

## STUDY VISION AND GOALS

The vision for Winston-Salem and Forsyth County **to grow smarter and better by managing future development** was established by the *Legacy Comprehensive Plan*. 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.

Winston-Salem is now comparing the merits of streetcars and buses to identify the best way to shape the community by **enhancing economic competitiveness** and **increasing mobility options** as part of the overall effort to grow smarter and better by managing future development.



### Streetcar

Fixed rail technology, operating in mixed traffic



### Enhanced Bus

Bus option offering physical and technological enhancements



### Standard Bus

Continuation of typical local bus service

## SUMMARY OF INITIAL SCREENING

A range of route options through downtown Winston-Salem have been evaluated for their ability to meet the study's goals. After hearing stakeholder feedback and reviewing the performance of each option, the refined route corridor shown on the back of this sheet has emerged as the most viable option, because it:

- Provides the best access to key attractions and advance the goals of the *Legacy Comprehensive Plan*;
- Provides an opportunity to complement existing bus service and to connect to the Transportation Center;
- Has great potential for development, accesses to undeveloped land throughout PTRP and underdeveloped areas with zoning that allows for increased density and a mixture of uses;
- Allows for good connectivity for future north-south extensions;
- Has the lowest potential for impact to historic neighborhoods.

In summary, the general corridor best connects existing businesses, cultural destinations and neighborhoods, while promoting future development and economic growth in desired areas. The corridor will now be further refined through more detailed analysis.

## NEXT STEPS

### Refine Options

- Perform ridership modeling to determine the potential users for streetcar or bus
- Evaluate traffic and parking impacts along the selected route

### Conceptual Engineering

- Better define exact streets and station stop locations for the final alignment
- Find a suitable location for a potential vehicle maintenance facility
- Assess bridges and structures along the route for suitability
- Develop a more refined cost estimate

### Financial Strategy

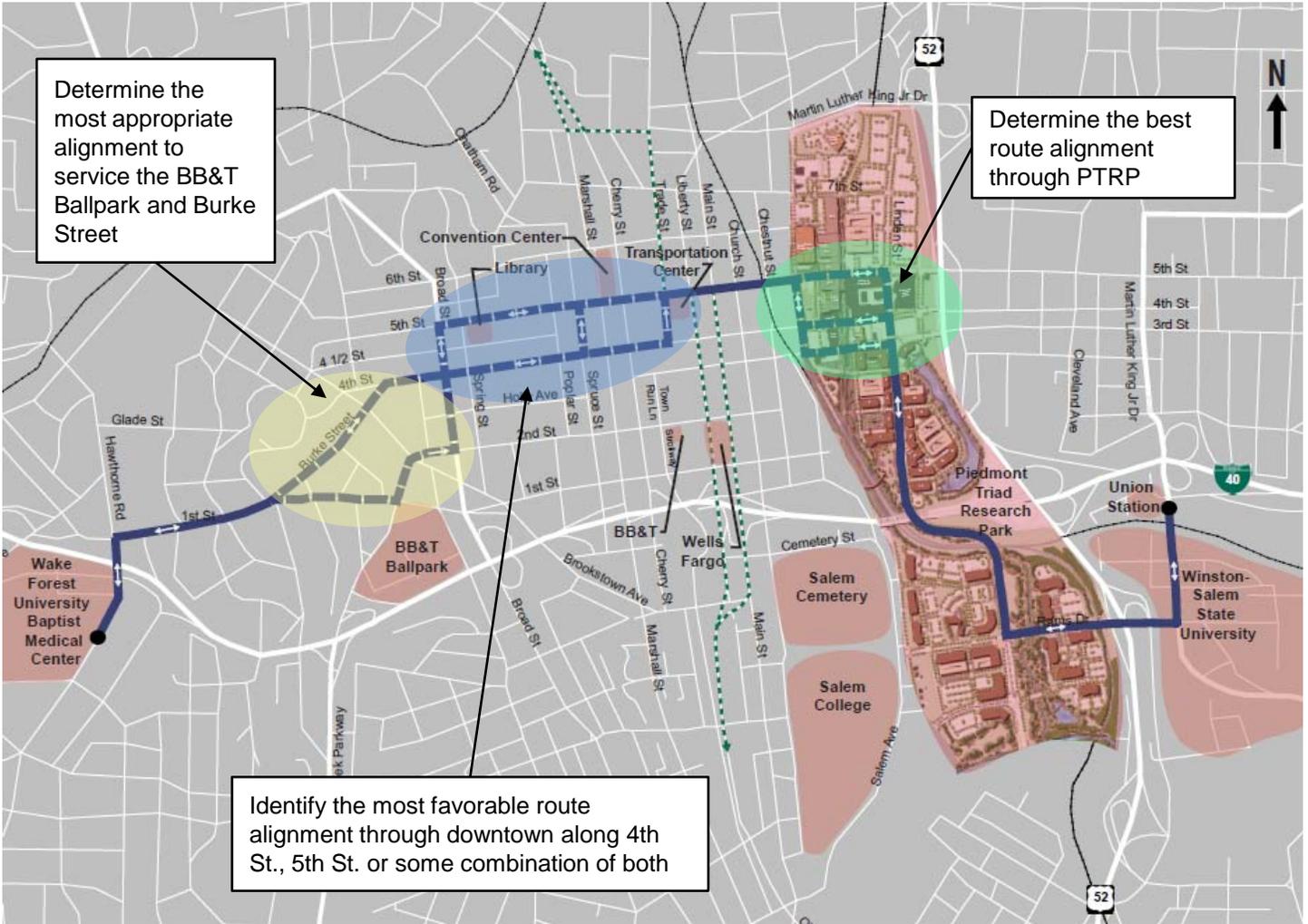
- Estimate the potential economic development impact of a transit investment
- Examine potential federal, state, local and private funding sources for construction and operations

# FACT SHEET #2



## REFINING THE CORRIDOR

The corridor that has emerged is approximately 3 miles long and extends east to west through downtown Winston-Salem and surrounding neighborhoods, from Wake Forest Baptist Medical Center through downtown to Winston-Salem State University. Both streetcar and enhanced bus transit will be studied along this corridor. The route is being further refined in three locations:



## STUDY TIMELINE

