



connections
FOR SUSTAINABILITY

**Bus Rapid Transit/Transit Oriented-Economic
Development Feasibility Analysis
City of Greenville**



Project Goals

- ❑ **Analysis of Bus Rapid Transit (BRT) concepts along major City corridors primarily to connect CU-ICAR to West Side.**
- ❑ **Analyze viability of Transit Oriented-Economic Development (TOeD) projects along the preferred BRT corridor.**
- ❑ **Address the need for accessibility to jobs, connectivity to key destinations in the community.**



Project Planning Process

- ❑ Stakeholder Engagement
 - Community Workshop/Meetings
 - Policy Steering Committee (PSC)
 - Transportation Steering Committee (TSC)
 - City/GTA Staff briefings
- ❑ Review of Prior Studies
- ❑ Evaluate Corridor Alternatives
- ❑ Development of BRT/TOeD Concepts
- ❑ Operations and Maintenance Analysis
- ❑ Ridership Projections
- ❑ Funding Analysis



TSC Meeting: What We Heard

- ❑ Railroad corridor ideal for BRT system
- ❑ County/GCEDC owns the railroad corridor
- ❑ Encourage Public Private Partnership (P3) –
Example: *St Francis / CU-ICAR Partnership*
- ❑ Branding the BRT service
- ❑ ROW along railroad varies between 60' and 200'
- ❑ ITS on transit vehicles (*wireless, next bus, etc*)
- ❑ Current bus system is cleaner but frequency needs improvements
- ❑ Proposed number of BRT stops/stations is important



1st Public Meeting: Your Comments (1)

What aspects of Greenlink service do you like?

- Accommodation of up to 4 bicycles
- Clean and quiet
- Safe
- New buses
- Improved transfer Station
- On time
- Goes through challenging neighborhoods
- Expanded service to Mauldin and Simpsonville
- Provides alternative to driving
- Connects the Malls
- Affordable fares





1st Public Meeting: Your Comments (2)

- ❑ What are your suggested improvements?
 - ❑ Provide information about routes and services/schedule at stops
 - ❑ Improve travel speed
 - ❑ Limit number of transfers/stops
 - ❑ Provide weekend (especially Sunday) service
 - ❑ Improve frequencies (prefer 15 minutes)
 - ❑ Improve span of service/24-hour operations
 - ❑ Extend bus service to new areas (e.g. Airport, Duncan/Spartanburg)
 - ❑ Park and Ride
 - ❑ More bus shelters
 - ❑ Pay stations at stops
 - ❑ Use of electric buses
 - ❑ Reliability of service

