

COMPLETE STREETS COMMITTEE

Start-Up

April 18, 2016

Making Aspirations Operational

Meeting Objectives

- **Review the town's overall transportation goals and the scope of our work to help Council & Planning Board achieve them during the coming years.**
- **Discuss and agree upon individual roles.**
- **Rough out some of the timelines for our near-term work.**

Master Plan Goals

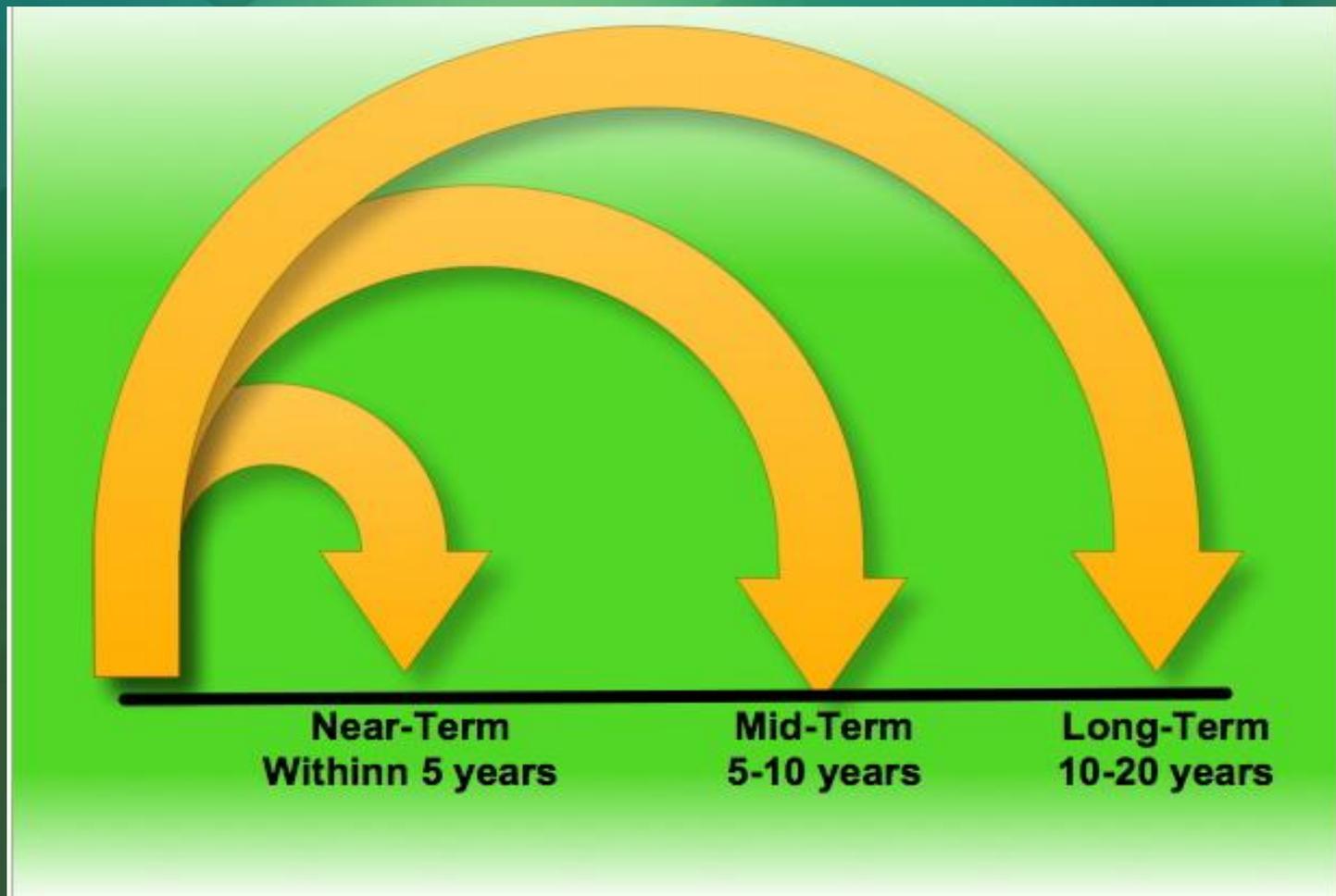
Complete Streets goal: “Design & operate a comprehensive, integrated, connected multi-modal network of transportation options.”

Circulation Goal: “Entice people out of their cars...by providing viable alternatives for people to get to work, shop, or recreate.”

