



alta



Winston-Salem Pedestrian Plan

Final Presentation

August 2021



# Project Recap & Schedule



# Project Timeline



# Vision & Goals

*Winston-Salem is walkable for all, through a connected, accessible, safe sustainable network of sidewalks and trails that improve the health and well-being of Winston-Salem's people, economy, and environment.*



**ENHANCE  
HEALTH**



**INCREASE  
SAFETY**



**PROMOTE  
EQUITY**



**CREATE A POSITIVE  
ECONOMIC IMPACT**



**ENHANCE CONNECTIVITY,  
MOBILITY, AND ACCESSIBILITY**



**PROTECT THE  
ENVIRONMENT**



**INCREASE  
LIVABILITY**



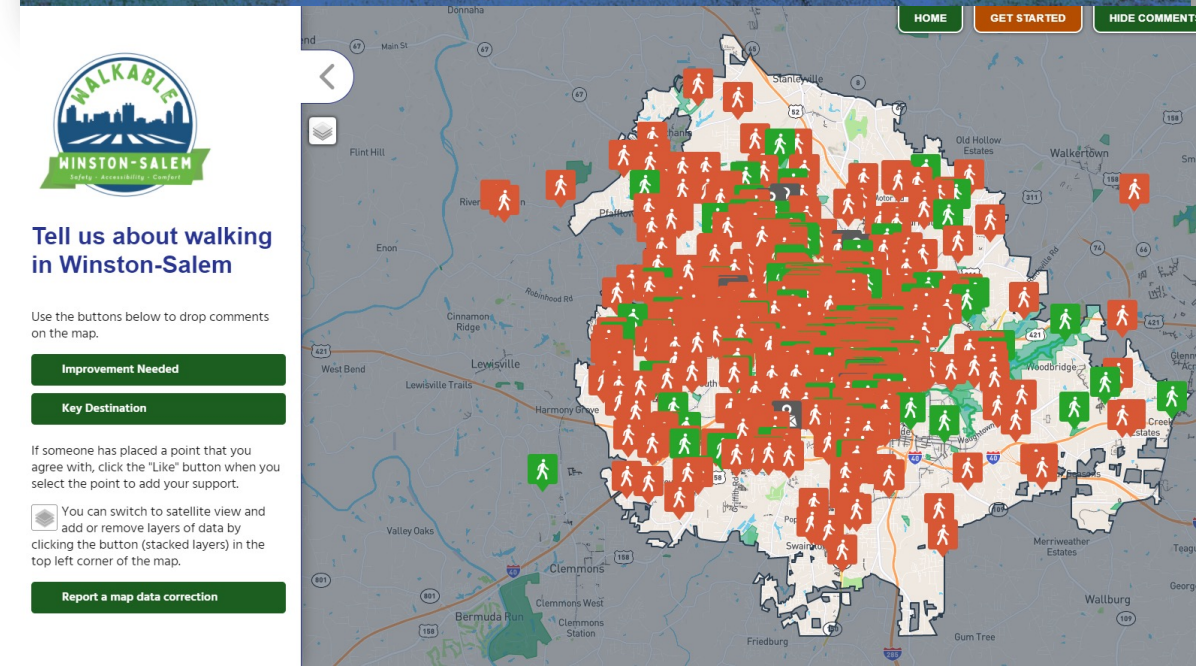
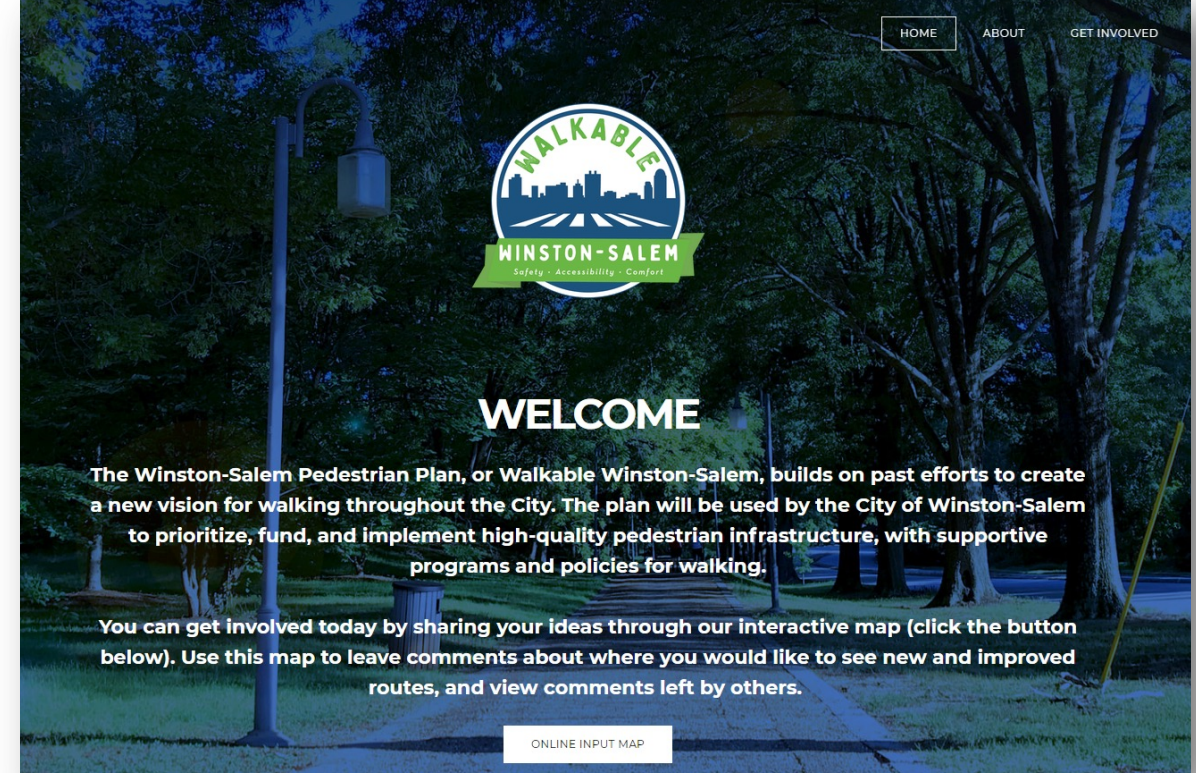


# Public Engagement



# Public Outreach

- Website and online interactive map
- City social media outreach
- Committee promotion/word-of-mouth
- Outreach interviews
- 2 sets of webinars (July and November)
- Project post cards (November)
- Public survey (November)





## Tell us about walking in Winston-Salem

Use the buttons below to drop comments on the map.

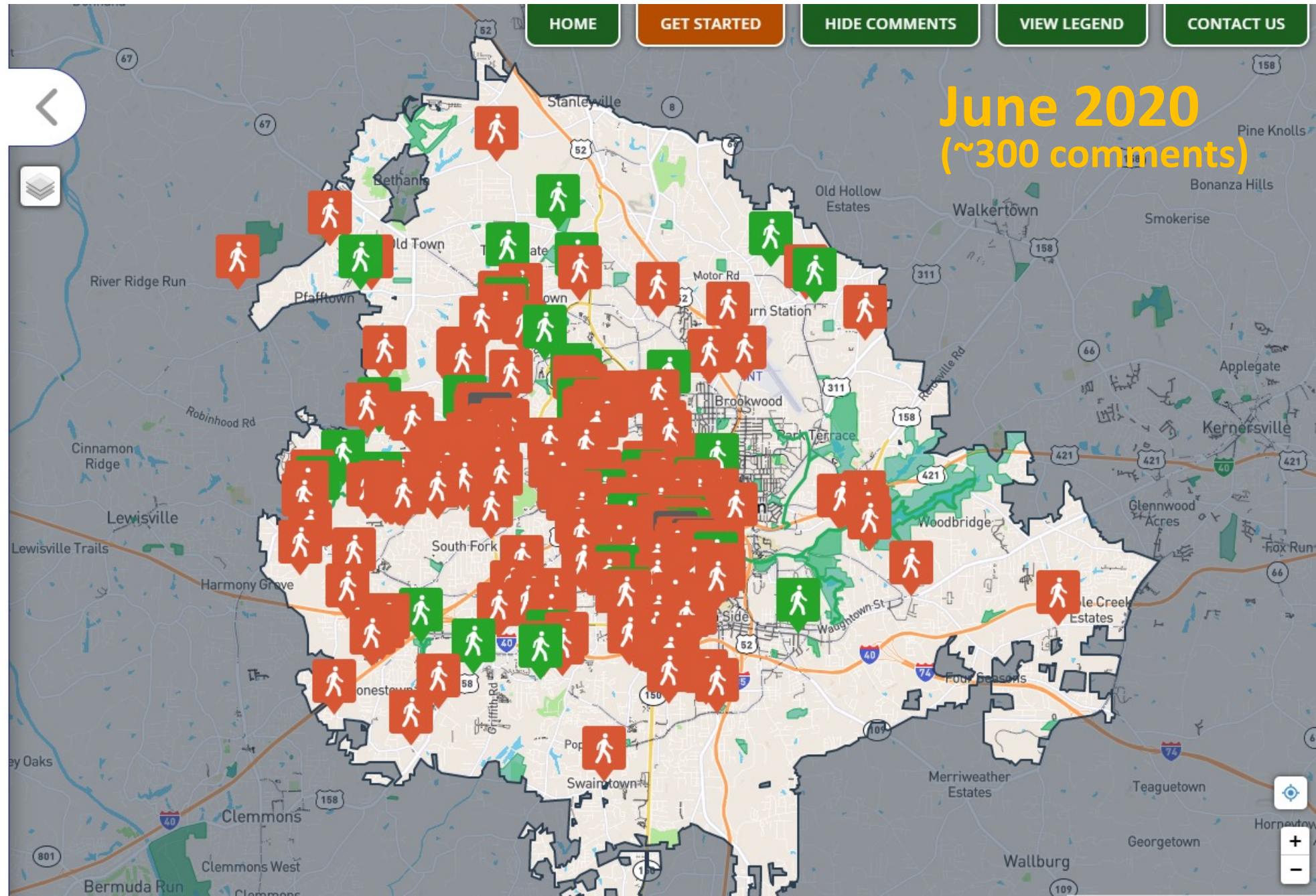
Improvement Needed

Key Destination

If someone has placed a point that you agree with, click the "Like" button when you select the point to add your support.

You can switch to satellite view and add or remove layers of data by clicking the button (stacked layers) in the top left corner of the map.

