

Creating Sustainable Communities Through Public Transportation

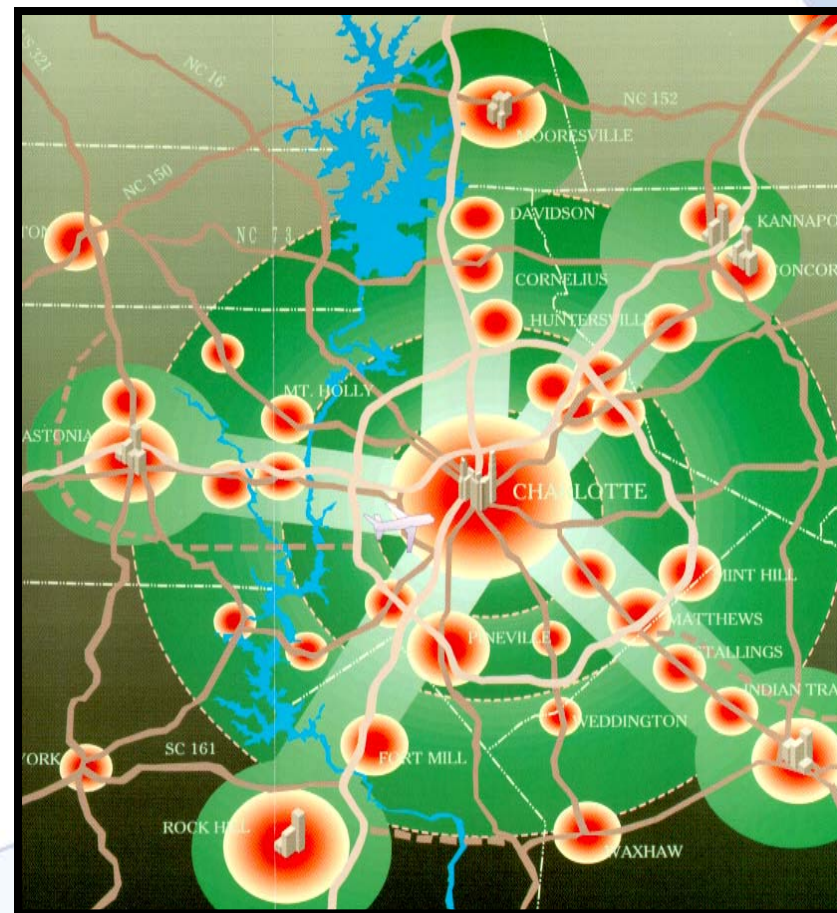
21st Transportation Committee

January 16, 2008

**Keith T. Parker
Chief Executive Officer
Charlotte Area Transit System (CATS)**

Charlotte Mecklenburg Centers & Corridors Vision

- **Adopted by Council in 1994**
- **Long-term growth framework**
- **Five primary transportation and development corridors**
- **Goals:**
 - **Focus most growth in Centers & Corridors**
 - **Maximize use of transportation system & infrastructure**
 - **Encourage redevelopment & reuse of underutilized sites**

