



Appendix II – May Geographic Community Workshop Presentation

The following slides were presented to the northeast region of the state during the May workshop series. Presentations given during the May workshop series contained the same selection of slides, except where geographically based information was presented, in which case the slides varied to reflect the local areas participating in the workshop. The localized information can be found in Sections 1 and 2 of the Statewide Public Transportation Strategic Plan Technical Report.

Figure A-16: PowerPoint presentation that were presented to the northeast region of North Carolina during May workshops

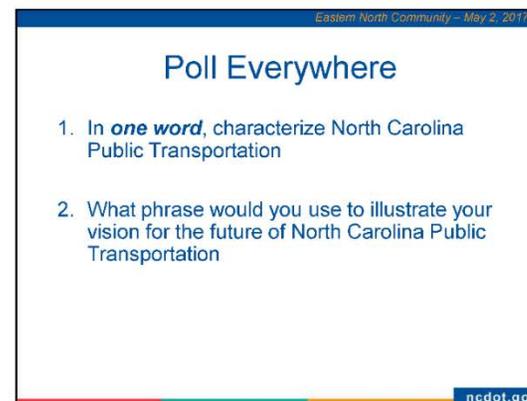
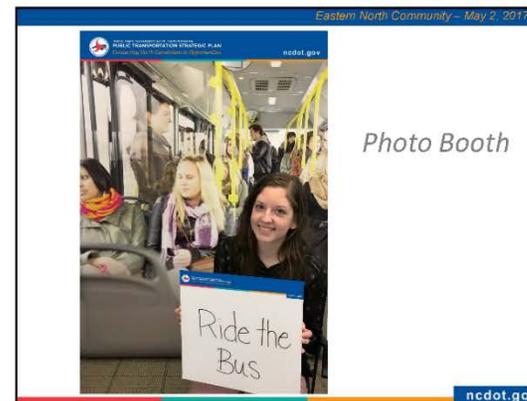




Figure A-16: continued

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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

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By the end of the meeting we will...

- Have a shared understanding of the challenges and opportunities for North Carolina public transportation
- Discussed vision and goals for the future of public transportation in North Carolina that represents its diverse constituencies
- Considered priorities for the future of transit in North Carolina

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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

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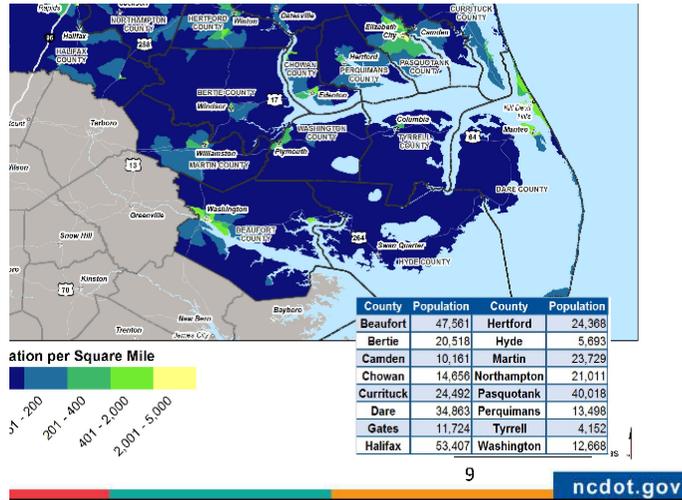
Draft Analysis Districts

Mountain South	Cherokee, Clay, Graham, Swain, Macon, Jackson, Transylvania	Triangle South	Robeson, Columbus, Bladen, Sampson, Duplin
Asheville	Wayne, Rutherford, Henderson	Wilmington	Sumner, New Hanover, Pamlico
Mountain Central	Madison, Yancey, Mitchell, Avery	Triangle	Durham, Orange, Wake, Chatham, Lee, Harnett, Cumberland, Johnston
Mountain North	Ashe, Alleghany, Wilkes, Watauga	Roanoke	Forsyth, Guilford, Alamance, Davidson, Randolph, Caswell
Foothills	Frank, Rutherford, Cleveland	Charlotte	Lincoln, Gaston, Iredell, Rowan, Cabarrus, Union, Mecklenburg, Stary
Rocky	Catawba, Alexander, Caldwell, Burke, McDowell	Outer Banks	Currituck, Dare, Hyde, Tyrrell, Pamlico, Currituck, Camden, Pender, Dare
Piedmont	Dare, Yadkin, Davie, Stokes, Rockingham, Forsyth, Guilford, Alamance, Davidson, Randolph, Caswell		
Charlotte	Lincoln, Gaston, Iredell, Rowan, Cabarrus, Union, Mecklenburg, Stary		
Jordan	Ames, Montgomery, Richmond, Moore, Hoke, Scotland		

