



To: NCTCOG Project Team
From: Nelson\Nygaard Project Team
Date: November 3, 2022
Subject: **October 2022 In-Person Engagement Summary – Intermodal Transportation Hubs for Colleges and Universities**

Between October 4th and October 6th, 2022, the representatives from Nelson\Nygaard, Cityfi, and Mosaic SKM Collaborative held in-person pop-up university campus engagement sessions at three university campuses for the North Central Texas Council of Governments (NCTCOG) Intermodal Transportation Hubs for Colleges and Universities Study. The purpose of the engagement sessions was to hear university affiliate feedback about existing and desired commute experiences, existing impediments to mode shift, and preferred mobility hub elements.

The engagement session culminated with a charrette with the Project Advisory Committee (PAC) to design an aspirational mobility hub on the University of North Texas (UNT) Denton campus at Union Circle. This exercise helped to identify a campus mobility hub layout and desired amenities, while also providing a basis for the Benefit-Cost Analysis performed for the project's Funding Strategies Report.

TIMELINE OF ACTIVITIES

Engagement activities were held at University of Texas **(UT) Arlington** on Tuesday October 4th, **Dallas College Cedar Valley Campus** on Wednesday October 5th, and **UNT Denton** on Thursday October 6th.

Tuesday, October 4th, 2022 – UT Arlington

The initial engagement tabling session occurred on the UT Arlington campus in the E. H. Hereford University Center, at a location near the food court that sees a heavy amount of foot traffic. The pop-up was held between 10:00 AM and 1:00 PM. Based on the number of inputs to the **What does your journey to campus look like?** board, there were approximately 47 participants during the pop-up engagement at UT Arlington.

Wednesday, October 5th, 2022 – Dallas College Cedar Valley Campus

The second day of engagement tabling activities occurred at the Dallas College Cedar Valley Campus in the courtyard outside of Building A, where many students enter campus.

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The pop-up was held between 9:00 AM and 12:00 PM. Based on the number of inputs to the **What does your journey to campus look like?** board, there were approximately 23 participants during the pop-up engagement at Dallas College Cedar Valley.

Thursday, October 6th, 2022 – UNT Denton

The final day of pop-up engagement activities occurred on UNT Denton campus, just outside of the east entrance to the University Union. This area was heavy with foot traffic, in part because the tabling location was located adjacent to several DCTA Denton Connect bus stops. The pop-up was held between 9:00 AM and 12:00 PM. Based on the number of inputs to the **What does your journey to campus look like?** board, there were approximately 72 participants during the pop-up engagement at UNT.

Following the pop-up engagement session, the Project Team presented project updates to the PAC and held a design charrette for an aspirational mobility hub located at Union Circle on UNT campus. Participants at the charrette were instructed to consider how they would redesign Union Circle to better accommodate their needs as commuters and campus affiliates with no limitation on budget or policy hurdles. The charrette included 11 participants, including NCTCOG, university and transit agency representatives. The PAC project update presentation was held between 1:00 PM and 2:15 PM, and the charrette was held between 2:30 PM and 4:00 PM.

POP-UP MATERIALS AND RESULTS SUMMARY

Five 24x36in boards were displayed at each pop-up event. One board was purely informational, describing the purpose of the study and a basic description of a campus mobility hub. The other four boards were interactive, and asked students and other campus affiliates to participate by applying colored dots, sticky notes with commute experiences and preferences, and hand-crafted mobility hubs created with printed mobility hub amenity cutouts. The contents of each board are detailed below with additional context.

We want to hear about your transportation needs!

The North Central Texas Council of Governments is partnering with your campus to rethink how to connect students, faculty, staff, and visitors to campus mobility hubs.

WHAT IS A CAMPUS MOBILITY HUB?

A campus mobility hub is a location on or near campus where you can make connections using transit, bike or scooter share, car share, or ride-hail services like Uber or Lyft.

A campus mobility hub is an easier and faster way to make connections from one transportation choice to another.

Not all mobility hubs are the same! Check out the different campus mobility hubs based on where they are located and what modes of travel are supported.

Off-Campus Mobility Hubs



Urban Core Suburban Commuter First/Last Mile

On-Campus Mobility Hubs



Gateway Park Once Residential

We want to hear about your transportation needs! – The first board contained an overview of the project and campus mobility hubs generally. Project team members leading the pop-up activities generally preferred to verbally explain the project and convey information about campus mobility hubs, but this board was useful to catch the attention of those passing by.

How would you like to get to and from campus?

In an ideal world, consider if you would choose a different way to get to and from your campus.

Example: If you drive to campus but would like to ride your bike or take the bus, what would help you make that choice?

Answer the prompts using the color that represents how you normally get to campus.

