

Destination 2055 Goals Survey (Follow Up)

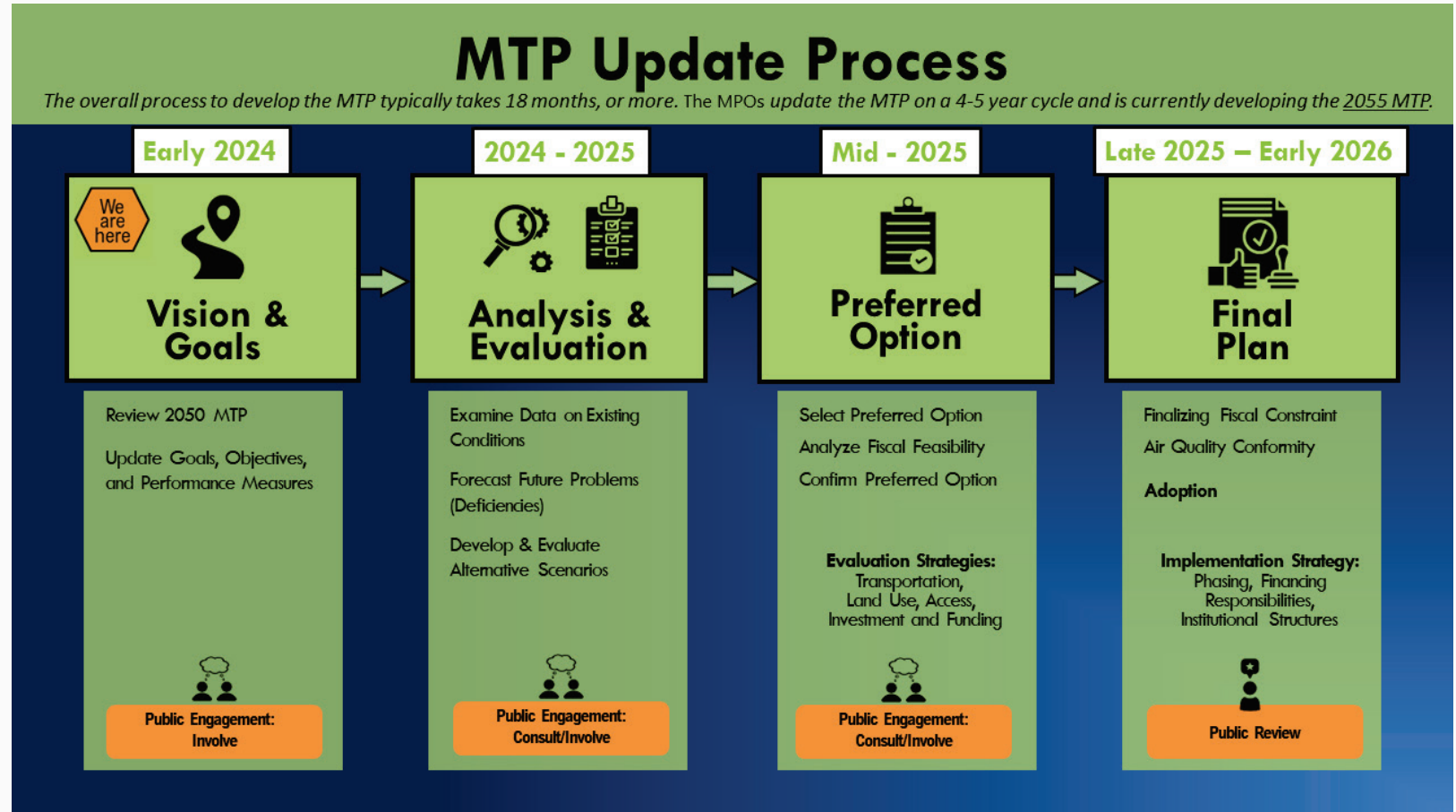
Kelly Richard, MPO Staff

February 27, 2023



Destination 2055

- Public engagement occurs around (4) key decision points
- Engagement is based on the Public Engagement Strategy



