

Meeting Information

Date: May 30, 2019

Location: East Lincoln Community Center

Time: 7:00 p.m. to 8:30 p.m.

Objectives:

- Introduce the project team and committee members
- Provide background information on the study process
- Learn more about the study area (corridors and intersections)
- Discuss community engagement goals and activities
- Establish expectations for the study
- Begin to identify challenges and opportunities

Number of Participants 50+

Agenda

- Introductions
- Project Overview
 - Project Background
 - Process & Schedule
 - Study Corridors and Intersections
- Community Engagement
 - Community Workshop #1
 - Stakeholder Interviews
- Discussion
 - What are your expectations?
 - What's important to you?
 - Who should join the conversation?
- Next Steps

Meeting Summary

What are your expectations for this study?

The discussion began by asking participants to write three expectations for the Eastern Lincoln Mobility Study. In answering this question, many participants identified specific problem areas and potential solutions that will be considered during the study. The following list summarizes key themes from the 132 comments received.

- To understand current and projected traffic in the area.
- To improve traffic flow and accommodate future growth.
- To balance transportation needs with future growth.
- To improve traffic light timing.
- To create safe roads for everyone.
- To identify short-term improvements that fit in with long-term projects.
- To create a realistic, prioritized list of projects.
- To consider all possible sources of funding and determine who is responsible.
- To increase the number of projects funded and constructed.
- To communicate the transportation needs of eastern Lincoln County, especially to NCDOT.
- To be listened to.

How important are the following topics as we consider tradeoffs and make project decisions?

The Eastern Lincoln Mobility Study will result in a prioritized list of projects to be implemented by local, regional, state, and private partners. As a first step in the prioritization process, participants were asked to weigh in on the considerations shown in the table below. Participants rated each consideration on a scale of 1 to 5, with 5 being very important. The table shows the average rating for each of the 10 considerations as well as a write-in option that was used by four participants.

Average Ratings

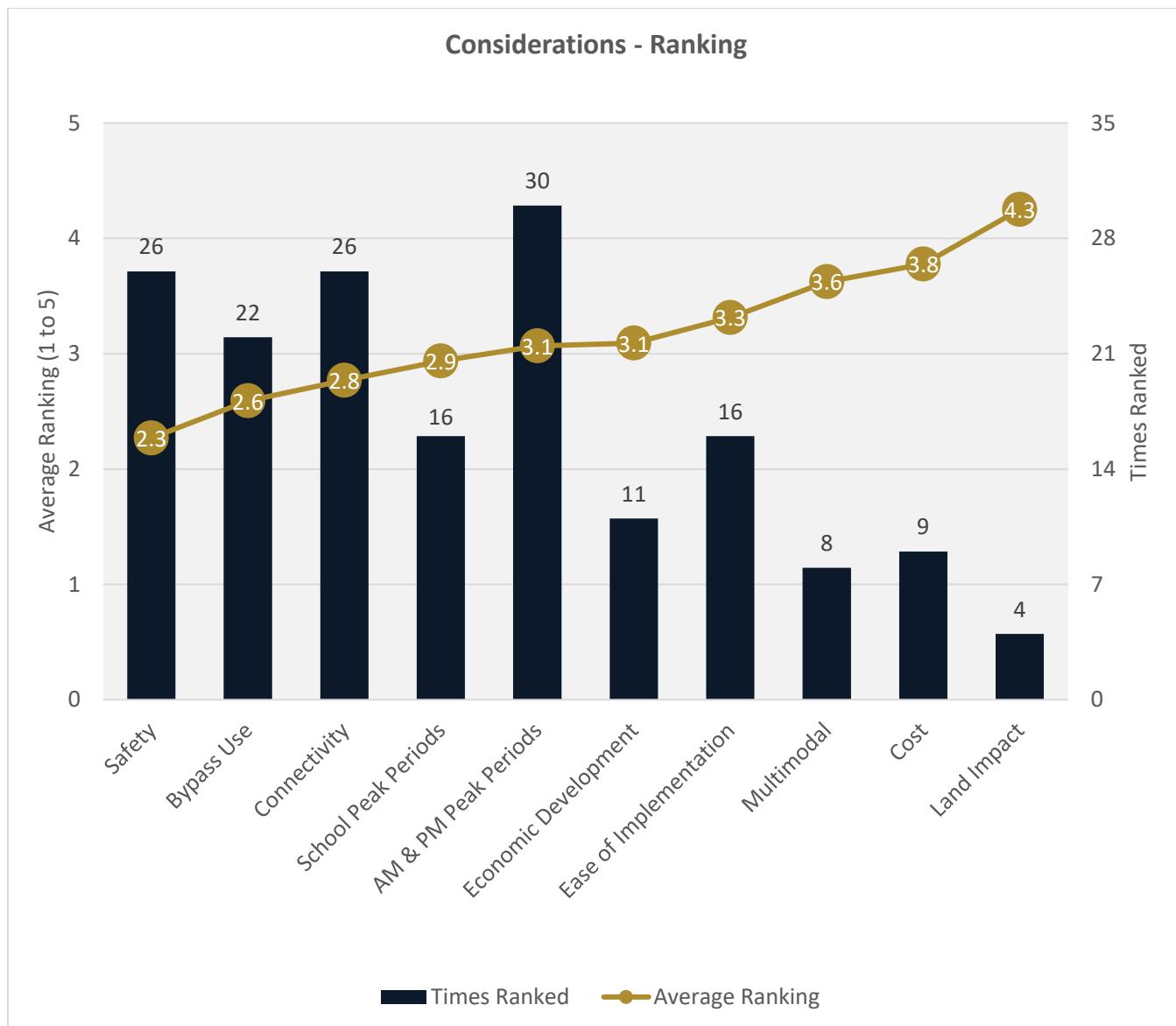
Considerations	Average Rating
AM & PM PEAK PERIODS How well does the project improve travel times during traditional (AM & PM) peak periods?	4.5
CONNECTIVITY How well does the project increase overall connectivity and improve route choice?	4.4
SAFETY How well does the project improve safety?	4.3
BYPASS USE How well does the project increase use of the NC 16 Bypass?	4.1
EASE OF IMPLEMENTATION How easily and quickly can the project be implemented?	4.1
SCHOOL PEAK PERIODS How well does the project improve travel times during school drop off and pick up?	3.9
WRITE-IN When given the option to write-in a new option, a few participants added protecting greenspace, addressing bottlenecks, and making progress.	3.8
ECONOMIC DEVELOPMENT How likely will the project enhance economic development potential?	3.4
COST How inexpensive is the project?	3.1
LAND IMPACT How well does the project minimize impact to private property?	2.9
MULTIMODAL How well does the project improve walking and biking conditions?	2.8