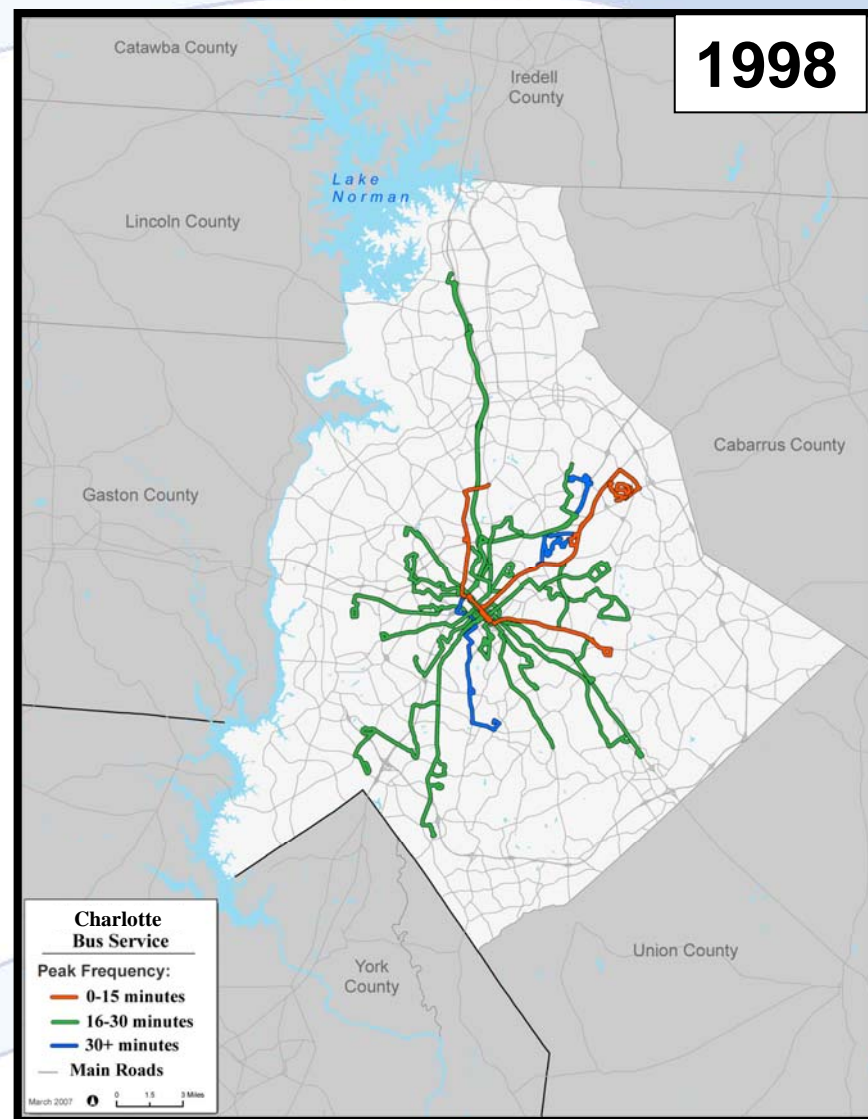


Background

- 1998:** **2025 Integrated Transit/Land Use Plan developed**
 Based on Centers and Corridors Vision
 Lead to Transit Sales Tax passage
- 1999:** **MTC established**
- 2000:** **CATS created**
 Light Rail LPA for South Corridor
 Major Investment Studies initiated in other Corridors
- 2002:** **2025 Corridor System Plan Adopted**
- 2000-2006:** **Transit service expanded and improved**
2006: **2030 Corridor System Plan Update Adopted**
- 2007:** **LYNX BLUE Line Opened**

