Agenda

- Introductions
- MetroFuture and Sustainable Communities Background
- Project Scope
- Existing Conditions
  - Tech Park Snapshot
  - Transportation Access
- Plans for Expansion
- Discussion
- Next Steps
MAPC Staff:
- Eric Bourassa, Transportation Manager
- Sarah Kurpiel, Transportation Engineer and Planner, Project Manager
- Barry Keppard, Regional Planner
- Meghna Dutta, Research Analyst

MetroWest Regional Collaborative
- Bruce Leish, Director

Framingham Lead Contacts:
- Alison Steinfeld, Director, Community and Economic Development
- Stanton Bigelow, Project Manager, Framingham Dept. of Public Works
MetroFuture
Growth and
Preservation Areas

**Metropolitan Core**
- Job growth built around medical and educational institutions, and other major industries
- Improved schools, safety parks attract families and retirees
- Build on role as the "hub" of the regional transportation network

**Regional Hubs**
- Rebirth of industrial cities and downtowns
- Focused growth in major suburban economic centers
- Best prospects for new transit outside of Metro Core

**Suburban Centers**
- Maximize potential of major towns centers and existing transit
- Mixed-use growth expands housing choice and tax revenue
- New local bus connections and bike/pedestrian paths

**Priority Conservation Areas**
- Areas with significant natural, scenic, agricultural, and recreational values

**Transportation Corridors**
- Multi-modal investments to support growth
- New transit allows people to circulate around MetroCore, as well as "in and out."

*Note: The study area for the MetroFuture project (114 cities and towns) is somewhat larger than the MAPC region in area, but is not a comprehensive geographic representation.*
From Plan to Action!

Making our goals ...  ... a reality

The MetroFuture plan includes 65 specific GOALS in 6 general categories:

- Implement Coordinated Plans
- Invest in a Skilled Workforce
- Democratize Information
- Build Regional Collaboration
- Protect Natural Landscapes
- Focus Economic Growth
- Sustainable Growth Patterns
  Population and job growth will be focused in developed areas already well-served by infrastructure.
- Housing Choices
  A diverse array of housing choices will meet the needs of the region's residents.
- Healthy Communities
  Residents will be safe, healthy, well-educated, and engaged in their community.
- Regional Prosperity
  A globally-competitive regional economy will provide opportunity for all the region's workers.
- Transportation Choices
  An efficient transportation system will offer more choices and make it easier to get around.
- Healthy Environment
  Natural resources will be protected thanks to a strong "environmental ethic."

- Support Healthy Families
- Coordinate Transportation Alternatives
- Expand Access to Housing
- Strengthen Municipal Finance
- Conserve Natural Resources
- Improve City Life and School Quality
- Enable Compact Growth
In October 2010, the Obama Administration awarded the Metro Boston Consortium for Sustainable Communities a $4 million Regional Planning Grant to implement MetroFuture.
Six Areas of Activity

Sustainable Metro Boston – Program Structure

Fill Plan Gaps
- Regional Housing Plan
- Fair Housing Impediments
- Climate Change Adaptation
- Entrepreneur Assistance Planning
- “Most Wanted” Datasets

Regional Indicators

Tools, Models, Best Practices
- MetroFuture “template” Community PlanIt
- Stormwater utilities
- Anti-displacement strategies
- Housing Production Plans
- 3-D computer models
- Bike & ped. infrastructure
- Entrepreneur assistance

Place-Based Planning
- Municipal land use planning
- Compact growth planning & zoning
- CDC planning & pre-development
- Regional TOD funding
- Anti-displacement strategies
- Housing Production Plans
- Office & industrial park retrofits
- Urban open space planning
- Local pedestrian & bike planning
- Agricultural preservation programs
- Wastewater treatment planning
- Stormwater financing programs

State & Regional Policy
- Zoning Reform
- Global Warming Solutions
- Transportation Reform
- Transportation investment
- Economic development
- Wastewater treatment

Consortium Dialogue & Capacity Building
- Regular full Consortium meetings
- Cross-cutting work groups
- Equity & Development Leadership Institute
- Subregional Councils
“Tech Park Area” = Tech Park and 9/90 Corp. Center

Objective
• Enable more economic development while reducing per employee vehicle miles traveled and improving access to employment.

Scope
• Data Collection
  • Existing plans for Development, Zoning, Infrastructure, Transportation and Transit
• Existing Conditions
  • Summarize Existing Conditions
  • Identify Issues and Opportunities for Development
• Alternative Improvement Strategies
  • Propose Strategies to address Major Issues and Opportunities
  • Case Studies of similar efforts to identify Best Practices
• Evaluation of Strategies
  • Evaluate Improve Strategies and recommend a Preferred Alternative
• Final Report
Role of Advisory Committee

- Provide input and guidance as we identify existing barriers and potential opportunities for improvements.
- Four meetings over the next 10 months, two of which will include the public.

