



Executive Drive Station Mobility Hub

The Executive Drive Trolley Station is located along Genesee Ave, north of La Jolla Village Dr, and east of UC San Diego. The station connects employees, residents, and students from all over the region to University City destinations like large office and research complexes, business and financial centers, residential complexes, and religious and educational institutions. Executive Dr is a key gateway for passengers traveling to locations along Genesee Ave, La Jolla Village Dr, Miramar Rd, and beyond.

What do riders need?



OFFICE WORKER
 I start work at the same time each day but sometimes stay late for projects or networking events. I need reliable and frequent travel options that are cost competitive with driving myself. I'd also like to get some errands done during my lunch break. *#frequent*

RESIDENT
 I work 8 to 5 during the week. After work, I grocery shop, hit the gym, or run other errands. On weekends, I go to the beach and meet up with friends. I want to travel safely and comfortably without getting stuck in traffic or trying to find parking. *#safe*



How can a mobility hub help?

The Executive Drive Station Mobility Hub is more than just a transit station. It's a place where people can make seamless connections between public transit and other travel options using an integrated suite of services, amenities, and technologies. Leveraging both empirical analysis and community outreach, the mobility hub was designed to provide options for residents, employees, and visitors to travel from home to work and a wide variety of destinations in between.



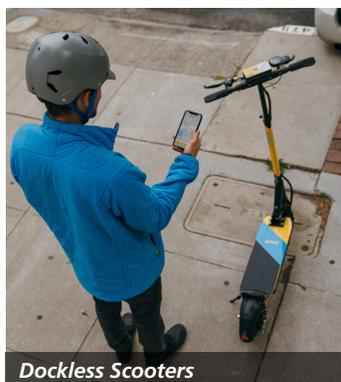
Dedicated Transit Lane



Transit Signal Priority



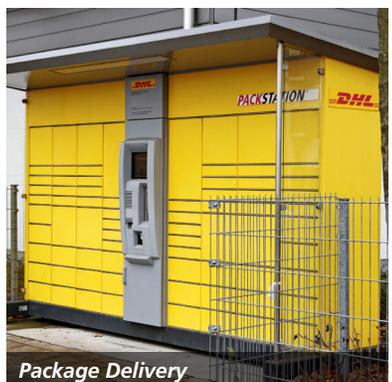
Improved Crossings



Dockless Scooters



Microtransit Services



Package Delivery

Photos courtesy of SANDAG, LA Metro, and Skip

ENHANCING ACCESS

The Executive Drive Station Mobility Hub identifies a variety of services and amenities within a 5 minute walk, bike, or drive. Some strategies may be concentrated within a short walk or bike to transit, while others may leverage motorized shared services to reach their desired destination:

TRANSIT AMENITIES
 Located in the immediate transit station area to help riders plan trips and make connections while waiting in a safe and comfortable place

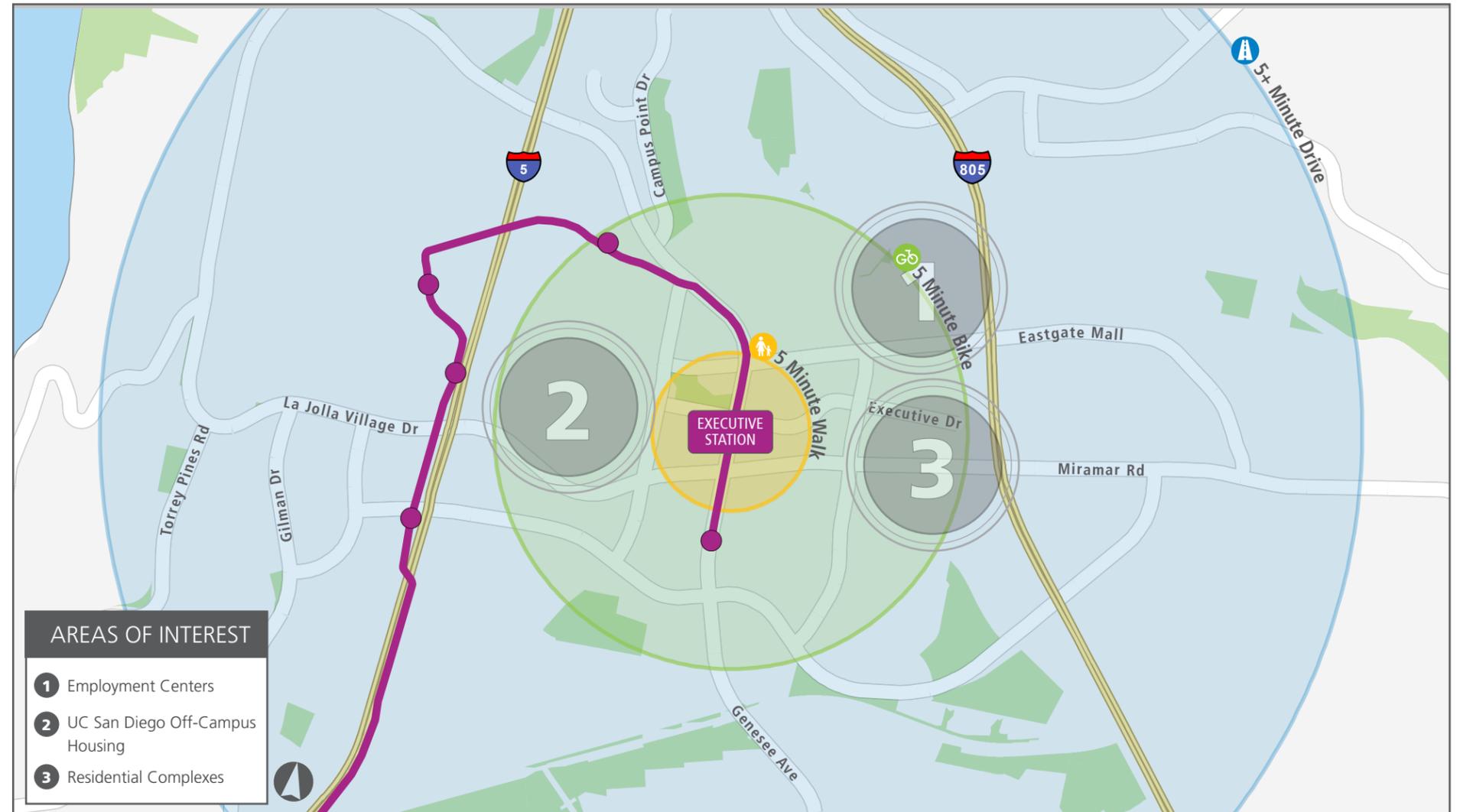
PEDESTRIAN AMENITIES
 Located within a 5 minute walk from the station and may include safe and convenient walkways and crossings

