

GoHubs!

The City of Boston's Mobility Hubs Program

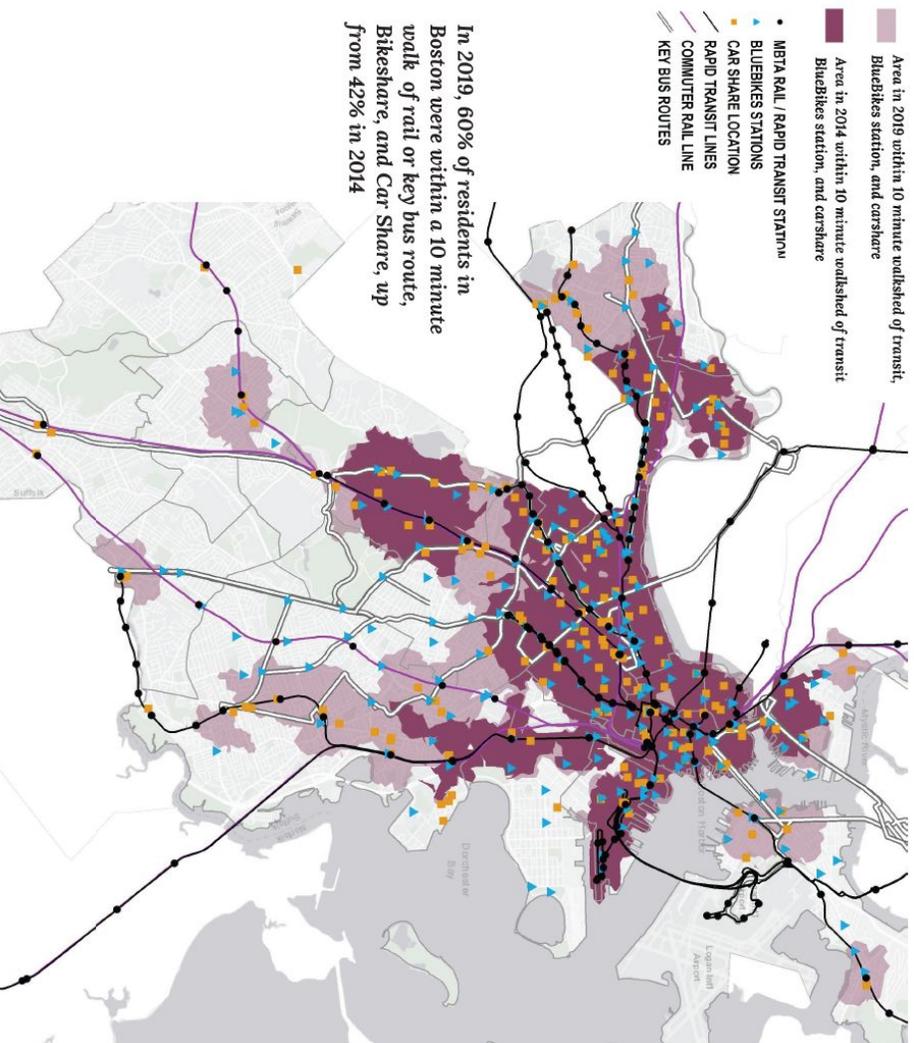
Matt Warfield

New Mobility Planner

Boston Transportation Department



Go Boston 2030 - Expanding Access & Reducing Car Use



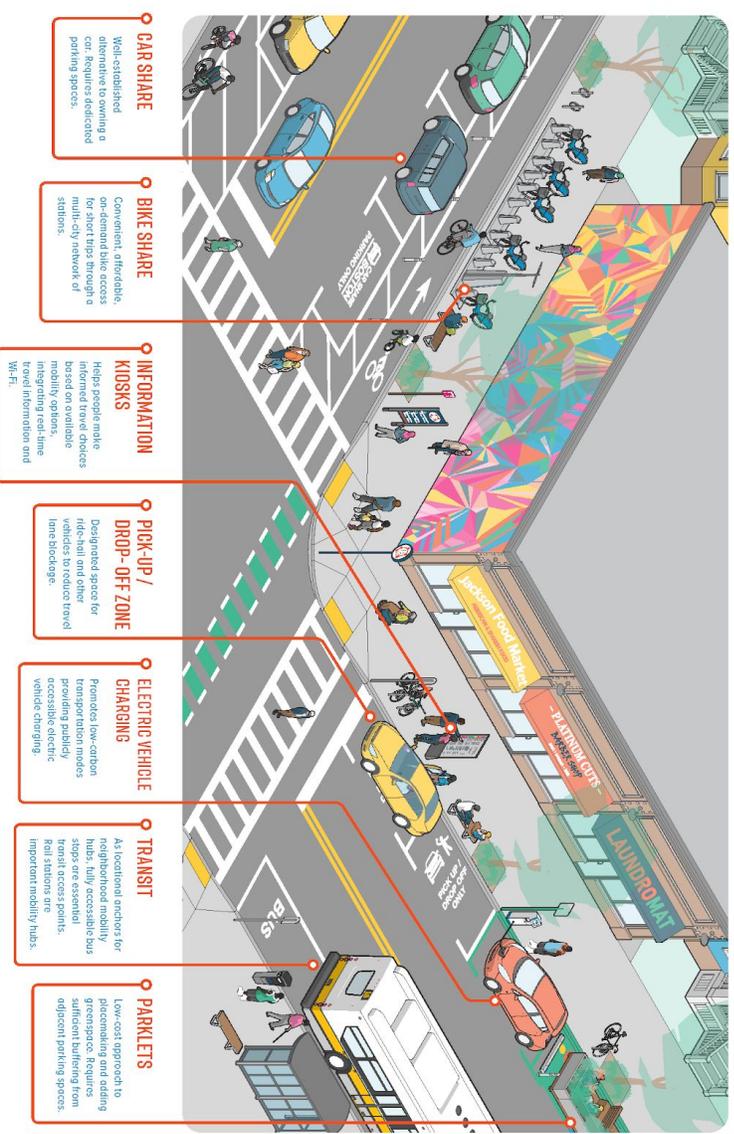
Every household will be within a 10 minute walk of frequent transit, bikeshare, and car share

**Ever household will be within a 10 minute walk of an EV charging station or EV car share*

GoHubs! - Boston's Mobility Hub Pilot Program

What Makes a GoHub?

