Destination 2055 Goals Survey
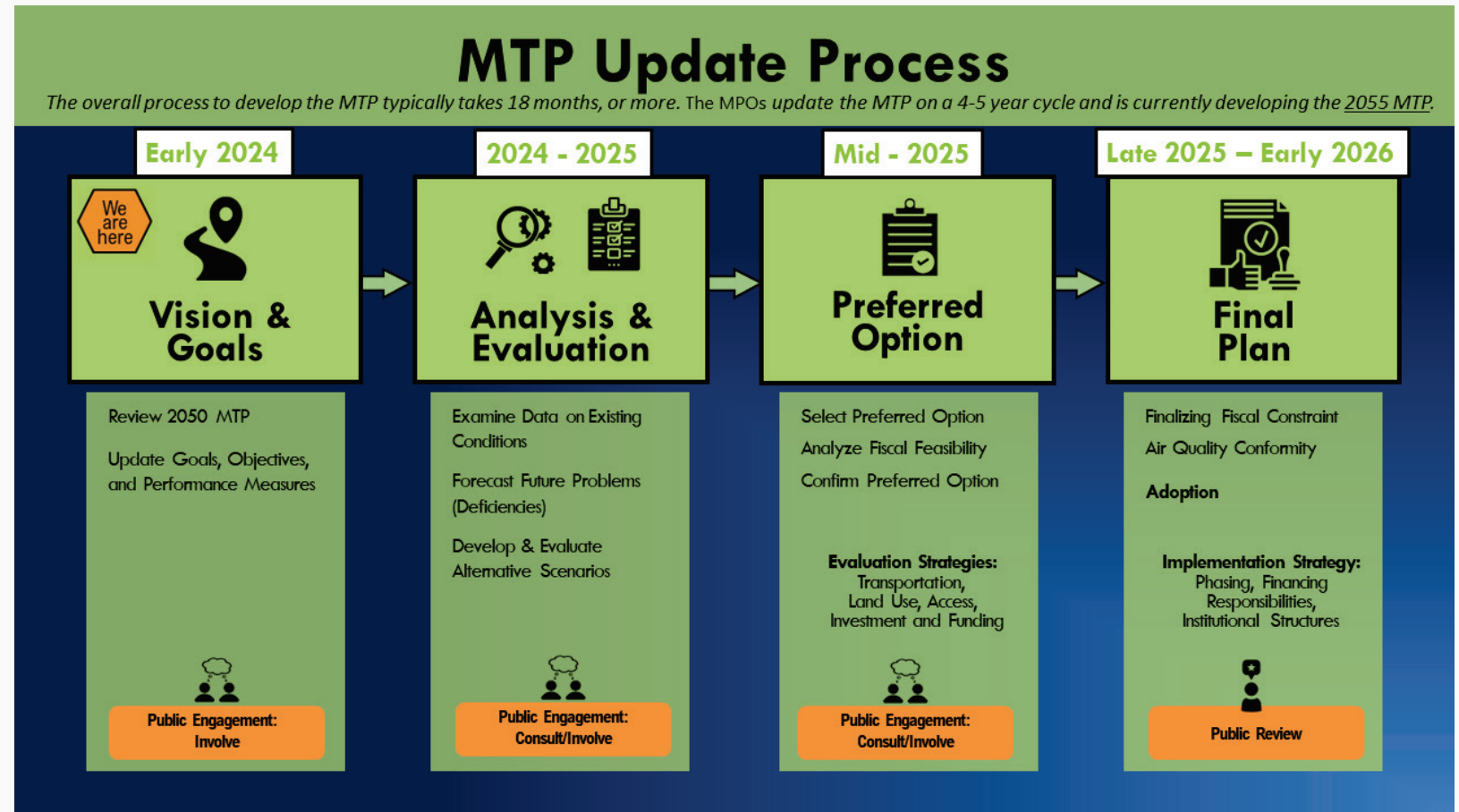
Colleen McGue, DCHC MPO Planning Manager

January 31, 2024

Destination 2055

- Public engagement occurs around (4) key decision points

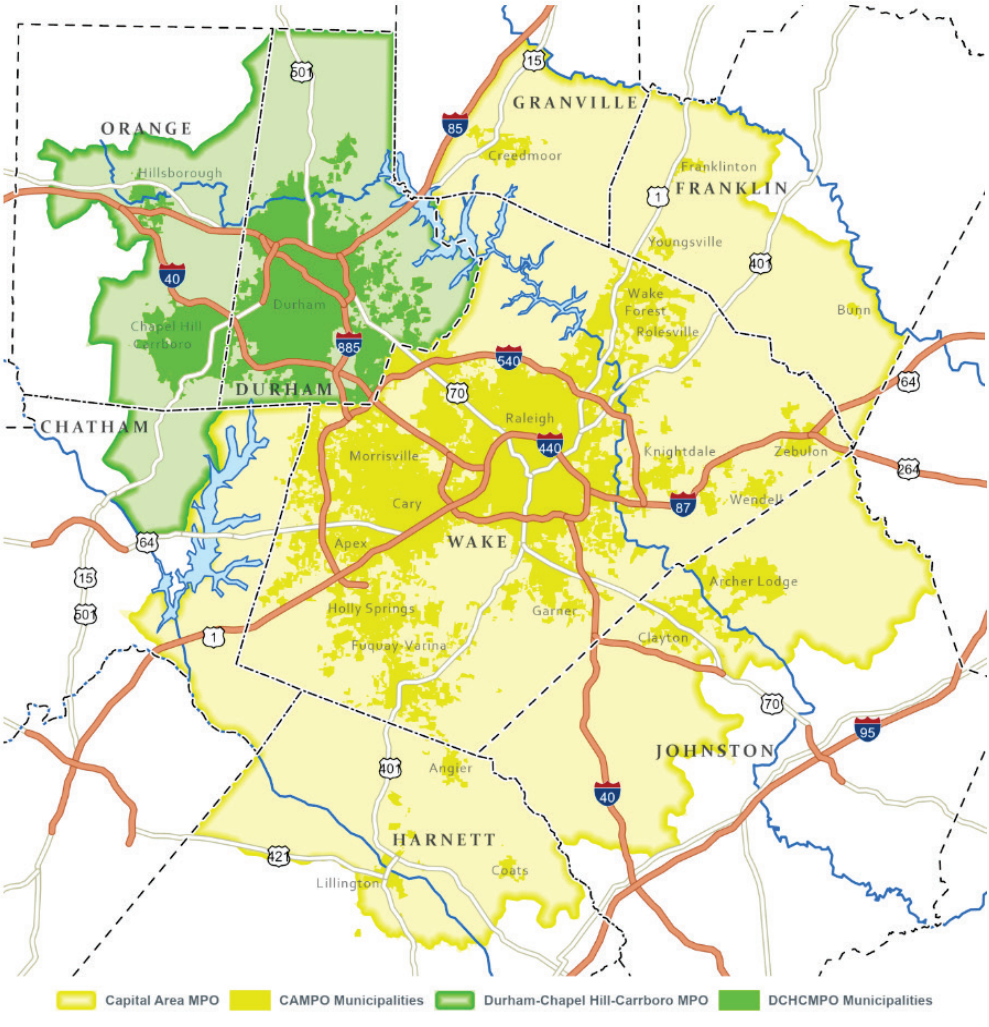- Engagement is based on the Public Engagement Strategy

MTP Update Process

The overall process to develop the MTP typically takes 18 months, or more. The MPOs update the MTP on a 4-5 year cycle and is currently developing the 2055 MTP.

