City of Asheville
Downtown Shuttle Feasibility Study
Public Workshop

August 2016
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

- 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

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

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

- 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
## Operating Costs by Route Concept

<table>
<thead>
<tr>
<th>Route Concept</th>
<th>Annual Vehicle Hours</th>
<th>Annual Operating Cost Estimate ($50/hr)*</th>
<th>Annual Operating Cost Estimate ($80/hr)*</th>
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</thead>
<tbody>
<tr>
<td>Downtown Asheville</td>
<td>4,540</td>
<td>$227,000</td>
<td>$363,200</td>
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<tr>
<td>Biltmore Village</td>
<td>14,965</td>
<td>$748,250</td>
<td>$1,197,200</td>
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<td>River Arts District 1</td>
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<td>River Arts District 2</td>
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<td>West Asheville</td>
<td>10,299</td>
<td>$514,950</td>
<td>$823,920</td>
</tr>
</tbody>
</table>
Vehicle Choices – Proterra All-Electric Bus

King County Metro
CREDITS: Flickr user "SounderBruce"

$700,000 - $950,000
Vehicle Choices – Transit Bus (Trolley Livery)

$125,000 - $350,000
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”
Vehicle Choices – Cutaway

$50,000 - $100,000

Cleveland Circelink Shuttle
CREDITS: Flickr user “afagen”
Support & Infrastructure

Bus Stop Signs, Concrete Boarding Pads, Shelters

Real-time arrival information based on AVL

Wayfinding to/from building entrances
Branding & Marketing

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

Brand extension of ART?
Thank You