



PUBLIC TRANSPORTATION

# STRATEGIC PLAN

*Connecting North Carolinians to Opportunities*



## Community Meeting

*Triangle Geographic Community—Triangle and Kerr analysis districts*

May 4, 2017 | Research Triangle Park

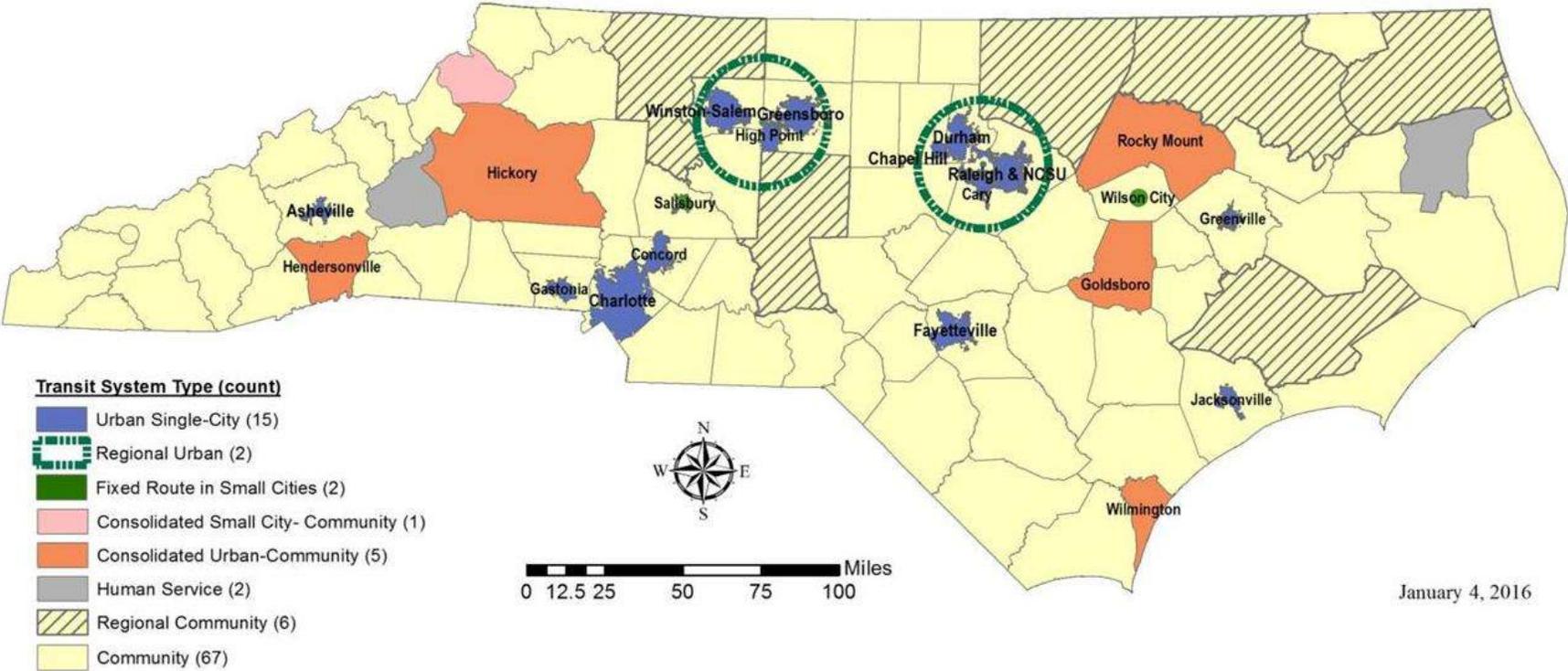


# Photo Booth

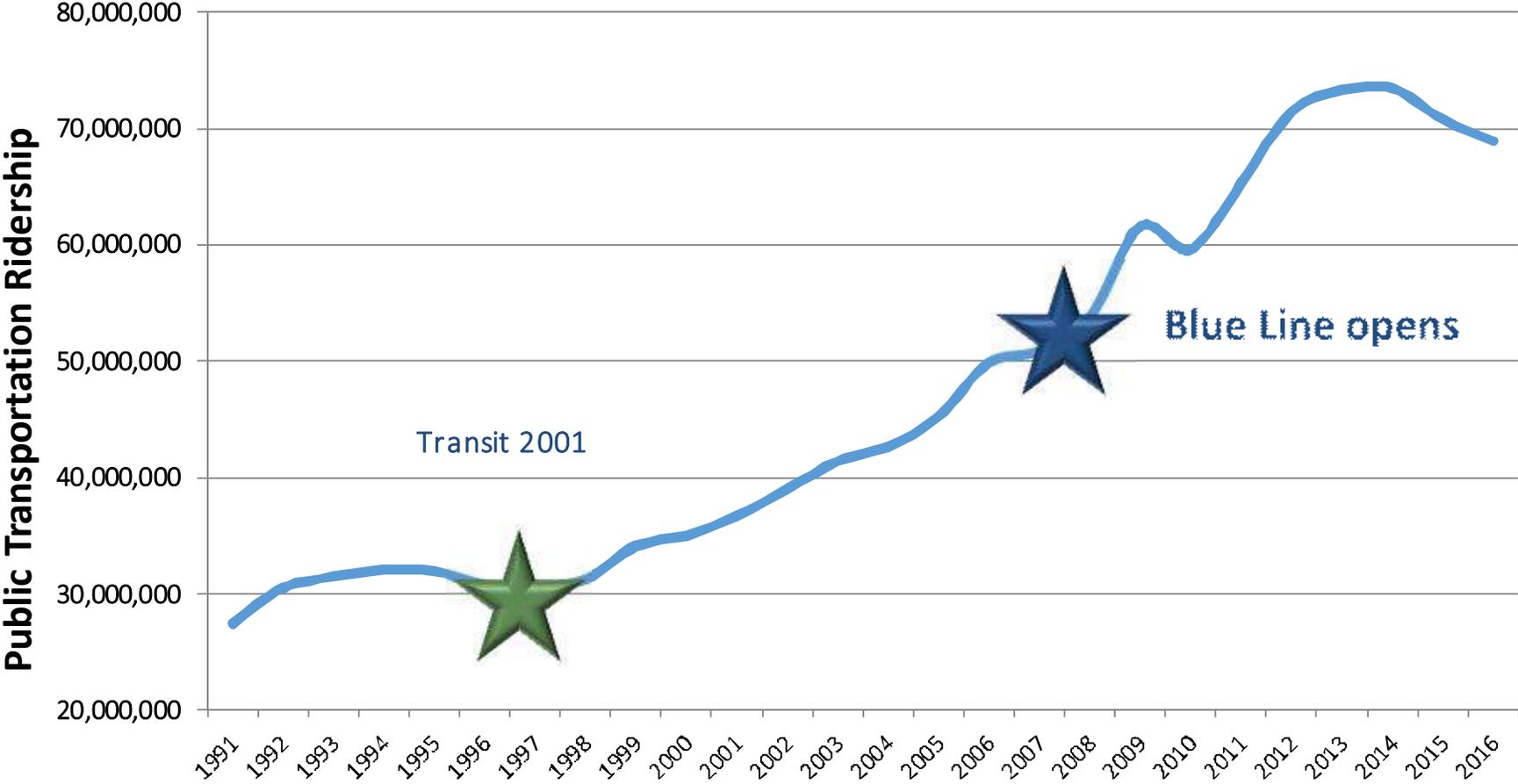
# Agenda

- I. Intro Activity—Poll
- II. Commute Trip and Transit Opportunities Analysis
- III. 10 minute break / photo booth
- IV. Break-out Groups - SWOT Analysis
- V. Report Out and Prioritize
- VI. Conclude

# PUBLIC TRANSPORTATION SYSTEMS IN NORTH CAROLINA BY CATEGORY

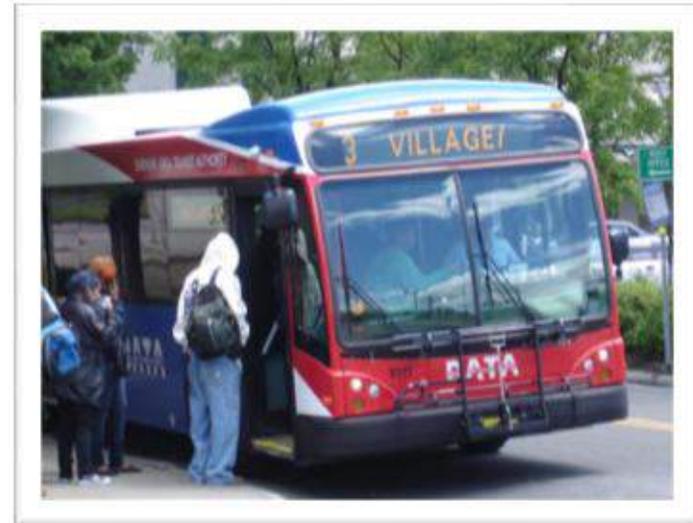


# Exceptional Growth in Urban Public Transportation Ridership



# Why Strategic Plan?

- Accountability
- Direction
- What can you do without a plan?  
Everything has a plan.
- Prepare for projected growth
- Helps make an argument for needs
- Changes mindset – history vs future
- Gives voice to all / opportunity for inclusion
- Opportunity for innovation
- Evolving technology
- Support other planning efforts
- Define success
- Identify funding/target to needs;  
“Blueprint” for infrastructure investment
- Partners – common terminology, move forward together





# Public Transportation Strategic Plan Conceptual Work Plan



- ★ Executive Leadership Committee
- ✓ Technical / Steering Committee



PUBLIC TRANSPORTATION

# STRATEGIC PLAN

*Connecting North Carolinians to Opportunities*



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

# Poll Everywhere

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

# Meeting Purpose

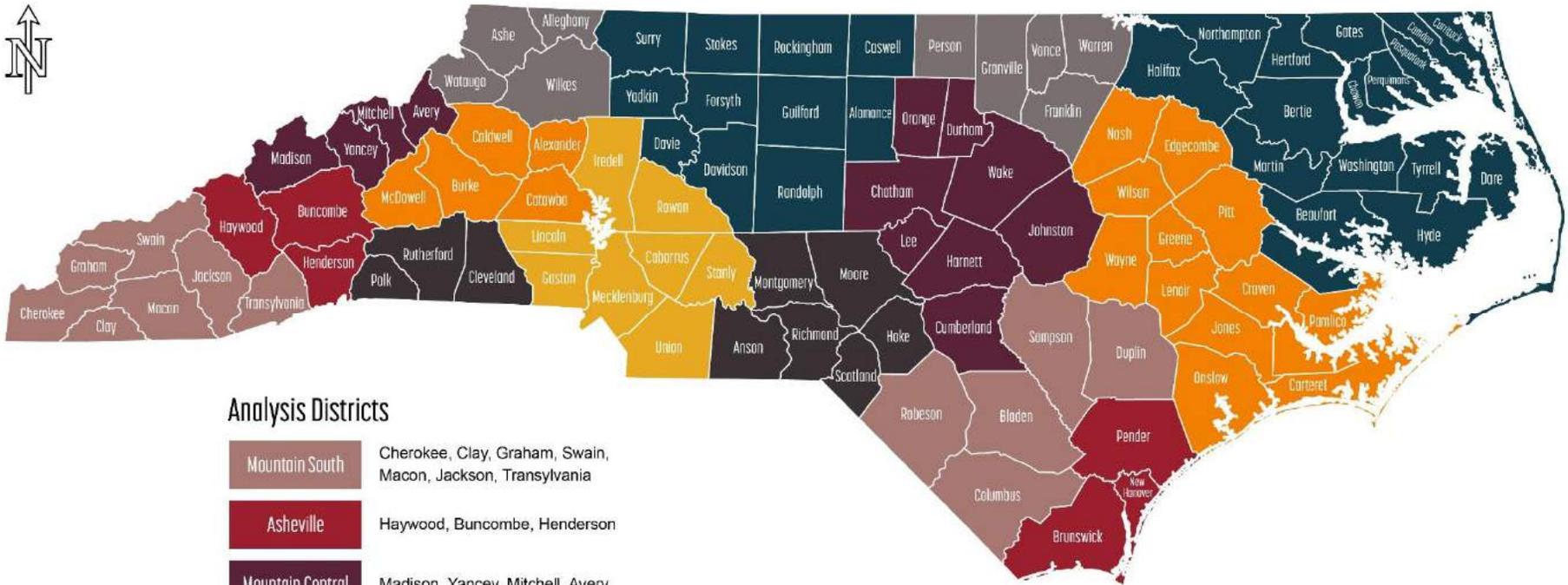
- Provide a forum for discussing your ideas and concerns (specific to different geographic areas)
- Discuss a vision and goals for the future of public transportation in North Carolina
- Get a clearer understanding of the current transit situation (overall service, partnerships, etc.)
  - Identify strengths and challenges
  - Identify opportunities/threats
- Identify your priorities

# By the end of the meeting we will have...

- Identified the challenges and opportunities for North Carolina's public transportation systems
- Discussed vision and goals for the future of public transportation in North Carolina
- Considered priorities for the future of transit in North Carolina