- Combine transportation options, information, and placemaking
- Easily identifiable places with signage and branding
- Anchored by bus stops, subway stations, and bikeshare



GoHubs! - Improve Access, Enhance Place, Provide Information



Improve Access and Mobility

- Provide more transportation options in areas that have been underserved
- Improve first/last mile connections to public transportation
- Strengthen the links between multimodal transportation services
- Prioritize walking, biking, transit, and shared mobility services in the public way



Enhance Place

- Create welcoming spaces that improve the waiting and transfer experience
- Provide space for community events and neighborhood resources
- Make safe connections for pedestrians, bicyclists, and other vulnerable users
- Use branding to establish easily identifiable places



Provide Information

- Offer real-time arrival information to allow for more informed transportation choices
- Provide a platform for local news, events, and neighborhood activities
- Enhance awareness of transportation options for multimodal trip taking
- Identify safe connections to neighborhood destinations

GoHubs! Create a network of transportation options, connecting neighborhoods together. They improve access and mobility, enhance place, and provide information.

GoHubs! - Gateways, Squares, & Points



GATEWAYS

Gateways are well-known, places within the City where commercial, cultural, and civic activity is concentrated around multiple transportation options

EXAMPLE

Maverick Station
page 22

- Gateway GoHubs! are located around high-frequency transit stops or high ridership bus stops, where transfers can provide connections to surrounding neighborhoods and destinations across the region
- Gateways encourage users to explore further into a neighborhood, highlighting nearby GoHubs! within the network
- Gateways feature the most transportation modes and amenities, and provide the resources needed to complete a multimodal trip



SQUARES

Squares are recognizable places well known to a neighborhood. They are often gathering places and can play a role in forming a community's sense of identity

EXAMPLE

Day Square
page 26

- Square GoHubs! serve as the 'way station' within the GoHub! network. They offer space to sit, use the Internet, charge your device, and pass time with Friends and family
- Squares are typically placed at or near major bus routes
- The area around Squares often include traffic calming measures, and bike and pedestrian infrastructure improvements



POINTS

Points are located within a neighborhood and can be found around dense residential areas, important destinations, and community amenities

EXAMPLE

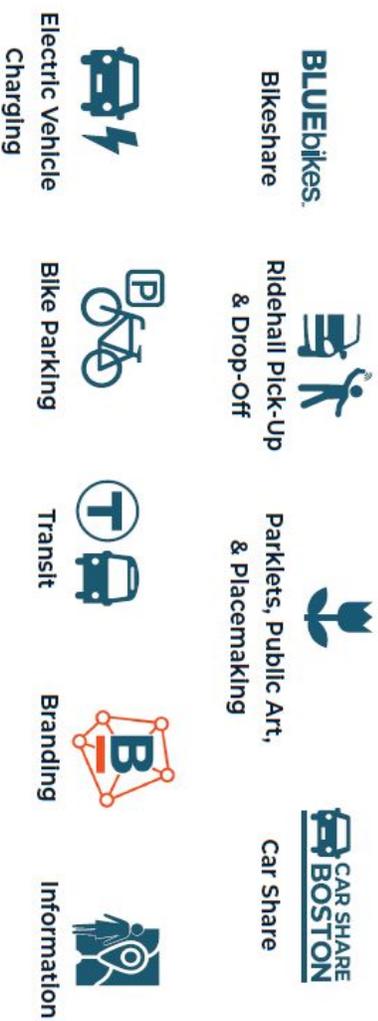
Eagle Hill
page 27

- Point GoHubs! fill in transportation gaps and play a key role in providing first and last-mile connections
- Points are often where a trip begins and ends, and they are located the furthest away from Gateways
- Points contain fewer amenities, oftentimes consisting of only one transportation mode, and can be anchored by bikeshare, car share, or bike parking

GoHubs! range in size from large to small depending on the location and services provided.

The largest scale locations feature the most amenities and are located near major transit destinations, while the smallest serve as links to less transit-served areas.

GoHubs! - Work as a 'Kit of Parts'



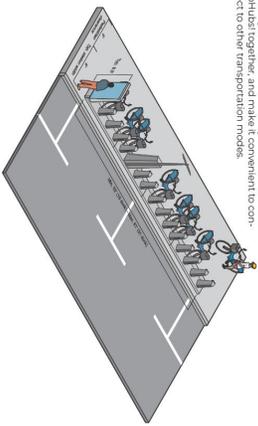
The different elements that make up GoHubs! work as a “Kit of Parts” that can be tailored to the unique requirements of each location.



GoHubs! - Kit of Parts Elements

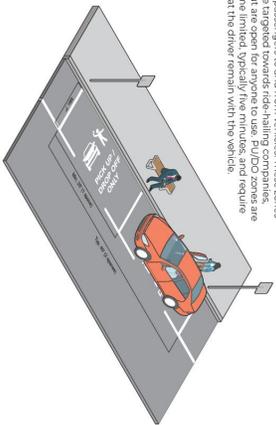
BIKE SHARE

BikeShare provides access to a bike without having to own one. This public transportation program, also known as bicycle sharing, involves bike-sharing stations across the region. BikeShare links GoHubs together, and make it convenient to connect to other transportation modes.



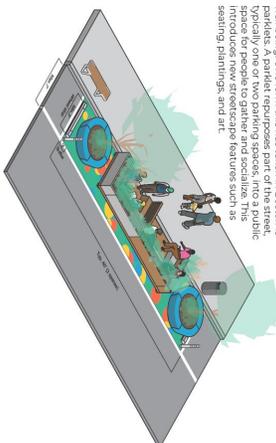
PICK-UP & DROP-OFF

Pick-up & Drop-Off (PUDO) zones are dedicated curbside spaces to help facilitate the movement of passengers to and from vehicles. These zones are typically 10-15 minutes long and are open for anyone to use. PUDO zones are time limited, typically five minutes, and require that the driver remain with the vehicle.



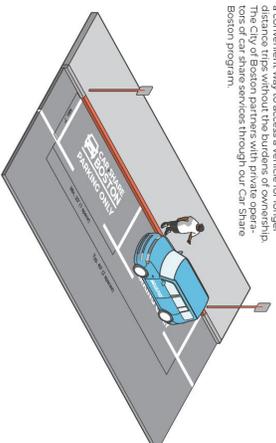
PARKLETS & PLACEMAKING

Placemaking is the reimagining of public space to contribute to people's health, happiness, and well-being. Placemaking can be done at the street level. A public transportation park of the street, typically one or two parking spaces, into a public space for people to gather and socialize. This includes things like benches, trees, seating, plantings, and art.



