

Trail Culture Builders

How Ped/Bike Culture Contributes to Thriving Urban Places & How to Avoid Leaving People Out



Carolina Thread Trail Forum
12.1.22

joy **RIDES**

Update



BlueCross BlueShield
of North Carolina

The 2020 and 2040 Center City Vision Plans call for additional bike infrastructure in Center City to encourage more people to utilize this sustainable transportation option as well as a bike-share system with dedicated and shared bicycle pathways and end-of-trip facilities to improve safety and comfort.

In the ten years you have been our partner, Charlotte has added more than 150 miles of bike infrastructure, with another 60 on the way, enabling safe bikeshare travel.



Charlotte's vision is to be a city of bikes



Launching / Growing the Charlotte Joy Rides System



- **2012** - Through GO NC!, BCBSNC enabled the launch of North Carolina's first public bike share system, with 20 stations and 200 bikes.
- **2017** - Expanded with new stations and bicycles through restricted federal grants
- **2020** - Launched our new fleet of electric assist bikes and rebranded the system
- **2022** - Expand with a focus on health and wellness and transportation in vulnerable neighborhoods to serve our community
- ~ **\$500,000** remaining to spend on equipment from Congestion Mitigation Air Quality and Transportation Alternatives Program dollars, with match dollars required

\$1.675MM

Charlotte Joy Rides received two federal grants for capital expenditures, totaling \$1.675MM starting in 2017.

\$221,600

Charlotte Joy Rides has partnered with private developers and raised \$221,600 to meet our federal fund and match obligation.

Charlotte Joy Rides Addresses Social Determinants of Health

Income

Affordable
Transportation
Alternative

Exercise

Heart Healthy



Diet

Access Beyond
Food Deserts



Housing

Extends Reach
of Housing
Options



Addressing Social Determinants of Health

Bikeshare is part of the solution to many disparities impacting marginalized communities.

Affordable Housing

Our e-assist bikes are the least expensive form of transportation in the city of Charlotte. By paying less for transportation people can access and afford more quality housing.

Improving Air Quality

Charlotte Joy Rides helps reduce the carbon footprint.

Health Disparities

The pandemic highlighted what most already knew: people in urban communities are more at risk when it comes to health issues such as high blood pressure and diabetes. These two health challenges can be mitigated by diet and exercise. Charlotte Joy Rides is a low cost and fun way to get low impact exercise and get in shape.

Healthy Food Options

Our stations are uniquely located to give riders in food deserts access to fresh food and multiple grocery stores.

Access to Transportation

Charlotte Joy Rides stations are integrated with the public transportation system.

