



Move Utah

ACTIVE, HEALTHY, CONNECTED COMMUNITIES

Making The Point: Active Transportation for Utah's
Innovation Community

GOLD LEVEL PARTNERS



SILVER LEVEL PARTNERS



BRONZE LEVEL PARTNERS

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**Sam
Schwartz**
A TYLin Company


PENNA POWERS



STUDENT SCHOLARSHIPS

FEHR  PEERS



SUMMIT FRIENDS



LOUIS ALLORO
CHAMPION OF CHANGE



SPEAKERS



Alan Matheson
Executive Director
The Point



Joe Iacobucci
Senior Principal
Sam Swartz





MAKING THE POINT

Active Transportation for Utah's Innovation
Community

Alan Matheson, The Point Executive Director
Joe Iacobucci, Sam Swartz Engineering



The
POINT

The Point: Utah's Innovation Community

The Point project will create a new innovation community and economic catalyst that is grounded in the unique character of its place.

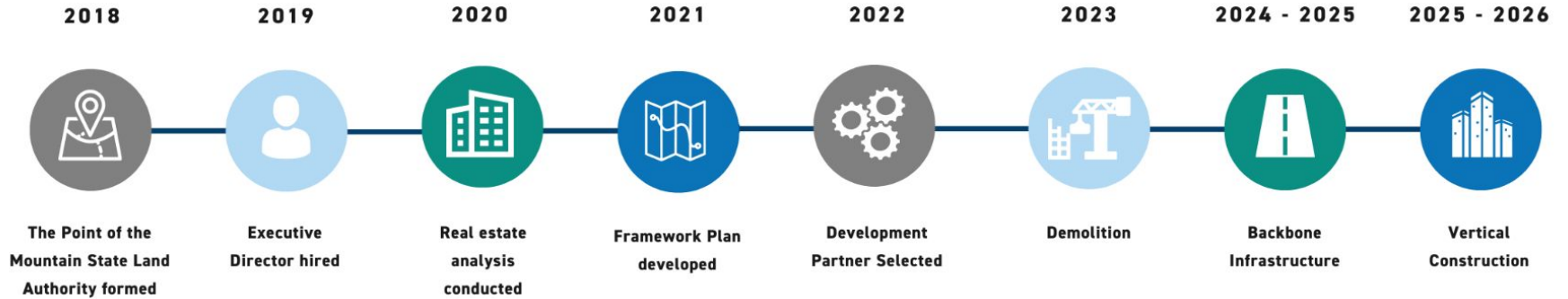


LEGISLATIVE MANDATE

- Maximizes the creation of high-quality jobs
 - Facilitates a highly trained workforce
 - Ensures strategic residential and commercial growth
 - Promotes a high quality of life
 - Strategically plans for jobs close to where people live
 - Facilitates vibrant urban centers and housing types that match workforce needs
- Creates parks, connected trails, open space, and recreational opportunities
 - Complements development in the site's vicinity
 - Improves air quality and minimizes resource use
 - Enhances mobility and protects the environment
 - Catalyzes a nationally recognized research center



