



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



Community Meeting

*Eastern South Geographic Community—
Wilmington and Eastern – South analysis districts*

May 3, 2017 | Bladen Community College Auditorium (Dublin)

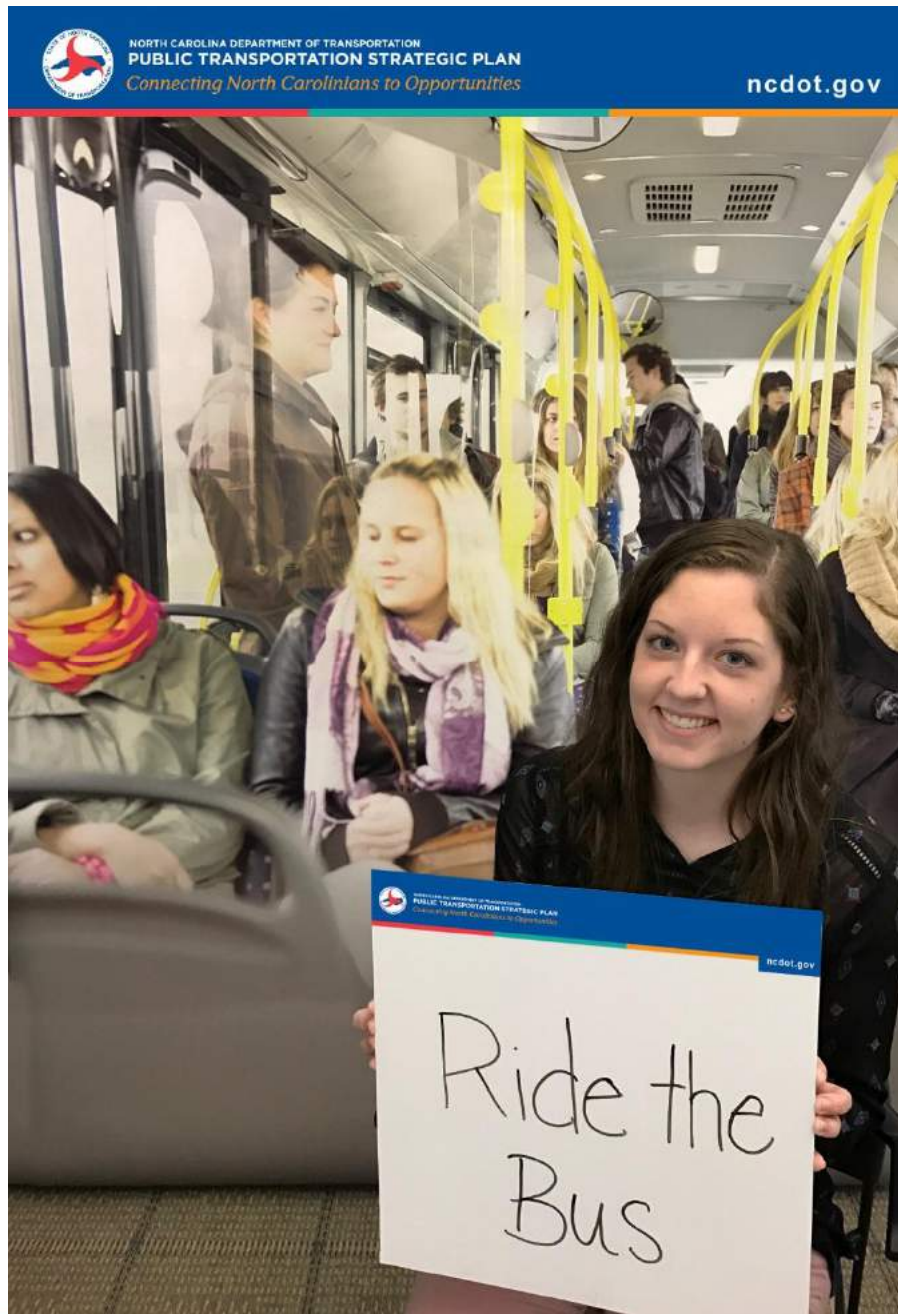
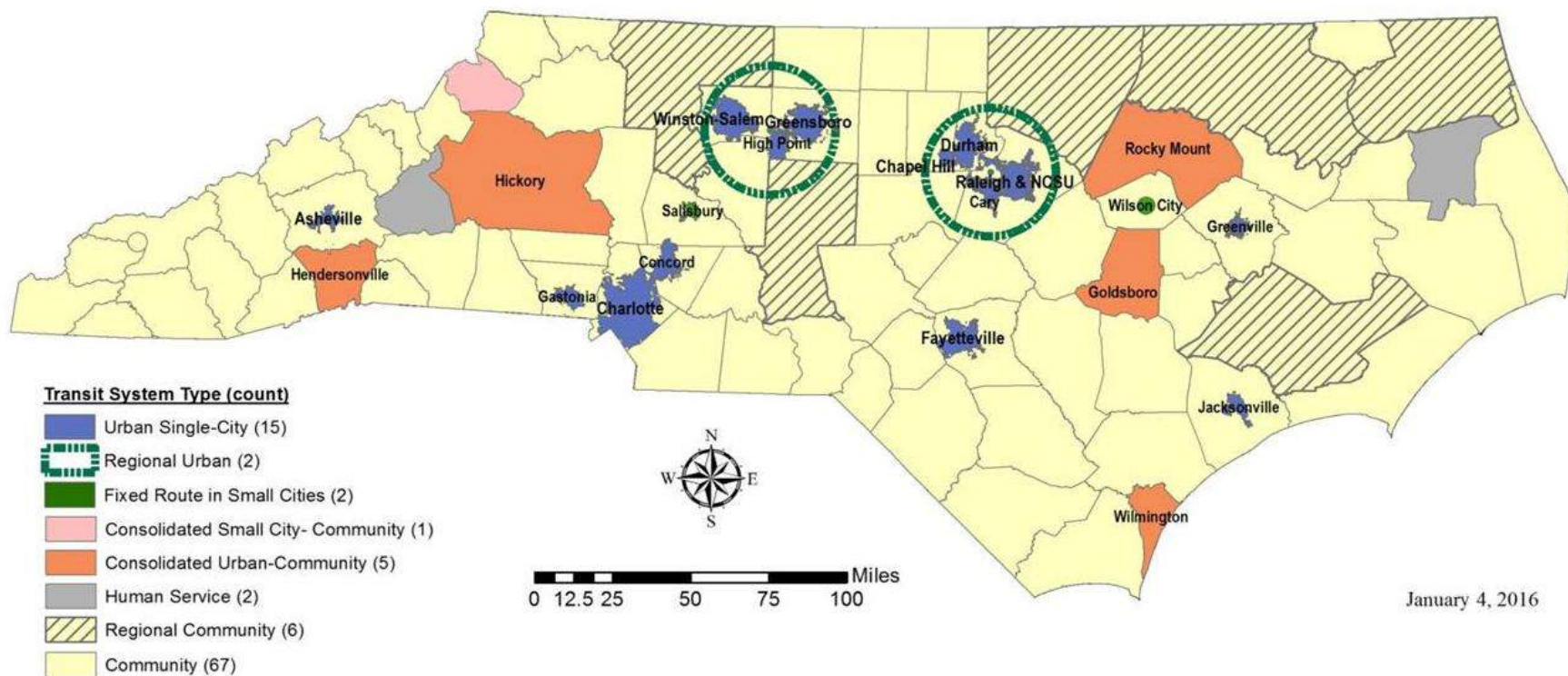


