



Appendix A – Public Engagement Report

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Introduction

The Capital Area Metropolitan Planning Organization (CAMPO) conducted a transit study for the northern half of Harnett County to develop a vision that identifies transit needs and recommends potential service solutions. The study area includes Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Following two rounds of robust public engagement, the study proposed a hybrid model: Microtransit within a designated service area, combined with connections to nearby regional destinations to support the community's transportation needs.

Public engagement was integral to the North Harnett Transit Study, serving to educate the public and collect insights and feedback. This report outlines the campaign goals, and the tools used to achieve them. Public Engagement Phase I Summary and Public Engagement Phase II Summary are attached to provide a comprehensive public engagement review with a detailed account of each phase, their findings, and how they supported the transit study recommendation.

Public Engagement Phases

The North Harnett Transit Study public engagement campaign consisted of two phases.

Phase I (November 2023 - June 2024)

Phase I was divided into four stages: data collection, analysis and preparation, engagement execution, and presentation of findings. The goal was to educate the public about transit options, assess the community's desire for transit, solicit input on travel patterns, and develop a vision for transit service that best serves northern Harnett County.

Phase II (July 2024 - June 2025)

Phase II finalized the transit service recommendation and created an implementation plan, including an educational campaign to publicize the proposed recommendation.

Goals and Tools

Awareness, education, and feedback were the three driving goals for the study's public engagement campaign. Below is a summary of the goals and tools used to successfully identify transit needs and recommend potential service solutions.

Awareness

The first goal of the public engagement plan focused on raising public awareness about the study. This foundational step was crucial in establishing a basis for sustained and meaningful public engagement.

Website: A dedicated website, NorthHarnettTransitStudy.com, was launched to disseminate study information, provide progress updates, and collect feedback. It featured maps, educational content, timelines, engagement opportunities, and a link to the online survey and feedback form.

Press Releases: Press releases were issued to raise awareness about the study and its findings, attracting media attention from outlets like WRAL and The News & Observer.

E-blasts: E-blasts were distributed to CAMPO's public email list during Phase I to inform the audience about the study, transit options, and benefits. Announcements during Phase II highlighted the study's recommendation and the importance of community feedback.

Social Media: Social media posts promoted the study, online survey/feedback form, and public events across platforms like Facebook, Instagram, X (Twitter), and Reddit, garnering over 5300 views, likes, and shares.

Print Materials: A collection of print material was created to support outreach efforts at public events, including handouts, display boards, and a microtransit overview booklet. All materials were available in Spanish.

Virtual Public Meetings: Virtual public meetings were an effective and convenient tool to reach those already engaged in the project. The Core Technical Team and stakeholder meetings were available in-person and virtually. During Phase II, a virtual public meeting, 'Ask a Planner', was utilized to give an update on the study timeline, progress, findings, recommended transit service, and next steps.

Pop-up Events: Pop-up events were held through the study to reach members of the community who may not attend public meetings. They were held at popular community gatherings including Cape Fear Fest, Angier Earth Day Festival, and Angier Easter Egg Hunt & Spring Fling. The selected events allowed engagement with diverse audiences, including those from minority and limited English proficiency (LEP) communities.

Education

The second goal was to implement educational campaigns to provide the community with essential information on transit concepts.

Transit 101 (Phase I): The Transit 101 educational campaign introduced the public to the study by explaining transit and its elements in rural communities, equipping residents with the knowledge to provide input on the vision for a potential transit system.

Microtransit Campaign (Phase II): The Microtransit Campaign announced the proposed service recommendation and educated the public about microtransit, including its benefits, challenges, and usage scenarios. This included a virtual public meeting, stakeholder meetings, and promotional and engagement materials.

Feedback

The third goal was to capture public insights and feedback through a survey and feedback form.

Online Survey (Phase I): The online survey, also available on paper, was launched on March 11, 2024, and closed on May 24, 2024. The survey collected 356 responses on public perception and use of transit.

Feedback Form (Phase II): The feedback form, available online, was used to inform the community about the proposed transit service recommendation and gather feedback. It ran from March 12 to April 14, 2025, and garnered 154 responses.

Implications of Public Engagement Results

The results from community and stakeholder engagement during Phase I of public engagement revealed trends in transit usage and community desires for future transit service development.* The findings had implications for challenges and opportunities, which were used to finalize study recommendations and indicate areas of emphasis in Phase II.

While nearly three-quarters of survey participants use personal vehicles as their primary mode of transportation, trends in survey responses exhibited optimism and excitement for an upgraded transit network in the study area.

The eagerness for expanded service was echoed by attendees at pop-up events, at which recurring themes of discussion were a lack of current transit service, interest in expanded options, and a consensus that transit upgrades would enhance mobility and support growth in North Harnett County. The feedback received led directly to the recommended proposed hybrid model: Microtransit within a designated service area, combined with connections to nearby regional destinations to support the community's transportation needs.

During Phase II, the proposed recommendation was announced and public engagement revealed strong community and stakeholder support, along with thoughtful questions about its implementation.* Participants expressed interest in how the service would be funded, its hours of operation, service area boundaries, accessibility features, and coordination with existing transit like HARTS.

Most participants viewed the proposed recommendation as a valuable mobility option, especially for underserved groups like seniors, students, and low-income residents. Positive comments emphasized its potential to reduce congestion and support job creation.

These insights are critical for informing Harnett County's next steps after the study concludes.

** Refer to Public Engagement Phase I Summary and Public Engagement Phase II Summary for a complete assessment of public engagement activities, results, and insights.*

Conclusion

The North Harnett Transit Study's public engagement campaign successfully achieved its primary goals of raising awareness, educating the community, and gathering valuable feedback. Through a multi-faceted approach, the campaign effectively informed and involved the public.

Educational initiatives like the Transit 101 and Microtransit campaigns provided the community with essential knowledge, enabling informed participation and feedback. The use of virtual public meetings and pop-up events ensured broad and inclusive engagement, reaching diverse audiences, including historically underrepresented groups.

The feedback collected was instrumental in shaping the study's recommendations and implementation plan. The insights gathered from the community validated the proposed transit solutions and highlighted the specific needs and preferences of the residents.

Ultimately, the combined efforts and feedback from Phases I and II identified and confirmed microtransit with connections to regional destinations as a top transit priority for North Harnett County. Additionally, the public engagement outcomes provide valuable community-driven insights to guide and support future implementation.



Public Engagement Phase I Summary

Introduction

The Capital Area Metropolitan Planning Organization (CAMPO) is conducting a transit study of a portion of North Harnett County to develop a vision that identifies transit needs and recommends potential transit service solutions. The study area encompasses the northern half of Harnett County within CAMPO's boundary, which includes Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Phase I of the study's public engagement campaign occurred between November 2023 and June 2024. It was divided into four stages that encompassed data collection, analysis and preparation, engagement execution, and presentation of findings. The goal was to educate relevant publics about transit options and development, assess the desire for transit in the community, solicit input on travel patterns, and develop a vision for transit service that best serves the community. This crucial phase of the project aimed to empower residents with the knowledge needed to provide input on how a Harnett County transit system should look and provided opportunities for the community to influence its potential development.

Outreach and Promotional Materials

Awareness, education, and feedback were the three driving goals for the study's public engagement campaign. Both print and digital promotion were necessary to achieve objectives and promote the study to a range of audiences. This section of the summary details the collection of outreach strategies and promotional tools used to reach target audiences, foster understanding of transit services, and encourage engagement with the study.

Website

A dedicated website was launched at www.NorthHarnettTransitStudy.com to share study information, updates, and contact information. Its sections include a landing page with an overview and maps of the study area, educational content such as fact sheets and videos, the study's anticipated timeline and key deliverables, and engagement opportunities. Announcements are posted for project milestones, public engagement opportunities, study updates, and other information pertinent

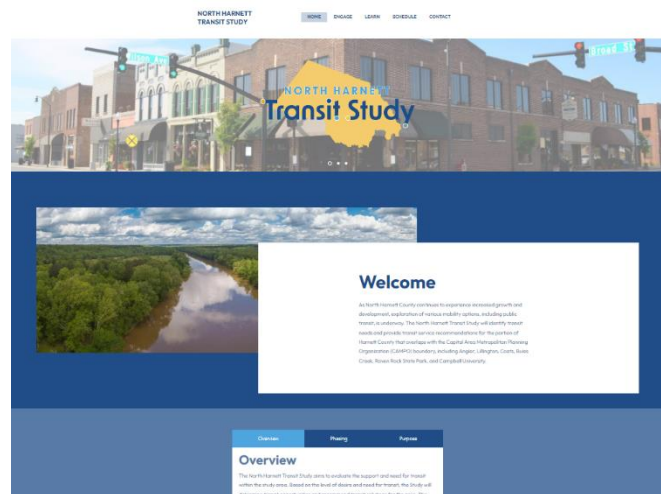


Figure 1. The study website's home page

to the public and stakeholders. The website is made compatible with Google Translate to heighten accessibility.

The study website went live on and attracted 787 unique visitors between its launch on February 13 and May 31, the end of the public engagement campaign's first phase. During this period, the website saw 912 site sessions and 1,203 page views, with an average session duration of seven minutes. April and May were the busiest months, drawing in 144 and 618 unique visitors, respectively. Most site sessions, 70%, transpired on mobile devices, with 28% on desktop, and 2% on tablet.

Spikes in website traffic occurred in correlation with public outreach efforts. Following the study's first pop-up event on April 20, the website saw 98 unique visitors from April 20 to April 23. On May 2, the second pop-up event was held and an e-blast was distributed — between May 2 and 3, 83 individuals visited the website. News articles published on May 22 from WRAL and May 23 from The News & Observer seem to have amplified web traffic as well. From May 22 to May 27, the study website captured 404 unique visitors — a stark difference from the surrounding days. Figure 2 below shows a chart daily website traffic.

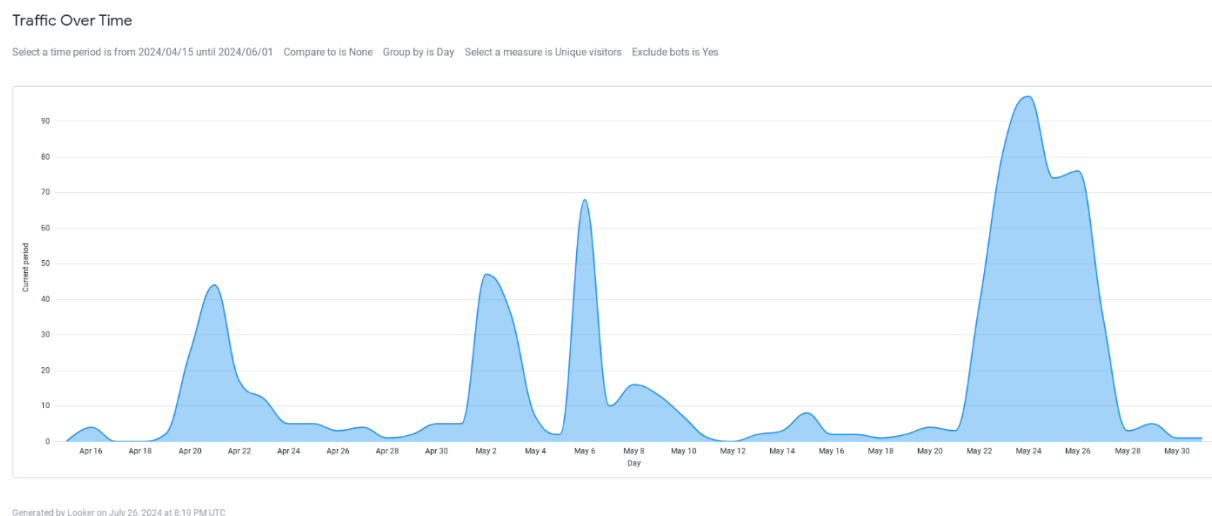


Figure 2. Unique website visitors between April 16 and May 31

Facebook was the top source of traffic for the study website, driving 497 unique visitors and generating 595 page views. Direct access to the website was the second largest traffic source, accounting for 201 unique visitors and 426 page views. The average session duration for users who directly accessed the site was 8 minutes, 32 seconds, while that of visitors from Facebook was only 1 minute, 29 seconds. The study website accrued 30 and 28 unique visitors from WRAL.com and the CAMPO website, respectively. All other traffic sources accounted for six or less unique visitors each.

Press Release

The study team employed a press release to announce the North Harnett Transit Study and its public engagement goals to media contacts and key stakeholders. The press release presented a summary of the study and its purpose, explained transit options, outlined the initial phase of public outreach and engagement opportunities, and included a link to the website. It was also translated to Spanish to reach a wider audience.

The tactic gained earned media coverage from two news outlets, which further publicized the study and its purpose. On May 22, WRAL posted an article to its website titled "Growing part of Harnett County

considering new transit system to ease congestion”, and on May 23, The News & Observer uploaded “Is northern Harnett County ready for transit? Study aims to find out”, by Richard Stradling. Both articles can be found in Appendix A.

E-Blast

An e-blast was distributed to subscribers of CAMPO’s public email list through PublicInput.com. This newsletter aimed to establish audience familiarity with the study and inform on transit options and benefits. The e-blast also emphasized the importance of community participation and encouraged readers to take the online survey via the link provided.

The e-blast was sent out to 647 subscribers on May 5 and opened by 48.5% of recipients. Campbell University also shared the e-blast in its faculty and staff newsletter.

Community members were able to subscribe on the website to receive study updates. During Phase I of engagement, 28 individuals signed up for email and SMS communications.

Social Media

The team launched a series of social media posts and promotional videos (“reels”) through official CAMPO and Harnett County social media accounts on Facebook, Instagram, X (Twitter), and Reddit (r/campbellu, r/Harnettcounty, r/SanfordNC, r/CarFreeRDU, r/Angier) to reach its target audiences and promote public participation. Several study stakeholder jurisdictions also supported the outreach effort on social media through their own posts, such as Harnett County and Angier Mayor Bob Jusnes.



Figure 3. CAMPO Facebook post

Table 1. Social Media Post Metrics

Platform	Data	Content	Engagement
X (Twitter)	April 25	Post	54 views
	May 3	Reel	62 views
	May 4	Pop-ups notice	43 views
	May 4	Lillington Pop-up	77 views
	May 23	Post	32 views, 1 like
	May 23	Reel	89 views, 2 likes
	May 23	Post	51 views, 1 like
Instagram	April 25	Post	3 likes
	May 3	Reel & Post	1 like
	May 4	Pop-up notice	3 likes
	May 4	Photos of pop-up	3 likes
	May 23	Reel	2 likes

Facebook	May 24	Post	1 like
	April 25	Post	1,134 views, 5 shares
	May 3	Reel	41 views, 1 like, 1 share
	May 4	Pop-up notice	114 views, 2 likes
	May 4	Photos of pop-up	212 views
	May 23	Reel	14 likes, 5 shares
	May 24	Post	3 likes, 3 shares

Print Materials

A collection of print materials was developed to augment outreach efforts. A study handout provided an overview of the study, explained public transit with its benefits and uses, and encouraged participation in the online survey via a QR code. The handout was shared at pop-up events and stakeholder meetings and was also available in Spanish. A visually engaging informational flyer was distributed electronically and at in-person engagement opportunities. The flyer was designed to promote engagement opportunities, provide project information, drive traffic to the online survey with a QR code, and direct

viewers to the website and social media for additional information. The reverse of this flyer housed a Spanish version and was posted at several high-traffic locations in the study area.