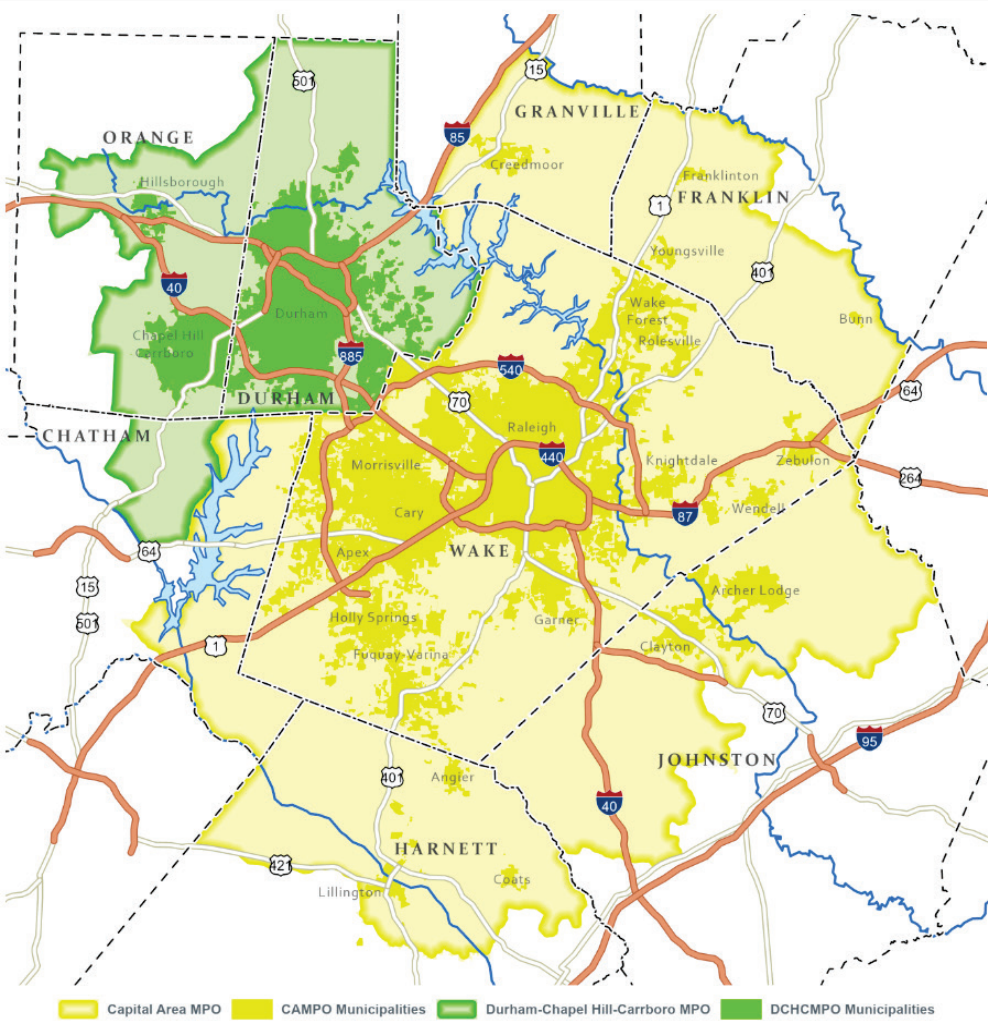
Destination2055NC.com



**DESTINATION
2055**

Metropolitan Transportation Plan
for the Triangle Region

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There are four key decision points in the *Destination 2055* process that will include specific directed public engagement:

- 1

Vision,
Goals &
Objectives
- 2

Alternatives
Selection &
Analysis
- 3

Preferred
Option
Review
- 4

Destination
2055
Adoption

We are currently at Step 1 – Vision, Goals and Objectives. The best way for the public to engage in this step is through the survey linked below.

Sign up to receive updates about the development of Destination 2055, the Triangle Region's long-range transportation plan.

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DESTINATION 2055

Metropolitan Transportation Plan for the Triangle Region

DRAFT GOALS

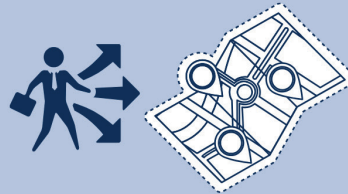


**PROTECT THE HUMAN &
NATURAL ENVIRONMENT AND
MINIMIZE CLIMATE CHANGE**



**IMPROVE
INFRASTRUCTURE
CONDITION & RESILIENCE**

**CONNECT
PEOPLE & PLACES**



**ENSURE EQUITY AND
PARTICIPATION**



**PROMOTE & EXPAND ACCESS TO
MULTIMODAL & AFFORDABLE
TRANSPORTATION CHOICES**



**PROMOTE SAFETY,
HEALTH AND WELL-BEING**

**MANAGE CONGESTION
& SYSTEM RELIABILITY**



**STIMULATE INCLUSIVE
ECONOMIC VITALITY AND
OPPORTUNITY**



The background of the slide is a blue map with a dense network of lines representing streets and roads. Some intersections are marked with small white circles. A diagonal line splits the image from the bottom-left corner to the top-right corner, separating the blue map area from a white area on the right.

