



ART

Asheville  
Redefines  
Transit

# City of Asheville Downtown Shuttle Feasibility Study Public Workshop

August 2016

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NYGAARD

# Today's Workshop: Purpose and Objectives

To solicit comments and changes on the route design concepts presented today



To get public feedback on park and ride locations, key destinations, etc.



To consider route adjustments based on today's feedback



# Shuttle Study Purpose and Objectives

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- Connect key destinations directly to parking, transit, and each other
- Increase frequency of transit service to high-demand areas
- Support Asheville's efforts to effectively manage parking, and reduce short auto trips
- Improve efficiency (costs & speed) of ART services by reducing ART stops in shuttle-served areas



# Assumptions

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## Free

Open to residents, employers, visitors, and general public



## Fast

Direct routes; not all things to all people



## Timely

Clockface departures (e.g. :00, :15, :30, :45)

# Phases

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## Phase 1: Starter System – 1 Route

- Downtown Circulator

## Phase 2: System Expansion – 1 Route

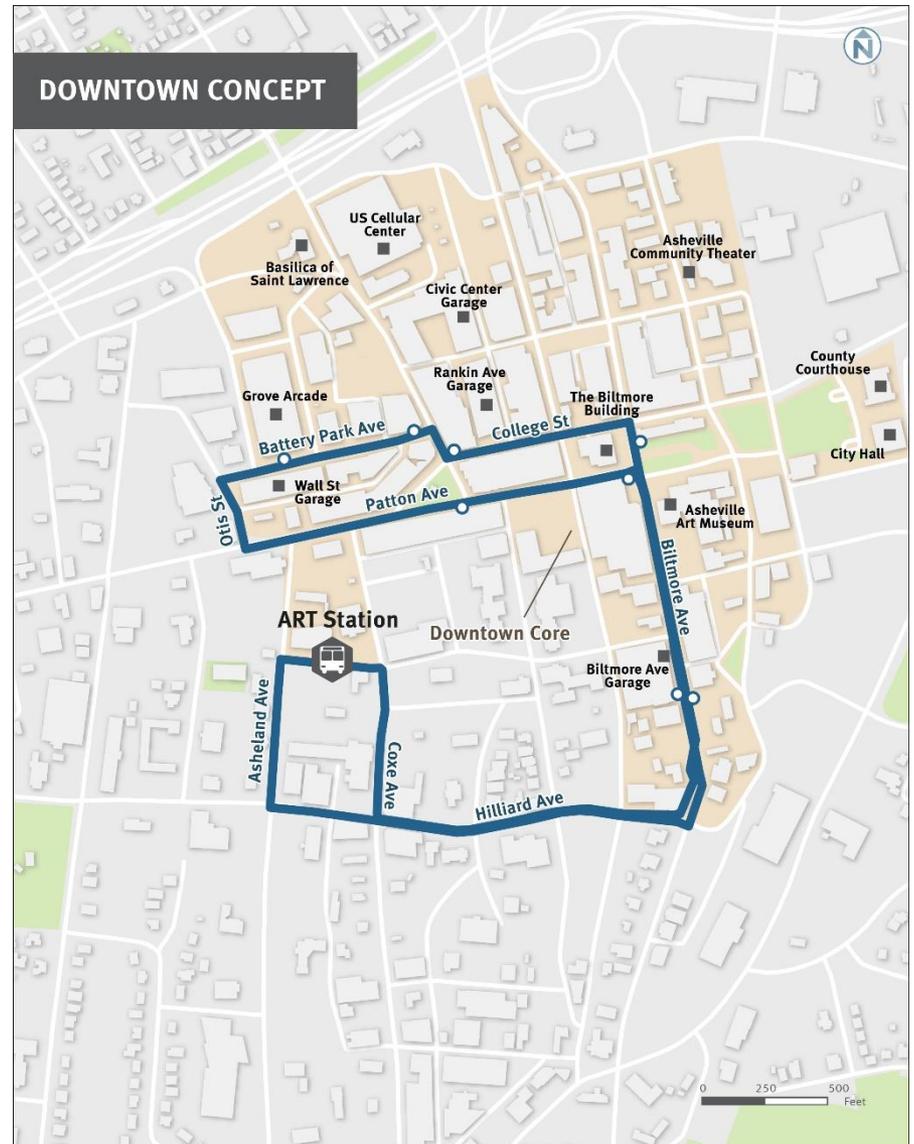
- Biltmore Village (via Mission Hospital)