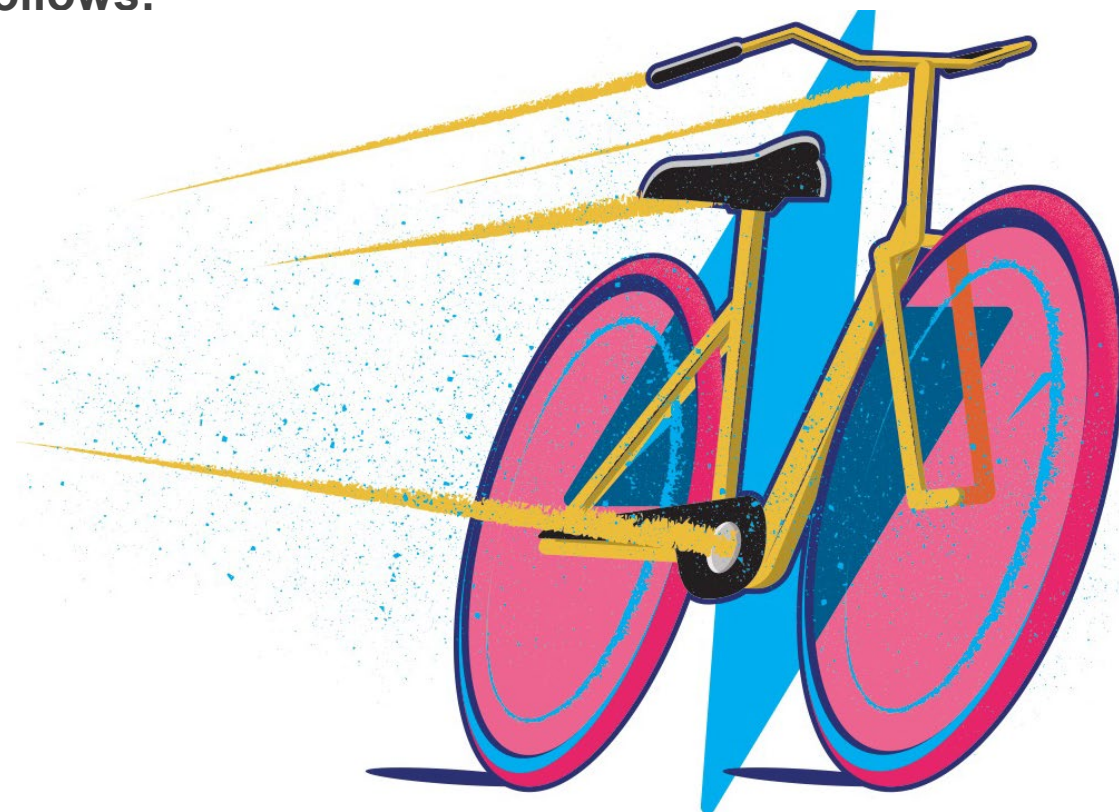


Community Access to Stations

From the very beginning of the Charlotte Joy Rides program, we have made sure to locate stations in places where we maximize their use and address social determinants of health.

Our guiding principles for station locations are as follows:

- Equity
- Social Determinants of Health
- Transportation Integration
- Density
- Pedestrian Activity
- Bikability
- Health and Wellness



Current Station Locations

We currently have 33 stations throughout the community. Many are in underserved communities.



New Station Locations

We are expanding the system by at least eight stations with the focus on underserved communities.



Contact Information

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CLT BIKE CAMP



CLT Bike Camp Mission and Goals

- Through our program, children learn and practice the foundations of bicycle safety, maintenance, handling and road use. Our purpose is to provide an immersive and supportive experience that equips children with greater awareness and skills to be confident and responsible city riders.
- From our inception we have been a sliding-scale tuition based program. We want any child and family to participate. Children from every neighborhood deserve to experience what their city has to offer, and getting there requires knowledge, situational awareness and practice. To have dependable skills and experiences in active mobility is to have connection to even greater opportunities and healthy lifestyles. About 1/3rd of our programming is free or very low cost. We have a combination of scholarships and free camps that are mostly paid for through our registration. This keeps our programming available to anyone who is interested, no matter their economic status.
- We are a destination focused Bike Camp, the first of and we've been the first program of our kind in North Carolina. We use a combination of greenways/trails, on street infrastructure, and low traffic neighborhood streets to make our way across Charlotte, while having a great time along the way.

Trips For Kids Charlotte Charlotte Re-Cyclery

Trips For Kids Charlotte's mission: Transform lives, communities and landscapes through cycling! We believe the bicycle is a tool for physical, mental and social change.



Brian Mister

Dad of three

Husband to a creative powerhouse

Race Director

Around the Crown 10K

- Largest in the state
- Sustainability focus
- Working towards a start line that represents our city
- [2022 Race Recap](#)



STEWART

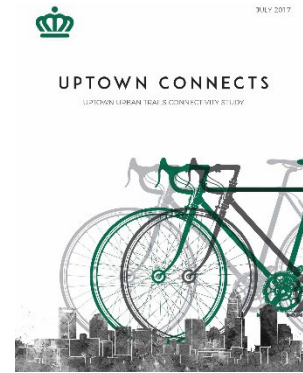
- Landscape Architecture & Community Spaces
- Community Planning
- Civil Engineering
- Structural Engineering
- Transportation
- Geomatics
- Geotechnical & Construction Services

TRAIL CULTURE BUILDERS

We craft the exterior fabric of our communities.

