2035 Regional Transportation Plan
A multi-billion dollar transportation strategy for livability, sustainability, prosperity, and diversity

Making Progress: Transportation Planners & Programmers Turn Ideas into Reality
Transportation Research Board
Thursday, May 24, 2012
In General, Beyond the Standard PPP ...

- Recommendations from major studies with their own ancillary public involvement tactics: Tri-County Transportation & Land Use Study, Freight Goods & Mobility Study, Regional Bicycle & Pedestrian Study, Northeast Corridor Mobility Study (transit AA)

  Freight Advisory, and Bicycle & Pedestrian Advisory committees

- Quantitative Public Opinion Polling (national & local)

- Speakers’ Bureau Strategy that focused on groups “beyond the usual suspects” – young professionals, African-American community leaders, older Americans

- Rebranding / Website Overhaul, 3minute video (visualization) of Plan

- Social Media campaign: facebook, Twitter etc

- Public hearings as “Community Conversations” spearheaded by municipal mayors. Regional symposiums - School Siting, Complete Streets

- Documentary film screening in partnership with Transit Now Nashville
Regional Geographies in Middle TN
Public Opinion Data - National

Transportation for America

Preference to Reduce Traffic Congestion

Future of Transportation National Survey

59%
We need to improve public transportation, including trains and buses, to make it easier to walk and bike to reduce traffic congestion

38%
We need to build more roads and expand existing roads to help reduce traffic congestion

(National telephone survey of 800 registered voters: 700 landline interviews & 100 cell phone interviews.)
Middle Tennessee Public Opinions

Three strategies provided for improving transportation in Middle Tennessee; respondents then asked to prioritize—

1st choice: improve and expand mass transit options

2nd choice: make communities more walkable & bike-friendly

3rd choice: build new or widen existing roadways

2010 MPO Telephone Survey of 1100 Respondents across Middle Tennessee.
Personal Experiences

Respondents provided with several statements about transportation and asked their level of agreement—

- Walking/biking is good way to get exercise (94%)
- If safe & convenient, I’d walk or bike more (64%)
- If safe & convenient, I’d use transit more (62%)
- “At least once a week, I can’t find a ride” (12%)

2010 MPO Telephone Survey of 1100 Respondents across Middle Tennessee.
Middle TN Public Opinions

Current transportation

Middle Tennessee residents are most satisfied with:

- the maintenance of roadways in their area (63%)
- overall levels of roadway congestion in their area (54%)
- how walkable their community is (49%)

Middle Tennessee residents are least satisfied with:

- How safe it is to ride a bicycle in their community (42%)
- Availability of mass transit services in their area (29%), with lack of transit options considered the greatest problem in Middle TN, followed by lack of walking & bicycling options.

Of several issues mentioned, the most important to solve was to provide alternatives to driving.
Middle TN Public Opinions

Mass Transit
Respondents provided with statements about mass transit, asked their level of agreement. Agreed most with:
- Good mass transit is important for the economy (83%)
- We need regional mass transit to prepare for growth (83%)
- More people will use transit due to fuel prices (74%)

Funding
When asked about preferences for funding transport improvements:
- Applying a new impact fee on private land developers (55%)
- Vehicle registration fee or wheel tax (47%)
- Vehicle emissions fee (46%)
- Fee for single occupant cars to use in a carpool lane (46%)
- 67% felt gas tax shouldn’t increase as the cost of gas increased
How would you rate the following as reasons that you do not bicycle more frequently?

- Automobile traffic (speed and number of cars)
- Bad driver behaviors
- No bike lanes
- I do not have a bike
- Bad weather
- Bike lanes in poor condition
- Personal safety concerns (crime, stray...)
- Too much to carry
- Destinations are too far away
- Unsafe intersections (no crosswalks or signals)
Middle TN Bike/Ped Plan – Online Survey

How would you rate the following as reasons that you do not WALK more frequently?

- No sidewalks
- Destinations are too far away
- Automobile traffic (speed and number of cars)
- Personal safety concerns (crime, stray...)
- Unsafe intersections (no crosswalks or signals)
- Bad weather
- Too much to carry
- Bad driver behaviors
- I do not have the time
- Lack of worksite amenities (lockers/showers/dressing...)

