City Heights Transit Plaza

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 City Heights Transit Plaza to help inform the suite of mobility hub features that may be most suitable.

The City Heights community features several diverse neighborhoods that contain a mix of both high and low density housing, local businesses, educational facilities, and parks. The City Heights and Boulevard Transit Plazas provide effective connections between Rapid and local bus routes, and near-term improvements to both plazas will result in the San Diego region’s first freeway-level transit stations. Both transit plazas are within close proximity of retail outlets and restaurants within three major business districts on University Avenue, El Cajon Boulevard, and Adams Avenue. The map below depicts the transit services, bikeways, and shared mobility options 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 City Heights Transit Plaza.
DEMOGRAPHIC AND TRANSPORTATION HIGHLIGHTS

2020 Population and Employment

**POPULATION** = 121,306
By 2020, over 120,000 people will live within a five-minute drive of the City Heights Transit Plaza. This station area has the highest concentration of residents among all eight mobility hub prototype sites.

**EMPLOYMENT** = 14,364
In 2020, almost 15,000 jobs will be accessible within a five-minute drive of the City Heights Transit Plaza.

2020 Transit Services

- **BUS**
  - Rapid and local bus
- **LIGHT RAIL**
- **HEAVY RAIL**

Average Weekday Boardings: **2,574**

2020 Vehicle Ownership

Vehicle ownership rates account for all households within a five-minute drive of the City Heights Transit Plaza.

![Pie chart showing vehicle ownership rates](chart)

- **34.3%** Households with no vehicle
- **17.6%** Households with 1 vehicle
- **48.1%** Households with 2 or more vehicles

2020 Mode Share Among Residents

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

![Bar chart showing mode share](chart)

- **43%** Commute Trips by Mode
  - % Drive Alone: 36%
  - % Carpool: 23.5%
  - % Walk: 17.5%
  - % Bike: 2%
  - % Transit: 1.6%
  - % School Bus: 9%
  - % school: 5.6%
- **36%** 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

City Heights residents and employees have access to several Rapid and local bus routes that connect to major destinations throughout the San Diego region. The City Heights Transit Plaza offer spacious waiting areas with seating and shade to enhance a transit rider’s experience. Integration of technology, retail, and placemaking improvements can increase comfort and convenience for all transit plaza users. When riders have real-time travel information, they can better plan their trip and reduce wait times. Also, the opportunity to purchase coffee and a snack or interact with an art display makes the waiting experience more enjoyable.

City Heights is a vibrant community with burgeoning local business districts. The ability to safely walk to and from transit, residential, and commercial areas is a key component of a mobility hub. Some sidewalks contain bumps or cracks or there may be unprotected crossings beyond the immediate transit plaza area. Safe and plentiful sidewalks and crossings make it more appealing to explore the neighborhood on foot so this setting provides a strong opportunity to enhance the walking environment. Additionally, several new bikeways are proposed on Meade Avenue, Orange Avenue, Central Avenue, and Landis Street, creating an opportunity to make biking a safe and convenient option for all types of trips and people of all ages and abilities. The addition of safe bike parking options would complement these active transportation investments.

Dependence on transit is higher than most other communities in the San Diego region. Access to a suite of shared mobility service options can provide residents with viable alternatives to a private automobile. Vacant properties within the City Heights community may be viewed as an opportunity to support a variety of mobility hub features that complement high frequency transit and provide the community with flexible, on-demand travel options. For example, dedicated carshare parking increases the likelihood that a vehicle will be available for use, and adequate curb space provides a safe and efficient way to hail rideshare or shuttle services. Furthermore, this vacant space could accommodate mobile retail, bringing services directly to the transit rider and eliminating the need for an additional trip.
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**
Integration of real-time arrival information, retail services, and placemaking improvements can increase comfort and convenience for all transit plaza users.

**WALKWAYS**
Providing more complete and safe sidewalks can enhance walkability to/from transit and major business districts.

**BIKE PARKING**
Secure bike parking options throughout the mobility hub will help make biking to/from transit and commercial areas more attractive and convenient.

**BIKESHARE**
Incorporation of bikeshare services will complement proposed bikeways while providing an additional active mobility option for residents and visitors.

**DEDICATED TRANSIT LANES**
High-frequency transit services on University Avenue and El Cajon Boulevard may benefit from dedicated lanes and transit signal priority to make transit more competitive with single-occupant vehicles during peak commute periods.

**CROSSINGS**
More protected and visible crossings beyond the immediate transit station area will better prioritize pedestrian travel within the mobility hub walk shed.

**ELECTRIC BIKE & SCOOTERSHARE**
Motorized shared scooter services could provide a flexible yet competitive travel choice for residents while reducing demand for neighborhood parking space.

**ON-DEMAND RIDESHARE**
Ridehailing services provide on-demand travel solutions for those lacking a personal vehicle or who may be in need of a ride when transit is running less frequently or no longer operating.

**MICROTRANSIT**
Microtransit services can help fill gaps in the City Heights transit network by providing on-demand pooled rides for those destined for locations not served by high-frequency transit.

**CARSHARE**
A shared vehicle fleet provides a flexible mobility solution for individuals and families needing access to a car for short periods of time. The addition of dedicated carshare parking spaces near transit provides increased service convenience and reliability.

**ELECTRIC VEHICLE CHARGING**
Electric vehicle charging provides the community with reliable and convenient opportunities to power up emission-free mobility options like electric scooters and carshare vehicles. Wireless charging technology could also support electrified transit and on-demand rideshare services.

**UNIVERSAL TRANSPORTATION ACCOUNT**
An integrated system that offers City Heights 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.
City Heights Transit Plaza (Existing Transit Station Area)
Defining the cities of tomorrow

City Heights Transit Plaza (Mobility Hub Concept)

A universal transportation account offers a single mobile app to find, access, and pay for a wide range of mobility services—transit, carshare, bikeshare, parking, tolls, etc.

A bike repair stand allows cyclists to repair and maintain their personal bikes. Stands may be located within a group bike parking facility for added security.
City Heights Transit Plaza (Existing Transit Station Area)
Mobility hubs may feature vehicles available for short-term rental that are either returned to the same pick-up point or another designated carshare parking area.

Photo courtesy of Zipcar

On-demand electric neighborhood shuttles can transport up to five passengers to/from transit or to other destinations within the community.