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Figure A-16: continued



Halifax North	5409	644	894	140	99	62	8	50
Halifax South	563	916	151	72	174	65	1	39
Northampton	1051	167	1442	573	243	101	12	42
Hertford	131	60	276	3334	565	87	90	56
Bertie	53	39	132	975	2067	358	14	233
Martin	64	76	91	190	374	3227	3	78
Gates	20	11	11	417	57	21	698	79
Chowan	19	17	49	230	173	67	91	2028
Perquimans	16	4	21	120	69	40	35	323
Pasquotank	44	16	49	240	103	68	31	231
Camden	11	1	9	58	17	22	16	37
Currituck--Beaches	0	2	0	4	6	3	1	5
Currituck West	24	12	19	118	36	40	10	63
Washington	18	8	15	98	86	223	2	210
Tyrrell	4	3	14	60	49	24	18	69
Dare--Beaches	30	15	27	165	81	44	25	131
Dare--Mantco	7	2	12	53	27	9	10	43
Hyde	7	5	19	86	49	39	8	51
Beaufort North	79	30	66	134	95	300	16	115
Beaufort South	26	22	36	46	38	88	3	25

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n	Work Sub-District									
	Camden	Currituck--Beaches	Currituck West	Washington	Tyrrell	Dare--Beaches	Dare--Mantco	Hyde	Beaufort North	Beaufort South
1	4	5	26	24	4	59	14	21	93	15
1	1	1	17	15	2	24	7	3	47	6
1	3	2	22	15	1	39	9	12	50	9
1	4	4	25	14	1	24	8	11	62	6
1	3	2	13	75	4	44	10	30	156	10
1	4	11	15	276	6	41	10	31	531	31
1	14	13	30	10	8	96	36	13	37	5
1	12	8	42	91	8	109	43	8	91	8
1	50	18	114	30	18	219	44	6	61	2
1	279	65	512	53	18	530	83	12	108	9
1	474	13	318	10	3	168	32	3	23	1
1	0	136	30	3	1	72	11	0	9	1
1	62	144	2045	29	8	1160	147	15	52	8
1	2	11	24	1299	96	197	59	18	288	5
1	2	14	34	106	419	244	133	40	24	4
1	12	270	529	55	34	6155	919	51	103	8
1	7	13	112	14	23	896	1169	36	33	3
1	9	10	47	38	21	155	87	698	169	5

