



PUBLIC TRANSPORTATION

STRATEGIC PLAN

Connecting North Carolinians to Opportunities



Community Meeting

*Mountain South Geographic Community—
Mountain South, Asheville, Foothills analysis districts*

May 11, 2017 | NC Arboretum (Asheville)

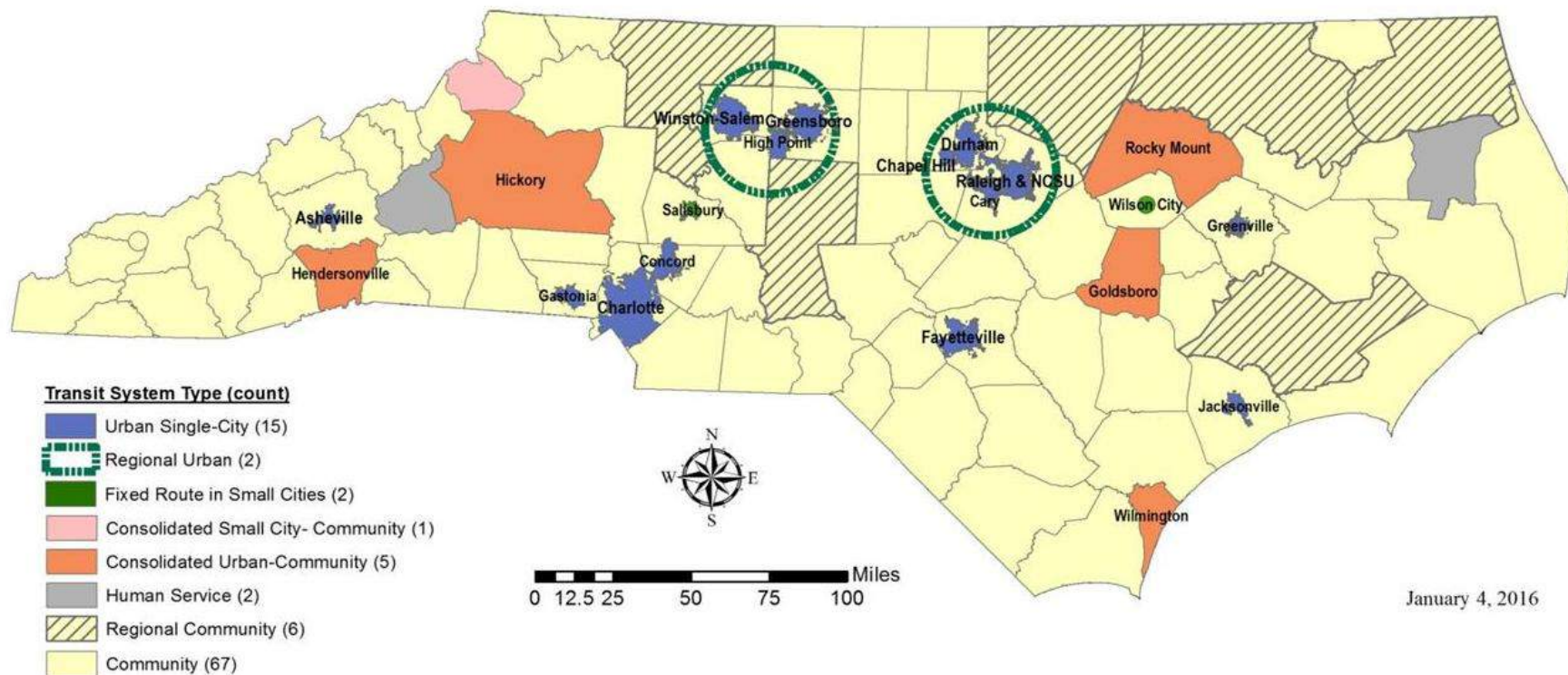


Photo Booth

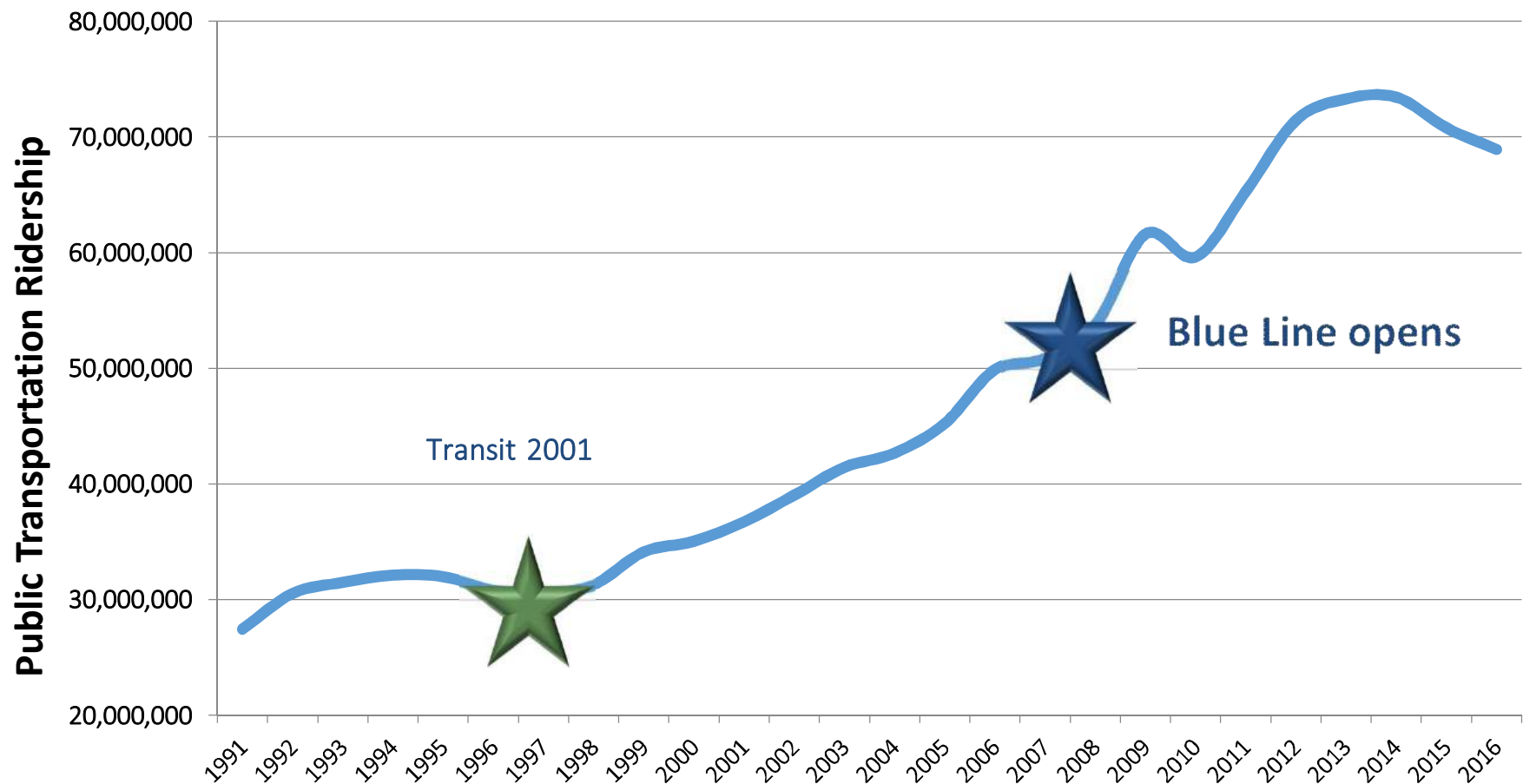
Agenda

- 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



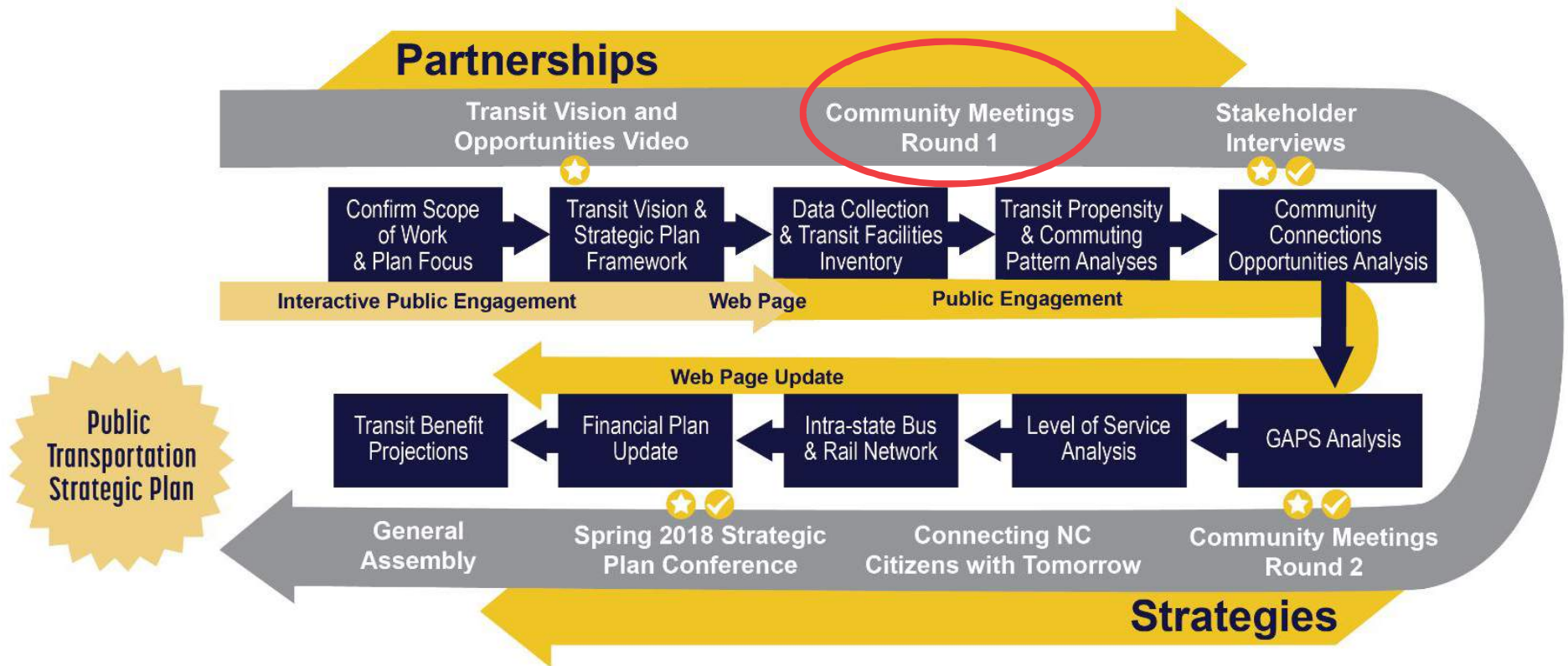
Why Strategic Plan?

- 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

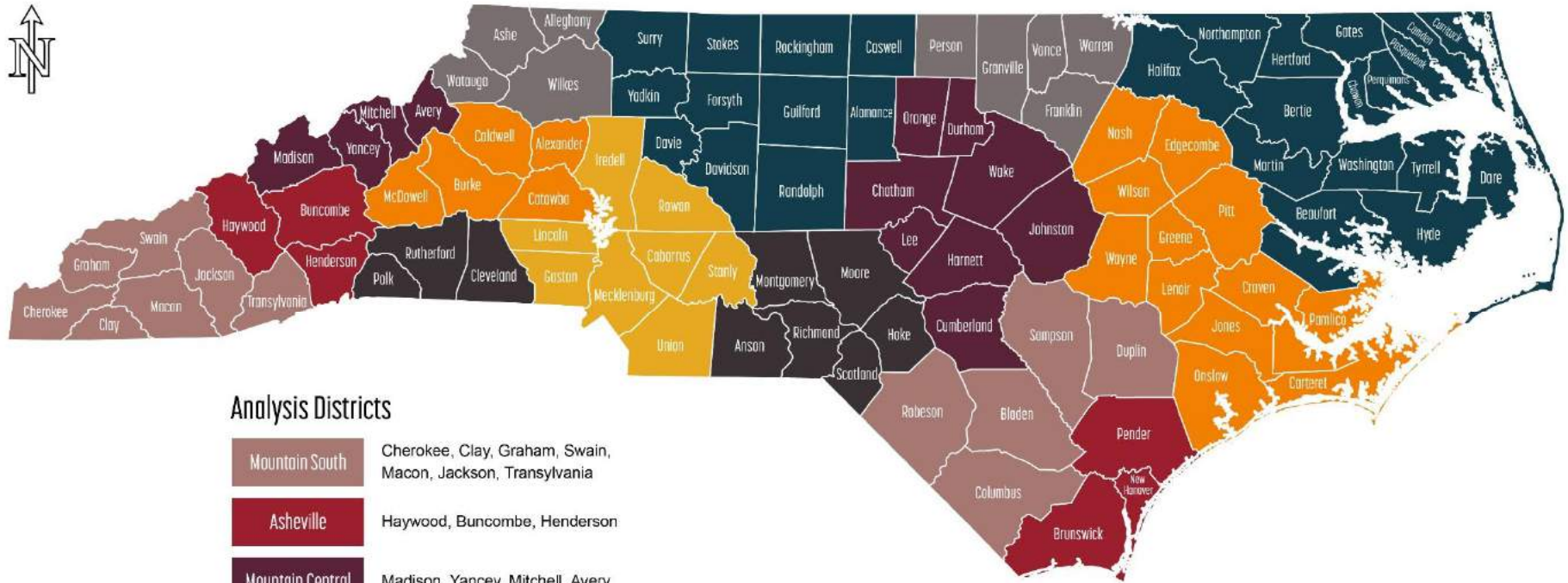
- Provide a forum for discussing your ideas and concerns (specific to different geographic areas)
- Discuss a vision and goals for the future of public transportation in North Carolina
- Get a clearer understanding of the current transit situation (overall service, partnerships, etc.)
 - Identify strengths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

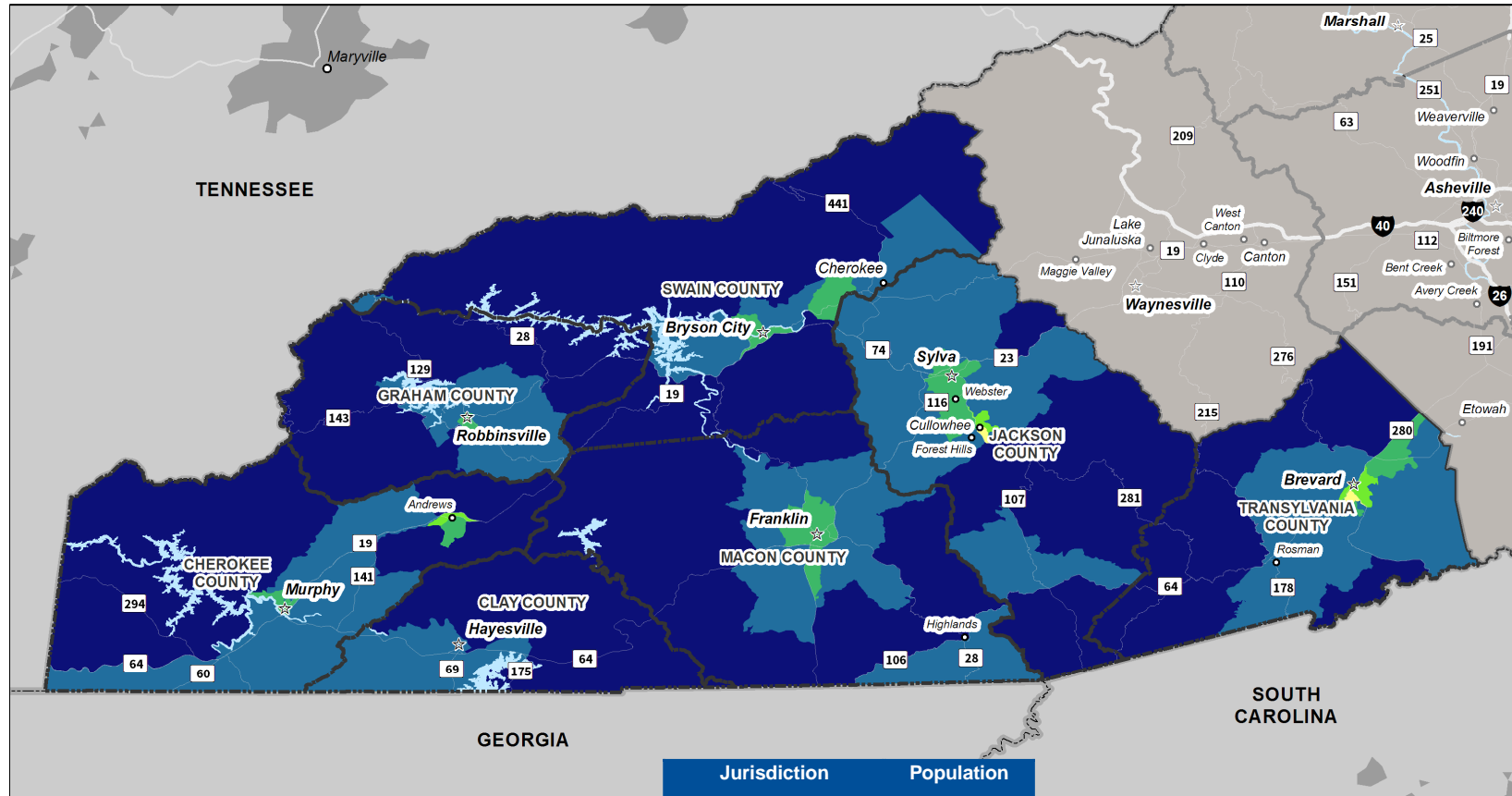


Analysis Districts

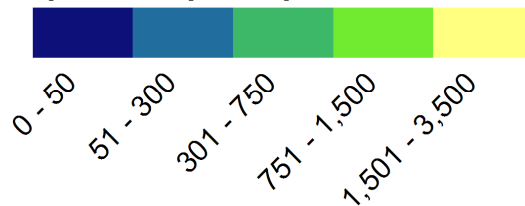
Mountain South	Cherokee, Clay, Graham, Swain, Macon, Jackson, Transylvania
Asheville	Haywood, Buncombe, Henderson
Mountain Central	Madison, Yancey, Mitchell, Avery
Mountain North	Ashe, Alleghany, Wilkes, Watauga
Foothills	Polk, Rutherford, Cleveland
Hickory	Caldwell, Alexander, Catawba, Burke, McDowell
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

