OPEN HOUSE #1 SUMMARY

April 2012
Meeting Date: March 28, 2012
5:00 – 7:00 p.m.
Brief Presentation at 5:30 p.m.

Location: Central Library Auditorium
660 W. Fifth Street, Winston-Salem, NC

Members of the Public (sign-in sheet attached as Appendix A)
86 citizens signed the meeting roster at the registration table

<table>
<thead>
<tr>
<th>City of Winston-Salem</th>
<th>Consultant Team</th>
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</thead>
<tbody>
<tr>
<td>Stan Polanis</td>
<td>Brett Wallace, HDR</td>
</tr>
<tr>
<td>Paul Norby</td>
<td>Claire Brinkley, HDR</td>
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<tr>
<td>Phillip Vereen</td>
<td>Steve Carroll, HDR</td>
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<tr>
<td>Greg Errett</td>
<td>Mike Ousdahl, HDR</td>
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<td>Amy Hubbard, Simon Resources</td>
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<td>Tami Reina, Simon Resources</td>
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<td>Karen Simon, Simon Resources</td>
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Introduction

A Community Open House was held at the Central Library Auditorium in downtown Winston-Salem on March 28, 2012 from 5:00 p.m. to 7:00 p.m. Meeting notices (“Please join the City of Winston-Salem” flyer) were emailed and/or mailed one to two weeks prior to the meeting date, flyers were placed on all buses and posted at the Transportation Center and various downtown establishments and a press release was emailed to the media on March 26. The City also noticed the Open House on their Facebook page on March 21st, 23rd and 28th. Appendices B and C include the flyer and press release.

During the two-hour period, citizens were free to drop-in at any time to talk with or ask questions to City staff and Project Team members about the study. Exhibit boards showing potential rail vehicles, comparison of other technologies and other project data were shown to help educate attendees. Citizens were also provided sticky dots and asked to highlight the vehicles that they liked and rank the goals that they thought were important, as well as add any that were not listed. Maps showing a previous route proposed in 2006 were available for participants to mark up with their own preference of stops and route (for more details, refer to all exhibit boards, maps and handouts in Appendices D-J.

At 5:30 p.m., Stan Polanis of the City of Winston-Salem welcomed citizens and briefly introduced the project. He then invited Brett Wallace of HDR to conduct a brief PowerPoint presentation (refer to Appendix K) that highlighted past studies, similar systems in the U.S., previous route, study goals and the process of conducting this study,
referred to as an Alternatives Analysis (AA). He stated that the AA will take about one year to complete, and will consider various types of technologies and vehicles, routes, costs associated with each type of system, region connectivity and economic development opportunities.

After the presentation, comments and questions were taken, as summarized below. As the meeting adjourned, participants were asked to provide their feedback regarding the Open House on the Comment Sheet. Comments are due preferably by April 18, 2012 (refer to Appendix L for comments received after the Open House).

**Verbal Comments/Questions**

1. **Q:** Will employers contribute towards streetcar operation? Will they help employees with fare?
   **A:** It may be possible for institutions to forgo their own shuttle services and contribute to a public system by purchasing passes for employees/students in bulk or contributing to operating cost. We will be receiving input from these stakeholders throughout the study process.

2. **Q:** Emphasize economic impact of streetcar.
   **A:** A slide was shared illustrating the economic impact of streetcar in other cities ranging in size from Kenosha, Wisconsin to Portland, Oregon.

3. **Q:** What will the transfer policy be between various systems (i.e., WSTA buses, streetcar; PART buses, etc.)?
   **A:** There will be a transfer policy but it’s too early to determine exactly what that will be at this time.

4. **Q:** Is the distance between the tracks the same as other types of rail?
   **A:** Yes, the distance between the tracks (gauge) is the same.

5. **Q:** Will the streetcar have two loops (tracks) going in opposite directions?
   **A:** It depends on the one-way streets at the time the streetcar is built, but the route should generally be as linear as possible.

6. **Q:** Is this considered light rail? What is the difference between light rail and heavy rail?
   **A:** In terms of the vehicle size and bulk, a streetcar is a “light” light rail. A streetcar runs shorter distances than light rail and heavy rail systems. The streetcar would also have more frequent stops within that shorter distance.

7. **Q:** Is Charlotte looking at a streetcar to running its already existing light rail line?
   **A:** Charlotte is building a short “starter” streetcar line that will use its own rail line, independent of the light rail. However, it will use the same maintenance facility as light rail. Future streetcar expansion in Charlotte is planned.

8. **Q:** How does the U.S. compare with Europe’s rail systems?
   **A:** The rail system in Portland, Oregon adopted modern technology based on European systems.

9. **Q:** Both WFU and WSSU have their own bus service that takes them to downtown and other areas around town. I’m not sure there is a need for students to use the streetcar except for on weekends or at night. Can the City explore partnerships with these colleges to provide needed service?
A: At this point in the study, we are not aware of their bus schedules nor frequency, destinations, etc. However, that is something we need to do and will pursue a partnership when the time is right and if feasible.

10. Q: Can the City start with a streetcar system and then “branch out” further, i.e., what is the City’s long term vision?
   A: The long term vision would be to provide regional connectivity and coordinate with PART to provide regional service.

11. Q: Has there been consideration of a Park ‘N Ride facility on the outskirts of downtown, perhaps near Business 40. Riders could park there and take streetcar into downtown.
   A: This can certainly be considered as the study gets into more detail.

12. I think college students would use the streetcar more than on weekends. Should consider a connection to WF Baptist and PTRP.

13. Other cities’ bus systems service more than one college, allowing professors to teach at two colleges. Perhaps the City can consider this when deciding on a route.

14. Q: Would there be a potential to upgrade the streetcar to a fixed guide-way or dedicated lane?
   A: It would depend whether there are enough space on the road to do either service.

15. Q: Would providing more frequent service encourage people to ride the streetcar? How do you interface with PART service?
   A: More frequent service is always good and the City will coordinate with PART to determine regional service.

Written Comments (from the 26 Comment Sheets received during the Open House)

1. Was the Open House format acceptable for understanding the study? If not, how would you prefer the information be presented at the next workshop?

Comments:
- It was great! (times 2)
- Yes. (times 11)
- Always better to have a person present so that everyone has an opportunity for Q & A.
- Excellent! Good presentation with open question period. Superb handling of questions – easy manner and well informed.
- It was presented well, casually and informative. (times 4)
- Good introductory meeting.
- Yes, answered all questions thoroughly. (times 2)
- Very organized by allowing exposure to the presentation contents before introducing the project.
Open House #1 Summary

Idea Generation:
- Would like to see future meetings broken down into small groups with topics for discussion.
- Provide senior citizen accessibility, tourists and other persons who would use public transportation.
- Would prefer a more in-depth progress report – type of vehicle with more research, etc.

