

# SDIA Transit Plan: Existing Conditions Analysis



Presented by:  
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January 2015

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NYGAARD

Photo source: [mcmahonsteel.com](http://mcmahonsteel.com)



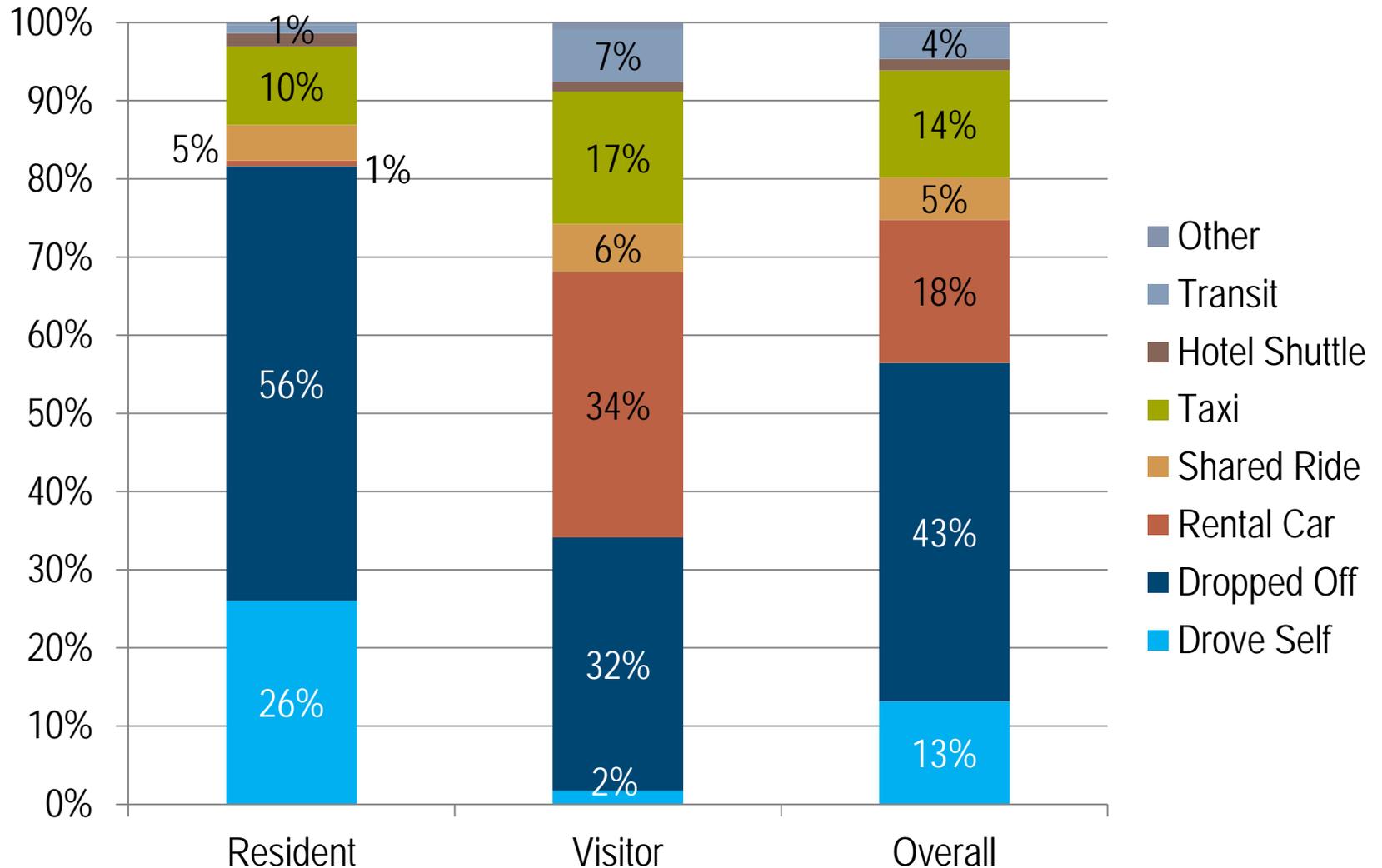
# High Level Themes

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- Access: Private vehicle is main access mode, but there is market potential for increased transit/shared-vehicle access
- Parking: SAN has fewer spaces/1000 boardings than most peers, but there are always *some* open spaces at today's supplies/pricing
- Spatial patterns: A large share of passengers come from homes or hotels within a short ride of the Airport; I-5 north and south corridors are also key
- Transit/van mode share of 9% is consistent with peers
- Stakeholder reflections:
  - Existing transit services could be better, more welcoming, easier to use, and more efficient
  - Mixed feedback on Flyaway/Remote Terminal potential