Transit Mode Lib Game
A Fill-In-The-Blank Story About How You Move in North Harnett County

Directions: Have some fun filling in a single unique word or phrase for each blank shown below. Then read your transportation story, Mad Libs-style.

In the heart of Harnett County, excitement _____ as the community prepared for the launch of their new transit service! The service will provide _____ journeys throughout the county, bringing passengers to their favorite destinations, like the _____ and the _____.

_____ decided to take the first trip on the service with their friend _____. Together, they made their way to the boarding area by _____ and saw the _____ vehicle waiting for them!

Their driver, _____, greeted them as they climbed on board. They were _____ to find there were already _____ passengers on board! As the vehicle set off, the passengers _____ while enjoying their _____ ride to _____. When they arrived, _____ turned to _____.

Figure 4. Mad Libs activity

Pop-up events were supplemented with an engagement board that presented an overview of the study and its purpose, what transit can look like, and advocated for survey participation with a QR code. The events also utilized two types of interactive activities to further interest attendees and gather public input. A display board with a map of the study area offered a mapping activity that allowed participants to mark frequented locations in Harnett County using sticker dots. The results of this activity are summarized in the Pop-Up section of this summary.

The second activity was a transit-based Mad Libs game in which participants created their own vision for transit in North Harnett County by writing words in the blank spaces on a story template. Participants who completed the activity at the event were asked to read their story

out loud once completed and encouraged to post it to social media using the hashtag #NorthHarnettTransit. The Mad Libs activity was also offered as a take home material along with informational flyers for those not interested in engaging in person. Both engagement boards and the Mad Libs activity were translated into Spanish. Copies of these materials can be found in Appendix B.

Transit 101

At the center of the public engagement campaign's strategy to inform residents and stakeholders of North Harnett County about transit was the Transit 101 educational campaign. This component of the

outreach strategy sought to explain transit and overarching elements of transit in a rural community. The goal was to empower residents with the knowledge necessary to provide input on the vision for a potential Harnett County transit system by facilitating an understanding of the benefits and challenges tied to public transportation.

The Transit 101 campaign was realized through integration into tactics of the public engagement plan, particularly at in-person engagement opportunities such as pop-up events and stakeholder meetings, and digitally in website and social media content. A range of physical and digital promotional materials were developed to support educational outreach efforts, as summarized previously. Content was published to the study website to create an all-inclusive hub for information about the study. In addition to outlining the study's purpose and phasing, the website presented an overview of transit, including its benefits and challenges, and what it might look like in a rural community.

The study team engaged in conversations with members of the public at pop-up events, discussing transit with an emphasis on a rural implementation and answering questions to bolster the public's understanding of a potential transit vision. At stakeholder engagement events, the study team presented engagement materials during presentations and requested feedback to improve educational messaging, as well as solicited support with sharing this content to their communities. The team also spoke with elected officials about logistical components of transit planning, such as funding, facilities, staffing, services, partnerships, and outreach at a high level to introduce the concept ahead of their deeper dive in Phase 2.

Stakeholder Engagement

Stakeholder engagement was critical for the success of Phase I to ensure that all decision makers and community leaders were able to weigh in on the idea of bringing transit service to the study area, and to provide insight into community needs and potential interest. Several groups of stakeholders were developed to be engaged with at key points during Phase I.

Core Technical Team (CTT) -

Representatives from the target audiences were invited to participate on the Core Technical Team to assist in guiding the study's development through regular coordination and providing feedback on technical issues and data analysis.



Figure 5. Discussion at Focus Group meeting

Elected Officials (EO) - Officials were asked about their views on transit, how they would like to see transit develop in their jurisdiction, and what they would like to ask the public in order to make informed decisions about the future of transit operations.

Focus Groups (FG) – Three focus groups were conducted to engage stakeholders such as community members, human and social service agencies, minority groups, transit riders, commercial interests, and

other special service groups. These focus groups were presented with information to help them provide informed input about their views on transit and how their community may benefit from transit, as well as requested to share the study survey amongst their community.

Bus Operators (BO) – The study team interviewed HARTS bus operators to collect input regarding operations, demand, and other concerns that operators are aware of through their position.

Table 2 shows the meetings that were held with each group.

Table 2. Stakeholder Meetings Held

Group / Meeting Date	Purpose of Meeting
CTT – November 29, 2023	Kick-off Meeting – Provide study introduction, review stakeholder and elected official group selection, discuss data identification.
CTT – April 1, 2024	Mtg 2 - Apprise of the analysis outcomes, present the PEP and draft materials for public, stakeholder, and elected officials' engagement.
EO – February 14, 2024	Workshop to present socio-economic conditions, transit-supportiveness of study area, transit service options, and the land-uses required to make the area more transit-supportive. Collect input on view of transit, transit development in their jurisdictions, and questions for the public.
FG – March and April, 2024	Present socio-economic conditions, transit-supportiveness of study area, transit service options, and the land-uses required to make the area more transit-supportive. Collect input on view of transit and community benefits. Request support to share the survey amongst their community.
BO – June 2024	One-on-one interviews to collect feedback on operations, demand, and other concerns operators are experiencing.
CTT + EO – June 26, 2024	Mtg 3 – Present the outcomes of the public and stakeholder engagement and lay foundation for Phase 2.

Virtual polling was conducted at several meetings to collect feedback from participants. When asked how **CTT members** would describe Harnett County today, they used words such as 'Growing' and 'Changing.' They described the most significant challenges in Harnett County with 'Density' as the most popular word. 'Growth' was the preferred word to describe the most significant opportunities in Harnett County, and discussions centered around growth being an opportunity to see the benefits of transit. **CTT members** also noted that there is some community interest in transit. Flexible on-demand service was the most popular enhancement, followed by local service with some regional service.



Figure 6. Elected Officials meeting using live polling

Public officials leaned positively towards transit in North Harnett. This group was interested in local service with some regional service as well as longer service hours with flexible on-demand service, but concerned with lack of updated infrastructure and increasing traffic.

Members of all **focus groups** voiced concerns about traffic but shared that some level of interest for transit as it could benefit different users. The focus groups also brought up how transit could be used to help community members get to home or school and support higher density housing in the study area.

What **HARTS bus operators** heard from passengers included a need for trips outside of the county and more flexibility to get where they want to go. There is a general desire to have more service. HARTS is currently at capacity on the service it can provide. Trips to work, medical appointments, and shopping destinations would benefit the most from additional transit. To improve HARTS service in general, **HARTS bus operators** had ideas including increasing the number of drivers and having more centralized routes.

Pop-Up Events

The public engagement campaign implemented a series of four pop-up events to reach populations who typically do not attend public meetings and generate excitement about transit. Pop-up events leveraged popular community events as venues with the intention of capturing a broad, diverse audience. These engagement opportunities aimed to maximize public participation in the study's development and facilitate dialogue with communities that have not historically participated in similar studies, such as minority or LEP communities.



Pop-ups introduced the study to the public, informed participants about transit options, solicited feedback and fostered relationships through conversation, and encouraged individuals to participate in the online survey to help shape the study's vision. At each event, CAMPO staff shared study materials while explaining the purpose of the study, gathering feedback from the community, and encouraging people to take the survey.

1. Angier Earth Day Festival, April 20
2. Angier Common Ground Concert Series & Makers Market, May 2
3. Cape Fear Fest, May 4
4. Lunch and Yoga at Coats Senior Center, May 20

The first pop-up event of the public engagement campaign was held at the Angier Earth Day festival on April 20 at Angier Depot Square from 9 a.m. to 2 p.m. The event saw several hundred attendees, with a vendor fair, food trucks, live music, and children's activities. CAMPO staff hosted a table at the vendor fair and engaged around 40 individuals at the event; roughly half of those who stopped by the table also participated in the mapping exercise. Study bookmarks were given to most people who stopped by the table; these were a primary means to engage and share information with those who were not interested in interacting at the booth. Central themes of discussion at this event were that transit service is currently lacking in Harnett County, that transit service could provide benefits for the County, and a desire for local transit service that provided access to downtown.

On May 2, CAMPO staff hosted the second pop-up event at Angier Common Ground Concert Series & Makers Market from 4 p.m. to 9 p.m. The event took place at Angier Depot Square, among food trucks, vendors, and live music. This event saw light participation. A recurring comment theme from participants was interest and excitement about the prospect of County-provided transit service. Several people engaged with the mapping activity, and bookmarks were distributed to those who were not interested in discussion.

The study's third pop-up event was hosted on May 4 at Cape Fear Fest, an annual festival with vendors, food trucks, live music, and performers in downtown Lillington, NC. CAMPO staff shared a tent with the Harnett County Board of Elections from 10 a.m. to 2 p.m. and spoke with about 60 attendees. Many individuals completed the mapping activity and a few completed paper surveys. Attendees showed excitement for and recognition of a need for transit service to improve mobility in Harnett County; there was a general sentiment that additional transportation options would be a good way to support the County's growth.

The fourth pop-up event was held on May 20 during Lunch and Yoga at Coats Senior Center from 11:30 a.m. to 1:30 p.m. CAMPO staff set up a table with the goal of speaking with seniors about transit and gathering insight on the unique perspectives of this demographic. The team provided an overview of the study purpose while the seniors had lunch, and after, engaged with a group of about ten individuals. All seniors at the event were aware of HARTS and most shared that they no longer feel confident driving or will not do so at night. Most attendees expressed a desire for transit service that would allow them the freedom to safely access destinations without relying on family or friends for rides, as doing so often makes them feel like a burden. Several seniors at the event use HARTS for medical purposes but commented that there can be long wait times on the front or back end of trips. One senior who regularly uses HARTS identified two specific challenges: 1. HARTS service is at capacity, and 2. It does not fit all her travel needs, as she expressed frustration with wait times, reservations being required far in advance, and trip cancellations. This user also lamented not having access to transit service on weekday evenings or weekends.

Figure 8 features the final display board with feedback from all pop-up events. The board contains all responses to the mapping activity, in which participants marked locations they frequent, as well as locations that they would like to visit.

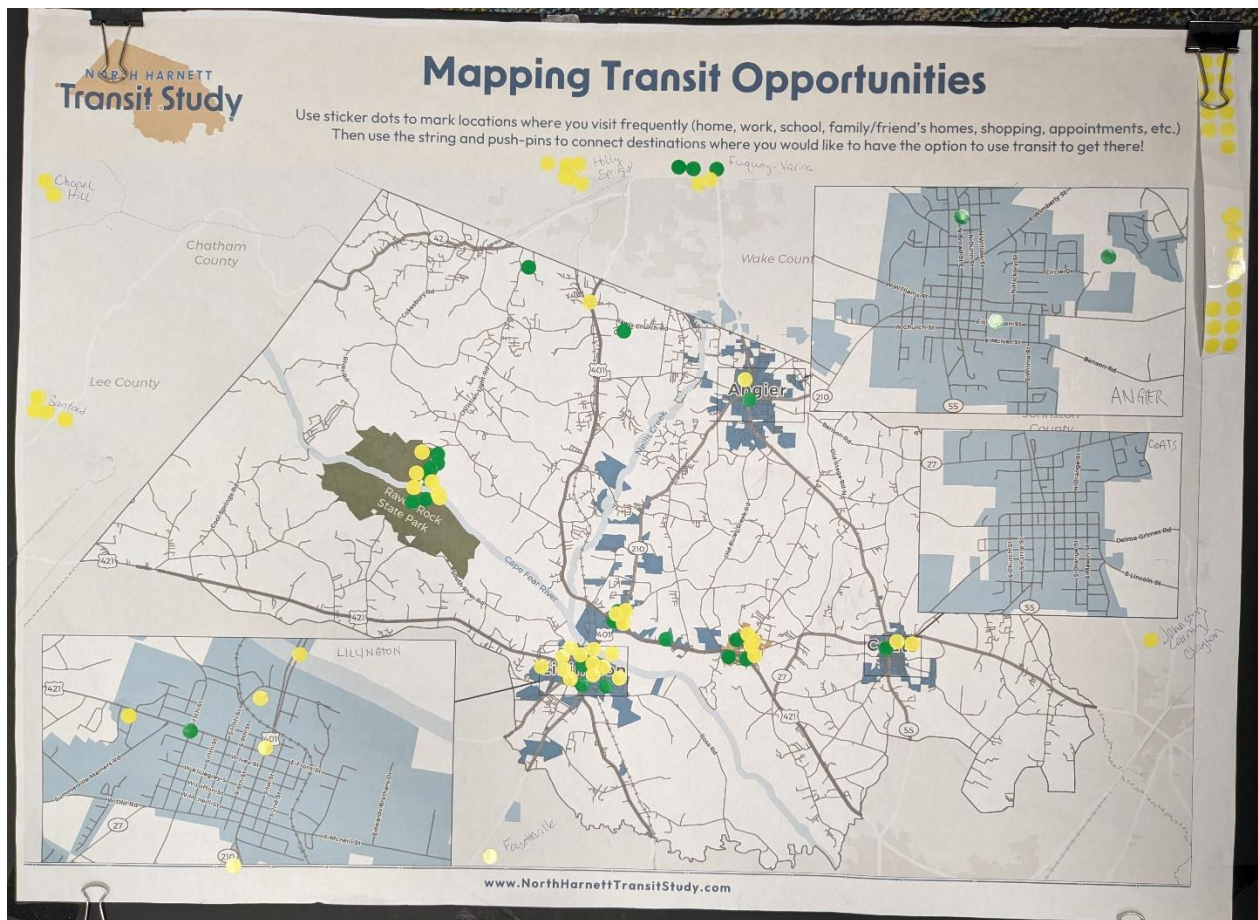


Figure 8. Results on Display Board from Pop-up Events

Survey

A public survey, hosted on PublicInput.com, was utilized as a primary tool for informing the community on transit concepts, gathering insight into interest for and perception of transit options, and identifying needs and goals for potential transit recommendations. The survey period ran from March 11, 2024, to May 24, 2024, garnering 356 participants. The survey was divided into three sections and comprised of 12 questions, with optional demographic questions. PublicInput's translation feature, connected to Google Translate, established accessibility in 133 additional languages. A paper version of the survey was distributed to community members outside of in-person events, and also provided by CAMPO upon request.

CAMPO's PublicInput.com account hosted the survey and collected data from input received. Links and QR codes to the survey were shared on the study website, social media, at engagement events, in promotional materials, and Campbell University's faculty/staff newsletter. Print materials such as a handout and informational flyer promoted the survey's QR code to facilitate access for participants at engagement events and in public spaces. The informational flyer was also posted at several high-traffic

locations in the study area and included a Spanish version on the reverse to engage a wider audience. All materials and promotional locations are presented in Appendix C.

Section One

The online survey began with a brief introduction to the study, identifying its purpose and the study area boundary. After providing this context, the survey asked participants six questions about their primary modes of travel: if they'd used transit service before, familiarity with the Harnett Area Rural Transit System (HARTS), how important transit benefits are, level of interest in public transit, and concerns about transit. The following figures show the results to each question.

