Transportation Strategy Proposal
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“We should consider Vanderbilt our home base, our sacred ground, and treat it as such.”  
(Nicholas S. Zeppos, Campus Land Use Symposium, November 2015)

“The campuses I like best have not only good spaces and buildings, but also a recognizable and memorable character. This special character has become the image identified with the institution and helps to strengthen the bond among its members.”  
(Cesar Pelli, “Thoughts on American Campuses”)

Articulate a comprehensive vision for the university’s footprint to support the academic strategic plan and provide a basis for campus stewardship that enhances the university’s mission.
We need to consider many things and what makes Vanderbilt unique.
Parking and the VU Campus
Is this the highest use of our precious land?

- **21,965** parking spots on Vanderbilt campus.
- More than **82 acres** of Vanderbilt’s main campus has parking on it.
- Those 82 acres translate to ~**25%** of the main campus’ acreage.
- Land in Midtown Nashville is selling for between **$200 - $300/sf**.
- The value of the land covered in parking on the VU campus is probably between **$714M and $1.1B** based on those metrics.
Connectivity Key Theme to Planning Efforts
Guiding Principles

What are our values and principles?

Community feedback

Students shouldn’t have to cut through garages to get to class

Walk from Blair is a wasteland

Need improved accessible walkways

Parking garages and busy roads isolate the campus

25th Avenue is too busy

Love green space!

Could Vandy Vans be offered during day?

Need to find ways for bikes and people to safely get around the campus

Parking lots make walks uncomfortable

Hate crossing streets to get to class

Green spaces feel safer than roadways and lots

Coexistence of people, bikes, and vehicles

Areas of campus feel disconnected
What are our values and principles?

*FutureVU guiding principles related to transportation*

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**Vanderbilt is a university that resides in a unique and distinctive park setting**

*Preserve, strengthen and expand Vanderbilt’s aesthetic character by…*

- Identifying buildings, open spaces and natural spaces that should be preserved and conserved;
- Identifying memorable spaces and preserving them, while also looking to create additional memorable spaces;
- Recognizing and preserving the Vanderbilt Arboretum;
- Ensuring that future development reinforces, rather than detracts from, the park setting, via green open spaces and pathways;
- Considering ways to integrate public art along pathways and beautifying pathways through art and landscape;
- Continuing to preserve and expand the Vanderbilt campus character through regular evaluation of how cars and traffic interact with the campus boundaries and reducing, rather than adding to, the number of roadways.

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**Vanderbilt is a walkable and sustainable campus**

*Emphasize Vanderbilt’s walkable campus and enhance the connectivity of all areas of campus by…*

- Integrating pedestrian and bicycle circulation into the overall connectivity of the campus community;
- Providing wayfinding that integrates with campus landscape and architecture;
- Reducing vehicular through-traffic on campus;
- Relocating existing, and locating new parking structures and new support structures such as physical plants, to the perimeter of campus when viable;
- Carefully selecting hardscape materials to be harmonious with other campus materials;
- Providing campus lighting to promote safety and harmonious aesthetics.
Core themes of the land use plan include, but are not limited to issues of connectivity, transportation, and sustainability. Recommendations provided by consultants, BOT working group, and Faculty Advisory committee.

Developed recommendations on the following topics:
- Metropolitan Transit Authority / Regional Transportation Authority bus and train adjustments to better serve Vanderbilt
- Vanderbilt shuttle adjustments
- Expansion of Uber and Lyft opportunities on campus
- Expansion of on-campus biking infrastructure and bike programs
- Potential alternative work arrangements
- Vanpools, carpools, and other partnerships

Prepared land use recommendations on the following topics:
- Transportation
- Landscape and architecture
- Community spaces

