

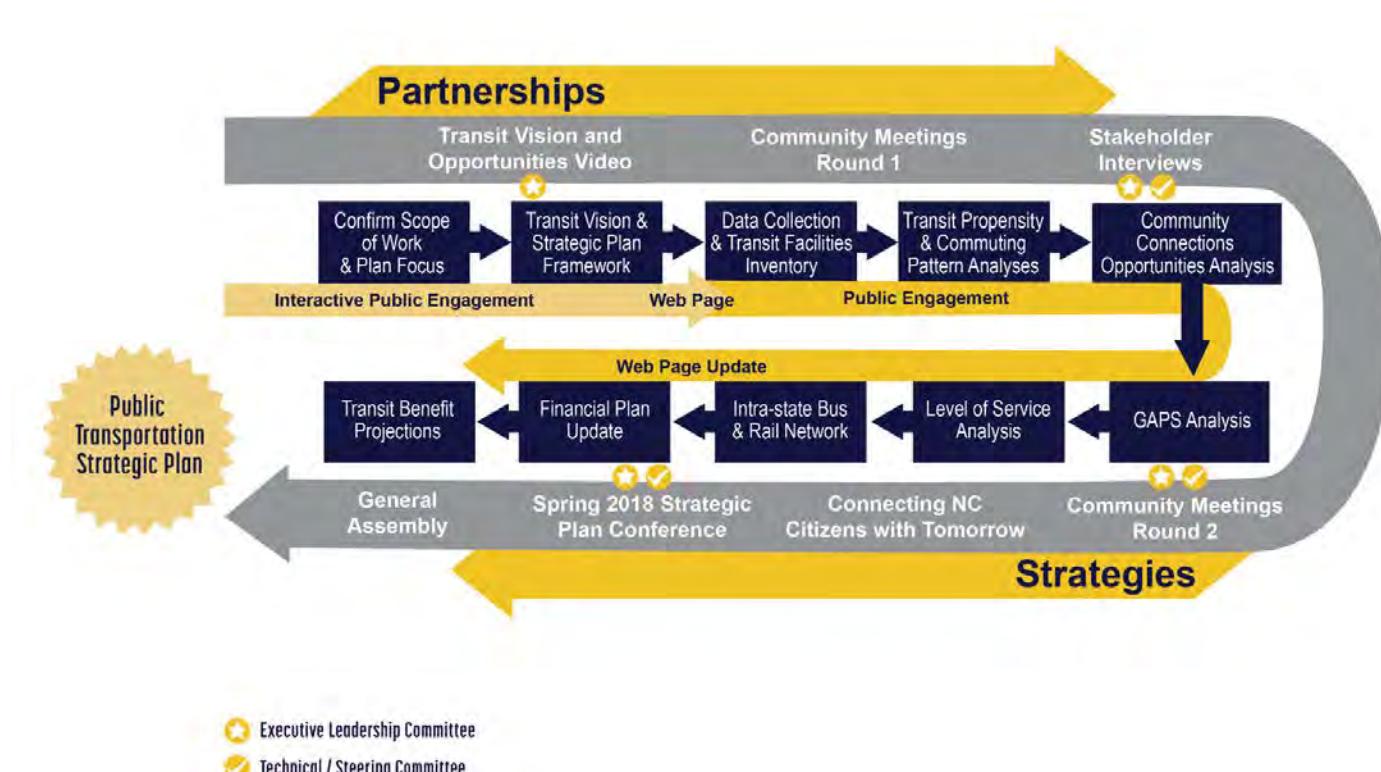


### III. Stakeholder Engagement

#### Overview

Stakeholder engagement activities for the Statewide Public Transportation Strategic Plan included stakeholder interviews, an agency presentation, a web-based survey using the Metroquest application, vision photo booth, two series of in-person workshops held in locations throughout the state, and a public transportation video. These mechanisms and activities were implemented in parallel with project technical work and were instrumental to eliciting diverse perspectives, ideas, and feedback to producing a successful and well-rounded final Strategic Plan. Specific engagement methods and activities are described further in the content that follows along with analyses and summaries of the results. Figure 3-1 summarizes the Plan's stakeholder engagement process.

Figure 3 - 1: Stakeholder engagement process





## Acknowledgements

The stakeholder engagement component of the Public Transportation Strategic Plan was the product of collaboration and contribution of many groups and individuals. There were countless individuals and organizations who participated in meetings, shared personal experiences, submitted feedback and ideas, and engaged at one or more points throughout the strategic planning process, whose involvement was critical to the development of a well-rounded, feasible Plan.

Additionally, the following individuals/organizations were part of the logistics and administration of the engagement activities:

**Debbie Collins, Director,  
NCDOT Public Transportation  
Division (PTD)**

**PTD staff:**

- Blair Chambers
- Ryan Mayers
- Phillip Vereen
- Jennifer Baptiste
- Tammy Montanez
- Faye McCullen
- Eric Williams
- Samantha Bryant
- Kenetta McLean
- Myra Freeman
- Cassandra Wilson
- Carolyn Freitag

- Cassandre Haynesworth
- Irene Johnson
- Donnie Timm
- Sheri Johnson
- Jason Wimmer
- Alexius Farris
- Pam DiGiovanni
- Kevin Edwards
- Al Inman (video development)
- Steven Puglia (video development)
- Billy Barrier (graphic design and brochure)
- Katy Warner (photography)
- Bruce Siceloff (editing, news media, etc.)

- David Bender (former)
- Crystal Odum (former)
- Bonetta Rogers (former)

- Asheville-Buncombe Tech Community College

**Consultant team  
contributors:**

- Whitman, Requardt and Associates
- Simon Resources
- Gresham Smith Partners
- Renaissance Planning Group
- RLS and Associates
- Foursquare Integrated Transportation Planning

**Community partners (for  
donated meeting locations):**

- Pitt County Agricultural Extension Service
- Bladen County Community College
- Rowan-Cabarrus Community College
- Guilford Community College
- Piedmont Authority for Regional Transportation
- Blue Ridge Energy



## Stakeholder Interviews and Agency Presentation

Twenty-one stakeholder interviews were completed (see Table 3-1) using the interview guide shown in Figure 3-2. Five presentations were made to different groups over the course of the Strategic Plan's preparation (see Table 3-2).

Table 3- 1: Stakeholder Interviews Completed

Organization	Name	Title	Date Completed
Goldsboro – Wayne	Fred Fontana	Executive Director - GWTA	April 26, 2017
Winston-Salem	Greg Turner	Assistant City Manager	May 10, 2017
Charlotte	Danny Pleasants	Transportation Director	May 8, 2017
PART	Scott Rhine	Executive Director	April 27, 2017
Triangle Transit	Jeff Mann	General Manager	May 7, 2017
Inter-County Public Transportation Authority	Herb Mullen	Transportation Director	April 28, 2017
Yadkin Valley Economic Development	Jeff Cockerham	Transportation Director	June 6, 2017
AppalCART	Craig Hughes	Transportation Director	June 5, 2017
Onslow United Transit System, Inc.	Carol Long	Executive Director	April 26, 2017
CAMPO	Mr. Chris Lukasina	Executive Director	January 31, 2017
Triangle Area Rural Planning Organization	Matt Day	Triangle J COG	April 27, 2017
Rocky River Rural Planning Organization	Dana Stoogenke	Stanley County	April 27, 2017
NCLM	Paul Meyer	Executive Director	March 7, 2017
Association of County Commissioners	Kevin Leonard	Executive Director	March 9, 2017
NCGO	Charles Hodges	Executive Director	January 31, 2017
North Carolina Metropolitan Mayors Coalition	Julie White	Executive Director	March 9, 2017
Regional Transportation Alliance	Joe Milazzo II, PE	RTA Executive Director	March 8, 2017
NC Rural Economic Development Center	Jason Gray	Research Director	July 25, 2017
WakeUp Wake County	Karen Rindge	Executive Director	March 8, 2017
Community Colleges	Wesley Beddard	Associate Vice President, Programs	July 26, 2017
NCDOT Deputy Secretary	David Howard	Deputy Secretary	March 6, 2017



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Table 3- 2: Meetings and Presentations

NCDOT Division Engineers	March 7, 2017
NC Public Transportation Association	June 6, 2017
NCACC General Government Committee	June 8, 2017
NC Association of Metropolitan Planning Organizations	April 26, 2017
NCDOT Executive Staff	August 13, 2017

Select comments from the stakeholder interviews and presentations include:

- The needs of medium sized cities should be emphasized. Transit needs are different by community.
- The need for continued transit investment is shared by large and small communities.
- Economic development can be an important transit message.
- Some counties are becoming urbanized and will need increased transit.
- Growing traffic congestion is a major problem. The Plan and NCDOT should identify ways that that transit may impact the extent and duration of traffic congestion.
- The State must decide on a policy level what it wants to do with transit.
- The State should identify gaps and bring resources to connect communities.
- The Public Transportation Division (PTD) can be a leader in sharing best practices and peer exchange.
- PTD should function as an enabler of community and regional connectivity.
- The Plan and NCDOT implementation should serve as a force multiplier.
- Increased state funding for transit.
- Common goals and policy statements – for urban and rural transit systems, for MPOs and RPOs.
- Align funding with outcomes.
- Complete Streets and improved safety led by NCDOT is an important part of improving transit.
- The North Carolina Association of County Commissioners General Government Committee opposes any transportation related financial requirements on counties.
- Partnerships agreements may be worthwhile at the community college / transit system level.
- Community College facility decisions such as bus stops and transfer facilities are made on the local level and may be covered by local partnership agreements.
- State should promote connectivity and interconnections between regional agencies.
- Rural employment and economic development is needed especially in low wealth counties which have been losing population.
- Improve inter/intra city connectivity with rail/bus service.
- First/last mile connections are important and should be addressed.
- The impact of autonomous vehicles needs to be included in future transit plans.



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Figure 3-2: Interview Guide

**North Carolina Department of Transportation  
Public Transportation Strategic Plan  
Stakeholder Interview Guide**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**I. Welcome and Introductions**

**II. North Carolina Public Transportation**

- a. What does transit in North Carolina (or your community) accomplish today?
- b. How should transit in North Carolina (or your community) change?
- c. What are your plans for reducing congestion and improving mobility?

**III. Roles and responsibilities**

- a. What is the state's role in supporting public transportation? How should it change?
- b. What is the local / regional government role in implementing public transportation? How should it change?

**IV. What should be the outcomes of the Strategic Plan?**

- a. What questions should the Strategic Plan address?
- b. Are there current practices or laws that should be changed?
- c. The Plan will be successful if?

**V. How can your organization support the Strategic Plan?**

- a. My organization will?

**VI. Who should we involve in the Strategic Plan?**



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An agency presentation was also prepared for County Commissions, City Councils, Transit Boards, Metropolitan Planning Organizations and Rural Planning Organizations for presentation by local staff. A letter (shown below), powerpoint presentation (see Figure 3-3) and a series of questions were sent to these organizations in the summer of 2017, requesting agency staff share the material with their boards and commissions and solicit feedback. The letter and presentation are shown below.

**NC Public Transportation Division Strategic Plan**  
***Agency Presentation and Board Comments***

Dear North Carolina Transit Colleague;

With your help, we are developing North Carolina's Public Transportation Strategic Plan to improve our communities' access to opportunities. We hope that this Plan can represent the collective voice of our elected officials, community leaders, transportation professionals and customers in identifying the best ways for us to work in partnership to improve the effectiveness and reach of our public transportation systems.

Prior to our October Community meetings we request our transit and planning professionals take the opportunity to present the Strategic Plan Agency Presentation which can be downloaded from [here](#) (Strategic Plan Presentation) to their boards and commissions. It is designed so you can add slides about your system. We ask each organization provide us responses to three questions;

1. Why is public transportation important to your community?
2. How can we build stronger and more effective partnerships?
3. What programs or initiatives should be included in the Strategic Plan?

Please bring your responses to the October Community meetings or send them directly to us at [nctransitplan@wrallp.com](mailto:nctransitplan@wrallp.com).

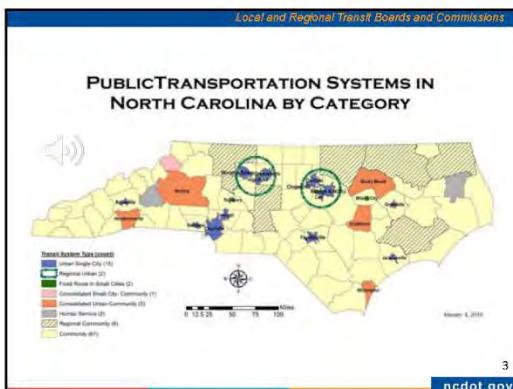
Thank you! If you have any questions, please let me know.

Debbie Collins, Director  
North Carolina Department of Transportation  
Public Transportation Division



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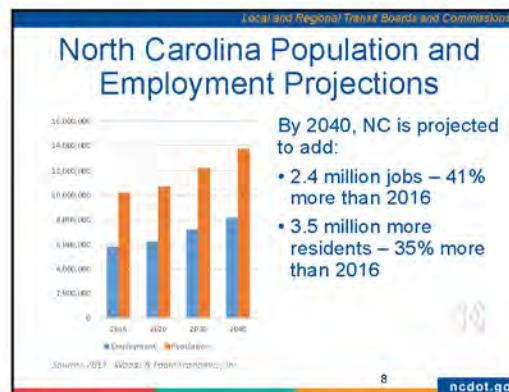
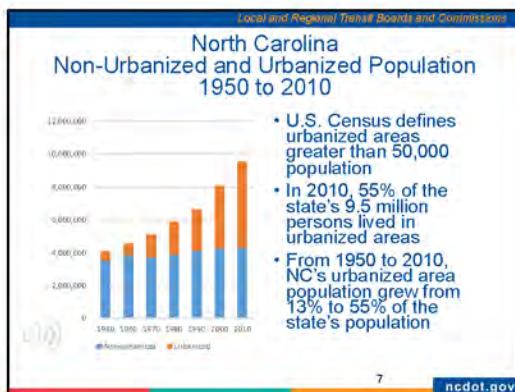
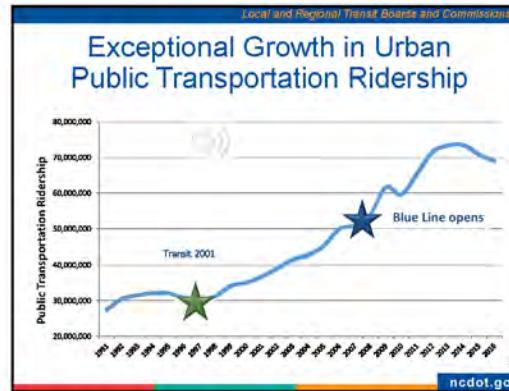
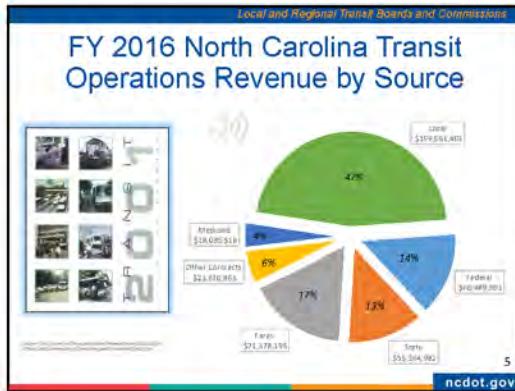
Figure 3-3: Agency Presentation for County Commissions, City Councils, Transit Boards, Metropolitan Planning Organizations and Rural Planning Organizations





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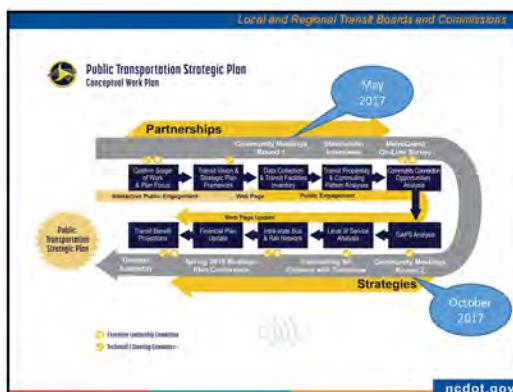
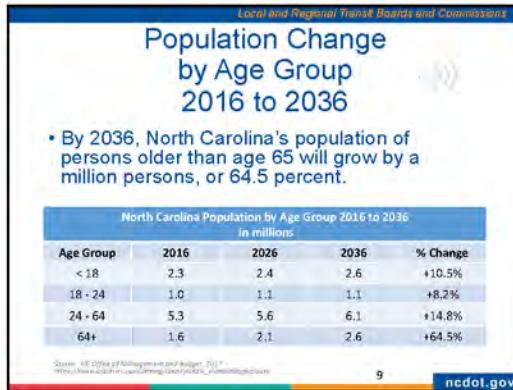
Figure 3-3: continued





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Figure 3-3: continued



*Local and Regional Transit Boards and Commissions*

### Your Vision for Public Transportation in North Carolina

Category	# Responses	Examples
Extent of Transit System	37	No-borders, Ubiquitous, Regional, Rural, Growing
Service Characteristic	37	Frequent, Multi-modal, Fast, Innovative
Connected / Opportunity	28	Connected, Seamless, Coordinated, Options
Customer Experience	28	Easy, Convenient, Useful, Liberating
Accessible / Inclusive	23	Accessible, Inclusive, Critical, Lifeline
System Characteristic	21	Effective, Efficient, Successful
Service Specific	18	Light rail, High-Speed Rail, Commuter-Rail, Greenways
Fares and Affordability	9	Affordable, Single pay, Free
Total Responses	206	

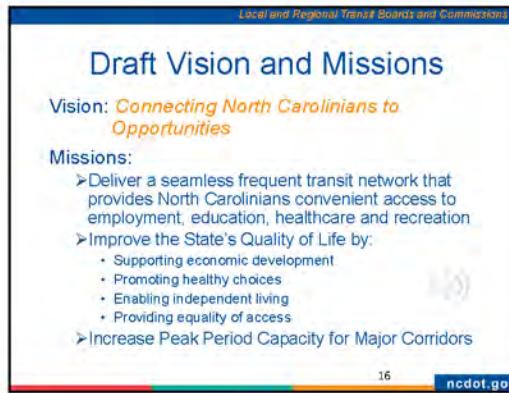
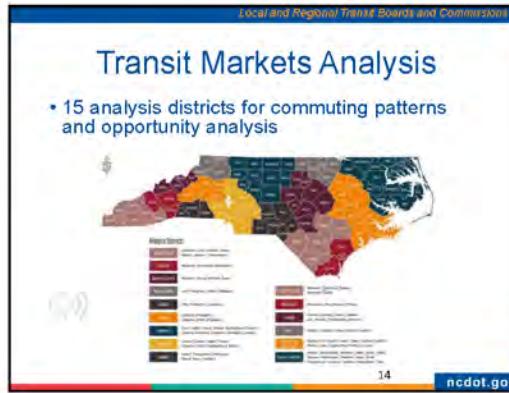
May 2017 Community Meetings—307 attendees

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Figure 3-3: continued





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Figure 3-3: continued

*Local and Regional Transit Boards and Commissions*

## Join us in Community Outreach

MetroQuest Online Survey



<http://www.ncdot.gov/nctransit/strategicplan/>

Are you in the transit picture?

> October 2017 Community Meetings  
> March 2018 Strategic Plan Summit

Gloristine Brown, Mayor  
Town of Bethel, NC

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*Local and Regional Transit Boards and Commissions*

Round 2 - Community Meetings	Date	Location
Northeastern (12:30 p.m. to 3:30 p.m.)	10/21/17 Pitt County Agricultural Extension Auditorium 1000 S. Greenville Street, Suite 2 Greenville, NC 27858	
Southeastern (12:30 p.m. to 3:30 p.m.)	10/6/17 Bladen Community College Auditorium 1418 Highway 41 West, Dublin, NC	
Technology (9:30 a.m. to 11:30 a.m.)	10/9/17 Research Triangle Foundation Research Triangle Park A&B 12 Davis Drive Durham, NC 27709	
Triangle (12:30 p.m. to 3:30 p.m.)	10/9/17 Research Triangle Foundation Research Triangle Park A&B 12 Davis Drive Durham, NC 27709	
Charlotte / Gastonia / Kannapolis (12:30 p.m. to 3:30 p.m.)	10/18/17 Rowan-Salisbury Community College - South Campus Building 1000 (Main Building) 1531 Trinity Church Road Concord, NC 28027	
Mountain North (12:30 p.m. to 3:30 p.m.)	10/1/17 2491 US Hwy 421 South Boone, NC 28607	
Land Use (9:30 a.m. to 11:30 a.m.)	10/18/17 Planning Authority for Regional Transportation (PART) 187 Arrow Road Greensboro, NC 27469	
Piedmont (12:30 p.m. to 3:30 p.m.)	10/19/17 Planning Authority for Regional Transportation (PART) 187 Arrow Road Greensboro, NC 27469	
Mountain South (12:30 p.m. to 3:30 p.m.)	10/19/17 Asheville-Buncombe Tech Community College 340 Vassar Road Asheville, NC 28801	

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*Local and Regional Transit Boards and Commissions*

## Local Board Comments

- Why is transit important to your community?
- How can we build stronger and more effective partnerships?
- What programs or initiatives should be included in the Strategic Plan?

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## PTD Video

As part of the stakeholder engagement portion of the report, a video was created that could be shown to users for information regarding the Statewide Strategic Transit Plan and the future of transit in North Carolina. The video, entitled, "North Carolina's Transit Future" Connecting People to Opportunities," summarized the range of needs and opportunities that transit addresses across North Carolina. The video also focuses on the future of transit in North Carolina and how transit has already begun to prepare for the increase of 3 million residents by 2038, giving North Carolina a population of around 13.3 million. Transit networks across the state have already begun to prepare for a larger network of transit riders and maintain high levels of service by developing ways to link urban and rural regions together, focusing on better access for senior residents and residents with disabilities, enhanced local service, changing demographics, new commuter services for congested corridors, stronger partnerships with state agencies, community colleges and businesses to create jobs, and strengthen the economy and a connected statewide network.

Figure 3-4: Screenshots from the video depicting content





## Metroquest Survey

The Metroquest survey was available from April 2017 through August 2017. The survey was accessible via the home page for the strategic plan (accessed through NCDOT.gov) and the link was emailed to elected officials, transit providers, human service agency providers and business leaders.

A total of 1,262 participants took all or part of the survey. Figure 3-5 illustrates the geographic distribution of 1069 survey participants who provided a home location zip code. Figure 3-6 illustrates the geographic distribution of the 1004 survey participants who provided a work zip code.

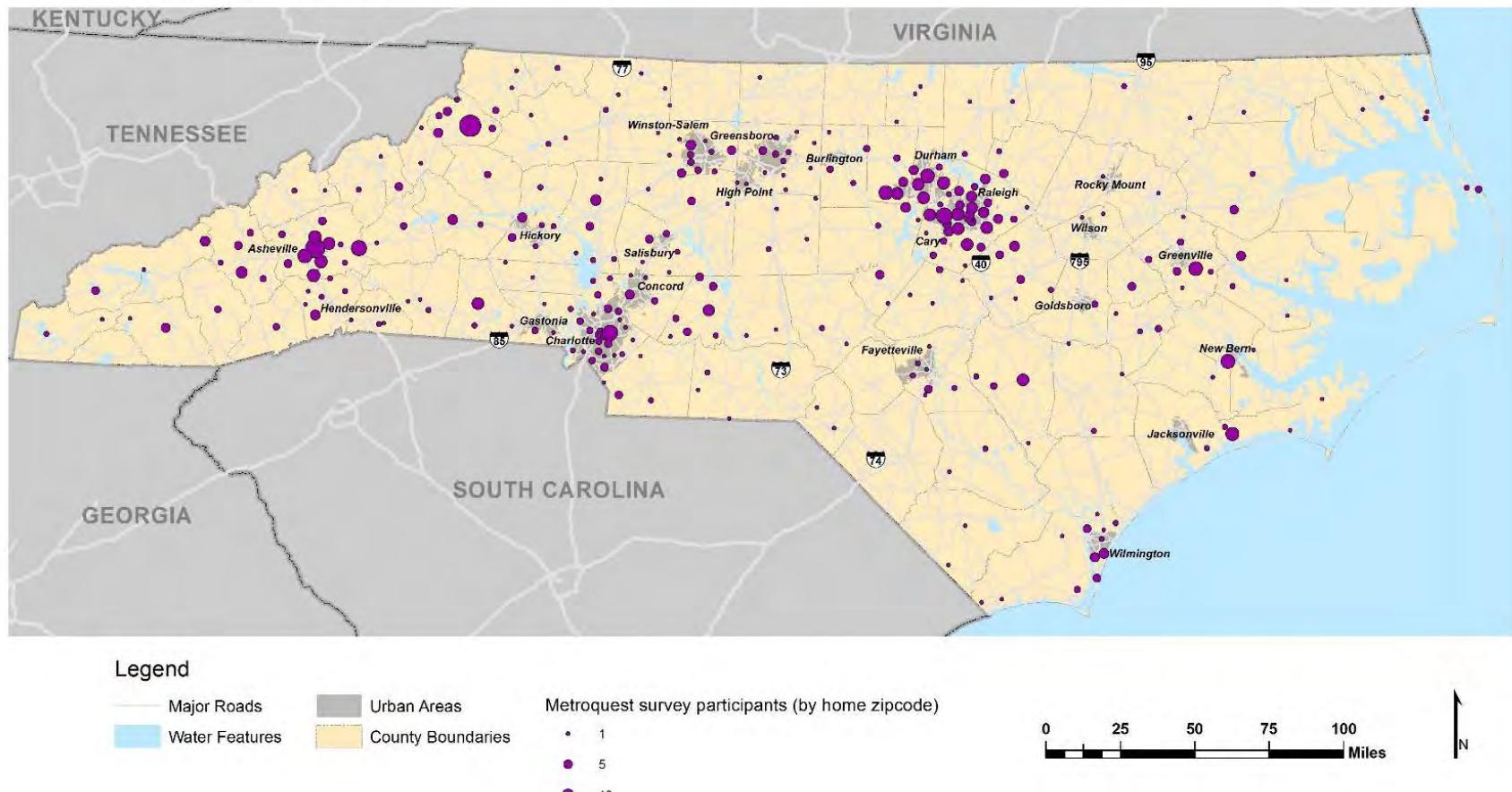


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Figure 3 - 5: Metroquest Survey Participation by home zipcode

