

Downtown Davidson Community Engagement
June 2022
Problem: Mobility, Mobility, Mobility!

How might we get people excited about using non-motor transportation?

List of Ideas

- Give out special reflective t-shirts – take the “I’m A ...” pledge
- Add more lighting and safety features around town to ease fears
- Show/communicate how to get to place safely
- Start using bicycle delivery for food/drink to encourage activity in residents
- Have a home delivery option so when you purchase items downtown, you don’t need to worry about how to get it home without a car
- Create a Healthy Incentive Plan for non-motorized transportation that gives people a special, cool, reflective t-shirt and rewards participation with gift cards, safety gear, free food, vouchers for DFM, discount card, reflective stickers, etc.
 - Organize a team to run the campaign
 - Increase infrastructure – bike stations, bike routes, charge stations
 - Offer options of rental bikes – pedi-cab, tandem, bike carts, ebikes, etc.
 - Target kids in school early and often and get school buy-in
 - Make non-motorized transportation accessible for all ages and abilities

How might we create a 10-star rideshare experience?

List of Ideas

- Have an app as well as a phone number to call and schedule a ride at a line that is always staffed
- Set standards of cleanliness for participating drivers
- Make it free! (or really affordable)
- Discount it for seniors or different groups of people
- Add emergency safety training for drivers
- Develop partnerships with local businesses to create “night out in davidson” experience via rideshare app
- Have ability to create a customized playlist
- Develop a membership option for rideshare with different levels such as premier service
- Have all local drivers identified with custom logo on car
- Create partnership with Uber/Lyft that provides exclusive service to Davidson
- No surge pricing, predictable pricing
- Guarantee specific amount of drivers to be available for high volume times
- Make sure plenty of vehicles for accessibility

How might we use an autonomous vehicle shuttle downtown?

List of Ideas

- Create a booze bus to people can travel around Davidson safely and without excess cars
- Remove parking spots and downtown area parking so AV can move around
- Offer neighborhood specific routes
- Add advertisements on AV to let people know what's happening downtown
- Use AV shuttle during special events/weekends to take people downtown from remote parking lots
- Offer on-demand AV option for residents to call
- Operate shuttle using solar power
- Create reliable, predictable route so people can plan errands, events, etc.
- Include a Davidson-specific Siri on the AV (Kimmie) – it will only answer questions about Davidson businesses and points of interest
- Incorporate AV into town's Vision Zero plans
- Expand route from downtown to other nodes (Circles, RR, S. Main)
- Partner with schools for parking and use AV to pick-up from those locations

How might we create the safest bicycle facilities?

List of Ideas

- Get coupons at businesses, restaurants, Farmers Market when you walk/bike
- Add more bike paths with defined routes
- Create an app so people know where bike facilities are
- Add e-bike chargers around town
- Create bike stations via public/private partnership to help manage costs. Use an education campaign to increase awareness of new facilities, the benefit of riding bikes, etc. Partner with area bike shops and other interested parties to share information. Add facilities to any pertinent apps. Stations include:
 - Lockers for bags, laptops, helmets, etc
 - Bike pumps, items to fix tires, chains, etc.
 - Call boxes for emergencies
 - Water refill station
 - E-bike chargers
 - Great lighting, very visible at any time of day
 - Covered shelter
 - restrooms

How might we increase bus ridership in Davidson?

List of Ideas

- Make buses safer and cleaner
- Make it free or very affordable
- Add more buses for special events (town events, sporting events)
- Ensure reliability of buses
- Offer help learning how to use buses

- Get kids interested in using the buses
- Expand local routes
- Create an easy system to pay
- Accessibility on the last mile and on the bus
- Better amenities at the stops
- On-call bus option (micro transit)
- Have soothing music, good smells in the buses
- Add bike racks to buses
- Add wifi on buses and at bus stations
- Include lockers, shelter, benches at bus stations
 - Offer dry-cleaning pickup
- Have a kid-specific area on the bus
- Add TVs/gaming on the buses
- Create a comprehensive app to include real-time transit data that links to local vendors for food/services
- Offer ticketless riding
- Have a concierge at the bus station to help people navigate
- Create a reward system for bus ridership
- Add educational components to the riding experience