Phase 1: Goals Survey

November 16 through January 15

Goals Survey: Outreach Efforts

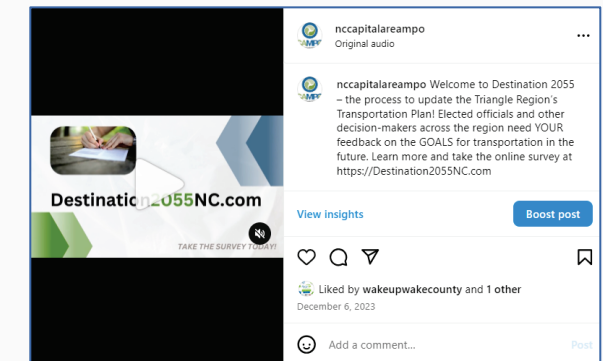
- MPOs, CPRC, Partner Jurisdictions/Organizations
 - Email Lists/Newsletters
 - Press Releases
- Pop-up Events
 - Food Halls
 - Transit Centers
 - Libraries
 - Community Centers
- Paid Advertisements
 - Social Media
 - Facebook
 - Instagram,
 - X
 - LinkedIn
 - YouTube (Google)
 - Digital Media
 - News & Observer
 - Triangle Tribune
 - Que Pasa
- Physical Materials
 - Paper Surveys
 - Bookmarks
 - Poster Boards