2. Did the PowerPoint presentation and exhibits provide enough information about the study and how it will be conducted?

Comments:
- Yes. (times 16)
- Did not attend presentation. Boards with various options soliciting public input were helpful.
- Sufficient information – great speaker.
- Thought the presentation in 2003 was better.
- Lacked in-depth research (ex: costs, fuel usage, space needed, time for construction, etc.).
- Very thorough and easy to follow.

Idea Generation:
- Show the slide that explains economic returns.
- Show pictures as good examples.

Questions:
- What have the previous studies provided as a platform for this type of urban circulator?

3. Are there any other issues or components related to the study that we could address?

- Name the streets that streetcars cannot travel along.
- Potential expansion stage.
- Potential for regional rail connectivity.
- Show connectivity to Transportation Center, Park and Ride, Government Center, Main Library.
- Would like to see presentation on how similar-size cities have introduced public transit in their communities.
- Need to consider the closing of Business 40 when studying the streetcar.
- Parking – there is not enough parking in downtown.
- Consider a north/south extensions as two possibilities (Downtown to Wake Forest University and Downtown to UNC School of the Arts)
- W-S has a reputation of history. I’d like a streetcar that takes in the great history of us having the second public streetcar system in the U.S.
- Duke Energy suggests that the route be aware of underground facilities in downtown.
- Upfront costs and operation costs per year for each option.
- Hanes Mall/Forsyth Hospital are critical to/from destinations.
- Hopefully the route will consider visitation to historic sites of our city.
- Sunday service would be greatly appreciated – W-S is currently null and void of public transportation on Sunday.
- Survey potential riders from the major employers, hotels, etc. to determine the most beneficial route, rather than asking a few folks at this meeting.
• Audit route and community impacts.
• Integration with other transportation trends/planning efforts, i.e., private vehicles, bikes, light rail, regional service.
• Development goals (public, private, tourism, institutional).
• Parking distributors/pedestrian-only avenues.
• Safety considerations.
• Streetcar’s power usage (origin), regardless if it is electric (which is good) – still need to change how electric energy is produced.

4. Additional comments and/or questions (categorized into topics).

Economic Development
• Streetcar is the best option. It’s the only one that produces substantial economic return.
• Love the idea of creating arteries to open up more commerce opportunities.
• Should be designed to encourage development/improvement in nearby lower income neighborhoods, such as Cleveland Avenue area, West Salem and Kimberly Park area. It could help encourage people to live in these areas while housing costs are still reasonable.

Costs
• Not sure that the actuality of this project will be effective, just based on the failures of multiple transportation systems in other cities. The improvements needed to be effective would be great and costly, and in the current economic state I am not sure it would be a good idea.
• Those who benefit should help pay for it.

Power Usage/Utilities
• The final selection for the transportation system could have a significant impact on the underground high voltage power systems, which are a critical part of the infrastructure throughout downtown W-S. I am concerned about the potential impact that a rail system would impose on the maintenance, safety, reliability and cost of our systems. Duke Energy would like consideration in the decision process and to be involved in discussion at the right time for us – planning ahead is key.

Streetcar Operation/Route
• Suggest providing free rides – it makes it easier and more convenient to use (would pay more at gas pump to ride free). Important to include WFU campus – a lot of folks take bus to work and it would be great to encourage students to come into town more often.
• Would like to see route expanded to include connections to universities. I see tremendous opportunities if we can connect WFU, UNCSA, WSSU and Salem A&C.
• Suggest that the City develop plans for future upgrade. Start out using a shared road/rail lane and later close lane to cars IF and ONLY if it use merits lane restrictions. Perhaps time-based closure for rush hour.
• Need to add Forsyth/Memorial Hospital and Hanes Mall to destinations.

General
• No ‘olde time’ look, please; make it look cool!
• Thank you for consideration, implementation and execution of this splendid idea and presentation.
Open House #1 Summary

- Glad to see people who are actually considering making our city a better place, seeing advancement to a city like W-S is a big deal.
- Could not hear all the questions/comments, but answers cleared most of the questions.

Questions:
- If you have fixed rail, what happens when you want to close the streets for festivals, etc.?
- How do you deal with the homeless being able to use this service, but not simply ride back and forth?
- What are costs of the various models of streetcars? Overhead line issues? Interference with buses if established? Would it require some streets to go back to one-way? Will it tie into light rail?
- What will be the hours of operation?

Maps
A map showing the previous route from 2006 was distributed at the Open House and citizens were asked to mark up the map with any changes they would like. The map also included the following question, “What connections are important to you?” The responses to this question are listed below, while the marked up maps are located in Appendix C.

- WFU Baptist Hospital
- Piedmont Triad Research Park (PTRP)
- BB&T Ballpark (W-S Dash)
- UNC School of the Arts
- WFU
- WSSU
- Airport
- Union Station
- Convention Center
- Downtown to LJVMC, YMCA-Hanes Park, PTI Airport
- Forsyth Hospital
- Transportation Center to WSSU
- Salem College to UNCSA/Washington Park
- PTRP to WFU/WF Baptist Hospital
- Burke Street to Convention Center to Arts District
- Transportation Center
- Park n Ride
- Library, Government buildings
- Use 5th Street instead of 6th Street
- Circulator rather than single, 2-way tracks

Exhibit Boards – Interactive
Numerous exhibit boards asking citizens to place a colored dot under the most important design option/picture seemed very productive. The exhibit boards solicited feedback on questions with corresponding pictures/examples such as ‘What should service look like?’ and ‘What is important to you
(Example Goals)? The responses to these questions are listed below, while the marked up exhibit boards are located in Appendix C.

