



# Voigt Drive Station Mobility Hub

The Voigt Drive Trolley Station is located in UC San Diego’s East Campus. The station will connect employees, patients, and students from all over the region to University City destinations like large office/research complexes, medical facilities, several hospitals, and the Preuss School UC San Diego. As the most northern station in the entire Trolley system, Voigt is a key gateway for passengers traveling to locations along Genesee Avenue, Campus Point Drive, North Torrey Pines, and beyond.

## What do riders need?



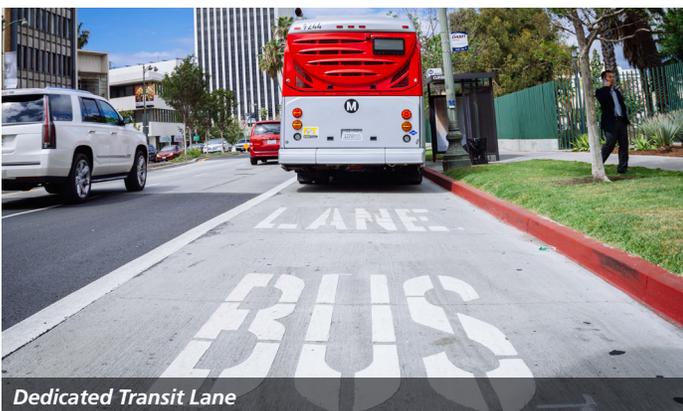
**HEALTH CARE WORKER**  
 I work irregular hours at nearby healthcare facilities and need different ways to reach the station based on the time of day. I’d also like to consolidate some of my errands due to my busy schedule, if possible. *#flexibility*

**OFFICE WORKER**  
 I start work at the same time each day, but it’s too far to walk from the station. I need reliable and frequent travel options that are both time and cost competitive with driving myself. *#reliability*



## How can a mobility hub help?

The Voigt 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



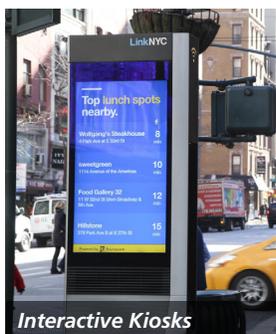
Microtransit



Transit Signal Priority



Protected Bikeway



Interactive Kiosks



Bikeshare

Photos courtesy of SANDAG, LA Metro, Via, JUMP, and LinkNYC

## ENHANCING ACCESS

The Voigt 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

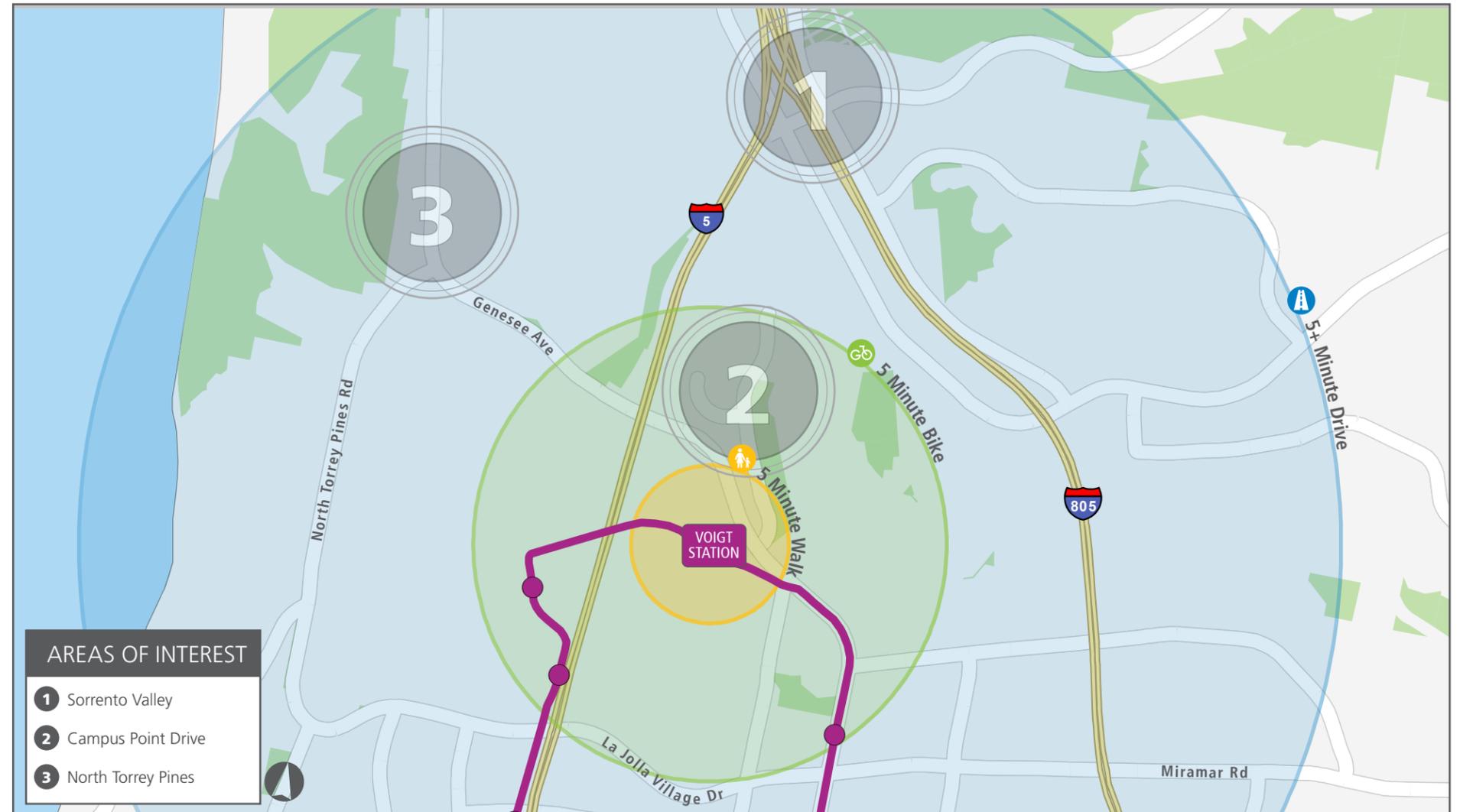
**PEDESTRIAN AMENITIES**  
 Located within a 5 minute walk from the station and may include safe and convenient walkways and crossings

