



PUBLIC TRANSPORTATION

## STRATEGIC PLAN

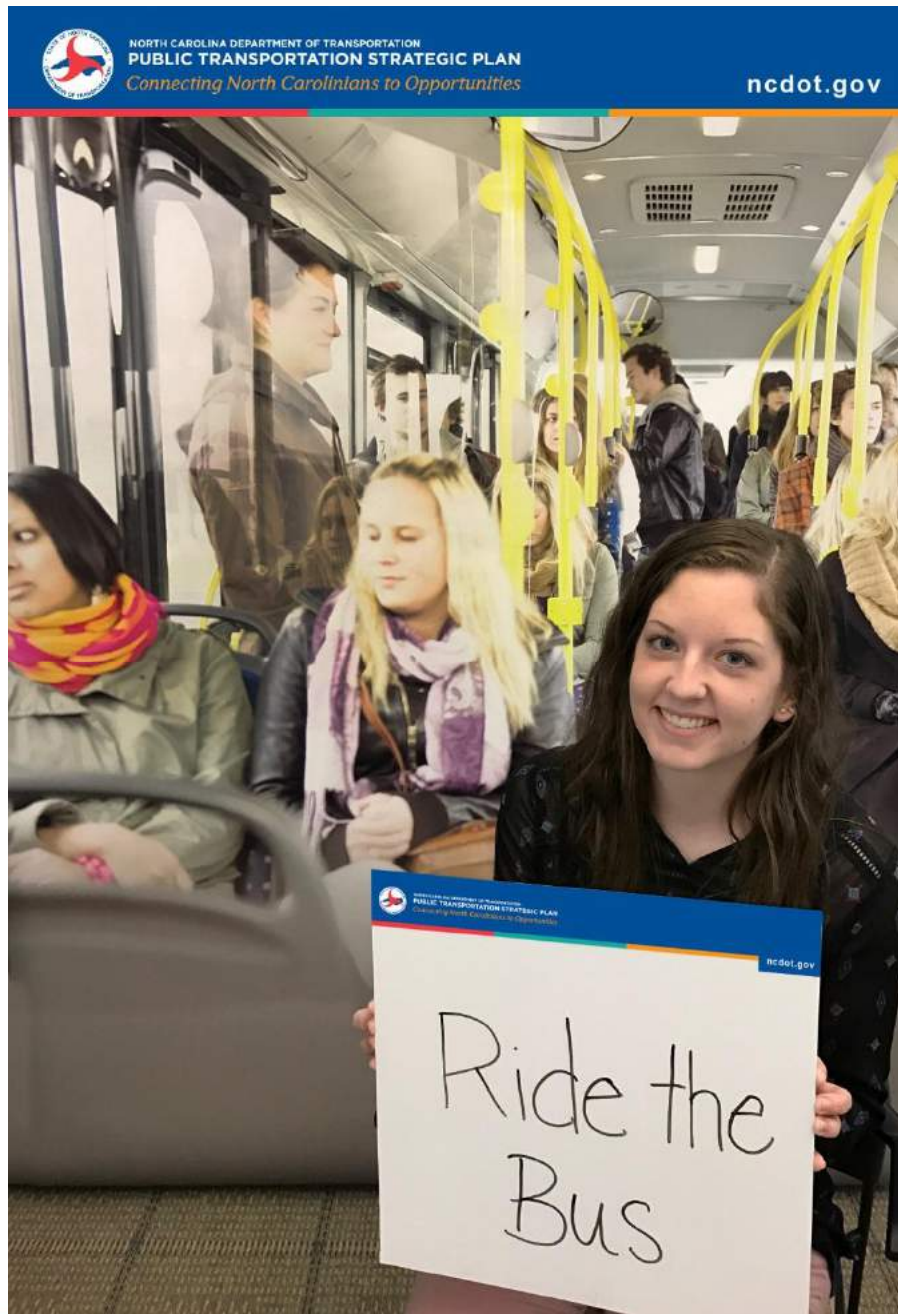
*Connecting North Carolinians to Opportunities*



# Community Meeting

*Piedmont Geographic Community*

May 9, 2017 | Guilford Technical Community College (Jamestown)