Triangle Tribune



Pop-up at the Boxyard



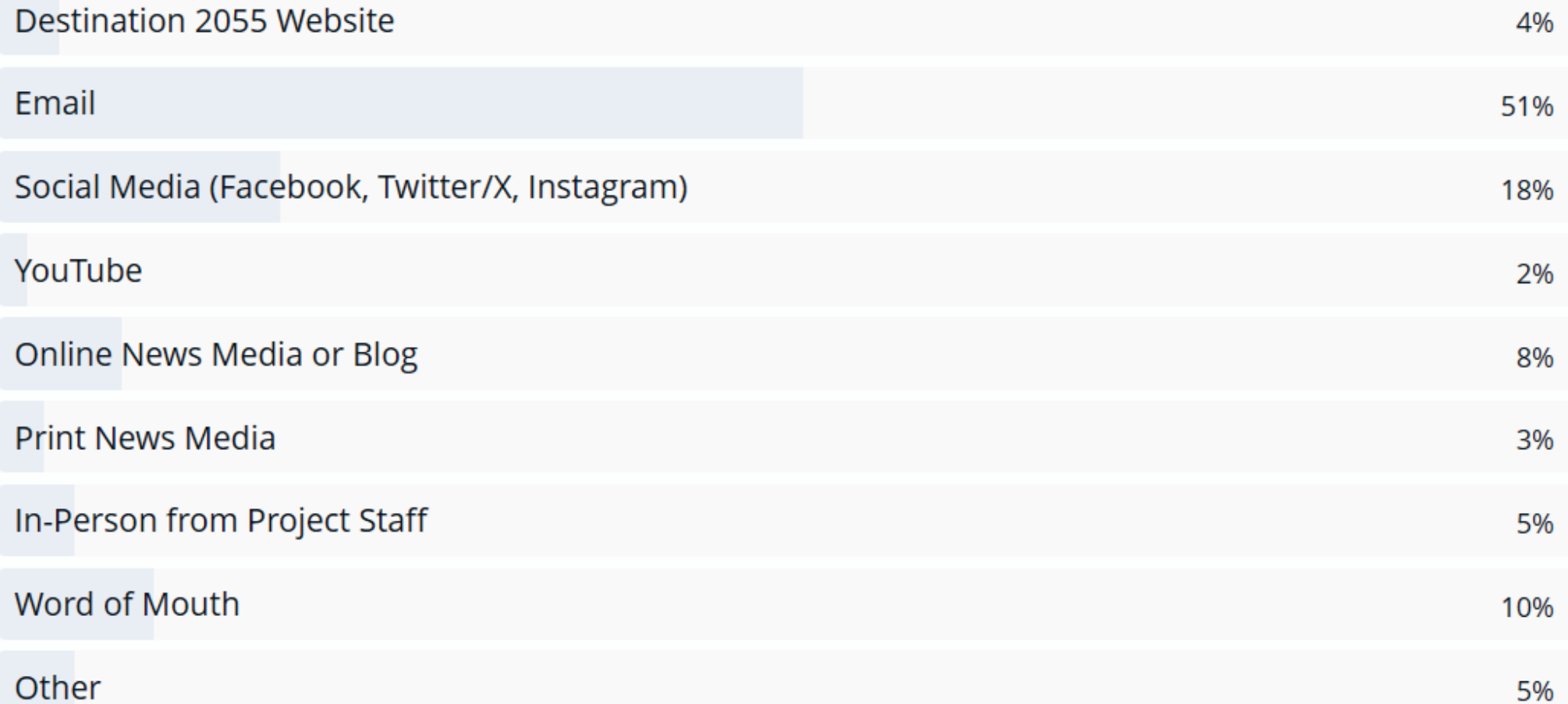
Instagram with Promo Video



RALtoday



How Participants Found Us



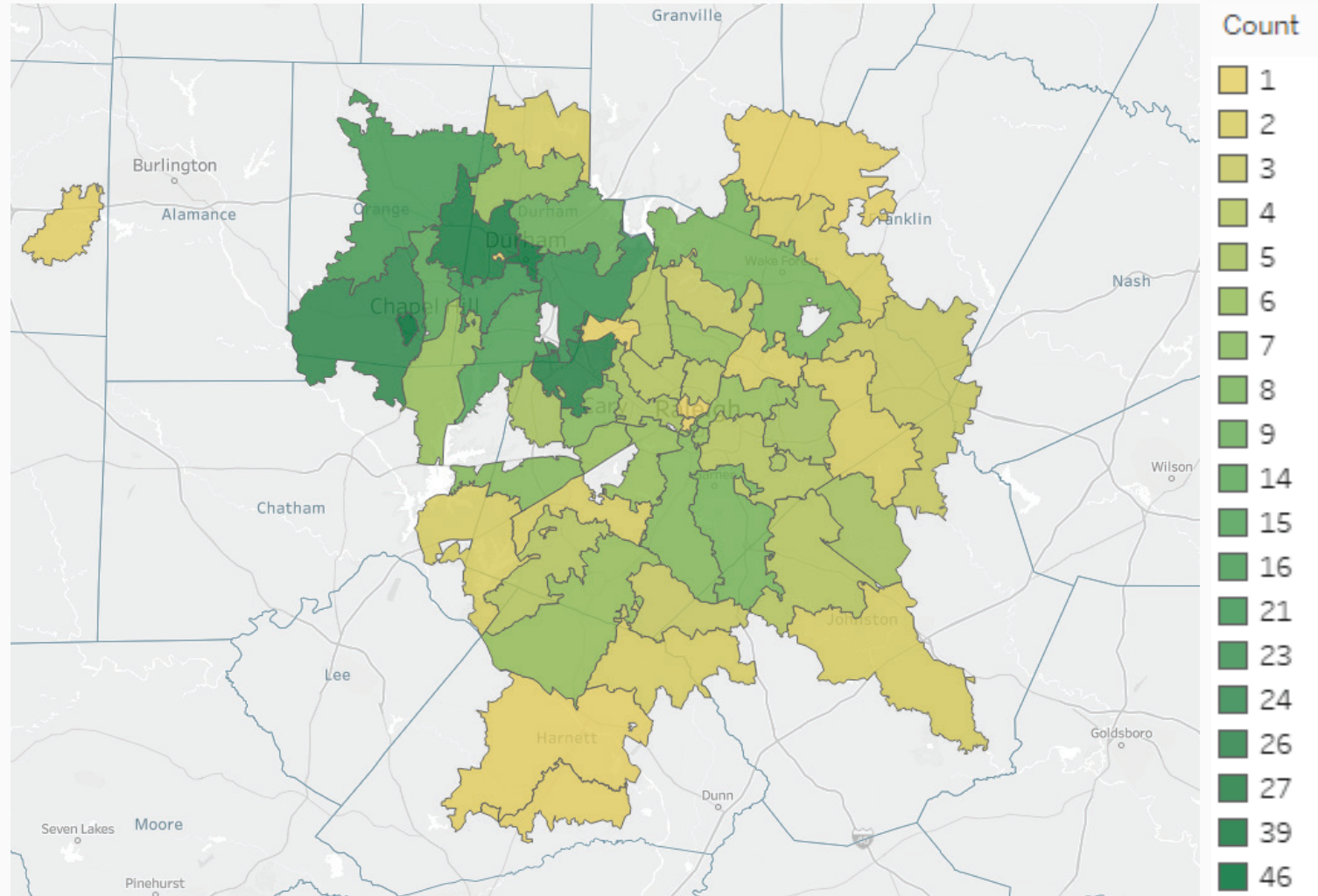
Destination 2055 Website	4%
Email	51%
Social Media (Facebook, Twitter/X, Instagram)	18%
YouTube	2%
Online News Media or Blog	8%
Print News Media	3%
In-Person from Project Staff	5%
Word of Mouth	10%
Other	5%

