

# CLEAN, ACTIVE, & ACCESSIBLE TRANSPORTATION

*Transportation Demand Management Plan for the  
City of Harrisonburg, VA*

HARRISONBURG, VA

C.A.A.T.



CLEAN, ACTIVE, & ACCESSIBLE  
TRANSPORTATION

**A multimodal transportation system designed to bring the places we want to go to, closer at hand and easily served by a seamless network of high quality transit, walking, biking, and electric micro-mobility.**

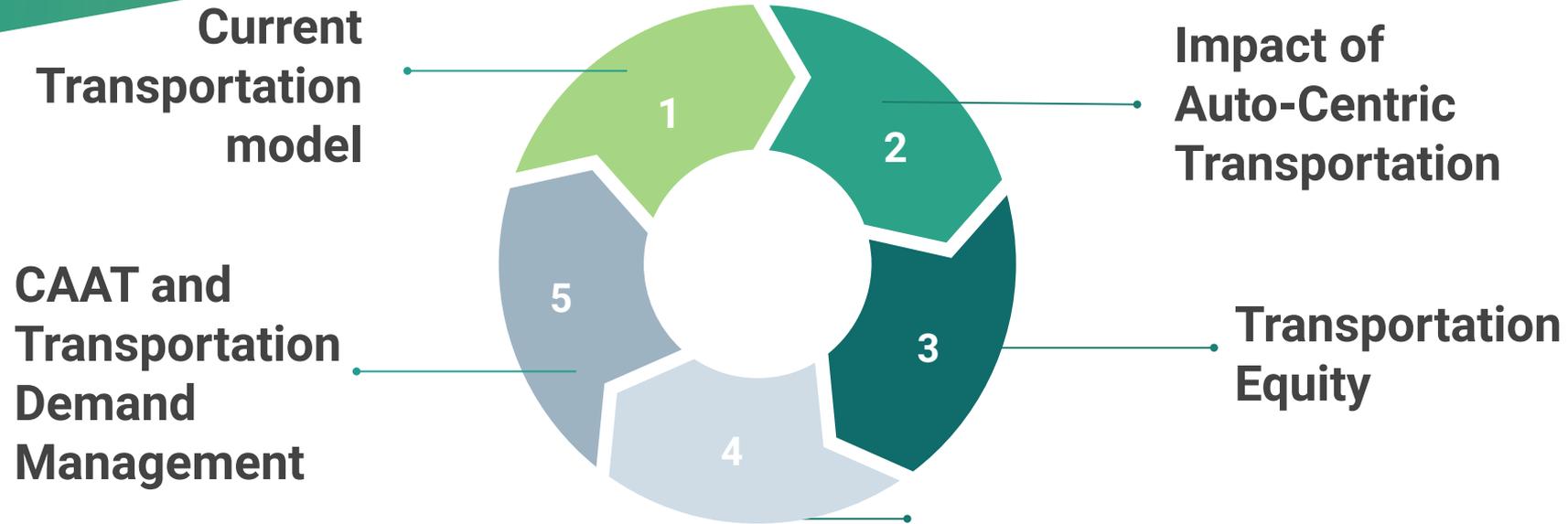
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# OUTLINE

