

**Moore County CTP Presentation
The Next Steps
Moore County Transportation Committee Meeting Minutes**

July 31, 2013

Attendees Present:

Jeremy Rust	Moore County, Planning and Community Development
Pat Ann McMurray	Aberdeen
Earl Ingram	Citizen
Ralph Harris	Citizen, Aberdeen
Ray MacKay	Seven Lakes
Rhett Fussell	Parsons Brinkerhoff
Craig Gresham	ClearBox Forecast Group, PLLC
Debra Ensminger, CZO	Moore County, Planning and Community Development
Mike Bruff, PE	NCDOT – TPB
Scott Walston	NCDOT – TPB
Frances Bisby, EI	NCDOT - TPB
Cheryl Collins	NCDOT - TPB
Cy Smith	AirSage, President
Lydia Cleveland	Moore County, Planning and Community Development
Matt Day	TARPO
Marty C. Tillman	NCDOT Division 8, District 2 Engineer
Stephen Later	Walthour-Moss Foundation
Pamela Graham	Aberdeen
Robert Farrell	Aberdeen-Alternate
Jimmy Melton	Moore County Commissioner
Carol Lucas	Cameron
Andrea Correll	Pinehurst
Paul H. Davis, Jr.	Carthage
George Erickson	Foxfire Village
Jerry Williams	Town of Pinbluff Councilmember
Alandra Wall	Intern, Moore County, Planning and Community Development
Fred Monroe	
Jane Tercheria	
John L. Monroe	

Introductions: Mr. Jimmy Melton, Moore County Commissioner, called the meeting to order welcoming the Moore County Transportation Committee back as well as meeting attendees. With formalities dispensed, the meeting was turned over to the Moore County CTP project engineer, Frances Bisby.

Presentation: The presentation and all associated handouts can be viewed on the project page with summary outline provided below: <http://www.ncdot.gov/projects/moorechoices/>.

I. Introduction of consultants and team members: List of distinguished guests including NCDOT Branch leadership and CEO of AirSage. Cheryl Collins was also formally introduced as Moore County's new CTP project engineer.

- a. Mike Bruff, PE Branch Manager of NCDOT Transportation Planning Branch
- b. Cy Smith, Founder and CEO of AirSage
- c. Richard Hancock, PE, NCDOT Division (8) Engineer
- d. Cheryl Collins, NC DOT TPB Transportation Engineer

II. Origin and Study Report –The origin and destination report was co-presented by Rhett Fussell of Parsons Brinkerhoff and Craig Gresham of Clear Box. Cy Smith, Founder and CEO of AirSage, traveled from Atlanta, Georgia, in support of the study and to account for the delays in Moore County's receipt of the final report.

- a. Overview of AirSage data, collection, and privacy
- b. Total Devices to Trips Characteristics
- c. Methodology, Subscriber Classification
- d. Moore County Mobile Unit O and Ds
- e. Moore County Study Facts and Figures
- f. Trip Generation Methodology
- g. Graphics: Desire Lines and Flows
- h. OD Select Link at key intersections
- i. US 1 Volume Flows by Trip Type
- j. Problem identified in model with TAZ and centroid connector loading US 1 at US 15-501
- k. Proposed Schedule going forward

III. Additional Studies to Support Next Steps

- a. US 1 Corridor Analysis: Rhett Fussell outlined the next steps in the US 1 Analysis using TransModeler
- b. NC 211 Corridor Study: Richard Hancock provided information on the next steps in the preservation of the NC 211 Corridor.

IV. Review of March 13th Workshop

- a. Compiling of March 13th data – findings
- b. Comments and Methodology
- c. Control Totals

V. Purpose of July 31st Workshop

- a. Review results of surveyed SE and future development data
- b. Check 2030 data values and provide comments Assign growth values for 2040
- c. Review and Approve 2030 Projections
- d. Maps (graphical representations of growth)
- e. Provide Guidance for 2040 Growth

VI. How Do You Expect to Grow from 2030 – 2040

- a. Population
- b. Employment

VII. Questions and Comments

- a. In reference to Slide #5, PB Presentation: Presentation provided that data from 9/20 to 10/18 2012 consisting of 12 weekdays and 8 weekend days: Is there any reason for the disproportionate number of week days used in the data set?

The response during the meeting was fielded by Rhett Fussell of PB who stated that it depended on the area and how the data was used. Cy Smith explained 20 to 30 days of data are typically pulled for regions, but only weekday travel is used, but he would check with his staff to confirm. On August 1st, Airsage and PB confirmed with NCDOT that data was pulled for the entire month including weekends as the presentation provided. The data, week days as well as weekends, was used to understand the visibility of the mobile devices. The full data set is also used to determine activity patterns like home to work trips and locations.

Weekend data is primarily used to help establish the visibility of the HOME location. As such, weekend data is key in pinpointing those who live outside the region. Weekday data is the dominating indicator for travel patterns unless specific event or weekend related traffic patterns are identified for examination. More detail is provided in the attached letter from PB's Rhett Fussell.

VIII. Conclusion - Agreement by vote of MCTC members, no meeting required for review of 2040 data. Control total provided in Handout "For MCTC Approval" were approved. All results will be posted on the website.