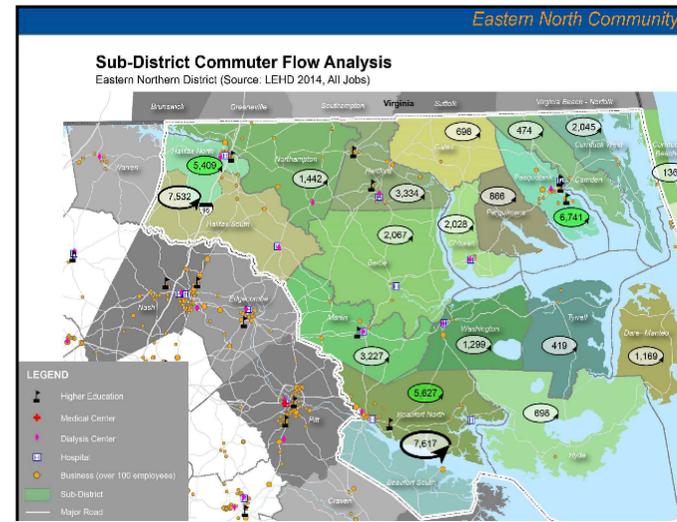
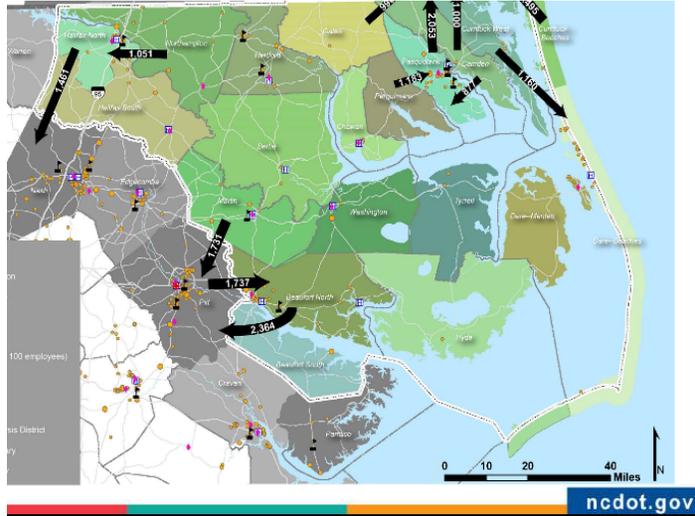




Figure A-16: continued

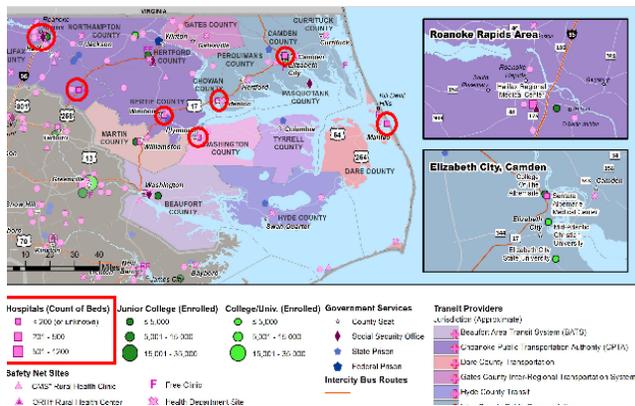


EXISTING Transit Profile

- **16 Counties, 9 providers**
 - All provide Demand Response In-County
 - Demand Response Out of County
 - Choanoke Public Transportation Authority
 - Inter-County Public Transportation Authority
- **Types of service**
 - Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
- **Destinations served**
 - Cities/Towns
 - Greenville
 - Medical
 - Veterans' hospital
 - Education
 - East Carolina Uni
 - Shopping
 - Entertainment
 - Out-of-county

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Eastern Northern Transit Service Areas and Major Destinations