# Access Mode

# Most Passengers Access SAN by Private Vehicle





Data Source: MTS FY14

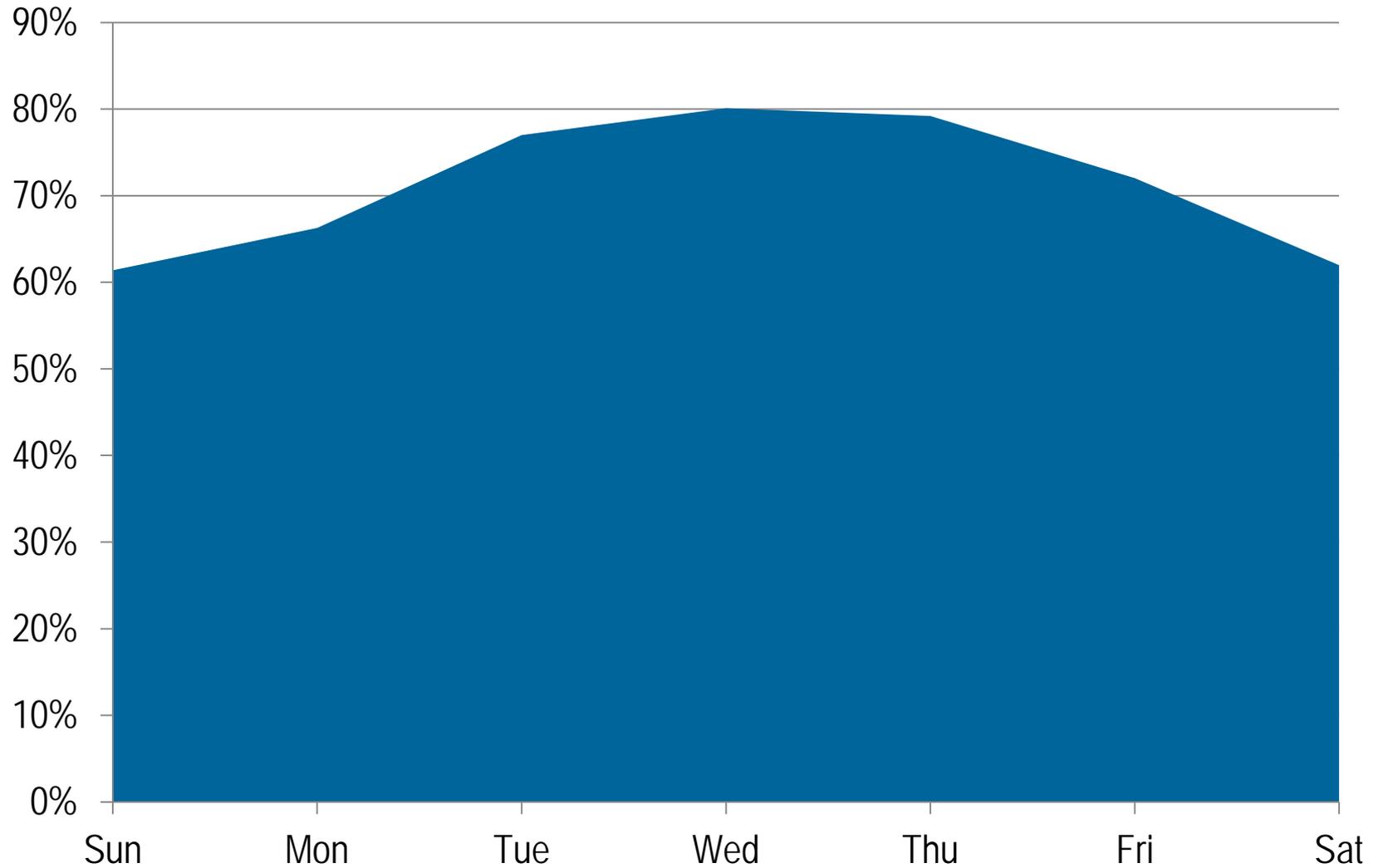
## Transit Access

Two-thirds of 992 passengers transfer, half of those transferring do so from the Trolley system



# Parking Occupancy: Day of Week

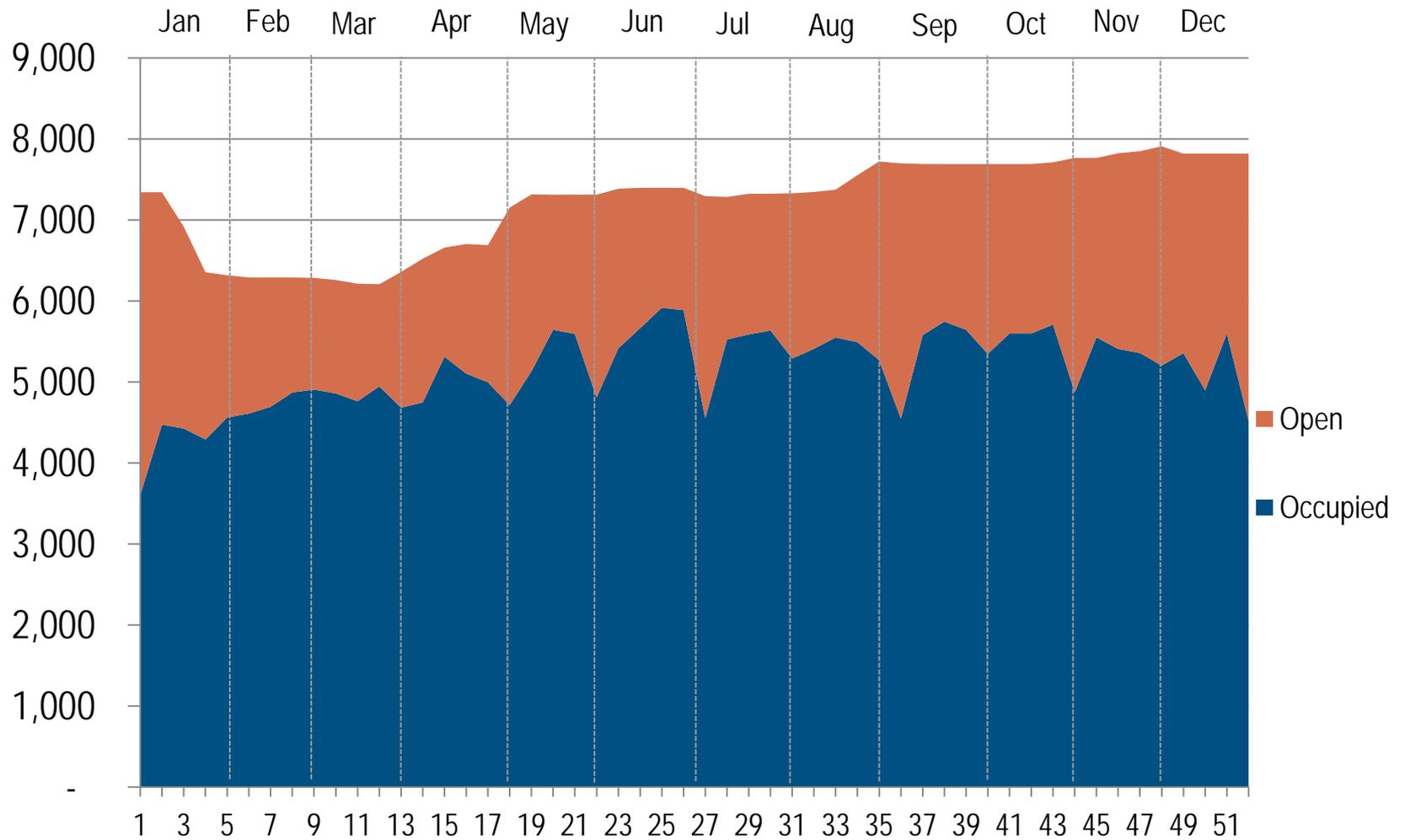
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2013 full year; source: Ground Transportation



