

FRAMINGHAM TECH PARK AREA

Transportation Management Plan Advisory Committee Meeting #1

Metropolitan Area Planning Council
November 16, 2011



Agenda

- Introductions
- MetroFuture and Sustainable Communities Background
- Project Scope
- Existing Conditions
 - Tech Park Snapshot
 - Transportation Access
- Plans for Expansion
- Discussion
- Next Steps

Introductions

● 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

Targeted Growth 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 town 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 (144 cities and towns) is somewhat larger than the MAPC region to account for towns that do not recognize regional boundaries and to ensure compatibility with the Regional Transportation Plan being developed concurrently by the Boston Region Metropolitan Planning Organization.

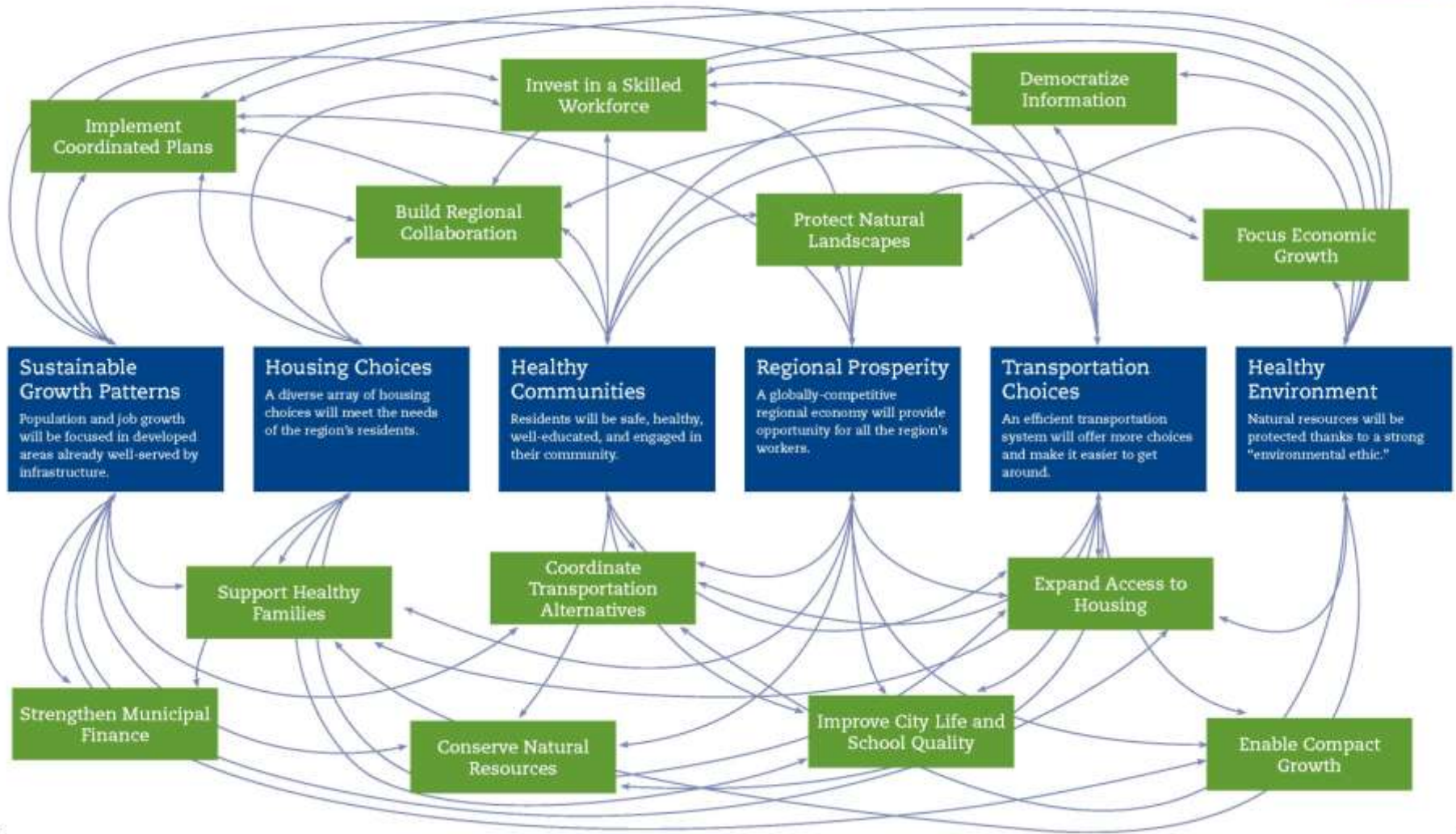
From Plan to Action!

Making our goals ...

