



Nobel Drive Station Mobility Hub

The Nobel Drive Trolley Station is located east of La Jolla Village Square, west of I-5, and south of Nobel Drive. The station connects employees, residents, shoppers, patients, and visitors from all over the region to nearby employment areas, residential complexes, commercial centers, medical facilities, and research facilities. Nobel is a key gateway for passengers traveling to destinations along Nobel Drive, Villa La Jolla Drive, and Lebon Drive.

What do riders need?



RESIDENT
 I work 8 to 5 during the week. On weekends, I like to go to the beach, try new restaurants, or go Downtown. I want to travel quickly and comfortably without dealing with traffic or finding parking. [#byebyetraffic](#)

RETIRED RESIDENT
 If shopping was a sport, I would take first place! I like going to the mall while also supporting local, boutique shops. I buy everything from clothes for my grandkids to new home decor. I need a service that helps me travel easily and conveniently with my purchases. [#shoppingspree](#)



How can a mobility hub help?

The Nobel 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.



Photos courtesy of SANDAG

ENHANCING ACCESS

The Nobel 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

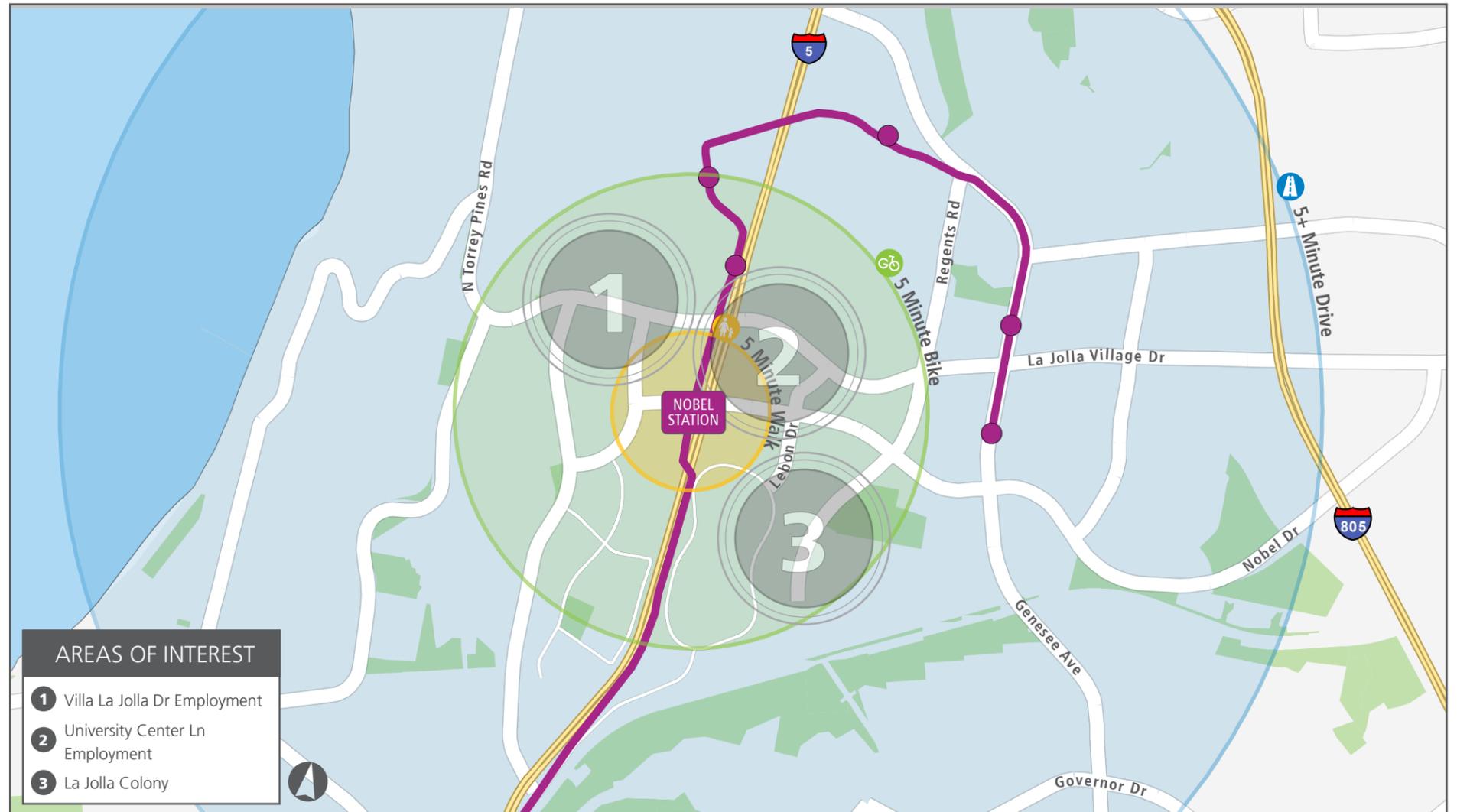
PEDESTRIAN AMENITIES
 Located within a 5 minute walk from the station and may include safe and convenient walkways and crossings

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*.



