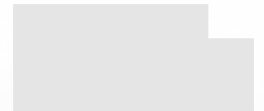
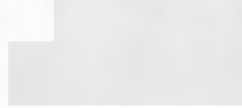


NorthEast Area Study

One Voice | Summary Report | February 2014



A technical report that describes in detail the process and outcomes of the public engagement performed for the Northeast Area Study

Capital Area Metropolitan Planning Organization

prepared by Stantec Consulting Services, J S Lane Company, and Eydo

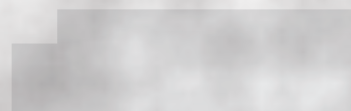


Table of Contents

Executive Summary	1
MEDIA INTERACTION Project Webpage & Facebook	5
RANDOM SAMPLING Robocall	6
TRADITIONAL SURVEYING Paper/Internet Surveys.....	9
INTERACTIVE MEDIA Metroquest Surveys (2)	12
WORKING WITH PROFESSIONALS Stakeholder Committees.....	15
BOOTS ON THE GROUND Interactive Community Events	16
INVITING THE PUBLIC Project Symposia (2)	21
WHO WILL USE THE PLAN School Engagement	23
Appendix A: Hispanic Community Outreach Efforts for NEAS Project	26
Appendix B: Detailed Robocalling Results	28

ONE VOICE

NORTHEAST AREA STUDY – PUBLIC INVOLVEMENT

Executive Summary

The Northeast Area Study (NEAS) area continues to be an attractive place for growth, development, recreation and environmental integrity. The growing communities of Wake Forest, Knightdale, Raleigh, Wendell, Zebulon, Rolesville, Bunn, Franklinton, and Youngsville have all participated in developing “one voice” for the future steps of tomorrow.

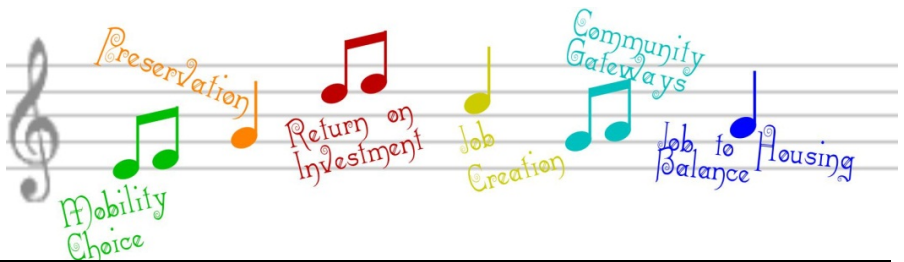
The Northeast Area citizens illuminated many aspects of their desires, needs, values, and goals that shaped the context of sustainable solutions for the growth and development of the Region.

OBJECTIVE

This planning process invited all citizens of each community to engage in many different ways with the goal setting and visioning of the future land use and transportation plans.

KEY NOTES

The growth and opportunity of the region is determined by the vision and goals of the individuals. Here are the “key notes” that were heard throughout the NEAS Region:



MOBILITY CHOICE “All citizens must have adequate transportation service, options, and safe infrastructure for traveling to work, learn, and maintain their health.”

PRESERVATION “We want to preserve the generations of hard work that laid the foundation of our community and enjoy the beautiful land as we recreate and enjoy our friends, families, and homes.”

RETURN ON INVESTMENT “Strategic planning today will assist us in meeting all of our goals while achieving a healthy return on investment that benefits the region as a whole when we work together.”

JOB CREATION “Attracting employers would improve the quality of life, reduce congestion, and provide more options for those living in the Northeast Area.”

COMMUNITY GATEWAYS “We desire to create a visual sense of place that directly reflects the quality, character, and values of our community.”

JOBS TO HOUSING BALANCE “With gas prices and my desire to be with my family I wish there were more options for work in my town.”

The following pages of this Executive Summary describe in brief the major techniques, results and “key notes” that were used in the development of the NEAS Project. Additional detail on both Hispanic (Appendix A) and automated calling (Appendix B) are at the end of this Technical Memorandum.

PUBLIC OUTREACH METHODS

As mentioned, the design of NEAS intentionally worked to create as many venues and opportunities for different segments of the public to participate in the planning process. The table below identifies the primary outreach methods and provides some information about the appropriateness of each one to reaching certain segments of the public as well as the level of detailed input it provided to the process. Each method is briefly described in the following paragraphs.

Outreach Technique	General Public	Elected Officials	Hispanic Outreach	Detail of Input	Low Income	Youth
Traveling Roadshows	●		●●●	●●●	●	
Robocall	●	●	●	●●	●●●	
Social Media	●	●	●	●	●	●●
MetroQuest	●	●		●●●	●	●
Questionnaire (Paper)	●	●		●●	●	
Youth-Oriented Roadshows	●		●	●●●	●●	●●●
Board Briefings	●	●●●		●		

Table: Outreach Methods and Effectiveness with Different Demographics

TRAVELING ROADSHOWS AND YOUTH-ORIENTED ROADSHOWS



The traveling roadshow concept was divided into three separate parts, but all of the versions of this technique involved taking materials and planning concepts to places to get feedback where the public already meets. The first phase of roadshow met with several groups around NEAS to present them with an overview of the project and to acquire information on their specific transportation issues. The project team used a “light table” incorporating *CommunityViz™* software that allowed participants to point a laser pen at a projection of the study area, then move icons representing different

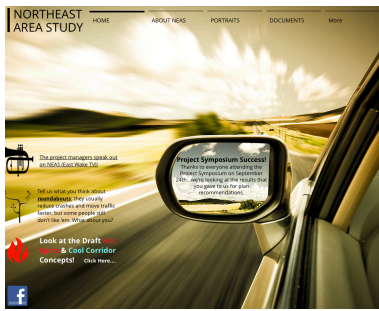
kinds of land uses anywhere on the map. Facilitators helped translate the technical requirements and address any issues. One variant of the traveling roadshow was conducted in a Mexican restaurant and was directed at Hispanic workers and families; another version presented to two children’s groups featured memory mapping, and Lego™ block creation of new kinds of neighborhoods that children wanted to see.



ROBOCALLS

Automated telephone calling, termed “robocalling,” was also employed for the NEAS Project. Exactly 509 people responded to the automated calling system over a two-day period. Robocalls are limited to multiple choice responses (not open-ended), so the range of questions was more limited than with other methods, but the size of the sample and completeness of the survey, along with the ability to cross-tabulate responses by age and other responses, were unique aspects of this survey.

Our specifications for the sampling were dictated by zip code, which do not strictly follow the boundaries of NEAS. Additional emphasis was placed on the center of the study area, which is generally more rural and therefore has a population that is harder to access through the other means outlined here.



"leave-behind" for people to remember the website and survey information, the project team created a card that had the study title, QR Code, and website address.



SURVEYS (METROQUEST & PAPER-BASED QUESTIONNAIRE)

Traditional surveys were employed both in paper-based formats and on-line, not only to gain input from the public but from the CTT to identify potential "hot spots" for detailed analysis. The MetroQuest™ survey tool is an on-line software application that was used twice: once to gather specific issues and locations (similar to the light table exercise from the first round of traveling roadshows described previously), and again to identify priority recommendations for different modes of travel and preferred financing mechanisms to pay for the improvements. For the purpose of creating a

SOCIAL MEDIA

Few social enterprises would be considered complete without a presence on the Internet. Facebook and a dedicated project website were used during the study. The website was primarily used to help stakeholders and the CTT/SOT members keep track of information and events; Facebook was used primarily for public dissemination of events and points of interest. Facebook sites hosted by several of the towns and counties were posted to during the course of the study as well. The NEAS Facebook site provided information to 6,542 views and over 1,000 "clicks" were recorded over the life of the study. Notably, the project website was managed by the Project Director of the consultant staff. This arrangement allowed for much more frequent and responsive updates of the site than would have been the case had a different person or firm managed the project's Internet presence.

BOARD BRIEFINGS

In order to communicate with elected officials, three rounds of board briefings were conducted for the NEAS Project. The first gathered information on issues and present the framework of NEAS; the second gained input on preliminary findings of the land use and transportation scenario assessments; and the third presented draft recommendations. Board briefings were conducted for each municipality and both counties in each of the three rounds for a total of 36 meetings (three were conducted for the Wake County Planning Commission in each of the first two rounds of the project; a final presentation was made to the Wake County Board of Commissioners). Periodic updates were also made to the Capital Area MPO policy and technical boards.

PROJECT SYMPOSIA

For open public meetings, the project team invited elected officials and other stakeholders directly, as well as advertising through email lists and the CTT/SOT mailing lists. Approximately 80 people attended the first Symposium to gather at workstations to state their issues concerning land use, bicycle, pedestrian, transit, roadway, health, and traffic concerns; 60 people attended the second Symposium to discuss project priorities using a mobility chip game that allowed the participants to paste their desired projects directly to maps.

The outcomes of each of these engagement strategies, as well as numerous data gathering and analysis techniques, were used to develop the context of the planning area; draft land use and transportation scenarios; and gather input on the ideas and generate refinements to the final Project Workbook.

POINTS OF CONCERN

Based on the various public input techniques described, the people of NEAS identified a variety of key concerns expressed in the following bullet points.

- Protection of farmland/open space was important to wealthier residents, but not as much for poorer income stratifications
- Wealthier people tended to favor more greenways & education as improvements to bicycle/pedestrian travel while poorer people wanted more bus service
- 43% of the people surveyed have work commutes under 15 minutes; this was interesting given that the average commute times for both Wake and Franklin counties were 10-20 minutes higher than this figure in the last reported Census
- Improvements to both auto and transit speed & convenience were widespread desires
- In terms of land use, more shopping opportunities along US Highway 64 and inside the small towns were clear desires of many people surveyed; in general, more density in the towns themselves were identified as desirable

The general emphasis of most of the public outreach was a “high-touch,” on-the-ground encounter with people that live and work inside the Northeast Area. These types of encounters, while typically generating fewer numbers of contact points, provided an improved depth of information not typically associated with large study areas.

The following pages describe each of the techniques employed as well as the results and “key notes,” or takeaways.



While not one of the primary data-gathering events, about 20 participants rode with our Project Manager and others to experience cycling conditions first-hand during a group bike ride. Several participants attended the Project Symposium the next day.



MEDIA INTERACTION | Project Webpage & Facebook

TOOL

The project website and Facebook page were developed and linked to the CAMPO website and marketed to all participants. Both the project website and Facebook site were managed by project staff, the project website being managed by the consulting team Project Manager directly. This approach allowed for a much faster response time and more frequent updates, both of which improved the utility of the sites for consumers.

PURPOSE

Constantly updating the on-line information attracted many viewers who learned about the project from friends and family. Innovative questions challenged Facebook friends to think strategically about the future transportation choices and what was important to them.

RESULTS

All citizens had access to the project schedule, progress, surveys, and options to get involved. Notably, both media sites served as gateways to access on-line survey instruments (e.g., MetroQuest). Videos, documents and maps provided key project information that was accessible to everyone that has access to the Internet. The Project Team recorded over 6,500 views and 1,000 “clicks” to other information on the site, indicating that people not only went to the website but perused it to access information it contained.

Key Notes

- REACHED ALL GENERATIONS AND POPULATIONS
- EDUCATED CITIZENS AND COMMUNITIES ON THE PROJECT
- PROVIDED VALUABLE COMMUNITY INPUT TO SCENARIO GENERATION AND RECOMMENDATIONS



RANDOM SAMPLING | Robocall

TOOL

A phone survey was conducted within the study area to specially target the rural areas between municipalities.

