

RECOMMENDATIONS

Rock Hill's transportation system is an essential component in the future growth, economic prosperity, and quality of life of residents. The 2020 Planning Area has experienced significant growth and development over the last ten years and will experience similar growth into the foreseeable future, which will affect current and future transportation planning activities. As the area's population grows, the need for an efficient and effective transportation system will take on increased importance. Therefore, the purpose of this section is to identify the key components needed to provide a safe, accessible, and well-functioning transportation system throughout the Rock Hill community. Each strategy identified below designates a responsible agency or department and a suggested timeframe for completion. Short-term tasks are anticipated to be completed within 1 to 5 years; and long-term, between 5 and 10 years. Ongoing strategies do not have a defined timeline for completion and should be carried out on an ongoing basis over the short and long-term.

EFFICIENT, EFFECTIVE TRANSPORTATION SYSTEM

GOAL 3-1: Ensure an Efficient, Effective Roadway Network

Objective 3-1A: Provide for a roadway system that efficiently moves people, goods, and services

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Establish and maintain an inventory of anticipated high-growth areas within the 2020 Planning Area	Planning & Development	Ongoing
2. Implement recommendations of the I-77 Corridor Study	Planning & Development	Long-term
3. Complete update and implement recommendations of the RFATS Congestion Management Process where relevant to the City	Planning & Development	Long-term
4. Implement recommendations of the RFATS 2035 Long Range Transportation Plan where relevant to the City	Planning & Development	Long-term
5. Support implementation of approved Pennies for Progress projects from 1997, 2003, and future funding cycles	City Management	Long-term
6. Complete sub-area thoroughfare planning activities for the RFATS planning area	Planning & Development	Short-term
7. Support construction of the Dave Lyle Boulevard Extension to enhance regional connectivity and economic development	Planning & Development	Long-term
8. Expand street resurfacing and sidewalk repair programs	Public Works	Ongoing

III. Transportation Element

GOAL 3-2: Support an Integrated Multimodal Transportation System

Objective 3-2A: Incorporate “complete street” roadway design to safely integrate all modes of transportation including transit, pedestrian, and bicycle traffic

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Incorporate “complete streets” concepts into relevant City policies	City Departments	Short-term
2. Evaluate and identify existing roads for possible “complete streets” retrofitting	Planning & Development; Public Works	Short-term
3. Require construction of “complete streets” facilities for new roadways, where appropriate	Planning & Development; Public Works	Ongoing

Objective 3-2B: Create a more bicycle and pedestrian friendly environment

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Implement recommendations of the Trails & Greenways Master Plan which ensure connectivity to existing neighborhoods, schools, employment, transit, and civic destinations	Parks, Recreation & Tourism; Planning & Development	Long-term
2. Evaluate feasibility of narrowing specific roadway travel lanes (“Road Dieting”) in order to accommodate bicycle and pedestrian traffic	Planning & Development; Public Works; Parks, Recreation & Tourism	Short-term
3. Identify and address unsafe pedestrian conditions (dead-end sidewalks, sidewalk obstructions, etc) on existing facilities	Public Works	Long-term
4. Support project development aimed at creating trail access from the US-21 Bridge to the Riverwalk Trail	Parks, Recreation & Tourism; Planning & Development	Short-term
5. Explore initiatives aimed at establishing Rock Hill as a “Bicycle Friendly Community”	Parks, Recreation & Tourism; Public Works	Short-term

Objective 3-2C: Enhance Rock Hill – York County Airport for corporate and business travel

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Develop Marketing Plan for Rock Hill – York County Airport promoting the branding theme of “Your Gateway to the Carolinas”	Airport	Short-term
2. Implement recommendations of the Airport Master Plan which address future expansion and infrastructure improvements	Airport	Long-term

GOAL 3-3: Support a Safe, Reliable Transit Alternative to Private Automobiles

Objective 3-3A: Explore expansion of employment related transit, both regionally and locally

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Continue to implement the Bus Rapid Transit recommendations of the RFATS Rapid Transit Study	Planning & Development	Long-term
2. Continue express bus services from Rock Hill area to Charlotte and Mecklenburg County	Planning & Development	Ongoing
3. Investigate transit service alternatives such as van pools, car pools, and fixed route services	Planning & Development	Short-term

