

# 2020 MOBILITY HUB PILOT ENGAGEMENT SUMMARY

## PARTNERSHIPS

This year's engagement results encompass responses from the following partnerships and methods. All partners were compensated for their work.

- » **Saint Anthony East Neighborhood Association (SAENA)** phone survey
- » Socially distant in-person survey and online focus group with **Alexis Pennie**
- » Survey promotion through **Native American Community Development Institute** and **West Bank Business Association**
- » Other online survey responses

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"



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?



Good  
lighting  
28%



Well  
maintained  
spaces  
27%



Colorful,  
welcoming  
furnishings  
21%



More  
non-police  
personnel  
17%

With COVID-19 and the unrest in our neighborhoods this year, is there anything about your transportation options that could be changed to make your trip easier during this time?

1. CLEANING
2. DISCOUNTS
3. SHUTTLES TO SERVICES





- » Engagement partnership grants ensured that opportunities for input came through groups who already had relationships and communication methods established to effectively communicate during this unprecedented time.
- » When surveys that include demographic data are combined, the results mirror the demographics of the city as a whole: 68% White and 23% Black or African American, and slightly more female than male.

## 2020 Engagement Approach

With support from three partnering organizations, community engagement around the Mobility Hub Pilot expanded in 2020, even as the coronavirus pandemic dramatically reduced in-person engagement. Instead of trying to create new champions in this environment, we expanded our engagement partnership grants to ensure that groups who already had relationships and communication methods established could keep the conversation going in this unprecedented time.

Despite these limitations, 2020 engagement improved in both reach and quality through the partnership approach. This year's engagement results encompassed responses from the following partnerships and methods.

## Partnerships and Key Insights

### Northeast Minneapolis

**Partner:** St. Anthony East Neighborhood Association

**Method:** Compensated Phone Survey with postcard notification to residents of public housing + senior living complexes near Central + Spring Street mobility hub pilot site, online survey distribution through the neighborhood newsletter.

**Outcomes:** 64 responses, in-depth conversations on transportation needs, relationships built within SAENA to benefit future impact. SAENA's comprehensive report and survey analysis, linked [here](#).

**Key Themes + Findings:** The SAENA partnership demonstrated the value of intensive engagement as a method for data collection. Longer, more in-depth, financially compensated phone surveys were well-suited to these residents. The phone interviews led to positive relationships between residents and the neighborhood organization, as well as more in-depth answers. SAENA





reported that this kind of outreach design is something they hope to replicate in their future projects. This partnership also allowed the overall engagement strategy to better capture the urban senior demographic.

### Key Themes + Findings:

1. Respondents would like to see improvements at this intersection that make them feel more safe and comfortable while walking or rolling to the bus stop or waiting for the bus. Improvements in lighting, seating, and maintenance of the space are most important. Their transportation habits for work are largely unchanged as a result of the pandemic, but recreational trips are down.
2. Broader neighborhood feedback emphasized improved visual appeal and lighting, but also transit service for the area. As a result of Covid-19 and unrest this group has stayed home, walked more, and stopped using public transit to commute.
3. Central Avenue and Spring Street was not a welcome space for any mode of travel. The area was poorly lit and feels unsafe in its current condition.



### North Minneapolis

**Partner:** Alexis Pennie

**Method:** Distributed survey at mobility hubs, to local businesses, hosted Virtual Community

Conversation and Neighborhood Clean Up.

**Outcomes:** 150+ survey responses, greater awareness of pilot among neighborhood leaders, businesses

**Key Themes + Findings:** The Alexis Pennie partnership allowed the project team to receive feedback from people who were continuing to ride transit despite the pandemic, and from people who were actively using mobility hub spaces over the summer and fall. These survey responses are reflected in the question-by-question results to follow.

Another component of the outreach led by partner Alexis Pennie was a focus group with members of the North Minneapolis community. As a resident of the Jordan Neighborhood and longtime Northside cycling advocate, Alexis gathered attendees through both this existing network and new participants who learned about the engagement through posters on-site. The following themes arose in the 1.5 hour conversation:

1. Vehicular and personal safety continues to be a major priority to address at mobility hubs and throughout the transportation system.
2. People are interested in seeing new approaches to make people feel safer. Three broad categories emerged: technology improvements, infrastructure improvements, better communication on rules/how to stay safe while biking, and activation/staffing (like ambassadors or through the existing City systems).

### South/Central Minneapolis

**Partner:** Native American Community Development Institute (NACDI)

**Method:** Small-scale, outdoor popup on site to promote survey and gather feedback.

**Outcomes:** NACDI's deep ties in the Native American community around Franklin Avenue supported getting feedback in ways that felt relevant to community members while promoting civic participation.

**Key Themes + Findings:** NACDI discussed the mobility hub pilot with their participants and invited them to take the pilot survey. The following themes emerged from their conversations:

1. Community members were most interested in Nice Ride use as a way to access transit and as an alternative to driving.
2. Use was highest in the evening, typically for errands or returning from school/work.



