

Business 40 Closure –Traffic Mitigation Plan

A multi-agency effort to enhance commuter travel during the closure and reconstruction of Business 40 through the heart of downtown Winston-Salem.



A funding request to the
U.S. Department of Transportation
Federal Highway Administration

Winston-Salem
Urban Area
Metropolitan Planning
Organization (MPO)

PART
partnership authority for regional transportation

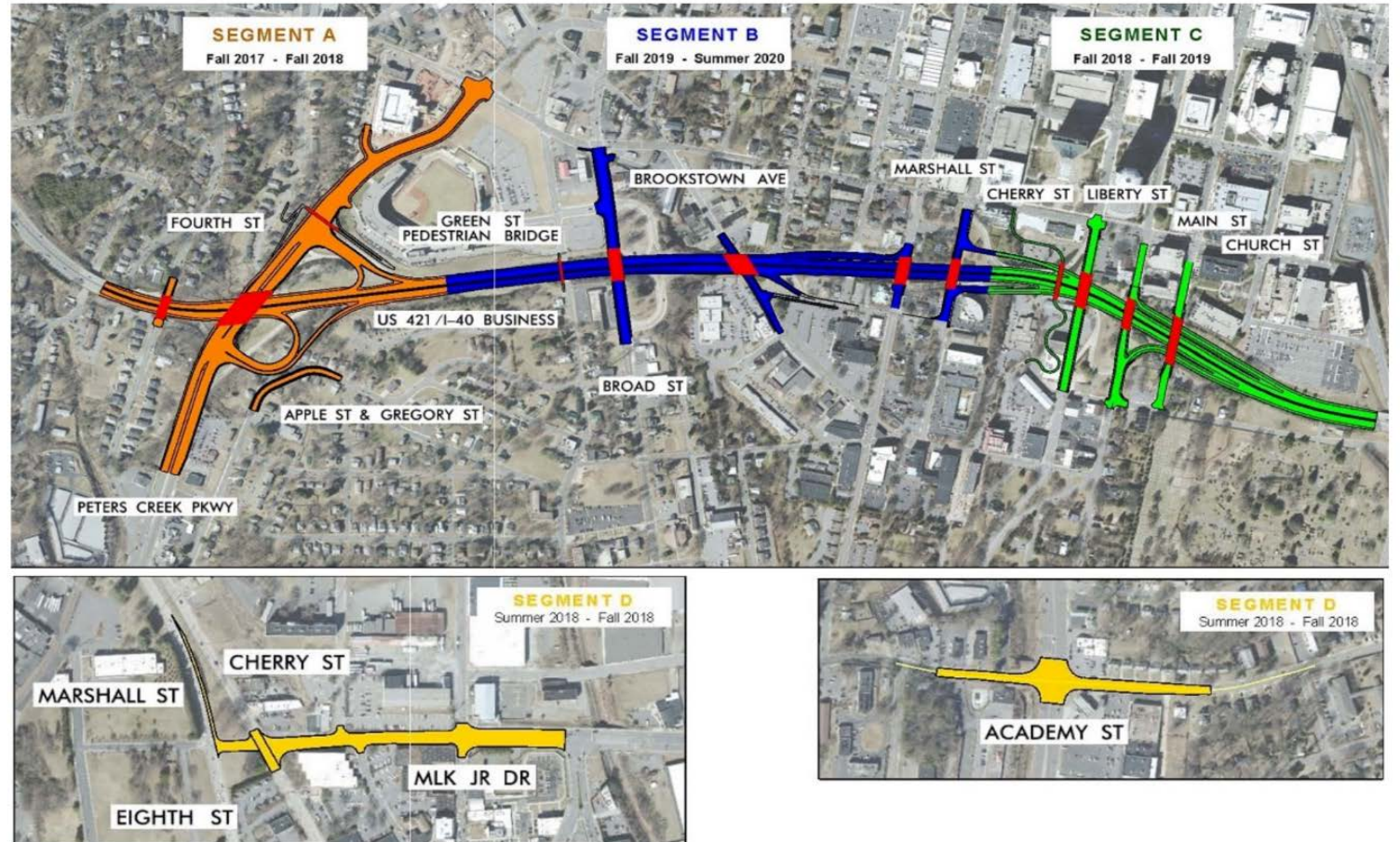
STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

Proposed Roadway Closures

February 2018

Project Information

The 1.2 mile section of U.S. 421/I-40 Business, that travels through downtown Winston-Salem, will undergo major reconstruction and modernization. Starting Fall 2017, the NC Department of Transportation will begin the construction project that is split into 4 segments: A, B, C and D.



