



## RideSD Elevates Budget Priorities That Will Increase Transit Ridership

Honorable Mayor Todd Gloria,

RideSD is a grassroots non-profit organization dedicated to building a community around transit, educating the public at large on transit, and advocating for improvements to our transit system.

We are grateful for the opportunity to provide input on the fiscal year 2025 (FY25) budget. As we seek to attract more transit riders in order to meet our climate goals, decrease congestion, and lower transportation costs for the working class, investing in transit infrastructure is critical.

RideSD has read the budget priorities outlined by City Councilmembers and identified the following as the most important towards attracting more transit riders:

- **Bus-Only Lanes & Transit Signal Priority**
  - District 9: *“El Cajon Permanent & Extended Rapid Transit Lanes. The El Cajon Boulevard Rapid Bus Lane has been successful in decreasing commute times for MTS riders, slowing vehicles on a historically deadly corridor, and has not significantly impacted traffic flow. **This project should be made permanent with red paint and extended to San Diego State University...**”*
  - District 6: *“City should promote and support transit use by improving travel times for buses with **bus-only lanes and incorporating traffic signal prioritization**”*
- **Bus Infrastructure:**
  - District 4: Bus pads and bus shelters for intersections identified by District 4.
  - District 9: AID00007 / Bus stop improvements

It cannot be understated how effective Bus-Only Lanes and Transit Signal Priority can be in improving the efficiency and competitiveness of transit. We understand the challenges of budget allocation, but we strongly believe that these transit priorities will yield long-term benefits for our city. They are not only aligned with our climate action goals but also support our commitment to providing affordable and efficient transportation options for all San Diegans.

We urge you to consider these recommendations as you finalize the FY25 budget. Your leadership in this matter can move San Diego towards a more sustainable urban city.

Thank you for your consideration,

Leif Gensert  
Board Member & Treasurer  
[RideSD](#)