Photo Booth

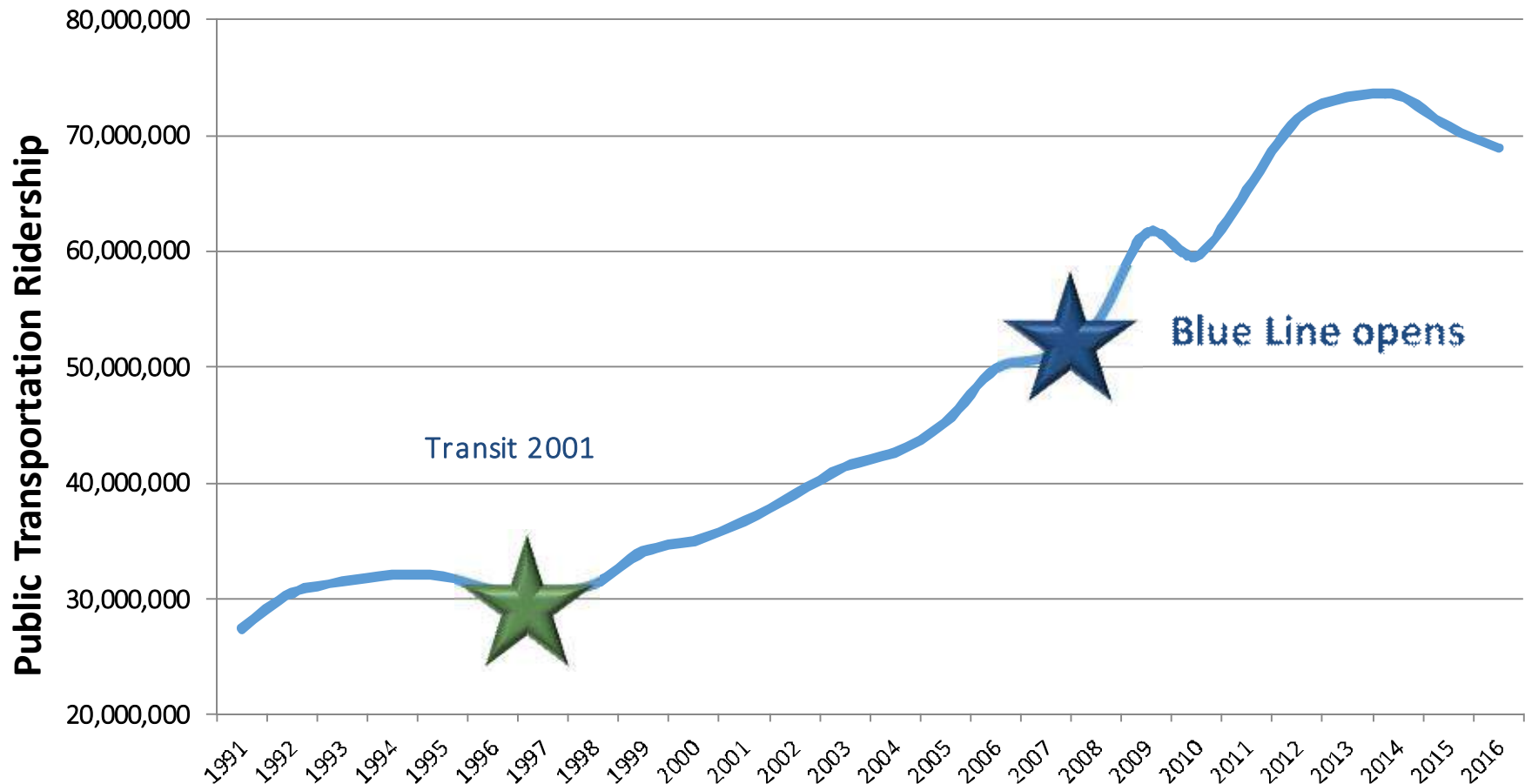
Agenda

- 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



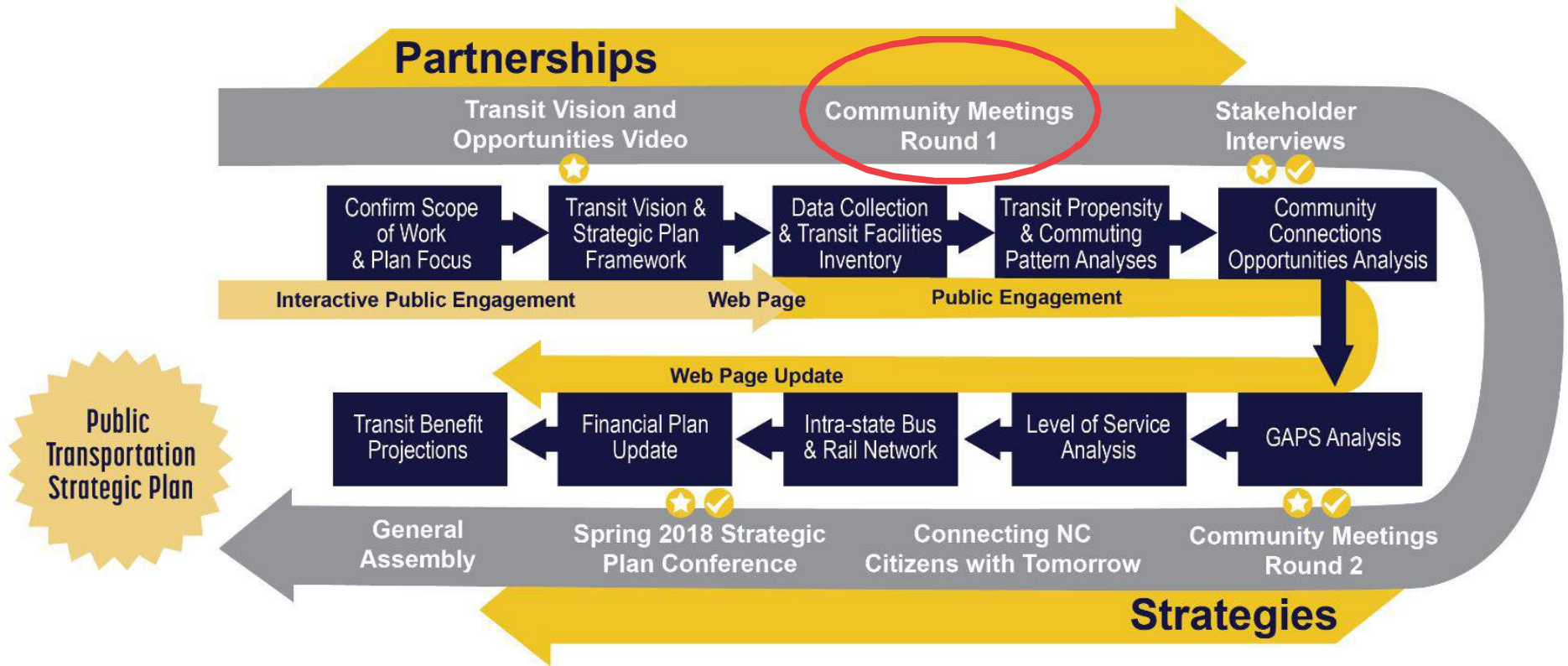
Why Strategic Plan?

- 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/>

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...

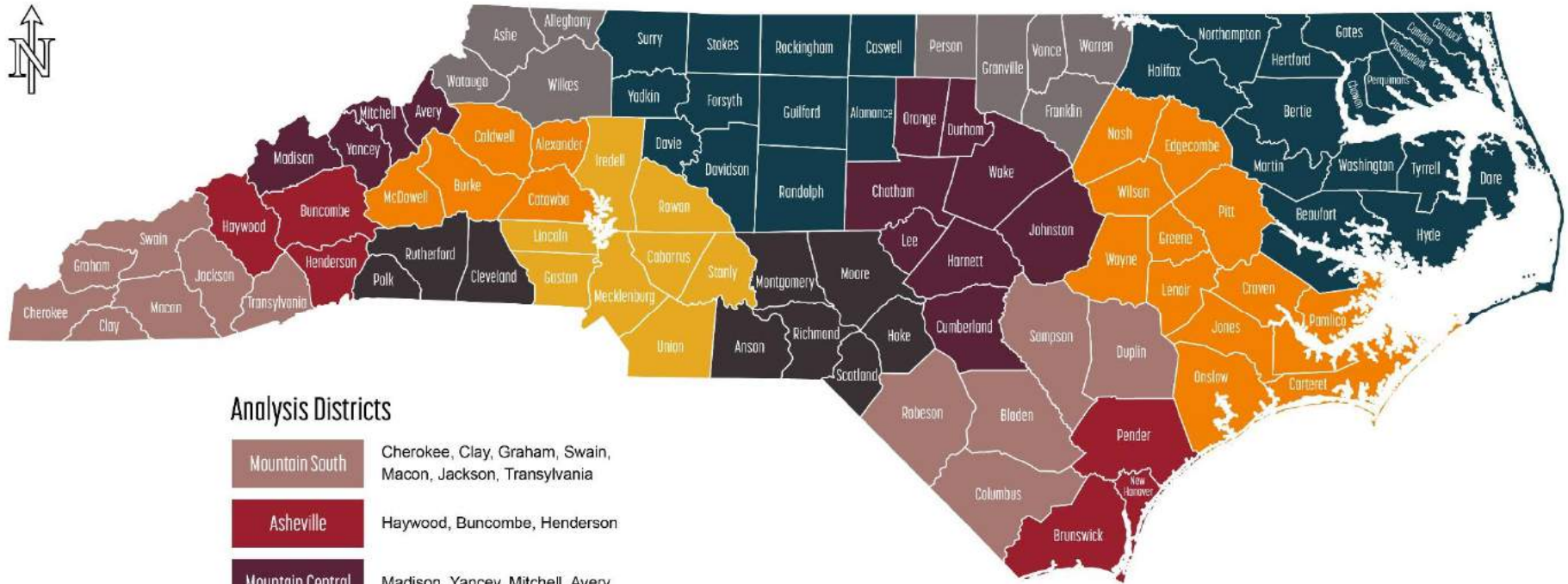
- Identified the challenges and opportunities for North Carolina's public transportation systems
- Discussed vision and goals for the future of public transportation in North Carolina
- Considered priorities for the future of transit in North Carolina