TIMELINE





Phase 1 Development

Phase 1 Development



...ces
...se main street
... private-sector
... investment



RIVER TO RANGE



estimates ecological habitats



THE PROMENADE



g
etail
restaurants

16-hour gathering place

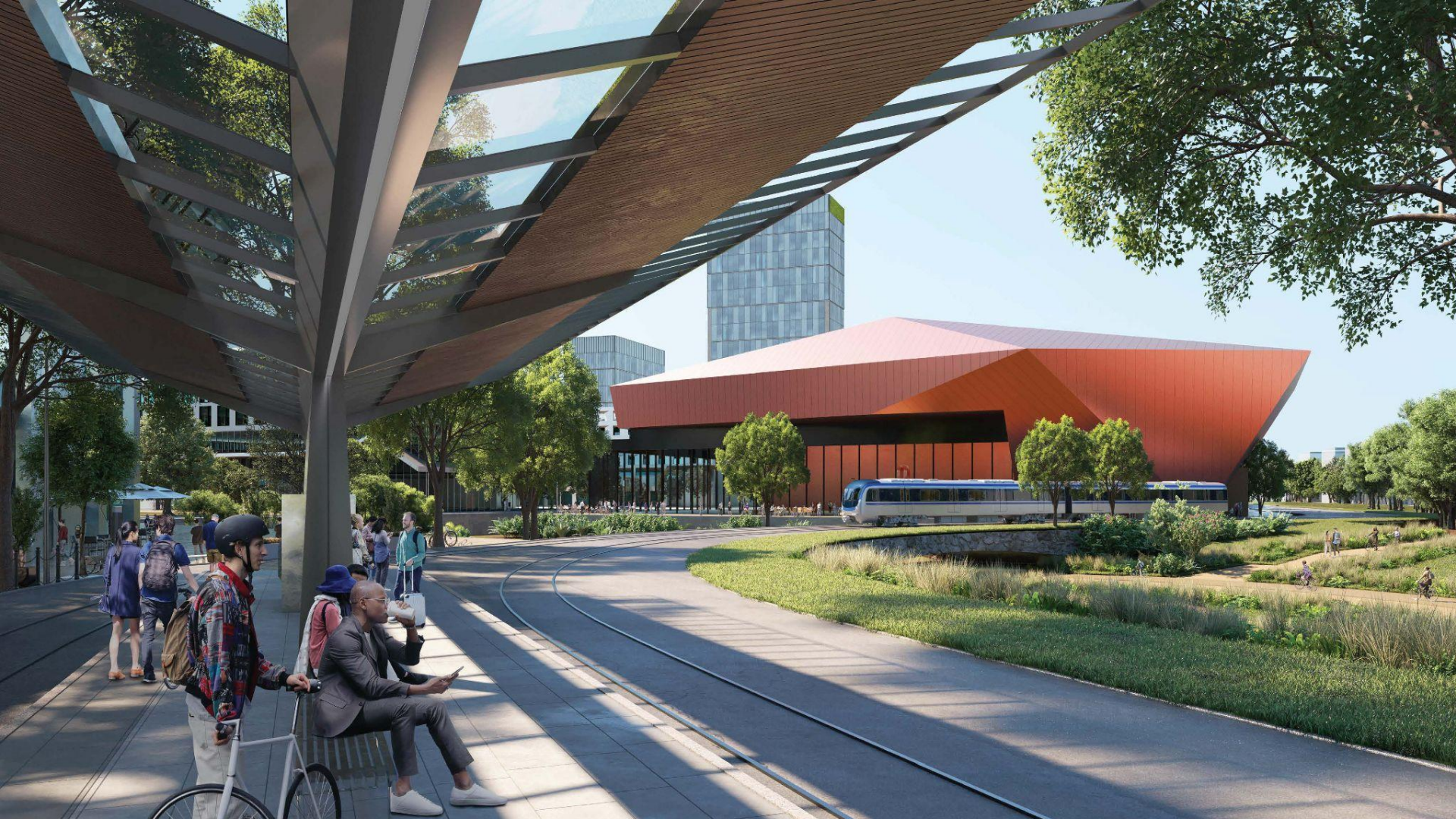


CENTRAL PARK



to accommodate
appropriate
activities year-round









Why Smart Mobility?

Smart Mobility

Purpose

Leverage **smart mobility** to further The Point's transportation vision.



The Vision:
A Multimodal Community



“Serve the site with a high-quality, future-focused, multi-modal transportation system.”



Smart Mobility

How will smart mobility benefit The Point and the region?

1. Provide **universal mobility** for all residents, workers, and visitors, regardless of age or ability, without the need for a car.
2. Bring together the many mobility options at The Point into a **unified, easy to use, and convenient system**.
3. Support **LRT/BRT ridership** by providing a simple, convenient **first/last mile connections**. More ridership will allow for higher frequency, leading to more convenience for all riders.
4. Incentivize **alternatives to driving alone** to reduce emissions and **increase pedestrian activity**.
5. Save families and employees at The Point money by **lowering household transportation costs**.
6. Improve **availability of transportation information and wayfinding** to empower smart decision making.



Smart Mobility

How will smart mobility benefit The Point and the region?



2.2 million
fewer vehicle trips
each year



\$52 million
savings from
building less parking



\$3 million
annual savings from
reduced congestion



\$8 million
annual health savings from
cleaner air and more
physical activity



\$16 million
annual household savings
from driving less and
owning fewer cars





Project Elements

Smart Mobility

Guiding Principles

Smart mobility at The Point will be...

Transit-supportive – utilize smart mobility to support regional transit investments and make sustainable options the first choice for getting to and around The Point.

User-centric – promote choice and *extreme convenience* in personal mobility using universal design principles to satisfy the needs of all users.

Partnership-driven – encourage partnerships, both public and private, to accelerate innovation and deployment of mobility solutions to benefit all.

Technology-Enabled – Leverages emerging and innovative use of technologies to enable and incentivize smart decision making by all users and operators in the mobility ecosystem.