Early 2024	2024 - 2025	Mid - 2025	Late 2025 — Early 2026
Vision & Goals	**Analysis & Evaluation**	**Preferred Option**	**Final Plan**
We are here			
Review 2050 MTP	Examine Data on Existing Conditions	Select Preferred Option	Finalizing Fiscal Constraint
Update Goals, Objectives, and Performance Measures	Forecast Future Problems (Deficiencies)	Analyze Fiscal Feasibility	Air Quality Conformity
	Develop & Evaluate Alternative Scenarios	Confirm Preferred Option	**Adoption**
		Evaluation Strategies: Transportation, Land Use, Access, Investment and Funding	**Implementation Strategy:** Phasing, Financing Responsibilities, Institutional Structures
Public Engagement: Involve	**Public Engagement: Consult/Involve**	**Public Engagement: Consult/Involve**	**Public Review**

Destination2055NC.com

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.
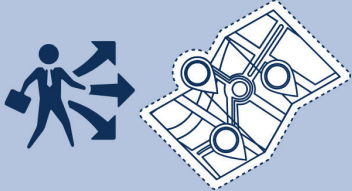
Email   SUBSCRIBE

Text   SUBSCRIBE

DRAFT GOALS

DESTINATION 2055
Metropolitan Transportation Plan for the Triangle Region

CAMPO
NC Capital Area Metropolitan Planning Organization

DURHAM · CHAPEL HILL · CARRBORO
DCHC
METROPOLITAN PLANNING ORGANIZATION

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

Phase 1: Goals Survey

November 16 through January 15

Goals Survey: Outreach Efforts

- MPOs, CPRC, Partner Jurisdictions/Organizations
  - Email Lists/Newsletters
  - Press Releases

- Paid Advertisements
  - Social Media
    - Facebook
    - Instagram,
    - X
    - LinkedIn
    - YouTube (Google)
  - Digital Media
    - News & Observer
    - Triangle Tribune
    - Que Pasa

- Pop-up Events
  - Food Halls
  - Transit Centers
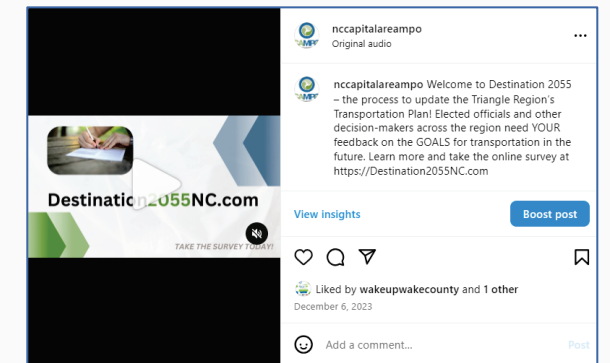 - Libraries
  - Community Centers

- Physical Materials
  - Paper Surveys
  - Bookmarks
  - Poster Boards

Pop-up at the Boxyard

PUBLIC NOTICES

HELP CREATE TOMORROW'S TRANSPORTATION SYSTEM

SURVEY Jan. 10 CLOSES

DESTINATION 2055
Metropolitan Transportation Plan for the Triangle Region

Destination2055NC.com

We Need Your Help!

The Triangle Region's transportation planning agencies are updating the area's long-range Metropolitan Transportation Plan.

If you're interested in future highway, bicycle, rail, pedestrian, and transit projects for our region over the next 30 years, *now's your chance to give feedback* on the goals and objectives that will guide the planning process.

Find out more about the planning process, take the survey, and sign up for updates by visiting the project website at https://Destination2055NC.com.

Contact Kelly Fomenko at (919) 503-4119 or Destination2055@publicinput.com if you have any comments or questions, or require accommodations.

Triangle Tribune

Instagram with Promo Video

Hey Triangle Region... Where should we go, together?
DESTINATION 2055
Metropolitan Transportation Plan for the Triangle Region
Take the SURVEY
Visit: Destination2055NC.com or text "Destination2055" to 73224

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%

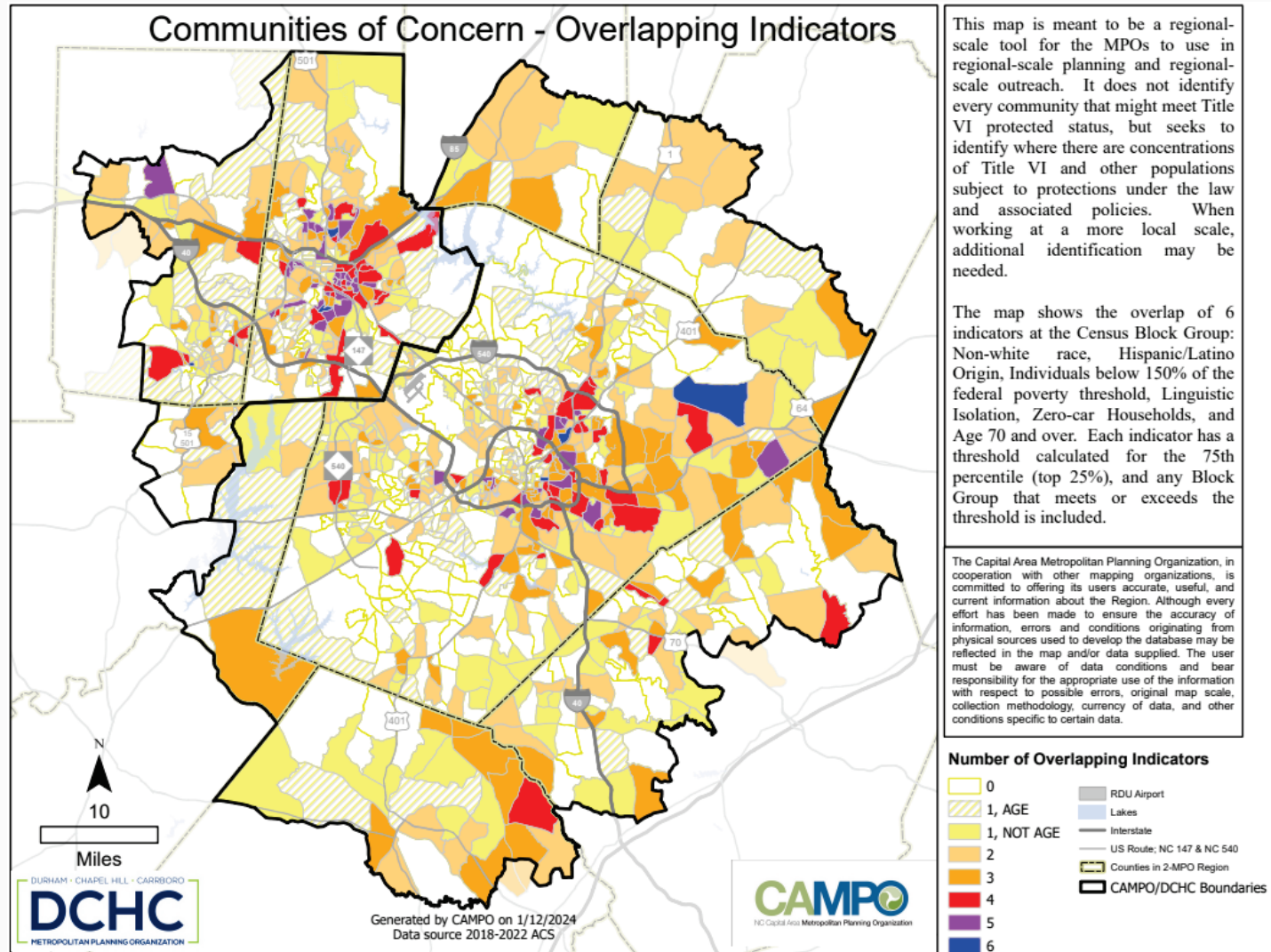*559 total participants*
(1% ≈ 5 people)