## Phase 3: Future System – 2 Routes

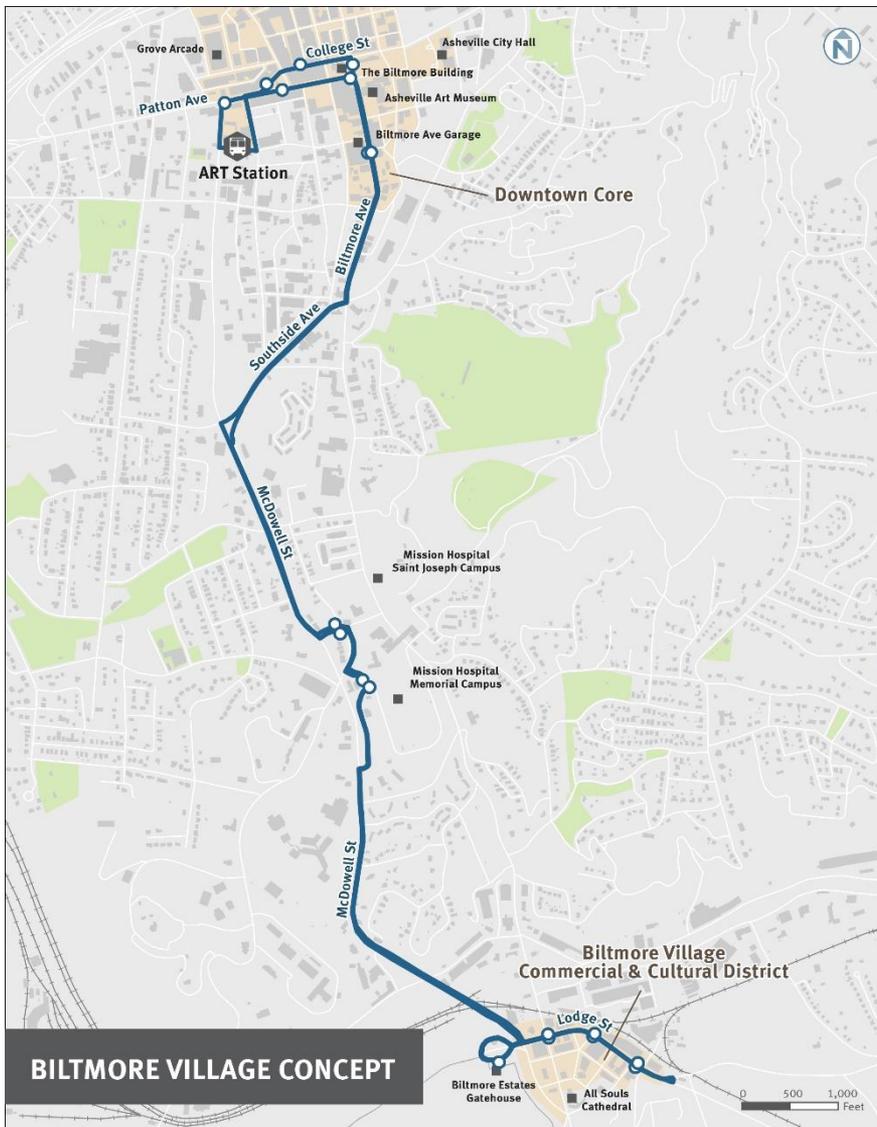
- River Arts District
- West Asheville

# Phase 1: Downtown Asheville Concept

- Connects ART station to high-activity downtown areas
- Makes stops at or near all city-operated downtown parking ramps
- ART station to Grove Arcade and return
- Route length (roundtrip): ~2.1 miles
- Running time (roundtrip): ~19 mins
- Vehicles:
  - 2 Mon-Fri
  - 2 Sat-Sun
- Hours:
  - Mon-Fri
    - 7am – 9pm
  - Sat-Sun
    - 10am – 7pm
- Headway: 12 mins



