METROPOLITAN TRANSPORTATION COMMISSION
MOBILITY HUB PILOT GRANT PROGRAM
APPLICATION GUIDANCE
MAY 2021

The Metropolitan Transportation Commission (MTC) invites eligible Bay Area public agencies to submit project proposals to participate in the regional Mobility Hubs Pilot Program. The Pilot Program is intended to serve as a learning experience on the steps and actions that work best to advance and implement mobility hubs, as well as how to overcome implementation challenges. The pilot is focused on projects within the priority locations detailed in Attachment A.

The Project Information Form is **due by 4:00 p.m., Friday, June 25, 2021**. Please find the form here.

Program Overview

In recent years, new options have expanded ways to travel, with bike-, scooter-, car-, and ride-sharing made commonplace by private mobility providers. Local infrastructure has also evolved rapidly, as "Quick-Build,' separated lanes, green lanes and other innovations transform cities of all sizes.

Mobility Hubs present an opportunity to integrate these new services and infrastructure treatments to enhance connectivity across the region. Growth, affordability challenges, the climate crisis, and changing travel behaviors resulting from the COVID-19 pandemic show the need to prioritize low emission transportation options that support resiliency, choice, and embrace new transportation technologies.

Goals and Objectives

The Mobility Hub Program is one of the Climate Initiative Strategies from Plan Bay Area 2040 and is included in the upcoming Plan Bay Area 2050. The primary goal of the Program is to reduce greenhouse gas emissions (GHGs) through a reduction in vehicle miles traveled (VMT) by making it easier for trips to be made by transit, biking, walking, scooter, wheelchair or other mobility devices. The program also supports other regional and Plan Bay Area goals of increasing transit access and connectivity, focusing growth, increasing transit-oriented development and providing viable travel options to all Bay Area communities.

In addition, MTC seeks to achieve the three main objectives by investing in mobility hubs:

- **Connected Mobility**: Establish regionally consistent and community-oriented mobility hubs with contextually appropriate options, centered on convenient and affordable first- and last-mile access to frequent and high capacity transit.
- **Climate Action**: Reduce congestion and improve air quality by converting solo vehicle trips to sustainable modes such as transit, shared mobility, biking and walking.
- **Equitable Mobility**: Achieve equitable outcomes through needs-based mobility and anti-displacement measures.

Mobility Hub Definition

A mobility hub is intended to serve as a community anchor and offers a welcoming environment that enables travelers of all backgrounds and abilities to access multiple transportation options - including shared scooters, bicycles and cars, as well as transit - and supportive amenities in a cohesive space. Built on a backbone of frequent and high-capacity transit, mobility hubs are safe, comfortable, convenient, and universally accessible spaces to seamlessly transfer across different travel modes. See MTC's Mobility Hubs Implementation Playbook Introduction section for a more detailed description (complete Playbook available here).

A mobility hub should be a place that is useful, easy to understand, coherent, comfortable and pleasant. Customer-centric mobility hub design and operations should account for multiple perspectives and systems, not just on the 9am-5pm weekday commuter. Proposed Mobility Hub pilot projects should partner multiple transportation providers, as appropriate for the location. The best projects will involve partners in all phases of the project, so that design, implementation, customer service, operations, and maintenance follow the best practices described in the Mobility Hubs Implementation Playbook.

Pilot Program Purpose

The Pilot Program is intended to serve as a learning experience on the steps and actions that work best to advance and implement mobility hubs, as well as how to overcome implementation challenges. Pilot outcomes will help MTC scale the program to support additional hubs in the future, as well as determine whether additional technical assistance is needed. The goals of the Pilot are to understand how to:

- Create a unified space that is safe, welcoming, and inclusive for all users of all backgrounds and abilities, and provides easy connections between the travel options.
- Overcome mobility hub implementation challenges.
- Develop and maintain critical stakeholder partnerships to ensure successful hub operations, maintenance and connection to the local community.
- Implement hubs in a variety of typologies (refer to the Playbook's Play 1 for typology definitions).

