



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



Community Meeting

*Eastern North Geographic Community—
Eastern Northern and Eastern Urban analysis districts*

May 2, 2017 | Pitt County Agricultural Extension Auditorium (Greenville)

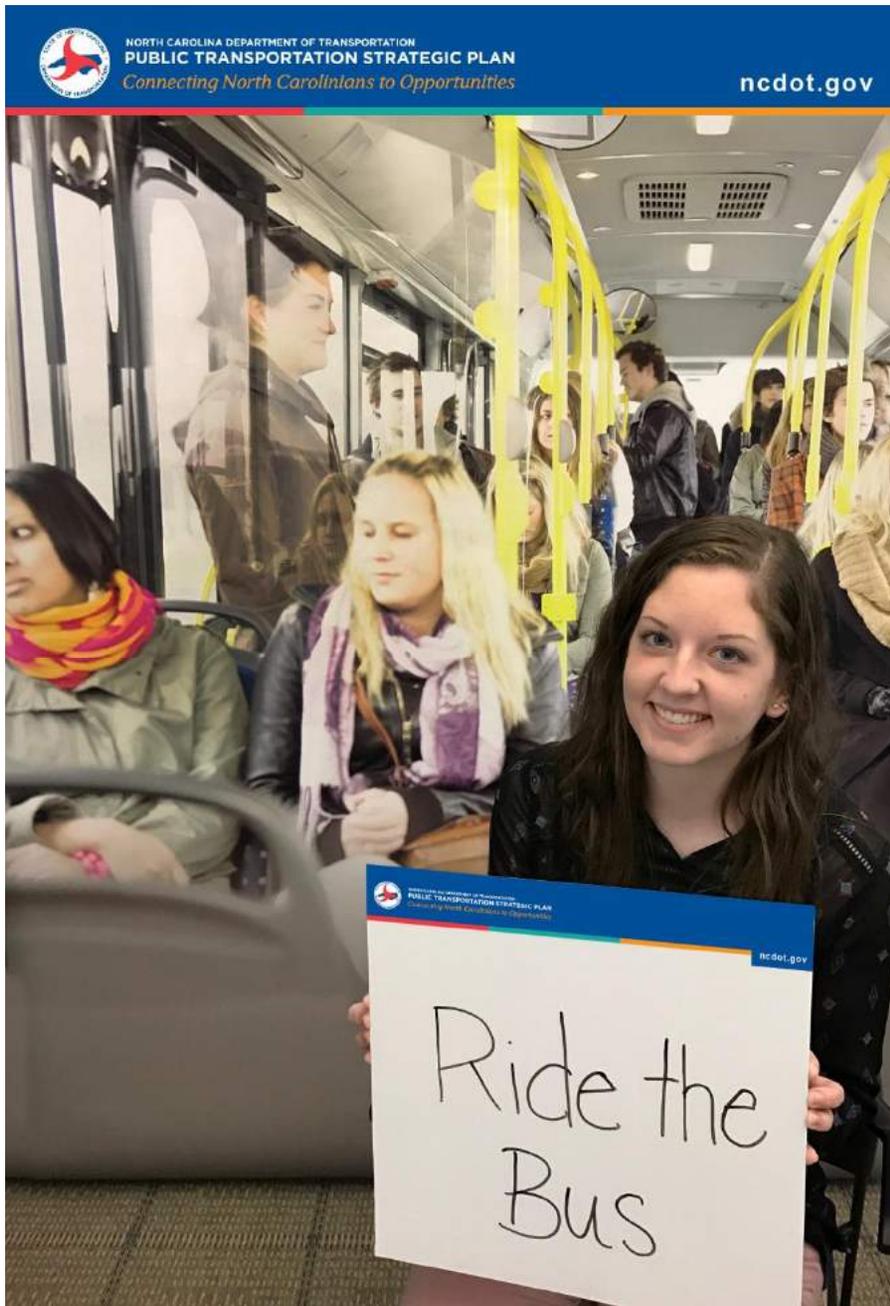


Photo Booth

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

Poll Everywhere

1. In ***one word***, characterize North Carolina Public Transportation
2. What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

Meeting Purpose

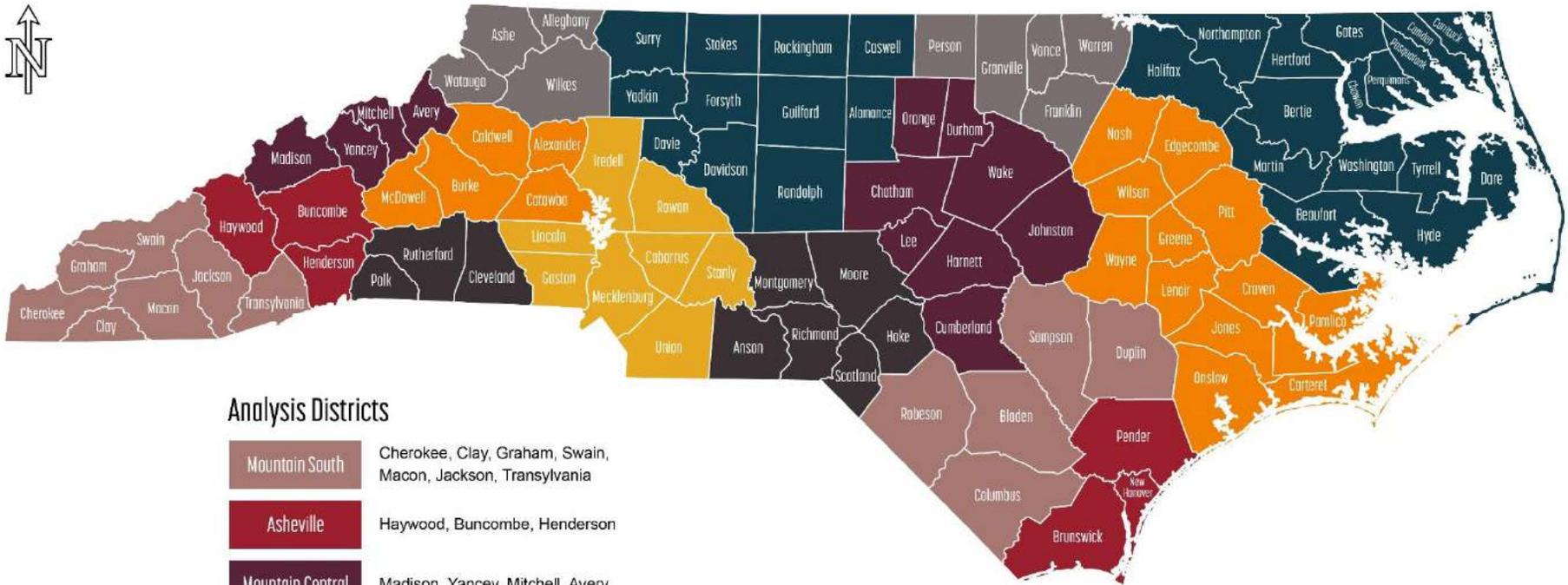
- Provide a forum for discussing your ideas and concerns (specific to different geographic areas)
- Discuss a vision and goals for the future of public transportation in North Carolina
- Get a clearer understanding of the current transit situation (overall service, partnerships, etc.)
 - Identify strengths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

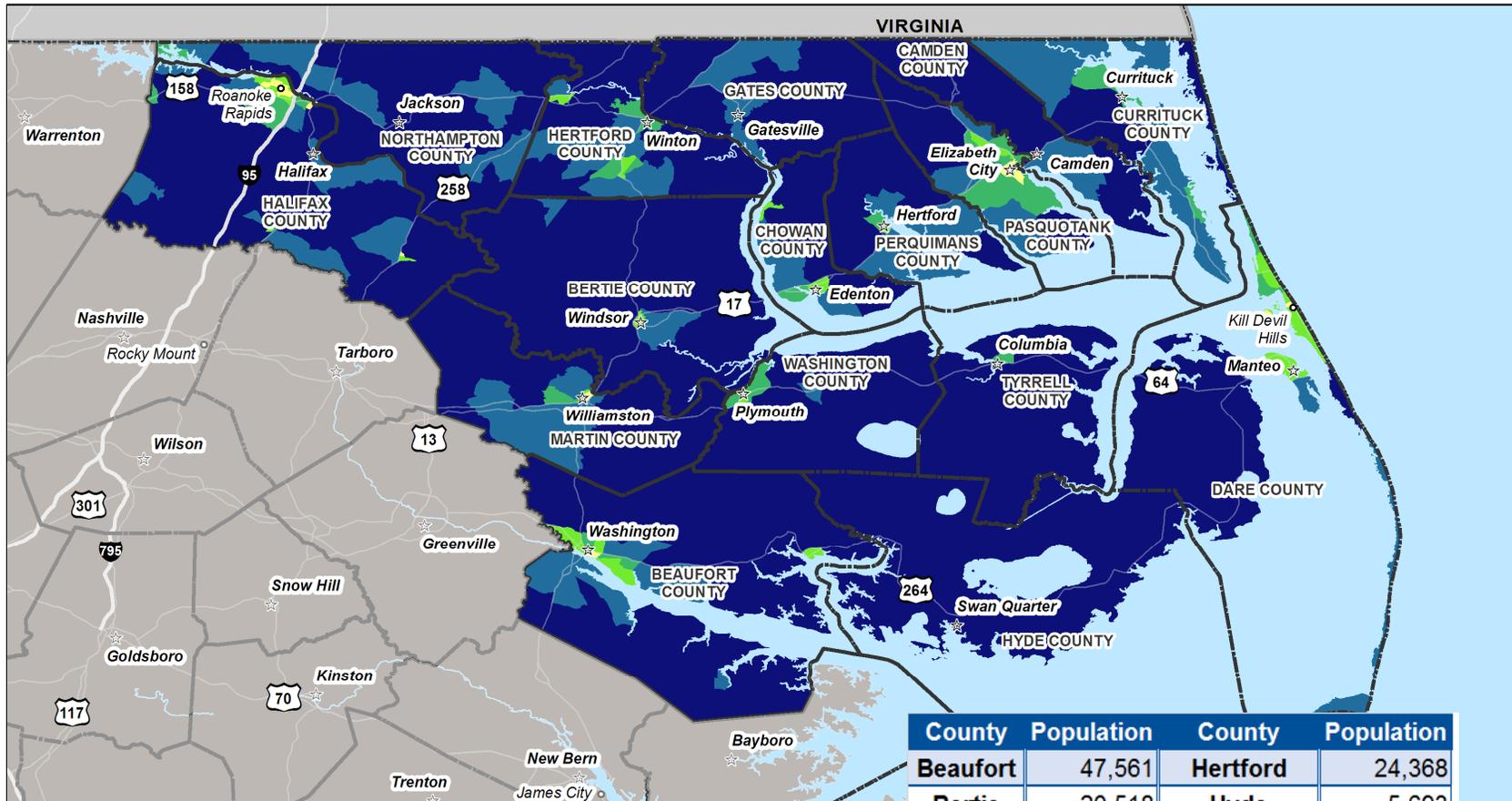
- 15 analysis districts for commuting patterns and opportunity analysis
- Work trips are usually the largest trip purpose for most fixed route transit services
- The U.S. Census Longitudinal Employer–Household Dynamics (LEHD) data set can be used to estimate commuting patterns
- High commuting flows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