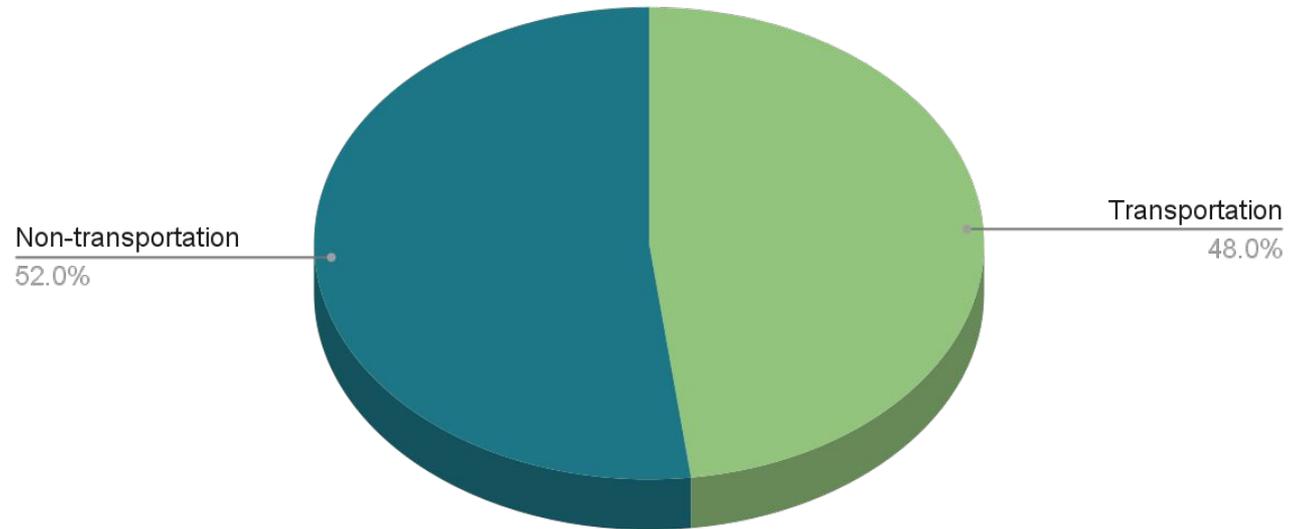


# **Current Transportation Model:**

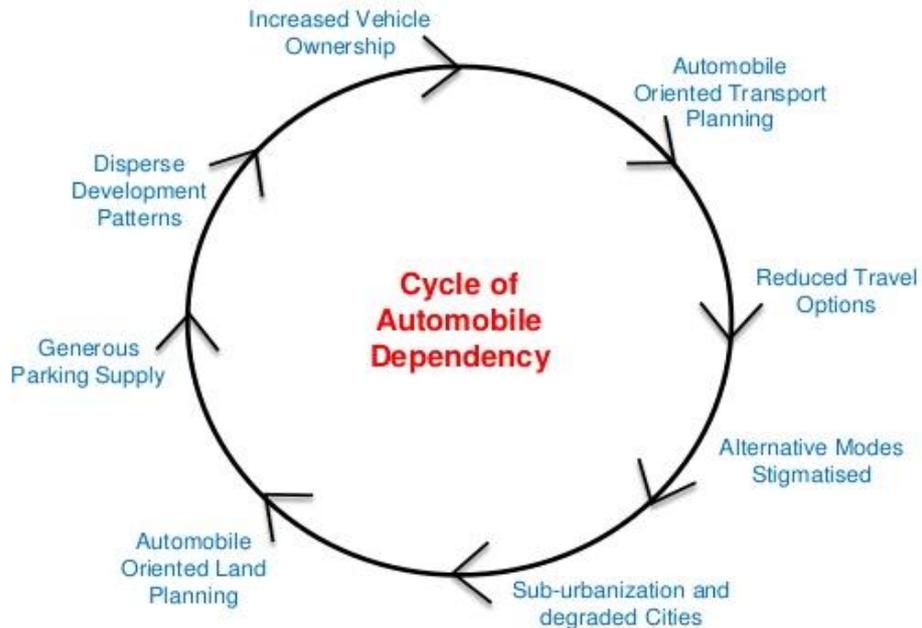
**Auto-Dependent Transportation**

# 1. Single largest emitter of Greenhouse Gases

Virginia Carbon Dioxide Emissions

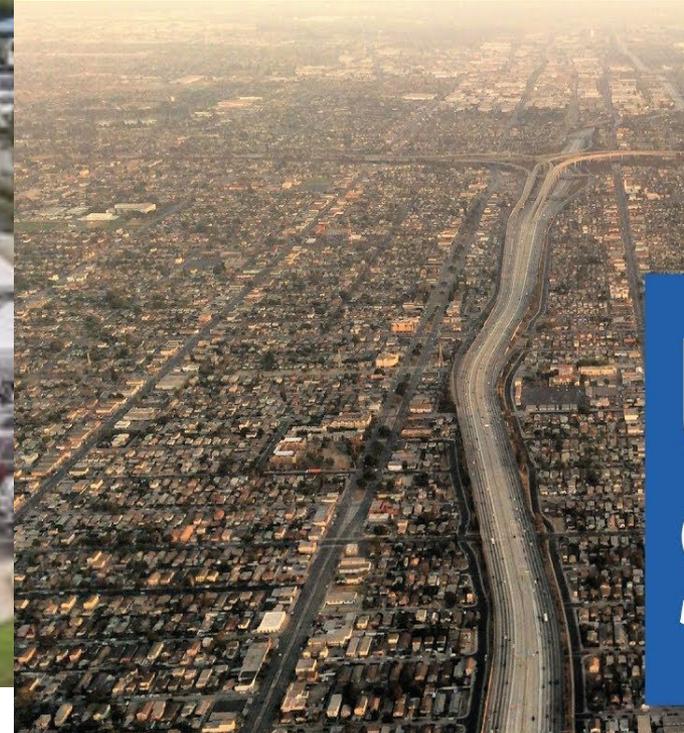


# Automobile Dependency and Sprawl



Victoria Transport Policy Institute, "Evaluating Transportation Land Use Impacts"

