

December 18, 2023



Draft Strategies

Mobility Action Plan

Working Group Meeting

City of Worcester, Nelson\Nygaard



Participation

Purpose: to review a list of draft strategies and draft vision mobility network map with working group members.

Invited Participants: Working Group members were invited as topic area experts able to advise and support the consultant team on more technical aspects of the plan analysis and recommendation development. This meeting is not primarily designed around getting feedback from the general public.

Public Comment: input from members of the public will be welcomed once at the end of the meeting.

- Use the “raise hand” tool to indicate you wish to speak. *If you are joining by phone, press *9 to raise or lower your hand.*
- You will be recognized in the order in which you raise your hand and asked to unmute and speak. *If you are joining by phone, press *6 to unmute or mute.*
- Please keep your comment brief, up to a maximum of 2 minutes to allow time for others to speak.

Documentation: these meetings will be recorded and posted along with slides and meeting minutes on the project website.

Agenda

- 1 Introduction**
- 2 Draft Strategies**
- 3 Putting it Together -
Prioritization**
- 4 Open Discussion**

INTRODUCTIONS



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Introduce yourself!

- City of Worcester
 - Transportation & Mobility Department
 - Sustainability & Resilience Department
 - Nelson\Nygaard (transportation consultants)
-
- Add your name, organization, and title to the chat

DRAFT STRATEGIES



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Strategy FOCUS AREAS

Access for All

- Equity & Engagement Framework
- Transportation Demand Management
- Safe Routes to School

Walking & Accessibility

- Sidewalks
- Complete Streets
- Intersection Safety

Biking & Micromobility

- Bike Facility Standards
- Vision Network
- Bike Parking

Public Transportation

- Transit Priority
- First/Last Mile
- Microtransit
- WRTA Improvements & MBTA Coordination

Shared Mobility

- Bikeshare & Other Bike Programs
- Carshare Program

Vehicular Network, Parking, and Curbside

- Traffic Calming
- Signal Improvements
- Parking Study & EV Charging

Getting it Done

- Vision Zero Integration
- Process Standardization
- Streetscape & Green Infrastructure

Strategies

Strategy	Primary Objective	Primary Goal
^ THE RECOMMENDATION ^	^ THE WHY ^	

Access for All

Strategy	Primary Objective	Primary Goal
Safe Routes to School Program	Prioritize safety of vulnerable roadway users	Safety
Incorporate age- and dementia-friendly design guidance	Prioritize safety of vulnerable roadway users	Safety
Review and update ordinance on Biking on Sidewalks	Prioritize safety of vulnerable roadway users	Safety
Develop a Transportation Equity Framework	Foster engagement and participation with communities	Equity
Develop Public Engagement Toolkit	Foster engagement and participation with communities	Equity
Community-based education programs & Transit education	Improve transit rider experience	Equity
Address barriers and impacts caused by past transportation decisions	Address inequity	Equity
Citywide Transportation Demand Management Plan and/or Employer Commute Programs	Increase non-auto mode share	Sustainability

