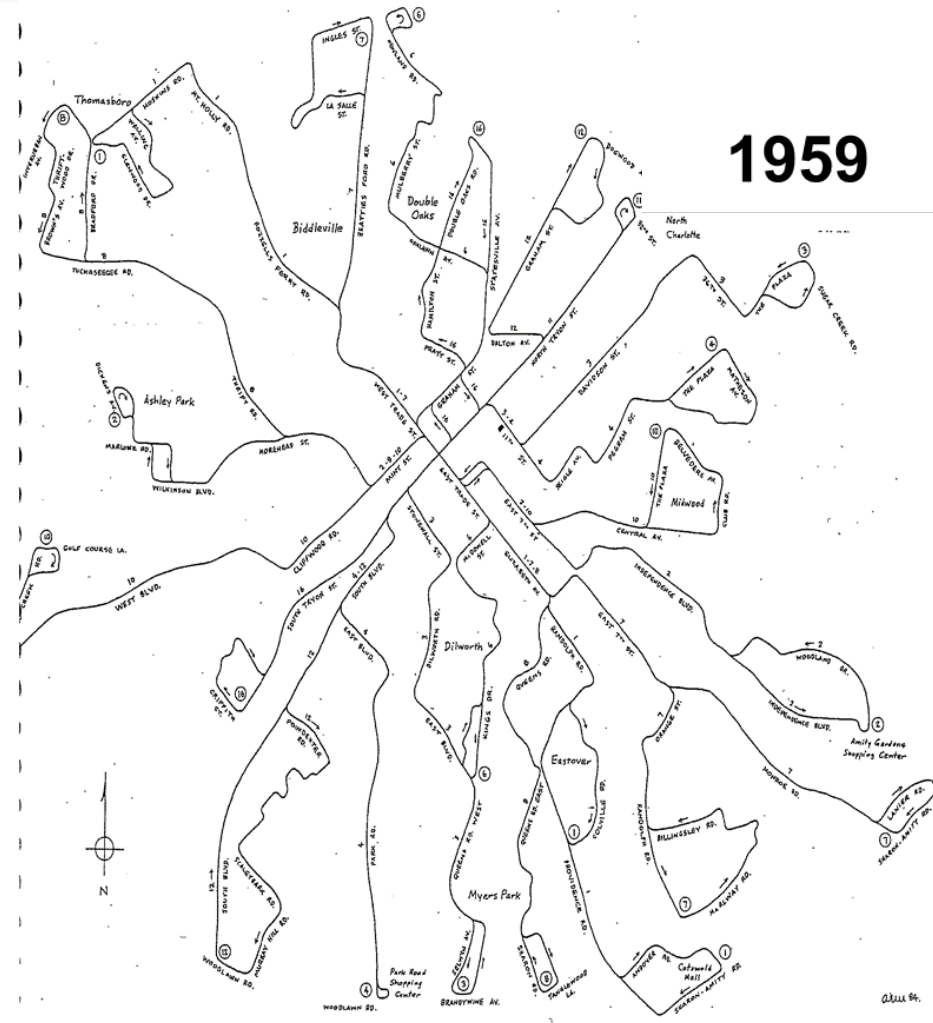
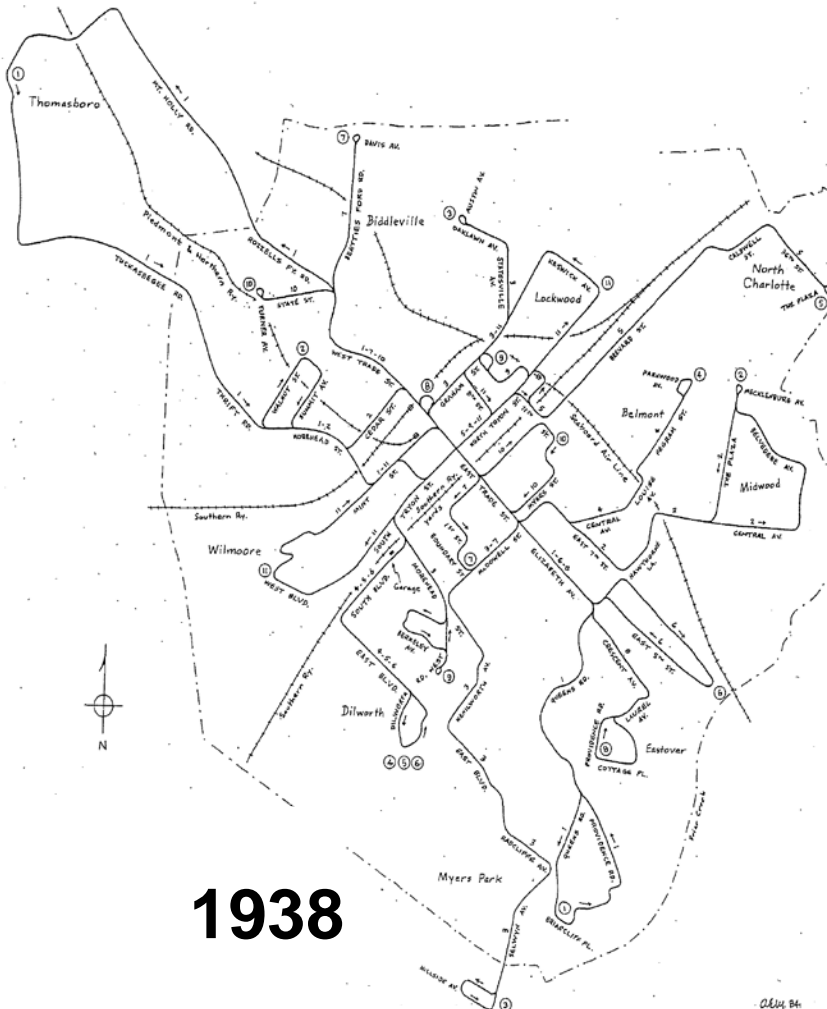
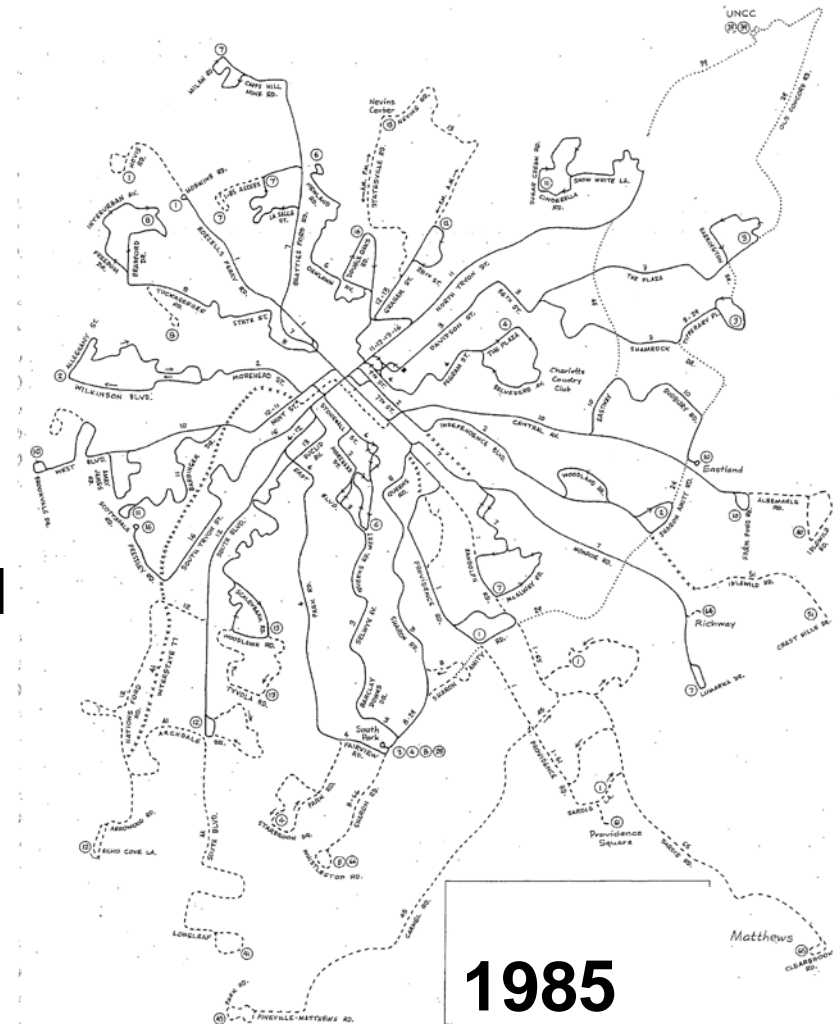


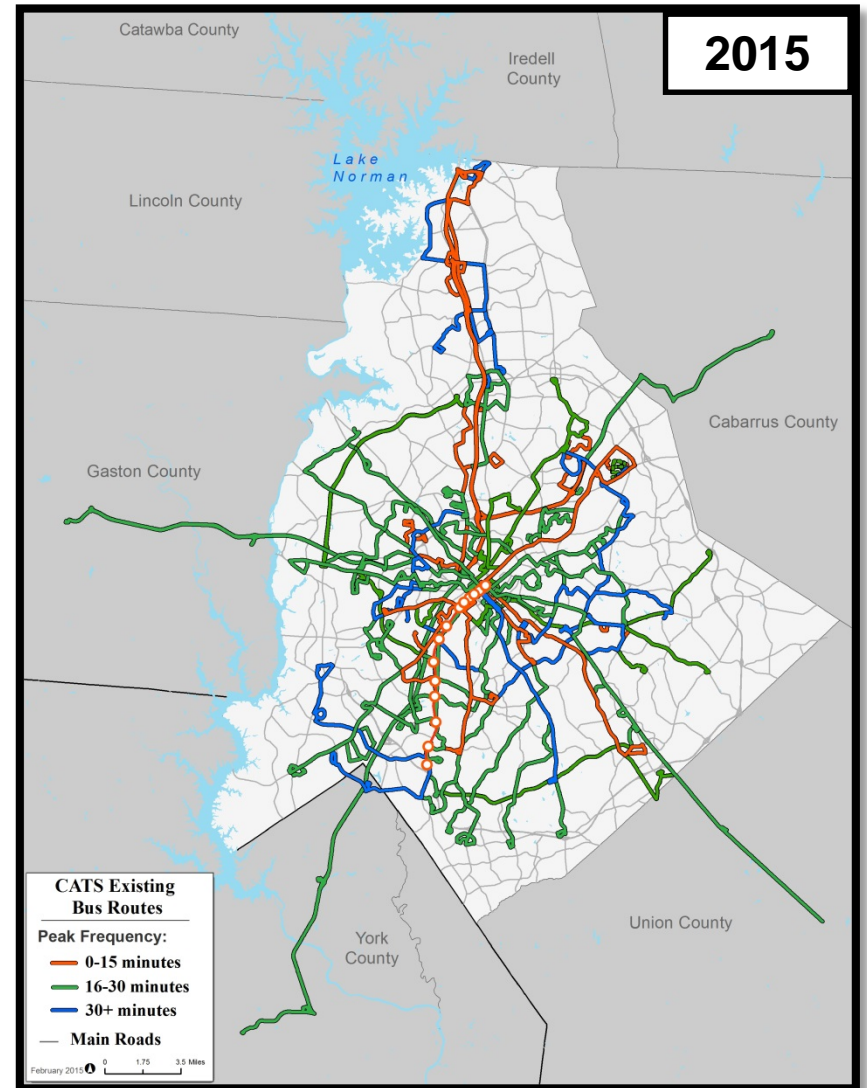
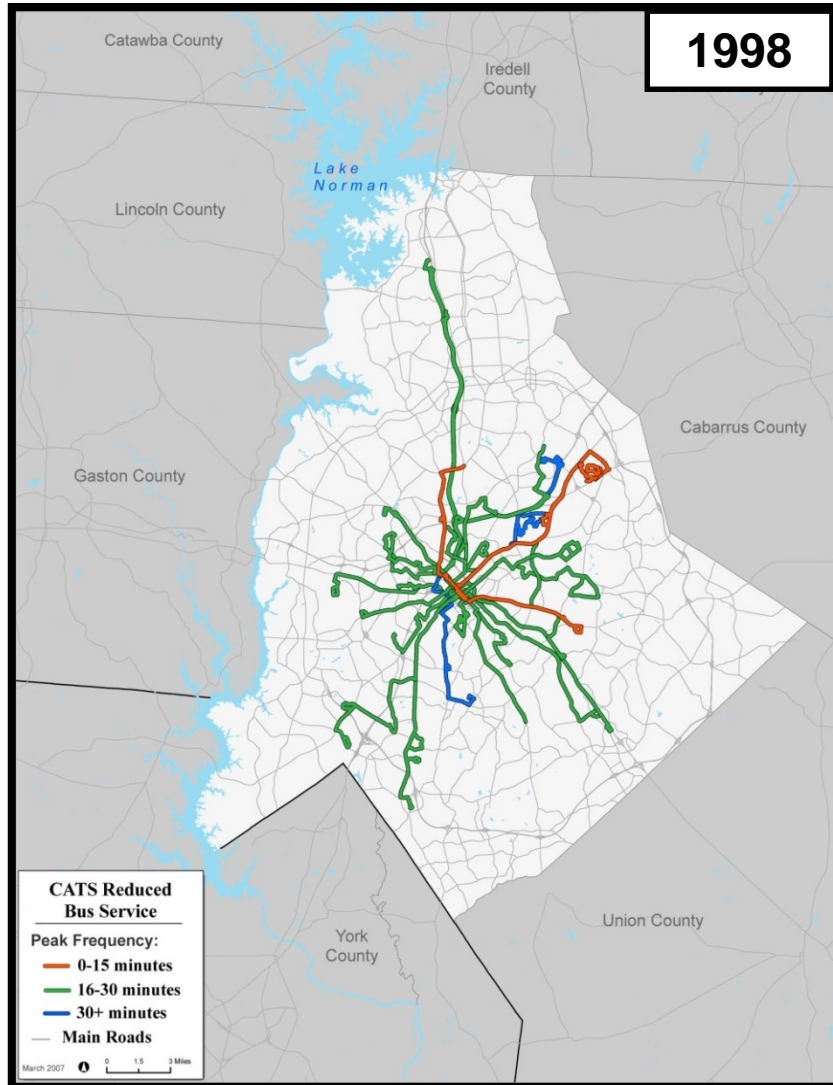
# ENVISION MY RIDE





