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

Vista Transit Center is located within the northern inland city of Vista’s community center. This suburban transit center features SPRINTER light rail and a few local bus routes within the downtown village area. Several retail destinations within the village area, including restaurants and local breweries, can be accessed from the transit center via a short walk or bike ride. Additionally, some big box retail and predominantly single-family residential development characterizes the larger station area. 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 Vista Transit Center.

![2020 Mobility Services Map](image-url)
DEMOGRAPHIC AND TRANSPORTATION HIGHLIGHTS

2020 Population and Employment

**POPULATION** = 53,433
By 2020, over 50,000 people will live within a five-minute drive of the Vista Transit Center.

**EMPLOYMENT** = 14,263
In 2020, almost 15,000 jobs will be accessible within a five-minute drive of the Vista Transit Center.

2020 Transit Services

- ✔ **BUS**
  - local bus
- ✔ **LIGHT RAIL**
  - SPRINTER
- ❏ **HEAVY RAIL**

4,474 Average Weekday Boardings

2020 Vehicle Ownership

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

- Households with no vehicle: 9.3%
- Households with 1 vehicle: 52.2%
- Households with 2 or more vehicles: 38.5%

2020 Mode Share Among Residents

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

- % Drive Alone: 43.3%
- % Carpool: 38%
- % Walk: 44.8%
- % Bike: 10.7%
- % Transit: 12%
- % School Bus: 0.4%
- % Commute Trips by Mode
- % All Trips by Mode

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

The Vista Transit Center is conveniently located near the city’s downtown village, making the SPRINTER light rail service and local bus routes ideal for accessing the community’s retail destinations. The station features a large waiting area with ample opportunities to implement mobility hub features and technology enhancements such as:

- WiFi and USB charging ports
- Interactive transportation kiosks that display real-time travel information
- Convenient package delivery stations
- Mobile retail services that complement those located in the village

The transit center is located near a future segment of the Inland Rail Trail, a regional bikeway that will connect the cities of Oceanside, Vista, San Marcos, Escondido, and parts of the unincorporated County of San Diego. The provision of this protected bike path coupled with the existing buffered bike lane on Vista Village Drive can provide Vista residents with increased bike access to transit and fulfill recreational biking needs. Additionally, the North County Transit District (NCTD) allows riders to bring bikes aboard buses and the SPRINTER so they may continue using a bike for any last mile commute needs.

Multifamily housing projects that include affordable units or ground floor retail are planned for the area surrounding the Vista Transit Center. This will add a mixed-use component to the village, and the integration of context-sensitive mobility hub features can assist in bridging the connection between land use and transportation for this transit-oriented district.

The availability of on-demand rideshare options (e.g., Lyft, Uber) and their growth within the North County sub-region can reduce demand for parking in the village area and beyond. A growing employment sector along State Route 78 increases opportunities to encourage commuters to try alternative travel options to reduce congestion in this heavily traveled corridor. Additionally, Vista is attracting more tourism thanks in part to a thriving craft brewing industry. A rise in the number of Vista residents, employees, and visitors who opt to use on-demand rideshare affords the opportunity to implement designated curb space for more efficient, safe and seamless passenger loading and unloading.
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**
Enhanced Vista Transit Station amenities could include WiFi hotspots, USB charging ports, and an interactive transportation kiosk that displays real-time arrival information. Waiting area improvements could also align with Vista’s wayfinding and placemaking investments.

**BIKE PARKING**
Secure bike parking at the transit center and within the village will complement existing and proposed bikeways while supporting active travel options. Additional amenities like bike repair tools, bike wash stations, and electric bike charging can encourage cycling to/from transit.

**PACKAGE DELIVERY**
Siting package delivery lockers at the transit center provides commuters with a convenient location to fulfill parcel pick-ups/drop-offs before or after their commute.

**REAL-TIME TRAVEL INFORMATION**
Real-time displays indicating SPRINTER, BREEZE, shuttle, and on-demand rideshare availability can better inform transit riders of their potential travel connections.

**ON-DEMAND RIDESHARE**
The use of pooled ridehailing services (e.g., Lyft Line, UberPOOL) to/from transit can help reduce congestion along the State Route 78 corridor while providing a reliable, convenient ride to this area’s growing employment cluster.

**SMART PARKING**
As transit ridership increases, implementation of smart parking features may help manage parking demand by informing commuters of available parking, carpool to transit options, and carpool parking reservations.

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

- 4012
- SDForward.com/RegionalMobilityHub
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