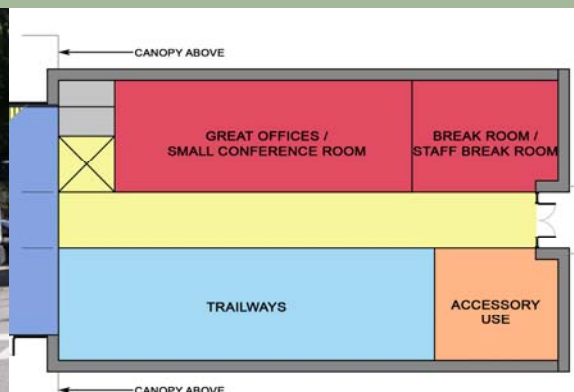


# *City of Greenville, North Carolina Intermodal (Bus) Transportation Center*

## *Site Selection and Conceptual Design Study February 13, 2009*



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# Tab 1

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*



*Executive Summary  
February 13, 2009*

**Background**

The City of Greenville and its public transportation system (GREAT, the Greenville Area Transit System), have been planning the development of a Transportation Center as a hub for their system for several years. In 2006, the consulting firm Martin Alexiou Bryson (MAB) completed a detailed Feasibility Study which concluded that a Transportation Center was both needed and feasible. The suggested partners for this Center included:

- GREAT
- East Carolina University Student Transit Authority (ECUSTA)
- Pitt Area Transit System (PATS)
- Pitt County Memorial Hospital (PCMH)
- Greyhound
- Local taxi providers.

The MAB Feasibility Study recommended that the project move to a Site Selection and Conceptual Design phase to further define the project and its anticipated scope.

In early 2007, the City of Greenville engaged a team led by Moser Mayer Phoenix Associates (MMPA) of Greensboro, North Carolina to complete this next phase of work. MMPA assembled a team to address each of the elements of the scope of work. The team included:

*Moser Mayer Phoenix Associates: architects, engineers and site planners*

*Wendel Duchscherer: transportation facility design consultants*

*Mulkey Engineers: surveyors and civil engineers*

*NFE Technologies: environmental consultants*

*Wilbur Smith Associates: operating model consultants.*

MMPA's scope of work included: obtaining public input, space needs programming, site selection, development of building blocking plans, development of site design concepts, environmental work on the selected site, development of an operating model, and creation of a conceptual project budget. Between spring 2007 and fall 2008, the team completed this scope of work through the process outlined below.

**Preliminary Design**

**General Organization**

The design process was organized around a series of team visits to Greenville. Each of the visits was organized around a theme: Project Kick-off/Community Input; Obtaining Transportation Provider Input/Site Identification; Concept Review; Concept Approval and Community Input Follow Up; City Council Presentation. This approach to the work allowed the team to work intensively with the community and each other.

### **Project Kick-off/Community Input**

The team completed the following activities during this first visit:

1. Project Kick-off meeting with Steering Committee: goals and expectations, funding review, roles/responsibilities.
2. Tour of primary site location study areas and other key sites in Greenville.
3. Conduct a series of Community Input Sessions with stakeholders including:
  - a. Elected officials/City Administration
  - b. Transit users: general ridership, regional ridership
  - c. Transit users: ECU community, Pitt Community College
  - d. Transit users: Medical center and other related users
  - e. Business community/downtown redevelopment leadership/convention and visitor's bureau
  - f. Transit providers
  - g. Police
  - h. Property owners in potential site areas
  - i. Public Transportation and Parking Commission
  - j. General public
4. Review meeting to discuss results of Input Sessions with Steering Committee
5. Identify other plans/proposals that could effect or be affected by the Intermodal Center.  
Examples include:
  - a. 10th Street corridor
  - b. ECU expansion
  - c. Proposed downtown developments
  - d. West Greenville redevelopment

### **Transportation Provider Input/Site Identification**

The team completed the following activities during the second visit:

1. Orientation meeting with Steering Committee to review objectives/process for this visit.
2. Meetings with each transportation provider to discuss:
  - a. Detailed programming requirements
  - b. Site requirements and parameters
  - c. Information needed to develop operating cost model.
3. Conduct initial identification of potential sites. Perform an initial evaluation of sites to identify a short list (up to 3) of potential sites for a next level of evaluation.
4. Assemble information on short list sites.
5. Review findings/results with Steering Committee and report to the Public Transportation and Parking Commission.

### **Concept Review**

The team completed the following activities during the third visit:

1. Review meeting with Steering Committee to discuss:
  - a. Concepts and evaluations of short list of sites and team's recommendation of preferred site. Obtain Committee approval to move forward with further analysis of preferred site.
  - b. Final building program and conceptual blocking plan.
2. Review meeting with Public Transportation and Parking Commission.

## **Concept Approval**

The team completed the following activities during the fourth visit:

1. Review meeting with Steering Committee to discuss:
  - a. Final site concept and evaluation for approval.
  - b. Final conceptual blocking plan for approval.
  - c. Final construction budget for approval.
  - d. Final Operating Model for approval
2. Review meeting with Public Transportation and Parking Commission.

## **Community Input Follow Up**

This fifth visit involved hosting an open community meeting. The meeting was advertised by the City through various media. The City and MMPA made a presentation to those attending and responded to questions from the public.

## **City Council Presentation**

This final visit included a presentation to the City Council for formal approval of the recommended site and concept plan.

## **Environmental Work**

With the Council approval of the preferred site, the team's environmental consultant, NFE Technologies, completed a Phase I Environmental Assessment of the site. Following completion of this, NFE then completed a regulatory review which led to a Categorical Exclusion document for the site. This document has been sent to the Federal Transit Administration (FTA) for review and approval.

## **Project Scope**

At the conclusion of MMPA's work, a detailed project scope was established. This scope, as approved by the City of Greenville, includes a Transportation Center consisting of several components.

*Building:* The proposed building will be two-story and contain approximately 8,500 GSF. The primary program elements the building will house include:

- Public waiting area with vending and related amenities
- Public restrooms
- Ticketing for transportation providers
- Greyhound office, baggage and package express facilities
- Police substation
- Offices supporting Greenville Area Transit (GREAT)
- Future expansion
- Building support facilities (housekeeping, electrical, mechanical, etc.)

The building is positioned on the site in a way that provides the potential for a future over-street connection to East Carolina University.

*Covered Bus Slip Area:* This area will provide slips for: GREAT, Greyhound, ECUSTA, PATS, and PCMH bus and shuttle vehicles. Passengers will be able to move from bus to bus under a weather protected canopy. Passenger drop off areas are also provided. Future expansion for additional covered bus slips is provided for in the preferred site concepts.

*Automobile Parking Area:* This area will provide passenger and staff parking separate from the bus slip area. Future expansion is provided for in the preferred site concepts.

*Site:* The City has selected a site bounded by Cotanche, E. Eighth, E. Ninth, and Evans Streets. The site is across the street from East Carolina University, adjacent to downtown Greenville, and one block off of Tenth Street—a major east/west artery for the City of Greenville.

### **Summary**

This Final Report contains the results of the above process, and the conceptual design of the facility as described above. This design will eventually form the basis of the final ITC design. Next steps for the project include:

1. Obtain environmental approvals from FTA
2. Obtain State Historic Preservation Office (SHPO) approval of plan for adjacent historic property.
3. Acquire the properties that make up the preferred site
4. Move forward with the next step in project design.

Greenville expects to move these steps forward in the first half of 2009.

# Tab 2





MOSEY  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Public Input  
February 13, 2009*

**Background**

Public Input is a critical component of a transportation project. Community stakeholders, transportation provider partners, property owners, and other citizens all matter to making a transportation facility a success for its users and the surrounding community. The 2006 Martin/Alexiou/Bryson (MAB) Feasibility Study opened the public dialogue on the Intermodal (Bus) Transportation Center (ITC). The Moser Mayer Phoenix Associates (MMPA) team continued this dialogue with a series of public workshops held on July 16 and 17, 2007. These workshops were held at the Shepard Memorial Library in downtown Greenville. Comments from each workshop were posted on the wall and added to in subsequent sessions. This allowed each group to see the comments and concerns of the groups that proceeded them.

The community stakeholder groups who participated included:

- Project Steering Committee
- Public Transportation and Parking Commission
- Uptown Greenville
- City of Greenville Redevelopment Commission
- Convention and Visitors Bureau
- City of Greenville Community Development
- City Administration
- City of Greenville and East Carolina University Police Departments
- East Carolina University Students
- General public

ITC transportation partners also participated in many of the sessions, including:

- GREAT
- East Carolina University Student Transit Authority
- Pitt Area Transit System
- Pitt County Memorial Hospital
- Greyhound
- Local taxi providers.

The summaries of each of these input sessions are included in this section.

In addition to the workshop sessions, the MMPA team prepared a GREAT rider survey that was distributed to as many riders as possible. This survey asked three specific questions:

1. How often do you ride the bus?
2. Do you transfer from one bus to another?
3. If GREAT developed a Transfer Center where you could transfer from one bus to another, what services might you use?

The results of this survey are included in this section.

**Greenville Intermodal  
Transportation Center  
Greenville, North Carolina**  
MMPA Project No. 07124.00



**MOSER  
MAYER  
PHOENIX**  
ASSOCIATES, PA

**Team Visits Meeting Summaries – July 16 and 17, 2007**

**Meeting 1: Steering Committee**

Attendees:

Graham James	Martin Alexiou Bryson
Thom Moton	Assistant City Manager
Tom Tysinger	Director of Public Works
Nancy Harrington	Greenville Area Transit
Peg Gemperline	Public Transportation & Parking Commission
Robert Thompson	Pitt Area Transit Board
Phil Dickerson	Deputy County Manager, Pitt County
Todd Johnson	East Carolina University
Elvis Latiolais	Carolina Trailways
Jeff Crouchley	NCDOT/PTD
Mike Kozak	NCDOT/PTD
Ken Mayer	Moser Mayer Phoenix Associates

C O M P L E T E  
F A C I L I T I E S  
S O L U T I O N S

*Architecture*

*Engineering*

*Interior Design*

*Site Services*

Items Discussed:

1. Ken Mayer (MMPA) opened the meeting and expressed the team's appreciation for being selected to be involved in the Intermodal Transportation Center (ITC) project. This first visit to Greenville will expose the team to a variety of project stakeholders and their thoughts on how this center should evolve.
2. Ken introduced Graham James whose company Martin Alexiou Bryson (MAB) prepared the feasibility study which is serving as the departure point for this next level of work. Unfortunately, another team member, Laird Pylkas of Wendel Duchscherer in Buffalo, NY had travel delays that will prevent her from attending these sessions.
3. Tom Tysinger described the process that the study would entail. Ken then elaborated by saying that the work done in this next phase will actually result in a preferred site being selected along with conceptual site and building layouts and associated budget numbers. The most optimistic projection for when this project could begin construction would be the summer of 2009.
4. Mike Kozak representing NCDOT had several comments. He noted that the FTA's contact person on this project will be Keith Milton who is a community planner in the FTA's Atlanta Regional Office. Mike noted that a key factor for the FTA in looking at what will be funded are what actual transportation functions will be housed in the facility versus what non-transportation functions are housed. A key milestone for FTA review will be when the proposed layout is shared with FTA. At that time a conference call with FTA could be held and more specific discussions about project

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funding could occur. Mike noted that transportation projects live and die on project specific funding and that NCDOT asked various members of the NC Congressional delegation to get statewide federal funding. They encourage municipalities such as Greenville to try for their own funding as well. In 2007, Congress only funded the items that had been included in SAFETEA-LU. There was some discretionary funding available in 2007 that NCDOT had pursued. The Greenville project was not eligible at that time as a site had to be selected and a design prepared first. NCDOT's current priorities are 1) replacing buses and 2) finishing projects that have been started. If the Intermodal Center for Greenville becomes a public/private partnership, FTA will definitely need to get involved because they will certainly have their views on what is fundable.

5. Tom Tysinger noted that Greenville was funded through this phase of the project and perhaps into the next phase of more detailed design and construction documents if this first phase is successful.
6. Ken then opened the next part of the meeting which was to brainstorm what each member of the steering committee saw as their hopes, aspirations or objectives for the Intermodal project. He asked each member of the steering committee to state their top objectives for the project. As the discussion ensued, many of the items overlapped; however, here are the summary of the objectives in total:
  - a. Centerpiece project for downtown Greenville.
  - b. Extremely passenger and user friendly.
  - c. Focal point of urban development and redevelopment in downtown.
  - d. Laid out for optimum operating efficiency.
  - e. Ultimate in convenience for its customers.
  - f. An impetus for regional transportation.
  - g. Safe and secure
  - h. Excessively accessible and exceed the requirements of ADA. Accessibility should also extend to its hours of operation and ease of use.
  - i. Use of the facility and the transportation modes should be seamless.
  - j. A catalyst for economic development around it.
  - k. Adapt to future needs in transportation.
  - l. Increase the types of transit users from those that have to use transit to those who see it as a desirable way to get around.
  - m. Increase access to the University.
  - n. "A poster child for public transportation and the users should represent a melting pot of Greenville."
  - o. Transportation other than cars.
  - p. Facilitate and perhaps itself be a public/private partnership.
7. The next portion of the meeting began with the question: "What words would you use to describe the facility on the day it opens". Step One in this process was to for the committee to select the words from a fifty or so that were laid out on the table (or to add additional words). From this exercise, the group reached consensus on five basic themes and associated images for the facility. The themes are outlined below and the images are attached to this meeting summary.
  - a. Theme One – Accessibility – the theme of accessibility included words such as open, inviting, engaging and public. The idea here is that accessibility goes beyond that for

- disabled patrons but means how the facility is perceived and ultimately used by the public.
- b. Theme Two – Safety – it also includes the adjective comfortable. Perceptions of these facilities as being unsafe are fairly common when in fact because of the activity, police presence and other uses in facilities such as these they do turn out to be quite safe. Changing those perceptions in the design of this building will be important.
  - c. Theme Three – Multipurpose – other adjectives in this theme were complimentary, collaborative, and flexible. Because the facility will house multiple transportation organizations the facility will be multipurpose. However, the thinking is that multipurpose should go beyond transportation and include other uses such as food service, offices for transportation users, visitors center and other type of functions that will make it a true community facility.
  - d. Theme Four – Inspiring – other adjectives in this theme were modern and exciting. The City of Greenville in its recent public projects has taken great care to design and build buildings that have true public presences and are a cut above most other architecture in the City. Similar goals were expressed for this facility.
  - e. Theme Five – Streamlined – the underlying objective here is to make sure that the facility functions seamlessly and that users can easily interact with the transportation functions and other uses in the facility.
8. After this exercise, the Steering Committee meeting adjourned and the team moved to their next meeting.

### **Meeting Two – Transit Providers**

#### Attendees:

George Harrell	ECU Campus Operations
Dave Durand	ECUSTA
Wood Davidson	ECUSTA
Jack Tawney	ECU Parking
Mike Van Derven	ECU Parking
Elvis Latiolais	Carolina Trailways
Robert Thompson	Pitt Area Transit
Rebecca Clayton	Pitt Area Transit
Jeff Crouchley	NC DOT
Charles Mayo	Pitt County Memorial Hospital
Tom Tysinger	City of Greenville
Graham James	Martin Alexiou Bryson
Ken Mayer	MMPA

#### Items discussed:

1. Ken opened the meeting by posing two basic questions that the design team wanted this group to respond to. He emphasized that the purpose of this meeting was not to have detailed program discussions about sizes of spaces but rather to step back and look at a larger picture of what the facility could be. The detailed programming discussions will occur on the design team's next visit.

- a. Question 1 – Since the Martin/Alexiou/Bryson Study they did March 2006 was complete and many of the discussions that led to that final report actually occurred in 2005, what changes if any have occurred in your organization that we need to take into account in this study?
- Bob Thompson, Chairman of the PATS (Pitt Area Transit Services) Board stated that PATS has changed from a private non-profit organization to being a county operation as of July 1, 2007. The county is taking on responsibility to some degree. There is now a local match of \$13 million dollars for the service. Some of PATS' objectives are: expanded services, both in terms of hours and areas of the county; collaboration with other transportation providers; integrating the PATS service with other regional services in adjacent counties so that a larger network of transportation can be developed; identifying ways to get outlying East Carolina students into town and to Campus. Bob also noted that the University has opened up its assisted technology learning laboratory to the public. This is also a draw for residents in the county.
  - Charles Mayo, representing Pitt County Memorial Hospital (PCMH) had several comments. ECU, the Hospital and the City have been working collaboratively on street closure issues so there is a better mentality on collaboration and an awareness of the need to work together. PCMH shuttles have started using public roads rather than just moving people within the hospital complex. Ridership, because of construction and other impacts, has grown from 28,000 to 51,000 people per month. It is not just staff that is using the shuttles; the public also uses it to go to the Ronald McDonald House or medical students use it to go to fast food places at lunch time. PCMH sees the ITC as a communication center that can provide a information for newcomers and visitors. Charles also pointed out that they have recently constructed an area where other transportation services can link to the PCMH shuttle service. The notion of a mini-hub or sub-center at the hospital medical center complex was noted by Tom Tysinger as something worth looking at as well. As an aside, Charles noted that he was amazed at how many people take taxis to work. Bob Thompson noted that as more people learn about PATS and the rural general public service that the service may become more utilized and certainly more economically viable than taxis.
  - George Harrell and other representatives of East Carolina noted a number of points about their system. They have just established their first transfer point at the Boady Health Sciences Center at the medical campus. They are continually dealing with both on and off campus student growth. They see the Intermodal Transportation Center as an interlink between all the systems. The hope is that the Intermodal Center will have a sophisticated traffic management system so that operators will also know which buses are coming, going and where they are to park. Bicycles are also an issue and need to be addressed in the Center. An airport connection through a shuttle service by GREAT, perhaps, from the Intermodal Center would be very beneficial to students.
  - Elvis Latiolais with Trailways stated that their needs were essentially the same as identified in the feasibility study.

