Shared Mobility Program Update

June 27, 2022

Metropolitan Council Transportation Committee

Meredith Klekotka, Shared Mobility Program Manager

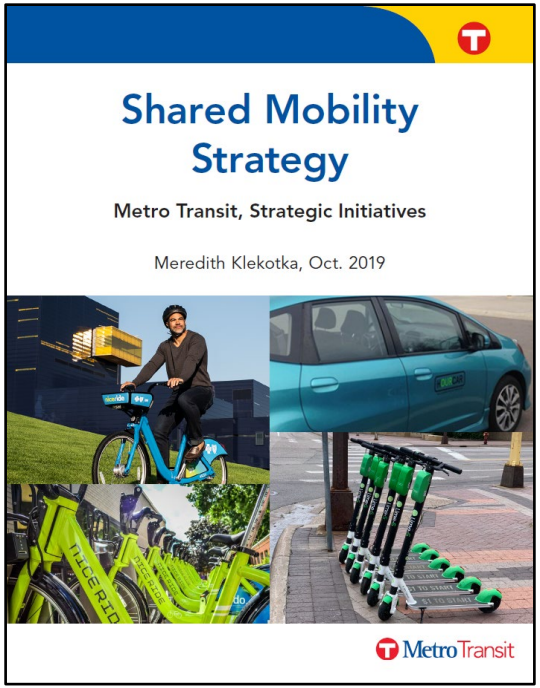
Metro Transit
a service of the Metropolitan Council

Agenda

- Shared Mobility Program Update
- North Minneapolis Microtransit Pilot
- Mobility Hubs
  - Mobility Hub Planning Guide Summary
  - Metro Transit's Role in Mobility Hubs

Shared Mobility Program Update - 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 Program Areas

- **Capital Programs**
  - Multimodal infrastructure
  - Mobility hubs
  - Capital project coordination, review
  - TOD program coordination
  - Use agreements, operational policy
- **Service Design & Innovation**
  - Microtransit service
  - Vanpool, carpool programs
- **Regional Policy**
  - Regional Service Standards & Planning
- **Multimodal Integration Programs and Policy**
  - Mobility-as-a-Service resources
  - TAP program enhancement/integration
  - TDM innovation
  - Technology integration (GTFS-RT, trip planner)

Shared Mobility Funding Pursued Since 2019

- Funding by Project
  - Mobility Hubs: $3.56M
  - Microtransit: $1.5M
  - Mobility as a Service: $5K
- Funding by Source
  - Metro Transit Discretionary: $1.46M
  - Competitive Funding: $2.7M
  - MTS Discretionary/Federal: $1.5M

Mobility as a Service

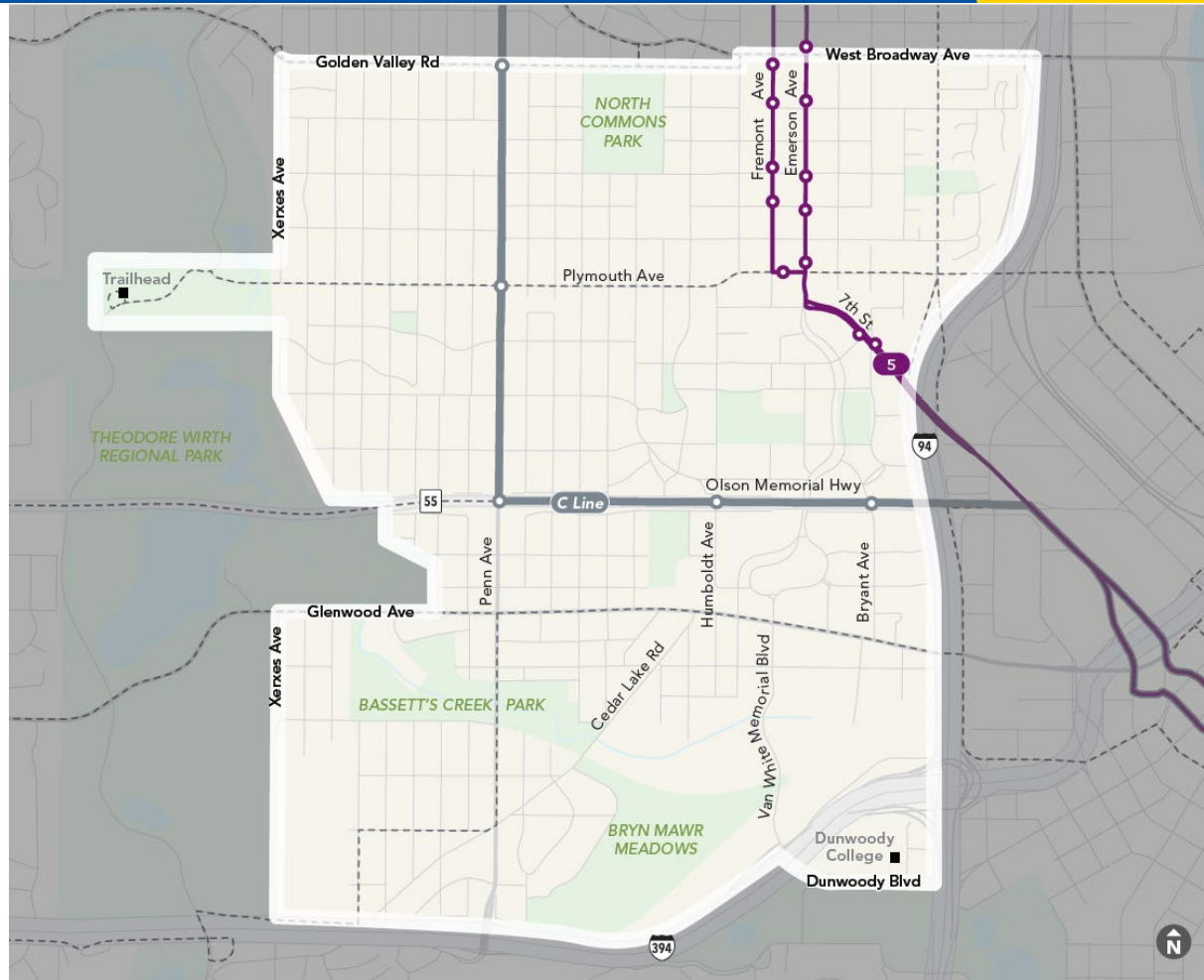
- Making sure customers can plan, book, pay for transit seamlessly
- Metro Transit's Role:
  - Access to information and fare payment to third parties
  - Standardized formats – GTFS-RT
  - Easy to sign up for our programs/resources
  - Bundling info and resources to make non-SOV choices