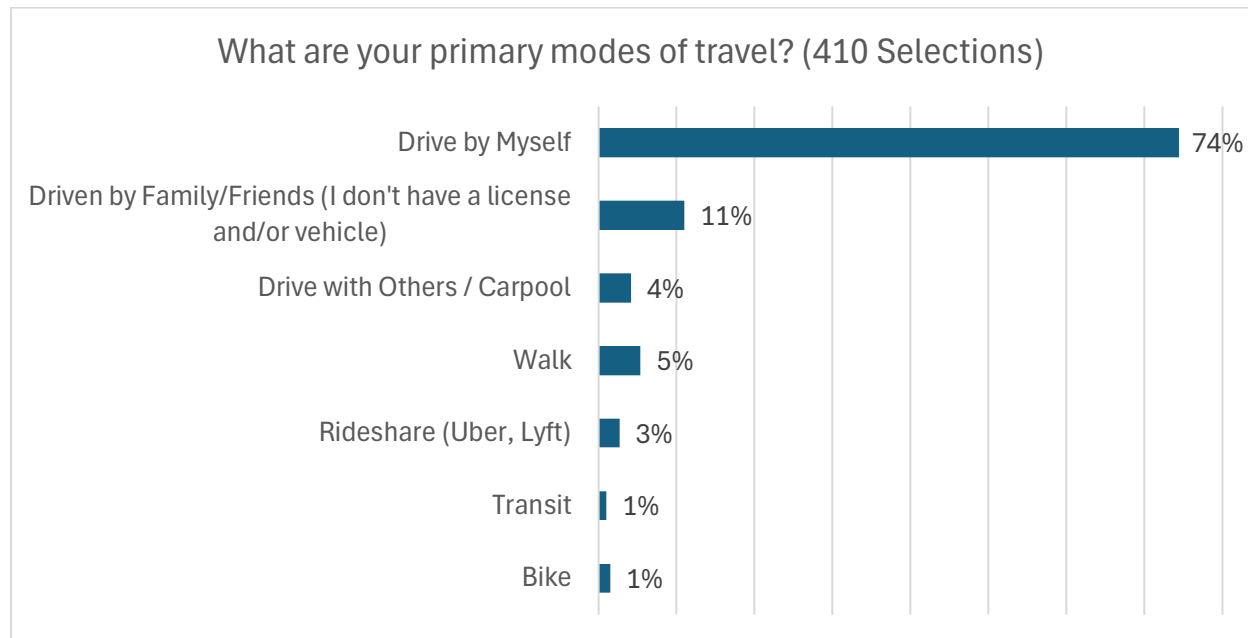


Figure 9. Respondents' primary modes of travel. More than one option was able to be selected*

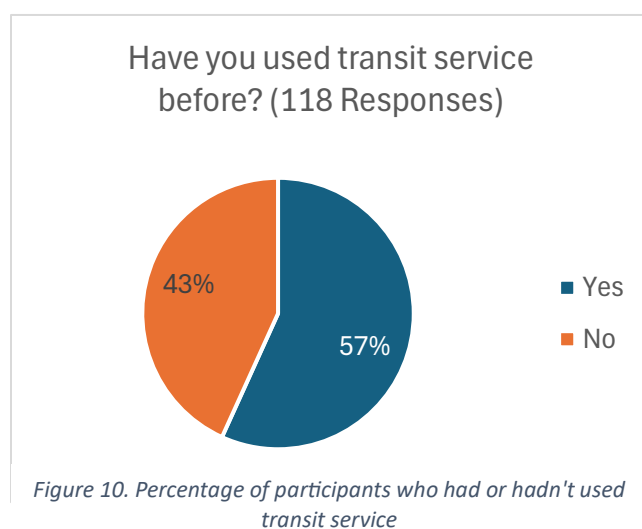


Figure 10. Percentage of participants who had or hadn't used transit service

Data collected from responses in the survey's first section reveals insights into the community's transportation habits, perceptions of existing transit services, and areas of desired expansion. While the majority of respondents had used transit services before, only 1% currently use public transit as a primary mode of travel. Most survey participants, 74%, drive themselves to reach their destinations.

When asked what transit service they have used before, most respondents commented that they've used larger transit services in major cities in the U.S., regional services provided by GoTriangle, as well as specific comments for "bus" services and using ride share services such

as Uber or Lyft. The comments received can be found in Appendix D.

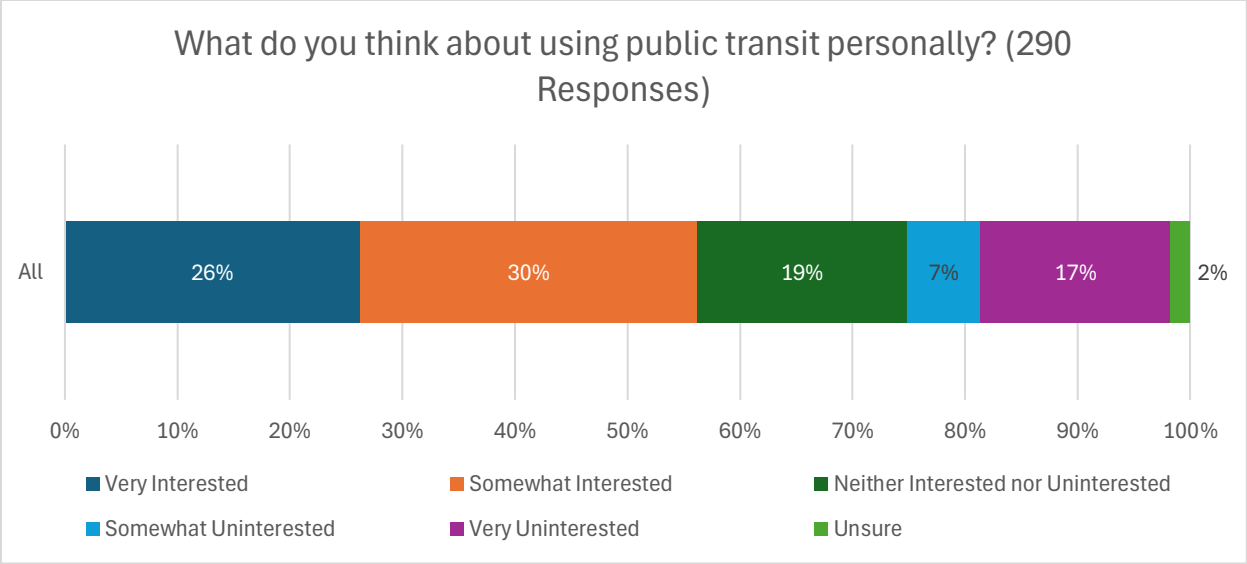


Figure 11. Respondents' level of interest in using public transit

Participants were asked how they personally feel about using public transit; the results are shown in Figure 11. Over 55% of participants were either very interested or somewhat interested. When looking at responses made by participants who identified as “65 years or older,” “disabled,” “having a household total income less than \$53,000,” or “representing a minority race” the percentage of those who are very or somewhat interested is much higher — 68%, 85%, 76%, and 78% respectively. A full comparison of the cross-tab analysis for each question can be found in Appendix E.

The next question asked participants to rate the importance of transit value statements with relation to deciding whether to support investment in public transit for North Harnett County. Table 3 shows the total rating of each statement by all participants on the scale of very important to not important at all.

Providing transportation options for seniors, disabled persons, and others who cannot drive was the most widely agreed upon value of transit service in a community, with 76% of respondents rating it as very important. This was followed by reducing unemployment by increasing access to jobs at 62%, and providing transportation options for low-income persons at 55%.

Again, participants who identified as “65 years or older,” “disabled,” “have a household total income less than \$53,000,” “represent a minority race,” or who noted they were personally very or somewhat interested in using transit rated each of these statements as more important than the average rating by all participants.

Table 3. Value statements and summary of ratings

Summary of all responses to statements – listed in order from most to least important by response	Very Important	Important	Somewhat Important	Somewhat Unim+portant	Unimportant	Not Important at All

Provide transportation options for seniors, disabled persons, or others who cannot drive. (299 Responses)	76%	17%	4%	2%	0%	1%
Reduce unemployment by increasing access to jobs. (295 Responses)	62%	26%	7%	2%	1%	2%
Provide transportation options for low-income persons. (299 Responses)	55%	22%	13%	3%	3%	4%
Help people avoid congestion (reduces number of vehicles on roads). (294 Responses)	53%	23%	14%	4%	2%	3%
Encourage new businesses and employees to come to Harnett County. (289 Responses)	50%	24%	13%	3%	2%	8%
Make it easy for people to walk and bike more, to improve public health and/or reduce health costs. (293 Responses)	46%	22%	18%	8%	2%	4%
Support the development of denser, more walkable/bikeable neighborhoods and activity centers. (289 Responses)	42%	22%	17%	5%	7%	7%
Reduce the cost of transportation for a household, or help households own fewer cars. (297 Responses)	38%	25%	16%	7%	8%	5%
Help people drive less to improve air quality. (293 Responses)	33%	22%	22%	6%	9%	8%

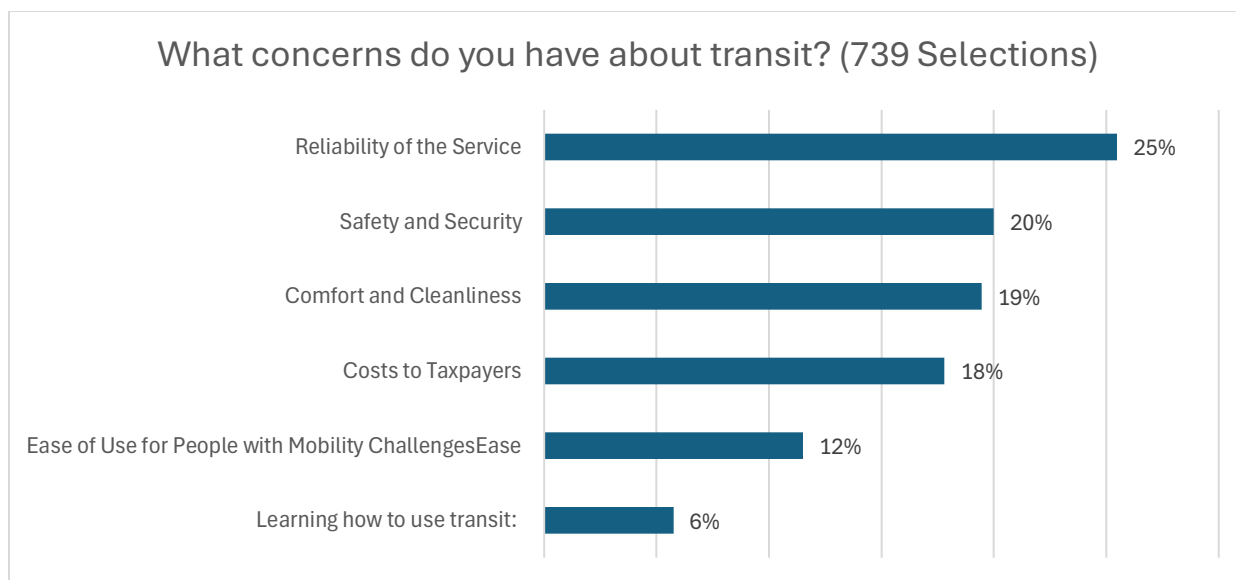


Figure 12. Concerns about transit

The last question in this section asked participants what concerns they have about transit. Figure 12 shows the responses from all participants, who were allowed to select as many options as they wanted. Reliability of service was the top concern among survey respondents, a theme echoed by existing HARTS riders whom the CAMPO team spoke with at pop-up events.

Participants who were “uninterested in transit” and have “5 or more people in my household” had a higher average for “Cost of Taxpayers” with 32% and 27%, respectively. Participants who identified as having a “household total income less than \$53,000” and “disabled” had a higher average for concerns about “Ease of Use” with 16% and 18%, respectively.

Participants who noted “other” concerns provided comments regarding the scheduling and convenience of services.

Section Two

The survey’s second section sought to understand how participants would use transit in North Harnett County. Two PDF documents were attached at the top of this page — the study handout, and a Transit 101 presentation — to prime respondents with information about types of transit services and their benefits.

The first four questions of section two asked survey respondents what their top priorities are for a North Harnett Transit system. Figures 13-16 show the results as averages for each question.

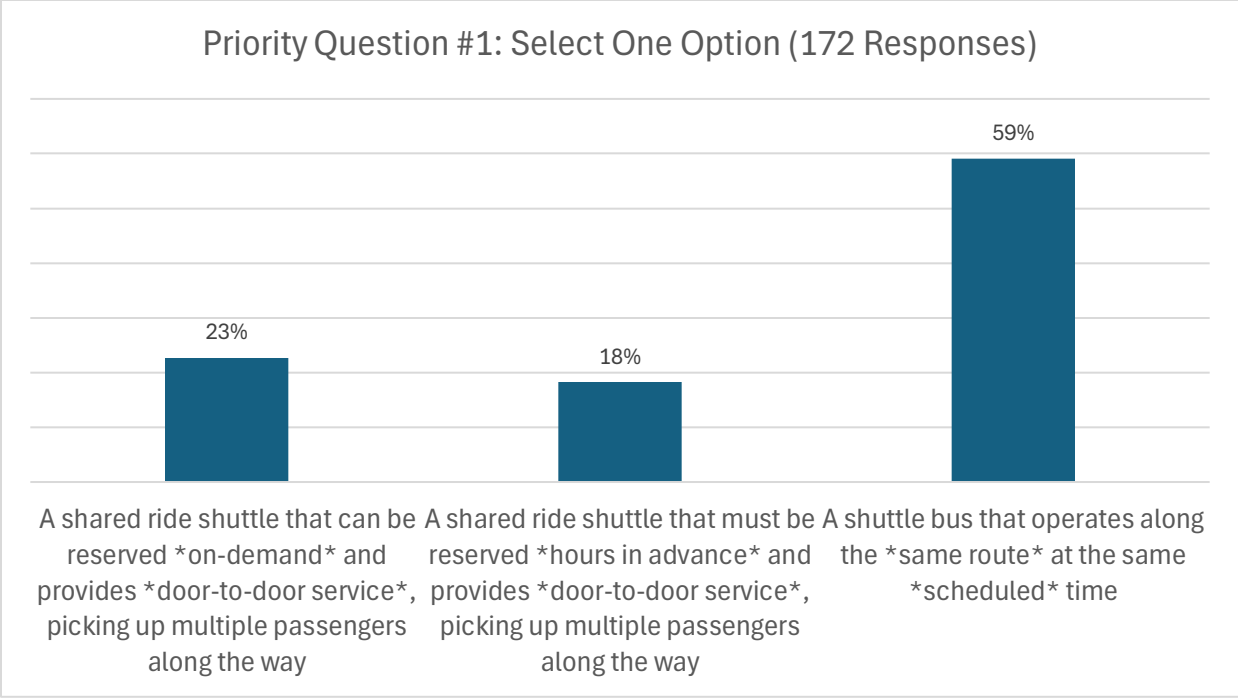


Figure 13. Priority question #1

As shown in Figure 13, the majority of participants would prefer to have a shuttle bus that operates along the same route at the same scheduled time, as compared to a service that can be reserved on-demand or in advance and would provide a door-to-door service.

