



BAY AREA REGIONAL MOBILITY HUBS

MOBILITY HUB IMPLEMENTATION PLAYBOOK



METROPOLITAN
TRANSPORTATION
COMMISSION

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MTC'S MOBILITY HUB PROGRAM

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.

Mobility hubs can integrate public and private mobility services in a way that enhance customer experience and transportation system resiliency. Expanding on initial direction in MTC's Transit Connectivity Report (2005), this program establishes implementation guidance and hub typologies, and identifies a set of regionally significant mobility hubs. **This Regional Mobility Hub Implementation Playbook offers a menu of tools for Bay Area communities and transportation agencies to advance mobility hubs from concept and planning to implementation and management.**

The mobility hub program is a Climate Initiative Strategy from Plan Bay Area 2040. The primary goal is to reduce greenhouse gas emissions by reducing vehicle miles traveled. The program supports other regional and Plan Bay Area goals of increasing transit access and connectivity, focusing growth, increasing transit-oriented development, and providing viable travel options to all Bay Area communities.

A PLAYBOOK TO GROW MOBILITY HUBS

You are a public agency or community organization in the Bay Area. You and your implementation partners have decided that the mobility hub, or hubs, in your community should be built or retrofitted to better connect people to regional transit, enhance mobility, reduce transportation emissions, and strengthen community opportunities. Where do you start? How might you develop, nurture, calibrate, and grow the functionality of your mobility hub or network of hubs? What are the local ingredients to ensure regional coordination, consistency, and seamless travel?

There is no one “right way” to modify and enhance a mobility hub, but there are lessons learned, useful experiences, and helpful tools that can be leveraged to guide hub planning and implementation. While each organization that uses this Playbook should tailor its mobility hub implementation to the needs and aspirations of the community it serves, the Playbook offers helpful guidance that will ensure implementation is well-planned, consistent with other related hub project development across the Bay Area and increase the likelihood of obtaining capital and operating funding. This Playbook also aligns mobility hub planning, implementation, and delivery with regional mobility hub objectives: Coordinated Mobility, Climate Action, Equitable Mobility, Exceptional Experience, Safety, and Value.

HOW TO USE THE IMPLEMENTATION PLAYBOOK

MTC developed this Playbook to serve as a comprehensive technical assistance guide with implementation strategies, tactical approaches, and management techniques. The Playbook covers topics that range from implementation phasing and governance models to customer information and funding (suggested by local partners through several input workshops). The seven “plays” in this Playbook represent steps, actions, or strategies that can move your project from plan to installation and maintenance. Ultimately, these plays will help you achieve regional mobility objectives and accrue benefits for the community.

Play 1: Assign and Configure the Hub Kit of Parts

A regional mobility hub typology, kit of parts, and design resources.

Play 2: Phase and Layer Hub Amenities

Phasing approaches, implementation avenues, and tactical installations.

Play 3: Enrich the Community

Essential methods that center community voices, equity, and community co-creation processes.

Play 4: Apply Governance and Management Tools

Managing, operating, and maintaining your hub (or hubs) with your extended implementation team.

Play 5: Inform the Customer

Physical and digital means of conveying mobility and community data.

Play 6: Measure What Matters and Iterate

Measuring how you make mobility and communities better and finding ways to make continual improve mobility hubs.

Play 7: Unlock Funding

Moving beyond fundraising and toward sustainable regional mobility endowments.

GLOSSARY OF TERMS

Anchor Services: Anchor services include at a minimum, transit stops served by rail or multiple frequent transit routes, but could also have microtransit, car share, docked bike share, or other community mobility models depending on the location.

Business Improvement District (BID): Private-public partnerships wherein property or business owners elect to assess themselves in order to fund projects within the district's boundaries. This typically takes the form of capital improvements (new trees, benches, or banners), increased maintenance (additional graffiti removal, litter collection or street sweeping), increased security (either through direct collaboration with the police department or through privately financed 'ambassadors'), and/or additional marketing or promotional events. BIDs may go by other names, such as business improvement area (BIA), business revitalization zone (BRZ), community improvement district (CID), special services area (SSA), or special improvement district (SID).¹

Community of Concern (CoC): MTC defines Communities of Concern as based on eight American Community Survey 2012-2016 tract-level variables:

- Minority (70% threshold)
- Low-Income (less than 200% of Fed. poverty level, 30% threshold)
- Level of English Proficiency (20% threshold)
- Elderly (10% threshold)
- Zero-Vehicle Households (10% threshold)
- Single Parent Households (20% threshold)
- Disabled (25% threshold)
- Rent-Burdened Households (15% threshold)

If a tract exceeds both threshold values for Low-Income and Minority shares OR exceeds the threshold value for Low-Income AND also exceeds the threshold values for three or more variables, it is a CoC.²

Micromobility: Refers to a range of small, lightweight vehicles operating at speeds typically below 25 km/h and driven by users personally. Micromobility devices include bicycles, e-bikes, electric scooters, electric skateboards, shared bicycles, and electric pedal assisted bicycles.³

