



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



Community Meeting

*Mountain North Geographic Community—
Mountain North, Mountain Central, and Hickory analysis districts*

May 10, 2017 | Watauga County Administration Building (Boone)

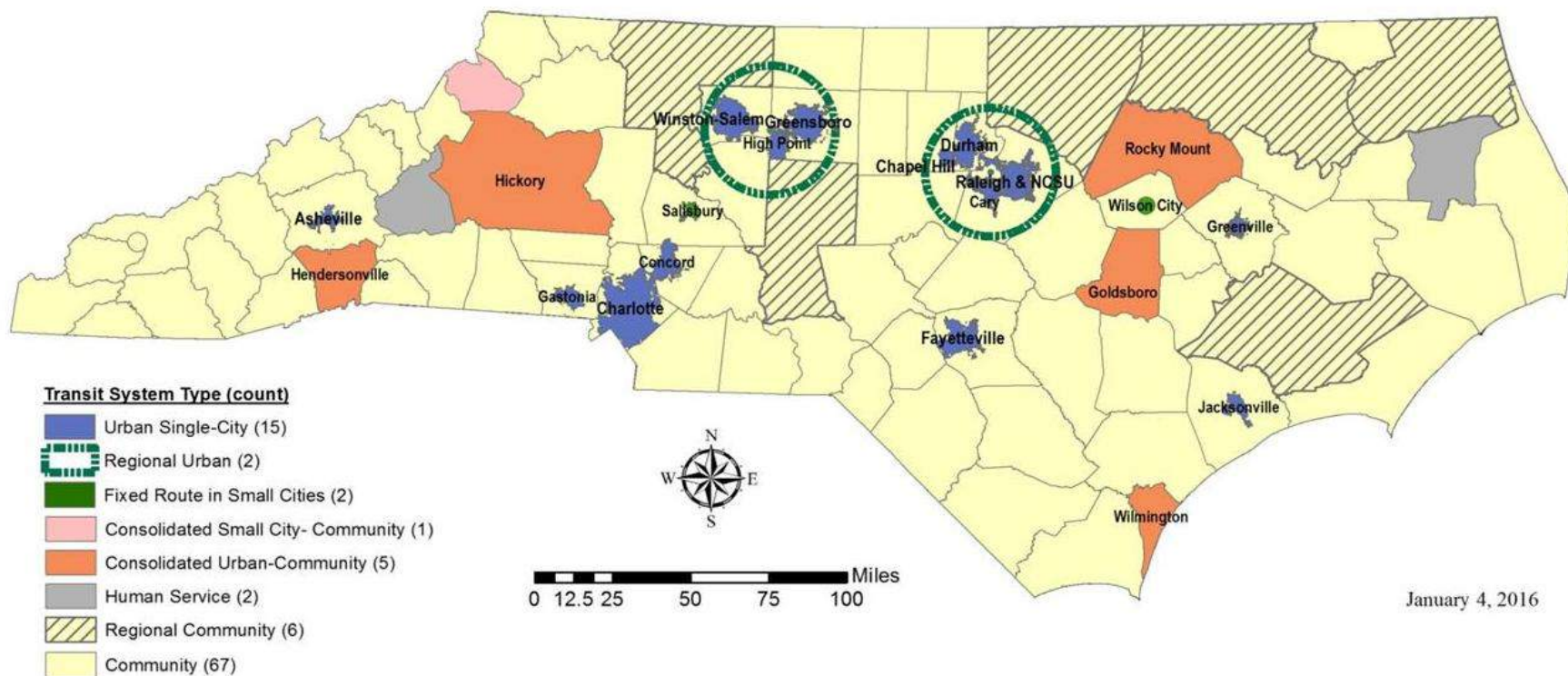


Photo Booth

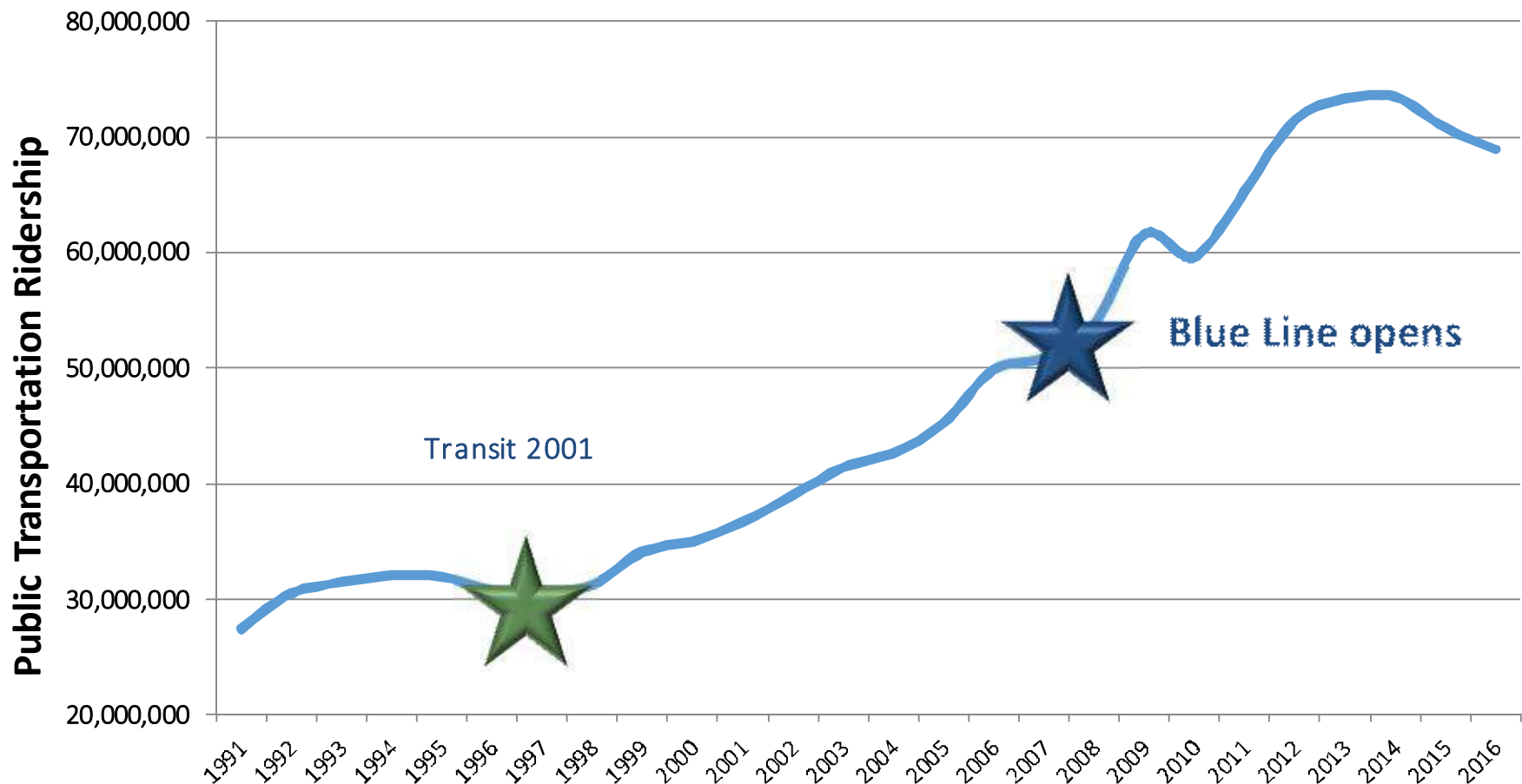
Agenda

- 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

PUBLIC TRANSPORTATION SYSTEMS IN NORTH CAROLINA BY CATEGORY



Exceptional Growth in Urban Public Transportation Ridership



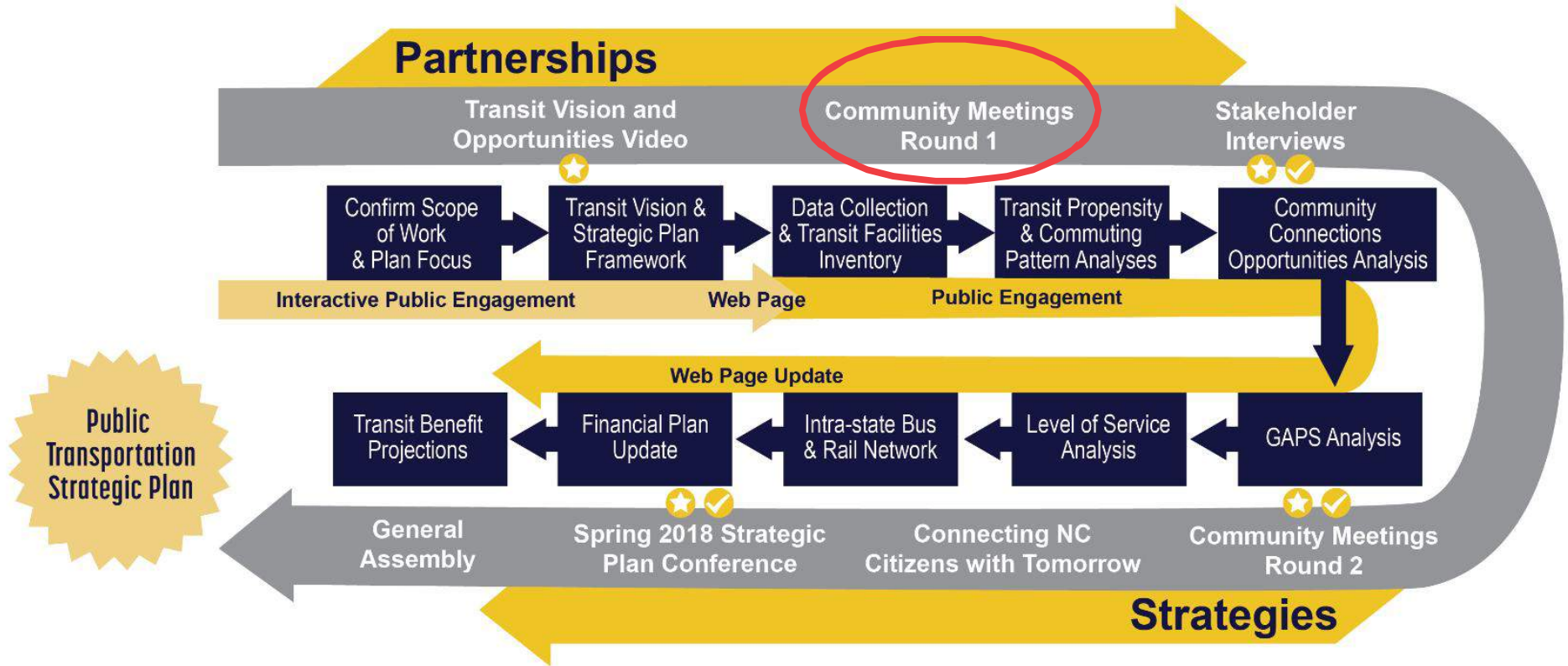
Why Strategic Plan?

- Accountability
- Direction
- What can you do without a plan?
Everything has a plan.
- Prepare for projected growth
- Helps make an argument for needs
- Changes mindset – history vs future
- Gives voice to all / opportunity for inclusion
- Opportunity for innovation
- Evolving technology
- Support other planning efforts
- Define success
- Identify funding/target to needs;
“Blueprint” for infrastructure investment
- Partners – common terminology, move forward together





Public Transportation Strategic Plan Conceptual Work Plan



★ Executive Leadership Committee

✓ Technical / Steering Committee



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



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<https://www.ncdot.gov/nctransit/strategicplan/>

Poll Everywhere

What phrase would you use to illustrate your vision for the future of North Carolina Public Transportation

Meeting Purpose

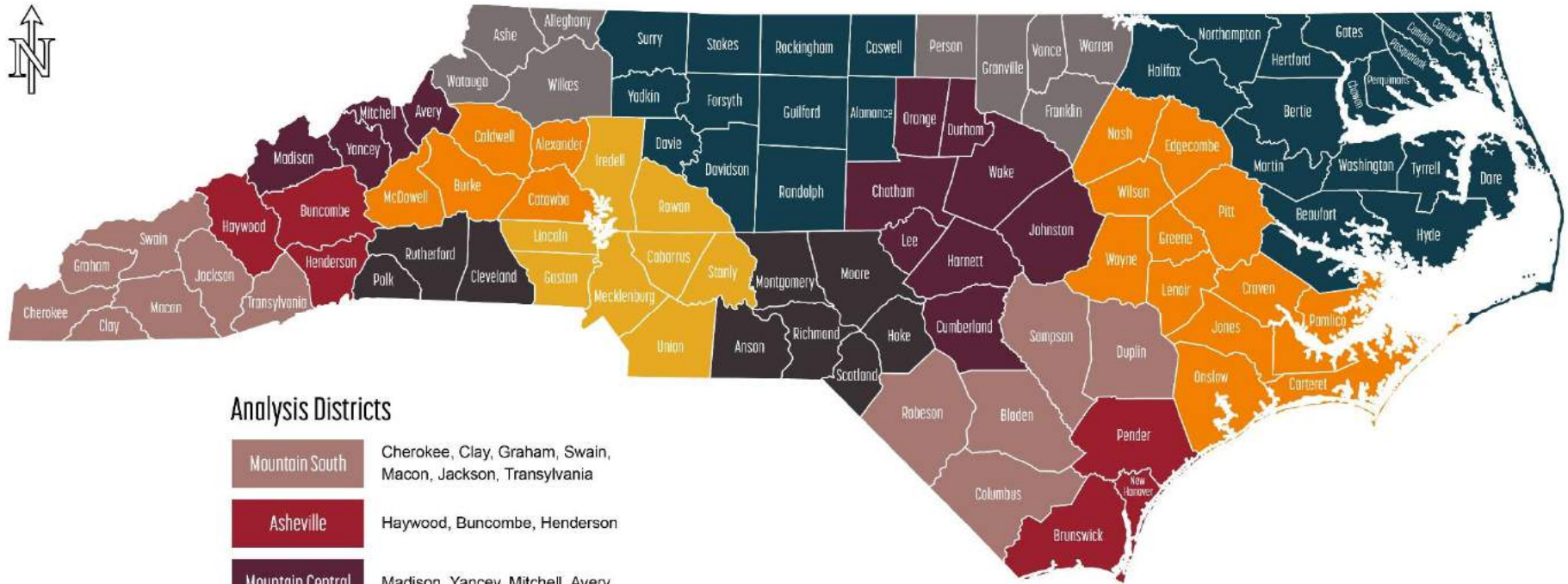
- Provide a forum for discussing your ideas and concerns (specific to different geographic areas)
- Discuss a vision and goals for the future of public transportation in North Carolina
- Get a clearer understanding of the current transit situation (overall service, partnerships, etc.)
 - Identify strengths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