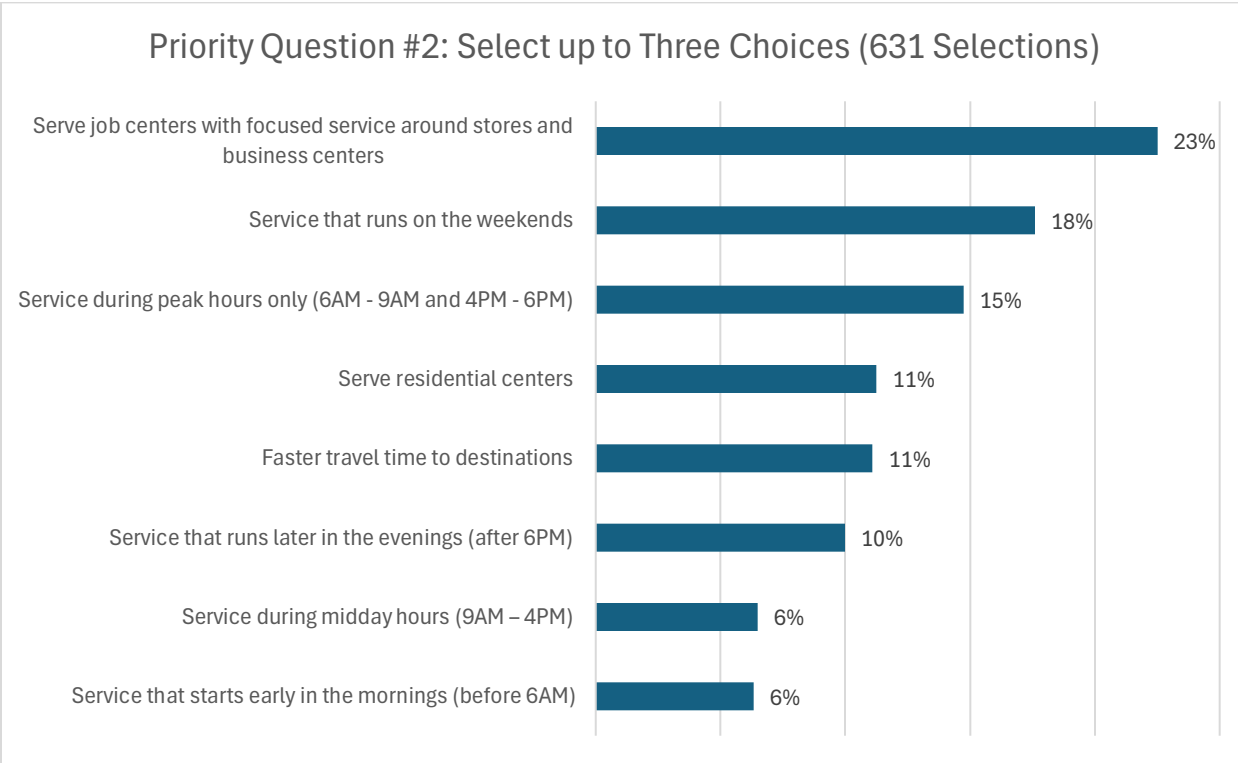


Figure 14. Priority question #2

The second priority question allowed participants to select up to three choices from a set of various service options, such as locations and scheduling. The top three choices were serving job centers, service that runs on weekends, and service that operates during peak hours (6AM – 9AM and 4PM – 6PM).

Figure 15 shows the results to the third priority question, which asked if participants would prefer to have local service or regional service. The responses were split 50/50 for this question. When considering other demographic information about the participants, those who were “uninterested in transit service,” have a “household total income less than \$53,000,” and “represent a minority race” leaned more towards having local service, whereas participants who identified as “65 years or older,” “interest in transit service,” or “disabled” leaned more towards having regional service.

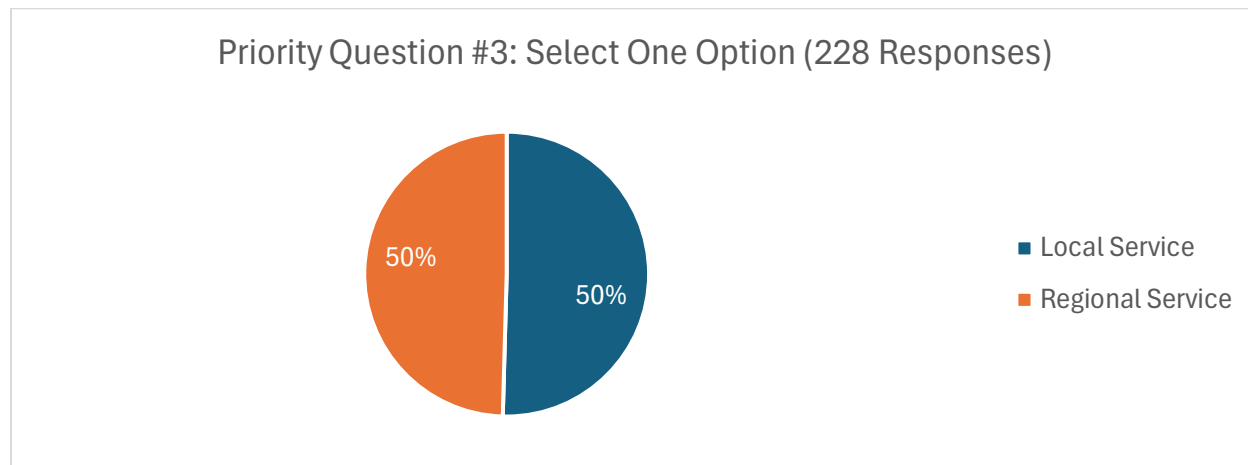


Figure 15. Priority question #3

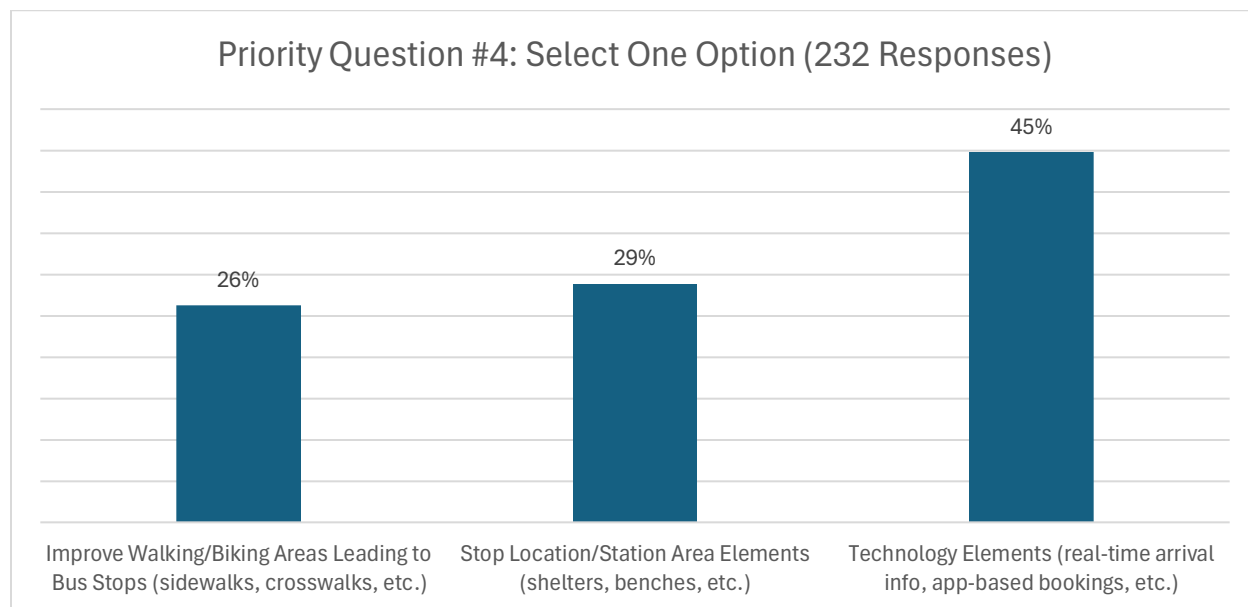


Figure 16. Priority question #4

The last priority question asked participants to select one section of additional infrastructure to be included in a local transit system. Technology elements including “real-time arrival info, app-based bookings, etc.” received 45% of the selections by all participants.

Following the priority questions, participants were asked how often they would use transit if their previously selected priorities were available, and what types of trips they would use transit for. Figures 17 and 18 present averaged responses to these two questions. While nearly a quarter of respondents indicated they would likely not use transit, more than half of respondents said they would be frequent users — meaning once or more per month — with 6% being daily users.

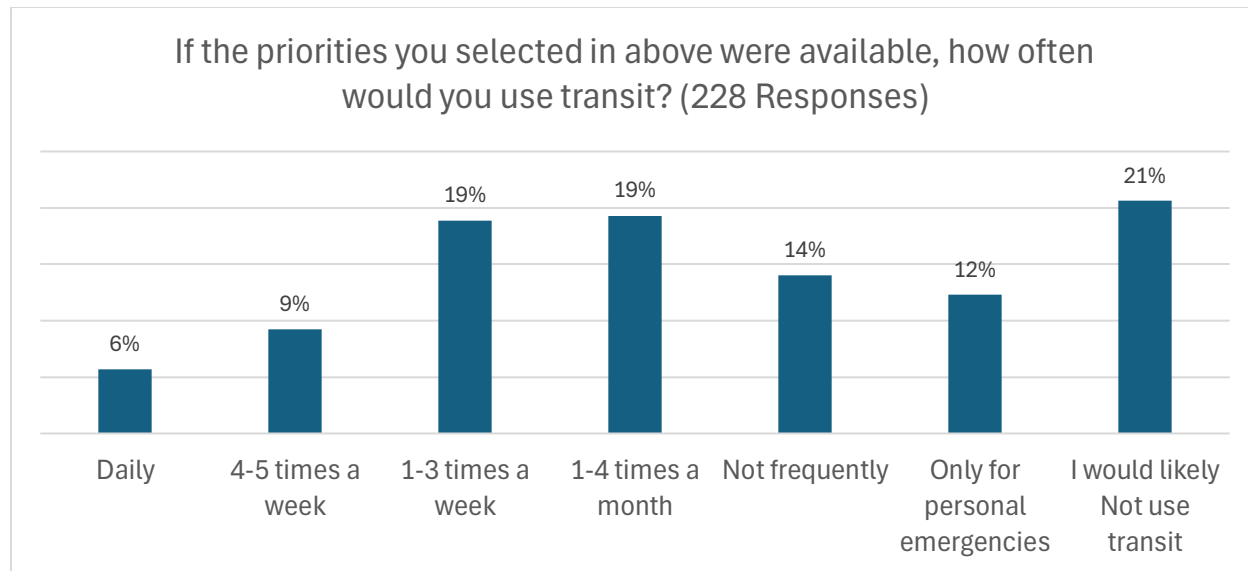


Figure 17. How often participants would use transit if their priorities were available

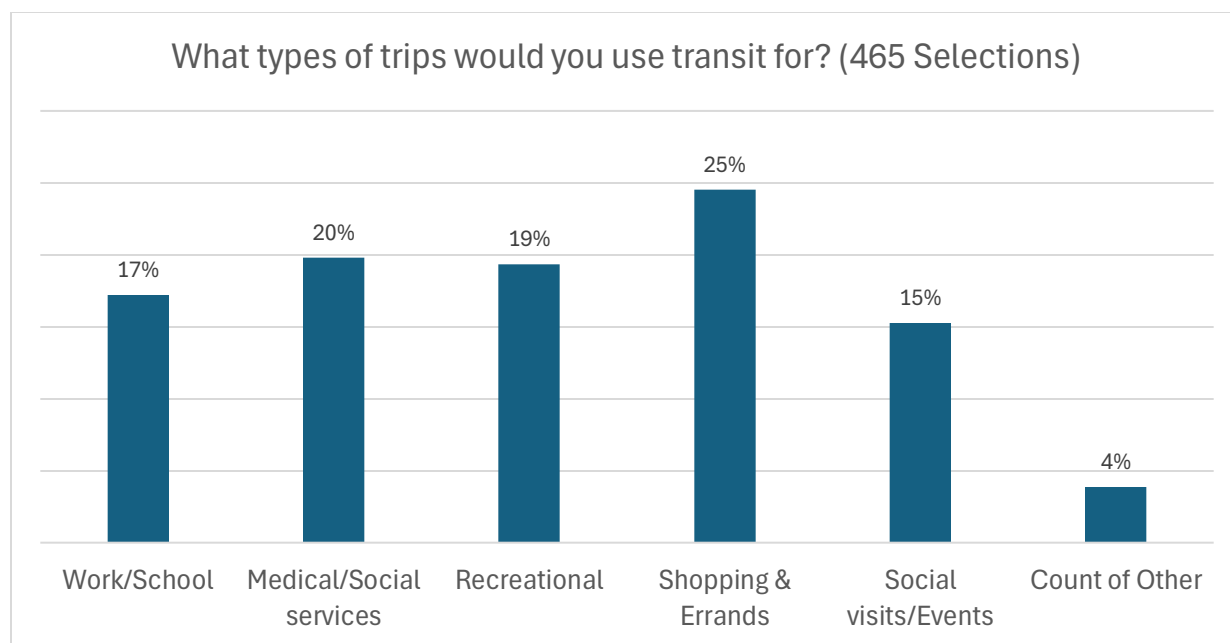


Figure 18. Types of trips participants would use transit for

Figure 18 shows that 4% of participants who answered the question selected other, which accounted for seven responses. Five of these responses were non-applicable comments stating that the participant would not use transit. One comment suggested transit for Campbell University students, and the last said they would use transit to access church.

The final question of section two was an interactive mapping activity that asked participants to drop pins where they would like to have transit service to. This question prompted respondents to choose destinations that were important to them, such as work and school, shopping and recreational locations, and places where they see family and friends. There were 37 markers placed on the map for this activity, and a table of comments can be found in Appendix G. The interactive map can be viewed here:

https://www.google.com/maps/d/u/0/edit?mid=13tN8UuZ4G2kNSlpP7vxVzns4VMr_oYQ&usp=sharing

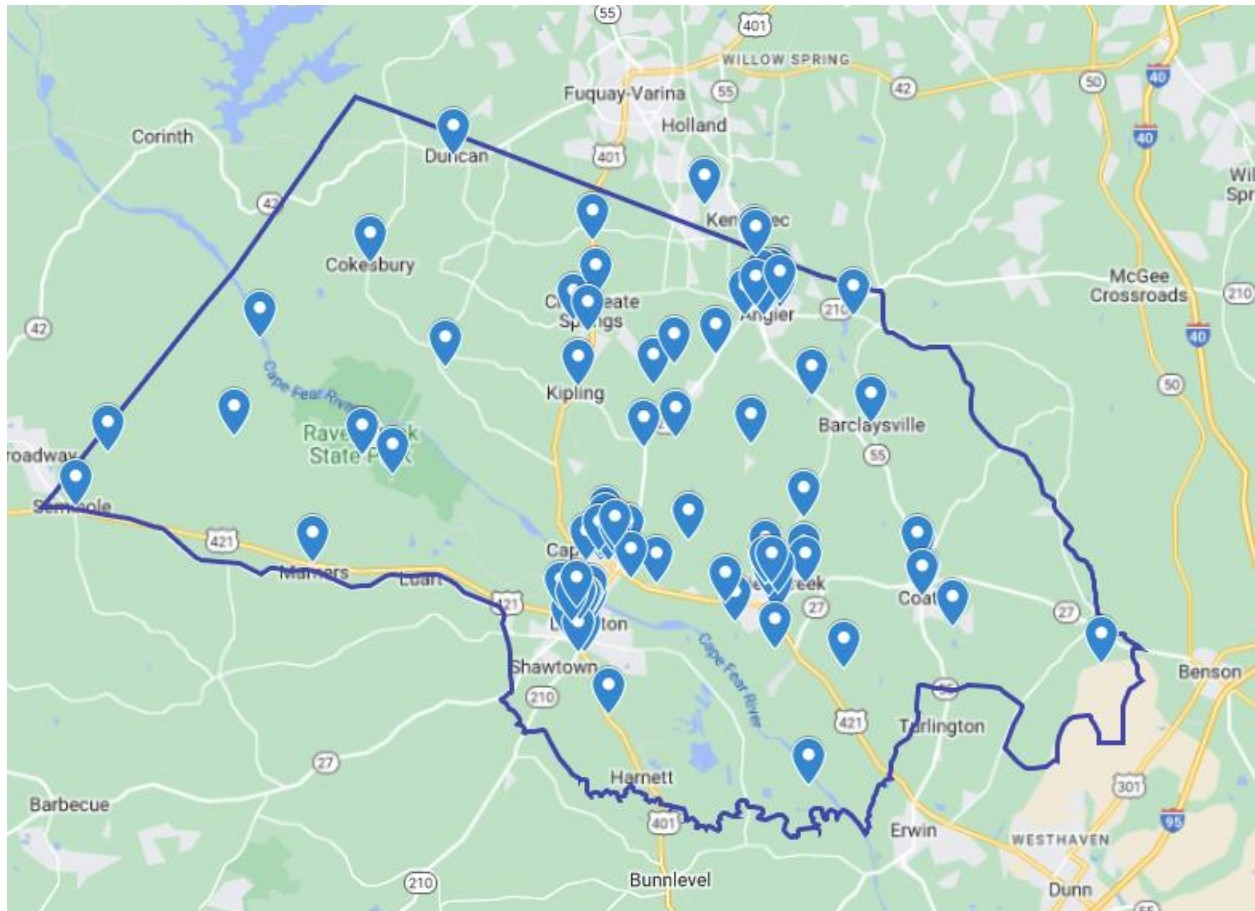


Figure 19. Mapping activity with location markers

Section Three

Section three of the survey gathered demographic and additional information about participants. The first question in this section asked respondents how they learned about the survey. The vast majority, 62%, discovered it through social media. Email was the second most effective platform for capturing participants at 13%. All other promotional methods fell at or below 5%. Figure 20 presents the full results.

