

Dublin/Pleasanton Access
Improvements Project (BART)

San Fernando Street Small-Scale
Mobility Hubs (City of San Jose)



MTC Mobility Hubs Technical Assistance Program

Pre-Implementation Evaluation Report

July 2026

Contra Costa College Mobility
Hubs (City of San Pablo)

Martinez Amtrak Station Shared
Mobility Hubs (CCTA)

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1 PRE-IMPLEMENTATION EVALUATION REPORT

MTC Mobility Hubs Program Overview

The Metropolitan Transportation Commission (MTC) Mobility Hubs Program is part of the Climate Initiative strategies in [Plan Bay Area 2050+](#).¹ The program provides funding and technical assistance to Bay Area public agencies to create places that support multiple transportation modes to serve people of all abilities.

Mobility Hubs Program goals are to:

- Reduce greenhouse gas (GHG) emissions and vehicle miles traveled (VMT) by improving access to more sustainable travel options.
- Advance other regional policies and priorities of increasing transit access and connectivity, increasing transit-oriented development, and improving safety for everyone.
- Achieve equitable outcomes through needs-based mobility and anti-displacement.²

In 2021, MTC developed the *Mobility Hub Implementation Playbook* to guide the design and implementation of mobility hubs.³ It includes key performance indicators (KPIs) to be collected before (pre) and after (post) installation to assess whether a hub is meeting program goals and project-specific goals.

In 2023, MTC granted funds to the following four agencies (project sponsors). Their project locations are shown in Figure 1.

- City of San José
- City of San Pablo
- Contra Costa Transportation Authority (CCTA)
- Bay Area Rapid Transit (BART)

¹ MTC Mobility Hubs Program: <https://mtc.ca.gov/planning/transportation/mobility-hubs>

² MTC Mobility Hubs Grant Application Guidance: <https://abag.ca.gov/tools-resources/digital-library/2023grantprogramguidelinesmobilityhubs.pdf>

³ MTC Mobility Hub Implementation Playbook: <https://mtc.ca.gov/tools-and-resources/digital-library/mtc-mobility-hub-implementation-playbook>

In collaboration with Nelson\Nygaard, the technical assistance consultant team hired by MTC, these project sponsors **identified KPIs that align with both the overall program goals and the specific goals and objectives of their individual projects.** For example, metrics such as the number of daily transit boardings and the number of transit transfers at hubs measure changes in transit ridership over time. Other metrics, such as pedestrian counts and bicycle parking utilization, help assess how to improve active transportation access to and from mobility hubs.

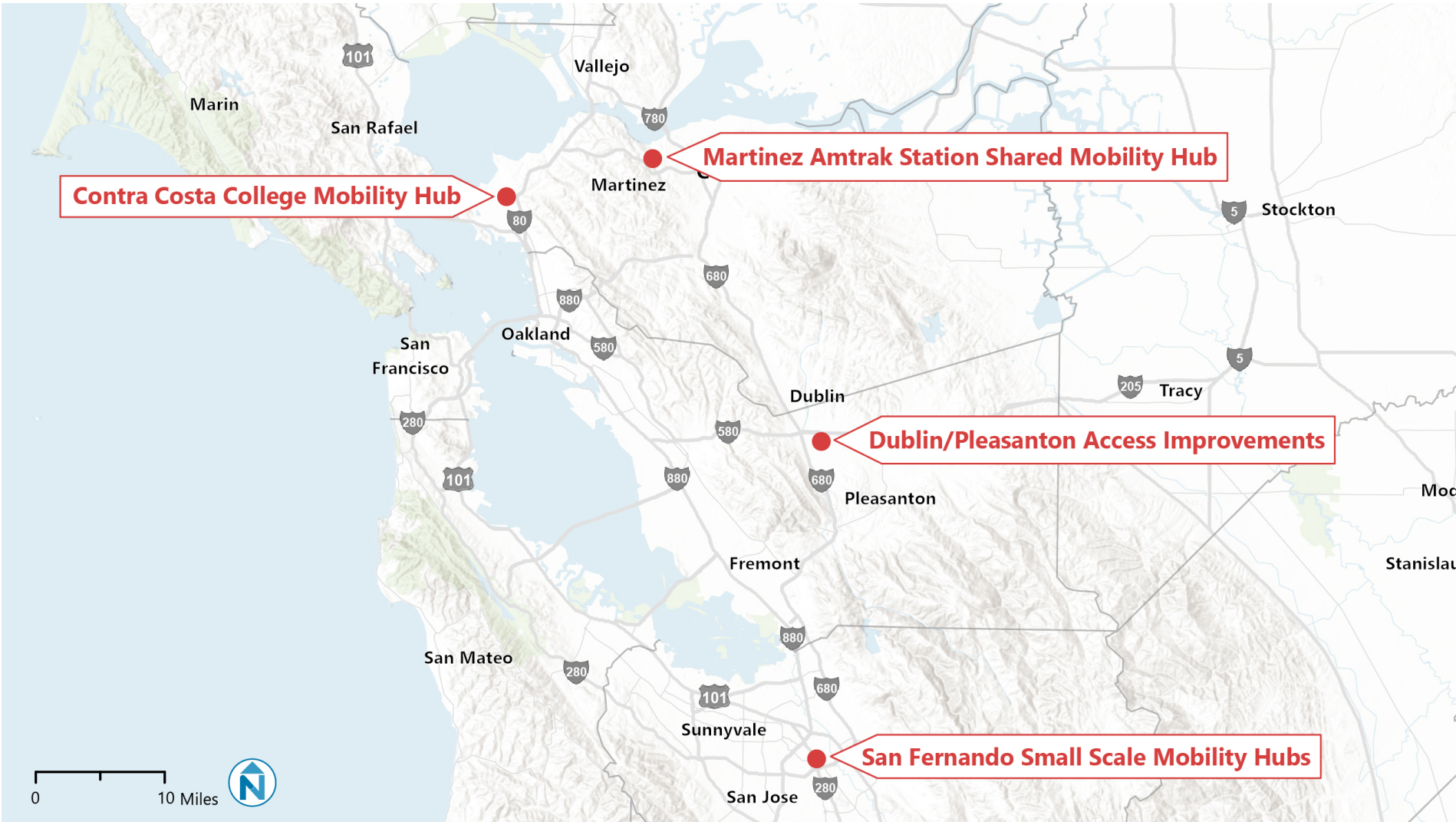
Purpose and organization of this report

The purpose of this report is to document the baseline conditions for each project. The teams will then collect the same data after implementation to understand project impacts and how well the project achieved its intended goals.

Each chapter of this report outlines a different mobility hub project, but covering the same four themes:

1. Project Overview
2. Project Goals and Metrics
3. Pre-Implementation Findings by Goals
4. Overall Key Findings/Themes

Figure 1 Project Locations of 2023 Mobility Hub Grantees



Data Collection Requirements and Approach

The consultant team and project sponsors developed the following data collection methods for pre-implementation data analysis, as shown in Figure 2. These same methods will be used during post-implementation analysis to accurately compare travel trends before and after the installation of the mobility hubs.

Figure 2 Data Collection Methods Across All Projects

Tool	Purpose	Approach	Outcome
Public Life Protocol (led by sponsor teams)	- Measure how people use, move through, and interact with public spaces - Informs urban design and policies	- Cityfi led a tutorial workshop in April 2024⁴ - Project sponsors took 1-2 hours to complete their assessments and then shared findings with consultant team	Identified key pedestrian behaviors, including accessibility and overall functionality of the mobility hub
Intercept Survey (led by consultant team)	Capture who travels to and through the area and the modes of transportation they use most often	- Cityfi designed the intercept survey and Nelson\Nygaard led the fieldwork - Participants navigated to a 3-minute online survey using a QR code - Nelson\Nygaard staff also distributed flyers to give passersby the option to take the survey on their own time	Collected over 100 survey responses per location in May 2025. ⁵
Dataset Collection (led by sponsor teams)	Capture changes to observed, operational metrics like transit ridership and bike parking usage	Sponsor teams pulled automated count data and led field observations during peak commute hours	After projects are completed, the same data will be gathered to see how travel to and from the mobility hubs has changed

⁴ PLP workshop recording, templates, survey instruments, and more at: <https://abag.ca.gov/technical-assistance/mobility-hubs-parking-technical-assistance>

⁵ Surveys were conducted at Dublin/Pleasanton BART Station, Contra Costa College, and San Fernando Street. CCTA staff conducted a similar survey independently at the Martinez Amtrak Station from February to March 2025.

Key Takeaways across all Mobility Hubs

Across all four mobility hub project sites, the data evaluation revealed several key findings:

- **Participants access mobility hubs in a variety of ways:**
 - Contra Costa College Mobility Hub survey participants primarily used bus.
 - San Fernando Street Mobility Hub survey participants used variety of modes, but primarily walking and driving.
 - Martinez Amtrak Station and Dublin/Pleasanton Station survey participants primarily drove.
- Most people reported feeling safe and comfortable. However, **a small share of survey participants do not feel safe**, indicating opportunities to enhance the overall sense of safety and comfort. Respondents consistently noted that adding restrooms, lighting, seating, and transit security would make their waiting experience better.
- At San Fernando Street Mobility Hub, Contra Costa College Mobility Hub, and Dublin/Pleasanton Station, **some respondents live within three miles of the hub yet still choose to drive**. This highlights opportunities to strengthen first- and last-mile connections, such as improved wayfinding, bike lanes, sidewalks, and crosswalks, to encourage shifting away from driving.
- During PLP observations, city staff across all hubs noted that **these spaces function primarily as movement areas** where people pass through or wait for transit. People were not observed using the hubs in these areas for long periods of time.
- **Levels of activities varied across all hubs**, likely because staff conducted PLP observations for only a few hours of the day. To capture the most accurate post-implementation travel patterns, staff should conduct observations when there are more people at these hubs.
 - **San Fernando Street Mobility Hub had more activity during the school year** and daytime, likely due to the presence of San José State University campus affiliates during the academic year.
 - **Contra Costa College Mobility Hub saw limited activity**, likely due to staff observing when the university was in finals week so less campus affiliates are on campus. San Pablo staff should conduct the PLP during a typical school week at peak commuting periods.
 - **Martinez Amtrak Station has a consistently active environment**, with people arriving to wait for the Amtrak or riders transferring to buses.
 - **Dublin-Pleasanton Station activity was largely passengers walking to and from the station and the parking lots**. The second most common path was

people walking to and from the station and the nearby buildings. One in ten observations also involved the Iron Horse Trail.