Where People Live: Responses by Home ZIP Code
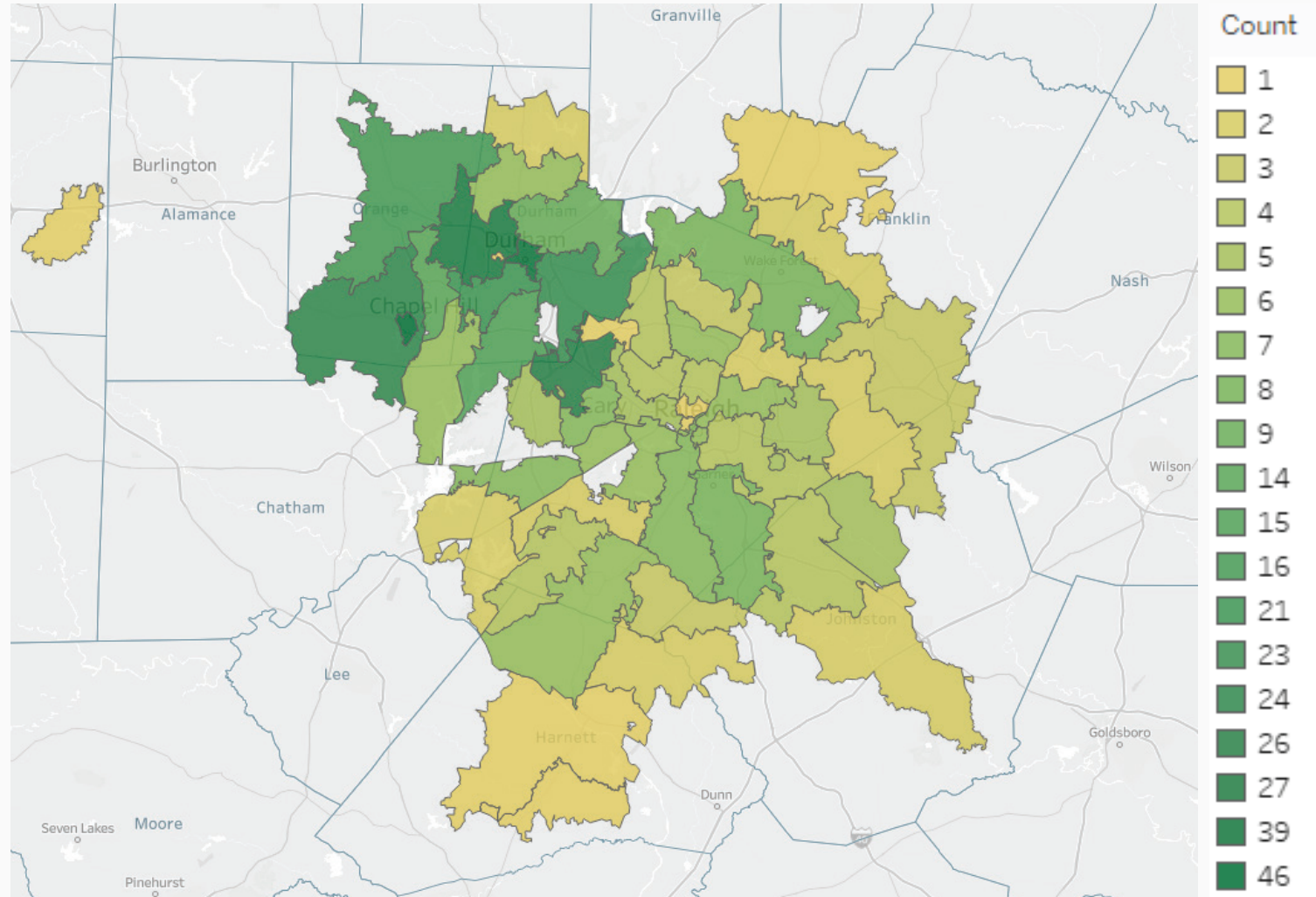
Where People Work or Commute To
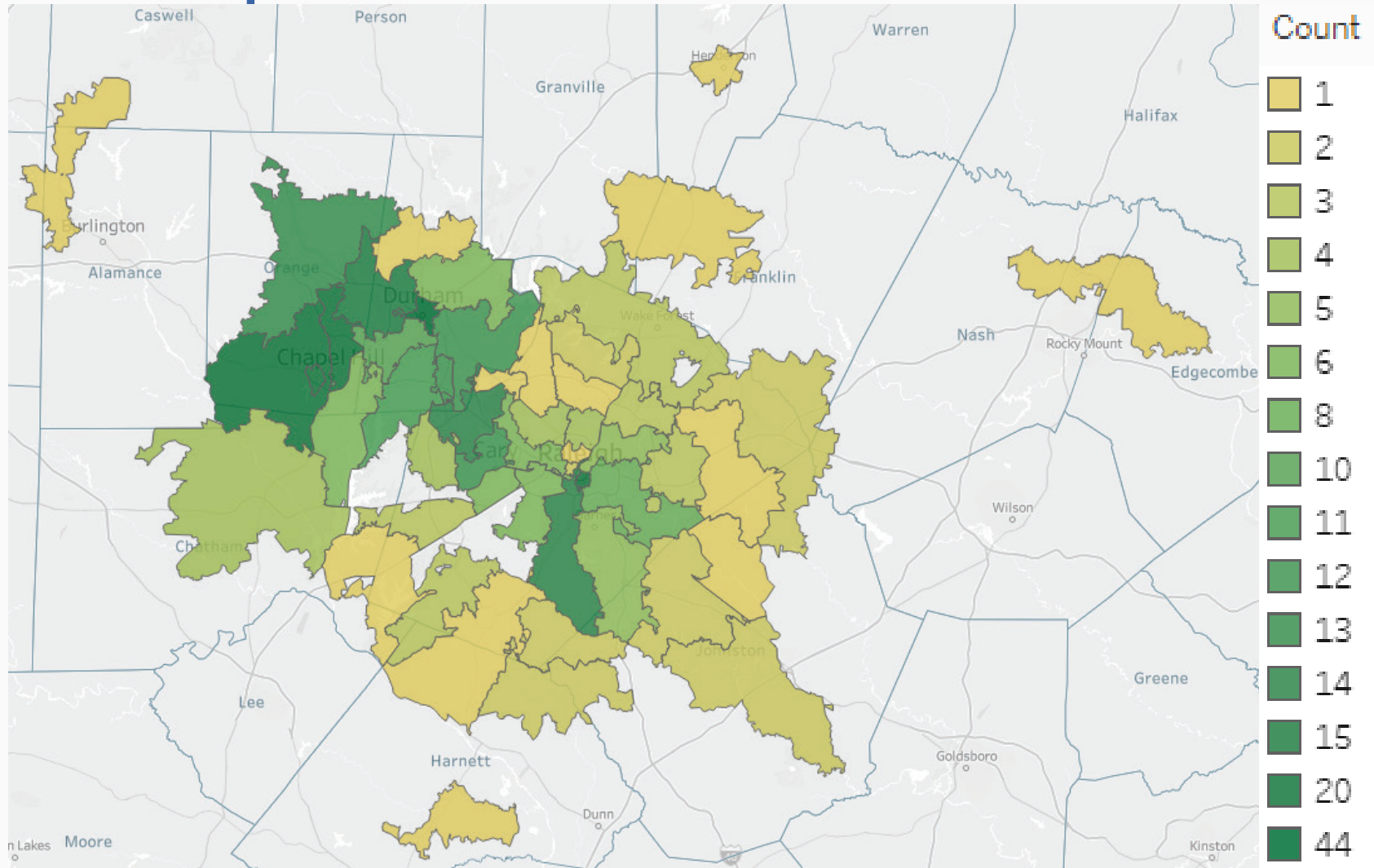
Underrepresented Communities

