

PHASE II ACTION CIRCLE: Transportation

Appendix 2: Detailed Discussion of Actions

ACTION 1: Increase Community Awareness and Involvement

This is our top priority for sustainable transportation. All efforts to preserve Portsmouth's historic character, minimize adverse environmental impacts, and provide safe, convenient access to a thriving economy depend on community involvement.

Government leadership is aware that constituents want a walkable Portsmouth and a transportation system that is balanced rather than devoted to automobiles (see Portsmouth Master Plan, p. 43). However, the will to take the actions necessary, including some loss of convenience, is not present in either leadership or the general population. Therefore, educational outreach to the community must occur to create the support necessary to attain our vision. We must reach out to the business, arts, sports, governmental, non-profit, retirement, and educational communities. Community members' involvement will allow community leaders to make the choices that lead to increased fuel independence and reduced carbon emissions (Governor's Climate Action Plan), and the balanced transportation system identified as a desired goal.

A. Develop effective public participation at key stages of transportation planning and decision making by creating Sustainable Transport Citizens' Action 101 course.

1. Actions - First establish an Implementation Task Force to:

- a. Collaborate with city county and regional planners to prepare a Decision Process Blueprint (DPB) for each gov't level.
- b. Research and prepare a video presentation about sustainable transportation benefits using Green Start's "Field to Fuel" presentation as starting point.
- c. Prepare a video/slide presentation/demonstration using a sustainable transport issue as example
- d. Post the DPBs and video on city website and on Sustainable Portsmouth website also provide to Library.
- e. Persuade Chamber of Commerce and other civic NGOs to present the DPBs and video to members.

2. Linked to Core Plans

- a. Governor's Climate Action Plan (GCAP) - Principle 6, p. 17: engage the public to take action,

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Overarching Strategy 10: develop an integrated education, outreach and workforce training program to engage residents, students, businesses, and industry partnering on existing educational organizations including K-12 schools, museums, science centers, etc. The GCAP is supposed to identify a working group and work with existing programs and initiate implementation in 2010.

b. Portsmouth Master Plan (PMP) - Goal T-1: "Improve public awareness of transportation options." T-1.5"Undertake a public relations and marketing effort with other public and private partners to inform and motivate residents about transportation options to the automobile throughout the City."

3. Other groups: NH Carbon Challenge, CA-CP, UNH Cooperative Extension, Seacoast MPO, Greater Portsmouth Transportation Management Association, City Transportation committee.

4. **Indicators:** number of citizens attending Transportation Committee planning meetings now (using minutes of past meetings); number of times sustainable transport subject is raised at all city planning meetings (City Council, et al.). Measure again in 2 years.

B. Annual Campaign to Walk/Bike/Transit to Sustainability Fair

1. Actions

- a. Participate in Sustainability Fair planning to insure a campaign to walk/bike/transit to fair
- b. Make sure Walk/bike/transit to the Fair campaign is part of all PR and registration forms.

2. Linked to Core Plans

- a. Governor's Climate Action Plan (GCAP) - Overarching Strategy 6 Reduce Vehicle Miles Traveled, and Strategy 10 : Trip reduction initiative, Goal T-2A1. Governor's Climate Action Plan (GCAP)- Principle 6, p. 17: engage the public to take action,
- b. Portsmouth Master Plan (PMP) - Goal T-1: "Improve public awareness of transportation options." T-1.5"Undertake a public relations and marketing effort with other public and private partners to inform and motivate residents about transportation options to the automobile throughout the City."

3. Other groups: Sustainability Fair Planning Group, biking groups,

4. Indicators: fewer parking problems and more bikers, pedestrians at fair, data taken annually

C. Annual Sustainable Transportation Forum at Fair

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1. Actions

- a. Recruit volunteers to participate in Sustainability Fair planning to ensure Transportation Forum is included.
- b. Obtain guest speakers, equipment etc as necessary for follow-through.