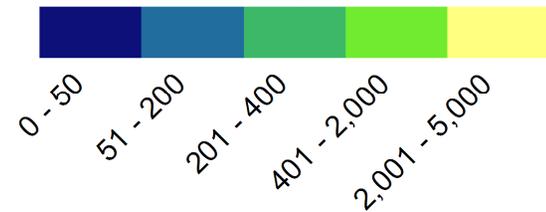
Analysis Districts

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

Eastern-Northern Population Density



Population per Square Mile



County	Population	County	Population
Beaufort	47,561	Hertford	24,368
Bertie	20,518	Hyde	5,693
Camden	10,161	Martin	23,729
Chowan	14,656	Northampton	21,011
Currituck	24,492	Pasquotank	40,018
Dare	34,863	Perquimans	13,498
Gates	11,724	Tyrrell	4,152
Halifax	53,407	Washington	12,668

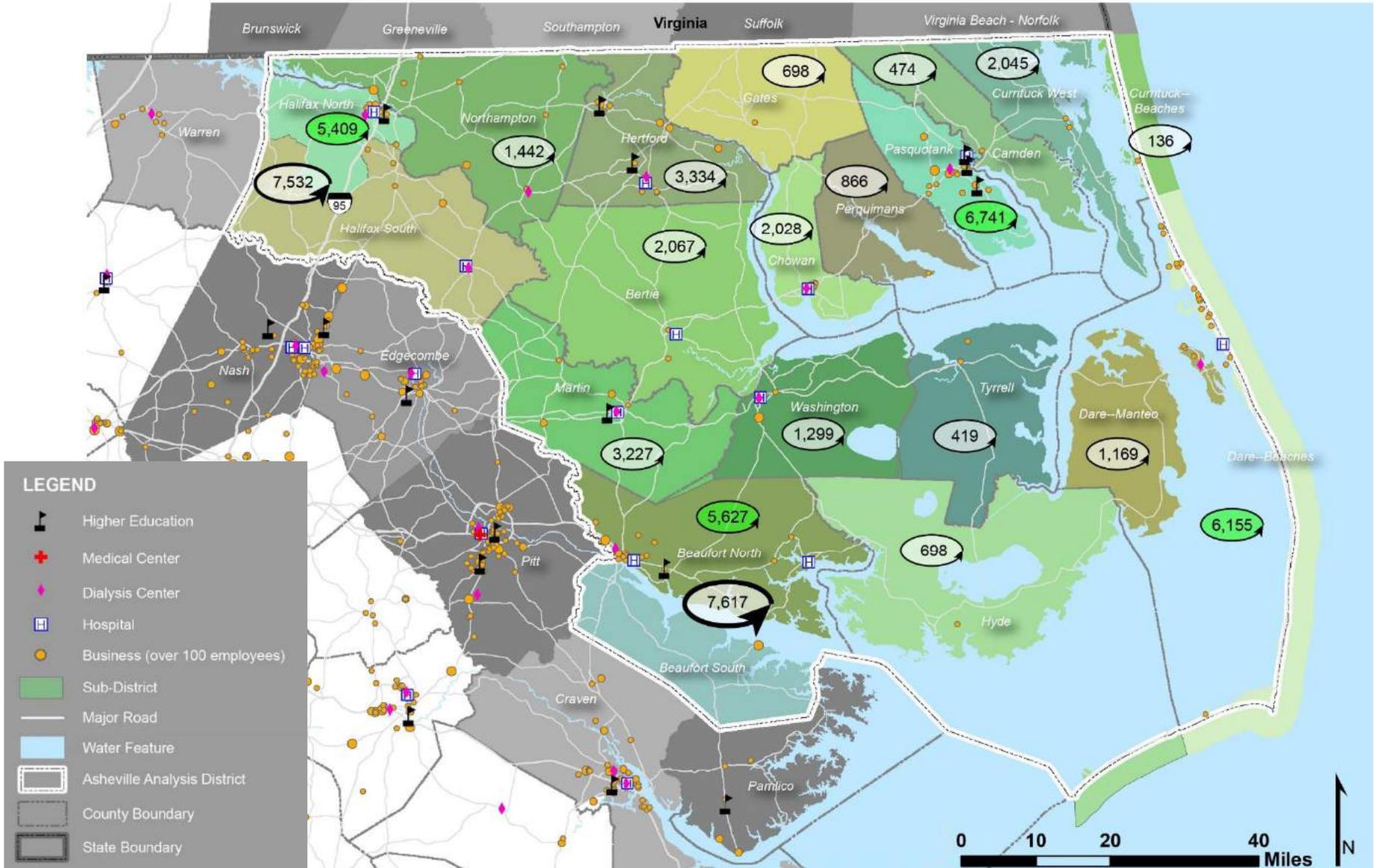
Eastern Northern		Work Sub-District									
		Halifax North	Halifax South	Northampton	Hertford	Bertie	Martin	Gates	Chowan	Perquimans	Pasquotank
Home Sub-District	Halifax North	5409	644	894	140	99	62	8	50	11	55
	Halifax South	563	916	151	72	174	65	1	39	4	31
	Northampton	1051	167	1442	573	243	101	12	42	7	39
	Hertford	131	60	276	3334	565	87	90	56	3	39
	Bertie	53	39	132	975	2067	358	14	233	14	70
	Martin	64	76	91	190	374	3227	3	78	16	87
	Gates	20	11	11	417	57	21	698	79	42	279
	Chowan	19	17	49	230	173	67	91	2028	215	415
	Perquimans	16	4	21	120	69	40	35	323	866	1183
	Pasquotank	44	16	49	240	103	68	31	231	262	6741
	Camden	11	1	9	58	17	22	16	37	49	877
	Currituck--Beaches	0	2	0	4	6	3	1	5	3	12
	Currituck West	24	12	19	118	36	40	10	63	27	612
	Washington	18	8	15	98	86	223	2	210	31	84
	Tyrrell	4	3	14	60	49	24	18	69	19	51
	Dare--Beaches	30	15	27	165	81	44	25	131	26	378
	Dare--Manteo	7	2	12	53	27	9	10	43	13	127
	Hyde	7	5	19	86	49	39	8	51	18	43
	Beaufort North	79	30	66	134	95	300	16	115	27	126
	Beaufort South	26	22	36	46	38	88	3	25	3	32

Eastern Northern	Work Sub-District										
	Camden	Currituck-- Beaches	Currituck West	Washington	Tyrrell	Dare-- Beaches	Dare-- Manteo	Hyde	Beaufort North	Beaufort South	
Halifax North	4	5	26	24	4	59	14	21	93	15	
Halifax South	1	1	17	15	2	24	7	3	47	6	
Northampton	3	2	22	15	1	39	9	12	50	9	
Hertford	4	4	25	14	1	24	8	11	62	6	
Bertie	3	2	13	75	4	44	10	30	156	10	
Martin	4	11	15	276	6	41	10	31	531	31	
Gates	14	13	30	10	8	96	36	13	37	5	
Chowan	12	8	42	91	8	109	43	8	91	8	
Perquimans	50	18	114	30	18	219	44	6	61	2	
Pasquotank	279	65	512	53	18	530	83	12	108	9	
Camden	474	13	318	10	3	168	32	3	23	1	
Currituck-- Beaches	0	136	30	3	1	72	11	0	9	1	
Currituck West	62	144	2045	29	8	1160	147	15	52	8	
Washington	2	11	24	1299	96	197	59	18	288	5	
Tyrrell	2	14	34	106	419	244	133	40	24	4	
Dare--Beaches	12	270	529	55	34	6155	919	51	103	8	
Dare--Manteo	7	13	112	14	23	896	1169	36	33	3	
Hyde	9	10	47	38	21	155	87	698	169	6	
Beaufort North	3	6	13	194	11	58	10	121	5627	502	
Beaufort South	3	5	8	31	1	18	5	10	946	542	

