



*August 2017*  
**FINAL PLAN OVERVIEW**

# Project Vision Statement

*The Greater Greenville Area will offer residents and visitors many options for walking and bicycling, through well-designed and beautifully maintained greenway trails, and through walkable, bicycle-friendly streets. People of all ages, abilities, and incomes will be able to safely and conveniently get to where they want to go.*



# Goals for the Active Transportation Plan

*There's no other Single type of investment touches on so many key community issues*



ENHANCE CONNECTIVITY



CREATE A POSITIVE ECONOMIC IMPACT



PROTECT THE ENVIRONMENT



PROMOTE EQUITY



ENHANCE HEALTH



INCREASE SAFETY



INCREASE LIVABILITY



*Goals align with existing plans*



# Goals for the Active Transportation Plan

- **Gains in bike safety are especially important for low-income riders and riders of color.** 49% of the people who bike to work earn less than \$25,000 per year, and Black and Hispanic bicyclists have a fatality rate 30% and 23% higher than white bicyclists, respectively. Building extensive protected bike lane networks benefits those who are most at risk.
- **More people ride when cities build protected bike lanes.** Studies from cities across North America show that adding protected bike lanes significantly increases bike ridership on those streets, with rates ranging from 21% to 171%.
- **Most people are “interested but concerned” about biking and would bike with higher-comfort facilities.** 60% of the total population are “interested but concerned” about biking. Of those, 80% would be willing to ride on streets with a separated or protected bike lane. In particular, recent national research suggests that people of color are more likely than white Americans to say that adding protected bike lanes would make them ride more.



*Goals align with existing plans*

# Planning Process

30+

STEERING COMMITTEE MEMBERS

5

STEERING COMMITTEE MEETINGS

200+

COMMENTS THROUGH THE ONLINE INPUT MAP

5

INPUT STATIONS SET UP THROUGHOUT MPO

3

OUTREACH SESSIONS AT LOCAL EVENTS

4

DRAFT AND FINAL PLAN PRESENTATIONS

1,000+

PUBLIC COMMENT FORMS



# Public Feedback

# 1,008

Total number of  
survey respondents

With roughly proportional responses from Greenville,  
Winterville, Ayden, Simpson, and Pitt County



Our neighborhoods are so isolated from one another by busy roads that most of our citizens would not dare move about from place to place (even for short trips) without getting into a car, which only compounds the problems.

About

# 75%

of survey  
respondents



say it is VERY important to improve walking, bicycling and greenway trail conditions in their community.

# The Draft Plan

1. Introduction
2. Existing Conditions
3. Bicycle Network
4. Sidewalk Network
5. Priority Projects
6. Recommendations
7. Implementation



# Basis of Recommendations

## Committee & Public Input

*Online Public Input Map & Committee Map Mark-ups (page 31)*

*Online Public Survey (page 28)*

*Public Outreach Events and Open Houses (page 22)*

## Connecting Destinations

*Uptown District, East Carolina University, County Home Complex, medical centers, shopping centers, parks, schools, and downtown areas in Winterville, Ayden, and Simpson (page 31)*

