



City of High Point

Meeting Agenda

Prosperity, Livability, & Safety Committee

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Monica Peters, Chair
Dr. Patrick Harman
Tyrone Johnson
Vickie M. McKiver
Cyril Jefferson, Mayor (Alternate)
Britt Moore, Mayor Pro Tem (Alternate)

Thursday, October 9, 2025

9:00 AM

Council Chambers

Prosperity and Livability Committee - Council Member Monica Peters, Chair

CALL TO ORDER

PRESENTATION OF ITEMS

2025-419

Short-Range Transit Plan Presentation

Staff will provide an update regarding the development of the City of High Point Short-Range Transit Plan.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Short-Range Transit Plan Presentation

FROM:
George Eckart
Assistant Transportation Director

MEETING DATE:
October 9, 2025

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

PURPOSE: Provide an update regarding the development of the city's Short-Range Transit Plan (SRTP).

BACKGROUND: The City of High Point hired SRF Consulting Group from Winston-Salem, NC to develop the SRTP for the City of High Point's transit system. This plan is a needed update to our existing plan which is 10 years old. The process began in March of this year and the anticipated final adoption is estimated in late December 2025 or early January 2026. This presentation will detail where we have been, where we are now, and next steps in the process.

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: For Information Only.

HIGH POINT SHORT RANGE TRANSIT PLAN

Prosperity, Livability, and Safety Committee
Alec Moore, SRF Consulting Group

October 9, 2025



Short Range Transit Planning Process



Project Activities

- Activities completed to date
 - ✓ Completed analyses
 - Existing Conditions
 - Transit Market Areas
 - System Accessibility
 - ✓ Technical reports
 - Transfer Centers
 - Transit Fares
 - Transit-Oriented Development
 - Microtransit
 - ACCESS Evaluation
 - Bus Stops and Amenities
 - ✓ Public and Stakeholder Engagement
- Developed initial concepts and currently refining scenarios to produce final recommendations