- Tom Tysinger, speaking for GREAT, noted that GREAT has doubled its service since a regional transit feasibility study was completed in 2003. They plan to add more service in the Spring. Currently the City population of 72,000 includes 18,000 to 20,000 students at East Carolina so the population and usage of the GREAT system fluctuates significantly when students are in or out of town. Tom noted that he is seeing a philosophy change politically in the City and a willingness to spend more money on transit. GREAT looks to the Intermodal Center as a way to hopefully avoid duplication and to find ways for the GREAT and East Carolina systems to integrate and better serve the entire population.
- b. Question Two – What would the Intermodal Center do for you?
- East Carolina’s representatives focused on the ITC being a link between systems so that, for example, someone working on campus could commute on a GREAT bus to the ITC then catch a campus bus to their workplace. ECU representatives also noted that there are 600 vacant parking spaces every day on campus which growth will rapidly fill up. The ECU Student Transit System carries over two million riders per year. ECU is hoping that the ITC will make people think of changing how they look at transportation. They also noted that the ITC should have low connection times so that waits are short and the right systems are in place to get the most used connections. The Intermodal Center has to be convenient and has to match the convenience of a car.
  - Charles Mayo of PCMH noted that people who are staying in facilities such as Hope Lodge or Ronald McDonald House because family members have long term hospital issues need transportation around the city. These are people who, in his words, can really be lost in terms of getting around.
  - Tom Tysinger noted that the city currently has a Convention & Visitors Bureau located at the Convention Center and that they are interested in going back downtown. The possibility of a Visitors Center that might even include East Carolina at the transportation center would be an idea.
  - Ken described the projects underway in Greensboro where a Visitors Center is being developed in the Transportation Center and the idea is to have electronic nodes of information throughout the city that all link to a single database. A person arriving at the airport, the Transportation Center or the Convention Center could all access similar information about what’s going on in Greensboro.
  - Ken also noted that the Greensboro Depot, as large as it is, did not have a critical mass of users for car rental and wondered if people were familiar with the Zip Car or Flex Car concepts where you use credit cards to access and rent vehicles for short periods of time.
  - Ken asked the question of each of the providers also what role would commuter rail potentially play. The East Carolina representatives noted that they get calls at the start or end of the semester on “how do I get home”? Rail could be one solution to that. They noted that at one time they had an East Carolina RDU shuttle but it did not last because of the different times that people needed to go catch flights. Tom noted that if a commuter rail was extended from Raleigh to Greenville and those times were competitive to a car he believes there would be a number of daily commuters to Raleigh from Greenville.

This meeting adjourned and the design team prepared for its next meeting.

### **Meeting Three – Uptown Greenville**

Attendees:

Myriah Shewchuk	Uptown/Rivers & Associates
Yaprak Savut	Uptown / ECU
Carl Rees	City of Greenville Redevelopment Commission
Denise Walsh	Uptown Greenville
Tom Tysinger	City of Greenville
Graham James	MAB
Ken Mayer	MMPA

Items discussed:

1. The basic purpose of this meeting was to look at how the downtown community viewed the Intermodal Center: whether it was a positive or negative; and how it could impact the future of downtown. Each of the representatives felt that the center would be a positive critical mass project for downtown redevelopment.
  - Denise Walsh, the Director of Uptown Greenville, offered that some people had expressed concerns about bus stops attracting homeless people. But, beyond that she had heard no serious concerns with the Intermodal Center idea.
  - Yaprak Savut noted that transportation is becoming extremely important as sustainability issues gain in importance in Greenville and elsewhere.
  - Carl Rees had several comments. First, the Redevelopment Commission has added supporting the ITC to their annual workplan. Second, south of Reade Circle several developers have begun assembling land for large multiuse projects. East Carolina has also been assembling land east of Reade Circle. As these projects evolve, they will further add to the need for the Transportation Center but they are also potentially taking land that might be a good site for the Transportation Center. Third, the scale of these new developments range from single buildings to ten to fifteen acre projects. Fourth, the Performing Arts Center that is shown on the redevelopment plan is an East Carolina project and has recently come from nowhere to be their fifth highest priority project. While this means it is still several years away, the fact that it is now a high priority means it will begin to gain some momentum. It is still planned to go downtown but it could be anywhere downtown not just at the site shown on the redevelopment plan. Pitt County apparently is also looking at moving its offices to downtown from a suburban location and if so, they would be in the northern area near the courthouse. Carl also noted that the downtown school that is shown on the redevelopment plan is no longer being considered and a downtown campus for the Community College will also not be in the scene of the future.
  - Myriah Shewchuk noted that the Intermodal Center will be good if it compliments and does not take away from uptown businesses and develops another mode of activity in downtown. Right now the intersection of Fifth and Evans is the main activity node downtown with the county courthouse complex being a second node to the north. Walkability is the key. These

nodes give people a reason and the opportunity to walk a bit further and if the ITC is about more than just transportation people will consider walking there.

- Carl then noted that location should prioritize the primary function. If the main function is redevelopment locate the facility as close as possible to Reade Circle. If the main function is transportation move it closer to Tenth St.
  - Yaprak stated that walkability depends on the site. A nicer walk feels shorter and people will find themselves in the middle of downtown suddenly. People need distractions on the walk.
  - Tom Tysinger noted that when Evans St. was a mall, the GREAT transfer point was at Fourth and Evans. Once the mall was removed, uptown businesses did not want the transfer center at that location so it was moved temporarily to the east side of downtown along Reade Circle. It works well at that location operationally but there are no facilities for the users.
  - Tom asked if the downtown representatives saw any problems in the business association. Denise noted that traffic impact could be an issue. Myriah mentioned the backlash of perception from one portion of the community but as the hospital and East Carolina are attracting people to town that come from areas where they are used to taking the bus, there is a growing group who will see the ITC as a good thing and who will want more availability of buses as well. Yaprak noted that the ITC would help include older mobility impaired people in the downtown and the broader community. Carl noted that the UNX Chemical Facility which is in an ideal location for the transportation center is an issue in downtown and that they have been working with the company to find an alternative location.
2. Ken raised the question “is there any opportunity to bundle the Intermodal Transportation Center with the developments being talked about along Reade Circle”? Carl said that at this point that has not been discussed but since they are in conversation with both the developers considering projects that could certainly be brought up. The development proposed west of Evans St. will be primarily commercial and condominiums while east of Evans St. it will be upscale student housing. Ken noted that in other communities the transportation center has been bundled with a development project which provides benefits to both the developer and the city.
  3. Myriah noted that the streetscape guidelines workshop recently conducted found Fifth and Evans to be the center of downtown. People generally stick with the block between Fifth and Fourth and businesses north of Fourth don’t do nearly as well as the other blocks to the south. She then raised the question “could the ITC anchor the north end of downtown?” Tom Tysinger commented that while it could certainly be located there it would lose one of its goals of being close to the University.
  4. Other discussions of potential sites were held. Carl noted that the site where there is a BB& T would be a viable location but BB & T is not interested in moving.
  5. Other Comments:
    - a. A Visitors Center in the Intermodal Center would be an excellent idea and Carl feels that the CVB would be open to that discussion.
    - b. The redevelopment plan shows a potential downtown hotel and alumni center and while the University is not interested in being the driving force behind that, they are interested in bringing a private hotel developer in to look at that opportunity.
    - c. Carl noted that architecture will be important, and the building needs to be inspiring.



- d. Myriah noted that security will be critical as will the center's relationship with the streetscape. Some semi-public space outside of the building will be essential.
- e. Carl noted that the final design for a new streetscape on Cotanche St. between Reade and Fifth is nearing completion.
- f. It was noted that as the health care industry grows in Greenville so does the number of assisted living communities. Those are the potential riders for the bus system.

This meeting adjourned and the design team prepared for the evening public meeting.

### **Meeting Four – Open Public Meeting**

Attendees:

Approximately eighteen people, ten of whom were general public, were in attendance.

General Comments on the center were:

- a. Make it look nice.
- b. Make it a place where people can go and eat and have a place to sit and rest.
- c. Police substation is a good idea.
- d. Being near railroad would entice rail service.
- e. Be accessible.
- f. AAA travel ought to have a center in Greenville perhaps in the ITC.
- g. Have a full cover over the bus loading areas. Winston-Salem is a good example of a full cover and it is opposite of a concert venue so there is activity in the evening.
- h. The 30<sup>th</sup> Street facility in Philadelphia is also a good comparison where there is no strong delineation between waiting space and commercial space. It all flows together.
- i. Question – what would address security? Response: Design, police presence, lighting.
- j. Building design should feel open.
- k. Make it a hub of activity beyond transportation needs.
- l. Possibly include a Visitor Center/Museum
- m. A place where you walk for lunch.
- n. Secure parking.
- o. No big trees that people can hide behind.
1. Ken posed the question “how do you change the culture to get people to use more transportation”?
  - a. Give free tickets for a few days.
  - b. Be a dependable service.
  - c. Do what you said you would do.
2. Other Comments:
  - a. Elvis Latiolais noted that this facility would be a good opportunity for through-ticketing connections. For example, a rider could purchase a ticket from a rural community that would already be a through-ticket to connect to Trailways to go to another location.
  - b. There was some discussion about public art and Tom Tysinger noted that City Hall has an agreement with the Museum of Art to supply art for City Hall and that could certainly be looked at for the ITC.

- c. Thom Moton noted that he supported the airport connection particularly with the increasing number of international students coming to the University.
- d. Tom Tysinger noted that the bike racks on buses are often full which gives a sense of the growth of the bicycle culture in Greenville.

This concluded the public meeting and the meetings on July 16<sup>th</sup>.

July 17<sup>th</sup> meetings:

### **Meeting Five – City Administration**

Attendees:

Tom Wisemiller	Community Development, City of Greenville
Dave Holec	City Attorney
Tom Tysinger	City of Greenville
Wayne Bowers	City Manager
Andrew Schmidt	CVB
Thomas Moton	City of Greenville
Graham James	MAB
Ken Mayer	MMPA

Items discussed:

This meeting focuses on the general objectives from the City Administration for the facility as well as discussion of some specific sites.

1. Andrew Schmidt with the CVB noted that an airport connector would be useful. He often gets calls from visitors because cabs don't meet their flights as one of their priorities. Hotels cannot really justify a staff member on call for a shuttle for just six flights a day but he felt the city could justify a shuttle to the ITC for an airport connection.
2. Ken raised the question again about bundling the ITC and other projects. Discussion ensued about the two larger projects currently being proposed, one on the east side and one on the west side of Evans St. at Reade Circle. Developers are having difficulty assembling all the pieces. Hams, for example, does not want to sell its site and without all the parcels, the east site for example, becomes fairly tight to accomplish the developer's intent much less include the ITC.
3. Other sites were looked at and their pros and cons were discussed. The general conclusion was that sites just south of Reade Circle but to the east of Evans would be preferred with crossing Evans to the west being a second set of choices. There is an abandoned church, for example, on 8<sup>th</sup> Street that is adjacent to the chemical plant could be a potential site with the proper land assemblage. It was agreed that as you got closer to Dickinson, the desirability of sites became less. At one time, Tenth St. was seen as a key element of the ITC's location because of the upcoming Tenth St. connector project being a primary shuttle route back and forth between the University and the medical center complex. It appears, however, that a site a couple blocks off

Tenth St. would still provide easy access for the shuttles to connect the ITC to the medical center and to the campus.

4. There was some discussion about providing showers and lockers at the ITC to encourage bike riding and provide bike riders with a place to shower before catching a bus to their place of work. This has a number of operational issues and security issues that would need to be considered.

This meeting adjourned and the design team prepared for the next meeting.

### **Meeting Six – Police Department**

#### Attendees:

Janice E. Harris	ECU
William J. Anderson	City – PD
Joe Bartlett	City – PD
Tom Tysinger	City of Greenville
Graham James	MAB
Ken Mayer	MMPA

1. Ken posed the question to each of the representatives about whether putting a police sub-station in the facility would be an advantage and what would the requirements be?
2. Chief Anderson had a number of comments:
  - a. A sub-station would be a plus as homeless people gathering is often a problem at facilities like this.
  - b. They currently have no specific downtown patrol but they are considering a downtown foot patrol in the future that could be based in the ITC. They could also have a bike patrol based here and would thus need storage for bikes and other support functions. He believes this will provide visibility and would aim for the sub-station to be in constant use. He would like to have a civilian receptionist as well during daytime hours and this person could actually double as a visitors center receptionist.
  - c. A joint sub-station with East Carolina would be desirable and would encourage the University to be more involved. ECU and Greenville have joint jurisdiction in this area and the ECU police have on-campus space issues that this could help solve.
  - d. The Police Department is currently trying to put cameras downtown. The University already has cameras that are monitored by both police departments.
  - e. The Evans/Reade area previously discussed would be a perfect location for a substation.
  - f. The City Manager has been considering using an empty storefront as a sub-station which would be good in the short term but in the long term the ITC would be a better location.
  - g. Showers would require police presence. User fees may also be appropriate.
3. Janice Harris, the acting Chief at East Carolina had several comments:
  - a. People often get off the bus at the Trailways Depot in its current location but do not know where to go and there is no way to connect to other parts in the city. These people often end up at the Police Department to make phone calls for people to come pick them up.

- b. A joint sub-station would be no problem. The East Carolina Police will be involved in the new student recreation field across the river and that will need a joint effort with the City. There are similar joint efforts at the medical center so one for the ITC would not be a problem.
- c. The University has plenty of bicycle trained officers but not enough space to store the bikes so this is another opportunity for a joint use.

This meeting adjourned and the design team prepared for the next meeting.

### **Meeting Seven – Public Transportation and Parking Commission**

Attendees:	Peg Gemperline	Chairperson of the Commission
	Bob Thompson	Steering Committee
	Daniel Spuller	East Carolina University Representative
	Tom Tysinger	City of Greenville
	Graham James	MAB
	Ken Mayer	MMPA

Ken gave the group an update on what had occurred over the two days of meetings. Peg and Bob are both members of the Steering Committee and Bob had been involved in a number of the meetings to-date.

Comments from this meeting include:

1. Bob Thompson asked what the Commission could do to change the culture and get students to understand that riding city buses is safe. He referred to the new program in Greensboro called HEAT (Higher Education Area Transit) that connects colleges and universities with downtown and other locations. He also queried as to how citizens who would potentially use the buses could change their perceptions of the students as being simply a bunch of revelers catching a ride home from a night out.
2. Tom Tysinger noted that the downtown area late at night has a much different and safer feel in the past few months as the police from both East Carolina and the City are providing foot patrols which has reduce the number of incidents.
3. Peg noted that the downtown bars make people going home under the influence easy targets for crime.
4. Daniel stated that downtown bars are a draw for students. You can go to the bars without a car and walk back to your place of residence. He also noted that there is an extensive amount of crime in the student suburban apartment complexes.
5. Tom noted that the chemical plant will move eventually but not in the near future so that might be a difficult site for the facility.
6. Some discussion occurred around the question Ken posed about any future parking deck needs. The city apparently has money in capital reserves for a deck but it is not needed today. However, if a developer came in and needed parking to make a deal work, the city could be in a position to provide it. The only deck in Greenville is at the hospital. The University does not have any decks.

7. Daniel noted that students are receptive to interaction with the community. They see East Carolina as big University with a small town feel which is a great attraction for students coming to the University. He feels that the students and the police have a much better relationship.

This meeting adjourned and the design team prepared for the next meeting.

### **Meeting Eight – Steering Committee Wrap Up Session**

Attendees: **Original Steering Committee minus Nancy Harrington and Bob Thompson.**

Ken gave an overview of what he felt had been learned from all of the sessions over the two day period. Four major themes emerged from the discussions:

1. *Safety and security.* Negative perceptions about safety and security at the transportation center in downtown itself have to be overcome. Both ECU and City police are willing to work together with a joint sub-station and downtown foot/bike patrols. They will also need to look at security issues around long term parking; for example, people who may have parked at the ITC, caught a shuttle to the airport and left town for several days.
2. *Change.* Its happening and the relationships of the different transportation providers will strengthen as a result of the ITC will help. The ITC will require a change in culture, a change in how the systems will operate and integrate with each other and change in town and gown relationships.
3. *The location of the center is shifting.* In the previous study it had been seen as closer to Tenth St. and further west towards Dickinson. However, the preferred location is moving and narrowing towards the area southeast and southwest of Reade and Evans. It is felt that a maximum one to two block walk to the center city and East Carolina campus is ideal.
4. *Multiple uses are seen as a key for the success of this facility.* A mix of transportation and non-transportation uses is desired (but the non-transportation uses will need other funding). A Visitors Center idea has been well received and an airport shuttle has been mentioned quite a bit. There is potential for conversations involving public/private partnerships because of several private projects being discussed now. There are two possible paths for the ITC to take: it can be transportation center with a few related ancillary functions or a transportation center within a much larger project.

Other ensuing comments included:

1. Mike Kozak noted that the police functions assigned to the transit center will qualify for federal funding. He stated that the current federal focus on transit security outside the big cities is a big help. Greensboro, for example, did well for federal funding. Because few areas counted as non-transportation, most of the facility qualified for FTA funding.
2. Ken raised the question “could ECU transit staff be based at the ITC”. While this would certainly be something to explore, the cost of developing its space would not be eligible for federal funds if the student transit service remains closed door, i.e. allowing only student ridership. It was noted that the system actually does allow the public to ride but it is just not advertised. It would have to be advertised as public for federal funding to come into play.
3. Thom Moton noted that students do request an airport shuttle and while a shuttle was tried at one time, there was not enough demand to continue the service.