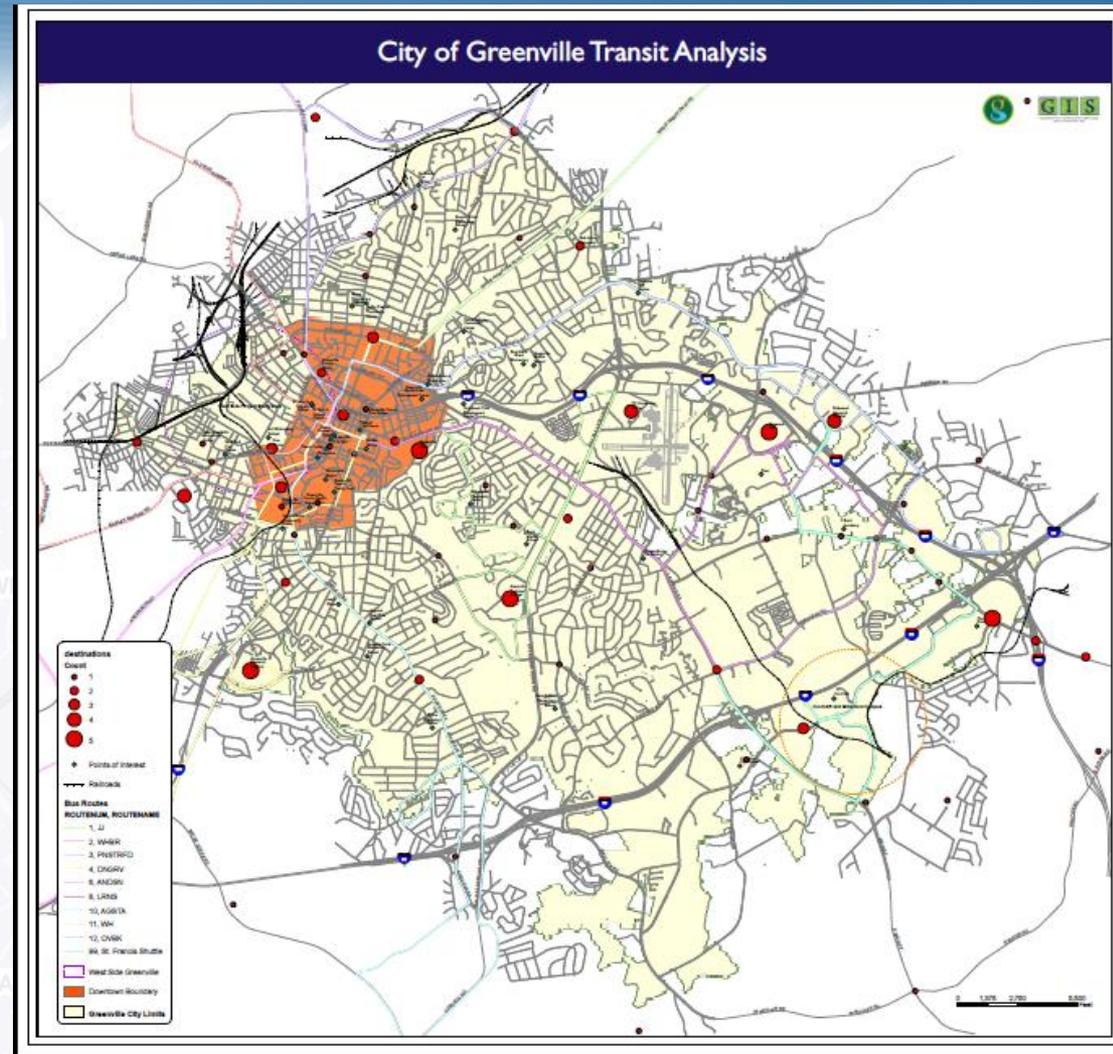




Identification of Destinations

Some Key Destinations Identified:

- ❑ CU-ICAR
- ❑ Various Downtown spots
- ❑ Greenville Technical College
- ❑ Greenville Zoo
- ❑ Haywood Mall
- ❑ Patewood Memorial Hospital
- ❑ TD Convention Center
- ❑ The Point
- ❑ Greenville Memorial Hospital
- ❑ Kroc Center





Policy Steering Committee

- ❑ Utilize existing Railroad ROW for BRT
- ❑ Develop funding analysis/Identify funding sources
- ❑ Emphasis on economic component of project: TOD to TOeD
- ❑ Opportunities for BRT extensions to other cities in the County – regional impact of project
- ❑ Public Private Partnership
- ❑ Public education
- ❑ Review prior studies
- ❑ Governance issues