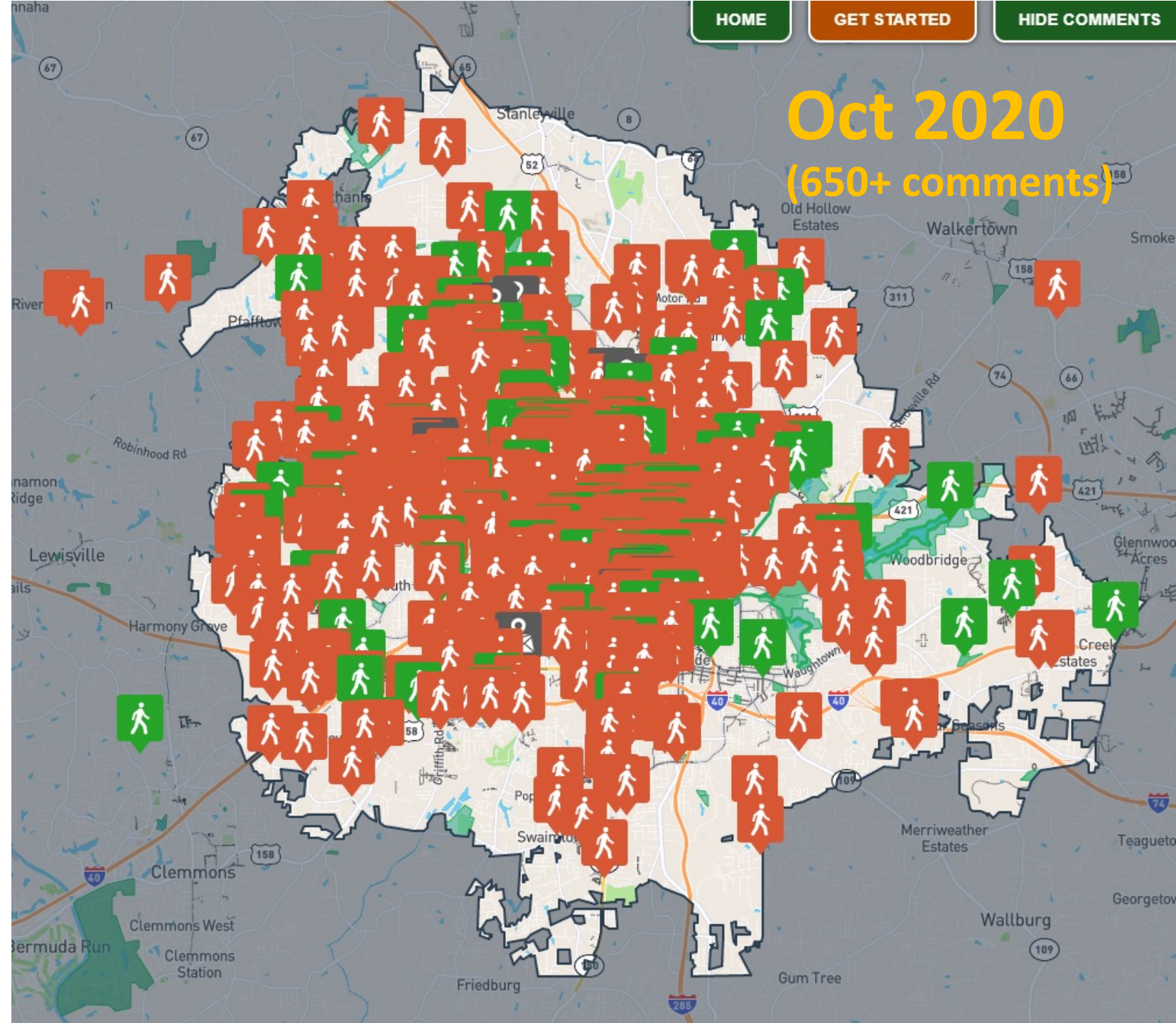
Report a map data correction



# Supplementing the Online Input Map

Neighborhood Level  
Outreach:

- E/NE Winston Neighborhood Association (Interview)
- Happy Hills Neighborhood Association (Interview)
- Atkins CDC (Outreach)





# Supplementing the Online Input Map & Interviews

- Project Information Postcards & Public Survey



**Where do you want to walk in Winston-Salem?**

Winston-Salem is creating a new pedestrian plan to guide investment in sidewalks, crosswalks, greenways and other pedestrian improvements. We need more public input, not only on future improvements, but on the safety, comfort and accessibility of our current sidewalks, crosswalks and greenways.

Please visit [Winston-SalemWalks.com](http://Winston-SalemWalks.com) to review draft recommendations and complete a survey to share your opinion.

The website also has an interactive map that lets you show us where improvements are needed, and also show us the places you would like to be able to reach on foot.

**¿Dónde quieres caminar en Winston-Salem?**

Winston-Salem está creando un nuevo plan peatonal para guiar la inversión en aceras, cruces peatonales, vías verdes y otras mejoras peatonales. Necesitamos más comentarios del público, no solo sobre las mejoras futuras, sino también sobre la seguridad, la comodidad y la accesibilidad de nuestras aceras, cruces peatonales y vías verdes actuales.

Visite [Winston-SalemWalks.com](http://Winston-SalemWalks.com) para revisar el borrador de las recomendaciones y completar una encuesta para compartir su opinión.

El sitio web también tiene un mapa interactivo que le permite mostrarnos dónde se necesitan mejoras y también mostrarnos los lugares a los que le gustaría poder llegar a pie.



P.O. Box 2511  
Winston-Salem, NC 27102

**Where do you want to walk in Winston-Salem?**

**¿Dónde quieres caminar en Winston-Salem?**

**Oct 2020**  
**(650+ comments)**

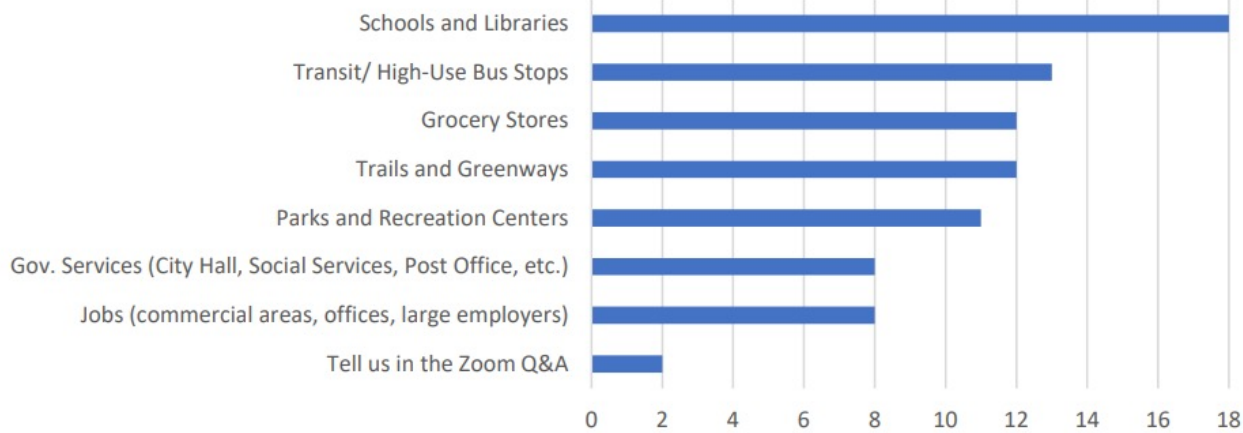


**Project Postcards**

# July & November Public Webinars/Presentations

- Went over vision, goals, and existing conditions

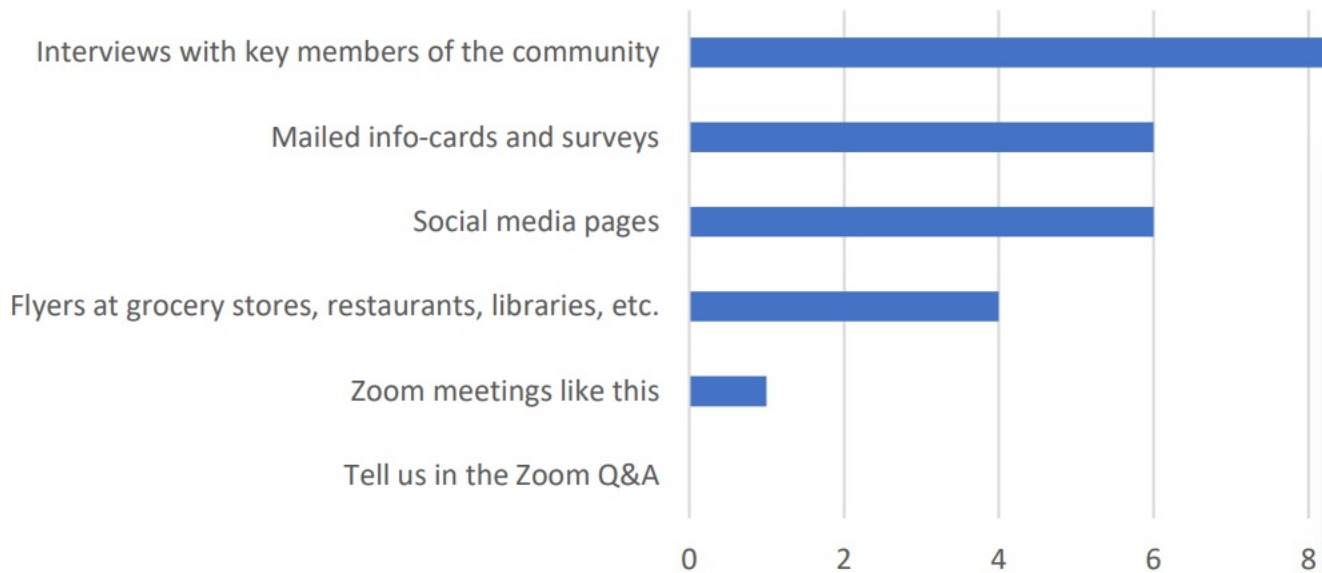
1. What are the most important destinations to reach by walking in Winston-Salem? (choose up to 3)



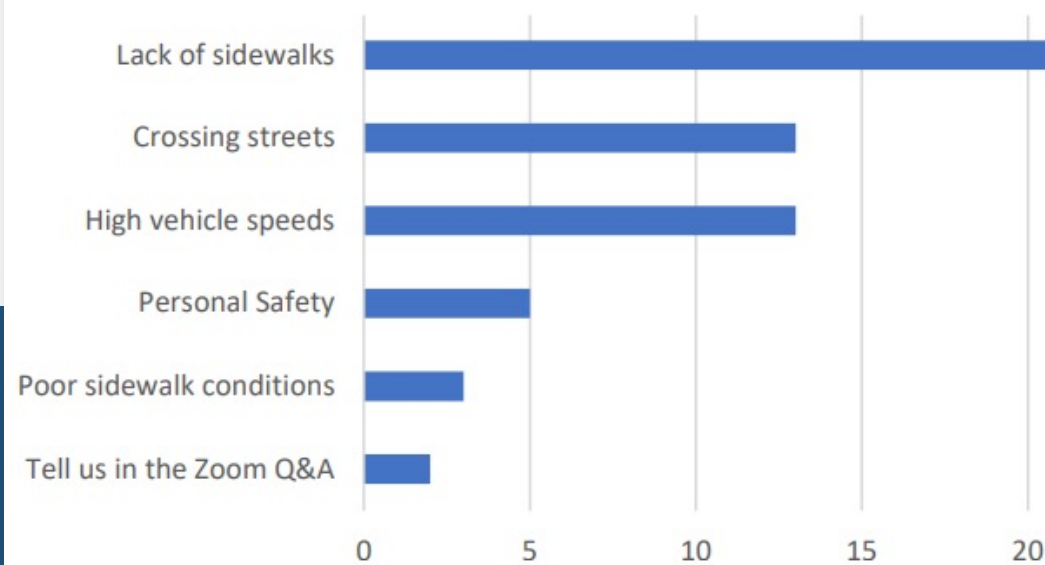
2. What would encourage you to walk more often?