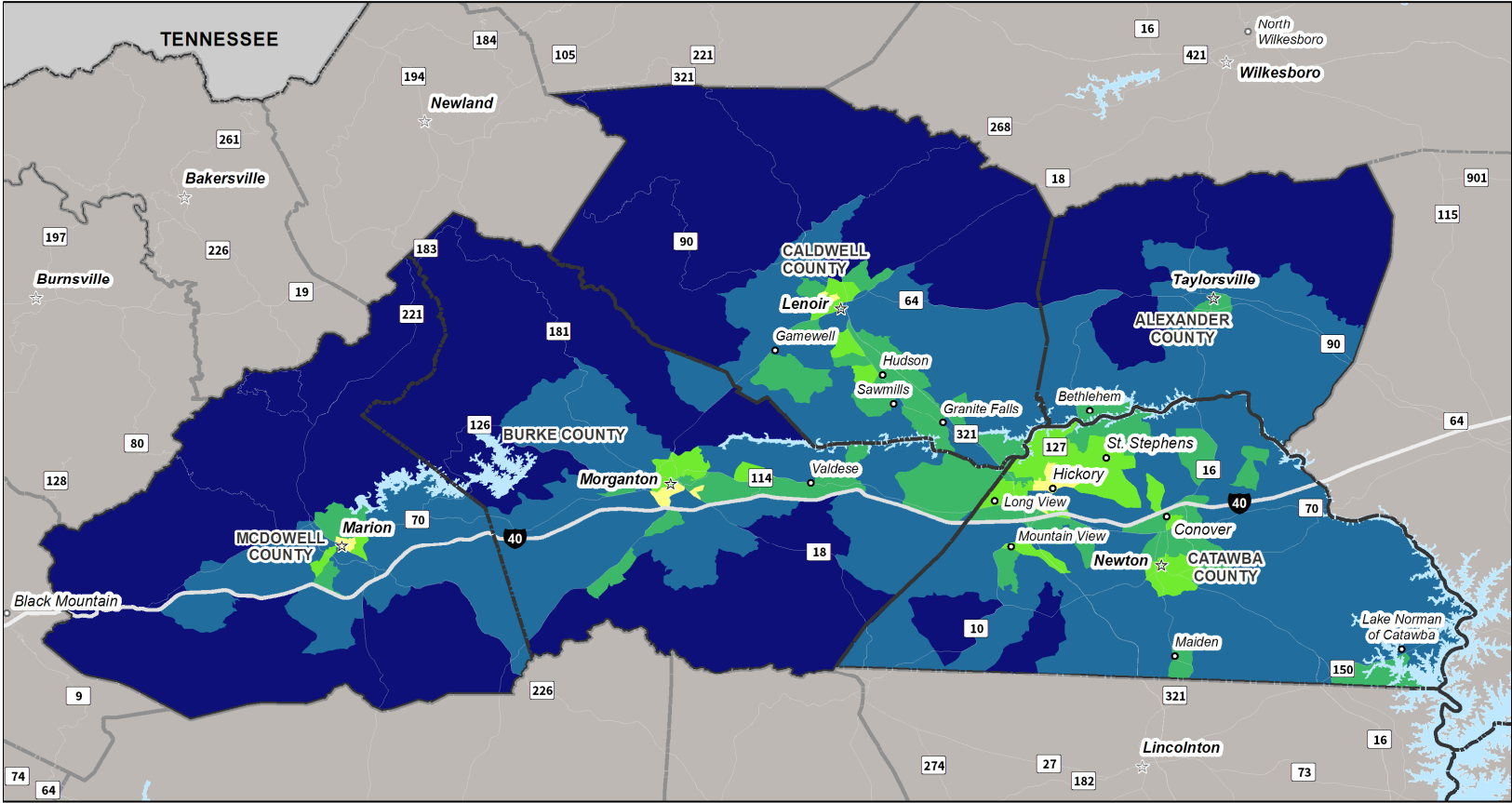
- 15 analysis districts for commuting patterns and opportunity analysis
- Work trips are usually the largest trip purpose for most fixed route transit services
- The U.S. Census Longitudinal Employer–Household Dynamics (LEHD) data set can be used to estimate commuting patterns
- High commuting flows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



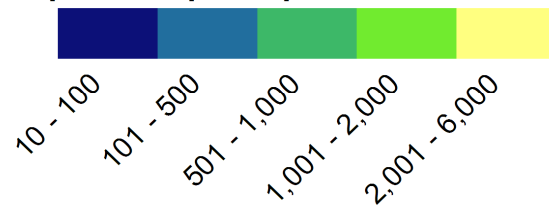
Analysis Districts

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

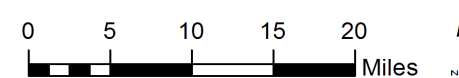
Population Density



Population per Square Mile



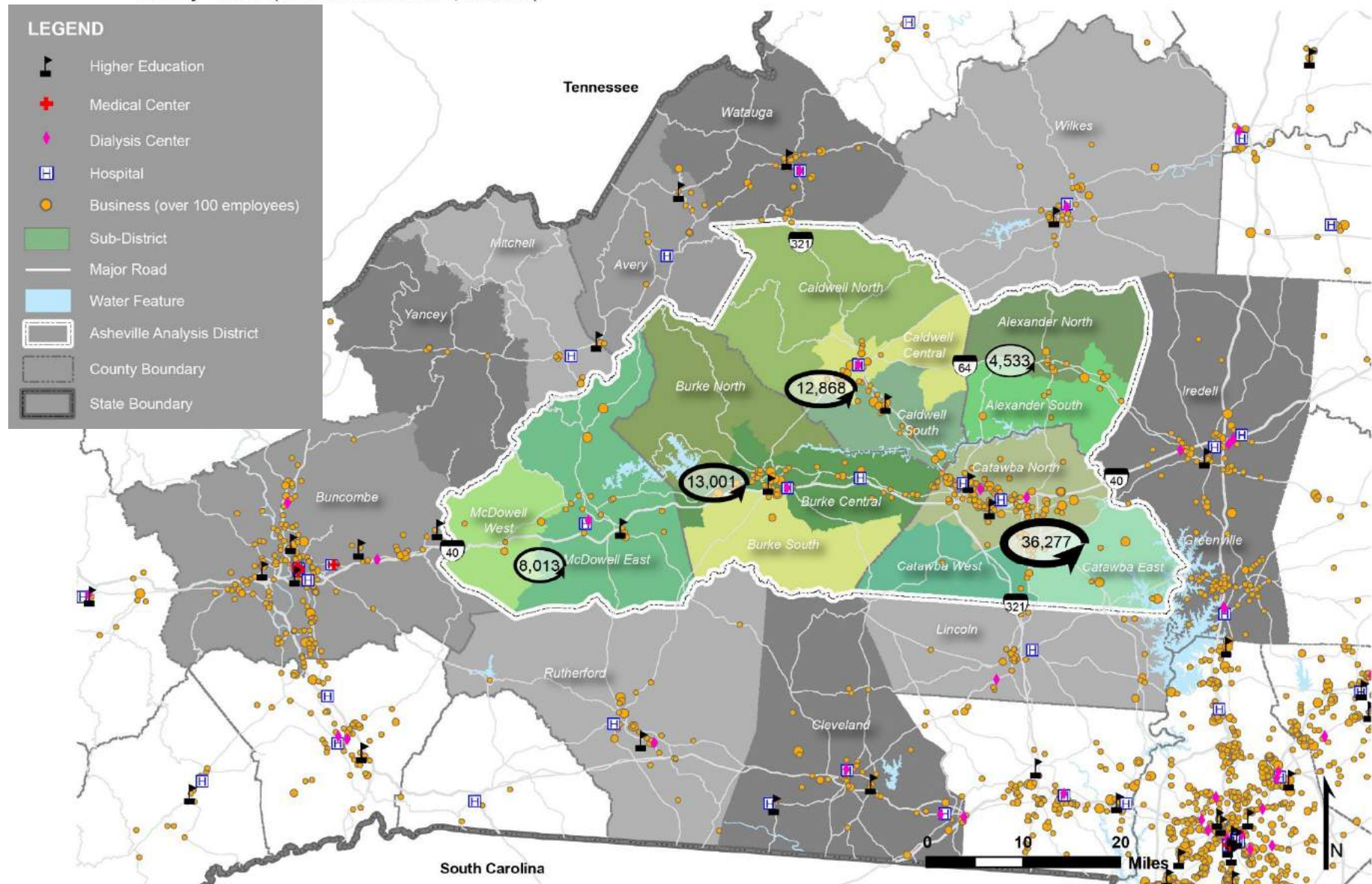
County	Population
Alexander	37,158
Burke	89,548
Caldwell	81,758
Catawba	154,610
McDowell	44,961



Sub-District Commuter Flow Analysis

Hickory District (Source: LEHD 2014, All Jobs)

Intra-County Flows

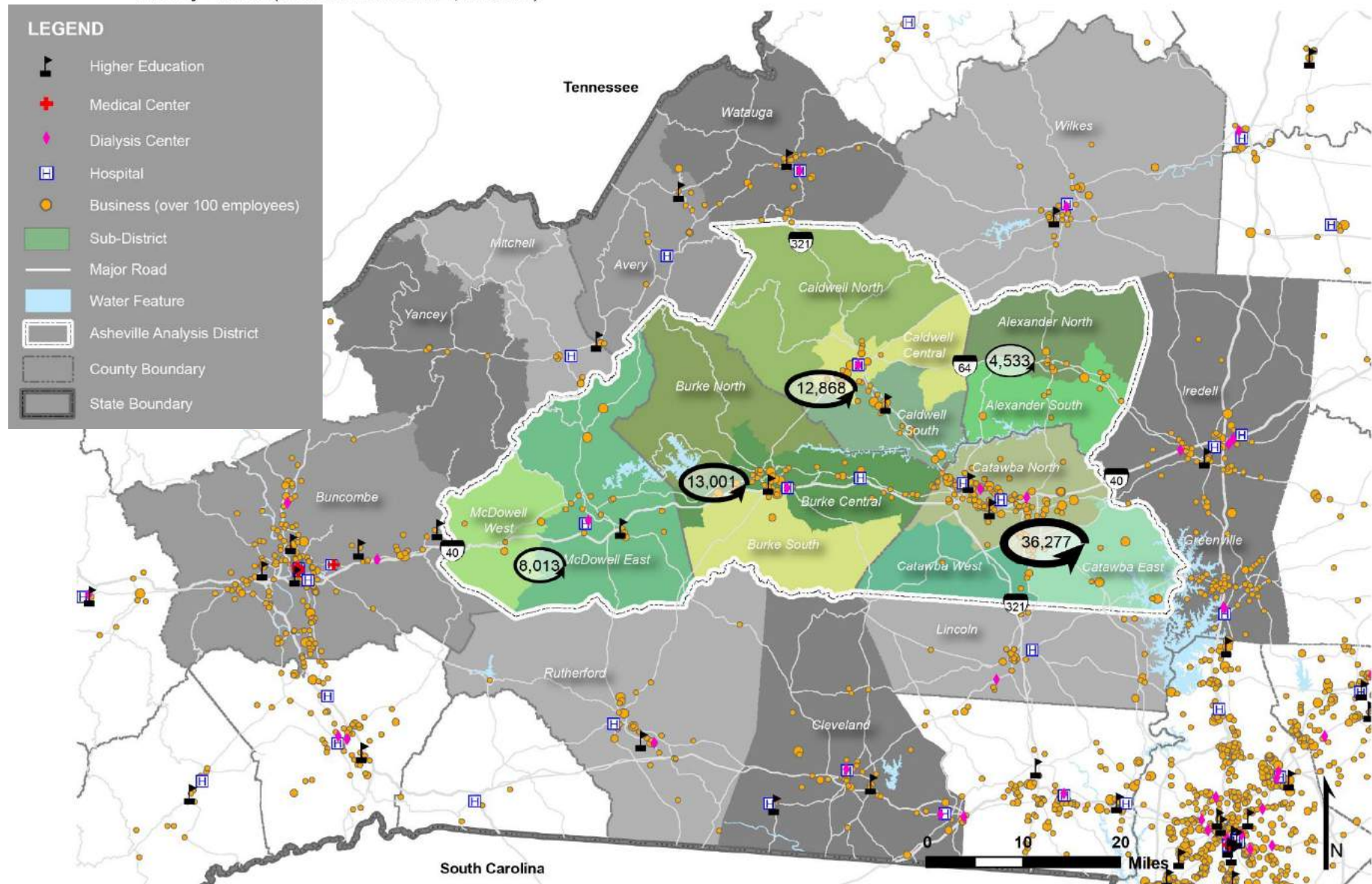


Hickory District		Work Sub-District												
		Burke Central	Burke South	Burke North	Caldwell North	Caldwell South	Caldwell Central	McDowell East	McDowell West	Catawba West	Catawba North	Catawba East	Alexander South	Alexander North
Home Sub-District	Burke Central	7684	375	105	61	735	569	460	37	161	4205	127	104	174
	Burke South	2827	377	47	10	152	156	282	33	45	1058	31	21	40
	Burke North	1396	74	116	13	154	189	119	17	2	359	16	8	35
	Caldwell North	292	17	15	240	742	1182	32	3	9	565	28	39	33
	Caldwell South	1594	47	25	211	3880	2688	94	6	110	4688	109	178	190
	Caldwell Central	593	22	15	194	1489	2242	66	3	26	1267	37	128	103
	McDowell East	935	31	14	6	70	96	5612	927	80	475	21	14	26
	McDowell West	106	4	1	0	23	12	956	518	28	85	2	1	9
	Catawba West	398	22	1	5	179	86	19	4	590	3942	370	83	44
	Catawba North	1996	64	8	69	1061	613	149	26	956	24079	1252	765	410
	Catawba East	193	6	1	15	92	83	36	8	428	3299	1361	119	44
	Alexander South	315	9	3	20	250	180	38	7	78	2945	153	1450	1079
	Alexander North	152	5	1	11	82	113	23	2	21	1028	62	817	1207

Sub-District Commuter Flow Analysis

Hickory District (Source: LEHD 2014, All Jobs)

