

# Minneapolis Mobility Hubs

City of Minneapolis, Department of Public Works

Danielle Elkins, Mobility Manager

12.7.2021

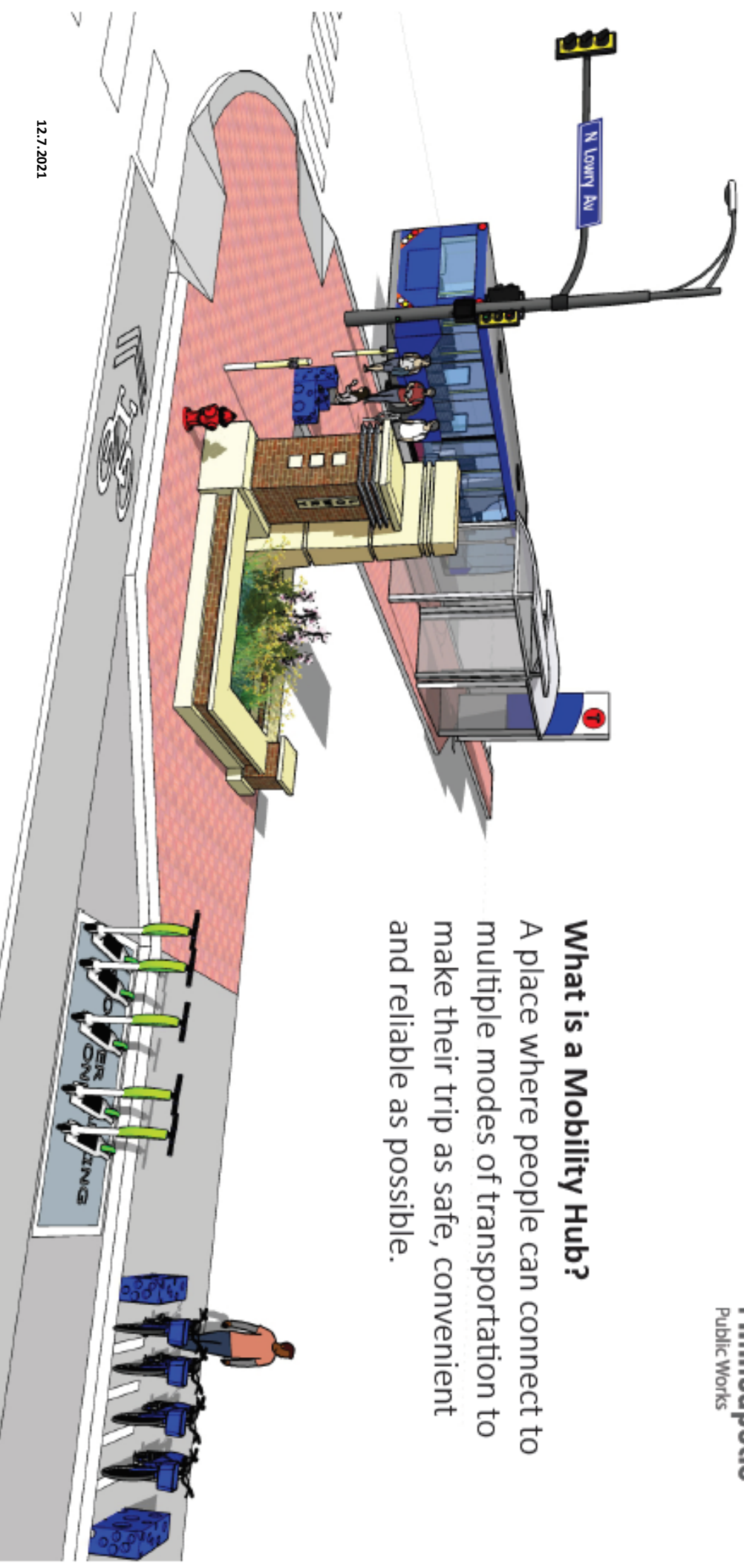


# Mobility Hub Pilot



## What is a Mobility Hub?

A place where people can connect to multiple modes of transportation to make their trip as safe, convenient and reliable as possible.



