Today’s Objectives

1. Review Key Corridors
2. Agree on Alternatives for Future Study
3. Identify Benchmarks for Realistic Transit Mode Share
Short Trips, I-5 corridor are Key

Trolley/Coaster Connections Critical to Extend Transit Reach in Other Corridors

Trip Origins and Destinations – all traveler trips combined.
Visitor Trips are Particularly Short-Distance Focused

Yet, many trips are difficult to make on transit today.
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Not Every Airport Trip is a Potential Transit* Trip

*Transit = Fixed route service including public transit and fixed route shuttles.
Residents
Transit competes with driving and parking. For short trips, parking at SAN can be inexpensive, especially off-airport.

Travel time, convenience, and reliability are key.

Visitors
Transit competes with TNCs, taxis and rental cars. Mode choice dependant on visitors need for a car during their visit.

Ease of understanding and confidence in service are key.

Employees
Transit competes with driving and parking. Transit works best as part of an overall demand management strategy.

Shift work, travel time, frequency, reliability, and cost are key.
Improving Information is Key
Enhance Route 992 to Create a Rapid Service

Improve the existing service first:

1. 15-minute service 7 days/week.
2. Reduce travel times and increase reliability by stopping once at Terminals 1 and 2, eliminate Commuter Terminal stop, and eliminate Harbor Drive stops. Stop only at Rapid stops on Broadway.
3. Upgrade amenities at airport stops including real-time information and off-vehicle fare payment.
4. Rebrand service with the MTS Rapid Brand.
Other Potential Improvements to Route 992

1. Slightly longer spans to match shift times; ideally with longer trolley hours. First arrival at airport by 5 AM, last departure about midnight.

2. Combine with Rapid Route 215 or 235 to provide a one-seat ride from El Cajon Boulevard or I-15 corridor.

3. Consider a unique “train to the plane” branding.

4. Market “car free visits” to San Diego on airport and MTS websites.
A Quality Trolley Connection Creates a Sense of Arrival

1. Improve the plan developed by SANDAG to enhance the pedestrian experience.
2. Provide clear information and pedestrian signage along connection route.
3. Consider rebranding the station as “Airport/Middletown” and enhance the sense of arrival at the station.
4. Consider adding flight information or boarding pass kiosks at the station.
5. Add connection information to MTS web and map info.
Improving the SANDAG Proposed Design

1. Modify the northwestern corner to include a sidewalk extension or “bulb-out” to reduce crossing length.
2. Reduce the radius of the corner from approximately 20 feet, to 10-15 feet, taking advantage of the multilane configuration of Pacific and wide receiving lane on Palm for safe truck movements.
3. Provide ADA ramps on the northwestern corner, aligned to each crosswalk.
4. Create a pedestrian refuge or safety island.
5. Straighten the access road to avoid out of direction travel and improve sight lines.
Other Ways to Enhance the Connection

1. Enhanced branding/sense of arrival.
2. Maximize wayfinding in the station and in the airport.
3. Consider a “stencil” or other indicator in the sidewalk marking the path to the shuttle and to the station.
4. Ensure that shuttles run at least every 10 minutes throughout the trolley day.
5. Provide real-time arrival information for trolley and shuttle.
As COASTER Improves, an Old Town Connection Will Be Important

1. Connects to COASTER and 11 bus routes including good service to UCSD, SDSU and USD.
2. Short connection for shuttle.
3. Requires further study of parking management at this location.
Extend/Expand Big Bay Shuttle

1. Lack of transit connectivity to Harbor area is a significant gap.
2. Current Big Bay Shuttle does not serve airport and does not encourage airport connections.
3. Planned extension to Kona Kai Resort and Marina on Shelter Island brings shuttle very close to the airport.
4. Add a stop to serve Gas Lamp District hotels and provide additional connectivity.
5. Currently seasonal – could be expanded to year-round and extended to serve airport.
Regional Express Services - FlyAway
Parking

Even the largest Caltrans parking lot in the I-5 corridor (150 spaces) would not provide adequate parking to justify frequent FlyAway style service. A minimum of 750 spaces would be needed.

Priced Parking

Cost of parking at current Van Nuys and Union Station respectively. Paid parking requires additional parking management.

Fares

Fares are designed to cover operating costs. Some routes are more successful than others.

Employees

Employees are eligible for subsidies for frequent use.

LAX FlyAway Key Attributes

2,500 spaces at Van Nuys, the most successful FlyAway other than Union Station.

Pricing

$8-10

750

$4-6

TDM

2,500

$8-10

750

$4-6

TDM
Longer Term Potentials

- Intermodal Hub
What is a Reasonable Mode Share* Goal?

Current
While only about 2% of airport trips are made on the 992 service today, over 5% of all trips are made on a fixed route shared ride service of some kind.

Short Term
Improving the existing service, including branding and marketing and upgrading the 992, could increase the fixed route shared ride mode share to about 9%.

Longer Term
A more fully integrated and enhanced program could nearly double the number of fixed route trips to over 10% of airport trips.

Adding an Employee Demand Management Program
Adding an employee TDM program including transit subsidies could further increase the fixed route mode share.

* Mode Share = % of all trips beginning or ending at the airport
Policy Questions Remain

Before we can refine the alternatives, policy questions should be resolved:

- Roles and Partnerships
- Funding
- Control and Management
We continue to refine the alternatives to determine which options provide the biggest return (RIDERSHIP) for the investment (CAPITAL AND OPERATING COSTS).

**Refine**
Work with staff and the Airport Transit Committee to refine alternatives.

**Ridership**
Develop realistic ridership estimates for improvement packages with an understanding of airport markets.

**Cost Benefits**
Evaluate one-time and ongoing costs against ridership benefits.

**Implementation**
Develop a detailed implementation plan that gets SDIA and partner agencies for current conditions to fully implemented.
Timeline

April

Refine Alternatives
Airport Transit/Roadway Committee meeting

June

Complete Analysis
Complete cost benefit analysis

August

Finalize Recommendations
Provide input to GHG analysis

October

Implementation Plan
Complete detailed interagency implementation plan