

**Metropolitan Transportation Commission and the Association of Bay Area Governments
Joint MTC Planning Committee with the
ABAG Administrative Committee**

February 12, 2021

Agenda Item 5b

Climate Initiatives Program – Mobility Hubs Program Update

Subject: Update on MTC’s Climate Initiatives Mobility Hubs Program.

Background: MTC’s Climate Initiatives Program identifies a variety of strategies and programs to help meet the per capita greenhouse gas (GHG) emissions reduction target established by the California Air Resources Board (CARB) for the region’s Sustainable Communities Strategy (SCS). For Plan Bay Area (PBA) 2040, the target was 15%; for PBA 2050, the region must achieve a 19% per capita GHG reduction.

In November 2015, MTC committed \$22 million through the One Bay Area Grant Program (OBAG2) to implement three Climate Initiatives strategies identified in Plan Bay Area 2040: carsharing, targeted transportation alternatives (TTA) and electric vehicle incentives and infrastructure. In June 2018, MTC allocated \$1.2 million for carshare and \$325,000 for TTA to initiate a pilot phase of implementation for these strategies. This item provides a progress update specifically on carshare and the strategy’s integration into a mobility hub concept, with a brief update on TTA. An update on the electric vehicles program was provided at the March 2020 Joint MTC Planning and ABAG Administrative Committee meeting.

Mobility Hubs/Carshare. Mobility hubs provide highly visible intermodal connections that encourage transit trips and first/last mile biking and connections, especially when co-located with other shared modes (e.g. bike or scooter share). Carshare provides access to an automobile for short-term use without the costs of individual ownership. Carsharing allows households to shed vehicles and reduce GHG by decreasing the number of trips people make by car, as well as traffic congestion and parking demand. Based on lessons learned from MTC’s previous investment in carsharing, the next generation of carshare implementation will be included in the broader development of mobility hubs, which serve as an ideal location for carsharing.

Using Bay Area travel pattern data, staff developed a location analysis framework to identify and prioritize candidate mobility hub locations with the highest potential of reducing GHG emissions and advancing regional and Plan Bay Area goals. Through this process, staff developed three key objectives to determine mobility hub sites:

- Coordinated Mobility: Mobility hubs should have frequent and interjurisdictional transit service consistent with Priority Development Area transit service requirements;
- Climate Action: Mobility hub sites should have high potential to convert low-occupancy and solo vehicle trips to other sustainable travel modes such as transit, shared mobility options like bike or scooter share, biking, and walking; and

- Equitable Mobility: Mobility hub sites should be focused on equity and consider locations within Communities of Concern that have transportation needs but are not near frequent and interjurisdictional transit service.

Based on these objectives and with input from transit agencies, county transportation agencies, and urban and suburban cities, staff compiled a list of candidate mobility hubs. Next, these locations were categorized to capture the land use context of the candidate hub locations to inform the hub design, features, and travel options available at each type of mobility hub:

- Regional Downtown: Regional central business districts including San Francisco, Oakland, and San Jose each with an established mix and scale of development, multiple destinations, and the highest residential and employment densities of all hub types.
- Urban District: Centers of moderate to high residential and employment densities with a mix of uses and inside Plan Bay Area 2050's Priority Development Areas (PDAs).
- Emerging Urban District: Areas of low to moderate residential and employment densities with a mix of uses, future development potential, and inside PDAs.
- Suburban and Rural: Areas with small neighborhood or auto-oriented characteristics with the lowest residential and employment densities of all hub types, and outside of PDAs.
- Pulse: Large trip generators, including airports, stadiums, universities, and major employers as well as Plan Bay Area 2050's Priority Production Areas (PPAs).
- Opportunity/Equity: An area of high mobility need lacking frequent or high-capacity transit or other mobility services located within a Community of Concern.

