MEMORANDUM

To: Miriam Kirshner, SANDAG

From: Adam Dankberg, PE
Kimley-Horn and Associates, Inc.

Date: April 28, 2017

Subject: Mid-Coast Mobility Hub Community and Stakeholder Outreach Round 1 Summary - Needs and Opportunities Information Gathering

This report summarizes the results gathered from the Mid-Coast Trolley Mobility Hub community and stakeholder outreach meetings and the online MetroQuest survey.

MEETING INFORMATION

Representatives from SANDAG, MJE, and Kimley-Horn attended nine community planning and stakeholder group meetings between January and March to gather community input on which transportation amenities and technologies would enhance access at Mid-Coast Trolley stations. Table 1 lists the community planning and stakeholder groups that were involved in the outreach process.

Table 1 – Community Planning and Stakeholder Groups

<table>
<thead>
<tr>
<th>Planning/Stakeholder Group</th>
<th>Meeting Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clairemont Morena Subcommittee</td>
<td>January 23, 2017</td>
</tr>
<tr>
<td>Linda Vista Morena Subcommittee</td>
<td>January 30, 2017</td>
</tr>
<tr>
<td>Clairemont and Pacific Beach Balboa Subcommittees</td>
<td>January 31, 2017</td>
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<tr>
<td>Old Town Community Planning Group</td>
<td>February 8, 2017</td>
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<tr>
<td>University City Community Planning Group</td>
<td>February 14, 2017</td>
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<tr>
<td>Midway Community Planning Group</td>
<td>February 15, 2017</td>
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<tr>
<td>UCPG Business Stakeholders</td>
<td>February 27, 2017</td>
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<tr>
<td>University of California, San Diego</td>
<td>March 6, 2017</td>
</tr>
<tr>
<td>VA Medical Center La Jolla Staff</td>
<td>March 30, 2017</td>
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</table>

The Mobility Hub outreach portion of each planning group meeting included a PowerPoint presentation, followed by time for comments, questions, and answers, and concluded with an interactive activity and distribution of an optional survey.

During the interactive activity, attendees were asked to evaluate the 18 potential transportation strategies that were displayed on three poster boards and to place a dot next to the six strategies that would encourage them to ride transit the most. They were also asked to indicate their travel patterns and were invited to write their own ideas and recommendations on the boards provided. A paper survey
was also distributed at each meeting to gather more feedback from community members. Copies of the meeting poster boards and survey can be found in Appendix A.

**METROQUEST SURVEY DISTRIBUTION**

A survey was published through the online MetroQuest survey platform to gather responses from the broader community and future station users. The survey was available on the MetroQuest website from January 18th to March 20th, 2017. Community members were made aware of the survey through e-mail blasts, social media, and online announcements. The survey was available in both English and Spanish.

**Survey Distribution**

The survey was conducted using the MetroQuest public engagement platform. The platform allowed for dynamic input via priority ranking, strategy ranking, and multiple survey questions. The survey was advertised via the San Diego Forward website, e-blasts to the Regional Mobility Hubs and Mid-Coast Trolley email lists, SANDAG Facebook posts, SANDAG Twitter post, community planning group meetings, stakeholder meetings, Alexandria Real Estate Equities, and iCommute users.

**Survey Responses**

A total of 549 survey responses were received and 429 responses had all questions answered. While a Spanish version of the survey was provided, no Spanish respondents were recorded. A mobile device was used for 24 percent of the responses.

**PLANNING GROUP MEETING RESULTS**

The results on the poster boards and surveys were collected after each meeting. The following sections detail the findings from each meeting. More detailed finding data can be found in Appendix B.

**Clairemont Morena Subcommittee**

On the available poster boards and during the discussion period after the presentation, community members expressed their interest for pedestrian-bike bridges over I-5 and Tecolote Creek, as well as additional parking. Figure 1 shows the distribution of votes for the different mobility strategies.

The top five strategy ideas were:

- Pedestrian-bike bridge over I-5 (a written-in strategy and not listed on boards)
- Shuttles
- Better bike connections
- Streetscape improvements
- Universal transportation account

Community members indicated that driving alone was their primary mode of transportation to work, followed by walking and transit. Most have driven, biked, used rideshare, walked, used transit, and use a carpool/vanpool at one point throughout the year. Figure 2 displays the travel patterns of the community members.
On the surveys, community members generally commented on the need for more parking and their interest in having additional Trolley stations at the airport and other locations. A majority of the survey participants reported that they did not have a Compass Card, had access to a smart phone, never had used a shared mobility service, would use the Mid-Coast Trolley a few times per year, would use the Mid-Coast Trolley to access entertainment, and that Downtown would be their primary destination. 30 people participated in the survey and over 60 percent were from ZIP code 92110. Results from the survey handout are found in Figure 3.

During the presentation, community members commented on how they thought the services would only benefit the immediate area and that the current need was to increase ridership, improve security and maintain the current stations. After the presentation, community members talked to the presenters about bike security and safety, the importance of kiosks, the need for a shuttle service, and the idea of a pedestrian and bike bridge. See Appendix C for a copy of the meeting notes.
How do you typically travel to work or school?

What modes have you used in the past month to get to work or school?

What modes have you used in the past year in San Diego?

**Strategy was written in/suggested by community members beyond response options listed in survey materials.**
Figure 3 - Survey Results (Clairemont Morena Subcommittee Meeting)

- **Do you own a Compass Card?**
  - Yes
  - No
  - No Response

- **Do you have access to a smartphone?**
  - Yes
  - No
  - No Response

- **How often do you currently use a shared mobility service?**
  - 4 or more times a week
  - 1 to 3 times per week
  - A few times per month
  - A few times per year
  - Never
  - No Response

- **How often are you likely to use the Mid-Coast Trolley?**
  - 4 or more times a week
  - 1 to 3 times per week
  - A few times per month
  - A few times per year
  - Never
  - No Response

- **For what purpose are you most likely to use the Mid-Cast Trolley?**
  - To shop or visit bank, professional office, etc.
  - To access recreation areas
  - To access entertainment
  - To commute to work or school

- **What would be your primary destination while using the Mid-Coast Trolley?**
  - Downtown
  - Old Town
  - Mission Bay
  - Pacific Beach
  - VA Medical Center
  - UCSD
  - Workplace in University City
  - Westfield UTC
  - Other

- **Survey Participants' ZIP Codes**
  - 92069
  - 92101
  - 92110
  - 92117
  - 92123
  - No Response

- **Number of Survey Participants: 30**
Linda Vista Morena Subcommittee
The Linda Vista Morena community members were interested in seeing more enhancements to the station environment, including safety, walking connection, and parking. Figure 4 shows the distribution of votes for the different mobility strategies.

The top five strategy ideas were:

- More parking (a written-in strategy and not listed on boards)
- Streetscape improvements
- Better walking connections
- Safety from homeless (a written-in strategy and not listed on boards)
- A pedestrian bridge from Tecolote Park to the Bay (a written-in strategy and not listed on boards)

When evaluating their travel patterns, community members indicated that they primarily commute by driving alone, but most have walked, biked, used transit, and used rideshare apps throughout the year. Figure 5 displays the travel patterns of the community members.

On the surveys, community members generally made note of their concerns for safety and need of more parking, in addition to their wishes for more service for senior citizens and better connections to the airport. A majority of the survey participants reported that they did not have a Compass Card, had access to a smart phone, never used a shared mobility service, would use the Mid-Coast Trolley a few times per year, would use the Mid-Coast Trolley to access entertainment, and that UCSD and Downtown would be their primary destinations. 17 people participated in the survey and over 75 percent were from ZIP code 92110. Results from the survey handout are found in Figure 6.

