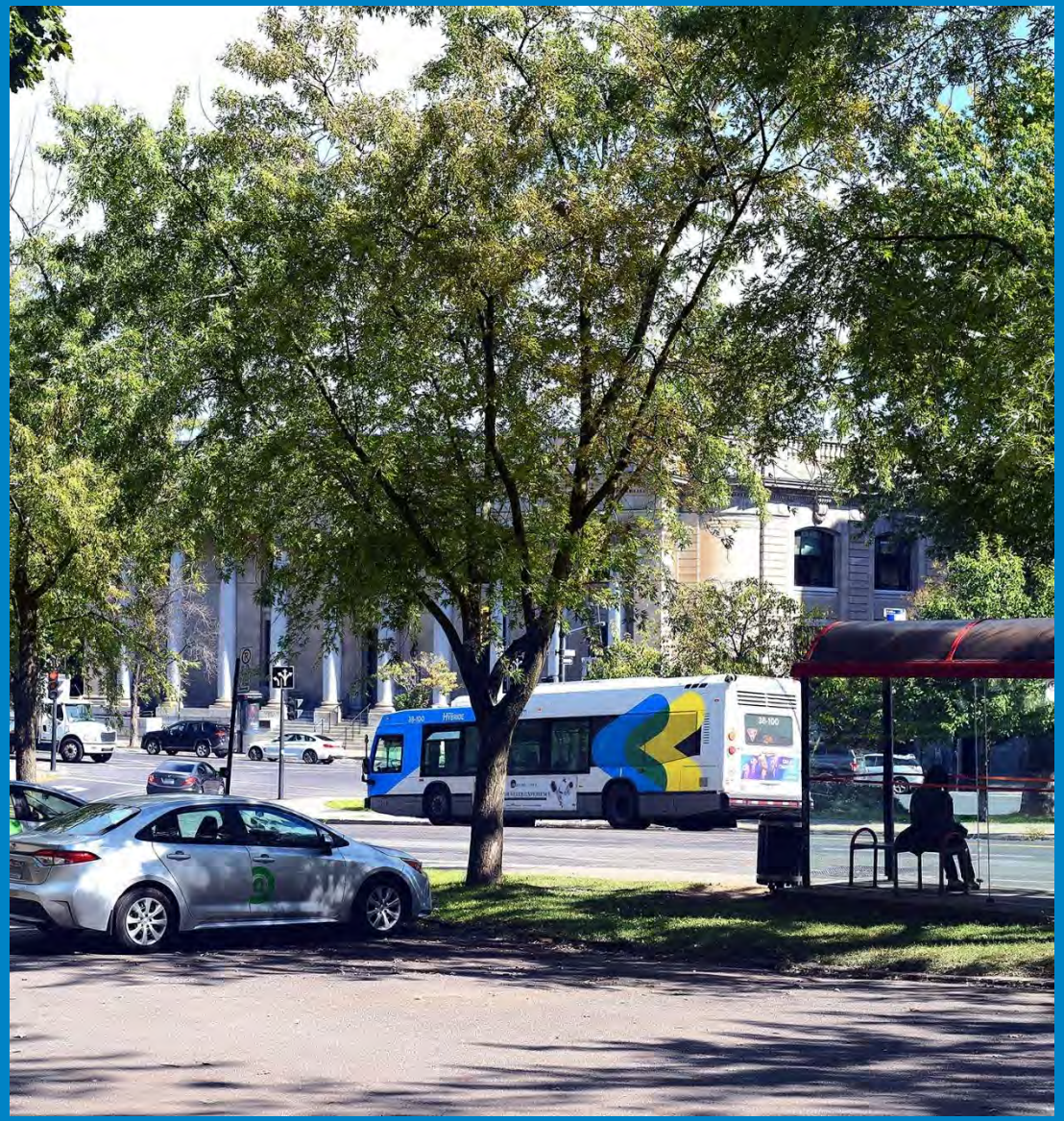

From Inception to Implementation

Montreal's Mobility Hubs Program

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Agence de mobilité durable de Montréal



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1. The Inception

[2021]

Montreal’s Initial Concept

The concept of the mobility hub was first mentioned in **Montreal's 2016 Parking Policy**.

The initial concept called for the **installation of hubs on the street.** However, …

- **Complexity of street intervention;**
- **Lack of financial resources for their maintenance;**
- **Absence of a dedicated operator;**

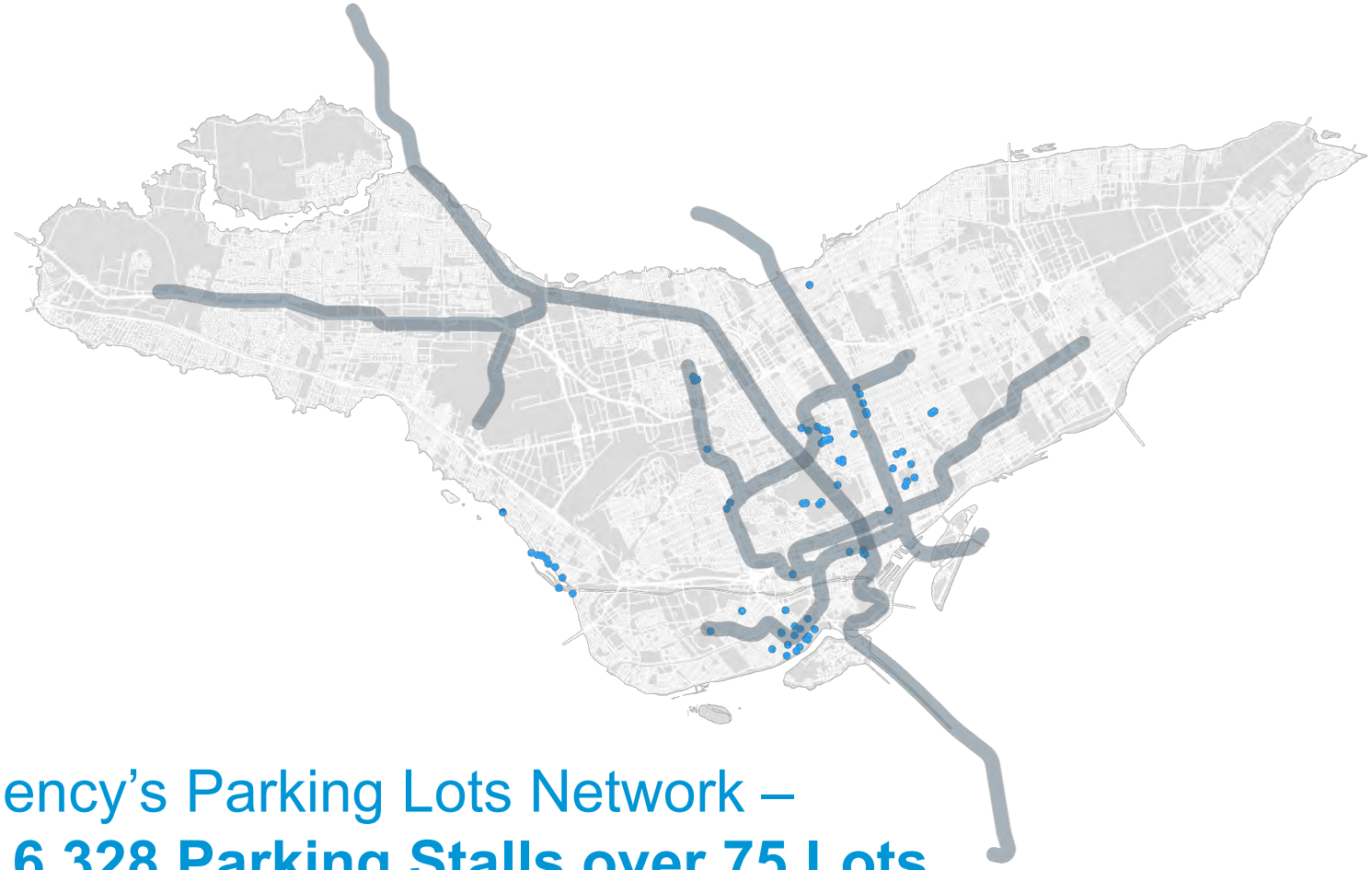
Have limited their deployment to a proof of concept at the *Tour de la Bourse*.



