INTERMODAL TRANSPORTATION HUBS FOR COLLEGES AND UNIVERSITIES

Directional Workshop
April 14, 2022

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ATG ALLIANCE TRANSPORTATION GROUP

CAMBRIDGE SYSTEMATICS

MOSAIC STRATEGY PARTNERS

North Central Texas Council of Governments

Agenda

- **WELCOME** — **10:00–10:10**
- **LEVEL SETTING: HISTORY AND OPPORTUNITIES** — **10:10–10:15**
- **MOBILITY HUBS IN THE CONTEXT OF CAMPUSES** — **10:15–10:25**
- **BREAK OUT SESSION: VISIONING & PROBLEM IDENTIFICATION** — **10:25–11:15**
- **BREAK** — **11:15–11:20**
- **SWOT/RISK IDENTIFICATION EXERCISE** — **11:20–12:00**
- **CLOSING AND NEXT STEPS**

Workshop Objectives

- Identify short-term and long-term **project goals**

- Discuss **success metrics** for mobility hub implementation

- Identify broader campus and community **connectivity goals** towards which mobility hubs can be a tool

- Discuss potential **risk factors**

Project Objectives

Getting to Regional Mobility Hub Guidance for Campuses

- Provide **planning and implementation guidance** that responds to the diversity of hub environments at campuses

- Use UNT as an **indicator campus**

- Identify opportunities for mobility and "town and gown" **partnership**

- Provide guidance that is sensitive to factors such as **equity, accessibility, and regional concerns**

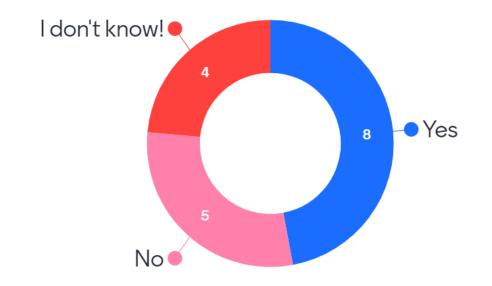- Provide a range of **implementation factors** to accommodate all campus types

The Team

INTRODUCTIONS

- **Name**

- **Organization/Role**

- **Menti Icebreaker**

Does your campus or municipality have a mobility hub?

One component every campus mobility hub should have?

Mentimeter

LEVEL SETTING

How Did We Get Here?

- Need for mobility hubs identified in NCTCOG FY2020-2021 work program

- Project initially came through request from DCTA and UNT in 2019

- Project delayed due to COVID-19

- In interim, NCTCOG decided to expand the project beyond UNT

- Role of Mobility 2045 and 2022 update in shared mobility and mobility hubs more generally

