

# Pacific Beach Shuttle Pilot - The Beach Bug

Active Transportation and Infrastructure Committee  
June 21, 2023



# Pacific Beach Shuttle Pilot

## The Beach Bug Launching this Summer!

- City & SANDAG partnership
- Pilot Goals
  - Improve transit connections
  - Expand mobility options and reduce demand for parking
  - Improve accessibility to coastal destinations
- Initial Funding: \$500,000
  - SANDAG contribution and parking meter revenue



# SANDAG 5 Big Moves

## Regional Flexible Fleet Strategy

- Advance regional and local sustainability, mobility, and equity goals
- Create connections to regional transit services

## Regional Cooperative Agreement for Flexible Fleet Services

- Streamline competitive procurement for member agencies
- Regional level of service standards
- Data sharing requirements
- Competitive pricing



# NEV Shuttle Service

## Shuttle Vehicles

- Low-speed neighborhood electric vehicles (NEVs)
- Maximum speed of 25 mph
- Ideal for short trips (1 – 3 miles)
- Can operate on-demand or fixed route
- Other NEV pilots in the region:
  - City of Oceanside
  - City of National City



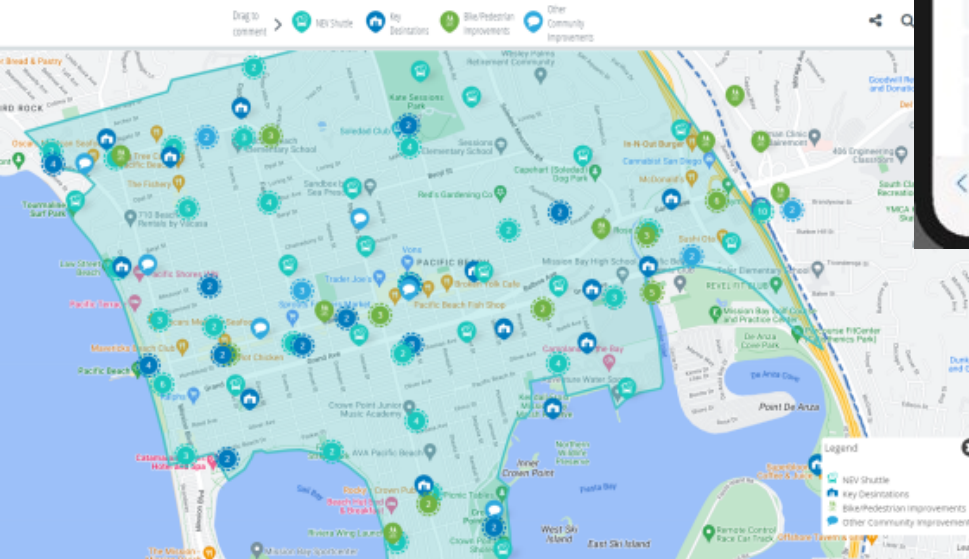
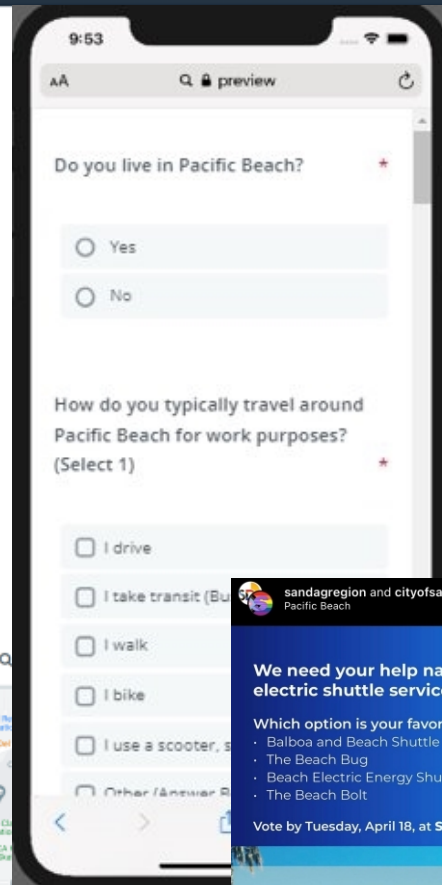
*City of National City's NEV shuttle pilot launching soon*