2. Linked to Core Plans

a. Governor's Climate Action Plan (GCAP) - Overarching Strategy 10: develop an integrated education, outreach and workforce training program to engage residents, students, businesses, and industry.

b. Portsmouth Master Plan (PMP) - Goal T-1: "Improve public awareness of transportation options." T-1.5"Undertake a public relations and marketing effort with other public and private partners to inform and motivate residents about transportation options to the automobile throughout the City."

3. **Other groups:** NH Carbon Challenge, CA-CP, UNH Cooperative Extension, Green Start, Seacoast MPO, Greater Portsmouth Transportation Management Association, City Transportation committee, private transport companies, Chamber of Commerce,

4. **Indicators:** Form presented in 2010 and beyond.

D. Partner with School Dept. K-12

1. Actions

- a. Send letter to all teachers indicating interest in presenting sustainable transport program.
- b. Establish K-12 sustainable Transport Working Group to follow through for at least one presentation in the current school year--either at school or Library.
- c. Utilize Green Start's Field to Fuel Curriculum as initial point/inspiration.

2. Linked to Core Plans

Governor's Climate Action Plan (GCAP)- Overarching Strategy 10: develop an integrated education, outreach and workforce training program to engage residents, students, businesses, and industry partnering on existing educational organizations including K-12 schools

c. Portsmouth Master Plan (PMP) - Goal T-1: "Improve public awareness of transportation options." Goal T-1.5"Undertake a public relations and marketing effort with other public and private partners to inform and motivate residents about transportation options to the automobile

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throughout the City.”

3. **Other groups:** NH Carbon Challenge, CA-CP, Green Start, UNH Cooperative Extension, Seacoast MPO, Greater Portsmouth Transportation Management Association, City Transportation committee, City Council, School Board members, School teachers, Public Library Personnel.
4. **Indicators:** performance of at least one presentation in 2010, more in following years.

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ACTION 2: Improve Integrated Planning

I. Improve Integrated Planning

Integrated transportation planning, which considers land use, energy, environment, and health implications of transportation, is critical if transportation is to foster rather than harm sustainability. For transportation to become more sustainable, planning must transit, walking, and biking, along with driving, as part of an overall system, at local as well as regional scales, and over a long time horizon, instead of as one-off individual decisions, often too late to consider sustainability. Portsmouth's citizens and stakeholders must be at the table when transportation is planned -- at city as well as at regional and state levels -- to advocate for sustainable transportation as described in this plan's vision. The following actions will support more integrated planning.

A. City of Portsmouth: Citizens, business representatives, and other stakeholders need to actively participate in local planning to ensure that staff, departments, and committees, whether directly responsible for transportation (e.g., planning, public works, traffic, and parking) or indirectly related (e.g., Peirce Island, economic development, schools, and housing) work to improve sustainability in all transportation decisions.

- a. Support implementation of the transportation recommendations of the Master Plan, and related corridor plans.
- b. Work with the city to include sustainability elements in job descriptions with incentives for performance that promotes sustainability.
- c. Maintain and expand support for COAST as a regional transit provider, including for access to regional transit -- C&J and the Downeaster.
- d. Consider creation of a new city transportation committee or sub-committee (e.g., transportation sub-committee for Sustainability Committee) to increase the city's focus on transportation and sustainability. Encourage the Council to appoint citizens to committees who can advocate for sustainable transportation (as members or liaisons).
- e. Immediately form an ad hoc citizens group on sustainable transportation, either under the Piscataqua Sustainability Initiative or the Sustainability Committee.

C. Regional Level: encourage consideration of sustainable transportation by the Seacoast Metropolitan Planning Organization (MPO) and the NH Department of Transportation at

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all stages of their planning process – strategic/long range plans, land use/transportation plans, public involvement, and project selection.