THE FOLLOWING PROPOSAL MERGES TRANSPORTATION RELATED RECOMMENDATIONS FROM VARIOUS COLLABORATIONS INTO A COMPREHENSIVE TRANSPORTATION STRATEGY
Key Recommendations
<table>
<thead>
<tr>
<th>CONNECTIVITY</th>
<th>GOVERNANCE</th>
<th>ACCESSIBILITY</th>
<th>COMMUNICATION</th>
<th>ANALYSIS</th>
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</thead>
<tbody>
<tr>
<td>• Strategically connect various campus neighborhoods</td>
<td>• Transportation strategy hub or office that governs and leads efforts (with ties to sustainability)</td>
<td>• On campus mobility (related to built environment)</td>
<td>• Develop comprehensive communications strategy</td>
<td>• Set up mechanisms to collect data on various efforts</td>
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<tr>
<td>• Transition from car centric to pedestrian centric campus</td>
<td>• Provide structure and organization to collaborations with the city and campus</td>
<td>• Access to city/public transit and other alternative services</td>
<td>• Provide convenient information on options available</td>
<td>• Continually analyze efforts to ensure success</td>
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<td>• Promote pedestrian and bicyclist safety</td>
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<td>• Actively communicate regarding resources available</td>
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<tr>
<td>• Improve pedestrian and biking experience</td>
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Analysis + Evolution = Outcome ➞ Sustainable Approach
Tactical Recommendations
## Tactical Recommendations

Specific recommendations provided by various groups and collaborations

<table>
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<tr>
<th>Accessibility / Safety</th>
<th>Alternative Work Arrangements</th>
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<tr>
<td><strong>Wayfinding</strong></td>
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</table>
| Provide clear signage and wayfinding at transit stops and throughout campus  
(FutureVU, Faculty Advisory, BOT, VSG/Students) | **Policy**  |
|                         | HR and university leadership to review and modify the Alternative Work Arrangement Policy to reflect the needs of the university (Wond’ry) |
| **Accessibility Study** |                             |
| Evaluate and analyze accessibility of built environment on campus, including, but not limited to:  
• Stairs/ramps  
• Entrances to all buildings  
• Around student centers  
(Faculty Advisory, VSG/Students) | **Pilots**  |
|                         | Continue to conduct pilot programs in departments to identify additional challenges or difficulties to consider in the modification of the current policy (Wond’ry) |
| **Safety**              |                             |
| Create inviting and safe pedestrian walkways with vegetation and site features that enable natural surveillance: limit occluding features, provide adequate site lighting and create focal points for safe spaces  
(FutureVU) | **Training**  |
|                         | Provide training for leaders in the following areas:  
• Identifying positions appropriate for AWA  
• Managing employees with an AWA  
• Communicating with employees who are unable to work in an AWA  
• Building a team and managing culture change when employees are not working together in a traditional way  
(Wond’ry) |
## Tactical Recommendations

### Specific recommendations provided by various groups and collaborations

### Bike Sharing & Biking Infrastructure

**Bike Sharing**
Expand bicycle sharing program(s) in a purposeful way that connects neighborhoods of campus. Includes evaluating and coordinating with:
- Nashville B-Cycle
- VanderBIKES
- Nashville GreenBike

(FutureVU, Wond’ry, VSG/Students)

**Infrastructure**
Expand and improve biking infrastructure on campus. Improvements to consider include, but not limited to:
- Determine locations for additional bike racks and evaluating current locations
- Improve security and shelter at current bike racks/facilities
- Provide covered bike racks/facilities
- Determine locations for additional showers
- Consider removal of bollards for easy bike access
- Consider bicycle repair shop(s)
- Additional repair stations

(FutureVU, Wond’ry, VSG/Students)

### Biking & Pedestrian Experience

**Pedestrian Centric Campus**
Focus on transitioning campus away from being car dominated, and focus on designating areas that are clearly walking and biking centric zones. Relates to the concept of a “greenway” and/or “bike boulevard.” Need to further evaluate:
- Placement of walking/pedestrian only paths and potential path editing
- Placement of “bike only” paths and avoiding the use of dismount/walk zones
- Potential elimination of curbs on non-essential roadways to allow for easier transitions for cyclists

(FutureVU, Wond’ry, Faculty Advisory, BOT, VSG/Students)

**Vision Zero**
Achieve “Vision Zero” goal of no pedestrian or bike fatalities or serious injuries by reducing campus speed limits below 20mph, consulting with engineers/designers to make safer crossings, and developing both a complete streets and sidewalk closing policy

(Wond’ry, VSG/Students)

**VUPD Safety Escort System**
Rebrand and publicize the Vanderbilt University Police Department (VUPD) Safety Escort System.