*NEV vehicle from HOOT pilot in Oceanside*



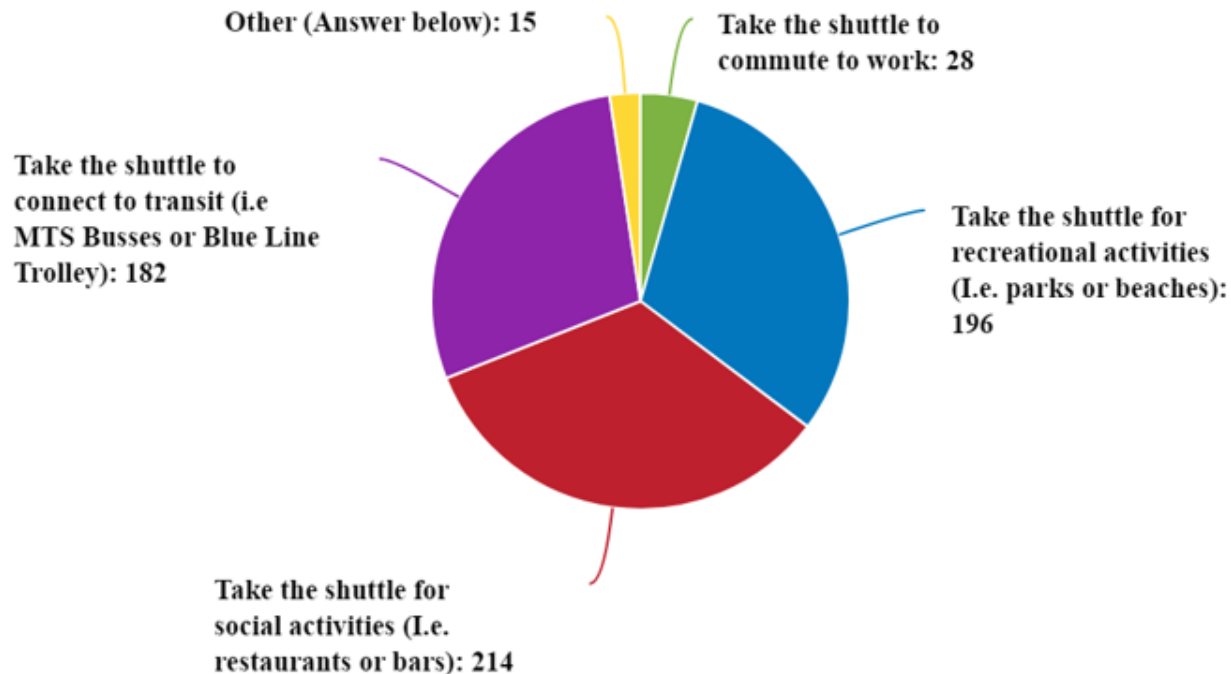
# Community Outreach



# Online Engagement – Survey Results

Over 90% of respondents people said they'd be **likely to utilize the shuttle**

The majority respondents indicating they'd use it for **social** or **recreational** activities and to **connect to transit**