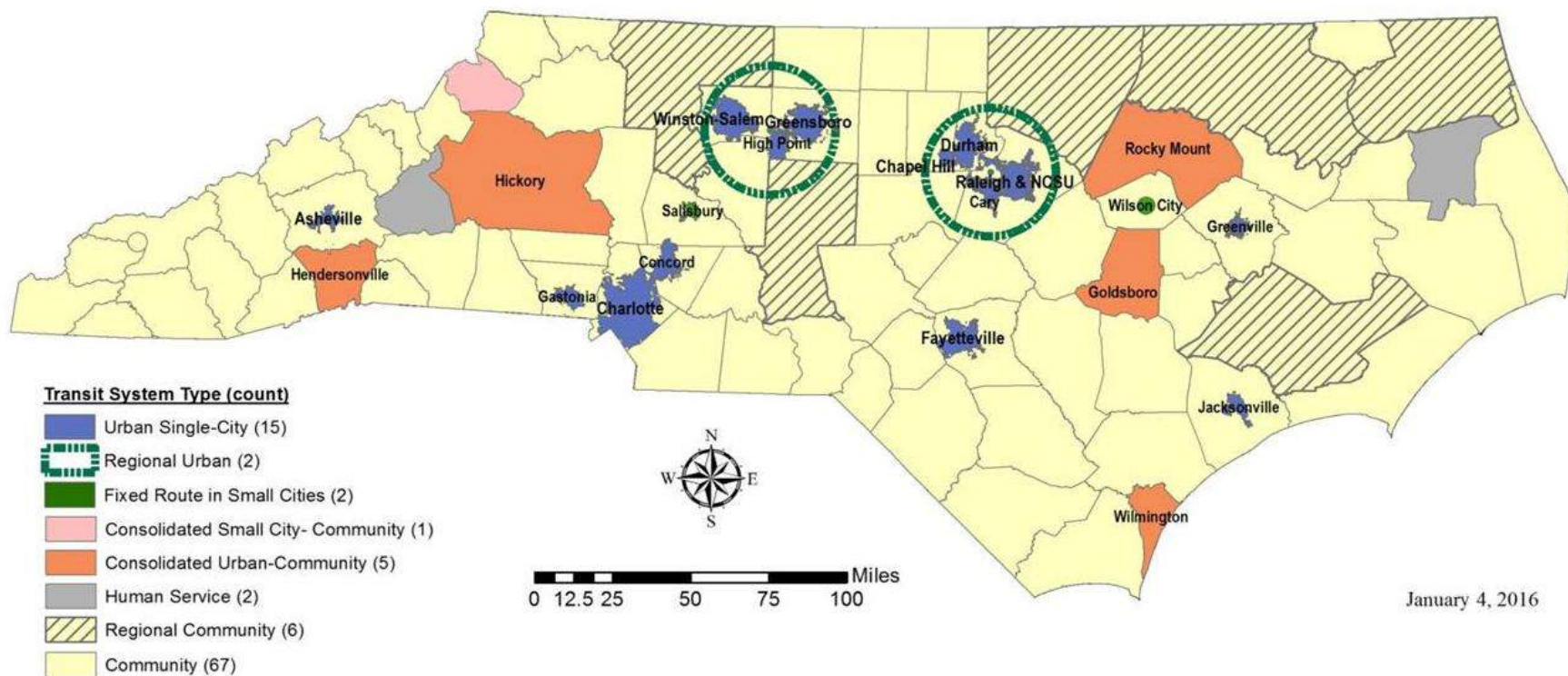


## Photo Booth

# Agenda

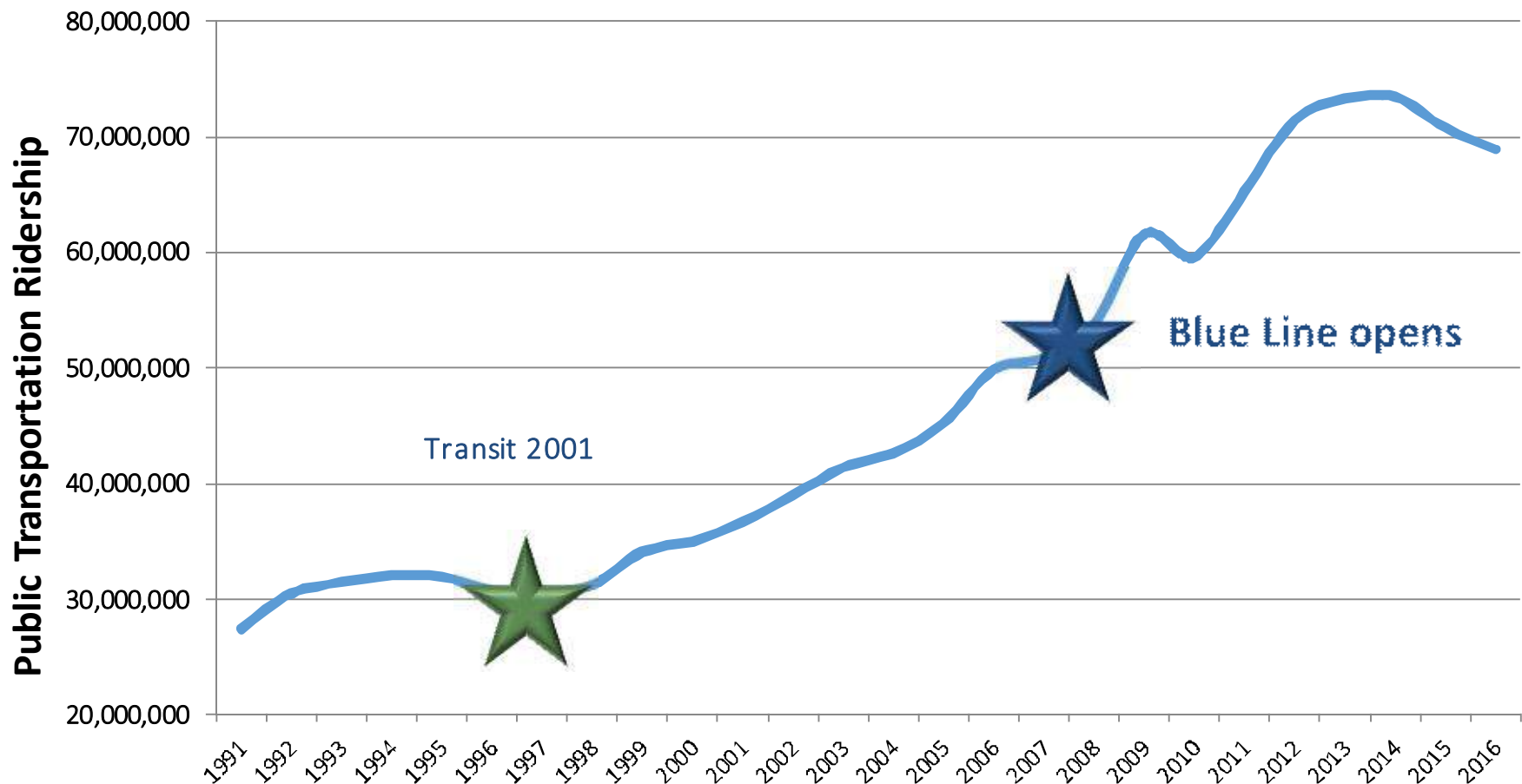
- I. Intro Activity—Poll
- II. Commute Trip and Transit Opportunities Analysis
- III. 10 minute break / photo booth
- IV. Break-out Groups - SWOT Analysis
- V. Report Out and Prioritize
- VI. Conclude

## PUBLIC TRANSPORTATION SYSTEMS IN NORTH CAROLINA BY CATEGORY





# Exceptional Growth in Urban Public Transportation Ridership



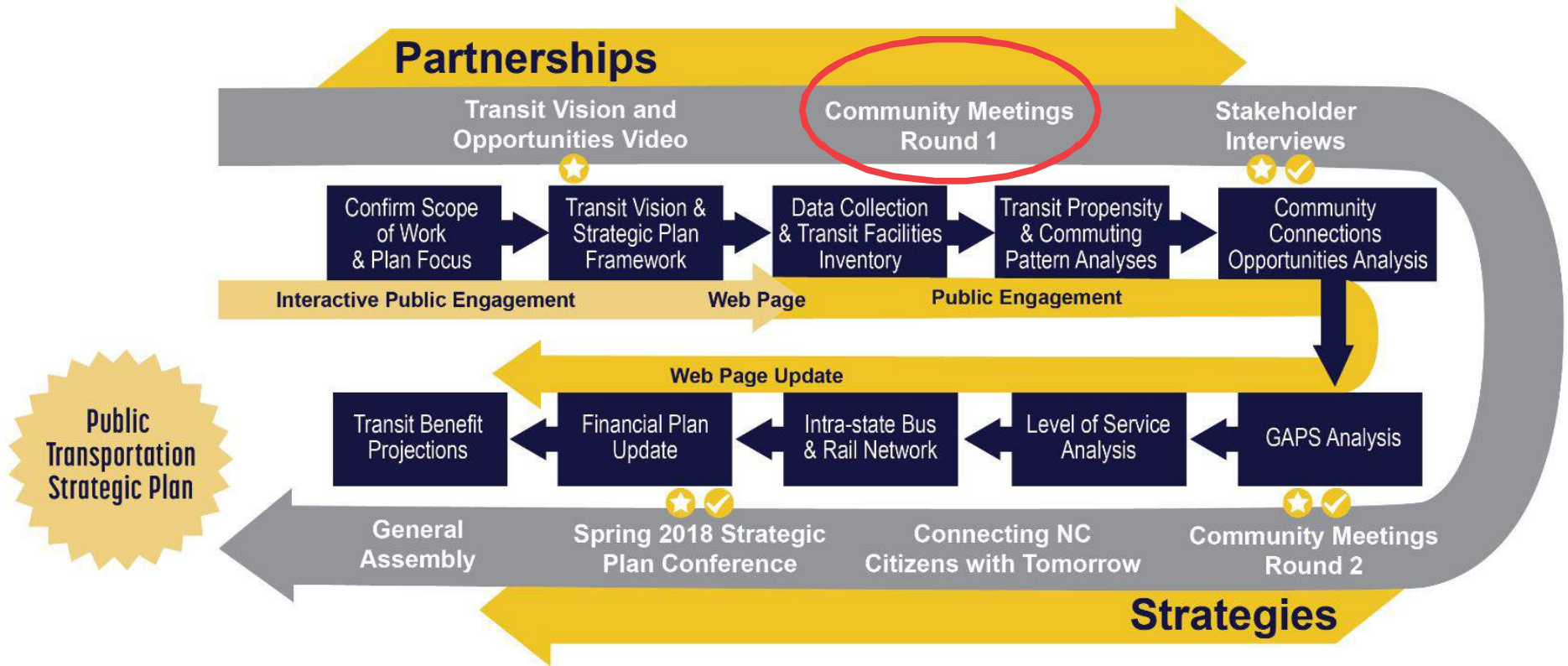
# Why Strategic Plan?