- Charlotte was rapidly growing and changing.
- Continue to experience limited expansion
- Expanding operating hours, implemented more neighborhood service, and improved customer amenities.
- Route structure remained the intact





**Envision My Ride (EMR)** used as a planning initiative to redesign the bus system. CATS engaged in an extensive public outreach to best understand what is most important to riders. CATS used this feedback to develop a plan for route and service adjustments.

## **Key Considerations for Envision My Ride:**

- Cross-town and suburb-to-suburb bus service
- Connections between different bus routes and between bus and light rail
- Frequency of service
- More direct services

## What's Your Vision For Transit In Charlotte?

CATS wants your ideas about how transit can be improved in Charlotte, both in the next couple of years and years to come. By participating in Envision My Ride, you can help choose the improvements that you think will help make transit a great choice for people who live, work, and visit Charlotte. Your responses will inform CATS and shape the plan's recommendations.

## Envision My Ride:

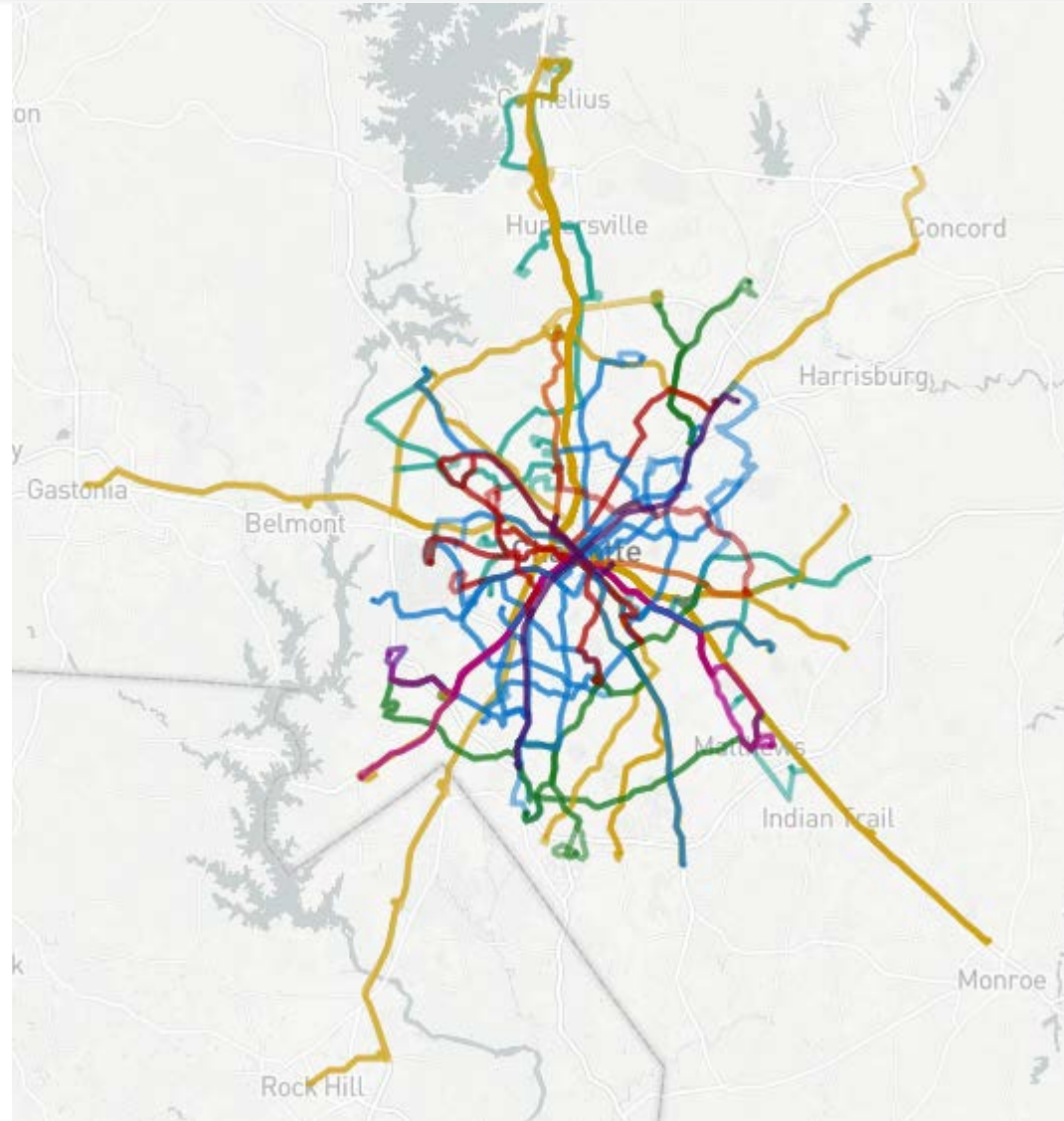
- **Be Realistic** – examine how best to deploy budgeted hours of revenue service given current financial realities (financially constrained)
- **Service Expansion**– based on citizen input, develop service scenarios that address desires for more routes, more frequency, shorter/more direct trips (**not** financially constrained)
- Take a fresh look at our bus route structure and route frequency
- Leverage existing bus service planning efforts:
  - Silver Line Corridor
  - Blue Line Extension Bus-Rail Integration
  - North Corridor Mobility Study
- Leverage existing capital assets:
  - LYNX Blue & LYNX Blue Line Extension
  - CityLYNX Gold Line

## Network Design Goals

1. Improve route directness
2. Operate rail-like service span
3. Match frequencies with ridership
4. Expand to new areas frequently requested by customers

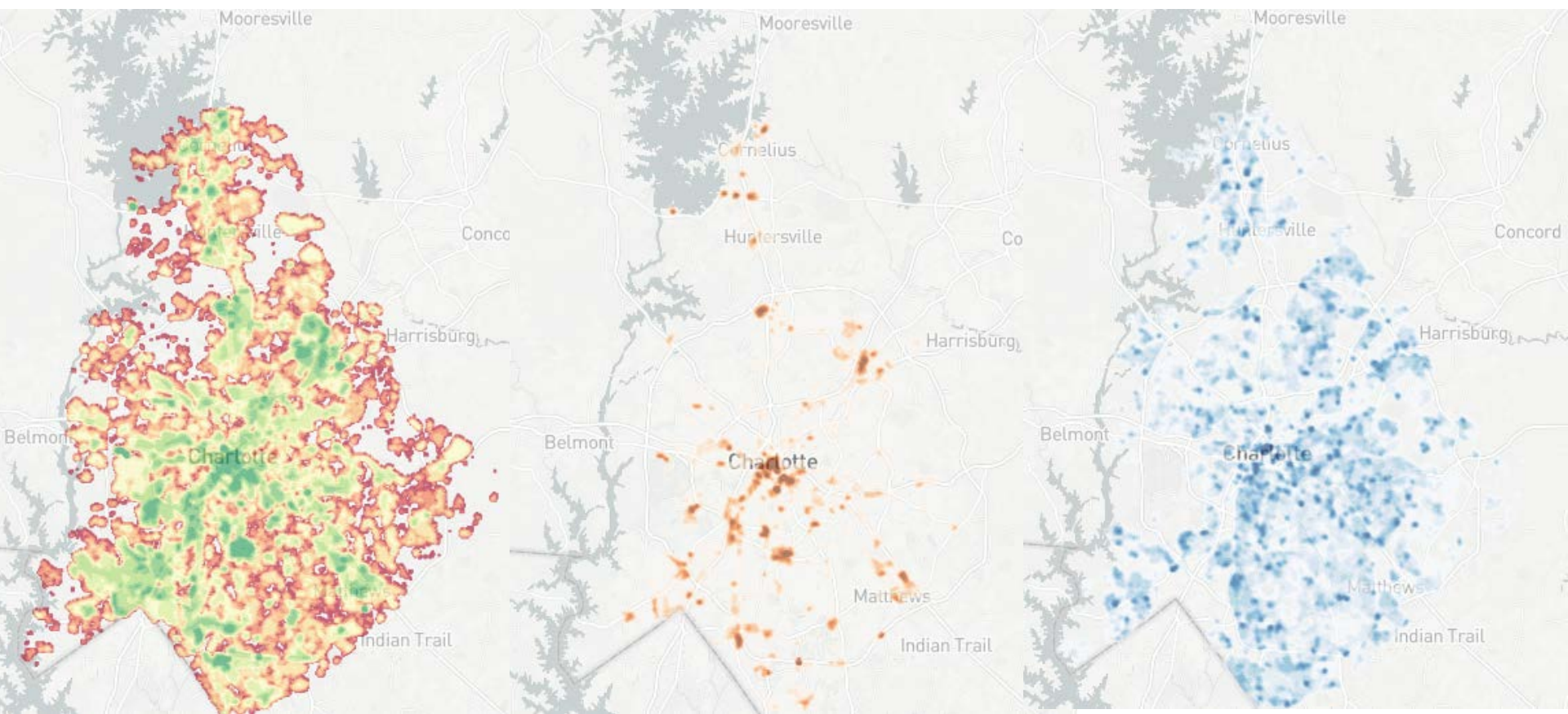
## Network Service Types

- **Core (15-min)**
- **Common (30-min)**
- **Coverage (60-min)**
- **Village Riders**
- **Community Shuttles**
- **Peak/Limited**
- **LYNX**





