

Reality Check Guiding Principles

- **INFRASTRUCTURE & TRANSPORTATION:** Encourage development where infrastructure (roads, water, sewer and schools) is available, planned or can be provided cost effectively, and support regional improvements in walkways and bikeways, public transit, rail and air service.
- **ECONOMIC DRIVERS:** Protect and enhance the region's primary economic drivers, including the universities, downtown Columbia/Central Business District, agriculture and the military.
- **EFFICIENT DEVELOPMENT & GREEN SPACE:** Promote the use of vacant lots in an effort to support healthy, vibrant neighborhoods, while protecting open space for regional parks and permanent preservation.



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REALITY CHECK Midlands Action Collaborative

TRANSPORTATION & INFRASTRUCTURE SYMPOSIUM
OCTOBER 30, 2014 • COLUMBIA, SC



Great transportation and infrastructure are critical to growing the Midlands by choice and not by chance as the region works to accommodate an influx of 450,000 new residents over the next 30 years, growing to a population of 1.3 million.

But as that population becomes increasingly dominated by Millennials, those born between the early 1980's and the 2000's, infrastructure and transportation could look a lot different than what many may envision.

That was the message to more than 60 area public and private leaders gathered for a Transportation & Infrastructure Symposium hosted by ULI South Carolina and the Midlands Action Collaborative. This was the first of three symposiums that will be hosted in the next 18

“Economic development does not happen without effective infrastructure and efficient transportation.”

- Mayor Elise Partin
City of Cayce

months, each focused on the three guiding principles that emerged from the 2013 Midlands Realty Check.

For Transportation & Infrastructure, those plans will likely include a larger emphasis on alternative forms of transportation: mass transit, bicycles and walking. For the Millennials transportation means something different: not just a car and a commute. But Millennials, a population group that exceeds the size of the Baby Boomers, will have a major influence not only on the development of transportation and infrastructure but also on housing, employment and families.

3
The average number of transportation options **Millennials** use on a typical trip.

Symposium participants heard from mayors from across the region who addressed the significance of good transportation and infrastructure to their communities. A trio of keynote speakers focused on the global, state and regional importance of transportation to development and economic growth. A Midlands panel gave participants a glimpse of boots-on-the-ground transportation issues ranging from dealing with signal lights and congested traffic to efforts to implement a bicycle-pedestrian plan to reviving the region's transit system.

Following the presentations, attendees engaged in a thought-provoking discussion that asked them to consider the region's most transformative infrastructure investments, priority investment areas, the impact of Millennials on planning initiatives, and funding mechanisms.

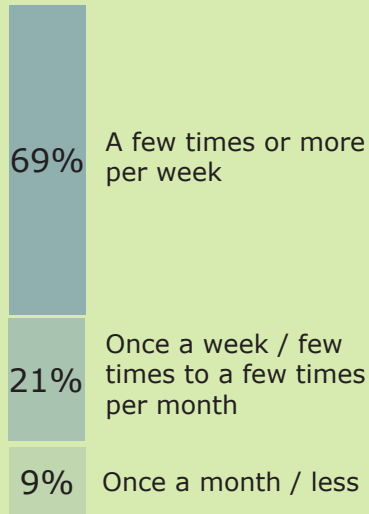


THE MILLENNIAL IMPACT ON TRANSPORTATION

CHOICES ARE CRITICAL

EMPHASIS ON COOL FACTOR & URBAN CENTER

FREQUENTLY USE MULTIPLE TRANSPORTATION OPTIONS



TRANSIT MUST BE SMART & FREQUENT

ATTENDEES WERE ASKED TO DISCUSS FOUR QUESTIONS:

1. What are the top transformative infrastructure or funding strategies implemented in the Midlands in the past 5-10 years that support the Reality Check Guiding Principles?

