Chapter 3

Transit Needs Analysis

INTRODUCTION

The focus of this transit needs assessment is to analyze quantitative land use and population data, along with qualitative data provided by area stakeholders and the public, to develop a solid understanding of the current and future travel needs of the diverse group of current and potential riders.

The initial section provides the service area description and demographic analysis of the region, followed by the land use analysis. The second section provides a review of recent plans that are relevant to the region's public transportation landscape. The remaining three sections provide the results from a public opinion survey, rider surveys, and stakeholder interviews.

The combination of these data analyses will provide a good understanding of transit demand in the region, including demand that is already being met, demand that is currently unmet, and expected future demand that may result from growth and development in the region.

SERVICE AREA DESCRIPTION AND DEMOGRAPHIC ANALYSIS

In order to provide transit service that effectively meets the needs and demands of users, it is first necessary to understand the demographic makeup of the service area. The initial step of this process was to define the service area in terms of geographical situation and jurisdictional demarcation. The remainder of this section examines specific population characteristics to understand potential transit needs and demands within the service area.

Service Area Description

The WPRTA service area, including Alexander, Burke, Caldwell, and Catawba Counties, is located in the western portion of the State among the foothills of the Blue Ridge mountains, generally in the I-40 corridor. Figure 3-1 provides a map of the region.

Together the four counties comprise the State's fourth largest Metropolitan Statistical Area, with an estimated 2008 population of 361,355 people and a land area of 1,593 square miles.[1] The State's population estimates indicate that the population of the region grew slowly between the Years 2000 and 2008 (less than 1% per year), with this trend continuing for the five-year planning horizon.[2] Population estimates for the four counties are provided in Table 3-1.

The overall population density of the region is 228 people per square mile (using the estimated 2008 population). Catawba County is the most densely developed of the four counties, with an estimated 444 people per square mile. Burke and Caldwell Counties exhibit population densities of 176 and 170 people per square mile, respectively. The least densely populated County in the region is Alexander, with 141 people per square mile. These data are shown in Table 3-2.

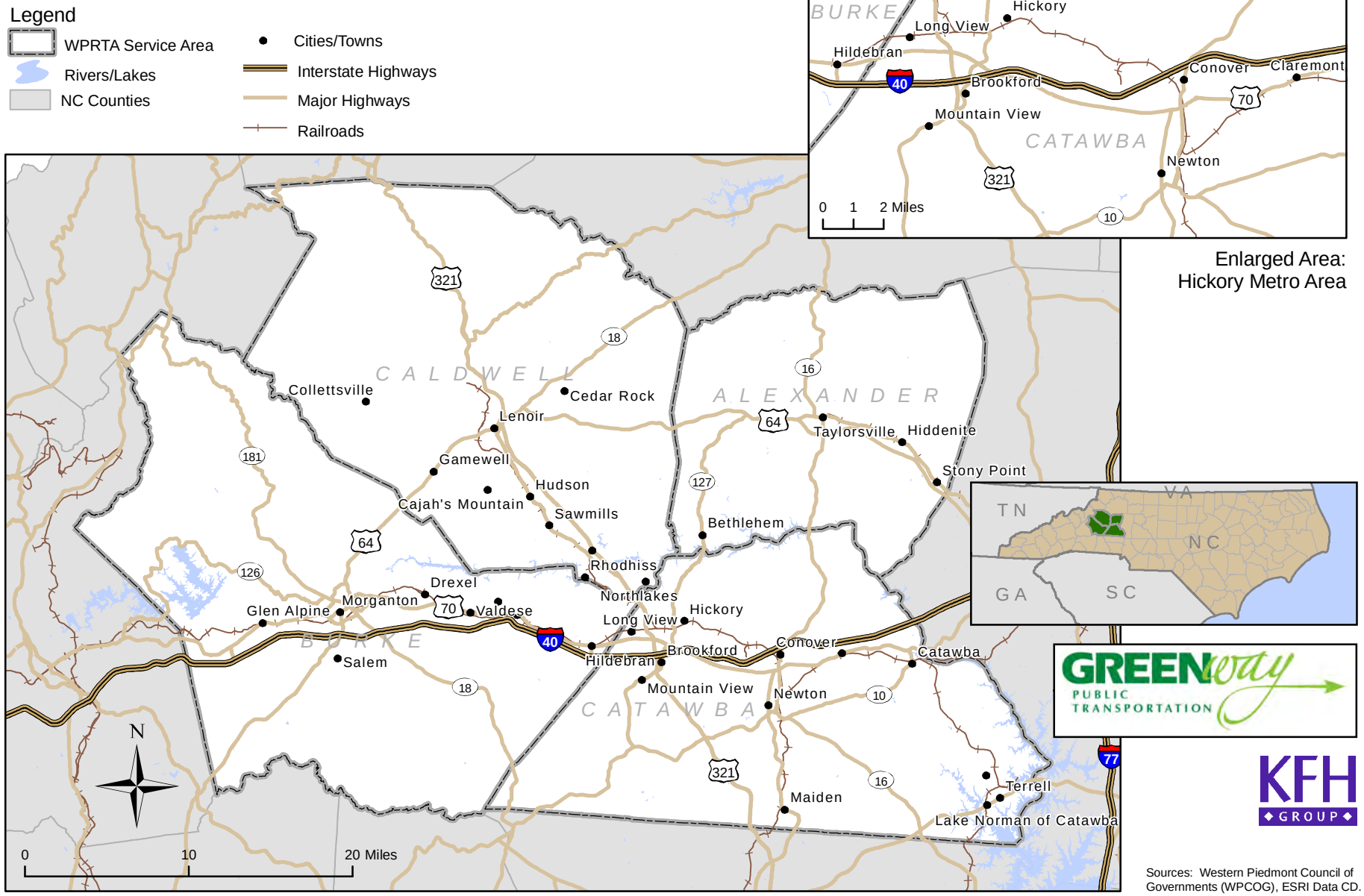
Major municipalities in the region include the Cities of Hickory, Lenoir, Morganton, and Newton. There are 16 municipalities in the region with populations greater than 1,500 and these are shown in Table 3-3.

Urbanized Area

There is a Census-designated Urbanized Area in the WPRTA service and its boundaries are shown in Figure 3-2. The Urbanized Area comprises about 13% of the land area of the region and is home to about 55% of the population (Census 2000). This Urbanized Area is somewhat unusual, as the population density found in some areas within its boundaries would not suggest an "urban" designation. The area has this designation because there are several small municipalities with contiguous borders that combine to have a population that is characterized as "urban" (187, 808 people, as of the 2000 Census, about 200,000 people currently, if the urbanized area grew similarly to the region as a whole). There is also a significant level of commuting between jurisdictions, which is one of the determinants that the Census uses in its formula to designate urbanized areas. The urbanized area is important for WPRTA, as it derives a significant amount of federal funds from the Federal Transit Administration's (FTA) S.5307 Urbanized Area funding program.

[1] US Census and the NC State Data Center.
[2] State of North Carolina, LINC service.

Figure 3-1: Western Piedmont Regional Transit Authority Service Area



Sources: Western Piedmont Council of Governments (WPCOG), ESRI Data CD.

Table 3-1: Projected Annual County Population Totals, 2010-2019

County	Actual 2000	*Estimates* Jul-08	Jul-10	Jul-11	Jul-12	Jul-13	Jul-14
Alexander	33,603	36,537	37,610	37,896	38,159	38,398	38,616
Burke	89,145	89,361	91,355	92,405	93,453	94,501	95,550
Caldwell	77,386	80,059	81,453	82,193	82,930	83,669	84,406
Catawba	141,680	157,079	159,078	161,146	163,214	165,282	167,351
Total Population	341,814	363,036	369,496	373,640	377,756	381,850	385,923
% Change		6%	1.8%	1.12%	1.10%	1.08%	1.07%

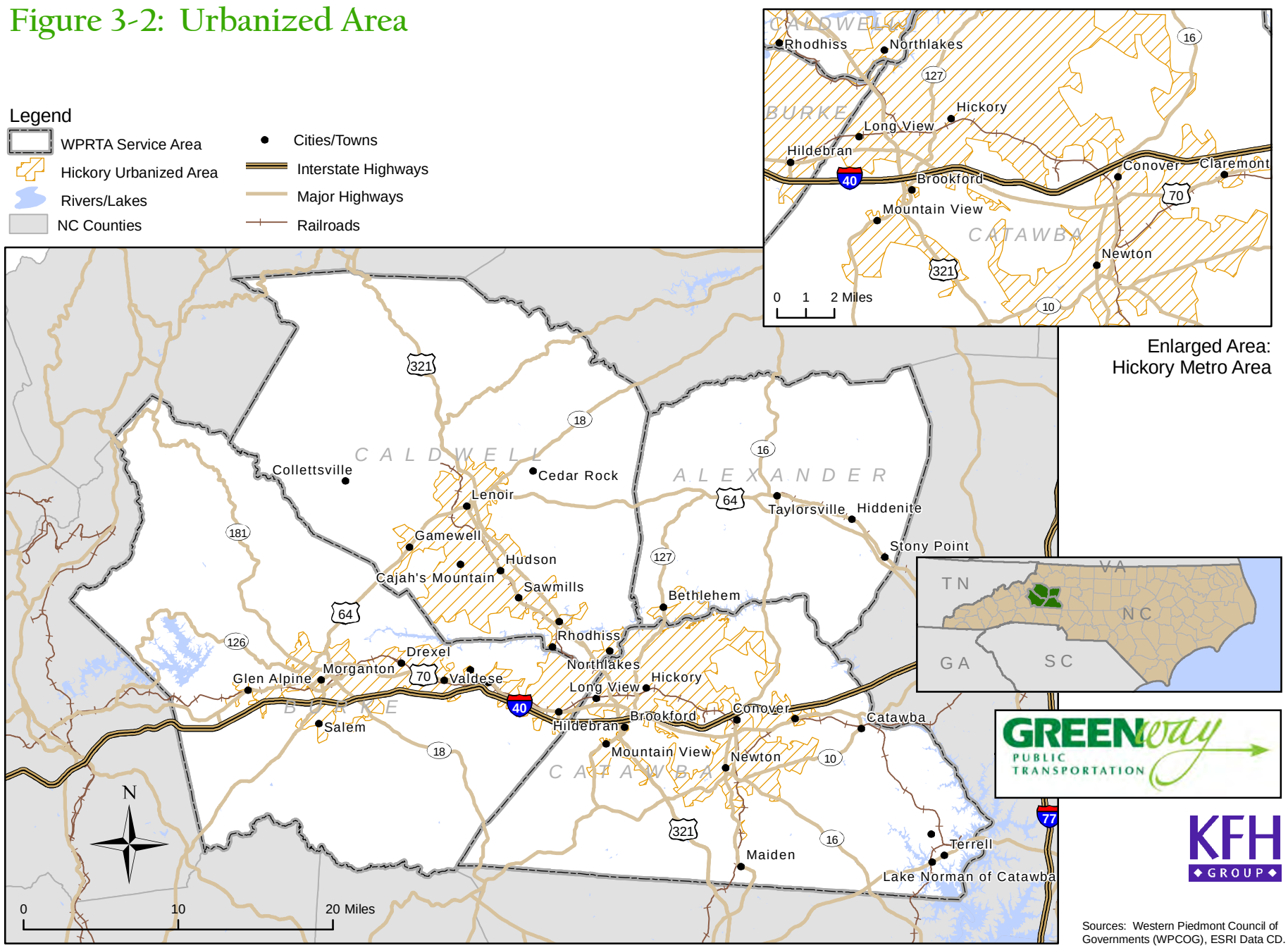
Source: State of North Carolina, LINC service.

Table 3-2: Land Area and Population Density

County	Land Area (sq.mi.)	Population Estimate 2008	Estimated Population Density
Alexander	260	36,537	141
Burke	507	89,361	176
Caldwell	472	80,059	170
Catawba	354	157,079	444
Regional Totals	1,593	363,036	228

Source: State of North Carolina, LINC service.

Figure 3-2: Urbanized Area



Sources: Western Piedmont Council of Governments (WPCOG), ESRI Data CD.

Table 3-3: Municipalities in the Region with Populations >1,500

City/Town	Est. 2008 Population
Hickory	40,761
Lenoir	19,064
Morganton	17,120
Newton	13,670
Conover	8,016
Sawmills	5,114
Granite Falls	4,979
Long View	4,963
Valdese	4,586
Gamewell	3,878
Maiden	3,433
Hudson	3,139
Taylorsville	1,932
Drexel	1,923
Connelly Springs	1,894
Hildebran	1,765

Source: State of North Carolina, LINC service.

Employment and Economy

The largest employment sector in the region is "manufacturing," accounting for about 27% of the region's employment. Other large sectors include "health care and social assistance," (16%), and "retail trade," (11%). While "manufacturing" is still the largest employment sector, employment and growth in the region has been affected by the closure of several major manufacturing plants in the area over the last 15 years. The furniture and textile industries, which have historically been major employers in the region, have moved several facilities out of the country. The retail and service sectors are growing in the region, and these sectors have replaced some of the lost manufacturing employment.

For the third quarter of 2009, there were 136,193 jobs in the region. The September 2009 unemployment rate was 14.1%, which was significantly higher than the statewide rate of 10.4%.[3] Table 3-4 provides a breakdown of employment by sector for

[3] Employment Security Commission of North Carolina

the region. More specific information concerning major employers is presented in the "land use" section of this chapter.

Table 3-4: Employment in the Region

Industry	Average Employment for Quarter	Percent of Total
Total Federal Government	831	1%
Total State Government	6,889	5%
Total Local Government	14,407	11%
Total Private Industry	114,066	84%
Total All Industries	136,193	
Breakdown by Sector:		
Manufacturing	37,389	27%
Health Care and Social Assistance	21,124	16%
Retail Trade	15,171	11%
Accommodation and Food Services	9,986	7%
Educational Services	9,624	7%
Public Administration	7,879	6%
Wholesale Trade	6,146	5%
Transportation and Warehousing	5,527	4%
Administrative and Waste Services	5,170	4%
Construction	4,049	3%
Other Services, Ex. Public Admin	2,723	2%
Management of Companies and Enterprises	2,452	2%
Professional and Technical Services	2,413	2%
Finance and Insurance	2,282	2%
Arts, Entertainment, and Recreation	1,285	< 1%
Information	928	< 1%
Real Estate and Rental and Leasing	867	< 1%
Utilities	524	< 1%
Agriculture, Forestry, Fishing & Hunting	359	< 1%
Unclassified	238	< 1%
Mining	57	< 1%
Total	136,193	

Source: Employment Security Commission of North Carolina

Demographic Analysis

The demographic analysis of transit needs focused on quantitative data for potentially transit dependent populations, such as older adults, individuals with disabilities, and persons living below the poverty level. U.S. Census data on such populations were collected, processed, and mapped using GIS technology to determine areas with relatively high potential transit needs. Major origins and destinations that potential transit riders may need to access were also researched and mapped to augment our understanding of areas with higher transit needs. Existing transportation services were overlaid on these needs maps to determine the extent to which the current transportation network serves potential transit riders and the places they travel to and from. Combined with input from stakeholders and the public, the analysis of gaps in existing services and the identification of relatively high need areas, including key origins and destinations, has guided the design of new transit services and changes to existing services.

Transit Dependent Populations

The first part of the demographic analysis examined those population segments that are most likely to require alternative mobility options to the personal automobile due to age, disability, income status, or simply because they reside in a household in which there are no available automobiles. The data utilized in this analysis were gathered from Census 2000 data tables (Summary Files 1 and 3), updated with 2008 data from the Census Bureau's Population Estimates Program, and included several segments of the population:

- Youth — Persons between the ages of 12 and 17. These individuals are essentially old enough to make trips without an accompanying adult, but often are not old enough to drive themselves or do not have a car available.

- Elderly – Persons age 60 and above. This group may include those who either choose not to drive any longer, have previously relied on a spouse for mobility, or because of factors associated with age can no longer drive.

- Persons with Disabilities – Persons age 16 and above who have a disability lasting six months or more that makes leaving the home alone for simple trips such as shopping and medical visits difficult for them.

- Poverty Status – This segment includes those individuals living below the poverty level, who may not have the economic means to either purchase or maintain a personal vehicle.

- Autoless Households – Number of households without an automobile. One, if not the most, significant factor in determining transit needs is the lack of an available automobile for members of a household to use.

In an effort to account for changes in the Western Piedmont region since 2000, the percent change in population from the 2000 Census to the official 2008 estimate, produced by the Census Bureau's Population Estimates Program, was calculated per county and applied to the block group data in each county, essentially bringing this relatively old data up to date. This process is certainly not an exact science. It operates on the assumption that areas within each county change at roughly the same rate as the county overall. It also does not account for potential changes between July 1, 2008, the date of the 2008 population estimates, and the present. Unfortunately, however, population estimates are not available at the block group level any more recently than 2000. This process of updating the 2000 data based on population changes up to 2008 provides a general idea of the areas of growth within the region. Table 3-5 includes the percent changes in population calculated per county and applied to the 2000 data for the block groups in each county. Catawba and Alexander Counties experienced the highest population growth rates between 2000 and 2008 at approximately 11% and 9%, respectively. Caldwell County experienced a modest growth rate of about 4%, while Burke County experienced minimal growth at 0.2%.

Table 3-5: Percent Change in Population Per County from 2000 Census to July 2008 Census Estimate

County	Annual Estimate of Resident Population on April 1, 2000	Annual Estimate of Resident Population on July 1, 2008	Percent Change from 2000 Census to 2008 Estimate
Alexander	33,603	36,537	8.7%
Burke	89,145	89,361	0.2%
Caldwell	77,386	80,059	3.5%
Catawba	141,686	157,079	10.9%

Note: The April 2000 data shown above represents the estimates base, which reflects changes to the Census 2000 population resulting from legal boundary updates, other geographic program changes, and Count Question Resolution actions (U.S. Census Bureau, Population Division). Source: U.S. Census Bureau, Population Division. Table 1: Annual Estimates of the Resident Population for Counties in North Carolina: April 1, 2000 to July 1, 2008 (CO-EST2008-01-37).

In order to identify the geographic areas that have high relative transit needs, the updated Census 2000 data on the five population segments described above were gathered and summarized at the block group level. All Census block groups within the region were then ranked by each population category. For example, all block groups were ranked from high to low based on the number of youth in each block group. The block group with the highest number of youth was ranked 1; the block group with the second highest number was ranked 2; and so on. This process was repeated for all five

potentially transit dependent populations listed above. The rankings for all the population categories were then summed by block group to produce an overall ranking of potential transit need for each block group.

Census block groups in the region were divided into approximate thirds and classified—relative to each other—as having high, medium, or low potential transit needs. Representing each block group's combined rankings for the five potentially transit dependent populations, the overall ranking was mapped to produce geographical representations of transit needs in the Western Piedmont region. This ranking was generated twice, first based on the density of transit dependent persons and secondly based on the percentage. In addition, the block groups were ranked and mapped separately based on population density, which helps determine the type of transportation service that is feasible for an area, and the number of autoless households, which highlights areas that arguably have the most need since residents do not have access to personal vehicles. The analyses of these maps are summarized below.

Ranked Density of Potentially Transit Dependent Populations

In the overall ranking based on the density of transit dependent persons, the block groups were mapped to show areas within the region that have concentrations of transit dependent persons. Areas with higher densities are better candidates for fixed-route transit services. The results of this ranking are presented in Figure 3-3. Areas with relatively high needs based on the density of potentially transit dependent persons are found in:

- Connelly Springs, Morganton, and Valdese in Burke County;
- Hudson, Lenoir, and Granite Falls in Caldwell County; and
- Conover, Hickory, Long View, Maiden, and Newton in Catawba County.

As shown in the map, many areas with high relative need based on the density of potentially transit dependent persons are located along the interstate (I-40) and major highways, including US-70 and US-321. The block groups with medium relative transit need are mainly adjacent to those with high needs. Areas with medium need include Bethlehem, Hiddenite, Stony Point, and Taylorsville in Alexander County; Connelly Springs, Drexel, Glen Alpine, Hildebran, Icard, Rutherford College, and Salem in Burke County; Cajah's Mountain, Gamewell, Rhodhiss, and Sawmills in Caldwell County; and Brookford, Catawba, Claremont, Lake Norman of Catawba, Mountain View, and Terrell in Catawba County.

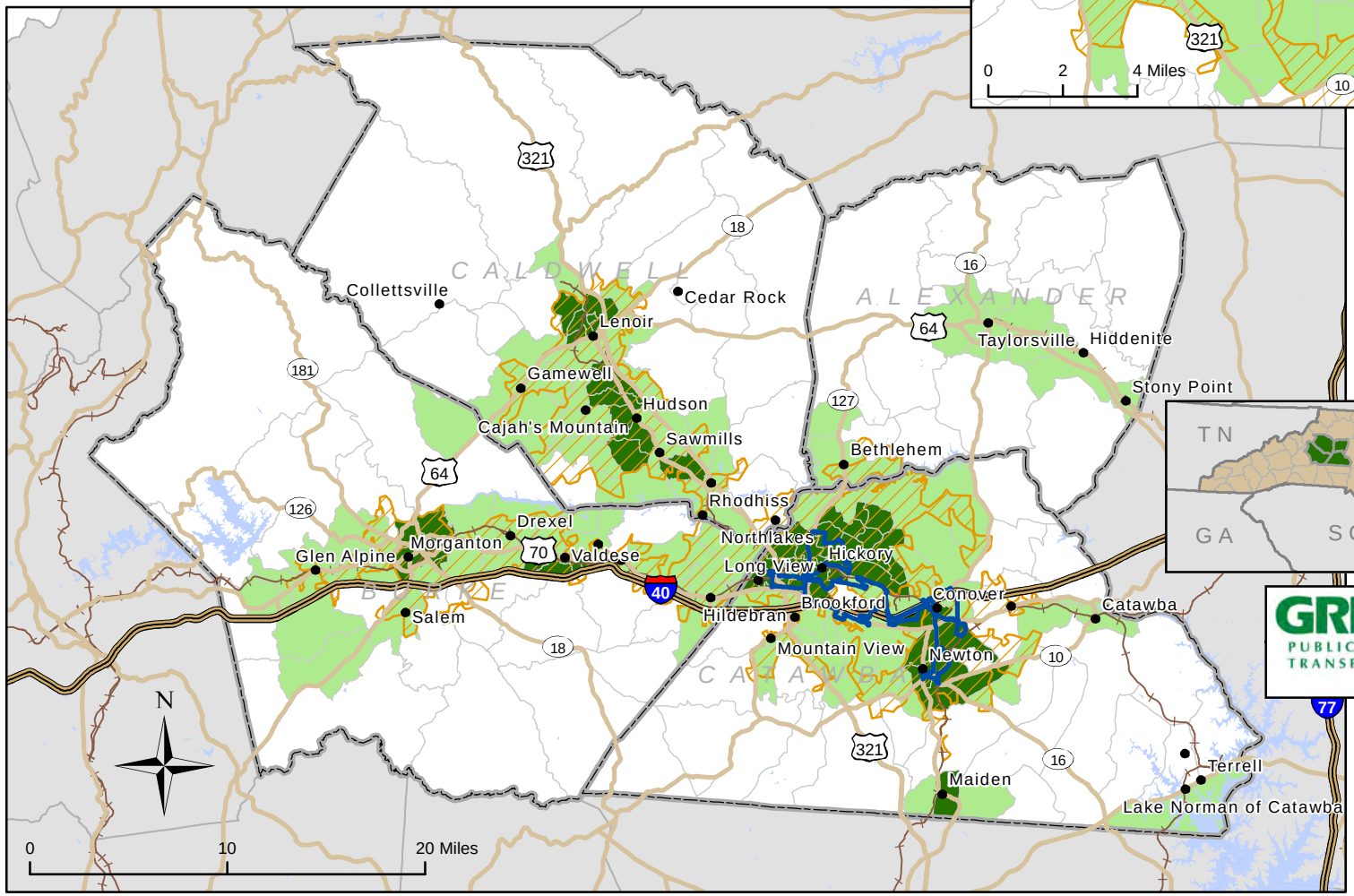
Figure 3-3: Relative Transit Need Ranked by Density of Potentially Transit Dependent Persons

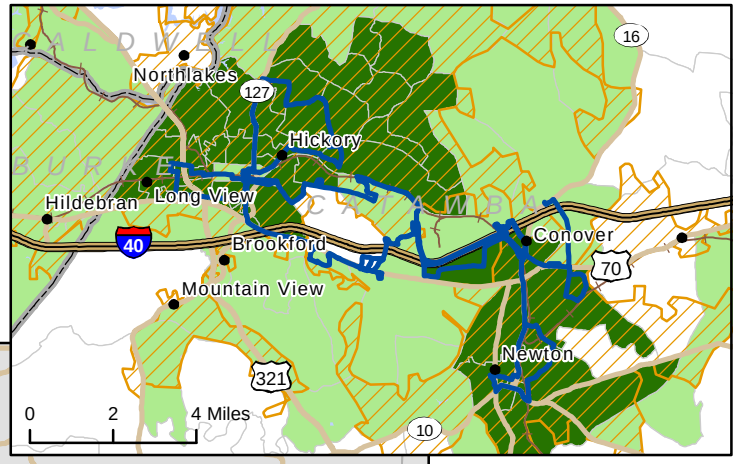
Legend

- Existing Fixed-Route Service
- Hickory Urbanized Area
- Rivers/Lakes
- NC Counties
- Cities/Towns
- Interstate Highways
- Major Highways
- Railroads

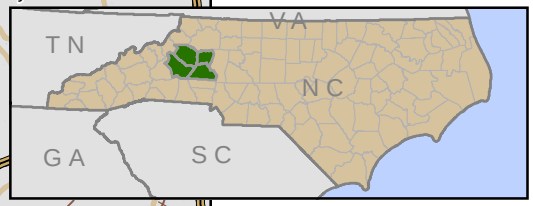
Census Block Groups
Relative Transit Need Ranked by Density

- High
- Medium
- Low





Enlarged Area:
Hickory Metro Area



GREENway PUBLIC TRANSPORTATION

KFH GROUP

Notes: The 2008 data represented here was calculated by applying the population growth rate between 2000 and 2008 per county to the 2000 Census population data for the block groups in each county. Sources: U.S. Census Population Estimates, Western Piedmont Council of Governments, ESRI Data CD.

Ranked Percentage of Potentially Transit Dependent Populations

In the overall ranking based on the percentage of transit dependent persons, the block groups were mapped to show areas within the region that have high proportions of transit dependent persons. Shown in Figure 3-4, the map displaying ranked percentage complements the ranked density map by highlighting areas that have high numbers of potentially transit dependent persons, given the total population per block group, but lack density. The analysis by ranked percentage indicated that several smaller towns and rural parts of the region, outside major cities and towns, have transit needs but lower densities. These areas include:

- South-central Alexander County, along NC-16, and the northeastern part of the County, around Vashti;

- The northwestern portion of Burke County, an area in north-central Burke County adjacent to US-64 around Chesterfield, and an area in the eastern part of the County south of I-40;

- Two segments in north-central Caldwell County adjacent to US-321 and NC-268, and the area east of Gamewell; and

- Two areas in central Catawba County south of I-40, one east of Claremont and the other west of Conover.

Some cities and towns that have high relative transit needs when ranked by the density of potentially transit dependent persons also have high relative transit needs based on the percentage of potentially transit dependent persons. These places include:

- Connelly Springs, Morganton, and Valdese in Burke County;
- Lenoir and Granite Falls in Caldwell County; and
- Conover, Hickory, Long View, Maiden, and Newton in Catawba County.

Cities and towns that have relative high needs based on the percentage of potentially transit dependent persons, but have medium or low need based on the density ranking include Stony Point and Taylorsville in Alexander County; Glen Alpine and Hildebran in Burke County; Gamewell in Caldwell County; and Claremont in Catawba County.