## Metroquest Survey Participation

Public Transportation Strategic Plan



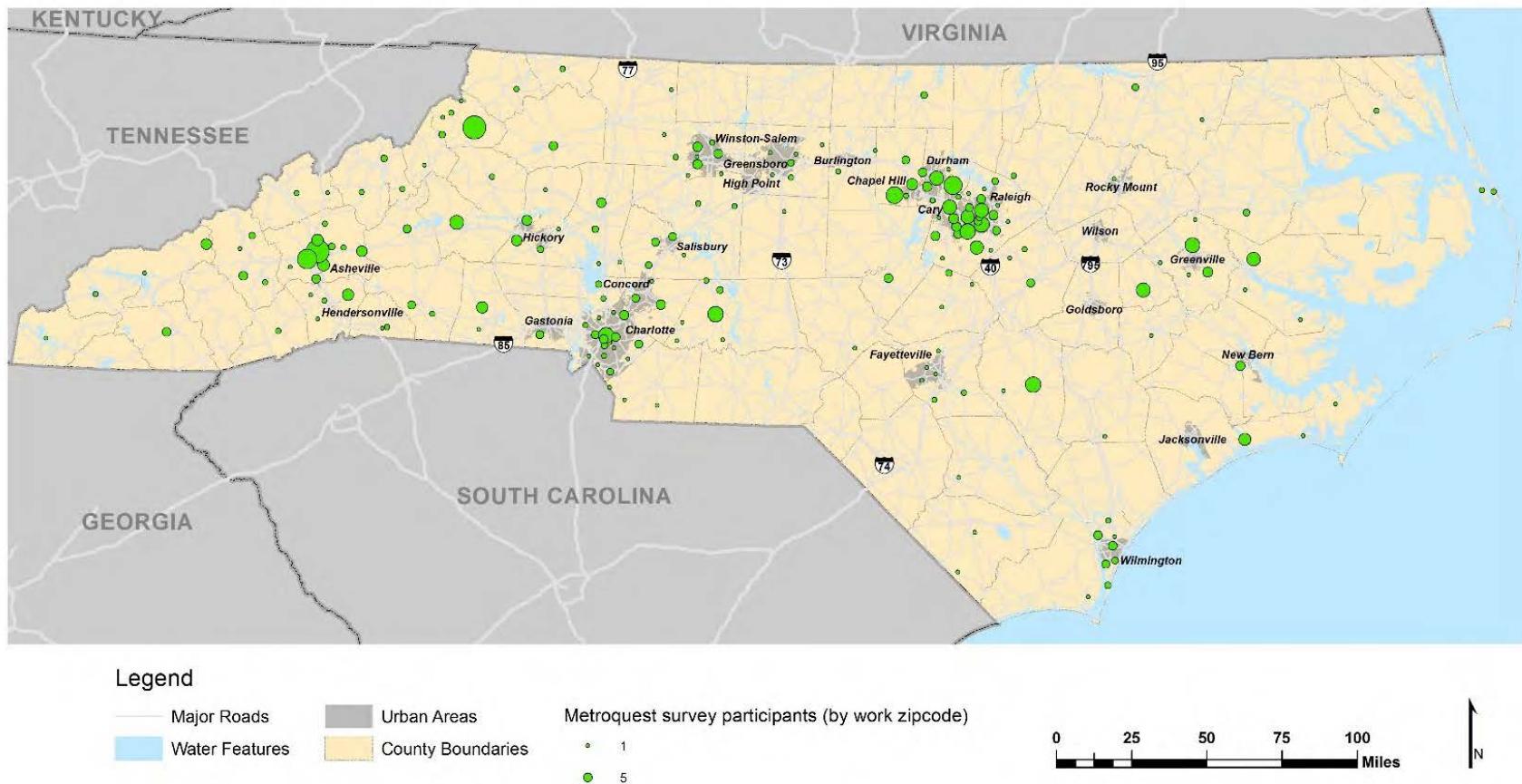


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Figure 3 - 6: Metroquest survey participation by work zipcode

## Metroquest Survey Participation

Public Transportation Strategic Plan





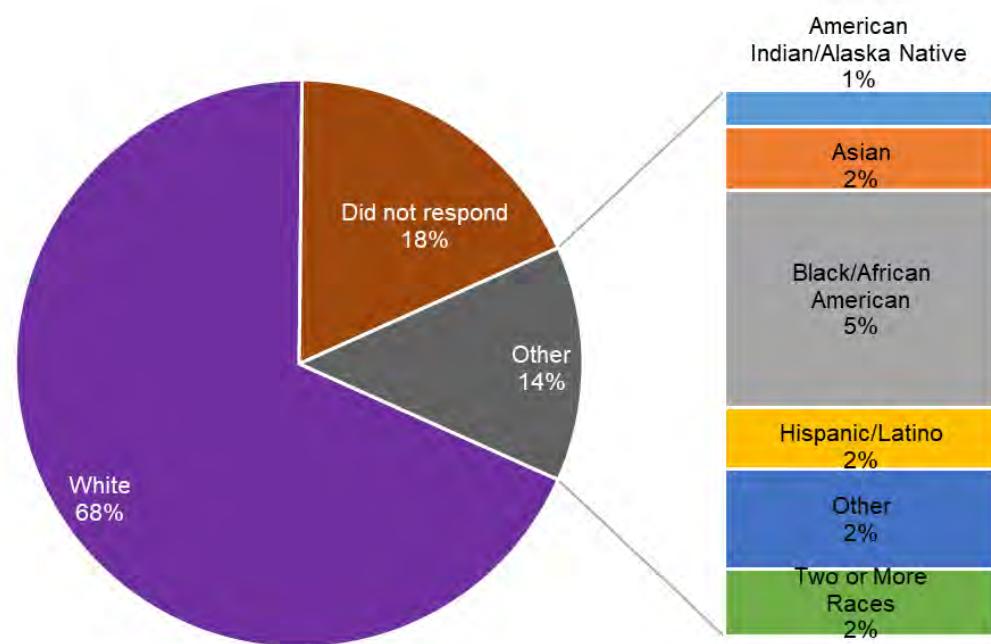
## Survey Participant Characteristics

Survey participants were predominantly White (68.5%) and 18% of survey participants did not provide a response to the race/ethnicity question. Slightly more than 35% of survey participants indicated an annual household income of \$75,000 or more and one-quarter of survey participants did not provide a response to the household income question. Socio-demographic characteristics of participants are shown in figures 3-7 through Figures 3-12.

Table 3 - 3: Race/ethnicity of Metroquest survey participants

Race/Ethnicity of Survey Participants	Count	Percent of Participants
American Indian/Alaska Native	11	0.9%
Asian	20	1.6%
Black/African American	67	5.3%
Hispanic/Latino	19	1.5%
Other	31	2.5%
Select:	2	0.2%
Two or More Races	21	1.7%
White	864	68.5%
Total	1035	82.0%
Did not respond to this question	227	18.0%

Figure 3 - 7: Race/ethnicity of Metroquest survey participants





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Table 3 - 4: Household income of Metroquest survey participants

Household Income of Survey Participants (Annual)	Count	Percent of Participants
<b>Under \$15,000</b>	37	2.9%
<b>\$15,000-\$24,999</b>	43	3.4%
<b>\$25,000-\$34,999</b>	73	5.8%
<b>\$35,000-\$49,999</b>	142	11.3%
<b>\$50,000-\$74,999</b>	194	15.4%
<b>\$75,000-\$99,999</b>	157	12.4%
<b>\$100,000 or more</b>	300	23.8%
<b>Total</b>	946	75.0%
<b>Did not respond to this question</b>	316	25.0%

Survey participants were asked to select one or more options that characterize his/her role or relationship to public transportation. Approximately 85% of participants selected one or more characterizations. Approximately 14% of survey participants are transit riders and approximately half characterize him/herself as “Interested citizen”. Table [ ] shows the full range of self-identified roles of survey participants.

Table 3 - 5: Survey participant characterization

Survey Participant Characterization (could select more than 1)	Count	Percent of Respondents	Percent of Participants
<b>Transit rider</b>	176	16.7%	13.9%
<b>Transportation professional</b>	123	11.7%	9.7%
<b>Human services professional</b>	194	18.4%	15.4%
<b>Business professional</b>	214	20.3%	17.0%
<b>Interested citizen</b>	599	56.8%	47.5%
<b>Other role</b>	73	6.9%	5.8%
<b>Total Responses</b>	1054	100.0%	83.5%
<b>Survey participants that did not respond</b>	208	16.5%	16.5%



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What are the most important services that North Carolina public transportation provides today?

Figure 2 shows how many votes each category received by the ranking, showing the distribution of votes. The categories are ordered by the number of first-place votes they received.

Figure 3 shows the weighted votes for each category, with first-place receiving four points, second place receiving three points, and so on.

Figure 3 - 8: Prioritization of public transportation services provided today (raw votes)

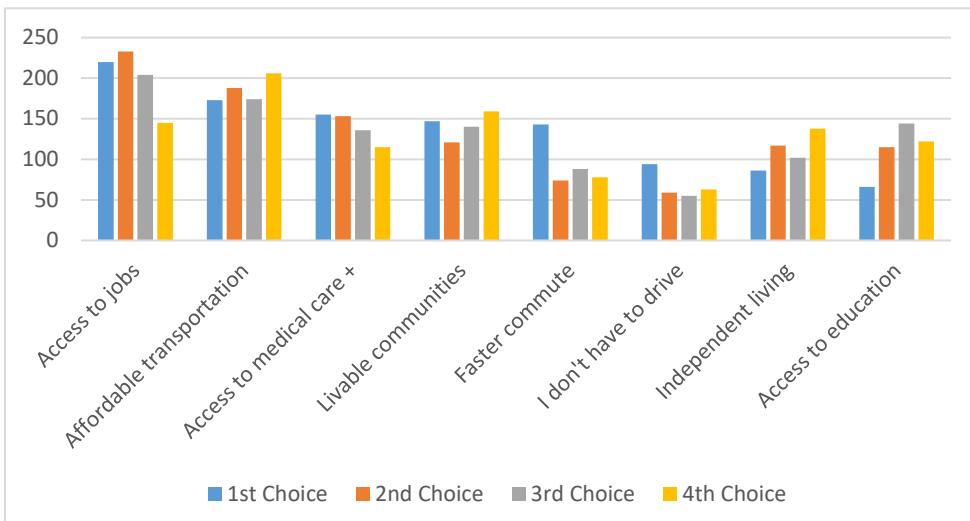
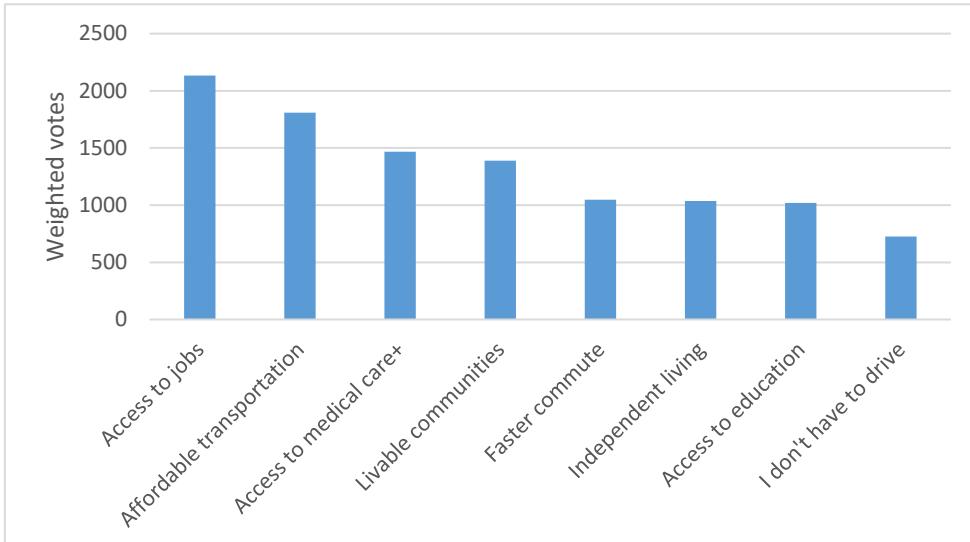


Figure 3 - 9: Prioritization of public transportation services provided today (weighted votes)





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What are the most important services that North Carolina public transportation should provide in the future?

Figure [ ] shows how many votes each category received by the ranking, showing the distribution of votes. The categories are ordered by the number of first-place votes they received.

Figure [ ] shows the weighted votes for each category, with first-place receiving four points, second place receiving three points, and so on.

Figure 3 - 10: Prioritization of public transportation services to be provided in the future (raw)

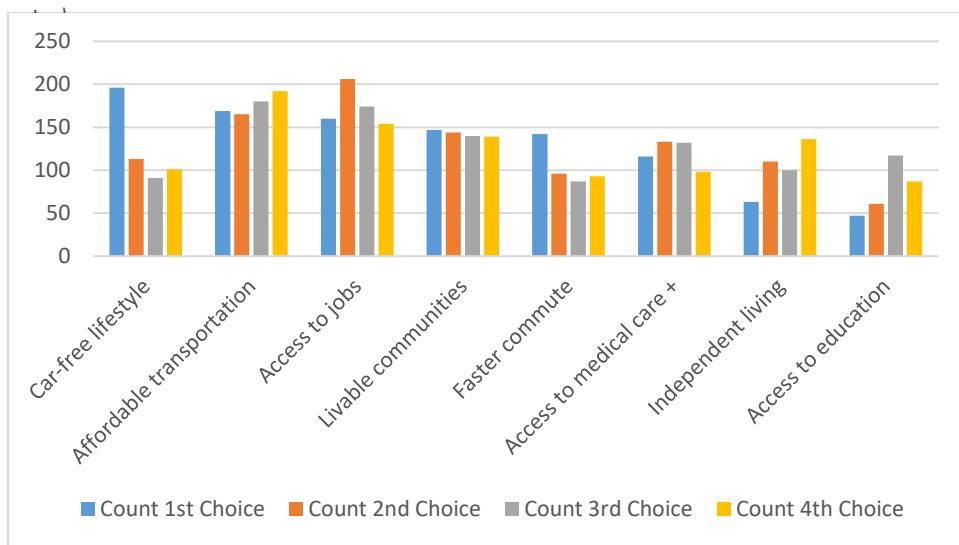
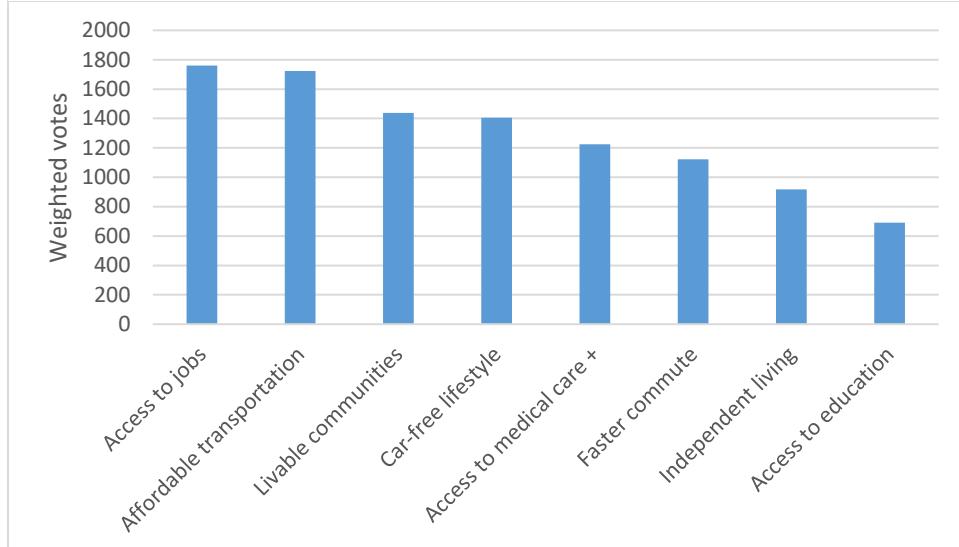


Figure 3 - 11: Prioritization of public transportation services to be provided in the future (weighted)

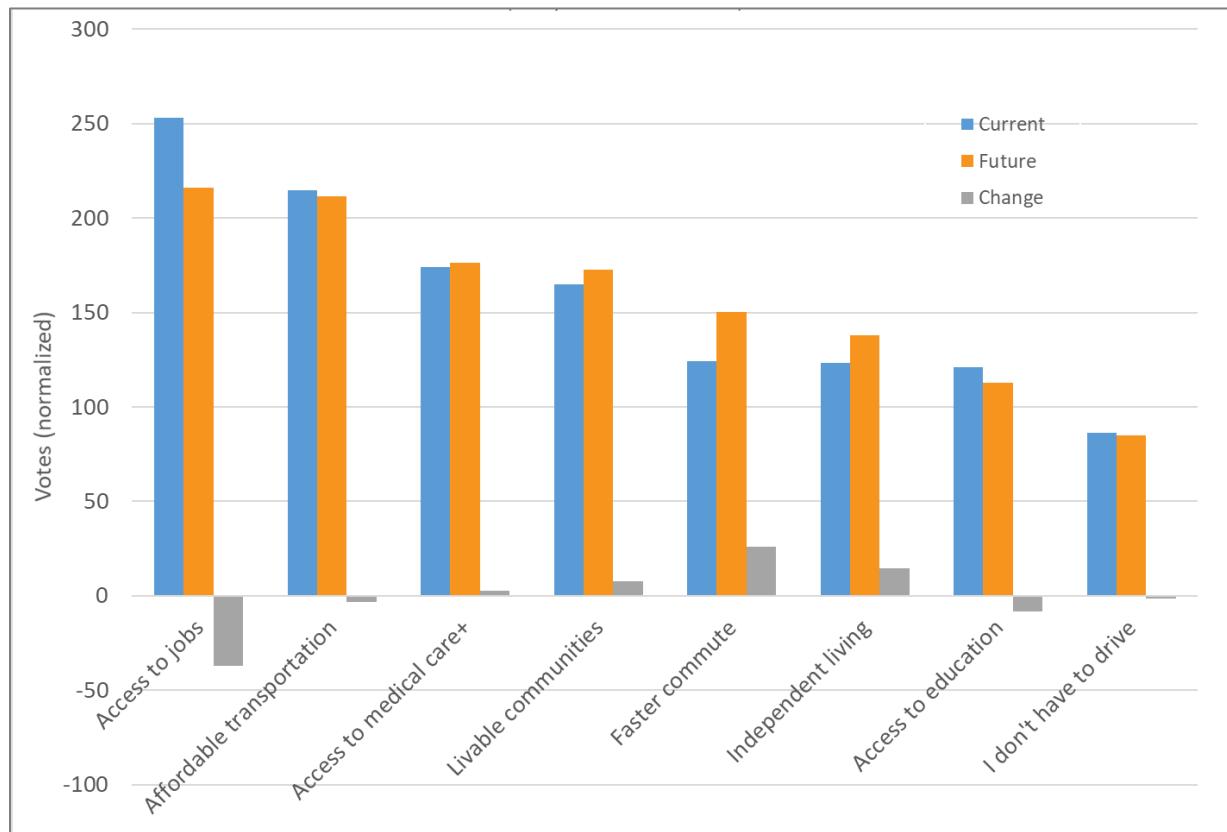




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Figure 3-12 shows the weighted/normalized data reflecting the aspects/services of public transportation ranked most important for the present and the future.

*Figure 3 - 12: Most important aspect of the public transportation system (today versus in the future)*





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Survey participants were asked to provide their vision for the future of public transit through an open-ended comment field. Table 3-6 summarizes the responses, grouping words loosely under a topic/theme. The table shows the predominant words that were used reflecting a concept.

Table 3-6: Summary of open-ended responses for vision of future public transit

Top words for vision for the future			
Word(s), grouped loosely into same/similar topics	Rank	Count	
light rail, high-speed rail, mass transit, rail, train, subway	1	30	
convenient, easy (to use), usable, dependable, helpful, quality, reliable	2	21	
Accessibility	3	21	
bicycling, greenways, multimodal, active, walkable, non-motorized	4	20	
expanded, everywhere, extensive, widespread, encompassing, more, statewide	5	20	
connected, intermodal, integrated, network, regional	6	15	
effective, efficient, fast, functional	7	14	
opportunity, mobility, crucial, freedom, independence, indispensable	8	14	
eco-friendly, clean, environmentally friendly, green, net zero, pollution, preserve-nature	9	13	
24/7 , Frequent service, abundant, available, everyday	10	12	
economical, free, budget, affordable, savings	11	12	
equality, equity, everyone, inclusion, fair	12	10	
anti-congestion, better commute	13	7	
Innovation, driverless, automated, futuristic	14	7	
car-free	15	6	
choices, options, flexible	16	6	



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## Photo Booth: “My Public Transit Vision...”

One of the early engagement activities under this planning effort was the “My public transit vision...” photo booth. During each of the nine community meetings held in May 2017 (detailed below), participants were encouraged to have his/her photo taken with his/her vision for public transit written onto a handheld display board, as shown below. Over 100 people shared a vision statement through this activity.





## Stakeholder Workshops

Two series of stakeholder workshops, open to the public, were held throughout the state to engage stakeholders and the general public under the Statewide Public Transportation Strategic Plan. The first series was held in May 2017 with nine meetings total. The May meeting series emphasized introducing the purpose of the plan, explaining the planning process, sharing preliminary technical findings, and soliciting stakeholder visions, goals, concerns, and other ideas to guide the planning team and project committees in developing the plan framework. The second series of meetings were held in October 2017 with nine meetings total. The October meetings focused on communicating additional technical analyses, presenting the plan framework and preliminary recommendations, and gathering feedback from stakeholders regarding additional needs/opportunities and prioritizing recommendations for strategic implementation, including routing ideas for a statewide connected transit network.

The meeting dates and locations were as follows:

### May 2017 Community Workshops

#### **Northeastern North Carolina**

May 2, 2017  
12:30 p.m.-3:30 p.m.  
*Pitt County Agricultural Extension Auditorium*  
403 Government Circle, Suite 2  
Greenville, NC 27834

#### **Southeastern North Carolina**

May 3, 2017  
9:00 a.m.-12:00 p.m.  
*Bladen Community College Auditorium*  
7418 Highway 41 West  
Dublin, NC 28320

#### **Triangle**

May 4, 2017  
12:00 p.m. – 2:00 p.m.  
*Research Triangle Foundation*  
Meetings Rooms A&B  
12 Davis Drive  
Research Triangle Parkway NC 27709

#### **Technology Community**

May 4, 2017  
8:30 a.m.-11:30 a.m.  
Research Triangle Foundation  
Meeting Rooms A&B  
12 Davis Drive  
Durham, NC 27709

#### **Central—Charlotte/Gastonia/Kannapolis**

May 8, 2017  
9:00 a.m.-12:00 p.m.  
Rowan-Cabarrus Community College - South Campus  
Building 1000 (Main Building), Room 106  
1531 Trinity Church Road  
Concord, NC 28027

#### **Piedmont**

May 9, 2017  
12:30 p.m.-3:30 p.m.  
Guilford Technical Community College - Jamestown Campus  
Medlin Campus Center, First Floor Lounge  
601 E. Main Street  
Jamestown, NC 27282



NORTH CAROLINA DEPARTMENT OF TRANSPORTATION  
**PUBLIC TRANSPORTATION STRATEGIC PLAN**  
*Connecting North Carolinians to Opportunities*

**Land Use Community**

May 9, 2017

8:30 a.m.-11:30 a.m.

Guilford Technical Community College - Jamestown Campus  
Medlin Campus Center, First Floor Lounge  
601 E. Main Street  
Jamestown, NC 27282

**Mountain North**

May 10, 2017

9:00 a.m.-12:00 p.m.

Blue Ridge Energy  
Meeting Room  
2491 US Hwy 421 S  
Boone, NC 28607

**Mountain South**

May 11, 2017

8:00 a.m.-12:00 p.m.

Asheville-Buncombe Technical Community College  
Conference Center, Room B  
340 Victoria Road  
Asheville, NC 28801

**October 2017 Community Workshops**

**Northeastern North Carolina**

October 2, 2017

12:00 p.m. – 2:00 p.m.

Pitt County Agricultural Extension Auditorium  
403 Government Circle, Suite 2  
Greenville, NC 27834

**Southeastern North Carolina**

October 4, 2017

12:00 p.m. – 2:00 p.m.

Bladen Community College Auditorium  
7418 Highway 41 West  
Dublin, NC 28320

**Technology Community**

October 5, 2017

9:00 a.m. – 11:00 a.m.

Research Triangle Foundation  
Meeting Rooms A&B  
12 Davis Drive  
Research Triangle Parkway NC 27709

**Triangle**

October 5, 2017

12:00 p.m. – 2:00 p.m.

Research Triangle Foundation  
Meetings Rooms A&B  
12 Davis Drive  
Research Triangle Parkway NC 27709

**Central—Charlotte/Gastonia/Kannapolis**

October 16, 2017

9:00 a.m.-12:00 p.m.

Rowan-Cabarrus Community College - South Campus  
Building 1000 (Main Building), Room 106  
1531 Trinity Church Road  
Concord, NC 28027

**Mountain North**

October 17, 2017

9:00 a.m.-12:00 p.m.

Blue Ridge Energy  
Meeting Room  
2491 US Hwy 421 S  
Boone, NC 28607



NORTH CAROLINA DEPARTMENT OF TRANSPORTATION  
**PUBLIC TRANSPORTATION STRATEGIC PLAN**  
*Connecting North Carolinians to Opportunities*

**Land Use Community**

October 18, 2017

9:30 a.m. – 11:30 a.m.

Piedmont Authority for Regional Transportation

107 Arrow Road

Greensboro, NC 27409

**Piedmont**

October 18, 2017

12:30 p.m. – 2:30

Piedmont Authority for Regional Transportation

107 Arrow Road  
Greensboro, NC 27409

**Mountain South**

October 19, 2017

8:00 a.m.-12:00 p.m.

Asheville-Buncombe Technical Community College

Conference Center, Room B

340 Victoria Road

Asheville, NC 28801

Meeting presentations and notes are grouped by community/region and presented on the following pages.



