# 9 Transportation and Circulation

| GOALS | OBJECTIVES | POLICY RECOMMENDATIONS |
|---|---|---|
| Reduce traffic volume, especially during peak hours. | Reduce the impact of local or through traffic on the local road network. | Pursue opportunities for Transportation Demand Management (TDM), Transit-Oriented Development (TOD), participation in the Suburban Transit Initiative, and smart growth planning and zoning. |
| Encourage alternative means of transportation both within and outside of town. | Increase the safety of and links in the existing pedestrian network.<br><br>Create a town-wide bicycle route.<br><br>Create an intra-town transit system.<br><br>Provide links to existing and planned suburban transit stations. | Support viable traffic calming programs for areas with a demonstrated need.<br><br>Explore shared use of shuttles or town-sponsored shuttles for intra-town transit.<br><br>Include pedestrian and bicycle needs in all traffic and transportation improvement studies and projects.<br><br>Incorporate the MassHighway Project Development and Design Guidebook (2006) in Town transportation projects and Project of Significant Impact (PSI) and subdivision standards. |
| Manage parking to support commercial districts. | Enhance customer access and traffic flow.<br><br>Encourage employees in business areas to park outside of commercial areas in designated employee parking areas. | Identify opportunities for new structured parking and shared parking near commercial areas, as well as better management of available parking. |
| Seek improvement of transportation flow on regional routes. | Reduce rate of increase of local traffic congestion. | Work with state and neighboring towns through the MPO to identify truck routes, locate commuter traffic routes away from congested areas, and establish corridor alliances with contiguous communities/subregions. |
| | | Consider joining the MetroWest Regional Transit Authority. |

## Findings

- Wellesley lies along the Route 128 loop and experiences significant weekday peak hour congestion.
- Wellesley's daytime population increases by 30% due to an influx of workers.
- Most workers drive alone to places of employment.
- Increasing traffic congestion on the arterial network brings cut-through traffic and speeding to local streets as commuters seek alternate routes.
- Traffic growth continues at a steady pace of 2% per year.
- Many non-residents drive through Wellesley and use its commuter rail lots to reach employment and retail centers.
- School traffic also generates congestion in the mornings and afternoons.
- Wellesley does not have representation in groups that determine regional transportation policies and projects.

## Key Challenges

- Improving arterial traffic flow along Route 9, Route 16, and Route 135.
- Reducing local street cut-through traffic issues and speeding.
- Reducing single-occupancy vehicle trips.
- Improving high-crash locations in town to address local safety concerns.
- Ensuring adequate parking for the downtown business district.
- Creating continuous, linked pedestrian and bicycle facilities including sidewalks, bicycle paths, and new connections to regional greenways and trails.
- Providing intra-town transit services.
- Ensuring safe routes to school for vehicles, pedestrians, and bicycles.
- Improving commuter rail service and facilities.
- Keeping bridges well-maintained.

# TRANSPORTATION: GETTING AROUND

**Journey to Work (2000)**
- 65.9% of workers drive alone (67.3% in 1990)
- 4% carpool (6.3% in 1990)
- 9.6% take public transportation (8.9% in 1990)
- 12.3% walk or bike (11.8% in 1990)
- 7.9% work at home (5% in 1990)
- Average travel time to work is 24 minutes

**Work Destination (2000)**
- 35% work in Wellesley
- 24% work in Boston
- 5% work in Newton
- 36% work elsewhere

**Vehicle Ownership (2000)**
- 3.7% of households do not have access to a vehicle (5.4% in 1990)
- 26.1% have one vehicle (27% in 1990)
- 54.5% have two vehicles (48.8% in 1990)
- 15.8% have three or more vehicles (18.7% in 1990)

**Traffic Counts**
- Route 9 west of Ottaway Circle in 1998: 53,000 vehicles per day total (both directions)
- Route 16 east of Forest Street in 1999: 24,300 vehicles per day
- Route 16 east of Route 135 in 2000: 17,000 vehicles per day
- Route 16 east of Walnut Street in 2000: 20,100 vehicles per day
- Route 16 east of Dover Road in 2003: 13,100 vehicles per day

**Peak Hour Traffic**
- 100,000 vehicles enter Wellesley on all routes during the evening peak hour (including I-95/Route 128)
- At least half of these vehicles are traveling through Wellesley to other destinations

**Public Transportation**
- 3 commuter rail stations: Wellesley Farms, Wellesley Hills, Wellesley Square

**Off-Street Parking**
- Most parking is in surface lots
- Parking decks and garages for office buildings
- Public off-street lots in Wellesley Square (622 spaces); Linden Street (236 spaces); Wellesley Hills (126 spaces); and Lower Falls (73 spaces)

**WHAT DOES IT MEAN?**
More workers in Wellesley take public transportation, walk, or bike to work than in the state as a whole—and more work at home.