# Transit Markets Analysis

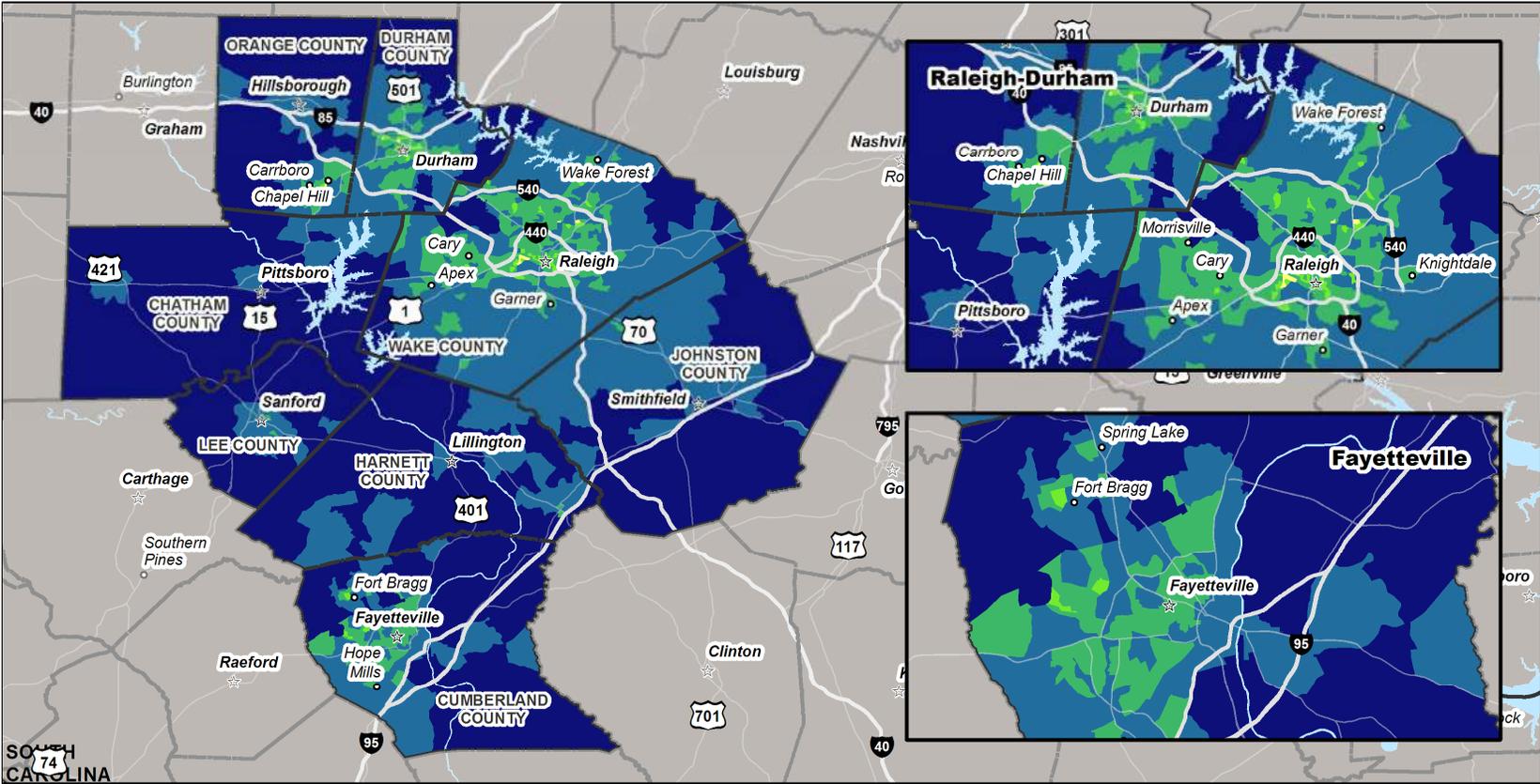
- 15 analysis districts for commuting patterns and opportunity analysis
- Work trips are usually the largest trip purpose for most fixed route transit services
- The U.S. Census Longitudinal Employer–Household Dynamics (LEHD) data set can be used to estimate commuting patterns
- High commuting flows within a district may indicate the need for local bus service
- High commuting flows between districts demonstrates the longer distance transit market



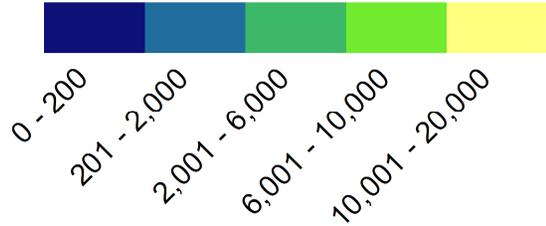
**Analysis Districts**

<b>Mountain South</b>	Cherokee, Clay, Graham, Swain, Macon, Jackson, Transylvania
<b>Asheville</b>	Haywood, Buncombe, Henderson
<b>Mountain Central</b>	Madison, Yancey, Mitchell, Avery
<b>Mountain North</b>	Ashe, Alleghany, Wilkes, Watauga
<b>Foot hills</b>	Polk, Rutherford, Cleveland
<b>Hickory</b>	Caldwell, Alexander, Catawba, Burke, McDowell
<b>Piedmont</b>	Surry, Yadkin, Davie, Stokes, Rockingham, Forsyth, Guilford, Alamance, Davidson, Randolph, Caswell
<b>Charlotte</b>	Lincoln, Gaston, Iredell, Rowan, Cabarrus, Union, Mecklenburg, Stanly
<b>Sandhills</b>	Anson, Montgomery, Richmond, Moore, Hoke, Scotland
<b>Eastern - South</b>	Robeson, Columbus, Bladen, Sampson, Duplin
<b>Wilmington</b>	Brunswick, New Hanover, Pender
<b>Triangle</b>	Durham, Orange, Wake, Chatham, Lee, Harnett, Cumberland, Johnston
<b>Kerr</b>	Person, Granville, Vance, Warren, Franklin
<b>Eastern Urban (US 70 / 264)</b>	Wayne, Pitt, Greene, Lenoir, Jones, Onslow, Carteret, Wilson, Nash, Edgecombe, Pamlico, Craven
<b>Eastern - Northern</b>	Halifax, Northampton, Hertford, Gates, Martin, Bertie, Chowan, Washington, Beaufort, Hyde, Tyrrell, Perquimans, Currituck, Camden, Pasquotank, Dare

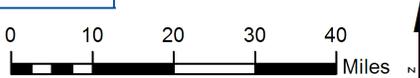
**Triangle**  
Population Density



Population per Square Mile



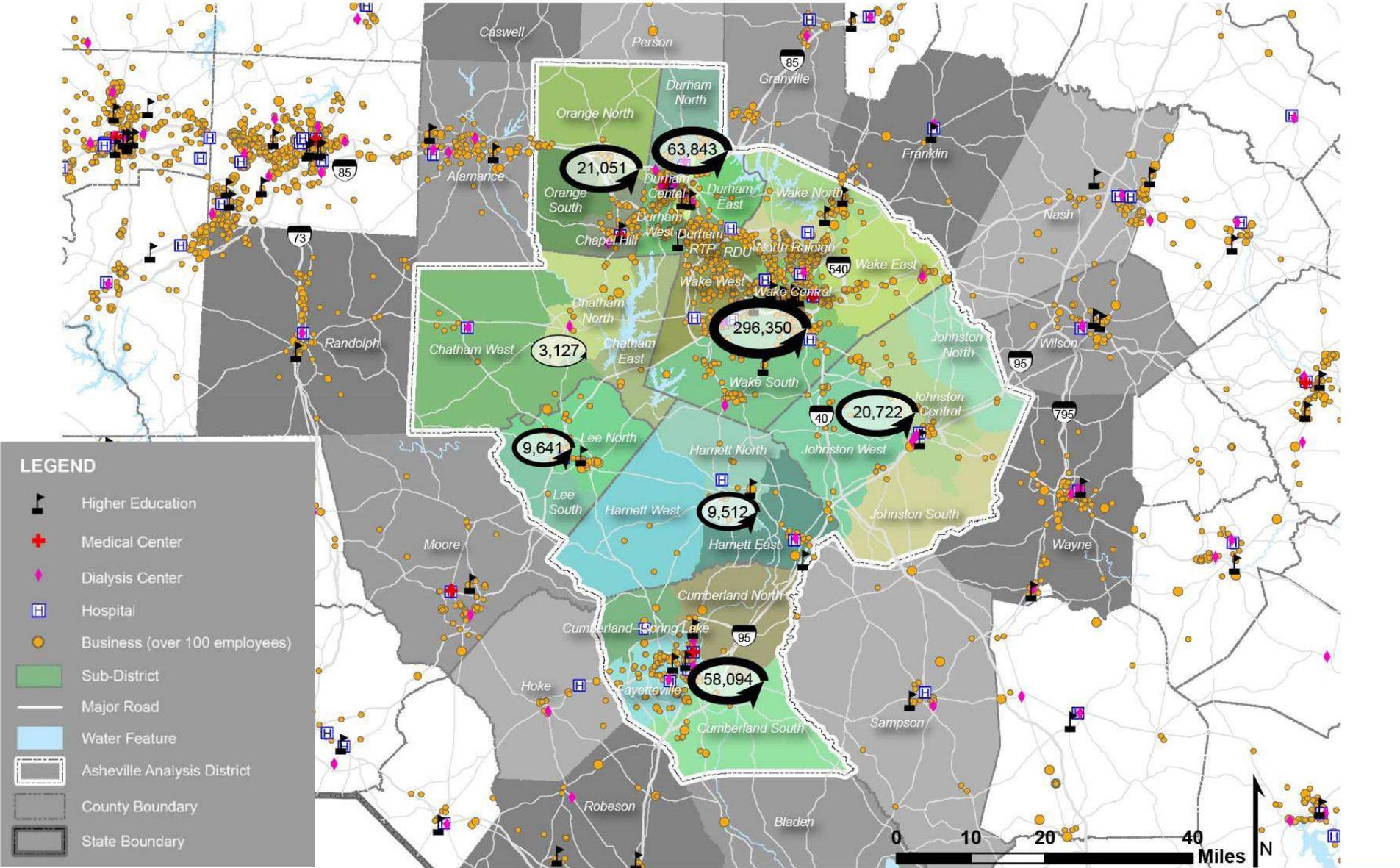
County	Population	County	Population
Durham	288,817	Johnston	178,396
Chatham	67,431	Lee	59,418
Cumberland	324,603	Orange	138,644
Harnett	124,320	Wake	976,019



# Sub-District Commuter Flow Analysis

# Intra-County Flows

Triangle District (Source: LEHD 2014, All Jobs)



<b>Total Trips to Destination Sub-District (from surrounding subdistricts*)</b>	
Destination	Trips (incoming)
Chapel Hill	47,869
West Durham	66,433
Central Durham	33,821
Durham RTP and Wake West--RTP	138,892
North Raleigh	58,585
Wake South	69,337
Wake Central	191,962
Johnston Central	22,544
Fayetteville	65,314
*includes areas considered in the District Analysis; figure does not reflect all jobs within the sub-district	

Triangle Community – May 4, 2017

Triangle District	Work Sub-District																			
	Chatham West	Chatham North	Chatham East	Lee North	Lee South	Orange North	Orange South	Chapel Hill	Durham North	Durham East	Durham West	Durham Central	Durham RTP	Wake West-RTP	Wake North	North Raleigh	Wake East	Wake South	Wake Central	RDU
Chatham West	2301	1135	151	880	46	77	19	919	44	21	215	108	257	455	40	248	49	335	803	40
Chatham North	204	1239	147	178	12	114	32	2944	71	28	824	259	723	806	36	238	39	348	871	75
Chatham East	21	136	173	81	1	31	8	455	22	14	312	102	339	586	19	148	16	229	535	29
Lee North	144	228	293	6765	453	14	0	202	43	30	146	58	245	694	39	298	78	734	1099	71
Lee South	80	60	92	2150	273	7	1	45	9	5	31	31	59	210	12	83	29	190	380	15
Orange North	24	76	43	80	4	2464	168	1994	480	120	2632	1013	840	531	51	302	55	288	1024	65
Orange South	18	105	20	52	2	630	332	2462	104	36	1276	393	563	335	23	161	24	173	530	49
Chapel Hill	83	415	103	147	16	530	183	12288	232	79	4136	1076	1910	1290	102	559	96	529	1989	155
Durham North	14	89	42	38	2	366	36	1479	1714	275	6201	3985	1624	1063	138	705	80	524	1980	219
Durham East	15	52	48	37	2	174	31	841	511	541	3259	2715	1787	1160	170	896	66	622	1776	324
Durham West	23	227	120	85	1	469	107	5865	805	166	12001	4097	3384	2480	182	1023	118	959	3300	377
Durham Central	19	87	55	48	1	217	39	1726	954	274	5791	4754	1714	1350	171	929	94	717	2216	231
Durham RTP	5	79	57	19	0	119	21	1486	312	111	2872	1761	2235	1594	102	583	40	518	1233	245
Wake West-RTP	55	367	207	451	25	158	48	3197	544	229	5571	2120	11011	23497	761	4688	720	7510	18486	1398
Wake North	15	37	34	88	4	73	9	413	322	91	1367	743	2643	2607	3195	4684	795	1807	7709	478
North Raleigh	26	77	85	168	7	101	34	1032	537	238	3454	1788	6189	7518	1518	12728	1042	4677	22989	1574
Wake East	23	40	51	101	5	79	12	606	274	115	1326	720	1928	3571	1273	5031	3673	3534	15310	550
Wake South	78	191	166	667	37	123	40	1494	380	181	2479	1164	5285	13259	789	4966	1181	16981	24981	976
Wake Central	55	89	102	277	10	123	35	1358	377	233	2540	1470	4300	8685	1125	8218	1499	7742	36354	1100
RDU	4	16	6	24	1	10	9	265	59	33	761	341	1057	1121	78	887	88	542	2017	438
Johnston Central	15	19	21	149	11	42	6	193	127	43	381	256	659	1329	195	1180	551	2161	5668	213
Johnston West	25	58	24	176	11	51	6	241	137	51	434	219	771	1951	213	1537	400	3312	7730	222
Johnston South	9	4	2	34	3	13	2	45	25	2	60	27	63	128	33	146	58	337	689	27
Johnston North	8	10	8	34	4	16	0	42	42	10	65	48	150	252	108	351	402	465	1427	54
Harnett North	27	40	25	269	17	9	3	116	19	12	122	41	227	894	35	239	93	1974	2087	87
Harnett West	57	75	106	2207	131	21	1	159	41	21	153	85	150	448	40	278	101	681	952	54
Harnett East	27	20	13	298	12	10	4	94	28	23	99	59	149	318	34	218	88	830	1294	32
Fayetteville	70	24	17	370	32	45	2	214	74	51	346	183	299	610	82	649	147	1392	2860	87
Cumberland South	12	5	6	80	7	6	1	44	16	11	52	26	60	105	14	134	19	232	519	20
Cumberland--Spring Lake	10	6	2	57	3	6	0	21	9	5	37	17	24	93	9	82	22	193	365	16
Cumberland North	16	1	2	69	10	12	1	43	24	7	60	25	58	114	16	116	24	231	519	19