## Northeastern North Carolina

### May 2017 Meeting

The Northeastern Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 2, 2017 from 12:30 p.m. to 3:30 p.m. at the Pitt County Agricultural Extension Auditorium. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the Eastern North and Eastern Urban analysis districts, and Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

#### Attendees

- Jayad Ruj, Greenville Citizen
- Dempsey Bond, Jr., Martin County Board of Commissioners
- Jaimie Yahnker, Pitt Area Transit Board
- Tammie Alston, Telamon Corporation
- Carol H. Long, Onslow United Transit System
- Alan Pytcher, NCDOT – Division 3
- Jay Shingleton, Pitt Community College
- Kimberly Riggs, Vocational Rehabilitation Services, NCDHHS
- Patricia Morring, Martin County Citizen
- Chantae Gooby, City of Greenville
- Constance Gerald, Pamlico County Department of Social Services
- Angela Peed-Ham, Pamlico County Department of Social Services
- Deaquella Midgette, Pamlico County Department of Social Services
- Gretchen Bynum, NCDOT – Division 1
- Charlotte Griffin, Town of Bear Grass
- Misty Chase, Greene County Transportation
- Deborah Sutton, Lenoir Community College
- Gloristine Brown, Town of Bethel
- Bruce Parson, Lenoir Community College
- Patrick Flanagan, Eastern Carolina Rural Planning Organization
- Ray A. Katz, PotashCorp
- Lamont Jackson, Greenville Area Transit
- Cam Coburn, Pitt Area Transit System



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- Clifton Cahoon, Greenville Utilities
- Lee Anne Whaley, Telamon Corporation
- Gronna Jones, City of Wilson Transit
- Olivia Kay Clyde, Vocational Rehabilitation Services, NCDHHS
- Kelly Walker, Craven Area Rural Transit System
- Justin Oakes, Mid-East Rural Planning Organization
- Carol Cannon, Pitt County Citizen
- Frank Halsey, Martin County Transit
- Tyran Hill, North Carolina Housing Coalition
- Reggie Elbert, Greenville Area Transit
- Frank V. Morgan, Pitt Area Transit System
- Rodger Green, Goldsboro-Wayne Transportation Authority
- Tom Best, Pitt County Citizen
- Faye Taylor, Greene Lamp, Inc.
- Jeff Cabaniss, NCDOT – Division 2
- R.J. Hemby, *Northern Pitt County Improvement Association*
- Irene Johnson, NCDOT-PTD
- Angie Green, Lenoir County Transit
- Shawn Howard, Lenoir County Transit
- Stephen Mancuso, *North Carolina Public Transportation Association*
- Fred Fontana, Goldsboro-Wayne Transportation Authority
- Veronica W. Roberson, Town of Winterville
- Mary Perkins Williams, Pitt Community College
- Desiree Beason, Division of Services for the Deaf & Hard of Hearing-NCDHHS
- Cheryl Halloch, Access East, Inc.
- Jason Gray, North Carolina Rural Economic Development Center
- Crystal Odum, NCDOT-PTD
- Debbie Collins, NCDOT-PTD

The break-out-groups participated in a SWOT analysis with the following comments made by participants:

**Strengths**



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- Current transit funding
- Local coordination among transit systems
- Affordable transit service that allows for medical transport
- Funding programs that support transportation to work and higher education
- Combination of public and private transportation funded through programs to assist people obtain transportation for employment, education, recreation, socialization, and medical services
- At least there is a small transit system in the most rural communities
- Very good ADA and paratransit service provided in most areas
- Demand response service in rural areas
- Transit provides employment opportunities
- Transit provides mobility to purchase and receive needed goods and services
- Quality of life improvements resulting from transit service
- Transportation fares are reasonable
- Transit is a value for the investment
- Urban bus systems
- Amtrak service across the State
- Private for hire transportation services that transport power wheelchairs
- Ridership increases
- Drivers that care about passengers
- Intercity bus transportation
- Agency sponsored free trips from individual homes
- Congestion mitigation
- University transit services improve campus experience and attract out-of-state students
- Regional nodes that provide structure
- Regional hospital/network at health clinics
- Systems provide safe and reliable service
- Progress in improving roads

#### Weaknesses

- Inadequate funding
- Insufficient number of vehicles
- Rural areas lack regular service
- Lack of system connectivity
- Limited service hours for 2nd shift employment



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- Doctor appointments not aligned with trip scheduling
- Boundaries between public transportation systems
- Too much bureaucracy
- Infrequent schedules
- Limited rural routes
- Lenoir County needs fixed routes to facilitate community college attendance
- Inconvenient
- Time consuming
- Round trip takes most of the day
- Fares too high
- Unable to access recreational opportunities
- Not being able to expand transit services
- Lack of scheduled service
- Insufficient number of drivers
- Limited return trip schedules result in lengthy day
- Travel distance in rural areas
- Accessibility to bus stops
- Cannot meet all transportation needs
- Trade-off for being inexpensive is inconvenience
- Need more coverage on designated routes
- Lack of utilization of church fleets
- Cost prohibitive to those not on Medicaid
- Political boundaries
- Community college students cannot pay general public fares

### Opportunities

- Utilize existing transportation resources such as Uber and Lyft for first/last mile needs
- Encourage faith-based communities to be involved with transportation
- Encourage senior centers and community colleges to educate clients about available transit services
- Expand services to better serve communities
- Explore opportunities to connect transit between cities/towns
- Coordinate long trips between neighboring agencies
- Extend service hours
- Utilize focus groups more often...twenty years too long



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- Partner with employers/industries
- Faith community pay the fare for students to go to community colleges
- Develop demand driven case management system for customized demand response service
- Better educate the public regarding transit availability
- Utilize resources of faith community especially in low density/hard to serve areas
- Utilize improved technology to coordinate services
- Leaders and elected officials should try transit themselves to better understand the industry and its needs
- Coordinate services with medical providers and pharmacies
- Utilize school bus and church fleets for public transportation
- Use Medicaid income in Martin County to cover bus fares
- Public-Private partnerships
- Provide more weekend service
- Expand service to meet employment needs
- Seek funding to allow expansion in more areas and purchase of equipment
- Recognize that foundation exists upon which to make improvements
- Costs, congestion and air quality increases need for transit services
- Train service for all NC cities
- Transit demand is sufficient to support costs
- Improve advertising such as more public service announcements
- Develop educational components to better explain transit
- Interagency coordination to build networks to key hubs
- Analyze community transit service to indicate how they can be improved
- Better utilize idle vehicles
- Create direct routes to such facilities as VA hospitals
- Coordinate schedule of individuals needing transport to medical facilities, employment, etc.
- Evaluate inter-county travel to employment sites
- Improve coordination between transit providers across county lines
- Increase peer-to-peer training among providers

#### Threats / Challenges

- Sporadic and insufficient funding
- Only fixed route service can meet access needs
- Unaffordable unless qualify as human service agency client
- Lack of local government support



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- NC Affordable Care Act stipulations on hours for part-time employees
- Competition from highways for transit projects
- Lack of public understanding how transit works and its benefits
- Lack of political support for transit
- Contrast in funds available between wealthy and poor counties
- Security and safety at bus stops
- Possible federal funding cuts/changes
- Collecting data of transit patrons in electronic format
- Longevity of transit vehicles
- NC's expansive sparsely population areas
- Lack of public awareness and support
- Increased regulations without supporting resources
- Lack of drivers
- Cost of driver training and testing
- Cellular service not always available
- Stigma of public transportation
- Decrease in rural population
- Cost of complying with ADA
- Lack of communication between human service agencies and transit systems
- Liability issues
- Jobs/opportunities difficult to acquire without personal vehicle

#### Participants' Comments

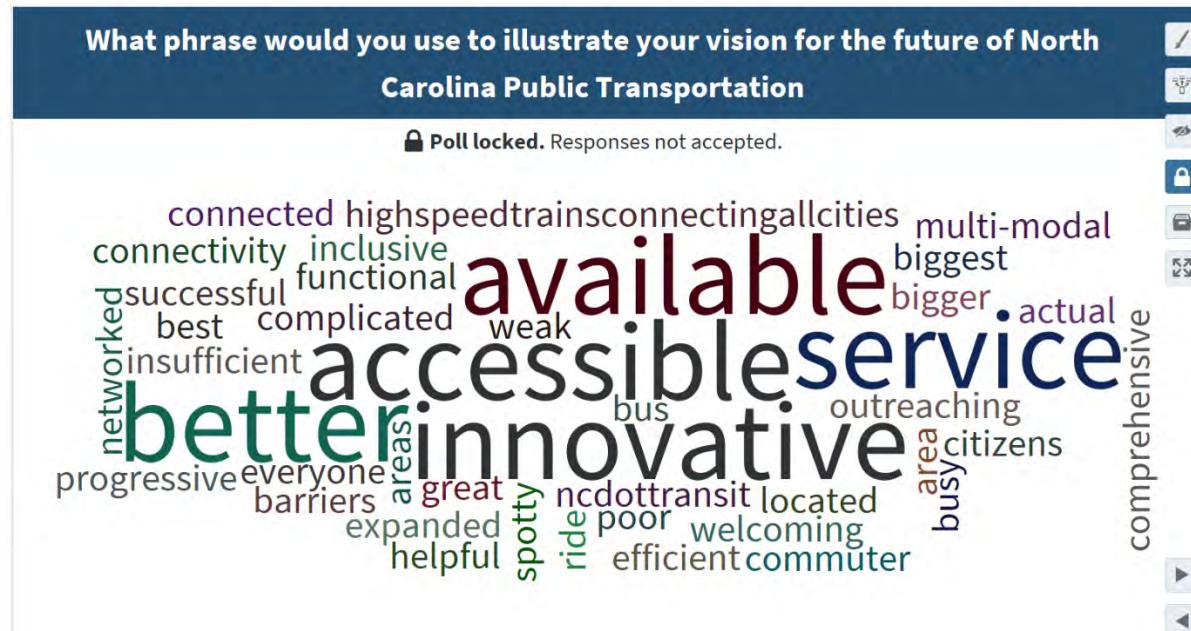
- Connections need to be faster for local bus systems to get riders from point-to-point
- Amtrak service needed between Wilson and Greenville
- Transit providers must understand customer needs and competition with personal cars
- Need more rapid connections between larger markets
- Need to better educate the public regarding available service and its benefits to community
- Rural systems must be structured to serve more than human service population
- Importance of multi-modal connections in meeting mobility needs
- RPO participation is important to the strategic planning process

#### Poll Everywhere Results



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The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:

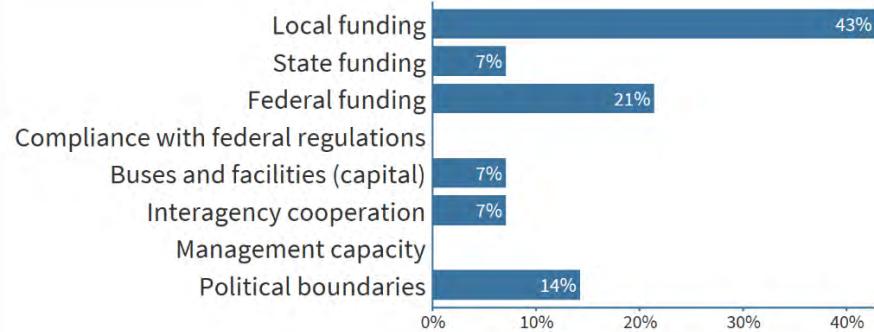


37 responses to Q1:



## What is the greatest challenge facing Public Transportation in North Carolina

Poll locked. Responses not accepted.



14 responses to Q2:

## What word or phrase should be included in the Public Transportation Vision Statement

Poll locked. Responses not accepted.



28 responses to Q3:



NORTH CAROLINA DEPARTMENT OF TRANSPORTATION  
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## October 2017 Meeting

The Northeastern Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on October 2, 2017 from 12:30 p.m. to 3:30 p.m. at the Pitt County Agricultural Extension Auditorium. The meeting was advertised as an open-house style meeting where attendees could drop in at their convenience during the meeting hours.

James Ritchey from Whitman, Requardt & Associates gave a brief introductory presentation to attendees once a critical mass had gathered to summarize the project status and timeline, highlight information on the boards placed around the room, and orient participants to the room setup and activities.

Participants were advised to proceed through the series of boards posted around the room (see attached PDF containing display boards), provide feedback and questions on post-it notes via the comment boards and/or staff person in each section, and suggest regional/statewide public transportation links to achieve an interconnected statewide public transportation network using sticky string on a large base map of the state.

### Attendees

- Bernard Clark, Kerr-Tar Regional Council of Governments
- Rhonda Suggs, Beaufort Area Transit
- Lamont Jackson, Greenville Area Transit
- Reggie Elbert, Greenville Area Transit
- Tamara McKinney, Greenville Area Transit
- Zina Rhodes, Washington County DSS/Riverlight Transit
- Rick Owens, Pitt Community College
- Kimberly Riggs, NCDHHS/Vocational Rehabilitation
- Diana Wactor, NCDHHS/ Vocational Rehabilitation
- Patrick Flanagan, Eastern Carolina RPO
- Gloristine Brown, Town of Bethel
- Shawn Howard, Lenoir County Transit
- Angie Greene, Lenoir County Transit
- Juan R. Jefferson, Vance County Senior Center
- Ryan Purtle, Greenville MPO
- Carol Long, Onslow United Transit System
- Don Magoon, Wayne Community College
- Joan Gallimore, Greenville AARP
- Elena Cameron, Beaufort Area Transit
- Patrice Lassiter, *Gates County Inter-Regional Transportation*



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- Jack Hansel, Greenville AARP
- Fred Fontana, *Goldsboro-Wayne Transportation Authority*
- Gronna Jones, *Wilson Transit System*
- Marin Sharpe, *Wilson County Transportation Services*
- James Sammons, *Upper Coastal Plain RPO*



## Southeastern North Carolina

### May 2017 Meeting

The Southeastern Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 3, 2017 from 12:30 p.m. to 3:30 p.m. at the Bladen Community College Auditorium in Dublin. James Ritchey from Whitman, Requardt & Associates opened the meeting with an overview of the Study. He led the attached presentation describing the Study, the Transit Markets Analysis for the Eastern South and Wilmington analysis districts, and Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

#### Attendees

- Sharon Robinson, South East Area Transit System
- Suraiya Motsinger, Wilmington Metropolitan Planning Organization
- Ifetayo Farrakhan, Cumberland County Community Transportation Program
- Jay Jacobs, Cumberland County Community Transportation Program
- Tyler Thomas, Town of Pembroke
- Cliff Rode, WAVE Transit
- Albert Eby, WAVE Transit
- Tammy Montanez, NCDOT-PTD
- Travis Bryant, UNC Pembroke
- Brandon Love, City of Lumberton
- Francie Barnes, South East Area Transit System
- Rosemarie Oates, Duplin County Transit
- Kent Porter, Bladen Area Rural Transportation System
- Val Johnson, Vocational Rehabilitation Services, NCDHHS
- Yvonne Hatcher, Brunswick Transit System
- Vanessa Lacer, WAVE Transit
- Jennifer Nance, South East Area Transit System
- Michael Ramey, Vocational Rehabilitation Services, NCDHHS
- Christina Bauman, Division of Services for the Deaf & Hard of Hearing-NCDHHS
- Howard Penny, Harnett County Board of Commissioners
- Amanda Barbee, Pender County Health Department
- Helen Evans Bunch, Brunswick County



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- James Peacock, Area Richmond Transit
- Bill Bryden, WAVE Transit
- Anne K. Ryan, WAVE Transit
- Carolyn Freitag, NCDOT-PTD
- Megan Matheny, WAVE Transit

The break-out-groups participated in a SWOT analysis with the following comments made by participants:

#### Strengths

- Technical assistance from NCDOT
- Relationships between NCDOT specialists and transit systems
- Guidance from NCDOT to maintain compliance
- Peer information sharing among systems
- Extent of statewide transit coverage
- Quality and amount of available training
- Access to non-emergency medical transportation
- Some level of transit exists in each county
- Extensive Medicaid transportation coverage and funding
- Reliability of transit services
- Amount and consistency of transit funding
- Access to out-of-county medical appointments
- Interagency cooperation
- Quality of highway network
- Transit service to educational opportunities
- Access to employment for low-income individuals
- Socialization opportunities resulting from transit services
- Serves individuals without personal vehicle
- Reduction of traffic congestion

#### Weaknesses

- Lack of flexibility in shifting state and federal funds between categories
- Turnover of staff at NCDOT-PTD
- Communication difficulties with NCTracks, Medicaid Management Information System for NCDHHS
- Unclear data on population of rural service areas



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- Procurement of expansion vehicle must go through Strategic Transportation Investments (STI) process
- Perception of public transportation serving only elderly and low income
- Insufficient funding, particularly in rural areas
- Transit not capturing latent demand for employment and educational trips
- Limited service to employment and government services (Bladen County)
- Volume of underserved areas
- Lack of service for UNC Pembroke students
- Insufficient marketing and awareness of available transit services
- Lack of fixed routes and schedules in rural areas
- Lack of park and ride lots
- Insufficient employment transportation funding as compared to funding for medical trips
- Services not accessible to most sparsely populated areas
- Affordability of transit service for more economically depressed areas
- Assistance needed with addressing policies and procedures
- Staff turnover at local level
- Continuing issues with Hurricane Matthew recovery in Robeson County
- Sustainability of transit funds
- Provision of service during inclement weather
- Lack of seamless statewide transit network
- Insufficient funding for capital purchases
- Headways are too long
- Extreme federal and state regulations
- Limited stops in some areas
- Service confusing and not user friendly in some areas
- Lack of choice riders selecting transit
- Routes not intuitive for choice and new riders
- Lack of political support
- Cultural barriers to using transit

#### Opportunities

- Millennials support of public transportation
- Innovative possibilities such as “first-mile/last mile” connections to Uber, Lyft, etc.
- Utilize improving technology to facilitate trip making
- Add routes to better serve growth in rural areas



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- Attract choice riders
- Utilization of railroad bed
- Regional transit possibilities
- Available funding
- Organizational analysis to secure improved transit management to deal with challenges and weaknesses
- Recruit college riders without personal car to utilize public transit
- Public awareness campaigns
- Available transit resources
- Utilize podcasts to educate riders
- Increasing local match to take advantage of federal and state funding sources
- Sponsorships/partnerships to increase and improve services
- Coordination of various transportation systems to improve connections
- Comprehensive marketing strategy for entire state
- Partnerships with businesses to serve employment sites
- Utilize park-and-ride hubs for transport to larger cities
- Cross-agency coordination and information sharing
- Support/leverage entrepreneurial services to promote economic growth
- Subsidize dedicated routes along prominent corridors
- Utilize vehicles with visual display for hearing impaired riders
- Peer-to-peer training and education
- Model "The 100 Man Project" in Liberty, NC to help meet medical transportation needs
- More effectively utilize intercity bus services

#### Threats / Challenges

- Financial sustainability
- Educating the public regarding available services
- Political atmosphere/ideology
- Community/political support
- Number of alternatives to transit
- Increasing service costs
- Determining needs and priorities
- Changing federal and state regulations
- Infrastructure does not support public transportation
- Lack of pedestrian connectivity



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- Inadequate capital funding
- Lack of stable and reliable maintenance operations
- Inadequate local match
- Communities disconnected
- Individual preference to travel alone vs. group travel
- Competition from cheap fuel, mopeds, Uber/Lyft, and single occupancy vehicles
- Lack of sources for financial support

#### Participants' Comments

- Coordination between geographic areas and different transit service providers should be leveraged
- Need better interconnectivity across political/jurisdictional boundaries
- Communities should be connected by transit
- Some wondered what goal NCDOT has for transit in NC
- Should be determined if zip cars/on demand vehicles are worth exploring
- Opportunities resulting from transit support by millennials was often mentioned

#### Poll Everywhere

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



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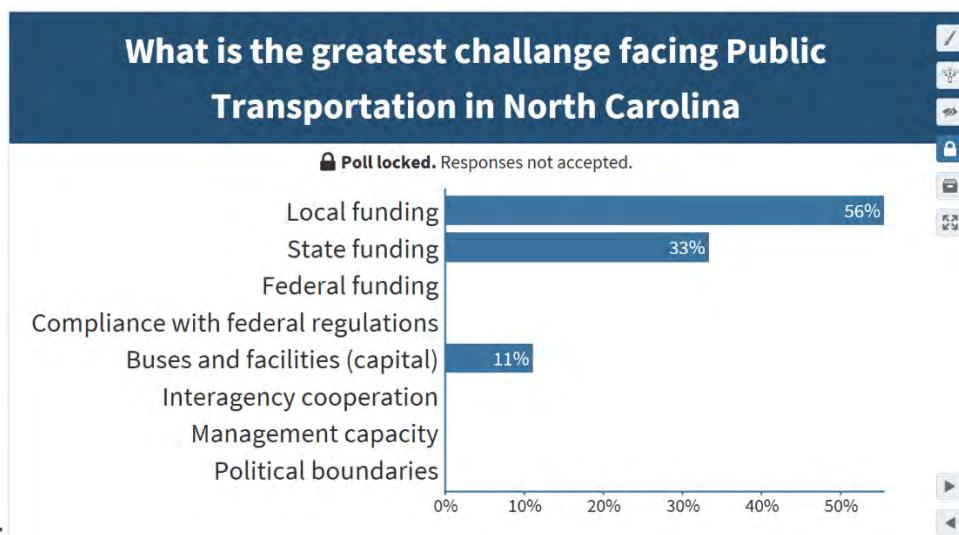
What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

**competition**  
expansion  
**innovative**  
available better auto rural wireless internet unified  
**formidable** communities link choice-ridership  
multimodal-connections

**lock** Poll locked. Responses not accepted.

◀ ▶

15 responses to Q1:



9 responses to Q2:



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What word or phrase should be included in the Public Transportation Vision Statement

Poll locked. Responses not accepted.

innovative  
availability\$\$\$  
**accessible**  
funding responsibility □ accessibility  
accessibility financial  
mobility connect

▶◀

12 responses to Q3:



## Triangle

### May 2017 Meeting

The Triangle Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 4, 2017 from 12:30 a.m. to 3:30 a.m. at the Research Triangle Foundation. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the Triangle analysis districts, and Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

### Attendees

- Glenn Field, DHHS Rural Health
- Allison Owen, DHHS Rural Health
- Robert Owen, Raleigh Mayor's Committee and Public Works Dept.
- Deirdre Walker, GoTriangle
- Meg Scully, DCHC MPO
- Monica McGee, DHHS
- Jennifer V-C, DHHS
- Phillip Vereen, FAST
- Laurie Barrett, GoTriangle
- Bill Kloepfer
- Jenny Halsey, TJCOG
- Mike Rogers, City of Raleigh
- Matt Day, TARPO
- Montrena W. Hadley, City of Mebane
- Lydia Cleveland, Moore County
- Sharif Brown
- Charis Rivera
- Carmalee Scarpitti, GoRaleigh
- Jennifer Dean, WakeUP Wake County
- Melissa Kolodziej, PRAR
- Anita Davis, Wake County
- Helen Cleereman, WakeUP Wake County
- Jason Hardin, City of Raleigh



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- Andrea Eilers, TJCOG
- Laura Wenzel, Clean Air Carolina / Medical Advocates for Healthy Air
- Tom Jaynest, Durham Tech
- Valeria Sutton, PAS-TRAN
- John Tallmadge, GoTriangle
- Tawanna Williams, Moore County Transportation
- Kelly Jones, FAST
- Brian Litchfield, Chapel Hill Transit
- Austin Campbell, FAST
- Randy Home, FAST
- Rupal Desai, NCDOT-TPB
- Jeff Mann, GoTriangle
- Donnie Tim, NCDOT
- Myna Freeman, NCDOT
- Kym Hunter, SELC
- Debbie Collins, NCDOT PTD
- Jim Ritchey, WRA
- Mary Clayton, GS&P
- Sean Flaherty, GS&P
- The break-out-groups participated in a SWOT analysis with the following comments made by participants:

#### Strengths

- Convenient
- Ability to get people to work or medical appointments
- Ability to provide transportation to people who don't have any means of transportation
- Service times serve most people's needs
- Connectivity
- Accessibility
- Affordability
- Entrepreneurs: seek ways to improve our current system
- Good Customer Service
- Saves me time
- State support
- Triangle regional connections



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*Connecting North Carolinians to Opportunities*

- Local government collaboration
- Multiple modes
- Connecting major urban areas
- Opportunities and options to get from one location to another!
- Dedicated people who care
- Share the Ride NC
- Growing connection between transit and land use
- Go Pass options & employer services
- Para transit
- Regional Service (Triangle) options
- Best workplace for commuter's program
- Frequent transit in some locations
- City of Mebane – Just started Go Triangle, ODX routes and Park and Ride at Moses Cone
- Coordinated Triangle TDM Services
- Blue Ridge Road Park and Ride
- Safety net of rural demand-response service in all counties

### Weaknesses

- Not as reliable and should be – missed trips
- Some driven not well trained
- Dispatch not always helpful
- Socialization
- Mobility
- Reduction of air pollution
- Medical trips
- Independence
- Independence
- Save money- fewer vehicle costs
- Equitable access to services and employment
- Better quality of life for elderly, disabled, low income individuals
- Increased flexibility in mobility
- Employment opportunities



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- Opportunities
- Easy connections between systems
- Innovation – bus shoulders, Go Raleigh/Durham Branding
- Positive Citizens Attitude towards transit
- Access to primary healthcare and social services
- Health
- Employment
- Health Insurance
- Education Opportunities
- Transportation
- Medical Travel
- Cost Efficient
- Vehicles are ADA accessible
- Sufficient number of vehicles
- Reduced accessibility in rural areas
- The necessity for political involvement to meet consumer's basic needs
- Fragmented, inconsistent, inconvenient, unequal
- For some may need more service time between 11 pm – 5am
- No Sunday Service
- Commuting to outside areas
- RGP, GAPS, B/W Urban and Rural Services
- Limited Convenience
- More interconnectivity between rail and public transit service
- Limits on funding at State level
- Poor / limited service in many urban areas
- Insufficient bus stops
- Poor linkage with land use / planning
- Coordination and Cooperation
- Firm jurisdictional boundaries with no connection to commuting / travel patterns
- Local Support
- Uncertainty about the future
- Transit is not represented well in community plans
- Unable to complete destination trip's because no corresponding transport service vehicle
- No regional systems / not enough regional systems



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- Service is not frequent enough to encourage choice riders
- Not enough education on how to use system for new riders
- State funding challenges ability to expand
- Riders humanity not acknowledged in political decisions
- Competitive mindset between jurisdictions
- Fragmented funding streams
- Public relations – image of transit
- Argument for transit is not being made based on economic development
- Last mile difficulties with lack of sidewalks etc.
- Poor coverage in rural areas
- Communicate to riders of where to address their issues to resolve them
- STI stifles growth and favors other modes
- Single mode flaws
- Blue Ridge Park & Ride has no easy I-40 access
- No Triangle area signal priority plan
- Perception
- Lack of dedicated ROW
- Payment systems
- State support of large projects – LRT
- NCDOT – PTD – Not enough exposure in rural areas
- City of Mebane: need a local connector (Downtown, Tanger, Moses Cone)
- Currently do a comprehensive transportation plan – CTP
- Can't get to bus stops (Lack of sidewalks)
- Non-Sheltered bus stops
- Long wait times
- Driver sensitivity towards disabled riders
- Trip planning services
- No light rail or other modes besides bussing
- Lack of focus on residential / property management development
- Lack of dedicated busways
- Not coordinated with the public schools
- Too few options for Park and Riders
- Not enough frequency or evening / weekend, esp. Chapel Hill
- Confusing to figure out, easy to get lost if connecting with different service (i.e. Go Triangle, CAT)



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## Opportunities

- High Density districts to attract shopping / residential to support transit
- Improve transit to improve employment
- Agencies become bigger advocates for their populations needs
- Use bus/transportation as advertisements and earn money
- Regional transit
- Sunday service – expanding coverage
- More cooperation between local governments
- Engaging transit users in planning systems
- Better connections with transit and Amtrak rail
- Measure travel time between and across jurisdictions and set goals for improvement
- Establish coordination points across the state
- Transit interests need to be at the decision make table
- Increase funding – more FTA / FHWA
- The disabled community and the agencies that serve them
- Being more Eco-Friendly
- More accessibility to different locations
- Express busing for long distance commutes with more times on the schedule
- Longer routes or expanded routes
- Express shuttle routes
- ADA Coverage to major hospitals
- Major companies wanting transit in their location decisions
- Ability to guide compact land use
- Growing urban population
- New more friendly administration at the State level
- New technologies (electric buses)
- Millennial preference in taking transit
- Seek out flexible and sustainable funding sources
- Regional interconnectivity can be expanded and increased collaboration with other regional corners
- Para-transit services need improvements in marketing
- Improved metrics for us to make the business case
- Statewide TDM Coordinator



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- Exceeding ADA Requirements i.e. shelters, pedestrian crosswalks, signage, etc.
- Access to urban / rural areas
- Increased ridership – increased revenue
- Opportunities for community inclusion
- Working with the public school system
- Increase the percent of funding for transit, bike and pedestrian projects in the STI / SPOT process
- Bus priority treatments – queue jump, dedicated lane, TSP
- Interactive online Master Map that displays all available transit routes & types (Go Triangle, etc.)
- Coordinate with builders and developers
- Infeasibility of expanding capacity for single – occupant vehicles in many places
- Advertisement of services open to the public on vehicles
- Coordination with economic development organizations
- City of Mebane:
  - Citizens will complete on-line survey on the city's website
  - Results will be incorporated within the new comprehensive transportation plan(CTP) that is being done by Ramey Kemp & Associates, the MPO and City of Mebane
  - CTP will identify all transportation needs
- Growing number of last mile options – urban bikeshare
- Travel training to increase knowledge of public transportation
- Encourage rural / community systems to plan for growth and how to transition/develop fixed route service when appropriate
- Cooperation between regional systems
- Coordinate efforts advance discussions rules and regulations
- Investments in other transit technologies such as light rail, commuter rail, bus ways
- Incentivize transit oriented development
- Improve reliability
- Improve in rural access, decreased ride times, increase service hours
- Increasing capacity by growing secondary transportation resources as a workforce initiative, e.g. small bus loans for van services
- Quantify health and environmental benefits of transit, raise taxes on single vehicles in relation to it
- Coordinating with private transportation like Uber and Lyft
- Need to have train service to many areas of our State

#### Threats/Challenges

- Change the perception in order to make it more attractive to Millennials
- Local funding for long term vision / planning and growth needs



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- State Funding, especially for light rail
- Need to ensure rural areas not left behind as urban centers expand
- Car-centric culture of Southeast US
- Past development patterns have created sprawling communities not easily served by transit
- Legislative buy-in
- Geography farther away means less services
- People have diverse needs
- Federal funding in danger
- Concerns about gentrification / affordable housing
- State Funding Limitations
- Challenge of Serving Boomers who want to age in place
- Want to concentrate new service to maximize rideshare
- Funding is not distributed equally because it is based on population instead of needs
- The state is so spread out with many rural areas
- Coordinate and accessibility of each of the different kinds of transit
- Safe/secure trip ride from public and or security
- Rapidly changing technologies, autonomous vehicles
- Getting the most out of reduced funding
- Rapid shift to urbanized designated service areas
- When regions come together with combined routes who's going to pay for what or how much to pay for combined services
- Enough buses to cover all routes
- Image of transit – who is it for?
- Undefined purpose – what is public transit for?
- Silo thinking
- Inequity in access and opportunities
- Developer focused city council
- Pathway to bus not ADA Accessible
- Distance between bus stops too far
- Poor planning that doesn't consider other modes of transportation
- Not enough supportive policies / ordinances in place
- High turnover in employment at the State / Transit level
- Retaining Operators
- Cheap parking
- Integrating bus technology between systems



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- Suburban sprawl
- Lack of county support for transportation services
- Showing citizens, the positive aspects of public transportation
- Not enough advertisements
- Lack of capital funding
- Rapid population growth
- Culture shift
- Difficulty of funding through NCDOT STI process
- Advocacy with funders – how to make a compelling argument for increased funding
- Planning routes for everyone
- Setting the timing / schedules
- Organizing various types of public / private transportation providers to increase capacity e.g. call centers
- Local understanding of system purpose
- Perception that not owning a vehicle limits freedom
- Political battles or turf wars
- Determining an equitable way to fund urban versus rural transportation projects

#### Participants' Comments

Results of the SWOT analysis were summarized by facilitators following the breakout sessions and participants were asked to provide comments. Overall, participants agreed that connecting all North Carolinians to opportunities and essential services should be the ultimate priority of planning efforts. The identification of disincentives for sprawl is also critical for transit's future in the Triangle region.