- Nearly ten percent of Wellesley workers take public transportation to work.
- Over ten percent walk or bike to work.
- Nearly eight percent work at home.

*Sources: Town of Wellesley, Census 2000, MassHighway*

# A. CURRENT CONDITIONS

The Town of Wellesley has an intricate network of roads and transportation services, including commuter rail, that serves town traffic and inter-city commuter traffic (see Figure 9-1.) As a nearly built-out suburban town with a significant employment base, Wellesley has a transportation system that experiences considerable strains. The town's three MBTA commuter rail stations attract commuters from nearby communities as well as Wellesley, generating substantial peak hour traffic congestion. Another major source of congestion in Wellesley is the morning and afternoon student arrival and departure times. This school-related traffic is difficult because many school children do not ride the school bus.

Other transportation issues include the impact of a growing daytime population of employees, continued background traffic growth within the region as a whole, cut-through traffic on local streets, speeding on local streets, effective management of parking in commercial areas, and the potential for implementation of Transportation Demand Management (TDM).

## Roadway Types (Functional Classification)

The functional classification of a roadway indicates how it serves the community and regional highway network (see Figure 9-2).
There are four major categories of roadways:

- Limited access highway: I-95/128
- Arterial (Principal/Minor): Route 9, Route 16, Route 135
- Collector (Major/Minor): Cedar Street, Weston Road, Forest Street, Oakland Street, Linden Street, and Cliff Road, for example
- Local Streets: Abbott Road, Pleasant Street, Benvenue Street, for example

These roadway types are designed to carry different levels of traffic volumes and to serve different trip purposes. In Wellesley an extensive local road system feeds into the collector road system and serves major residential neighborhoods and subdivisions.

## Traffic Volume

Wellesley is located in MassHighway District (MHD) 4, which includes 81 towns. Recent data show increasing traffic volumes in the region as a whole. Between 2003 and 2004, traffic volume in the District 4 region increased 2%. This increase in traffic affects Wellesley because of its position along regional arterials Route 9 and Route 16, which bring traffic through Wellesley that does not have an origin or destination in the town. This causes additional traffic congestion and delay. Municipal traffic volumes collected from Town and MHD records indicate that traffic volumes on the regional arterial network in Wellesley are high, as shown in the table below and Figure 9-3.

In many communities, increasing traffic volumes can also be traced to a growing number of cars per household in the last ten to twenty years. Census data suggest that this is not, in itself, a major source of traffic congestion in Wellesley. The number of households with two or more cars increased marginally from 1990,

**WELLESLEY TRAFFIC VOLUMES**

| YEAR | LOCATION | VEHICLES PER DAY |
|---|---|---|
| 1997 | Route 9, west of Route 16 | 53,000 |
| 1999 | Interstate 95 (128), north of Route 9 | 165,000 |
| 2003 | Route 135, Central St., west of Grove St. | 14,700 |
| 2003 | Route 135, Central St., at Natick town line | 10,600 |
| 2004 | Route 16, north of Kingsbury St. | 18,224 |
| 2004 | Linden St., east of Kingsbury St. | 10,369 |
| 2004 | Kingsbury St., north of Linden St. | 6,740 |

*Source: MassHighway*

when 68.4% of households had two or more cars, to 2000, when the corresponding number was 70%. However, changes in the timing and location of local trips combined with increases in regional traffic can create perceptible new congestion.

School traffic provides an example of this traffic change. It has been estimated that school-related traffic constitutes one-third of the traffic on Wellesley roads during the morning peak hours and also causes congestion in the afternoons. Because of the high cost of school transportation, only K–6 students who live two or more miles from their schools are eligible for free school bus service. The school system charges $404 per student, with a maximum assessment of $908 dollars per family to K-6 students who live within two miles of the school. Students in Grades 7-12 are assessed a fee of $404 per student. A small percentage of students (5%) are income-eligible for a reduced fee of $25 per student. Of 4,679 eligible students, 1,058 students (23%) take the school bus. Of these 1,058 riders, 238 K–6 students living at least two miles from school receive free service and the remaining 820 pay the fees.