<table>
<thead>
<tr>
<th>What Should Service Look Like?</th>
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<tbody>
<tr>
<td><strong>Vehicles Types</strong></td>
<td>Out of four pictures/examples, the two most popular are the Modern Streetcar (Portland) and the Heritage Streetcar (Tampa).</td>
</tr>
<tr>
<td><strong>Streetscapes</strong></td>
<td>Out of four pictures/examples, the two most popular are the Streetcar Operating In Mixed Traffic (Seattle) and the Enhanced Bus With Dedicated Lane (Eugene).</td>
</tr>
<tr>
<td><strong>Station Stop Types</strong></td>
<td>Out of four pictures/examples, the two most popular are the Curbside Streetcar Stop (Seattle) and the Enhanced Bus Shelter (Las Vegas).</td>
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<thead>
<tr>
<th>What Is Important TO You (Goals)?</th>
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<tbody>
<tr>
<td><strong>Mobility</strong></td>
<td>Out of six goal options, the two most popular are the Circulate Among Key Destinations (connect major employers, colleges/universities, hospitals, event venues, etc.) and the Make Transit easy to use (create a transit circulator that is frequent, dependable, and easy to use for residents, employees and visitors)</td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
<td>Out of three goal options, the two most popular is the Encourage economic development (make a significant investment in transit infrastructure to attract high-quality development throughout the area) and the Support existing employers and institutions (serve major employment locations)</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>Out of two goal options, the most popular is the Support Arts and the cultural activities (improve access to community facilities, including arts, cultural and recreational venues)</td>
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<tr>
<th>What Is Important To You? Citizens were asked to create other goals and the following were created.</th>
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<tbody>
<tr>
<td><strong>Sunday Transportation</strong></td>
<td>4 citizens agreed.</td>
</tr>
<tr>
<td><strong>Historic Site Accessibility</strong></td>
<td>9 citizens agreed.</td>
</tr>
<tr>
<td><strong>Frequent Service ≤ 10 minutes</strong></td>
<td>9 citizens agreed.</td>
</tr>
</tbody>
</table>

**Written Comments Received via Mail or Email after March 28, 2012**

Please refer to Appendix E for written comments mailed and emailed as of the April 18, 2012 published deadline.

**Next Steps**

All comments and maps will be reviewed by the City and presented to the Technical Committee on April 25, 2012. The Technical and Policy Committees will work towards establishing the project goals. The study team will work on defining the problem, developing and evaluating options. The next Open House will be held in early fall to present the study alternatives. Announcements will be sent via email, mail and posted on the project website.
APPENDIX A

March 28, 2012 Community Open House Sign-In Sheets (86 Citizens Attended)
<table>
<thead>
<tr>
<th>#</th>
<th>NAME</th>
<th>ADDRESS</th>
<th>CITY, ZIP (only zip if W-S address)</th>
<th>PHONE</th>
<th>EMAIL</th>
<th>HOW DO YOU WANT TO BE CONTACTED (email, mail, phone call)</th>
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<tbody>
<tr>
<td>1</td>
<td>Kevin Lindsey</td>
<td>15115 Lewis St</td>
<td>W-S, 27701</td>
<td>722-2881</td>
<td></td>
<td>phone</td>
</tr>
<tr>
<td>2</td>
<td>Frank Johnson</td>
<td>841-A W. 6th St</td>
<td>27701</td>
<td>577-6010</td>
<td>on file</td>
<td>email</td>
</tr>
<tr>
<td>3</td>
<td>Kyle Laird</td>
<td>2704 Kneu Hill</td>
<td>Charlotte, 28203</td>
<td>391-3250</td>
<td><a href="mailto:kyle@dptnc.org">kyle@dptnc.org</a></td>
<td>email</td>
</tr>
<tr>
<td>4</td>
<td>Anna Spencer Erickson</td>
<td>2401 Warwick Rd</td>
<td>WS 27701</td>
<td>407-504-715</td>
<td><a href="mailto:aspencer.ericson@gmail.com">aspencer.ericson@gmail.com</a></td>
<td>email</td>
</tr>
<tr>
<td>5</td>
<td>John V.</td>
<td>111 W. Hawthorne Rd</td>
<td>WS 27701</td>
<td>722-2529</td>
<td><a href="mailto:jeviva@earthlink.net">jeviva@earthlink.net</a></td>
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<tr>
<td>6</td>
<td>Gayle Anderson</td>
<td>Chamber.com</td>
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</tr>
<tr>
<td>7</td>
<td>Christy Turner</td>
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<td>978-4590</td>
<td><a href="mailto:ctturner@stnmdpa.com">ctturner@stnmdpa.com</a></td>
<td>email</td>
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<td>8</td>
<td>Amanda Turrent</td>
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<tr>
<td>9</td>
<td>Jim Kirk</td>
<td>P.O. Box 4888</td>
<td>WS/NC</td>
<td>336-744-8689</td>
<td><a href="mailto:jimmynordwall@ymail.com">jimmynordwall@ymail.com</a></td>
<td>email</td>
</tr>
<tr>
<td>10</td>
<td>Donald A. Donadio</td>
<td>422 Horace Mann Av</td>
<td>WS/NC</td>
<td>336-724-5821</td>
<td><a href="mailto:kdk@triad.rr.com">kdk@triad.rr.com</a>, bither</td>
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</tr>
<tr>
<td>11</td>
<td>Taylor Ewiss</td>
<td>1915 Katie Court</td>
<td>Pref. town/NC 336-383-4685</td>
<td><a href="mailto:1ewiss@triad.rr.com">1ewiss@triad.rr.com</a></td>
<td></td>
<td>email</td>
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<tr>
<td>12</td>
<td>Abby Tetter</td>
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<td></td>
<td></td>
<td><a href="mailto:abbytetter@gmail.com">abbytetter@gmail.com</a></td>
</tr>
<tr>
<td>13</td>
<td>Steve Born</td>
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<td>WS 27701</td>
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<td><a href="mailto:steve@sohotmail.com">steve@sohotmail.com</a></td>
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<td>14</td>
<td>A. Knight Meffsler</td>
<td>633 Hunter Ave</td>
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<td><a href="mailto:amalista75@yahoo.com">amalista75@yahoo.com</a></td>
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<td>2</td>
<td>Susanne Jin</td>
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<tr>
<td>3</td>
<td>Bobby Hu Wu</td>
<td>2324 SCHAFF Ave</td>
<td>W/5 2100</td>
<td>(336) 4065738</td>
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<td>4</td>
<td>Mark Elkins</td>
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<td>5</td>
<td>Jessica Fields</td>
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<td>W/5 27105</td>
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<td>6</td>
<td>Jeff Mabe</td>
<td>Duke Energy</td>
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<td>917-2706</td>
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<tr>
<td>7</td>
<td>Neil Boxon</td>
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<td>8</td>
<td>Chris Griffin</td>
<td>career center</td>
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<td>Pam Hawley</td>
<td>NCDOT</td>
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<td>27265</td>
<td>315-4904</td>
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<tr>
<td>10</td>
<td>Scott Nivens</td>
<td>Student</td>
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<tr>
<td>11</td>
<td>Paul Newby</td>
<td>CCPB</td>
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<tr>
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<td>Creative Commons</td>
<td>27129</td>
<td>725-4986</td>
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<tr>
<td>13</td>
<td>George Bryan</td>
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<td></td>
<td>724-2766</td>
<td><a href="mailto:georgen.bryan@gmail.com">georgen.bryan@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Tary Dohthan</td>
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<td>917-6120</td>
<td></td>
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</tr>
<tr>
<td>15</td>
<td>Karl Sjolund</td>
<td>916 S. Main</td>
<td>27101</td>
<td>917-5510</td>
<td></td>
<td><a href="mailto:Karl.sjolund@seminole.colin">Karl.sjolund@seminole.colin</a></td>
</tr>
</tbody>
</table>