MICROMOBILITY SERVICES & AMENITIES
 Located within a 5 minute bike or scooter from the station and may include safe travel paths, secure parking, and geofenced designated drop zones for micromobility vehicles

MOTORIZED SERVICES & AMENITIES
 Located within a 5 minute drive from the station and may include on-demand, pooled services and infrastructure improvements to support their efficient operation

SUPPORT SERVICES & AMENITIES
 Located throughout the mobility hub including multimodal wayfinding, mobile retail services, and integrated trip planning and payment options

Proposed mobility hub strategies are listed below. Each icon's colored outline corresponds to one of the five mobility hub access categories above. All icons are interactive - click to learn more about a strategy using the *Mobility Hub Features Catalog*.



AREAS OF INTEREST

- 1 Employment Centers
- 2 UC San Diego Off-Campus Housing
- 3 Residential Complexes

Enhancing the Travel Experience - Below are proposed strategies within walking, biking, or driving distance of the station that can extend travel to the areas of interest, above; potential locations are identified with: STATION #

PASSENGER LOADING ZONES STATION 1 2 3
 Designate curb space at the Trolley station and at employment and residential complexes so on-demand rideshare and shuttles can safely pick up/drop off passengers.

REAL-TIME TRAVEL INFORMATION STATION 1 2 3
 Provide real-time transfer, wayfinding information, and proximity of shared mobility options using interactive kiosks at Trolley platform.

WALKWAYS STATION 1 2
 Improve pedestrian safety and comfort with landscaping and lighting along Genesee Ave, Executive Dr, and La Jolla Village Dr to promote walking to nearby destinations.

CROSSINGS STATION 1 2
 Incorporate bulb-outs, pedestrian refuges, and continental crosswalks at Executive Dr/Regents Rd and Executive Dr/Genesee Ave to improve pedestrian visibility and crossings.

BIKEWAYS 1 2 3
 Incorporate safer and more visible buffered bikeways along Executive Dr, Regents Rd, and Genesee Ave to enhance micromobility access to and from the Trolley station.

MICROMOBILITY PARKING STATION 1 2 3
 Provide secure parking options for personal bikes, scooters, hoverboards, and other rideables at the Trolley station and nearby residential and employment complexes.

MICROMOBILITY SERVICES STATION 1 2 3
 Incentivize use of shared dockless bikes/scooters while allocating space for geofenced designated drop zones at the station, employment centers, and UC San Diego off-campus housing.

DEDICATED TRANSIT LANES STATION 3
 Explore adding dedicated transit lanes on Genesee Ave during peak periods to improve the on-time performance of MTS bus services and help services make timely connections to the Trolley.

TRANSIT SIGNAL PRIORITY STATION 3
 Provide transit signal priority (TSP) for local bus and microtransit at all major intersections on Genesee Ave. TSP enables pooled ride services to make timelier Trolley connections.

