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
Outreach Marketing

How To Reach Underserved Communities with VPI

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-0099C of the project, including maps, costs and schedule as well as Frequently Asked Questions (FAQs).

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/heading 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

Comments and questions may be submitted online, by email, or by calling (919) 205-6615 and entering Project Code A-0099C. 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.

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

Consultant Project Manager
Amy C. Sackroff, AICP
Startec Consulting
801 Jones Franklin Road, Suite 300
Raleigh, NC 27606
robbinsville-stecoah@publicinput.com

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.
Outreach Marketing

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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 the 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.

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 Schedule

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

*Dates are preliminary and subject to change.

Project Funding**

<table>
<thead>
<tr>
<th>Project Costs</th>
<th>$1,100,000</th>
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<tbody>
<tr>
<td>Right-of-Way Acquisition</td>
<td>$3,700,000</td>
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<tr>
<td>Construction Costs</td>
<td>$14,130,000</td>
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<tr>
<td>Total</td>
<td>$18,930,000</td>
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</table>

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

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
gmbblakeney@ncdot.gov
(919) 707-4717

Brad Smythe, PE
NCDOT Rail Design Manager
bsmythe@ncdot.gov
(919) 707-4111

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

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Virtual Tools
Virtual Tools

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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 poll relocations
- Crosses fewer driveways
- Provides easier access to the Community Center
- Potential barrier: property retaining wall

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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/Lessons Learned

• Importance of advertising
  – Traditional advertising methods
  – New/enhanced advertising methods

• Smartphones
  – Meet the public “where they are”

• Involving more participants in a process

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

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<th></th>
<th>Smartphone</th>
<th>Home broadband</th>
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<tbody>
<tr>
<td>U.S. adults</td>
<td>85</td>
<td>77</td>
</tr>
<tr>
<td>Ages 18-29</td>
<td>96</td>
<td>70</td>
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<td>Ages 30-49</td>
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<td>65</td>
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<tr>
<td>HS or less</td>
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<td>59</td>
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<tr>
<td>Some college</td>
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<td>College+</td>
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<td>Less than $30K</td>
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<td>$30K-$74,999</td>
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<tr>
<td>Suburban</td>
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<td>79</td>
</tr>
<tr>
<td>Rural</td>
<td>80</td>
<td>72</td>
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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.

Final Takeaway

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