# Phase 2: Biltmore Village Concept – Via McDowell Street

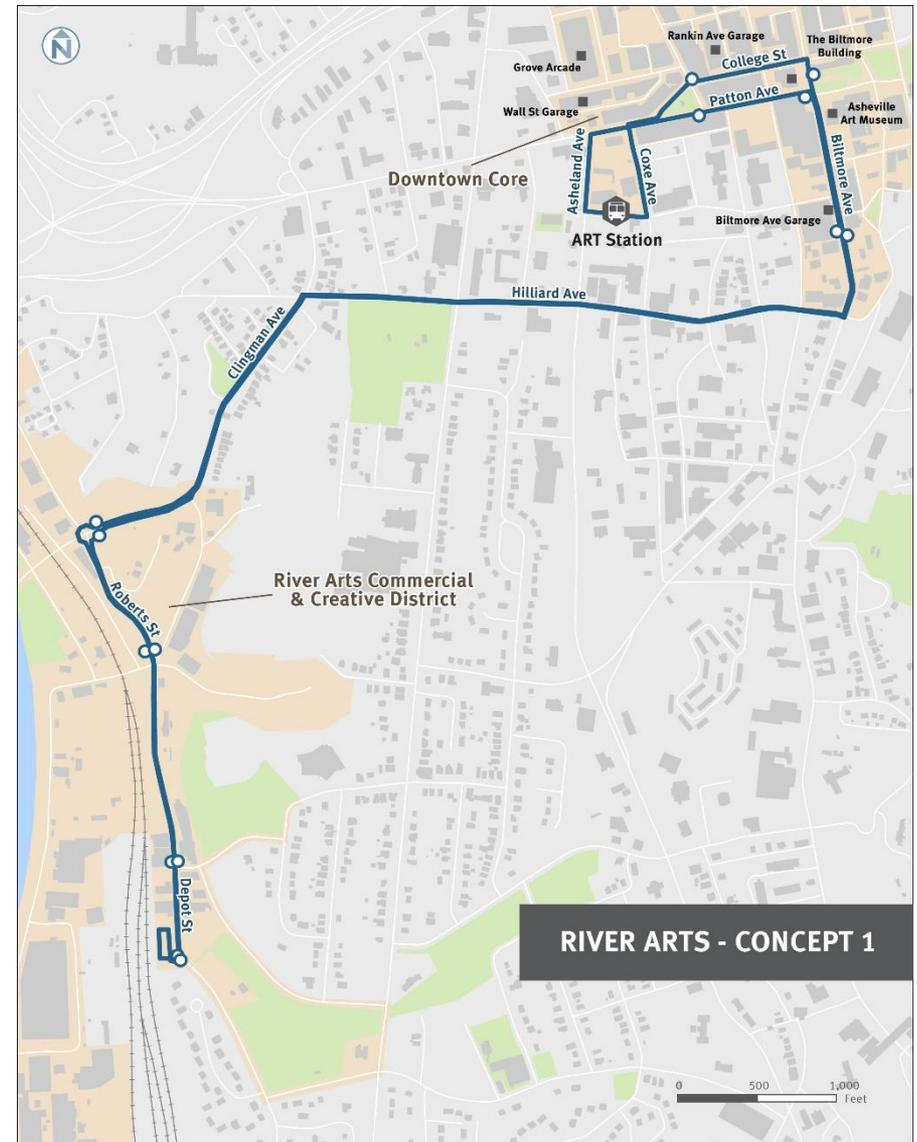


- Directly connects ART station and Downtown with shopping/attractions in Biltmore Village
- Provides the most direct and accessible connections to Mission Hospital
- **Route length (roundtrip):** ~6.7 miles (~4.2 downtown to hospital only)
- **Running time (roundtrip):** ~41 mins (~26 mins downtown to hospital only)
- **Vehicles:**
  - 3 from 10am – 7pm
  - 2 from 7am – 10am & 7pm – 11pm (downtown to hospital only)
- **Hours:**
  - 10am – 7pm
  - Downtown to hospital only: 7am – 10am, 7pm – 11pm
- **Headway:** 15 mins

