's northern gateway, this corridor serves commuters, recreational users, goods movement, business centers, and local residents. Within this corridor, 6 million people visit the fairgrounds, Lego Land, and the beaches each year. This is equivalent to 85 superbowl. In addition, 22% of the region's total jobs are located here.

Each customer has different travel needs that are met by different travel modes. For example, a family traveling from La Mesa to the beach will travel on I-5 in their car, while a resident in Oceanside commuting to the Sorrento Valley area has the option of taking the Coaster or I-5. The transportation system in this corridor needs to function well seven days a week to meet the diverse travel demand.

▶ **Travel Demand Increasing:** Each day, 700,000 trips occur within this corridor, including highway, rail and mass transit. Due to population increase, these trips are expected to reach 1,000,000 by 2030. One mode alone cannot meet this growth in travel demand, so a multi-modal transportation system approach is needed.

▶ **Improvements Planned:** Double tracking the COASTER and Amtrak rail lines and adding express lanes will increase travel choices during commute hours and on weekends.

Thank you for your continuing interest while we work to provide you with more reliable travel choices, improve the corridor's community and natural resources, and sustain economic growth.

Allan Kosup,
Corridor Director