Home Sub-District

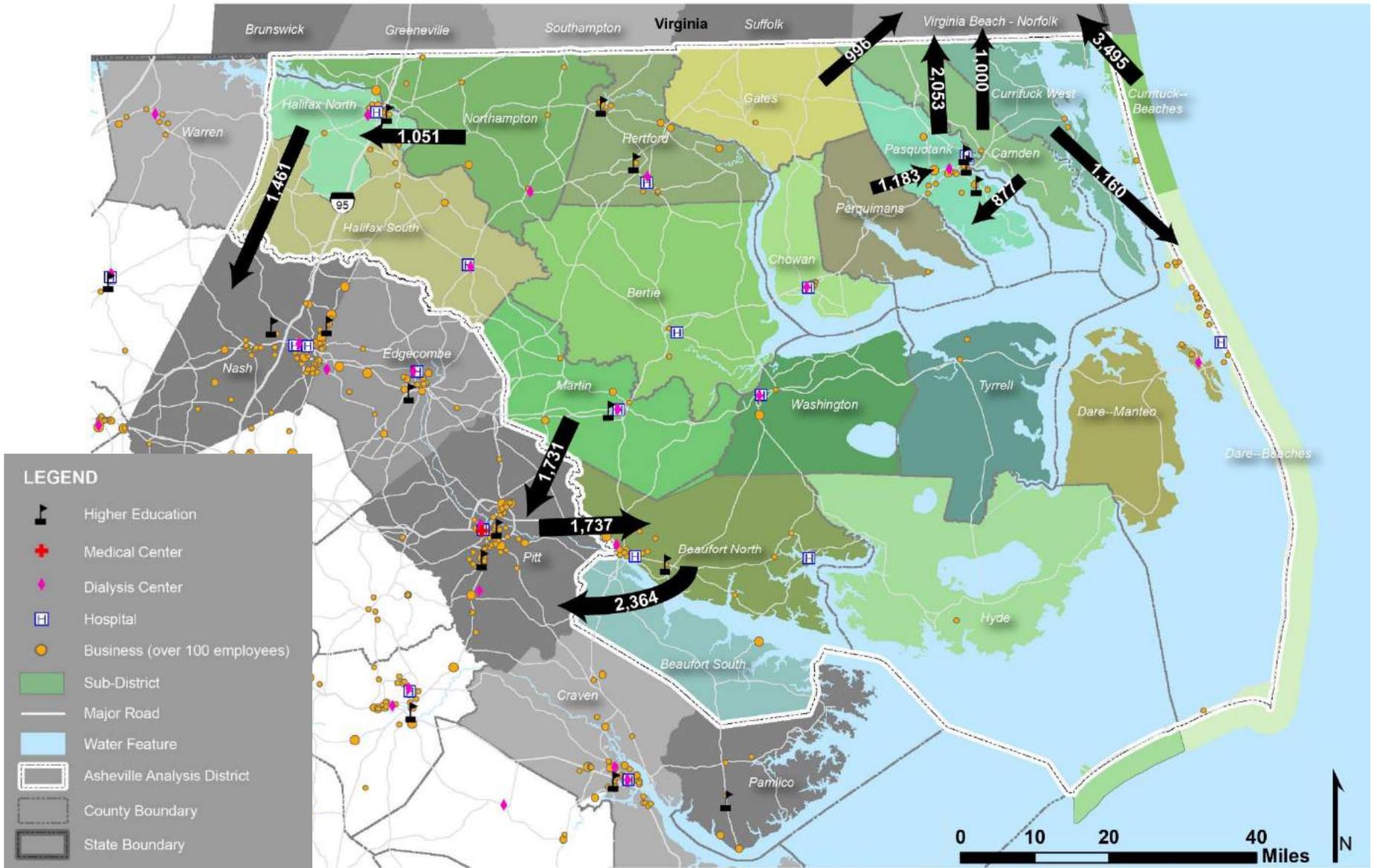
Sub-District Commuter Flow Analysis

Eastern Northern District (Source: LEHD 2014, All Jobs)



Sub-District Commuter Flow Analysis

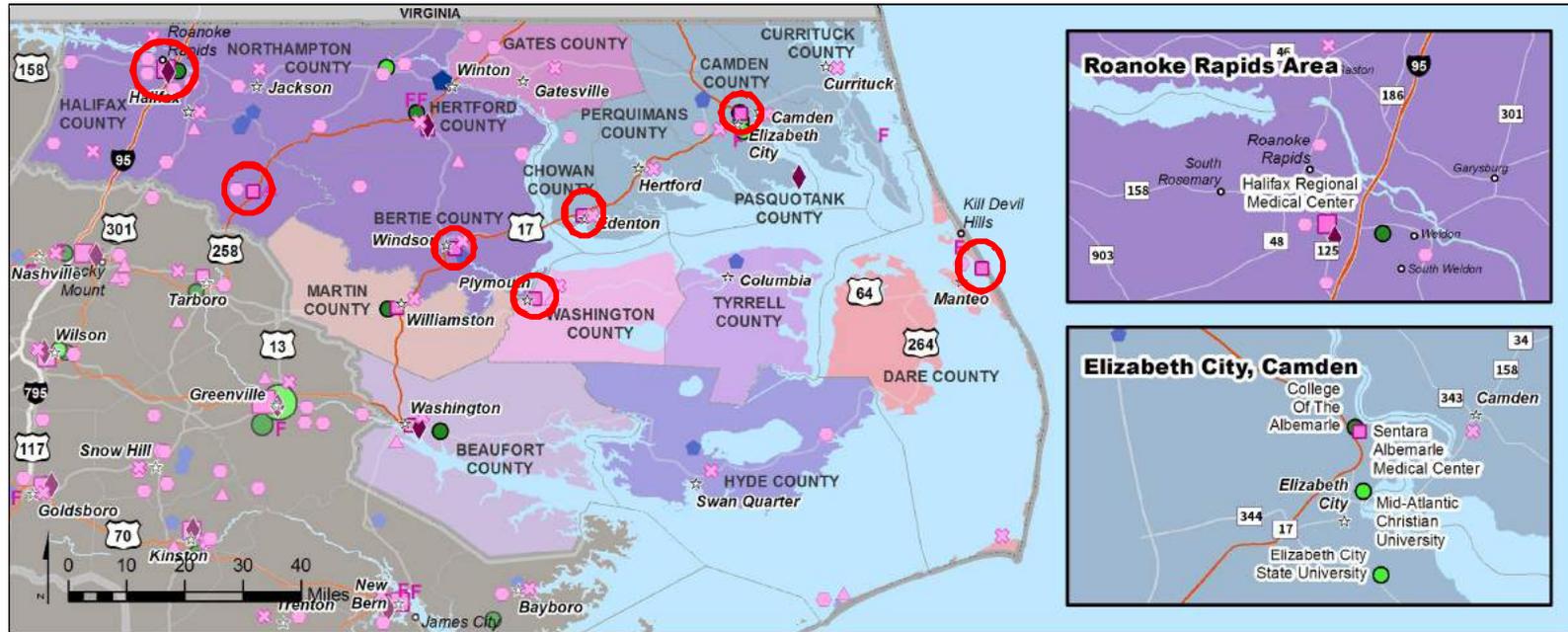
Eastern Northern District (Source: LEHD 2014, All Jobs)



Eastern Northern District 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 University
 - Shopping
 - Entertainment
 - Out-of-county

Eastern Northern 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

Government Services

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

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

Intercity Bus Routes

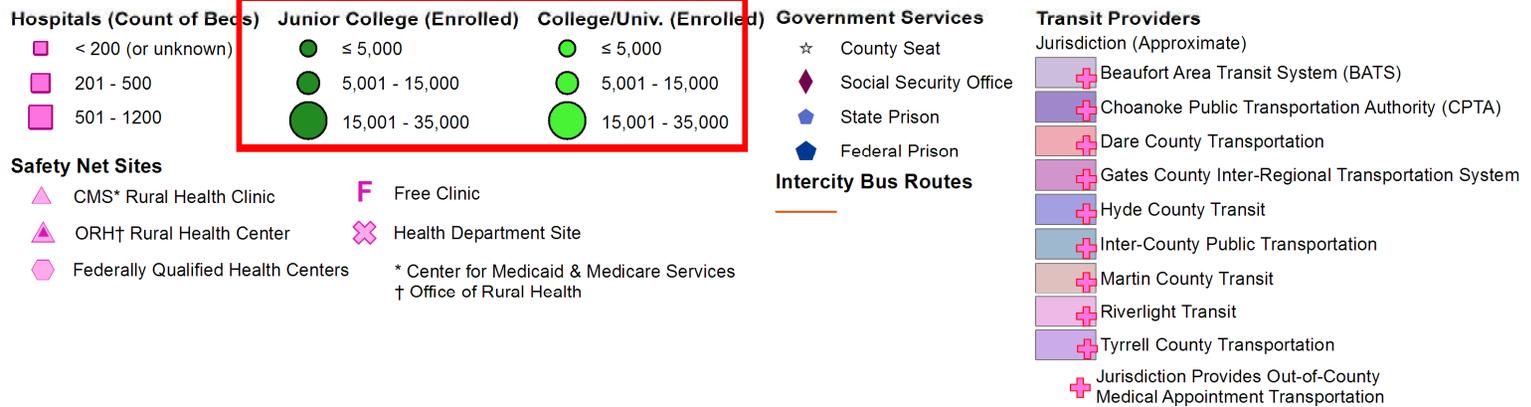
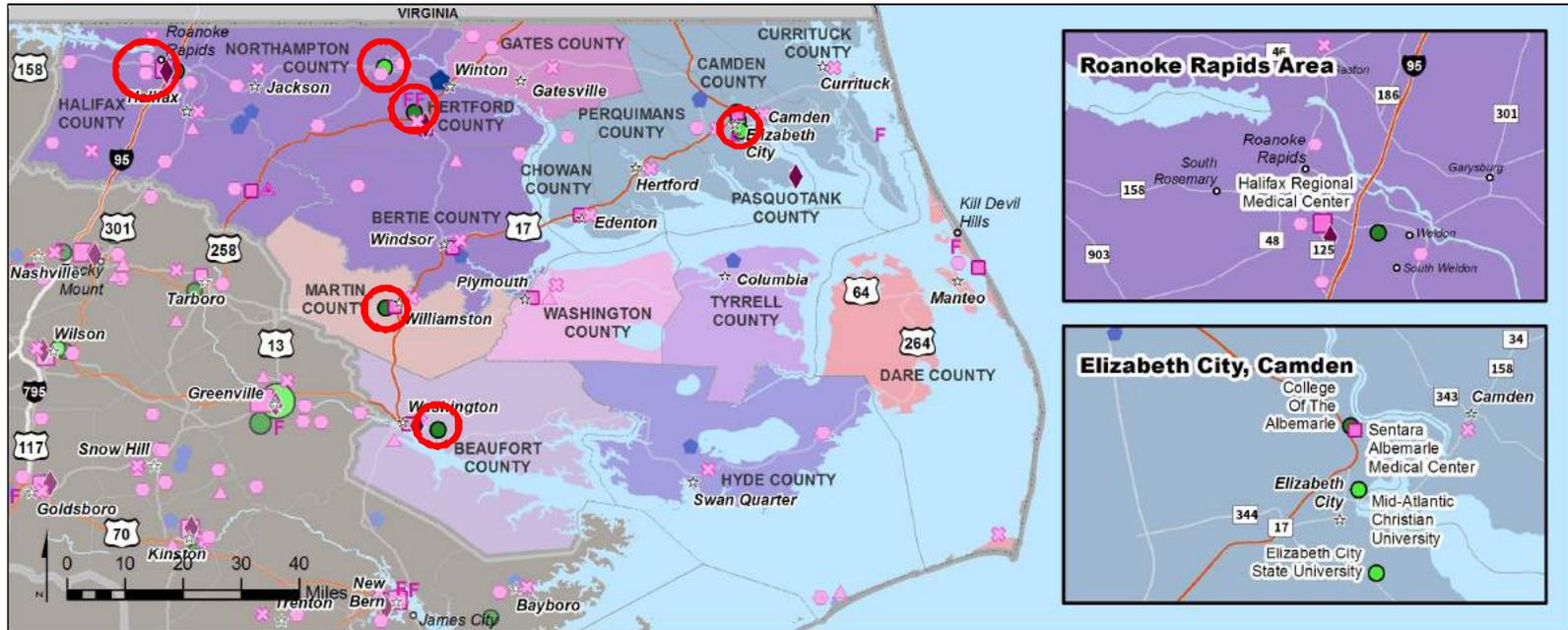