Poll Everywhere

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

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



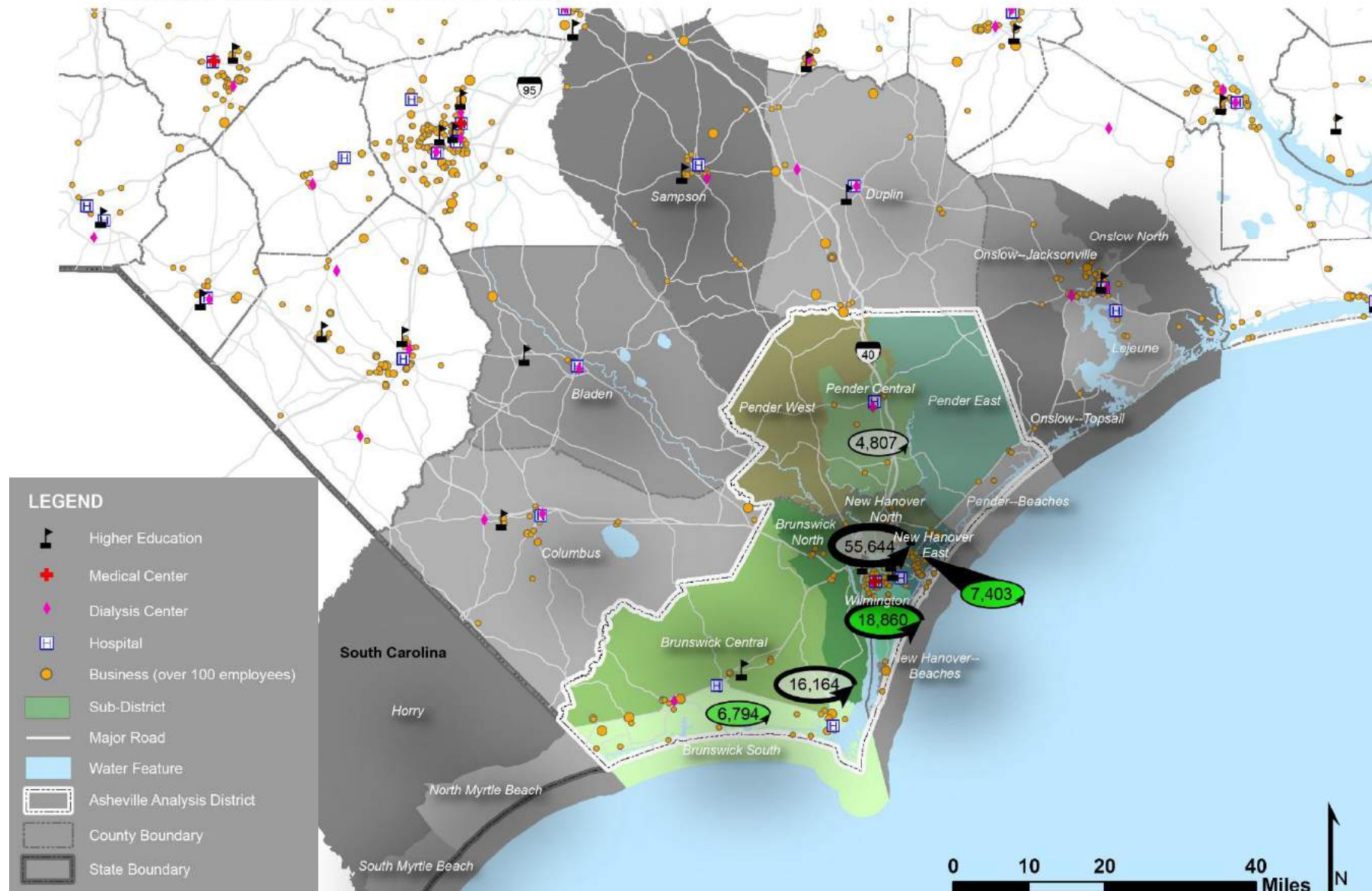
Analysis Districts

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

Wilmington District		Work Sub-District										
		Brunswick South	Brunswick Central	Brunswick North	Wilmington	New Hanover North	New Hanover--Beaches	New Hanover East	Pender West	Pender--Beaches	Pender East	Pender Central
Home Sub-District	Brunswick South	6794	1996	359	1153	234	70	673	19	53	8	57
	Brunswick Central	2487	1396	468	1362	303	51	574	20	27	21	53
	Brunswick North	871	551	1242	3512	511	96	1489	22	37	18	112
	Wilmington	682	411	886	18860	1821	1150	7614	55	170	108	375
	New Hanover North	124	84	208	2917	828	106	1832	20	63	48	209
	New Hanover--Beaches	78	51	57	1324	132	654	716	4	14	3	52
	New Hanover East	338	202	442	8311	1334	642	7403	34	171	154	323
	Pender West	43	29	66	597	187	16	343	242	23	45	672
	Pender--Beaches	92	35	84	1363	288	67	1077	34	981	350	288
	Pender East	27	21	32	563	142	20	335	24	147	169	192
	Pender Central	102	48	111	1432	433	55	851	100	83	101	1356

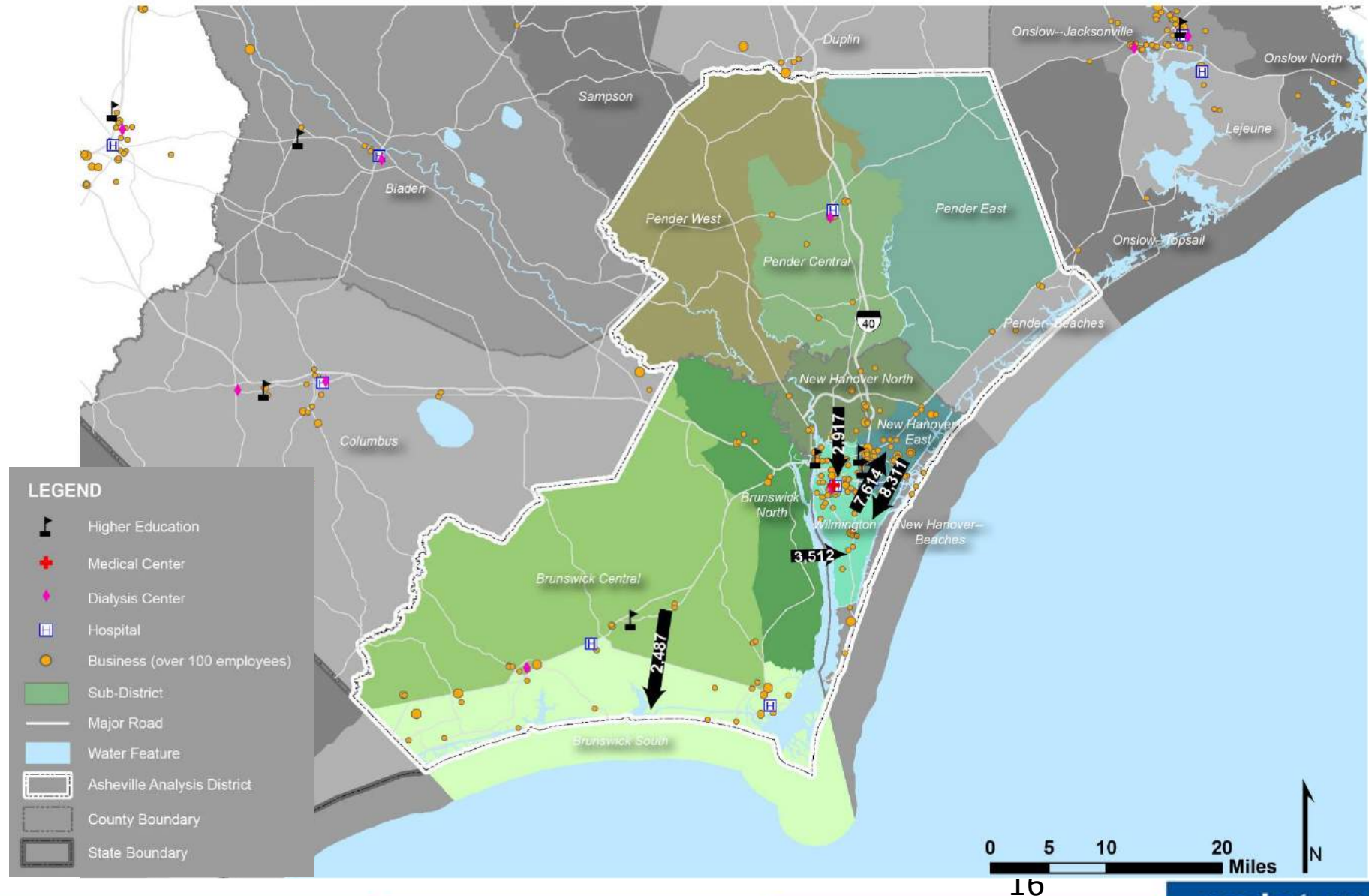
Sub-District Commuter Flow Analysis

Wilmington District (Source: LEHD 2014, All Jobs)



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Wilmington District (Source: LEHD 2014, All Jobs)

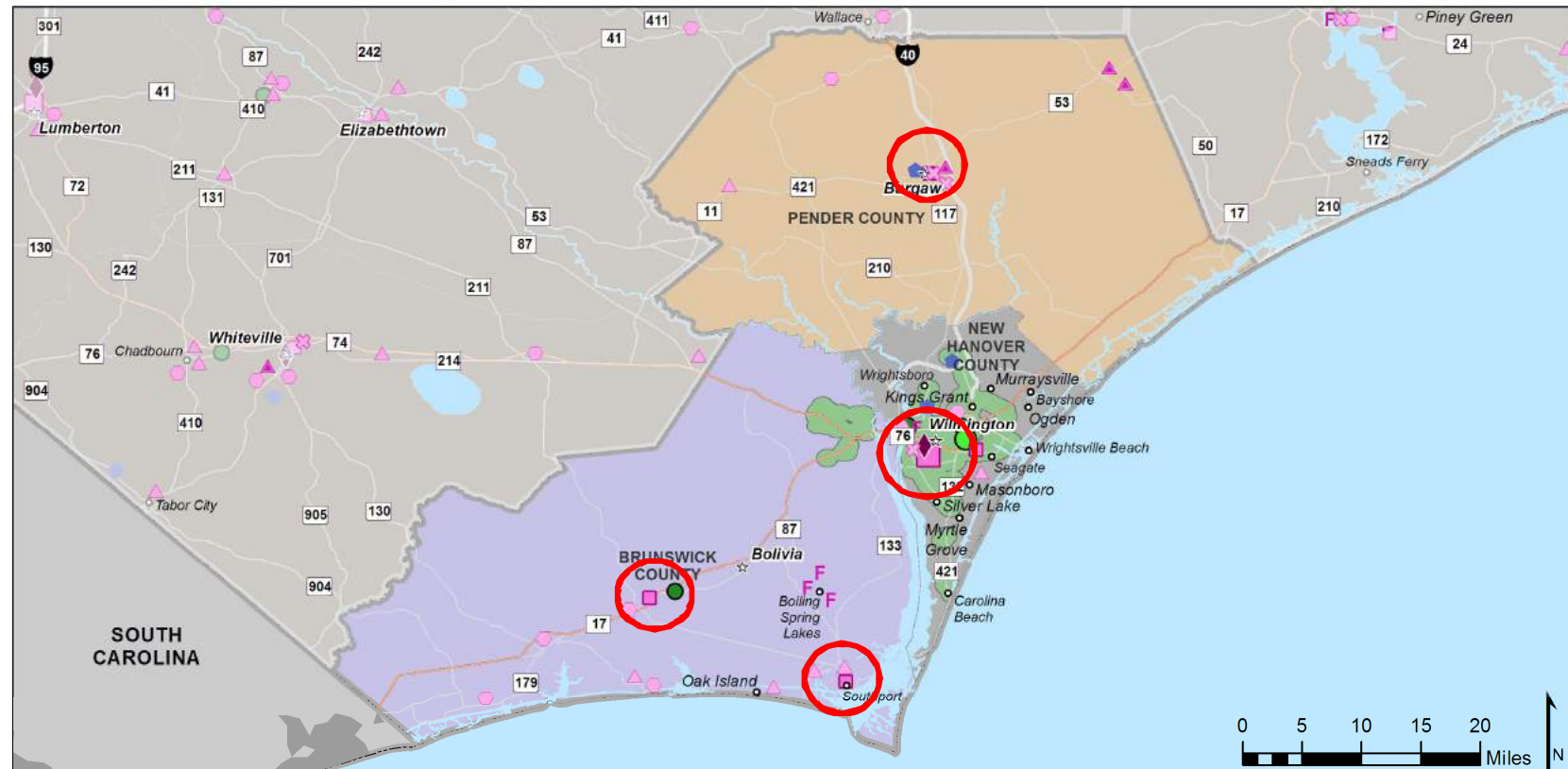


Wilmington District Existing Transit Profile

- **3 Counties, 3 providers**
 - Fixed Route, Demand-Response, and Vanpool
 - Wave Transit
 - Demand Response only
 - Brunswick Transit System
 - PAS-TRAN
- **Types of service**
 - Fixed Route Service
- Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
- Vanpool
- **Destinations served**
 - Cities/Towns
 - Medical
 - Education
 - Out-of-county

Wilmington

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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