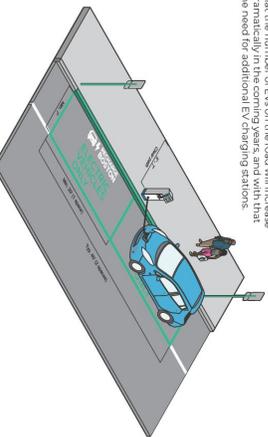
CAR SHARE

Car Share services provide access to vehicles that are shared among members. Car sharing is a convenient way to access a vehicle for longer periods of time. The City of Boston partners with private operators of car share services through our Car Share program.



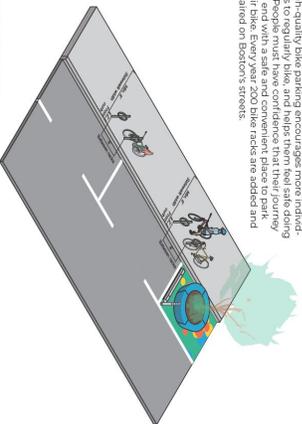
ELECTRIC VEHICLE CHARGING

Electric vehicles (EVs) are powered completely or partially by electricity. EV charging stations provide electricity to fuel EVs. It is expected that the number of EVs on the road will increase dramatically in the coming years, and with that the need for additional EV charging solutions.



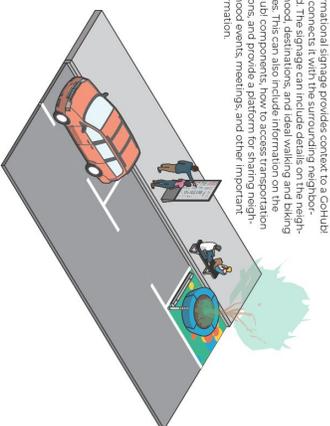
BIKE PARKING

High-quality bike parking encourages more riders to regularly bike, and helps them feel safe doing so. High-quality bike parking is a safe place to park their bike. Every year 200 bike racks are added and repaired on Boston's streets.



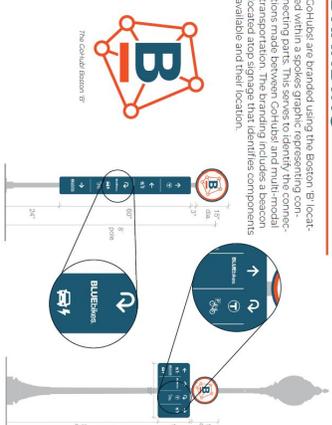
INFORMATION

Informational signage provides context to a GoHub! and connects it with the surrounding neighborhood. The signage can include details on the neighborhood, a public transportation park of the street, and provides information on the GoHub! components, how to access transportation options, and provides a platform for sharing height, weight, and other important information.



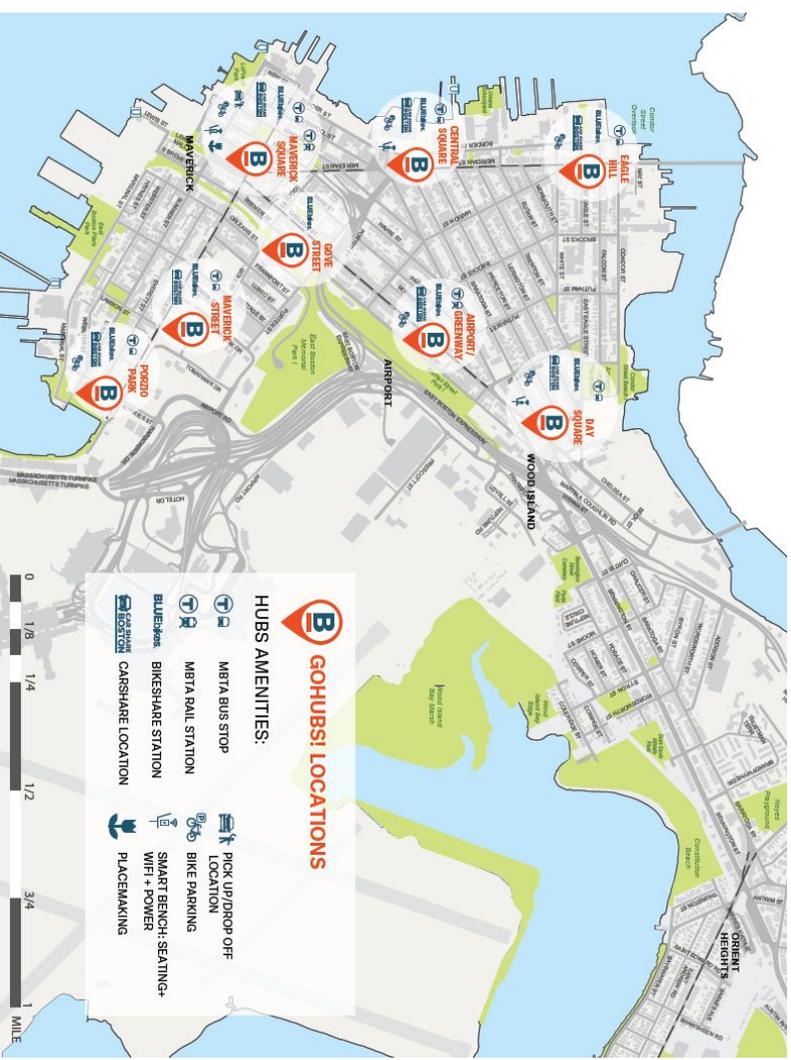
BRANDING

GoHub! are branded using the Boston 'B' logo. The signage can include details on the neighborhood, a public transportation park of the street, and provides information on the GoHub! components, how to access transportation options, and provides a platform for sharing height, weight, and other important information.



