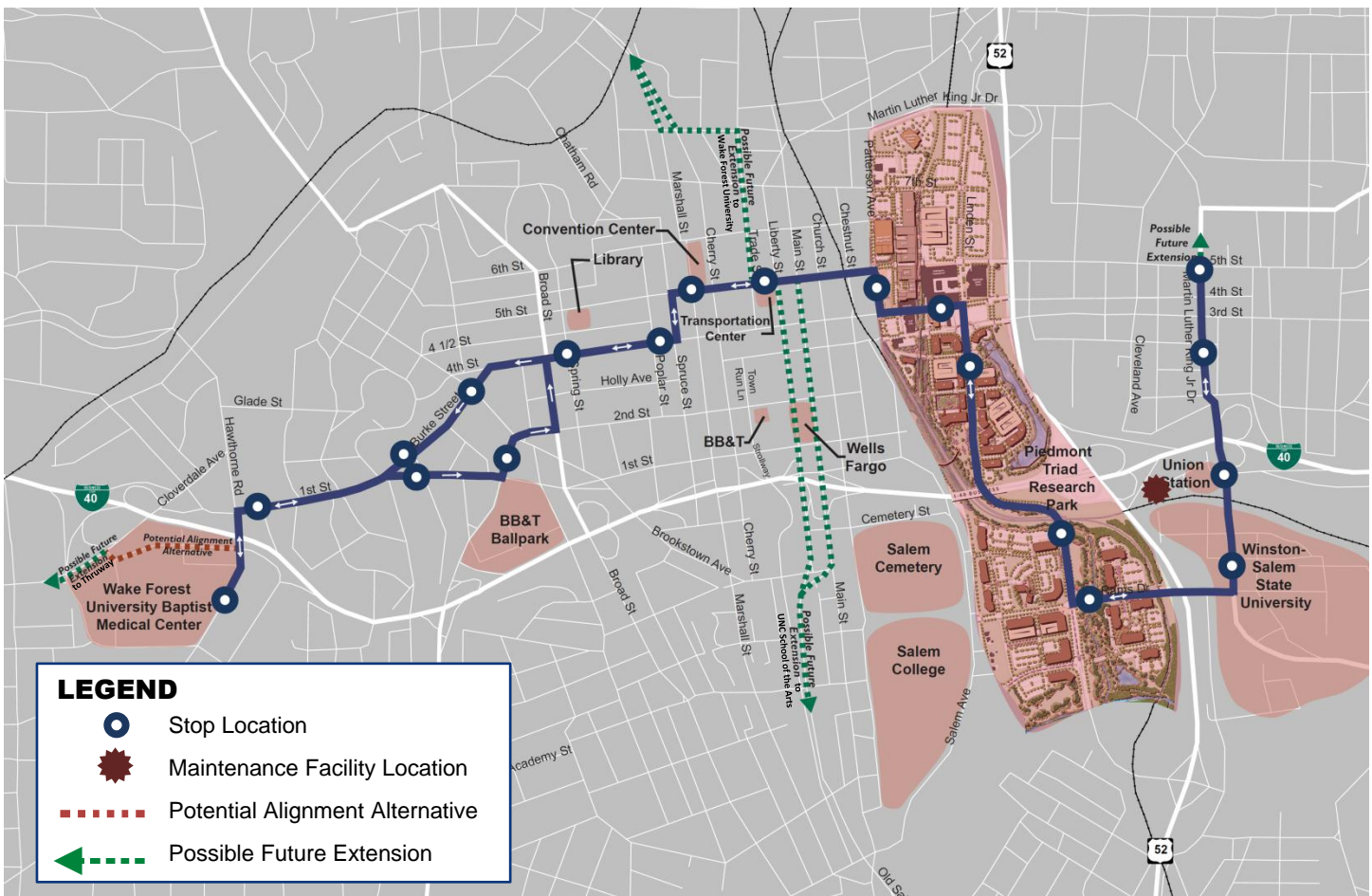


STUDY VISION AND GOALS

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 enhanced 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.

PROPOSED ROUTE



STREETCAR CHARACTERISTICS

- A 4.0-mile route would connect our major activity centers, improve transit and mobility, encourage development, and support future growth.
- One-time cost: \$179 million (at full build-out)
- Annual operating costs: \$4.3 million
- Expected to be serve nearly 2,250 riders per weekday in operating year 2017.
- Anticipated to create 13,000 new jobs, and spur 4,000 housing units and an additional 600,000 square feet of commercial space (above the 2 million square foot baseline).

