



Connecting Olde Mistick Village, Mystic Downtown, Mystic Aquarium, and Mystic Seaport



# Mystic Mobility Study

## First Public Meeting

Wednesday, June 9, 2010

7:00 to 9:00 PM

Hoxie Fire House

34 Broadway Avenue, Mystic, CT



Connecting Olde Mistick Village, Mystic Downtown, Mystic Aquarium, and Mystic Seaport



# Mystic Mobility Study

## Introductions

### Project Management Team

**Bill Haase, AICP**

**Michael Murphy, AICP**

**Bill Parent, P.E.**

### Advisory Committee Members

### Study Team Members

**URS Corporation**

**Fitzgerald & Halliday**





# Mystic Mobility Study

## Goals of the Study

- Milone & MacBroom (2008) study was a broad-brush approach for defining potential consensus areas. The study recommended the following:
  - Enhance the pedestrian / non-vehicular environment
  - Improve and expand shuttle bus services.
  - Expand Water taxi service and extend its route to the Interchange area
  - Establish a transit center in the interchange area to allow access to multiple sites from a single parked vehicle
  - Construct capacity improvements at the Route 1 / Route 27 intersection
  - Create an access management plan and better control site access throughout the area.
  - Enhance directional signage and wayfinding
  - Coordinate parking throughout the Mystic area



# Mystic Mobility Study

## Goals of the Study

- This study will develop specific concept plans so that:
  - Cost estimates can be completed
  - Funding for final design can be established
  - Engineering plans can be designed.
- This study will also identify funding sources and Operational Parameters so that Implementation (construction and operations) can occur.



# Mystic Mobility Study

## Project Status:

- *Data Collection*
- *Existing Conditions Assessment*
- *Public Input*
- *Pedestrian Interview Surveys*
- *Alternatives Analysis/Strategy Development*
- *Concept Refinement and Evaluation*
- *Final Improvement Recommendations Plan*



# Mystic Mobility Study

## Stakeholder Outreach Plan

- Study Advisory Committee
- Focus Groups
  - *Accommodations*
  - *Restaurants*
  - *Transit*
- Public Meetings
- Communication Tools
  - *Website*
  - *Newsletter/Fact Sheets*
  - *Press Releases*



Connecting Olde Mistick Village, Mystic Downtown, Mystic Aquarium, and Mystic Seaport



# Mystic Mobility Study

## Study Website

[www.mysticmobility.org](http://www.mysticmobility.org)

Connecting Mystic Seaport, Olde Mistick Village, Mystic Aquarium and Mystic Downtown



### Mystic Mobility Study



Welcome | Background | Public Involvement | Documents | Contact Us | FAQs | Site Map

[Study Map](#) | [Study Team](#) | [Study Schedule](#) | [Links of Interest](#)

#### Welcome

The Town of Stonington, in cooperation with the Town of Groton, Mystic Seaport Museum, and other federal, state, regional, and local stakeholders, is conducting the **Mystic Mobility Study** to look at how to improve the movement of people and vehicles to enhance the experience of those who live, work, or visit in the Mystic area.

This website provides information about the study process, displays meeting notices and study documents, and provides an opportunity for public comment. Please get involved by learning more about the transportation challenges facing Mystic and by submitting your comments as findings are posted.



As one of its objectives, this study will recommend improvements to help ease roadway congestion on Route 27.

[Welcome](#) | [Background](#) | [Public Involvement](#) | [Documents](#) | [Contact Us](#) | [FAQs](#) | [Site Map](#)



# Mystic Mobility Study

## Existing Traffic Safety and Operations Analysis

- *Summer Weekday PM peak hour operations analysis*
- *Summer Weekend Mid-Day peak hour operations analysis*
- *Existing Traffic Safety Analysis*