Demographics

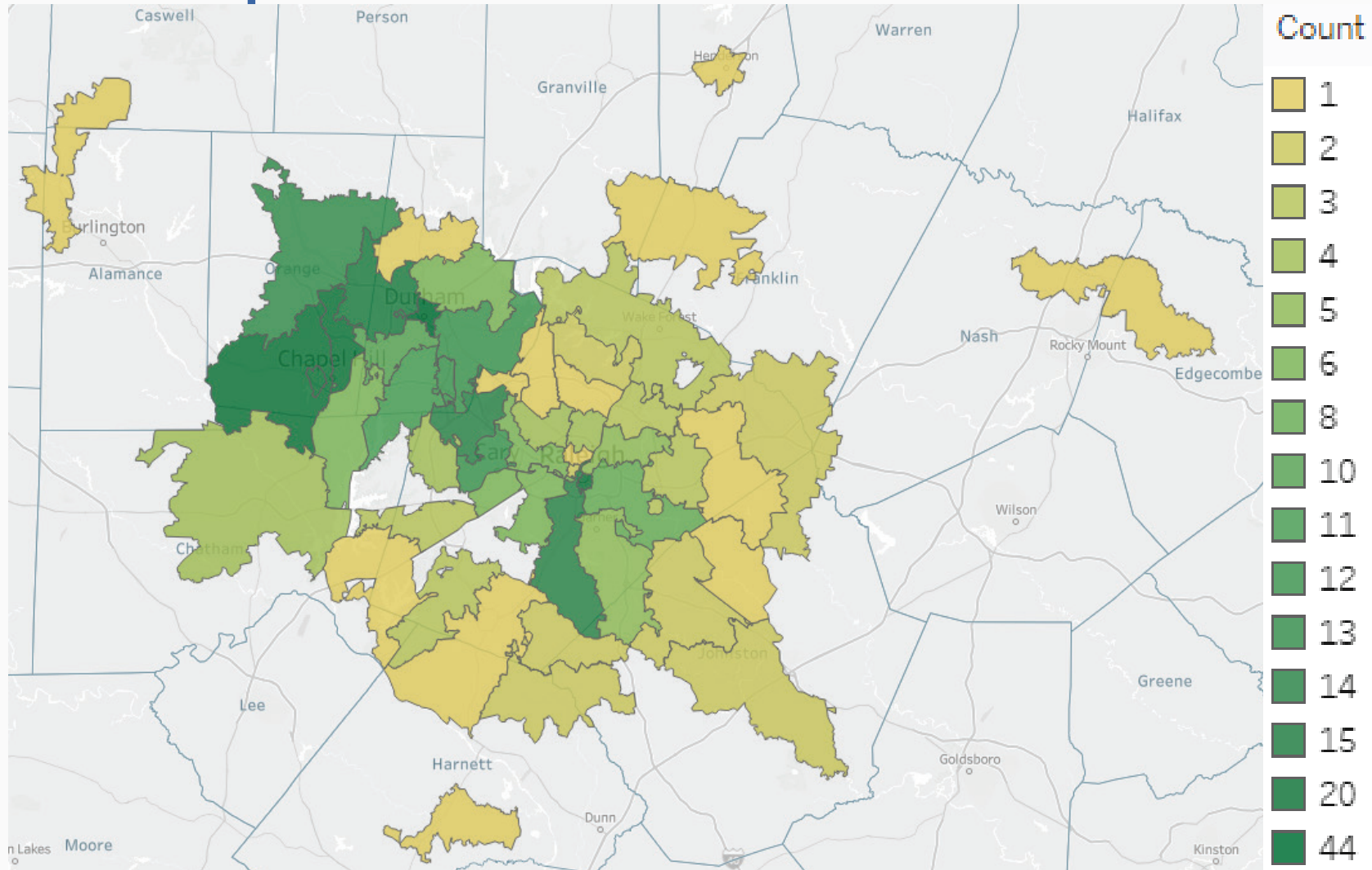
I am 17 years old or younger	1%
I am 18-24 years old	7%
I am 25-64 years old	75%
I am 65 years old or older	16%
I identify as a woman	42%
I identify as a man	40%
I identify as non-binary or other gender	2%
I am or am considered to be disabled	3%
Five (5) or more people live in my household	7%
My household's total income is at or under \$53,000 per year	10%
My household has zero cars	3%
I do not speak, read or write English well.	1%
I am of Hispanic, Latino, or Spanish origin	4%
I represent a minority race or 2+ races (African-American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander)	9%