PURPOSE

The purpose of the Robocall effort is to ensure that the general public, community leaders, regional agencies, local business, and property owners are provided ample opportunities to offer insight and feedback on issues related to transportation, economic development, and land use considerations. A series of questions relative to transportation needs, system deficiencies, corridor performance, intersection/interchange design issues and /or priorities were asked to bolster the understanding of the existing conditions and deficiencies of the transportation network.

RESULTS

On March 20-22 of 2013, Public Policy Polling, a private polling firm specializing in automated polling services, conducted a telephone poll of 509 people in zip codes associated with the NEAS area boundary. The survey was limited to people with landline telephone connections, and hence may be slightly skewed to older, less affluent, or more rural residents of the study area.

The results of the polling indicate that most of the respondents were women (54%), and White (59%) with 29% being African-American and 6% being Hispanic. The ages of the respondents were primarily in the 30-45 year range (26%) and 46-65 year range (38%) with another 20% being older than 65 years.

Notably, 31% of respondents were residents of Raleigh, and one-third (33%) of respondents were not currently employed or were retired.

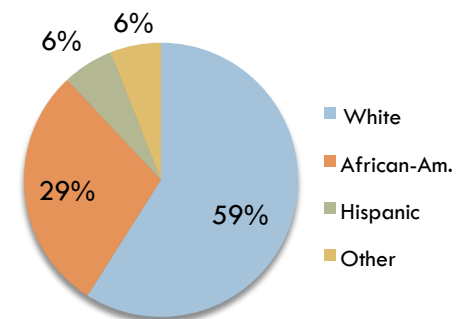


Figure 1: Racial/Ethnic Composition of Respondents

Improving Travel, by Mode

When asked, "What was the best thing to be done to improve driving?" by far the largest support (46%) was for improving existing roadways. Surprisingly, 22% said that driving was "easy enough" now.

Building more sidewalks (49%) was the most popular response given for improving walking; building more greenways (16%) and slowing down traffic (15%) also got favorable responses.

Compared to the infrastructure responses given for the auto and walking modes of travel, many people thought that providing better education for cyclists and drivers to be more courteous and safe (28%) was valuable. The largest number of respondents favored building more bicycle lanes on roadways (46%), however, as their top choice for improving cycling.

To get more people to take public transportation, respondents were almost evenly split between having more stops closer to them and to their destinations (29%) and providing rail service to Wendell, Zebulon and Knightdale (24%) as the most important improvements. More frequent service was also commonly (18%) cited as a priority improvement. Notably, only 11% responded that doubling the amount of time it takes them to drive to their destinations would be sufficient incentive to take a public transportation option.

Land Use Development Preferences

Respondents were also asked to talk about their top priorities for development as the NEAS adds more people. The following chart (Figure 2) helps identify the responses based on the cited locations of residence, where green cells are favored by more people and red cells by fewer people.

Top Priority for New Development?	All Respondents	Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Wake County	Elsewhere
More Shopping Choices	12%	16%	14%	20%	7%	10%	0%	50%
Protect Farmland & Open Space	41%	46%	52%	38%	33%	44%	21%	23%
More Single-Family on Large Lots	17%	12%	9%	13%	20%	21%	0%	27%
More Affordable Multi-Family Housing	18%	11%	19%	9%	27%	13%	34%	0%
Let Open Market & Developer Decide New Growth	8%	10%	6%	14%	9%	6%	34%	0%
Something Else	2%	2%	0%	0%	2%	3%	11%	0%
Not Sure	3%	4%	1%	7%	2%	3%	0%	0%

Figure 2. Priorities for New Development, by Residential Location of Respondent

The common theme here is that farmland and open space preservation are strongly encouraged by these respondents, regardless of where they reside. More shopping options, affordable housing, and more single-family homes were also cited by residents of several areas whereas allowing market forces dictate where and what to construct was generally not favored by very many respondents.

Variation in Responses According to Income, Age, Race/Ethnicity and Gender

Cross-tab reports were constructed for the main (modal, land use preference) questions discussed previously, so that responses could be assessed by the demographic characteristic of the respondents.

For income stratifications, the responses for “How best to improve roadway and other modal conditions?” were not highly variable. One notable exception was that people earning less than \$20,000 per year were not as confident that driving was “easy now;” only 13% (compared to 22% of the overall respondents) thought that this was the case. This same low-income group felt that adding more sidewalks to school locations was the most important (20%) factor for improving walking (compared to 9% overall); the wealthiest category of respondent felt that constructing greenways (34%) was the most important pedestrian improvement compared to 16% overall that responded to the survey. This same high-income group responded disproportionately favorably (43% compared to 28% overall) that education was the most important cycling improvement we could make in the NEAS.

The poorest category of respondent favored more frequent bus service (38%) compared to the overall respondents (18%).

Not surprisingly, the poorest category of respondent felt more strongly (23%) about affordable housing as a top development priority (compared to 18% for the overall sample), and were much less concerned (15%) about open space and farmland preservation compared to the overall body of respondents (41%).


There were even fewer variations between genders with respect to land development, although women tended to favor improving existing roads, building sidewalks, and slowing down car traffic as the best ways

to improve roads, walking and cycling, respectively, compared to their male counterparts. Women also tended to favor shopping choices and affordable housing more often than men.

Hispanic respondents tended to favor driver and cyclist education more often (45%) than the sample as a whole (28%), and did not favor adding bicycle lanes (24%) as often as the sample population (46%). Closer transit stops made less of a difference in terms of influencing Hispanic populations to ride public transportation (14%) than the sample population as a whole (29%), but more frequent transit service were more popular options for both Hispanic and African-American groups. With respect to land development, Hispanic respondents did not like open space/farmland preservation (31%) or affordable housing (7%) as much as the sample population (41% and 18%, respectively). African-American respondents cited affordable housing (32%) much more often than the sample (18%). Hispanic and African-American groups also cited having more shopping choices as the most important development type to pursue compared to the other racial/ethnic groupings.

Some differences in response patterns also occurred with the age of the respondents. For example, the youngest category (Under 18) favored walking connections to schools as the best way to improve pedestrian travel (27%) compared to the sample population as a whole (9%). Note that there weren't many respondents that were in this age group; so some skewing may result from low participant response in this youngest age category. More frequent bus service was cited more often as the most important transit improvement, as was more shopping choices. Otherwise, there was not much variation in responses according to age.

Key Notes

-  IMPROVE MODE CHOICES
-  PRESERVE FARMLAND AND OPEN SPACE
-  MORE SHOPPING CHOICES

TRADITIONAL SURVEYING | Paper/Internet Surveys

TOOL

A paper- and internet-based survey was created to supplement the other forms of surveying for the NEAS Project. Paper surveys were also available in English and Spanish for communities.

PURPOSE

Surveys were taken to all public events and were promoted through a field day with a fluent Spanish speaker to obtain information from the Limited English Proficiency (LEP) population. On-line interactive communication invites all citizens, students, and races to participate and be heard.

RESULTS

A paper- and internet-based survey was created to supplement the other forms of surveying for the NEAS Project. In all, 76 respondents answered the survey. Many (59%) of these respondents have lived in the study area for at least 10 years. The greatest majority of respondents lived in either Knightdale (25%) or Wendell (19%), with another 13% from Youngsville. Most of the respondents shopped in Knightdale (44%) and another 16% in Wake Forest. Work destinations were split fairly evenly inside the NEAS area, but 18% said that they worked outside the study area. The question topics were concerned primarily with two broad categories: transportation and land use.

Transportation

The trip to work takes 43% of respondents less than 15 minutes, well under the average for Wake County (24 minutes) or Franklin County (32 minutes). However, 58% of Franklin County respondents (including within towns in that county) said that traffic has worsened over the past five years. Another 21% of respondents said that their daily commute takes them between 15 and 30 minutes. The largest number of respondents said that the transportation situation has worsened over the past five years (43%), but 52% said that the traffic flow, or ease of movement, is still “Good.” Crash rates were still “good” or “fair” to the majority of people; these and other opinions about transportation are shown below.

To improve public transportation, 32% of respondents said that speed was the most important factor, while another 29% said that making it more convenient was critical. However, automobile travel was the most-often cited (52%) mode of travel that respondents wanted to see improved the most, with another 27.5% favoring public transportation as the mode needing the most improvement.

We also asked respondents to spend an imaginary allocation of dollars (maximum of \$5 for any specific solution) for various kinds of improvements to improve transportation. The following chart (Figure 4, following page) indicates their responses to this question.

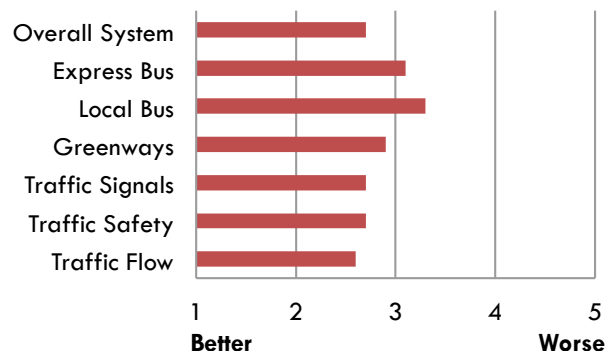


Figure 3: Have travel conditions gotten better or worse over the past five years?



Figure 4. Priorities for Improving Transportation

The most-favored response was to construct new, or widen existing, roadways. Improving intersections and constructing greenways were also favored, but making neighborhood streets safer did not receive a high allocation from respondents. When we consider only those respondents living in Franklin County, constructing greenways becomes the most important factor for improving transportation, followed by constructing new/widen existing roadways, improving intersections, and constructing/repairing sidewalks. Improving public transportation also increases in importance for Franklin County residents compared to the sample population as a whole.

76
percent want more parks

Land Use

The strongest responses received for most desirable land use in the future was for shopping (70%) and recreational/park areas (68% - 76%). The figures do not change much for only Franklin County residents, with 81% saying that they need more parks; 69% citing more office uses, and 53% saying more hospitals or clinics. Farmland, apartments/townhomes, and houses on small lots were most-often cited as having “enough now” or “need less” by all the respondents. For respondents that cited other land use needs in the study area, schools, strip malls, “Whole Foods-type of grocery stores,” and family entertainment (e.g., movie theater, amusement) were noted. In all, 46% of respondents said that growth and development were moving the “right direction,” but another 43% stated that they were “unsure.”

Some people also wrote in their ideas about concerns or how to make transportation or land use better. Some of the comments received included the following:

- We need to fund US 401 to Louisburg
- Grade separations along US1 at Durant and Burlington Mills [would] improve traffic flow significantly
- Fix traffic signals on US-1 to improve traffic flow
- Have 96 go around downtown Youngsville, it makes for close calls with tractor-trailer rigs between the two signal lights.

- Raleigh, Durham, Chapel Hill need a Rail System!
- More parks, trails, etc. in the Knightdale, Wendell, Rolesville area would also be an amazing addition
- When planning major roads, NCDOT needs to plan for the future. There are frequent accidents at two intersections in WF that are grade level -- Capital Boulevard (US 1) at South Main Street (US 1-A) and South Main Street at the Dr. Calvin Jones Highway (NC 98 Bypass)
- I feel we need entertainment coffee shops, live music, bowling alley, a major store like an IKEA store or Tanger outlet shopping or something close to these types of stores
- Create walkway over Knightdale Blvd and sidewalk along Hodge Rd at the Elementary school
- I'm 72 years old and it is very unlikely that I will do anything but drive to where I need to go (or be driven). However the future will go towards more convenient public transportation with greater inter-connectivity, less hassle, covered HVAC waiting areas, and super convenient timing for return trips. This seems like a stretch now, but 75 years from now people will take it in stride. Right now, not so much. Perhaps the answer is a really affordable taxi service. But in the end, isn't this what a public transportation service is? Subways did not do all that well, nor did buses, nor taxis.
- How about helicopter or some other form of air travel to a heliport with convenient ground transportation? Fifty or more heliports could provide connections to almost anywhere in the area and all they require is a clear area and a concrete pad (and of course other modes of transportation from the LZ).
- Think outside the box!

