

**GreenVillages and Mobility –
From Trails to Podcars:
Greenville’s Corridor Lessons from
Steven Covey’s “7 Habits”**

Advanced Transportation Symposium

Kirkland, Washington

February 8, 2014

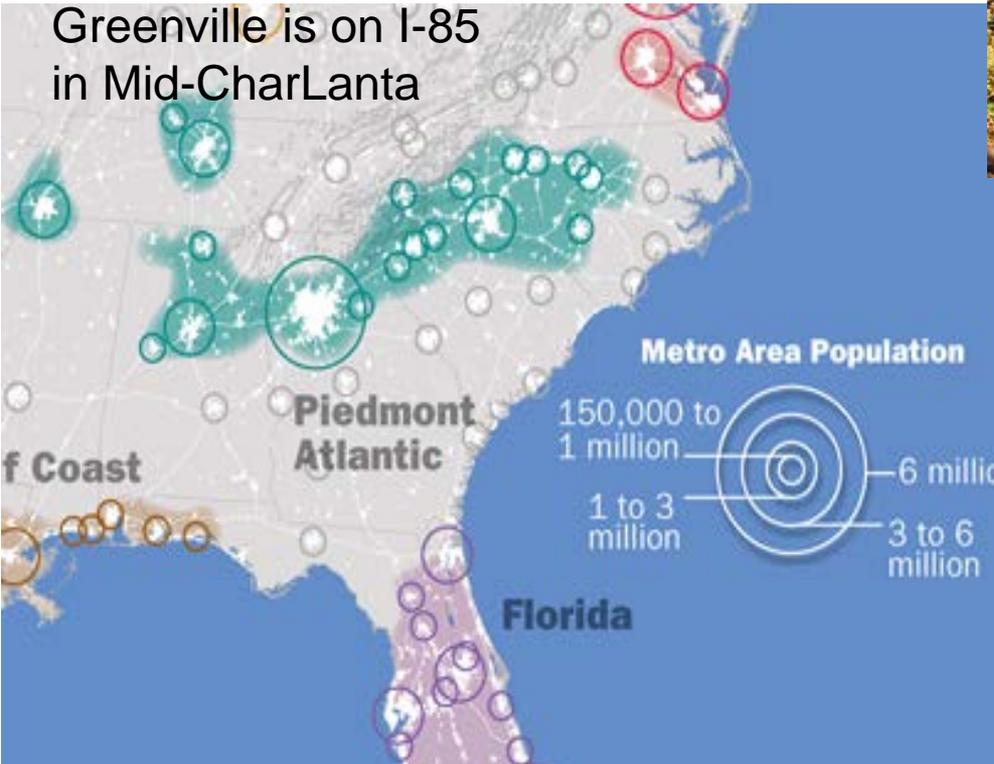
Fred Payne, Greenville County Councilman, District 28

Chair, GC Economic Development Corporation

Habit 1: Be Proactive

- “Ready, Fire, Aim”
 - Milliken Research Center Plaque
- “Learn, Commit, Do”
 - Covey’s Upward Spiral model
- “ULtra PRT has one major advantage, that is ... Being first”
 - Dr. Ed Anderson, PRT Guru

Greenville is on I-85
in Mid-CharLanta



Liberty Bridge represents
Greenville’s proactivity

Greenville’s goals:

- Model 21st century urban mobility
- Piedmont Atlantic’s 1st multi-modal transport corridor with PRT
- GreenVillages development

Habit 2: Begin with the End in Mind

- Mental creation first: Covey
- End: **GreenVillages Development**
 - Access to a better quality of life for all: Green, Livable, Sustainable
 - Multi-modal w/ internal & external Connectivity
 - Mixed-use communities
 - Places in which people love to live, work, dine, shop, & play



