



Regional Campus Mobility Hub Catalog **Executive Summary**

North Central Texas Council of Governments
March 2023

Prepared in cooperation with the Regional Transportation Council, **NCTCOG**, Federal Highway Administration, and the Texas Department of Transportation.

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About the Catalog

The North Central Texas Council of Governments' Regional Campus Mobility Hub Catalog is a guidance document that will help campus and community decision-makers implement mobility hubs at university and college campuses within the NCTCOG region. The goal of the catalog is to provide all the tools necessary to create an effective and accessible mobility hub network on and around campuses throughout North Central Texas.

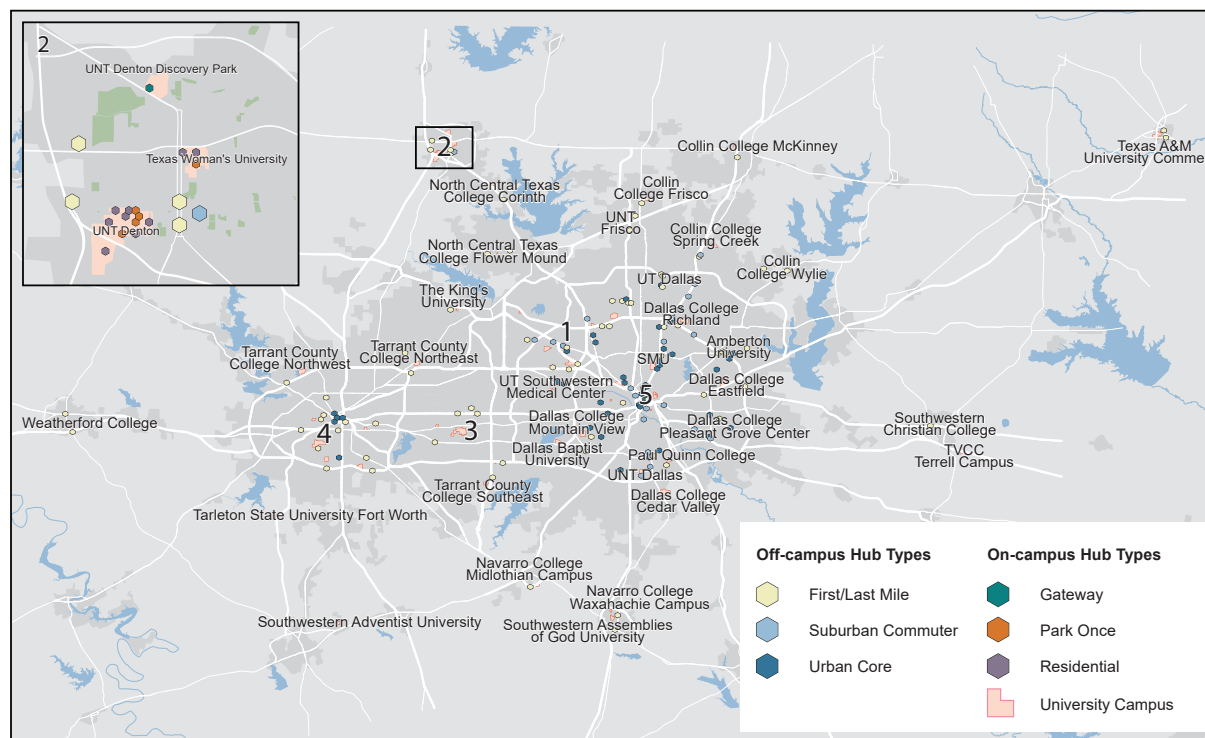
The catalog establishes funding sources, implementation steps and partnership frameworks, amenity recommendations, and regional mobility hub siting opportunities informed by guiding principles and goals laid out in the Mobility 2045 long-range regional transportation plan, stakeholder and community input, and data analyses.

Campus Mobility Hub Typology and Siting

The mobility hub typology for on-campus and off-campus hubs captures the characteristics and mobility needs of the area specific to each mobility hub through access, demographic context, and connection indicators. By developing a typology, mobility hubs can respond to the existing and future conditions on college campuses and in the surrounding areas through a tailored set of mobility offerings.