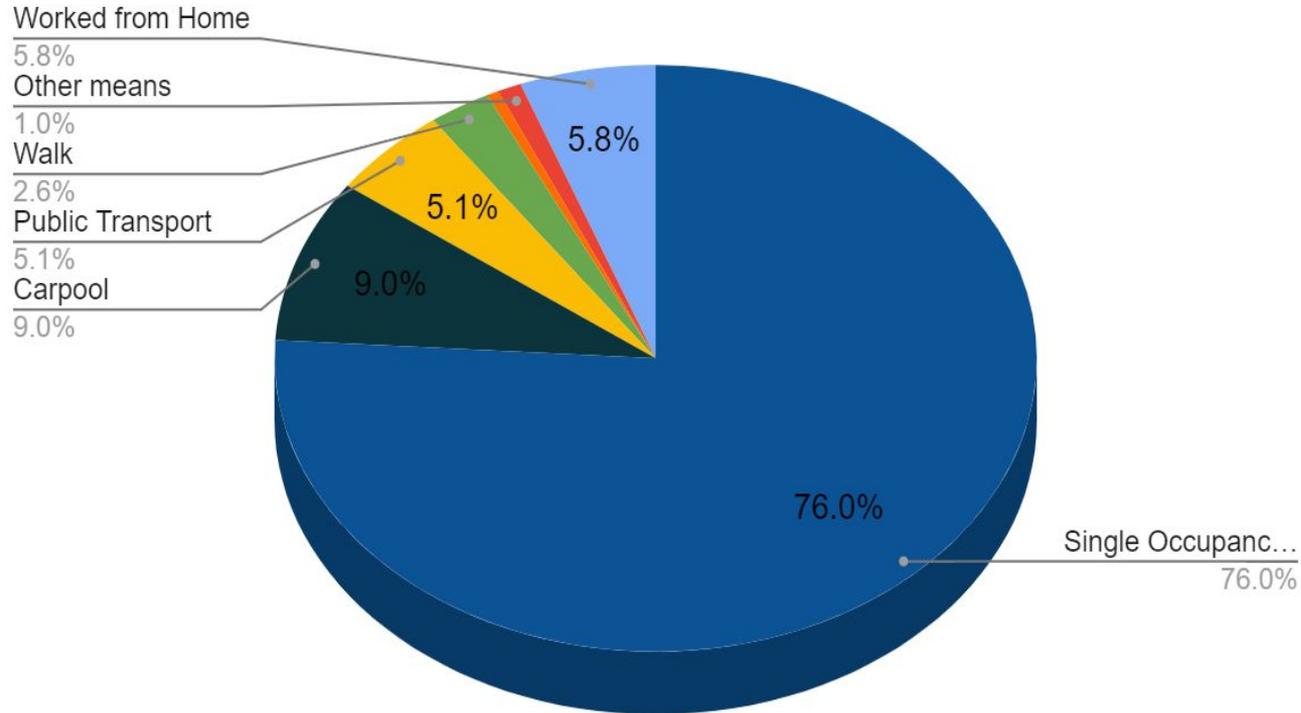
## 2. Increasing Urban Sprawl



# 3. Increasing Traffic and Congestion

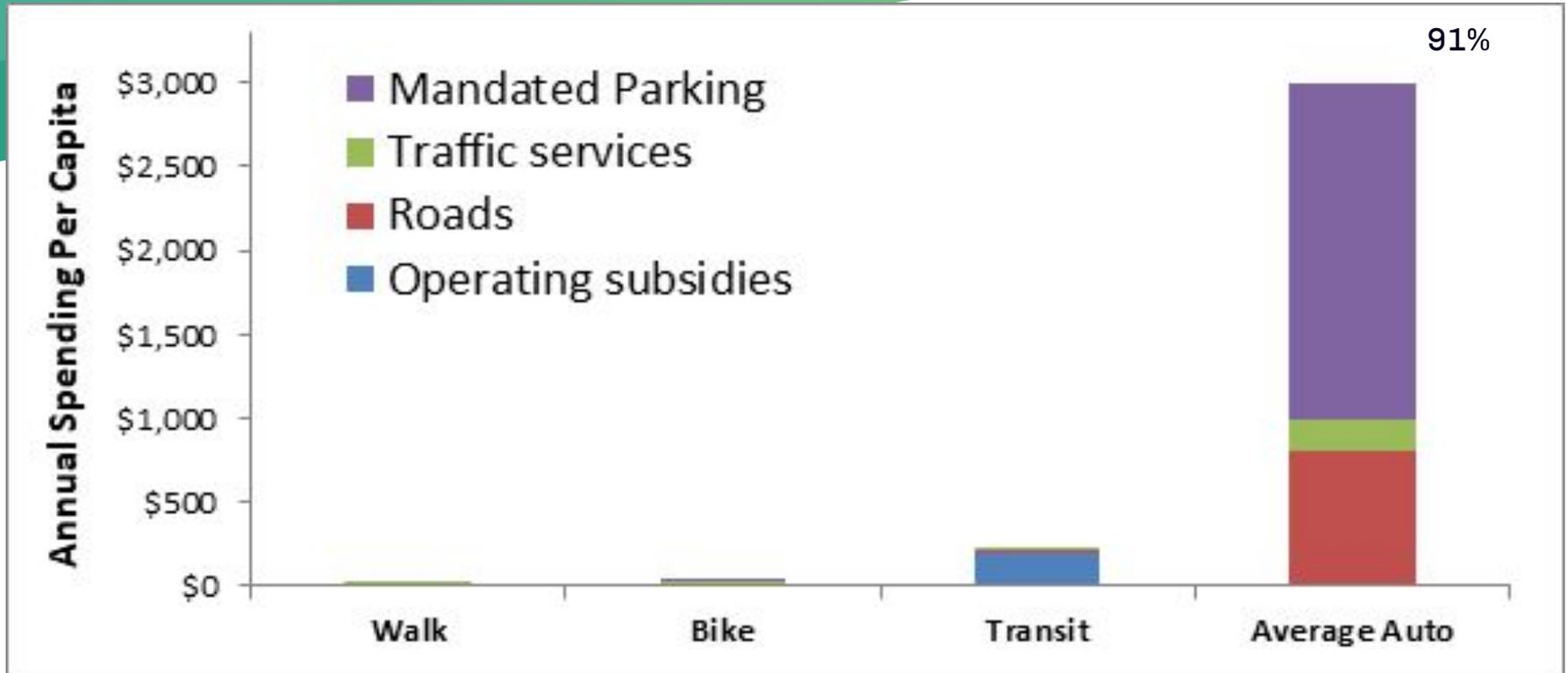


# U.S. Mode of Transportation to Work (2019)

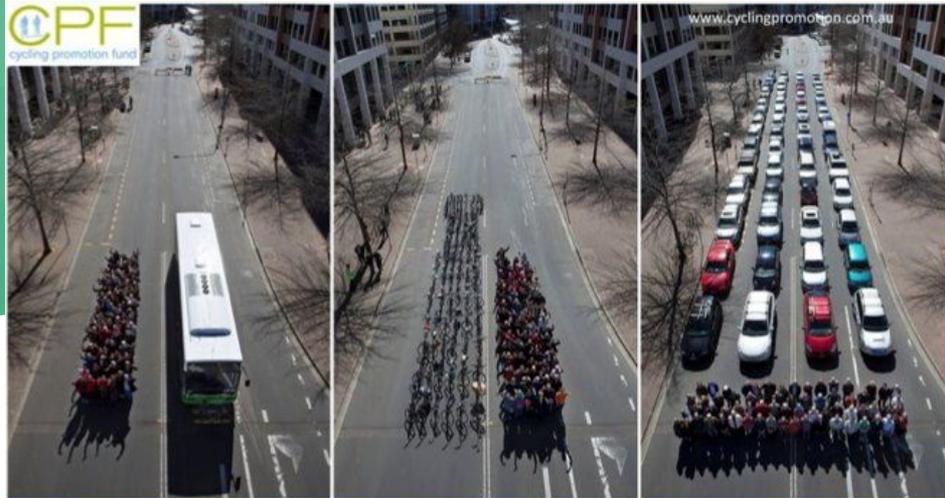


# 4. High Infrastructure Costs

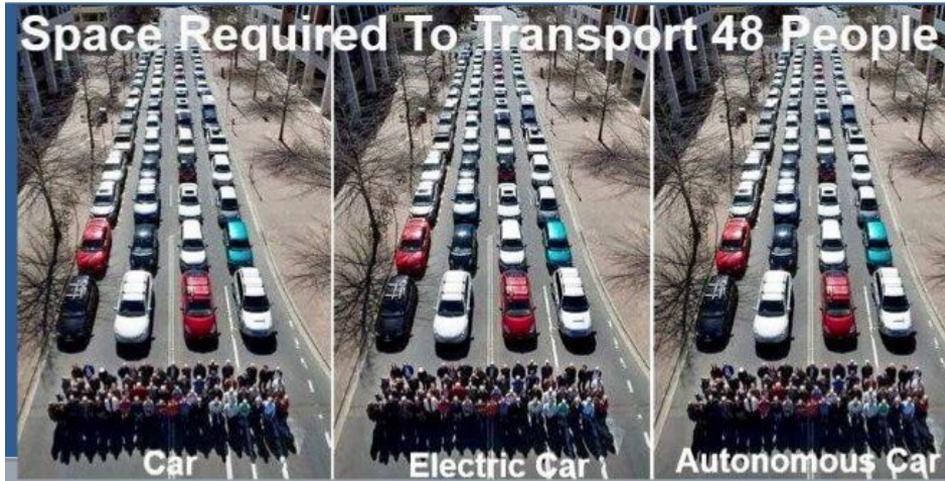
## Expenditures Per Transportation Mode



(Victoria Transport Policy Institute, 2021)



## Space Required To Transport 48 People



# 5. Transportation inequity

**“ In the U.S. transportation is the second largest household expenditure after housing.”**

(Bureau of Labor Statistics, 2019)

**“I am a single parent with two children. I can’t afford a car and riding a bicycle feels unsafe. When I go grocery shopping it takes up most of my Saturday because I take the bus.”**

