



Dublin Mobility Study

Visioning Workshop Summary & Vision Statement

City of Dublin



April 2017

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WORKSHOP SUMMARY



The Dublin Mobility Study is intended to develop a shared transportation vision that will guide policy, design, and implementation strategies for multimodal mobility improvements throughout the City of Dublin. Currently, the majority of residents and employees in Dublin rely on personal vehicles for all their mobility needs. However, there are growing opportunities for multimodal improvements in Dublin.

The mixed-use development of the Bridge Street District, a new public library, other improvements in Historic Dublin, as well as the emerging “connected vehicles” corridor on Route 33, place additional demands on the local roadway network while also paving the way for an expanded range of alternative mobility choices. The City Council has identified the need for enhanced multimodal transportation options in order to support their vision of being a “Vibrant, Innovative, and Engaged Community.” The Council seeks a transportation vision that addresses changing patterns of land use development and mobility while addressing specific stakeholder goals, policy updates, and actionable strategies for development standards and infrastructure facilities.

On February 21st and 22nd, 2017, the City of Dublin, Nelson\Nygaard, and NBBJ Architects hosted a two-day Visioning Workshop to develop a vision for the future of mobility in Dublin, OH. The workshop engaged over 40 participants, selected to represent a diverse range of community and mobility stakeholders, including but not limited to “subject-area experts” with in-depth knowledge of specific mobility conditions and opportunities. This body, as well as several invitees who were unable to participate in the workshop, will form a Working Group for the broader, multi-phase Mobility Study.

The goal of the Vision Workshop was to engage with key stakeholders on Dublin’s mobility challenges, assets, and opportunities and incorporate these perspectives into the City’s shared transportation vision. On Tuesday, February 21st, participants were invited to hear a series of “table-setting” presentations. These presentations provided an overview of key mobility conditions in Dublin today, as well as the transformative opportunities presented by the significant levels of technological innovation reshaping mobility across the globe. The Smart Columbus and the Route 33 Connected Vehicles project presentations made clear how Dublin’s local and regional contexts are at the forefront of promising mobility opportunities.

The next day’s workshop focused on a series of facilitated group discussions designed to help define Dublin’s current and expected transportation challenges, assets, and opportunities. The following is an overview of those discussions, highlighting key themes and perspectives.