Population Density

General population density in the region was also mapped to help determine the appropriate level of transit service, such as fixed-route, deviated fixed-route, scheduled,

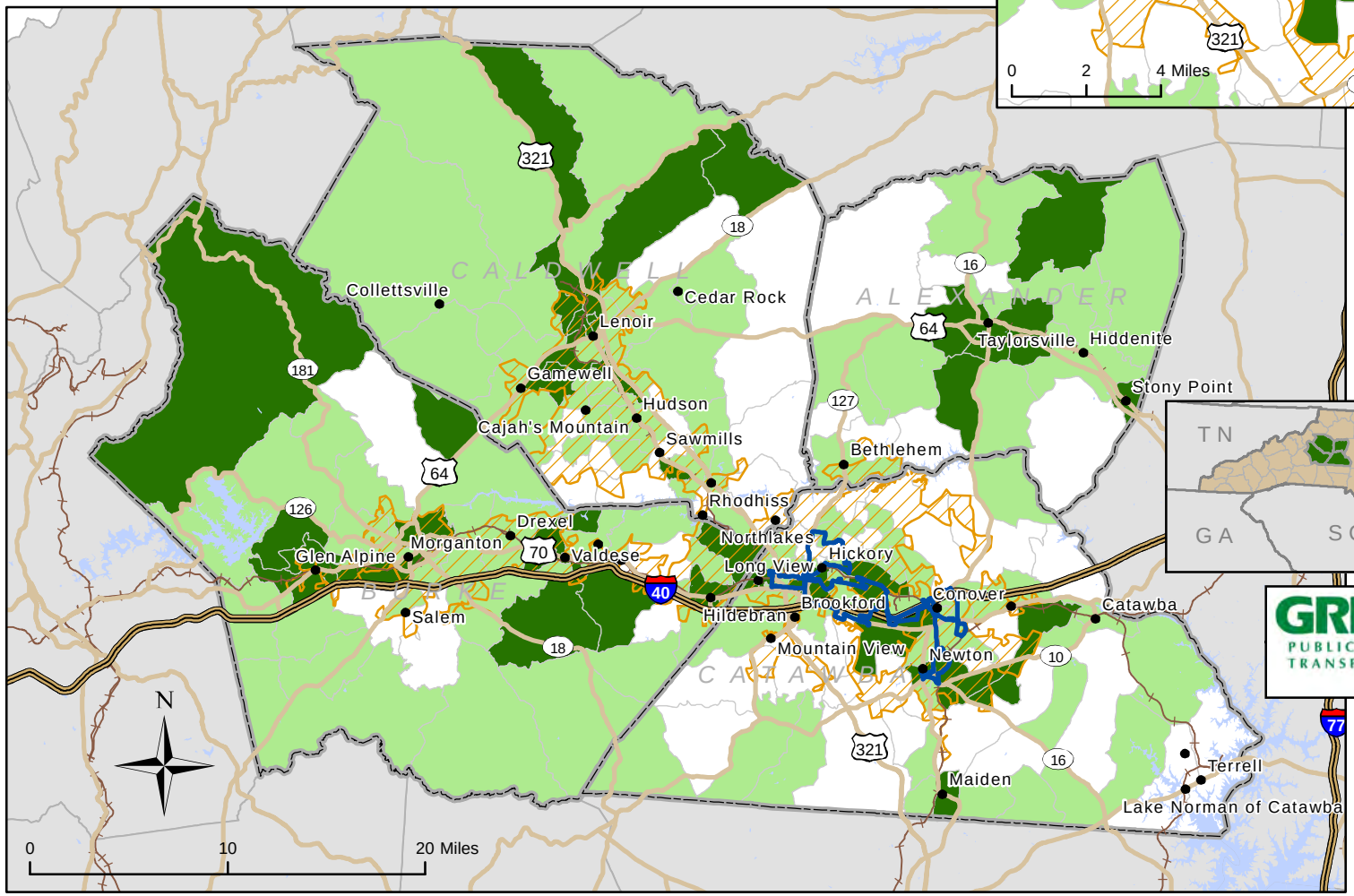
Figure 3-4: Relative Transit Need Ranked by Percentage of Potentially Transit Dependent Persons

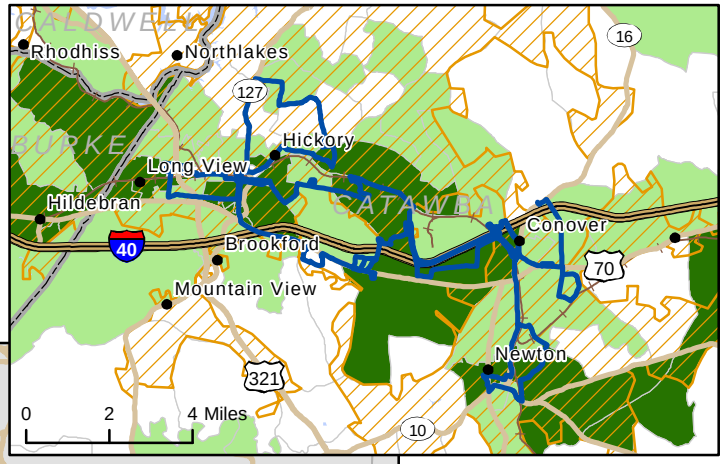
Legend

- Existing Fixed-Route Service
- Hickory Urbanized Area
- Rivers/Lakes
- NC Counties
- Cities/Towns
- Interstate Highways
- Major Highways
- Railroads

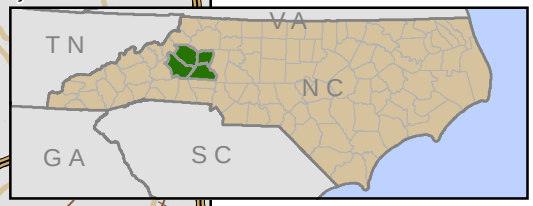
Census Block Groups
Relative Transit Need Ranked by Percentage

- High
- Medium
- Low





Enlarged Area:
Hickory Metro Area



GREENway PUBLIC TRANSPORTATION

KFH GROUP

Notes: The 2008 data represented here was calculated by applying the population growth rate between 2000 and 2008 per county to the 2000 Census population data for the block groups in each county. Sources: U.S. Census Population Estimates, Western Piedmont Council of Governments, ESRI Data CD.

or demand-response, which may not be clear based on transit dependency alone. The most accepted guideline is a population density of at least 2,000 persons per square mile to support regular fixed-route transit service. However, if an area has a large transit dependent population, a lower density can sometimes support this type of service as well.

Figure 3-5 portrays the region's block groups by population density. The map indicates that there are five cities/towns that contain block groups with population densities of 2,000 persons per square mile or more, and could potentially warrant fixed-route transit service. These places include:

- Morganton in Burke County;
- Lenoir in Caldwell County; and
- Hickory, Long View, and Newton in Catawba County.

Additional areas with population densities between 1,000 and 1,999 persons per square mile, which may be considered for fixed-route service depending on the concentrations of transit dependent persons, include Connelly Springs, Conover, and the greater Hickory area. Some areas with relatively low population densities, between 500 and 999 persons per square mile, may be candidates for scheduled transit service (i.e., one trip per week to the closest major city or town) or demand-response service. There areas include Bethlehem and Stony Point (Alexander County); Drexel, Hildebran, Icard, Salem, and Valdese (Burke County); Cajah's Mountain, Granite Falls, Hudson, Rhodhiss, Sawmills (Caldwell County); and Brookford, Maiden, and Mountain View (Catawba County).

Autoless Households

Households without access to at least one personal vehicle—whether by personal choice or because the residents lack the means to purchase or maintain a vehicle—are much more likely to be reliant upon public transit than those with access to an automobile. Locating areas with large numbers of autoless households represents one of the more significant functions of this needs analysis. As seen in Figure 3-6, several block groups contain 100 or more autoless households, which indicate a higher level of transit need. These places include:

- Hiddenite and Stony Point in Alexander County;
- Morganton in Burke County;
- Lenoir in Caldwell County; and
- Claremont, Hickory, Long View, and Newton in Catawba County.

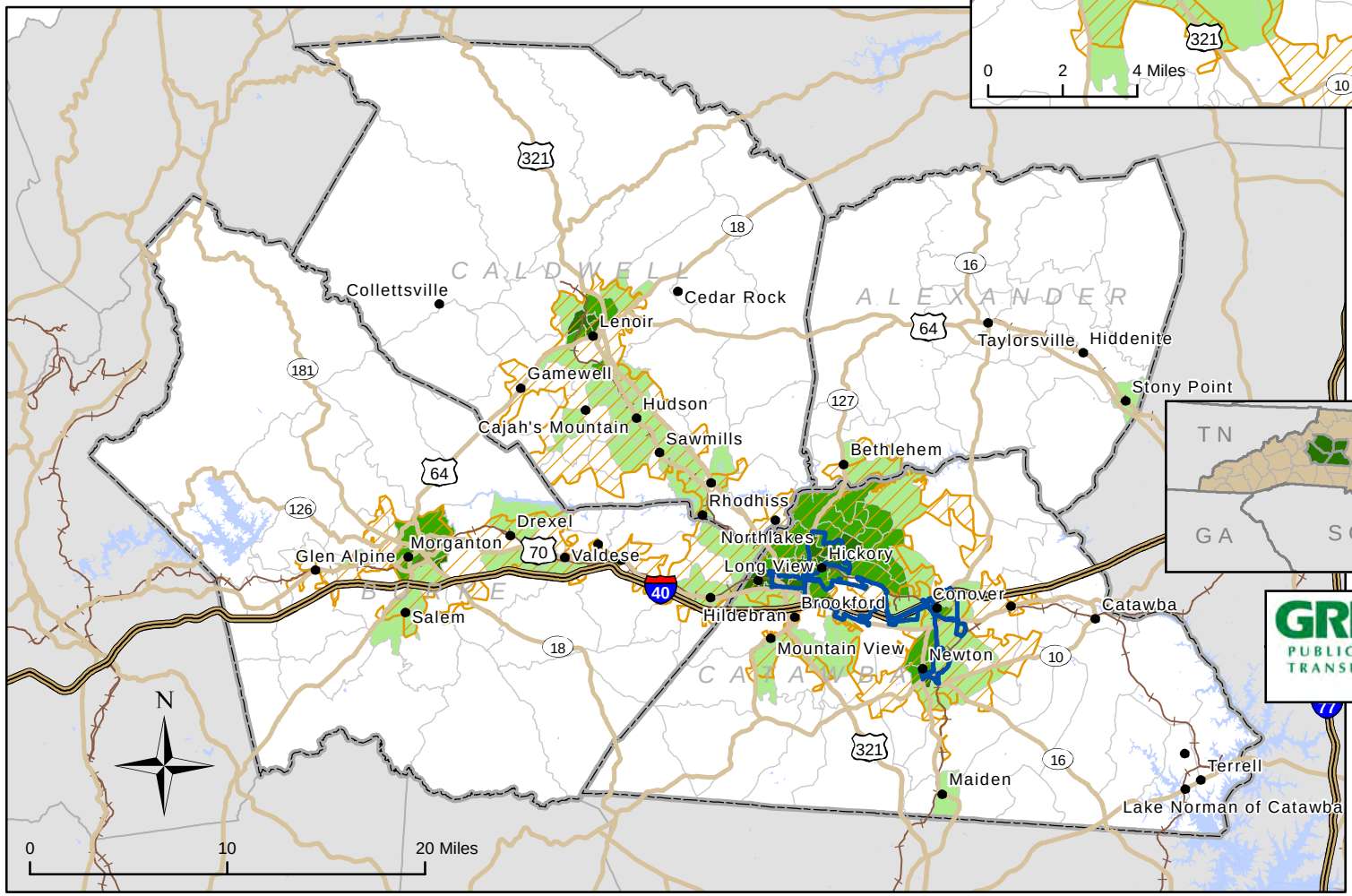
Figure 3-5: Population Density, 2008

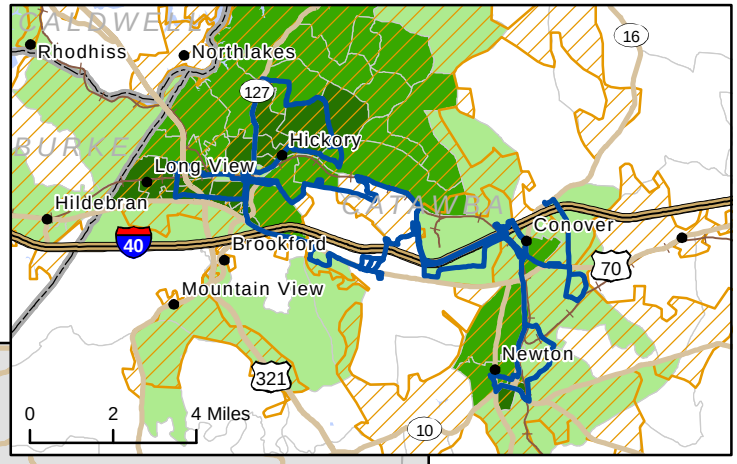
Legend

- Existing Fixed-Route Service
- Hickory Urbanized Area
- Rivers/Lakes
- NC Counties
- Cities/Towns
- Interstate Highways
- Major Highways
- Railroads

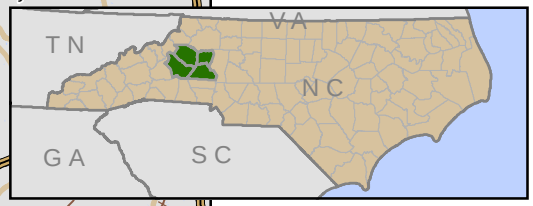
Census Block Groups
Pop. Density (Persons/Sq. Mile)

- 2,000 or more
- 1,000 - 1,999
- 500 - 999
- Less than 500





Enlarged Area:
Hickory Metro Area

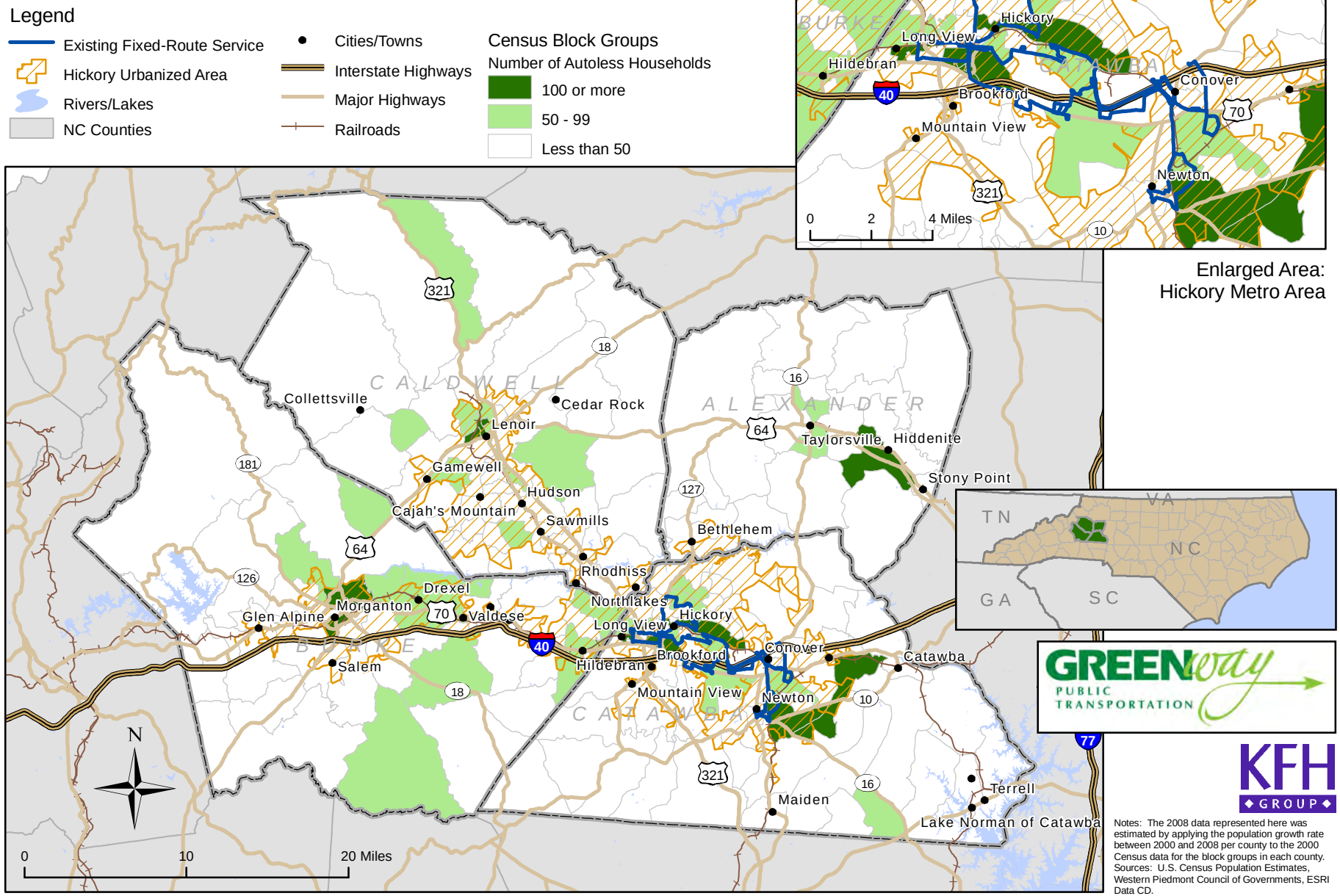


GREENway PUBLIC TRANSPORTATION

KFH GROUP

Notes: Population density per block group was calculated using 2000 population figures that were adjusted, based on the population growth rate between 2000 and 2008 per county. Sources: U.S. Census Population Estimates, Western Piedmont Council of Governments, ESRI Data CD.

Figure 3-6: Number of Autoless Households, 2008



Notes: The 2008 data represented here was estimated by applying the population growth rate between 2000 and 2008 per county to the 2000 Census data for the block groups in each county.
Sources: U.S. Census Population Estimates, Western Piedmont Council of Governments, ESRI Data CD.

Additional areas with medium levels of autoless households, 50 to 99 per block group, include Taylorsville (Alexander County); Drexel, Hildebran, Valdese, and other block groups distributed throughout the eastern half of Burke County; Gamewell and several block groups distributed through central Caldwell County; and block groups adjacent to US-70, north of Hickory and Long View, and west of NC-16 in the southern part of Catawba County.

Areas of High Relative Transit Need, Unserved by Existing Fixed-Route Service

As seen in the maps referenced above, parts of Hickory, Conover, and Newton are currently served by fixed-route transit service; the entire region is served by demand response service, given seat and route availability. The demographic analysis highlighted a few places currently served by demand response service only, but which have high relative transit need based on the density of transit dependent persons and have population densities of 2,000 persons per square mile or more: Morganton, Lenoir, and Long View. These areas are potential candidates for new fixed-route services.

Other places that are currently served by demand-response service only and have relatively high transit need based on the density of transit dependent persons, but their population densities are less than 2,000 persons per square mile, include Connelly Springs, Granite Falls, Hudson, Maiden, and Valdese. These places could potentially support new fixed-route service, deviated fixed-route service, or scheduled service. The remaining areas highlighted in the demographic analysis also have demonstrated transit need, but their lower population densities indicate that scheduled service or demand response service may be the most appropriate type of public transportation for these areas. Claremont, Hiddenite, and Stony Point include areas with a high number of autoless households, where residents may need transportation alternatives because they do not have access to a personal vehicle.

LAND USE PROFILE, ANALYSIS, AND EVALUATION

In addition to establishing the locations where potentially transit dependent populations reside within the region, another important component of the service planning process was determining the destinations to which these populations need to travel. The extent to which major origins and destinations are accessible through existing public transportation services was also evaluated.

Assessment of Major Trip Generators

The next step in the transit needs assessment identified the locations of major trip generators throughout the region. Major trip generators include those origins and destinations that people need to access on a daily basis, whether going to work or school, seeking medical care or social services, shopping, or pursuing other recreational activities. Identifying such frequented places contributed to service development later in the Community Transportation Service Plan (CTSP) process that promotes residents' access to the services and opportunities they seek. Thorough identification of major trip generators is particularly important to develop services for those who are reliant upon public transit services, as well as making transit as convenient as possible to attract "choice riders."

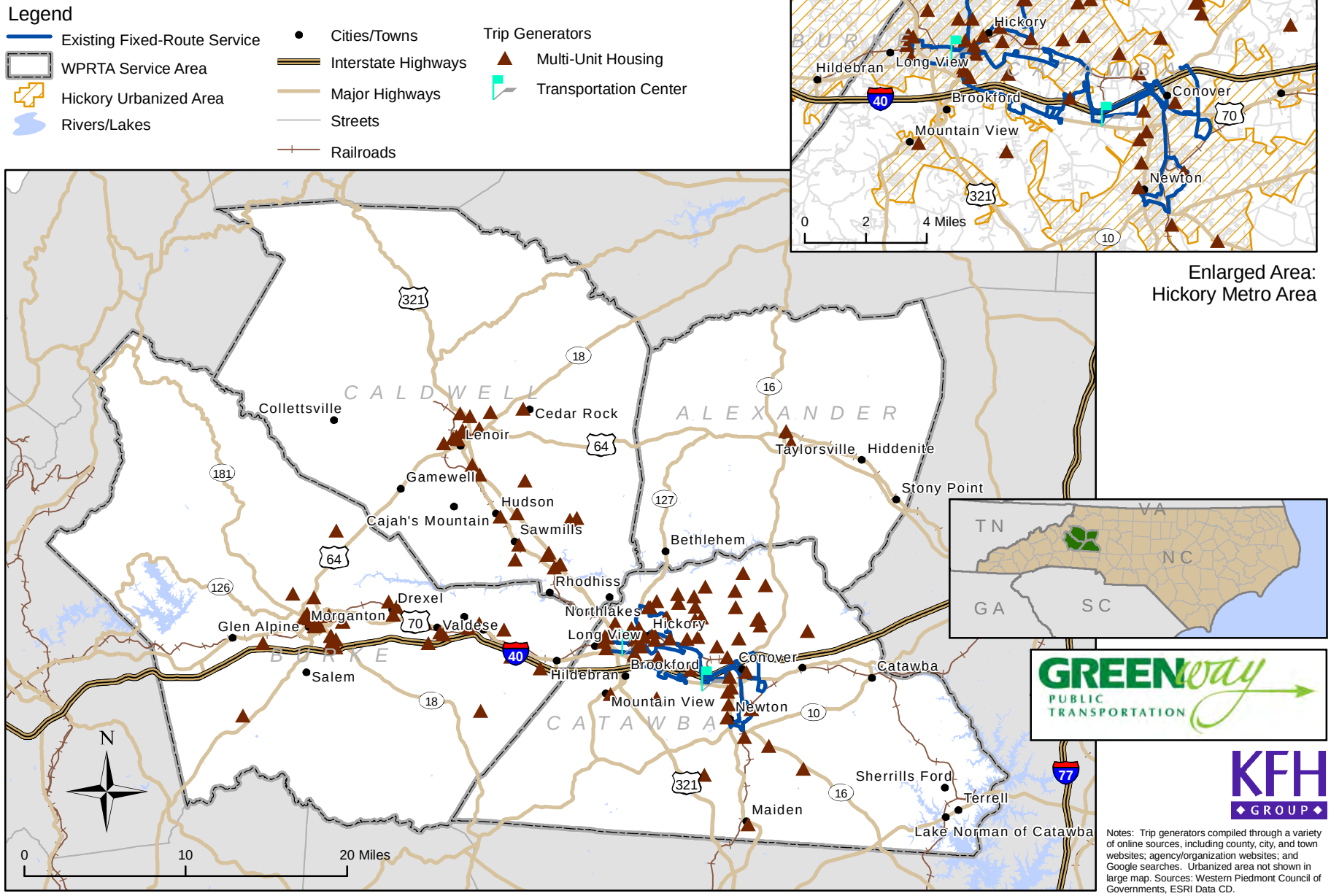
This component of the transit needs analysis identified higher density housing origins as well as destinations such as educational institutions, human service agencies, major employers, medical facilities, and shopping centers. The development of new transit alternatives later in this CTSP process aimed to continue and improve services to these important locations as much as possible. Each type of trip generator and its distribution within the study area is described further below. The transfer center in Hickory and the WPRTA office in Conover are noted as "transportation centers" in each of the maps.

High Density Housing

In addition to the process of mapping population density, the identification and analysis of high density housing locations provided another effective tool to understand where larger pockets of the population reside. For the purposes of this memorandum, high density housing included multi-unit complexes such as apartments, condominiums, senior housing, and subsidized housing. Most of the senior housing complexes have age and income eligibility requirements; a number of these complexes are also open to persons with disabilities. Subsidized housing is available to low-income individuals and families under the Section 8 Program of the Housing and Community Development Act of 1974.

High density housing is often served by transit routes due to the high number of potential transit riders that may be served relatively easily at one stop. Residents of senior and subsidized housing facilities also tend to have high relative transit needs. Residents who choose to live in high density housing complexes near transit services may also prefer using transit, so it is important to provide this option to driving alone. Figure 3-7 displays the location of high density housing sites within the region. Table 3-6 includes the specific address, and the number of units where available.

Figure 3-7: High Density Housing



Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Table 3-6: High Density Housing

Name	Address	City	Zip Code	Details
Alexander County				
Arc of NC/HDS Alexander Apartments	415 Davis Ave SE	Taylorsville	28681	10 units for people with developmental disabilities (referrals to Foothills Area Program)
Crest Knolls Apartments	16 Crest Knolls St SE	Taylorsville	28681	40 family units, rent 30% of adjusted income for those eligible
Ridgeway Apartments	16 Crest Knolls St SE	Taylorsville	28681	32 family units, rent 30% of adjusted income for those eligible
The Oaks	100 2nd Ave NW	Taylorsville	28681	Affordable apt, 40 units for families, rental assistance avail
Burke County				
Agape Retirement Apartments	212 Church St	Valdese	28690	Housing for older adults
Autumn Care Nursing Home	307 Oakland Ave	Morganton	28655	
Blue Ridge Apartments	903 Pine Burr Ave SE	Valdese	28690	46 Family units, 30% of adjusted income for those eligible
Buena Vista Apartments	105 Reece Rd	Morganton	28655	Housing for older adults
College Oaks Shared Housing	PO Box 700	Valdese	28690	Subsidized Housing for older adults
Country Squire Mobile Home Park	Icard Dairy Barn Rd	Connelly Spri	28612	
Drexel Apartments	500 N Main St	Drexel	28619	40 family units
Grace Ridge Retirement Community	500 Lenoir Rd	Morganton	28655	Housing for older adults
Green Acres Apartments	644 1st St	Morganton	28655	Housing for older adults, families, 30 units
High Meadow Apartments	2400 Mourglea Ave	Valdese	28690	40 Family units, 30% of adjusted income for those eligible
Hub Lowman Mobile Home Park	6000 Hubert Park Ave	Connelly Spri	28612	
Knobs Trailer Park	McDuffy Rd	Connelly Spri	28612	
Longview Assisted Living	2001 Bristol Creek Ave	Morganton	28655	
Meadow Brook	102 Fiddlers Ct	Morganton	28655	Affordable apt, 38 units for families
Millside Manor Apartments	101 Gillam St	Morganton	28655	Housing for older adults, 28 units
Moody Mobile Home Park	5253 Moody Dr	Connelly Spri	28612	
Morgan Hills Apartments	906 Jamestown Rd	Morganton	28655	48 Family units, 30% of adjusted income for those eligible
Rutherford Square	101 Spann St	Connelly Spri	28612	24 Family units, 30% of adjusted income for those eligible
South Mountain Apartments	5470 Hayes Waters Rd	Morganton	28655	
Southmont Apartments	408 W Concord St	Morganton	28655	Housing for older adults
Sterling Forest Apartments	131 Sterling Forest	Morganton	28655	24 Family units, 30% of adjusted income for those eligible
Stonebridge Apartments	151 Stonebridge	Morganton	28655	60 Family units
The Willows Apartments	405 Old NC 18	Morganton	28655	Housing for older adults, 36 units
Valdese Village	1120 Refour Ave	Valdese	28690	Subsidized housing for families, 34 units
Village Creek Apartments	1515 S Sterling St	Morganton	28655	56 Family units
Willow Ridge	105 Willow Run Dr	Morganton	28655	Affordable apt, 28 units for older adults
Willow Run	115 Willow Run Dr	Morganton	28655	Affordable apt, 24 units for families
Caldwell County				
5 Points Mobile Home Park	4360 33 Clingstone Ln	Granite Falls	28630	
Bumgarner Mobile Home Park	Wd Bumgarner MHP	Granite Falls	28630	
Caldwell Gardens	1520 Berkley St NW	Lenoir	28645	Affordable Housing for families, rent 30% of adjusted income if eligible
Cedar Run Apartments	124 Cedar Run	Lenoir	28645	58 family units
Cross Creek Apartments	1902 Hickory Blvd SW	Lenoir	28645	65 family units, rent 30% of adjusted income if eligible
East Harper Street Apartments	506 Harper Ave NW	Lenoir	28645	Affordable apt, 46 units for families
Granite Falls Housing	Pinewood Rd and N Highland Ave	Granite Falls	28630	Affordable Housing
Granite Village Apartments	112 Falls Ave	Granite Falls	28630	Affordable Housing for families, rent 30% of adjusted income if eligible
Hillside Mobile Home Park	2460 Hillside Mobile Home Park	Granite Falls	28630	

Table 3-6: High Density Housing

Name	Address	City	Zip Code	Details
Caldwell County (continued)				
Koinonia Apartments	318 Main St NW	Lenoir	28645	Housing for older adults, also congregate meal site
Koinonia Apartments II	314 Main St NW	Lenoir	28645	Affordable Housing for older adults, 42 units
Landmark Apartments	30 Quarry Rd	Granite Falls	28630	40 family units
Lenoir High School (LHS) Apartments	102 Willow St SW	Lenoir	28645	Housing for older adults, 44 units
Lick Mountain Village (Mobile Home Park)	2449 Lick Mountain Dr	Hudson	28638	
Pinewood Plaza Apartments	10 Pinewood Plaza Dr	Granite Falls	28630	Housing for older adults, 40 units
Powder Creek Apartments	206 Powder Creek Ct	Hudson	28638	Affordable Housing, 34 family units
Skyland Apartments	506 Lower Creek Dr NE	Lenoir	28645	Affordable Housing for families, 34 units
Springlake Mobile Home Park	2350 Springlake Mobile Home Park	Granite Falls	28630	
Stonewall Square	415 Stonewall St	Lenoir	28645	30 family units
Summit Apartments	226 Wilson St NW	Lenoir	28645	Affordable Housing for families, rent 30% of adjusted income if eligible
Sunset Manor Mobile Home Park	211 Sunset St	Lenoir	28645	
Willow Brook Apartments	1206 Weaver Court NE	Lenoir	28645	46 family units
Willow Oaks	10 Quarry Rd	Granite Falls	28630	34 Family units
Catawba County				
Abernethy Laurels	102 Leonard Ave	Newton	28658	Housing for older adults
Abingdon Glen Village	501 26th Ave NE	Hickory	28601	Housing for older adults
Apple Hill Apartments	902 Laffon Rd	Newton	28658	44 family units
Blue Ridge Heights	8th Ave Dr SE	Hickory	28602	Public Housing
Bradbury Apartments	2901 Old Conover Startown Rd	Newton	28658	Affordable apt, 40 units for families, accepts Section 8 vouchers
C&W Properties (Mobile Home Park)	1305 11th Ave SE	Hickory	28602	
Catawba Pines Apartments	815 E 1st St	Newton	28658	1-4 units, rent 30% of adjusted income for those eligible
Catawba Ridge Apartments	1755 20th Avenue Dr NE	Hickory	28601	
Cedar Glen Apartments	210 3rd Ave NE	Conover	28613	Housing for older adults, 40 units
Clays Mobile Home Park	3879 Dowell St	Hickory	28602	
Conover Nursing Home	920 4th St SW	Conover	28613	
Cool Park Mobile Home Park	3102 Kool Park Rd NE	Hickory	28601	
Creekside Apartments	1227 10th St Blvd NW	Hickory	28601	
Douglas Mobile Home Park	1128 C Ave SE	Hickory	28602	
Glenwood Place	5190 Glenwood Place Ct	Hickory	28602	Affordable apt, 60 units for families
Green Acres Mobile Home Park	1692 Adam St	Conover	28613	
Green Acres Mobile Home Park	2200 33rd St NE	Hickory	28601	
Hahn's Mobile Home Park	1930 Kool Park Rd NE	Hickory	28601	
Hall Dairy Mobile Home Park	4037 Hall St	Conover	28613	
Hawk Ridge Estates Mobile Home Park	1882 80 Red Tail Dr	Conover	28613	
Heritage Village Apartments	2693 Old Conover-Startown Rd	Newton	28658	Housing for older adults
Highland School Apartments	1017 10th Ave NE	Hickory	28601	Housing for older adults, subsidized housing
Hillside Gardens Resource Center	103 9th Ave SE	Hickory	28601	Public Housing, adjacent to hwy 127, 1-4 BR apts
Hilltop Apartments	18th St Place NW	Hickory	28601	1-4 units, rent 30% of adjusted income for those eligible
Houston Mobile Home Park	5370 Buddy St	Conover	28613	
J&J Mobile Home Park	3650 Thompson St	Newton	28658	
Kenworth Hall Retirement Community	426 2nd Ave SE	Hickory	28602	Housing for older adults, 55 units
Kingston Residence of Hickory	904 2nd St NE	Hickory	28601	Housing for older adults
Lutherhaus Apartments	720 7th Ave NE	Hickory	28601	Housing for older adults
Lyle Haven Mobile Home Park	1023 Lyle Haven Dr NW	Conover	28613	
Maiden Apartments	201 N 4th St	Maiden	28650	20 family units, rent 30% of adjusted income for those eligible

