

Western Michigan University is embarking on a series of exciting projects that will transform the campus and position it for the next generation of users. As these plans take shape, the need for a comprehensive assessment of campus transportation issues and opportunities has become clear. To facilitate this assessment, WMU has commissioned a Transportation Master Plan (TMP) that will guide holistic, strategic, and practical improvements for near-, mid-, and long-term implementation.

The first step in this process is a series of outreach activities that engage the stakeholders who are most familiar and most impacted by the campus transportation network about their vision for the future of campus access and mobility. These efforts began in April with a series of open houses and focus group discussions, alongside a transportation survey that will run through May 5th.

WESTERN MICHIGAN UNIVERSITY
TRANSPORTATION MASTER PLAN

WE WANT TO HEAR FROM YOU!

Please take a 10-minute survey at:
https://www.surveymonkey.com/r/wmu_tmp

Follow the plan process online at:
wmich.edu/capitalprojects/parking-transportation-study

@wmubuild #wmubuild

OPEN HOUSES

More than 100 faculty, staff, students and community members participated in two open houses on April 3rd and 4th at the Bernhard Center. Participants were asked to share their perspectives on a variety of transportation topics, including parking, transit, walking, bicycling, both on and off-campus.



Participants were encouraged to prioritize mobility priorities, ranking them as follows:

1. Creating more parking availability
2. Enhancing on-campus walking routes
3. Investing in dedicated bicycle lanes
4. Improving connections between WMU and surrounding neighborhoods
5. Adding shared vehicles to campus
6. Adding more on-campus bike parking
7. Improving Bronco and Metro bus service
8. Incentivizing carpool and vanpool use

During these meetings, participants shared their thoughts on a variety of key topics. Themes included the following:

- The **walking campus** is a shared goal, but remains a work-in-progress.
- Today's campus is a **"drive first"** location, with many users re-parking multiple times in a single visit, as opposed to parking once and choosing other options for additional trips while on-campus.
- **Parking supply is ample**, but the current system does not work well for all users, leading to dissatisfaction with location, availability, regulations, and price.

- **Conflicting priorities and user needs** put a strain on the parking and mobility system, leading to more driving and congestion and lower use of non-driving options.
- **There is a strong desire to ride bicycles, scooters, skateboards, etc.**, but there are few dedicated or comfortable routes to campus from surrounding areas and the on-campus environment and regulations are unclear about shared use pathways.
- **Greater on-campus density** is desired, to add to the vitality of the campus, reduce the impact of surface parking lots, and reduce the need to develop greenfield sites.
- **Accessibility for people with disabilities** should be a key focus as improvements are made to sidewalk and roadway infrastructure, shuttles/buses, and buildings.
- **Change is coming** and the community (on-campus and adjacent) is optimistic about what that could mean for on-campus and community-wide mobility.



Focus Group meetings were held with a series of on- and off-campus stakeholder groups on April 3rd and 4th, including representatives from the following agencies and organizations:

- Transportation Master Plan Steering Committee
- WMU Office for Sustainability, Athletics Department, Auxiliary Enterprises, Dining Services, Residence Life, and Bernhard Center
- Western Student Association
- Residence Housing Association
- WMU Administrative Professional Association (APA)
- City of Kalamazoo
- Kalamazoo Metro Transit
- Kalamazoo Area Transportation Study

The results of these sessions and the concurrent Transportation Survey will inform the creation of the TMP Vision, Goals, Objectives, and Metrics, which will serve as the foundation for the Plan's Strategy Development Framework. Both of these will be shared with the WMU community during the next round of engagement activities in summer 2019.

Updates on the planning process will be shared regularly at <https://wmich.edu/capitalprojects/parking-transportation-study> and via the University's social media outlets.