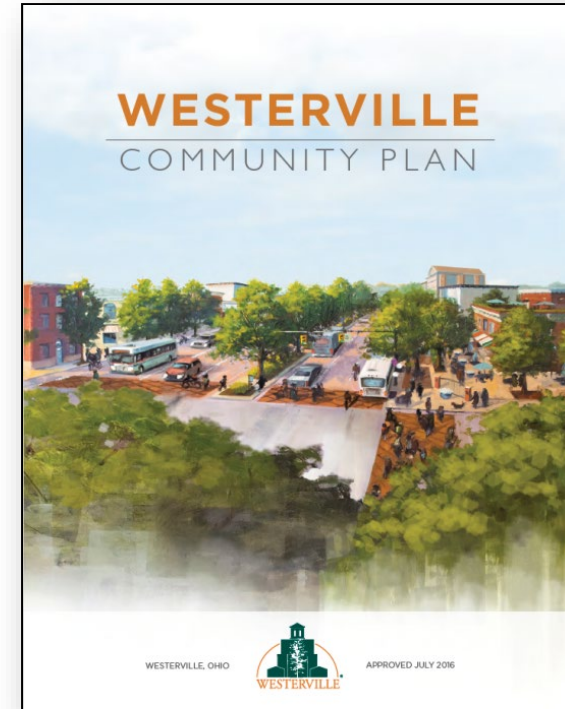

W *Strategic Mobility Plan* → ESTERVILLE



Why a Mobility Plan?

Westerville Community Plan (2017) Ch. 3 :

- A transportation system built in context
- Walking and cycling system
- Increase public transit use as a choice
- Smart parking policies
- Improve freight movement



Why a Mobility Plan?

What is 'built in context'?

- ❑ The transportation system is the 'bones' of how a city works
- ❑ Every community is different – understanding this community's needs –cause & effects
- ❑ This community is part of a larger region
- ❑ Adding more lanes does not ease congestion
- ❑ Public investment looks for best ways to make a system EFFICIENT and EQUITABLE.



These combine to create a complete transportation system



ROADWAY



BIKING



TRANSIT



FREIGHT



PEDESTRIAN

How was the plan developed?

- Existing Conditions & Mobility Enhancements
- Community & Stakeholder Outreach
- Framework Plans
- Recommended Strategic Investments
- Strategic Locations
- Further Community Outreach



Existing Conditions

- ❑ 40,000 residents
- ❑ 71,000 jobs
- ❑ Older residents = 30% of population
- ❑ 14,250 WCSD students
- ❑ 3,000 Otterbein University students
- ❑ Great bicycle connectivity!



Commuting Trends



Source: LEHD OnTheMap (2015 US Census Data)

Alternative Modes of Travel



Less than **3%** of the population
WALKS OR BIKES on a daily basis
and are primarily for recreational
purposes.

Public Transit

Less than **1%** of Westerville USES PUBLIC TRANSIT to go to work daily.

Public Transit Map



Mobility Enhancements

- ❑ Smart Signal Systems
- ❑ Alternative Intersections
- ❑ Protected bike lanes
- ❑ High visibility crosswalks
- ❑ Improved transit access



- ❑ Loading zones & rideshare pick up/drop off
- ❑ Mobility Hubs



Community & Stakeholder Engagement

- City Staff
- Westerville City Schools
- COTA
- Otterbein University
- MORPC
- Regional Partners
- Local Business Owners
- Residents



Recommended Strategic Investments

Strategies developed for all modes

- ❑ Short term (1-5 yrs); Long term (5 yrs+); continuous
- ❑ Resource \$\$
- ❑ Used the public process to recommend priorities using a survey and open house



Overall Mobility Strategies

- Adopt a Vision Zero Policy
- Focus on Mobility Education and Outreach
- Promote Equitable Access to Mobility through Complete Streets
- Promote First/Last Mile Strategies
- Prioritize Access to Greenways and Parks



Mode Focused Strategies

- **Roadway:** Signal Timing & Technology, Promoting Alternative Commuting, Consider Mobility & Land Use Decisions Together, Integrate EV Infrastructure
- **Biking:** More Dedicated & Protected Bike Lanes, Shared Mobility with Bikes & Scooters, Bike Benefits Program
- **Pedestrian:** Enhance Pedestrian Crossings, Improve Comfort Levels, Safer Routes to Schools

