

City Council – Action Request Form

Date: August 10, 2021

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Damon Dequenne, Assistant City Manager
Toneq' McCullough, Director of Transportation

Council Action Requested:
Resolution Adopting the City of Winston-Salem Pedestrian Master Plan

Strategic Focus Area: Quality Transportation
Strategic Objective: Expand Bike/Sidewalk/Greenway Network
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:

Winston-Salem Department of Transportation (DOT) staff has worked with a consultant, Alta Planning + Design, since early 2020 to develop a new Winston-Salem Pedestrian Master Plan. The final plan identifies priority corridors and intersections requiring infrastructure improvements, as well as programs and policies to improve the walking environment.

The planning process included the formation of a steering committee composed of over twenty-five departments and external agencies to develop the vision, objectives, and goals for the plan. The ensuing data analysis and objective corridor prioritization process flowed directly from the steering committee's vision. Concurrently, the consultant team implemented an iterative public input process that accounted for the challenges of collecting feedback during a pandemic. The consultant team collected over 650 public comments on the project website's interactive map and conducted two rounds of interactive public input meetings.

Committee Action:

Committee	Public Works 8/10/2021	Action	Approval
For	Unanimous	Against	

Remarks:

To address the technology divide, the team also conducted personal interviews with leaders from underrepresented neighborhoods, used social media to target specific areas, and mailed bilingual postcards to additional underrepresented neighborhoods.

The resulting plan is a living document providing a method to prioritize investments in Pedestrian infrastructure that can be modified to adapt to changing priorities.