3. Desire for larger, winter-ready tires on the bikes and for more of the bikes to be electric because it was useful to people who can't drive, don't want to pay for gas, and benefit the environment.
4. Desire for more mobility hubs on Franklin Ave.
5. Positive feedback about the mobility hub concept overall and feeling that Minneapolis was taking an innovative approach.
6. Desire for more free ride passes to encourage new riders to utilize other modes.



### West Bank/Cedar Riverside

**Partner:** West Bank Business Association

**Method:** Ambassadors promoted the online survey through postcards shared on site and created input opportunities for

WBBA member businesses.

**Outcomes:** Two bus stops with broken fixtures and safety issues prior to the mobility hub pilot were resolved and awareness of input opportunities increased.

**Key Themes:** WBBA incorporated some limited engagement opportunities into their Ambassador Pilot approach, highlighting future opportunities to have outreach to businesses inform a mobility hub approach in commercial centers.

1. An increased presence of Nice Ride bikes and scooters made residents feel positively about their ability to use those modes.
2. The Ambassador approach was well-received in the neighborhood by businesses and users. Positive feedback mostly centered around their contributions to keeping the streets clean and keeping planters.
3. One business owner noticed significant improvements to the safety of the mobility hub at Cedar and 3rd St. The project team was able to coordinate with Metro Transit to have a bus stop lighting fixture replaced.

4. Negative feedback from businesses on the West Bank focused on loitering concerns, from youth spending time there to people panhandling while using furniture at mobility hubs.

### Other online survey responses

The survey was also accessible through QR codes on wayfinding maps and sent via several email distribution lists, though this was not a focus of the approach.

### Who We Heard From

A total of 207 responses were collected.

The resulting survey groups capture multiple demographics. Alexis Pennie's respondents were not asked to provide demographic data, but were all transit users living and/or working in North Minneapolis. SAENA partially targeted their survey toward senior residents living near their neighborhood's mobility hub (Central Ave. and Spring St.). SAENA's respondents were 44% White and 55% Black or African American in total. The online survey was distributed to neighborhood groups and business associations throughout Minneapolis, but respondents were 83% White in total. When surveys that include demographic data are combined, the results mirror the demographics of the city as a whole: 68% White and 23% Black or African American, and slightly more female than male. Including Alexis Pennie's responses, the survey is generally representative of the transit-riding population of Minneapolis.

As needed, the survey questions were adapted to reflect the method of distribution, such as a phone or online survey needing to reference site details that a person taking the survey on site can see around them.

### Further Input to Explore

Looking forward to future engagement, input on the following themes would be beneficial:

1. Identify future mobility hub sites
2. Identify barriers to using mobility hubs
3. Opportunities to foster community ownership over parts of mobility hubs

## Survey Response Analysis

### Short Trips

Respondents had the opportunity to choose multiple answers for this question, and the vast majority did—they ride transit, walk, bike, and/or drive. Different trips, whether they vary in purpose or length, are suited for different forms of transportation. Transit, walking and biking already have significant user bases in the neighborhoods where mobility hubs are piloted. To fulfill its role as a carbon reduction strategy, mobility hubs can seek to enhance the ease and reliability of these modes to seek to decrease the need to drive alone on short trips.

### Trips to Bus Stop

With transit as a backbone for a mobility hub system, mobility hubs can be tailored in design toward how neighborhood residents want to access bus and light rail. Respondents to the survey primarily walk, use a wheelchair, and/or ride a bike or Nice Ride to the bus stop, which would suggest that prioritizing these modes at mobility hubs would best support transit use.

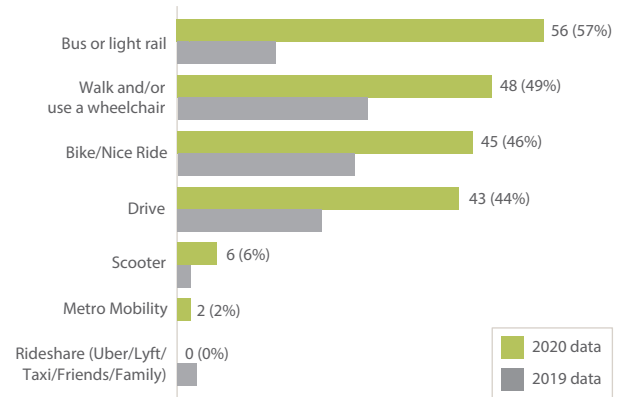
### Transit Riding

Most online survey respondents currently ride or previously rode the bus pre-COVID, with varying degrees of frequency. However, the pandemic has had a significant impact on ridership. This illustrates the need for alternative transportation for transit riders as the effects of the pandemic continue.

