



Draft Vision and Goals for the Regional Mobility Hub Design Guidance

Receive and File

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Attachments: Yes

Referring Committee: Transportation

Issue:

Staff is engaging with partners on the draft vision and goals for the Regional Mobility Hub Design Guidance. This 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:

Receive & File

Recommendation for Board:

None; this item is for information only.

Recommendation for Committee:

None; staff requests input and discussion from the Transportation Committee on the draft vision and goals, preceding a request for approval at the June board meeting.

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.

Discussion/Analysis:

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 specific to our region's communities, infrastructure and land use, and transportation and mobility, and identified ways in which mobility hubs could be used to support improvements (attachment A).

Building on the region's existing conditions and the gaps and opportunities analysis, the project team developed a working 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 amenities, responds to local community needs, and promotes a sense of place.

The project team also developed a discussion draft vision, goals, and objectives (attachment B) from the gaps and opportunities analysis, other demonstrated uses of mobility hubs in and outside of the region, and the Regional Transit Network's goals as a reference point. At the time of writing this report, the project team was starting to vet the drafts with the monthly advisory group and focus groups centered on the needs of rural communities and smaller cities; additional focus groups are being scheduled with service providers and groups with knowledge of the physical and perceived challenges experienced by marginalized groups.

The committee discussed different applications for mobility hubs, such as opportunities to leverage potential activity with North Valley Rail stations. The discussion also covered how mobility hubs would differ from existing transit stops, and how the design guidance would identify options to tailor mobility hubs to their surrounding context.

Staff will continue to work with the consultant to gather and incorporate local input to refine the project's vision, goals, and objectives leading to a request for board approval in June.

Fiscal Impact/Grant Information:

This project is included in the approved Overall Work Program and budget and is Discretionary Grant Funded.

List of Attachments:

- A. Regional Transportation and Infrastructure Gaps and Opportunities Analysis
- B. Regional Mobility Hub Design Guidance Discussion Draft – Vision, Goals, Objectives