Legend:
- Orange: Major Reason
- Blue: Minor Reason
- Purple: Not a Reason
If it were safe and convenient, how likely would you be willing to walk or bike for the following reasons?

- Go to Work
- Go to School
- Get to and from a Transit Stop
- Run Errands (post office, dry cleaning, etc.)
- Go Shopping or to Eat
- Exercise or go to the park
- Other Reason

Not Likely
Somewhat Likely
Very Likely
Middle TN Bike/Ped Plan – Online Survey

How important do you think the following improvements would be in supporting walking and bicycling in the greater Nashville region?

- More sidewalks/bike lanes/signed bike routes/greenways
- Maintenance of sidewalks, bike lanes, bike routes/greenways
- Improved connections between sidewalks, bikeways and transit
- Better intersections (pedestrian signals/crosswalks)
- Better street lighting
- More separation from vehicle traffic
- Education/enforcement for motorists, pedestrians, & bicyclists
- Worksite amenities (lockers/showers/dressing rooms)
- Secure bicycle parking
- Bicycle route map

Legend:
- Orange: Very Important
- Blue: Somewhat Important
- Purple: Not Important
- Red: Not Sure

Survey Results:

- More sidewalks/bike lanes/signed bike routes/greenways: Very Important
- Maintenance of sidewalks, bike lanes, bike routes/greenways: Very Important
- Improved connections between sidewalks, bikeways and transit: Very Important
- Better intersections (pedestrian signals/crosswalks): Very Important
- Better street lighting: Very Important
- More separation from vehicle traffic: Very Important
- Education/enforcement for motorists, pedestrians, & bicyclists: Very Important
- Worksite amenities (lockers/showers/dressing rooms): Very Important
- Secure bicycle parking: Very Important
- Bicycle route map: Very Important
Shifting Policy
Guiding Principles – 2035 Plan

Livability - MPO plans and programs shall work to enhance the quality of life in the region by supporting initiatives that increase opportunities for affordable housing, education, jobs, recreation, and civic involvement without increasing the burden on citizens to enjoy their community.

“Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or Post Office, go out to dinner and a movie, and play with your kids at the park - all without having to get in your car.” ~Sec. Ray LaHood

Sustainability – MPO plans and programs shall strive to support growth and prosperity without sacrificing the health, environment, natural and socio-cultural resources, or financial stability of this or future generations.

Prosperity – MPO plans and programs shall contribute to the continued economic well-being of the greater Nashville area by investing in transportation solutions that increase access to education, jobs, and amenities, reduce the cost of living and doing business, and attract new investment to the region.

Diversity – MPO plans and programs shall recognize the multitude of needs and the variety of perspectives and backgrounds of the people that live and work in the greater Nashville area by promoting a range of transportation choices that are designed with sensitivity to the desired context.
Regional Goals – 2035 Plan

- **Maintain & Preserve** the Efficiency, Safety, & Security of the Region’s **Existing** Transportation Infrastructure ("Fix-it-First");
- Manage Congestion to **Keep People** and **Goods Moving**;
- **Encourage** Quality Growth & **Sustainable Development** Practices;
- **Protect** the Region’s **Health & Environment**;
- **Support** the **Economic Competitiveness** of Greater-Nashville;
- Offer Meaningful Transportation **Choices** for a **Diverse** Population (demographic trends: Boomers & Gen Y, more ethnic diversity);
- **Encourage** **Regional Coordination**, Cooperation, Decision-Making;
- **Practice** Thoughtful, Transparent **Financial Stewardship** by Ensuring Transportation Improvements meet Regional Goals.
#1
A Bold, New Vision for Mass Transit

#2
Support for Active Transportation & Walkable Communities

#3
Preservation & Enhancement of Strategic Roadways

Nashville Area Metropolitan Planning Organization

nashvillempo.org
WHAT ARE OUR CHOICES?

LOCAL & EXPRESS FIXED-ROUTE BUS

A system of buses operating on designated routes in mixed traffic for local circulation or longer distance commuting. An important component of any mass transit system, and critical to the success of rapid bus or rail transit.