# Access to Opportunity



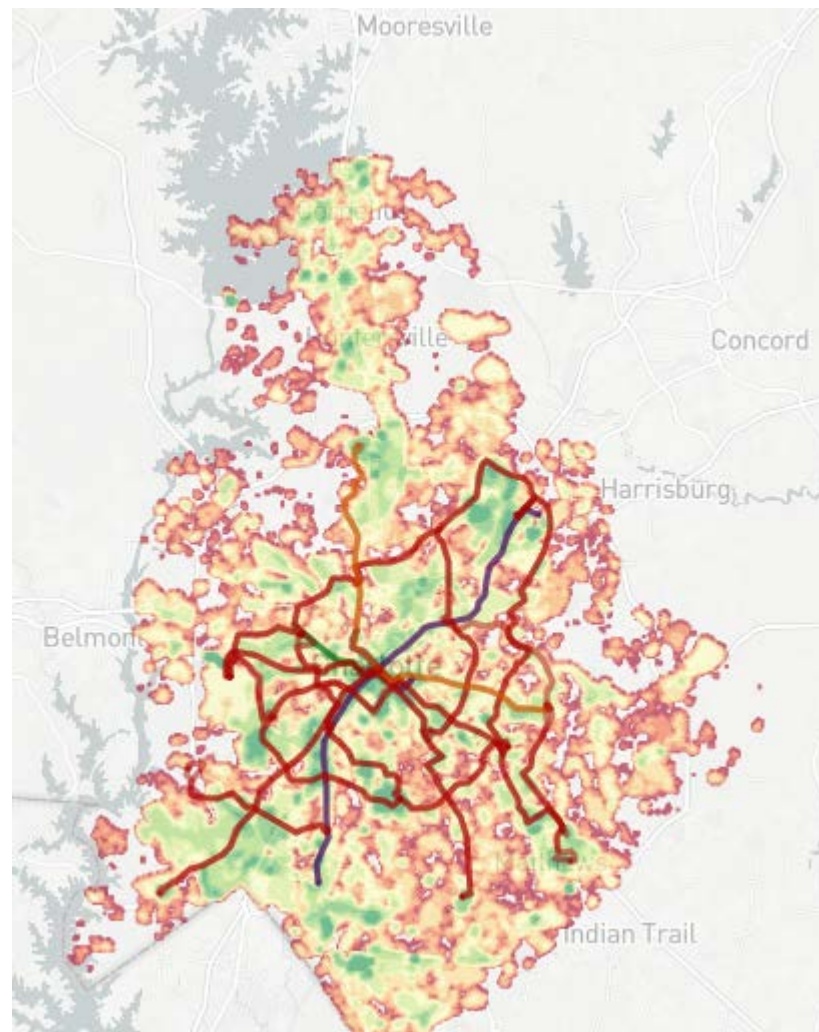
**All Jobs in Mecklenburg**

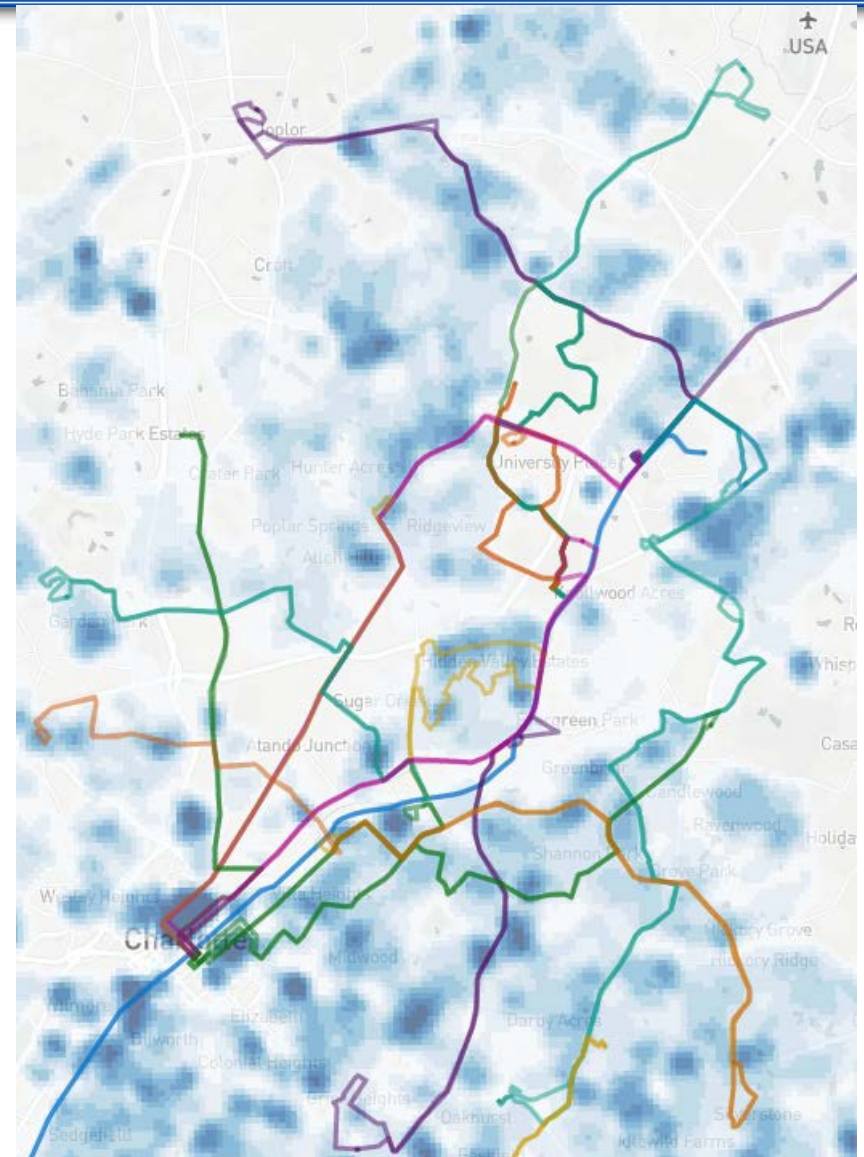
**Low-Wage Jobs**

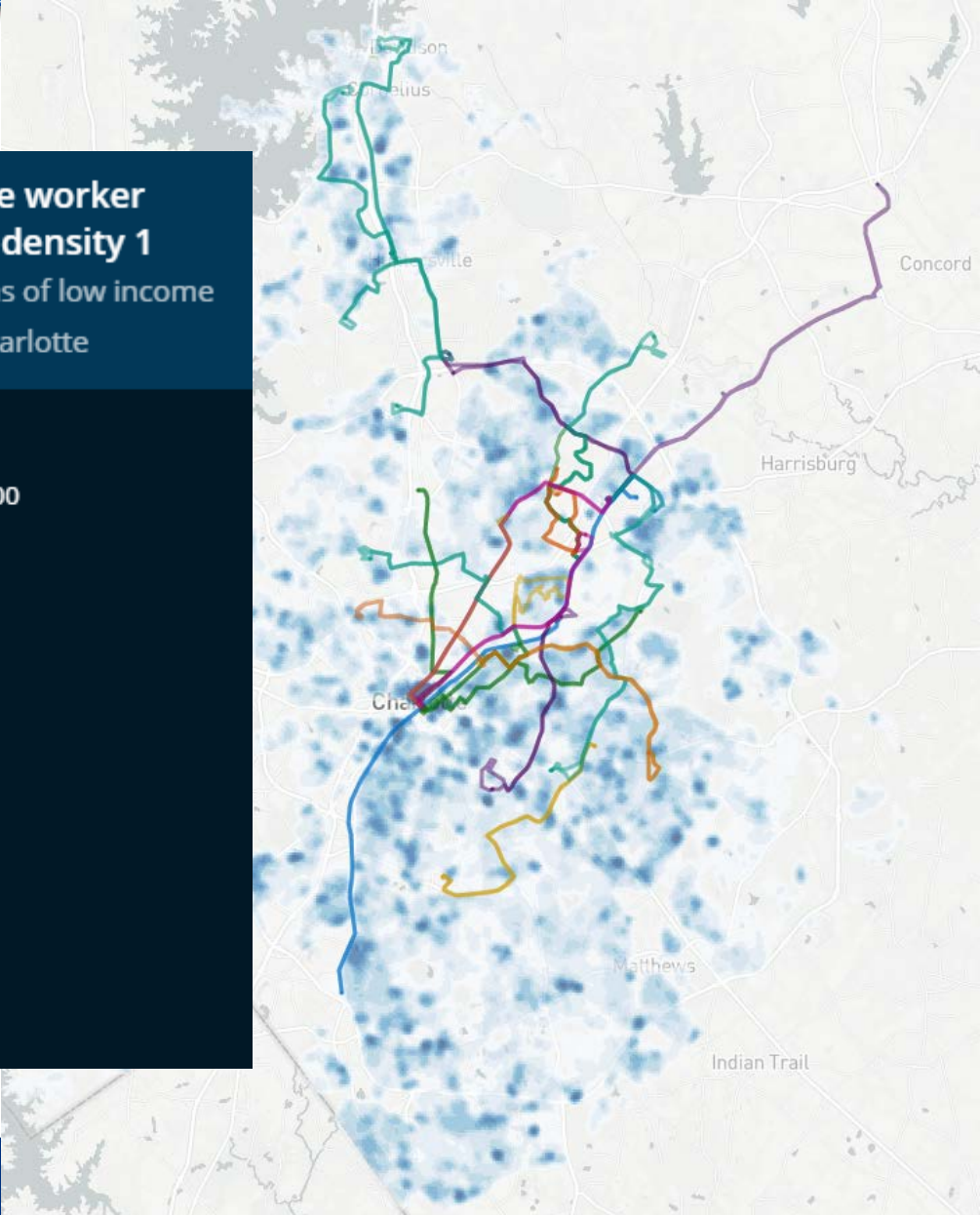
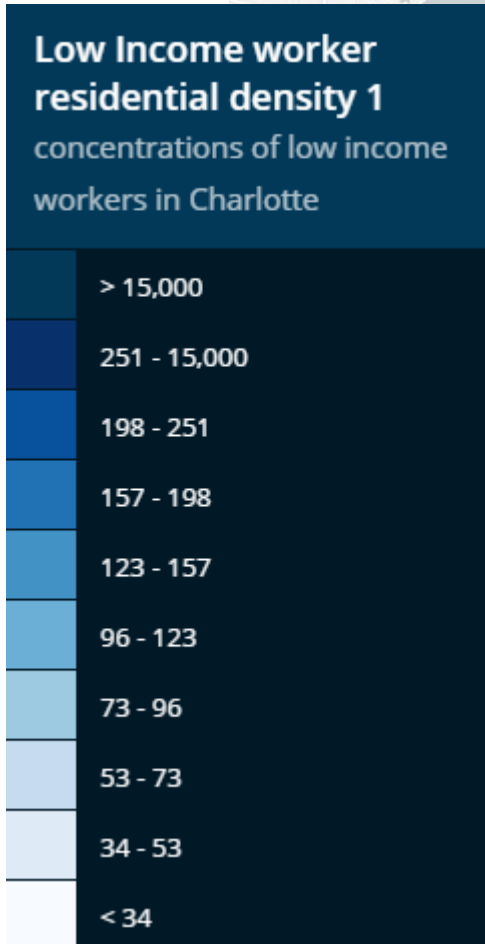
**Low-Wage Workers**

