



City of High Point

Meeting Agenda

Prosperity, Livability, & Safety Committee

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

Mayor Pro Tempore Monica Peters, Chair

Committee Members:

Council Member Dr. Patrick Harman

Council Member Tyrone Johnson

Council Member Vickie M. McKiver

Cyril Jefferson, Mayor (Alternate)

Thursday, August 6, 2026

9:00 AM

Council Chambers

Prosperity and Livability Committee - Mayor Pro Tempore Monica Peters, Chair

CALL TO ORDER

PRESENTATION OF ITEMS

- 2026-282 **Consideration of Adoption of the City of High Point 2026
Short-Range Transit Plan (SRTP)**
City Council is requested to adopt the City of High Point 2026 Short-Range Transit Plan (SRTP) and authorize the appropriate City Official(s) to execute all necessary documents.
- 2026-284 **Consideration of an Ordinance Amending Section 11-11-1
Social Districts of the High Point Code of Ordinances**
City Council is requested to consider an ordinance amending Section 11-11-1 Social Districts of the High Point Code of Ordinances to expand the boundaries of the Downtown Social District by adding additional property and authorize the appropriate City Official(s) to execute all necessary documents.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Consideration of Adoption of the City of High Point 2026 Short-Range Transit Plan (SRTP)

FROM:
Greg Venable
Transportation Director

MEETING DATE:
August 6, 2026

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

PURPOSE: Adoption of the City of High Point Short-Range Transit Plan (SRTP).

BACKGROUND: The Short-Range Transit Plan (SRTP) evaluates the performance of the City's fixed-route transit service, paratransit operations, and capital investment priorities over the next five years. The City of High Point hired SRF Consulting Group to assist staff in developing the SRTP. The planning process began in March 2025 and included extensive public involvement. The presentation outlines the planning process, service recommendations, capital asset recommendations, policy recommendations, and implementation plan. The SRTP serves as a planning tool to guide High Point Transit System staff in making decisions and recommendations regarding transit services over the next three to five years.

The Draft 2026 Short-Range Transit Plan (SRTP) can be accessed using the link below.

[Draft 2026 Short-Range Transit Plan](#)

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: City Council is requested to adopt the City of High Point 2026 Short-Range Transit Plan (SRTP) and authorize the appropriate City Official(s) to execute all necessary documents.

HIGH POINT SHORT RANGE TRANSIT PLAN

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

August 6, 2026



Short Range Transit Planning Process



Project Activities

Activities Completed

- ✓ Technical analyses
 - Existing Conditions
 - Transit Market
 - System Accessibility
 - Ridership Potential
 - ✓ Subject matter technical reports
 - Transfer Centers
 - Transit Fares and Fare-Free
 - Transit-Oriented Development
 - Microtransit
 - ACCESS Evaluation
 - Bus Stops and Amenities
 - ✓ Public and Stakeholder Engagement
- Developed system concepts and tested service scenarios to produce final recommendations



Engagement Activities

- ❑ Public Engagement Plan
 - ✓ Project Management Team (PMT) meetings
 - ✓ Sounding Board meetings
 - ✓ Driver engagement meetings
 - ✓ Rider and community surveys
 - Multi-lingual
 - ✓ ADA-paratransit rider interviews
 - ✓ Pop up events (Farmers Market, YWCA)
 - ✓ Project communications (web, social media, etc.)
- ❑ Fall 2025 Engagement Program
 - ✓ Public Open House
 - ✓ Pop-up events (Washington Street Unity Festival, Farmers Market, Broad Avenue Terminal)
 - ✓ Community and rider surveying





The Plan

Plan Components

- ❑ Forty (40) Recommendations
 - Service Recommendations
 - ❖ Fixed-Route System
 - ❖ ACCESS Paratransit
 - ❖ Microtransit
 - ❖ Service Standards and Performance Measures
 - Capital Asset Recommendations
 - ❖ Passenger Facilities
 - ❖ Fleet and Operational Facilities
 - Policy Recommendations
 - ❖ Connecting to Transit
 - ❖ Transit-Oriented Development
 - ❖ Fare Policy
 - ❖ Marketing HPTS