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

- Jurisdiction (Approximate)
- ◻ Brunswick Transit System (BTS)
 - ◻ PAS-TRAN
 - ◻ Wave Transit

Safety Net Sites

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

F Free Clinic

✕ Health Department Site

* Center for Medicaid & Medicare Services

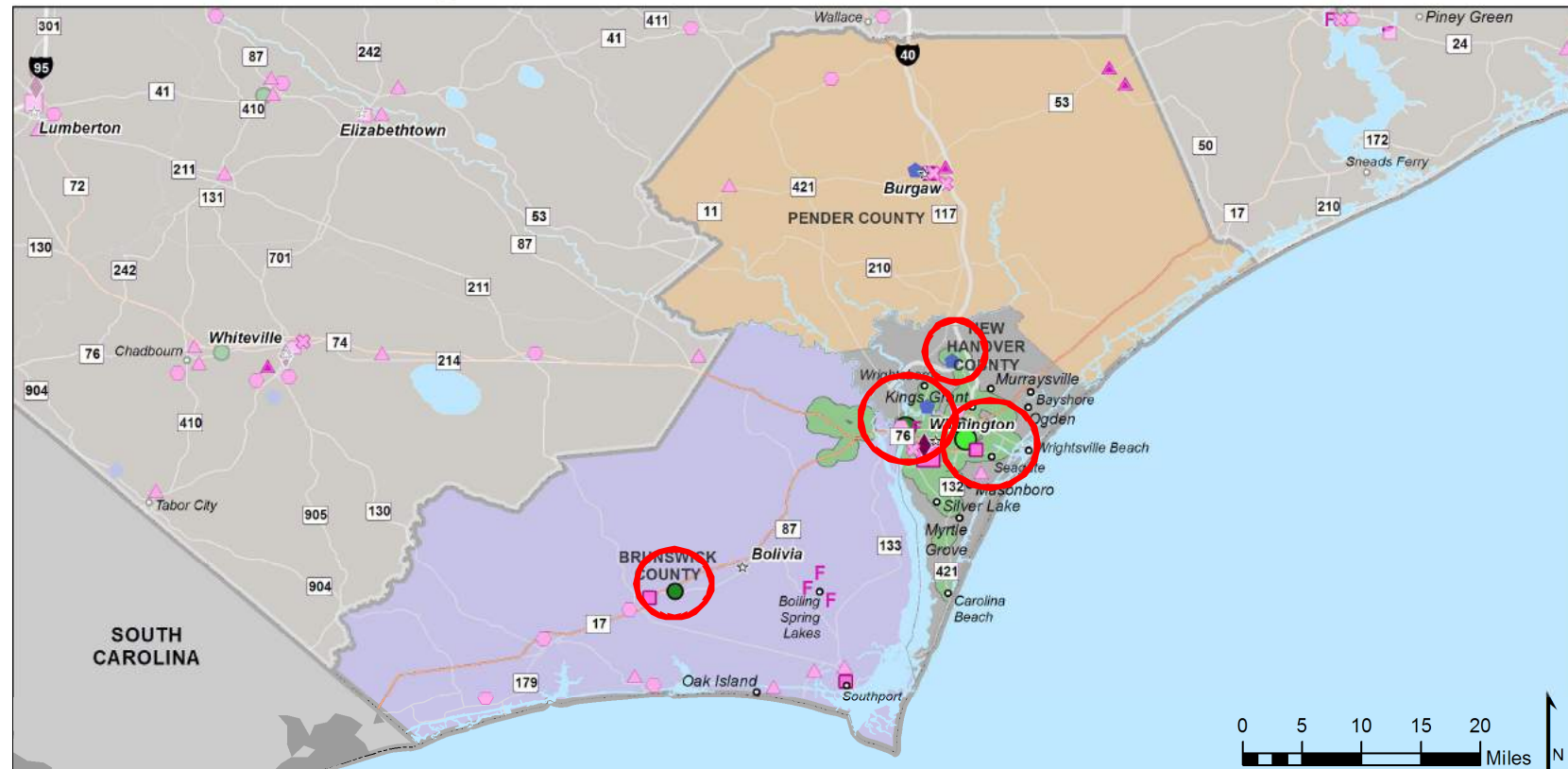
† Office of Rural Health

Intercity Bus Routes

✕ Jurisdiction Provides Out-of-County Medical Appointment Transportation

Wilmington

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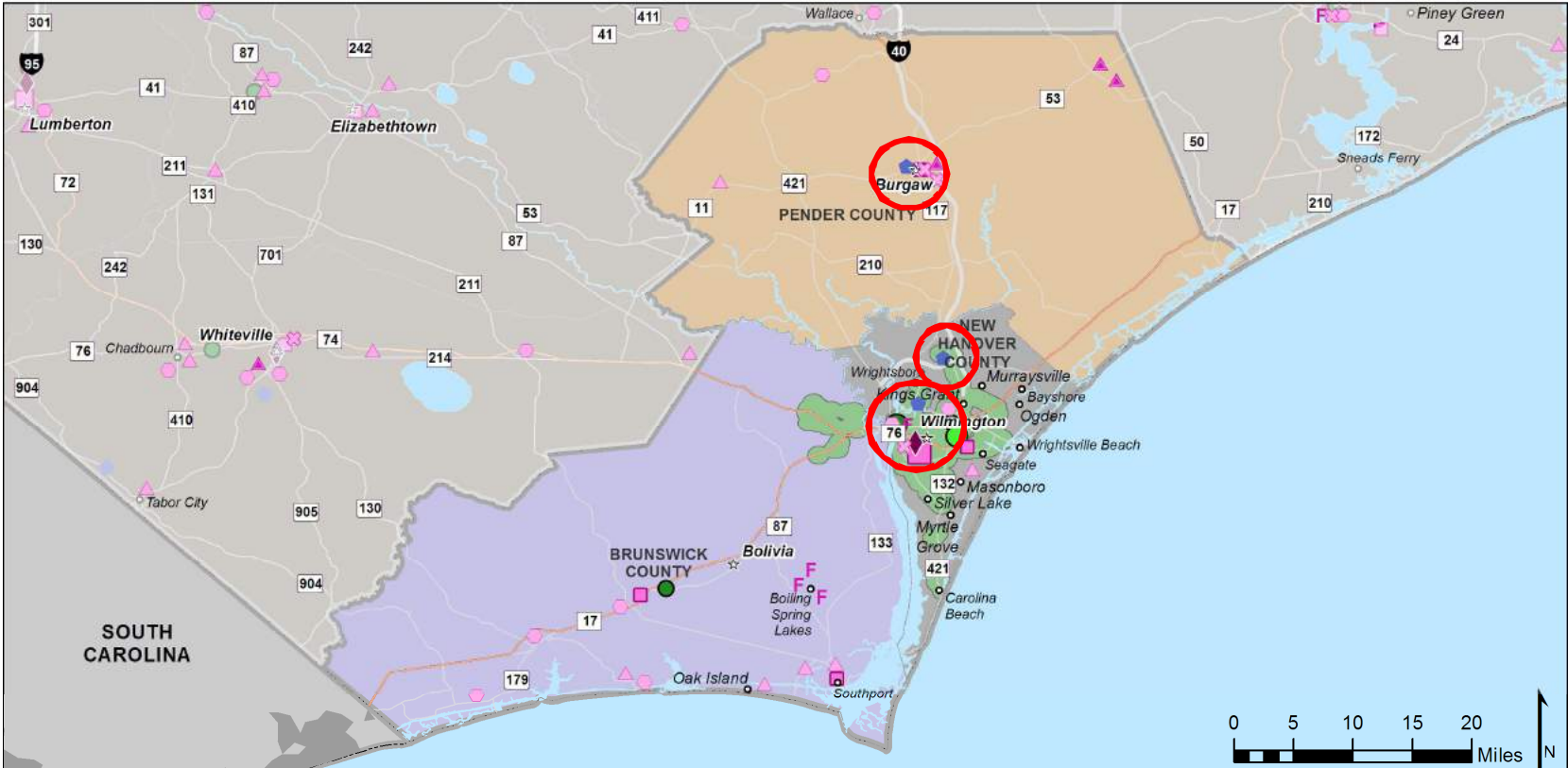
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201 500

Junior College (Enrolled)

● $\leq 5,000$

5 001 15 000

● 3,001 - 15,000

College/Univ. (Enrolled)