Key Notes



THE POOR IN THE NEAS AREA ARE HAVING A HARDER TIME MAKING TRANSPORTATION WORK



CONSTRUCT NEW ROADWAYS OR WIDEN EXISTING ROADWAYS



MORE SHOPPING CHOICES

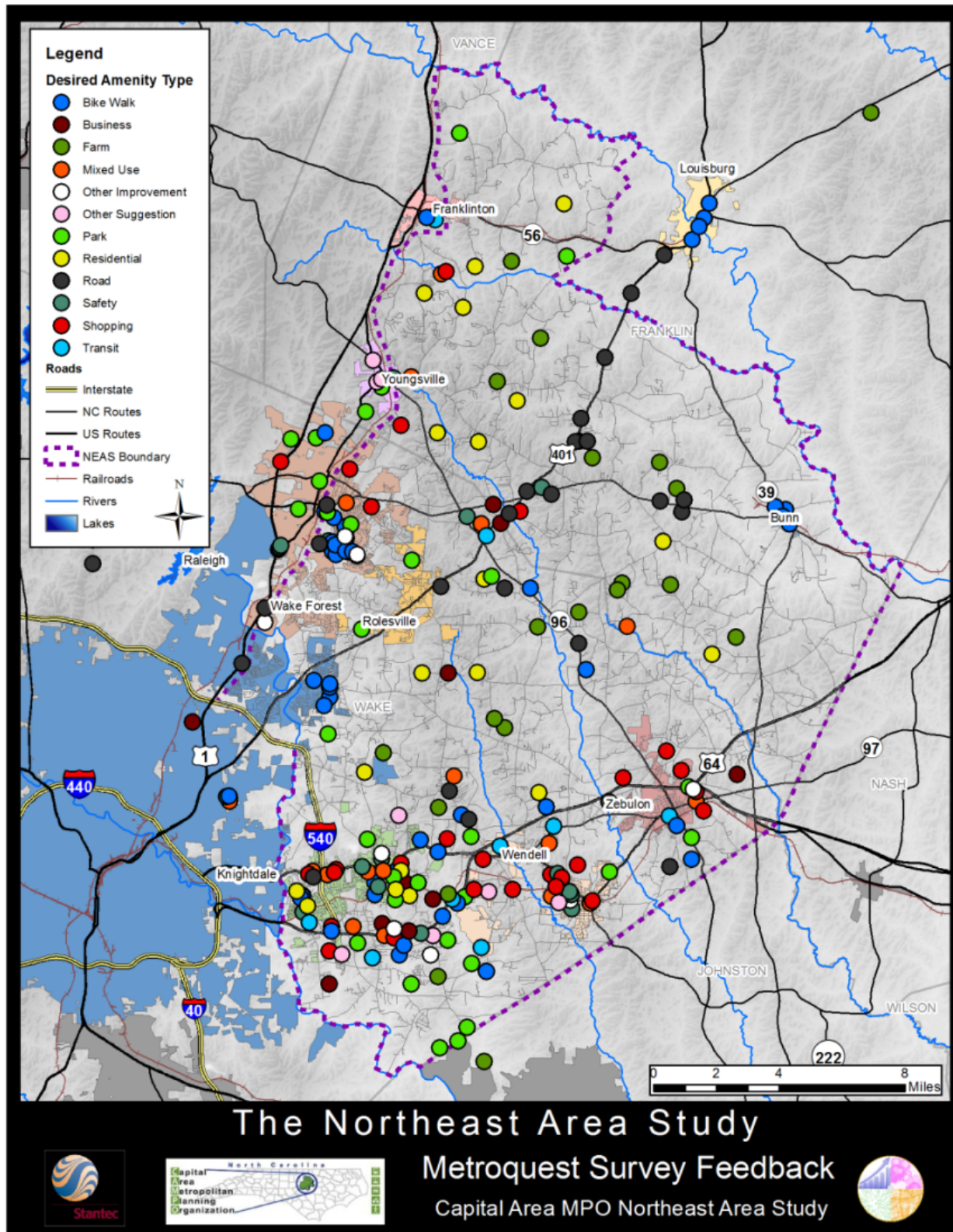


Figure 5. Metroquest Survey Results (first survey)

The results of the second phase of roadshows are indicated in the maps below (Figure 6), and described in the next paragraph.

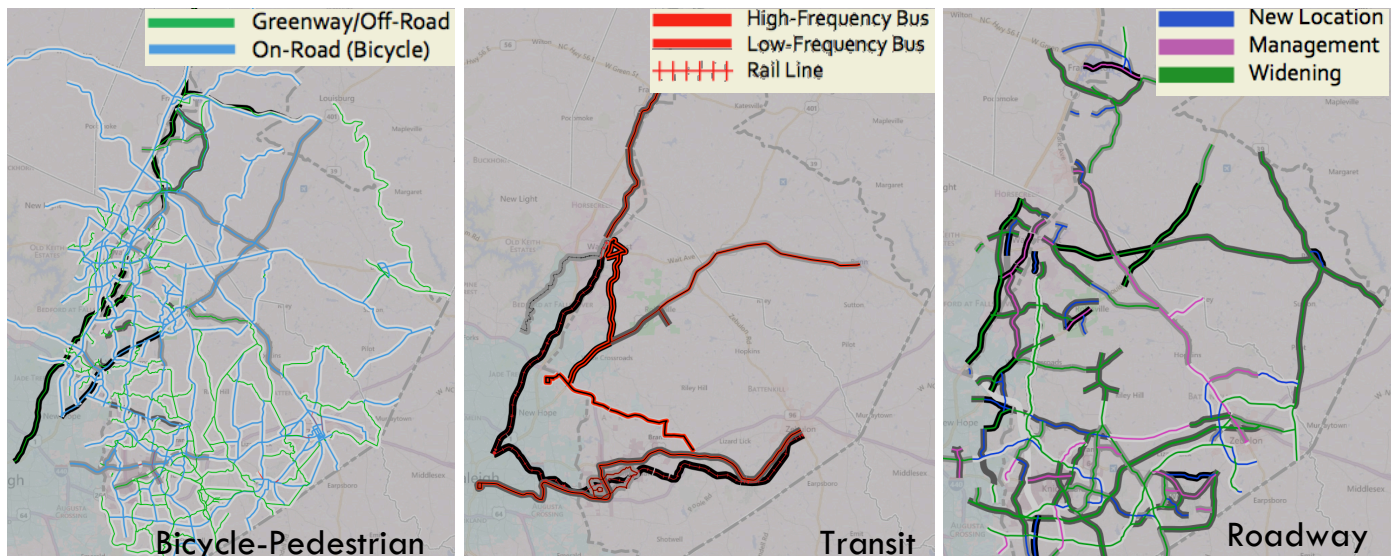


Figure 6. Priorities from Second MetroQuest Survey (including paper-based additions from Roadshows)

The US 1 corridor was strongly identified in the walking/biking priorities by participants, as were facilities within Wake Forest and Knightdale. Typically, off-road bicycle-pedestrian facilities were more highly desired than on-road facilities (e.g., bicycle lanes). The public transportation priorities generally spread along the US 64 and US 1/Falls-of-Neuse axes, and tended to favor improving existing services. Some preference for light rail was noted in the US 64 corridor as well, and new services connecting Youngsville/Franklinton as well as Bunn to the rest of the study area. Roadway priorities were diverse, but improvements along US Highway 1, the Bunn Bypass, NC 98 and Mitchell Mill Road were frequently cited as desired improvements.

- Key Notes**
- IMPLEMENT PARK-AND-RIDE CLOSE TO US 64
 - PROMOTE NON-VEHICLE ORIENTED MOBILITY
 - CREATE SHOPPING OPTIONS IN THE MORE DEVELOPED AREAS OF NEAS, ESPECIALLY IN US 64 CORRIDOR

WORKING WITH PROFESSIONALS | Stakeholder Committees

Core Technical Team

TOOL

The Core Technical Team (CTT), comprised of technical staff and representatives of various groups that implement policy inside the NEAS planning area, served as advisors and technical decision makers for the planning process. The list of CTT members is shown in Figure 7:

PURPOSE

The purpose of the CTT is to have a comprehensive technical team of volunteers who act as an advisory board for the project to give direction, input, monitor the project study and provide feedback to the Stakeholder Oversight Team (SOT).

RESULTS

The CTT meet with the MPO staff and Consultant team ten (10) times in working sessions throughout the project.

Stakeholder Oversight Team

TOOL

The Stakeholder Oversight Team (SOT), comprised of agencies, active citizens, and key decision-makers, served as a sounding board for policy decisions. The list of SOT members is shown in Figure 7.

PURPOSE

The SOT evaluated all key decisions to ensure that regional decisions are in line and work collaboratively with city, state, and federal policy and requirements.

RESULTS

The SOT met jointly with the CTT and staff four (4) times in working sessions throughout the project.

Key Notes

- FOCUS ON QUALITY DEVELOPMENT AND ECONOMIC SUSTAINABILITY
- UPDATING THE CURRENT PLANS AND REFINING THE PROJECT NEEDS ARE KEY OBJECTIVES
- KEEPING THE REMAINDER OF THE TOWN, CITY, AND COUNTY ELECTED AND APPOINTED BOARDS AWARE OF THE PROGRESS OF THE STUDY AND ITS OUTCOMES WAS AN IMPORTANT PURPOSE OF THE SOT

Figure 7: Core Technical Team & Stakeholder Oversight Team

Core Technical Team (CTT)

Shelby Powell, CAMPO
Scott Hammerbacher, Franklin County
Tammy Ray, Franklinton
Chris Hills, Knightdale
Joey Hopkins, NCDOT Division 5
Reid Elmore, NCDOT District Eng.
Rupal Desai, NCDOT TPD
Gerald Daniel, Raleigh
Thomas Lloyd, Rolesville
Tim Gardiner, Wake County
Candace Davis, Wake Forest
Zunilda Rodriguez, Wendell
Emily Hurd, Youngsville
Mark Hetrick, Zebulon

Stakeholder Oversight Team

Kumar Trivedi, NCDOT BPD
Don Mitchell, Bunn
David Eatman, CAT
Jill Stark, FHWA
Don Lancaster, Franklin County
Richie Duncan, Franklin EDC
Ronnie Goswick, Franklin EDC
Elic Senter, Franklinton
Rob Brink, KARTS
Russell Killen, Knightdale
Chad O'Neal, Knightdale Chamber
Rick Seekins, KTCOG
Mike Ciriello, KTRPO
Wally Bowman, NCDOT Division 5
Scott Walston, NCDOT TPB
Cheryl Hannah, NCDOT Rail
Eric Lamb, City of Raleigh
John Odom, City of Raleigh
Frank Eagles, Rolesville
John Hodges-Copple, TJCOG
Patrick McDonough, Triangle Transit
Darcy Zorio, Triangle Transit
Nancy Nixon, UCPRPO
Betty Parker, Wake County Schools
Sheri Green, Wake County Schools
Joe Bryan, Wake County
Eric Keravouri, Wake Forest
Vivian Jones, Wake Forest
Chip Russell, Wake Forest
John Zeigler, Wake Forest Chamber
Sam Laughery, Wendell
Joseph Johnson, Youngsville
Don Bumgarner, Zebulon

BOOTS ON THE GROUND | Interactive Community Events

The Consultant Team set up public involvement stations and presentations at local community meetings as traveling “roadshow” events. Two phases of “roadshow” events were hosted as Phase I and II.