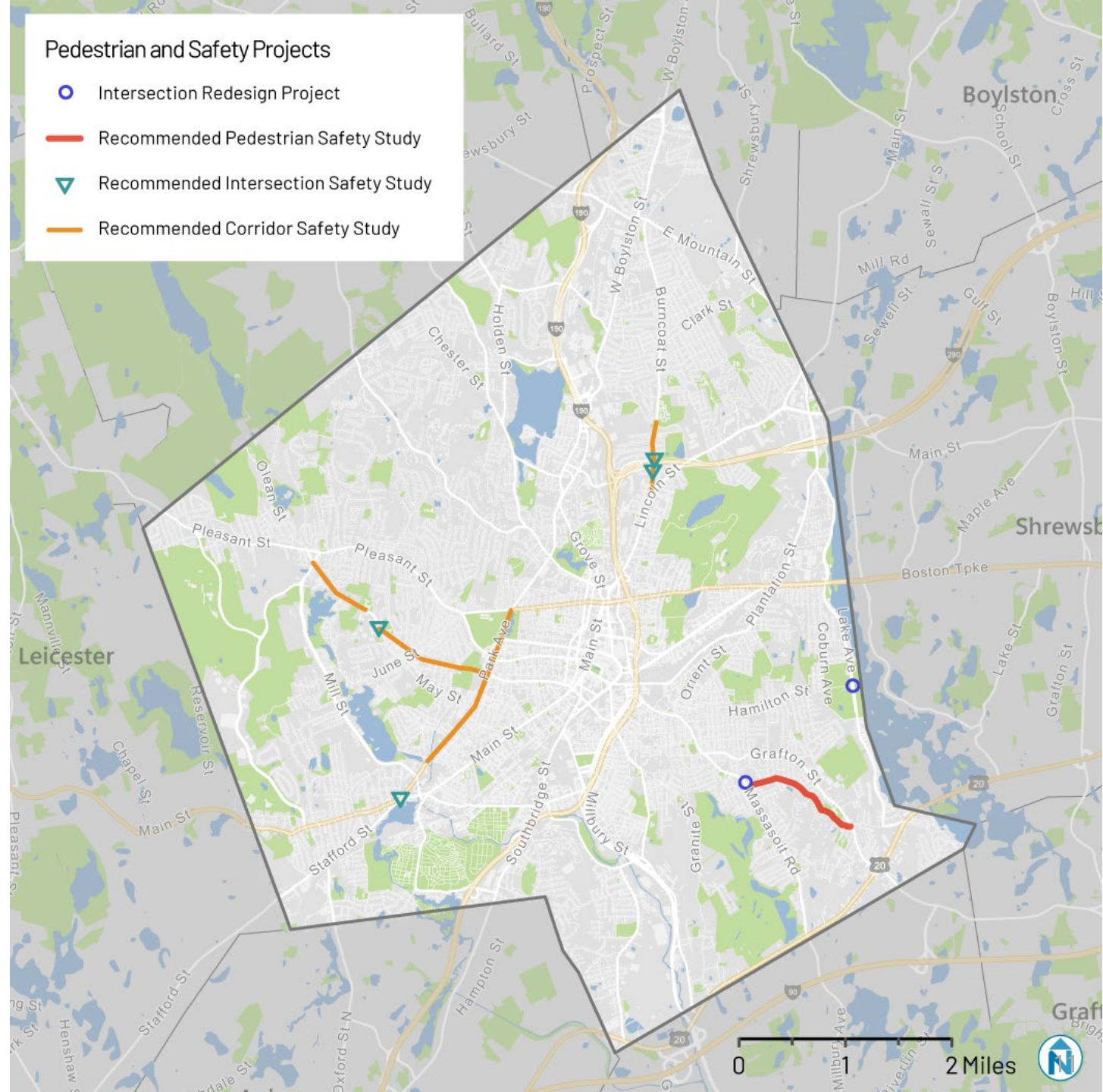
Walking & Accessibility

Strategy	Primary Objective	Primary Goal
Complete ADA Transition Plan for the Right-of-Way	Improve physical accessibility	Equity
Create sidewalk and curb ramp implementation plan	Improve physical accessibility & Facilitate active transportation	Equity & Connectivity
Develop a Pedestrian Infrastructure Toolkit	Facilitate active transportation	Connectivity
Create Neighborways program	Facilitate active transportation	Connectivity
Interim/pop-up safety projects	Build safe streets for all users	Safety
Conduct <i>corridor and intersection</i> studies in advance of pavement management projects (on map)	Build safe streets for all users	Safety

Walking & Accessibility

PROJECT-SPECIFIC RECOMMENDATIONS

- Intersections identified for redesign projects:
 - Sunderland & Massasoit
 - Lake Ave & Hamilton St
- Intersections recommended for safety study:
 - Burncoat St & Melrose St
 - Burncoat St & N Service Rd
 - Park Ave/Stafford St & Main Street
 - Chandler St & May St at Worcester State University
- Corridor recommended for pedestrian safety study:
 - Sunderland (Massasoit to Grafton)
- Corridor recommended for general safety study:
 - Park Ave (Beaver St to Highland St)
 - Chandler St (Park Ave to Mill St)
 - Burncoat St (Lincoln St to Randolph Rd/North Pkwy)