Table 3-6: High Density Housing

Name	Address	City	Zip Code	Details
Catawba County (continued)				
Munford Mobile Home Park	1143 Calm Pl	Conover	28613	
Mylinda Court Apartments	701-713 Mylinda Ct	Newton	28658	7 family units
Oakgrove Mobile Home Park	111 Herman Sipe Rd	Conover	28613	
Opal Creek Mobile Home Park	Opal Creek	Conover	28613	
Paradise Valley Mobile Home Park	940 NE 27th St	Conover	28613	
Pinecrest Retirement Residence	915 29th Ave NE	Hickory	28601	Housing for older adults
Raybon Mobile Home Community	3148 Pege Ln	Newton	28658	
Ridgecrest Apartments	2830 12th Ave SE	Hickory	28602	Public Housing, close to Interstate 40, Hwy 70, CV Hospital
Sage Creek Mobile Home Park	5242 Startown Rd	Newton	28658	
Sandal Wood Court	717 Sandalwood Ct	Newton	28658	56 family units, rent 30% of adjusted income for those eligible
Sandal Wood Court II	717 Sandalwood Ct	Newton	28658	44 family units, rent 30% of adjusted income for those eligible
Shady Grove Mobile Home Park	213 Lineview Rd	Conover	28613	
Silver Springs Terrace	950 20th St NE	Hickory	28601	Affordable apt, 100 units for families
Ski Mobile Home Park	1367 Cessna Ln	Conover	28613	
Starnes Mobile Home Park	2111 31st Ave Dr NE	Hickory	28601	
Sunny Valley	98 3rd Ave	Hickory	28601	Public Housing, 39 1-bedroom apts for elderly/disabled
Taildragger Mobile Home Park	1693 Cessna Ln	Conover	28613	
Ted's Maple Village	3925 Martin Fish Pond St	Hickory	28602	
Terrace Hills Apartments	1100 2nd St Pl SE	Hickory	28602	Public Housing, 44 2-story apts, half-mile from hwy 70
The Park at Cline Village	1810 Edgewater Dr NW	Conover	28613	Housing for older adults, 48 units, accepts section 8 vouchers
Thunderbird Mobile Home Park	3010 34th St NE	Hickory	28601	
Twin Cedars Apartments	1830 20th Ave Dr NE	Hickory	28603	Affordable apt, 72 units for families
Villas at Northview	415 26th Ave NE	Hickory	28601	Housing for older adults, 48 units
Villas at Twin Cedars	1830 20th Ave Dr NE	Hickory	28601	Housing for older adults, 40 units
Waggoner Estates (Mobile Home Park)	4000 Sulphur Spring Rd NE	Hickory	28601	
West Hickory Apartments	300 17th St SW	Hickory	28601	Housing for older adults
West Hickory Apartments	364 17th St SW	Hickory	28602	Public housing for older adults, adjacent to Council on Aging
Woodland Manor Apartments	1790 3rd Ave NW	Hickory	28601	Housing for older adults
Woodland Mobile Home Park	3987 Section House Rd	Hickory	28601	
Woodland Park Apartments	1726 3rd Ave NW	Hickory	28601	Affordable apt, 64 units for families

Major Employers

The major employers mapped in Figure 3-8 represent the top 25 employers in each county, as identified through the North Carolina Employment Security Commission. The data is up to date as of the second quarter of 2009. Listed in Table 3-7, most of these major employers have workforces of 100 employees or more, though some companies or organizations have employees at numerous branches or locations. These branches were also mapped where the locations were readily available. Several major employers are also listed as other types of destinations, including medical centers and educational facilities.

Medical Facilities

Medical facilities, mainly general hospitals and their immediate network of outpatient services, represent a significant destination for riders of public transportation. Since many transit-dependent persons are older adults or persons with disabilities, who may need medical services more often than other population segments, it is imperative that medical facilities are accessible through public transportation. Mapped in Figure 3-9, these medical facilities include regional hospitals, local clinics, medical specialists' offices, and dialysis treatment centers. The addresses are listed in Table 3-8.

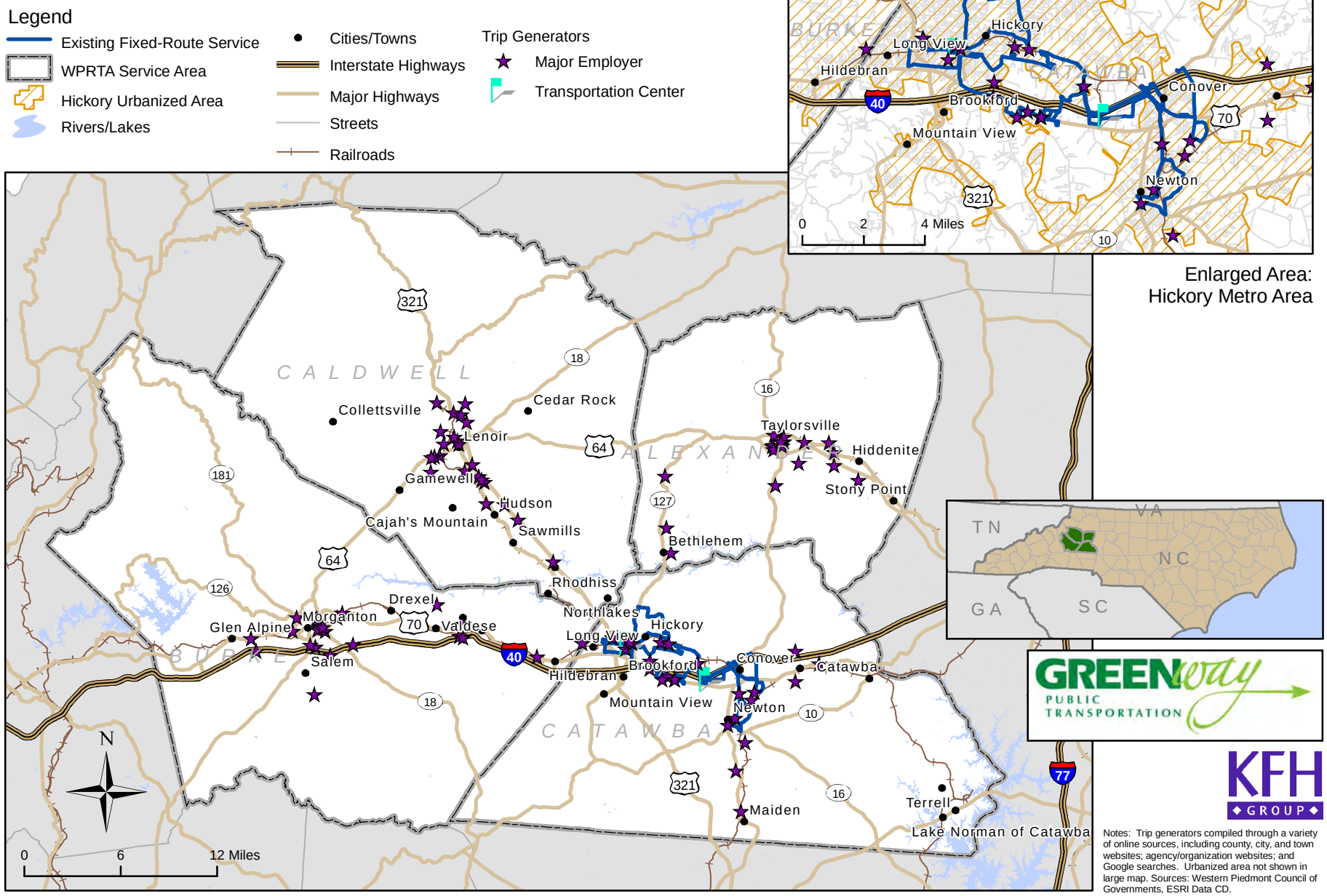
Educational Institutions

Given that a sizeable share of transit use can be attributed to the patronage of the youth population, it is important to detail the location of educational institutions, or schools. Transit is an important option for people who cannot drive, including youth who may not have driver's licenses yet, and those who do not have a personal vehicle available to access educational opportunities. Several types of educational institutions were included in this analysis: both public and private middle schools and high schools, colleges and universities, vocational schools, and workforce development centers. Day care centers were also included in this category as parents, especially those without access to an automobile, may need to take pre-Kindergarten-age children to day care on their way to work or other appointments. The locations of these educational facilities are displayed in Figure 3-10, while the list of physical addresses is included in Table 2-9.

Municipal Services and Libraries

Municipal services generally refer to local government offices, including county offices and city and town halls. These destinations are relevant for transit service planning because residents may need to visit government officials, carry out other administrative errands, or attend public meetings. Transit can also provide a

Figure 3-8: Major Employers



Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Table 3-7: Major Employers

Name	Address	City	Zip Code	Number of Employees
Alexander County				
Alexander County Schools	700 Liledoun Rd	Taylorsville	28681	500-999
Alexander County	621 Liledoun Rd	Taylorsville	28681	250-499
Alexvale Furniture Inc	1320 NC Hwy 90 E	Taylorsville	28681	50-99
American Roller Bearing of NC	1095 McClain Rd	Hiddenite	28636	100-249
Brigette's Staffing Inc	81 NC Hwy 16 N	Taylorsville	28681	50-99
Craftmaster Furniture Corp.	221 Craftmaster Rd	Hiddenite	28636	475
Craftmaster Furniture Corp.	750 Sharpe Ln	Hiddenite	28636	branch
E R Carpenter Co Inc	2581 Hwy 90 E	Taylorsville	28681	50-99
Hancock & Moore Inc	166 Hancock and Moore Ln	Taylorsville	28681	405
Hospice And Home Care Of Alexander Co.	50 Lucy Echerd Ln	Taylorsville	28681	50-99
Huntington House Inc	661 Rink Dam Rd	Taylorsville	28681	100-249
Industrial Timber Inc	330 White Plains Rd	Hiddenite	28636	50-99
Market Basket Food Stores Inc	393 3rd Ave SW	Taylorsville	28681	50-99
Mcdonalds	several branches	Alexander Co.		50-99
NC Dept. of Correction (Probation Dept.)	209 Main Ave Dr NE	Taylorsville	28681	250-499
Paul Robert Chair Inc	266 Martin Luther Kiing Dr	Taylorsville	28681	50-99
Schneider Mills Inc	1170 NC Hwy 16	Taylorsville	28681	323
Shurtape Technologies Inc	8510 E NC Hwy 90	Stony Point	28678	100-249
Taylor King Furniture Inc	286 Count Home Rd	Taylorsville	28681	165
The Mitchell Gold Co (A Corp)	135 One Comfortable Place	Taylorsville	28681	675
Wal-Mart Associates Inc	901 NC Hwy 16 S	Taylorsville	28681	100-249
Westminister Nursing Center (Valley Nursing and Rehab. Center)	581 NC Hwy 16 S	Taylorsville	28681	100-249
Wilkes Contracting Llc Timothy A Gl	815 Warren Rd	Taylorsville	28681	100-249
Burke County				
Accuforce Staffing Services Llc	104 Fiddlers Run Blvd	Morganton	28655	100-249
American Roller Bearing Co	307 Burke Dr	Morganton	28655	100-249
Baker Knapp & Tubbs Inc	3487 Texs Fish Camp Rd	Connelly Springs	28612	250-499
BSN Medical Inc	100 Biersdorf	Rutherford College	28671	250-499
Burke County	200 Avery Ave	Morganton	28680	500-999
Burke County Public Schools	700 E Parker Rd	Morganton	28680	1,000+
Case Farms Processing Inc	121 Rand St	Morganton	28655	500-999
City Of Morganton Incorporated	305 E Union St	Morganton	28655	250-499
ComServ Inc	105 Scroggs Ct	Morganton	28680	50-99
Continental Teves Inc	1103 Jamestown Rd	Morganton	28655	250-499
Food Lion Llc	several branches	Burke Co.		250-499
Grace Hospital Inc	2201 S Sterling St	Morganton	28655	500-999
Hdm Furniture Industries Inc	109 E Fleming Dr	Morganton	28655	250-499
Ingles Markets Inc	120 Carbon City Rd	Morganton	28655	100-249
Kimble Glass Inc	114 Wamsutta Mill Rd	Morganton	28655	100-249
Leviton Manufacturing Co Inc	113 Industrial Blvd	Morganton	28655	500-999
NC Dept. of Health & Human Services	201 S Green St	Morganton	28655	1,000+
Saft America Inc	313 Crescent St NE	Valdese	28690	250-499
Sara Lee Corporation	910 Burkemont Ave	Morganton	28655	250-499
State Of Nc Dept Of Correction	5150 Western Ave	Morganton	28655	500-999
Turning Point Services Inc	1001 S Sterling St	Morganton	28655	500-999
Valdese General Hospital Inc	720 Malcolm Blvd	Morganton	28655	250-499
Valdese Weavers Llc	1000 Perkins Rd SE	Valdese	28690	500-999
Viscotec Automotive Products Llc	1500 E Union St	Morganton	28655	100-249
Wal-Mart Associates Inc	1227 Burkemont Ave	Morganton	28655	100-249
Western Piedmont Community College	1001 Burkemont Ave	Morganton	28655	500-999

Table 3-7: Major Employers

Name	Address	City	Zip Code	Number of Employees
Caldwell County				
Avery Dennison Corporation	950 German St NW	Lenoir	28645	250-499
Bernhardt Furniture Co Inc	1839 Morganton Blvd SW	Lenoir	28645	500-999
Broyhill Furniture Industries Inc	1245 Blowing Rock Blvd	Lenoir	28645	500-999
Caldwell Community College & Tech. Institute	2855 Hickory Blvd	Hudson	28638	500-999
Caldwell County	905 W Ave NW	Lenoir	28645	500-999
Caldwell County Schools	1914 Hickory Blvd SW	Lenoir	28645	1,000+
Caldwell Freight Lines Inc	2250 Hickory Blvd SW	Lenoir	28645	250-499
Caldwell Memorial Hospital Inc	321 Mulberry St SW	Lenoir	28645	500-999
Chemical Coating Inc	3194 Hickory Blvd	Hudson	28638	100-249
City Of Lenoir	801 West Ave	Lenoir	28645	250-499
Fairfield Chair Co	1331 Harper Ave SW	Lenoir	28645	250-499
Fairvalue Stores	2025 Morganton Blvd SW	Lenoir	28645	100-249
Food Lion Llc	2116 Morganton Blvd SW	Lenoir	28645	100-249
Greer Laboratories (A Corp)	639 Nuway Circle	Lenoir	28645	100-249
Kincaid Furniture Co Inc	240 Pleasant Hill Rd	Hudson	28638	250-499
Lowes Home Centers Inc	1201 Hickory Blvd SE	Lenoir	28645	250-499
Magna Composites - Lenoir Operation	601 Hibriten Dr	Lenoir	28645	100-249
Neptco Inc	2012 Hickory Blvd SW	Lenoir	28645	100-249
Premier Homecare Llc	4096 Hickory Blvd	Granite Falls	28630	100-249
Sealed Air Corporation	2075 NW Valway Rd	Lenoir	28645	100-249
Thomasville Furniture Industries Inc	315 Elizabeth St NW	Lenoir	28645	500-999
Universal Mental Health Services Inc	524 Mulberry St SW	Lenoir	28645	250-499
Vantage Foods N C Llc	1450 Vantage Foods Ct	Lenoir	28645	100-249
Wal-Mart Associates Inc	935 Blowing Rock Blvd	Lenoir	28645	500-999
Wal-Mart Associates Inc	4780 Hickory Blvd	Granite Falls	28630	branch
Catawba County				
Bassett Furniture Industries Of Nc	1111 E 20th St	Newton	28658	250-499
Cargo Transporters Inc	3390 N Oxford St	Claremont	28610	500-999
Catawba County Schools	10 E 25th St	Newton	28658	1,000+
Catawba Valley Community College	2550 US Hwy 70 SE	Hickory	28602	500-999
Catawba Valley Medical Center	810 Fairgrove Church Rd SE	Hickory	28602	1,000+
Century Furniture Llc	126 33rd St NW	Hickory	28601	500-999
City Of Hickory	76 N Center St	Hickory	28601	500-999
Commscope, Inc.	1100 CommScope Place SE	Hickory	28602	1,000+
Corning Cable Systems Llc	1928 Main Ave SE	Hickory	28602	1,000+
County Of Catawba	100 S West Blvd	Newton	28658	1,000+
Covergys Corporation	1507 7th St SE	Hickory	28602	500-999
Draka Comteq	2512 Penny Rd	Claremont	28610	250-499
Ethan Allen Operations Inc	700 S Main Ave	Maiden	28650	250-499
Frye Regional Medical Center	420 N Center S NW	Hickory	28601	1,000+
Hdm Furniture Industries Inc	2220 US Hwy 70 SE	Hickory	28602	500-999
Hickory City Schools	432 Fourth Ave SW	Hickory	28602	500-999
Hickory Springs Mfg. Co	235 2nd Ave NW	Hickory	28601	500-999
Institution Food House Inc	543 12th St Dr NW	Hickory	28601	250-499
McCreary Modern Inc	1224 Keisler Rd SE	Conover	28613	500-999
McCreary Modern Inc	2564 S US 321 Hwy	Newton	28658	branch
Merchants Distributors Inc	543 12th St Dr NW	Hickory	28601	1,000+
Newton Conover City Schools	605 N Ashe Ave	Newton	28658	500-999
Pierre Foods	721 Shea Rd	Newton	28658	500-999
Pierre Foods	3747 E Main St	Claremont	28610	branch
Sherrill Furniture Company (A Corp)	2405 Highland Ave NE	Hickory	28601	500-999
Target Stores Div	1910 Catawba Valley Blvd SE	Hickory	28602	500-999
U S Postal Service	several branches	Catawba Co.		250-499
Wal-Mart Associates Inc	2525 US Hwy 70 SE	Hickory	28602	1,000+
Wal-Mart Associates Inc	201 Zelkova Court NW	Conover	28613	branch

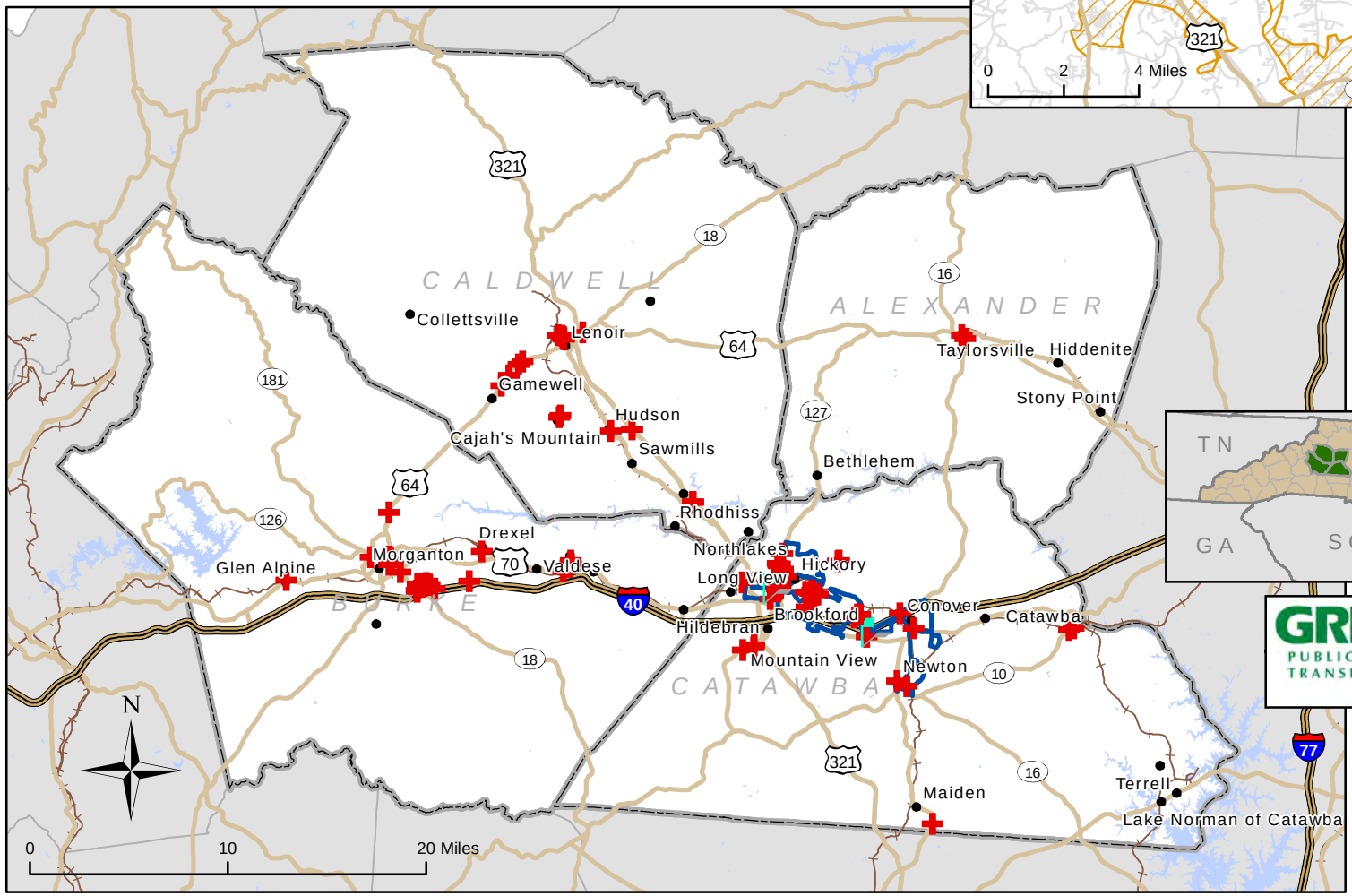
Figure 3-9: Medical Facilities

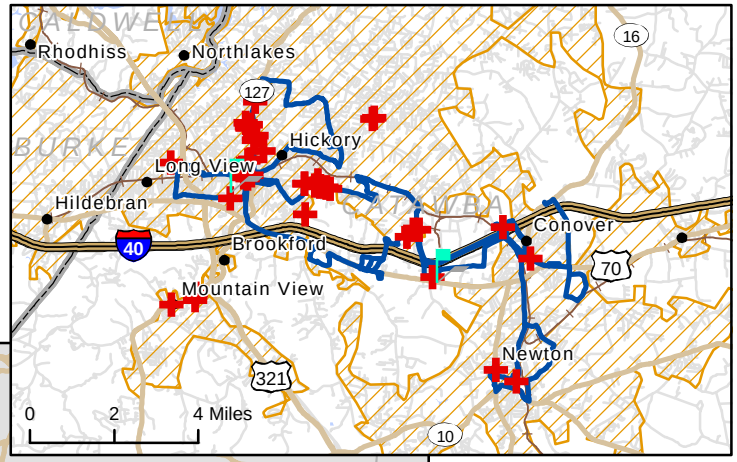
Legend

- Existing Fixed-Route Service
- WPRTA Service Area
- Hickory Urbanized Area
- Rivers/Lakes
- Cities/Towns
- Interstate Highways
- Major Highways
- Streets
- Railroads

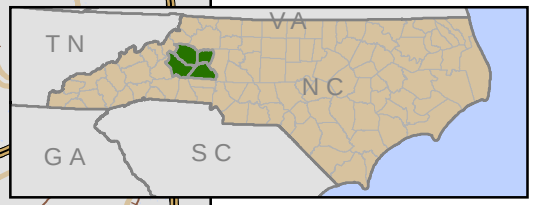
Trip Generators

- Medical Services
- Transportation Center





Enlarged Area:
Hickory Metro Area



GREENway PUBLIC TRANSPORTATION

KFH GROUP

Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

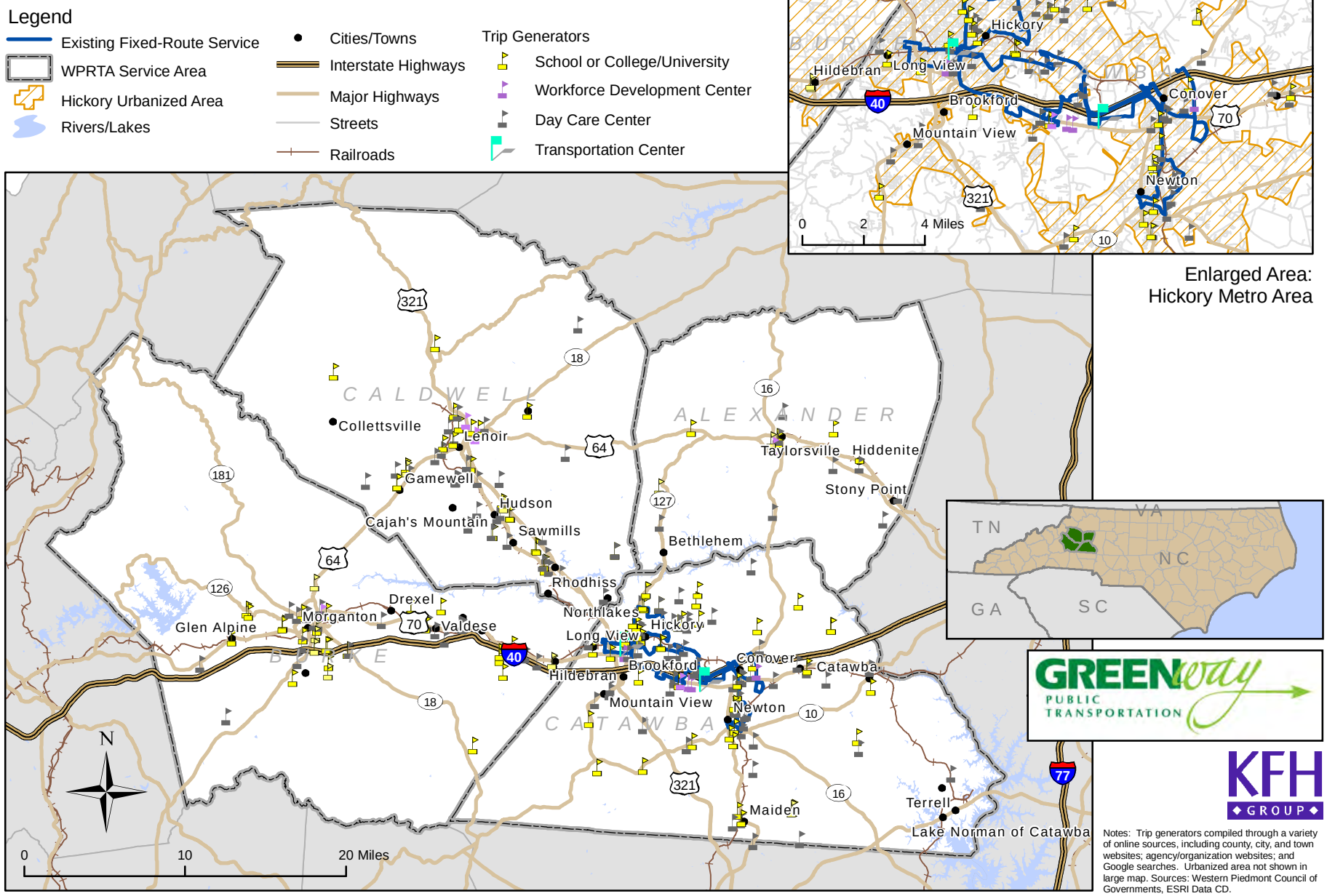
Table 3-8: Medical Facilities

Name	Address	City	Zip Code
Alexander County			
Alexander County Health Department	338 1st Ave SW	Taylorsville	28681
New River Behavioral HealthCare-Alexander Outpatient Ctr	397 3rd Ave SW	Taylorsville	28681
Burke County			
Blue Ridge Radiology	201 E Parker Rd	Morganton	28655
Broughton Hospital	1000 S Sterling St	Morganton	28655
Burke County Health Department	700 E Parker Rd	Morganton	28655
Burke Primary Care	103 Medical Heights Dr	Morganton	28655
Carolina Neurological Service (Dr.	137 W Parker Rd	Morganton	28655
Carolina Orthopaedic Specialists	503 E Parker Rd	Morganton	28655
Catawba Valley Baptist	107 Valley View St	Morganton	28655
Catawba Valley Behavioral Health	350 E Parker Rd	Morganton	28655
Drexel Medical Practice	2659 US Hwy 70	Valdese	28690
Ear, Sinus & Allergy Center	1190 Drexel Rd	Valdese	28690
Family Medical Associates	350 E Parker Rd	Morganton	28655
FMC Dialysis	145 W Parker Rd	Morganton	28655
Grace Hospital	2201 S Sterling St	Morganton	28655
Hildebran-Icard Family Medical Services	517 W Main St	Morganton	28655
Medical Heights OB-GYN, PA	352 E Parker Rd	Morganton	28655
Mental Health Partners	305 E Union St	Morganton	28655
Morganton Counseling Group	202 Bouchelle St	Morganton	28655
Morganton Eye Physicians PA	335 E Parker Rd	Morganton	28655
Morganton Internal Medicine	341 E Parker Rd	Morganton	28655
Mountain View Pediatrics	100 Medical Heights Dr	Morganton	28655
Neurological Associates	300 S Sterling St	Morganton	28655
Rutherford College Eye Clinic	813 Malcolm Blvd	Rutherford C	28612
Suber Chiropractic Center	317 Sanford Dr	Morganton	28655
Table Rock Family Medicine	301 Linville St	Morganton	28655
The Doctors Clinic	720 Malcolm Blvd	Rutherford C	28612
Valdese General Hospital	720 Malcolm Blvd	Valdese	28690
Valdese Wound Care Center	722 Malcolm Blvd	Valdese	28612
Western Piedmont Clinic	560 Malcolm Blvd	Connelly Spri	28612
Western Piedmont Heart Centers	149 W Parker Rd	Morganton	28655
Women's Health Group	607 E Parker Rd	Morganton	28655
Caldwell County			
Appalachian Counseling and Evaluation Center	2780 Morganton Blvd	Lenoir	28645
Caldwell Acute Care Specialists	321 Mulberry St SW	Lenoir	28645
Caldwell County Health Department	2345 Morganton Blvd SW	Lenoir	28645
Caldwell Family Care Center	212 Mulberry St SW	Lenoir	28645
Caldwell Internal Medicine	322 Mulberry Street SW	Lenoir	28645
Caldwell Memorial Hospital	321 Mulberry St SW	Lenoir	28645
Caldwell Urology Associates	322 Mulberry Street SW	Lenoir	28645
Hallmark Family Physicians	1766 Connelly Springs Rd	Lenoir	28645
Helping Hands Clinic of Caldwell County	810 Harper Ave NW	Lenoir	28645
Main Street Medical Park	589 Main St	Hudson	28638
Mulberry Pediatrics	401 Mulberry St SW	Lenoir	28645
New Directions CS (counseling agency)	315 Wilkesboro Blvd NE	Lenoir	28645
New River Behavioral HealthCare-Caldwell Outpatient Ctr	2415 Morganton Blvd SW	Lenoir	28645
Piedmont Therapy (Hudson Location)	3060 Hickory Blvd	Hudson	28638
Southfork Medical Park	1731 Connelly Springs Rd	Lenoir	28645
The Falls Medical Park (PLUS Urgent Care)	4355 Hickory Blvd	Granite Falls	28630