4. Tom Tysinger noted that the schedule for the Tenth St. connector project will be 2011 to 2012 at the earliest.
5. There was discussion about a possible rail connection at a Reade/Evans or Eighth St. site. Graham James sketched an overlay that showed how a new north/south track could be extended to the site in this area and how the length of platforms could be accommodated. It was noted that the distance from the rail is not very great and would not require a shuttle from the sites being considered.
6. Tom Tysinger noted that the partnerships being discussed could either be public/private or they could even be public/public. Tom noted that there is a really good record of cooperation between the city, the hospital and East Carolina. They have partnered on highway projects in the past and he the same partnerships involved with this project.
7. Mike Kosak noted that on projects that are not historic buildings flexibility is the key. A site might be identified but a downtown opportunity might end up displacing that site. He cited Wilmington as an example where a new downtown headquarters was placed on a site that had been identified for Wilmington's ITC.
8. There was a great deal of discussion on how to involve students in the planning process. There was a general agreement to have a student representative join the Steering Committee and also that if there is a student advisory group for transit they should be involved in meetings on the next design team visit.
9. Todd Johnson raised a question about maintenance and Tom Tysinger noted that the bus maintenance would not be at the ITC.

Homework assignments: Several homework assignments were given out as follows:

1. Todd Johnson – liaise with the East Carolina reps who attended the transit providers meeting and aim for consensus within the ECU community.
2. Phil Dickerson – contact other counties regarding their needs for the ITC.
3. City of Greenville – talk to private developers to see who might be interested in bundling this project.
4. Thom Moton and Tom Tysinger – consider how to get the Redevelopment Commission involved.
5. Peg Gemperline – need to hear from the Public Transportation and Parking Commission. See if there are other issues that didn't come up this morning.
6. Mike Kozak – liaise with real Division of FTA to clarify review processes.

Ken noted that design team's next visit will involve technical discussions about what will be required in the facility. The people involved from each transportation provider need to be able to address those issues. In addition, there will need to be forums or other ways for the GREAT users and ECU transit users to provide their input.

This meeting adjourned.

Please notify the writer of any changes to this summary.

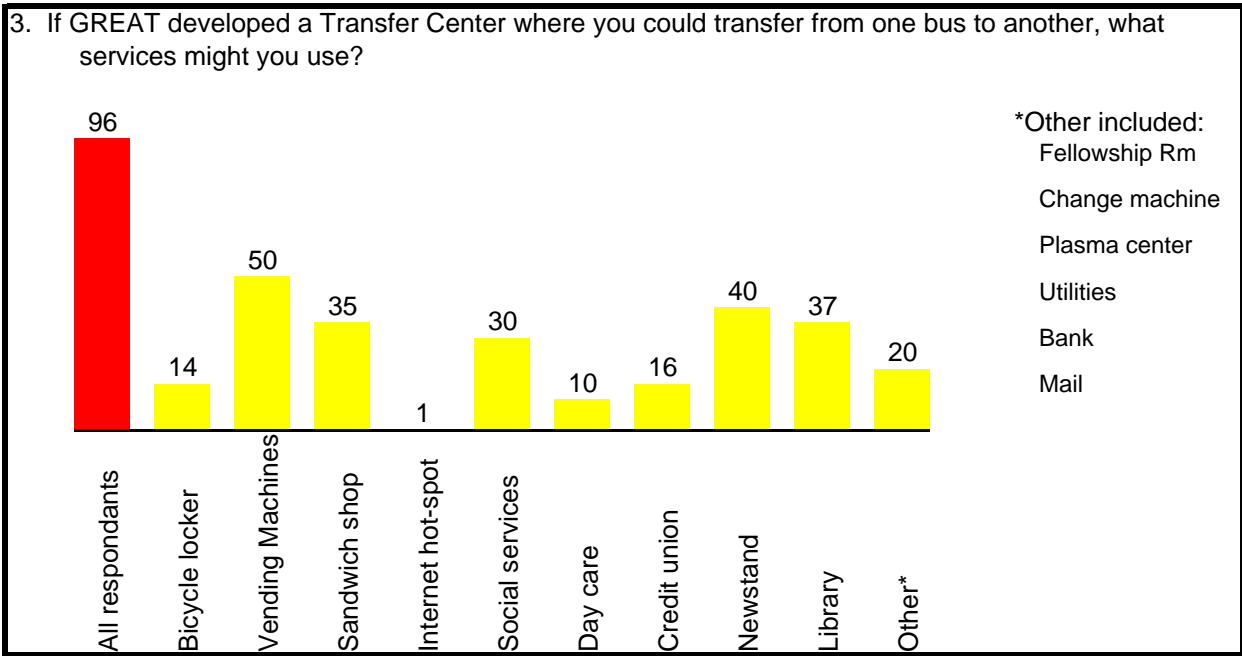
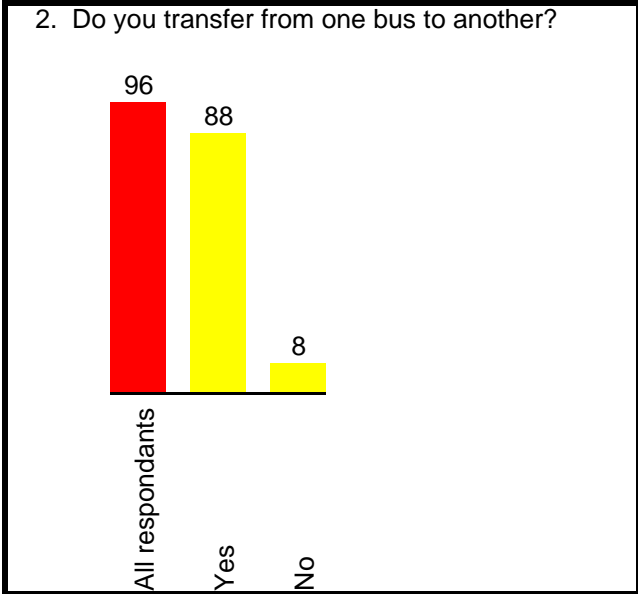
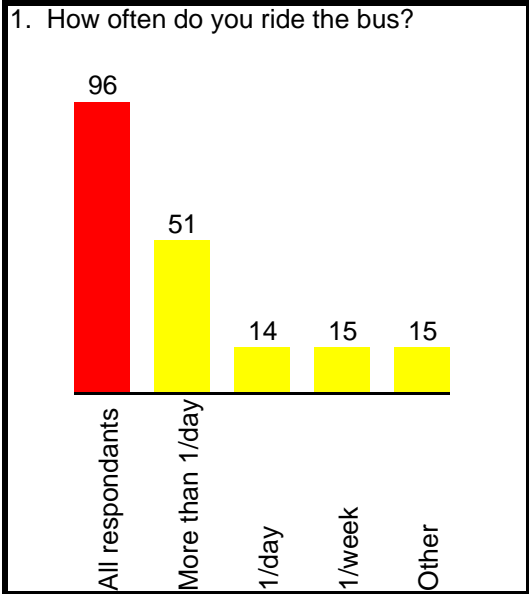
Summary prepared by:        Kenneth C. Mayer, Jr., AIA, LEED AP  
   Moser Mayer Phoenix Associates

Graham James, CMILT  
Martin Alexiou Bryson

C:     All Attendees

# GREAT Rider Survey Results

This survey was conducted in August 2007. Below are the results.





# Tab 3



MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Program and Blocking Plan  
February 13, 2009*

**Background**

The 2006 Martin Alexiou Bryson Feasibility Study described an initial hypothetical site and building program. This program described the general size of the building anticipated and the related site requirements. This, in turn, established the size of the parcel needed for the total facility. The Moser Mayer Phoenix Associates (MMPA) team was charged with reviewing this program with the various transportation providers and developing a final building and site program for the facility.

To accomplish this, the MMPA team met with the representatives of the groups most involved with the project:

- GREAT
- East Carolina University Student Transit Authority
- Pitt Area Transit System
- Pitt County Memorial Hospital
- Greyhound
- City of Greenville and East Carolina University police
- City of Greenville staff.

Meetings were conducted with each group separately, notes were recorded and returned to each group to be reviewed. This step is important in order to verify that the notes reflected the conversations, as these notes form the basis of the program and the design. After discussions with these representatives, a final building and site program was developed. This program reflects a two-phase project (Figures 1-3).

The MMPA team then developed a graphic version of the building program. This “blocking plan” illustrates:

- The relative size of the program spaces
- The adjacencies needed between interior spaces
- The adjacencies needed between interior spaces and the exterior
- The projected square footage of the building.

Figure 4 is the blocking plan for the proposed Greenville ITC building. The plan will be modified as the site and building design evolves, but it is a representation of how the program should function.

**GREENVILLE INTERMODAL - PRELIMINARY PROGRAM - Phase 1 (Figure 1)**

\* NSF = Net Square Feet; GSF = Gross SF

	Space Description	# of Units	# Occ.	NSF/unit*	Subtotal	Circulation	NSF + Circ.	GSF Multi	GSF*	Comments
<b>EXTERIOR</b>										
	GREAT Bays	6		1,300	7,800	1.25	9,750	1.50	14,625	40' bus - sawtooth; canopy
	Greyhound Bays	2		765	1,530	1.25	1,913	1.50	2,869	45' bus - herringbone; canopy
	PAT Bays	2		1,300	2,600	1.25	3,250	1.50	4,875	30' van - drop-off
	Shuttle Bay/PCMH	1		1,300	1,300	1.25	1,625	1.50	2,438	40' bus - sawtooth; canopy
	ECUSTA Bay	2		1,300	2,600	1.25	3,250	1.50	4,875	40' bus - sawtooth; canopy
	Taxis	3		400	1,200	1.25	1,500	1.30	1,950	
	Staff Parking	11		400	4,400	1.25	5,500	1.30	7,150	GR-5; TR-2; ECU-1; Visitor-3
	GREAT Driver Shuttle Van	2		400	800	1.25	1,000	1.30	1,300	28' van; canopy
	Police Car	3		400	1,200	1.25	1,500	1.30	1,950	Officer parking remains at present location
	Greyhound Short-term	6		400	2,400	1.20	2,880	1.30	3,744	Waiting; delivering; buying; info
	Passenger Drop-off	2		400	800	1.20	960	1.10	1,056	
	Passenger Platform (10' wide)	1		10,486	10,486	1.20	12,583	1.10	13,842	Canopy
	Misc. sidewalks, landscaping	1		5,000	5,000	1.20	6,000	1.10	6,600	
<b>TOTAL EXTERIOR</b>					<b>42,116</b>		<b>51,711</b>		<b>67,273</b>	
									0	
<b>INTERIOR</b>										
	Public Waiting	1	20	800	800	1.25	1,000	1.25	1,250	Share with all public
	Ticket/Information/Security	3	3	100	300	1.25	375	1.25	469	Share with all public/GREAT/PATS/ECUSTA
	TR-Package Express	1		100	100	1.25	125	1.10	138	Scale
	TR-Secure Storage	1		62	62	1.25	78	1.10	85	
	TR-Manager Office	1	1	108	108	1.25	135	1.10	149	
	TR-Baggage	1	1	384	384	1.25	480	1.10	528	
	Public Toilets	2		250	500	1.25	625	1.10	688	3 wc; 3 lavs; baby change
	Public Vending	1	4	14	14	1.25	18	2.00	35	Share with all; Universally accessible
	Janitor Closet	1		60	60	1.25	75	1.10	83	Share with all
	Staff Toilet	2	1	75	150	1.25	188	1.10	206	Share with all STAFF
	Staff Breakroom	1	8	200	200	1.25	250	1.10	275	Share with all
	Small Conference Room	1	4	100	100	1.25	125	1.10	138	Share with all
	GR- Operations/Facility Mgr Office	1	1	130	130	1.25	163	1.10	179	
	GR-Admin. Assistant	1	1	80	80	1.25	100	1.10	110	
	GR-Director Office	1	1	80	80	1.25	100	1.10	110	
	GR-Office Storage	1		30	30	1.25	38	1.10	41	
	GR-Brochure Storage	1		30	30	1.25	38	1.10	41	
	Breakroom	1	15	375	375	1.25	469	1.25	586	Share with all; kitchenette
	Accessory use allowance	1		300	300	1.20	360	1.10	396	Share with all
	Police Substation									
	Desks	4	4	60	240	1.20	288	1.10	317	1 lockable file cabinets each occ.
	Interview room	1	2	80	80	1.20	96	1.10	106	
	Toilet Room (unisex)	1	1	65	65	1.25	81	1.25	102	2 wc; 2 sh; 2 lavs; share showers
	Mechanical/Electrical/Data	1		580	580	1.20	696	1.10	766	
<b>TOTAL INTERIOR</b>					<b>4,768</b>		<b>5,900</b>		<b>6,795</b>	
	<b>SUBTOTAL SITE REQUIRED - SF</b>								<b>74,067</b>	
	Environmental, Zoning, etc.	10%							7,407	
	<b>TOTAL PHASE 1 SITE REQUIRED - SF</b>								<b>81,474</b>	
	<b>TOTAL PHASE 1 SITE REQUIRED - ACRES</b>								<b>1.9</b>	



**GREENVILLE INTERMODAL - PRELIMINARY PROGRAM - Phase 2 (Figure 2)**

\* NSF = Net Square Feet; GSF = Gross SF

	Space Description	# of Units	# Occ.	NSF/unit*	Subtotal	Circulation	NSF + Circ.	GSF Multi	GSF*	Comments
<b>EXTERIOR</b>										
	ECUSTA Bay	3		1,300	3,900	1.25	4,875	1.50	7,313	40' bus - sawtooth; canopy
	ECUSTA Bay	1		1,500	1,500	1.25	1,875	1.50	2,813	Articulated bus - sawtooth; canopy
	Passenger Platform (10' wide)	1		2,996	2,996	1.20	3,595	1.10	3,955	Canopy
<b>TOTAL</b>	<b>EXTERIOR</b>				<b>8,396</b>		<b>10,345</b>		<b>14,080</b>	
									0	
<b>INTERIOR</b>										
	Public Waiting	1	50	950	950	1.25	1,188	1.25	1,484	Share with all public
<b>TOTAL</b>	<b>INTERIOR</b>				<b>950</b>		<b>1,188</b>		<b>1,484</b>	
	<b>SUBTOTAL SITE REQUIRED - SF</b>								15,564	
	Environmental, Zoning, etc.	10%							1,556	
	<b>TOTAL PHASE 2 SITE REQUIRED - SF</b>								<b>17,121</b>	
	<b>TOTAL PHASE 2 SITE REQUIRED - ACRES</b>								<b>0.4</b>	