#### Poll Everywhere

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



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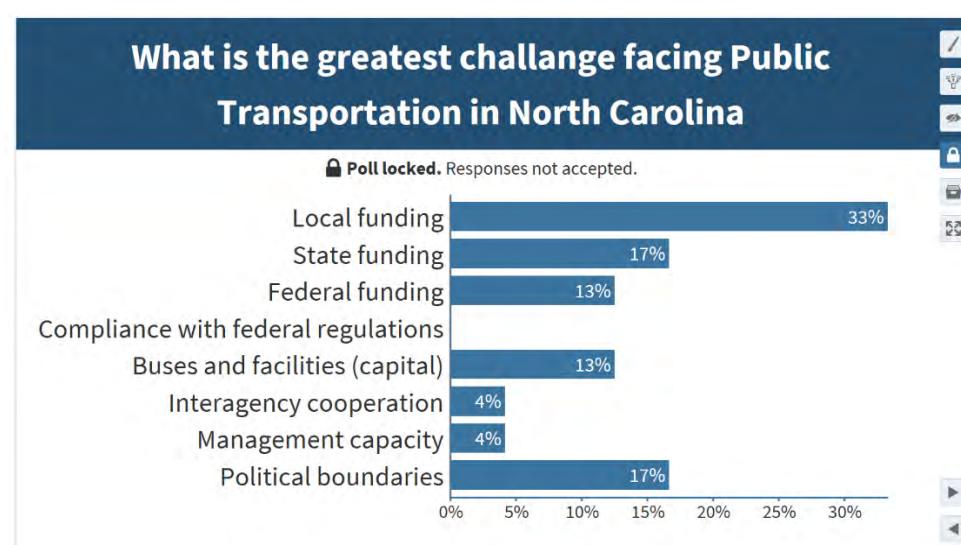
What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

Poll locked. Responses not accepted.

accessible opportunity state-supported

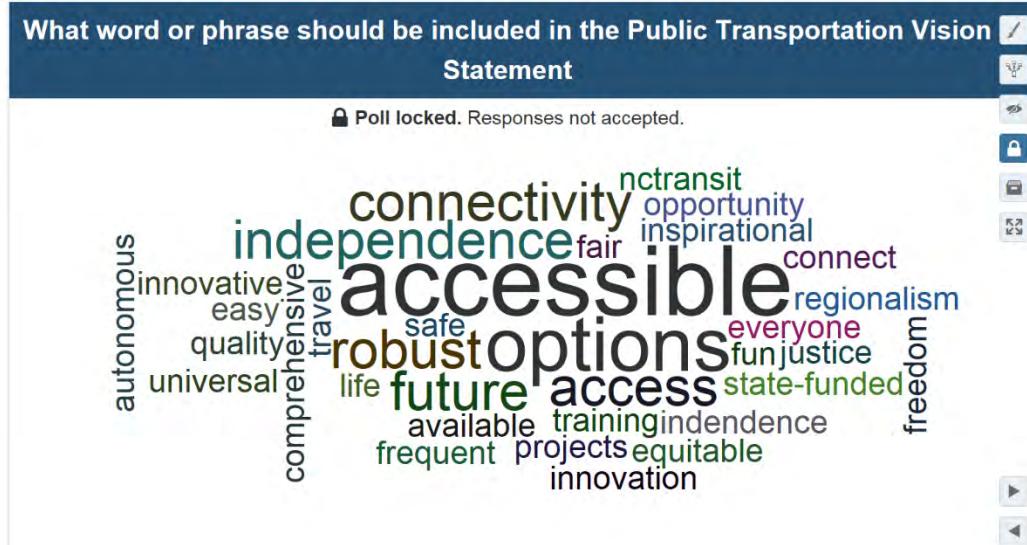
innovation easy network fast benefits proximate connectivity light well-funded adaptable connected bus affordable job-connecting rail pay options liberating inclusive available universal convenient

31 responses to Q1:





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43 responses to Q3:



## Technology Community

### May 2017 Meeting

The Technology Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 4, 2017 from 8:30 a.m. to 11:30 a.m. at the Research Triangle Foundation. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation providing an overview of the Strategic Plan Framework. Two panel discussions followed, the first focused on current and near-term technologies and the second on future trends as they relate to public transportation. Sean Flaherty from Gresham, Smith & Partners moderated the first panel with guests representing TransLoc, Triangle Clean Cities Coalition / Triangle J Council of Governments, Broadband Catalysts and SAS. John Tallmadge from GoTriangle moderated the second panel with guests representing Duke University, TransLoc and Robocist. Participants engaged in open dialogues during the panel sessions and then joined breakout groups, each focused on a key area of technology in transportation: transit information and payment technology; alternative fuels, automation and connected vehicles; and, technology for rural systems and small fleets.

### Attendees

- Debbie Collins, NCDOT PTD
- Deb Watts, Broadband Catalysts
- Ashley Benton, DSDHH
- Kathryn Grant, DSHH
- Annabel Jones, TransLoc
- Rhal Kumaz, TransLoc
- Juliet Barbin, DSDHH
- Nicole Alleman, DSDHH
- Norma Marti, DSDHH
- Katy Salamati, SAS
- Jeff Barghout, Robocist
- Bill Barlow, Atkins
- Susan Davis
- Lori Bennear, Duke University
- Brian Tipton
- Roger McGee, CWS
- Lenae Boykin, TransLoc
- Angela Wynes, City of High Point
- Romona McGee, SELC
- Missy Cummings, Duke University



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- John Tallmadge, GoTriangle
- Ryan Moyers, NCDOT
- Karen Ringe, WakeUP Wake County
- Cy Stober, City of Mebane
- Montrena Hadley, City of Mebane
- Andrea Eilers, TJCOG
- Kai Monast, ITRE
- Valeria Sutton, PAS-TRAN
- Sandra Stepney, NCDOT-Rail
- Jim Ritchey, WRA
- Mary Clayton, GS&P
- Sean Flaherty, GS&P

#### Panel Discussion: Current and Near-Future Trends

Rahul Kumar from Transloc talked about the need to help transit riders in the changing marketplace, and retaining riders in the same circumstance(s); he described his efforts as demand-focused, but said there is a need to recognize the changes for transit in the future

Andrea Eilers from the Triangle Clean Cities discussed regional TDM efforts, the application of alternative fuels and DOE funding; she described her work in/with the Coalition and with electric buses and natural gas buses

Deborah Watts from Broadband Catalysts discussed how to effectively connect the broadband access, smart cars, autonomous vehicles and drones; she also discussed the issues associated with effective monitoring, deployment and how to improve access

Katy Salamati from SAS talked about several aspects of data generation; batch processing, faster conversion and the actionable insights that will actually produce better decisions for the industry as a whole

Andrea commented on the fact that telecommuting is now really shaping the way business decisions are being made; there are opportunities to deploy 'tool kits' for employers that use this kind of effort as an example of how alternative transportation is actually working; key decisions and key resources are now being applied; we need more ways to illustrate the successful examples; rural communities also have the need for these efforts and these examples of teleworking, and how to use the application

Rahul explained that more and more people do not want to 'go into an office'; they are re-examining their mobility and their options; as providers, we should be examining how to effectively impact and change the 'rush hours'

Katy said they are working to manage the varieties of data and the 'ownership' of data; there are many challenges for the 'data of the future'. One of the biggest concerns is security and being able to effectively communicate to all who need communication



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Rahul said that measuring ridership effectively continues to be a challenge. With 10 billion trips a year, we still do not know much about 'the user'. We need to improve our relationship between the user and the service(s). How do we get the user to better understand service improvement need(s) that equate to change (in service)?

John Tallmadge asked the Panel to comment on the skills needed for the future, what would technology bring?

Andrea felt that mechanics are going to have to be trained 'differently', across all types of vehicles (gasoline, electric, natural gas)

Katy said there will have to be a better understanding of data from all users, across all lines – what are their needs, how do we 'know', how do we manipulate what we need more effectively?

Rahul asked about the basic principles of transit changing, and if we have changed as an industry over time to meet the needs of the user? Are transit agencies in North Carolina working with technical colleges (as an example) to develop course work or develop projects that show the 'right thinking' for the future?

How effectively are we pioneering what's needed to advance technology into the future?

Rahul described locations such as LA Metro where their entire focus is innovation and how to allow this kind of continuing effort. The 'new mobility' and how to encourage this should be important to a broader base.

Deb explained that she felt there needs to be a stronger connection between science and technology, and that there is a lack of focus between the legislature and technology. In North Carolina, there is a rural 'divide'. Is there a way to turn the economics of the problem into jobs?

Rahul felt that the overall improvements in technology (in the long-run) can produce a tool that will be useful in a variety of fields.

Deb suggested the need to do more about connectivity in rural areas, there is a need for a better business model for the future. Broadband can help, including elimination of the 'patchwork quilt' across a big, complicated state.

Katy said we are already behind, so now it's a question of how we catch up; we have to be more data-oriented and use data in basic decision-making.

#### Panel Discussion: Future Trends

Jeff Barghout from Robocist talked about the role of autonomous vehicles, specifically located in places like Ft. Bragg; he talked about the impact of autonomous vehicles on society overall and on simple road usage, VMT and how soon we can expect the results of changes in vehicles overall.

Lori Bennear from Duke University spoke about real potential for technological transformations and how government has a reputation for 'getting in the way'; she described the differences in consumer and industry expectations and what may have to happen in certain areas such as regulation and protections; she feels these are dynamic times for certain areas and there are opportunities for innovation and safety changes.



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Lenae Boykin from Transloc feels very strongly about the timing of ‘seamless’ mobility and her work in this area; the biggest challenge may be establishment of the vision and the implementation plan for how to move ahead.

Mary Cummings from Duke University described driverless car research and the impact of pedestrian interaction with driverless cars; she felt strongly about the need for more testing of autonomous vehicles and the need for a plan for integration of these vehicles (how, where, when); she feels strongly about the need for critical thinking about several aspects of the efforts, including how might jobs be linked to the vehicles.

Jeff explained that there is a certain degree of accessibility warranted by every kind of vehicle in question today; how is this being assessed/evaluated? Every vehicle has some degree of ‘being autonomous’, but advancing this is the key.

The ‘Road Map’ efforts being led by NCDOT are very exciting, but need to improve what is understood and who is leading.

Mary said that we need better definition of what is included in the autonomous efforts. The Research Triangle Park is a ‘perfect example’, and perfect location to do more, to tie to a deeper level of research and understanding (including the legislature).

Jeff said that in some cases, the appropriate levels of logic and thinking are not in place today. To some extent the market forces are moving forward without the appropriate thinking, so how do we connect the two?

Lenae pointed out that innovation (relative to vehicles) is moving at the speed of light, and there can be some very ‘wicked problems’. Are things evolving appropriately? Is transit doing the kinds of things it should to ‘keep up’? Can we create collaboration through the kinds of experimentation that need to be done?

John Tallmadge pointed out there are many different kinds of challenges with the need for the driver to actually make eye contact in the vehicle. We have to recognize what this means and what changes will be required.

Mary pointed out that there are already some shifts with the younger generation feeling no need to own a car. With the Uber-model, there is a shift in where ‘cars belong’. On-demand mobility is growing so how does the industry respond to this change?

The Road Map of the future needs to change, look differently, ‘feel differently’ and work differently.

Lenae described a solution-driven effort that means the rider wants improved service(s).

Some of the greatest challenges for the future may include the fact that North Carolina is still one of those locations where the perception is ‘you have to have a vehicle’; transit needs to ‘step up’ in order to help with this challenge; need to work on improved consistency of services across the state (rural and urban challenges); connectivity is an issue as is the variety of services in so many differing environments

John Tallmadge described the need for ‘staking out’ the future role for public transportation, investing in people and how to grow the needed effort.

The standardization of data will be an important aspect of what needs to happen in the future. We will need to educate the users and the providers of services.



## Breakout Groups

### TRANSIT INFORMATION AND PAYMENT TECHNOLOGY:

- Baseline transit service should be free
- Expanded regional call centers
- Prepaid NEMT trips arranged at approved medical appointments
- Accept Credit Cards and Mobile Payments
- Subscriptions at different levels: Premium and Basic
- Single, Seamless Fare
- Require that mobility needs of public transportation customers are considered in all plans, programs, regulations for automated vehicles
- Require that all transportation systems have plans to ensure that citizens can use services regardless of income, ability, geographic locations
- Flexible / options to meet community needs
- Have NCDOT purchase / own a fare payment and customer information platform that transit agencies can use
- Establish expertise in Public Transit Division to support agencies
- Training

### ALTERNATIVE FUELS, AUTOMATION AND CONNECTED VEHICLES:

- Tested out service delivery options in Europe. AV's with hairstylists, health services, etc.
- Incentivize and financially assist alternative fuels that have lower emissions impacts – specifically electric where possible
- Continue to coordinate with private partners (Uber, Lyft, etc.) to address the last mile problems
- Keep environmental costs and benefits as a consideration in technology decisions
- NC has access to so much technology development – Cisco, IBM, SAS... Why can't we do some of this now?
- NCDOT should help transit agencies connect to alternate fuels
- Create a sandbox for piloting Tech through grants with shared knowledge base.
- Summarize existing plans and resources for alternate fuels, etc. ... Already a lot done!
- Be prepared to learn and adapt: collect data with intention, have plans to renew it and adapt, consider transport board.
- Strategic Plans are notorious for "unfunded" mandates. Need to connect to funders.
- Lower cost by utilizing assets collectively "in one bucket"
- Capacity driven versus demand driven transit
- Does transit still have to operate on fixed lines? How can we invest to increase ridership through decreased wait times, etc.
- Monitor shift in funding focus at federal level
- Data collection and analysis.
- Partner with industry and academia to collect and do analysis
- Appoint "Czar" of ACV Tech. Fund it.



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- Look at “Living lab” models like Google and American Underground
- Investments should be made outside large metro areas
- State funding for ACV test centers

TECHNOLOGY FOR RURAL SYSTEMS AND SMALL FLEETS:

- Good metrics for progress milestones
- Prohibitive activities not encouraging actions
- Connecting NC really is the focus then how do we accomplish?
- Inventory: How to address the needs and effectively
- Access – what does it look like in the future, what will technology bring?
- Key is connectivity
- Competitive funding problems for rural versus urban service(s)
- Clearly define rural for planning purposes
- System approach:
  - What does this mean?
  - How to successfully view / apply.
- Bring others to the table to discuss investment – the needs.
- Social media
- What forms of technology need to go where / who makes the best decisions
- Better understanding of technology in the rural areas (how).
- Determine the needs – connections needed effectively

### October 2017 Meeting

The Technology Committee meeting was held October 5, 2017, 9:00 – 11:00 a.m., at the Research Triangle Foundation. There were approximately 20 participants and the meeting was led by Sean Flaherty of Gresham Smith Partners.

Mr. Flaherty presented policy implementation guidelines for technology and transit, summarized ideas from the May meeting, and then initiated discussion and an engagement exercise (summarized below).

#### Participant Comments:

- Grass Roots Efforts: Involve non-profits, community organizations, etc.



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- Additional Need: Good land use and development to preserve more natural areas or undisturbed areas – which are a part of why we love North Carolina
- Additional Need: Transit including addressing / mitigating air quality and pollution and use of “dirty” sources of energy
- When you make the changes to accommodate traffic in 20 more years will it be effective for the traffic needs “at that time?” Not making changes for what you see now, but what may be needed later.
- Technology not customer service.
- Mobile ticketing – Rural / Urban
- Will this transportation be convenient and have access to needed areas for growth and times available? Not always playing catch-up. Will routes be the whole length or just service a Park and Ride.
- Integrate safety considerations and impacts into discussions of need (i.e. is transit safer than alternatives.)
- Change traffic to mobility.
- Deploy regional and statewide technologies instead of by transit system.
- Need to develop regional transit funding mechanism not just county-based.
- One-stop shop to find connections to get across state. Needs to connect rail, bus, etc.
  - Employ regional bus passes between systems.
- How will the disabled persons get to and from drop off points? What connecting transportation will get them to their destinations?
- There should be parking at the mass transportation facilities so that cars are not towed or have to pay outrageous parking fees.
- Challenges in planning for unknown technologies.
- The local transportation to connect with mass transit / people movers is very limited. Need more connections for today's users.
- Will the transport vehicles have enough space for everyone?

**Engagement Exercise:**

Participants were asked to provide their ideas of what technologies and policies might support connectivity, customer service, safety and economic growth through public transportation in North Carolina.

Reliability & Connectivity

- Real Time Service Info
- More fixed or dedicated guideway systems – light rail, true BRT, commuter rail, etc. (Less interactions with car traffic = more reliable.)
- Develop a statewide trip planner that allows for movement from anywhere to anywhere.
- Follow complete street policies to connect different modes of transportation (Bike, Ped) and increase access to transit



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- Bus signal priority – Que Jumps, light signaling priority
- Ability to provide connections across state or region with other systems and grass roots.

#### Customer Service

- Technologies needed to...
  - Connect workforce development to potential bus routes.
  - Allow for routes to be coordinated between all systems.
  - Create regional transit passes with ability to use multi-model means of travel
- The information to transit info be readily available to public by all types of communications without a rush to move on to the next person.
- WiFi power outlet on all vehicles – including area for charging electric vehicles
- App showing bus in route (real time like Uber)
- Mobile Ticketing
  - Ability to pay for fare prior use with phone
  - All new buses that are procured should have this capability
- Smart Cards
  - Physical, pre-loaded card, like a credit card
  - Integrated across multiple platforms (i.e. bikeshare, transit)



#### Safety

- Technology that facilitates Bike and Ped modes of transportation as well as integrating systems – should be universal and seamless
- Transit buses have stop arms like school buses to facilitate difficult street crossings.
- Transit as part of preparedness for emergencies and evacuation.
  - Technology that facilitates this.

#### Economic Growth

- Establish local and regional transfer center to become focal point for mobility and development especially in suburbs and rural areas.
- More promotion of current transportation abilities using technology in economic development forums.
- Follow complete streets principals to maximize economic development.
- Better land use policies – Not technical interconnection, but critical to density and transit.



## Central

### May 2017 Meeting

The Central Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 8, 2017 from 12:30 p.m. to 3:30 p.m. at the Rowen-Cabarrus Community College. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the Charlotte and Piedmont analysis districts, and Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

#### Attendees

- Jeff Cockerham, YVEDDI Public Transportation
- Danny Carpenter, RCCC
- Marc Morgan, NCDOT
- Warren Cooksey, NCDOT
- Bradley Johnson, ICATS
- Alec Berryhill, CATS
- Mike Waddell, Propst
- Bob Bushey, Cabarrus County
- Lee Ainsworth, NCDOT
- Jennifer Sue-Kam-Ling, CATS
- Bob Cook, CRTPO
- Masie Jones, Mecklenburg County DSS/MTS
- Karen Byington, NC Vocational Rehab
- Pat Bland, NC Vocational Rehab
- Jason Wager, Centralina Council of Governments
- Tammyra Borden, NC Vocational Rehab
- Bob Vagorden, private sector
- Wendy Taylor, NCDOT
- Phil Conrad, CRMPO
- Sandy Coughlin, VOLP
- Franklin Barnes, CCTS
- Jessica Trotman, City of Kings Mountain



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- Scott Neisler, City of Kings Mountain
- Debbie Collins, NCDOT PTD
- Vicki Saville, CPCC
- Roger Diedrich, Sierra Club
- Bonetta Rogers, NCDOT PTD
- Donna Elliott, Gaston Family Health
- Jonathan Chamberlain, RCCC
- David McDonald, CATS
- Margaret Ivory, Gaston Family Health
- Kim Moore, MTS
- Donna Lovill, VR
- Candice Moffit, SCUSA Transportation
- Jaemie Sechrist, VR
- L.J. Weslowski, Concord Cabarrus Area Transit
- Stuart Basham, NCDOT Division 10
- Julio Paredes, GCLMPO
- Susie Morris, Cabarrus County

### Strengths

- cleanliness
- cost efficient
- no driver's license, insurance or car needed
- safe
- disabled riders get discount
- covers most major markets, hospitals and malls
- networking
- A/C - climate controlled
- people watching
- NC rail corridor
- Accessible
- Available in major cities
- I-85 corridor
- public service benefit
- elderly assisted transportation



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- Blue line accessible
- Different modes-bus, Lynx, auto, bike
- choice
- cost effective
- state investment and support
- broadly implemented
- dependable service
- coordinated in county services
- affordable
- growing interest and support for bike and pedestrians
- local solutions for local situations
- state funded with a central vision
- knowledge of employees
- strong planning relationships among staff
- existing commuter rail and light rail and connections
- expanding rail service to connect commuters to regional economies South of Charlotte

#### Weaknesses

- timeliness
- stigma
- stops are not always “user friendly”
- reading transit maps can be difficult
- transfer instructions confusing
- not enough signage
- zone to zone within same county travel not always available or direct
- funding streams or sources not always clear (i.e. Mecklenburg in charge of Iredell)
- not always efficient fleet- would a smaller bus or van be better suited for some routes
- transit standards are not same from place to place ( i.e. not like airlines)
- limited options in WNC esp. for poor and elderly populations
- difficulty connecting rural residents regional economic centers
- limited capacity and \$\$ for transit implementation in areas with low populations
- many years behind demand
- under funded projects
- last mile of transit often not realistic for riders
- hours of service



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- bus on shoulder not accepted
- county boundaries
- lack of political support
- lack of regional coordination
- under investment= chicken/egg issue
- lack of vision
- Mecklenburg has limited service area
- busses viewed negatively by public
- not enough funding for service in all parts of service area
- inconvenient first mile /last mile
- payment process
- unclear impacts and opportunities that could be provided with emerging technology
- so much growth competing for services and needs
- multiple agencies across multiple jurisdictions all planning transit operations
- not widely available outside large urban areas
- public trips not available or affordable for under 60 riders
- not accessible
- not well advertised
- lack of connectivity
- no commuter rail into Charlotte
- more and better local rail
- legislative cap on projects
- under funded
- limited input on routes by actual or potential riders
- coordination of major projects
- no cooperation from RR (i.e. Norfolk Southern)
- lack of community education
- nearest bus stop too far
- low income perception
- special event and after-hours transit options
- STI needs to allow transit to compete in statewide and regional tiers for certain projects

#### Opportunities

- expansion of business centers
- closer look at rail to Charlotte to North Mooresville (I-77 N)



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- sidewalks-pedestrian network expansion
- increase in political support/partnership with continued buy in
- revisit STI criteria especially for multimodal
- increasing demand for work trips
- younger generation does not want to drive
- educate riders/ users
- growth will demand rail
- policies to make transit work better
- expansion of commuter and passenger rail
- alignment into regional system
- connect greenways so people can safely bike or walk to work or for leisure
- become one system
- recognize the growth
- driverless cars
- public and private partnerships
- first and last mile connectivity
- influx of transit supportive population
- policies to discourage driving
- mode share goals
- gas tax
- parking at market rates
- zoning changes to require the inclusion of transit in new developments
- consolidate smaller systems to regional hub
- economic growth
- technology for fare box improvements and 1st mile/last mile with ride sharing
- prepay phone apps
- land use decisions with transit in mind
- collaboration with VA for better transportation for veterans
- revisit transit tax- state funding such as transit tax mandated to go to transit system
- view transit planning as integral part of civic planning
- proactive instead of reactive
- build on success of Lynx line by improving transit's image
- value capture through special tax districts and tax increment grants
- use pending growth as impetus for change to determine future vs. have growth "happen" to us
- use research to improve transit
- promote transit as a positive brand about choice and economic development



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- integration of land use and highway planning

#### Threats/Challenges

- political turnover cycles
- “not in my backyard” mentality
- land access for right of ways
- low density development patterns- makes providing cost effective transit very difficult
- state funding puts emphasis on roads
- public image can have negative view of transit
- transit stigma
- increasing cost of service
- diminishing federal support
- provincialism
- American love affair with cars and “open road”
- rapid rate of growth funding
- no long term funding
- need for hard dates and costs for projects that take years to implement and data changes
- political conflicts( state vs. local)
- public appetite for costs vs.services provided
- short thinking
- aging population brings new challenges
- prioritizing needs of people who have no choice but to use public transit
- the un-initiated lack of knowledge of those who have never tried transit
- traffic
- un-walkable destinations
- way finding
- free parking
- educating public
- alternative modes of transportation
- cheap gas
- Uber
- ability to solve transit needs in custom ways by sub region while remaining collaborative & coordinated
- employer buy in to promote transit ridership
- Accessibility at stops



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- lack of understanding spectrum of disability and what it means

### Participants' Comments

No additional comments were recorded for this meeting.