- Drive
- Ride the Bus/Train
- Ride a Bike
- Other

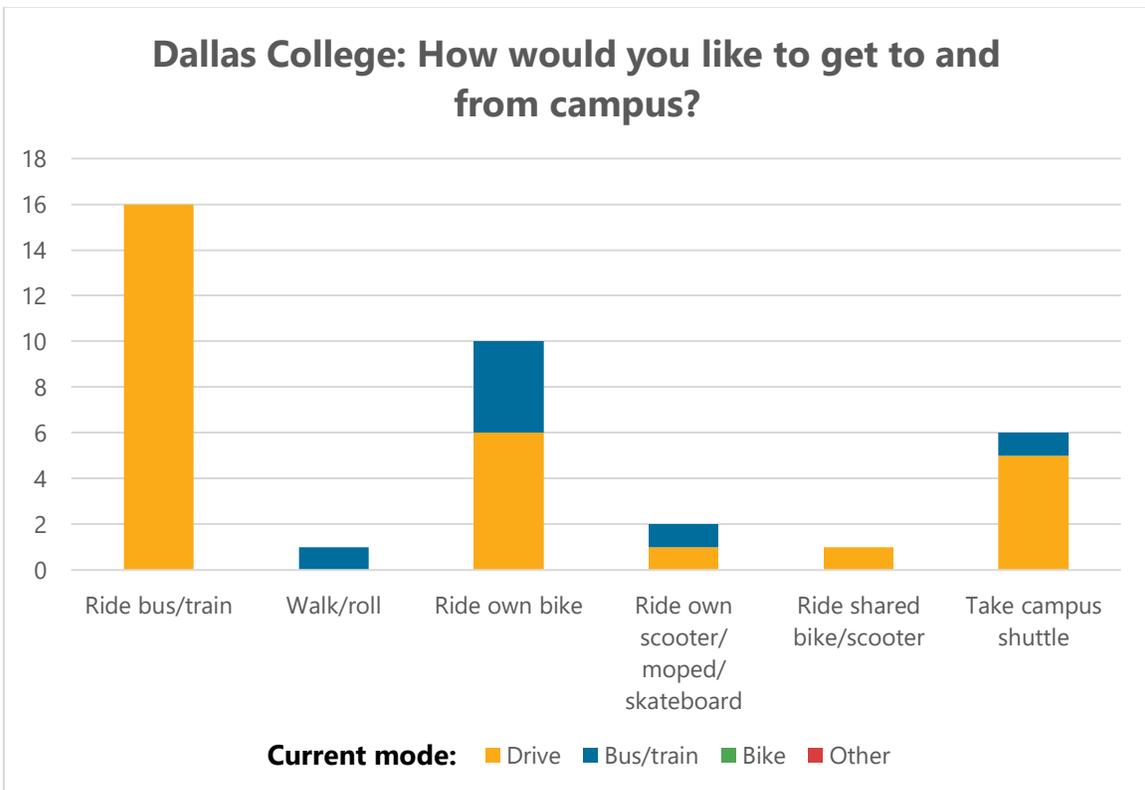
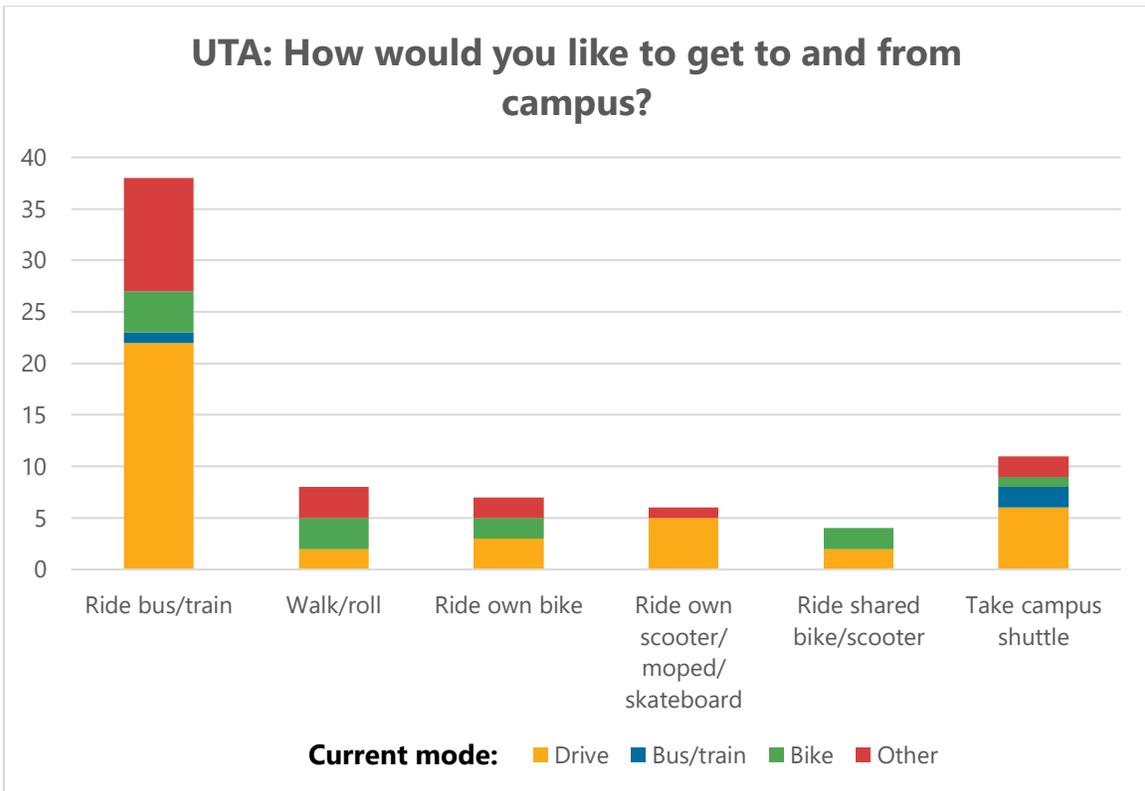
| Would you ever consider these options to get to/from campus? | What would allow you to travel that way? |
|--|--|
| RIDE THE BUS OR TRAIN | |
| WALK/ROLL (USE A WHEELCHAIR) | |
| RIDE MY OWN BIKE | |
| RIDE MY OWN SCOOTER, MOPED, OR SKATEBOARD | |
| RIDE A SHARED BIKE OR SCOOTER | |
| TAKE THE CAMPUS SHUTTLE | |

