Mobility Hub Overview

• Leverages shared mobility services and technology for a seamless travel experience
• Extends reach of transit beyond the first and last mile
• Key component of the Regional Plan’s 5 Big Moves
Mobility Hub Concept

1. Bikes hare
2. Carshare
3. Scootershare
4. On-demand rideshare
5. Package delivery
6. Mobile retail services
7. Microtransit
8. Smart parking
9. Wireless EV charging
10. Neighborhood electric vehicles (NEVs)
11. Rideables
12. Shared, connected, and autonomous vehicles
Mobility Hub Features

- **Transit Amenities**
- **Pedestrian Amenities**
- **Bike Amenities**
- **Motorized Services Amenities**
- **Support Services & Amenities**
Past Feedback on Mobility Challenges

- Direct connections to the sea are lacking
- Very different mobility needs on either side of I-5
- Siting mobility hub features at the Balboa Station isn’t enough
- Safer pathways for pedestrian and bikes
Recommended Mobility Hub Features

• Facilitate seamless connections while improving the transit waiting experience
Recommended Mobility Hub Features

- Multi-use paths on Balboa Avenue for pedestrians, bikes, scooters, and other rideables
- Implement two-way cycle track on Morena Blvd
- Bike boxes, bike signals, bike foot rests
Recommended Mobility Hub Features

• Incorporate mobility hub services and amenities in future developments sited on station lot and/or City property
  - Real-time, multimodal travel kiosks
  - Carshare vehicles
  - Smart parking solutions
  - EV charging – NEVs, bikes, scooters
  - Package delivery lockers
Recommended Mobility Hub Features

- Dedicated pooled lanes on Grand Avenue between station and Mission Blvd
  - Transit and high-occupancy pooled vehicles
  - On-demand microtransit service (12-15 passengers)
  - Dedicated curb space for pick up/drop off
  - Combine with transit signal priority to improve service reliability
Recommended Mobility Hub Features

• Neighborhood electric vehicle (NEV) shuttles
  - Provide on-demand connections beyond the Grand Avenue microtransit and pooled services
  - Clearly marked dedicated curb space throughout the Pacific Beach community for safe passenger loading
Multimodal Access Highlights
Balboa Avenue Station Mobility Hub

Conceptual Rendering
Balboa Avenue Station Mobility Hub

Conceptual Rendering
Implementation Strategies

• Adopt policies to enable hub feature implementation
  - Account for hub features in community plan updates, capital improvement plans, etc.
  - Review/update parking policies at station and developments
  - Develop a neighborhood electric vehicle plan to operate on roadways over 35 mph

• Allocate flexible space for mobility hub features
  - Dedicated pooled lanes for bus, microtransit, and NEV shuttle use
  - Passenger loading curb space
  - Dockless micromobility drop zones
Implementation Strategies

• Partner with private entities to fund, pilot, and sustain mobility hub features
  - Further assess feasibility of dedicated pooled lane on Grand Ave
  - Identify spaces for increased passenger loading areas on-street and within private developments
  - Pilot NEV shuttles in PB business district

• Monitor progress and performance to refine strategies
  - Assess performance of micromobility and on-demand rideshare to adjust vehicle supply and subsidies
  - Implement open data sharing agreements with services to better assess ridership, mode shift, and travel preferences
Learn More

SDForward.com/MidCoastMobilityHubs

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