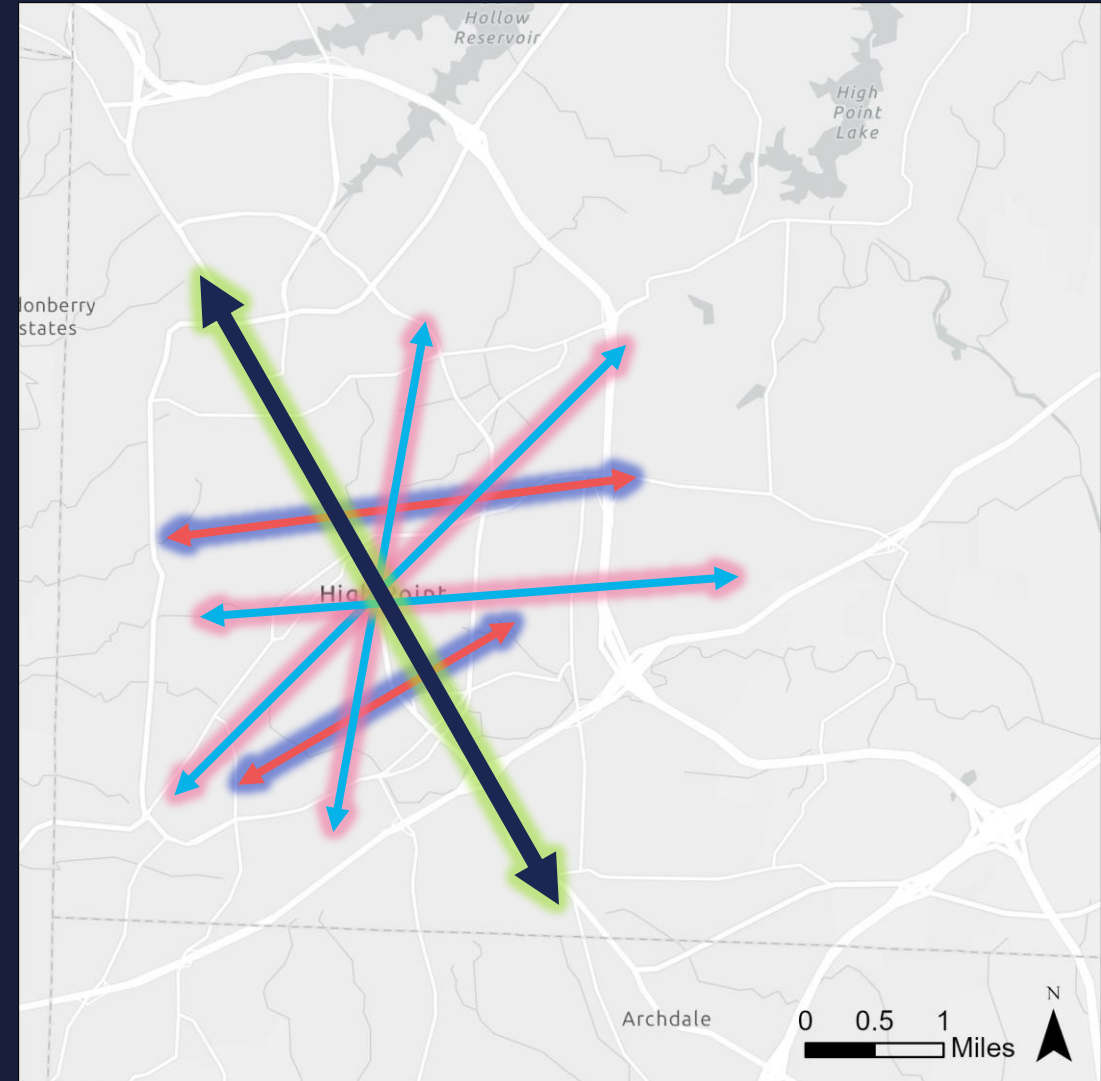




Service Recommendations

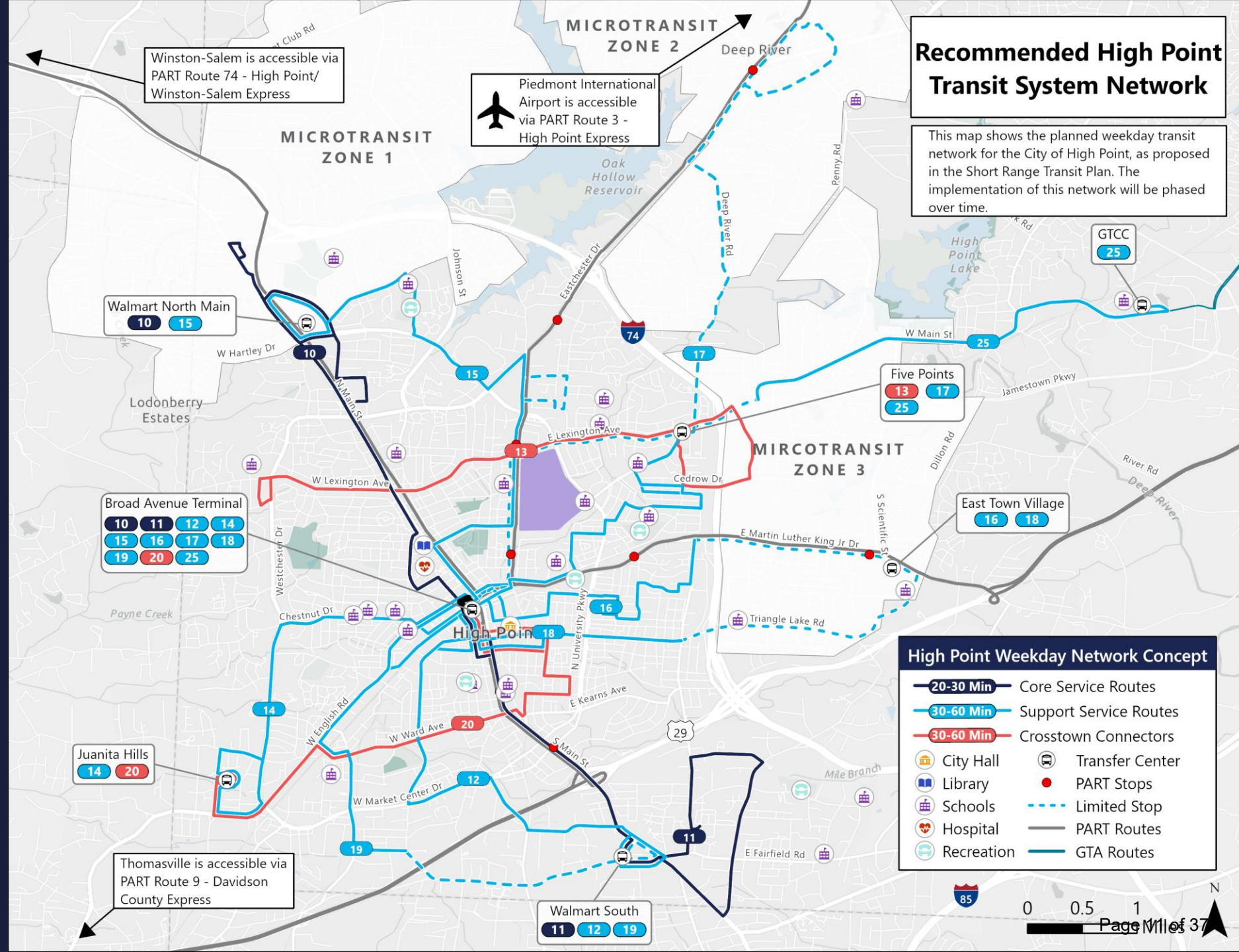
Route Adjustment Concepts

- ❑ Establishing a “Transit Spine” on North and South Main Streets
 - Core service routes with higher frequency, longer span routes
 - Sets stage for future East-West spine route
- ❑ Branch routes extending into neighborhoods and connecting community nodes not in downtown
 - Support service routes with modest frequency enhancements, spans reflective of demand
- ❑ Introduce crosstown connector routes
 - Routes connecting to other routes offering a transfer outside of downtown
 - Modest frequency, spans reflective of demand
- ❑ Corridors-and-Coverage service delivery strategy
- ❑ Anticipated systemwide ridership gain of 10%



Key Changes

- Creates shorter, bi-directional bus routes
- More transfer opportunities
- Links neighborhoods with key shopping and job centers
- Service to new areas of High Point
- Coordinates with PART and GTA services
- Works within existing resource boundaries
- Enhances system efficiencies
- Maintains service along most productive segments of existing routes



Fixed-Route Service

- ❑ Focused on simplifying routes, improving frequencies and spans of service, and reinforcing key corridors and transfer points.
- ❑ Recommendations include:
 - Return Fixed-Route Service to Pre-COVID Levels
 - Adopt a Corridors-and-Coverage Service Delivery Strategy
 - Adjust Route Patterns for more Bi-Directional Service
 - Extend Hours of Service
 - ❖ Weekdays and Saturdays
 - ❖ Consider Sunday Service (resources permitting)
 - Define a Route Classification Structure
 - Optimize Route Schedules for Greater Service Efficiency

Rule of Thumb

To increase ridership, it's better to make a system's strongest routes better than to spread resources thinly across routes with weaker performance.



ACCESS Paratransit

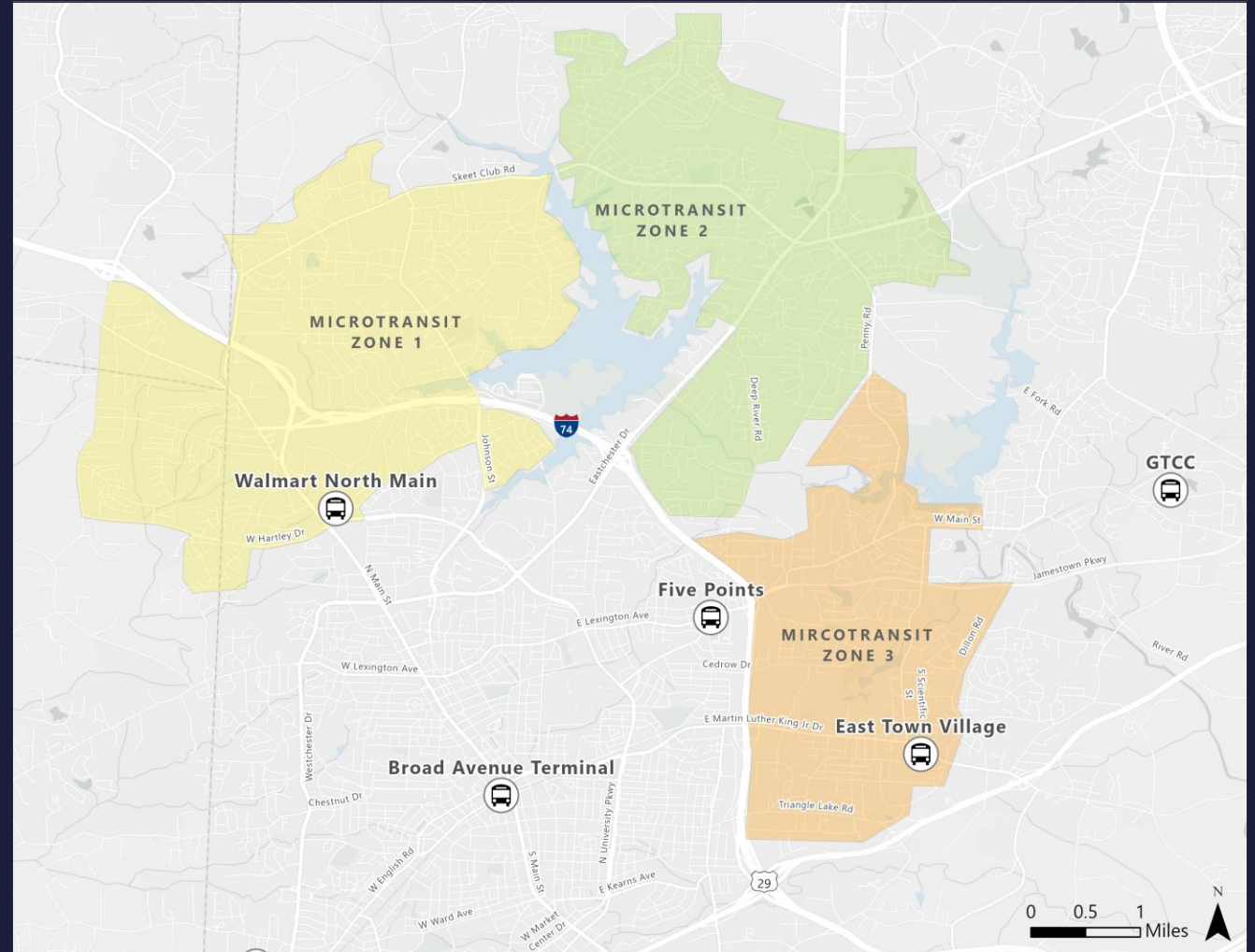
- ❑ Paratransit is on a path from compliance-based service toward a more integrated, flexible mobility network driven by rising demand, growing costs, and higher expectations for equitable access.
- ❑ Recommendations include:
 - Replace aging ACCESS vehicle fleet
 - ❖ Prioritize upgrades for accessibility and safety
 - ❖ Expand seating, shelters, and shade
 - ❖ Improve lighting and stop visibility
 - ❖ Provide clear wayfinding
 - ❖ Add public furnishings (bicycle staples, trash collection)
 - Replace aging driver equipment (e.g. flashlights)
 - Continue Travel Training Program
 - Schedule Non-Essential Trips during Low-Volume Periods
 - Consolidate Trips to Common Locations
 - ❖ Consider Community Service Route