### 7. How can we best get feedback from people in your community about this plan?



### 3. What are your biggest safety concern about walking in Winston-Salem? (choose up to 2)





# Draft Plan Highlights



# Vision

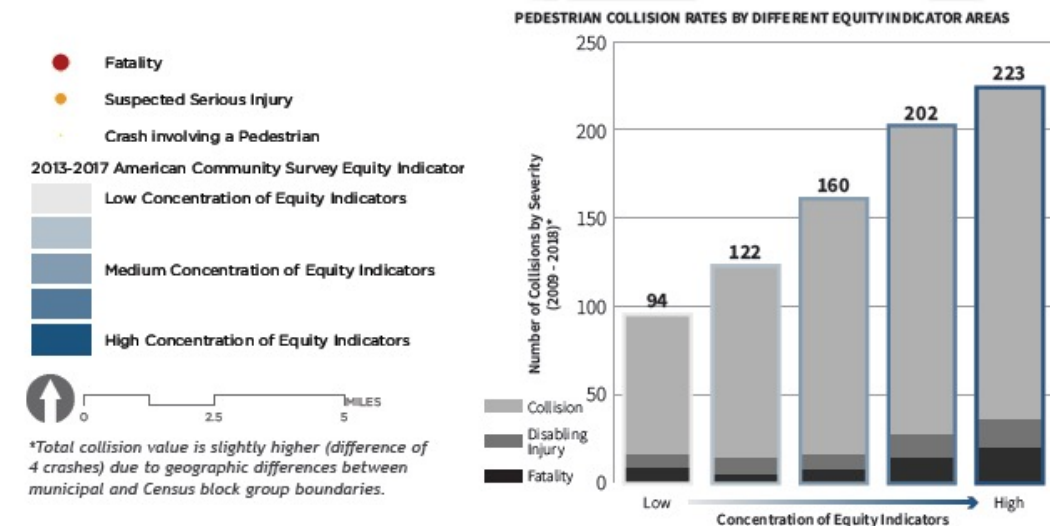
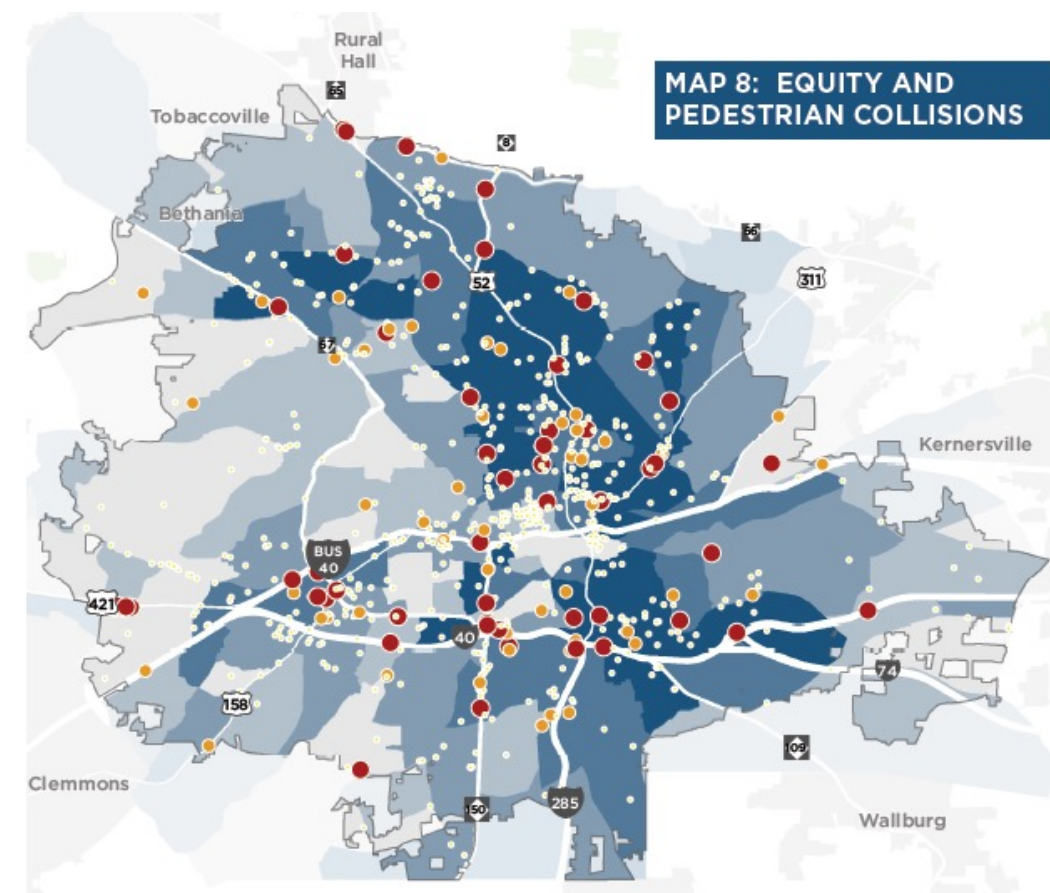
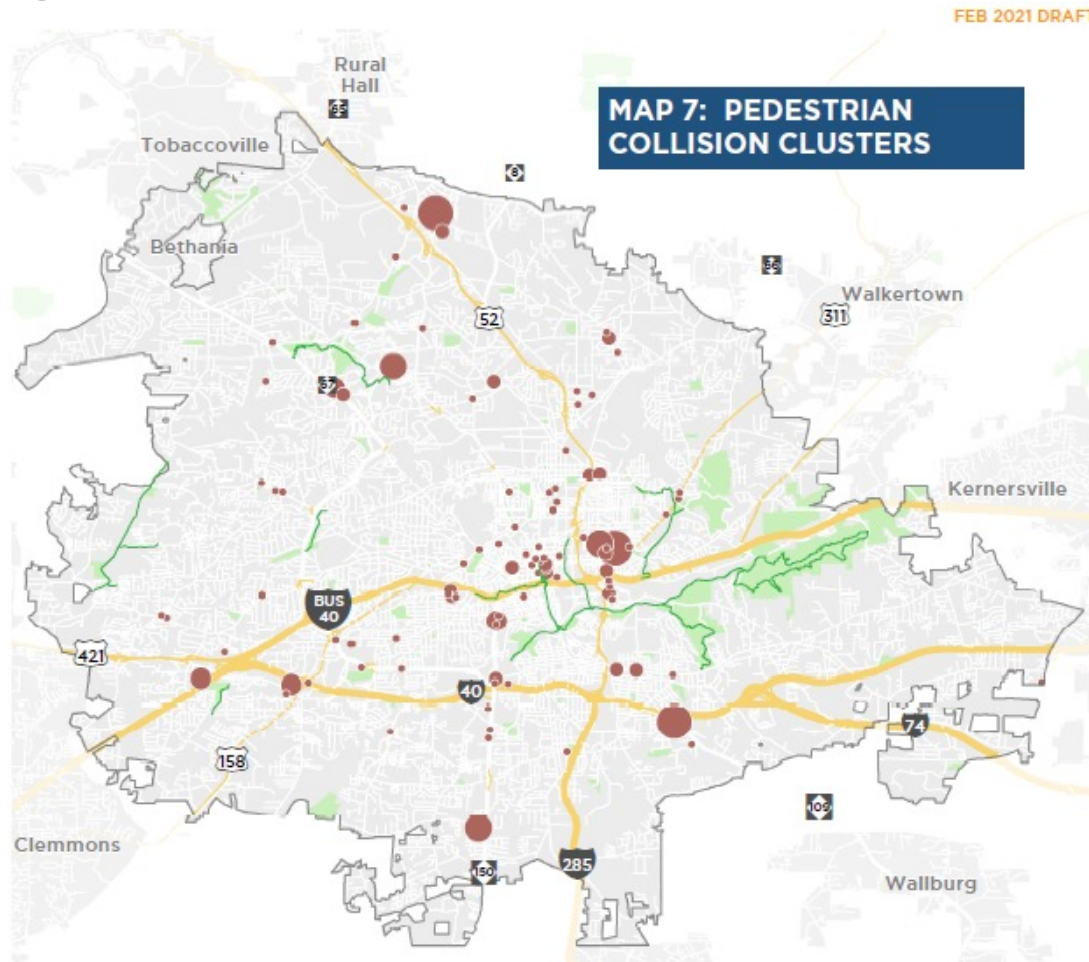
*Winston-Salem is walkable for all, through a connected, accessible, safe sustainable network of sidewalks and trails that improve the health and well-being of Winston-Salem's people, economy, and environment.*

But how do we get there?



# Project Identification Process

## Existing Conditions



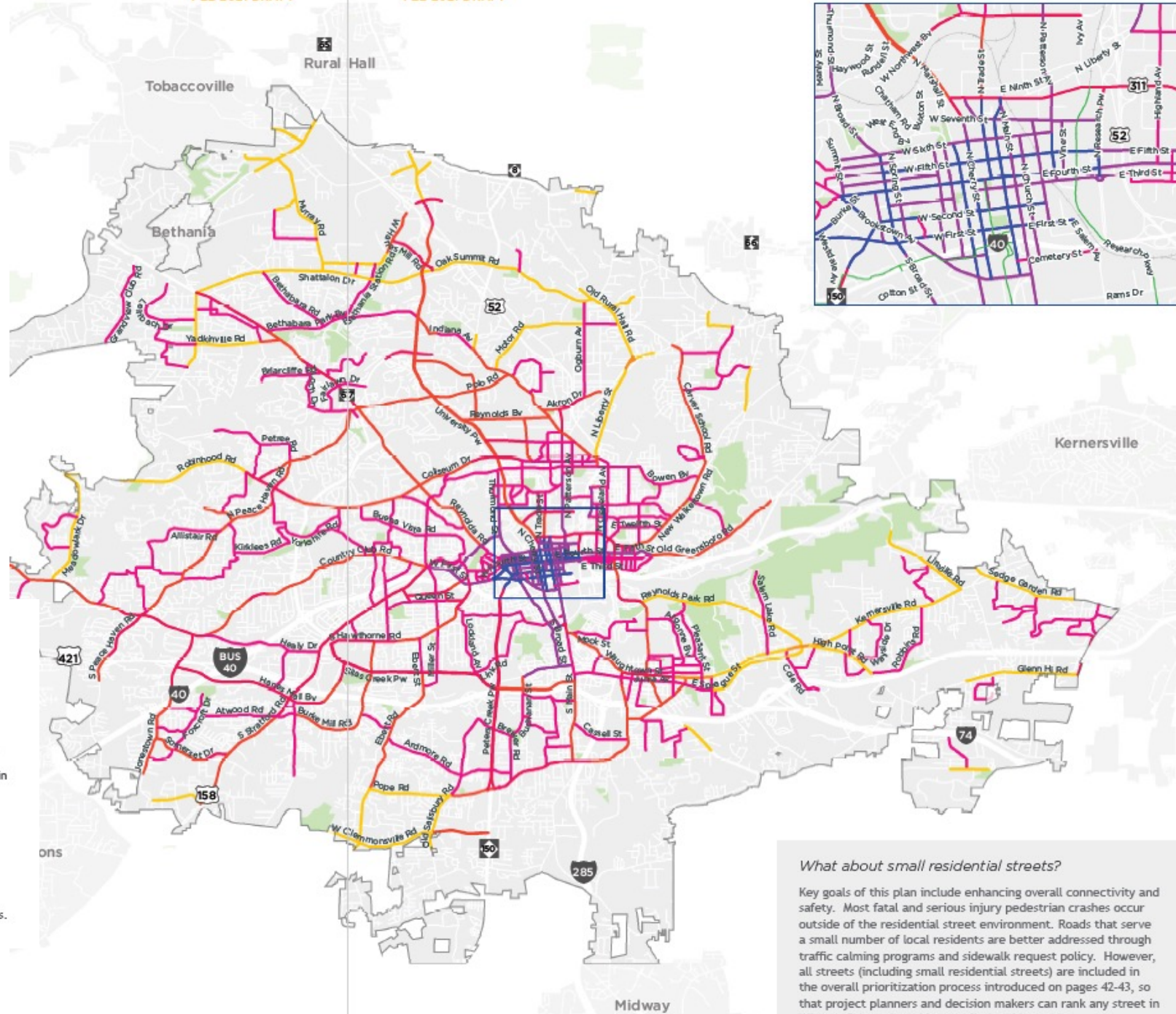
# Project Identification Process

Existing Conditions

## Overall Pedestrian Network

FEB 2021 DRAFT

FEB 2021 DRAFT



### Urban Major Walkways

High-use transit routes and highest-density mixed-use corridors along major urban roadways.