Practical and Proven – focus on technologies with a proven business model and use cases.



Smart Mobility

Program Elements

Circulator



An internal transit service operating in a dedicated right of way that links key destinations across the site and provides first/last mile connections to LRT/BRT.

Active Transportation + Micromobility



A fleet of shared bikes, e-bikes, and e-scooters accompanied by design and technology solutions that deliver a safe, comfortable experience for people of all ages and abilities.

Car Share



A fleet of shared cars that gives residents and workers access to a car when they need it while encouraging people to use transit, walking, and biking for more trips.

Mobility Hubs



Dedicated spaces across the site that bring together the many mobility options at The Point—along with information, wayfinding, and amenities—to create a unified, easy to use, and convenient system.

Mobility as a Service + Mobility Package



Mobility options into a single application, enabling users to plan and pay for trips across different modes in one place. Residents and workers receive discounts to incentivize using transit, walking, biking, and shared modes.



Smart Mobility

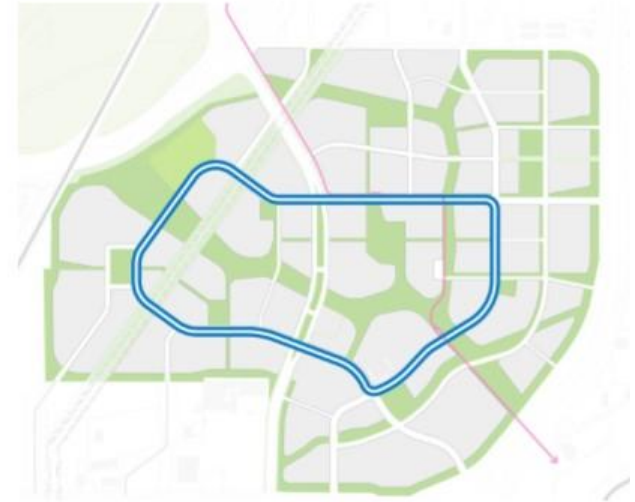
Circulator

What is it?

An internal transit service operating in a dedicated right of way that links key destinations across the site and provides first/last mile connections to BRT.

How will it benefit The Point?

1. Provide **universal mobility** for all residents, workers, and visitors, regardless of age or ability, without the need for a car.
2. Foster **“park once”** behavior and reduce the need for expensive urban parking. This encourages the healthier behavior of walking between destinations and increases pedestrian activity, the lifeblood of urban places.
3. Help create a **healthy, one-car community** by reducing the need for short vehicle trips to key destinations such as retail and places of work.
4. Support **LRT/BRT ridership** by providing a simple, convenient first/last mile connection. More LRT/BRT ridership will allow for higher frequency leading to more convenience for all riders.



Circulator runs every 5-10 minutes in a dedicated lane, linking all of the district cores to both BRT stations.



Smart Mobility

Circulator



1. Greenway Route

Run Circulator on ROW within existing greenway space and green corridors



2. Loop Route – Two-way

Add two lanes dedicated to the Circulator on the Loop Road for exclusive Circulator use



3. Greenway – Loop Hybrid

Add two lanes dedicated to the Circulator on the the norther half of Loop Road for exclusive Circulator use along with a segment through the River to Range trail.



Smart Mobility

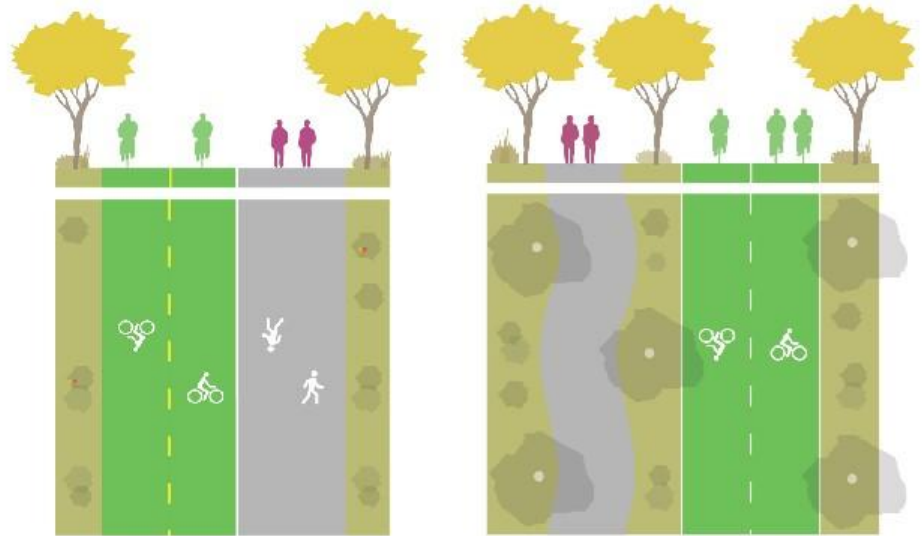
Active Transportation + Micromobility

What is it?

