

Shared Mobility Program Overview & Project Update

Transportation Committee

April 12, 2021

Today's Topics

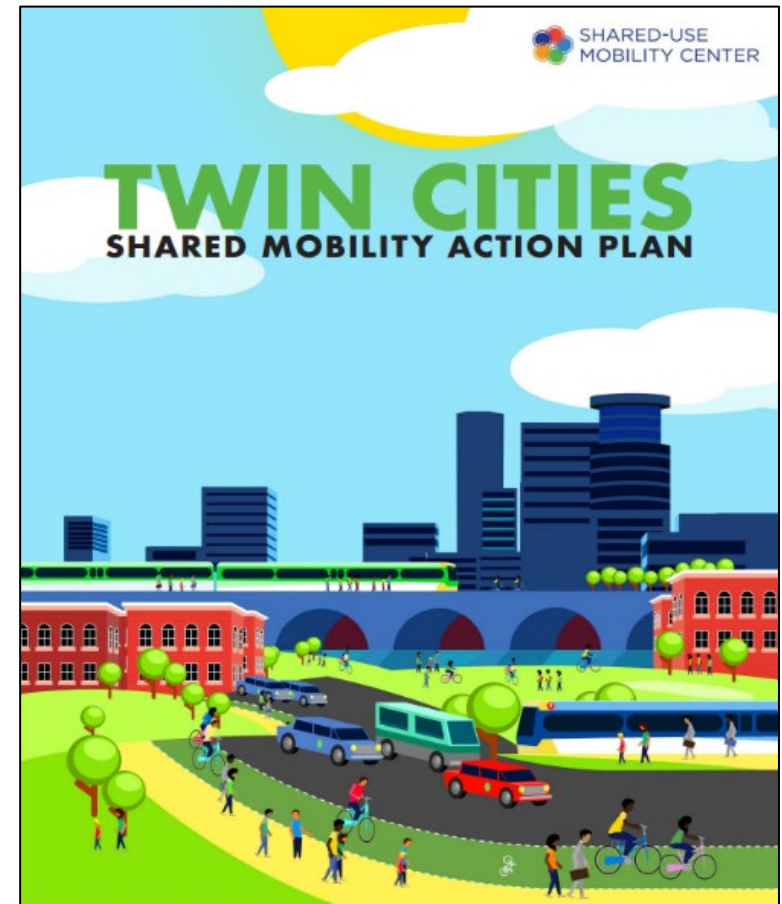
- Overview of Metro Transit's Shared Mobility Program
- Project Updates:
 - Mobility Hub Planning Guide for Local Governments
 - North Minneapolis Microtransit Pilot Project

Twin Cities Shared Mobility Action Plan (2018)

GOAL 1 Shift households away from single-occupant vehicles and toward transit and shared mobility as the region grows.



GOAL 2 Ensure that shared mobility programs are adapted to serve the same broad user base that makes up public transportation ridership.



Source: SUMC

Twin Cities Shared Mobility Collaborative

- Mission
 - Foster collaboration among government, nonprofits, and the private sector to expand and improve multimodal and shared transportation options
- Current activities
 - Interagency communication
 - White papers
 - Subcommittee projects
 - Funding applications, scoping
 - Quarterly convenings
- Active Steering Committee Members
 - Government: MnDOT, Minneapolis, Saint Paul, Met Council/Metro Transit
 - Service Providers: Nice Ride Minnesota
 - Research: University of Minnesota/CTS
 - Advocacy: Move Minneapolis, Move Minnesota, East Metro Strong, Shared-Use Mobility Center