During the presentation, community members asked questions about how the different mobility strategies would be subsided or impact privately owned transportation services and commented on the need for more parking at the new station and increased security from the homeless. See Appendix D for a copy of the meeting notes.
**Strategy was written in/suggested by community members beyond response options listed in survey materials.**

**Figure 4 - Mobility Strategy Priorities**
*(Linda Vista Morena Subcommittee Meeting)*

**Figure 5 - Travel Patterns (Linda Vista Morena Subcommittee Meeting)*
Figure 6 - Survey Results (Linda Vista Morena Subcommittee Meeting)

- **Do you own a Compass Card?**
  - Yes
  - No
  - No Response

- **Do you have access to a smartphone?**
  - Yes
  - No
  - No Response

- **How often do you currently use a shared mobility service?**
  - 4 or more times a week
  - 1 to 3 times per week
  - A few times per month
  - A few times per year
  - Never
  - No Response

- **How often are you likely to use the Mid-Coast Trolley?**
  - 4 or more times a week
  - 1 to 3 times per week
  - A few times per month
  - A few times per year
  - Never
  - No Response

- **For what purpose are you most likely to use the Mid-Cast Trolley?**
  - To shop or visit bank, professional office, etc.
  - To access recreation areas
  - To access entertainment
  - To commute to work or school

- **What would be your primary destination while using the Mid-Coast Trolley?**
  - Downtown
  - Old Town
  - Mission Bay
  - Pacific Beach
  - VA Medical Center
  - UCSD
  - Workplace in University City
  - Westfield UTC
  - Other

- **Survey Participants’ ZIP Codes**
  - 92110
  - 92117
  - No Response

- **Number of Survey Participants:** 17
Clairemont and Pacific Beach Balboa Subcommittees
Better connections for people walking and biking to and from the station were the elements that community members were most interested in seeing at the new stations. Figure 7 shows the distribution of votes for the different mobility strategies. The top five strategy ideas were:
- Better walking connections
- Better bike connections
- Bike and pedestrian bridge
- Shuttles
- Mobility hub on west side of I-5 (a written-in strategy and not listed on boards)

On the poster board for travel patterns, community members self-reported that they commuted by driving, biking, and using transit, and that they used many of the different modes throughout the year. Figure 8 displays the travel patterns of the community members.

On the surveys, community members generally wrote in comments about the need for improved bicycle facilities, their ideas for new shuttle services during the summer, and their appreciation for the project. A majority of the survey participants reported that they had a Compass Card, had access to a smartphone, had used a shared mobility service a few times per month, would use the Mid-Coast Trolley 1 to 3 times per week, would use the Mid-Coast Trolley to access entertainment, and that Pacific Beach would be their primary destination. 13 people participated in the survey and over 30 percent were from ZIP code 92109 and over 20 percent were from ZIP code 92117. Results from the survey handout are found in Figure 9.

During the presentation, community members asked questions about what strategies worked well in other communities, such as in the South Bay, and if or how SANDAG was using the feedback about transportation services that they had provided before. They also commented on the overall need for effective paths and routes that connect bikes, pedestrians, and shuttles to the station since the high volume of commuters increases congestion in the area. See Appendix E for a copy of the meeting notes.
Walking  Biking  Transit  Driving Alone  Carpool/Vanpool  Rideshare App (Uber/Lyft)  Bikeshare  Carshare (Zipcar/car2go)

How do you typically travel to work or school?
What modes have you used in the past month to get to work or school?
What modes have you used in the past year in San Diego?

**Strategy was written in/suggested by community members beyond response options listed in survey materials.**
Figure 9 - Survey Results
(Clairemont and Pacific Beach Balboa Subcommittees)

Do you own a Compass Card?
- Yes
- No
- No Response

Do you have access to a smartphone?
- Yes
- No
- No Response

How often do you currently use a shared mobility service?
- 4 or more times a week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never
- No Response

How often are you likely to use the Mid-Coast Trolley?
- 4 or more times a week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never
- No Response

For what purpose are you most likely to use the Mid-Coast Trolley?
- To shop or visit bank, professional office, etc.
- To access recreation areas
- To access entertainment
- To commute to work or school

What would be your primary destination while using the Mid-Coast Trolley?
- Downtown
- Old Town
- Mission Bay
- Pacific Beach
- VA Medical Center
- UCSD
- Workplace in University City
- Westfield UTC
- Other

Survey Participants’ ZIP Codes
- 92103
- 92109
- 92110
- 92111
- 92112
- 92117
- No Response

Number of Survey Participants: 13
Old Town Community Planning Group
The Old Town Community Planning Group expressed interest in enhancements at and around the transit stations. Figure 10 shows the distribution of votes for the different mobility strategies.

The top five strategy ideas were:

- Streetscape improvements
- Shuttles
- Smart parking options
- Transit station amenities
- Information and signage

Driving alone, using transit, and using a rideshare app are the primary ways community members commute to work or school. Most have driven, biked, used rideshare, walked, used transit, and had use a carpool/vanpool at one point throughout the year. Figure 11 displays the travel patterns of the community members.

While several attendees completed the board exercise, only two responses to the survey were received.

During the presentation, community members made comments about more bike network and facilities improvements, keeping the aesthetic of the station like Old Town, and to increase parking. See Appendix F for a copy of the meeting notes.
How do you typically travel to work or school?
What modes have you used in the past month to get to work or school?
What modes have you used in the past year in San Diego?

**Strategy was written in/suggested by community members beyond response options listed in survey materials.**

Figure 11 - Travel Patterns (Old Town Community Planning Group Meeting)
University City Community Planning Group

The interactive poster board activity was not conducted during this meeting. Though the attendees were engaged in the discussion, only three responses to the survey were received.

During the presentation, planning group members asked questions about an express route and proposed stations. They also commented on the importance of station appearance and how topography in the area presents a challenge to non-motorized transportation modes. Members also noted the potential for involvement between Westfield and SANDAG and their interest in increasing accessibility to the Westfield retail center by providing connections to other transit services, such as Amtrak and COASTER in Sorrento Valley. Currently, the planning group members do not view biking as a safe transportation option due to a lack of safe biking facilities. They also noted that the existing bus and shuttle services, and some mobile retail, present in the area are current examples of mobility hub concepts.

Midway Community Planning Group

The interactive poster board activity was not conducted during this meeting and no survey responses were received.

During the presentation, community members brought up that the station is surrounded by a business and commercial area, that there needs to be a better connection to the Sports Arena, that the stations and services do not feel safe, and their interest in more bikable and walkable areas.

UCPG Business Stakeholders

As a follow up to the University City Planning Group meeting, a group of major property managers met to further discuss opportunities to implement mobility hubs in the University City area. Initial questions from the stakeholders were about Mid-Coast station ridership information and commute patterns because they were interested in learning more about the potential users of the new stations. Overall, they thought the Trolley would be used by their employees and new residents to commute and by shoppers accessing the Westfield Mall. One firm shared information about their one-way bikeshare program through Zagster and their reasons for choosing it. It was noted that if each business chooses a different bikeshare company to use, the stations would need to provide separate infrastructure for each. Rideshare programs were also discussed, including the agreement one local property manager has with Uber for a monthly travel rate. Stakeholders were also interested in other carshare services, such as Zipcar and car2go. Regarding real-time transit signage, they were interested in displaying transit times on kiosks in the malls and buildings. The stakeholders saw shuttles, both public and privately owned, with additional availability at non-peak morning and evening times, as viable ways to conveniently fulfill riders’ Mid-Coast connection needs.
University of California, San Diego
SANDAG, iCommute, and Kimley-Horn staff met with UCSD transportation services and facilities planning staff to discuss ways to integrate mobility hubs into the UCSD campus. Overall, the UCSD representatives were interested in the new transportation improvements since their campus is continuously evolving and addressing mobility needs of campus users is a continuing challenge. They also commented on the campus’ goal of making areas primarily accessible by walking or biking. Bike facilities are being constructed on campus and there are bikeshare services available. They mentioned that 25 percent of the students carpool and 20 percent use the shuttle service, but they recognize the need to improve the loading and unloading curb space for shuttles and private vehicles and increase the service connections. They included their overall concern for safety of students on and off campus. They were interested in a universal transportation application because it would help students when choosing between transportation alternatives. When discussing station amenities, the representatives recommended food and child care services.

Shift San Diego and iCommute Employer Outreach Program
Additional outreach has been conducted with the employers and property owners that reside along the Mid-Coast Trolley extension. The employers and owners involved received information about the Mid-Coast Mobility Hub Strategy and MetroQuest survey. They were encouraged to share this information with their employees and tenants to increase awareness about the transportation services project and survey.

VA Medical Center La Jolla Staff Meeting
SANDAG and iCommute staff met with staff at the VA San Diego Healthcare System to understand their ideas for mobility hubs at the VA station. Overall, VA staff was concerned with the Mid-Coast stations and the mobility hubs attracting additional pedestrian traffic from non-employee and non-patient station users because it would interfere with vehicular circulation and raise security concerns. They were interested in additional real-time travel information signage and electric wheelchair chargers. They were concerned about the effect of mobility hub elements such as bike parking on generating activity through the medical center from non-VA parties. VA staff instead indicated that they would prefer amenities such as electronic device charging and Wi-Fi along the Gilman Pedestrian Bridge.
METROQUEST ONLINE SURVEY RESULTS

Modal Priorities
Survey takers were asked to rank the top five modes they would consider using to access the future Mid-Coast Trolley stations. The percent of each mode that was considered in the responder’s top three modes is shown in Figure 12. Nearly half of respondents marked carshare, walking, or bikeshare as one of the top three modes they would consider using to access a station. Less than a third of respondents marked shuttles and rideshare as one of the top three modes they would consider.