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
- ❑ Developed to be implemented sequentially as resources permit

Proposed Microtransit Zones



Service Standards and Performance Measures

- ❑ Key Performance Indicators (KPIs) help transit agencies track progress toward goal achievement
- ❑ Clear standards and performance measures improve resource allocation, evaluate effectiveness, and support transparent decision-making
- ❑ *HPTS is already tracking several of these measures! ★*
- ❑ Recommendation:
 - Continue to track KPI
 - Consider development of an online dashboard

Service Utilization & Productivity	Service Quality & Reliability
- Total ridership (by route, mode, and systemwide) - Passengers per revenue hour - Passengers per revenue mile - Average trip length (if data available)	- On-time performance (percent of trips within X minutes of schedule) - Missed trips (number/percent) - Completed vs. scheduled revenue hours/miles - Average headway and span of service (by route/period)
Financial Performance	Safety & Security
- Operating cost per revenue hour - Operating cost per revenue mile - Operating cost per passenger trip - Farebox recovery ratio (fare revenue/operating cost) - Fare revenue per passenger trip	- Preventable accidents per 100,000 revenue miles - Total safety incidents (by type and severity) - Security incidents (vandalism, disturbances, etc.)
Asset Condition & State of Good Repair	Customer Experience & Accessibility
- Percent of vehicles past useful life benchmark - Average fleet age (by mode) - Maintenance reliability (road calls per 10,000 revenue miles) - Facility condition ratings (e.g., TERM score or similar)	- Customer complaints per 10,000 passenger trips (by category) - Customer compliments / positive feedback - ADA paratransit on-time performance (pickups and drop-offs) - Trip denials or late trip offers for paratransit - Stop/station accessibility (percent ADA-compliant)