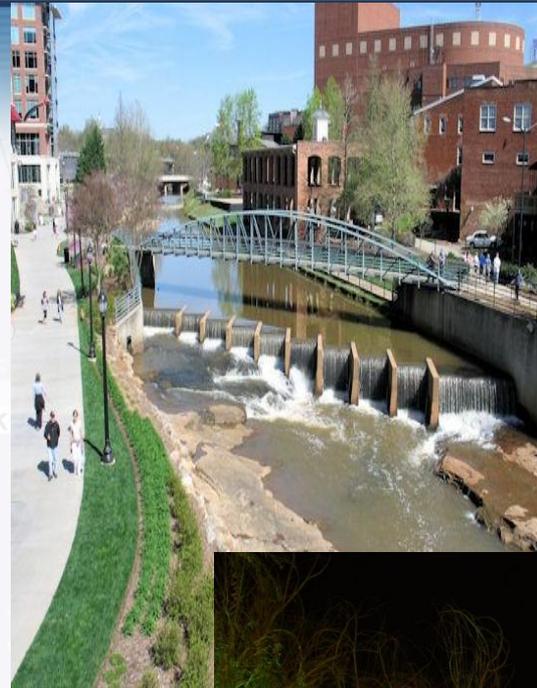
T0eD Workshop: Your Comments

- ❑ Develop a multi-use path and linear park that capitalizes on natural resources and scenery
- ❑ Connect students/residents with Greenville Tech, businesses, job training centers, and employment opportunities
- ❑ Re-use vacant properties along major corridors and adapt them to cater to transit riders and cyclists
- ❑ Promote local businesses and develop each stop into unique nodes that are accessible and affordable to a variety of demographics
- ❑ Identify gaps in existing GreenLink service and plan for better connectivity between proposed T0eD sites



T0eD Characteristics

- ❑ Compact development
- ❑ Builds on existing community assets
- ❑ Mix of housing, stores & schools
- ❑ Locates jobs nearby
- ❑ Walkable and bicycle-friendly
- ❑ Increases Transit Access
- ❑ Redevelopment of vacant or underutilized properties





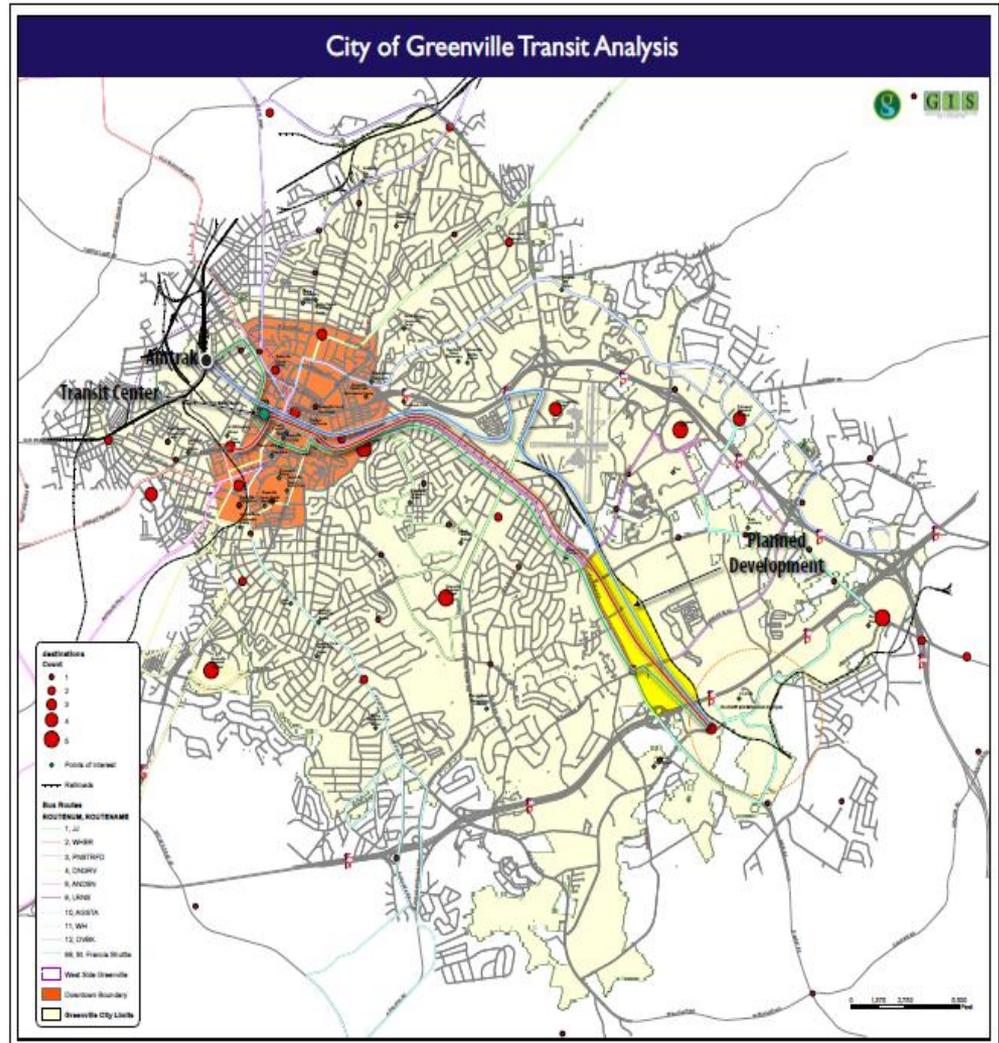
Draft BRT Concepts (1)

GOAL

To connect CU-ICAR with City's West Side

1 – RED LINE (6 miles)

Connects CU-ICAR with the Kroc Center through the proposed/planned development partially along Railroad ROW, then onto Laurens Road to the Kroc Center traveling through Downtown along Washington and South Academy Streets.