A fleet of shared bikes, e-bikes, and e-scooters accompanied by design and technology solutions that deliver a safe, comfortable experience for people of all ages and abilities.

How will it benefit The Point?

1. Enable first/last mile connections to **LRT/BRT** and the circulator
2. Foster **“park once”** behavior and reduce the need for expensive urban parking.
3. Help create a **healthy, one-car community** by reducing the need for short vehicle trips.



Providing separated paths for people walking and people biking/using micromobility creates a safe, orderly environment.



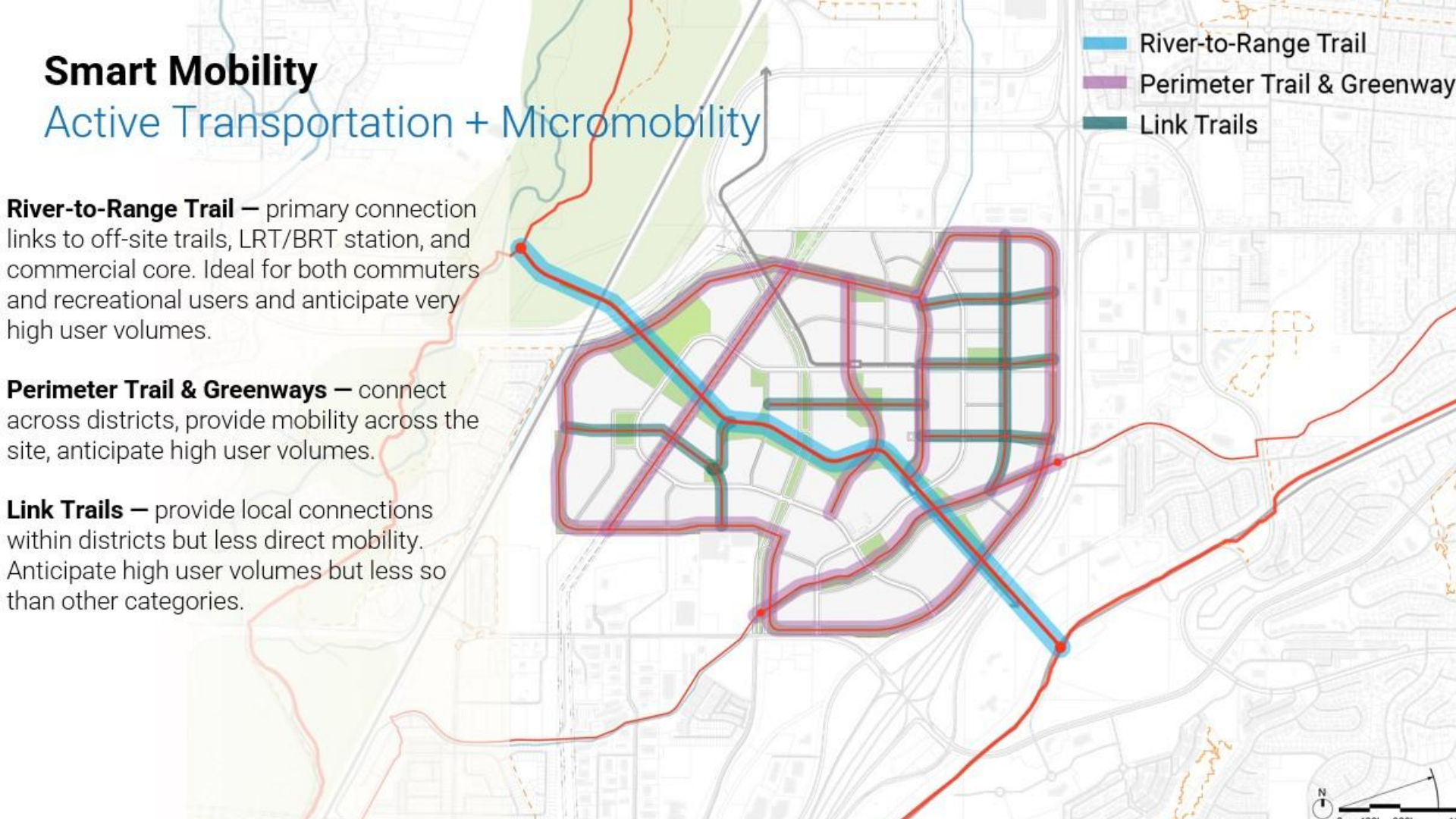
Smart Mobility

Active Transportation + Micromobility

River-to-Range Trail — primary connection links to off-site trails, LRT/BRT station, and commercial core. Ideal for both commuters and recreational users and anticipate very high user volumes.

