COMMUNITY OPEN HOUSE

March 28, 2012
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
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
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…
Wake Forest Baptist Hospital – largest employer in Winston-Salem

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

Winston-Salem State University – large student population

Wake Forest University Baptist Medical Center

URBAN CIRCULATOR STUDY AREA
• 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
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?
MODERN STREETCAR OVERVIEW

- 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
- Accelerates economic development and creates more livable, desirable places

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

The SWIFT bus rapid transit line in suburban Seattle uses distinct stations, upgraded buses, and branding to attract customers.
WHAT IS THE BEST ROUTE?

**Transportation Hub**
Winston-Salem Transit Authority / AMTRAK Connector
Piedmont Authority for Regional Transportation

**Special Events Venues**
M.C. Benton, Jr. Convention Center
Reynolds Auditorium
A/Perture Cinema
Hanesbrands Theatre
Piedmont Opera

**Sporting Venues / Parks & Recreation**
BB&T Ballpark
Hanes Park
Joe White Tennis Center

**Universities**
Winston-Salem State University
Salem College

**Major Employers**
Wake Forest University
Baptist Medical Center
R J Reynolds Tobacco Co
Wells Fargo
BB&T
GMAC

**Redevelopment Opportunities**
Piedmont Triad Research Park
Underutilized Space Downtown
PROJECT DEVELOPMENT PROCESS

Feasibility Study

Urban Circulator Alternatives Analysis (AA)

Environmental Assessment

Project Development (Preliminary Engineering and Final Design)

Construction

Operations
STUDY TIMELINE

Define Problem
Develop Options
Evaluate and Refine Options
Select Preferred Alternative

Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

2012

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

Ongoing:
• Project Website, Social Media and YouTube
• Fact Sheets
• Stakeholder Meetings
• Policy Committee
• Technical Committee
FOR MORE INFORMATION

• Project website: coming soon
• Join our e-mail list for project updates
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