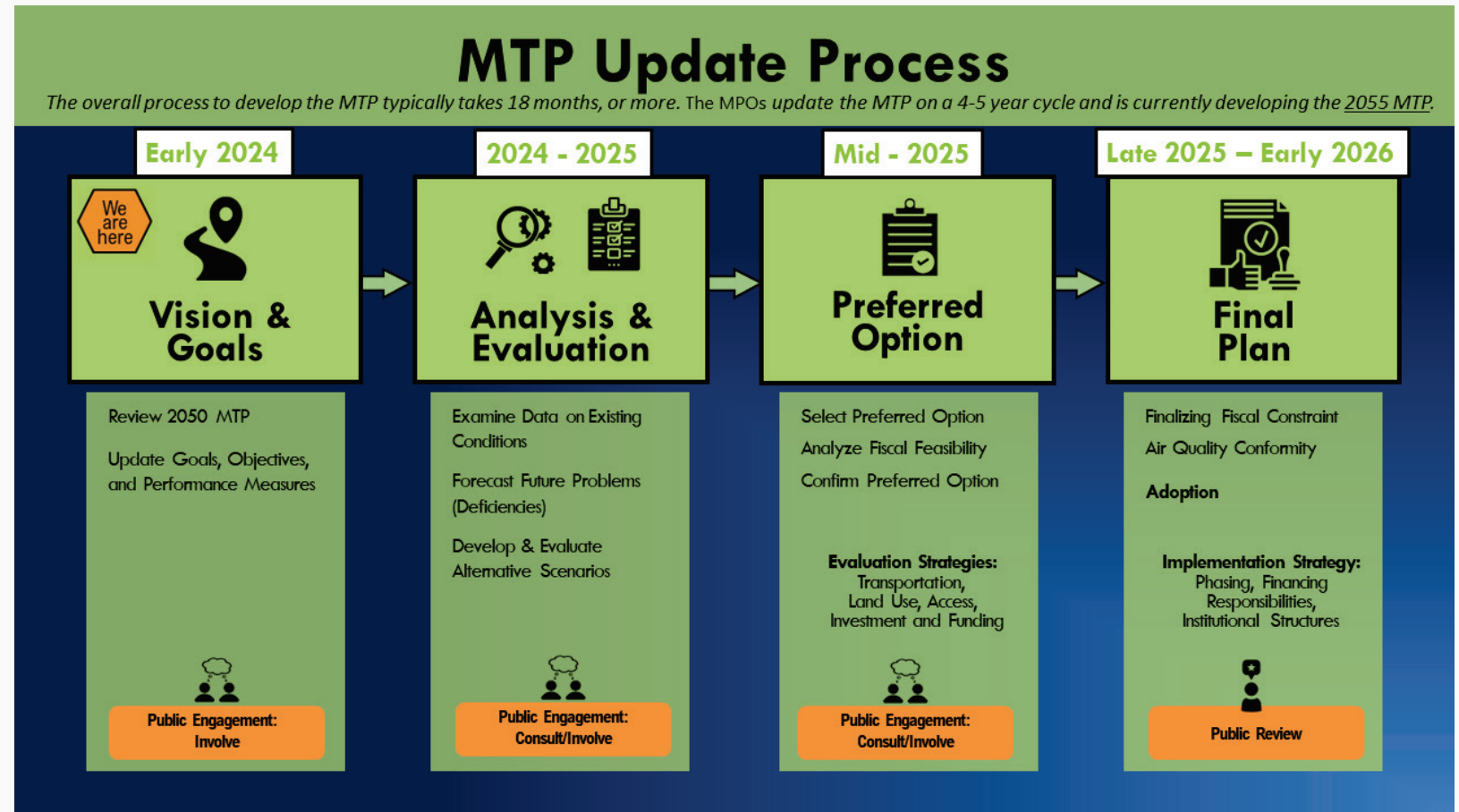# Destination 2055
Goals Survey (Follow Up)

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

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
We are here
Vision & Goals

Review 2050 MTP

Update Goals, Objectives, and Performance Measures

Public Engagement: Involve

2024 - 2025
Analysis & Evaluation

Examine Data on Existing Conditions

Forecast Future Problems (Deficiencies)

Develop & Evaluate Alternative Scenarios

Public Engagement: Consult/Involve

Mid - 2025
Preferred Option

Select Preferred Option
Analyze Fiscal Feasibility
Confirm Preferred Option

Evaluation Strategies:
Transportation, Land Use, Access, Investment and Funding

Public Engagement: Consult/Involve

Late 2025 — Early 2026
Final Plan

Finalizing Fiscal Constraint
Air Quality Conformity

Adoption

Implementation Strategy:
Phasing, Financing Responsibilities, Institutional Structures