BUS RAPID TRANSIT

BRT offers uniquely-branded buses customized to provide a service comparable to LRT—typically traveling in dedicated lanes and hosting premium amenities at stations. Usually easier and cheaper to implement than LRT, but limited capacity.

LIGHT RAIL TRANSIT (existing) (proposed)

LRT is a high-frequency train (or streetcar-style) service operating in mixed-traffic and/or in dedicated lanes, powered by over-head electrification. Typically provides more capacity and can be cheaper to operate than BRT in the long-run.

HEAVY RAIL

A premium intra-regional train service that operates in exclusive right-of-way, allowing it to offer superior travel times. Powered by over-head or third-rail electrification. Usually the most expensive transit mode to build.

COMMUTER RAIL (existing) (proposed)

A suburban-oriented service operating during peak travel times to and from a central city—often sharing right-of-way with freight movements requiring a heavy vehicle for safe operation. Usually powered by diesel-electric locomotive.

Simply put, mass transit is no longer just a Northeast or West Coast solution to moving people. In urban areas around the United States, including America’s heartland, transit is being seen as a viable and sensible investment that can help communities reach their goals for mobility, environmental sustainability, and economic prosperity.

“The time is now for action. We must take steps now to ensure the continued economic success of our region.” – Mayor Karl Dean, Metro Nashville-Davidson County

“We cannot continue along the same path we are on now and expect traffic to get any better. Our citizens deserve more choices.” – Mayor Jo Ann Graves, City of Gallatin

“If we are serious about transit, and I believe we are, we must begin the process of identifying a stable and reliable source of funding for our vision.” – Mayor Rogers Anderson, Williamson County

“The business community has made this one of its top priorities.” – Ralph Schulz, President, Nashville Area Chamber of Commerce

nashvilletempo.org
Northeast Corridor Rapid Transit

- The Streets at Indian Lake Village
- Traditional Office Park
- Transit Oriented Development
Denver – Urban/Suburban Rapid Transit

Travel In
- 1-2 zones: Local Fare
- 3 zones: Express Fare
- 4 zones: Regional Fare

Legend:
- Green: Line 1 – Orange Line - Light Rail Station
- Blue: Line 2 – Green Line - Light Rail Station
- Red: Line 3 – Yellow Line - Light Rail Station
- Black: Line 4 – Blue Line - Light Rail Station

Map showing various stations and routes around Denver.
PBS’ Beyond the Motor City

Beyond the Motor City
A DOCUMENTARY FILM ABOUT THE PAST AND FUTURE OF TRANSPORTATION

JUNE 17 | 5:30 Reception

ARE YOU TRANSIT SAVvy?
Take a look at some options for becoming a local transit expert.

ATTEND A CITY PLANNING MEETING:
Most cities have metro planning councils, mass transit task forces, or transportation committees that welcome public comment. Contact your city planning office to find out when the next meeting is.

REGISTER COMPLAINTS:
Notice potholes on the highway, overcharging on the bus, or service delays on the train? To offer feedback that will make your commute more comfortable and your community more livable, report problems to your transportation agencies.

EDUCATE YOURSELF:
Would your drive through town be smoother with wider roads or better bridges? Would it be faster with more frequent train or bus service? Chances are that your congressperson has a staffer whose focus is transportation. Ask him or her to bring you up to speed on local, state, and federal transit policies.

ENCOURAGE YOUR FRIENDS TO SPEAK UP:
Who says infrastructure is boring? Whether you’re an urban planner or a stonemason, a cyclist or a biker, a frequent flyer or a marathoner, you’ll find passionate peers who want to improve the modal transit you know—and love—local. Get together to work toward making your city more transportation-friendly, no matter how you move.

nashvilleampo.org
Support for Active Transportation & Walkable Communities
Why Active Transportation?

Obesity/Vehicle Miles Traveled in U.S.

- **Adult Obesity %**
- **Childhood Obesity % (age 2-19)**
- **VMT in billion miles**

<table>
<thead>
<tr>
<th>Year</th>
<th>Adult Obesity %</th>
<th>Childhood Obesity % (age 2-19)</th>
<th>VMT in billion miles</th>
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<tbody>
<tr>
<td>1962</td>
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<td>1974</td>
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<td>2006</td>
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<td>2008</td>
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Why Active Transportation?