Perimeter Trail & Greenways — connect across districts, provide mobility across the site, anticipate high user volumes.

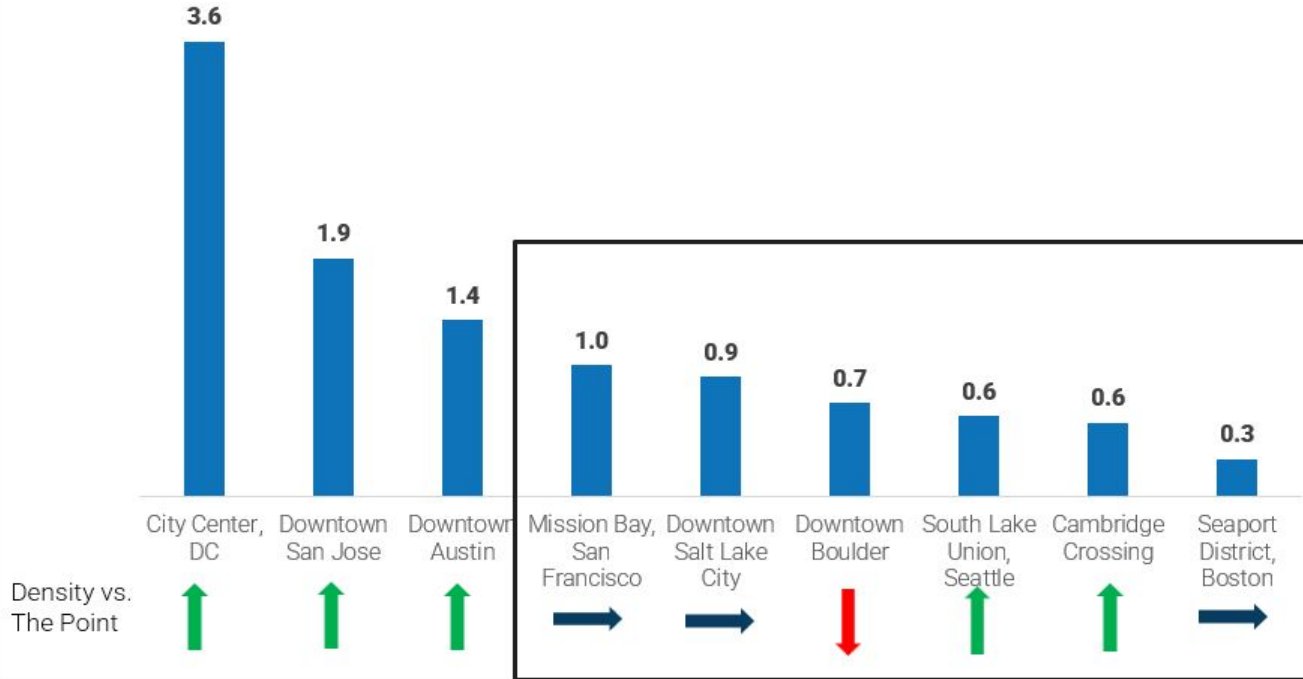
Link Trails — provide local connections within districts but less direct mobility. Anticipate high user volumes but less so than other categories.

- 
- The map displays a network of trails overlaid on a street grid. A prominent blue line (River-to-Range Trail) runs diagonally from the top-left to the bottom-right. A purple line (Perimeter Trail & Greenway) forms a large, irregular loop around the central area. Dark green lines (Link Trails) are distributed in a grid-like pattern within the central area. A red line follows the perimeter of a green area on the left. A legend in the top right corner identifies these trail types. A north arrow and scale bar are located in the bottom right corner.
- River-to-Range Trail
 - Perimeter Trail & Greenway
 - Link Trails

Smart Mobility

Active Transportation + Micromobility

Shared Micromobility Vehicles / Acre



Smart Mobility

Car Share

What is it?