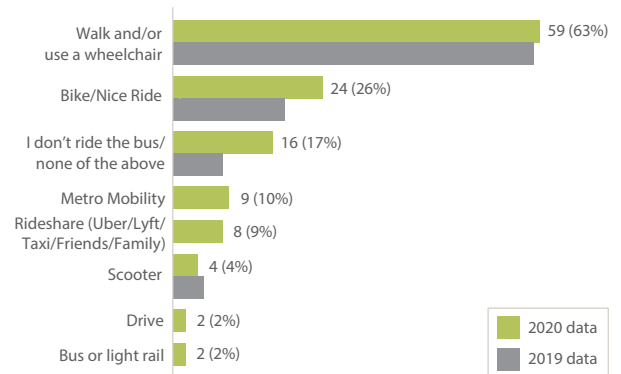
Respondents who rode/ride the bus do/did so because they perceive it to be convenient, environmentally sustainable, and inexpensive.

Those that do not ride the bus say it's because they prefer the train, that the trip is too slow, is inconvenient, expensive, unsafe (regarding crime and coronavirus), and because they drive instead. Despite the disruption of COVID-19, these rider desires are consistent with those of riders in the 2019 survey. To address some of these barriers to additional ridership, mobility hubs can incorporate rail station-like enhancements like lighting, heat, and real time signage, and continue to prioritize safety and convenience improvements.

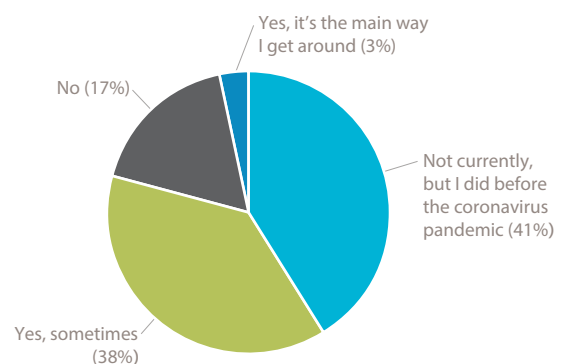
### Survey Results: For short trips, how do you travel to the location?



### Survey Results: Do you use any of these transportation types to get to or from the bus stop?



### Survey Results: Do you ride the bus?



"Bus was my main mode of transport before covid but now seems too dangerous due to varying levels of compliance with social distancing, so I have become very limited in where I can go."

## Nice Ride Use

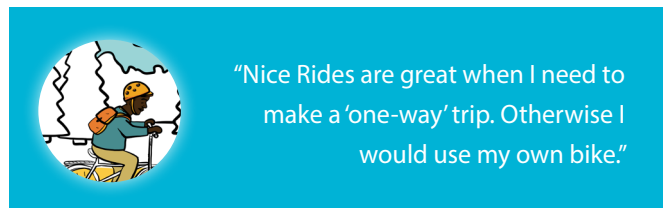
The Nice Ride program, having just completed a decade in the Twin Cities, has achieved considerable reach among respondents to the online survey. The majority of respondents use Nice Ride because it's inexpensive and because it's a good backup option when primary modes are unavailable. Those who have not, or prefer not to, say it's because they have their own bikes, the Nice Ride system is too difficult, it's expensive, or it doesn't serve their neighborhood. Nice Ride has also proven to be more resilient in the face of the pandemic, losing fewer active users in 2020 than other transportation options discussed in the survey. Especially in neighborhoods where Nice Ride is not as familiar, mobility hubs can assist new users to understand how to use the service and further work to promote discount program options through programming and signage.

Unlike the transit system, many Nice Ride users don't make repeat trips using the service - they help fill in transportation needs for one-way trips or to substitute for their own bike on occasion. This information can help mobility hubs gear their Nice Ride support features toward things that help people orient themselves toward their destination and help them navigate a system they're less familiar with than transit.

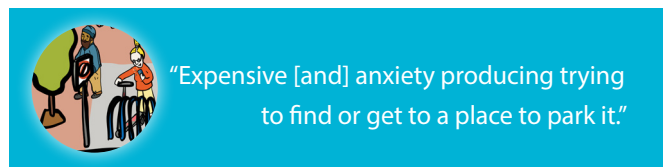
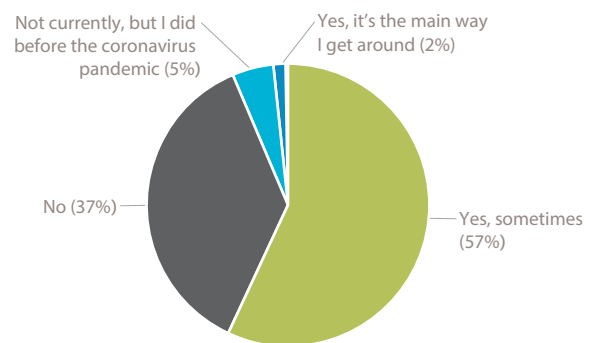
Nice Ride has also proven to be more resilient in the face of the pandemic, losing fewer active users in 2020 than other options discussed in the survey.