GoHubs! - East Boston Pilot Program

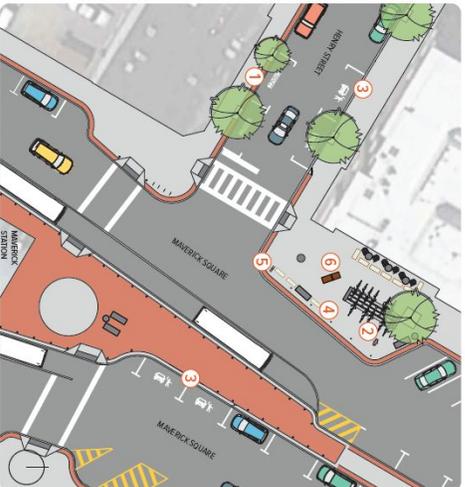
- Launched in summer of 2021, will be evaluated at the end of summer 2022
- Eight Pilot Locations
 - Two Gateways
 - Two Squares
 - Four Points
- Added:
 - 3 bikeshare stations
 - 33 bikeshare bikes
 - 14 bike racks
 - 14 car share spaces
 - 4 smart benches
 - 2 PU/DO zones
 - Safety, greening, and placemaking



GoHubs! - Maverick Station



MAVERICK STATION



- 1 CAR SHARE**
Well-established alternative to owning a car. Requires dedicated parking spaces.
- 2 BIKE SHARE**
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.
- 3 PICK UP / DROP-OFF ZONE**
Designated space for ride-hail and other vehicles to reduce travel lane blockage.
- 4 PLACEMAKING**
Low-cost improvements to existing plaza space around the bike share, such as new planters, and a solar smart bench.
- 5 HUB BEACON SIGN**
Prominent, distinctive signage to point users to hub mobility options available at this location.
- 6 WIFI, POWER + INFORMATION**
The solar bench provides wifi charging outlets, information on the GoHubs! project, and space for local event announcements.

This Gateway GoHub! enhances an already vibrant commercial and transit rich area. The GoHub! added car share, PU/DO, a smart bench, and placemaking



GoHubs! - Maverick Square

Branding & Wayfinding

Transportation - car share

Transportation - Ride Hail PU/DO

Placemaking - ground mural

Placemaking & Information - smart bench, WiFi, information kiosk

Transportation - bikeshare

Greening - self watering planters



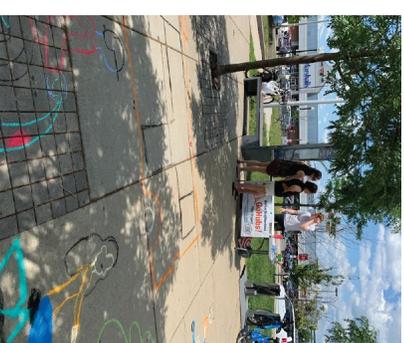
GoHubs! - Central Square

CENTRAL SQUARE



- ① **CAR SHARE**
Well-established alternative to owning a car. Requires dedicated parking spaces.
- ② **BIKE SHARE**
Maintain existing bike share for convenient, affordable, on-demand bike access for short trips through
- ③ **HUB BEACON SIGN**
Prominent, distinctive signage to point users to hub mobility options available at this location.
- ④ **WiFi, POWER + INFORMATION**
The solar bench provides with changing outlets, information on the GoHub! project, and space for local event announcements
- ⑤ **MBTA BUS CONNECTIONS**
Bus stops on Meridian at north and south ends of Central Square for routes 114, 116, 117, 120, 121

This Square GoHub! is within a neighborhood destination that hosts a Farmer's Market and community events. The GoHub! added car share, a smart bench, and EV charging (coming soon)

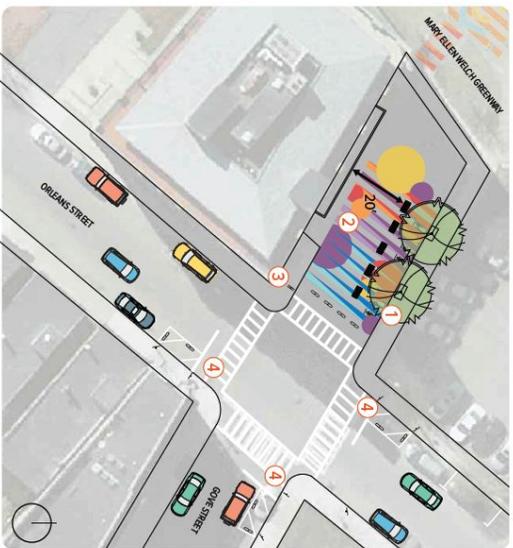


GoHubs! - Gove Street



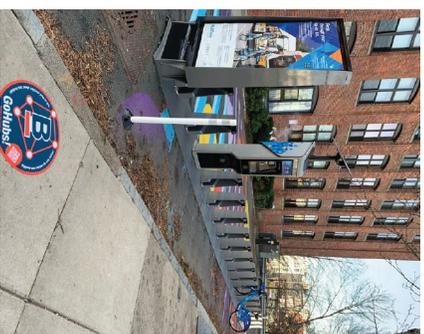
POINT

GOVE STREET @ THE GREENWAY

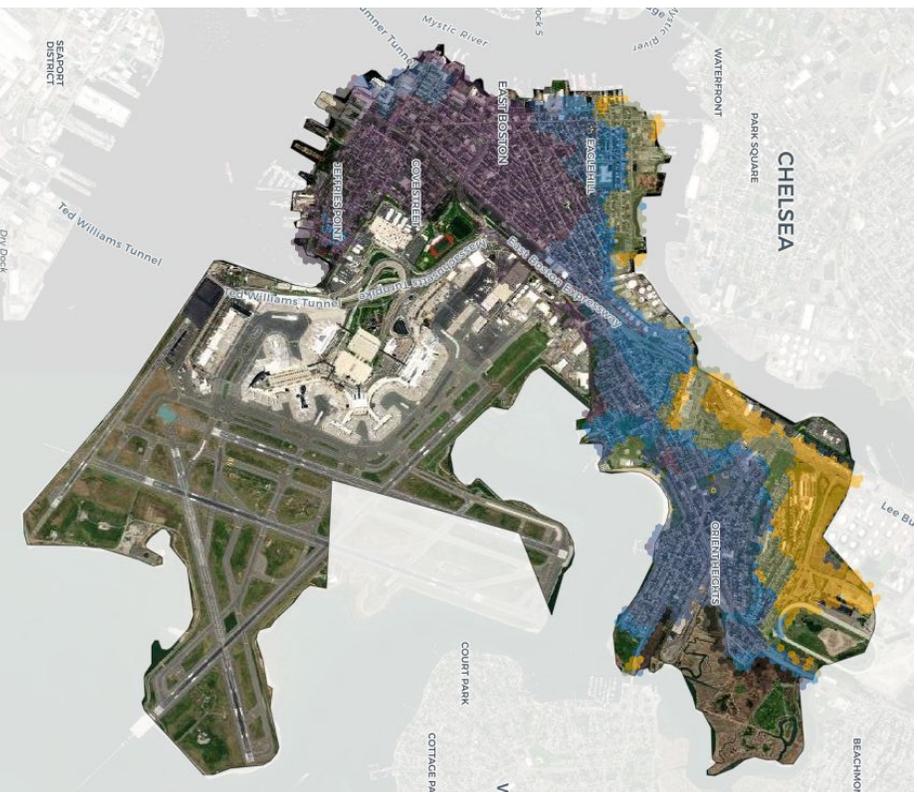


- 1 BIKE SHARE**
Add new bike share for convenient, affordable, on-demand bike access for short trips through a multi-city network of stations.
- 2 PLACEMAKING**
Community members and Friends of the Mary Elen Welch Greenway to activate the newly created plaza. BID to provide fletpost bollards to block vehicles and reclinair planters to screen bike share.
- 3 HUB BEACON SIGN**
Prominent, distinctive signage to point users to hub mobility options available at this location.
- 4 TRAFFIC SAFETY IMPROVEMENTS**
New stop signs on Gove Street, along with daylighting, make the intersection safer for all modes.