TABLE-DISCUSSION FORMAT

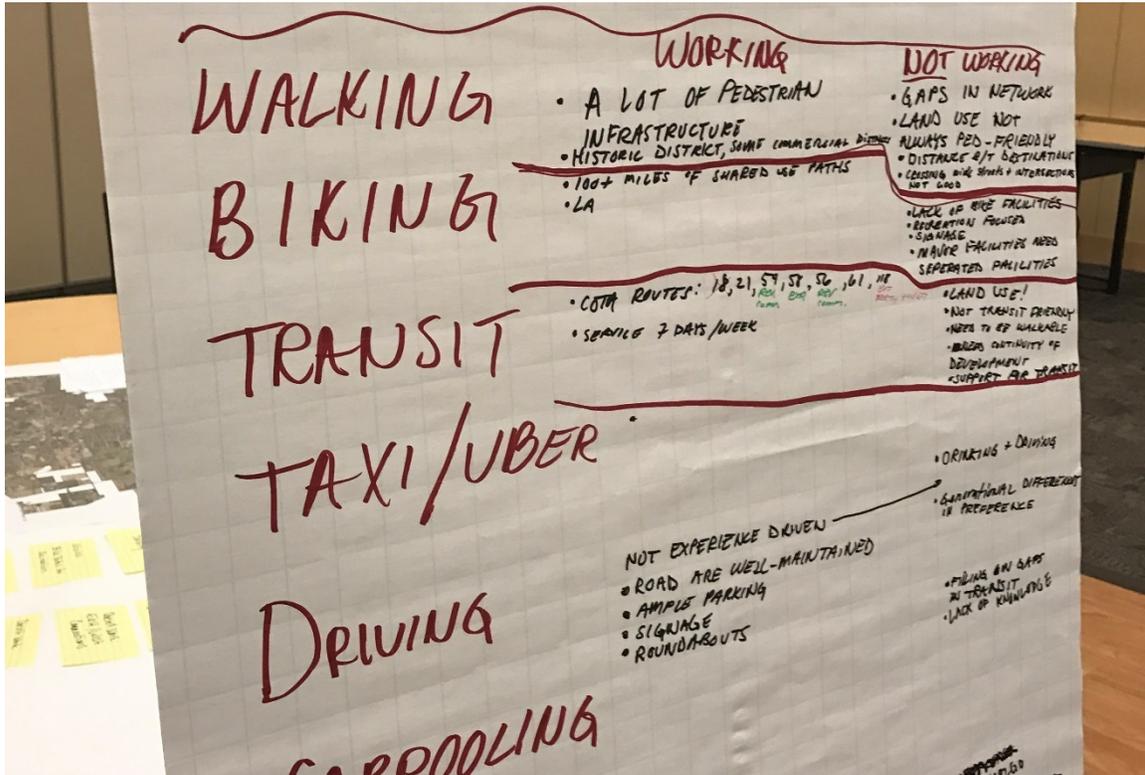


The primary objective for the workshop was to glean stakeholder knowledge related to mobility both broadly (e.g. transit service is limited in most of Dublin) and specifically (e.g. the intersection of High and Bridge Streets needs a pedestrian countdown timer). Discussions were organized around eight tables, each table was assigned one of the draft Mobility Objectives from the study, which are as follows:

- 1. Support economic development:**
Keep Dublin competitive as live, work, play preferences evolve. Expand the range of transportation choices available to employers/employees; facilitate access to jobs/workforce talent located in and outside of Dublin.
- 2. Promote equitable access to mobility:**
ADA, Access to jobs, Aging in Place, Safe Routes to Schools, etc.
- 3. Expand multimodal options:**
Provide safe and effective walking, cycling and other multimodal options in more places across Dublin.
- 4. Improve public health:**
Reduce emissions, increase walking and cycling, reduce social isolation, etc.
- 5. Preserve our environs by focusing future growth:**
Focus new growth in walkable, mixed-use centers, which will preserve low-density lifestyles and protect the natural environment elsewhere.

For the morning session, participants were assigned to specific tables corresponding to one of the five Mobility Objectives above, to ensure diversity of stakeholder affiliations and backgrounds within table discussions. This assignment encouraged participants to think about mobility through a specific “lens”, and one that might not match their everyday area of focus. During the afternoon, participants were directed to choose their table according to which Mobility Objective most resonated with their experience, concerns, hopes, suggestions, ideas, etc.

DISCUSSION SUMMARY



The following is a summary of key input themes, ideas, and areas of consensus.

What's Working & What's Not?

In the morning session, participants discussed what was working and what was not working with respect to the various transportation modes in Dublin.

Common Themes

Working

- Recreational Biking - 100+ miles of shared-use paths
- Lots of pedestrian infrastructure and sidewalks in good condition, particularly in residential areas
- Driving is easy and efficient, and drivers are well-served by existing roadways
- Roadway signage is clear and easy to follow, particularly near several newly installed roundabouts
- Ample parking
- Tech-savvy local population

- Bridge Park mixed-use development is poised to have a positive and transformative impact on Dublin's "downtown".

Not Working

- Biking – biking is recreation-focused not destination/transportation-focused, gaps in the network, few roadways have in-road bike infrastructure, sharrows are ineffective
- Roadway network – Wide streets and intersections, with long crossing distances, are not pedestrian- or bike-friendly
- Transit – Riding COTA buses still carries some social stigma for many participants
- Pedestrian – Land use not always pedestrian-friendly, with segregated land use patterns causing long distances between destinations, gaps in the network
- Driving – Younger people are less interested in driving than older generations, but there are few alternative mobility choices. Likewise, seniors aging in place face limited mobility options as they become unable to drive.