### Urban Minor Walkways

Mixed-use residential and commercial corridors along major and minor urban roadways.



### Neighborhood Walkways

Local or Collector roadways linking neighborhoods to parks, schools, and transit.



### Suburban Walkways

Commercial and mixed-use corridors along major suburban roadways.



### Suburban Low Density Walkways

Major suburban roadways with residential, light commercial, or office uses.



### Rural Commercial Walkways

Retail clusters on major roadways in rural areas.



### Rural Walkways

Major rural roadways connecting residential and commercial clusters.

### What about small residential streets?

Key goals of this plan include enhancing overall connectivity and safety. Most fatal and serious injury pedestrian crashes occur outside of the residential street environment. Roads that serve a small number of local residents are better addressed through traffic calming programs and sidewalk request policy. However, all streets (including small residential streets) are included in the overall prioritization process introduced on pages 42-43, so that project planners and decision makers can rank any street in Winston-Salem alongside overall citywide needs.

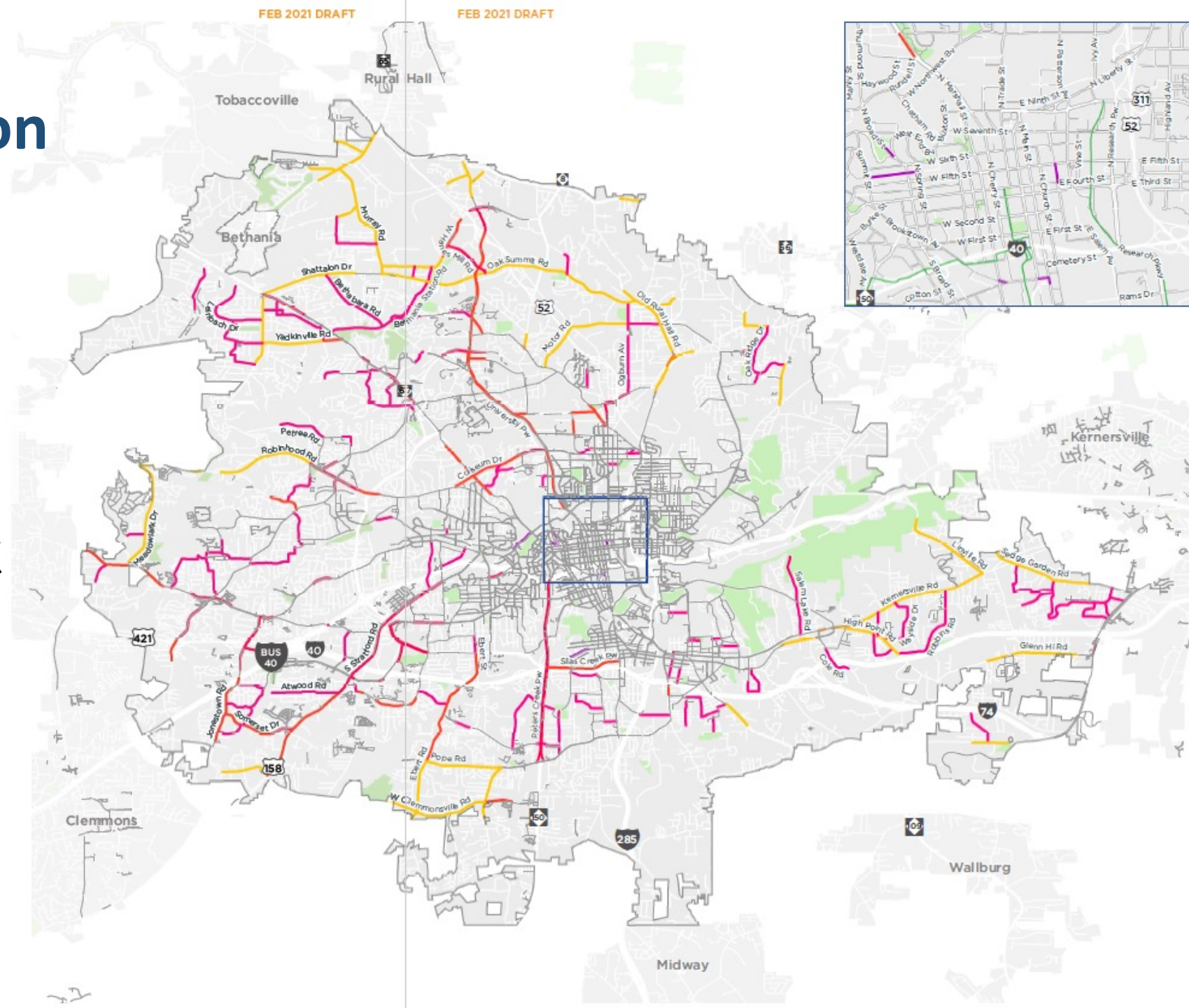
# Project Identification Process

Existing Conditions

Overall Pedestrian Network

Pedestrian Network Gaps

- Rural Walkway
- Rural Commercial Walkway
- Suburban Low Density Walkway
- Suburban Walkway
- Neighborhood Walkway
- Urban Minor Walkway
- Urban Major Walkway
- Sidewalk
- Park





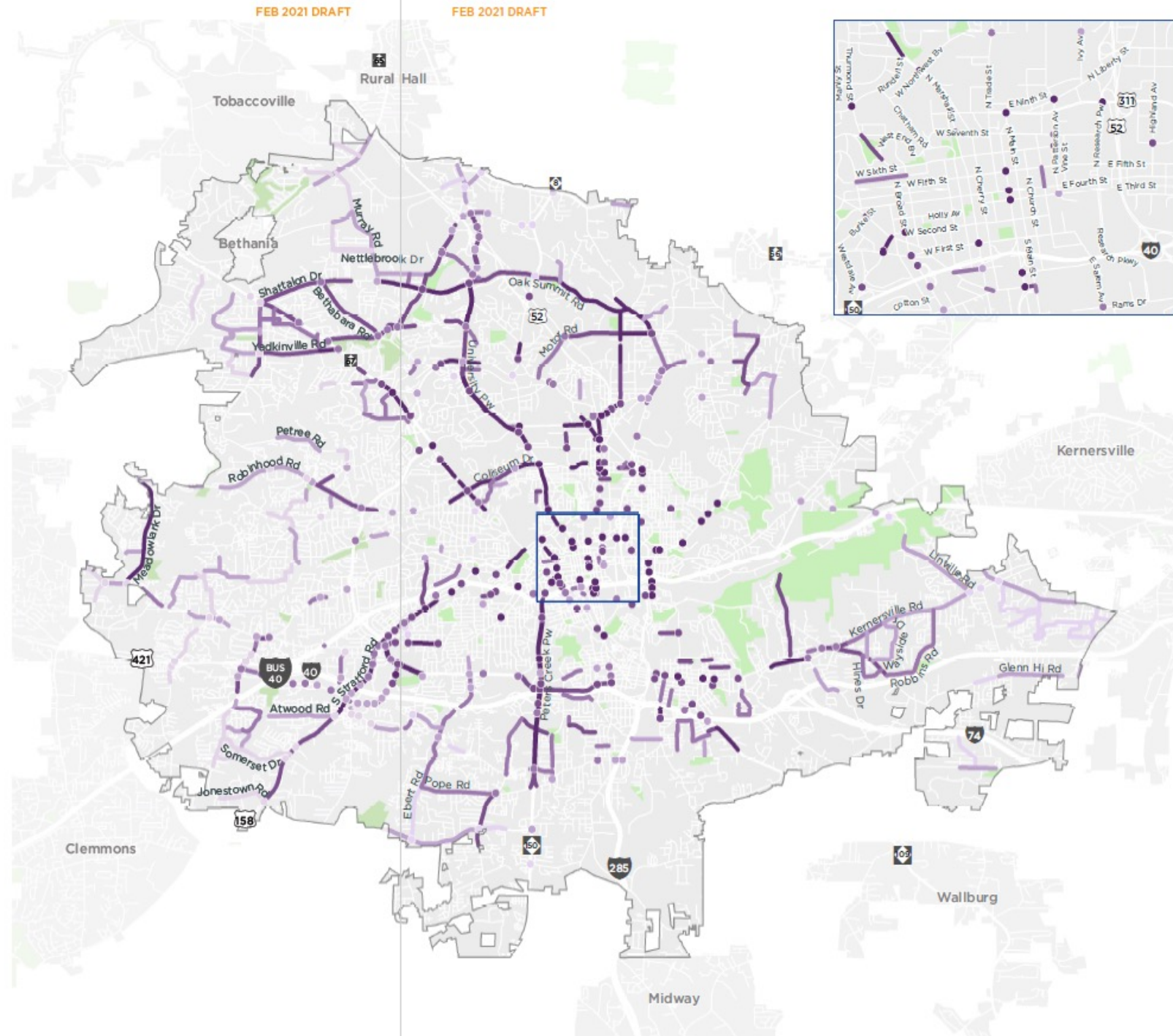
# Project Identification Process

Existing Conditions

Overall Pedestrian Network

Pedestrian Network Gaps

Prioritized Network



# Prioritization

## Goal Setting

This committee has been guiding the process since day one by outlining key tenets of the project's overarching Vision and Goals which fed directly into the data driven prioritization process.

### Plan Goal



Promote  
Equity



Enhance  
Connectivity,  
Mobility, and  
Accessibility



Increase  
Safety



Increase  
Livability



Create a Positive  
Economic Impact



Enhance Health










Protect the  
Environment



# Prioritization

## Create a Roadmap







To achieve the project goals, a series of objectives were developed to guide future pedestrian planning and development.

Plan Goal	Plan Objective
 <b>Promote Equity</b>	Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations where need may be higher.
 <b>Enhance Connectivity, Mobility, and Accessibility</b>	Complete and maintain a pedestrian network, providing better connectivity, ensuring accessibility for people of all ages and abilities.
 <b>Increase Safety</b>	Protect the public safety and personal security of people walking.
 <b>Increase Livability</b>  <b>Create a Positive Economic Impact</b>	Establish a strategic prioritization process that commits to funding pedestrian network improvements and existing sidewalk maintenance in the most critical locations.
 <b>Enhance Health</b>	Improve the health of residents and the environment by getting more people walking for their transportation, recreation, and daily needs through policies, programs, and projects.
 <b>Protect the Environment</b>	

# Prioritization

## Develop Metrics








Those objectives were then broken out into quantifiable metrics that can be used to measure and prioritize projects.

Plan Goal	Plan Objective	Score Input
 <b>Promote Equity</b>	Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations where need may be higher.	Equity analysis results
 <b>Enhance Connectivity, Mobility, and Accessibility</b>	Complete and maintain a pedestrian network, providing better connectivity, ensuring accessibility for people of all ages and abilities.	Each school or library within 1/4 mile
		Each school or library within 1/4 mile to 1/2 mile
		Each university within 1/4 mile
		Each university within 1/2 mile
 <b>Increase Safety</b>	Protect the public safety and personal security of people walking.	Each crash on segment
		Any fatality along segment
		Street classification of Collector or above
 <b>Increase Livability</b>	Establish a strategic prioritization process that commits to funding pedestrian network improvements and existing sidewalk maintenance in the most critical locations.	Demand analysis results
		Segment is along a top 10 transit route (by ridership)
 <b>Create a Positive Economic Impact</b>		Segment has a transit stop
		Each public comment or support vote
 <b>Enhance Health</b>	Improve the health of residents and the environment by getting more people walking for their transportation, recreation, and daily needs through policies, programs, and projects.	Project proposed in adopted plan
		Each park, greenway, or recreation center within 1/4 mile
 <b>Protect the Environment</b>		Each park, greenway, or recreation center within 1/2 mile

# Prioritization

## Balance Priorities








Those inputs are given values to balance the various goals.