Tour de la Bourse Mobility Hub

The Agency’s Proposal

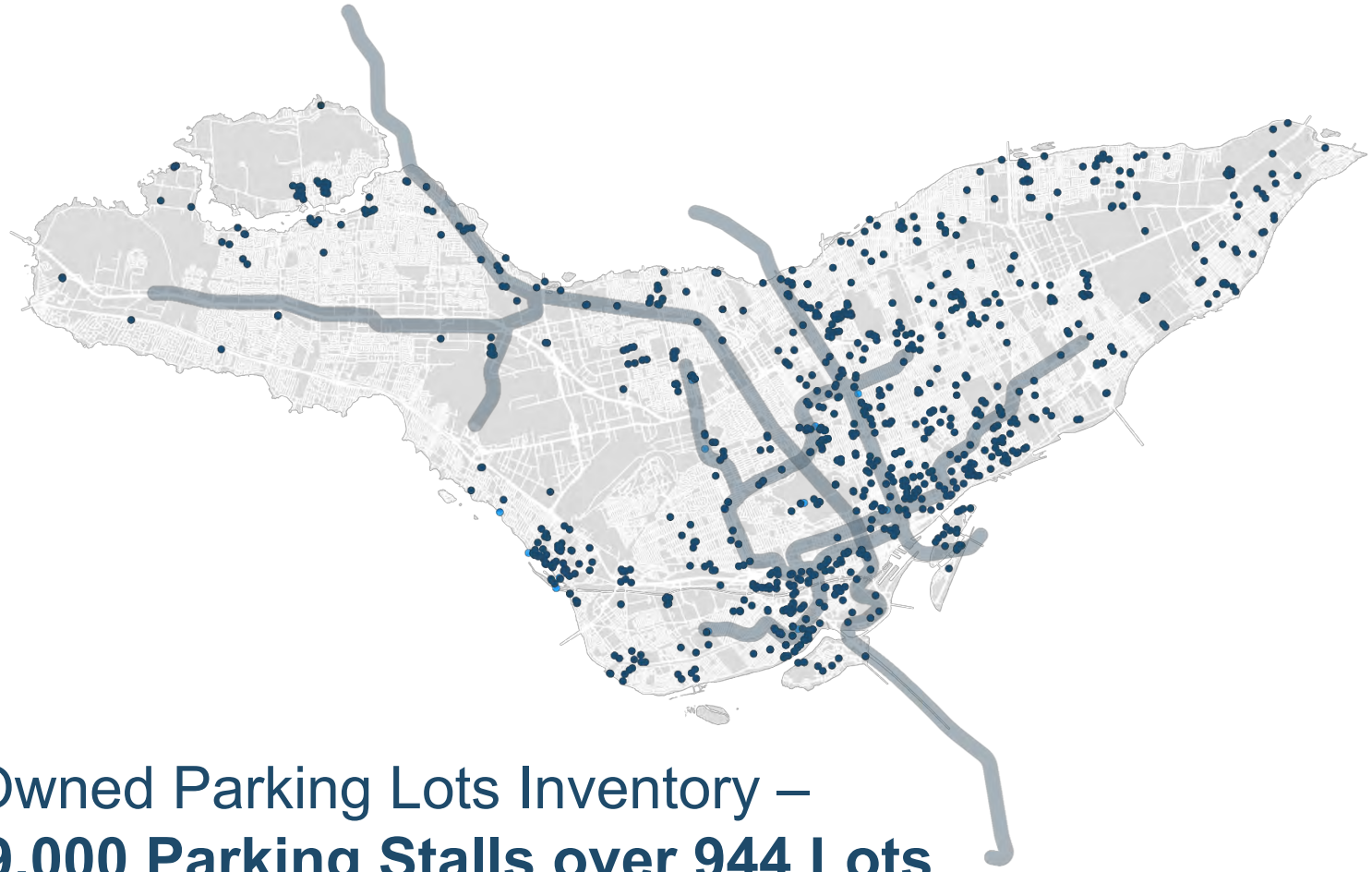
To reduce the complexity of their implementation and ensure their financial viability, the Agency proposed **converting city-owned and payable parking lots**.



Agency’s Parking Lots Network –
6,328 Parking Stalls over 75 Lots

Converting City-Owned Lots Into Mobility Hubs

The inventory of municipal parking lots demonstrated the **enormous potential** for a possible network of mobility hubs across the entire urban area.



City-Owned Parking Lots Inventory –
~29,000 Parking Stalls over 944 Lots

Leveraging the Agency's Expertise

- As the **developer**, the Agency would be responsible for **planning**, in collaboration with the City, and **implementing** the hubs.
- As the **operator**, the Agency would be responsible for:
  - **Enforce** regulations and payments;
  - **Maintain** the site;
  - **Provide customer service**;
  - **Manage agreements** with the various mobility operators;





2. The Strategy

[2022 – 2023]

Mobility Hub’s Objectives



Optimize the use of public space to:

- **Support multimodality** to meet travel demand and reduce solo driving and household car ownership
- **Improve the user experience and the quality of life in neighborhoods**
- **Mitigate environmental impacts** through rainwater management and the reduction of urban heat islands

Montreal's Take on Mobility Hub

A mobility hub is an **attractive, comfortable** and **safe place,** that **brings together a range of sustainable mobility services,**
in a space **integrated into the neighborhood** and the **daily life of its population**.

