Oceanside 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 Oceanside Transit Center to help inform the suite of mobility hub features that may be most suitable.

Oceanside Transit Center (OTC) is one of the busiest transit centers in the San Diego region. The station is located along a mixed-use corridor near downtown Oceanside in the northwest corner of the region. Several transit services converge at OTC – Amtrak and Metrolink inter-regional rail services, COASTER commuter rail, SPRINTER light rail, and several local bus routes. The OTC is also located within close proximity to the Marine Corps Base Camp Pendleton, the largest military installation in the San Diego region in terms of employment. There are also a number of restaurants, retail services, and coastal tourist destinations within close proximity of the station. 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 Oceanside Transit Center.
DEMOGRAPHIC AND TRANSPORTATION HIGHLIGHTS

2020 Population and Employment

**POPULATION** = 29,183
By 2020, almost 30,000 people will live within a five-minute drive of the Oceanside Transit Center.

**EMPLOYMENT** = 9,041
In 2020, almost 10,000 jobs will be accessible within a five-minute drive of the Oceanside Transit Center.

2020 Transit Services

- BUS
  - local bus
- LIGHT RAIL
  - SPRINT
- HEAVY RAIL
  - COASTER, Amtrak, and Metrolink

**3,072**
Average Weekday Boardings*

*not reflective of Amtrak and Metrolink ridership

2020 Vehicle Ownership

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

- 48.7%
- 13.4%
- 37.9%

- Households with no vehicle
- Households with 1 vehicle
- Households with 2 or more vehicles

2020 Mode Share Among Residents

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

- 51.6%: Drive Alone
- 42.4%: Carpool
- 35.5%: Walk
- 14%: Transit
- 6.1%: Bike
- 5%: School Bus

Source: Series 13: 2050 Regional Growth Forecast/San Diego Forward: The Regional Plan in ABM 13.2.2
MOBILITY HUB OPPORTUNITIES

The Oceanside Transit Center serves as a gateway to the San Diego region with convenient access to inter-regional rail and local bus services. Naval Base Camp Pendleton is located just a few miles north of the transit center; however, alternative mobility options are limited for traveling to/from base. The integration of motorized shared services could help fulfill the desire to enhance connections on base, to/from the transit center, and other regional destinations for both military personnel and civilian employees.

In 2017, SANDAG and the North County Transit District (NCTD) completed the Oceanside Transit Center Platform Improvement Project to add a new track and additional platform to streamline passenger boarding. The project will improve transit waiting area amenities including new shelters, seating, and electronic signs displaying real-time arrivals and departures. These improvements closely align with the mobility hub concept while opening the door for future enhancements and amenities such as:

- WiFi and USB charging ports
- mobile retail services
- package delivery lockers
- enhanced curbside pick-up and drop-off facilities

The Oceanside Transit Center provides commuters with access to more than 1,200 parking spaces at a surface parking lot and three-story parking structure. The large parking supply provides an opportunity to encourage travelers to park and ride COASTER, SPRINTER, or bus services for local trips. Additionally, long-term parking is available for travelers who choose to ride inter-regional rail services instead of driving north. The transit center has strong potential to become a mobility hub by leveraging space to accommodate shared mobility solutions, curb access enhancements, and mobile retail services that aren’t duplicative of nearby commercial destinations. Expansion of existing electric vehicle charging infrastructure could promote the use of electrified mobility alternatives such as carshare and on-demand shuttles.

The City of Oceanside is making great strides to integrate mobility improvements with existing land use to create a more walkable and bike-friendly community. For example, the Mission Avenue Improvements Project widened sidewalks, enhanced pedestrian crossings and lighting, and added street furniture, landscaping, and public art. These improvements have contributed to implementing the city’s vision for multimodal travel by providing beach and business patrons with alternative options to driving. Similarly, Oceanside is implementing mixed-use, smart growth, and complete street concepts around transit nodes as part of the Coast Highway Vision and Strategic Plan. Local bikeways, the Oceanside segment of the Coastal Rail Trail, and the planned Inland Rail Trail are all opportunities to encourage biking as a viable daily travel option. The transit center’s secure group bike parking facility aligns with these capital investments by providing both convenience and safety for new cyclists.
Oceanside Transit Center

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 recent transit station improvements, including new shelters, seating, and real-time arrival information.

PASSENGER LOADING ZONES

Designated curbside facilities contribute to seamless passenger loading and unloading while helping to reduce conflicts with transit vehicles and others parking at the station.

BIKESHARE

Bikeshare services can encourage cycling for short trips within downtown Oceanside while providing convenient and secure bike parking options. As planned bikeways expand, bikeshare can help residents and visitors connect to neighboring coastal communities.

CARSHARE

Aligning carshare service with mixed-use and higher density residential or commercial development can help alleviate future traffic and parking impacts within the coastal community. Carshare can also enhance mobility for both civilian and military families that lack access to a personal vehicle.

ON-DEMAND RIDESHARE

On-demand rideshare services can facilitate connections for visitors carrying out inter-regional travel, military and civilian staff commuting to/from Camp Pendleton, and residents that may not have access to a personal vehicle.

SMART PARKING

Oceanside commuters and visitors can leverage smart parking technology to determine how much transit parking is available while reserving spaces for carpools and electric vehicles.

WAYFINDING

Intuitive wayfinding can assist travelers with locating major destinations along Coast Highway and Mission Avenue while indicating the location of shared mobility services at the transit center.

MICROTRANSIT

An autonomous, on-demand shuttle could provide military and civilian staff and their families a convenient connection from the Oceanside Transit Center to Camp Pendleton while reducing traffic and parking impacts on the military base.

UNIVERSAL TRANSPORTATION ACCOUNT

An integrated system that offers Oceanside residents, employees, and visitors 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.

MOBILE RETAIL SERVICES

Retail services like grocery, dry cleaning, and package delivery stations can help commuters complete daily errands while en route to or from the station.

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