

# Making the Case

Rail~Volution

November 3, 2007

Danny Rogers

Charlotte Area Transit System



A blue and white LYNX Blue-Line train is stopped at a modern station platform. The train has the number 101 on its front and the LYNX logo on the side. Passengers are waiting on the platform, which has a curved metal structure. The scene is set outdoors with a clear blue sky and a building in the background.

# Presenting the LYNX Blue-Line

Beginning Official Operations  
November 24, 2007!

# CATS Northeast Corridor

- Uptown Charlotte to the University Area (UNCC) to Terminus at I-485 (~11 miles)
- Extension of the South Corridor – Blue Line
- 14 Proposed Stations
- Operates Seven Days a Week
- Service Frequency
  - Peak 7.5 minutes
  - Off-peak 15 minutes
  - Fare = Local bus
- Current Status: Awaiting PE Approval



# Project Goals

- Land Use
  - Support the Centers & Corridors Vision
- Mobility
  - Improve access and mobility
  - Increase transit ridership
  - Improve the quality of service
- Environment
  - Minimize adverse impacts
  - Support air quality improvements
- Financial
  - Affordable and cost-effective
- System Integration
  - Provide through service and connections to other corridors
  - Ensure operating efficiency



# Making the Case

- Land-use and Economic Development Benefits
  - Form early partnerships with your planning and ED agencies
  - Use a Land-use consultant
  - Start early
- Transportation Benefits
  - Cost effectiveness
  - Ridership
- System Benefits



# Making the Case

- Make Your Document Easy to Follow
  - Identify issues
  - Demonstrate how you address them
- Show Quantified Results or Projections
  - Especially important for ED and land-use
- Show the Policies that Support Land Use Vision
  - Demonstrate the area's commitment to transit
- Don't Forget the Transportation Benefits
  - Make the case is not only about economic development



**Show Your Progress**







# Making the Case

- Issue: Increasing Travel Demand and Auto Dependence
- Benefit: Improved Access to Jobs, Shopping and Entertainment with Direct Access to the CBD and University City
- Issue: Roadway Network is Deficient
- Benefit: Improved Mobility and Transportation Capacity



# Making The Case

- Issue: Transit Demand is Strong, but Service is Unreliable
- Benefit: Improved Reliability and Travel Time Savings
- Issue: Transit Connections to Special Events
- Benefit: Ability to Accommodate High Demand for Events
- Issue: Transit Connection to UNCC
- Benefit: Direct and Improved Service to UNCC and between the Main and the Uptown Campus



# Making the Case

- Issue: Land Use and Transportation Integration is needed for Projected Growth
- Benefit: Encourages Focused Growth at LRT Stations
- Issue: Need for System Integration
- Benefit: Leverage Transit Investment by Extending the South Corridor LRT Line



# Commuter Rail: An Engine For Transit-Oriented Development & Targeted Economic Growth



- 65-85,000 jobs within ½ mile of stations
- 10,000 new residences
- 8 million sq. ft. new commercial
- \$5 billion in new growth by 2019
- Projected property tax revenue from new growth over 30 years: \$1.84 billion



# Presenting the LYNX Blue-Line

A modern blue and white LYNX Blue-Line train is stopped at a station platform. The train has the number '101' on its front and the 'LYNX' logo. Passengers are waiting on the platform, which has a curved metal structure. The scene is set outdoors with a clear blue sky and a building in the background.

Phase 2 Opens in 2013?