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 #

ENHANCED TRANSIT WAITING AREAS STATION 1
 Provide WiFi and USB device charging ports at the Trolley station and nearby *Rapid* stops to help passengers keep mobile devices charged and ready to book shared mobility options.

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 shuttle services can safely pick up/drop off passengers.

REAL-TIME TRAVEL INFORMATION STATION 1 2
 Provide interactive kiosks that display real-time transit arrival information and allow user trip planning at the Trolley platform, La Jolla Village Square, and The Shops at La Jolla Village.

WALKWAYS STATION 1 2
 Widen the sidewalk and provide a buffer between the sidewalk and street along the I-5 overcrossing to enhance pedestrian connections between the station and key destinations.

CROSSINGS STATION 1 2
 Improve pedestrian mobility by upgrading crosswalks and adding median refuges at key intersections along Villa La Jolla Dr, Nobel Dr, and Lebon Dr.

CROSSINGS STATION 1 2
 Improve pedestrian and bike safety at the I-5 freeway on/off ramps along Nobel Dr and La Jolla Villa Dr with high visibility crosswalks, markings, and signage.

BIKEWAYS STATION 1 2 3
 Provide a buffered bike lane or protected cycle track (where feasible) along Villa La Jolla Dr and Nobel Dr to facilitate safe access to and from the Trolley station for bikes and scooters.

MICROMOBILITY PARKING STATION 1 2
 Provide secure parking options for personal bikes, kick scooters, hoverboards, and other rideables at the Trolley station and within a 5 minute bike ride from the station.

MICROMOBILITY SERVICES STATION 1 2 3
 Incentivize convenient, geofenced designated drop zones for shared dockless bikes and kick scooters at the station and nearby destinations to make effective use of the bike network.

TRANSIT SIGNAL PRIORITY STATION 1 2
 Offer transit signal priority for local bus and microtransit services at intersections along Nobel Dr and Villa La Jolla Dr so that pooled rides can make timely Trolley connections.

CARSHARE STATION 1 2
 Provide carshare vehicles and dedicated parking in key employment areas to accommodate trips to destinations not in walking or biking distance from the Trolley or *Rapid* stations.

ON-DEMAND RIDESHARE STATION 1 2 3
 Provide clear wayfinding signs and sufficient areas for accessible rideshare pick-up/drop-off points at the Trolley station and throughout the mobility hub.

MICROTRANSIT STATION 1 2
 Collaborate with employers and residential complexes to connect passengers whose desired destinations are beyond a 5 minute walk or bike ride with on-demand shuttle service.

ELECTRIC VEHICLE CHARGING STATION 1 2 3
 Include EV parking at adjacent parking facilities to support shared-electric vehicles that help expand the distance shoppers, residents, and employees can travel.

SMART PARKING STATION
 Implement smart parking solutions at the Trolley station to provide real-time parking availability, carpool priority, and the option to reserve spaces in advance.

WAYFINDING STATION 1 2 3
 Install dynamic wayfinding along major routes and at key decision points to help users navigate to desired destinations using various mobility options.

SO WHAT COMES NEXT?

The recommended mobility hub features for the Nobel Drive Station could be incorporated into planning efforts such as the University Community Plan Update. However, features should adapt to new mobility innovations and technologies.

Successful implementation of the Nobel 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

- Account for recommended pedestrian pathways, improved crossings, separated bike lanes, buffered bikeways, and transit signal priority for transit services within the community plan update, capital improvement plans, and service operation changes. *(City of San Diego, MTS, SANDAG)*
- Review and update parking policies at nearby shopping centers, employment areas, and residential complexes to integrate dedicated carshare spaces, EV charging stations, carpool/vanpool spaces, and smart parking features. *(MTS, City of San Diego, Property Managers, Property Owners, 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, UC San Diego)*



Allocate flexible space for mobility hub features

- Allocate roadway, curb space, and property space to implement recommended mobility hub features such as interactive kiosks, improved active transportation facilities, rideshare and shuttle pick-up/drop-off zones, dedicated carshare spaces, and EV charging stations. *(SANDAG, MTS, Mobility & Technology Providers, Employers, City of San Diego, Property Owners)*
- 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, Mobility & Technology Providers)*



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)*



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)*
- Implement open data policies to facilitate collaboration between public and private stakeholders. Mobility hub implementation hinges on collecting analyzing, and acting on data from a wide variety of sources. *(SANDAG, Mobility & Technology Providers, City of San Diego, MTS, UC San Diego)*