Figure 12 – Modes in the Top Three Responses of Survey Takers

Strategy Rankings
Survey takers were asked to rank on a scale from one (least likely to encourage using transit) to five (most likely to encourage using transit) a series of mobility strategies and services that might be considered at the Mid-Coast Trolley stations. Better transit information, better pedestrian connections, and better bicycle connections had the highest average scores and were all over 4.0. Vehicle charging infrastructure, bikeshare, carshare, bike amenities, and scootershare were the lowest scored strategies, with average scores below 3.0. Scores for all strategies are shown in Figure 13.
Figure 13 – Average Mobility Strategy Scores

Existing Travel Patterns
Respondents were asked to select the mode that they typically use to travel to work or school to understand primary commute patterns. Respondents were also asked to select all the modes they have used in the past month to make the same commute to understand secondary and tertiary modal alternatives that respondents have regular experience with. Of primary commute modes, driving was the most common, at 70 percent, followed by transit and biking, at 14 percent and 8 percent respectively. A number of respondents indicated that they had used other non-primary modes of travel for commutes in the past month, with transit over 30 percent and walking and biking over 20 percent. Travel pattern responses are shown in Figure 14.
Shared Mobility Usage

Shared mobility services like bikeshare, rideshare, carshare, etc. are rapidly emerging as alternative modes of transportation. Respondents were asked how often they currently take these services to better understand existing usage rates and propensity to use these services. Four percent of respondents reported using shared mobility services four or more times per week. 45 percent of respondents use these services a “few times per month” or more. Figure 15 shows a summary of all response.

Figure 15 – Shared Mobility Usage
Compass Card Ownership
Some of the potential strategies including the universal transportation account require users to be familiar with possessing and using tool like the Compass Card. Respondents were asked whether they currently own a Compass Card to better understand familiarity with this type of tool. Of survey takers, the split was almost even between those who do and those who do not own a Compass Card, as seen in Figure 16. Given that 33 percent of respondents indicated that they had used transit to get to work or school, the even split in Compass Card ownership could indicate that even some infrequent transit users own Compass Cards.

Figure 16 – Compass Card Ownership

Projected Usage of the Mid-Coast Trolley
Survey takers were asked to project how often they were likely to use the Mid-Coast Trolley once it becomes operational. 16 percent of respondents said they were likely to use Mid-Coast four or more times per week. Overall, two-thirds of survey takers indicated they would likely use the service “a few times per month” or more. All responses are shown in Figure 17.

Figure 17 – Projected Mid-Coast Trolley Usage
Mid-Coast Trolley Frequent Users
The survey responses of the 36 percent of survey respondents that indicated they would use the Mid-Coast Trolley one or more times a week were analyzed further to understand the travel behaviors and desired mobility strategies of these frequent transit users. Walking was the primary mode choice for these users to access transit. Of note is that the walking mode was 10 percent higher for these future frequent Mid-Coast transit users than all survey respondents. This seems to support the notion that frequent transit users are more likely to live within the walkshed of a transit station. Frequent transit users selected driving less often (25 percent identified driving as a mode of access choice for frequent users, as opposed to 40 percent for all responders). Figure 18 displays all mode choice results.

With regards to mobility strategies, frequent users were interested in many of the same strategies as all survey respondents and showed a higher level of interest in having better active transportation connections, transit information, and station amenities. Figure 19 provides the scores for all strategies.

Frequent users reported lower levels of driving and higher levels of using transit, biking, walking, and carpool/vanpool as transportation modes they use to commute to work or school on a regular and monthly basis. The travel pattern results of all modes of transportation are shown in Figure 20.

Figure 18 – Top Three Mode Choices of Frequent Users
Figure 19 – Average Mobility Strategy Scores of Frequent Users

Figure 20 – Travel Patterns of Frequent Users
Origin Station
To better understand how respondents are likely to use the Mid-Coast Trolley, the survey asked which station is likely to be the origin of their Mid-Coast Trolley trip. Balboa Avenue Station, followed by Old Town Transit Center and Clairemont Station were the most common responses with 24 percent, 22 percent, and 14 percent of responses, respectively. Figure 21 presents the results of all station origins.

![Figure 21 – Origin Station Summary](image)

Destination Station
To better understand how respondents are likely to use the Mid-Coast Trolley, the survey asked which station is likely to be nearest to the destination of their Mid-Coast Trolley trip. The Old Town Transit Center, followed by the University Transit Center and Pepper Canyon Station (UCSD West) were the most common responses with 26 percent, 23 percent, and 12 percent of responses, respectively. The results for all stations are shown in Figure 22.
Destination Attraction
To better understand respondent’s destination when using the Mid-Coast Trolley, the survey asked which area of the city their destination is located in. Downtown San Diego was, by far, the most common response, with over 40 percent, followed by UCSD and UTC at 16 percent and 15 percent, respectively. Figure 23 displays all results.

Purpose for Using the Mid-Coast Trolley
Survey takers were asked for the purpose of their Mid-Coast Trolley trips. 39 percent of respondents indicated that they would use the Mid-Coast Trolley to access entertainment. 31 percent of respondents indicated that they will take the Mid-Coast Trolley to commute to work or school. When combined with the primary destination data, these responses could suggest that much of the Mid-Coast Trolley use
for entertainment will be to access Downtown San Diego, which could include dining, shopping, and sporting events/concerts at Petco Park. **Figure 24** displays all of the response.

**Figure 24 – Mid-Coast Trolley Trip Purpose**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>To shop or visit bank, professional office, etc.</td>
<td>18%</td>
</tr>
<tr>
<td>To commute to work/school</td>
<td>35%</td>
</tr>
<tr>
<td>To access recreation areas</td>
<td>10%</td>
</tr>
<tr>
<td>To access entertainment</td>
<td>29%</td>
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</tbody>
</table>

**Age**

Survey results showed that nearly half of all respondents (44 percent) were 45 to 64 years old. Respondents aged 25 to 34, 35 to 44, and 65 and older made up a combined 54 percent of the responses. A graphical representation of the responses is shown in **Figure 25**. Of the responses, 79 percent are likely of working age, 25 to 64, and could use the Mid-Coast Trolley for work commutes.

**Figure 25 – Age of Survey Participants**

**ZIP Code – Home**

Survey takers were asked for their home ZIP code to develop a sense of where Mid-Coast Trolley riders are coming from. Home ZIP codes were paired with the station that respondents indicated they would start their trip at. The largest percentage of responses, 25 percent, live in the Pacific Beach area and responded that their Mid-Coast Trolley trips will start at Balboa Station. 11 percent of
respondents live in the Clairemont area and will start at Balboa Station, while approximately 10 percent of respondents live in the Clairemont area and will start their trips at Clairemont Station. Figure 26 displays a visual representation of this relationship.
Household Income
Responses indicate that 24 percent of participants have a household income of greater than $150,000, while 21 percent have a household income between $75,000 and $150,000. 18 percent of respondents have a household income of less than $50,000 a year. Figure 27 shows all responses.

Figure 27 – Household Income of Survey Participants

Mode Preferences of Respondents with an Annual Income Less than $50,000
Additional analysis was done to understand the travel behaviors and desired mobility strategies of survey participants whose annual income is less than $50,000. The primary modes that these survey respondents indicated for accessing Mid-Coast were walking, biking, and transit. All mode choice results are seen in Figure 28.

Those with an annual income less than $50,000 reported using transit, biking, walking, and rideshare apps more frequently and driving less frequently in comparison to the commute travel patterns of all survey respondents. Figure 29 displays the reported commute travel patterns.

The projected Mid-Coast Trolley usage responses of those with an annual income less than $50,000 were generally similar to all the survey responses, with exception to the percentages of users who reported that they would use the Trolley weekly. Of those with an annual income less than $50,000, 31 percent reported that they would use the Trolley “1 to 3 times per week” and 11 percent reported they would use it “4 or more times per week”, compared to 20 percent and 16 percent of all survey responders, respectively. All responses are shown in Figure 30.

