Grossmont Transit Center

Mobility hubs are transportation centers located in smart growth areas served by high frequency transit service. They provide an integrated suite of mobility services, amenities, and technologies that bridge the distance between transit and an individual’s origin or destination. They are places of connectivity where different modes of travel—walking, biking, transit, and shared mobility options—converge and where there is a concentration of employment, housing, shopping, and/or recreation. This profile sheet summarizes mobility conditions and demographic characteristics around the Grossmont Transit Center to help inform the suite of mobility hub features that may be most suitable.

Grossmont Transit Center is in the city of La Mesa adjacent to Interstate 8 and State Route 125 and located northeast of the historic La Mesa Village. The station features both Orange and Green Line Trolley service in addition to local bus routes. The transit center features a neighboring multi-family residential development and is located within close proximity to Sharp Grossmont Hospital and the Grossmont Center shopping mall. The area surrounding the transit station and its adjacent employment destinations is characterized by predominantly single family housing. The map below depicts the transit services and bikeways anticipated to serve the community in 2020.

2020 MOBILITY SERVICES MAP

In 2020, a variety of travel options will be available within a five minute walk, bike, or drive to the Grossmont Transit Center.
DEMOGRAPHIC AND TRANSPORTATION HIGHLIGHTS

2020 Population and Employment

**POPULATION** = 44,853
By 2020, almost 45,000 people will live within a five-minute drive of the Grossmont Transit Center.

**EMPLOYMENT** = 24,458
In 2020, almost 25,000 jobs will be accessible within a five-minute drive of the Grossmont Transit Center.

2020 Transit Services

- BUS local bus
- LIGHT RAIL Trolley
- HEAVY RAIL

4,529 Average Weekday Boardings

2020 Vehicle Ownership

Vehicle ownership rates account for all households within a five-minute drive of the Grossmont Transit Center

Households with no vehicle: 11.3%
Households with 1 vehicle: 50.2%
Households with 2 or more vehicles: 38.5%

2020 Mode Share Among Residents

In 2020, residents within a five-minute drive of the Grossmont Transit Center will use a variety of travel modes for both commute and non-commute trips.

- % Drive Alone: 53.4%
- % Carpool: 44.8%
- % Walk: 40.7%
- % Bike: 9.6%
- % Transit: 10.7%
- % School Bus: 0.6%
- % Carpool: 3.6%
- % Transit: 2.2%
- % School Bus: 2.6%

Source: Series 13: 2050 Regional Growth Forecast/San Diego Forward: The Regional Plan in ABM 13.2.2
Situated between the Grossmont Center shopping mall and Sharp Grossmont Hospital, the Grossmont Transit Center provides La Mesa residents and employees with access to two Trolley lines and two local bus routes. As part of the Trolley Renewal project, the Trolley’s Orange Line was renovated to provide a more comfortable transit experience for riders. The renovation included signal optimization for improved service, raised platforms, new shelters, and next arrival signage. These large-scale improvements align with what the mobility hub concept aims to support – more effective and convenient high-quality transit service. Additional opportunities to enhance the transit waiting and transfer experience for new and existing transit commuters could be explored including WiFi and USB charging ports.

The existing curbside loading area adjacent to the station provides commuters with access to bus stops and both Orange and Green Line trolley service. This designated curb space provides an opportunity to enhance the passenger loading experience by adding clear wayfinding signage. Where feasible, implementation of a flexible curb space could accommodate convenient mobile services, such as food or retail vendors (e.g., grocery pickup, mobile dry cleaning, mobile hair salon), that are not duplicative of services at the nearby commercial center.

The co-location of the station with two large multifamily complexes makes this a great opportunity to expand transit-oriented development (TOD) features. A safe and complete sidewalk network encourages TOD residents and transit riders to consider walking over driving for trips to and from nearby shopping center and medical facilities. An elevated pedestrian bridge provides transit users with a solution to the station’s topographical challenges, allowing them to make connections to surrounding commercial and medical destinations.

The availability of 220 parking spaces at the station may encourage outlying La Mesa residents to try riding transit for the first time. The seamless Park & Ride experience is an opportunity to alleviate congestion on Interstate 8 during peak commuting periods. When warranted, the use of smart parking technologies can facilitate parking reservations in response to changes in parking demand. Additionally, dedicated parking for non-vehicular yet motorized alternatives, like electric bikes or scooters, can encourage commuters to consider reduced emission options that require less parking space. Dedicated parking for these emerging travel options could be provided as they become more popular.
RECOMMENDED MOBILITY HUB FEATURES

Mobility hubs depend on a complementary suite of transportation services, amenities, and technologies to deliver a seamless and reliable travel experience. Providing context-sensitive mobility hub features leverages existing transportation investments while anticipating the future of mobility in the San Diego region. Pedestrian, bike, and motorized solutions all play a role to enhance connections to transit while extending its reach into communities. The incorporation of electrified mobility options coupled with real-time technologies will reduce our region’s carbon footprint while providing a fully integrated trip planning experience. As on-demand and autonomous services become more ubiquitous, transit stations and their surrounding communities will need to adapt to ensure these services effectively meet the needs of users while positively contributing to the transportation landscape.

ENHANCED TRANSIT WAITING AREAS
The provision of WiFi hotspots and USB charging ports can add to existing transit station amenities—shelters, seating, and real-time Trolley arrival information.

WALKWAYS
Some pedestrian paths beyond the transit station lack landscaping and lighting. Enhanced walkways can improve safety for pedestrians accessing retail and medical facilities at all times of day.

MICROTRANSIT
Autonomous, on-demand microtransit services may be sponsored by Grossmont area employers to enhance employee connections to the transit center.

ON-DEMAND RIDESHARE
Dynamic carpools could be encouraged to provide residents with a convenient way to access Trolley services while minimizing parking impacts. Pooled ridehail services could also be used by area residents to access Trolley services.

SMART PARKING
Smart parking technology can inform commuters of available station parking, facilitate parking reservations, and locate EV charging stations and parking for shared mobility options. Smart parking features could also include dynamic wayfinding and can be applied to busy neighboring retail centers and Sharp Grossmont Hospital.

FLEXIBLE CURB SPACE
Plentiful existing curb space for passenger loading/unloading could be enhanced to streamline on-demand rideshare activity while accommodating mobile retail services. Effective and visible signage can indicate which portions of curb space are designated for pick-up/drop-off and when they may be occupied by mobile retail services.

MOBILE RETAIL SERVICES
Mobile retail services that are not duplicative of nearby commercial centers (e.g., grocery and dry cleaning pick-up) offer a convenient solution for riders on-the-go. Flexible curb space can enhance access to these services at the Trolley station during peak travel times.

PACKAGE DELIVERY
Conveniently located package delivery lockers can assist Grossmont area residents with handling frequent parcel pick-ups before boarding or exiting Trolley or bus services.

UNIVERSAL TRANSPORTATION ACCOUNT
An integrated system that offers La Mesa residents and employees a seamless way to find, access, and pay for a wide range of mobility services and amenities is a key component of a mobility hub.

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