Mountain South

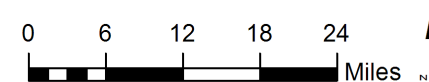
Population Density



Population per Square Mile



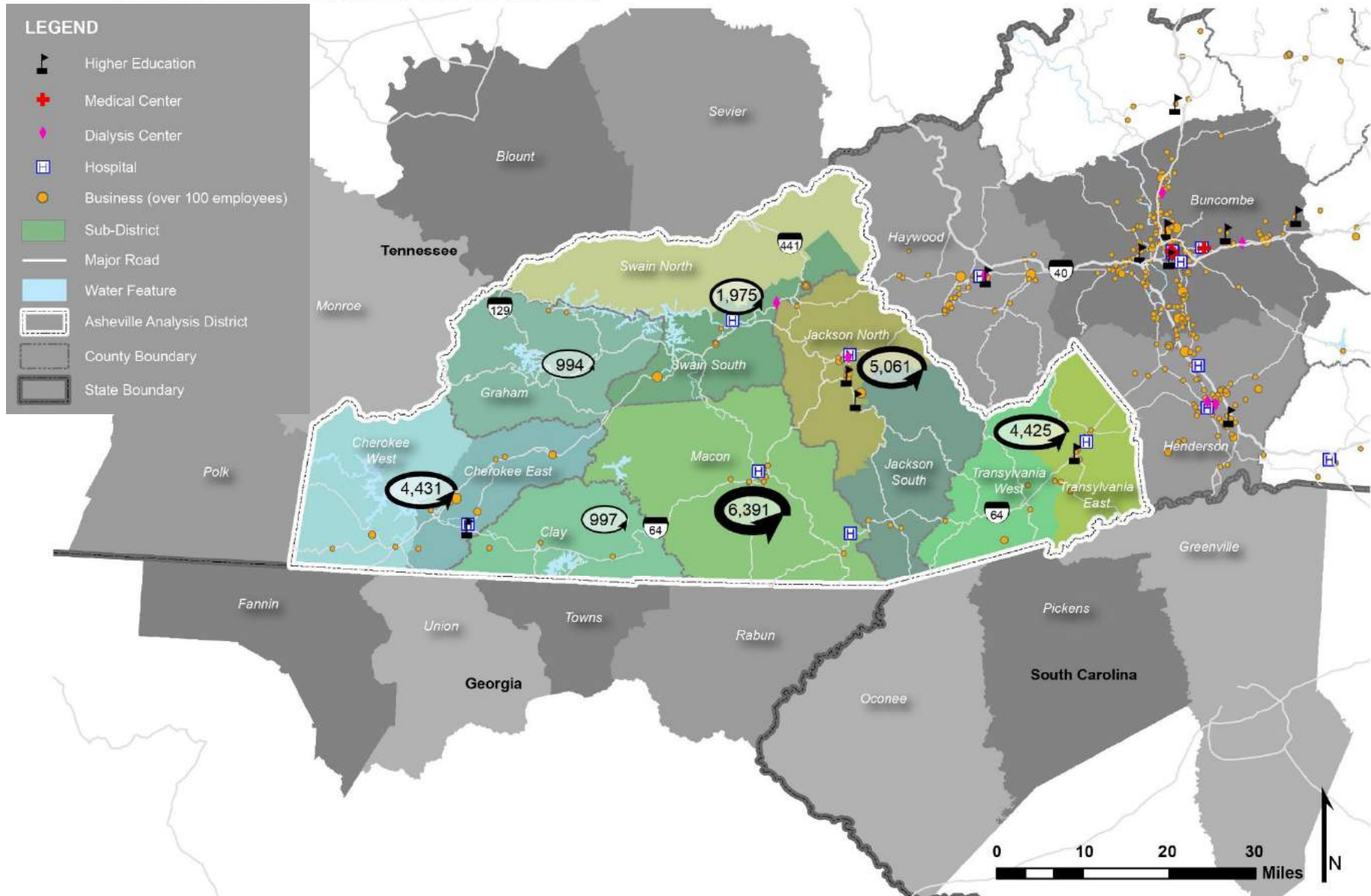
Jurisdiction	Population
Cherokee County	27,092
Clay County	10,656
Eastern Band of Cherokee Indians	9,796
Graham County	8,700
Jackson County	40,812
Macon County	33,919
Swain County	14,163
Transylvania County	32,928



Sub-District Commuter Flow Analysis

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

Intra-County Flows

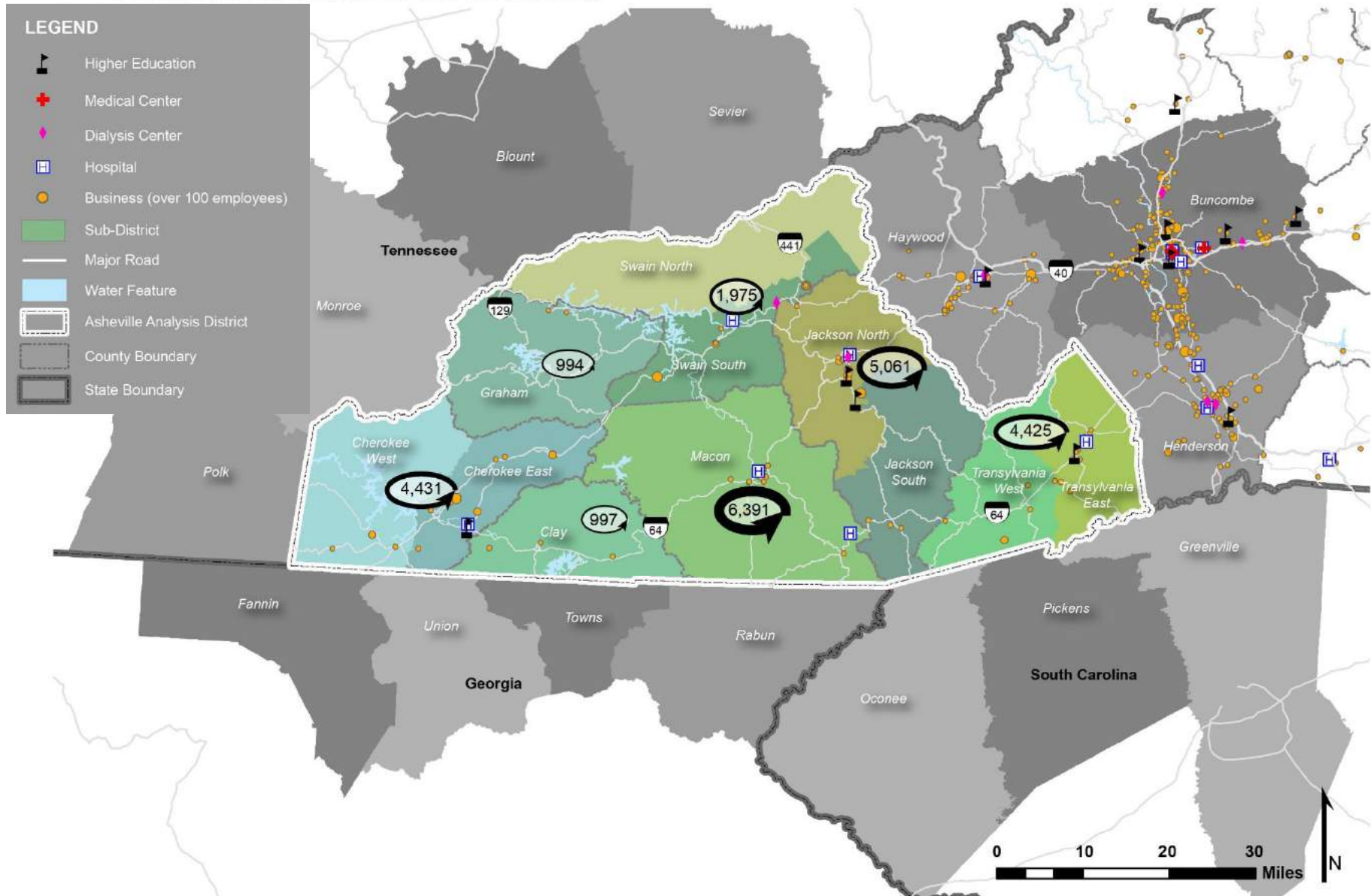


Mountain South District		Work Sub-District										
		Cherokee West	Cherokee East	Graham	Clay	Swain South	Swain North	Macon	Transylvania East	Transylvania West	Jackson North	Jackson South
Home Sub-District	Cherokee West	260	1150	35	96	50	0	69	11	6	84	4
	Cherokee East	272	2749	170	299	122	0	169	33	7	139	13
	Graham	35	144	994	16	208	0	50	17	0	177	20
	Clay	79	546	31	997	45	0	186	19	2	66	7
	Swain S	17	86	49	14	1973	2	195	73	13	1220	56
	Swain N	0	0	0	0	2	0	3	3	0	4	1
	Macon	40	166	29	50	231	0	6391	94	34	721	164
	Transylvania E	2	19	7	2	28	2	48	3023	281	72	53
	Transylvania W	0	9	6	0	12	0	16	729	392	32	171
	Jackson North	22	109	69	30	1236	5	504	75	21	4068	190
	Jackson South	4	16	16	5	67	0	194	26	12	417	386

Sub-District Commuter Flow Analysis

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

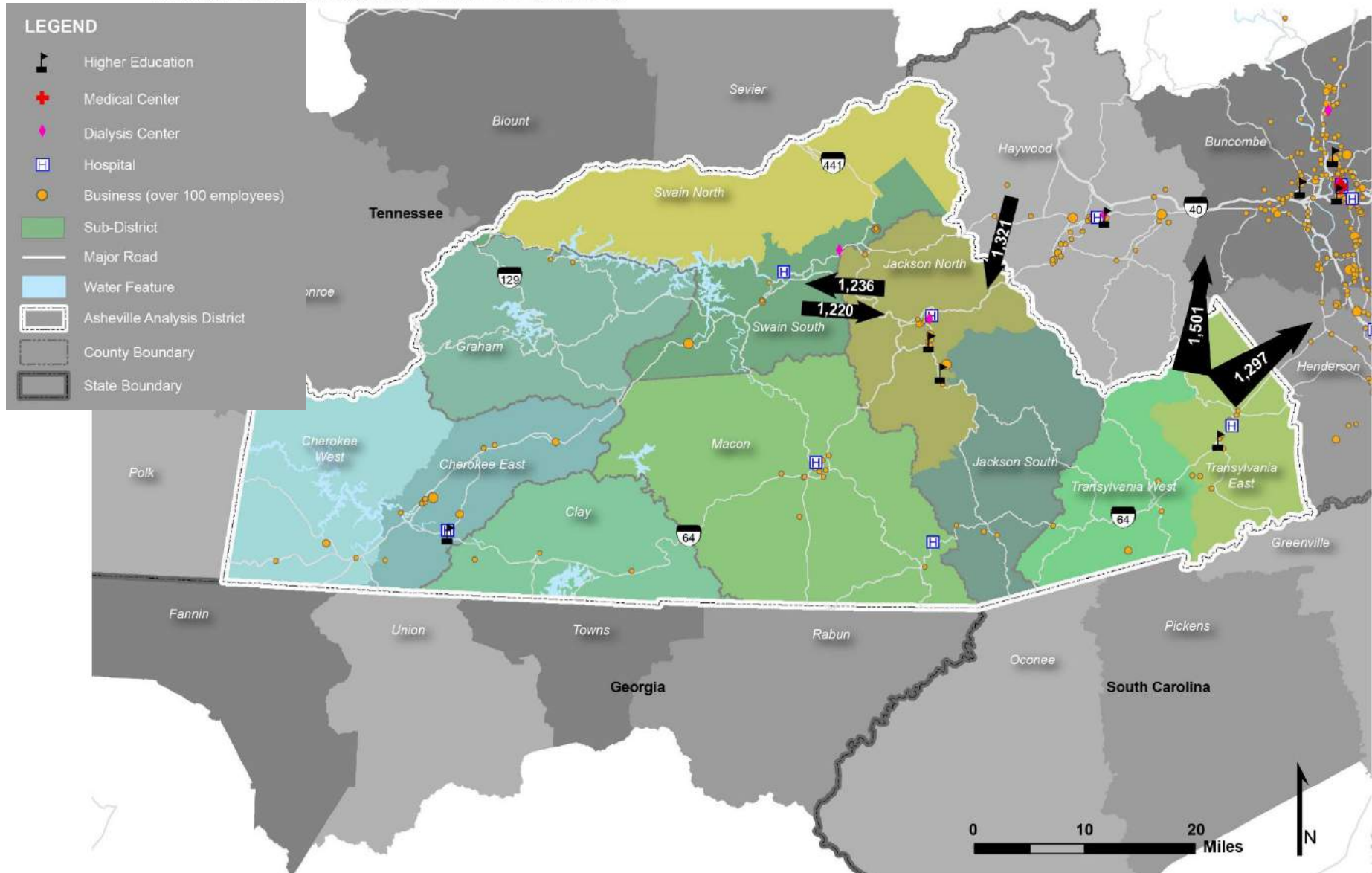
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Significant Flows

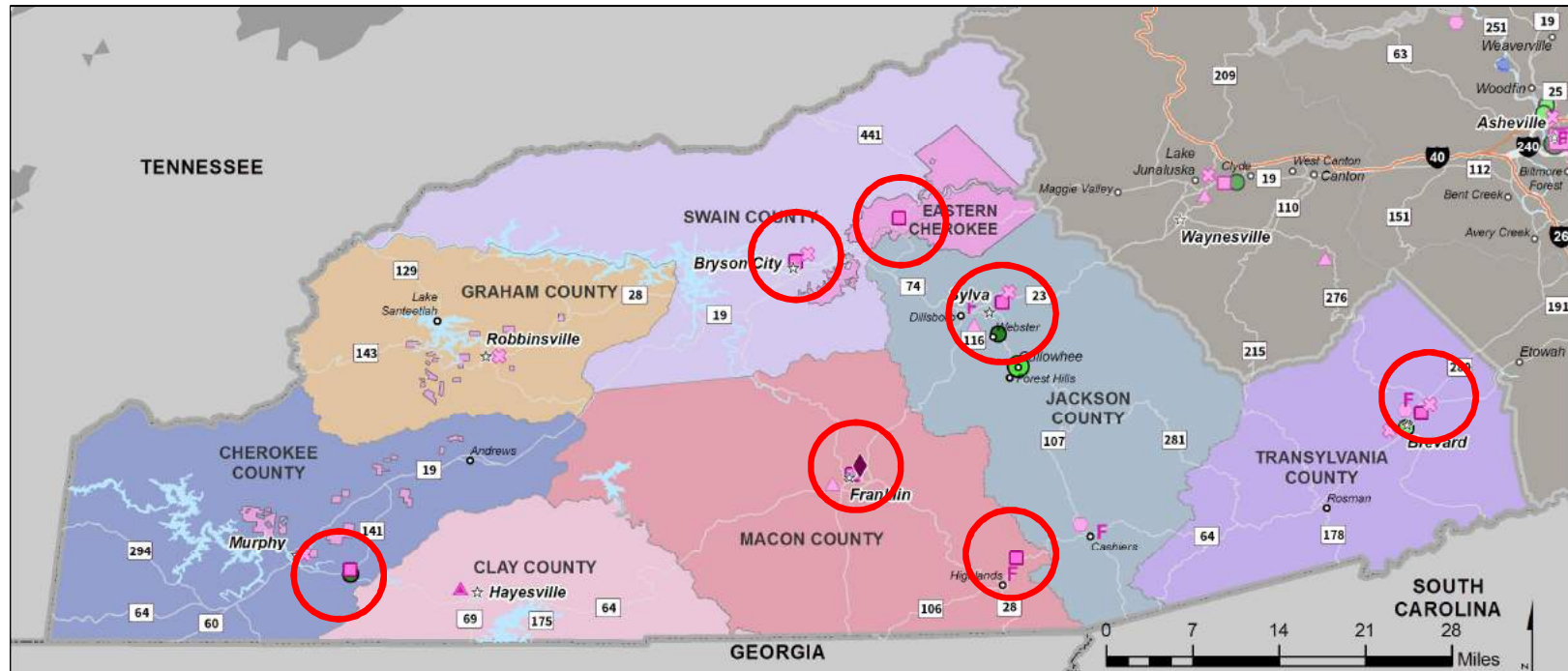


Mountain South District Existing Transit Profile

- **7 Counties and Eastern Cherokee land trust, 8 providers**
 - Demand Response and Fixed Route
 - Cherokee County
 - Jackson County
 - Macon County
 - Eastern Band of Cherokee Indians
 - Demand Response Only
 - Clay County
 - Graham County
 - Swain County
 - Transylvania
- **Types of service**
 - Fixed-route
 - Deviated fixed-route
 - Demand response
 - General public
 - In-county
 - Out-of-county
 - Medical
 - Airport connectors
 - Human Service Agency
- **Destinations served**
 - Cities/Towns
 - Medical
 - 7 hospitals and medical centers
 - Education
 - 4 colleges and universities
 - Asheville Airport
 - Out-of-county

