

Pacific Beach Shuttle Service Pilot Program

Pacific Beach Town Council
January 18, 2023



Agenda

- Background
- Pilot Overview and Goals
- Community Engagement Strategy
- Timeline and Next Steps

Background

- Balboa Avenue Station Area Specific Plan
- UCSD "Blue Line" Trolley Extension
- Balboa Avenue Mobility Hub
- Pacific Beach Parking District and meter installation



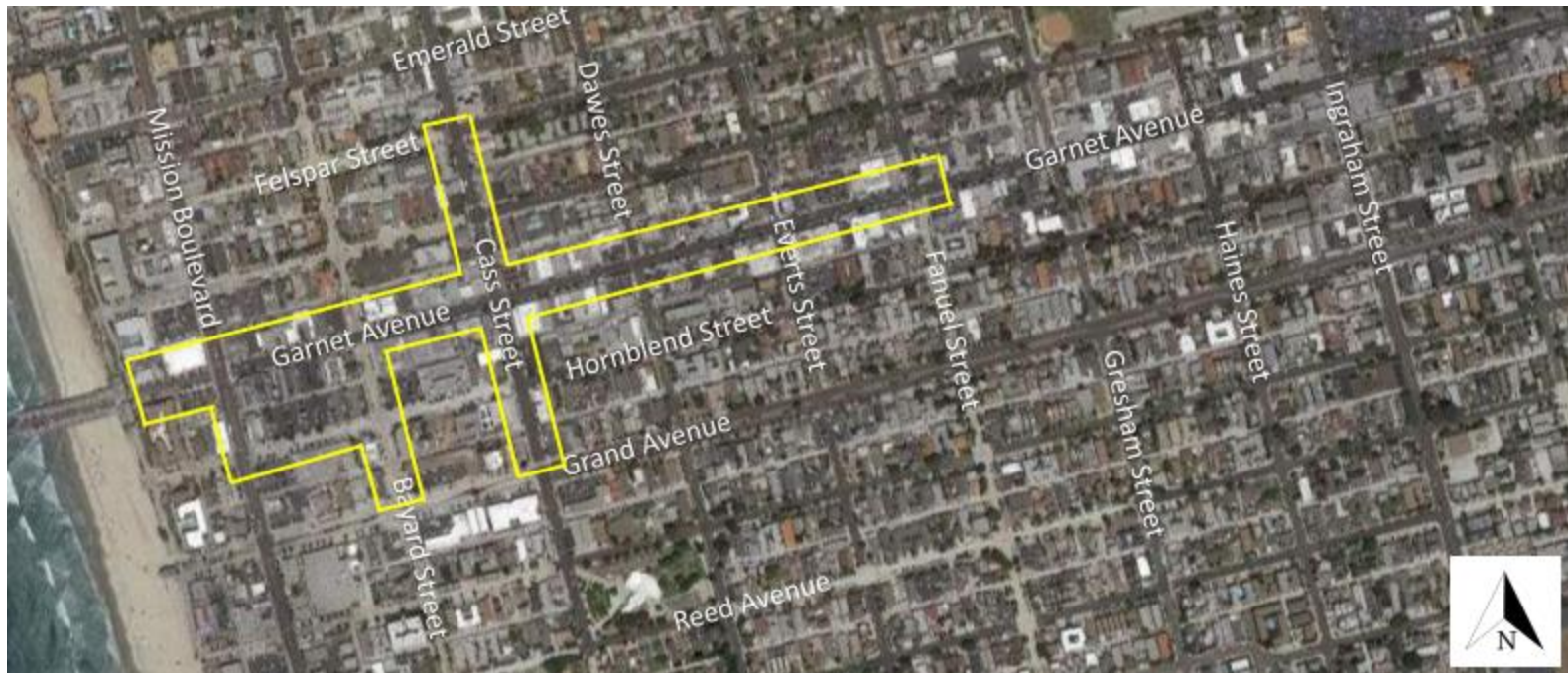
SANDAG's visual simulation of Balboa Avenue mobility hub amenities and services