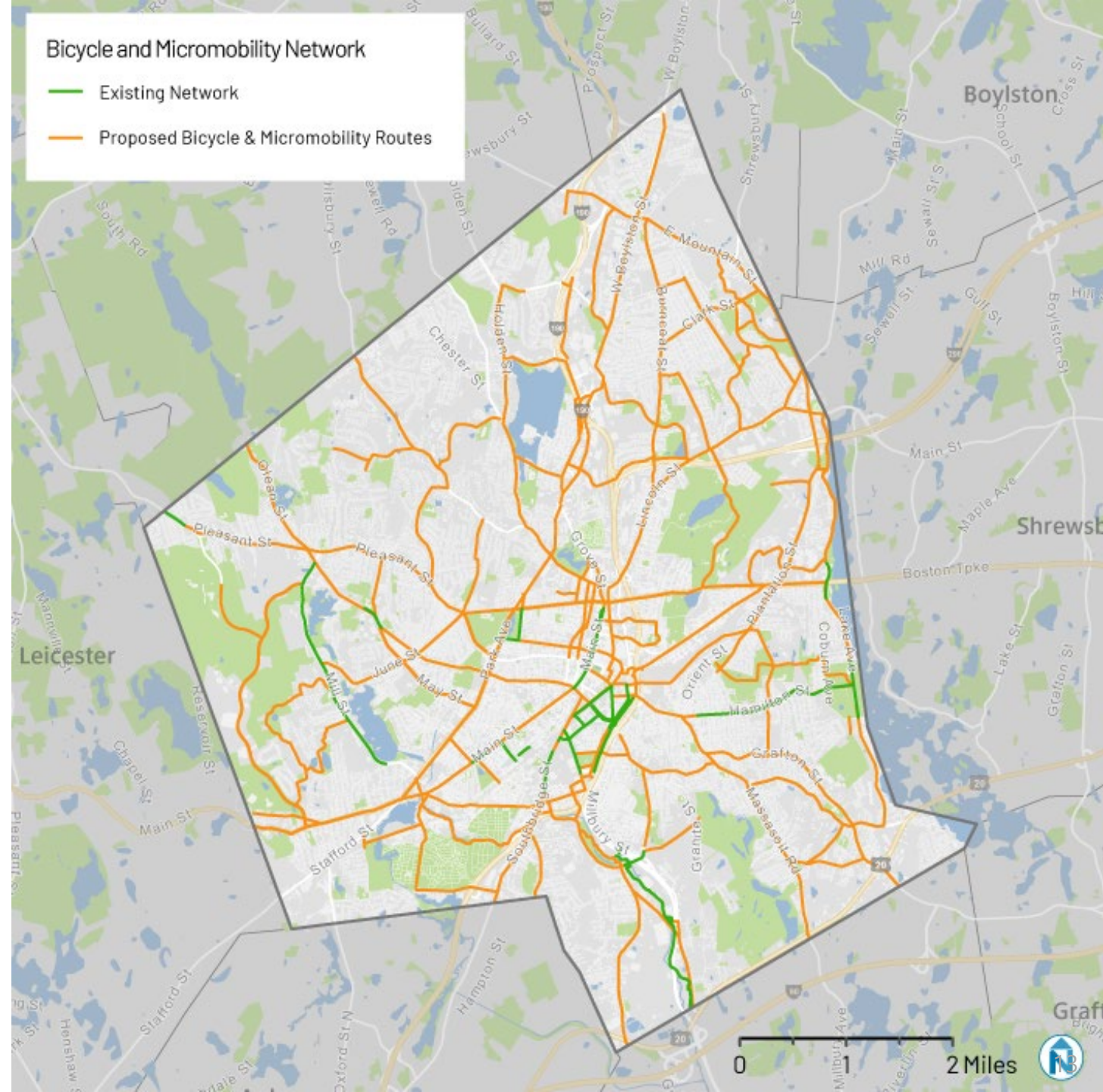
Biking & Micromobility

Strategy	Primary Objective	Primary Goal
Develop bike and micromobility facility standards that comply with contemporary design standards	Build safe streets for all users	Safety
Inventory bike parking, develop guidelines, and deploy infrastructure	Increase non-auto mode share	Sustainability
Develop Bicycle and Micromobility Network (on map)	Facilitate active transportation	Connectivity

Biking & Micromobility

LOCATION-SPECIFIC RECOMMENDATIONS

- Draft Network Vision
 - Existing Routes, Paths, Trails
 - Proposed/Planned Network



Public Transit / Transportation (WRTA-related)

Strategy	Primary Objective	Primary Goal
Implement transit real-time information	Improve transit rider experience	Equity
Continue fare-free WRTA service	Increase economic accessibility	Equity
Coordinate scheduling between key WRTA bus routes and MBTA commuter rail (& MBTA)	Improve transit reliability	Sustainability
Explore and pursue transit electrification	Reduce vehicle emissions	Sustainability
Consolidate transit stops and consider in-line stops where appropriate	Improve transit reliability	Sustainability
Improve transit headways, hours of service	Increase non-auto mode share	Sustainability
Complement hub and spoke operations with cross town services	Expand transportation options	Connectivity