Metro Transit
micro

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



Service Design and Operations Details

- Corner to corner service design
- Service hours to cover all or most of high frequency fixed route in the service area
- Fares: Same as bus fare, normal transfer rules
- TAP eligible and student discounts accepted
- Max 5 vehicles in service/2 spares

Metro Transit role v. MTS

- Metro Transit is responsible for marketing, promotion, service design, and software procurement
- MTS is responsible for contracted operations, running the system, and service design

Microtransit Timeline

- Launch date: Saturday September 10, 2022
- Mid-May: Public education and in reach to staff begins
- Mid-July: Service and software training begins
- Late August: Marketing campaign begins

Contracting Updates

- Software as a service (SAAS) Contract
  - Microtransit software provider will be Via Mobility
- Operations Contract
  - Transit Team

Outreach and Marketing Approach

- Outreach – May through the fall
  - Saturday presser/kick off event
  - External: Local media, in person engagement, mobility hub outreach, neighborhood/community groups
- Marketing – Campaign launch two weeks prior to service
  - Materials: website, one-pager, video, email, social media, interior cards, C Line Pylon, earned media

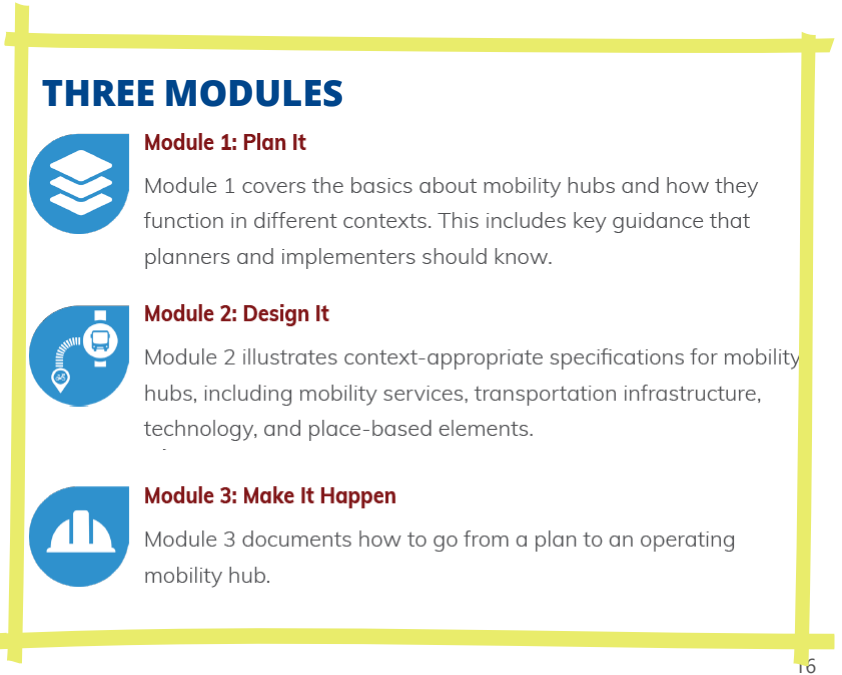
MOBILITY HUB PLANNING & IMPLEMENTATION GUIDEBOOK

METROPOLITAN COUNCIL

What is the Guidebook?