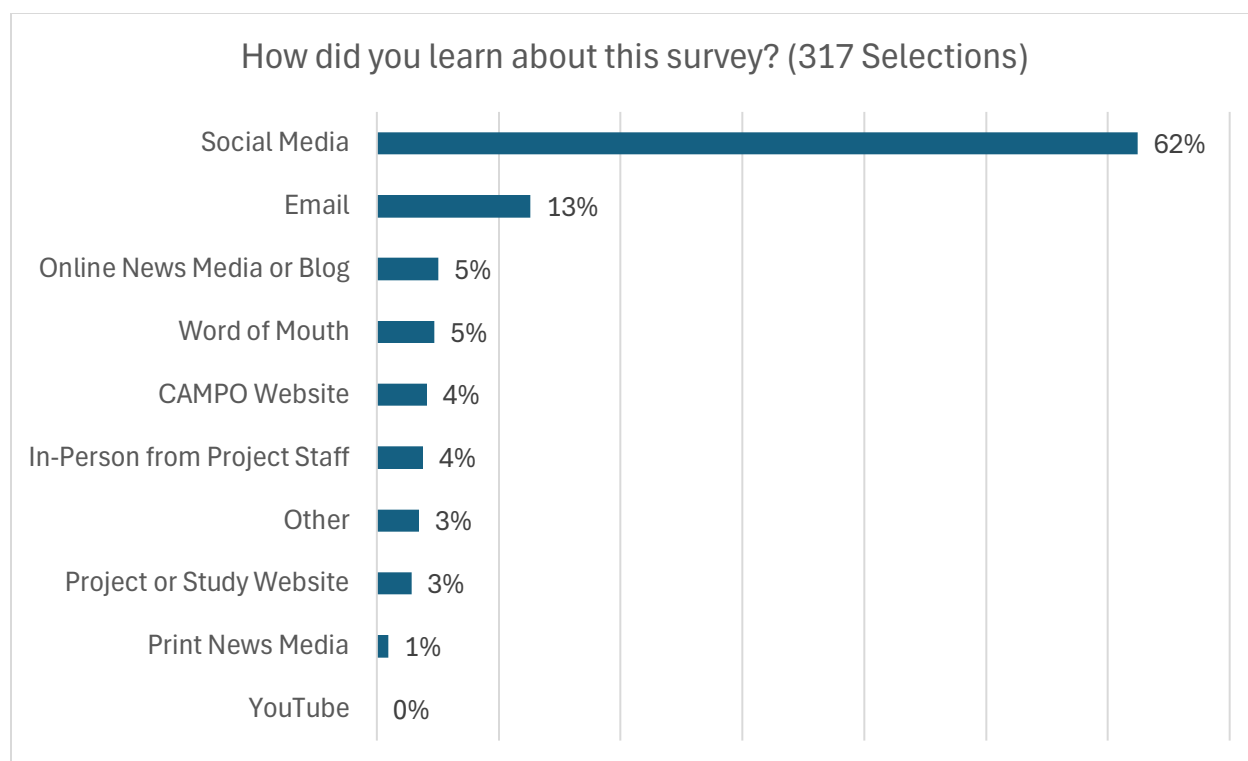


Figure 20. How participants learned about the survey

The final five questions of the survey served to collect demographic information. Tables 4-9 show the results.

Table 4. Age of participants

Age	Count	% of All Participants
I am 17 years or younger	0	0%
I am *18-24* years old	3	1%
I am *25-64* years old	215	60%
I am *65* years or *older*	57	16%

Table 5. Gender breakdown

Gender	Count	% of All Participants
I identify as a *woman*	17	5%
I identify as a *man*	234	66%
I identify as *non-binary* or *other gender*	1	0%

Table 6. Count of participants with a disability

Disability	Count	% of All Participants
I am or am considered to be *disabled*	21	6%

Table 7. Household characteristics

Household Characteristics	Count	% of All Participants
Five (5) or more people live in my *household*	29	8%
My *household's* total income is *at or under \$53,000* per year	36	10%
My household has *zero cars*	2	1%

Table 8. Race/ethnicity

Race / Ethnicity	Count	% of All Participants
I am of *Hispanic, Latino or Spanish* origin	14	4%
I represent a *minority* race or *2+* races (African-American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander)	23	6%

Table 9. Participant location and occupation/school location

ZIP Code	Work/ School	% of All Participants	Home	% of All Participants	City	County
27501	65	18%	108	30%	Angier	Harnett
27505	2	1%	7	2%	Lillington	Harnett
27521	7	2%	15	4%	Coats	Harnett
27526	39	11%	52	15%	Angier	Harnett
27546	57	16%	50	14%	Lillington	Harnett
28323	2	1%	7	2%	Lillington	Harnett

28334	9	3%	10	3%	Dunn	Harnett
28339	4	1%	4	1%	Erwin	Harnett
27330	4	1%			Sanford	Chatham
27312			1	0%	Pittsboro	Chatham
27703	1	0%			Durham	Durham
27525			1	0%	Franklinton	Franklin
27522	1	0%	1	0%	Creedmoor	Granville
27504			1	0%	Benson	Johnson
27520	1	0%	2	1%	Clayton	Johnson
27524	1	0%	2	1%	Benson	Johnson
27577	1	0%			Smithfield	Johnson
27502	4	1%			Apex	Wake
27511	1	0%			Cary	Wake
27513	5	1%			Cary	Wake
27529	1	0%			Garner	Wake
27539	2	1%			Holly Springs	Wake
27540	3	1%	5	1%	Holly Springs	Wake
27545			1	0%	Knightdale	Wake
27560	3	1%			Morrisville	Wake
27592	4	1%	2	1%	Angier	Wake
27601	6	2%	1	0%	Raleigh	Wake
27603	5	1%			Garner	Wake
27604	2	1%			Raleigh	Wake
27605	1	0%			Raleigh	Wake
27606			1	0%	Raleigh	Wake
27607	3	1%			Raleigh	Wake
27609	3	1%			Raleigh	Wake
27610	3	1%	1	0%	Raleigh	Wake
27614		0%	1	0%	Raleigh	Wake
27615	1	0%	1	0%	Raleigh	Wake

Performance Measures

As part of CAMPO's Public Participation Plan (PPP), four strategic focus areas were identified to help create an environment where regional transportation needs are prioritized and understood and to help CAMPO achieve its vision. Table 10 shows the Phase I activities as they relate to the performance measures selected for this study to ensure alignment with CAMPO's vision.

Table 10. Phase I activities and performance measures

Performance Measure	Phase I Activity
Planning	

Custom public engagement strategy developed for studies anticipated to include public efforts.	Completed – Public Engagement Plan (PEP) developed prior to Phase I.
Each engagement strategy should include stakeholder and equity mapping custom to geographic areas as scoped.	Completed – Part of PEP
Documentation	
Public engagement summaries should be provided to decision-makers in advance of endorsement, approval, or adoption of any study, plan, project that includes public engagement.	In Progress – Summary will be provided to decision-makers listed in PEP Stakeholder groups.
The summary should include description of engagement efforts targeting transportation disadvantaged populations as well as a segmented breakdown of Transportation Disadvantaged population input received.	Completed and documented in current summary.
Inclusivity & Accessibility	
Meetings or outreach events hosted by CAMPO should occur in ADA compliant facilities.	Completed for Community Outreach events
Significant, overview materials for plans, studies, projects should be translated into, at least, the second most common language in scoped geographic area.	Compliant – All key materials translated into Spanish.
Final plan documents open for public comment and consideration by Executive Board, including PDFs, should meet WCAG 2 (Web Content Accessibility Guidelines) for persons with impaired vision.	N/A for current phase.
Online and hard copy maps and visualizations meant for use by general public must be viewable for persons who are colorblind.	Compliant in Phase I
In-person events for projects, plans, studies should occur within an identified Community of Concern area as identified in the MPO's Title VI Plan.	Compliant in Phase I
Outreach and Engagement activities should occur at events and locations not hosted/property of the MPO.	Compliant in Phase I
Outreach – Timeliness of Communications	
Public engagement summaries should be publicly posted to the MPO or project website before the next phase of engagement or consideration by the Executive Board occurs.	In Progress – Summary will be added to public website upon approval.
Update emails should be sent for all projects, plans, studies following endorsement/adoption, as well as following each public engagement phase.	In Progress – Email will be sent upon summary approval.

Conclusion

The results from community and stakeholder engagement during Phase I of public engagement reveal a number of trends in transit usage and community desires for future transit service development. These findings have implications for challenges and opportunities in finalizing study recommendations and indicate areas of emphasis for Phase II.

While nearly three-quarters of survey participants use personal vehicles as their primary mode of transportation, trends in survey responses exhibit optimism and excitement for an upgraded transit network in the study area. This eagerness for expanded service was echoed by attendees of pop-up events, at which recurring themes of discussion were a lack of current transit service, interest in expanded options, and a consensus that transit upgrades would enhance mobility and support growth in North Harnett County. CTT members cited growth as the most salient opportunity present in North Harnett County, and, along with growth, a chance for transit to ease some of its challenges.

Data collected from the survey corroborates these themes, with more than half of respondents stating they would be frequent users of transit, and the percentage of people either “very” or “somewhat interested” in using transit falling between 68% and 85% for certain groups such as those 65 years or older, people with disabilities, representatives of minority races, and households that net less than \$53,000 per year. In tandem, discussion at in-person events and analysis of survey data suggest that there exists a potentially significant base of study area residents willing to utilize improved transit options should they be implemented.

There are several key factors for consideration based on community input garnered during Phase I of engagement, both for finalizing recommendations and potential implementation. Reliability of service is a top concern of those who responded to the survey, and more than half of respondents agreed that a fixed-route shuttle with a consistent schedule would be preferred for new transit development. These community desires make clear that reliability, consistency, and predictability must be integral components of County-provided transit service for successful implementation. Correspondingly, nearly half of survey participants desire technological elements to augment reliability in transit options, particularly in the form of real-time arrival information, app-based bookings, and other relevant tools.

Related to consistency and predictability, flexibility is another trait that community members and stakeholders desire. Public officials were interested in longer service hours with flexible on-demand service, and HARTS bus operators heard passengers express a desire for more service options and flexibility to reach the places they want to go. In line with flexibility and expansion, a survey question about operational improvements revealed that the second highest priority of respondents was service that runs on weekends, followed directly by service during peak hours. Expanded hours of service at more frequent intervals could be a strong motivator for those interested in replacing or supplementing personal vehicle travel with public transit by facilitating access and allowing travelers to use the service when it's most convenient for them.

Transportation options for seniors, people with disabilities, and those who cannot drive, along with access to jobs were the two most highly valued transit usage cases among survey respondents and pop-up attendees. More than three-quarters of survey participants rated the former as “very important”, and both senior citizens and HARTS bus operators expressed that HARTS is at capacity regarding the service it can provide for this demographic. These revelations bolster the argument for reliable, consistent, flexible

service that can replace or supplement personal vehicle travel for those who need to reach medical appointments, work, shopping destinations, and more.

The biggest challenges referenced by all audiences engaged during this phase are density and traffic, which are inextricably linked in the study area. CTT members named density as the most significant challenge that North Harnett County faces, an issue that only swells with the County's most significant opportunity: growth. Public officials and focus groups both voiced concerns about increasing traffic, citing a growing population and lack of updated infrastructure as primary causes. Survey participants also indicated concerns in this area, with more than half of respondents agreeing that reducing the number of vehicles on the road and avoiding congestion is a "very important" benefit that transit services can provide. Focus groups suggested that transit could be used to transport people to home or school, as well as support high density housing in the study area.

To reduce the number of personal vehicle users, lessen traffic, and satisfy an audience of cautiously optimistic community members during this period of growth, local agencies will need to provide enough reliable service options for people to comfortably put their transportation needs in the hands of public transit. Feedback gathered in Phase I also implies that broad hours of operation and higher frequency of service would be key factors in providing potential users the flexibility they desire to conveniently reach destinations.

A. Promotional Materials

Press Release

CAMPO LAUNCHES TRANSIT STUDY IN HARNETT COUNTY, N.C.

North Harnett Transit Study Will Engage Public to Determine Demand and Recommendations for Public Transit

Angier, N.C. – The North Carolina Capital Area Metropolitan Planning Organization (CAMPO) is pleased to announce the launch of the North Harnett Transit Study. This study aims to evaluate the support and need for transit in the portion of northern Harnett County, N.C. that overlaps with the CAMPO boundary.

As northern Harnett County continues to experience increased growth and development, CAMPO and local leaders are actively exploring mobility options, including transit, to serve the community. Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community. The benefits of public transit include providing alternative modes of transportation for people and connecting communities.

In the initial phase, the [North Harnett Transit Study](#) will engage the public through a comprehensive public outreach approach that includes a public survey, workshops with stakeholder groups, and community pop-up events. The goal is to assess the need and demand for transit services within the study area. This includes the towns of Angier, Lillington, Coats, and Buies Creek.

“We aim to understand how people in North Harnett County travel to work, school, appointments, stores, and to visit friends and family.” “There are various options for transit service in a rural area. It’s important we hear from the public on whether public transit could be a support for their everyday travel needs or in times of emergencies, and what they would like to see offered in their communities.”

The North Harnett Transit Study has a dedicated [website](#) where the public can access information about public transit, explore various transit options, share their transit preferences through a survey, sign up for study updates, and explore upcoming events.

