



UTC Station Mobility Hub

The UTC Trolley Station is located on Genesee Ave, south of La Jolla Village Dr. The station connects employees, residents, students, and visitors from all over the region to large office complexes, Westfield UTC, and other commercial destinations along Genesee Ave, La Jolla Village Dr, Nobel Dr, Governor Dr, and beyond.

What do riders need?



RESIDENT
 I work 8 to 5 Downtown, and I'd like to use the Trolley to beat the I-5 congestion. However, my townhome is more than a mile away from the station, and I'm not comfortable biking that far on Genesee. *#safe*

PART-TIME EMPLOYEE
 I work retail at the mall during the day. I work another part-time job in Pacific Beach in the evening. I need services that help me get to where I need to be on time while not breaking my budget. *#budgetfriendly*



How can a mobility hub help?

The UTC 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.



Real-Time Travel Information



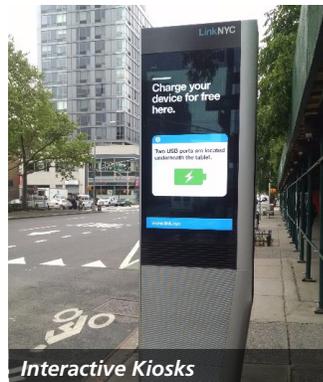
Transit Signal Priority



EV Charging Stations



Bike Repair Amenities



Interactive Kiosks



Smart Parking

Photos courtesy of SANDAG and LA Metro

ENHANCING ACCESS

The UTC 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

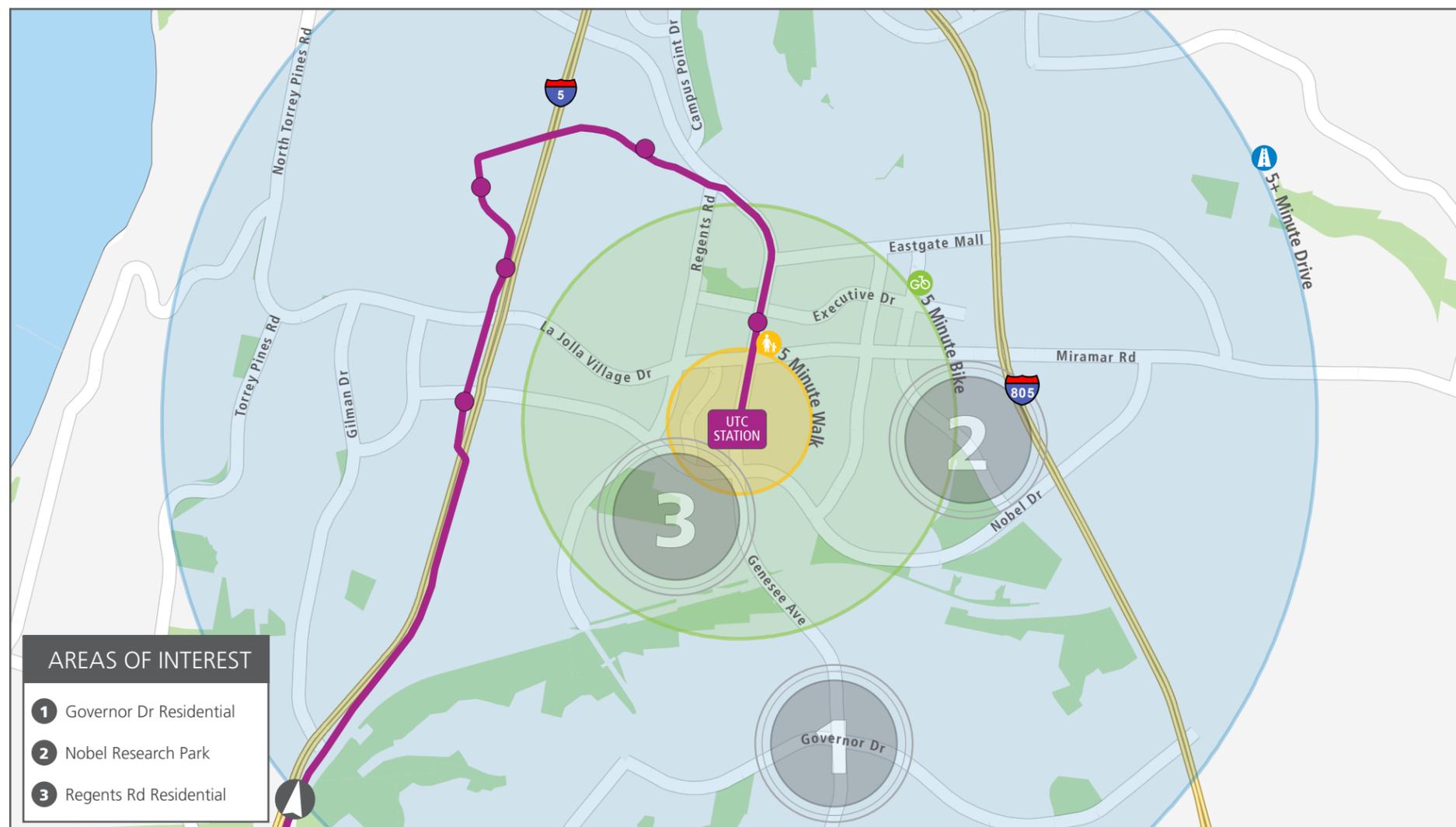
PEDESTRIAN AMENITIES
 Located within a 5 minute walk from the station and may include safe and convenient walkways and crossings

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
 Help passengers keep mobile devices charged and ready to check availability of shared mobility options with free WiFi and USB charging ports at Trolley station and UTC transit center.