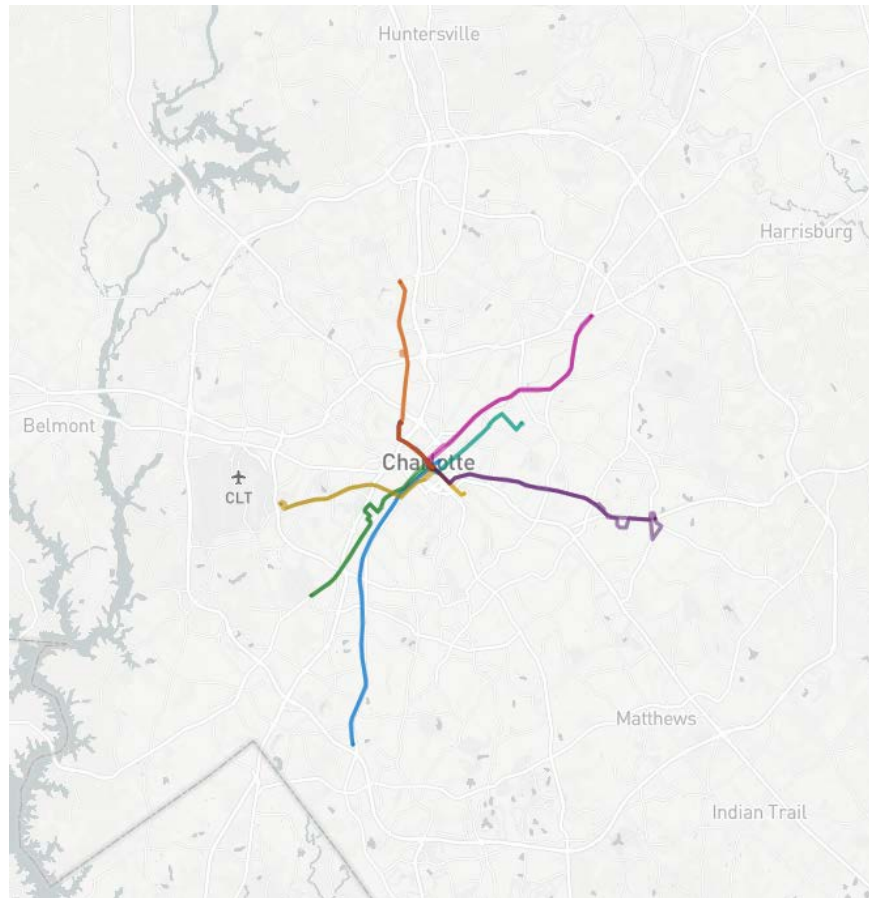
## Service Development Considerations

- Shifting Demographics
- Suburb to Suburb Travel
- Frequency of Service
- Coverage Issues



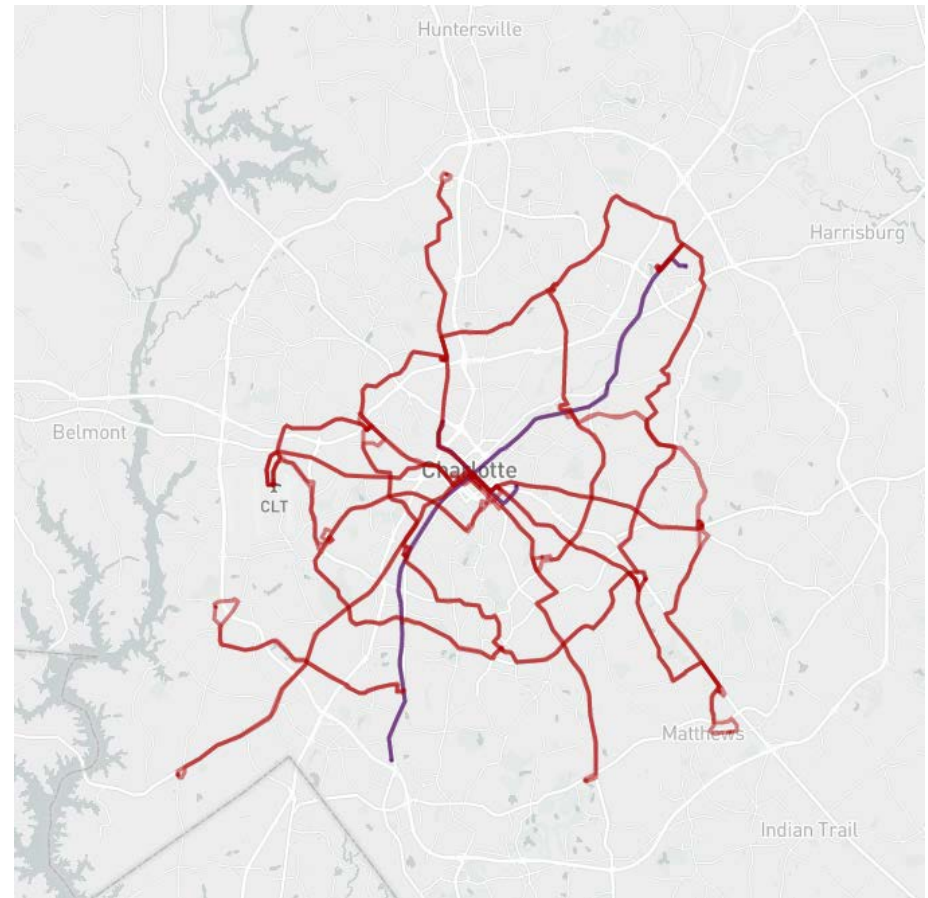






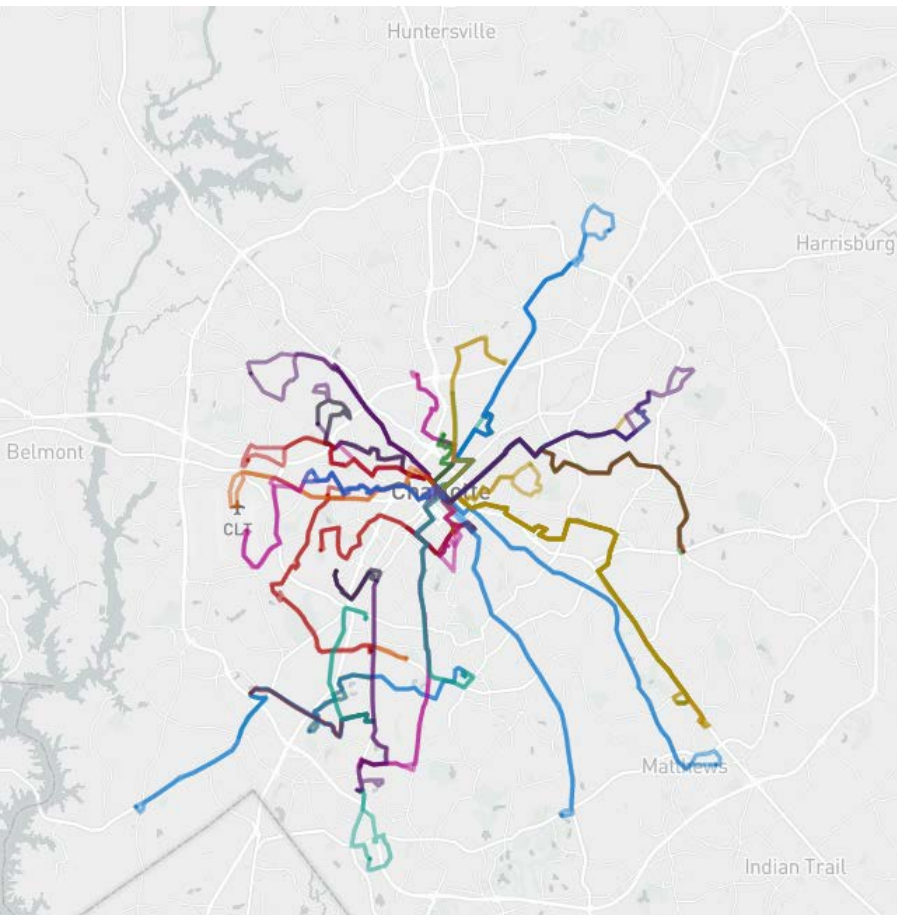
**8 Core Routes**

- 2 LYNX lines
- 2 base routes (9, 10)
- 4 spines (7, 3/23, 11, 16)



**20 Core Routes**

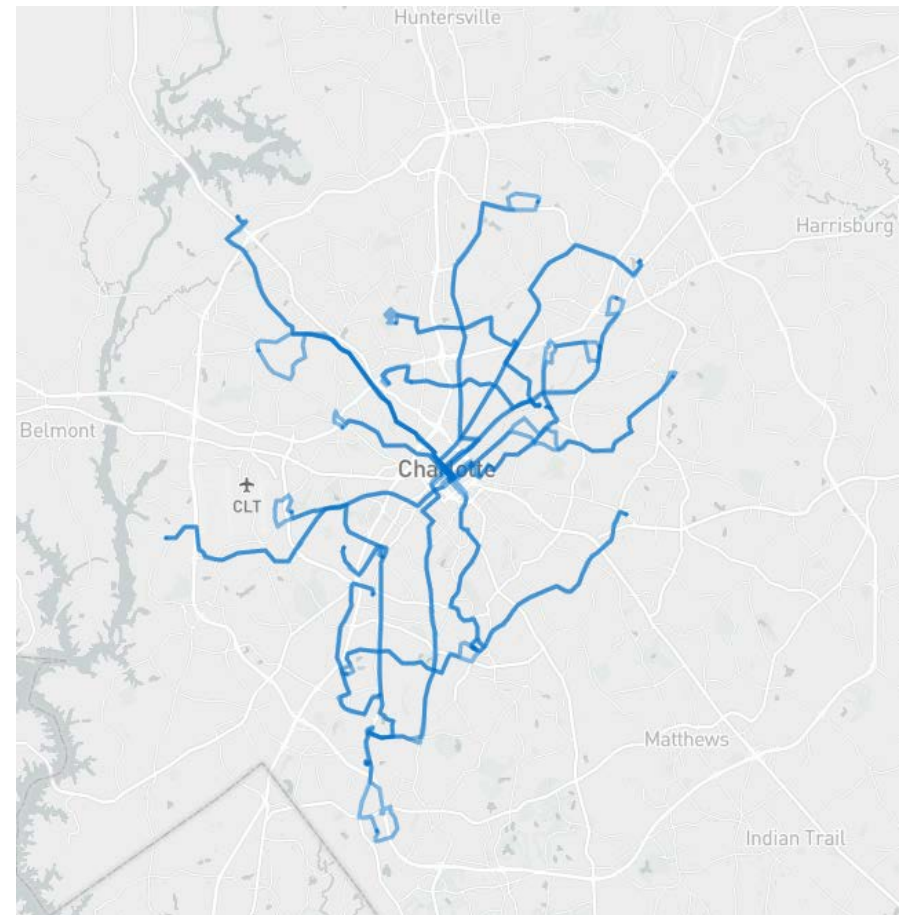
- 2 LYNX lines
- 7 radial routes
- 11 crosstown routes



