



RHODE ISLAND SCHOOL OF DESIGN

# Transportation Management Plan



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Submitted by:

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# Understanding & Approach

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RISD's central location within Providence presents a constrained environment for growth but it also creates natural opportunities for campus affiliates to have many travel choices.

Public transit, bikeshare, and numerous private shuttles operate within reach of RISD's already walkable campus. However, parking facilities are oversubscribed, and new solutions will be needed to address how these assets are impacted by the Campus Master Plan's growth program. RISD understands creating a balanced, comprehensive program for a complex urban campus environment will require creative solutions. To support growth and sustainability within this context, RISD recognizes the growing importance of offering realistic and attractive alternatives to driving.





Existing partnerships with Brown University, RIPTA, and the City of Providence (all prior or current Nelson\Nygaard clients) represent a strong platform for parking and mobility improvements. We will strive to expand and streamline existing programs while introducing best practices from mobility leaders around the country. Our firm's prior work on the Brown University shuttle, our prior comprehensive operations analyses for RIPTA, and our current work on the City of Providence's Great Streets program informs our approach to better integrating RISD's mobility needs into Providence's broader mobility fabric.

Our team also understands the distinctive mobility challenges posed by design and fine arts activities. Carrying bulky physical arts materials pose greater challenges for students and faculty and may make certain transportation modes infeasible. We are prepared to seek solutions that accommodate RISD's design and fine arts study needs while still promoting active and sustainable transportation options.

We propose to develop a plan that aligns with RISD's creative campus character and dedication to sustainable values. We will work closely with your staff, faculty, and student leaders to engage the innovative and artistic thinking of RISD affiliates as we develop parking and TDM solutions. RISD's commitment to education, community action, and the vital role of art and design in society are values that Nelson\Nygaard upholds in all of our work. Our collaboration would represent an investment in sustainability, social responsibility, and smart mobility that promotes and builds off of RISD's unique campus culture.

## PROJECT APPROACH

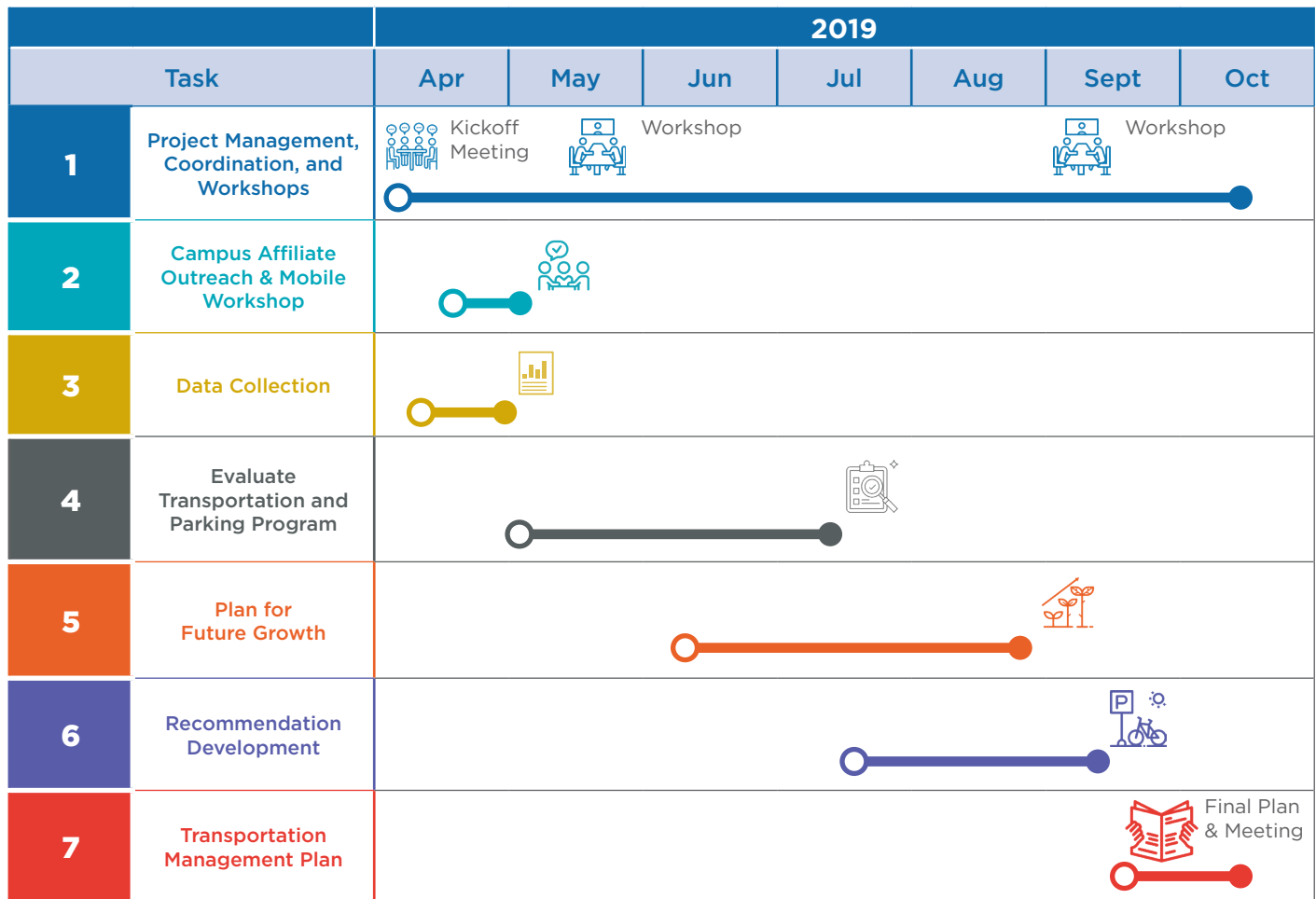
Nelson\Nygaard will study RISD's transportation and parking ecosystem and integrate our local knowledge with proven, effective practices from our firm's national campus planning expertise. We propose to work with key stakeholders at important stages of the study to ensure that strategies align with affiliates' experiences. A comprehensive data collection effort will capture on-the-ground travel and parking behaviors. An inclusive transportation and parking program evaluation will take all travel modes into account while seeking efficiencies in RISD's day-to-day management and operations. These efforts will drive toward a future growth plan that considers both parking supply needs and feasible TDM strategies to positively influence behavior. Our plan will deliver a set of actionable recommendations intended to lead RISD toward a parking and transportation program that better serves all users. Our proposed workflow is structured into the following tasks:

1. Project Management, Coordination, and Workshops
2. Campus Affiliate Outreach
3. Data Collection
4. Transportation and Parking Program Evaluation
5. Plan for Future Growth
6. Recommendations
7. Final Plan and Implementation

The tasks listed here will serve as a framework for key deliverables. Our team will customize and refine this task structure in collaboration with RISD's project staff and leadership; we anticipate consistent communication from when the project advances from the kickoff stage through the delivery of the final plan.

# PROJECT SCHEDULE

The project schedule will also be refined in conversation with RISD staff. Workshop, meeting, and deliverable dates will be adjusted to reflect RISD’s needs, campus events and programming, and other external factors. Final plan delivery will be subject to consolidated comments from the Transportation Working Group and, as such, the timeline for its delivery will correspond to the completion of the comment period and a necessary revision period. The schedule presented herein is based on the scope and specific tasks in this proposal and is subject to review and approval by RISD staff. Therefore, the schedule below is subject to change.



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# Firm Introduction

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## We put people first.

Nelson\Nygaard Consulting Associates, Inc. is an internationally recognized firm committed to developing transportation systems that promote vibrant, sustainable, and accessible communities. Founded by two women in 1987, Nelson\Nygaard has grown from its roots in transit planning to full-service transportation firm with over 130 people in offices across the United States.

In keeping with the values set by our founders, Nelson\Nygaard puts people first. We recognize that transportation is not an end by itself but a platform for achieving broader community goals of mobility, equity, economic development, and healthy living. Our hands-on, national experience informs but doesn't dictate local solutions. Built on consensus and a multimodal approach, our plans are renowned as practical and implementable.

## CAMPUS MOBILITY

Nelson\Nygaard specializes in tackling the particular constrained parking and congested transportation issues facing universities and work campuses. Our campus plans have achieved both financial and environmental sustainability goals—and proven marketable to students, faculty, visitors, tenants, and employees.

Our approach combines our broad experience with a willingness to break out of conventional boxes. We develop plans that minimize the financial cost for institutions and create a positive educational or work environment. We evaluate an assortment of options including subsidized transit, parking management, shuttles, shared-ride programs, bicycle sharing, streetscape design, and incentives to give people better travel choices.





# NELSON\NYGAARD SPECIALIZATIONS



## CAMPUS MOBILITY

Improving mobility choices at university, corporate, and medical workplaces



## PARKING AND DEMAND MANAGEMENT

Creating livable places with better management of parking supply and demand



## STREETS AND CITIES

Balancing the mobility needs of everyone to create thriving places



## ACTIVE TRANSPORTATION AND SAFETY

Making places better for people to walk, bike, and gather



## TRANSIT

Designing and developing great transit services for people



## ENGINEERING DESIGN AND DEVELOPMENT

Analyzing movement to improve connectivity and reduce environmental impacts



## EMERGING MOBILITY

Collaborating on solutions for people in a new era of mobility



## PARATRANSIT AND COMMUNITY TRANSPORTATION

Achieving service/cost performance and ADA compliance for demand-responsive services



## MOBILITY MANAGEMENT

Coordinating and enhancing an individual's access to more mobility options



## TRANSIT CORRIDORS

Building vibrant, equitable communities with high-quality transit at the center

# PROJECT TEAM

To meet the needs of RISD, we have assembled a team of some of our most experienced and talented campus transportation planning experts. The staff below have led or contributed to innovative TDM plans for some of the top universities and corporations in the U.S. Our team organization is represented below. Brief bios follow and full resumes can be found in Appendix A.



**THOMAS BROWN,  
PRINCIPAL**  
PROJECT ADVISOR



**ALYSON FLETCHER,  
SENIOR ASSOCIATE**  
PROJECT MANAGER



**BILL SCHWARTZ,  
PRINCIPAL**  
PRINCIPAL-IN-CHARGE



**JASON NOVSAM,  
ASSOCIATE**  
DEPUTY PROJECT MANAGER



**BRYNN LEOPOLD,  
ASSOCIATE**  
TRANSIT LEAD



**OSMAN CORTAVE,  
PROJECT ADMINISTRATOR**  
DATA COLLECTION



**STIJN VAN DER SLOT,  
ASSOCIATE**  
PROJECT PLANNER





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