

February 13, 2024

TO: DCHC MPO Board
FROM : MPO Staff
SUBJECT: Destination 2055 Phase 1 Engagement (Goals and Objectives)

Summary

The 2055 Metropolitan Transportation Plan (MTP) is the long-range transportation plan that covers the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) and the Capital Area Metropolitan Planning Organization (CAMPO) regional boundaries. This plan is federally required to be updated every four years, and this update is being led with the campaign name of “Destination 2055”. The update of this plan is extensive and generally takes two years to complete. Engagement is guided through a Public Engagement Strategy which was approved for use by both MPO Boards in late 2023.

The first engagement phase for Destination 2055 starts with the visioning process, which looks at the goals and objectives of the plan. The goals and objectives survey was released to the public on November 16, 2023 and closed on January 15, 2024. Public hearings were held at the CAMPO Board meeting on January 17 and at the DCHC MPO Board meeting on January 23, prior to the joint CAMPO and DCHC MPO Board meeting scheduled for January 31.

Other engagement efforts included: pop-up events at Durham Station, the Boxyard, the Chapel Hill Library, the Harnett County Public Library, and the Regional Transit Center; newspaper advertisements in the Triangle Tribune, Que Pasa, and the News & Observer; social media marketing; and direct outreach to community groups. For more information on the Destination 2055 plan update, visit Destination2055NC.com.

Engagement Timeline

November 16 – Goals and Objectives survey and Destination 2055 website were released.

November 27-30 – Initial social media and newsletter blasts were sent out through DCHC MPO, CAMPO, and Central Pines Regional Council (CPRC).*

December 7 – Staff conducted a pop-up event at Boxyard from 11am-2pm.**

December 11 – Staff conducted a pop-up event at Durham Station from 12-2pm.

December 14 – Staff conducted a pop-up event at the Regional Transit Center from 3-6pm.

December 7-23 – Print and digital ads ran in News & Observer, Que Pasa, and the Triangle Tribune. Staff also reached out to community members to determine if there was interest in staff presenting to local groups at upcoming meetings.

January 10 – Staff conducted a pop-up event at the Chapel Hill Library from 4-6pm.

January 11 – Staff conducted a pop-up event at the Harnett County Public Library from 4-6pm.

**Social media and newsletters were consistently used throughout the survey period.*

***All pop-up events had promotional posters, paper surveys, and informational handouts.*

Goals and Objectives Survey

The first phase of public engagement started on November 16, 2023 with the release of the goals and objectives survey. Participants were directed to the Destination 2055 website, where they could read or watch a video about the plan update, and then take the survey in either English or Spanish.

The survey began with optional questions including how participants found out about the survey, how participants identify (demographic questions), and where participants live and work. These optional questions were provided pre-survey rather than post-survey to elicit a higher response rate, which appears to have been successful.

Participants were then provided with a list of the (8) current MTP goals, where each goal was described, and examples of implementing the goals were offered. For example, the goal to “Connect People & Places” focuses on multimodal connections to important places such as jobs and education, and can be implemented by promoting efficient land use for transportation or by filling in network gaps. Participants were asked to rank the goal on a sliding system from “Not Important” to “Very Important” (data on the backend produces a rating of 0-100) and then given the opportunity to provide additional comments on each of the goals. Goals were listed in no particular order and were regularly reordered within the survey to avoid bias.

A total of 558 participants took the survey and 148 of those participants provided comments. When participants were asked how they found out about the survey, they stated the following:

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%

“Other” responses included LinkedIn, emails from non-profits, public meetings, and town newsletters, texts, and websites.

Demographic and Zip Code Results

As mentioned earlier, a total of 558 participants took the goals and objectives survey. The following data is related to questions asked about demographics and zip code input for where participants live and work.

Demographic Statistics

Of the 558 survey participants, 541 (or 97%) provided responses to the demographic questionnaire. The following represent the data that was received:

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%

These results are not exclusive and someone who identifies as being between 18-24 years old can also identify as being of Hispanic, Latino, or Spanish origin. When participants were asked which of these demographics they identified as, it is also possible that they only selected one category as opposed to all categories. For example, it is noted that only 84% of those who answered this question noted that they had a gender.