TOOL

The Consultant team met citizens at their existing meetings to solicit problems, share ideas, and solutions through interactive mapping and conversation. The traveling roadshow reached out to over twenty (20) regularly meeting groups, churches, and organizations in the NEAS area and conducted ten roadshow events, two of which were directed at youth audiences.



PURPOSE

The live mapping exercise increased public awareness, participation, and knowledge of the planning process. The audiences reached were from local business owners, women and minorities, churches, networking groups, health care, and delivery drivers. The participants placed comments, recommendations and their land use desires on an interactive mapping system developed for this project that allowed participants in the first phase to “draw” their ideas onto a digitally projected map. This information provided valuable educational information to the stakeholders, allowing them to immediately see the regional implications for their ideas.

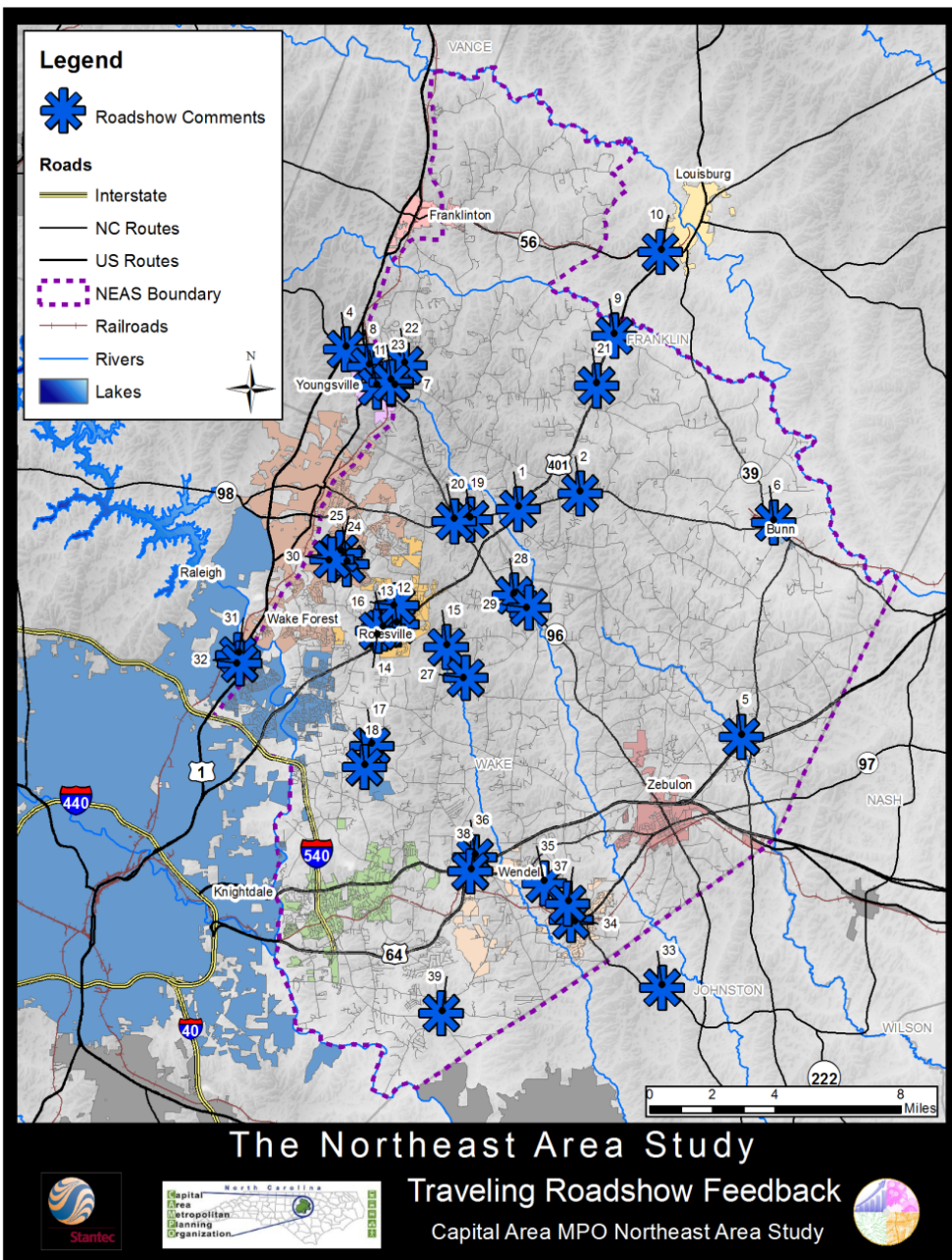
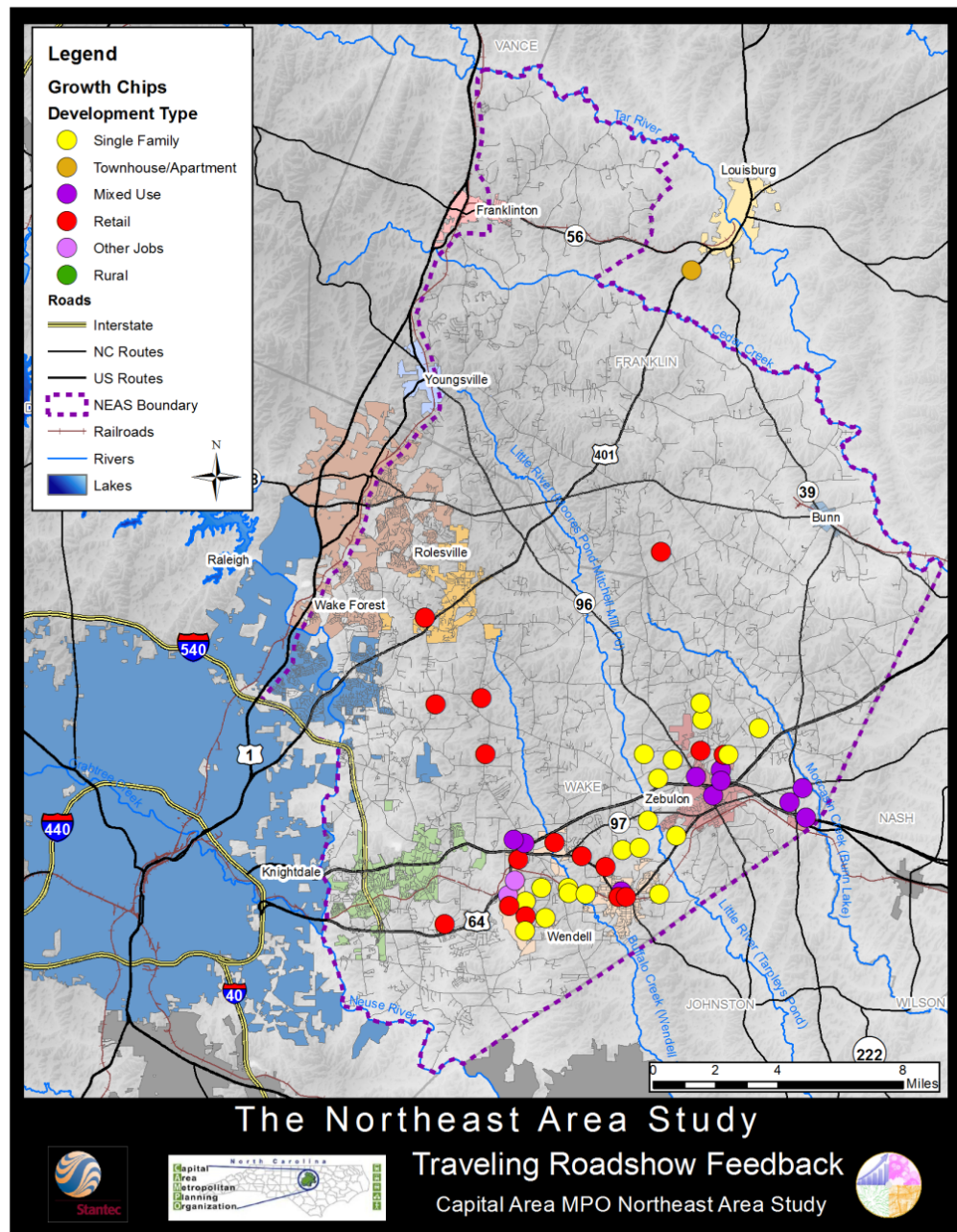
The following (Figure 8) are the dates of the events and their locations as well as attendees.

Name/Date	Location	Attendees
Phase I of Traveling Roadshows		
Eastern Wake Women Networking, 3/20/13	Boulevard Pizza, Wendell	15-20 women from Wendell, Knightdale, Zebulon and Rolesville
Youngsville Area Business Association (YABA), 4/2/13	Youngsville Community House, Youngsville	15 Business-Oriented community members
Rolesville Leads Group, 4/2/13	Crystals Coffee Shop, Rolesville	20-25 business leaders from Rolesville and Wake Forest.
Hispanic Outreach, 5/21/2013	Agave Bar and Restaurant, Wendell	5 Hispanic residents and shop owners
Phase II of Traveling Roadshows		
Casual Bicycle Ride, 9/21, 2013	Wake Forest	20 residents (not surveyed)
Frankenfest on Main, 10/26/2013	Main Street, Franklinton	Approximately 12 Franklinton-area residents
Fall Funfest, 11/2/2013	Town Hall Area, Rolesville	25 Rolesville and nearby residents
Knightdale Chamber of Commerce, 11/19/2013	World Karate Do gym, Knightdale	18 Knightdale area business owners

Figure 8. Roadshow Events

RESULTS

Approximately 130 citizens participated in at least one of the Traveling Roadshows. The interactive mapping in the first phase provided specific information on land use preferences that only those intimate with the area for years could provide. The depth of information sharing brought to light a number of opportunities and issues. Citizens shared ideas and concerns ranging from existing roadways that need repair to future visions. The collective passion or making the region a more mobile and connected area was repeated at each roadshow. The key element of working together as a region to embrace the growth with an improved balance of jobs, recreation, transit, bicycle/pedestrian mobility, and shopping was consistent. The maps on the following page provide a quick snapshot into the participation at the first phase of traveling roadshows.