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Government Services

County Seat

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State Prison

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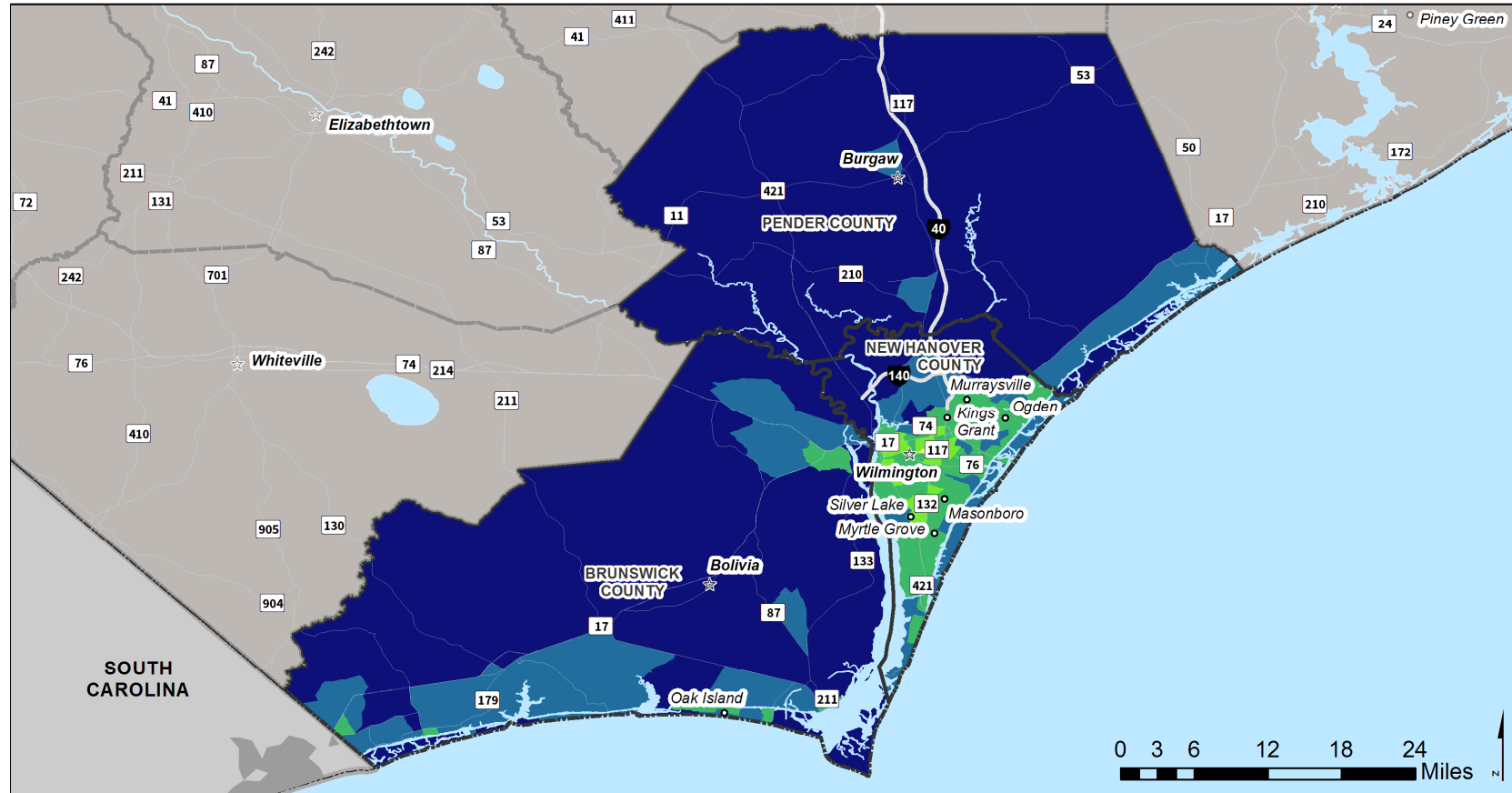
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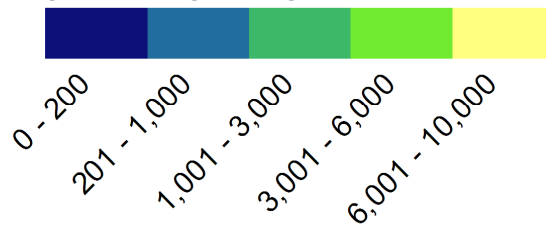
Intercity Bus Routes

+ Jurisdiction Provides Out-of-County Medical Appointment Transportation

Wilmington Population Density



Population per Square Mile



County	Population
Brunswick	115,926
New Hanover	213,091
Pender	55,166

Opportunities Analysis – Gap Analysis

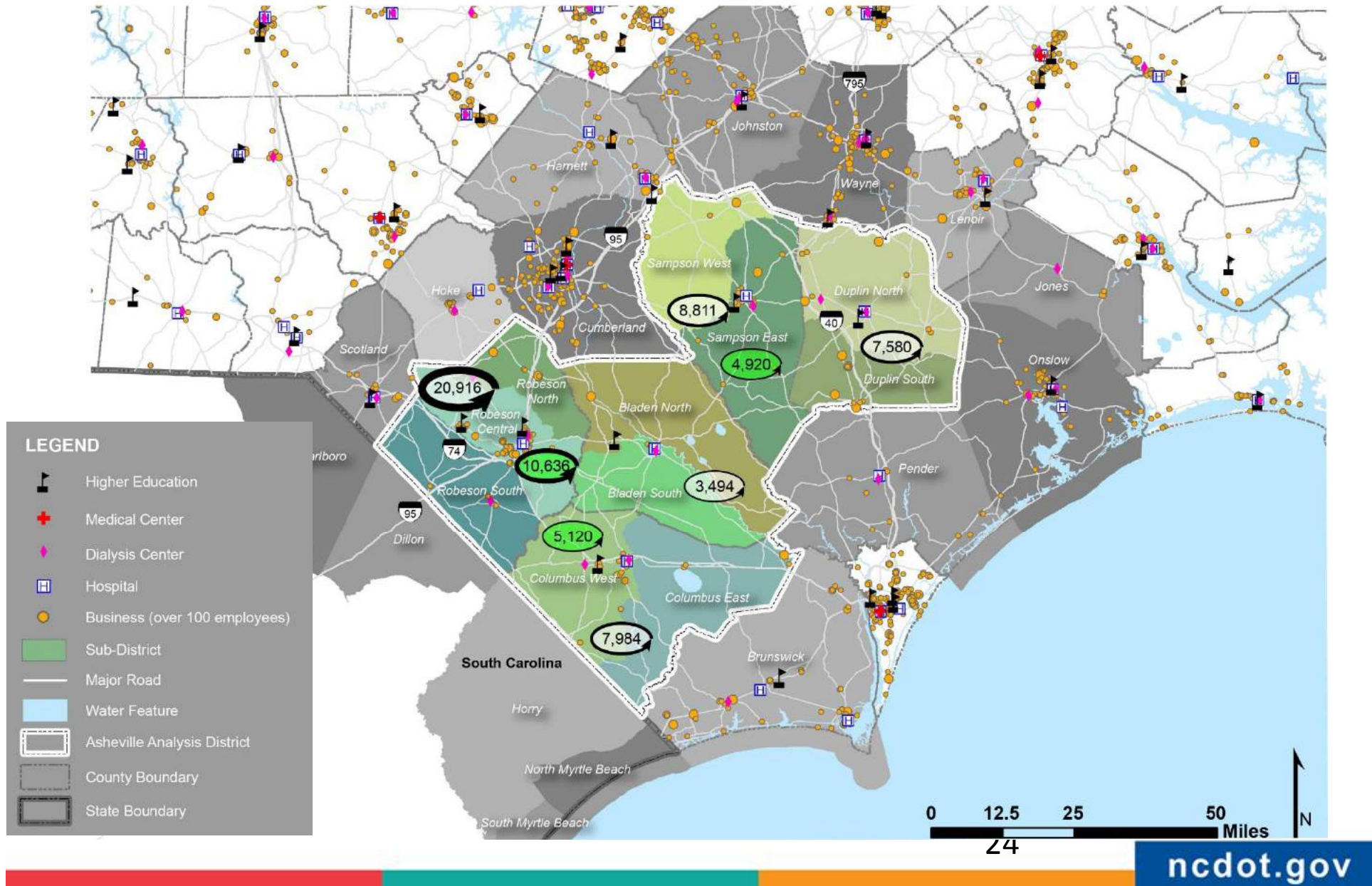
- **Potential Opportunities**

- Expand service
 - Expand to include out-of-district services
 - Services could be expanded to Raleigh, Durham, Chapel Hill, and Fayetteville
- Enhance service coordination for long-distance trips
- Enhance Demand Response services
 - Expand service hours to Saturdays, weekends, holidays
 - More efficient ride-sharing scheduling, shorter wait times
 - Include work-related transportation
- Enhance Fixed-Route services
 - Provide resources for outreach and education
 - Service area expansion in rural and low-income areas
 - Expanded service hours on weekends

Eastern South District		Work Sub-District										
		Robeson Central	Robeson South	Robeson North	Columbus East	Columbus West	Bladen South	Bladen North	Sampson West	Sampson East	Duplin North	Duplin South
Home Sub-District	Robeson Central	10636	562	1237	60	281	238	621	45	225	101	79
	Robeson South	3685	939	396	29	130	68	201	15	106	54	31
	Robeson North	2124	130	1207	24	85	75	453	18	172	53	30
	Columbus East	184	16	20	1064	1315	119	73	5	72	40	63
	Columbus West	574	75	77	485	5120	316	186	24	142	80	73
	Bladen South	589	43	95	232	446	1550	487	11	181	90	108
	Bladen North	361	25	94	57	136	715	742	47	324	71	83
	Sampson West	68	10	18	10	54	33	174	1528	1756	194	138
	Sampson East	66	8	19	22	65	73	340	607	4920	737	456
	Duplin North	54	7	33	18	72	43	149	98	634	3670	810
	Duplin South	42	7	30	32	33	30	138	32	355	1111	1989

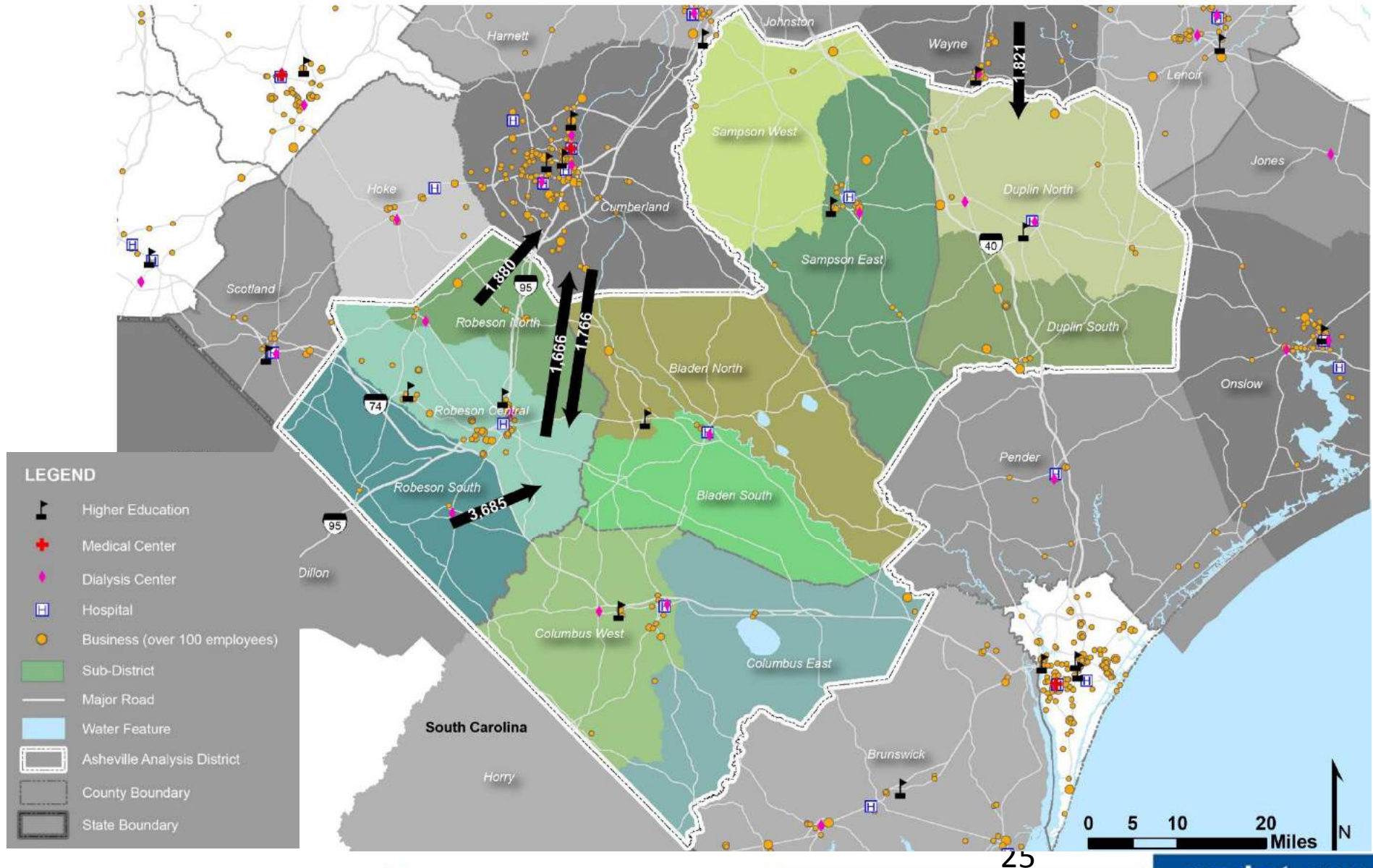
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Eastern South District (Source: LEHD 2014, All Jobs)



