



The MOVE Alliance

*“Supporting Projects that create **Mobility Options Viable for Everyone**”*

Move San Diego’s Endorsement Program for Sustainable Transit-Oriented Communities

About the MOVE Alliance

The MOVE Alliance provides formal endorsement for proposed projects that demonstrate a commitment to creating, preserving and enhancing sustainable transit-oriented communities in the San Diego region. As part of this endorsement process, Move San Diego collaborates with a coalition of members, partner organizations and individuals with expertise in the areas of sustainable transit-oriented development in order to independently evaluate each project for MOVE Alliance endorsement. This holistic approach provides a project with comprehensive recognition from the MOVE Alliance to encourage and support the approval of projects that display an exemplary model of sustainable, current and future transit-oriented communities.

Benefits of MOVE Alliance Endorsement

The goal of the endorsement program is to inform regulators, public officials, citizen groups and other stakeholders of the advantages sustainable transit-oriented communities and smart growth projects bring to the region. An official MOVE Alliance endorsement will provide an active and engaging advocacy effort directly from the MOVE Alliance members to encourage the support and approval of a sustainable transit-oriented project. This will be accomplished through the following measures:

- A formal letter of recognition from the MOVE Alliance that can be provided to local authorities, community groups and elected officials that demonstrates independent recognition of the sustainable transit-oriented characteristics and smart growth qualities of the proposed project.
- Permission to use the MOVE Alliance’s “seal of recognition” on websites or any other communications signifying recognition.
- Publicity and exposure through press releases, website recognition and recognition at Move San Diego and partner events.
- Independent testimony at public hearings of decision-making bodies, i.e. planning commission, design review, or city council by Move San Diego staff and/or MOVE Alliance members explaining the endorsement program and why the proposed project qualified for sustainable transit-oriented endorsement.

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Projects Eligible for the MOVE Alliance Endorsement:

Private and public sector residential, commercial, or mixed-use projects (both new construction and rehabilitation) are eligible for consideration. Only projects that are, or shortly will be, under review for land-use approval and have not completed the entitlement process or broken ground are eligible to apply.

Process of Evaluation:

Projects will be evaluated by a panel consisting of Move San Diego members and other reputable and influential individuals and organizations with expertise in smart growth planning and sustainable transit-oriented development disciplines. The panel will consist of some or all of the following individuals and organizations:

- Move San Diego
- Walk San Diego
- California Center for Sustainable Energy
- Council of Design Professionals
- New School of Architecture
- Urban Designer, Diego Velasco, MW Steele
- Urban Designer, Howard Blackson, Placemakers
- Urban Developer, Sherman Harmer, Urban Housing Partners
- Urban Developer, Tony Pauker, City Ventures
- Urban Developer, Rich Gustafson, Citymark
- Planner, Asha Bleier, Dudek
- Retired Planner, Jim Hare

Local Experts

- Transportation Expert, Arnold Torma, KOA
- Transportation Expert, Monique Chen, Chen Ryan Mobility

A set of comprehensive recognition principles will utilize the following criteria:

- *Location Efficiency*
- *Density and Smart Growth Techniques*
- *Access to High Performing Transit*
- *Employment Proximity*
- *Mixed Use Opportunities*
- *Building Design*
- *Pedestrian and Bicycle Infrastructure*

No Risk Application:

Applicants whose projects are not granted recognition are notified of this decision in the strictest confidence. This is a no-risk process for the applicant regardless of Move San Diego's decision.

Application Process:

All potential applicants should contact Move San Diego Executive Director Elyse Lowe at ELowe@movesandiego.org or 619-702-4266. Project materials such as visuals, drawings, plans, specifications, digital graphics and other items will be required to convene an endorsement panel (electronic submissions preferred). The applicant will also have the opportunity to provide a brief (30 minute) presentation to the panel.

Application Fee:

An application fee of \$2,500 will be assessed for each project application. Application fees are non refundable.