MORPC
FOCUSED EFFORT
Opportunity for Input for the Bicycling Community
FOR INFORMATION ONLY
MOBILITY INNOVATION TESTS (MIT)

• MITs are based on tactical urbanism principles

  • Tactical urbanism: short-term, low-cost, and scalable interventions to catalyze long-term change

• Tests to determine how to improve the transportation system and meet future needs.”

• Propelled by the results of the insight2050 Corridor Concepts study and the Purple Aisle

• Championed by the City of Columbus and COTA
3rd STREET POP-UP MOBILITY LANE

• First Mobility Innovation Test

• Temporarily change the existing 3rd Street bike lane into a pop-up shared bus, bike and scooter lane

• July 22-August 2, Monday-Friday, 3PM-6PM

• Improve the speed and reliability of the COTA bus service

• Create a safe environment for cyclists and scooter riders
WHAT IS THE MORPC FOCUSED EFFORT?

An opportunity for Central Ohio cyclists to provide direct input related to their experience using the existing 3rd Street bike lane and the pop-up shared mobility lane.

Participants:
- Practitioners
- Central Ohio residents,
- People of various cycling experience

Outreach:
- Emailed invitations
- Bike tags
- Social media outreach
PROJECT TIMELINE

June 24 – June 28
  • Process development

July 1 – 5
  • Draft and Review Questions for the existing bike lane

June 8 – 11
  • Draft and review questions for the pop-up shared mobility lane
  • Send emailed invitations to invitees, tag bikes, begin posting to social media

July 15
  • Send reminder for existing bike lane survey

July 22 – August 2
  • Send invitation for pop-up shared mobility lane survey

August 5 – 9
  • Second chance to fill out existing bike lane survey

August 12 – August 16
  • Conduct focus group discussions

August 19 – August 23
  • Report and analyze results
• Experience and evaluate the existing 3rd Street bike lane

• Online survey for the existing 3rd Street bike lane

• Two opportunities to accomplish this task (July 15-19 & August 5-9)
PART 2: POP-UP SHARED MOBILITY LANE

- Experience and evaluate the pop-up shared mobility lane
- Online survey for the pop-up shared mobility lane
- Task must be accomplished between July 23-August 3
PART 3: FOCUS GROUP DISCUSSIONS

- Group conversation at MORPC or follow-up questions over a phone call
- Break down by each segment
- What could make each situation feel more comfortable and efficient?
- How do they compare?
Questions?
COMMUTER CHALLENGE RECAP

Date
June 3 – June 9, 2019

Strategy
Encourage Central Ohio Commuters to consider mode change through gamification

Purpose
Improve air quality, decrease congestion, and support public health in Central Ohio.

Target Audience
Commuters within the 15 county region of MORPC with a focus on those who travel to the Downtown Columbus area for work.
COMMUTER CHALLENGE RESULTS

236 USERS

759 TRIPS LOGGED

81,975.02 CALORIES BURNED

7,173.40 SUSTAINABLE MILES TRAVELED