



5 BIG MOVES // COMPLETE CORRIDORS / TRANSIT LEAP / MOBILITY HUBS / FLEXIBLE FLEETS / NEXT OS

Frequently Asked Questions about Mobility Hubs

Learn more at SDForward.com/MobilityHubs

GENERAL – MOBILITY HUBS

What are some of the different types of Mobility Hubs?

The 2021 Regional Plan is anticipated to include a network of primary and satellite Mobility Hubs that could be tailored for each community based on the types of Transit Leap or Complete Corridor investments. For example, the central station near San Diego International Airport is envisioned as a primary Mobility Hub with land uses to support more than 10,000 residents while providing one-transfer transit access to the airport from most places in the region. However, not all Mobility Hubs are large; satellite hubs can exist near suburban communities, too. Just as the land uses within a Mobility Hub may differ, so can the collection of Flexible Fleets. Less dense communities may require higher speed, on-demand motorized services like pooled ridehailing and microtransit to travel within a Mobility Hub.

What are some of the other design or infrastructure considerations for Mobility Hubs?

A wide variety of design and infrastructure improvements could be incorporated into Mobility Hubs to support safe walking, biking, scooting, and ridesharing while promoting a sense of place. Infrastructure improvements that prioritize more active forms of travel include wider walkways, more visible crossings, more protected bikeways, and other amenities that make using bikes, scooters, and other rideables more convenient like secure parking and charging ports. Allocating both lane and curb space for pooled services (e.g., local buses, microtransit, and on-demand ridesharing) helps ensure priority travel to/from Transit Leap services while ensuring more seamless passenger pick-up and drop-off opportunities within a community. Green space and other urban design features also may be included (e.g., pocket parks, public art) to bring life to unused spaces while integrating placemaking features.

How can hubs accommodate large events such as sporting events or concerts?

One major benefit of Mobility Hubs is their flexibility. Sporting events or concert venues could function as temporary Mobility Hubs where a wide variety of Flexible Fleet services operate to connect event attendees to/from Transit Leap or other Mobility Hub locations. Flexible Fleets provide shared services that are responsive based on demand, are adaptable, and flexible with different types of vehicles for different trips and communities. Additional Flexible Fleet services could be deployed for special events to help reduce the number of single-occupant vehicles that travel to/from events.

MICROMOBILITY

How do you consider social equity in accessing emerging technology?

There are ways to help people who do not have a bank account or credit card use shared mobility services. Agencies can work with shared mobility operators to ensure that non-card-based payment options are accepted or to take more comprehensive approaches, such as developing partnerships with local banks, credit unions, or nonprofit organizations to offer prepaid cards or other payment options that do not require credit cards. Agencies and shared mobility operators also can develop partnerships with a call center to enable people without smartphones to access these services.

Outreach and support also can help promote shared mobility services in disadvantaged communities. In addition to online media, outreach programs could use fliers, billboards, and/or other out-of-home advertisements. These programs also should ensure that all informational materials are provided in the languages used by their intended audiences. Language and cultural barriers can be overcome by partnering with community organizations to develop outreach campaigns, or by enlisting the help of local residents.

How can theft and vandalism of micromobility be addressed?

Mobility Hubs envision secure micromobility parking as one of many helpful amenities. Dockless micromobility operators have started implementing “lock-to” technology on some of their devices. For example, Uber JUMP bikes come equipped with cable locks so users can park and lock the bike at a local bike rack. Personally-owned micromobility solutions like electric skateboards, one-wheeled boards, etc. can leverage secure parking amenities that could be provided within Mobility Hubs at transit stations, residential complexes, and employment sites.

Are scooters and bikeshare more suitable for visitors than daily commuters?

As we redefine the transit network for the San Diego region, Mobility Hubs and Flexible Fleet services will extend the reach of transit deeper into communities so both commuters and visitors benefit. The goal is to make it convenient for all types of travelers to get around with shared mobility and transit so that some opt to give up their personal vehicles. Micromobility solutions like dockless bikes and scooters can help residents complete short trips within their community (e.g., shorter than two miles) using clean energy options that also require less space to park than a full-size vehicle.

LAND USE AND DENSITY

Are higher density and a mix of uses needed to support Mobility Hubs? How do you incentivize development patterns to complement Mobility Hubs?

Mobility Hubs are not one-size-fits-all and can be scaled to size and provide features desirable to individual communities. Mobility Hubs with higher density and a mix of uses can facilitate greater access to transit via biking and walking. Mobility Hubs in less dense areas may rely on more motorized services in order to connect residents to high quality transit.

Investments in high quality transit can lead to increased economic development in the surrounding area. In addition, since 2005, SANDAG has offered competitive grants through the *TransNet* Smart Growth Incentive Program for comprehensive public infrastructure projects and planning activities that facilitate compact, mixed-use, transit-oriented development and increase housing near public transit. Throughout development of the 2021 Regional Plan, SANDAG will consider ways to build upon this work.

CURB MANAGEMENT

How are new mobility services changing how cities should think about managing the curb? How are curb management strategies tracked and enforced?

New shared mobility services are using streets and surrounding infrastructure in a variety of ways: micromobility services are being parked on both sides of the curb, on-demand rideshare services need to access the curb for quick and safe passenger loading and unloading, and curb space also might be allocated for carshare vehicle parking so people can borrow a car for personal use at any time. Each of these examples occupy the curb in unique ways, yet cities need to build in an element of flexibility to allow these uses to change over time. Cities also could implement flexible curb space practices to allow different services to access the curb space based on user demand, time of day, etc. Mobility Hub amenities like mobile retail services or package delivery services also might need to temporarily occupy curb space so that goods movement and local commercial activities may continue to thrive in communities.

In the near-term, cities could leverage third-party providers like Passport (one of our Mobility Hubs webinar speakers) or deploy tools developed in-house to dynamically price and manage use of the curb 24 hours per day. Strategies that are already used to monitor and enforce on and off-street parking could be extended to include shorter-term curb use practices. The long-term vision of the 2021 Regional Plan is to manage shared mobility services and transportation infrastructure with the NextOS, the centralized digital platform that monitors real-time transportation system information.

Does dynamic curb pricing encourage on-demand rideshare drivers to keep driving rather than parking?

The key behind implementing Mobility Hub and Complete Corridor infrastructure improvements is to equitably price curb space used by a wide range of services. Adequate curb space may be allocated to passenger loading or rideshare vehicle staging instead of longer-term personal vehicle parking, and a pricing system could be established to incentivize more efficient curb use so that a larger number of travelers may benefit. While all services that access the curb could be priced, there may be a corresponding financial disincentive for rideshare drivers to keep driving without transporting any passengers. Dedicated staging areas could be leveraged for a variety of rideshare services, similar to how many airports across the nation deal with this issue. Additionally, support from the NextOS will help ensure efficient management of this dynamic infrastructure, matching service demand and usage with corresponding curb space needs.

How do dynamic curb pricing policies impact low-income individuals?

In a Mobility Hub environment, low-income individuals could benefit from dynamic curb pricing practices that incentivize the use of pooled ride passenger loading or micromobility service usage over personal vehicle parking. A pricing strategy could be developed that mirrors a pay-as-you-go model while considering the amount of time and space shared mobility service vehicles occupy the curb, compared to driving and storing a personal car. The NextOS also could be leveraged to implement reduced pricing programs for low-income individuals, similar to existing programs that offer subsidized transit fares.