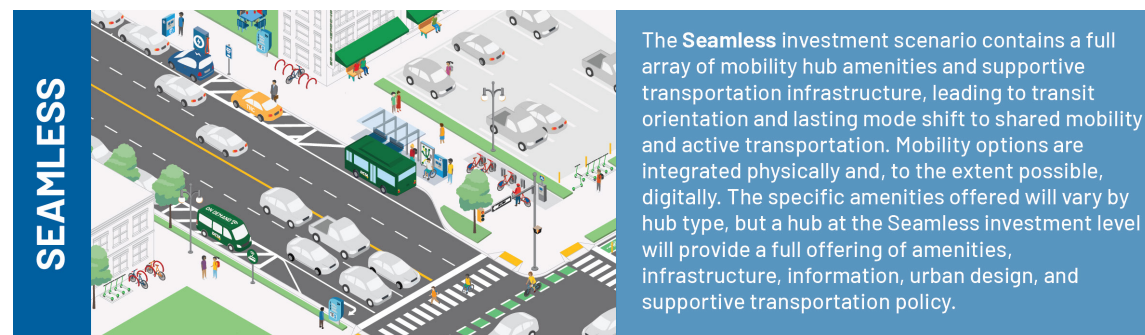
Hundreds of mobility hubs already operate throughout the region on and near college campuses. They might be unorganized, lack amenities, or require better information and branding. The siting section of the catalog discusses how to maximize existing mobility hubs and where to locate new ones based on transit and shared mobility propensity.

For more information: [Scenario Development and Evaluation Report](#)



Investment Strategies

Campus mobility hubs will be outfitted with amenities and implemented in line with university priorities and funding capability. The catalog lays out how different amenities can be provided with varying levels of investment in mobility hubs, and how mobility hubs with different levels of investment score across evaluation criteria. Categorized as the Basic, Enhanced, and Seamless levels of investment, the catalog provides the framework to evaluate hubs within each investment scenario through coordination with the mobility hub typology and five evaluation criteria aligned with the mobility hub vision, objectives, and Mobility 2045 goals.

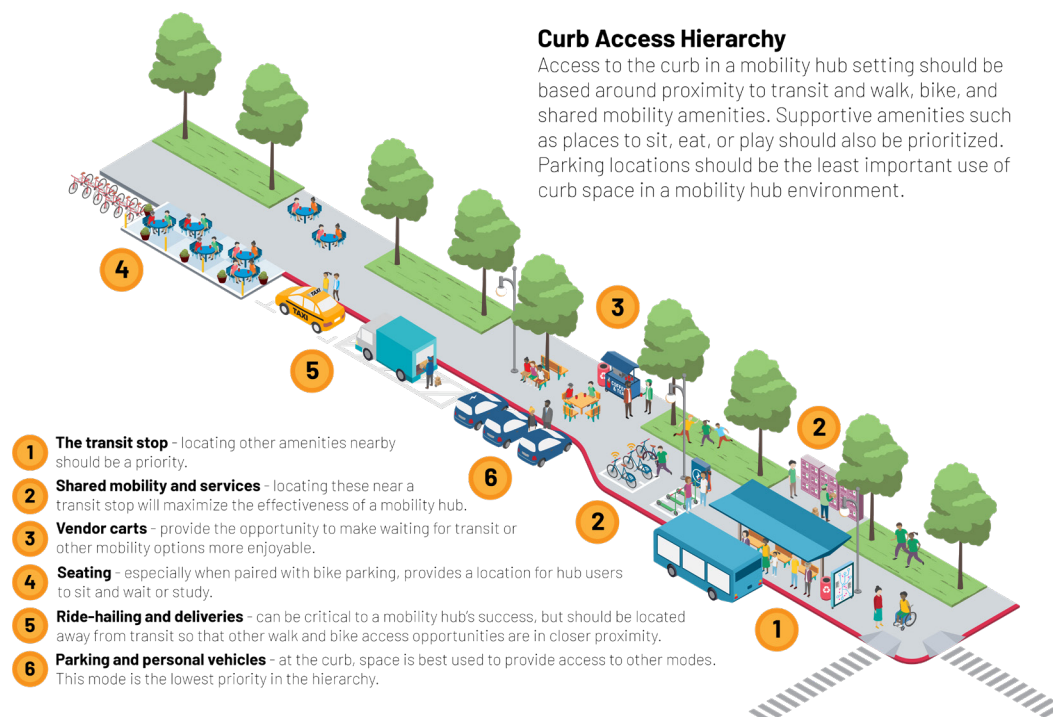


	Amenity Versatility			Shared Mobility Integration			Transit Connectivity			Design Quality			BCA		
Urban Core	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Suburban Commuter	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
First/Last Mile Hub	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Gateway Hub	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Park-Once	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High
Residential Hub	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High	Low	Medium	High