## Scooter Use

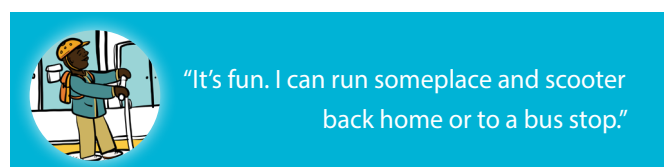
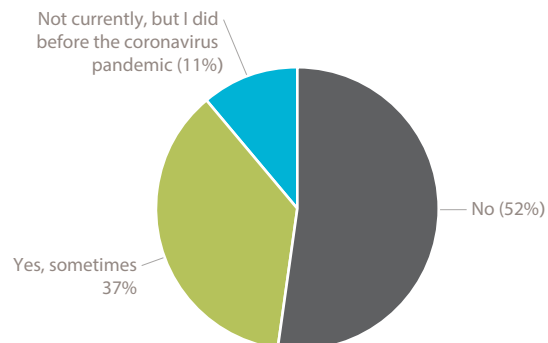
Scooters showed continued support among occasional users, with some limitations for users who are older. People who avoid electric scooters do so because they own a bike or scooter, they see scooters as dangerous, too expensive, or they are hard to find in their neighborhood. People who do ride electric scooters say that they're fun and good for the occasional short trip. Ensuring that scooter parking and riding instructions are provided at mobility hubs can help enhance people's comfort with this mode, as it is still relatively new in Minneapolis.



### Survey Results: Have you ever used a Nice Ride bike?



### Survey Results: Have you ever used an electric scooter?





## HOURLCAR Use

Approximately 22% of survey respondents reported that they use HOURLCAR. Those that do say that it fits well with their lifestyle (college, young adult, etc). Those that don't say it's because they have their own vehicle, it's expensive, hard to find or understand, or it's completely unknown to them. Some stated that they are interested in the concept. This data suggests that there is a need for enhanced awareness of this mode, which could be supported at mobility hubs through consistent signage (wayfinding and landing signs, as some hourcar placements are not at the immediate hub corner) and partnered promotions at events.

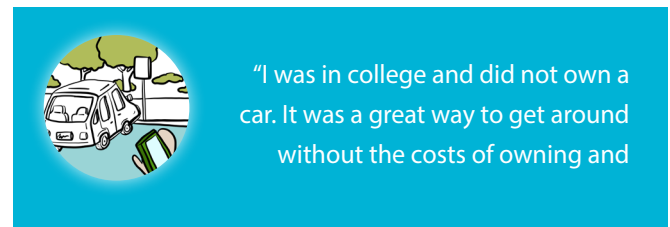
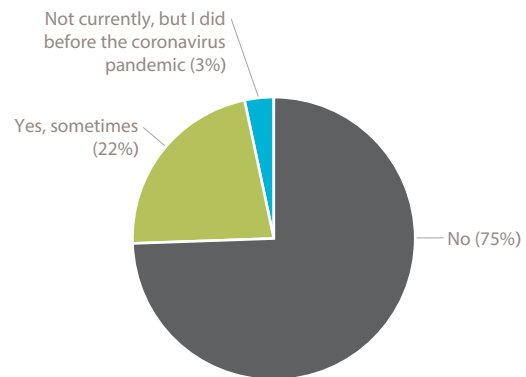
75% of respondents had never used an HOURLCAR.

## Discount Program Awareness

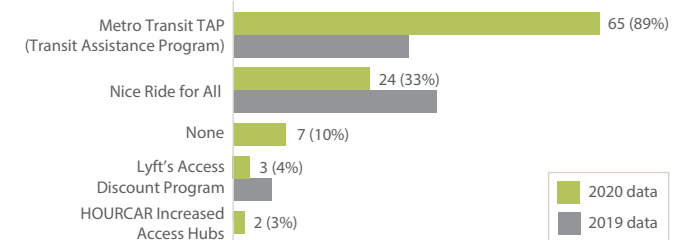
TAP is very well-known, while most other programs lack name recognition. However, this makes sense given the types of transportation respondents use the most. Among respondents to the survey from 2019 to 2020, the greatest increase in discount program awareness was for Metro Transit's TAP program - up by about 47%. Some of this change may be attributable to enhanced promotion of TAP during COVID and the expansion of eligibility to people who are unemployed. Awareness of other discount programs are still low and mobility hubs users would benefit from more opportunities to interact with these providers.

Between 2019 and 2020, awareness of the Metro Transit's TAP program went up by 47%.

### Survey Results: Have you ever used an HOURLCAR (car share) ?



### Survey Results: Check the box for the discount programs you knew about before this survey.



## Site Specific Questions

The on-site and phone surveys conducted by the St. Anthony East Neighborhood Association and North Minneapolis engagement partner Alexis Pennie explored the opportunity to talk with respondents more at length about their experience with the mobility hub pilot and the transportation system in 2020 overall. They are also conversations in the context of the hubs that the respondent is at or lives blocks away from, so they reflect a unique opportunity to get granular feedback on the program.