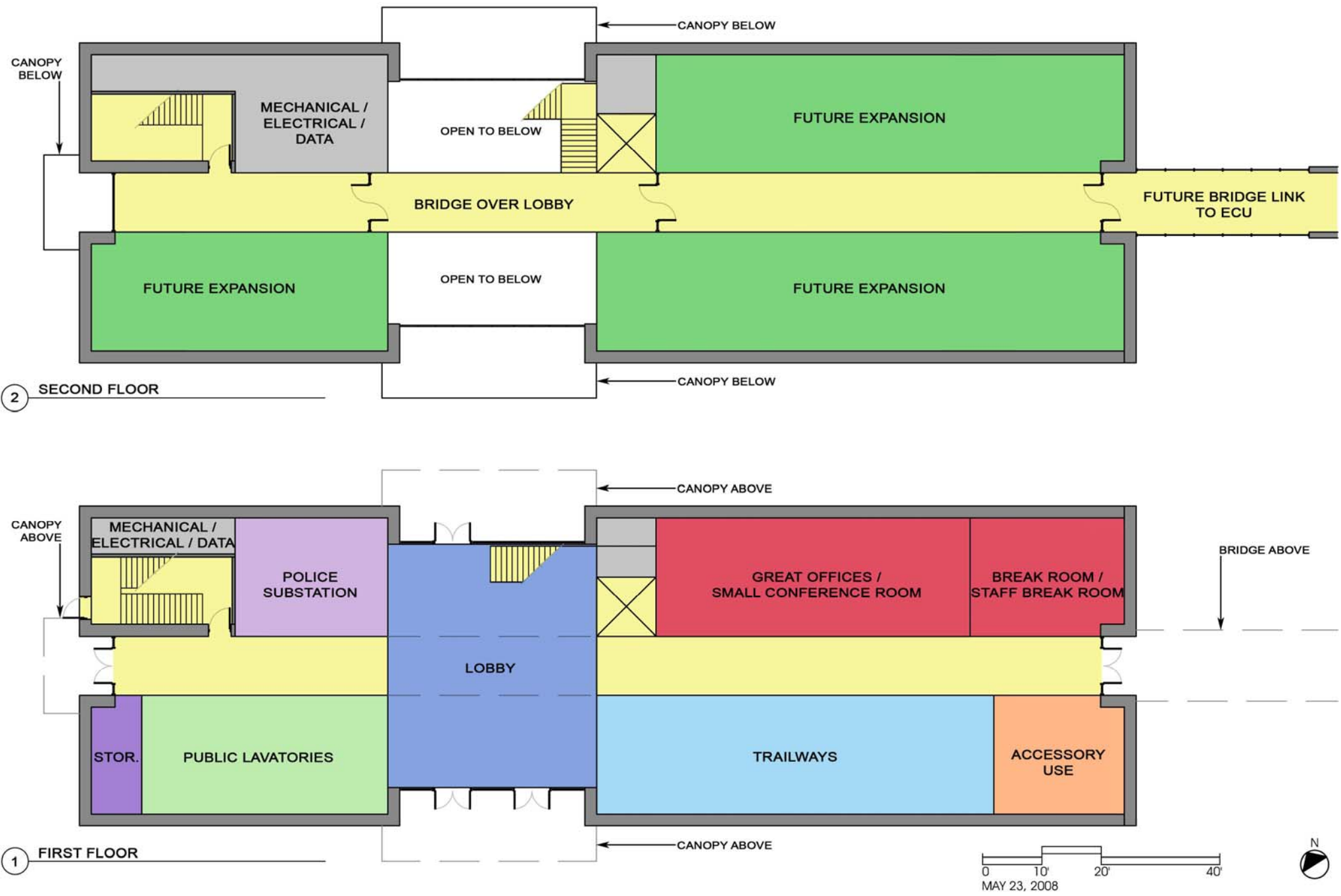


**GREENVILLE INTERMODAL - PRELIMINARY PROGRAM - Phase 1 & Phase 2 (Figure 3)**

\* NSF = Net Square Feet; GSF = Gross SF

	Space Description	# of Units	# Occ.	NSF/unit*	Subtotal	Circulation	NSF + Circ.	GSF Multi	GSF*	Comments
<b>EXTERIOR</b>										
	GREAT Bays	6		1,300	7,800	1.25	9,750	1.50	14,625	40' bus - sawtooth; canopy
	Greyhound Bays	2		765	1,530	1.25	1,913	1.50	2,869	45' bus - herringbone; canopy
	PAT Bays	2		1,300	2,600	1.25	3,250	1.50	4,875	30' van - drop-off
	Shuttle Bay/PCMH	1		1,300	1,300	1.25	1,625	1.50	2,438	40' bus - sawtooth; canopy
	ECUSTA Bay	5		1,300	6,500	1.25	8,125	1.50	12,188	40' bus - sawtooth; canopy
	ECUSTA Bay	1		1,500	1,500	1.25	1,875	1.50	2,813	Articulated bus - sawtooth; canopy
	Taxis	3		400	1,200	1.25	1,500	1.30	1,950	
	Staff Parking	11		400	4,400	1.25	5,500	1.30	7,150	GR-5; TR-2; ECU-1; Visitor-3
	GREAT Driver Shuttle Van	2		400	800	1.25	1,000	1.30	1,300	28' van; canopy
	Police Car	3		400	1,200	1.25	1,500	1.30	1,950	Officer parking remains at present location
	Greyhound Short-term	6		400	2,400	1.20	2,880	1.30	3,744	Waiting; delivering; buying; info
	Passenger Drop-off	2		400	800	1.20	960	1.10	1,056	
	Passenger Platform (10' wide)	1		13,482	13,482	1.20	16,178	1.10	17,796	Canopy
	Misc. sidewalks, landscaping	1		5,000	5,000	1.20	6,000	1.10	6,600	
<b>TOTAL EXTERIOR</b>					<b>50,512</b>		<b>62,056</b>		<b>81,352</b>	
<b>INTERIOR</b>									<b>0</b>	
	Public Waiting	1	70	1,750	1,750	1.25	2,188	1.25	2,734	Share with all public
	Ticket/Information/Security	3	3	100	300	1.25	375	1.25	469	Share with all public/GREAT/PATS/ECUSTA
	TR-Package Express	1		100	100	1.25	125	1.10	138	Scale
	TR-Secure Storage	1		62	62	1.25	78	1.10	85	
	TR-Manager Office	1	1	108	108	1.25	135	1.10	149	
	TR-Baggage	1	1	384	384	1.25	480	1.10	528	
	Public Toilets	2		250	500	1.25	625	1.10	688	3 wc; 3 lavs; baby change
	Public Vending	1	4	14	14	1.25	18	2.00	35	Share with all; Universally accessible
	Janitor Closet	1		60	60	1.25	75	1.10	83	Share with all
	Staff Toilet	2	1	75	150	1.25	188	1.10	206	Share with all STAFF
	Staff Breakroom	1	8	200	200	1.25	250	1.10	275	Share with all
	Small Conference Room	1	4	100	100	1.25	125	1.10	138	Share with all
	GR- Operations/Facility Mgr Office	1	1	130	130	1.25	163	1.10	179	
	GR-Admin. Assistant	1	1	80	80	1.25	100	1.10	110	
	GR-Director Office	1	1	80	80	1.25	100	1.10	110	
	GR-Office Storage	1		30	30	1.25	38	1.10	41	
	GR-Brochure Storage	1		30	30	1.25	38	1.10	41	
	Breakroom	1	15	375	375	1.25	469	1.25	586	Share with all; kitchenette
	Accessory use allowance	1		300	300	1.20	360	1.10	396	Share with all
	Police Substation									
	Desks	4	4	60	240	1.20	288	1.10	317	1 lockable file cabinets each occ.
	Interview room	1	2	80	80	1.20	96	1.10	106	
	Toilet Room (unisex)	1	1	65	65	1.25	81	1.25	102	2 wc; 2 sh; 2 lavs; share showers
	Mechanical/Electrical/Data	1		580	580	1.20	696	1.10	766	
<b>TOTAL INTERIOR</b>					<b>5,718</b>		<b>7,088</b>		<b>8,279</b>	
	<b>SUBTOTAL SITE REQUIRED - SF</b>								<b>89,631</b>	
	Environmental, Zoning, etc.	10%							8,963	
	<b>TOTAL SITE REQUIRED - SF</b>								<b>98,595</b>	
	<b>TOTAL SITE REQUIRED - ACRES</b>								<b>2.3</b>	





GREENVILLE INTERMODAL TRANSPORTATION CENTER  
 MASTER PLANNING

FIGURE 4



# Tab 4



MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Site Selection Process  
February 13, 2009*

**Background**

The 2006 Feasibility Study prepared by Martin/Alexiou/Bryson included an overview analysis of the City of Greenville to determine where the search for a specific site for the Intermodal Transportation Center should be focused. MAB concluded that the best location would be in an area approximately equidistant between: the Tobacco District, Downtown, and the main campus of East Carolina University. As part of its study, the MMPA team was charged with conducting a more detailed assessment of potential sites in this area and ultimately identifying a final, preferred site for the ITC. The MMPA team's process consisted of several steps of review as further described below.

**Step 1: First Round**

Through a combination of "on the ground" reconnaissance and additional research, two sites were initially identified for study. Each site included options for limited and extensive ECUSTA usage of the ITC. *Site #1* (Figure 1) is bounded by Dickinson, W. Eighth Street, S. Washington Street, and W. Ninth Street. Test layouts were developed which illustrated several logistical difficulties (see Figures 2 and 3):

*Historic Properties:* There are a number of historic buildings on the site, and the options explored anticipated retaining some or all of these buildings for the ITC and other redevelopment opportunities. There was concern over the condition of some of these building and their suitability for adaptive reuse.

*Current Occupant:* These buildings are currently used by a large chemical company. While relocation of this company elsewhere in the City is desirable, it is a complex task involving finding a suitable site for them to relocate to, which could take several years to accomplish.

*Environmental Concerns:* Since the current use is a chemical company, there is a likelihood of encountering environmental issues needing mitigation.

*Location:* While this site was convenient to the Tobacco District and Downtown, it is several blocks away from ECU's main campus. Access to the future 10<sup>th</sup> Street Connector is also circuitous.

*Site #2* (Figure 4) is bounded by Evans Street, W. Eighth Street, Cotanche Street, and E. Ninth Street. Test layouts were developed for this site (see Figure 5 and 6) and the issues identified included:

*Assemblage:* This site requires the acquisition of a number of small parcels, primarily rental housing and small offices.

*Historic Property:* There is an historic house and property which would remain.



*University Expansion:* This site is also targeted by the University in their expansion program. The City and the University would need to reach some accommodation in order for this site to be viable.

*Location:* This site is more convenient to the University and Downtown, although somewhat further from the Tobacco District. It offers an easier route for buses to and from the proposed 10<sup>th</sup> Street Connector to the Hospital and ECU Medical Campus.

After discussions with GREAT and the City, it was decided that the advantages of Site #2 outweighed those of Site #1 so a decision to eliminate Site #1 from consideration was reached.

### **Step 2—Identification of Additional Sites**

Through the late fall of 2007 and early winter of 2008, the City explored other potential sites. Some of the sites considered were included within the contexts of proposed larger development projects and discussions were held about synergies between those projects and the ITC. The City also held further discussions with the University so the ITC location could be better coordinated with their expansion plans. After these various discussions, in January 2008 the City identified two additional sites to be investigated, along with Site #2 from the first round, for a total of three sites to consider. The City asked the MMPA team to begin another round of site evaluations with some test layouts, then work with the Steering Committee to select the best site. Between January 2008 and March 2008, the MMPA team completed the initial test layouts.

### **Step 3—Goals and Criteria Workshop**

In March 2008, the MMPA team met with the Steering Committee in a workshop setting to determine the goals of the site selection process and the criteria to be used in selecting a preferred site. The goal agreed to was:

“To evaluate and provide a recommendation for a site for the new Bus Transfer Center consistent with economic, urban design and operational requirements. This will be accomplished in a collaborative manner with GREAT, the City of Greenville, PATS, ECU, Pitt County, Greyhound, and the MMPA Design Team.”

The criteria that were considered important in evaluating the sites were agreed to be (in order of weighted importance): Access/Operations, Cost, Size, Intermodality, Close to Downtown/ECU, Availability, Image, Urban Design/Planning, Connection to 10<sup>th</sup> Street Connector, and Economic Development.

### **Step 4--Second Round**

The MMPA team then reviewed the test layouts of the two new sites, plus *Site #2* from round one with the Steering Committee. New *Site #1* is bounded by W. Tenth, S. Washington, W. Ninth, and Evans. *Site #3* is bounded by Evans Street, E. Ninth Street, Cotanche Street, and E. Tenth Street (see Figure 7). Test layouts were prepared for each of the three sites to illustrate how the approved Space Program might fit on each site. Each evaluation considered a Phase 1 development and a Phase 2 expansion. Site 3 was explored with both a single block (Option 1) and a double block (Option 2) configuration.

### ***Site #1 – Figures 8-9***

There are several disadvantages to this site but one disadvantage is a fatal flaw: Tenth Street must be used for bus circulation. Since 10<sup>th</sup> Street will be a major connector between ECU and the hospital, using 10<sup>th</sup> for bus circulation is not a viable option.

Other disadvantages are:

- Restricted bus parking spaces
- Limited car parking expansion
- Large curb cuts limit use of city sidewalks
- Relationship of the building to the bus transfer areas is not ideal

### ***Site #2 – Figures 10 and 11***

This site avoids the disadvantages associated with being on 10<sup>th</sup> Street, leaving the new connector corridor available for commercial use. It is also better located to serve Downtown and the University campus.

### ***Site #3 – Figures 12-15***

As with Site #1, there are several disadvantages to Option 1 but one disadvantage is a fatal flaw: Tenth Street must be used for bus circulation. Since 10<sup>th</sup> Street will be a major connector between ECU and the hospital, using 10<sup>th</sup> for bus circulation is not a viable option.

Option 2 uses both blocks and Forbes Street which allows the buses to use Evans and Cotanche for access. However, buses are exiting the site too close to the intersection of 10<sup>th</sup> and Evans and entering the site too close to the intersection of 10<sup>th</sup> and Cotanche making these maneuvers unsafe especially considering the future plans for 10<sup>th</sup> Street. Site 3 (both options) is also further removed from Downtown than Site 2.

A Site Selection Workshop was then held with the Steering Committee to:

- Discuss the advantages and disadvantages of each site (Figure 16)
- Rate the sites in accordance with the criteria and weighting established.

This process resulted in Site #2 being selected as the preferred site. The summary of site ratings is shown in Figure 17.

### **Step 5--Third Round**

Three layout Options were developed for the selected Site 2 and discussed with GREAT and the City. Option A (Figure 18) uses only half of the designated site and does not accommodate the entire Space Program. This option was not studied further. Options B (Figure 19) and C (Figure 20) allow a connection with ECU and accommodate the entire Space Program, including expansion space for more extensive ECU participation.

This site allows bus access from Cotanche Street, thus avoiding the busy 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup> Streets. Evans Street was deemed to be too busy for the main site access point but there is an emergency exit onto Evans, as having two access points to the site is an important consideration. The historic Jones-Lee House is preserved and new landscaping will enhance its location.

Since there is no clear view into the future, the opportunity for the operations to expand on the site is important. There is space available on the site for expansion of the bus platform to accommodate at least four more buses. The transfer platform will allow the building to at least double in size and the car parking can also be expanded.

Safety is an important consideration in an intermodal facility and is addressed on this site by:

- Car circulation is separate from bus circulation
- All transferring riders can go from bus to bus to Transit Building on a purely pedestrian platform
- Pedestrians crossing the bus drive lanes from the parking lot will be directed to two crossing points by fencing and landscaping
- A pedestrian bridge is proposed over Cotanche to connect the Transit Building with the University providing safe access for pedestrians to and from the University.

Security will be addressed through operational measures as well as design. The design considerations include:

- Being able to close off parts of the building after normal operating hours to accommodate after hours bus movements
- Keeping landscaping low or transparent to eliminate hiding places
- Providing fencing and gates to secure the site when required
- Designing a lighting plan that will illuminate the site to a safe level without spilling onto surrounding properties.

### **Summary**

A Public Meeting was held on April 29, 2008 where the project, and the preferred site, was presented to the public to allow for questions and comment. Following that meeting, on May 5, 2008, the preferred site was presented to the Greenville City Council. Subsequent to the Council meeting, the site was approved as the preferred site and the next steps in the project moved forward. These next steps, discussed further in this report, included: completion of a Phase I Environmental Assessment and development of a Project Website to help disseminate information to the public.