Transit Providers

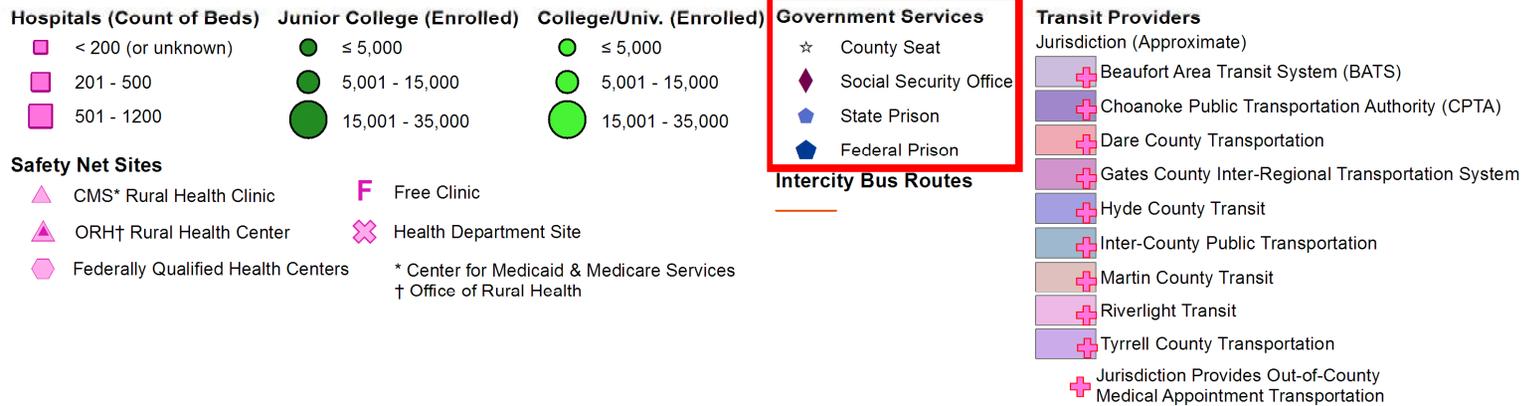
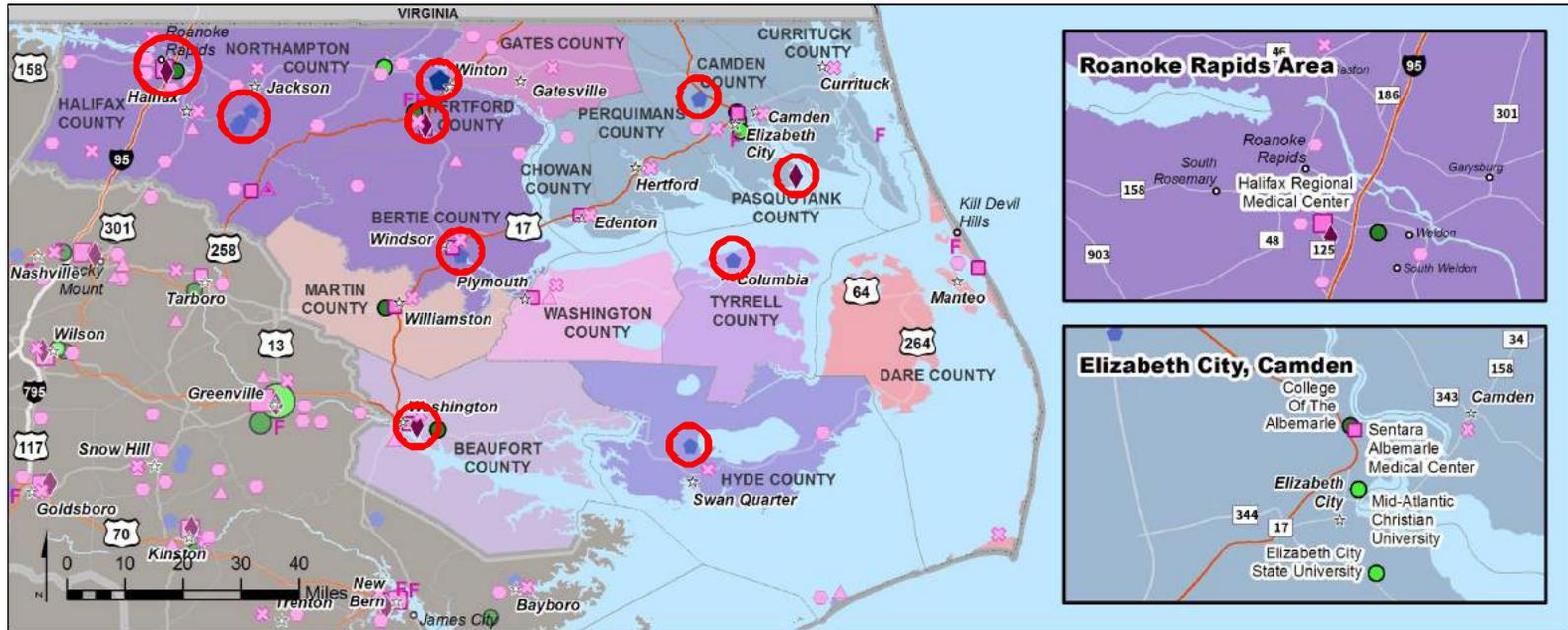
Jurisdiction (Approximate)

- + Beaufort Area Transit System (BATS)
- + Choanoke Public Transportation Authority (CPTA)
- + Dare County Transportation
- + Gates County Inter-Regional Transportation System
- + Hyde County Transit
- + Inter-County Public Transportation
- + Martin County Transit
- + Riverlight Transit
- + Tyrrell County Transportation
- + Jurisdiction Provides Out-of-County Medical Appointment Transportation