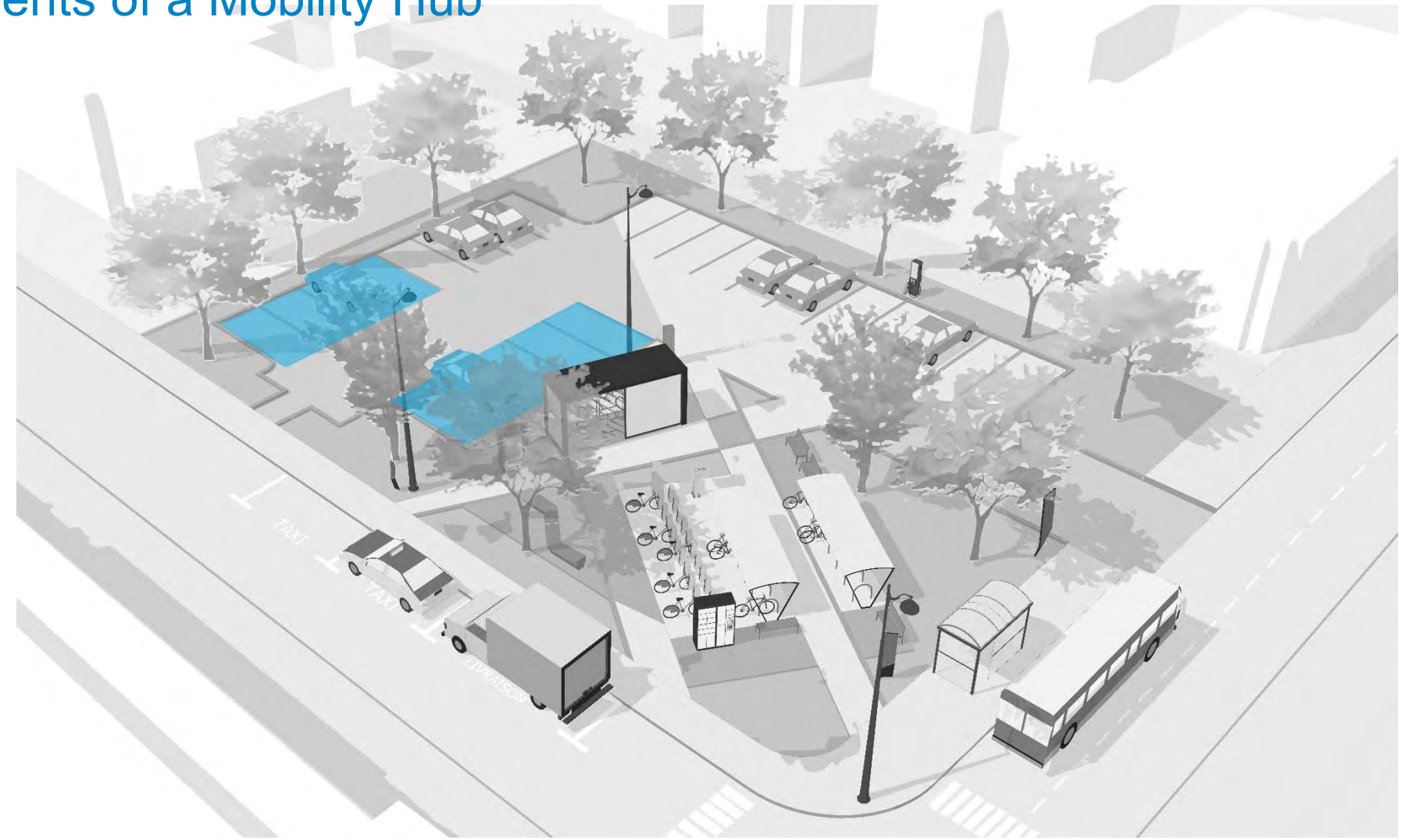


Components of a Mobility Hub



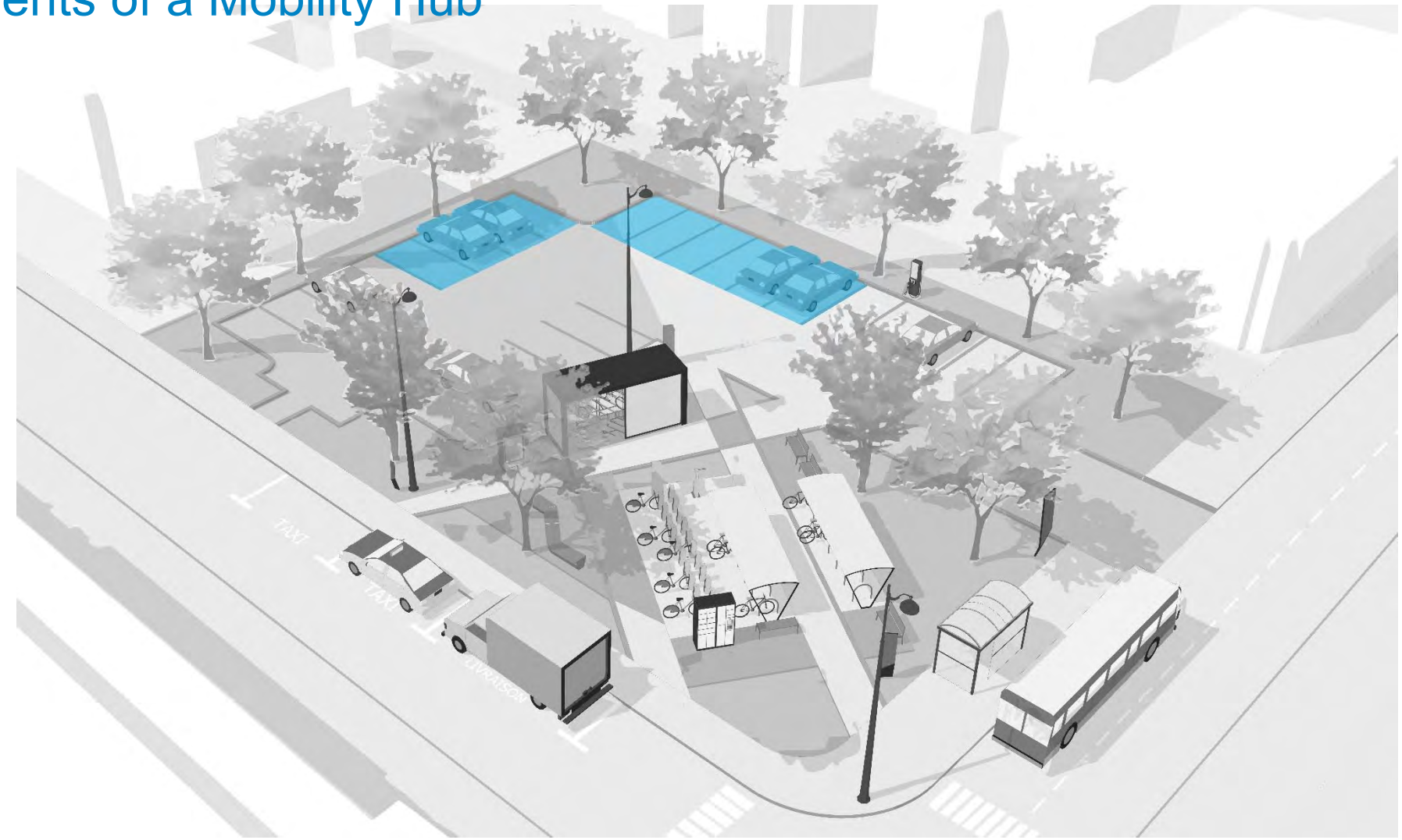
Paid Parking

Components of a Mobility Hub



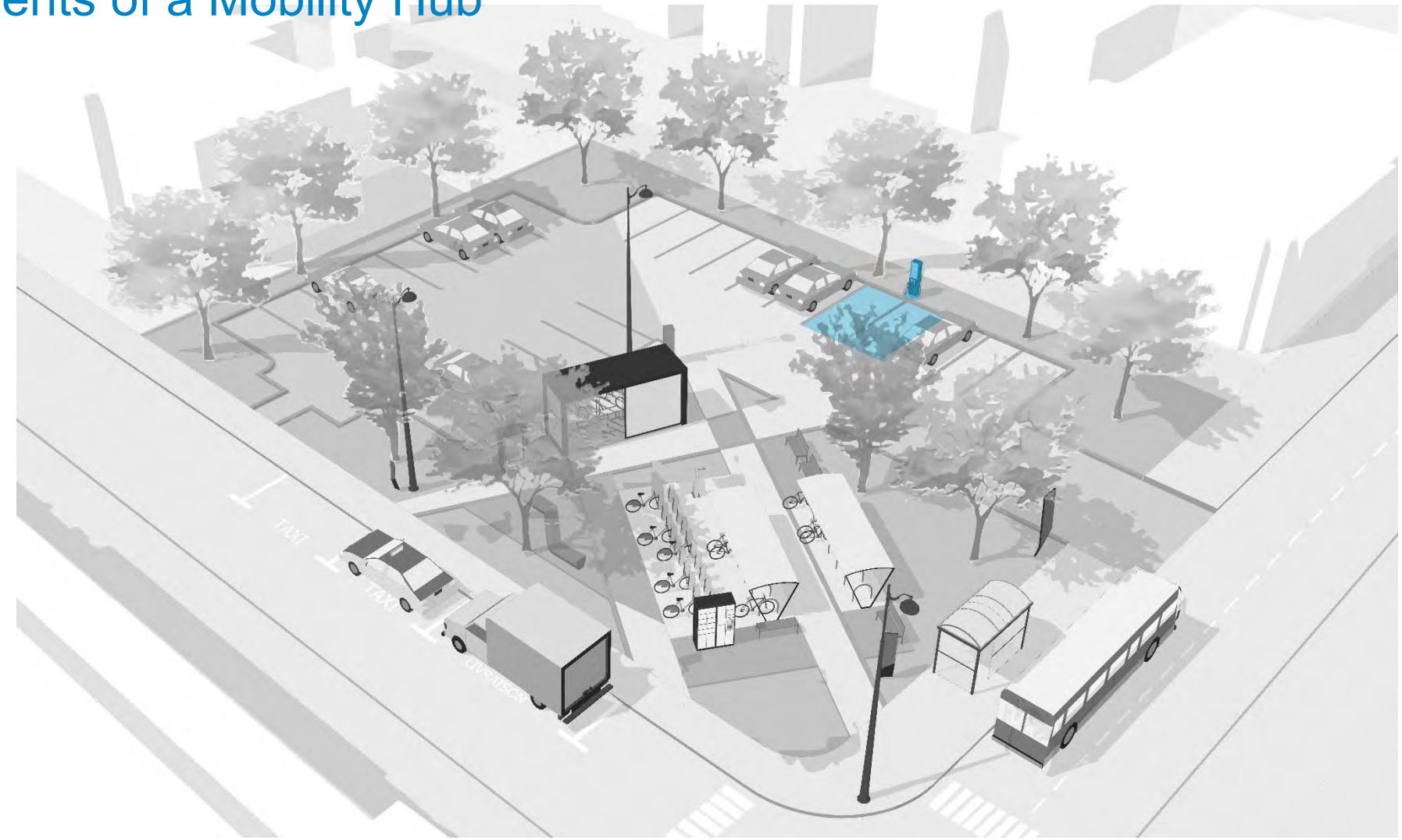
Car Sharing Station

Components of a Mobility Hub



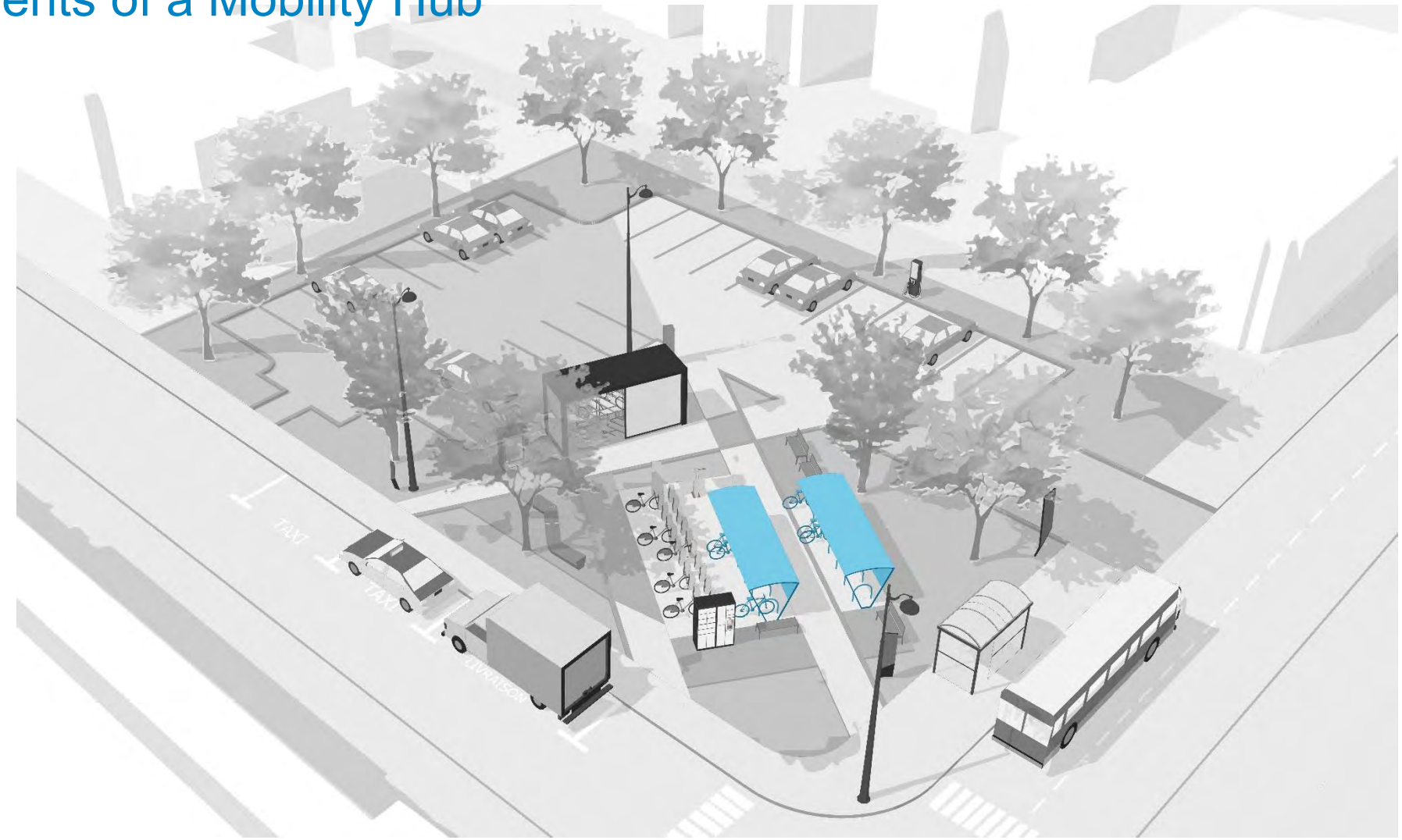
Fast Electric Charging Stations

Components of a Mobility Hub



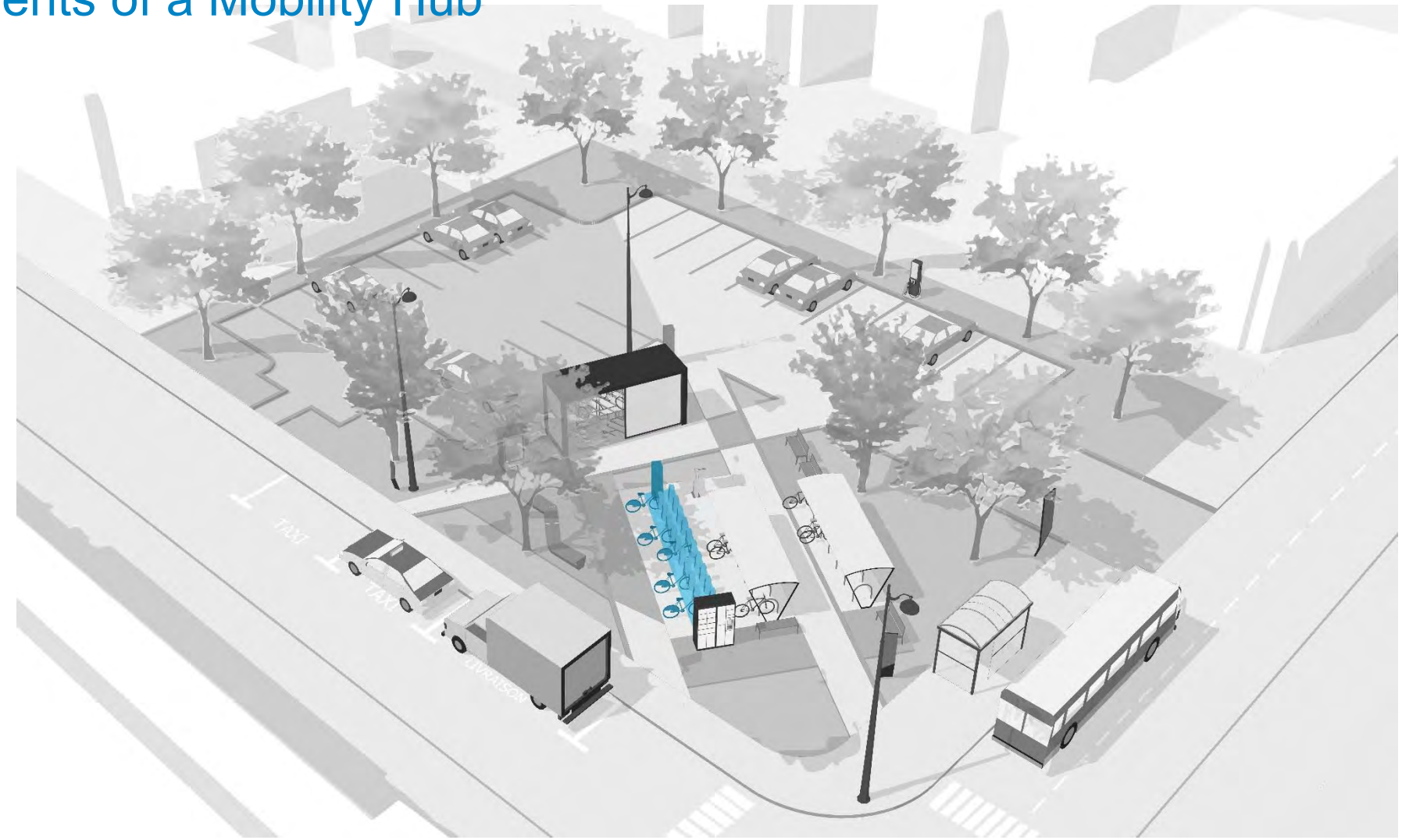