- 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

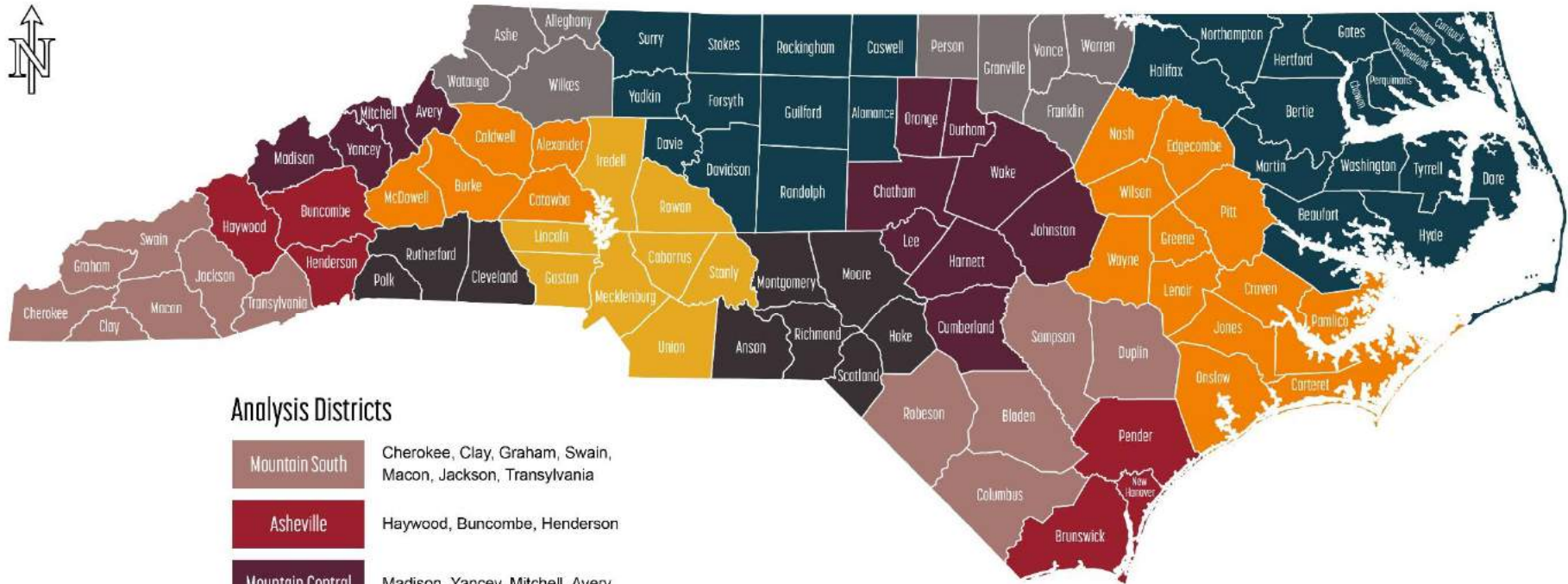
# By the end of the meeting we will have...

- 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

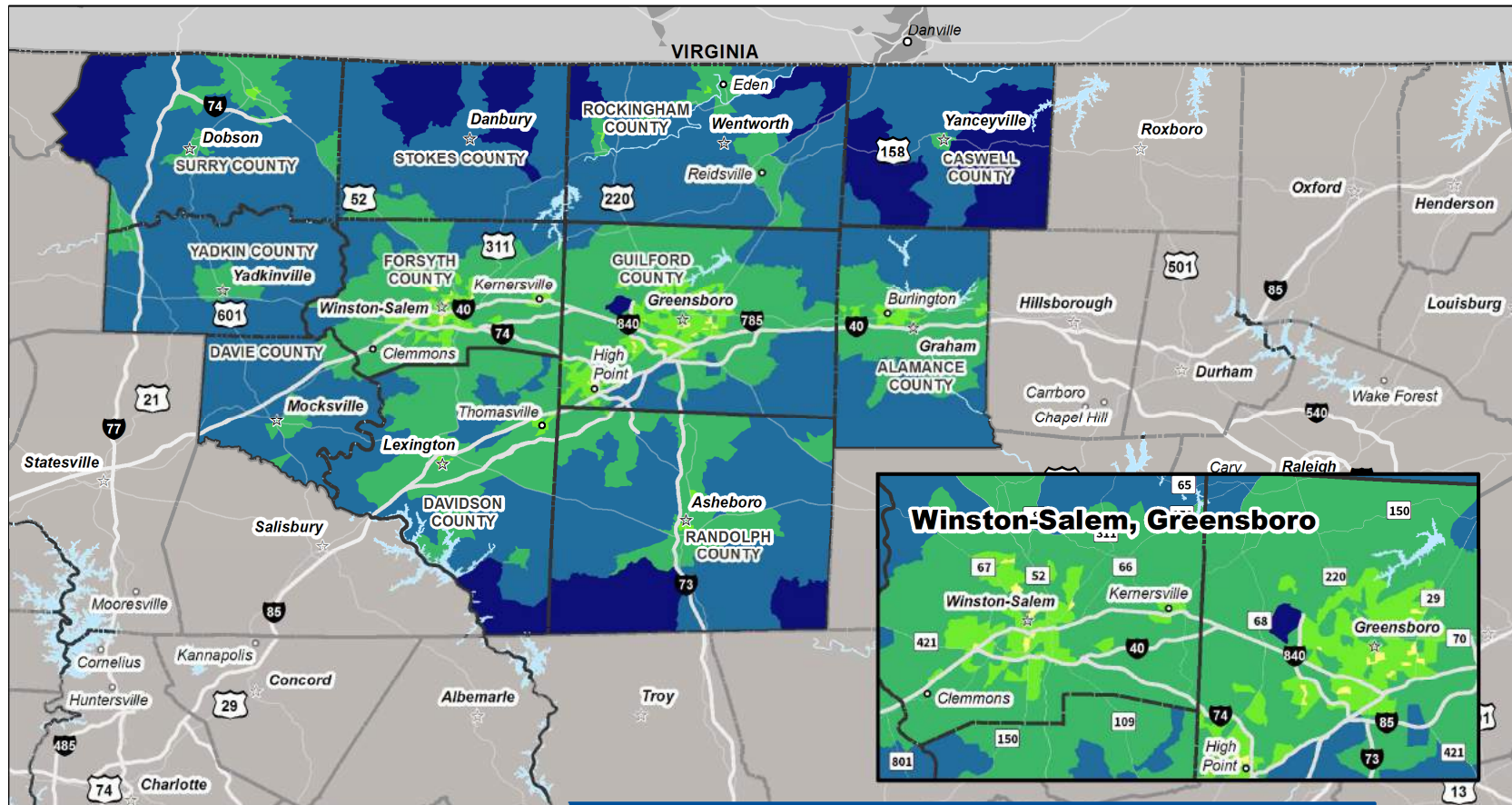




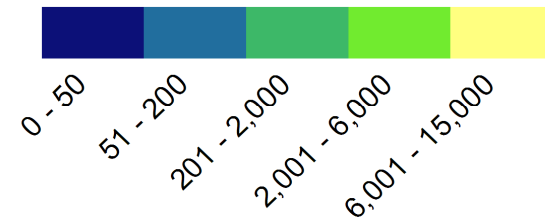
### Analysis Districts

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

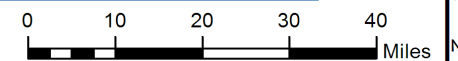
# Piedmont Population Density



## Population per Square Mile



County	Population	County	Population	County	Population
Alamance	155,258	Forsyth	361,684	Stokes	46,661
Caswell	23,174	Guilford	506,763	Surry	73,170
Davidson	163,867	Randolph	142,370	Yadkin	37,971
Davie	41,447	Rockingham	92,300		