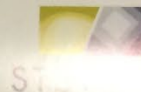
We partner with our clients to develop impactful, equitable, and actionable plans that strengthen communities and honor their unique character.

Charlotte 5th St-6th St Cycle Track



Charlotte 5th St-6th St Cycle Track





STEWART

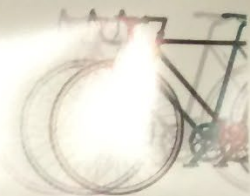
UPTOWN CONNECTS!

URBAN TRAILS CONNECTIVITY STUDY



CHARLOTTE

RECOMMENDED CORRIDORS FOR CONCEPT DEVELOPMENT



STEWART

POINTS OF INTEREST:

- 1 BANK OF AMERICA STADIUM
- 2 BBET BALLPARK
- 3 FUTURE GATEWAY STATION
- 4 JOHNSON & WALES UNIVERSITY
- 5 GATEWAY CENTER
- 6 RAY'S SPLASH PLANET
- 7 THE FILLMORE
- 8 UPTOWN AMPHITHEATER AT AVIDXCHANGE MUSIC FACTORY
- 9 AVIDXCHANGE MUSIC FACTORY
- 10 4TH WARD PARK
- 11 ROMARE BEARDEN PARK
- 12 HARVEY B. GANNETT CENTER FOR AFRICAN-AMERICAN ARTS & CULTURE
- 13 MINT MUSEUM
- 14 BECHTLER MUSEUM OF MODERN ART
- 15 KNIGHT THEATER
- 16 BREVARD COURT / LATTA ARCADE
- 17 VISITOR'S CENTER & CHAMBER OF COMMERCE
- 18 BLUMENTHAL PERFORMING ARTS
- 19 DISCOVERY PLACE & IMAX THEATER
- 20 MCCOLL CENTER FOR VISUAL ART

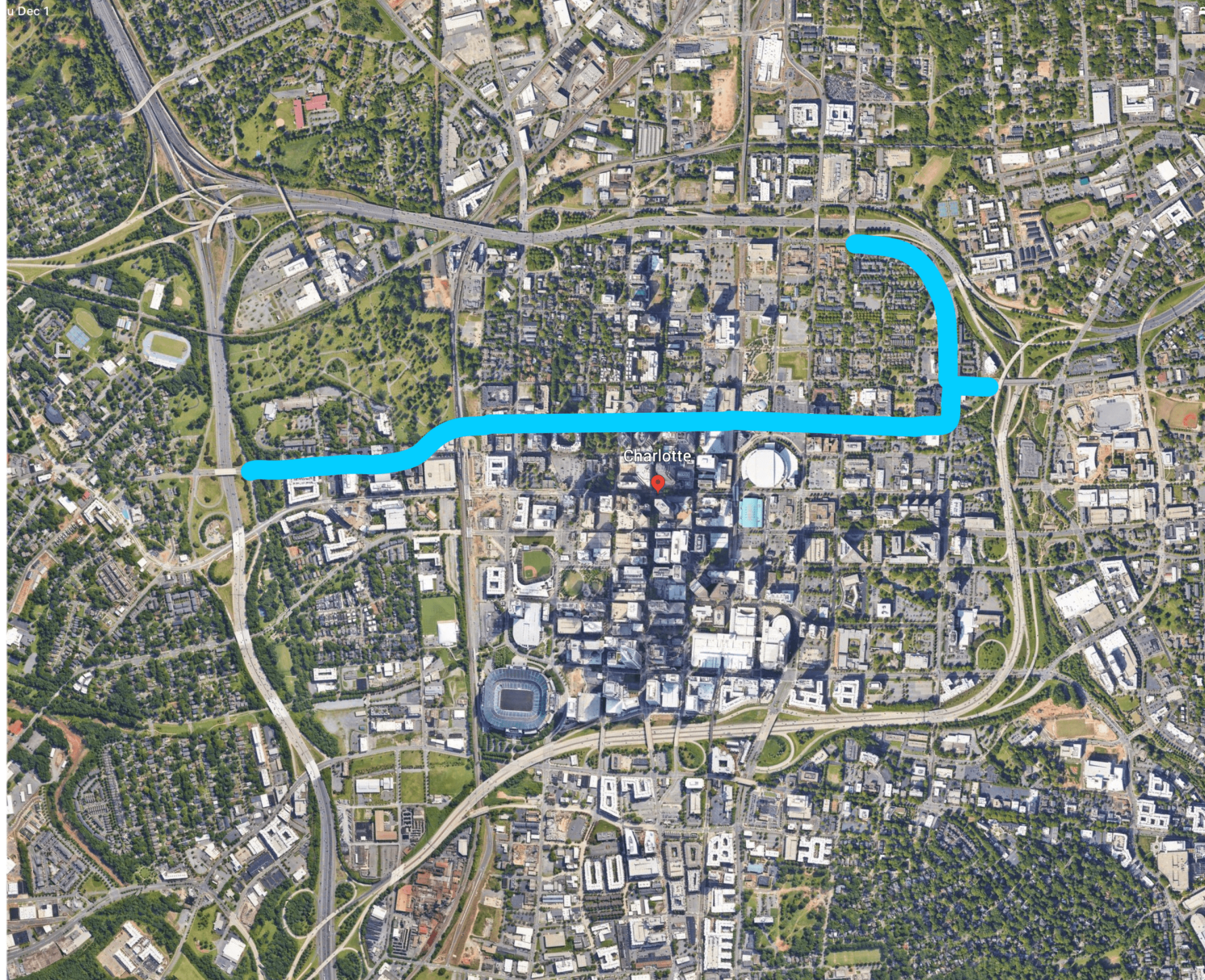
POINTS OF INTEREST:

- 21 SPIRIT SQUARE: CENTER FOR THE ARTS
- 22 CHARLOTTE-MECKLENBURG MAIN PUBLIC LIBRARY
- 23 EPICENTRE
- 24 LEVINE MUSEUM OF THE NEW SOUTH
- 25 7TH ST PUBLIC MARKET
- 26 FUTURE STONEWALL STATION DEVELOPMENT & WHOLE FOODS
- 27 NASCAR HALL OF FAME
- 28 CHARLOTTE CONVENTION CENTER
- 29 CHARLOTTE AREA TRANSIT SYSTEM (CATS) TRANSPORTATION CENTER
- 30 TIME WARNER CABLE ARENA
- 31 IMAGINON: THE JOE & JOAN MARTIN CENTER
- 32 1ST WARD PARK
- 33 UNC CHARLOTTE: CENTER CITY
- 34 MECKLENBURG COUNTY AQUATIC CENTER
- 35 FUTURE BROOKLYN VILLAGE REDEVELOPMENT & 2ND WARD PARK
- 36 CHARLOTTE MECKLENBURG GOVERNMENT CENTER (CMGC)
- 37 MECKLENBURG CO. COURTHOUSE
- 38 CENTRAL PIEDMONT COMMUNITY COLLEGE (CPCC) CAMPUS
- 39 FRAZIER PARK
- 40 THE GREEN