This Point GoHub! transformed a dead end street into a pedestrian plaza. The GoHub! added bikeshare, EV charging (coming soon), and a safer pedestrian crossing with daylighting and stop signs.



GoHubs! - Site Selection Transportation Access & Equity



Transportation Access

Most Access Least Access

Transportation Settings

Equity Considerations

Least Most

Equity Settings

Return to Default Settings

Transit

Key Bus Route Subway

Biking

Bike Routes **BLUeVes**

Car

Carshare EV Charging Stations

Community Locations

K-12 Schools Libraries Community Centers Parks Environmental Justice Community

Transit

Walk Score 83

Jobs Accessible by Transit 225,604

Within 10 Minute Walk of Key Bus Routes Yes

Within 10 Minute Walk of Subway Station Yes

Within 10 Minute Walk of Commuter Rail / Ferry No

Within 10 Minute Walk of Bikeshare Yes

Within 10 Minute Walk of Carshare Yes

Community Assets Score 87.0

Equity

Youth Percentage 25.4%

Elderly Percentage 5.1%

Minority Percentage 76.8%

Limited English Proficiency Percentage 43.8%

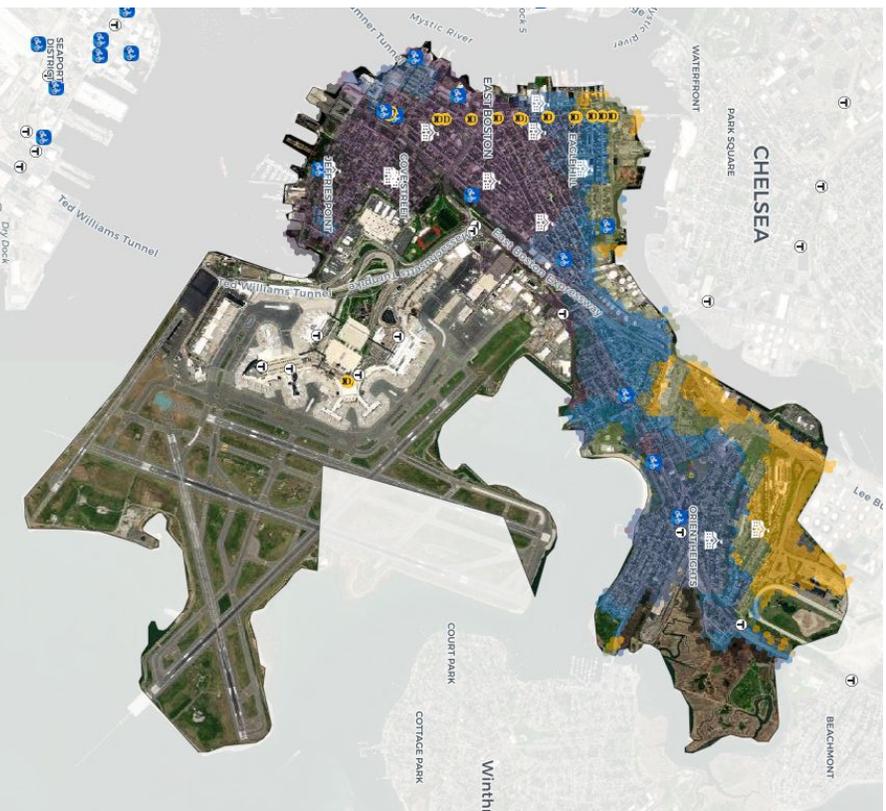
Per Capita Income \$24,705

Percentage Without Any College Education 68.6%

Percentage Without a Car 5.4%

Percentage of people with a disability 7.5%

GoHubs! - Site Selection Gaps in the Transportation Network



Transportation Access

Most Access Least Access

Transportation Settings

Equity Considerations

Least Most

Equity Settings

Return to Default Settings

Transit

Key Bus Route Subway