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

... a reality

These goals will be achieved by the recommendations contained in MetroFuture's 13 implementation **STRATEGIES**:



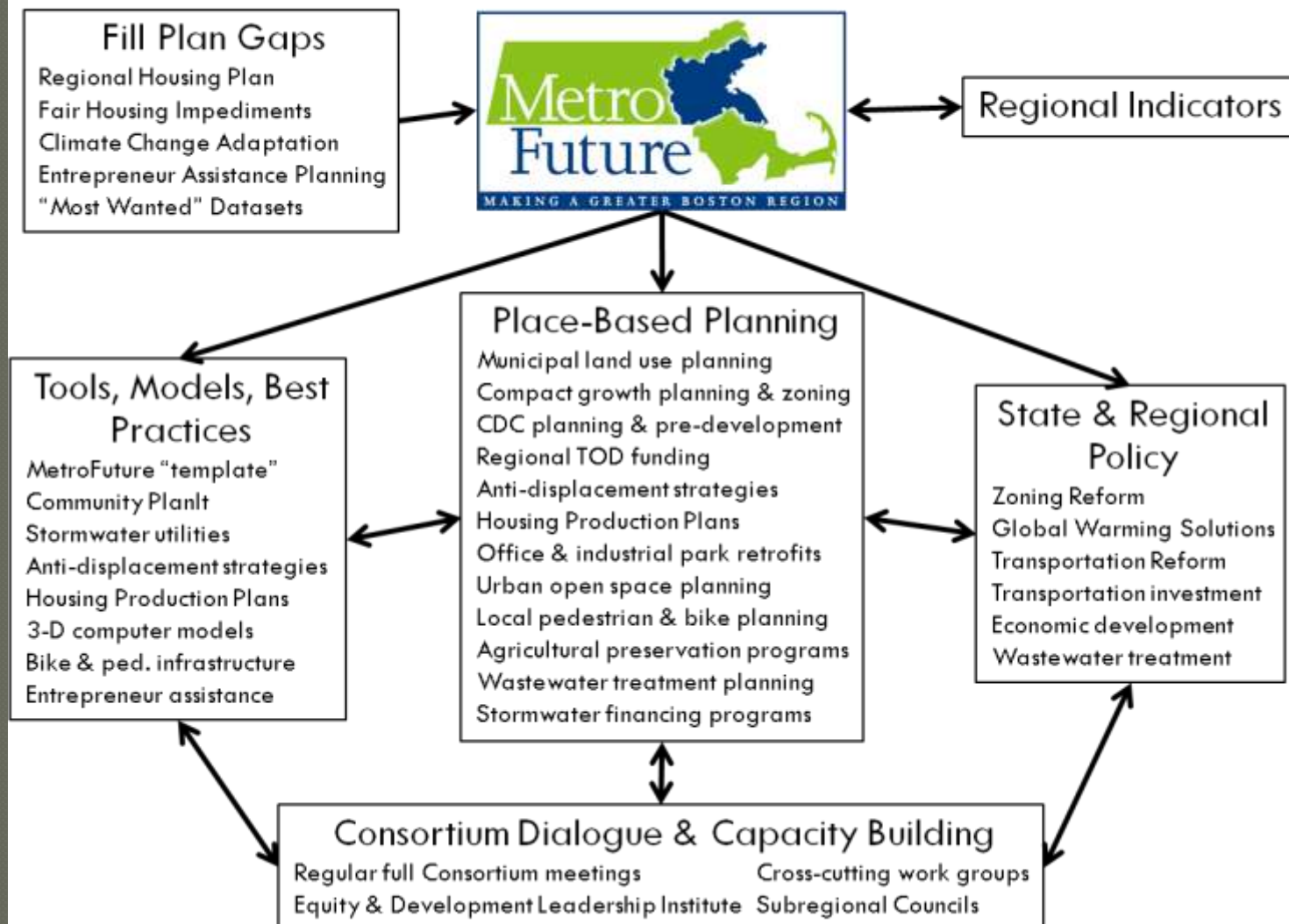
Sustainable Communities

- 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

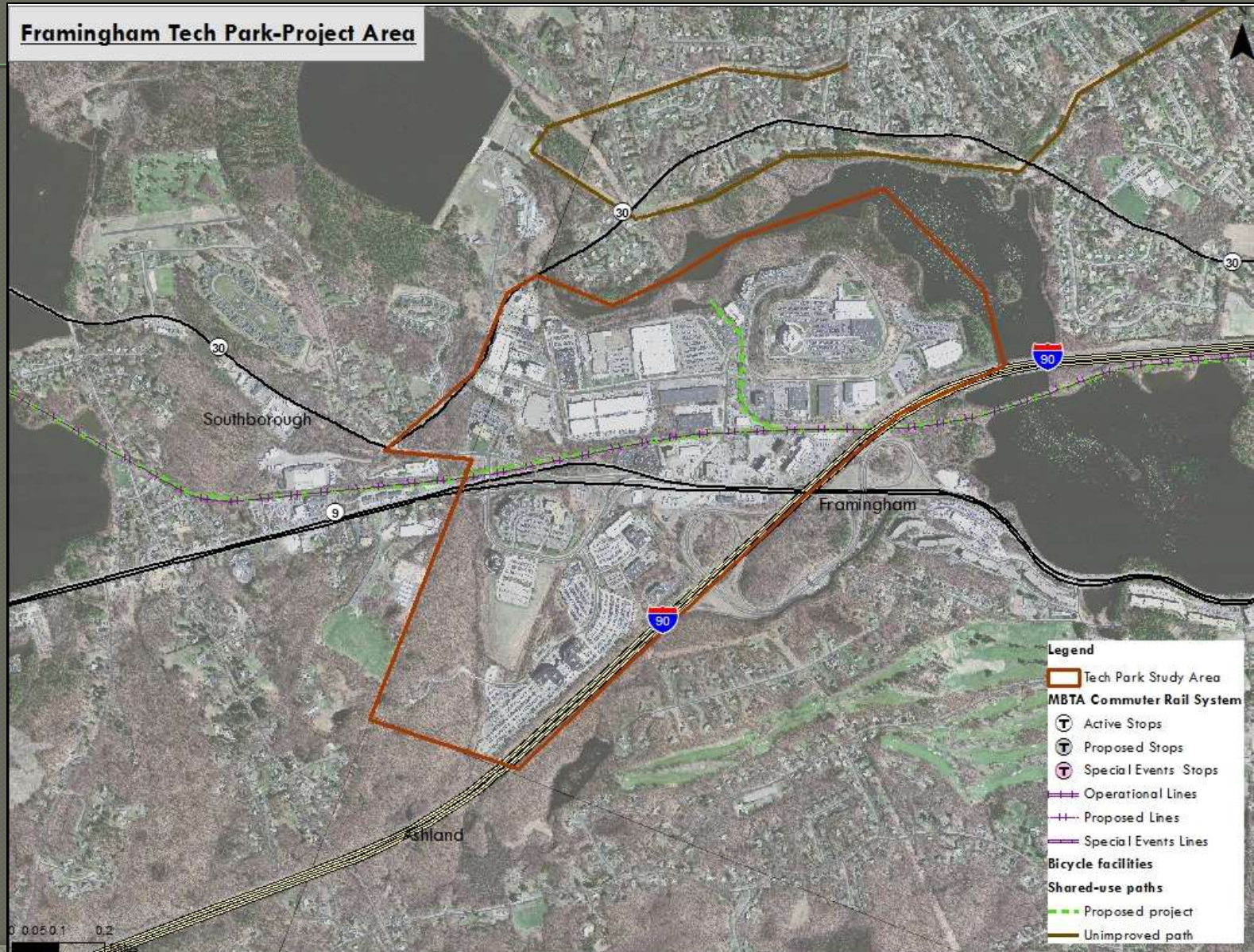
Sustainable Metro Boston – Program Structure



Project Scope

Study Area

Framingham Tech Park-Project Area