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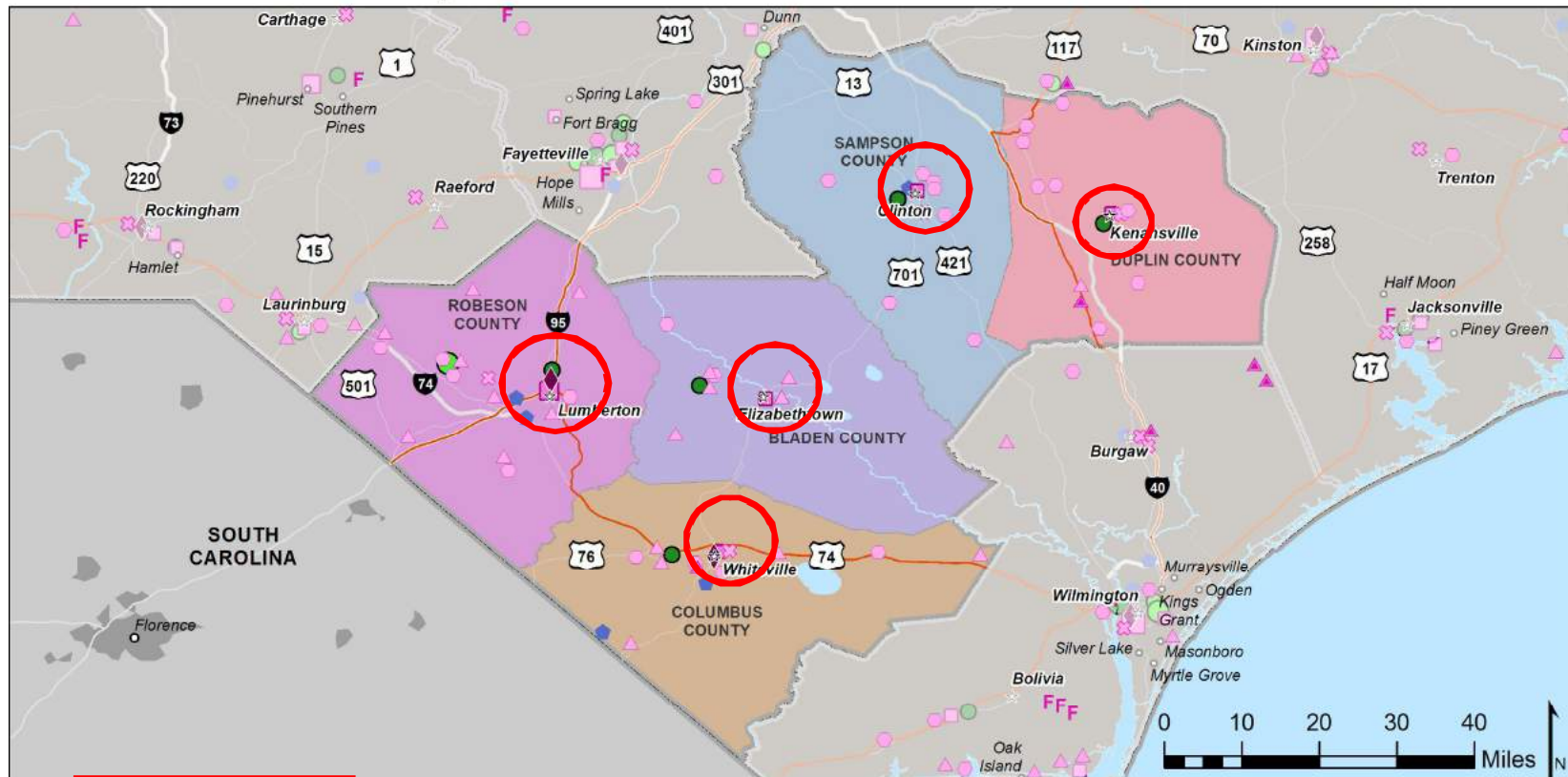


Eastern-South District Existing Transit Profile

- **5 Counties, 5 providers**
 - Demand Response Only
 - Bladen County
 - Columbus County
 - Duplin County
 - Sampson County
 - Robeson County
- **Types of service**
 - Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
- **Destinations served**
 - Cities/Towns
 - Medical
 - Hospitals in each county
 - Education
 - Community Colleges in each county
 - Out-of-county
 - Fayetteville
 - Wilmington
 - Durham

Eastern-South

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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Government Services

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

Intercity Bus Routes

- ✚ Jurisdiction Provides Out-of-County Medical Appointment Transportation

Transit Providers

Jurisdiction (Approximate)

- ✚ Bladen Area Rural Trans. System (BARTS)
- ✚ Columbus County Transportation
- ✚ Duplin County Transportation Department
- ✚ South East Area Transportation System (SEATS)
- ✚ Sampson Area Transportation (SAT)

Safety Net Sites

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

F Free Clinic

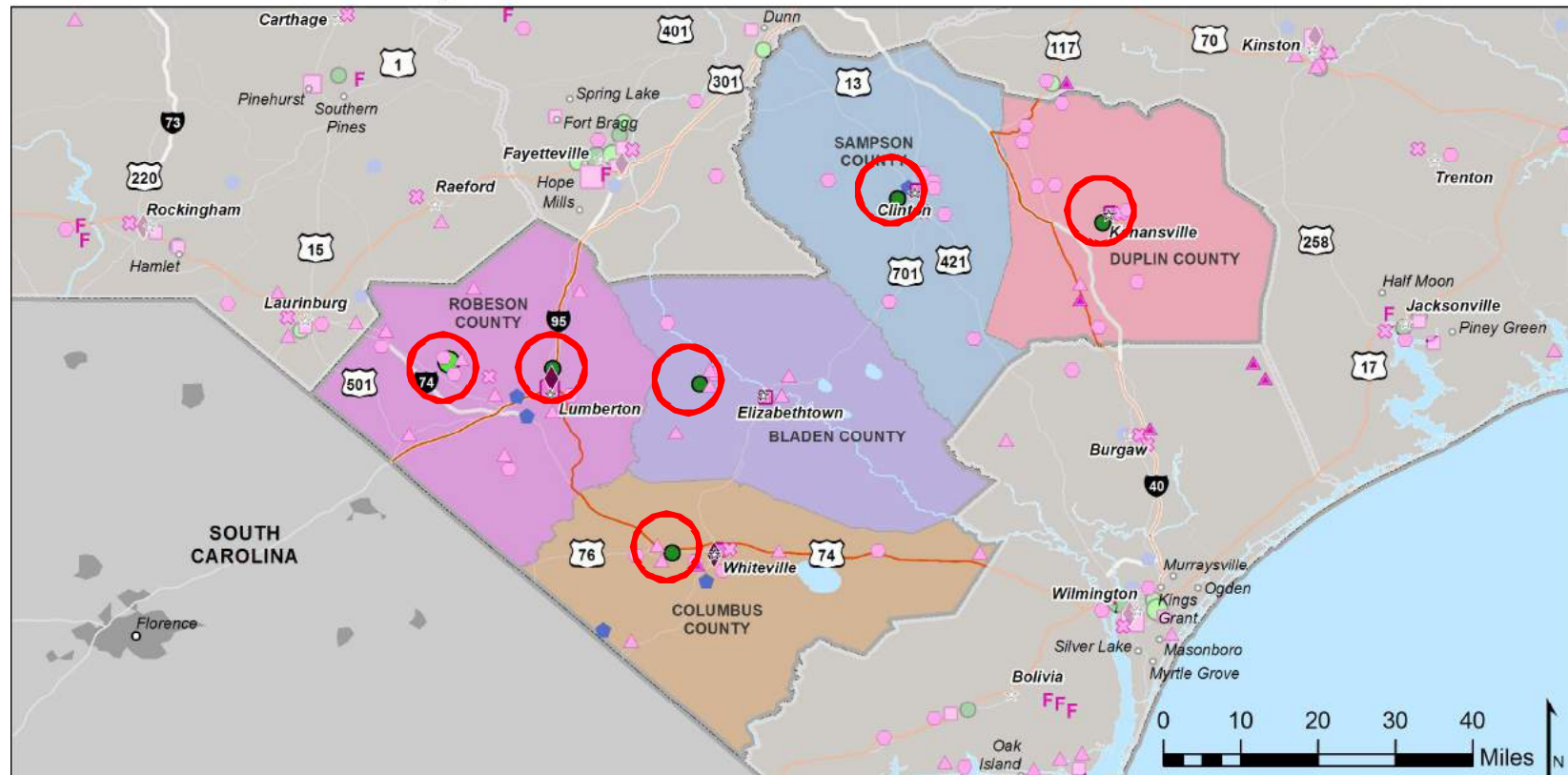
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Eastern-South