There was a decrease of 7 percentage of survey respondents who had access to a smartphone between the overall survey responses and the responses of those with an annual income less than $50,000, as seen in Figure 31.
Figure 28 – Top Three Mode Choices of Respondents with an Annual Income of Less Than $50,000

Figure 29 – Travel Patterns of Respondents with an Income of Less Than $50,000 a Year
Figure 30 – Projected Trolley Usage of Respondents with an Income of Less Than $50,000 a Year

Figure 31 – Smartphone Access of Respondents with an Income of Less Than $50,000 a Year
Smartphone Access
90 percent of respondents have access to a smartphone, as seen in Figure 32. Smartphone access can allow for the use of trip planning and integrated payment applications to allow for use of mobility strategies including transit and shared mobility services. Respondents with annual incomes below $50,000 had a 7% lower rate of smartphone access than all respondents.

Figure 32 – Smartphone Access of Survey Participants

Station-Level Results
MetroQuest responses were analyzed at the individual station level and separated by whether a participant indicated they were likely to start or end their trip at that station. Of note, a large share of participants indicated that trips beginning and ending at UTC Station will be for entertainment purposes. Strategies to assist infrequent users may help these riders navigate the surrounding area. Participants with destinations at Balboa Station indicated a preference to ride the Mid-Coast Trolley to access recreation areas. Connectivity strategies at Balboa Station may need to focus on facilitating farther connections – potentially to Mission Bay Park and Pacific Beach – in addition to local access. The resulting tables and graphics are attached in Appendix G.
Appendices

Appendix A – Community Outreach Meeting Boards
Appendix B – Community Board Results
Appendix C – Clairemont Morena Subcommittee Meeting Notes
Appendix D – Linda Vista Morena Subcommittee Meeting Notes
Appendix E – Clairemont and Pacific Beach Balboa Subcommittees Meeting Notes
Appendix F – Old Town Community Planning Group Meeting Notes
Appendix G – MetroQuest Station-Level Summary
Appendix A – Community Outreach Meeting Boards
What biking and walking strategies are likely to encourage you to ride transit?

(Place one of your **YELLOW** dots on each of the strategies that would most encourage you to ride transit)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Vote</th>
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<tbody>
<tr>
<td>Better Bike Connections</td>
<td>Bicycle facilities such as bike lanes and paths, and bike crossings at intersections</td>
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<tr>
<td>Bike Parking</td>
<td>Secure bike parking options like bike cages or bike lockers</td>
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</tr>
<tr>
<td>Bike Amenities</td>
<td>Bike repair stands and electric bike charging stations</td>
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<tr>
<td>Information &amp; Signage</td>
<td>Improved directional signage between the station and key destinations</td>
<td></td>
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<tr>
<td>Better Walking Connections</td>
<td>Improved sidewalks, wider sidewalks, new or better crosswalks</td>
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<tr>
<td>Streetscape Improvements</td>
<td>Landscaping next to sidewalks, improved street lighting, and directional signage</td>
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</tbody>
</table>
What transit and shared mobility strategies are likely to encourage you to ride transit?

(Place one of your **YELLOW** dots on each of the strategies that would most encourage you to ride transit)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Station Amenities</td>
<td>Benches, shelters, lighting, public WiFi hotspots, and USB ports</td>
<td></td>
</tr>
<tr>
<td>Better Transit Information</td>
<td>Real-time transit arrival and route information, interactive trip planning kiosks, and directional signage</td>
<td></td>
</tr>
<tr>
<td>Carshare</td>
<td>Vehicles available for short-term rental that can be accessed at and around transit stations. (e.g., Zipcar)</td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td>Shared fleet of bikes (regular or electric) that can be rented for short trips (e.g., DecoBike)</td>
<td></td>
</tr>
<tr>
<td>Scootershare</td>
<td>Shared network of motorized scooters that can be rented for short trips.</td>
<td></td>
</tr>
<tr>
<td>Shuttles</td>
<td>On-demand shuttle service to and from the transit station and the surrounding community.</td>
<td></td>
</tr>
</tbody>
</table>
What shared mobility and other mobility technology strategies are likely to encourage you to ride transit?

(Place one of your YELLOW dots on each of the strategies that would most encourage you to ride transit)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Demand Rideshare</td>
<td>Real-time rides accessed via smartphone app (e.g., Uber, Lyft)</td>
<td></td>
</tr>
<tr>
<td>Trip Planning Kiosks</td>
<td>Digital kiosk to plan a transit trip, purchase a transit pass, request a rideshare service or on-demand shuttle, find and reserve a carshare vehicle etc.</td>
<td></td>
</tr>
<tr>
<td>Charging Infrastructure</td>
<td>Charging stations for electric vehicles and bikes.</td>
<td></td>
</tr>
<tr>
<td>Mobile Retail Services</td>
<td>Temporary space for food trucks, coffee carts, mobile dry cleaning, and package delivery.</td>
<td></td>
</tr>
<tr>
<td>Universal Transportation Account</td>
<td>One mobile app used to find and pay for mobility services (e.g., transit, rideshare, bikeshare)</td>
<td></td>
</tr>
<tr>
<td>Smart Parking Options</td>
<td>Online parking reservation system, real-time parking availability information.</td>
<td></td>
</tr>
</tbody>
</table>
Tell us about your current travel patterns
(Place RED dots on the options that best describe you)

<table>
<thead>
<tr>
<th>Travel Modes</th>
<th>How do you typically travel to work or school?</th>
<th>What modes have you used in the past month to get to work or school?</th>
<th>What modes have you used in the past year in San Diego?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biking</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driving Alone</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rideshare App (Uber/Lyft)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carshare (Zipcar/car2go)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What other ideas and input do you have?
Please take a moment to fill out this confidential survey to help us better understand information about potential Mid-Coast riders.

1) Do you own a Compass Card?
   - Yes
   - No

2) Do you have access to a smartphone?
   - Yes
   - No

3) How often do you currently use a shared mobility service (e.g., rideshare such as UberPOOL or Lyft Line, carpooling, vanpooling, carshare, or bikeshare)?
   - 4 or more times a week
   - 1 to 3 times per week
   - A few times per month
   - A few times per year
   - Never

4) How often are you likely to use the Mid-Coast Trolley?
   - 4 or more times a week
   - 1 to 3 times per week
   - A few times per month
   - A few times per year
   - Never

5) For what purpose are you most likely to use the Mid-Coast Trolley?
   - To commute to work or school
   - To access entertainment
   - To access recreation areas
   - To shop or visit bank, professional office, etc.

6) What would be your primary destination while using the Mid-Coast Trolley?
   - Downtown
   - Old Town
   - Mission Bay
   - Pacific Beach
   - VA Medical Center
   - UCSD
   - Workplace in University City
   - Westfield UTC
   - Other

ZIP Code ________________________________

Email Address (for project updates) ____________________________________________

Other comments: ________________________________
Appendix B – Community Board Results
### Table B1 - Mobility Strategy Priorities
(Clairemont Morena Subcommittee Meeting)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Votes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>What biking and walking strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better Bike Connections</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Bike Parking</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Bike Amenities</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Information &amp; Signage</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Better Walking Connections</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Streetscape Improvements</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>What transit and shared mobility strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit Station Amenities</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Better Bike Information</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Carshare</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Scootershare</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Shuttles</td>
<td>18</td>
<td>Free shuttle</td>
</tr>
<tr>
<td>What shared mobility and other mobility technology strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Demand Rideshare</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Trip Planning Kiosks</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Charging Infrastructure</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Mobile Retail Services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Universal Transportation Account</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Smart Parking Options</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>What other ideas and input do you have?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pedestrian-Bike Bridge over I-5**</td>
<td>42</td>
<td>To the bay, near Clairemont Drive Station, SANDAG, City of San Diego, &amp; Caltrans need to work together</td>
</tr>
<tr>
<td>Pedestrian Crossing at Tecolote Creek**</td>
<td>12</td>
<td>Car Free Crossing</td>
</tr>
<tr>
<td>Free Bus Fare**</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Traffic Flow Around Station**</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Security Guards at Each Station**</td>
<td>8</td>
<td>At least two</td>
</tr>
<tr>
<td>Good Parking**</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**Strategy was suggested by community members.