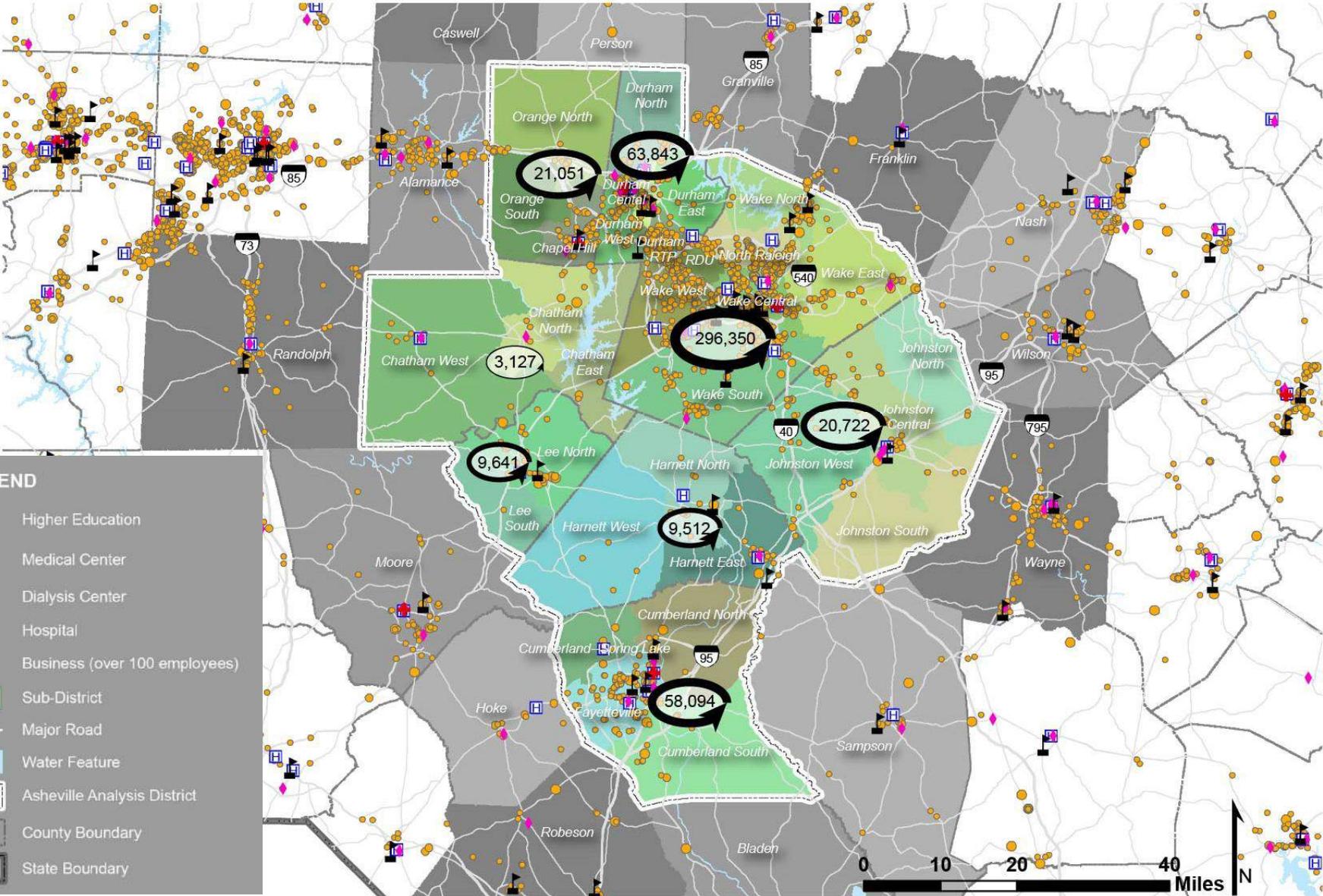
Triangle District	Work Sub-District										
	Johnston Central	Johnston West	Johnston South	Johnston North	Harnett North	Harnett West	Harnett East	Fayetteville	Cumberland South	Cumberland--Spring Lake	Cumberland North
Chatham West	52	18	3	3	59	16	16	56	10	5	6
Chatham North	37	16	1	3	40	12	8	54	13	2	6
Chatham East	19	7	0	2	25	6	0	24	3	1	0
Lee North	153	101	10	15	192	203	108	522	75	78	67
Lee South	62	28	3	3	57	61	40	184	33	41	30
Orange North	56	42	0	2	23	4	9	76	9	7	9
Orange South	33	13	0	2	16	4	10	28	7	2	1
Chapel Hill	94	35	1	7	68	20	20	163	37	10	17
Durham North	69	20	6	2	17	6	36	110	25	11	15
Durham East	46	18	0	2	9	4	32	94	13	10	10
Durham West	99	38	5	6	25	9	39	182	38	18	21
Durham Central	92	28	6	2	22	6	48	173	21	18	15
Durham RTP	27	10	1	1	11	1	22	71	10	7	7
Wake West--RTP	486	236	9	21	177	44	130	484	89	56	58
Wake North	233	95	14	19	51	4	52	184	33	11	16
North Raleigh	406	215	11	28	96	23	114	442	68	38	49
Wake East	738	262	26	104	68	11	57	267	39	26	34
Wake South	1160	870	44	34	841	81	353	537	82	64	92
Wake Central	657	409	17	52	115	47	152	662	103	47	63
RDU	42	24	2	3	16	2	13	54	5	3	11
Johnston Central	6452	1408	206	342	127	40	223	262	78	42	47
Johnston West	3550	3364	228	154	414	65	704	300	64	52	60
Johnston South	1574	615	414	104	68	12	220	75	12	12	9
Johnston North	1437	255	50	569	27	13	52	83	19	9	10
Harnett North	316	232	20	16	1913	214	556	456	58	56	99
Harnett West	194	103	14	13	981	1113	442	2260	211	662	322
Harnett East	451	551	60	13	1225	225	2843	915	142	119	284
Fayetteville	263	149	19	11	242	225	433	32402	2842	2052	2272
Cumberland South	34	41	6	3	63	43	154	6545	1740	249	662
Cumberland--Spring Lake	38	29	1	1	57	84	68	1042	117	406	96
Cumberland North	55	48	2	3	133	75	338	5043	661	404	1561

Home Sub-District

# Sub-District Commuter Flow Analysis

# Intra-County Flows

Triangle District (Source: LEHD 2014, All Jobs)



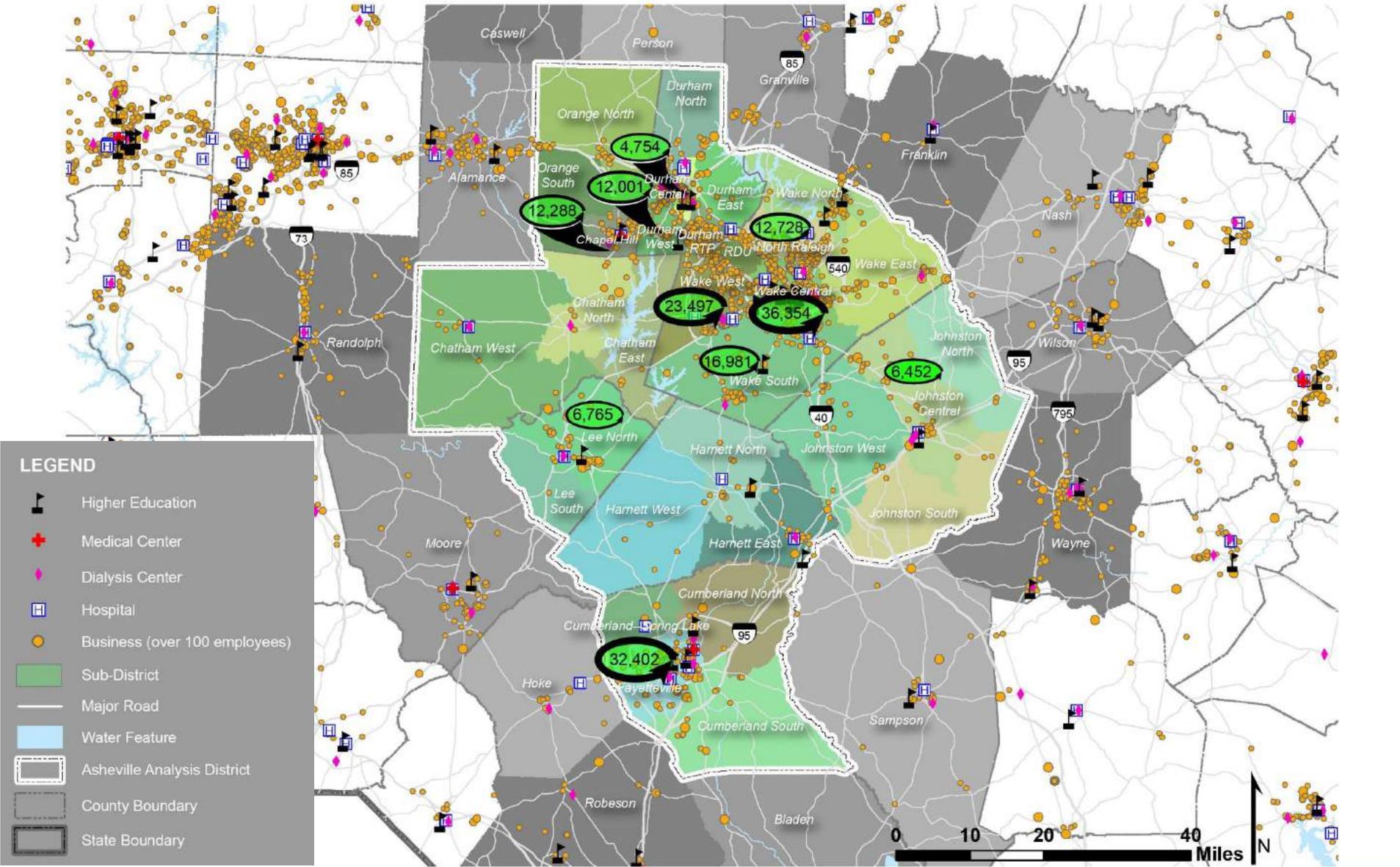
### LEGEND

- Higher Education
- Medical Center
- Dialysis Center
- Hospital
- Business (over 100 employees)
- Sub-District
- Major Road
- Water Feature
- Asheville Analysis District
- County Boundary
- State Boundary

### Sub-District Commuter Flow Analysis

### Intra-Area Flows—Potential Local Service

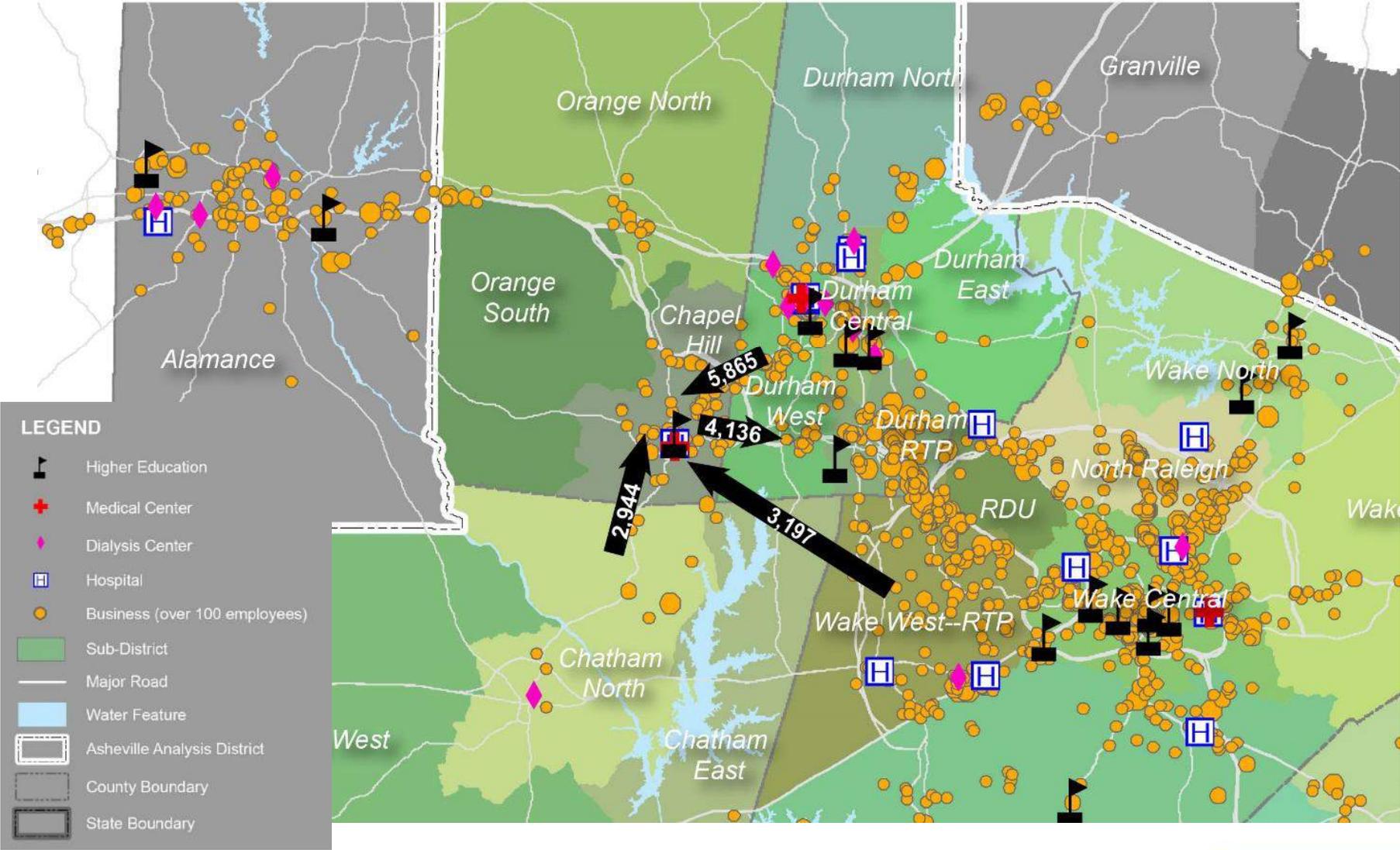
Triangle District (Source: LEHD 2014, All Jobs)



Trips to/from Chapel Hill Sub-District

# Sub-District Commuter Flow Analysis

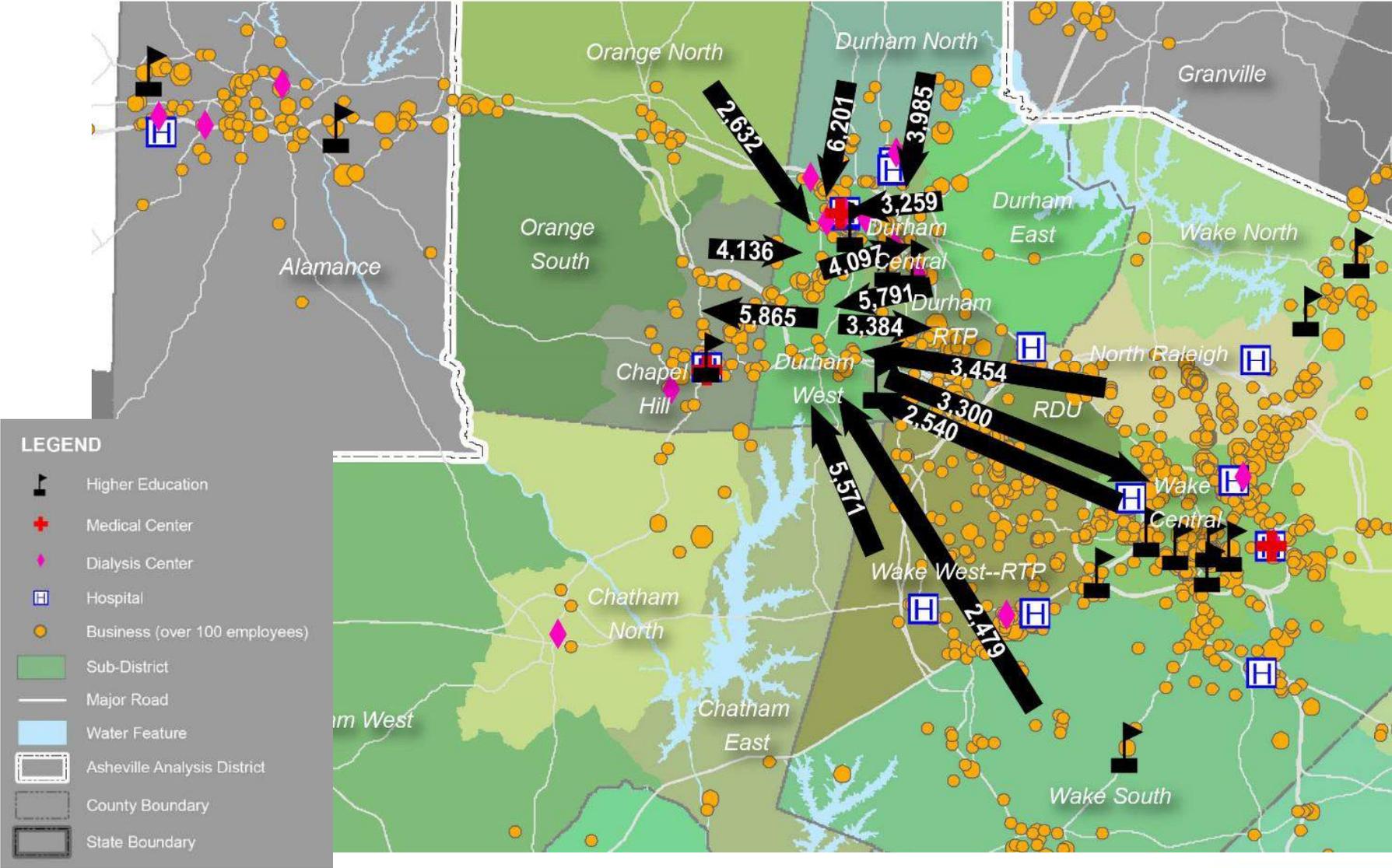
Triangle District (Source: LEHD 2014, All Jobs)



# Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

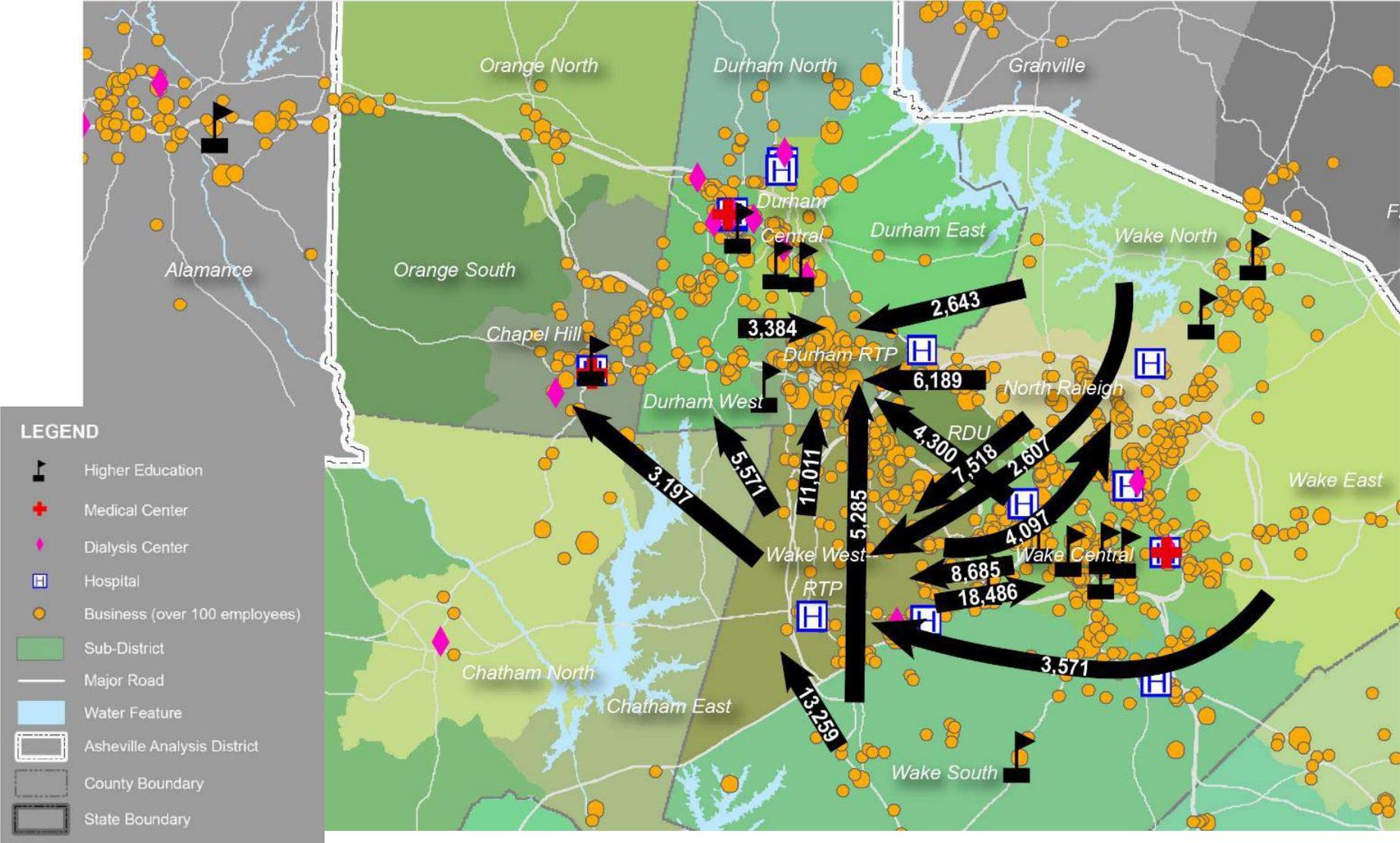
*Trips to/from Durham West & Durham Central Sub-Districts*



# Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

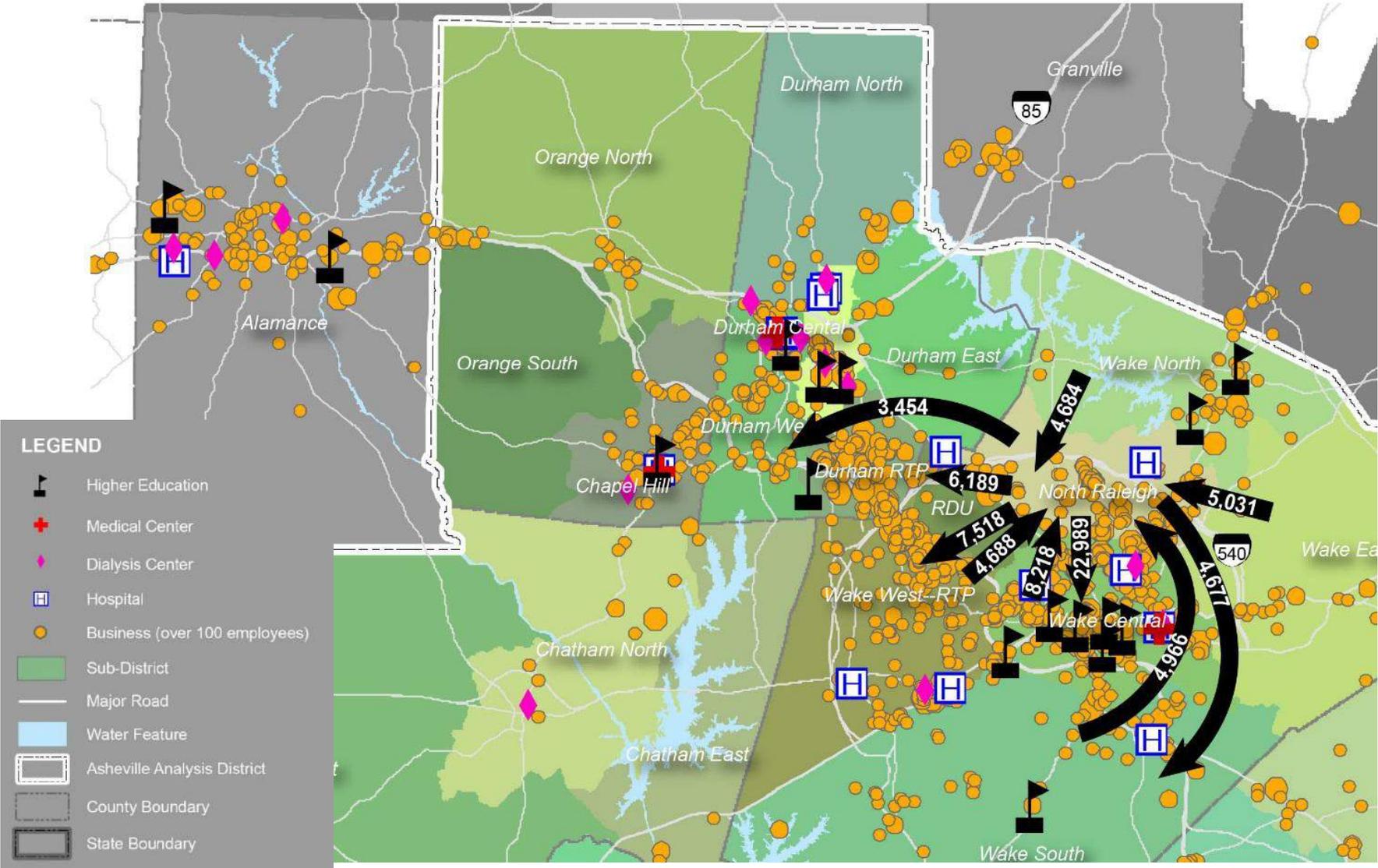
*Trips to/from Durham—RTP and Wake West RTP Sub-District*



# Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

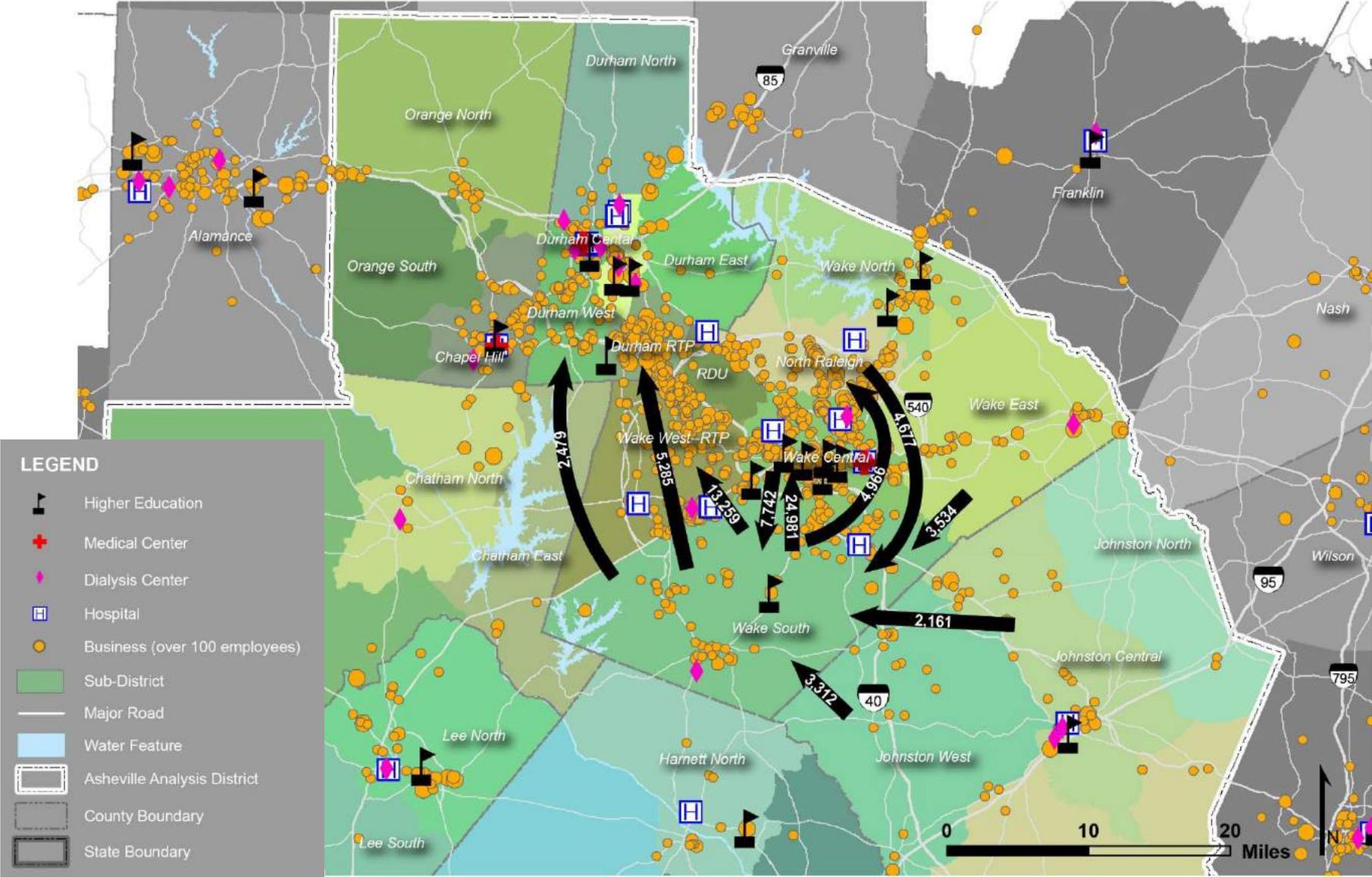
*Trips to/from North Raleigh Sub-District*



### Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

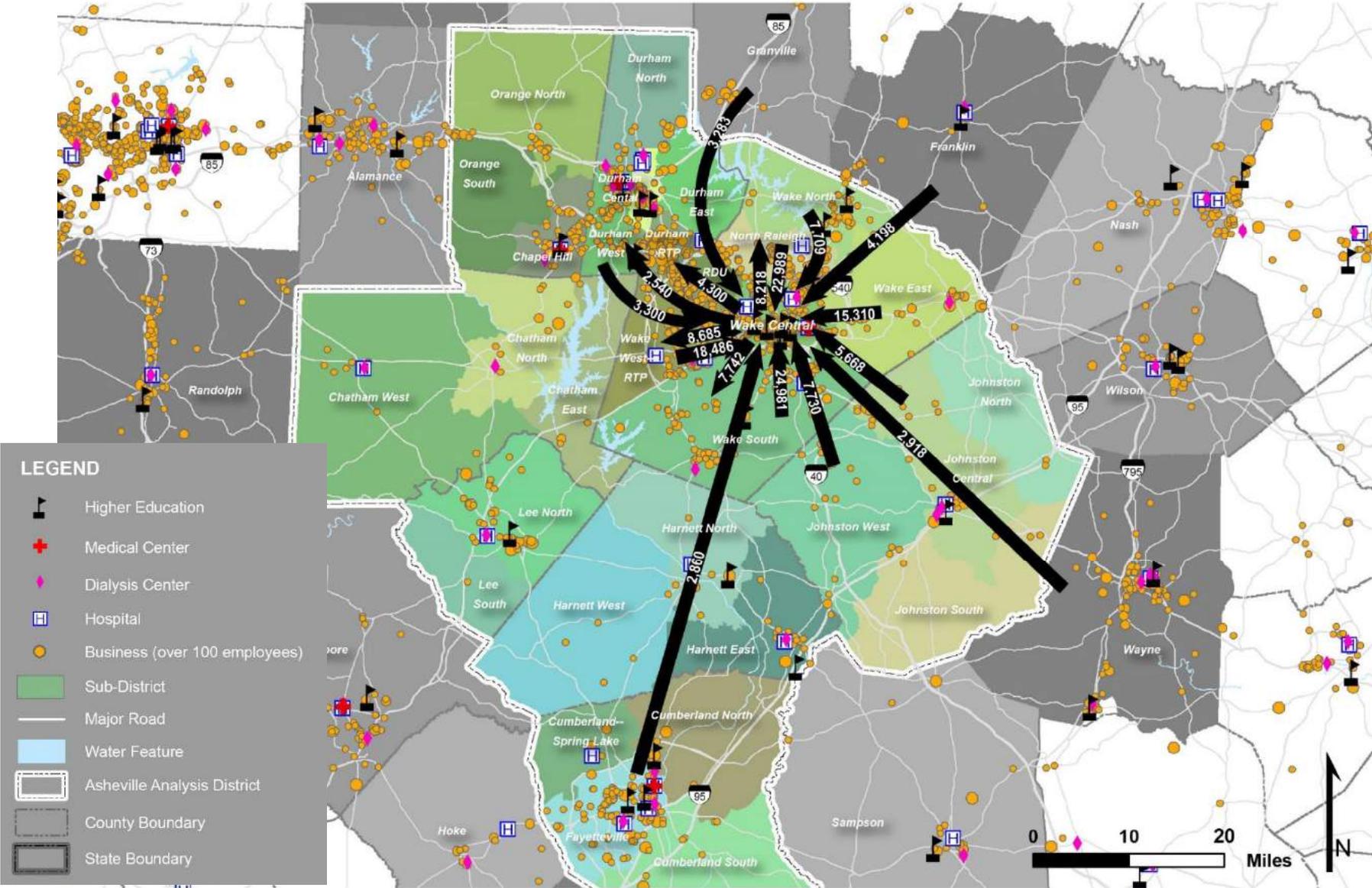
### Trips to/from Wake South Sub-District



### Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

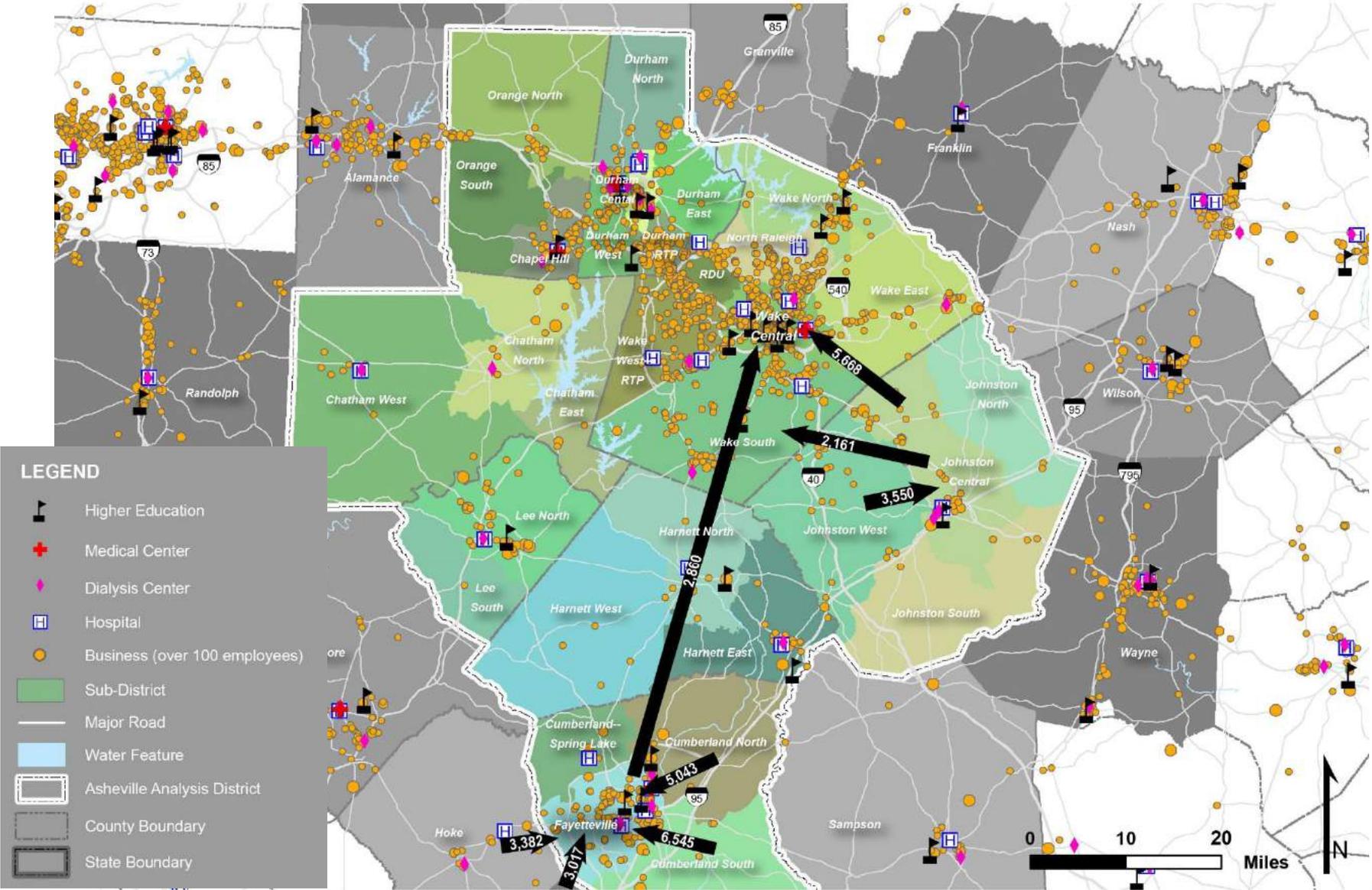
### Trips to/from Wake Central Sub-District



### Sub-District Commuter Flow Analysis

Triangle District (Source: LEHD 2014, All Jobs)

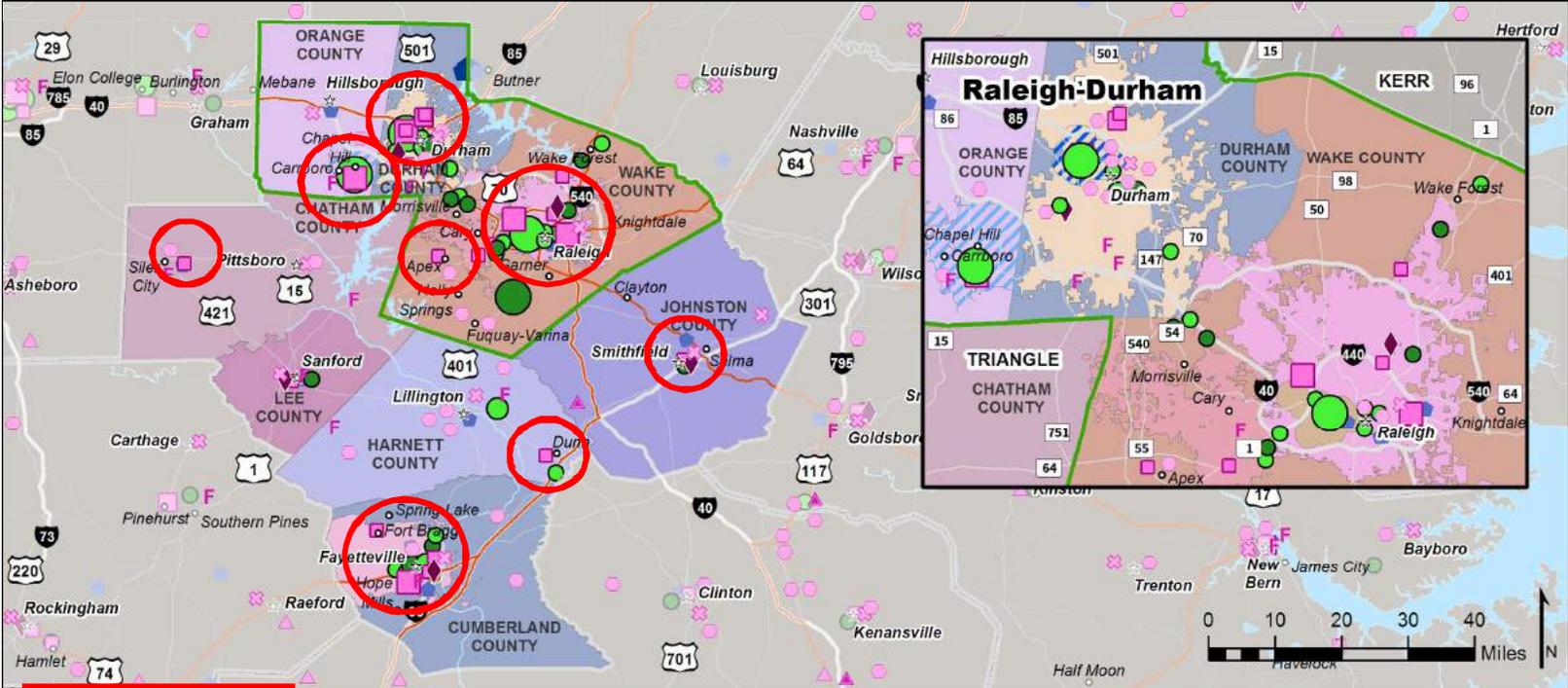
*Trips to/from Johnston Central and Fayetteville Sub-Districts*



# Triangle District Existing Transit Profile

- **8 Counties, 16 providers**
  - Fixed Route Bus and Demand Response
    - GoTransit System (GoCary, GoDurham, GoRaleigh, GoTriangle, Chapel Hill Transit)
    - County of Lee Transit System
    - Fayetteville Area System of Transit
    - Orange Public Transportation
  - Demand Response Only
    - Johnston County Area Transit System
    - Chatham Transit Network
    - Community Transportation Program
    - Harnett Area Rural Transit System
    - Wake Coordinated Transportation Services
- Vanpool
  - GoTriangle
- Types of service
  - Fixed Route Service
  - Demand response
    - General public
    - In-county
    - Out-of-county
    - Medical
  - Vanpool
- Destinations served
  - Cities/Towns
  - Medical
  - Education
  - Out-of-county

**Triangle**  
Transit Service Areas and Major Destinations



Hospitals (Count of Beds)
<span style="display:inline-block; width:10px; height:10px; background-color:lightpink; border:1px solid red;"></span> < 200 (or unknown)
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral; border:1px solid red;"></span> 201 - 500
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral; border:1px solid red;"></span> 501 - 1200

Junior College (Enrolled)
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> ≤ 5,000
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> 5,001 - 15,000
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> 15,001 - 35,000
College/Univ. (Enrolled)
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> ≤ 5,000
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> 5,001 - 15,000
<span style="display:inline-block; width:10px; height:10px; background-color:lightgreen;"></span> 15,001 - 35,000

Safety Net Sites
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> CMS* Rural Health Clinic
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> ORH† Rural Health Center
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> Federally Qualified Health Centers
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> Free Clinic
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> Health Department Site

\* Center for Medicaid & Medicare Services  
† Office of Rural Health

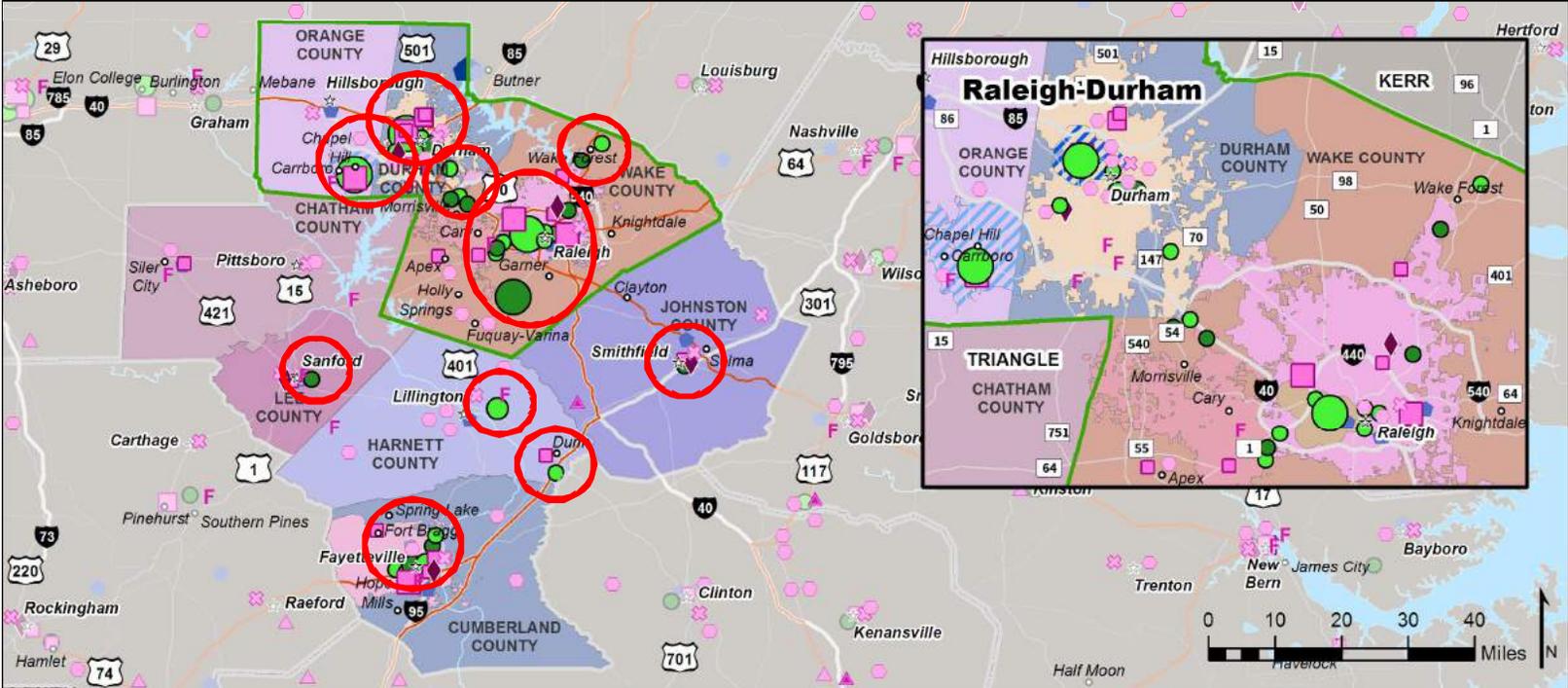
Government Services
☆ County Seat
◆ Social Security Office
■ State Prison
■ Federal Prison
Intercity Bus Routes