Twin Cities
Shared Mobility
Collaborative

City of Minneapolis Mobility Hub Pilot

Source: City of Minneapolis

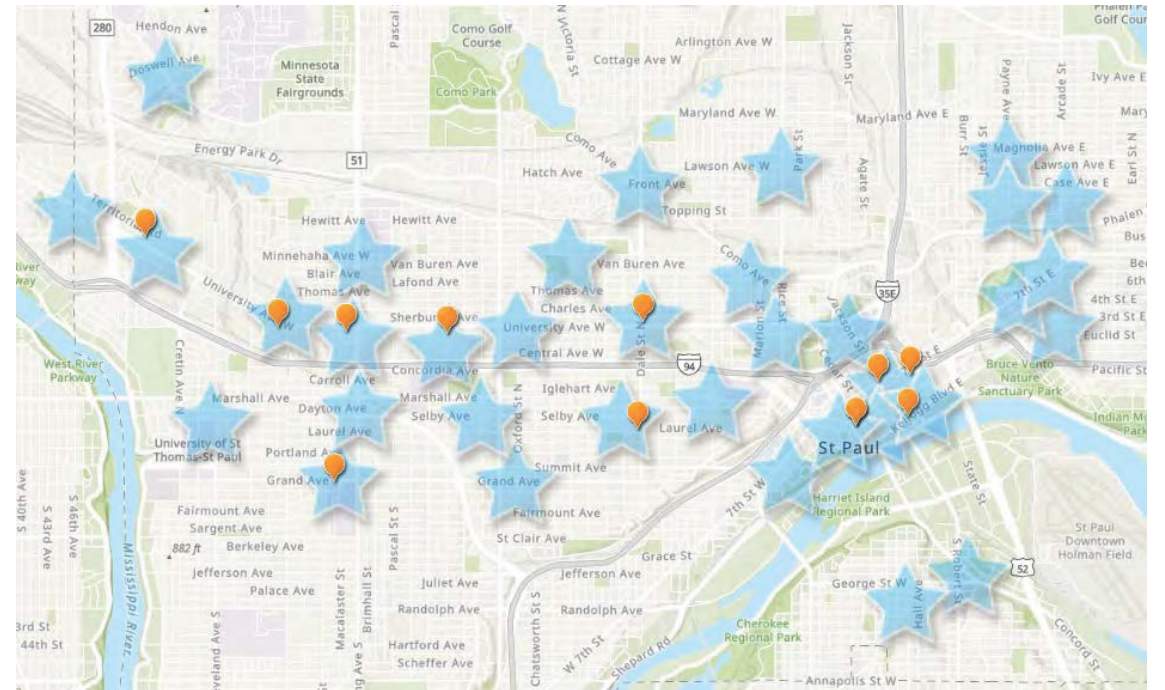
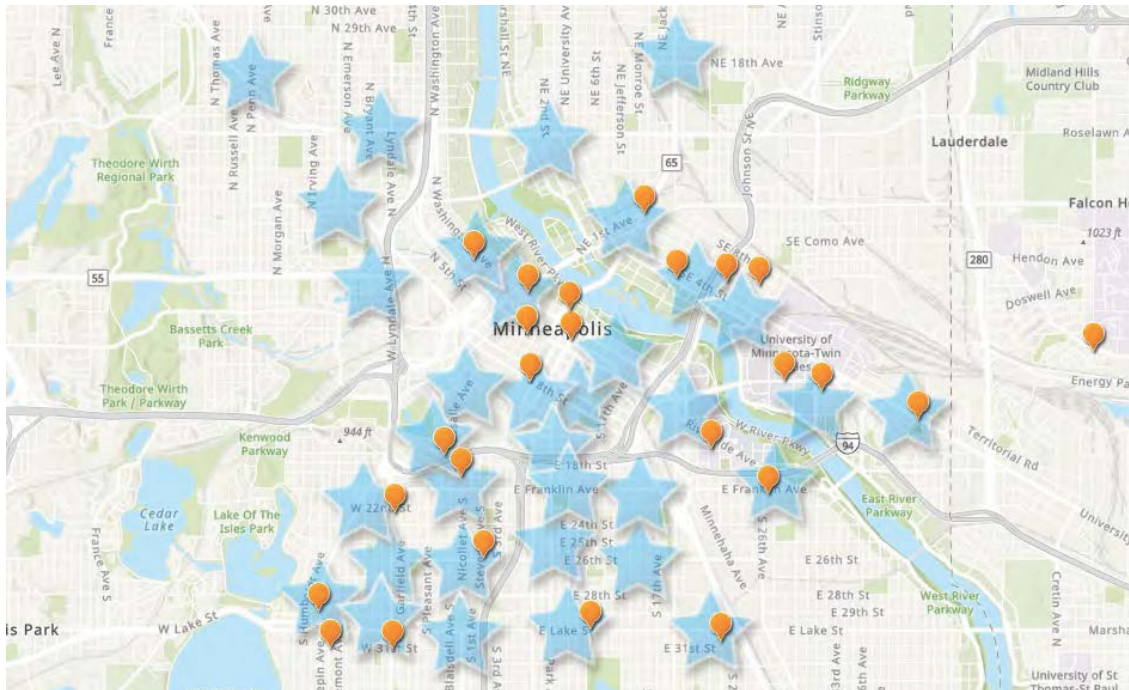


Source: City of Minneapolis



Source: City of Minneapolis

City of Saint Paul Manages the HOURCAR EV Mobility Network



Source: HOURCAR, City of St. Paul

Other Regional Projects

- Bike Share / Scooter Share
- Microtransit services
 - SouthWest Prime, MVTA
- MnDOT “Mobility-as-a-Service” (MaaS) project
- ABC Ramps Mobility Hub Redesign