## **47 Common Routes**

5 LYNX shuttles (12, 24, 56, 57, 58)

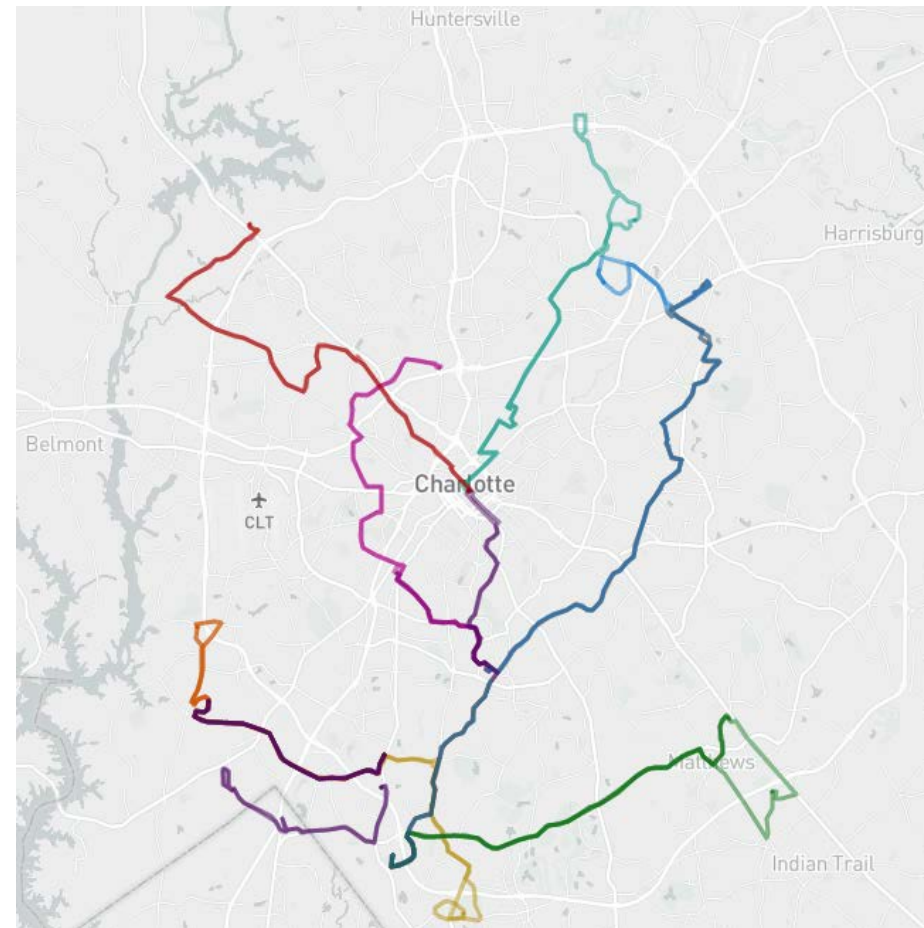
42 Uptown routes



## **20 Common Routes**

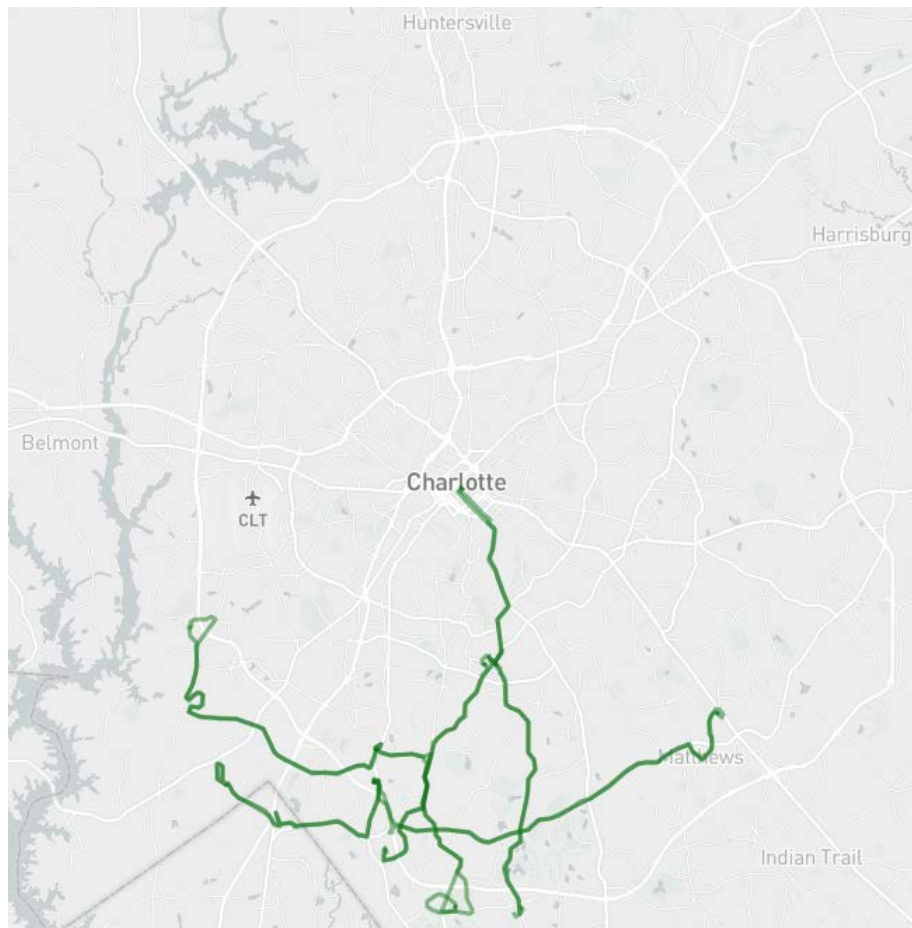
7 Radial routes

13 Crosstown routes



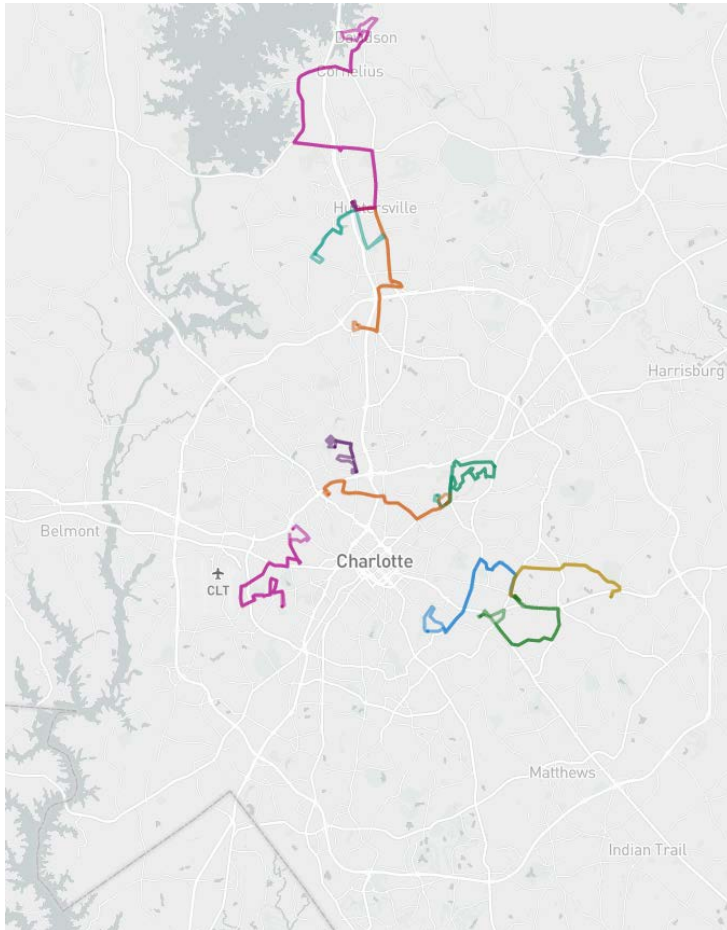
**10 Coverage Routes**

- 3 LYNX Shuttles (42, 43, 55)
- 3 Crosstown Routes (29, 30, 51)
- 4 Uptown Routes (1C, 20, 22P, 39)



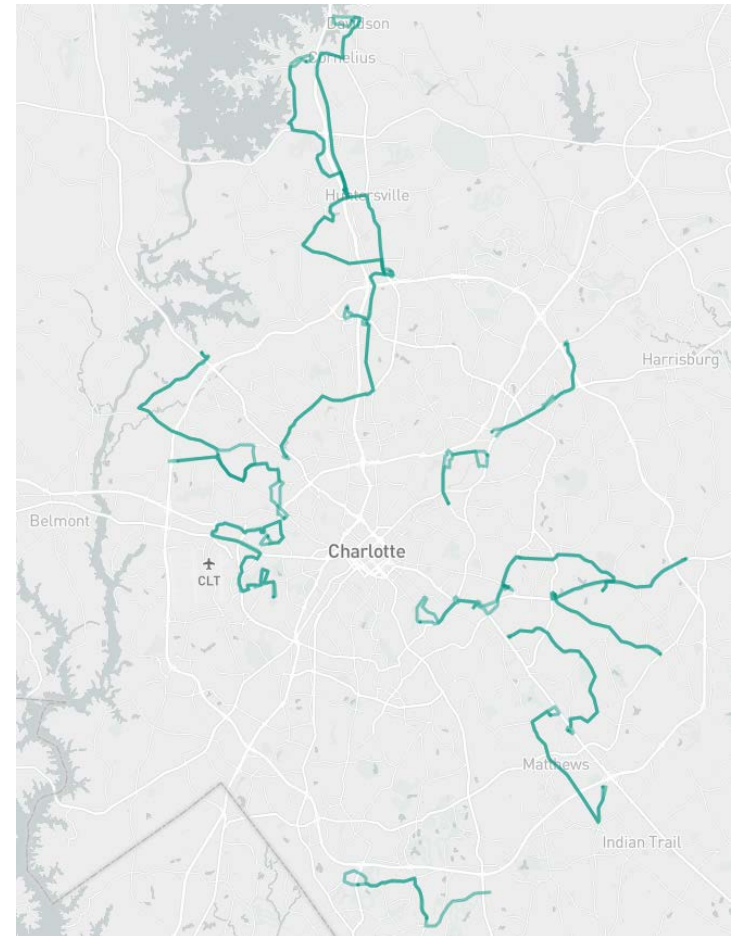
**7 Coverage Routes**

- 4 LYNX Shuttles
- 3 South Park Shuttles



**10 Shuttle Routes**

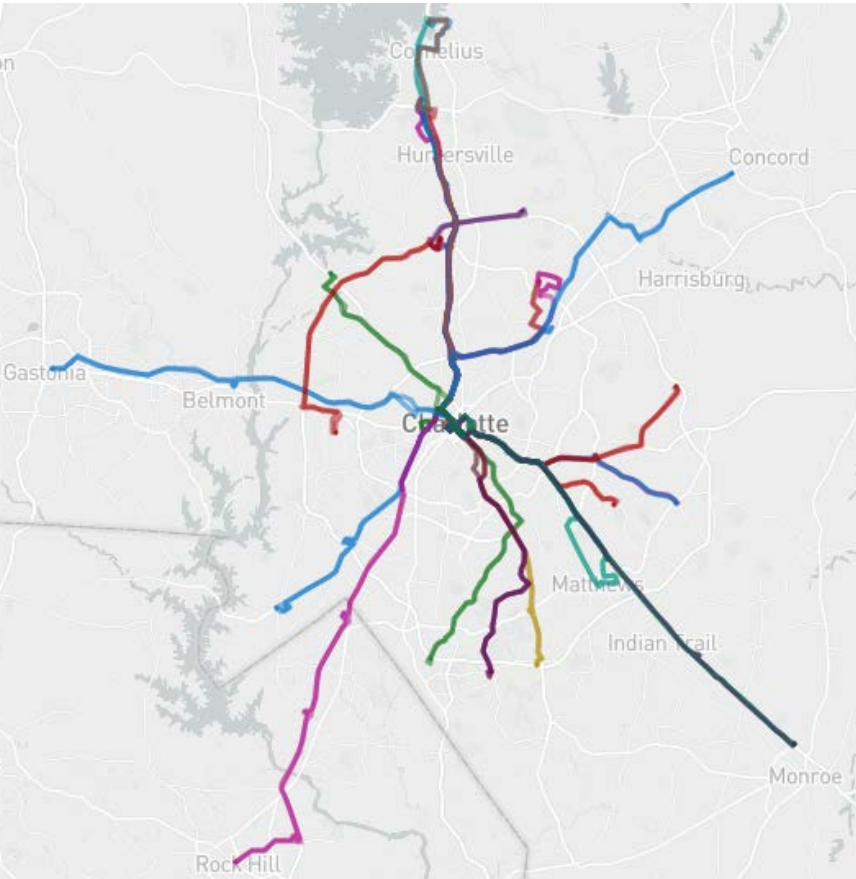
3 North Meck Village Riders  
 1 West / 2 North / 1 Northeast / 3 East