Table 3-8: Medical Facilities

Name	Address	City	Zip Code
Caldwell County (continued)			
The Falls Neurology & Memory Center	4355 Hickory Blvd	Granite Falls	28630
The Falls Pediatrics	4355 Hickory Blvd	Granite Falls	28630
The Falls Pulmonary Center	4355 Hickory Blvd	Granite Falls	28630
Unifour-Hart Urgent Care	3060 Hickory Blvd	Hudson	28638
Westpointe Medical Practice	2651 Morganton Blvd	Gamewell	28645
Catawba County			
Carolina Foot Ankle	1501 Tate Blvd	Hickory	28601
Carolina Orthopedic Physical	2165 Medical Park Dr	Hickory	28602
Catawba Family Practice	200 2nd Ave	Catawba	28609
Catawba Nutrition Site	409 E Central Ave	Catawba	28609
Catawba Valley Behavioral Health	327 1st Ave NW	Hickory	28601
Catawba Valley Internal Medicine	1771 Tate Blvd SE	Hickory	28602
Catawba Valley Medical Services (Fairgrove Primary Care)	810 Fairgrove Church Rd SE	Hickory	28601
Childhealth Center	1375 4th St Dr NW	Hickory	28601
Children's Neurotherapy Service Clinic	1087 13th St SE	Hickory	28602
Conover Family Practice	305 1st St E	Conover	28613
Cooperative Christian Ministry (CCM) Health Care Ctr	31 1st Ave SE	Hickory	28602
Crossroads Counseling Center	858 2nd Street NE	Hickory	28601
Fairgrove Primary Health	3412 Greystone Pl	Conover	28613
FMC - Hickory Dialysis	1899 Tate Blvd	Hickory	28601
Fresenius Med. Ser. of Catawba Valley (NW Dialysis)	301 10th St NW	Conover	28613
Frye Regional Medical Services	420 N Center S NW	Hickory	28601
Frye Vein and Wound Care Center	415 N Center St	Hickory	28601
Graystone Ear, Nose, and Throat	1505 Tate Blvd SE	Hickory	28601
Health Check	3070 11th Ave Dr SE	Hickory	28602
Hickory Cardiology	1771 Tate Blvd SE	Hickory	28601
Hickory Good Samaritan Clinic	131 Main Ave NE	Hickory	28603
Hickory Internal Medicine	50 13th Ave NE	Hickory	28601
Hickory Orthopaedic Center	214 18th St SE	Hickory	28603
Hickory Surgical	415 N Center St NW	Hickory	28601
Independent Rehab	2661 NC Hwy 127 S	Hickory	28601
Maiden Eye Clinic	503 Island Ford Rd	Maiden	28650
Mental Health Partners	1985 Tate Blvd SE	Hickory	28602
Mountain View Eye Center	3038 Hwy 127 S	Hickory	28602
New Directions CS (counseling agency)	201 Government Ave SW	Hickory	28602
Newton Vision Center (Dr. Reeves)	110 E A St	Newton	28658
Northwest Dialysis	1899 Tate Blvd SE	Hickory	28601
NW Oncology	225 18th St SE	Hickory	28601
Pain Relief Center	1224 Commerce St SW	Conover	28613
Piedmont Endocrinology	311 9th Ave Dr	Hickory	28601
Piedmont Medical Supply	752 4th St SW	Hickory	28602
Piedmont Rheumatology	225 18th St SE	Hickory	28602
Reed Dermatology	1870 N Center St	Hickory	28601
Southeastern Eye Clinic	27 13th Ave NW	Hickory	28601
Springs Road Family Practice	2359 Springs Rd NE	Hickory	28601
Tate Medical Commons	1781 Tate Blvd	Hickory	28601
Unifour Medical Commons	1771 Tate Blvd SE	Hickory	28601
Unifour Pain Treatment Center	250 18th Street Cir SE	Hickory	28602
Viewmont Urology Clinic	1202 N Center St	Hickory	28601

Figure 3-10: Educational Institutions



Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Table 3-9: Educational Facilities

Type	Name	Address	City	Zip Code
Alexander County				
College/University	CVCC Alexander Center	345 Industrial Blvd	Taylorsville	28681
Day Care Center	Alexander County Headstart	5860 US Hwy 64/90 W	Taylorsville	28681
Day Care Center	Bethlehem Baptist Daycare	7500 NC Hwy 127	Taylorsville	28681
Day Care Center	Calling Kids Child Dev. Center	191 Ervin St	Hiddenite	28636
Day Care Center	First Baptist Church Child Dev. Center	321 W Main St	Taylorsville	28681
Day Care Center	Lulu's Child Enrichment Center	135 One Comfortable Place	Taylorsville	28681
Day Care Center	Millersville Child Dev. Center	130 Millersville Rd	Taylorsville	28681
Day Care Center	Salem Sloan Child Enrichment Center	4485 Old Mountain Rd	Stony Point	28678
Day Care Center	Small Hands Day Care	531 Stony Point School Rd	Stony Point	28678
Day Care Center	Stay-N-Play	560 Jay Burke Rd	Taylorsville	28681
Educational Facility	Alexander County Center Cooperative Extension	376 1st Ave SW	Taylorsville	28681
School	Alexander Central High School/Child Dev. Center	223 School Drive	Taylorsville	28681
School	Alternative Learning Program	6125 NC Hwy 16 S	Taylorsville	28681
School	East Middle School	1285 White Plains Rd	Hiddenite	28636
School	West Alexander Middle School	85 Bulldog Ln	Taylorsville	28681
Workforce Dev.	Employment Security Commission-Alexander Co.	606 7th St SW	Taylorsville	28681
Burke County				
College/University	Western Piedmont Community College	1001 Burkemont Ave	Morganton	28655
Day Care Center	As We Grow Child Development Center	525 Hopewell Rd	Morganton	28655
Day Care Center	Burgess Day Care	206 North St	Morganton	28655
Day Care Center	Calvary Baptist Day Care	407 S Green St	Morganton	28655
Day Care Center	Child Enrichment Center	2178 Hwy 70	Connelly Springs	28612
Day Care Center	Circle of Friends Child Care Center	240 Bravard St	Valdese	28690
Day Care Center	Creative Beginnings	113 Bost Rd	Morganton	28655
Day Care Center	Debbie's Day Care	301 Perkins Rd SE	Valdese	28690
Day Care Center	East Burke Middle Before & After School Program	3159 Miller Bridge Rd	Connelly Springs	28612
Day Care Center	First Baptist Church Child Dev. Center	500 Faet St NW	Valdese	28690
Day Care Center	First United Methodist Child Dev. Center & Preschool	200 N King St	Morganton	28655
Day Care Center	George Hildebrand Before & After School Care	8078 George Hildebrand School Rd	Connelly Springs	28612
Day Care Center	Giggles N' Grins Child Care & Learning Center	402 Mountain View Dr	Morganton	28655
Day Care Center	Giggles N' Grins Child Care & Learning Center Too	401 Morgan St	Valdese	28690
Day Care Center	Governor Morehead Preschool	517 W Fleming Dr	Morganton	28655
Day Care Center	Icard Elementary Child Care	3087 Icard School Rd	Connelly Springs	28612
Day Care Center	Jack & Jill Day Care Center	201 Vinetta Dr	Morganton	28655
Day Care Center	Kiddie Kampus	3681 Curleys Fish Camp Rd	Connelly Springs	28612
Day Care Center	Miss Sheila's	3710 Kathy Rd	Morganton	28655
Day Care Center	Morganton Christian Academy & Pre-School	201 Believers Way	Morganton	28655
Day Care Center	Mountain View Day Care	635 Bouchelle St	Morganton	28655
Day Care Center	Nanny G's Child Care & Development	4178 Mineral Springs Mountain Rd	Connelly Springs	28612
Day Care Center	New Beginnings Preschool & Nursery	2708 Conley Rd	Morganton	28655
Day Care Center	Playworks Learning Center	631 Malcolm Blvd	Connelly Springs	28612
Day Care Center	Quaker Meadows Generations	800 N Green St	Morganton	28655
Day Care Center	Ritchie Home Learning Center	2713 Icard Rhodhiss Rd	Connelly Springs	28612
Educational Facility	Burke County Center Cooperative Extension	130 Ammons Dr	Morganton	28655
School	Burke Middle College	1001 Burkemont Ave	Morganton	28655
School	College Street Academy	510 College St	Morganton	28655
School	East Alternative Learning Program	213 1st St SW	Hildebran	28637
School	East Burke High School	3695 East Burke Blvd	Connelly Springs	28612
School	East Burke Middle School	3519 Miller Bridge Road	Connelly Springs	28612
School	Freedom High School/Burke Even Start	511 Independence Blvd	Morganton	28655
School	Heritage Middle School	1951 Enon Rd	Valdese	28690
School	Icard East Burke High School	3695 E Burke Blvd	Morganton	28655
School	Jimmy C Draughn High School	709 Lovelady Rd NE	Valdese	28690
School	Liberty Middle School	529 Enola Rd	Morganton	28655
School	NC School for the Deaf	517 W Fleming Dr	Morganton	28655
School	North Liberty	523 Enola Rd	Morganton	28655
School	Robert L. Patton High School	701 Enola Rd	Morganton	28655
School	Table Rock Middle School	1585 Hwy 126	Morganton	28655
School	Walter R Johnson Middle School	701 Lenoir Rd	Morganton	28655
Workforce Dev.	Employment Security Commission/Career Connections Center-Burke Co.	720 E Union St	Morganton	28655

Table 3-9: Educational Facilities

Type	Name	Address	City	Zip Code
Caldwell County				
College/University	Caldwell Community College and Technical Institute	2855 Hickory Blvd	Hudson	28638
Day Care Center	A New Beginning Children's Learning Center	2126 SW Haven Circle	Lenoir	28645
Day Care Center	Bernhardt Creative Beginnings	1966 K Morganton Blvd SW	Lenoir	28645
Day Care Center	Bright Beginnings Childcare Center	12 Dudley Ave	Granite Falls	28630
Day Care Center	Caldwell Academy Child Care Center	1302 Norwood St SW	Lenoir	28645
Day Care Center	Caldwell County Even Start Family Literacy	609 Harper Ave	Lenoir	28645
Day Care Center	Catawba Valley Preschool	4188 Littlejohn Rd	Lenoir	28645
Day Care Center	Cedar Valley Day Care	204 Cedar Valley Rd	Hudson	28638
Day Care Center	Children's Palace Child Care Center	1108 Rosedale Dr	Lenoir	28645
Day Care Center	Collettsville Wrap Around	4690 Collettsville School Rd	Collettsville	28611
Day Care Center	Countryside Child Care	50 Pinewood Plaza Dr	Granite Falls	28630
Day Care Center	Covenant Care	6062 Petra Mill Rd	Granite Falls	28630
Day Care Center	Debbie's Darlings Daycare	2228 Olde Well Rd	Hudson	28638
Day Care Center	Grogan's Small World #1	2322 Keith Ave	Granite Falls	28630
Day Care Center	Grogan's Small World #2	4111 Austin Rd	Hudson	28638
Day Care Center	Happy Heart Kids	2145 Kincaid Hill Rd	Lenoir	28645
Day Care Center	Harris Chapel Preschool	1444 Cajah Mountain Rd	Hudson	28638
Day Care Center	Impressions Home Learning Center	4945 Hwy 90	Collettsville	28611
Day Care Center	Kids Christian Academy	420 Virginia St	Lenoir	28645
Day Care Center	Kids Clubhouse	4150 Ruritan Club Rd	Hudson	28638
Day Care Center	Lacey's Place	1130 Rosedale Dr	Lenoir	28645
Day Care Center	Lenoir Christian Academy Church	1002 Lower Creek Dr NE	Lenoir	28645
Day Care Center	Lenoir Preschool Academy	966 Creekway Dr	Lenoir	28645
Day Care Center	Little Cubs Daycare	493 Pine Mountain Rd	Hudson	28638
Day Care Center	Mrs. Julie's Daycare	529 Circle Dr	Hudson	28638
Day Care Center	Northside Children's Learning Center	1440 Blowing Rock Blvd	Lenoir	28645
Day Care Center	Oak Hill Community Learning Center	4607 Oak Hill School Rd	Lenoir	28645
Day Care Center	Prime Time Youth Focus	1302 Norwood St SW	Lenoir	28645
Day Care Center	Shirley Austin's Day Care	321 Sunset St	Hudson	28638
Day Care Center	Tender Years Learning Center	206 Timberbrook Ln	Granite Falls	28603
Day Care Center	The School Age Enrichment Center	9 Circle St	Granite Falls	28603
Day Care Center	Totland Childcare	2888 Lackey Place	Lenoir	28645
Day Care Center	Watson Child Development Center	2644 Spears Rd	Lenoir	28645
Educational Facility	Caldwell County Center Cooperative Extension	120 Hospital Ave NE	Lenoir	28645
School	Caldwell Career Center Middle College	2857 Hickory Blvd	Hudson	28638
School	Caldwell Early College High	2855 Hickory Blvd	Hudson	28638
School	Gamewell Middle School	3210 Gamewell School Rd	Lenoir	28645
School	Granite Falls Middle School	90 N Main St	Granite Falls	28630
School	Happy Valley School	1350 Yadkin River Rd	Lenoir	28645
School	Hibriten High School	550 E Boulevard	Lenoir	28645
School	Hudson Middle School	291 Pine Mountain Rd	Hudson	28638
School	South Caldwell High School	7035 Spartan Dr	Hudson	28638
School	West Caldwell High School	300 W Caldwell Dr	Lenoir	28645
School	William Lenoir Middle School	332 Greenhaven Dr NW	Lenoir	28645
Workforce Dev.	Employment Security Commission-Caldwell Co.	504 Wilkesboro Blvd SE	Lenoir	28645
Workforce Dev.	Goodwill Industries Resource Center/Skills Training	960 Blowing Rock Blvd NE	Lenoir	28645
Catawba County				
College/University	Catawba Valley Community College (CVCC)	2550 US Hwy 70 SE	Hickory	28602
College/University	CVCC East Campus	2760 Hwy 70 SE	Hickory	28602
College/University	CVCC Newton Center	119 N College Ave	Newton	28658
College/University	Lenoir-Rhyne University	625 7th Ave NE	Hickory	28601
Day Care Center	A New Beginning Children's Learning Center	15 E 22nd St	Newton	28658
Day Care Center	Abernethy Memorial Child Dev. Center	1300 N Main St	Newton	28658
Day Care Center	Apple Tree Academy/Conover	401 Rock Barn Road	Conover	28613
Day Care Center	Apple Tree/Hickory	1031 Fairgrove Church Road	Hickory	28602
Day Care Center	Bandy's Child Care Center	5040 E Bandys Cross Rd	Catawba	28609
Day Care Center	Bethlehem United Methodist Child Dev. Center	3214 Catawba St	Claremont	28610
Day Care Center	Brighten Academy Preschool	8057 Island Point Rd	Sherrills Ford	28673
Day Care Center	Catawba Child Development	2481 B and B Road	Claremont	28610
Day Care Center	Catawba Elementary Kid Connection	5415 Hudson Chapel Rd	Catawba	28609
Day Care Center	Catawba Ridge Child Development	1635 20th Avenue Drive NE	Hickory	28601
Day Care Center	Catawba Valley Comm. College: Child Dev. Ctr	2550 US Hwy 70 SE	Hickory	28602
Day Care Center	Chesterbrook Academy	2751 South Nc 127 Hwy	Hickory	28602

Table 3-9: Educational Facilities

Type	Name	Address	City	Zip Code
Catawba County (continued)				
Day Care Center	Children's Academy 1	411 10th Avenue Drive NE	Hickory	28601
Day Care Center	Children's Academy 2	3451 Highland Avenue NE	Hickory	28601
Day Care Center	Christ Church Child Development Center	2416 Zion Church Rd	Hickory	28602
Day Care Center	Community Ridge Day Care Center	243 7th Ave SW	Hickory	28603
Day Care Center	Concordia Lutheran Preschool	215 5th Ave SE	Conover	28613
Day Care Center	Conover Academy Day Care	218 3rd Ave SE	Conover	28613
Day Care Center	Creative Children Child Development	2615 W NC 10 Hwy	Newton	28658
Day Care Center	Dragonflies Daycare	2363 Ann St	Claremont	28610
Day Care Center	D's Loving Day Care	423 3rd Avenue SE	Hickory	28602
Day Care Center	East Newton Play School	55 S Gaither Ave	Newton	28658
Day Care Center	Eastern Catawba Cooperative Christian Ministry (ECCCM) Head Start Fairgrove	3169 12th Ave SE	Hickory	28602
Day Care Center	ECCCM Head Start Longview	2805 1st Ave NW	Hickory	28601
Day Care Center	ECCCM Head Start Newton	310 S Ervin Ave	Newton	28658
Day Care Center	First Baptist Church Children's Center	50 Main St	Maiden	28650
Day Care Center	First Baptist Church of Hickory-Child Dev. Center	339 2nd Ave NW	Hickory	28601
Day Care Center	Footsteps Child Care Center	5122 Fleetwood Dr	Hickory	28602
Day Care Center	Hickory Montessori School	2210 18th Ave NE	Hickory	28601
Day Care Center	Hickory Play School #1	925 5th St NE	Hickory	28601
Day Care Center	Jump Start Academy	2615 NC Hwy 10 W	Newton	28658
Day Care Center	Kids Only of NC	2952 N Oxford St	Claremont	28610
Day Care Center	LeGrande Learning Center	3720 N Center St	Hickory	28601
Day Care Center	Lincoln Catawba Christian Academy	935 Island Ford Rd	Maiden	28659
Day Care Center	Little Folks School East	410 21st St SE	Hickory	28602
Day Care Center	Love-N-Care YMCA Child Dev. Center	249 E N St	Newton	28658
Day Care Center	Metz Tutor Care	1561 Prison Camp Rd	Newton	28658
Day Care Center	Miss Millie's Child Care Center	2853 Water Plant Rd	Maiden	28650
Day Care Center	Montessori Children's House	935 E 11th St	Newton	28658
Day Care Center	Mount Sinai Baptist Church	100 6th Avenue Northeast	Catawba	28609
Day Care Center	Northlakes Academy	5638 Grace Chapel Rd	Hickory	28601
Day Care Center	Our Saviour Lutheran Church	2160 35th Avenue Drive NE	Hickory	28601
Day Care Center	Oxford Elementary Kid Connection	5915 Oxford School Rd	Claremont	28610
Day Care Center	Quality Care Child Dev. Center	2830 23rd Ave NE	Hickory	28601
Day Care Center	Rhonda's Day Care Center	1314 N Ashe Ave	Newton	28658
Day Care Center	Rosenwald Preschool Academy	510 Potts St	Maiden	28650
Day Care Center	Setzer's Day Care Center	3102 Short Rd	Hickory	28602
Day Care Center	Shelia's Kids Day Care	3116 E Maiden Rd	Maiden	28650
Day Care Center	St. Peter's Lutheran Church Preschool	6175 St Peters Church Rd	Conover	28613
Day Care Center	St. Stephen's Lutheran Preschool	2304 Springs Rd	Hickory	28601
Day Care Center	Tabernacle Baptist Christian School	1225 29th Avenue Dr NE	Hickory	28601
Day Care Center	Tender Care Child Dev. Center	3375 NC Hwy 127 S	Hickory	28602
Day Care Center	The Sandbox	2555 Tate Blvd SE	Hickory	28603
Day Care Center	TLC Day Care	1753 28th St NE	Hickory	28601
Day Care Center	Tri-City Baptist Church Day Care	2257 NC Hwy 16	Conover	28613
Day Care Center	Tyndall Center for Early Childhood	4431 County Home Rd	Conover	28613
Day Care Center	Wee Care Kiddie Kollege	1801 Conover Blvd	Conover	28613
Day Care Center	Woodlawn Baptist Child Dev. Center	440 7th Street Place SW	Conover	28613
Day Care Center	Word of Life Academy	1651 East P Street Ext	Newton	28658
Educational Facility	Appalachian State University Center at Hickory	2760 Hwy 70 SE	Hickory	28602
Educational Facility	Catawba County Center Cooperative Extension	1117 S Brady Ave	Newton	28658
Educational Facility	North Carolina Center for Engineering Technologies	1990 Main Ave SE	Hickory	28602
School	Catawba Valley High School	409 8th Avenue NE	Hickory	28601
School	Conover School	108 7th St Pl SW	Conover	28613
School	Grandview Middle School	451 Catawba Valley Blvd	Hickory	28602
School	Hickory High School/Child Dev. Center	1234 3rd Street NE	Hickory	28601
School	Northview Middle School	302 28th Avenue NE	Hickory	28601
Workforce Dev.	Career Connections Center - Catawba County	2550 Hwy 70 SE	Hickory	28658
Workforce Dev.	Catawba County JobLink Center	2760 Hwy 70 SE	Newton	28601
Workforce Dev.	Catawba County Workforce Development Center	413 Thornburg Dr	Conover	28613
Workforce Dev.	Employment Security Commission-Catawba Co.	3301 Hwy 70 SE	Newton	28658
Workforce Dev.	Vocational Rehabilitation Office (Hickory Unit)	425 7th Ave SW	Hickory	28602

transportation alternative for government employees to commute to work, which makes a bigger impact where local government is a major employer. Public libraries, typically a function of local government, have also been included in this category. Youth and other residents without access to a personal vehicle likely depend on transit to access library materials or use public internet services. Figure 3-11 portrays the municipal facilities and public libraries in the region; the physical addresses are included in Table 3-10.

Human Service Agencies

Human service agencies provide assistance and aid to residents in fields such as aging, child support, mental health and rehabilitation, as well as other general social services. Shown in Figure 3-12, the human service agencies within the region include congregate meal sites, soup kitchens, shelters, and organizations dedicated to assisting persons with mental or physical disabilities. Senior centers are also included in this category because numerous activities and services are provided at these sites, which often act as community hubs for the local population of older adults. Public transportation is often the only means of transportation for people who need the assistance offered by human service agencies. Further information regarding these destinations is included in Table 3-11.

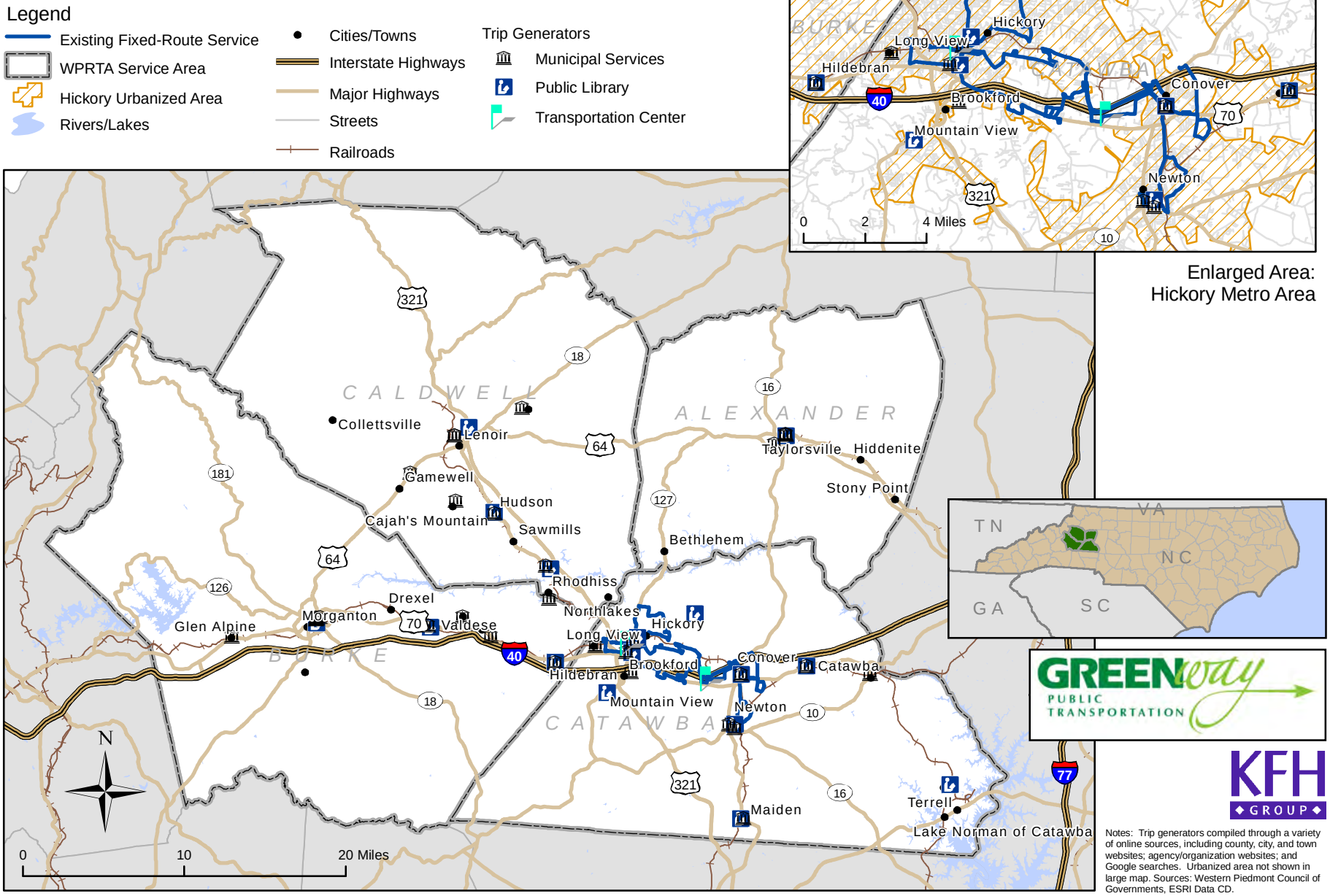
Shopping Destinations

The shopping destinations displayed in Figure 3-13 mainly include combinations of stores classified as malls or plazas, rather than identifying every individual retail store in the region. However, several large retail establishments such as Walmart and K-Mart were identified as shopping destinations, since persons with lower incomes may not have access to an automobile and are more likely to depend on transit for shopping opportunities at these relatively affordable retailers. Grocery stores and pharmacies are also included in this category, since they are often housed in the same site or shopping center. The addresses of these destinations are included in Table 3-12.

Recreational Opportunities

Various destinations for recreational opportunities are mapped in Figure 3-14. Most recreational destinations are local parks and recreation centers, which include community pools and senior activity sites; therefore, transit service is particularly important to help youth, older adults, and families without access to personal vehicles to access these opportunities. Several theaters, museums, and other cultural venues are also included as recreational opportunities. Further information is listed in Table 3-13.