- Biking was observed at every hub, highlighting an **opportunity to enhance biking facilities** to increase safety and comfort.
 - San Fernando Street Mobility Hub (comprising two locations) saw a number of cyclists, and the SJSU Associated Students' Transportation Solutions Fall 2024 Student Survey reported that students have an interest in using more e-bikes.
 - Contra Costa College Mobility Hub saw a small number of riders arriving to the Transit Center by bus and then using their bikes to bike to campus.
 - Martinez Amtrak Station saw some cyclists using nearby paths and Marina Vista Avenue to arrive at the station. However, bike racks were not used, and three of the four bike lockers were used during morning commute hours while one of four were used during the evening commute hours.
 - Dublin/Pleasanton Station saw biking and scooter activity on both the sides of the station, especially near the Iron Horse Trail, main bus stop, walkway across from station, and north parking lot. Available bike parking is underutilized and indicates capacity to support future growth.
- **Contra Costa College and San Fernando Street Mobility Hubs survey participants skew younger**, likely due to their proximity to the two universities, Contra Costa College and SJSU, respectively.
- **Dublin/Pleasanton Station respondents are primarily between the ages of 24 to 44**, reflecting working-age commuters, whereas participants at the Martinez Amtrak Station are middle-aged or older adults.

2 SAN FERNANDO STREET SMALL-SCALE MOBILITY HUBS (CITY OF SAN JOSÉ)

Project Overview

The City of San José is building two linear mobility hubs on San Fernando Street in their downtown: one Urban District Hub and one Pulse Hub (as defined by MTC's *Mobility Hub Playbook*).⁶ The Urban District Hub is defined as a local center of moderate to high residential and employment densities with access to high capacity or frequent bus service, whereas the Pulse Hub is defined by a large trip generator such as a university or employer campus.

The intent of both mobility hubs is to strengthen first- and last-mile connections to the transit center, downtown, and the university. The Urban District Hub is located on the northside of San Fernando Street, east of Second Street, and is adjacent to the Downtown Transit Mall which serves the Santa Clara Valley Transportation Authority (VTA) light rail and frequent buses. The Pulse Hub, located on the southside of San Fernando Street, west of Seventh Street, is adjacent to San José State University. The proposed hubs would be first of 22 proposed by San José's *Downtown Transportation Plan* for creating a network of hubs that improve access and transfers between a variety of transportation options and destinations.⁷

Planned mobility hub infrastructure includes:

- Bike repair stations
- E-scooter share corrals/docks
- Long-term secure bike cages
- Pedestrian-scale lighting
- Planter boxes
- Real-time transit information
- Short-term secure bike docks
- Street furniture
- Solar-powered amenities including lighting, real-time transit information, and opportunity charging for one e-bike⁸
- Wayfinding signage

⁶ Urban District Hubs are major local centers of moderate to high residential and employment densities. They are often commuter hubs served by high-capacity transit or high-frequency bus service, as well as local bus routes. Pulse Hubs are large trip generators, including airports, stadiums, universities, and major employer campuses.

⁷ Downtown Mobility Hubs: <https://www.sanjoseca.gov/your-government/departments-offices/transportation/micro-mobility/downtown-mobility-hubs>

⁸ Proposed amenities may change (San José scope of work being updated during preparation of this report).

San José's two mobility hubs sites complement the Better Bikeways San Fernando Complete Streets project, which will upgrade existing quick-build bike lanes to protected bike lanes and bikeway frontage lanes.⁹ The Complete Streets project is slated to begin construction in spring 2026.

Project Goals and Metrics

The City of San José and the consultant team developed the following project goals and identified corresponding KPIs from *MTC's Mobility Hubs Playbook* (Figure 3). The consultant team conducted data analysis to summarize the results and establish baseline conditions for each metric.

Figure 3 San Fernando Street Small-Scale Mobility Hubs – Goals and Measures

Project Goal	Measure	Data Source
1. Increase transit ridership at adjacent facilities.	VTA bus boardings/alighting at transit facilities adjacent the hubs	Transit Agency
2. Improve first- and last-mile options.	Mode of arrival to hub	Intercept Survey
	Average daily bike parking utilization	Camera Counts/Manual Counts
	E-bike/E-scooter charger utilization	Manual Counts
	Micromobility trip start-ends*	Micromobility provider
3. Create vibrant, safe, and inclusive public spaces.	Peak hour of daily use	Public Life Data Protocol (PLP)
	Percentage of space dedicated to public realm, lingering, and non-mobility functions	Public Life Data Protocol (PLP)
4. Ensure usability for transit-dependent communities, especially those who are economically disadvantaged or historically underserved.	Availability of low-cost or subsidized micromobility solutions*	Transit Agency
	Bus fare affordability and usage*	Transit Agency
	Enrollment in equity programs*	Transit Agency

* Metrics identified by project sponsor and are not included in *MTC's Mobility Hub Implementation Playbook*.

Pre-Implementation Findings by Goals

Baseline conditions by goal for San José's two mobility hubs sites are assessed using the following sources:

⁹ Better Bikeways Phase II: <https://www.sanjoseca.gov/your-government/departments-offices/transportation/projects-planning/better-bikeways-phase-ii>

- **Intercept survey** – the consultant team conducted intercept surveys on May 14, 2025, and collected 106 survey responses.¹⁰ Details of the survey results are documented in the Appendix A and C.
- **Public Life Data Protocol (PLP)** – in May and June 2025, project sponsors documented counts and observations of people using the mobility hub based on the Urban Quality Criteria and Public Life Data Protocol (PLP) assessments.
- **San José State University Associated Students’ Transportation Solutions Fall 2024 Student Survey**¹¹ – recent findings from the 2024 SJSU Student Commute Survey shows that students rely heavily on walking and transit, with smaller but meaningful use of micromobility. This presents a key opportunity to attract student travelers moving through both the Urban District Hub and the Pulse Hub. Public transit remains the dominant travel mode for students living on campus, accounting for over 25% of all trips, while walking is also notably high (23%). Although micromobility represents a smaller share of overall mode use, the survey shows growing interest with many students riding e-bikes weekly or monthly, even when they do not own one, suggesting opportunity to expand or integrate shared e-bike access at the hubs.
- **Transit ridership data** – VTA provided transit ridership data via its online dashboard, which was used to analyze transit activity around San José’s two mobility hub sites.¹²

Goal 1: Increase transit ridership at adjacent facilities.

- **Transit activity in front of SJSU is strongly concentrated on weekdays, reflecting a clear trend of commuter-driven demand.** Baseline VTA ridership data show that stops on East San Fernando Street adjacent to SJSU are major transit stops, with a total of approximately 9,397 weekday boardings and alightings and 293 combined weekend passenger movements (2024). While this location already experiences relatively high activity compared with other nearby stops around campus, weekend and off-peak ridership remain low, indicating opportunities to further increase transit usage. These baseline conditions highlight the potential for mobility hub improvements that enhance connectivity and multimodal integration, supporting continued growth in transit ridership at this key campus node.

¹⁰ The survey results provide a snapshot of how people access the mobility hubs, but the sample size is not large enough to be statistically representative give San José’s large population.

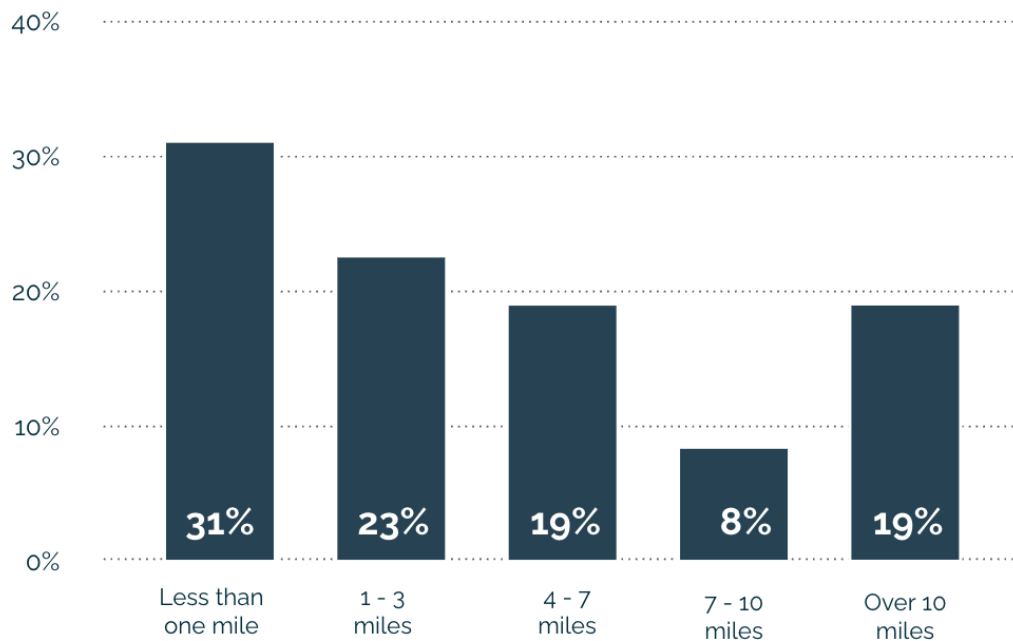
¹¹ Findings do not represent the project’s hub-specific metrics; they reflect campus-wide travel patterns rather than activity levels at the Urban District Hub or Pulse Hub.