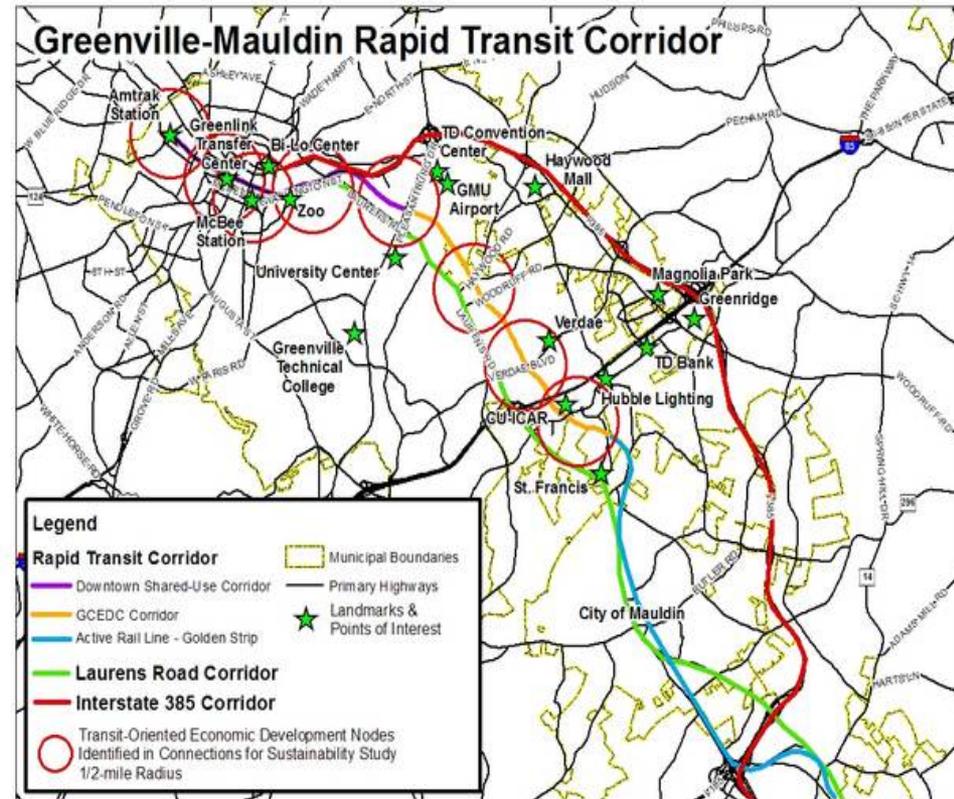
Habit 3: Put First Things First

- Physical creation

1999: GCEDC formed -
acquired Railroad RoW

2007: clearing 11 mi northern
Swamp Rabbit Trail (SRT)