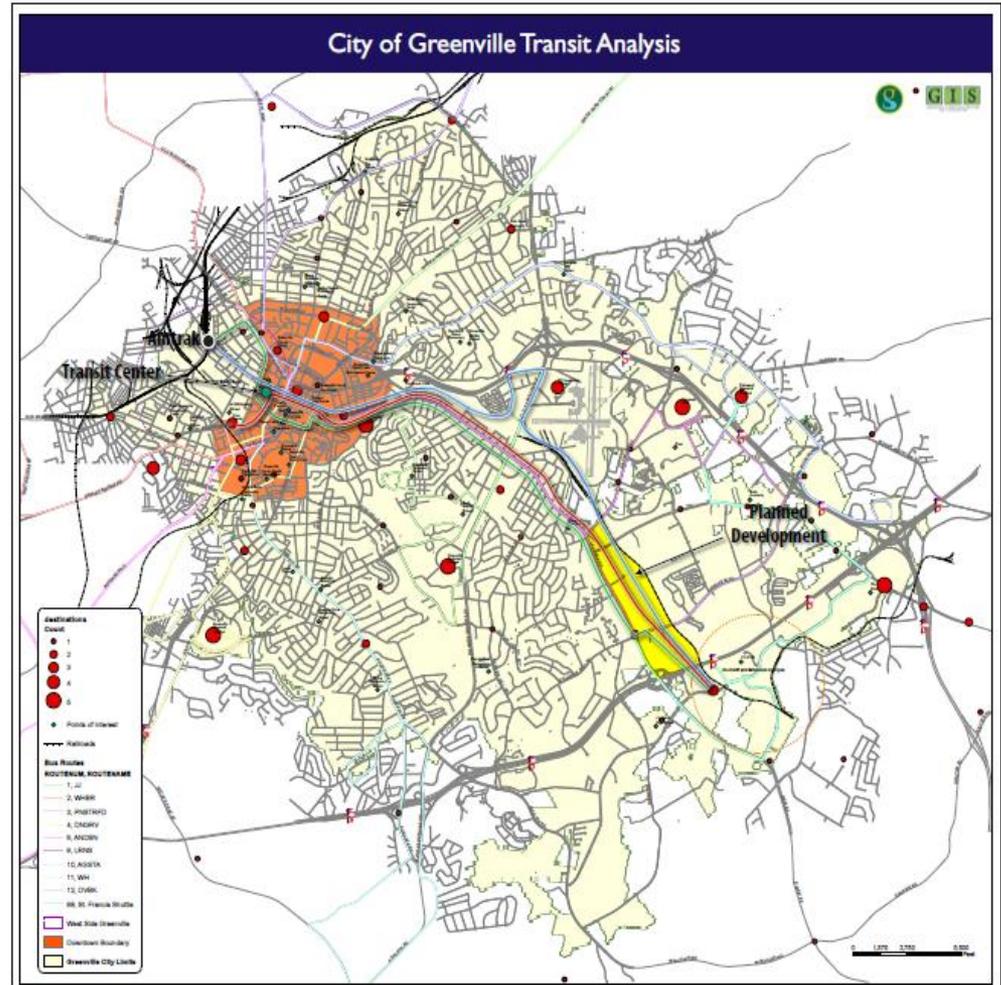
Draft BRT Concepts (2)

GOAL

To connect CU-ICAR with City's West Side

2 – GREEN LINE (7 miles)

Connects CU-ICAR with Amtrak Station partially through the proposed/planned development and partially along the Railroad ROW, along Laurens, traveling through Downtown along Washington St., South Church St., East Broad St., Butler St., Buncombe St. and Mulberry St.