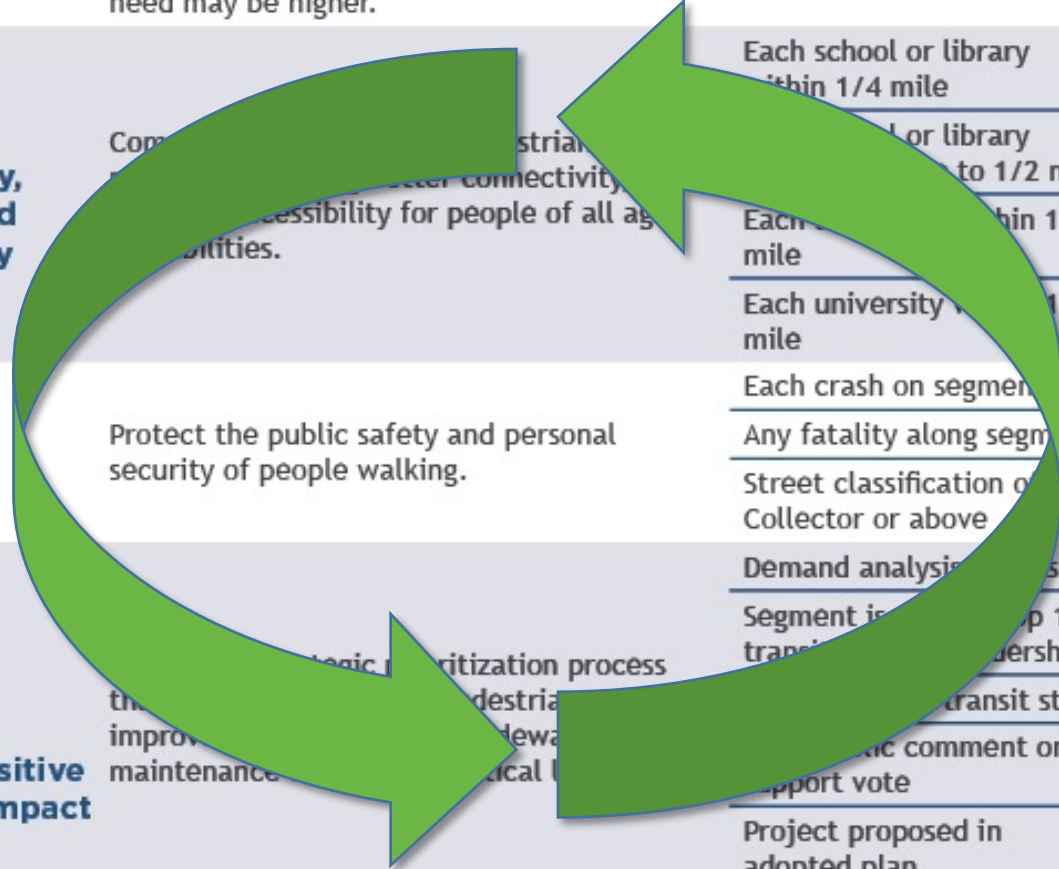
Plan Goal	Plan Objective	Score Input	Possible Points	Max Score
 <b>Promote Equity</b>	Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations where need may be higher.	Equity analysis results	1.6-8	8
 <b>Enhance Connectivity, Mobility, and Accessibility</b>	Complete and maintain a pedestrian network, providing better connectivity, ensuring accessibility for people of all ages and abilities.	Each school or library within 1/4 mile	+2	5
		Each school or library within 1/4 mile to 1/2 mile	+1	
		Each university within 1/4 mile	+5	
		Each university within 1/2 mile	+3	
 <b>Increase Safety</b>	Protect the public safety and personal security of people walking.	Each crash on segment	+1	7
		Any fatality along segment	+7	
		Street classification: Collector or above	+3	
 <b>Increase Livability</b>	Establish a strategic prioritization process that commits to funding pedestrian network improvements and existing sidewalk maintenance in the most critical locations.	Demand analysis results	1-5	5
		Segment is along a top 10 transit route (by ridership)	+5	5
 <b>Create a Positive Economic Impact</b>		Segment has a transit stop	+3	5
		Each public comment or support vote	+1	
 <b>Enhance Health</b>	Improve the health of residents and the environment by getting more people walking for their transportation, recreation, and daily needs through policies, programs, and projects.	Project proposed in adopted plan	+2	5
		Each park, greenway, or recreation center within 1/4 mile	+2	
 <b>Protect the Environment</b>		Each park, greenway, or recreation center within 1/2 mile	+1	
			<b>Maximum Score</b>	<b>40</b>

# Prioritization








## Implement, Iterate, and Innovate

The process can be re-run to include new attributes, update project status, shift scoring weights, etc.

Plan Goal	Plan Objective	Score Input	Possible Points	Max Score
 <b>Promote Equity</b>	Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations where need may be higher.	Equity analysis results	1.6-8	8
 <b>Enhance Connectivity, Mobility, and Accessibility</b>	Complete pedestrian infrastructure projects that improve connectivity and accessibility for people of all ages and abilities.	Each school or library within 1/4 mile	+2	5
		Each school or library within 1/2 mile	+1	
		Each transit stop within 1/4 mile	+5	
		Each university within 1/2 mile	+3	
 <b>Increase Safety</b>	Protect the public safety and personal security of people walking.	Each crash on segment	+1	7
		Any fatality along segment	+7	
		Street classification of Collector or above	+3	
 <b>Increase Livability</b>	Use a logic prioritization process to identify pedestrian infrastructure projects that improve livability and economic maintenance.	Demand analysis results	1-5	5
		Segment in top 10 transit stop (membership)	+5	5
 <b>Create a Positive Economic Impact</b>	Improve economic maintenance through pedestrian infrastructure projects that improve livability and economic maintenance.	Transit stop within 1/2 mile	+3	5
		Project proposed in adopted plan	+2	
 <b>Enhance Health</b>	Improve the health of residents and the environment by getting more people walking for their transportation, recreation, and daily needs through policies, programs, and projects.	Each park, greenway, or recreation center within 1/4 mile	+2	5
 <b>Protect the Environment</b>		Each park, greenway, or recreation center within 1/2 mile	+1	
			Maximum Score	40





Plan Goal	Plan Objective	Score Input	Possible Points	Max Score
 <b>Promote Equity</b>	Prioritize investment in areas with the greatest historic underinvestment in pedestrian infrastructure and with historically under-served populations where need may be higher.	Equity analysis results	1.6-8	8
		Each school or library within 1/4 mile	+2	5
 <b>Enhance Connectivity, Mobility, and Accessibility</b>	Complete and maintain a pedestrian network, providing better connectivity, ensuring accessibility for people of all ages and abilities.	Each school or library within 1/4 mile to 1/2 mile	+1	
		Each university within 1/4 mile	+5	
		Each university within 1/2 mile	+3	
		Each crash on segment	+1	
 <b>Increase Safety</b>	Protect the public safety and personal security of people walking.	Any fatality along segment	+7	7
		Street classification of Collector or above	+3	
		Demand analysis results	1-5	5
 <b>Increase Livability</b>	Establish a strategic prioritization process that commits to funding pedestrian network improvements and existing sidewalk maintenance in the most critical locations.	Segment is along a top 10 transit route (by ridership)	+5	5
		Segment has a transit stop	+3	
 <b>Create a Positive Economic Impact</b>		Each public comment or support vote	+1	5
		Project proposed in adopted plan	+2	
 <b>Enhance Health</b>	Improve the health of residents and the environment by getting more people walking for their transportation, recreation, and daily needs through policies, programs, and projects.	Each park, greenway, or recreation center within 1/4 mile	+2	5
		 <b>Protect the Environment</b>	Each park, greenway, or recreation center within 1/2 mile	
		Maximum Score		40

