



# NC MOVES 2050

CONNECTING YOUR COMMUNITY,  
YOUR VOICE AND YOUR FUTURE

## PUBLIC ENGAGEMENT PHASE III

OCTOBER 2019 - FEBRUARY 2020

The Phase III engagement activities focused on sharing NC Moves 2050 Plan development, introducing the proposed plan objectives and strategies and collecting feedback on which potential actions the N. C. Department of Transportation should focus on. The project team conducted outreach to engage diverse populations across the state through public events, online strategies, and stakeholder meetings. Public feedback was sought using a survey asking North Carolinians what is most important to their community for the future of transportation. The input received will help develop the draft plan recommendations.

### MEASURES OF SUCCESS

Targeted social media posts allowed NC Moves 2050 content to reach audiences often not engaged in transportation planning.



7 Tweets  
35,200+ Impressions



3 Posts  
1,300+ Impressions



11 Posts  
50,600+ Reached



1 Post  
194,300+ Reached



**15,000+** Survey Responses



**50+** Tabling Events



**28** Public Transit System Advertisements



A survey participant at the NC Moves 2050 booth during the North Carolina State Fair

For information about the NC Moves 2050 Plan:

**Transportation Planning Division**

(919) 707-0900

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1554 Mail Service Center

Raleigh, NC 27699-1554



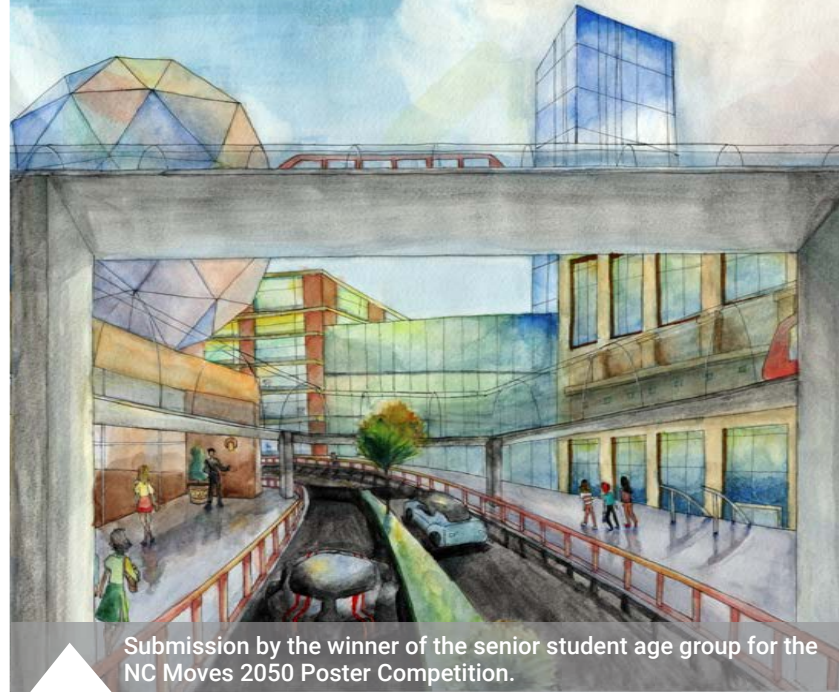
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# Promotion

The NC Moves 2050 survey was promoted in a number of ways including:

- Advertisements on 28 public transit systems
- Video advertisements at all N.C. DMV locations
- Email blasts to all N.C. state employees
- Email blasts to a database of over 14,000 individuals including insurance companies, NCDOT contractors, college/ university organizations and the general public
- Distributed to rural school districts



Submission by the winner of the senior student age group for the NC Moves 2050 Poster Competition.

## POSTER COMPETITION

The 'Leap into the Future' poster competition encouraged North Carolina students in 1st through 12th grade to visualize what future transportation innovations could look like.

## PRESENTATIONS

Project team members gave presentations to several organizations to share project updates and distribute paper copies of the survey to receive their input.



Project Manager, Nastasha Earle-Young, presenting at the Transportation Research Board Annual Conference in Washington, D.C.

## TABLING EVENTS

To connect with North Carolinians across the state, the project team attended over 50 events and festivals. At these events the team promoted the project, passed out giveaways and distributed surveys.