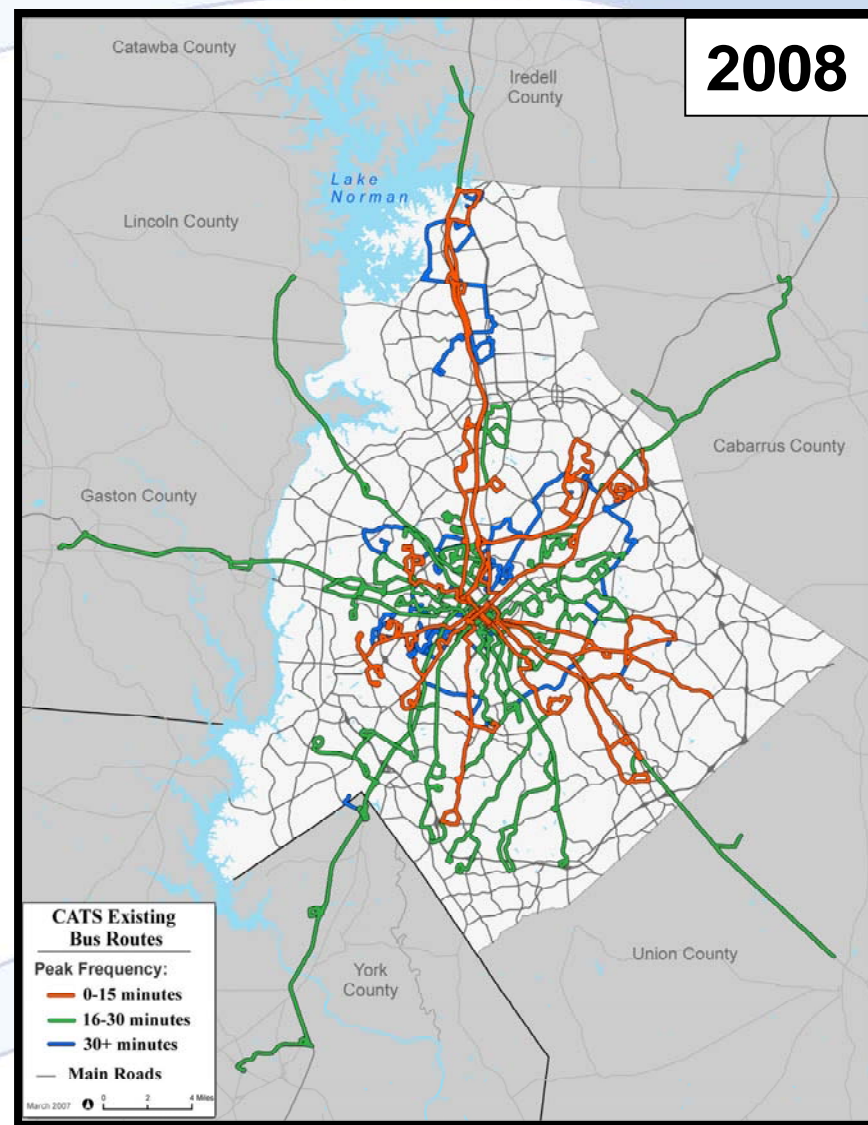
Transit System Expansion

- Basically a City of Charlotte system
- Couple of express routes within Mecklenburg County
- Few neighborhood circulators
- Few customer amenities
- Limited safety/security investments



Transit System Expansion

- Expanded Service Hours
- Greater Service Frequency
- More Routes
- Countywide ADA Service
- Regional Expansion
- Improved Safety and Reliability



Community / Neighborhood Services

1. Greater Access and Mobility
2. Better connections
3. Increased frequencies
4. Streamlined routes



Village Rider:

- **Demand response circulator**
- **Has fixed route and schedule**
- **Can vary from route by $\frac{1}{4}$ mile to drop off / pick up customer**
- **Helps new markets to establish ridership; grow to fixed routes**



Gold Rush:

- **Uptown Circulator**
- **50/50 Partnership with uptown
Development Corp.**
- **Ridership doubled**
- **Capture SOV commuters**
- **Tourism**

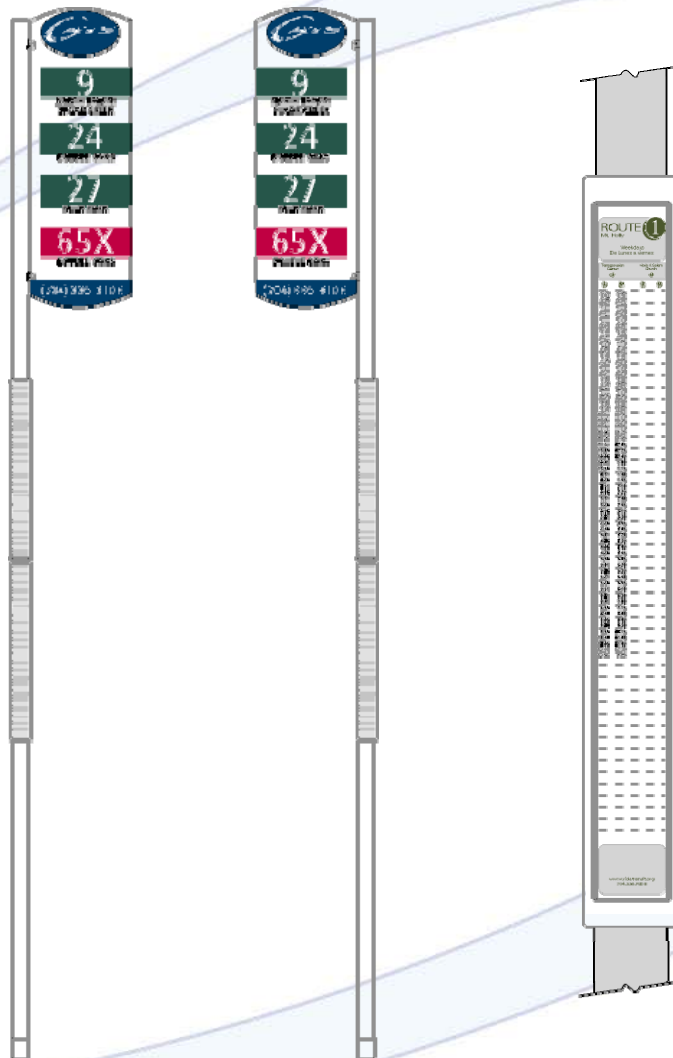


Making the Ride More Customer focused and Clean:

- **100% Accessible Fleet**
- **Bike Racks on 100% of fleet (including LRV)**
- **Cushioned and reclining seats on express routes**
- **Hybrid vehicles**
- **ULSD Diesel**
- **Particulate Filters**