The public survey is open now and input will contribute to shaping a shared community visions for transit in North Harnett County. Feedback is important to gauge community needs and desires for transit. The survey is open through May 19, and takes approximately eight minutes to complete.

In the final phase, the study will develop an implementation plan based on the public’s demand and interest in transit. The plan will define the transit service area, explore transit options, and provide recommendations for implementing transit solutions in North Harnett County.

About N.C. Capital Area Metropolitan Planning Organization (CAMPO): [CAMPO](#) is a regional transportation planning organization serving communities in Franklin, Granville, Harnett, Johnston, and Wake Counties. CAMPO serves as the coordinating agency between local governments, the North Carolina Department of Transportation, the Federal Transit Administration, and the Federal Highway Administration.

###

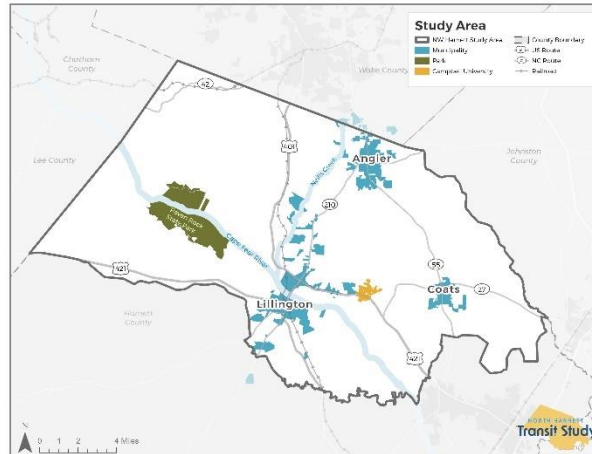
E-Blast



Exploring Potential for Public Transit: North Harnett Transit Study Launch

As North Harnett County continues to experience increased growth and development, **exploration** of various mobility options, such as public transit, is underway. The **North Harnett Transit Study** will identify transit needs and provide transit service recommendations for the portion of Harnett County that includes Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Join us on a journey to evaluate the support and need for public transit in northern Harnett County, and make recommendations for transit service options based on feasibility and input from the public, elected officials, and other stakeholders.



The study area encompasses the northern section of Harnett County that overlaps with CAMPO's boundary. This includes the towns of Angier, Lillington, Coats, Buies Creek, Raven Ridge State Park, and Campbell University.

What is Public Transit?

Public transit means transportation that everyone in a community can use together. It includes things like buses, shuttles, or shared rides. People use it to travel to work, school, the store, or to see friends.



Demand Response



Microtransit



Circulator Service



Commuter Express Bus

Explore the [types of transit services](#) that could be implemented in a more rural setting.

What Are The Benefits?

Did you know that rural residents travel about 33 percent more than urban residents, according to the American Public Transportation Association? Public transit provides alternative modes of transportation for people and can connect communities in rural areas. Explore the [benefits of public transit](#).

What Do You Think Transit Should Look Like in North Harnett County?

We value your input! Dedicate a few minutes to our survey and contribute to shaping a shared community vision for transit in North Harnett County. Your feedback is important for us to gauge community needs and desires for transit. ***The survey is open now, and takes approximately eight minutes to complete.***

[Survey Link](#)

Study Schedule

Phase I: November 2023 - June 2024

In the study's initial phase, the team will focus on discerning the local interest and need for transit among elected officials, staff of local jurisdictions, and the public. We will also assess the suitability of transit within the study area.

Visit us at community pop-up [events](#) this month!

Phase 2: July 2024 – June 2025

In the final phase, the study team will develop an implementation plan based on the transit demand and input from the public and other stakeholders. The plan will define the transit service area, explore various transit service options, and provide recommendations for implementing transit solutions in Harnett County.

Questions or comments about the North Harnett Transit Study?

Contact the Study Team today!

News Articles

WRAL NEWS

Spotlight Money Desk Obituaries Classifieds Families First

NEWS WEATHER SPECIALISTS SPORTS BUSINESS OPINION CONSUMER HEALTH LIFE OUT & ABOUT

Icon of current weather conditions 77°F

WEATHER

58 NC counties are under alert, including Wake, Cumberland, Johnston, Wayne, and Harnett counties.

BREAKING NEWS


Flash flood warning extended for Wake County until 7 p.m.

LOCAL NEWS

Growing part of Harnett County considering new transit system to ease congestion

Angier is part of a new study that will look at creating a new public transit system to help people move around northern Harnett County.

Posted 6:03 p.m. May 22 - Updated 8:35 a.m. May 24



Study looking into whether transit system is the answer for growing Harnett County

By Matt Talhelm , WRAL reporter

Tt Tt Tt

There are several big road projects in the works to improve your commute in southern Wake County.

You see the construction of I-540 here.

And a bypass is planned to get around congestion in Fuquay-Varina on US 401.

Thousands of those cars are coming in from Harnett County every day. A new study is looking to get some of that traffic off the road.

Neighbors can see plenty of new homes under construction in Angier. This county's population is growing at a rate of about 6%. For most people here, the only way to get around right now is to get in the car and drive.

Angier Mayor Bob Jusnes sees the development happening around the quaint downtown.

"Angier is kind of the portal to Wake County for a lot of Harnett County," Jusnes said. "We've got a lot of new people coming in, a lot of new neighborhoods going up. We've got bypasses coming."

But there's no bypassing one byproduct of all that growth.

"We're kind of famous for getting stuck in a long line of traffic at rush hour," Jusnes said.

The town is part of a new study that will look at creating a new public transit system to help people move around this part of northern Harnett County.

"We want to get transit here, but funding for that stuff is finite," Jusnes said. "So, we really need to focus on the areas that need to be served and where they're going to go."

The study will focus on the area between Angier, Lillington and Coats. Right now, people make 48,200 car trips every day out of here.

Almost 22,000 of them are driving into Wake County.

There are even more car trips - nearly 56,000 every day - of people driving within this part of the county.

Transportation planner Gaby Lawlor is leading the study which will come up with a plan to get a new transit system up and running in the county.

"There's often this misconception that everybody wants to or can drive," Lawlor said. "If you make those investments in transit and make that service convenient and readily available, you are also more likely to get folks off of the road."

One option is micro-transit, which would provide on-demand shuttles similar to a rideshare.

"The good thing with that is it can help build that transit ridership and could eventually scale up to something bigger like having bus service," Lawlor said.

You can [take a survey online](#) right now to share your thoughts on bringing transit to that area. The survey is open through Monday.

LOCAL

Is northern Harnett County ready for transit? Study aims to find out

BY RICHARD STRADLING
MAY 23, 2024 7:00 AM



The N.C. Department of Transportation is building a bypass to carry N.C. 55 around Angier to try to relieve traffic in town. *NCDOT*



Only have a minute? Listen instead
Powered by **Trinity Audio**

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Northern Harnett County is growing rapidly, but is it ready for a bus or other kind of transit system?

Answering that question is one goal of a study being done by regional transportation planners at the request of the county.

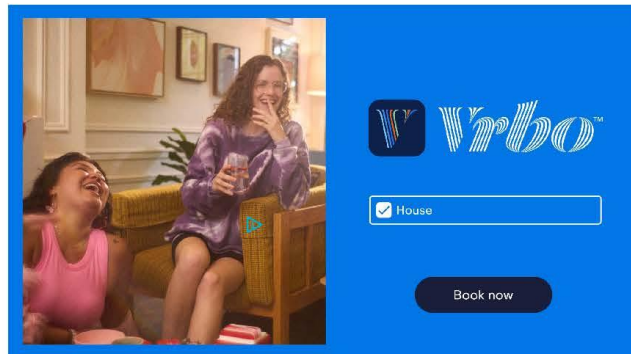
A key part of the study is a [public survey that's open through May 27](#). It asks people whether they would use transit and if so what kind and how. Options could include scheduled bus service or some sort of public on-demand rideshare.

The idea of public transit in Harnett County might seem far-fetched, but [the part of the county closest to Raleigh, Cary and Research Triangle Park is changing](#), said Lew Weatherspoon, former mayor of Angier and now a county commissioner.

"Harnett County has always been a very rural county. And people, myself included, we like to have our car," Weatherspoon said in an interview. "But the growth in Northwest Harnett, Angier, Lillington, it's starting down in Coats now — the growth is just exploding."

TOP VIDEOS

AD



The influx of people from other parts of the country that have bus or other transit services might translate into support for it in Harnett, Weatherspoon said. Another factor might be the state of the county's road system, which was built for a much smaller population and won't be significantly expanded anytime soon.

"I don't know if you've driven in this area recently or not, but I'll tell you that the traffic is just horrendous down here," Weatherspoon said. "I'm trying to think of ways that we can eliminate some of the traffic on the roads, some of the congestion that we currently have on our streets and highways."

The study is being done by the [Capital Area Metropolitan Planning Organization](#), which does transportation planning for Wake and parts of four adjoining counties including Harnett. In addition to the public survey, CAMPO is meeting with elected officials, local government staff and key interest groups such as the business community, said spokeswoman Bonnie Parker.

"The analysis and engagement completed so far has all been positive and indicative that transit would be not only viable, but greatly beneficial for the county and its residents," Parker wrote in an email. "Ultimately, there will be a set of recommendations for initial and long-term steps toward determining a path toward providing transit services in Harnett County."

Weatherspoon said it's possible the study will suggest that Harnett County isn't ready for transit now or in the near future.

&

find out that what Harnett County is interested in is shifting."

For more information about the North Harnett Transit Study, including a link to the survey, go to www.northharnetttransitstudy.com/.

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MAY 16, 2024 5:00 AM

LOCAL

Work begins soon on the second leg of a new bypass around fast-growing Angier

OCTOBER 03, 2023 6:00 AM



RICHARD STRADLING

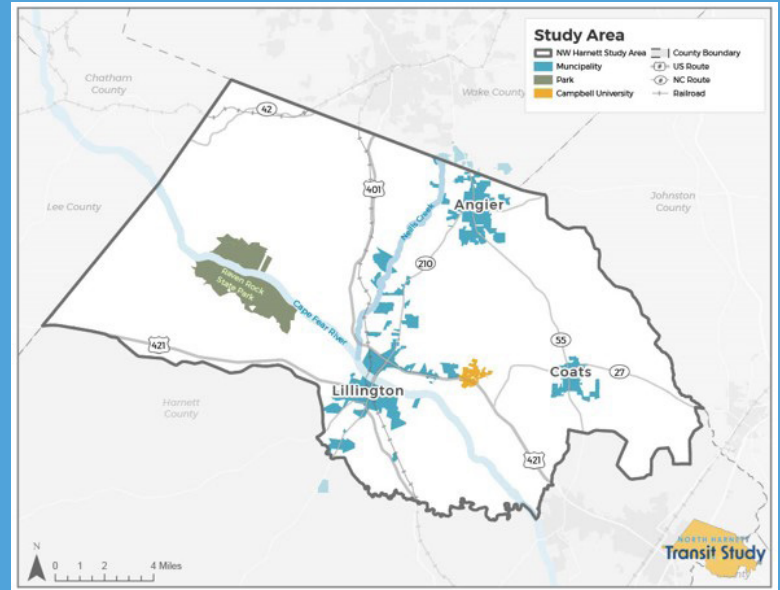
919-829-4739

Richard Stradling covers transportation for The News & Observer. Planes, trains and automobiles, plus ferries, bicycles, scooters and just plain walking. He's been a reporter or editor for 36 years, including the last 23 at The

B. Engagement Materials

NORTH HARNETT Transit Study

As North Harnett County continues to experience increased growth and development, exploration of various mobility options, such as public transit, is underway. The North Harnett Transit Study will identify transit needs and provide transit service recommendations for the portion of Harnett County that includes Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.



The study area encompasses the northern half of Harnett County that overlaps with the Capital Area Metropolitan Planning Organization (CAMPO) boundary.

What Is Public Transit?

Public transit means transportation that everyone in a community can use together. It includes things like buses, shuttles, or shared rides. People use it to travel to work, school, the store, or to see friends.



Work



School



Social
Visits



Shops



Appoint-
ments

What Are The Benefits?



Access to
Employment



Community
Accessibility



Congestion
Mitigation



Environment
and Air
Quality



Cost-Effective
Transportation



Emergency
Evacuation
and
Response



Sustainable
Development



Quality
of Life

How Do Community Members Use Transit?



Transit helps Joe support his family in times of emergencies, like when he broke his leg and their family of 4 had one driver to get everyone to and from school, work, appointments, and social visits.

Single-parent Emily also benefits from transit. When her vehicle needs repairs and rideshares are unaffordable, transit helps Emily to pick up her son from school.



And for Alex, who sometimes works late and lives far away from the manufacturing facility, transit provides a safe and affordable way to get home after his regular carpool with coworkers has left for the day.

What Does Transit Look Like?



Demand Response

On-demand transit enables people to book and pay for rides via an app or a phone call. **RIDE** is an on-demand shuttle service in Wilson, NC, that replaced the fixed route bus system in 2020. RIDE is available Monday through Friday for \$2.50 a trip within the defined service area.



Microtransit

Microtransit is an on-demand service (similar to Lyft or Uber) that allows users to request same-day service from a pickup location to a specified location. **GoWake Access** is currently launching a pilot project studying the use of microtransit in the northeastern areas of Wake County, NC.



Circulator Service

Circulator bus transit is a short-distance, circular, fixed-route transit mode that takes riders around a specific area with major destinations. The **GoRaleigh R-Line Circulator** ran every 15 minutes and connected people to restaurants, retail, entertainment venues, museums, hotels, and parking facilities in downtown Raleigh.



Commuter Express Bus

A commuter bus service mainly runs in one direction during peak commute times. It has limited stops, and travels on long routes, typically connecting the downtown area to suburban neighborhoods. **GoTriangle 305 Bus Service** is an express bus service that connects Holly Springs to Raleigh, NC.



Hop on board the North Harnett Transit Study website and discover how transit shapes our lives and connects communities.

www.NorthHarnettTransitStudy.com



Let's Talk Transit!

As North Harnett County continues to experience increased growth and development, exploration of various mobility options, such as public transit, is underway.