*558 total participants
(1% ≈ 5 people)*

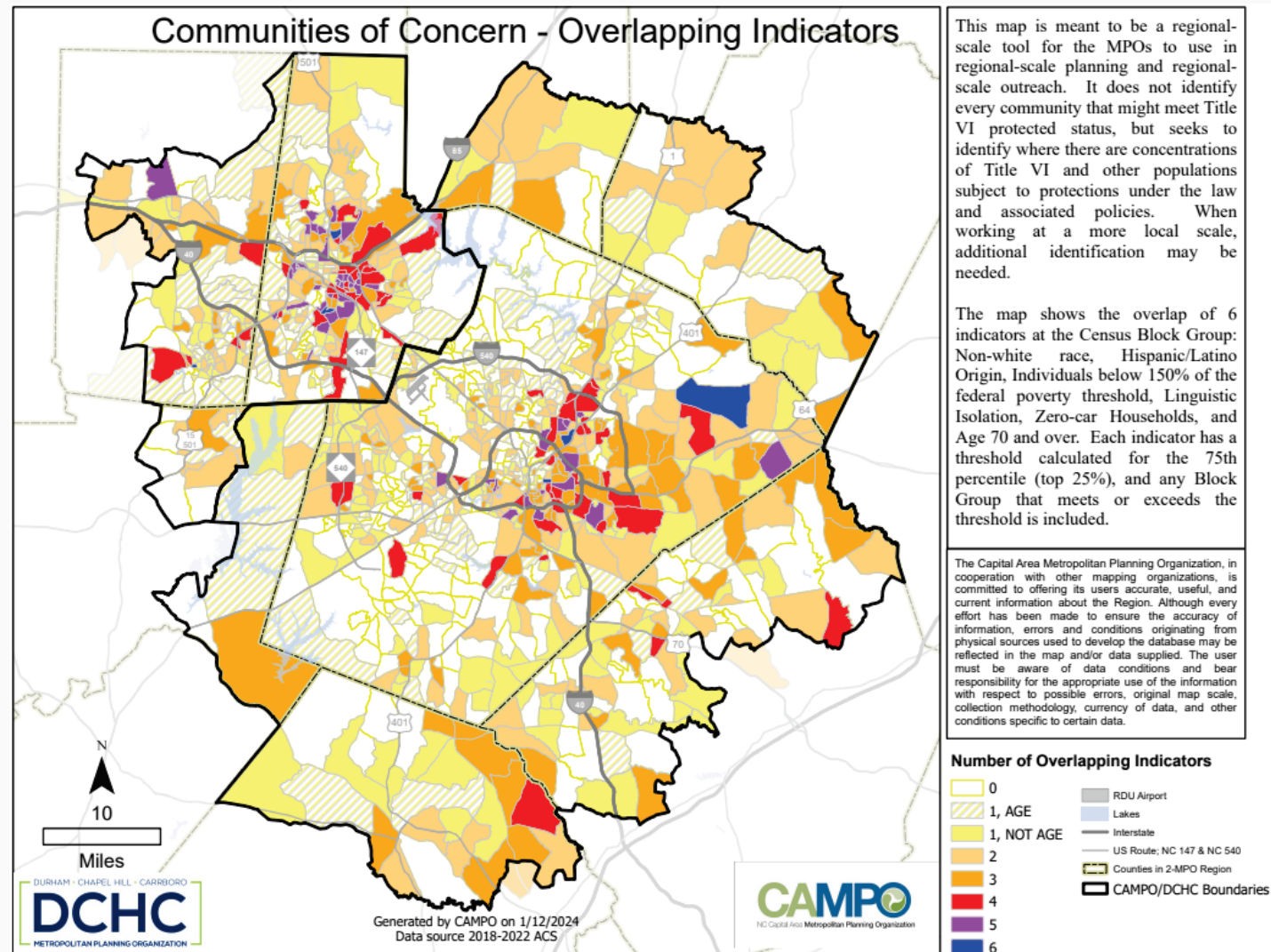
Where People Live: Responses by Home ZIP Code