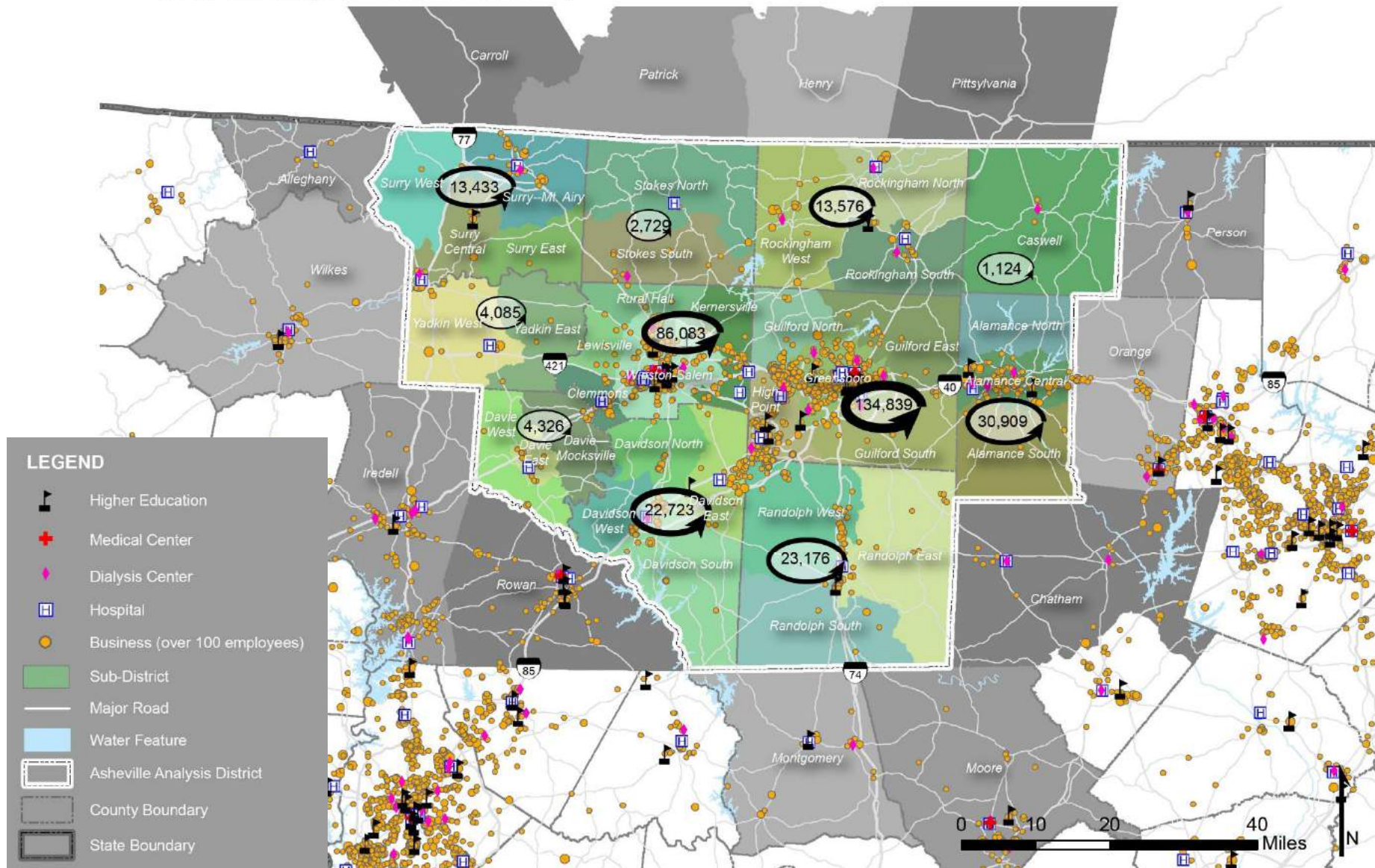




## Sub-District Commuter Flow Analysis

Piedmont District (Source: LEHD 2014, All Jobs)

## Intra-County Flows



		Work Sub-District													
		Surry West	Surry Central	Surry-Mt. Airy	Surry East	Yadkin West	Yadkin East	Davie West	Davie-Mocksville	Davie East	Lewisville	Clemmons	Rural Hall	Winston-Salem	Kernersville
Piedmont District		112	690	711	52	201	9	4	16	5	7	24	36	303	11
Home Sub-District	Surry West	37	1893	855	76	529	21	0	30	11	10	37	61	546	44
	Surry Central	63	1445	5774	460	279	31	14	71	21	41	86	205	2091	78
	Surry--Mt. Airy	14	379	542	330	101	13	6	17	15	16	28	119	989	22
	Surry East	11	839	210	26	2575	227	29	133	64	53	142	83	1469	85
	Yadkin West	1	169	125	21	935	348	11	101	56	107	119	154	1861	79
	Yadkin East	0	43	60	5	179	30	380	1044	252	16	130	29	835	49
	Davie West	0	27	40	0	66	6	155	783	168	16	122	16	674	35
	Davie-Mocksville	1	31	61	5	84	20	102	655	787	76	389	93	2644	136
	Davie East	0	35	49	11	71	46	7	63	98	488	344	264	5617	223
	Lewisville	0	26	51	5	101	29	16	141	201	192	1009	183	5906	216
	Clemmons	0	20	54	33	45	11	7	51	42	137	186	630	4931	325
	Rural Hall	2	218	335	59	229	107	62	283	529	905	1829	1247	49150	3088
	Winston-Salem	3	48	77	19	70	11	11	69	35	124	204	216	6158	2511
	Kernersville	0	11	19	2	10	2	36	64	48	23	68	18	857	82
	Davidson West	2	18	33	3	19	20	25	80	95	101	314	150	5525	463
	Davidson North	1	33	43	6	28	10	37	94	63	35	78	25	1693	207
	Davidson South	0	30	47	12	31	12	13	40	46	26	99	70	2355	427
	Davidson East	5	95	247	138	83	4	3	31	5	19	32	167	1233	161
	Stokes North	4	124	347	147	102	29	11	71	43	104	173	702	4886	364
	Stokes South	0	4	14	2	7	0	0	4	6	4	13	20	336	201
	Rockingham West	0	2	19	3	13	1	2	9	4	1	16	20	365	107
	Rockingham North	0	9	20	2	9	0	4	5	4	1	9	16	292	103
	Rockingham South	0	5	13	0	13	1	0	3	5	4	11	12	234	37
	Caswell	0	19	25	2	11	3	0	8	10	14	33	50	1537	498
	Guilford North	0	25	31	1	15	3	4	8	6	9	30	19	816	171
	Guilford South	1	26	28	5	14	2	2	12	8	11	42	19	950	184
	Guilford East	0	65	73	9	34	7	3	45	19	33	81	67	3899	858
	High Point	0	97	173	14	68	3	5	77	36	67	162	74	4686	1228
	Greensboro	0	2	15	0	5	1	0	7	4	5	7	7	154	19
	Alamance North	0	21	72	5	27	4	5	14	9	9	32	20	663	94
	Alamance Central	0	6	22	0	8	0	1	5	3	3	13	4	191	19
	Alamance South	3	27	53	7	17	3	7	18	16	11	37	15	673	249
Randolph West	0	7	15	0	5	0	0	4	3	5	15	5	153	42	
Randolph South	1	21	42	5	20	4	7	22	9	8	29	15	515	107	
Randolph East															