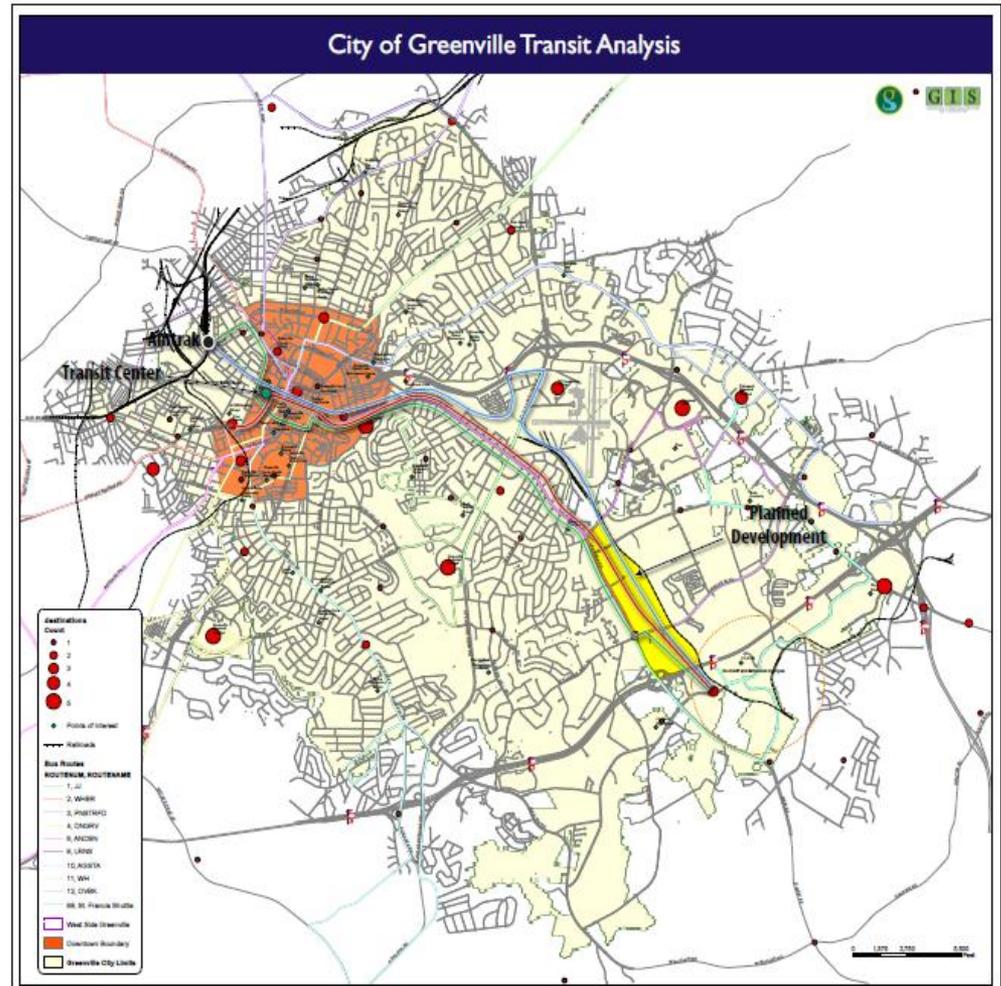
Draft BRT Concepts (3)

GOAL

To connect CU-ICAR with City's West Side

3 – BLUE LINE (7.2 miles)

Connects CU-ICAR with Amtrak Station through the proposed/planned development and exclusively along the Railroad ROW, connecting the airport/TD Convention Center, traveling through Downtown along Washington Street to Amtrak.