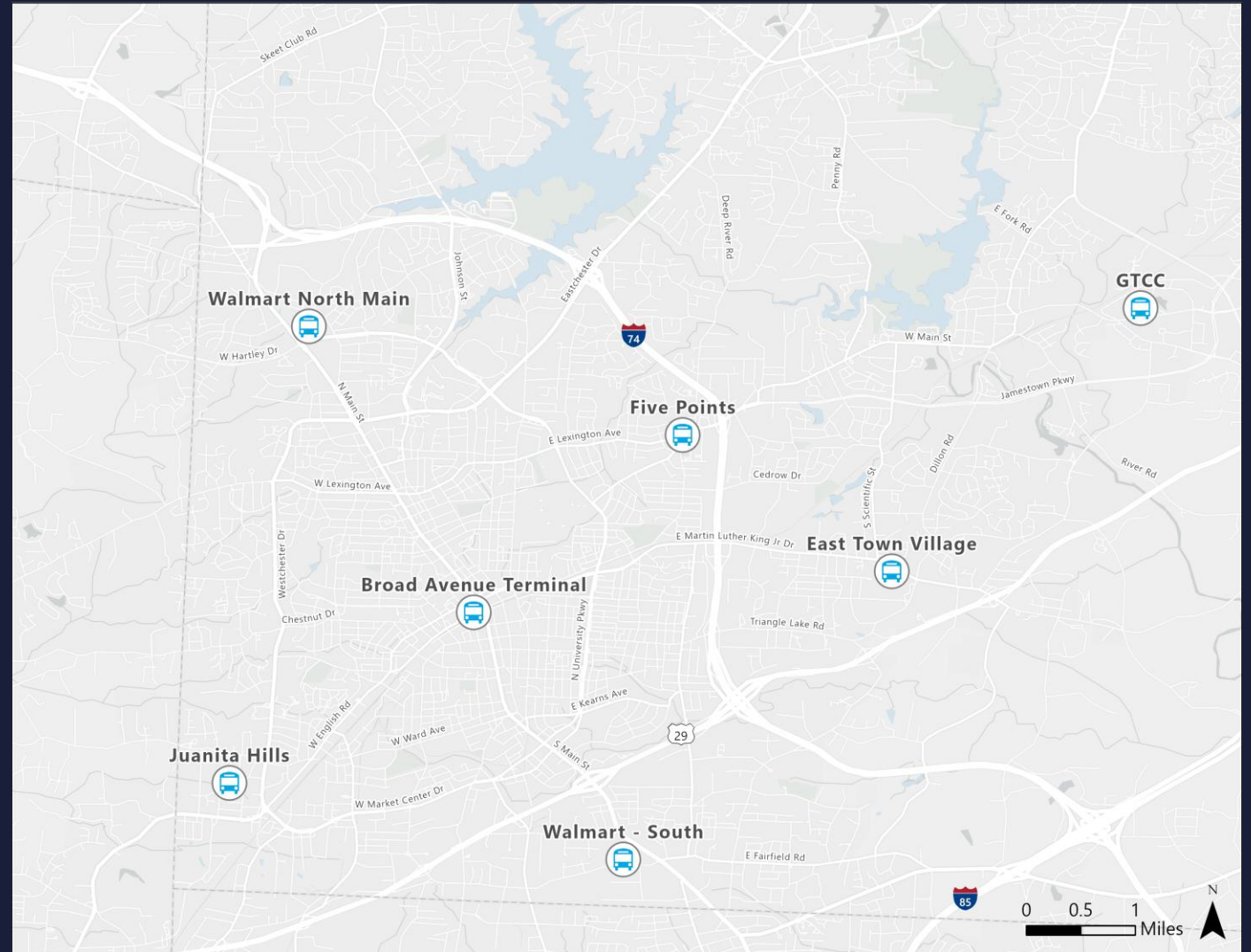


Capital Asset Recommendations

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 community 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 rendering for conceptual visualization purposes only.

Bus Stops

- ❑ Bus stops are the “front door” for any transit system, and their continued care and investment are critical to the perception of transit in a city
- ❑ Recommendations include:
 - Develop a Bus Stop Standards and Amenities Policy (tiered investment approach)
 - ❖ Prioritize upgrades for accessibility and safety
 - ❖ Expand seating, shelters, and shade
 - ❖ Improve lighting and stop visibility
 - ❖ Provide clear wayfinding
 - ❖ Add public furnishings (bicycle staples, trash collection)
 - Update Stop Signs and Branding
 - Develop Stop Spacing Guidelines
 - ❖ Consolidate some stops



Artistic rendering for conceptual visualization purposes only.

Bus Stops and Community Ownership

- ❑ Other actions that the City of High Point and HPTS may consider include:
 - Micro-grants for stop improvements
 - ❖ Quick bids for benches, bins, or shade structures
 - Neighborhood stop stewards
 - ❖ Adopt-a-Stop teams for cleanup days, community news, and fund raising for small stop amenities
 - Community-made wayfinding
 - ❖ Co-branded maps with local landmarks and icons, QR codes for wayfinding, etc.
 - Operator-as-Ambassador program
 - ❖ “Operator Spotlight” monthly
 - Storytelling at stops
 - ❖ “Transit Hero” profiles of riders



Broad Avenue Terminal

- ❑ The Broad Avenue Terminal will continue to be the heart of the HPTS network
- ❑ Recommendations include:
 - Explore Digital Signage and Wayfinding
 - Safety and Security Upgrades
 - ❖ LED lighting, CCTV cameras, emergency callboxes
 - Site Access, Circulation, and Operations Enhancements
 - ❖ Bus bay layouts
 - ❖ Pedestrian crossings
 - ❖ Bicycle parking
 - Placemaking and Integration with Downtown
 - ❖ Updated architectural treatments
 - ❖ Landscaping
 - ❖ Public art



Fleet and Operational Facilities

- ❑ No transit system can operate or operate efficiently without secure, up-to-date fleet and facilities to serve and maintain vehicles, passenger facilities, and conduct administrative tasks.
- ❑ Facility Recommendations include:
 - Construct the programmed addition to the HPTS administrative building
 - Resurface bus parking lot
 - Modernize the fleet fuel island
- ❑ Fleet Recommendations include:
 - Replace ACCESS paratransit vehicle fleet
 - Ensure drivers have adequate tools and equipment allowances





Policy Recommendations

Connecting to Transit

- ❑ While bus stops are the “front door” to a transit system, access to them in High Point can be challenging, affecting ridership
 - Lack of sidewalks or concrete pads
 - Drainage culvert, slopes, or ditches
 - Limited shade, limited lighting, and limited stop furnishings
- ❑ Recommendations include:
 - Enhance visible sidewalks and crossings especially at higher activity stops
 - Expand first/last mile bicycle and micromobility connections
 - Consider wayfinding signage improvements
 - Enhance seating, lighting, and shade
 - Continue coordination with employers, schools, and institutions



Transit-Friendly Streets(capes)