Visioning Exercise

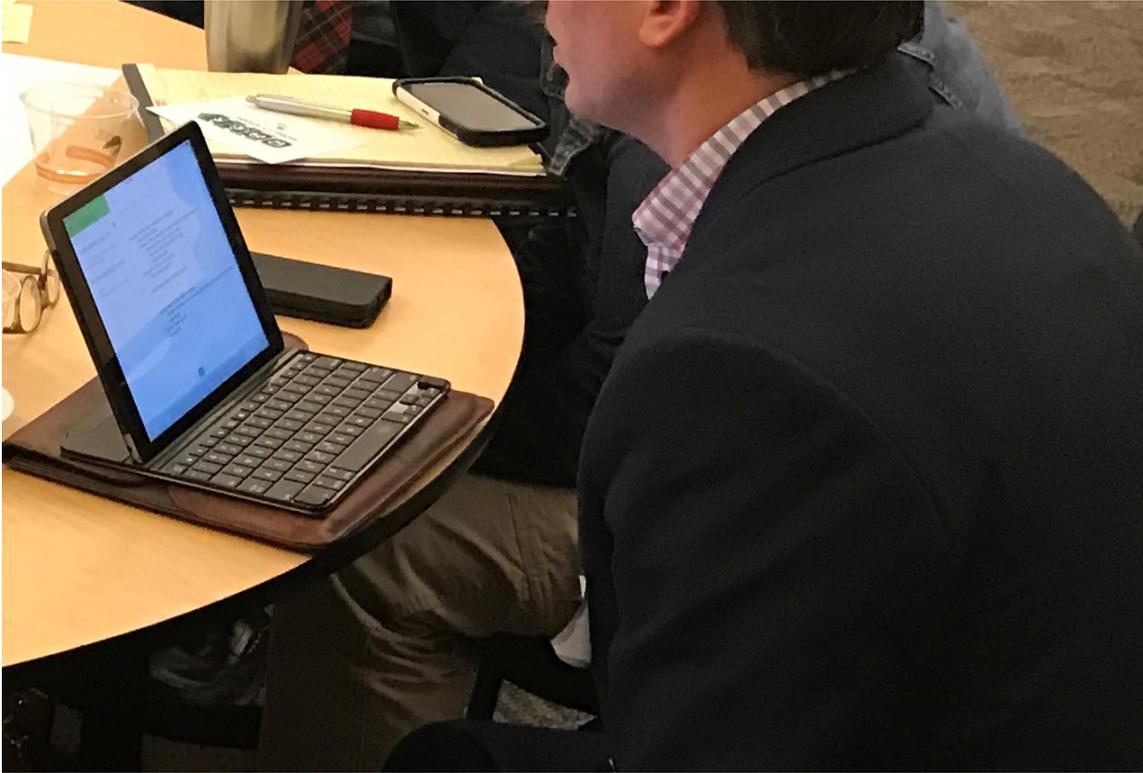
After lunch, participants discussed the future of mobility, beginning by completing the following sentence with respect to improving Dublin's transportation ecosystem:

"For Dublin's mobility system to make Dublin great, it needs to..."

Top Themes

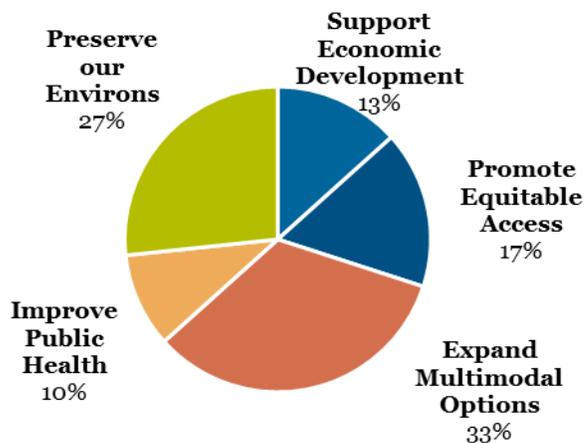
- Develop a circulator ("D" bus, shuttle, or trolley) service
- Enhance connectivity
- Embrace people-oriented, inclusive transportation for all ages, places
- Establish Bike share
- Develop Mobility Hubs
- Bring car share (e.g. Car2Go) to Dublin
- Do more education/outreach on sustainable growth, mobility
- Provide on-demand options supported by mobile apps
- Focus on public/private partnership opportunities
- Provide more and better multimodal options
- Prioritize safety enhancements at intersections, crossings
- Address intrinsic cycling barriers, like trip distances and weather (e-bikes, bike-share)
- Focus on first/last mile connections, related to transit as well as cycling networks
- Mobility as a Service (accessing mobility through public or private service-providers, rather than via personal vehicles)

ONLINE SURVEY



Workshop participants also completed an online survey (now available on the [project website](#)) about modal priorities in Dublin. After the workshop, participants were encouraged to share the survey with others in the community and on social media. Responses were collected during the workshop, with the results summarized below. In the charts below, modal priorities are ranked on a scale of “1” to “6,” where 1 is least important and 6 is most important.

