



# PUBLIC ENGAGEMENT OVERVIEW

## STATEWIDE MULTIMODAL TRANSPORTATION PLAN

Public and stakeholder engagement was a cornerstone of the NC Moves 2050 Plan process. To reach a wide range of North Carolinians across the state, the N.C. Department of Transportation implemented a robust and innovative public engagement strategy that helped share plan outcomes. **Over 3 million people were engaged** during the development of the NC Moves 2050 Plan.



Given the diversity of the state, NCDOT prioritized engagement efforts to reach a diversity of residents, including young adults and residents in rural areas and underserved communities. This was accomplished through targeted outreach at regional events and direct communication. During each phase of the NC Moves 2050 development effort, activities and engagement opportunities were promoted through the project website, NCDOT social media, e-blasts to organizations and community groups, stakeholder workshops and at festivals and community events around the state. For more information about the NC Moves 2050 Plan, visit [ncmoves.gov](http://ncmoves.gov).

## PHASE 1



# 3,600 Responses

Launched a survey focused on framing the discussion around key elements of North Carolina's future based on:

- Where people live
- How people travel
- Challenges facing the future of transportation



Launched the project website  
[ncmoves.gov](http://ncmoves.gov)

## ATTENDED 3 N.C. FESTIVALS

Including two days at the N.C. State Fair.



## HELD A SERIES OF REGIONAL WORKSHOPS

Agency and stakeholder groups helped create a vision and establish plan objectives.

# PHASE 2



## 10,100 Responses

Launched the second survey, about NC Moves 2050 Alternative Futures, with questions about future needs and related potential benefits and challenges.

### ATTENDED 25 EVENTS & FESTIVALS

**Produced “Train the Trainer” materials** with logistics plans, engagement activities, reporting forms, PowerPoint slides, briefing materials and plan content for metropolitan and rural planning organizations.

**Launched an interactive public comment map** encouraging the public to add comments about challenges specific to their region.



### “TABLE TOPICS” KITS

Enabled resident groups to provide meaningful feedback about the needs of their communities through conversation.

# PHASE 3



## 15,200 Responses

Launched the third survey to collect direct input into the recommended plan strategies and actions.

### ATTENDED 50+ EVENTS

Worked with **26 school districts** to distribute surveys by email and paper copies to parents.

**ADVERTISED THE SURVEY ON 28 N.C. PUBLIC TRANSIT SYSTEMS**

### PARTNERED WITH

- N.C. Domestic Violence Commission
- Hispanic Contractors Association of N.C.
- Historically Black Colleges & Universities
- N.C. Divine Nine Pan-Hellenic Council
- N.C. Art Teachers Conference
- Native American Heritage Celebration
- Latin American Festivals
- Military Spouse Expo & others



### HOSTED A POSTER CONTEST

K-12 students submitted posters of what future transportation innovations could look like.

# PHASE 4



## 2,600 Responses

Launched the final survey to complete the 30-day comment period for the plan draft recommendations.

### CREATED A VIDEO TO SHARE THE FINAL PLAN RESULTS

**Launched the Implementation Plan webpage** to outline how the plan will be implemented over the next 10 years.

**Stakeholder engagement** for the Implementation Plan will occur in February 2021.



### LAUNCHED INTERACTIVE WEBTOOL (JANUARY 2021)

Allows users to learn about the planning process, outcomes and final recommendations.