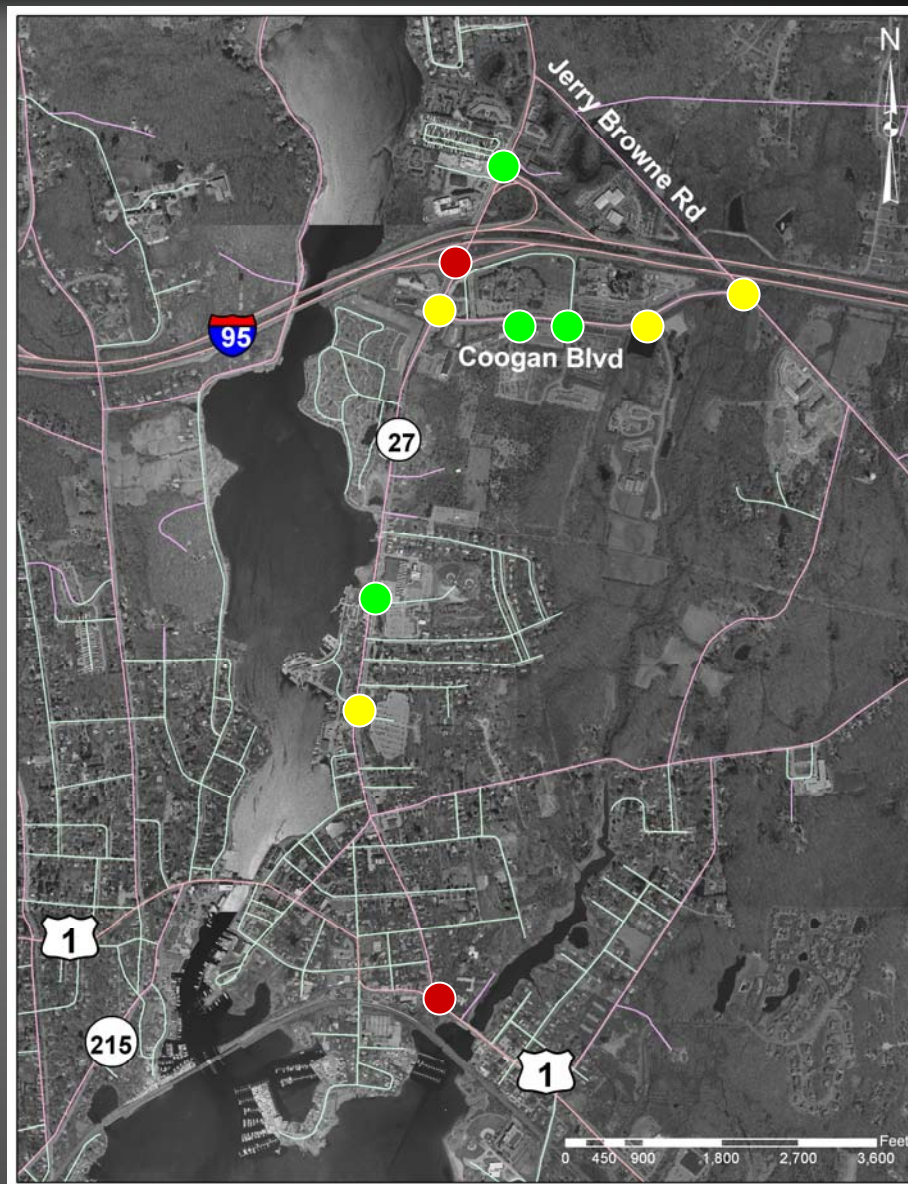


# Mystic Mobility Study

## Existing Operations Analysis

Summer Weekday  
PM Peak Hour  
Level-of-Service

-  LOS A-B
-  LOS C-D
-  LOS E-F



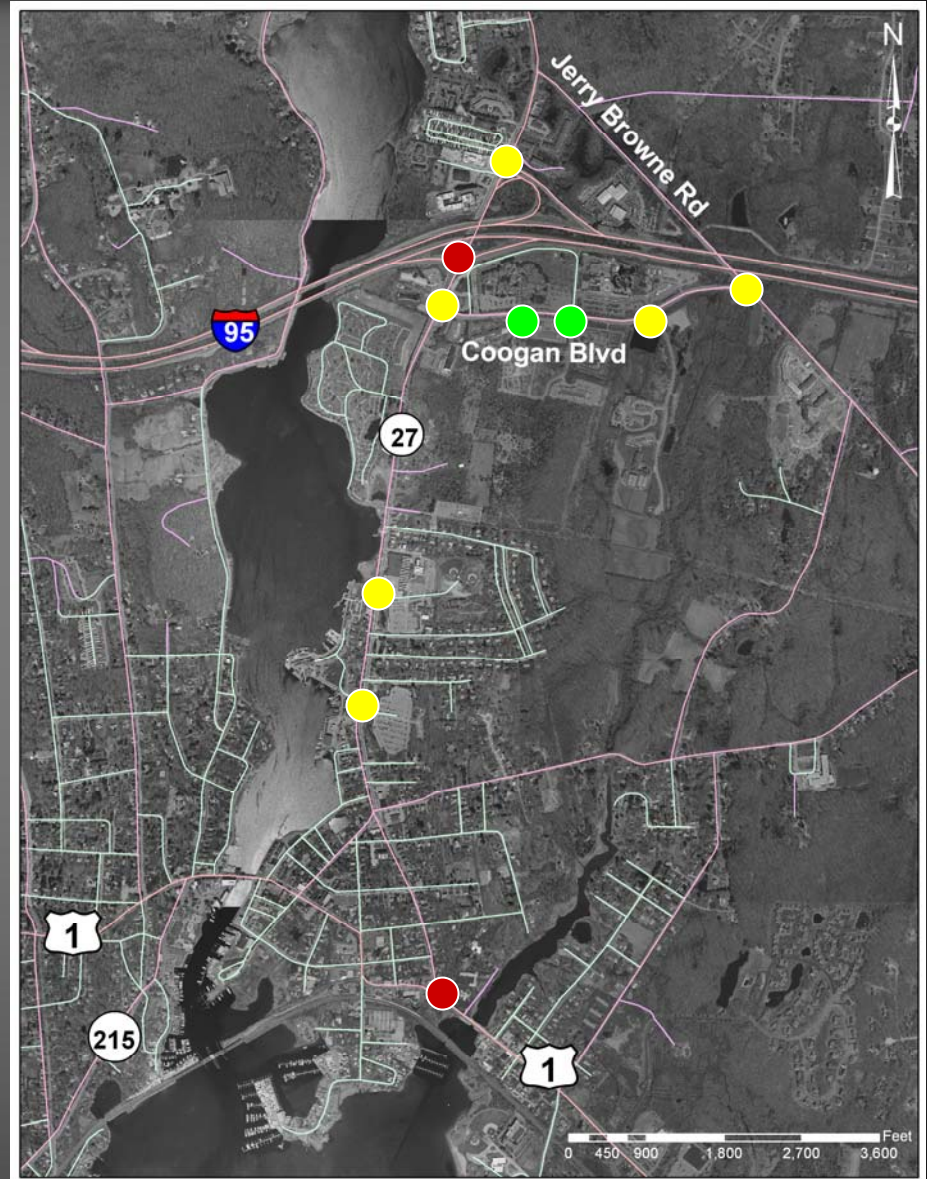


# Mystic Mobility Study

## Existing Operations Analysis

Summer Weekend  
Mid-day Peak Hour

-  LOS A-B
-  LOS C-D
-  LOS E-F





# Mystic Mobility Study

## Review of 2008 Mystic Transportation Study

- *Prior Study was the basis for determining the need to move up to a Conceptual Design stage.*
- *Prior study findings are still valid.*
- *Surplus of parking in the Interchange area (“The Golden Triangle”), especially during mid-day.*
- *Seaport parking adequate, but not over-abundant.*
- *Downtown Mystic experiences a definite parking deficit.*



# Mystic Mobility Study

## Recent Mystic Trolleys and Shuttles Lessons Learned

- 1996-2000 – Molly/Lucy (Arrow)
- 2001 – Arrow/Coach USA Shuttle
- 2003-2004 – SEAT Shuttle
- 2009-2010 – SEAT Mystic-Pawcatuck Service