Where People Work or Commute To



Underrepresented Communities



The background of the slide is a stylized blue map of a city street grid. The map is composed of numerous thin, dark blue lines representing streets, with some thicker lines indicating major thoroughfares. Several small white circles are placed at key intersections. A prominent diagonal line, colored white, runs from the bottom-left corner towards the top-right, bisecting the map. The area to the right of this line is a solid, light blue color.

Feedback on Draft Goals

Sample Question

Goal: Improve Infrastructure Condition and Resilience

Implications: Transportation network is reliable for typical and atypical (emergency) long-term use.

Examples of Implementation:

- Prioritize funding to maintaining existing roads/bridges/tunnels than new locations
- Investigate emerging technologies (self-driving cars, micro transit, micro-mobility, ITS systems, etc.)
- Planning redundancies in network in case of emergency situations

When considering the region's future transportation network, how important is it to include the following goal?

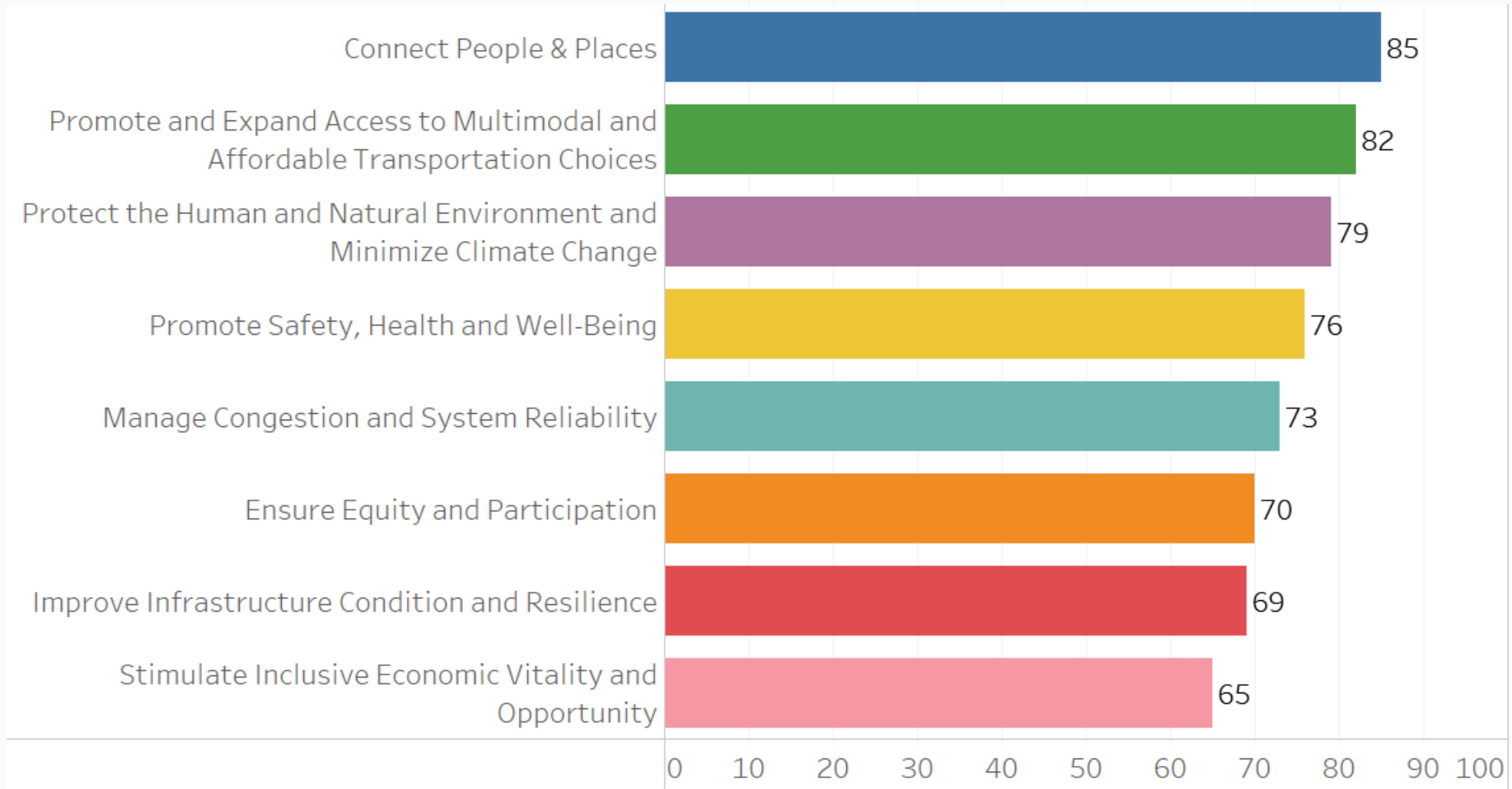
Improve Infrastructure Condition and Resilience



