



The Phase I Engagement efforts focused on developing a vision for the NC Moves 2050 Plan. The vision was informed by participants' thoughts on the future of North Carolina's transportation system. The objectives of Public Engagement Phase I activities included:

- Developing public awareness of the study
- Educating the public on key elements of the study
- Using public input to inform NC Moves 2050 goals and objectives

WHAT WE DID:

TABLING EVENTS



The Project Team attended three events to promote the project and to distribute surveys:

- North Carolina State Fair
- Lexington BBQ Fest
- Wilmington RiverFest

STAKEHOLDER MEETINGS



A series of stakeholder meetings for the Agency Coordination Group (ACG) and Statewide Stakeholder Group (SSG) took place to provide a forum to gather public input and answer questions.

- Eastern SSG (Kinston, NC) 7 attendees
- Central SSG (Raleigh, NC) 14 attendees
- Western SSG (Charlotte, NC) 10 attendees
- ACG (Raleigh, NC) 23 attendees

SOCIAL MEDIA AND WEBSITE

- 8 Tweets
40,800+ Impressions
- 8 Posts
4,900+ Impressions
- 8 Posts
11,900+ Reached

NCDOT developed and hosts ncdot.gov/ncmoves to provide project information, press releases, public participation information, project fact sheets and ways to contact the project team or sign-up for project updates.

PUBLIC SURVEY

The first survey focused on framing the discussion around key elements of North Carolina's future based on where people live, how people travel and challenges facing the future of transportation.

How do you primarily get to work or school?

What forms of transportation will be most important to you in the next 30 years?

Where do you currently live?

Where do you want to live in the next 10 - 30 years?

What will be North Carolina's greatest transportation challenge by 2050?

What do you think will impact the state's transportation system the most in the future?

Do you think the impacts will be different for the region you live in?

The survey was promoted through the NC Moves 2050 webpage, social media and geo-tagging, e-blasts to organizations, engagement sessions and tabling events.



7,000 Views
3,500 Responses

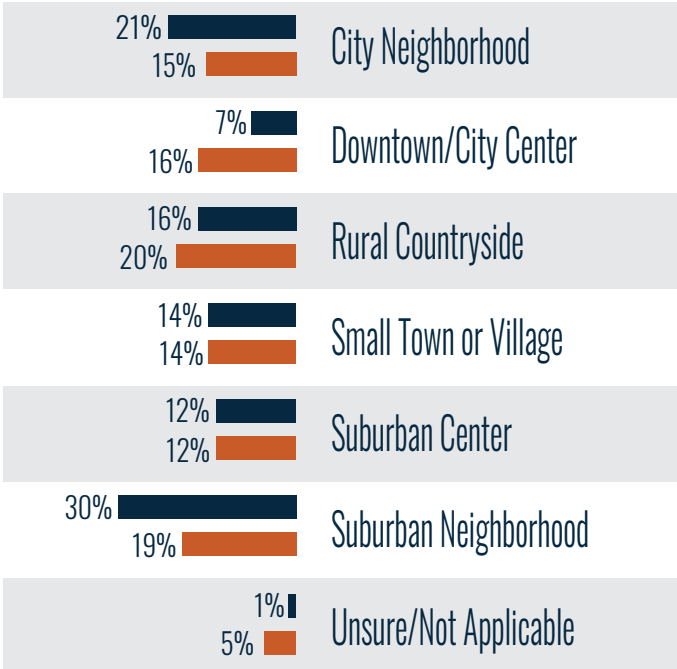
WHAT WE HEARD:

The responses from the first survey show that respondents want to see a different transportation future than what they have today. Some future challenges are viewed differently depending on whether respondents currently live in a rural or urban area.

- In the future, respondents prefer suburban neighborhoods less, while the demand for city centers and rural countryside living increases.
- Today most people travel by car, but in the future, there is a desire for more multimodal travel, with a greater number of people selecting modes other than car.
- For the most part, future challenges are viewed similarly for both rural and urban residents. However, commute time and transportation options tend to be of slightly greater concern for rural residents, and aging infrastructure seems to be a slightly greater concern for urban residents.