Transit Providers
Jurisdiction (Approximate)
<span style="display:inline-block; width:10px; height:10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, blue 2px, blue 4px);"></span> Chapel Hill Transit
<span style="display:inline-block; width:10px; height:10px; background-color:lightblue;"></span> Chatham Transit Network
<span style="display:inline-block; width:10px; height:10px; background-color:lightblue;"></span> CTP (Cumberland County)
<span style="display:inline-block; width:10px; height:10px; background-color:lightblue;"></span> COLTS (Lee County)
<span style="display:inline-block; width:10px; height:10px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, blue 2px, blue 4px);"></span> Duke Transit
<span style="display:inline-block; width:10px; height:10px; background-color:lightblue;"></span> Durham County ACCESS
<span style="display:inline-block; width:10px; height:10px; background-color:lightblue;"></span> FAST (Fayetteville)

<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> GoCary
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> GoDurham
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> GoRaleigh
<span style="display:inline-block; width:10px; height:10px; border:1px solid green;"></span> GoTriangle
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> HARTS (Harnett County)
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> JCATS (Johnston County)
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> NCSU Wolfline
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> Orange Public Transportation
<span style="display:inline-block; width:10px; height:10px; background-color:lightcoral;"></span> Wake County WCTS/TRACS

Jurisdiction Provides Out-of-County Medical Appointment Transportation

**Triangle**  
Transit Service Areas and Major Destinations



**Hospitals (Count of Beds)**

- < 200 (or unknown)
- 201 - 500
- 501 - 1200

**Junior College (Enrolled)**

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

**College/Univ. (Enrolled)**

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

**Safety Net Sites**

- ▲ CMS\* Rural Health Clinic
- ▲ ORH† Rural Health Center
- ◆ Federally Qualified Health Centers
- F Free Clinic
- ✕ Health Department Site

\* Center for Medicaid & Medicare Services  
† Office of Rural Health

**Government Services**

- ☆ County Seat
- ◆ Social Security Office
- State Prison
- Federal Prison

**Intercity Bus Routes**



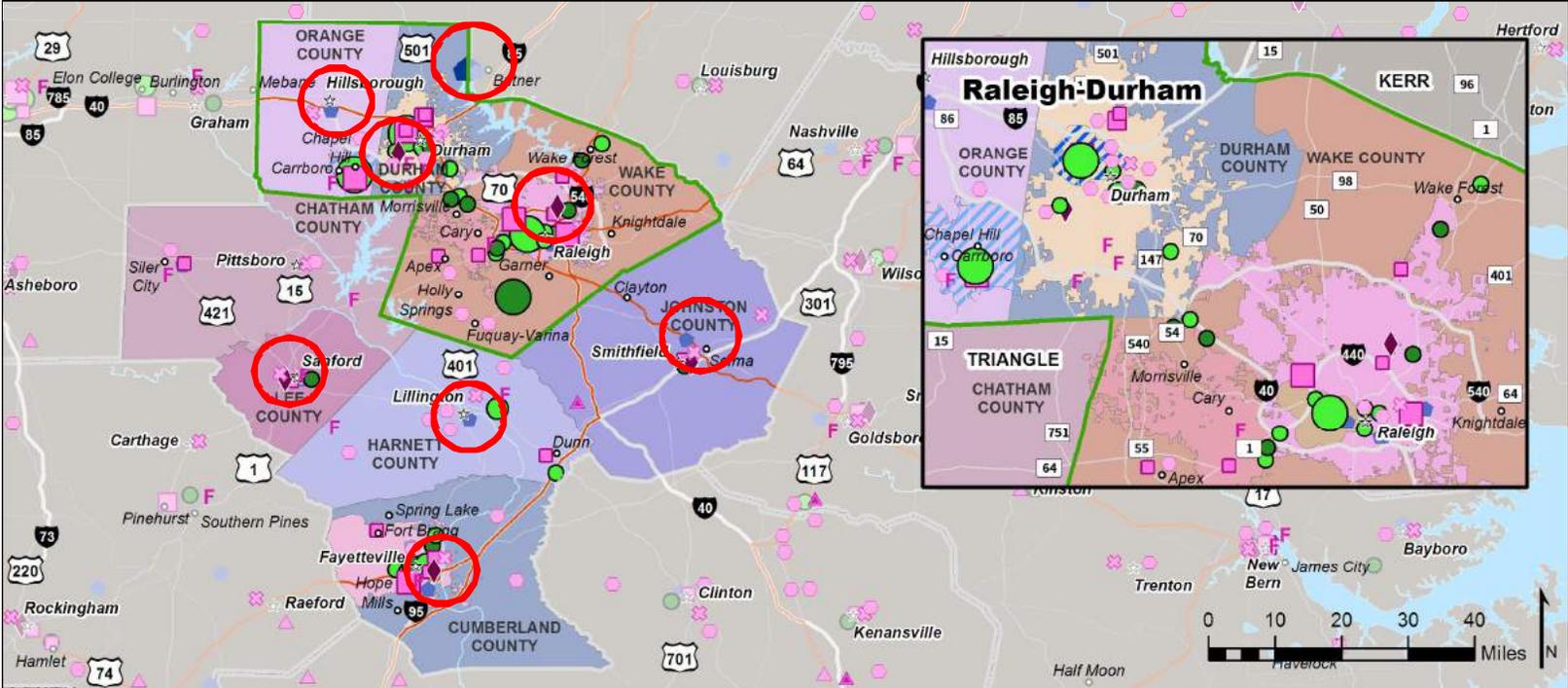
**Transit Providers**

- Jurisdiction (Approximate)
- ▨ Chapel Hill Transit
  - ▨ Chatham Transit Network
  - ▨ CTP (Cumberland County)
  - ▨ COLTS (Lee County)
  - ▨ Duke Transit
  - ▨ Durham County ACCESS
  - ▨ FAST (Fayetteville)

- + GoCary
- + GoDurham
- + GoRaleigh
- + GoTriangle
- + HARTS (Harnett County)
- + JCATS (Johnston County)
- + NCSU Wolfline
- + Orange Public Transportation
- + Wake County WCTS/TRACS

+ Jurisdiction Provides Out-of-County Medical Appointment Transportation

**Triangle**  
Transit Service Areas and Major Destinations



**Hospitals (Count of Beds)**

- ◻ < 200 (or unknown)
- ◻ 201 - 500
- ◻ 501 - 1200

**Junior College (Enrolled)**

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

**College/Univ. (Enrolled)**

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

**Safety Net Sites**

- ▲ CMS\* Rural Health Clinic
- ▲ ORH† Rural Health Center
- ◻ Federally Qualified Health Centers
- F Free Clinic
- ✕ Health Department Site

\* Center for Medicaid & Medicare Services  
† Office of Rural Health

**Government Services**

- ☆ County Seat
- ◆ Social Security Office
- ◆ State Prison
- ◆ Federal Prison

**Inter-city Bus Routes**

**Transit Providers**

- Jurisdiction (Approximate)
- ▨ Chapel Hill Transit
  - ▨ Chatham Transit Network
  - ▨ CTP (Cumberland County)
  - ▨ COLTS (Lee County)
  - ▨ Duke Transit
  - ▨ Durham County ACCESS
  - ▨ FAST (Fayetteville)

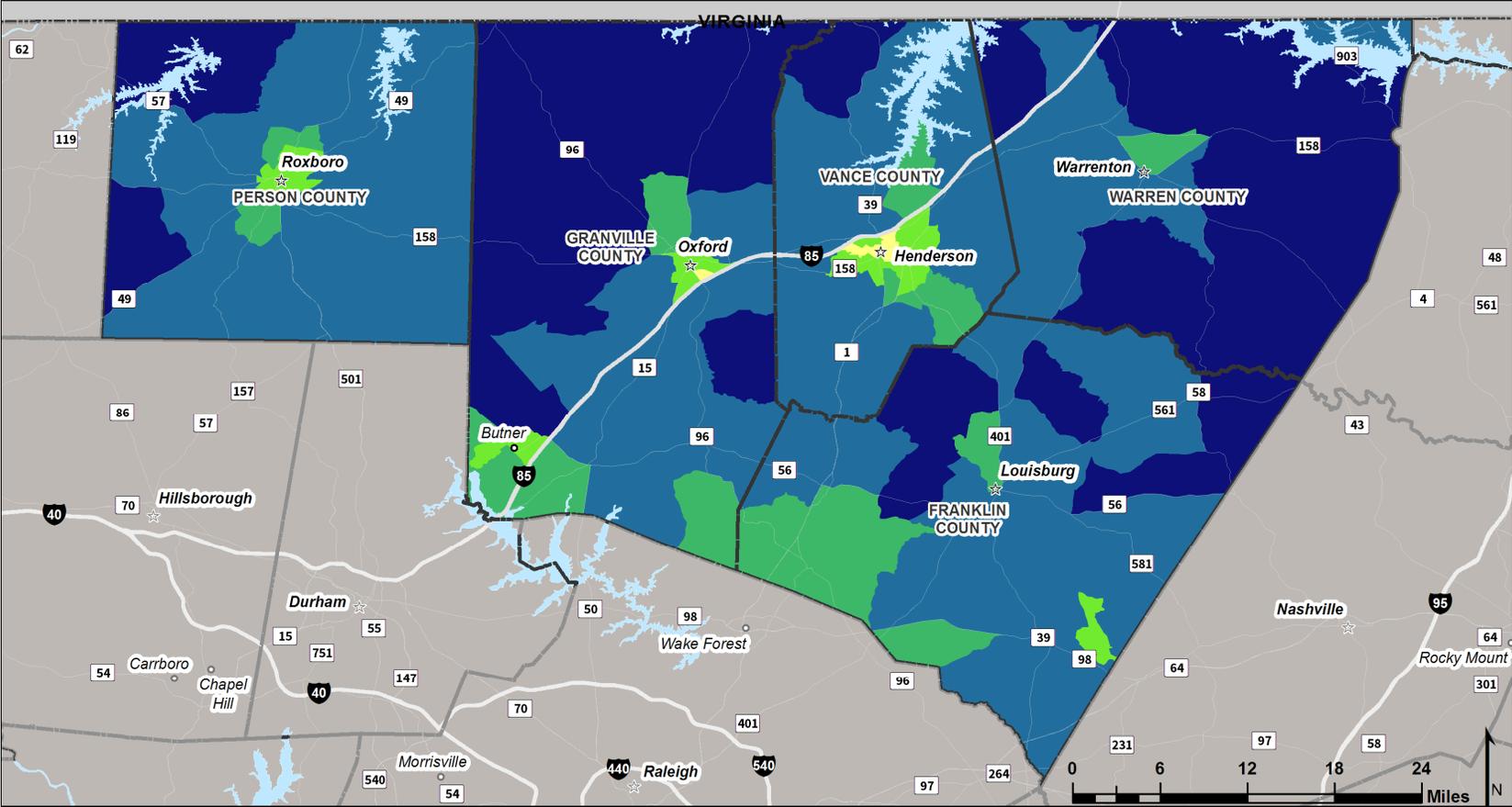
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⊕ Jurisdiction Provides Out-of-County Medical Appointment Transportation

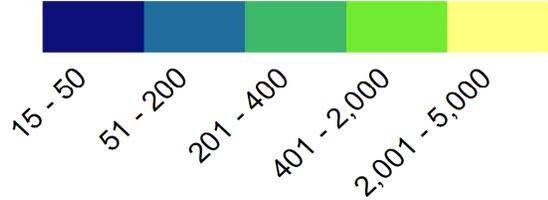
# Opportunities Analysis – Gap Analysis

- **Potential Opportunities**
  - Coordinate service between providers
    - Potential coordination includes call centers, educational materials, and demand-response services
  - Enhance communication
    - Out-of-county destinations and eligibility for demand-response providers
  - Enhance Demand Response services
    - Expand services to general purposes
    - Provide increased connection to major employment centers and commercial areas
    - Additional inter-county coordination, especially from the three southern counties that provide medical trips to hospitals in Chapel Hill and Durham
  - Enhance Fixed-Route services
    - Enhance bus stop amenities
    - Provide increased technology
    - Add services to rural and underserved areas
    - Increase span of service
  - Expanded Regional Services
    - Potential for services from counties surrounding the Triangle region in addition to Durham, Orange and Wake counties
    - Anticipate urbanized area boundary changes with the 2020 census

**Kerr**  
Population Density



Population per Square Mile



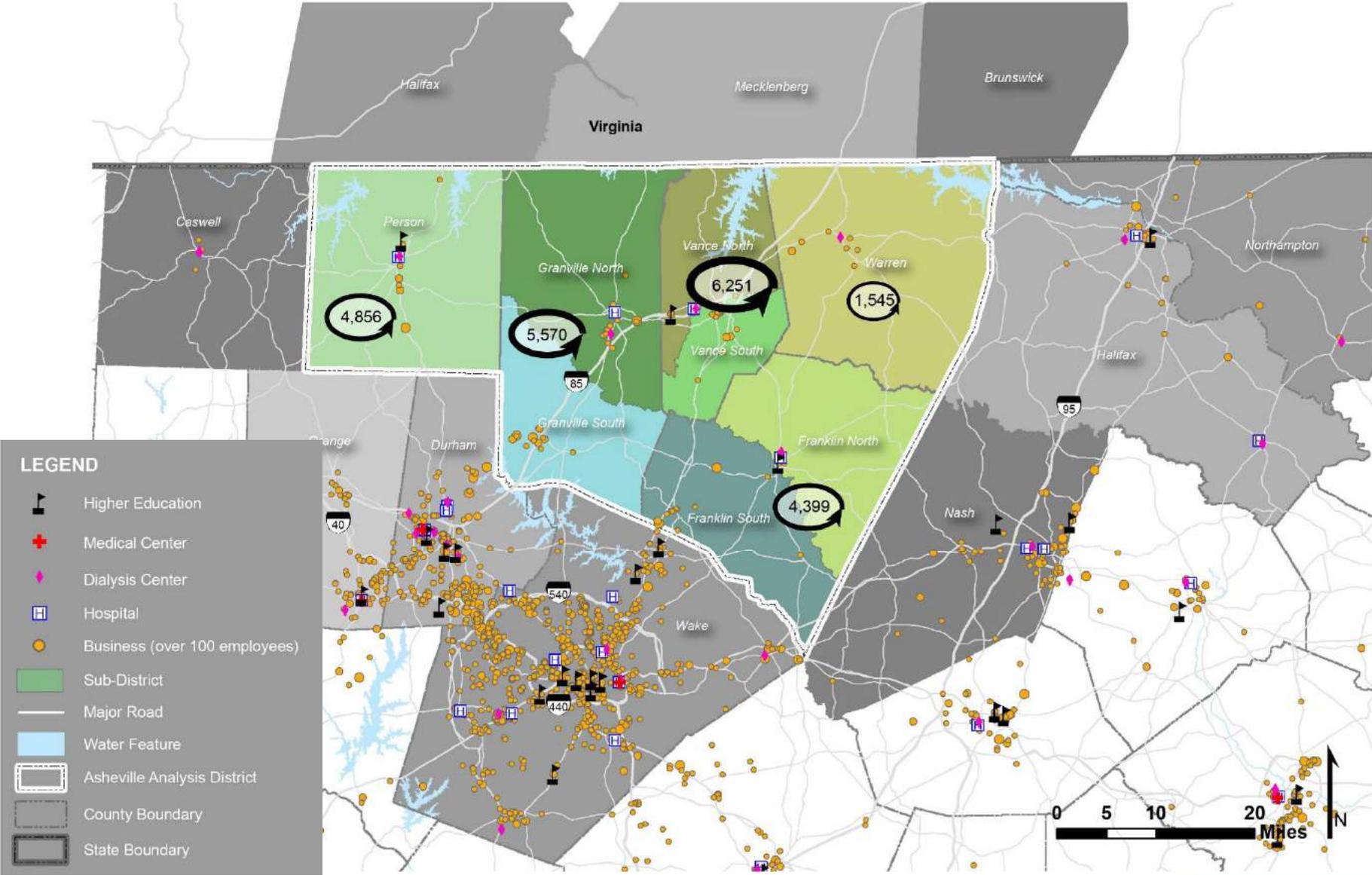
County	Population
Franklin	62,296
Granville	58,109
Person	39,262
Vance	44,829
Warren	20,468