Customer Focused: Transit Amenities



Customer Focused: Transit Amenities

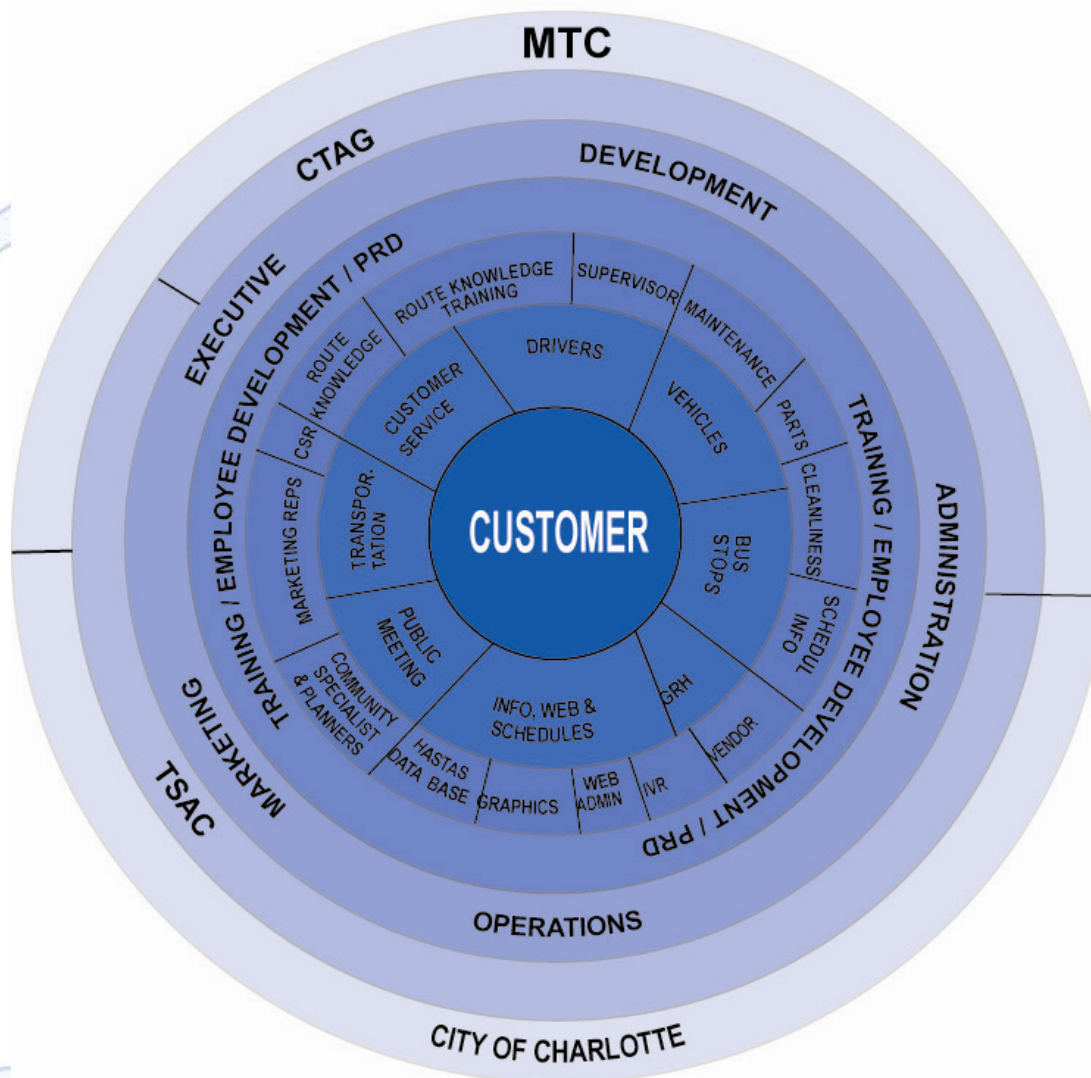


Regional Partnerships



Understanding the Customer

Wheel of Customer Service



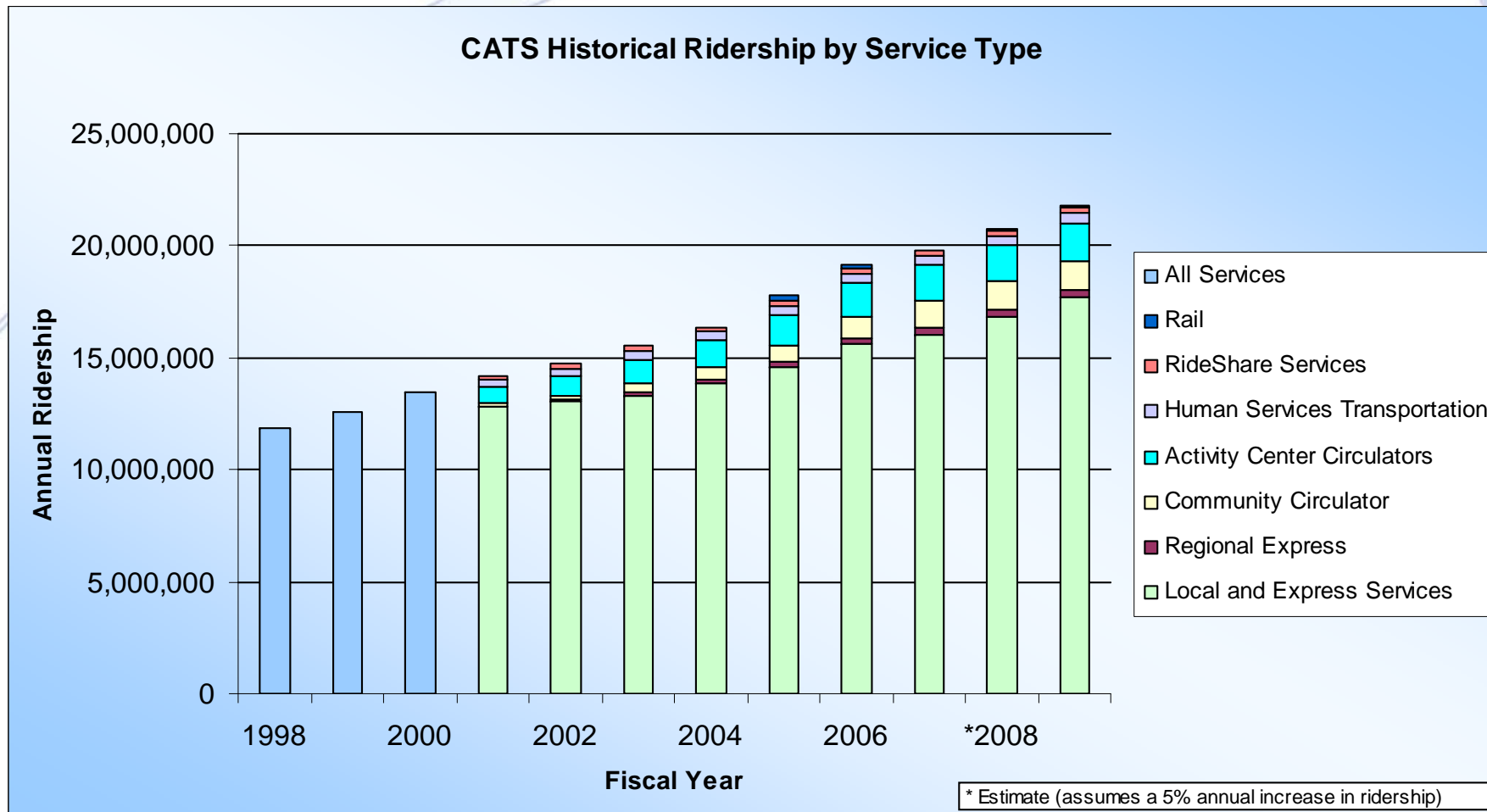
- Annual Market Research
 - Survey Customers and Non-riders on 40 Customer service elements
 - Rated on Importance & Performance
- Conduct over 100 public meetings & transportation fairs each year
 - Obtain input and feedback to design / adjust routes
 - Educate public on services
- Organization measured on response to customer's complaints, requests and inquiries => 95% of these are responded to in 2 days and resolved in 5 days