Council Resolution Supporting *Route 1 Regional Growth Strategy:*

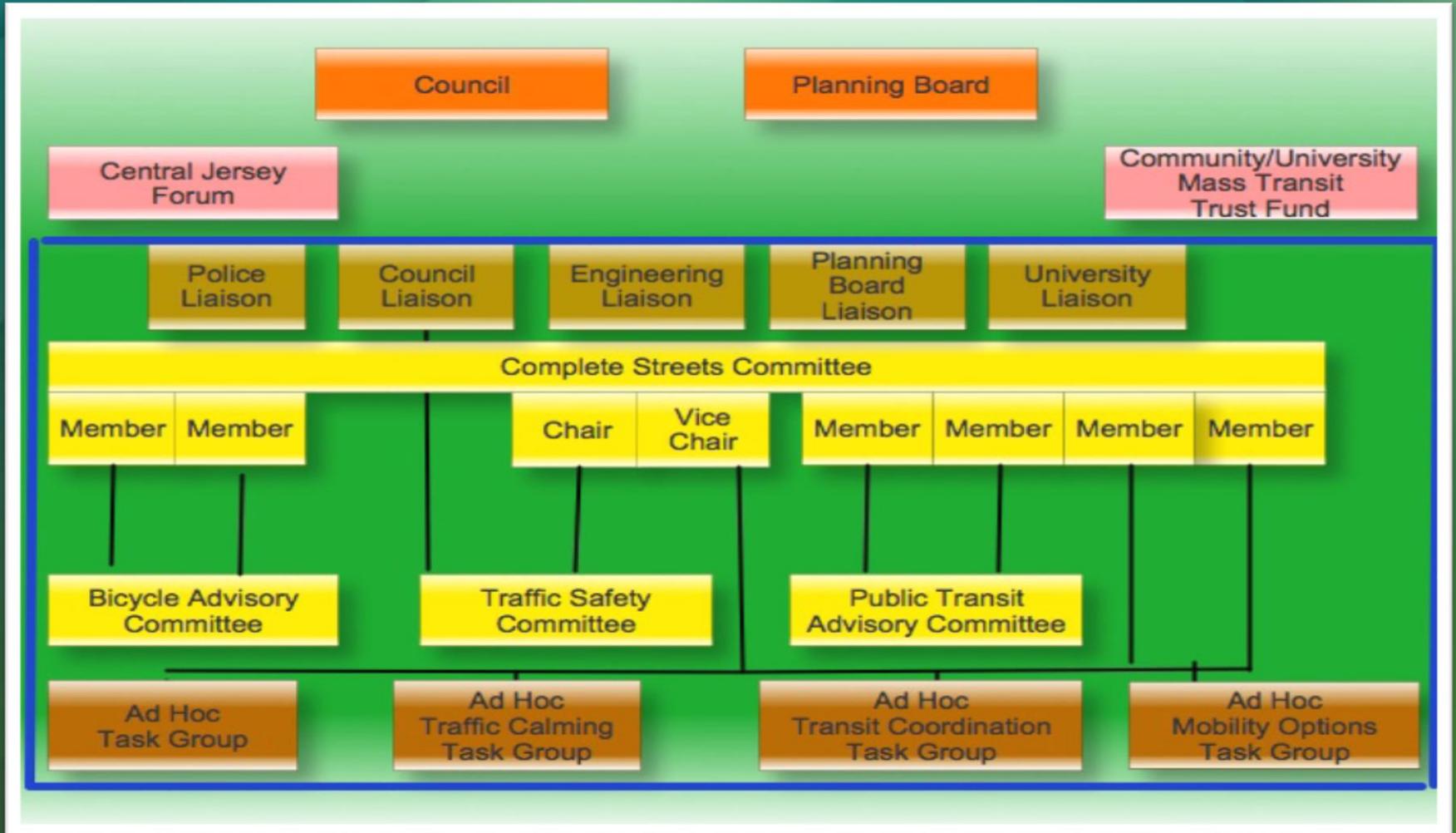
“[In cooperation with other municipalities, the counties, and the state] identify and build consensus for projects to create more efficient and effective transportation and reduced demand for automobile travel in the Route 1 corridor.”

- Some strategies and actions are near-term and implementable by the municipality alone;
- Some mid-term actions may require cooperation with adjacent towns and area employers;
- Some long-term actions require state & local cooperation and political leadership.

