

Study Introduction



TRANSIT IS PART OF THE VISION

A multi-modal transportation system is a key part of the City's vision for economic growth and environmental sustainability. The Winston-Salem Urban Circulator ties together a variety of ongoing public and private initiatives targeted to advancing the economic health and vitality of our community.



Building upon the 2006 *Streetcar Feasibility Study*, this *Alternatives Analysis* will further investigate opportunities to implement enhanced transit service (streetcar or bus) in downtown and surrounding neighborhoods. This study will consider a 3-mile corridor that extends east to west through downtown Winston-Salem and surrounding neighborhoods, from Wake Forest Baptist Medical Center through downtown to Winston-Salem State University. Previous studies identified this corridor as having the most activity centers and underutilized areas where development can be spurred. A north-south route connecting Wake Forest University, downtown, and the UNC School of the Arts has been identified as a longer-term goal. The study will result in a decision on the preferred transit route and technology for the initial corridor.



THE VISION FOR WINSTON-SALEM

The *Legacy Comprehensive Plan* is a guide for shaping the future of Winston-Salem and Forsyth County. The *Legacy Plan* was adopted in 2001 and is currently being updated. A diverse group of citizens participated in the planning process to establish a vision for Winston-Salem and Forsyth County **to grow smarter and better by managing future development**. This vision includes a more balanced, sustainable transportation system, concern for the environment balanced with economic development, and strengthening of downtown as a community focal point.

This local vision is supported by planning efforts at the regional, state, and national levels. These cooperative efforts to plan for housing, transportation and infrastructure investments will improve living choices and accessibility for people, while protecting the environment and helping ensure a sustainable future.

In order to accommodate 120,000 new people and 66,000 jobs over the next twenty years, we need a new paradigm, the recognition that one of the major purposes of our transportation system is to move people as well as vehicles. We need to have an integrated, multi-modal, sustainably-designed transportation system that offers choices among modes.

- *Legacy 2030 Update*

WHY IS AN URBAN CIRCULATOR NEEDED?

The Urban Circulator supports the city’s vision for growth by **enhancing economic competitiveness** and **increasing mobility options** in the urban core. As such, these themes are the framework for project goals.

PROJECT GOALS

| Enhance Economic Competitiveness | Increase Mobility Options |
|---|--|
| <ul style="list-style-type: none"> • Focus development and coordinate investments to maximize economic return and minimize sprawl • Encourage a mixture of uses including equitable and affordable housing • Protect and enhance the City’s distinct character | <ul style="list-style-type: none"> • Connect key destinations in urban core • Connect to local and regional transit to provide the “last mile” of service • Support existing communities and infrastructure • Extend pedestrian connectivity |

ENHANCE ECONOMIC COMPETITIVENESS

Winston-Salem is seeking a competitive edge for economic development, aiming to increase downtown densities, encourage new investment, and attract jobs. As part of a comprehensive development strategy, transit helps to focus growth in a sustainable, fiscally-responsible manner.

The city is ripe for this type of focused growth, and roughly 200 acres in downtown are being reclaimed to develop a new bio-medical campus known as Piedmont Triad Research Park. A wide range of employment, housing, and other uses are planned for the park and surrounding downtown area. Premium transit service would make the area more attractive to developers, helping to accelerate and focus growth.



Clustering development in the downtown area benefits the entire city. Redevelopment of underutilized property within the urban core takes advantage of existing infrastructure, and the significantly higher potential for property tax revenue helps to pay for police, parks and city streets to be enjoyed by the entire community.



Left: Portland, Oregon’s Pearl District before streetcar operations. *Right:* Same area showing redeveloped properties after streetcar service began.

INCREASE MOBILITY OPTIONS

An Urban Circulator could be a viable transit service circulating people to places within downtown and surrounding neighborhoods, supporting city efforts to develop downtown as a more vibrant and successful urban center. This transit service could connect:

- More than 11,000 Baptist Medical Center employees;
- An additional 20,000 employees and over 2,000 residents throughout greater downtown;
- Nearly 6,500 students attending Winston-Salem State University;
- Planned 6.1 million gross square feet of redevelopment space at Piedmont Triad Research Park;
- Downtown – regional business and arts center, home to special events venues;
- The Transportation Center, serving nearly 11,000 passengers per day; and
- Union Station, which is the planned destination for future commuter and intercity rail.