Eligible Projects

Grant funds will be directed towards Category 1 projects (quick-build infrastructure and amenities) and Category 2 projects (permanent capital infrastructure). Funding distribution for each category will depend on the pool of candidate projects. Project sponsors can submit a letter for one hub in the Pilot Program funding cycle.
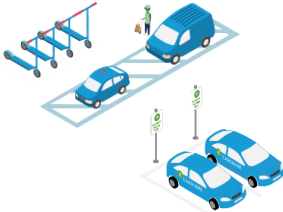
As mentioned, the Mobility Hubs Program is a Climate Initiative Strategy from Plan Bay Area 2040. Approximately $10 million is set aside for two Climate Initiative Strategies - Mobility Hubs/Carsharing[1] and Targeted Transportation Alternatives, a program focused on encouraging

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[1] In Plan Bay Area 2040, this strategy is listed as Carsharing. However, based on lessons learned from MTC's previous investment in carsharing, the next generation of carshare implementation will be included in the broader development of mobility hubs.

changes in travel from single-occupancy vehicles to active and shared modes such as transit, biking and walking. The next step for these two strategies is pilot demonstration. The final amount available for the Mobility Hub Pilot Program is subject to review and approval by the Commission.

MTC, with input from partner agencies, identified the top 25 sites for the pilot stage. The list of priority locations (map here) by typology are listed in Attachment A and the prioritization process is explained in the Mobility Hubs Siting Criteria, Screening Methodology, and Prioritization analysis. These sites are prioritized for Pilot Program funding.

Table 1. Funding Categories

Category 1: Quick-Build Infrastructure and Amenities	
This category would implement interim mobility hub improvements through quick builds with a clear pathway to permanence. 1. At least one feature from each of the four elements (project can incorporate elements if already existing at selected site – additional features are listed in the Playbook's Play 1), and 2. Design elements to create a sense of cohesiveness and placemaking (customers should be able to understand they have entered a mobility hub). Note: not all features are applicable for each hub type - guidance on relevant features as well as more information on each of the elements are provided in the Mobility Hubs Playbook's Play 1.	
Element	**Description**
Element 1: Access and Mobility	Features can include: loading zones for ride-hail, shuttles, micro/on-demand transit, and urban freight; micromobility (shared bicycles or scooters); dedicated carshare parking
Element 2: Public Realm	Features can include: benches; planters or other landscaping; open space; mobile vending/retail space
Element 3: Customer Experience	Features can include: planning/organizing for place programming;* bike fix-it station; safety improvements for people walking and biking, marketing of hub to community
Element 4: Information	Features can include: Hub area maps, amenity information, and bulletins; physical wayfinding that directs users to nearby mobility services or attractions (must be coordinated with the Regional Transit Mapping and Wayfinding Program)

Category 2: Permanent Capital Infrastructure

This category would implement permanent mobility hub improvements. Eligible projects must include:
1. At least one feature from each of the four elements (project can incorporate elements if already existing at selected site – additional features are listed in the Playbook's Play 1), and
2. Design elements to create a sense of cohesiveness and placemaking (customers should understand they have entered a mobility hub).

Note: not all features are applicable for each hub type - guidance on relevant features as well as more information on each of the elements are provided in the Mobility Hubs Playbook's Play 1.

Element	Description	
Element 1: Access and Mobility	Features can include (in addition to those listed in quick build category): secure bike parking; transit shelters and waiting areas; EV charging infrastructure for shared vehicles and micromobility	
Element 2: Public Realm	Features can include (in addition to those listed in quick build category): street furniture; green space or infrastructure; allocation of space for permanent and mobile vending/retail	
Element 3: Customer Experience	Features can include (in addition to those listed in quick build category): off-board payment for transit; place programming;* digital screens for booking and trip planning; safety improvements for people walking and biking, marketing of hub to community	
Element 4: Information	Features can include (in addition to those listed in quick build category): real-time travel information; hub area maps, amenity information, and bulletins; digital and physical wayfinding (must be coordinated with the Regional Transit Mapping and Wayfinding Program)	

* Place programming can be included though it is not eligible for CMAQ grant funding. Sponsors wishing to include place programming can do so with other funding sources or partnerships. However, marketing of the mobility hub is an allowable expense under CMAQ.

Minimum Requirements

As mentioned, the purpose of the Pilot Program is to learn from implementation to inform a larger regional grant program. Therefore, Pilot Program projects that are building on existing locations, have a preliminary conceptual plan or are ready to construct, either with permanent construction or quick builds with a clear pathway to permanence, will be given preference.

Projects that meet the minimum requirements listed in Table 2 below will be considered:

Table 2. Qualifications

Minimum Qualifications
1. **Prioritized Location**: Project must be in one of the prioritized locations listed in Attachment A.
2. **Contribution to broader transportation network and climate goals**: Project is an integral part of your agency's transportation, customer service or climate plans.
3. **Community Engagement**: Project should be the result or outcome of a community engagement process.
4. **Anchor Services**: Hub locations should be from the priority location list (Attachment A) and have proximate access (1/8 mile) to an anchor mobility service. Anchor mobility services include a transit stop served by multiple frequent (15-minute headways or peak-period commuter service) transit routes, car share, docked bike share, or another community mobility model. More information on the priority locations in Attachment A.