Eastern North Community -

Eastern Northern Transit Service Areas and Major Destinations

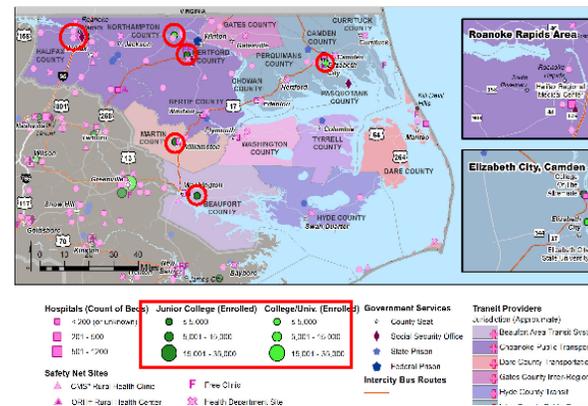
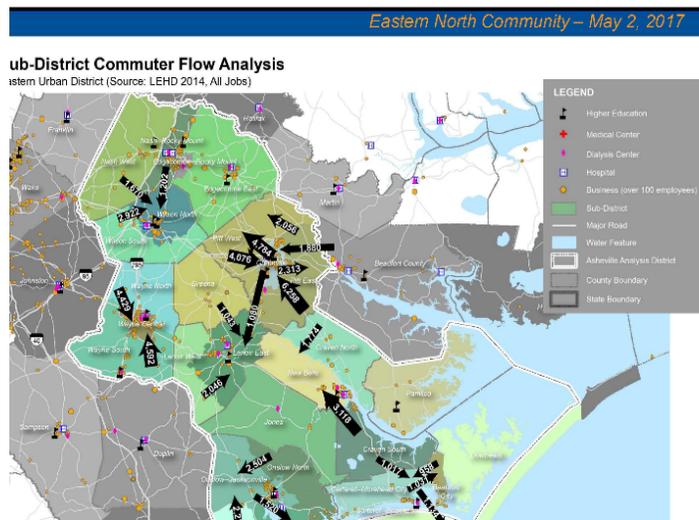
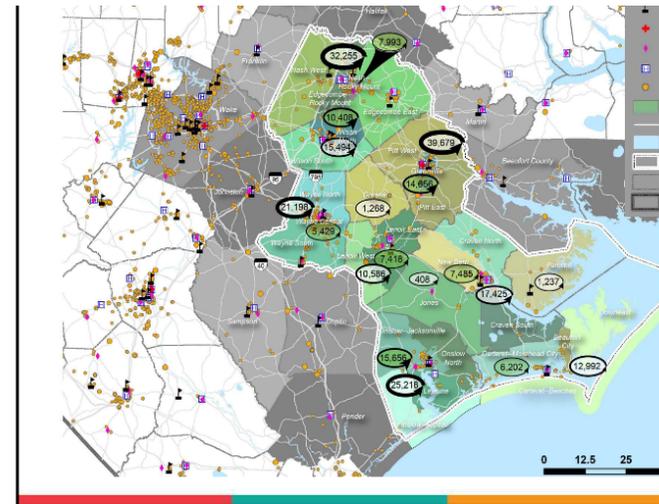




Figure A-16: continued

	Fair	West	Jones	Bern	South	North	Jacksonville	North	Topical	Lejeune	City	Beaches	Downs	City	Pamlico
Mount	91	5	4	54	14	7	83	1	2	3	36	8	0	11	4
111	7	4	60	15	4	67	3	4	4	38	5	2	17	0	
66	5	2	59	6	7	55	2	5	5	29	5	0	4	6	
Rocky Mount	41	0	0	20	5	2	27	1	0	1	8	1	1	1	1
89	8	4	71	19	6	59	4	8	7	19	19	1	0	9	
375	31	17	204	44	19	153	7	9	13	58	16	4	12	30	
575	14	11	61	28	12	102	3	11	4	19	6	0	1	0	
546	176	9	53	27	13	91	3	7	10	16	3	0	1	5	
406	92	3	58	25	6	76	8	5	8	13	2	0	1	0	
364	74	15	64	21	7	66	7	3	5	15	7	1	4	17	
344	75	30	388	78	58	246	7	17	21	84	19	3	10	34	
425	21	7	115	27	23	89	3	4	9	26	5	1	5	17	
644	45	13	159	40	75	118	9	3	9	44	11	2	0	38	
718	46	18	151	41	15	119	3	1	4	38	4	0	6	14	
204	655	35	51	10	21	59	5	2	5	16	5	0	3	9	
484	85	42	104	113	55	379	37	5	45	109	17	7	28	47	
536	118	74	1076	420	408	42	20	50	333	61	7	39	228		
177	27	44	111	2411	187	493	40	20	75	1011	108	21	164	142	
111	11	16	172	328	622	137	14	13	14	96	10	3	11	123	
sonville	267	34	98	546	419	49	1568	378	343	1529	496	67	5	41	17
1	0	0	154	109	12	229	897	57	311	556	237	3	8	1	
19	14	4	100	63	6	228	78	761	218	115	16	1	11	5	
65	7	3	75	38	1	226	12	5	62	97	9	2	13	6	
rehead City	700	34	40	973	804	70	1007	257	38	100	6207	1134	99	1071	74
ches	47	6	13	156	90	10	223	44	8	24	5011	403	13	108	17
70	14	13	133	64	18	95	10	9	0	579	80	437	446	48	
38	4	3	117	113	8	117	14	8	16	954	117	68	817	16	
91	10	18	928	224	69	50	61	1	0	70	1	24	23	1237	