Evaluation Criteria

□ Evaluation Criteria:

□ City's Economic Development Goals

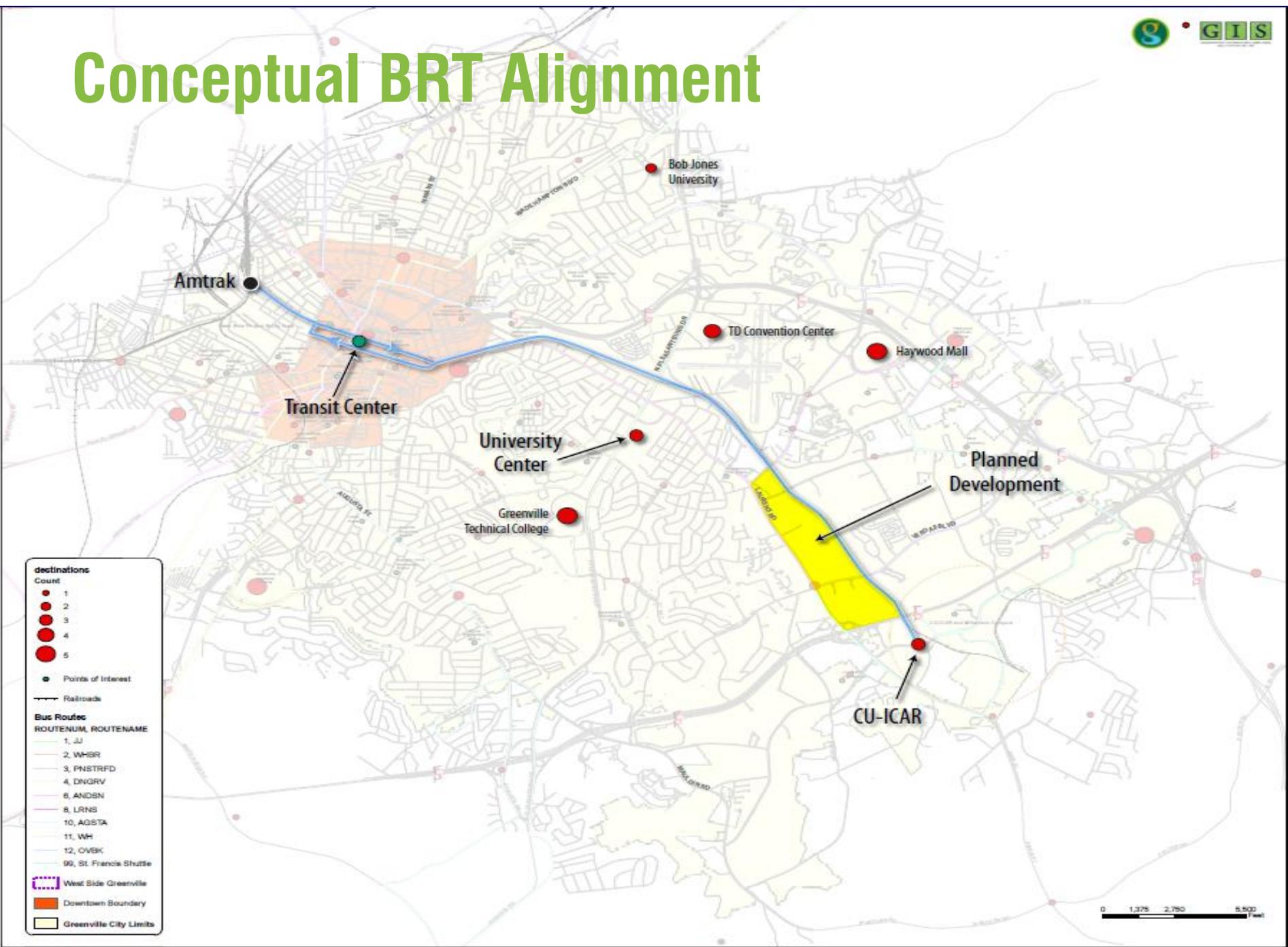
□ Practicality

□ Equity

□ Financial

□ Impact on Development

Conceptual BRT Alignment



destinations

Count

- 1
- 2
- 3
- 4
- 5

● Points of Interest

— Railroads

Bus Routes

ROUTENUM, ROUTENAME

- 1, JJ
- 2, WHBR
- 3, PNSTRFD
- 4, DNGRV
- 6, ANDSN
- 8, LRNS
- 10, AGSTA
- 11, WH
- 12, CVBK
- 99, St. Francis Shuttle