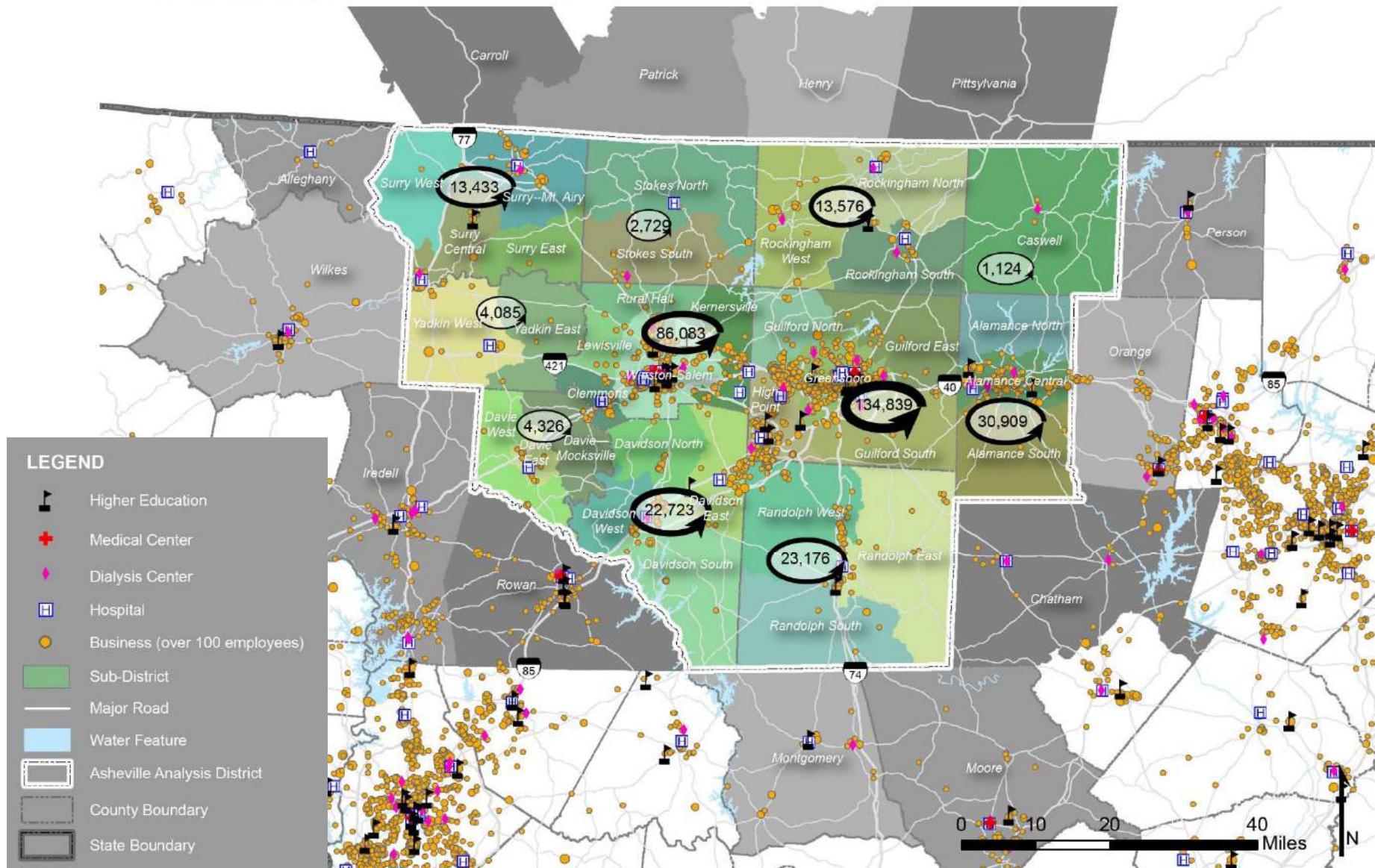
## Piedmont District

<b>Total Trips to Destination Sub-District (from surrounding subdistricts*)</b>	
Destination	Trips (incoming)
Greensboro	134,502
Winston-Salem	121,002
High Point	60,051
Alamance Central	42,100
Randolph West	25,010
*includes areas considered in the District Analysis; figure does not reflect all jobs within the sub-district	

# Sub-District Commuter Flow Analysis

Piedmont District (Source: LEHD 2014, All Jobs)

## Intra-County Flows

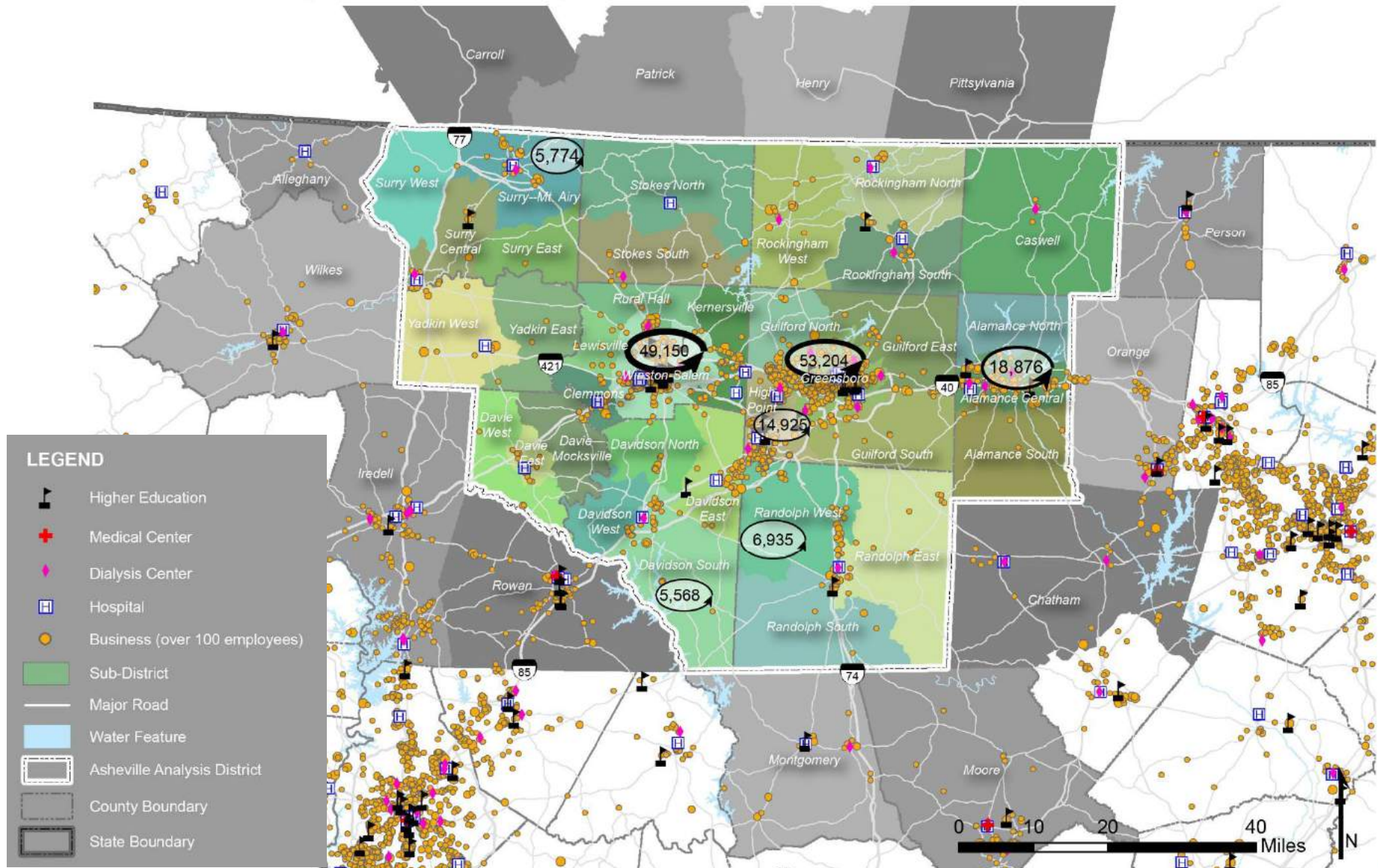




## Sub-District Commuter Flow Analysis

Piedmont District (Source: LEHD 2014, All Jobs)