- Richland County Penny Sales Tax
- Riverwalk
- Public Parking
- Pedestrian Friendly Streetscaping
- Main Street & Vista Revitalization
- Assembly Street
- Innovista

"We're seeing the impact of ULI on policy making in the region, and I cannot overstate how thankful I am for the leadership of ULI."
- Mayor Steve Benjamin
City of Columbia

2. What are the top priority infrastructure investments needed in the next 5-10 years to support our regional vision?

The River	Transportation & Infrastructure	Other
Pedestrian Bridge	Better Options (i.e. Park & Rides)	Complete Greenway & provide connecting trails
Access to Recreation	Fix problem intersections (Huger & Assembly Streets)	Upgrade water & sewer
Riverfront housing & restaurants	Fix Malfunction Junction	Bury the power lines
Development of River's whitewater area	Implement Complete Streets	Promote downtown living
Build attraction (i.e. Aquarium)	Implement bike & pedestrian plan	Focus on education to attract families to downtown
	"TRANSIT HUB" that includes local bus, interstate transit & rail	

3. What strategies can we use to implement future priority investments, and how do we align these investments to support changing demographics, increased density, and the protection of the region's natural resources?

- Implement form-based development to support mixed-use developments and increased density
- Provide incentives for transit by increasing the fuel tax, expanding bus routes, implementing a car / bike share program
- Focus on high-quality riverfront development
- Make connectivity & safety priorities
- Utilize innovative Public Private Partnership financing strategies
- Encourage reuse of abandoned strip malls
- Develop a regional marketing plan

4. As local government and the private sector begin to share more responsibility for funding transportation projects, how can we continue to ensure regional coordination and collaboration when making transportation investments?

- Continue to make use of and enhance existing regional governance structures (e.g., councils of governments, metropolitan planning organizations, etc.)
- Study consolidation of key government services where appropriate (e.g., planning, law enforcement, sanitation, etc.)
- Encourage a greater level of cost sharing when it comes to local funding of regional transportation investments (e.g., transit, freight mobility, greenways)

CRIME

PUBLIC SCHOOLS

SITE SELECTION CRITERIA

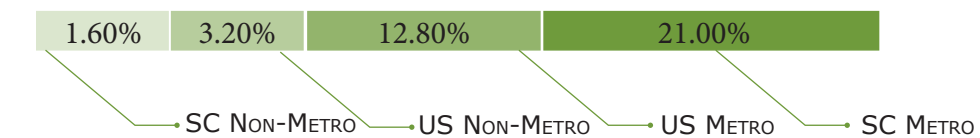
HOUSING

HEALTH-CARE

Companies are increasingly using Quality of Life Factors when deciding where to locate their business

PROGRAM HIGHLIGHTS

SOUTH CAROLINA POPULATION GROWTH 2000 - 2012



Adaptive Traffic Signalization

Town of Lexington, SC

A traffic management strategy in which traffic signal timing changes, or adapts, based on actual traffic demand.

- \$4.5 million project involves 35 traffic signals
- 40,000 vehicles a day on average at many intersections
- Fewer stops, shorter commutes, cleaner air
- An estimated \$1 million saving per corridor/per year in time and fuel



THE SC PORT SYSTEM IS THE STATE'S MOST STRATEGIC ASSET

\$8 Billion invested in SC by port-dependent firms in the last 3 years

The SC Inland Port is driving new capital statewide investment

Nearly \$50 billion in annual economic output

1 in 10 SC jobs are port-related

- Charleston is the fastest growing major port in the US
- SC exports and imports more than anywhere else in US
- By 2030 we expect 46% population growth in Southeast

“The challenge for us is we want to help build the Midlands as a destination, but how do we do that...The question remains what is the Midlands? If someone gave you a free one-minute on national television, how would you market the Midlands?”

- Mayor Tony Scully, City of Camden



LOOKING AHEAD



Design Complete Streets that encourage multi-modal transportation



Utilize existing infrastructure and reconfigure intersections



Allow for generous, comfortable access to our businesses and neighborhoods



Identify critical routes to support mass transit