Kerr District		Work Sub-District							Person
		Franklin North	Franklin South	Vance North	Vance South	Warren	Granville North	Granville South	
Home Sub-District	Franklin North	1111	761	82	417	59	119	54	18
	Franklin South	606	1921	74	369	39	195	176	32
	Vance North	55	91	461	1536	112	620	127	69
	Vance South	151	167	791	3463	197	1147	174	87
	Warren	88	126	195	793	1545	373	88	68
	Granville North	39	70	307	677	56	2961	529	158
	Granville South	68	209	89	294	27	739	1341	89
	Person	10	9	6	49	14	223	168	4856

### Sub-District Commuter Flow Analysis

Kerr District (Source: LEHD 2014, All Jobs)

### Intra-County Flows

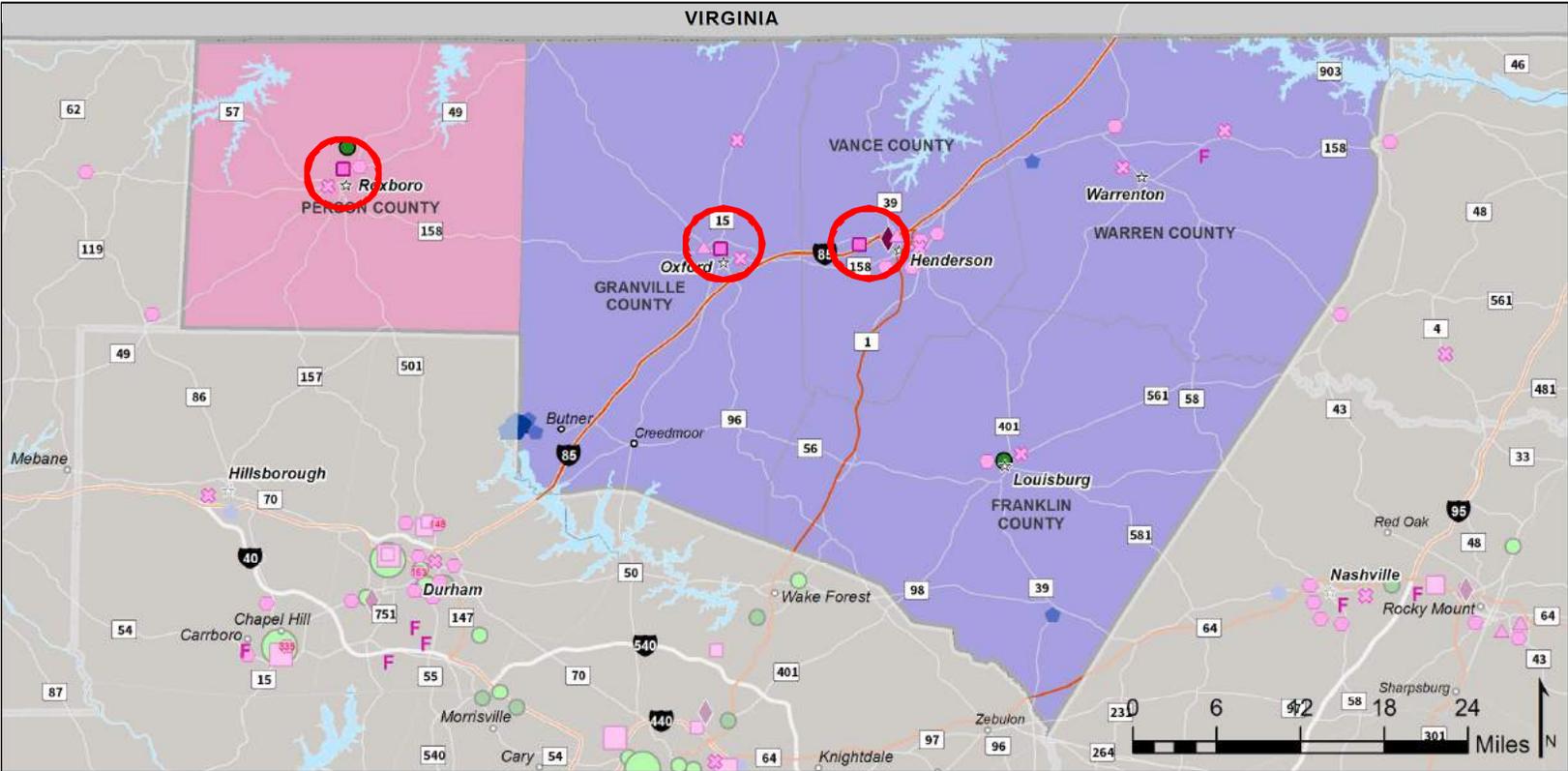




# Kerr District Existing Transit Profile

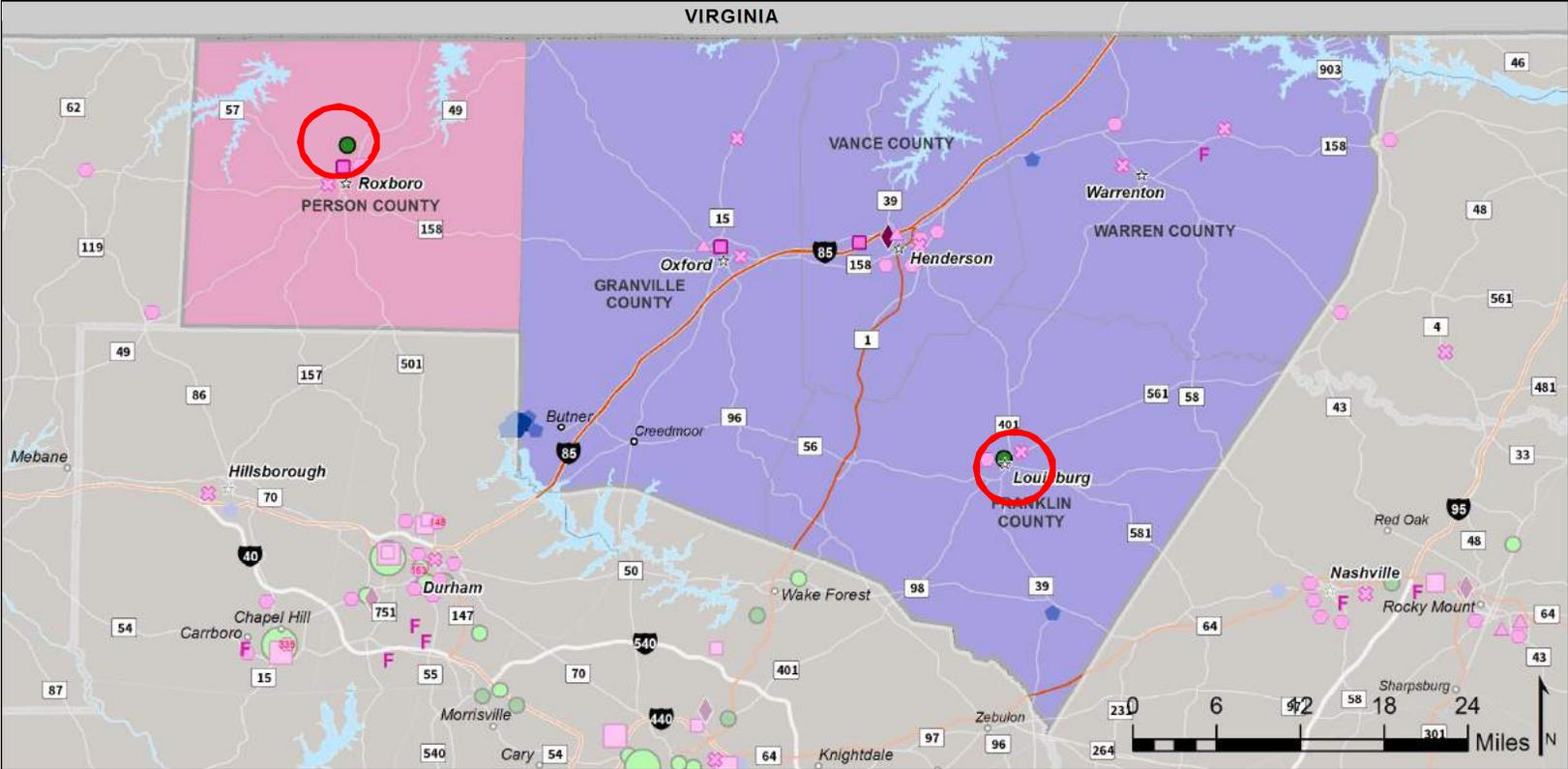
- **5 Counties, 2 providers**
  - Fixed Route and Demand-Response
    - Person Area Transportation System
    - Kerr-Area Transportation Authority
  - No inter-provider service
- **Types of service**
  - Fixed Route Bus
  - Demand response
    - General public
    - In-county
    - Out-of-county
    - Medical
- **Destinations served**
  - Cities/Towns
  - Medical
    - Granville Health System
    - Person Memorial Hospital
    - Maria Parham Medical Center
  - Education
    - Louisburg College
    - Piedmont Community College
    - Vance-Granville Community College
  - Out-of-county

**Kerr**  
Transit Service Areas and Major Destinations



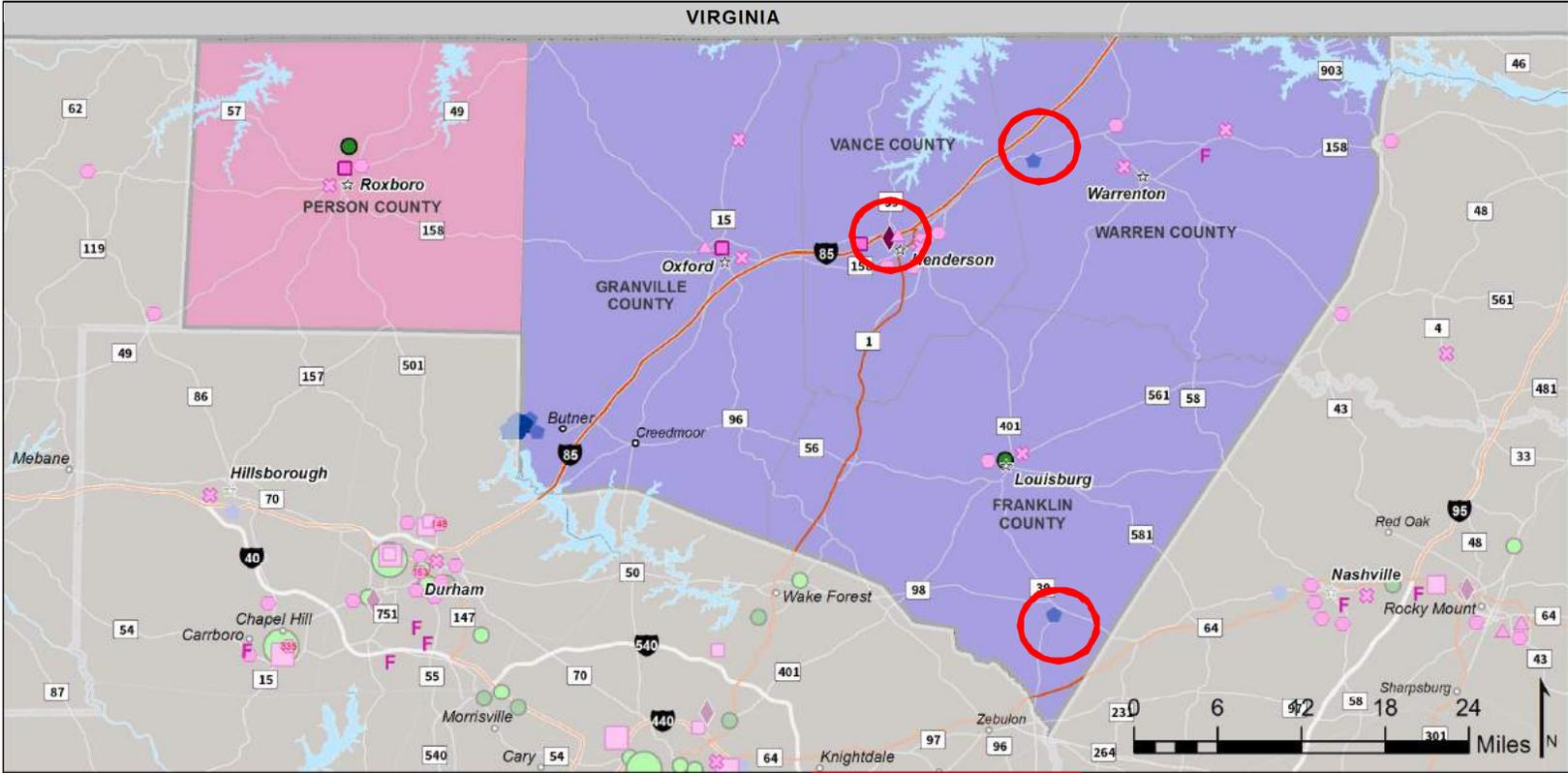
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<p>* Center for Medicaid &amp; Medicare Services † Office of Rural Health</p>				

**Kerr**  
Transit Service Areas and Major Destinations



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**Kerr**  
Transit Service Areas and Major Destinations



