

I-96 Area Transportation Study: *The Victory Plan*

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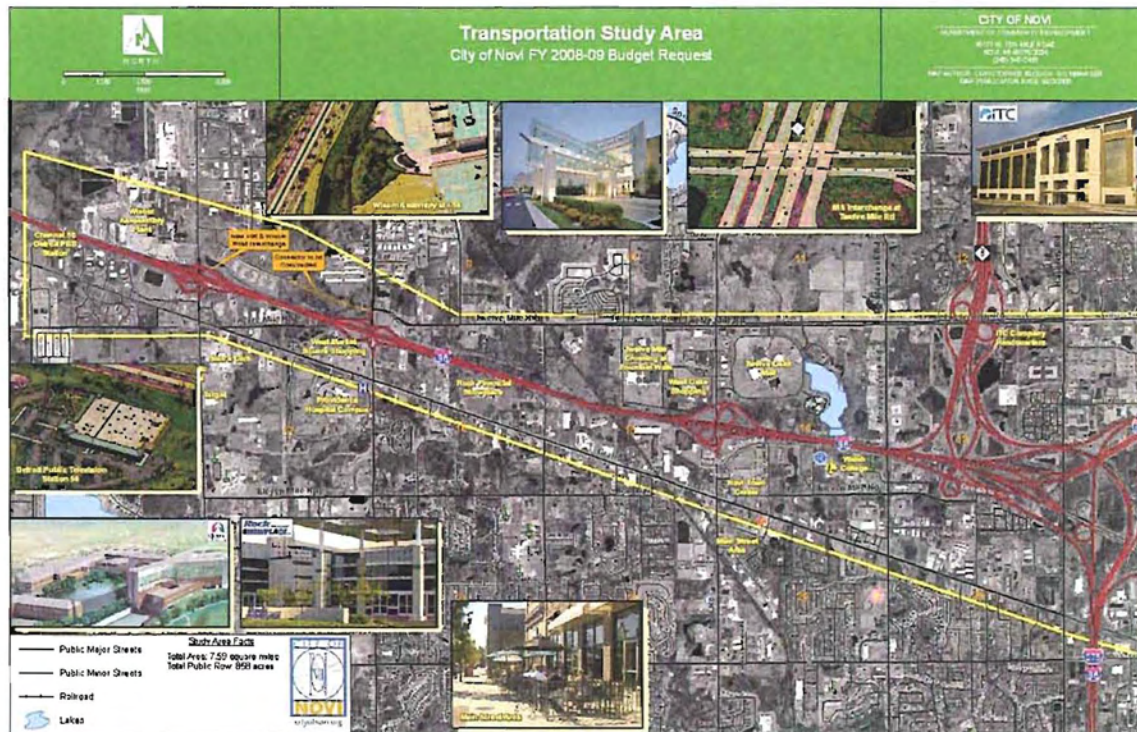


Background

- **Novi's Competitive Advantage**
 - Geographic location
 - Proximity to major transportation networks
 - Shorter supply chains for businesses
 - Convenience/accessibility for residents.
- **Enhancing Transportation Networks Critical to Maintaining the Region's and Novi's Edge**
- **Transportation Study**
 - Service Improvement Request in FY08/09 Budget (\$100,000)
 - I-96 Study Area
 - Grand River Avenue Corridor
 - Twelve Mile Road Corridor
 - I-275/M-5 Corridor
 - Novi/Wixom West City Limits (Napier Road extended)



I-96 Area Transportation Study Area



Facts

- **High Average Daily Traffic Counts in Study Area:**
 - I-96: 134,000 VPD
 - I-275: 180,000 VPD
 - I-696: 153,000 VPD
 - M-5: 71,000 VPD
- **Large Trip Generators in Study Area:**
 - Novi Road/I-96 Retail Area
 - Providence Hospital
 - Rock Financial Showplace
 - Future Use of Former Ford Plant in Wixom
- **I-96 at Novi Road: One of the highest “lane closures per mile” ratings in Metro Detroit**
- **7 of Novi’s Top 10 High Crash Intersections in Study Area**



Transportation Study Goal

- Develop a prioritized list of projects that, when implemented, will:
 - Improve traffic safety
 - Reduce traffic congestion
 - Foster economic development

- Goal's Relevance
 - Directly aligned with Council's major goals of:
 - Improving public safety
 - Encouraging economic development
 - "Traffic congestion" No. 1 problem area cited in Novi's 2006 Citizen Survey
 - Identified as an MDOT Priority



Transportation Study - Execution

- **Mobilize Stakeholders**

- Private
- Public

- **Assemble Venture Team**

- Steve Rumple – Community Development
- Ara Topouzian – Economic Development
- Terry Whitfield – Police Department
- Tia Gronlund-Fox – Human Resources
- Brian Coburn - Engineering



Transportation Study - Execution

- Private Stakeholder Participation



Private Stakeholders	Expected Level of Participation (As of 8/11/08)	
	Financial Contribution	Technical Assistance
Taubman Group	√	√
Providence Hospital	√	
TBON, LLC (RFS)	√	
ITC		√



Transportation Study - Execution

- Public Stakeholder Participation:



Public Stakeholders	Expected Level of Participation (As of 8/11/08)	
	Financial Contribution	Technical Assistance
City of Novi	√	√
MDOT	√	√
SEMCOG		√
RCOC		√
City of Wixom	√	√
Traffic Improvement Association		√



Transportation Study - Execution

- **Consultant Selection**
 - Transportation engineering & planning expertise
 - Local presence
 - Unbiased approach to the problem
 - Qualifications-based selection (QBS)

- **Study Phases**
 - Project Initiation
 - Data Collection
 - Data Evaluation
 - Forecasting
 - Alternative Development
 - Alternative Evaluation
 - Report Preparation



Transportation Study - Execution

- **Stakeholder Involvement**
 - Project Progress Meetings
 - Project Work Sessions

- **Public Involvement**
 - Listening Session
 - Public Information Meetings
 - City of Novi City Council Presentations
 - City of Wixom City Council Presentations



Transportation Study - Execution



- **Project Schedule**

- **Major Milestones**

- 08/12/08: Scope of Work Finalized/RFP Advertised
- 09/22/08: Consultant Award & Stakeholder Agreement Approval
- 12/18/08: Data Collection & Evaluation Complete
- 02/13/09: Forecasting Complete
- 05/04/09: Alternative Development Complete
- 06/22/09: Final Report Complete/Adoption of Findings



Transportation Study - Execution

- **Preferred Transportation Alternative**
 - Series of Projects to be Completed in the Study Area
 - Short-term: 1-5 years
 - Mid-term: 6-15 years
 - Long-term: 16-25 years
 - Cost estimates and funding strategies
 - Examples of Potential Transportation Improvement Projects
 - Short- & Mid-Term: (Low to medium Cost)
 - Signage improvements
 - Intelligent transportation system (ITS) implementation
 - Access management plans
 - Travel demand management plans
 - Intersection improvements
 - Turn lanes
 - Acceleration/deceleration lanes
 - Long-Term: (High Cost)
 - Interchange improvements
 - Roadway and intersection widening
 - Grade separations



I-96 Area Transportation Study: The Victory Plan

- **Keys to Victory:**

- *Public and Private Stakeholder Involvement and Buy-In*
- *Public Communication*
- *Focus on Overall Goal*
- *Stay within Scope*

- **Questions & Comments**