# Parking Occupancy: Week of Year



2013 full year; source: Ground Transportation

# Access Patterns

# Overall Travel Patterns



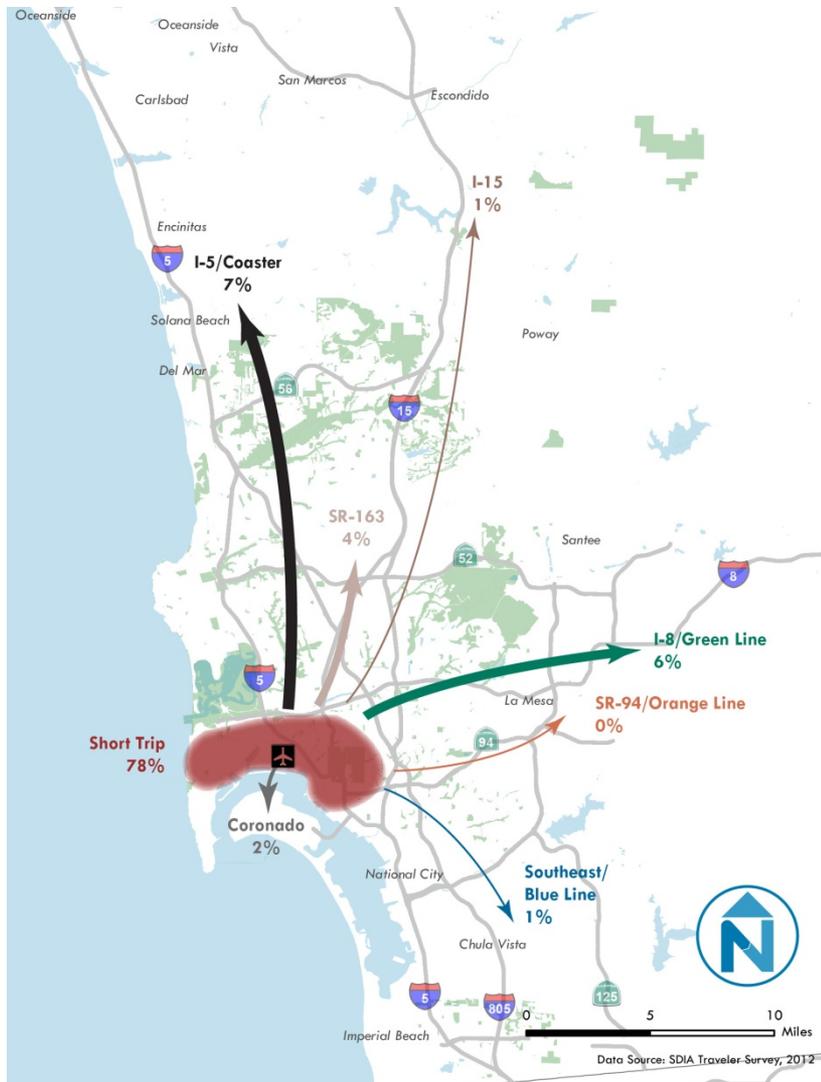
- More than 1/3 of trips within a short ride of airport
- Corridors with existing trolley service account for 20% of passenger home/hotel locations