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Segment A: Peters Creek Parkway Interchange
Fall 2017 to Fall 2018

Open Construction

- Replace (and widen) bridges
- Widen and enhance interchange ramps
- Improve traffic signalization
- Widen Peters Creek Parkway (6-lane road and 7-lane bridge)

Segment B: West of Green Street to East of Cherry Street
Fall 2019-Summer 2020

Closed Construction

- Construction of pedestrian bridge
- Replace (and remove) bridges
- Modify ramps
- Construction of new interchange

Segment C: West of Green Street to East of Cherry Street
Fall 2018-Fall 2020

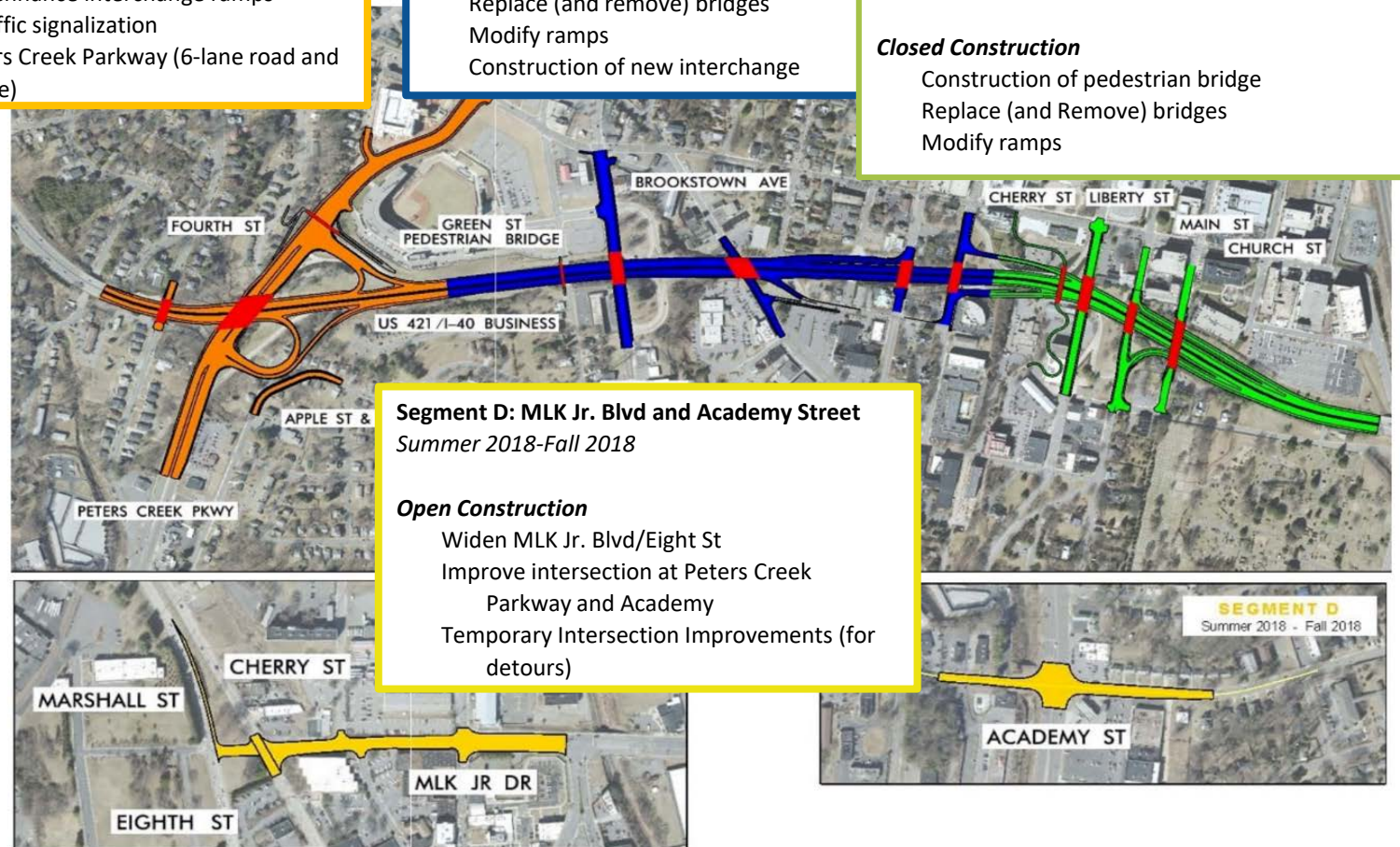
Closed Construction

- Construction of pedestrian bridge
- Replace (and Remove) bridges
- Modify ramps

Segment D: MLK Jr. Blvd and Academy Street
Summer 2018-Fall 2018

Open Construction

- Widen MLK Jr. Blvd/Eight St
- Improve intersection at Peters Creek Parkway and Academy
- Temporary Intersection Improvements (for detours)



Mitigation Plan's Process To Date



Focal Points for Mitigation Plan *(Urban/Regional Focus)*

CONGESTION MANAGEMENT

Services to maintain and/or enhance the current level of service for the transit system

Urban Focus

- Increased Frequency
- Park & Ride Locations
- Vehicle Rehabilitation
- Vehicle Leasing

Regional Focus

- Expanded Transit Services
- Park & Ride Locations
- Incident Management

INCENTIVE

Services to encourage new transit ridership and remove vehicles off the roads

Urban Focus

- Guaranteed Ride Home Program

Regional Focus

- Guaranteed Ride Home Program
- Mobile Ticketing Software and Support
- Express Pass/Vanpool

MARKETING & COMMUNICATION

Services that encourage and educate about mitigation strategies

Urban Focus

- Marketing Campaign
- Travel Training/Information Sessions
- Temporary Call Center Staffing