¹² VTA 2024 Ridership by Stop and Station: <https://data.vta.org/pages/ridership-by-stop>

Goal 2: Improve first- and last-mile options

- **Most users reach the San Fernando Street Small-Scale Mobility Hubs without driving, highlighting strong first- and last-mile options.** Survey results indicate that the San Fernando Street Small-Scale Mobility Hubs are accessed through a variety of modes, with a strong preference for non-car options. Currently, San Fernando Street has Class II bike lanes and the VTA station has transit shelters with seating areas. Overall, 69% of users arrived using modes other than driving, such as walking, biking, transit, or micromobility. A remaining 27% of respondents drove, either their own vehicle or using a family or friend's car. These findings highlight that the hub is already well-supported by first- and last-mile options, suggesting opportunities to further enhance walking, cycling, micromobility, and transit connections to maintain and increase non-car access.
- **Even for short trips, some users still drive to the mobility hub.** Over half of the participants live within 3 miles of the hub and almost a third live within a mile, as shown in Figure 4. For relatively short distances, or distances that may be bikeable, 16 respondents choose to drive. This highlights potential opportunities for people who live in relatively short distances to shift to other modes.

Figure 4 San Fernando – Survey Results to Question 2 – How far did you travel to get here today?



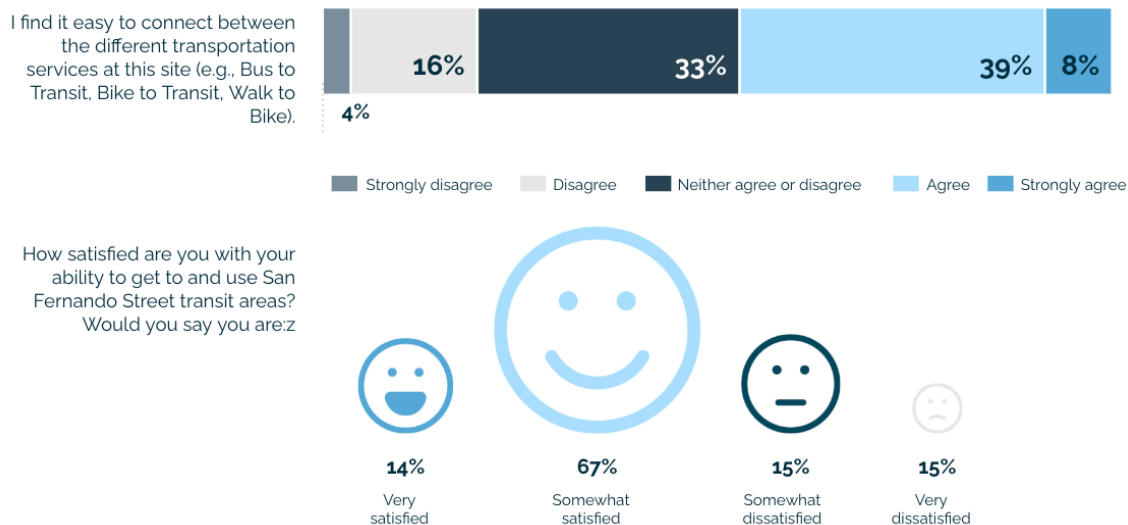
Goal 3: Create vibrant, safe, and inclusive public spaces

- **Both hubs primarily function as movement corridors rather than lingering spaces.** Activity is shaped heavily by nearby land uses, academic schedules, and strong reliance on personal micromobility. Even during graduation season, overall behavior resembles typical patterns: steady walking flows, frequent personal e-scooter and skateboard use, modest bikeshare activity, and limited signs of people stopping or engaging in street-level social activity. Curb behavior, drop-offs, delivery activity, and general through-movement also contribute significantly to conditions in and around both hubs. These patterns underscore opportunities to strengthen lighting, comfort, multimodal access, and programming to support non-auto travel and create more inviting places.
- **There is more activity during the school year compared to summer.** The Pulse Hub near SJSU saw 120 pedestrians and a moderate number of cyclists and scooter users during peak hours in May. June observations were far quieter, likely tied to school breaks, showing only 32 pedestrians and 2 cyclists. Activities at this hub include dog walking, phone use, people waiting for transport, and some individuals sleeping on grass or benches.
- **The Pulse Hub has more daytime activity than the Urban District Hub.** Observations included 152 pedestrians, 30 cyclists, and multiple e-scooter and skateboard users. Activity nearby on San Fernando and 4th Street was similarly high, with 125 observed pedestrians and 15 cyclists. Most micromobility activity is personal rather than shared, and pedestrians cross in multiple directions at 4th Street. People primarily walk, stand, chat, use their phones, or wait on grass or benches.
- **While the street has good infrastructure and available amenities, the areas lack activation.** Both hubs have crosswalks, shaded areas, and available mobility options, but concerns about public safety, limited multilingual signage, weak programming, and an uninviting feel for lingering are consistent themes. Despite the presence of shade trees at the Urban District Hub, it lacks activation and seating, inclusive wayfinding, and safe access to mobility services.
- **Comfort at the Urban District Hub could be improved.** Challenges observed include drivers intruding into protected bike lanes, high noise and odor levels, limited seating, insufficient shade, no meaningful space for gathering or exercise, and a lack of multilingual information. While the area feels generally safe during the day, perceptions may shift at night.

Goal 4: Ensure usability for transit-dependent communities, especially those who are economically disadvantaged or historically underserved

- Connections and access at the San Fernando Small-Scale Mobility Hub work for some, but many users see room for improvement.** Nearly half of participants indicate that it is easy to make connections, while the other half are neutral or find it challenging. Similarly, over 80% of participants are somewhat to very satisfied with accessing and using the San Fernando transit areas (Figure 5). These findings suggest that while some users navigate the hub smoothly, there is an opportunity to improve wayfinding, signage, and overall coordination to make transfers more intuitive and enhance overall satisfaction for all.

Figure 5 San Fernando – Survey Results to Questions 6 & 7 – “I find it easy to connect between the different transportation services at this site” and “How satisfied are you with your ability to get to and use San Fernando Street transit areas?”



Overall Key Findings/Themes

- Access to the San Fernando Street Mobility Hubs widely varies by survey participant, but most arrive by walking or driving.
- Connections and access to the Mobility Hub work for some participants, but many see room for improvement. Many report wanting more e-bike options, seating, shade, and lighting.

- Both mobility hub sites – the Pulse Hub near SJSU (6th/7th & San Fernando) and the Urban District Hub (2nd/3rd Street corridor) – reinforce that these areas function primarily as movement corridors rather than lingering spaces. People were observed walking or using a personal micromobility device when traveling through these areas.

3 CONTRA COSTA COLLEGE MOBILITY HUB (CITY OF SAN PABLO)

Project Overview

Most people travel to and from Contra Costa College and surrounding commercial and residential areas by driving. Although the Contra Costa College Transit Center serves high-frequency bus lines, limited pedestrian and bike facilities create an uncomfortable traveling experience to reach transit and surrounding destinations. The Contra Costa College Mobility Hub seeks to install infrastructure to create a safer traveling experience.¹³ Planned mobility infrastructure includes:

- Bike racks
- Class II bike lanes
- Pedestrian signals
- Wayfinding signage

This mobility hub complements the five planned housing development projects slated in the surrounding area, creating a planned Transit-Oriented Community as outlined in the *San Pablo General Plan 2030*.¹⁴

Project Goals and Metrics

The City of San Pablo and the consultant team developed the following project goals and identified corresponding KPIs from *MTC's Mobility Hubs Playbook* (Figure 6). Based on the data collected and provided by the City, the consultant team analyzed and summarized findings for each goal in the next section.

¹³ Contra Costa College Mobility Hub Plan: <https://www.sanpabloca.gov/2809/CCC-Mobility-Hub-Plan>

¹⁴ Contra Costa College Mobility Hub Plan Executive Summary: <https://www.sanpabloca.gov/DocumentCenter/View/16581/CCC-Mobility-Hub-Plan-Executive-Summary>

Figure 6 Contra Costa College Mobility Hub – Goals and Measures

Project Goal	Measure	Data Source
1. Enhance pedestrian access and amenities to transit for all ages and abilities.	Peak hour of daily use/pedestrian counts	Public Life Data Protocol (PLP)
	Age-diversity of hub users and surrounding communities	Public Life Data Protocol (PLP)
	Customer satisfaction score	Intercept Survey
2. Reduce dependence on private vehicles by encouraging shared and public transit options.	Number of transit transfers at hubs	Automated Passenger Counts
	Mode of arrival to hub	Intercept Survey
3. Improve nearby infrastructure to better support bicyclists transferring to transit at mobility hubs.	Average daily parking utilization rate	Manual Counts
	Comfort	Intercept Survey
	Arrival mode share to hub	Intercept Survey

Pre-Implementation Findings By Goals

Baseline conditions by goal for San Pablo's Contra Costa College Mobility Hub are assessed using the following sources:

- **Intercept survey** – the consultant team conducted intercept surveys on May 8 and May 15, 2025, and collected 112 survey responses.¹⁵ Details of the survey results are documented in Appendix A and C.
- **Public Life Data Protocol (PLP)** – on May 15, 2025, the project sponsor documented counts and observations of people using the mobility hub based on Urban Quality Criteria and Public Life Data Protocol (PLP) assessments.
- **Bike Rack Utilization** – the project sponsor also provided data on bike rack utilization at the station.