Overview of Project Phases

Phase 1:
Direction Setting

Phase 2:
Methods and Analysis

Phase 3:
Guidance and Tools

PAC Directional Workshop

PAC Check-in Meetings

Stakeholder Engagement

Public Engagement

Project Website

Existing Conditions Report

Campus Mobility Trends

Needs and Market Analysis

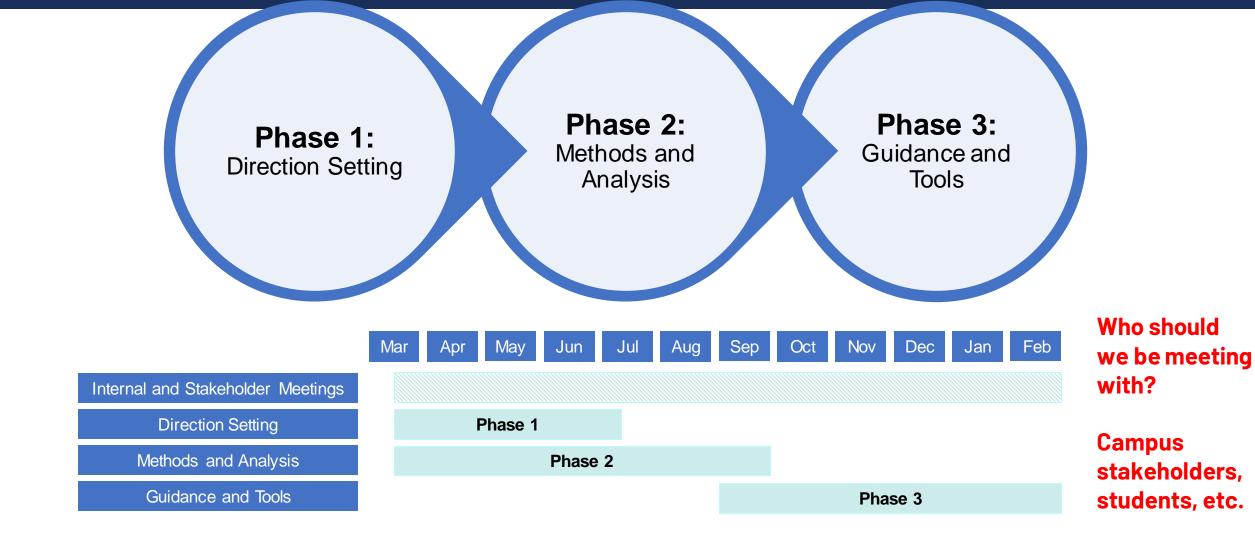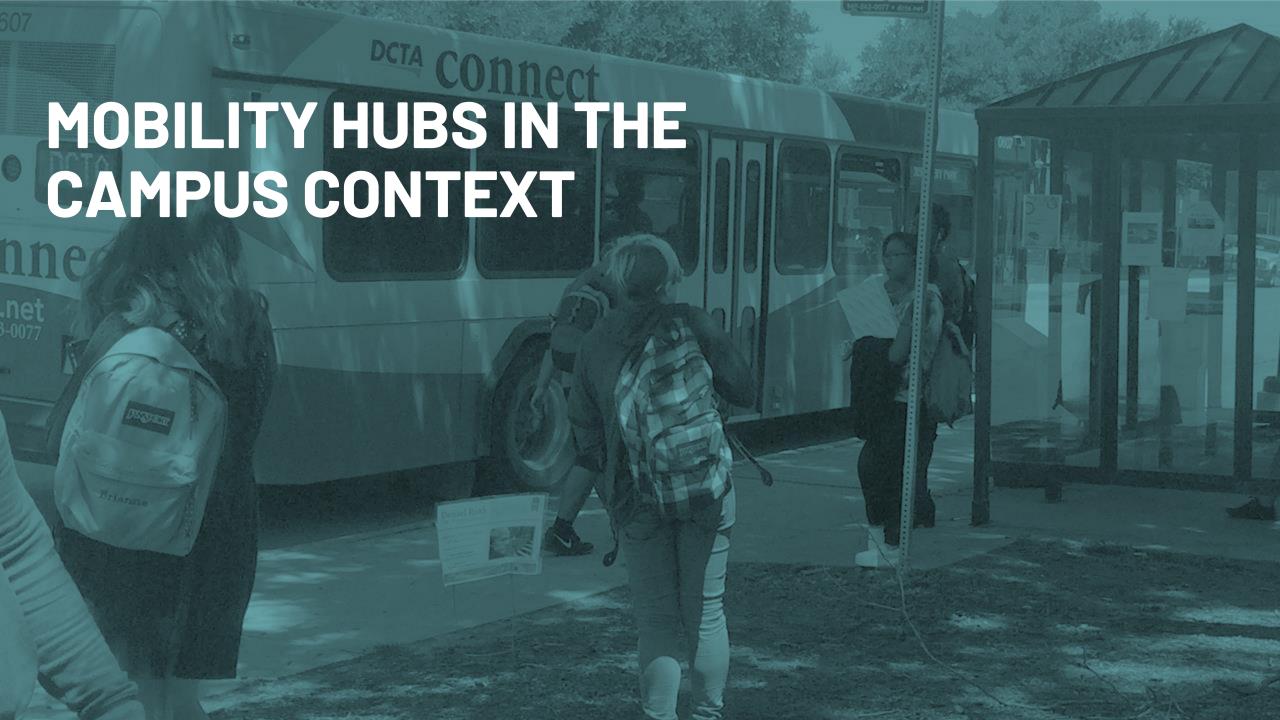Hub Siting and Scenario Evaluation