Regional transit connectivity via the "Blue Line" Trolley Extension

Pacific Beach Parking District

- PB Community Parking District (CPD) formed in 2005
- In FY22, PB CPD proposed installation of parking meters in 2-hour spaces



Proposed Parking Meter Locations in Pacific Beach

NEV Shuttle Services

- Low-speed neighborhood electric vehicles (NEVs)
- Maximum speed of 25 mph
- Ideal for short trips (1 – 3 miles)
- On-demand or fixed route
- Several NEV pilots in the region
 - Downtown (FRED), National City (FRANC), Oceanside (HOOT)



Example of a neighborhood electric vehicle (NEV)



NEV vehicle from HOOT pilot in Oceanside

Shuttle Pilot Program Goals

City is launching a 2-year shuttle service pilot program in partnership with SANDAG



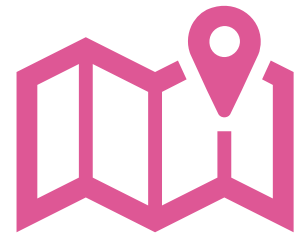
Expand mobility options, alleviate congestion, and reduce parking demand



Advance sustainability and climate goals



Design accessible, equitable, and community-centered solutions



Improve connections to local destinations and foster economic vitality

Online Engagement – Survey

Fill out a short survey to help us design the shuttle pilot service!

Visit:

www.sandiego.gov/PBshuttle

or

Scan the QR Code:

A screenshot of a smartphone displaying a survey. The survey is titled "Do you live in Pacific Beach?" and has two radio button options: "Yes" and "No". Below this, the survey asks "How do you typically travel around Pacific Beach for work purposes? (Select 1)". There are six radio button options: "I drive", "I take transit (Bus or Trolley)", "I walk", "I bike", "I use a scooter, skateboard, etc.", and "Other (Answer Below)". The survey is displayed on a smartphone screen with a status bar at the top showing the time 9:53 and a search bar at the bottom.

Online Engagement – Interactive Map

Use the interactive map to identify key destinations or areas you'd like the shuttle to serve!

Visit:

www.sandiego.gov/PBshuttle

or

Scan the QR Code:

A screenshot of a web application showing a map of San Diego with a form overlay titled "Propose a virtual NEV shuttle stop". The form includes a "Comment*" (Required) text area, fields for "First name" and "Last name", a "Phone" field with a "Phone Number" sub-label, a "Zip code" field, and an "Attach an optional photo" section with a camera icon and an "Attach" button. Below these is a "Your email" field with an "Email" sub-label and a "Remember" checkbox. An "Add Comment" button is at the bottom right of the form. The background map shows various locations including La Jolla, Country Club, Mt. Soledad National Veterans, Windansea Beach, Low Herm, Pacific Beach, Catamaran Resort Hotel and Spa, Fanuel Street Park, Northern Wildlife Preserve, and Crown Point Park. Icons for "NEV Shuttle", "Key Destinations", "Bike/Pedestrian Improvements", and "Other Community Improvements" are visible at the top of the map.

Community Outreach

- Farmer's Markets
- Community events/fairs
- Stakeholder group presentations

Social Media

- Discover PB Logo contest now open!
Submit your logo design to
info@pacificbeach.org
- Help the City name the PB shuttle!
Launching soon!



Pilot Timeline

Spring 2023

Shuttle planning and service design

Travel market analysis

Community outreach & stakeholder updates

Parking meter zone update to City Council



January – February 2023

Community logo and naming contest

Stakeholder updates

Pilot Timeline

Early Summer 2023

Pilot launch!

Social media, community outreach,
and stakeholder updates

Press/media event

Late Summer 2023

Parking meter installation
(tentative)

Summer 2023 – Summer 2025

Ongoing shuttle operations &
performance monitoring

Regular stakeholder updates and
outreach

Provide your feedback!



Questions?

Email sustainability@san-diego.gov