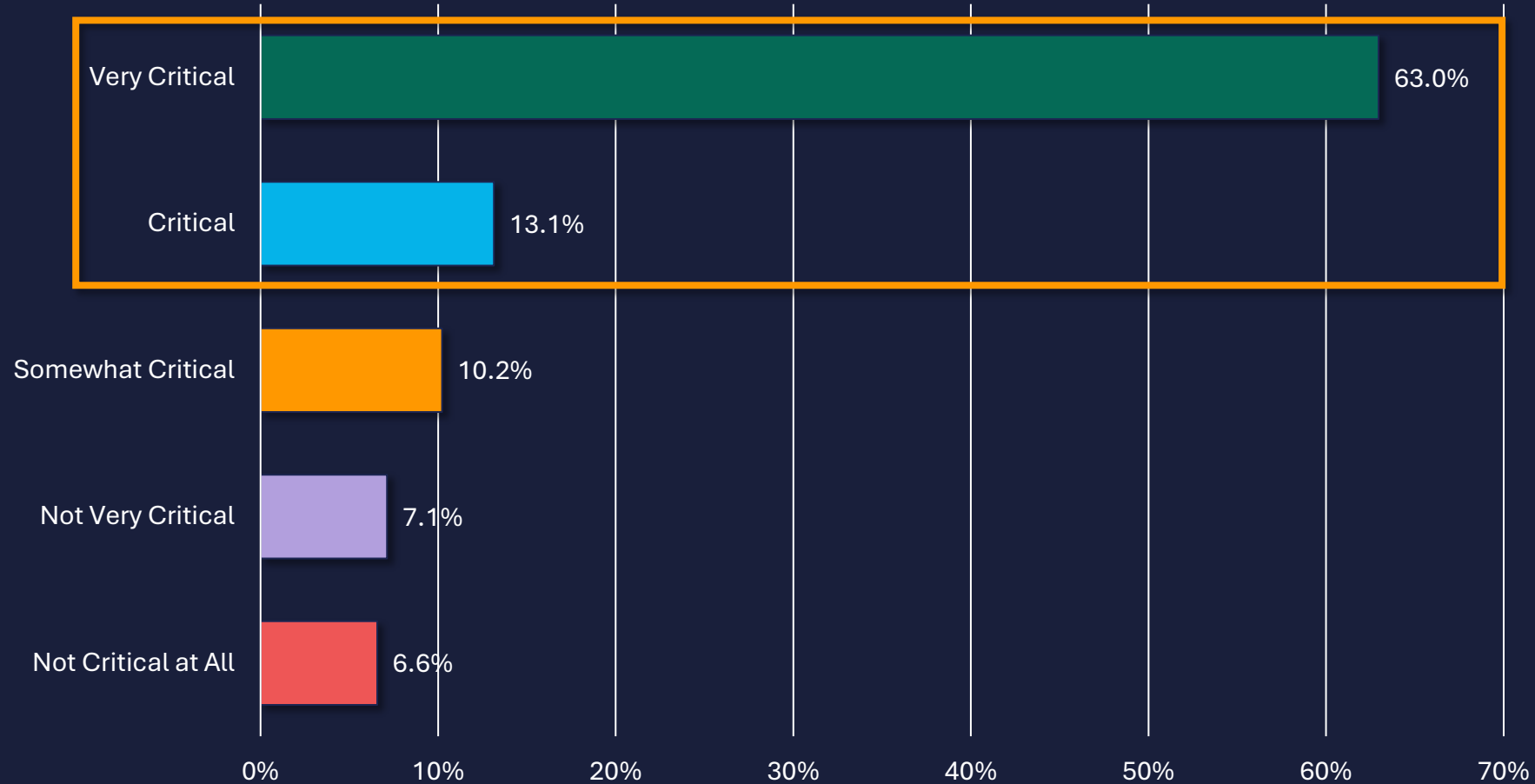


Engagement Activities

- ❑ Public Engagement Plan
 - ✓ Project Management Team (PMT) meetings
 - ✓ Sounding Board meetings (3 of 4)
 - ✓ Driver engagement meetings
 - ✓ Rider (550+) and community (200+) surveys
 - Multi-lingual
 - ✓ ADA-paratransit interviews
 - ✓ Pop Up events
 - ✓ Project communications (web, social media, etc.)
- ❑ Fall Engagement Program Starting in October