# Imagination



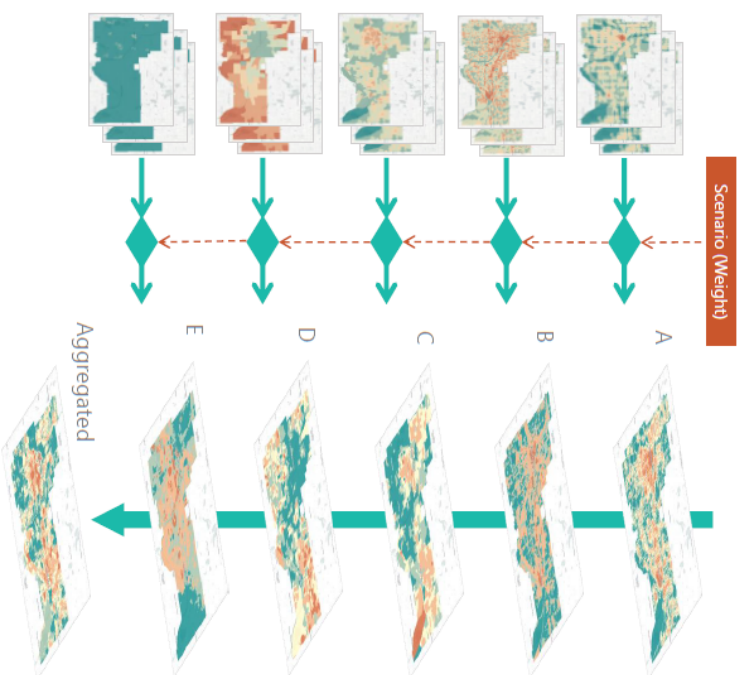


# Reality



Art by Sarah Nelson

# Location Identification



## Methodology

Mobility Hub sites were identified by combining 32 different layers. Layers were grouped into five different layer groups:

- (A) Physical;
- (B) Economic;
- (C) Demographic;
- (D) Access;
- (E) Behavior

Siting was considered in terms of City priorities and planning scenarios: each aggregated layer was multiplied by a given weight which determined the output for the scenario at hand. The three Twin Cities planning scenarios were as follows:

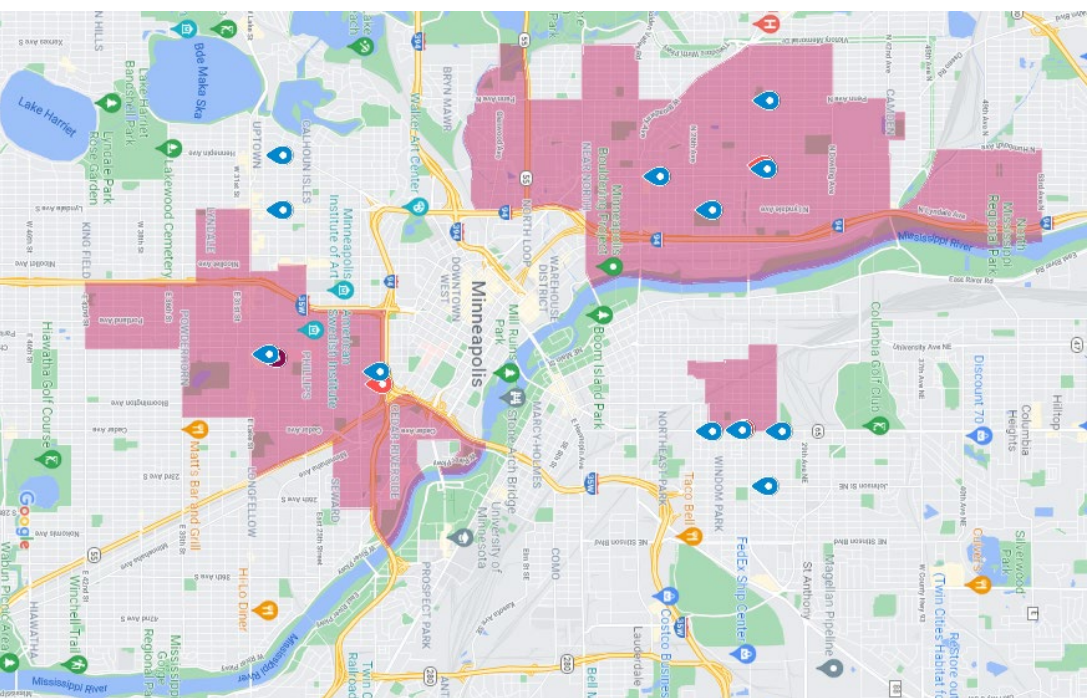
- (1) **equal focus;**
- (2) **commute focus;**
- (3) **equity focus**