Eastern Northern Transit Service Areas and Major Destinations



Eastern Northern Transit Service Areas and Major Destinations

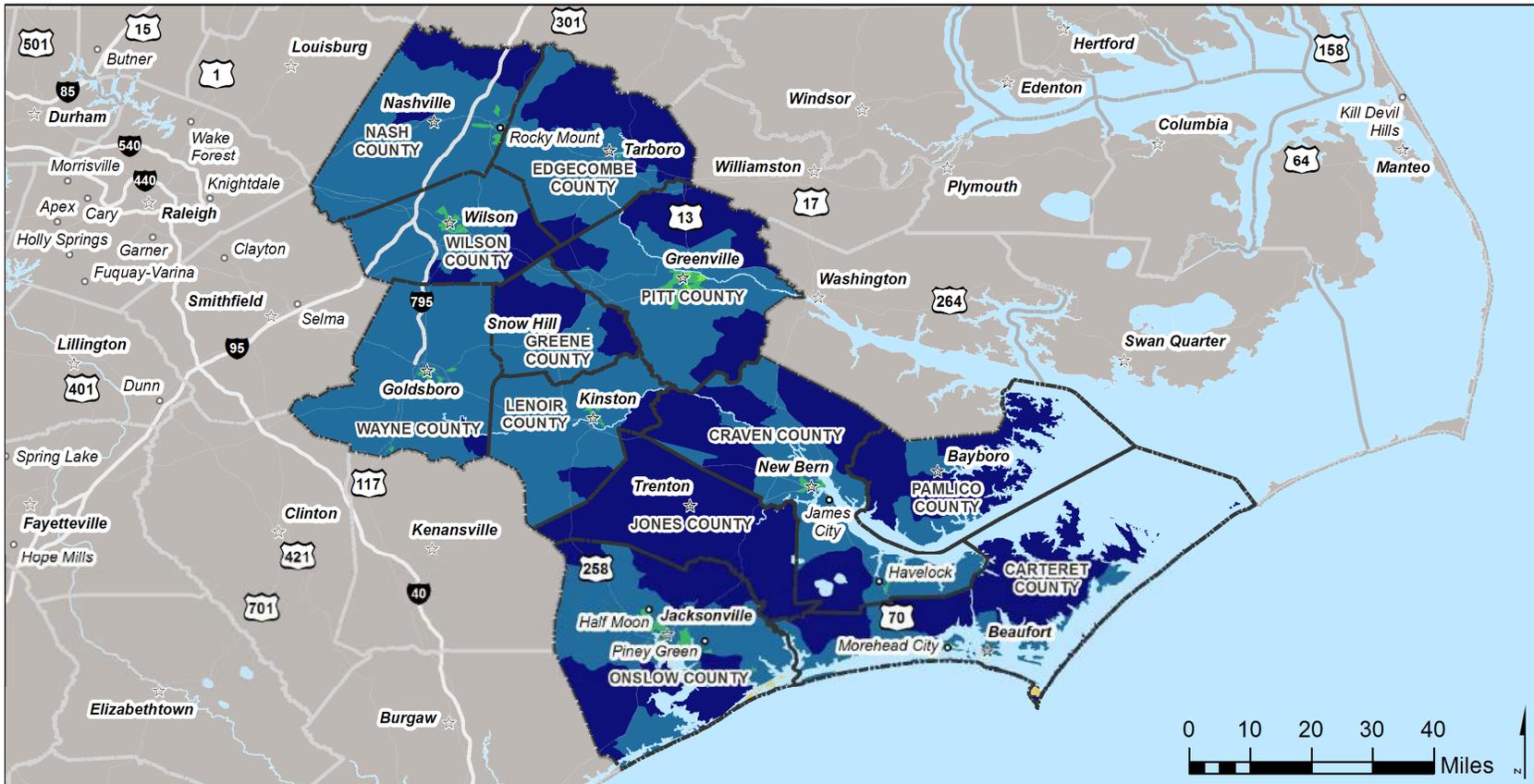


Opportunities Analysis – Gap Analysis

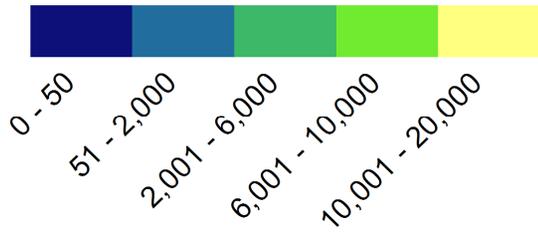
•Potential Opportunities

- Expand services to all residents in Tyrell County, rather than only senior and elderly residents
- Coordinate/share services between counties
 - All counties provide transit to Greenville
- Serve higher education locations
 - College of Albemarle
 - Elizabeth City State University
- Develop additional communication strategy
- Expand span of existing service and create express service
- Enhance bus stops

Eastern Urban Population Density



Population per Square Mile



County	Population	County	Population
Carteret	70,648	Nash	101,249
Craven	97,431	Onslow	181,767
Edgecombe	56,439	Pamlico	12,872
Greene	18,348	Pitt	146,068
Jones	9,420	Wayne	121,512
Lenoir	59,652		

Eastern North Community – May 2, 2017

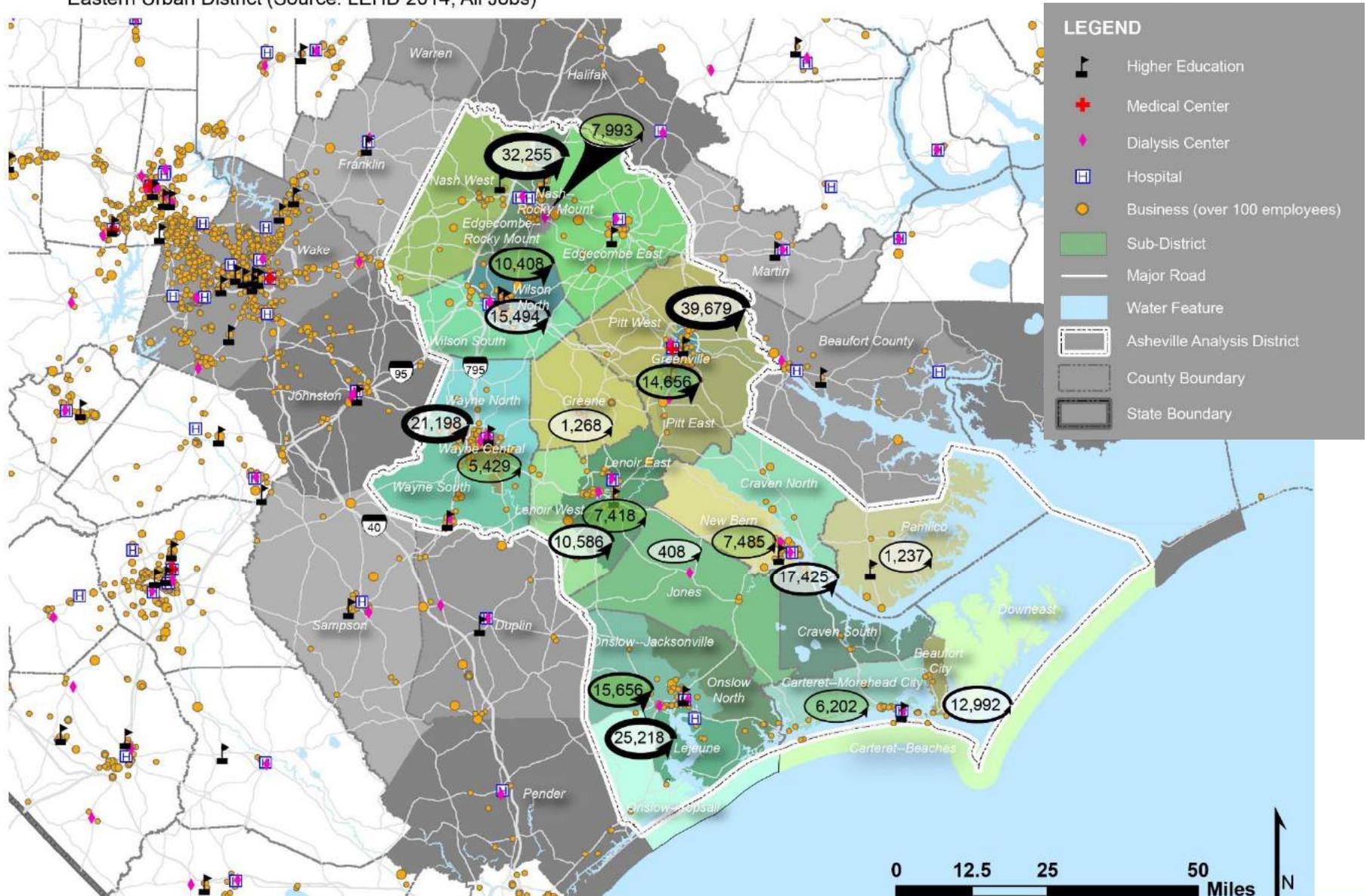
Eastern Urban District		Work Sub-District												
		Nash--Rocky Mount	Nash West	Edgecombe East	Edgecombe--Rocky Mount	Wilson South	Wilson North	Wayne South	Wayne Central	Wayne North	Greene	Greenville	Pitt West	Pitt East
Work Sub-District	Nash--Rocky Mount	7993	1481	1103	629	157	1202	25	205	29	29	501	128	88
	Nash West	4928	3343	547	333	321	1670	50	204	14	19	407	109	49
	Edgecombe East	2886	371	4973	268	96	967	32	176	32	27	818	500	166
	Edgecombe--Rocky Mount	2224	250	587	339	31	313	12	60	3	14	165	38	23
	Wilson South	384	186	99	19	873	2922	47	231	39	13	213	100	51
	Wilson North	1605	501	367	118	1291	10408	113	462	58	53	683	358	113
	Wayne South	128	61	39	1	47	331	2837	4592	591	56	245	86	33
	Wayne Central	138	55	24	6	48	354	961	5429	496	63	238	62	26
	Wayne North	107	53	30	9	104	749	726	4429	1137	70	192	84	33
	Greene	112	39	75	12	57	353	92	452	94	1268	782	526	195
	Greenville	418	57	426	62	65	594	88	298	38	264	14656	4784	2313
	Pitt West	184	19	322	24	28	395	45	125	18	147	4076	2638	852
	Pitt East	184	34	168	17	35	307	40	147	24	73	6258	2056	2046
	Lenoir East	193	54	72	29	23	330	143	543	59	252	943	299	259
	Lenoir West	80	13	25	4	9	93	138	521	91	90	218	77	49
	Jones	19	4	7	1	2	24	19	49	7	21	167	49	26
	New Bern	79	19	37	8	7	88	42	158	18	30	626	147	163
	Craven South	61	12	23	4	10	95	36	125	14	17	400	80	109
	Craven North	30	3	13	3	5	28	23	52	8	12	302	112	80
	Onslow--Jacksonville	105	19	31	6	5	110	37	209	52	12	235	39	55
	Onslow North	21	5	5	1	2	31	13	44	12	7	64	12	13
	Onslow--Topsail	18	3	6	0	0	20	6	35	7	2	43	5	15
	Lejeune	26	8	7	4	2	31	18	42	11	3	75	8	6
	Carteret--More head City	60	13	23	3	6	98	61	187	27	32	534	79	85
	Carteret--Beaches	10	2	8	1	0	14	13	26	4	7	99	28	15
	Downeast	10	0	4	0	3	12	16	17	12	20	76	26	24
	Beaufort City	21	0	4	0	3	20	9	25	4	4	61	15	10
	Pamlico	47	13	23	4	11	58	16	34	6	20	149	31	31