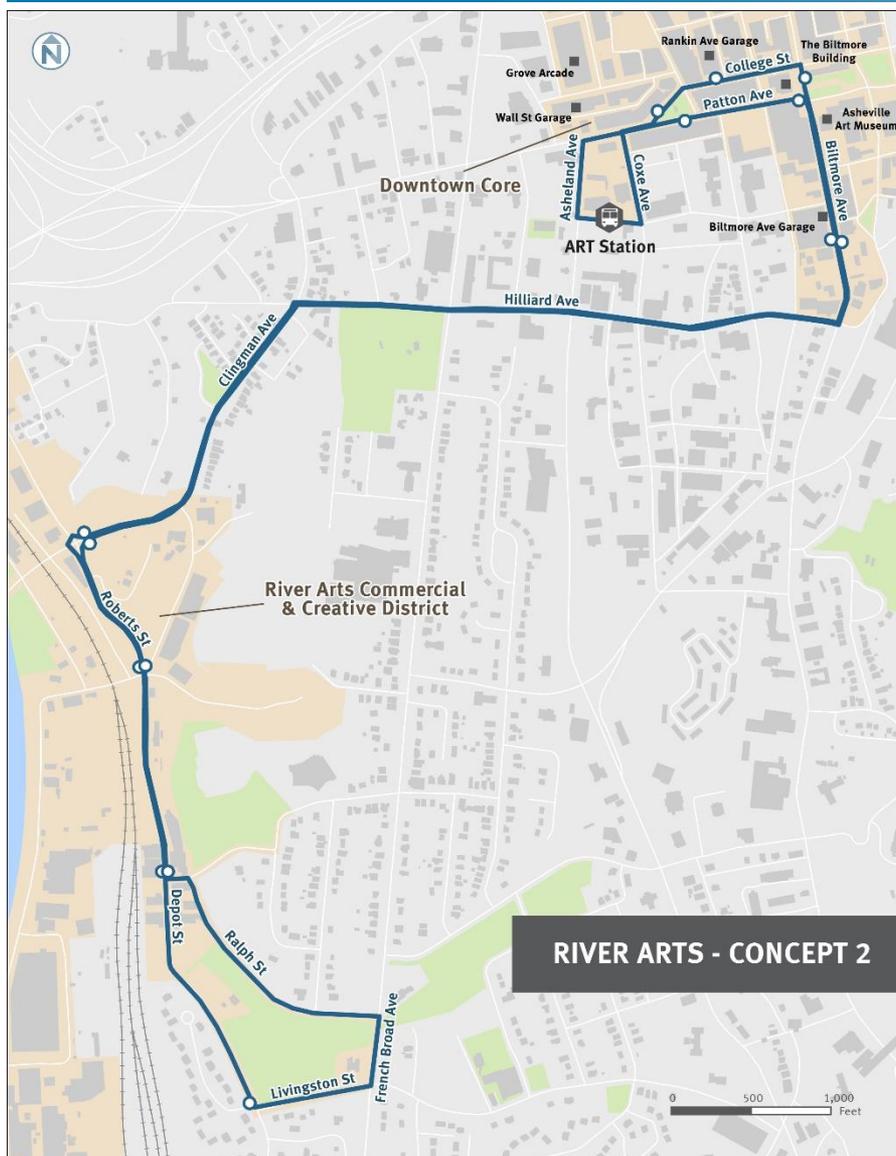
A Biltmore Village route configuration via Biltmore Avenue/Hendersonville Road is ***NOT RECOMMENDED*** due to poor access to Mission Hospital campus areas