Which of the five Mobility Objectives is most important to you?

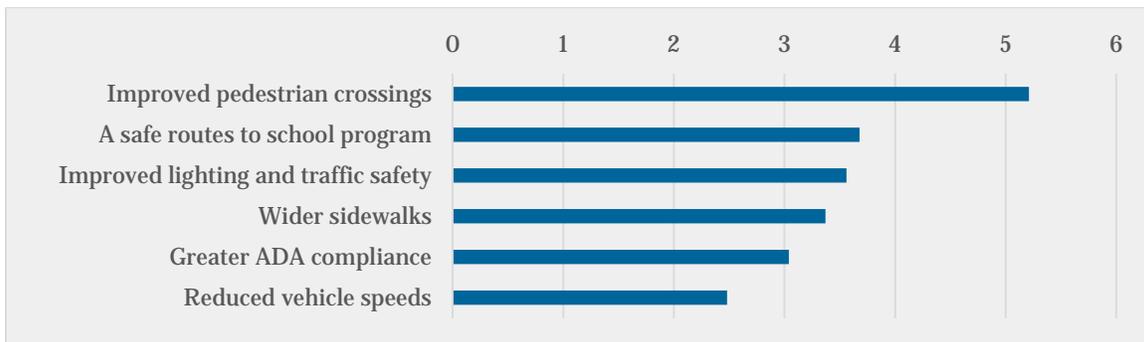


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Ranking Multimodal Priorities



Ranking Pedestrian Priorities



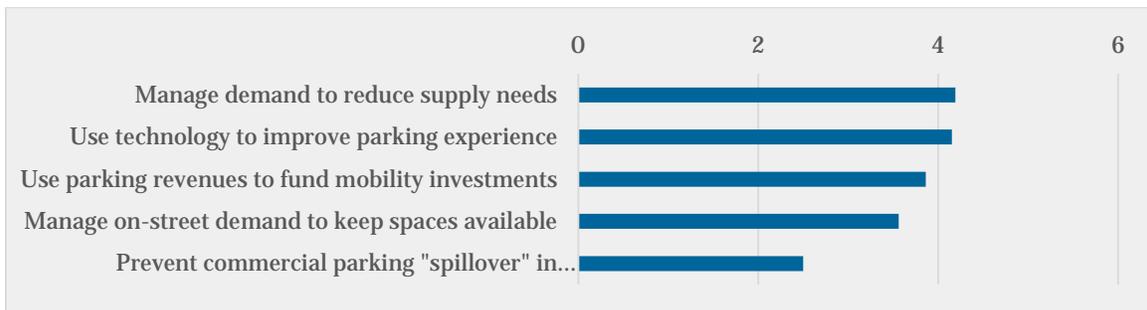
Ranking Bicycling Priorities



Ranking Transit Priorities



Ranking Parking Priorities



WORKSHOP THEMES FOR ACTION

While an unlimited number of initiatives could be inspired from workshop responses, several themes recurred throughout participant conversations, highlighting opportunities for more dedicated attention and intervention on the part of the City. Key Action Items are identified below coming from feedback gathered at the workshop and through the online survey. A full listing of each of these themes and corresponding project opportunities is shown in the Mobility Toolkit and Decision Matrix.

Broad Themes

Consolidate Transportation Information

Workshop participants noted that under existing conditions, information about various transportation options is scattered and difficult to access. More people might consider non-driving travel options if these options had a consolidated point of information, such as a web portal or mobile app, synchronizing existing mobility information on a single platform. Comparable “clearinghouse” websites include parking rates and permit information, links to local transportation demand management (TDM) programs, circulator/shuttle information, bike-parking locations, events/programs, and links to service providers, such as car-share, bike-share, bike repairs, and the like.

A higher-level site might include any of the following.