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?
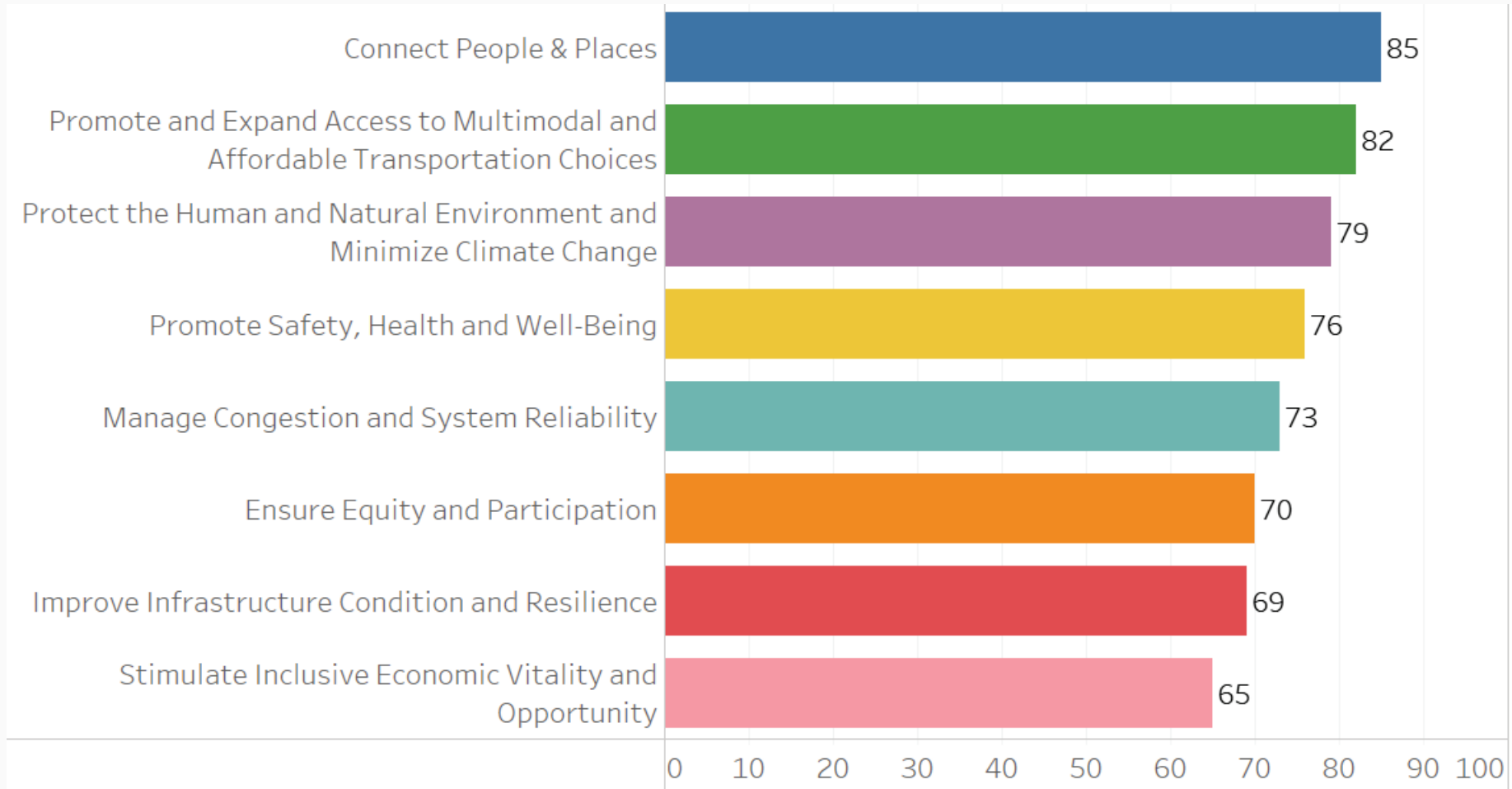
Improve Infrastructure Condition and Resilience
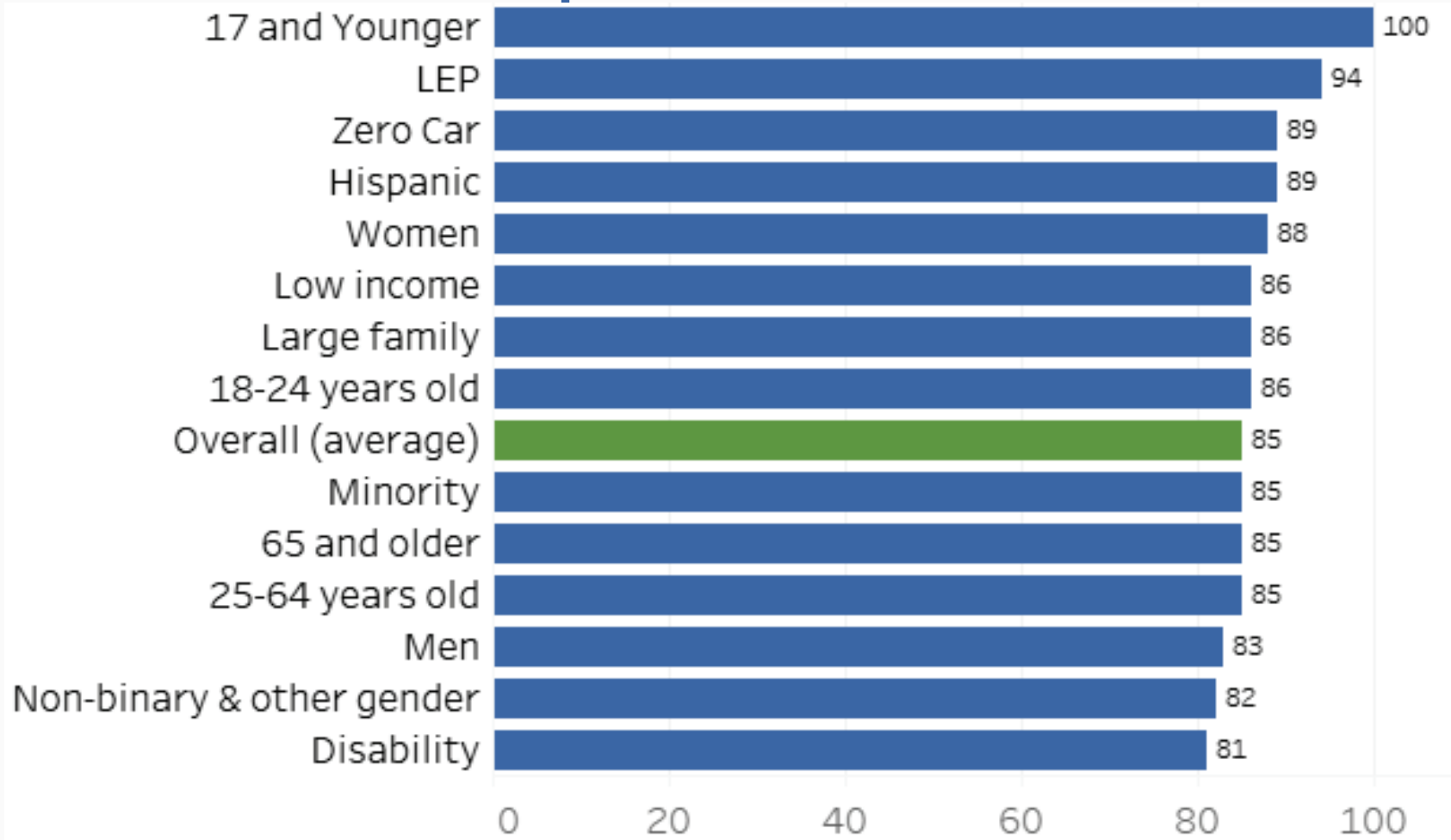