(VSG/Students)
Tactical Recommendations
Specific recommendations provided by various groups and collaborations

Complete Streets / Traffic Calming

**Coordination with City**
Work with city of Nashville to:
- Improve the biking experience along 21st Avenue
- Convert 25th Avenue into a Complete Street
- Install a roundabout at the intersection of Jess Neely Drive, Natchez Trace, 28th Avenue and Vanderbilt Place
- Improve pedestrian crossings at major roads around campus including Grand Avenue and Scarritt Place
  (FutureVU, Wond’ry, Faculty Advisory, VSG/Students)

**Speed Limits**
Consider reducing speed limits on campus to 15 or 20mph (Relates to Vision Zero recommendation)
  (Wond’ry, VSG/Students)

**Traffic Calming Measures**
Utilize traffic-calming measures such as narrowing streets, planting trees and introducing rumble strips to slow drivers and increase pedestrian and cyclist safety
  (FutureVU, VSG/Students)

**Raised Crosswalks / Continuous Sidewalks**
Replace all crosswalks on campus with raised crosswalks or continuous sidewalks
  (VSG/Students)

Bridges / Connections / Edges

**Centennial Park**
Work with city of Nashville to improve the university’s connection to Centennial Park
  (FutureVU, Wond’ry, Faculty Advisory, BOT, VSG/Students)

**VU Highline**
Create a pedestrian and cyclist bridges across 21st Avenue at Medical Center Drive, again incorporating elements of the greenway into it
  (FutureVU, Wond’ry, Faculty Advisory, BOT, VSG/Students)

**Running Trail**
Create a running trail around the periphery of campus that is also capable of accommodating bikes
  (VSG/Students)
Communications

**Website/Hub**
Develop a unified website that displays all transportation options and information
(Wond'ry, VSG/Students)

**Actively Communicate**
Actively communicate with Vanderbilt community regarding options available. Ensure advertisement to all community members including faculty, staff and students. Ensure advertisement to incoming students, particularly regarding options available and disadvantage of bringing a car to campus.
(Wond'ry, VSG/Students)

**Ambassadors**
Recruit transportation Ambassadors or SuperUsers to share experiences and insight with others, and communicate transportation options to new faculty, staff and students through orientations
(Wond'ry, VSG/Students)

Governance

**Mobility or Transportation Office**
Establish a Mobility or Transportation Office that focuses on strategy, implementation of new programs, data collection and analysis, and communications. Office responsibilities include, but not limited to:
• Improving the efficiency of biking and transportation programs on campus
• Integrating public transit
• Act as a communication platform for information sharing
• Ensure ADA compliance
• Coordinate with metro Nashville programs
• Consider events hosted in conjunction with metro Nashville programs
(Wond'ry, VSG/Students)

Sustainability

**Low Emissions**
Phase out gasoline and diesel campus fleet in favor of CNG, hybrid and/or all electric vehicle fleet
(FutureVU)

**Offsets**
Offset transportation energy through onsite or offsite renewable energy generation
(FutureVU)
## Tactical Recommendations

### Specific recommendations provided by various groups and collaborations

#### Data

**Research**
Survey faculty, staff, undergraduate students and graduate students on transit needs and recommendations. May include research on facilitating the use of transit and multi-modal commuting.

(Wond'ry, Faculty Advisory)

**Data Collection**
Prioritize the need for transportation usage data in order to set goals and increase adoption rates. Includes data collection from partnerships with external parties, as well as internal programs.

