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.
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

25,161 → 2,133 → 16,375

STAY and work

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.
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.)

- Bike 21%
- Public Transit (bus) 24%
- Walk 17%
- E-scooter 11%
- Bike Share 8%
- Autonomous Vehicle 19%
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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