### Intra-Area Flows—Potential Local Service

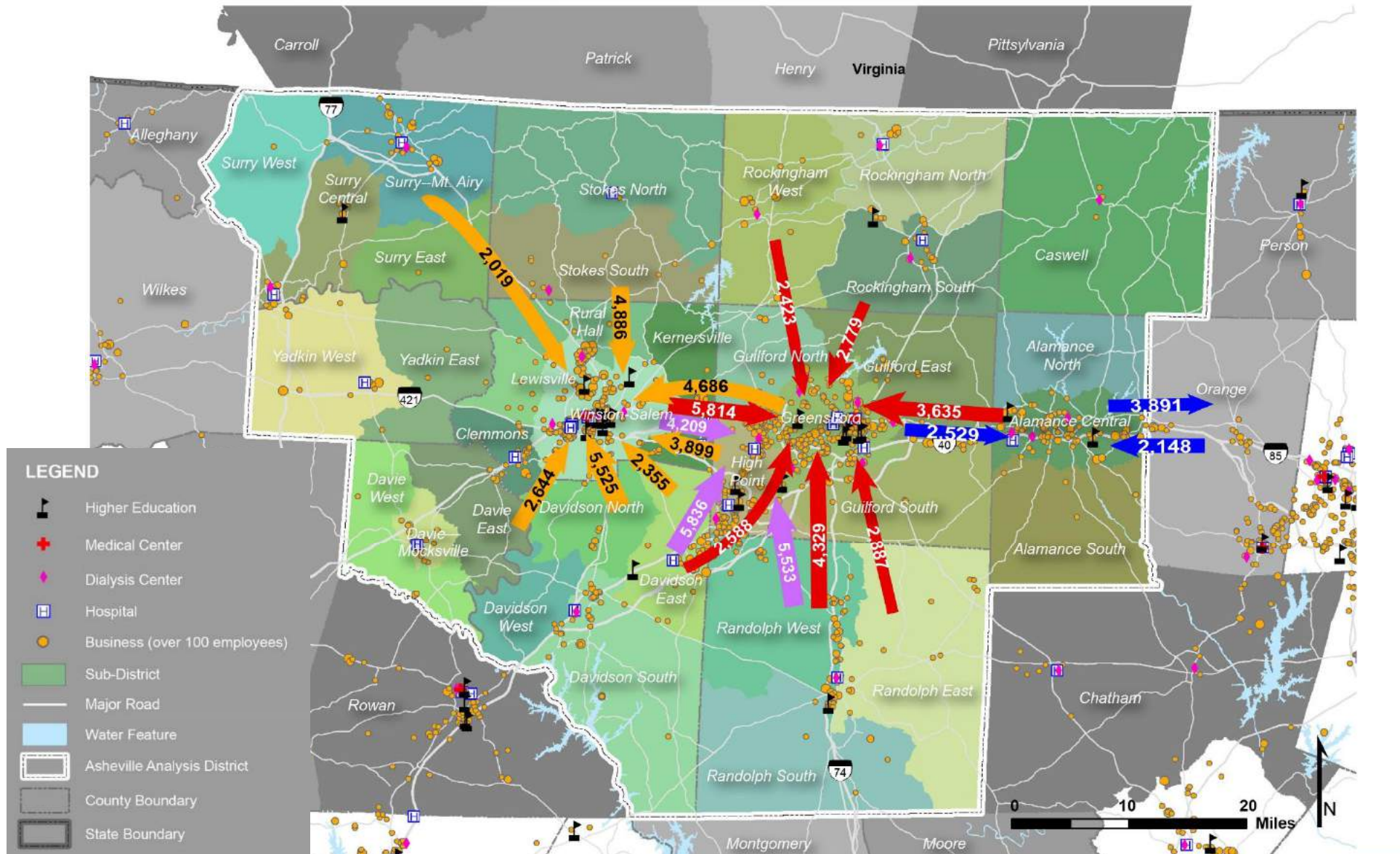




## Sub-District Commuter Flow Analysis

Piedmont District (Source: LEHD 2014, All Jobs)

## Significant Flows Between Sub-Districts



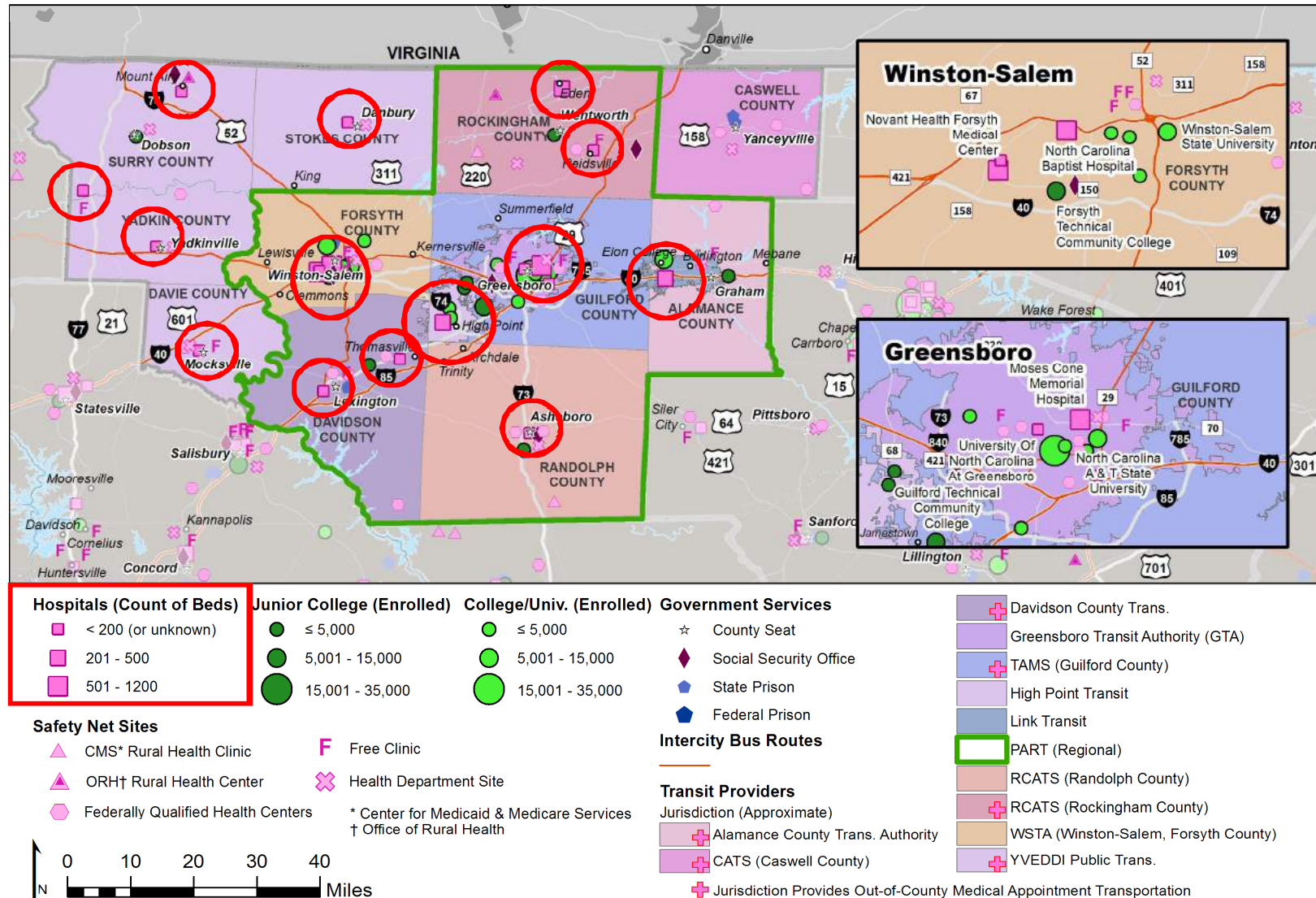
# Piedmont District Existing Transit Profile

- **11 Counties, 12 providers**
  - Demand Response and Fixed Route
    - Davidson County Transportation
    - Greensboro Transit Authority
    - High Point Transit
    - Link Transit
    - Rockingham County Community Access Transit System
    - Winston-Salem Transit Authority
    - YVEDDIT Public Transportation
  - Demand Response Only
    - Alamance County Transportation Authority
    - CATS
    - Guilford County TAMS
    - Regional Coordinated Transportation System
  - Vanpool and Commuter Bus
    - Piedmont Authority for Regional Transportation
- Types of service
  - Fixed-route bus
  - Demand response
    - General public
    - In-county
    - Out-of-county
    - Medical
  - Vanpool
  - Commuter Bus
- Destinations served
  - Cities/Towns
  - Medical
    - 19 hospital & medical centers
  - Education
    - 24 colleges & universities
  - Out-of-county