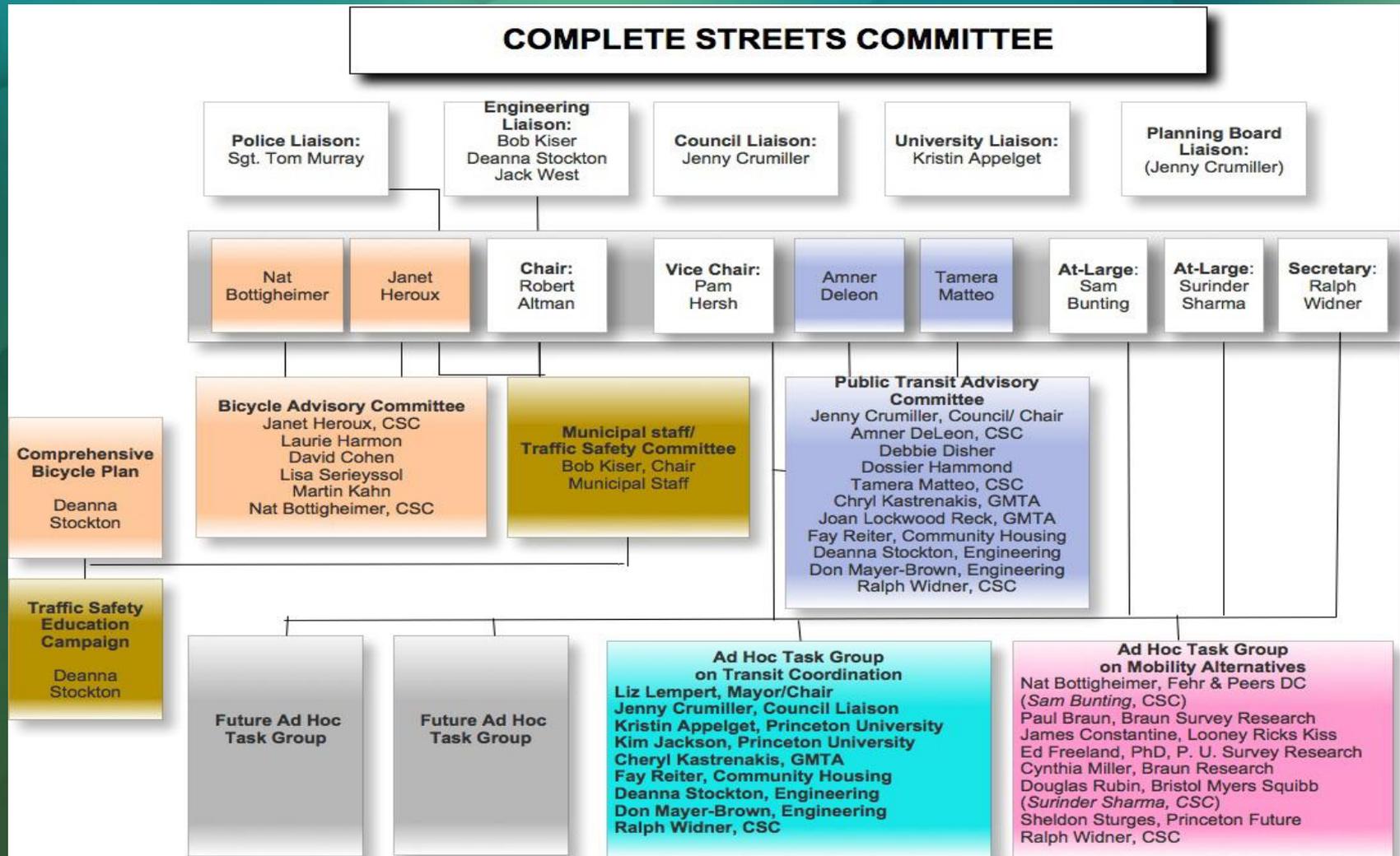


CSC:

A “tent” under which we attempt to orchestrate specific strategies or actions to pursue the town’s transportation-related objectives.



Who Does What?



Three Committees Carry Out Much of Our Work

- **The Municipal Staff/ Traffic Safety Committee**
- **The Bicycle Advisory Committee**
- **The Public Transit Advisory Committee**

Municipal Staff/ Traffic Safety Committee

**Liaisons: CSC Chair Bob Altman; Council member Jenny Crumiller
Chair: Bob Kiser; Deanna Stockton; Jack West; Sgt. Tom Murray**

Master Plan Objectives

On-going:

- Evaluate re-surfacing projects for Complete Streets inclusion.
- Limit curb cuts on heavily-traveled streets
- Review the impact of traffic lights on neighborhoods.

Underway:

- Develop and implement a bicycle plan.
- Promote education & enforcement of traffic safety.

Future:

- Establish a complete sidewalk network.

Municipal Staff/Traffic Safety



Future task:
A comprehensive sidewalk plan.

Bicycle Advisory Committee

Janet Heroux, Nat Bottigheimer

MASTER PLAN OBJECTIVES

Underway:

- Bicycle Route Plan & Implementation

Initiate

- Bicycle safety education campaign.

Future

- Integration of routes with adjacent communities.

Bicycle Advisory Committee



Future task:

Advise Planning Board & Council re: integration of bicycle routes with neighboring municipalities.

Public Transit Advisory Committee

Interim Chair: Council Member Jenny Crumiller
Amner Deleon, Tamera Matteo, (Ralph Widner)

Advise upon and coordinate planning and operation of municipal transit.

MASTER PLAN OBJECTIVES

Underway

- Expand transit options for elderly, disabled, car-less, and commuters.

Initiate

- Transit Information and Education Campaign

Public Transit Advisory Committee

Interim Chair: Council Member Jenny Crumiller;
Amner DeLeon; Tamera Matteo; (Ralph Widner)

Spring 2016

- (1) Expand *FreeB* service with new vehicle;
- (2) Plan integration of transit information, schedules & stops with Tiger Transit & other transit.
- (3) Plan transit information & education campaign.

Summer 2016

Consider possible route modifications to Commuter & Neighborhood FreeB to expand ridership market.

Fall 2016

Integrate/coordinate passenger info systems, stops, schedules with Tiger Transit.

Ad Hoc Task Group on Transit Coordination

Interim Chair: Deanna Stockton;
Council member Jenny Crumiller, Kristin Appelget, Ralph Widner

An existing committee that coordinates transit planning between the municipality, Princeton University (and potentially other institutions including Westminster and IAS).



* Working with Ad Hoc Task Group on Mobility Alternatives.

Ad hoc Task Group on Mobility Alternatives

Chair: Ralph Widner

Nat Bottigheimer, (Sam Bunting), (Surinder Sharma)

A research team of resident experts funded more than a year ago by MTTF to identify categories of drivers who might shift to other mobility options if they are provided.



Marketing & Education are Key For Several Initiatives; *Need for an hoc Task Group on Marketing?*

Fall 2016

An intensive Transit
Marketing and
Education
campaign.

Winter 2016-2017

A municipally/
school district-
sponsored
campaign to
encourage
ridesharing.

Fall 2017 & ff.

A coordinated,
comprehensive
traffic safety
campaign.

A Municipal/School District TDM Initiative?