### Poll Everywhere

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:

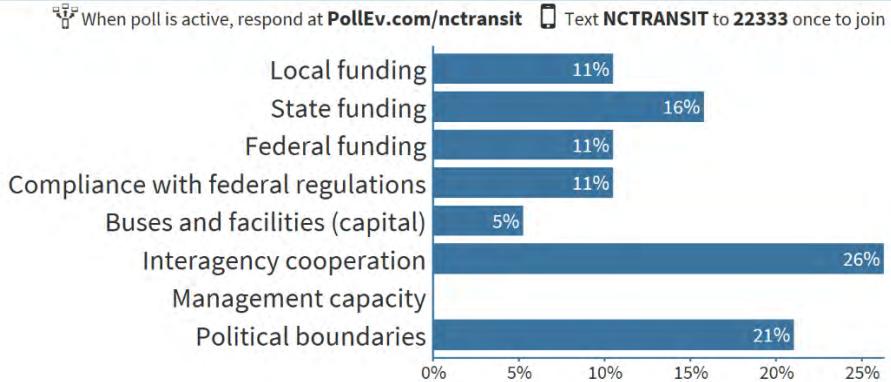


19 responses to Q1:



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## What is the greatest challenge facing Public Transportation in North Carolina



19 responses to Q2:

## What word or phrase should be included in the Public Transportation Vision Statement

Poll locked. Responses not accepted.

A word cloud where the size of each word indicates its frequency or importance in the responses. The most prominent words are **accessible**, **quality**, **life**, **priority**, **critical**, **community**, **individuals**, **connecting**, **good funding**, **efficient**, **environment**, **driver**, **transportation**, **freedom**, **public**, **provides**, **greater**, **essential**, **covert**, **everyone**, **thoughtfully**, **integrating**, **successful**, **statement**, **accessibility**, **phrase**, **vision**, **resource**, **economic**, **designed**, **partner**, **ship**, **#notsocialism**.

28 responses to Q3:



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## Piedmont

### May 2017 Meeting

The Piedmont Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 9, 2017 from 12:30 p.m. to 3:30 p.m. at the Guilford Technical Community College- Jamestown Campus. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the Piedmont analysis district, and Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

### Attendees

- Brooke Kochanski, Piedmont Area Regional Transit (PART)
- Sarah McGuire, PART
- Alexa Powell, PART
- Beth Coleman, VR
- Sabrina Glenn, PART
- Scott Rhine, PART
- Nick Byerly, Jericho Palm, Inc.
- Dorothy Timmons, Partnership Community Care
- Cara Townsend, AARP
- Nick Scarci, NC Realtors
- James Vochaud, NCDOT PTD
- Toni King, NC Department of Health and Human Services (DHHS)—Vocational Rehabilitation
- John Sherwood, DHHS
- Ruben Lan, DSDHH
- Christina Moore, DSDHH
- Cy Stober, City of Mebane

### Strengths

- moves people around efficiently
- low cost to user /rider
- community benefit to economy, healthcare and other services
- air quality benefits



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- access to outside world
- opportunity to employment
- networking
- friendships among regular riders
- reduces stress
- existing demand at all scales
- increasing evidence of economic return
- environmental benefits
- friendly, caring staff
- transit exists in all 100 NC counties
- state NCDOT have funding programs in place that support public transit
- connections to medical care
- clean and safe
- affordable
- opportunity for growth
- customer service oriented
- good service coverage
- low fares
- saves gas
- avoids vehicle breakdowns
- well developed intra- city services to urban areas
- provide transportation to those who otherwise would have none
- provides connections to other places

#### Weaknesses

- bus train program needs expansion
- expand service area
- limited access to rural areas
- not accessible to all disabilities
- staff needs training to work with disabled riders
- need 24/7 service
- perception as not as convenient as car
- jurisdiction boundaries
- under funded
- elected officials need to make transit a priority



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- lack of coverage/ frequency
- bus stop amenities
- local government support drawn on boundaries
- lack of quality stops
- need to improve education to servers
- inter city transportation is not cost effective
- better PR
- state policy for funding STI does not promote transit
- staff turnover(overworked/under paid)
- perception of riders by some elected officials
- first mile/last mile
- riders forced to give up flexibility
- dangerous sidewalks or none at all
- low frequency
- shared ROW with slow traffic at peak times
- compliance requirements
- not enough focus on economic benefits to gain support
- public buy-in could be better
- differences across systems
- need county and city to work together
- no equalized fare structure and transfer costs
- not prepared for aging population
- the current system forces agencies to compete
- regional systems management
- lack of coordination at NCDOT departments
- bus travel between Greensboro and High Point difficult
- outlying development is not built for transit

### Opportunities

- growth is coming
- growth can make transportation service that is accessible, convenient and reduces traffic
- more funding /dedicated local funding sources
- collect local data to make case to elected officials from the business community
- support technology pilot programs and amenity projects
- last mile integration



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- closer relationship to land use /development
- use data to develop routing & efficient transit system
- better service in rural counties
- greater buy-in by local gov't
- high growth in urban areas(greater density)
- be more visible on BB, tv, signs
- more training to improve accessibility
- partnership with housing authority to connect low income communication
- rail services
- boards to help people get where they want to go
- booming population = increased demand
- survey the triad on rail transportation
- look at HOV and/or bus lanes
- educate officials to advantages of public transportation
- improve lives of less fortunate/ seniors and accessibility challenged
- technology- apps and software
- invest in transit
- regional branding
- serve millennials and seniors
- centralized marketing, procurement and planning
- mixed use development and efficient use of transit- mutual benefit
- regional fare and fare collection
- update fleet
- build staff
- look at unserved and underserved population
- baskets on bus for people taking food home from pantries
- legislative incentives
- centralized coordinated regulatory compliance
- transportation hubs = economic development hubs

#### Threats/Challenges

- cheap gas
- tax reform-lack of funding
- political winds
- not enough training on how to use routes



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- limited access to information- could use more community meetings
- driverless vehicles
- public transit means too many things
- need transit coordination
- community perception of transit( i.e. only for poor or disabled)
- local and state funding
- Greensboro and High Point are suburban with low density cores and housing and business are spread out
- unfriendly land uses/urban sprawl
- multimodel coordination
- elected officials not understanding the value of transit
- development ordinances that encourage parking
- communicating with decision makers(politicians)
- retail economy decline
- telecommuting and online shopping
- NC manufacturing background
- NC is the good roads state
- aging fleet
- continued ambivalence toward transit by airports
- higher local taxes/bonds
- continued stigma regarding transit use
- sell bike trails and greenways
- competition for same funding
- long time for gov't to implement anything and their inability to change
- Uber and Lyft
- maintenance costs

#### Participants' Comments

No comments were recorded from this meeting.

#### Poll Everywhere

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



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What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

Poll locked. Responses not accepted.

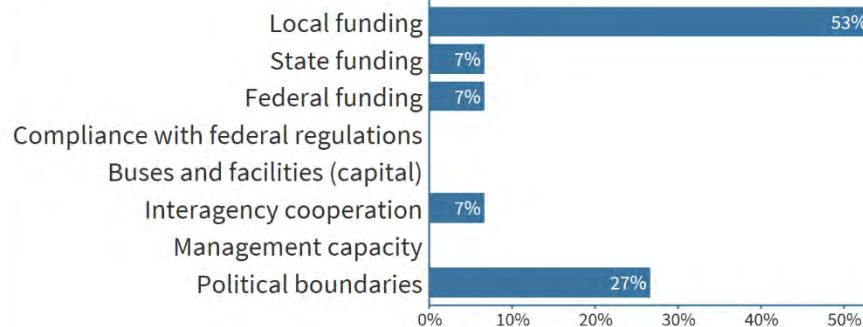
A word cloud visualization where the size and position of words represent their frequency and context. The most prominent words are 'seamless', 'frequent', and 'regional'. Other visible words include 'commuter', 'rail', 'growing', 'connectivity', 'user-friendly', 'light-rail', 'connected', 'easy', 'inclusive', 'technology', 'simplify', 'commuter-rail', 'clean', 'amenities', 'expanding', and 'free'.

single-fare-system

24 responses to Q1:

What is the greatest challenge facing Public Transportation in North Carolina

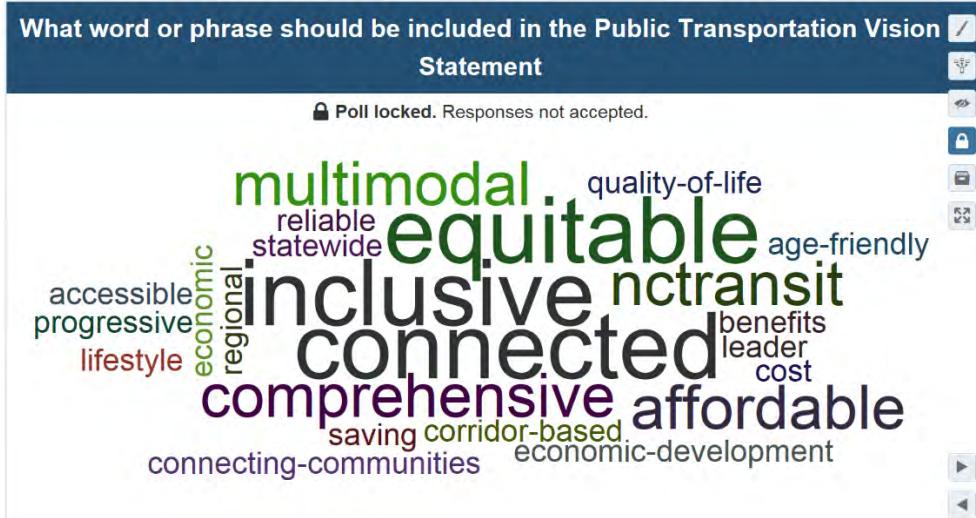
Poll locked. Responses not accepted.



15 responses to Q2:



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33 responses to Q3:



## Land Use Community

### May 2017 Meeting

The first Land Use Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 9, 2017 from 8:30 a.m. to 11:30 a.m. at the Guilford Technical Community College - Jamestown Campus, Medlin Campus Center, First Floor Lounge. Debbie Collins, Director of NCDOT's Public Transportation Division and James Ritchey from Whitman, Requardt & Associates opened the meeting with an overview of the Study. A presentation was led by Alan Steinbeck of Renaissance Planning describing salient transit topics in North Carolina such as transit-oriented development through the lens of regional and systems planning; supporting transit through placemaking, complete streets, and urban design; and North Carolina land use policy and development regulations. A panel of guest speakers moderated by Jeff Reigner (Whitman, Requardt & Associates) included Mark Kirstner (Piedmont Area Regional Transit), Alan Steinbeck, and Patrick McDonough (GoTriangle). After a short break, participants reconvened in three small breakout groups to provide feedback on the three main North Carolina public transportation topics introduced in the PowerPoint presentation. Attendees rotated through all three groups proving feedback in two key areas: current context (or what's working now) and what needs to change. Three Poll Everywhere surveys were completed by the participants.

### Attendees

- John Hodges-Copple, Triangle J Council of Governments (TJCOG)
- Mark E. Kirstner, Piedmont Area Regional Transit (PART)
- Kyle Laird, PART
- Trevor Nuttall, City of Asheboro
- Morgan L. Simmons, City of Winston-Salem, Department of Transportation
- Frederick Haith, City of Winston-Salem, Department of Transportation
- Margaret Bessett, Winston-Salem/Forsyth County Planning
- Nathan Page, City of Graham
- Angela Wynes, City of High Point
- Richard Jones, Davidson County
- Suraiya Motsinger, Wilmington MPO
- Patrick McDonough, GoTriangle
- Ramona McGee, Southern Environmental Law Center
- Russ Clegg, City of Greensboro
- Marvin Sharpe, Wilson County
- Heidi Galanti, City of High Point
- Ashley Benton, North Carolina Department of Health and Human Services
- Cy Stober, City of Mebane
- Montrena W. Hadley, City of Mebane



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- Karen Ringe, WakeUp Wake County
- Bryan Kinchar, North Carolina Department of Transportation, Division 8
- Matt Day, Triangle Area Rural Planning Organization (TARPO)

### Small Group Breakout Sessions

Participants provided feedback on three topics salient to public transportation planning in North Carolina: 1) transit-oriented development through the lens of regional and systems planning; 2) supporting transit through placemaking, complete streets, and urban design; and 3) North Carolina land use policy and development regulations. Each group's first task was to quickly brainstorm the current context (specifically- what's working) for their topic. Responses included:

#### TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING

- Gentrifying ridership
- Park and ride
- Coordination between local governments and MPO/RPO
- More conversation about transit – exposure for planning projects
- Davidson County and PART partnership
- SPOT [strategic prioritization] and engineers transit awareness
- Local governments doing a better job of planning
- Good role models in North Carolina
- Some good county-city coordination (i.e. Orange County)
- Bottom up – top down planning
- Statewide planning and prioritization
- Transit is at the table
- Transit/land use/design is being connected to other topics (housing, water, health, schools, infrastructure)
- Land use has more flexibility
- Developers talking TOD (re: industry)
- Having regional transit agencies
- Transit-emergency services/management cooperation
- Housing location – Wilson elderly
- TOD is being marketed
- Triad has a regional plan – discussions of transportation/transit
- Events like this [land use community meeting]
- Better public awareness



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- There is conversation about how we are going to grow
- Holy cow – growing!
- There is tangible evidence of the value of these plans – ridership and development

**TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN**

- NCDOT Complete Streets policy
- Land use and transit planners are talking
- Coordination on site plan reviews
- STI [Strategic Transportation Investments] provide local inputs on priorities
- Technical assistance on a national level
- Commitment at different levels
- State “moratorium” on annexation
- Retrofitting/adding sidewalks
- Developers recognizing the value of walkable and transit-friendly communities
- Circulator buses, especially in smaller towns
- Local funding match for Complete Streets
- Broad support across political and urban/rural spectrum
- Synergy with economic development
- Connection between Complete Streets and placemaking, though there are funding challenges
- More support for accessibility (greenways, curb ramps, crosswalks)
- Market demands Complete Streets
- Development process is more conscious of Complete Streets
- Difficult to find local match
- Opportunities to share costs between NCDOT and local government/DOTs

**TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS**

- Greater acceptance of locating compatible but different land uses
- More policies promoting transit supportive design
- More pedestrian development by private developers (i.e. sidewalk network)
- Transit referenda with positive results (in urban communities)
- Technical cooperation between local and regional partners (in the Triangle)
- More greenways and bike trails



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- Consideration of stormwater management has changed land use (i.e. parking maximums instead of minimums)
- New planned communities near transit
- “If you build it, they will come” (example – South Corridor in Charlotte)
- Updated zoning reinforced by downtown revitalizations and new uses
- We are getting better at identifying centers and supporting them through planning
- Business recruitment
- Partnerships (i.e. Raleigh’s Union Station)
- “Letting go” of things that don’t work (i.e. Durham getting rid of free on street parking)
- Trend towards mixed use development
- Trend towards parking maximums
- Standardization of land use policies
- Greater integration of land use planning and transportation decisions
- Form based code
- Some increases in public-private cost-sharing

The second task for each group was write down on three index cards, three responses to the question “What needs to change?” Participants then shared their answers with the group. Responses typically fell into one of three categories: problems, solutions, or opportunities. Feedback included:

*Table 3-7: Feedback from participants that fell into the problem category*

TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
Outlying towns/small cities are not recognizing the value of a TOD node(s) in their town connecting to other towns and cities	Few bus shelters (ex. Lexington, NC has only 1)	Funding, density, communities, business connections, planned developments
Funding is determined through the County Commissioner instead of town council	Few greenways	Competing interest – development vs. sprawl; cheap land vs. access to public services; no rural land use plans; dying neighborhoods
Funding	Sidewalks are few and sporadic	Business park developments are in areas without transit and not in populated areas; don’t think transit was a consideration



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
Each municipality/county has its own land use vision/plan; lack of comprehensive/regional vision	"Complete" funding	Zoning laws working against developers of apartment communities
All transit is undervalued/poorly marketed but especially regional	Demographically, the "American Graffiti" generation is making the decisions for the future against market forces	Public-private partnerships aren't helping second tier locations because IRR isn't high enough; municipalities not willing to shoulder their responsibilities
Funding constraints (STI) don't align with local priorities	NCDOT – pedestrian sidewalks required to be designed to code specifications, costs more to install	Lack of understanding of the negative effects of induced demand; no pricing effect for externalities not maintenance of aging infrastructure
	Continuing to overcome "bike-lash"	Unknown effects of self-driving cars; will change as much as horse to car did but...we don't know how so, fear of "getting it wrong"
	Implementation of Complete Streets policy and updates at the state level	Public process heavily favors wealthy retired homeowners in most jurisdictions (i.e. weaponizing stormwater regulation to prevent development)
	Political dreaming of creating places from grey and greenfields	Lack of technical assistance to get model ordinances to smaller municipalities
	Challenges of retrofitting streets to Complete Streets (financial, etc.)	Lack of piloting; can NCDOT help municipalities develop "tactical public works" like "tactical urbanism" but with city/town support?
	Fire departments, school buses, freight vehicles and the demand for 12' lanes	Land use regulations and plans vary from community to community, which can make it more difficult to coordinate or work regionally
	Funding towards higher capacity/regional solutions is being threatened	Transit access/improvements usually an afterthought (if considered at all) in development review process



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
	Lack of regional cooperation in more rural areas	Changes to planned communities too easy (PUD)
		Planning horizons are too long
		Lack of geographic focus in infrastructure spending for dense development
		Need to build complete developments; public realm as well as private realm
		Legislators need to stop trying to regulate land use policy and regulations at the local level
		BRT (and lanes) need to be an option for suburbs-to-city center travel
		Repairing and even building new roadways which split up cities and towns and severely restrict the ability of pedestrians and even vehicular traffic from crossing because an intersection would slow down traffic flow on the “bisector”
		Road closures in urban environments (i.e. the creation of superblocks); this often creates dead zones where there is no activity on the sidewalk; any time you close a street, you encourage driving since it is a longer route someone has to walk
		Mechanisms needed to encourage/ require private development participation in crosswalk/ signalized intersection crosswalk construction
		Local public transit providers need a strategy and commitment to participate in development review process
		Containing development with (possible) increase of autonomous vehicles



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
		Transit planning that starts with travel markets and corridors and only looks at technology (e.g. bus or rail) as the last step
		North Carolina has transportation funds that are probably adequate to serve needs, but their dedication limits their value, especially for transit
		Limitations on affordable housing and aesthetic/environmental regulations at the site level by the North Carolina General Assembly
		Overlay districts vs. less zoning/ mixed use zones are confusing and challenging

Table 3-8: Feedback from participants that fell into the solutions category

TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
More tools for projections related to transit ridership, population, etc.	Funding – cost share should change to benefit towns, cities, and counties	Stop developments from dictating the rural roadway network
Realistic planning based on public demand	Complete Streets needs teeth – concept needs policy	More focus on context-sensitive design
Planning should match funding expectations – actual, projected, and ideal	Identify corridors (or a method for identifying corridors) where Complete Street retrofits are appropriate; work this into the CTP process	Additional opportunities needed for local transportation funding mechanisms



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
Scenario planning based on funding	Get rid of local cost-share requirements on bike/ped improvements	Promote inclusionary zoning in private development to create more affordable housing along transit corridors
Encourage public input from lower income and minority communities; focus outreach efforts for input into plans	Retrofit strategies – “playbook” and examples; funding including incremental/interim strategies	Complete Streets policy should include transit access (state and local)
Plans need to incorporate multiple sources of input: private (housing), public (health care, schools, housing, all modes of transportation)	Interim steps along corridors, since they will not change all at once	Development/UDO regulations should allow more density along transit corridors
For rural areas, start planning now for roll-out of more public transit options	Figure out locally appropriate parking solutions	Reduce parking space requirements, not just in the urban core but even at retail establishments
Infill development need to figure in transit impact	Create playbook to educate local elected boards on Complete Streets strategies and need for funding match to realize Complete Streets	Technology sharing between land use and transportation providers
School design - lower speed limits and change formula promoting more acres for car pool lanes	Urban designers/ land use planners need better education on transit constraints	Development of bus shelters and better lighting
Involve Chambers of Commerce, AARP, environmental advocates, health advocates in regional planning	Complete Streets/ placemaking/ streets/ roads need to be first considered in their context, then by their tier or functional class or other classification	Statistical data gathering and collection
Need more coordination among Department of State, regional, and local level – DHHS, schools, transportation, planning, commerce/economic development, housing	Restricting suburban sprawl; focus on infill and redevelopment vs. low density greenfield development	Parking regulations for new/reused developments where transit is an option need to incorporate transit and pedestrian access that is convenient and truly accessible
Improve or create partnerships for the statewide plan – ex. MPOs	Fewer ordinances that promote automobile use over transit/ped; parking (amount and placement), traffic signal	Enhance public/private partnerships - if we are going to succeed it is going to take dollars from both sides



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
	priority, sidewalk requirements (when/where)	
Improve transit planning as part of CTP	Municipalities need to approve and implement Complete Streets transportation policies	Promote adherence to land development principles that minimize the need for local trips on the highway
State funding mode split needs to match plans of MPOs and RPOs; RPOs need resources to develop “RTPs” like MPOs have MTPs	UDOs need to allow more density along transit corridors	Sharing costs for transportation improvements
State QAP for housing tax credits needs to better emphasize transit access	BRT in urban centers should become a legit option	Connecting the lines – getting rid of cul de sacs; opening up connectivity
Need to do regional planning	STI funding formula needs to be changed to ensure higher percentage/dollars available for transit and bike/ped projects	Requiring first floor activity
Right-sizing priorities	Additional coordination to create more inclusive, streamlined processes (all levels)	More tools to implement the public transit plan; recommendation during development process, perhaps through incentives
SPOT for transit	Funding	Land use planners accept and act on their role in transportation planning and transportation planners accept and act on their role in land use planning
Right-size NCDOT funding/allocation	Consistent and equitable urban design (start from bottom)	Decision makers/ elected officials making land use decisions that support transit and not supporting/ denying approval of developments that can't be served efficiently by transit
Better planning for commuter rail	Community driven route design (select routes)	A portfolio of model policies from urban and rural areas (with visual results)



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TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
Inter-regionalism is sorely needed – between MPOs, economic development regions, even local neighborhoods	Complete Streets umbrella (funding umbrellas)	Integration of transit and bicycle/ pedestrian into highway projects
Regional plans need to be integrated into local plans	Greater flexibility for local government re: how it uses fed/state transportation funding allocation	Clear guidance on what local communities can do better, and a reward structure for doing good things (authority and money)
Use “access supportive” or “transit supportive” development patterns/policies rather than transit oriented design, which has an urban/somewhere else connotation	Better coordination of efforts in transportation divisions	
Develop interim/incremental strategies to move towards “transit possible” community design	Pedestrian crossing at intersections and major highways	
Urban designers/land use planners need better understanding of transit/transportation constraints to realize incremental steps towards big-picture transportation/land use goals	A need for culture change as it relates to transportation	
Regional organizations (MPOs, RPOs, etc.) need to take leadership in encouraging solution based dialogue among all partners.		
Better coordinated rail schedule with commuters		
Change scoring of TIP to better reflect needs		
Incentivize integration of land use and transportation planning		



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"Priority funding areas" like Maryland to save both state and local dollars		
Reward communities that do specific "regional things" with additional authority/resources; especially with TIP adoption order (MPO 1 <sup>st</sup> /state 2 <sup>nd</sup> )		

Table 4-9: Feedback from participants that fell into the opportunities category

TOPIC 1: TRANSIT-ORIENTED DEVELOPMENT THROUGH THE LENS OF REGIONAL AND SYSTEMS PLANNING	TOPIC 2: SUPPORTING TRANSIT THROUGH PLACEMAKING, COMPLETE STREETS, AND URBAN DESIGN	TOPIC 3: NORTH CAROLINA LAND USE POLICY AND DEVELOPMENT REGULATIONS
Multiple stakeholders at the table	NCDOT fully committed to Complete Streets with funding provided for sidewalks, bike lanes, etc. as they provide for other aspects of projects like vehicle lanes	Planned unit developments: incorporating bus stops, building multi-use paths, sidewalks, encouraging walkability/biking, zoning, design them better for transit
Mindset of decision makers needs to recognize the needs and desires of the younger generation and the needs of the aging population	Transit needs a strategy to capitalize on Complete Streets branding	Envision transit as integral piece of large development projects (e.g. Chatham Park) – hurdle is how to plan the details and actually implement (outside the typical process)
Community involvement in decision-making	Changing the ridership attitude in less traditionally transit areas	Megasite commitment and coordination
Governing bodies commitment to transportation (financial)	NCDOT – old policy – sidewalks/greenways; NCDOT \$2 billion cash balance to use up – why not involve Complete Streets?	More new planned communities



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Collaboration between state and local governing officials	More corridor based planning	Coordination of land use vision at the regional level
Connecting rural towns to others in region	Network infrastructure planning	Extend opportunities for orientation-mobility training for deaf and blind
Main Street revivals need to extend further	Plan review	Improving public process so that neighborhoods and developers can expect a good process and outcome
Promoting safe and healthy neighborhoods and children walking and biking to school should be addressed by assessing NCDOT policies and school design and speed limits	Road diets – bike routes, bike lanes	Continue to communicate that land use and design influence travel behavior
Site plans, special use permits, planned unit developments, unified development ordinances, comprehensive land development plans, comprehensive transportation plans	Greenways/ trails, sidewalks	Safe Routes to School to encourage children to ride transit, bike, walk; reduce speed limit near schools (20 MPH); reduce requirements for car pool lanes
Increase communication across the board for the statewide plan, ex. cities, counties, MPOs	Local connectors within small cities/towns	Infill development/brownfield redevelopment
Change perceptions by encouraging ridership	Multiuse paths or multi-modal	Corridor development – roadways parallel to the highway designed to allow access to the development without use of the highway
Accessibility for all	It would be great to see municipalities and NCDOT support “tactical public works” pilot projects to test new ideas faster, especially for low dollar projects (under \$1 million); look to tactical urbanism movement to see how public sector could do rapid piloting of bike, ped, and transit projects	Getting developers to do: infill, brownfields development, historic preservation, reuse of old buildings/warehouses



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Counties have the ability to identify needs through MPOs and RPOs – coordination	Statewide network (and linkage to Complete Streets investments)	
Stronger partnerships	Assure that transit is incorporated as a primary component in Complete Streets, not as an afterthought	
Participation in CTP	Placemaking as a way to re-invent our economy by encouraging local businesses	
Communication between MPOs and smaller agencies	Education about bike and ped laws and practices for drivers, bicyclists, pedestrians	
Capability-building opportunities for agencies that are “moving up” into more complex systems/help them appropriately plan for growth	Better publicizing of successful Complete Streets projects here in North Carolina	
SPOT process has created positive interaction between MPOs, division engineers, and transit agencies	Utility companies, railroads, etc. need to be incentivized to be more cooperative and fast acting	
Study and express transit benefits at an appropriate scale; example - measure transit use within $\frac{1}{4}$ mile of an all-day route instead of percentage of county residents using transit; measure transit's impact in the places in the community where it is provided to explain impact to policy makers	In transport terms, these are low cost, highly supported investments – they should be much easier to do and more quickly on state routes	
Break our siloes – plan bigger; role of statewide mega-regional planning	Need to restrict dollars for highways and focus more on transit, bicycle, and pedestrian improvements	



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With increased revenue potential, increased policy incentives for "good" development	Increase proportion of funding available for non-highway modes	
Greater coordination across government agencies	Change perception of who transit riders are/can be	
Moving beyond thinking of "TOD" to all of TOD's other benefits – maybe use a different term	Coordinate transit from counties with other counties and cities to reduce costs of paratransit services through "sharing the ride"	
Benefits of transit and TOD to rural communities (and their elected representatives)	Have transit at the table for all transportation plans and projects – not just an hour meeting to add a page or check a box; it is happening now, just beef it up	
Public transit providers need to prioritize their own voice in long-range planning and insisting on appropriate incremental solutions	Give us more tools to incentivize the type of development that supports public transit initiatives	
Make sure the paratransit services can work regionally as well	Education/ more awareness in rural areas of the benefits of public transit that are unique to non-urban areas	
	Benefits of retrofitting streets to Complete Streets (financial, social, etc.)	
Dealing with increasing rate of change when making long range plans and investments	NCDOT fully committed to Complete Streets with funding provided for sidewalks, bike lanes, etc. like what's provided for other aspects of projects like vehicle lanes	

Participants' Comments



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Participants were asked what their organizations are currently doing to promote transit-supportive land use:

- Connect land use and transit through long-range growth forecasts
- Identifying TAZs that are compact, walkable, and dense as “Travel Choice Neighborhoods”
- Developing a Community Viz “playbook” to inform traffic demand management modeling and integrate socioeconomic data
- Developing commuting catchment areas to understand where people are coming from, and where they are going
- Rewriting ordinances to encourage mix and ease of uses
- Working with neighborhood groups to develop corridor plans and small area plans – focus design on users of public transportation
- Improving access (ADA), improving communications
- Removing parking minimums
- Creating a transportation plan that is part of the MPO’s CTP
- Changing the relationship between MPOs and public transit providers – bringing partners into the planning process early and often
- Coordinate land use and transportation (such as bus shelters and funding)
- Attempting to merge city and county services to increase efficiency
- Advancing affordable housing along transportation corridors
- Focusing on local-level efforts
- Integrating growth corridors into growth management plans, to build density along important transportation corridors and developing more efficient transit
- Looking at the UDO to define “standard [transit] stop performance” and working directly with the people who write the text amendments to city ordinances
- Supporting policies that encourage smart, environmentally friendly land use and working with local advocacy groups
- Employing a planner shared between the planning department and the MPO
- Looking at proposed development with “transit eyes”
- Integrating transit needs and site plan reviews
- Considering urban to rural transition issues

#### [Poll Everywhere](#)

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



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What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

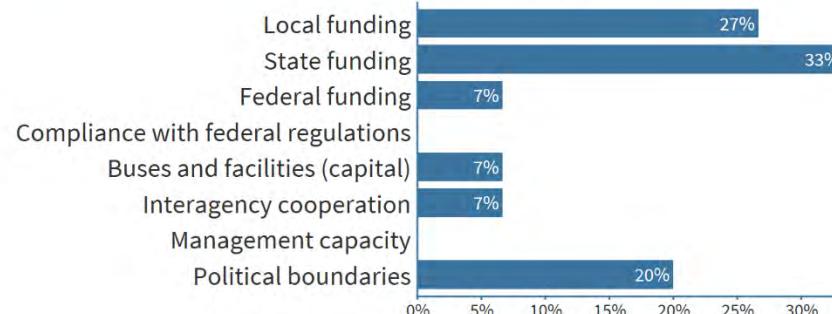
Poll locked. Responses not accepted.