Biking

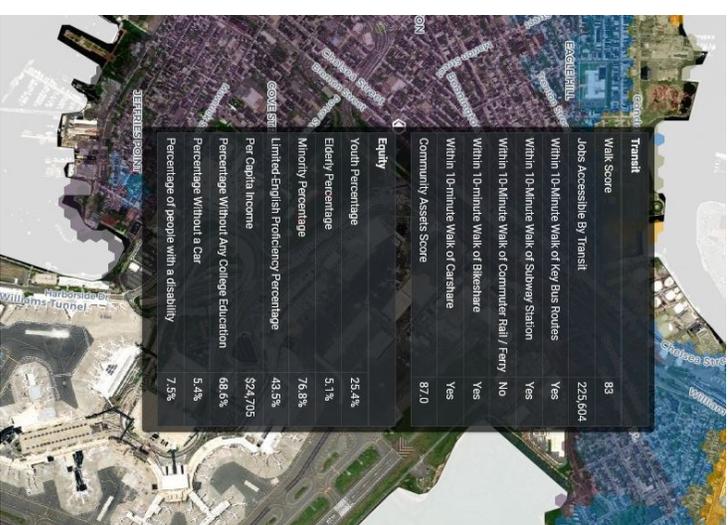
Bike Routes BLUEbikes

Car

Carshare EV Charging Stations

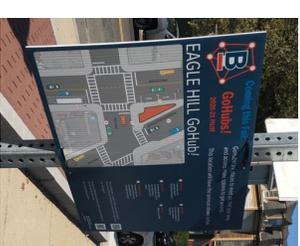
Community Locations

K-12 Schools Libraries Community Centers Parks Environmental Justice Community



GoHubs! - Community Engagement

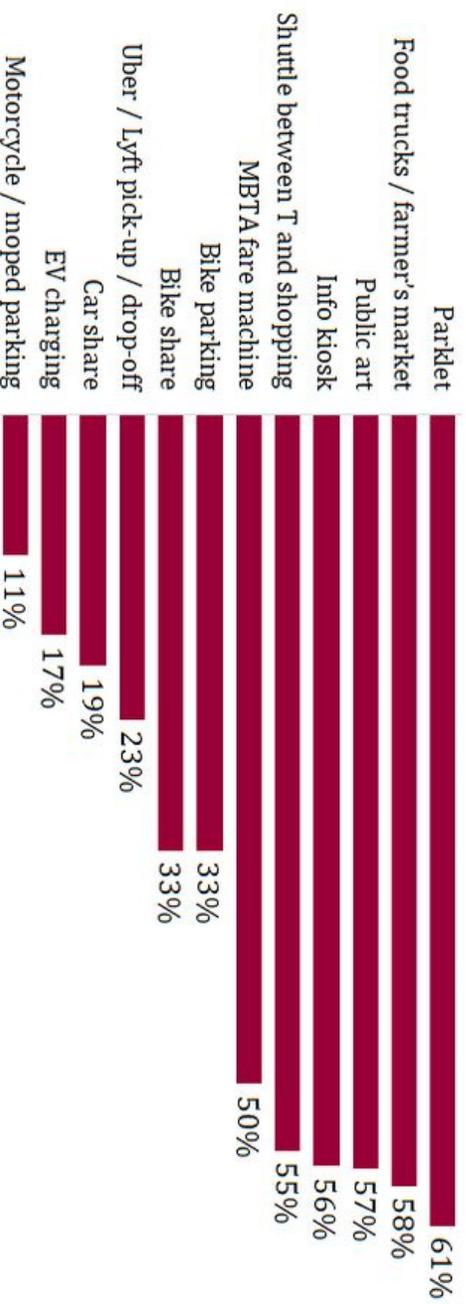
- **Stakeholder Workshop** – convened private transportation providers, public transportation agencies, City and State departments, and community stakeholders
- **Community Survey** – surveyed more than 400 East Boston residents on travel behavior, barriers to transportation access, and desired GoHub! Amenities
- **Partnerships** – worked with community groups, neighborhood associations, and City and State agencies
- **Public Outreach** – held in person events, distributed flyers, posted signage



GoHubs! - Evaluation Pre-Installation Community Survey

When asked what elements they would like to see at a mobility hub, elements that 'enhance a place' were more desired than transportation options. This includes parklets, activities, public art, and community information

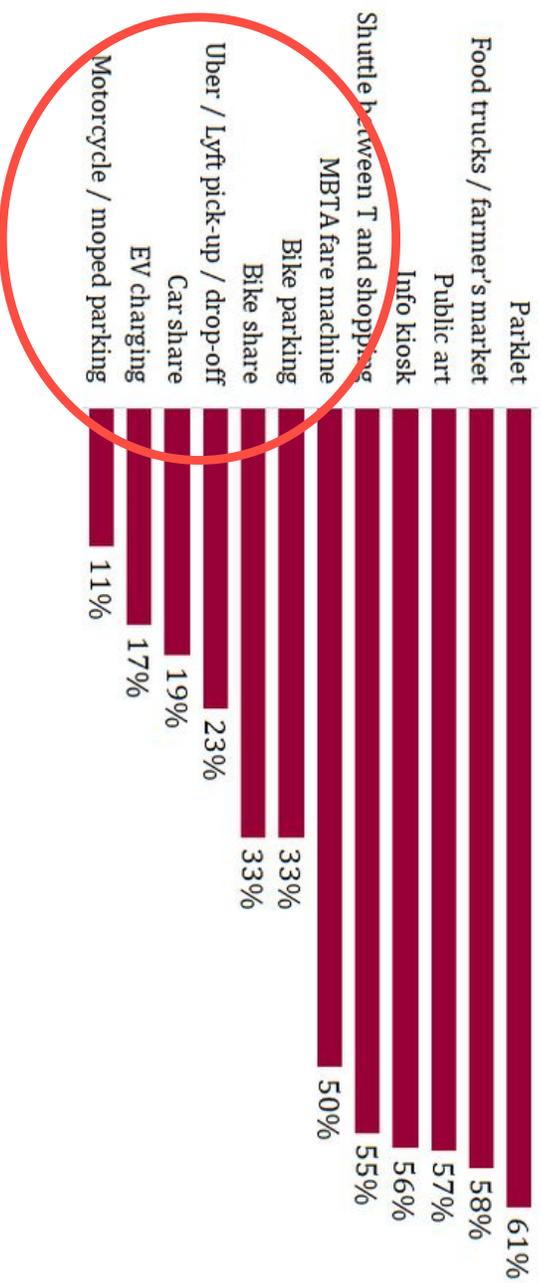
Placemaking, T links are most popular mobility hub features
% "very interested" in each feature



GoHubs! - Evaluation Pre-Installation Community Survey

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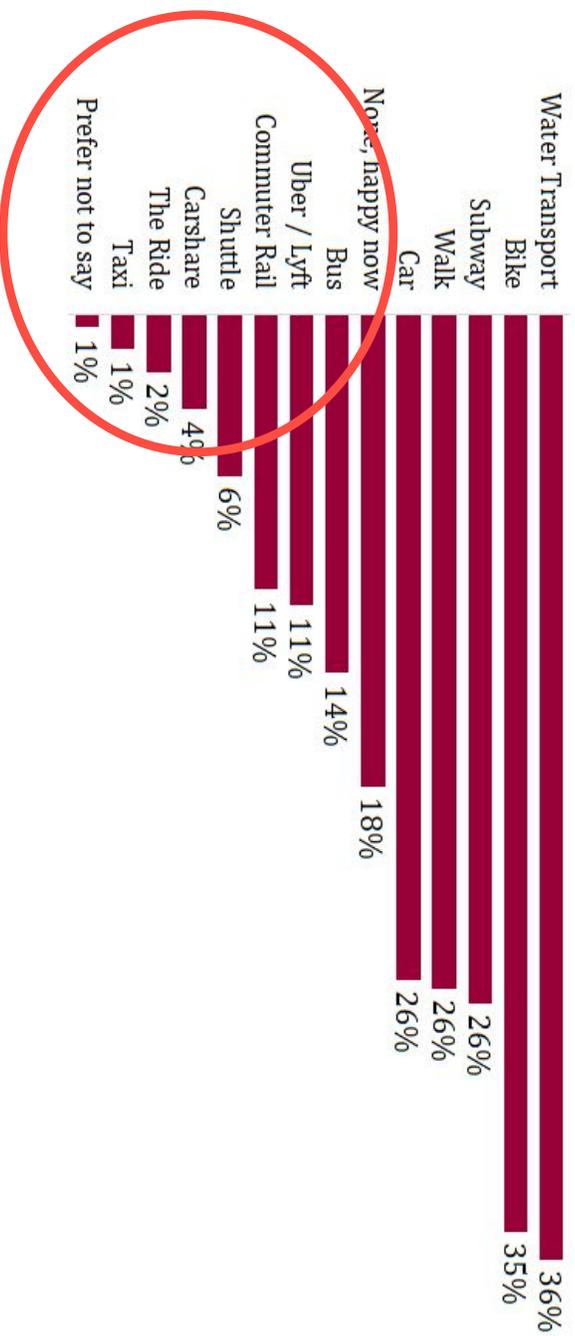
Placemaking, T links are most popular mobility hub features
% "very interested" in each feature