Covered Bike Parking

Components of a Mobility Hub



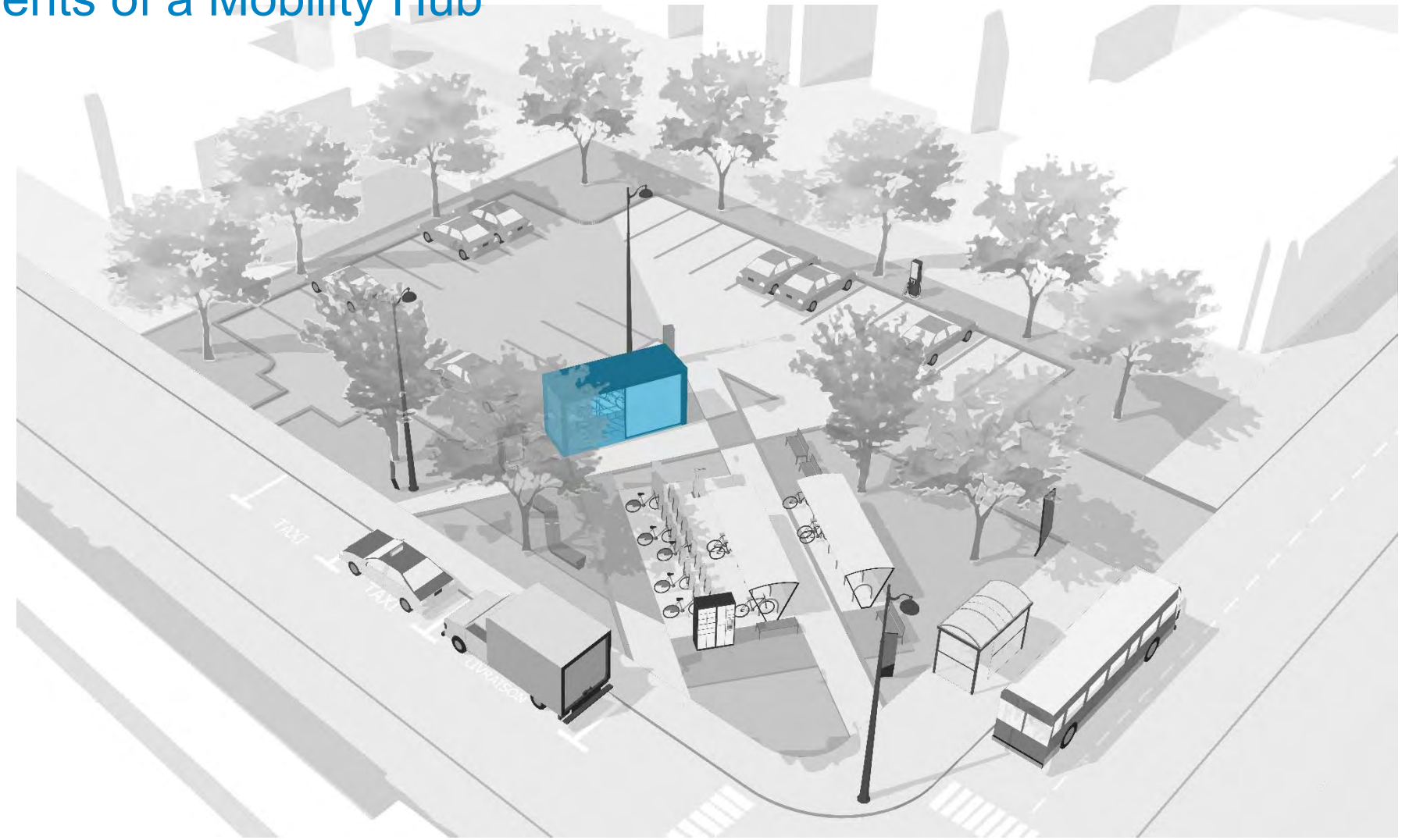
BIXI Station

Components of a Mobility Hub



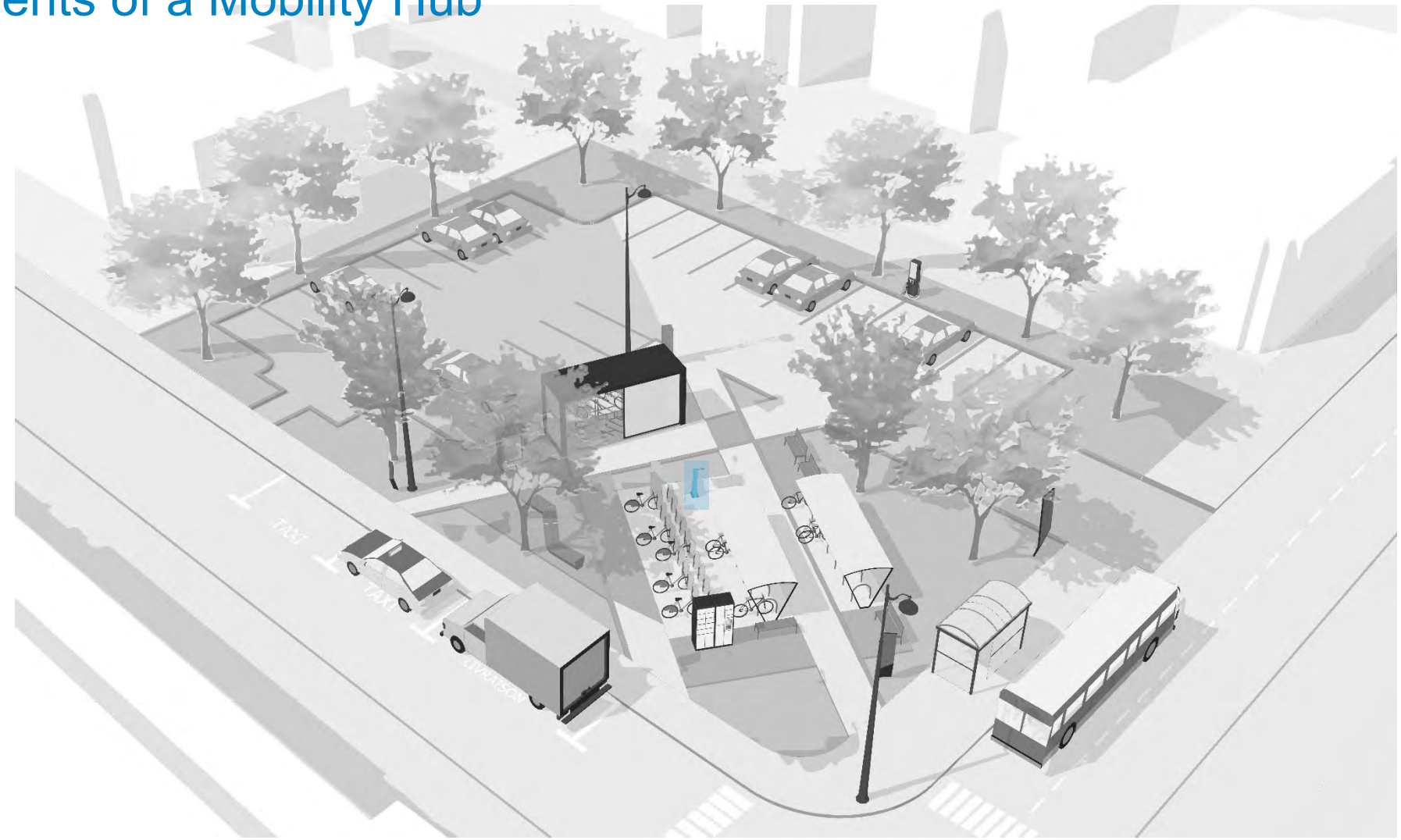
Secure Bicycle Parking

Components of a Mobility Hub



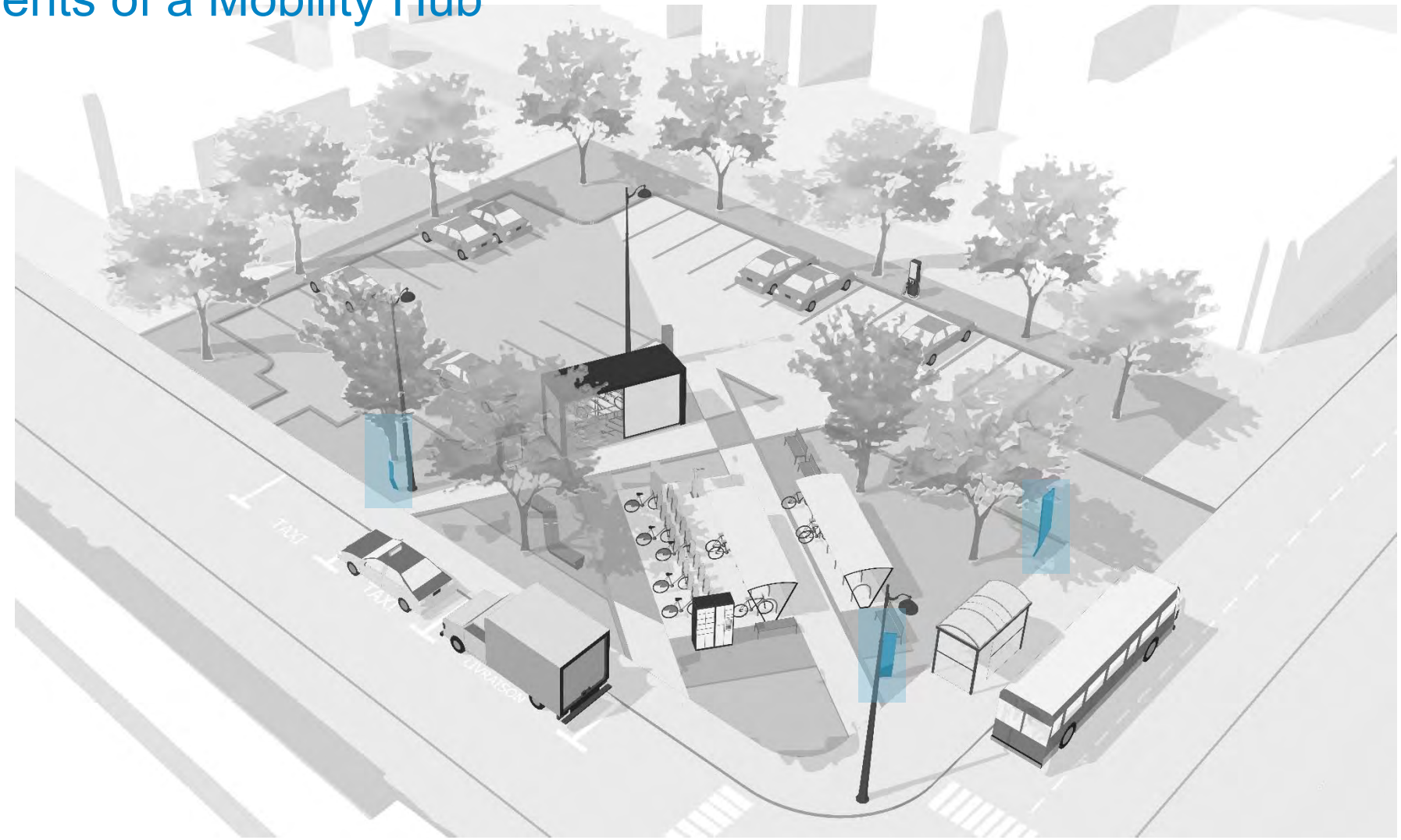
Bike Repair Station

Components of a Mobility Hub



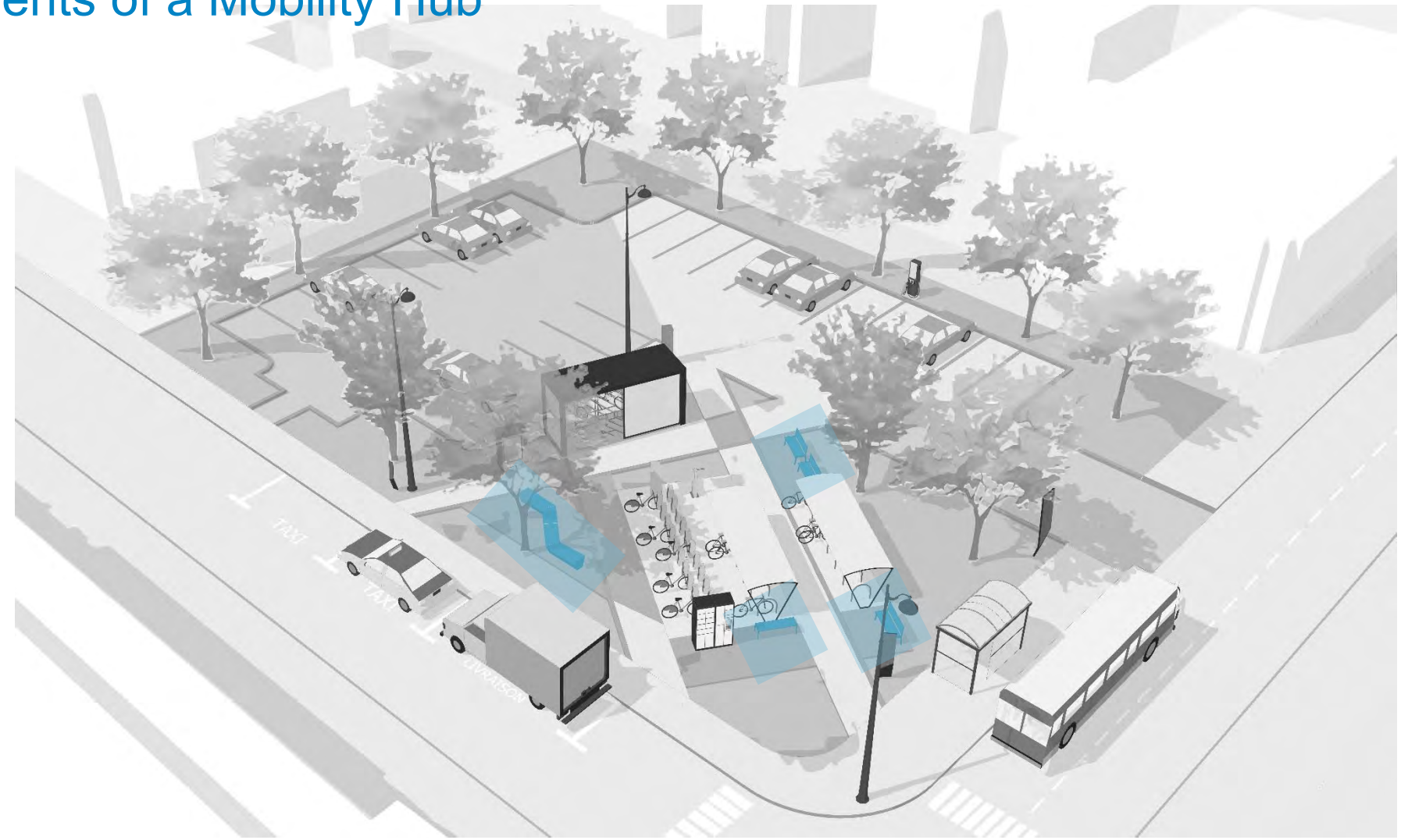
Dedicated Signage

Components of a Mobility Hub