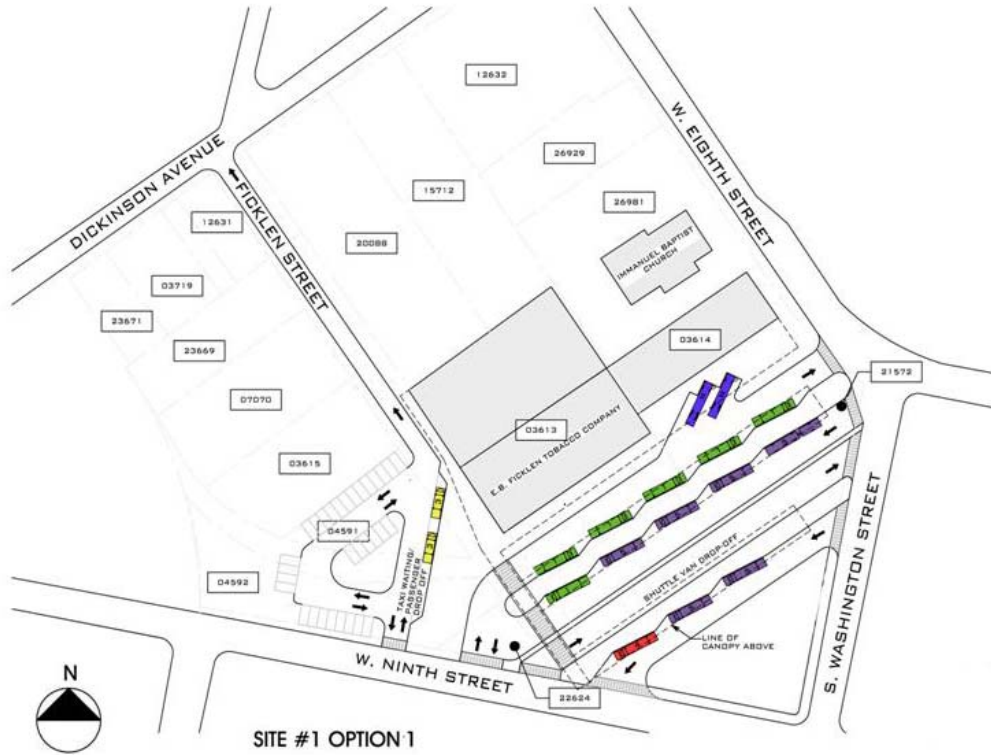
GREENVILLE INTERMODAL TRANSPORTATION CENTER  
 MASTER PLANNING

FIGURE 1

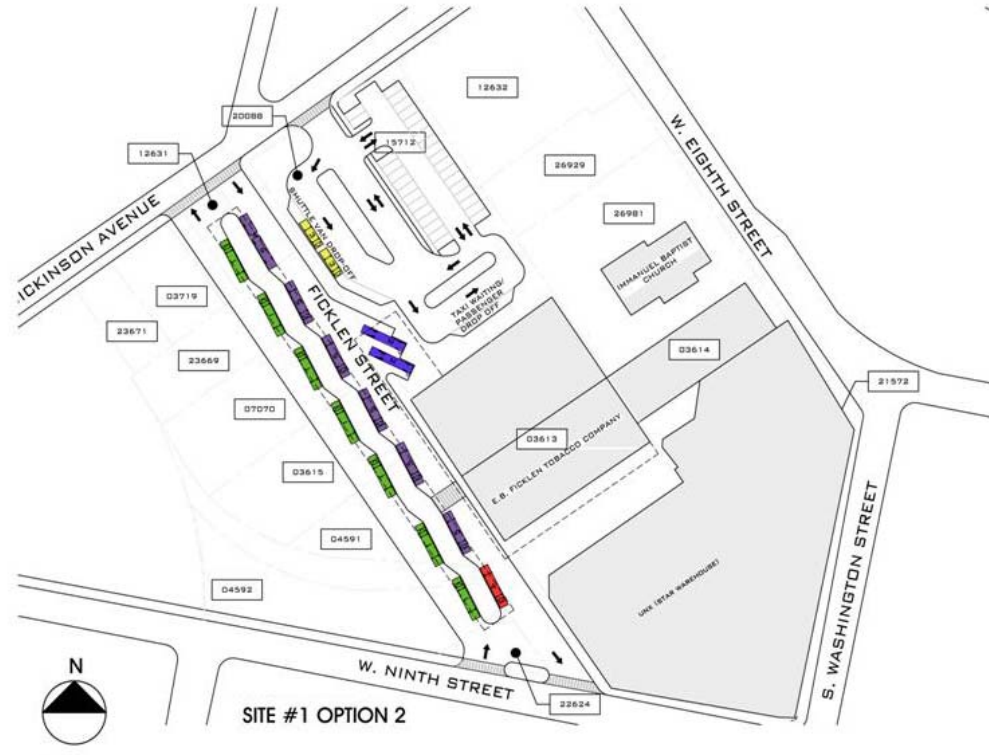




**FIGURE 2**  
ACREAGE REQUIRED 3.97



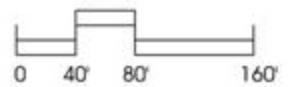
**FIGURE 3**  
ACREAGE REQUIRED 4.55



**SITE PROGRAM:**

- 1. GREAT BAYS -6
- 2. TRAILWAY BAYS -2
- 3. PAT BAYS -2
- 4. SHUTTLE BAYS/PCMU -1
- 5. ECUSTA BAYS -8

**PARKING:**  
STAFF -11  
POLICE 20



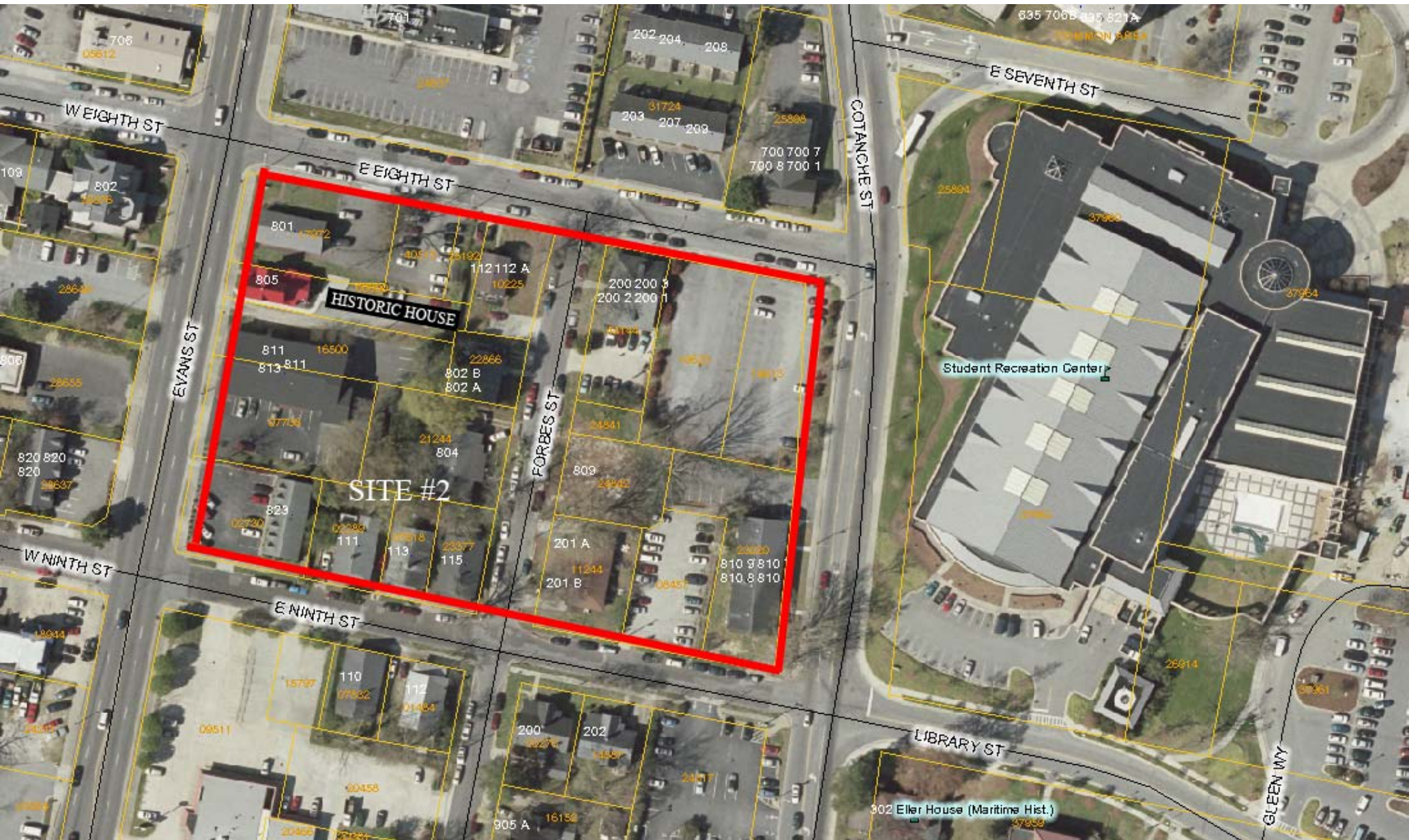
OCTOBER 22, 2007



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**







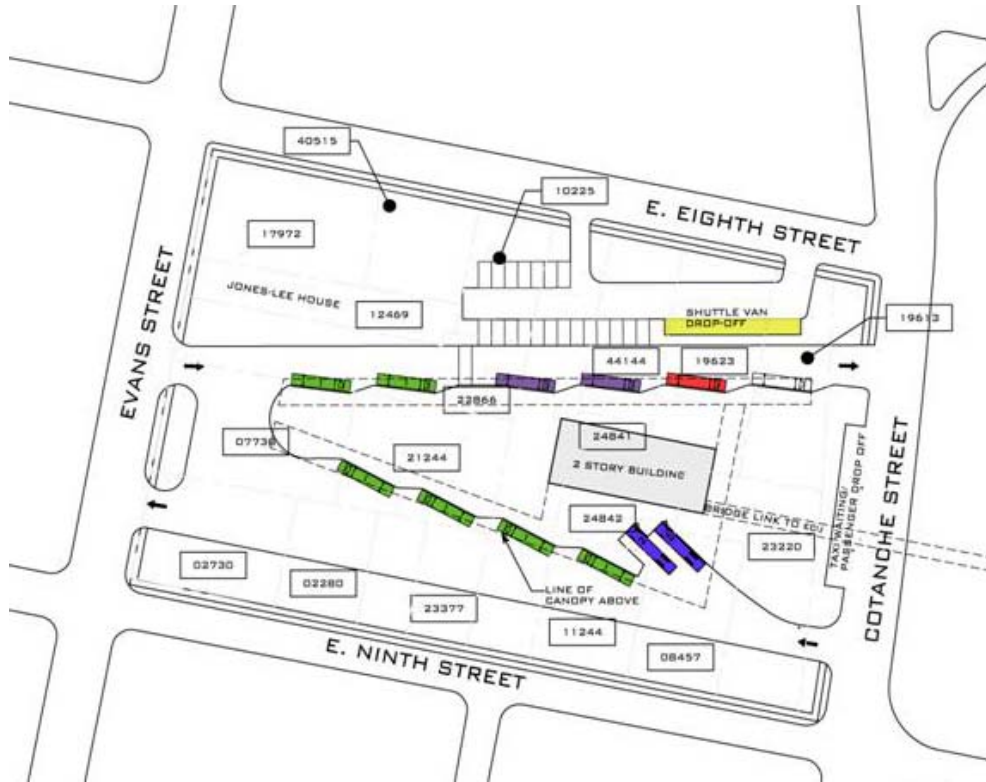
GREENVILLE INTERMODAL TRANSPORTATION CENTER  
 MASTER PLANNING

FIGURE 4





**FIGURE 5**  
ACREAGE REQUIRED 3.58



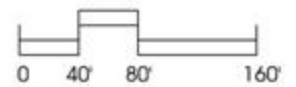
**FIGURE 6**  
ACREAGE REQUIRED 3.58



- SITE PROGRAM:**
- 1. GREAT BAYS
  - 2. TRAILWAY BAYS
  - 3. PAT BAYS
  - 4. SHUTTLE BAYS/PCMU
  - 5. ECUSTA BAYS



- PARKING:**
- STAFF -11
  - POLICE 20



OCTOBER 22, 2007



GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING





ENLARGED PLAN



JANUARY 08, 2008

SITE SELECTIONS



GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING

FIGURE 7





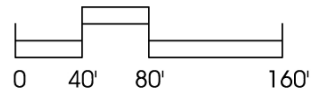
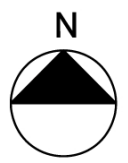


**SITE PROGRAM:**

1. GREAT BAYS	-6
2. TRAILWAY BAYS	-2
3. PAT BAYS	-2
4. SHUTTLE BAYS/PCMU	-1
5. ECUSTA BAYS	-2

**PARKING:**

STAFF	-11
POLICE	-4
<b>ACREAGE REQUIRED:</b>	<b>- 2.14</b>



JANUARY 25, 2008

**SITE #1 PHASE 1**



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**

FIGURE 8



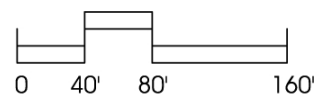
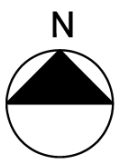


**SITE PROGRAM:**

1. GREAT BAYS	- 6
2. TRAILWAY BAYS	- 2
3. PAT BAYS	- 2
4. SHUTTLE BAYS/PCMU	- 1
5. ECUSTA BAYS	- 6

**PARKING:**

STAFF	- 11
POLICE	- 4
<b>ACREAGE REQUIRED:</b>	<b>- 2.14</b>



JANUARY 25, 2008

**SITE #1 PHASE 2**

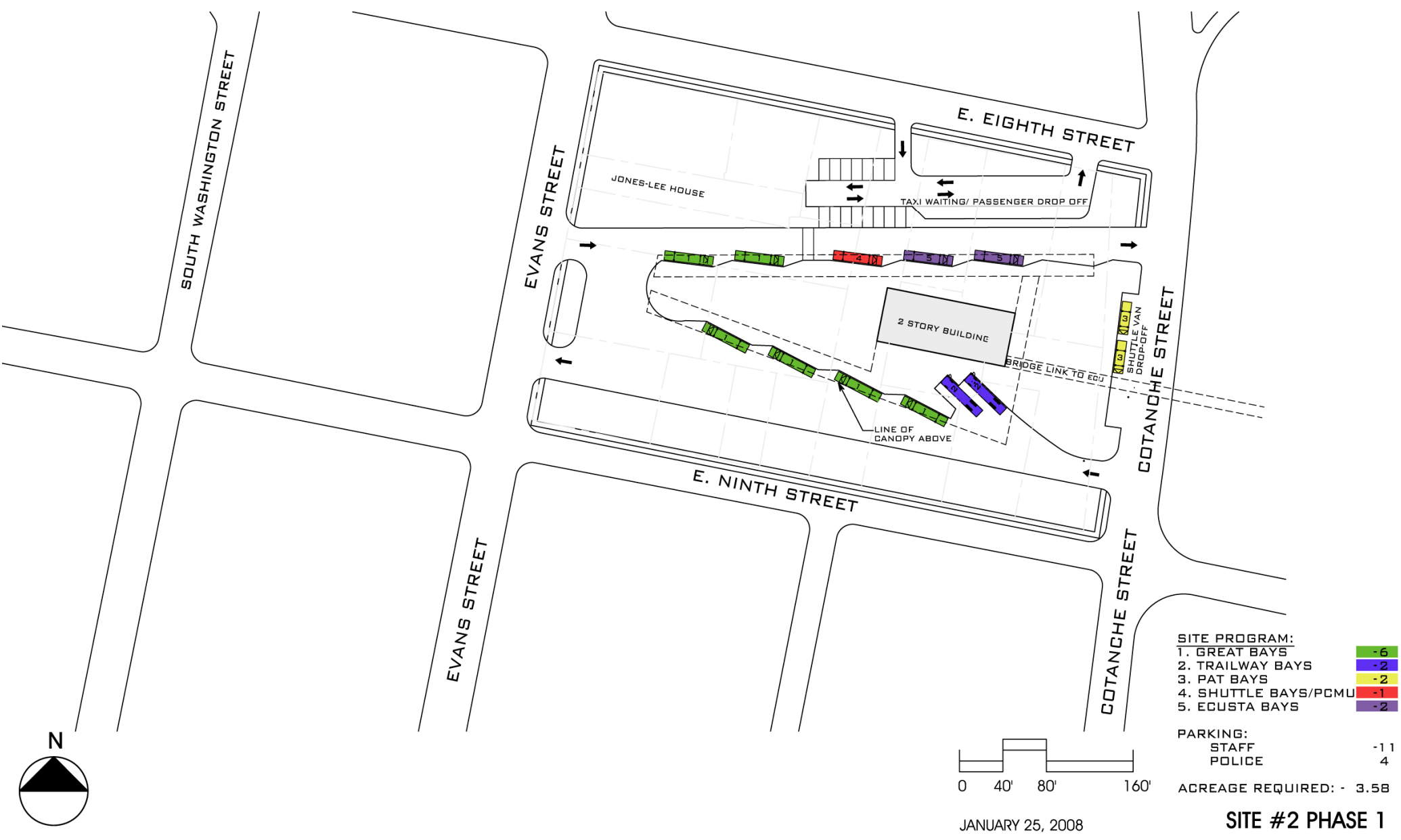


**GREENVILLE INTERMODAL TRANSPORTATION CENTER**

**MASTER PLANNING**

**FIGURE 9**

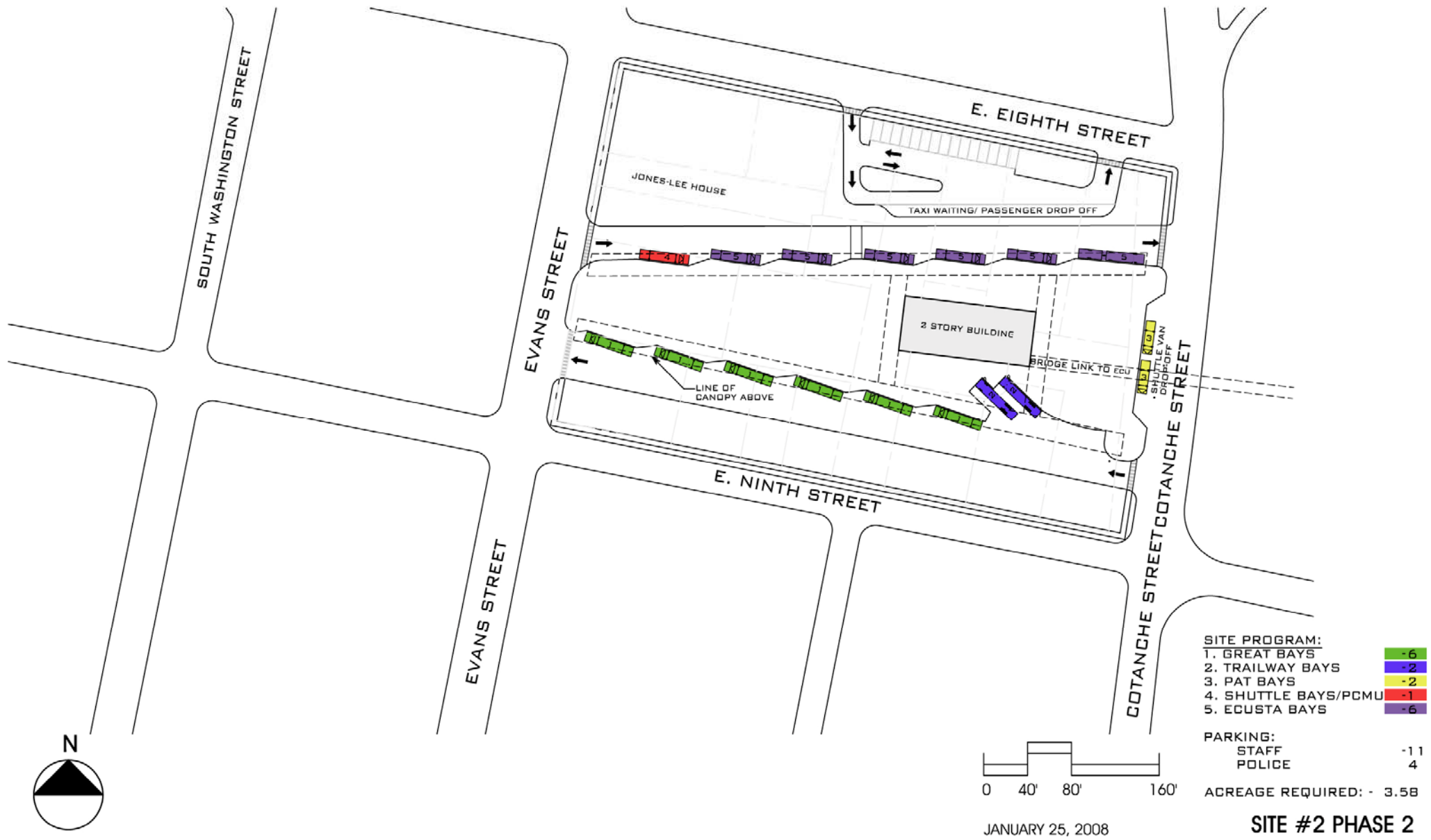




GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING

FIGURE 10





**SITE PROGRAM:**

1. GREAT BAYS	-6
2. TRAILWAY BAYS	-2
3. PAT BAYS	-2
4. SHUTTLE BAYS/PCMU	-1
5. ECUSTA BAYS	-6

**PARKING:**

STAFF	-11
POLICE	4

ACREAGE REQUIRED: - 3.58

JANUARY 25, 2008

**SITE #2 PHASE 2**



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**

FIGURE 11





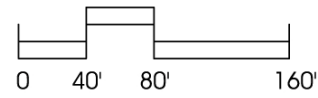
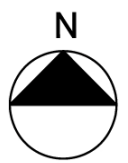
**SITE PROGRAM:**