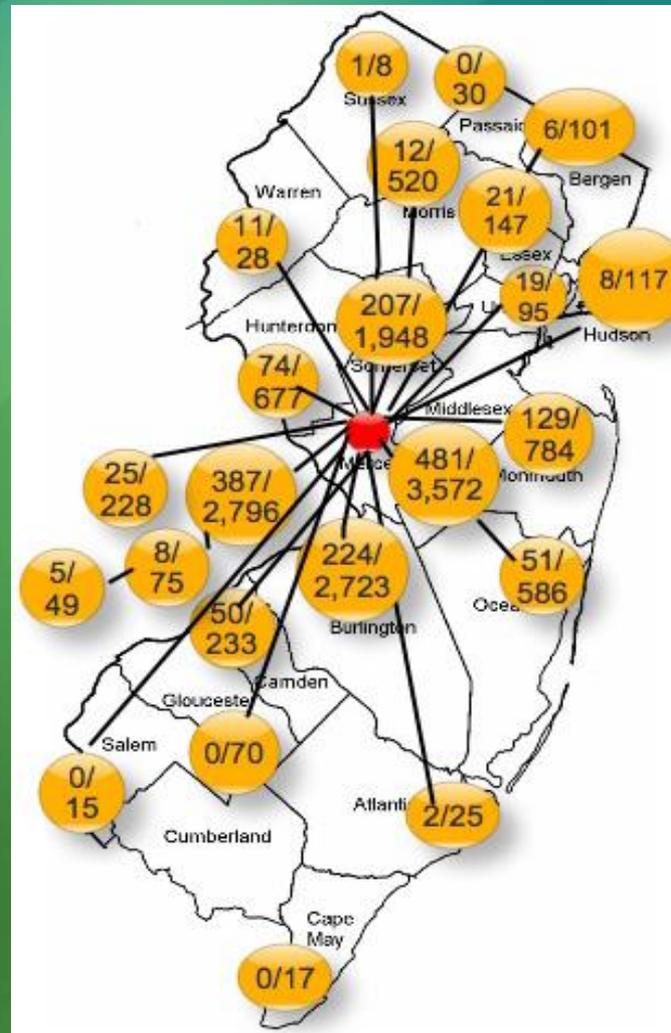
With the carpooling/ridesharing initiative as the starting point, and in parallel with Princeton University's campus planning during 2016-2017— which will include efforts to reduce incoming traffic through traffic demand management (TDM)— an ad hoc task group should be organized under CSC to develop a cooperative TDM initiative sponsored by the municipality and school district. It should include representation from teachers, staff, parents, and students.

Elements of a Potential Municipal/School District TDM

- **Ridesharing**
- **Van pooling**
- **Park & ride**
- **Restricted parking**
- **Parking permits/fees**
- **Transit subsidies**
- **School bus policies & parent drop offs**

“Carpooling: Princeton Rideshare” can be used by 14,700 drivers who commute into a job from elsewhere each day.

- The app’s availability is posted on the municipal website.
- However, this may be insufficient to promote widespread use.
- We advocate sponsorship of the app by the municipality and school district, then other employers.

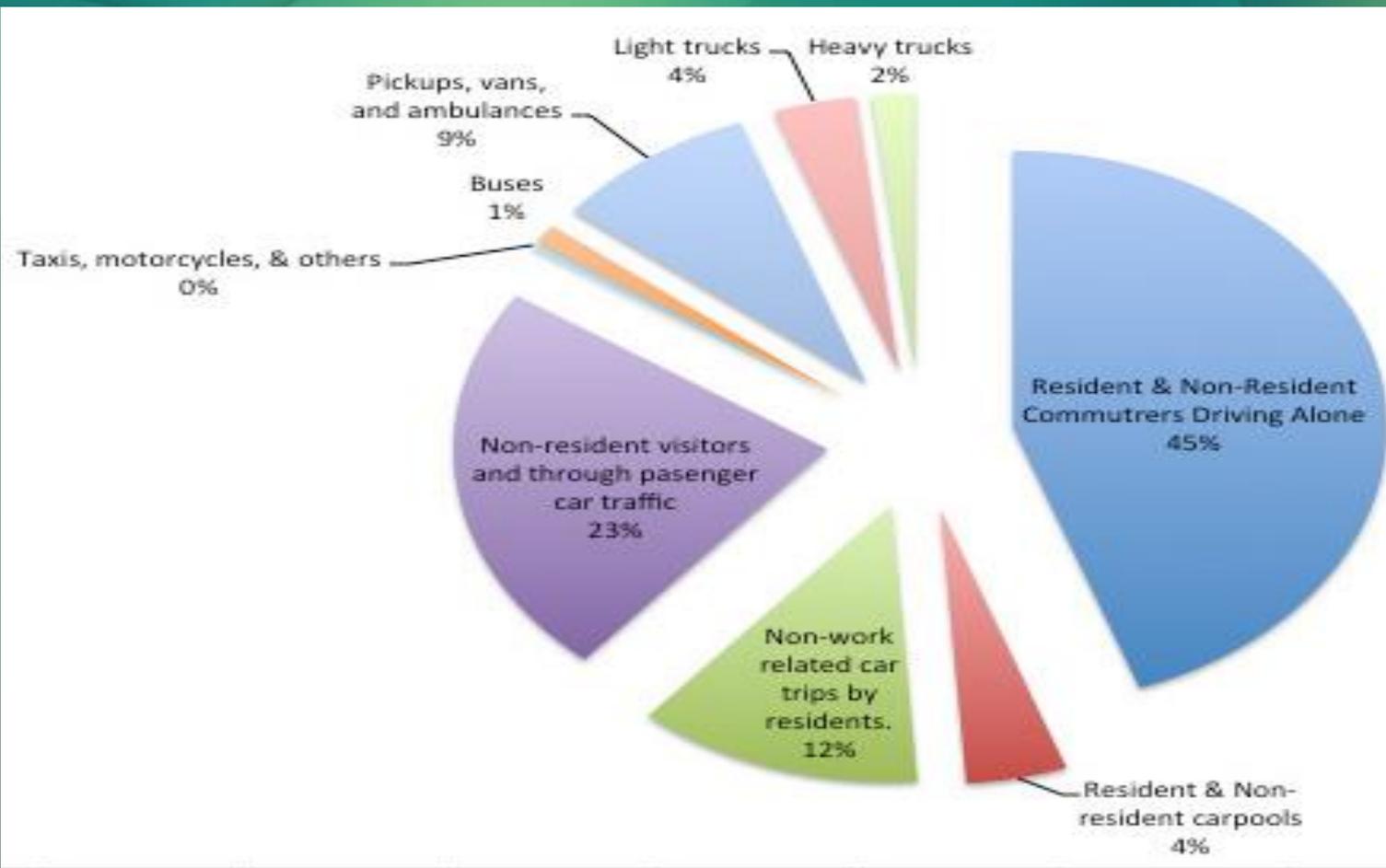


The proposed ad hoc Education & Marketing Task Group composed of resident experts in public relations and advertising could help us mount an intensive, municipally-sponsored promotional program for the app.