- a. Advocate for more active public involvement in support of regional sustainability through committee membership and public participation at all planning stages.
 - b. Encourage the Portsmouth Council to appoint representatives to the MPO Board and committees who will pursue sustainable transportation goals.
 - c. Communicate with Portsmouth elected officials and other representatives at regional and statewide levels about the importance of sustainable transportation; provide a briefing on this plan and invite elected officials and city/MPO staff to participate in the Sustainability Fair transportation forum, which will cover integrated planning.
- D. Accurate and complete data on all modes (transit, walking, and biking as well as auto) are essential for informed choices on more sustainable transportation.
- a. The city, working with the MPO, should routinely collect information on all types of travel, both to plan new projects, but also to monitor travel and plan adjustments.
 - b. In addition, the city and MPO must routinely collect data or estimate indicators to derive physical activity from walking and biking, and estimation of energy use, air pollution, and carbon emissions from travel.
 - c. Portsmouth representatives and public participants should encourage the MPO to routinely invest in collection of data on sustainable travel, as described above.
 - d. The city should use of volunteers, including those involved in data collection.
 - e. The city and the MPO should collaborate to produce an annual report of sustainability indicators for the community – clearly indicating when there is progress or needed improvement.
- E. Indicators for this action:
- a. Formation of formal and informal groups committed to sustainable transportation;
 - b. Increased public participation in support of sustainable transportation at city and MPO levels;
 - c. Monitoring of community involvement by ad hoc committee, which can act to encourage greater participation.
 - d. Integrated planning also advances core sustainability goals, with success measured using the overall indicators, as identified in the indicators section.

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ACTION 3: PROVIDE ATTRACTIVE ALTERNATIVES TO AUTOMOBILES

Provide attractive alternatives to the single occupant automobile

The single occupant automobile is the dominant mode of transportation in Portsmouth, with limited availability of attractive, safe, and affordable alternatives, including transit, walking, and biking. Without reduction of automobile use, Aims 3 – 5 of the Sustainable Transportation Vision will not be realized, i.e., we will not minimize environmental impact on our community, we will not promote safety and health, and we will not support a walkable/bikeable community. Therefore, our task supports affordable, convenient, and safe alternatives to the single occupant car for residents and visitors through:

- a. Improved public transit
- b. improved walking and biking facilities
- c. a range of complementary strategies

The actions that follow will be supported by better informed, active, and continuous community participation in transportation planning at city, regional, and statewide levels to advocate for more sustainable transportation, as described in Actions 1 and 3. The philosophy is that the “whole is greater than the sum of its parts” for transportation choices that compete with the status quo of reliance on cars. Expanded and more convenient transit, safer walking and biking, and other strategies, including satellite parking, teleworking, car and bike sharing, and car and vanpools have the potential ride sharing to reduce vehicle miles traveled (and traffic delays, energy use, and carbon emissions). In combination, these alternatives can provide a “tipping point” where individuals and households in Portsmouth may choose to own fewer cars, realize significant savings, and enhance sustainability. Visitors will also choose from attractive alternatives and reduce their miles of car use.

A. Support and improve public transit

GENERAL DESCRIPTION

To achieve the overall vision described for a sustainable transportation system in Portsmouth, residents and visitors must be able to satisfy a significant share of their daily transportation needs without using private automobiles. A key enabling action to achieve this vision is to improve the availability and effectiveness of public transit both within the city and in the surrounding region.

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Different kinds of travel require different kinds of transit. A balanced transportation system will require convenient linkages among travel modes. In-town travelers need access to circulator transit services to provide access to key Portsmouth destinations and a network of satellite parking areas. Travelers to nearby towns and regional destinations need access to improved regional transit options from COAST and Wildcat; intercity travelers and commuters need access to appropriate bus and/or passenger rail services to destinations such as Boston, Portland, Manchester and Concord.

Transit improvements will not succeed in a vacuum. Transit must be accompanied with parallel changes in transportation and land use as described elsewhere in this report:

- Transit supportive land use policy: destinations located closer to where people live or work;
- Bicycle and pedestrian access: providing facilities in more places, allowing safe and convenient access on foot and/or by bicycle;
- Integrated parking policy: limit and price parking to discourage an auto-centric city center, and provide convenient, linked transit services to satellite parking;
- Encourage the public embrace of transit and other alternative modes: use public education and outreach to explain the connection between sustainability and a balanced transportation system – and the need to both support and use that system! As described in Actions 2 and 3, to improve sustainability, well informed community members must actively participate in the planning process.