## Traffic Safety

Crash data from the Wellesley Police Department database for 2002-2004 reveal that Route 9 and Route 16 have the highest number of crashes in town, as might be expected on these high-volume roads containing busy intersections with significant conflict points. Overall, according to the Wellesley Police Department database, there were 2,872 crashes recorded in Wellesley for 2002-2004.

Figure 9-4 and the tables below provide site-specific crash location data from the Wellesley Police Department.

**WELLESLEY POLICE CORRIDOR CRASH DATA (2002-2004)**

| LOCATION (STREET) | CRASHES |
|---|---|
| Route 9 (Worcester Street) | 883 |
| Route 16 (Washington Street) | 614 |
| Route 135 (Central Street) | 169 |
| Linden Street | 148 |
| Weston Road | 118 |
| Wellesley Avenue | 101 |
| Great Plain Avenue | 60 |
| Oakland Street | 60 |
| Cedar Street | 47 |
| Walnut Street | 45 |

*Source: Wellesley Police Department*

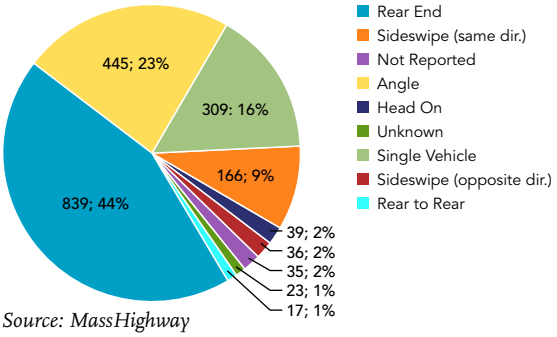
**WELLESLEY POLICE CRASH DATA (2002–2004)**

| LOCATION (STREET) | 2002 | 2003 | 2004 | TOTAL |
|---|---|---|---|---|
| 457 Worcester Street | 16 | 26 | 17 | 59 |
| 370 Worcester Street | 15 | 22 | 17 | 54 |
| 100 Worcester Street | 5 | 22 | 24 | 51 |
| 165 Linden Street | 20 | 11 | 17 | 48 |
| 642 Worcester Street | 15 | 14 | 19 | 48 |
| 443 Worcester Street | 16 | 19 | 12 | 47 |
| 987 Worcester Street | 11 | 11 | 15 | 37 |
| 106 Central Street | 11 | 13 | 11 | 35 |
| 93 Worcester Street | 0 | 8 | 24 | 32 |
| 50 Oakland Street | 17 | 9 | 4 | 30 |
| 871 Worcester Street | 15 | 7 | 8 | 30 |
| 96 Wellesley Avenue | 12 | 8 | 2 | 22 |
| 453 Washington Street | 5 | 2 | 11 | 18 |

*Source: Wellesley Police Department*

According to MHD data for 2002-2003, 76% of all crashes resulted only in property damage. Two fatal crashes were recorded in Wellesley: one at the intersection of Dover Road and Grove Street and one at 530 Washington Street. While 44% of all crashes were rear-end collisions, 23% were angle crashes, 9% were sideswipes of cars going in the same direction, and 16% involved a single vehicle.

**TOWN OF WELLESLEY**
**CRASH CONFIGURATION TOTALS (2002-2003)**




*Source: MassHighway*

The remaining percentage includes head-on, sideswipe opposite direction, and not reported.

## Transit Service

Transit service in Wellesley is limited to commuter rail and bus service for senior residents and handicapped persons. There are no MBTA bus routes in Wellesley. The three colleges in Wellesley provide limited shuttle bus service targeted to their student populations.

### COMMUTER RAIL

Wellesley has MBTA commuter rail service at three different rail stations on the Worcester/ Framingham Line. The stations, which serve commuters from Wellesley and surrounding communities, are located at Wellesley Square (downtown), Wellesley Hills, and Wellesley Farms in the north end of town. The existing train platforms are antiquated and will eventually need upgrading to improve visibility, safety features, and compliance with the Americans with Disabilities Act (ADA) standards.

Parking is provided at each commuter rail station. The most constrained supply exists at the Wellesley Hills station.