Project Scope

- “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

Project Scope

● 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

Existing Conditions

● Tech Park Snapshot

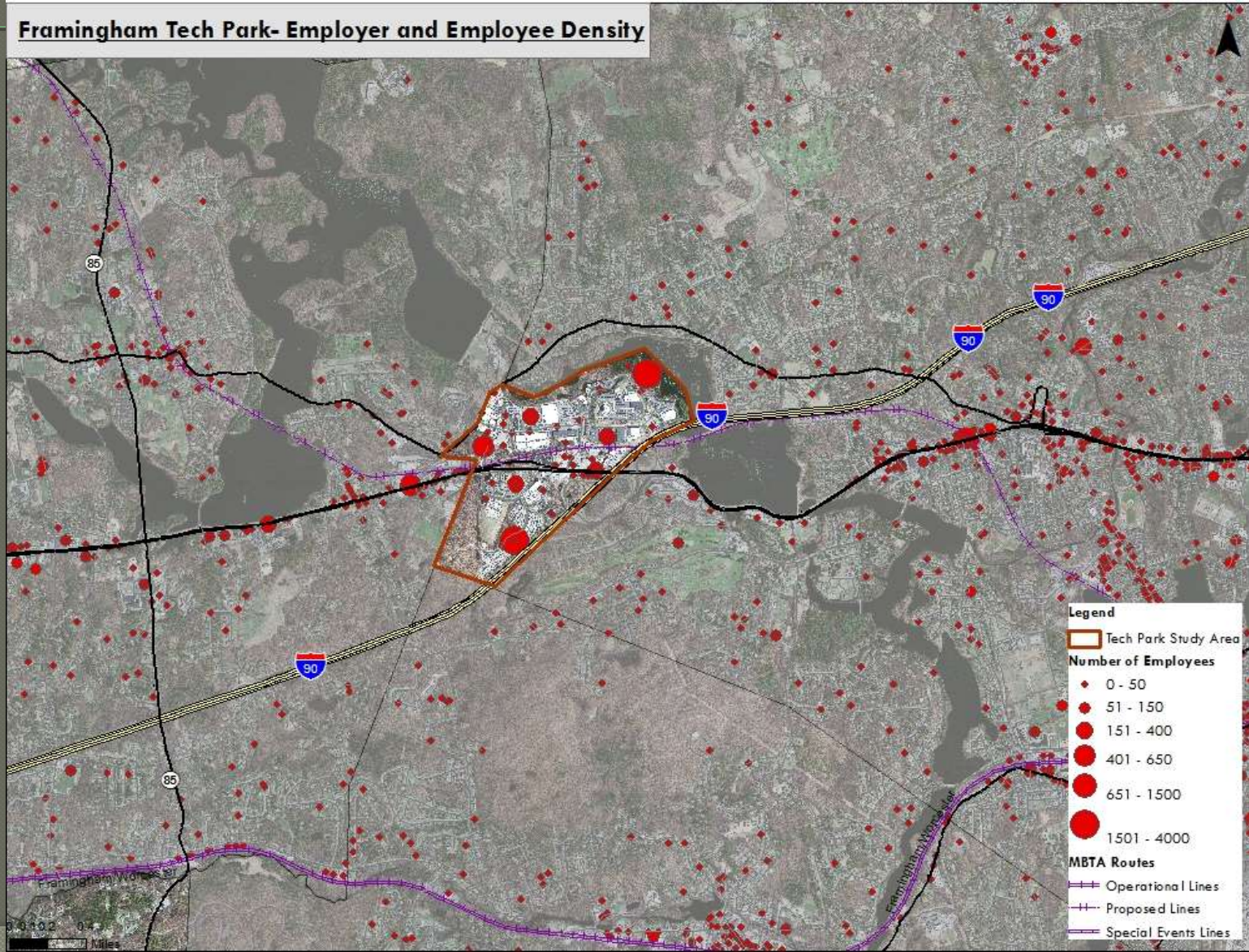
Company	Employees
Staples, Inc.	3,000
Bose Corp	2,500
CA Technologies (Computer Associates)	625
Genzyme Corp	600
Cumberland Farms Inc	400
MetroWest Daily News	325
Nestle Waters North America	200
Sheraton Framingham Hotel	160