Urban Land Institute (ULI)

- 2-day Technical Assistance Panel
- Objective view of opportunities and challenges of continued growth

Timeline

- 10-12 months
## Tech Park Snapshot

<table>
<thead>
<tr>
<th>Company</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staples, Inc.</td>
<td>3,000</td>
</tr>
<tr>
<td>Bose Corp</td>
<td>2,500</td>
</tr>
<tr>
<td>CA Technologies (Computer Associates)</td>
<td>625</td>
</tr>
<tr>
<td>Genzyme Corp</td>
<td>600</td>
</tr>
<tr>
<td>Cumberland Farms Inc</td>
<td>400</td>
</tr>
<tr>
<td>MetroWest Daily News</td>
<td>325</td>
</tr>
<tr>
<td>Nestle Waters North America</td>
<td>200</td>
</tr>
<tr>
<td>Sheraton Framingham Hotel</td>
<td>160</td>
</tr>
</tbody>
</table>

Source: MAPC Analysis conducted on Info Group Data, 2011
Existing Conditions
Why are employees coming here?

Framingham Tech Park - Employer and Employee Density

Legend:
- Tech Park Study Area
- Number of Employees:
  - 0 - 50
  - 51 - 150
  - 151 - 400
  - 401 - 650
  - 651 - 1,000
  - 1,001 - 4,000
- MSTA Routes:
  - Operational Lines
  - Proposed Lines
  - Special Events Lines
Existing Conditions
Where are employees coming from?

Employee Zip Code Locations

Legend
- Tech Park Study Area
- Employee Zip Codes
  - Count of Employees
    - 0 - 10
    - 11 - 20
    - 21 - 40
    - 41 - 60
    - 61 - 192

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or official real estate use.

Produced by: MAPC
November 2011

Data Source: Employees by Zip Code provided by MAPC MAPC Analysis
Existing Conditions

How are employees commuting?

Mode to Work-Percent Driving Alone

Legend
- Tech Park Study Area
- Est % Commuters-Driver Alone:
  - 55% - 65%
  - 66% - 75%
  - 76% - 85%
  - 86% - 93%

Data Source:
- ACS 2005-09 Journey to Work
- MAPC Analysis

Note: Margin of error associated with ACS estimates
- Estimated limited to areas with more than 50 commuters
- Tech Park Study Area

Produced by MAPC
November 2011
Employee Mode Share

- On an average, 84% (+/- 8%) of the work-trips in these areas are single-occupancy vehicle trips.
- These residential areas include more than 50 Tech Park employees, according to data received by MAPC.

If mode share and residential data is available for your company, please send it to us!
Existing Conditions
Roadway Network

Existing Roadway Network

Legend
Road Type
- Highways
- State and US Routes
- Major Roads
- Side Streets
- Minor Roads

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analysis.

Produced by MAPC
November 2011
Existing Conditions
Exiting Public Transit Network

Legend
- Commuter Rail Stations
- Commuter Rail
- MetroWest RTA Bus Routes
  - Route 1 - Green Line Shuttle
  - Route 7 - Southborough / Marlborough Line
  - Route 9 - Natick / Framingham / Worcester Rd.

The information depicted on this map is for planning purposes only. It is not adequate for legal boundary definition, regulatory interpretation, or parcel-level analysis.

Produced by MAPE
November 2011

Data Sources:
- Roads and Traffic Tracts/Shelters - Massachusetts Department of Transportation (MassDOT)
- Massachusetts Geospatial Information System (MassGIS)
- Massachusetts Department of Environmental Protection (DEP)
- Metropolitan Area Planning Council (MAPC)
Existing Conditions
Existing Sidewalk Network

Legend
Sidewalks
- No Sidewalk
- Sidewalk on One Side
- Sidewalk on Two Sides

Sources:
- Roads and Transit Map, Massachusetts Department of Transportation (MassDOT)
- Massachusetts Geographic Information System (MassGIS)
- Massachusetts Department of Environmental Protection (DEP)
- Metropolitan Area Planning Council (MAPC)

Produced by MAPC November 2011
Plans for Expansion
Expansion

- Permitted: The Congress Group – 350,000 SF lab/office facility with 1,250 car garage along Pennsylvania Avenue
- Genzyme ENF for Master Plan – cites potential expansion to over 5,000 employees
Discussion

Objective
Enable more economic development while reducing per employee vehicle miles traveled and improving access to employment.
Discussion

EXISTING

• How are people currently accessing the site?
• How can existing access to the Tech Park be improved?
• What are the range of TDM (transportation demand management) measures in place now?
• How can the following transportation mode shares be increased?
  • Transit, Private Shuttle, Bike, Walk

FUTURE

• How will the Tech Park growth affect transportation?
• Can roadways handle an increase in traffic?
• How will we encourage alternative forms of transportation?

What suggestions do you have for this group?
Next Steps

- Advisory Committee will have 3 more meetings
  - Meeting #2: Data Collection Presentation (Advisory + Public)
  - Meeting #3: Presentation of Recommendations (Advisory + Public)
  - Meeting #4: Results and Conclusions (Advisory Committee Only)

- Please provide MAPC data pertaining to...
  - Employee residential locations (zip codes)
  - Employee mode share
  - Transportation Demand Management
  - Existing shuttle service
  - Plans for future growth
  - Other transportation data
Thank you for joining us - we hope you will join us for future Tech Park Advisory Committee Meetings!

Thank you to the Sheraton Framingham Hotel and Conference Center for hosting and providing our breakfast!

Thank you to the businesses that have already provided information to us!

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