

Pacific Beach Shuttle Service Pilot Program

Pacific Beach Community Planning Group
January 11, 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



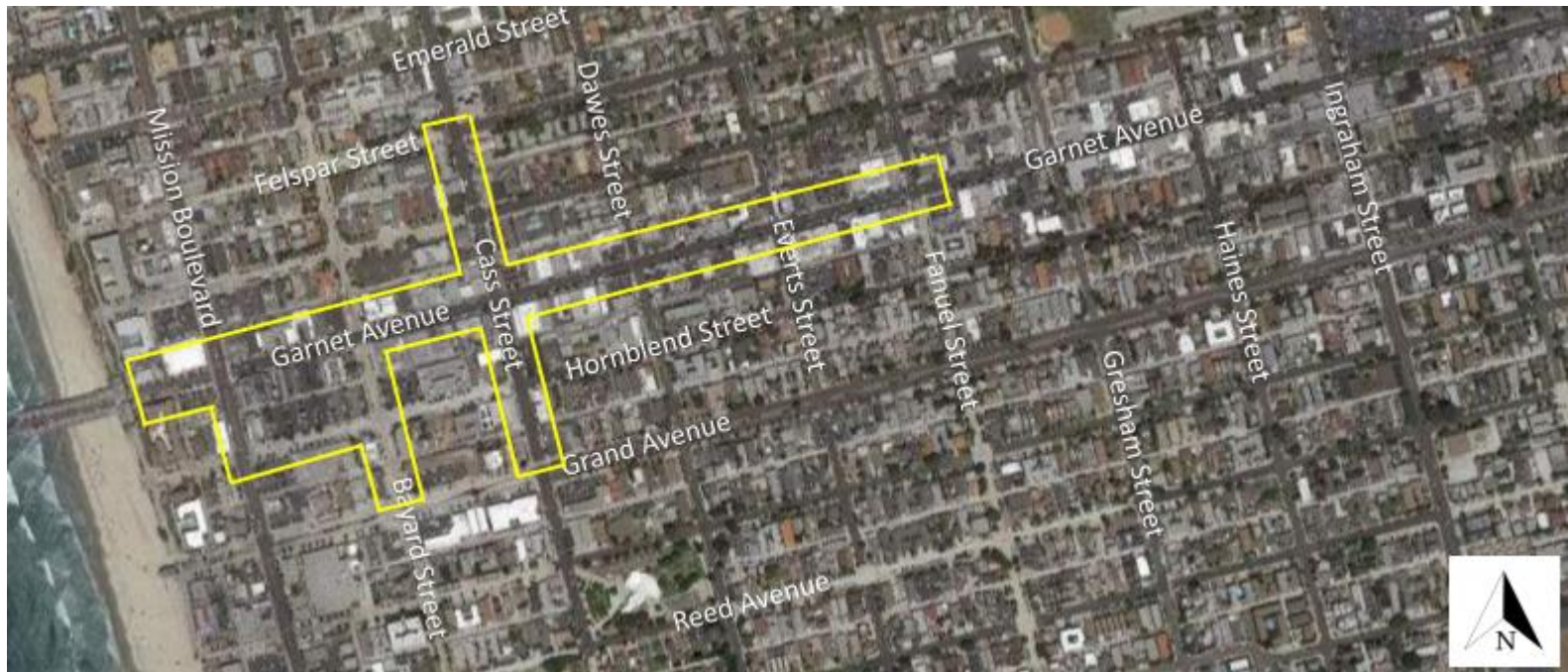
SANDAG's visual simulation of Balboa Avenue mobility hub amenities and services



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 next question is "How do you typically travel around Pacific Beach for work purposes? (Select 1)". This question has 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 as 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 for proposing a virtual NEV shuttle stop. The interface features a map of San Diego with various locations marked. A form titled "Propose a virtual NEV shuttle stop" is overlaid on the map. The form includes a "Comment*" (Required) text area, a "First name" and "Last name" section with input fields, a "Phone" section with a "Phone Number" input field, a "Zip code" section with a "Zip code" input field, and an "Attach an optional photo" section with a camera icon and a link to "Attach". Below these fields is a "Your email" section with an "Email" input field and a "Remember" checkbox. A green "Add Comment" button is at the bottom right of the form. The map background shows locations like La Jolla, Windansea Beach, Pacific Beach, and Northern Wildlife Preserve.

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!

**LOGO
CONTEST**

CREATE THE LOGO FOR THE PACIFIC BEACH
SHUTTLE PILOT, EXPECTED TO LAUNCH
SUMMER 2023 AND WIN TICKETS TO BOTH
PB RESTAURANT WALKS IN 2023



Submit your logo by February 10, 2023
email:
info@pacificbeach.org for
more information

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