**- Harrisonburg resident**

# CLEAN, ACTIVE, & ACCESSIBLE TRANSPORTATION

*Breaking Auto-dependency:  
Transportation Demand Management*

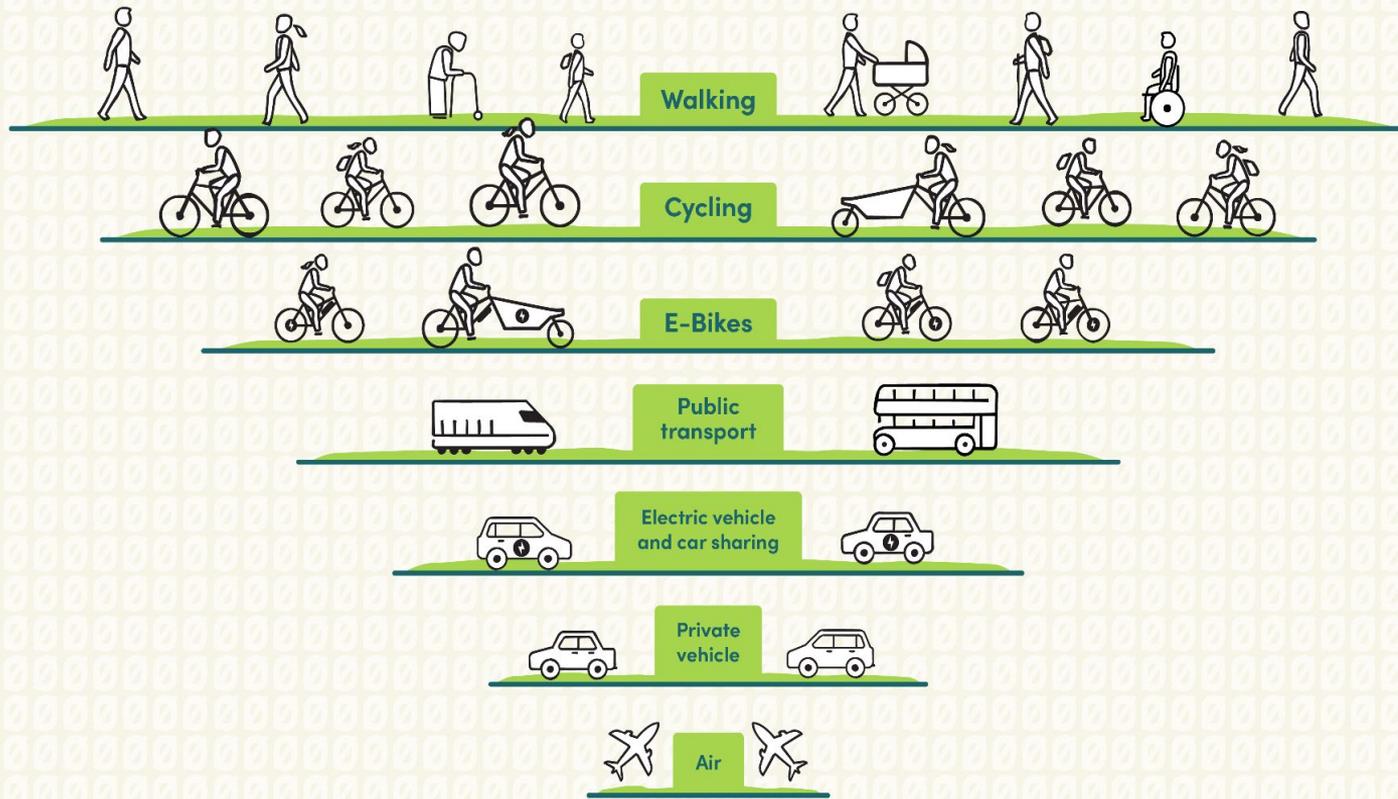
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(Actionnetzero.org, 2021)