**MBTA COMMUTER PARKING**

| TRAIN STATION | PARKING SPACES |
|---|---|
| Wellesley Hills | 51 |
| Wellesley Farms | 199 |
| Wellesley Square (Tailby Lot) | 224 |
| **TOTAL** | **474** |

*Source: MBTA*

Additional commuter parking can be found on downtown streets near Wellesley Square and on the rail bridge on Cliff Road.

Each weekday, 17 inbound and 16 outbound trains stop in Wellesley between 6:00 a.m. and 12:30 a.m. More frequent service on the Framingham/Worcester Line could benefit Wellesley by attracting residents from towns to the west who currently commute through Wellesley, as well as Wellesley residents.

### SHUTTLE SERVICES

Wellesley is served by THE RIDE, an on-demand shuttle operated by the MBTA that provides transportation for disabled persons. During FY 2005, 7,000 trips were provided to Wellesley residents.

The Wellesley Council of Aging (COA) provides additional transportation service to the elderly through a shuttle bus. The bus operates on weekdays from 9:00 a.m. to 4:00 p.m. Rides must be scheduled in advance due to limited space on the bus. This door-to-door shuttle takes riders to key destinations in town and limited locations outside of town including Newton–Wellesley Hospital, Deaconess Hospital in Needham, Metro-West Medical Center in Natick, and the Woodland MBTA Green Line stop in Newton. Every Tuesday a free ride is provided to Roche Brothers Supermarket and Star Market in Wellesley. The last Thursday of the month a trip is scheduled to the Natick Mall. The shuttle bus has a 24-person capacity and operates on a daily basis, averaging approximately 500 riders per month. Estimated annual trips for FY 2005 are 5,248 trips, up from 4,985 trips in FY 2004.

Massachusetts Bay Community College, Wellesley College, and Babson College all have shuttle services to a limited number of destinations:

- Massachusetts Bay Community College provides a shuttle to the Riverside T Station (MBTA Green Line) and to the Framingham Campus.
- Wellesley College provides an internal shuttle service throughout campus during evening hours to transport students between dorms, halls, and parking lots. In addition, the College provides a Saturday Natick Mall Movie Shuttle that departs every two hours from the Founders Lot to the AMC Theater and several retail stores in Natick. The final shuttle back to Wellesley leaves the theater at 11:30 p.m. Wellesley College also operates an "Exchange Bus" that serves Wellesley College and MIT students, faculty, and staff. The shuttle travels between the two campuses from 7:00 a.m. to 1:00 a.m. each weekday.
- Babson College provides a Saturday shuttle service for Babson students. Guest riders can ride for $2. The shuttle operates from 11:00 a.m. to 2:00 a.m. and connects to the Riverside T Station, downtown Wellesley, Natick Mall, Quincy Market, and the Super Stop and Shop in Natick.

## Transportation Demand Management (TDM)

"Transportation Demand Management (TDM)" is a general term for a variety of strategies used to increase the efficiency of the transportation

system. An example of a TDM strategy would be programs and incentives that encourage people to car pool, rather than increasing the capacity of the transportation system by building more traffic lanes or transit infrastructure. One of the most important goals of TDM is to reduce overall dependence on single-occupant vehicle (SOV) trips. TDM is implemented through businesses and other high trip-generating uses, which facilitate and provide significant incentives to commuters to travel by transit, carpool, rideshare, or bicycle or use other alternatives to SOV travel.

Keys to the success of such programs may include:

- designating preferential parking spaces for employees that carpool
- establishing a financial incentive program to encourage ridesharing
- designating an on-site transportation coordinator to oversee a ridesharing program
- accommodating work shifts
- creating joint ridesharing programs with other area businesses
- encouraging bicycle commuting by providing secure on-site bicycle storage racks
- providing on-site services, such as food services, ATMs, and mailboxes, in large employment complexes so that employees will not have to leave the site to conduct personal business during the day
- working with local businesses to establish delivery services.

Transportation Management Associations (TMAs) are nonprofit organizations that organize and manage TDM strategies for member groups in a designated geographical area. Wellesley is located within the 128 Business Council Transportation Management Association's (TMA) service area. Options offered by the 128 Business Council to reduce dependence on the SOV include:

- Carpool and vanpool matching
- Shuttle bus lines connecting members with mass transit centers
- Local commuting website
- Guaranteed Ride Home Program
- Commute planning and commuter information
- Storm Traffic Control Center
- Highway construction project information
- Rideshare regulation consulting
- Transportation Awareness Days at work sites
- Quarterly newsletter.