### Table B2 - Travel Patterns (Clairemont Morena Subcommittee Meeting)

<table>
<thead>
<tr>
<th>Travel Modes</th>
<th>How do you typically travel to work or school?</th>
<th>What modes have you used in the past month to get to work or school?</th>
<th>What modes have you used in the past year in San Diego?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>3</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Biking</td>
<td>1</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Transit</td>
<td>2</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Driving Alone</td>
<td>16</td>
<td>14</td>
<td>23</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Rideshare App (Uber/Lyft)</td>
<td>1</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Bikeshare</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Carshare (Zipcar/car2go)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
## Table B3 - Mobility Strategy Priorities
*(Linda Vista Morena Subcommittee Meeting)*

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Strategy</th>
<th>Votes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Better Bike Connections</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bike Parking</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bike Amenities</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Information &amp; Signage</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Better Walking Connections</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Streetscape Improvements</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transit Station Amenities</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Better Bike Information</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Carshare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bikeshare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scootershare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shuttles</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>On-Demand Rideshare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trip Planning Kiosks</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Charging Infrastructure</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mobile Retail Services</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Universal Transportation Account</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Smart Parking Options</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pedestrian Crossing from Tecolote Park to the Bay**</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Safety (from homeless)**</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Honking**</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More Parking**</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td></td>
<td>More frequent connecting transit**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pleasant landscaping**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accommodate Retirees**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$2 all day pass**</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

**Strategy was suggested by community members.**

## Table B4 - Travel Patterns *(Linda Vista Morena Subcommittee Meeting)*

<table>
<thead>
<tr>
<th>Travel Modes</th>
<th>How do you typically travel to work or school?</th>
<th>What modes have you used in the past month to get to work or school?</th>
<th>What modes have you used in the past year in San Diego?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>1</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Biking</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Transit</td>
<td></td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Driving Alone</td>
<td>28</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Rideshare App</td>
<td></td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>(Uber/Lyft)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carshare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Zipcar/car2go)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table B5 - Mobility Strategy Priorities
(Clairemont and Pacific Beach Balboa Subcommittees Meeting)

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Votes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Bike Connections</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Bike Parking</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Bike Amenities</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Information &amp; Signage</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Better Walking Connections</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Streetscape Improvements</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Transit Station Amenities</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Better Bike Information</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Carshare</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Scootershare</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Shuttles</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>On-Demand Rideshare</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Trip Planning Kiosks</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Charging Infrastructure</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mobile Retail Services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Universal Transportation Account</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Smart Parking Options</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Bike/Ped Bridge**</td>
<td>23</td>
<td>-Across I-5 at Balboa</td>
</tr>
<tr>
<td>Drop-off area**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Public on-demand shuttle**</td>
<td>8</td>
<td>-Free and frequent</td>
</tr>
<tr>
<td>Better access to station**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Better sidewalks**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Eco district (PB)**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tram**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mobility hub on west side of I-5 **</td>
<td>13</td>
<td>-At foot bridge</td>
</tr>
<tr>
<td>Ramps and stairs**</td>
<td></td>
<td>-For peds and bikes</td>
</tr>
<tr>
<td>Autonomous elec. Vehicles**</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Strategy was suggested by community members.

### Table B6 - Travel Patterns
(Clairemont and Pacific Beach Balboa Subcommittees Meeting)

<table>
<thead>
<tr>
<th>Travel Modes</th>
<th>How do you typically travel to work or school?</th>
<th>What modes have you used in the past month to get to work or school?</th>
<th>What modes have you used in the past year in San Diego?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>1</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Biking</td>
<td>5</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Transit</td>
<td>5</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Driving Alone</td>
<td>13</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Rideshare App (Uber/Lyft)</td>
<td>2</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Bikeshare</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Carshare (Zipcar/car2go)</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
**Table B7 - Mobility Strategy Priorities**
*(Old Town Community Planning Group Meeting)*

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Votes</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>What biking and walking strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Better Bike Connections</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Bike Parking</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Bike Amenities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information &amp; Signage</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Better Walking Connections</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Streetscape Improvements</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>What transit and shared mobility strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transit Station Amenities</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Better Bike Information</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Carshare</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Bikeshare</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Scootershare</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Shuttles</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>What shared mobility and other mobility technology strategies are likely to encourage you to ride transit?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Demand Rideshare</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Trip Planning Kiosks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charging Infrastructure</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Mobile Retail Services</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Universal Transportation Account</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Smart Parking Options</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>What other ideas and input do you have?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-route through traffic from airport**</td>
<td>6</td>
<td>-Your EIR currently routes down Taylor Street. Move to alternative which will not impact birthplace of CA under Taylor Street. The SD Journal of History V62 No. 2</td>
</tr>
</tbody>
</table>

**Strategy was suggested by community members.**

**Table B8 - Travel Patterns** *(Old Town Community Planning Group Meeting)*

<table>
<thead>
<tr>
<th>Travel Modes</th>
<th>How do you typically travel to work or school?</th>
<th>What modes have you used in the past month to get to work or school?</th>
<th>What modes have you used in the past year in San Diego?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>3</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Biking</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Transit</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Driving Alone</td>
<td>5</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Carpool/Vanpool</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Rideshare App (Uber/Lyft)</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Bikeshare</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Carshare (Zipcar/car2go)</td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
Appendix C – Clairemont Morena Subcommittee Meeting Notes
Mid-Coast Mobility Hubs Implementation Strategy  
Public Workshop - Clairemont Morena Subcommittee  
Monday, January 23, 2017

Notes
Feedback During Presentation
- Why are there so many hubs, so close together?
- Construct connection bridge from east of I-5 at the Clairemont Trolley station, to Mission Bay in order to enable bike and pedestrian access (bypassing I-5) to encourage visits to the bay.
- Quickway proposal includes elements of tonight’s presentation plus more fitting with SANDAG’s 2020/2050 plan. SANDAG should look into this. The Quickway proposal already incorporated ways for people to utilize transit more effectively.
- Hub concept identifies a number of things that are already available with transit stations. Important to recognize and utilize what we already have.
- Issues of concern to community with the implementation of the hub: security, maintenance, updates.
- Majority of people in Clairemont won’t utilize bikes to get from the station into surrounding community since everything is uphill from the station.
- Many of these services won’t serve the whole area, just the immediate surrounding area.
- For local community, only a car share service that lets you drop off anywhere would be beneficial, ones that require cars be left in designated areas wouldn’t meet service needs, i.e. going to a restaurant, to a store, etc.
- Core issue is making these services successful, increasing ridership. We are often told that there are problems with SANDAG, City, CalTrans, MTS, however, this is peripheral to our core issues which are getting to and from the bay, traffic flow around Trolley stops, and safety. What do you suggest that we, as a group do, in light of these silos to get people to and from for that last mile?
- Get local bike shops involved in transit station mobility.

Feedback After Presentation and Workshop
Bikes
- Secure bike storage is needed
- Separated, stronger protection for bike lanes

Kiosks
- Card reloading convenience is needed
- Kiosks are vital for non-resident information
- Continuity and integration across kiosks is a must
- Kiosks should communicate pick-up and drop-off locations of services
Shuttle Service
- Important for senior access due to large senior centers in community.
- Needs to be cost effective.

Pedestrian and Bike Bridge
- Without pedestrian and bike bridge to Mission Bay, must cross traffic 5-6 times
- Approach hotel to collaborate on bridge.
- Bridge could alleviate parking at the Trolley station enabling people to park in Mission Bay and walk over to Trolley.
- Bridge makes sense for both our community and Mission Bay.
- Community proposed pedestrian and bike bridge, why isn’t SANDAG developing and proposing these ideas?

Other
- Share services would primarily benefit visitors, not residents.
- Why and how are we to believe forecasts when past forecasts have proven incorrect?
Appendix D – Linda Vista Morena Subcommittee Meeting Notes
Mid-Coast Mobility Hubs Implementation Strategy
Public Workshop - Linda Vista Morena Subcommittee
Monday, January 30, 2017
Conference Report

Questions
- What security challenges have been experienced with Napa and Linda Vista?
- Have not seen design plan for Trolley station: how many parking spaces? Designated Trolley parking vs. open parking?
- Would SANDAG subsidize the scooter share?
- How can the station impact the utilization of private, siloed services (Uber, Lyft, etc.)?
- As an enthusiastic bike rider, are there other examples of this kind of hub to see how this works?