Mountain South

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

Junior College (Enrolled)

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

College/Univ. (Enrolled)

- ≤ 5,000
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Government Services

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

Intercity Bus Routes

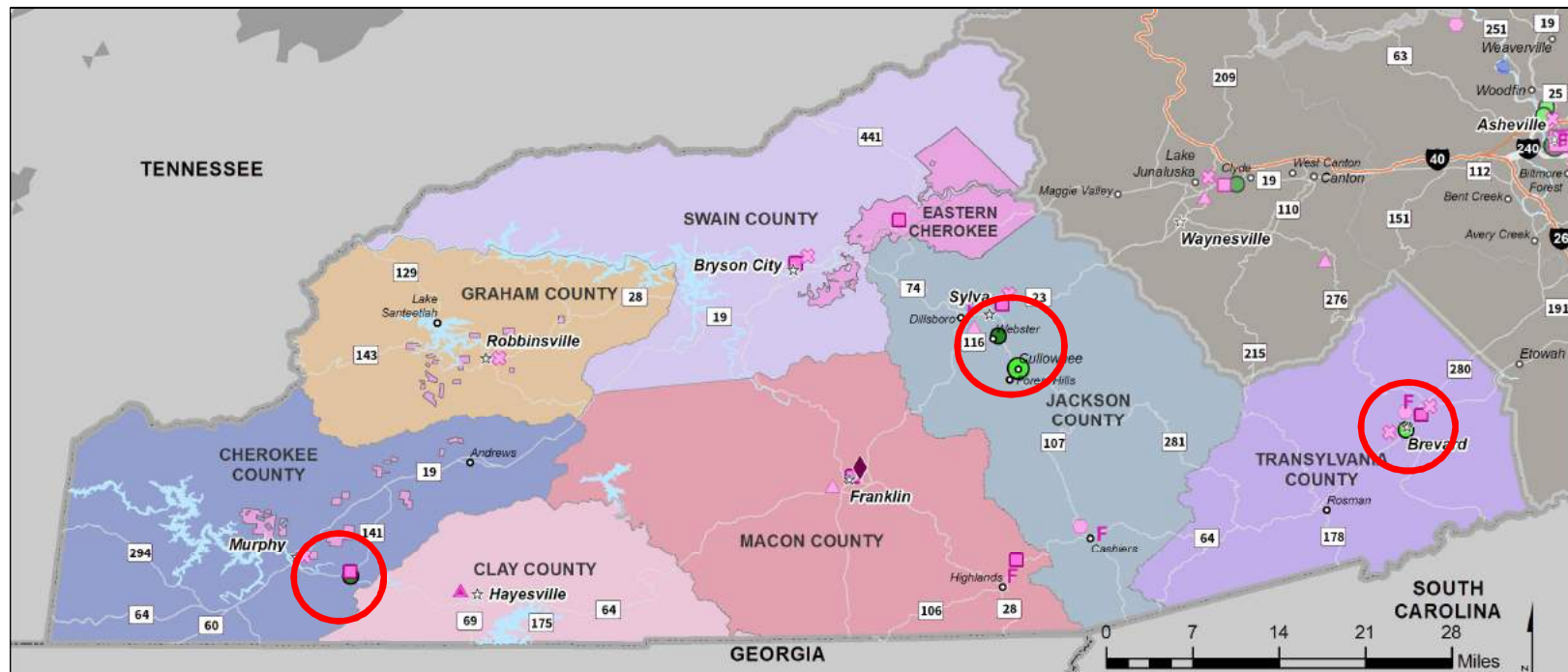
Transit Provider

Jurisdiction (Approximate)

- + Cherokee County Transit
- + Clay County Transportation
- + Cherokee Transit
- + Graham County Transit
- + Jackson County Transit
- + Macon County Transit
- + Swain Public Transit
- + Transylvania County Transportation
- + Jurisdiction Provides Out-of-County Medical Appointment Transportation

Mountain South

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F Free Clinic

✕ Health Department Site

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Intercity Bus Routes

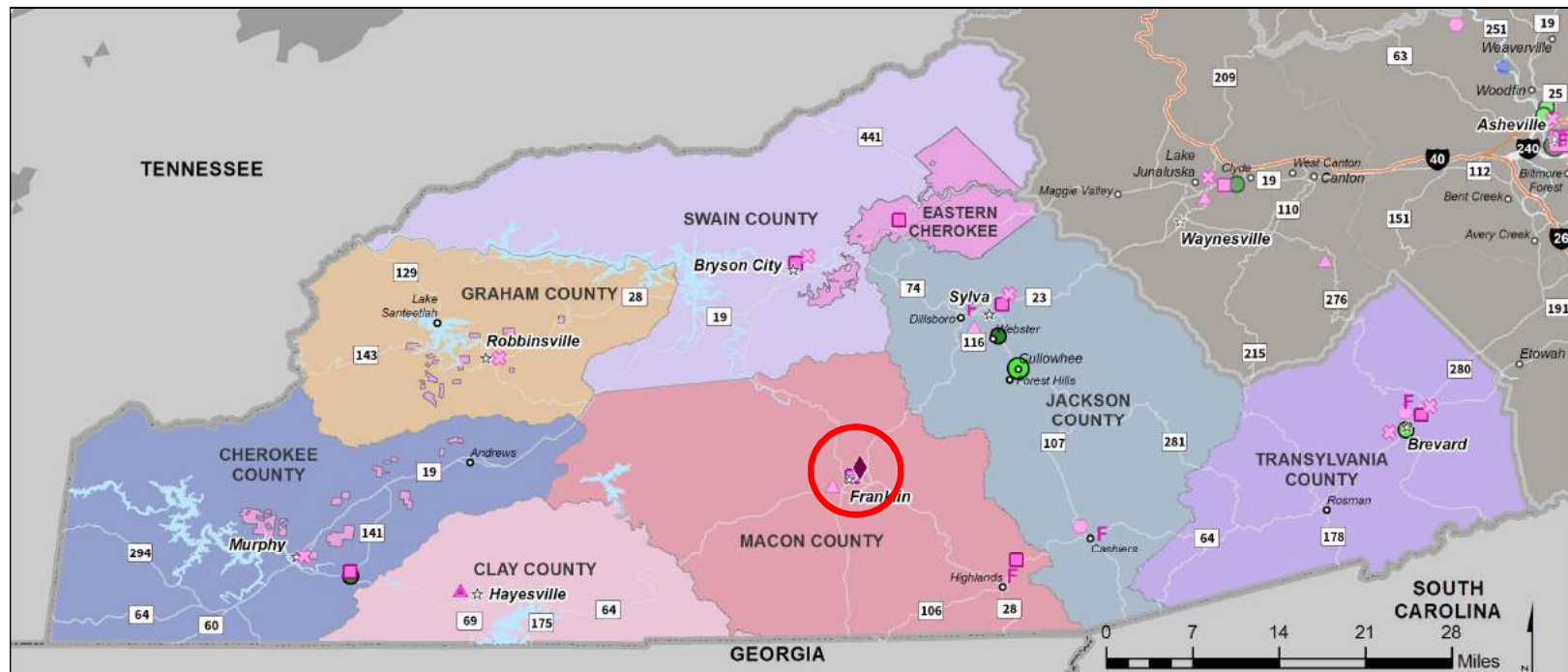
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Mountain South

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Intercity Bus Routes

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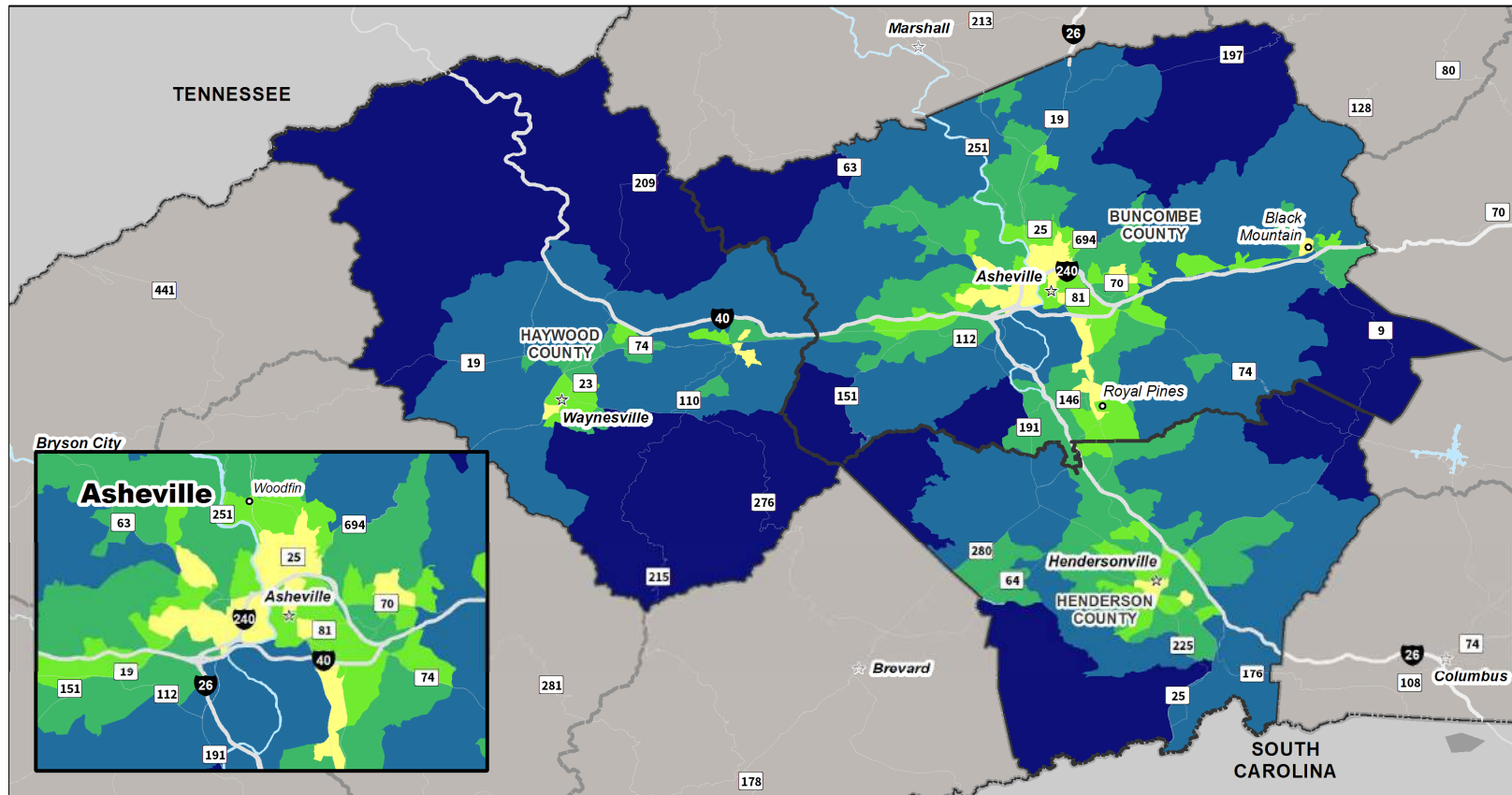
Opportunities Analysis – Gap Analysis

•Potential Opportunities

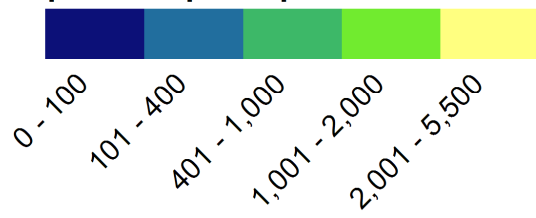
- Expand inter-county service beyond medical trips
- Increase services for work trips and employment travel
- Connect to more adjacent counties
- Increase coordination of services between counties
 - Demand response
 - Transfers and fares
- Improve communications to public about services available, including potential service to out-of-county higher education institutions
- Expand level of service and hours of service

Asheville

Population Density



Population per Square Mile



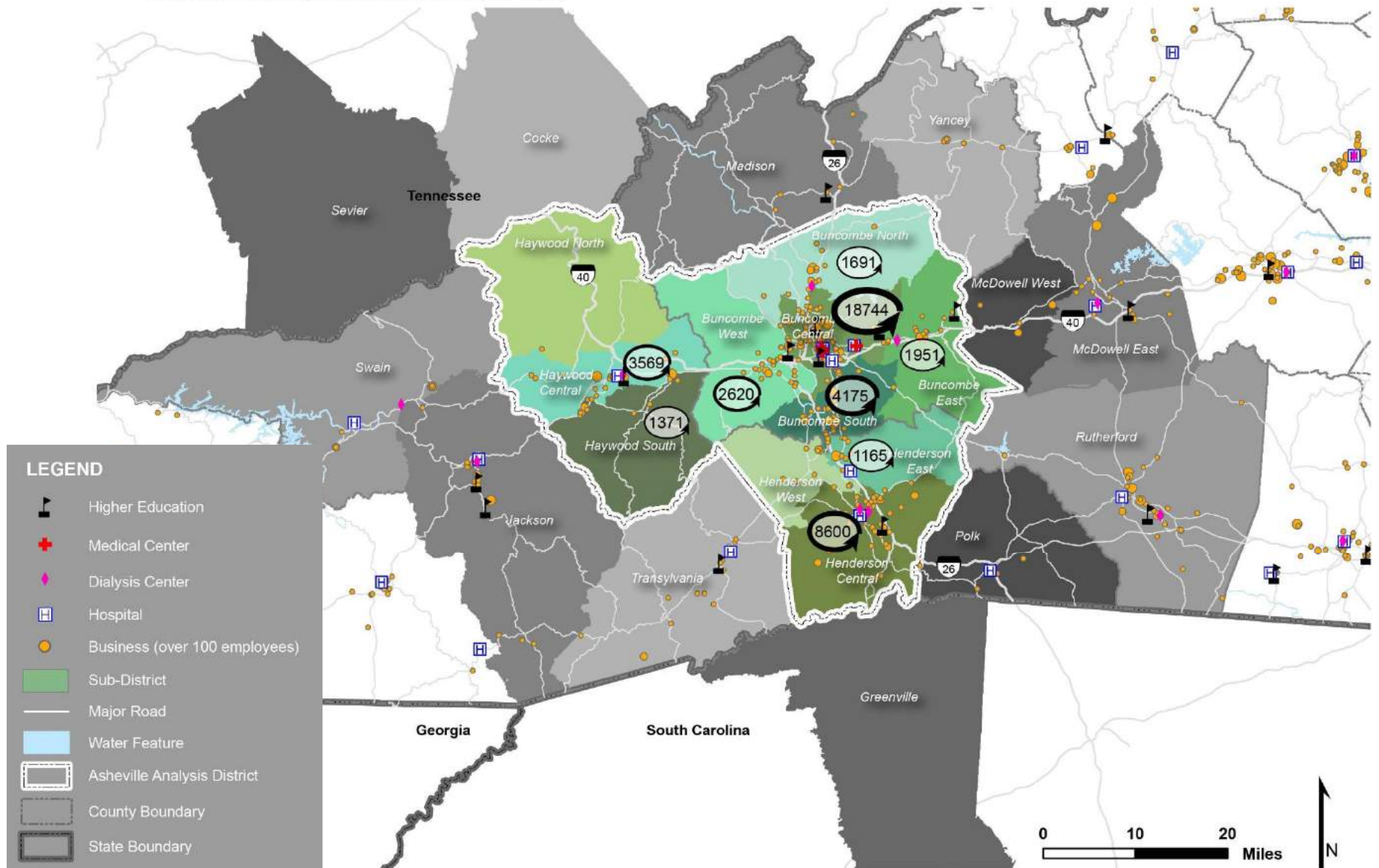
County	Population
Buncombe	247,336
Haywood	59,170
Henderson	109,719



Sub-District Commuter Flow Analysis

Asheville District (Source: LEHD 2014, All Jobs)