Rendering by MNDOT, Snow Kreilich Architects

Shared Mobility Strategy

Overall program goal

Enable more people to travel without the need for a personal automobile



Shared Mobility Strategy - Seven First Moves

1. Implement a microtransit pilot
2. Work with communities and stakeholders to define transportation challenges
3. Invest in mobility hubs
4. Maximize travel options through shared mobility and TDM
5. Establish data privacy and data sharing standards
6. Develop long-range plans for fare collection systems and customer information tools
7. Education and collaboration

Shared Mobility Strategy Investment Priorities

Focusing the Goal

1. Invest shared mobility services in areas close to or connected to high level transit service and integrate with other providers (0-2 miles)
2. Increase mobility choices especially for low-income areas, communities of color, people with disabilities, and in low density, high needs area
3. Incorporate shared mobility where land use supports high density places with frequent service and/or transit-oriented development (TOD) investments

Shared Mobility Strategy: Seven First Moves

- Implement a microtransit pilot
 - North Minneapolis Microtransit Pilot 2021
- Work with communities and stakeholders to define transportation challenges
 - Listening and Learning Sessions, Project Stakeholder Groups
- Invest in mobility hubs
 - CIP funding, Mobility Hub Planning Guide, Chicago/Lake Pilot
- Maximize travel options through shared mobility and TDM
 - Vanpool Reimagining
- Establish data privacy and data sharing standards
 - Shared Mobility Collaborative Data Sharing subcommittee
- Develop long-range plans for fare collection systems and customer information tools
 - Fare Collection Planning, Open data customer information feeds
- Education and collaboration
 - Mobility Hub Workshop, MTS/Metro Transit Joint Projects, Quarterly Meetings

Invest in Mobility Hubs



What are Mobility Hubs?

“A place where people can connect with multiple modes of transportation in a safe, comfortable, and accessible environment, facilitating convenient and reliable travel”

-Twin Cities Shared Mobility Collaborative, Mobility Hub Whitepaper



Mobility Hubs Progress

- Internal planning to define Metro Transit's approach to mobility hubs
- Capital Improvement Program financial commitment to mobility hubs over five years
- Starting work on Mobility Hub Planning Guide for Local Governments and Transit Agencies



Mobility Hub Planning Guide for Local Governments and Transit Agencies

- Scheduled completion: Dec 2021
- Key Deliverables:
 - Mobility Hub Typology
 - Mobility Hub Planning Guide
 - Mapping Analysis & Project List
 - Key interjurisdictional issues and coordination points
 - Stakeholder meetings
- Project Stakeholders:
 - MVTA, SouthWest Transit, Plymouth Metrolink
 - Nice Ride MN, HOURCAR
 - U of M Humphrey School
 - Cities of Minneapolis, Saint Paul, Maplewood, Maple Grove, Woodbury,
 - Scott, Carver, Ramsey, Hennepin, Washington counties
 - MnDOT, TAAC, CAAPB
 - Move Minnesota, Musicant Group



Source: Sacramento, Smart Cities World



Source: Citizen for Modern transit, St. Louis

Microtransit Pilot North Minneapolis

Microtransit Definition

- Demand responsive transit
- Real-time, app-enabled
- Dynamically generated routes and/or schedules
- Privately managed technology
- Multi-passenger



North Minneapolis Microtransit Pilot Project Boundaries



North Minneapolis Microtransit Pilot Service Design & Operations Details

- First mile/last mile service design
- Stations/stops served:
 - Penn/Olson
 - Penn/Plymouth
 - Route 5 connection/Plymouth & Emerson (TBD)
- Service hours to cover much of METRO C Line span 7 days a week
- Pick-ups/drop-offs adjacent to METRO C Line stations
- Fares: Same as bus fare, normal transfer rules
- TAP eligible and student discounts accepted
- Max 5 vehicles in service/2 spares
 - Number of vehicles in service to vary by time of day and ridership trends

Ford / Transloc Contract

- Department of Energy grant for microtransit research/pilots
- Cutting edge microtransit approach with real-time data
- Technical support on survey, simulation, and evaluation
- Transloc support and software for 12 months
- Direct funding cuts one third of pilot cost
- Pilot operations will be bid out through MTS competitively

The background of the slide is a detailed isometric illustration of a city street scene. It features various elements such as buildings, trees, a bus, a train, a car, a bicycle, a person walking, and a person pushing a stroller. Red circular callouts with numbers from 1 to 13 are scattered throughout the scene, highlighting specific areas of interest. The overall style is clean and modern, with a color palette dominated by blues, greens, and greys.

Thank you!

Meredith Klekotka
Shared Mobility Program Manager
meredith.klekotka@metrotransit.org