- ❑ Street design and speeds play a significant role in transit use
- ❑ “Road diets” can be an effective urban planning strategy designed to reallocate street space in favor of multimodal transportation and public transit
- ❑ Solutions include:
 - Wider sidewalks
 - Protected bike lanes
 - Dedicated bus lanes
 - Safer pedestrian crossings
- ❑ On streets in High Point where traffic is light, but average travel speeds are high(er), re-painting lane markings and/or minor adjustments to curb lines can be low-cost, high-impact design solutions that reduce travel speeds and help encourage transit utilization

Existing English Road Condition by Congdon Yards



The existing condition of English Road near Downtown High Point and the Broad Avenue Terminal includes two and three travel lanes, a vast amount of surface parking to the immediate left of the image, on-street parking, minimal street lighting, and traditionally sized urban sidewalks on both sides of the street.

Rendering of English Road with a Road Diet



The above sketch illustration shows a more transit and multi-modal friendly environment with the addition of wider sidewalks, decorative streetlights, street trees, and a bicycle lane.

Illustration for visioning purposes only, and not to be used for any other purpose.

Transit-Oriented Development

Concept Drawing

- ❑ 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



Artistic rendering for conceptual visualization purposes only.

Transit-Oriented Development

Concept Drawings

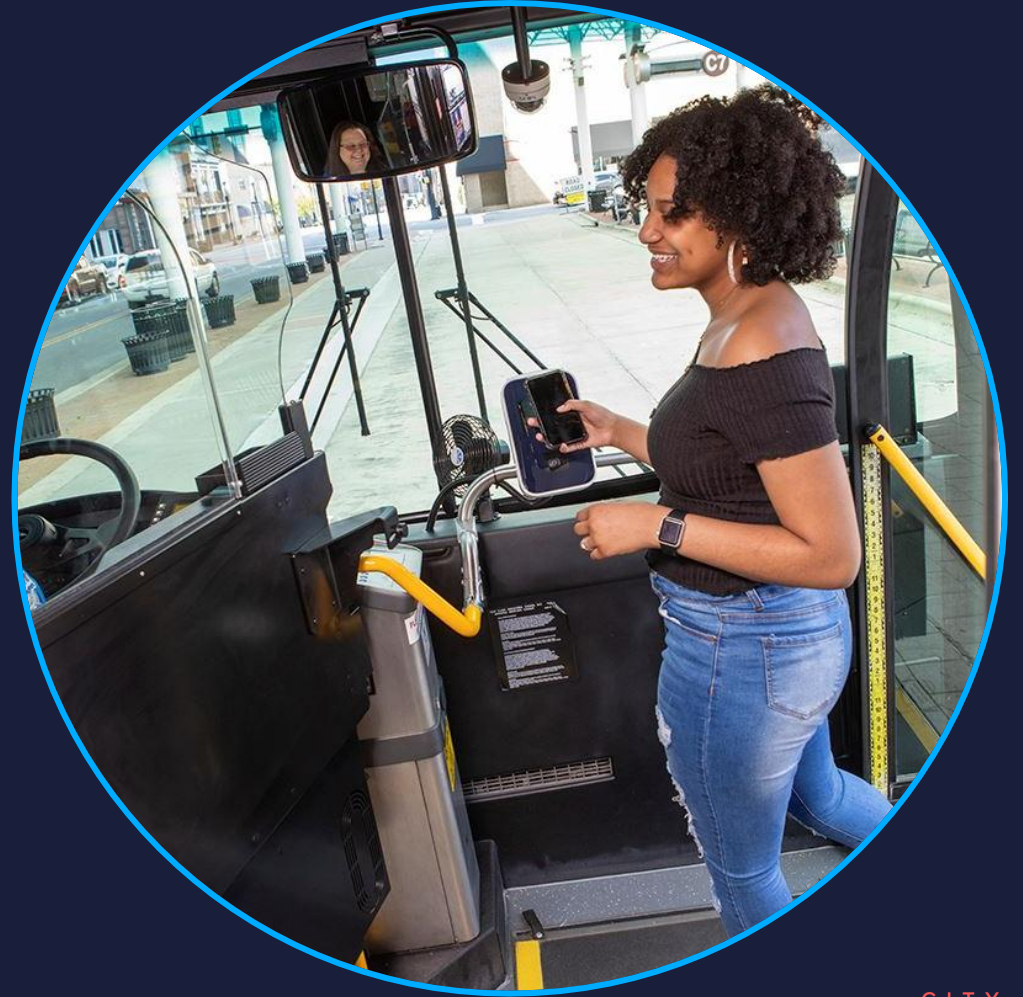


Artistic renderings for conceptual visualization purposes only.

- ❑ Keep in mind: Affordability is what turns transit-oriented development from a real estate strategy into an access strategy, ensuring that the people who rely on transit can also live, work, and thrive near it.