It cannot be done all at once: Transit is expensive and requires significant and sustained public subsidy. To gain support it must be demonstrated to be well used. Therefore, we should start by focusing efforts to improve transit services in key transportation corridors where parallel investments in bicycle, pedestrian, parking and land use become mutually supportive. We can build from those successes to a larger system over the five year horizon of this plan, and then longer term, to consider a range of more ambitious options.

SPECIFIC ACTIONS

1. Support and Improve the Transit we have:

- Increase the frequency and coverage of service of COAST (including Portsmouth Trolley) and Wildcat, especially in key transportation corridors;

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- Integrate transit services and/or establish in-town circulator services with satellite parking;
 - Expand regional transit services to better service major employer sites: Pease, the Naval Shipyard, the Hospital;
 - Improve access to the Portsmouth Transportation Center at Pease by pushing intercity bus operators to provide service to the downtown, links via COAST, bikeway access, and reliable high priority parking for commuters.
2. **Focus transit improvements in key transportation “demonstration” corridors (e.g. Woodbury Ave; Middle/Route 1; Islington, others?) and integrate with :**
- Safe transit stops;
 - Integrated satellite parking
 - Bicycle routes and sidewalks
 - Way-finding signage
 - Marketing and advertising
 - “Transit trails” (Bill H. – can you fill this in?).
3. **Think and act intermodally**
- Provide transit links at satellite parking;
 - Safe pedestrian facilities and pathways at transit destinations
 - Deploy bicycle rack on street, on busses, and at transit stops;
 - Think from a “car-less” mindset for good user oriented design.
4. **Encourage and prioritize transit oriented development (TOD)**
- Integrate with City master plan and zoning;
 - Create incentives for TOD in the transportation demonstration corridors;
 - Locate workforce housing with good access to transit.
5. **Support stable, adequate funding for transit**
- Local funding from parking enterprise fund and local option fee (car registration) and development impact fees;
 - Federal capital and operating support through MPO;

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- Enhanced transit services at transit oriented development funded through impact fees or TIF; consider new federal funding sources for Livable Communities.
- 6. Begin long term planning now – involve the community in considering an ambitious future role for regional transit, anticipating severe limitations on fossil fuels and carbon emissions:**
- Future passenger rail service, linked to the Downeaster, on the Portsmouth/Rockingham Branch
 - i. Locate station sites;
 - ii. Designate for transit oriented development
 - iii. Work with Pan Am and MPO to facilitate project and identify funding
 - iv. A possible pilot 3 mile shuttle on a bi-modal vehicle from Market Square to Woodbury, continuing to satellite parking near Traffic Circle/Bypass, exit tracks to stop at Hospital, end at C&J, and return.
 - 9.7 mile perpetual loop starting as above then continuing from C&J through Pease points, on to Fox Run Mall and using existing tracks from Gosling Rd to Port Authority completing the loop at Market Square.
 - Inter-City Routing: satellite parking at Breakfast Hill Commons in North Hampton at intersection of tracks and US Route One.
 - Existing tracks can provide transit from Portsmouth to Exeter Northeaster station; a bus route may then be plausible from Exeter to Boston-Manchester Regional Airport.

INDICATORS

1. Collect and monitor ridership and route productivity measures from transit operators (COAST, Wildcat, C&J)
2. Periodically measure the % of city residents within ½ miles of transit route;
3. Monitor and track city and non-city spending on transit services;
4. Measure and compare travel time and convenience on key routes compared to private auto use.

F. Support and Improve Walking and Biking

Vulnerable road users are the focus of this action. Portsmouth streets are currently designed and maintained primarily with the motorist in mind, i.e., how to get the motorist through Portsmouth as

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quickly as possible and how to accommodate his or her parked car. Streets should be for everyone – walkers, bicyclists, young and elderly, those with walkers and wheelchairs, and motorists. Improving safety, convenience and aesthetics for walkers and bicyclists are the primary considerations in the following actions.

