

NORTH CAROLINA

Department of Transportation



How To Reach Underserved Communities with VPI – NJDOT Tech Talk

Jamille Robbins

October 2021

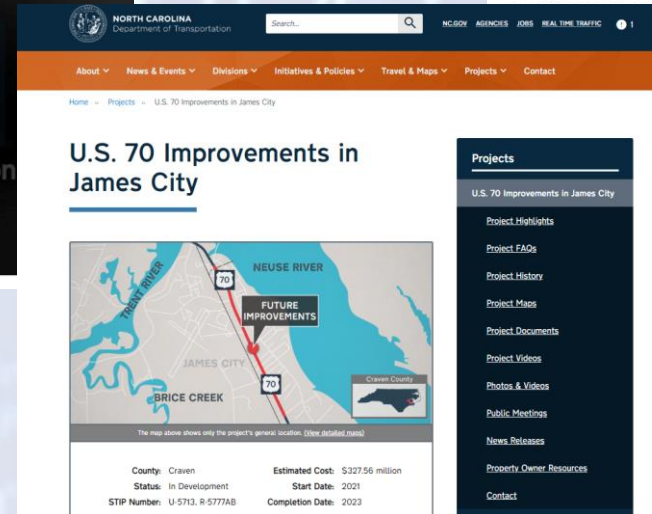
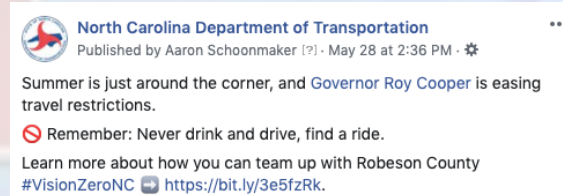
Importance of Marketing

- Educational
- Information = Transparency
- Establish & Maintain Relationships = Building Trust
- Broadened Outreach -> Increased Engagement = Participation, Equitability & Inclusiveness

Outreach Marketing

Advertising Methods

- Social Media
 - Nextdoor
- Traditional Media
- Webpages
- State/Partner Agency & Organization Networks
- Radio / Television



Outreach Marketing

Advertising Methods

- Newsletters/Postcards
- Educational/Promotional Videos
- Door Hangers/Flyers
- Community Events/Festivals
- Community School Events/Flyers
- College and University Events





Corridor K Improvements
Attn: Diane Wilson
NCDOT - EAU
1598 Mail Service Center
Raleigh, NC 27699-1598

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*View from westbound N.C. 143
showing proposed land bridge.*

*Climbing lanes in both directions are
proposed in the Stecoah Gap area.*

*The Appalachian Trail would be
realigned over a proposed
land bridge to provide safe passage
for wildlife and pedestrians
on the Appalachian Trail.*



Aquellas personas que no hablan inglés, o tienen limitaciones para leer, hablar o entender inglés, podrían recibir servicios de interpretación si los solicitan de la reunión llamando al 1-800-481-6494

Contact NCDOT as soon as possible if you require any accommodations under the Americans with Disabilities Act to participate in this process. Anyone requiring special services should contact Diane Wilson at (919) 707-6073 or pdwilson1@ncdot.gov.

NCDOT Project Manager
Wanda H. Austin, PE
NCDOT Highway Division 14
253 Webster Road
Sylva, NC 28779
Robbinsville-Stecoah@publicinput.com

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Robbinsville-Stecoah@publicinput.com



Proposed Corridor K Improvements
U.S. 129 at Robbinsville to N.C. 28 at Stecoah
State Transportation Improvement Program Project No: A-0009C

Virtual Public Hearing

October 1, 2020
6:00 to 8:00 PM

Due to COVID-19, NCDOT is not holding an in-person public meeting for this project. Instead, a virtual meeting will be held.

For more information on this project and to participate in the Virtual Public Hearing, please visit:

<https://publicinput.com/Robbinsville-Stecoah>

On this site you can view information on A-0009C of the project, including maps, costs and schedule as well as Frequently Asked Questions (FAQs).

Scan with a phone camera
to view the project website.



Comments and questions may be submitted online, by email, or by calling (984) 205-6615 and entering Project Code 9893.

For those unable to access the Virtual Public Hearing materials online, a copy of the presentation and meeting handout can be requested by calling the number shown above.



PROJECT UPDATE:

- "Improve Existing" Alternative Selected as NCDOT Preferred Alternative
- Virtual Public Meeting being held to gather your feedback on the Preferred Alternative
- Project purpose is to improve mobility and travel time reliability between Robbinsville and Stecoah
- Proposed improvements include passing/climbing lanes, paved shoulders, and sidewalks in Robbinsville and Stecoah
- Project includes short realignment of Appalachian Trail and a land bridge across N.C. 143
- Right-of-way acquisition currently scheduled to start in 2021
- Construction currently scheduled to start in 2022





NCDOT - Rail Division
Attn: Gregory Blakeney
1553 Mail Service Center
Raleigh, NC 27699

Proposed Design Changes

Since receiving final survey data and completing preliminary engineering design, it has been determined that it is not feasible to tie Lacy Avenue into the north side of Millbrook Road which currently maintains access to several businesses.