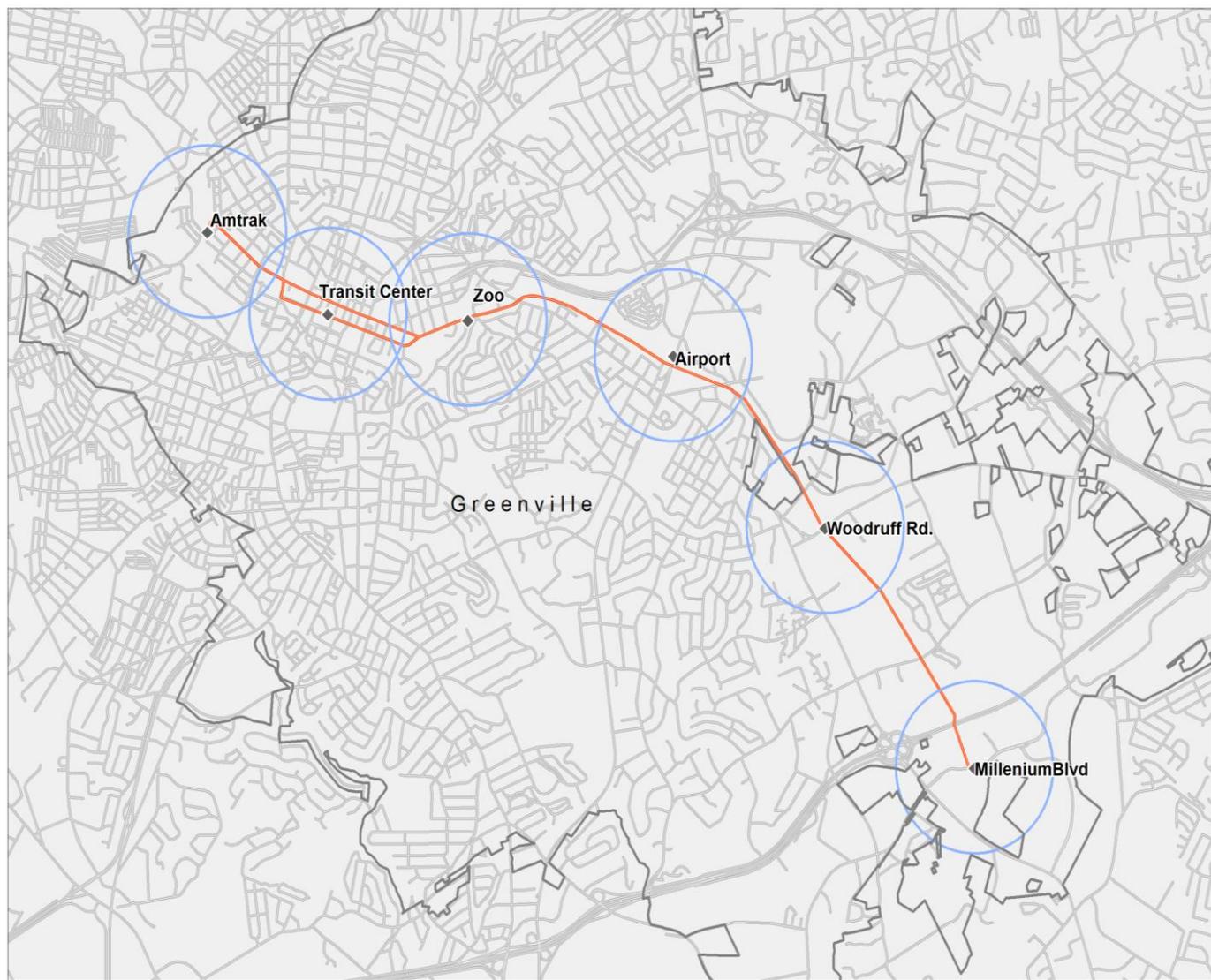
West Side Greenville

Downtown Boundary

Greenville City Limits

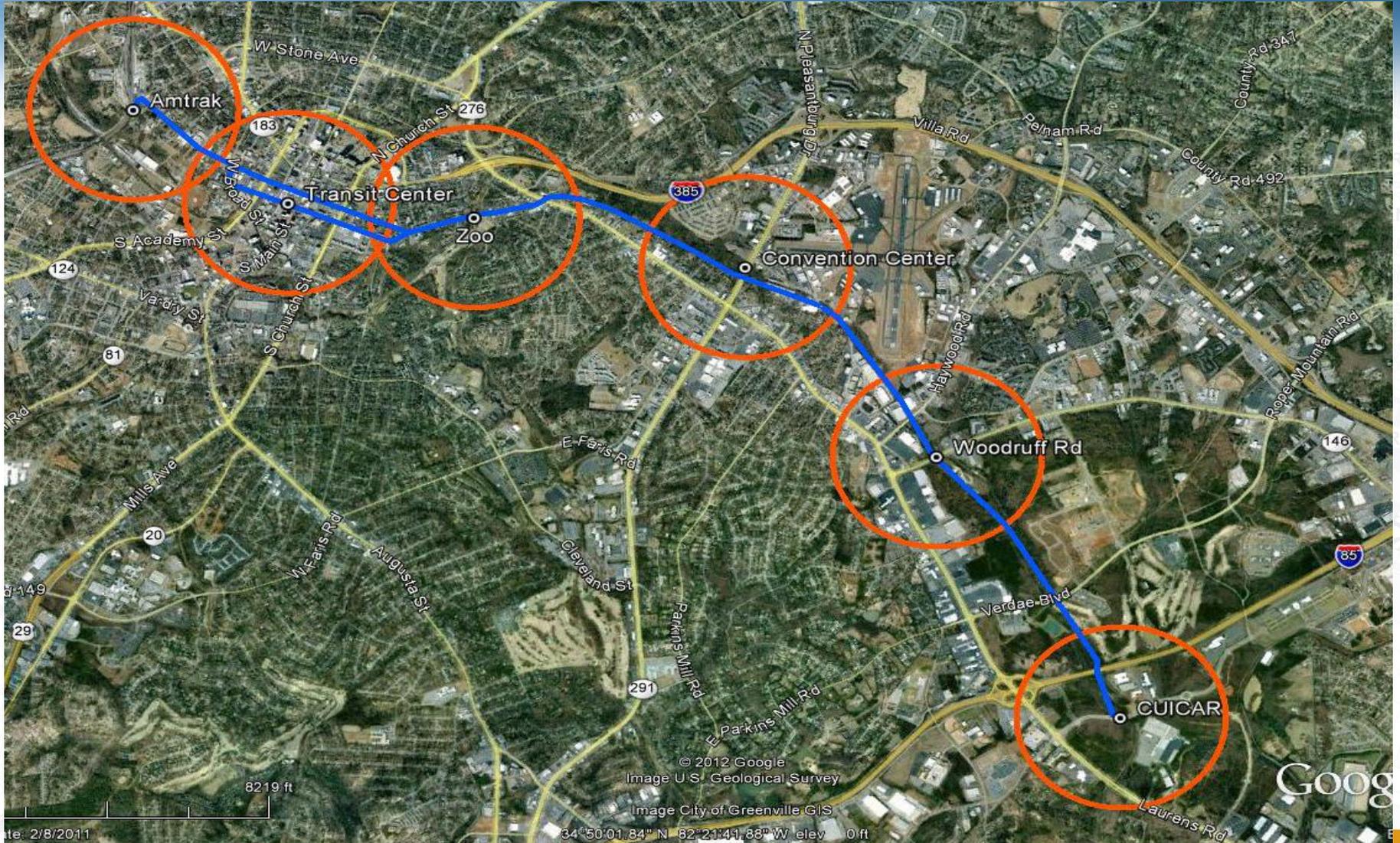


Potential BRT Station Areas





Aerial View of Potential Station Areas





Next Steps

- Transportation Steering Committee meeting**
- Policy Steering Committee meeting**
- Technical Analysis:**
 - Ridership Projections for BRT*
 - Operations and Maintenance Analysis*
- Funding Analysis:**
 - Capital costs*
 - Operating costs*



Questions/Comments

WALKER PARK

NEW TOWN PARK

MAYBERRY PARK

AMTRAK STATION

PINCKNEY-FLUDD PARK

THOMPSON-GARDNER PA

MULTI-SERVICE CENTE

HUGHES MAIN LIBRARY

W WASHINGTON ST

ZACADEMY ST