Not Important   Very Important
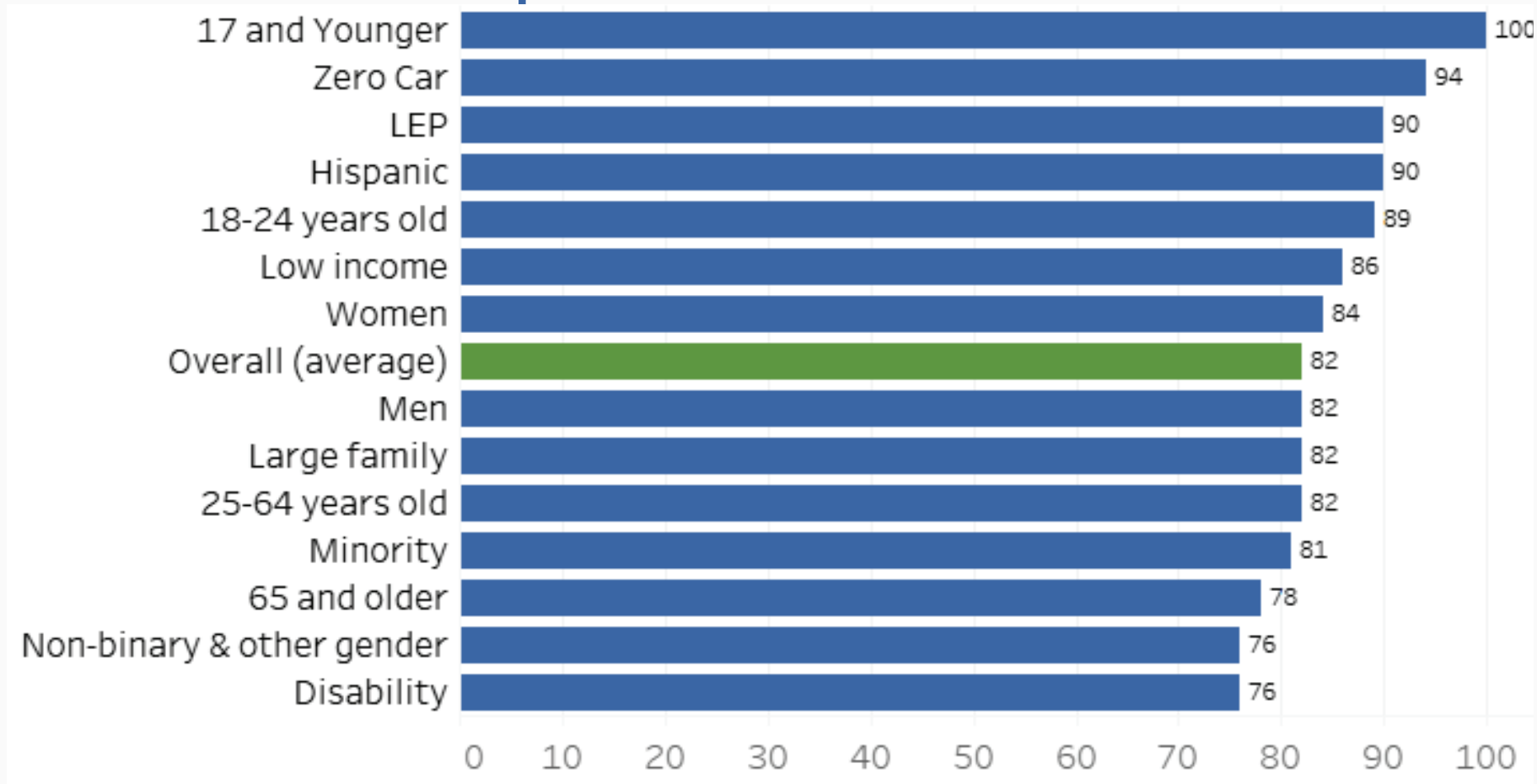
Feedback on Goals *(Not a Ranking)*
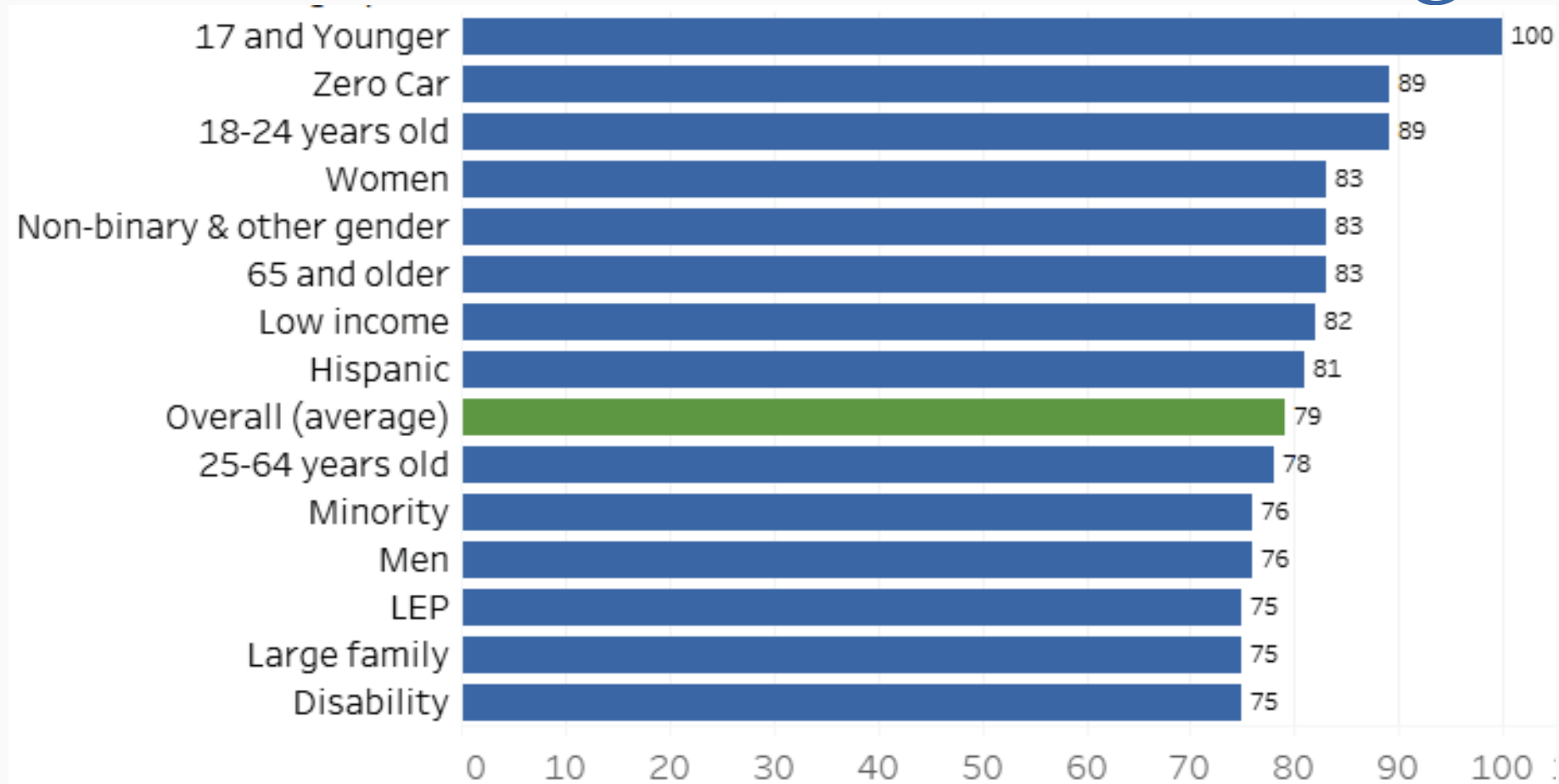
Goal: Connect People & Places