### Municipal Parking

Town-owned parking consists of six off-street public parking lots dispersed throughout the community. These parking lots are intended to serve businesses in village commercial districts and include Wellesley Square, Cameron Street, Waban Street, Weston Road, Eaton Court, and River Street (see Figure 9-5). In addition, on-street metered parking is available:

- Wellesley Square – 289 metered spaces
- Wellesley Hills – 179 metered spaces
- Lower Falls – 18 metered spaces

As indicated previously, the three MBTA commuter rail stations provide a total of 474 parking spaces ranging from 51 at Wellesley Hills to 224 spaces at Wellesley Square (Tailby Lot).

There is a strong perception among many residents and business owners that there is a shortage of parking in Wellesley's commercial districts. In October 2002, BETA Group, Inc. completed a parking study that indicated no shortage of parking exists in the commuter rail lots or in the business district lots, with the exceptions of the Waban Street lot, River Street

lot, four-hour parking in the Wellesley Square lot, and long-term spaces in the Cameron Street lot. The study also found an adequate supply of handicapped spaces in all lots. Improved management of the existing parking spaces to serve customers, business employees, and others could reduce the perception of inadequate parking. Drivers typically look for a parking space immediately in front of their destination and employees often park on the street and feed the meters all day. For both customers and employees, the walk from parking lots to their destinations must be attractive and feel safe and there must be both incentives and enforcement in an effective parking management program.

The 2002 study found that use of the three commuter rail lots (Tailby, Wellesley Hills, and Wellesley Farms), the Weston Road lot, and the Cameron Street lot was dominated by non-residents at the time. However, use of all of the commuter lots has decreased since 2002 because new train stations and parking facilities have opened in nearby Ashland, Westborough, and Southborough; the parking fees have increased; and, possibly, because of regional economic stagnation.

### Neighborhood Traffic Calming

Traffic calming involves roadway design techniques that slow traffic in residential areas. These design techniques generally cause traffic to shift vertically (as in raised intersections) or

horizontally (as in curb extensions) to reduce speed and or volume. Traffic calming strategies include speed humps, speed cushions, chicanes, curb extensions, raised intersections, traffic circles, roundabouts, and so on. Other forms of traffic calming include road narrowing, road striping, and visual speed radar sites (see Appendix D).

The Town has already placed traffic calming devices in different locations:

- Curb extension/neckdown on Central Street within Wellesley Square;
- Speed humps and raised crosswalk on Overbrook Drive;
- Raised crosswalk on the Town Hall access roadway; and
- Raised intersection on Oak Street at School Street.

Although traffic calming is sometimes controversial because some residents find the slowing of traffic hard to get used to, it is likely that other locations in Wellesley can benefit from traffic calming approaches, such as routes used by pedestrians to walk to town destinations.

### Bicycle and Pedestrian Planning

Wellesley has made many improvements to facilitate pedestrian travel within the town. The 23.9-mile long trail system provides on- and off-road connections between town destinations. In addition, Wellesley has a significant number of high-visibility crosswalks and wide sidewalks

throughout the downtown. Many of these crossings are designed with brick pavers to emphasize the crosswalks for motorists. Several pedestrian crosswalks are signalized in Wellesley and include high-visibility fluorescent signage to indicate the crosswalk locations.

Wellesley does not have continuous sidewalks on all streets, which means that pedestrians in some areas are forced to walk in the road. All new developments in Wellesley are required to install sidewalks and the Town has revised sidewalk requirements in the Zoning Bylaw's Projects of Significant Impact (PSI) review process to require sidewalks to extend 600 feet from each project. Residents in some locations have resisted the installation of sidewalks because they feel they detract from the semi-rural character that they prefer. Alternatives could include pathways of stone dust or another soft surface that could provide a safe walking area for pedestrians.

Bicycle paths in town are off-road gravel paths. Off-road paths include Fuller Brook Path, Sudbury Aqueduct, and the Crosstown Trail. These trails connect and cross a signalized intersection at Washington Street. The town lacks a formal bicycle plan but intends to develop a plan for on- and off-street bike routes.