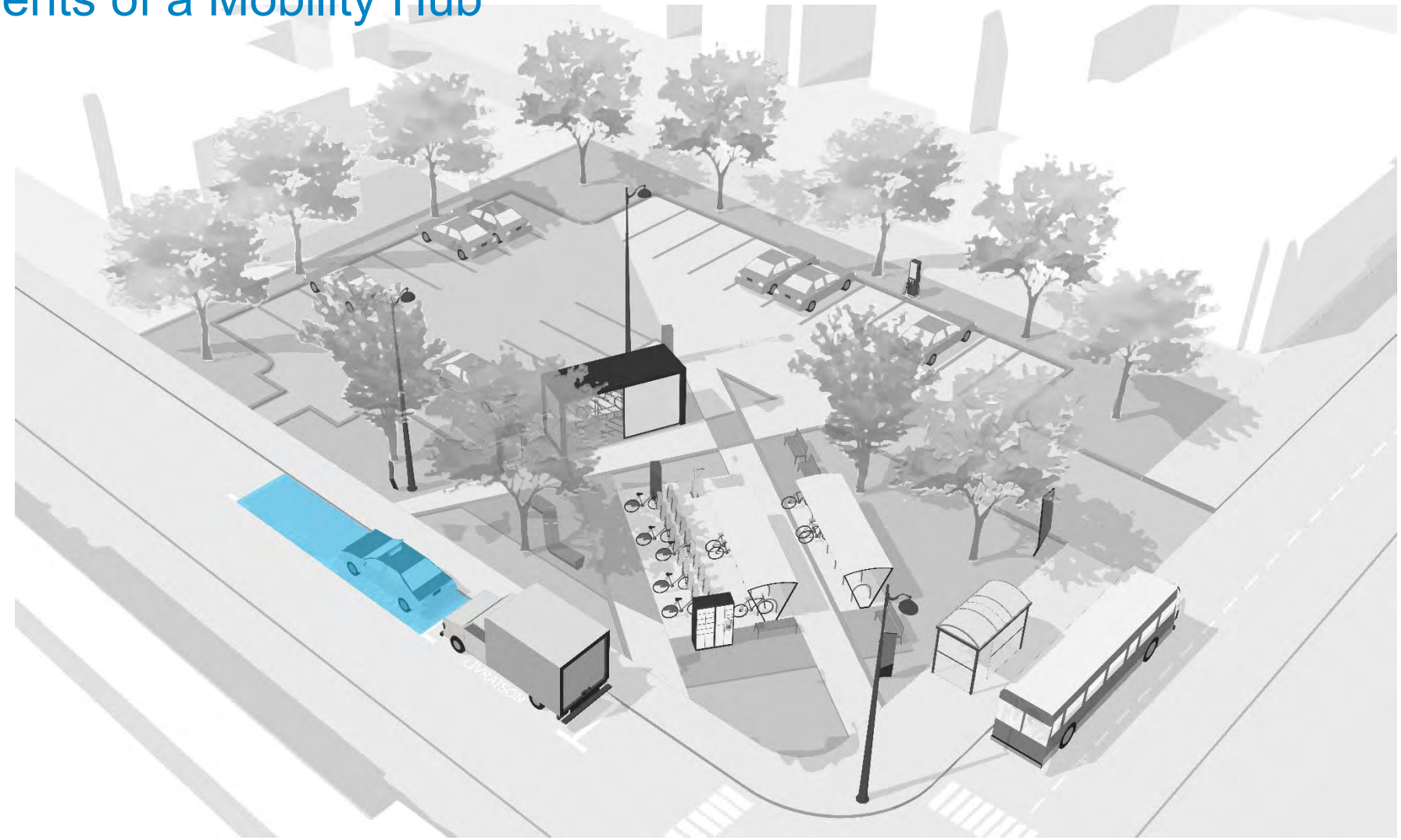
Waiting Area

Components of a Mobility Hub



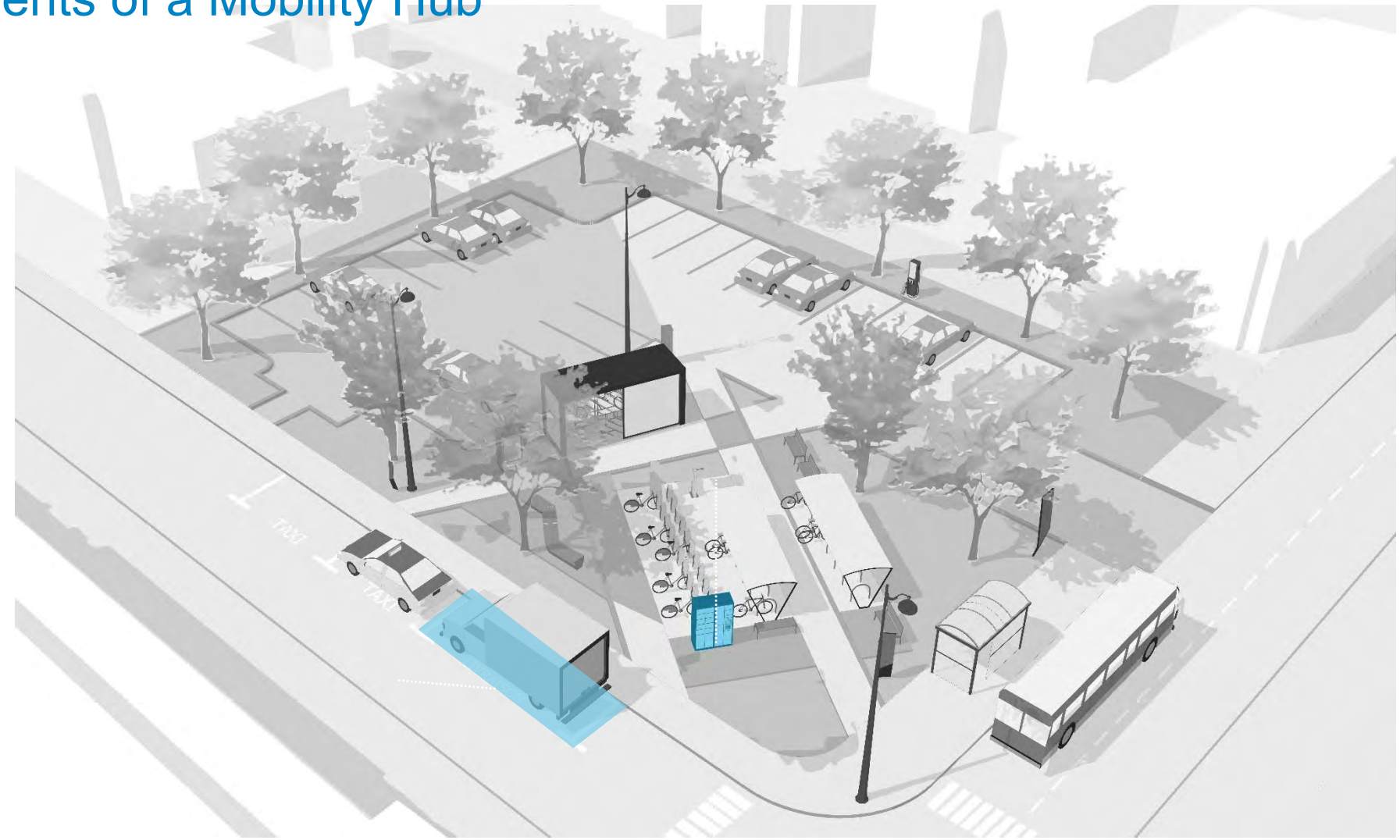
Taxi Stands

Components of a Mobility Hub



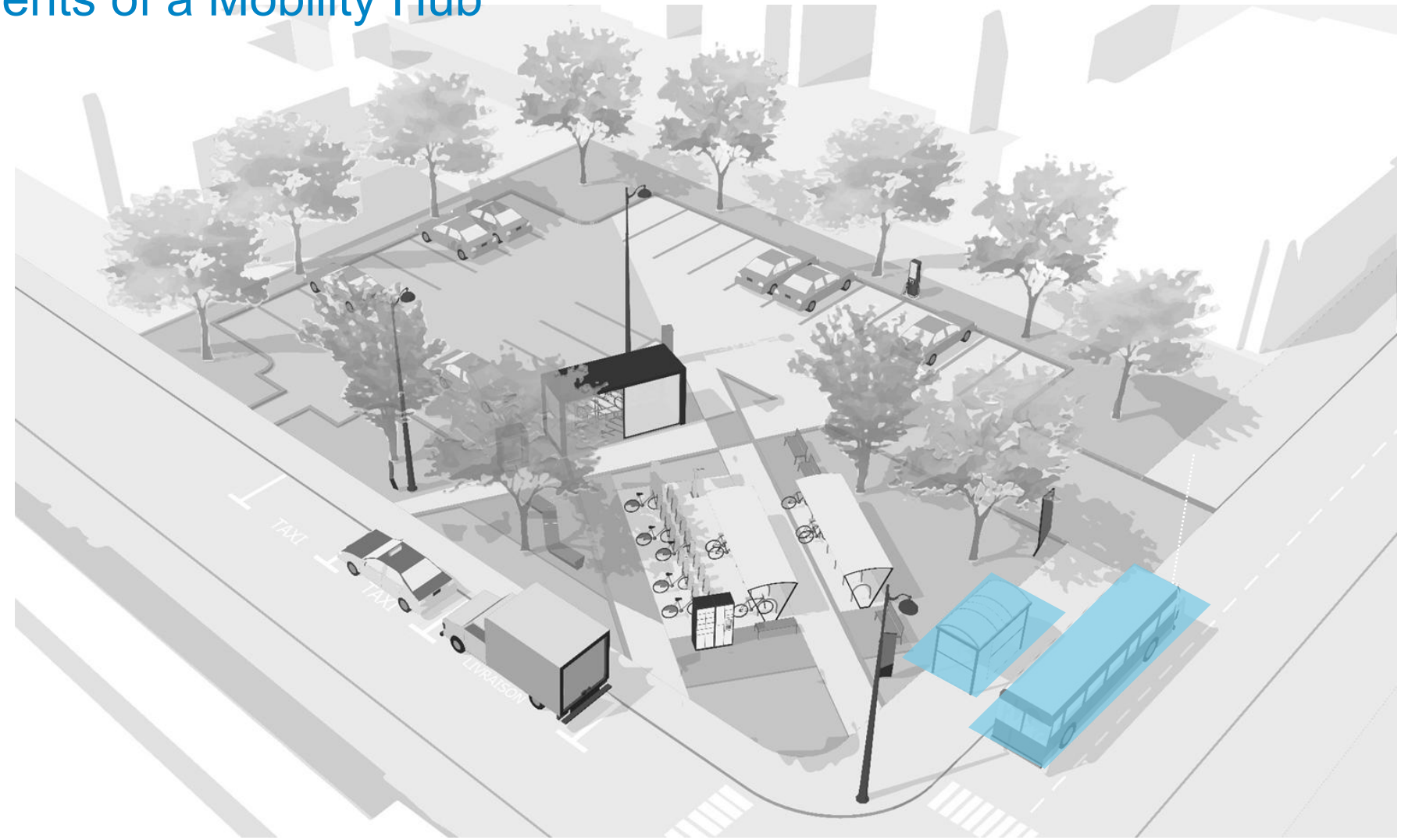
Parcel Lockers and PUDO Zone

Components of a Mobility Hub



Public Transit

Components of a Mobility Hub



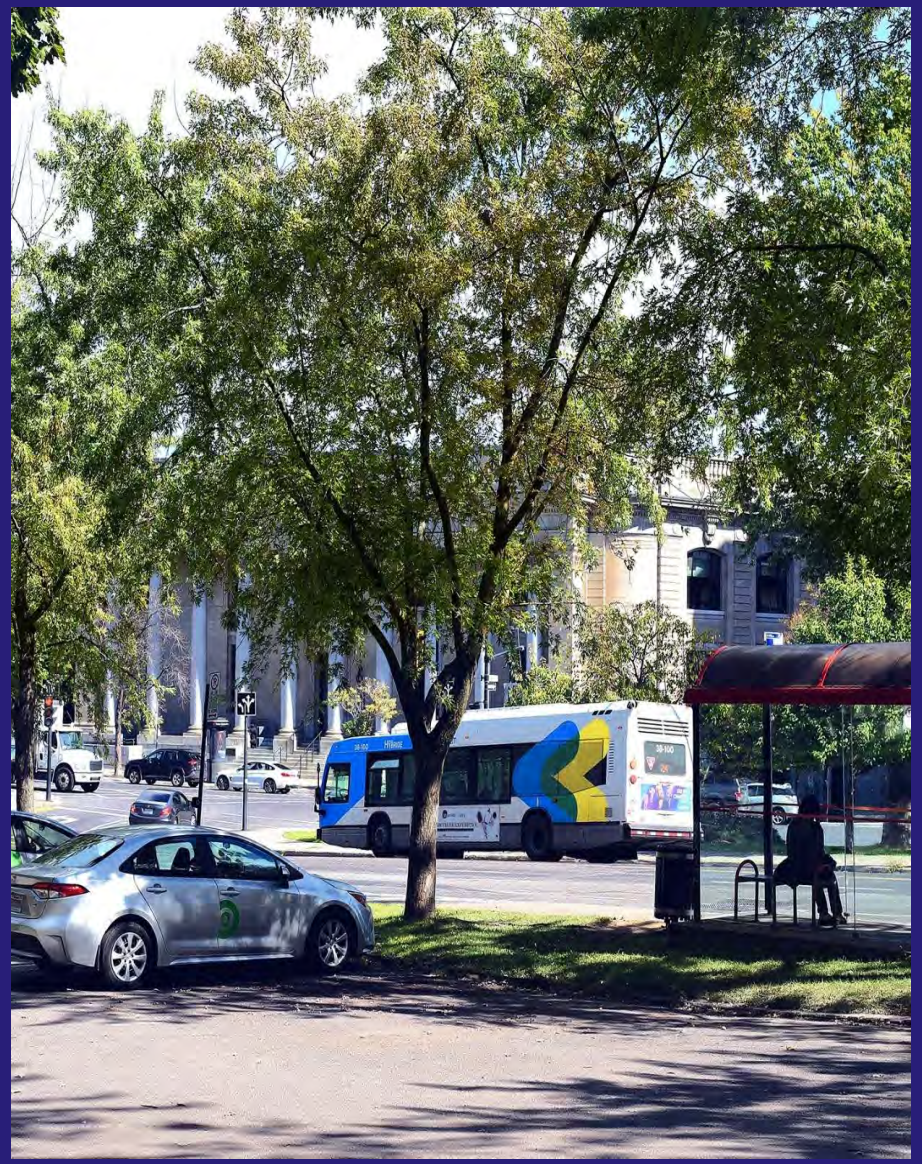
Mobility Hubs as Innovation Zones