ELECTRIC BIKE & SCOOTERSHARE STATION 1 2 3
 Provide fast charging stations at nearby businesses and retail destinations for people to charge personal or shared vehicles, e-bikes, e-scooters, and EV shuttles.

CARSHARE 1 2 3
 Provide dedicated carshare vehicles and parking in residential and employment areas to accommodate midday trips to destinations not in walking or biking distance from the station.

ON-DEMAND RIDESHARE STATION 1 2 3
 Incorporate pick-up/drop-off areas at the Trolley station and at entrances of nearby employment and business complexes to facilitate rideshare operations with minimal traffic disruption.

MICROTRANSIT 1 2 3
 Provide microtransit service to help passengers commute during peak periods to pick-up/drop-off zones within employment areas along Executive Dr, La Jolla Village Dr, and Eastgate Mall.

ELECTRIC VEHICLE CHARGING 1 2 3
 Site EV charging stations throughout employment centers and UC San Diego off-campus housing for electric carshare, rideshare, microtransit, and neighborhood electric vehicles.

PACKAGE DELIVERY STATION 1 2 3
 Place convenient package delivery lockers at the Trolley station and throughout the mobility hub so people can easily complete errands to save users an extra trip.

WAYFINDING STATION 1 2 3
 Place dynamic wayfinding signage along key routes and at key intersections to facilitate smooth travel for multiple travel modes and help everyone reach their final destinations.

SO WHAT COMES NEXT?

The recommended mobility hub features for the Executive Drive Station could be incorporated into planning efforts such as the University and Mira Mesa Community Plan Updates. However, features should also adapt to new mobility innovations.

Successful implementation of the Executive Drive Station Mobility Hub will require close collaboration among SANDAG, the City of San Diego, Caltrans, MTS, NCTD, UC San Diego, the private sector (developers, property managers, employers, mobility & technology providers), and other community stakeholders. To make the mobility hub a reality, the following four implementation actions may be considered early on:



Adopt policies that enable mobility hub feature implementation

- Integrate recommended walkways, improved crossings, buffered bikeways, and dedicated lanes for pooled mobility within the community plan update, capital improvement plans, and service operation changes. *(City of San Diego, MTS, SANDAG)*
- Revise existing criteria for regional grant programs to better integrate mobility hub feature implementation. *(SANDAG, Caltrans)*
- Revise policies to remove barriers to a universal transportation account so travelers can find, book, and pay for all mobility needs using one platform. *(Mobility & Technology Providers, MTS, NCTD, SANDAG, City of San Diego)*



Partner to fund, pilot, & sustain mobility hub features

- Partner with private entities to site passenger loading zones within nearby developments to facilitate safe and convenient pick up/drop off by on-demand rideshare and shuttles services during peak periods. *(City of San Diego, SANDAG, MTS, Employers, Property Owners, Mobility & Technology Providers)*
- Partner with micromobility operators to pilot diverse dockless vehicles. Public and private subsidies may be needed to establish initial ridership. Site micromobility geofenced drop zones at the station and near employment. *(Mobility & Technology Providers, Employers, Property Managers, City of San Diego, MTS, SANDAG)*
- Partner with shared mobility operators to sponsor installment of interactive, real-time travel displays throughout the mobility hub indicating Trolley schedule plus proximity of other shared mobility services. *(Employers, Property Managers, MTS, SANDAG, Mobility & Technology Providers)*



Allocate flexible space for mobility hub features

- Allocate curb space at the station and at nearby office complexes for on-demand shuttle passenger loading during peak commute time. *(SANDAG, MTS, Mobility & Technology Providers, Employers, Property Managers, Developers)*
- Determine space availability along Genesee Ave for dedicated transit lanes during peak periods for buses, microtransit, and pooled shared mobility options. *(SANDAG, MTS, City of San Diego, Caltrans)*
- Plan for the integration of ITS to create a connected transportation system. Include wireless charging infrastructure to support an electric fleet of driverless vehicles, capable of communicating to infrastructure. *(SANDAG, MTS, City of San Diego, Mobility & Technology Providers)*
- Plan for a network of “fast charging” points throughout the mobility hub for electric rideshare and microtransit services. Wireless charging for driverless vehicles to also be considered. *(SANDAG, MTS, City of San Diego, Employers, Developers, Property Managers, SDG&E)*



Monitor progress & performance metrics to refine strategies

- Assess performance of micromobility and on-demand shuttle ridership to adjust service model, vehicle supply, and subsidy levels. *(Employers, Mobility & Technology Providers, SANDAG, MTS, City of San Diego, UC San Diego)*
- Develop open data policies to facilitate collaboration between public and private stakeholders. Mobility hub implementation relies on collection of data from a wide variety of sources. *(SANDAG, Mobility & Technology Providers, City of San Diego, MTS, UC San Diego)*