Intra-Area Flows

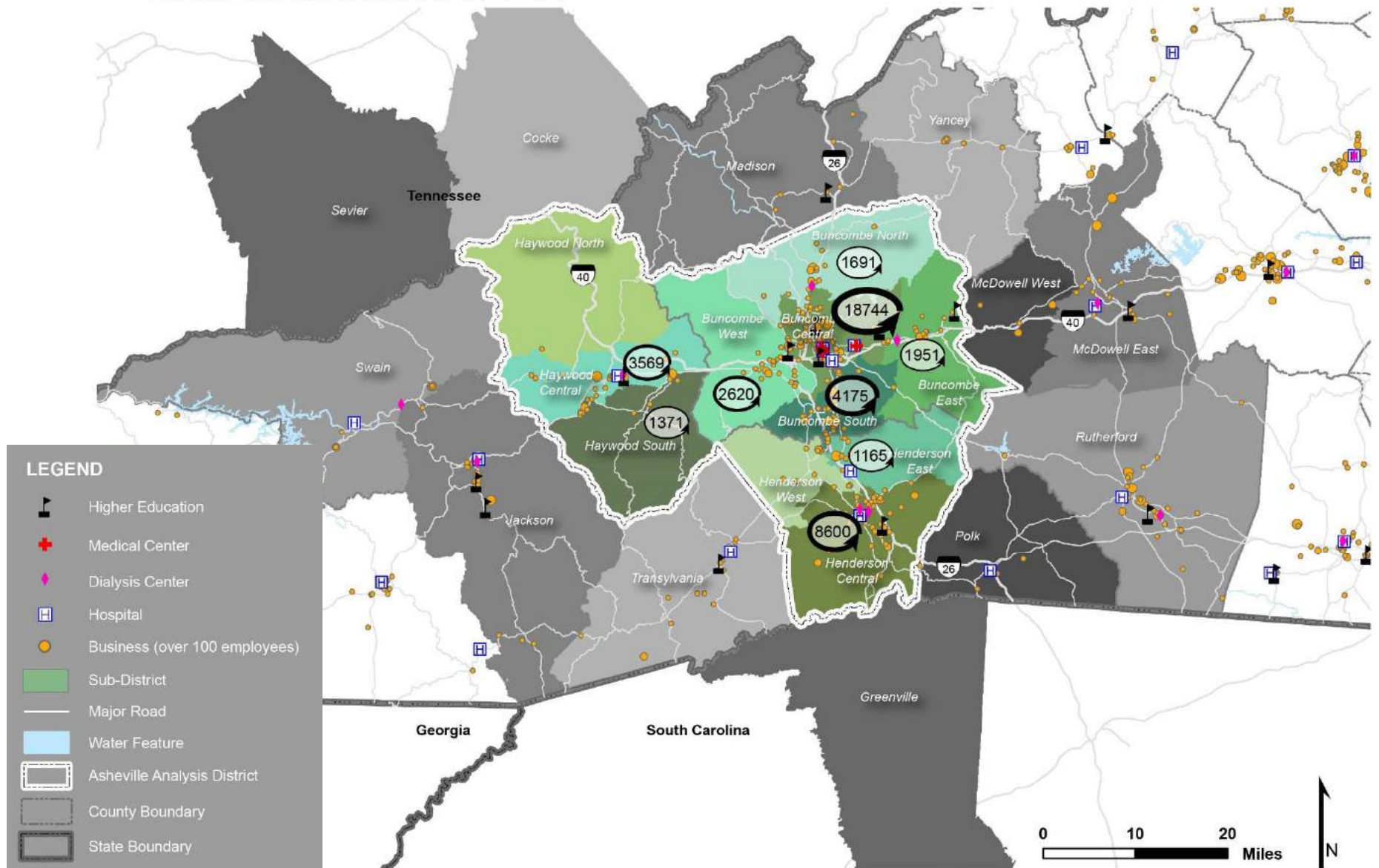


Asheville District		Work Sub-District										
		Haywood North	Haywood Central	Haywood South	Buncombe North	Buncombe East	Buncombe South	Buncombe West	Buncombe Central	Henderson Central	Henderson East	Henderson West
Home Sub-District	Haywood North	230	944	259	30	13	87	102	286	48	23	12
	Haywood Central	173	3569	1323	106	121	501	515	1418	262	110	81
	Haywood South	123	2150	1371	75	77	386	358	1019	173	102	56
	Buncombe North	17	192	48	1691	342	1178	875	5387	281	198	126
	Buncombe East	3	117	18	200	1951	999	425	3515	268	242	68
	Buncombe South	9	191	63	312	550	4175	896	6715	883	774	333
	Buncombe West	29	511	184	585	459	2236	2620	7264	559	442	243
	Buncombe Central	13	342	91	917	1194	3446	1583	18744	816	565	297
	Henderson Central	5	248	61	244	229	1736	445	2088	8600	1547	1008
	Henderson East	6	91	39	165	135	1249	314	1919	1758	1165	371
	Henderson West	2	92	26	72	84	899	242	1092	1405	591	647

Sub-District Commuter Flow Analysis

Asheville District (Source: LEHD 2014, All Jobs)

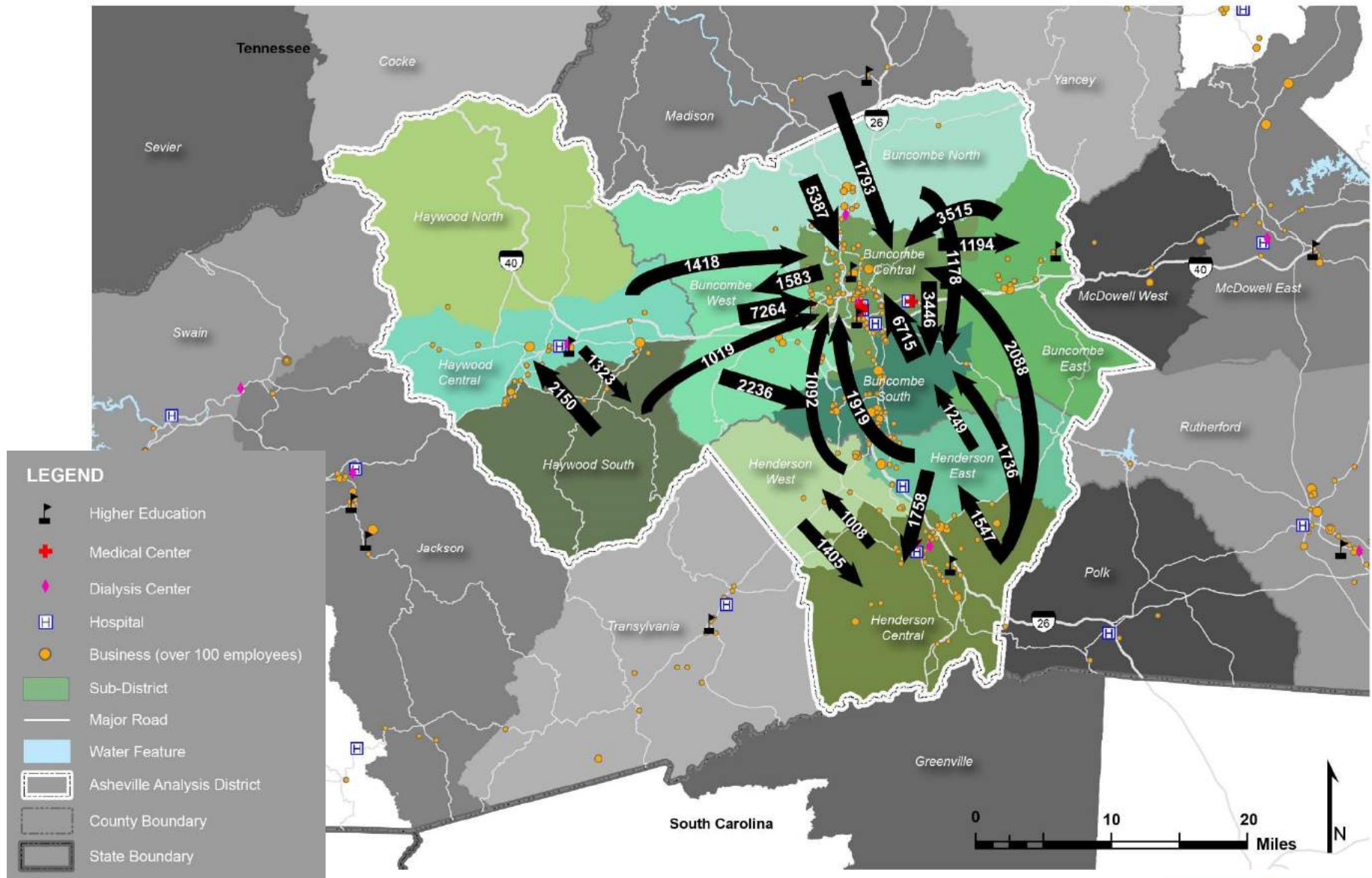
Intra-Area Flows



Sub-District Commuter Flow Analysis

Asheville District (Source: LEHD 2014, All Jobs)

Significant Flows Between Sub-Districts

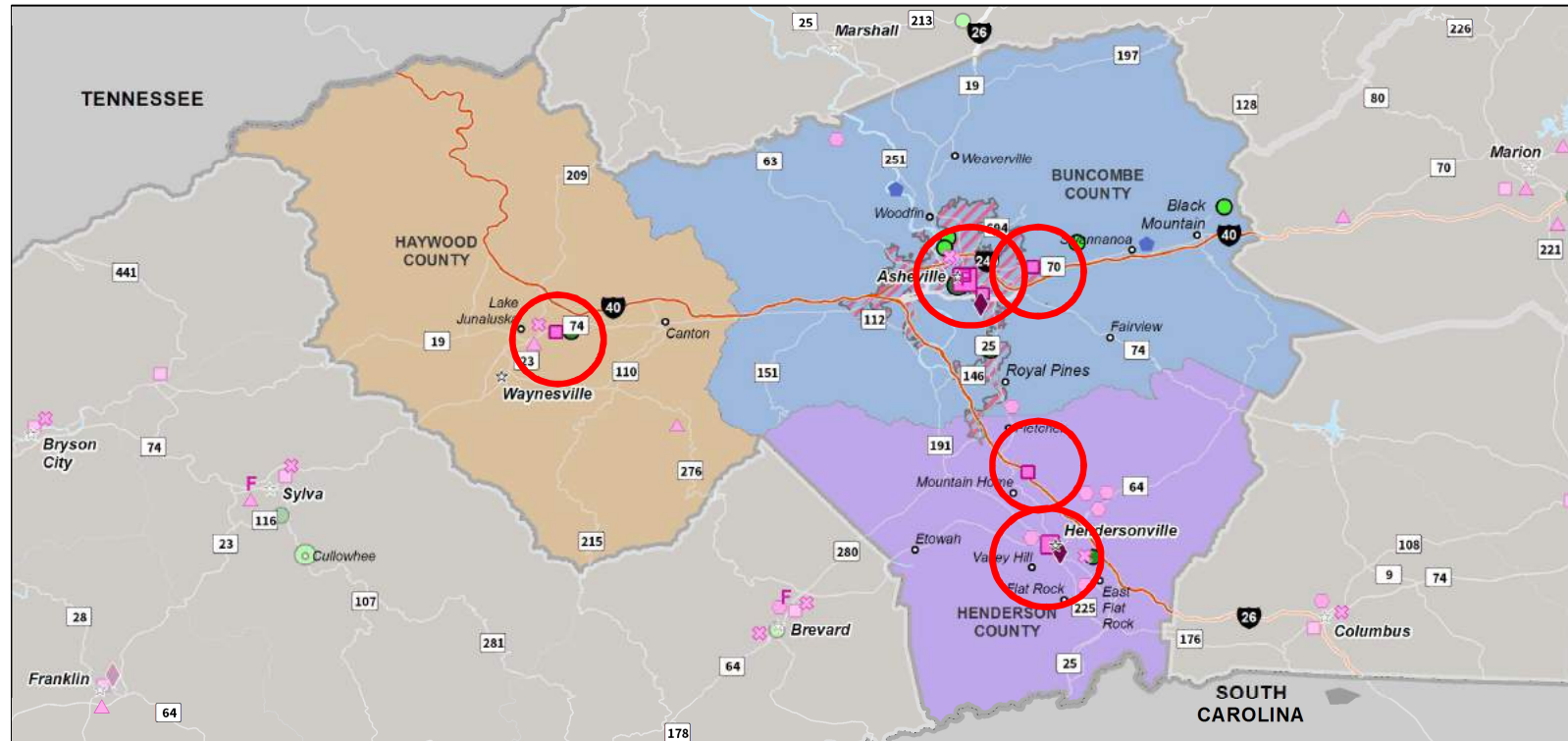


Asheville District Existing Transit Profile

- **3 Counties, 4 providers**
 - Fixed-Route Only
 - ART (Asheville Redefines Transit)
 - Demand Response and Fixed Route
 - Buncombe County
 - Henderson County/
Apple Country Public Transit
 - Demand Response Only
 - Mountain Projects, Inc.
- **Types of service**
 - Fixed-route
 - Demand response
- General public
- In-county
- Out-of-county
- Medical
- **Destinations served**
 - Cities/Towns
 - Medical
 - 7 hospitals & medical centers
 - Education
 - 8 institutions of higher education
 - Out-of-county

Asheville

Transit Service Areas and Major Destinations



Hospitals (Count of Beds)

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Government Services

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

Transit Providers

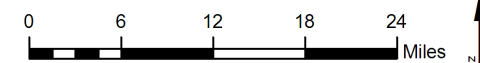
Service Area (Approximate)

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- Mountain Mobility (Buncombe County)
- Haywood Public Transit
- Apple Country Public Transit (Henderson County)

Safety Net Sites

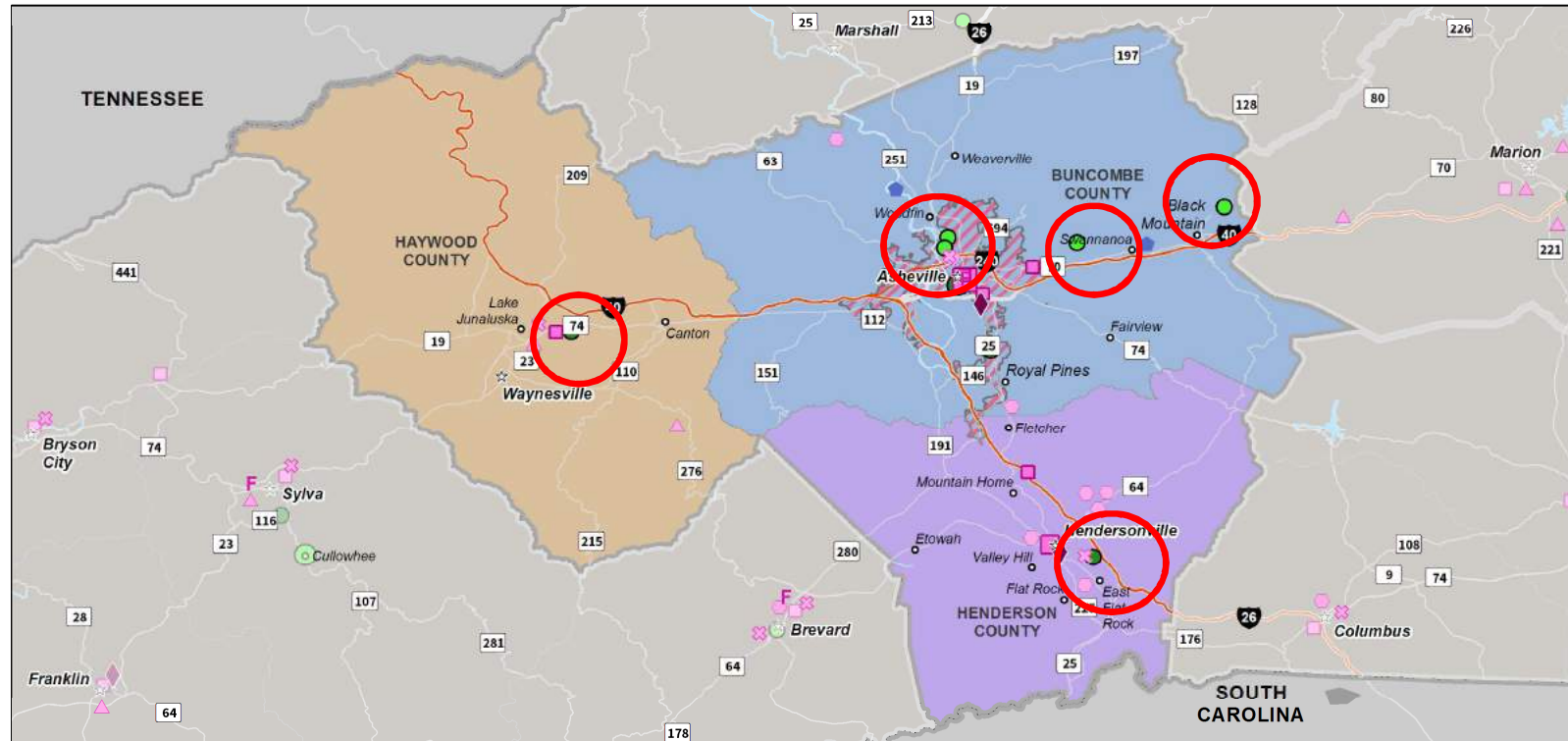
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Intercity Bus Routes



Asheville

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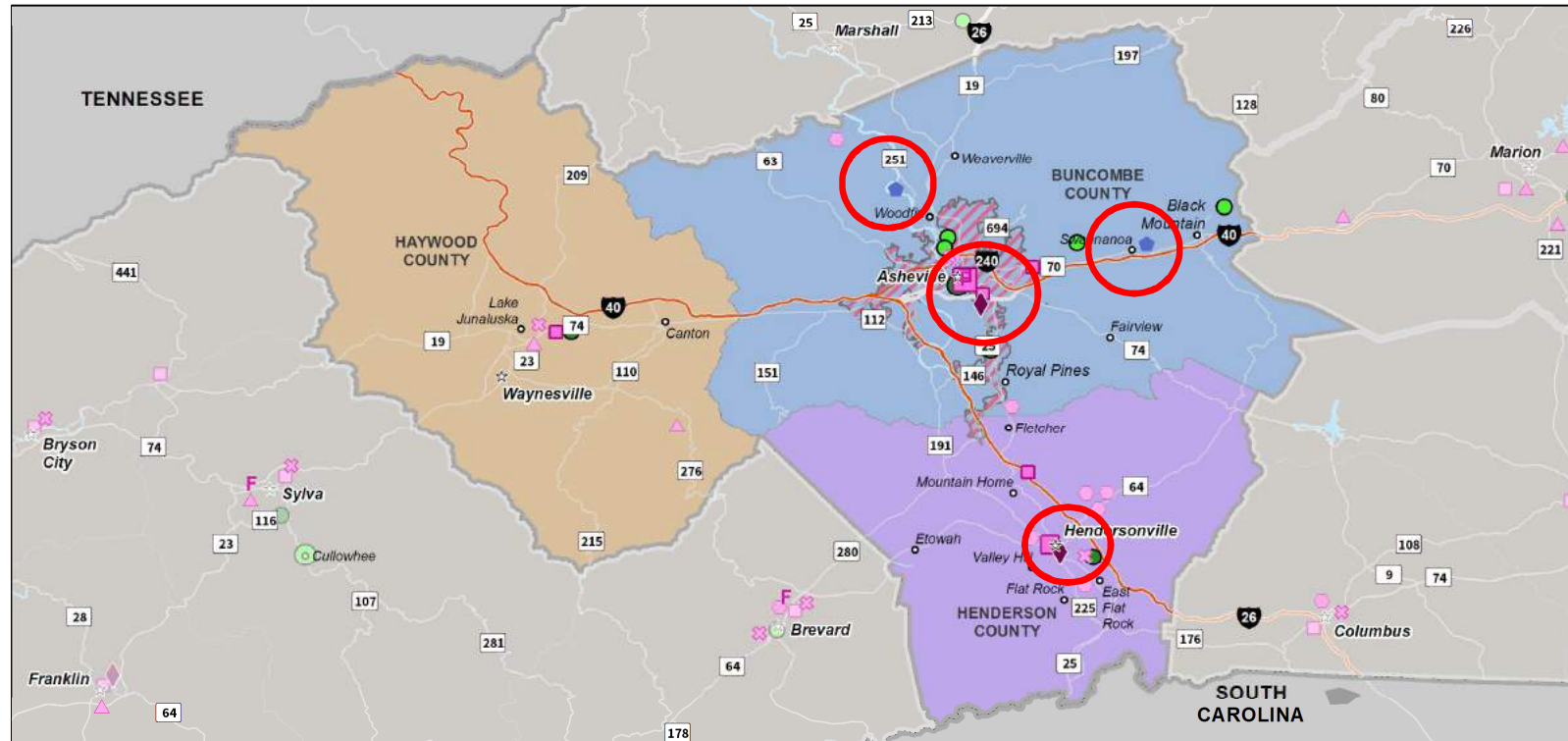
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Intercity Bus Routes