(s) = Students from Career CTR Statistics
<table>
<thead>
<tr>
<th>#</th>
<th>NAME</th>
<th>ADDRESS</th>
<th>CITY, ZIP (only zip if W-S address)</th>
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<tbody>
<tr>
<td>1</td>
<td>Daisy Mati</td>
<td>1323 Lehigh St.</td>
<td>W-S 27103</td>
<td>336-276-5671</td>
<td><a href="mailto:Latin-doische@netcom.com">Latin-doische@netcom.com</a></td>
<td>email</td>
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<tr>
<td>2</td>
<td>Jocelyne Walker</td>
<td>6711 Creekwood Dr.</td>
<td>W-S 27103</td>
<td>919-245-1023</td>
<td><a href="mailto:jocelyncw@louisvillene.com">jocelyncw@louisvillene.com</a></td>
<td>email</td>
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<tr>
<td>3</td>
<td>Reggie Delahuntz</td>
<td>1220 Farm Ave.</td>
<td>27103</td>
<td>586-341-7557</td>
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<td>email</td>
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<tr>
<td>4</td>
<td>Lani</td>
<td>2014 Pine St.</td>
<td>27205</td>
<td>620-235-3808</td>
<td><a href="mailto:jocelyncw@louisvillene.com">jocelyncw@louisvillene.com</a></td>
<td>email</td>
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<tr>
<td>5</td>
<td>Yeovonne Logan</td>
<td>1711 ELDON AVE</td>
<td>27103</td>
<td>336-926-3899</td>
<td><a href="mailto:jocelyncw@louisvillene.com">jocelyncw@louisvillene.com</a></td>
<td>email</td>
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<td>Joan Brown</td>
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**Meeting Purpose:** Urban Circulator Open House

**Date/Time:** March 28, 2012 / 5 - 7:00 pm

**Location:** Central Library Auditorium
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APPENDIX B

Meeting notice(s) sent/posted via USPS mail and/or email
Please join the City of Winston-Salem at a

COMMUNITY OPEN HOUSE • MARCH 28, 2012
5:00 – 7:00 PM • Central Library Auditorium • 660 W. Fifth Street
(Brief presentation at 5:30 PM)

Join us at an Open House to learn about a study involving a proposed streetcar or enhanced bus service connecting Downtown and surrounding neighborhoods to each other and the region. We will present the following information and ask for your feedback and ideas.

- Project background and supporting plans
- Study process and schedule
- Project goals
- Route and vehicle options to be considered

Please drop in at any time during the 2-hour period to talk with or ask questions to City staff and Project Team members about the study.

For additional information contact:

Stan Polanis
City of Winston-Salem
336.747.6867
stanp@cityofws.org
APPENDIX C

Press Release
Transportation

March 21, 2012

Contact: Stan Polanis, 747-6867; stanp@cityofws.org

Community Open House on Streetcar and Other Transit Options Scheduled for March 28

City residents are invited to learn about a study to use street cars or enhanced bus service to connect downtown and surrounding neighborhoods to each other and to the region during a community open house Wednesday, March 28. The open house will be held from 5 to 7 p.m. in the auditorium of the Central Library, 660 W. Fifth St.

The format is informal and participants may drop in at any time during the open house to talk with city staff and project team members. However, a brief presentation will be given at 5:30.

Those who attend will learn about the results of past studies on this project, as well as the current study process and schedule, goals, route options and vehicle types to be considered. Exhibit boards showing possible route options and other graphics will be displayed.

City officials are holding the open house to collect public opinion on the project goals and the transit options to be evaluated during the year-long study.

The current study, which started in February, builds upon previous plans but will make a more detailed evaluation of various route and vehicle options. The study will also look at regional connections, growth management, economic development and costs.

Requests for auxiliary aids and services to review the documents at the open house should be made to Stan Polanis, P.O. Box 2511, Winston-Salem, NC 27102, or by phone to 747-6867, TDD (336) 727-8319.

For more information call CityLink 311.

-end-
APPENDIX D

Community Open House Material – Fact Sheet #1
FACT SHEET #1

The City of Winston-Salem is considering the possibility of implementing an “urban circulator” that would connect the downtown area with surrounding neighborhoods and the larger Triad region. Below are some quick facts about what the circulator could look like and how it would provide service.

What It Could Look Like

- Rubber-tire bus or rail vehicles
- An old-fashioned trolley or streetcar
- A more modern-looking, slick vehicle
- Color scheme would be compatible with WSTA or other destination characteristics
- Air-conditioned
- Wheelchair-accessible

How It Would Work

- Would travel on same streets as automobiles, sharing travel lanes
- Route would be relatively short, with a high frequency of service
- Would obey same traffic signals and speed limits as automobiles
- Circulator stops would be located approximately every 2-3 blocks at high demand destinations and/or businesses
- Would also have stops at locations that would spur economic development
- Could potentially utilize historic Union Station in east Winston
APPENDIX E

Community Open House Material – Comment Sheet
Please take a few minutes to share your thoughts about the materials shown at tonight’s open house. Please complete this comment sheet and return it to the Comment Table or by mail (see address on page 2).

1. Was the Open House format acceptable for introducing the study? If not, how would you prefer the information be presented at the next workshop?

__________________________________________________________________________________________________
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2. Did the power point presentation and exhibits provide enough information about the study and how it will be conducted?

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3. Are there any other issues or components related to the study that we could address?

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4. Additional comments and/or questions.

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Please mail comments by April 18, 2012 to:
Stan Polanis
City of Winston-Salem DOT
100 E. First Street, Suite 307
Winston-Salem, NC  27101

THANK YOU FOR ATTENDING THE OPEN HOUSE!
YOUR COMMENTS ARE VERY IMPORTANT IN THE STUDY PROCESS.
APPENDIX F

Community Open House Material – Frequently Asked Questions
FREQUENTLY ASKED QUESTIONS

Why was the Winston-Salem Urban Circulator Study initiated?
In 2006, the City of Winston-Salem completed the Streetcar Feasibility Study, evaluating the potential for a streetcar in the City. One goal of the study was to identify an appropriate technology and route to achieve the transit objectives in The Legacy Plan and the Downtown Development Plan. One of The Legacy 2030 Plan recommendations was to “Build a center city streetcar system that will create linkages and spur business and development growth between the universities, medical centers, Piedmont Triad Research Park, central city neighborhoods and the Downtown area”.

