Making the Case

Rail~Volution

November 3, 2007

Danny Rogers
Charlotte Area Transit System
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
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

Phase 2 Opens in 2013?