Phasing and Funding

Implementation Strategies

UNT Mobility Hub Report

Mobility Hub Catalog

Overview of Project Phases

Phase 1: Direction Setting

Phase 2: Methods and Analysis

Phase 3: Guidance and Tools

Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb

Internal and Stakeholder Meetings

Direction Setting — **Phase 1**

Methods and Analysis — **Phase 2**

Guidance and Tools — **Phase 3**

Who should we be meeting with?

Campus stakeholders, students, etc.

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MOBILITY HUBS IN THE CAMPUS CONTEXT

What are Mobility Hubs?

The intersection of mobility options, campus life, and information.

At a concentrated point or spread across several blocks.

Dependent on context and use case.

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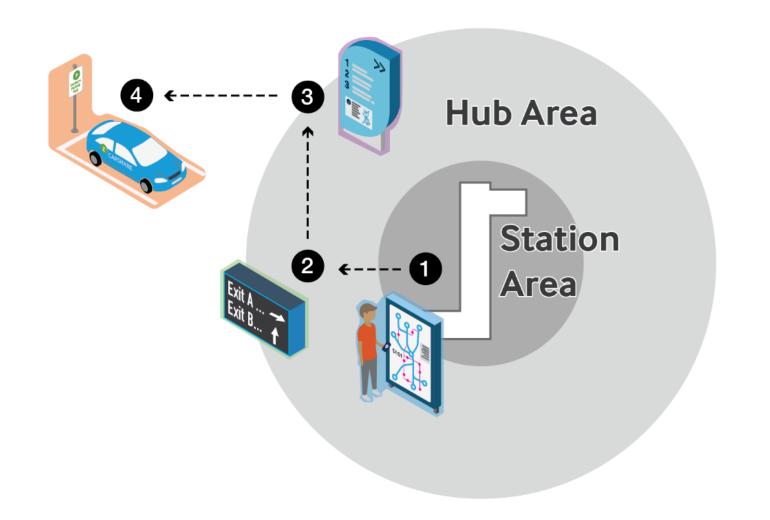
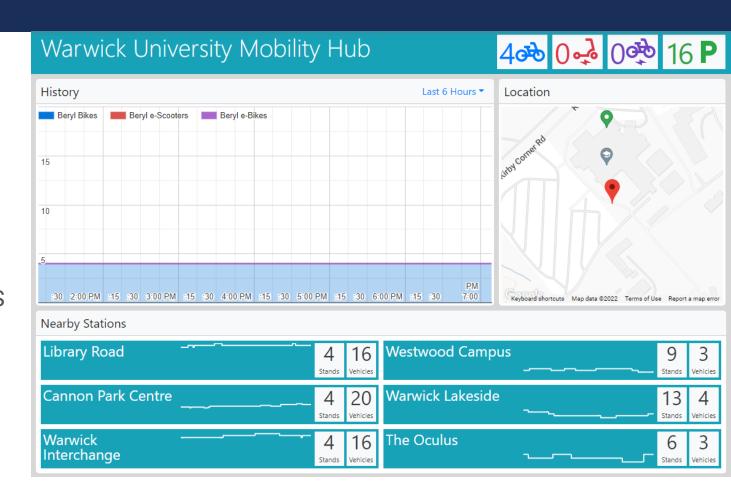Dependent on context and use case.