The third step prioritized the top 25 locations by land use type based on highest potential to meet the key objectives. Prioritization factors included locations with high transit frequencies and pedestrian and bicycle network connectivity, areas with significant potential for a shift from solo driving trips, and location in a Priority Development Area or Community of Concern.

This shortlist of sites will be advanced to the next step in the process which is to develop a pilot program. The goals of the pilot are to better understand mobility hub implementation, learn specifics about implementation challenges, operations and maintenance, successful partnership relationships, and how best to effectively incorporate mode shift and VMT reduction. Lessons learned from the pilot will inform a broader regional mobility hubs program. Staff expect to release a request for interest letters in the program in March. With the \$1.2 million available for the pilot, staff expects to support implementation of up to 5 mobility hub locations.

Staff will also be releasing a mobility hubs implementation guide in the coming months, which will be available to assist any agency with mobility hub implementation. The guide will contain details about community engagement, partnerships and contracting, curb management, implementation phasing, and operations and maintenance. Based on stakeholder feedback throughout the development of the guide, it will be a welcomed resource to jurisdictions as the information contained in the guide is not readily available elsewhere.

Targeted Transportation Alternatives (TTA). In addition to mobility hubs, staff is also advancing the Climate Initiatives TTA strategy. This travel behavior change program prompts a shift from driving alone to walking, biking, transit, or carpooling for any trip through targeted outreach, education and incentives. While encouraging people to make this shift is difficult, Santa Monica, Portland and Seattle have successfully decreased solo driving trips with their version of targeted travel assistance programs. TTA adapts these approaches to the Bay Area's landscape and outreach preferences. Staff is in the process of selecting a consultant who will help develop a pilot program. The pilot program will identify the target audience, test and evaluate incentives for changing behavior and provide recommendations for a broader regional TTA program. Staff anticipates pilot development to begin in March 2021, with the pilot program launching later in the year.

Issues: In closing out the Climate Initiatives Smart Driving program and associated public outreach campaigns, a \$445,390 balance remains. Staff recommend transferring this balance to the Climate Initiatives mobility hubs pilot program described above, increasing the pilot program budget to \$1.7 million and enabling additional sites to be funded. Staff will request the Programming and Allocations Committee to consider this request at an upcoming meeting.

Recommendation: Information

Attachments: Attachment A: Mobility Hubs Update Presentation


Therese W. McMillan



Climate Initiatives

Mobility Hubs/Carsharing Program Update

**Joint MTC Planning Committee with the
ABAG Administrative Committee**

February 12, 2021

Krute Singa, MTC/ABAG

Mobility Hubs: Intersection of PBA2050 Transportation/Environment Strategies

- Support Community-Led Transportation Enhancements in Communities of Concern (T1)
- Enable a Seamless Mobility Experience (T2)
- Advance Local Priorities (T7)
- Build a Complete Streets Network (T8)
- Advance Regional Vision Zero (T9)
- Expand Transportation Demand Management Initiatives (ENg)



MOBILITY HUBS/CARSHARING

What the Initiative Is:

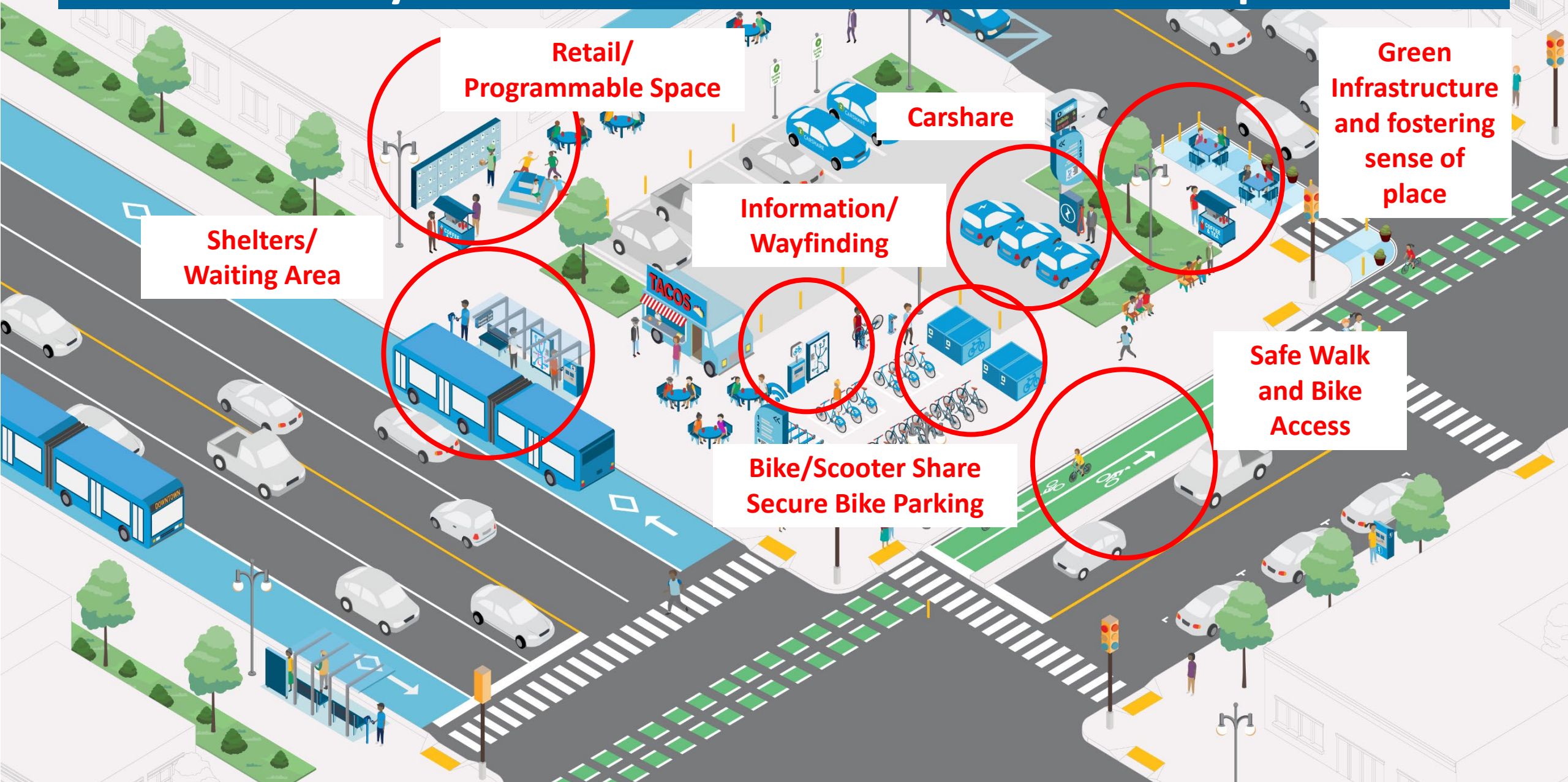
- Mobility hubs = locations for multi-modal connections – transit, biking, walking, shared mobility (car/bike/scooter)
- Carsharing = access to a car for short-term use without individual ownership

How It Advances GHG Reduction:

- Mobility hubs: supports transit, biking, walking shifts for first/last mile connections
- Carshare: reduced trips, parking and traffic congestion



What a Mobility Hub Could Look Like - Suburban Example with BRT



**Retail/
Programmable Space**

Carshare

**Green
Infrastructure
and fostering
sense of
place**

**Shelters/
Waiting Area**

**Information/
Wayfinding**

**Safe Walk
and Bike
Access**

**Bike/Scooter Share
Secure Bike Parking**

KEY FEATURES: EASY CONNECTIONS



Photo Source: Nelson\Nygaard

KEY FEATURES: SAFE, WELCOMING, INCLUSIVE SPACES



Photo Source: Nelson\Nygaard

KEY FEATURES: CUSTOMER ORIENTATION



Photo Source: Nelson\Nygaard

KEY FEATURES: WAYFINDING INFORMATION



Photo Source: Nelson\Nygaard

STAKEHOLDER ENGAGEMENT

Conducted 6 workshops with:

- Oakland, San Jose and San Francisco
- Suburban Cities
- Large Transit Agencies
- Suburban and Rural Transit Agencies
- County Transportation Agencies



STEP 1: CANDIDATE MOBILITY HUB LOCATIONS

Objectives – select sites with the highest potential to achieve:

- Coordinated Mobility: frequent and interjurisdictional transit service
- Climate Action: shift from solo/low occupancy trips to sustainable modes like transit, walking and biking
- Equitable Mobility: sites in Communities of Concern without frequent and interjurisdictional transit service



STEP 2: CATEGORIZE CANDIDATE LOCATIONS BY HUB TYPE

Purpose to capture the land use context of the candidate hub locations to inform the hub design, features, and travel options:

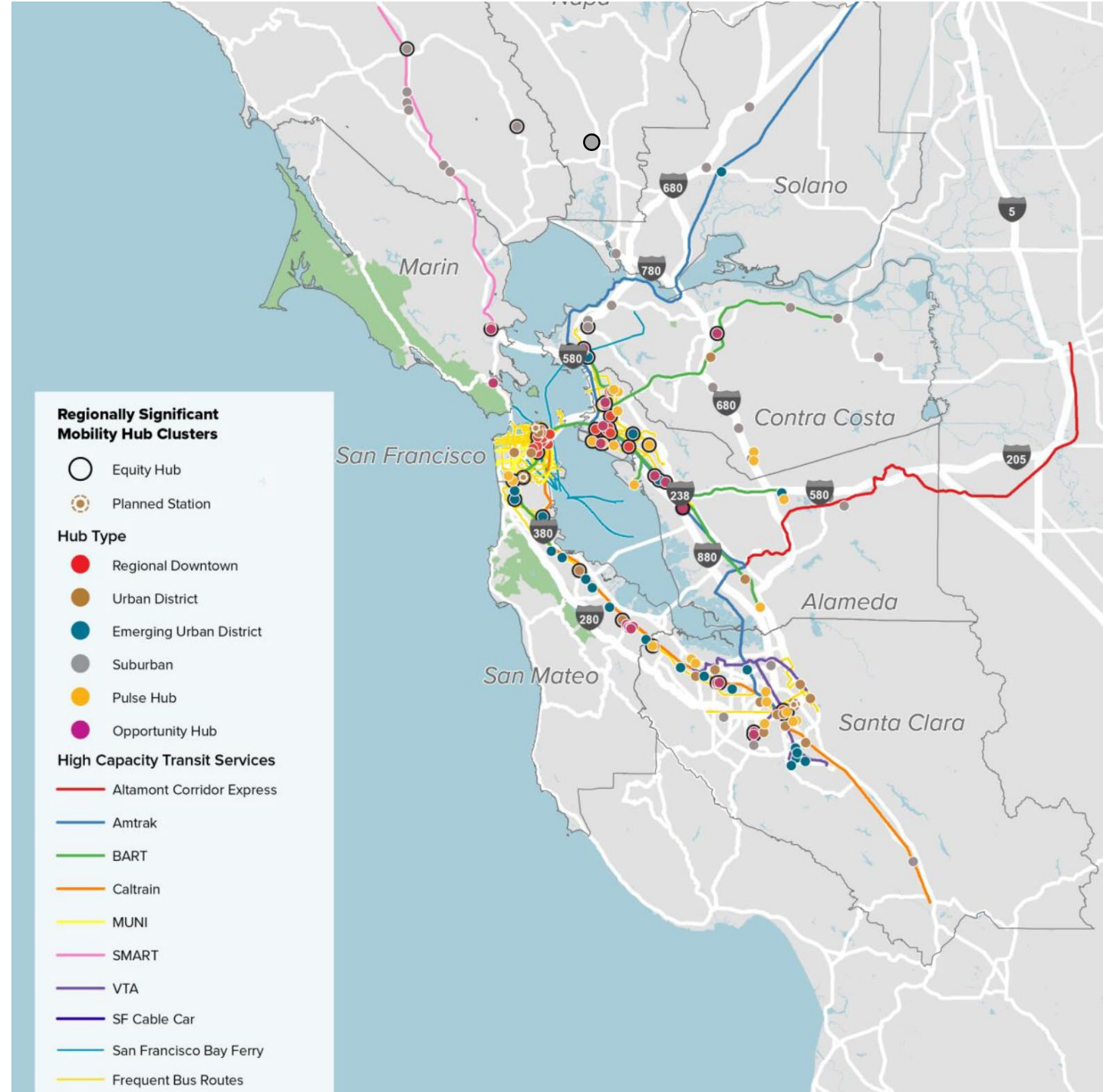
- Regional Downtown
- Urban District
- Emerging Urban District
- Suburban and Rural
- Pulse
- Opportunity/Equity



