

5 *Note: This compilation of possible goals, objectives, and possible strategies, is in the process of being reviewed by*  
6 *the Work Group. We invite you to email your comments to [london@mvcommission.org](mailto:london@mvcommission.org).*

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## Transportation

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9 **Overall Goal** **Establish and maintain a transportation system that is safe,**  
10 **reliable, convenient, accessible, economical, affordable,**  
11 **sustainable, and is consistent with the Vineyard's scenic, historic,**  
12 **and natural resources.**

- 13 • Reduce dependence on private automobiles by promoting alternate modes  
14 of travel (bus, bicycle, etc.) for both residents and visitors; continue to  
15 encourage visitors – especially short-term visitors – to come to the Vineyard  
16 without their car. Encourage residents and visitors to use public  
17 transportation, by continually improving bus, taxi, private shuttle and park-  
18 and-ride services.
- 19 • Minimize transportation-related pollution, promote energy conservation and  
20 sustainability, and support preservation of natural resources.

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### 1. Road Network, Cars, and Trucks

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24 **Goal 1** **Design and manage the road network to minimize congestion,**  
25 **pollution, and safety problems, without compromising road**  
26 **character and scenic roadside views.**

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28 **Objective 1.1** **Use physical traffic calming techniques to slow traffic and**  
29 **improve safety in neighborhoods.**

30 Strategy 1.1.1 Create working groups in each town to identify problems and improvements  
31 and spearhead their implementation (maybe same as in-town pedestrian/bike  
32 improvements).

33 Strategy 1.1.2 In short term, install simpler traffic calming techniques such as: planters to  
34 narrow roads; feedback speed signs; curb extensions, speed tables, and safety  
35 islands at crosswalks and gateways to towns as well as speed limit reductions.

36 Strategy 1.1.3 In longer term, when major improvements are needed, reconfigure roads  
37 which are inappropriately wide to narrow roadways, shoulders, and cleared  
38 roadside areas, and to introduce gentle curves.

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40	<b>Objective 1.2</b>	<b>Promote the use of more sustainable vehicles.</b>
41	Strategy 1.2.1	Promote the purchase of hybrid vehicles, Smart Cars, etc. by individuals and rental companies. Arrange for sales and repairs on-Island, and/or better pricing through group purchasing.
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44	Strategy 1.2.2	Explore the possibility of using Martha's Vineyard for a pilot project for upcoming alternative technologies (e.g. plug-in hybrids, electric cars, hydrogen cars), taking advantage of the limited number of fueling stations needing to be changed, and the appeal of the Island's visibility.
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49	<b>Objective 1.3</b>	<b>Discourage the use of private vehicles.</b>
50	Strategy 1.3.1	Work with hotels, inns, rental agents and the Steamship Authority to encourage visitors not to bring a car for a short term visit, or to bring only one car for a longer term visit by clearly explaining the availability of alternate forms of transportation (bus, taxi, bike).
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54	Strategy 1.3.2	Encourage towns to develop and implement parking policies that support use of transit and shared ride alternatives, as well as park-and-ride facilities. Provide technical support and case study materials through MVC.
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57	Strategy 1.3.3	Increase promotion of alternative forms of transportation emphasizing simplicity and environmental benefits (e.g. Island video on ferries during the summer explaining use of transit, safety of roads and biking).
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60	Strategy 1.3.4	Develop programs to encourage students not to drive to school.
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62	<b>Objective 1.4</b>	<b>Address problems at the Island's most congested locations emphasizing traffic management over major physical modifications (more roads, wider roads, traffic lights) that would degrade the character of the Island.</b> (Note: objective and strategies from Regional Transportation Plan)
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67	Strategy 1.4.1	Construct a system of connector roads – between the Edgartown – Vineyard Haven Road and Upper State road – to relieve traffic at the Look Street Intersection in Tisbury.
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70	Strategy 1.4.2	Construct a roundabout at the Blinker Intersection in Oak Bluffs.
71	Strategy 1.4.3	Prepare engineering studies to suggest improvements to the other congested locations, namely Upper State Road corridor in Tisbury, Five Corners in Tisbury, Downtown Oak Bluffs, The Triangle in Edgartown, and Upper Main Street in Edgartown.
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76	<b>Objective 1.5</b>	<b>Better integrate freight movements into the Island transport network.</b>
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78	Strategy 1.5.1	Coordinate with on-Island and off-Island freight carriers to better designate routes for large vehicles and limit large vehicle travel during peak periods at high-traffic locations.
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81	Strategy 1.5.2	Encourage use of barges when possible for bulk goods movements and manufactured housing components.
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83	Strategy 1.5.3	Work with the SSA to develop adequate contingency plans for natural or man-made disasters that could affect life-line Steamship Authority services.
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## **2. Pedestrians and Bicycles**