GoHubs! - Evaluation Pre-Installation Community Survey

When asked what transportation mode they would prefer to use if given the option, 'traditional' transportation modes were more desired than 'new mobility' modes

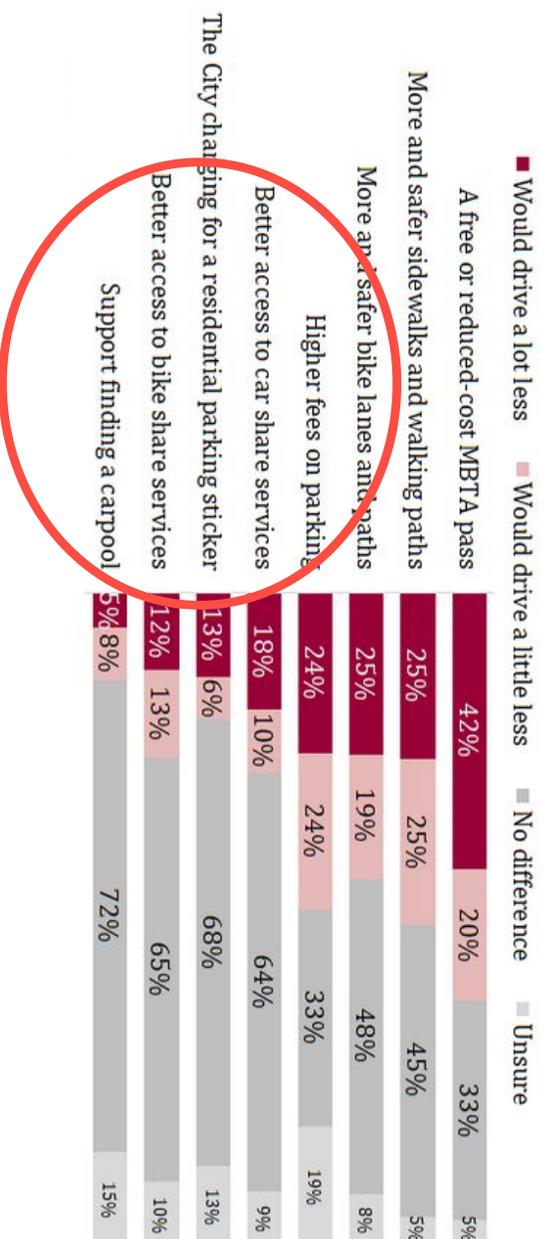
East Boston residents would prefer to bike, use water transport more
% who would prefer to use each mode more than currently



GoHubs! - Evaluation Pre-Installation Community Survey

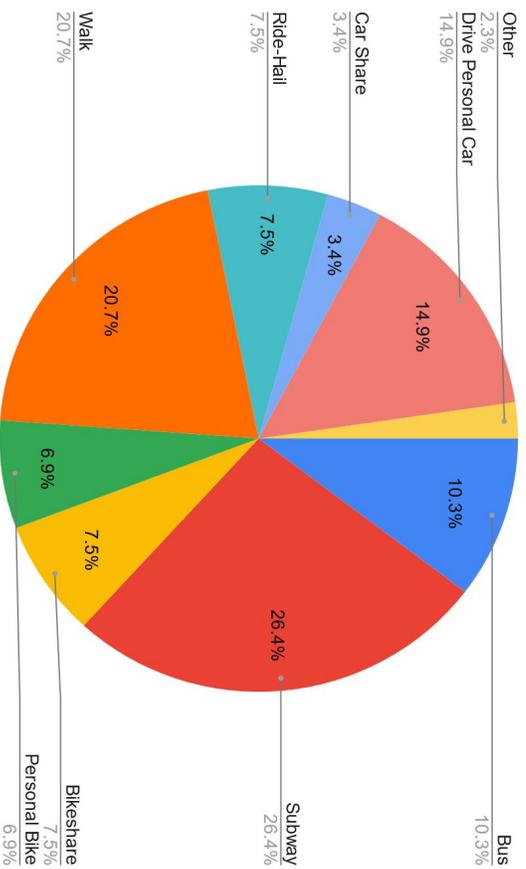
When asked what would reduce their driving a personal car, 'new mobility' transportation modes had the least impact

Parking fees, T discounts would make the biggest difference in car-owners' driving % of car owners saying they _____ if each policy were in place

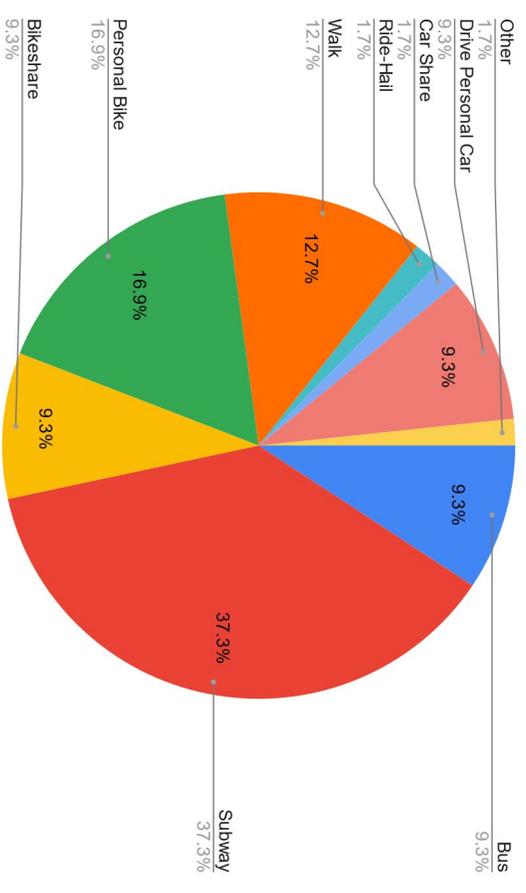


GoHubs! - Collecting Data During Pilot Program

How do you currently get around?