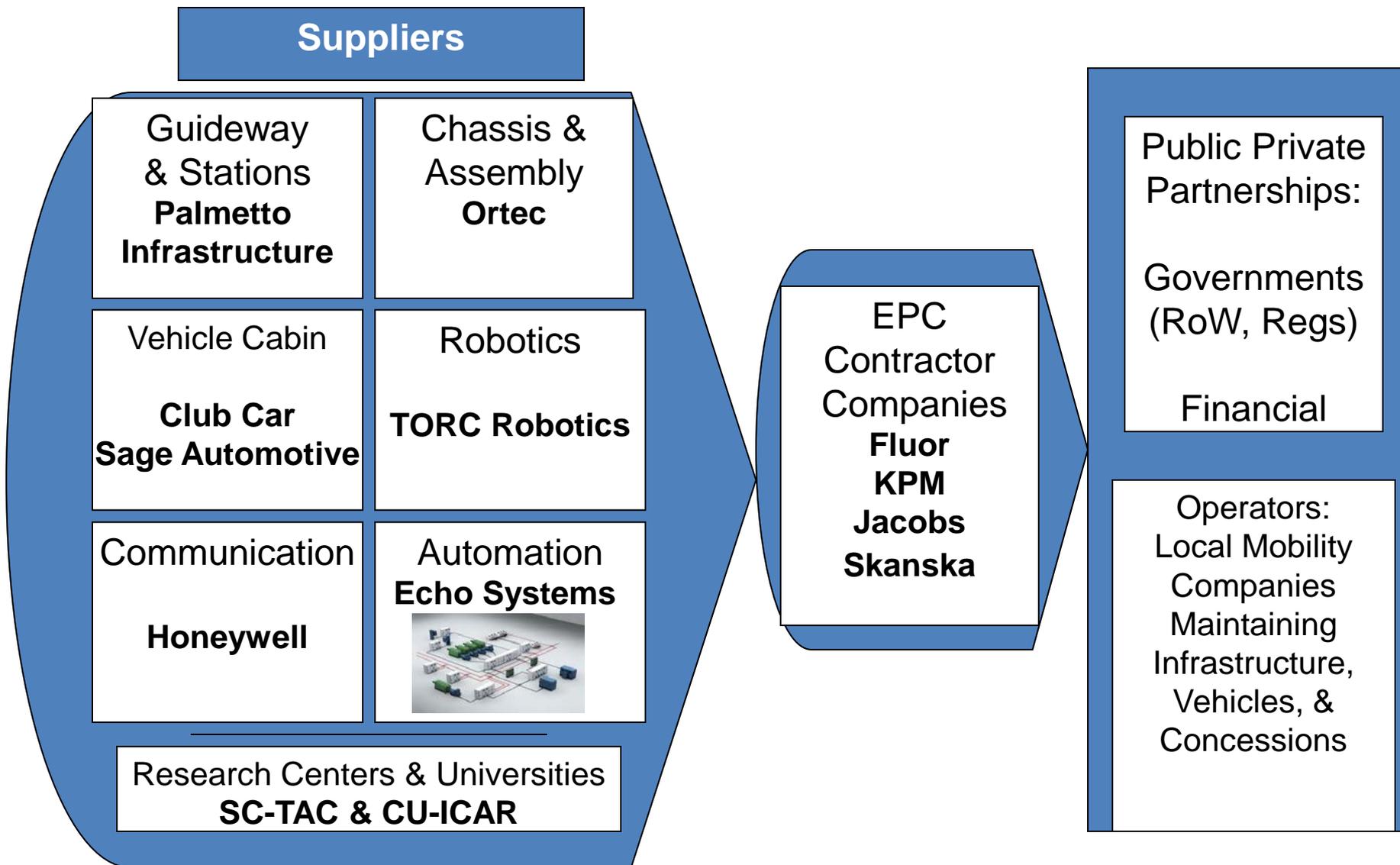
2009: opened SRT



2013-15 Southern Corridor Foci

- Build awareness and support
- Pilot campuses - ePOD Navia vehicles
- Open southern SRT w/ Mobility Hubs
- Pilot Podcar systems (Ultra / Taxi 2K)
- **GreenVillages Development**