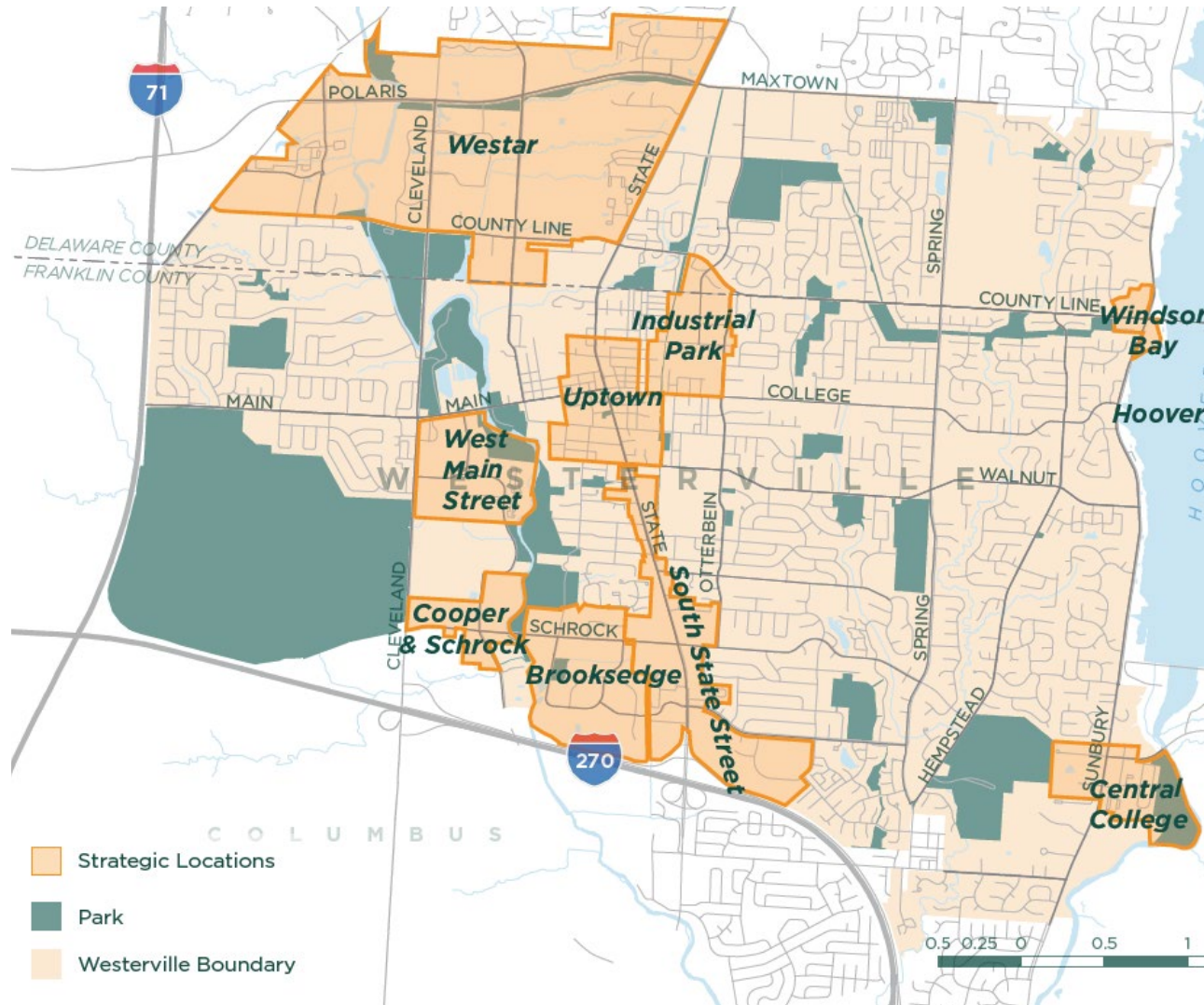


Mode Focused Strategies, cont.