Hotspots identified for each scenario are considered candidates for mobility hub sites. The Twin Cities metropolitan area was spatially divided into tiles for the purposes of analysis: 1st and 2nd tiered hubs are suggested based on tile scores.





# 2019 Pilot



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# 2020 Pilot

## Minneapolis Mobility Hub Map



# Infrastructure



# plants



# furniture



# parking



# Human services



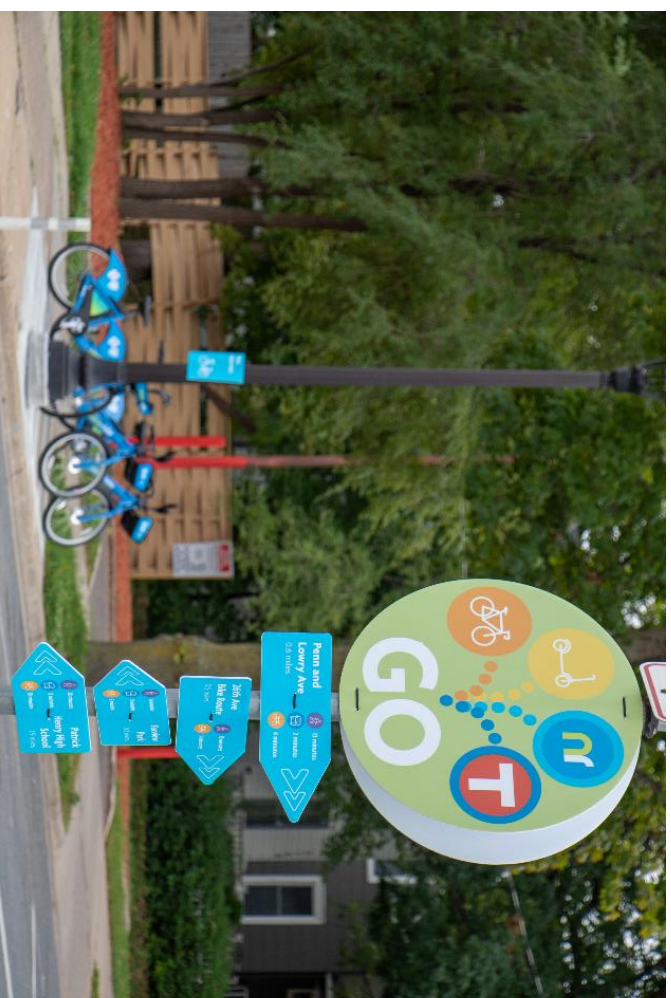
# social



# library lockers

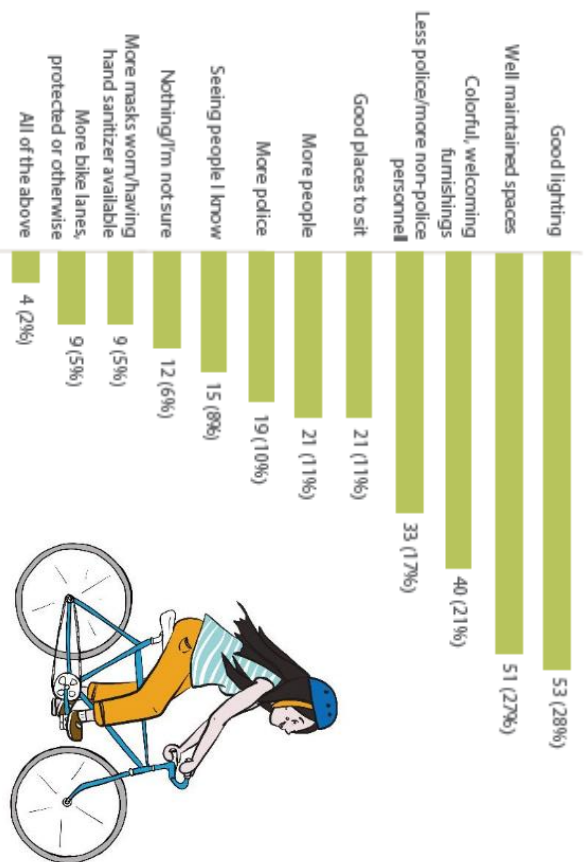


# Signage & Wayfinding -> Modefinding



# Engagement

**Survey Results:** *What makes you feel safe and comfortable while taking the bus, walking, or riding scooters now? What could be improved that would make you feel more safe and comfortable?*



**Survey Results:** *What is most important to making your trip better?*



Does having places to sit, bright colored signs, clear places to park scooters and bikes, and information about nearby places make you more or less likely to get around by bus, bike, scooter or walking?

69% RESPONDED "MORE LIKELY"



# Feedback

Landrei Areial

"When the time came for us to paint our bench at the pilot on Lowry & Penn, multiple members of the community asked to join us and help paint. We quickly handed them paintbrushes and little bowls filled with black paint. As we painted the bench together we heard many stories, some which included the loss of loved ones, others which included a mini-series of those "back in the day" stories. I personally believe that specific project was probably one of the most meaningful as well as insightful moments out the pilot as a whole.

Our moments, presence and activities were therapeutic to the community. Giving others the ability to speak and be open with us about their personal hardships and obstacles that they have faced and are facing to this day, and being able to mutually relate to some stories and topics was all therapeutic.

Being able to come together for something positive yet so simple as painting, as a collective, which is something you don't see too often, I think not only gave some community members a glimpse of hope but also a positive staple in the community that many will now see whether their driving, biking, or walking by, it's a representation of community collectiveness which I believe is a huge factor in moving towards our next step as a people."