CROSSINGS STATION 3
 Improve pedestrian comfort and safety with median refuges, curb extensions, and high visibility crosswalks at intersections along Genesee Ave, Nobel Dr, Costa Verde Blvd, and Regents Rd.

DEDICATED TRANSIT LANES STATION 1
 Explore adding dedicated lanes on Genesee Ave coupled with transit signal priority for MTS local bus and microtransit services so that pooled rides can make timely Trolley connections.

MICROTRANSIT STATION 1 2 3
 Provide shuttle and microtransit services to and from UTC Transit Center to provide connections to adjacent employment areas, residential complexes, and areas south University City.

PASSENGER LOADING ZONES STATION 2 3
 Designate areas within adjacent residential complexes and shopping centers for passengers to be safely and conveniently dropped off/picked up with on-demand rideshare and shuttles.

BIKEWAYS STATION 2 3
 Provide a buffered Class II bike lane or Class IV cycle track (where feasible) for micromobility vehicles to travel safely along Nobel Dr, La Jolla Village Dr, and Genesee Ave.

TRANSIT SIGNAL PRIORITY STATION 1 2 3
 Offer transit signal priority for MTS local bus and shuttles at intersections along Genesee Ave during peak periods to allow timely transfers to the Trolley service.

ELECTRIC VEHICLE CHARGING STATION 1 2 3
 Include EV charging stations at large parking facilities, retail centers, and residential complexes for people to charge personal or shared vehicles, e-bikes, e-scooters, and EV shuttles.

REAL-TIME TRAVEL INFORMATION STATION 1 2 3
 Place interactive trip planning kiosks at Trolley platform, UTC Transit Center, and commercial centers. Provide real-time arrival, transfer, and wayfinding information for mobility options.

MICROMOBILITY PARKING STATION 2 3
 Implement secure parking options for personal bikes, scooters, and other rideables at the Trolley station, UTC Transit Center, and nearby residential and employment complexes.

CARSHARE STATION 1 2 3
 Dedicate carshare spaces at commercial centers, employment areas, and residential complexes for people to complete short errands that can't be achieved by walking or biking.

SMART PARKING STATION 1 2 3
 Implement smart parking solutions at the Trolley station to provide real-time parking availability, carpool priority, and the option to reserve spaces in advance.

WALKWAYS STATION 3
 Provide low stress sidewalks with landscaped buffers and wider walkways to increase pedestrian comfort and safety along Genesee Ave, La Jolla Village Dr, Regents Rd, and Nobel Dr.

MICROMOBILITY SERVICES STATION 2 3
 Connect the Trolley station to employment areas, residential complexes, and commercial centers located within a 5 minute bike with dockless bikes/scooters and geofenced drop-off zones.

ON-DEMAND RIDESHARE STATION 1 2 3
 Allocate space for pooled ridehailing and microtransit to pick up/drop off people at commercial centers, employment areas, and residential complexes within a 5 minute or more drive.

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

SO WHAT COMES NEXT?

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

Successful implementation of the UTC 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 pedestrian pathways, improved crossings, buffered bikeways, and transit signal priority within the community plan update, capital improvement plans, and service operation changes.
(City of San Diego, MTS, SANDAG)
- Review and update parking policies at UTC Transit Center and existing/future developments to integrate dedicated carshare spaces, EV charging, and smart parking solutions.
(MTS, City of San Diego, Developers, 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)



Allocate flexible space for mobility hub features

- Allocate space for mobility hub features - passenger loading curb, dockless micromobility geofenced drop zones, enhanced bikeways for safer micromobility travel, and dedicated parking spaces for shared electric vehicles.
(SANDAG, MTS, Mobility & Technology Providers, Employers, Property Managers, Developers)
- 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 identify potential curb space within commercial centers and residential complexes for pick up/drop off by on-demand rideshare and shuttle services during peak periods.
(Developers, Property Owners, City of San Diego, MTS, SANDAG, Mobility & Technology Providers)
- Partner with micromobility operators to pilot diverse dockless vehicles. Subsidies may be needed to establish initial ridership. Site micromobility geofenced drop zones at UTC Transit Center and near employment areas and residential complexes.
(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)
- Develop and implement open data sharing agreements and policies between public and private entities for the collection and management of data to better assess ridership, mode shift, and travel preferences.
(SANDAG, Mobility & Technology Providers, City of San Diego, MTS, UC San Diego)