OBJECTID	COMMENT
1	We need a speedier/better interchange at US 401 and NC 98 (e.g., cloverleaf, overpass)
2	Spencer's Gate: Are they going to widen the road? Traffic light at Spencer's Gate and Tarboro Road (at NC 98)
4	Install commuter rail line between (at least) Wake Forest to Raleigh; or put in park-and-rides with frequent bus service on its own (transit) lane
5	Traffic from Lake Royal, three public schools in Bunn and this produces stop-and-go traffic on NC 98
6	Traffic backs up 1/4-mile on Baptist Church Road
7	Bypass around Youngsville is needed!
8	NC 96 and US 1A is a dangerous intersection
9	US 401 needs to be widened to 4 lanes!
10	Express bus service to Raleigh from Louisburg
11	Sidewalk accessing library is needed (some ROW issues)
12	Traffic Lights at Rolesville Commons
13	Need Libraries and Sports Facilities
14	Family Restaurants
15	Need to open high school sports facilities to the public
16	More Bike Trails
17	Intersection needs to be redesigned
18	Access Management Improvements
19	Improve NC 98 and make more greenways
20	Intersection of NC 98/96 Needs Signal Improvements
21	Widen and Improve Signals on 401
22	Improve Roads between Youngsville and Louisburg
23	Improve Design and Operation of NC 96 and Main St in Youngsville
24	Need Bicycle Lane on Rodges Road
25	Bike Lane on Harritage Road from High School to Bypass
27	Fowler/Mitchell Mill Road intersection needs improvement
28	Barham Siding Road has bad line of sight vertical with 96
29	Need Guardrails
30	Intersection Operation is Not Safe or Efficient
31	Extra Lane Needed between 540 and Ligon Mill
32	Right Turn Bay needed at Thorton, North Bound
33	Jobs and economic development needed in Middlesex.
34	Mixed Use and preserve historic downtown in Wendell
35	Left turns are difficult on Wendell Boulevard
36	Rolesville Road has safety issues
37	Intersection at Todd's Train Depot is dangerous (sight issues)
38	Coordinate Schedule of Express Bus Service
39	Smithfield needs to be widened

The second phase of traveling roadshow featured a more traditional mapping exercise that emulated the on-line survey instrument developed with the MetroQuest software. Since not everyone in the project study area would have access to the Internet, the Project Team visited the citizens and business owners of the study area with paper maps and provided them with dots to place on the maps to note their priorities. The following figures provide examples of how the priorities were assigned for roadway, bicycle-pedestrian, and transit priorities as stated during the second phase of roadshows.

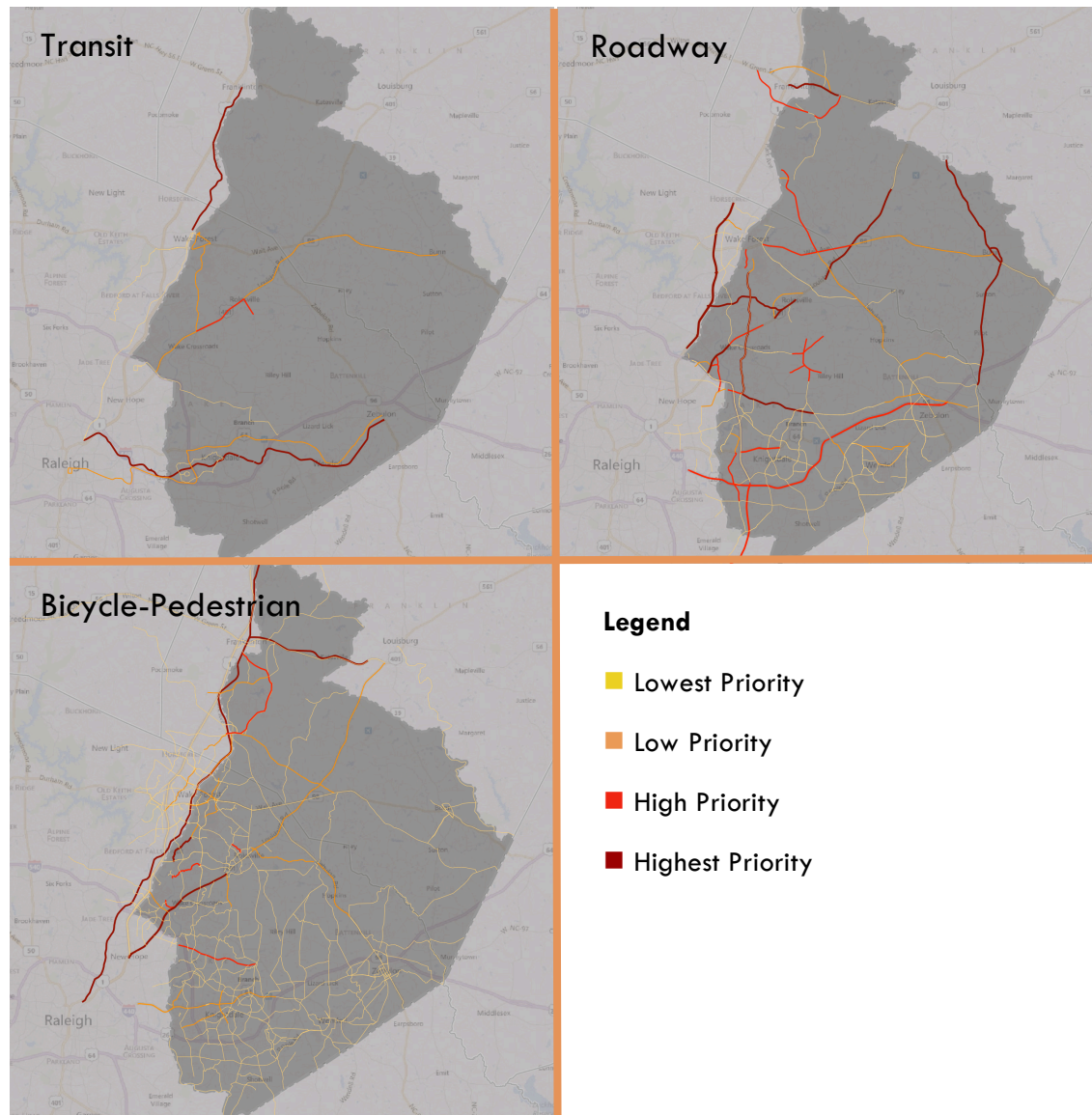


Figure 10. Results of Traveling Roadshows (Second Round)

Public transportation in the US 64 corridor was frequently cited as important (including providing a stop at a medical clinic east of Wendell along the existing bus route), as was service between Wake Forest/Rolesville and Raleigh. The roadway priorities were heavily weighted towards the US Highway 1 corridor, with people frequently noting the need for improved signalization and traffic flow at intersections. Although not strictly in the NEAS boundary, the NC 98 connection to the west of the study area was also frequently cited, as this

route is critical to the residents of the area that are commuting to Research Triangle Park and other destinations to the west. A number of comments validated the chosen Hot Spot and Concept Design locations. The bicycle and pedestrian comments tended to favor new, parallel access north-south along an axis reaching from Franklinton/Youngsville through Wake Forest to northeast Raleigh. Additional recommendations for in-town connections, particularly in the Youngsville area and expanding on the connections already existing around Wake Forest, were also commonplace.



Key Notes

MULTI-MODAL ROADWAY IMPROVEMENTS/OFF-ROAD BICYCLE-PEDESTRIAN FACILITIES

PARKS AND MIXED USE DEVELOPMENT WITHIN CITY

SHOPPING ALONG MAJOR TRANSPORTATION CORRIDORS

INVITING THE PUBLIC | Project Symposia (2)

TOOL

A half-day collaboration event was hosted for elected officials, community leaders, development interest, decision-makers and other key stakeholders within the region. The forum of the first Project Symposium (March 31, 2013) clearly communicated the project purpose and the state of the area (Livability and Health Assessment, Economic Vitality, Growth and Development, Regional Mobility, and Sustainable Transportation). These five themes were addressed at individual “stations” where participants took tickets to get punched after a 30-minute opening session. The second Project Symposium (September 24, 2013) also featured an opening presentation with instant polling for several questions posed to the audience. After the large group session, people were separated into smaller groups based on their area of origin within the Northeast Area. They were asked to identify preferred projects using stickers placed on maps. Cost constraints were simulated based on restricting the number of stickers proportional to the population and anticipated amount of revenues the areas would receive over the course of the 30-year design life of the NEAS Project.



PURPOSE

To collaboratively define the principles and objectives for the NEAS Sustainable Transportation Strategy as well as define the performance measures or measurements of effectiveness (MOE's) of specific Scenario Planning alternatives.

RESULTS

The first Project Symposium hosted five (5) stations that presented attendees information on the regional MOE's. Attendees were engaged in a push-button voting exercise and presented an overview “State of the Region” presentation to highlight the existing conditions. Responses from elected officials during the opening instant polling session differed from the other participants in terms of the importance placed on economic themes (elected officials cited this as important 60% of the time compared to just 7% for other participants). Other participants also felt that improving connectivity was important (39%) compared to zero percent (0%) of elected officials that felt connectivity was important to improving the roadway system (widening major arterials was the most important improvement, according to a slight (52%) majority of elected officials). In general, the themes of elected officials and other participants at the first Symposium could be summarized as follows (Table 1, following page):

ELECTED OFFICIALS		OTHER PARTICIPANTS
More focused on economic development	↔	More focused on livability
Feel that roadway widening is the best way forward	↔	Would like to see more connectivity in the roadway system
Livability supported by high quality schools, parks, and community facilities	→←	Livability supported by high quality schools, parks, and community facilities
Education is the best way to support community health	→←	Education is the best way to support community health

Table 1. Differences and Similarities Between Elected Officials and Other Symposium Participants

Key Notes

EDUCATION AND ECONOMICS ARE IMPORTANT TO OUR FUTURE

LIVABILITY SUPPORTED BY HIGH QUALITY SCHOOLS, PARKS, AND COMMUNITY FACILITIES

IMPROVE ROADWAY CONNECTIVITY AND CAPACITY

WHO WILL USE THE PLAN | School Engagement

TOOL

A part of the outreach for the NEAS project included working directly with children. The project team created a special, two-hour curriculum for middle-school students that included creating a “memory map” of their neighborhoods, land use patterning using Lego™ blocks, and a special kids survey instrument.

PURPOSE

The purpose of the exercise was two-fold: to gather input from the children in a way that was equivalent to what was being done for adults, and to help inform the children about civic involvement, career paths, and how to think about transportation and land use futures. For the initial exercise, Zebulon Middle School was chosen for our work.



RESULTS

Survey

One of the results involved a child-oriented survey instrument; the results of this survey indicated that the children surveyed were as apt to play outside less than once a week as they were to play outside once per day. There was a strong predilection (100%) for cycling on greenways, as opposed to on-street. They liked walking with a friend in shopping or mixed-use areas (64%), or along sidewalks. Interestingly, the students were evenly split as to whether they would like to ride in a car on a freeway-type facility as in a tree-lined residential neighborhood. They liked natural open space (71%) for recreation, and were able to discern and favor superior design standards for shopping centers (57%).

The biggest land use desire was for more parks and playgrounds (93%), although almost half said that they would like to see more libraries (but no more schools, unsurprisingly). Most (64% to 71%) said that they would like to have more places to bike and walk. The students said that they would bike or walk more often if they had more places to go (seven respondents) or a safer way to get to places close by (five respondents).

Finally we asked the students to name some things that they would see here or change if they were to come back in 30 years. The following is a partial listing of answers, several of which had to do with more trees and a greater ability to walk to places like parks or other places where they can be with their friends.

- I would like to see more parks, trails, roadways, and sidewalks.
- More shopping centers and more use of electronics.
- More trees.
- More places for kids to walk safely and less traffic so close to neighborhoods.
- More trees and less buildings.
- I would want the family picnics in the park and multiple bike trails to stay the same.
- I would want more libraries and education, but fun after school programs for teens in the future.
- Safer environment in my community.
- I would like to see everything materialized with a homey, safe, feel.
- More places to go and hangout with friends.
- More sidewalks for people to walk [to] the stores that surround my neighborhood.
- I would probably see new roads and houses.
- I would like to see the same amount if not more trees.

Memory Map

The students were also asked to prepare maps of their neighborhood or someplace that they were very familiar with from memory (e.g., without looking at any existing maps). Labeling buildings and roadways was also asked from each student on their maps. Memory mapping indicates what places are the most important to people; places that are closer together or larger on the map are usually assigned more significance.