## B. RECOMMENDATIONS

### Provide more focused attention to transportation issues in town government.

#### ACTIONS

- *Create a full-time Transportation Coordinator staff position for a qualified transportation planner*. Although the Town retains a consultant to assist in transportation studies and engineering, the Town needs a dedicated staff person to coordinate multiple transportation-related issues within Wellesley, to represent town interests in regional transportation planning, and to write grant proposals to support transportation improvements. This staff person should have policy expertise and grant-writing skills. Major tasks would include working with the schools on traffic issues, creating shuttle services for the Town and coordinating them with the colleges, TDM implementation, parking management in the commercial districts, and working with a transportation advisory committee.
- *Create a Transportation Task Force or Advisory Committee*. Since traffic, pedestrian, bicycle, and public transit issues have become more complex, the Town must balance a variety of transportation needs. The Transportation Advisory Committee would be staffed by the Transportation Coordinator and could have subcommittees appointed by the Selectmen or other means of providing guidance on issues such as neighborhood traffic calming, pedestrian and bicycle planning, parking, and Wellesley's role in regional transportation planning. The committee can develop and execute a strategy for joining a TMA or regional transit authority, including linkage to economic development within Wellesley to contribute support for these initiatives. The committee could also spearhead a traffic and transportation safety campaign to educate the public through mailings, web postings and other methods about driving, bicycle, and pedestrian safety issues.
- *Incorporate the Mass Highway Project Development and Design Guidebook (2006) recommendations into Town development standards*. Guidebook principles focus on encouraging context-sensitive design and projects that include multi-modal components for

pedestrians and cyclists. The Transportation Coordinator and the Transportation Advisory Committee would play key roles in establishing this as transportation policy. Guidebook recommendations could be made to apply to Town transportation projects, Projects of Significant Impact (PSIs), and new subdivisions.

### Renew participation in regional transportation planning.

#### ACTIONS

Wellesley's position on Route 9 and Route 16 means that significant regional traffic traverses the town. Greater participation in regional transportation planning is the only way the Town can influence these regional traffic flows and help craft regional solutions to transportation problems.

- *Actively participate in MAPC*. Wellesley is a member of the Metropolitan Area Planning Council (MAPC), the Boston area Metropolitan Planning Organization (MPO), which is the federally-designated entity for regional transportation planning. The MAPC conducts regional transportation planning and programs capital improvement projects. The Town should actively participate in MAPC and MPO planning in order to protect and promote Wellesley's capital improvement projects.
- *Actively participate in the MetroWest Growth Management Committee*. The committee has a Transportation Task Force that meets monthly and considers regional impacts of development projects, reduction of regional traffic congestion, and the viability of regional transportation alternatives and policies.
- *Work closely with MassHighway on regional transportation issues*. Wellesley has a direct interest in MassHighway projects such as the Route 9 study and should ensure that it is at the table in discussions with MassHighway on projects that affect the Town.
- *Consider joining the MetroWest Regional Transit Authority*. In 2006, the state legislature authorized the creation of a Regional Transit Authority (RTA) for the MetroWest area. Wellesley has an opportunity to join this RTA, which would provide regional public transportation in addition to the commuter rail services already provided by the MBTA.
- *Participate in MBTA capital program planning*. Work with the MBTA to provide station and program improvements, budget maintenance, and ADA upgrades at Wellesley's commuter rail stations.

### Continue implementation of new technologies to address traffic growth.

#### ACTIONS

- *Update intersection traffic signal hardware with the latest traffic-responsive equipment* to optimize traffic flow throughout Wellesley. The town recently has upgraded several intersections in town with new traffic signal equipment, and continues to study and upgrade poorly-operating intersections.

### Improve traffic safety and correct high-hazard locations.

#### ACTIONS

- *Review high-accident locations and develop mitigation plans to improve safety along corridors and at specific intersections*. Route 9, Route 16, and Route 135 are critical high-volume/high-hazard corridors that should be critiqued for improvements. As funding becomes available, these locations should be prioritized and placed on Wellesley's Capital Improvement Program. These projects should include consideration of separating pedestrian and bicycle traffic from peak hour traffic congestion.

### Explore the possibility of an intra-town shuttle bus system.

#### ACTIONS

- *Study the options for increasing resident access to shuttles that serve town destinations and the Riverside T Station.* Existing limited shuttle service exists in three forms: at the three local colleges, the Council on Aging, and The RIDE. The Town could initiate a new shuttle system or combine Town and local college resources to provide a townwide shuttle system that serves the Riverside T Station (MBTA Green Line), Route 128 employment sites, the MBTA commmuter rail stations, the local colleges, and the Natick and Newton local bus systems. A coordination meeting with all stakeholders would gauge community interest in this service. This system would be operated by the Town alone or with others, with contributions by the major colleges, the local business community, and other groups that would benefit from shuttle bus service.