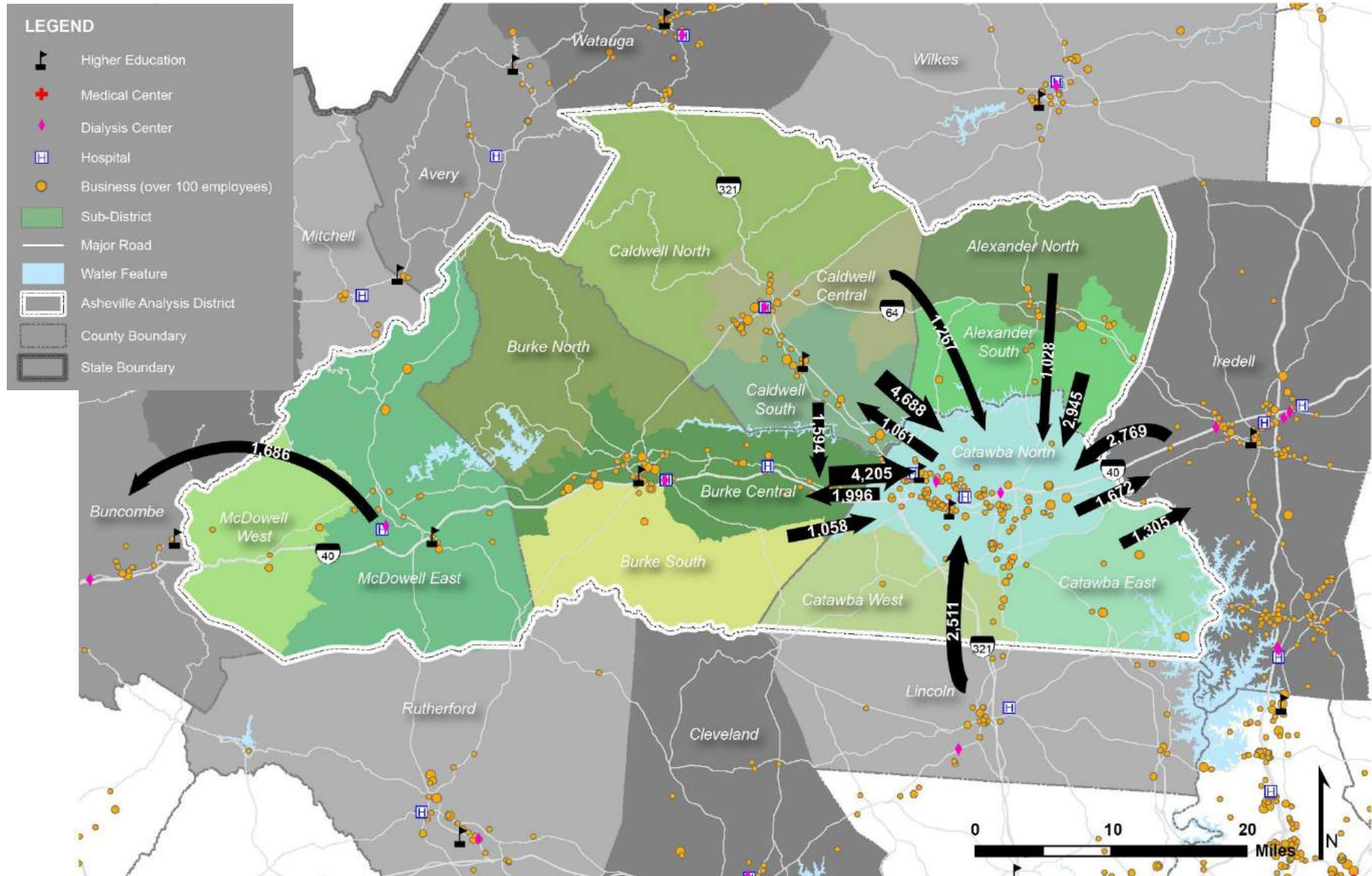
Intra-County Flows



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Hickory District (Source: LEHD 2014, All Jobs)

Significant Flows Between Sub-Districts

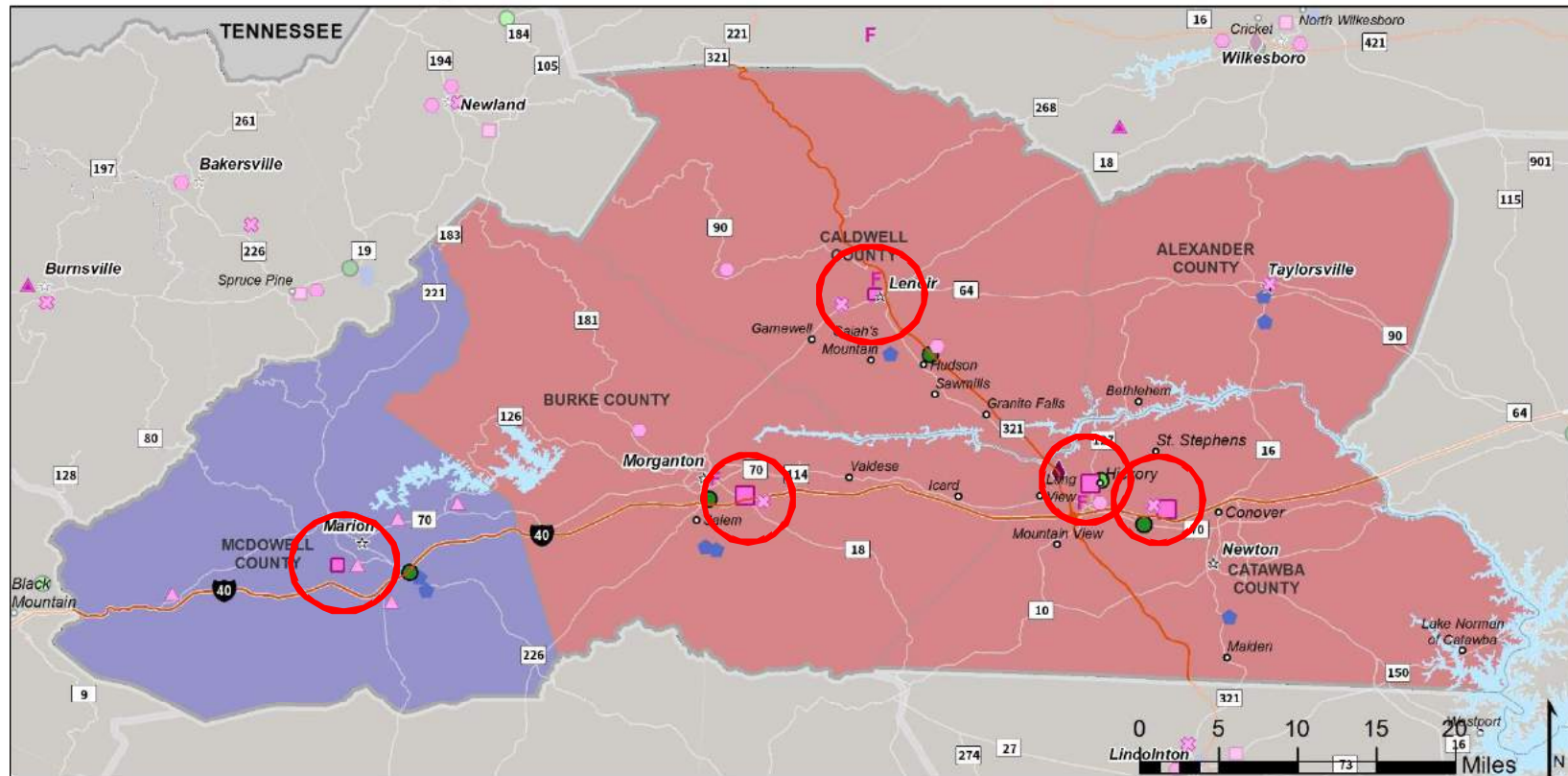


Hickory District Existing Transit Profile

- **5 Counties, 2 providers**
 - Greenway Public Transportation
 - McDowell Department of Social Services
- **Types of service**
 - Fixed-route
 - Demand response
 - General public
 - In-county
 - Out-of-county
- **Destinations served**
 - Medical
 - 5 hospitals & medical centers
 - Education
 - 5 institutions of higher education
 - Out-of-county

Hickory

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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

Safety Net Sites

- ▲ CMS* Rural Health Clinic
- ▲ ORH† Rural Health Center
- ▲ Federally Qualified Health Centers

Junior College (Enrolled)

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

College/Univ. (Enrolled)

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

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

Transit Providers

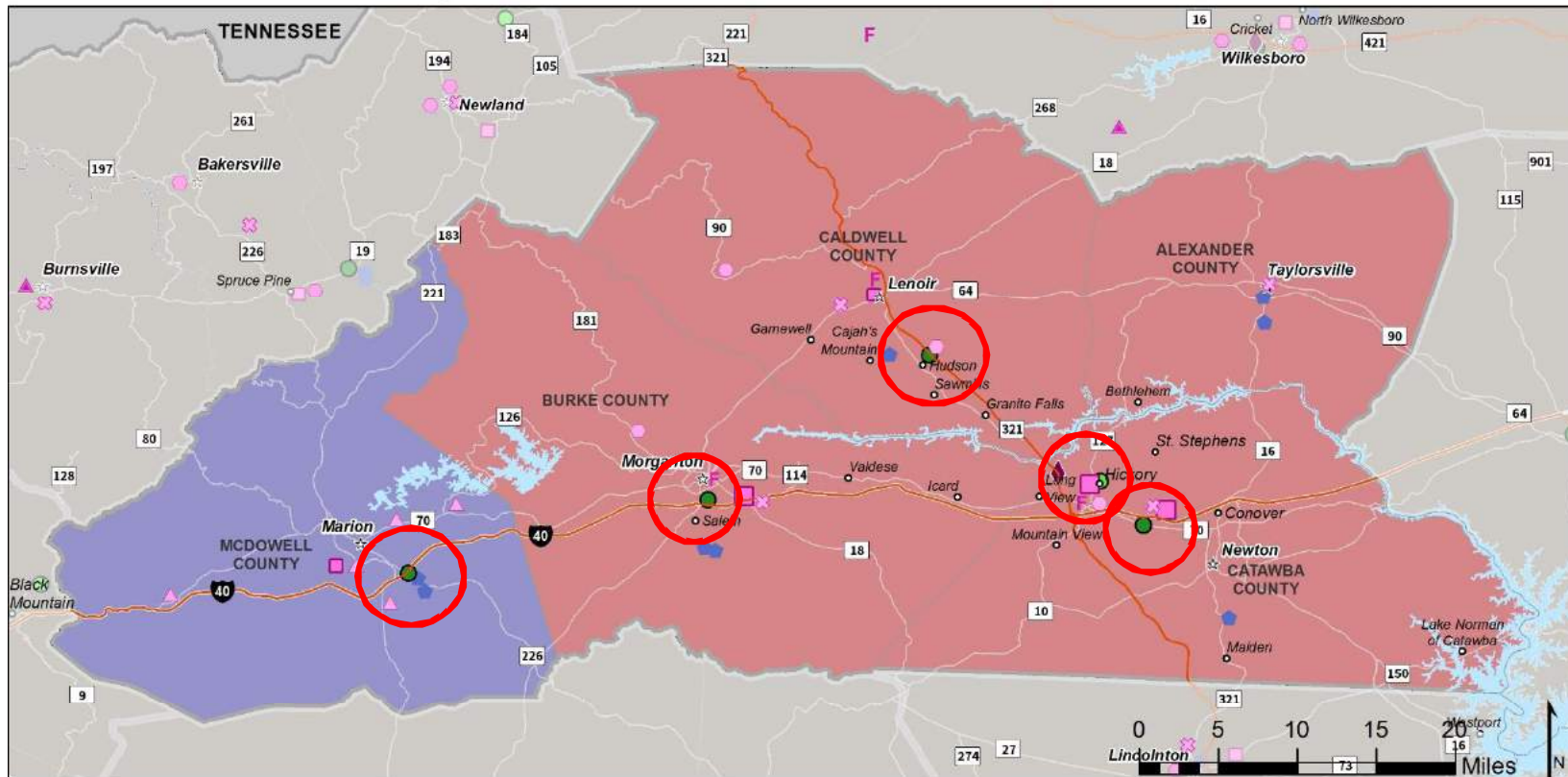
- Western Piedmont Regional Transit Authority
- McDowell Department of Social Services

Intercity Bus Routes

- Jurisdiction Provides Out-of-County Medical Appointment Transportation

Hickory

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F Free Clinic

✕ Health Department Site

* Center for Medicaid & Medicare Services
† Office of Rural Health

Government Services

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Intercity Bus Routes

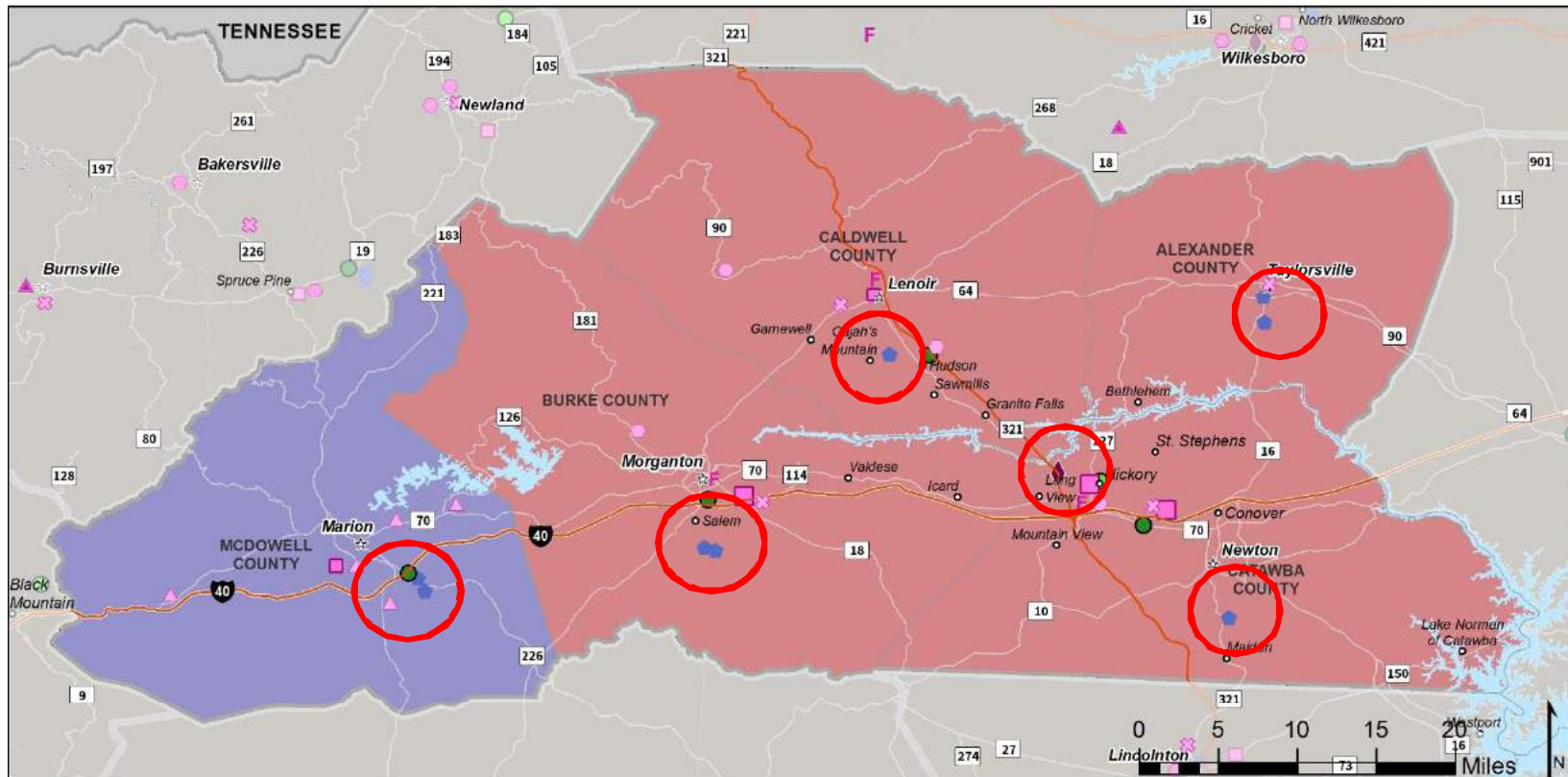
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Transit Providers