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Transit Providers

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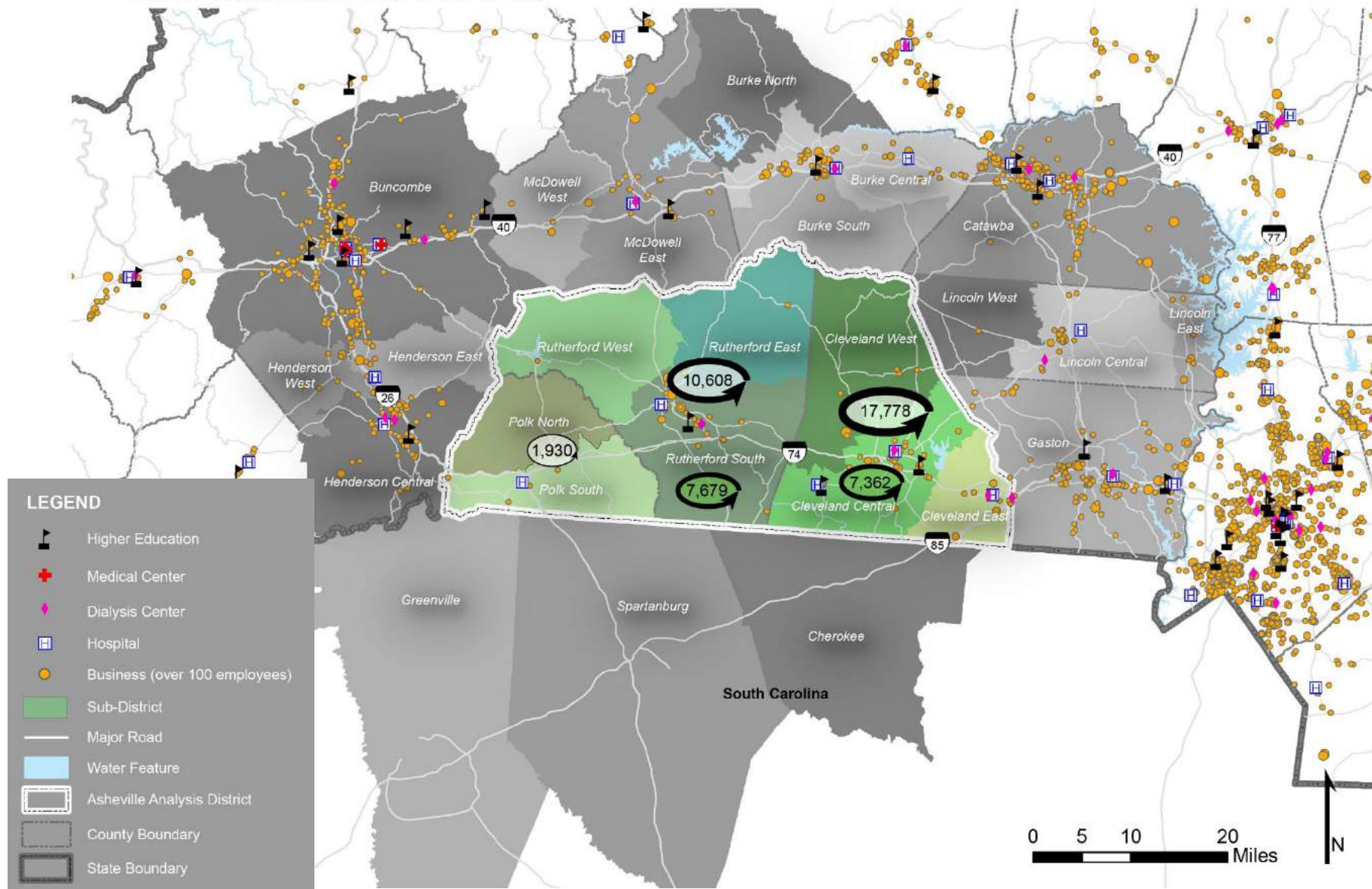
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Sub-District Commuter Flow Analysis

Foothills District (Source: LEHD 2014, All Jobs)

Intra-Area Flows

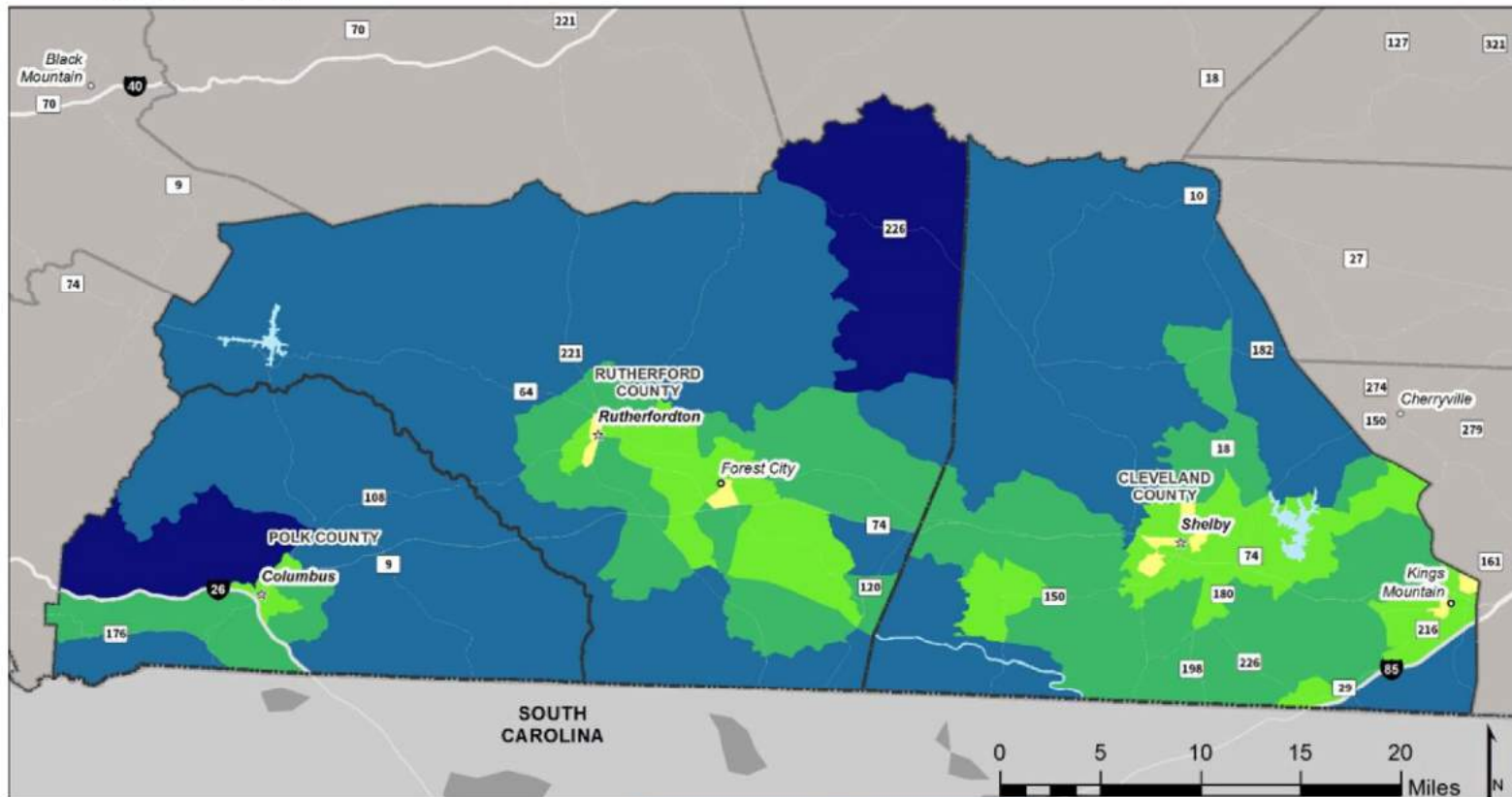


Opportunities Analysis – Gap Analysis

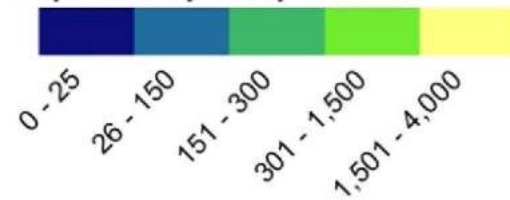
•Potential Opportunities

- Improve demand-response services
 - Extend hours of service
 - Provide door-through-door services
 - Increase regional coordination of demand response services
 - Expand eligibility to serve a wider range of trip purposes, customers
 - Require less advanced notice when scheduling a trip
- Improve fixed-route services
 - Extend hours of service
 - Expand coverage into growing areas
 - Improve opportunities for transfers between providers

Foothills Population Density



Population per Square Mile



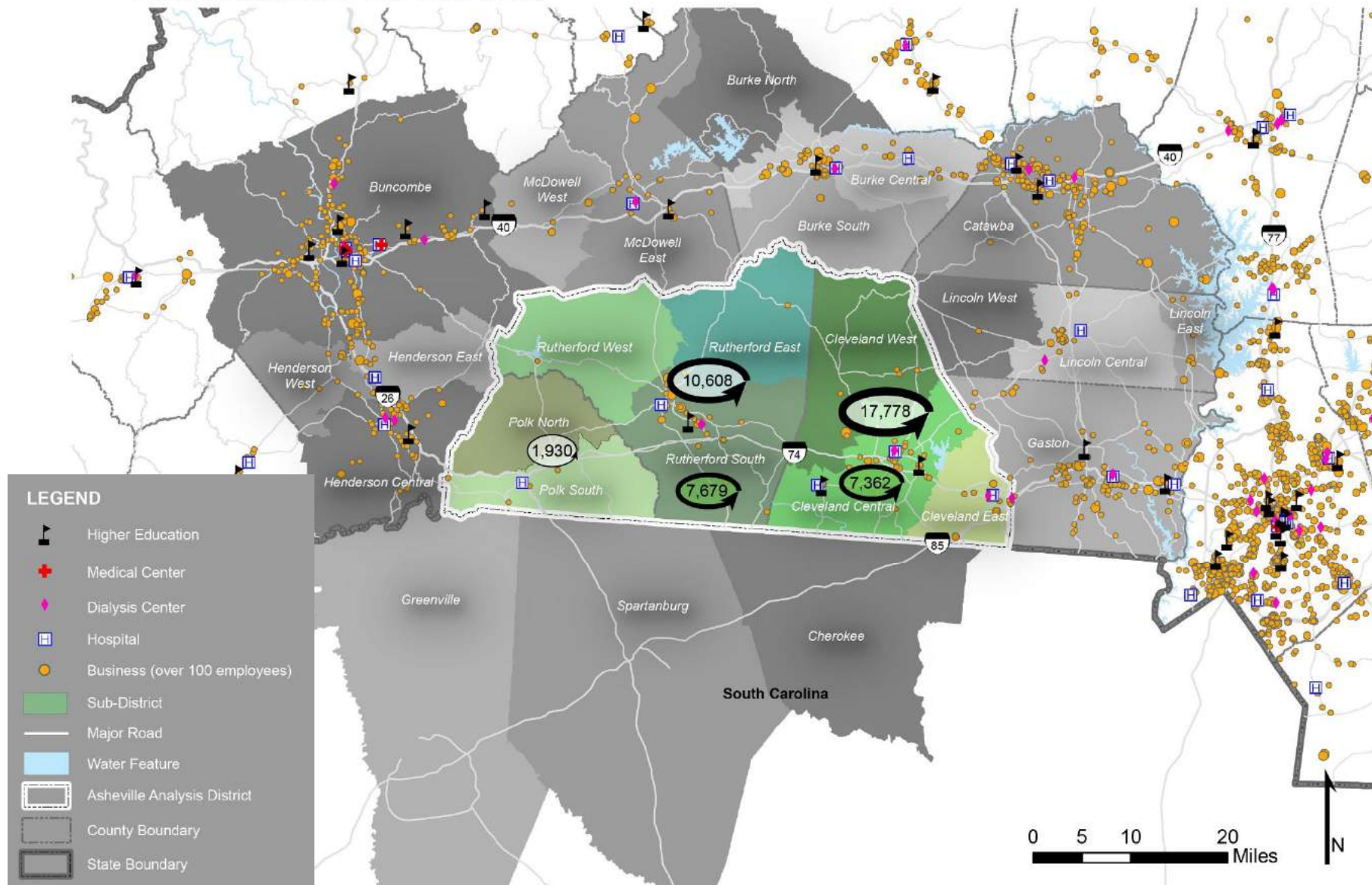
County	Population
Cleveland	98,246
Rutherford	67,466
Polk	20,848

Foothills District		Work Sub-District							
		Polk North	Polk South	Rutherford West	Rutherford South	Rutherford East	Cleveland West	Cleveland Central	Cleveland East
Home Sub-District	Polk North	136	363	47	130	19	0	24	10
	Polk South	125	1306	39	272	17	5	75	22
	Rutherford West	26	129	371	1010	68	16	104	17
	Rutherford South	35	348	246	7679	285	181	1177	230
	Rutherford East	5	27	39	786	124	51	174	27
	Cleveland West	0	18	5	341	46	900	2130	317
	Cleveland Central	6	37	12	663	29	950	7362	1330
	Cleveland East	2	25	8	125	9	169	1580	2040

Sub-District Commuter Flow Analysis

Foothills District (Source: LEHD 2014, All Jobs)

