Barrio Logan Trolley Station

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 Barrio Logan Trolley Station to help inform the suite of mobility hub features that may be most suitable.

Barrio Logan is one of San Diego’s oldest and most culturally significant neighborhoods and job centers. The community is located south of Downtown San Diego and is adjacent to San Diego Bay’s bustling maritime industry. The Barrio Logan Trolley Station offers residents and employees connections to local restaurants and retailers, Chicano Park, and the San Diego Continuing Education César E. Chávez Campus. The station provides access to the UC San Diego Blue Line and a high frequency, late operating local bus route. 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 Barrio Logan Trolley Station.
DEMOGRAPHIC AND TRANSPORTATION HIGHLIGHTS

2020 Population and Employment

**POPULATION** = 60,600
By 2020, over 60,000 people will live within a five-minute drive of the Barrio Logan Trolley Station.

**EMPLOYMENT** = 72,026
In 2020, over 70,000 jobs will be accessible within a five-minute drive of the Barrio Logan Trolley Station.

2020 Transit Services

- **BUS**
- **LIGHT RAIL**
  - Trolley
- **HEAVY RAIL**

2020 Vehicle Ownership

Vehicle ownership rates account for all households within a five-minute drive of the Barrio Logan Trolley Station.

- Households with no vehicle: 22.1%
- Households with 1 vehicle: 19.4%
- Households with 2 or more vehicles: 58.5%

2020 Mode Share Among Residents

In 2020, residents within a five-minute drive of the Barrio Logan Trolley Station will use a variety of travel modes for both commute and non-commute trips.

- **% Drive Alone**: 48.1%
- **% Carpool**: 35.4%
- **% Walk**: 26.1%
- **% Bike**: 2.4%
- **% Transit**: 1.4%
- **% School Bus**: 2.2%

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

The Barrio Logan Trolley Station is located adjacent to San Diego’s urban core and the industrial waterfront. The station provides a convenient waiting area for the popular Blue Line Trolley that connects downtown to the U.S./Mexico border. As part of the San Diego Trolley Renewal Project, the Blue Line was renovated to offer a more comfortable transit experience for riders. The renovation included signal optimization for improved service, larger shelters, and raised platforms for ease of access. Building upon these improvements, the station could offer enhanced station amenities like WiFi, USB charging ports, and an interactive transportation kiosk that displays real-time information about regional transit services.

Vehicle ownership in Barrio Logan is low and transit ridership is proportionally higher than other parts of San Diego. The recent investment in multifamily housing and major commercial destinations near the Trolley station provides amenities for both residents and visitors. The Mercado del Barrio shopping center, César Chávez Continuing Education Center, Chicano Park, art galleries, and restaurants attract neighborhood residents and visitors alike. The working waterfront is well-known for attracting large numbers of commuters each day. However, the connections from the Trolley to key Port of San Diego entry points are limited, encouraging many to drive alone, impacting parking along Harbor Drive.

Given the neighborhood’s proximity to downtown, a wide variety of shared mobility options could be explored to enhance the travel experience for Barrio Logan residents, employees, and visitors. Three bikeshare stations in the northern portion of the community provide an opportunity to enhance cycling on the Bayshore Bikeway. Carshare and on-demand rideshare services could also greatly benefit these communities, but subsidies may be needed to ensure equitable access. Existing curb space within the community could be transitioned, where feasible, to accommodate shared services and 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
The Trolley station could offer enhanced station amenities like WiFi, USB charging ports, and an interactive transportation kiosk that displays real-time information about regional travel options.

BIKEWAYS
Providing safe and convenient bikeways will encourage residents to choose biking as a way to complete short trips or connect to transit. Improved bikeways would also complement existing bikeshare services.

REAL-TIME TRAVEL INFORMATION
Real-time travel displays inform residents, employees, and visitors of available transit and shared mobility services. Mounted displays could be sited near the Trolley station or nearby retail and educational facilities.

BIKESHARE
Expansion of DecoBike services within the community can build upon the dense bikeshare network downtown while providing a viable travel option for residents and visitors. Integration of electric bikes can assist with longer trips to outlying communities. Membership subsidies could also be provided to residents.

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.

ON-DEMAND RIDESHARE
Increased use of pooled, on-demand rideshare services can enhance mobility for the Barrio Logan community. Subsidies could also be provided to ensure equitable access. Additionally, portions of existing curb space could be transitioned, where feasible, to accommodate passenger loading/unloading, particularly as these services become autonomous.

MICROTNSIT
Autonomous microtransit services could enhance connections from the Trolley Station to the proximate waterfront industries, military base, and greater downtown community.

ELECTRIC VEHICLE CHARGING
Electric charging stations provide convenient opportunities to power electrified shared mobility services like bikeshare, microtransit, or carshare vehicles.

WAYFINDING
Improved wayfinding assists transit riders with making effective transfers between Trolley and bus service in addition to locating nearby shared mobility services and community destinations.

UNIVERSAL TRANSPORTATION ACCOUNT
An integrated system that offers Barrio Logan 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.