Levels of Bicycling and Walking to Work vs. Measured Obesity Levels

- Share of commuters who bike or walk to work
- Percent of adults who are obese

USA ('09), Australia ('06), Canada ('06), Ireland ('06), UK* ('08)
What We Learned – Regional LOS Analysis

MPO Region BLOS

MPO Region PLOS

Pedestrian Level of Service

Bicycle Level of Service
A Vision for Future Active Transportation

Bikeways

Sidewalks
Support for Active Transportation
2035 Plan Provides (active transport):

- Regional, comprehensive **vision** for bike/ped facilities;
- Guidance for roadway design standards to accommodate **non-motorized** modes of transport;
- Support for public law enforcement education to increase safety for walking and bicycling;
- New emphasis on **multi-modal** accommodations with:
  - 75% of proposed roadway project proposals included a sidewalk, bicycle lane, or shared-use lane;
  - 15% of FHWA Urban Surface $ for active transport;
  - Guidance for utilizing other grants (Safe Routes to School and Transportation Enhancements).
## Nashville Area Metropolitan Planning Organization

### 2035 Regional Transportation Plan | Project Evaluation Criteria

Endorsed by MPO Executive Board on March 17, 2010

<table>
<thead>
<tr>
<th>EVALUATION CRITERIA</th>
<th>SCORE</th>
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<tbody>
<tr>
<td><strong>TOTAL POSSIBLE POINTS</strong></td>
<td>100</td>
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<tr>
<td><strong>SYSTEM PRESERVATION &amp; ENHANCEMENT</strong></td>
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<tr>
<td>- Project Improves Existing Route</td>
<td>+</td>
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<tr>
<td>- Project Upgrades Route to Context Sensitive/Prescribed Design Standards</td>
<td>+</td>
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<tr>
<td>- Project Addresses Major Maintenance (e.g., bridge repair, etc.)</td>
<td>+</td>
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<td>- Project Integrates ITS Technology</td>
<td>+</td>
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<td>- Project Has Sustainable Operations/Ongoing Maintenance Support</td>
<td>+</td>
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<tr>
<td><strong>QUALITY GROWTH, SUSTAINABLE DEVELOPMENT, &amp; ECONOMIC PROSPERITY</strong></td>
<td>15</td>
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<tr>
<td>- Project Supports Quality Growth Principles</td>
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<tr>
<td>- Project Improves Accessibility and/or Connectivity to Existing Development</td>
<td>+</td>
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<tr>
<td>- Project Located in Preferred Growth Area</td>
<td>+</td>
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<tr>
<td>- Project Supports Infill/Redevelopment</td>
<td>+</td>
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<tr>
<td>- Project Incorporates Streetscaping/Enhancements</td>
<td>+</td>
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<tr>
<td>- Project Located Near Mixed-Use, High Density Areas</td>
<td>+</td>
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<tr>
<td>- Project is Consistent with Desired Urban Design/Form-Based Codes</td>
<td>+</td>
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<tr>
<td>- Project Corrects Poor Storm water Flow/Drainage</td>
<td>+</td>
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<tr>
<td>- Project Improves Utility Location</td>
<td>+</td>
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<tr>
<td>- Project Contributes to Grid Development/Roadway Network Connectivity</td>
<td>+</td>
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<tr>
<td>- Project Supports Existing or Planned Economic Development</td>
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<tr>
<td>- Project Located Near Existing Jobs</td>
<td>+</td>
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<tr>
<td>- Project Located In High Job Growth Areas</td>
<td>+</td>
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<tr>
<td>- Project Improves Multi-Modal Access to Jobs and Retail</td>
<td>+</td>
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<tr>
<td>- Project Provides Improved/New Access to Planned Growth Area</td>
<td>+</td>
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<tr>
<td>- Project Endorsed by Local Chamber of Commerce</td>
<td>+</td>
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<tr>
<td><strong>MULTI-MODAL OPTIONS</strong></td>
<td>15</td>
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<tr>
<td>- Project is Located within a Strategic Multi-Modal Corridor</td>
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<tr>
<td>- Route Includes Existing Transit Service</td>
<td>+</td>
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<td>- Route Includes Planned Transit Service</td>
<td>+</td>
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<tr>
<td>- Route Includes Existing Pedestrian/Bicycle Facilities</td>
<td>+</td>
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<tr>
<td>- Route Includes Planned Pedestrian/Bicycle Facilities</td>
<td>+</td>
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<tr>
<td>- Project Incorporates Multi-Modal Solutions</td>
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<tr>
<td>- Project Improves Modal Conflict (e.g., traffic signals, grade separation, dedicated lanes)</td>
<td>+</td>
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<tr>
<td>- Project Includes Transit Accommodations (e.g., pullouts, shelters, dedicated lanes, signal priority)</td>
<td>+</td>
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<tr>
<td>- Project Includes Pedestrian Amenities (e.g., benches, bulb outs, pedestrian refuges, etc)</td>
<td>+</td>
</tr>
<tr>
<td>- Project Includes Sidewalk Improvements (bonus for b+p priority)</td>
<td>+</td>
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<tr>
<td>- Project Includes Bicycle Facility Improvements (bonus for b+p priority)</td>
<td>+</td>
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<tr>
<td>- Project Makes a Connection to another Modal Facility</td>
<td>+</td>
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<tr>
<td>- Project Includes Carpool Lane</td>
<td>+</td>
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Freight Project Scoring Criteria