Land Use Mapping

In order to replicate the Traveling Roadshow exercise with children, Lego™ blocks were used with maps of Zebulon for the students to assign retail, housing, mixed-use (blocks of different colors stacked on top of or beside each other), offices, parks/open space and other uses. Students had to work together in small (2-4 person) teams, with various team members being assigned a certain development type.

In both the Memory Map and Land Use Mapping exercises, the children were able to locate their position in space; assign names to streets and buildings; and discuss the benefits and dis-benefits of their environments. Golf courses, trees and open space areas received much attention in the Memory Maps of several students. The block Land Use Mapping exercise resulted in buildings that were near other buildings, and the students openly discussed their desire to be close to other places, and how complimentary places (e.g., residential and open space, offices and shopping) would benefit from being in close proximity. Some student groups distributed shopping throughout the community, while others clustered retail into larger centers (malls).

Key Notes

PARKS AND OPEN SPACE WERE MARKEDLY FAVORED BY CHILDREN

CLUSTERING DEVELOPMENT, AND COMPLIMENTARY DEVELOPMENT, WERE PREFERRED

GREENWAYS AND BUSY PEDESTRIAN VENUES WERE LIKED BETTER THAN ON-ROAD FACILITIES

The Northeast Area Study Technical Memorandum | One Voice: a summary of public engagement

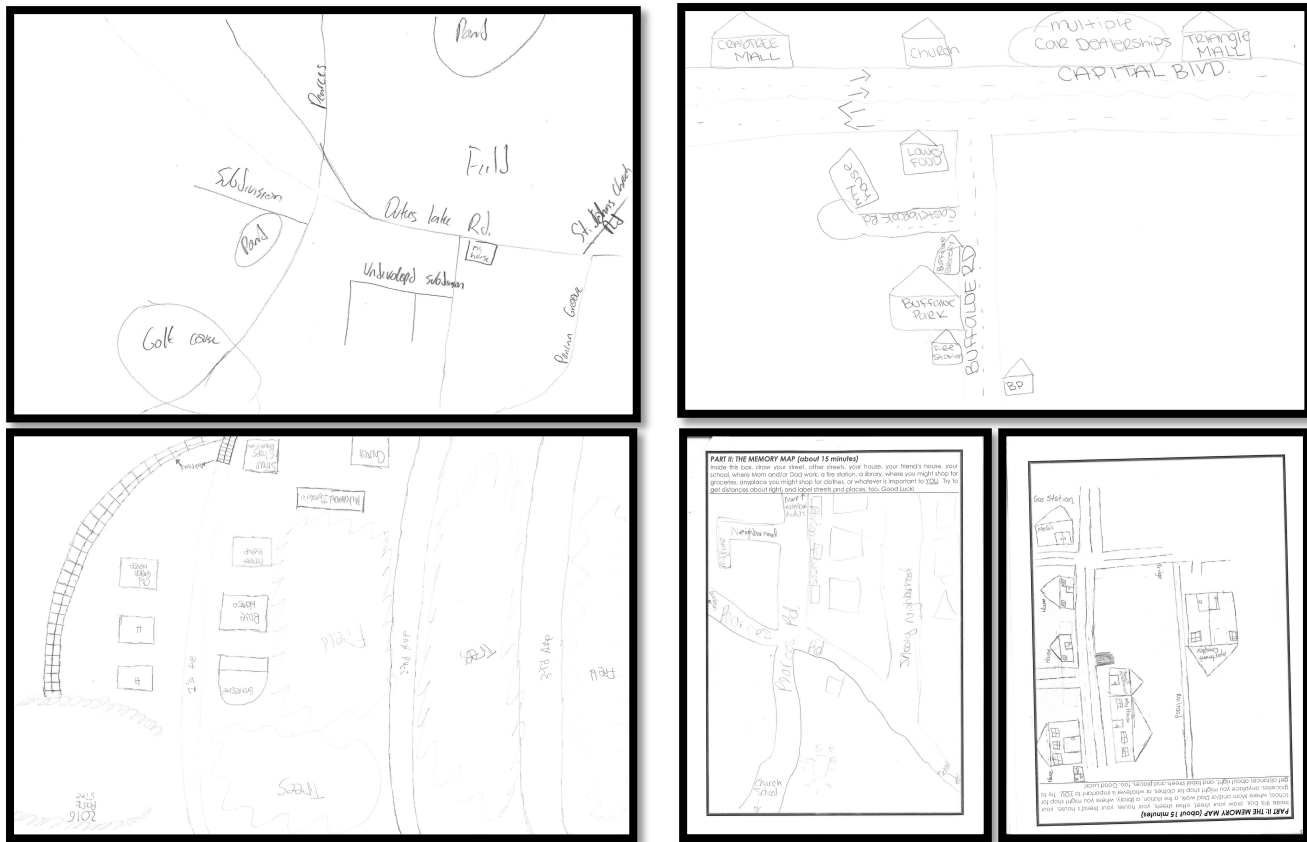


Figure 11. Memory Map Samples

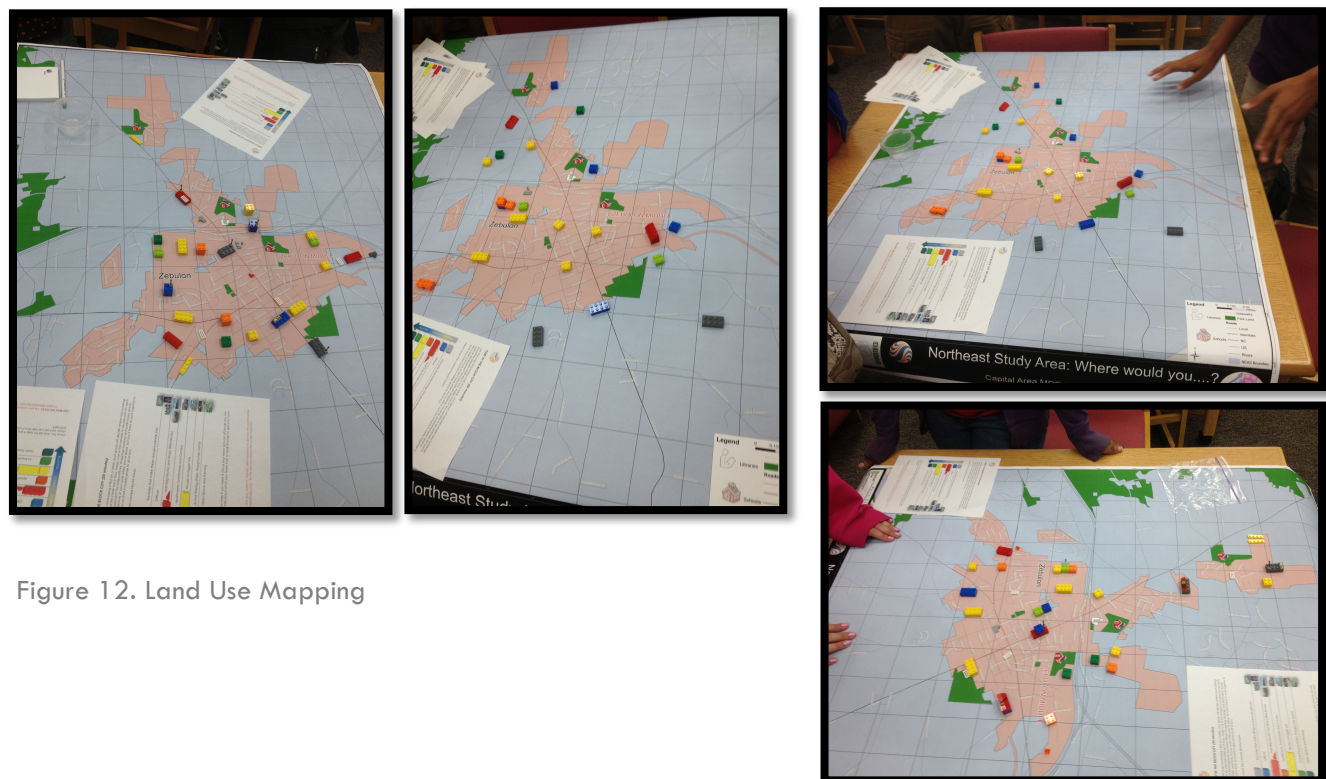


Figure 12. Land Use Mapping

Appendix A: Hispanic Community Outreach Efforts for NEAS Project

The following is a summary of the Hispanic community outreach efforts conducted by the Project Team for the Northeast Area Study. The intent of these efforts has been to engage members of the Hispanic community within the NEAS area to gather their feedback on the future development of their communities. The Project Team in this area of work was led by Eydo, a dedicated public engagement consultant.

BACKGROUND: UNDERSTANDING HISPANIC OUTREACH CHALLENGES

The Hispanic community poses a set of unique challenges when viewed in terms of commonly accepted public involvement and community outreach activities. Language, culture, citizenship status and country-of-origin issues all must be considered when crafting a strategy for outreach and engagement. Where traditional public involvement and community outreach efforts rely upon the willingness of targeted populations to reach out of their community to enter into an external engagement process, this approach is not effective for the Hispanic community. Instead, an effective engagement process for this population must be built upon activities that reach into the Hispanic community by engaging them in their own communities – and within the safety and comfort that their community provides. Practically speaking, this fact means that holding a public meeting at a town hall and inviting the community to attend will not be effective. Instead, public gatherings must be held at local churches, restaurants or other areas that are pillars within the local Hispanic community.

With these realities in mind, and through a consultative process involving members of the study team, local business owners, church leaders and members of the Hispanic community, the Project Team structured public involvement and community outreach efforts to proactively engage the Hispanic population within their community.

GENERAL APPROACH

In January, the Project Team held an internal planning meeting involving Spanish Translator/LEP Culture Specialist Claudia Behm, and Project Manager Garold Smith. The point of the meeting was to discuss a strategy for reaching out into the Hispanic community within the study area. This meeting included briefing Claudia on the project, the study area, reviewing materials prepared for the roadshow and talking about potential targets for a field visit.

Following the planning meeting, online research was conducted to identify Hispanic businesses that would be visited during the project area visit. This involved narrow searches for *mercados*, *tiendas*, and other Hispanic-oriented businesses within the project area. The online survey for the NEAS project was also translated into Spanish and prepared for distribution during the field visit.

On February 14, the Project Team visited businesses within the project area, talking with the targeted business owners, handing out and completing surveys, and working to establish relationships within the Hispanic community. During this field visit, the team learned of a large Hispanic church that held potential as a sight for a traveling roadshow event. Through talking with individuals at local businesses, the team was able to get five surveys completed and left an additional 30 surveys at a number of local businesses in Wendell and Knightdale. However, after returning to the local businesses to retrieve the surveys, it was found that no additional surveys had been completed.

ENGAGING CHURCHES AND HISPANIC CHAMBER OF COMMERCE

Following the field visit, the Project Team turned its efforts towards the three large churches within the study area with the purpose of forming relationships and seeking opportunities to engage church attendees. These

included: Primera Iglesia Pentecostal Unida, Saint Catherine of Siena Catholic Church, and Saint Eugene's Catholic Church, all of which are located within the NEAS boundary. The team also reached out to Saint Raphael Catholic Church, which is located outside the study area but which has many parishioners living within the study area. The Project Team reached out to the churches through phone calls, emails and personal visits in an attempt to gain trust and learn of ways to engage church attendees. Although many efforts were made to actively engage the three churches, the team was told on every occasion that church leaders did not feel it appropriate to engage in NEAS through the forum of their churches. The fourth church, which is located outside the study area, did not feel that it was appropriate for them to participate as a parish. The team also attempted to engage the North Carolina Hispanic Chamber of Commerce a number of times - via phone messages, LinkedIn messages and email - and never received a response.