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Hickory

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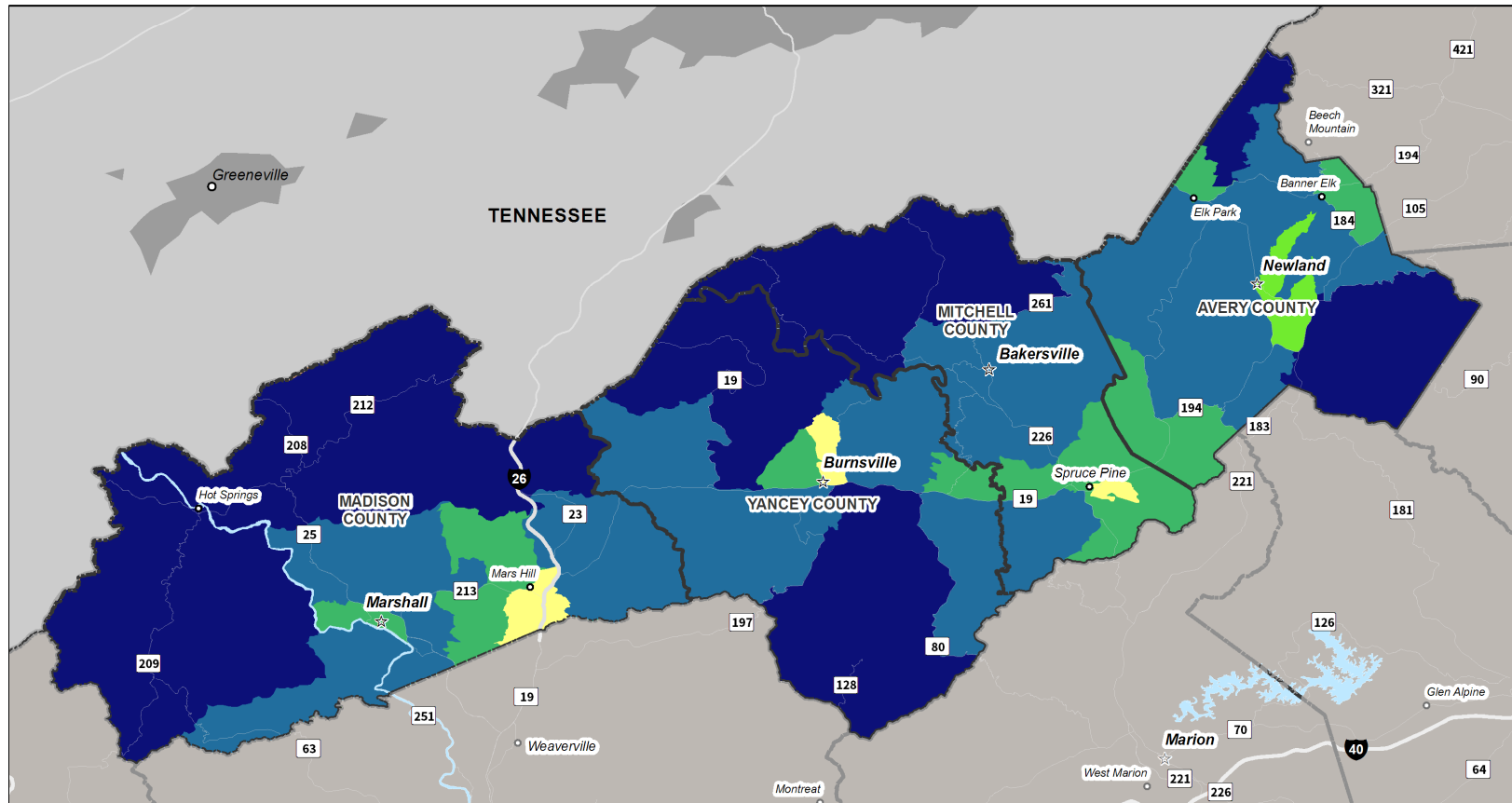
Opportunities Analysis – Gap Analysis

•Potential Opportunities

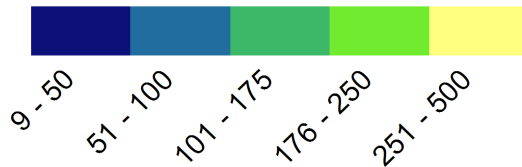
- Expand demand response services to a wider range of eligible trip purposes, customers
- Expand services to out-of-county destinations
- Coordinate Service
 - Coordinate services, transfers, and fares between providers in the region
 - Coordinate demand-response services to pick up passengers in multiple counties
- Create park-and-ride facilities for buses, vanpools, and carpools
- Add circulator service and express services along major corridors
- Extend hours and frequency of service (especially on weekends and evenings)

Mountain Central

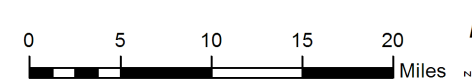
Population Density



Population per Square Mile



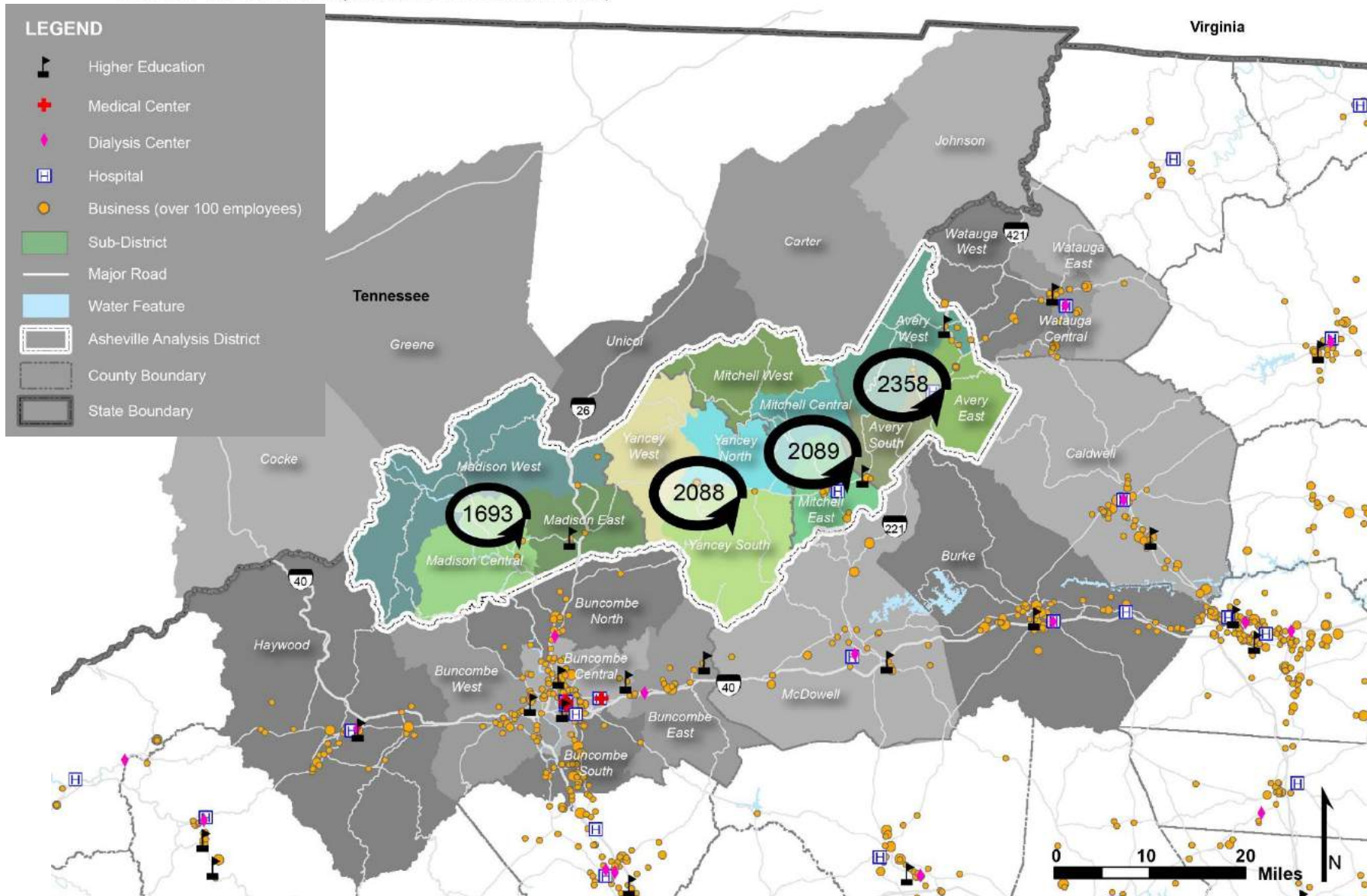
County	Population
Avery	17,695
Madison	21,027
Mitchell	15,330
Yancey	17,604



Sub-District Commuter Flow Analysis

Mountain Central District (Source: LEHD 2014, All Jobs)

Intra-County Flows

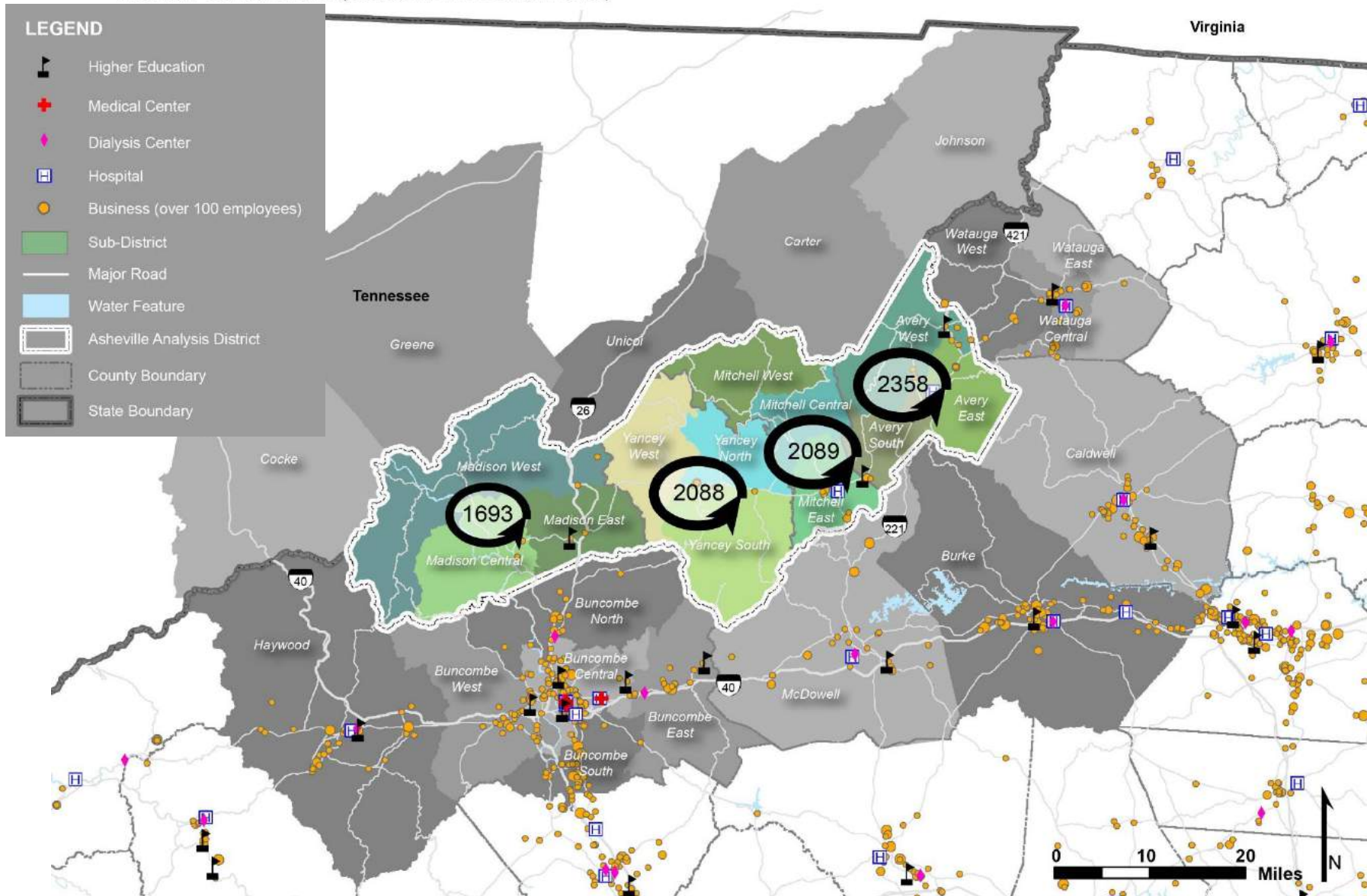


Mountain Central District		Work Sub-District											
		Madison West	Madison Central	Madison East	Yancey West	Yancey North	Yancey South	Mitchell West	Mitchell Central	Mitchell East	Avery West	Avery South	Avery East
Home Sub-District	Madison West	217	249	68	2	11	2	0	3	24	1	1	1
	Madison Central	54	441	87	2	12	1	0	1	15	3	1	1
	Madison East	26	253	298	15	22	38	0	4	20	2	3	1
	Yancey West	5	25	31	127	134	178	2	6	95	3	7	3
	Yancey North	13	24	26	154	338	387	10	16	295	27	32	7
	Yancey South	8	29	29	130	233	407	13	23	269	15	25	6
	Mitchell West	1	5	9	18	28	31	49	65	213	12	20	9
	Mitchell Central	0	9	3	28	20	38	51	106	295	10	21	11
	Mitchell East	4	8	8	38	72	96	38	99	1173	58	92	40
	Avery West	0	0	5	10	6	23	3	2	97	780	251	394
	Avery South	3	0	1	4	10	6	7	8	119	181	193	167
	Avery East	0	0	2	3	4	1	1	0	19	142	67	183