### Explore traffic mitigation options at the public schools.

#### ACTIONS

- *Explore expanding "walking school bus" programs.* Several schools have implemented this traffic mitigation strategy in which students who live in the immediate area of elementary schools are provided with a chaperoned walk to and from school. Encouraging students to walk to school will reduce morning and afternoon traffic congestion at the schools.
- *Include consideration of traffic congestion impacts in discussions about school bus policies and evaluate options to decrease congestion.* Policies on school bus services are complex and sometimes contentious. When the policies are being re-evaluated and priced, however, the Town should explicitly include an assessment of overall traffic congestion impacts that affect residents as a whole and evaluate options that could reduce congestion. Potential options could include:
  - *A public shuttle bus service with the schools.* Each shuttle bus would have a student monitor and would help alleviate the traffic demands at the elementary schools.
  - *Consider reduction in free service radius to increase school bus ridership.* The Town could increase school bus ridership by reducing the free service radius to 1 or 1.5 miles. This would allow more bus-eligible children to ride on school buses free of charge.
- *Encourage use of an intra-town shuttle by older students.* If Wellesley established a townwide shuttle service, this could provide a low-cost alternative to riding the school bus.

### Implement stronger Transportation Demand Management strategies that will reduce overall traffic demand on the Wellesley road system.

#### ACTIONS

- *Implement stricter TDM requirements,* including revising guidelines for Projects of Significant Impact (PSI), to better enforce TDM measures in new major development projects and in existing major office parks. For instance, information should be distributed to new businesses that explains the benefit of carpooling and implementation of preferred parking for carpoolers. This TDM coordination with local businesses and the TMA would be best handled by a Town transportation coordinator.
- *Explore shuttle services and work with the regional TMA.* A new shuttle service in Wellesley could provide a connection between the downtown business district, Newton-Wellesley Hospital, commuter rail, colleges, and other preferred destinations. Additional opportunities exist to reduce or consolidate vehicle trips through public and private part-

nerships via the TMA. Local colleges should be included in this planning.

- *Reduce the traffic impact of school-related trips.* TDM can also be implemented by combining trips to school and reducing the dependence on SOV by increasing student usage of available school busing. The school busing program in Wellesley could be expanded to include many more students.
- *Promote ridesharing by Town employees.* The Town can implement a TDM strategy by providing carpools and a vanpool service for its employees. Information about ridesharing and its benefits would be distributed to employees, and a listing of interested carpoolers could be published in a newsletter.

### Implement new parking management programs in parking lots.

#### ACTIONS

- *Redistribute short-term and long-term parking spaces within the business district lots.* The Cameron Street and Eaton Court lots appear to require the conversion of some short-term spaces to long-term spaces in order to maximize overall parking occupancy. The Town should continue to monitor the situation during the fall and/or winter months for parking variations, particularly within the commuter rail lots. The merchant placards should be reassigned from the Waban Street, Wellesley Square, and Cameron Street lots to the Tailby lot to relieve the long-term parking shortage and to offset the parking availability in the Tailby lot. Incentives can be offered to merchants who encourage their employees to park in a lot and walk to their workplaces in the commercial areas. Shuttle services from employee lots could be provided if necessary.
- *Ensure the safety of employees who must walk to relocated emplyee parking spaces.* Work with the Wellesley Chamber of Commerce to establish a safe escort system for employees who must walk to their cars late at night. In addition, improve lighting along pedestrian routes to parking lots so that employees and patrons will feel less apprehensive about parking a greater distance away from their destinations in the commercial areas.
- *Provide additional parking in Wellesley Square by including a parking deck in mixed-use redevelopment plans for the area.* The Tailby lot could be the site of a new parking structure that would serve new development and the existing commercial area.

### Consider developing a Sidewalk Plan.

#### ACTIONS

- *Investigate the possibility of preparing a sidewalk plan that will inventory existing sidewalks and determine locations that need sidewalks or pathways for pedestrian connectivity.* The plan should consider how existing and proposed sidewalks can link to Wellesley's open space and trail system, along with providing easier pedestrian access to the commuter rail stations.

### Create a Townwide Bicycle Plan.

#### ACTIONS

- *Create a bicycle plan for on-street and off-street marked bicycle routes to connect town destinations and link to regional bicycle routes.* Consider conducting the study in house or creating an RFP to be advertised for consultant services as funding becomes available.