## Mapping Analysis

*Crash Analysis (page 36)*

*Demographic & Equity Analysis (page 34)*

*Level of Traffic Stress & Bicycle Connectivity Analysis (page 42)*

## Existing Plans & Facilities

*2011 Bike/Ped Plan & Other Adopted Plans (page 52)*

*Existing Bicycle Facilities (page 39)*

## Existing Routes

*East Coast Greenway (page 39)*

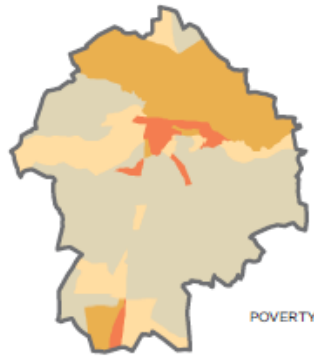
*State Bike Route 2 (pages 39 and 41)*

*2013 Bike Map (page 52)*

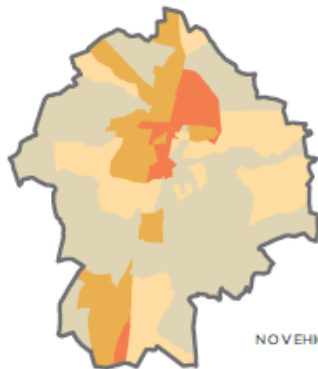