### Experience at Mobility Hubs

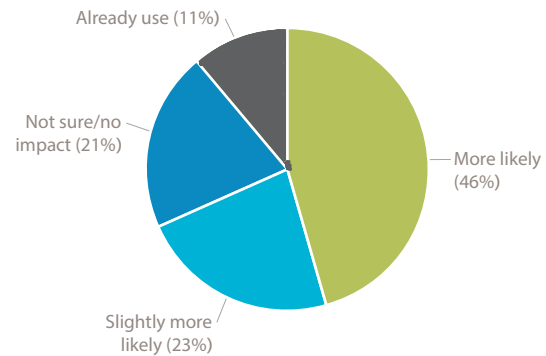
Nobody surveyed felt negatively about these additions (places to sit, bright colored signs, clear places to park scooters and bikes, and information about nearby places) to the public realm. 68% of respondents reported that mobility hub improvements impacted their mode choice. Their responses reflect a broad affirmation of the need for inclusive infrastructure in the streetscape to support multi-modal users.

69% of respondents reported that mobility hub improvements impacted their mode choice.

### How have your mobility habits changed since COVID-19?

Respondents to the SAENA survey have generally reduced their trip volume due to the effects of the pandemic: whether that's due to the virus itself, loss of employment, or decreased opportunities to socialize. Some who are still making regular trips minimize their bus ridership, preferring to get rides from friends when possible. Others have maintained their normal trips, despite pandemic-related concerns. Overall, survey respondents were experiencing greater restrictions to their transportation options due to COVID-19 and were filling the gap through either support from their friends and family with cars or by eliminating their trips altogether.

**Survey Results:** 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?



"[I find it] more difficult getting around downtown especially when the bus schedule is so limited/stop running at all. Just restricted to being at home because they rely on public transportation."



"[I'm] traveling less because less people are willing to help me get around - to keep [social] distance"



"We need more scooters in our neighborhood. Bikes are not just for leisure. People in lower income neighborhoods depend on them for transportation to work and school. We should always be fully stocked and drivers that deliver the bikes and scooters should be trained to be equitable."



## What is most important to making your trip better?

When asked what was most important to making their trip better, or what would make their experience at the intersection of Spring and Central better (for SAENA respondents, there were consistent themes. There are similar desires among respondents for traditional trip improvements, like higher bus frequency, and nontraditional trip improvements, like the addition of places to sit and gather. Those considering improvements to transit service should expand their reach beyond traditional changes, while still promoting the basics. We heard as much from our respondents: improvements in placemaking and visual appeal are most effective when one is waiting for a bus they know will come in a timely manner.

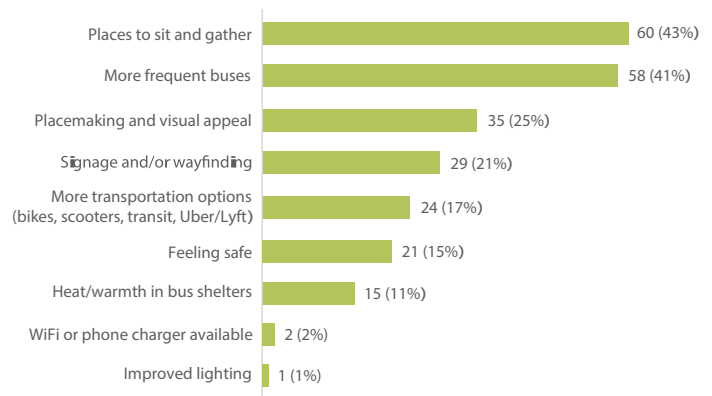
## 2020 Subject Focus: Safety and Responsive Programming

The following two questions were delivered in every survey method deployed in 2020. It was important to the project team to understand the specific challenges and barriers mobility hub users were facing this season and in other seasons also impacted by COVID-19. The 2019 survey had identified “feeling safe” as a key improvement to focus on, but we wanted to create an opportunity to dive deeper on what that means to people in the context of mobility hubs.

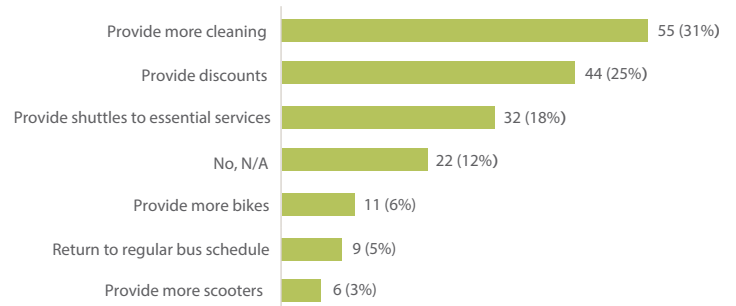
### With COVID-19 and the unrest in our neighborhoods this year, is there anything about your transportation options that could be changed to make your trip easier during this time?