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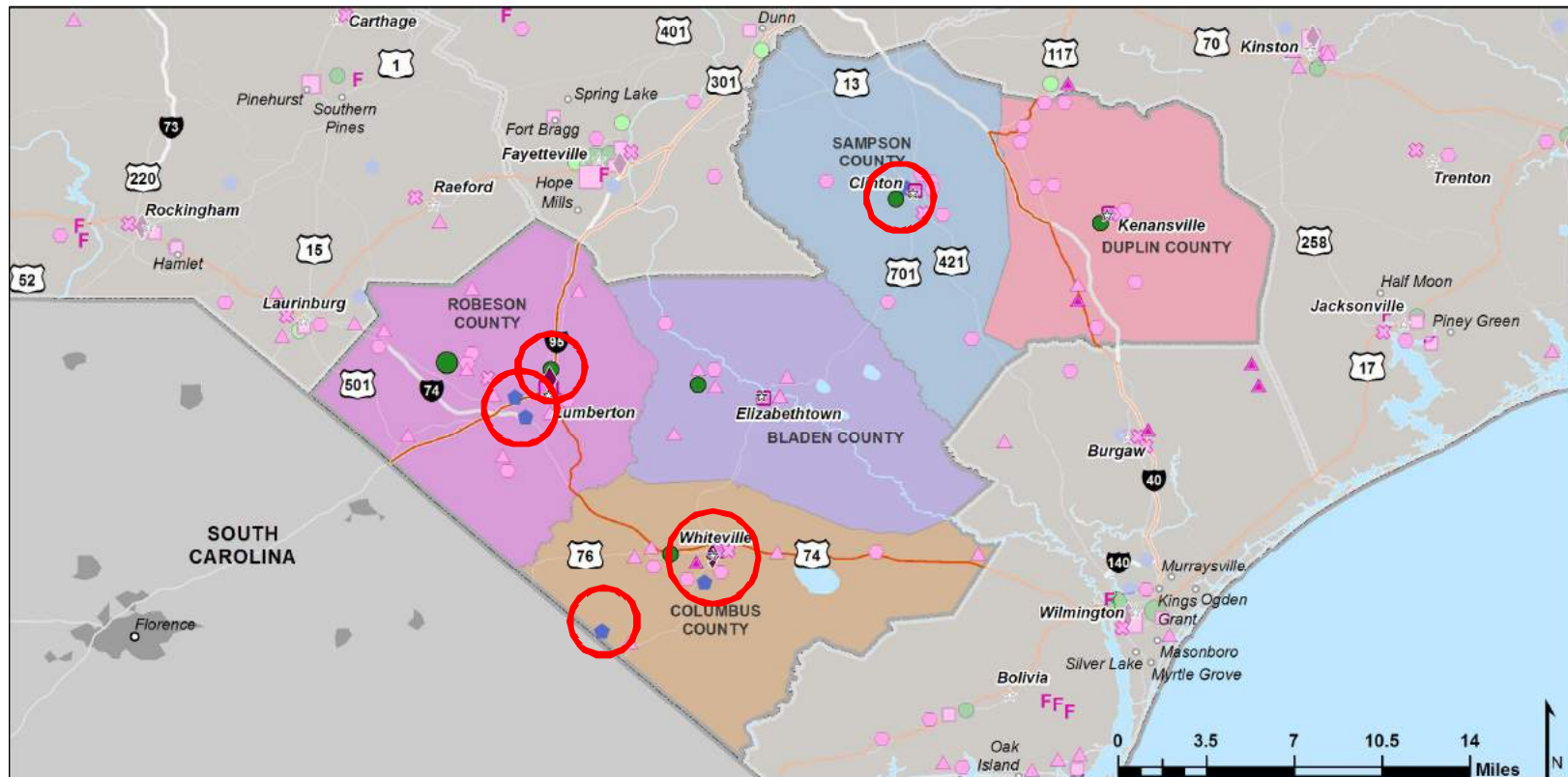
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Eastern-South

Transit Service Areas and Major Destinations



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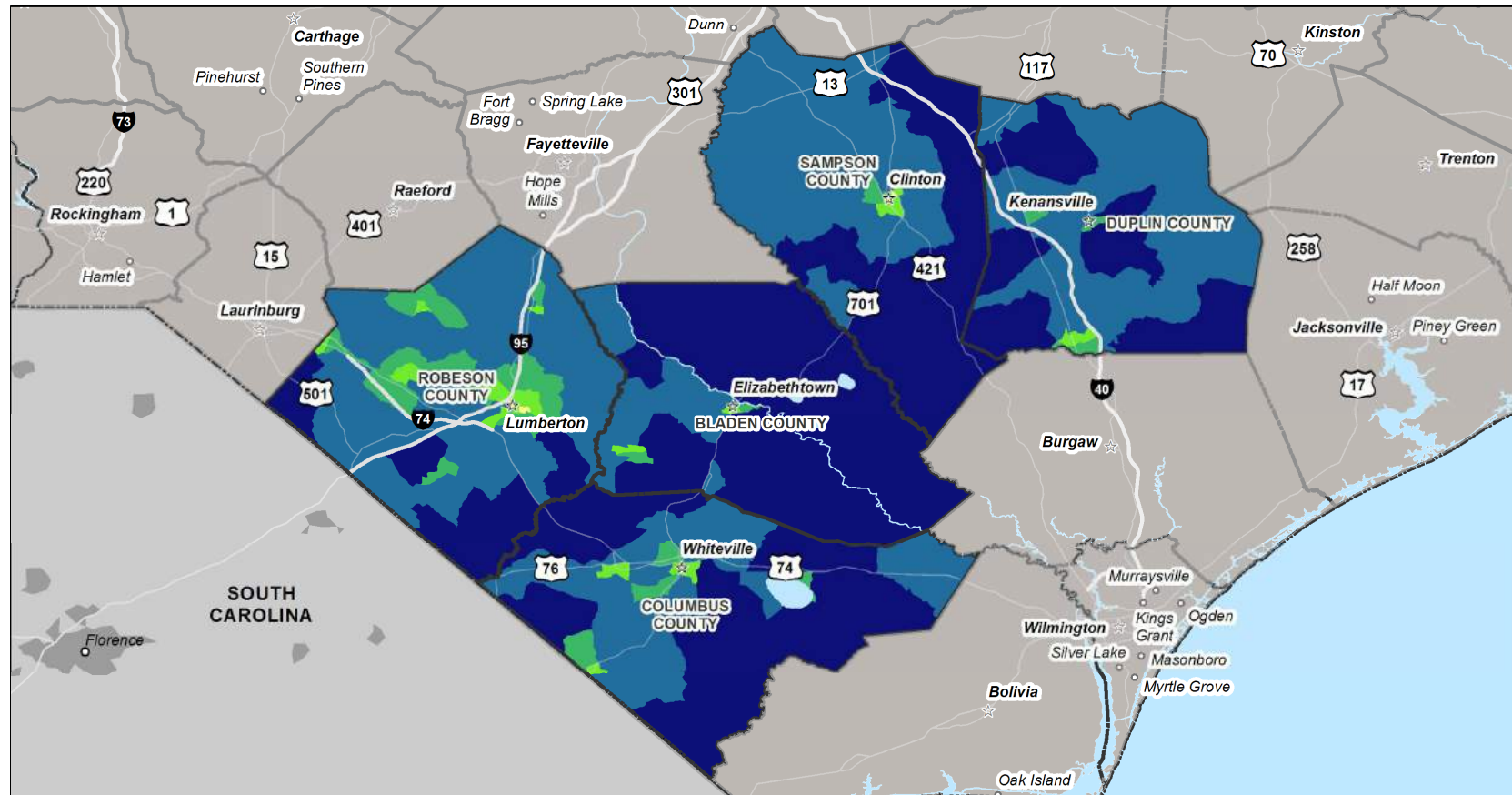
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Transit Providers

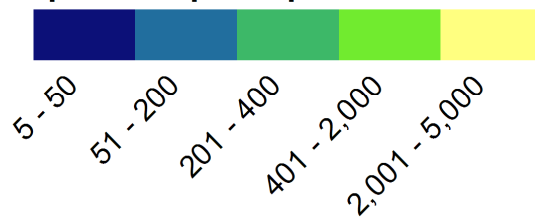
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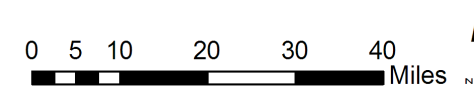
Eastern-South Population Density



Population per Square Mile



County	Population
Bladen	34,720
Columbus	57,230
Duplin	59,453
Robeson	134,871
Sampson	63,873



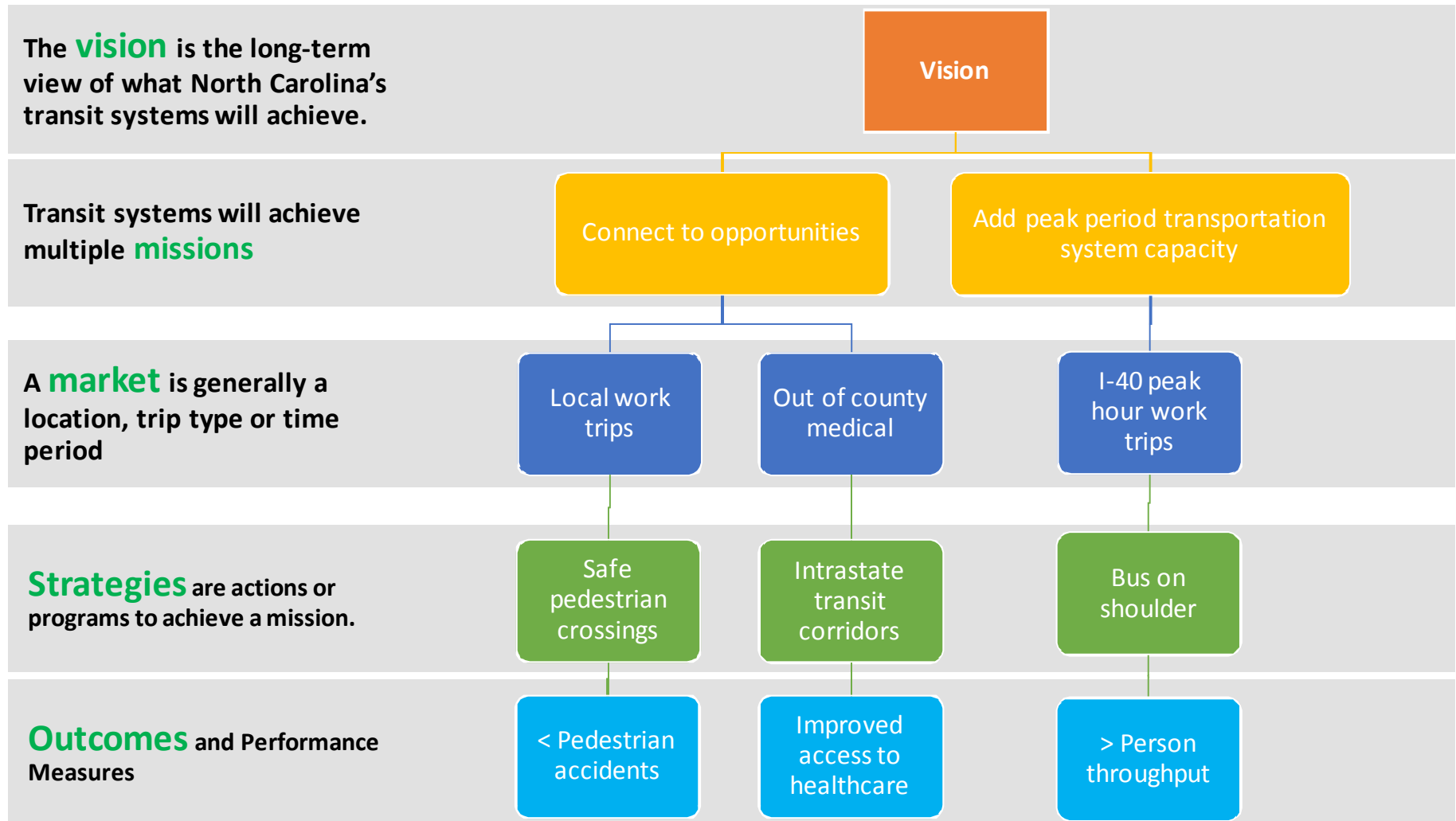
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Opportunities Analysis – Gap Analysis