Eastern North Community – May 2, 2017

Eastern Urban District		Work Sub-District														
		Lenoir East	Lenoir West	Jones	New Bern	Craven South	Craven North	Onslow--Jacksonville	Onslow North	Onslow--Topsail	Lejeune	Carteret--Morehead City	Carteret--Beaches	Downeast	Beaufort City	Pamlico
	Nash--Rocky Mount	91	5	4	64	14	7	83	1	2	3	36	8	0	11	4
	Nash West	111	7	4	60	15	4	62	3	4	5	38	5	2	12	6
	Edgecombe East	66	5	2	56	6	7	55	2	5	5	20	5	0	4	6
	Edgecombe--Rocky Mount	41	1	0	20	5	2	27	1	0	1	8	1	1	1	1
	Wilson South	89	8	4	71	19	6	59	4	6	7	19	10	1	0	9
	Wilson North	375	31	17	204	44	19	153	7	9	13	58	16	4	12	30
	Wayne South	575	141	11	61	28	12	102	3	11	4	19	6	0	1	6
	Wayne Central	546	126	9	63	27	13	91	3	7	10	16	3	0	1	4
	Wayne North	406	92	3	56	25	6	76	8	5	8	13	2	0	1	0
Work Sub-District	Greene	1043	74	13	84	21	23	66	2	3	3	13	2	1	4	12
	Greenville	1080	75	20	385	78	68	246	7	17	21	84	13	3	10	34
	Pitt West	405	21	7	115	32	23	89	3	4	9	26	5	1	5	17
	Pitt East	644	45	13	159	40	75	118	9	3	9	44	11	2	6	39
	Lenoir East	7418	467	68	161	41	35	119	8	1	5	38	4	0	6	14
	Lenoir West	2046	655	35	61	16	21	59	5	2	5	16	5	0	3	9
	Jones	484	85	408	704	133	55	379	37	5	45	109	17	7	28	47
	New Bern	536	41	118	7485	1076	424	408	42	20	50	333	41	7	39	228
	Craven South	177	22	44	3118	2410	187	493	40	20	75	1017	108	21	168	142
	Craven North	111	11	16	1774	329	622	137	14	13	14	96	10	3	11	123
	Onslow--Jacksonville	267	34	98	546	419	49	15656	378	345	1520	496	67	1	41	17
	Onslow North	74	6	60	164	169	12	2504	897	57	311	556	237	3	8	7
	Onslow--Topsail	59	14	6	100	63	6	2236	28	761	238	115	16	1	11	5
	Lejeune	65	7	3	79	38	1	226	12	5	44	92	9	2	16	6
	Carteret--Morehead City	260	34	40	923	804	70	1067	257	38	100	6202	1134	99	1031	74
	Carteret--Beaches	47	6	13	156	90	10	223	44	8	29	501	400	11	106	17
	Downeast	70	14	13	133	64	18	95	10	9	6	579	86	437	446	49
	Beaufort City	38	4	3	117	133	8	117	14	6	16	958	117	68	817	16
	Pamlico	91	16	18	928	224	69	50	6	1	0	70	1	24	25	1237

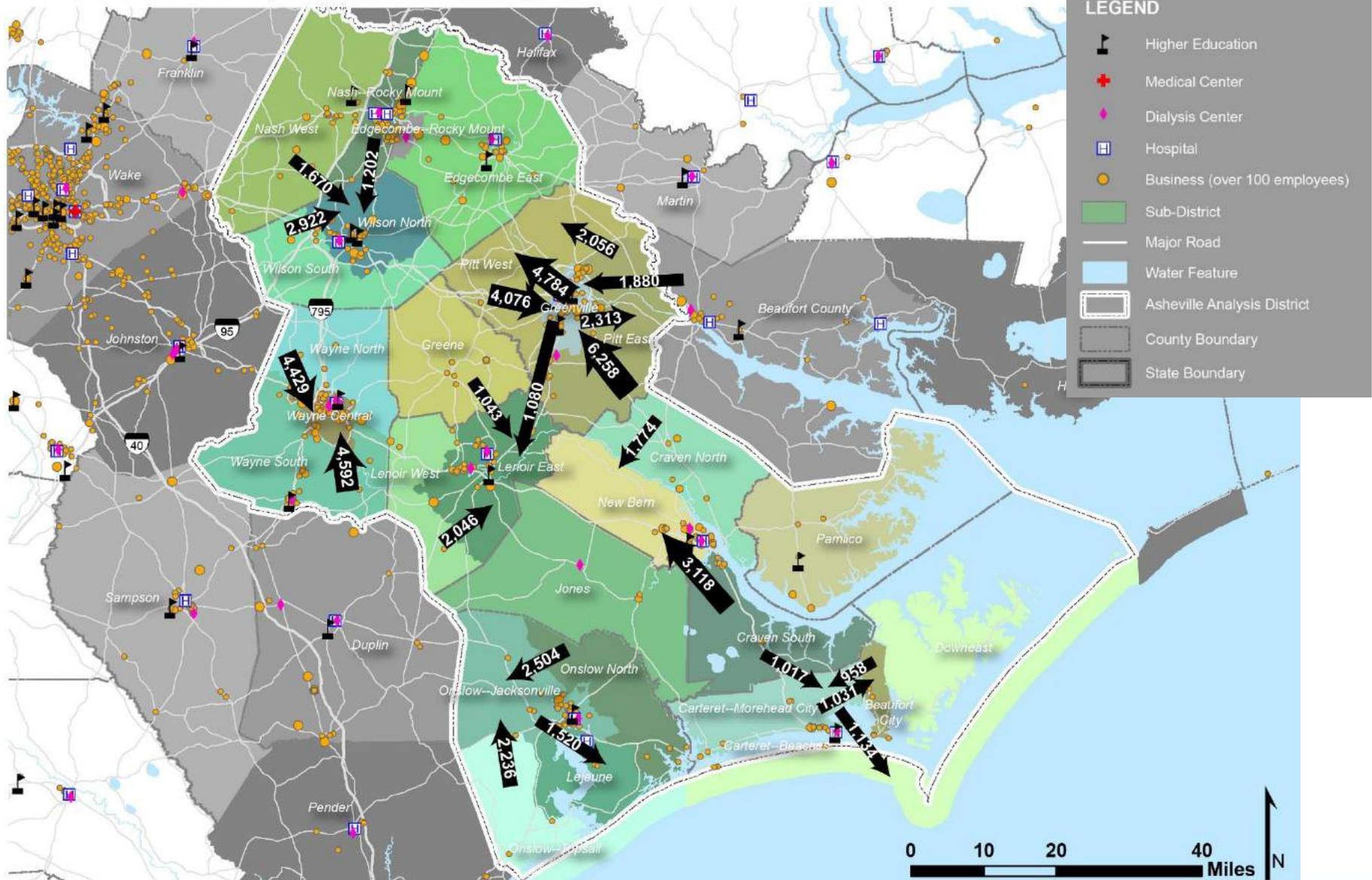
Sub-District Commuter Flow Analysis

Eastern Urban District (Source: LEHD 2014, All Jobs)



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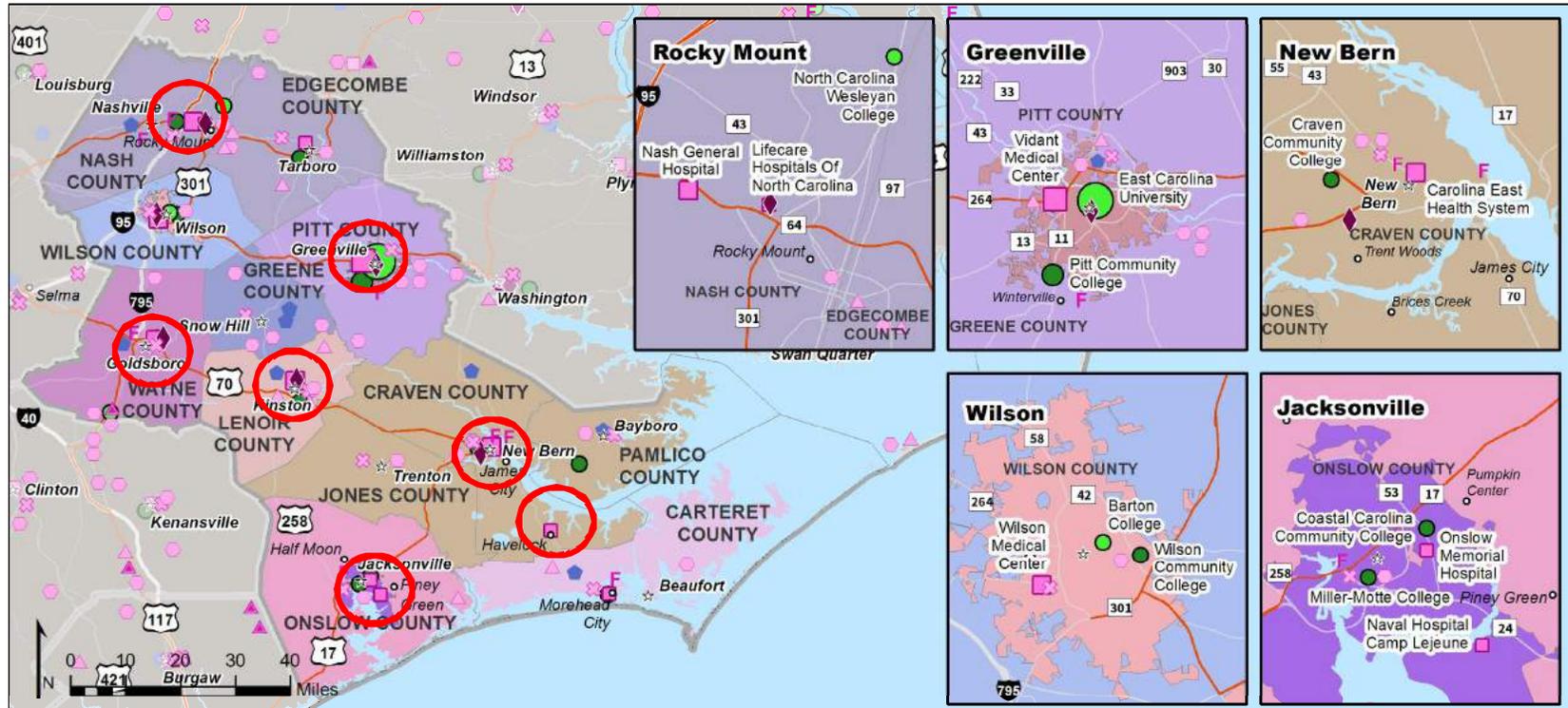