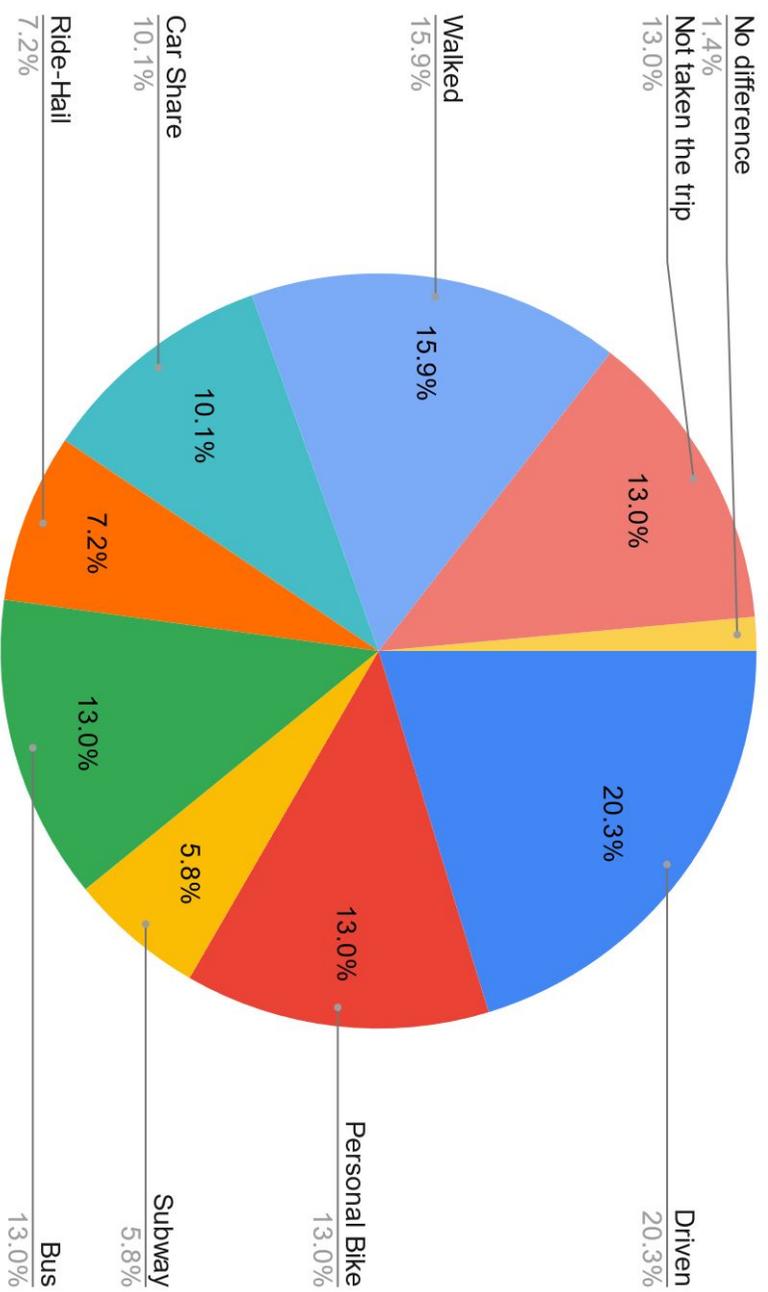


How would you prefer to get around?



GoHubs! - Collecting Data During Pilot Program

If it wasn't for this GoHub!, would you have made a different transportation choice?



GoHubs! - Next Steps

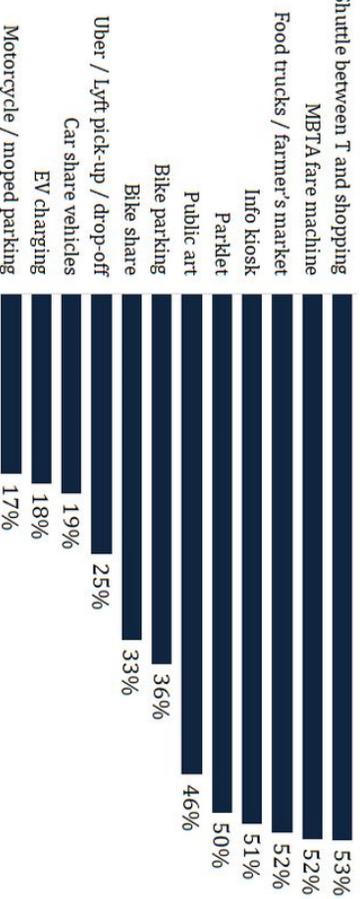
- Evaluate the program and the planning process, release a report in the Fall of 2022
- Identify additional elements that could become part of a GoHub!
- Where should the City focus resources
- Consider methods of expansion
 - Neighborhood based
 - Areas of opportunity
 - Tied to development



GoHubs! - Next Steps

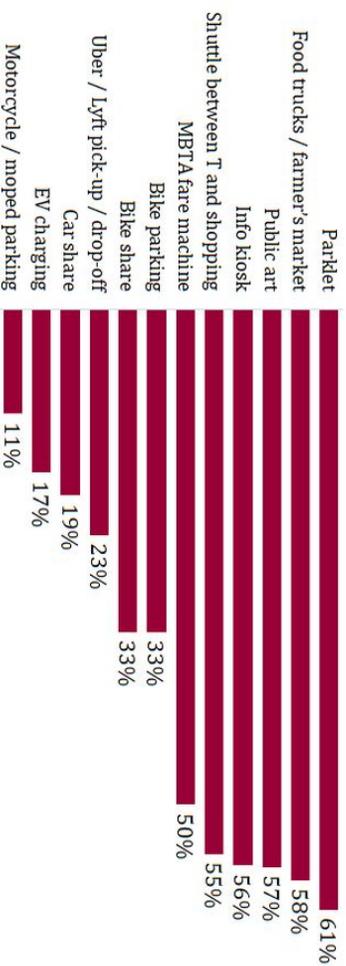
Placemaking, T links are most popular mobility hub features

% "very interested" in each feature



Placemaking, T links are most popular mobility hub features

% "very interested" in each feature



What a community desires at a GoHub! may change neighborhood to neighborhood, and even within different areas of a neighborhood.

When asked what elements they would like to see at a mobility hub, the Roxbury and East Boston neighborhoods provided different answers. Roxbury, on top, valued public transportation, while East Boston valued placemaking.