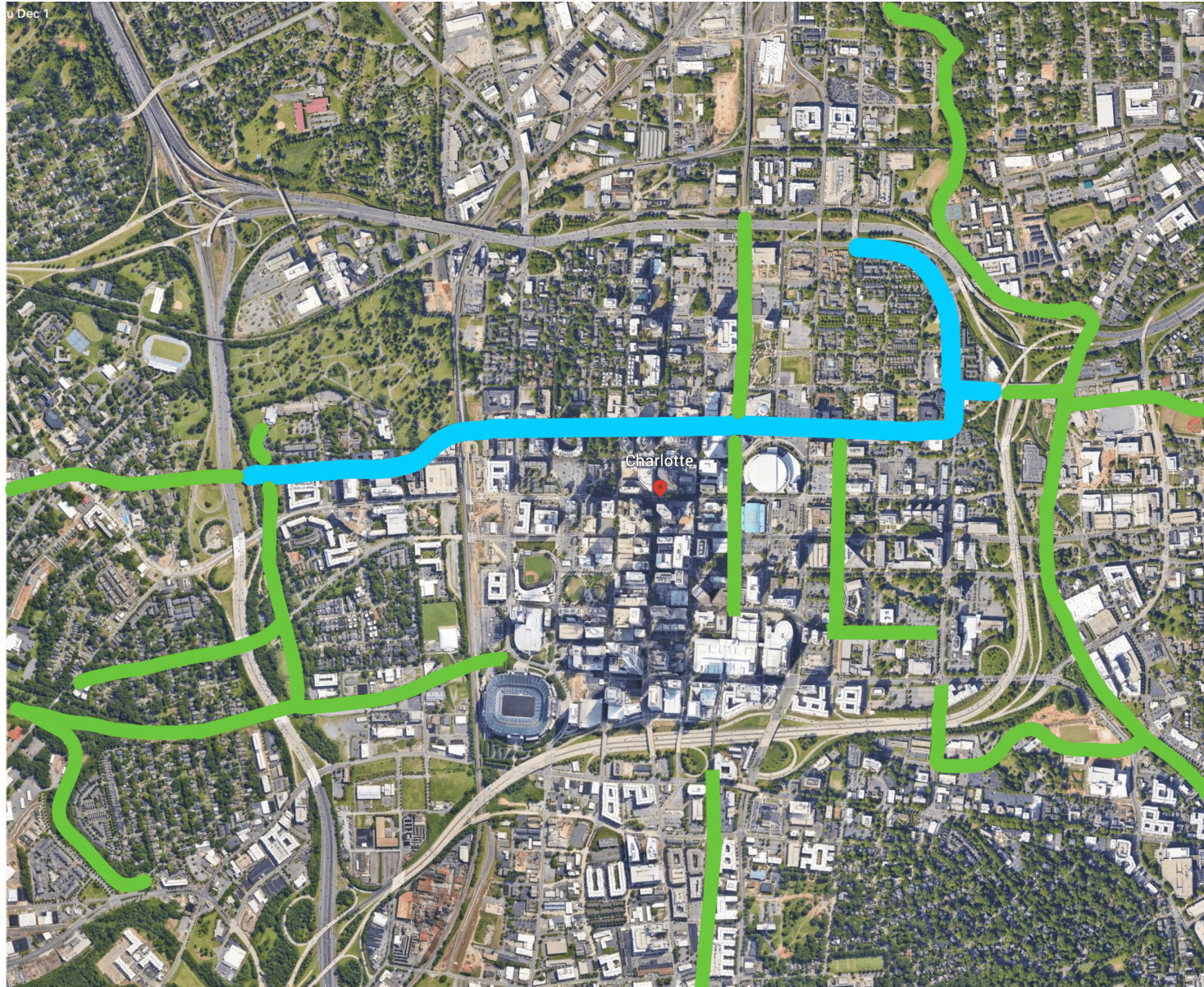
- | | | | |
|-------------------|------------|--------------|-------------------|
| MINT ST / PINE ST | TRYON ST | DAVIDSON ST | 6TH ST / 5TH ST |
| CHURCH ST | BREVARD ST | MLK JR. BLVD | 11TH ST / 10TH ST |