Sub-District Commuter Flow Analysis

Mountain Central District (Source: LEHD 2014, All Jobs)

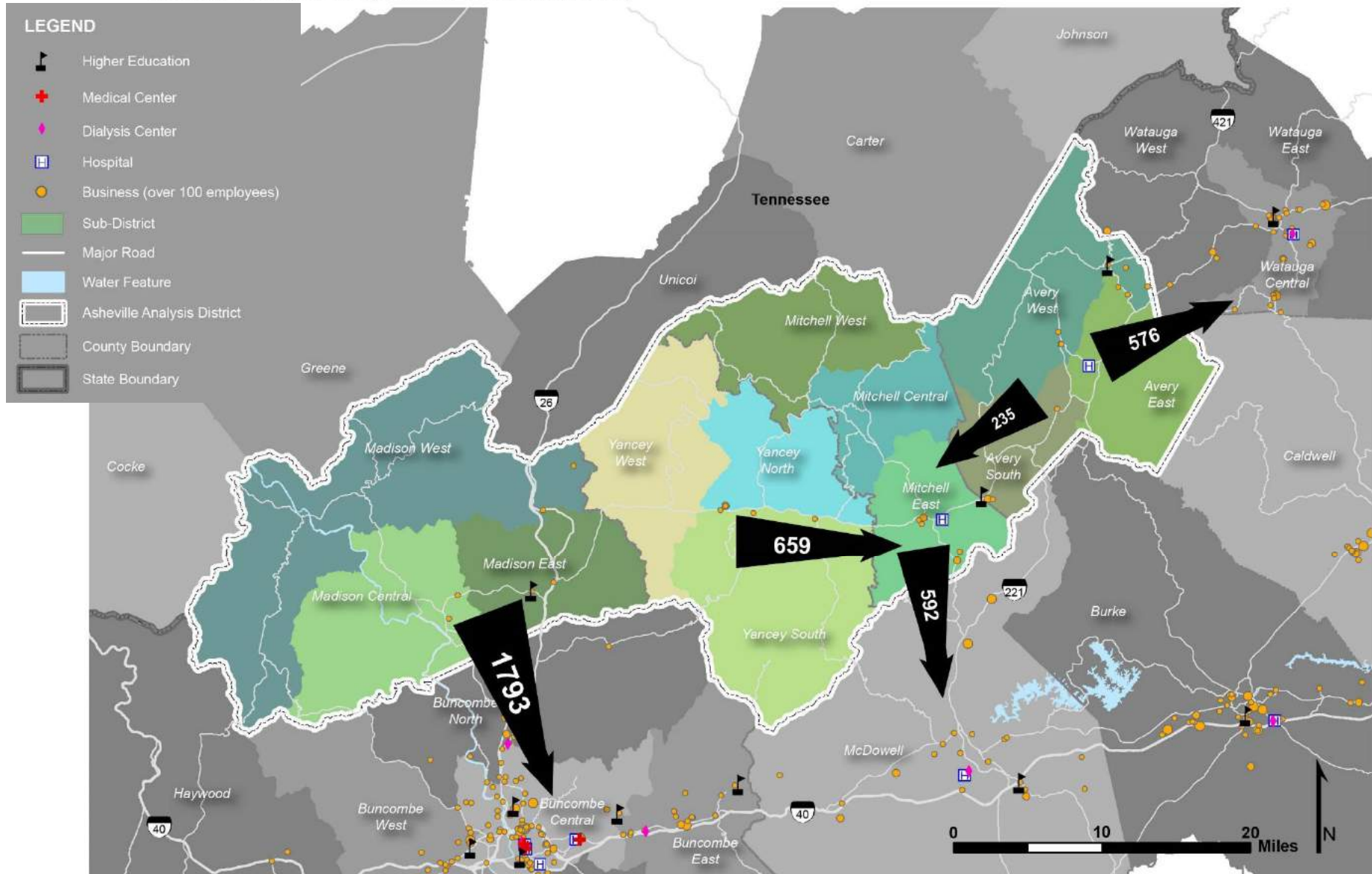
Intra-County Flows



Sub-District Commuter Flow Analysis

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Significant Flows Between Sub-Districts

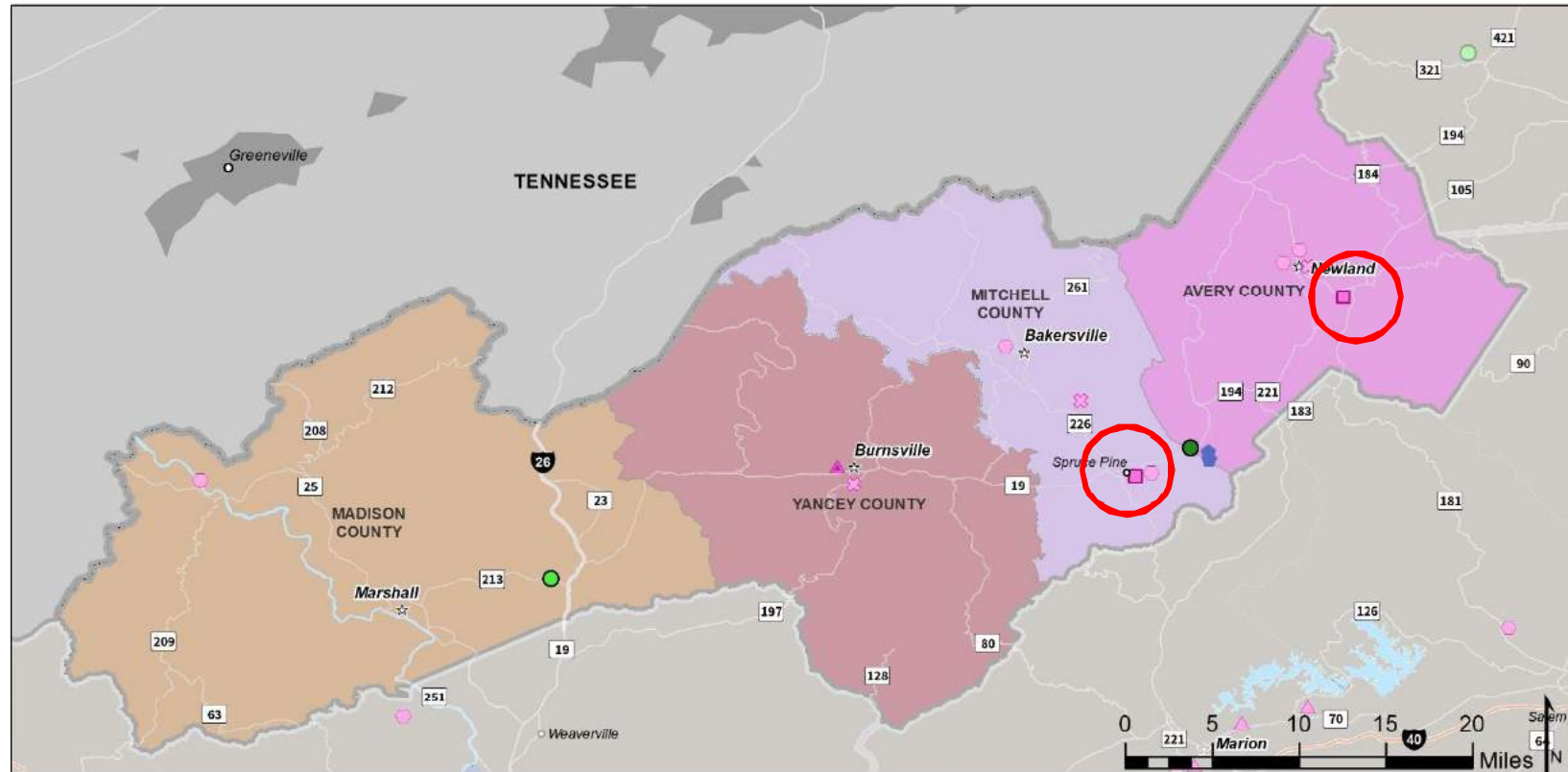


Mountain Central District Existing Transit Profile

- **4 Counties, 4 providers**
 - Demand Response Only
 - Avery County
 - Madison County
 - Mitchell County
 - Yancey County
- **Types of service**
 - Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
- **Destinations served**
 - Cities/Towns
 - Medical
 - Charles A. Cannon Jr. Memorial Hospital
 - Blue Ridge Regional Hospital
 - Education
 - Lees-McRae College
 - Mars Hill College
 - Maryland Community College
 - Out-of-county

Mountain Central

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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- 201 - 500
- 501 - 1200

Safety Net Sites

- CMS* Rural Health Clinic
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College/Univ. (Enrolled)

- ≤ 5,000
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Government Services

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

Intercity Bus Routes



Transit Providers

- Avery County Transportation
- Madison County Transportation Authority
- Mitchell County Transportation Authority
- Yancey County Transportation Authority