**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  
 Keep mobile devices charged and ready to check availability of shared mobility options and other amenities with free WiFi and USB charging ports at Trolley and SuperLoop Rapid stops.

**BIKEWAYS** 2 3  
 Incorporate safer and more visible buffered bikeways along Voigt/Campus Point Dr, Genesee Ave, and N Torrey Pines Rd to increase bike and scooter access to and from the Trolley station.

**TRANSIT SIGNAL PRIORITY** 1 2 3  
 Provide transit signal priority (TSP) at Voigt/Campus Point Dr and all major intersections on Genesee Ave and N Torrey Pines Rd for local bus and microtransit to make timely Trolley connections.

**ELECTRIC VEHICLE CHARGING** STATION 1 2 3  
 Site "fast charging" stations throughout the mobility hub area for electric rideshare, microtransit, and carshare services to remain charged in between rides.

**REAL-TIME TRAVEL INFORMATION** STATION 1 2 3  
 Site interactive wayfinding kiosks displaying real-time travel tips at the Voigt Drive Trolley Station and throughout the mobility hub including nearby employment campuses.

**MICROMOBILITY PARKING** STATION 2 3  
 Provide secure parking and e-charging options for personal bikes/e-bikes, kick scooters, hoverboards, and other rideables at the Trolley station and nearby businesses.

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

**FLEXIBLE CURB SPACE** STATION 1 2 3  
 Provide at Voigt/Campus Point Dr and throughout the mobility hub for riders to hail shuttle/rideshare services. Package delivery and mobile retailers can stage there during non-peak hours.

**WALKWAYS** STATION 2 3  
 Provide direct pedestrian pathways between the Trolley Station and surrounding campuses - Preuss School, Scripps La Jolla, and UC San Diego Health.

**MICROMOBILITY SERVICES** STATION 2 3  
 Incentivize the use of shared dockless bikes/scooters while allocating space for geofenced designated drop zones at the Trolley station and nearby employment destinations.

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

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

**CROSSINGS** STATION 2 3  
 Incorporate bulb-outs into the Genesee/Campus Point Drive intersection to enhance pedestrian visibility while providing safer and shorter crossings.

**DEDICATED TRANSIT LANES** STATION 2 3  
 Explore implementation of transit lanes on Genesee Ave and N Torrey Pines Rd for local bus and microtransit services to make timely connections between Trolley, COASTER, and employment.

**MICROTRANSIT** STATION 1 2 3  
 Provide on-demand shuttles during peak commute times and convenient passenger loading zones near the station and throughout the mobility hub.

**WAYFINDING** STATION 1 2 3  
 Install dynamic wayfinding signage so everyone may reach their destinations smoothly regardless of mode - walk, bike/scooter, shuttles and/or ridehailing.

### SO WHAT COMES NEXT?

The recommended Voigt Drive Station mobility hub features 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 Voigt 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)*
- Determine if infrastructure is prepared to accommodate shared, connected, and driverless mobility services. Develop an action plan to accommodate these services. *(Developers, Property Managers, Employers, City of San Diego, MTS, SANDAG, UC San Diego, Mobility & Technology Providers)*
- Revise existing criteria for regional grant programs to better integrate mobility hub feature implementation. *(SANDAG, Caltrans)*



#### Partner to fund, pilot, & sustain mobility hub features

- Pilot, on-demand microtransit service between the Trolley and to other employment areas, including Sorrento Valley. Public and private subsidies needed to establish initial ridership. *(City of San Diego, SANDAG, MTS, Employers, UC San Diego, NCTD, 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 near transit and within employment complexes. *(Employers, Property Managers, UC San Diego, 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. Convert portions of curb for mobile retail service use midday. *(SANDAG, MTS, Mobility & Technology Providers, Employers, Property Managers, Developers)*
- Allocate dedicated roadway space on Genesee Ave, N Torrey Pines Rd, and I-5 for transit and pooled rides. *(SANDAG, MTS, City of San Diego, Caltrans)*
- 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 shuttles to adjust service model and vehicle supply. *(Employers, Mobility & Technology Providers, SANDAG, MTS, City of San Diego, UC San Diego)*
- Develop and implement shared mobility data sharing agreements between public agencies and private mobility operators to better assess ridership, mode shift, and travel preferences. *(SANDAG, Mobility & Technology Providers, City of San Diego, MTS, 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. *(City of San Diego MTS, SANDAG, UC San Diego, Mobility & Technology Providers)*