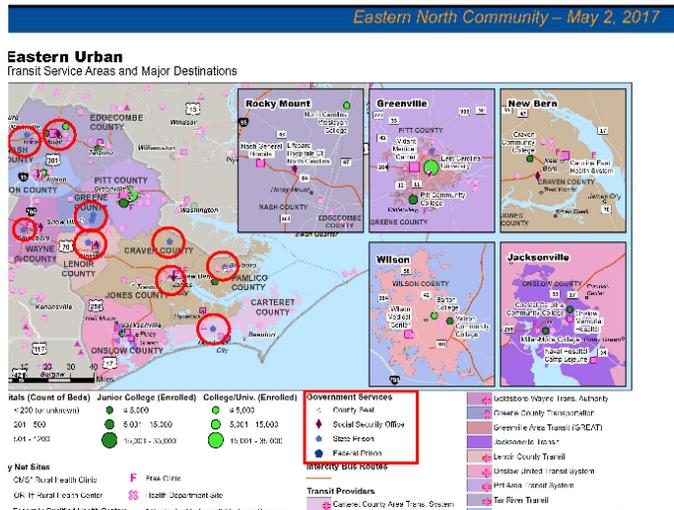
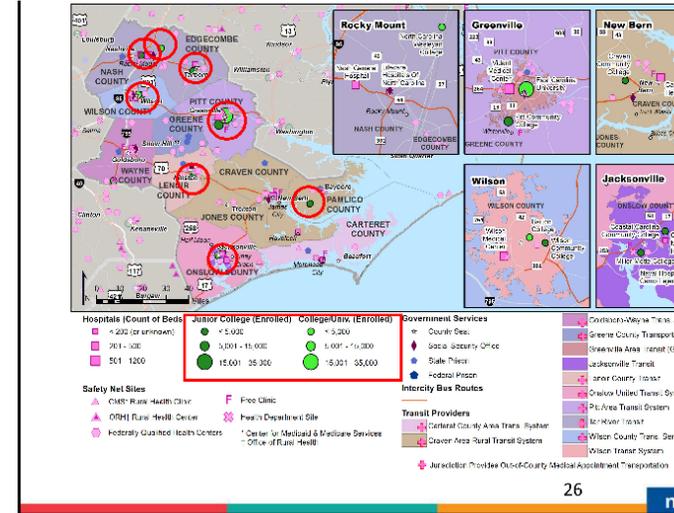
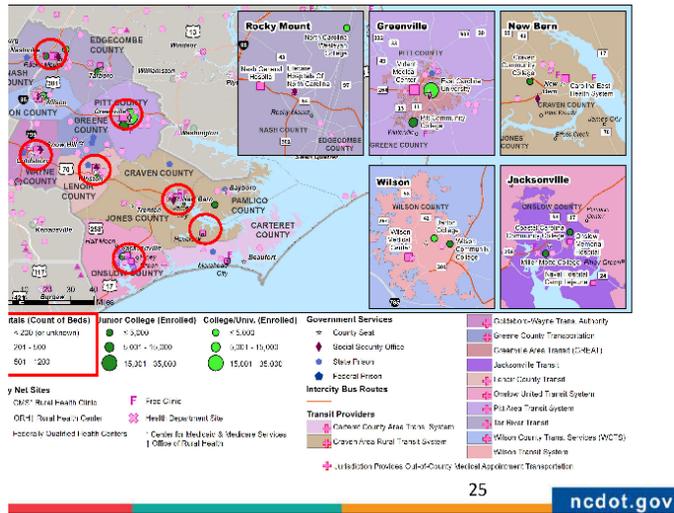
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Eastern Urban District Existing Transit Profile

- 12 Counties, 12 providers
 - Demand Response and Fixed Route
 - Carteret County Area Transportation System
 - Goldsboro-Wayne Transportation Authority
 - Greenville Area Transit
 - Jacksonville Transit
 - Tar River Transit
 - Wilson County Transportation Services
 - Demand Response Only
 - Craven Area Rural Transit System
 - Greene County Transportation
 - Lenoir County Transit
 - Onslow United Transit System
 - Pitt Area Transit System
- Types of service
 - Fixed Route Bus
 - Demand response
 - Paratransit
 - General public
 - In-county
 - Out-of-county
 - Medical
- Destinations served
 - Cities/Towns
 - Employment
 - Medical
 - Education
 - Shopping
 - Recreation
 - Out of county



