Appendix B

Project Approach

VHB's extensive familiarity with York and experience working with other municipalities and organizations on similar efforts, including in both Ogunquit and Wells, will inform our approach to the study, allowing us to provide **implementable recommendations** that integrate land use, active transportation, economic development, and sustainability goals, consider all road users, and are **grounded in the needs of the Town, its residents, and its visitors.**

VHB will work closely with the Study Team and the community to develop recommendations and then prepare conceptual renderings of proposed recommendations for the report and for presentation to elected officials and the public.

Based on our initial analysis of the corridor, preliminary recommendations may include:

- **Active Transportation Improvements.** Building out the sidewalk along Route 1 and at key intersections and adding/improving crossings will improve bike/ped safety and mobility and build upon York's Bicycle and Pedestrian Master Plan and Comprehensive Plan recommendations.
- **Smart-City Innovations.** Strategically located variable message signs, such as ahead of roads to York Village and beach areas, could mitigate seasonal congestion and easily direct travelers to available parking.
- **Resiliency Improvements.** Portions of Route 1 are susceptible to storm events, particularly at its intersections with the Cape Neddick and York Rivers.

Scope of Work Insights

VHB is committed to comprehensively addressing the study's specific needs. Below, we detail our unique approach and proposed enhancements to the Scope of Work that will lead to additional insights, project efficiencies, and more informed recommendations.

Task 1: Project Kick-Off Meeting

Our kick-off will include key stakeholders, including representatives from the Town of York, KACTS, and MaineDOT, to set the stage for a successful project. VHB uses kick-offs as a chance to glean key insights on the study area from those who know it best and begin exploring opportunities for active transportation, transit, safety modifications, and Smart City concepts.

Road Safety Audit (RSA)

Integrating an RSA at project kick-off, as demonstrated on successful studies like the Wells Route 1 Corridor and Ogunquit Village Improvement Studies, enables timely completion, boosts stakeholder engagement, and improves safety. RSAs strategically highlight and prioritize road safety concerns. Through collaboration with York, MaineDOT, and KACTS, we will gain a thorough understanding of road-user behavior and conditions at key locations along the corridor.

Pioneer of RSAs for MaineDOT

In the Mount Desert Route 3/Peabody Drive PPI Study, VHB advocated for RSAs to enhance stakeholder involvement, making RSAs a standard procedure for MaineDOT studies.

VHB conducting an RSA in Ogunquit

Task 2: Public and Agency Feedback

For the VHB team, listening to the community is a foundational component of effective planning. Through targeted outreach, we seek the input of as varied a cross-section of the population as possible, recognizing this leads to community-driven study recommendations that can successfully be implemented and serve the needs of the Town. To do so, we bring a robust and practiced engagement toolbox and creative ideas for public outreach.

Commitment to Community Involvement

For VHB, listening to the community is a foundational component of effective planning. We bring a robust and practiced engagement toolbox to build project awareness while gathering input from as broad an extent of the community as possible on critical aspects of the study. In fact, Project Manager Tony Grande has already been connecting with residents along the corridor:

"Improving pedestrian and bicycle infrastructure is great, but you also need to address the speeding issue to make sure everyone can safely navigate the area."

—Larry Burke, resident at corner of River Bend Road and Route 1

ArcGIS StoryMaps

VHB uses StoryMaps to enhance stakeholder engagement through dynamic presentations.

» See VHB's Eastern Trail Gap Study StoryMap

Tailored Public Engagement Plan

Leveraging input from the kick-off, VHB will provide a tailored public engagement plan informed by community demographics. It will employ diverse and creative outreach formats we've found effective in past studies for similar towns, including direct stakeholder outreach, a StoryMap, and community events.

Task 3: Assessment of Current Conditions

VHB's comprehensive analysis of Route 1 will integrate historical and current data to envision the corridor's future transportation and land use. This will include field evaluation of bike/ped conditions and examining demographic and environmental data to prioritize the needs of vulnerable populations while considering environmental, historic, and open space conditions. Our assessment will synthesize key planning and policy documents, including York's Comprehensive Plan, Bicycle and Pedestrian Master Plan, and Zoning Ordinance and regional safety and climate plans.

Robust Data Collection

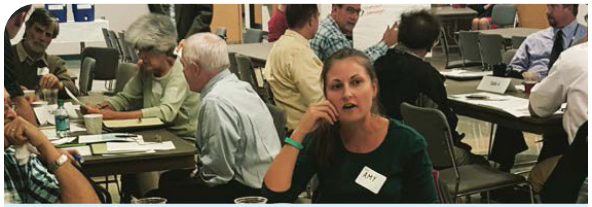
VHB will use MaineDOT traffic counts and gather additional data to analyze traffic patterns, safety, and capacity to cultivate a comprehensive understanding of current challenges. We employ diverse data collection techniques, including aerial mapping from Nearmap, reviewing a decade of historical crash data to identify patterns, and analyzing seasonal traffic and speed data to understand fluctuations.

Crash Data

A preliminary review of data from the past five years indicates there have been **380 crashes** along the study area.

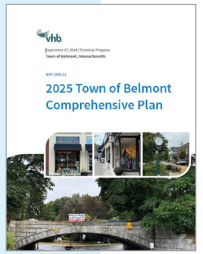
Zoning Analysis

In collaboration with **Karp Strategies**, key locations in the study area will be evaluated and visualized for their development potential and their impact on the transportation system. This will allow for insights into current zoning's alignment with Town goals, and will inform the assumptions of future scenarios in Task 4. York's zoning ordinance will be evaluated for current development potential, alignment with Town goals, and implications for the transportation system.