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

Goal: Promote & Expand Access to Multimodal & Affordable Transportation Choices

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

Goal: Protect the Human & Natural Environment & Minimize Climate Change

Group	Value
17 and Younger	100
Zero Car	89
18-24 years old	89
Women	83
Non-binary & other gender	83
65 and older	83
Low income	82
Hispanic	81
Overall (average)	79
25-64 years old	78
Minority	76
Men	76
LEP	75
Large family	75
Disability	75

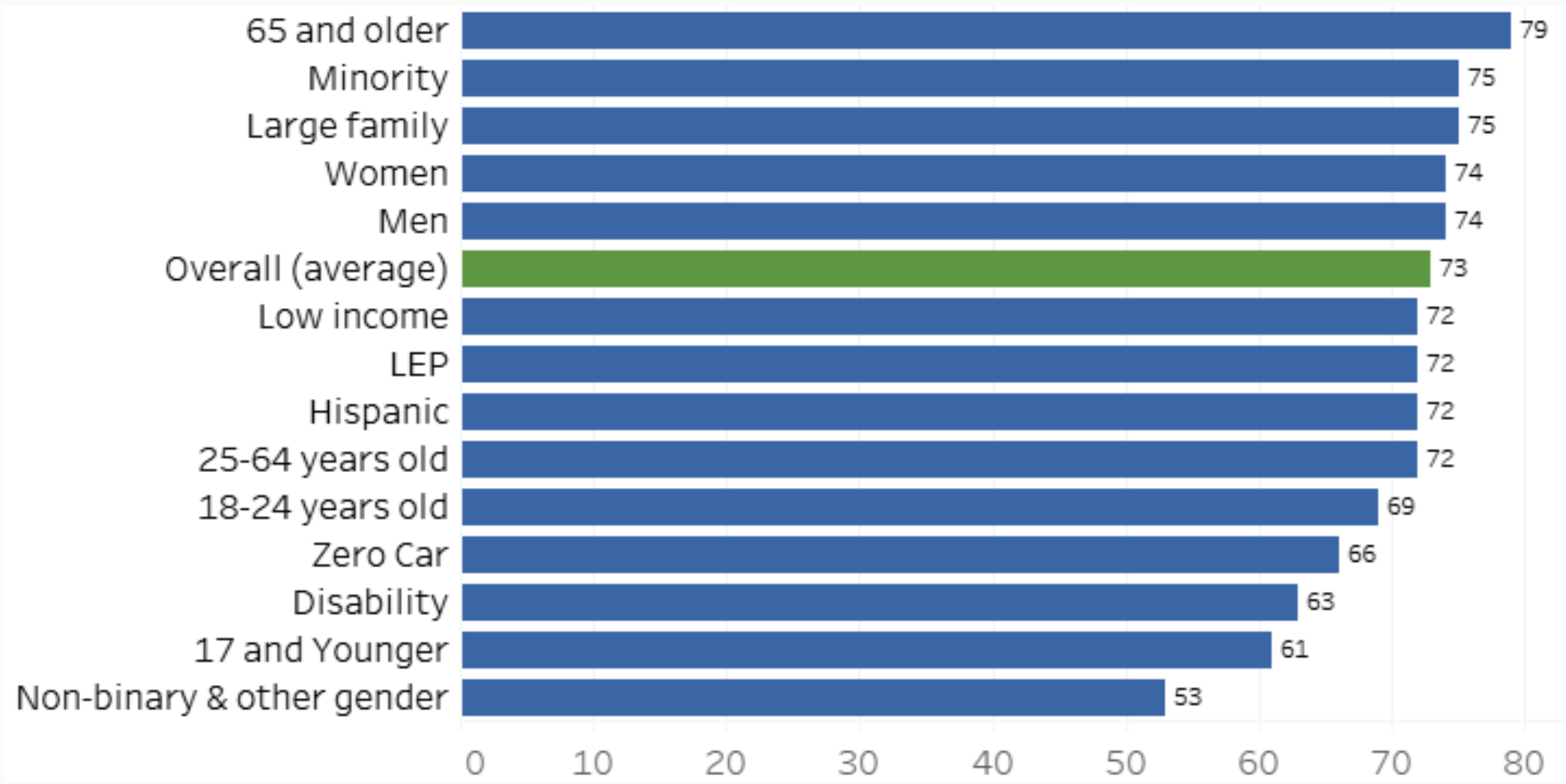*17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people*