A cloud of words representing vision for the future of public transportation. The most prominent words are **useful**, **frequent**, **affordable**, **convenient**, **efficient**, and **connected**. Other visible words include neighborhoods, dependable, prioritized, growing, effective, intuitive, easy, realistic, popular, walkable, accepted, service choices, connections, and accessible.

24 responses to Q1:

What is the greatest challenge facing Public Transportation in North Carolina

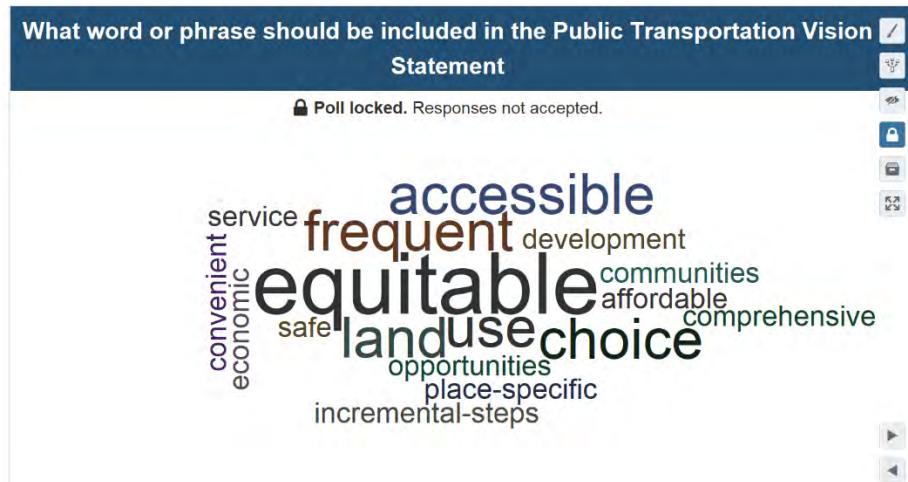
Poll locked. Responses not accepted.



15 responses to Q2:



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21 responses to Q3:

#### October 2017 Meeting

## MEETING SUMMARY

The second Land Use Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on October 18, 2017 from 9:30 a.m. to 11:30 a.m. at the Piedmont Authority for Regional Transportation (PART) Board Room, 107 Arrow Road, Greensboro, NC 27409. Debbie Collins, Director of NCDOT's Public Transportation Division and James Ritchey from Whitman, Requardt & Associates opened the meeting with an overview of the Study. The attached boards were used to facilitate a feedback and ideas-generating session with land use stakeholders. For this meeting, the goal areas were:

- Improve coordination and integration of transit planning efforts;
- Translate and communicate the benefits of transit and transit-supportive communities;
- Explore innovative options for strategy, program and policy implementation; and
- Promote transit-supportive design through land use policy and development regulations.



## MEETING MINUTES

Date: October 18, 2017 Time: 9:30 a.m.

### Attendees:

- Cari Hopson, Greensboro Transit Authority (GTA)
- Mark E. Kirstner, Piedmont Area Regional Transit (PART)
- Morgan L. Simmons, City of Winston-Salem, Department of Transportation
- Frederick Haith, City of Winston-Salem, Department of Transportation
- Gray Johnston, GTA
- George Linney, GTA
- John Hodges-Copple, Triangle J Council of Governments (TJCOG)
- Kelly Larkins, Piedmont Triad Regional Council (PTRC)/Piedmont Triad RPO (PTRPO)
- Kai Monast, Institute for Transportation Research and Education (ITRE)
- Heidi Galanti, City of High Point
- Terry Stanberry, North Carolina Department of Transportation (NCDOT)
- Blair Chambers, NCDOT PTD
- Angela Wynes, City of High Point

### Project team members

- Debbie Collins, NCDOT
- Jim Ritchey, WRA
- Alan Steinbeck, Renaissance Planning
- Jeff Riegner, WRA



### 9:30 – 10:00 AM: INTRODUCTORY REMARKS

James Ritchey (WRA) and Debbie Collins (NCDOT PTD) opened the meeting with a brief status report and purpose statement for the meeting's proceedings. Alan Steinbeck (Renaissance Planning) introduced the topic areas and reviewed the context of the discussion, process and desired outcomes of the meeting. This included explaining the focus areas, goals and priority recommendations that were the focus of the meeting.

### 10:00 – 11:15 AM: BREAK OUT DISCUSSION GROUPS

The participants were organized into break out groups to discuss the individual goals of the land use focus area. Each group was asked to document comments on the boards provided, which called for actions, next steps and key players. Project team members rotated to different groups to facilitate the groups, allowing participants to lead the flow of the conversation. Participants were encouraged to rotate to different groups based on their interests.

### 11:15 - 11:30 AM: REPORTING

Each group outcome was reported to the meeting participants as a whole by one designated spokesperson for each group. The meeting concluded after the reporting.

## PARTICIPANTS COMMENTS

The following is a documentation of participant comments from the session. This documentation attempts to capture what was actually said and recorded at the meeting and does not constitute recommendations that came out of the meeting. The full integration and refinement of this information is a next step in the Strategic Plan process.

Participants were asked to brainstorm actions, next steps, and key players for the four Priority Recommendations:

### **Priority Recommendation 1: Support Transit Through Complete Streets and Urban Design, As Priorities**

#### **POTENTIAL ACTIONS FEEDBACK:**

- 1.1 NCDOT community transportation plans must address all mobility needs – not just the automobile
- 1.2 Communicate transit's role in placemaking and development
- 1.3 What about major arterials and expressways? How do we make them better for commuter/intercity transit? And the connection from expressway into city center? BRT?
- 1.4 Evaluate roadway effectiveness using people and goods moved, not vehicles moved – AADP[people] instead of AADT[traffic]
- 1.5 Land use types should include street types that support them
- 1.6 Tie complete streets and context sensitive design together



- 1.7 Transit planners could be more involved in land use committees and current planning decisions
- 1.8 Determine which new developments will be a generator for transit – plan in advance
- 1.9 Be sure to include the “why” for each priority – that every transit user is a pedestrian at one or both ends of the transit trip
- 1.10 Need to create link between walkable lifestyle and health outcomes

**NEXT STEPS FEEDBACK:**

Creating committees and role players within divisions  
Developing criteria and communication plans  
Revise complete streets manual to include more transit or generate complementary guidance

**KEY PLAYERS:**

Work with those representing all modes internally, and then go public with coordinated strategy  
Division engineers

**Priority Recommendation 2: NCDOT, MPOS, and RPOS Evaluate Transit Oriented and Transit Supported Development Through the Lens of Regional and Systems Planning**

**POTENTIAL ACTIONS FEEDBACK:**

- 2.1 Better integrate transit and pedestrian network into analysis models
- 2.2 Title might be “NCDOT and regional organizations (MPOs, RPOs, COGs and regional transit authorities) evaluate... In different areas, there may be different lead agencies, but all should be at the table
- 2.3 Require transit and pedestrian access plans along with vehicular access plans
- 2.4 Ensure that transit has a designated person to review and comment on long-range and development plans
- 2.5 Implementation or growth of forecasting tools and physical growth models in regions across the state and possibly a statewide model
- 2.6 Help with land use planning (long range) and including more data in travel demand models
- 2.7 Be clear about how state CTP process and federal MTP process can be used in this – i.e. fold into these major ongoing processes
- 2.8 Projects submitted to STI should be required to adhere to multimodal visions in regional and systems plans
- 2.9 Move towards activity based travel demand models – forces thinking about transportation and land use interaction
- 2.10 Clear criteria for prioritization that allows transit a seat at the table
- 2.11 Better data needed in creating the CTP and MTP to make them more meaningful and accurate



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2.12 Emphasize travel markets as a basis for identifying transit improvements

**NEXT STEPS FEEDBACK:**

Prioritize land use within STI process

NCDOT find ways to incentivize RPOs and MPOs to do this (step above)

Identify a standard tool for transit evaluation – TBEST [Transit, Boarding, Estimation, Simulation, Tool]

Have modest NCDOT funding stream to leverage/further resource PWP tasks specifically oriented to land use and facility siting in MPOs and RPOs

Support university research on these topics that can better inform regional planning efforts

Consider reconstituting something like the Interagency Sustainable Communities Task Force to focus coordination of relevant state agencies and regional organization representatives

**KEY PLAYERS:**

AARP (national and regional reps)

MPOs, RPOs, COGs (as conveners of local government land use planners) and regional transit authorities

**Priority Recommendation 3: Support public transportation through local government land use policy and development regulations**

**POTENTIAL ACTIONS FEEDBACK:**

3.1 Developers pay into transit improvements to benefit their development – adequate facilities regulations?

3.2 When a city defines planning/service boundaries for development – consider the overall transit network or potential transit network

3.3 “Model” transit land use regulations – parking, bus stops, densification (for planners)

3.4 Create transit design manual for (engineers)

3.5 Since it is always “tricky” for NCDOT to insert itself into local land use, a good focus may be on case studies or similar “information and evidence” tactics

3.6 Include transit oriented development or transit support category to land use palette (long range plans, future land use maps)

3.7 Educate planning boards on the network effects of developments – connectivity, trip generation, network capacity; they’re making the decisions that affect the network

3.8 Evaluate roadway effectiveness using people and goods moved, not vehicles moved; AADP[people] instead of AADT[traffic] (see actions for Priority Recommendation 1)

3.9 Require transit and pedestrian access plans along with vehicular access plans (see actions for Priority Recommendation 2)



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3.10 Educate the local government on the importance of public transportation

**NEXT STEPS FEEDBACK:**

Get representatives for all modes into room to discuss issue

All communities need to have mixed use zoning with no minimum parking requirements, consider maximums

Feel free to accept low levels of automobile LOS – “A” should not be the goal

**KEY PLAYERS:**

Social services agencies

Non-profit service providers



## Priority Recommendation 4: Improve site coordination and integration (siting schools and medical facilities; linking housing development and transit in urban and rural areas)

### POTENTIAL ACTIONS FEEDBACK:

- 4.1 Help facility “sitors” understand existing travel markets and challenges (e.g. medical facilities, community colleges, libraries, town halls, social services) so that co-locating can make transit service cost-effective
- 4.2 Create transparent school siting process with stakeholder involvement
- 4.3 Encourage transit oriented “denser development” in suburban areas that are starting to develop on the fringe – use zoning and other financial incentives in order to reduce sprawl; transit works where the population can support it
- 4.4 Require dedicated spaces for transit in residential developments, including bus stops and shelters
- 4.5 Creating land use plans with stakeholders and sticking to them
- 4.6 More access points for large development to improve transit and walk access – more intersections
- 4.7 Site development analysis tools that measure connectivity and access/demonstrate performance and policy
- 4.8 Provide enhanced subsidies for facilities that have high levels of access
- 4.9 Early coordination opportunities for all modes to discuss with planning any transportation recommendations that could benefit the development (i.e. bus stop locations, bike/pedestrian opportunities)
- 4.10 Identify small city and rural best practices for siting affordable housing

### NEXT STEPS FEEDBACK:

- Assess market-based and public affordable housing as it relates to transit
- Policy initiatives with case studies of what has been done – support policy development
- Evaluate the full cost of public facility siting decisions, including the transportation cost over the facility’s lifespan – both to the public and to private groups
- Developing presentation information that provides benefits of inclusion of all modes in “future” developments ... for developers, councils, boards, etc.; to better inform, educate, and encourage the importance of coordination

### KEY PLAYERS:

- Developers of sites
- City council
- Elected officials
- Local planning boards – committed to these types of policies



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Social service agencies  
Non-profits  
School boards  
County commissioners  
Transit systems  
DOT  
Schools

## PARTICIPANT FEEDBACK

Participants were asked to vote (using dot stickers) for up to three additional recommendations for the strategic plan, that they believe should be prioritized. These additional recommendations were categorized by the plan's four goal areas: 1) Improve coordination and integration of transit planning efforts; 2) Translate and communicate the benefits of transit and transit-supportive communities; 3) Explore innovative options for strategy, program, and policy implementation; and 4) Support public transportation through land use policy and development regulations.

The recommendations presented at the meeting and the results of the prioritization voting are shown below.

### **Goal 1) Improve coordination and integration of transit planning efforts**



*Improve local-regional-state multiagency coordination (land use, economic development regional and systems planning)*



*Coordinate project prioritization and growth strategies to best direct development and investment (identify growth centers)*



*Link housing development and transit in urban and rural areas*

### **Goal 2) Translate and communicate the benefits of transit and transit-supportive communities**



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*Communicate value of walkable, transit friendly communities such as:*



- Improved accessibility to transit and safety around stops (crosswalks, curb ramps, etc.)



- Improved connectivity of multimodal networks (transit linking to housing, jobs, entertainment)



- Promote regional and local-level benefits of transit-supportive development (urban to rural spectrum)



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**Goal 3) Explore innovative options for strategy, program, and policy implementation**

- *Address difficulties implementing Complete Streets and other design-oriented initiatives*

- ● *Explore new opportunities for public/private and state/local cost-sharing*

- ● ● ● *Ensure transit-supportive infrastructure (i.e. sidewalks, bus shelters) is implemented concurrent with new development*



**Goal 4) Support public transportation through land use policy and development regulations.**

- *Clarify/standardize state, regional, and local land use policies*

*Update regulations during planning efforts*



- Adopt flexible land use codes/policies to accommodate transit in the future*

- *Take advantage of trends that change the way we access amenities and opportunities (i.e. movement towards parking maximums vs. minimums)*



- Let go of policies/regulations that don't work*



## Mountain North

### May 2017 Meeting

The Mountain North Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 10, 2017 from 12:30 p.m. to 3:30 p.m. at the County Commissioners' Board Room, Watauga County Administration Building in Boone. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the analysis districts of Mountain North, Mountain Central and Hickory, and the Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

### Attendees

- Charlie Takletow, NCDOT Division 11 Board
- Brenda Smith, Watauga Independent Living Program
- Amanda Roten, Ashe County Transit Authority
- Sue Thompson, Ashe County Transit Authority
- Dean Ledbetter, NCDOT Division 11
- Joan McLaughlin, citizen
- Adam Stumb, Ashe County
- Jim Steeh, Town of BR
- Gary Blevins
- Tanya Miller, DSDHHS
- Tiffany Patterson, Interpreter
- Joe Furman, Watauga County
- Chris Huffman, Wilkes County
- Sheila Blalock, Mitchell County Transit
- Craig Hughes, AppalCart
- Stephanie Bunch, App. Healthcare
- David Graham, HCRPO
- Ramie Shaw, NCDOT
- Angie Shoemare, ARHS
- Terry Stanberry, NCDOT
- Angie Boitnotte, Watauga County Project on Aging
- Debbie Smith, Avery County Transportation
- Kristal Ford, Lincoln County Transportation



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- Camille Sterling, WPRTA
- Jennifer Schroder, App. Healthcare
- Jane Shook, Town of Boone
- Eric Gustaveson, Town of Boone
- Marty Little, Town of Boone
- Paul Norwood, ComServ, Inc.
- Barry Sauls, Appalachian State University, Dept. of Parking, Traffic and Transportation
- James Scott, Town of Beech Mountain

The break-out-groups participated in a SWOT analysis with the following comments made by participants:

#### **Strengths**

- Regional Support
- Connectivity
- Shared Costs
- Available Funding
- Local Buy-In
- Compliance Standards
- Alleviates pressure on infrastructure including parking and traffic
- Local Collaboration
- Affordability to Riders
- Visibility
- Urban/Rural Systems
- Bus Transport/On-time
- Paratransit Vans
- Safe Entry Access
- Lift access vans
- Disability/Aging
- Growth
- Urban Networks
- Options
- Paratransit



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- Fare Free System (Boone)
- Supportive Local Government
- University Support
- Centralized Destination
- AppalCart
- Supportive Local Government
- Affordability
- Inclusive
- Help for people who need it
- Bike Racks
- HC Lifts
- Affordability for Users
- Coordination between Watauga County, Town of Boone, ASU and AppalCART
- System to allow for communication of special needs of the riders (i.e., use of Relay FB for communications
- Paratransit for in-town transportation
- County funded senior transportation; funds allocated to Senior Services for transportation
- Medical to Asheville
- Tablets
- Communication
- Family
- ADA
- Caring
- Growing
- Vision
- Support
- Life Sustaining Service
- Software-Tablets
- County Support
- Greenway Public Transportation
- Western Piedmont Regional Transit Authority
- Connectivity to medical services, VA hospital
- Same day service
- Fixed route and deviated fixed route bus
- Communicating w/customers w/social media



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- Transit lines from Boone to Greensboro and Boone to Charlotte
- When have an established route, it could help with parking issues in some areas
- Deviated Fixed Route
- Same day service
- Reserve Fund
- Good employee morale
- Newer Vehicle Fleet
- Support from towns and counties
- Workday Daily Fixed Route
- Up-to-date software
- Well-maintained fleet
- Our people
- Fleet Maintenance Software
- County funding assistance
- ADA-compliance
- Excellent driver training
- Existence of a system
- Affordability
- The fact that Raleigh realizes existence of anything west of Charlotte
- Our Regional NEED for connectivity is a strength to be realized
- Being both a fixed route and a Rural System with 5311 and 5307
- Connection with our more fragile citizens (Madison County)
- Our trips % wise are going up with very limited resources-more efficient (Madison County)
- Dedicated Staff (Madison County)
- Grants that support it (Madison County)
- Technology and Service Coordination of transit systems (i.e., Ridgerunner)
- Providing services that give people access to work, healthcare and the ability to maintain independence
- Local political support
- The ability to cooperate and coordinate regionally
- Ridgerunner/Coordination
- Partnerships with human service agencies
- Capital/Existing fleets
- Employees
- Having state support



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- Topography funnels demand
- Local govt. has a vision for sustainability
- System responsiveness
- Great Need
- Some federal dollars
- Medical transportation (NEMT)
- Invested Long Term Transit Professionals
- Customers as Transit Advocates
- Focus upon elderly
- Government highway network
- Willingness to collaborate on projects, services, funding
- Commitment and support of human service agencies to transmit systems
- Access to flexible funding (DA funds)
- Cultural/Customer Support
- Affordable for passengers
- Accessible to elderly and disabled
- Highly supported by the community and elected official

### Weaknesses

- Funding to alleviate overcrowding on some fixed routes
- Destinations
- Funding
- Users
- Low ridership (un-accessed resources)
- Inability to provide use on demand
- Utilization
- Fare Scheme
- Weekend Service
- Limited or no rural hubs- Park and Ride lots
- Connectivity with other modes
- Bus stop amenities (shelters, etc.)
- Stigma
- Inefficiency of some transport units



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- Limited routes in rural areas
- Perception
- Habits of drivers to use independent form
- Lack of knowledge about the services provided
- Overlap
- Connections
- Stigma of riding
- Somewhat limited hours
- Inadequately funded
- Very limited rural service
- Connectivity between different systems and modes (For example, the Mountaineer Express gets to Greensboro one minute after the train leaves for Raleigh)
- Paratransit- Limited to  $\frac{3}{4}$  mile to a stop
- Rural Route- limited to once in the morning and once late afternoon. Not conducive for a cancer patient to have to wait for hours
- Maternal health considerations
- Access
- Times
- Active (sidewalks, bike lanes)
- Wait times/frequency
- Peak hour capacity
- Accessibility
- Marketing
- Local Funding
- Lack of advertising on intercity buses
- Lack of bicycle racks on local vans and intercity buses
- Development may be outpacing transit ability to provide services
- Agency coordination of trips
- Funding
- Accessibility to residences
- Aging employee pool
- Restrictions of those receiving funding (can only go here, but not there)
- Demographics
- Funds
- Vehicles



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- Lack of services in area
- Snow/Weather
- Age of operators
- Out of County medical
- Mountainous roads
- Wear and Tear on Vehicles
- Cost
- Distance of Routes
- Not enough routes
- Funding
- Lack of rural transportation; not on daily basis
- Inclement weather/accessible vehicles in the snow
- Transportation funding for programs
- Rural
- Mountains
- Roads
- Funding
- No medical facilities
- Age of drivers
- Connecting with other counties
- Programs with no \$ for transit
- County \$ lacking
- High maintenance on high mileage vehicles
- Incorrect paperwork/reports due to lack of technology
- Not able to consolidate
- Employee Turnover
- Uncertain funding sources
- Turnover of agency representatives who serve senior populations
- Loss of institutional knowledge
- No official park and rides
- Rural populations getting to Boone to be able to access public transportation
- Commuter/in b/w systems and places is limited
- Need funding to improve and expand services/routes/staffing needs/vehicle upgrades/vehicle maintenance/updated systems/etc.



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## Opportunities

- Fare cards that are accepted on multiple systems
- Require developers to buy busses as part of their driveway permits
- Marketing of Services
- Increase weekend hours; could charge on weekends
- Park and Ride lots
- Partnerships/Collaboration- US Health, government, non-profits, advocacy groups
- Advocacy/Data Sharing
- Apps/Technology
- Incentives for use
- Public/Private partnerships that would allow transit to work on more of an “Uber” type model
- Autonomous vehicles
- Medical trip coordination
- Vanpools
- Park and Rides
- Express Service for employment purposes
- Autonomous vehicles
- Funding for expansion buses
- Connectivity to Raleigh, possible Asheville
- Include transit hubs in redevelopment and long range plans
- New passenger populations (i.e., employment)
- Revenue streams (advertising)
- Multi-modal stations
- Multi-use park and ride lots (public transit, bikes, rail)
- Park and ride lots in rural areas that can serve other purposes (such as outdoor recreation venues that are heavily used on weekends)
- Technology (including driverless cars, apps)
- Asheville Park and Ride
- Electric Vehicles
- Park and Ride lots
- Funding opportunities need exploration
- Energy efficiency
- Affordable sidewalk construction



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- Walk opportunities
- Technology (apps)
- Expand user friendliness
- Resources to get a cancer patient to the cancer center up to five days per week no matter where they live in the county. Allow for errands like picking up a prescription or going to the imaging center without geographic limitation.
- Involve riders in the process of planning (like today)
- Increase commuter service
- Travel training (train the trainer)
- Increase fixed route/deviated fixed route service
- Regional training
- Regional Ridesharing
- Public transit taking people to Carolina Trailways; local trips connecting to regional trips
- Increase vehicle utilization
- Regional training
- Collaboration to improve services between counties, between agencies that can do specialized training (i.e., working with Deaf, Deaf-Blind, Blind, etc.), with businesses to get advertising, funding, etc.
- “Adult” community transit
- Rapidly developing parts of county need for transit
- Coordinating dispatching software
- Coordination of trips
- Communication/Awareness
- Veteran Transportation Service
- Lower fuel cost
- Expanding out of state trips- we border TN and VA-some medical trips needed
- Next Bus software
- Also working towards scheduling software
- Expanding ability to provide regional trips especially Medical trips
- Regional college funding for students
- Coordinate transportation between counties
- Coordinate training regionally
- Regional training
- Extended service hours



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### Threats/Challenges

- Boundary Lines
- Funding
- Technology Changes
- Funding
- Congress
- Trump
- General Assembly
- Gas tax shrinking
- Drivers
- Stereotypes of riders and service availability
- Funding
- Political Agendas
- Partnership/Collaboration
- Affordability
- Changing whims of elected officials. Low fuel prices may reduce their appetite to increase transit funding
- Budget reductions
- Stable funding
- Vehicle accidents
- Federal Funding
- Lack of empathy in society
- Consumer expectations- they want a taxi, not a bus
- Lack of knowledge at all levels of what the other level is doing or how they work
- Smart Cars
- Lack of federal and state funding
- Rural county with no tax base
- Elderly Population
- Aging Drivers
- Inclement Weather
- Drugs
- Red Tape
- Frequency of service for Millennials- when the route is not frequent enough, people won't ride
- Public transit is a "new" concept



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- Keeping up with demographics of people riding together
- Connecting to riders with social media
- Unstable funding or uncertain funding sources
- Economy
- Acts of Nature (natural disasters)
- Demographic Changes
- Funding especially for rural transportation
- Demand for drivers not enough to meet the need
- Physical Challenge- poorly maintained roads and driveways
- Funding cuts
- Elected government officials change
- Older population is increasing
- \$
- Part time drivers
- Management turnover
- Funding
- Rural area
- State and local support for expansion or improvements or funding
- Cumbersome approval process for change

#### Participants' Comments

No additional comments were collected from this meeting.