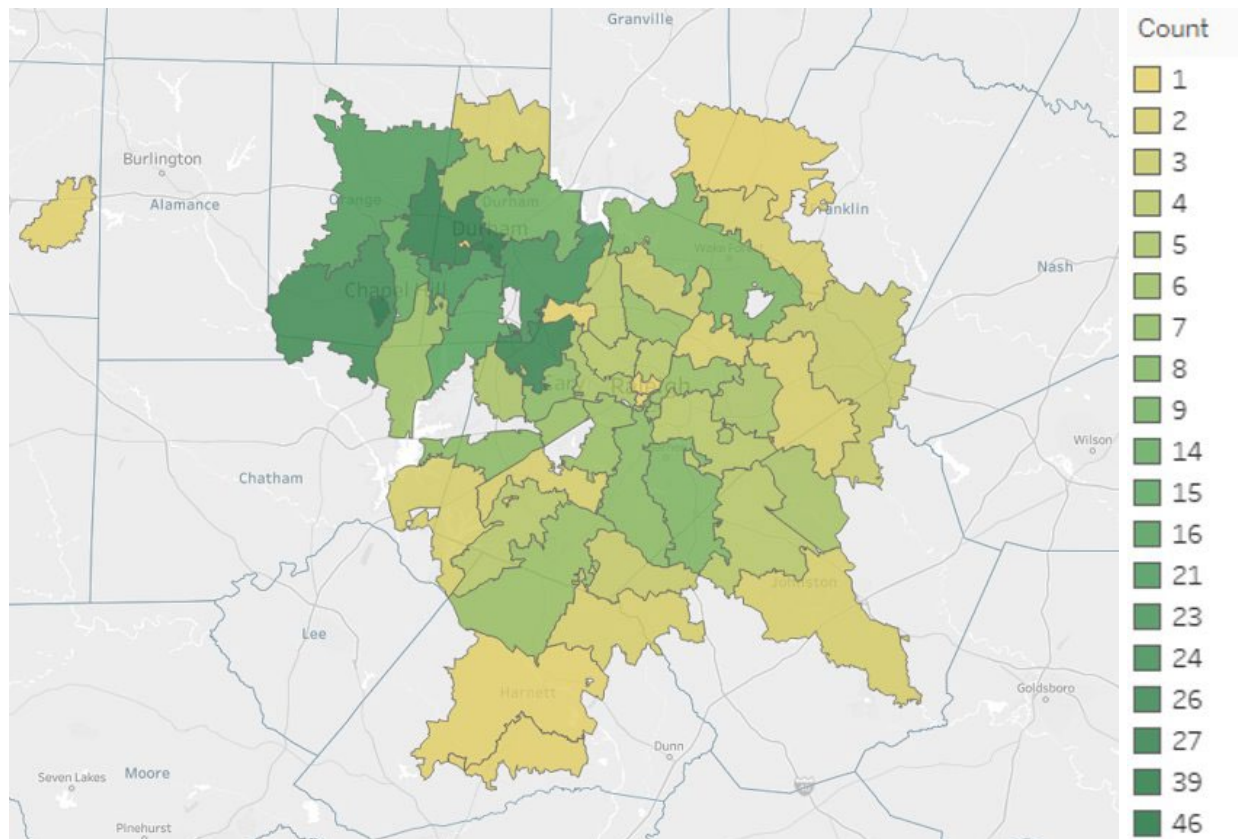
The following represent the participation from Environmental Justice communities, which are inclusive of all responses across the Destination 2055 planning area:

1. Minority Race
 - a) All Minority – 9%, or 51 responses
 - b) Hispanic/Latino Origin – 4%, or 22 responses
2. Elderly (65 and older) – 16%, or 87 responses
3. Low-income Household (under \$53,000) – 10%, or 56 responses
4. Limited English Proficiency (LEP) – 1%, or 4 responses
5. Zero-Car Household – 3%, or 17 responses