**16 Community Routes**

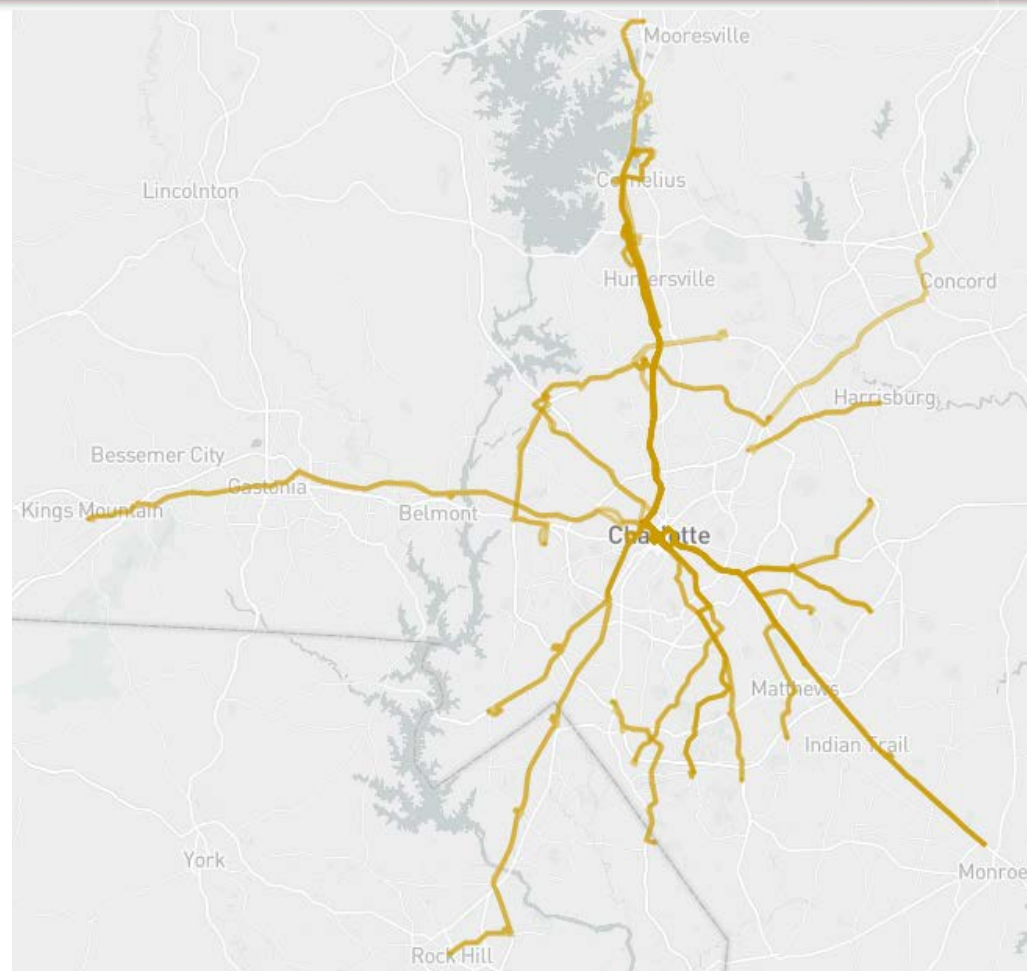
3 North Meck Village Riders  
 2 Matthews / 1 Mint Hill  
 4 West / 1 North / 2 Northeast / 3 East / 1 South





**17 Commuter Routes**

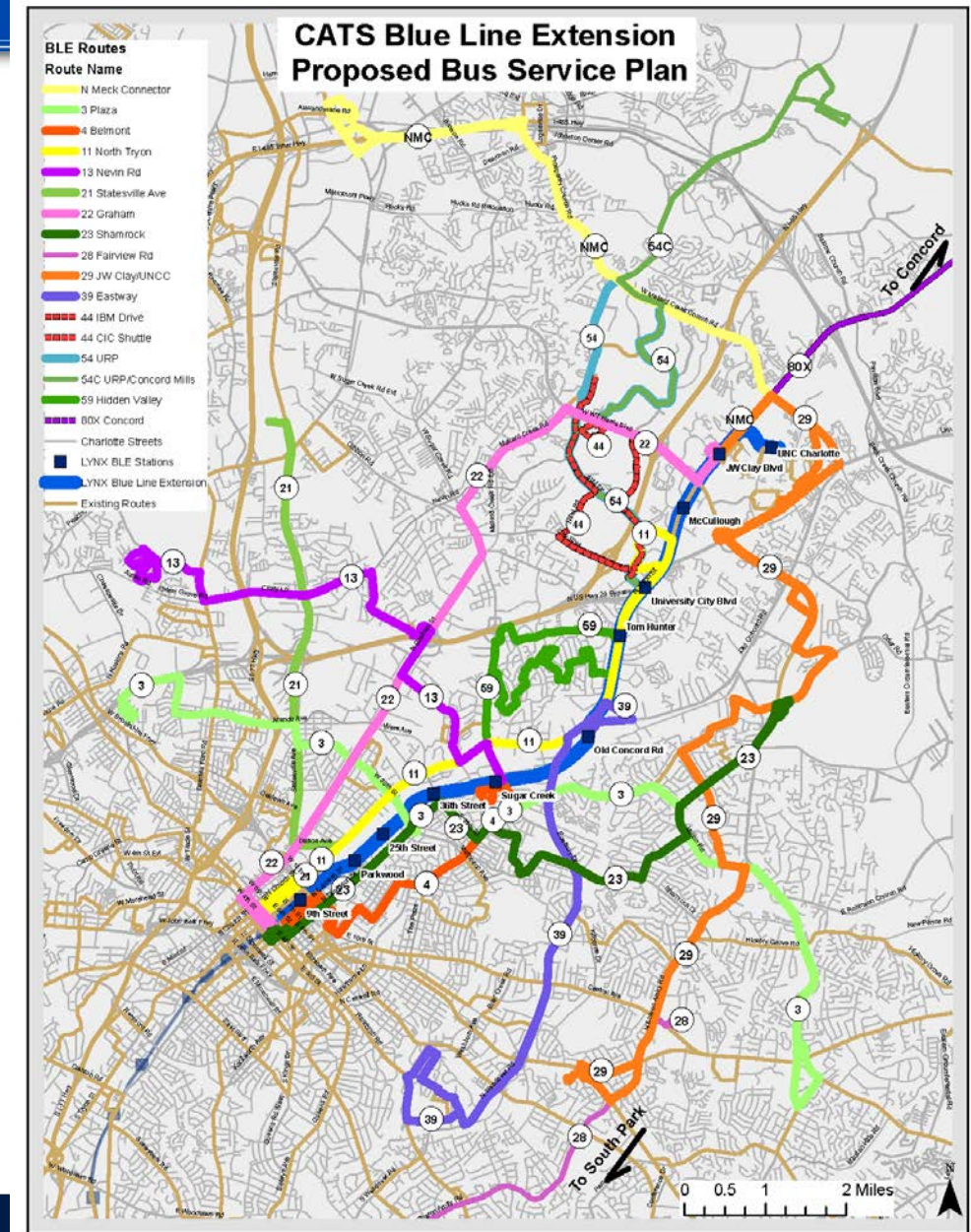
- 4 Regional expresses
- 1 Crosstown express (590)
- 12 Uptown expresses



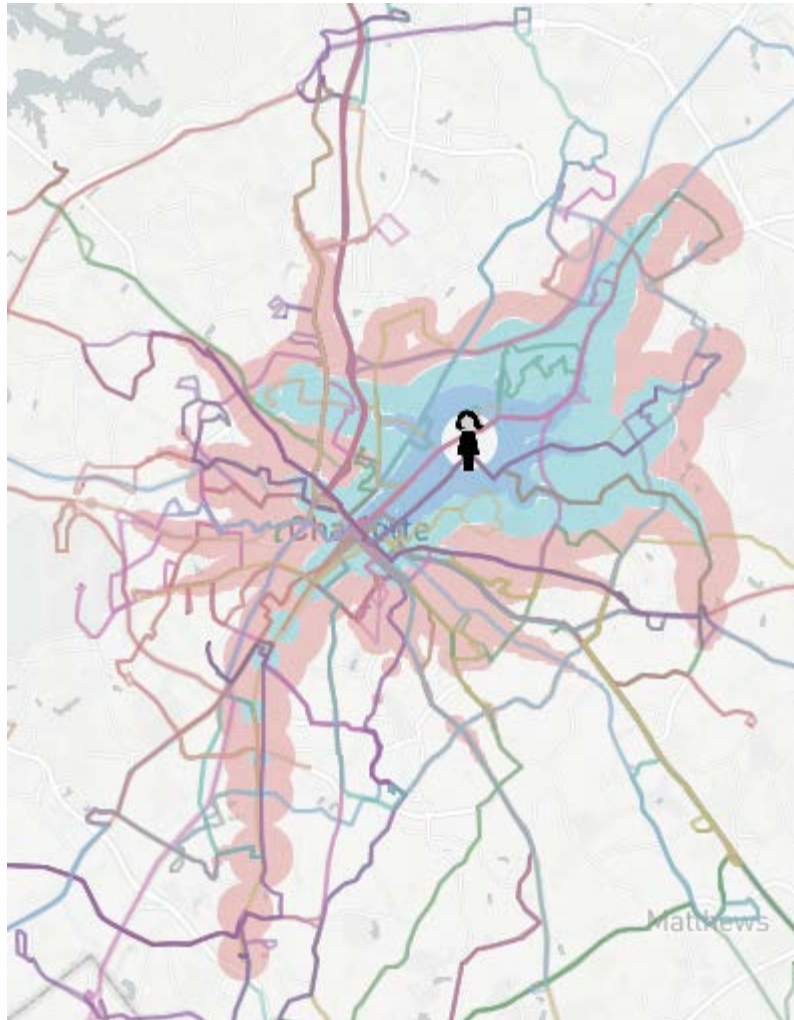
**21 Commuter Routes**

- 6 Regional expresses
- 3 Crosstown expresses
- 10 Uptown expresses

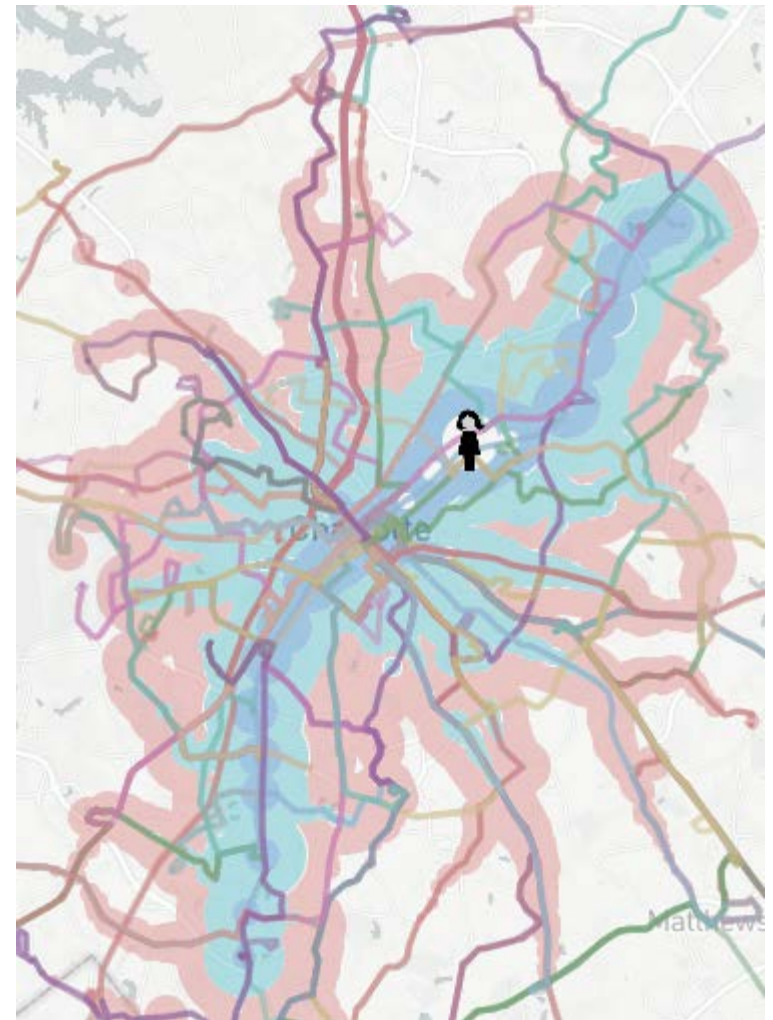
- **36<sup>th</sup> Street**
  - 3-The Plaza
  - 23-Shamrock
- **Sugar Creek**
  - 4-Belmont
  - 13-Nevin Rd
  - 59-Hidden Valley
- **Old Concord Rd**
  - 39-Eastway
- **University City Blvd**
  - 44-IBM Drive
  - 54-URP
- **JW Clay/UNCC**
  - 22-Graham
  - 29-JW Clay/UNCC
  - North Meck Connector
  - Concord Connector