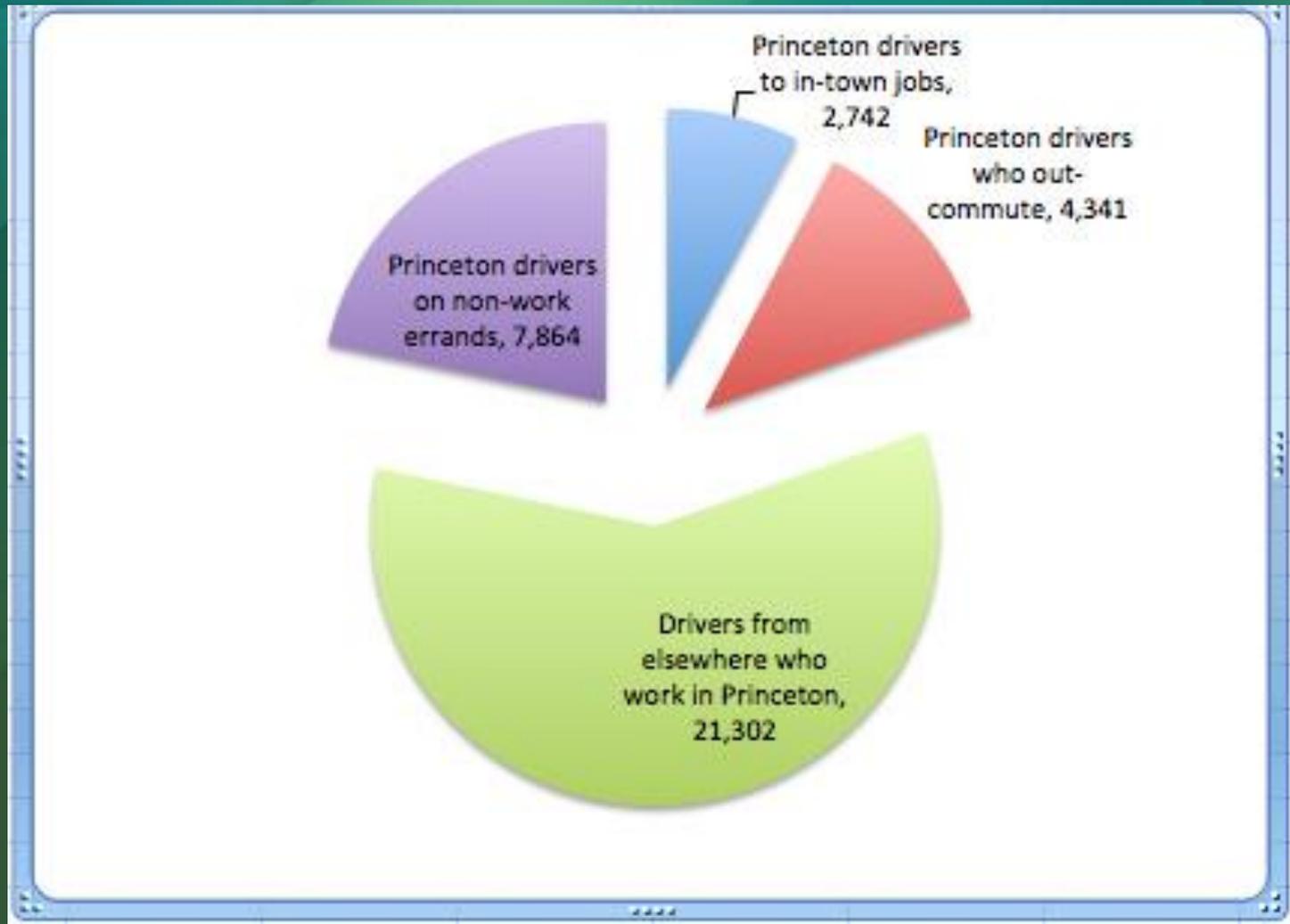
Some Background Information

From the Ad Hoc Task Group on Mobility Alternatives

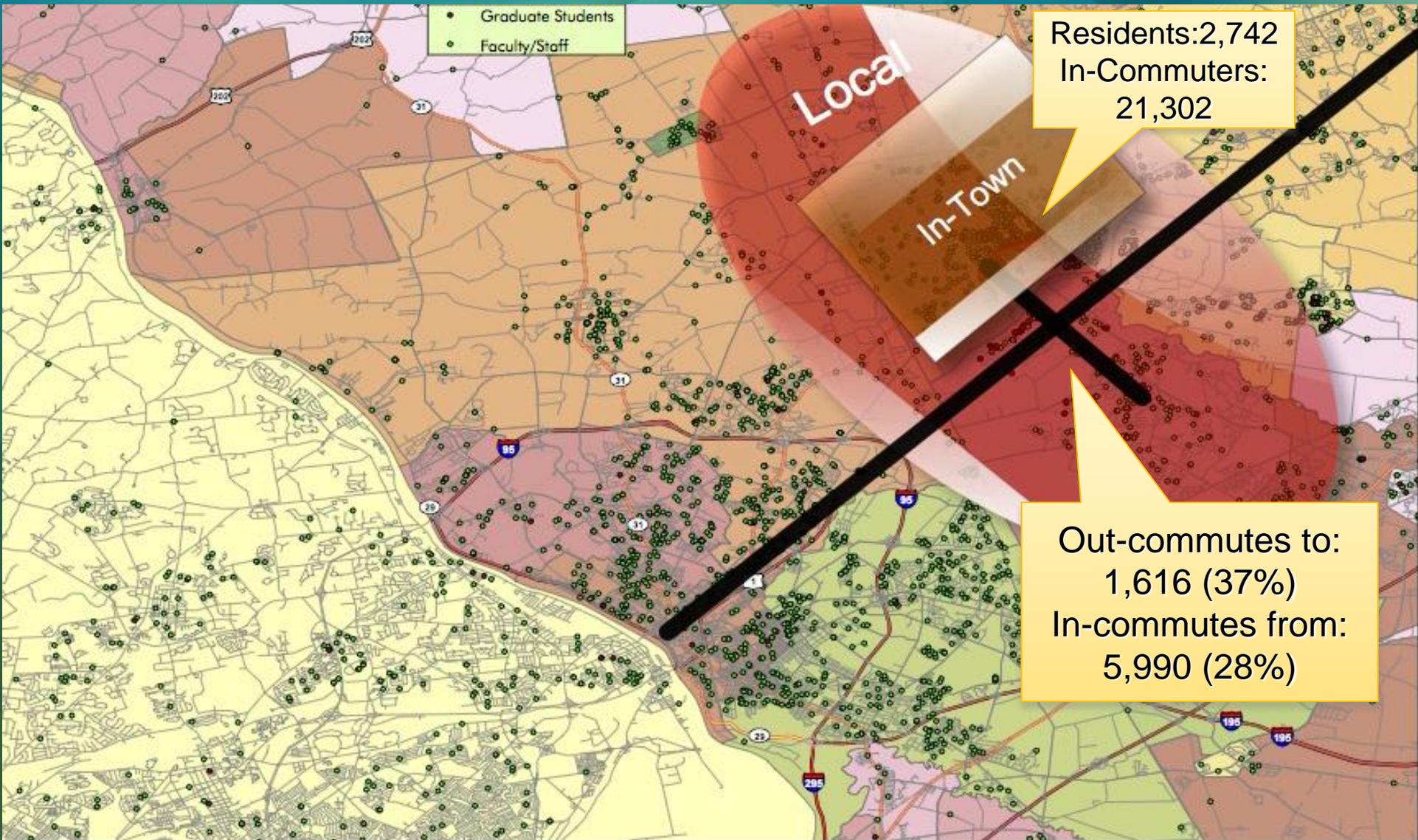