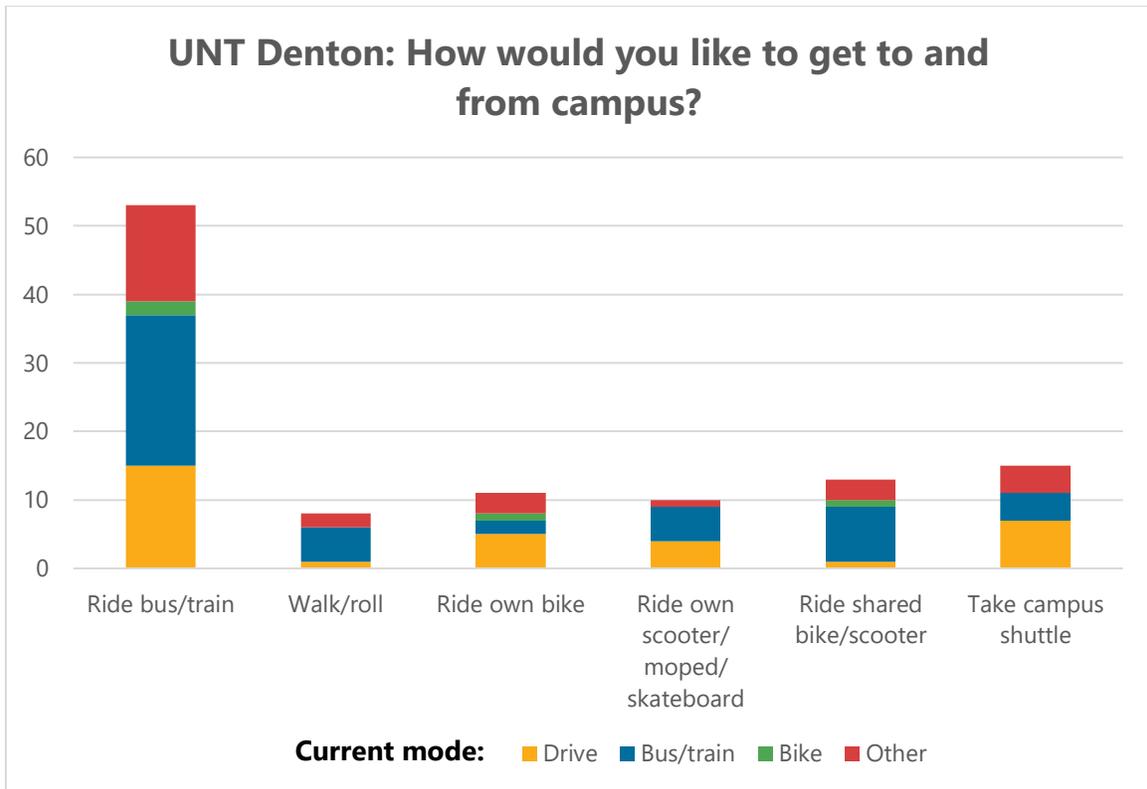
How would you like to get to and from campus? – The next board was typically the first board that pop-up participants were brought to. Participants were asked to take a sticky dot with a color that conveyed their typical campus commuting mode (yellow = drive, blue = bus/train, green = bike, red = walk/other) and place one dot onto each mode in the left column that they would be interested in taking if it were easy, convenient, and safe. In the right column, participants were then asked to write the transportation needs that would allow a mode shift on a sticky note of the same color as their sticky dot and to place it in the corresponding row.