¹⁵ To determine whether this is statistically representative, it's important to know the estimated total population size of people using the Contra Costa College Mobility Hub. If the hub serves thousands of people daily, then 112 respondents is sufficient for exploratory work for commenting on general trends.

Goal 1: Enhance pedestrian access and amenities to transit for all ages and abilities.

- **Limited activity observed while school is in session.** One person was observed waiting for transport outside a business, another sitting on a fire hydrant, and a single pedestrian walking a dog along Castro Road (Figure 7). It should be noted that this assessment was conducted while school was likely in session rather than during the morning peak commute, so activity levels may not reflect typical hub use.

Figure 7 Contra Costa College – Public Life Protocol Observations at El Portal Drive and Castro Street



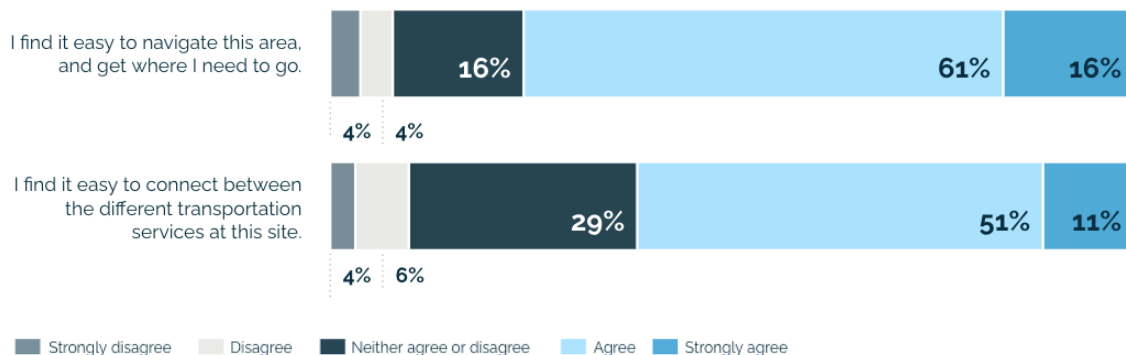
- **Most Contra Costa College Mobility Hub users feel safe and reasonably comfortable.** Overall, 68% agree or strongly agree that they feel safe using the transportation services and amenities, while 5% strongly disagree, highlighting a small but notable safety concern. In terms of comfort, 61% of respondents report feeling comfortable sitting and waiting at the mobility hub, though 25% express neutrality, suggesting opportunities to enhance the mobility hub's design and amenities to better support bicyclists, pedestrians, and users of all ages and abilities.
- **There are opportunities to improve safety and comfort of the mobility hub.** Users could benefit from more protection against traffic and other hazards, seating,

placemaking, and options for play, exercise, and multilingual programming. There is also a long crosswalk on El Portal Drive and a bus stop with no shelter protecting passengers from heat and other weather elements.

Goal 2: Reduce dependence on private vehicles by encouraging shared and public transit options.

- **Most Contra Costa College Mobility Hub users arrive by shared or public transportation, with buses as the dominant mode.** Over sixty percent of respondents take the bus, while 31% travel by private vehicle – whether driving themselves, borrowing a car, carpooling, or using rideshare. These findings highlight a strong preference for shared travel options to reach the hub.
- **Survey results show that mobility hub users generally find the site easy to use, though improvements could further streamline connections (Figure 8).** Overall, 77% of respondents agree that navigating the area and reaching destinations is straightforward, and 62% agree that transferring between transportation services is easy. However, 29% feel neutral about the ease of making these connections, indicating potential to enhance wayfinding, signage, and infrastructure to better support bicyclists, pedestrians, and seamless multimodal transfers.

Figure 8 Contra Costa College – Survey Results to Question 5 & 6 – “I find it easy to navigate this area and get where I need to go” and “I find it easy to connect between the different transportation services at this site”



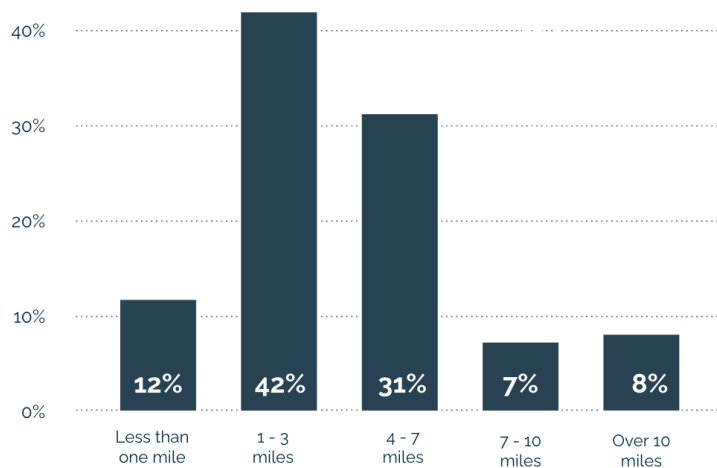
Goal 3: Improve nearby infrastructure to better support bicyclists transferring to transit at mobility hubs.

- **Contra Costa College Mobility Hub users mostly come from a bikeable distance, but none currently bike there (Figure 9).** Overall, 54% of respondents are traveling less than three miles to reach the hub, but none choose to bike there. This suggests

that despite short travel distances for many users, existing infrastructure may not adequately support or encourage bicycling as a first-mile connection to transit.

- **Similarly, there are no bicycles parked at bike racks** at the transit center, El Portal Drive & Castro Road, and College Lane & Mission Bell Drive (based on data provided by the City).

Figure 9 Contra Costa College – Survey Results to Question 2 – How far did you travel to get here today?



Overall Key Findings/Themes

- Survey respondents primarily take the bus to arrive at the Contra Costa College Mobility Hub.
- About half of the survey respondents travel less than three miles to reach the Contra Costa College Mobility Hub. However, no respondents bike, suggesting that despite short travel distances for many users, existing infrastructure may not adequately support or encourage bicycling as a first-mile connection to transit.
- Most mobility hub users find the Contra Costa College Mobility Hub easy to navigate, but many are ambivalent about how smoothly different transportation services connect. This suggests potential to enhance wayfinding, signage, and infrastructure to better support bicyclists, pedestrians, and seamless multimodal transfers for all users. Respondents shared that they would like more lighting, benches, restrooms, and real-time information.
- While there are currently no bike facilities around the hub, San Pablo staff observed a few people biking to and from the transit center to campus.

4 MARTINEZ AMTRAK STATION SHARED MOBILITY HUBS (CCTA)

Project Overview

CCTA is advancing the development of three shared mobility hubs through the INNOVATE 680 program – a suite of projects that addresses congestion, travel delays, and operational challenges along I-680.¹⁶

The Martinez Amtrak Shared Mobility Hub is one of these hubs and will serve as a regional intermodal hub, linking the Northern California Amtrak/Capitol, regional/local bus services (including the future I-680 Express Bus service), and active transportation. Other key priorities include improving station access and safety, integrating the station with downtown Martinez, enhancing the passenger experience, and promoting alternative transportation modes.¹⁷

Due to funding constraints, the project is being implemented in phases. Planned mobility hub infrastructure for Phase I, contingent upon available funding, is contained within the station and includes:

- Bike charging
- Dedicated Bike lanes/paths
- Bike storage
- Drop-off zones
- High-visibility crosswalks
- Real-time information
- Wayfinding signage

Phase II will expand improvements to focus on bus circulation/transit center areas adjacent to the station and the north parking lot.

Project Goals and Metrics

CCTA and the consultant team developed the following project goals and identified corresponding KPIs from *MTC's Mobility Hubs Playbook* (Figure 1010.001). Based on data collected and provided by the project sponsor, the consultant team analyzed data and summarized findings by goals in the next section.

¹⁶ INNOVATE 680 Program: <https://ccta.net/projects/innovate-680/>

¹⁷ CCTA Shared Mobility Hubs: <https://ccta.net/projects/innovate-680/shared-mobility-hubs/>

Figure 10 Martinez Amtrak Station Shared Mobility Hubs – Goals and Measures

Project Goal	Measure	Data Source
1. Improve customer experience when transferring between modes.	EV charger utilization (average daily vehicles charged) and charge time	Charging API Network, Manual Counts
	Legibility – wayfinding	Public Life Data Protocol (PLP)
	Number of TNC pick-ups and drop-offs	Manual Counts
2. Promote transit, bicycle, and pedestrian access.	Number of daily bike parking utilization rate	Manual Counts
	Peak hour of daily use/pedestrian counts	Public Life Data Protocol (PLP)
3. Provide opportunities for enhanced placemaking.	Public life	Public Life Data Protocol (PLP)
	Customer satisfaction score	Intercept Survey

Pre-Implementation Findings by Goals

Baseline conditions by goal for CCTA’s Martinez Amtrak Station Shared Mobility Hubs are assessed using the following sources:

- **CCTA online survey¹⁸** – CCTA conducted an online survey between February 14 and March 14, 2025, that was promoted as part of the overall outreach effort led by the agency for this proposed project. CCTA collected 387 survey responses. Of those who started the survey, 254 completed the survey, resulting in a 66% completion rate¹⁹. Of the 290 respondents who reported their city or community of residence, 61% reside in Martinez. Details of the survey results are documented in the Appendix A and C.
- **Public Life Data Protocol (PLP)** – on June 4, 2025, the project sponsor documented counts and observations of people using the mobility hub during peak morning and late afternoon based on Urban Quality Criteria and Public Life Data Protocol (PLP) assessments.
- **Mobility Hub Usage Data** – the project sponsor provided data on the number of users using the EV charger, bike locker, bike rack, pick-up and drop-off areas, and parking lots.