Source: MAPC Analysis conducted on Info Group Data, 2011

Existing Conditions

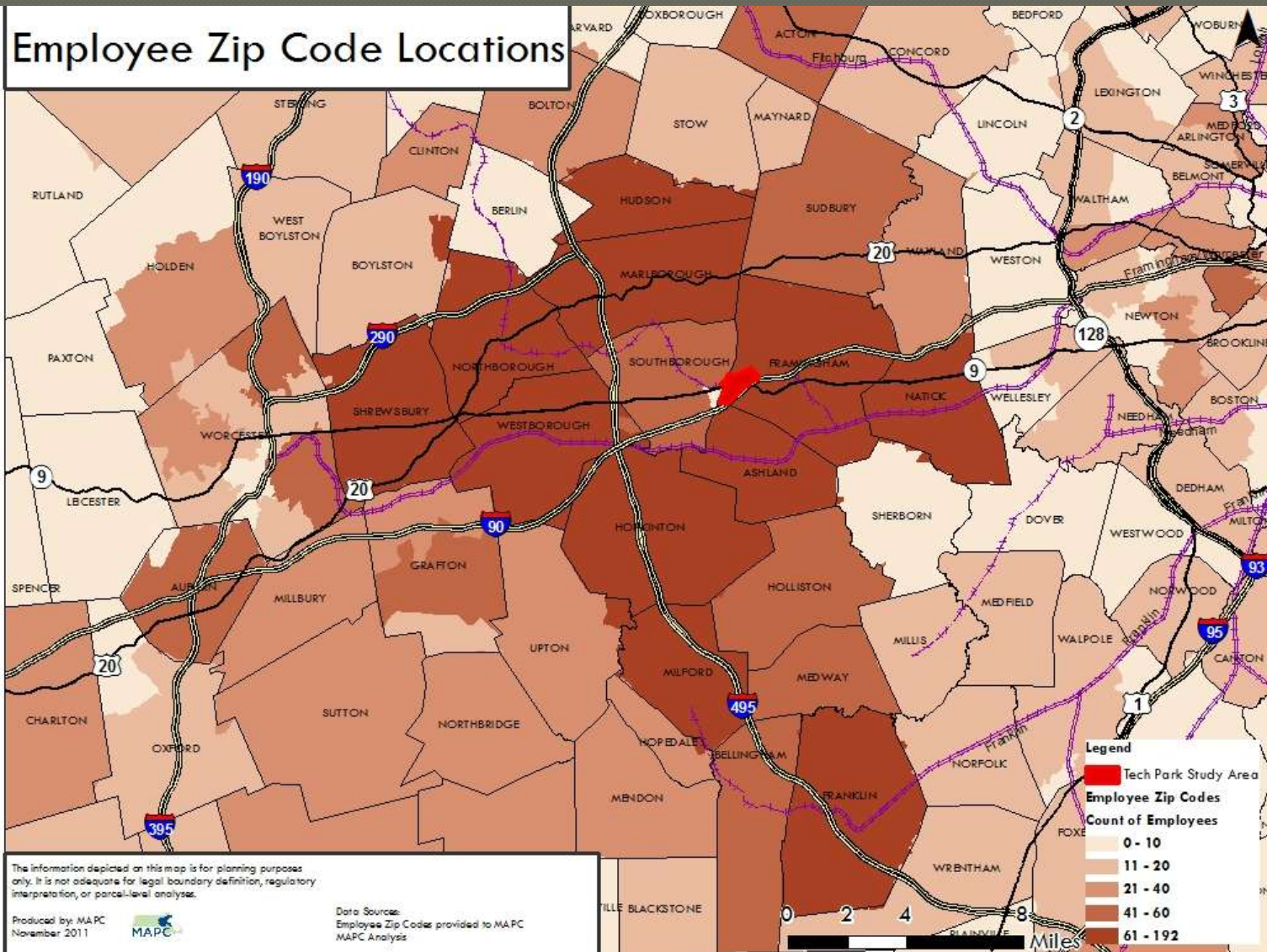
Why are employees coming here?