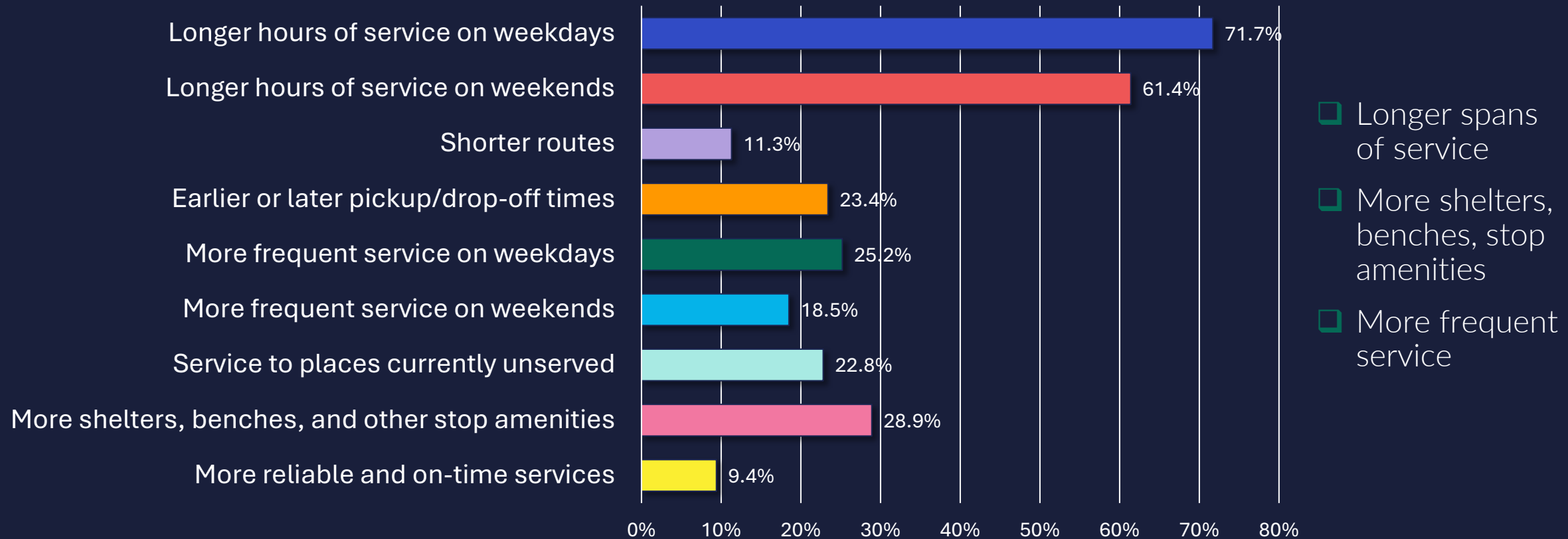


How important is the bus to your ability to get around?



76% of riders said transit is “Very Critical” or “Critical” to their ability to get around

Which three (3) of the following service improvements would make the bus system better for you to use?