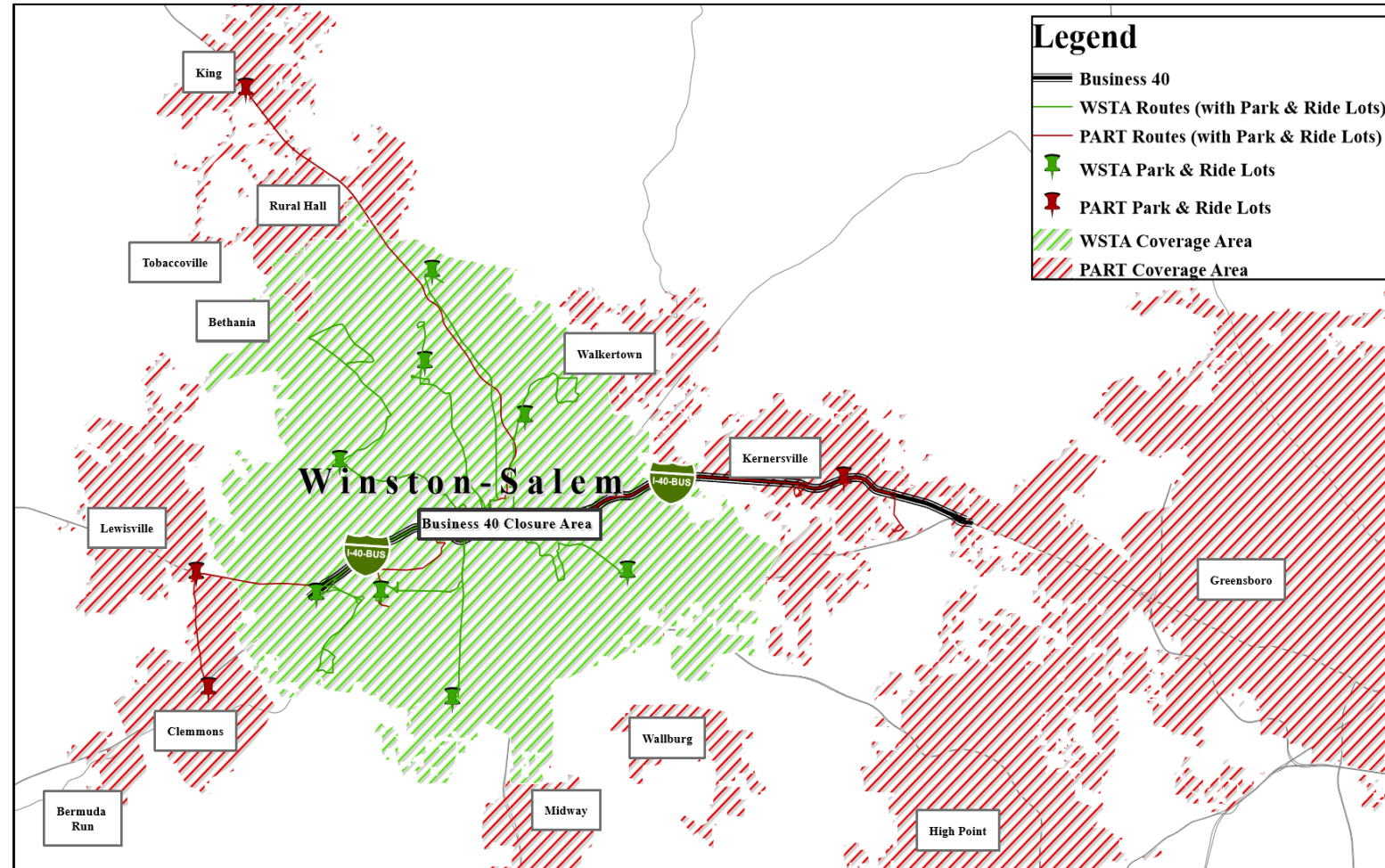
Regional Focus

- Marketing Campaign
- Regional Ridesharing Campaign

Congestion Management Strategies

Reason for the Strategies:

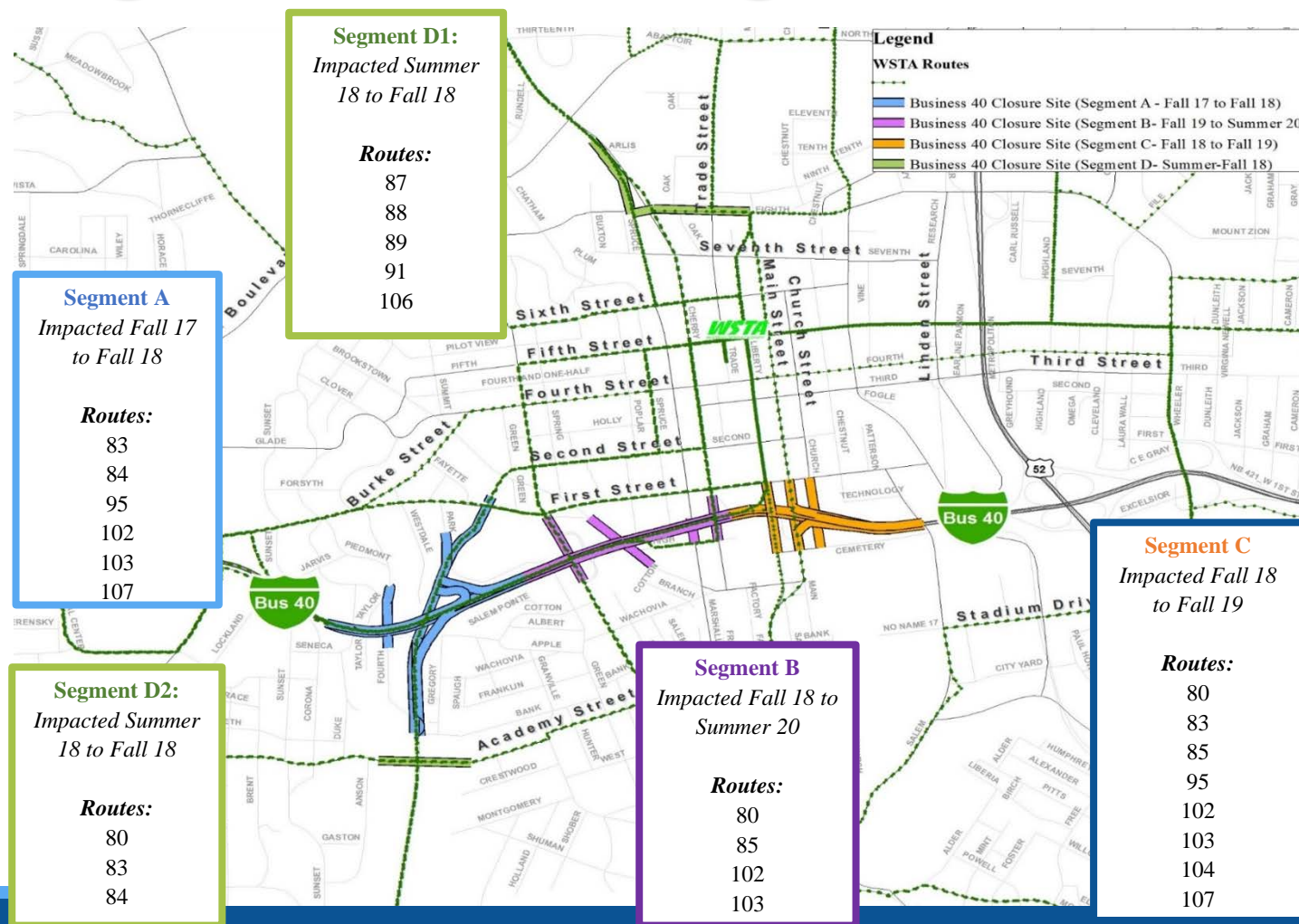
- A need to re-route transit routes
- Anticipated increase in traffic volumes on alternative/detour roads
- Removal of Single Occupancy Vehicles (SOVs) from traveling near the project site