# Passengers Residing in San Diego Area

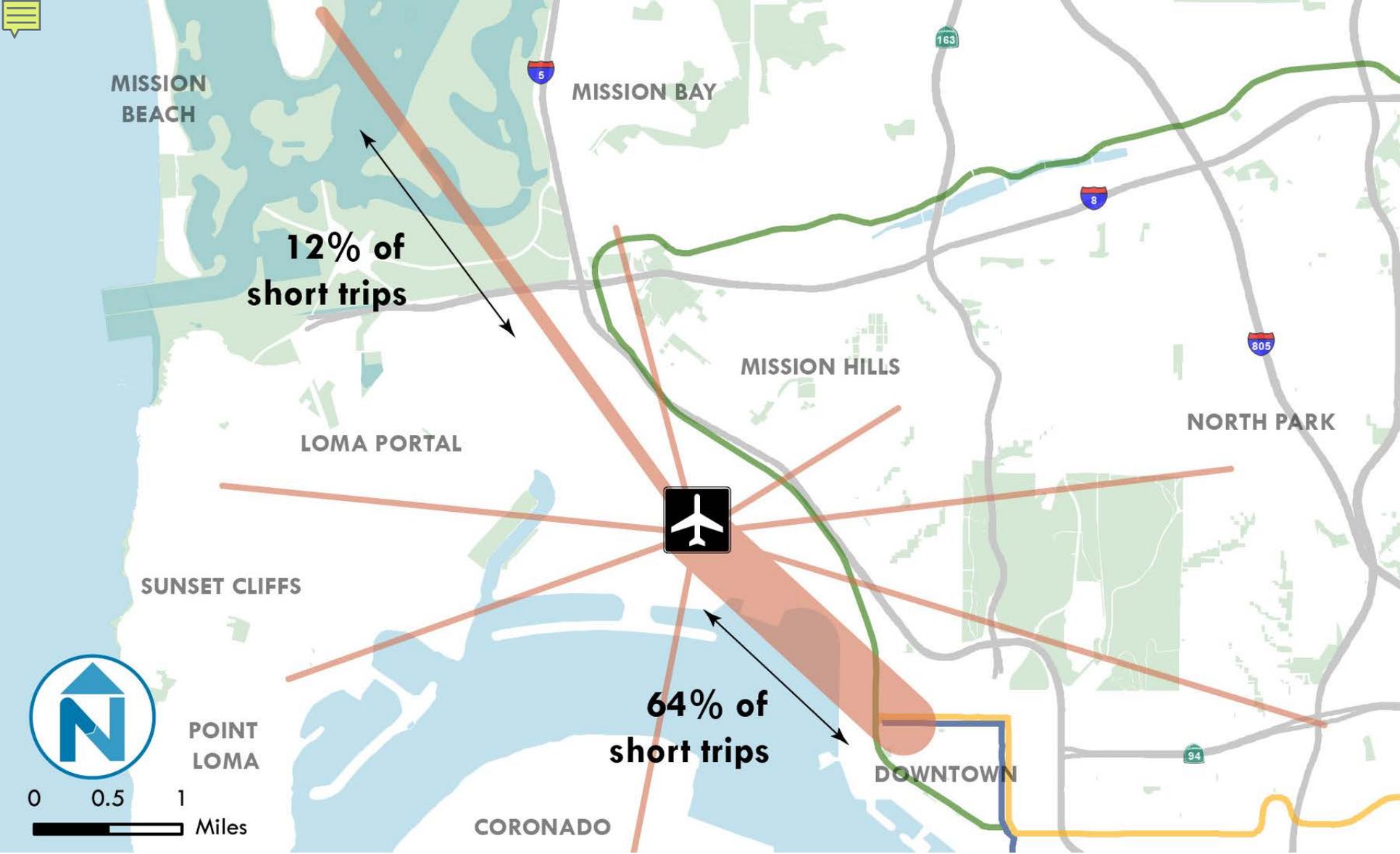


- I-5 north corridor is biggest single market
- COASTER and Mid-Coast improvements could tap this market more fully
- All other markets – 5-16% of home locations each

# Passengers Visiting San Diego Area

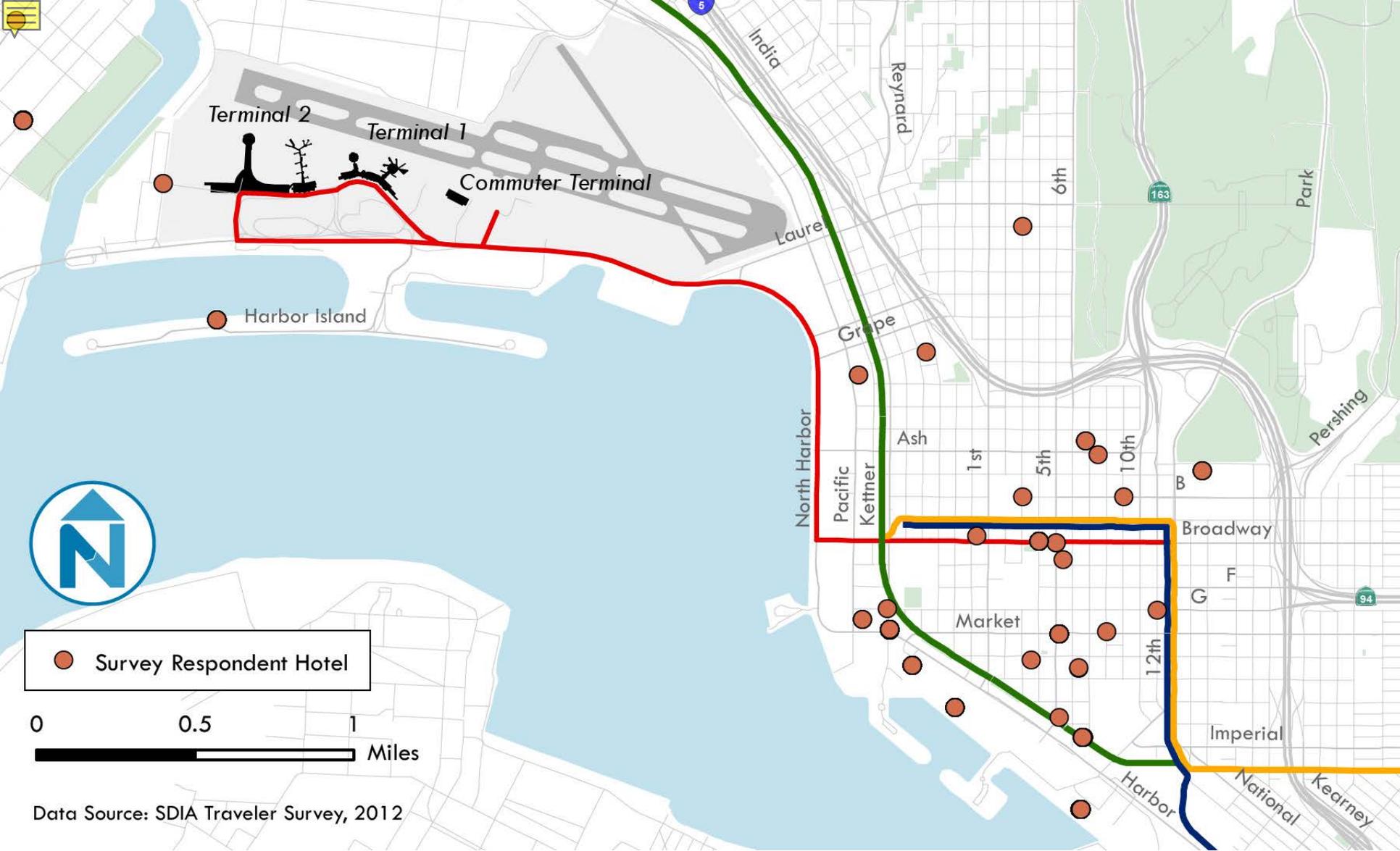


- Lodging heavily concentrated near Airport
- Hotel locations highly concentrated within this area
- Biggest shares of reported lodging locations outside the “short trip” zone: I-5 north and I-8 corridors
- Short trips account for nearly 80% of passenger trips.