Align the Organization

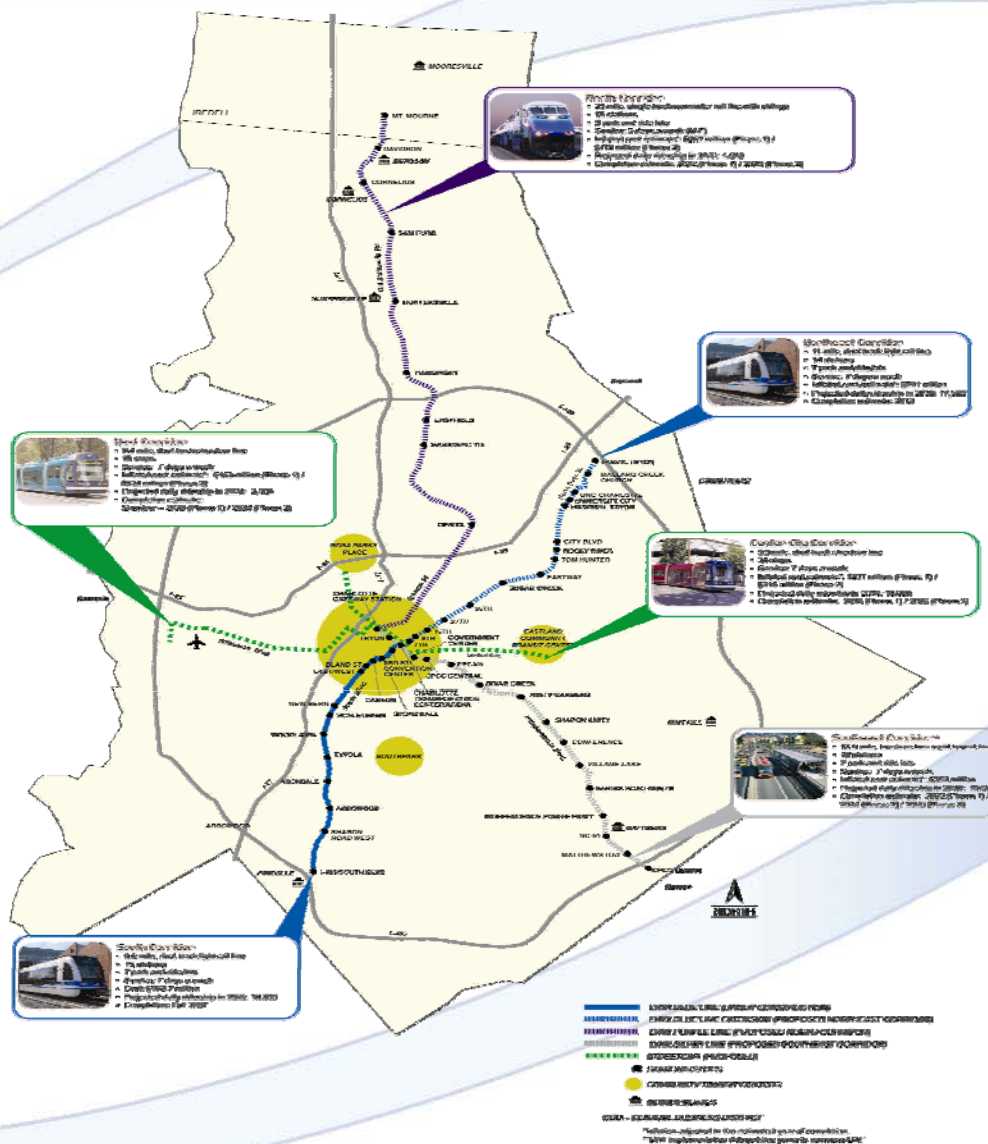
- We **Compete** for Customers
- Develop Marketing & Communications Plans, annually
 - Create awareness,
 - Communicate fulfillment of promises to citizens
 - Generate ridership
 - Manage public image (tell our story first)
- Each employees' performance includes a rating on annual ridership gains
- **CATS is a Brand**

Since 1998 More and More Are Riding

Ridership up 67%



2030 Corridor System Plan



2030 Corridor System Plan

<u>South Corridor:</u>	9.6 mile Light Rail Line with 15 Stations
<u>North Corridor:</u>	25 mile Commuter Rail Line with 10 Stations
<u>Northeast Corridor:</u>	11 mile Light Rail Line with 14 Stations (extension of the South Corridor)
<u>Southeast Corridor:</u>	14 mile Bus Rapid Transit Line or Light Rail with 16 Stations
<u>West Corridor:</u>	<u>Long Term:</u> Streetcar Line to Charlotte Douglas International Airport <u>Short Term:</u> Enhanced “Rapid Bus” Service along Wilkinson, West and Freedom Drive
<u>Center City Corridor:</u>	Streetcar Line with 34 stops replacing Bus routes 7, 9, and Gold Rush Red Line

LYNX Blue Line

- **Opened November 26**
 - Over 160,000 riders first week
 - Averaging over 10,000 per day
- **High usage for Special/Uptown Event Trips and Lunch Trips**
- **Pre-selling major events (ACC, etc.)**
- **Transit Station Area Joint Development Principles & Policies developed**
- **City, County & Towns adoption of JDP**
- **Strong TOD development Demand**



	Acres Rezoned for TOD	Housing Units	Affordable Housing	Commercial	Investment
Total	265	7,581	180	627,712 sq. ft.	\$1.86B
Under Construction or Built	26	1,175	100	219,512 sq. ft.	\$291.2M
Announced	239	6,406	80	408,200 sq. ft.	\$1.569B

Development numbers do not include Center City

- **Projected New Tax Revenue**
 - **\$1.86B Total Projected Investment (2005-2011)**
 - **Tax Revenue: \$24.1M Annually**
 - **City Tax Revenue: \$ 8.5M Annually**
 - **County Tax Revenue: \$15.6M Annually**