South Portland Economic Development Plan

Experience Spotlight: Karp Strategies



Karp Strategies is a certified DBE and urban strategy consulting firm specializing in equitable development and stakeholder engagement.

Our firms are currently collaborating for the Town of Belmont, Massachusetts, Comprehensive Plan, for which Karp Strategies is leading development of land use, housing, and economic development plan elements, in addition to supporting VHB on community engagement and vision and goal development tasks.

Select relevant projects include:

» **South Portland Economic Development Plan—City of South Portland, ME (2015–2016):** Co-authored the City's first comprehensive economic development strategy to address regional competition and rising poverty rates

» **Economic Impact Assessment for Searsport Offshore Wind Port—Natural Resources Council of Maine (2024-2025):** Led an economic impact analysis of a potential wind port on Sears Island, quantifying jobs and benefits for the region

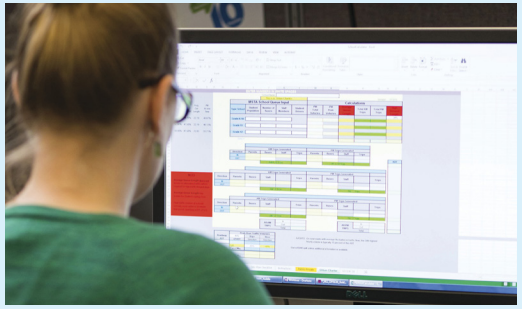
» **Route 128 Land Use and Transportation Study—Massachusetts Department of Transportation (2021–2022):** Evaluated land use and transportation dynamics to reduce congestion and guide regional growth strategies as a subconsultant to VHB

» **NEC 2040 Workforce and Economic Impact Analysis—Northeast Corridor Commission (2023)**: Led economic analysis of major corridor improvement projects to support the Commission's long-term investment plan

Task 4: Assessment of Future Scenarios

VHB will employ advanced traffic forecasting and modeling to anticipate future traffic volumes, considering both current and potential land use changes, including those illuminated in our zoning analysis under Task 3. Leveraging our coastal engineering and resiliency capabilities, we will assess the corridor's vulnerability to increasingly severe storms and sea-level rise.

Traffic Modeling and Forecasting Techniques



Modeling tools help to inform future traffic conditions

By simulating various scenarios, VHB **provides data-driven insights that inform strategic planning and decision-making.** These state-of-the-art technologies enable VHB to project traffic flow, congestion, and safety impacts, confirming that infrastructure developments are efficient and sustainable. With VHB's experience, stakeholders gain a clear understanding of potential challenges and opportunities, facilitating the design of corridors that effectively accommodate future growth and mobility demands.

Smart City/Environmental Considerations

VHB will explore Smart City concepts to enhance the tourist experience while benefiting residents' quality of life. We will also assess system vulnerabilities to make sure that infrastructure is resilient to changing climate conditions.

Task 5: Develop Preliminary Recommendations

VHB will craft implementable alternatives for Route 1 that accommodate all users while aligning with York's land use and economic objectives. We will emphasize multimodal connectivity, developing alternatives that improve bike/ped safety and connectivity, incorporate transit, and enhance traffic management. Consideration of cost, practicality, environmental effects, and resilience will also inform our recommendations. Our draft report will feature recommendations, phased implementation plans, planning-level cost estimates, public input, maps and renderings, and analyses of current and future conditions.

Policy/Development Recommendations

Working closely with **Karp Strategies,** VHB will conceptualize policy and development scenarios that will inform the development of transportation system alternatives. This collaboration adds value for KACTS, SMPDC, the Town, and MaineDOT by providing transportation system alternatives that are informed by comprehensive, policy-driven insights and innovative development scenarios, resulting in more effective and strategically aligned solutions.

Corridor Studies

Route 1 Corridor DRAFT Transportation Feasibility Study

Wells, Maine

VHB's strong track record of addressing transportation challenges with innovative solutions and stakeholder engagement includes the **Wells Route 1 Corridor Study. Click here to see VHB's Draft Report for the Study.**

Comprehensive Evaluation/Cost Analysis

Each of VHB's alternatives will include detailed design scenarios with cost/benefit assessments, impacts on mobility, crash rates, and regulatory implications.

Task 6: Final Report

Tasks 1 through 5 will result in a comprehensive final report. We will address comments on the draft report and prepare the final report to include conceptual designs, cross-sections for the preferred alternative, cost estimates, and a summary matrix to assist in phasing, funding, and implementation of recommendations.

Project Schedule

The VHB Team commits to providing the time and attention of each key staff member, as well as all the necessary support personnel, required to complete this project efficiently and to the expectations of the Town. Our anticipated project schedule demonstrates how we plan to complete the Route 1 Corridor Study in the 16-month timeframe from Notice to Proceed. Our past experience with similar studies, however, has shown that we may be able to complete the study within approximately 14–16 months. We understand that all work related to this contract must be completed by February 28, 2027. If selected, we intend to work with KACTS/SMPDC to develop a timeline and schedule that best meets the needs and goals of the project. We understand that flexibility is key, so we are committed to adjusting or adding meetings and workshops as needed to see that they best align with the evolving requirements and priorities of KACTS/SMPDC.

Figure 7: Project Schedule