In response, the City and PART have jointly initiated the Winston-Salem Urban Circulator Study to evaluate this proposal in more detail, and to consider other potential transit options that could enhance mobility and help meet other community goals in the downtown area. This study is also a requirement for the future use of federal funds for any project that may emerge from the study process.

What will this study involve?
The Winston-Salem Urban Circulator Study examines the impacts, costs and benefits of improving transit within downtown, connecting the major employers and underdeveloped land. The study will look at potential options for building an urban circulator (e.g. streetcar or enhanced bus service) within a two to three mile corridor through Winston-Salem’s downtown. Project goals will be identified at the outset. Community input will be solicited over the course of the study through Technical and Policy Committees, numerous stakeholder meetings, and community open houses.

The study will culminate with the selection of a “Locally Preferred Alternative” to potentially advance into further study and project development.

What is the proposed route?
In 2006, the Streetcar Feasibility Study recommended a proposed route that began at Wake Forest Baptist Medical Center, traveled through downtown via Burke St., 4th St., and 5th St., and connected to Piedmont Triad Research Park. A near-term extension to Winston-Salem State University was also identified.

Five years have passed since the initial recommendation was made, so this study will take a fresh look at all route options in the study area. One of the primary outputs of the study process will be the identification of a preferred route.

Will buses be considered too?
The study will evaluate all reasonable transit technologies that may be viable for the project, including rail-based technologies and bus-based technologies. Rail and bus options will be compared to determine which type of vehicle would best achieve desired goals.

With the current budget shortfalls, why is this being studied now?
The study is an initial step to enable the City to pursue federal funding for the project. An environmental assessment and design and engineering work, a process that could take several years, must occur before
construction begins. Recognizing the long lead time for this type of project, now is the time to plan for success. Furthermore, this type of study is required to receive federal funds that could be used to support project financing. Postponing this study would potentially delay the City’s ability to leverage competitive federal funds.

Completing this study does not commit any further funds from any source to a streetcar or bus project, nor does it commit the City to proceed to construction.

**How does this study fit into the community vision for Winston-Salem?**

The City’s Downtown Plan and Legacy 2030 Update identify a range of strategies to guide future initiatives within Winston-Salem, many of which include expanding and promoting the use of transit. The City’s vision focuses on creating a sustainable city, encouraging economic development, promoting residential development in downtown, maintaining a community with special character and identity, and supporting a high quality of life. PART’s Regional Transit Development Plan also emphasizes the role of existing and new transit modes in promoting mobility. One of the objectives of the Winston-Salem Urban Circulator Study is to support city and regional goals by providing a new travel option for circulating through downtown and surrounding areas, connecting to other transit hubs, and encouraging economic development.

**How will this project benefit Winston-Salem?**

A strong transportation infrastructure makes our city more attractive for investment and improves our overall quality of life. In addition to providing more transportation choice, transit reduces carbon emissions, encourages pedestrian activity and improves local public health. The Urban Circulator project also aims to use transit options to support and encourage sustainable growth, as recommended in the 2020 Legacy Plan.

Downtown Winston-Salem contains a concentration of employment, cultural, educational and medical facilities. By encouraging greater development and investment in this area through an urban circulator project, new jobs will be created, and the City, County, and State will benefit through increased tax and sales revenues resulting from new development.

**Why isn’t the study considering longer routes (or more routes) to connect other neighborhoods?**

The Urban Circulator Study focuses on Winston-Salem’s downtown as the area with the greatest concentration of activities and the highest density development (floor area ratio) in the county. A potential first phase should be relatively short (about 2 to 3 miles) to minimize project costs and increase the chances for implementation.

However, potential future extension beyond a first phase will be considered in the study process. PART’s Regional Transit Development Plan recommended that a future extension might incorporate a connection from downtown to Wake Forest University and UNC School of the Arts. Other cities have envisioned how a larger network of streetcar lines might fit with their initial streetcar route: Portland, OR
constructed an initial 2-mile streetcar route in 2001. The line has since been extended three times, and another 3-mile extension is under construction today.

**Are streetcars in operation elsewhere?**
Streetcar systems are in operation in fourteen US cities including mid-sized cities such as Little Rock, AR, and Tacoma, WA, as well as numerous international cities. Local municipalities and transit authorities are working together in about 30 additional US cities to study the feasibility of introducing streetcar to their transit networks. For example, Washington, DC has plans for a 37-mile streetcar network.

**How is streetcar different than other rail technologies?**
Streetcars are similar to, but differ from Light Rail. The main difference is purpose: streetcars cover a shorter distance (typically 2-3 mile segments) and support local mobility and short trips. Light Rail runs at higher speeds and is generally designed to transport commuters over longer distances within a city or between suburban locations and downtown. Streetcars are also lighter vehicles and can operate on local streets, in mixed traffic with automobiles and bicycles. The rail is embedded “flush” with the road network. Light Rail typically requires a dedicated right-of-way and is more complex and costly to construct.

**Would local bus routes be impacted by a new streetcar system?**
Streetcar would be only one tool in the transit toolbox. Streetcars would complement and work in conjunction with existing bus and potential commuter rail services to serve different areas, meet different mobility needs, and help achieve different goals.

**How frequently would a streetcar operate?**
Streetcars typically operate with a high frequency of service (10 to 15 minutes) to increase the attractiveness of the service. Details will be refined as the study progresses.

**Who would use a new Urban Circulator service?**
We anticipate that employees, students, residents, and visitors looking to make short-distance trips between destinations in the downtown area will use the service. In particular, streetcars are designed to serve relatively short-distance trips that may be slightly too long for people to walk, but too short to justify the inconvenience of traveling by auto and dealing with parking (streetcar is often termed a “walk extender”).

Urban circulators also serve as the “last mile” connection for regional transit services. For example, an urban circulator would connect to transportation hubs to provide the final link from transit routes serving other parts of the city and region to final destinations in the downtown area.
APPENDIX G

Community Open House Material – Study Area Map
WHAT ROUTE TO LINK THESE DESTINATIONS?

Previously recommended route (to be re-evaluated during Alternatives Analysis)

What connections are important to you?

_____________________________________

_____________________________________

_____________________________________

_____________________________________

Wake Forest University

UNC School of the Arts
APPENDIX H

Community Open House Material – Maps Marked-up by Attendees
WHAT ROUTE TO LINK THESE DESTINATIONS?

What connections are important to you?

\[ X = \text{steps} \]

---

Previously recommended route (to be re-evaluated during Alternatives Analysis)
WHAT ROUTE TO LINK THESE DESTINATIONS?