¹⁸ This online survey is different to the public intercept survey the consultant team developed and used for the other mobility hub projects. However, both surveys focused on understanding how people currently access the mobility hub, the challenges they experience, and what design improvements for features would best support their transportation needs.

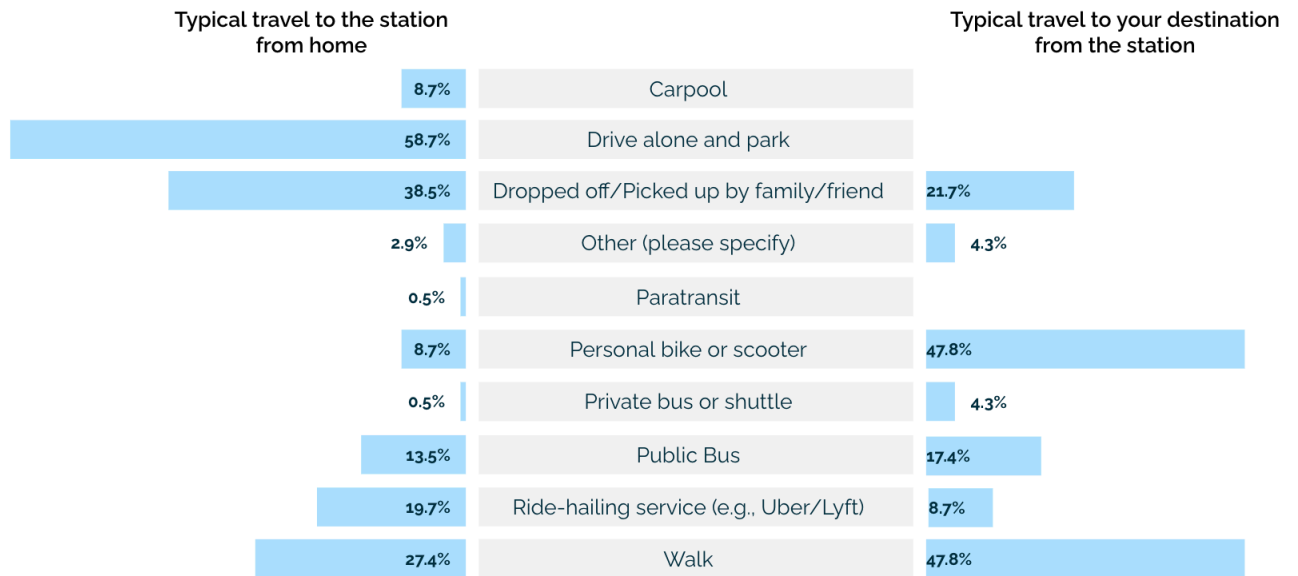
¹⁹ Since the survey was promoted via Facebook ads, email outreach, social media posts, and in-person pop-up events, the responses may reflect self-selected participants rather than a strictly random sample of all existing and potential mobility hub users. As such, the results should be interpreted as directional insights rather than statistically representative findings.

Goal 1: Improve customer experience when transferring between modes.

- **Planned upgrades are well-received, but improving amenities and synchronizing bus and train service are key to making the station more user-friendly.** Survey results indicate strong support for planned improvements, with 60% of 250 respondents reporting that the proposed design would make them more likely to shift to alternative modes of transportation. Respondents highlighted several areas for enhancement, including restroom upgrades, more vending and retail options, and printed maps and schedules to serve riders without smartphones. There are also connectivity concerns, as some respondents note infrequent bus service and poor timing with train schedules, emphasizing the need for better bus-rail coordination.

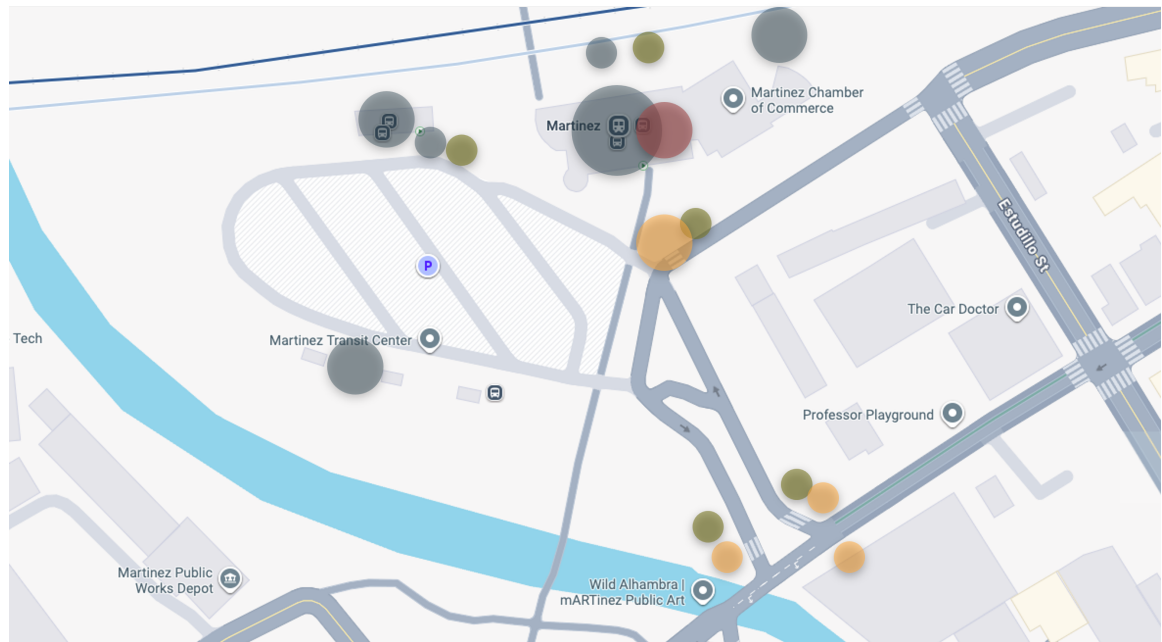
Goal 2: Promote transit, bicycle, and pedestrian access.

- **Of the 23 survey respondents who reported how they travel to their destination from the station, most say they walk or bike for first- and last-mile travel, but poorly coordinated and slow bus service limits broader transit use.** Survey findings show that travelers completing their trips locally rely heavily on personal bikes or scooters (48%) and walking (48%), as shown in Figure 11. Of the bike and scooter users, 59% of participants bring their device on transit. Interest in bus service is mixed, and only 15% currently use buses, citing long travel times and poor coordination with train schedules as top barriers for using transit. These results suggest that while active transportation modes are popular, better integration of bus connections could expand transit options for first- and last-mile travel.
- **Limited bike activity at the mobility hub.** According to Public Life Protocol data provided by the project sponsor, some cyclists are present, arriving from nearby paths and Marina Vista Avenue. Bike racks are not utilized, but three of the four bike lockers were occupied during morning commute hours and one of four was in use during the evening commute hours during survey observations.

Figure 11 Martinez Amtrak Station – Mode Split to and from Station based on Survey Responses

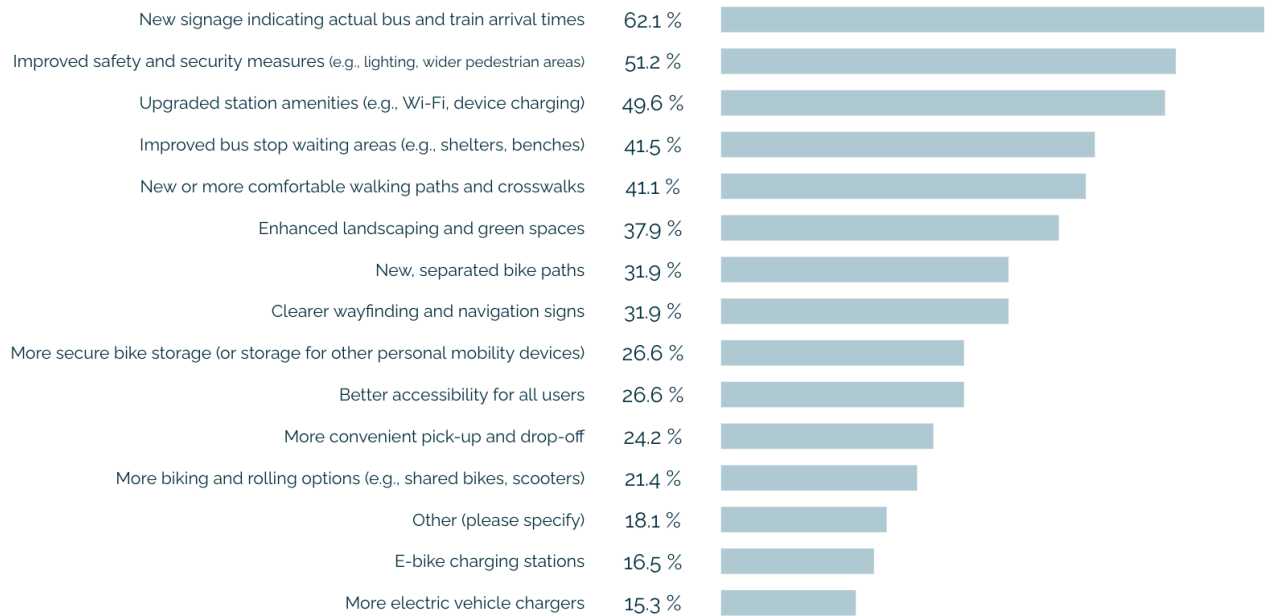
Goal 3: Provide opportunities for enhanced placemaking.