For example, if a participant drives to campus but wants to ride the bus, they would place a yellow sticky dot in the first row of the left column. And if the reason they do not ride the bus to campus was due to the bus stop being too far from their home, they would write something like “a closer bus stop” on a yellow sticky note and place it in the first row of the right column.

Participants were asked to place a sticky dot in as many rows corresponding to transportation modes that they had interest in. While some participants only placed one sticky dot on the board, many participants placed several. A summary of the responses to this board are displayed below.

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What transportation options are important to you?

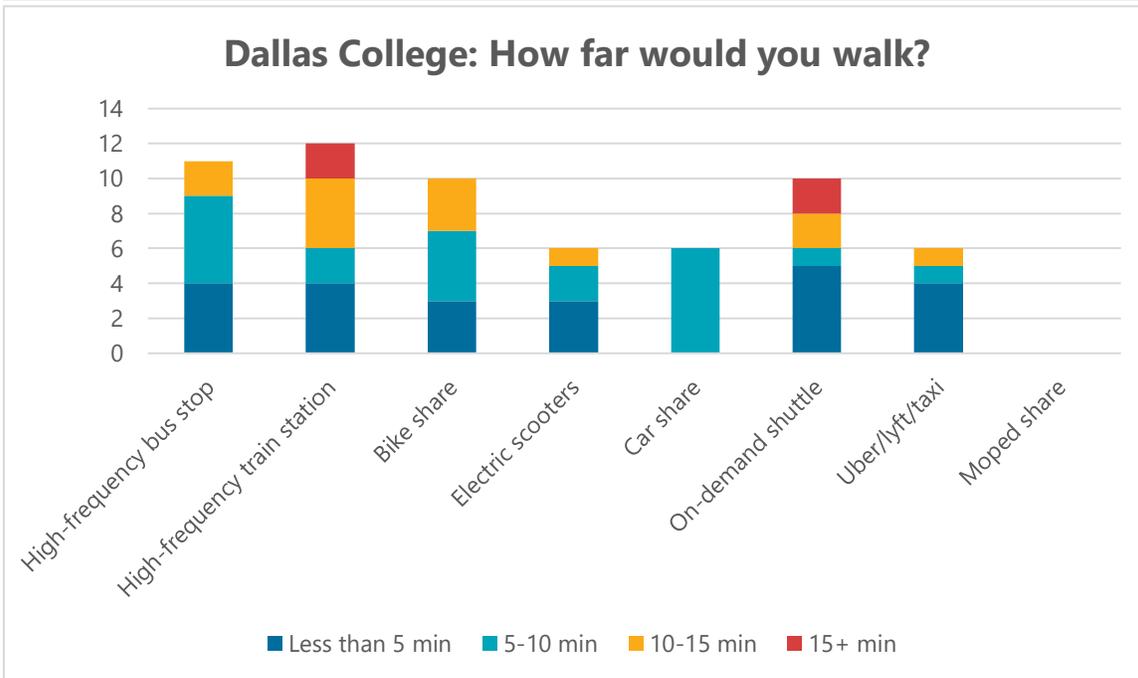
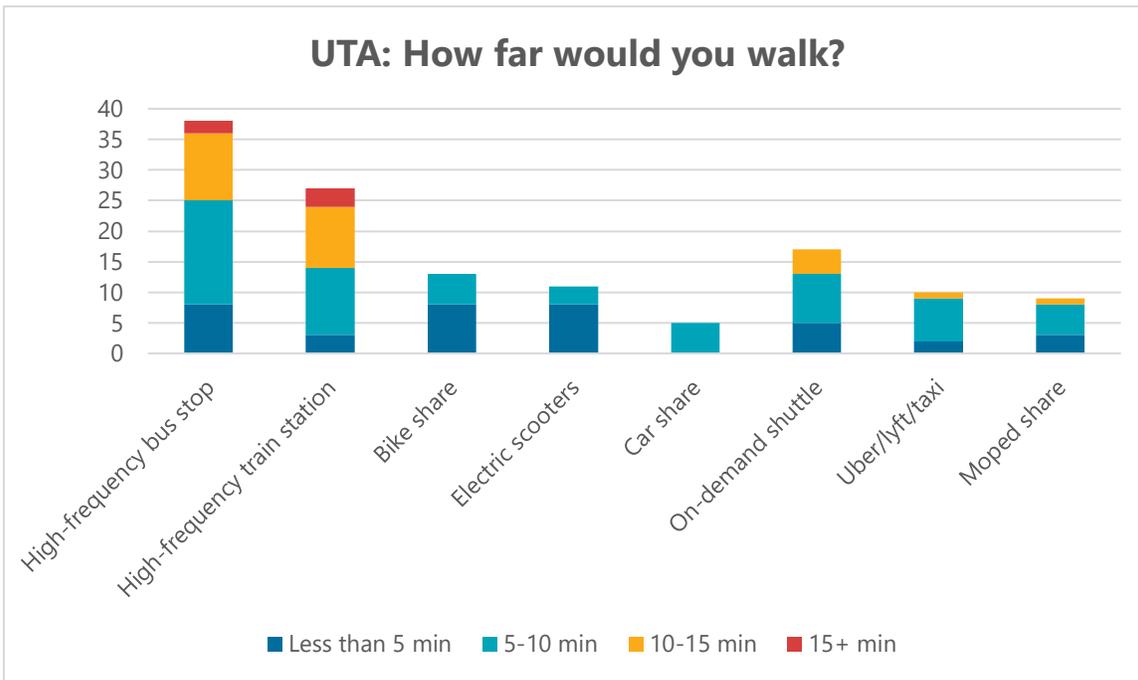
Mobility hubs often have limited space and can't fit every amenity to support your travel. Help us understand what amenities are the most important to you and how long you would be willing to travel to use them.