What connections are important to you?

---

Previously recommended route (to be re-evaluated during Alternatives Analysis)
WHAT ROUTE TO LINK THESE DESTINATIONS?

What connections are important to you?


Previously recommended route (to be re-evaluated during Alternatives Analysis)
WHAT ROUTE TO LINK THESE DESTINATIONS?

What connections are important to you?

#1 - TRANSPORTATION
#2 - PARK AND RIDE
#3 - LIBRARY, GOUT

USE 5# INSTEAD OF 6!
WHAT ROUTE TO LINK THESE DESTINATIONS?

What connections are important to you?

Old Salem connections — to WSSU, Fourth St., UNCSA — extend area to Salem Ave. road about 1 block.

Previously recommended route (to be re-evaluated during Alternatives Analysis)

### Extend to include Old Salem & vicinity
APPENDIX I

Community Open House Material – Display Exhibit Boards
WHAT SHOULD SERVICE LOOK LIKE?
Place Dots in Box Below Important Design Options

### Vehicle Types
- Modern Streetcar (Portland)
- Heritage Streetcar (Tampa)
- Enhanced Bus (Las Vegas)
- Rubber-Tired Trolley (Winston-Salem)

### Streetscapes
- Dedicated Right-of-Way (Tampa)
- Streetcar Operating in Mixed Traffic (Seattle)
- Streetcar Operating in Mixed Traffic with On-Street Parking (Seattle)
- Enhanced Bus With Dedicated Lane (Eugene)

### Station Stop Types
- Standard Bus Stop on Sidewalk
- Typical Median Streetcar Stop (Portland)
- Curbside Streetcar Stop (Seattle)
- Enhanced Bus Shelter (Las Vegas)
# TRANSIT TECHNOLOGY OPTIONS

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Heavy Rail</th>
<th>Commuter Rail</th>
<th>Modern Light Rail</th>
<th>Modern Streetcar</th>
<th>Enhanced Bus/Rapid Transit</th>
<th>Standard Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example Cities</strong></td>
<td>Atlanta, Washington DC, Boston, Chicago, New York</td>
<td>Boston, New Jersey, New York, Dallas/Fort Worth</td>
<td>Charlotte, Denver, Seattle</td>
<td>Portland, Tacoma, Seattle</td>
<td>Los Angeles, Pittsburgh, Eugene</td>
<td>Most Cities Served by Bus Service</td>
</tr>
<tr>
<td><strong>Approximate Cost Per Mile (Millions)</strong></td>
<td>$150 - $250</td>
<td>$3 - $20</td>
<td>$80 - $120</td>
<td>$40 - $50</td>
<td>$4 - $50</td>
<td>$1 - $2</td>
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<tr>
<td><strong>Service Type</strong></td>
<td>Regional/Urban</td>
<td>Regional/Interurban</td>
<td>Regional/Urban</td>
<td>Urban</td>
<td>Regional/Urban</td>
<td>Urban</td>
</tr>
<tr>
<td><strong>Typical Station Spacing</strong></td>
<td>Urban Core &lt; 1 Mile</td>
<td>2 - 5 Miles</td>
<td>1 - 2 Miles</td>
<td>1/8 – 1/4 Mile</td>
<td>1/4 - 2 Miles</td>
<td>Stops Along Normal Routes</td>
</tr>
<tr>
<td><strong>Typical Station Type</strong></td>
<td>Station/Platform</td>
<td>Station/Platform</td>
<td>Station/Platform</td>
<td>Sidewalk Sign/Platform</td>
<td>Sidewalk Sign/Platform</td>
<td>Sidewalk Sign (Standard Bus Stop)</td>
</tr>
<tr>
<td><strong>Passenger Entry/Boarding</strong></td>
<td>Doors on Both Sides Platform Boarding</td>
<td>Doors on Both Sides Platform Boarding</td>
<td>Doors on Both Sides Platform Boarding</td>
<td>Doors on Both Sides Platform Boarding</td>
<td>Doors on One Side Platform or Curbside Boarding</td>
<td>Doors on One Side Curbside Boarding</td>
</tr>
<tr>
<td><strong>Vehicle Size</strong></td>
<td>75’ Long x 10.5’ Wide</td>
<td>88’ Long x 9.2’ Wide</td>
<td>94’ Long x 8.7’ Wide</td>
<td>66’ Long x 8.1’ Wide</td>
<td>60’ Long x 8.5’ Wide (articulated)</td>
<td>40’ Long x 8.5’ Wide</td>
</tr>
<tr>
<td><strong>Capacity</strong></td>
<td>122 seats 138 standing 260 total</td>
<td>136 seats 276 standing 412 total</td>
<td>68 seats 168 standing 236 total</td>
<td>30 seats 130 standing 160 total</td>
<td>60 seats 60 standing 120 total</td>
<td>40 seats 35 standing 75 total</td>
</tr>
<tr>
<td><strong>Alignment ROW Width</strong></td>
<td>Separate ROW 25 - 33 Feet</td>
<td>Existing Freight ROW 37+ Feet</td>
<td>Typically Separated ROW 25-30 Feet</td>
<td>Street Running in Mixed Traffic</td>
<td>Dedicated Lane or Mixed Traffic</td>
<td>Mixed Traffic</td>
</tr>
<tr>
<td><strong>Power Source</strong></td>
<td>Electric Powered Third Rail</td>
<td>Electric or Diesel Push-Pull Locomotive</td>
<td>Overhead Electric Line</td>
<td>Overhead Electric Line</td>
<td>Diesel / Hybrid</td>
<td>Diesel / Hybrid</td>
</tr>
</tbody>
</table>

**Photos**
- [Image 1](#)
- [Image 2](#)
- [Image 3](#)
- [Image 4](#)
- [Image 5](#)
- [Image 6](#)
<table>
<thead>
<tr>
<th>Transit Technology Options</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bus</strong></td>
<td>Circulator</td>
</tr>
<tr>
<td></td>
<td>Emphasis on access with stop spacing every two blocks</td>
</tr>
<tr>
<td><strong>Streetcar</strong></td>
<td>Circulator</td>
</tr>
<tr>
<td></td>
<td>Emphasis on access with stop spacing every two blocks</td>
</tr>
<tr>
<td><strong>LRT / BRT</strong></td>
<td>Within a City</td>
</tr>
<tr>
<td></td>
<td>Balance between local access and mobility with stop spacing every ½ to 1 mile</td>
</tr>
<tr>
<td><strong>Commuter Rail</strong></td>
<td>Regional</td>
</tr>
<tr>
<td></td>
<td>Emphasis on regional mobility with stop spacing every 2 to 5 miles</td>
</tr>
</tbody>
</table>
WHAT ROUTE TO LINK THESE DESTINATIONS?