An Urban Circulator is not intended to be a regional transportation solution, but will instead function as a local mobility tool linking destinations within the central core of Winston-Salem. However, it also enhances regional connectivity as the “last mile of service” linking neighboring communities and regional transit services.



CASE STUDY : PORTLAND STREETCAR

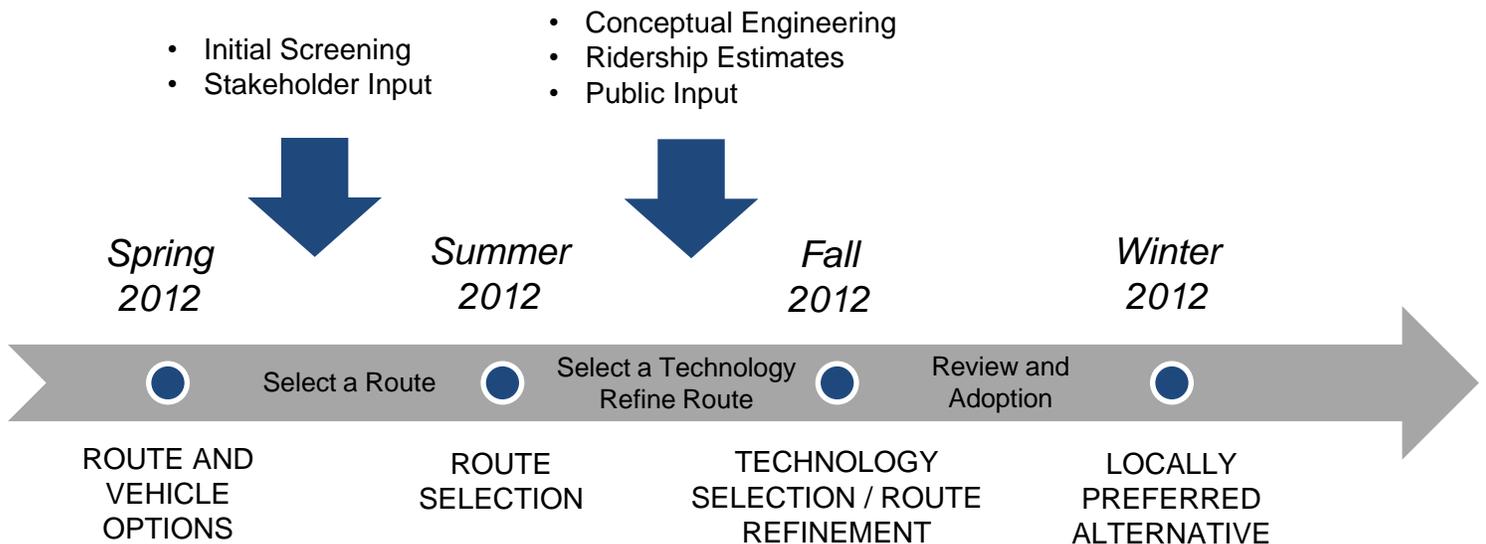
- Rail-based streetcar travels in mixed traffic over a 4-mile route; original 2.4-mile route has been extended three times
- Fares same as local transit agency; “free rail zone” covers a portion of the route
- Service every 13 minutes between 5:30AM and 11:30PM most days (less frequent service during early and late hours)
- Has helped to stimulate \$3.5 billion in new development (5 million square feet including 10,000 housing units)
- Density has increased over 40%
- Estimated to prevent 70 million miles of vehicle travel annually
- Spurred new streetcar manufacturing industry based locally



CASE STUDY : ORLANDO LYMMO

- Bus-based circulator travels in a dedicated lane and controls its own stoplights on 3-mile loop through downtown
- Connects to transit center and major downtown destinations
- Free service every 5-10 minutes
- Operates 6AM–10PM; extended hours until midnight on weekends
- System developed to allow people to “park once” and use transit to reach destinations
- Ridership increased dramatically after implementing enhancements such as a dedicated lane
- Cited as part of a larger redevelopment strategy for downtown

STUDY TIMELINE



FOR MORE INFORMATION VISIT WWW.WINSTONSALEMCIRCULATOR.COM



GET INVOLVED!

Your feedback is needed to help us advance transit in central Winston-Salem. Please visit our website for up-to-date information on study progress, upcoming meetings, and other important information.