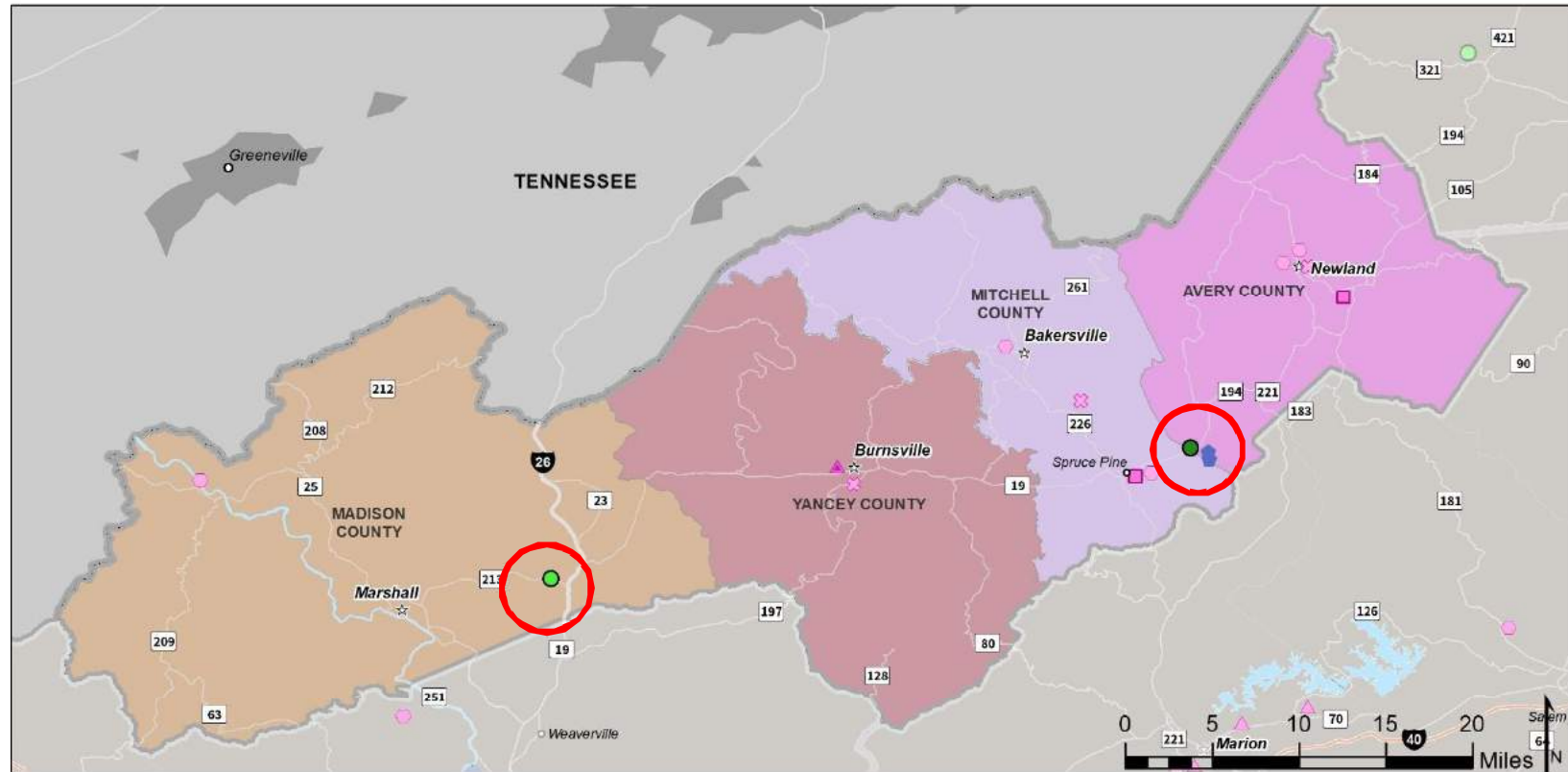
- Free Clinic
- Health Department Site

* Center for Medicaid & Medicare Services
† Office of Rural Health

Jurisdiction Provides Out-of-County Medical Appointment Transportation

Mountain Central

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Intercity Bus Routes



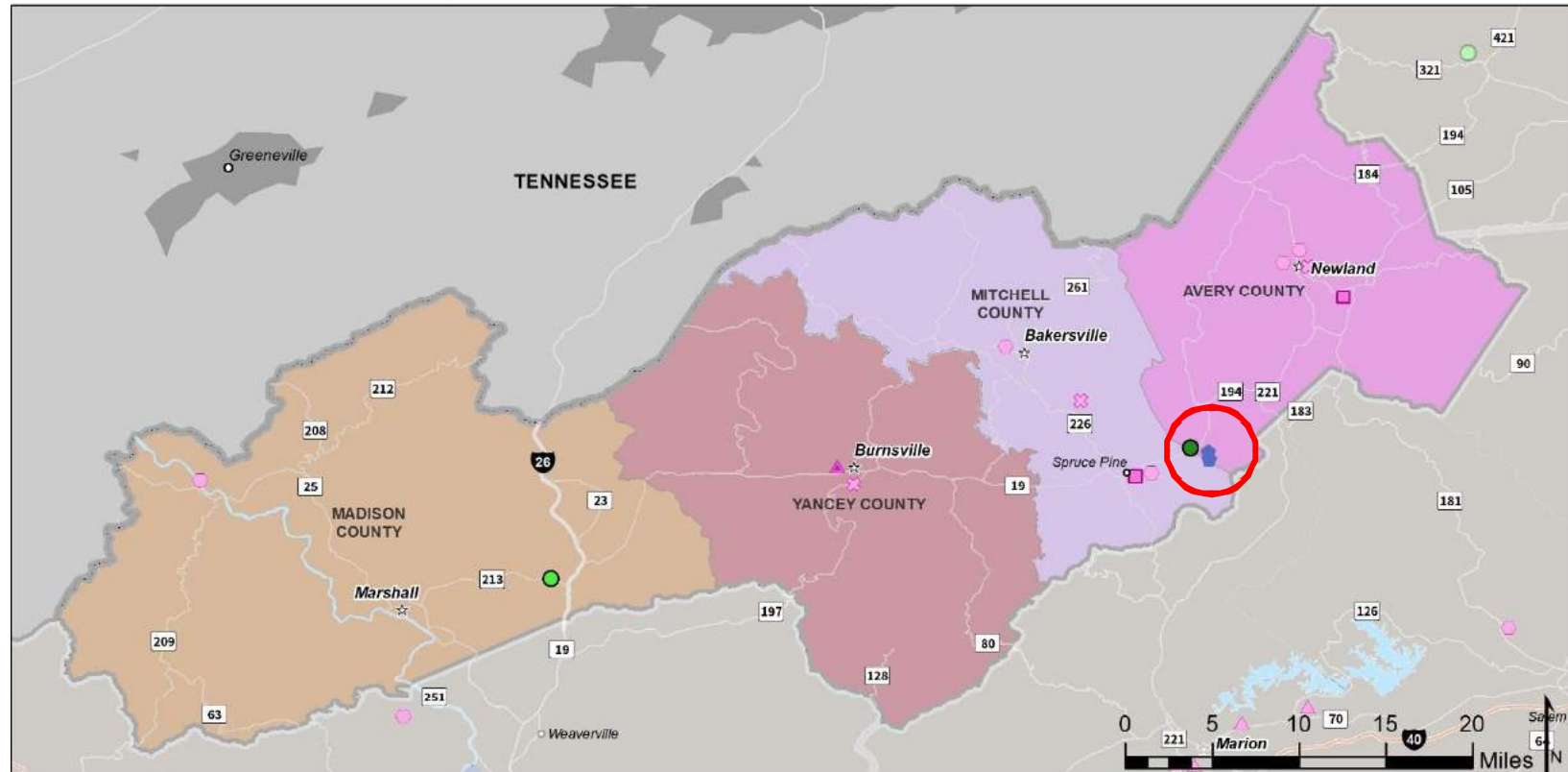
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Mountain Central

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)	Junior College (Enrolled)	College/Univ. (Enrolled)
 < 200 (or unknown)	 ≤ 5,000	 ≤ 5,000
 201 - 500	 5,001 - 15,000	 5,001 - 15,000
 501 - 1200	 15,001 - 35,000	 15,001 - 35,000

Safety Net Sites

 CMS* Rural Health Clinic	 Free Clinic
 ORH† Rural Health Center	 Health Department Site
 Federally Qualified Health Centers	* Center for Medicaid & Medicare Services
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Government Services

 County Seat
 Social Security Office
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Intercity Bus Routes



Transit Providers

 Avery County Transportation
 Madison County Transportation Authority
 Mitchell County Transportation Authority
 Yancey County Transportation Authority

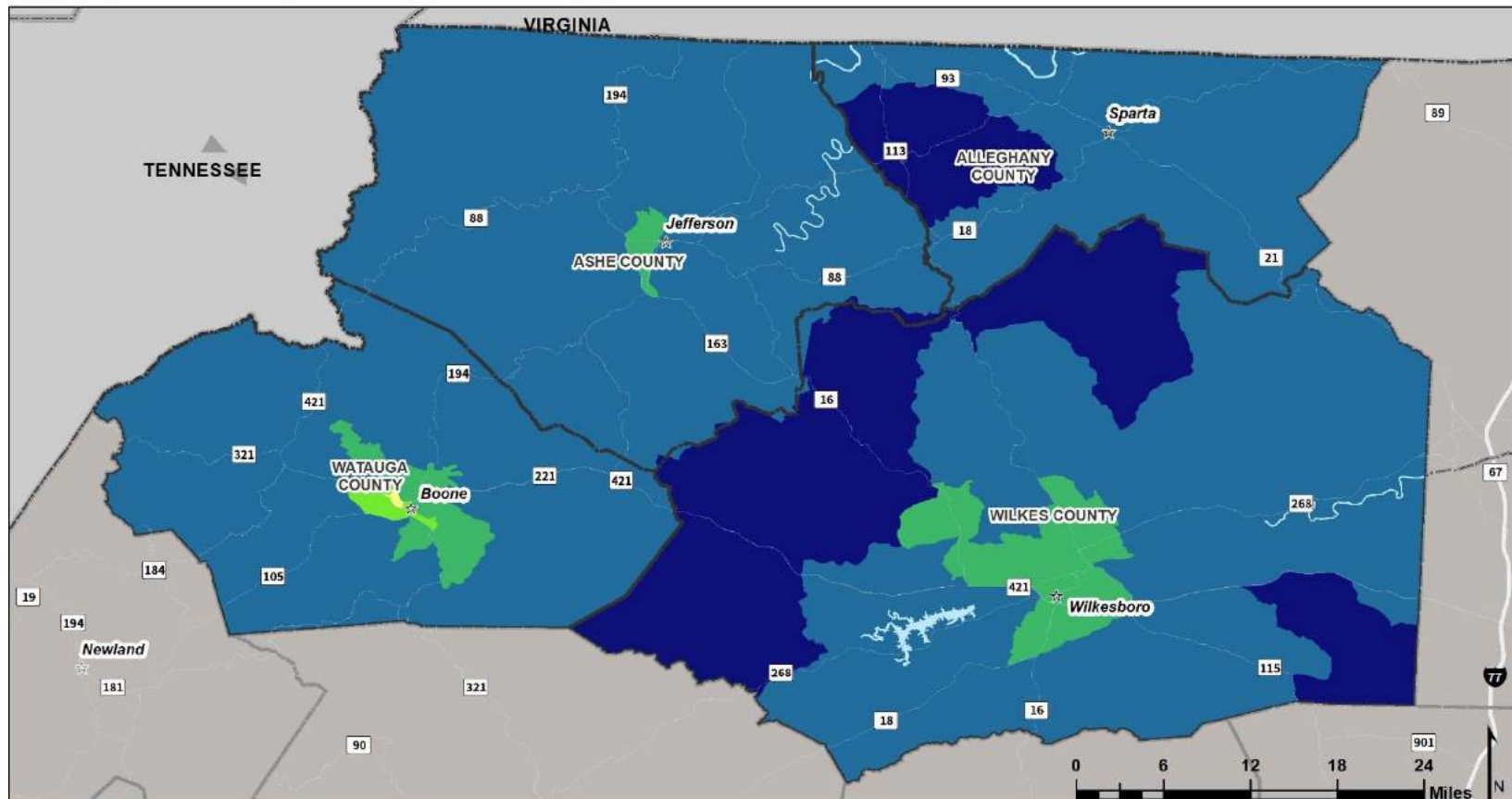
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Opportunities Analysis – Gap Analysis

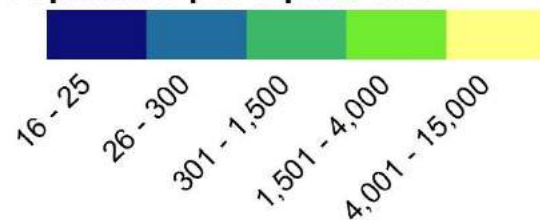
•Potential Opportunities

- Expand service to new destinations
 - Hickory - Valley Hills Mall
 - Charlotte – Charlotte Douglas International Airport
 - Erwin, TN – closer medical appointments for northern areas
- Coordinate service between counties
 - Counties could partner to provide trips to common destinations, like Asheville
- Improve communications
 - Yancey County's public outreach diversified ridership, including residents of all ages, and demand is growing for destinations. Other counties could do similar public outreach campaigns.
- Improve Demand-Response services
 - Extend service hours and weekend service
 - Implement fixed-route or shuttle services
 - Create connections to colleges and universities

Mountain North Population Density



Population per Square Mile

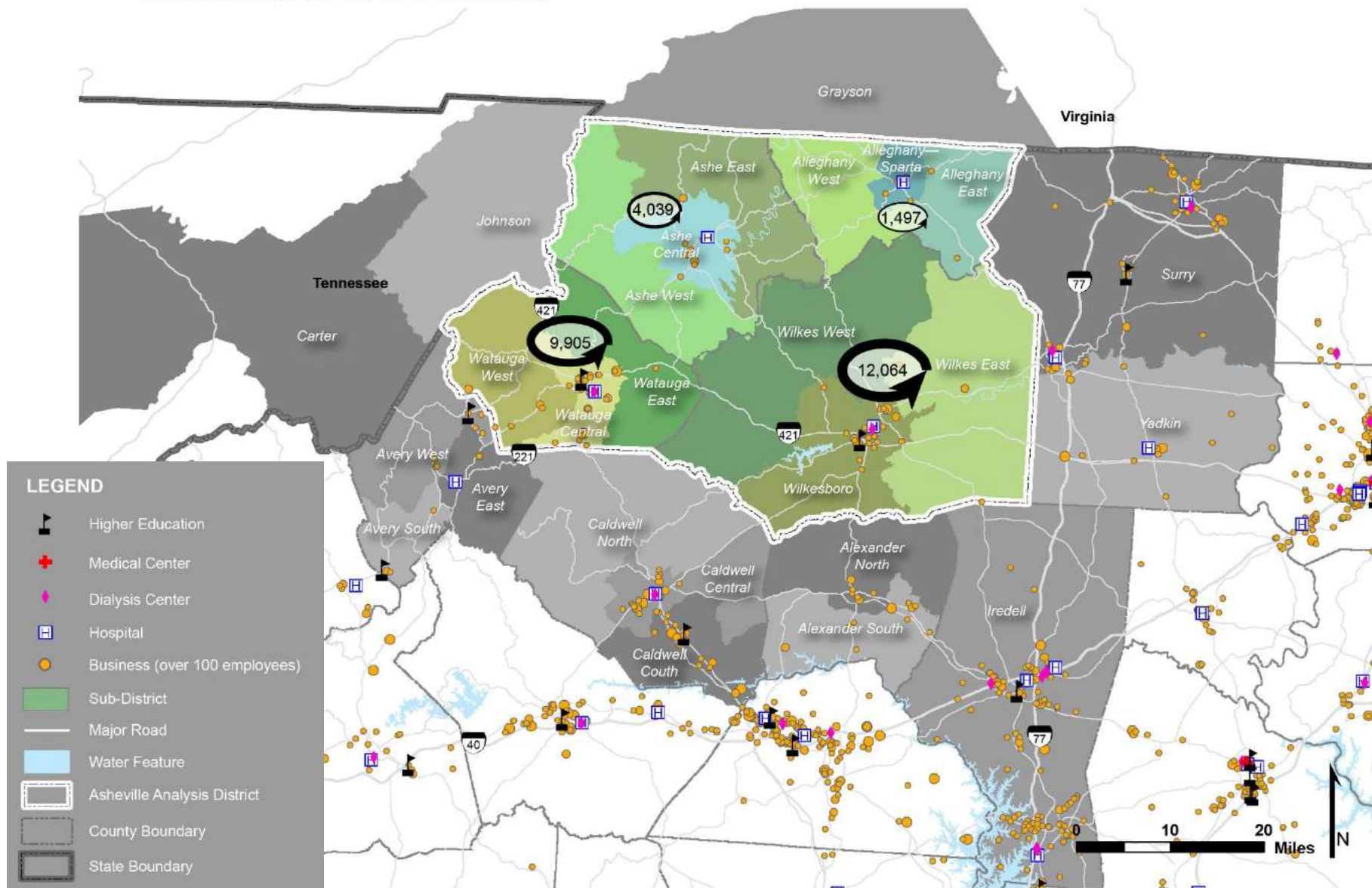


County	Population
Alleghany	10,911
Ashe	27,114
Watauga	52,240
Wilkes	68,946

Sub-District Commuter Flow Analysis

Mountain North (Source: LEHD 2014, All Jobs)