Public Review

CAMPO
NC Capital Area Metropolitan Planning Organization

DCHC
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METROPOLITAN PLANNING ORGANIZATION

Destination2055NC.com

DESTINATION 2055
Metropolitan Transportation Plan
for the Triangle Region

Introduction/Home

About Destination 2055

Public Input Opportunities

Plan Development Schedule

Document Library

Resources

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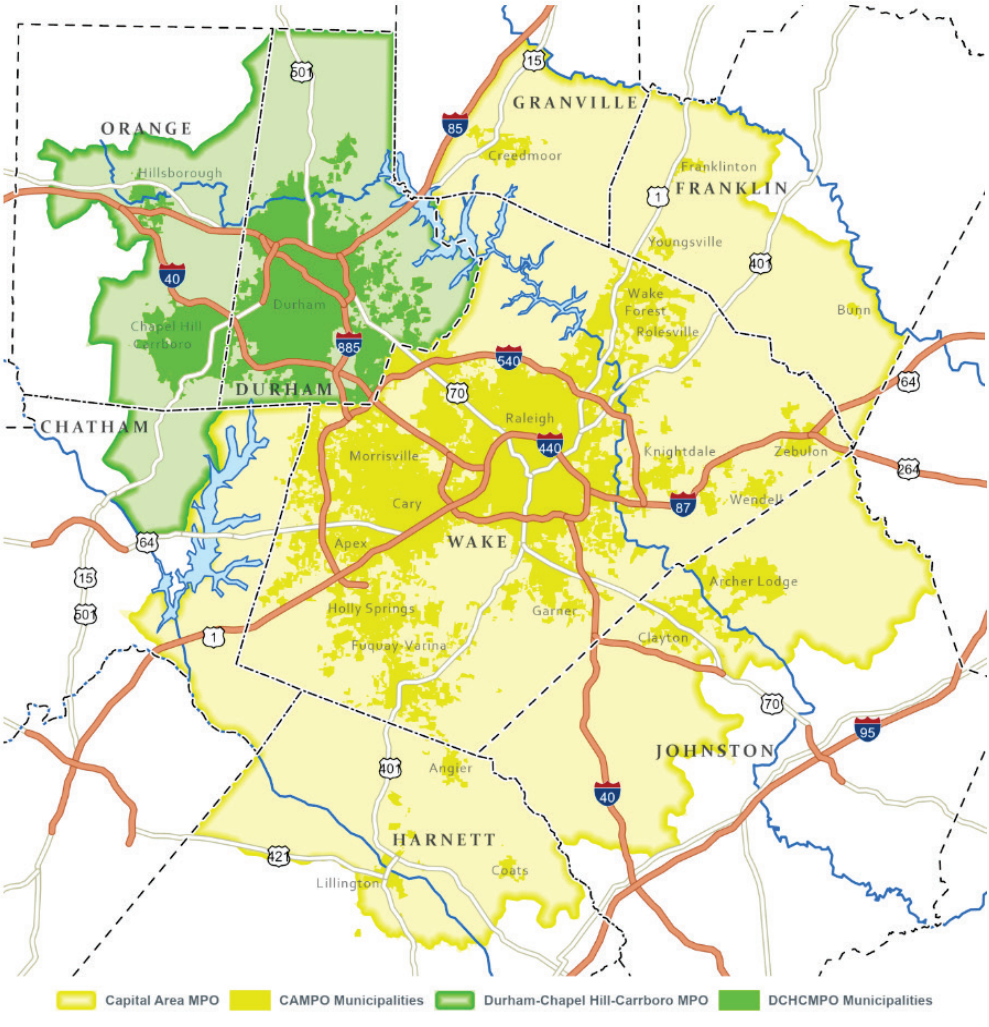
There are four key decision points in the *Destination 2055* process that will include specific directed public engagement:

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.
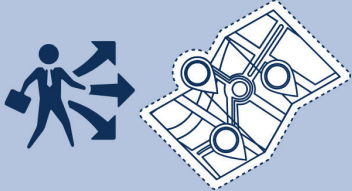
| Email | **SUBSCRIBE** |
| Text | **SUBSCRIBE** |

Capital Area MPO   CAMPO Municipalities   Durham-Chapel Hill-Carrboro MPO   DCHCMPO Municipalities