A fleet of shared cars available for short-term rentals. Car share provides users with access to a car when they need it while encouraging people to use transit, walking, and biking for more trips.

How will it benefit The Point?

1. Reduce the number of vehicles households at The Point own and foster a **one-car community**. Each car share vehicle provided can eliminate up to 13 person vehicles.
2. Reduce the amount of **expensive urban parking** needed at The Point.
3. Enable residents at The Point to **drive less**. Car share members drive up to 40% fewer miles than they did before joining.
4. Save families at The Point money by **lowering household transportation costs**.



Example target distribution of car share vehicles by district with 100-120 total vehicles.



Smart Mobility

Mobility Hubs

What is it?



Mobility hubs bring together the many mobility options at The Point—along with information, wayfinding, and amenities— to enable seamless connectivity.

How will it benefit The Point?

1. Bring together the many mobility options at The Point into a **unified, easy to use, and convenient system**.
2. Improve **availability of transportation information and wayfinding** to empower smart decision making.
3. Enable first/last mile connections to **LRT/BRT** and the circulator
4. Foster **“park once”** behavior and reduce the need for expensive urban parking.



90% of the site w/in a 5-minute walk of a regional or district mobility hub (Good scenario)

-  Regional Mobility Hubs
-  District Mobility Hubs

Smart Mobility

Mobility Hubs



Transit Boarding

Regional	LRT/BRT + Circulator
District	Circulator
Micro	Circulator



Shared Micromobility Parking

Regional	
District	
Micro	



Car Share

Regional	
District	
Micro	



Ride-Hail Loading

Regional	
District	
Micro	



Electric Vehicle Charging

Regional	
District	
Micro	



Short-Term Bike Parking

Regional	
District	
Micro	



Secure Bike Parking

Regional	
District	
Micro	



Wayfinding

Regional	
District	
Micro	



Real-Time Information

Regional	
District	
Micro	



Delivery Lockers

Regional	
District	
Micro	



Regional Mobility Hub Concept



Smart Mobility

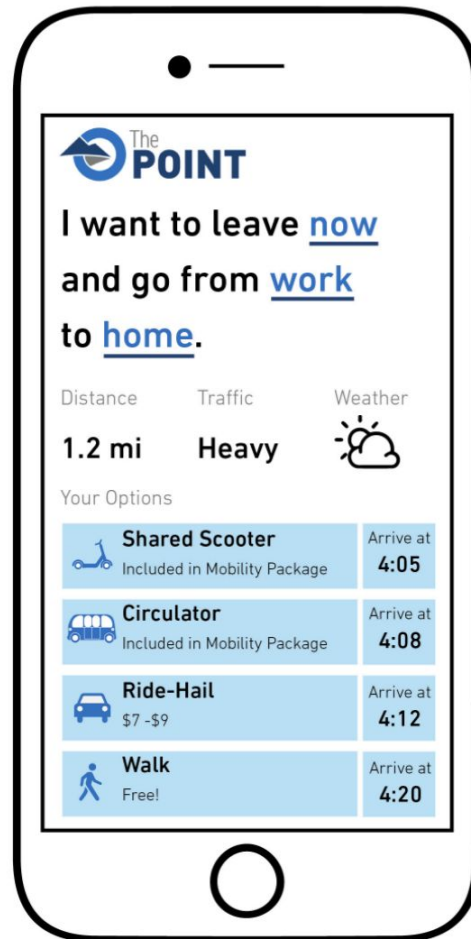
Mobility as a Service + Mobility Package

What is it?

A platform that compiles The Point's mobility options into a single application and payment channel, enabling users to plan and pay for trips across different modes in one place. Residents and workers also receive discounts to incentivize using transit, walking, biking, and shared modes.

How will it benefit The Point?

1. Bring together the many mobility options at The Point into a **unified, easy to use, and convenient system**.
2. Improve **availability of transportation information and wayfinding** to empower smart decision making.
3. Incentivize **alternatives to driving alone** and reduce driving.
4. Reduce the number of vehicles households at The Point own and foster a **one-car community**.
5. Reduce the amount of **expensive urban parking** needed at The Point.
6. Save families and employees at The Point money by **lowering household transportation costs**.