Design Change #1: Close the north side Lacy Avenue entrance and construct a new connection to Lacy Avenue from Old Wake Forest Road, north of Millbrook Road. (see attached map)

On the south side of Millbrook Road, the 2015 public meeting maps showed the 2nd Street connection to Millbrook Road via Lacy Avenue being closed with the only way to access to businesses on 2nd Street was off of Old Wake Forest Road.

Design Change #2: Due to the right in/right out flow at the intersection of 2nd Street and Old Wake Forest Road, it is now proposed to maintain the 2nd Street connection to Millbrook Road using Lacy Avenue instead of closing it. (see attached map)

***Please visit the project website to view additional informational, including an educational video.**

Project Schedule*

Public Meeting	2015
Environmental Document	March 2017
Right-of-Way Acquisition	May 2021
Construction Begins	May 2023

**Dates are preliminary and subject to change*

Project Funding**

Project Costs	\$ 1,100,000
Right-of-Way Acquisition	\$ 3,700,000
Construction Costs	\$ 14,130,000
Total	\$ 18,930,000

***Estimated cost are subject to change. Based on NCDOT STIP*

We want to hear from you!

Public involvement is an important part of the planning process and NCDOT would like to receive your comments.

Project Comments

Your input is important to us! Attached to this newsletter is a survey about this project. Once complete, please tear on the perforated edge and mail the survey to the contact on the back of the page. Optionally, you can fill out the same survey on the project website or email comments/questions to the following:

Project Website:

www.publicinput.com/MillbrookRoad-RailCrossing

Project Email Address:

MillbrookRoad-RailCrossing@publicinput.com

All comments are due February 28.

Project Contact

If you have any comments or questions about the project, please reach out to the project contacts below:

Gregory Blakeney
NCDOT Rail Project Manager
gmlakeney@ncdot.gov
(919) 707-4717

Brad Smythe, PE
NCDOT Rail Design Manager
bsmythe@ncdot.gov
(919) 707-4118

Connecting people, products, and places safely and efficiently, with customer focus, accountability and environmental sensitivity to enhance the economy and vitality of North Carolina.

How To Reach Underserved
Communities with VPI

Virtual Tools



NORTH CAROLINA
Department of Transportation



How to Read Design Maps for Public Hearings and Public Meetings

September 2020



Design Map

How to Read Design
Maps for Public Hearings

Legend

How to Read Design Maps
for Public Hearings and
Public Meetings

LEGEND	
	BUILDINGS
	EXISTING RIGHT OF WAY
	PROPOSED RIGHT OF WAY
	PROPOSED EASEMENTS (DRAINAGE, CONSTRUCTION, AND UTILITY)
	EXISTING ROADWAY
	EXISTING ROADWAY TO BE REMOVED
	EXISTING ROADWAY TO BE RESURFACED
	PROPOSED ROADWAY
	PROPOSED STRUCTURES, ISLAND, SIDEWALK, CURB AND GUTTER
	PROPOSED ISLAND WITH RED BRICK STAMP
	EXISTING STRUCTURES TO BE RETAINED
	EXISTING STRUCTURES TO BE REMOVED
	LAKES, RIVER, STREAMS AND PONDS
	RAILROAD RIGHT OF WAY
	NEW BERN BATTLEFIELD EARTHWORKS
	PROPOSED RIGHT OF WAY
	PROPOSED FULL CONTROL OF ACCESS
	EXISTING FULL CONTROL OF ACCESS
	PRESENT ADT
	FUTURE ADT
	PROPERTY LINES
	SLOPE STAKES
	WETLAND LIMITS BOUNDARY
	WETLAND



Virtual Tools

How To Reach Underserved Communities with VPI

1 NC Moves 2050 Possible Futures

WELCOME

We Want Your Input!

Help NCDOT prioritize its future investments and decisions. Your feedback will help identify what the future of transportation in North Carolina will look like.

Español Begin



A future where North Carolina's economy is growing in manufacturing, technology and jobs. North Carolina becomes a leader for attracting a skilled workforce and is well connected to national and global economies.

NCDOT Engagement Hub

The NCDOT engagement hub is the online home for outreach and listening efforts to shape the future of North Carolina's transportation infrastructure. Here you can find upcoming events, initiatives, and opportunities to share your input on key topics.

133K
RESPONSES

16K
PARTICIPANTS

45
TOPICS

Current Initiatives



W-5706N:NC710-DeepBranchRd

The NC Department of Transportation is proposing to construct a roundabout at the intersection of N.C. 710 and Deep Branch Road (S.R. 1339) in Robeson County. Both NC 710 and Deep...

Participate



R-5759: NC115-N-Wilkesboro

The NC Department of Transportation is proposing to widen N.C. 115 from U.S. 421 to 2nd Street in North Wilkesboro. State Transportation Improvement Program (STIP) Project...