Secure Bicycle Parking



Zero-Emission Logistics Hub



3. The Design Guide

[2023 – 2024]

Why a Design Guide ?

- **Share the concept and definition** of the mobility hub.
- **Foster collaboration** between the City, its boroughs, and the Agency.
- Specify the **site selection methodology**.
- Detail the various **planning and implementation activities**.
- **Provide technical guidance** to designers.
- Accelerate the implement of **150 hubs by 2050**.



Levels of Conversion

1. Adding mobility services through **space repurposing**, using tactical urban planning techniques such as **temporary furniture**, **signage**, **paint** and **bollards**.

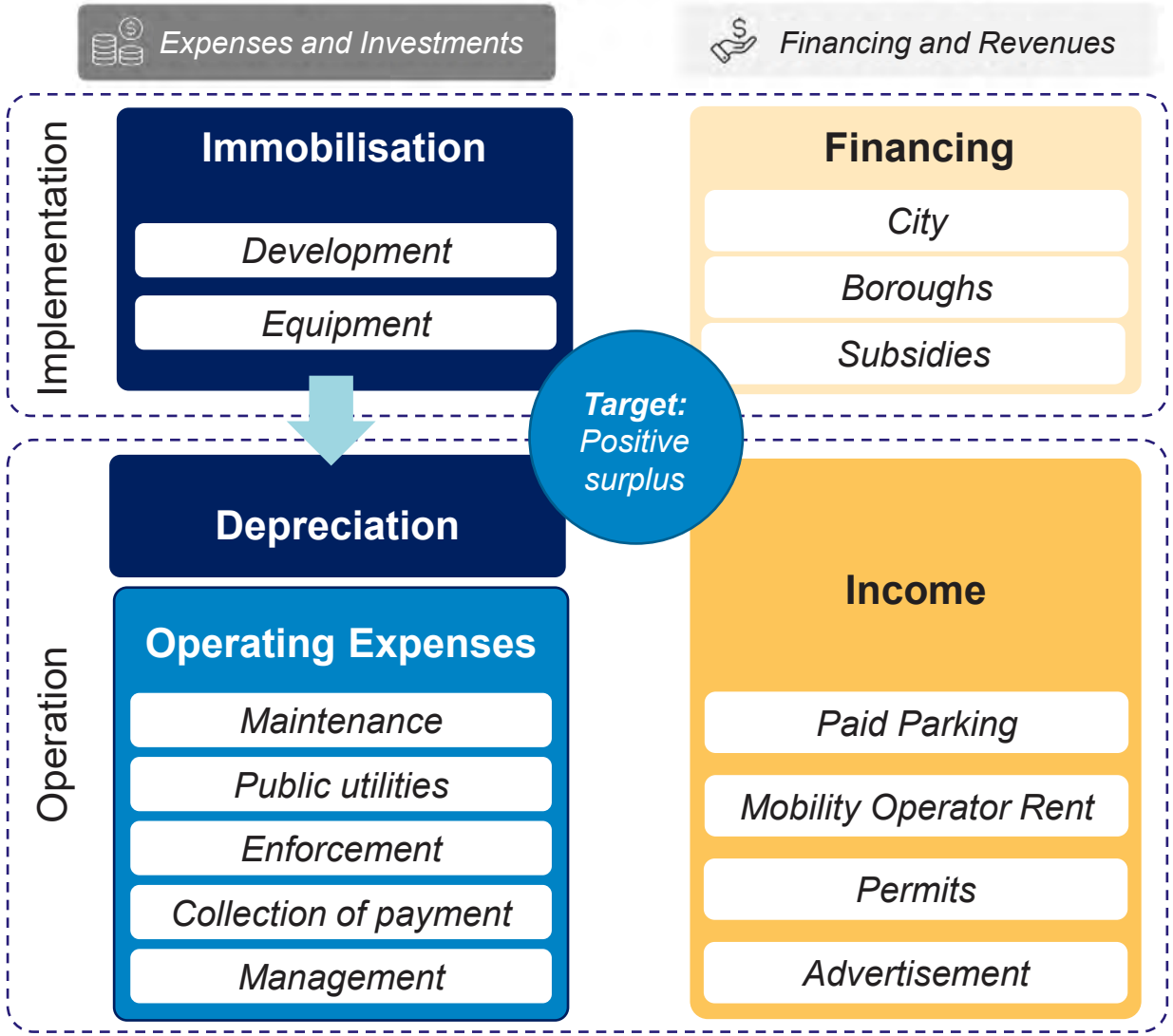
2. Addition of mobility services through **site refurbishment**, notably by the installation of **permanent components** and **greening**.