| Transportation Options | I'd walk less than 5 minutes to use this amenity. | I'd walk 5-10 minutes to use this amenity. | I'd walk 10-15 minutes to use this amenity. | I'd walk more than 15 minutes to use this amenity. |
|---|---|--|---|--|
|  HIGH-FREQUENCY BUS STOP (BUS COMES EVERY 10-15 MIN) | | | | |
|  HIGH-FREQUENCY TRAIN STATION (TRAIN COMES EVERY 10-15 MIN) | | | | |
|  BIKE SHARE | | | | |
|  ELECTRIC SCOOTERS | | | | |
|  CAR SHARE | | | | |
|  ON-DEMAND SHUTTLE | | | | |
|  UBER/LYFT/TAXI | | | | |
|  MOPED SHARE | | | | |

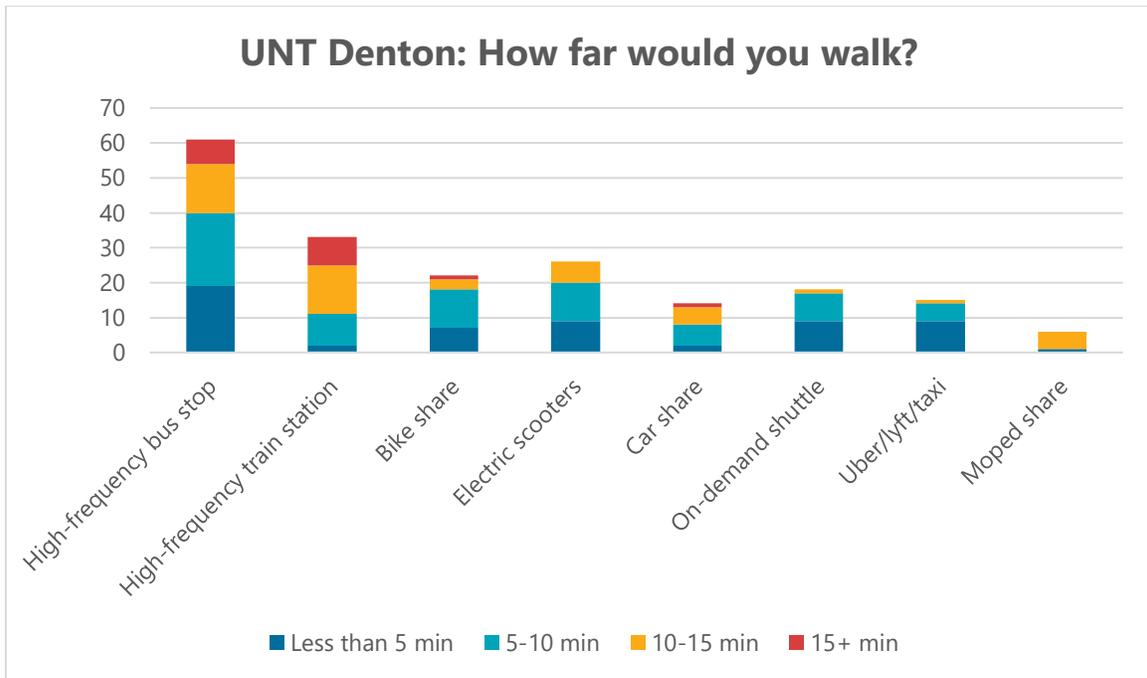
What transportation options are important to you? – On the next board, participants were asked to identify how far they would be willing to walk to access a variety of transportation options. Participants used the same color of sticky dots that correspond to their typical commute mode to campus that were used on the previous board. While some participants only indicated a willingness to walk to one transportation option, many participants indicated a willingness to walk to several. A summary of the responses to this board are displayed below.