For more information: [Scenario Development and Evaluation Report](#)

Implementation and The Kit of Parts

The kit of parts represents the suite of amenities that can be offered at mobility hubs throughout the region. In the catalog, the kit of parts includes cost and physical space estimates of each amenity, as well as the viability and relevance of each amenity at each mobility hub type laid out in the mobility hub typology framework. As different amenities will provide different value to campus affiliates across mobility hub types, this section of the catalog is key towards designing and implementing campus mobility hubs.



For more information: [Implementation Strategies Report](#)

Funding Strategies

A plethora of funding sources exist at the federal, state, and regional levels that can help make a campus mobility hub network a reality. The funding section of the regional catalog details three incremental building blocks to fund mobility hub projects: grants and revenue generation, partnerships, and policy tools. It also provides an easy-to-use funding matrix that describes various funding sources, eligible mobility hub amenities, overall project eligibility, and viability. All funding strategies are supported by implementation and phasing considerations.



Test and Iterate Now: This approach involves implementing mobility hub elements through tactical means rather than by breaking ground or moving curbs. Through demonstrations and piloting, you can install quickly and receive rapid feedback on what works and what needs adjustments. Ultimately, a demonstration approach can lead to efficiencies in design by gaining an early understanding of what makes your mobility hub successful within the local context.



Integrate Building Blocks and Opportunities: This approach requires more involvement and multi-partner coordination than the previous two. Not all mobility hub elements would come online at the same time. Rather, each mobility hub would be considered separately and implemented incrementally. Pursuing this approach would require a larger general funding strategy for each element in the proposed mobility hub, as well as a prioritization plan for when new funding becomes available.



Bank and Stage: Your campus or properties adjacent to your campus may have empty or otherwise underutilized lots or parcels. Consider using these spaces to temporarily stage mobility hub elements while the space is not being used. If the mobility hub is enough of a success, an agreement can be made between your campus and the future developer to build a permanent



Build at Once: Unlike the previous approach, this strategy envisions a fully built-out mobility hub that is implemented all at once. A mobility hub that is planned from the outset can ease implementation by aligning timelines for multiple different elements into one overall project. Your mobility hub will need to be planned and entirely funded through grants or CIP funding, or otherwise integrated into an infrastructure project or development.

For more information: [Funding Strategies Report](#)

Engagement Efforts

Public Input

Public engagement for this effort involved an online survey held between April and October 2022 that garnered 1,271 responses from local campuses, three days of pop-up events at the University of North Texas in Denton (UNT), the University of Texas at Arlington (UTA), and Dallas College Cedar Valley, and dozens of one-on-one interviews and focus groups with local stakeholders and decision makers. Public input helped inform mobility hub amenity, access, and siting guidance.

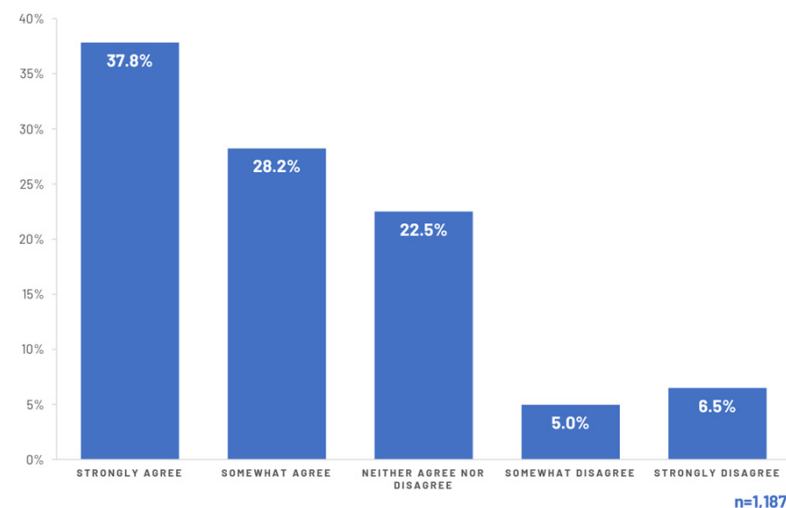
For more information: [Campus Mobility Survey Analysis Report](#) and [October Engagement Summary Memo](#)

Project Advisory Committee (PAC) Meetings

The Project Team held five meetings with a Project Advisory Committee made up of university and community mobility leaders representing the NCTCOG region. The initial PAC meeting – the Directional Workshop – helped define the vision and objectives for campus mobility hubs that guided the entire project.