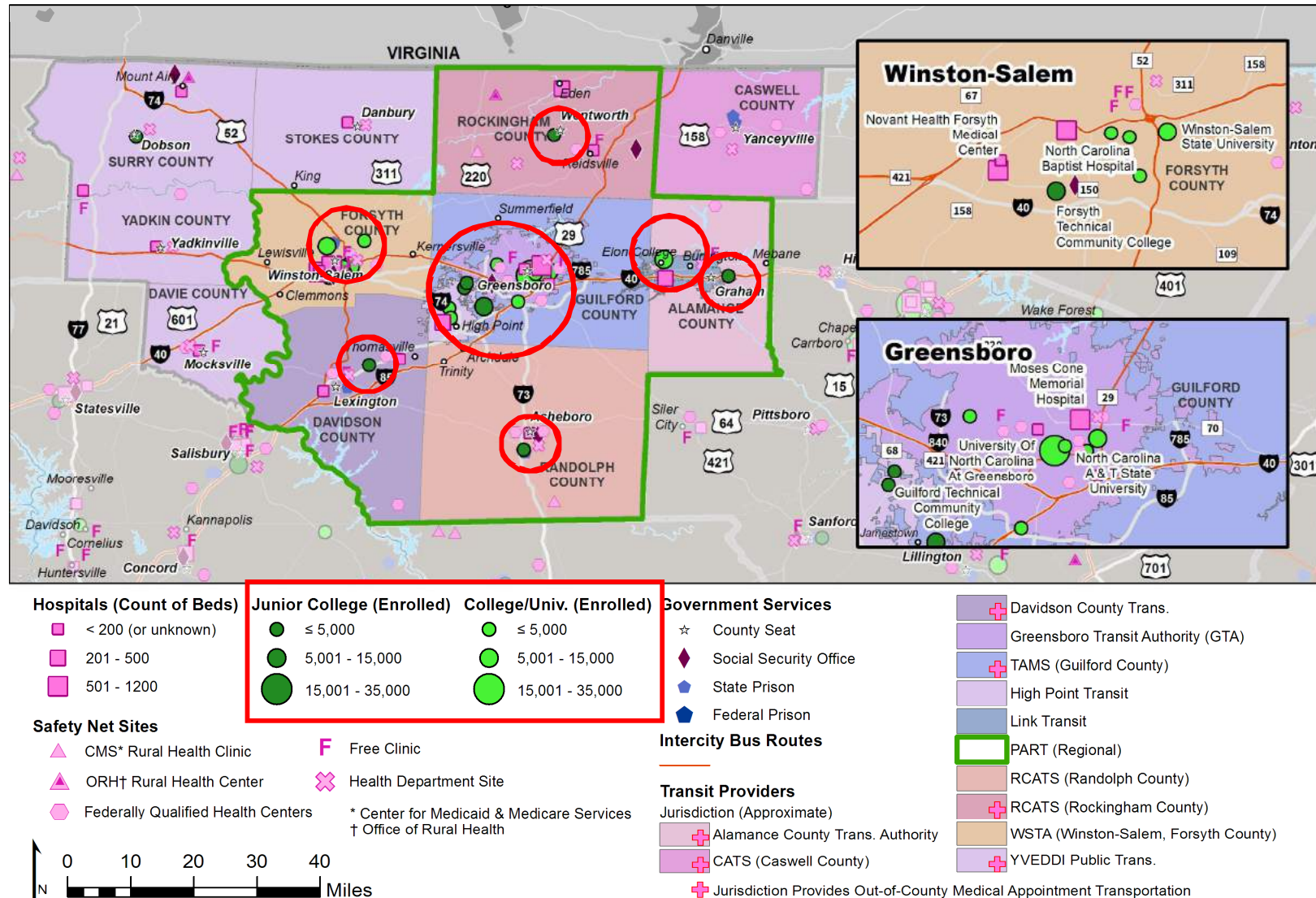
# Piedmont

Transit Service Areas and Major Destinations



# Piedmont

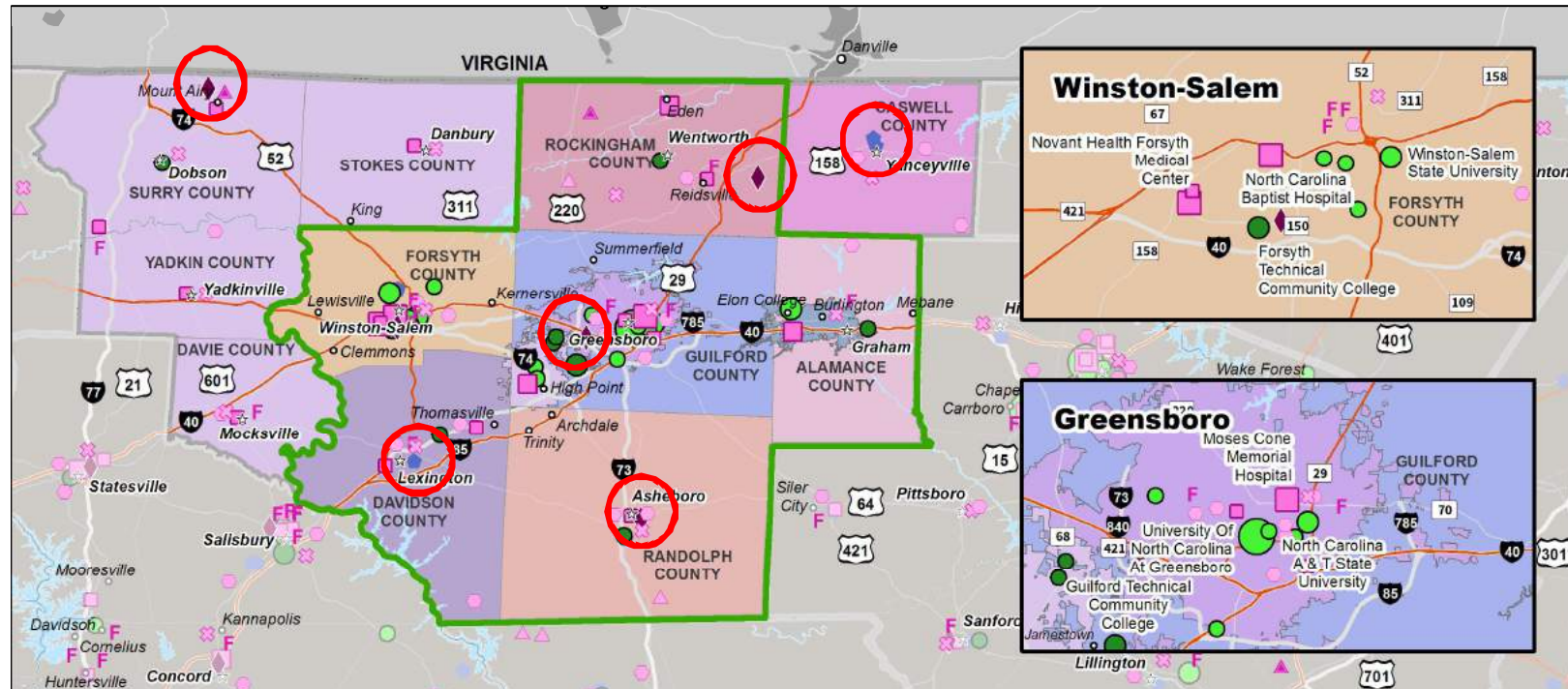
## Transit Service Areas and Major Destinations



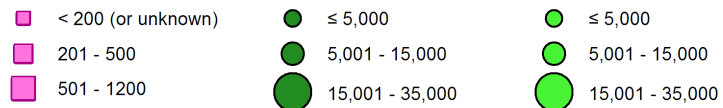


## Piedmont

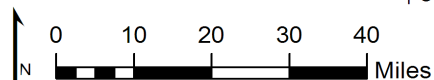
Transit Service Areas and Major Destinations



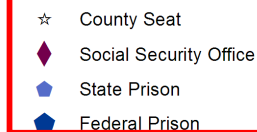
### Hospitals (Count of Beds) Junior College (Enrolled) College/Univ. (Enrolled)