STEP 3: PRIORITIZED MOBILITY HUB LOCATIONS

Prioritized locations – 25 in each hub type:

- Greatest number of connections and mobility services
- Significant walking and bicycling connectivity
- Proximity to major trip generators (e.g. stadiums, university and employer campuses)
- Location in Community of Concern



IMPLEMENTATION GUIDANCE

Available for any agency implementing mobility hubs

Provides guidance on:

- Community engagement
- Partnerships and contracting
- Curb management
- Phasing
- Operations and maintenance

Guide information is not readily available elsewhere and responds to stakeholder input on mobility hub needs



Regional Mobility Hubs

CHALLENGE & OPPORTUNITY

Linking People, Places, and Mobility Options

With transportation services and infrastructure evolving rapidly, mobility hubs present an opportunity to flexibly design and integrate a variety of sustainable transportation options to enhance connectivity across the region. Unprecedented growth, affordability challenges, the climate crisis, and changing travel behaviors resulting from the pandemic show the need to prioritize low emission transportation options that support resiliency, choice, and embrace future changes in technology.

The Metropolitan Transportation Commission (MTC) sees an opportunity to seamlessly integrate public and private mobility services in a way that enhances customer experience and travel resiliency. Expanding on initial direction in MTC's Transit Connectivity Report (2005), this project will create guidance and hub typologies and identify a set of regionally significant mobility hubs for a pilot program. By providing hub design guidance for anyone to use, we will establish a blueprint for successful mobility hub development and will invest in pilot implementation.

ABOUT

What is a Mobility Hub?

Serving as a community anchor, a mobility hub is a welcoming environment that enables travelers of all backgrounds to access multiple transportation options and supportive amenities. Built on a backbone of frequent and high capacity transit, mobility hubs offer a safe, comfortable, convenient, and accessible space to seamlessly transfer across different travel modes. Mobility hubs are critical, not only to achieve per capita GHG reductions associated with Plan Bay Area, the region's long-range transportation plan and Sustainable Communities Strategy, but also to increase the resiliency and redundancy of the transportation system emerging from the global COVID-19 pandemic.

Mobility Hubs Are the Intersection of Four Key Elements





Photo Source: Nelson\Nygaard

PILOT PROGRAM

Purpose: understand and address implementation challenges related to:

- Infrastructure coordination
- Mode shift & VMT reduction
- Operations & maintenance
- Partner relationships