1. GREAT BAYS	-6
2. TRAILWAY BAYS	-2
3. PAT BAYS	-2
4. SHUTTLE BAYS/PCMU	-1
5. ECUSTA BAYS	-2

**PARKING:**

STAFF	-11
POLICE	4

ACREAGE REQUIRED: - 2.21



JANUARY 25, 2008

**SITE #3 OPTION 1 PHASE 1**



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**

FIGURE 12







**SITE PROGRAM:**

1. GREAT BAYS	-6
2. TRAILWAY BAYS	-2
3. PAT BAYS	-2
4. SHUTTLE BAYS/PCMU	-1
5. ECUSTA BAYS	-6

**PARKING:**

STAFF	11
POLICE	-4

ACREAGE REQUIRED: - 2.21

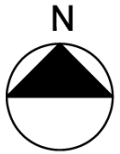
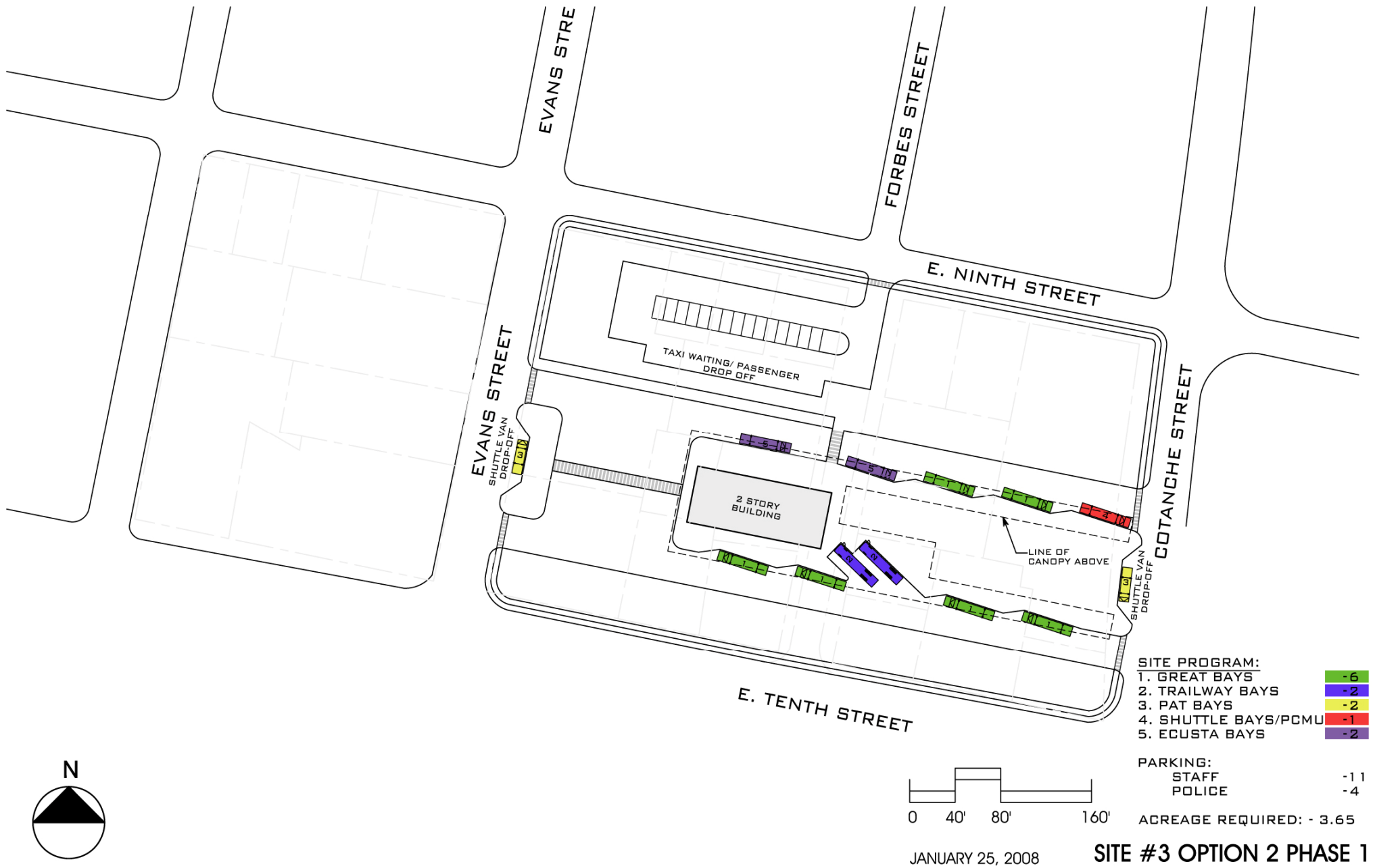
**SITE #3 OPTION 1 PHASE 2**

JANUARY 25, 2008

**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**

FIGURE 13





GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING

FIGURE 14



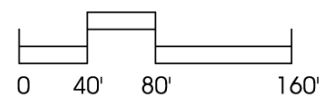


**SITE PROGRAM:**

1. GREAT BAYS	-6
2. TRAILWAY BAYS	-2
3. PAT BAYS	-2
4. SHUTTLE BAYS/PCMU	-1
5. ECUSTA BAYS	-6

**PARKING:**

STAFF	-11
POLICE	-4
<b>ACREAGE REQUIRED:</b>	<b>- 3.65</b>



JANUARY 25, 2008 **SITE #3 OPTION 2 PHASE 2**



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING**

**FIGURE 15**





<p><b>SITE 1</b></p> <p><b>PROS</b>  Expansion without disrupting current bus slips  Shuttle van drop-offs are close to the transit center  Large water main  Proximity to uptown  Connectivity to the 10th Street Connector  No historic structures  Will contribute to the redevelopment of this area of uptown  Expansion to the north with additional land acquisition</p> <p><b>SITE 2</b></p> <p><b>PROS</b>  Safe pedestrian transfers  Possible link to ECU  Large taxi waiting  Large passenger drop off  Ideal city sidewalk layout  Further bus expansion possible  Possible parking lot expansion  Possible horizontal building expansion  No impact on nearby historic structure  No exit onto Tenth Street</p> <p><b>SITE 3 Option 1</b></p> <p><b>PROS</b>  Expansion without disrupting current bus slips  Shuttle van drop-offs are close to the transit center</p> <p><b>SITE 3 Option 2</b></p> <p><b>PROS</b>  Safe pedestrian transfers  Possible link to ECU  Large taxi waiting  Large passenger drop-off  Ideal city sidewalk layout  Possible bus expansion  Possible parking lot expansion  Possible horizontal building expansion  No impact on nearby historic structure  No exit onto Tenth Street</p>	<p><b>CONS</b>  Restricted bus parking spaces  Access from N. Tenth  Pedestrians transfers cross bus drive lanes  Limited car parking expansion  Large curb cut on S. Washington Street  Limited use of city sidewalk  Small taxi drop off/ Kiss &amp; Ride  Building footprint is not ideal</p> <p><b>CONS</b>  Long transfer distance  Expansion from phase 1 to phase 2 will disrupt southern bus slips  Closes end of Forbes Street  Larger site acquisition  Complicated/cumbersome property assemblage</p> <p><b>CONS</b>  Restricted bus parking spaces  Access from N. Tenth  Pedestrians transfers cross bus drive lanes  Limited car parking expansion  Large curb cut on S. Washington Street  Limited use of city sidewalk  Small taxi drop off/ Kiss &amp; Ride  Building footprint is not ideal  Numerous parcels to assemble</p> <p><b>CONS</b>  Shuttle van drop off is not close to transit center  Long transfers  Closes middle of Forbes Street not end block  Larger site acquisition  Church on site  High grade change  Least amount of impervious site  Numerous parcels to assemble</p>
---	--

SITE SELECTION PRO VS CON



GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING

FIGURE 16



Weight	Site Selection Criteria	SITES			
		SITE 1	SITE 2	SITE 3/1	SITE 3/2
<b>1. SIZE</b>					
3	SITE TOTAL	2	4	2	5
	11.2	22	45	22	56
<b>2. ECONOMIC DEVELOPMENT</b>					
10	SITE TOTAL	2	3	2	1
	4.1	8	12	8	4
<b>3. ACCESS/OPERATIONS</b>					
1	SITE TOTAL	2	4	1	3
	24.7	49	99	25	74
<b>4. COST</b>					
2	SITE TOTAL	4	3	2	1
	16.0	64	48	32	16
<b>10TH STREET CONNECTOR</b>					
9	SITE TOTAL	3	4	3	3
	0.0	0	0	0	0
<b>6. AVAILABILITY</b>					
6	SITE TOTAL	4	2	3	2
	8.2	33	16	25	16
<b>7. INTERMODALITY</b>					
4	SITE TOTAL	5	5	5	5
	10.3	52	52	52	52
<b>8. URBAN DESIGN/PLANNING</b>					
8	SITE TOTAL	3	4	3	2
	4.0	12	16	12	8
<b>9. IMAGE</b>					
7	SITE TOTAL	5	4	5	5
	8.1	41	32	41	41
<b>10. CLOSE TO DOWNTOWN/ECU</b>					
5	SITE TOTAL	2	5	3	2
	8.2	16	41	24	16
<b>Weighted Score</b>		<b>281</b>	<b>320</b>	<b>216</b>	<b>267</b>



GREENVILLE INTERMODAL TRANSPORTATION CENTER  
MASTER PLANNING

FIGURE 17





**SITE PROGRAM**

GREAT BAYS	6
SHUTTLE BAYS/ PCMU	1
ECLUSTA BAYS	2
TRAILWAYS BAYS	2
PAT BAYS	2
<b>PARKING:</b>	
STAFF	11
POLICE	3
SHORT-TERM	6

**NOTE:**  
 -PROGRAM CALLED FOR 20 PARKING SPACES. SPACE CONSTRAINTS ALLOW FOR 15 PARKING SPACES  
 -FORBES STREET CLOSED AT E. NINTH STREET

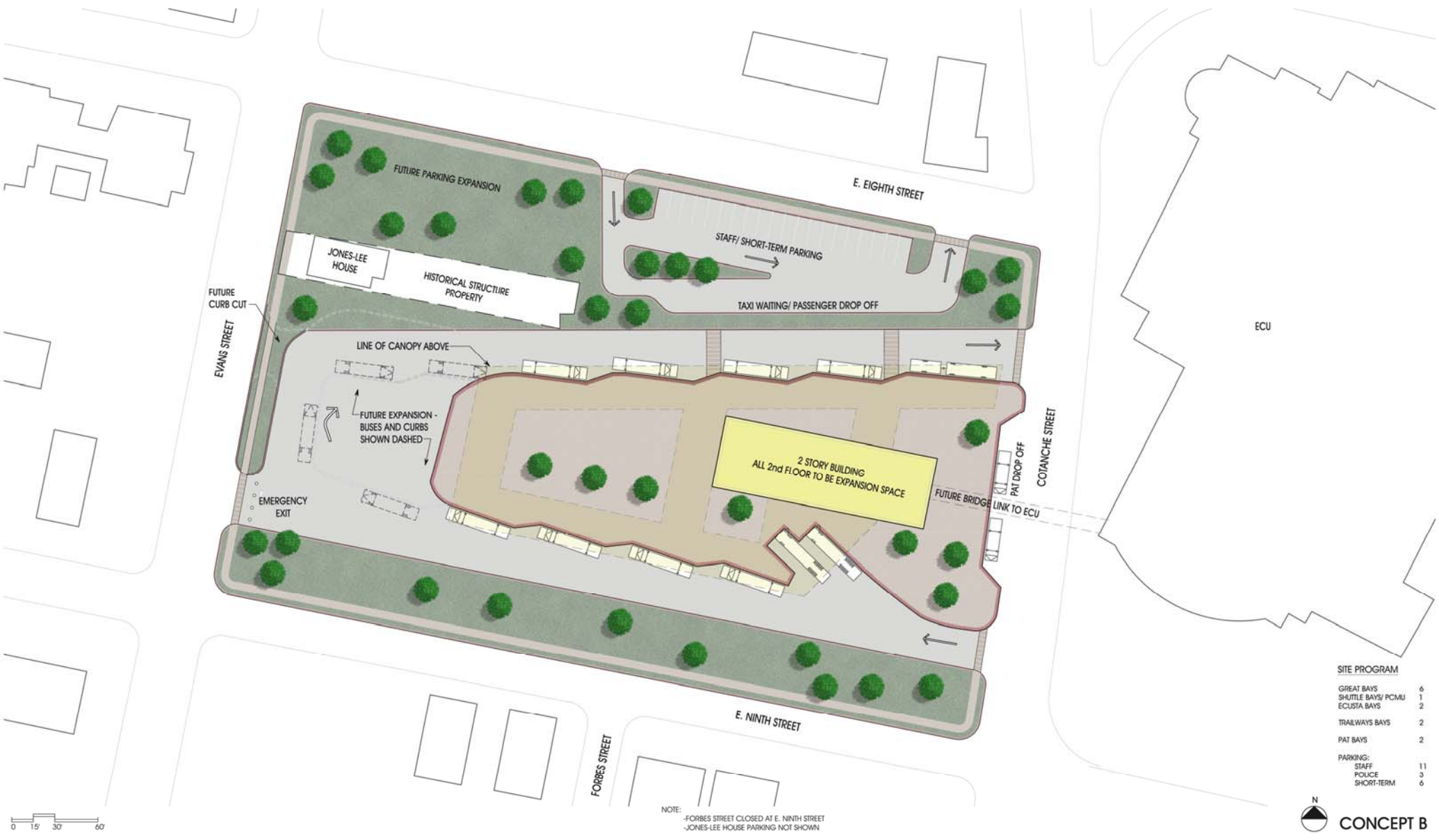
**CONCEPT A**



# GREENVILLE INTERMODAL TRANSPORTATION CENTER MASTER PLANNING

**FIGURE 18**





**SITE PROGRAM**

GREAT BAYS	6
SHUTTLE BAYS/ PCMU	1
ECUSTIA BAYS	2
TRAILWAYS BAYS	2
PAT BAYS	2
PARKING:	
STAFF	11
POLICE	3
SHORT-TERM	6

N  
  
**CONCEPT B**



**GREENVILLE INTERMODAL TRANSPORTATION CENTER  
 MASTER PLANNING**

**FIGURE 19**







**SITE PROGRAM**

GREAT BAYS	6
SHUTTLE BAYS/ PCMU	1
ECUSTA BAYS	2
TRAILWAYS BAYS	2
PAT BAYS	2
<b>PARKING:</b>	
STAFF	11
POLICE	3
SHORT-TERM	6



# GREENVILLE INTERMODAL TRANSPORTATION CENTER MASTER PLANNING

FIGURE 20



# Tab 5



MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Operating Model  
February 13, 2009*

**Background**

The Greenville Intermodal Transportation Center (ITC) Operating Model is provided to give the stakeholders an idea of the cost to operate the ITC. The Operating Model included three phases in its development:

- Review of preferred site and program elements from each agency or provider
- Collect data of existing costs and of other similar facilities
- Estimate annual operating costs

The major transit agencies involved as partners in the ITC project are Greenville Area Transit System (GREAT), Pitt Area Transit System (PATS), East Carolina University Student Transit Authority (ECUSTA), Pitt County Memorial Hospital, Greyhound Bus Lines, and local taxi providers. Each agency that would be occupying and/or using the ITC identified agency needs, which were based upon current service levels and future projections.

After several stakeholder meetings with local officials, the consultant team agreed to prepare the operating model with Phase 1 and Phase 2 development. The primary difference between the options is how actively ECUSTA uses the facility. Phase 1 plans for two bus bays for the University and is used as a minor hub. Phase 2 plans six bays for ECUSTA and the ITC would be a major hub for ECUSTA students.

The Operating Model report included estimated annual operating costs for Wilson Transportation Center, Rocky Mount Transportation Station, and an updated cost estimate for Greenville from the previous feasibility study. The updated cost is approximately \$148,250 annually, which includes utilities, a building manager, regular cleaning, and deep cleaning for the facility. The City of Greenville contributes several in-kind expenses for the facility, such as landscaping, maintenance, information technology needs, etc.

After calculating the annual ITC operating costs, the model uses the program estimates from each agency to develop the percentage of use by agency. The local advisory committee directed the consultant team to review costs for the University and for the City of Greenville. The final results of the operating model are shown in Figure 1.

The full Operating Model Report is contained in a separately bound document as part of this Final Report.

Figure 1

**City and University  
Annual Operating Costs – Phase 1 and Phase 2**

	Sq Ft	%	\$
ECU – Phase 1	6,127	8%	\$ 11,148
ECU – Phase 2	20,454	21%	\$ 30,756
City – Phase 1	75,347	92%	\$ 137,102
City – Phase 2	78,140	79%	\$ 117,494



# Tab 6



MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville*  
*Intermodal (Bus) Transportation Center*  
*Site Selection and Conceptual Design Study*

*Environmental Work*  
*February 13, 2009*

**Background**

Once the preferred site for the Intermodal Transportation Center (ITC) was finalized, the Moser Mayer Phoenix Associates (MMPA) team then moved to complete two tasks related to the environmental conditions of the site. NFE Technologies, Inc. was the team member charged with completing these tasks which included a Phase I Site Assessment and completion of a regulatory review of the project impact.