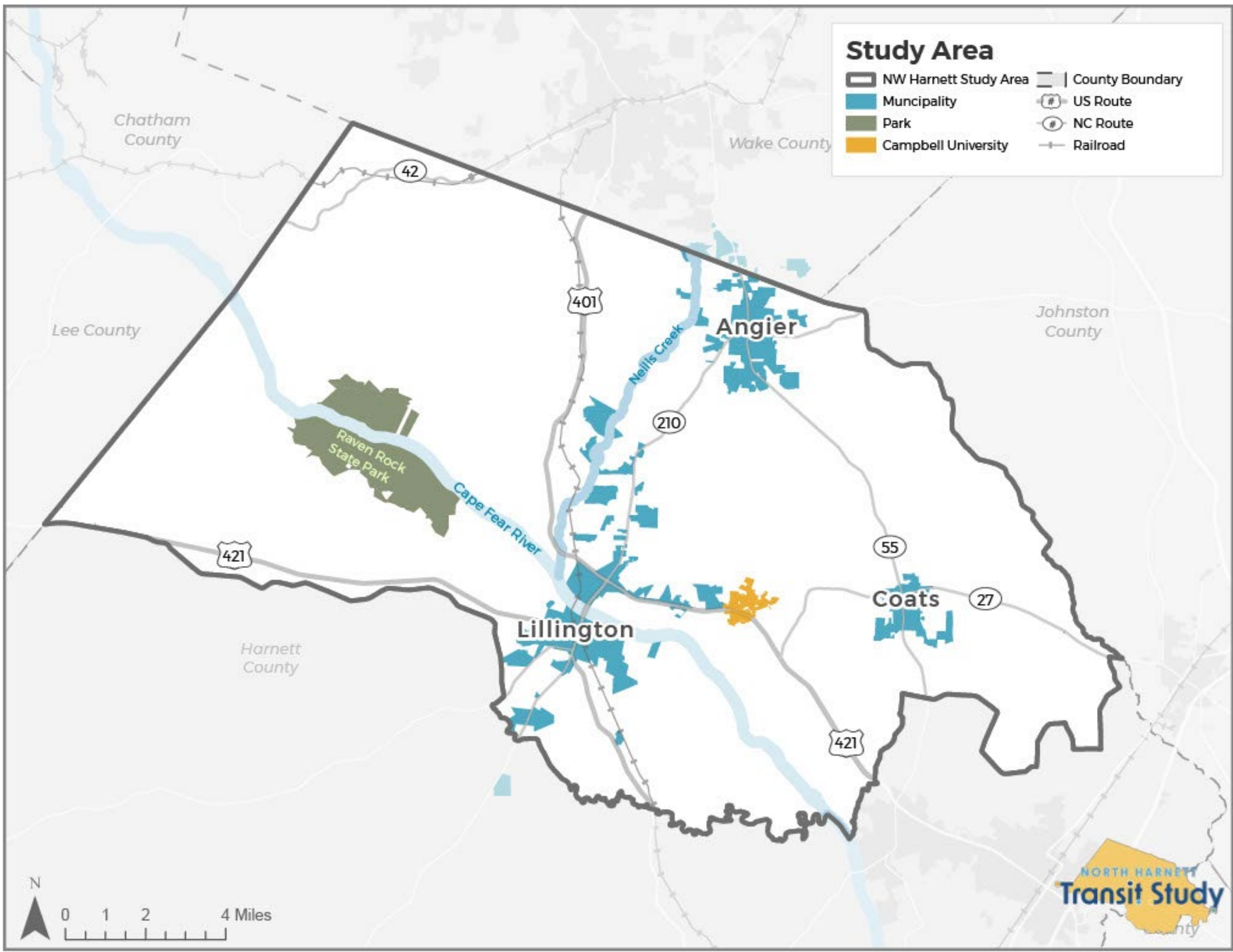
North Harnett Transit Study aims to:

Learn what residents and stakeholders think about transit service and various transit options in North Harnett County.

Work with the community to develop a vision for transit.

Review data on how people travel and how the area might grow to determine if there is enough demand for transit, and at what level.

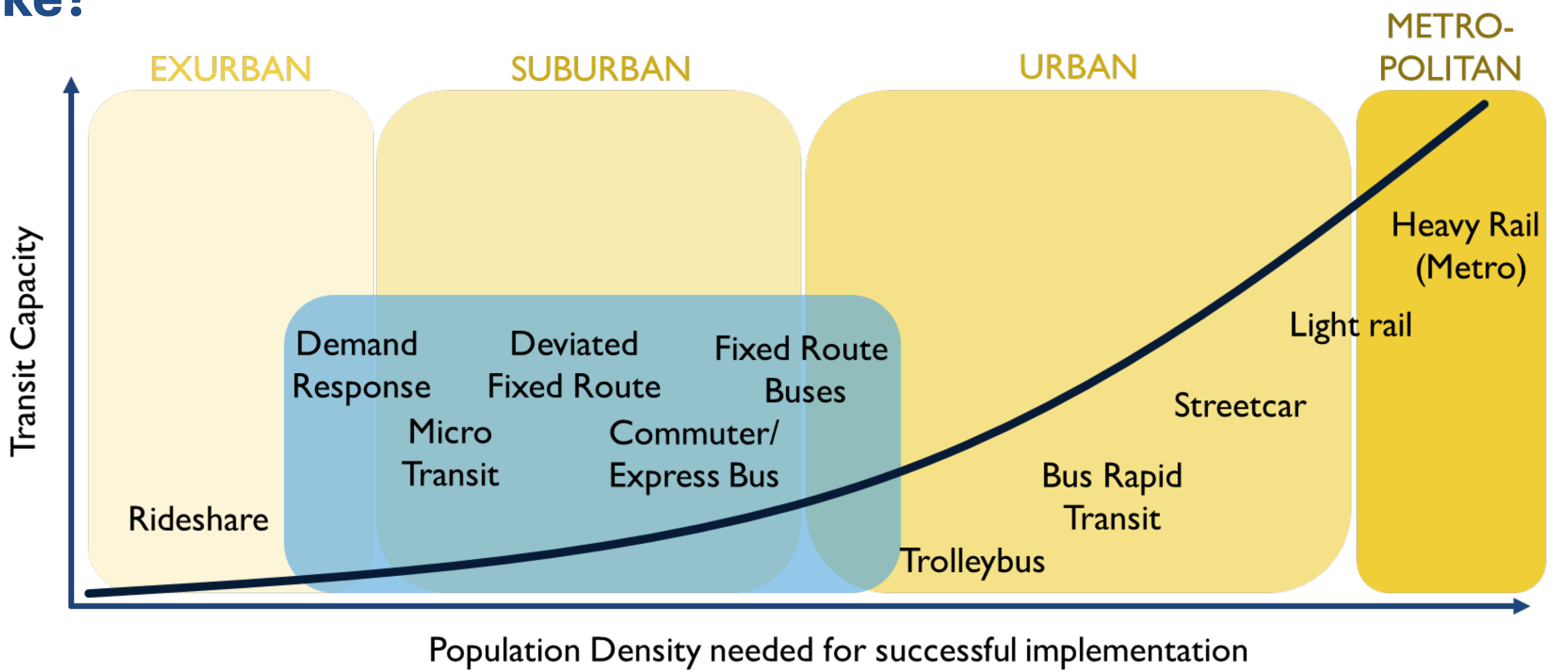
Combine the local transit demand and community desires with available transit service options to develop a strategy for how to make it happen.



What can transit look like?

Different types of transit solutions can be used to solve mobility needs in communities that may not have the growth or density to support traditional public transportation used in more urban settings.

Below are some different types of transit services that could be implemented in a more rural setting.



Fixed Route – Prescribed route dropping passengers between stops using a fixed schedule

Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

Deviated Fixed Route – fixed route running generally at fixed times, but may deviate from the route, if requested

Microtransit – On-demand, public transportation with flexible routes

Demand Response – Non fixed route that requires advanced scheduling by the customer

Paratransit – Most often refers to wheelchair-accessible, demand response service.




What do you think transit should look like in North Harnett County?

The Study seeks your feedback on the needs and goals for transit services to create a community vision for transit in Harnett County.

Take our survey to provide input:

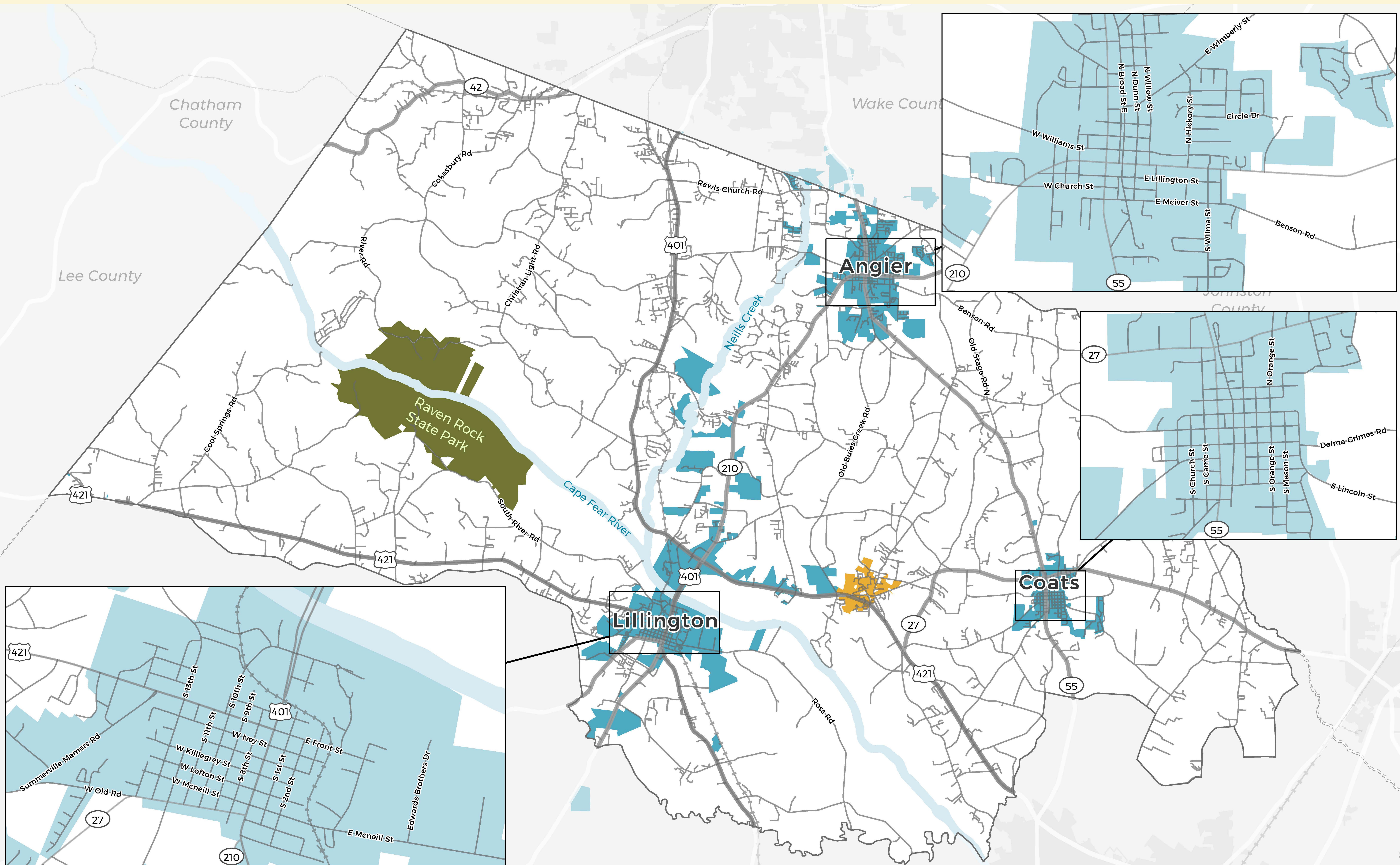


Visit our website to learn more:



Mapping Transit Opportunities

Use sticker dots to mark locations where you visit frequently (home, work, school, family/friend's homes, shopping, appointments, etc.)
Then use the string and push-pins to connect destinations where you would like to have the option to use transit to get there!





Transit Mode Lib Game

A Fill-In-The-Blank Story About How You Move
in North Harnett County

Directions: Have some fun filling in a single unique word or phrase for each blank shown below. Then read your transportation story, Mad Libs-style.

In the heart of Harnett County, excitement _____ as the
past-tense verb: (ex: flew, bounced, grew)
community prepared for the launch of their new transit service! The service will provide
_____ journeys throughout the county, bringing passengers to
adjective ending with "ing": (ex: exciting)
their favorite destinations, like the _____ and the
local location: (ex: movie theater, pharmacy)
_____.
local location: (ex: church, sports field)

_____ decided to take the first trip on the service with their friend
your name
_____. Together, they made their way to the boarding area by
friend's name
_____ and saw the _____
your favorite mode of transportation: (ex: biking) *adjective: (ex: modern, silly, super-duper)*
vehicle waiting for them!

Their driver, _____, greeted them as they climbed on
silly nickname: (ex: Sparky, Bubbles)
board. They were _____ to find there were already
emotion: (ex: happy, surprised, confused)
_____ passengers on board! As the vehicle set off, the passengers
number
_____, while enjoying their _____ ride to
past-tense verb: (ex: read, laughed) *adjective: (ex: fast, happy, exciting)*
_____. When they arrived, _____ turned to
local location: (ex: restaurant, school) *friend's name*
_____ and proclaimed – “This has been _____.”
your name *adjective: (ex: cool, thrilling, quick)*
Let’s do it again _____!
future time: (ex: tomorrow, next month)

C. Promotional Flyer

NORTH HARNETT Transit Study

Connecting Communities Public Transit in North Harnett County

As North Harnett County continues to experience increased growth and development, exploration of various mobility options, such as public transit, is underway.

The North Harnett Transit Study aims to:

- **Learn** what **residents and stakeholders think** about transit service and various transit options in North Harnett County,
- **Work** with the community to develop a **vision for transit**,
- **Review** data on **how people travel** and how the area might grow to determine if there is **enough demand for transit**, and at what level, and
- **Combine** the local transit demand and community desires with available **transit service options** to develop a strategy for how to make it happen.

How You Can Get Involved

Project Website: Explore more about transit options, learn how public transit can benefit you, and envision what it could look like in your community.

Take the Survey: Your input matters! **Fill out the Study survey** to help shape the future of transit in North Harnett County. Your ideas will guide our community's vision and transit recommendations.

Study Area

The study area encompasses the northern half of Harnett County that overlaps with CAMPO's boundary. It includes the towns of Angier, Lillington, Coats, Raven Rock State Park, and Campbell University.