No one traffic strategy will work. We Need a Full Picture of sources and destinations



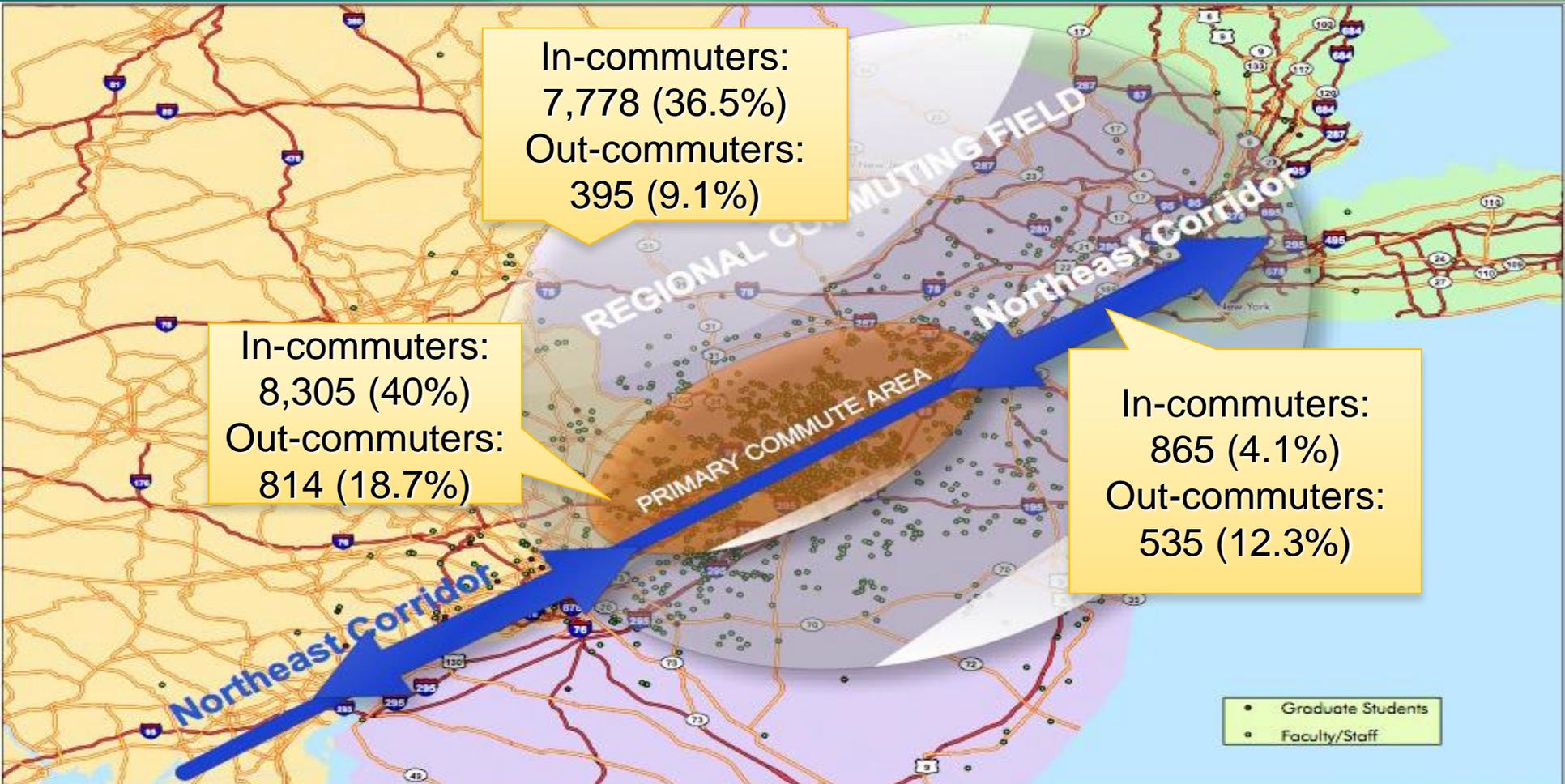
Initial Focus Is On Resident Drivers and In-Commuters.