Participate



R-5851: US17andNC904

The NC Department of Transportation is proposing to convert intersection at U.S. 17 and N.C. 904 to a reduced conflict intersection in Brunswick County. STIP project R-5851 will construct concrete...

27 29

Participate



I-5987: I-95 Widening

The proposed project involves widening an 18.7-mile segment of I-95 between I-15, 301/Forestville Road (Exit 231) to...

Updates

Via email

Your email

OR

Via text message

Your phone number

Sign up

Social Feed

Tweets by @NCDOT



@NCDOT

Today is National #ILoveHorsesDay. Back in the 1500's, Spanish explorers brought over horses that still populate and roam the Outer Banks near Corolla and Rodanthe. NC also has 3 mounted police units located in Raleigh, Wilmington and at NC State.



Virtual Tools

How To Reach Underserved Communities with VPI



Virtual Public Meeting: Downing Street Sidewalk Project I-2513 I-26 Connector – Burton Street Plan

February 2021

Concept 1 – North Side



- Requires less right of way
- Fewer trees are impacted
- Fewer utility pole relocations
- Crosses fewer driveways
- Provides easier access to the Community Center
- Potential barrier: property retaining wall

Concept 1 - North Side

Poll Results (single answer required):

Yes

No

Virtual Tools

How To Reach Underserved Communities with VPI



North Carolina Department of Transportation
Public Hearing – Complete 540

February 22, 2018



Virtual Tools

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Virtual Tools

How To Reach Underserved Communities with VPI

Things to Consider

- Limited Broadband Access
- Mobile Plan Data Cost
- Visual Limitations
- Download Requirements
- Use of Dial-in Numbers
- Use of traditional methods of feedback



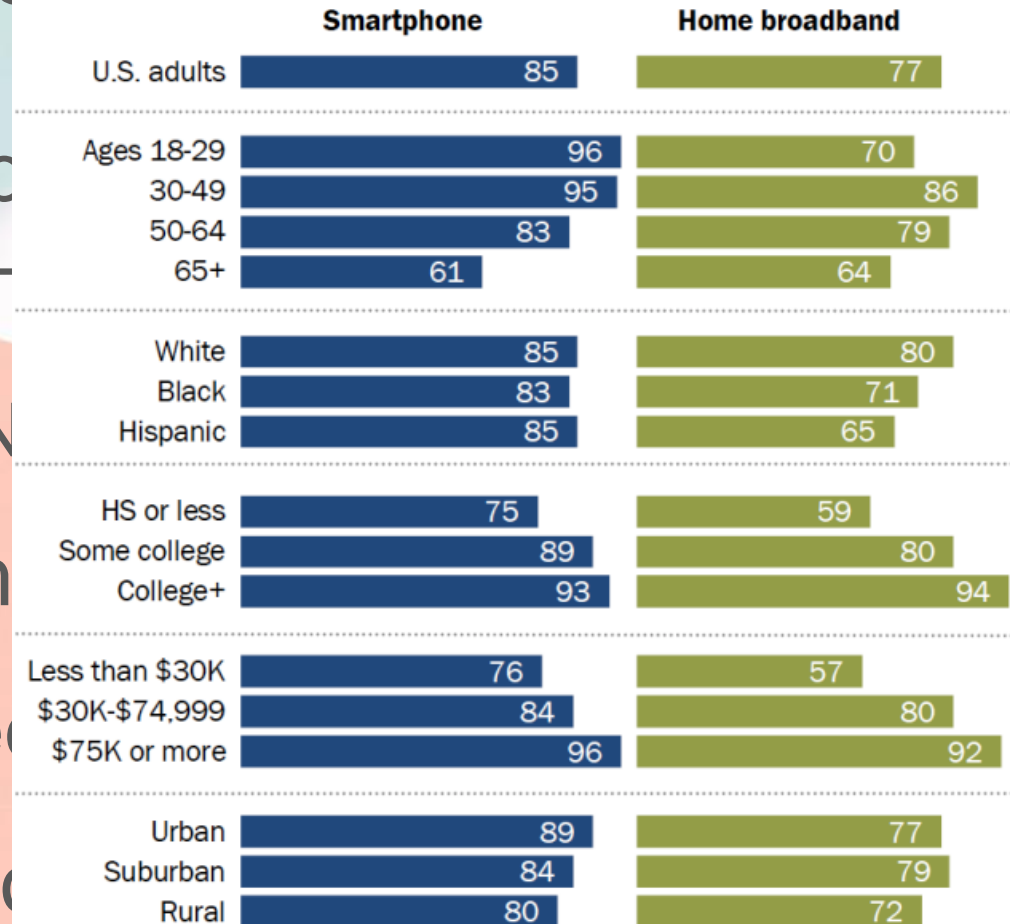
Takeaways/Le



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- pro

Broadband adoption varies substantially by education, household income; some differences less pronounced for smartphone ownership

% of U.S. adults who say they have or own the following



Note: Respondents who did not give an answer are not shown. White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021. "Mobile Technology and Home Broadband 2021"

Final Takeaway

“A 21st century transportation system needs to be built on the foundation of a 21st century public involvement strategy.”