# Phase 3: River Arts District Concept 1 – Depot Street Loop

- Directly connects ART station and Downtown to the RAD
- Connects several of the RAD's key areas to each other
- Would provide the only transit service to a large portion of RAD
- Ends at lot immediately south of Magnetic Theater
- Route length (roundtrip): ~4.6 miles
- Running time (roundtrip): ~25 mins
- Vehicles:
  - 1 Mon-Fri
  - 1 Sat-Sun
- Hours: 11am – 6pm
- Headway: 30 mins



# Phase 3: River Arts District Concept 2 – Southside Center Loop



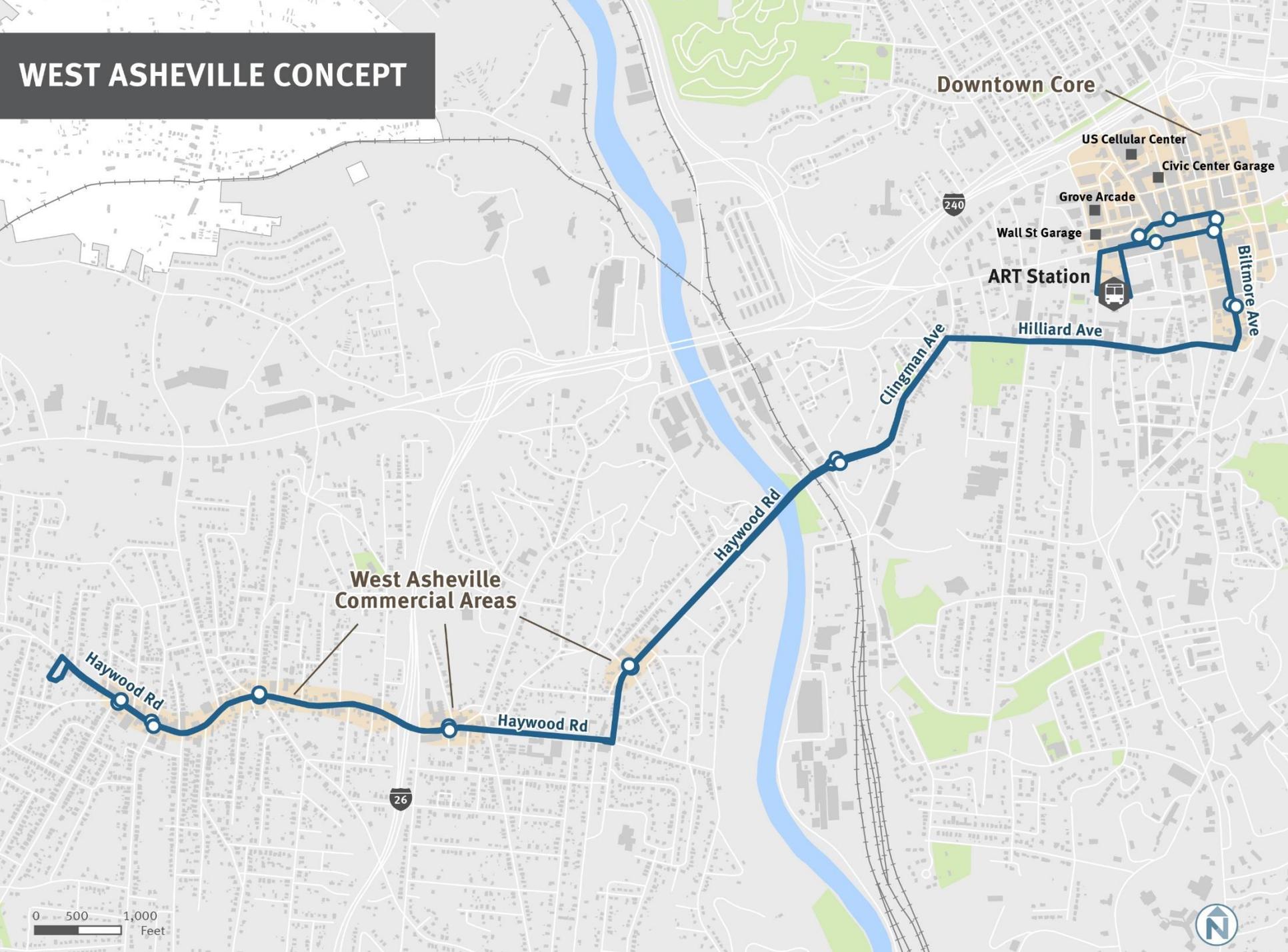
- Directly connects ART station and Downtown to the RAD
- Connects several of the RAD's key areas to each other
- Would provide the only transit service to a large portion of RAD
- Ends at Dr. Wesley Grant Sr. Southside Center
- Route length (roundtrip): ~5.2 miles
- Running time (roundtrip): ~28 mins
- Vehicles:
  - 2 Mon-Fri
  - 2 Sat-Sun
- Hours: 11am – 6pm
- Headway: 20 mins