Without realizing success by reaching into the churches or Hispanic Chamber, Eydo decided to work on a different tactic - setting a small group meeting centered on community ambassadors with a meeting held at a local business. Through a series of discussions with Melanie Paul, formerly of the Wendell Chamber of Commerce, ambassadors within the Hispanic business community were identified. The Project Team met with these ambassadors a number of times to begin establishing relationships with them, and to learn of opportunities for setting up a small group "roadshow" meeting at a local business.

SMALL GROUP MEETING

Through a series of discussions with these ambassadors, it was decided that a small group meeting would be held at a local Mexican restaurant in downtown Wendell. A Spanish-language invitation flyer was produced and given to the ambassadors to distribute to their families, friends and community members. This small group meeting was held on Tuesday, May 21, at Agave Restaurant and Bar. Ms. Behm provided live translation for the study team as they prompted an open discussion with attendees. A number of local business owners and community members attended the small group meeting and were able to provide feedback to the team on issues like housing, transportation, shopping and land use development.

The attendees were also able to provide the study team with additional tactics for reaching members of the Hispanic community. These included family events, incentives, and creating a presence at the annual International Food Festival held each September in downtown Wendell; the event is sponsored by St. Eugene's Catholic Church and draws many Hispanics.

RESULTS

Through discussions during the field visit, information gathered from completed surveys and feedback during the small group meeting, a number of common themes arose.

- Participants noted that they would like to see more public transportation service, with preference for local, circulator service that connects housing, shopping and healthcare (note especially the clinic east of Wendell on the existing bus route but without a current stop at that location).
- Participants would like to have improved pedestrian facilities including additional/improved sidewalks, greenways and pedestrian facilities.
- Participants would like to see more local shopping options, especially in Wendell since most shopping is located in Knightdale.
- Participants would like to see more housing options, especially apartments and more affordable housing options.
- Participants would like to see more development that results in job growth.
- Participants would like to see safety improvements made such that walking and bicycling – both recreational and job-related – are safe for them and for their families.

Appendix B: Detailed Robocalling Results

(directly from provider, Public Policy Polling)



Wake and Franklin Counties Survey Results

Q1 What do you think is the best way to make driving a better experience in your area: improve existing roads by straightening curves and widening shoulders to make them safer, build new roads, improve the operations on existing roads by reducing the number of driveways and making intersections function better, or do you think driving in this area is easy enough and nothing needs to be done?

Improve existing roads 46%
Build new roads 7%
Improve the operations on existing roads 18%
Driving is easy enough 22%
Something else 6%
Not sure 1%

Q2 What do you think is the best way to make walking a better experience in your area: build more sidewalks, build more greenways, slow down car traffic, or improve walking connections to schools?

Build more sidewalks 49%
Build more greenways 16%
Slow down car traffic 15%
Improve walking connections to schools 9%
Something else 7%
Not sure 4%

Q3 What do you think is the best way to make bicycling a better experience in your area: Better educate drivers and cyclists on safe and courteous behavior, slow down car traffic, make roadways safer by adding separate bicycle lanes, build more greenways, or improve biking connections around schools?

Educate drivers and cyclists on safe behavior 28%
Slow down car traffic 7%
Add bicycle lanes 46%
Build more greenways 10%
Improve biking connections around schools ... 4%
Something else 3%
Not sure 2%

Q4 What would make you consider taking public transportation at least once per week for work, shopping or other trips: More frequent bus service, bus service with stops closer to you and the places you need to go, if traffic congestion doubled the amount of time it takes you to drive to the places you want to go, or new, affordable passenger rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon?

More frequent bus service 18%
Stops closer to you and places you need to go 29%
Traffic congestion doubles time spent driving . 11%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon 24%
Something else 12%
Not sure 6%





Q5 As more people move into the area, what do you think should be our top priority for new development: more shopping choices, protect farmland and open space, more single-family homes on larger lots, more affordable and multi-family housing that allows people to live closer to where they work, or do you think we should let the open market and developers decide what and where new growth should occur?

<i>More shopping choices</i>	12%	<i>More affordable and multi-family housing</i>	18%
<i>Protect farmland and open space</i>	41%	<i>Let open market and developers decide new growth</i> ..	8%
<i>More single-family homes on larger lots</i>	17%	<i>Something else</i>	2%
		<i>Not sure</i>	3%

Q6 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q7 If you are Hispanic, press 1. If you are white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic</i>	6%
<i>White</i>	59%
<i>African-American</i>	29%
<i>Other</i>	6%

Q8 If you are under 18, press 1. If 18-29 years old, press 2. If 30-45, press 3. If 46-65, press 4. If older than 65, press 5.

<i>Under 18</i>	6%
<i>18-29</i>	10%
<i>30-45</i>	26%
<i>46-65</i>	38%
<i>Older than 65</i>	20%

Q9 If you live in Youngsville or Franklinton, press 1. In Bunn or Franklin County, press 2. In Wake Forest or Rolesville, press 3. In Raleigh, press 4. In Knightdale, Wendell, or Zebulon, press 5. In unincorporated Wake County, press 6. If you live elsewhere, press 7.

<i>Youngsville or Franklinton</i>	15%
<i>Bunn or Franklin County</i>	15%
<i>Wake Forest or Rolesville</i>	6%
<i>Raleigh</i>	32%
<i>Knightdale, Wendell or Zebulon</i>	28%
<i>Unincorporated Wake County</i>	2%
<i>Elsewhere</i>	2%

Q10 If you work in Youngsville or Franklinton, press 1. In Bunn or Franklin County, press 2. In Wake Forest or Rolesville, press 3. In Raleigh, press 4. In Knightdale, Wendell, or Zebulon, press 5. In unincorporated Wake County, press 6. If you work elsewhere, press 7. If you are retired or don't work currently, press 8.

<i>Youngsville or Franklinton</i>	7%
<i>Bunn or Franklin County</i>	4%
<i>Wake Forest or Rolesville</i>	4%
<i>Raleigh</i>	31%
<i>Knightdale, Wendell or Zebulon</i>	6%
<i>Unincorporated Wake County</i>	2%
<i>Elsewhere</i>	11%
<i>Retired / don't work currently</i>	33%



Q11 What is your household's annual income? is it less than \$20,000, \$21,000 to \$50,000, \$51,000 to \$100,000, or more than \$100,000? If it's less than \$20,000, press 1. If it's \$21,000 to \$50,000, press 2. If it's \$51,000 to \$100,000, press 3. If it's more than \$100,000, press 4. If you don't care to say, press 5.

<i>Less than \$20,000</i>	14%
<i>\$21,000 to \$50,000</i>	29%
<i>\$51,000 to \$100,000</i>	30%
<i>More than \$100,000</i>	10%
<i>Don't care to say</i>	16%



Crosstabs

		Gender	
	Base	Woman	Man
Best Way to Improve Driving?			
Improve existing roads	46%	56%	34%
Build new roads	7%	4%	12%
Improve the operations on existing roads	18%	15%	21%
Driving is easy enough	22%	18%	26%
Something else	6%	6%	5%
Not sure	1%	1%	1%

		Gender	
	Base	Woman	Man
Best Way to Improve Walking?			
Build more sidewalks	49%	57%	40%
Build more greenways	16%	12%	21%
Slow down car traffic	15%	15%	15%
Improve walking connections to schools	9%	8%	9%
Something else	7%	4%	11%
Not sure	4%	4%	4%

		Gender	
	Base	Woman	Man
Best Way to Improve Cycling?			
Educate drivers and cyclists on safe behavior	28%	26%	30%
Slow down car traffic	7%	10%	3%
Add bicycle lanes	46%	51%	42%
Build more greenways	10%	6%	15%
Improve biking connections around schools	4%	4%	4%
Something else	3%	1%	4%
Not sure	2%	3%	2%

March 20-22, 2013

survey of 509 Franklin and Wake County residents

3020 Highwoods Blvd.

Raleigh, NC 27604

information@publicpolicypolling.com / 888 621-6988





Crosstabs

	Base	Gender	
		Woman	Man
What Would Lead to Using Public Transit?			
More frequent bus service	18%	18%	18%
Stops closer to you and places you need to go	29%	32%	25%
Traffic congestion doubles time spent driving	11%	12%	11%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	25%	23%
Something else	12%	7%	18%
Not sure	6%	6%	6%

	Base	Gender	
		Woman	Man
Top Priority for New Development?			
More shopping choices	12%	15%	8%
Protect farmland and open space	41%	39%	43%
More single-family homes on larger lots	17%	16%	17%
More affordable and multi-family housing	18%	22%	14%
Let open market and developers decide new growth	8%	5%	12%
Something else	2%	1%	3%
Not sure	3%	1%	5%

	Base	Race			
		Hispanic	White	African-American	Other
Best Way to Improve Driving?					
Improve existing roads	46%	50%	40%	59%	42%
Build new roads	7%	16%	6%	10%	5%
Improve the operations on existing roads	18%	-	24%	11%	13%
Driving is easy enough	22%	27%	25%	15%	16%
Something else	6%	7%	5%	4%	15%
Not sure	1%	-	1%	1%	9%

March 20-22, 2013

survey of 509 Franklin and Wake County residents

3020 Highwoods Blvd.

Raleigh, NC 27604

information@publicpolicypolling.com / 888 621-6988





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Best Way to Improve Walking?					
Build more sidewalks	49%	40%	46%	55%	69%
Build more greenways	16%	14%	19%	14%	2%
Slow down car traffic	15%	21%	14%	17%	5%
Improve walking connections to schools	9%	14%	8%	7%	13%
Something else	7%	10%	9%	1%	8%
Not sure	4%	-	4%	5%	4%

	Base	Race			
		Hispanic	White	African-American	Other
Best Way to Improve Cycling?					
Educate drivers and cyclists on safe behavior	28%	45%	27%	30%	15%
Slow down car traffic	7%	-	6%	7%	19%
Add bicycle lanes	46%	24%	47%	49%	51%
Build more greenways	10%	14%	11%	7%	10%
Improve biking connections around schools	4%	7%	4%	3%	-
Something else	3%	7%	3%	1%	5%
Not sure	2%	3%	3%	2%	-

	Base	Race			
		Hispanic	White	African-American	Other
What Would Lead to Using Public Transit?					
More frequent bus service	18%	38%	14%	22%	27%
Stops closer to you and places you need to go	29%	14%	28%	34%	17%
Traffic congestion doubles time spent driving	11%	7%	12%	10%	6%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	17%	24%	26%	27%
Something else	12%	24%	14%	3%	22%
Not sure	6%	-	8%	4%	2%



Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Top Priority for New Development?					
More shopping choices	12%	23%	8%	17%	13%
Protect farmland and open space	41%	31%	51%	23%	41%
More single-family homes on larger lots	17%	21%	14%	19%	27%
More affordable and multi-family housing	18%	7%	13%	32%	5%
Let open market and developers decide new growth	8%	17%	11%	2%	7%
Something else	2%	-	2%	1%	7%
Not sure	3%	-	2%	5%	-

	Base	Age				
		Under 18	18-29	30-45	46-65	Older than 65
Best Way to Improve Driving?						
Improve existing roads	46%	53%	42%	36%	55%	42%
Build new roads	7%	-	8%	11%	7%	5%
Improve the operations on existing roads	18%	13%	25%	22%	14%	18%
Driving is easy enough	22%	13%	25%	25%	17%	26%
Something else	6%	13%	-	6%	5%	6%
Not sure	1%	7%	-	-	1%	2%