- Provide multimodal trip planning assistance, with bike and pedestrian-oriented maps and wayfinding
- Real-time transit information displays using COTA's existing GTFS feed and the "Transit" app¹
- Links to local COTA paratransit or other human-services transportation

Build Partnerships/Facilitate Relationships with Emerging Mobility Resources

An array of emerging mobility services, such as ride-hailing services (e.g. Uber and Lyft) and on-demand transit operators (e.g. Bridj, Chariot) are exploring new markets that include subsidized rides to make first/last mile connections to transit, healthcare services, large employers, special events, and other opportunities. Some partnerships involve public sector subsidy/oversight of private emerging mobility services, while others involve public sector-operated "flex bus" service using the routing/dispatching algorithms of a private company. In the near-term, the City can explore potential partnerships with emerging mobility stakeholders to meet its mobility objectives. Key concerns in the negotiation process may include:

- Coordinate partnerships with COTA, which is exploring partnership options
- Prioritize a "shared ride" model (e.g. UberPool, LyftLine), instead of single-passenger rides, that more closely fits the mission of public transit
- Establish terms of service (e.g. hours of operation, rider subsidies allowed, Title VI obligations, alternatives for users without credit cards/smartphones, ADA compliance)

Identify First-Mile/Last-Mile Strategies

Identify, overlay, and track modal and intermodal network gaps by creating a "Gap Map" for the Dublin Mobility FactBook and Mobility Study webpage. This Map would overlay modal networks with major activity centers and allow residents, employees, and other members of the community to make interactive suggestions on how to fill these gaps. These solutions might include upgraded sidewalks, improved in-road bike lanes, or shuttle/circulator service, to name a few.

Specific Opportunities

Explore Circulator Study/On- Demand Transit Feasibility

Workshop participants agreed that many of the benefits of transit could be realized through a circulator that connects to key destinations and activity centers, as well as to COTA service. Several stakeholders proposed circulators that were visitor-oriented, with service designed around the city's 17 hotels, located primarily within the Bridge Street corridor and near the Dublin campus of Ohio University. Others suggested a cost-savings opportunity through

¹ COTA's real-time arrival information launched on the Transit app in May, 2016.

operating dual-purpose circulators/shuttles that could be used by schoolchildren during school pickup/dropoff hours and by general visitors at other times.. A circulator study could focus on the benefits of a new circulator while digging into the reasons as to why previous circulators in the city have failed.

Help Employers Develop TDM Strategies & Programs

Stakeholders shared an understanding that local mobility options are a key factor in the recruitment and retention of talented employees to Dublin. Top-tier employers are increasingly offering a wider range of multimodal transportation benefits beyond the typical free parking space – subsidized transit passes, bike-share programs, and circulators/shuttles, among others – to recruit talented employees by facilitating sustainable commute options. Likewise, long-term trends in the commercial real estate market show that access to talent, particularly in dense job centers accessible by high-capacity transit, is among employers’ top concerns in choosing a location to set up shop.

A common theme workshop participants expressed was that local employers in Dublin, particularly the largest employers, could be strong partners in expanding sustainable-mobility options for their employees. A common barrier is a lack of information on non-driving mobility options, and a lack of means to communicate that information to employees. The City could be a conduit for such information, and a pending statewide transportation demand management (TDM) platform² may be a particularly useful tool for doing so. One challenge to commuter transportation is the limited overall awareness of the mobility needs of employees in Dublin. A City-sponsored employee transportation survey, distributed among Dublin’s larger employers, would be a useful first step to highlight gaps in employee mobility and develop potential solutions.

Enact a Complete Streets Policy

Many stakeholders noted that Dublin’s existing street network does not adequately meet the mobility needs of all road users. As a result, many people who would otherwise travel on foot, by bike, or other non-driving modes choose to drive because of safety concerns or challenges making first/last-mile connections. A Complete Streets policy is an official City ordinance establishing that all roadway projects must seek design opportunities to accommodate all users, regardless of their mode of travel. While many roadway projects in Dublin already make accommodations for non-driving modes, a Complete Streets policy provides a legal framework for a project’s stakeholders to ensure the needs of all road users are considered.

² <http://morpc.org/Assets/MORPC/files/00ORFP%20DRAFT%20-%20Consultant%20RFP%20FINAL.pdf>

Explore Bike-Share Options

Stakeholders expressed interest in an expansion of the CoGo bike share system in Columbus to serve Dublin. Bike share is proving to be a viable mobility strategy in a larger range of communities than previously thought, as new types of operations and funding models emerge.