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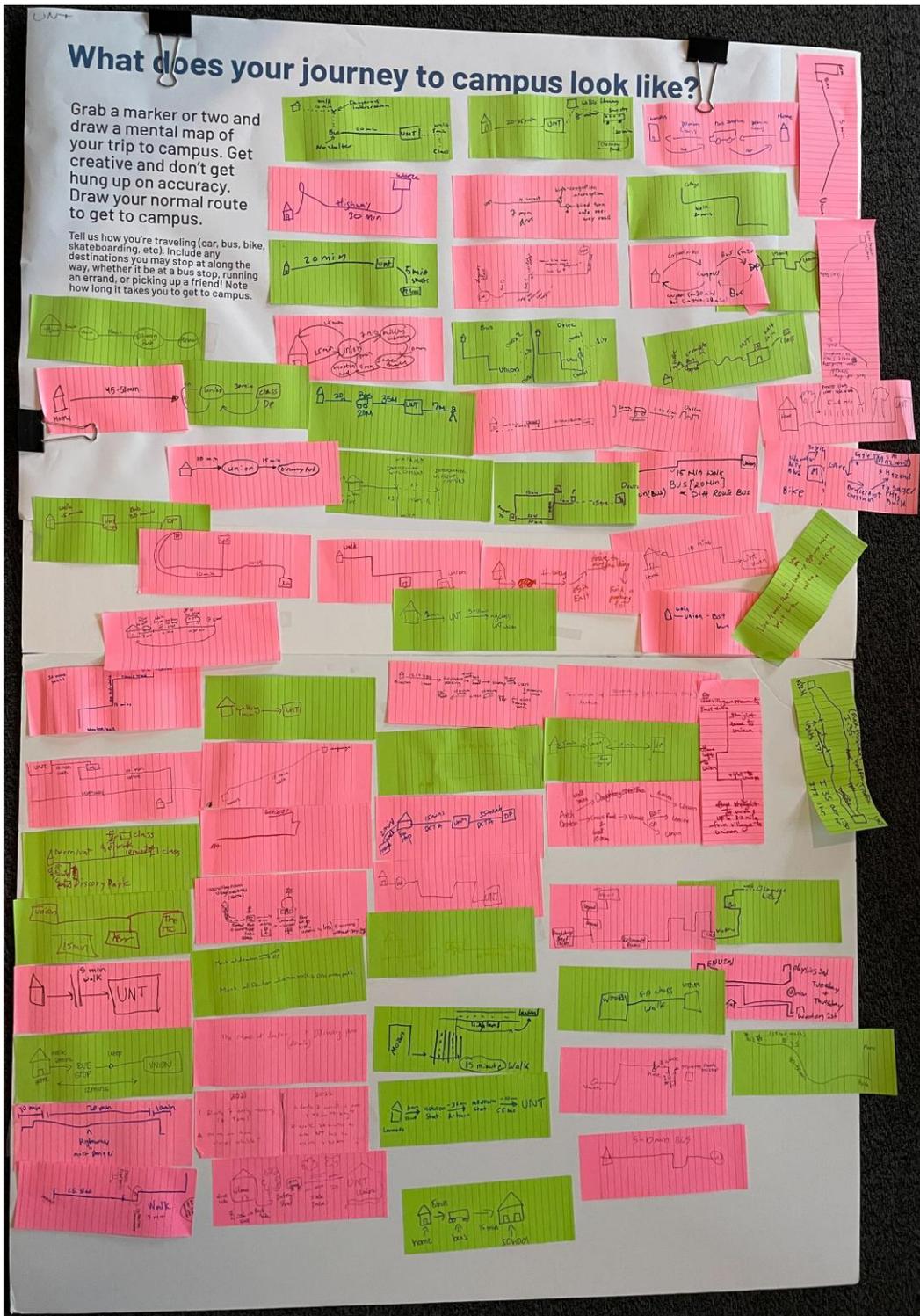
What does your journey to campus look like?

Grab a marker or two and draw a mental map of your trip to campus. Get creative and don't get hung up on accuracy. Draw your normal route to get to campus.

Tell us how you're traveling (car, bus, bike, skateboarding, etc). Include any destinations you may stop at along the way, whether it be at a bus stop, running an errand, or picking up a friend! Note how long it takes you to get to campus.

