

Westerville Strategic Mobility Plan Executive Summary

INTRODUCTION (p. 4)

The *Westerville Strategic Mobility Plan* builds upon the Westerville Community Plan by providing mobility recommendations in partnership with other City goals, by focusing on the following goals:

1. **Develop and transportation system built in context**, to manage traffic, improve health and safety, increase transportation choices, and contribute to the creation of vibrant places through an interconnected system of roadways, bikeways, transit and sidewalks.
2. **Create a pedestrian and bicycle system** which is accessible, safe, convenient, and linked to priority destinations and transit.
3. **Increase public transit use as a transportation choice.**
4. **Develop smart parking policies**, with a focus on site design and Uptown District parking.
5. **Improve freight movement.**

As the City's blueprint for growing the mobility system to match the needs for the community, the *Westerville Strategic Mobility Plan* provides tools enabling Westerville to develop a balanced and efficient transportation system to reinforce the livability and economic vitality of its community. The Mobility Plan comprises roadway, bicycle, pedestrian, transit, and freight network recommendations; which align with community objectives to create a well-connected, multimodal transportation network. These recommendations are to be referenced during the development approval process and advanced through regional transportation planning and CIP projects.

EXISTING CONDITIONS (p. 10)

Demographic, economic, and commuting trends help us understand current mobility conditions in Westerville and how mobility might affect or be affected by that growth in the future.

Westerville's economics and job growth are strong, with median household incomes significantly higher than the Columbus Metropolitan Statistical Area. Housing choices for the local, and increasing, workforce would encourage a shift to living and working locally, making other modes of travel easier, and can relieve the pressure on the roadway system.

Modal choices (how people choose to get around) show Westerville residents walk and bike primarily for recreational purposes rather than utilizing it for daily commutes. Transit use has continued to improve thanks to the Central Ohio Transit Authority (COTA) new Bus Rapid Transit line called CMAX. The Westerville Park & Ride has the highest single stop ridership in Westerville. The partnership with COTA is important to continue to make transit an easy choice for employees, customers and patients, and as a partnership for park & ride / mobility hub opportunities.

A key goal of the Plan is to develop a mobility system that provides a variety of easily accessible, safe, and affordable travel options to encourage a higher mode share for daily travel. It is not expected that there will be a large shift in non-car travel until there is a cultural shift in the region. However, making other modes an easier and safer choice can increase their usage.

MOBILITY FRAMEWORK (p. 34)

The Framework Plans for different mobility systems relevant to Westerville create identified future mobility strategies and mapping which incorporates those strategies. The Framework Plan focuses on five key mobility areas: Roadway, Biking, Pedestrian, Transit, and Freight. Based on comments received through the Community Survey and other outreach, we have added some overall strategies that consider all modes.

As the population in the Columbus metro region continues to grow, the increase in daily commuters that are traveling into and from Westerville on a daily basis will have a big impact on the street system. Westerville's street network is largely built-out and thus inner-street connectivity, using technology, alternative modes, and carpooling, etc. is needed to alleviate congestion.

Each strategy listed in the plan includes information on the level of investment/resources and timeframe. Based upon community feedback this summer, the strategies were revised to reflect the responses and priorities identified.

The following timeframes were considered for these strategies:

- Short-term: Implemented in next 1-5 years
- Long-term: Implemented after 5+ years
- Continuous: Continued strategy to supplement strong mobility growth

This Mobility Plan will be a document that is updated regularly as technological and community priorities change over the years.

STRATEGIC LOCATIONS (p. 68)

Building upon the citywide strategies, the strategic locations were given a closer look in the plan: Brookside, Central College, Cooper & Schrock, Industrial Park, South State Street, West Main Street, Westar, Windsor Bay, and Uptown. Each Strategic Location has its own mobility recommendation to achieve this overall vision for the future of the City.

Understanding Westerville's nearly land-locked development potential, the most feasible and sustainable growth patterns in the future will focus on redevelopment and infill. Conceptual roadways were included in the maps and are recommended to build a more connected network for the future. These connections are necessary, but the exact locations are to be determined based on development opportunities.

CONCLUSION (p. 88)

Promoting and encouraging a mobility system that provides a variety of easily accessible, safe, and affordable travel options continues to be a priority for the City of Westerville and for communities across the region, state, and country. The Westerville Strategic Mobility Plan is an initial step in creating a vibrant community where mobility helps the community thrive, in turn benefiting the City's safety, health, economy, environment, and livability. This plan, when supported by City administration, city staff, local businesses, residents, and regional partners, serves as an impactful advocacy tool to make mobility a priority for Westerville.