Goal: Promote Safety, Health, & Well-Being
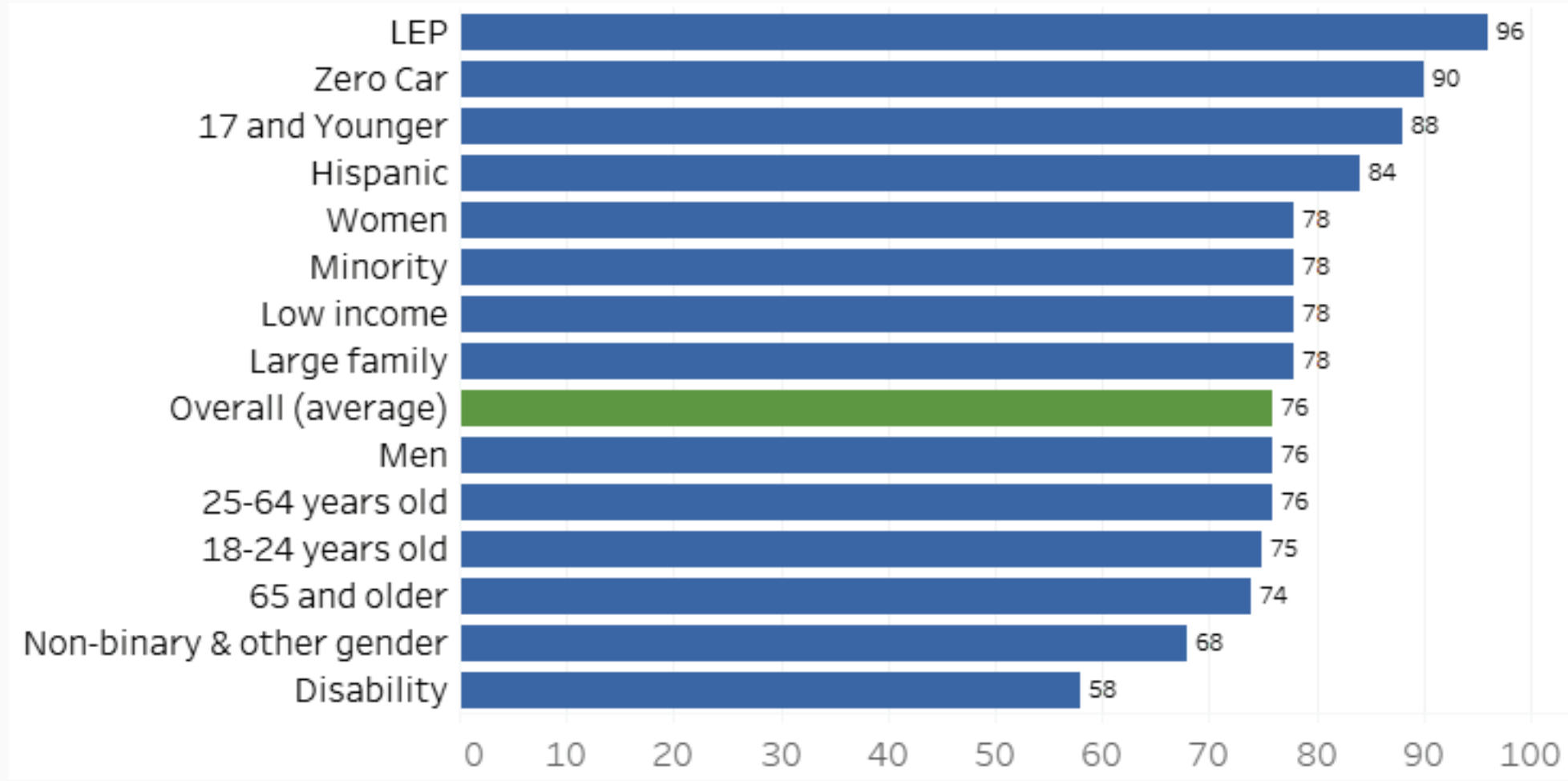
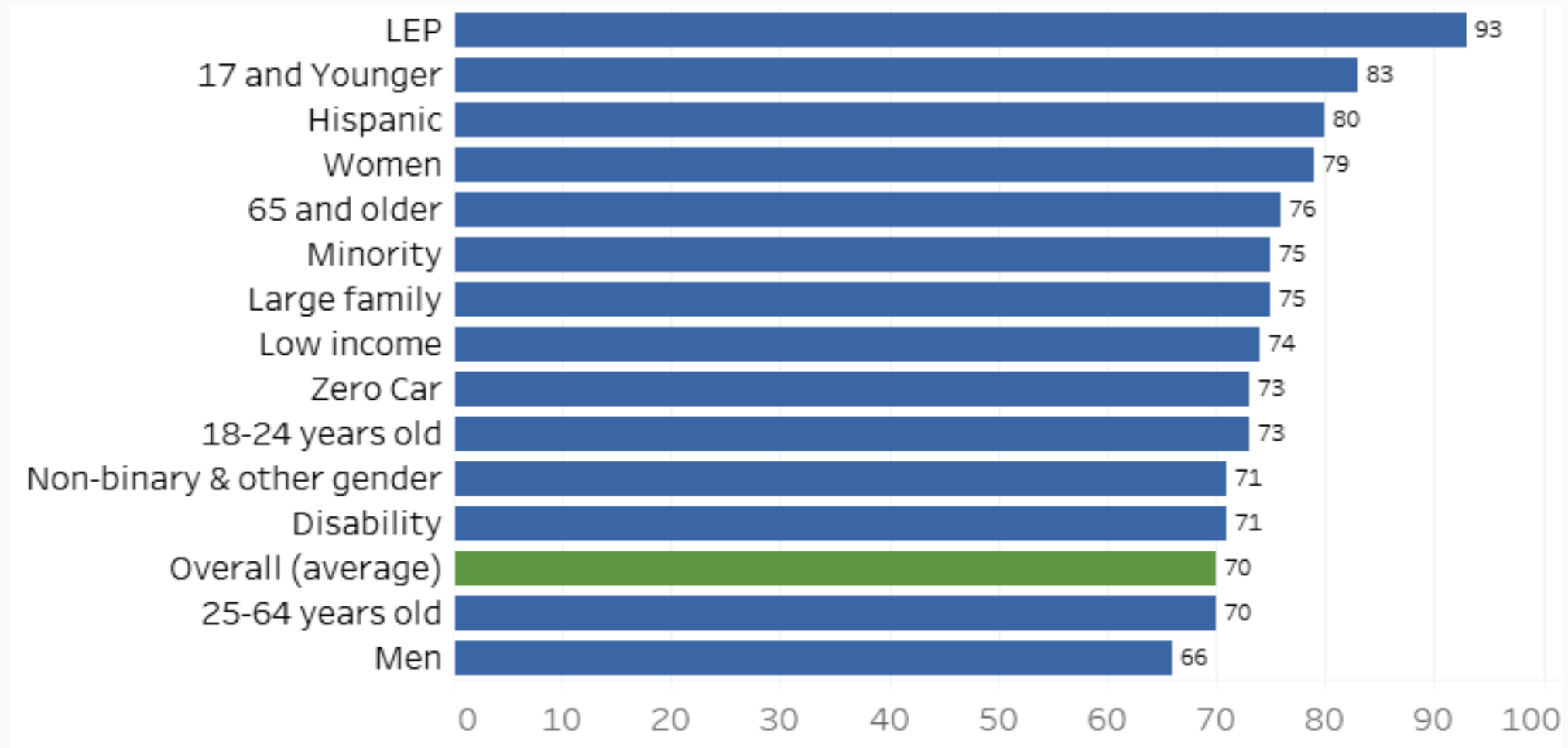| Category	Value
LEP	96
Zero Car	90
17 and Younger	88
Hispanic	84
Women	78
Minority	78
Low income	78
Large family	78
Overall (average)	76
Men	76
25-64 years old	76
18-24 years old	75
65 and older	74
Non-binary & other gender	68
Disability	58