#### Poll Everywhere

The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



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What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation







**🔒 Poll locked.** Responses not accepted.

12 responses to Q1:

Screenshots of results for questions 2 and 3 were not captured from this meeting. However, the following responses were recorded:

2. The North Carolina Transit System is:
  - Cooperation
  - Everyone
  - Universal Mobility
  - Convenient
  
3. The Highest Priority for Public Transit in North Carolina is:
  - State Funding (8 responses)
  - Federal Funding (5 responses)
  - Compliance (1 response)
  - Buses (0)



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- Interagency (0)
- Management (0)
- Borders (0)



## Mountain South

### May 2017 Meeting

The Mountain South Community meeting of the North Carolina Public Transportation Statewide Strategic Plan was held on May 11, 2017 from 12:30 p.m. to 3:30 p.m. at the NC Arboretum in Asheville. Debbie Collins, Director of NCDOT's Public Transportation Division opened the meeting with an overview of the Study. James Ritchey from Whitman, Requardt & Associates led the attached presentation describing the Study, the Transit Markets Analysis for the Asheville, Mountain South and Foothills analysis districts, and the Strategic Plan Framework. Participants engaged in breakout groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) for North Carolina public transportation. Three Poll Everywhere surveys were completed by the participants.

#### Attendees

- Tommy Wester, NC Vocational Rehabilitation
- Mike Cifaldi, NC Vocational Rehabilitation
- Bruce Emory, Asheville Transit Committee
- Tzena Keyes, NC Department of Health and Human Services
- Megan Rogers, NC Vocational Rehabilitation
- Kevin Teator, City of Brevard
- Laura Rice, County of Henderson
- Leah Cooper, Sierra Nevada Brewing Co.
- Bill Crisp, Apple County
- Marie Gunther, Clay County Transportation
- Marlene Vinson, Swain County Public Transit
- Adam Charnack, Asheville Transit Committee
- Matthew Cable, Buncombe County Mountain Mobility
- Celia Graham, Services for the Blind
- Stagg Neurmar, Buncombe CAC
- Karen Kiehma, Landofsky
- Ken Putnam, COA
- Dee Heinmuller, Madison County Transit Authority
- Kim Roney, MMTC
- Crystal Bradley, Self
- Bob Davis, Cleveland County TAC
- Emily Shock, The Free Clinics
- Karl J. Overbey, NC Vocational Rehabilitation/Independent Living



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- Robert Cannon, Self
- Jeannette Cannon, Self
- Dag Bergrud, NC Vocational Rehabilitation
- Vicki Jennings, Mountain Mobility/Land of Sky
- Phillip Hardin, Buncombe County HHS
- Pam Hallyburton, NC Vocational Rehabilitation
- Daniel Cobb, City of Brevard
- Kim Angel, Macon County Transit
- Daniel Benavides, Blue Ridge Health
- Kevin Tafoya, Cherokee Transit, EBCI
- Mike Shee, Cherokee Transit, EBCI
- Mike Sale, Asheville on Bikes
- Vicki Eastland, LOSRPO
- Autumn Roddilf, Henderson County
- Maria Echeverry, AECOM
- Denise Braine, Buncombe County
- David Foster, Town of Waynesville
- Erica Anderson, Land of Sky COG
- Susan Oehler, Self
- Ritchie Rozzelle, French Broad River MPO
- Jonathan Griffin, Transylvania County
- Matt Champion, City of Hendersonville
- Beverly Levinson, Henderson County Department of Health
- Lyuba Znyeva, French Broad River MPO
- Tristan Winkler, French Broad River MPO

The break-out-groups participated in a SWOT analysis with the following comments made by participants:

#### Strengths

- Multi-County (Buncombe/Henderson) public transit
- Asheville local has an ambitious transit system “IF” master plan is fully funded and realized
- Our region attracts transplants from other large cities; they are used to and advocate for better public transit service
- Access to transit
- Increase in ridership



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- New routes added
- Interest in alternative modes (greenways)
- Road connection/improvements
- Public awareness
- Public Awareness
- Higher than statewide average % of population over 65; this increases demand for public transit and potential pool of volunteers (i.e., senior companions)
- Increased local funding for ART
- Visitors with unique interests
- Multi-mode planning in Asheville
- Transit gets folks locally to medical services
- Vocal community expressing their needs
- Intermodal Planning
- Increased Demand
- Increased Services (Ex. Sunday service)
- Ops- growing demand to cross jurisdictions
- Support from local government
- Community Caring
- Accessibility
- Central business transportation hub (Buncombe/Asheville)
- Expansion of Sunday Service (Buncombe/Asheville)
- Sidewalk expansion in I-40/I-26/I-25 Corridors
- Our system (Transylvania) meets the needs of our population center (Brevard). Room for growth towards other counties.
- A culture that values sustainability and connectivity
- Haywood County transit; small and limited, but available
- Trying to be more cost-effective (propane and bio-fuel buses)
- Community engagement
- Local funding of transit
- Destination value-recreation, shopping, tourism, historic districts
- Increased ridership demand (tourists)
- Interagency cooperation is a part of transit in the region and has opportunity for expansion or growth
- Growth
- Interest from Community/Support
- Doing the best they can with what they have- hit the “hot spots”



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- Tourism- the “built-in” need for “non-car” transport with no signs of stopping!
- Access to resources (medical, food, other services)
- Connectivity between counties (transfer stops between Henderson County and Buncombe County)
- Access via bike/foot (Bike racks on buses)
- Increase in ridership on public transit
- Availability in each county
- Growing use
- Regional transit operator work group shares information
- Mountain Mobility service for government assisted service with some limited deviated route service
- ART for routes (limited) where it operates with AVL
- AVL airport service (enables workers who telecommute)

#### **Weaknesses**

- Funding Challenges
- Rural Topography
- Limitations on Funding Parameters (i.e., definitions)
- Funding Changes, uncertainty
- Multi-funding sources needed to support services, all with different rules, match requirements, etc.
- Labor union fear
- Boundaries
- We live deadline to deadline due to reporting; leaves little time for planning
- Rural and urban funded systems have greater needs
- Complicated regulations
- Grant Rules
- Funding Rules
- Oversight mechanisms
- Coordinating remote trips
- Lack of buy-in as funding changes
- Medicaid Funding discrepancies (Madison County)
- NC Tracks (Madison County)
- County funding for positions to expand to more vans and drivers
- Nutrition vs. transportation
- NCDOT rules, meetings, reports, reviews
- Urban/Rural Divide



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- In Western NC; low wages and a highly variable cost of living
- Love of the personal automobile
- Perception of transit among those who have choice
- Funding limitations for expansion vehicles
- Business sites make vanpool creation difficult
- Service boundaries/geography
- Inflexibility/Criteria-time
- Filling the gaps/cracks
- No increase in funding for last 10 years
- NCDOT has too much staff turnover
- Lack of funding flexibility
- Fear of change
- Administrative burdens (unnecessary ones)
- Funding fragmented and dependent on a small pool of revenue
- Limited operations funding that is not tied to expanding service or certain demographic of population
- Threat of funding cuts
- Not enough funding for employment transportation
- Public perception that there are eligibility requirements to use service
- Lack of participation from RPO in public transit
- Image of “Old People’s Vans”
- Geography- makes it difficult to serve outlying areas
- Funding/reporting requirements too strict
- NEMT system causes more, not less work
- Funding or lack of
- Passenger resistance to riding with other people
- Being identified as the “welfare van” or “senior van”
- Expectation of nearby parking
- No tradition of transit
- City/County and County/County barriers
- Funding levels
- Attitude that transit is for the poor and elderly
- Political boundaries and barriers
- Low density on many routes and times
- Lack of funding



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- Single occupant automobile culture
- Funding for expansion
- Geographic limitations
- ADA guidelines for public right of way are not law
- Access to and information/education on public transportation
- East/west rail system to western North Carolina
- Lack of public transportation employee voice in local NCDOT districts
- Lack of adherence to Complete Streets policy
- Weakness in the data model
- Stops aren't always where the need is (human service, medical, food center locations)
- Major arterials where a lot of transit destinations are concentrated are dangerous for pedestrians, especially to cross
- Geography- access for low income folks; buses don't reach them!
- 2<sup>nd</sup> and 3<sup>rd</sup> shift workers; can't get the bus from/to work
- Funding (naturally!)
- Information availability
- Lack of stops where folks need to get to!
- The mere scope of coordinating the projects/counties/boards
- Connectivity Issues
- Hours of operation
- Service Gaps
- Geographical boundaries
- NCDOT provides only partial funding for non-highway modes
- Routes are lacking (home to work, home to medical)
- Inclusiveness
- Funding
- Bus stops are unattractive, overgrown, no cover/seating
- Access: Lack of sidewalks to bus stops
- Resistance from local government to fund
- Lack of bus stops where needed. Different point than directly across a highway. Look for clinics and services to place stops.
- Sidewalks and safe walking/biking routes along busy roads
- Highway treatment of commercial corridor
- Congestion/road delays
- Disconnect due to roads and topography
- Funding \$\$\$



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- Grant oversight/reporting
- Limited hours and access to transit
- Geographically spread out
- Cost share amount for local government (Greenway/sidewalks)
- Rural region with lack of density except in certain pockets
- Lack of state commitment
- Every county with its own system is also a weakness as do not cross jurisdiction lines
- Political appetite not always there for transit or ebbs and flows
- Mountains
- Transit not useful for 2<sup>nd</sup> and 3<sup>rd</sup> shift workers
- Transit to light manufacturing
- Business partnerships with transportation lacking
- Haywood County needs expanding
- Geographic limitations
- Lack of user data (needs)
- No "valid" intercity connections in Haywood County
- Private system does not communicate well with local municipalities in Haywood County
- Mobility availability outside of basic hours of service
- Funding
- Access
- Low density development
- Isolated individuals
- Lack of weekday PM and weekend service
- Software
- Lack of political desire to regionalize service
- Lack of Megabus or similar fast/premium intercity bus between Asheville and Charlotte and Asheville and Salisbury
- Lack of regional transit authority to help start/fund regional express bus routes
- No central source for intercity transit information
- Baby boomers retiring could create a shortage of qualified staff for public transit
- Funding prioritization)
- ADA non-compliance
- Lack of data on bike/pedestrian/transit usage
- Buses don't reach where people live or where they need to go
- Difficult statewide transportation services



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- Local match for transit operations is difficult to obtain for many smaller communities
- Secluded homes and geography

### Opportunities

- Taxes Levied to help funding
- More coordination
- More park and rides
- Regional call center
- Redistribute capital (vans and buses) around the state
- Public/Private Partnerships
- Build lanes on I-26 for bus only service
- Direct, fast service
- Access to regional information about opportunities
- More park and ride lots
- Better rural county options
- Regional authority with equal cost share from all local governments/agencies
- Intercity bus funding
- Branding/marketing of public transit (promote, challenge new users to embrace alternative transportation
- Make stops attractive to users and address stigma of use
- Increase frequency of stops, lines to focus on business and employment centers
- Integrate apps and mobile websites
- Workforce transportation
- Shuttle services for Pleasure Island to help with massive traffic problems
- Regional Transportation
- Education and awareness to get people to leave their cars and take public transportation
- Integration of local small area planning and transit in places like Henderson County
- Possible funding coordination with VA-OTEEN, Flat Rock Playhouse and Carl Sandburg (Park-Ride)
- Expand intercity bus service
- Reopen rail service to Asheville and further west. Good for local intrastate as well as tourism.
- Involving community businesses and Veterans Administration
- More bus stops where they are needed
- Educating the public
- Denser development
- Driverless Buses



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- Economic growth brings potential for change
- Passenger trains
- Adding new fare payment methods (e.g., mobile phone) for existing transit
- Asheville Downtown Circulator being considered; need to pair with a downtown parking lot
- Millennials desire for transportation alternatives
- Include persons with disabilities in the public transportation planning process
- New deviated fixed route in Haywood County is being considered
- Buncombe and Haywood counties now eligible for 5307 transit funds
- Create more park and ride opportunities
- Project coordination
- Transit as a component of workforce development
- Land use and transit planning
- We have Transportation Demand Management (TDM) and aiming for low hanging fruit (workplace)
- We are now working in Chambers and Workforce now
- Interest and demand to cross jurisdictions
- Regional Transit Authority- many here want it-legislation?
- Use MPO/RPO/COG boundaries for regional transit
- Make funding more flexible for broader trip
- Business funded downtown Shuttle
- Potential Buncombe/Asheville bus system
- Consider same day scheduling for existing demand response transit services to increase potential number of contract agencies like the VA
- Regional coordination efforts vs. consolidation
- Citizen involvement in planning services
- Technology improves scheduling
- More opportunities for partnerships
- Coordination B/W systems
- Regional cooperation
- Advancements in technology
- Identify new grant sources
- Expanded coordination
- Collaborate with existing services
- Cross-train/Bi-cultural
- Creating driver pools through other funding sources in Madison County
- Create county to county options to transport across more county lines



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- Partnerships with more agencies
- Inter-county rail service
- Industry growth
- Efficiencies with Standardization
- Are resources allocated properly or underutilized?
- More public/private technology partnerships to develop apps for target marketing
- Congestion-if transit can bypass highway traffic jams, it is the best advertising for transit
- RSD software and technology that is lighter and cheaper to promote coordination between systems
- Aging baby boomer generation will both demand service and become volunteer drivers
- Lifestyle improvement
- Moving to cross-boundary solution to create cost/benefit synergy
- Use of sophisticated supply/demand match to optimize resource utilization
- More cost effective of funding for transportation
- Technology consistent with the neighboring counties
- Education
- Marketing
- Park and Ride
- Reduce Congestion
- Connecting employers with employees and potential employees

#### Threats/Challenges

- Lawsuits due to inaccessibility
- Stigma- local people don't want to support mass transit because they don't need to use it
- Federal government funding
- State government funding
- Local government funding
- Change to Medicaid transportation service delivery
- Aging population
- Transportation disadvantaged populations located further from concentrations of service
- Driverless vehicles
- Auto-oriented development
- Decentralization and marginalization of the poor
- Negative perception of public transit
- Lack of local match funding



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- Reduction in funding sources
- Government oversight
- Congestion/Traffic
- Lack of public and government support
- Aging vehicle fleets
- Improving economy and more automobiles
- Reduction in ridership
- No regional planning funding
- Small local governments cannot afford to pay for services for tourists
- Public knowledge that transit service provision is complicated
- NCDOT coordination with local street desires
- Millennial desire to shift away from autos to transit
- Door-to-door service expectations from citizens
- Federal unfunded requirements (e.g., SSA in Asheville)
- Funding
- Not all services can get to the people who need them
- Change of perception of who rides and needs mass transit
- The idea of everyone thinking they need to drive their own car
- Energy savings
- Going beyond the traditional budget year
- Boundary-less thinking of how to use funds in coordination and partnership
- Transit stigma
- Driverless cars
- ADA non-compliance
- Suburban and rural poor
- More funding
- Educating public that buses are not just for poor people and teaching people how to use transit
- Better serving low density areas
- Long term planning/funding is not being taken into consideration locally
- More Funding
- Missing feedback from users who don't have an agency advocating for their mobility needs
- Limited and decreasing funding for transportation
- NCDOT coordination
- Lack of pedestrian infrastructure



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- Autonomous vehicles will impact transit ridership
- Climate change related to adverse weather events such as fires and floods will require more evacuation planning for transit-dependent populations
- Adult care residences with persons having limited mobility are being established in remote rural areas along roads of uncertain quality. Meeting needs for emergency and non-emergency medical transport may become increasingly difficult.
- Reduced public funding of transportation
- Existing users of funding
- Existing service providers who find ways to raise rivals rates or delay market entry
- Funding limitations and restrictions on how funds can be used by providers and to serve what customers- shouldn't services be open to all?
- Funding shortfalls- Growth of transit demand is outpacing resources.
- Capital funding for rural and urban systems
- Over comparisons- Rural vs. Urban
- Serving customers in isolated areas of western North Carolina
- Funding decisions made elsewhere but impacting folks in western North Carolina
- Rural counties losing population and tax base
- Reporting/compliance reviews
- Funding cuts
- NEMT transit becoming privatized
- Decreased local funding support
- Funding for staff/capital/equipment
- Updating technologies
- Funding cuts
- Lack of buy-in from government and private partners
- Turf Issues
- Funding
- Sub-par private transportation options
- New funding sources from private sector such as TNCs
- Funding
- Redundant, inefficient investments such as parking lots and transit oriented developments (TOD)
- Why are you holding a public meeting on public transportation at a place that is only accessible by automobile? It makes me question your judgement.
- Rural community funding in Madison county
- Federal government funding worries



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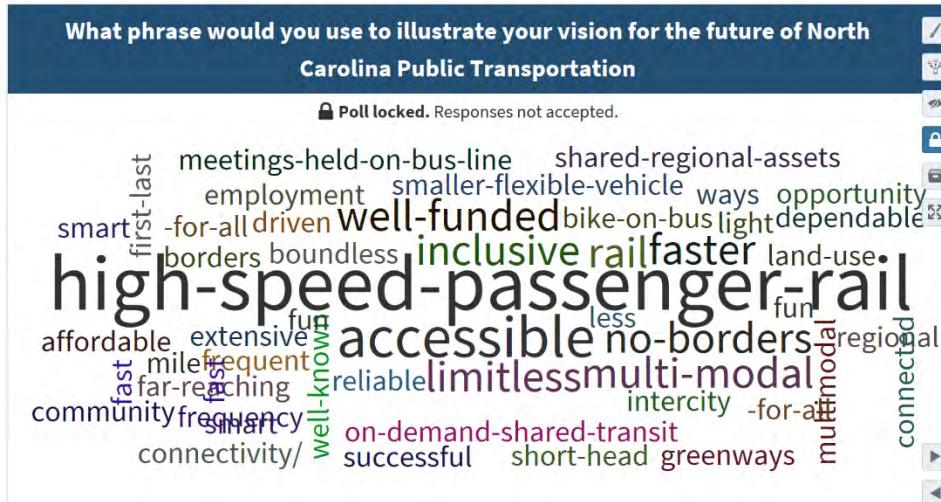
- NC state funding worries

### Participants' Comments

- In considering the inter-county travel demand, one participant suggested that recent movements between Gastonia and Shelby may be worth examining
- A participant from Madison County noted that while there is no hospital in Madison, that mid-level medical facilities and clinics that are intra-county destinations should be accounted for in the analysis
- A participant from Marshall noted that the community college in Marshall needed to be included on the map.
- A participant from Buncombe County added that Western Carolina University Biltmore campus needed to be included on the map.
- Other participants highlighted some important commuter sheds to consider including: Brevard-Asheville, Madison-Waynesville (Haywood County) and Transylvania-Jackson.

### Poll Everywhere

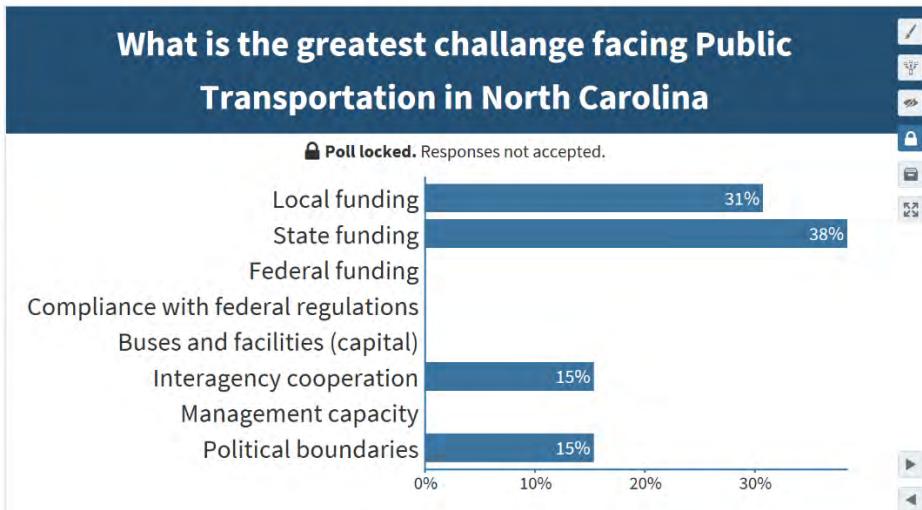
The participants responded to three questions using the cell-phone app Poll Everywhere. The results include:



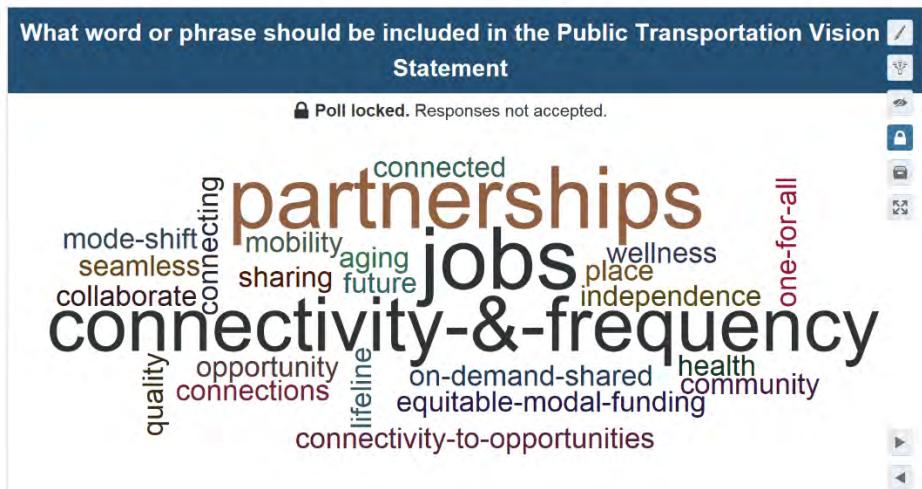
62 responses to Q1:



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13 responses to Q2:



30 responses to Q3:



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**PUBLIC TRANSPORTATION STRATEGIC PLAN**  
*Connecting North Carolinians to Opportunities*

## Statewide Summit

To conclude the planning process, a day-long summit was held March 21, 2018, at the Raleigh Convention Center. Despite wintry weather, the event attracted over 300 participants from all over the state, including legislators, the business community, educational institutions, public health and social services representatives, a wide range of representatives from the transit community, and interested citizens. The summit served as an opportunity for individuals to hear more about the statewide transit strategic plan and its importance, as well as opportunities to network and build partnerships.

The event included messages from leaders and presentations (see Summit Agenda at right). Following Strategic Plan presentations participants formed 11 breakout groups for discussion of the Plan and identifications of actions which could be undertaken in their communities to implement the Plan's strategies and the resources needed to carry out these actions. Comments listed below were placed on sticky notes and discussed by each breakout group.

At the Summit's conclusion, a spokesperson for each of the eleven break out groups reported the most significant actions and resources identified by their respective group.

## Breakout Group Comments:

### Group 1

#### Building Thriving, Healthy Communities (Action)

- Promote the vision of multi-modal transportation in local transportation committee meetings
- Connect active recreational amenities, such as parks and greenways, to existing transit routes
- Provide more mobility options for rural portions of the State
- Enhance public knowledge of the benefits of transit
- Controlling and focusing growth in targeted areas through land use plans and long-range transportation/transit plans

### Summit Agenda:

Summit—March 21, 2018 Raleigh Convention Center		
1:00pm	Welcome	James H. Trogdon III, Secretary North Carolina Department of Transportation
1:10pm	Partnerships	Dr. Mandy Cohen, Secretary North Carolina Department of Health and Human Services  Barry Sauls, Director of Parking and Transit Appalachian State University  Dr. Yvette Taylor, Administrator Federal Transit Administration Region IV
1:30pm	Legislative Leadership	The Honorable Jim Davis, State Senator District 50  The Honorable John Torbett, State Representative District 108
1:50pm	Employer Support for Transit	Nate Spilker, Vice President Citrix—Product Management
2:00pm	Video	Debbie Collins, Director NCDOT Public Transportation Division
2:10pm	Transit Action Plan	Jim Ritchey, Vice President Whitman, Requardt & Associates, LLP
2:25pm	Break Out Session	
3:15pm	Break Out Session Reports	David Howard, Chief Deputy Secretary North Carolina Department of Transportation  Debbie Collins, Director NCDOT Public Transportation Division
3:45pm	Call to Action	Julie White, Deputy Secretary for Multimodal Transportation North Carolina Department of Transportation



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- Initiate fixed route service in rural communities
- Provide access to specialized medical care after traditional business hours
- Share the Strategic Plan with local Transportation Advisory Board
- Initiate local plan discussions on building connectivity by speaking with local civic clubs
- Continue to engage and communicate with partners that represent all aspects of our community
- Talk with the local DSS and other human service agencies encouraging them to participate/develop transportation systems for seniors, persons with disabilities and veterans on outskirts of rural areas
- Develop coordinated transportation services among transit providers and private partners
- Improving access to healthcare through partnerships with medical facilities

### **Building Thriving, Healthy Communities (Resources)**

- Additional funds for rural fixed route services
- Funds for planning/fine tuning existing systems
- Utilize statewide groups to discuss best practices for engaging/recruiting community partners
- Local stakeholders including DSS, Parks and Recreation, CATS/STS, senior nutritional programs and hospital system
- Seek funding from local healthcare providers
- Promote NCDOT news and engagement opportunities through Sustain Charlotte's e-newsletter
- RPO support of transit efforts
- Media to inform the public of transit programs

### **Improving Access to Jobs and Economic Development (Action)**

- Extend reach of urban fixed routes to suburban areas
- Meet with and create partnerships with other public and private entities
- Researching/developing innovation ways to provide service in a challenging economy and generation
- Seven (7) days a week service/expand hour of operation
- Ensure all major employers have access to transit services
- Educate citizens on existing transit options
- Promote expansion of local transit system through advertisement and added availability
- Autonomous shuttle connecting RTS to Triangle Transit
- Assist in locating funds for multimodal transportation projects and infrastructure renovation

### **Improving Access to Jobs and Economic Development (Resources)**

- Secure local funding



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- Utilize local land use planners to identify opportunities for change through land use planning and changes to zoning and land development code to shape more public transport friendly developments
- Contracts with existing transit system using Section 5307 funds
- Express routes using increased Section 5310 funding identified through contracts with existing transit providers
- Employer
- Funding for RTP service
- Funds for rural fixed routes
- Public transit funding through NC's Strategic Transportation Investments Law
- Funding from private resources
- Having good working relationship with neighboring local governments

### **Connecting Communities to Opportunities (Action)**

- Improve transitions between urban transit and regional transit systems
- Provide access to community colleges and universities
- Provide corridor service from Morehead City to the Triangle
- Expand service to Wayne Community College
- Increase out-of-county trips to employment centers
- Initiate BRT as a transit priority
- Coordinate with local transit system through "lunch & learn" meetings
- Hold meetings with neighboring counties to overcome local barriers
- Work with community centers and senior centers to identify gaps in coverage
- Increase service frequency on transit routes
- Promote bike/pedestrian plans with local communities to help secure funding

### **Connecting Communities to Opportunities (Resources)**

- Utilize available funding sources and joint funding opportunities
- Local colleges and universities
- Lower costs through coordinated trips
- USDOT AID Demonstration grant
- Senior centers and community centers
- Persuade county commissions to utilize optional sales tax referendum for transportation funding
- Funding for rural fixed route technology