Respondents are reacting to the limitations of our current state. They’re looking for cleaner, less expensive, and more efficient transportation to meet their needs. Many of those surveyed also expressed hope for more respectful behavior from their fellow passengers, but disagree on how best to enforce that goal: responses are evenly divided on whether increased or decreased policing is the solution. Others are hoping to decrease their bus travel through alternative modes, and see protected bike lanes as necessary support of that mode alternative. They want to get to their destination safely, comfortably, and efficiently.

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



### Survey Results: With COVID-19 and the unrest in our neighborhoods this year, is there anything about your transportation options that could be changed to make your trip easier during this time?



“Since some of my bus trips have been replaced with biking, I’ve become super aware of the unsafe places to bike like Franklin Ave. It would be really nice if there were better separation between bicyclists and cars...so that I didn’t have to be quite so afraid of being hit by a car now that I’m putting more miles on my bike.”




“Much more frequent buses and assurance that all bus drivers are following rules about passenger limits. Also different options such as safe/low cost transport that cannot carry many people (like Uber/lyft) and ventilation on buses and physical distance/barriers (little plexiglass pod rooms, or barriers between each seat.)”

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

Respondents' top answers all came down to the built environment--not to policing or pandemic precautions, though less policing and more masks are preferred. Adequate lighting, consistent maintenance, and colorful furnishings are all tangible indicators of a service provider that cares about riders' daily experience. The mobility hub system can be a way to provide that level of care while adding convenient, desired features like additional transportation options and more places to sit. However, it must be implemented in conjunction with basics like reliable bus service.

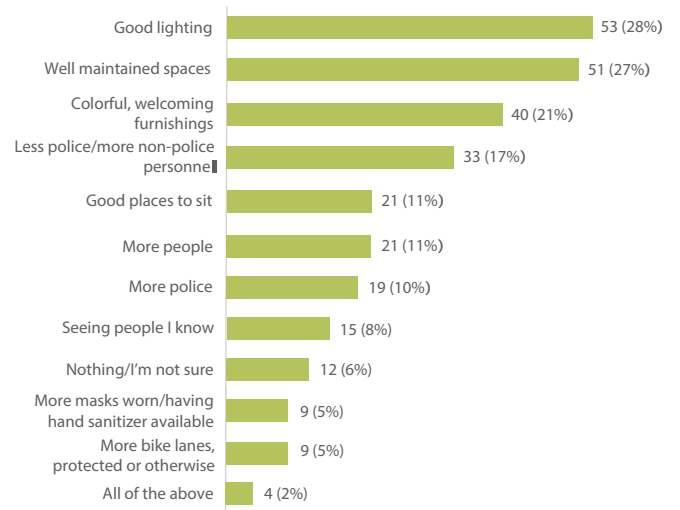


"The only thing that makes me feel comfortable right now is walking and biking on the greenway. To improve the city, greatly reduce the number of people driving cars. Do this by pedestrianizing all local streets and dedicating larger corridors to transit with bus-only lanes, leaving less room for car culture to dominate."



"Lighting is also a big safety concern for me, in terms of walking, biking, scooters, and the bus. Sidewalks, trails, and bus stops are often not well illuminated and this makes me feel unsafe in those spaces. Also, it makes me uncomfortable when there are only a few people on the bus, especially at night. Poor lighting outside plus less people is not a great combination in terms of (feelings of) safety."

**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?*



## Contextual Notes

To contextualize trip data for this season, it is important to note the factors outside of the pilot that survey respondents reported affecting their trips. In the online survey, 80% of respondents reported a change in their employment status as a result of the pandemic, with 66% of total respondents now working remotely or unemployed, therefore reducing their work-related trips. In the SAENA survey, most Saint Anthony East residents reported a reduction in their typical trips. Therefore, while changes in sentiments tracked in the survey and improvements made at hubs can be adequately compared between both years of the mobility hub pilot, indicators like mode usage and ridership are too deeply affected by the pandemic to gauge the effectiveness of this year's hubs through raw numbers.

When combined with new partnerships, the engagement's reach broadened despite the limitations of the pandemic. In total, the 2020 survey engagement efforts documented feedback from 206 participants, many of which came through conversations that went deeper than multiple-choice questions. Conversational-style questioning had the potential to make data compilation more difficult, but in the end led to a better understanding of where the project team's questions were limited in scope and what attitudes the team may have failed to account for when creating surveys. A mix of interviews and simple surveys is the best path forward for future engagement.



"Today I start my new job in the Elliot Park Area and this [the plaza at 3rd and 12th] was the perfect place to wait for my day to begin. I think more seating areas like this would be great for making downtown more inviting of pedestrians and people on work breaks. It's nice to get out during breaks and not just eat lunch in our offices!

