



Final Vision, Goals, and Objectives for the Regional Mobility Hub Design Guidance

Consent

Author: Victoria Cacciatore

Attachments: Yes

Referring Committee: Transportation

Issue:

Staff engaged with partners to develop the final vision, goals, and objectives for the Regional Mobility Hub Design Guidance. The design guidance is an implementation step from the SACOG Next Generation Transit Strategy that will help local implementers assess potential mobility hub locations, designs, and features for hubs in urban, rural, and suburban contexts.

Request:

Approve

Recommendation for Board:

That the board approve the Vision, Goals, and Objectives for the Regional Mobility Hub Design Guidance.

Recommendation for Committee:

That the Transportation Committee recommend that the board approve the Vision, Goals, and Objectives for the Regional Mobility Hub Design Guidance.

Background:

In October 2021, the SACOG board voted unanimously to approve the region's Next Generation Transit Strategy as a path to meet the mandated 19 percent greenhouse gas reduction targets, reduce traffic in the region, and expand mobility for disadvantaged communities. The Next Generation Transit Strategy identified a longer-term vision and immediate implementation strategies to support the vision of mobility that emphasizes moving people, not just moving buses and trains.

As part of the Next Generation Transit Strategy implementation, SACOG initiated the Regional Mobility Hub Design Guidance in November 2023, to support the development and improvement of mobility hubs in the different contexts of the region. Mobility hubs are envisioned as integrated, attractive, and accessible places that will allow individuals to access a variety of modes in a single place to serve local and commute trips, first/last mile connections, and large shopping trips.

The primary goal of mobility hubs is to reduce greenhouse gas emissions by reducing vehicle miles traveled (VMT) through co-locating key land uses that are common destinations—such as for food resources or

groceries, community centers—and converting solo vehicle trips to sustainable modes such as transit, shared mobility, biking, and walking, while achieving objectives related to equitable mobility, connected mobility, climate action, exceptional experience, value, and safety.

The Regional Mobility Hub Strategy will identify areas conducive for productive mobility hubs but will not identify specific mobility hub site locations. It will serve as a guide to help local partners understand where mobility hubs may be most successful, and what amenities or services are best matched based on various land use typologies and development context. Representatives from cities, transit operators, and transportation management agencies provide guidance on the project and review key findings through a monthly advisory group.

Staff and the consultant team initiated an existing conditions analysis at the end of 2023 to assess prevalent transportation challenges within the region, hurdles to increasing transit, biking, and walking modes, and inconsistencies between existing and planned land uses and the surrounding transportation infrastructure. This analysis culminated in a synthesis of gaps and opportunities specific to our region's communities, infrastructure and land use, and transportation and mobility. These gaps and opportunities were combined with the best practices and lessons learned from existing mobility hubs and tiered off the Regional Transit Network to a form discussion draft vision, goals, and objectives. These grounding statements will be used to focus intentions when evaluating design features in regional mobility hubs.

Discussion/Analysis:

Concurrent with sharing the discussion draft vision, goals, and objectives at the May Transportation Committee and board, staff also worked with the monthly advisory group, focus groups of staff from rural counties, towns, and small cities in the region to provide direct feedback on the draft and share local transportation challenges and desires. The team also engaged with focus groups of community-centered organizations to discuss community benefits and outcomes that could be advanced by mobility hubs.

This engagement was used to finalize the definition of mobility hubs for the region: Mobility hubs allow people to seamlessly switch between transportation options to reach their destinations. They are scaled and designed in a flexible, adaptable manner that leverages supportive physical and digital mobility tools, responds to local community needs, and promotes a sense of place.

The engagement from member agencies, transit operators, and community-serving partners yielded important guidance on how mobility hubs could meet the region's needs, which was folded into the final Vision, Goals, and Objectives (attachment). Key collaborators stressed the importance of identifying how mobility hubs could integrate with microtransit systems and provide a centralized point for traditional shared mobility options, such as carpooling and vanpooling. Highlighting the role of mobility hubs to connect communities to each other was another area of emphasis, as was increasing the role of mobility hubs in meeting climate adaptation needs and creating resilient systems.

The discussion with key collaborators also raised useful information that will inform later phases of the project. Following the approval of the vision, goals, and objectives, the project team will continue working with the advisory group and other partners to develop quantitative metrics for evaluating hubs and develop a framework for determining the type and function of mobility hubs in different locations, including the definition of key services and facilities offered at each hub.

Fiscal Impact/Grant Information:

Included in the Overall Work Program/Budget and Discretionary Grant Funded

List of Attachments:

A. Regional Mobility Hub Design Guidance Vision, Goals, Objectives