Intra-County Flows

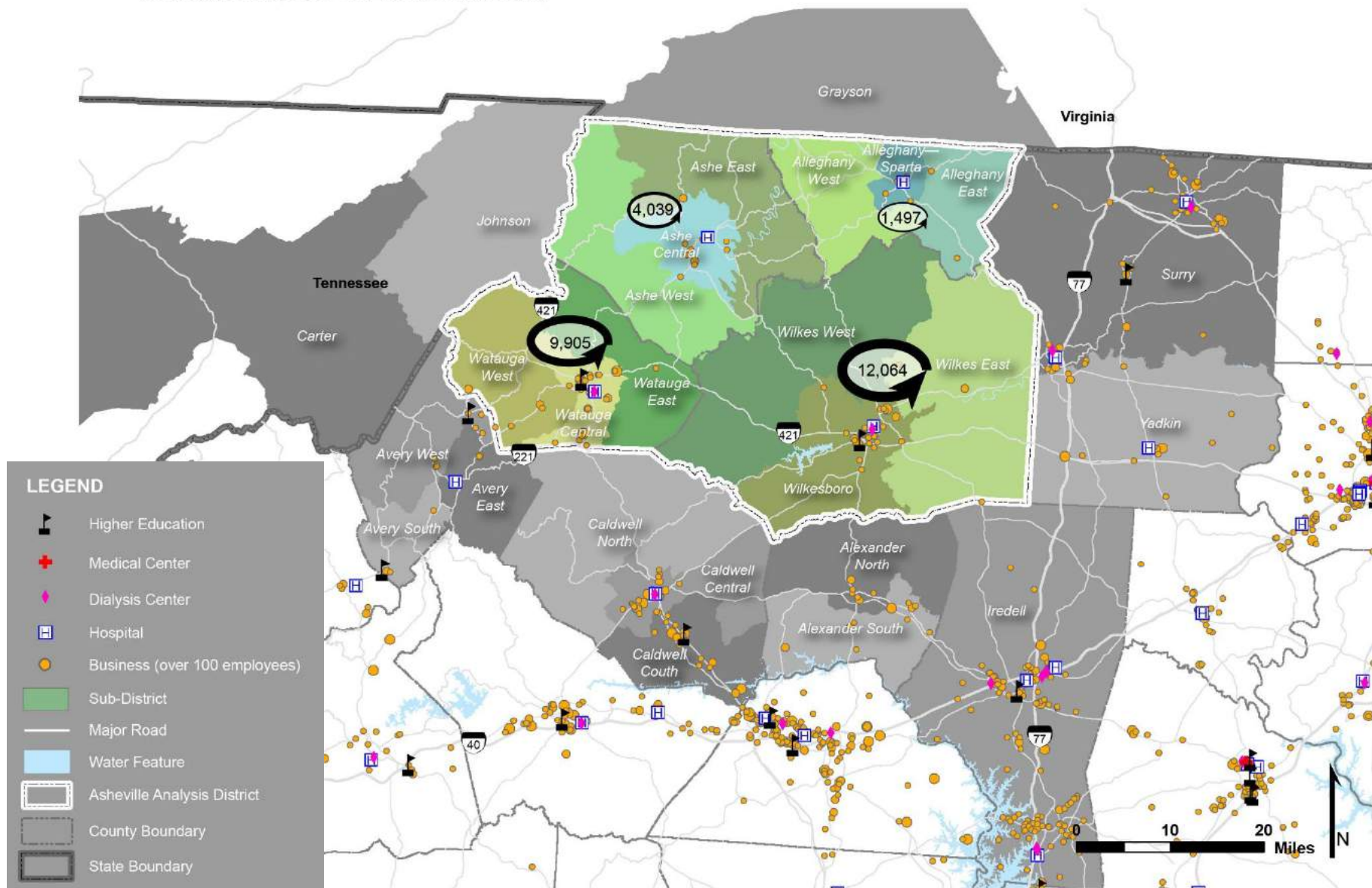


Mountain North District		Work Sub-District											
		Watauga West	Watauga Central	Watauga East	Ashe West	Ashe Central	Ashe East	Wilkes West	Wilkes East	Wilkesboro	Alleghany West	Alleghany--Sparta	Alleghany East
Home Sub-District	Watauga West	607	2212	74	1	44	3	4	8	87	0	16	2
	Watauga Central	285	4077	177	6	86	5	5	6	120	1	11	1
	Watauga East	172	2068	233	15	88	11	3	4	90	2	10	1
	Ashe West	41	677	62	142	747	126	2	6	121	1	14	4
	Ashe Central	20	336	22	53	1549	166	1	6	189	4	32	4
	Ashe East	17	214	10	31	945	280	6	5	123	13	53	10
	Wilkes West	4	103	8	4	79	2	149	185	1963	3	29	4
	Wilkes East	7	98	14	0	74	4	86	873	2709	3	52	9
	Wilkesboro	13	251	20	7	141	12	151	321	5627	5	65	9
	Alleghany West	0	19	0	1	86	9	2	9	67	74	266	82
	Alleghany--Sparta	1	16	0	0	36	0	4	4	48	33	386	91
	Alleghany East	0	16	5	0	21	4	2	9	39	57	329	179

Sub-District Commuter Flow Analysis

Mountain North (Source: LEHD 2014, All Jobs)

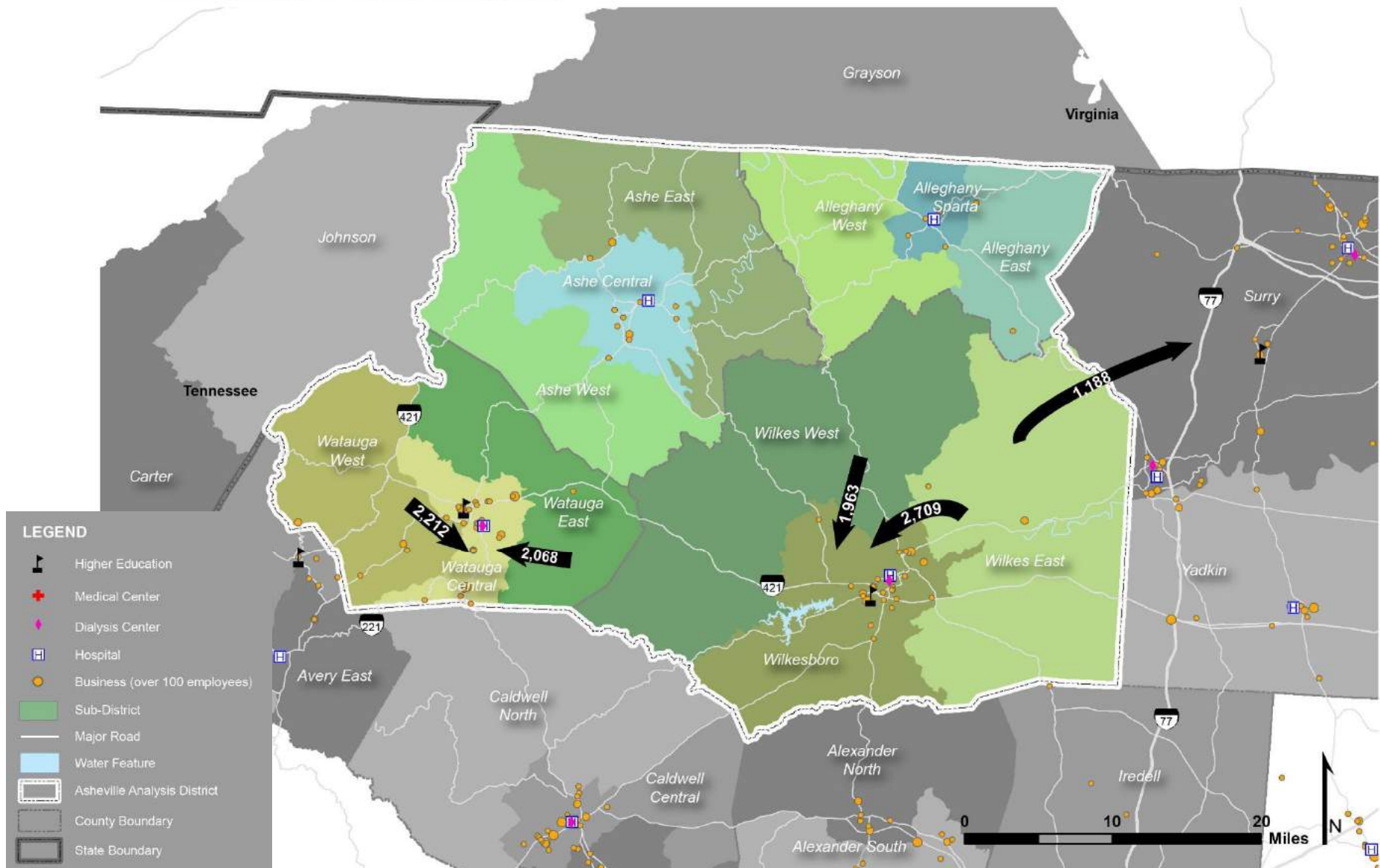
Intra-County Flows



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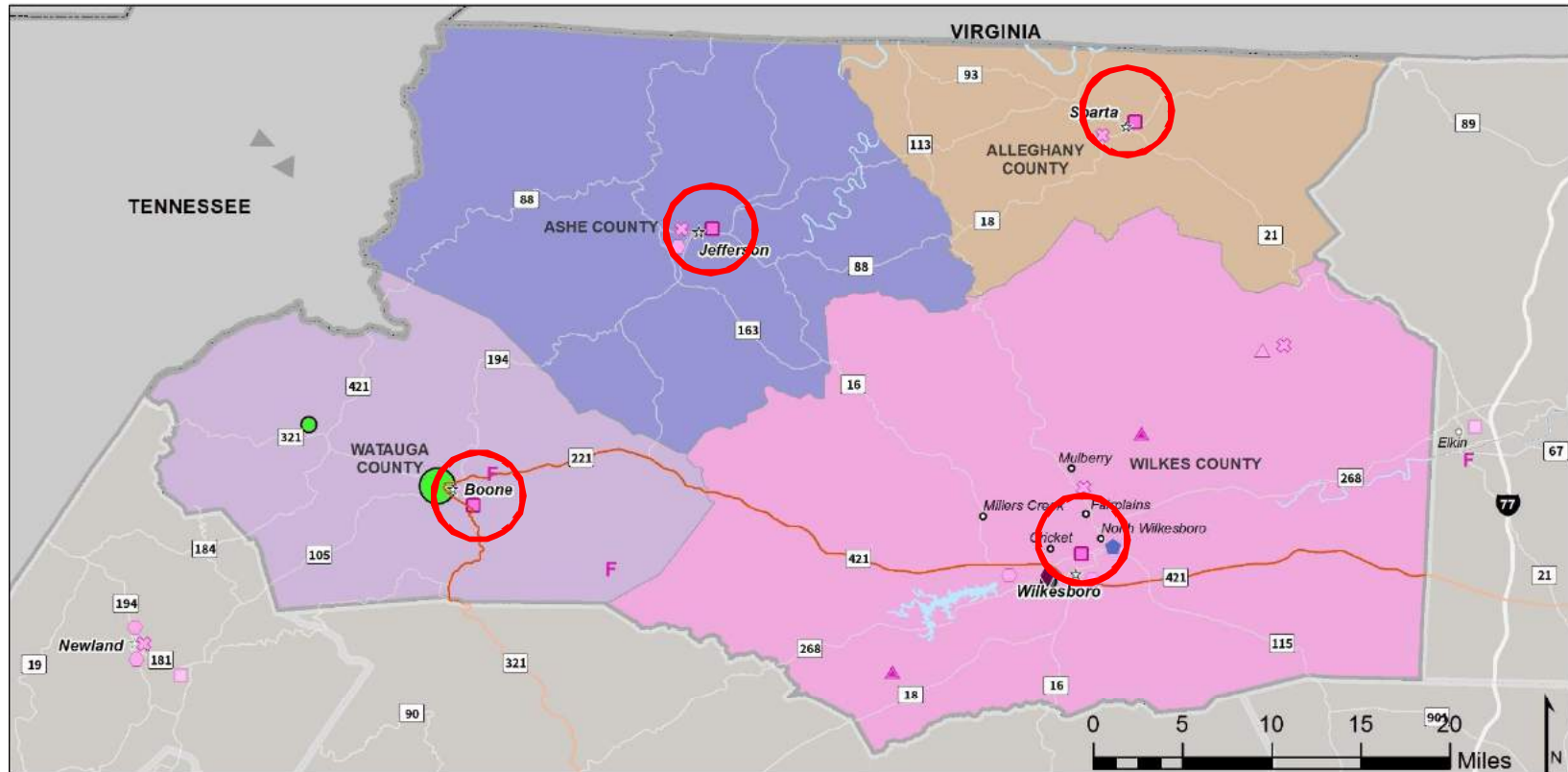


Mountain North District Existing Transit Profile

- **4 Counties and 4 providers**
 - Demand Response and Fixed Route
 - AppalCart
 - Ashe County Transportation Authority
 - Wilkes Transportation Authority
 - Demand Response Only
 - Alleghany In Motion (AIM)
- **Types of service**
 - Fixed-route
 - Deviated fixed-route
 - Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
- **Destinations served**
 - Cities/Towns
 - Medical
 - Alleghany Memorial Hospital
 - Ashe Memorial Hospital
 - Watauga Medical Center
 - Wilkes Regional Medical Center
 - Education
 - Appalachian State University
 - Jung Tao School of Classical Chinese Medicine
 - Wilkes Community College
 - Out-of-county

Mountain North

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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Transit Providers

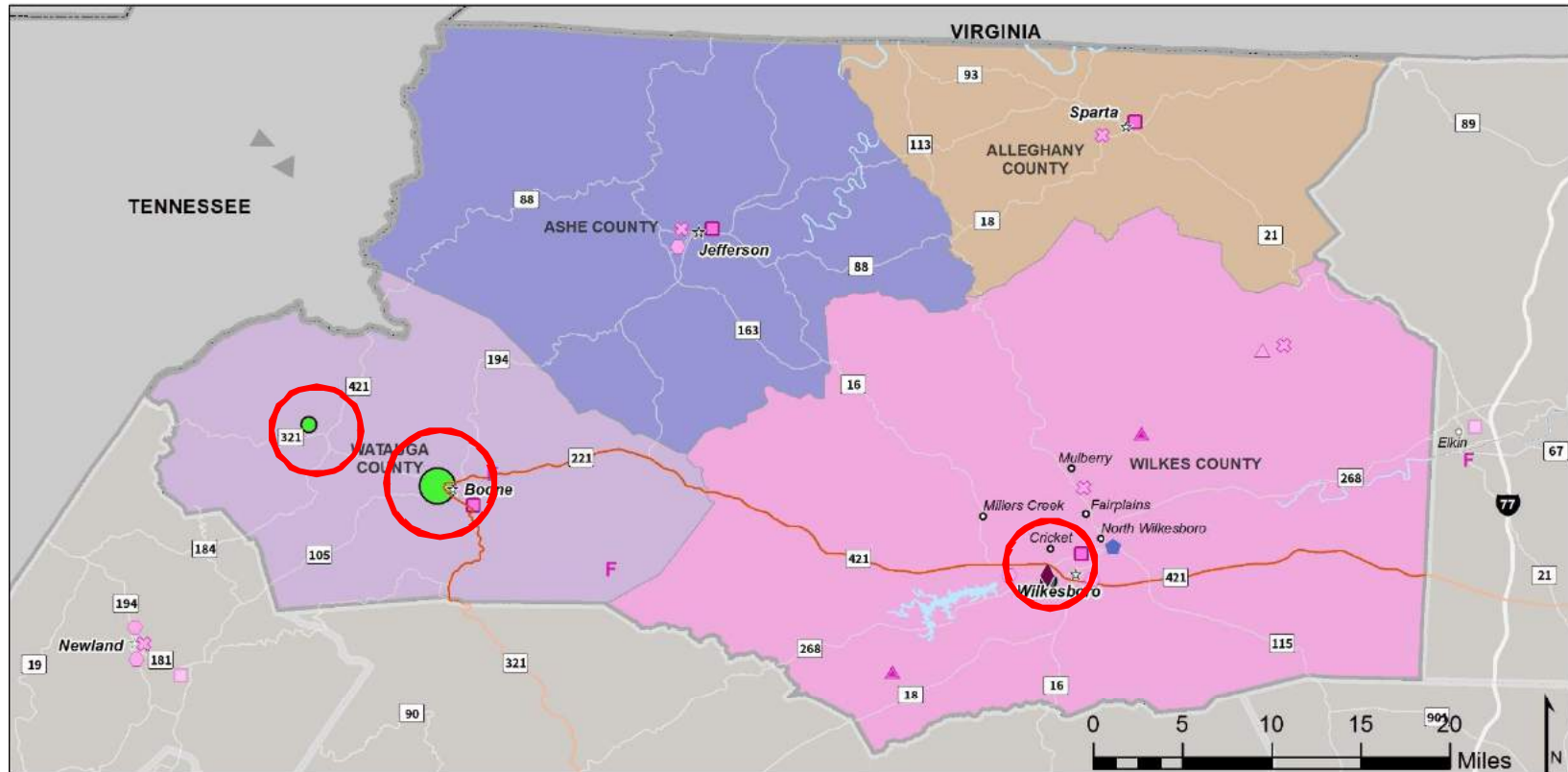
- Alleghany In Motion (AIM)
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- AppalCart
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- 5,001 - 15,000
- 15,001 - 35,000