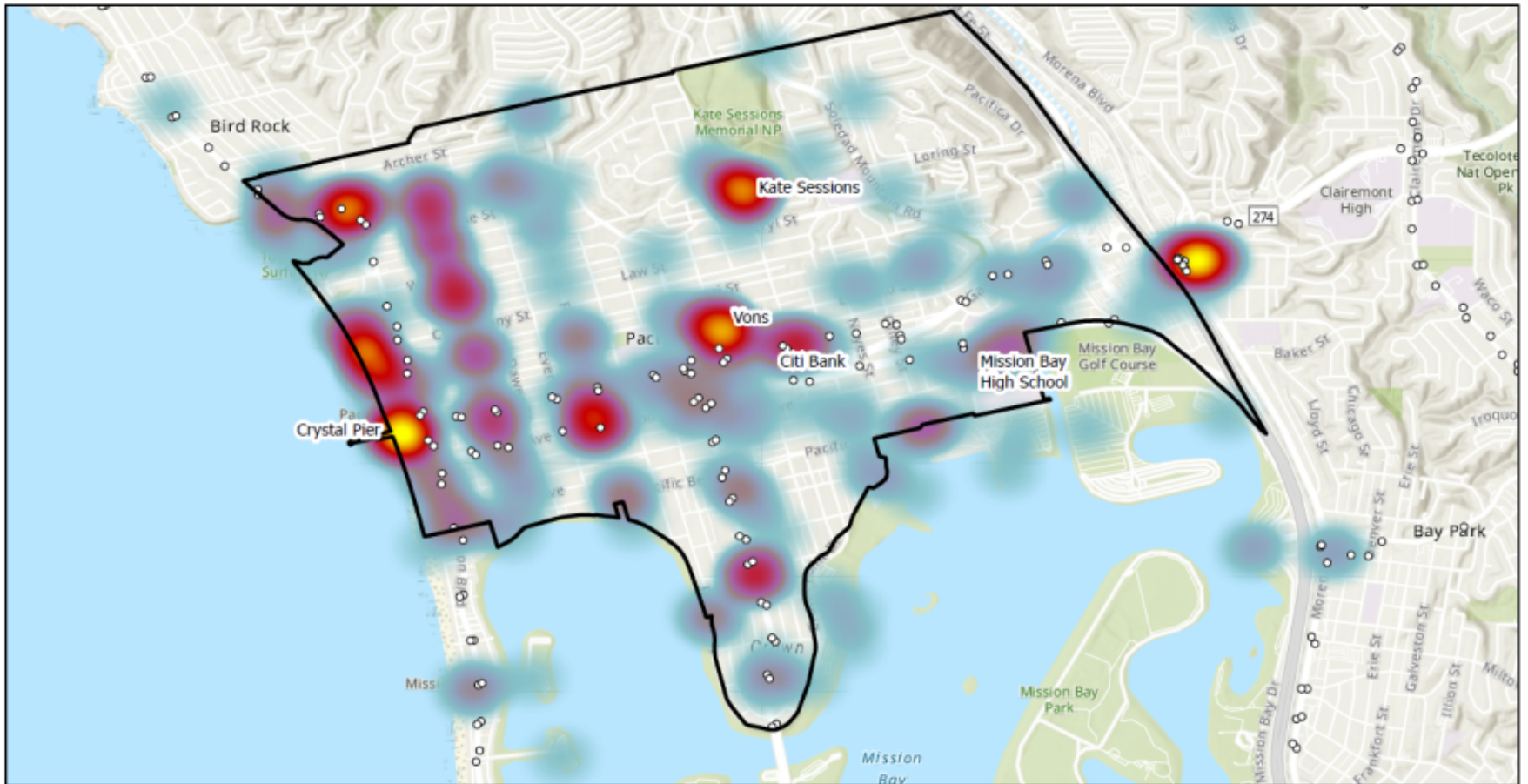




# Online Engagement – Survey Results

Most important factors in riding the service:

- Wait time
  - Distance to a shuttle stop
  - Price
  - Safety
- 
- Majority of respondents are willing to **wait between 10 – 15 minutes** for the shuttle service
  - Most respondents would **walk up to 10 minutes** to a shuttle stop
  - Over 50% of respondents indicated they'd be **willing to pay \$2-3 per trip**; 15% of respondents preferred a free service

# Shuttle Stops- Public Input Summary



	<h2>Pacific Beach NEV- Public Input</h2>		<p>2023</p>	 <p>0 1,500 3,000 Feet</p>
	<p>○ Transit Stops</p>	<p>▭ PB CPD Boundary</p>		
<p>Sustainability and Mobility Department</p>				



# Initial Operating Plan

## Summer Service

Launching July 2023

## Operating Plan

- Vehicle Fleet
  - 4 GEM Polaris vehicles
  - Wheelchair accessible vehicle option
  - Deploy vehicles based on demand throughout the day
- Virtual shuttle stops
- Passenger Fare
  - Free service for first 3 months; \$2.50 per day
  - Free rides to Balboa Ave Transit Center
  - Free rides for youth
- Call center and hailing option available



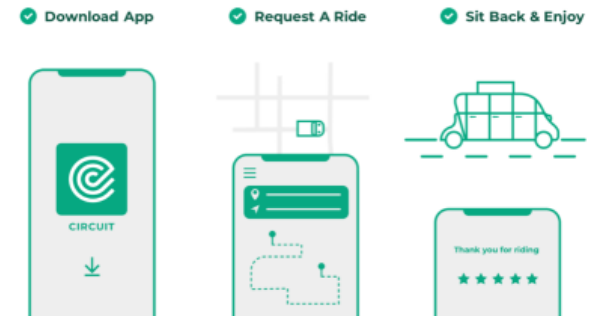
## Summer Service Hours\*

Monday – Wednesday	7am-7pm
Thursday – Friday	7am-10pm
Saturday	9am-10pm
Sunday	9am-7pm

*\*Service hours subject to change*

# Evaluating Success

- Monitor and evaluate key performance indicators (KPI)
  - Passengers served
  - Trip length, wait time, and duration
  - Service rating
  - GHG impact
  - Transit ridership
- Continuous passenger feedback via in-app and online surveys
- Evaluate long-term funding sources (e.g. advertising, parking meter revenue)
- Foster community and businesses engagement
  - Local business advertising
  - Community events
  - Focused outreach to seniors and students



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