Not Important

Very Important

Feedback on Goals (*Not a Ranking*)



Survey Comments: Common Themes

40-80 individual comments received for each Goal

Public Engagement Report will include additional comment synthesis; Appendix will have all comments

Survey Comment **Themes Overall** re: Goals (online and print):

- Strong desire for improvements for all **Transit** types– increasing frequencies, reliability, regional service
- Strong desire for improvements to **Bicycle/Pedestrian** facilities
- **Safety!** – roadways, bicycle/pedestrian, lighting, technology, Vision Zero
- Supportive of coordination between **development/land use and transportation**
- Support for and opposition to **specific projects**
- **Suggestions** for potential objectives to help meet goals

Comment Themes: Goals Specific Feedback

1) Infrastructure Condition & Resilience

- Technology specific – skepticism around latching onto “emerging technologies” (e.g. autonomous vehicles); but, General support for using technology to improve system efficiency (improve transit reliability, traffic flow (metered ramps, variable speeds)
- Supportive of Maintaining *Existing* Infrastructure, however, Funds spent on roads should be aimed at Safety, Complete Streets infrastructure; *not* new roads/widenings

2) Manage Congestion & System Reliability

- Perception that “Manage Congestion” applies to roads/automobiles – comments were statements of support for increases in alternative modes to reduce congestion and specifically not new roads; Also, some commented that congestion is not bad and can help encourage use of alternate modes
- Some support for new roads for connecting region; less for congestion relief

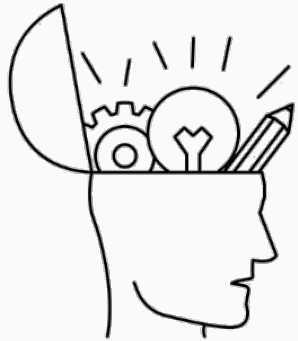
3) Equity and Participation

- Strong support; some concerned that participation slows down process/project delivery

4) Desire for “Transit” to be more prominent or explicitly stated in the goals (currently it is across multiple goals)

In-Person Engagement Findings

*Pop-up
insights*



- Generally supportive of Goals
- Desire for increased transit
- Questions about regional rail/commuter rail
- Desire for rail/increased transit to airport (RTP – Boxyard)

Conclusions

- Based on the feedback received, these goals are still relevant.
- Survey response rate to be improved upon in next phases.
- Are there things that stand out to you in the community feedback?

Comments from Joint Board Meeting

- Ensure we define all words we use
- Consider increasing the words used to avoid misinterpretation
- Consider adding "access" to goal on Ensure Equity and Participation

Thank you!