Desired Qualifications
• **Preliminary conceptual plan**: A plan illustrating and describing hub enhancements and features that directly address findings from the community engagement and follow the guidance provided in the Mobility Hubs Playbook's Play 1.
• **Existing infrastructure:** Project building on, or adding to, existing infrastructure to create a cohesive mobility hub treatment.

Evaluation

Project proposals will be evaluated on the following evaluation factors, with their relative importance indicated by percentages. Projects should:

- Have an anchor service. [10%]
- Show need for and benefit of the project, how it fits into your agency's transportation, customer service or climate plans, and how it progresses MTC's Mobility Hubs Program objectives. Projects with greatest potential to reduce VMT and emissions will be given additional consideration. [20%]
- Be the direct result or outcome of a community engagement process. Provide a communication strategy to notify and educate the surrounding community on the enhanced or new hub. [15%]
- Show a plan for creating a customer-centric mobility hub design that signal to the customer that they have entered into the hub space, and consideration of how hub fits into the community (hours of operation; welcoming safe space that goes beyond a transportation focus; etc.). Plan should incorporate placemaking elements from Table 1. [20%]
- Demonstrate partnership among jurisdictions, transit agencies, and counties, as appropriate. [10%]
- Show coordination on wayfinding and digital information with MTC's Regional Transit Mapping & Wayfinding Program. [10%]
- Deliver the project within timeframe. [15%]
- For Category 1: Quick-Build Infrastructure and Amenities: demonstrate a pathway to permanence.

Programming Policies and Requirements

Unless otherwise noted within these guidelines, OBAG 2 General Programming Policies (see MTC Resolution No. 4202, Attachment A, pages 6-11), and Regional Project Funding Delivery Policy (MTC Resolution No. 3606) apply.

- Project sponsors: Eligible sponsors are those approved by Caltrans to receive FHWA federal-aid funds (including cities, counties, transit agencies, CTAs). Sponsors must also have a demonstrated ability to meet timely use of funds deadlines and requirements.
- Grant Size: minimum $200,000; maximum $500,000.
- Local Match: Each prospective applicant must provide a 11.49% match as per CMAQ requirements.
- Project Phases: Projects in the construction phase will be given preference; however, Preliminary Engineering (PE) and Right Of Way (ROW) phases are also eligible as long as construction (CON) phase of the project is obligated by January 31, 2023. Project sponsors will be responsible for securing an E-76.
- Project Delivery and Monitoring: The construction phase of the project will need to be obligated by January 31, 2023. Project sponsors must have a record of consistently meeting state and federal timely use of funds deadlines and requirements, or demonstrate/identify revised/new internal processes to ensure they will meet funding deadlines and requirements moving forward at the time of project nomination.

Schedule

MTC issues Call for Pilot Projects	Monday, May 17, 2021
Pre-Application Workshop https://bayareametro.zoom.us/j/83350924327?pwd=Q3FKY3pwV2VNSVlKRUxDbU9sczkrdz09&from=addon Meeting ID: 833 5092 4327 Passcode: 068703 One tap mobile +16699006833,,83350924327# US (San Jose) +14086380968,,83350924327# US (San Jose)	Thursday, May 27, 2021 11:00 AM-12:00 PM
Deadline for Letters of Interest to MTC	Friday, June 25, 2021 4:00 PM
Review Process and Follow Up with Project Sponsors	Monday, June 28 – Friday, July 30, 2021
Recommended Program of Projects *(tentative)*	Monday, September 6, 2021
Commission Approval *(tentative)*	September, 2021
Project Delivery	Construction phase of the project must be obligated by January 31, 2023

Contact Information

Please contact Krute Singa, Project Manager, with any questions, at ksinga@bayareametro.gov.

Attachment A. Priority Locations

Priority Locations

Note on the locations listed in the tables: The hub descriptions in each of the tables represent the suitability of the closest surrounding area to become a mobility hub. This is because the location analysis overlaid a grid (squares) over the Bay Area to divide the region into small, equally sized tiles to enable consistent processing of different data. Each tile represents a 1/4-mile square; however, in Oakland, San Francisco, and San Jose, the tiles are 520 by 520 feet. The hub priority location could be located anywhere in a square tile which is why some points may be oddly described in the tables below. **When considering a hub location for the pilot program, associate the hub listed in the tables below with the nearest actual bus stop or transit station, and provide the specific location in the Project Information Form**.