Call for interest in Spring 2021

Support implementation of up to 5 mobility hub sites

Lessons learned to inform program expansion

MOBILITY HUBS NEXT STEPS

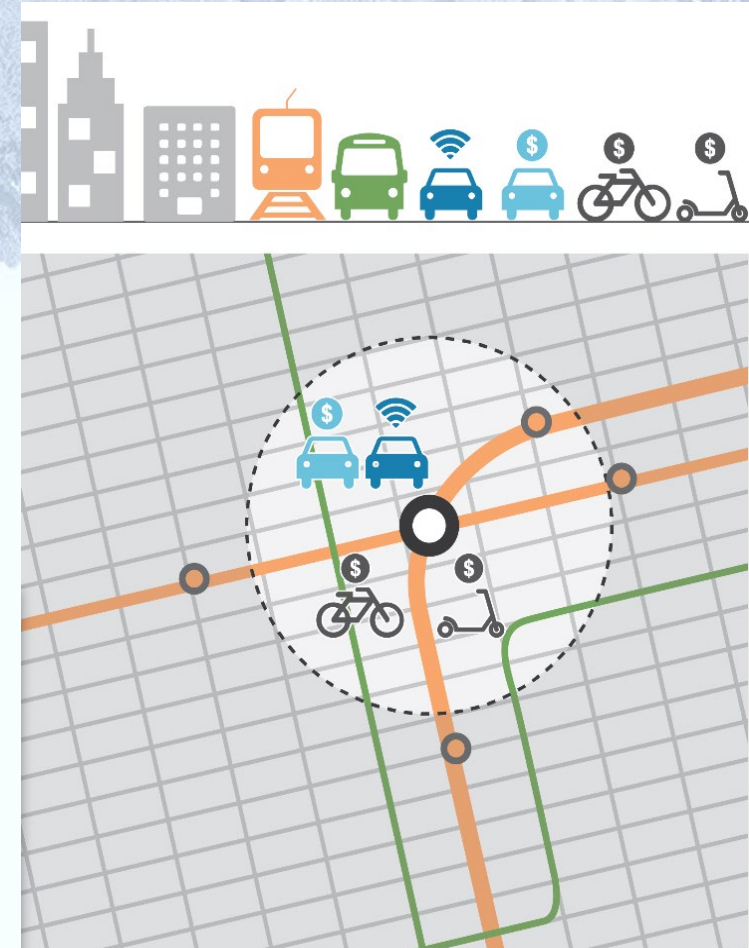
Release Call for Interest in Mobility Hub Pilot in Spring

Maintain Connection to Blue Ribbon Transit Recovery Task Force

- Presented Mobility Hub information to the Task Force Transit Caucus - Planning and Operations Subcommittee

Maintain Connection to Other Related Efforts

- Active Transportation Plan
- Regional Vision Zero
- Other Climate Initiatives Strategies



TARGETED TRANSPORTATION ALTERNATIVES

What It Is:

- Outreach and incentives to encourage shift from driving alone to biking, walking, shared mobility (car/bike/scooter)

How It Advances GHG Reduction:

- 5-8% shift in behavior from drive alone

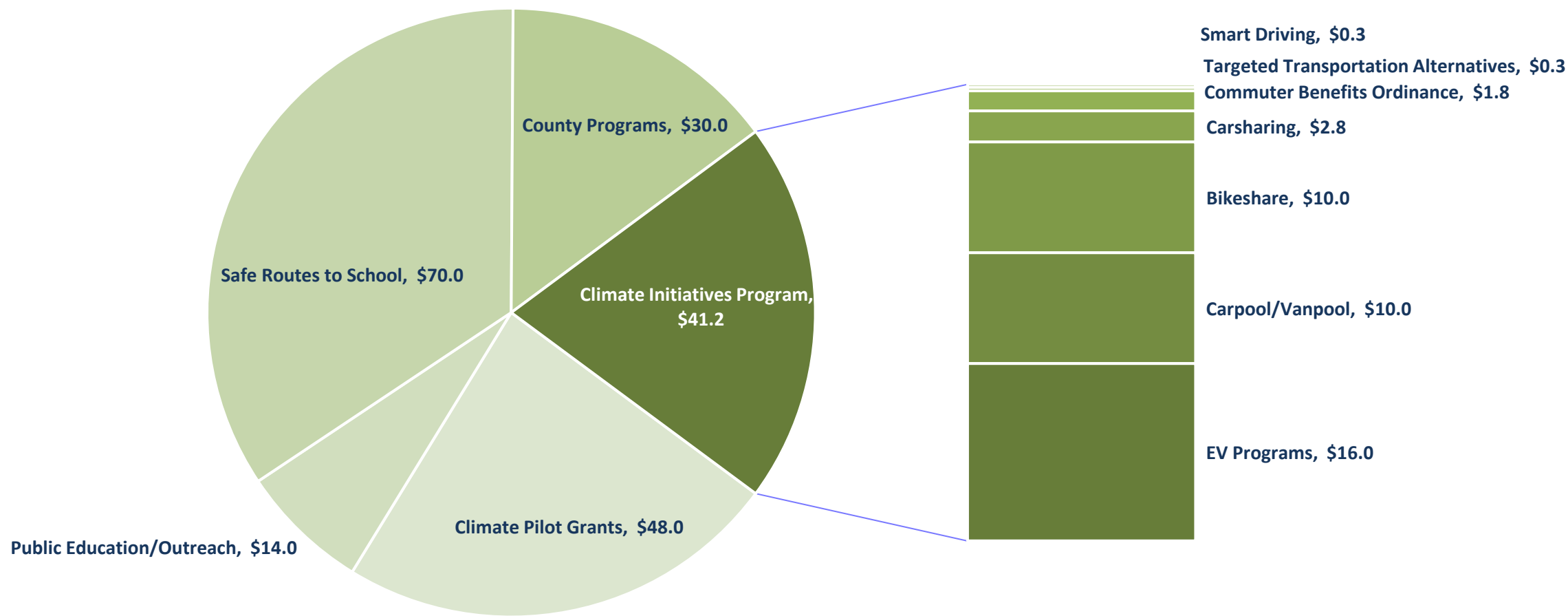
Current Actions and Next Steps:

- Consultant support to:
 - Identify target audience
 - Develop pilot
 - Test and evaluate (Fall 2021)
 - Expand pilot (Fall 2022)



GHG REDUCTION PROGRAM INVESTMENTS 2010 – 2020 (IN MILLIONS)

TOTAL: \$203 MILLION

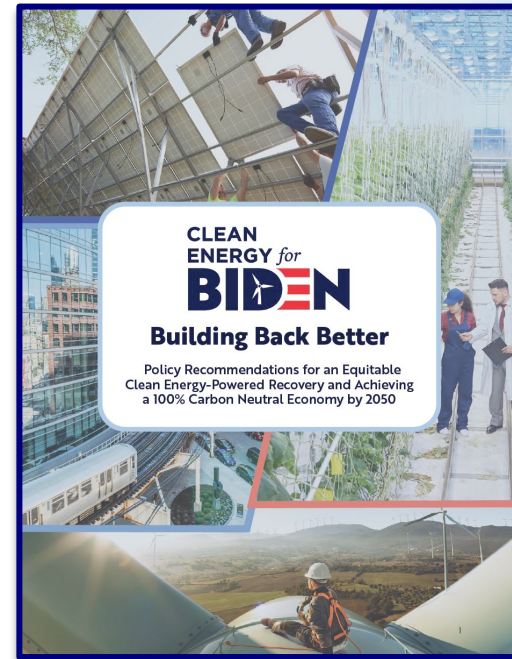


Plan Bay Area 2050 to expand investment in Climate Initiatives Program strategies to help achieve 19% GHG reduction target

CARSHARING AND MOBILITY HUBS IN AFFORDABLE HOUSING PILOT PROGRAM

What It Is:

- California Air Resources Board grant to pilot mobility options in three affordable housing developments in Oakland, Richmond and San Jose
- Initiated two years ago – lessons learned incorporated into implementation guide
- Project approach recommended to Biden/Harris administration to help improve mobility options in vulnerable communities





Thank You

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