Figure 3-11: Municipal Services and Libraries

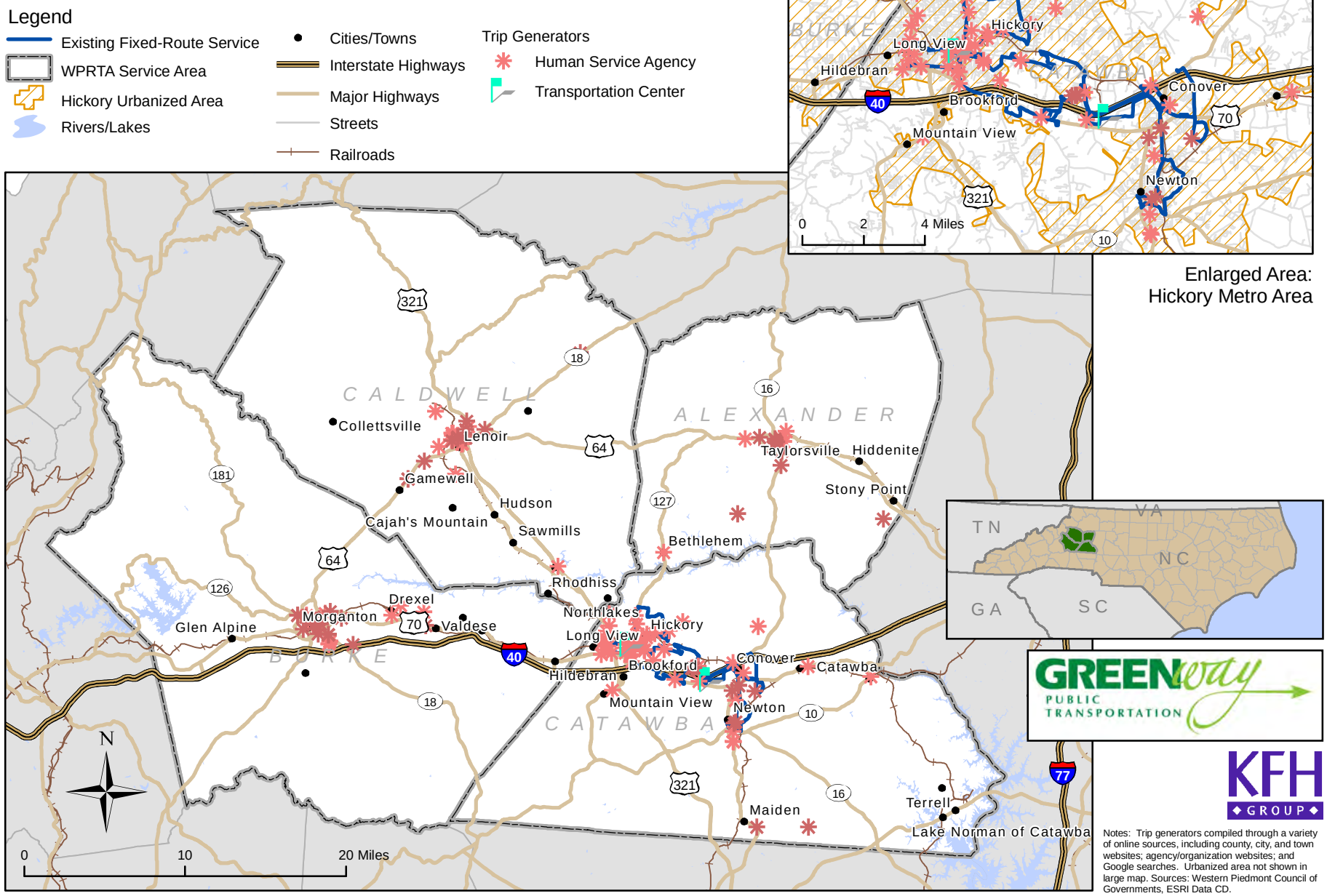


Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Table 3-10: Municipal Services and Libraries

Type	Name	Address	City	Zip Code
Alexander County				
Municipal Services	Alexander County Chamber of Commerce	16 W Main Ave	Taylorsville	28681
Municipal Services	Alexander County Government	621 Liledoun Rd	Taylorsville	28681
Municipal Services	Town of Taylorsville Office	67 Main Ave Dr SE	Taylorsville	28681
Public Library	Alexander County Library	77 First Ave SW	Taylorsville	28681
Burke County				
Municipal Services	Burke County Government Center	200 Avery Ave	Morganton	28655
Municipal Services	Burke Service Building (includes Veterans Services)	110 N Green St	Morganton	28680
Municipal Services	Connelly Springs Town Hall	1030 US Hwy 70	Connelly Springs	28612
Municipal Services	Drexel Town Hall	202 Church St	Drexel	28619
Municipal Services	Glen Alpine Town Hall	103 Pitts St	Glen Alpine	28655
Municipal Services	Hildebran Town Hall	202 S Center St	Hildebran	28637
Municipal Services	Morganton City Hall	305 E Union St	Morganton	28655
Municipal Services	Rutherford College Town Hall	980 Malcolm Blvd	Rutherford College	28612
Municipal Services	Valdese Town Hall	121 Faet St SW	Valdese	28690
Public Library	C.B. Hildebrand Public Library	201 S Center St	Hildebran	28637
Public Library	Morganton Public Library	204 S King St	Morganton	28655
Public Library	Valdese Public Library	213 St Germain Ave SE	Valdese	28690
Caldwell County				
Municipal Services	Cajah's Mountain Town Hall	1800 Connelly Springs Rd	Lenoir	28645
Municipal Services	Caldwell County Government Offices	905 W Ave NW	Lenoir	28645
Municipal Services	Cedar Hall Village Hall	2065 Cedar Rock Estate Dr	Lenoir	28645
Municipal Services	Gamewell Town Office	2750 Old Morganton Blvd	Lenoir	28645
Municipal Services	Granite Falls Town Hall	30 Park Square	Granite Falls	28630
Municipal Services	Hudson Town Hall	550 Central St	Hudson	28638
Municipal Services	Lenoir City Hall	801 W Ave NW	Lenoir	28645
Municipal Services	Rhodhiss Town Hall	200 Burke St	Rhodhiss	28667
Municipal Services	Sawmills Town Hall	4068 Hwy 321-A	Granite Falls	28630
Public Library	Granite Falls Library	24 S Main St	Granite Falls	28630
Public Library	Hudson Library	530 Central St	Hudson	28638
Public Library	Lenoir Library	120 Hospital Ave NE	Lenoir	28645
Catawba County				
Municipal Services	Brookford Town Hall	1700 S Center St	Hickory	28602
Municipal Services	Catawba County Government Center and Justice Center	100 Southwest Blvd	Newton	28658
Municipal Services	Catawba Town Hall	102 First St NW	Catawba	28609
Municipal Services	Claremont City Hall	3288 E Main St	Claremont	28610
Municipal Services	Conover City Hall	101 1st St E	Conover	28613
Municipal Services	Hickory City Government	76 N Center St	Hickory	28601
Municipal Services	Long View Town Hall	2404 1st Ave SW	Long View	28602
Municipal Services	Maiden Town Hall	113 W Main St	Maiden	28650
Municipal Services	Newton City Hall	401 N Main Ave	Newton	28658
Municipal Services	Western Piedmont Council of Governments	736 4th St SW	Hickory	28602
Public Library	Claremont Library	3288 E Main St	Claremont	28610
Public Library	Conover Library	101 1st St E	Conover	28613
Public Library	Maiden Library	11 S A Ave	Maiden	28650
Public Library	Newton Library-Main Branch	115 W C St	Newton	28658
Public Library	Patrick Beaver Memorial Library	375 3rd St NE	Hickory	28601
Public Library	Ridgeview Branch Library	706 1st St SW	Hickory	28602
Public Library	Sherrills Ford Library	8456 Sherrills Ford Rd	Sherrills Ford	28673
Public Library	Southwest Library	2944 Hwy 127 S	Hickory	28602
Public Library	St. Stephens Library	3225 Springs Rd	Hickory	28601

Figure 3-12: Human Service Agencies



Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Table 3-11: Human Service Agencies

Name	Address	City	Zip Code	Details
Alexander County				
Alexander County Department of Social Services	334 7th St SW	Taylorsville	28681	Employment assessment, job search, issues food stamps to those registered for work
Alexander County Mental Health/Substance Abuse Program	326 1st Ave SW	Taylorsville	28681	Provides counseling
Alexander County Partnership for Children	1565 NC Hwy 90 W	Taylorsville	28681	Parenting Classes @ Alexander Co. Head Start
Alexander International Center	347 1st Ave SW	Taylorsville	28681	
Alexander Senior Center	730 7th St SW	Taylorsville	28681	
Christian Crisis Center	223 5th Ave SW	Taylorsville	28681	Emergency assistance, thrift store for "getting started" food and clothing
Domestic Violence Resource Center	PO Box 652	Taylorsville	28681	Family violence services
Emergency Management	255 Liledoun Rd	Taylorsville	28681	housing/emergency shelter
Family Care Center	1668 Hwy 16 S	Taylorsville	28681	Employment assessment
Friendship Lutheran Church (Congregate Meal Site)	5300 Church Rd	Taylorsville	28681	
Goodwill Industries	606 7th St SW	Taylorsville	28681	
Goodwill Industries	907 NC Hwy 16 S	Taylorsville	28681	
New Salem Presbyterian Church (Congregate Meal Site)	4415 Old Mountain Rd	Stony Point	28678	
Salvation Army Thrift Store	226 Westgate Dr	Taylorsville	28681	
United Way of Alexander County	1867 US Hwy 64	Taylorsville	28681	
Universal Mental Health	387 3rd Ave SW	Taylorsville	28681	
Burke County				
American Red Cross	1607 Highland Ave	Morganton	28655	
ARP/Phoenix	1001 E Union St	Morganton	28655	Provides comprehensive behavioral heal services for individuals with mental health issues or substance abuse problems
Blue Ridge Community Action	800 N Green St	Morganton	28655	Includes Generations Adult day care and Quaker Meadows Day Care
Burke County Department of Social Services	700 E Parker Rd	Morganton	28655	
Burke County United Way	301 E Meeting St	Morganton	28655	Offers emergency shelter and food assistance
Burke Mission Station (Good Samaritan Clinic)	305 W Union St	Morganton	28655	Houses 6 major service organizations, Adult Dental Clinic
Christian Ministries	500 S Green St	Morganton	28655	Offers emergency shelter and food assistance
ComServ, Inc.	105 Scroggs Ct	Morganton	28680	Opportnities for persons with disabilities, incl supported living, employment services. Serves Alexander, Burke, Caldwell, McDowell Counties
EGAP Transitional Housing	410 Mimosa Ave	Morganton	28655	Recovery Housing for men 18-25, structured program for sex offenders
Family Suppoty Network (FSN)/HOPE	300 Enola Rd	Morganton	28655	Info and referral for parents of children with special needs, serves Alexander, Burke, Caldwell, Catawba, and McDowell Counties
Flynn Christian Fellowship Home	721 W Union St	Morganton	28655	Halfway house
Foothills Mental Health	306 S King St	Morganton	28655	
Generations Adult Day/Health Service Center	800 N Green St	Morganton	28655	
J. Iverson Riddle Institute	300 Enola Rd	Morganton	28655	
Legail Aid of North Carolina	211 E Union St	Morganton	28655	Provides free legal services to low-income persons
Life Works	205 E Union St	Morganton	28655	Counseling and therapy
Morganton Housing Authority	644 1st St	Morganton	28655	
Morganton/Burke Senior Center	501 N Green St	Morganton	28655	
National Alliance on Mental Illness Western Carolina	200 Enola Rd	Morganton	28655	
NC Division of Vocational Rehabilitation Services	200 Enola Rd	Morganton	28655	Promotes employment and independence for people with disabilities
Old Rock School - Teacher's Cottage (Congregate Meal Site)	400 Main St W	Valdese	28690	Operated by Valdese Community Affairs Dept, incudes auditorium and meeting rooms
Options Victims Assistance	412 E Meeting St	Morganton	28655	Offers emergency shelter and food assistance
Oxford Home for Men	250 N Anderson	Morganton	28655	Offers emergency shelter and food assistance
Salvation Army Thrift Store	420 W Fleming Dr	Morganton	28655	
The Counseling Group, Inc.-Morganton Office	1301 S Sterling St	Morganton	28655	Human services, counseling, social work
The Meeting Place	701 E Meeting St	Morganton	28655	Emergency shelter, 4 units
The Outreach Center	500 E Fleming Dr	Morganton	28655	Food Bank
Universal Mental Health	301 E Meeting St	Morganton	28655	
Valdese Housing Authority	1402 Lydia Ave	Valdese	28690	

Table 3-11: Human Service Agencies

Name	Address	City	Zip Code	Details
Caldwell County				
Adult Life Programs	1002 Kirkwood St	Lenoir	28645	Adult Day Care for elderly and persons with disabilities
Blue Ridge Community Action	107 E Norwood St SW	Lenoir	28644	Offers housing, educational assistance to eligible clients, emergency shelter and food
Caldwell County Department of Social Services	2345 Morganton Blvd SW	Lenoir	28645	Food stamps, work first, energy assistance
Caldwell County United Way	108 Crestline Place NE	Lenoir	28645	Offers emergency shelter and food assistance
Caldwell Halfway House	951 Kenham Place	Lenoir	28645	Shelter, food, job assistance
Centro Latino-Caldwell Co.	328 Woodsway Ln NW	Lenoir	28645	
Community Action	107 Norwood St SW	Lenoir	28644	Offers emergency shelter and food assistance
ComServ, Inc.-Clinical Team Office	2762 Morganton Blvd SW	Lenoir	28645	
ComServ, Inc.-Gateway Opportunities	2764 Morganton Blvd SW	Lenoir	28645	Adult day program
Goodwill Industries	960 Blowing Rock Blvd NE	Lenoir	28645	Donation Center, retail store
Kings Creek Baptist Church (Congregate Meal Site)	4698 Kings Creek Church Rd	Lenoir	28645	
Kwanzaa Family Inn	1631 Old North Rd	Lenoir	28645	Homeless shelter/transitional home for women and children, provided 3 meals/day and transportation to appointments
Lenoir Housing Authority	431 Vance St NW	Lenoir	28645	
Lenoir Soup Kitchen	1113 College Ave SW	Lenoir	28645	Offers hot meals
NC Division of Vocational Rehabilitation Services	675 Pennton Ave SW	Lenoir	28645	Promotes employment and independence for people with disabilities
Salvation Army-Lenoir Corps	108 Morganton Blvd SW	Lenoir	28645	
Shelter Home	907 Harper Ave SW	Lenoir	28645	Emergency shelter and meals for 5 days
Shelter Home of Caldwell County	515 Scroggs St NW	Lenoir	28645	Safe harbor, transitional housing, legal assistance, long-term help
South Caldwell Christian Ministries	5 Quarry Rd	Granite Falls	28630	Utilities, food, clothing, medication
The Counseling Group, Inc.-Lenoir Office	401 Mulberry St SW	Lenoir	28645	Human services, counseling, social work
The Satie and J.E. Broyhill Caldwell Senior Center	650 Pennton Ave SW	Lenoir	28645	
Universal Mental Health	839 Wilkesboro Blvd	Lenoir	28645	Provides services related to mental health, developmental disabilities, substance abuse
Yoke Fellow Christian Service Center	1602 NW Harper Ave	Lenoir	28645	Provides food, clothing for Caldwell County residents
Catawba County				
Ada Geitner Home	210 2nd St SW	Hickory	28601	
Adult Life Programs	211 2nd Avenue Pl NE	Conover	28613	Adult Day Care for elderly and persons with disabilities
Adult Life Programs	1265 21st St NE	Hickory	28601	Adult Day Care for elderly and persons with disabilities
Adult Life Programs	3390 Shepherd Rd	Maiden	28650	Adult Day Care
Adult Life Programs-Central Office	226 2nd St NW	Hickory	28601	Provides training for caregiver support and education
AIDS Leadership Foothills Area Alliance	1120 Fairgrove Church Rd	Hickory	28602	Catawba Prof. Building, provides support groups, case management, transportation for people who are HIV positive
Alexander Section 8 Housing c/o WPCOG	736 4th St SW	Hickory	28601	
Catawba County Health Department	3070 11th Ave Dr SE	Hickory	28602	Family services
Catawba County Parenting Network	1007 1st Ave S	Conover	28613	Provides parenting classes and parent support groups
Catawba County Social Services (DSS)	3030 11th Ave Dr SE	Hickory	28602	Provides child day care assistance, foodstamps, Medicaid
Catawba County United Way	800 17th St NW	Hickory	28601	
Catawba United Methodist Family Life Center (Congregate Meal Site	209 E Central Ave	Catawba	28609	
Centro Latino-Catawba Co.	737 12th St SW	Hickory	28602	Center where Hispanic/Latino families can access resources related to child care and parenting
Children's Advocacy Center of Catawaba County	1007 1st Ave S	Conover	28613	Services for children who have been abused and their family members
Children's Developmental Services Agency	3314-12 16th Ave SE	Conover	28613	professionals that provide child services
Christian Community Outreach Ministry	870 8th St NE	Hickory	28601	Counseling, GED program through CVCC, emergency assistance
Cooperative Christian Ministry (CCM) Health Care Center	31 1st Ave SE	Hickory	28602	also provides emergency food, educational services
Cooperative Extension Service	1175 S Brady Ave	Newton	28658	Education on family, community, environment
Council on Adolescents	1120 Fairgrove Church Rd SE	Hickory	28602	Classes and support groups on topics related to adolescents
Eastern Catawba Cooperative Christian Ministry (ECCCM)	107 E O St	Newton	28658	Provision of food, cloting, transportation, information
Ecno Force Industries	413 Thornburg Dr SE	Conover	28613	

Table 3-11: Human Service Agencies

Name	Address	City	Zip Code	Details
Catawba County (continued)				
Exodus Homes	122 8th Ave Dr SW	Hickory	28602	Provides housing, support groups, job placement for persons in substance abuse recover and persons leaving incarceration
Family Care Center	1471 1st Ave SW	Hickory	28602	Housing for homeless families with children on short and long-term
Family Guidance Center	17 Hwy 70 SE	Hickory	28602	Services for children and families
FamilyNET	1985 Tate Blvd SE	Hickory	28602	Support services for children and families
FamilyNET	1985 Tate Blvd SE	Hickory	28602	Support services for children and families
First Presbyterian Church, Netwon (Congregate Meal Site)	701 N Main Ave	Newton	28658	
Flynn Christian Fellowship Home	706 Main Ave SE	Hickory	28601	Offers emergency shelter and food assistance
Goodwill Industries	508 10th St	Conover	28613	Donation Center
Goodwill Industries	1172 Lenoir Rhyne Blvd SE	Hickory	28602	
Goodwill Industries	1877 N Center St	Hickory	28601	
Goodwill Industries	2515 Spring Rd NE	Hickory	28601	Donation Center
Goodwill Industries	2725 Northwest Blvd	Newton	28658	In Market Place Center
Greater Hickory Cooperative Christian Ministry	270 13th Ave NE	Hickory	28601	Provides support in emergency situations, also thrift room with clothing and household items
HealthFirst Center of Catawba Valley Medical Center (at Valley Hills	1960 Hwy 70 SE	Hickory	28602	Resources to parents
HEART Family Resource Center	18th St Place NW	Hickory	28601	Family resource center
Hickory Public Housing Authority	841 S Center St	Hickory	28602	Housing for low-income families
Hickory Soup Kitchen	131 Main Ave NE	Hickory	28601	Provides midday meal M-F, bag lunch on Saturday
Highland United Methodist Church (Congregate Meal Site)	1020 12th St Place NW	Hickory	28601	
International Newcomer Center (Lyle Creek Elementary)	1845 Edgewater Dr NW	Conover	28613	serves all County schools, assists parents with LEP
Lifeskills	3060 11th Avenue Dr SE	Hickory	28602	Mental health clinic according to Google
Motheread Literacy Program	2550 Hwy 70 SE	Hickory	28602	Continuing Education-CVCC
Mt. Pisgah Good Samaritan Food Pantry	9379 NW Hwy 127	Hickory	28601	
NC Division of Veteran Affairs	306 4th St SW	Hickory	28602	
NC Division of Vocational Rehabilitation Services	2662 Hwy NC 127 S	Hickory	28602	Promotes employment and independence for people with disabilities
Newton Nutrition (North Newton Baptist Church)	316 W 21st St	Newton	28658	
Patrick Beaver Learning Resource Center	737 12th St SW	Hickory	28602	Resouces related to ADHD
Piedmont Treatment Center	200 2nd St NW	Hickory	28601	Service of Frye Reg. Med. Ctr--psychiatric, aloclohol/drug treatment, therapy
Pregnancy Care Center	421 Main Ave SW	Hickory	28602	Pregnancy resources
Rape Crisis Center of Catawba County	848 Highland Ave NE	Hickory	28601	Cline Building, counseling, family support, medical and legal advocacy
Safe Harbor Rescue Mission	201 2nd St SE	Hickory	28602	Day Center programs for homeless women/children and residential facility
Salvation Army (shelter)	750 3rd Ave Place SE	Hickory	28602	Financial assistance with utilities, housing, food, fuel, clothing to families in crisis situations
Salvation Army Boys and Girls Club	3384 E Main St	Claremont	28610	
Salvation Army Thrift Store	1206 E Main St	Maiden	28650	
Salvation Army Thrift Store	118 W A St	Newton	28658	
Salvation Army-Hickory Corps Family Shelter	805 2nd Ave Place SE	Hickory	28602	
Special Olympics of Catawba County	1065 17th Ave NW	Hickory	28601	Provides opportunities for children and adults with mental retardation to develop physical fitness, participate in sporting events
The Corner Table Soup Kitchen	122 N Main Ave	Newton	28658	
The Counseling Group, Inc.-Hickory Office	106 3rd Ave NE	Hickory	28601	Human services, counseling, social work
West Hickory Senior Center/Catawba County Council on Aging	400 17th St SW	Hickory	28603	Classes, health and wellness, trips, other senior services
West Nutrition Site	300 17th St SW	Hickory	28601	
Western Piedmont Area Agency on Aging	736 4th St SW	Hickory	28602	Part of WPCOG, Serves older adults and persons with disabilities in 4 counties
Women's Resource Center	125 3rd St NE	Hickory	28601	

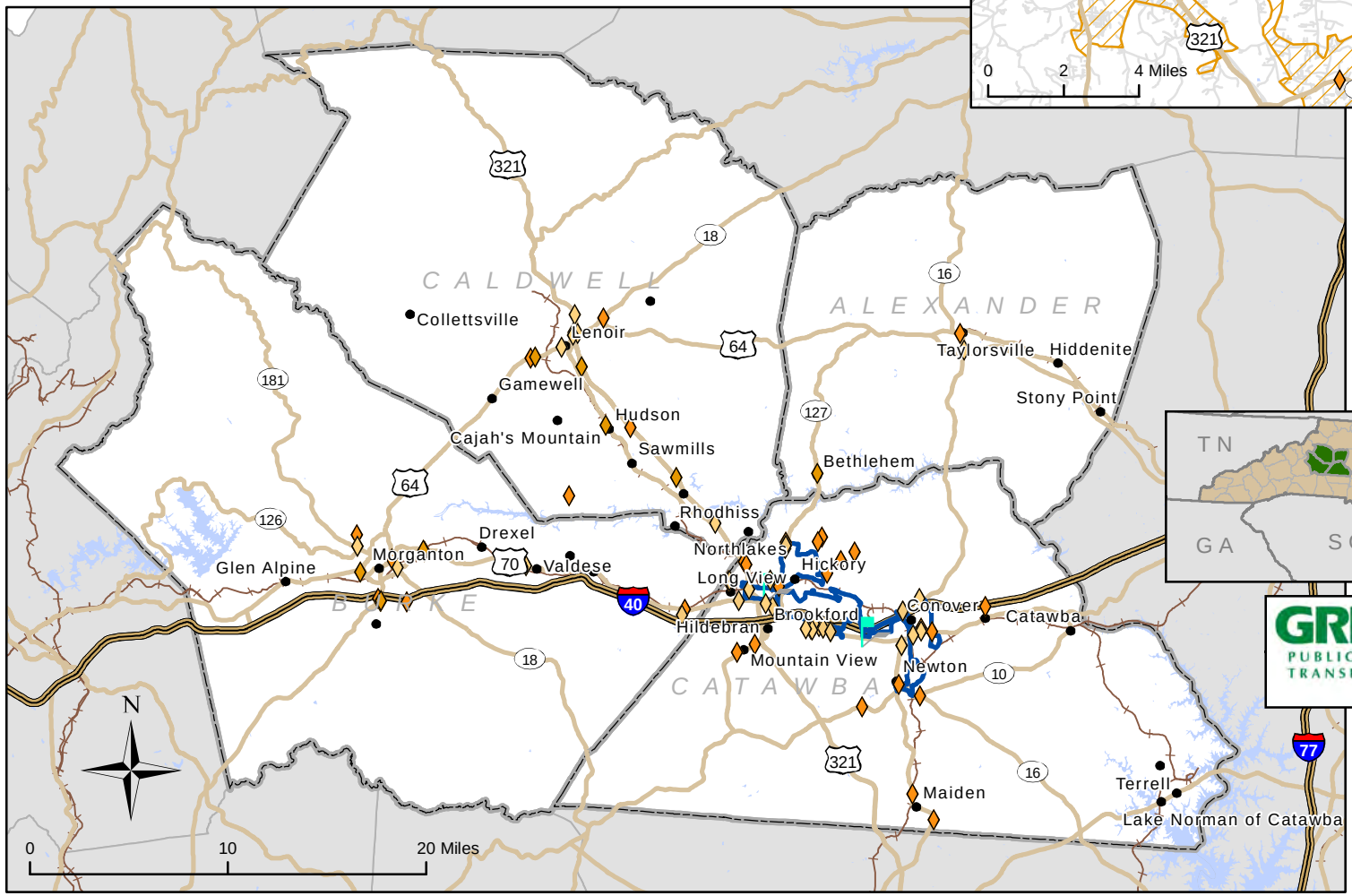
Figure 3-13: Shopping Destinations

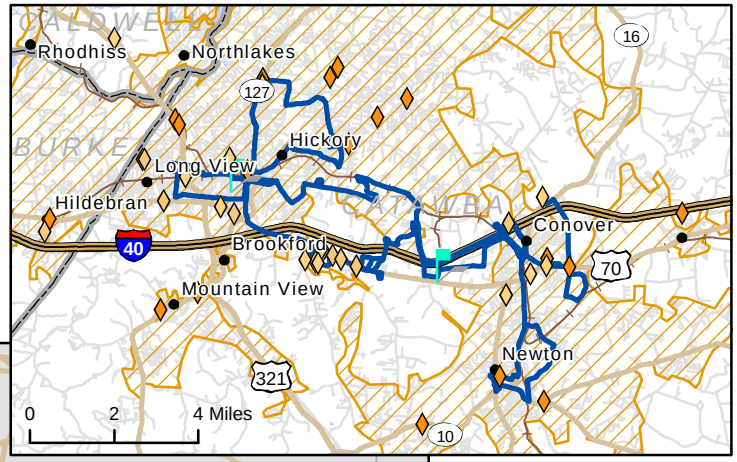
Legend

- Existing Fixed-Route Service
- WPRTA Service Area
- Hickory Urbanized Area
- Rivers/Lakes
- Cities/Towns
- Interstate Highways
- Major Highways
- Streets
- Railroads

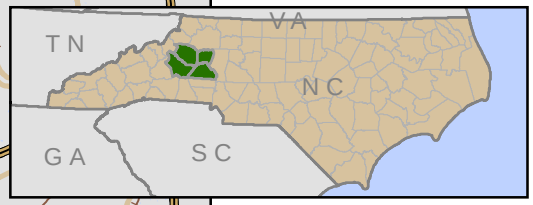
Trip Generators

- Retail Destination
- Grocery or Pharmacy
- Transportation Center





Enlarged Area:
Hickory Metro Area



GREENway PUBLIC TRANSPORTATION

KFH GROUP

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Table 3-12: Shopping

Type	Name	Address	City	Zip Code
Alexander County				
Grocery	Food Lion	629 W Main St	Taylorsville	28681
Grocery	Lowes Foods of Hickory	9441 NC Hwy 127	Bethlehem	28601
Shopping Destination	Wal-Mart Supercenter	901 NC Hwy 16 S	Taylorsville	28681
Burke County				
Grocery	Bi-Lo	1555 E Union St	Morganton	28655
Grocery	Food Lion	511 Us Hwy 70 E	Hildebran	28637
Grocery	Food Lion	1230 Burkemont Ave	Morganton	28655
Grocery	Food Lion	110 Fiddlers Run Rd	Morganton	28655
Grocery	Food Lion	576 E Fleming Dr	Morganton	28655
Grocery	Food Lion	120 Bost Rd	Morganton	28655
Grocery	Food Lion	827 Main St SW	Valdese	28690
Grocery	Ingles Market	120 Carbon City Rd	Morganton	28655
Grocery	Ingles Market	1227 Burkemont Ave	Morganton	28655
Pharmacy	CVS	200 A Hwy 70 E	Hildebran	28637
Pharmacy	CVS	200 N Green St	Morganton	28655
Pharmacy	CVS	301 Us Hwy 70	Rutherford College	28671
Pharmacy	Drexel Discount Drug-Rite	2678 US Hwy 70 E	Morganton	28655
Pharmacy	Morganton Drug Store	105 Bouchelle St	Morganton	28655
Pharmacy	Wal-Mart Pharmacy	1227 Burkemont Ave	Morganton	28655
Shopping Destination	Foothills Thrift Store	123 Main Ave W	Hildebran	28637
Shopping Destination	Foothills Thrift Store	259 Main St W	Valdese	28690
Shopping Destination	Kmart	110 Bost Rd	Morganton	28655
Shopping Destination	K-Mart	110 Bost Rd	Morganton	28655
Shopping Destination	Magnolia Plaza	1247 Burkemont Ave	Morganton	28655
Shopping Destination	Morganton Plaza Shopping Center	110 E Fleming Dr	Morganton	28655
Shopping Destination	Wal-Mart	1227 Burkemont Ave	Morganton	28655
Caldwell County				
Grocery	Fairvalue Food Store	31 Pinewood Rd	Granite Falls	28630
Grocery	Fairvalue Food Store	2025 Morganton Blvd SW	Lenoir	28645
Grocery	Fairvalue Food Store	128 Fairway Shopping Center	Hudson	28638
Grocery	Food Lion	847 Wilksboro Blvd NE	Lenoir	28645
Grocery	Food Lion	2116 Morganton Blvd SW	Lenoir	28645
Grocery	Food Lion	3078 Hickory Blvd	Hudson	28638
Grocery	Ingles Market	2630 Connelly Springs Rd	Granite Falls	28630
Grocery	Lowes Foods of Lenoir	1208 Hickory Blvd SW	Lenoir	28645
Pharmacy	CVS	875 Blowing Rock Blvd	Lenoir	28645
Pharmacy	CVS	3369 Hickory Blvd	Hudson	28638
Shopping Destination	Cross Roads Shopping Center	200 Pennton Ave NW	Lenoir	28645
Shopping Destination	Lenoir Crossings Shopping Center	120 Wilkesboro Blvd SE	Lenoir	28645
Shopping Destination	Lenoir Mall	1031 Morganton Blvd SW	Lenoir	28645
Shopping Destination	Thrift Shopping Center	228 Morganton Blvd SW	Lenoir	28645
Shopping Destination	Wal-Mart Supercenter	4780 Hickory Blvd	Granite Falls	28630
Shopping Destination	Wal-Mart Supercenter	935 Blowing Rock Blvd	Lenoir	28645