Feedback
- More emphasis on safety instead of all fancy stuff: with the huge homeless population, no one is going to go down to the station by themselves at night. Would like to see something such as major lighting, or patrols, something to ensure safety. Without that the mobility hub will become a hub for homeless.
- If you want to build this Trolley and actually have people take it, there will be people coming from OB, Point Loma, PB to take Trolley, thus need more parking spaces to accommodate the car traffic. Those that live in Overland Heights, people are not going to bike or walk up and down the hill even though they'll be mostly using the station, thus, need more parking to accommodate.
- Cost impacts use: you take transportation to the station, then on the other end have to pay for another transportation service in addition to paying for Trolley. This cost could encourage people to use their car, especially since walking or biking isn’t an option for people that can't shower and change at work.
- Whenever I use the Linda Vista Trolley station, I always get dropped off. It is not accessible and there is no parking.
- As a walker this is ideal especially since I live right up the hill from the Tecelote station.
- Add a pedestrian bridge going across Tecelote Creek to the bay.
Appendix E – Clairemont and Pacific Beach Balboa Subcommittees
Meeting Notes
Questions

- Are estimates of ridership broken down by east and west of I-5 to know where ridership is coming from?
- How do people access the Trolley when traveling, from South Bay to downtown? Do they car pool, drive solo, walk?
- What have you seen that has worked well in other communities with transit systems similar to ours in terms of the services?
- Is our input going to design the station or into services to induce ridership?
- Describe more how you'll use our information and feedback today, if we don't put dots on the bike racks, you're still going to put a bike rack, so why all of this time invested into this process?
- Once we determine the amenities, have you considered (all stakeholders) looking at here's what an item costs, and present cost to community to decide and prioritize items based on cost and budget for our hub?
- Community has been providing feedback on this Trolley station for years along with the Balboa specific plan that I don't see reflected here, this looks like starting from scratch. Can SANDAG go back and review comments that people have been giving through other planning efforts over the years?
- Travel time to destination is the most important piece of information for those coming to the station to know. How convenient is it for people to get where they are going? (conveners from eco district would be more than happy to share)
- What about visuals that would fit our station instead of here are all of these options presented in the slides?
- Do we have any hubs like this in San Diego?

Feedback

- Bridge over Balboa to Mission Bay (some suggested at Rose Canyon).
- Bridge over I-5, much broader; PB has requested some form of allowing individuals - whether walking, biking, pulling a wagon - to get over I-5, not just walkers.
- Drop off - a nice large area to drop off and pick up is important along with parking.
- Electric car charging stations may not utilize space well - spot is taken for a long period of time. Maybe a drop-off station might be a better use of space than long term charging.
- Very dangerous to get from De Anza Cove to the Bay.
- We (subcommittee) have a yearly survey, can get that info to SANDAG.
• On demand shuttle service needs to happen on the east side of the station since a majority of locals using the station will be using cars, due to large hill up Balboa. Question using a private organization for the on demand shuttle. Maybe look at North County and flex system. Possibly look into on demand system in Denver’s south suburbs. On demand shuttle for west side of PB would work to gain more frequent ridership and facilitate two-mile walk to the beach.

• Really need to look at topography at stations. For example, you’re looking at a five minute bike ride as the same up the hill as down the hill. The former will be much longer and impossible for some people.

• Balboa’s small space won’t have as many accessibility points (in and out) to be able to utilize services and drive in, drop off, pick up, etc.

• We live in a purple zone - the topography is very limiting to mobility, as well as the lack of sidewalks within vicinity of station.

• Need behavioral data from west of the freeway. We have an ecosystem that can’t support current behaviors. We would be opposed to more parking that would encourage more people to drive. Our ecosystems advisor recommends getting rid of vehicles. To comply, the mobility hub should provide non-vehicle transportation for the last 1.2 miles. There are 4,500 trips a day in and out of PB for commuting, not recreation. Need to focus on non-vehicle options.

• There’s got to be a shuttle. Bicycles are ideal transportation but people are not going to rent bikes. Look into hiring a specialist in social change.

• Great to have two communities and cross sectional group, this is how things get done.

• Mobility hub should also be on the west side of I-5. Main constraint with PB in and out is with bridge and intersection. If there is only a mobility hub on one side of I-5, we will still have buses, Ubers and shuttles that have to get through traffic bottle neck, to get over to other side. An example work around would be Old Town tunnel under railroad.

• Accessibility of the station from up the hill from PB is a problem. From PB, there’s not much of a way over the bridge, can’t push a wheel chair. Three new stop lights going in will grid lock the area, thus when talking about accessibility in Clairemont and PB we don’t really have access to station. Maybe look at plans for two additional lights.

• Clairemont and PB have different mobility needs and the constraints at the Balboa station are so tight it can’t address both community’s needs. Address two different communities’ needs with two different mobility hubs, like above.

• Hub has to be at the foot of the bridge. Two mobility hubs, one in Clairemont and one in PB, would really limit car traffic.

• Bikes and better bike connections - need ramps not just stairs, not just elevators. Need multi-use paths, not just pedestrians, to allow and enable bikes.

• Bike corrals would be more effective than lockers.

• Shuttles to colleges, possibly share resources.
• Maybe we only need one additional light but more ramps, a ramp that comes down the hill all the way to Trolley station at a gentle slope.
• Alternative to bridge: connection into Rose Creek bike path (part of the Coastal Rail Trail) into Damon Street, to Santa Fe, underneath train tracks, along service yard, along Balboa to station to Trolley station. Consider undercrossings at stations.
• Separate bikes/pedestrians from cars.
• Provide a connection to the beach.
• Must have north/south bike connection across Balboa Ave to Santa Fe.
• Fewer signals but more ramps for bikes, etc.
Appendix F – Old Town Community Planning Group Meeting Notes
Mid-Coast Mobility Hubs Implementation Strategy
Public Workshop - Old Town Planning Group
Wednesday, February 8, 2017

Notes
• Change through traffic routing in Old Town.
• Residents that live four miles away take shuttle to Trolley station to get
downtown due not only to distance, but also limited availability of parking for
either car or bicycle at station.
• Focus on aesthetics of station and upgrades.
• Resident takes orange cab to station even though she only lives five blocks
away due to steep hills and handicap.
• Incorporate bike hooks inside of Trolley (like Portland) to increase capacity for
bike storage and bike transportation upon destination arrival.
• Develop bike sharing network for first mile and a half radius from station.

Workshop feedback
• Don’t decrease parking at station.
• More housing near Trolley stations.
• Retain Historic Old Town aesthetic.
• Old Town would be a good mobility hub pilot project
• Increase parking.
• Increase heritage tourism from the station; promote Old Town as the birthplace
of California.
Appendix G – MetroQuest Station-Level Summary
Figure G1- Old Town as Origin Station Survey Results

What’s Important to You?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking</td>
<td>1</td>
</tr>
<tr>
<td>Walking</td>
<td>2</td>
</tr>
<tr>
<td>Transit</td>
<td>3</td>
</tr>
<tr>
<td>Bike share</td>
<td>4</td>
</tr>
<tr>
<td>Car share</td>
<td>5</td>
</tr>
</tbody>
</table>

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bike share)?

- 4 or more times per week: 10%
- 1 to 3 times per week: 20%
- A few times per month: 15%
- A few times per year: 5%
- Never: 5%

How do you typically travel to work or school?

- Biking: 30%
- Carpool/Vanpool: 20%
- Driving: 25%
- Transit: 15%
- Walking: 10%

For what purpose are you most likely to use the Mid-Coast Trolley?

- To access entertainment: 40%
- To access recreation areas: 30%
- To commute to work/school: 20%
- To shop or visit bank, professional office, etc.: 10%

What modes have you used in the past month to get to work or school?

- Walk: 10%
- Bike: 20%
- Drive: 30%
- Transit: 25%
- Carpool/Vanpool: 5%
- Bike share: 0%
- Car share: 0%
- Other: 5%

Number of Survey Responses: 135
Figure G2- ZIP Codes of Old Town as Origin Station Survey Respondents
Figure G3- Old Town as Destination Station Survey Results

Mobility Strategies - Top 5 by Average Score

- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Streetscape Improvements - Walking
- Transit Station Amenities

For what purpose are you most likely to use the Mid-Coast Trolley?

- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

What modes have you used in the past month to get to work or school?

- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Bike Share
- Car Share
- Shuttle
- Rideshare

What's Important to You?

- Biking
- Car Share
- Walking
- Driving
- Transit
- Biking Shuttle
- Ride Share

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?

- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

How do you typically travel to work or school?

- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

Origin Station - Destination at Old Town

- Old Town
- Train Station
- Classroom
- Beach
- Hotel
- Up
- Pepper Canyon
- Voigt
- Exchange
- UTD
- Other

Number of Survey Responses: 178
What's Important to You?

Mobility Strategies - Top 5 by Average Score

For what purpose are you most likely to use the Mid-Coast Trolley?

How do you typically travel to work or school?

What modes have you used in the past month to get to work or school?

Figure G4- Tecolote as Origin Station Survey Results

For what purpose are you most likely to use the Mid-Coast Trolley?