CAMPO
NC Capital Area Metropolitan Planning Organization

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DESTINATION 2055
Metropolitan Transportation Plan for the Triangle Region

DRAFT GOALS

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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
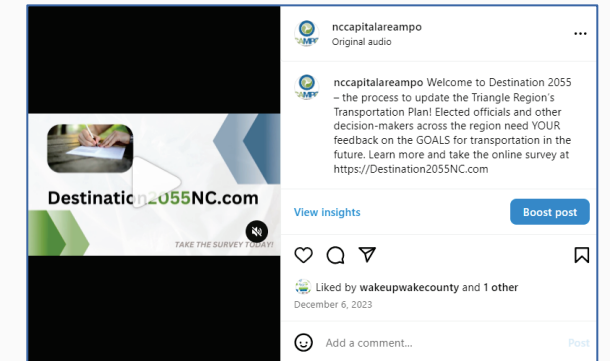 - Community Centers

- Physical Materials
  - Paper Surveys
  - Bookmarks
  - Poster Boards

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%

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METROPOLITAN PLANNING ORGANIZATION

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
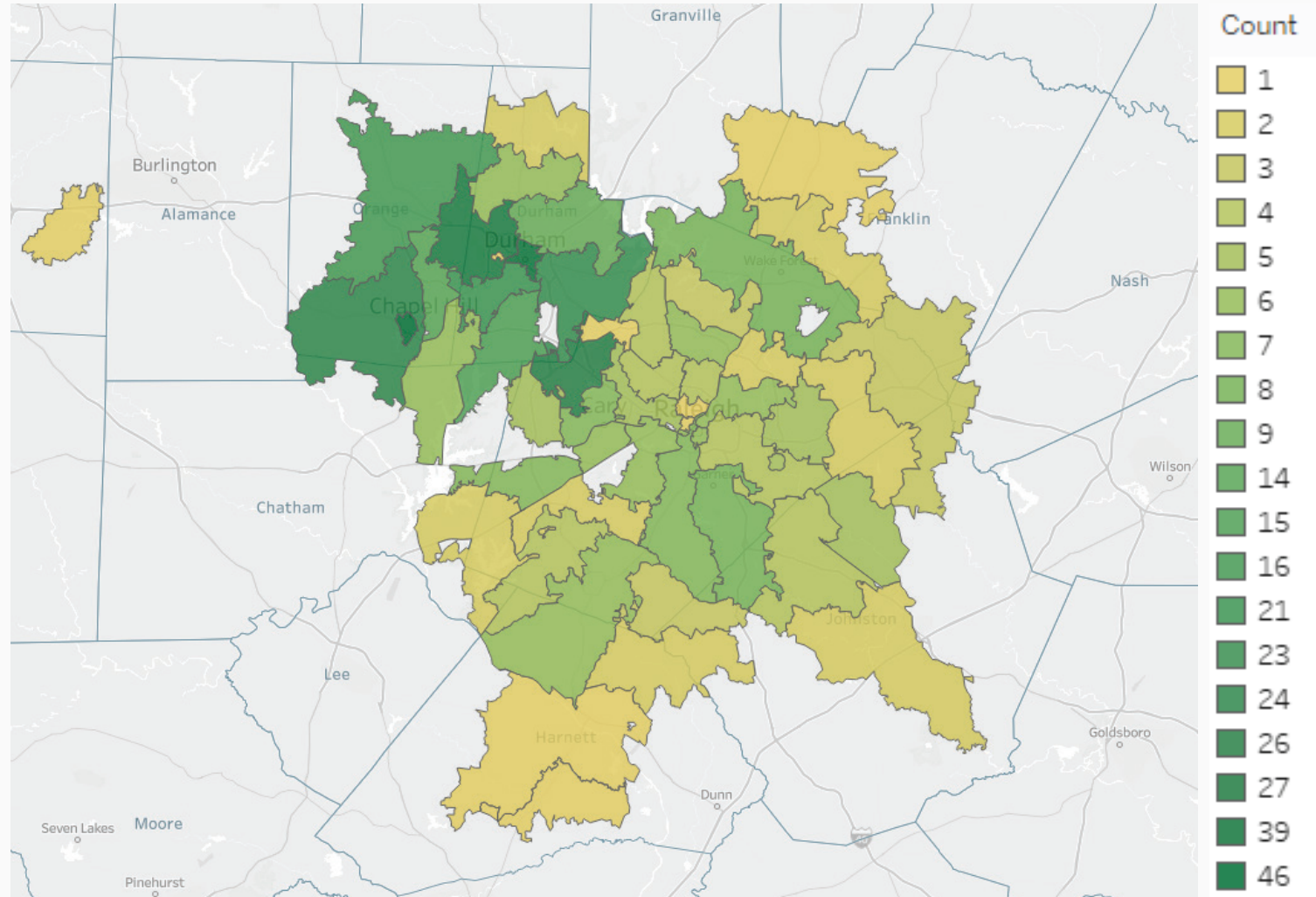
Where People Work or Commute To
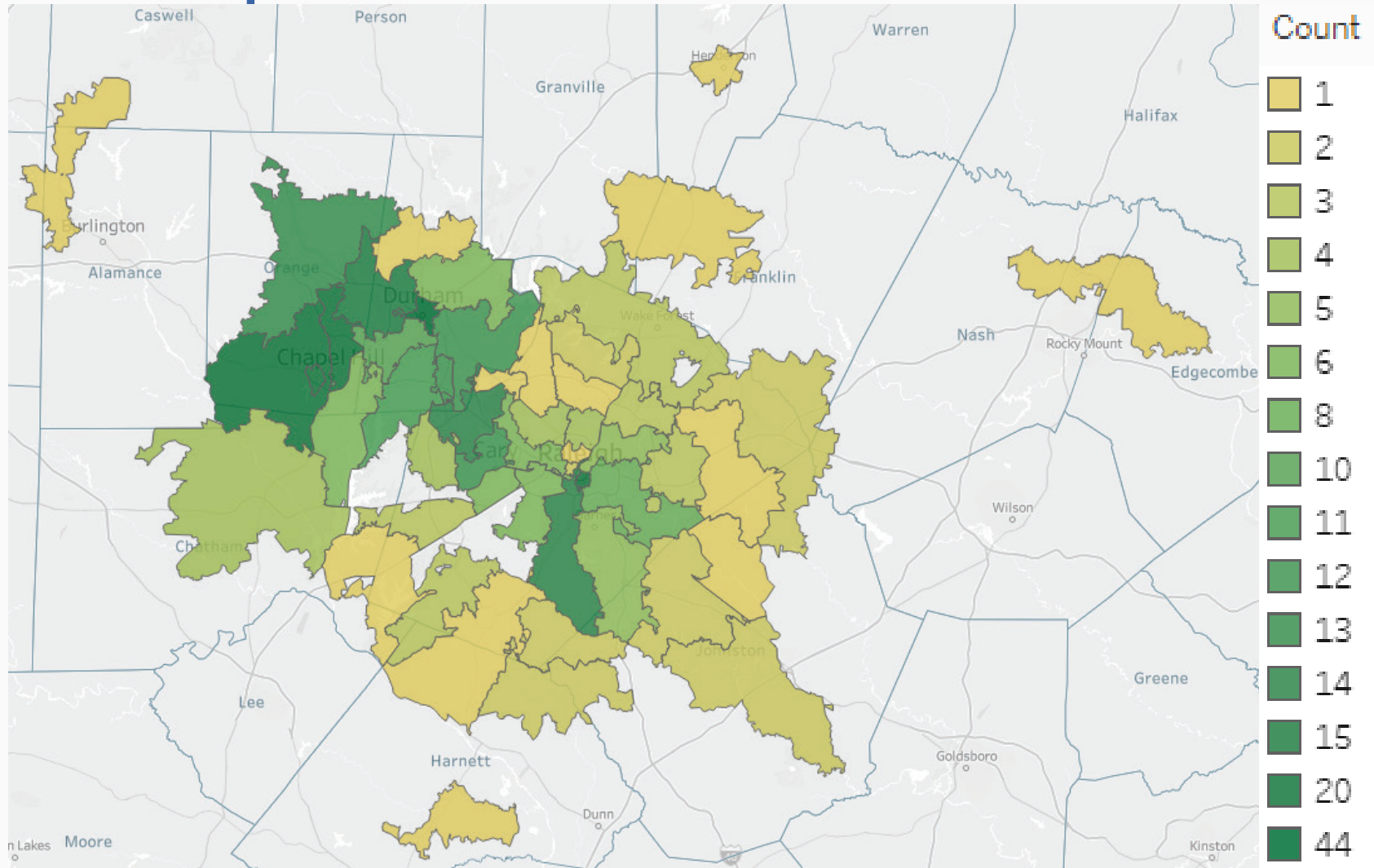
Underrepresented Communities
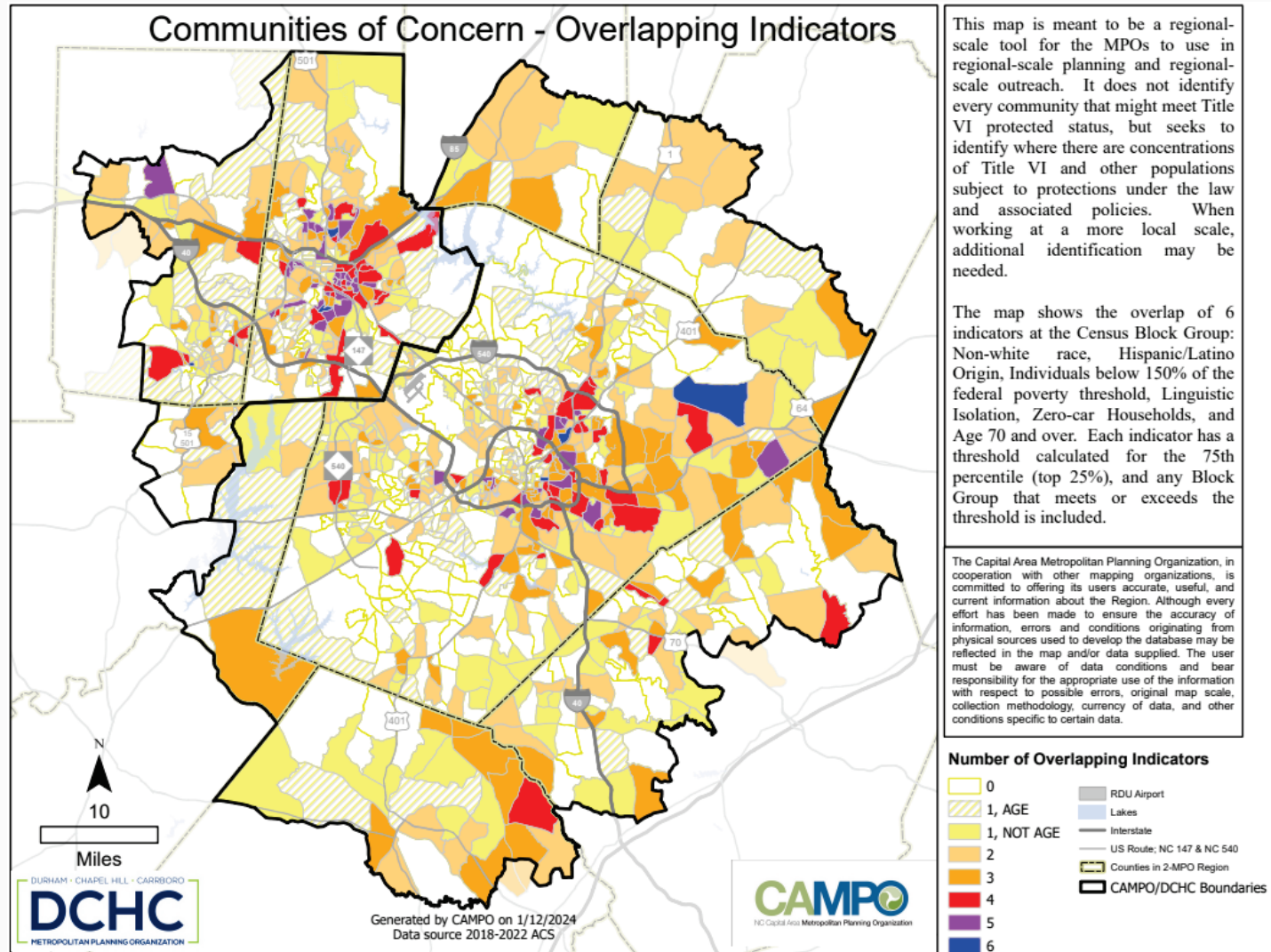
Feedback on Draft Goals