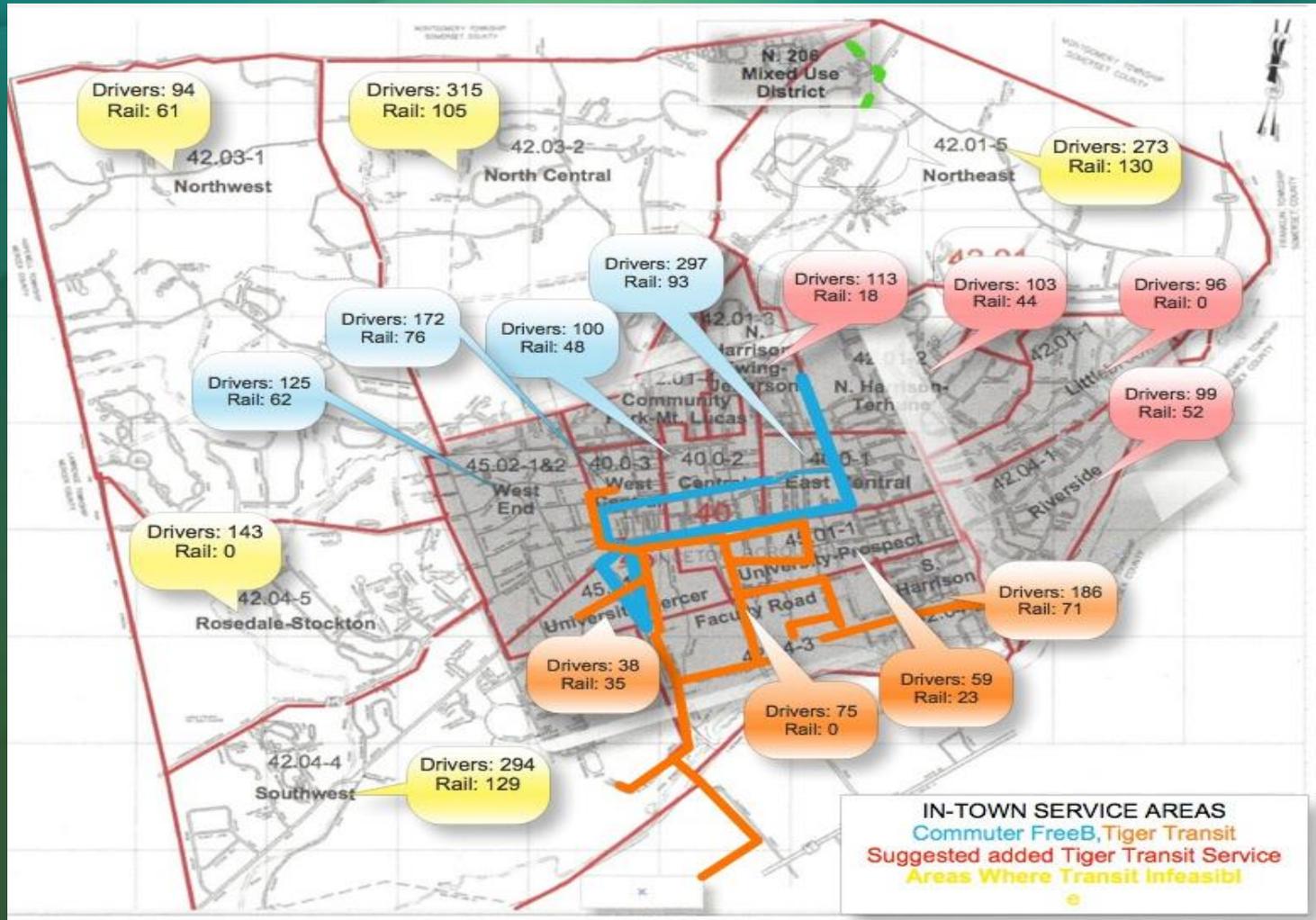
Princeton's Commuting drivers: 39% work in town; 37% work in adjacent towns.



76% of Princeton's In-commuting drivers come from our "primary" commute area [Trenton, Hamilton, Bucks & Burlington] or from a 5-state region.

