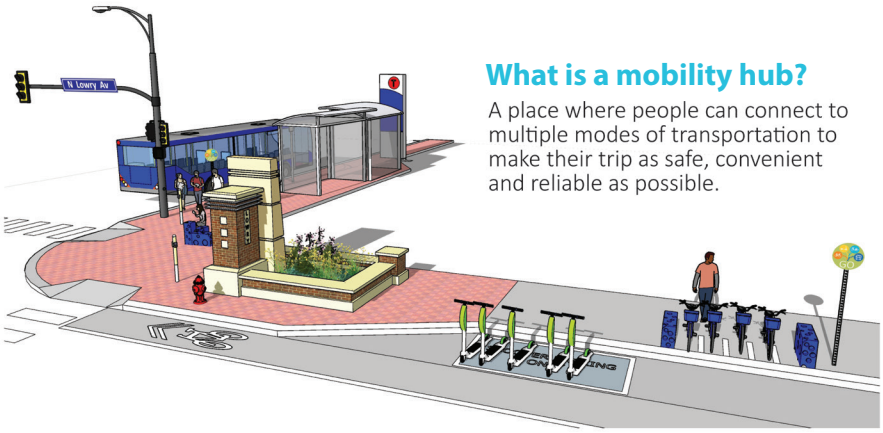
2019 Minneapolis Mobility Hub Pilot

Minneapolis
Public Works

Executive Summary

Purpose

In 2019 the City of Minneapolis implemented a mobility hub pilot to increase access to convenient, low or no carbon transportation options, including transit, shared scooters and Nice Ride bicycles. This pilot was intended to introduce the concept of mobility hubs to the public, and help inform a long-term approach to implementing a larger mobility hub network in Minneapolis.



What is a mobility hub?

A place where people can connect to multiple modes of transportation to make their trip as safe, convenient and reliable as possible.

Pilot Approach

Since mobility hubs are a relatively new concept in the region, the piloting process provided an opportunity to

- Test possible mobility hub interventions,
- Conduct interactive engagement around the concept, and
- Inform a long-term approach and larger strategic investments.

The mobility hub pilot was designed to create an interactive platform for community voice to shape the development and implementation of the basic mobility hub concept.

Pilot Locations

GO signs marked every mobility hub pilot site in 2019. GO signs on these maps represent the pilot locations.

North Pilot Locations

South Pilot Locations

Northeast Pilot Locations

For more information and to view the full report, visit minneapolismn.gov/mobilityhubs.

Impact

Throughout the pilot, the project team conducted events where they conducted intercept surveys to gather feedback and evaluate the pilot.

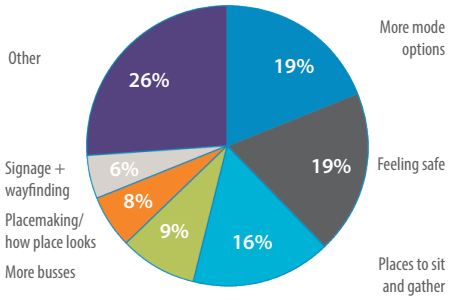
64% of users reported that pilot improvements make them more likely to use the transportation options at the hub.

Three key themes emerged when users were asked what would be most important to improve their trip:

- Access to more transportation options
- Feeling safe
- Places to sit and gather

Engagement events held at mobility hubs provided opportunity to distribute information on access and appropriate use of shared mobility, which included **285 helmets distributed, 60 test rides given,** and **over 200 flyers about low income programs distributed.**

What is most important to making your trip better?



Lessons

The 2019 mobility hub pilot revealed key themes, lessons and recommendations to inform the further development of mobility hubs:

Seating is especially important to facilitate comfortable journeys for older adults, children, and people with heavy bags, physical mobility challenges or chronic pain.

- ***Recommendation***- Ensure more permanent accessible seating options at future mobility hubs.

Safety is a key driver of utilization of mobility hubs. The experience of safety is fostered through a variety of interconnected factors. Users shared how changes to the built environment, security presences, and proactive responses to negative behaviors would create a stronger sense of safety.

- ***Recommendation*** - Future mobility hubs should incorporate intersection improvements and resources for creating safer environments, such as curb bumpouts, on-site ambassadors, and activation of spaces.

Space on the sidewalk is a major constraint to providing the full range of placemaking and transportation options in a convenient, accessible layout at mobility hubs.

- ***Recommendation*** - Where available, utilizing on-street parking for mobility hubs could relieve pressure on sidewalk space and allow mobility hubs to have a more consistent layout.

Other barriers including vehicle accessibility and comfort are a barrier to using scooter- and bike-share. Financial and technological barriers also limit participation in app based systems that are primarily accessed via smartphone and with a credit/debit card.

- ***Recommendation*** - Pursue localized solutions including additional vehicle types to mitigate these barriers and enable broader use.

Maintenance is key to creating effective year-round spaces in the right-of-way, especially with elements like signage systems, benches, planters, and bright-colored paints. Users said these elements contributed to their increased interest in using the transportation options at hubs.

- ***Recommendation*** - Explore and develop new maintenance partnerships and assign maintenance responsibilities to less centralized entities.

Thank you to community, public sector, and mobility sector partners who collaborated on this pilot.

Powderhorn Park Neighborhood Association

Picture Wagon - Ashley Satorius & Sally Nixon

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Recommended Next Steps

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Recommendation	Why?	How?
Expand locations of mobility hub pilot	→ Reach and engage more users in an interactive format → Users reported the features positively impacted their choice to use transportation options at the hubs, helping Minneapolis progress toward mode-share goals	→ Replicate the location identification approach from 2019 pilot with modifications → Return and build momentum at 2019 sites and add other high-potential sites → Pursue grant funding and ongoing funding streams
Prioritize seating, safety and choice of mode	→ Users surveyed identified these three features as most important to improving their trip at mobility hubs	→ Test improved seating options in 2020 → Test a hub ambassador approach to creating safe environment → Coordinate with Vision Zero efforts on intersection crossings → Expand on best practices in locating modes in tight configurations in public right-of-way
Develop a kit-based design primarily for underutilized on-street parking and sidewalk space	→ On-street parking can provide cohesive base for replicating hub design → On-street space encourages riding bikes and scooters in on-street lanes. Relieves congestion on the sidewalk. → Kit encourages consistency in network	→ Build on 2019 pilot layouts to create easily replicable packages that can still reflect community identity
Continue to build partnerships with community groups, mobility providers, and artists	→ Successful partnerships this season were built. Participation ensures better outcomes.	→ Extend the micro-grant programming approach for 2020
Continue to build partnerships with public right of way owners and operators like Metro Transit, Hennepin County, and MnDOT	→ Agency partnerships will be necessary for long-term placement of elements in right-of-way	→ Work on provisional basis for placement of pilot elements in other right-of-way → Develop agreements to clearly for long-term mobility hub elements
Pilot on-site ambassadors to fulfill maintenance and safety functions	→ Geographic distribution of mobility hubs presents logistical challenge for centralized maintenance → Enhanced maintenance and safety make the investment in a mobility hub more efficient at serving existing users and attracting drivers to non-car modes	→ Approach neighborhood organizations and business coalitions to identify best fit for partnerships → Test community-based maintenance and safety approach through ambassadors at 2020 pilot sites