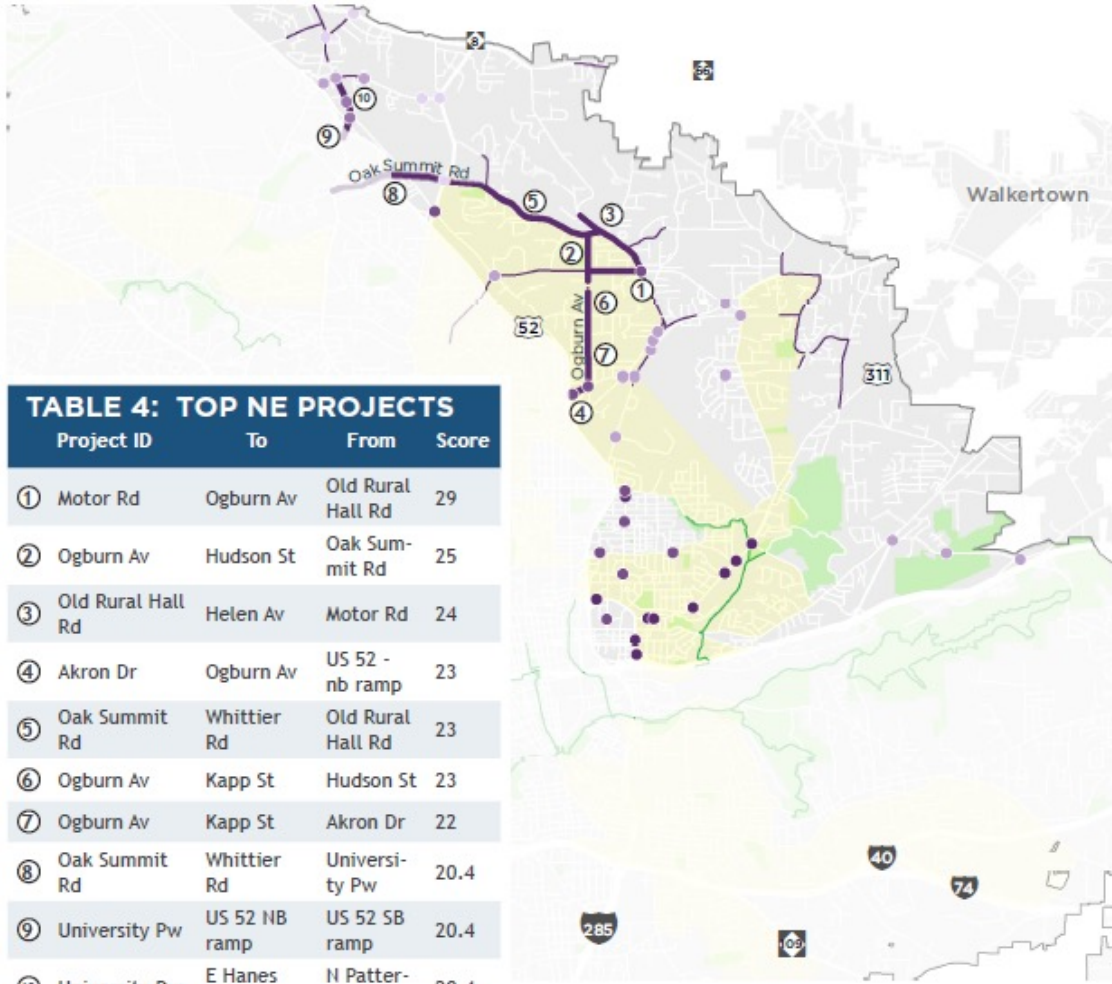


# Draft Prioritization Results





# Top NE Projects



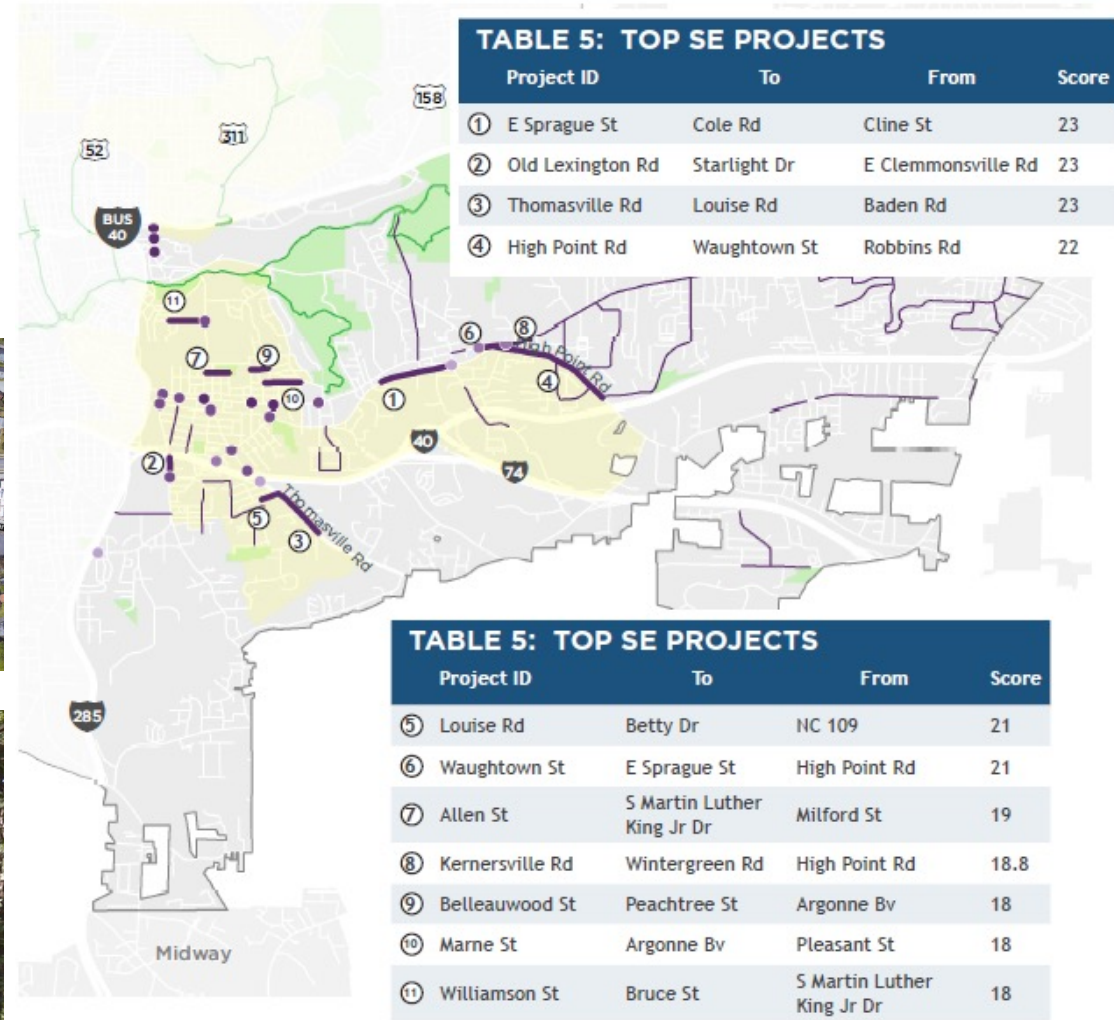
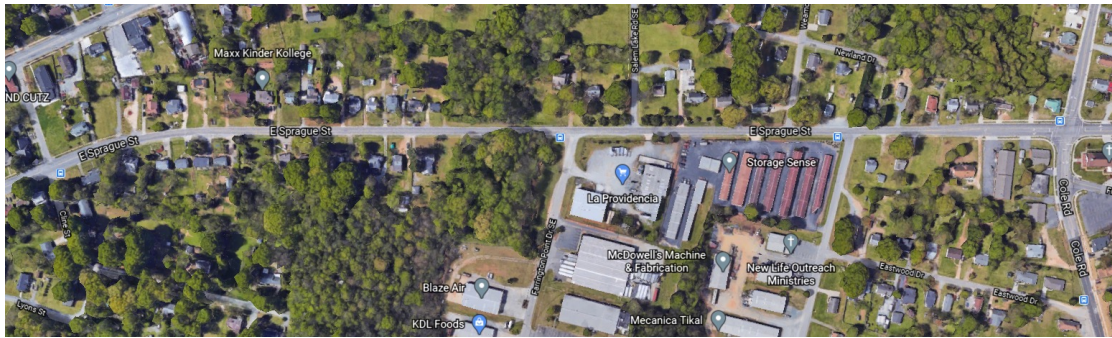
**TABLE 4: TOP NE PROJECTS**

Project ID	To	From	Score	
①	Motor Rd	Ogburn Av	Old Rural Hall Rd	29
②	Ogburn Av	Hudson St	Oak Summit Rd	25
③	Old Rural Hall Rd	Helen Av	Motor Rd	24
④	Akron Dr	Ogburn Av	US 52 - nb ramp	23
⑤	Oak Summit Rd	Whittier Rd	Old Rural Hall Rd	23
⑥	Ogburn Av	Kapp St	Hudson St	23
⑦	Ogburn Av	Kapp St	Akron Dr	22
⑧	Oak Summit Rd	Whittier Rd	University Pw	20.4
⑨	University Pw	US 52 NB ramp	US 52 SB ramp	20.4
⑩	University Pw	E Hanes Mill Rd	N Patterson Av	20.4

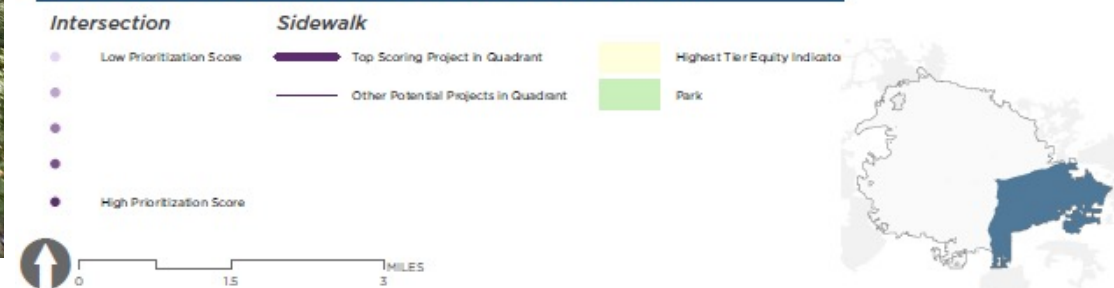
**MAP 16: NORTHEAST PRIORITIZED PROJECTS**