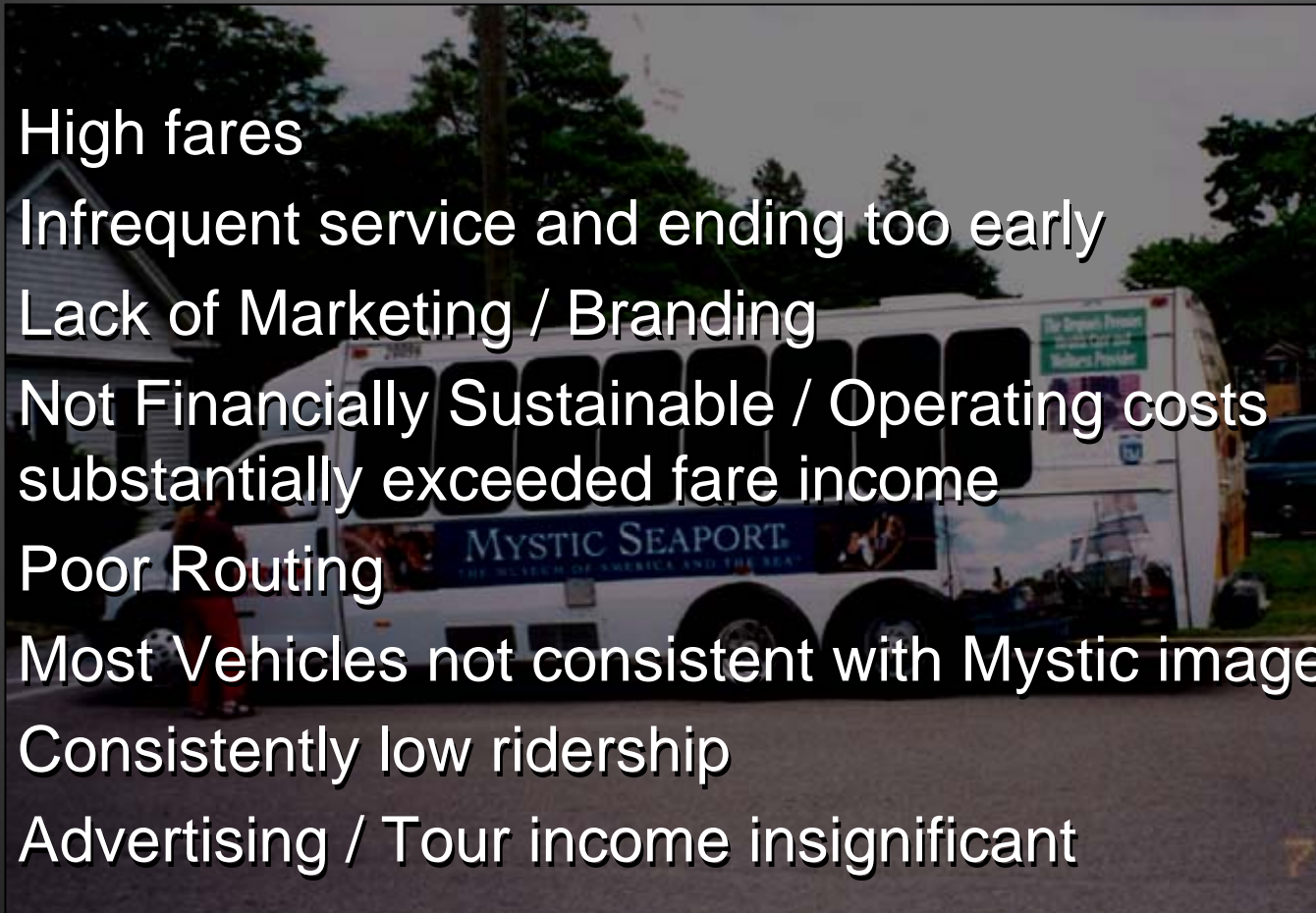




# Mystic Mobility Study

## Previous Shuttle Observations

- High fares
- Infrequent service and ending too early
- Lack of Marketing / Branding
- Not Financially Sustainable / Operating costs substantially exceeded fare income
- Poor Routing
- Most Vehicles not consistent with Mystic image
- Consistently low ridership
- Advertising / Tour income insignificant





# Mystic Mobility Study

## Keys to Success for a Mystic Shuttle

- Frequent service, all day
- Low fare
- Attractive, Environmentally friendly, Fun vehicles
- Simple Routing - Easy to understand and use
- Linkage to overall “Mystic experience”
- Viable Marketing Program
- Solid Management and Operations infrastructure
- Coordinated Parking to Enhance Shuttle Usage
- Consistent Multi-year Operating Funding Sources



# Mystic Mobility Study

## Mystic Transportation Center

### *A Question of Scale...*

- **Single Large Transportation Center**

- Visitors are expected to travel to the Transportation Center *first* and *then* use the various modes provided at the center to get to their intended destinations



**Charlotte, NC**

**Kalamazoo, MI**



**Newport, RI**



# Mystic Mobility Study

## Mystic Transportation Center

### A Question of Scale...

- **Multiple Small Mobility “Hubs”**
  - Located throughout the Mystic area at critical multi-modal transfer points
  - Visitors can park once at an initial destination and use the mobility hubs to **seamlessly** switch between transportation modes
  - Mobility hubs provide accurate, up-to-date information on transit routes and schedules, destination locations, local attractions/events, etc.
  - Integrated single payment system (electronic ticketing)



*Singapore*



*Bremen, Germany*



*Plano, TX*



# Mystic Mobility Study

## Next Steps In This Study

- *Analyze and Incorporate input from the public*
- *Identify Deficiencies, Needs, and Opportunities*
- *Formulate Conceptual Improvement Alternatives*
- *2 More Public Meetings to present and discuss concepts*
- *Preliminary (10%) Engineering Designs and Plans*
- *Write “Request for Proposals” for Shuttle / Trolley Service*



# Mystic Mobility Study

## The Ultimate Goal

- Funding Source Identification
- Final Design of Proposed Improvements
- Definition of Transportation System Parameters
- Construction of Improvements
- Implementation of Transportation Strategies





Connecting Olde Mistick Village, Mystic Downtown, Mystic Aquarium, and Mystic Seaport



# Mystic Mobility Study





Connecting Olde Mistick Village, Mystic Downtown, Mystic Aquarium, and Mystic Seaport



# Mystic Mobility Study

Questions