*2016 Online Input Map (page 30)*



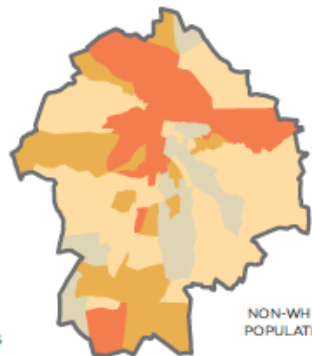
# CH 2: Existing Conditions



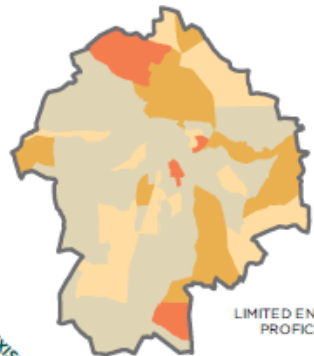
POVERTY STATUS



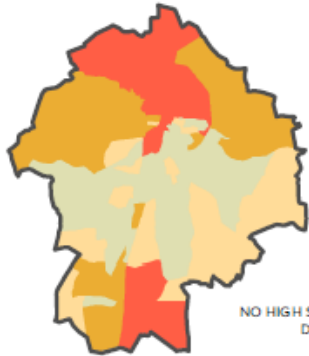
NO VEHICLE ACCESS



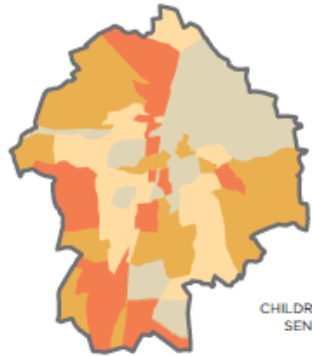
NON-WHITE  
POPULATION



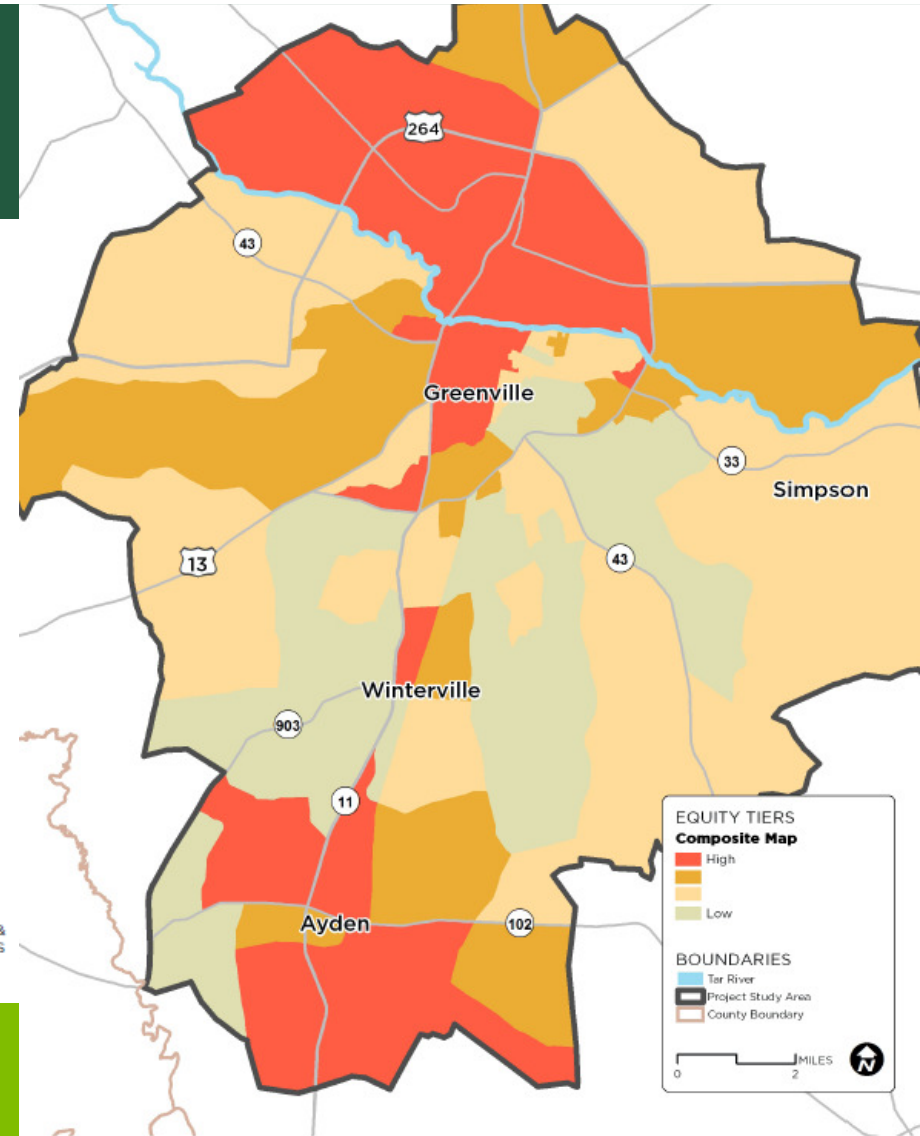
LIMITED ENGLISH  
PROFICIENCY



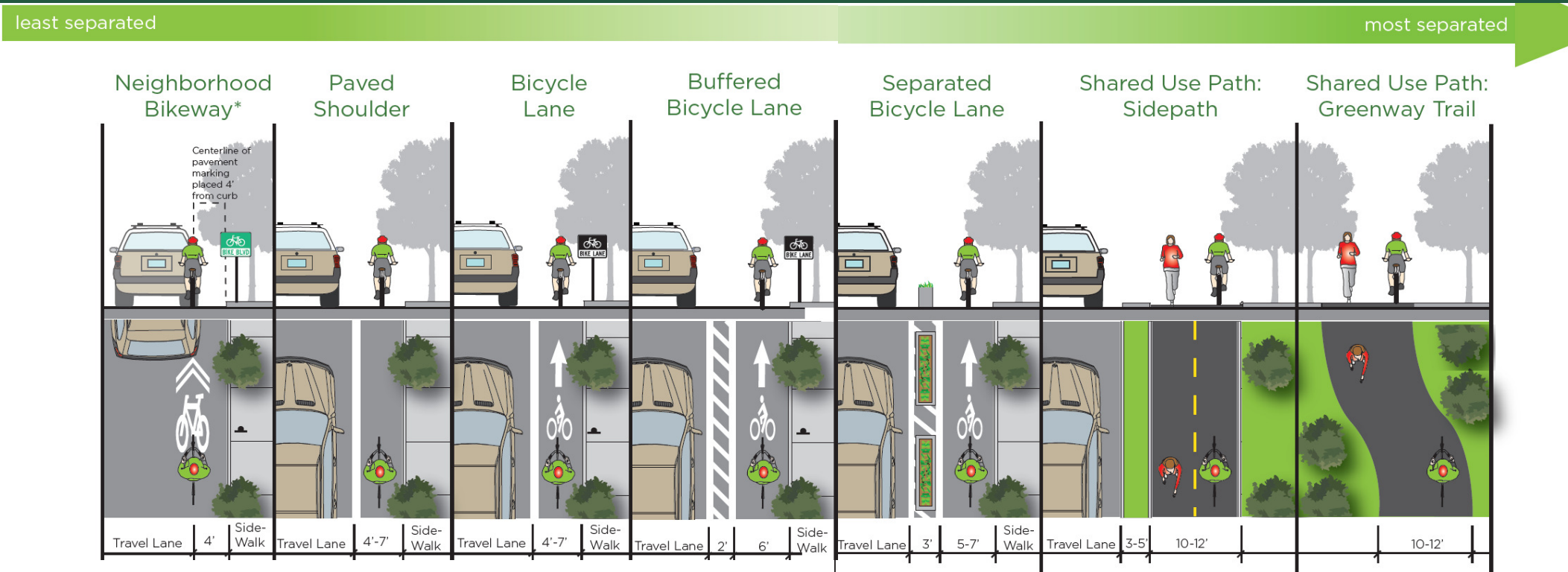
NO HIGH SCHOOL  
DIPLOMA



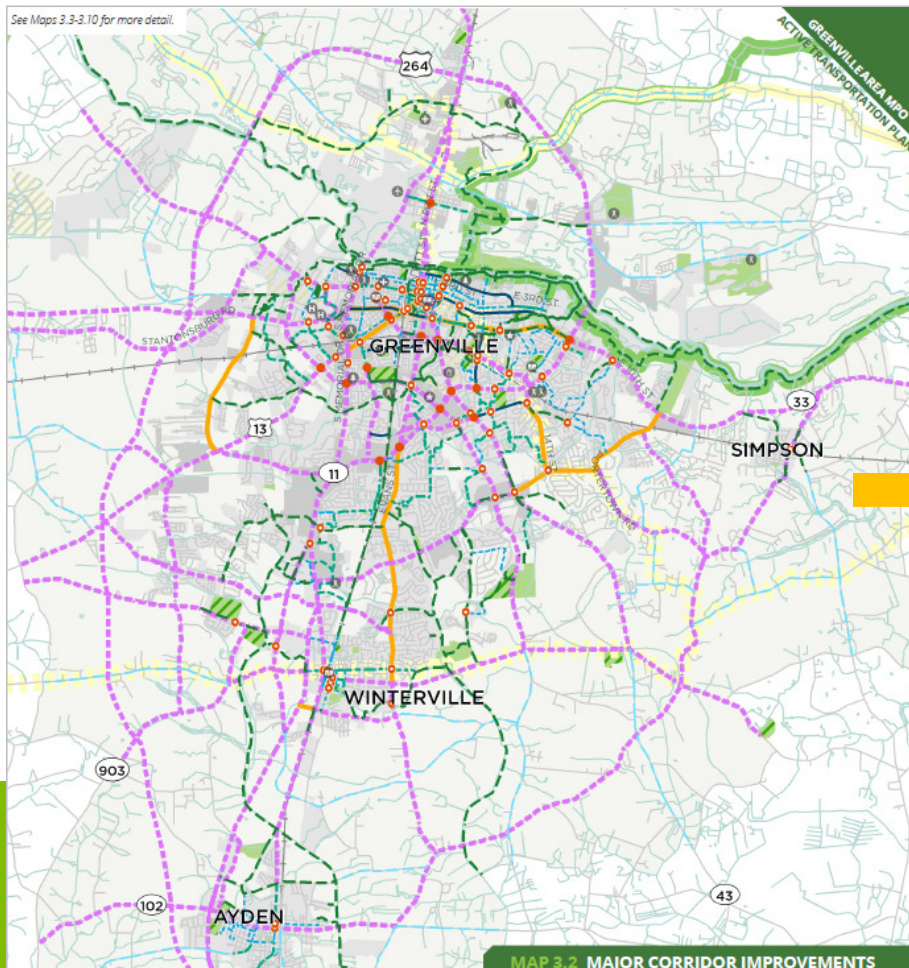
CHILDREN &  
SENIORS



# CH 3 & 4: Bike, Pedestrian & Greenway Networks



# Ch. 3-5: Overall Maps & Priority Project Cut Sheets



**Strategic Network described in 26 cut sheets**

## Project Details

Construct the Town Creek Culvert (TCC) greenway from ECU campus to Town Commons, following the eastern boundary of parking lots on the east side of Reade St.

The existing wide sidewalk/path includes stairs between campus and 5th St - construct stair channel to accommodate bicycles carried up/down this set of stairs