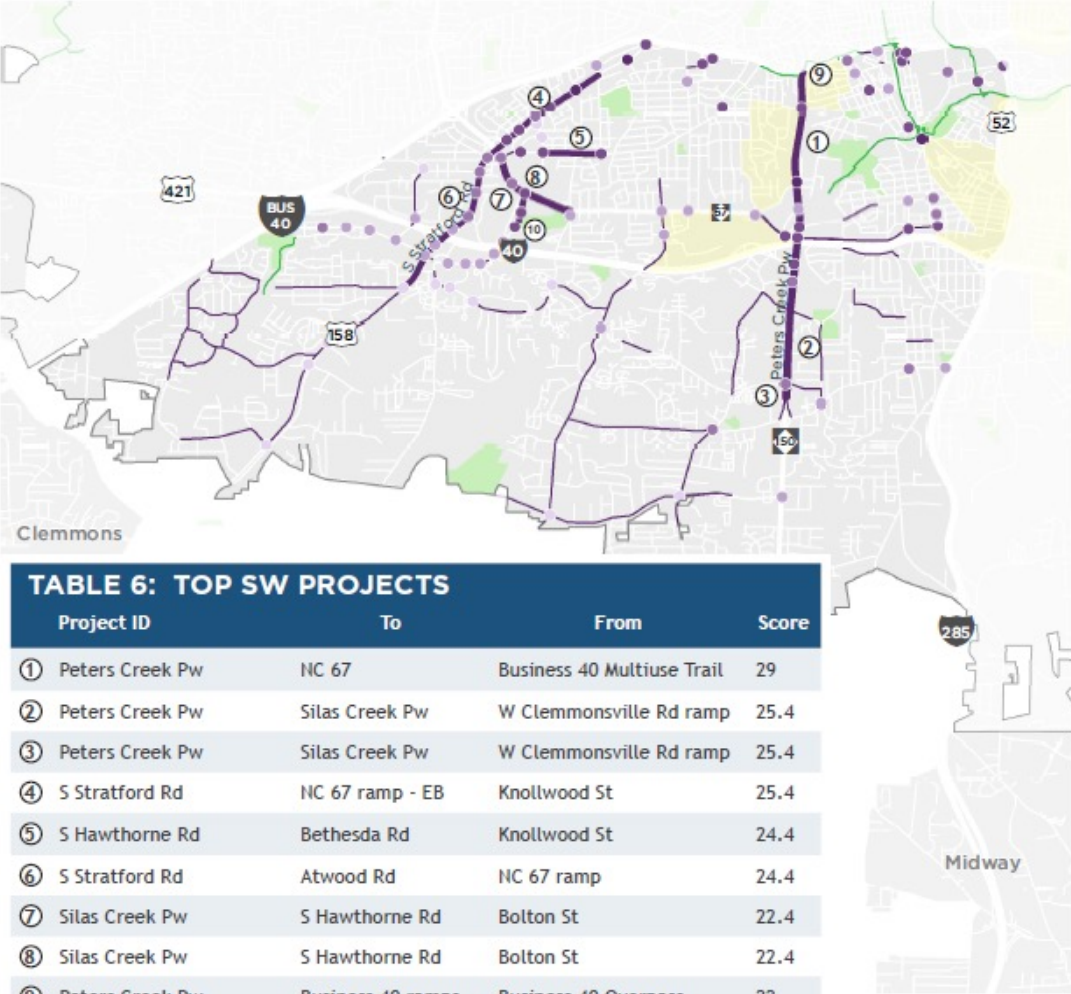
# Top SE Projects



## MAP 17: SOUTHEAST PRIORITIZED PROJECTS

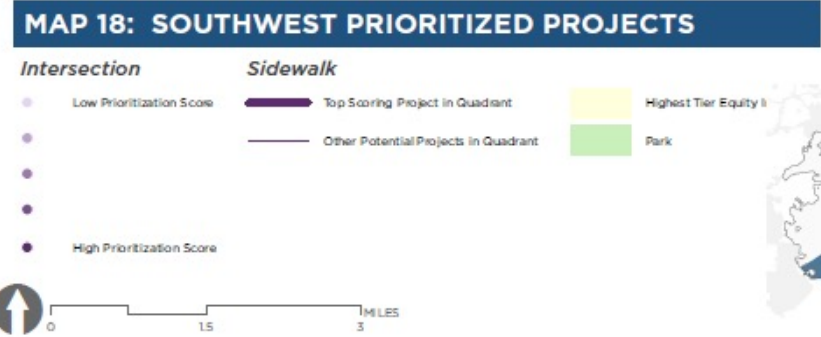


# Top SW Projects



**TABLE 6: TOP SW PROJECTS**

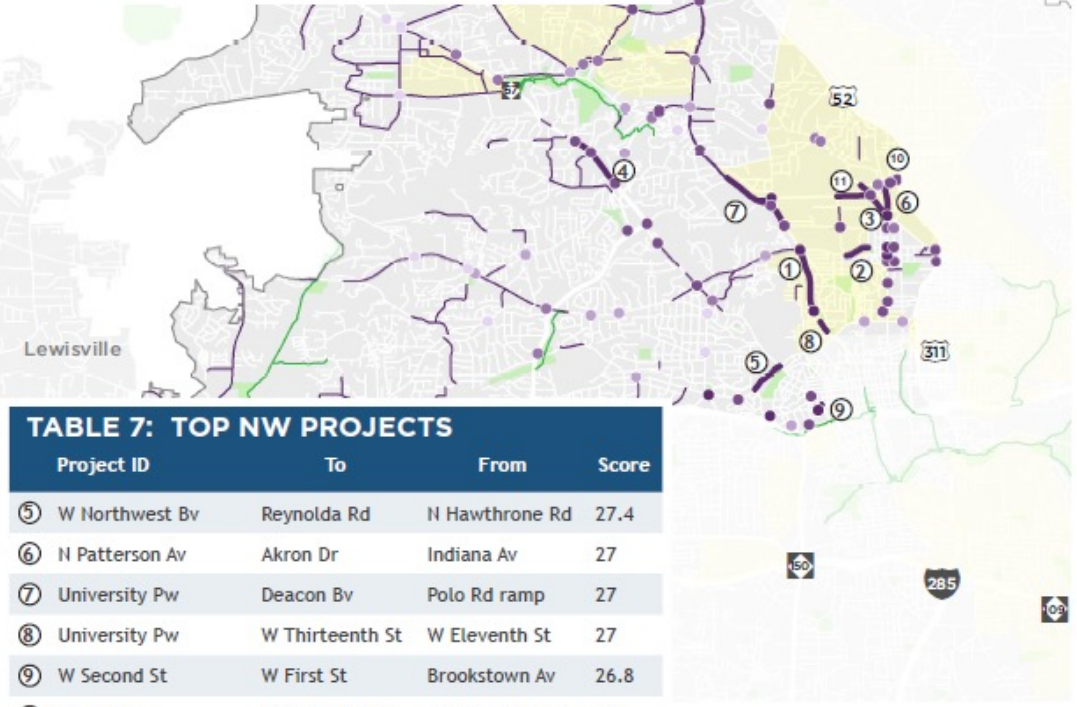
Project ID	To	From	Score	
①	Peters Creek Pw	NC 67	Business 40 Multiuse Trail	29
②	Peters Creek Pw	Silas Creek Pw	W Clemmons Rd ramp	25.4
③	Peters Creek Pw	Silas Creek Pw	W Clemmons Rd ramp	25.4
④	S Stratford Rd	NC 67 ramp - EB	Knollwood St	25.4
⑤	S Hawthorne Rd	Bethesda Rd	Knollwood St	24.4
⑥	S Stratford Rd	Atwood Rd	NC 67 ramp	24.4
⑦	Silas Creek Pw	S Hawthorne Rd	Bolton St	22.4
⑧	Silas Creek Pw	S Hawthorne Rd	Bolton St	22.4
⑨	Peters Creek Pw	Business 40 ramps	Business 40 Overpass	22
⑩	Hanes Mall Bv	NC 67	Truliant Wy	21.8



# Top NW Projects

**TABLE 7: TOP NW PROJECTS**

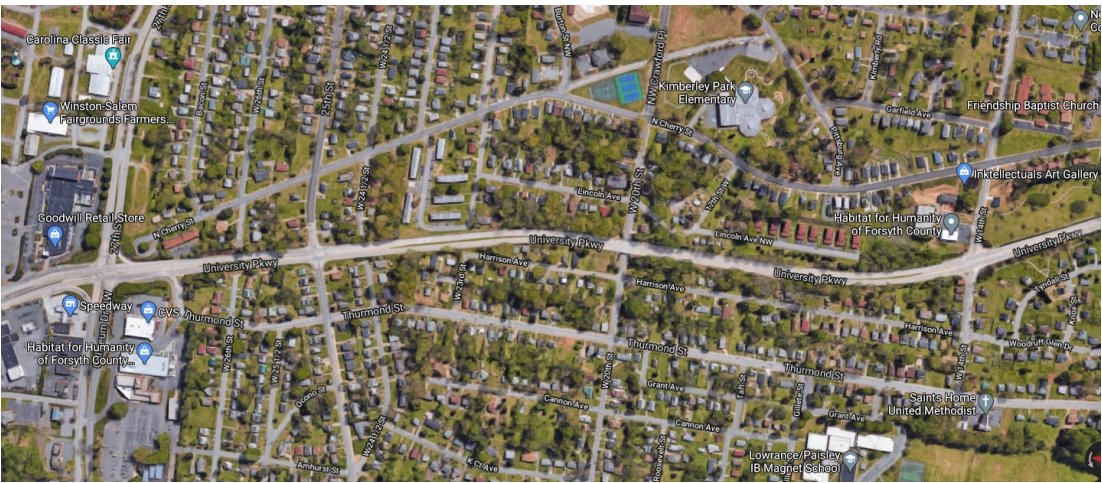
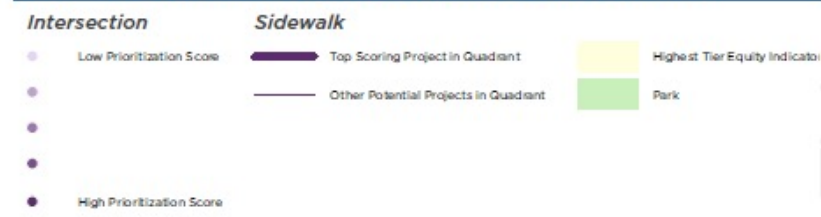
Project ID	To	From	Score
① University Pw	Coliseum Dr	W Fourteenth St	30
② W Twenty-Eighth St	Shorefair Dr	Greenway Av	29
③ Indiana Av	Akron Dr	Iverness St	28
④ Reynolda Rd	Radford St	Sunnynoll Dr	27.8



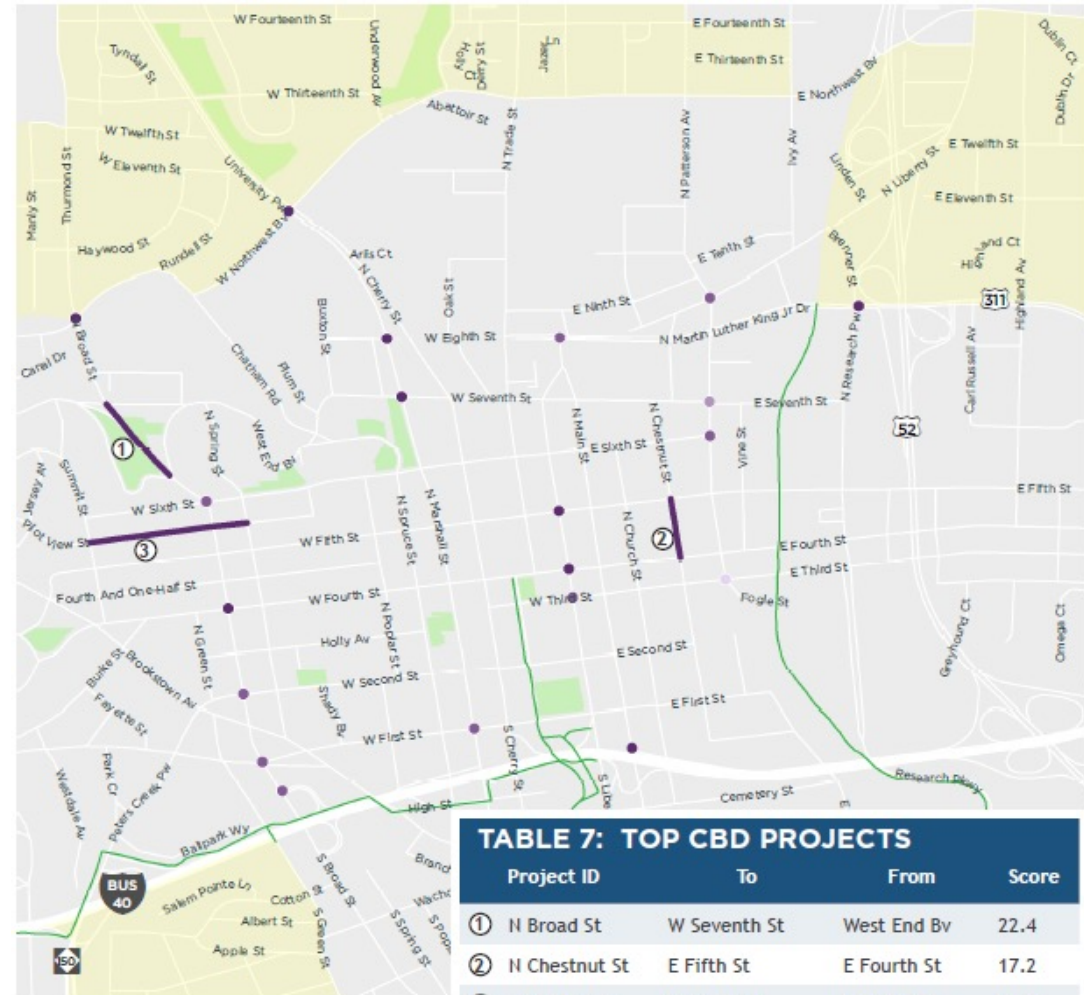
**TABLE 7: TOP NW PROJECTS**

Project ID	To	From	Score
⑤ W Northwest Bv	Reynolda Rd	N Hawthorne Rd	27.4
⑥ N Patterson Av	Akron Dr	Indiana Av	27
⑦ University Pw	Deacon Bv	Polo Rd ramp	27
⑧ University Pw	W Thirteenth St	W Eleventh St	27
⑨ W Second St	W First St	Brookstown Av	26.8
⑩ Akron Dr	N Patterson Av	US 52 - sb ramp	26
⑪ Reynolds Bv	Shorefair Dr	Indiana Ave	26

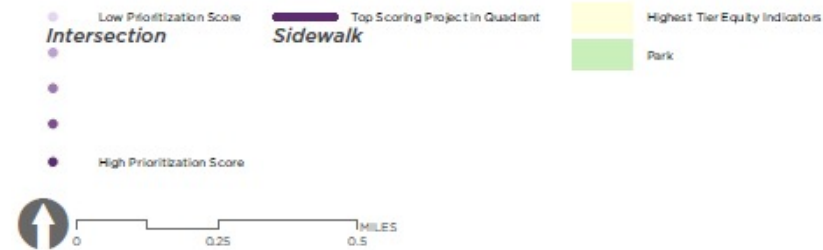
**MAP 19: NORTHWEST PRIORITIZED PROJECTS**