Community involvement will occur primarily through active and informed participation by residents and stakeholders to support these actions at city and regional transportation meetings (see Action 1), and by notifying appropriate city authorities when safety issues arise. There are, however, actions the community and businesses can take on directly, such as keeping sidewalks clean of trash and pet waste and shoveling walkways in front of businesses and homes.

1) General actions toward a Walkable/Bikeable Portsmouth

- a. Routine maintenance of existing infrastructure:
 - i. repair sidewalks and bicycle lanes
 - ii. maintain clean and safe sidewalks and bicycle lanes -- residents and businesses should make special efforts to keep the sidewalks in front of their homes/places of business clear of snow, trash, pet waste and other possible impediments to those on foot
- b. Planned infrastructure – improved safety:
 - i. reduce car speed through traffic calming devices, such as speed tables and lowered speed limits
 - ii. add more striped, designated, and reserved bicycle lanes
 - iii. improve the quality of connections to the East Coast greenway (multi-state bicycle route)
 - iv. improve lighting and signage on designated walking and bicycle routes
 - v. expand police patrol to enforce safety on designated walking and bicycle routes
- c. Planned infrastructure – improved convenience and aesthetics:
 - i. add bicycle racks at parks, businesses, shopping areas, and parking lots
 - ii. develop bike sharing program, possibly in combination with other actions (satellite parking, improved transit, car sharing, etc.)
 - iii. plant and maintain aesthetically pleasing local vegetation along walking routes, sidewalks
 - iv. target areas in and around Portsmouth

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1. Downtown – expand pedestrian zones with planned expanded use of facilities (cafes, parks, etc.)
2. Priority corridors – Market Street Extension, Islington, Woodbury, Route 33, and Route 1.

e. Partnering with:

- i. economic development and land use/zoning staff and committees to encourage new businesses and other high volume developments to locate in areas that are already accessible by transit, walkable, and bikeable.
- ii. The schools to enhance Safe Routes to School (walking and biking) and similar initiatives to encourage students to walk and bike for health and environmental reasons; link to education and outreach initiatives
- iii. Pease Development Authority, the Naval Shipyard, Newington shopping centers, UNH, the Chamber of Commerce, Seacoast Local, Green Alliance, and other regional business, public sector, and advocacy group partners to support greater reliance on transit, walking, and biking, and consideration of sustainable transportation in all new projects.

f. Develop materials to demonstrate the sustainability benefits of transportation alternatives in combination (see Actions 1 and 3).

2) Link to Core Plans

- a. Governor’s Climate Action Plan (GCAP) – Action 6, p. 22 and Overarching Strategy 6, p. 52: Reduce vehicle-miles traveled through an integrated multi-modal system. Specific recommended actions include: improve and expand bicycle and pedestrian infrastructure.
- b. Portsmouth Master Plan (PMP) – Goal T-1 Objective: Ensure that all transportation projects in Portsmouth provide for full consideration of all modes (automobile, truck, bicycle, pedestrian, transit) in their design, as appropriate. Strategy T-1.5. Goal T-3: Create and promote alternatives to single-occupancy motor vehicles in the City. Strategies T-3.1 – T-3.9. Goal T-4: Provide for safe and convenient bicycle and pedestrian circulation throughout the City. Strategies T-4.1 – T-4.7.

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G. **Promote other strategies to create a family of alternatives to auto travel**

Participants in future sustainable transportation committees (see Actions 1 and 3) will develop study papers on applicability of the following strategies to Portsmouth and the Seacoast, including costs, roles and responsibilities, and benefits in terms sustainability outcomes. Rely on documented examples of results in similar communities. If possible, these papers can be developed in partnership with city and MPO staff and interested committees, or the results can be reported to these entities.