Mobility Hub Key Components

1. Transit (bus/rail) as a core component
2. Shared mobility: microtransit, micromobility services, car share
3. Bicycle parking, preferable covered
4. Pedestrian-supportive infrastructure: sidewalks, human-scale lighting, curb ramps, etc.
5. Loading zones
6. Information kiosks and retail
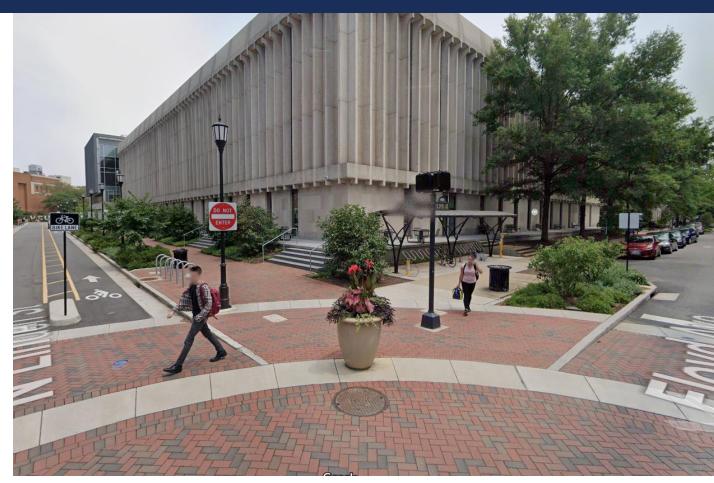7. Optional: Parking and delivery hubs

Mobility Hub Connections

Opportunities for quality connections are crucial for mobility hubs to be effective.

Campus Mobility Hubs

- **Warwick University Mobility Hub**

- Virginia Commonwealth University: Monroe Park Mobility Hub

- University of Utah: Health Sciences Campus Mobility Hub

- Cal Poly Pomona: Bronco Mobility Hub (in development)

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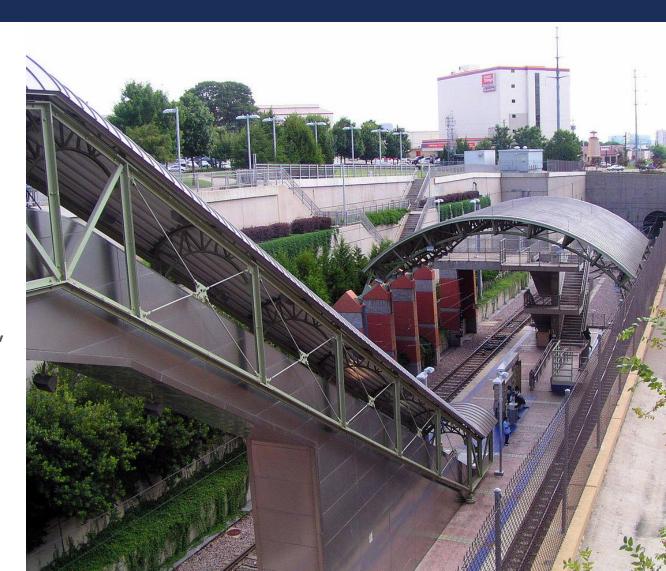
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DFW–Area Mobility Hubs

SMU/Mockingbird Station

- **DART Rail:** 3 commuter lines

- **DART Bus:** 7 bus routes

- **On-Demand:** 2 GoLink Zones

- **Protected bicycle parking:** 8 "Bike Lids"

- **Carshare:** 3 ZipCar parking spots

- **Park and Ride:** 712 parking spaces

DFW-Area Mobility Hubs

Addison Transit Center

- **DART Bus:** 12 bus routes

- **On-Demand:** 2 GoLink Zones

- **Park and Ride:** 300 parking spaces

- **Paratransit Bay**

- **Bicycle Parking**

- **Pedestrian crosswalks**

VISIONING & PROBLEM IDENTIFICATION

40-45 Minute Break Out

What are we solving for?

