



New rapid bus service from Otay border to Downtown San Diego



The region's plan to get more people out of their cars and onto "mass transit" took another big step forward today. And it's not the first time we've told you about "rapid routes:" Escondido to Downtown. Chula Vista to Downtown and now Otay Mesa to Downtown.

In fact, when we were at the Palomar Street Transit Center last October for the unveiling of the South Bay Rapid, we told you that Otay Mesa, with dedicated bus lanes through the sprawling Otay Ranch development, would be next.

After a soft opening Sunday, Monday marked the official inauguration, which also featured the new Otay Mesa Transit Center just across from the Otay Mesa Border Crossing.

We tend to think only of the San Ysidro Port of Entry when it comes to pedestrian traffic, and Otay as the big truck crossing. But there are lots of pedestrians crossing here every day and they used to have to take the bus west to the Iris Station just north of San Ysidro to take the trolley to Downtown. That includes lots of students. Just before she got on the rapid bus, college student Rae Potter told us, "The bus just picks us up at the border and drops us off downtown, what would normally take me an hour and a half to get to school, is now forth minutes."



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Getting people out of their cars?! Get 'em there faster: Rapid Buses! Newest route: Otay Nesa Border Crossing to Downtown

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And, oh by way, the driver told Rae her ride was free— free all week to highlight the new service.

Four words to keep in mind as the region's transportation people try to ease freeway congestion and political leaders, including San Diego Mayor Kevin Faulconer, implement climate action plans: Comfortable, Convenient, Reliable and Faster, the latter being key, "We can get you faster than your car." Chula Vista Mayor Mary Salas: "I've taken the ride myself, the view down the 125... zipping along with no traffic."

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