Figure A-16: continued



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Opportunities Analysis – Gap Analysis

- **Potential Opportunities**
 - Expand service between counties
 - Employment trips
 - Education trips
 - Coordinate demand response services
 - Especially in the southern portion of the district
 - Enhance communication strategies for riders
 - Enhance Demand Response services
 - Expand service hours to nights, weekends, holidays
 - Expand eligibility
 - Enhance Fixed-Route services
 - Improve frequency of service



Figure A-16: continued

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Strategic Framework

- **Vision** – What do we want this transit services to accomplish?
- **Missions** – What are the fundamental purposes of the transit systems?
- **Themes** – Every transit system should be:
 - Safe, Convenient, Customer Focused, Responsive, Transparent, Compliant with Federal Requirements, Provided through Partnerships
- **Markets** – What are the county, regional and statewide transit markets?
- **Strategies** – What approaches will NCDOT and local agencies use to achieve the missions.
- **Outcomes and Metrics** – How will we measure our success?

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Strategic Planning Framework

The vision is the long-term view of what North Carolina's transit systems will achieve.

Transit systems will achieve multiple missions

- Connect to opportunities
- Add peak period transportation system capacity

A market is generally a location, trip type or time period

- Local work trips
- Out of county medical
- 1-40 peak hour work trips

Strategies are actions or programs to achieve a mission.

- Safe pedestrian crossings
- Intra-state transit corridors
- Bus on shoulder

Outcomes and Performance Measures

- Pedestrian accidents
- Improved access to healthcare
- Person throughput

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Themes

all transit services will have these characteristics

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Vision

- **Definition:**
 - A picture or image of the future we seek to create.
 - Your intended result. It's not why or how, but what.

What will North Carolina transit systems achieve in:

2025?

2035?

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Figure A-16: continued

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Vision Statement Elements

- Based on feedback at Technical and Executive Committee meetings:
 - Connectivity and freedom
 - Opportunity
 - Quality of life
 - Choices and independence
 - Economic development
 - Community and land use
 - Transportation system capacity
 - Affordable
 - Social justice

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Missions

- Definition:
 - What are the transit services' fundamental purposes?
 - What is to be accomplished?

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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

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Potential Markets

- Employment
 - Provide access to both nearby and regional employment centers.
 - Improve citizens' job opportunities and expands employers' access to a skilled workforce.
- Education
 - Expand the reach and effectiveness of the educational system.
 - Provide residents with opportunities for life-long learning
- Medical Services
 - Improve access by patients, employees and visitors to medical facilities and services.
- Recreation / Shopping
 - Improve access to recreation and shopping opportunities.

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Figure A-16: continued

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Potential Markets

- 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.

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Strategies

- What strategies or programs should be considered?

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Potential Strategies Related to the Division of Highways

- Intra-state 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

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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

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Figure A-16: continued

OUTCOMES AND METRICS

How should we measure the effectiveness of the strategies developed through this Plan? Examples:

- Increase in population and employment accessible by transit
- Number of communities connected by transit
- Revenue hours per capita
- Increase in major medical, educational, employment, and government centers served by transit
- Dedicated funding

What data will we need?

How often should we measure?

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Break

Photo Bc

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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

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Break out session

- I. Missions – what should the public transportation program provide in your community
- II. Vision – what words that should be part of the vision statement
- III. Strategies – suggest strategies / programs that should be included in the Plan



Figure A-16: continued

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Report

Strengths	Missions
Weaknesses	Vision
Challenges (Threats)	Strategies
Opportunities	

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Poll Everywhere

1. What is the greatest challenge facing Public Transportation in North Carolina?
2. What word or phrase should be included in the North Carolina Public Transportation Vision Statement?

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PUBLIC TRANSPORTATION
STRATEGIC PLAN
Connecting North Carolinians to Opportunities









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