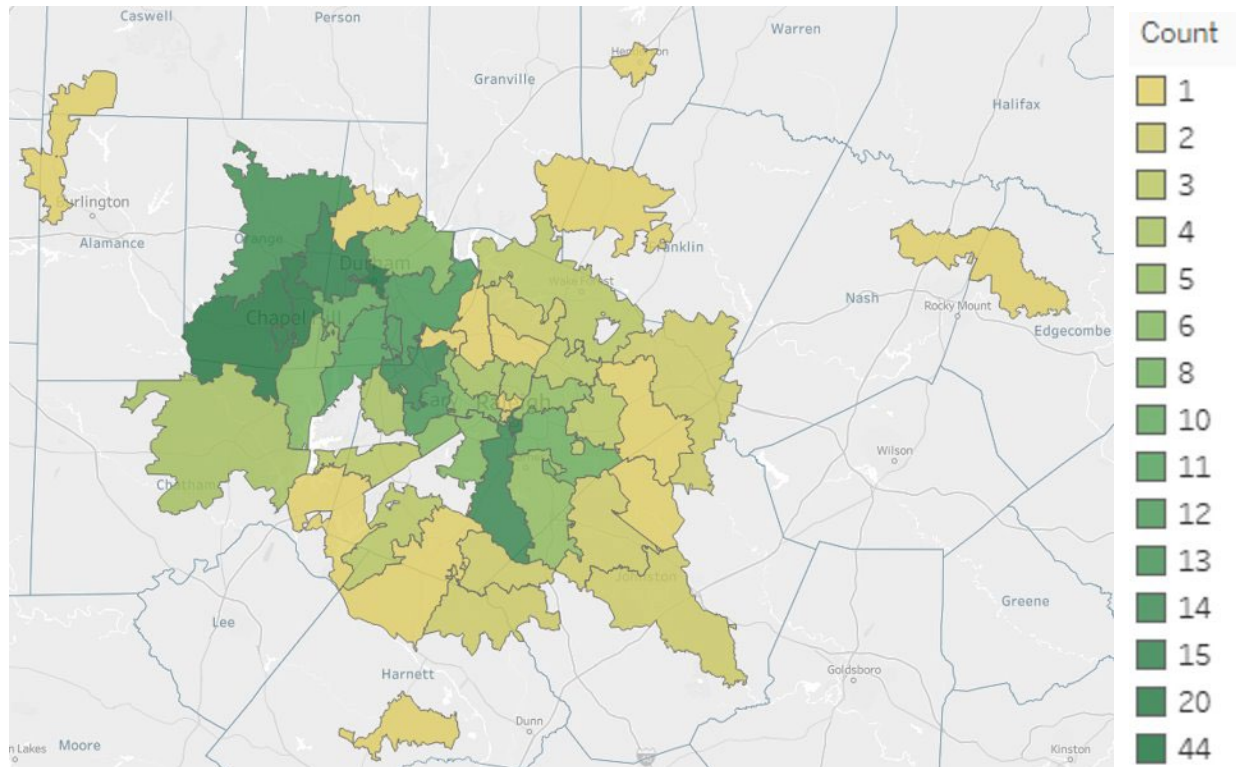
Location Statistics

428 participants (77% of all participants) provided the zip code where they live and 387 participants (69%) provided the zip code for where they work or attend school. It is possible that the difference in 41 participants may be due to a participant not currently having a job or not knowing the zip code where they live or go to school.

Where Participants Live (Self-Provided Zip Code)

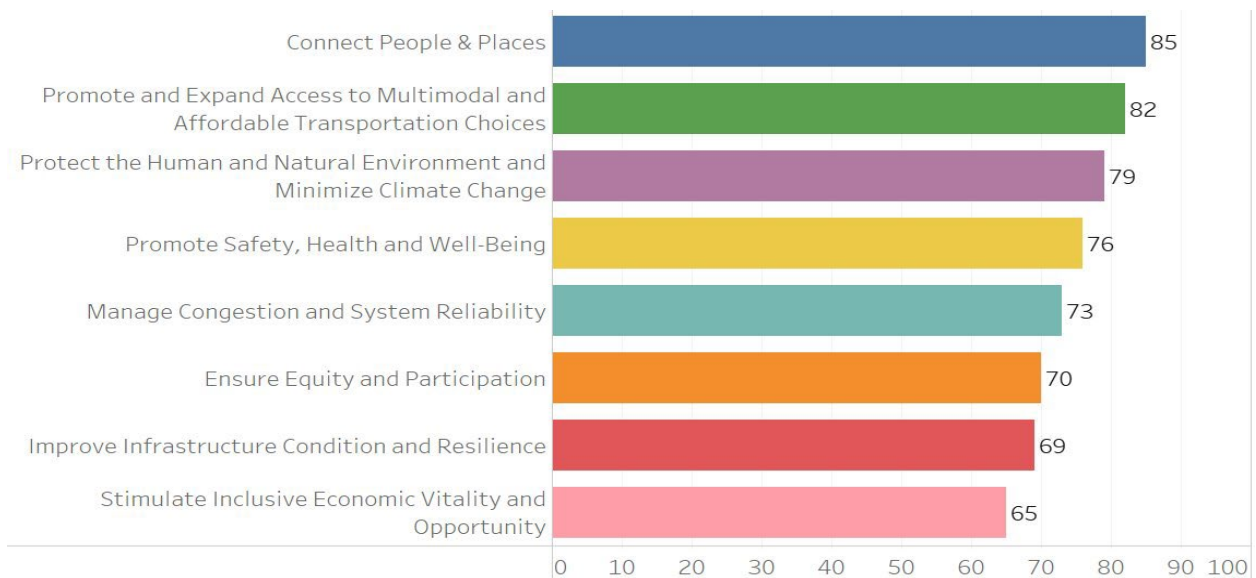


Where Participants Work or Commute To (Self-Provided Zip Code)



Goals Overview

As noted earlier, participants were asked to rate each of the (8) original 2050 Metropolitan Plan Goals on a scale that produced a numerical score for analysis from 0-100. A score of 0 is seen as not important whereas a score of 100 is very important. The following are the averages of those ratings across all participants:



It should be noted that while “Connect People & Places” was rated highest and “Stimulate Inclusive Vitality and Opportunity” was rated lowest, all goals results were above 50 and were therefore seen as having some degree of importance. Participants were not asked to rank these goals and so these results are not indicative of any ranking.

Next Steps

At the January 2024 joint Board meeting, these results were presented in addition to how each goal was rated across the different demographic groups. Questions included the difference in paper surveys versus online surveys collected, what analysis could be provided on responses where participants self-identified as belonging to multiple demographic groups, and how this survey compares to similar goals surveys of other Metropolitan Planning Organizations. DCHC MPO will look to address these and other questions at the upcoming meeting.