When Big Data Meets Better Data
APMO Conference, October 18, 2017
Keith Brockington, AICP, GPATS & Greenville County, SC
Allison Fluit, PE AICP, Kimley-Horn and Associates
Study Area

- Portions of Greenville, Pickens, Anderson, Laurens, and Spartanburg Counties
- 777 square miles
- 700,000+ population
Horizon2040 Approach

- Shifting Paradigms
  - Rapidly Urbanizing
  - National Recognition
  - Shifting Demographics

- Aging and Tech-savvy

- From Textiles to Educational/Healthcare/Technology Research

- Modal Shifts
  - Desire for walkable communities
  - Shifts away from vehicle ownership
  - Transit needs for job/education/healthcare access

- Strong focus from Technology sector for Automated R&D

- Increasing Traffic Congestion
Horizon2040 Approach

• Knowledge that Priorities have Shifted
• VS. Historical Funding Priorities
  – South Carolina “Guideshare” (80% STBG, 20% State)
  – Approx. $18 million per year
  – New Roads
  – Widenings
  – Intersections
• Recent years
  – Bike and Pedestrian facilities WITH Road Projects
  – Signal Timing
• NO Dedicated Guideshare for Alternative Transportation
• GPATS Needed to find out the actual Public Will.
  – MASSIVE Public Outreach Effort for Horizon2040
Public Outreach

- **Policy Committee Meetings**
  - 3 meetings (June 2016, April 2017, Aug 2017)

- **Regional Workshops**
  - Visioning (Sept 2016)
  - Open House (Aug 2017)

- **Sub-Regional Community Meetings**
  - Round 1 (8 meetings; Oct 2016)
  - Round 2 (9 meetings; May-June 2017)

- **Stakeholder and Small Group Interviews**
  - 25 meetings (January – April 2017)

- **Focus Group Work Sessions**
  - 3 sessions (March 2017)

- **Statistically-Valid Survey**
  - 525 households; 95% level of confidence

- **MetroQuest Survey**
  - 1,436 participants; 1,800 comments; 33,110 data points

- [www.GPATS.org](http://www.GPATS.org)

- Social Media
Public Outreach

• Fall for Greenville Trolley Stop
  – Captive Audience
  – Regional Draw
  – Getting to Event = Concerned About Transportation
  – Massive Response Hike!
Guiding Principles

Culture & Environment
Enhance the region's quality of life by preserving and promoting its valued places and natural assets.

Growth & Development
Make traveling more efficient by coordinating transportation investments with land use decisions.

Safety & Security
Promote a safe and secure transportation system by reducing crashes, making travel reliable and predictable, and improving emergency response.

Economic Vitality
Support regional economic vitality by making it easier to move people and freight within and through the region.

Mobility & Accessibility
Provide a balanced transportation system that makes it easier to bike, walk, and take transit.

System Preservation & Efficiency
Extend the life of the transportation system and promote fiscal responsibility by emphasizing maintenance and operational efficiency.
Regional and Sub-Regional Meetings: ~475 participants

- Activity-Based Meetings
- One Word
- Priority Pyramid
- Thought Wall
- More or Less
- Mapping
- Exit Questionnaire
MetroQuest: 1,436 participants
Q10. When considering transportation safety and security, we should be focusing on...

- Improving safety: 37%
- Making travel times more predictable: 12%
- Reducing emergency response times: 12%
- Investing in smart transportation technologies: 15%
- Making it easier to bike & walk: 19%
- Don't know: 4%

Source: ETC Institute (2017)
Q1 How would you spend $100 on transportation improvements in the region? You can spend it on one thing or spread it around. Be sure your total equals $100.

Answered: 125  Skipped: 0
The region is growing rapidly, leading to increased congestion and travel delays.

Safety should be a priority as road improvements are considered.

Active transportation is popularity throughout the region, and we should expand the opportunities for residents to bike and walk to their destinations.

There is widespread interest to provide public transportation to expanded service areas.

Improving our transportation system is linked to regional economic development.

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**Our Transportation Priorities**

1. Safety & Security
2. Growth & Development
3. Mobility & Accessibility
4. System Preservation & Efficiency
5. Economic Vitality
6. Culture & Environment
Roadway Recommendations

Greenville County
- 94 corridors
- 98 intersections

Pickens County
- 17 corridors
- 23 intersections

Anderson County
- 7 corridors
- 8 intersections

Spartanburg County
- 4 corridors
- 1 intersection

Laurens County
- 1 corridor
- 1 intersection
Bicycle & Pedestrian Recommendations

Designates on-street and off-street bicycle facilities

695 proposed projects

Sets priority sidewalk zones around elementary and middle schools

145 designated areas

Coordinates with roadway recommendations to take advantage of incidental improvements
Financial Constraint – Costs vs. Revenues

Cost

- Corridors: $920+ million
- Intersections: $430+ million
- Bike/Ped: $343+ million

vs

Revenues

GPATS Guideshare Revenue (including inflation)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2023</td>
<td>$110,343,000</td>
</tr>
<tr>
<td>2024-2030</td>
<td>$126,546,000</td>
</tr>
<tr>
<td>2031-2040</td>
<td>$180,780,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$417,669,000</strong></td>
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Funding availability for years not already programmed in the currently adopted STIP.

2017-2023 $110,343,000
2024-2030 $126,546,000
2031-2040 $180,780,000
Total $417,669,000
Financial Constraint – Guideshare Modal Split

HISTORIC FUNDING ALLOCATION

- Corridors and Intersections: 99%
- Signal Improvements: 1%
- Bicycle and Pedestrian: 0%
- Transit: 0%
PROPOSED FUNDING ALLOCATION

- Corridors: 50%
- Intersections: 25%
- Signal Improvements: 5%
- Transit: 10%
- Bicycle and Pedestrian: 10%

Financial Constraint – Guideshare Modal Split
What Does This Mean For GPATS?

Funding levels are better aligned with public will

• Robust public feedback dispels the notion that “we only hear from the advocates”
• Elected and appointed officials can more clearly understand the voice of their constituents
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