## CH 6: Recommendations



Policy



Programmatic



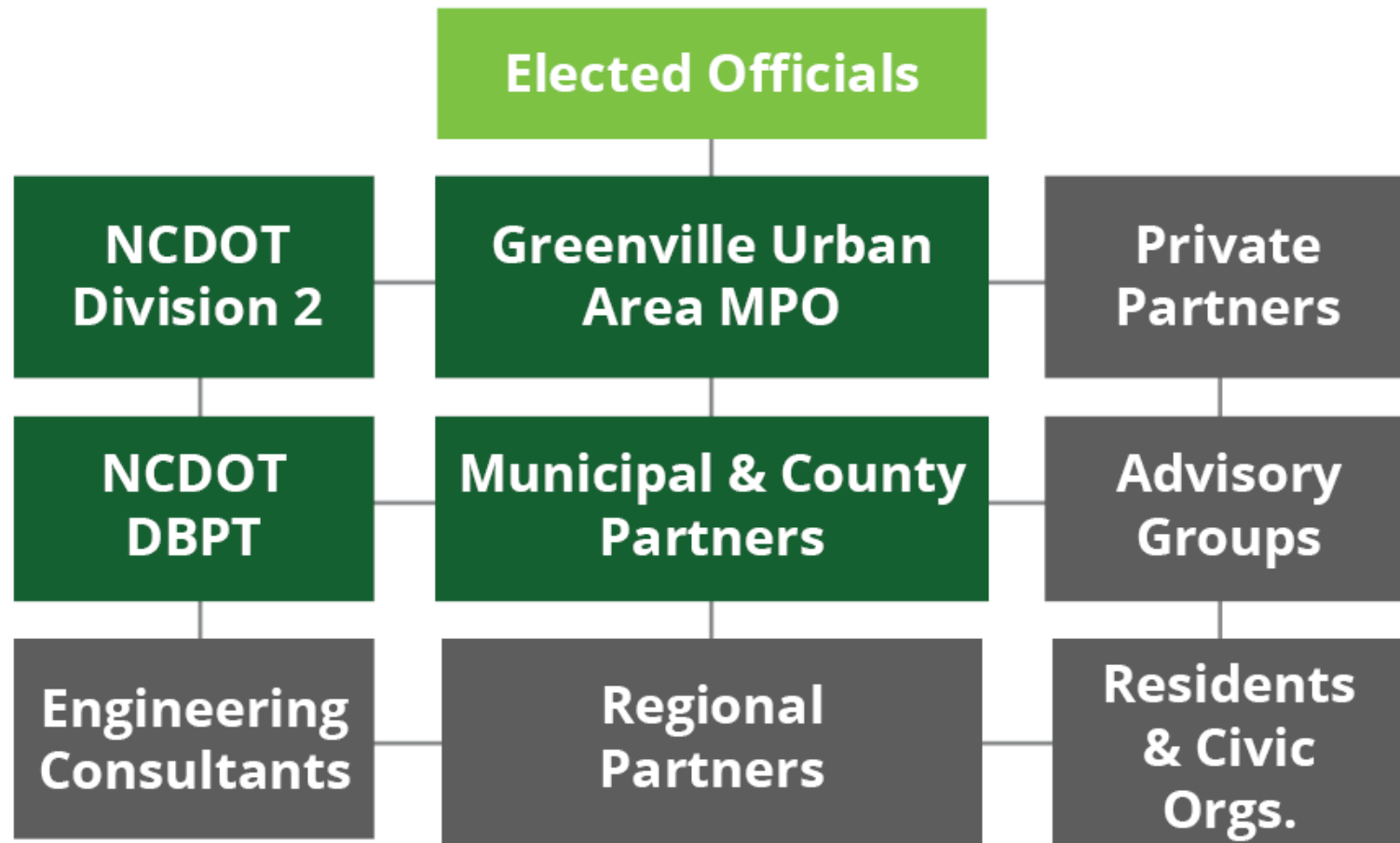
Design



Implementation



# CH 7: Implementation



## Summary of Forecasted Annual Health, Environmental, and Transportation Benefits

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**647,000**

MORE BIKE TRIPS  
PER YEAR



**3,259,000**

MORE WALK TRIPS  
PER YEAR



**\$826,000**

IN HEALTH BENEFITS  
PER YEAR



**\$157,000**

IN ENVIRONMENTAL BENEFITS  
PER YEAR



**\$6,060,000**

IN TRANSPORTATION BENEFITS  
PER YEAR

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OVER

**\$7 MILLION**

IN TOTAL BENEFITS PER YEAR



# Next Steps for Draft Plan Review

## Plan Adoption:

- Serves as critical update and improvement to the previously adopted 2011 Bicycle and Pedestrian Master Plan
- The Plan's Steering Committee unanimously recommends this Plan for adoption
- Adoption does not dedicate specific funding, but rather indicates a willingness to support the Plan's recommended projects and programs over time
- See Draft Resolution for Adoption for other supporting information

[WalkBikeGreenvilleNC.com](http://WalkBikeGreenvilleNC.com)