A comprehensive technical assistance resource with:

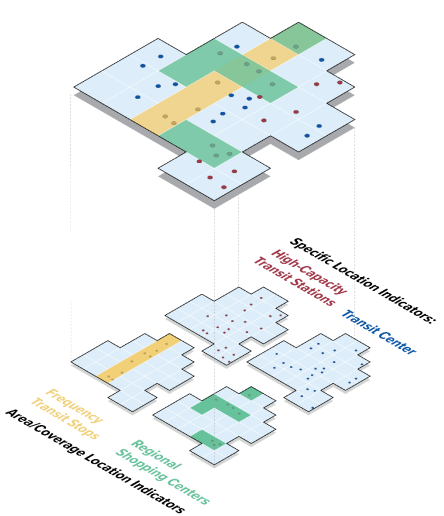
- Regional mobility hub typology
- Planning strategies
- Kit of parts menu selection
- Design considerations
- Implementation strategies
- Management techniques
- Project list
- Available on Met Council website: https://metrocouncil.org/Transportation/Performance/Emerging-Trends/Mobility-Hub-Planning-Guide.aspx



Siting and Prioritizing Hubs

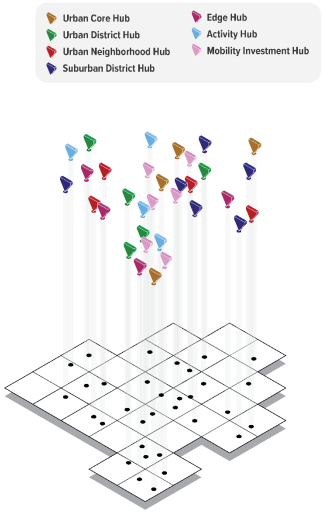
STEP 1

ESTABLISH THE UNIVERSE OF HUB CANDIDATES



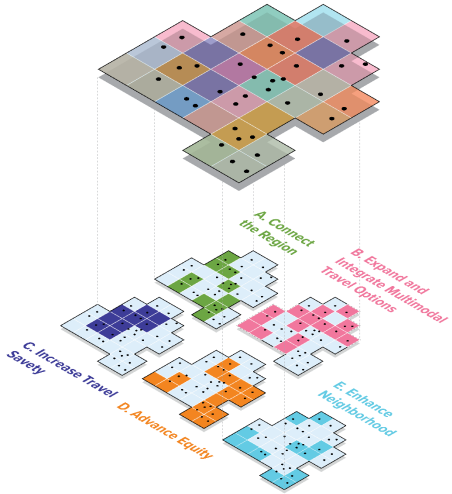
STEP 2

ASSIGN TYPOLOGY TO HUB CANDIDATES



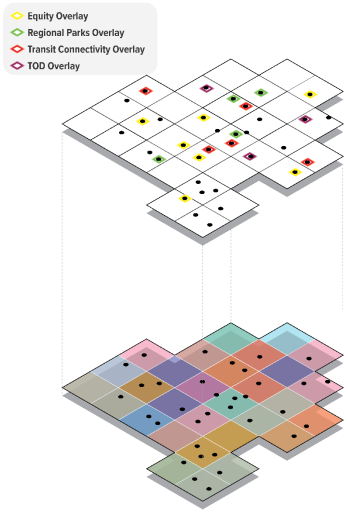
STEP 3

SCORE AND PRIORITIZE HUB CANDIDATES

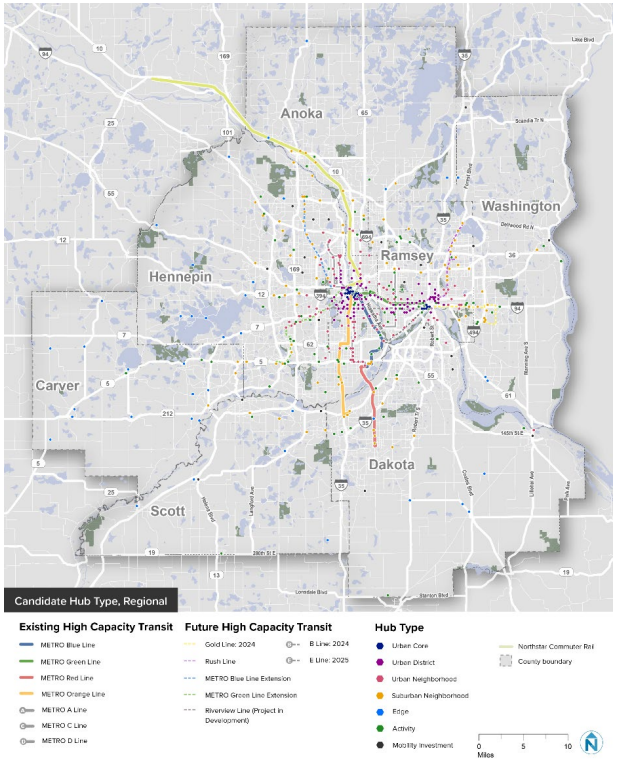


STEP 4

CALIBRATE WITH TYPOLOGY OVERLAYS



Where are Hubs Planned?



Hundreds of hubs in operation today:

- Started with ~7,000 hub access points
- Clustered to ~400 hub locations
- 50 priority locations

Note: The regional mobility hub locations will be updated periodically to reflect regional growth, transit investment, and ongoing development, among other factors.

Module 1: Planning

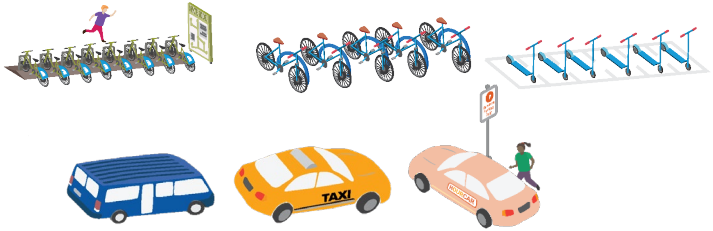
WHEN DEVELOPING AND DESIGNING HUBS, HOW MIGHT YOU:

1. Configure your mobility hub?