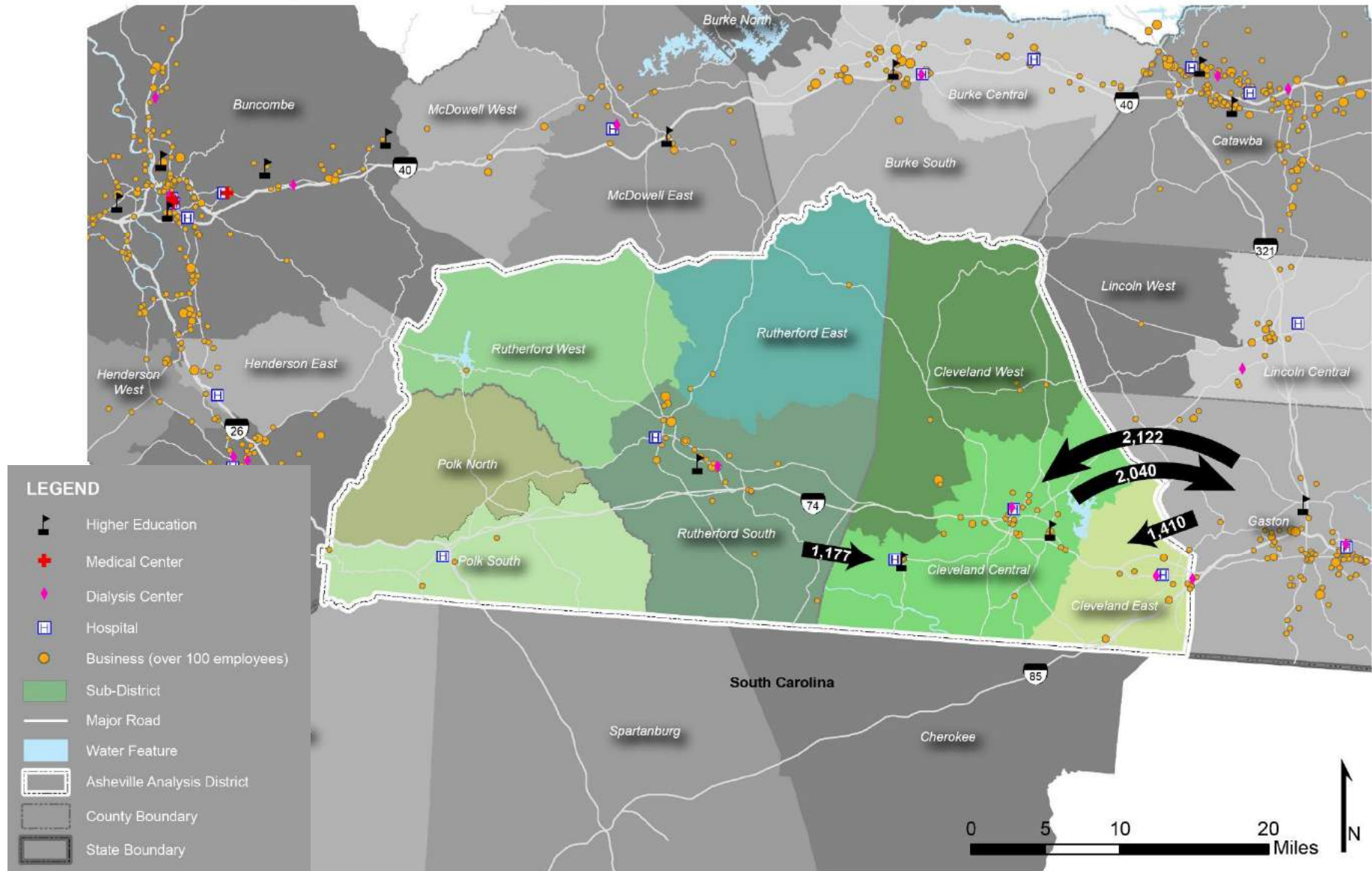
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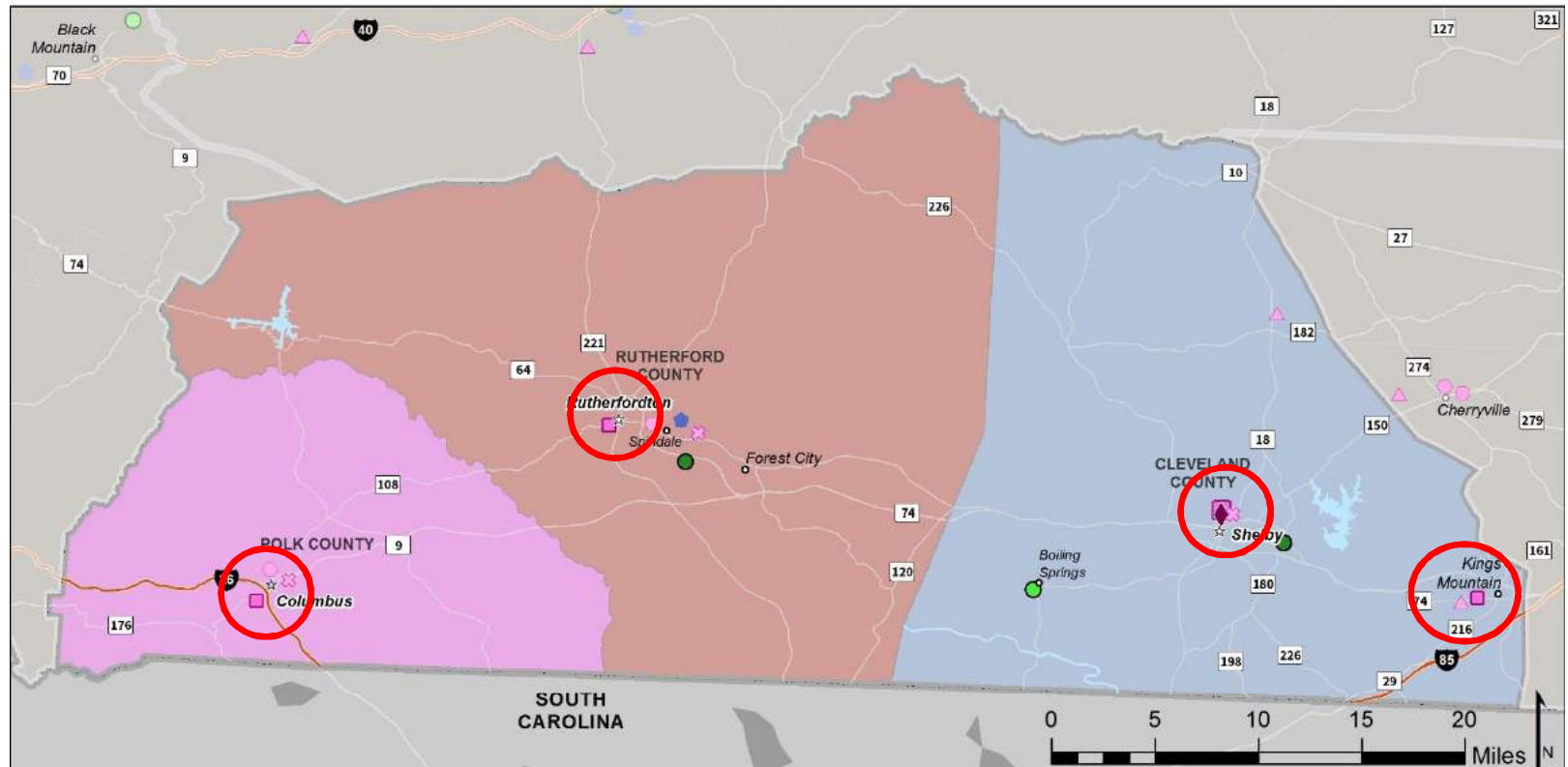
Foothills District (Source: LEHD 2014, All Jobs)

Significant Flows between Sub-Districts



Foothills

Transit Service Areas and Major Destinations



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Intercity Bus Routes

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

Transit Providers

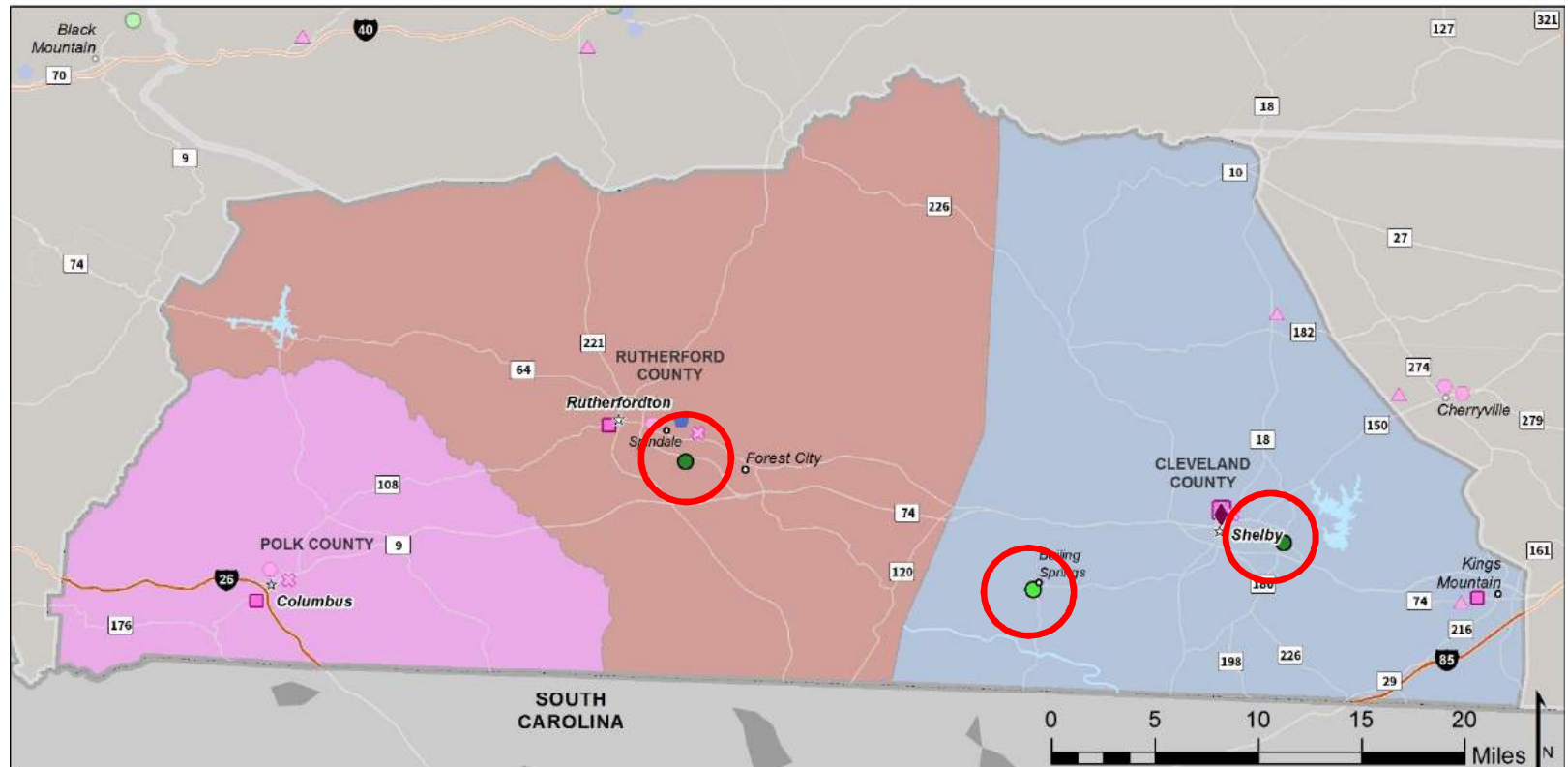
- ✚ Transportation Administration of Cleveland County,
- ✚ Polk County Transportation Authority
- ✚ Rutherford County Transit

- F Free Clinic
- ✚ Health Department Site

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College/Univ. (Enrolled)

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

Government Services

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

Intercity Bus Routes

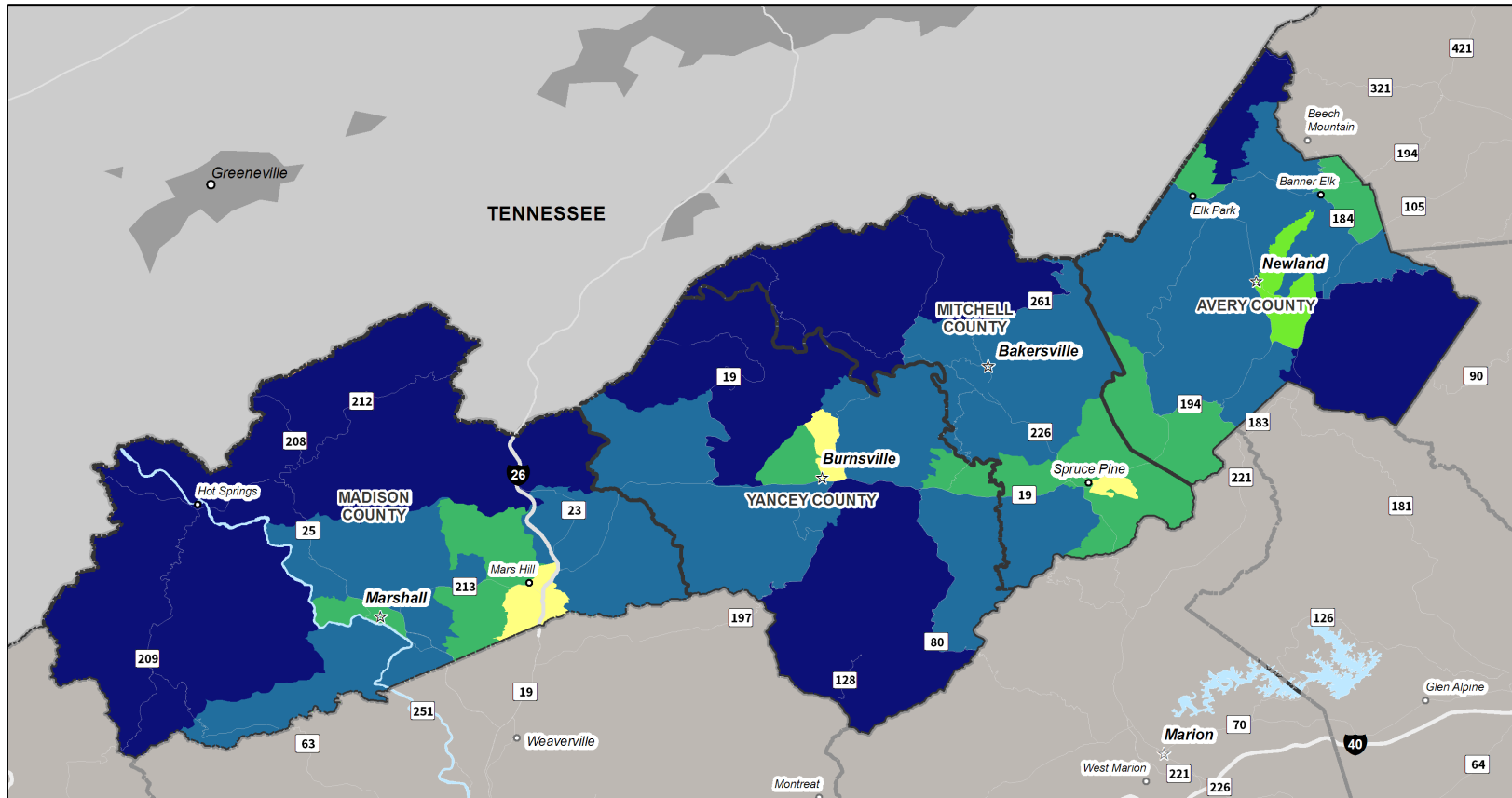
- ✕ Jurisdiction Provides Out-of-County Medical Appointment Transportation

Transit Providers

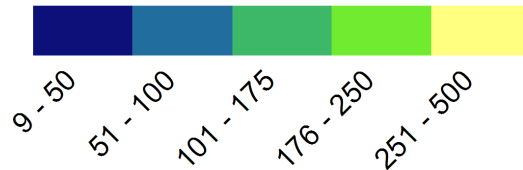
- Transportation Administration of Cleveland County,
- Polk County Transportation Authority
- Rutherford County Transit

Mountain Central

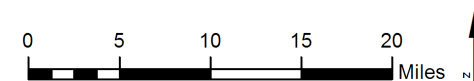
Population Density



Population per Square Mile



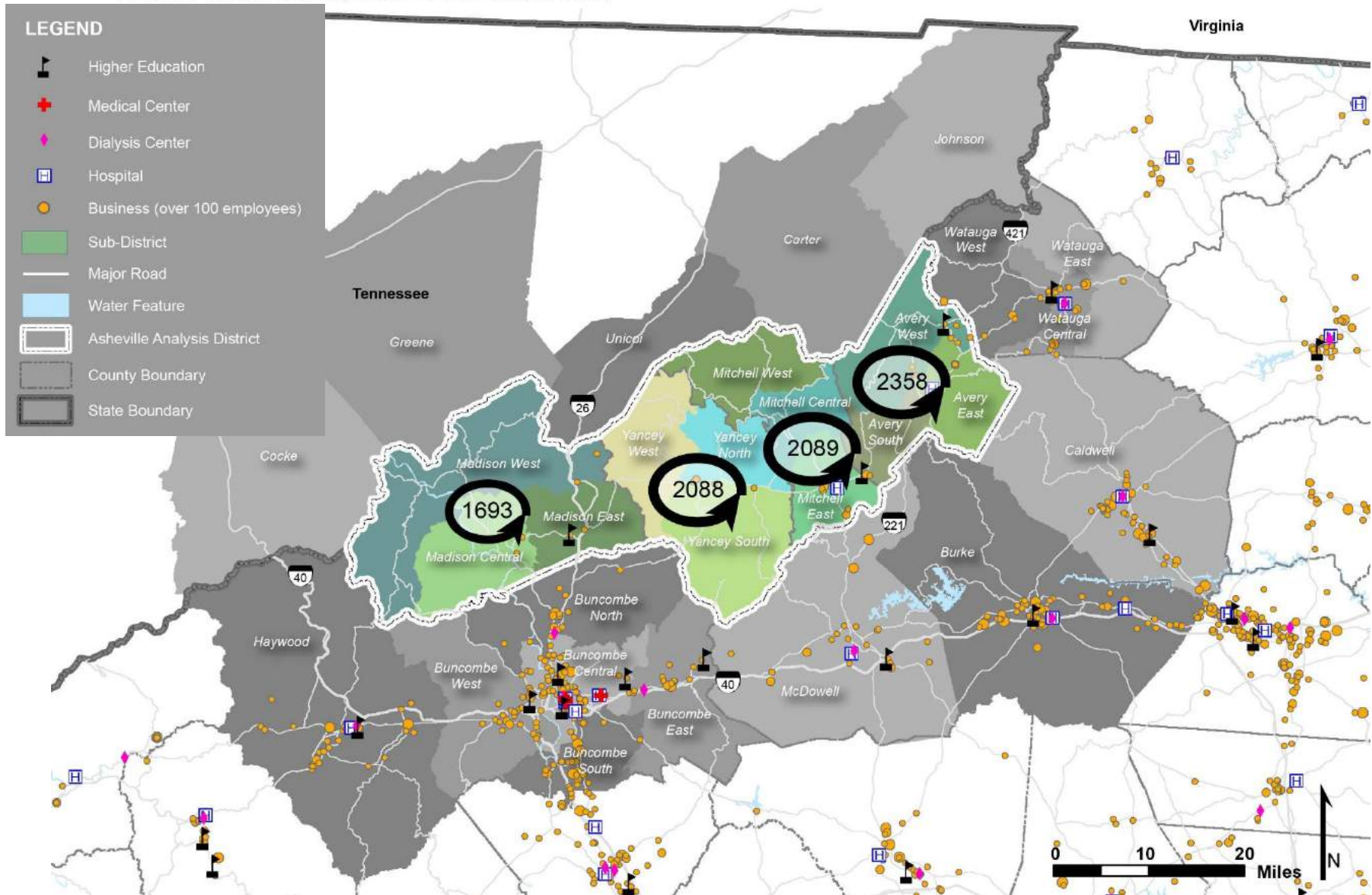
County	Population
Avery	17,695
Madison	21,027
Mitchell	15,330
Yancey	17,604