MaaS + Mobility Package

Operating Models & Vendors

Potential Operating Models at The Point:

1. Partner with regional entity like UTA
2. Acquire MaaS system exclusively for The Point
3. Catalyze the region to adopt connected MaaS system

MaaS vendors:

- Transit App ----- Pittsburgh
- Moovit ----- Toronto, New York's MTA, Madrid
- TIER ----- Paris, Berlin, London, Budapest
- Whim ----- Helsinki, Tokyo
- ReachNow ----- Berlin
- Umo (Cubic) --- Ventura County, Raleigh-Durham, NC





Scenario Development

Scenario Development

Inputs

For each of the five smart mobility program elements developed **Good/Better/Best** scenario options based on:

- Alignment with The Point's overall key vision elements;
- Research into progressive mobility policies being implemented by cities, campuses, and analog developments;
- Analysis and testing of costs and benefits; and
- Outreach to partner agencies, research institutions, and private companies.



Scenario Development

Process

Five Key Program Elements:



Circulator



Micromobility + Active Transportation



Car Share



Mobility Hubs



Mobility as a Service (MaaS)

Scenario Development, Evaluation, and Refinement



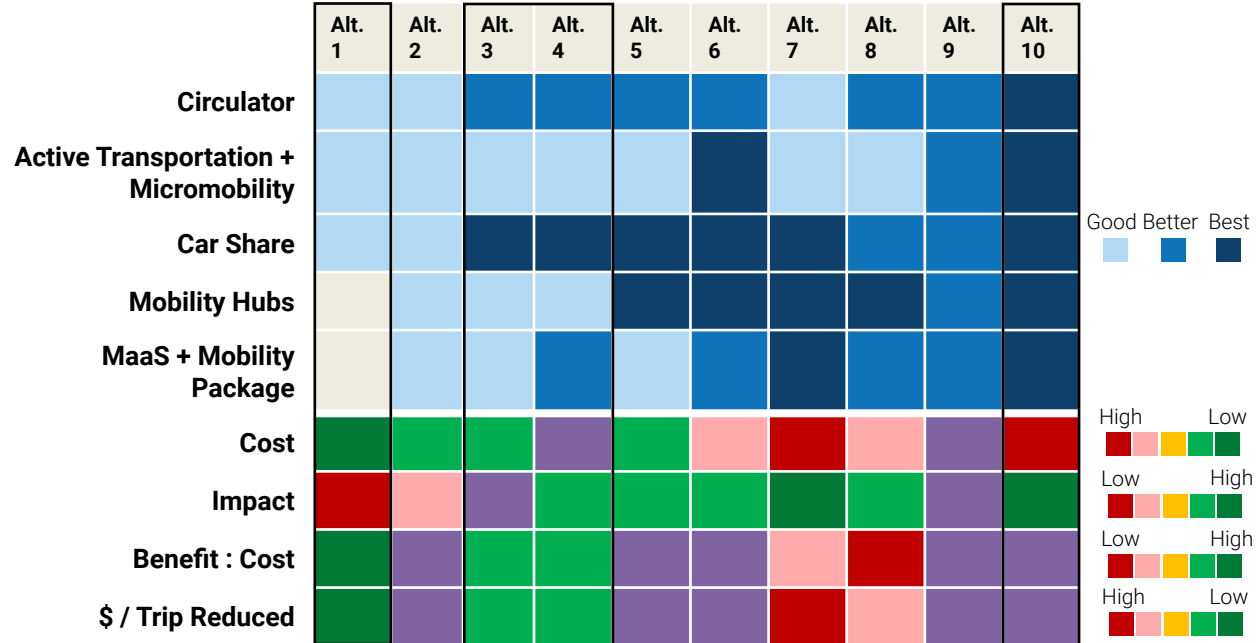
Smart Mobility

Scenario Evaluation Process

Synthesize Good/Better/Best scenarios for each program element and evaluated a range of potential scenarios based on key performance metrics (total annualized cost, total monetized societal impact, benefit : cost ratio, and \$/trip reduce).

Identified four scenarios for more detailed investigation and analysis:

- Two scenarios act as bookends (alt. 1 acts as low-cost scenario, alt. 10 is maximum impact scenario).
- Two scenarios offer best balance of cost and impact (alt. 3 and alt. 4).