Engage Car-Share Operators

Many stakeholders expressed interest in attracting a car share operator to Dublin to encourage car-free or “car-lite” lifestyles in the Historic Dublin or Bridge Park districts. Car2Go operates a one-way car share program in Columbus and select suburban centers, while Zipcar operates round-trip car share at John Glenn Columbus International Airport and the Ohio State University.

Review Citywide Land Use and Site Planning Policies

Workshop stakeholders noted that City land use and transportation policies may not be in sync with its broader mobility objectives. Land use policies in some areas may require buildings to be set back far from the street and surrounded by surface parking lots, inhibiting the flow of pedestrians. Traffic engineering requirements, likewise, may require the City to build streets and intersections that are unsafe for walking and biking, with long crossing distances and high vehicle speeds. Stakeholders also expressed interest in stronger City ordinances to support infill and transit-oriented development, including developing appropriate parking and pedestrian access standards for walkable, mixed-use centers.

Prepare for Mobility as a Service

Workshop participants took interest in the emerging concept of Mobility as a Service (MaaS), defined as a digital platform used to source and manage the provision of transportation services that meet a customer’s unique mobility needs. Stakeholders argued that the City should take the lead in developing a citywide MaaS mobile app platform that includes all mobility services available in Dublin. As of 2017, several MaaS pilots are underway around the world, though few include more than a few hundred participants. MaaS platforms generally include a multimodal trip planning service, trip booking, fare payment, and customized “mobility packages” that users can select according to their preferences (e.g. cost savings, time savings, calorie expenditure, or carbon emissions).

WORKSHOP PARTICIPANTS



The City would like to thank the following participants who provided several hours of their time, and offered invaluable insights and ideas in developing a guiding vision for the Dublin Mobility Study.

Name	Representing
Alison Srail	Crawford Hoying
Amy Kramb	East Dublin Civic Association
Anna Sommers	IGS
Brian Suiter	Kaufman Development
Catherine Guirves	Yay Bikes!
Chad Gibson	Upper Arlington Planning
Christine Gawronski	Community Services Advisory Commission
Danny Freudinger	Honda/OSU Partnership
Devayani Puranik	Planning Department
Eliza Thrush	City of Columbus
Elizabeth Diamond	Student leaders
Grant Southwood	Ohio State University
Janet Cooper	Dublin Arts Council

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Name	Representing
Jason Sudy	OHM Advisors
Jayashree Ramanath	Ohio State University
Jeannie Willis	Engineering Department
Jeff Tyler	Building Department
JM Rayburn	Planning Department
Joanne Shelly	Planning Department
Joe Florian	Bicycle Ambassador
Joe Sullivan	Sullivan Bruck Architecture
Lori Burchett	Planning Department
Marino Colatruglio	Cardinal Health
Mark Dudgeon	Columbus State
Mary Pierce	Muirfield Village
Mary Turner	Planning Department
Maryanne France	MORPC Planning
Matthew Adams	DTI Creative
Melissa Bogner	Park Place/Post Preserve
Mia Bovska	Student leaders
Mike McCann	Central Ohio Transit Authority
Nick Plouck	City Manager's Office
Nicole Leavitt	Student leaders
Paul Carlson	City of Columbus
Rob Kopp	Metro Data Center
Scott Diring	Visitor's Bureau
Sgt Renae Rice	Dublin Police Department
Steve Stidhiem	Planning & Zoning
Thomas Raabe	Ohio University
Tina Waskiewicz	Engineering Department
Tyler Ford	Van Trust Real Estate
Umit Ozguner	Ohio State University
Vince Papsidero	Planning Department
Vanessa Cummings	Columbus State University

VISION STATEMENT

One of the primary objectives of the Visioning Workshop was to develop a Vision Statement for the Mobility Study, based on input received from the stakeholder Working Group. Following is a series of potential Vision Statements for the overall study, and in support of the study's adopted objectives.

PRIMARY VISION STATEMENT

For consideration:

- Exceed expectations in providing mobility choice and excellence.
- To be a city of strong, growing, prosperous and inclusive communities supported by excellent mobility options that bolster a thriving economy, accommodate new and established populations, facilitate healthier lifestyles, encourage social connection, and allow all Dubliners to fulfill their potential.
- A diverse range of viable mobility options are available to meet the needs and preferences of our diverse community, providing mobility independence, improving air quality, enriching public life and neighborhood cohesion, and enhancing the overall quality of life.