Table 3-12: Shopping

Type	Name	Address	City	Zip Code
Catawba County				
Grocery	Bi-Lo	2725 E Northwest Blvd	Newton	28658
Grocery	Food Lion	104 Thornburg Dr	Conover	28613
Grocery	Food Lion	3206 NC Hwy 127 S	Hickory	28602
Grocery	Food Lion	3220 Springs Rd NE	Hickory	28601
Grocery	Food Lion	2720 2nd Ave NW	Hickory	28601
Grocery	Food Lion	201 Island Ford Rd	Maiden	28650
Grocery	Food Lion	2380 W NC Hwy 10	Newton	28658
Grocery	Food Lion	1390 S NC Hwy 16	Newton	28658
Grocery	Harris Teeter	3010 N Center St	Hickory	28601
Grocery	Honeys Iga of Newton	425 West A St	Newton	28658
Grocery	Lowes Foods	508 10th St	Conover	28613
Grocery	Lowes Foods of Claremont	3035 Centennial Blvd	Claremont	28610
Grocery	Lowes Foods of Hickory	1405 29th Ave NE	Hickory	28601
Grocery	Lowes Foods of Hickory	1340 US Hwy 321 N	Hickory	28601
Grocery	Lowes Foods of Hickory	2631 NC Hwy 127 S	Hickory	28602
Grocery	Maiden Galaxy Supermarket	719 E Main St	Maiden	28650
Pharmacy	CVS	102 Rock Barn Rd NE	Conover	28613
Pharmacy	CVS	1220 Hwy 321 NE	Hickory	28601
Pharmacy	CVS	2441 N Center St	Hickory	28601
Pharmacy	CVS	2225 12th Ave NE	Hickory	28601
Pharmacy	CVS	Hwy 127 and Harris Farm Rd	Hickory	28602
Pharmacy	CVS	36 Northwest Blvd	Newton	28658
Pharmacy	Medical Services Pharmacy	124 N Center St	Hickory	28601
Shopping Destination	Canova Shopping Center	508 10th St NW	Conover	28613
Shopping Destination	Catawba Furniture Mall	377 US Hwy 70 SW	Hickory	28601
Shopping Destination	Catawba Village Shopping Center	837 Conover Blvd W	Conover	28613
Shopping Destination	Dollar Tree	2120 US Hwy 70 SE	Hickory	28602
Shopping Destination	Hickory Plaza Shopping Center	577 US Hwy 70 SW	Hickory	28602
Shopping Destination	Hickory Ridge Shopping Center	Robinson Rd and Catawba Valley Blvd SE	Hickory	28602
Shopping Destination	Lake Hickory Plaza	Hwy 321 NW	Hickory	28601
Shopping Destination	Longview Crossing Shopping Ctr.	2630 2nd Ave NW	Hickory	28601
Shopping Destination	Market Place Shopping Center	2725 Northwest Blvd	Newton	28658
Shopping Destination	Marshalls Department Store	1874 Catawba Valley Blvd SE	Hickory	28602
Shopping Destination	Michaels	2239 United States Highway 70	Hickory	28601
Shopping Destination	Midland Shopping Center	4th St NW and 4th Ave NW	Hickory	28601
Shopping Destination	North Pointe Shopping Center	2416 N Center St	Hickory	28603
Shopping Destination	Northgate Shopping Plaza	2447 N Center St	Hickory	28601
Shopping Destination	Target	1910 Catawba Valley Blvd SE	Hickory	28602
Shopping Destination	The Colonnade	2221 N Center St	Hickory	28601
Shopping Destination	Valley Crossing Shopping Center	2160 US Hwy 70	Hickory	28602
Shopping Destination	Valley Hills Mall	1960 Hwy 70 SE	Hickory	28602
Shopping Destination	Villa Park Shopping Center	432 Conover Blvd W	Conover	28613
Shopping Destination	Wal-Mart	2525 US Hwy 70	Hickory	28601
Shopping Destination	Wal-Mart Supercenter	201 Zelkova Court NW	Conover	28613
Shopping Destination	Wal-Mart Supercenter	2525 US Hwy 70 SE	Hickory	28602

Figure 3-14: Recreational Opportunities

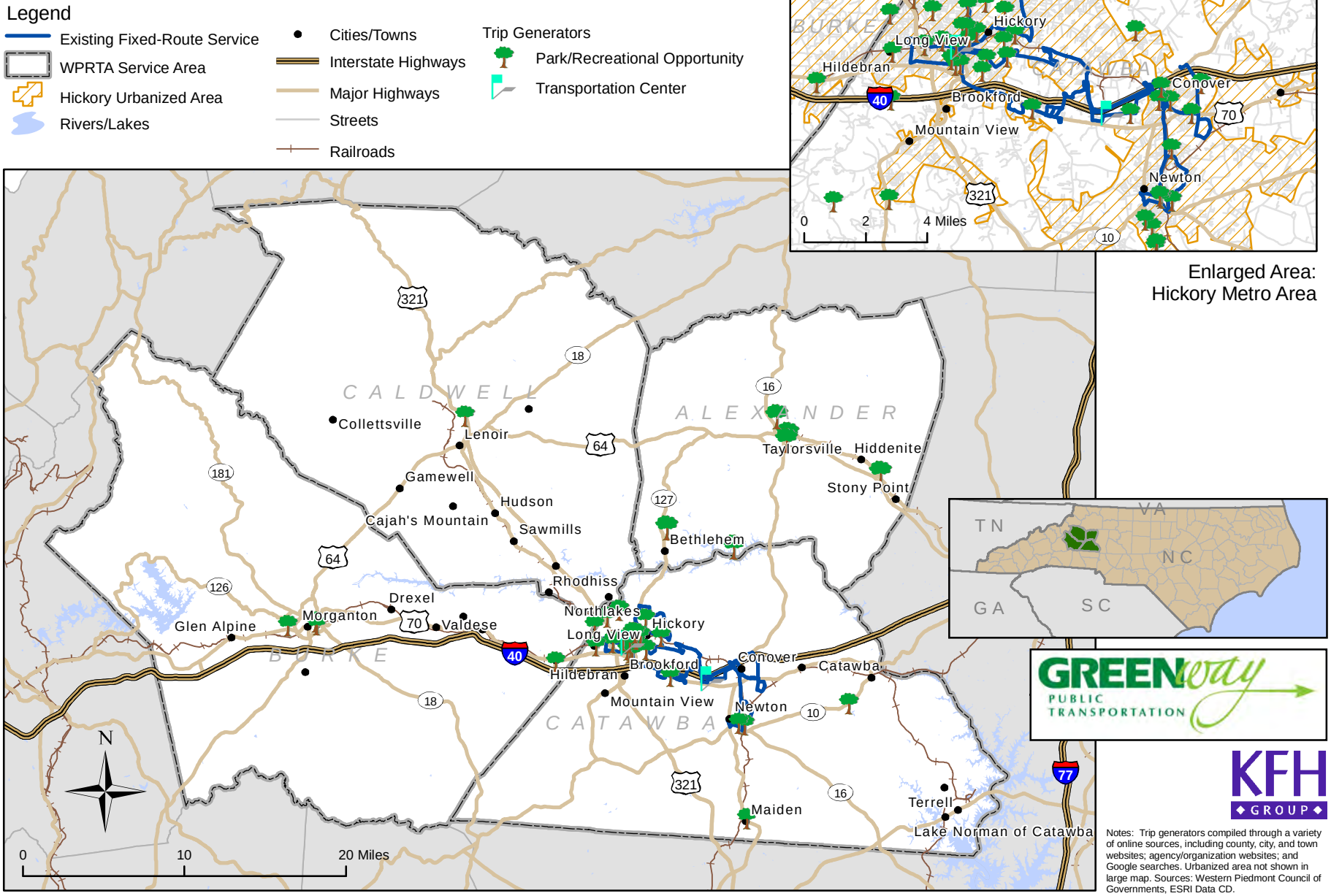

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Table 3-13: Recreation

Name	Address	City	Zip Code
Alexander County			
Bethlehem Park	Bethlehem Park Ln	Bethlehem	28681
Dusty Ridge Park	Dusty Ridge Access Rd	Wittenburg	28681
East Alexander Park	Hwy 90 E	Hiddenite	28636
Jaycee Park	Jaycee Park Loop	Taylorsville	28681
Matheson Park	3rd Ave SW	Taylorsville	28681
Town Park	Town Park St	Taylorsville	28681
Burke County			
Bethel Park	600 Block Bethel Rd	Morganton	28655
Carbon City Park	800 Block Carbon City Rd	Morganton	28655
Catawba Meadows Park	220 Catawba Meadows Dr	Morganton	28655
Catawba River Soccer Complex	Greenlee Ford Rd	Morganton	28655
City of Morganton Municipal Auditorium (CoMMA)	401 College St	Morganton	28655
Drexel Heritage Park	600 Block West Concord St	Morganton	28655
East Burke Senior Center	202 S Center St	Hildebran	28637
Freedom Park	400 Block Independence Blvd	Morganton	28655
Gene Turner Park	601 N King St	Morganton	28655
Martha's Park	200 Block Collett St	Morganton	28655
Martin Luther King Jr. Park	620 Block Bouchelle St	Morganton	28655
Morganton Community House	120 N King St	Morganton	28655
Morganton Skeet and Trap Range	400 Causby Quarry Rd	Morganton	28655
Mt. View Recreation Center	600 2nd St	Morganton	28655
Phifer Wellness Center	2165 S Sterling St	Morganton	28655
Shadowline Park	117 Shadowline Dr	Morganton	28655
Shuey Park	101 Golf Course Rd	Morganton	28655
Caldwell County			
Lenoir Aquatic and Fitness Center	1031 Jim Barger Dr NE	Lenoir	28645
Martin Luther King Center	122 Greenhaven Dr	Lenoir	28645
Mulberry Recreation Center	720 Mulberry St	Lenoir	28645
Quest4Life Wellness Center	1031 SW Morganton Blvd	Lenoir	28645
T. Henry Wilson Athletic Park	1010 Powell Rd	Lenoir	28645
William B Shuford Recreation Center	56 Pinewood Rd	Granite Falls	28630
Catawba County			
Art Museum	243 3rd Ave NE	Hickory	28601
Bakers Mountain Park	6680 Bakers Mountain Rd	Mountain View	28602
Brown Penn Recreation Center/Senior Citizens Center	735 3rd Street SW	Hickory	28602
Catawba County Firefighters Museum	3957 Herman Sipe Rd	Conover	28613
Catawba County Historical Association	30 N College Ave	Newton	28658
Catawba County Museum of History	30 N College Ave	Newton	28658
Catawba Science Center	243 3rd Ave NE	Hickory	28601
Central Recreation Facilities	S Ervin Ave	Newton	28658
Civitan Park	460 17th Ave NE	Hickory	28601
Cliff Teague Park	1125 C Ave SE	Hickory	28601
Downtown Park	2nd Ave NE	Conover	28613
East Park	S Ervin Ave and East E St	Newton	28658
Fairbrook Optimist Park	1560 4th Ave SE	Hickory	28601
Geitner-Rotary Park	2035 12th Ave Dr NW	Hickory	28601
Girl Scout Council of the Catawba Valley	530 4th St SW	Hickory	28602
Glenn C Hilton, Jr. Memorial Park	2000 6th St NW	Hickory	28601
Henry River Regional Recreation Park	5655 Sweet Bay Ln	Hickory	28601

Table 3-13: Recreation

Name	Address	City	Zip Code
Catawba County (continued)			
Hickory City Park	1515 12th St Dr NW	Hickory	28601
Hickory Community Theatre	30 3rd St NW	Hickory	28601
Hickory Foundation YMCA/C.O. Miller Teen Center	701 1st St NW	Hickory	28601
Hickory Museum of Art	243 3rd Ave NE	Hickory	28601
Hickory Optimist Park	751 2nd Ave SW	Hickory	28601
Highland Recreation Center	1451 8th Street Drive NE	Hickory	28601
Highland Recreation Center	1451 8th St Dr NE	Hickory	28601
Hines Park	4th St SW	Conover	28613
Hunsucker Park	8th Ave NE	Conover	28613
Kiwanis Park	805 6th St SE	Hickory	28601
Little Brook Park	US Hwy 321 and S College Ave	Newton	28658
Longview Recreation Center	2404 1st Ave SW	Hickory	28602
Maiden Recreation Center	207 E Klutz St	Maiden	28650
McComb Park/Patrick Beaver Memorial Garden	421 5th Ave Place NE	Hickory	28601
Mountain View Recreation Center	5697 Huffman Farm Rd	Hickory	28602
Murray's Mill Historic Site	1489 Murray's Mill Rd	Catawba	28609
Neill Clark Main	3404 6th Street Dr NW	Hickory	28601
Neill W. Clark, Jr. Recreation Park	3404 6th St Dr NW	Hickory	28601
Newton Recreation Center	23 S Brady Ave	Newton	28658
Northside Park	E 22nd St and College Ave	Newton	28658
Ridgeview Recreation Center	115 7th Avenue SW	Hickory	28602
River Bend Park	6700 NC Hwy 16 N	Conover	28613
Salvation Army Boys and Girls Club	750 3rd Ave Place SE	Hickory	28602
Shuford YMCA (and Child Dev. Center)	1104 Conover Blvd	Conover	28613
Southside Community Building	1771 S US 321 Business	Newton	28658
Southside Heights Park	1400 2nd St SW	Hickory	28601
Southside Park	Business 321 S	Newton	28658
Southwest Park	4th St Place SW and 2nd St SW	Conover	28613
St. Stephens Park and Pool	2250 36th Ave NW	Hickory	28601
Stanford Park	1451 8th St Dr NE	Hickory	28601
Taft Broome Park and Pool	115 7th Ave SW	Hickory	28601
Travis Park	6th St Court NW	Conover	28613
Valley Connection YMCA	2254 Hwy 70 SE	Hickory	28602
West Hickory Park and Pool	830 16th St SW	Hickory	28601
Westmont Recreation Center	1316 Main Ave Dr NW	Hickory	28601
Westmont Recreation Center/Senior Citizens Center	1316 Main Avenue Dr NW	Hickory	28601
Westside/Jaycee Park	US Hwy 321 and W J St	Newton	28658
Winkler Park	2500 Clement Blvd NW	Hickory	28601

Evaluation of All Major Trip Generators

Figure 3-15 portrays the major origins and destinations in the region. The purpose of this map is to communicate areas with the highest concentrations of trip generators; see the previous maps for the specific locations of the different types of trip generators. As expected, the highest densities of trip generators are found in the region's major cities and towns, including Taylorsville, Morganton, Lenoir, Hudson, Granite Falls, Hickory, Conover, Newton, and Maiden. Additional places with notable concentrations of trip generators include Drexel, Valdese, Hudson, Granite Falls, Claremont, Catawba, and Mountain View. Where as parts of Hickory, Conover, and Newton are already served by fixed-route transit service, the concentrations of trip generators along some major corridors represent additional opportunities for fixed-route or scheduled services. These services could serve local and regional trips, which are especially important for residents of smaller cities and towns who need to access services and opportunities that are primarily available in the larger cities.

Figure 3-16 includes all the major trip generators overlaid on population density throughout the region. This map indicates that concentrations of trip generators generally coincide with the highest concentrations of residents. Fixed-route transit services are more likely to succeed in these areas of density, whereas other types of transit service may be more appropriate for areas that have lower population densities or lower concentrations of trip generators.

Journey-to-Work Data

Census journey-to-work data from 2000 counted nearly 173,200 residents in the Western Piedmont region that were in the workforce; the vast majority, approximately 92%, of these employed residents worked within the region. For those residents that worked within the region, Catawba County was the most significant employment destination, capturing about 53% of the workers. Burke and Caldwell Counties captured similar percentages of working residents in the region, at 21% and 20%, respectively. Only about 7% of the region's employed residents commuted to Alexander County for work.

More recent data regarding employment and the regional economy were included previously in the service area description.

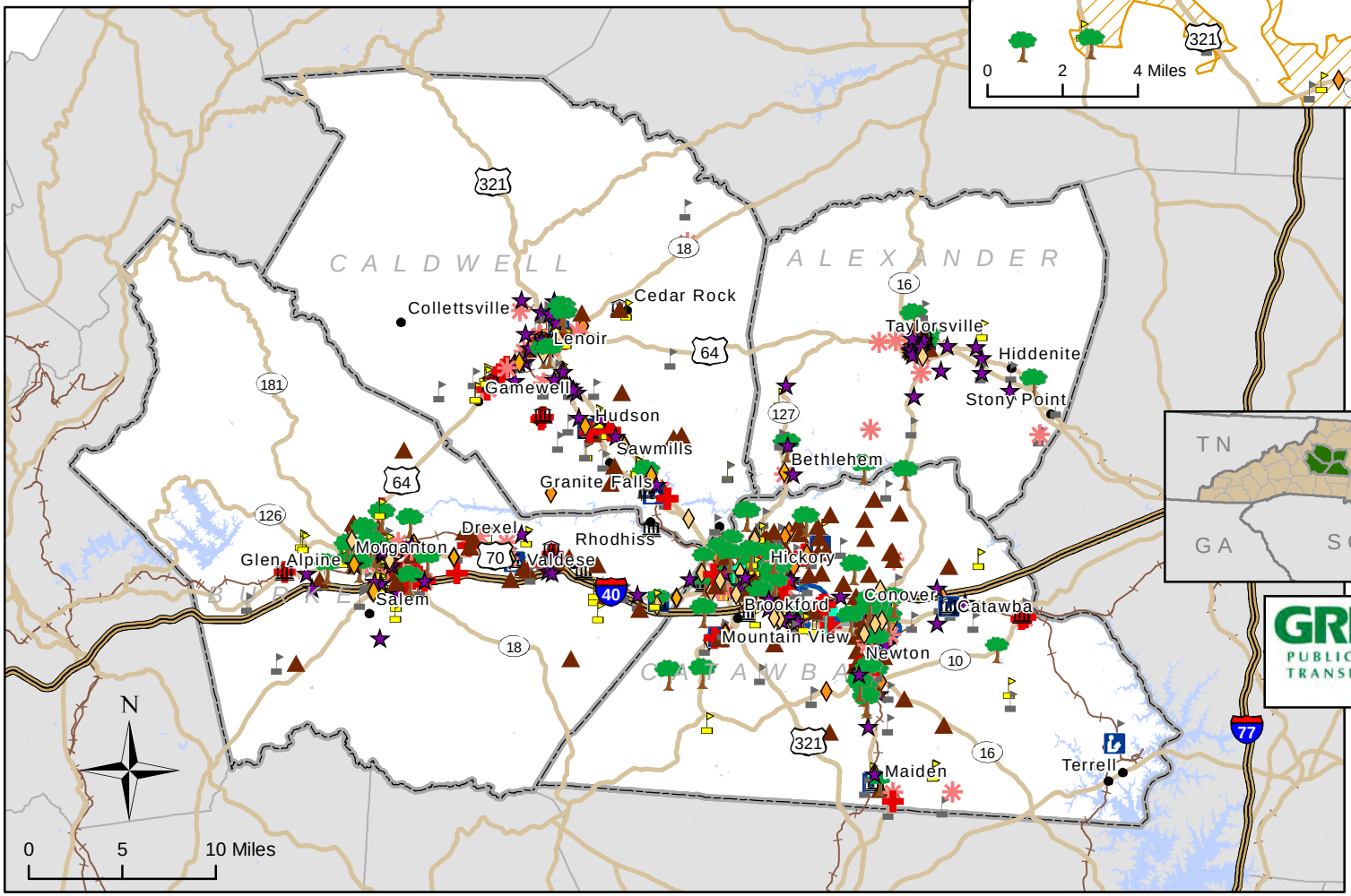
REVIEW OF RECENT PLANS AND STUDIES

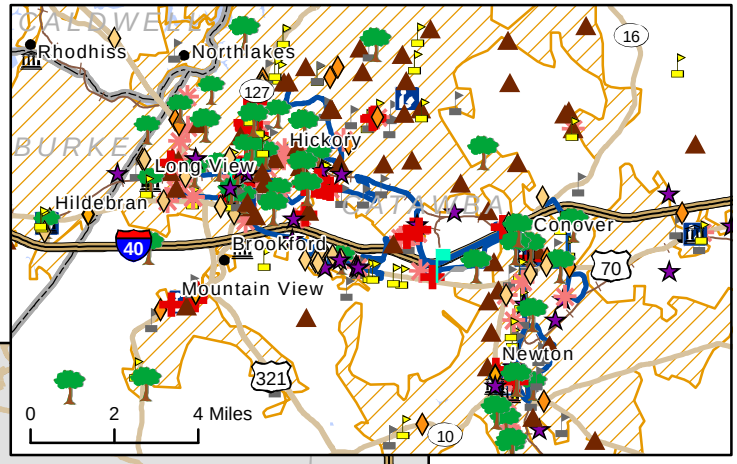
This section of the needs analysis includes a review and synopsis of existing plans and studies that have addressed transportation needs in the Western Piedmont

Figure 3-15: All Major Trip Generators

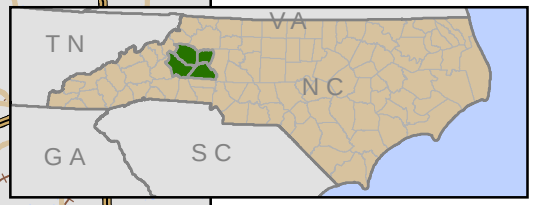
Legend

- Existing Fixed-Route Service
- WPRTA Service Area
- Hickory Urbanized Area
- Cities/Towns
- Major Highways
- Railroads
- Multi-Unit Housing
- Major Employer
- Medical Services
- Educational Facility
- Day Care Center
- Public Library
- Municipal Services
- Human Service Agency
- Retail Destination
- Grocery or Pharmacy
- Park/Recreational Opportunity
- Transportation Center





Enlarged Area:
Hickory Metro Area

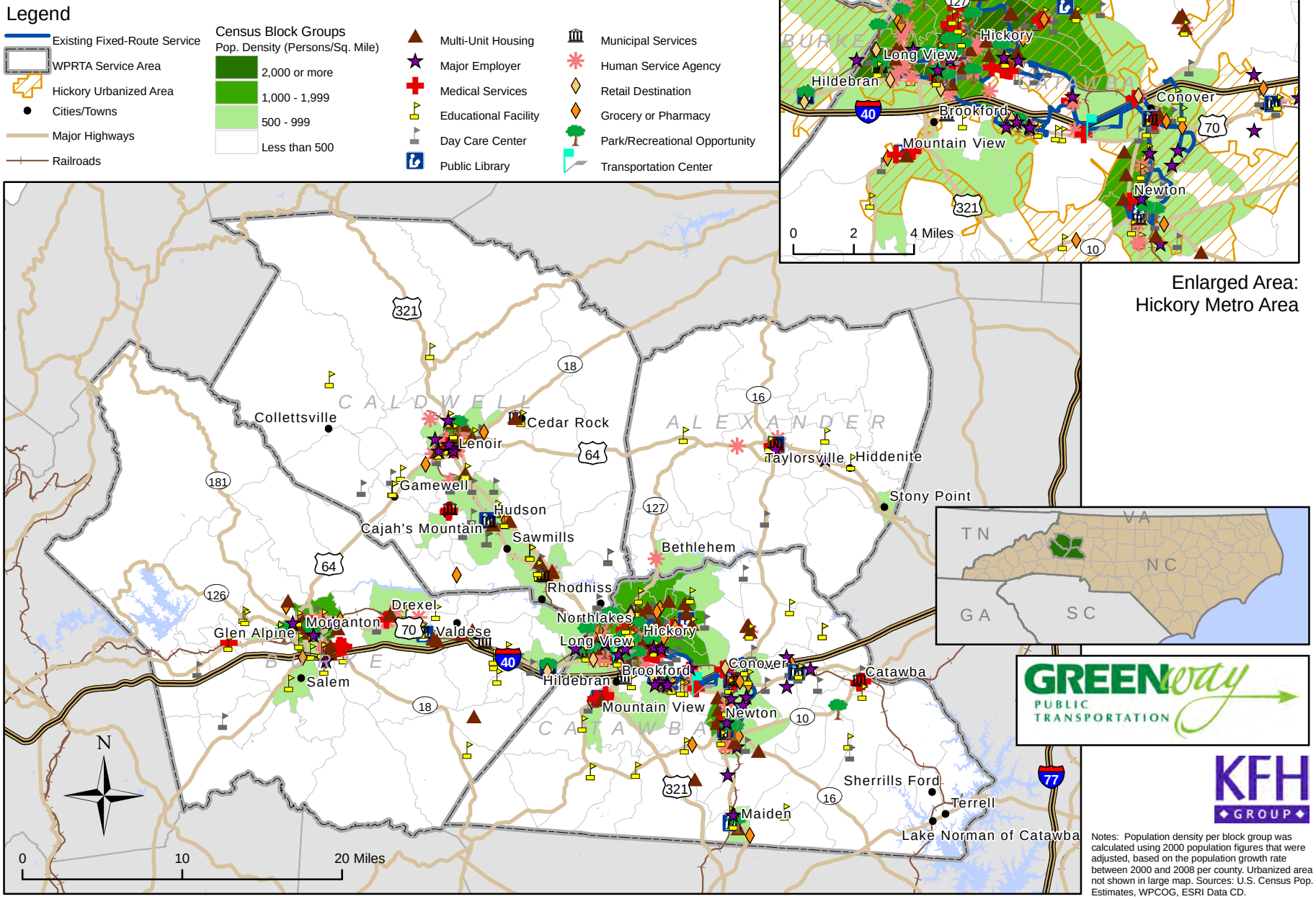


GREENway PUBLIC TRANSPORTATION

KFH GROUP

Notes: Trip generators compiled through a variety of online sources, including county, city, and town websites; agency/organization websites; and Google searches. Urbanized area not shown in large map. Sources: Western Piedmont Council of Governments, ESRI Data CD.

Figure 3-16: Major Trip Generators Overlaid on Population Density



Notes: Population density per block group was calculated using 2000 population figures that were adjusted, based on the population growth rate between 2000 and 2008 per county. Urbanized area not shown in large map. Sources: U.S. Census Pop. Estimates, WPCOG, ESRI Data CD.

region. The plans reviewed included those specific to public transportation, as well as those addressing broader land use and growth issues in the region. The portions of the various plans that articulate public transportation needs and recommend specific projects are highlighted in this section.

Western Piedmont Local Coordinated Public Transportation Plan[4]

As required for funding consideration under the FTA's formula programs for Sections 5310, 5316, and 5317, WPCOG and WPRTA prepared a locally-developed coordinated plan. The purpose of the plan was to identify the transportation needs of individuals with disabilities, older adults, and people with low incomes, provide strategies for meeting those needs, and prioritize transportation services for funding and implementation.

This planning process identified the following primary unmet transportation needs:

- Expanded routes into surrounding counties
- Improved frequency of service
- Expanded fixed routes, both urban and rural
- Increased rural fixed-route service
- Later service hours -- until 10:00 p.m.
- Increased van service on weekends
- Sunday service for church and employment
- Additional availability of demand response van services for seniors and others
- Circulator service in the Newton/Conover area (neighborhood/van) for un-served and under-served areas of the cities
- Exploring the potential for fixed routes to Winston-Salem/Durham/Charlotte
- Serving additional trip needs, such as shopping
- Extending service to the ECCM facility in Newton
- A mobility manager
- Improved accessibility and sidewalks to bus stops
- Vocational transportation for disabled individuals
- Voice activation for the visually impaired
- Education programs to teach riders about the rules and regulations
- Expanded private partnerships

[4] Western Piedmont Local Coordinated Public Transportation Plan, prepared by the Western Piedmont Council of Governments, the Western Piedmont Regional Transit Authority, and the North Carolina Department of Transportation, August, 2009.

- Inter-County transport. Advocated cross-county ROAP funding. Convince other counties to buy into private transportation and state/federal requirements. Hold regional group meetings
- Additional locations for the purchase of transit passes
- Bus stations in other counties
- Child securement devices for families so that transit is safe and accessible for children.

The plan also identified the following secondary transportation needs:

- Educating schedulers in maximizing usage of the van cancellation policy. Allow for more service and limit time for scheduling in advance
- Expand scheduling availability
- Improve the awareness of service availability
- Improve public outreach
- Caldwell Community College needs additional service
- Vanpooling and consistency between agencies by County
- Coordination between human service agencies
- Extension of fixed-route services to medical facilities
- Increase funding for seniors (non-emergency medical).
- Maintain existing services.

The following specific action items are articulated in the plan:

- Improved WPRTA education and outreach.

- Identify opportunities to increase funding for human service transportation to meet some of the specific needs that were discussed.

- Identify opportunities for pooling or sharing human service agency funding across the service area.

- Identify opportunities for vehicle sharing.

- Establish guidelines for joint driver training.

- Conduct an evaluation of program activities on an annual basis and report findings to the Transportation Advisory Board (TAB).

Western Piedmont Regional Transit Authority Implementation Plan

The planning process that led to the development of the regional authority was not focused on service planning, but did include a section on unmet transportation needs and potential future services. A demand model for predicting rural general public transportation demand, based on the Transit Cooperative Research Program Report #3, was also used to help quantify the potential demand for new general public rural transportation. The demand model results predicted that there is a significant level of unmet demand for rural public transportation in the region, predicting a level of unmet demand of about 125,000 annual passenger trips.[5]

The following service expansion ideas were discussed in the Implementation Plan:

- Corridor service along Alternate 321 between Lenoir and Hickory
- Corridor service along US70 between Morganton and Hickory
- Corridor service between Taylorsville and Hickory
- Corridor service between Taylorsville and Statesville
- Circulator service in Morganton
- Circulator service in Lenoir
- Additional rural public services
- Additional contractual trips

Assessing Potential Intercity Bus Services for FTA Section 5311 (f) Funding

The Institute for Transportation Research and Education (ITRE) at North Carolina State University has been examining the potential to implement intercity bus services in several currently un-served corridors in the State of North Carolina. These services would be subsidized in part by the Federal Section 5311 (f) program, which funds rural transportation services and has a set-aside that can be used to subsidize intercity bus service. Many of the corridors under study were previously served by intercity bus carriers, with services reduced over time as the private intercity bus industry struggled to remain profitable.