Congestion Management Strategies

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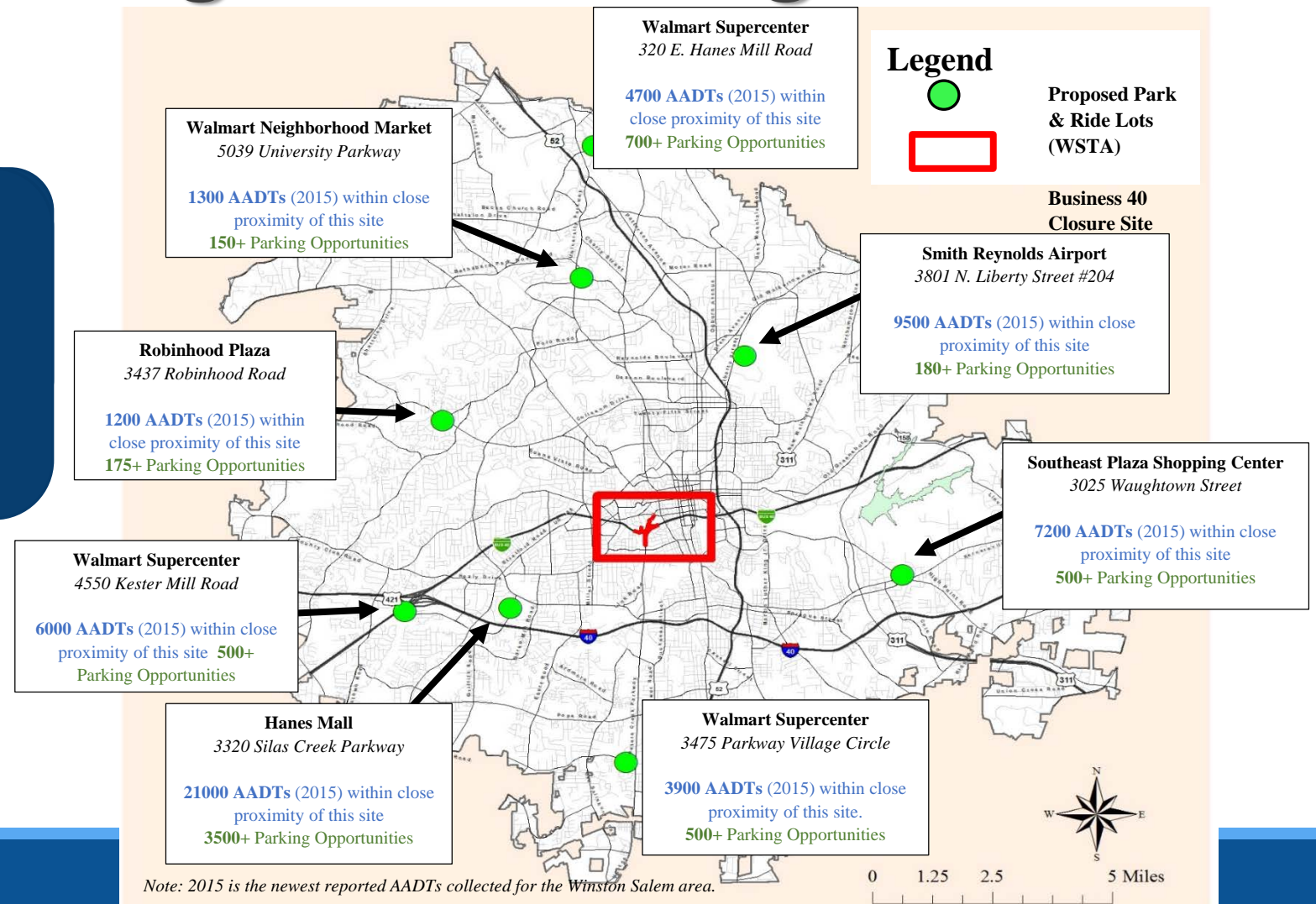
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Congestion Management Strategies

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Increased Frequency to 8 Routes Impacted

*By adding an additional vehicle to those 8 routes, it would ensure the system maintains its current level of service.
Note: 2 Routes provide Park & Ride Opportunity*

Eight (8) Park & Ride Locations with Express Bus Service

Park & Ride Locations will be available along the perimeter of the city and Express Bus service will shuttle people into the city

Rehabilitation of 17 Fixed Route Buses

Rehabilitation of the older fleet will prepare WSTA operations for the additional frequency and Express Bus Services

Leasing of Buses

Leasing of buses will be available as a contingency if mechanical failure occurs within the fleet

Congestion Management Strategies

Reason for the Strategies:

- A need to re-route transit routes
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- Removal of Single Occupancy Vehicles (SOVs) from traveling near the project site

Express Connectors

Expanding transit services and frequency to existing connectors in the northern, western and eastern portions, outside of the city limits

Additional Park & Ride Locations with Bus Service

Park & Ride Locations outside of the city limits, with bus service to shuttle people into the city

Incentive Strategies

Reason for the Strategies

- Encourage new transit ridership
- Removal of Single Occupancy Vehicles (SOVs) from traveling near

Guaranteed Ride Home Program

A program to provide Park & Ride participants a way to access their cars in the case of an emergency. Program can be accessed 3x a year, over the 2-year closure timeframe.

Incentive Strategies

Reason for the Strategies

- Encourage new transit ridership
- Removal of Single Occupancy Vehicles (SOVs) from traveling near

Guranteed Ride Home Program

A program to provide Park & Ride participants to a way access their cars in the case of an emergency. Program can be accessed over the 2-year closure timeframe.