Previously recommended route (to be re-evaluated during Alternatives Analysis)
PROJECT DEVELOPMENT PROCESS

Streetcar Feasibility Study
- Complete 2006
- Conceptual Alignment
- Economic Impact
- Preliminary Capital and Operating Cost Estimates

Urban Circulator Study (Alternatives Analysis)
- One Year
- General Alignment and Mode Selection
- Ridership Forecasting
- Refined Cost Estimates and Financial Plan
- Locally Preferred Alternative

Environmental Analysis
- Six Months - One Year
- Anticipated Finding of No Significant Impact

Project Development (Preliminary Engineering and Final Design)
- Two Years
- Specific Alignment and Track Design
- Station Stops, Roadway, Utilities, Structures, Traffic, Systems
- Detailed Cost Estimates
- Financial Plan Implementation
- Project Construction Grant Agreement

Construction
- One and a Half Years

Operation

Complete 2006
Underway
Future
Future
Future
Future
Regional Transit Development Plan, Forsyth and Guilford Counties Transit Vision for 2025 (November 2010)
- Development concentrations in downtown are supportive of intensive transit circulation service, such as streetcars.
- Forsyth County Recommendations: Streetcar in downtown Winston-Salem
  - East-West connecting WSSU, PTRP, downtown, Wake Forest Baptist Medical Center
  - North-South connecting Wake Forest Univ., downtown, UNC School of the Arts
- Private sector funding contributions through a TIF and joint development may be appropriate for streetcar.
- Stakeholder input included suggestion to consider bus technology instead of streetcar.

NCDOT 2040 Plan (in progress)
Highlights of feedback from the public survey include:
- In a climate of limited funds, NCDOT’s top priorities should be:
  - Focusing on projects and programs that will boost the economy and create jobs
  - Focusing on other forms of transportation besides highways
- Better coordination of transportation and land development and investing more in public transportation are most important to address the transportation needs of a changing population
- More than 63 percent of respondents indicated expanding passenger service within cities or between downtowns and suburbs should be the focus of passenger rail efforts.

Legacy 2030 Update (in progress)
- Build a center city streetcar system that will create linkages and spur business and development growth between the universities, medical centers, Piedmont Triad Research Park, central city neighborhoods and the Downtown area.
- Develop a streetcar system based on the recommendations of the Urban Circulator Alternatives Analysis to link downtown and nearby major employment, entertainment and education centers.

The Downtown Plan (2007)
- Support development concepts
- Add transportation link
- The initial routing of the streetcar system should help to stimulate economic development in areas that are currently underdeveloped.
- Short-term: Finalize streetcar study
- Long-term: Develop commuter rail and complete streetcar systems

Winston-Salem Feasibility Study (October 2006)
- Defined a potential streetcar route in the downtown area
- Identified areas with development potential that could be catalyzed by streetcar
- Discussed potential federal, state, and local funding opportunities

Federal Interagency Partnership for Sustainable Communities
- Provide more transportation choices
- Promote equitable and affordable housing
- Enhance economic competitiveness
- Target resources to existing communities
- Coordinate and leverage federal policies and investments
- Value unique characteristics of communities
### Example Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Place Dots in Box Next to Important Goal(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect to other transit services</td>
<td></td>
</tr>
<tr>
<td>(serve Transportation Center to enable easy transit connections)</td>
<td></td>
</tr>
<tr>
<td>Circulate among key destinations</td>
<td></td>
</tr>
<tr>
<td>(connect major employers, colleges/universities, hospitals, events venues, etc.)</td>
<td></td>
</tr>
<tr>
<td>Allow me to get to work without a car</td>
<td></td>
</tr>
<tr>
<td>(provide “the last mile of service” with connections to local and regional transit)</td>
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</tr>
<tr>
<td>Support future system expansion</td>
<td></td>
</tr>
<tr>
<td>(design urban circulator transit service to be expandable to other neighborhoods)</td>
<td></td>
</tr>
<tr>
<td>Make transit easy to use</td>
<td></td>
</tr>
<tr>
<td>(create a transit circulator that is frequent, dependable and easy to use for residents, employees and visitors)</td>
<td></td>
</tr>
<tr>
<td>Create an alternative to downtown parking</td>
<td></td>
</tr>
<tr>
<td>(use transit to make better use of available downtown parking areas and possibly reduce the need to build more parking)</td>
<td></td>
</tr>
<tr>
<td>Encourage economic development</td>
<td></td>
</tr>
<tr>
<td>(make a significant investment in transit infrastructure to attract high-quality development throughout the area)</td>
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<tr>
<td>Support existing employers and institutions</td>
<td></td>
</tr>
<tr>
<td>(serve major employment locations)</td>
<td></td>
</tr>
<tr>
<td>Serve key development parcels</td>
<td></td>
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<tr>
<td>(construct transit improvements adjacent to vacant parcels to serve future development)</td>
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<tr>
<td>Create vibrant, attractive places</td>
<td></td>
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<tr>
<td>(use transit to support the unique character of our downtown)</td>
<td></td>
</tr>
<tr>
<td>Support arts and cultural activities</td>
<td></td>
</tr>
<tr>
<td>(improve access to community facilities, including arts, cultural and recreational venues)</td>
<td></td>
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<tr>
<td>Please List Other Goals</td>
<td>Place Dots in Box Next to Important Goal(s)</td>
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</table>
APPENDIX J

Community Open House Material – Interactive Exhibit Boards
<table>
<thead>
<tr>
<th>Example Goals</th>
<th>Place Dots in Box Next to Important Goal(s)</th>
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</thead>
<tbody>
<tr>
<td>Connect to other transit services (serve Transportation Center to enable easy transit connections)</td>
<td></td>
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<td></td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Please List Other Goals</td>
<td>Place Dots in Box Next to Important Goal(s)</td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td><strong>Sunday Transportation</strong></td>
<td><img src="image1" alt="Dots" /></td>
</tr>
<tr>
<td><strong>Historic Site Accessibility</strong></td>
<td><img src="image2" alt="Dots" /></td>
</tr>
<tr>
<td><strong>Frequent Service ≤ 10 min.</strong></td>
<td><img src="image3" alt="Dots" /></td>
</tr>
<tr>
<td></td>
<td><img src="image4" alt="Dots" /></td>
</tr>
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<tr>
<td></td>
<td><img src="image9" alt="Dots" /></td>
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APPENDIX K

City of Winston-Salem PowerPoint Presentation
COMMUNITY OPEN HOUSE
March 28, 2012

THE CASE FOR URBAN INVESTMENT

One of the best things that cities can do to create jobs—especially in the private sector—is to improve the quality of life of their inhabitants.