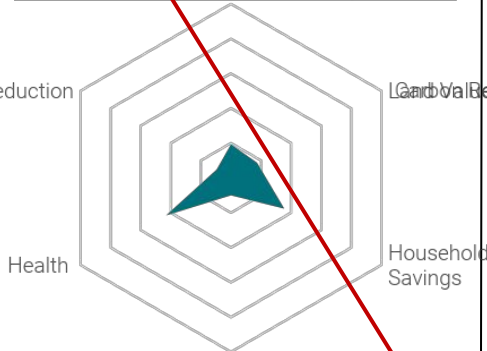


Smart Mobility

Scenario Evaluation Process

Scenario 1 – Low Cost

Car Share	Best
Micromobility + AT	Good
Circulator	Better
Mobility Hubs	None
MaaS + Mobility Subsidy	None



\$1.2 million – Annual Costs
\$20.1 million – Annual Benefits

Costs = Amortized Capital over 20 years + O&M
 Benefits = Parking, Land Value, Congestion, Health, and Household Savings

Scenario 2 – Middle, Cost-Conscious

Car Share	Best
Micromobility + AT	Good
Circulator	Better
Mobility Hubs	Good
MaaS + Mobility Subsidy	Good



\$4.9 million – Annual Costs
\$24.9 million – Annual Benefits

Costs = Amortized Capital over 20 years + O&M
 Benefits = Parking, Land Value, Congestion, Health, and Household Savings

Scenario 3 – Middle, Lean Impact

Car Share	Best
Micromobility + AT	Good
Circulator	Better
Mobility Hubs	Good
MaaS + Mobility Subsidy	Better

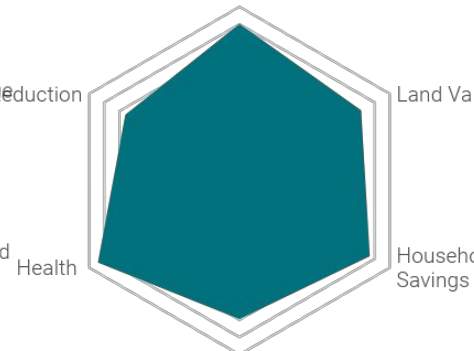


\$8.5 million – Annual Costs
\$29.5 million – Annual Benefits

Costs = Amortized Capital over 20 years + O&M
 Benefits = Parking, Land Value, Congestion, Health, and Household Savings

Scenario 4 – Maximum Impact

Car Share	Best
Micromobility + AT	Best
Circulator	Best
Mobility Hubs	Best
MaaS + Mobility Subsidy	Best+



\$20.8 million – Annual Costs
\$54.6 million – Annual Benefits

Costs = Amortized Capital over 20 years + O&M
 Benefits = Parking, Land Value, Congestion, Health, and Household Savings

Smart Mobility

Recommended Scenario

Circulator



- 2.3-mile route connecting key destinations
- 12 vehicles serve stops every 5 minutes during peak periods and 10 minutes off-peak
- Anticipate operating with a driver but preserving pathway to driverless operations as technology improves
- Estimate 900 – 1,000 riders per day at full buildout

Active Transportation + Micromobility



- Fleet of 150 – 200 shared micromobility vehicles (i.e. electric scooters and bikes)
- 4 shared micromobility vehicles per 1,000 residents/employees
- Combination of design and technology solutions to ensure comfort and safety for all users
- Parking and charging standards for both personal and shared micromobility

Car Share



- Fleet of 100 – 120 shared, electric vehicles
- 16 car shares per 1,000 dwelling units
- Mix of incentives and cost sharing to achieve 100% EV share
- Shared cars located in parking facilities, designated on-street parking spaces, and at mobility hubs

Mobility Hubs



- Hubs at both BRT stations and in district cores enable connections between mobility options along with additional amenities
- 90% of the site is within a 5-minute walk of a larger (regional or district) hub
- Microhubs located within public space at select circulator stops offer smaller set of amenities

Mobility as a Service + Mobility Package



- App for planning, booking, and paying for trips across different transportation options
- Discounted transit passes and free memberships for car share and shared micromobility for residents/employees
- Monthly mobility credit applied to use of sustainable modes
- Estimate >25% of residents/employees actively use program



Smart Mobility

Recommended Scenario—Capital Costs

	Baseline	Increment	Total
Circulator	\$ -	\$ 4,989,489	\$ 4,989,489
Micromobility + Active Transportation	\$ 11,802,026	\$ 2,896,249	\$ 14,698,275
Car Share	\$ -	\$ 747,230	\$ 747,230
Mobility Hubs	\$ -	\$ 11,354,107	\$ 11,354,107
Mobility as a Service + Mobility Package	\$ -	\$ 300,000	\$ 300,000
Total	\$ 11,802,026	\$ 20,287,075	\$ 32,089,101



Additional capital costs over baseline



Total Economic Benefit
(parking and land value savings)



Smart Mobility

How will smart mobility benefit The Point and the region?



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\$16 million
annual household savings
from driving less and
owning fewer cars



The Point of the Mountain





THANK YOU