ITRE's planning process conducted an in-depth analysis of six of the most promising proposed routes in the State.[6] Several of the routes would affect the WRPTA service area. The routes studied include:

[5] Western Piedmont Regional Transit Authority Implementation Plan, Final Report, June 2008, prepared by KFH Group for the City of Hickory and the Western Piedmont Council of Governments.
[6] Assessing Potential Intercity Bus Services for FTA Section 5311(f) Funding, prepared by Thomas J. Cook and Judson J. Lawrie, ITRE, prepared for the NCDOT-PTD, 2007-2009.

- Boone to Charlotte (US 321/I-85)
- Asheville to Greensboro (I-40)
- Charlotte to Fayetteville (US 74/401)
- Jacksonville to Wilmington (US 17)
- Boone to Asheville (US 221/19)
- New Bern to Morehead City (US 79)

Further analysis suggested that the following two routes offered the best likelihood of success:

- Boone to Charlotte (through Hickory), and
- Charlotte to Fayetteville

This planning process has resulted in a call for projects to help provide these two routes, potentially beginning in FY 2011.

Local Comprehensive, Corridor, Strategic, Long Range, and Small Area Plans

A number of plans addressing land use and transportation issues have been adopted in the region. These plans focus on land use, infrastructure planning, economic development, growth management, and all modes of transportation. While these plans do not focus on public transportation, they do serve to guide growth and development in the region, which has a direct affect on the manner in which public transportation can be provided. Several of these plans were reviewed and are summarized below.

Hickory Urban Area 2035 Transportation Plan

The Hickory Urban Area 2035 Transportation Plan is the federally-required long range transportation plan for the urbanized area. It is currently in draft form and is a multi-modal transportation plan that will guide the planning and development of the urban area's transportation system for the next generation.

Modes addressed in the plan include highways, public transportation, bike and pedestrian facilities, and freight. The plan generally is a compilation of projects generated by the specific planning work conducted in each of the jurisdictions of the four counties.

The specific objectives stated in the plan for public transit are:

- Promote, improve, and expand transit services.

- Promote a convenient, accessible and affordable public transportation system, provided by public and private operators, that enhances mobility and economic development.

- Reduce the air pollution and congestion caused by use of automobiles.
  - Assist the WPRTA in identifying public and private methods of funding to enhance and expand transit service.
  - Support the enlargement of the service area and increasing the frequency of transit service.
  - Minimize use of fossil fuels and vehicle operating costs by considering alternative fuels and alternative-fueled vehicles.
  - Develop and implement a new Regional Transit Plan.
  - Enhance the visibility and public image of the WPRTA and the services it provides.
  - Encourage development of a regional park and ride system for cars and bicycles to support transit services and encourage ridesharing.
  - Support a bus/van service to major population and employment centers to reduce dependence on and as an alternative to Single Occupancy Vehicles (SOV).
  - Promote a "Bikes on Buses" program for all public transit routes.[7]

Alexander County Comprehensive Plan

The Alexander County Comprehensive Plan was developed by a 12-person committee and approved by the Board of Commissioners in April, 2008. The transportation section of the comprehensive plan includes a section on public transit including the following recommendations:

- "Continue supporting and publicizing the new regional transit system.

- Enhance transit routes to provide increased service for the elderly.

- Create a transit route from CVCC- Alexander County to the main CVCC campus in Hickory.

- Encourage WPRTA to add stops along main roads to increase service."[8]

[7] 2035 Draft Hickory Metro Long Range Transportation Plan, WPCOG website.

Blueprint Burke

Blueprint Burke is Burke County's Strategic Plan that was adopted in 2002 and was intended to develop a vision for the community for a 10-15 year planning horizon.[9] Topics addressed include growth management, public services (utilities, transportation, schools, adequate public facilities, capital improvement program), recreation and open space, and economic development. The plan recommended the development of small area plans to most appropriately address specific community issues. There is no mention of public transportation in the plan.

Burke County Urban Corridor Small Area Plan

The Burke County Urban Corridor Small Area Plan was developed as one of several small area plans recommended through Blueprint Burke.[10] The transportation section of this plan did specifically address public transportation, recommending that in the shorter term the County should," Support municipal and County efforts, working with Greenway Public Transportation, to establish a fixed route with service throughout the region."[11] The Urban Corridor SAP was the only one thus far among the Burke SAPs that addressed public transportation.

Northeast Burke Land Use Plan

The Burke County Planning Department completed a land use plan for Northeast Burke County in 2009. The plan recommended a public transportation route along Hwy 70 between Morganton and Hickory.

Catawba County Strategic Growth Plan

The Catawba County Strategic Growth Plan was an analysis of growth strategies prepared for the County in order to effectively address growth-related concerns. One of the recommendations of the Plan was for the County to prepare a series of detailed district plans for the unincorporated areas of the County to explore general development patterns and trends and evaluate public service/facility deficiencies

[8] Alexander County Comprehensive Plan, prepared by the Alexander County Planning Department and WPCOG for the Alexander County Board of Commissioners, 2008, p. 24.
[9] Blueprint Burke, Burke County Strategic Plan, prepared by the WPCOG and the Burke County Planning Department for the Burke County Planning Board and the Burke County Board of Commissioners, 2002.
[10] Burke County Urban Corridor Small Area Plan, Final Report, prepared by the Urban Corridor Small Area Plan Committee for the Burke County Board of Commissioners, 2009.
[11] Ibid. p.18.

needing attention. The County conducted these plans between 2001 and 2005. The recommendations from these plans that include transit are provided below.[12]

Balls Creek Small Area Plan:

- Increase opportunities to link with existing transit routes
- Study connections, via the Piedmont Wagon Transit System, with the Western North Carolina Passenger Rail Service

Catawba Small Area Plan:

- Enhance Piedmont Wagon routes to provide increased service for the elderly.
- Request Catawba County to initiate a feasibility study for expanding the Piedmont Wagon route into the Catawba SAP community.
- Encourage Piedmont Wagon to schedule trips to coordinate with the Western North Carolina passenger rail service (when implemented).
- Determine feasibility of creating a light rail passenger service along the existing rail corridor from Catawba to Hickory with stops at urban centers.

Mountain View Small Area Plan:

- T-21 Publicize existing services offered by Piedmont Wagon.
- T-22 Support short-range recommendations of the Piedmont Wagon Public Transit Master Plan.
- T-23 Expand Rural General Public (RGP) routes and frequency of service.
- T-24 Support mid-range recommendations of the Piedmont Wagon Public Transit Master Plan.
- T-25 Connect with the regional transit system.
- T-26 Support long-range recommendations of the Piedmont Wagon Public Transit Master Plan.
- T-27 Encourage local elected officials to lobby the North Carolina General Assembly to budget full funding for the creation of Western North Carolina passenger rail service.
- T-28 Promote the development of multi-modal transportation systems to link with passenger rail service.
- T-29 Expand the frequency of passenger rail service.
- T-30 Continue the development of linkages with public transportation services.

[12] The small area plans for each planning area are posted on the Catawba County Planning Department's website.

***Sherrills Ford Small Area Plan*:**

- Explore mass transit connection with Mooresville and the Charlotte Area Transit System (CATS) when the Iredell County extension develops. This may include smaller shuttle buses or van pools. *(Consideration should also be given to a similar approach with Denver and CATS along Highway 16.)*

St. Stephens/Oxford Small Area Plan:

- Publicize existing services offered by the Piedmont Wagon, especially handicap accessibility.
- Enhance visibility and quality of transit stops by adding shelters.
- Add stops closer to pockets of population (i.e. retirement communities, large developments) and destination points (i.e. airport, businesses, rental car facilities).
- Encourage the Piedmont Wagon Transit System to schedule trips to coordinate with the Western North Carolina passenger rail service (when implemented).

Startown Small Area Plan:

- Enhance Piedmont Wagon routes to provide increased service for the elderly.
- Request Catawba County to initiate a feasibility study for expanding the Piedmont Wagon route into the Startown community.
- Encourage Piedmont Wagon to schedule trips to coordinate with the western North Carolina passenger rail service.
- Determine the feasibility of creating a light rail passenger service along the existing rail corridor from Catawba to Hickory with stops at urban centers.

Plateau Small Area Plan:

- Enhance Piedmont Wagon routes to provide increased service for the elderly.
- Request Catawba County to initiate a feasibility study for expanding the Piedmont Wagon route into the Plateau community.
- Encourage Piedmont Wagon to schedule trips to coordinate with the Western North Carolina passenger rail service.

Hickory By Choice

Hickory by choice is the city's current and future land use and transportation plan. The plan was originally adopted in 1999 and is currently in the process of being updated. The current planning process, "Hickory by Choice 2030," will set long term

comprehensive goals for future land use, housing, transportation, economic development, parks, and other important aspects of development.[13] Plan recommendations are not yet available.

City of Newton Southeast Area Plan

The City of Newton prepared a plan for the southeast area of the City. This plan was adopted in 2008. The following recommendation from the plan addresses public transportation:

> *"The City should review services that Western Piedmont Regional Transit Authority provides and recommend changes to routes and services as density and demand warrant. Potential areas of service should include employment centers such as the Danner Industrial Park and surrounding manufacturing facilities, in addition to commercial and residential. Services should not be limited to fixed route but could included such option as van pooling and shuttle service between various facilities and a fixed point on the existing transit route. This would allow the employers in the area to have access to a broader pool of potential employees and would allow the employee the opportunity to have an additional choice in how to travel to and from work."*[14]

City of Morganton 2030 Comprehensive Land Use Plan

The only mention of public transportation in the City of Morganton's 2030 Plan is as follows, "*In March 2001, the North Carolina Department of Transportation Rail Division adopted a phased plan to extend passenger rail service to Asheville and western North Carolina. The plan includes renovating or building train stations that incorporate other community uses. Current budgetary constraints have prompted the NCDOT to delay the return of passenger rail service to the mountains. Morganton should continue to work with the State and communities along the western rail service line to secure funding for rail service."*[15]

Summary of Local Plans

This review has shown that the plans that have been adopted by the local governing boards around the region are generally supportive of public transportation, with some offering more detail and direction than others.

[13] Hickory by Choice 2030 Brochure, City of Hickory, 2009.
[14] City of Newton Planning Department, Southeast Area Plan, 2008.
[15] Morganton Mission 2030 Comprehensive Plan.

PUBLIC OPINION SURVEY

A public opinion survey was the primary mechanism used to solicit information from the public concerning transit needs in the Western Piedmont Region. The survey questions were developed by KFH Group, in consultation with the Transportation Advisory Board and WPRTA staff. A copy of the survey instrument is provided in Appendix B.

There were two means of data collection for the survey effort: an Internet-based survey and paper survey. The Internet-based survey was constructed in Survey Monkey and linked to the Greenway website and several of the jurisdictional members' websites. Greenway sent out a press release to its media list highlighting the survey effort and providing instructions on how to access the survey. WPCOG also sent a message to its member jurisdictions noting the availability of the survey.

In recognition of the possibility that many potential and current transit riders may not have convenient Internet access, paper surveys were provided at seven key locations around the region, including the main libraries in each of the four counties and the city halls in Conover, Hickory, and Newton. KFH Group also hired a person to actively administer the survey at the main branch libraries in each of the four counties (one day per county). Greenway staff also made the paper surveys available at events that were attended by the Marketing and Communications Manager during the survey period. The paper surveys were then manually entered into the Survey Monkey database for analysis. The survey was available between January 28, 2010 and February 26, 2010.

Results

There were 390 surveys completed for the public survey effort. Of these, 242 were completed on paper, and 148 were completed by on-line participants. While the survey results are not statistically valid due to the self-selection process used to conduct the survey, a great deal of valuable information was gathered from residents of the Western Piedmont region. Of the 390 survey respondents, 67% reported that they are aware of the transit services provided by Greenway.

Demographics

Survey Respondents by Jurisdiction. The most number of surveys were received from people living in Catawba County (120), followed by Burke County (81), Alexander County (79) and Caldwell County (74). Table 3-14 shows these responses.

Table 3-14: Survey Respondents by Jurisdiction

Answer Options	Response Percent	Response Count
Catawba County	32.1%	120
Burke County	21.7%	81
Alexander County	21.1%	79
Caldwell County	19.8%	74
City of Newton	7.5%	28
City of Hickory	6.7%	25
City of Morganton	6.4%	24
City of Lenoir	4.0%	15
Other (please specify):	4.0%	15
City of Conover	3.5%	13
Town of Taylorsville	2.1%	8
	answered question	**374**
	skipped question	**16**

Specific Locations

The largest number of survey participants indicated a residential zip code in the Morganton area (81), followed by Taylorsville (62), Lenoir (54), Newton (48), Hickory (34), and Conover (25). The full list of the residential zip codes indicated by participants is provided in Table 3-15.

Table 3-15: Survey Respondents by Zip Code

Zip Code	Location	# Respondents
28655	Morganton	81
28681	Taylorsville	62
28645	Lenoir	54
28658	Newton	48
28613	Conover	25
28601	Hickory	24
28602	Hickory	10
28636	Hiddenite	10
28610	Claremont	8
28638	Hudson	7
28630	Granite Falls	6
28609	Catawba	4
28690	Valdese	4
28168	Vale	3
28606	Boomer	3
28092	Lincolnton	2
28673	Sherrills Ford	2
28678	Stony Point	2
28680	Morganton	2
28761	Nebo	2
28037	Denver	1
28166	Troutman	1
28167	Union Mills	1
28403	Wilmington	1
28611	Collettsville	1
28635	Hayes	1
28667	Rhodhiss	1
28671	Rutherford College	1
28677	Statesville	1
28689	Union Grove	1
		369

Driver's License and Auto Availability

The majority of survey respondents (91%) indicated that they do have a driver's license and at least one working vehicle in the household (93%). These results are presented in Table 3-16.

Table 3-16: Respondent Demographics

Do you have a drivers' license?		
Answer Options	**Response Percent**	**Response Count**
Yes	91.4%	340
No	8.6%	32
	answered question	**372**
	skipped question	**18**

How many working cars/trucks/suvs/ motorcycles are there in your household?		
Answer Options	**Response Percent**	**Response Count**
0	6.9%	26
1	23.4%	88
2	36.4%	137
3	19.4%	73
4 or more	13.8%	52
	answered question	**376**
	skipped question	**14**

Age Groups of Survey Respondents

Sixty-four percent (239 people) of the survey respondents who responded to the question indicated that they were between 26 and 55 years of age. The next largest group of survey respondents was between the ages of 56 and 64 (14.4%), followed by senior citizens (14.1%). These results are provided in Table 3-17.

Table 3-17: Age Groups of Survey Respondents

Answer Options	Response Percent	Response Count
Under 12 years old	0.0%	0
12-17 years old	1.1%	4
18-25 years old	6.9%	26
26-55 years old	63.6%	239
56-64 years old	14.4%	54
65 years old or older	14.1%	53
	answered question	**376**
	skipped question	**14**

Employment Status, Income, and Race

Survey respondents represented the full spectrum of employment possibilities, with a slight majority indicating that they are employed full-time (53%). Retirees comprised 15.9% if the survey respondents and people who reported that they are unemployed comprised 12.6% of the survey respondents. Table 3-18 provides these results.

Table 3-18: Employment Status

Answer Options	Response Percent	Response Count
Employed, full-time	53.0%	197
Employed, part-time	10.8%	40
Retired	15.9%	59
Student, full-time	2.2%	8
Student, part-time	4.6%	17
Homemaker	5.9%	22
Unemployed	12.6%	47
Other	3.2%	12
	answered question	**372**
	skipped question	**18**

The survey respondents also represented the full spectrum of income possibilities, with just over half (55%) reporting household incomes below $45,000 and just under half (45%) reporting incomes above $45,000. These responses are provided in Table 3-19.

Table 3-19: Household Income

Answer Options	Response Percent	Response Count
$14,999 or less	15.7%	54
$15,000-$29,999	20.9%	72
$30,000-$44,999	18.6%	64
$45,000-$59,999	14.0%	48
$60,000-$74,999	9.6%	33
$75,000 or higher	21.2%	73
	answered question	**344**
	skipped question	**46**

The majority of the survey respondents reported that they are Caucasian (83.4%), followed by African-American (9.5%). Table 3-20 provides these responses.

Table 3-20: Race

Answer Options	Response Percent	Response Count
African American	9.5%	35
Asian	1.9%	7
Caucasian	83.4%	306
Hispanic/Latino	1.4%	5
Native American	1.9%	7
Other	1.9%	7
	answered question	**367**
	skipped question	**23**

Modes of Transportation Used

"Drive myself" was the most frequently reported mode of transportation for all of the trip purposes listed on the survey (between 77% and 88%). "Riding with family or friends," was a distant second (between 6% and 14%), followed by "public transportation" (between 3% and 6%). Table 3-21 provides the full responses to this question.

Transit Use Among Respondents

The survey asked participants to indicate if they use any of the available transit services in the region, and if so, which service and how frequently. Of the services offered in the region, carpools exhibited the highest use among respondents (15.9%), followed by Greenway (7.4%).

As a follow up to the transit use question, the survey asked participants to indicate why they do not use public transit. The most frequently cited reason was "need my car for work/school" (44.7%). This was followed by "no bus service is available near my home/work/school," (40.3%), followed by "need my car for emergencies/overtime" (35.3%). The full responses are provided in Table 3-22.

Public Transportation Needs

When asked "is there a need for additional public transit services in the region," 78.7% of the survey respondents indicated yes. The next series of questions on the survey asked a number of specific questions concerning the nature of the need for improved public transportation services.

Intra-Regional Transit Needs

Survey respondents indicated that there is a need for additional services throughout the region, with Burke County mentioned the most frequently (100 responses), followed by Catawba County (89 responses), Alexander County (84 responses), and Caldwell County (78 responses). These data are provided in Table 3-23.

Specific intra-regional needs indicated most frequently by survey respondents were as follows: service between Morganton and Hickory; service between Hickory and Taylorsville; and service along the 321 Corridor between Lenoir and Hickory. The full list of these responses is provided in Table 3-24, listed alphabetically.

Table 3-21: Trip Purposes and Modes

Answer Options	Drive Myself	%	Ride w/ Family/Friends	%	Public Trans.	%	Bicycle	%	Walk	%	Taxi	%	Other	%	Response Count
Work	292	88%	20	6%	10	3%	2	1%	4	1%	0	0%	2	1%	330
Medical	319	86%	30	8%	14	4%	0	0%	4	1%	1	0%	1	0%	369
Social/Recreational	286	77%	50	14%	10	3%	6	2%	17	5%	0	0%	1	0%	370
School	210	83%	19	8%	15	6%	2	1%	3	1%	0	0%	4	2%	253
Shopping/Errands	307	83%	40	11%	14	4%	2	1%	5	1%	2	1%	0	0%	370
													answered question		**387**
													skipped question		**3**

Table 3-22: Reasons for Not Using Public Transportation

Answer Options	Response Percent	Response Count
Need my car for work/school	44.7%	152
No bus service is available near my home/work/school	40.3%	137
Need my car for emergencies/overtime	35.3%	120
Need my car before/after work/school	32.9%	112
Don't know if service is available and/or location of stops	25.9%	88
The hours of operation are too limited	17.4%	59
Trip is too long/takes too much time	14.4%	49
Have to wait too long for the bus or between buses	12.1%	41
Other (responses listed below)	11.2%	38
It might not be safe/I don't feel safe	7.9%	27
Buses are unreliable/late	7.1%	24
Have to transfer/too many transfers	4.4%	15
The bus is expensive	4.1%	14
The bus is uncomfortable	2.6%	9
I have limited mobility and it is hard for me to use the bus	2.1%	7
	answered question	**340**
	skipped question	**50**

Responses to Other:

I have my own car, so I've not needed to use public transportation	18
Never thought about it	3
Prefer to drive myself	2
Don't know schedule	
Too far to walk to first bus stop	
Bus does not run to where I work (Town of Catawba)	
Who wants to ride and pay with crooks and criminals	
I would rahter be self dependent	
Husband handicapped	
Not planning ahead to get Medicaid appt. or know route	
Present ridership is intimidating.	
Need flexibility/schedule/with small children	
Need to get to work and back.	
I prefer to walk	
Car is more convenient to travel	
Work transportation	
No car	
Usually have someone take me	

Table 3-23: Where is There a Need for Additional Services?

Answer Options	Response Percent	Response Count
Burke County	35.6%	100
Catawba County	31.7%	89
Alexander County	29.9%	84
Caldwell County	27.8%	78
City of Hickory	25.6%	72
City of Morganton	22.4%	63
City of Newton	19.2%	54
City of Lenoir	18.5%	52
Town of Taylorsville	16.0%	45
City of Conover	15.7%	44
Other (please specify):	2.8%	8
	answered question	**281**
	skipped question	**109**

Other (please specify):

City of Maiden, Wilkes and Watauga Counties
Maiden, also earlier Dial a Ride for people needing to go to CVMC for surgery.
Patients often have to be there at 6:00 a.m.
Maiden area, Sherrills Ford area
Maiden, Sherills Ford, Longview
Service is very limited at times in the entire Burke County region. It used to be better when it was BCTA.
Rhodhiss
Hildebran
Town of Maiden

Table 3-24: Intra-Regional Transportation Needs

Connection	# Indicating
321 Corridor Lenoir to Hickory	15
Alexander County and public transportation in Hickory	2
Along US 70 and US 321 Corridors	
As a physician office in Hickory, we have a need for those living in all four counties in the service area to travel to our office on a regular basis. Right now, travel seems very limited.	
At least two connecting routes between regions per day (morning & evening)	
Broad Regional Service	
Burke, Caldwell, Hickory, Morganton, Lenoir	
Buses need from rural areas to major hubs, i.e., Charlotte, Winston-Salem, Raleigh-Durham	
Conover and Catawba	
Conover to Hickory	5
Definitely more routes to allow reduced wait times for riders and allow them to be able to make appts on additional days and times	
East Burke to Hickory	
East Burke to Morganton	
Extent to County old 18	
Hickory and Catawba	
Hickory and Taylorsville	26
Hickory to Charlotte	5
Hickory to Wilkesboro	2
Hickory-Statesville	
Hickory-Boone	
Hickory-Hildebran	
Hickory-Lincolnton	2
Hickory-Newton	5
I think local transportation	
I would use public transit if there were adequate service around Morganton and Burke County.	
The idea of an intra-regional service is secondary when we receive such poor service for local needs	
I-40 Corridor	
Lenoir to Boone	
Linking the Cities of Hickory, Morganton, Lenoir and Taylorsville	
Maiden & Hickory	5
Maiden to Newton, Conover, and Hickory	
Mooresville to Catawba COunty, Morganton to Catawba County	
More routes within Burke County	
Morganton & Hickory	34
Morganton and Drexel and Glen Alpine	
Morganton and Newton	4
Morganton to Asheville	2
Morganton to Catawba County	

Table 3-24 (continued)

Connection	# Indicating
Morganton to Charlotte	2
Morganton to major towns	
Morganton to Raleigh	
Morganton-Lenior	8
Morganton-Longview	
Morganton-Winston	
Mostly in town need a bus service	
Need for medical help; doctor's office and pharmacy	
Newton-Lincolnton	
Northeastern Catawba County to Hickory	
Of course there is a need for intra regional services. Why would you establish a Regional Transportation System if not willing to provide services intra-regionally? The most important linkages: Taylorsville to Hickory; Hickory to Morgantion, Lenoir to Morganton. If you are also using the environment as part of your "tag line" marketing the intra-regional services might also make those of us who find your services limited and not all inclusive think twice about using our vehicles and choose your public transportation.	
Outer areas of Burke County	
People going to work	
Raleigh-Durham Airport	
Baptist Hospital	
Blowing Rock	
Rural areas of Burke County...students of mine claim Transit will not come to their homes.	
Statesville-Taylorsville	5
Taylorsville and Hiddenite	2
Taylorsville to Newton	
Taylorsville to other towns in area	
Taylorsville-Bethlehem	
Taylorsville-Lenoir	
Taylorsville-Wilkes	
Taylosville (Alexander Co) and Hickory (Catawba Co)	
There needs to be more access to medical appointments on more days	
Throughout counties - definitely between major cities in the counties	
To Catawaba Valley Community College from Taylorsville	
Town of Rhodhiss - Granite Falls and Hickory	
We live in Gamewell, they do not come into our community	
West Catawba County	

Inter-City Bus Linkages

The survey also asked respondents to indicate what intercity bus linkages were needed in the broader Western North Carolina region. The most frequently occurring pair listed was Charlotte-Hickory (41 responses), followed by Asheville-Morganton (31 responses), Statesville-Hickory (29 responses), and Statesville-Taylorsville (28 responses). The full responses to this question are provided in Table 3-25.

Priorities for Additional Service within Existing Service Area

When asked to indicate what additional services are needed within the existing service area, service later in the evening was the number one priority (121 responses), followed by more frequent service (118 responses), Sunday service (80 responses), additional Saturday service (79 responses), and service earlier in the morning (76 responses). Table 3-26 provides theses data.

Quality of Service Improvements for the Current System

Additional bus shelters and benches (103 responses) and improved access to transit information (100 responses) were the most frequently indicated quality of service improvements among survey respondents. Some of the comments provided by respondents in this section of the survey also indicated that there is a need for better communication between Greenway staff and the public. Several other specific comments were also provided. These responses are listed in Table 3-27.

Opinions Concerning Financial Support for Transit

The survey also asked respondents to indicate if they would support either of the two financing mechanisms that could potentially be implemented to fund public transportation improvements. These results shown that of the 360 people who answered the question, 209 indicated support for one or the other of the mechanisms (115 supported a ¼ cent sales tax and 94 supported a vehicle registration fee). Forty-three percent of the respondents to this question indicated that they would not support either of the options, but they do feel that public transportation in the region is important, and 11% indicated that they do not support either of the options and public transportation in the region is not important. These results are provided in Table 3-28. While these results do not show a majority support for a particular funding mechanism, they do show a majority support for some type of funding mechanism, which is positive given the current economic climate.

Table 3-25: Intercity Bus Linkages

City/County Pairs		# Indicating
To/from Asheville:	Morganton	31
	Hickory	20
	Lenoir	8
	Newton	3
	Winston/Salem	2
	Catawba	1
	Charlotte	1
	Claremont	1
	Conover	1
	Statesville	1
To/from Boone:	Hickory	21
	Lenoir	21
	Morganton	12
	Newton	3
	Asheville	1
	Charlotte	1
	Conover	1
	Gastonia-Charlotte	1
	Patterson	1
	Taylorsville	1
	Wilkesboro	1
To/from Charlotte:	Hickory	41
	Morganton	23
	Newton	11
	Lenoir	10
	Taylorsville	6
	Conover	6
	Catawba	2
	Statesville	1
	Gastonia	1
	Claremont	1
	Burke	1
	Alexander	1

Table 3-25: Intercity Bus Linkages

City/County Pairs		# Indicating
To/from Greensboro:	Morganton	7
	Hickory	6
	Lenoir	4
	Conover	2
	Newton	2
	Alexander	1
	Statesville	1
	Burke	1
	Taylorsville	1
To/from Salisbury:	Hickory	11
	Morganton	7
	Statesville	5
	Conover	2
	Newton	2
	Lenoir	1
To/from Statesville:	Hickory	29
	Taylorsville	28
	Morganton	9
	Newton	4
	Lenoir	3
	Conover	3
	Catawba	2
To/from Winston/Salem:	Hickory	20
	Morganton	15
	Taylorsville	6
	Lenoir	4
	Newton	4
	Asheville	2
	Catawba	2
	Alexander	1
	Burke	1
	Conover	1
	Statesville	1

Table 3-26: Respondents' Priorities for Additional Service within Existing Service Area

Answer Options	Response Percent	Response Count
Service later in the evenings	51.5%	121
More frequent service	50.2%	118
Sunday service	34.0%	80
Additional Saturday Service	33.6%	79
Service earlier in the mornings	32.3%	76
Other (please specify):	8.5%	20
	answered question	**235**
	skipped question	**155**

Other (please specify):

For Dial-a-Ride, earlier appointment times (before 8 am) to the hospitals for surgery appointments Monday through Friday
Need some way for people to get to and from work-this service now is way TOO expensive
Any kind of regular dependable accessible service would be a great improvement
Mid day and later service; service is orientated around people with 9-5 jobs, not second or third shift
This would help for shopping needs
Daily van availability in Caldwell and Alexander Counties would be very helpful
From Newton to Hickory, so youths in Newton can take advantage of the skate park in Hickory
More routes to Asheville & Winston Salem
Service for dialysis patients on Saturday
Unknown
All times
Unknown
Available anytime
Service outside Taylorsville
Clean-up ridership
More drivers
Service to doctor and senior center
Longer hours
As needed per client

Table 3-27: Quality of Service Improvements

Answer Options	Response Percent	Response Count
Additional bus shelters and benches	50.7%	103
Improved access to transit information	49.3%	100
More informative website	23.2%	47
Improved on-time performance	20.7%	42
Other (please specify):	17.7%	36
Safer buses	13.8%	28
More helpful staff	12.3%	25
Cleaner buses	8.9%	18
	answered question	**203**
	skipped question	**187**

Specific "Other" Improvements:

A bus schedule/route orientation or more understandable route information on the website.

Staff are helpful (except _____who is rude) but staff seemed overwhelmed by work load. I have tried to buy advanced tickets and found it impossible to work out with your staff. It was also very difficult to reach your staff to request transportation for a client. I finally transported them myself as it turned into hours of trying to get Greenway on the phone with a person who could schedule.

more buses, but smaller buses

Shelters should be better built than what they currently are, so areas don't even have a shelter, just a sign!

a "park and ride" place where I could drive to the bus stop, park my car and ride from there. Too far

Make people more aware of available routes/stops

Sufficent seats and busses for more than spotty service in Burke County.