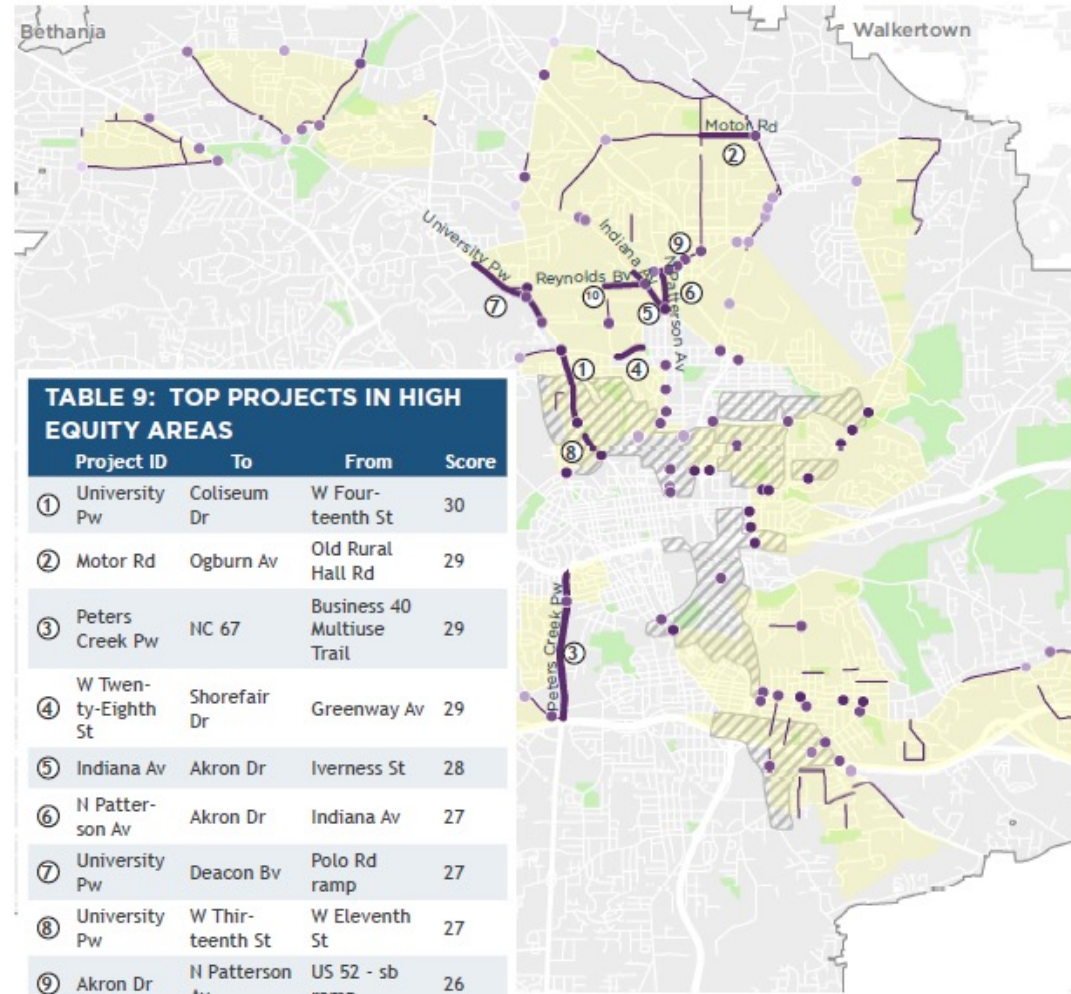
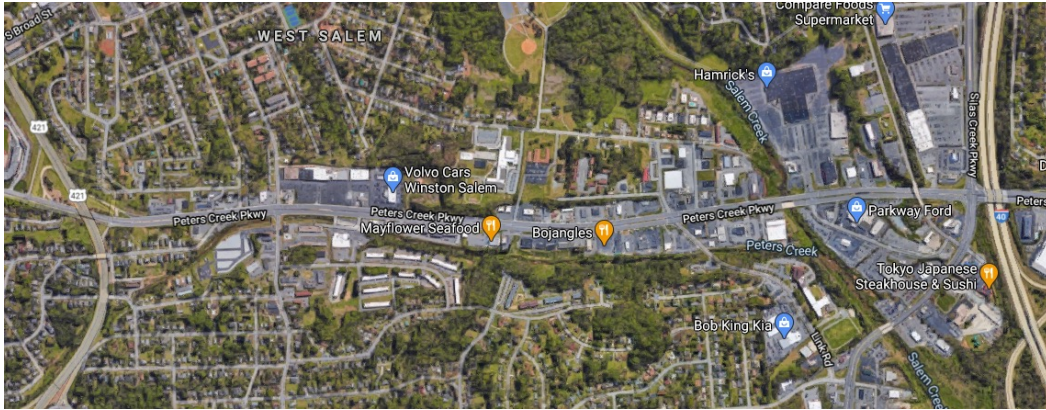
# Top CBD Projects



MAP 19: CBD PRIORITIZED PROJECTS



# Top Projects in High Equity Areas



**TABLE 9: TOP PROJECTS IN HIGH EQUITY AREAS**

Project ID	To	From	Score	
①	University Pw	Coliseum Dr	W Fourteenth St	30
②	Motor Rd	Ogburn Av	Old Rural Hall Rd	29
③	Peters Creek Pw	NC 67	Business 40 Multiuse Trail	29
④	W Twenty-Eighth St	Shorefair Dr	Greenway Av	29
⑤	Indiana Av	Akron Dr	Iverness St	28
⑥	N Patterson Av	Akron Dr	Indiana Av	27
⑦	University Pw	Deacon Bv	Polo Rd ramp	27
⑧	University Pw	W Thirteenth St	W Eleventh St	27
⑨	Akron Dr	N Patterson Av	US 52 - sb ramp	26
⑩	Reynolds Bv	Shorefair Dr	Indiana Ave	26

**MAP 21: EQUITY FOCUS PRIORITIZED PROJECTS**

**Intersection**

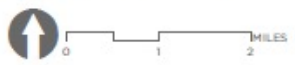
- Low Prioritization Score
- High Prioritization Score

**Sidewalk**

- Top Scoring Project in Quadrant
- Other Potential Projects in Quadrant

**Equity Indicators**

- Highest Tier Equity Indicators
- 1937 Home Owners' Loan Corporation Neighborhood Grade D\*
- Park



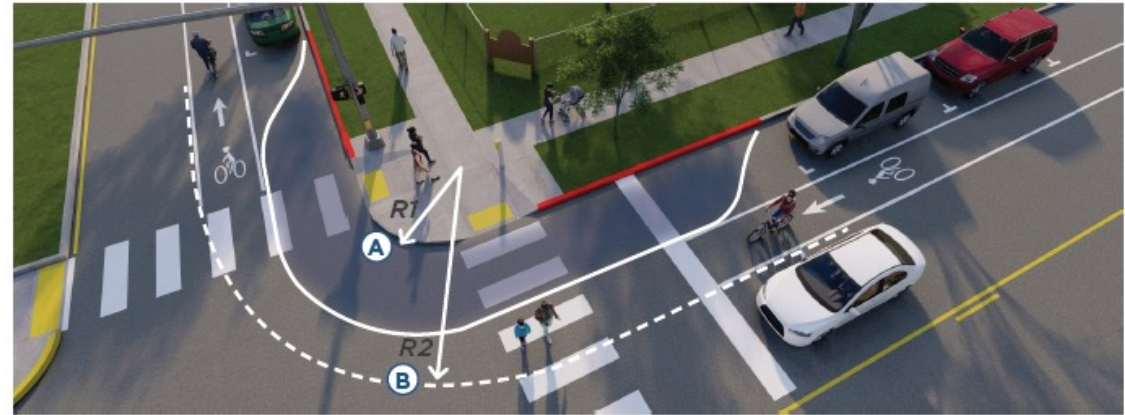
"These grades [HOLC grades] were a tool for redlining: making it difficult or impossible for people in certain areas to access mortgage financing and thus become homeowners." This data is a key metric in understanding intergenerational wealth disparities within communities. For more information, see the equity analysis on pages 19-20.



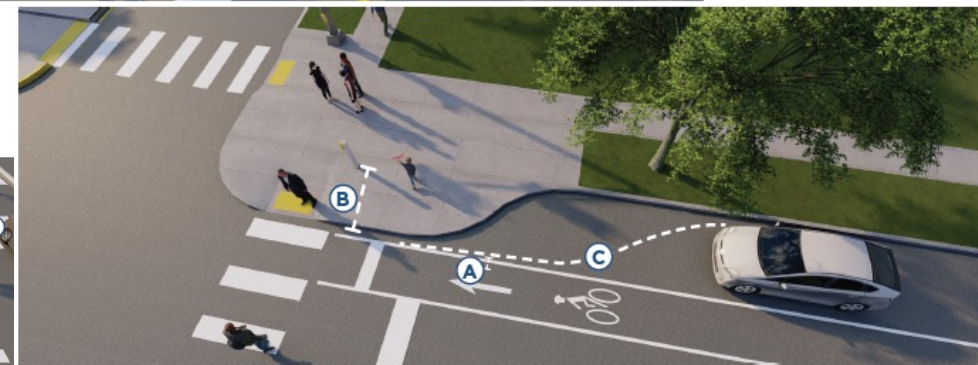
# Design Guidance



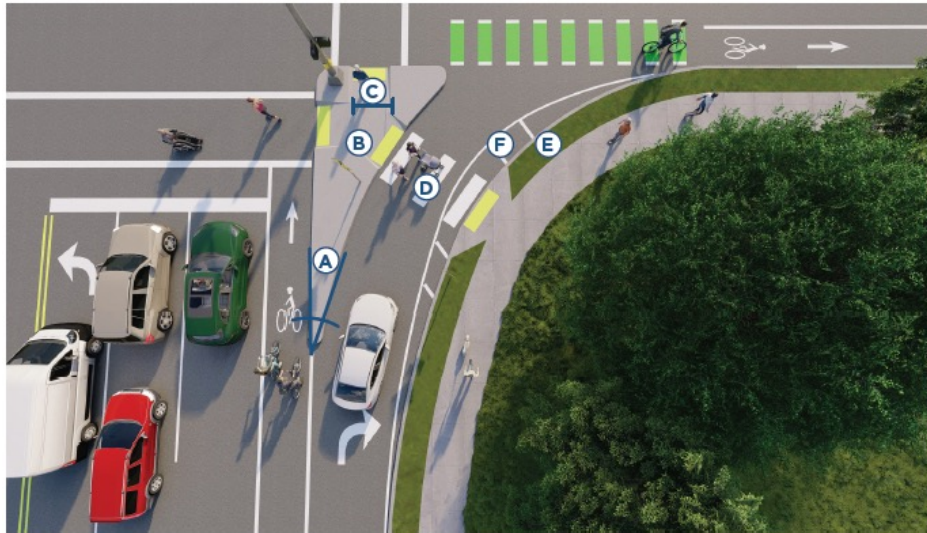
**MEDIAN REFUGE ISLANDS**



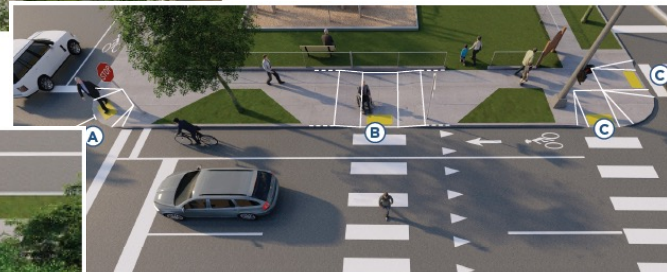
**CORNER RADII**



**CURB EXTENSIONS**



**CHANNELIZED RIGHT TURN LANES**



**CURB RAMP ORIENTATION**



**TRANSIT STOP DESIGN**



# Implementation





# Implementation Flowchart for Pedestrian Project Development

## Long-Range Planning Phase



# Implementation Flowchart for Pedestrian Project Development

## Annual Planning Phase



Restart  
annually  
at step 4



# Implementation Flowchart for Pedestrian Project Development

## Design, Construction, & Evaluation Phase



# Also included in the Draft Plan Implementation Section:

- Funding Strategies
- Performance Measures
- Maintenance Recommendations
  - Adopt-a-Zone Basis for Inventory and Repair
  - Distinguish Short-Term and Long-Term Maintenance
  - Document and Prioritize Repairs
  - Establish an Annual Funding Source
- Policy Recommendations





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# Thank you!

**Matthew Burczyk, AICP**, Bicycle and Pedestrian Coordinator  
City of Winston-Salem Department of Transportation  
(336) 747-6884 | [mattbk@cityofws.org](mailto:mattbk@cityofws.org)