- **Potential Opportunities**

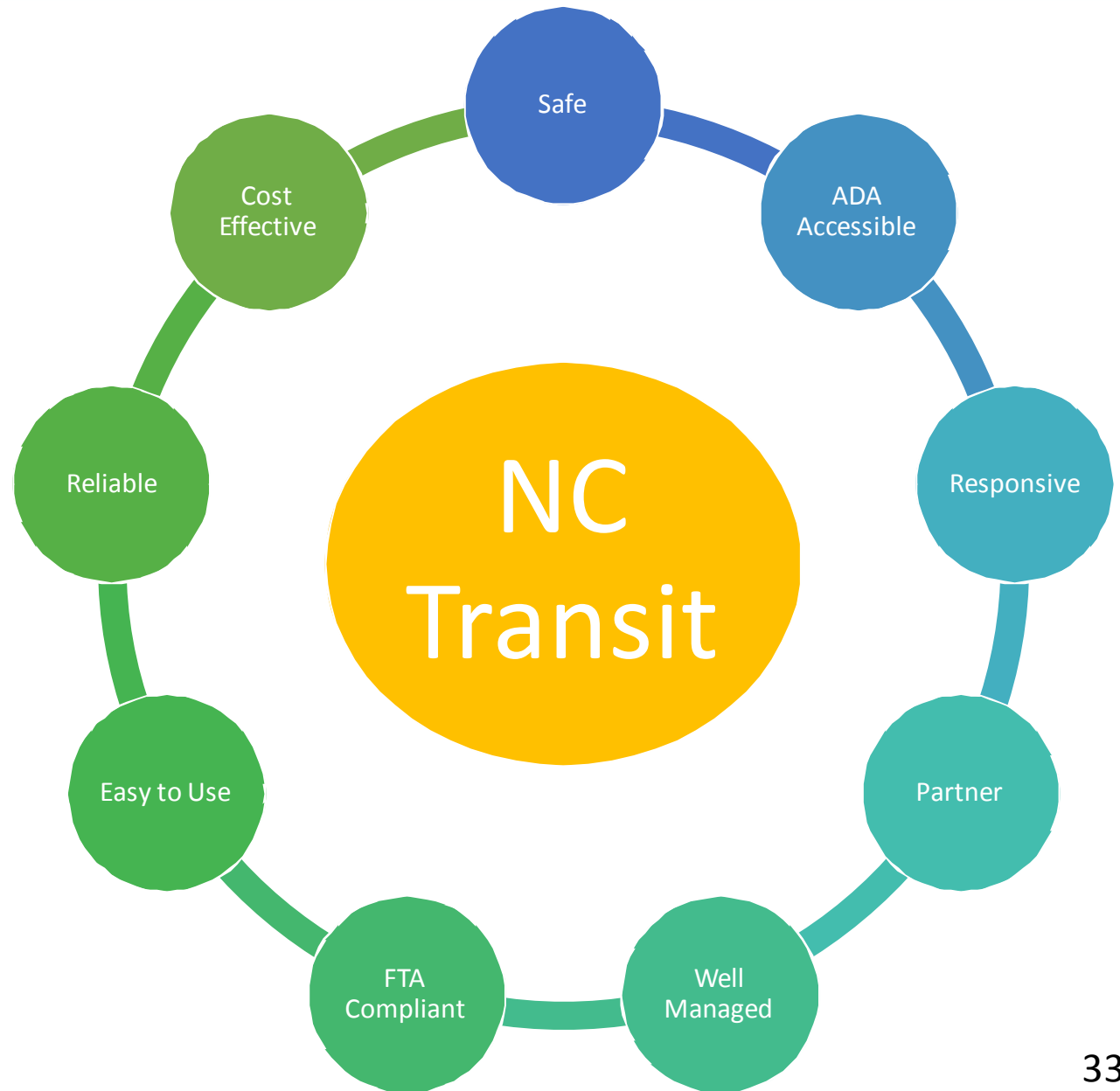
- Expand inter-county service beyond medical trips
- Coordinate services, particularly to Durham and Fayetteville
- Expand access to groups of people
 - Unemployed job seekers
 - Disabled residents
 - Senior citizens
- Increase connections to community hospitals and colleges
- Expand level of service
 - Weekend or late-night
 - For special events and recreation

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**

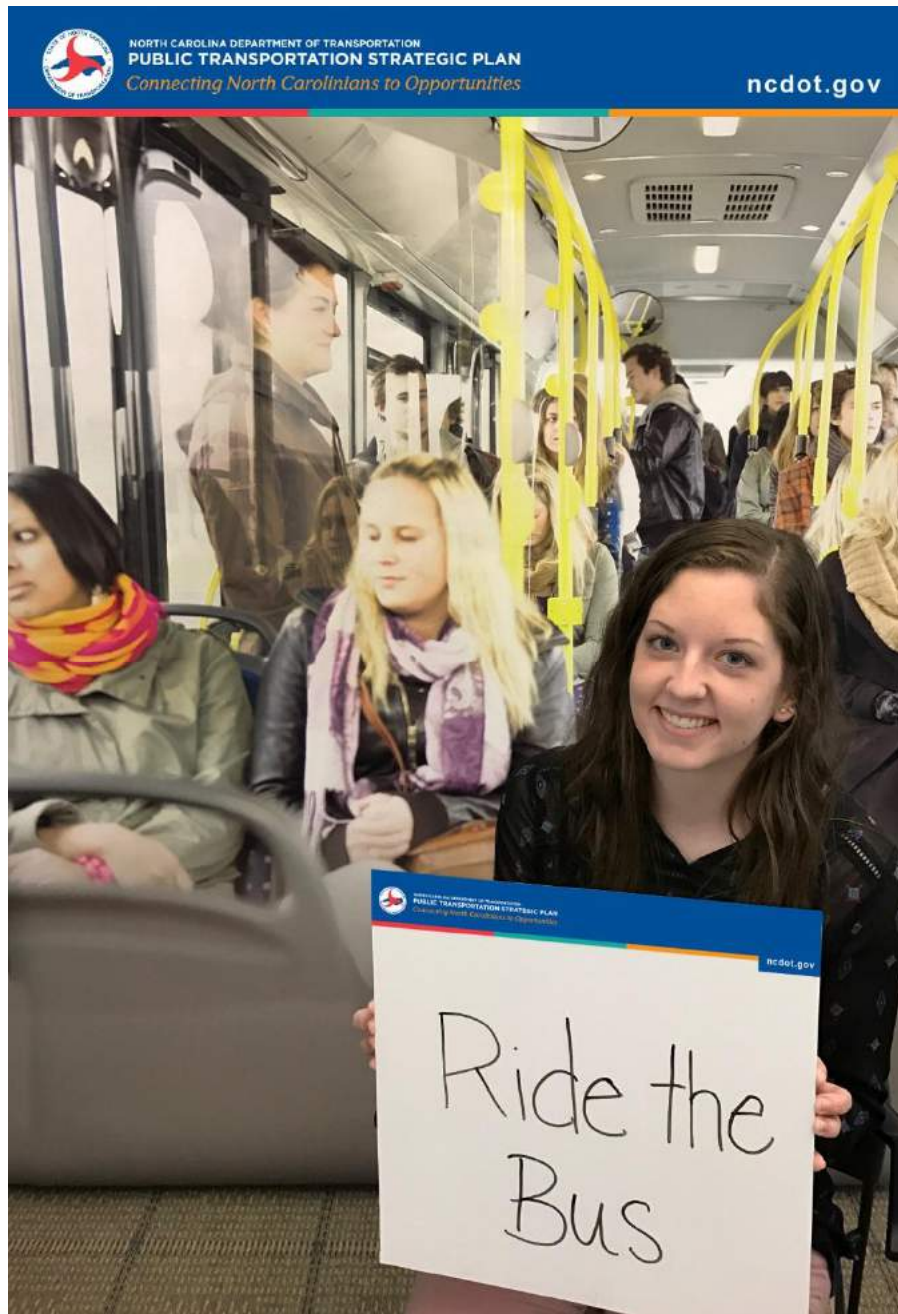
- Corridor plans through MPO planning process
- Focus on peak period mobility improvements
- Identify incremental improvements such as park and ride lots and express buses

- **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

Outcomes and Metrics

- How should we measure the effectiveness of the strategies developed through this Plan? Examples:
 - Increase in population and employment accessible by transit
 - Number of communities connected by transit
 - Revenue hours per capita
 - Increase in major medical, educational, employment, and government centers served by transit
 - Dedicated funding
- What data will we need?
- How often should we measure?



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

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

Vision

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

Missions

What should the public transportation program provide or accomplish in your community?

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