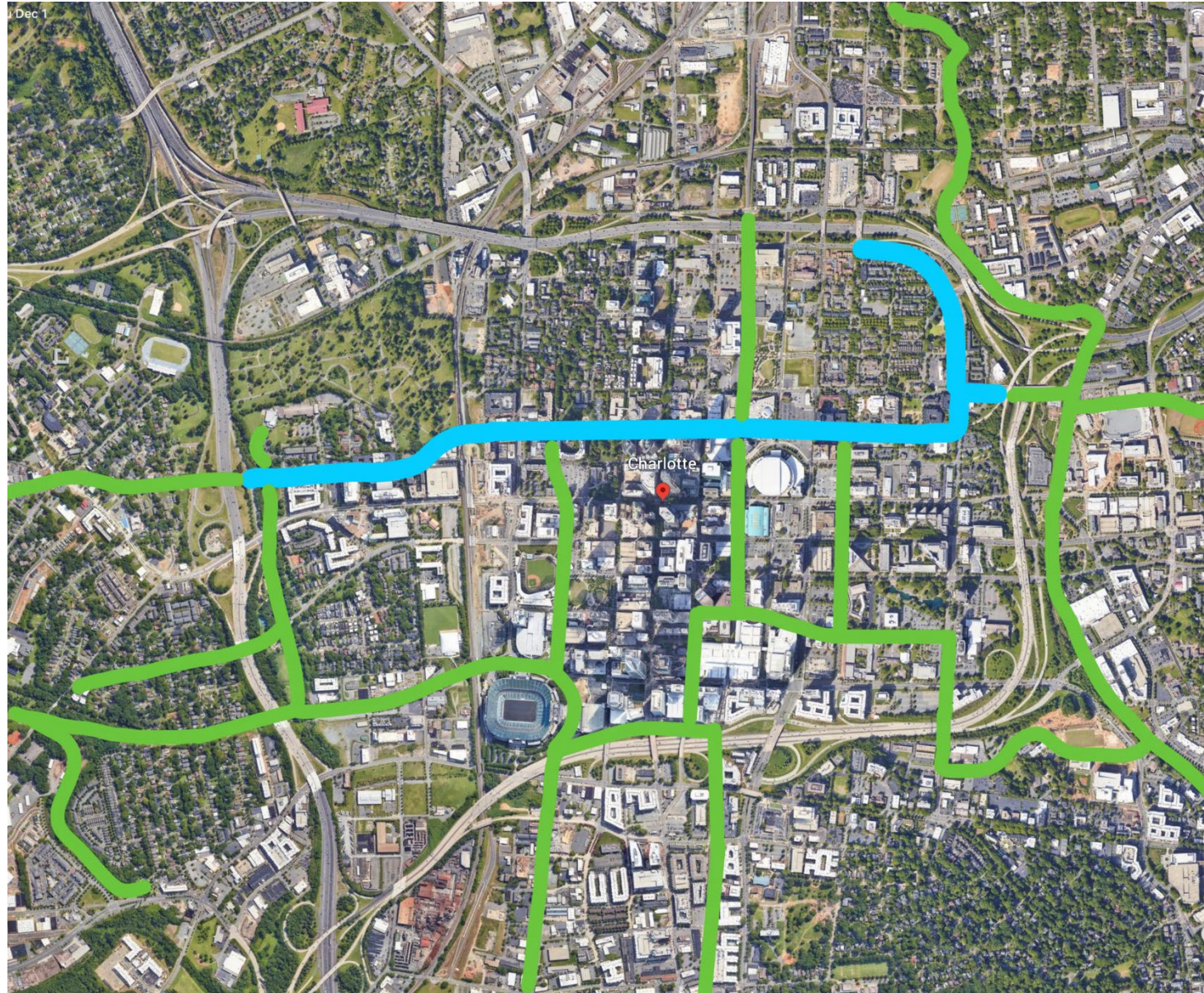
Charlotte 5th St-6th St Cycle Track



Charlotte 5th St-6th St Cycle Track Network



Charlotte 5th St-6th St Cycle Track Near Future



We celebrate one of our “unique characters”
who strengthened our community...
we honor his life, his work, and his memory



Charlotte 5th St-6th St Cycle Track





Open Streets 704 Core Values

Connectivity



Open Streets 704 is a program meant to bring people together and strengthen links between Charlotte's diverse neighbourhoods.

Wellness



Promoting physical activity and healthy social and mental lifestyles are key goals of Open Streets 704.

Equity



Social equality, diversity and accessibility are driving forces of Open Streets 704. It is a program that is for all Charlotteans.



63% more likely to
walk or ride a bike



78% more likely to
visit a park or greenway

95% have improved
feelings about Charlotte

99% agree it
strengthens our
community



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