Fare Policy

- ❑ Fares are rarely the only reason people ride or don't ride transit, but a cumbersome fare structure can discourage use
- ❑ Recommendations include:
 - Simplify the fare table
 - Periodically evaluate fare adjustments
 - Consider cross-promotion of transit with commercial and civic entities
 - Explore regional fare strategy



Future Considerations

- ❑ Future network opportunities include:
 - Corridor and coverage-based route strategy focuses resources while extending the system's reach
 - Better route spacing to reduce competition between routes for riders and make 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
- ❑ Transit-Specific On-Call Contracting
- ❑ Development of an HPTS Strategic Plan
- ❑ Evaluate Partnership Opportunities

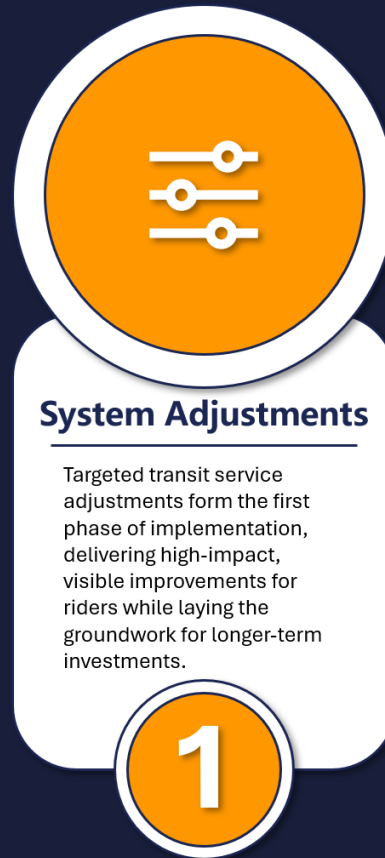




Implementation

Implementation Plan

- ❑ Three phases of implementation, overlapping
 - System Adjustments
 - System Investments
 - System Expansion
- ❑ System Adjustments (Years 1 to 3)
 - Service adjustments
 - Vehicle purchases
 - Facility designs
- ❑ System Investments (Years 2 to 5)
 - Bus stop modernizations
 - Construct Community Transfer Points
 - Expand *HPTSGo!* service
- ❑ System Expansion (Years 4 and Beyond)
 - Seek additional funding for span/frequency enhancements
 - Advance technology investments



Project Contact
Greg Venable
Transportation Director, City of High Point
greg.venable@highpointnc.gov



CITY OF HIGH POINT

AGENDA ITEM



TITLE: Consideration of an Ordinance Amending Section 11-11-1 Social Districts of the High Point Code of Ordinances

FROM:

Jeron Hollis
Managing Director

MEETING DATE:

August 6, 2026

PUBLIC HEARING:

No

ADVERTISED DATE/BY:

N/A

ATTACHMENTS:

1. Exhibit A
 2. Exhibit B
 3. Ordinance Amendment
-

PURPOSE: Consideration of an ordinance amendment to expand the Downtown Social District to include additional property.

BACKGROUND: The High Point City Council approved a downtown social district in 2022. In 2024, the City Council named the district the Downtown Social District.

The owners of Smitty and Pearls have requested that their property be added to the Downtown Social District. The proposed ordinance amendment and accompanying map revision would expand the district boundaries to include their property. The ordinance amendment will take effect on September 1, 2026, allowing sufficient time for updated signage to be installed.

BUDGET IMPACT: Funds are available in the FY 2026-2027 budget.

RECOMMENDED ACTION REQUESTED: City Council is requested to consider an ordinance amending Section 11-11-1 Social Districts of the High Point Code of Ordinances to expand the boundaries of the Downtown Social District by adding additional property and authorize the appropriate City Official(s) to execute all necessary documents.

EXHIBIT A

City of High Point - Downtown Social District

 District Boundary




0 125 250 500
Feet



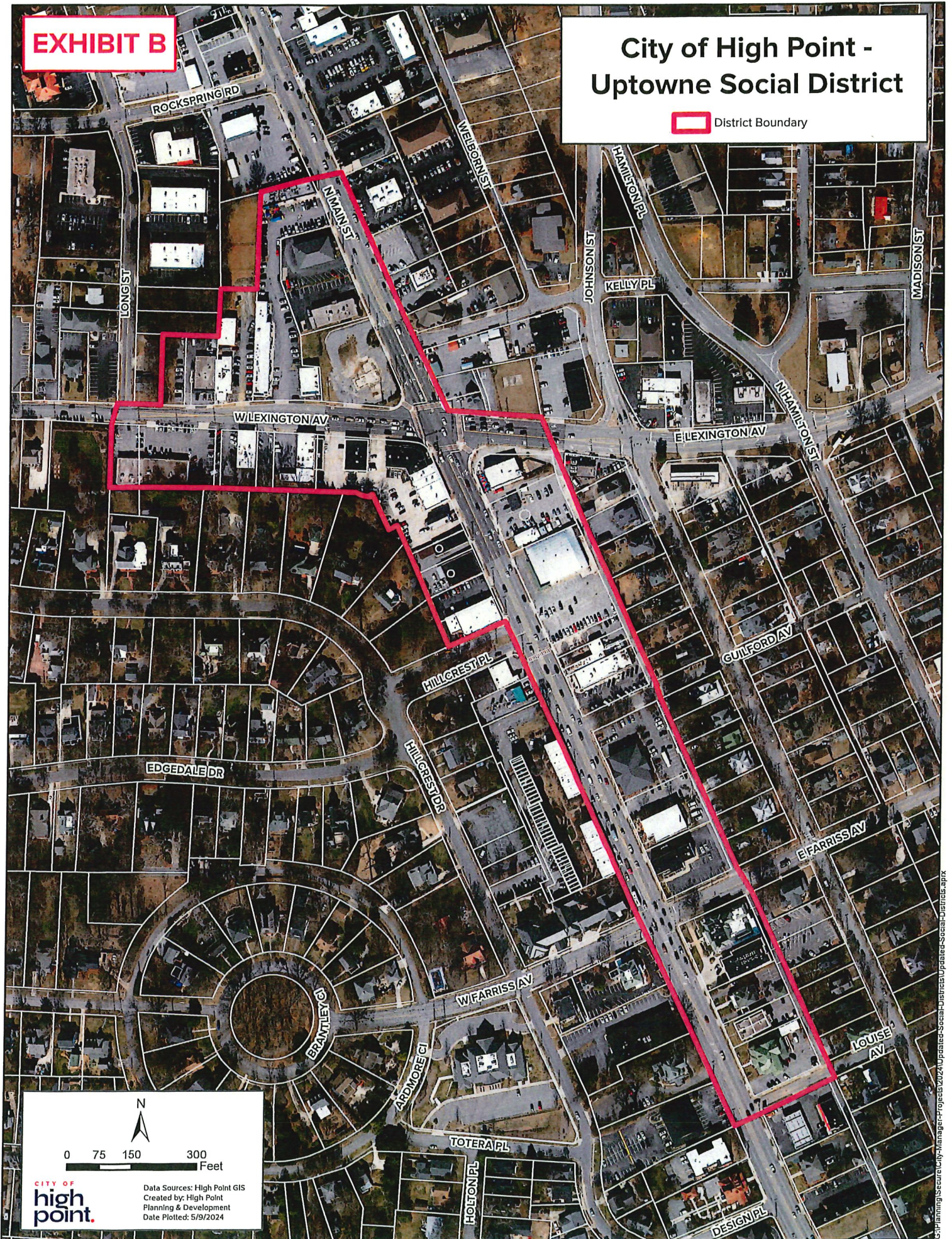
Data Sources: High Point GIS
Created by: High Point
Planning & Development
Date Plotted: 6/8/2026

