

Mobility Hubs: A Vision for San Diego and Imperial Counties

Regional Mobility Hubs Implementation Plan, Task 3.2

Draft

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IBI Group

By 2020, the first wave of Mobility Hubs has been deployed at key regional transit centers in San Diego and Imperial Counties. By 2025, they are ubiquitous at many places where two or more high-frequency transit lines connect.

Transit riders and people in the community routinely use the range of mobility and traveler information services available at Mobility Hubs to extend their mobility without needing to resort to a single-occupancy vehicle. A whole host of shared-mobility services - from on-demand rides and ridesharing to carshare, bikeshare, and neighborhood electric vehicle rental - are accessible at Mobility Hubs, as are a full range of amenities for those on foot, bicycle or other personal wheeled devices, such as bike parking and bike centers. Access to all services is simplified by universal payment systems. Real-time traveler information and customized itinerary planning services are available at the Hubs - either through interactive kiosks or beamed via WiFi to smart phones and wearables. While technology is a hallmark of Mobility Hubs, they are designed such that anyone can access the services regardless of any technological, economic, linguistic, social or physical disadvantage.

The Mobility Hub's virtual and physical footprint extends far beyond the transit stop - encompassing the bicycle- and pedestrian-friendly Complete Streets radiating out from the Hub in concentric 5-minute walk/bike/drive rings. Most Mobility Hubs are in locations of concentrated urban activity – employment, shopping, housing and/or recreation – and these locations feature a high-level of urban design and easy-to-use static and dynamic wayfinding, so that Mobility Hubs are not islands but rather part of the surrounding community.

Implementation Plan Goals

As the first concrete step to achieving this vision, this Implementation Plan will:

1. Seek input on Mobility Hub candidate locations and desired services from a wide range of stakeholders including private and public transportation providers, existing and emerging providers of app-enabled transportation services, walking and biking advocacy groups, the traveling public and the general public;
2. Develop a list of candidate Mobility Hub locations based on a transparent and vetted set of selection criteria. The list will consider a diverse set of Mobility Hub types based on location, from dense urban centers to semi-rural locations;
3. Provide a catalog of standard Mobility Hub features and services, and a set of design guidelines as a resource for future development of Mobility Hubs. This will include an overall architecture and enabling technology standards to maximize the ability of Mobility Hubs to support future mobility technologies;
4. Thoroughly analyze each candidate Mobility Hub location as to existing features, travel patterns, street network characteristics and modal access sheds;
5. Provide sample conceptual designs for each Mobility Hub type to better communicate the concept and illustrate the design intent;

6. Develop a phased Implementation Plan that considers opportunities for Public-Private Partnerships as well as specific strategies for ensuring that disadvantaged communities equally benefit from Mobility Hubs