COMPLETED PARKLET  
AT PENN + LOWRY

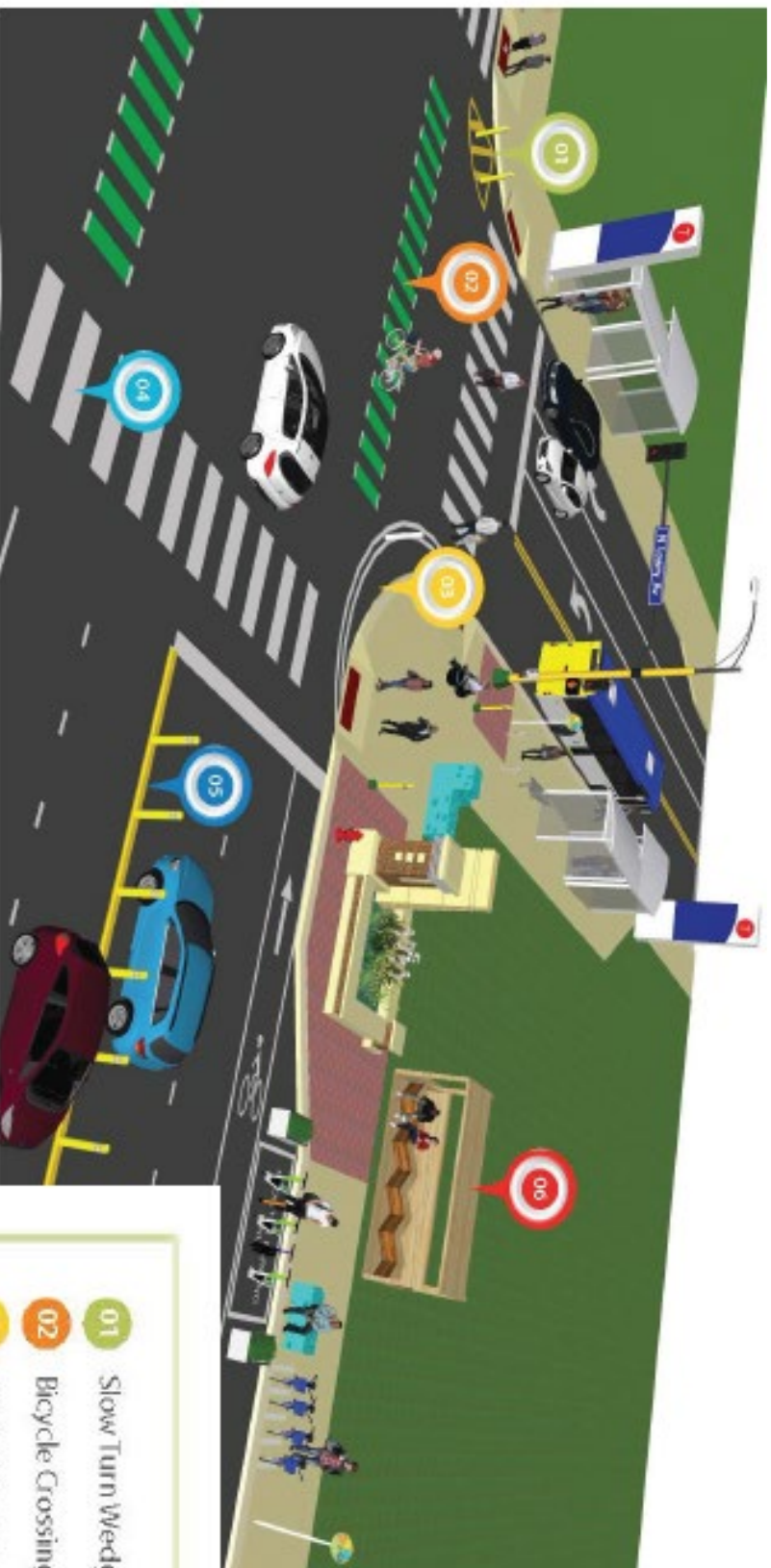


# Ambassadors

- Getting community buy-in & listening
- Letting the community decide:
  - What they need
  - Where they need it