Description of the prioritization process is provided in the Mobility Hubs Siting Criteria, Screening Methodology, and Prioritization analysis. A map of the prioritized locations can be found here).

Table A1. Pilot Program Prioritized Regional Downtown Hub Clusters

Rank	Hub Description	City
2	BART/Muni - Civic Center	San Francisco
3	Caltrain - 4th & King	San Francisco
4	BART/AC Transit - 12th St Oakland City Center	Oakland
5	BART/Muni - Montgomery	San Francisco
6	BART/AC Transit - Downtown Berkeley	Berkeley
7	BART/Muni - Powell Station/Downtown	San Francisco
8	Muni - Bush St & Montgomery St	San Francisco
9	BART/Muni - Embarcadero	San Francisco
10	Muni - Mason St & Filbert St	San Francisco
11	VTA - San Antonio Station	San Jose
12	BART/Muni - 16Th St Mission	San Francisco
13	Muni - Market St & 6Th St	San Francisco
14	BART/AC Transit - Fruitvale	Oakland
15	Muni - Powell St & Geary Blvd	San Francisco
16	Muni - Market St & Gough St	San Francisco
17	Multi-agency - SF Ferry Building	San Francisco
18	BART/AC Transit - 19Th St	Oakland
19	BART/AC Transit - Macarthur	Oakland
20	BART/AC Transit - Lake Merritt	Oakland
21	Muni - California St & Leavenworth St	San Francisco
22	Muni - California St & Van Ness Ave	San Francisco
23	VTA - St James	San Jose
24	Muni - Duboce Ave & Church St	San Francisco
25	BART West Oakland	Oakland

Note: Hubs shaded are defined as Equity Hubs according to the criteria established in this methodology.

Table A2. Pilot Program Prioritized Urban District Hub Clusters

Rank	Hub Description	City
1	BART Pleasant Hill	Contra Costa Centre
2	Caltrain - Mountain View Station	Mountain View
4	Mason St & Pacific Ave	San Francisco
5	Hyde St & Broadway	San Francisco
7	Church St & 18Th St	San Francisco
8	ACE - San Jose Station	San Jose
9	Convention Center Station	San Jose
10	Judah St & 12Th Ave	San Francisco
11	Alum Rock Station	San Jose
13	Caltrain - Palo Alto Station	Palo Alto
14	Bascom Station	San Jose
15	Tamien Station	San Jose
16	Penitencia Creek Station	San Jose
17	Caltrain - Santa Clara Station	Santa Clara
18	Caltrain - Capitol Station	San Jose
19	Caltrain - San Mateo Station	San Mateo
20	Caltrain - Redwood City Station	Redwood City
21	Caltrain - Sunnyvale Station	Sunnyvale
22	Moffett Park Station	Sunnyvale
23	SMART - San Rafael	San Rafael
24	BART Fremont	Fremont
25	Bancroft Way & Ellsworth St	Berkeley

Note: Hubs shaded are defined as Equity Hubs according to the criteria established in this methodology.

San Francisco hubs in this category are limited to the top 6 hubs (approximately 25% of the available spots in the top 25) to ensure an equitable distribution of hubs across other cities in the Bay Area. The 25% limit is based on the share of San Francisco Hubs (218) in all clusters (866) identified in this analysis.

Table A3. Pilot Program Prioritized Emerging Urban District Hub Clusters

Rank	Hub Description	City
1	Caltrain - Millbrae Station	Millbrae
2	ACE - Great America Station	Santa Clara
3	BART San Leandro	San Leandro
4	BART Colma	Colma
5	BART El Cerrito Del Norte	El Cerrito
6	BART Dublin/Pleasanton	Dublin
7	Caltrain - Menlo Park Station	Menlo Park
8	BART Richmond	Richmond
9	Caltrain - San Antonio Station	Mountain View
10	Caltrain - Hillsdale Station	San Mateo
11	Caltrain - San Carlos Station	San Carlos
12	Caltrain - Hayward Park Station	San Mateo
13	Capitol Station	San Jose
14	Caltrain - S San Francisco Station	South San Francisco
15	Caltrain - Broadway Station	Burlingame
16	Ohlone-Chynoweth Station	San Jose
17	Whisman Station	Mountain View
18	Almaden Station	San Jose
19	Branham Station	San Jose
20	Caltrain - Lawrence Station	Sunnyvale
21	Blossom Hill Station	San Jose
22	Vallejo Ferry Terminal	Vallejo
23	Suisun-Fairfield	Suisun City
24	Fruitvale Av & Montana St	Oakland
25	Mission St & Westlake Ave	Daly City

Note: Hubs shaded are defined as Equity Hubs according to the criteria established in this methodology.