# BENEFITS OF CLEAN AND ACTIVE TRANSPORTATION

1 Save Money

4 Increase Sense of Connectivity and Community

2 Reduce Greenhouse Gases

5 Increase Accessibility and Equity

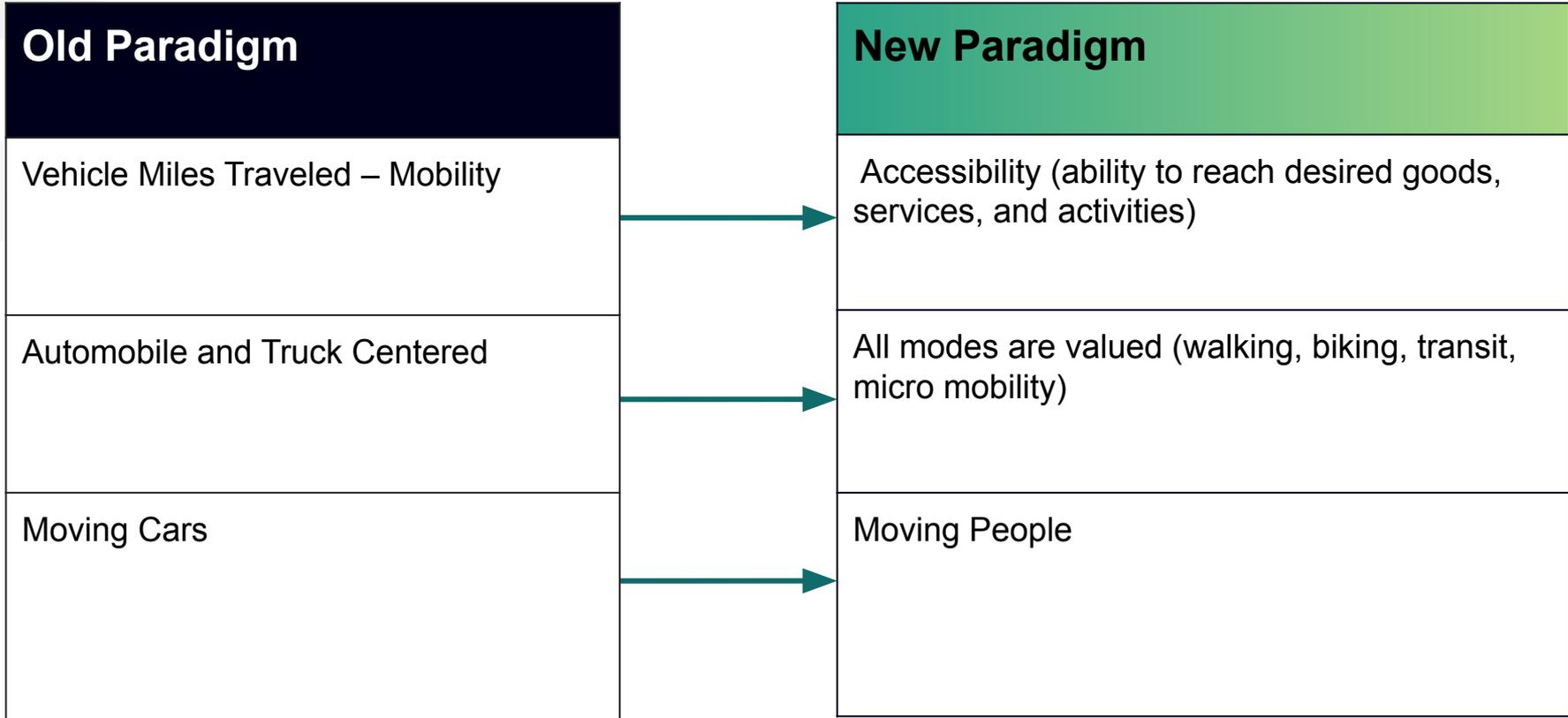
3 Reduce Congestion and Urban Sprawl

6 Increase Mental and Physical Health



# Sustainable Urban Mobility

# PARADIGM SHIFT



Fair Share	Inclusivity	Affordability	Social Justice
<ul style="list-style-type: none"> <li>● Everyone contributes to and receives comparable shares of public resources</li> <li>● Planning serves drivers AND non-drivers</li> </ul>	<ul style="list-style-type: none"> <li>● Accommodates for people with special needs, disabilities, youth, and seniors</li> </ul> 	<ul style="list-style-type: none"> <li>● Favors affordable modes</li> <li>● Provides discounts for lower income individuals</li> </ul> 	<ul style="list-style-type: none"> <li>● Protects and supports disadvantaged groups</li> </ul>

# How do we move to C.A.A.T.?

1. Improve  
Transport  
Options

2. Incentives  
to Reduce  
Driving

3. Land Use  
Management

4. Transport  
Policy  
Reforms

## 1. Improve Transport Options

- Improved transit through more frequency and increased routes.
- Protected bicycle lanes and a network of greenways throughout the city
- Retractable bollards on Main Street to create bike/ped zone from Bruce street to Wolf street and/or Water Street between Mason and S. Liberty.
- Pedestrianized Streets
- Guaranteed Ride Home

## 2. Incentives for Reduced Driving

- Employee Active Transportation Benefits
- Cash-Out-Free Parking