### Safety Net Sites



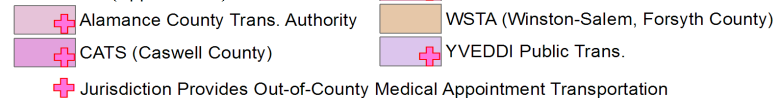
### Government Services



### Intercity Bus Routes

### Transit Providers

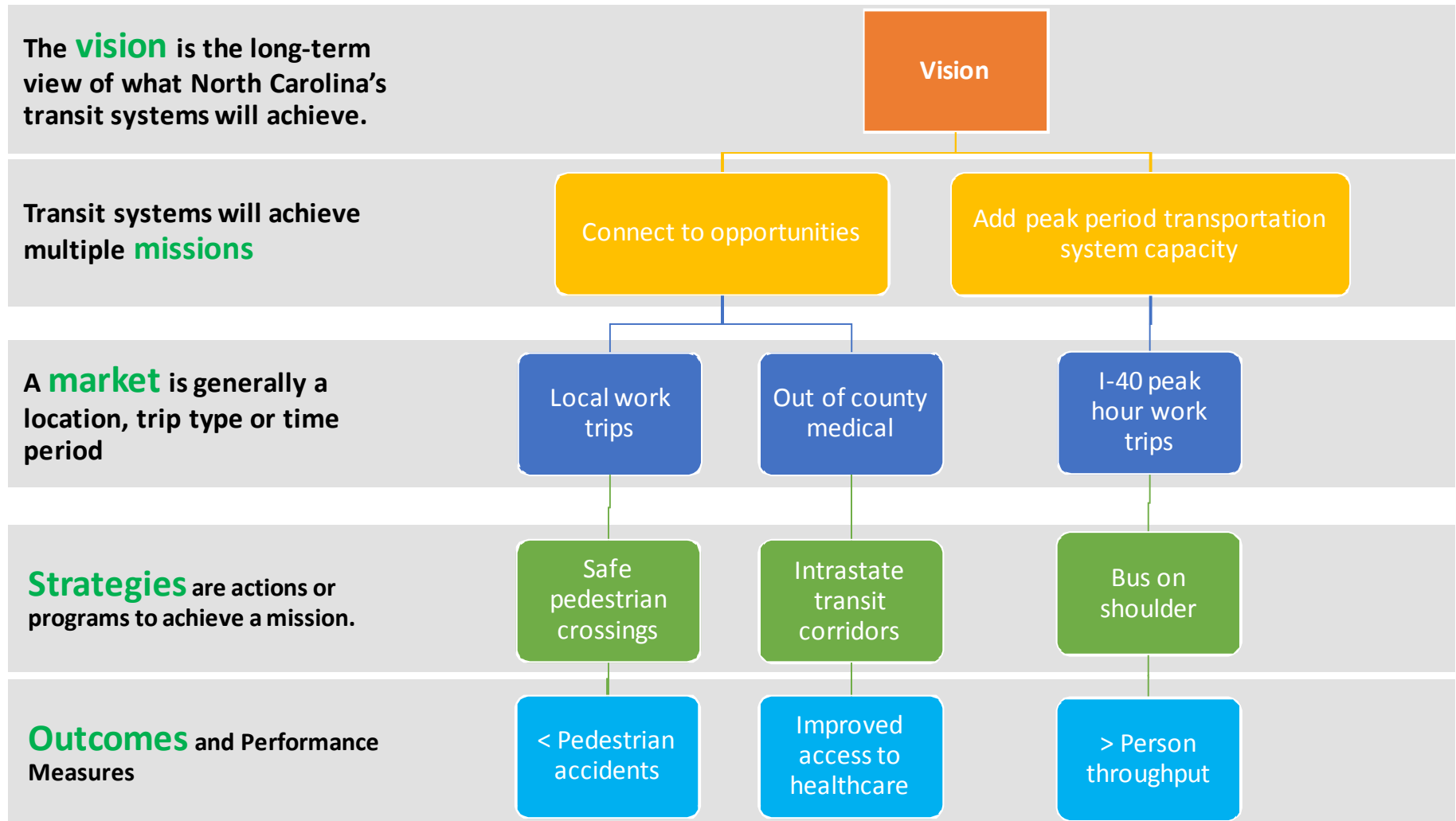
Jurisdiction (Approximate)



# Opportunities Analysis – Gap Analysis

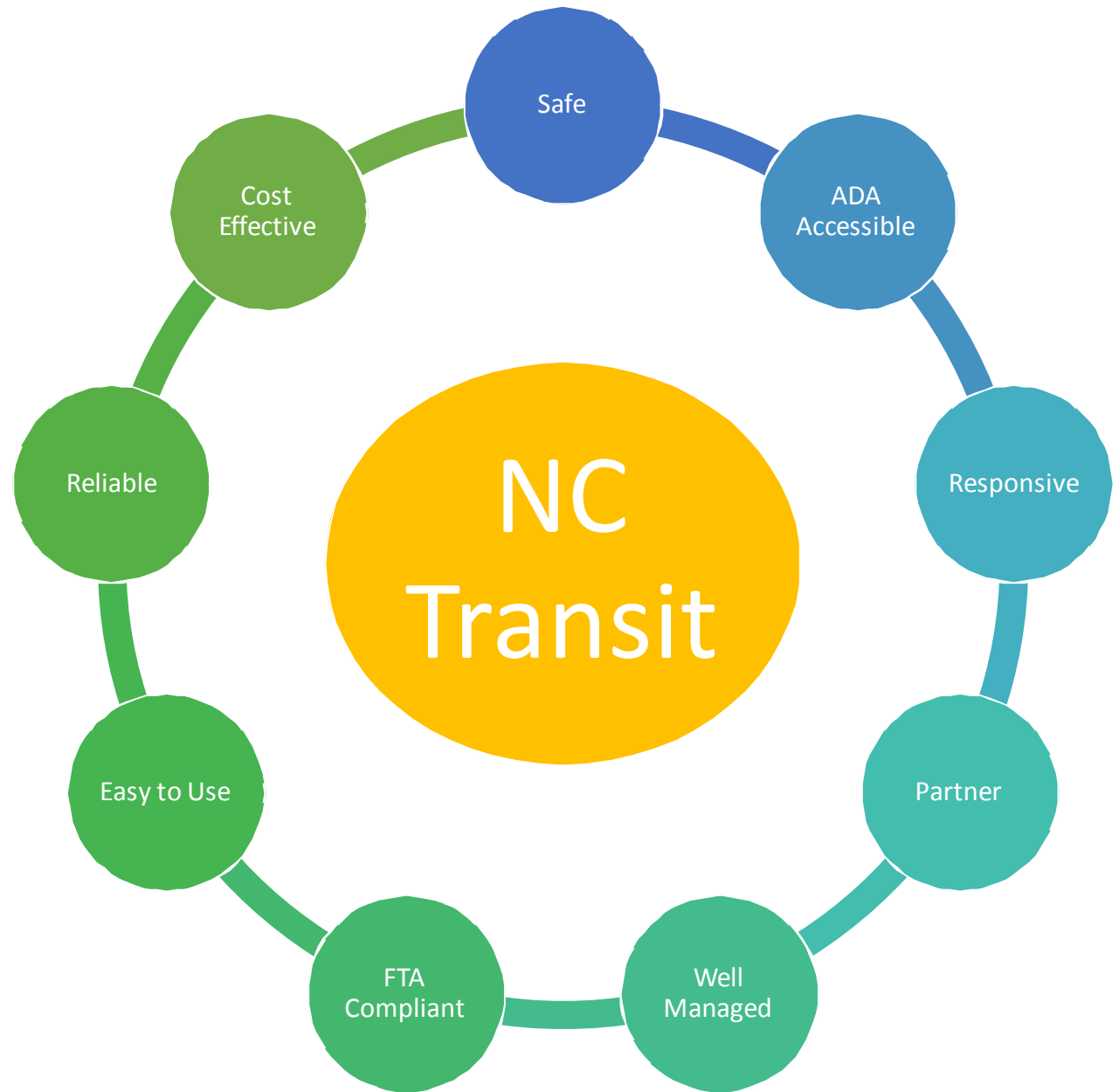
- **Potential Opportunities**
  - Coordinate service between providers
    - Potential coordination includes call centers, educational materials, and demand-response services
  - Enhance communication
    - Out-of-county destinations and eligibility for demand-response providers
  - Enhance Demand Response services
    - Expand services to general purposes
    - Provide increased connection to major employment centers and commercial areas
    - Additional inter-county coordination, especially from the three southern counties that provide medical trips to hospitals in Chapel Hill and Durham
  - Enhance Fixed-Route services
    - Enhance bus stop amenities
    - Provide increased technology
    - Add services to rural and underserved areas
    - Increase span of service
  - Expanded Regional Services
    - Potential for services from counties surrounding the Triangle region in addition to Durham, Orange and Wake counties
    - Anticipate urbanized area boundary changes with the 2020 census

# 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?



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# STRATEGIC PLAN

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