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?
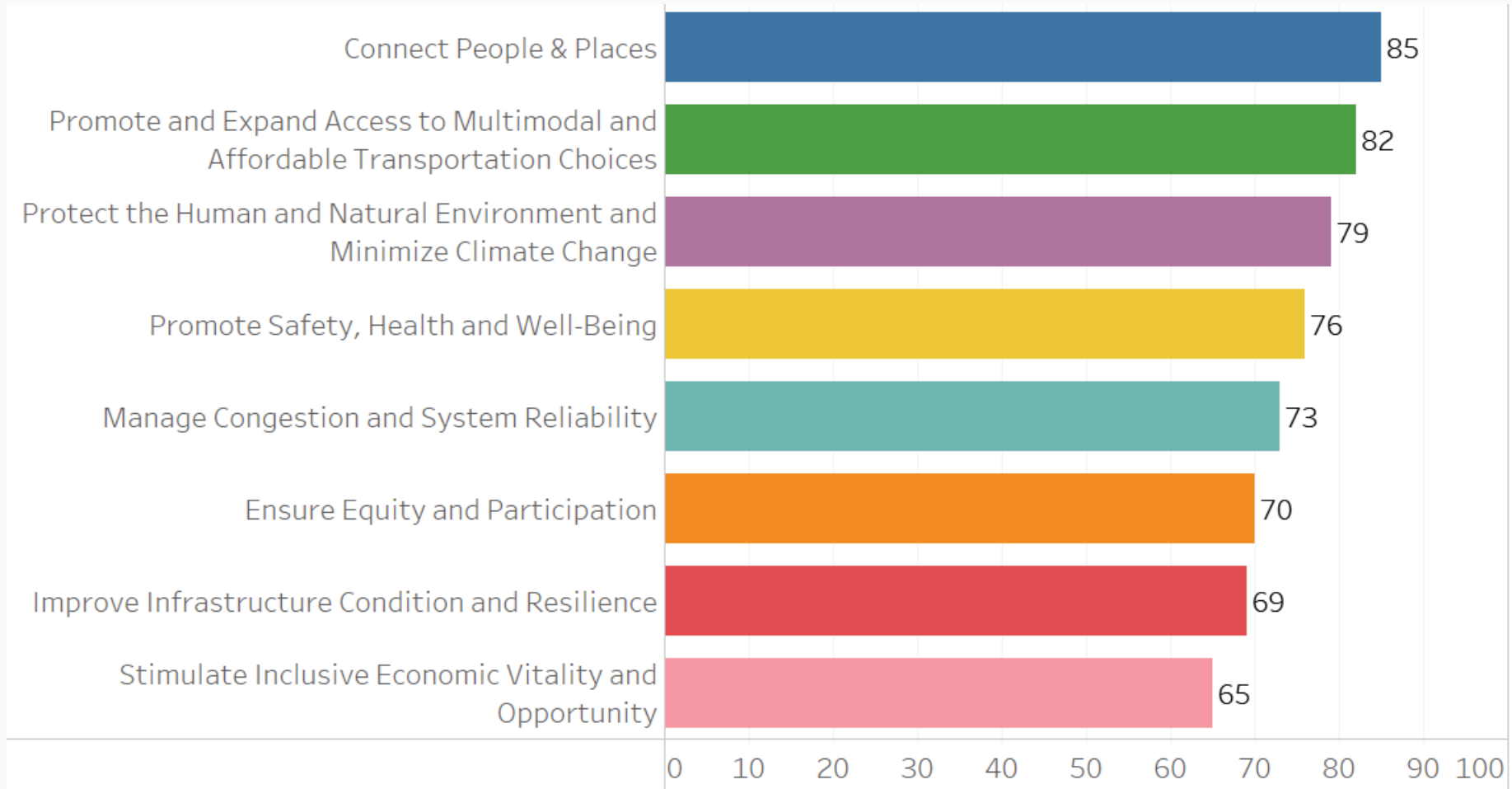
Improve Infrastructure Condition and Resilience

Not Important   Very Important

Feedback on Goals *(Not a Ranking)*

Goal	Value
Connect People & Places	85
Promote and Expand Access to Multimodal and Affordable Transportation Choices	82
Protect the Human and Natural Environment and Minimize Climate Change	79
Promote Safety, Health and Well-Being	76
Manage Congestion and System Reliability	73
Ensure Equity and Participation	70
Improve Infrastructure Condition and Resilience	69
Stimulate Inclusive Economic Vitality and Opportunity	65

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
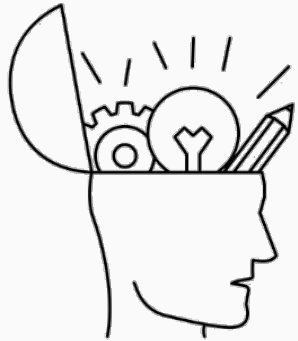
3) **Equity and Participation**
   - Strong support; some concerned that participation slows down process/project delivery

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!