- Increased parking pricing or parking tax
- Pay-as-you-drive vehicle insurance incentives
- Higher Vehicle Tax on Cars Valued Above \$20K or on Second and Third Cars

### 3. Land Use Management

- Eliminate Minimum Parking Requirements with new development
- 15-minute Neighborhoods
- Upzoning Near Transit Stops to Increase Housing Density and Transit Access
- Focus on Walkable and Bikeable Sidewalk Zones Around Schools
- Bollards in Neighborhoods Such As Sunset Heights to Eliminate Thru Traffic

## 4. Policy & Cultural Reforms

- Revenue Gained from Increased Parking Costs to Fund Improved Infrastructure
- Build a robust movement for a cultural shift from the car to CAAT
- Promote the One Mile Challenge
- Monthly "Ciclovía"
- Increase Bike Programs in Schools and Create Incentives for Local Businesses

# Incentivize Reduced Driving is Key:

Only through incentivized reduced driving, does transit, biking, and pedestrian modes increase significantly.

-Federal Nonmotorized Transportation Pilot Program

# Recommended actions for C.A.A.T.

1. Eliminate Minimum Parking Requirements with new development.
2. Retractable bollards on Main Street to create bike/ped zone from Bruce street to Wolf Street or Water Street between Mason and South Liberty. Install bollards once a month or once a week as a transition.
3. Upzoning near transit stops to increase housing density and transit access.
4. Cash-Out-Free Parking



**A  
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HARRISONBURG.**

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