- 1) Ride sharing –, through expansion of current car pool and van pool matching by the state and other regional organizations, through use of new social media.
- 2) Car sharing -- through commercial groups such as ZipCar. A variety of cars are available to members for hourly/daily use; complements use of transit and walking/biking to allow reduction in car ownership. (see Boston, San Francisco, etc.)
- 3) Bike sharing – centralized location for bikes available for use by the hour; attractive for residents, visitors and employees on short work trips. Typically a public-private partnership. (see D.C., Paris, Oslo, and Copenhagen).
- 4) Telecommuting/teleworking – formalized agreements between employers and employees to work at home or in satellite locations on a regular basis (e.g., one or two days per week.
- 5) Transit benefits – availability of a tax deduction on federal taxes for employers to provide up to \$230 per month to employees who use transit or ride share instead of driving and using free parking. Explore ideas to provide similar benefits for bicycling (see Marin County example). Land Use (housing and jobs closer together)
- 6) Green Commute Week and other outreach – publicize and support numerous community outreach activities to encourage walking and biking; consider benefits of expanding these programs.

Indicators (see indicators section for overall sustainability indicators)

See Action 3 for on-going data collection, use of citizen volunteers, collaboration with the MPO, etc.

Transit indicators

- Transit share of trips (percent and total)

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- Passengers and passenger miles
- Bike rack usage at transit stops and on buses

Cycling Indicators (collect routinely to establish data basis for decisions – see Action 3)

- Cycling share of trips (percent and total)
- Increase in count of bicycles in existing racks.
- Visual count of increase in non-recreational bicyclists.
- More available car parking spots.
- Increase in number of students and staff biking to school.
- Number of businesses offering incentives to employees who commute by bike to work

Walking Indicators (collect routinely – see Action 3)

- Walking share of trips (percent and total)
- Number of places the average citizen can walk to or from (focus on key destinations – work centers, schools, cultural facilities, recreation, grocery stores, subsidized affordable/workforce housing, shelters, etc.)
- Visual count of pedestrians on City sidewalks
- Pedestrian connectivity of roads in City
- Condition of sidewalks (including in winter and obstructions for disabled population)

For all alternatives

- Annual survey of users (trip purpose, whether replaces a car trip, income, age, etc.)

ACTION 4: Parking

Parking Main Points:

- Our goal is to accommodate people, not cars.
- Parking is one part of a balanced and systematic approach to transportation. Parking is located and priced to contribute to a balanced transportation *system (transit, bike, ped, and other initiatives)*
- Parking accommodates community values, design, and planned growth.
- Portsmouth is recognized as a Walking City – key to our unique character.
- A “park once” philosophy for managing parking will reduce traffic and emissions.

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- Parking investment will be based on community principles rather than developer preferences -- in a *demand managed* framework.
- Explore creative approaches to parking, including feasibility of transit links to satellite parking.

Residents will support public and private efforts to manage parking in a comprehensive, financially self-sustaining and context-sensitive system. Parking will be seen as one necessary and inter-connected component of a balanced transportation system that includes transit, walking, biking, and driving. We will balance parking convenience with overriding goals of creating a walkable, safe, sustainable and vibrant community which values green space and sense of place and limits the use of scarce space, particularly in the center city, for surface parking.

Relevance

- Public policies and private parking accommodation affect land use, tax revenue, access to opportunities, traffic delays, emissions, runoff, and energy consumption.
- *What we build affects how we live...* Free or subsidized parking and ample supply encourages driving relative to alternatives – and has significant impact on quality of life.
- *Our choices* to drive and park without a balance of use of alternatives – walking, biking, or taking transit -- adversely affect sustainability.
- Tourists visit the character of Portsmouth’s community, including green spaces. Parking, including use of scarce land, must be carefully managed.
- Ease of access to downtown must focus on accommodating people first, rather than cars.