Objective 3-3B: Enhance local transit service

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Implement recommendations of 2005 Transit Study	Planning & Development	Long-term
2. Consider expanding transit service to meet off-peak travel demand	Planning & Development	Short-term
3. Encourage transportation services for transportation-disadvantaged populations within Rock Hill and periodically evaluate level of transportation needs	Planning & Development	Ongoing
4. Periodically evaluate efficiency of transit initiatives and adjust service as needed	Planning & Development	Ongoing
5. Continue to build on existing Demand Response service	Planning & Development	Ongoing

TRANSPORTATION SAFETY & AIR QUALITY

GOAL 3-4: Promote Transportation Safety and Air Quality as Part of a Healthy Environment

Objective 3-4A: Promote safer mobility options

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Assess traffic related issues and safety concerns on the existing roadway system as requested through the Traffic Commission and consider improvements such as traffic control and calming devices, signs and markings as deemed necessary	City Departments	Ongoing
2. Promote safer walk-to-school alternatives by increasing connectivity between schools and residential areas through plan review and retrofitting	Planning & Development	Short-term
3. Improve pedestrian and ADA accessibility by retrofitting crosswalks and curbs at key street intersections	Public Works	Short-term

III. Transportation Element

Objective 3-4B: Reduce negative air quality impacts caused by vehicle emissions

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Implement “Clean Air Works” program to reduce emissions	Public Works	Short-term
2. Inform residents, businesses, and local officials about causes and negative health impacts of vehicle idling and other mobile source emissions	Public Works	Ongoing
3. Incorporate policies and procedures to improve air quality, reduce vehicle emissions, and conform to federal emissions standards	City Departments	Short-term

PARTNERSHIPS & COORDINATION

GOAL 3-5: Promote Collaboration and Coordination among Regional and Local Transportation Partners

Objective 3-5A: Partner with local and regional agencies on transportation activities

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Coordinate land use policies with partner agencies and municipalities to facilitate transit implementation and enhance connectivity	Planning & Development	Ongoing
2. Coordinate with SCDOT, RFATS, and York County Planning and Engineering departments on local transportation planning and implementation	Planning & Development	Ongoing
3. Collaborate with transportation agencies within the Charlotte region on transportation planning initiatives	Planning & Development	Ongoing
4. Partner with Carolina Thread Trail to ensure that Thread Trail planning coincides with City trail planning where appropriate	Parks, Recreation & Tourism	Short-term
5. Partner with local and regional agencies in support of the Outdoor Cycling Center of the Carolinas at Riverwalk to promote bicycle and pedestrian trail development	Parks, Recreation & Tourism	Short-term
6. Partner with Rock Hill Schools to aid in “Safe Routes to School” planning when appropriate	Planning & Development	Ongoing

Objective 3-5B: Partner with federal, state, and regional agencies to secure funding for transportation initiatives

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Partner with York County to advocate for future rounds of “Pennies for Progress” funding when appropriate and identify roadway maintenance needs	Planning & Development; Public Works; City Management	Ongoing
2. Coordinate with FTA and SCDOT to secure funding for transit initiatives	Planning & Development	Ongoing

III. Transportation Element

3. Coordinate with FAA to secure funding for Airport capital improvements	Airport	Ongoing
4. Coordinate with FHWA and SCDOT to secure funding for roads, congestion mitigation, and pedestrian enhancements	Planning & Development	Ongoing
5. Coordinate with SCPRT and Carolina Thread Trail to secure funding for trail and greenway projects	Parks, Recreation & Tourism	Ongoing

EDUCATION & PUBLIC AWARENESS

GOAL 3-6: Foster a Well-Informed Public

Objective 3-6A: Ensure that the public is well informed about available transportation options and programs

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Develop an integrated marketing plan for transportation services	Planning & Development; Parks, Recreation & Tourism; City Management	Short-term
2. Inform residents and state/local officials regarding benefits of transit, efficient road networks, and alternative transportation	Planning & Development; City Management	Ongoing
3. Utilize media such as brochures, television, and websites to disseminate information regarding transportation initiatives to the public	Planning & Development; City Management	Ongoing
4. Develop informational sources which clarify the roles of transportation agencies operating within the Rock Hill 2020 Planning Area	Planning & Development	Short-term

Objective 3-6B: Expand outreach efforts to increase public participation in transportation planning processes.

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Continue involving citizen representatives on RFATS Citizens Advisory Committee (CAC)	City Management	Ongoing
2. Monitor citizen requests to Traffic Commission for consideration and address as needed	Planning & Development; Public Works; Housing & Neighborhood Services	Ongoing
3. Continue involvement in existing transportation committees such as RFATS and "Pennies for Progress"	City Management	Ongoing

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