Table A4. Pilot Program Prioritized Suburban Hub Clusters

Rank	Hub Description	City
1	Winchester Station	Campbell
2	I-880 Station	Milpitas
3	Caltrain - San Martin Station	San Martin
4	Fitzgerald Dr & Lucky	Vallejo
5	Wolfe & Stevens Creek	Cupertino
6	Santa Rosa Transit Mall	Santa Rosa
7	Walnut Creek	Walnut Creek
8	Dublin/Pleasanton	Livermore
9	E Washington St & Ellis St	Petaluma
10	Pittsburg Center	Pittsburg
11	Hercules Transit Center	Hercules
12	West Dublin/Pleasanton	San Ramon
13	Richmond Pkwy Transit Center (Park & Ride)	Tara Hills
14	Danville (Park & Ride)	Danville
15	Hwy 101 & Lakeville Hwy	Petaluma
16	Antioch	Brentwood
17	Hilltop Dr & Park & Ride	Richmond
18	Antioch	Antioch
19	Vacaville	Vacaville
20	Redwood Dr / Commerce Blvd	Rohnert Park
21	Amtrak Fairfield	Fairfield
22	Rohnert Park Expy Bus Pad	Rohnert Park
23	Dublin/Pleasanton	Livermore
24	Hwy 12 & Thompson Ave	Sonoma
25	West Imola Avenue (Park & Ride)	Napa

Note: Hubs shaded are defined as Equity Hubs according to the criteria established in this methodology.

Table A5. Pilot Program Prioritized Pulse Hub Clusters

Rank	Hub Description	City
1	19Th Ave & Randolph St - San Francisco State University	San Francisco
2	TMA - Palo Alto	Stanford
3	TMA - Bishop Ranch	San Ramon
4	BART Oakland Int'L Airport	Oakland
5	Stadium - California Memorial Stadium Berkeley	Berkeley
6	University/College - San Jose State University	San Jose
7	TMA - Emeryville	Oakland
8	University/College - California College of the Arts	Oakland
9	University/College - San Francisco State University	San Francisco
10	University/College - San Jose City College	San Jose
11	University/College - University of California Berkeley	Berkeley
12	TMA - Alameda North Waterfront	NA
13	University/College - College of Alameda	Alameda
14	TMA - Alameda Point	Alameda
15	Job Center - Google Llc	Mountain View
16	TMA - Hacienda Pleasanton	Pleasanton
17	Job Center - Chevron Corp	San Ramon
18	TMA - North Bayshore/Mountain View	Mountain View
19	Job Center - Western Digital Corp	Fremont
20	University/College - Las Positas College	Livermore
21	University/College - Mills College Oakland	Oakland
22	Stadium - San Jose Municipal Stadium San Jose	San Jose
23	Stadium - CEFCU Stadium San Jose	San Jose
24	Stadium - Avaya Stadium San Jose	San Jose
25	San Jose International Airport	San Jose

Note: Hubs shaded are defined as Equity Hubs according to the criteria established in this methodology.

Table A6. Pilot Program Prioritized Opportunity Hub Clusters

Rank	Hub Description	City
1	San Rafael Transit Center Platform A	San Rafael
2	Manzanita Park & Ride Lot	Manzanita
3	Market St & 62nd St	Oakland
4	Market St & 16th St	Oakland
5	Acalanes Dr & Catron Dr	San Leandro
6	Winchester & Payne	San Jose
7	Pacific Av & 4th St	Alameda
8	Woodside Rd & Hess Rd	Redwood City
9	El Camino Real & Main St	Redwood City
10	Sacramento St & Fairview St	Berkeley
11	Harbour Way & Ohio Av	Richmond
12	El Camino Real & Northumberland Ave	Redwood City
13	El Camino Real & Charter St	Redwood City
14	San Pablo Av & I-80 Fwy	Richmond
15	San Pablo Av & Clinton Av	Richmond
16	Northumberland Ave & Marlborough Ave	North Fair Oaks
17	Richmond BART	Richmond
18	Winchester & Cadillac	San Jose
19	Middlefield Rd & Dumbarton Ave	North Fair Oaks
20	Concord	Concord
21	Mathilda & California	Sunnyvale
22	E 14th St & Blossom Way	San Leandro
23	El Camino Real & Oakwood Dr	North Fair Oaks
24	Sunnyvale & Central	Sunnyvale
25	Meekland Av & Grove Way	Cherryland