College/Univ. (Enrolled)

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

- F Free Clinic
- ✕ Health Department Site
- * Center for Medicaid & Medicare Services
- † Office of Rural Health

Government Services

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

Intercity Bus Routes



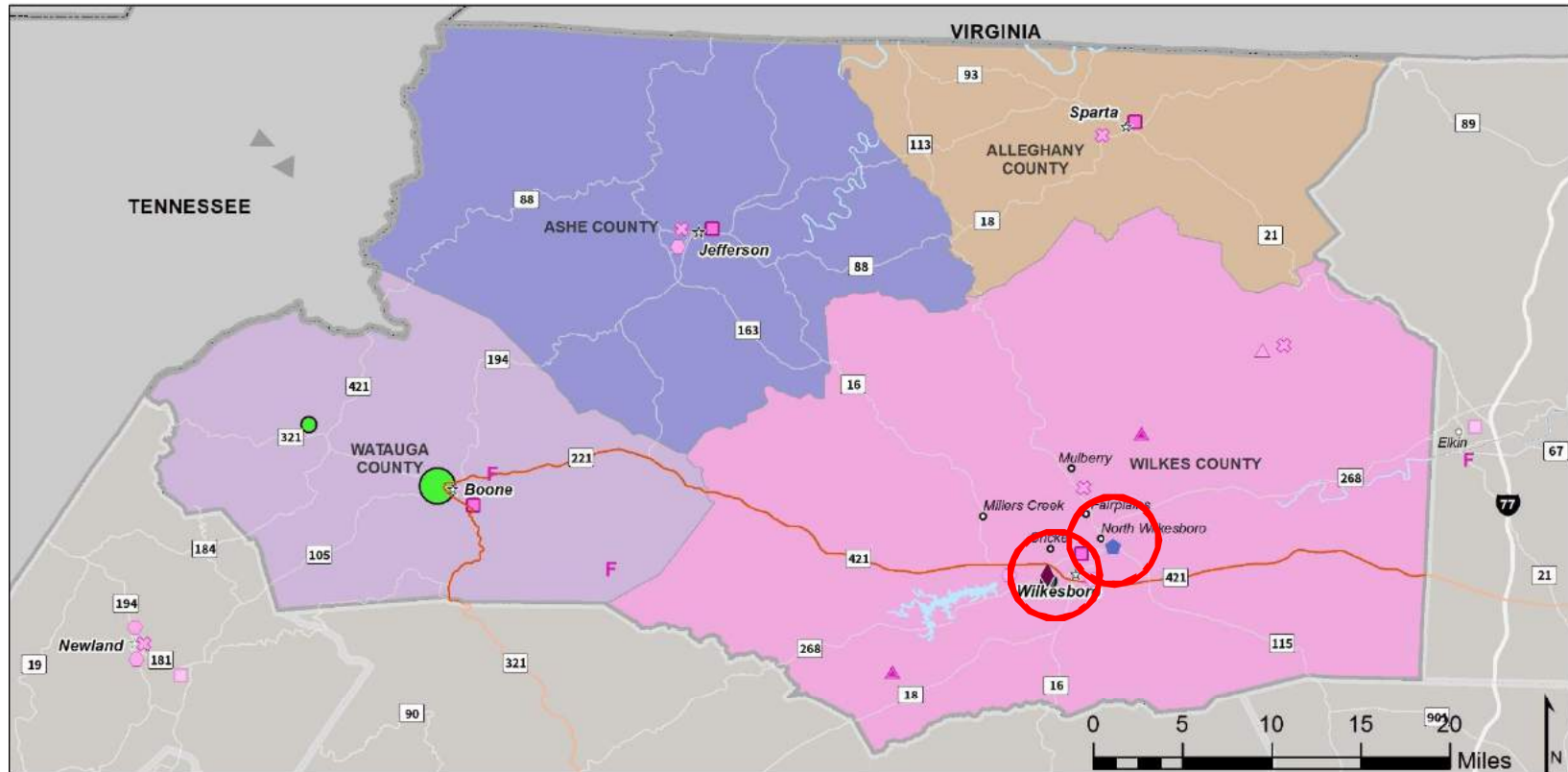
Transit Providers

- ✕ Alleghany In Motion (AIM)
- ✕ Ashe County Transportation Authority Inc
- ✕ AppalCart
- ✕ Wilkes Transportation Authority

✕ Jurisdiction Provides Out-of-County Medical Appointment Transportation

Mountain North

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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

Safety Net Sites

- ▲ CMS* Rural Health Clinic
- ▲ ORH† Rural Health Center
- Federally Qualified Health Centers

Junior College (Enrolled)

- ≤ 5,000
- 5,001 - 15,000
- 15,001 - 35,000

College/Univ. (Enrolled)

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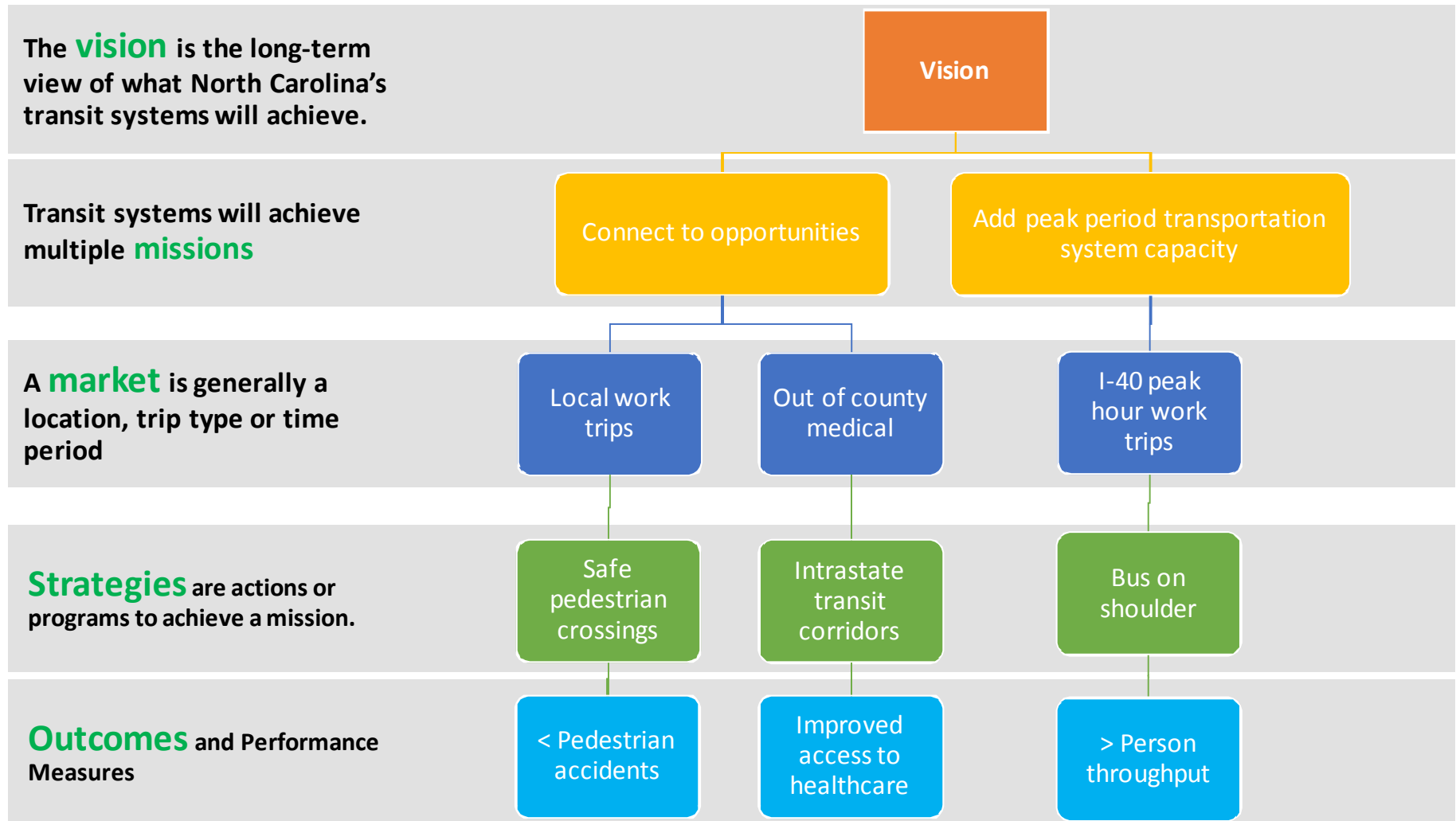
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Opportunities Analysis – Gap Analysis

•Potential Opportunities

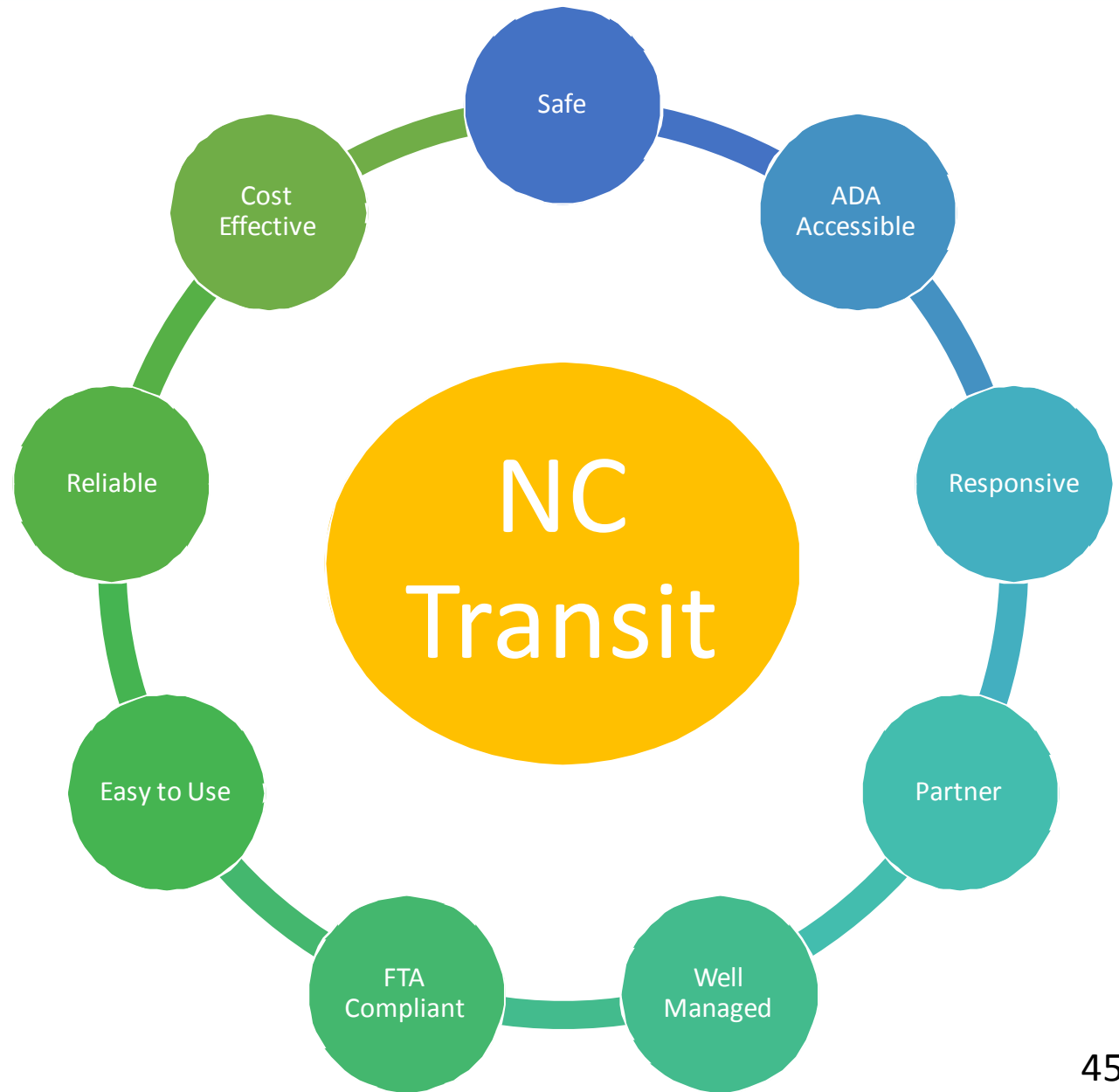
- Expand inter-county service to serve wider range of trip purposes and customers
- Add vanpool service to connect rural areas to employment centers
- Coordinate demand response services across counties
 - Pick up passengers in multiple counties en route to major destinations
 - Provide services to local residents while waiting for return trips
 - Coordinate services, transfers, and fares between providers
- Extend hours of service to include weekends and evenings
- Increase services for work trips and employment travel

Strategic Planning Framework



Themes

all transit
services will
have these
characteristics



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

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



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?

Report

Strengths

Weaknesses

Challenges (Threats)

Opportunities

Poll Everywhere

What is the greatest challenge facing Public Transportation in North Carolina?

Vision

What is your vision for North Carolina's public transportation program?

Poll Everywhere

What word should be included in
the North Carolina Public
Transportation Vision Statement?



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



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