**Phase I Site Assessment**

The Phase I Site Assessment encompassed all parcels incorporated in the project site as identified in the Site Selection process. This assessment included a physical reconnaissance of the site and surrounding areas, visual observation of possible environmental hazards on each property, impacts on and from the areas surrounding the project site, search of historical records, and chain of custody search for each parcel within the project boundaries. The report produced was submitted to the City of Greenville. The report is contained in a separately bound document as part of this final report.

**Regulatory Review**

A regulatory review was performed to determine any potential impacts of the proposed facility on the surrounding area. Impacts included such items as traffic concerns, noise, water quality, parkland, wetlands, endangered species, historic structures, and sensitive receptors surrounding the site. The ultimate goal of the regulatory review process was to petition the Federal Transportation Administration (FTA) for a Categorical Exclusion from the requirement to perform an Environmental Impact Statement. Documentation was submitted to the FTA to support the petition. The report is contained in a separately bound document as part of this final report.

# Tab 7



MOSER  
MAYER  
PHOENIX  
ASSOCIATES, PA

*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Project Budget  
February 13, 2009*

**Background**

With the project scope now reasonably well defined, the Moser Mayer Phoenix Associates (MMPA) team, prepared a project budget defining the cost parameters of the ITC project. Cost information included in this budget came from a variety of sources:

- Recent demolition and environmental remediation costs of similar scope performed by the City of Greenville. These costs were used as a basis for determining the demolition and environmental costs for site preparation for the Intermodal Transportation Center.
- Building and site construction estimates were based on current information from a similar project in North Carolina being designed by MMPA.
- Other related building “outfitting costs” were developed from MMPA’s cost database.
- Soft costs were based on typical market conditions.

This project budget includes several contingencies for project unknowns appropriate for this stage of design. The costs shown are in 2008 dollars.

GREENVILLE INTERMODAL

CONCEPTUAL PROJECT BUDGET

DESCRIPTION	BUDGET	REMARKS
<b>Hard Costs</b>		
Land Acquisition/Demolition/Environmental		
Land Cost	\$ 2,500,000.00	City estimate using 2006-7 Pitt County assessed values with a factor for 2008 reassessment
Demolition	\$ 210,000.00	City estimates based upon recent redevelopment project experience. 13 total structures.
Environmental	\$ 218,000.00	City estimates based upon recent redevelopment project experience. 13 total structures.
<b>Construction</b>		
Building	\$ 1,487,500.00	8500 GSF @ \$ 175/SF
Canopy	\$ 2,000,000.00	20,000 SF @ \$100/SF
Site Construction	\$ 2,328,000.00	11.64 Acres @ \$200,000/Acre
LEED Certification items	\$ 290,775.00	5% of construction cost
<b>Other</b>		
Furniture	\$ 45,000.00	3% of construction costs
Artwork/Accessories/Plants	\$ 5,000.00	Allowance
Data/Com Equipment & Wiring	\$ 22,000.00	\$2.50/SF Allowance
Misc. Equipment/Appliances	\$ 10,000.00	Allowance
Security Equipment & Wiring	\$ 170,000.00	\$2.00/SF Allowance
Audio Visual Equipment & wiring	\$ 5,000.00	Allowance
Window Coverings	\$ 5,000.00	Allowance
<b>Subtotal</b>	\$ 9,296,275.00	
<b>Contingency @ 10%</b>	\$ 929,627.50	
<b>Subtotal of Hard Costs</b>	\$ 10,225,902.50	
<b>Soft Costs</b>		
<b>Surveys</b>		
Topo	\$ 10,000.00	
Geotechnical	\$ 10,000.00	
<b>Design Fees</b>		
Programming/Feasibility Studies	\$ 115,030.00	Current contract
Building/Site/Canopy	\$ 581,550.00	10% of construction cost
FFE	\$ 5,000.00	Allowance
Re-imbursable Expenses	\$ 15,000.00	Allowance
Construction Testing	\$ 50,000.00	Allowance
<b>Subtotal</b>	\$ 786,580.00	
<b>Contingency @ 5%</b>	\$ 39,329.00	
<b>Subtotal of Soft Costs</b>	\$ 825,909.00	
<b>PROJECT TOTAL</b>	\$ 11,051,811.50	2008 Dollars



# Tab 8



MOSER  
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*City of Greenville  
Intermodal (Bus) Transportation Center  
Site Selection and Conceptual Design Study*

*Project Website  
February 13, 2009*

**Background**

As part of the public information and outreach for the project, the City of Greenville determined that setting up a public website would be an appropriate communications tool. The website would contain all available background information for the project as well as copies of all the various studies and reports that supported the project. The City asked the Moser Mayer Phoenix Associates (MMPA) team to help them develop the design of the site and assist with periodic maintenance. Wendel Duchscherer, a part of the MMPA team, provided this assistance to the City.

**Website Design and Maintenance**

The web site development process started with a meeting with the City representatives to establish expectations, content, look and feel as well as possible domain names. A concept design (which included a layout, a rough outline of content, how the viewer would navigate through the site, and what the page template will look like) was sent to the City for comments. Available domain names were investigated and the top choice was registered. It was determined that Wendel Duchscherer would host the websites on their servers. After several rounds of review by the City and incorporation of the comments, the site was posted live. Wendel Duchscherer will continue to manage the site through-out the life of the project including uploading new content and keeping the site current.

Website address: [www.greatnc.com](http://www.greatnc.com)

# Tab 9



**Greenville Intermodal  
Transportation Center  
Greenville, North Carolina**  
MMPA Project No. 07124.00



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**Team Visits Meeting Summaries – September 17 and 18, 2007**

**Meeting 1: GREAT (Greenville Area Transit)**

Attendees:

Nancy Harrington	Transit Manager, GREAT
Thom Moton	Assistant City Manager, City of Greenville
Ken Jackson	Interim Director of Public Works, City of Greenville
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

Items Discussed:

1. The meeting opened with Ken providing a general overview of the day's objectives. The discussion then moved into more specifics concerning GREAT's programming and operations' objectives with the new transportation center.
2. There was general conversation about the possibility of providing an airport shuttle from the new transportation center (ITC).
3. Greenville currently runs thirty-five foot buses. They would like the ITC to be designed to accommodate forty foot buses. Six bays will need to be provided in the ITC for GREAT to accommodate their future growth.
4. Nancy noted that because of Greenville's geographic size and the growth patterns East, West and North, that secondary hubs will ultimately need to be established because the routes can not physically all come back to downtown for thirty minute or even one-hour service.
5. There was conversation about a shuttle bus space that could provide a spot for hotels or other transportation services to pick up passengers.
6. A downtown trolley is a possibility. The ITC would certainly be a stop on that route.
7. GREAT is looking at expanding their route hours and this will impact the operations of the ITC.
8. The existing location for GREAT's downtown hub is convenient. There is room on the street for all four buses to park and transfer passengers. Of course, there is no significant covering for inclement weather.
9. There will be interaction with the hospital system and that interaction can be a GREAT stop at the hospital as well as a PCMH shuttle bus stop at the ITC.
10. GREAT expects to move to thirty minute service and more routes in the next several years.

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11. There was significant discussion about what administrative functions should be at the ITC versus what should be at the Public Works Department where operations currently reside. The original feasibility study anticipated that GREAT's administrative offices would move to the ITC and that eventually a new maintenance facility might be developed near the ITC.
  - The current thinking, however, is that the ITC will house limited administrative space to include an office for facility manager, a workstation for administrative assistant, a meeting room which could also be a place for the transit manager to work when she is on site, storage room, housekeeping closet, small conference room which could be shared with other tenants (and might even increase in size with that sharing), a ticketing location which would be shared with Trailways and others, staff restrooms which would be shared by other staff tenants, a small breakroom to handle shift change with an ultimate capacity of twelve drivers at a given time. Meanwhile at the operations center, the transit manager's permanent office would be housed there along with an operations manager, administrative assistant and storage. Should the GREAT operations evolve at some point into a transportation authority, there will be other office and administrative space needs which could be accommodated elsewhere.
12. Parking requirements were discussed. It was felt that there was a need for five on site spaces as follows: Facility manager, ticketing staff person, administrative assistant, transit manager and a shift change space. The shift change space is to house the car that the drivers will share when one shift comes to the center to relieve another shift.
13. It was discussed that the facility manager could be the primary contact point for all calls to GREAT.
14. Thom Moton discussed the ideas of ancillary spaces in the ITC. One thought is partnering with a local organization to house the East Carolina Science Center with a need of four to six thousand square feet of space. This could be a shared use at the center.
15. Food service was also discussed and the level and type will need some additional thought.
16. Work assignments from this meeting included:
  - a. GREAT and the City of Greenville to confirm the final disposition of administrative office locations for GREAT and also to discuss if the move to an authority is something that will happen sooner than later and thus potentially impact the design of the center.
  - b. Thom Moton will have continued conversations with the Science Center to see how realistic that partnering opportunity is.

## **Meeting Two – Police Departments (City of Greenville and East Carolina University)**

### Attendees:

Joe Bartlett	Greenville Police
Thomas Forrest	Greenville Police
Janice Harris	East Carolina University Police
Nancy Harrington	Transit Manager, GREAT
Laird Pylkas	Wendel Duchscherer
Ken Mayer	MMPA

Items discussed:

1. Since the previous meetings with the Police Departments in July, the departments have had a number of meetings and have developed their specific program requirements as outlined below:
  - a. Office space covering about eight to nine hundred square feet will be needed. This is to house the operations of the downtown bike patrol as well as East Carolina's Police officers who will work in this area. The office area should be laid out to house ten workstations which will allow the twenty officers that will work out of this area to share a work space plus one workstation for "Transit Security". There will also be a supervisor's office.
  - b. Shower and locker space is needed for the officers. The shower space could be shared with other tenants in the building.
  - c. Since this is a bicycle patrol, there will need to be storage and maintenance areas for bikes. There will be twenty bicycles stored by the City plus several for East Carolina. It is anticipated that this space could be as much as 1200 sq. ft. when including the maintenance.
  - d. A break area is needed which could be shared with other staff in the building.
  - e. A small interview/holding room approximately six by six should be provided.
  - f. A location to temporarily house two portable kennels for the K9 group. These could be housed in the bicycle storage area.
  - g. The technology requirements for the police space and the building as a whole will include wireless internet, camera monitoring system and a direct building phone line for the Police so that if a passenger feels threatened or in trouble there is an immediate direct line to the Police.
  - h. A volunteer manned information station is also desired. Again this could be a function that could serve the whole building as well as be an interface point with the Police at the center.
  - i. Parking requirements either on site or immediately adjacent to the site includes spaces for three to four patrol cars and as many as fifteen to twenty spaces for officers' vehicles.
2. Work Assignments:
  - a. Nancy will contact FTA to determine how funding formulas will apply to police facilities.

**Meeting Three – Pitt Area Transit System (PATS)**

Attendees:

John Silverthorne	PATS Training Instructor
Phil Dickerson	Deputy Manager for Pitt County
Bob Thompson	Chairman of PATS
Nancy Harrington	Transit Manager, GREAT
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

Items discussed:

1. The meeting opened with a discussion of the current structure of PATS. Pitt County took over the management of PATS effective July 1, 2007 and State funding that supports PATS is generated primarily for the rural general public service that it provides. PATS also provides agency transportation (dialysis patients, counsel on aging, etc.) for agencies that have patients with specific needs. It also provides the Paratransit service for GREAT.
2. Most of the routes provided by PATS are on demand. The routes that they use to serve East Carolina Vocational Center, however, are fixed routes. The plan is to, in the future, add additional fixed routes potentially to serve communities such as Ayden and Griffin.
3. PATS currently operates seven – thirteen passenger vans. These are high-top vans. Two bays for these vans at the ITC are needed. Other ITC needs include an information kiosk (which could be a shared information desk as mentioned in other meetings), telephone capability, access to food and seating in the waiting area for six to seven people.
4. There was discussion about the approach to restroom design. Bob Thompson suggested that the restrooms be the “no door” type that is typically seen in airports and other transportation centers. This will allow much more accessibility by those physically impaired as well as less maintenance because of lack of doors, etc. He also suggested that more than the minimum number of accessible height sinks and handicap toilets be provided. Able bodied people can use accessible sinks and handicap toilets while it is difficult if not impossible for disabled to use traditional fixtures.
5. Disability as it relates to accessing vending machines was also discussed with particular focus on turn around space in front of the machines and height of various operating devices on the machines.

**Meeting Four – East Carolina University Student Transit (ECUSTA)**

Attendees:

Jack Tawney	Interim Director of ECU Parking
Wood Davidson	Interim Director of ECU Transit Authority
Todd Johnson	Interim Vice Provost for Student Affairs
Nancy Harrington	Transit Manager, GREAT
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

Items discussed:

1. The meeting opened with some general conversation about what aspects of the ITC East Carolina thought would benefit their transportation system. This primarily includes access to GREAT and Trailways as well as some limited need to access taxis. It was pointed out that the ECUSTA operates until 3:30 a.m. on some nights which would certainly impact the operating hours of the ITC if those late night routes came through the center. It was felt that student ticketing could be handled at the ITC perhaps through the central ticket access point to be provided and that brochures and schedules for the student transit system could be a part of it.

2. The number of bays that the student transit system would need at the ITC would vary depending on where the center was located in relation to the campus. If the center was east of Evans Street, it is possible that it could replace an on campus hub and four to five bays would be needed. If the ITC was located west of Evans, then perhaps as few as one bay would need to be provided at the ITC. It was pointed out that the student transit system runs eleven or more articulated buses. These are much longer than regular buses and would need to be accommodated in the center.
3. If the ITC served as one of the University's hubs, there could be a significant impact on the waiting area with as many as fifty to sixty seats. Having one of the hubs at the ITC would be an advantage for the University in that this particular location as there would be indoor and covered waiting space for those students. It would also be an easier place for buses to get in and out of. The issue of operating hours, however, given the University operates from 7:00 a.m. to 3:30 a.m. needs to be considered.
4. Todd Johnson pointed out a couple of other possibilities where the University and the ITC could partner. As mentioned in July, the ITC could function as a Welcome Center and Visitor Information Center for both the University and the City. As a part of that, some student related services could be provided at the center such as the Office of Off Campus Housing and a property owner's office so that students looking for a place to live could come to the ITC as a central point of information and then have transportation to look at those opportunities. These spaces could also potentially provide a revenue stream for the facility depending upon how arrangements with the University work.
5. An airport shuttle is seen as desirable.
6. Convenient parking could help support a medical campus shuttle from the ITC.
7. Later this evening at 6:00 p.m., Todd has arranged for a number of student drivers and students to meet with the Architects to further discuss the center.

### **Meeting Five – GREAT Riders' Meeting**

#### Attendees:

Deloris Hart	Rider
Charles Shiver	Rider
Geraldine Teel	Transit Secretary, GREAT
Nancy Harrington	Transit Manager, GREAT
Laird Pylkas	Wendel Duhscherer
Ken Mayer	MMPA

#### Items discussed:

The purpose of this meeting was to allow riders who attended voice their comments on the ITC. The rider survey taken by the City was also reviewed. Some of the comments from riders included:

1. Protection from break-ins to vending machines.
2. Provide bus shelters at all bus stops.
3. Consider a place of worship or fellowship in the center.
4. Consider an information booth.
5. Look at the possibility for a Social Services drop-off box or a library book drop-off box.

6. Provide internet and television capability in waiting rooms.
7. Make sure the facility is clean and safe.
8. Look at a utility bill pay desk as an option.
9. Consider providing an ATM.

### **Meeting Six – East Carolina University Students and Others (6:00 p.m.)**

#### Attendees:

Todd Johnson	East Carolina University
Nancy Harrington	Transit Manager, GREAT
Wood Davidson	Interim Director of ECU Transit Authority
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates
President	East Carolina Student Body
Various Drivers	Student Transit Authority

#### Items Discussed:

Ken Mayer gave an overview of the project with its purpose and progress to-date and explained that the purpose of this evening's meeting was to gather input from students about what amenities and other things could be incorporated in the ITC to enhance their bus system and attract students.

1. One item of discussion related to the difference in operating hours of the two systems. East Carolina's runs twenty plus hours per day on average while the GREAT system's hours are much more limited. Discussions will need to take place between the two systems to look for better overlap so that the GREAT system can be leveraged and work better with the East Carolina System.
2. There was conversation about the comfort level of students riding with certain members of the general public on the GREAT system. Conversely, Todd Johnson noted that many of the complaints that are received about bus riders are actually about students so there is learning needed on the part of both the general public and students about whom their fellow riders are. This should lead to better compatibility. Safety is the #1 concern.
3. Discussion centered on what kinds of amenities would attract students to the center. The initial conversation was that the students have everything they need on campus and there are limited things that would attract them to use the transportation center other than simply for transportation. However, as the discussion evolved, several ideas came up.
  - a. A conference room, function room, banquet room that could be rented and used by both community groups and student groups in the center would be helpful.
  - b. A mini mart.
  - c. A food court that focused on international foods that are not available on campus and that perhaps has more of a farmer's market feel to it would be something that could not be experienced on campus. It would be attractive to both the community at large and students.
4. Todd Johnson reported that the University was continuing to expand westward and as this occurs, the proposed location for the ITC (which is west of campus) will become more and more

in the center of campus and could, in the future, become a major hub for the campus system. Factoring in the connections to the medical campus, the transportation center could, in fact, become an integral part of the University and its transportation system.