- **Transit:** Investigate Microtransit services, Prioritize mobility connections with development, Plan for New Technology (AV/CV)
- **Freight:** Discourage truck travel through Uptown, Dynamic Uptown Loading Zones (combination zones), Prepare for E-commerce delivery changes



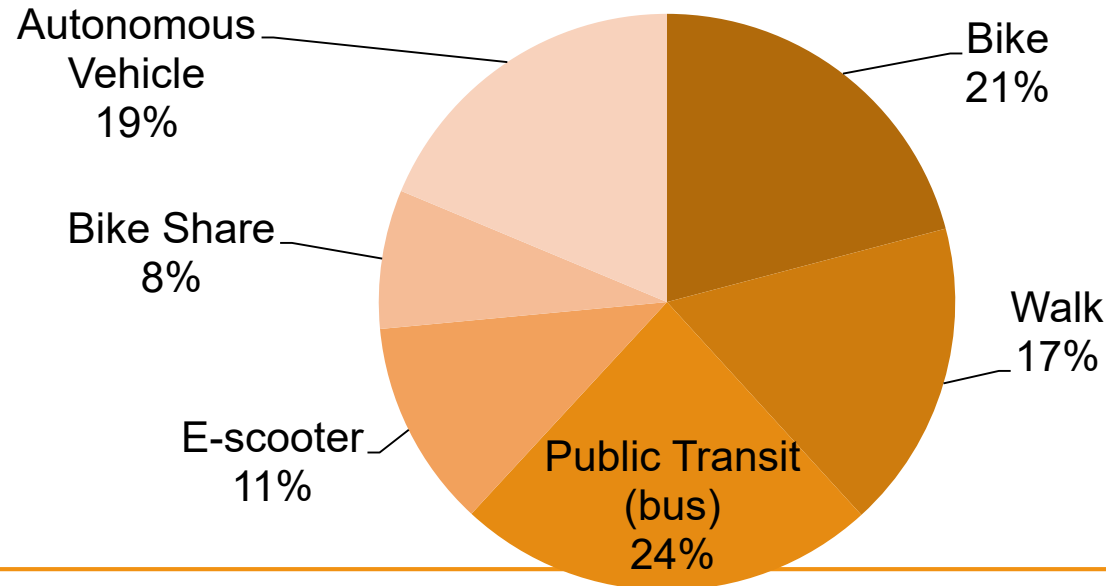
Strategic Locations



Additional Community Outreach

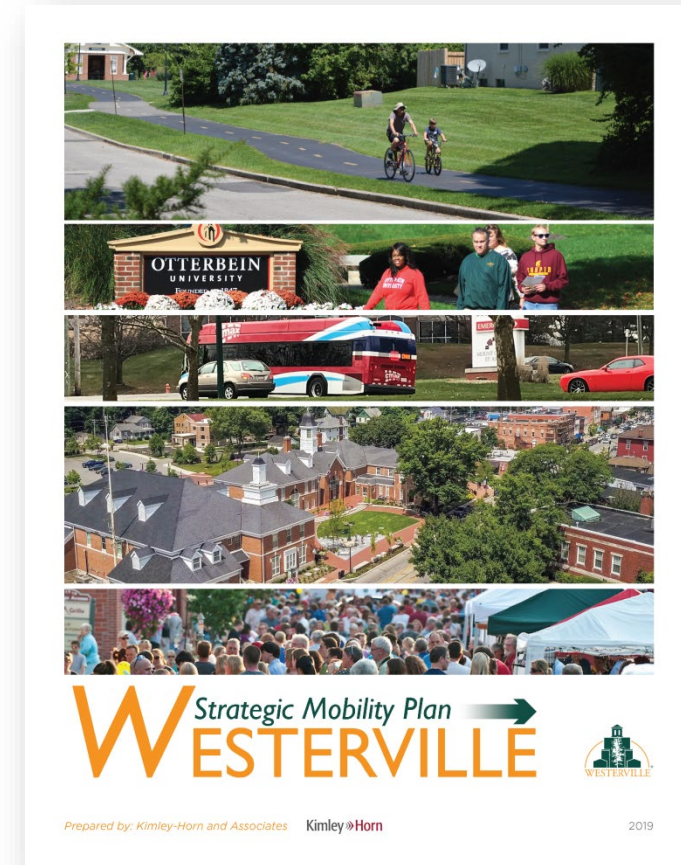
- Resident Online Survey (608 respondents)
- Fourth Friday Table
- Farmer's Market
- Open House

In the future, are there methods with which you wish to travel, but currently don't? (Select all that apply.)



Next Steps

- Wrapping up Mobility Plan Revisions & Final Comments (completed Jan. 2020)
- Presented to Planning Commission (Jan. 2020)
- Approved by Council (March 2020)



Thank You!

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MOVING *FORWARD*

Shaping the future of mobility in Westerville.