Mobile Ticketing Software and Support

Mobile application that would allow visual inspection when boarding and utilizing transit service

Express Pass/VanPool

Reduced or subsidized fares to downtown employees who use mobile/online ticketing purchasing and visual inspection for boarding

Communication and Marketing Strategies

Reason for the Strategies:

- *Encourage and educate the community about transit services during the closure time-frame.*

Marketing Campaign

Marketing of the mitigation strategies available within the city-limits, during-before-after the closure.

Travel Training & Information Sessions

Instructional sessions to teach new transit riders how to navigate the system and public meetings to inform about mitigation information, as it pertains to the closure

Call Center Coverage

Additional Call Center coverage to prepare for increased call volumes and provide customer service as it relates to Business 40.

Communication and Marketing Strategies

Reason for the Strategies:

- *Encourage and educate the community about transit services during the closure time-frame.*

Regional Ridesharing Campaign

Extensive social media and web marketing campaign to promote ridesharing and mobility options

Marketing Campaign

Marketing of the mitigation strategies available outside of the city-limits, during-before-after the closure.

Combined Mitigation Strategies

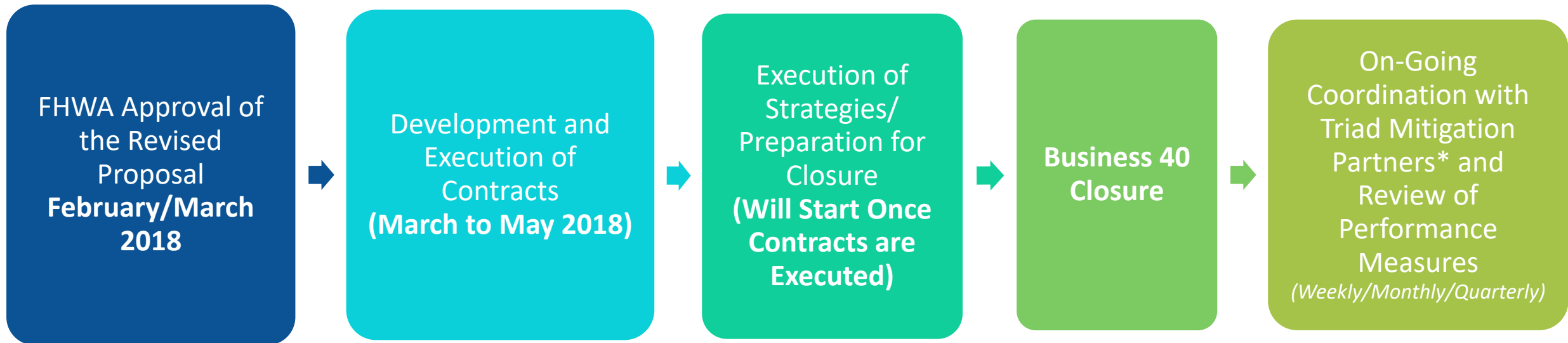
URBAN AREA STRATEGIES		
Congestion Management	WSTA Increased Frequency (Park and Ride Locations/ Express Services)	\$5,812,990.35
	WSTA Rehabilitation	\$1,952,000
	WSTA Vehicle Leasing	\$240,000
		\$8,004,990.35
Incentives	Guaranteed Ride Program	\$199,260
		\$199,260
Communication and Marketing	Marketing Campaign	\$50,000
	Traveling Training	\$25,000
	Temporary Call Center Staffing	\$45,000
		\$120,000

Total: \$8,324,250.35

REGIONAL AREA STRATEGIES		
Congestion Management	Express Connectors	\$3,264,000
	Park & Ride Locations	\$81,000
		\$3,345,000
Incentives	Express Pass/ Vanpool Services	\$1,579,200
	Emergency Ride Home Program	\$29,484
	Mobile Ticketing Software and Support	\$50,000
		\$1,658,684
Communication and Marketing	Purchased Materials and Advertisement	\$225,000
	Marketing	\$25,000
	Project Management/ Public Outreach	\$150,000
		\$400,000

Total: \$5,403,684

Next Steps



*Triad Mitigation Partners: NCDOT, City of Winston-Salem, Winston-Salem Transit Authority (WSTA) and Piedmont Area Regional Transportation (PART)

Any Questions?