PROPOSED OPERATING PLAN

Hours of Service and Frequency (in minutes)

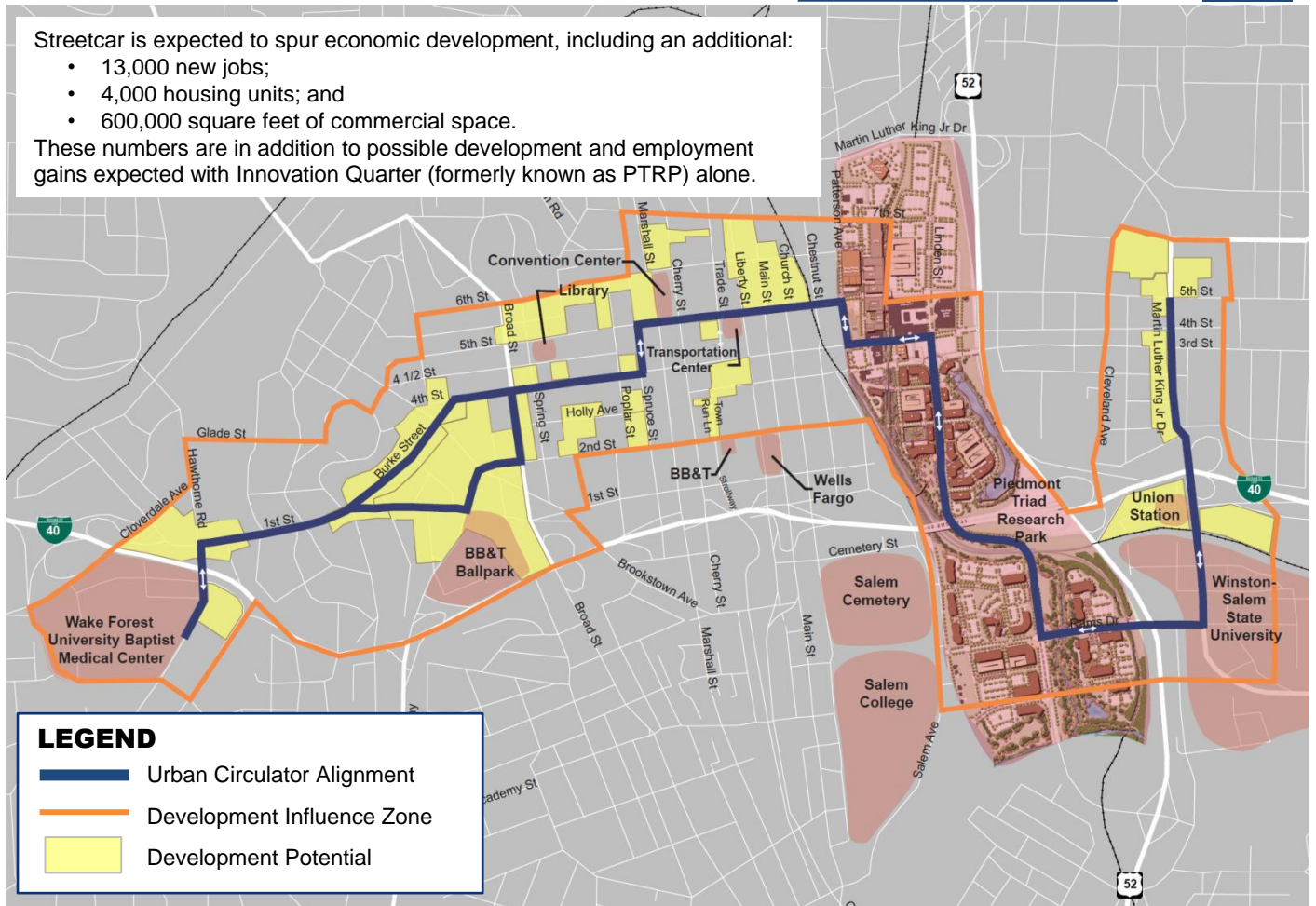


DEVELOPMENT TRANSLATES INTO INCREASED PROPERTY VALUES AND JOBS

Streetcar is expected to spur economic development, including an additional:

- 13,000 new jobs;
- 4,000 housing units; and
- 600,000 square feet of commercial space.

These numbers are in addition to possible development and employment gains expected with Innovation Quarter (formerly known as PTRP) alone.



WHAT HAS BEEN THE ECONOMIC IMPACT OF STREETCAR IN OTHER CITIES?

City	Streetcar Infrastructure Cost	Development Investment along Route	Return on Investment
Portland, OR	\$103.2 million	\$3.5 billion	34 : 1
Little Rock, AR	\$28 million	\$400 million	14 : 1
Tampa, FL	\$48.3 million	\$1 billion	21 : 1
Kenosha, WI	\$5.2 million	\$150 million	29 : 1
Memphis, TN	\$104.3 million	\$2 billion	19 : 1

Portland's Pearl District



Before Streetcar



After Streetcar