Eastern Urban District Existing Transit Profile

- **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

Eastern Urban

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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

Junior College (Enrolled)

- ≤ 5,000
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- 15,001 - 35,000

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- ≤ 5,000
- 5,001 - 15,000
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Government Services

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

Intercity Bus Routes

Transit Providers

- + Carteret County Area Trans. System
- + Craven Area Rural Transit System
- + Jurisdiction Provides Out-of-County Medical Appointment Transportation

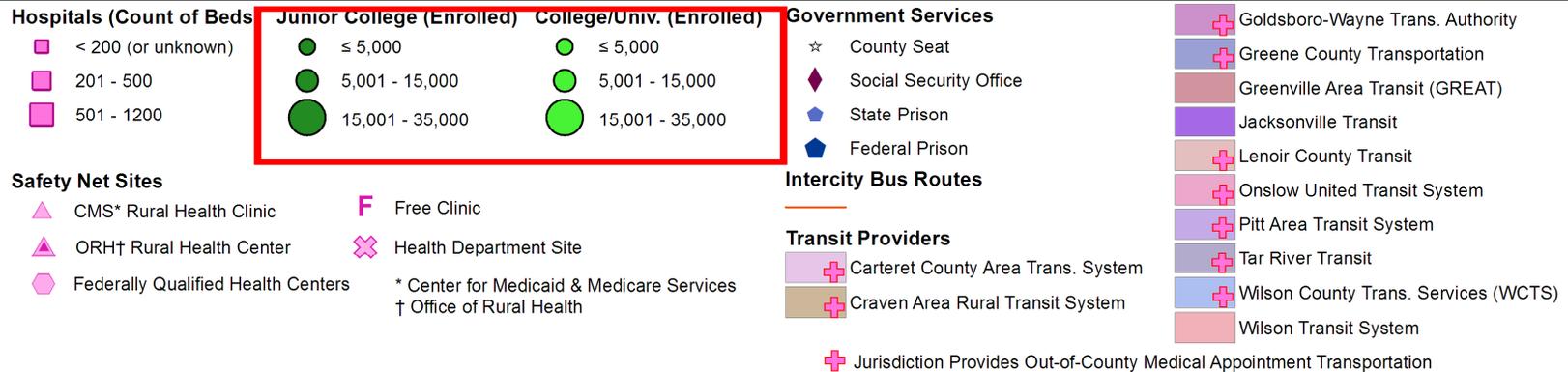
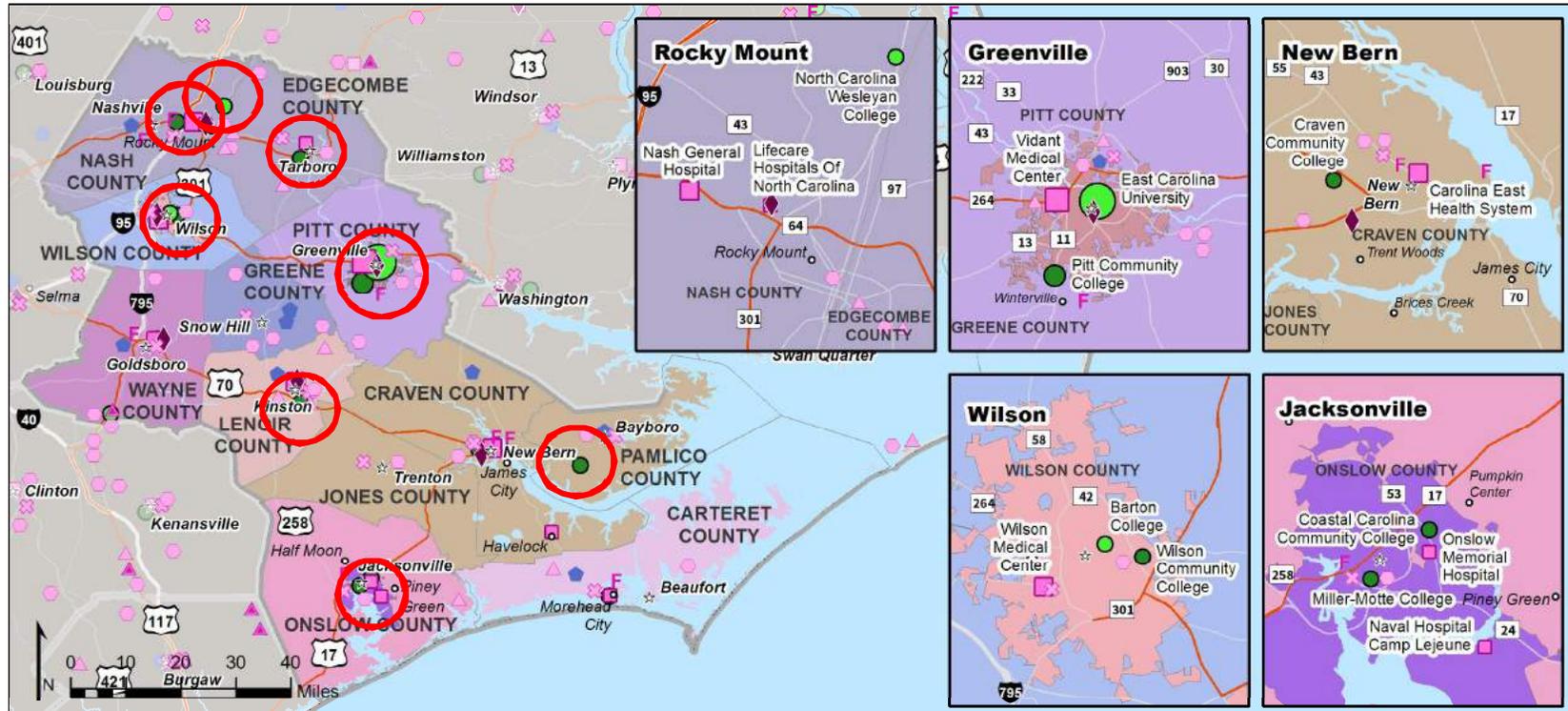
Safety Net Sites

- ▲ 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

- + Goldsboro-Wayne Trans. Authority
- + Greene County Transportation
- + Greenville Area Transit (GREAT)
- + Jacksonville Transit
- + Lenoir County Transit
- + Onslow United Transit System
- + Pitt Area Transit System
- + Tar River Transit
- + Wilson County Trans. Services (WCTS)
- + Wilson Transit System