Microtransit: IT-enabled private multi-passenger transportation services, such as Bridj, Chariot, Split, and Via, that serve passengers using dynamically generated routes, and may expect passengers to make their way to and from common pick-up or drop-off points. Vehicles can range

¹ <https://sfbos.org/business-improvement-districts-2-file-no-021934>

² <https://bayareametro.github.io/Spatial-Analysis-Mapping-Projects/Project-Documentation/Communities-of-Concern/>

³ https://www.itdp.org/wp-content/uploads/2019/12/ITDP_The-Electric-Assist_-Leveraging-E-bikes-and-E-scooters-for-More-Livable-Cities.pdf

from large SUVs to vans to shuttle buses. Because they provide transit-like service but on a smaller, more flexible scale, these new services have been referred to as microtransit.⁴

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 the 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 Hub Manager: A single entity managing a network of mobility hubs operating at a citywide, transit districtwide, countywide, or other multijurisdictional level.

Transportation Demand Management (TDM): Defined a set of transportation strategies aimed at providing travelers, regardless of whether they drive alone, with travel choices, such as route, time of travel and mode. In the broadest sense, demand management is defined as providing travelers with effective choices to improve travel reliability and policy measures to reflect the true cost of driving, such as congestion pricing, VMT charging and parking management/pricing.⁵

Transportation Management Associations (TMAs): Non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.⁶

⁴ <https://www.transit.dot.gov/regulations-and-guidance/shared-mobility-definitions>

⁵ https://ops.fhwa.dot.gov/plan4ops/trans_demand.htm

⁶ <https://www.vtpi.org/tdm/tdm44.htm>



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 2040, 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.

WHERE ARE MOBILITY HUBS IN THE BAY AREA?

While the work to better coordinate mobility amenities and community building at mobility hubs is new, mobility hubs have been operating in some form for decades. The Bay Area is home to hundreds of mobility hubs that connect people to mobility and community amenities today.

Mobility hubs are generally located in three types of locations:

- Anchored at the confluence of multiple, often high-capacity transit services
- Co-located with institutional anchors and entertainment centers anchors
- Opportunity sites where mobility demand exists, but infrastructure and services do not

MTC developed a methodology to identify and categorize **close to 1700 candidate mobility hub locations across the nine-county Bay Area**. MTC's data-driven hub prioritization methodology ranks mobility hubs with the highest potential of advancing regional and Plan Bay Area 2040 goals, enabling MTC to prioritize pilot investment for the top 25 regionally significant mobility hubs in each of the six hub types (see the regional mobility hub typology in the next chapter).

Figure 1 The Bay Area's Regionally Significant Mobility Hubs



Note: MTC will update the regional mobility hub siting and prioritization process to account for population and employment shifts, new development, and evolving transportation networks and travel behaviors. Regularly running this methodology will undoubtedly identify new mobility hub investment priorities that best meet regional mobility hub objectives.

What Does MTC Seek to Achieve?

MTC partnered with cities, transit agencies, county transportation agencies, and other stakeholders to establish consensus on how to build mobility hubs. By developing implementation guidelines and investing in mobility hubs consistently, MTC seeks to achieve the six key objectives depicted on the right.

What Is MTC's Role?

Building out and communicating a set of regionally significant and consistent mobility hubs requires a clear strategy. MTC aims to identify hub locations and planning considerations for different hub types, establish design and implementation guidance, and position implementation partners for success.

MTC's role in the creation of mobility hubs consists of:

Consistency: Establish consistent set of components across the regional hubs.

Guidance: Provide technical assistance to local jurisdictions and transit agencies on how to design, implement, and manage mobility hubs.

Funding: Support implementation of mobility hubs.

	<p>Coordinated Mobility</p> <p>Establish regionally consistent and community-oriented mobility hubs with contextually appropriate options, centered on convenient and affordable first- and last-mile access to frequent and high-capacity transit.</p>		<p>Exceptional Experience</p> <p>Create inclusive public spaces and support a high-quality customer experience with amenities and integrated wayfinding, travel information, and payment options.</p>
	<p>Climate Action</p> <p>Reduce greenhouse gas (GHG) emissions by converting low-occupancy, unsustainable vehicle trips to sustainable modes such as transit, shared mobility, biking, and walking.</p>		<p>Value</p> <p>Leverage development and mobility partnership opportunities, while targeting implementation-ready sites first and demonstrating lessons learned.</p>
	<p>Equitable Mobility</p> <p>Achieve equitable outcomes through low-cost, needs-based mobility and anti-displacement measures.</p>		<p>Safety</p> <p>Create a safe environment at mobility hubs, incorporating local and regional Vision Zero policies and improvements within mobility hub areas.</p>

MTC's six Regional Mobility Hub Program Objectives developed in partnership with cities, transit agencies, county transportation agencies, and other stakeholders.