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people
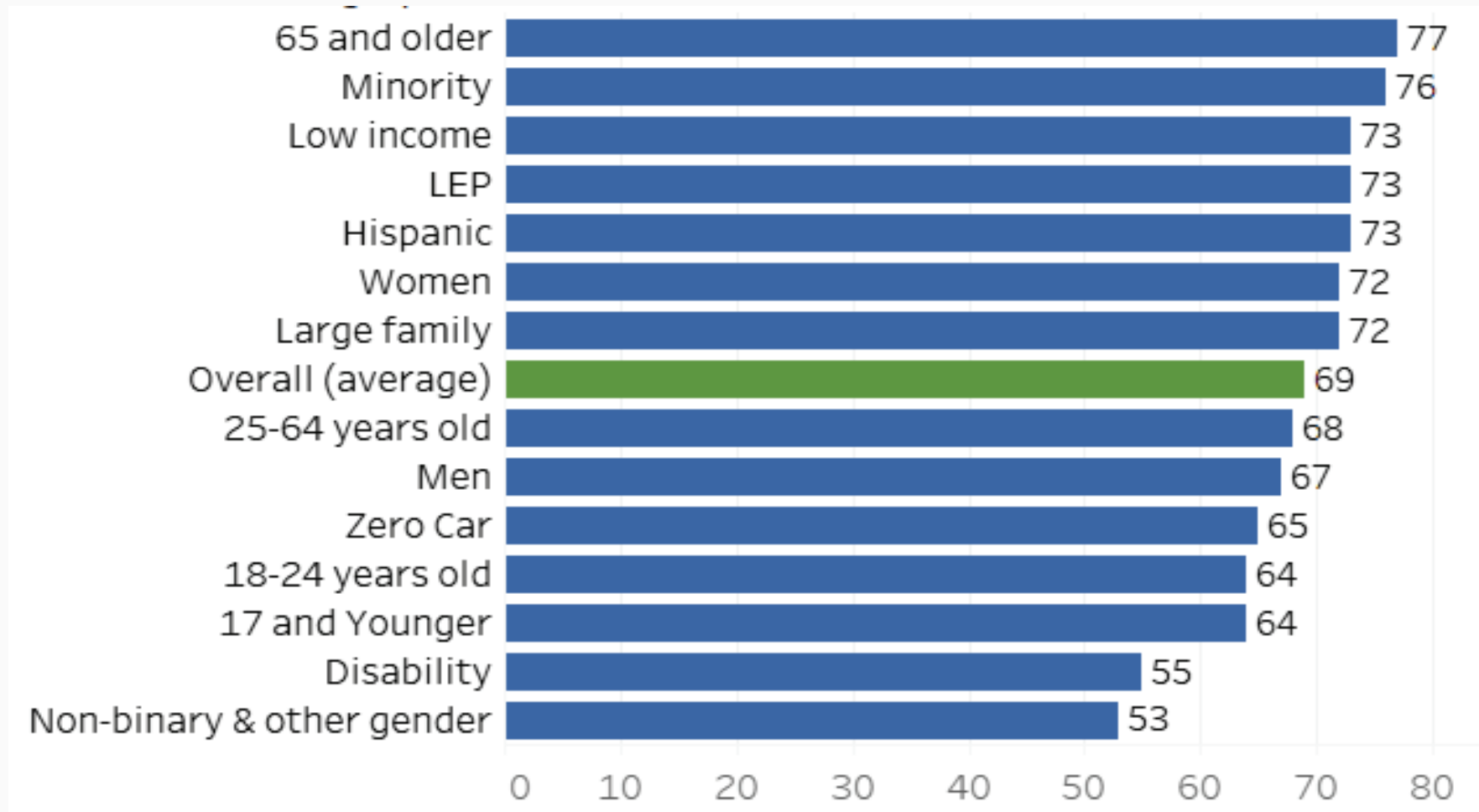
Goal: Manage Congestion & System Reliability

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

Goal: Ensure Equity & Participation

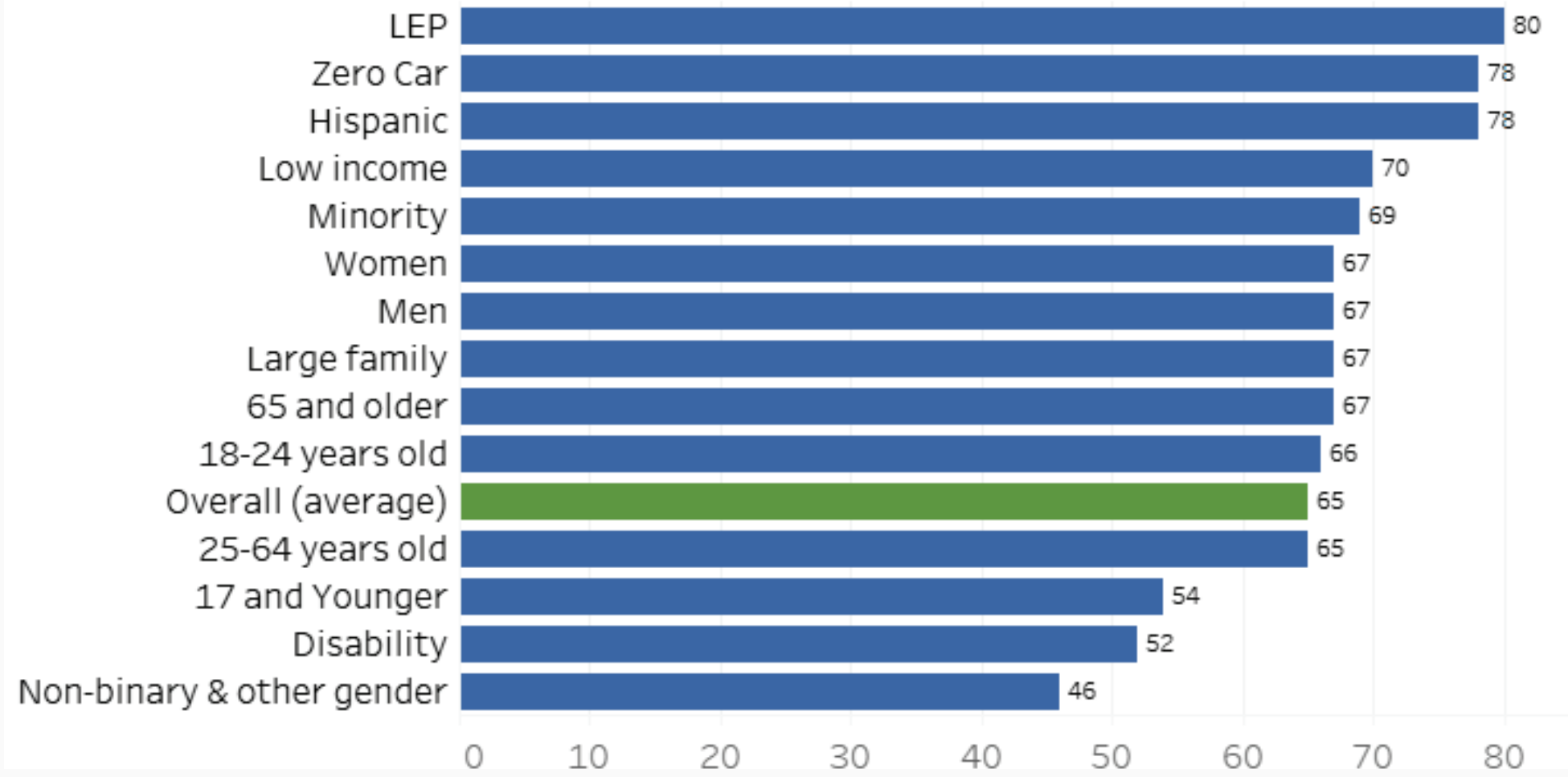| Category	Value
LEP	93
17 and Younger	83
Hispanic	80
Women	79
65 and older	76
Minority	75
Large family	75
Low income	74
Zero Car	73
18-24 years old	73
Non-binary & other gender	71
Disability	71
Overall (average)	70
25-64 years old	70
Men	66

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

Goal: Improve Infrastructure Condition and Resilience

*17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

Goal: Stimulate Inclusive Economic Vitality & Opportunity

Bar chart values:
- LEP: 80
- Zero Car: 78
- Hispanic: 78
- Low income: 70
- Minority: 69
- Women: 67
- Men: 67
- Large family: 67
- 65 and older: 67
- 18-24 years old: 66
- Overall (average): 65
- 25-64 years old: 65
- 17 and Younger: 54
- Disability: 52
- Non-binary & other gender: 46

17 and Younger and Limited English Proficiency (LEP) represent 1% of participants, or 5-6 people

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?
- Any additional information that would be helpful for individual Board meetings?