Pre-BLE



Post-BLE

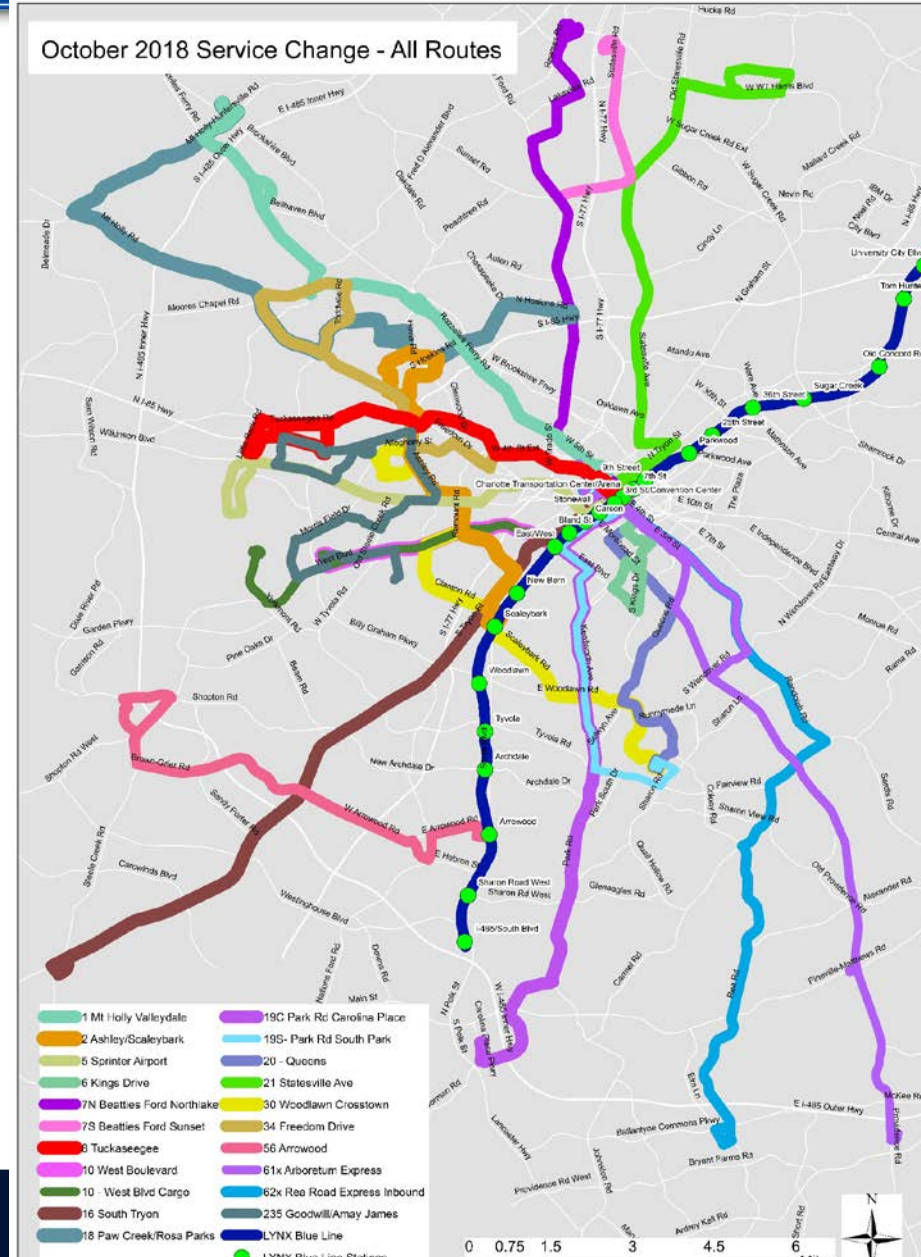


## Phase II

- Restructure Routes
- More cross-towns
- Leveraged BLE
- More direct services
- Use the strengths of routes to improve services

## Feedback Used

- Use operator feedback
- Used passengers
- Stakeholders Feedback





## Phase III

### Improved Frequencies

- Midday (match peak)
- Evenings (extend peak)
- Weekends (improve overall)

### Rail-Like Service Levels

- Complement LYNX frequencies
- Mirror LYNX spans, including late night and weekends

### Match Ridership Levels

- 10-25-min = 45%
- 30-45-min = 42%
- Non-Local (varies) = 11%

Route	Line Name	WEEKDAYS					SATURDAYS			SUNDAYS		
		AM Peak	Midday	PM Peak	Evening	Late night	Day	Evening	Late night	Day	Evening	Late night
<b>CORE ROUTES</b>												
1	Paw Creek	15	15	15	20	30	15	20	30	20	30	60
2	Ashley Rd	15	15	15	20	30	15	20	30	20	30	60
3	The Plaza	15	15	15	20	30	15	20	30	20	30	60
5	Sprinter Airport	15	15	15	20	30	15	20	30	20	30	60
6	Spr Southpark	15	15	15	20	30	15	20	30	20	30	60
10	West Blvd	15	15	15	20	30	15	20	30	20	30	60
15	Randolph Rd	15	15	15	20	30	15	20	30	20	30	60
16	S Tryon Spine	15	15	15	20	30	15	20	30	20	30	60
22	Graham	15	15	15	20	30	15	20	30	20	30	60
27	Monroe Spine	15	15	15	20	30	15	20	30	20	30	60
34	Freedom Drive	15	15	15	20	30	15	20	30	20	30	60
<b>ORANGE CORE ROUTES</b>												
7	Beatties Ford	10	15	10	20	30	15	20	30	20	30	60
9	Central	10	15	10	20	30	15	20	30	20	30	60
<b>COMMON ROUTES</b>												
4	Belmont	30	30	30	30	60	30	30	60	30	30	60
8	Tuckaseegee	20	30	20	30	60	30	30	60	30	30	60
11	North Tryon	20	30	20	30	30	30	30	30	30	30	30
13	Nevin Road	30	30	30	30	60	30	30	60	30	30	60
14	Waverly	30	30	30	30	60	30	30	60	30	30	60
17	Idlewilde	30	30	30	30	60	30	30	60	30	30	60
19	Park Rd	30	30	30	30	60	30	30	60	30	30	60
21	Statesville Ave	30	30	30	30	60	30	30	60	30	30	60
23	Shamrock	20	30	20	30	60	30	30	60	30	30	60
24	Nations Ford Rd	30	30	30	30	60	30	30	60	30	30	60
25	Clanton-Midtown	30	30	30	30	60	30	30	60	30	30	60
29	JW Clay/UNCC	30	30	30	30	60	30	30	60	30	30	60
30	Scaleybark	30	30	30	30	60	30	30	60	30	30	60
39	Eastway	30	30	30	30	60	30	30	60	30	30	60
56	Arrowood	30	30	30	30	60	30	30	60	30	30	60
57	Archdale	30	30	30	30	60	30	30	60	30	30	60
58	Pineville	30	30	30	30	60	30	30	60	30	30	60
59	Hidden Valley	30	30	30	30	60	30	30	60	30	30	60
60	Tyvola	30	30	30	30	60	30	30	60	30	30	60
20	Sharon Rd	30	30	30	30	60	30	30	60	30	30	60
28	Fainview Rd	30	30	30	30	60	30	30	60	30	30	60
43	Ballantyne	30	30	30	30	60	30	30	60	30	30	60
51	Pineville-Matthews	30	30	30	30	60	30	30	60	30	30	60
54	Concord Mills	30	30	30	30	60	30	30	60	30	30	60
55	Westinghouse	30	30	30	30	60	30	30	60	30	30	60
<b>COMMUNITY ROUTES</b>												
97	VR - Cornelius	30	30	30	30	60	30	30	60	30	30	60
98	VR - McCoy Rd	30	30	30	30	60	30	30	60	30	30	60
99	VR - Town Center	30	30	30	30	60	30	30	60	30	30	60
201	Garden City	30	30	30	30	60	30	30	60	30	30	60
207	Sunset Rd	30	30	30	30	60	30	30	60	30	30	60
208	Hovis-Moores Ch	30	30	30	30	60	30	30	60	30	30	60
221	Harris-Sardis	30	30	30	30	60	30	30	60	30	30	60
222	Pence Rd	30	30	30	30	60	30	30	60	30	30	60
232	Grier Heights	30	30	30	30	60	30	30	60	30	30	60
234	Mt Holly	30	30	30	30	60	30	30	60	30	30	60
235	Ashley Park	30	30	30	30	60	30	30	60	30	30	60
251	Levine	60	60	60	60	60	60	60	60	60	60	60
<b>RAIL SERVICE</b>												
501	LYNX Blue Line	7	15	7	20	30	20	15	20	30	20	30
510	LYNX Gold Line	15	15	15	20	30	20	15	30	30	20	30

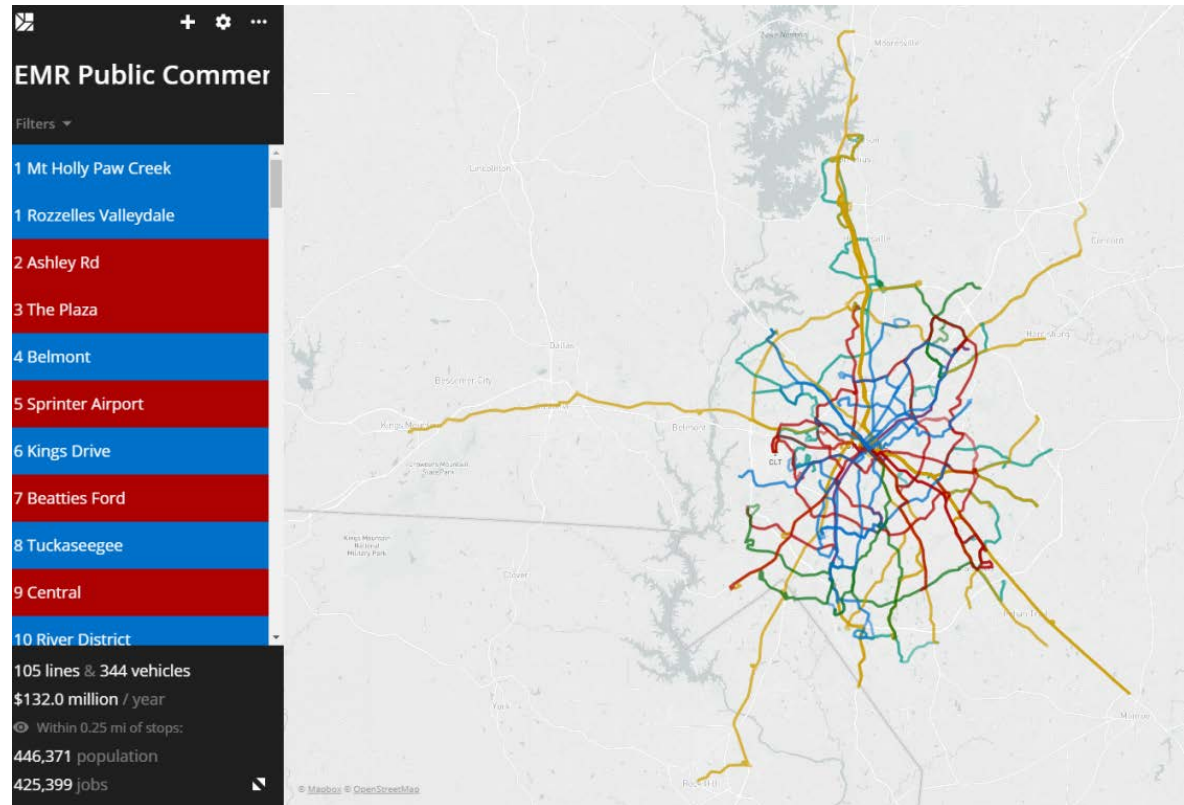
- Public Meetings
- Stakeholders Meetings
- Customer Service Reports
- Bus Riding
- Written Surveys
- QR Codes
- Remix
- Survey Monkey
- Facebook Meetings
- Twitter