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**Goal 2** **Expand and enhance a safe and efficient network of bicycle paths, walking trails, and in-town pedestrian accommodations.**

**Objective 2.1** **Complete the network of shared user paths (SUPs or bike paths) and improve the safety of existing ones.**

Strategy 2.1.1 Prepare and implement a plan to complete the missing links in the network of off-road paths connecting the main population centers – central Edgartown, Oak Bluffs, and Vineyard Haven – with the State Forest. Ensure that SUPs do not compromise scenic values (e.g. eliminating tree canopies over rural roads, creating excessively wide expanses of asphalt).

Strategy 2.1.2 Improve the safety of existing SUPs by putting vegetative or wood barriers in medians, improving pavement markings and signage at cross roads and curb cuts (ensuring that the SUPs have priority at private drives).

**Objective 2.2** **Make town and village areas more pedestrian and bicycle friendly.**

Strategy 2.2.1 Create a working group in each town to focus on pedestrian and bicycle improvements, comprised of selectman, business association, parents-school association, DPW, planning board, and interested citizens, with support from the MVC.

Strategy 2.2.2 Identify deficiencies and outline an improvement program – prioritizing main streets and high pedestrian and bike activity areas – to repair sidewalks and ensure minimal lighting, to install sidewalks or walking paths in needed areas, to install crosswalks with safety islands, to install bike racks and rest areas, to install safety and directional signage.

Strategy 2.2.3 Require public review of upcoming street repairs and incorporate identified improvements. Implement other improvements as funding becomes available. Seek sponsorships for improvements.

## **3 Buses, Taxis, Ferries (Group Transportation)**

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**Goal 3** **Continue to promote and improve the efficiency of the Island’s buses, taxis, and ferries.**

**Objective 3.1** **Public-private collaboration to promote group transportation.**

Strategy 3.1.1 Offer detailed trip planners online and in key public locations (e.g. transit terminals) showing connecting regional and local transportation services – to develop itineraries for transit trips to and from Island destinations (e.g. T-bus-shuttle-ferry-bus from Brookline to Katama) as well as on-Island trips.

Coordinate with national trip-planning software (MapQuest, Google). Encourage sale of combination tickets.

Strategy 3.1.2 Establish collaborations between the town business associations to deal with employee-related transportation issues, especially:

131		<ul style="list-style-type: none"> <li>• Programs (education, incentives, enforcement) to have in-town retail-restaurant-bar employees park in park-and-rides, in order to free-up downtown spaces for customers.</li> </ul>
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134		<ul style="list-style-type: none"> <li>• Familiarize hospitality employees with transit system so they can encourage and assist visitors to use it.</li> </ul>
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136		<ul style="list-style-type: none"> <li>• Institute rideshare promotion, car sharing, staggered and flexible work hours, telecommuting, and employer commute programs.</li> </ul>
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138	Strategy 3.1.3	Identify obstacles to transit use and possible means to overcome them within different segments of the potential customer base.
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140	Strategy 3.1.4	Consider rebranding of the transit system to appeal to visitors who are unfamiliar with or have a negative view of public transportation and transit authorities. Make it a fun, cool shuttle. This could include the name of the system, the design of buses, signs, maps, etc.
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145	<b>Objective 3.2</b>	<b>Improve group transportation</b>
146	Strategy 3.2.1	Develop plans to expand bus routes currently operating at capacity and pursue additional funding (e.g. additional state and federal funding, demonstration project designation, surcharge on SSA auto rates and/or car rentals).
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149	Strategy 3.2.2	Standardize taxi regulations and rates among the towns, and improve driver training and quality standards.
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151	Strategy 3.2.3	Set up coordinated dispatching system using new trip-planning software to promote more efficient taxi use and higher vehicle occupancy (reduce empty one-way trips) to improve service, lower costs to users, and improve driver/owner revenue.
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155	Strategy 3.2.4	In the longer term, look at possibility of reconfiguring taxi/bus service (e.g. splitting current taxi service into two services: moderate-cost group shuttles and higher-cost, single-client service).
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159	<b>Objective 3.3</b>	<b>Better integrate the Steamship Authority into Island transportation planning initiatives.</b>
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161	Strategy 3.3.1	Work with Steamship Authority to minimize number of vehicles carried to the Island (e.g. maintaining cap on vehicle-carrying capacity).
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163	Strategy 3.3.2	Encourage seamless integration of Steamship Authority website and travel planning information with MV Transit Authority.
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