## Downtown is Strongest Travel Market

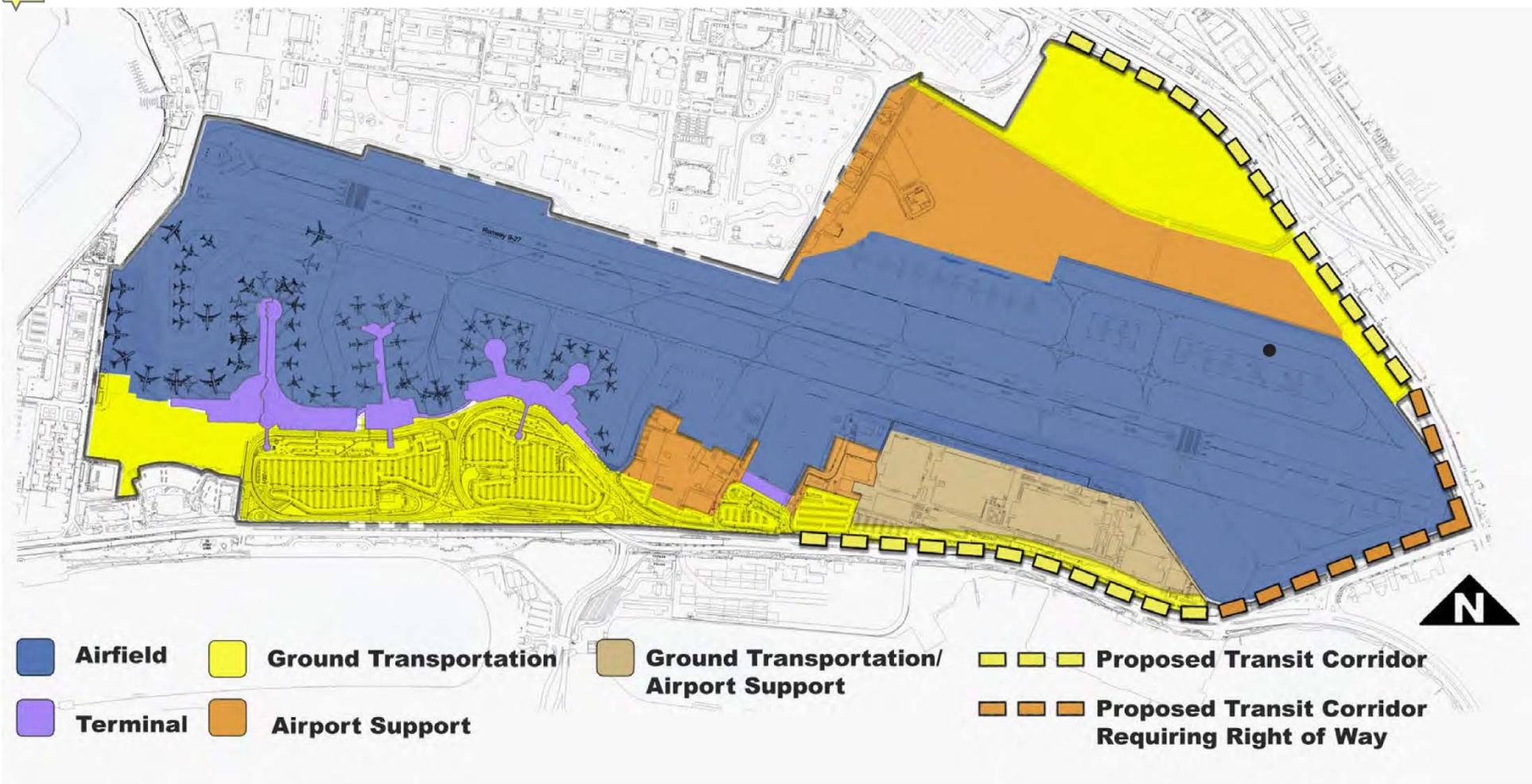
Biggest opportunities are for enhanced downtown and Mission Beach services!



## Reported Hotel Locations

Concentrations near the Convention Center/along Harbor (currently requires a transfer)

# Prior Plans

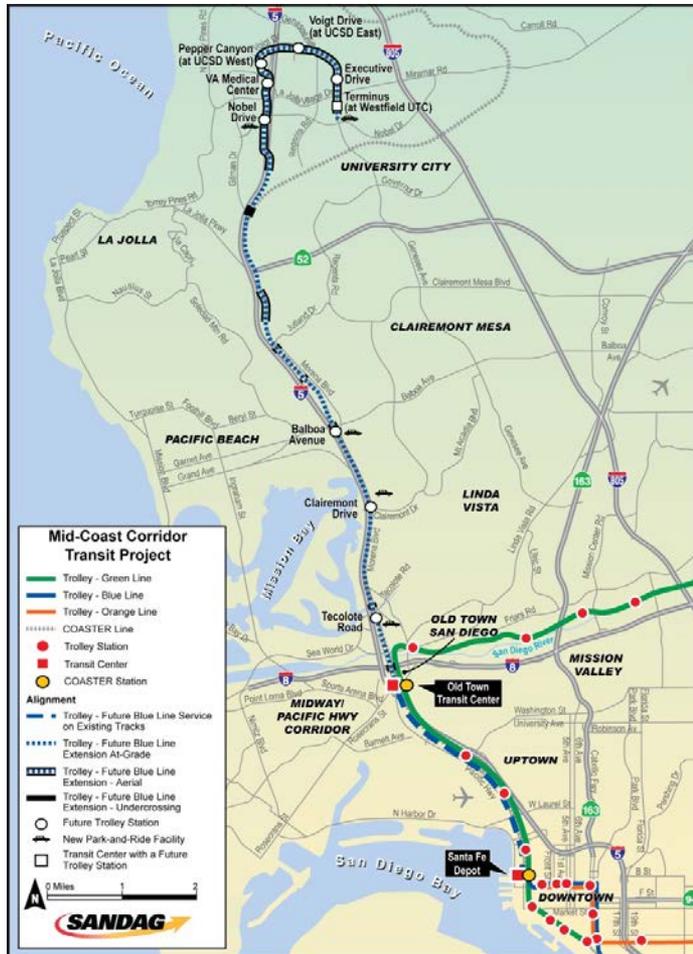


## 2008 Master Plan: Transit Corridor

Envisioned transit corridor running from new rental car facility/transit center on north side of airport to terminal area