2. **Organize and prioritize hub elements at each location?**
3. Implement hubs at different scales?
4. Adapt hubs as neighborhood and mobility conditions change?
5. Center equity in mobility hub planning and design?
6. Establish a branded mobility hub environment?
7. Manage demand at hubs?
8. Measure hub performance and iterate?

A conceptual representation of a values-based access hierarchy at a mobility hub.

Module 2: Design

Mobility Elements



Place Amenities and Cultural Assets

Technology and Information

Foundational Demand Management Strategies

Module 3: Make it Happen

The pathway to implementation will likely differ from hub to hub or even corridor to corridor.

RETROFIT AN EXISTING LOCATION

PILOT & DEMONSTRATE NEW FEATURES

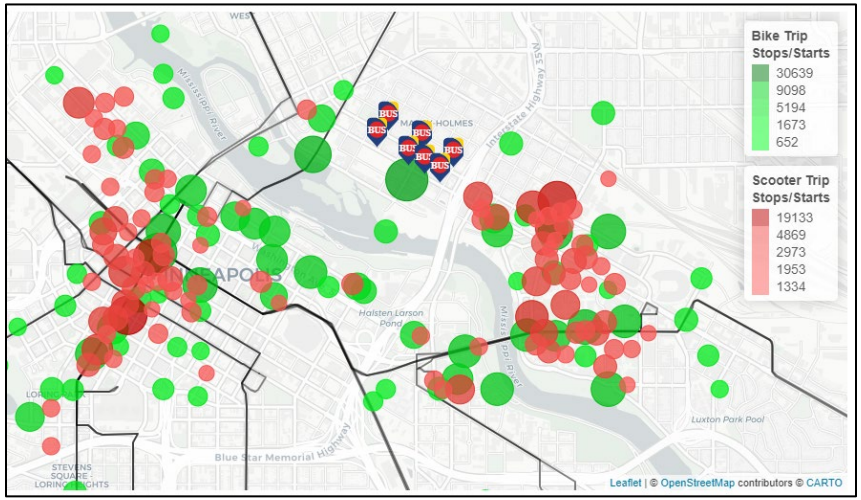
ENCODE HUB ENHANCEMENTS

INTEGRATE INTO PROJECTS AND DEVELOPMENTS

LEVEREAGE PARTNERS FOR BUILD OUT

Metro Transit's Role in Mobility Hubs

- Operationalizing the Hub Guide
  - Supporting hubs
  - Metro Transit's approach to hubs
- Work to date
  - Multimodal analysis
  - CIP Investment/Regional Solicitation
  - How to incorporate into existing processes



Bikeshare/Scootershare Density map; Data source: City of Minneapolis, 2019

Thank you!

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