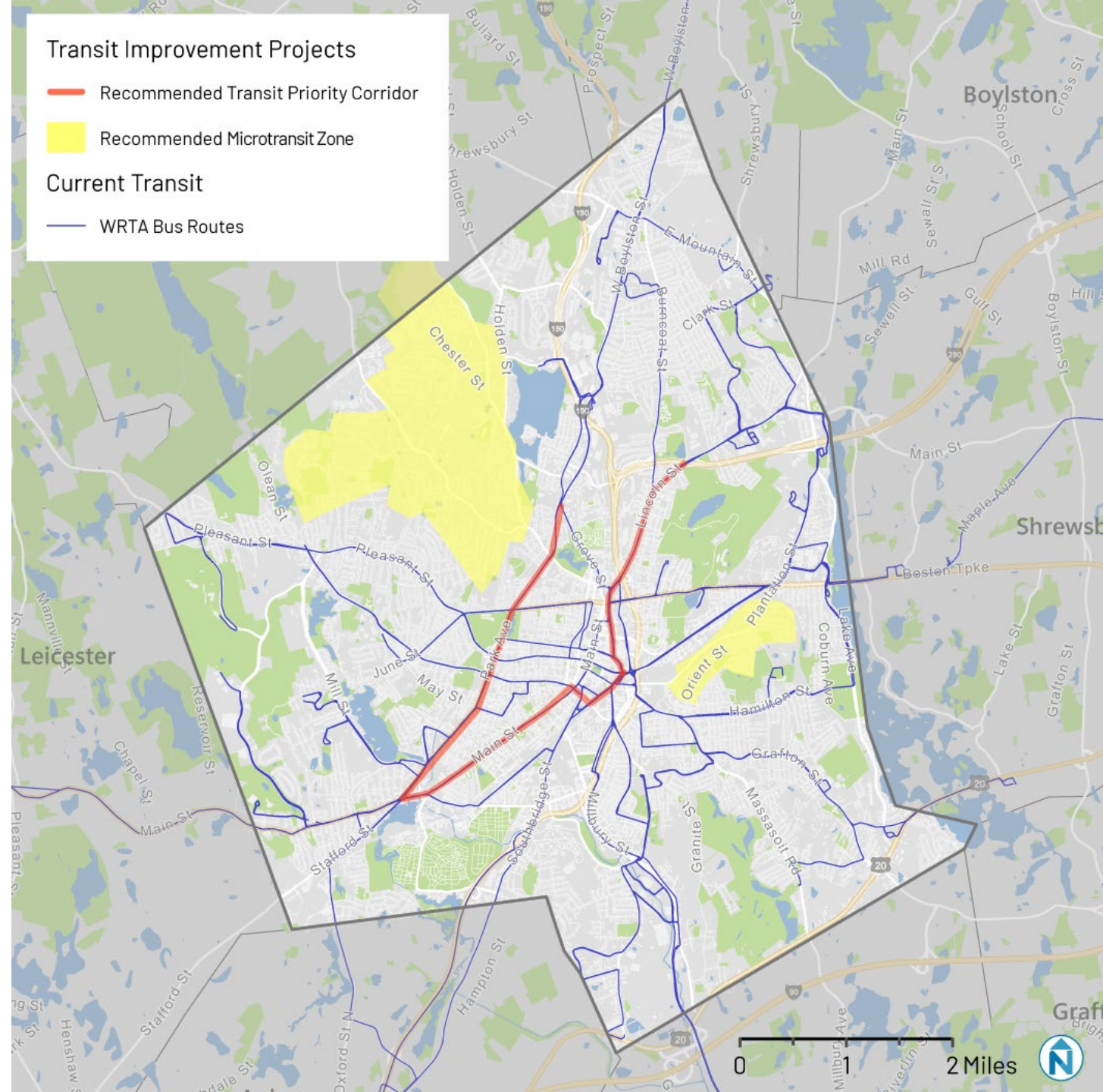
Public Transit / Transportation

Strategy	Primary Objective	Primary Goal
Implement Transit Signal Priority on key corridors	Improve transit reliability	Sustainability
First/Last Mile Strategic Plan for access to transit	Expand transportation options	Connectivity
Study Potential for Microtransit Zones (on map)	Expand transportation options	Connectivity
Develop and implement bus shelter and bench policy (on map)	Improve transit rider experience	Equity

Public Transit / Transportation

LOCATION-SPECIFIC RECOMMENDATIONS:

- Transit Priority
 - Park Avenue (Main Street to Grove Street)
 - Main St (Stafford Street to Madison St)
 - Downtown Worcester (Madison St, Francis J McGrath Blvd, and Foster St)
 - Major Taylor Blvd/Lincoln St (Foster St to 290)
- Microtransit
 - Area north of Pleasant Street and west of 190 (key nodes to include JCC, Assumption University, retirement communities, healthcare centers, Newton Square)
 - Area south of railroad tracks, northwest of Crow Hill (encompassing Franklin Plantation and connecting to major bus stops outside the zone, such as Union Station and Hamilton/Grafton)



Shared Mobility

Strategy	Primary Objective	Primary Goal
Implement a bikeshare and/or micro-mobility share program	Increase economic accessibility & Increase non-auto mode share	Equity & Sustainability
Encourage and Expand electric vehicle carshare	Increase economic accessibility & Reduce vehicle emissions	Equity & Sustainability

Vehicular Network, Parking, and Curbside

Strategy	Primary Objective	Primary Goal
Lower statutory speed limit city-wide and enact Safety Zone Speed Limits	Reduce crashes and severity of outcomes	Safety
Develop Traffic-calming Toolkit	Build safe streets for all users	Safety
Conduct Road Diet Study	Build safe streets for all users	Safety
Develop and Launch Traffic Signal Improvement Program	Reduce vehicle emissions	Sustainability
Electric Vehicle Charging	Reduce vehicle emissions	Sustainability
Conduct Parking Studies in key districts	Expand transportation options	Connectivity
Study and prioritize curb space for best uses	Expand transportation options	Connectivity

Getting it Done

Strategy	Primary Objective	Primary Goal
Create and Implement Vision Zero Safety Action Plan	Reduce crashes and severity of outcomes	Safety
Traffic Analysis Requirements & Development Code Audit	Build safe streets for all users	Safety
Incorporate safety improvements into pavement management	Build safe streets for all users	Safety
Prioritize active transportation and transit in corridor and network planning	Increase economic accessibility	Equity
Design and Process Standardization	Address inequity	Equity
Incorporate Green Infrastructure in roadway projects	Green the streets	Sustainability
Develop streetscape and street tree standards	Green the streets	Sustainability

FOCUS AREAS Recap

Access for All

- Equity & Engagement Framework
- Transportation Demand Management
- Safe Routes to School

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Biking & Micromobility

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- Vision Network
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PUTTING IT TOGETHER - PRIORITIZATION



3

Putting it all Together




Assign prioritization & phases to strategies using Evaluation Metrics

Why is it necessary to prioritize and phase items?

- Limitations to staff and funding mean that the City can't do "everything all at once"
- Prioritization helps identify what should be done first, once funds are resources are identified

Prioritization Process

During Plan Development

- FIRST - Evaluate each strategy by the project metrics: each strategy will be ranked on a 1 to 5 scale to ***establish priority***
 - THEN - Determine ***appropriate phase*** for each strategy: each strategy will be identified as short-term, mid-term, or long-term
- 

Post Plan Approval

- Evaluate ***progress and/or performance*** of each strategy according to project metrics.

Prioritization Process [Example]

Safety

Equity

Sustainability

Connectivity

Prioritization Process [Example]

Safety

Equity

Sustainability

Connectivity

Goal:

Provide all residents with quality and affordable transportation options to meet their daily needs. Prioritize transportation improvements serving communities that have been historically neglected, underserved or disproportionately impacted by past transportation decisions, while recognizing and reducing adverse impacts that the transportation system has had on these communities.

Equity Goal Metrics:

1. Does this project improve access and reliability of public transportation?
2. Does the project improve transportation choices and reduce the cost burden on environmental justice neighborhoods?
3. Will this project be (or has this project been) developed through co-creation with a community or driven by meaningful community input?
4. Does the project improve the safety and/or quality of facilities located in environmental justice communities?

Prioritization Process [Example]

Equity

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Strategy 22: Access to Transit, First/Last Mile Strategic Plan

Develop a plan that provides recommendations to improve walking and/or biking access to bus stops. Work with the WRTA to install bike racks on buses that can support popular e-bike models. Plan could include prioritization of bus stops in areas of higher transit demand or stops with current or historically high ridership

Strategy 22: Equity Metrics Score

1. Yes, improves access ~4
2. No, doesn't improve choices: 0
3. Yes, could include community input: ~3
4. Yes, could improve safety to those stops: ~4

OPEN DISCUSSION

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Public Comment Period

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Thank you!



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