- Observations show a consistently active environment.** Between 20 to 40 people waiting or transferring are observed at any given time with clear surges tied to Amtrak arrivals and bus bay activity. Most people wait near shared train and bus platforms, with some interacting with customer service, using mobile devices, or arriving by bike. Movement patterns highlight a steady flow of riders walking between trains, buses, and the parking lot, while curbside drop-offs lead people to cross outside designated crosswalks. Some cyclists are present, arriving from nearby paths and Marina Vista Avenue, and rideshare drop-offs contribute to pedestrian circulation in the afternoon. See Figure 12 for map of these activities.

Figure 12 Martinez Amtrak Station – Public Life Protocol Observations

Action	Activities
Standing, Waiting, Transferring 	Consistent active environment, with 20 to 40 people waiting or transferring at given time and clear surges tied to Amtrak arrivals and bus bay activity
Customer Service Interactions 	Some interactions with customer service were observed
Bike Arrivals 	Some cyclists were present, arriving from nearby paths and Marina Vista Avenue
Pick-up and Drop-off 	Curbside drop-off along Marina Vista often prompted people to cross outside of designated crosswalks

- The station offers adequate waiting areas and mobility services, but targeted improvements could enhance safety, comfort, and placemaking.** Based on Public Life Data Protocol assessments, mobility options, standing and lingering, sitting, and talking/listening were rated as good quality. Meanwhile, protection against traffic accidents, protection from harm by others, opportunities for play, exercise, and activities, visual engagement, and programming were assessed as moderate. Options for accommodating diverse users, including multiple languages and cultural backgrounds, were observed as limited during the observation period (Figure 13). Targeted improvements could enhance safety around drop-off areas, increase comfort and programming in waiting areas, and improve inclusivity and wayfinding for a wider range of users.

Figure 13 Martinez Amtrak Station – Survey Participants' Suggested Improvements

Overall Key Findings/Themes

- Survey participants primarily drive to access the Martinez Amtrak Station.
- The PLP shows a consistently active environment, with 20 to 40 people waiting or transferring at any given time and clear surges tied to Amtrak arrivals and bus bay activity.
 - Most people wait near shared train and bus platforms, with some interacting with customer service, using mobile devices, or arriving by bike.
 - Movement patterns highlight a steady flow of riders walking between trains, buses, and the parking lot, while curbside drop-offs often lead to people crossing outside designated crosswalks.
 - Some cyclists are present, arriving from nearby paths and Marina Vista Avenue, and rideshare drop-offs contributed to pedestrian circulation in the afternoon.
- Planned upgrades are well-received and respondents indicate that they would be more likely to shift away from driving. However, synchronizing bus and train service are key to making the station more user-friendly.

5 DUBLIN/PLEASANTON ACCESS IMPROVEMENTS PROJECT (BART)

Project Overview

The Dublin/Pleasanton BART station is the easternmost terminus on the BART system. While most people drive and park at the station, some arrive by foot, bus, or bike.²⁰ Better infrastructure is needed to support non-driving commutes to further encourage others to shift to sustainable modes. The Dublin/Pleasanton Access Improvements Project addresses these challenges by making walking and biking to and from the station safer and more comfortable while strengthening connections to the Iron Horse Trail across the I-580 between Dublin and Pleasanton. BART staff have identified the following as part of the planned mobility hub.

- Class I two-way cycle track
- E-bike charging
- Landscaping/stormwater management
- Pedestrian-scale lighting
- Secured bike parking space
- Raised crosswalks
- Seating
- Sidewalks
- Wayfinding and art

Project Goals and Metrics

In collaboration with the consultant team, BART developed project goals and identified corresponding KPIs from *MTC's Mobility Hub Implementation Playbook*, as shown in Figure 14.

Figure 14 Dublin/Pleasanton Access Improvements Project – Goals and Measures

Project Goal	Measure	Data Source
1. Increase transit ridership.	Number of daily transit boardings and alightings	Automated Passenger Counts

²⁰ Additionally, the Iron Horse Trail is a popular recreational and commuter route. However, trail users reported difficulty finding the trail from the station entrance, and gaps in the trail limits connectivity.

Project Goal	Measure	Data Source
2. Ensure safe access for all users of the BART system, including users with disabilities.	Comfort	Intercept Survey
3. Prioritize sustainable travel modes to reduce emissions and improve public health.	Average daily bike parking utilization	Manual Counts
	Peak hour of daily use/pedestrian counts	Public Life Data Protocol
4. Reduce the need to drive and park at BART.	Number of bike parking spaces	Manual Counts
	Mode of arrival to hub	Intercept Survey
5. Develop station-level designs that are consistent with BART's Station Design Access Hierarchy, which puts pedestrians as our highest priority.	Peak hour of daily use/pedestrian counts	Public Life Data Protocol
	Customer satisfaction score	Intercept Survey

Pre-Implementation Findings by Goals

Baseline conditions by goal for BART's Dublin/Pleasanton Access Improvements Project are assessed using the following sources:

- **Intercept survey** – the consultant team conducted intercept surveys on May 6 and May 22, 2025 and collected 107 survey responses²¹. Details of the survey results are documented in the Appendices A and C.
- **Public Life Data Protocol (PLP)** – on May 21, 2026, the project sponsor documented counts and observations of people at the mobility hub based on Urban Quality Criteria and Public Life Data Protocol assessments.
- **East Bay Recreation and Parks Department (EBRPD) Automatic Bike Counters** – the project sponsor coordinated with EBRPD to get automatic counts for bicyclists and pedestrians using the Iron Horse Trail during May 2026.
- **BART bicycle and occupancy requirements** – the project sponsor provided counts of bicycles and scooters using station racks during May 2026.

Goal 1: Increase Transit Ridership

- **BART ridership at Dublin/Pleasanton Station has increased compared to the previous year.** In May 2026, Dublin-Pleasanton Station saw 3,560 passengers on an

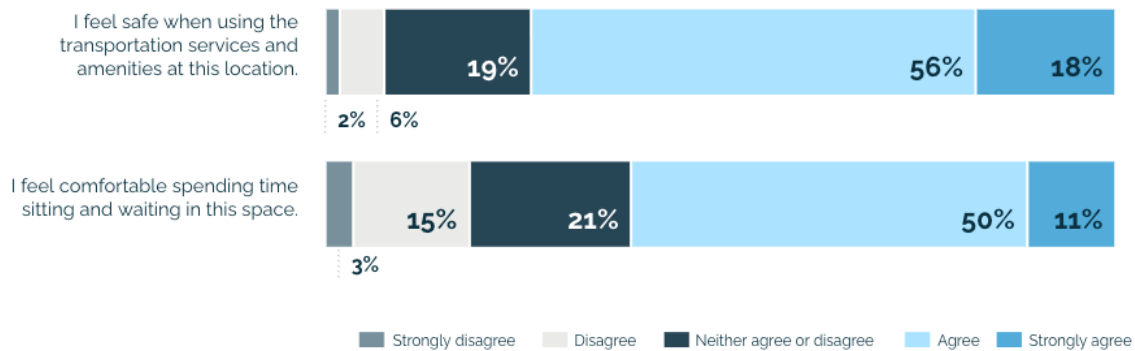
²¹ While the sample yields an estimated $\pm 9\%$ margin of error at a 95% confidence level based on average station ridership, findings should be interpreted as broadly indicative rather than statistically definitive.

average weekday, which is up 17.8% from last year. No change in ridership from the previous month.

Goal 2: Ensure safe access for all users of the BART system, including users with disabilities.

- **Some people feel uncomfortable waiting at the station.** While most survey respondents feel safe and comfortable navigating the station, 18% reported they feel uncomfortable waiting at the station (Figure 15).

Figure 15 Dublin/Pleasanton – Survey Participants' Level of Comfort at Dublin/Pleasanton Mobility Hub



- **The hub currently functions as a transit node rather than an inclusive, social destination.** The station's public realm is designed to be primarily functional to facilitate connections to transit. Standing is the dominant observed behavior at the main bus stop area on the Dublin (31.9%) and Pleasanton sides (28.9%) of the station as opposed to pacing, playing, and sitting behaviors (Figures 16 & 17). Additionally, critical zones like the taxi/rideshare and car pickup areas on the Dublin side remain uncomfortable, with sitting accounting for 7.0% of observations.