	Base	Age				
		Under 18	18-29	30-45	46-65	Older than 65
Best Way to Improve Walking?						
Build more sidewalks	49%	47%	58%	52%	53%	36%
Build more greenways	16%	7%	13%	19%	18%	14%
Slow down car traffic	15%	13%	17%	11%	13%	24%
Improve walking connections to schools	9%	27%	8%	8%	5%	11%
Something else	7%	7%	-	3%	9%	11%
Not sure	4%	-	4%	8%	2%	4%

March 20-22, 2013

survey of 509 Franklin and Wake County residents

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Crosstabs

	Base	Age				
		Under 18	18-29	30-45	46-65	Older than 65
Best Way to Improve Cycling?						
Educate drivers and cyclists on safe behavior	28%	47%	29%	17%	26%	40%
Slow down car traffic	7%	13%	4%	6%	6%	7%
Add bicycle lanes	46%	33%	38%	52%	51%	40%
Build more greenways	10%	-	21%	16%	9%	3%
Improve biking connections around schools	4%	7%	-	5%	3%	4%
Something else	3%	-	4%	2%	3%	2%
Not sure	2%	-	4%	3%	1%	4%

	Base	Age				
		Under 18	18-29	30-45	46-65	Older than 65
What Would Lead to Using Public Transit?						
More frequent bus service	18%	53%	33%	8%	16%	18%
Stops closer to you and places you need to go	29%	33%	25%	30%	28%	30%
Traffic congestion doubles time spent driving	11%	7%	13%	19%	8%	7%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	-	17%	30%	29%	19%
Something else	12%	7%	13%	9%	13%	14%
Not sure	6%	-	-	5%	6%	12%

	Base	Age				
		Under 18	18-29	30-45	46-65	Older than 65
Top Priority for New Development?						
More shopping choices	12%	40%	8%	11%	12%	6%
Protect farmland and open space	41%	33%	46%	39%	42%	42%
More single-family homes on larger lots	17%	7%	17%	25%	14%	14%
More affordable and multi-family housing	18%	13%	25%	13%	19%	21%
Let open market and developers decide new growth	8%	7%	4%	6%	9%	12%
Something else	2%	-	-	2%	2%	3%
Not sure	3%	-	-	5%	2%	3%

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Crosstabs

	Base	Where Do You Live?						
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere
Best Way to Improve Driving?								
Improve existing roads	46%	43%	55%	40%	40%	52%	11%	71%
Build new roads	7%	11%	4%	5%	10%	6%	-	-
Improve the operations on existing roads	18%	16%	10%	31%	26%	10%	52%	11%
Driving is easy enough	22%	25%	24%	23%	17%	24%	11%	-
Something else	6%	5%	4%	-	7%	6%	27%	11%
Not sure	1%	-	3%	-	0%	2%	-	8%

	Base	Where Do You Live?						
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere
Best Way to Improve Walking?								
Build more sidewalks	49%	48%	36%	43%	56%	53%	18%	44%
Build more greenways	16%	21%	19%	27%	14%	11%	-	29%
Slow down car traffic	15%	17%	15%	10%	14%	14%	27%	27%
Improve walking connections to schools	9%	7%	20%	11%	6%	7%	-	-
Something else	7%	7%	9%	3%	5%	8%	48%	-
Not sure	4%	-	1%	7%	5%	6%	8%	-

	Base	Where Do You Live?						
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere
Best Way to Improve Cycling?								
Educate drivers and cyclists on safe behavior	28%	32%	43%	26%	16%	30%	45%	42%
Slow down car traffic	7%	9%	5%	8%	7%	6%	-	-
Add bicycle lanes	46%	40%	31%	51%	58%	45%	18%	47%
Build more greenways	10%	12%	8%	8%	14%	7%	-	11%
Improve biking connections around schools	4%	-	5%	-	1%	8%	27%	-
Something else	3%	6%	4%	-	2%	1%	11%	-
Not sure	2%	1%	3%	7%	1%	4%	-	-

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Crosstabs

	Base	Where Do You Live?						
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere
What Would Lead to Using Public Transit?								
More frequent bus service	18%	29%	18%	13%	15%	17%	34%	8%
Stops closer to you and places you need to go	29%	32%	33%	49%	33%	16%	-	37%
Traffic congestion doubles time spent driving	11%	14%	13%	-	7%	15%	8%	37%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	8%	11%	16%	29%	38%	11%	11%
Something else	12%	9%	14%	16%	11%	9%	48%	-
Not sure	6%	8%	11%	7%	4%	5%	-	8%

	Base	Where Do You Live?						
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere
Top Priority for New Development?								
More shopping choices	12%	16%	14%	20%	7%	10%	-	50%
Protect farmland and open space	41%	46%	52%	38%	33%	44%	21%	23%
More single-family homes on larger lots	17%	12%	9%	13%	20%	21%	-	27%
More affordable and multi-family housing	18%	11%	19%	9%	27%	13%	34%	-
Let open market and developers decide new growth	8%	10%	6%	14%	9%	6%	34%	-
Something else	2%	2%	-	-	2%	3%	11%	-
Not sure	3%	4%	1%	7%	2%	3%	-	-

	Base	Where Do You Work?							
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere	Retired / don't work currently
Best Way to Improve Driving?									
Improve existing roads	46%	51%	35%	37%	44%	52%	42%	46%	49%
Build new roads	7%	8%	13%	4%	9%	-	19%	14%	4%
Improve the operations on existing roads	18%	13%	24%	13%	26%	4%	6%	20%	15%
Driving is easy enough	22%	24%	19%	46%	16%	38%	15%	12%	23%
Something else	6%	2%	9%	-	4%	6%	19%	7%	7%
Not sure	1%	2%	-	-	1%	-	-	1%	2%



Crosstabs

	Base	Where Do You Work?							
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere	Retired / don't work currently
Best Way to Improve Walking?									
Build more sidewalks	49%	54%	45%	39%	58%	61%	33%	46%	42%
Build more greenways	16%	18%	18%	24%	17%	15%	18%	20%	12%
Slow down car traffic	15%	7%	12%	9%	14%	15%	19%	11%	20%
Improve walking connections to schools	9%	15%	9%	9%	3%	3%	23%	9%	12%
Something else	7%	4%	12%	9%	2%	6%	7%	11%	10%
Not sure	4%	2%	4%	9%	5%	-	-	2%	4%

	Base	Where Do You Work?							
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere	Retired / don't work currently
Best Way to Improve Cycling?									
Educate drivers and cyclists on safe behavior	28%	30%	38%	39%	21%	31%	49%	19%	33%
Slow down car traffic	7%	12%	-	9%	7%	2%	18%	4%	7%
Add bicycle lanes	46%	43%	41%	39%	52%	53%	19%	52%	43%
Build more greenways	10%	14%	3%	4%	14%	-	7%	20%	6%
Improve biking connections around schools	4%	2%	9%	-	2%	15%	-	1%	4%
Something else	3%	-	9%	-	2%	-	-	-	4%
Not sure	2%	-	-	9%	2%	-	7%	4%	3%

	Base	Where Do You Work?							
		Youngsville or Franklinton	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere	Retired / don't work currently
What Would Lead to Using Public Transit?									
More frequent bus service	18%	27%	24%	7%	17%	26%	18%	9%	20%
Stops closer to you and places you need to go	29%	33%	34%	57%	25%	23%	24%	24%	30%
Traffic congestion doubles time spent driving	11%	16%	-	19%	12%	6%	18%	9%	11%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	10%	6%	7%	30%	32%	28%	42%	19%
Something else	12%	7%	28%	-	13%	11%	12%	12%	11%
Not sure	6%	7%	7%	9%	4%	3%	-	4%	9%



Crosstabs

	Base	Where Do You Work?							
		Youngsville or Franklin	Bunn or Franklin County	Wake Forest or Rolesville	Raleigh	Knightdale, Wendell or Zebulon	Unincorporated Wake County	Elsewhere	Retired / don't work currently
Top Priority for New Development?									
More shopping choices	12%	21%	7%	17%	10%	15%	7%	10%	12%
Protect farmland and open space	41%	52%	40%	35%	41%	41%	51%	37%	40%
More single-family homes on larger lots	17%	6%	13%	28%	19%	13%	5%	18%	16%
More affordable and multi-family housing	18%	-	28%	7%	20%	16%	30%	17%	20%
Let open market and developers decide new growth	8%	14%	12%	4%	6%	11%	-	14%	7%
Something else	2%	2%	-	-	1%	3%	-	4%	3%
Not sure	3%	4%	-	9%	3%	-	7%	-	2%

	Base	Annual Household Income				
		Less than \$20,000	\$21,000 to \$50,000	\$51,000 to \$100,000	More than \$100,000	Don't care to say
Best Way to Improve Driving?						
Improve existing roads	46%	50%	45%	43%	46%	51%
Build new roads	7%	6%	7%	9%	11%	5%
Improve the operations on existing roads	18%	15%	17%	20%	23%	15%
Driving is easy enough	22%	13%	26%	24%	17%	20%
Something else	6%	11%	5%	3%	3%	9%
Not sure	1%	5%	0%	1%	-	-

	Base	Annual Household Income				
		Less than \$20,000	\$21,000 to \$50,000	\$51,000 to \$100,000	More than \$100,000	Don't care to say
Best Way to Improve Walking?						
Build more sidewalks	49%	48%	57%	54%	41%	35%
Build more greenways	16%	5%	16%	15%	34%	15%
Slow down car traffic	15%	13%	12%	14%	14%	24%
Improve walking connections to schools	9%	20%	6%	10%	3%	4%
Something else	7%	7%	6%	4%	6%	16%
Not sure	4%	7%	3%	5%	2%	5%



Crosstabs

	Base	Annual Household Income				
		Less than \$20,000	\$21,000 to \$50,000	\$51,000 to \$100,000	More than \$100,000	Don't care to say
Best Way to Improve Cycling?						
Educate drivers and cyclists on safe behavior	28%	32%	32%	16%	43%	29%
Slow down car traffic	7%	7%	8%	7%	2%	6%
Add bicycle lanes	46%	41%	47%	54%	38%	41%
Build more greenways	10%	9%	8%	13%	14%	7%
Improve biking connections around schools	4%	4%	2%	3%	1%	11%
Something else	3%	5%	2%	2%	2%	3%
Not sure	2%	3%	1%	5%	-	2%

	Base	Annual Household Income				
		Less than \$20,000	\$21,000 to \$50,000	\$51,000 to \$100,000	More than \$100,000	Don't care to say
What Would Lead to Using Public Transit?						
More frequent bus service	18%	38%	15%	13%	11%	20%
Stops closer to you and places you need to go	29%	23%	32%	30%	39%	20%
Traffic congestion doubles time spent driving	11%	8%	11%	15%	8%	8%
Rail service with stops in Raleigh, Knightdale, Wendell, and Zebulon	24%	13%	29%	28%	21%	21%
Something else	12%	12%	9%	10%	14%	18%
Not sure	6%	6%	5%	3%	7%	14%

	Base	Annual Household Income				
		Less than \$20,000	\$21,000 to \$50,000	\$51,000 to \$100,000	More than \$100,000	Don't care to say
Top Priority for New Development?						
More shopping choices	12%	29%	8%	6%	14%	12%
Protect farmland and open space	41%	15%	47%	48%	35%	43%
More single-family homes on larger lots	17%	19%	19%	15%	14%	15%
More affordable and multi-family housing	18%	23%	16%	20%	14%	15%
Let open market and developers decide new growth	8%	9%	7%	7%	14%	8%
Something else	2%	2%	1%	2%	2%	3%
Not sure	3%	3%	1%	2%	8%	3%

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