Actions – as a Sustainable Community, community members will encourage/support

- efforts to accommodate quality infrastructure for walking, biking and transit access *as a means of affecting parking demand*;
- attractive alternatives to allow reductions in use of single occupancy vehicles – reflecting our shared community goals, including sustainability;
- a “*park once*” philosophy, using sign on location of parking and maps to reduce unnecessary parking searches and traffic;
- *Manage parking to reinforce Portsmouth’s character as a walking community*;

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- market-based pricing systems and technologies *which maximize the efficiency of existing parking* and increase system funding to be applied to the transportation system itself – funding parking but also contributing to expanded use of transit, walking, and biking;
- Flexible incentives that employers and businesses can use to provide incentives for alternatives to free parking, including reimbursement of transit costs, thereby reducing the need for costly parking facilities;
- enforcement that is professional, equitable, fair and consistent;
- encouragement of businesses and tourist venues that demonstrate best practices that approach parking as part of a balanced transportation system, and support of sustainability – as *a community and business norm*;
- lot owners that permit shared lot use during evenings and holidays and maintain well designed and landscaped lots;
- the DOT, city, and businesses to partner to develop convenient satellite lots with transit, bike and pedestrian connections, reducing traffic, particularly in the center;
- investment of parking revenues in infrastructure that reduces parking demand, including bike facilities, transit service and expanded safe walking zones.

Indicators – as a community, we will make principled, data driven decisions. The following measures will be accessed by community participants in the planning process to support a greater level of understanding in decisions related to parking and sustainable transportation.

To do so, the city and land owners will be encouraged to:

- track parking utilization (not just quantity) with a goal of reducing use of scarce land and costly expansion -- decisions will be based on indicators that compare parking supply to residential units, business square feet, or other metrics;
- set benchmarks that tie parking expansion to taxable building expansion setting maximum parking to developed land ratios;
- pursue strategies that to tie parking rates to peak hours, variable price locations etc, to affect demand and maximize system investment, using currently available parking technology. These strategies might be coordinated with peak transit fares and access to satellite lots;
- monitor neighborhood parking issues, ensure that residents have equitable access to parking supply, possibly with residents' stickers.

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PROOF OF CONCEPT

Demonstration Project: Woodbury Pilot

We propose undertaking a demonstration project that would enable us to demonstrate some of the ideas we are proposing, capitalizing on the opportunity of the soon-to-be created softball field at the intersection of Woodbury Avenue and Market Street (site of the former school). Woodbury Avenue (from Market Street extension to the Bartlett/Islington street area) is an example of a major travel corridor, a gateway into the City and a connector that serves neighborhoods, office centers, retail, and services which has recently undergone bike-ped and traffic calming roadway improvements. At the northern end of the corridor, there are connections to the Coast system. At the southern end of Woodbury there are connections to major bike routes.

The proposed new softball field (completion Spring 2011) will bring increased activity to the northern end of the Corridor, especially during the summer months. The area is served by an active neighborhood association which has advocated traffic reduction.

Objectives:

The objectives of the Woodbury Pilot would be to use education and design strategies to:

- a. encourages use of bike-ped transport to the new softball field from other parts of the City and from remote users (via satellite lots);
- b. encourages use of Woodbury bike-ped amenities (including on the part of neighborhood residents) in favor of cars for multiple travel purposes, including school attendance and work.
- c. strengthen broad citizen/neighborhood advocacy for bike-ped amenities; and
- d. reduce car/truck traffic on Woodbury

Actions:

General

1. Obtain baseline measures of bike-ped-car traffic on corridor as well as neighborhood attitude toward personal use of transportation (see below). Identify perceived barriers to reduced use of cars.

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2. Identify/work with advocates for bike-ped-public transportation within neighborhood association.

3. Work with New Franklin Safe Routes to School subcommittee to promote mutual goals.

Ball field

4. Advocate for bike-ped/public transport amenities (including route signage, lights, etc.) in design of softball field complex.

5. Develop/implement public relations campaign to encourage bike-ped/public travel as well as carpooling to recreational facilities, including new softball field. Reward/recognize bike-ped travel on ongoing basis throughout season (e.g., eligibility for give-aways).

Neighborhood

6. Explore need for/viability of additional COAST stop on Woodbury Avenue.

7. Explore options that would enable neighborhood residents to reduce the number of cars per household, e.g., concept of neighborhood on-call car service.

Indicators

- Number of ball field users who arrive by other means than in single cars compared to patterns at other recreation fields.
- Presence/engagement of advocates during permitting of ball field.
- Reduction in use of cars by neighborhood residents for multiple purposes