Figure 16 Dublin/Pleasanton – Observations of Waiting Activities at Dublin/Pleasanton BART Station (Dublin Side)²²

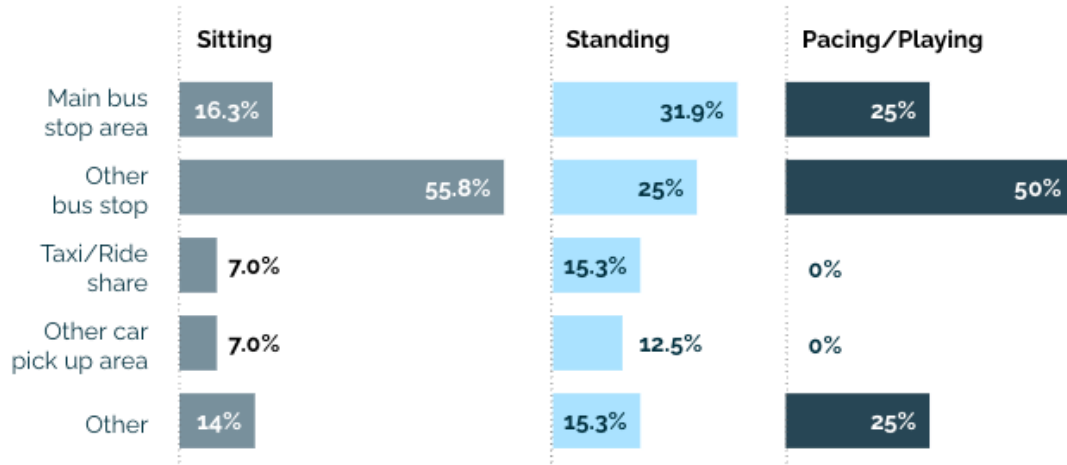
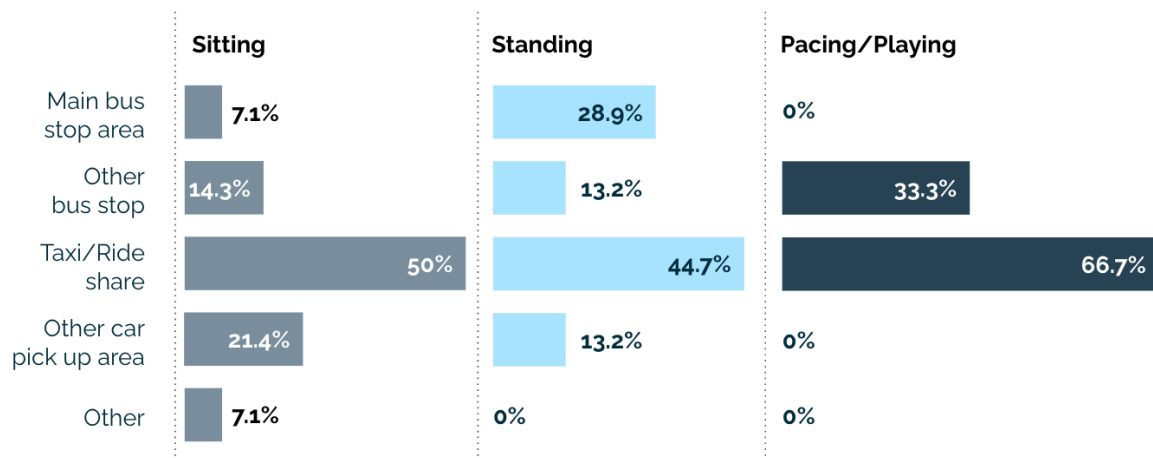


Figure 17 Dublin/Pleasanton – Observations of Waiting Activities at Dublin/Pleasanton BART Station (Pleasanton Side)



Goal 3: Prioritize sustainable travel modes to reduce emissions and improve public health.

- **Micromobility, including biking and personal scooters, represents a small but vital portion of activity.** While overshadowed by the number of walking movements, some biking and scooter activity were observed on both the Dublin and

²² The analysis examined total observations for different types of waiting activities: Sitting (n = 43); Standing (n = 72); Pacing/Playing (n=4).

Pleasanton sides of the station (Figure 18). On the Pleasanton side, the Iron Horse Trail and main bus stop facilitate 58.7% of observed bike movements toward the station (Figure 19). Several observations of people connecting to the main bus area by scooter also highlight potential last-mile connections. Enhancing infrastructure for these modes, particularly where they intersect with bus transit and regional trails, is a key opportunity to shift users toward low-emission travel.

Figure 18 Dublin/Pleasanton – Observations of Moving Activities Towards and Away the Dublin/Pleasanton BART Station

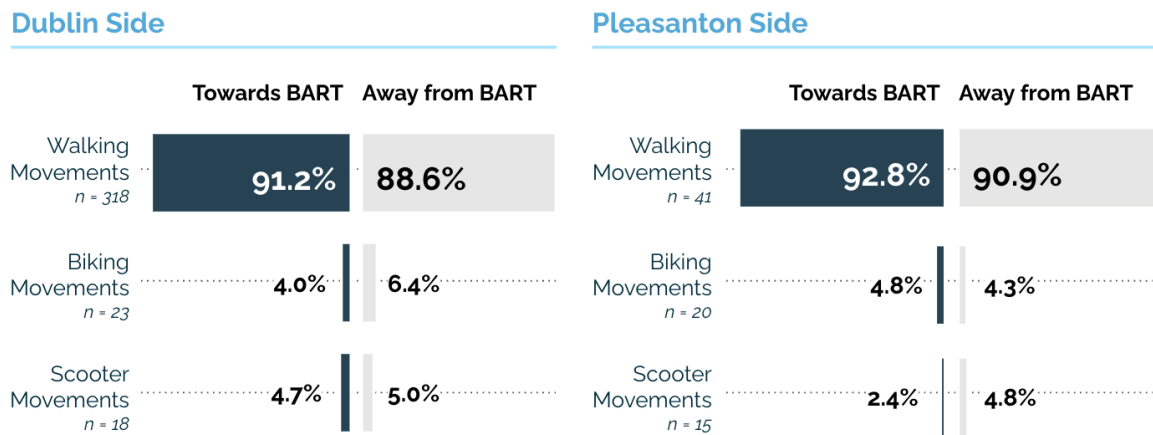
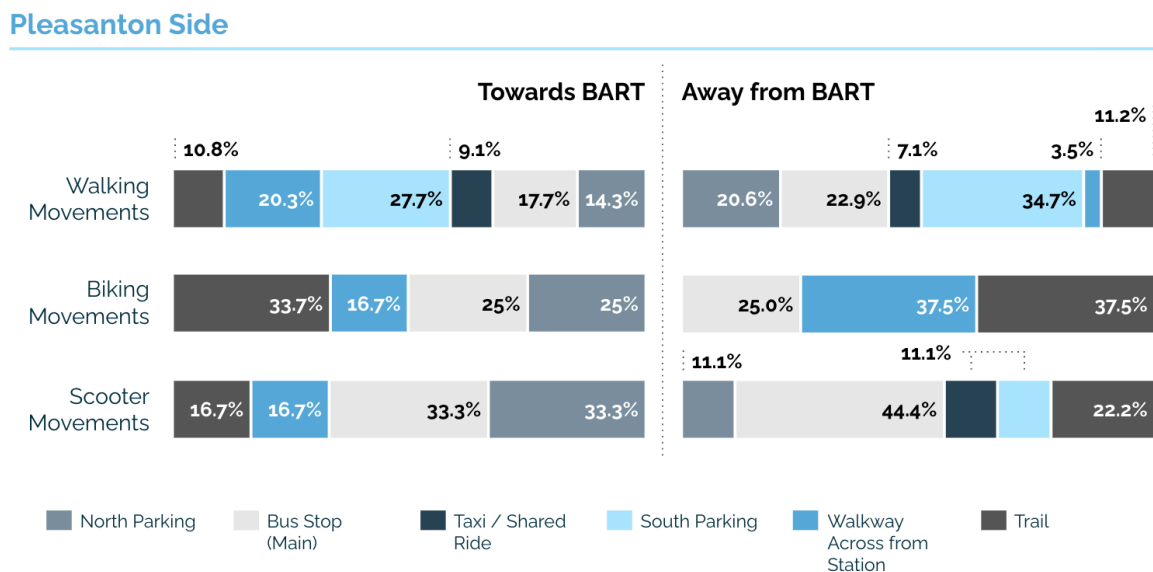
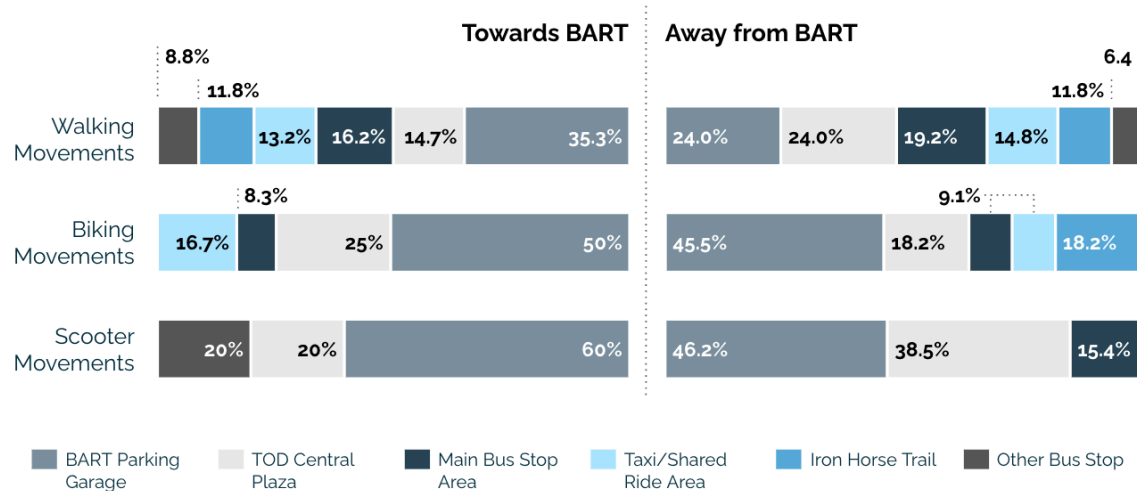