(Wond'ry, Faculty Advisory)

#### Incentives

**Incentives**
Offer financial and convenience incentives for users of active transport. Possibilities to explore include:

- Flex parking for 10-15 days/year and/or rideshare opportunities for 10-15 days/year for those who use active transport regularly
- Fare subsidies and/or cash out programs that encourage carpooling and alternative transportation
- Lower costs for VanStar
- Subsidized Music City Star and RTA
- 25 free hangtags annually for those who participate in active transport
- Free or premier location parking spots to carpool and vanpool vehicles
- Incentives for ow emission vehicle car use through preferred parking or reduced parking vehicle rates

(FutureVU, Wond'ry, Faculty Advisory, VSG/Students)
Tactical Recommendations
Specific recommendations provided by various groups and collaborations

Vandy Vans

More Efficient System
Improve the Vandy Van system to be an efficient mode of travel that is useable 24/7 for students, faculty and staff.
Items to focus on include:
• Increase the number of routes (and number of vans) in order to increase the efficiency
• Construct Vandy Van shelters, perhaps aligned with drop-off/pick-up zones and MTA pick-up areas, throughout campus
• Address financial considerations and concerns to make perimeter parking and shuttle use affordable for all VU staff and faculty. Explore possible solutions for parking, as it relates to encouraging shuttle use considering specifically lower salary band employees.
• Enhance marketing to encourage shuttle use. Use surveys to collect data on shuttle users and gain feedback, collect information using an app, and incorporate public transportation/shuttle use into major events on campus.
(Wond’ry, VSG/Students)

Reduce SOVs/Parking

Two-Tiered Model
Develop a two-tiered parking permit strategy approach with perimeter and interior lots/garages.
(FutureVU)

Lot Swap
Swap lots with VUMC (swap 25th Avenue Garage with N lots) to allow for university employees to park near N lots and the potential addition of future transportation hub in that area
(FutureVU)

Transportation Hub
Work closely with the city of Nashville to create a transportation hub on the perimeter of campus. Relates to recommendations under public transit, rideshares, biking, etc.
(Wond’ry)

Push Parking to Perimeter
Aligned with FutureVU initiative, push parking to the perimeter of campus where possible. With the removal of lots, keep in mind specific needs, such as:
• Providing transportation to students with internships and with student teaching positions to increase the opportunity for those who cannot afford a car or with the removal of parking spaces
(FutureVU, VSG/Students)
Tactical Recommendations
Specific recommendations provided by various groups and collaborations

Public Transit

**Accessibility & Quality**
Improve the accessibility and quality of public transit to campus by working closely with the city of Nashville. Reliability and access should be a top priority.
(FutureVU, Wond'ry, Faculty Advisory, VSG/Students)

**Process**
Develop continuing process including assessment of needs, implement actions and assess outcomes as it relates to public transit and coordination with the city
(Wond'ry)

Rideshares

**Staging Areas**
Create ridesharing staging areas with the following features: safe, lit, VUPS patrolled, WiFi, access to restrooms. Use predominantly for events or quiet periods to discourage drivers from waiting in roads.
(Wond'ry, VSG/Students)

**Pick-Up / Drop-Off Zones**
Identify popular ridesharing pick-up and drop-off areas, ensuring aligned with FutureVU plans, and create pick-up / drop-off zones on campus
(FutureVU, Wond'ry, VSG/Students)

**Incentives & Pricing**
Work with vendors to provide fixed or reduced pricing using a subscription model. Consider subsidizing rideshares for students and staff/faculty using for university business, as well as providing emergency ride home/work for those who use alternative transportation on a regular basis.
(FutureVU, Wond'ry, VSG/Students)

**Enterprise ZimRide**
Invest in the vendor provided software solution Enterprise ZimRide. ZimRide can better serve the needs of all community members who are interested in sharing a ride with another VU community member.
(Wond'ry)