# North County/I-5 Corridor Plans

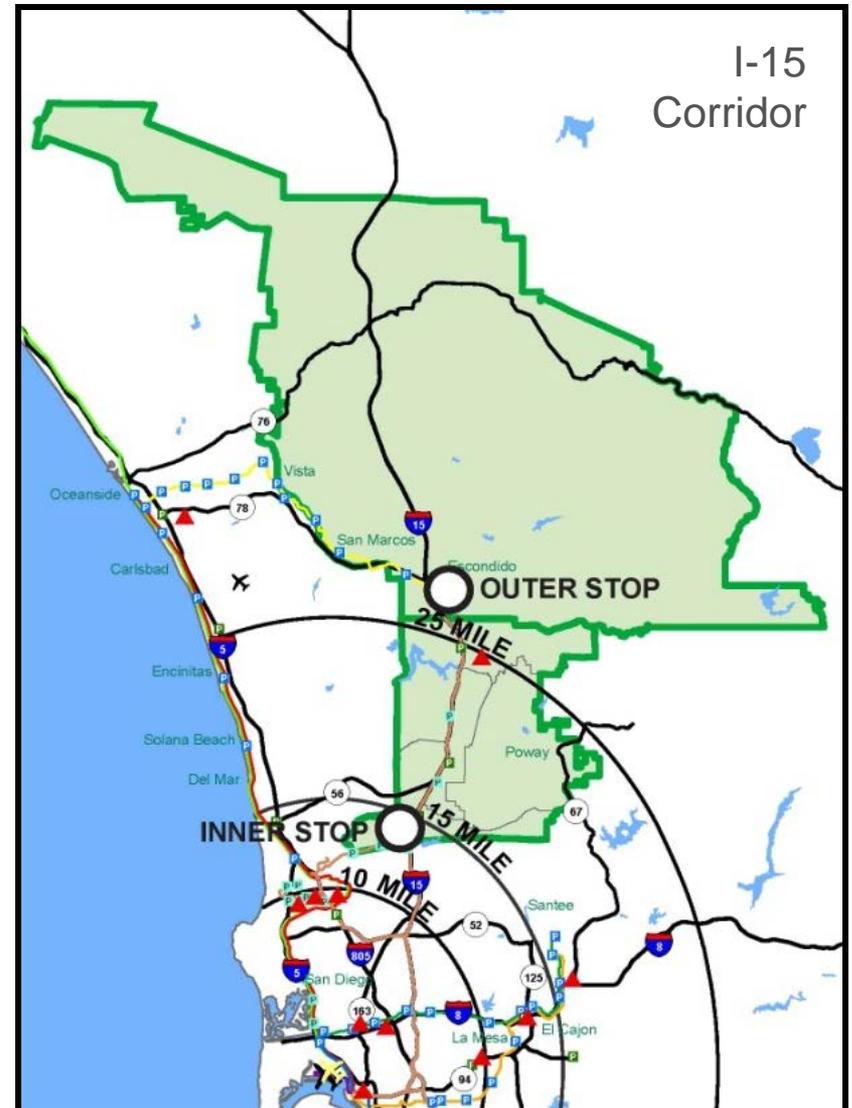
## Mid-Coast Trolley



## COASTER Service Expansion

Year	Peak Service	Off-Peak Service
Current	~Every 45 minutes (peak direction)	~Every 120 minutes
2018 (Proposed)	Every 20 minutes (both directions)	No Change
2030 (Proposed)	Every 20 minutes (both directions)	Every 60 minutes

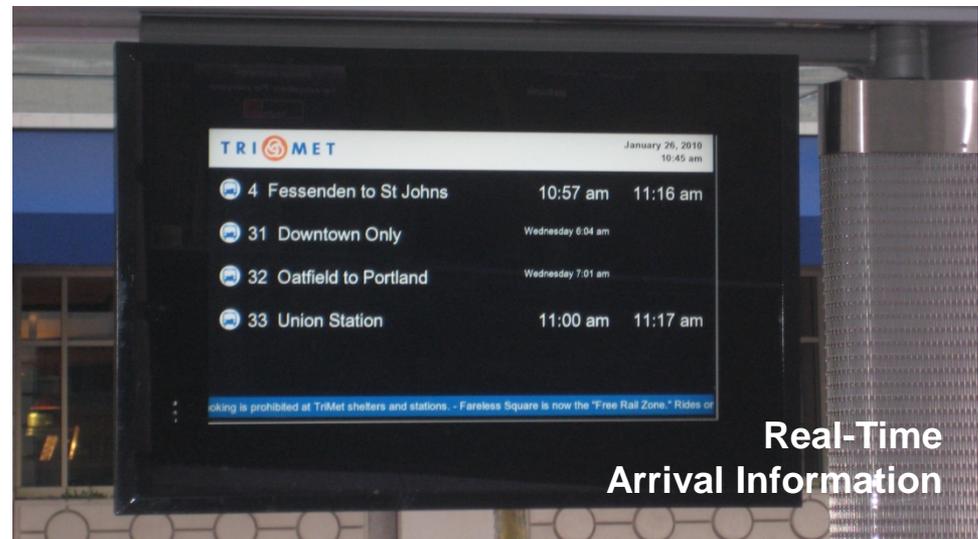
# Transit Plan II: Flyaway Service Initial Concept