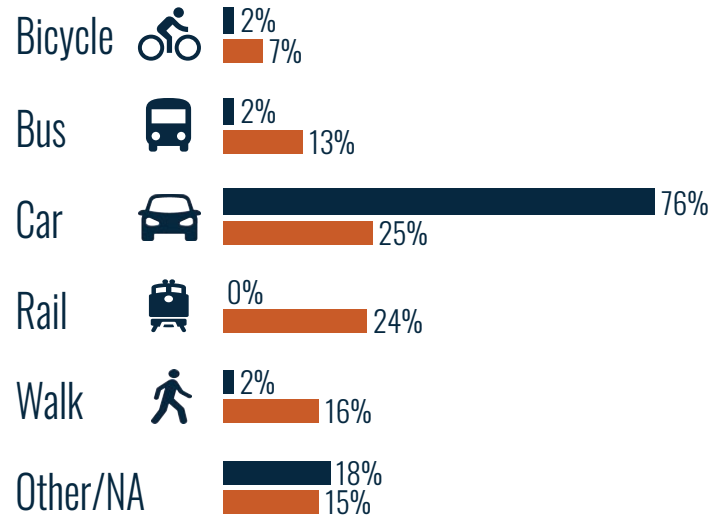
WHERE WE LIVE

Present Future



HOW WE MOVE

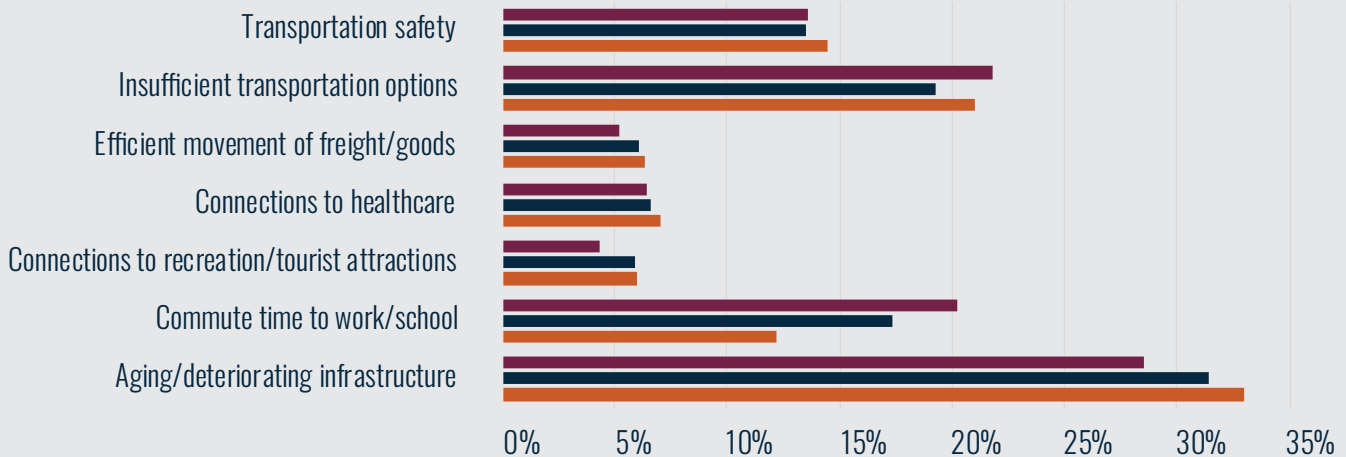
Present Future



The importance of traveling by car in the future decreases by **51%↓**

CHALLENGES WE WILL FACE

All Urban Rural



For information about the NC Moves 2050 Plan:

Transportation Planning Division
 (919)-707-0900
 ncmoves@ncdot.gov
 1554 Mail Service Center
 Raleigh, NC 27699-1554