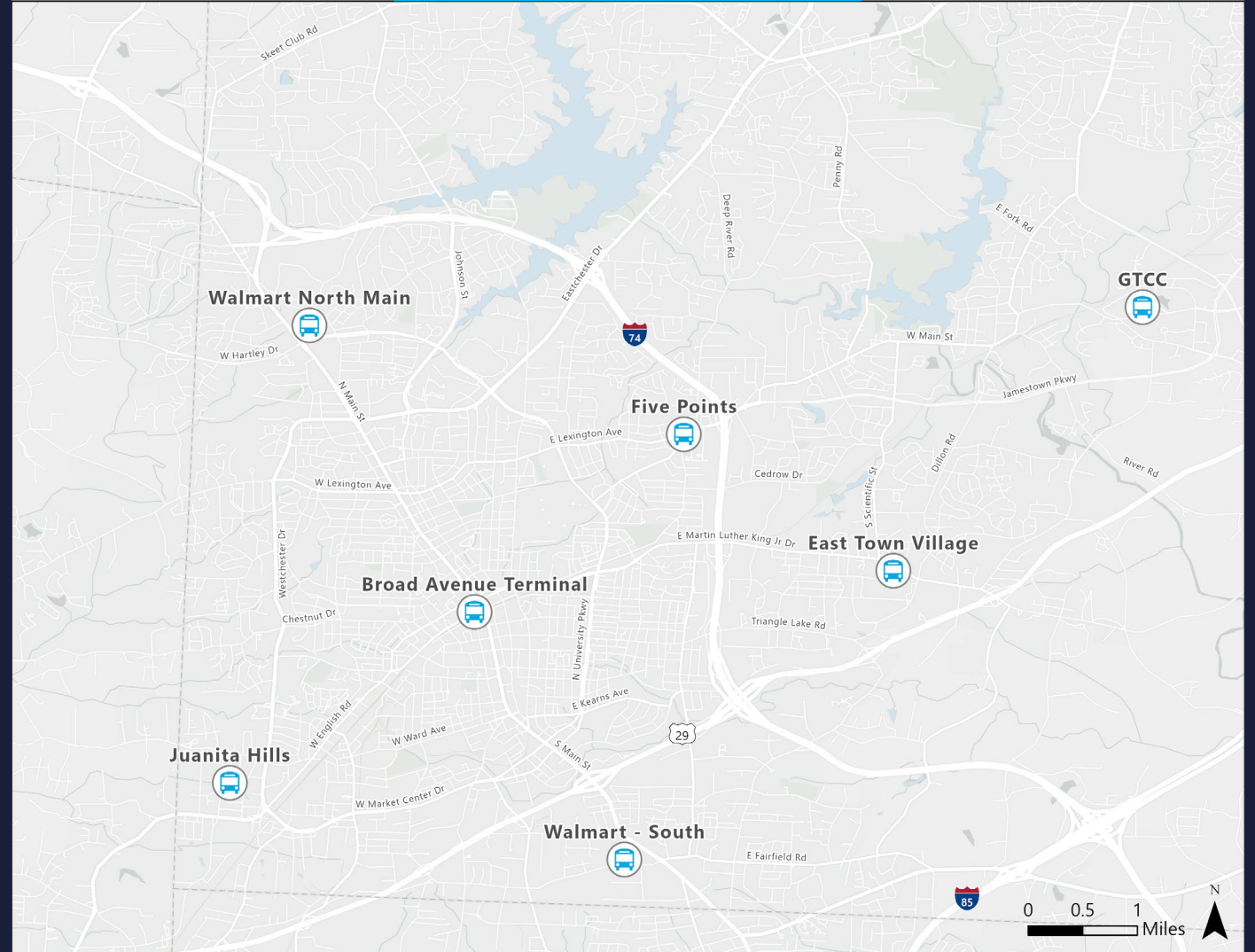


Initial Recommendations

Transfer Points

Proposed Transfer Points

- Six transfer points proposed (maintain the Broad Avenue Terminal as signature facility)
 - Walmart – North Main
 - Five Points
 - East Town Village
 - Walmart – South Main
 - Juanita Hills
 - GTCC Jamestown (Existing)
- At least two routes meet/intersect, potential future mobility hub, and opportunity for future transit-supportive development



What are Transfer Points?

- Signature bus stops, scaled to the surrounding community character and context
 - Strategically located near key destinations
 - Allow quick access to the transit system
 - Enable transfers between routes outside of downtown
- Located with purpose to:
 - Drive ridership growth
 - Enhance community mobility and service reliability
 - Provide safe spaces
 - Create spaces for public art, community identity, and placemaking opportunity

Concept Drawing



Artistic illustration for conceptual visualization purposes only.

Transit-Oriented Development

- Urban planning approach focused on compact, walkable, mixed-use urban environments centered around high-quality public transportation
 - Align housing, jobs, retail, and human services within an easy walking distance of transit stops
 - Reduces commute times, support local businesses, and lower household transportation costs
- TOD is a practical and aspirational strategy
 - A vital pathway toward a more livable and resilient future