Figure 19 Dublin/Pleasanton – Observations of Moving Activities by Station Site on the Pleasanton and Dublin Sides of the Dublin/Pleasanton BART Station



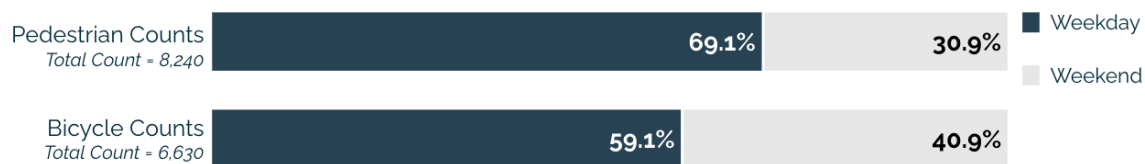
Dublin Side



- The Iron Horse Trail serves as a critical, high-volume artery for sustainable travel.** The segment of the Trail north of the station alone saw 20,763 counts of bicycling and pedestrian activity over the course of May, carrying 2.5 times the volume of the southern segment near Owens Drive. The Trail currently functions as a commuter corridor during the week with a greater proportion of total pedestrian and bicycling activity occurring on weekdays. However, both activities continue to have a significant presence through the weekend (Figure 20).

Figure 20 Dublin/Pleasanton – Total Bicycle and Pedestrian Volumes on Iron Horse Trail in May 2026 (Weekday vs. Weekend)

North Segment



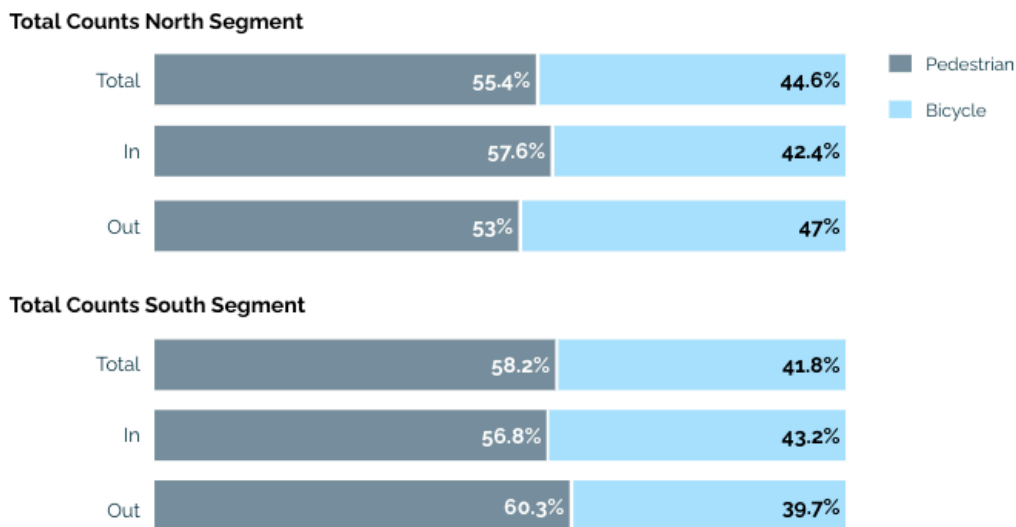
South Segment



Goal 4: Reduce the need to drive and park at BART.

- **Drive-alone trips are the most popular commute mode.** Overall, 66% of survey respondents arrive to the station by private automobile, with 48% driving themselves and 18% carpooling by drop-off or rideshare. These trends reflect survey respondents' relationship to car ownership, where nearly half of respondents live in households with two or more vehicles, whereas 12% do not own a vehicle at all.
- **Opportunity to shift short driving trips to non-driving modes.** Of the 51 survey respondents who drive to the station, 35% make trips shorter than 3 miles. Thus some respondents travel a notable distance to access the Dublin/Pleasanton BART station, but many people live nearby yet still choose to drive. Other modes need to become as or more convenient or affordable to encourage behavior change.
- **Available bike parking is underutilized.** With only 26 bikes and 3 personal scooters observed using the 161 available racks, the 18.0% occupancy rate indicates significant capacity to support future growth in micromobility activity around the station.
- **The Iron Horse Trail can serve as a sustainable alternative connection for daily users of the hub.** Pedestrian activity makes up most of the traffic on both the northern (55.4%) and southern (58.2%) segments of the Trail, while bicyclists account for 44.6% on the northern segment, and 41.8% on the southern segment (Figure 21). Improving direct connectivity between the station and the Trail, alongside new and enhanced bike network connections, would further incentivize bike-to-transit access.

Figure 21 Dublin/Pleasanton – Bicycle and Pedestrian Volumes on the Iron Horse Trail by Segment²³

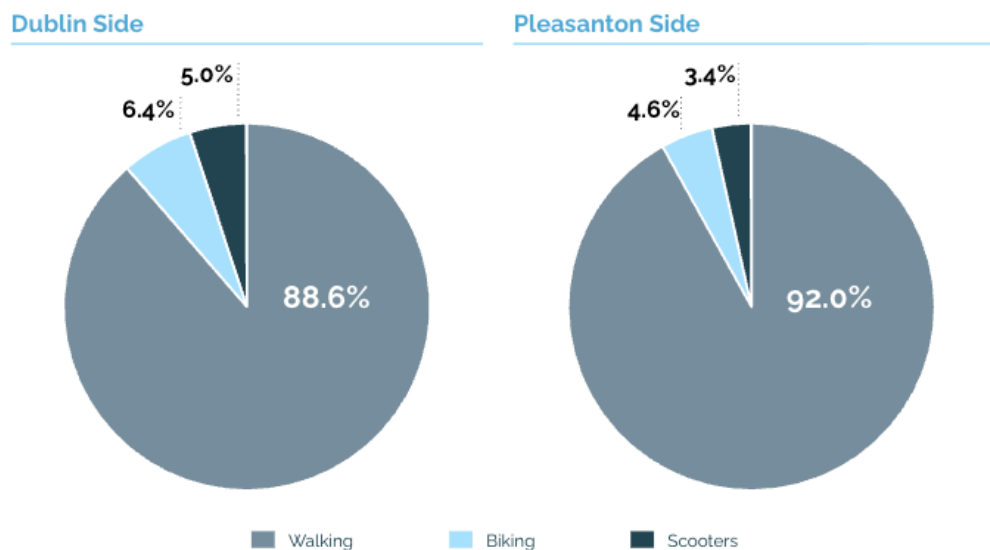


²³ "In" counts correspond to bicycle and pedestrian activity moving southbound. "Out" corresponds to bicycle and pedestrian activity moving northbound.

Goal 5: Develop station-level designs that are consistent with BART's Station Design Access Hierarchy, which puts pedestrians as our highest priority.

- **Most riders are satisfied with accessing and using the Dublin/Pleasanton BART station.** Only 11% express dissatisfaction, indicating that while most riders have a positive experience, there is still room to improve access and usability for a small notable share of users.
- **Walking is the primary type of movement within the hub.** Walking accounts for 88.6% of observed movements on the Dublin side and 92.0% on the Pleasanton side as users transition from various transit and driving modes at the periphery of the hub to navigate the station on foot. The BART parking garage and South Parking area serve as the most significant conduits for this activity.²⁴

Figure 22 Dublin/Pleasanton – Movement Mode Share on the Pleasanton and Dublin Sides of the Dublin/Pleasanton BART Station



Overall Key Findings/Themes

- Survey participants primarily drive to access the Dublin/Pleasanton Station.

²⁴ The BART parking garage and South Parking area are not necessarily final destinations, but rather directions from which users are traveling to and from the station. For instance, the path toward the Dublin garage facilitates 35.3% of walking toward the station and 24.0% away from it.

- Among those who drive, 35% live within three miles of the station, highlighting an opportunity for hub designs to encourage shift to non-driving modes.
- About 20% of respondents report feeling unsafe and uncomfortable at the station, suggesting there is an opportunity to improve access and usability for this small group. They shared that amenities like restrooms, BART security, seating areas, and better lighting would improve their sense of safety and comfort.
- Most survey participants are between the ages of 24 and 44, indicating that they are most likely working-age commuters.
- The Iron Horse Trail serves as a high-volume corridor with potential to connect people to the station without a car, provided that direct connectivity is improved, and underutilized bike parking is leveraged to support increased micromobility access.
- Walking is the predominant mode of movement within the hub, with over 90% of observed movement activity involving users transitioning from transit and nearby parking areas to navigate the station on foot.

APPENDIX

A. INTERCEPT SURVEY FINDINGS BY STATION

[Pre-Project Intercept Survey – Data Findings](#)

B. INTERCEPT SURVEY QUESTIONNAIRE

[Mobility Hubs Pre-Project Intercept Survey Template](#)

[Mobility Hubs Pre-Project Intercept Survey Template \(Spanish\)](#)

C. DETAILED PRE-PROJECT INTERCEPT SURVEY RESULTS BY QUESTION

[Contra Costa College Mobility Hub – Survey Results.xlsx](#)

[San Fernando Street Small-Scale Mobility Hubs – Survey Results.xlsx](#)

[CCTA Martinez Amtrak Station Shared Mobility Hub – Survey Report.pdf](#)

[BART Dublin/Pleasanton Access Improvements Mobility Hub – Survey Results.xlsx](#)