- **Safety and Security = 20 Points**
  Project reduces traffic accidents and improves the safety and security of travelers

- **Environmental Impacts = 10 Points**
  Project minimizes negative environmental and/or social impacts

- **Mobility = 20 Points**
  Project improves the movement of freight / system performance

- **Cost Effectiveness = 20 Points**
  Amount of investment required / funding sources

- **Technology = 15 Points**
  Project utilizes technological initiatives to improve freight transportation

- **Support to Local, State, and Regional Plans = 15 Points**
  Project supports area plans and addresses freight needs
“For a transportation plan, and a guiding philosophy for allocating transportation investment, that’s pretty darn good in a place that has been called one of the most sprawling & congested in the country. The proof...will be in the actual decisions made on the ground. But this is fantastic guidance for planners & citizens alike to measure those decisions against.”
New USTP Investment Strategy

- **15% minimum** investment in Active Transportation & Walkable Communities
  - Sidewalks, bicycle lanes, greenways, transit stops, amenities – *MPO BPAC PRIORITIZATION!*

- **10% minimum** flexed to Transit
  - Combined with FTA funds to help implement regional vision for mass transit

- **5% minimum** reserved for stand-alone ITS/ Incident Management Upgrades
  - Support for smaller projects that make our system smarter and more efficient
NashvilleMPO.org/Stay_Involved

Direct sign-up form for EMMA e-newsletter

Links to Social Media channels

Complete a survey, share your photos or videos

Come to one of regular meetings or special regional event/symposium

Explore Ways to Take Action!

FOR MORE INFORMATION

Links Related Resources

SUBSCRIBE

 abrupt-Goulty

Public Participation Plan, Web 2.0 Policy, Upcoming Meetings Calendar, Current Work Program

Twitter feed window: @NashvilleMPO & its most relevant partner orgs (Walk/Bike Nashville, Clean Air Partnership of Mid TN, Transit Now Nashville, Smart Growth America)

Involvement options, Web 2.0 channel thumbnails appear on every page throughout site
1. Think Broad
2. Don’t be a Bore
3. Permission to Get Wonky
4. Tell people you’re on FB!
5. Tag organizations/people
   (...Use facebook “as Nashville Area MPO”)
6. Web 2.0 Policy
   (http://SocialMediaGovernance.com/policies.php)

If they don’t like it offline, they won’t like it online. 😊
1. Listen First
2. Identity matters
3. Who’s tweeting?
4. Stroke egos **WIIFM?**
5. BREAKING NEWS
6. Accessible + authority = **Trust**
7. Timely & Active (for the love..., NO automation!)
8. 70-20-10 rule
Included corresponding live feed USTREAM.com – overall (6 meetings), 250 people logged on to watch via the Web.