# Phase 3: West Asheville Concept – Haywood Road

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- Directly connects ART station and Downtown to commercial areas on Haywood Road
- Ends at Haywood Rd/Vermont Ave
- **Route length (roundtrip):** ~ 7.8 miles
- **Running time (roundtrip):** ~ 43 mins
- **Vehicles:** 2 (3 on Fri & Sat after 630pm)
- **Hours:**
  - Sun-Thurs
    - 11am – 11pm
  - Fri-Sun
    - 11am – 2am
- **Headway:**
  - 30 mins (Fri & Sat until 630pm)
  - 20 mins Friday & Sat after 630pm

# WEST ASHEVILLE CONCEPT



# Operating Costs by Route Concept

<b>Route Concept</b>	<b>Annual Vehicle Hours</b>	<b>Annual Operating Cost Estimate (\$50/hr)*</b>	<b>Annual Operating Cost Estimate (\$80/hr)*</b>
Downtown Asheville	4,540	\$227,000	\$363,200
Biltmore Village	14,965	\$748,250	\$1,197,200
River Arts District 1	2,555	\$127,750	\$204,400
River Arts District 2	5,110	\$255,500	\$408,800
West Asheville	10,299	\$514,950	\$823,920

# Vehicle Choices – Proterra All-Electric Bus



**\$700,000 - \$950,000**

King County Metro  
CREDITS: Flickr user "SounderBruce"

# Vehicle Choices – Transit Bus (Trolley Livery)



**\$125,000 - \$350,000**

GCRTA Trolley  
CREDITS: GCRTA

# Vehicle Choices – Body on Frame Bus



**\$100,000 - \$250,000**

**NY Waterways Ferry**  
CREDITS: G. Wayne Prout (Flickr user "73683441@N07")

# Vehicle Choices – Ebus 22



**\$400,000+**

Chattanooga CARTA Downtown Shuttle  
CREDITS: Flickr user "BMdoobieW"

# Vehicle Choices – Ebus 22



Santa Barbara MTD Downtown Waterfront Shuttle  
CREDITS: Flickr user "afagen"

**\$400,000+**

# Vehicle Choices – Cutaway

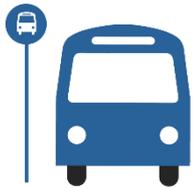


**\$50,000 - \$100,000**

Cleveland Circlelink Shuttle  
CREDITS: Flickr user "afagen"

# Support & Infrastructure

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Bus Stop Signs, Concrete Boarding Pads, Shelters

Shuttle

10min

Real-time arrival information based on AVL



Wayfinding to/from building entrances

# Branding & Marketing

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- Maps
- Signage
- Schedules
- Website
- Mobile Apps
- Social Media

Brand extension of ART?

# Thank You