Framingham Tech Park- Employer and Employee Density



Existing Conditions

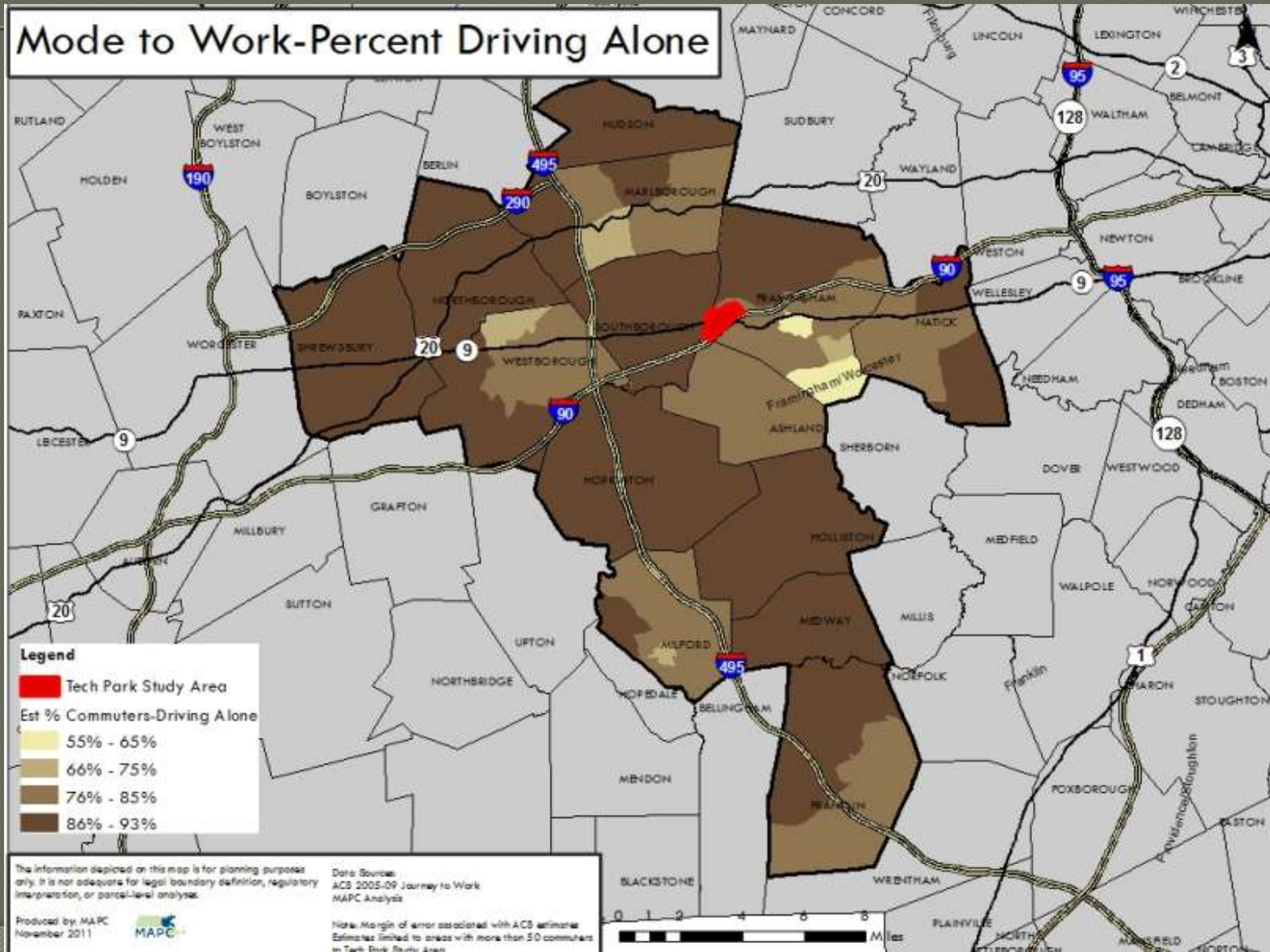
Where are employees coming from?



Existing Conditions

How are employees commuting?

Mode to Work-Percent Driving Alone



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.

Data Sources:
ACB 2005-09 Journey to Work
MAPC Analysis

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

Produced by M&PC
November 2011



Existing Conditions

How are employees commuting?