Sub-District Commuter Flow Analysis

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

Intra-County Flows

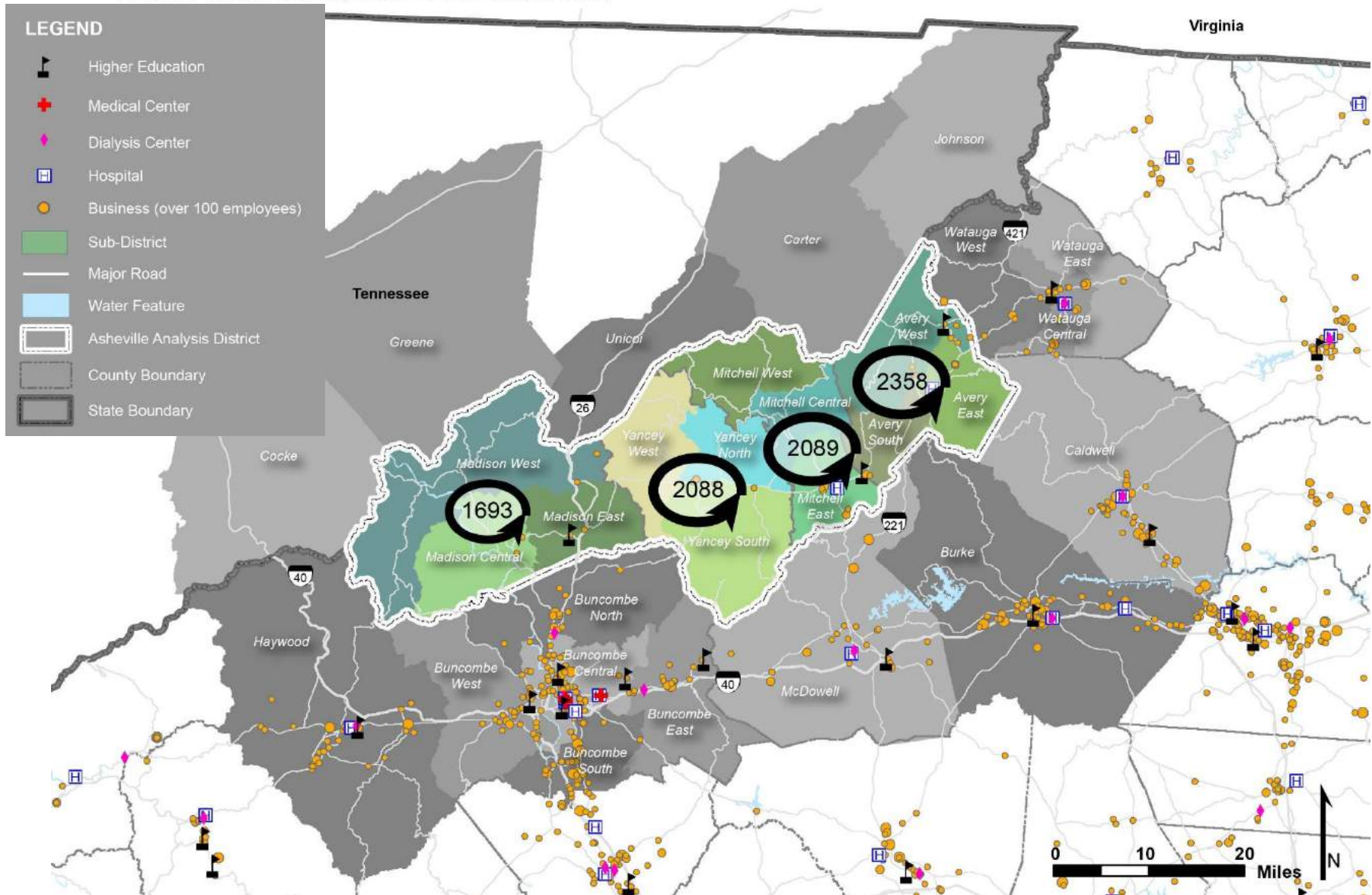


Mountain Central District		Work Sub-District											
		Madison West	Madison Central	Madison East	Yancey West	Yancey North	Yancey South	Mitchell West	Mitchell Central	Mitchell East	Avery West	Avery South	Avery East
Home Sub-District	Madison West	217	249	68	2	11	2	0	3	24	1	1	1
	Madison Central	54	441	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)

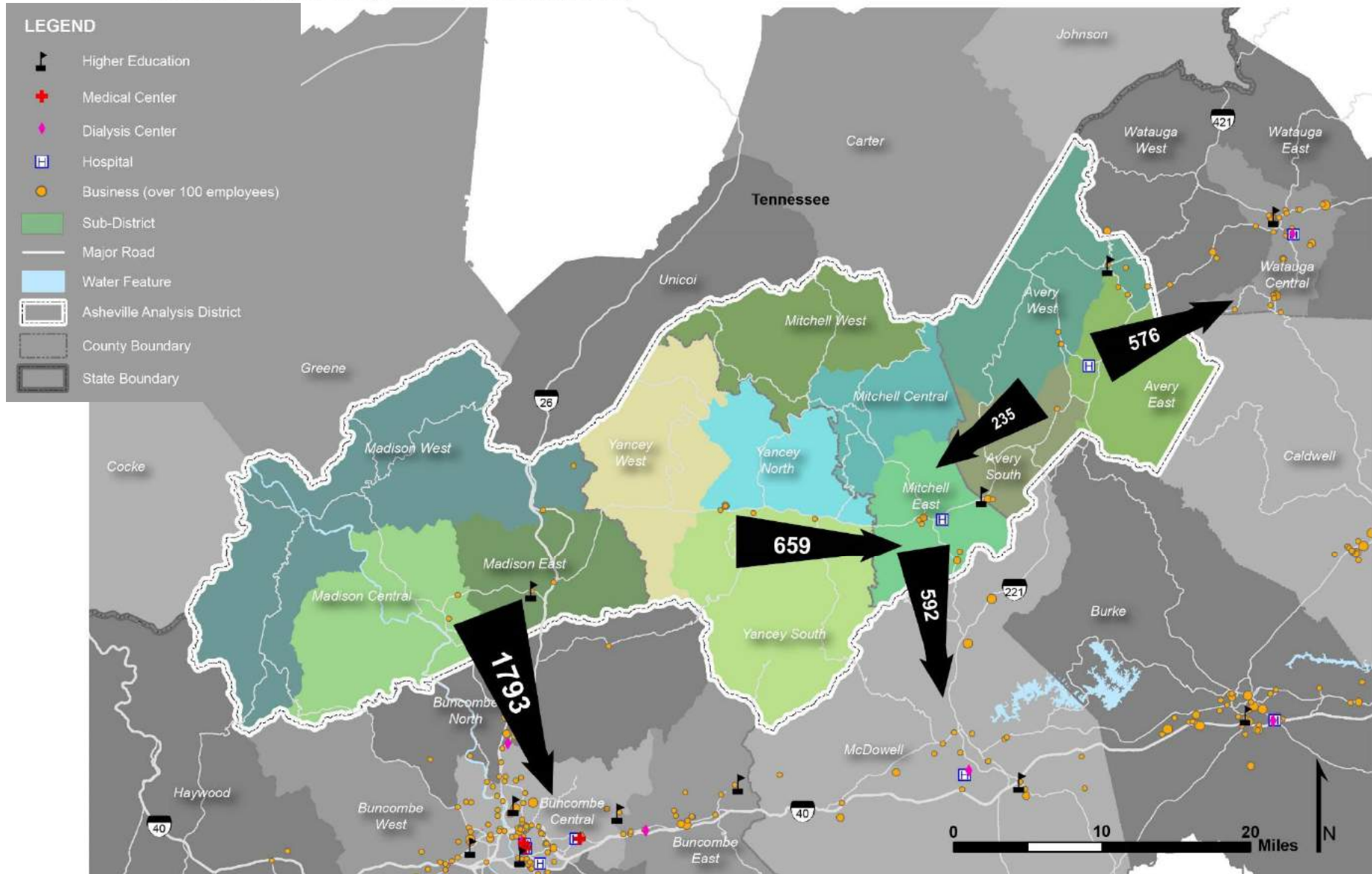
Intra-County Flows



Sub-District Commuter Flow Analysis

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

Significant Flows Between Sub-Districts

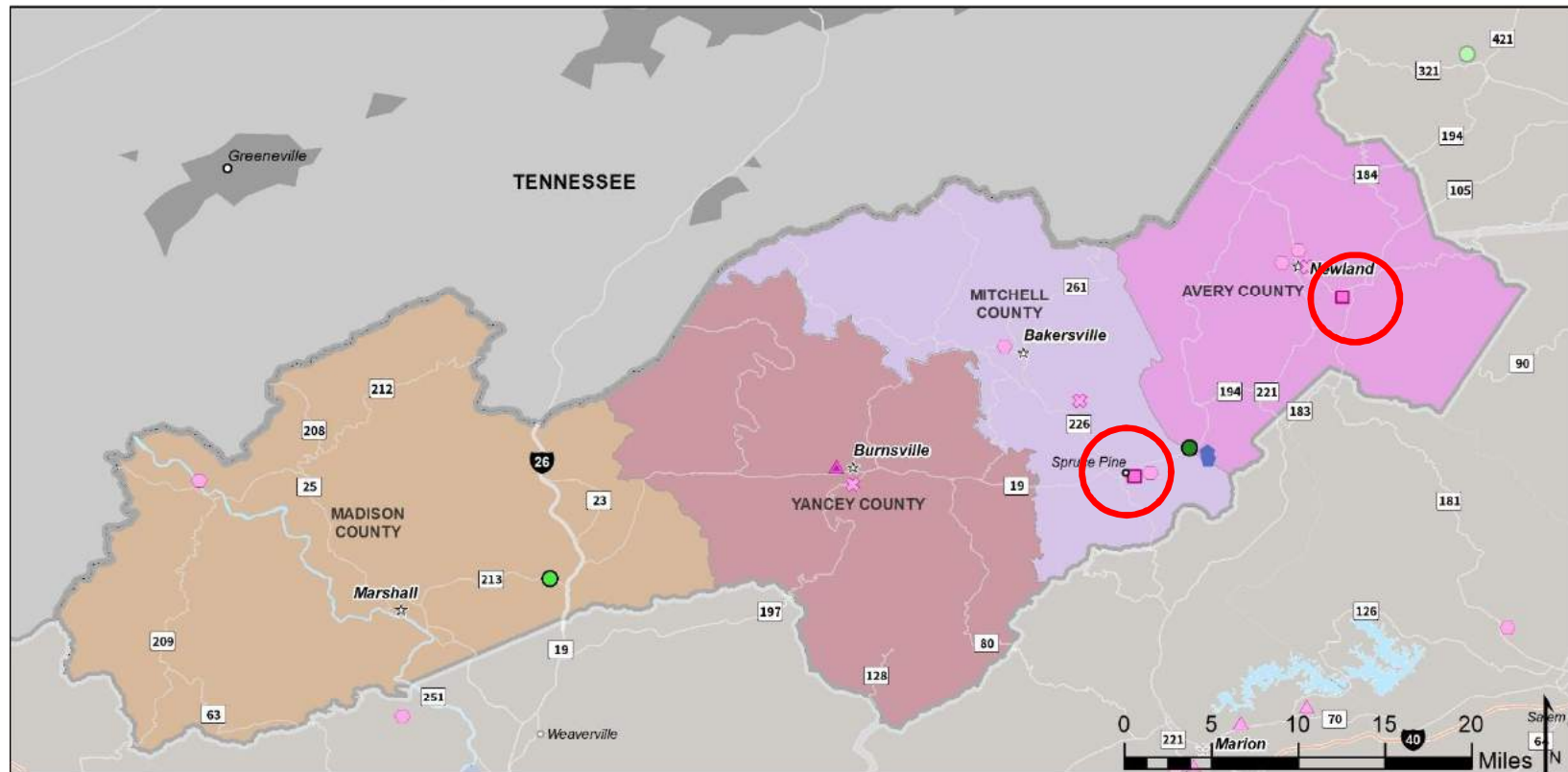


Mountain Central District Existing Transit Profile

- **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)

- < 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
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Intercity Bus Routes

—

Transit Providers

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

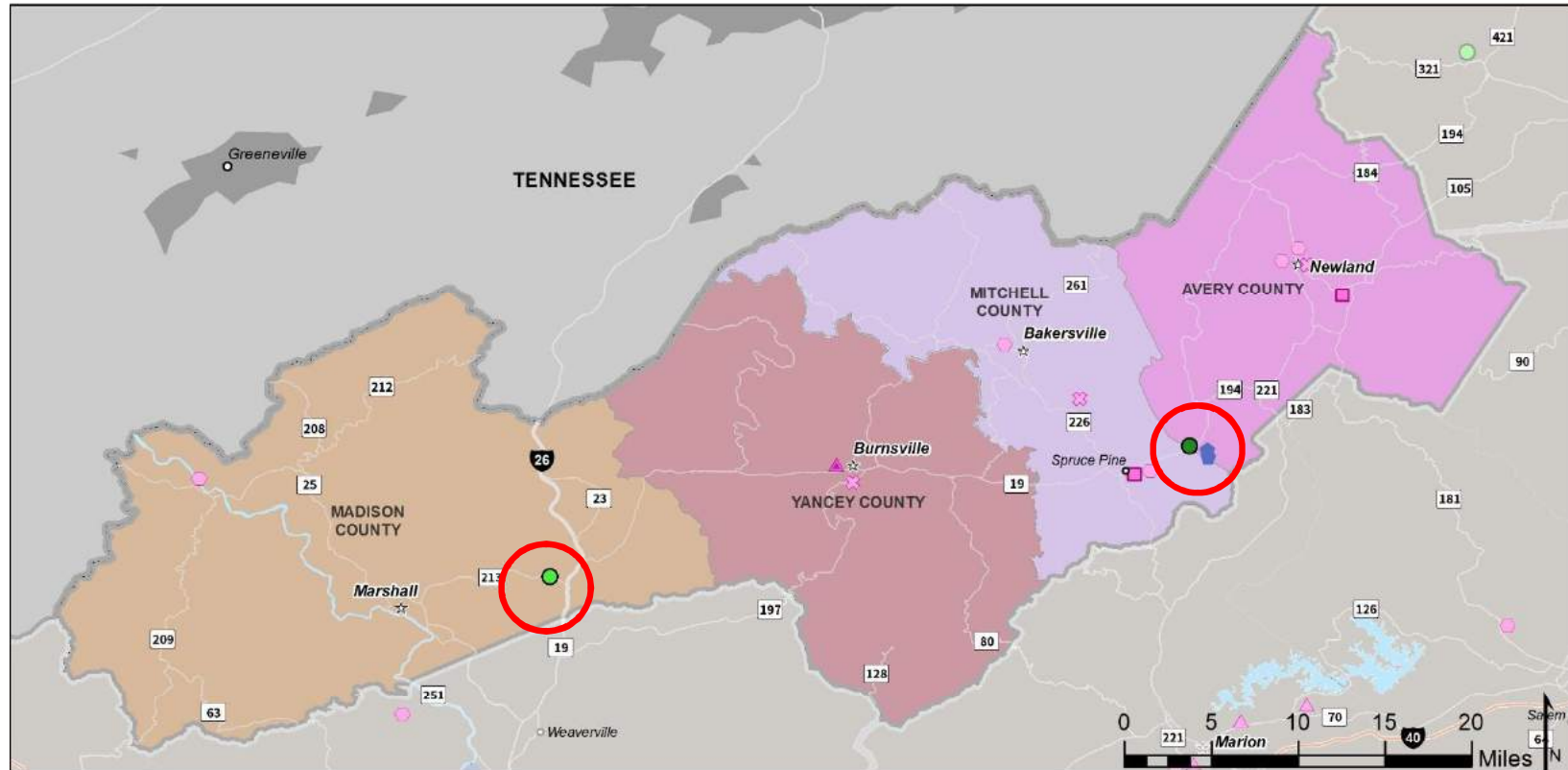
- Free Clinic
- Health Department Site

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Mountain Central

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- F Free Clinic
- ✕ Health Department Site