Two surveys and 100+ public meetings



# Public Engagement

- Surveys
- Public/Community Meetings
- Digital Engagement
  - Remix
  - Facebook Live



# Engagement Kickoff

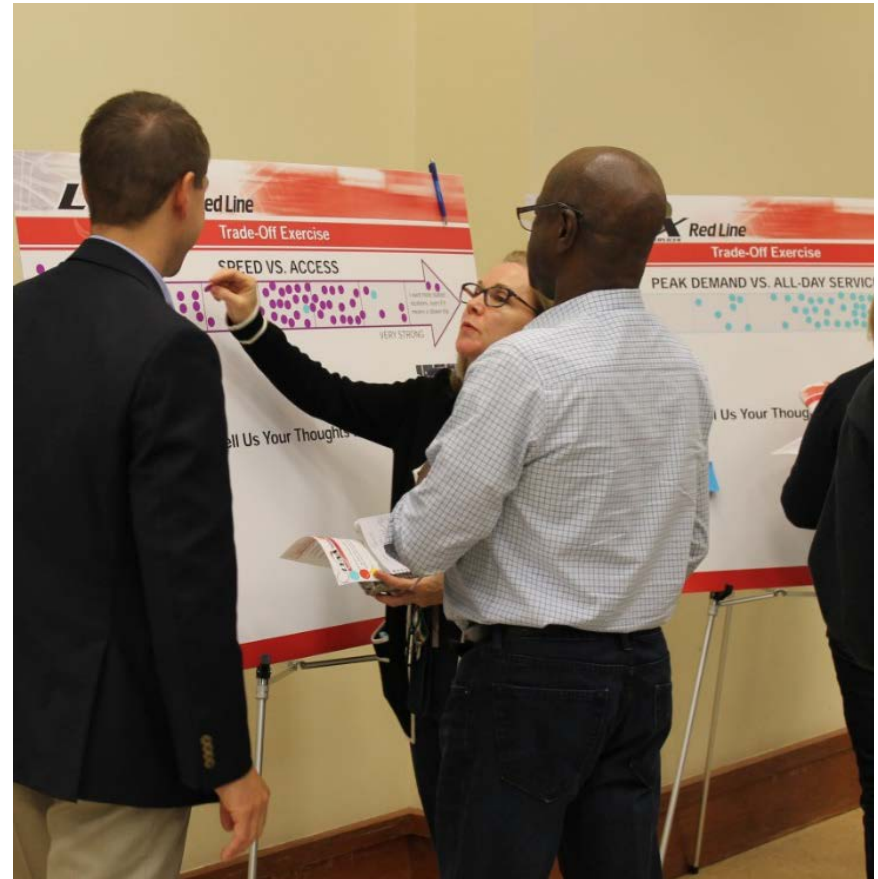
- Surveyed riders to gain their input on service needs
- 1,200 total submittals
- Results helped develop the guiding principles of Envision My Ride
  - Greater connectivity
  - Better crosstown service
  - More direct service
  - More frequent service
  - More transfer opportunities





# Meetings with the Community

- 17 Formal Public Meetings
- 82 Neighborhood/Community Meetings
- 49 Rider Engagement Popup Sessions
- Engaged over 3,500 individuals



This map is powered by Remix.

LOG IN **ADD A COMMENT**

EMR Public Commer

Filters ▾

53X Northlake Express PM

54C Concord Mills

54U URP Short

55 Westinghouse

56 Arrowood

57 Archdale

58 Pineville

60 Tyvola

61x Arboretum Express

62x Rea Road Express A

62x Rea Road Express B

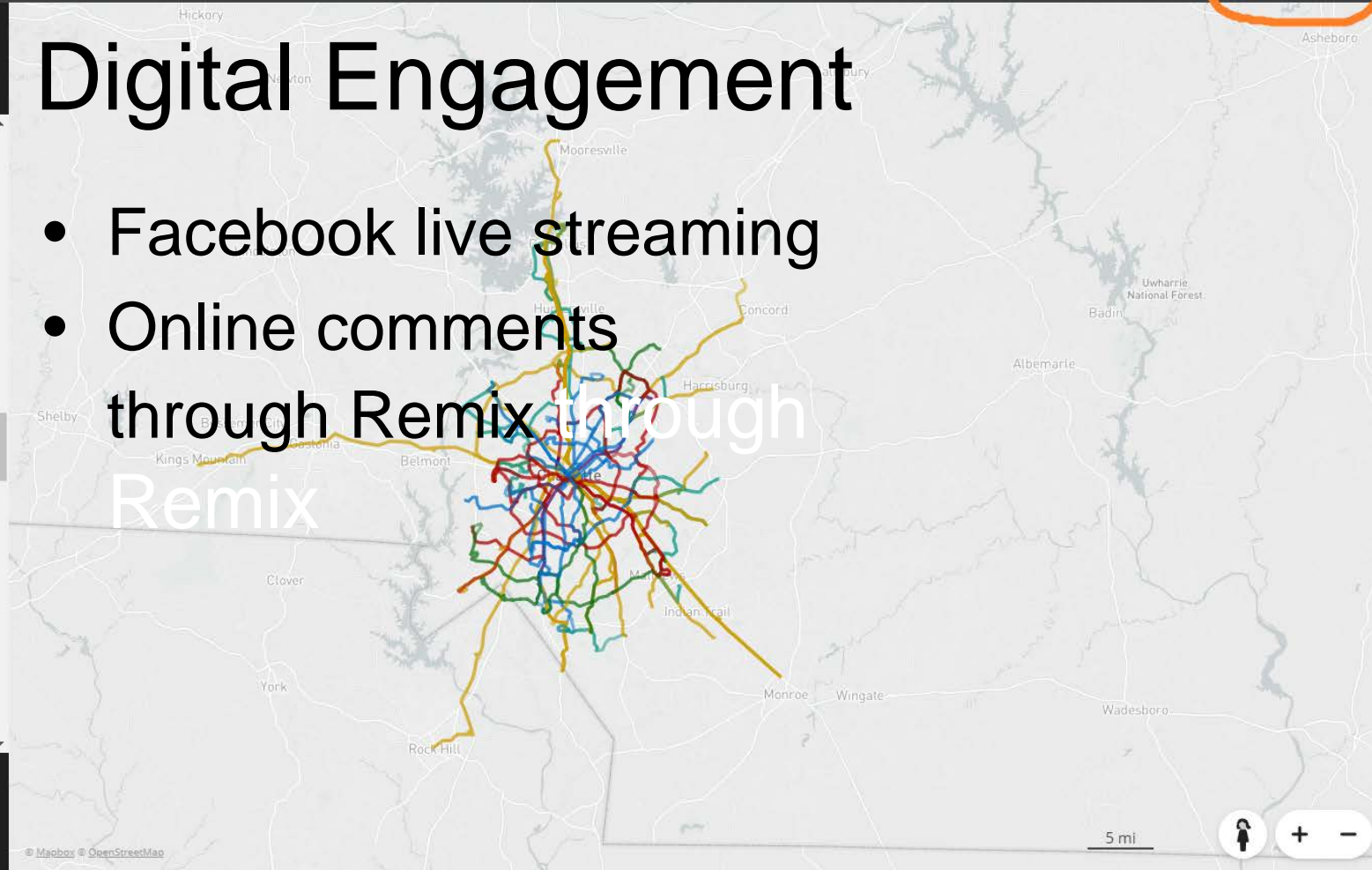
64x Independence Blvd Expre...

Within 0.25 mi of stops:  
446,371 population  
425,399 jobs

# Digital Engagement

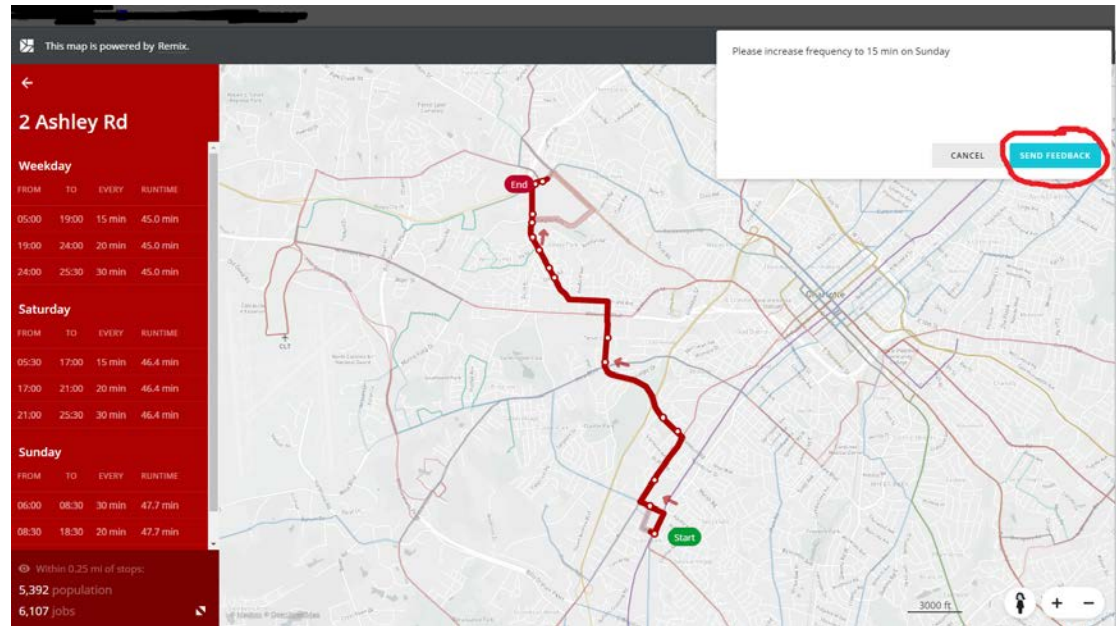
- Facebook live streaming
- Online comments

through Remix through  
Remix



# Remix

- Interactive map where users could provide feedback
- Comment tool was open for approximately one month
- 326 unique comments received
- CATS analyzed comments to adjust final EMR recommendations



## Popular Requests

- Popular requests:
  - Route 14 – Extension to recently developed “Waverly” community
    - Extended 61x express route in October 2018; considering Route 14 in future
  - Route 43 – Longer service hours and better service to Ballantyne
    - Requested 2019 funding for a shuttle service for commuters from light-rail to Ballantyne
  - Route 10 – Request for variant to serve Women’s Crisis Shelter
    - Implemented variant in October 2018