- 21 Professional Organization Events
- 18 Education Institutional Events
- 12 Community Events / Festivals

- The project team attended the N.C. State Fair for ten days and collected over 2,500 surveys. All participants were entered into a drawing for a drone.



NC Moves 2050 table set-up including surveys and giveaways at Shaw University.



# Survey Results

The final NC Moves 2050 survey asked participants to select potential actions to guide future NCDOT decisions. These results helped revise and prioritize strategic actions that support the plan recommendations and vision of the department. Below are the results from participants ranking the five objectives and the top two actions for each.

## #1 Ensure Safety and Security

- Develop safer road designs and technology.
- Make rural roads safer with more passing lanes and relocation of utility poles.

## #2 Provide Transportation Access for All

- Ensure accessible, affordable and convenient transportation options for all communities.
- Expand regional public transit and commuter services.

## #3 Maintain a High-Quality System

- Build roads and bridges to withstand and endure major weather events.
- Extend life of roads and bridges through the use of new maintenance technologies.

## #4 Support a Strong Economy

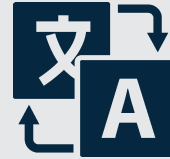
- Improve the transportation system to move freight more efficiently on highways, railroads and ports.
- Prepare for transportation technology changes that could affect North Carolina industries.

## #5 Improve Transportation through Technology

- Improve traffic flow by using improved roadway/highway designs and signals.
- Dedicate NCDOT staff to researching and testing future technologies.



Over 15,000 surveys were completed in a 4-month period



The survey was translated into 8 different languages:

- Spanish
- Haitian
- Arabic
- Vietnamese
- Russian
- Chinese
- Ukrainian
- Korean



15 rural school districts participated in distributing the surveys to parents



Participants heard about the survey in a number of ways:

- 30% by email
- 22% on social media
- 14% at a tabling event
- 5% on the project website
- 24% in other ways

# Stakeholder Outreach

Four regional workshops were held in October and November 2019 to share short- and long-term multimodal transportation needs and introduce the proposed plan strategies. These workshops allowed the NC Moves 2050 Plan team to reach a wide range of NCDOT planning partners, stakeholders, advocacy groups and state/local agencies.

- NC Conservation Network
- NC League of Municipalities
- NC Trucking Association
- Rural Planning Organizations
- Council of Governments
- City/County Officials
- NC Railroad Company
- US Fish & Wildlife Service
- Metropolitan Planning Organizations
- NC Department of Natural & Cultural Resources
- NC Department of Health & Human Services
- NC Department of Environmental Quality
- USDOT / Federal Highway Administration
- NC Public Transportation Association
- Aberdeen Carolina & Western Railway
- American Association of Retired Persons (AARP)



Eastern Stakeholders -  
Kinston, N.C.



Western Stakeholders -  
Hickory, N.C.



Central Stakeholders and  
Agency Coordination Group - Raleigh, N.C.



Stakeholders vote for strategies on display boards during the Raleigh meeting.

## ENGAGEMENT ACTIVITY

Each workshop featured a presentation about the plan's progress and activities to rank strategies to address the state's future transportation needs.

Each participant was given five plain dots and asked to allocate one dot to their highest priority strategy within each objective. Then each participant was given an additional five dots and asked to allocate them according to their highest priority strategies in any objective, regardless of where they placed their first five dots.

## RESULTS FROM STAKEHOLDER VOTING



**"Provide Transportation Access for All"** received the most total votes. Feedback suggested a safe and efficient transportation system, that offers a variety of modes and provides all users with equitable system access. This is a leading priority and emphasis area for plan development.



**"Support a Strong Economy"** and **"Maintain a High-Quality System"** tied for second. Feedback stressed the importance of preparing existing and future transportation infrastructure for environmental effects and ensuring access to job centers/workforce training opportunities.



**"Ensure Safety & Security"** was fourth. Feedback suggested that safety may be better addressed through statewide system programs and planning versus implementing community-based solutions. Feedback also noted safety can be threaded through all of the objectives.



**"Improve Transportation through Technology"** received the least number of votes. Feedback suggested the best way to advance technology initiatives may be through cross-agency/cross-departmental cooperation versus forming a technology innovation office solely housed at NCDOT.