OBJECTIVE-BASED VISION STATEMENTS

For consideration:

Support Economic Development

Connections to walkable, mixed-use centers with a range of transportation options will create vital employment districts throughout Dublin, and facilitate expanded access to jobs and workforce talent in Dublin and throughout the Columbus Region.

Promote Equitable Access

Access to goods, services, jobs and recreation will be convenient for all residents and visitors regardless of socio-economic status, physical ability, or age.

Expand Multimodal Options

A wide range of efficient, accessible, and sustainable transportation choices will be available, including options to access goods and services without travel.

Improve Public Health

Dublin will be widely known as a place where getting around without a car is an easy, attractive, and popular lifestyle choice regardless of one's age, ability, or level of physical fitness.

Focus Growth

Population growth is concentrated in walkable, transit-accessible, mixed-use districts, as new residents and employees gravitate toward car-independent lifestyles and commutes.

MOBILITY TOOLKIT AND DECISION MATRIX

The focus of the next Mobility Study phase will be to build upon the Vision Statement, to develop a Mobility Toolkit and Decision Matrix, which will identify and prioritize a set of recommended actions to put vision into practice. Working drafts of the Toolkit and the Decision Matrix are appended to this document. Below is an overview of both.

MOBILITY TOOLKIT

Modal Toolkits

Modal Toolkits to Organize Potential Strategies

Develop citywide policies for multimodal access to new developments			
Encourage infill development and TOD through zoning policies		Updated approaches to design review, site planning, parking requirements	
Enhance regional connections with Columbus			
Affordable housing			
Smart growth - focus growth in denser, mixed-use centers like Bridge Park			
Develop public-realm plans		Develop a Parks and Public Realm plan to prioritize placemaking	
Develop public-realm plans		Develop a series of neighborhood-specific public realm plans	
Identify "Infill Nodes" where new walkable, mixed-use, higher density development is desired	Identifying where such growth is sought can clarify that most of Dublin is not targeted for transformative land-use change	Map these redevelopment nodes, based on current land use characteristics, propensity for redevelopment, and neighborhood and regional access	Update Land Use and Parking Requirement zoning codes
Promote Economic Growth to strengthen and expand Dublin's			

The Mobility Toolkit comprises modal toolkits, outlining strategies for the following mobility elements.

- Transit
- Cycling
- Walking
- Streets & Parking
- Multimodal Coordination
- Land use and development opportunities to support the Mobility Vision.

Decision-matrix prioritization is based on staff (and stakeholder) input on each strategy's relative *importance* to achieving each of the five, designated Mobility Study objectives, as well as its *achievability* (the relative likelihood of effective implementation) as described below.

Importance

Each selected toolkit strategy is rated according to its potential to serve each of the five Mobility Study objectives. The daft matrix provides a non-weighted tally for this score, based on entered ratings, but the tally could be weighted if the City chooses to make the five objectives hierarchical.

Achievability

Similarly, each selected toolkit strategy is rated, based on an assessment of its achievability, according to the following.

- **Cost Viability** – How easy it will be to fund effective implementation, including an assessment of outside funding opportunities
- **Internal Support** – Staff enthusiasm, staff resources, organizational preparedness, etc.
- **Key Partner Support** – The willingness of any key partners to provide effective support, as necessary, to achieve the strategic aims. Full score for any actions that do not significantly depend upon partners.
- **Decision-Maker/Community Support** – The likelihood of gaining popular support, and/or any necessary approval/s from decision-makers.
- **Legal Authority** – The City has, or can secure, necessary authority to implement, including the viability of any necessary ordinances/amendments.

Final Score

The result will be a bifurcated score for each selected action, providing a means of quickly scanning for the following actions to prioritize.

- **Obvious Top Priorities** – Actions with high Importance/Achievability scores
- **Hard, but Worth It** – Actions that are important enough to pursue, despite significant implementation barriers
- **Low Hanging Fruit** - Actions that, while perhaps not transformative in importance, face minimal obstacles to successful implementation.