5. Todd reiterated the commitment by the University to work with the City on the center and noted that as the project evolves, future meetings with hopefully a broader cross section of students would be held to gain their input and thoughts.

### **Meeting Seven – Sept. 18, 2007 – Public Transportation and Parking Commission**

#### Attendees:

Members of the Public Transportation and Parking Commission	
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

Note: This was an official public meeting with recorded minutes. This summary only addresses key ITC points made and discussion.

Ken Mayer opened the agenda items with an overview of the project process and the work done in the meetings the previous day. Some of the specific items discussed are outlined below:

1. There was concern over the “no show” of the taxis operators. However, Ken and Laird both pointed out that their needs are fairly straightforward and can be anticipated without their input if necessary.
2. Concern was expressed over the amount of parking requested by the Police. This will need to be looked at in the context of other available parking downtown.
3. Accessibility issues were brought up and Ken reinforced the conversation held with PATS about making the ITC “excessively accessible”.
4. Church and State issues will likely prevent the incorporation of the worship space that was requested by one of the riders.
5. The collaboration between the University and the City and those discussions being positive was reiterated. Discussions will need to continue to be held at higher levels of both the University and the City to make sure that this continues. Other higher education institutions were discussed such as Pitt Community College and the potential need to link their students to the University. It was also noted that Shaw University in Raleigh is developing distance learning centers around the state with one slated for Greenville that could tie in to a location near the ITC. The link to the medical center and medical campus was also seen as important.



## Meeting Eight – Steering Committee

### Attendees:

Peg Gemperline	Chairwoman, Public Transportation & Parking Commission
Bob Thompson	Chairman, PATS
Thom Moton	Assistant City Manager
Elvis Latiolais	General Manager, Carolina Trailways
Mike Kozak	Assistant Director, NCDOT/PTD
Nancy Harrington	Transit Manager, GREAT
Todd Johnson	Interim Vice Provost for Student Affairs
Laird Pylkas	Wendel Duhscherer
Ken Mayer	Moser Mayer Phoenix Associates

The purpose of the Steering Committee meeting was to review what had happened in the previous meetings and discuss the next steps for the project. Ken opened the meeting by giving an overview of the major issues to-date.

1. The changes by GREAT from the previous study, not to include administration and drivers' facilities in the ITC was noted.
2. Todd Johnson brought the group up-to-date on the current status of the ECU strategic plan. He noted that there were two components of that plan that impacted the ITC. The first is the University's role in economic development and the second is its commitment to service to the region. Accordingly, he believes that the University's involvement in the center will be greater than simply providing a single bay for their buses to stop. Todd summarized the current status of the master plan. He anticipates selecting a planning firm in October but the plan will continue to emphasize the University's westward expansion. In fact, they have already made a preliminary decision to place their next academic building in a location west of the main campus. Part of the master plan will also include a series of transit studies; one looking at logistics and efficiencies within the Student Transportation Authority, another will look at a parking and transit component of the master plan. All of this will potentially impact the ITC.
3. A suggestion was made to include a children's play corner in the ITC which could be sponsored by East Carolina's Child Development program. The Community Room that has been suggested by a number of people was also seen as positive.
4. Discussion was then held regarding funding issues. Mike Kozak reported that around the state people are having to evaluate how transportation centers fit into their community. This has been the case in Raleigh, Wilmington and Charlotte. The ITC site selection is more than picking a single location for the center. It involves looking at land use planning and potential development around the center once it's developed. What you don't want to do is impact negatively future or ongoing development by the placement of the transportation center. Funding will be a public/private partnership. Timing issues will be critical.
5. Thom Moton mentioned that a Math and Science Academy for Junior and Senior high school students which would include boarding students is being studied and could have some relationship to the ITC.
6. Mike Kozak reiterated that rail would likely not happen during the life of the project. It would be twenty-five to thirty years out so not to get too caught up in the location of rail. Mike also mentioned that one of the advantages that Charlotte and Wilmington had were that State funds

were available for land purchases at the time but that fund is empty. The FTA typically funds only the land that you need for the center. Another agency can buy and bank the land and that could then be used as the local share.

7. It was noted that the chemical plant which is in a location being considered may move but on a five year plan as opposed to something earlier.
8. Thom Moton agreed to ask the City to look into the ownership of the Church property but he believes that was currently being renovated, having been purchased.
9. It was noted that the Redevelopment Commission had been looking at a downtown theater and that could possibly be a co-location partner for the center.
10. Mike Kozak noted that the focus should be on siting the core transportation component then let land use and other development ideas flow for potential co-located facilities such as the East Carolina Science Museum on adjacent property.

### **Meeting Nine – Planning and Public Works**

#### Attendees:

Wayne Harrison	City Planning
Harry Hamilton, Jr.	City Planning
David Brown	City Engineer
Ken Jackson	Operations Manager
Carl Reese	Urban Development Planner
Nancy Harrington	Transit Manager, City of Greenville GREAT
Mike Kozak	Assistant Director, NCDOT/PTD
Laird Pylkas	Wendel Duhscherer
Ken Mayer	Moser Mayer Phoenix Associates

The purpose of this meeting was to focus on the specific areas being considered for sites and getting any feedback in terms of technical engineering and other issues related to the sites.

1. Planning representatives gave an overview of the Tenth St. Connector status. It was reported that the project is currently in the first and second phase of preliminary design studies. The best case would show right-of-way acquisition in 2009 and construction beginning in 2010. The project will include dedicated bus lines that will link the University, the Center City and the Medical Center along this connector. There are one or two key decisions to be made with rail crossings that will impact the final decision.
2. Another project underway is the streetscape of the Evans St. right-of-way. It was also noted that there are two projects currently being looked at along Reade Circle, one on either side of Evans St. One is a high end student housing project that will use a transit oriented design approach. The other is more of a mixed use with condominium, office and some retail.
3. It was noted that the underground utilities in the areas being considered are old and will likely need upgrading.
4. It was also noted that there are historic district overlay issues that need to be considered. The Ficklen Tobacco Building, for example, is a national register listed building and Dickinson Avenue is a historic district. There was some discussion about the U. N. X. Chemical site and its redevelopment potential. One concern there would obviously be Brownfield and contamination issues.

5. It was noted that property values are rising rapidly and are approaching a million dollars per acre along Reade Circle. Some funding opportunities include potential cleanup grants from EPA. It was also discussed that the Redevelopment Commission, if funding were available, could buy the property, clean it up and then resell it or bank it for the ITC construction. The role of ECU in land acquisition will also need to be looked at. They could purchase the land then lease it to the City, for example.
6. The final portion of the meeting was a discussion of major next steps. The design team's next steps are to gather information on the two general areas identified as the potential site and develop capacity diagrams showing what those sites could actually hold if acquired. At the same time, a design team will develop a program summary for the major transportation elements to go in the center. The City needs to follow up on several key issues: The University's role in the project; and what other potential users should be included; and what are potential land acquisition and funding strategies.

Please notify the writer of any changes to this summary.

Summary prepared by:            Kenneth C. Mayer, Jr., AIA, LEED AP  
   Moser Mayer Phoenix Associates

C:     All Attendees

MEMORANDUM



MOSEER  
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PHOENIX  
ASSOCIATES, PA

To: Nancy Harrington—GREAT  
Thom Moton—City of Greenville

From: Ken Mayer—MMPA

Copy: Laird Pylkas—WD

**Re: Greenville Intermodal Transportation Center**  
Conference Call Summary

Date: October 25, 2007

This is a summary of the discussion and next steps resulting from our conference call last week.

The MMPA team has carried the project through initial programming and the preliminary testing of two potential sites. During the call, two options on the overall building and site program and two options on each of two site locations were reviewed and discussed. After this review, we identified several critical decisions the City needs to make before a program and a concept layout on a preferred site can be finalized. These include:

**1. What level of police presence will be included in the Intermodal Transportation Center (ITC)?**

Both programming options (and all site options) include housing a police substation in the ITC—the City and East Carolina University (ECU) bicycle patrols. The City is currently evaluating whether they have the funding to accomplish this, or whether the police presence will be reduced to only a transit security presence which will greatly reduce the square footage requirements for the building.

**2. What is the level of involvement of ECU?**

Option 1 program includes a minimal (two bay) presence by ECU. Option 2 includes a larger presence (six bays and additional waiting area). If ECU takes on a larger role in the ITC, other amenities may be impacted as well since the University may want more food service options, student services offices and other elements in the center. The City and the University will begin a more serious dialogue on their level of partnership in the ITC.

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**3. Which site, if either, should be more seriously considered?**

Site 1 has several logistical difficulties. There are a number of historic buildings on the site, and the options explored anticipate retaining some or all of these buildings for the ITC and other redevelopment opportunities. These buildings are currently used by a large chemical company. While relocation of this company elsewhere in the City is desirable, it is a complex task which could take several years to accomplish. Site 2 requires the acquisition of a number of small parcels, primarily rental housing and small offices. The additional complication is that this is also land targeted by the University in their expansion program. The City and the University would need to reach some accommodation in order for this site to be viable. If neither of these sites proves viable, where do we look next? Another potential option for the City and the University to explore is property already owned by the University—if it is in a suitable location.

The other program requirements for the remaining transportation providers (Greenville Area Transit, Trailways, Pitt Area Transit, taxis, etc.) are generally set and have few remaining variables. A decision has also been made not to try to include co-located partners (such as an East Carolina Science Museum) in this facility.

***Next Steps***

The MMPA team is in a holding pattern until some direction is received on the three major questions above from the City. Once these are answered, we should be in a position to finalize the program and site requirements and move forward with more definitive site evaluations. We should then be able to set up meetings for obtaining information related to the development of an operating model. These decisions may not be resolved quickly. While the police decision is relatively straightforward, the City/University discussions and the site issues are not. The City/University discussions may also impact the site location. Ken Mayer offered to return to Greenville to review the program and conceptual site options with a larger group if that would be helpful to the decision making process. In the meantime, MMPA will proceed with issuing the approved meeting summaries from the team's September visit to Greenville.

Summary prepared by:            Kenneth C. Mayer, Jr., AIA, LEED AP  
   Moser Mayer Phoenix Associates

C:     Laird Pylkas--WD

**Greenville Bus Transfer Center**  
**Greenville, North Carolina**  
MMPA Project No. 07124.00



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ASSOCIATES, PA

**Team Visits Meeting Summaries – March 17, 2008**

**Meeting 1: Steering Committee Site Selection Workshop**

**Attendees:**

Nancy Harrington	Transit Manager, GREAT
Thom Moton	Assistant City Manager, City of Greenville
Peg Gemperline	Parking and Transit Commission
BobThompson	Parking and Transit Commission
Mike Kozak	NC DOT
Jeff Crouchley	NC DOT
Todd Johnson	East Carolina University
Elvis Latiolais	Carolina Trailways
Phil Dickerson	Pitt County
Marlene Connor	Wilbur Smith Associates
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

C O M P L E T E  
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*Engineering*

*Interior Design*

*Site Services*

**Items Discussed:**

1. **Introduce Roles:** Ken Mayer opened the meeting with a review of the day's agenda and an introduction of Marlene Connor, who is the Design Team member responsible for developing the operating model for the Bus Transfer Center. He also reviewed the objectives for each of the day's meetings.
2. **Review bus circulation models –** As preparation for the Site Selection Workshop, Laird Pylkas reviewed a Power Point presentation that discussed the pros and cons of various bus circulation and parking models. This information was intended to help the Steering Committee understand the merits of different sites as they related to bus movement approaches needed on each.
3. **Agree on Goals:** Laird then took the Steering Committee through the development of an overall goal statement to guide the site selection process. The Committee ultimately agreed to the following goal statement:

“To evaluate and provide a recommendation for a site for the new Bus Transfer Center consistent with economic, urban design and operational requirements. This will be accomplished in a collaborative manner with GREAT, the City of Greenville, PATS, ECU, Pitt County, Carolina/Greyhound Trailways, and the MMPA Design Team.”

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4. **Brainstorm/Agree-on Criteria:** Laird then gave an overview of the potential criteria to utilize in evaluating each site. After some discussion, the following criteria were agreed to: Size, Economic Development, Access/Operations, Cost, 10<sup>th</sup> Street Connector Adjacency, Availability, Intermodality, Urban Design/Planning, Image, and Proximity to Downtown.
5. **Criteria Weighing:** For the next part of the discussion, each Steering Committee member was asked to rate their most important criteria. Their comments are summarized as follows:

Mike Kozak: Functionality/Size/Operations; Connectivity; Cost (do not limit your vision by cost initially); Image are most important.

Thom Moton: Connectivity; Size/Function are most important; Economic Development less critical; other criteria have equal weight

Peg Gemperline: Functionality/Operations; Cost; Size/Expandability are most important; other criteria have equal weight

Bob Thompson: Cost; Operations; Availability are most important; other criteria are secondary

Todd Johnson: Operations; Cost; Availability; Intermodality; Connectivity; Image are all of primary importance. Size is a close second. Regarding Economic Development, growth of the system itself is Economic Development, other ED aspects less critical. Done well, Urban Design and Image will solve each other.

Jeff: Operations/Functionality most important. Image is critical—look at the positive impact created by Spartanburg's new facility.

Elvis Latiolais: Cost; Access; Intermodality are most important. His point of view is from the private sector where efficiency and reduced operating costs are essential and market share will increase through intermodality.

Phil Dickerson: Size/Expansion; Operations; Intermodality are primary. Connectivity; Cost; Image are secondary.

Nancy: Operations is first; Size/Expansion is second; 10<sup>th</sup> Street Connector Proximity, Availability, Connectivity, Intermodality are all third.

From this discussion, a consensus was reached on the weighting of each criteria.

6. **Review of proposed sites and known constraints:** Laird and Ken then briefly reviewed each site and their pros and cons.
7. **Review blocking plans:** Laird and Ken then briefly reviewed the blocking plans and their relationship with the site concepts.

The meeting then adjourned until later in the afternoon.

Summary prepared by: Kenneth C. Mayer, Jr., AIA, LEED AP  
Moser Mayer Phoenix Associates

**Meeting Two: Meeting with Transportation Providers and the City to discuss the Operating Model**

**Attendees:**

Thomas Moton	Assistant City Manager, City of Greenville
Elvis Latoilais	Carolina Trailways
Michael Kozak	NC DOT
Nancy Harrington	Transit Manager, GREAT
Jeff Crouchley	NCDOT
Bob Thompson	Parking and Transit Commission
Rebecca Clayton	PATS
Wood Davidson	ECU
Marlene Connor	Wilbur Smith Associates

**Meeting agenda:**

- Team Introductions
- WSA Role of Operations Model
- Data Collection
- Missing Data
- Next Steps

**Discussion Summary:**

The operating model is being developed to provide the basis for the operating agreement for the proposed partners in the Intermodal Center. It builds from the facility programming plan to define which party will pay for which use of the facility once it is ready to be opened.

The primary tenants of the building will be GREAT, the City of Greenville Transit Service, PATS, Carolina Trailways/Greyhound, and ECU, with some potential outside and incidental use by taxi's and for the hospital shuttle.

There was general discussion from each of the representative parties on their general use, hours per day, days per year, expected personnel to be stationed in the facility and expected use, both internal and external.

There was an initial conversation between the City and Carolina Trailways/Greyhound regarding the potential for the City to become the ticketing agent for Carolina Trailways/Greyhound.

PATS foresees limited interior use of the facility, but also foresees the potential of the Intermodal Facility for other regional/county Community Transportation providers who might use the facility as a transfer point for various services to gain access to Carolina Trailways or to the ECU campus.





## Meeting Four: Steering Committee Site Selection

### Attendees:

Nancy Harrington	Transit Manager, GREAT
Thom Moton	Assistant City Manager, City of Greenville
Peg Gemperline	Parking and Transit Commission
BobThompson	Parking and Transit Commission
Mike Kozak	NC DOT
Jeff Crouchley	NC DOT
Todd Johnson	East Carolina University
Elvis Latiolais	Carolina Trailways
Phil Dickerson	Pitt County
Marlene Connor	Wilbur Smith Associates
Laird Pylkas	Wendel Duchscherer
Ken Mayer	Moser Mayer Phoenix Associates

1. Laird handed out the preliminary site scoring. After much discussion, and some modifications to specific site criteria ratings resulting from the discussions, the Steering Committee reached consensus on a preferred site.
2. The final matrix illustrating the criteria, criteria weights, site rankings, and final site selection is attached to this summary.
3. Next steps
  - a. Thom will review the Committee's recommendations with the City Manager followed by discussions with the City Council
  - b. The Design Team will refine the alternate site layout concepts for the selected site and send to Greenville for their review.
  - c. Marlene Connor will develop the draft of the Operating Model for review and comment.

Please notify the writer of any changes to this summary.

Summary prepared by:            Kenneth C. Mayer, Jr., AIA, LEED AP  
   Moser Mayer Phoenix Associates

C:     All Attendees

***City of Greenville  
Bus Transfer Facility  
Public Review Meeting***

*April 29, 2008*

**Location:** 3<sup>rd</sup> Floor Gallery  
City Hall

**Time:** 6:00 PM

**Agenda:**

1. Introduction of presenters
2. Brief review of the process prior to last July and the beginning of the consultant's Concept Study/Site Selection process
3. Review of primary comments from July's public meetings
4. Description of Bus Transfer Center components: site requirements, building requirements
5. Review of primary site selection criteria and site selection process
6. Overview of preferred site and conceptual layouts
7. Next steps--FTA, CE, funding, etc.