New Bern Station 3030 South

Before



After

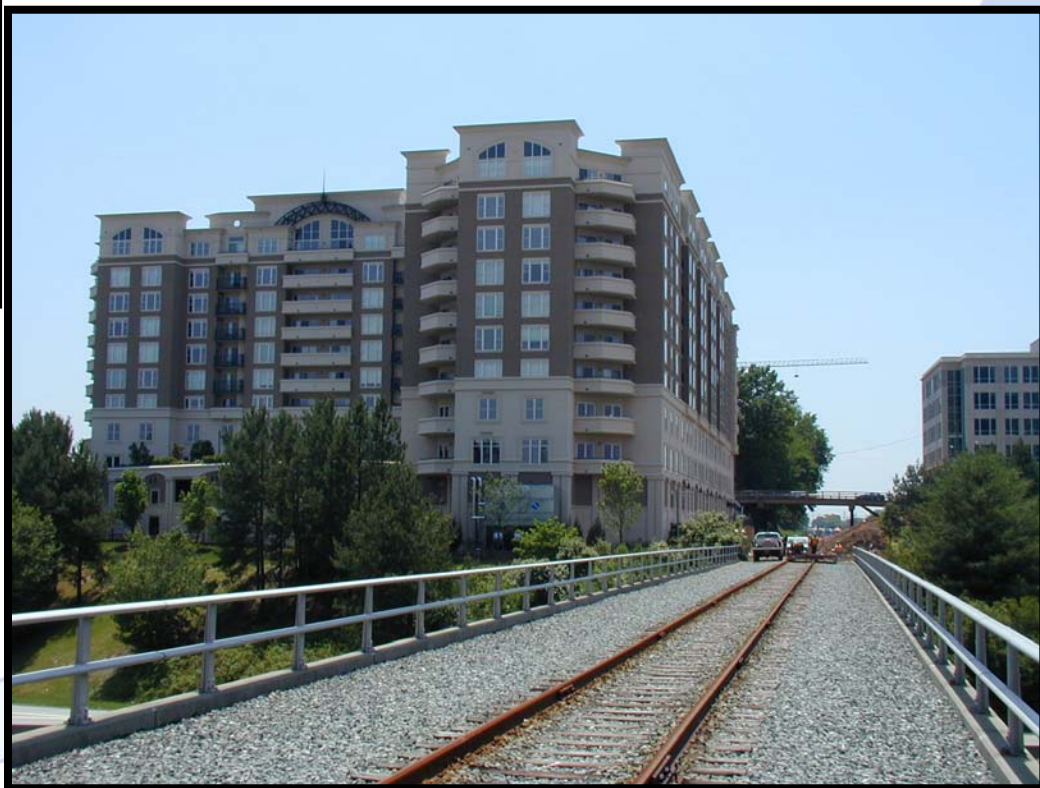


Summit Grandview

Before



After



The Ashton Under Construction East/West Station Area



The Spectrum Under Construction East/West Station Area



Hawkins Street Apartments • Charlotte, NC
 Rendering of North Elevation at Leasing Area
 The Morgan Group • Houston, TX
 01.06094.00
 February 19, 2007
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Atlantic Realty The Reserve in SouthEnd East/West Station Area