Eastern Urban

Transit Service Areas and Major Destinations



Opportunities Analysis – Gap Analysis

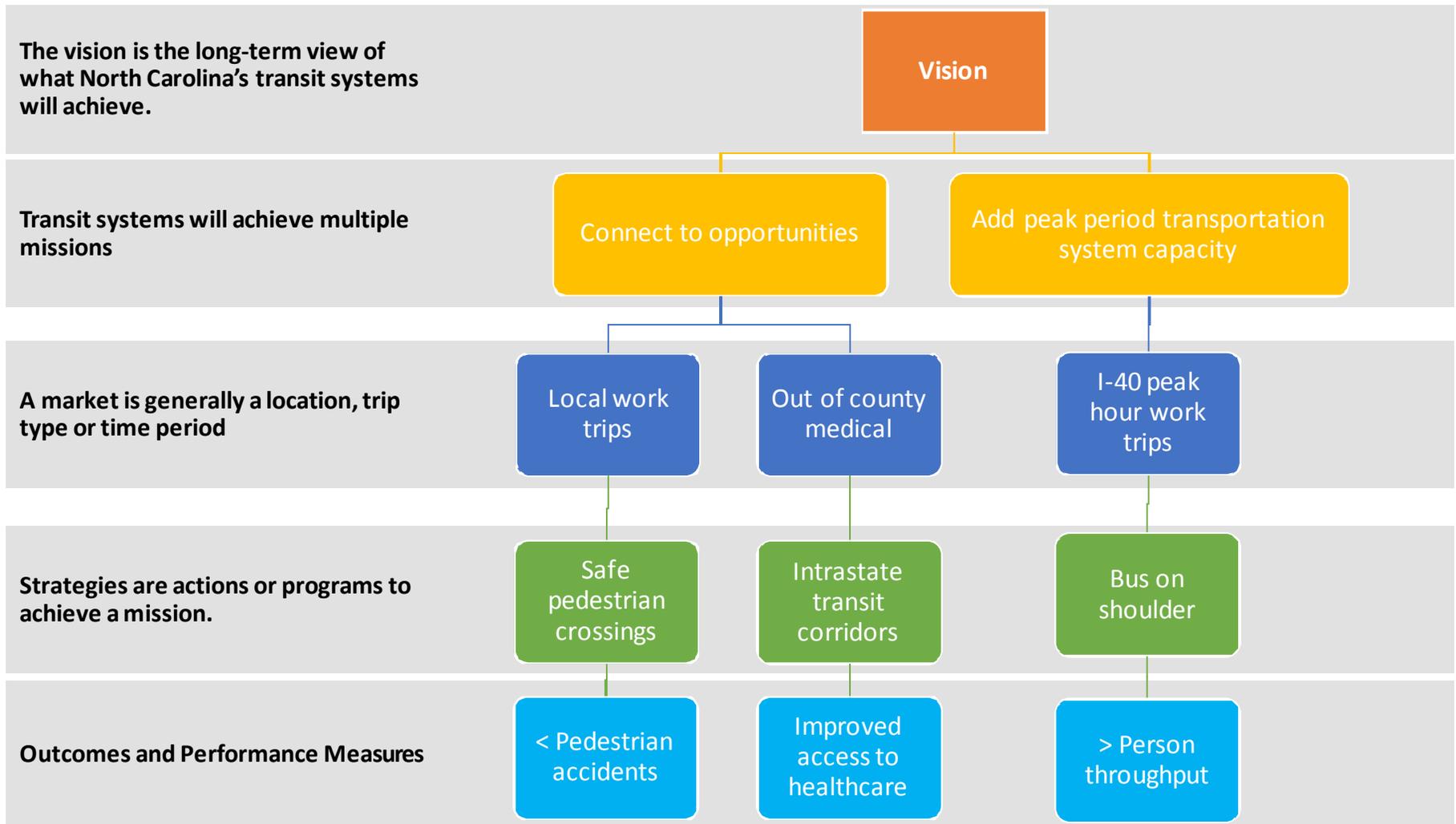
- **Potential Opportunities**

- 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
 - Develop marketing and public education tools

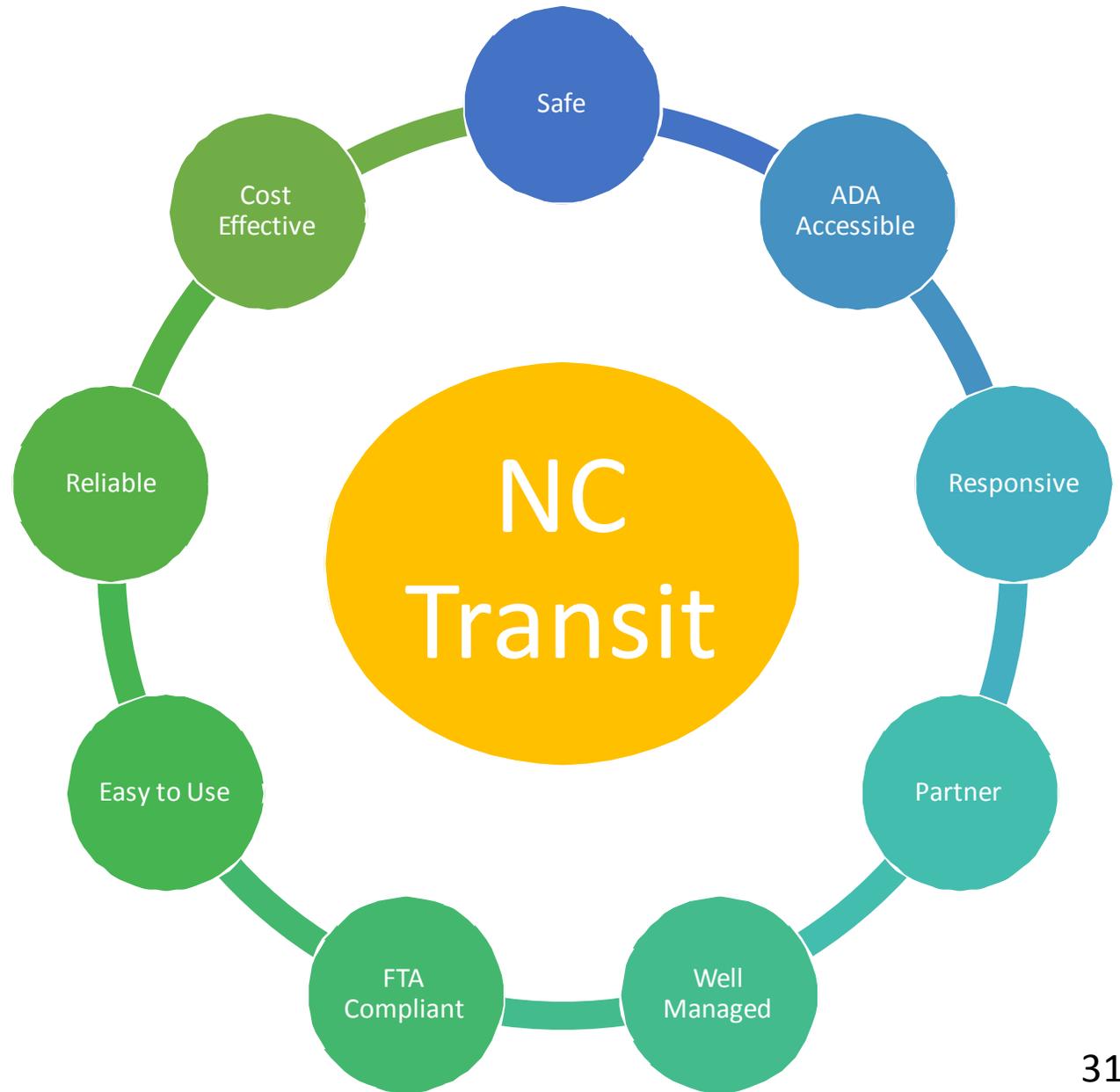
Strategic Framework

- **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?

Strategic Planning Framework



Themes
all transit
services will
have these
characteristics



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?

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

Missions

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

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
- Recreation / Shopping
 - Improve access to recreation and shopping opportunities.

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.

Strategies

- What strategies or programs should be considered?

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**

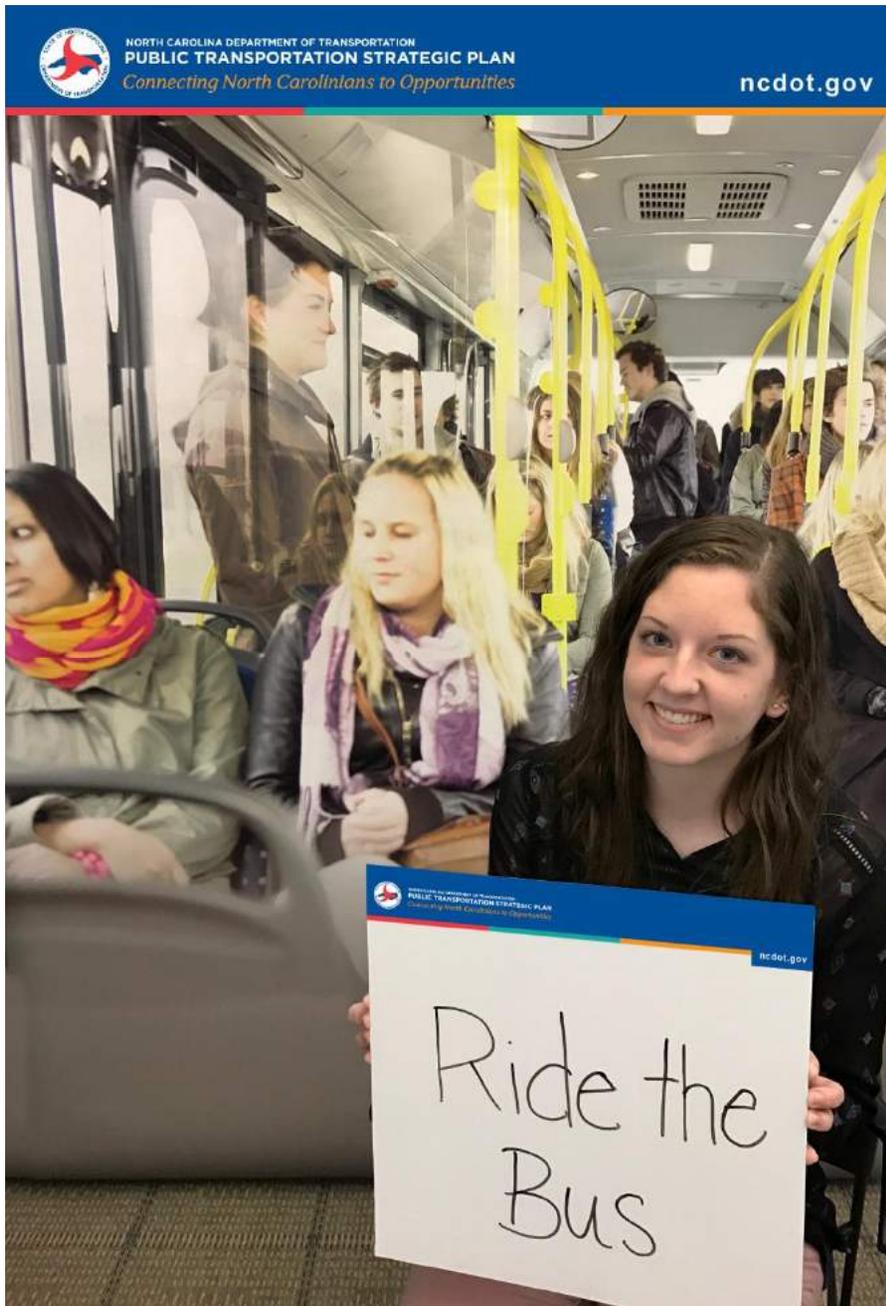
- Corridor plans through MPO planning process
- Focus on peak period mobility improvements
- Identify incremental improvements such as park and ride lots and express buses

- **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

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?



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?

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

Report

Strengths

Missions

Weaknesses

Vision

Challenges (Threats)

Strategies

Opportunities

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?



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



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