What modes have you used in the past month to get to work or school?

Number of Survey Responses: 29
Figure G5- ZIP Codes of Tecolote as Origin Station Survey Respondents
Figure G6- Tecolote as Destination Station Survey Results

What's Important to You?

- Better Connections - Biking
- Better Connections - Walking
- Bike Parking
- Transit Information
- Streetscape Improvements - Walking

Mobility Strategies - Top 5 by Average Score

For what purpose are you most likely to use the Mid-Coast Trolley?

- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?

- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

How do you typically travel to work or school?

- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

What modes have you used in the past month to get to work or school?

- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Carshare
- Bikeshare
- Shuttle
- Rideshare
- Transit

Origin Station - Destination at Tecolote

Number of Survey Responses: 11
Figure G7- Clairemont as Origin Station Survey Results

What's Important to You?

<table>
<thead>
<tr>
<th>Mobility Strategies - Top 5 by Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Better Connections - Biking</td>
</tr>
<tr>
<td>2. Better Connections - Walking</td>
</tr>
<tr>
<td>3. Transit Information</td>
</tr>
<tr>
<td>4. Streetscape Improvements - Walking</td>
</tr>
<tr>
<td>5. Transit Station Amenities</td>
</tr>
</tbody>
</table>

For what purpose are you most likely to use the Mid-Coast Trolley?

<table>
<thead>
<tr>
<th>What modes have you used in the past month to get to work or school?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
</tr>
<tr>
<td>50%</td>
</tr>
</tbody>
</table>

Number of Survey Responses: 82
Figure G8- ZIP Codes of Clairemont as Origin Station Survey Respondents

Legend
- Mid-Coast Stations
- Participants Originating at Station
  - 0%-1%
  - 2%-3%
  - 4%-6%
  - 7%-11%
  - 12%-26%
- Mid-Coast Trolley

Responses by Zip Code
- 1-2
- 3-6
- 7-15
- 16-31
- 32-79
**Figure G9 - Clairemont as Destination Station Survey Results**

- **What's Important to You?**
  - Better Connections - Biking
  - Better Connections - Walking
  - Transit Information
  - Streetscape Improvements - Walking
  - Bike Parking

- **How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**
  - 4 or more times per week: 45%
  - 1 to 3 times per week: 25%
  - A few times per month: 15%
  - A few times per year: 10%
  - Never: 5%

- **How do you typically travel to work or school?**
  - Biking: 90%
  - Carpool/Vanpool: 80%
  - Driving: 70%
  - Transit: 60%
  - Walking: 50%

- **For what purpose are you most likely to use the Mid-Coast Trolley?**
  - To access entertainment: 90%
  - To access recreation areas: 80%
  - To commute to work/school: 70%
  - To shop or visit bank, professional office, etc.: 60%

- **What modes have you used in the past month to get to work or school?**
  - Walk: 50%
  - Bike: 40%
  - Drive: 30%
  - Transit: 20%
  - Carpool/Vanpool: 10%
  - Bikeshare/Rideshare: 5%

**Origin Station - Destination at Clairemont**

**Number of Survey Responses: 27**
**What's Important to You?**

- Bikeshare: 350
- Carshare: 300
- Driving: 250
- Walking: 200
- Transit: 150
- Biking: 100
- Shuttle: 50
- Rideshare: 0

**Better Connections - Biking**: 1
**Better Connections - Walking**: 2
**Transit Information**: 3
**Bike Parking**: 4
**Streetscape Improvements - Walking**: 5

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- 4 or more times per week: 0%
- 1 to 3 times per week: 5%
- A few times per month: 10%
- A few times per year: 15%
- Never: 20%

**How do you typically travel to work or school?**

- Biking: 90%
- Carpool/Vanpool: 80%
- Driving: 70%
- Transit: 60%
- Walking: 50%

**For what purpose are you most likely to use the Mid-Coast Trolley?**

- To access entertainment: 50%
- To access recreation areas: 45%
- To commute to work/school: 40%
- To shop or visit bank, professional office, etc.: 35%

**What modes have you used in the past month to get to work or school?**

- Walk: 60%
- Bike: 50%
- Drive: 45%
- Transit: 40%
- Carpool/Vanpool: 35%
- Bikeshare: 30%
- Carshare: 25%
- Electric: 20%
- LRT: 15%
- Other: 10%

**Destination Station - Origin at Balboa**

- Old Town: 35%
- Tramline: 30%
- Carlsbad: 25%
- Balboa: 20%
- North: 15%
- Park: 10%
- Voyager: 5%
- Encinitas: 0%
- UTC: 5%
- Other: 0%

**Number of Survey Responses: 144**
Figure G11- ZIP Codes of Balboa as Origin Station Survey Respondents
**Figure G12 - Balboa as Destination Station Survey Results**

**What's Important to You?**
- Walking
- Carshare
- Bikeshare
- Transit
- Driving
- Biking
- Shuttle
- Rideshare

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**
- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

**How do you typically travel to work or school?**
- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

**For what purpose are you most likely to use the Mid-Coast Trolley?**
- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

**What modes have you used in the past month to get to work or school?**
- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Bikeshare
- Carshare
- Other

**Origin Station - Destination at Balboa**
- Old Town
- Tenderloin
- Civic Center
- Balboa
- Noe
- Van Ness/Capp
- Upper Market
- Excelsior
- UCF
- Other

**Mobility Strategies - Top 5 by Average Score**
- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Bike Parking
- Universal Transp Account

**Number of Survey Responses: 54**
**Figure G13- Nobel as Origin Station Survey Results**

**What’s Important to You?**

- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Transit Station Amenities
- Shuttles Strategy

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

**How do you typically travel to work or school?**

- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

**For what purpose are you most likely to use the Mid-Coast Trolley?**

- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

**What modes have you used in the past month to get to work or school?**

- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Bicycles
- MileShare App
- MileShare

**Destination Station - Origin at Nobel**

- Old Town
- Tecolote
- Oceanview
- Balboa
- Nobel
- UC
- Pepper Canyon
- Vagabond
- Encinitas
- UTC
- Other

**Number of Survey Responses: 39**
Figure G14- ZIP Codes of Nobel as Origin Station Survey Respondents

Legend
- Mid-Coast Stations
- Participants Originating at Station:
  - 0%-1%
  - 2%-3%
  - 4%-6%
  - 7%-11%
  - 12%-26%
- Mid-Coast Trolley

Responses by Zip Code
- 1-2
- 3-6
- 7-15
- 16-31
- 32-79
Figure G15- Nobel as Destination Station Survey Results

What’s Important to You?

Mobility Strategies - Top 5 by Average Score
- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Trip Planning Kiosk
- Transit Station Amenities

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?

For what purpose are you most likely to use the Mid-Coast Trolley?
- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

How do you typically travel to work or school?

What modes have you used in the past month to get to work or school?
- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Carshare
- Bikeshare
- Shuttle
- Rideshare

Origin Station - Destination at Nobel

Number of Survey Responses: 31
Figure G16- VA as Origin Station Survey Results

**What's Important to You?**

- Carshare: 20 (score: 1)
- Biking: 15 (score: 2)
- Bikeshare: 10 (score: 3)
- Shuttle: 5 (score: 4)
- Driving: 2 (score: 5)
- Transit: 1 (score: 6)
- Walking: 0 (score: 7)
- Rideshare: 0 (score: 8)

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- 4 or more times per week: 30%
- 1 to 3 times per week: 10%
- A few times per month: 5%
- A few times per year: 5%
- Never: 5%

**How do you typically travel to work or school?**

- Biking: 60%
- Carpool/Vanpool: 20%
- Driving: 10%
- Transit: 5%
- Walking: 0%

**For what purpose are you most likely to use the Mid-Coast Trolley?**

- To access entertainment: 20%
- To access recreation areas: 10%
- To commute to work/school: 70%
- To shop or visit bank, professional office, etc.: 10%

**What modes have you used in the past month to get to work or school?**

- Walk: 35%
- Bike: 30%
- Drive: 25%
- Transit: 10%
- Carpool/Vanpool: 5%
- Bikeshare: 0%
- Carshare: 0%

**Destination Station - Origin at VA**

- Old Town: 40%
- Trolley: 25%
- Encinitas: 15%
- Solana Beach: 10%
- Vista: 5%
- UCSD: 5%
- Others: 0%

**Number of Survey Responses: 6**
**Figure G17- VA as Destination Station Survey Results**

**Mobility Strategies - Top 5 by Average Score**
- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Transit Station Amenities
- Universal Transp Account