- What are the critical problems and gaps in campus mobility today?

  - How does this differ between commuter vs residential campuses?

- What is the role of campus mobility hubs in solving these problems?

- When thinking about scale, what are the minimum components that all campus mobility hubs should have?

- What are some of the unique campus mobility challenges of affiliates that are low-income, BIPOC, and/or navigating disabilities?

Connecting to Users

- Who are the groups who would benefit the most from campus mobility hubs? Who would benefit the least?

- How might we make campus mobility hubs appealing to those who exclusively drive?

- What are some of the levers that can impact user behavior?

Mobility Hub Vision

- What should the campus mobility hub experience look and feel like? How might it differ from campus to campus?

- How does the vision differ between peripheral campus hubs and hubs embedded within campus?

- How might we tailor the campus mobility hub to best complement the campus experience?

Success Metrics

- What are some metrics that would best measure the success of campus mobility hubs?

- How would these metrics be used?

BREAK

5 MINUTES

SWOT / RISK ID EXERCISE

SWOT Analysis Exercise

Strengths	Weaknesses	Opportunities	Threats

Policy/Plan Alignment

Politics

Funding

COVID

Equity

Implementation

Partnerships

SWOT Analysis Exercise

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- NCTCOG capacity, resources, board and staff buy-in; students are engaged
- COG has learned from past experiences of lack of transit investment
- Existing transit studies can help fill in gaps for expected future service
- Supporting and leveraging UNT/DCTA relationship
- Multiple resources/partners to draw from – transit agencies,
- Transit providers and other mode providers don't compete – complementary, creates additive effect
- Data tracking through transit providers, others
    - Ability to modify on-demand service based on usage, flexibility, response
- Desire to create multimodal environments
- Buy-in can be created through technology co-opting at hubs (esp. for Gen Z)
- **What else?**

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- MTP update alignment timing
- Lack of public familiarity with mobility hubs
    - And difficulty in educating about hubs (info overload for students)
- Spatial challenges:
    - Metroplex size, lack of walkable access to high frequency transit, only half of population within current transit service areas
- Overabundance of transit providers
- Regional connectivity between modes can be confusing to users
- Funding! There's never enough
- Auto domination in the region – land use is central to this
- Density, or lack thereof at some campuses
- **What else?**

O
- Integration with multiple ongoing efforts and resources:
    - MTP update, microtransit launches, highspeed rail studies, Denton County Regional Transit Study, Infrastructure Investment and Jobs Act (IIJA), etc.
- Population growth generates demand for new mobility solutions
- Integrated payment system for ease of transfers
- Opportunity for agency partnership/collaboration well into the future
    - Look to twin cities area
- Density, or lack thereof at some campuses
    - More land means more transformation opportunities
    - TCU has used available land to satisfy needs like housing, amenities, etc.
- Outward focus: go to where students are (ambassador groups, reps, tabling, events, town halls, etc.) – help generate public understanding
- Opportunity to combine services from agencies where possible
    - Universities have funded Via, other options – scale this or expand

T
- Ongoing COVID-19 impacts
- Transit leadership vacuums
- Parking: some local parking regulations induce car preference, some universities may depend on parking revenues
- Lack of interest from smaller cities, hostility towards micromobility from larger cities
- Don't overdo approach when creating multimodal environments – can hinder success
- Trying to serve everybody can lead to failure – be intentional and acknowledge patrons, start with what's most viable, understand users' needs
    - Will differ across populations, across campuses
- Growth -> less parking -> failing to consider this will have greater impact as growth continues
- What will college campuses look like in the future re: switch to virtual, etc.?

CLOSING AND NEXT STEPS

Next Steps

- Workshop summary

- Campus Mobility Survey **[we need your help!]**

- Campus interviews

- Focus groups

- Campus Mobility Trends: Existing Conditions/Market Analysis

- Later: PAC check-in workshops

Parting thoughts?

THANK YOU!

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