So thank you for inviting feedback. This little seating area has made my first day on the job a bit better!"





## Scooter Share Data

The COVID-19 pandemic had significant impacts on scooter share ridership in the City of Minneapolis during the 2020 program year. The program launch was delayed to July, shortening the data collection period. Using 2018 as a baseline, the City saw a 361% increase in ridership from 2018 to 2019, but then an 86% reduction in ridership from 2019 to 2020. 2020 ridership was only 36% lower than 2018 ridership. Besides public health concerns from users, the stay at home orders and the shift to working from home resulted in a significant loss in daily daytime commuter users. Since Minneapolis usually sees a [higher percentage of rides during the week than other cities](#) due to more commute versus recreational trips, Minneapolis saw higher losses than other cities. As more trips became recreational, we saw the length of the trips increase (2019- 1.1 miles/ride and 13.13 minutes/ride, 2020- 2.24 miles/ride and 19.98 minutes/ride). Ridership increased throughout the season and also increased at many of our Mobility Hub locations once the placemaking and parking elements were installed (see below). Mobility Hubs with ambassador and community program also saw even higher increases in trips starting or ending near the hubs, such as Penn and Lowry and locations in the Cedar-Riverside neighborhood. The percentage of trips starting or ending in ACP50 areas also remained flat, despite the ridership loss, aided by equity distribution requirements and the placement of Hubs in those neighborhoods.

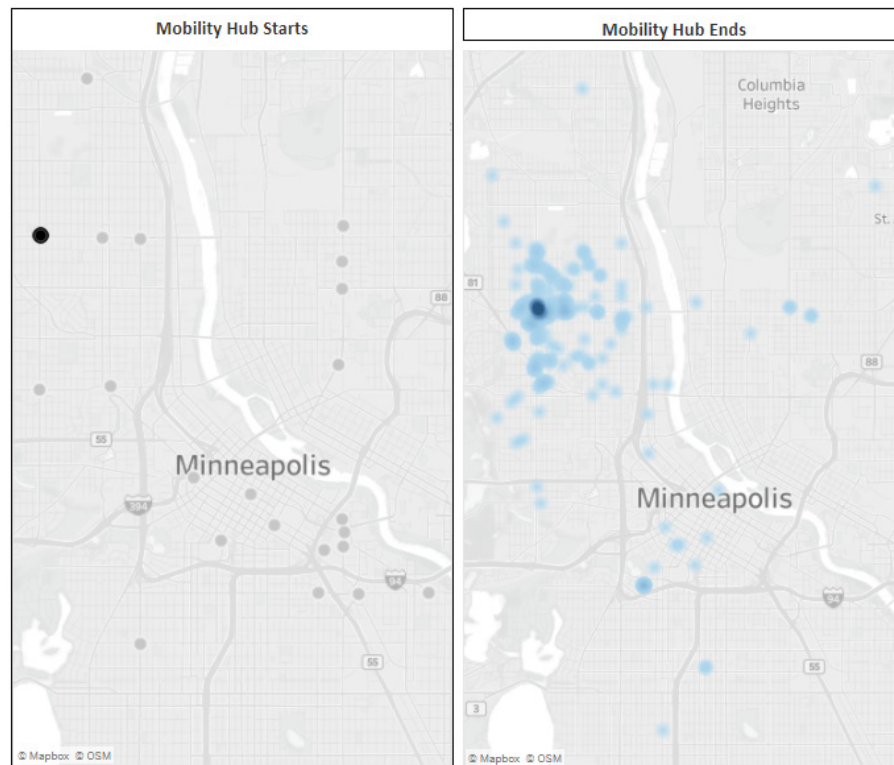
**Table: Trip Counts Starting or Ending Near a Mobility Hub**

		before 2020	during 2020
Downtown	7th St N & 9th St N (Glenwood)		
	7th St S & Chicago Ave S		
	12th St S & 3rd Ave S		
	City Hall/Government Plaza Station		
North	44th Ave N & Humboldt Ave N		
	Lowry Ave N & Fremont Ave N		
	Lowry Ave N & Lyndale Ave N		
	Lowry Ave N & Penn Ave N		
	Plymouth Ave N & Emerson Ave N		
	Plymouth Ave N & Penn Ave N		
Northeast	18th Ave NE & Central Ave NE		
	22nd Ave NE & Central Ave NE		
	26th Ave NE & Central Ave NE		
	Spring St NE & Central Ave NE		
South	26th St W & Lyndale Ave S		
	Franklin Ave E & Bloomington Ave S		
West Bank/Cedar Riverside	3rd St S & Cedar Ave S		
	Cedar Ave S (Riverside Plaza)		
	Cedar Ave S & Washington Ave S (7 Corners)		
	Cedar-Riverside Station		
	Franklin Ave E & 29th Ave S (Riverside Ave)		
	Franklin Ave E & Minnehaha Ave		

Source: Data from scooter share providers for the 2020 pilot period from July through December 2020.