Broad Street Partners - Tradition at New Bern Station Under Construction



The Millenium - Under Construction Bland Street Station Area



ELEVATION AT LIGHT RAIL

Crescent Resources Under Construction Bland Street Station Area



SOUTH BOULEVARD ELEVATION



BLAND STREET ELEVATION



LIGHT RAIL LINE ELEVATION

Gateway Center: A Catalyst For Development

1 Acre Wilkes Place Site (NCDOT)

2.7 Acre Trinity Site

1 Acre 5th Street Site (NCDOT)

CGS Air Rights & Retail



1.5-Acre County Site

1/2-Acre 4th & Graham Site

Federal Courthouse Redevelopment

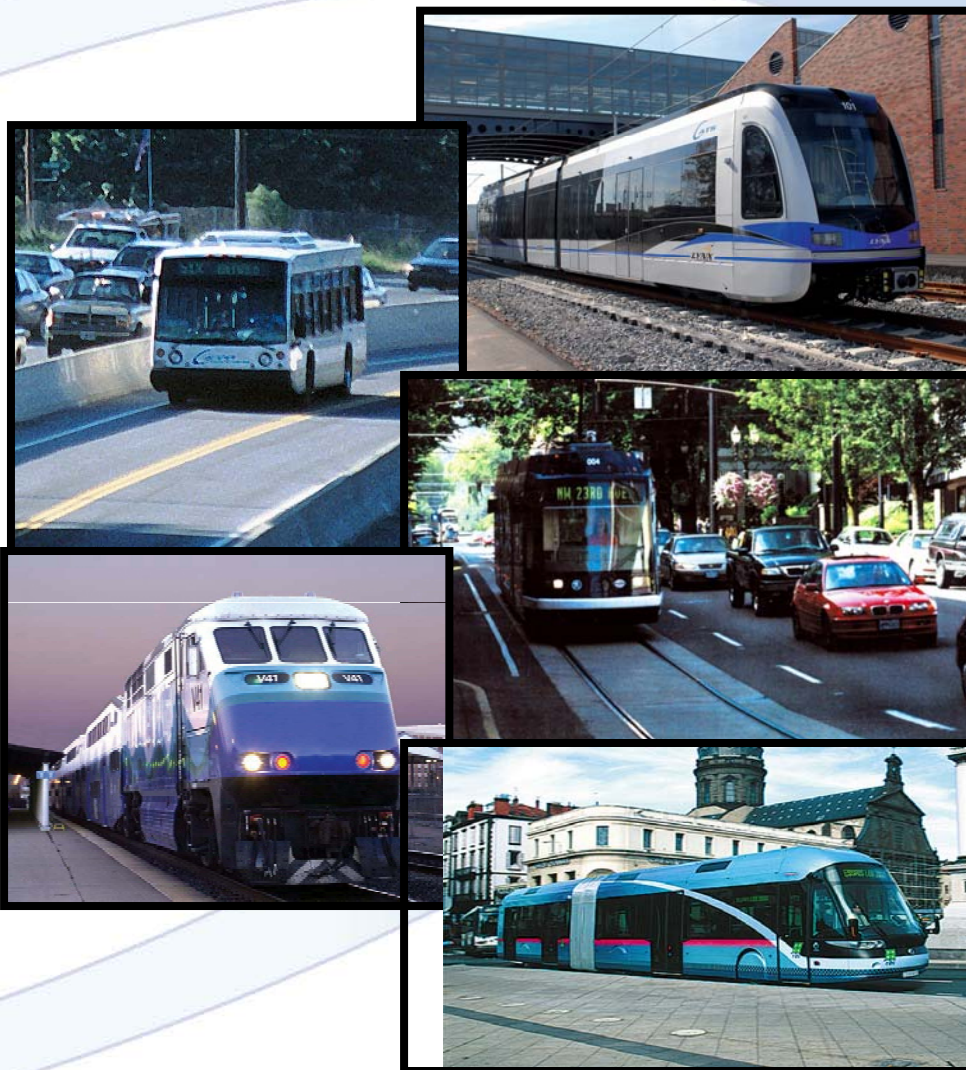
1-Acre J&W Trade Street Site

- **Downtown Transit Center**
 - Critical need for additional off-street bus capacity
 - Consolidates North Corridor Commuter Rail, Center City Street Car, and Southeast & West Rapid Transit
- **Connects Regional & Local Transportation**
 - Amtrak service to Atlanta, Raleigh & Washington
 - Greyhound intercity bus service
 - Dedicated bus service to the airport
- **A Catalyst For Developing Charlotte's West End**
 - Large West End parcels await “trigger” for development
 - Market for new West End private office space dependent on including government offices at Charlotte Gateway Station

- City of Charlotte Continues to Work with NCDOT & Greyhound To Refine Program Elements, Design, Cost and Integration
- NCDOT/CATS Seeking a Master Developer To Develop CGS and NCDOT Property Between 3d and 9th Streets
 - Public transportation facilities at CGS site
 - Mixed Use development between Trade and 6th Streets
 - Residential development north of 6th Street
- RFQ For Master Developer Expected Spring 2008
- Master Developer and Master Plan Selected by Spring 2009
- CGS Opening In Time for North Corridor Commuter Rail -- 2012

2030 Transit Plan Characteristics

- System ridership: 52M
- Bus fleet
 - 463 buses
 - 153 paratransit vehicles
 - 3 bus garages
- Rail fleet
 - 67 rail cars (or more)*
 - 3 shops and 4 yards
- 55 rapid transit stations
- 44 streetcar stops
- 31 park and ride lots
- Total cost: \$8.9B
 - Capital= \$4.5B
 - Operating= \$4.4B



* Assumes BRT on SE corridor. Rail fleet would increase if rail technology is ultimately selected for SE corridor

Future Partnership Needs

- **Continue 25% state funding for Rapid Transit & Streetcar capital projects**
- **Continued partnering on other capital projects**
- **Continue to provide State Maintenance Assistance Program (SMAP) as service expands.**
 - **State-wide expansion of SMAP funds**
 - **SMAP formula to include rail ridership**

Next Steps

- **Advance Northeast & North Corridors through Preliminary Engineering**
- **Address Funding Gap for North Corridor**
- **Advance West Corridor Enhanced bus services**
- **Continue expansion of bus services**
- **Secure necessary funding from State and FTA**
- **Maintain / exceed level of customer service on system**

Questions?