Habit 4: Think Win-Win - Potential PRT System Partners



System Integration by TBD SC PRT Start-Up

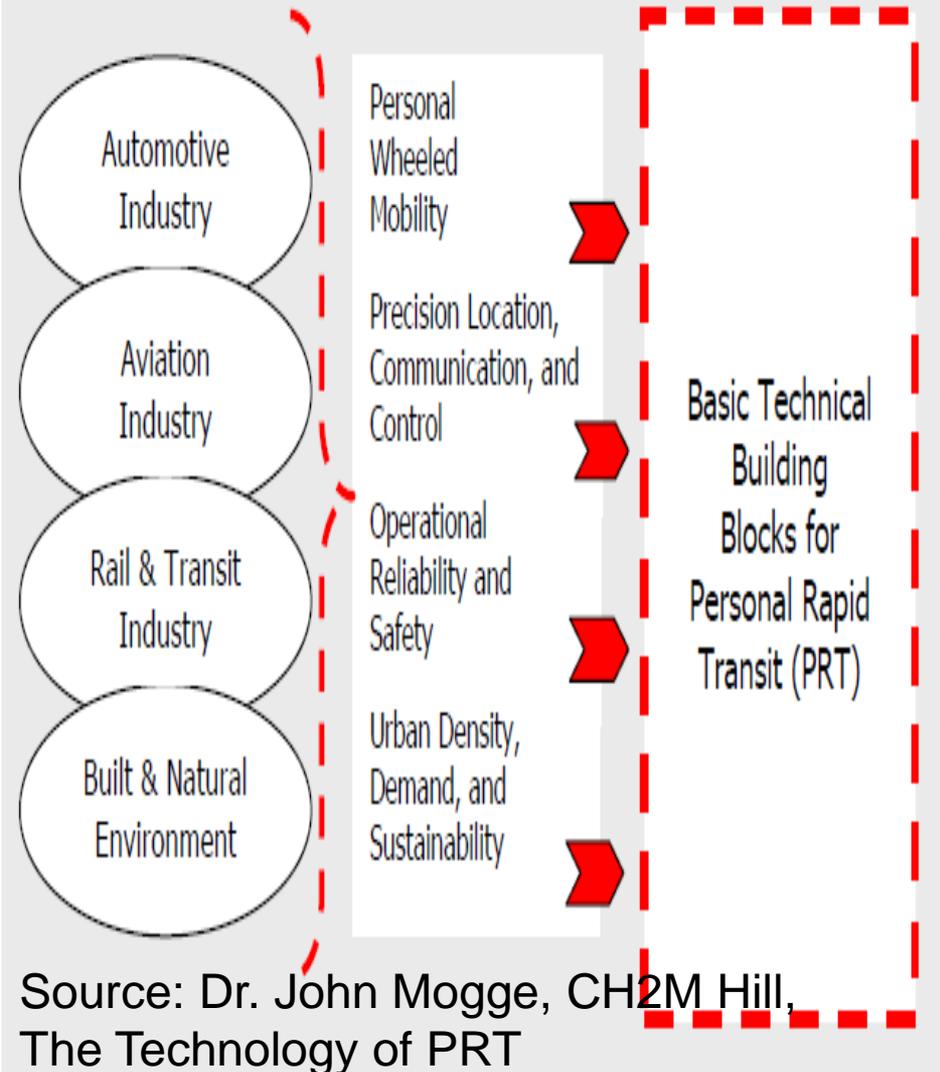
Habit 5: Seek First to Understand, Then to be Understood

- Empathic Listening - reciprocated, creates open minds & problem-solving
 - Individuals & Focus Groups
 - Developers: Site focused
 - PRT Companies: Tech/Sales
 - Investors: Profit focused
 - Conferences & Workshops
 - SustainSC (Apr 2013)
 - InnoVenture (2012 & 2013)
 - PRT Workshops (2013 & 2014)
 - Podcar Washington (Oct 2013)
 - InnoMobility (Nov 2013)
 - Kirkland (Feb 2014)
 - Media coverage



Habit 6: Synergize

Vital Technical Competencies of PRT



Necessary Components

- Niche Market Needs
 - Connectivity Demand
 - Business Case/ Ridership
- Technology Confirmed
 - WVU – Morganton
 - Heathrow /Masdar/Mexico
- Predictable Regulations
 - Right of Way in Place
 - Franchises Available
- Money Available
 - Private/Public

Habit 7: Sharpen the Saw

- Bike the Swamp Rabbit Trail
 - Experience the Dream
- Visit Heathrow
 - Tour Ultra PRT w/ Martin Lowson
- Interact with Experts
 - InnoVenture.com Platform
 - Podcar Washington
 - Shared Visions: Sweden, Mexico, CA, MN, NC, WA, SC
- Attend Kirkland symposium
 - Learn from attendees
 - Visit local leaders



Fred Payne, Martin Lowson, and Nigel Clarke at ULtra Global at Heathrow, 5/29/13.