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- 4 or more times per week: 35%
- 1 to 3 times per week: 25%
- A few times per month: 15%
- A few times per year: 10%
- Never: 5%

**For what purpose are you most likely to use the Mid-Coast Trolley?**
- To access entertainment: 20%
- To access recreation areas: 15%
- To commute to work/school: 40%
- To shop or visit bank, professional office, etc.: 5%

**What modes have you used in the past month to get to work or school?**
- Biking: 35%
- Carpool/Vanpool: 20%
- Driving: 40%
- Transit: 5%
- Walking: 0%

**Origin Station - Destination at VA**
- Old Town: 15%
- Trolley: 5%
- Classroom: 5%
- Basin: 10%
- Noise: 5%
- Up: 15%
- Planet Campus: 5%
- Voy: 5%
- Exercise: 5%
- UTL: 5%
- Other: 0%

**Number of Survey Responses: 15**

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**Mid-Coast Mobility Hub Implementation Strategy**

**Community and Stakeholder Outreach Round 1 Summary**
Figure G18 - Pepper Canyon as Origin Station Survey Results

**What's Important to You?**
- Better Connections - Biking
- Better Connections - Walking
- Transit Information
- Universal Transp Account
- Mobile Retail Services

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**
- 4 or more times per week: 30%
- 1 to 3 times per week: 20%
- A few times per month: 10%
- A few times per year: 5%
- Never: 5%

**How do you typically travel to work or school?**
- Biking: 20%
- Carpool/Vanpool: 15%
- Driving: 40%
- Transit: 15%
- Walking: 10%

**For what purpose are you most likely to use the Mid-Coast Trolley?**
- To access entertainment: 40%
- To access recreation areas: 30%
- To commute to work/school: 25%
- To shop or visit bank, professional office, etc.: 5%

**What modes have you used in the past month to get to work or school?**
- Walk: 15%
- Bike: 10%
- Drive: 40%
- Transit: 10%
- Carpool/Vanpool: 10%
- Carshare: 5%
- Bikes: 0%

**Destination Station - Origin at Pepper Canyon**
- Old Town: 35%
- Tucela: 5%
- Coronado: 10%
- Balboa: 5%
- Nost: 10%
- UC Pepper Canyon: 15%
- UCI: 5%
- Others: 5%

**Number of Survey Responses: 21**
Figure G19 - ZIP Codes of Pepper Canyon as Origin Station Survey Respondents
Figure G20- Pepper Canyon as Destination Station Survey Results

- **What's Important to You?**
  - Bar chart showing preferences for mobility strategies.

- **How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**
  - Survey results categorized by frequency of use.

- **For what purpose are you most likely to use the Mid-Coast Trolley?**
  - Survey results categorized by purpose.

- **How do you typically travel to work or school?**
  - Survey results categorized by mode of travel.

- **What modes have you used in the past month to get to work or school?**
  - Survey results categorized by mode.

- **Origin Station - Destination at Pepper Canyon**
  - Survey results showing modal distribution at specific origin and destination.

Number of Survey Responses: 81
What's Important to You?

1. Bikeshare
2. Carshare
3. Walking
4. Biking
5. Transit
6. Driving
7. Shuttle
8. Ridehshare

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%
- 40%
- 50%
- 60%
- 70%

- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

How do you typically travel to work or school?

- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

For what purpose are you most likely to use the Mid-Coast Trolley?

- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

What modes have you used in the past month to get to work or school?

- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- Bikeshare
- Carshare
- Other

Destination Station - Origin at Voigt

Number of Survey Responses: 3
Figure G22- ZIP Codes of Voigt as Origin Station Survey Respondents

Legend
- Mid-Coast Stations
- Participants Originating at Station
  - 0%-1%
  - 2%-3%
  - 4%-6%
  - 7%-11%
  - 12%-26%
- Mid-Coast Trolley

Responses by Zip Code
- 1-2
- 3-6
- 7-15
- 16-31
- 32-79
**Figure G23- Voigt as Destination Station Survey Results**

- **What’s Important to You?**
  - Walking
  - Carshare
  - Transit
  - Biking
  - Bike share
  - Shuttle
  - Driving
  - Rideshare

- **How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**
  - 4 or more times per week
  - 1 to 3 times per week
  - A few times per month
  - A few times per year
  - Never

- **How do you typically travel to work or school?**
  - Biking
  - Carpool/Vanpool
  - Driving
  - Transit
  - Walking

- **What modes have you used in the past month to get to work or school?**
  - Walking
  - Biking
  - Drive
  - Transit
  - Carpool/Vanpool
  - Bikes, Bikeshare
  - Shuttle
  - Rideshare

- **Origin Station - Destination at Voigt**

- **Number of Survey Responses:** 29
Figure G24- Executive as Origin Station Survey Results

What's Important to You?

- Better Connections - Biking
- Better Connections - Walking
- Transit Station Amenities
- Transit Information
- Universal Transp Account

Mobility Strategies - Top 5 by Average Score

- 1
- 2
- 3
- 4
- 5

Better Connections - Biking
Better Connections - Walking
Transit Station Amenities
Transit Information
Universal Transp Account

For what purpose are you most likely to use the Mid-Coast Trolley?

- To access entertainment
- To access recreation areas
- To commute to work/school
- To shop or visit bank, professional office, etc.

How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?

- 4 or more times per week
- 1 to 3 times per week
- A few times per month
- A few times per year
- Never

How do you typically travel to work or school?

- Biking
- Carpool/Vanpool
- Driving
- Transit
- Walking

What modes have you used in the past month to get to work or school?

- Walk
- Bike
- Drive
- Transit
- Carpool/Vanpool
- bikeshare
- Other

Destination Station - Origin at Executive

Number of Survey Responses: 6
Figure G25- ZIP Codes of Executive as Origin Station Survey Respondents
Figure G26- Executive as Destination Station Survey Results

- **What's Important to You?**
  - Mobility Strategies - Top 5 by Average Score
  - Better Connections - Biking
  - Better Connections - Walking
  - Transit Information
  - Shuttles Strategy
  - Transit Station Amenities

- **How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- **How do you typically travel to work or school?**

- **For what purpose are you most likely to use the Mid-Coast Trolley?**

- **What modes have you used in the past month to get to work or school?**

- **Origin Station - Destination at Executive**

Number of Survey Responses: 23
Figure G27- UTC as Origin Station Survey Results

Number of Survey Responses: 66
Figure G28- ZIP Codes of UTC as Origin Station Survey Respondents
Figure G29- UTC as Destination Station Survey Results

**What's Important to You?**

- **Carshare**: 40%
- **Bikeshare**: 35%
- **Walking**: 30%
- **Driving**: 25%
- **Transit**: 20%
- **Biking**: 15%
- **Shuttle**: 10%
- **Rideshare**: 5%

**How often do you currently use a shared mobility service (e.g., rideshare such as Uberpool or Lyftline, carpooling, vanpooling, carshare, or bikeshare)?**

- **4 or more times per week**: 40%
- **1 to 3 times per week**: 35%
- **A few times per month**: 20%
- **A few times per year**: 15%
- **Never**: 10%

**How do you typically travel to work or school?**

- **Biking**: 70%
- **Carpool/Vanpool**: 20%
- **Driving**: 10%
- **Transit**: 5%
- **Walking**: 0%

**For what purpose are you most likely to use the Mid-Coast Trolley?**

- **To access entertainment**: 45%
- **To access recreation areas**: 40%
- **To commute to work/school**: 35%
- **To shop or visit bank, professional office, etc.**: 25%

**What modes have you used in the past month to get to work or school?**

- **Walk**: 60%
- **Bike**: 0%
- **Drive**: 40%
- **Transit**: 5%
- **Carpool/Vanpool**: 0%
- **Bikeshare**: 0%
- **Carshare**: 0%
- **Other**: 5%

**Origin Station - Destination at UTC**

- **Old Town**: 30%
- **Titan**: 20%
- **Claremont**: 15%
- **B红线**: 10%
- **Novato**: 5%
- **SF-POM-CARRI**: 5%
- **Vallejo**: 5%
- **Larkspur**: 5%
- **Civic**: 5%
- **Other**: 5%

**Better Connections - Biking**

**Better Connections - Walking**

**Transit Information**

**Transit Station Amenities**

**Streetcape Improvements - Walking**

**Mobility Strategies - Top 5 by Average Score**

1. Better Connections - Biking
2. Better Connections - Walking
3. Transit Information
4. Transit Station Amenities
5. Streetscape Improvements - Walking

**Number of Survey Responses: 157**