## Group 2

### Building Thriving, Healthy Communities (Action)

- Government encourage development of fully accessible affordable housing units and provide accessible transit routes
- Integrate transit more fully into Comprehensive Transportation Plans (CTPs) and local Comprehensive Land Use Plans
- Increase connected/protected bike lanes and bike facilities
- Promote greenway resources by improving localized mapping of greenways
- Utilize technology to keep customers updated on bus arrival
- Planning safe routes for bicyclists and pedestrians to transit stops and safe/comfortable environments around transit stops
- Evaluate stops for access improvements for persons with disabilities, bikers and pedestrians
- Develop community partnerships to target unhealthy communities
- Provide access for all riders to healthy food centers
- New transit routes with sufficient frequency to allow access to medical services, pharmacy and grocery
- Educate younger individuals about transit alternatives
- Improved coordination between rural and urban transit systems and health care providers
- Partnership with community colleges regarding fares and campus planning
- Partnership with local and regional planning departments
- Tax credits for funders of solutions and adopters

### Building Thriving, Healthy Communities (Resources)

- School resource officers, transit system administrative personnel with local businesses providing training and supplementing costs
- Creative marketing and partnering with vendors
- BikeWalk NC, bike advocacy groups and TDM Managers
- Local community advocacy groups, cities/towns and volunteers
- Provide training and/or consultant to assist NCDOT Transportation Planning Division with CTP preparation due to lack of transit expertise
- Identify and promote opportunities for private transit service availability for seniors to access healthcare and other travel needs
- Use technology funds to facilitate coordination among neighboring systems
- Dedicated funding from Highway Trust Fund or state lottery



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- Passionate and informed elected officials willing to support and promote transit actions
- Access to CMAQ, *Highway Safety Improvement Program*, and Statewide Planning and Research Program funds
- Tools to leverage political support

### **Improving Access to Jobs and Economic Development (Action)**

- Invest in affordable housing programs so people can afford to live where they work and use local transit options
- Routes that transport people to Work First programs
- Develop educational opportunities focusing on industrial and technical jobs
- Partner with employers and provide tax credits to develop van pools using accessible vehicles so persons with disabilities can have increased transportation options in rural areas
- Create Community Mobility Plans
- Promote transportation visioning in local communities
- Fund services across several jurisdictions to bridge the gap where people live and work
- Increase operating hours, service frequency and educate employers of transit availability and benefits
- Partner with employers to share cost of employee transit
- Create transportation options between affordable regions and job centers

### **Improving Access to Jobs and Economic Development (Resources)**

- Additional transit funding through sales tax, revenue enhancement, economic development or vehicle registration
- Funding to increase service hours to accommodate early and late work hours
- Promote more telecommuting to reduce transportation needs
- Build a collaborative transportation network between public and private transit providers
- Meet with businesses where major employment centers are not served by transit

### **Connecting Communities to Opportunities (Action)**

- Develop transportation opportunities to communities with public and private funding
- Employers provide incentives for employees to utilize transit
- Develop links between transit systems through cooperative operations and universal fares
- Consider transit access to recreational opportunities such as “Bus to the Beach”
- RPOs/MPOs interact more with transit agencies and look for opportunities for collaboration on inter-county or regional issues
- Provide increased transportation options for the visually impaired and others with physical disabilities such as routes with additional hours, accessible Lyft or Uber coordination and state subsidize increased pool of drivers
- Train transit users, including those with intellectual disabilities, to understand how to access transportation independently



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- Continue to fund broadband infrastructure to all communities so opportunity to participate virtually will be realized
- Create demand response system either with buses or partner with Lyft/Uber
- Seek additional funding sources
- Increase coordination, advertising, outreach and expand transit boundaries
- Increase access by providing more frequent service

### **Connecting Communities to Opportunities (Resources)**

- Utilize integrated last mile solutions (Lyft, Uber, etc.)
- Local government outreach creating transportation vision plan

## **Group 3**

### **Building Thriving, Healthy Communities (Action)**

- Outreach to senior centers, medical facilities and recreation centers
- No silos and develop team of all stakeholders including land use planners, transportation planners and providers
- Build sidewalks to transit stops
- Facilitate city/NCDOT partnerships
- Ensure local planning supports walkable areas to access services and/or transit to access those services
- Remove barriers to transportation opportunities
- Educate the elected officials and the public regarding transit accessibility
- Encourage attendance at public meetings and submit comments to obtain public support
- Coordinate planning between counties and communities
- Provide education on TOD and pre-zoning around future transit stops
- Add pedestrian facilities/bus stops to transportation facilities without cost sharing

### **Building Thriving, Healthy Communities (Resources)**

- Additional funding
- One-half (1/2) percent sales tax increase to support transportation
- Schools, churches, medical offices, public/private partnerships, messaging, social media

### **Improving Access to Jobs and Economic Development (Action)**

- Outreach to employers during site selection for employment sites to facilitate transit access
- Consider employment shift needs during service planning



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- Utilize a comprehensive phased action plan for land use plan for implementation of transportation vision in entire region
- Provide flexible first-mile/last-mile solutions
- Shift more funding from highways to public transportation
- Facilitate regional planning with goal of removing barriers of jurisdictional lines
- Eliminate boundaries for transportation systems
- Develop a multi-county transit vision
- Use transit corridors to link job centers to residential areas
- Initiate employer-based commuter programs
- Develop working relationships with big business and industry
- Promote more mixed-use development to enable people to live where they work
- Educate elected officials of transit importance
- Provide more incentives for businesses to be engaged in transit programs
- Subsidize last-mile trips

### **Improving Access to Jobs and Economic Development (Resources)**

- Relationship building with major employers, chambers, community colleges, medical representatives and capital planners
- Additional funding
- TOD communities

### **Connecting Communities to Opportunities (Action)**

- Support Uber-type services for seniors, persons with disabilities and veterans
- Develop data sets that have current origin/destination linkable data and understand how people are living/chasing cheap rent
- Partner with shared ride, Uber, Lyft and bike share
- Advocate for funding so all communities can participate in connections
- Facilitate car-pooling systems/drop off points
- Provide technology/innovation sharing among providers
- Locating clusters of neighborhoods lacking access/opportunities to transit such as elderly, immigrants, low socioeconomic status, and school zones
- Enhance intercity transportation services
- Educate the public on the importance of public transportation
- Shift more funding to public transportation
- Remove cost sharing for Complete Streets design and operation
- Facilitate development of bus-only lanes, bus on shoulder, and signal prioritization



- NCDOT needs to give more consideration to transit vehicles on State's roads
- Encourage creative thinking on the part of transit systems
- Create local funding sources for transit
- Promote seamless transportation network

### **Connecting Communities to Opportunities (Resources)**

- Increased funding for public transportation
- Obtain employer buy-in to provide employee incentives to utilize transit

## **Group 4**

### **Building Thriving, Healthy Communities (Action)**

- Ensure public is aware of available transit resources
- Ensure that FTA, FHWA, FRA, and FAA are all multi-modal
- Provide public bike share option to help with first-mile/last-mile issues and to support public health
- Use transit investment to create TODs
- Utilize transit to address lack of grocery stores within city limits
- Provide express bus service from rural communities to larger nearby cities

### **Building Thriving, Healthy Communities (Resources)**

- All stakeholders should participate in the planning process to ensure that transportation needs are addressed

### **Improving Access to Jobs and Economic Development (Action)**

- Work with employers to identify employees living in clusters who could carpool to and from work
- Continue development of SCUSA provided fixed route service in Albemarle
- Continue to advocate for dense, walkable, bikeable communities connected to public transit and providing public support and collaboration for key projects
- Work on expanding existing infrastructure (water, sewer, roads) to serve new industry and businesses
- Identifying and/or supporting opportunities for transit bypass lanes on metered on-ramps, bus on shoulder, HOV/HOT, and transit signal priority
- Moving Go Durham to a fare free system
- Go Cary transit improvements, as part of the FY 19 Wake Transit Work Plan, in process of extending service routes to Weston Parkway, which houses Cary's major employers, including SAS, Fidelity Investments, John Deere, etc.; using transit as an employment catalyst



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- Provide more dedicated park and rides
- Highlighting existing successful projects as models/examples of economic benefit of transit
- Extend operating days and hours to serve shiftwork and to allow for alternative work schedules

### **Improving Access to Jobs and Economic Development (Resources)**

- Partner with local and state economic development groups
- Work with employers to subsidize routes
- Show the legislature and local governments the funding gap that needs to be filled to expand services
- Community action organizations and faith-based communities
- Lobbying with the General Assembly

### **Connecting Communities to Opportunities (Action)**

- Facilitate public/private partnerships
- Establish vision and goals for the future
- As a part of doing business and employing people, businesses pay a fee that gets workers to and from work
- Work with property management companies to offer bus passes to tenants, as well as bike facilities such as showers and parking
- Educating the public about transit benefits through education, public engagement opportunities and community events
- Integrating micro-transit into the Go Durham system to help serve folks in more rural areas of Durham
- Fund/support infrastructure for more community action groups and faith-based organizations to provide transportation
- Explore opportunities for multi-modal facilities

### **Connecting Communities to Opportunities (Resources)**

- Political buy-in
- Private partnerships
- Community support

## **Group 5**



### **Building Thriving, Healthy Communities (Action)**

- Increase trust in transit agency to young or timely individuals with data and technology
- Keep residents independent with transit assistance in helping individuals remain in their homes rather than moving to nursing homes
- Continue to be creative in effort to transport residents to jobs

### **Building Thriving, Healthy Communities (Resources)**

- Utilize contract revenue (Medicaid) to serve as match for Section 5307 funds
- Encourage people to live near where they work by providing financial incentives through their employer and affordable housing
- Encourage private partnerships with healthcare, arts and education entities

### **Improving Access to Jobs and Economic Development (Action)**

- Better coordination between ADA services and rural services
- Utilize collective approach using vanpools and fixed routes
- Focus on major employers
- Have outlying communities share financial burden of providing transit into urban centers
- Transit become/stay an integral part of the local community

### **Improving Access to Jobs and Economic Development (Resources)**

- Listen to customers/community needs
- Requiring/encouraging employers to take responsibility for their employees' commute
- Have companies sponsor express buses from outlying areas that feed their employee base

### **Connecting Communities to Opportunities (Action)**

- Provide additional piedmont rail service

### **Connecting Communities to Opportunities (Resources)**

- Move to Denver model

## **Group 6**

### **Building Thriving, Healthy Communities (Action)**



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- Location of transit stops, views for/of riders
- Zone for affordable housing along transit corridors
- Coordinate transit planning with land use planning
- Improved access to transit stops for pedestrian and vehicles

### **Building Thriving, Healthy Communities (Resources)**

- More crosswalks/improvements overall
- More sidewalks for better access to transit stops
- Coordinate with business community
- Educate and communicate the value of transit to the citizenry and businesses

### **Improving Access to Jobs and Economic Development (Action)**

- Assess land use ahead of transportation efforts
- Provide transportation to employment sites outside of the typical days and hours

### **Improving Access to Jobs and Economic Development (Resources)**

- Coordination of comprehensive planning and land use planning to incorporate transit
- Infrastructure funding to support transit improvements

### **Connecting Communities to Opportunities (Action)**

- Connect rural portions of the state to job centers
- Eliminate barriers to transporting across community borders
- Improve all forms of public transportation including intercity bus

### **Connecting Communities to Opportunities (Resources)**

- Work with the private sector on bus stop locations
- Coordination with railroads early and often
- State mandates for transit services and funding
- NC Railroad needs tools and resources for rail transit to implement the plan

## **Group 7**



### **Building Thriving, Healthy Communities (Action)**

- Initiate partnerships to provide pedestrian facilities
- Build more bike trails and sidewalks for connectivity
- Ensure transit is at the forefront of planning and development and transit stakeholders are involved
- Encourage more economic development partnerships
- Utilize the media and social media to market services and network for opportunities
- Fund a transportation initiative to improve options for people with intellectual and developmental disabilities

### **Building Thriving, Healthy Communities (Resources)**

- *North Carolina Council on Developmental Disabilities (NCCDD)* funds partnerships with \$150,000 in NCDDD funds and \$50,000 match
- NCDDD planning 2018 initiative to improve transportation options for persons with intellectual and developmental disabilities
- Develop a toolkit for understanding transit options
- Reduce barriers on limited number allowed for public/private partnership
- Cross train and coordinate NCDOT divisions (highway, rail, public transit, bike-ped) to plan and promote multimodal development
- Connecting transit, local government agencies and private developers

### **Improving Access to Jobs and Economic Development (Action)**

- Reach out to chambers and private industries for all to coordinate to share the vision for transit and need for transit funding
- Prioritize allocation of new transit resources to vulnerable communities, e.g. economically disadvantaged groups, rural areas, areas with high concentration of older adults
- Facilitate provision of transit services across county borders
- Create more multimodal land uses policies and projects to support more access opportunities, presentations
- Provide webinars and presentations to educate leaders, electors, and transit officials on the economic benefits of transit

### **Improving Access to Jobs and Economic Development (Resources)**

- Utilize coordination between transit and other stakeholders as a tool to achieve goals
- Planning and Zoning, Economic Development, and Chambers of Commerce

### **Connecting Communities to Opportunities (Action)**

- Remove funding barriers to allow cross jurisdictional transit



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- Create a platform of transportation connectivity
- Remove barriers on funding model that designate rural and urban programs
- Improve Charlotte to Raleigh Amtrak service by decreasing travel time by 30 minutes
- Advocate for connectivity between different county-based transit systems to allow use of free transit across county lines

### **Connecting Communities to Opportunities (Resources)**

- Expand state funding for providing service to people, and not limited to urban or rural, including operating, capital and planning programs
- Grants for dedicated bike lanes, \$2-\$3 million per city

## **Group 8**

### **Building Thriving, Healthy Communities (Action)**

- Engage health advocates in transit issues
- Encourage walkable cities
- Connect neighborhoods to parks and other resources through micro transit
- Build an integrated trip-planning tool which includes all transit services for all of NC (e.g., Google maps)
- Build greenways around communities so people can walk to bus stops
- Incorporate place making into local zoning
- Encourage people-oriented development
- Work with neighborhood/HOA on sidewalk issues
- Educate residents of public transportation services
- Enhance transit in areas where land use supports it
- Increase general awareness of transit benefits in urban, suburban and rural areas

### **Building Thriving, Healthy Communities (Resources)**

- Census data analysis, comprehensive plans, and local area/corridor plans
- Develop technology to connect user to transit services
- Sufficient areas to access public transit
- Routes that are prioritized to connect people to healthcare access
- Local CATV, outreach at high use meeting areas, city/county websites and hired public relations firms
- City funding
- Partnering with local public health office
- North Carolina Chapter of the American Planning Association partnership on model codes



### **Improving Access to Jobs and Economic Development (Action)**

- Increase transit frequency
- Make serious inroads to telecommuting
- Engage full array of health advocates for assistance on all strategies
- Introduce flexible transit routes to work with changing job markets
- Engage employers and incentivize to help educate employees about transit options
- Networking with employers and/or organizations to provide transportation
- Offer reduced or free fares to workers through their employers
- Create more integrated employer shuttles that connect to transit systems as a last-mile
- Engage core stakeholder groups to understand and confirm specific trip needs to maximize transit funds
- Utilize vanpools when available
- Initiate strategic awareness and education of transit availability, leverage existing communication platforms and systems (online, apps, ITS)
- Transit must be direct, time competitive, competes with other options, enhances quality of life, easy to access and safe

### **Improving Access to Jobs and Economic Development (Resources)**

- Work with large and small employers
- Large employers – particularly those with limited parking
- Chambers of Commerce
- Coordinate with regional Workforce Development and Council on Aging groups
- User friendly transit maps and ways to purchase passes

### **Connecting Communities to Opportunities (Action)**

- Initiate multi-jurisdictional discussions to pool resources and extend/expand services
- Find the gaps in service and fill in the gaps
- Offer transit service in areas that cannot support a traditional fixed route
- Tax for transit commensurate with use for the area
- Add amenities to buses and transit vehicles
- Engage more partners in rural communities to help understand local transit systems, such as the faith community and safety net providers
- Connecting counties in rural areas with a discounted rate to allow residents to travel to opportunities
- Participate in LRTP/MTP development to identify rural-urban transit connectivity nodes
- Initiate additional express transit from more locations between nearby cities
- Support ride-matching for events such as conferences, concerts, etc. promoted on main “parking” page



- Bring in different community populations through “Downtown Express” for the Arts

### **Connecting Communities to Opportunities (Resources)**

- Ridesharing, TNC/Uber/Lyft, deviated fixed routes
- Updated enabling legislation to support funding system development and growth by local governments
- General Transit Feed Specification (*GTFS*)
- Additional funding source without a match or reduce match percentage
- Additional transit funding
- Provide state level funding streams locals can access so they can build/improve/leverage funds for infrastructure such as sidewalks
- Methods to promote awareness of LRTP/MTP planning process and importance of participation
- MPO/RPO advertising

### **Group 9**

#### **Building Thriving, Healthy Communities (Action)**

- Western NC needs safe pedestrian crossings which would be the responsibility of the city
- Initiate transit service enhancements/expansion
- Increase walkability
- Increase service area and availability to travel regionally
- Designate bus lanes for commuter traffic on I-40
- Provide demand response service for individuals with disabilities that is not a paratransit fleet (necessarily), almost a municipal subsidized Uber system in both rural and urban areas
- Advocate for bus stops/shelters that are well marked with large, easy to read signage
- Improve ADA accessibility with sidewalks, curb cuts, etc.
- Facilitate governing boards support and attention
- Provide all communities with adequate bike/ped infrastructure that connects to transit
- Increase partnerships with non-profit transportation providers and incorporate them into local transit network
- Utilize micro-transit service to provide access closer to neighborhoods

#### **Building Thriving, Healthy Communities (Resources)**

- 1/4¢ to 1/2¢ sales tax for transit
- Some areas may tolerate higher fares
- Funding for greenways and pedestrian crossings



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- 1/2¢ to 1¢ sales tax for transit expansion in urban/suburban areas
- Section 5310 FTA grants applied for by local government
- Greater communications on statewide level to provide transit services
- Statewide campaign for more joint funds for IT
- Western NC needs sidewalks around bus stops
- In-kind support from advertising firms to encourage people to use crosswalks
- Increased funding through state and FTA Section 5310 program
- Ensure UPO plans call for infrastructure and complete streets policies
- Aggressive building projects by governments
- Public/private partnerships to create better built environment
- More funding to improve ADA access and connectivity

### **Improving Access to Jobs and Economic Development (Action)**

- Implement scheduled routes to rural areas or uptown hubs for industrial/shift work
- Operate daily commuter routes, including weekends, for retail, factory and restaurant work
- Work to implement Complete Streets policies to improve access to transit stops (sidewalks, bike lanes, etc.)
- Collaborations between city and county
- Secure additional funding for more vehicles and longer operating hours
- Implement TODs to facilitate transit usage
- Expand operating hours for 3<sup>rd</sup> shift jobs
- Initiate short express routes to work centers
- Encourage/work with existing and new employees to implement and support TDM strategies (e.g. car/van pooling, employee cash out, park-and-ride)
- Provide more parking resources for TDM strategies
- Connect all communities to job opportunities to make communities prosper
- Expand service areas and service hours
- Develop park-and-ride system for downtown Raleigh

### **Improving Access to Jobs and Economic Development (Resources)**

- Taxes on Western NC license plates or sales tax
- Partnerships with large and small businesses willing to share cost of shuttles, with tax incentive or fee waiver for business license
- Funding for land acquisition/leasing, land preparation and public transportation
- Active commitment and participation from employers



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- Increased local funding and participation for services by local governments
- Additional sales tax on rental car fees
- Employer financial aid to get more workers dependably to work
- Public/private partnerships
- NCDOT provide sidewalks as part of street projects without local match

### **Connecting Communities to Opportunities (Action)**

- Develop Google Transit network that allows for trip planning across the state
- Identify opportunities that interest communities and provide routes that service them
- Reduce or remove county-line boundaries
- Improve communication of available transit options
- Change development codes to mandate transit inclusion
- Partner with adjoining communities and cities to share resources and services
- Expand regular service across county lines, likely based on MPO boundaries
- Initiate municipality code that allows for the requirement of transit shelters
- Work with local governments to possibly amend zoning ordinances or adopt overlays that encourage live-work-play communities as well as economic incentives such as cluster housing districts or TODs
- Initiate a weekly newsletter to report projects in progress and operating data
- Improve communication and passenger education

### **Connecting Communities to Opportunities (Resources)**

- Transit that operates all day to and from small communities
- Innovative solutions like Uber for job access outside of 6:00 AM – 8:00 PM
- Coordinated land use planning with plans for both greenfield and infill/brownfield development
- Leverage existing technology
- Use funding to encourage partnerships
- Initiate 1/4 or 1/2 ¢ sales tax for MPO to fund more expansive system
- State operated programs requiring all counties to participate to receive funding
- Regional public involvement and planning
- Data and time to build GTFS Feeds
- Connected networks need visionary leaders who are willing to break boundaries
- Coordinated regional land use planning



## Group 10

### Building Thriving, Healthy Communities (Action)

- Work more closely with medical providers to develop routes
- Build/enhance multi-modal transportation system
- Improve quality of life by promoting multi-modal systems that include greenways/bikeways/transit system
- Utilize volunteers to transport individuals to medical appointments
- Coordinate with local schools and human services when developing transit services
- Expand LINK transit service hours and days with Alamance/Burlington region
- Develop walkable downtowns
- Partner with health care organizations or insurance agencies to ensure transit costs are paid for patients

### Building Thriving, Healthy Communities (Resources)

- Additional funding for transit services
- Funds for local fixed route transit buses and transit hub expansion
- Become active in governmental outreach such as citizen action committees
- Educate public regarding transit benefits
- Allocation of revenues
- Communication/marketing strategy to coordinate volunteers to assist in transporting individuals to medical appointments
- Multi-modal transit facilities
- Technical expertise

### Improving Access to Jobs and Economic Development (Action)

- Provide greater tax breaks for not owning a car and proof of utilizing public transit
- Redevelopment of existing employment centers where best served by transit
- Communicate the economic benefits of commuting infrastructure with local government entities to obtain their support
- Improve access to jobs
- Promote car-sharing to work strategy
- Partner with local companies to enhance transit initiatives
- Communicate benefit of transit to local companies and employees
- Provide tax breaks to employees/businesses that provide multi-modal transportation
- Improve access to employment opportunities
- Initiate innovative ways to provide transit services



### **Improving Access to Jobs and Economic Development (Resources)**

- JCATS Last-Mile Service that connects Amtrak, Greyhound, and air travelers to their destination
- Scheduling technology
- Partnership between insurance agencies, medical providers and transit agencies
- Statistics, data and industry testimonials related to need for transit, specifically multi-modal
- Work with corporations that pull together resources for car-sharing

### **Connecting Communities to Opportunities (Action)**

- Let private sector provide trips via Uber/Lyft/Vserv
- Provide sidewalks and greenways to facilitate transit connections
- Identify and quantify gaps between existing systems and infrastructure
- Coordinate between medical providers and transportation services
- Initiate a public information/education effort about transit benefits and to eliminate fear of the uncertain
- Utilize a mobile app that tracks user demand for origins and destinations and other mobile apps as applicable

### **Connecting Communities to Opportunities (Resources)**

- Private industry developed strategies
- Data tracking resources for riders within systems or who are outside current service areas
- Additional transit funding
- JCATS partnership with the Down East Connector

## **Group 11**

### **Building Thriving, Healthy Communities (Action)**

- Expedite NCDOT approval for bus shelters and right-of-way on state roads
- Provide direct transportation to grocery stores due to many low-income areas now being food deserts
- Initiate community-based farmer's market with stops on public transit

### **Building Thriving, Healthy Communities (Resources)**

- Change land use legislation penalties and benefits
- Partner with NCDOT and lobby for transit legislation improvements



### **Improving Access to Jobs and Economic Development (Action)**

- Provide last-mile connections
- Incentivize companies to move to population centers
- Reduce demands through partnerships on high speed internet, especially rural areas, increasing connectivity to geographical locations virtually, including medical appointments, college classes, and access to better jobs via telework
- Consider funding public/private partnerships and utilizing grants such as Robert Wood Johnson Foundation

### **Improving Access to Jobs and Economic Development (Resources)**

- Funding formula to increase funding for transit, bike and pedestrian

### **Connecting Communities to Opportunities (Action)**

- Donate vehicles to nutrition sites and senior centers to reduce strain on transit agency and increase availability for additional connection opportunities
- Connect with Uber, cabs, bike and pedestrian via technology
- Develop marketing plan aimed at non-users of transit

### **Connecting Communities to Opportunities (Resources)**

- NC League of Municipalities
- Connect with other agencies such as DHHS, schools, health department, senior center, etc.
- Streamline services for more repeat users
- Use taxis for feeder services



## Break Out Session Reports

David Howard, Chief Deputy Secretary, NCDOT, discussed survey efforts on the relationship between affordable housing and access to public transportation. He noted that NCDOT desires to be on the forefront of the autonomous vehicle movement.

A spokesperson for each of the eleven break out groups reported the most significant actions and resources identified in their respective group. These reports to the general session can be found below.

### Group 1

- Connecting Communities – Working with partners to promote bike and pedestrian connections
- Need for more connections - Joint funding and private partnerships to realize additional connections

### Group 2

- General access to both information about, and access to, services by disadvantaged populations
- Multi-modal approaches – greenways, bus stops and walkways safety
- Economic development – First Mile/Last Mile
- Education and communication - how to get the message out is critical

### Group 3

- Education is key piece, both consumers and legislative. Getting to core aspect of transit education.
- Connecting communities – importance of place, capital planning, sidewalks, integration of transit, bus stop placement, etc.
- Improved data on trip origins and destinations

### Group 4

- Shuttle services from “food deserts” to access grocery stores and farmers’ markets
- Increase individual mobility options by partnering with existing agencies and businesses

### Group 5

- Understanding passenger and employer needs using personal networks and social platforms
- Trip planners, major institutions and website to communicate transit needs and services

### Group 6



NORTH CAROLINA DEPARTMENT OF TRANSPORTATION  
**PUBLIC TRANSPORTATION STRATEGIC PLAN**  
*Connecting North Carolinians to Opportunities*

- Integrating land use and transit to better meet needs
- Encourage people to live near where they work by providing financial incentives through their employer and affordable housing
- Parody of funding with highway funding and improving sidewalks, crosswalks, connectivity, and safety.
- Connect rural NC to job centers

## Group 7

- Insert transit planning earlier in the local planning and development process
- Motivate coordination between transit and other stakeholders to ensure inclusiveness
- *North Carolina Council on Developmental Disabilities (NCCDD) funds partnerships (\$150,000 will be provided by NCDDD with a \$50,000 match). Initiative in 2018 to improve transportation and provide better access to housing*

## Group 8

- Engage health advocates in transit issues
- Initiate strategic awareness and education of transit availability, leverage existing communication platforms and systems

## Group 9

- Provide transit to employment sites outside the normal day shift, particularly for rural workers
- Coordinated regional land use planning with more integration upfront

## Group 10

- Initiate a public information/education effort about transit benefits and partner with other entities in this effort
- Follow private sector path of conducting greater advertising of transit availability and benefits
- Private sector provides trips via Uber/Lyft/Vserv along with use of kiosk and other high-tech data gathering strategies

## Group 11

- Looking at broadband services to assist in urban/rural connection – including medical appointments, college classes, and access to better jobs via telework
- Increasing connectivity to geographical locations virtually, including medical appointments, college classes, and access to better jobs via telework
- Utilize League of Municipalities to educate public officials regarding transit availability and benefits
- Change formula to increase funding for transit, bike and pedestrian