For more information: [Directional Workshop Summary Memo](#)

I WOULD LIKE TO MAKE FEWER TRIPS TO CAMPUS IN MY CAR



Almost 60% of respondents strongly or somewhat agree that they would like to drive to campus less, meaning an eager and engaged community is ready to adapt to alternative modes of transportation.



UNT Report

In addition to the mobility hub catalog, a companion document specific to UNT Denton was developed that provides additional mobility hub guidance for the college campus. This report outlines siting, amenity recommendations, and implementation for a mobility hub network at UNT Denton and the surrounding area.

		1 - North Ave C		2 - Lot 49		3 - Lot 47		4 - Lot 31		5 - Union Circle		6 - Apogee Center		7 - Santa Fe Square		8 - Lot 12		9 - 134 W Prairie		10 - Downtown TC		11 - Denton Square		12 - W Oak Street		13 - Rayzor Ranch		14 - Discovery Park		
HUB TYPE		RES	PO	RES	RES	PO	RES	PO	PO	FLM	SC	FLM	FLM	FLM	FLM	GW														
ACCESS & MOBILITY	TRANSIT SHELTER & WAITING AREA	●	●			●	●	●		●	●	●		●	●	●		●	●	●	●	●								
	SIDEWALKS/SAFE INTERSECTIONS				●	●				●			●							●	●	●								
	BIKE PARKING		●	●	●	●	●	●	●	●			●	●	●	●				●	●	●	●	●	●	●	●	●	●	
	BIKE STATIONS/END OF TRIP FACILITIES	●		●	●		●																					●		
	LONG-TERM BIKE STORAGE		●		●	●	●	●	●	●		●								●										
	BIKESHARE STATION	●							●	●	●	●	●	●	●	●				●										
	BIKE NETWORK CONNECTIVITY	●		●				●			●		●	●							●	●	●							
	DEDICATED CAR-SHARE PARKING		●					●																						
	MICROMOBILITY STATIONS/ZONES			●	●		●	●	●	●											●								●	
	LOADING ZONES	●		●	●		●					●									●									
	EV CHARGING STATIONS	●		●	●		●								●						●	●	●							
	PACKAGE LOCKERS	●		●	●		●								●						●								●	
PUBLIC REALM	GREEN SPACE		●																											
	PEDESTRIAN-SCALE LIGHTING	●		●									●	●	●						●	●	●	●	●	●	●	●	●	
	STREET FURNITURE	●		●	●		●						●								●	●	●	●	●	●	●	●	●	
	MOBILE VENDING/RETAIL SPACE	●		●	●		●																					●		
	COMMUNITY DESIGN ELEMENTS						●													●	●									
CUSTOMER EXPERIENCE	DIGITAL MOBILITY PAYMENT					●														●						●	●			
	PLACE PROGRAMMING	●				●	●	●													●	●				●	●			
	PUBLIC BATHROOMS		●			●								●	●						●					●	●			
	DIGITAL SCREENS FOR BOOKING	●	●	●	●	●	●	●	●																			●		
	PUBLIC WIFI	●	●	●	●	●	●	●	●												●	●						●		
	PUBLIC CHARGING OUTLETS	●		●	●		●								●						●	●	●				●			
INFORMATION	WAYFINDING				●									●							●	●	●							
	REAL-TIME TRAVEL INFORMATION		●			●															●							●		
	HUB AREA MAPS	●				●	●														●	●				●	●			
COST	\$\$\$	\$\$	\$\$	\$\$\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$\$	\$\$	\$\$\$	\$\$	\$\$	\$\$\$	\$\$	\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	\$\$\$	

● Existing Amenity ● Recommended Amenity



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