3. Addition of mobility services through an **eco-responsible transformation** of the site including its **complete reconstruction**, extensive planting and rainwater management with bio-infiltration and retention basins.



What Business Model for Mobility Hubs?

- To be viable in the long term, the business model must:
  - **Be profitable** by generating a surplus for the City;
  - **Include predictable financing** for both investments and operating costs.
- In this context **paid parking is an essential element:**
  - **Limiting the use of single-occupancy cars,** and;
  - **Providing income to finance the hub**, including sustainable mobility equipment.
- To ensure the concept's profitability, the strategy recommends a **financial analysis by clusters** of parking lots.

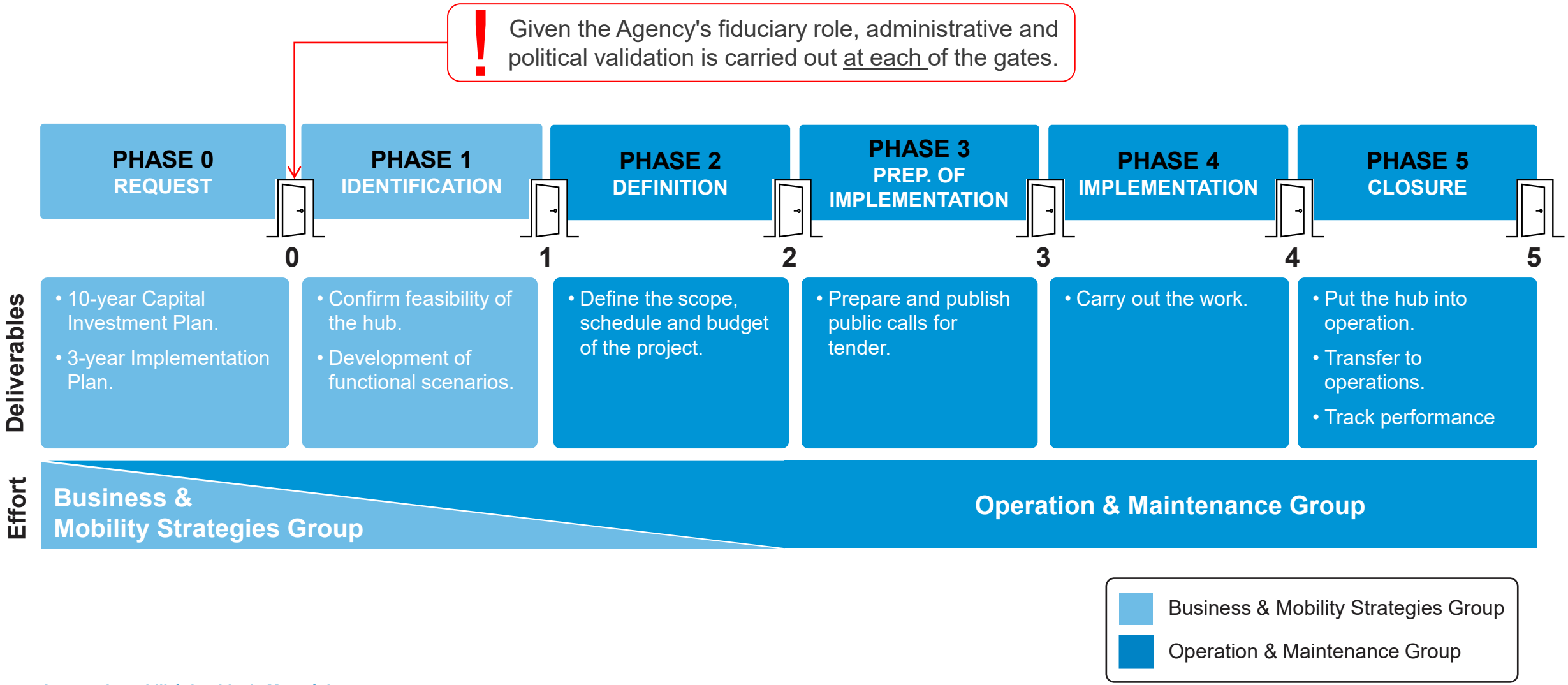




4. The Governance

[2024 – 2025]

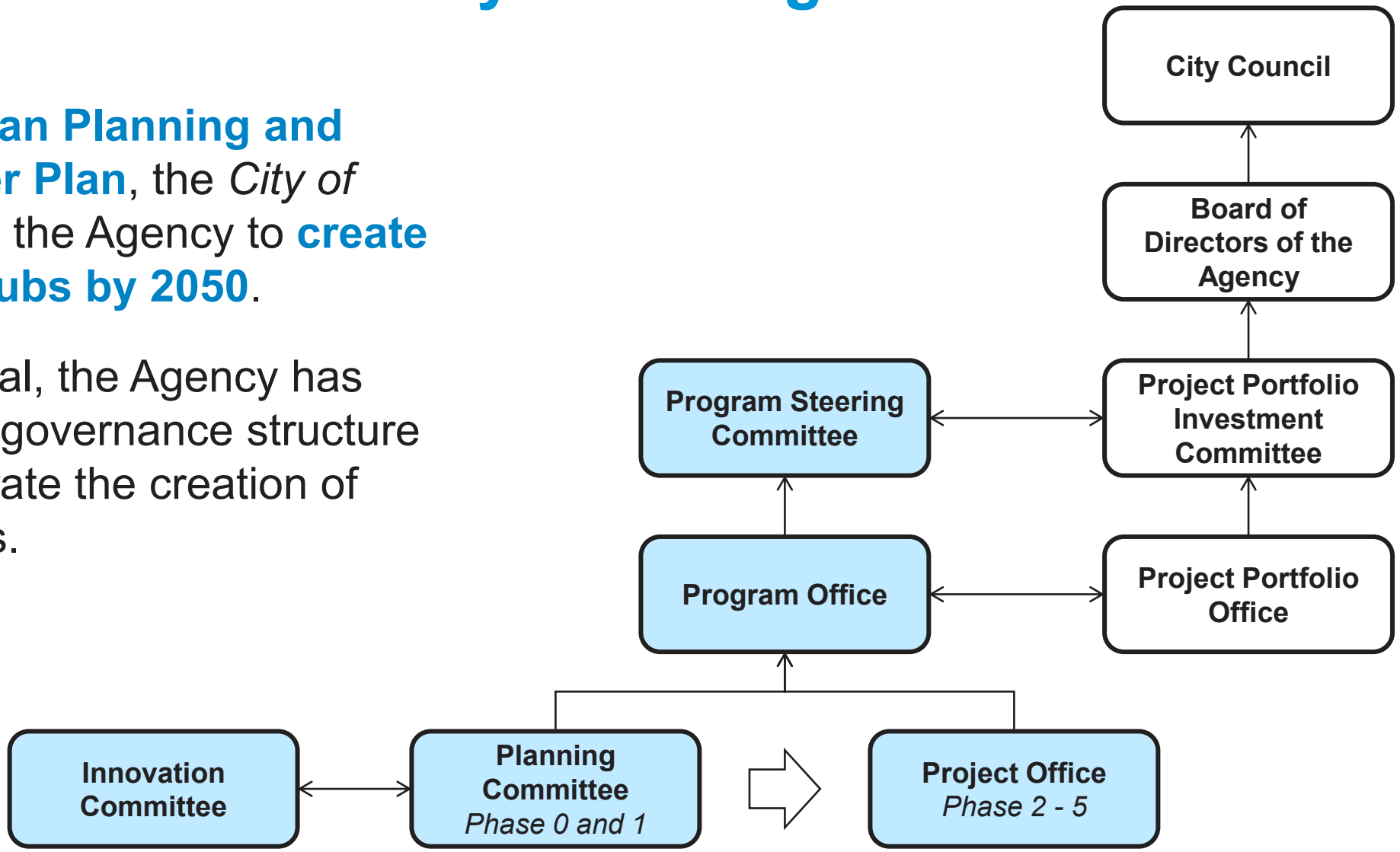
Development Phases of a Mobility Hub



Governance of the Mobility Hub Program

In its latest **Urban Planning and Mobility Master Plan**, the *City of Montreal* asked the Agency to **create 150 mobility hubs by 2050**.

To meet this goal, the Agency has implemented a governance structure that will accelerate the creation of these new hubs.





5. The First Hubs

[2023 – 2025]

Montreal's First Hub

Masson Street Hub



Greening of the Parking and Stormwater Management



EV Fast Charging Stations and Covered Bike Parking



Dedicated Car Share Parking




Boyer Street Hub
Before


Waiting Area
EV Charging
Bixi Station
Secure Bike Parking
EV Fast Charging
Car Share Parking
Green wall
Biofiltration & Retention Basins
Covered Bike Parking
Parcel Lockers
Pedestrian Alley



















Fleury Street Hub









Questions

Agence de mobilité durable de Montréal