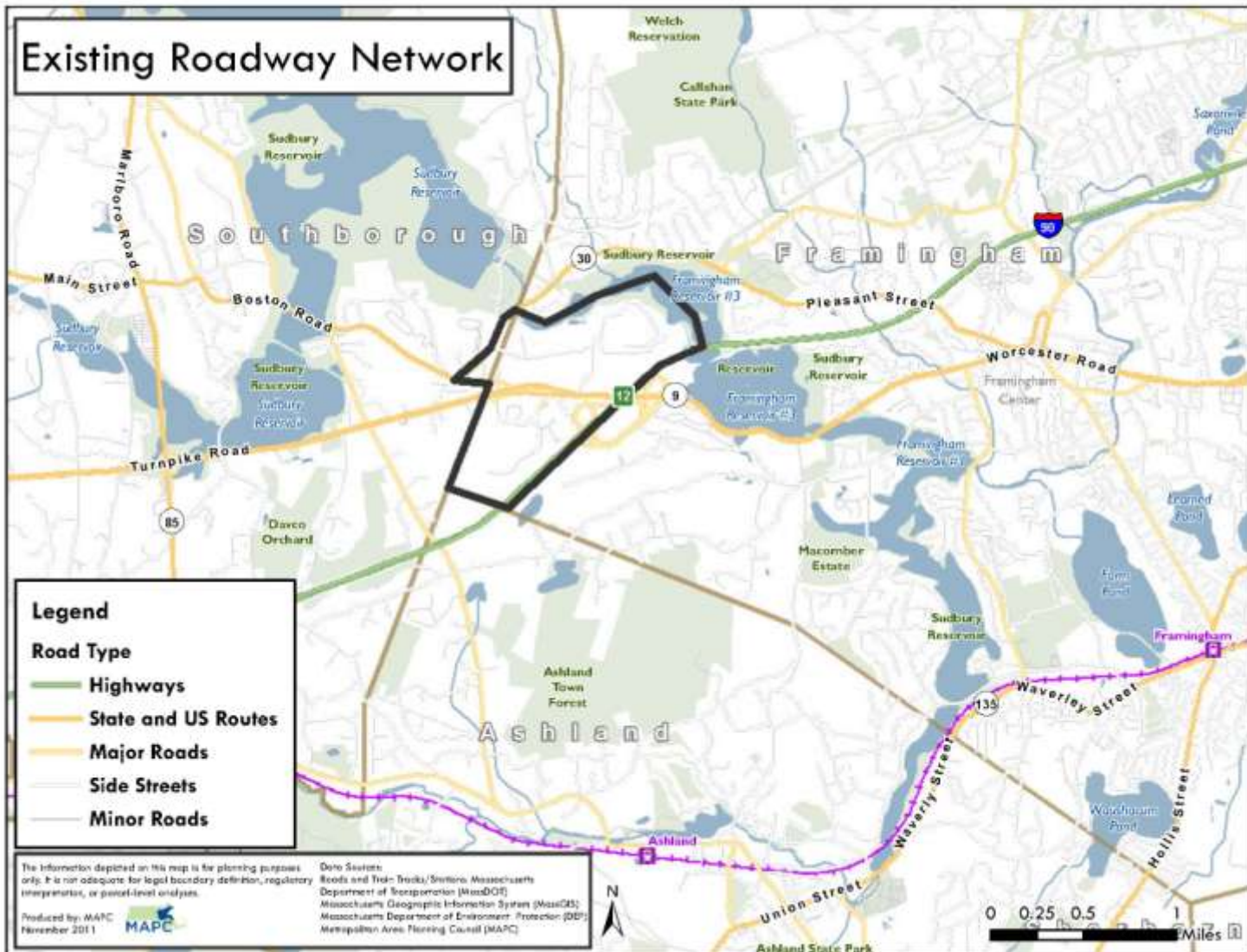
- Employee Mode Share

- 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!