- Carlos Slim Helú (Mexican business magnate and philanthropist)

“We need to create a city that people want to live in. Talent can move anywhere. Building out places for people to walk…is important for business.”

- Janette Sadik-Khan, the commissioner of the New York City Department of Transportation

PART OF A “BIGGER PICTURE” OF BENEFITS

Mobility and Access
Livability
Public Health
Transit
Environment
Economic Development

Transit investments yield significant benefits

PART OF A “BIGGER PICTURE” OF PLANNING

WHAT IS THIS STUDY FOR?

• Initial streetcar feasibility assessment in Winston-Salem Streetcar Feasibility Study (2006)
  - Established concept for streetcar route through urban core
• Need more detailed evaluation of “urban circulator” (bus or rail)
• Project definition, impacts, benefits, costs
• Produces federally-required Alternatives Analysis (AA)
• Next step toward potential implementation

KEY QUESTIONS TO ANSWER

• Is there a need for improved transit connections as part of a larger vision?
• What type of vehicle?
• Where should the route go?
• How would the project be funded?
SCOPE OF WORK

Define Problem
• Why are we doing this?
• “Purpose and Need” – making the case for a project

Develop Options
• Define conceptual options for route and mode
• Select “best” options for more detailed analysis

Evaluate and Refine Options
• Conceptual design
• Ridership projections
• Cost estimates
• Financial strategy

Select Preferred Alternative
• Adopt a “Locally Preferred Alternative”
• FTA decides if project should be advanced

WHY CONDUCT THIS STUDY NOW?

Long-term vision is key, even during short-term crisis
• Local and regional call for more transit investment
• Development catalysts are needed to spur recovery
• Unique ability to weave transit into development plans
• Change is always happening in transit
• The federal process is long…

URBAN CIRCULATOR STUDY AREA

Downtown – regional business and arts center, transportation hub, home to special events venues

Piedmont Triad Research Park – planned 6.1 million gross square feet of redevelopment space

Wake Forest Baptist Hospital – largest employer in Winston-Salem

URBAN CIRCULATOR PROJECTS ELSEWHERE

• Circulator among existing destinations
• Connector to regional transit system (the “final mile”)
• Catalyst for transit-oriented and pedestrian scale development
• Building the “Green City” of a sustainable future
• In some places… It’s an amenity for tourists

OPEN HOUSE INFORMATION STATIONS

Goal is to introduce the study and obtain input on goals and options to consider

Local and regional plans

What is important to you?

What might new service look like?

What is the best route for new service?

WHAT IS IMPORTANT TO YOU?

Type of vehicle?
Access to specific destinations?
Frequent service?
Connections to other transit services?
Future extensions?
Ease of use?
WHAT MIGHT NEW SERVICE LOOK LIKE?

- Uses rails embedded in the street
- Shares traffic lane with automobiles
- Provides connections within a compact urban setting
- Not intended for long-distance, high-speed travel
- Support neighborhoods as “walk extenders”
- Station platforms enable easy boarding for bikes, wheelchairs, and strollers

MODERN STREETCAR OVERVIEW

Portland opened the country’s first modern streetcar in 2001.

WHAT IS THE BEST ROUTE?

- Upgrades local bus service by providing sleeker vehicles, substantial stations, unique branding, and other passenger amenities
- Operates with automobiles in shared traffic lane
- Can operate as urban circulator or regional connector
- Oriented more toward enhancing mobility options rather than accelerating economic development
- Has proven successful in attracting riders who would not otherwise use transit

ENHANCED BUS OVERVIEW

- Can operate as urban circulator or regional connector
- Oriented more toward enhancing mobility options rather than accelerating economic development
- Has proven successful in attracting riders who would not otherwise use transit

PROJECT DEVELOPMENT PROCESS

- Feasibility Study
- Urban Circulator Alternatives Analysis (AA)
- Environmental Assessment
- Construction
- Operations

STUDY TIMELINE

- Feasibility Study
- Urban Circulator Alternatives Analysis (AA)
- Environmental Assessment
- Operations

- 2012
- Define Problem
- Develop Options
- Evaluate and Refine Options
- Select Preferred Alternative
- Ongoing:
  - Project Website, Social Media and YouTube
  - Fact Sheets
  - Stakeholder Meetings
  - Policy Committee
  - Technical Committee
- 2013
- Hold open house to discuss goals and initial options
- Select options for more detailed study
- Hold open house to review detailed analysis
- Select a preferred option
FOR MORE INFORMATION

• Project website: coming soon
• Join our e-mail list for project updates
• City Project Manager:
  Stan Polanis
  stanp@cityofws.org
  336-747-6867

STREETCAR ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>City</th>
<th>Streetcar Infrastructure Cost</th>
<th>Development Investment along Route</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland, OR</td>
<td>$103.2 million</td>
<td>$3.5 billion</td>
<td>34 : 1</td>
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<tr>
<td>Little Rock, AR</td>
<td>$28 million</td>
<td>$400 million</td>
<td>14 : 1</td>
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<tr>
<td>Tampa, FL</td>
<td>$48.3 million</td>
<td>$1 billion</td>
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<tr>
<td>Kenosha, WI</td>
<td>$5.2 million</td>
<td>$150 million</td>
<td>29 : 1</td>
</tr>
<tr>
<td>Memphis, TN</td>
<td>$104.3 million</td>
<td>$2 billion</td>
<td>19 : 1</td>
</tr>
</tbody>
</table>
APPENDIX L

As of the April 18, 2012 published deadline, these are the March 28, 2012 Community Open House Written Comments received via Mail or Email:
Please take a few minutes to share your thoughts about the materials shown at tonight’s open house. Please complete this comment sheet and return it to the Comment Table or by mail (see address on page 2).

1. Was the Open House format acceptable for introducing the study? If not, how would you prefer the information be presented at the next workshop?

   YES

2. Did the power point presentation and exhibits provide enough information about the study and how it will be conducted?

   YES
3. Are there any other issues or components related to the study that we could address?

The Study Area does not include any shopping such as grocery stores, pharmacies, or dollar stores. Many mass transit users ride mass transit to do their shopping. The study area should be expanded to include Miller Street to the west (Harris Teeter, Whole Foods, CVS, Walgreens) and/or to MLK and Walkertown to the east (CVS, Food Lion, Save-A-Lot).

4. Additional comments and/or questions.

Please mail comments by April 18, 2012 to:

Stan Polanis
City of Winston-Salem DOT
100 E. First Street, Suite 307
Winston-Salem, NC 27101

Thank you for attending the open house! Your comments are very important in the study process.