Concept Drawing

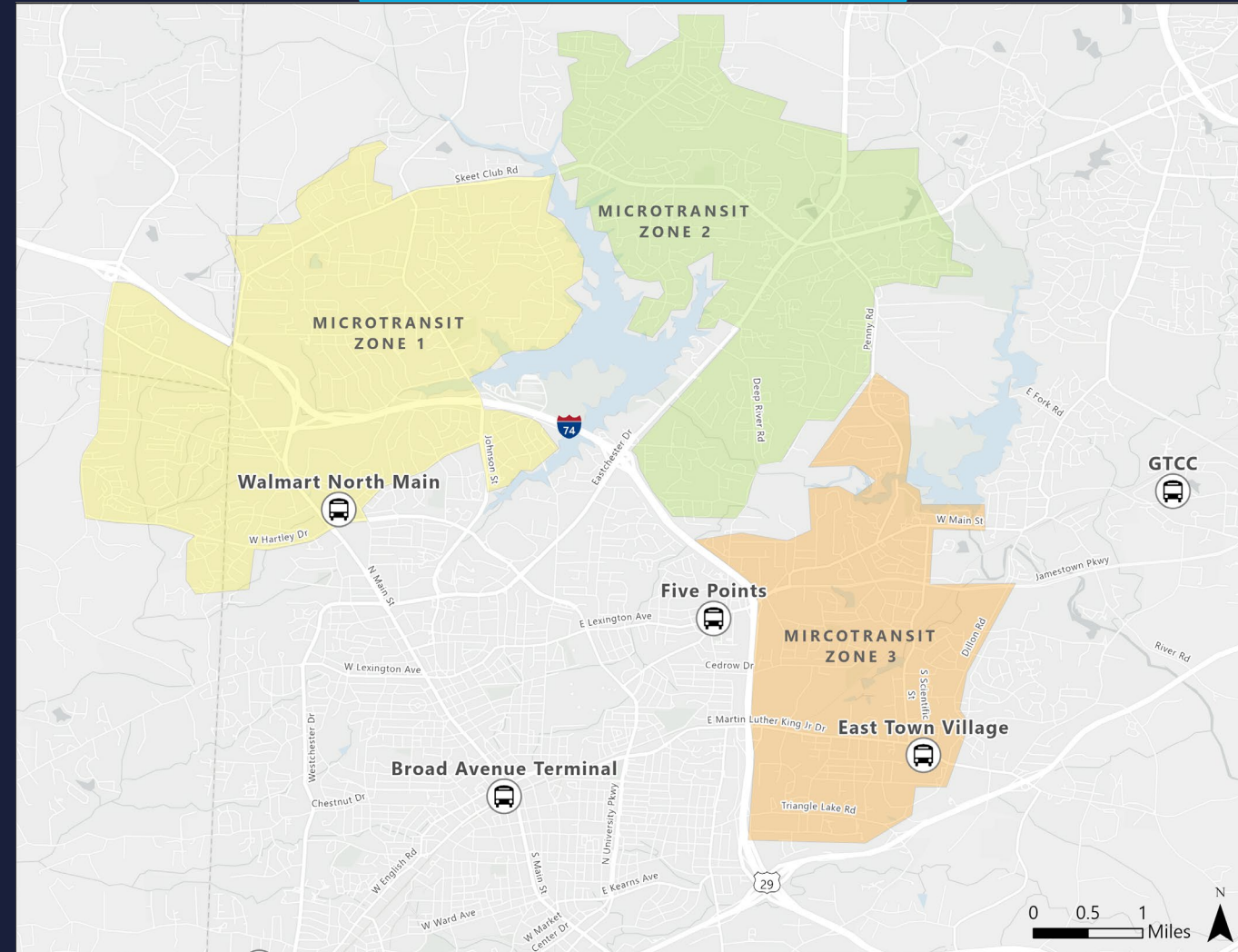


Artistic illustration for conceptual visualization purposes only.

Microtransit

- A flexible, technology-enabled form of public transportation that uses smaller vehicles — vans, shuttles, or minibuses — to provide service that adapts to rider demand
- A community-scaled transit service that blends the efficiency of public transportation with the convenience of ride-hailing (Uber, Lyft, etc.)
- Future microtransit zones in High Point
 - Zone 1 – Northwest High Point
 - Zone 2 – Northeast High Point
 - Zone 3 – East High Point

Proposed Microtransit Zones



Route Adjustment Concepts

- ❑ Establishing a “Transit Spine” on North and South Main Streets
 - Higher frequency, longer span routes
- ❑ Branch routes extending into neighborhoods and connecting community nodes not in downtown
 - Modest frequency, spans reflective of demand
- ❑ Introduce crosstown routes
 - Routes connecting to other routes offering a transfer outside of downtown
 - Modest frequency, spans reflective of demand
- ❑ Every route still connects with the Broad Avenue Terminal



Key Observations

□ Future Network Opportunities:

- Corridor and coverage-based route strategy focuses resources while extending the system's reach
- Better route spacing reduces competition between routes for riders and makes the system more legible
- More connections between neighborhoods with signature shopping and job centers
- Interlining services and scheduling techniques, creation of additional transfer points for greater efficiencies
- Spacing bus stops improves performance and schedule adherence



What's Next?

- ❑ Complete technical analyses of future system
- ❑ Conduct public and stakeholder engagement
- ❑ Begin development of draft final Short Range Transit Plan



Project Contact
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