



Winthrop University Office of Sustainability

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FOR IMMEDIATE RELEASE

Community Considers Plans for Knowledge Park

Winthrop's Office of Sustainability encourages students' voice in local meeting

Community members will discuss the potential of a new transportation system for a connected business and educational park between Winthrop University and downtown Rock Hill on Thursday, Oct. 22, at 5:30 p.m. in the community room of the new Family Trust Federal Credit Union, at 225 West White Street. If approved, the park would have a significant effect on the transportation options available to Winthrop students and faculty/staff. Winthrop University's Office of Sustainability encourages students to attend this open meeting and voice their concerns.

The Office of Sustainability is concerned with the current modes of transportation available to Rock Hill and the harmful environmental pollution caused by cars. A recent survey performed by the Office of Sustainability showed that 77% of the students surveyed stated they drive to campus. Through various programming, Chris Johnson, Sustainability Coordinator of the Office of Sustainability, works to promote alternative modes of transportation such as walking, biking, and carpooling. The development of Knowledge Park would provide students more sustainable and convenient means of travel. The proposed route for the new transportation system would run down Oakland Avenue.

Knowledge Park would span from Winthrop's campus to Rock Hill's Fountain Park. The proposed one-square mile, urban and mixed-use area is designed to foster a strong and unified economic center. Four modes of transportation are being considered for Knowledge Park: rubber-tired trolleys, bus system, streetcars, and an esplanade (pedestrian mall).

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“A trolley could be at least a short-term solution to Rock Hill’s current lack of available public transportation,” says Chris Johnson. Each of these options could promote growth and sustainability in the local economy by providing locals, students and tourists alternative modes of transportation connecting the educational and business hubs of Rock Hill.

The development of Knowledge Park is an opportunity for the university to get involved in an environmentally sustainable program affecting both the campus and the community. Any of the four possible transportation systems could lead to less car traffic in Rock Hill.

- Winthrop’s Office of Sustainability promotes the use of alternative modes of transportation that lessen the harmful environmental effects of cars
- Winthrop’s Office of Sustainability encourages students to attend the open community meeting for Knowledge Park, Thursday, October 22 at 5:30 p.m. at the Family Trust Federal Credit Union, 225 West White Street, Rock Hill, SC
- The community meeting will discuss the implementation of a transportation system as an economic development tool for Knowledge Park.
- Four modes of transportation are being considered for Knowledge Park: rubber-tire trolleys, bus system, streetcars, and an esplanade.

We invite you to connect ...

Knowledge Park is envisioned as a one-square-mile urban, mixed-use business and educational park spanning the area from downtown Rock Hill’s Fountain Park to Winthrop University’s campus. We need your input on how to build a strong, unified economic center — a connected continent of vibrant activity. **Four possible modes of transportation. One goal.**

connect [kuh-nekt] (verb)

1. to join, link, unite or bind
2. to establish communication between

Transportation Connection in Knowledge Park

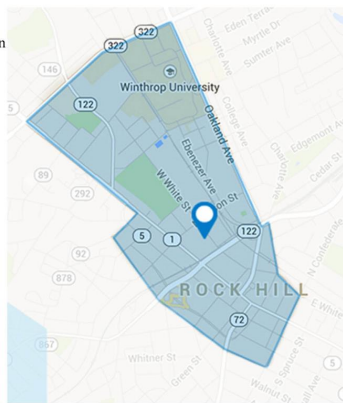
Community Meeting
October 22, 2015 at 5:30 PM
Community Room of the new
Family Trust Federal Credit Union
225 W. White Street
Rock Hill, SC 29730

Project details at:
KnowledgeParkRockHill.com/transportation

On Thursday, October 22, the Knowledge Park Leadership Group will share the vision for Knowledge Park and information about the possible modes of transportation to connect downtown Rock Hill with Winthrop’s campus.

Join us to provide your thoughts on the best way to make Knowledge Park the most sought after spot for jobs, education and investment.

knowledge park
ROCK HILL, SC



Winthrop’s Office of Sustainability encourages this campus community to attend the meeting to learn about and provide feedback on the possible downtown economic center.

Additional information on Winthrop University’s Office of Sustainability and upcoming programs/initiatives can be found at:

<http://www.winthrop.edu/sustainability/default.aspx>

Additional information on the City of Rock Hill’s efforts on Knowledge Park can be found at:

<http://www.cityofrockhill.com/Home/Components/Calendar/Event/10859/20>

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Approved quotes:

Chris Johnson states, "Rock Hill has a limited public transportation system; however, it does have an exceptional city-wide biking route." This quote serves as an additional comment on the city's current available alternative modes of transportation.

Chris Johnson states, "Consider walking, biking, or roller skating to destinations instead of using a car." This quote provides a few suggestions of alternative transportation students and locals could consider in addition to the transportation services being deliberated for Knowledge Park.

Upon request: Winthrop University's Office of Sustainability's survey statistics regarding student awareness of and interest in sustainability efforts on campus and around Rock Hill.

Winthrop University is a signatory of the Talloires Declaration and is an institutional member of the National Council for Science and the Environment (NCSE), the Carolinas Recycling Association (CRA) and the Association for the Advancement of Sustainability in Higher Education (AASHE). Winthrop is committed to sustainability and to serving as a positive example through sustainable practices.

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General Target Audience Analysis

This soft press release is to be featured in *The Roddey-McMillan Record*, Winthrop's monthly, minority newspaper.

It aims to target the following demographic/psychographic: Winthrop students and Rock Hill locals who are interested in the growth of local businesses and who are environmentally conscious/aware. This press release may also appeal to those minorities who would like to be a part of local issues by having their voices be heard.

TIPCUP Analysis

T – TIMELINESS – The community meeting takes place this Thursday evening.

I – INTEREST – The story covers a trendy topic in today's media (sustainability).

P – PROMINENCE – Winthrop students and Rock Hill locals are invited to participate in the open meeting.

C – CONFLICT – Possible discord may arise amongst community members at the open meeting when discussing the pros and cons of implementing a new public transportation system.

U – UNUSUALNESS – Currently, there is no major form of public transportation in Rock Hill.

P – PROXIMITY – The community meeting to discuss Knowledge Park will take place in downtown Rock Hill and its potential implementation would affect Winthrop students and locals.

S – SIGNIFICANCE – if implemented, Knowledge Park could bring in more local consumer capitalism to downtown Rock Hill while providing more convenient transportation options.