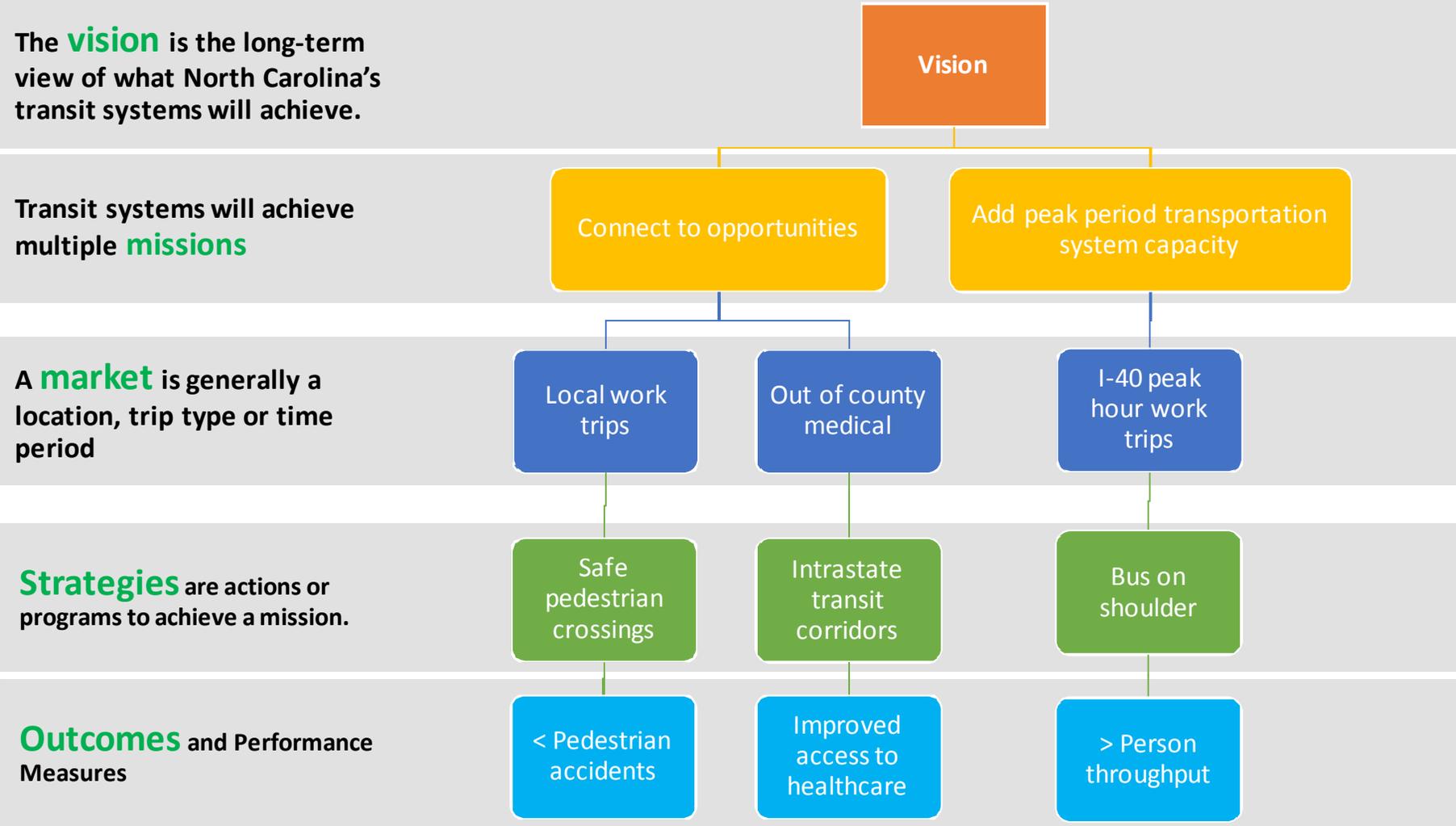
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# Opportunities Analysis – Gap Analysis

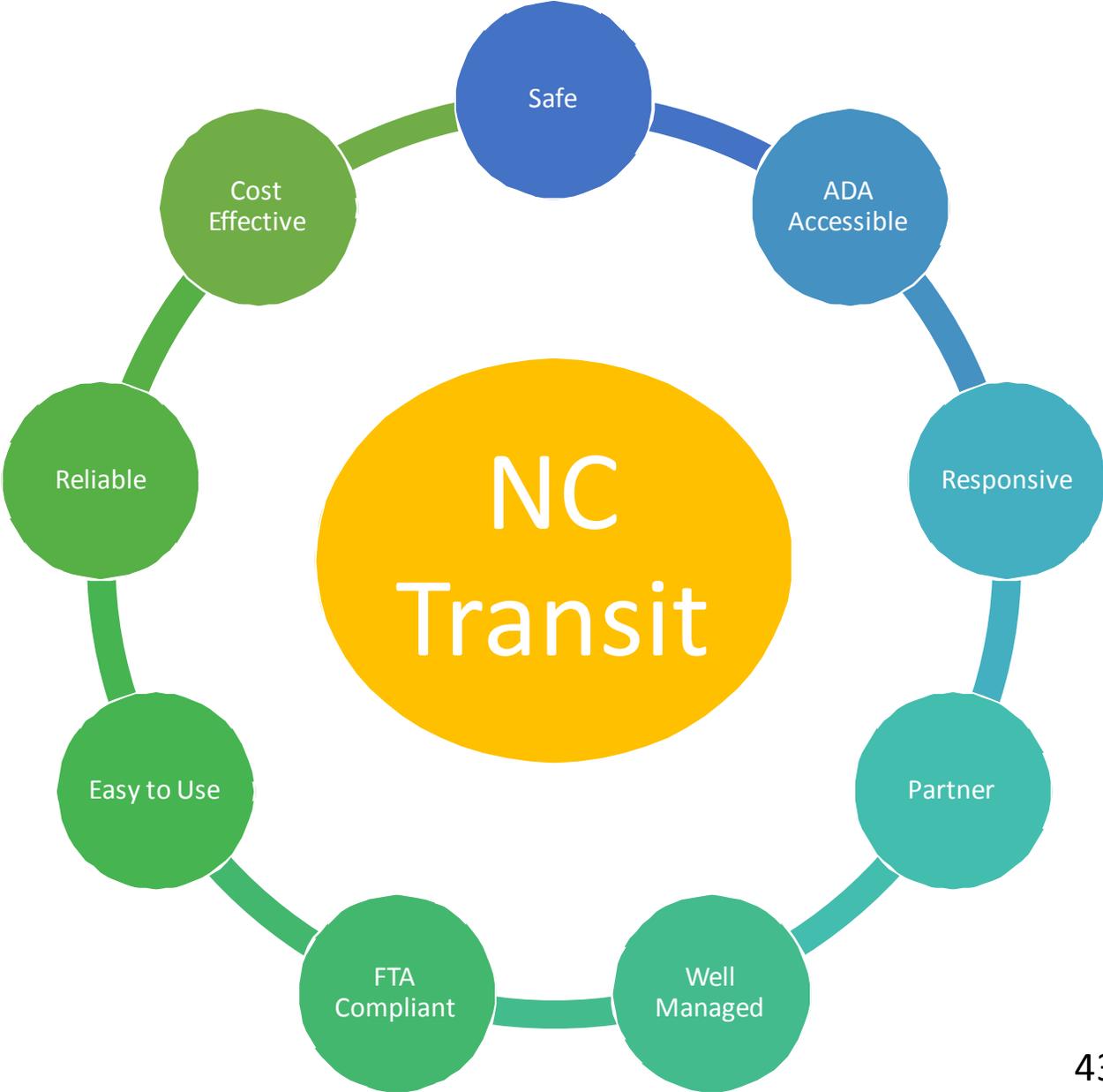
- **Potential Opportunities**

- Expand out-of-county service for all trips
  - May include connection with Research Triangle
- Enhance communication strategies for riders
  - Launch education campaign due to proximity to Research Triangle
- Enhance Demand Response services
  - Extend service hours including evenings and weekends
  - Expand service for elderly, disabled, limited English proficient
- Enhance Fixed-Route services
  - Add fixed-route services between activity centers
  - Add park-and-ride lots

# Strategic Planning Framework



**Themes**  
all transit services will have these characteristics



# Potential Missions

- Connect North Carolinians to Opportunities
  - Employment
  - Education
  - Healthcare
  - Recreation
- Improve the State's Quality of Life
  - Support economic development
  - Promote healthy choices
  - Enable independent living
  - Equality of access
- Increase Peak Period Capacity for Major Corridors

# Potential Markets

- Employment
  - Provide access to both nearby and regional employment centers.
  - Improve citizens' job opportunities and expands employers' access to a skilled workforce.
- Medical Services
  - Improve access by patients, employees and visitors to medical facilities and services.
- Education
  - Expand the reach and effectiveness of the educational system.
  - Provide residents with opportunities for life-long learning
- Senior / Paratransit
  - Provide senior citizens and persons with disabilities access to life sustaining activities
  - Access to vital services enabling senior citizens to live at home and avoid expensive long-term skilled medical care facilities.
  - Assist individuals who are unable to drive or use other transit services integrate into the community.
- Recreation / Shopping
  - Improve access to recreation and shopping opportunities

## ***Potential Strategies Related to the Division of Highways***

- **Intrastate Community Transit Network**
  - Regional and intrastate services across jurisdictional boundaries
  - Connections from rural communities and between urban centers
  - Improved access to jobs, higher education, and medical facilities
- **Safer ADA-Compliant Passenger Crossings**
  - Locate stops where safe crossings can be provided
  - Plan safer crossings with construction projects
  - Transit system, Division of Highways and city traffic staffs must cooperate on identifying and constructing safer crossings
- **Safer ADA-Compliant Transit Stops**
  - Coordinate transit stop improvements with construction projects
  - Improve existing stops with passenger amenities, better lighting and ADA access
- **Integrated Transit, Bicycle and Pedestrian Network**
  - Plan bicycle and pedestrian improvements with a focus on improving transit access
  - Prioritize project selection for joint transit, bicycle and pedestrian projects

# *Potential Strategies Related to the Division of Highways*

- **Faster Transit**

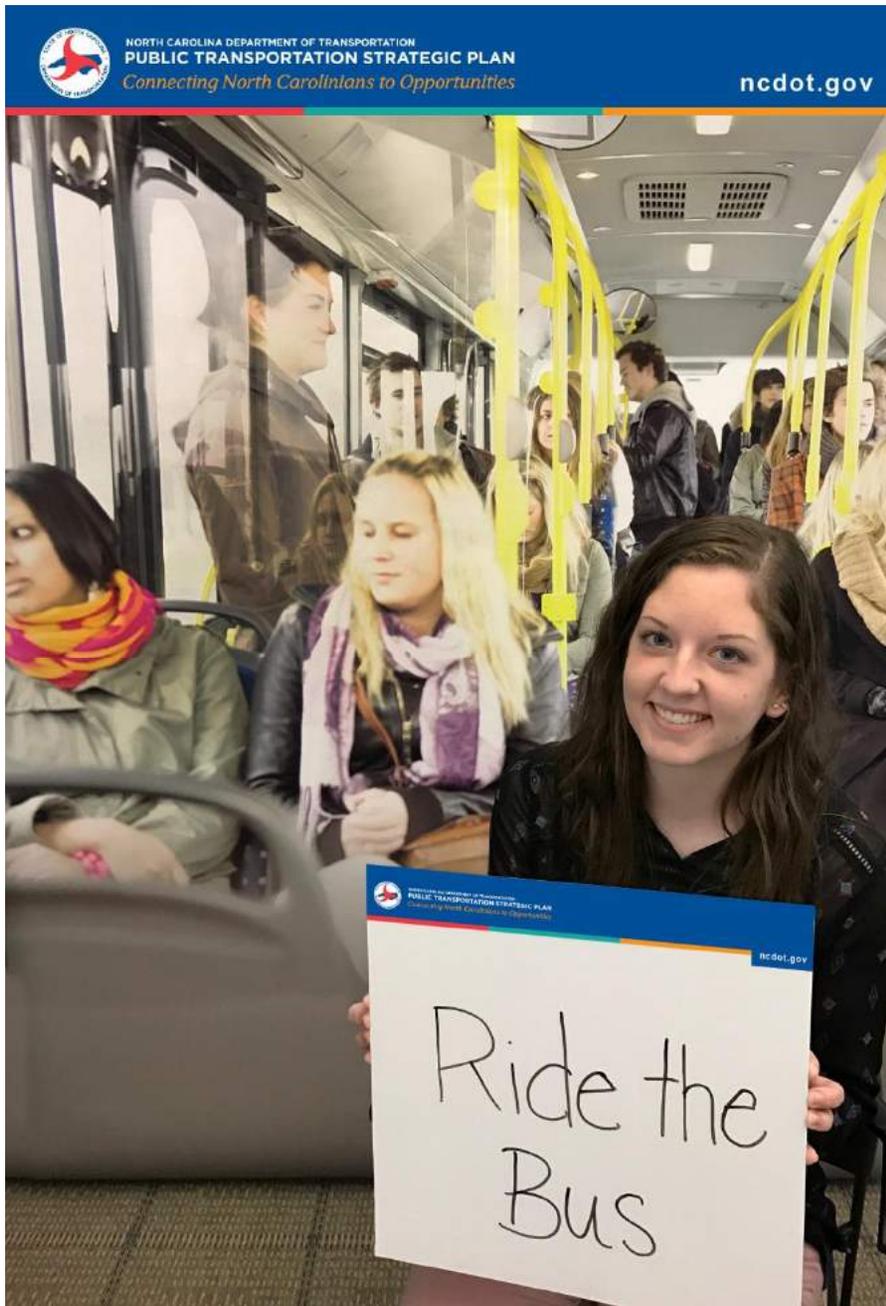
- Bus on Shoulder, Traffic Signal Preemption, Queue Jumper Lanes, HOV / Bus Lanes
- In the planning process identify corridors where improved transit speeds may increase transit ridership
- Develop typical transit cross sections

- **Congested Corridor Multimodal Strategies**

- Corridor plans through MPO planning process
- Focus on peak period mobility improvements
- Identify incremental improvements such as park and ride lots and express buses

- **Multimodal Access Plans for New Developments of Statewide Significance**

- Engage local governments and developers in identifying strategies to reduce single passenger auto use
- Identify and program transportation network improvements related to new developments
- Plan for transit, pedestrian and bicycle access to all major developments



*Break*

*Photo Booth*

# Break out session

SWOT Analysis (4 index cards to each participant):

## **Strengths**

The top three services/benefits that NC public transportation provides to me (or the people I serve) are

## **Weaknesses**

The top three weaknesses of NC public transportation today are:

## **Challenges (Threats)**

What are the organizational / administrative / physical / fiscal challenges for transit today

## **Opportunities**

What are three areas for improvement in today's transit services?

# Report

**Strengths**

**Weaknesses**

**Challenges (Threats)**

**Opportunities**

# Poll Everywhere

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

# Vision

What is your vision for North Carolina's public transportation program?

# Poll Everywhere

What word should be included in the North Carolina Public Transportation Vision Statement?



PUBLIC TRANSPORTATION

# STRATEGIC PLAN

*Connecting North Carolinians to Opportunities*



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Public Transportation Division

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404 433 1379

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