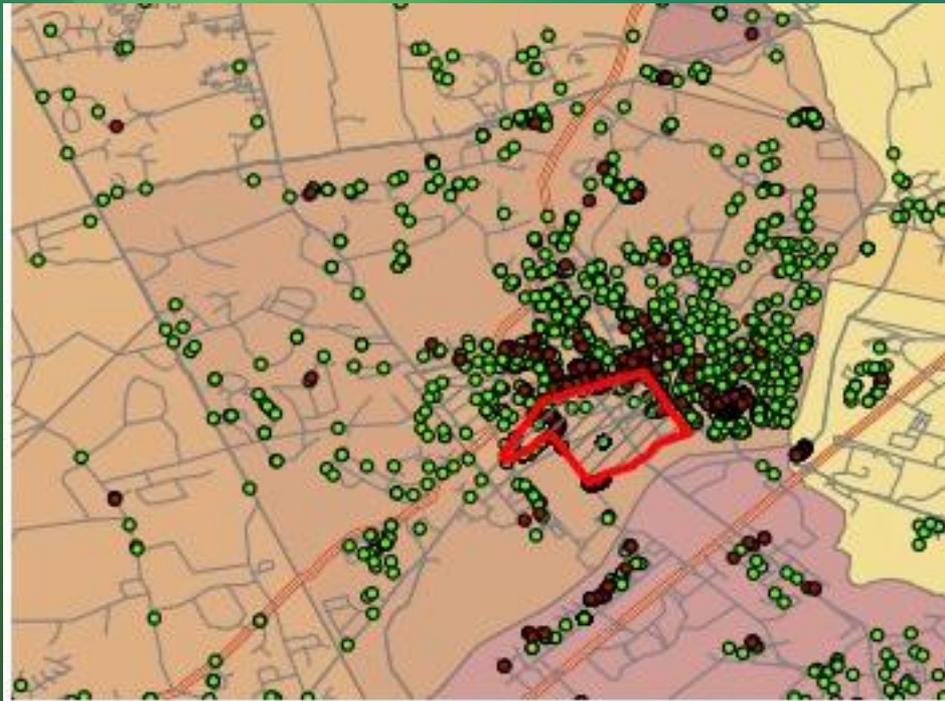


- About 1,120 residents who drive to in-town jobs live in residential areas too dispersed for service by local transit, yet residents carpool at only half the rate for the state & nation.
- A smartphone app “Carpooling: Princeton Rideshare” facilitates voluntary carpooling. The town should sponsor it actively.

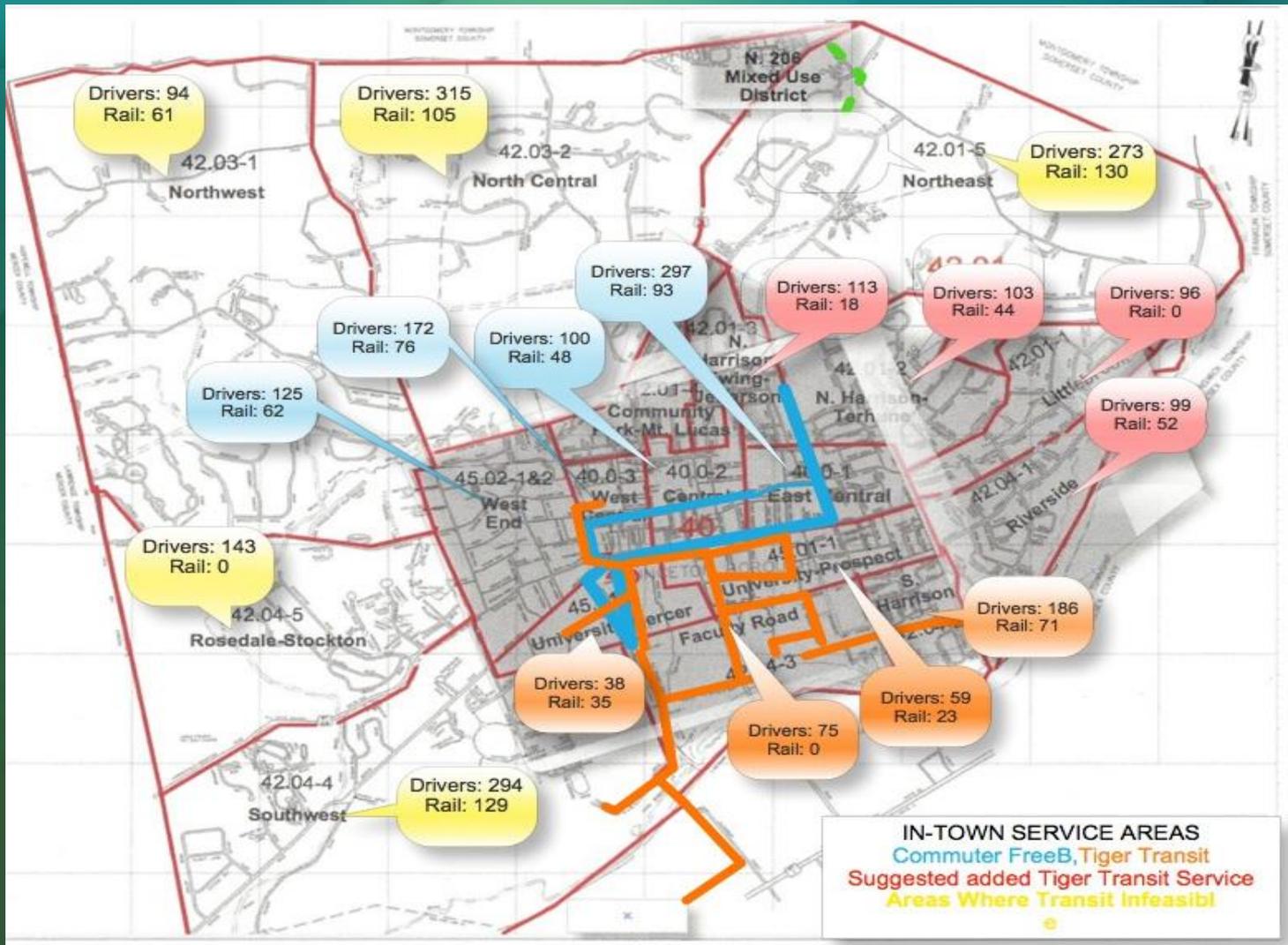


- 23% of residents who work in town are university employees.

The majority live in the northeastern parts of town.



- Yet only the **Commuter FreeB** serves the areas where they live. It doesn't go to the campus, so these employees drive to campus jobs instead.
- Extending **Tiger Transit** routes to where they live may entice some out of their cars.



- Many rail commuters can not use *Commuter FreeB* or *Tiger Transit* to get to Princeton Station, so they drive to Princeton Junction.
- Integrated route changes may lure more to use the Dinky instead.

