

Activating Hubbard Marketplace

TRANSITION to Spring

Hubbard Marketplace, a former police and fire station, is now a busy transit hub serving five bus lines in Robbinsdale.

In March of 2019, Hennepin County partnered with the City of Robbinsdale and the Musicant Group to activate Hubbard Marketplace to conduct community engagement activities to better understand the current and potential use for the space and create strong connections between transit, active living in all seasons, and small businesses.



Engaging community

Project partners welcomed over 100 riders into the space and surveyed over 60 transit riders about their experience using Hubbard Marketplace. TRANSITION to Spring conducted two separate engagement events of the weekends of March 16th and March 23rd.

- On each Friday, project partners engaged with transit riders to learn more about their current experience waiting for the bus at Hubbard Marketplace and how it could be better.
- On each Saturday, the focus switched to potential transit users with an event that featured music, art, local organizations, and other activities that promoted transit – while connecting people to Robbinsdale’s nearby walkable downtown.
- Both days allowed partners to study patterns, flow and activity in the space, as well as evaluate potential improvements.

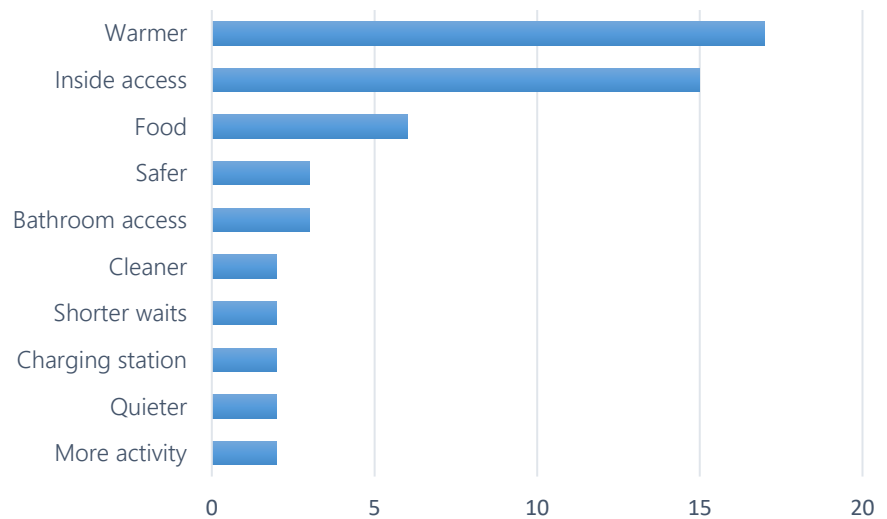


Transit user survey results

Through the engagement with riders, we learned that:

- Robbinsdale residents make up only 26% of transit riders.
- The other 74% of users are mostly from immediately adjacent communities.
- The majority of riders are transferring to another bus at Hubbard Marketplace and arrived on another bus (78.4%). 13.7% walked to the site.
- Among the top requests from riders to improve their wait were warmth and the ability to wait inside.

What would make your experience at Hubbard Marketplace better?



Recommendations

Hubbard Marketplace is a unique building at a prime location in downtown Robbinsdale. The excitement generated by TRANSITION to Spring by community leaders, residents, businesses, transit riders, and other stakeholders, are an early step to creating a vibrant public space that supports active transportation and transit in downtown Robbinsdale.

Learned lessons from activating Hubbard Marketplace and engaging transit users can be applied here and to other transit hubs:

- Because Hubbard Marketplace serves as a transfer facility, many users have long wait times for their bus – sometimes up to 45 minutes. Users cited improved and more comfortable seating, protection from the elements, and the ability to warm up in the winter as things that would improve their experience.
- Orientation of the building and site lines make a difference, both while waiting for the bus and for encouraging active living. Riders want good site lines from the places that they are sitting and waiting to the areas where buses are pulling up and to NexTrip signs. Also, orientation that provides a visual connection to walkable destinations would benefit riders who may want to complete errands or visit downtown businesses while waiting for a transfer.
- Long wait times at transfer facilities, like Hubbard Marketplace, also provide opportunities to conduct outreach and provide services for riders. Services can focus on public health interventions, financial supports, or other needed services.



Funding for this project was provided from the Minnesota Department of Health through the Statewide Health Improvement Partnership (SHIP). SHIP supports community-driven solutions to expand opportunities for active living, healthy eating and commercial tobacco-free living.