# Stakeholder Input

# Better Marketing and Passenger Information



Branding



# Regional Bus Service

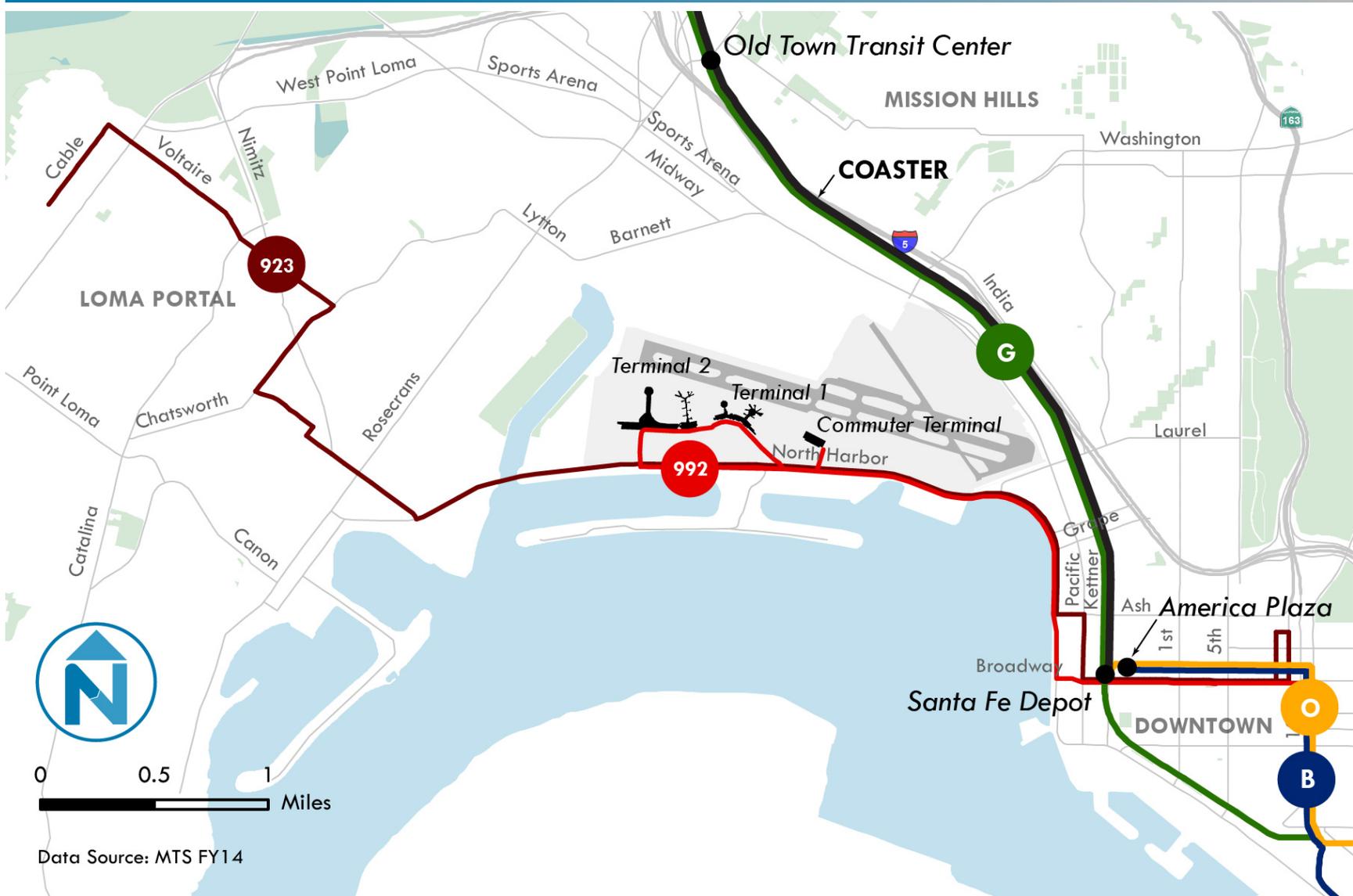


- Some stakeholders see potential in Flyaway service
- Early SD Rapid success is instructive – people will use a high amenity branded bus
- Some concern about cost and viability, but open to pilot