What does your journey to campus look like? – Participants at this board were asked to draw their typical commute between their home and campus on a sticky note to stick on the board. Participants were asked to note their mode of travel, the approximate duration of their commute, and anything noteworthy along their journey. Photos showing the results of each board are shown below.

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UNT Denton: What does your journey to campus look like?



Build Your Own Mobility Hub – On this final board, participants were reminded about the definition of a mobility hub and were asked to assemble a mobility hub that would meet their transportation needs on campus. For this board, participants were given access to mobility hub amenity cutouts that were displayed on the board. Participants would tape each desired amenity together into a large grouping, and then would tape their cluster onto the board. Some participants created mobility hubs with only a few mobility amenities, while others created large mobility hubs with several amenities. Photos showing some of the student-designed mobility hub examples at each university are shown below.

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UTA: An example of a student-designed campus mobility hub

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Dallas College: An example of a student-designed campus mobility hub

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UNT Denton: An example of a student-designed campus mobility hub

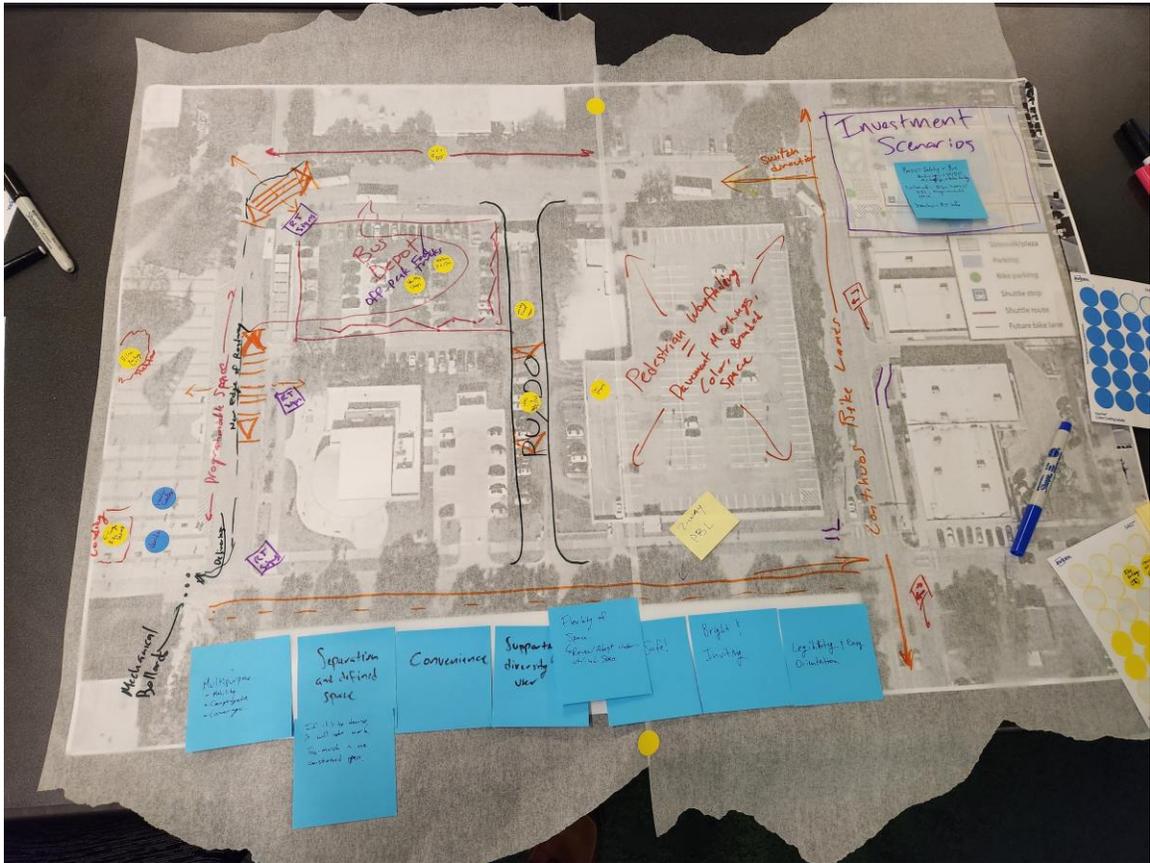
CHARRETTE SUMMARY

Participants in the design charrette were asked to consider a redesign of the Union Circle location on UNT campus that would better suit the transportation needs of the area. In a presentation to the PAC ahead of the charrette, participants were given additional detail about the immediate area to help clarify the local needs. This additional detail included the existing transportation services (including shuttle routes and stops, bike racks, parking structures, and sidewalks), the campus buildings served, delivery and back of house locations, nearby destinations, and walksheds. Participants were also walked through potential use cases for this mobility hub location, including:

- First- and last-mile connections
- Commute to/from campus
- Getting to/from Fry Street
- Short trips (1-2 miles)
- Medium trips (up to 5 miles)

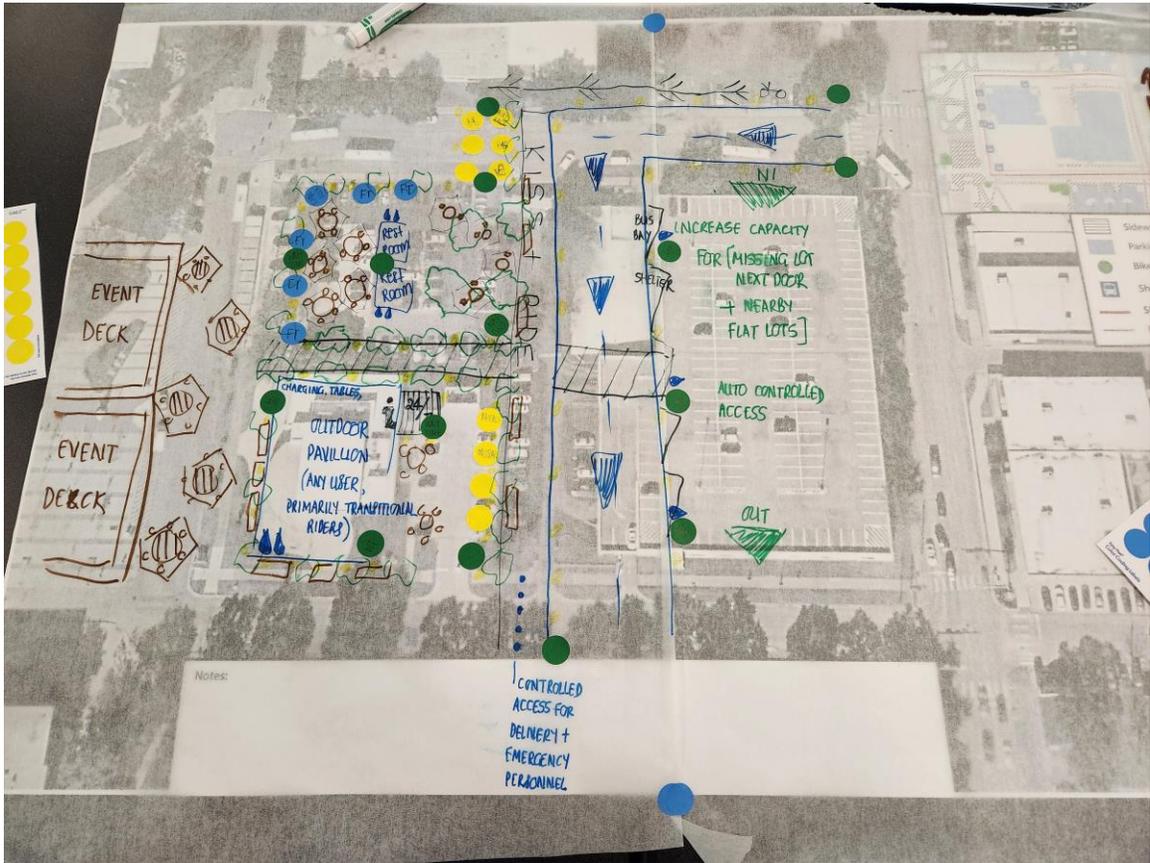
Participants were asked not to consider funding when designing their mobility hub, and to think of it as a vision-level exercise. As a result, the two mobility hub designs had a wide array of amenities and improvements. The two designs for the Union Circle campus mobility hub are shown below.

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The campus mobility hub design by Team 1

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The campus mobility hub design by Team 2

CAMPUS MOBILITY SURVEY

During the pop-up activities, students and other campus affiliates that interacted with the project team were asked to fill out the campus commuter survey on an iPad, take a handout with a QR code and survey information for later use, or scan the QR code for the survey to fill out on their own device. Students passing by the pop-up activities that did not have time to participate in the full slate activities were handed a handout with the survey QR code on it to take the survey at a later time. The survey received a large number of responses as a result of the in-person engagement – the survey gained 687 responses over the course of the week of engagement, with the following breakdown by day:

- **October 4th (UT Arlington):** 515 responses
- **October 5th (Dallas College Cedar Valley):** 69 responses
- **October 6th (UNT Denton):** 103 responses

The two different handouts that were given out with survey information are displayed below.

Sometimes the hardest part about college is getting there.

We're here to help.



We need your feedback on campus mobility improvements!

Scan the QR code below to take a short survey. Responses automatically enter you to win one of two \$50 Amazon gift cards!



Take the survey.
surveyMonkey.com/r/CampusMobility



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One of two handout designs given to pop-up participants



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