



**Steering Committee Kickoff**  
**Matthews Downtown Mobility Study**  
**April 1, 2019**

**Agenda**

- Welcome & Introductions (10 min)
- Attendees:
  - Curtis Bridges, CRTPO
  - Jessica Blanchard, Matthews Elementary
  - Christine Schroeder, Citizen
  - John Urban, Town Commissioner
  - Larry Whitley, Planning Board
  - Rob Jacik, Business Owner
  - Stuart Basham, NCDOT
  - Dominique Boyd, NCDOT
  - JD Yearwood, LPA
  - Bill Stevens, Matthews TAC
  - David Johnson, Brakeman's/Silent Images
  - Corey King, Town of Matthews
  - Lou Abernathy, Matthews TAC
  - Dana Stoogenke, Town of Matthews
  - Susan Habina Woolard, Town of Matthews
  - Jay Camp, Town of Matthews
  - John Cock, Alta Planning + Design
  - Heather Seagle, Alta Planning + Design

- Setting the Context (20 min)
  - Define Mobility Framework and Principles
  - Preliminary Findings
  - Project Scope Overview
  
- Issues, Opportunities and Vision Discussion/Map Exercise (1 hour)
  - In one word/phrase, how would you **describe mobility in Downtown Matthews today?**
    - Mess, less than ideal
    - Not safe
    - Congested at time (2)
    - Inconsistent
    - Lack of connectivity
    - Ebbs & flows (traffic)
    - Car-centric
    - Intimidating (traffic)
    - Peak-hour congestion
    - Disconnected; pods
    - Lack of fluidity
    - Disconnection
  
  - In one word/phrase, **how you want mobility in Downtown to be in the future?**
    - Ped-cycle friendly (2)
    - Walkability (2)
    - Find parking more easily
    - Easier mobility for vehicles → traffic to flow easily
    - Consistent- aesthetics + function
    - Improve connectivity for all modes
    - Safety very important (especially for Elementary School)
    - Bike/ped centric
    - Ped-focused “haven”
    - Improve mobility + connectivity
    - Students can walk to park + town
    - More fluid
    - Walkable space

- **Peer/Aspirational communities?**
  - Downtown Greenville, SC (directional signage, parking is easy to find, wide sidewalks)
  - Goldsboro
  - Downtown Davidson (collaborative leveraging of parking)
  - Netherlands (separated bike lanes)
  - Waxhaw (pedestrian bridge)
  - Baxter, SC; Ion, Daniel Island
    - Low country, SC
    - Ped access, connectivity
  
- What is your vision for **mobility in Downtown Matthews in 5-10 years?**
  - Connectivity- traffic flowing smoothly in and out
  - More jobs + housing in Matthews (only 900 households live and work in town)
  - Kids from elementary walk to ice cream, library without adult supervision
  - Maintain way town looks- small town feel
  - “park-once” environment
  - Walk, run, cycle from Brakeman’s to Sportsplex to Stumptown Park safely/comfortably
  - Sidewalks: wide, people on sidewalks, activity on sidewalks
  - School start/end without fear of safety for parents or students
  
- In small groups around maps: (see notes on map)
  - What do you see as the **most pressing mobility issues for Downtown Matthews?**
  - What are the most cited **problem areas** that you experience?
    - School
      - Carpool line is an issue
      - Problem: parents park all over and walk in (solution: designated remote parking? At church?)
      - Carpool creates some havoc at peak hour- “perception vs reality”?
    - Intersection @ Trade & John
      - Gas station entrances/drives- can any be closed? NCDOT will look at circulation
      - How to make Fullwood Ln more used

- When Weddington Rd interchange [with 485] opens, it will reduce traffic on John
  - Where are there **gaps in the network** (all modes: walking, biking, transit, driving, parking)?
  - What are **opportunities for improving mobility in Downtown?**
    - Speed of traffic is a problem
    - All parking in downtown vs at perimeter → chance for parking at perimeter
    - Very little signage for parking
    - Seaboard: non-stop Lyft/Uber on weekends → dedicated TNC parking?
    - Need Stumptown to be a major destination/improved
    - Streets too narrow without sidewalks on many streets in downtown area
    - John St: trees, placemaking, slow drivers, lights
  - **What projects would you like to see in next 3 years?**
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- What would you like this **project to accomplish?**