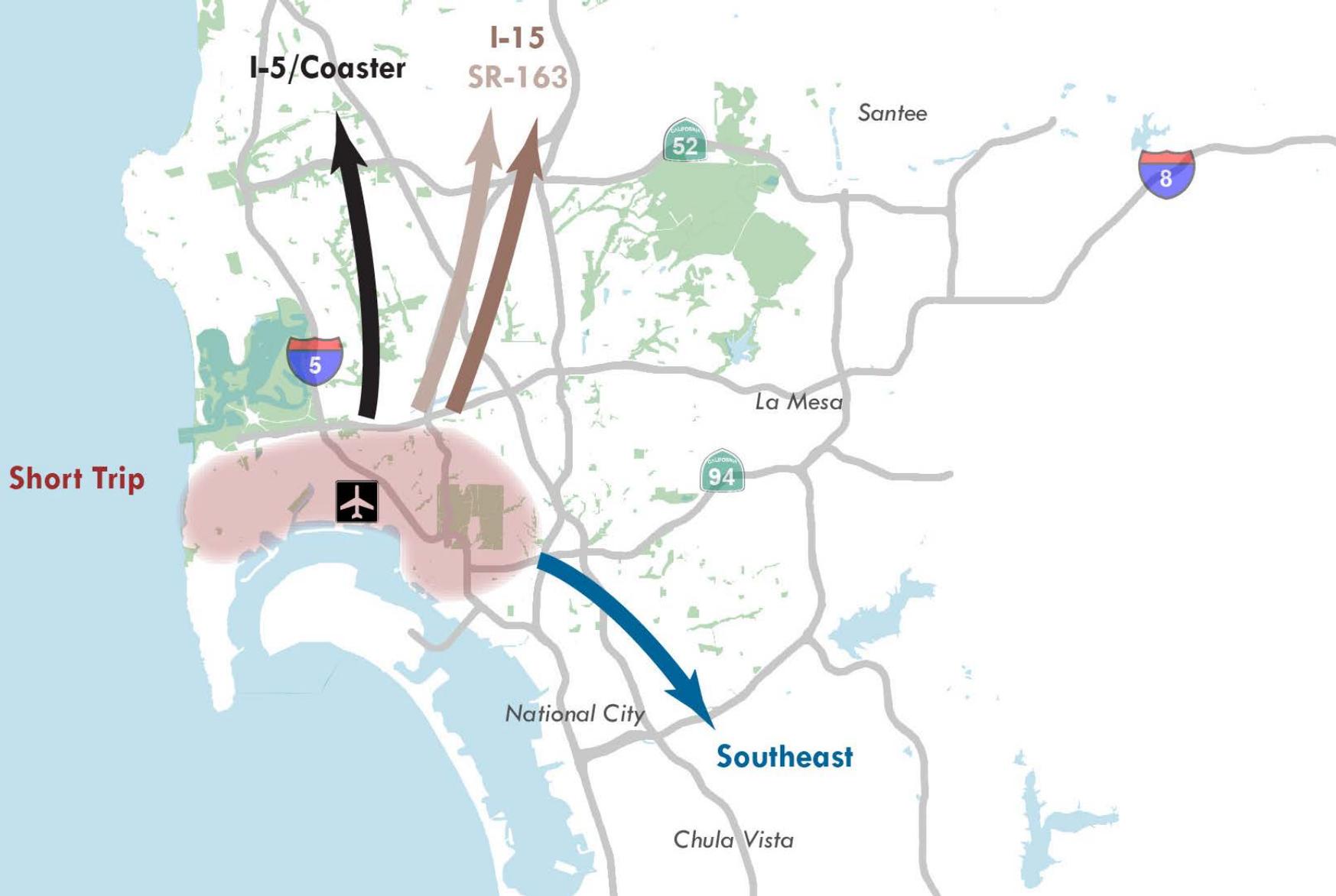


Sources: KCET and KPBS

# Connection to High-Capacity Transit



## Areas of Focus



## Key Corridors

The Short Trip and I-5 markets are the largest for visitors and residents respectively.



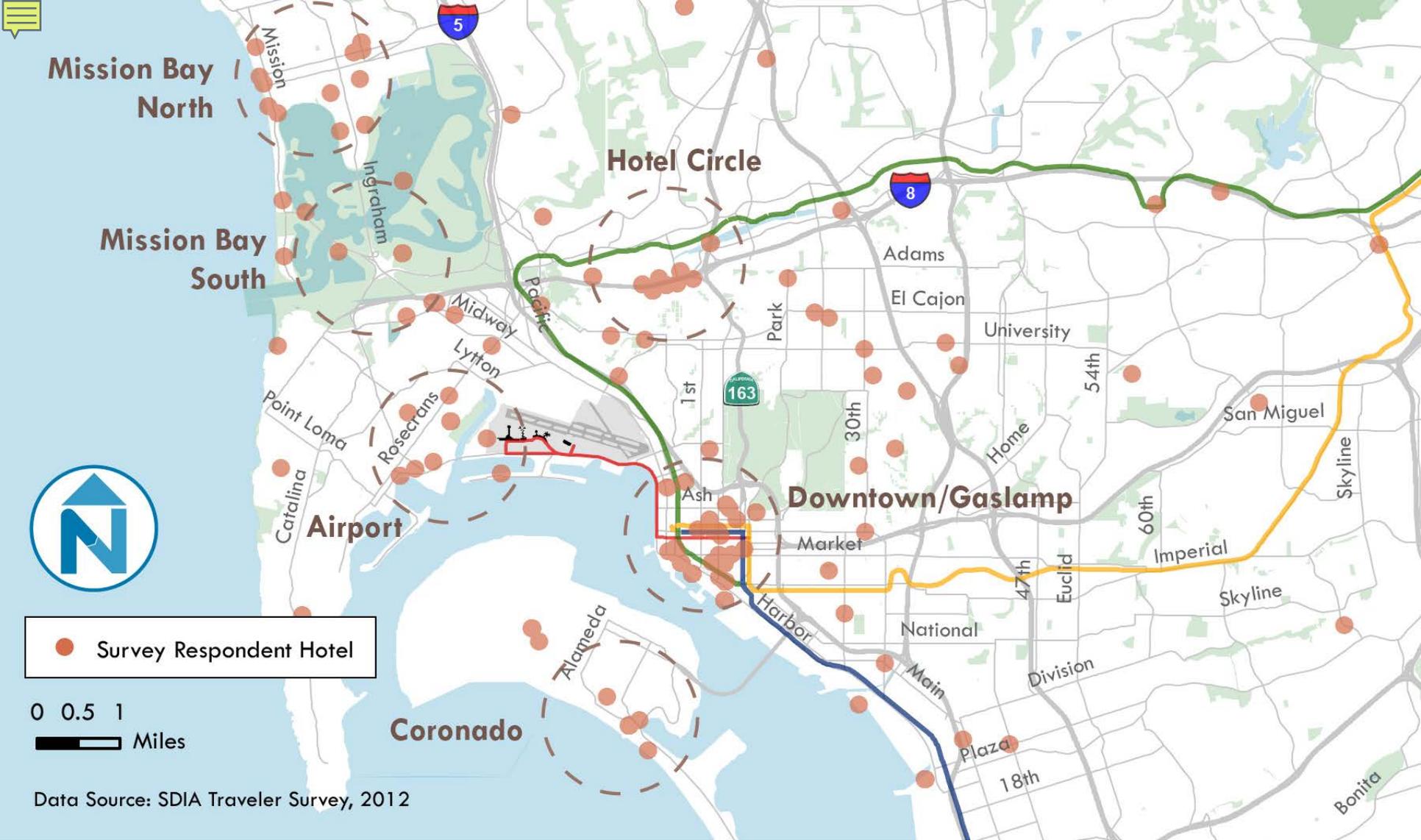
## Rental Car Center Opens New Transit Connections

Proximity to existing stations, planned transit way could create efficient connections between high-capacity lines and terminals



## I-5 Corridor: Flyaway Service

Given the size of the I-5-corridor market, it could be the one to use for a flyaway service pilot but these trips may also be served by Coaster



## Hotel Clusters: One-Seat Rides?

Given higher propensity to take transit among visitors, hotel clusters could be point of focus for enhanced transit service. Tidelands shuttle may have funding opportunity available.

# Thank You!



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