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Intercity Bus Routes



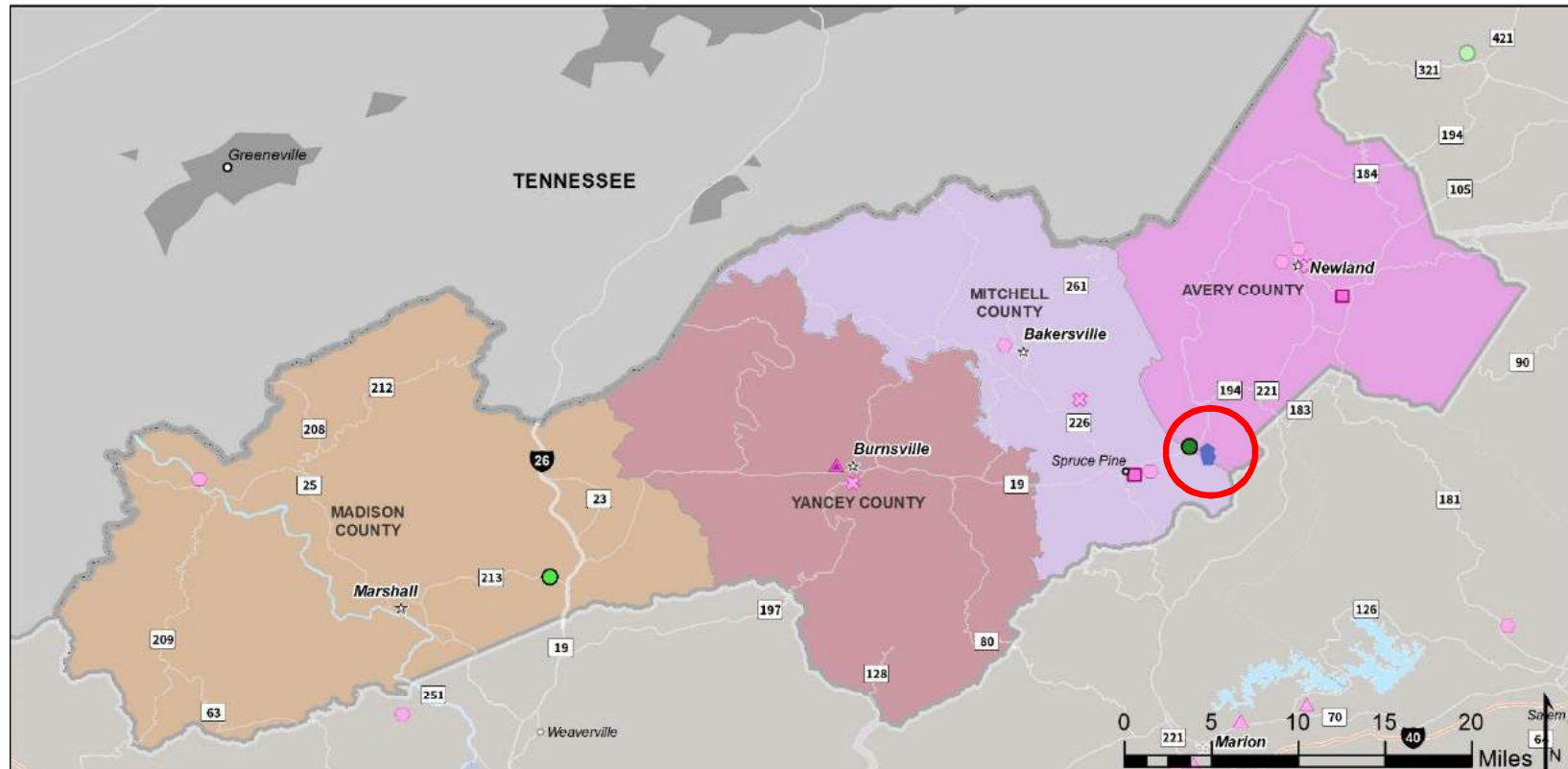
Transit Providers

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Mountain Central

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Jurisdiction Provides Out-of-County Medical Appointment Transportation

Opportunities Analysis – Gap Analysis

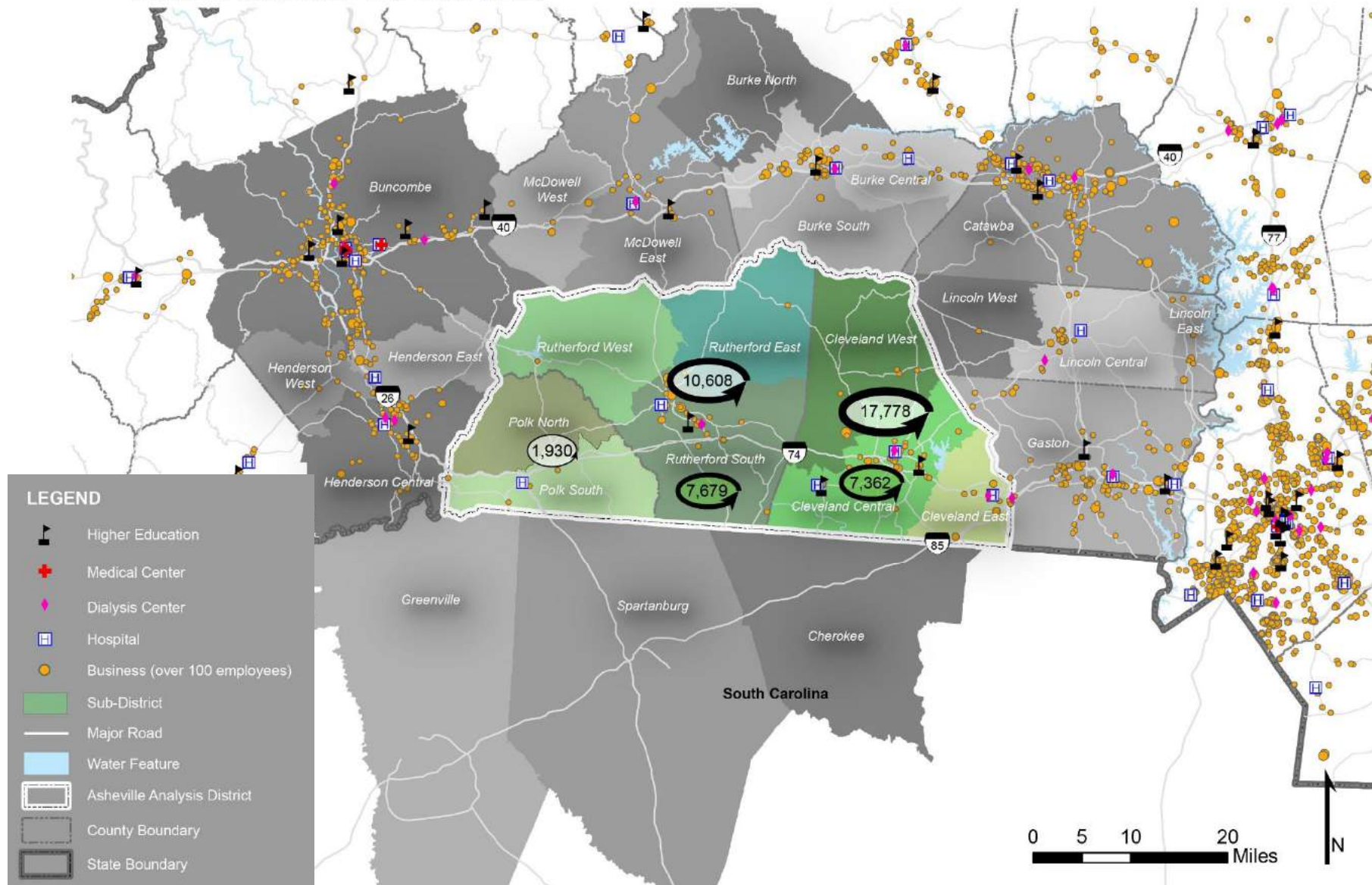
•Potential Opportunities

- 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

Sub-District Commuter Flow Analysis

Foothills District (Source: LEHD 2014, All Jobs)

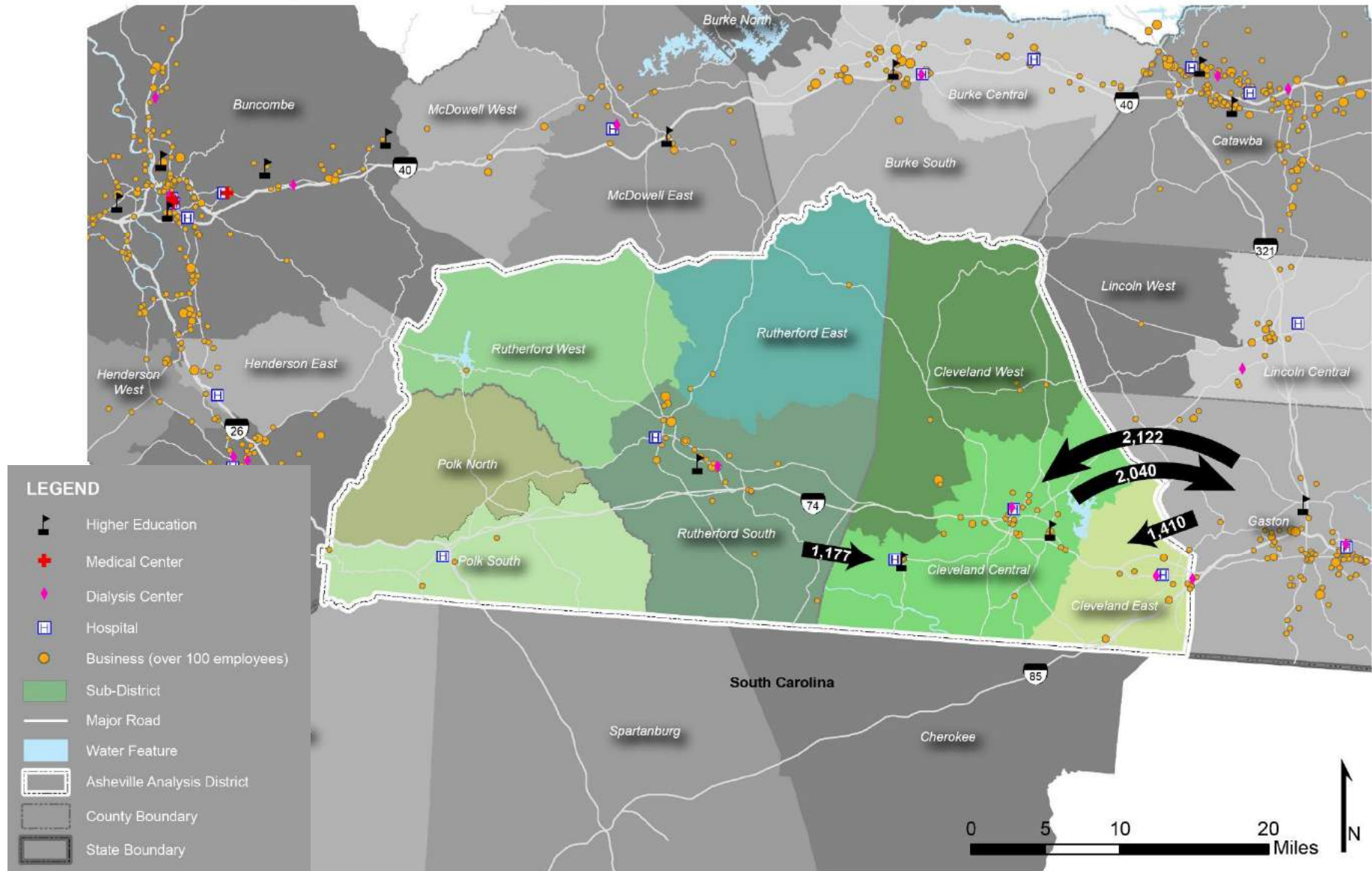
Intra-Area Flows



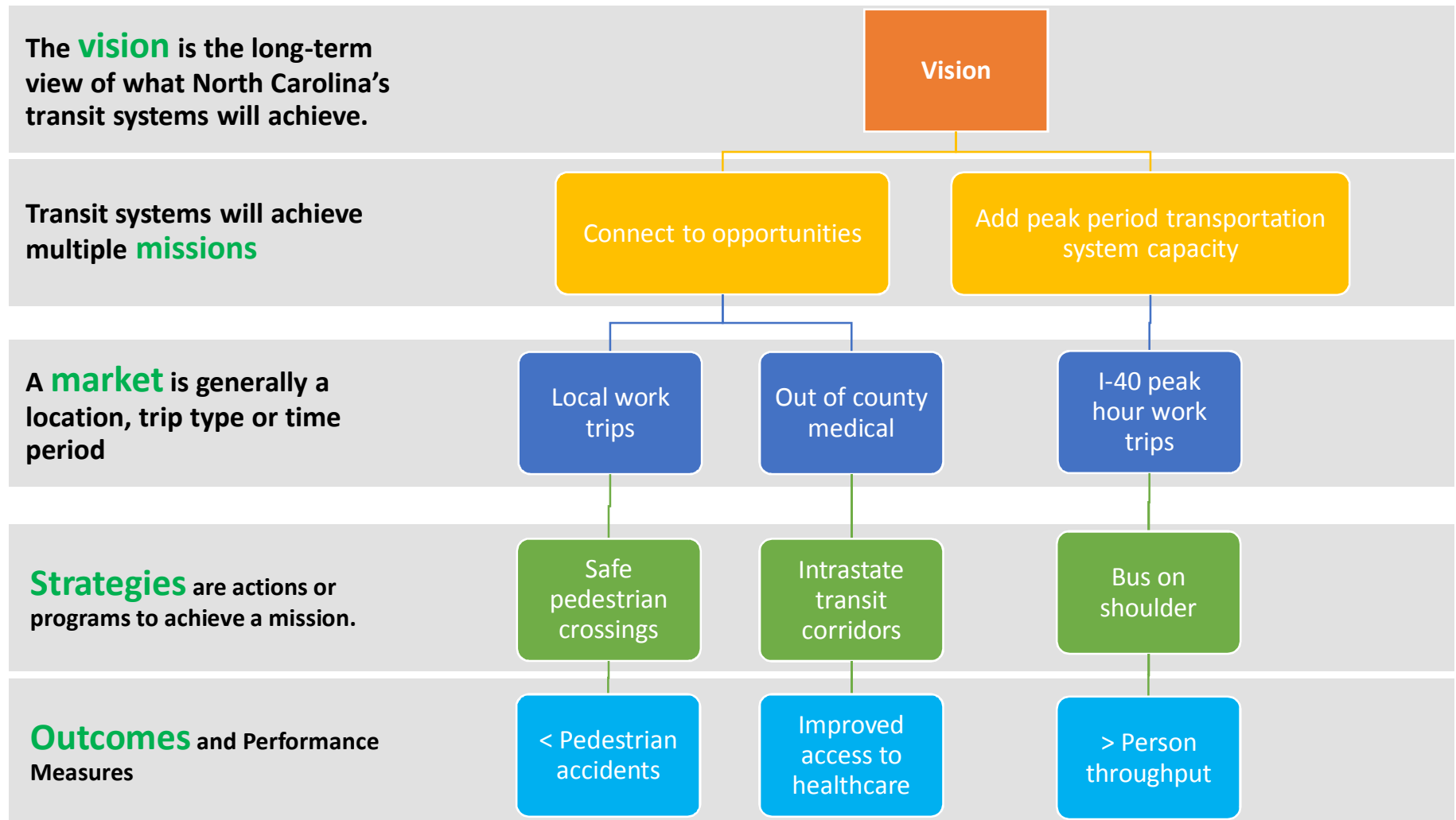
Sub-District Commuter Flow Analysis

Foothills District (Source: LEHD 2014, All Jobs)

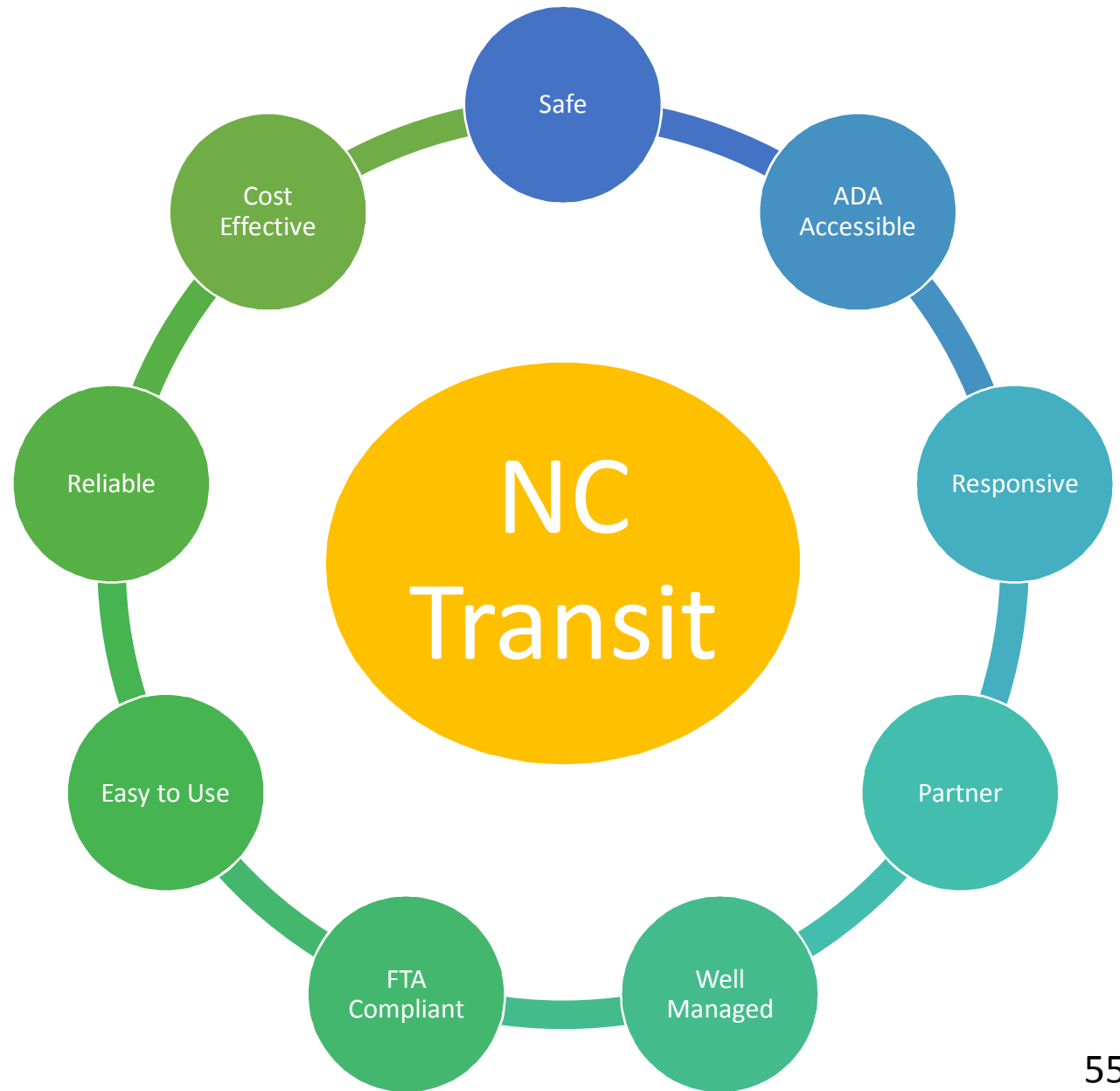
Significant Flows between Sub-Districts



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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