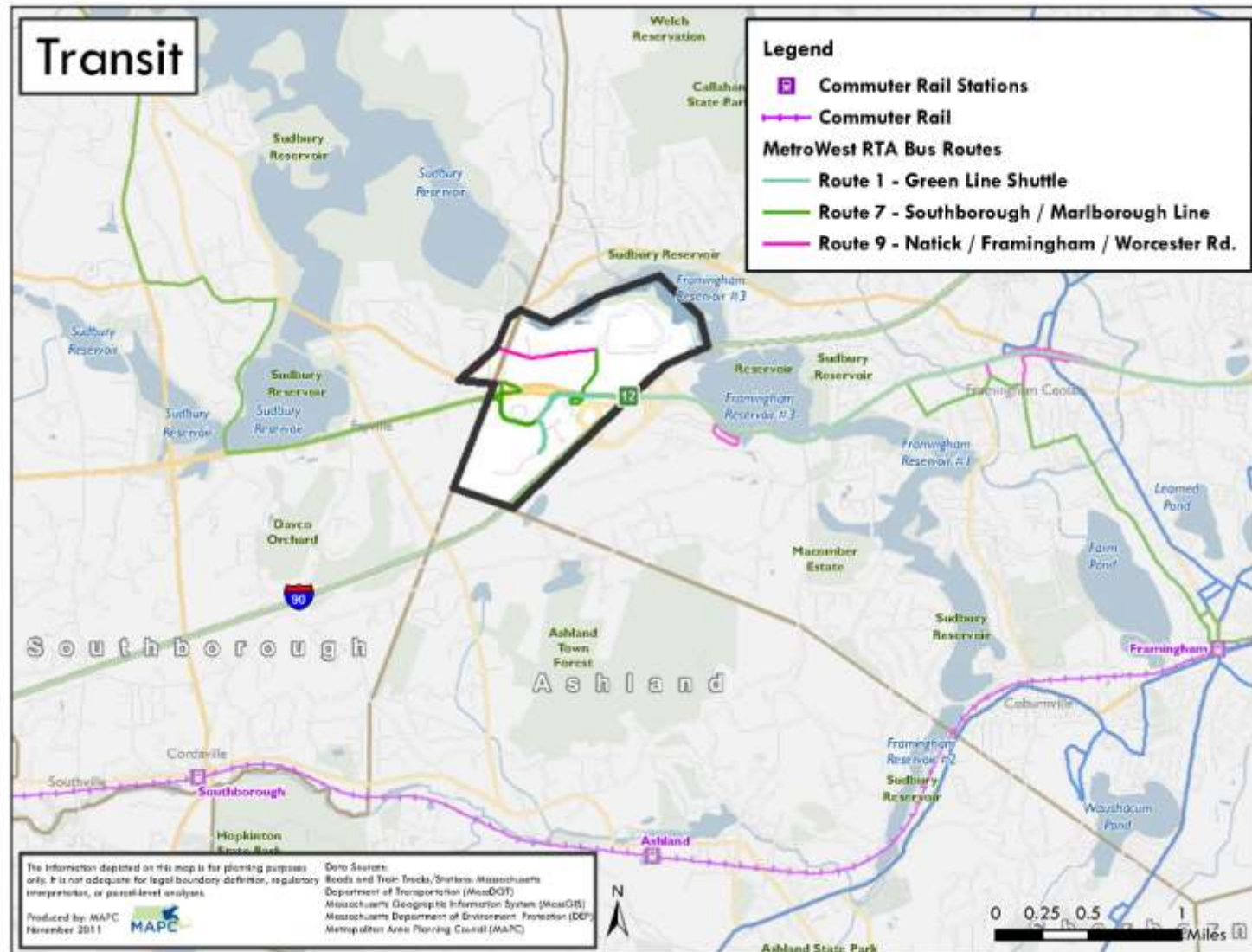
Existing Conditions

Roadway Network



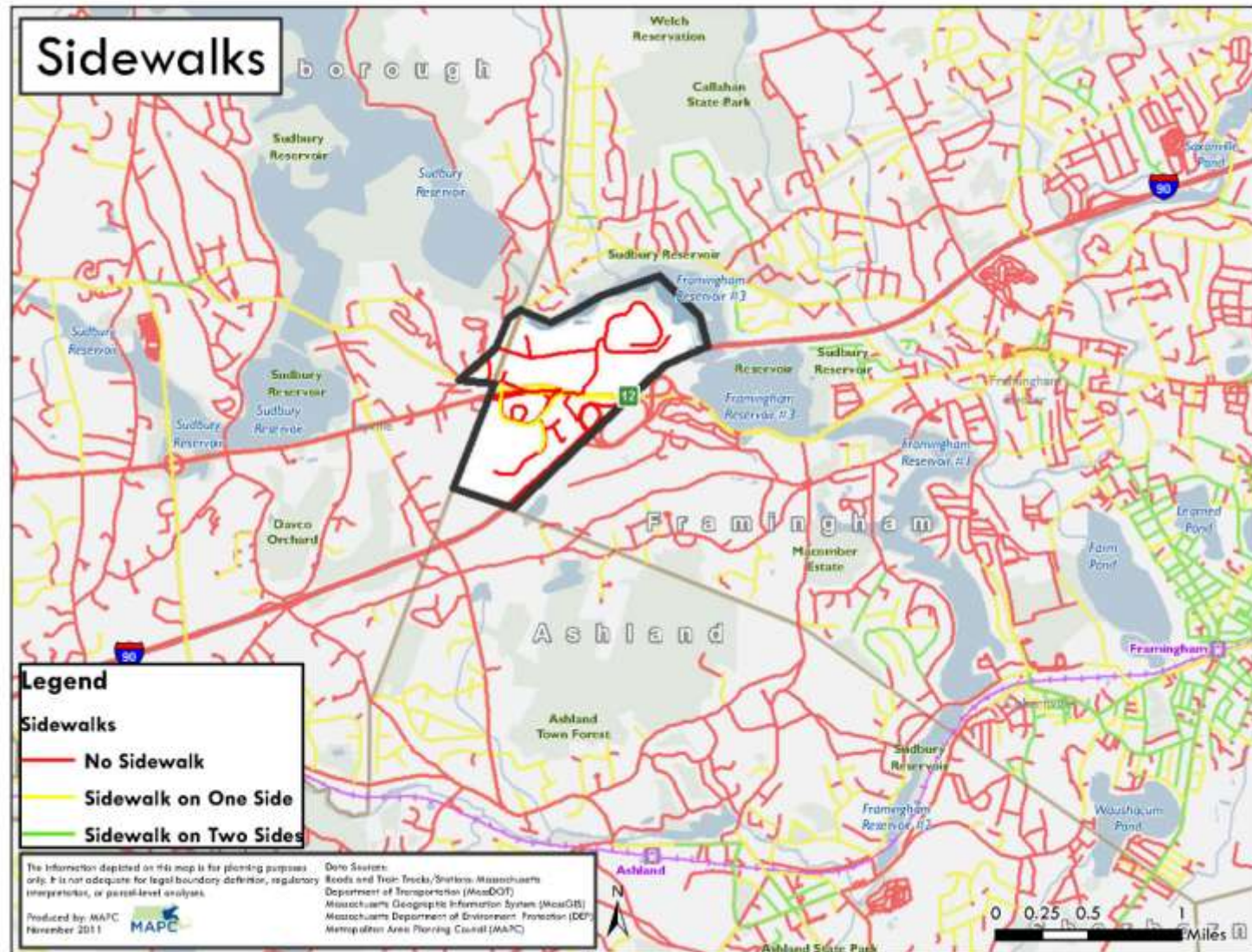
Existing Conditions

Existing Public Transit Network



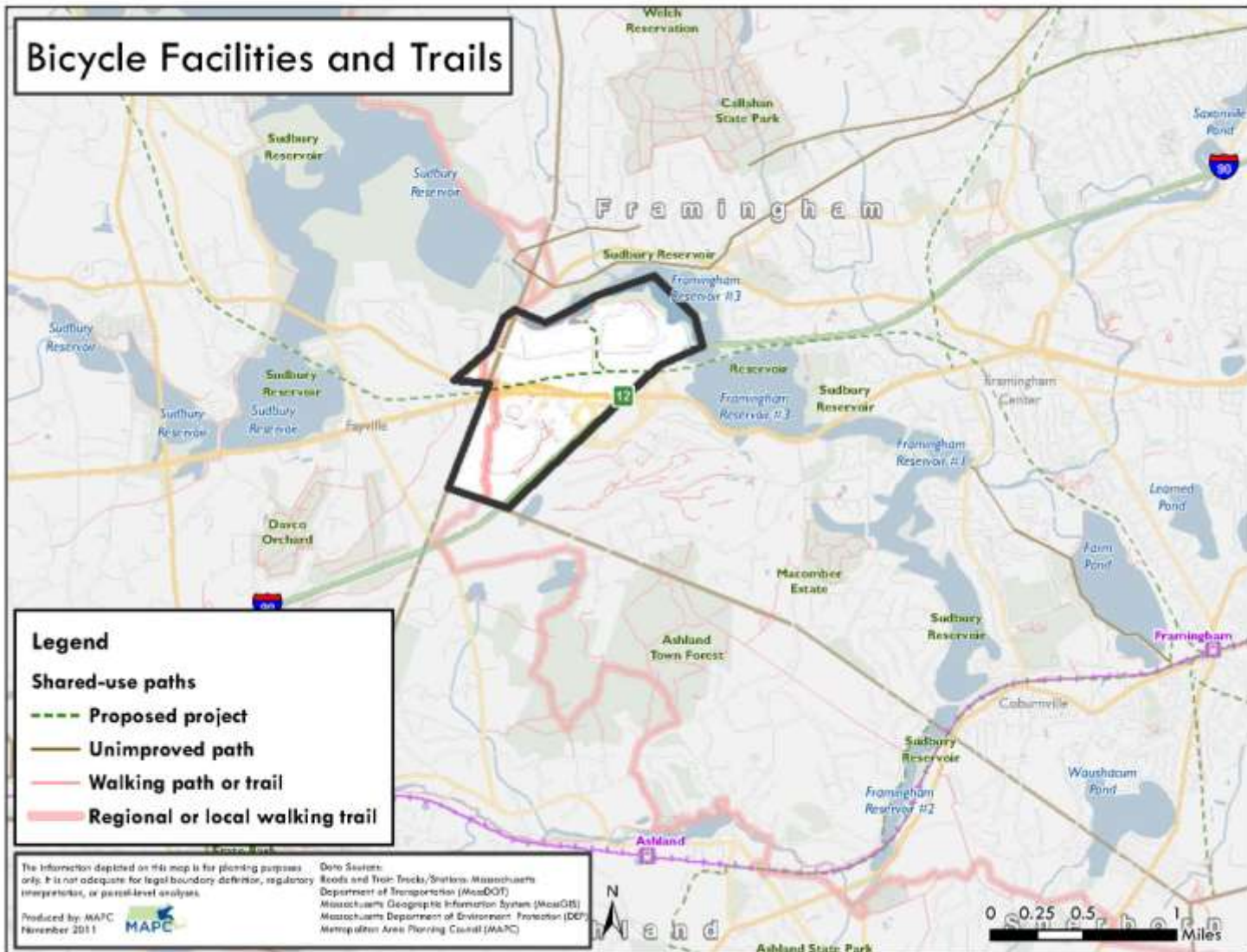
Existing Conditions

Existing Sidewalk Network



Existing Conditions

Bicycle Facilities and Trail Network



Plans for Expansion



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!

- 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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