Participants placed more weight on addressing the peak travel times in the morning and afternoon, improving connectivity, and addressing safety concerns.



Rankings – Frequency and Intensity

It's natural for people to consider each item to be very important. To better understand what was most important, participants were asked to rank their top five considerations. The graph below shows both the frequency (how often was an item ranked in the top 5) and intensity (what was each item's average ranking). A total of 49 responses were received. Safety, increasing the use of the bypass, and improving connectivity ranked the highest on average. It's interesting to note the gap between frequency and intensity for School Peak Periods. This gap shows that while not everyone thought that addressing traffic backups during school drop off and pick up times was important, those that did ranked it very high.



Who should join the conversation?

As indicated in the responses regarding expectations, participants at the kickoff meeting agreed that more voices need to be heard in the study. Participants were asked to respond to the following questions:

What stakeholders need to be involved?

Participants identified more than 130 individuals and groups that should be involved in the study, many of which were mentioned multiple times. The stakeholders identified include:

Residents and Organizations	Business Owners	Local Staff and Officials	State and Regional Agencies
Residents	Business owners	County staff (planning, public works, finance)	NCDOT district representatives
Property owners	Industry representatives	County Commissioners	NCDOT leadership
Young families	Home Builders Association	Police, Fire, and EMS	Gaston-Cleveland-Lincoln MPO
Community leaders within neighborhoods	Developers	School administration	State legislators
East Lincoln Betterment Association	Denver Area Business Association	Board of Education	
Home Owner Associations	Lincoln Economic Development Authority	Parent Teacher Associations (PTAs)	
Parents of students	Chamber of Commerce		
Commuters	Industrial leaders		
Rotary Club			
Churches			

How can we get the public involved?

Participants also were asked to identify effective ways to bring their friends and neighbors into the conversation about transportation in eastern Lincoln County. The following suggestions were provided:

- Make the process interesting and relevant for residents of all ages
- Have clarity on how the study will benefit the community
- Emphasize word of mouth by encouraging those that participate to invite others
- Canvass the neighborhoods using Facebook, email, and door-to-door
- Spread the word using newspapers (e.g. Denver Weekly), churches, water bills, the library, stores, restaurants, and Board of Commissioner meetings
- Go to the people by having a place where the public can go to get information at any time
- Use multiple ways to get feedback, including meetings and surveys (online and hardcopy)
- Make information readily available—post project information online, advertise meetings well in advance