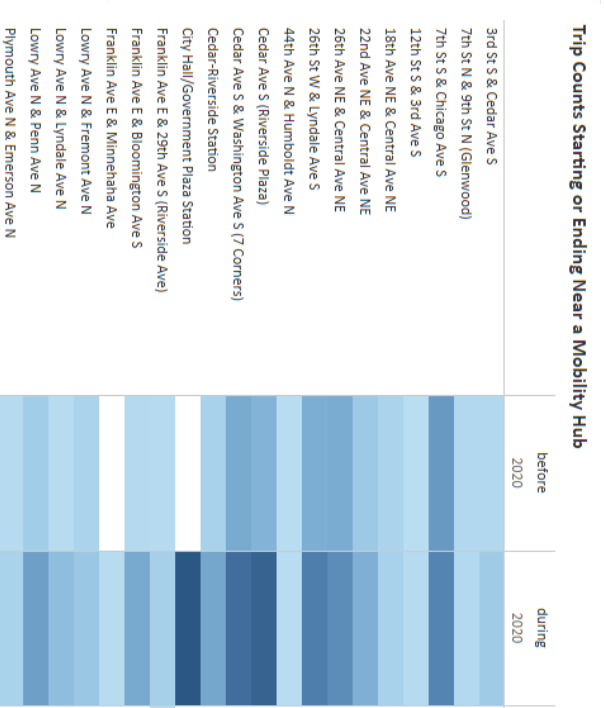
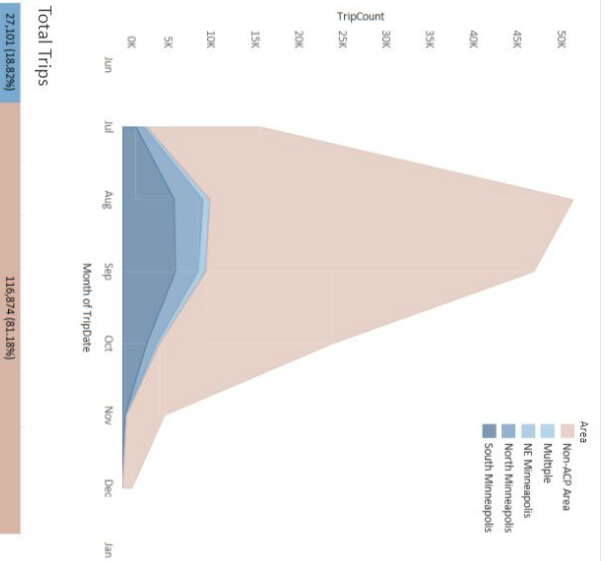
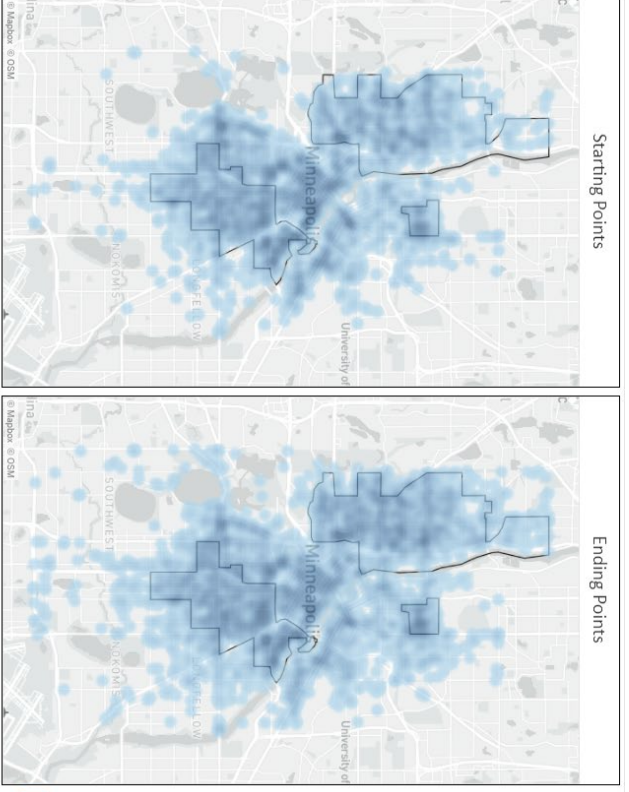
- 01 Slow Turn Wedge
- 02 Bicycle Crossing
- 03 Painted Bump-out with Bollard
- 04 Zebra Crosswalk
- 05 Hardened Centerline with Bollards
- 06 Parklet

# Incorporating Feedback

12.7.2021



# Measuring Impact



Source: Data from mobility providers for the 2020 pilot period from July through December 2020

Last updated 3/11/2021

12.7.2021



# Location Re-evaluation/ROW Issues

- Community feedback
- Future development
- Multi-jurisdictional coordination
- ROW Limitations
- Electrification



# Operational & design issues

- Multi-jurisdictional coordination
- Branding
- Electrification
- Seasonality
  - Maintenance
  - Storage
  - Durability



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Art by Sarah Nelson



# Challenges

- Technology
- Installation
- Availability
- Funding



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# Questions

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