The City also analyzed the reach of trips starting or ending at Mobility Hubs. See below for where trips starting at the Penn and Lowry Mobility Hub ended, which shows both neighborhood and longer trips.

**Map: Scooter Trips Starting or Ending at Mobility Hubs**



Source: Data from scooter share providers for the 2020 pilot period from July through December 2020.

Link to [open data portal](#)

## Scooter Share User Survey Data

Respondents to the scooter share user survey distributed by both Minneapolis operators - Lyft and Bird – reported that an average of 23% of scooter trips were used to connect to or from transit stops. Respondents reported that an average of 51% of scooter trips replaced use of a personal car, Uber/Lyft, or taxi. Questions related to COVID-19 verified some of our assumptions around ridership trends as well. 52% of respondents reported they were not commuting to work. Whereas 40% of respondents reported that COVID-19 had no impact on their scooter usage, 30% indicated they used scooters less often. When asked if they were using a scooter to avoid certain modes of transportation: 28% reported using scooters to avoid public transit, 28% reported avoiding Uber/Lyft rideshare, and 21% reported they would not have made a trip, had a scooter not been available.

## Bike Share Data

Bike share ridership near Mobility Hubs was highest downtown (Government Plaza - 498 rides), in the Cedar-Riverside Neighborhood (Seven Corners - 799 rides), and in South Minneapolis (Lyndale and 26th - 614 rides). Traditional docking stations for classic bikes outperformed lightweight e-bike stations. Not having classic docking stations at all Mobility Hubs impacted the ridership, with users still preferring classic bikes. One surprise was the low ridership (16 rides) at the classic docking station added this season at North Market.

Source: Data from Nice Ride for the 2020 pilot period from July through December 2020.

## Other Indicators and Feedback Opportunities

Beyond formal surveys, feedback can also be captured through other less formal means, such as media coverage, social media conversations, open comment emails, and reports from users on site.

### On-Site Information and Email

Stickers were placed at many of this year's locations with an email address for feedback. Though a small sample size, these brief, in-the-moment pieces of feedback provided a more informal mechanism for connecting with users.

### Business/Property Owner Feedback

Throughout the pilot there were several instances where the project team worked to connect with adjacent businesses and property owners. While the overall impact on the businesses from COVID made tracking the pilot's impact on the businesses' sales over the season unclear, their feedback was still a valuable tool to guide implementation.

#### » North Market

The North Market grocery store also operated as a COVID test site this year and the managers there were supportive of the project and helped determine the right placement of mobility hub elements.

#### » Lyndale Ave Businesses

Businesses adjacent to the Lyndale Ave & 22nd hub and the Lyndale & 26th hub were both eager to give input on those pilot locations. Both were supportive of the installation at their site. They also felt positively toward elements that complemented the existing streetscape and were well-integrated.

#### » Central Lutheran Church and Minneapolis Convention Center (3rd Ave and 12th St)

The mobility hub at 3rd Ave & 12th St was placed in consultation with leadership at Central Lutheran Church and the Minneapolis Convention Center. Their position was primarily neutral with a concern raised around the limitations of the automobile free-right turning movement that is restricted by opening that space up for the mobility hub.

#### » First Covenant Church of Minneapolis (Chicago and 7th)

The project team was able to meet with the church and other property owners nearby to share information about the project and how input was being collected. With the recent pilot-to-permanent improvements made to the sidewalk bump outs, participants were enthusiastic to see similar long-term improvements follow these mobility hub pilots.



"I just wanted to say I love the light-blue boxy installations set up around the city! They bring a pop of color where needed and are delightful! Please keep them up. Thank you for doing this!"



## Earned Media and Online Forums

As the pilot sites grew in number, so did the awareness of the public regarding the mobility hub pilot. This season the mobility hub pilot was featured in several webinar presentations (Shared Use Mobility Center, MnDOT Shared Mobility Webinar) and one industry news article. The 2020 pilot enjoyed greater online exposure than 2019 both through traditional channels and social media like Twitter. One article describes the mission of the project:

“In an open field near the major intersection of Penn and Lowry Avenues in North Minneapolis, across the street from a liquor store and near several churches and a school, resides one of the city’s pilot “mobility hubs,” one of 25 spaces designed to increase access to low- or no-carbon transportation options.

The idea is that by concentrating various modes of transportation in strategically placed, centralized locations, people will be more likely to use public or shared transportation. City officials hope that the project ultimately reduces the reliance on personal vehicles for those that have them and increases mobility for those that don’t.”

The full article, “Mobility Hubs Become Community Anchors in Minneapolis” by Cinnamon Janzer can be read on [NextCity.org](https://www.nextcity.org/article/minneapolis-mobility-hubs).



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Public Works

This pilot was implemented by City of Minneapolis Public Works with the support of The Musicant Group.



2020