Spanish Interpreter

Increase in transportation choices for people with disabilities

I believe if management drove the routes with bus drivers and talked to the elderly and the disabled you may get a real sense of where you need to improve. Some older folks and disabled would find the fact that you are so restrictive and transfers are diffcult

Staff are usually rude to clients,and the services are difficult for disabled and elderly to use

Table 3-27 (continued)

More coverage for the greater Burke County area
Being more available for citizens of Burke County especially if they are already in the route area but there is also a great need to expand the route area so that all of Burke County can be included
More organized, not last minute notification to transportation providers
Improved pickup time for our patients they wait hours to be picked up Better messaging/communication about name of service changing Bike racks
Allow riders more time to get to buses at pick-up, more understanding related to riders with cognitive deficits, return calls to notify client of received ride requests, greater accomodations for riders with appts outside of normal route times if out of rider control and medically necessary, an option to talk to a live person at call in,more rider centered service in general taking in consideration the literacy level/developmental status/severe medical conditions of this population More information so citizens are aware it exists Full Size Buses Unknown I have not ridden it All times Unknown More stops (client's say) More publicity-awareness Bus stops closer together Someone to help elderly Never use it More room on vans. Improve quality/approval to better ridership The staff at the main office needs improvement. Places to get on bus Be aware of physical contact Better management

Table 3-28 Support for Public Transit Financing Options

Answer Options	Response Percent	Response Count
A vehicle registration tax of up to $7.00 per vehicle.	26.1%	94
A one-quarter cent sales tax.	31.9%	115
I would not support either of these options, but I do feel public transportation in the region is important.	43.3%	156
I would not support either of these options, and I do not feel that public transportation in the region is important.	11.1%	40
	answered question	**360**
	skipped question	**30**

General Comments

Survey respondents were asked to indicate if they would use public transportation services in the region if there were to be a service that met their travel needs. Seventy-four percent of the people who answered this question indicated yes.

The last question on the survey was open-ended, soliciting comments concerning the need for improved public transportation in the Western Piedmont region. Respondents provided 121 comments in response to this open-ended question. The comments can be categorized as follows:

- Appreciative that service is available, particularly for seniors and people with disabilities.

- There is a need for more service and more capacity
  - Longer hours of service
  - More routes from Burke and Caldwell to Hickory

- There is a need to better advertise the system that is in place.

- Specific complaints regarding the current system:
  - Hard to schedule trips
  - Difficult to get through to a "live person" on the phone
  - Too expensive
  - Need a Spanish-language interpreter
  - Service has declined in Burke County since the merger
  - Clients have long waits to get picked up for the return trip
  - The large buses are not needed in this region

- Service to more areas, including the following specific requests:
  - Mitchel-Gold
  - Alexander Alternative Learning Program
  - Hickory CVCC Campus
  - Park and ride opportunities
  - Alexander County
  - Major employers
  - Fixed routes in Lenoir and Caldwell County
  - More frequent service to Lenoir-Rhyne College
  - Charlotte
  - Mountain View
  - The Big Lots and the BiLo in Conover
  - Old Lenoir Road

- Geitner Road
- Fixed route between Hickory and Morganton
- Fixed route within Morganton
- Intercity bus service to Boone, Charlotte, Winston-Salem, and Greensboro
- Rural neighborhoods- Oxford Park, Canova Park
- NC 16 between Taylorsville and Conover
- Maiden

There were many specific and thoughtful ideas provided by survey respondents and the full list general comments are provided in Appendix C.

PASSENGER SURVEY

In order to learn more about the unmet transit needs and capture the opinions of the current riders of WPRTA services, passenger surveys were conducted during the second week of February, 2010. KFH Group hired temporary workers to administer the surveys on-board the fixed route buses and the demand-response vans. In order to get a good sampling of riders, two surveyors rode the fixed routes for a three-day period and three surveyors rode the demand response vans for a four-day period (one day in each County). Two slightly different versions of the survey were used for this task, examples of which are provided in Appendix D.

A total of 225 surveys were completed for the effort, with 131 surveys from the fixed route riders and 94 surveys from the demand-response riders. The average daily ridership for Greenway in FY 2009 was about 1,100 passenger trips per day, which likely represents about 550 people (assuming two passenger trips each). These data suggest that the survey collected opinions from about 41% of the riders (likely about 51% of the fixed-route riders and 34% of the demand-response riders).

Fixed-Route Results

As would be expected, given the ridership patterns, the most number of fixed-route surveys were received from the Hickory-Conover-Newton route, followed by the West Hickory Route and the NC127/Springs Road route. Table 3-29 shows the number of fixed-route surveys received by route.

Table 3-29: Fixed-Route Rider Survey Results

Route	Number Received	Percent
Hickory-Conover-Newton	72	55%
West Hickory	26	20%
NC 129/Springs Road	24	18%
Tate Boulevard	9	7%
Total	**131**	

Passenger Transfers

Sixty percent of the fixed route survey respondents indicated that they did not make a transfer to compete their trip, 38% indicated that they made one transfer, and 2% indicated that they did not make a transfer. These results are listed in Table 3-30.

Table 3-30: Passenger Transfers

Passenger Transfers	Number	Percent
No Transfers	77	60%
One Transfer	49	38%
Two or More Transfers	2	2%
Total Responses	**128**	

Trip Purposes

Riders use the fixed route services for a variety of trip purposes, with "work" cited the most frequently (37%), followed by "errands/personal business" (26%), and "school" (18%). Table 3-31 provides the full responses concerning trip purposes.

Satisfaction with Greenway Services

The rider survey asked respondents to "score" Greenway concerning a number of different service characteristics. The scoring options ranged from "1" for "very satisfied" to "4" for "very unsatisfied." The results were compiled for each of the service characteristics to provide a "composite" score. For compiled scores of "2" or lower, we can say that riders are satisfied with the characteristic, and for scores higher than "2" we can say that riders are not satisfied with the characteristic.

Table 3-31: Trip Purpose

Trip Purposes	Number	Percent of Total Surveys
Work	48	37%
Errands/Personal Business	34	26%
School	23	18%
Social/Recreational	16	12%
Medical	16	12%
Shopping	15	11%
Government Service Agency	5	4%
Other (looking for work)	2	2%
Total Responses	**159**	

Note: Respondents could indicate more than one trip purpose.

The composite scores show that riders are most satisfied with the driver courtesy (1.51), the safety and security (1.58), and the cost of the bus fare (1.67). Riders are least satisfied with the hours of service (2.42), the telephone customer service (2.38), and the days of service (2.23). The full results for this question are presented in Table 3-32.

Desired Improvements

One of the questions on the fixed route survey asked "If Greenway were to make service improvements or expand to serve additional geographic areas, what would be your top three choices?" The most frequently listed improvement was "more bus routes," followed by "longer hours," "Sunday service," and "increased frequency." A number of specific geographic areas were mentioned, including the US70 corridor, the US321 corridor, service to Lenoir, Taylorsville, and Charlotte. The full list of improvements is provided in Table 3-33.

General Comments

The general comments echoed the results of the specific questions, with riders indicating a need for more frequent service, more routes, seven-day service, service along the US70 and US321 corridors, as well as some specific routing and scheduling requests and complaints. The desire for shorter and more direct routes was also mentioned. Table 3-34 provides the full comment list.

Table 3-32: Satisfaction with Greenway Services

	Very Satisfied 1	Satisfied 2	Unsatisfied 3	Very Unsatisfied 4	Composite Score
Driver courtesy	67	53	4	1	1.51
Safety and security	59	62	6	0	1.58
Cost of bus fare	50	67	9	0	1.67
Cleanliness of the buses	43	71	9	0	1.72
On-time performance	36	76	15	1	1.85
Availability of information	37	61	20	8	1.99
Convenience of bus stop locations	31	64	25	8	2.08
Usefulness of Greenway website	22	61	8	13	2.12
Frequency of service	26	53	30	9	2.19
Convenience of bus routes	27	62	27	12	2.19
Days of Service	24	64	25	14	2.23
Telephone customer service	25	53	17	27	2.38
Hours of Service	20	50	39	17	2.42

Table 3-33: Fixed-Route Survey- Desired Service Improvements

Desired Improvement	Number of Responses
More bus routes	24
Longer hours	16
Sunday service	12
Increased frequency (30 min)	10
Service along US 70	8
Charlotte/Link up with "CATS" to Charlotte	7
Hwy 321	7
Lenoir	7
Taylorsville	7
Shorter, more direct routes	6
Buses on schedule	3
Caldwell County	3
Granite Falls	3
Maiden	3
More stops	3
Morganton	3
NC Route 127	3
Asheville	2
Belle Hollow	2
Catawba	2
Continuous route which runs one from another is no good. Never seen such a set up. CRAZY	2
Fresh Air	2
Gastonia	2
Hickory/More of Hickory	2
Longview to Galaxy	2
L-R Blvd	2
Saturday until 7am to 6 pm	2
12th Ave. NW	
Bethlehem	
Claremont	
CVCC	
Direct express route	
DMV	
Food Lion	
Galaxy on Springs Rd	

Table 3-33: Fixed-Route Survey- Desired Service Improvements

Desired Improvement	Number of Responses
Go to more places that might have job	
Going straight to Sandalwood	
Hickory to Taylorsville	
Hildabran	
Hudson	
Icard	
Jack in Box	
Jenkins School	
Lincolnton	
Longview	
McDonalds- Conover	
Michaels	
More attentive while driving	
Nearby counties	
Newton	
Old Lenoir Road	
Roses Department Store	
Saturday until 7pm	
Schedule posted at each stop	
Sherrill's Ford	
Southside Park	
Spartanburg	
Startown	
Statesville	
Stop when they see someone standing with a sign… I've been passed several times	
The bus routes to be closer	
Timberwood	
Unemployment office	
Walmart	
Wilkesboro	
Woodland Park Apt.	

Table 3-34: Fixed-Route Comments

A discount for students would be nice
Always had great service with buses and drivers. Thanks
Bus driver needs to be nice
Bus rates should be based on income.
Bus routes could be closer in time arrival for pick up throughout the county if it was ran differently 1 hr. is too long to wait for a bus
Bus service should run 7 days/week. Revenue would increase 32%
Change stops some dangerous add express routes
Comments won't make a difference!
Drivers always seem in hurry to keep on schedule. Shorter routes
Everything is fine.
Extend bus service to North Hwy 321, include service to bus 321, extend service to North and South 127
Good, Need station
Hickory Library
I believe this public transportation is really convenient for me and my family. Since we have no other means of transport, this service is really useful
I just feel it should have longer transportaton hours, also to more places
I just wish they could run a little longer each day. That's it.
I would like for there to be a stop put at 3rd and 26th St across from Mcdonald Crossing. I work 8 to 4 and have a hard time getting to the nearest stop by 4:20
I would like more buses on route to better pick up timing. Thank you!!
I would really love a stop somewhere along Hwy 321, Old Lenoir Rd, or 12th St NW near Creekside Apts. It would really help me out a lot. I have to take taxis on rainy or cold days and it would save me a lot of money on taxis to have a stop near Creekside Apts again
If they extended their service hours through weekday and weekend hours, if they went to Mountain View, Morganton, Lenoir and more places in Hickory like Southside Heights and Brookford.
It is a very good service. Keep up the good work to this area
longer operation hours
More bus routes
More bus. Shorter routes
More routes
More routes on Saturday amd Sunday
Need later service, Sunday service
Need more bus runs
Need more buses and routes
Not enough runs
One hour is TOO long between buses. Need more buses for 30 min between buses
Plan routes more like a real city. Have planners ride to get the whole picture
Pretty good for people who don't have transportation
Pretty good system
Routes need to be more direct, with transfer points crossing main roads. It takes way too long to get from beginning to end. Planning really needs to get PLANNING
Satisfied. Not run on Sunday
Saturday should stay open to 6pm, and Sunday should run from 7am to 3pm
Security check

Table 3-34: Fixed-Route Comments

Shorter routes, more buses. Saturday and Sunday: longer hours
Some bus drivers don't wait until you're seated to start the bus next one.
Sunday buses
Thank you for your help and support in such a difficult time
The service is good, but instead of a bus every hour it needs to be a bus every 30 min. for every route
There needs to be a bus going all over Newton, so you won't have to transfer to the hospital to get back to Sandalwood
They need to work on the time from the morning Route 70 and Tate. If I get the 70 bus at 7:10 or 7:15, I miss the Tate by 4 min.
Things are alright. Pretty good service and most of the time the staff (overall) is respectful and do what they can to help the passengers
To go to Greyhound bus in Gastonia.
Too long to get to work
Transportation is on time and reliable
Very convenient
We have made out survey after survey with no positive results!
We need to connect with Charlotte. They run a commuter service to outlying counties. Perhaps you could meet that service with a coordinating route
Who plans these routes should ride a day see reality
Why are there not more direct routes down main roads like Hwy 70 and 127? It should start one end and go down and turn around 30 min each way!
Why would you go on I-40 where you can pick up no passengers instead of an alternate route like Hwy 70 where passengers could catch the bus. You should have direct routes with transfer points
Would love to see longer hours in Saturday and some Sunday access to buses

Rider Demographics

Of the 131 fixed-route survey respondents, 95 (73%) indicated that they are residents of the City of Hickory. Fourteen percent reported that they are residents of Newton, and 8% indicated that they are residents of Conover.

The majority of the fixed route riders do not have a drivers' license (62%) and do not have a vehicle available within the household (61%). Thirty-one percent of the fixed route survey respondents reported that they are employed full-time; 22% reported that they are unemployed; 15% reported part-time employment and 12% reported that they are full-time students.

Riders reported relatively low incomes as compared to the survey participants from the public opinion survey, with 82% reporting household incomes of $30,000 or less. The full fixed-route rider demographics are provided in Table 3-35.

The survey responses with regard to demographics verify that current fixed route riders are primarily transit dependent.

Demand-Response Results

Surveyors were assigned to three "runs" in each of the four counties to collect a representative sample of the demand response program. Of the 94 demand-response surveys that were completed for the CTSP, 26 were from Catawba County; 25 were from Alexander County; 23 were from Caldwell County, and 20 were from Burke County. This breakdown is provided in Table 3-36.

Trip Purposes

The most frequently occurring trip purpose for the demand-response riders was medical, followed by social/recreation, work, and senior center. Table 3-37 provides the full responses to this question.

Frequency of Use

Greenway demand-response riders are frequent users of the system, with 51% indicating that they use the system four or more times per week and another 38% indicating that they use the systems 2-3 times per week. These results are provided in Table 3-38. Only three of the 94 survey respondents reported that they also use the fixed-route bus services.

Table 3-35: Fixed-Route Survey Results - Rider Demographics

Residency of Riders	Number Received	Percent of Total Surveys
City of Hickory	95	73%
Catawba County	20	15%
City of Newton	18	14%
City of Conover	10	8%
Other	3	2%
Burke County	1	1%
Caldwell County	1	1%
Total Responses	148	

Note: Respondents could indicate both City and County.

Drivers License	Number	Percent
Yes	20	38%
No	32	62%
Number of Responses	**52**	

Vehicle Availability

Number of Household Vehicles	Number	Percent
0	76	61%
1	32	26%
2	10	8%
3	4	3%
4 or more	3	2%
Number of Responses	**125**	

Age of Respondents	Number	Percent
Under 12 years old	0	0%
12-17 years old	1	1%
18-25 years old	29	23%
26-55 years old	77	62%
56-64 years old	15	12%
65 years old or older	6	5%
Number of Responses	**128**	

Table 3-35 (continued)

Empoyment Status	Number	Percent of Surveys
Employed, full-time	40	31%
Unemployed	29	22%
Employed, part-time	20	15%
Student, full-time	16	12%
Other	15	11%
Retired	11	8%
Student, part-time	8	6%
Homemaker	3	2%
Number of Responses	**142**	

Household Income	Number	Percent
$14,999 or less	72	63%
$15,000 - $29,999	22	19%
$30,000 - $44,999	10	9%
$45,000- $59,999	7	6%
$60,000- $74,999	2	2%
$75,000 or higher	2	2%
Number of Responses	115	

Race	Number	Percent
Caucasian	58	46%
African American	47	38%
Hispanic/Latino	9	7%
Native American	5	4%
Asian	3	2%
Other	3	2%
Number of Responses	**125**	

Sex	Number	Percent
Male	80	64%
Female	45	36%
Number of Responses	**125**	

Table 3-36: Demand Response Rider Survey Origins

County	# Received	%
Alexander County	25	19%
Burke County	20	15%
Catawba County	26	20%
Caldwell County	23	18%
Total	**94**	

Table 3-37: Demand Reponse Rider Survey Trip Purposes

Trip Purposes	#	% of Total Surveys
Medical	36	38%
Social/Recreational	25	27%
Work	16	17%
Senior Center	16	17%
School	7	7%
Shopping	6	6%
Errands/Personal Business	2	2%
Government Service Agency	1	1%
Total Responses	**109**	

Note: Respondents could indicate more than one trip purpose

Table 3-38: Demand Response Rider Surveys Frequency of Use

Frequency of Use	#	%
4 times per week or more	46	51%
2-3 times per week	34	38%
Once a week	1	1%
2-3 times per month	7	8%
Once a month	2	2%
Less than once a month	0	0%
Total Responses	**90**	

Knowledge of System

Riders learned of the service through a number of different sources including staff from a variety of human service agencies, other riders, and as part of their general community knowledge. Only one respondent reported that they found out about the system through the Greenway website. Table 3-39 provides these results.

Length of Use

The majority of the survey respondents reported that they have been using the transportation service for more than one year (66%), with 26% indicating that they have been using the system for six months or less. These results are further broken down and presented in Table 3-40.

Satisfaction with Greenway Services

Similar to the fixed-route survey, the respondents were asked to "score" Greenway with regard to specific characteristics (with "1" denoting "very satisfied," and "4" denoting "very unsatisfied.") Driver courtesy scored the highest (1.19), as it did among the fixed route survey respondents. The usefulness of the Greenway website scored the second highest, but only 22 people scored that particular characteristic. The composite scores for the demand-response service characteristics were generally higher than they were for the fixed route service characteristics, with only one of the demand-response characteristics slipping lower than "satisfied." The lowest scoring of the demand-response characteristics was "telephone customer service," (2.17), followed by "trip scheduling process," (1.84). These results are provided in Table 3-41.

Best and Least

The demand-response survey participants were asked to indicate what they like the best about Greenway and what they like the least about Greenway. These open-ended results were categorized in Tables 3-42 and 3-43. As is shown again, riders are most pleased with the drivers. A distant second was dependability, followed by generally praise for the system and convenience. Riders are the least pleased with the communication system, with 15 respondents indicating that they liked this feature the least.

General Comments

As shown in Table 3-44, the general comments echoed the rest of the survey results, with a mix of praise for the drivers and the system, some criticism of the

Table 3-39: How did you find out about the van service?

Information Source	#	%
Other	21	24%
Other agency staff	17	20%
Asked someone who uses the service	16	19%
Already knew	13	15%
Senior center staff	6	7%
Telephoned Greenway	5	6%
Brochure	4	5%
Asked driver	3	3%
Greenway website	1	1%
Total Responses	**86**	

Note: respondents who indicated "other" listed family members and specific agencies such as DSS.

Table 3-40: How long have you been using the service?

Length of Time	#	%
Six months or less	23	26%
Between six months and one year	3	3%
About one year	4	4%
Between 1 and 2 years	17	19%
More than 2 years	23	26%
More than 5 years	19	21%
Total Responses	**89**	

Table 3-41: Satisfaction with Greenway Services -- Demand-Response

	Very Satisfied 1	Satisfied 2	Unsatisfied 3	Very Unsatisfied 4	Composite Score
Driver courtesy	73	15	1	0	1.19
Usefulness of Greenway website	15	7	0	0	1.32
Safety and security	51	35	1	0	1.43
Cleanliness of the vans	47	41	0	1	1.49
On-time performance	42	42	4	0	1.57
Hours of service	35	48	3	0	1.63
Days of service	37	41	8	0	1.66
Availability of information	37	38	8	1	1.68
Cost of bus fare	26	51	1	0	1.68
Trip scheduling process	31	42	7	5	1.84
Telephone customer service	30	28	15	15	2.17

Table 3-42
What do you like best about Greenway?

Response	Number of Responses
Drivers/ Driver courtesy	32
Dependable/reliable	9
All good/all nice/really good/really nice	7
Convenience	7
Cost	6
Availability	5
On-time performance	5
Good service	4
Independence	2
Timing	2
Clean and friendly	1
Enjoy being with folks	1
Fills need for transport	1
Gets you where you need to go	1
I do not have to drive	1
I have a way to get to work	1
Safety	1
Very much needed	1

Table 3-43: What do you like least about Greenway?

Response	Number of Responses
Communication system	15
Nothing/No problems/No complaints/satisfied	11
Timing	4
Scheduling	3
Sometimes not on time	2
Wait time	1
Call in the same day for a ride	
Can't ride on Saturday	
Couple drivers that scare me	
Don't go to Longview	
Get the right message to driver!!!	
Good services	
Limited hours	
Needs more info about the company, routes, times, etc.	
Takes too long to answer phone	
Want car seats back on vans	
Wanting to be able to ride 5 days a week	
Wants fixed-route	
Wish drivers could play radio	
Would like a fixed route in Alex. Co.	

Table 3-44: General Comments -- Demand-Response Survey

All staff helpful. Hard to get someone on the phone. However, once you do, they are very polite. "Phone web" is confusing
`
Feels that drivers SHOULD be able to take TIPS (cash) for their help as a personal gift to the driver from the passenger.
Good and dependable
I have been totally happy with your service
I think it needs to go more places like the ball park
I wish I could call and get a ride faster than 2-3 days.
Improvements with customers from the office is much needed as far as communication
It is a God-send for the Seniors
Leave cards at doctors' offices so they can take advantage of services
Like drivers' forthrightness, up front-ness.
More hours on Saturday until 5pm. On time performance depends on driver
Need this service. I depend on it
Needs to provide more info by mail or keep info on the bus about Greenway and the routes.
Overall, I'm well pleased with the company and how the drivers treat me as a passenger
Please, offer transportation to drug stores after medical appointments
Sometimes to be able to stop to pick up something to eat after being out so long
Thankful for the ride
They are a good service and like a the driver. They can do a little better with the phones when you start to set the thing up.
Thinks they should be able to give drivers cash tips
This is a blessing to us!
Very happy with the drivers and the courtesy
Very nice people
Very satisfied with transportation
Very thankful for the driver courtesy
Would like to give a tip to drivers
Would like to have call backs from a live person to confirm any messages such as canceling rides, delaying rides, needing rides, etc.
Would like to see fixed route services in Caldwell County
Would like to speak to a live person instead of a machine

communication system, and some specific service requests. The demand-response comments were generally not as critical as the fixed-route comments.

Demographics

The demographic section of the demand-response survey only asked about license and vehicle availability. This was done because many of the surveys were conducted "interview" style and the survey team did not want to make the riders uncomfortable by asking personal questions. A broader range of demographic information was collected via the public and fixed-route surveys, as these were conducted in a more anonymous fashion.

As is shown in Table 3-45, 69% of the demand-response survey participants do not have a drivers' license and 43% reside in households with no vehicles available.

Table 3-45: Demand-Response Survey Results - Rider Demographics

Drivers License	Number	Percent
Yes	27	31%
No	60	69%
Number of Responses	**87**	

Vehicle Availability

Number of Household Vehicles	Number	Percent
0	37	43%
1	34	39%
2	1	1%
3	12	14%
4 or more	3	3%
Number of Responses	**87**	

STAKEHOLDER OPINIONS

KFH Group interviewed key stakeholders in the region. These stakeholders included the four County managers, selected County Commissioners, business development and training advocates, and human service advocates. The purposes of these interviews were to:

- Gauging the level of support for further enhancing public transportation in the region;
- Soliciting feedback concerning how community leaders perceive the new Transit Authority;
- Gathering information concerning unmet public transportation needs, including specific project ideas;
- Gauging the level of support for potential local funding options, including a discussion of what the obstacles may be; and
- Soliciting advice concerning the development of a local transit funding coalition.

KFH Group staff conducted ten stakeholder interviews. Stakeholders offered the following opinions:

1. **The provision of public transportation is important in the region.** Community stakeholders were in agreement that it is vital to provide service for the region's elderly and disabled populations and for people without other means of transportation so that they can access medical appointments, necessary errands, jobs, and training opportunities. Some of the stakeholders indicated that this type of system is all that is needed in the region, while others are interested in pursuing a more robust public transportation that could attract choice riders and help with long-term growth issues such as air pollution and traffic congestion.

2. **There are a number of benefits to further developing the public transportation system in the region.** Specific benefits cited are:

    a. Public transportation affords residents with limited means a way to participate in daily life.
    b. Public transportation provides a way for elderly people and people with disabilities to participate in daily life.

c. Public transportation allows senior citizens to remain in their homes and remain active participants in the community.
d. Public transportation has the potential to improve the environment by reducing vehicle miles traveled, which results in better air quality and less fuel consumption.
e. Public transportation can help reduce traffic congestion, which results in a higher quality of life and environmental improvements.

3. **The following specific projects were cited as priorities**, though they are not listed in priority order, as they represent the different opinions of several stakeholders:

   a. More capacity for senior transportation and greater access from the more remote parts of the region.
   b. Better coordination of services
   c. Commuter opportunities between the major population centers, perhaps using existing parking lots as park and ride lots. For example, service from the Taylorsville Walmart to Hickory and to Statesville.
   d. Vanpooling within the region, including destinations such as CVCC.
   e. More frequent transit service within the fixed route core.
   f. Commuter service to Mooresville/Charlotte
   g. Additional services in Morganton and Lenoir
   h. Corridor services - 321 from Lenoir to Hickory and Route 16 from Taylorsville to Newton/Conover and from Claremont to Hickory.

4. **The Authority is doing well.** Some of the stakeholders had more direct knowledge of Authority operations than others, but all of the stakeholders offered positive feedback concerning the way the Authority is developing. The following specific comments were offered concerning the Authority:
   a. The "green" focus is a positive, particularly the upcoming purchase of biodiesel and hybrid vehicles.
   b. A recent human service agency monitoring of the Authority showed that they were in compliance with all of the recordkeeping requirements of a particular funding agency.
   c. It was noted that it would be advantageous to have more diverse Board of Directors for the Authority.
   d. There is still a delicate balance among jurisdictional members in terms of service and financial equity.

5. **Dedicated Local Funding for WPRTA.** Of the ten stakeholders interviewed seven were in conceptual agreement with the development of a dedicated source of funding for WPRTA, but most thought that the economic climate

was such that it would not be a good time to bring a proposal forward. The following issues were brought forward with regard to the two potential funding mechanisms:

¼ cent Sales Tax:

- Catawba County has already exercised this option to fund economic development activities and capital projects.
- Alexander County has already exercised this option for capital debt service.
- The sales tax in the State is already 7.75 cents.
- A ¼ cent sales tax for public water improvements and community college subsidies failed in Burke County.
- One of the stakeholders thought that the sales tax option would be acceptable.

Vehicle Registration Fee of up to $7.00

- A fee of $3 -4 would be more acceptable to the public.
- Vehicle owners may not want this fee used toward transit.
- A vehicle registration fee would go over better than a sales tax.

Obstacles to Either Mechanism

- The mindset of the average citizen - "what is in it for me?" "look at the buses, they are ½ empty".
- The economy.
- Selling it to citizens, most of whom do not use transit.

Development of a Transit Funding Coalition. Stakeholders thought that a transit coalition should include:

a. Major employers, particularly those served by transit.
b. The local Chambers of Commerce.
c. The human service network, including the Department of Social Services, Health Department, Area Agency on Aging.
d. The Economic Development Councils in each County.
e. Public transportation users.
f. Community colleges and high schools.

Transit Funding Campaign. The following activities will be needed in order to pass any type of dedicated funding:

g. An educational campaign to show the value of public transportation to the region and to the people who use it.
h. A specific plan for services- how would the additional revenue be used and how would it benefit people.
i. A major planning and education campaign to promote why it is important, including the formation of a local stakeholder group that would go to various civic groups to "make the pitch."

SUMMARY AND ANALYSIS

This transit needs analysis has included a significant data collection effort that considered demographics and land use, previous planning efforts, public opinion, rider opinion, and stakeholder opinion. Demographic data indicate that the region is growing slowly, with this trend likely to continue over the next several years. It is unclear whether or not the population of the Census-designated urbanized area will go over 200,000 in the 2010 Census, or whether its shape may change due to changing commuter patterns.

Users of the current system are generally pleased with the service, particularly with the driver courtesy and the safety and security. There were some specific criticisms offered and a general desire for more service, but the overall results were favorable.

In reviewing and analyzing all of this data, a number of unmet transit needs and potential services are echoed by several of the data sources. These key unmet needs and potential services are highlighted below:

- Additional services in Lenoir, Long View, and Morganton. These three areas are the only three in the region that exhibited relatively high transit needs in all of the needs categories and have sufficient population density to consider fixed route services, but are not currently served by fixed route transit. Lenoir and Morganton were also frequently mentioned by survey respondents as needing additional transit services.

- Corridor service in key regional corridors. Corridors cited by survey respondents and in previous studies include the 321 Corridor between Lenoir and Hickory; the US70 Corridor between Morganton and Hickory; the NC16 Corridor between Newton and Taylorsville; and the NC127 Corridor.

- Service to connect the region's community colleges.

- Intercity and/or commuter bus services to areas outside the immediate region, such as service to Statesville, Gastonia, Charlotte, Asheville, Boone, Winston-Salem, and Greensboro.

- Park and ride opportunities to support either intra-regional service or intercity bus and/or commuter services.

- Additional demand-response capacity to provide greater mobility for residents of the rural portions of the region.

- Improvements for the current services:
  - Later hours, more frequent service, more shelters and benches, and more access to transit information for the fixed routes;
  - Improved communication, easier trip scheduling, and additional capacity on the demand response services;
  - Generally more routes.