City Planning Secure City Manager - Projects 2020 Updated - Social Districts - 2026 Updated - Social Districts - 2026.aprx

EXHIBIT B

**City of High Point -
Uptowne Social District**

 District Boundary



**AN ORDINANCE AMENDING SECTION 11-11-1 SOCIAL DISTRICTS
OF THE HIGH POINT CODE OF ORDINANCES**

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on September 10, 2021 An Act To Make Various Changes To The Alcoholic Beverage Control (“ABC”) Commission Laws (“House Bill 890”), which authorizes cities to adopt an ordinance designating social districts in accordance with North Carolina General Statutes;

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on July 7, 2022 Social District/Common Area Clarifications (“House Bill 211”), which provided much needed clarity to some areas of House Bill 890;

WHEREAS, social districts are defined areas in which a person may consume alcoholic beverages sold by an ABC Permittee (as defined below), with the goal of encouraging foot traffic to downtown businesses;

WHEREAS, to further this important goal, on March 21, 2022, the City of High Point (“City”) adopted an ordinance designating the Catalyst Social District;

WHEREAS, on June 6, 2021 and December 6, 2022, the City amended its ordinance to expand the boundaries of the Catalyst Social District and comply with House Bill 211;

WHEREAS, on May 20, 2024, the City amended its ordinance to designate a second social district called the Uptowne Social District;

WHEREAS, on September 16, 2024, the City amended its ordinance to change the name of the Catalyst Social District to the Downtown Social District; and

WHEREAS, the City now desires to amend its ordinance to expand the boundaries of the Downtown Social District.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT, NORTH CAROLINA THAT:

Section 11-11-1 of the High Point Code of Ordinances is hereby amended as follows:

1. **Designation.** Pursuant to the provisions of G.S. 160A-205.4, one (1) or more social districts may be designated within the City.
2. **Management.** Social Districts shall be designated, managed, and maintained in accordance with the requirements contained in G.S. 160A-205.4 and G.S. 18B-300.1. The City reserves the right to suspend alcohol consumption in all or part of a social district.
3. **Social Districts.** The City hereby designates the following:

- (a) Downtown Social District, which is designated as the area within the City as more particularly described on Exhibit A, incorporated by reference and attached hereto, available in the City Clerk's Office, and posted on the City's website.
 - (b) Uptown Social District, which is designated as the area within the City as more particularly described on Exhibit B, incorporated by reference and attached hereto, available in the City Clerk's Office, and posted on the City's website.
4. **Registration.** Any business located in or contiguous to a social district that holds a valid Alcoholic Beverage Control Commission permit ("ABC Permittee") and desires to engage as a social district participant shall register with the City by completing and submitting all required paperwork.
 5. **Customer Possession and Consumption.** If it wishes to do so, an ABC Permittee or non-permittee business may allow a customer to possess and consume on the business's premises alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district. If it wishes to do so, the ABC Permittee or non-permittee business, during the times when the social district is active, shall clearly post uniform signage stating that it allows possession and consumption on the business's premises of alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district.
 6. **Compliance with Laws.** The social district participant shall be solely responsible to operate its business in accordance with all applicable laws, rules, regulations, and ordinances. The City reserves the right to revoke a social district participant's registration at any time if it violates any applicable law, rule, regulation, or ordinance.
 7. **Violation.** Any violation of this section is punishable as a misdemeanor.

This amendment shall become effective September 1, 2026.

Adopted this the 17th day of August, 2026.

Cyril Jefferson, Mayor

ATTESTED:

Sandra Keeney, City Clerk