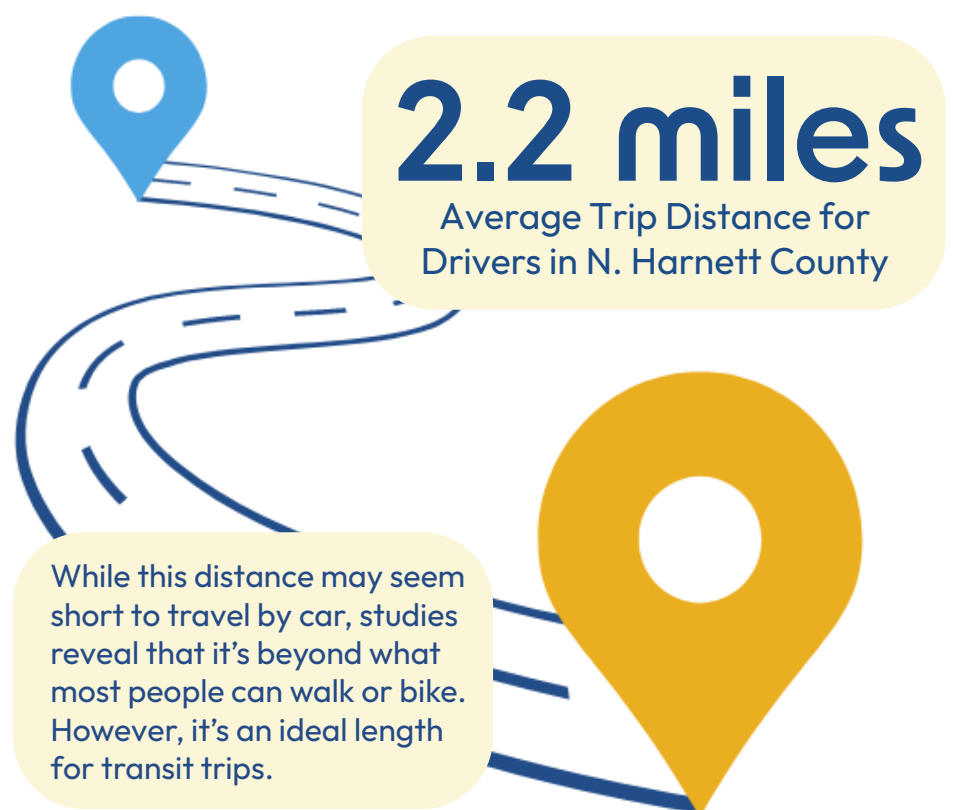
Contact Us:

Email: northharnetttransit@publicinput.com

Hotline: 855-925-2801 | Code 6959 to leave a message



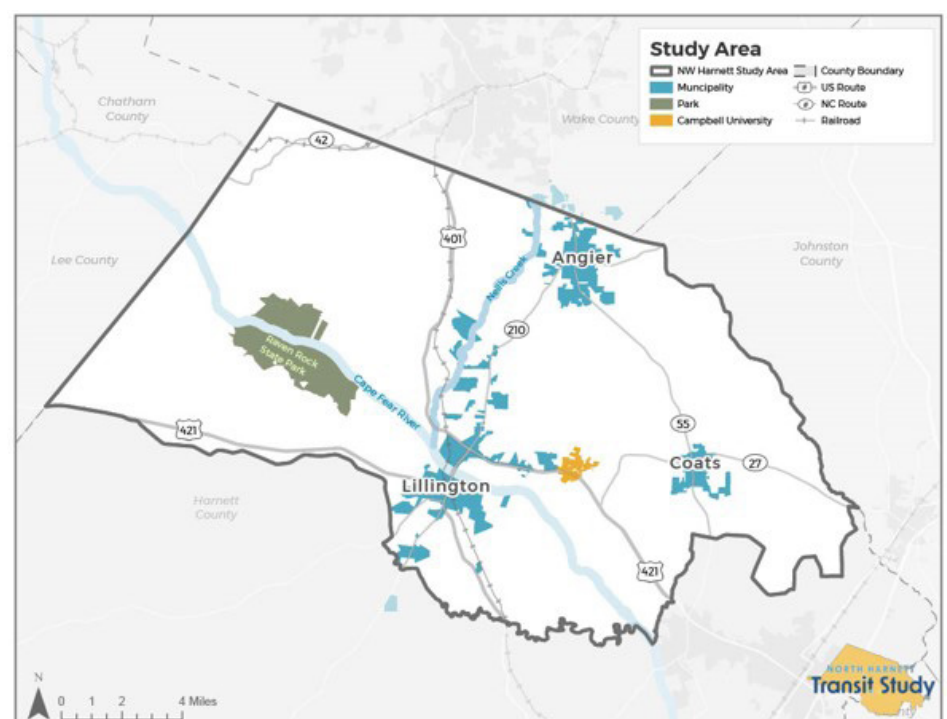
Transit Feasibility in North Harnett County Average Trip Distance Ideal for Public Transit



Visit Website



Take the Survey



D. Survey Comments – “Have you used transit service before?”

Comments	
BART - SF/Oakland CA	the same issues that Raleigh does now with crime, homelessness.....
Boone, NC	I rode the metro in the DC area
Bus	I used to bus all the time before moving to Harnett County
Bus	I used to live in Raleigh and Cary
Bus	I used transit systems in other states. Don't like them
Bus	In big cities on vacation
Bus carpool and subway.	in college (Guilford county)
Bus from fuquay to raleigh	In Durham
Bus, carpool, subway	In Europe and in large American cities
Bus, train, subway	In Los Angeles as a minor I used public buses to and from school etc
California	In New York
Carpooling to Raleigh	in ohio
Cat bus	In Raleigh
Charleston SC	I've used public transit when I've visited large cities and I'm Greensboro
Charlotte	Large cities (Chicago)
Chicago - trains and buses	living in cities with public transit
Chicago !	Major US, Asian and European transit systems
Chicago + DC + Japan	Many major cities
Colls	MBTA of Boston, MTA NYC, subway in DC and San Francisco
Dallas Tx and suburbs. DART.	Metro
DC metro, Scotland	Multiple
Durham and Raleigh bus systems	Multiple city public transit services, such as busses, subways, trolleys
Free bus in downtown Raleigh	New York, private service
FRX commuter bus from South Park Fuquay Varina to downtown Raleigh. 6:35 am route	Nj transit
Go[all]	Not in NC. But yes in Previous states
GoRaleigh	NYC buses
GoRaleigh and GoCary	NYC MTA; NYC MTA; Go Raleigh Bus; Go Raleigh Bus; Protected Bicycle lane
HARTS to go to medical appointment	Other cities
Have used and still use HARTS	Pennsylvania
Have used and still use HARTS	Pittsburgh Regional Transit in Pennsylvania. Commuted to work from the suburbs to the city using both buses and light rail.
I have used the PART bus system, the Durham Transit system, NC Trains, used Lyft, walked, and biked to travel before. However, it's been a few years since I have needed to since I have moved to Harnett for a full-time job and was able to afford a car.	Rail and Mono rail should be considered now, since the property costs are lower Now, then they will be in the future when the population increases and the land values go skyrocketing. Start buying the property now for rail lines!
I left Raleigh to come home to work to get away from the crowding and now it appears to be coming here as well. I think we should slow down on the development become we have	

Raleigh	Uber
Raleigh bus system	Uber, medical transit
Raleigh bus system, NYC subway system, Orlando bus system, Amtrak trains	Uber, Metro Rail, Bus
Raleigh	Use a lot of public transit options when traveling domestically and abroad
Raleigh, Cary, New York, Chicago, Atlanta,	Vermont, Arizona
Raleigh, Durham	Visiting in large cities: Indianapolis, Cincinnati, DC, San Francisco
Raleigh, NC	VRE
Raleigh, NC	Walk
Raleigh,Cary	Washington DC
Rdu bus	Washington, DC, Atlanta, Honolulu
the metro in the DC area	when I have lived in other cities, I have used bus and train services
The only transit system I have used has been out of state. Subway, charter bus and public bus	When I lived in Burlington Kentucky, I used to take the bus to Cincinnati downtown. To work
Train; Bus, metro, subway, uber/Lyft, light rail (sky train),	When I lived in Washington DC
Trains in Chicago	Wilmington, NC
Uber	yes in other places
Uber	Yes use transit in NEW YORK CITY

E. Survey Crosstab Analysis



Phase I Survey – Data Outputs

Demographics

Total Survey Respondents: 356

Age	Count	% of All Participants
I am 17 years or younger	0	0%
I am *18-24* years old	3	1%
I am *25-64* years old	215	60%
I am *65* years or *older*	57	16%

Gender	Count	% of All Participants
I identify as a *woman*	17	5%
I identify as a *man*	234	66%
I identify as *non-binary* or *other gender*	1	0%

Disability	Count	% of All Participants
I am or am considered to be *disabled*	21	6%

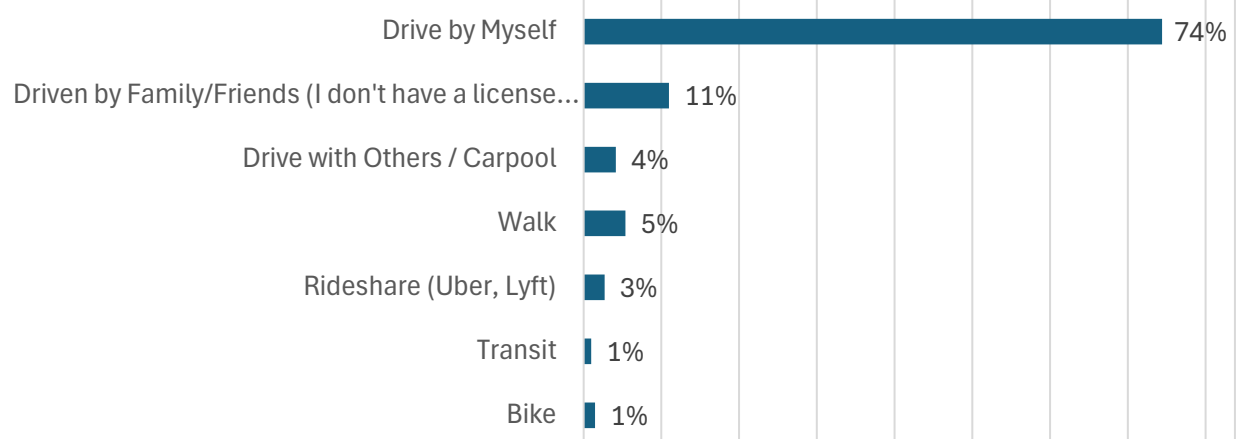
Household Characteristics	Count	% of All Participants
Five (5) or more people live in my *household*	29	8%
My *household's* total income is *at or under \$53,000* per year	36	10%
My household has *zero cars*	2	1%

Race / Ethnicity	Count	% of All Participants
I am of *Hispanic, Latino or Spanish* origin	14	4%
I represent a *minority* race or *2+* races (African-American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander)	23	6%

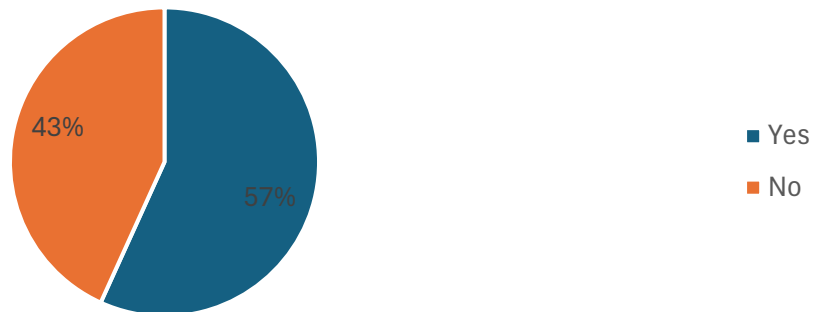
ZIP Code	Work/ School	% of All Participants	Home	% of All Participants	City	County
27501	65	18%	108	30%	Angier	Harnett
27505	2	1%	7	2%	Lillington	Harnett
27521	7	2%	15	4%	Coats	Harnett
27526	39	11%	52	15%	Angier	Harnett
27546	57	16%	50	14%	Lillington	Harnett
28323	2	1%	7	2%	Lillington	Harnett
28334	9	3%	10	3%	Dunn	Harnett
28339	4	1%	4	1%	Erwin	Harnett
27330	4	1%			Sanford	Chatham
27312			1	0%	Pittsboro	Chatham
27703	1	0%			Durham	Durham
27525			1	0%	Franklinton	Franklin
27522	1	0%	1	0%	Creedmore	Granville
27504			1	0%	Benson	Johnson
27520	1	0%	2	1%	Clayton	Johnson
27524	1	0%	2	1%	Benson	Johnson
27577	1	0%			Smithfield	Johnson
27502	4	1%			Apex	Wake
27511	1	0%			Cary	Wake
27513	5	1%			Cary	Wake
27529	1	0%			Garner	Wake
27539	2	1%			Holly Springs	Wake
27540	3	1%	5	1%	Holly Springs	Wake
27545			1	0%	Knightdale	Wake
27560	3	1%			Morrisville	Wake
27592	4	1%	2	1%	Angier	Wake
27601	6	2%	1	0%	Raleigh	Wake
27603	5	1%			Garner	Wake
27604	2	1%			Raleigh	Wake
27605	1	0%			Raleigh	Wake
27606			1	0%	Raleigh	Wake
27607	3	1%			Raleigh	Wake
27609	3	1%			Raleigh	Wake
27610	3	1%	1	0%	Raleigh	Wake
27614		0%	1	0%	Raleigh	Wake
27615	1	0%	1	0%	Raleigh	Wake

Survey Part I Questions

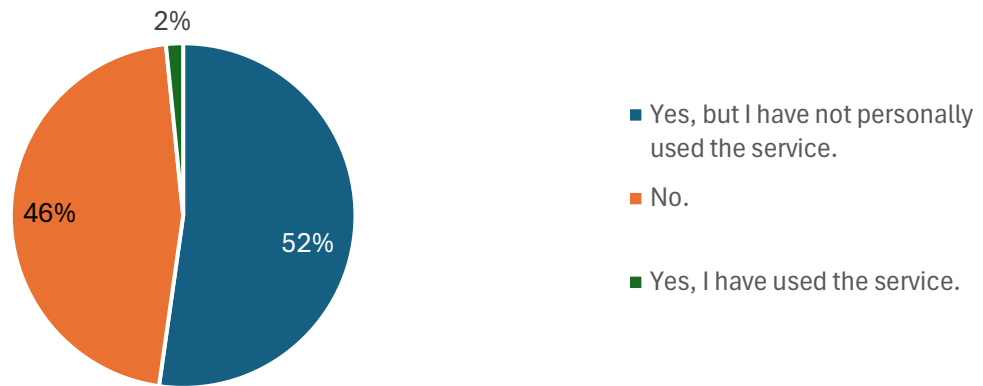
What are your primary modes of travel? (410 Selections)



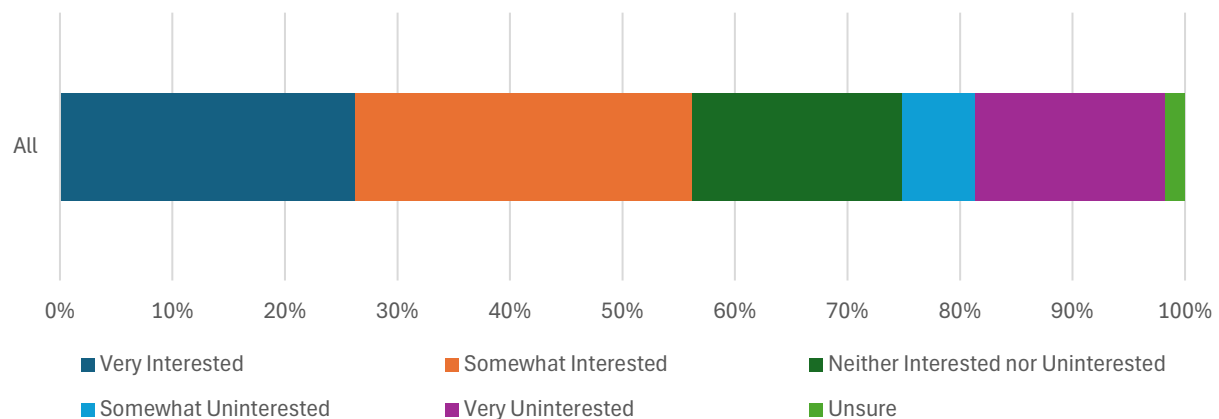
Have you used transit service before? (118 Responses)



Are you familiar with the Harnett Area Rural Transit System (HARTS)? (312 Responses)



What do you think about using public transit personally? (290 Responses)



What do you think about using public transit personally?	Very Interested	Somewhat Interested	Neither Interested nor Uninterested	Somewhat Uninterested	Very Uninterested	Unsure
All Question Responses	26%	30%	19%	7%	17%	2%
25-64 years old	26%	30%	15%	5%	22%	2%
65 years or older	31%	37%	23%	4%	6%	0%
Home ZIP in Harnett Cty	26%	32%	15%	6%	20%	1%
Home ZIP outside of Harnett Cty	33%	22%	28%	11%	6%	0%
Work/School ZIP in Harnett Cty	23%	33%	17%	4%	20%	2%

Work/School ZIP outside of Harnett Cty	38%	26%	15%	11%	11%	0%
Considered to be disabled	40%	45%	5%	10%	0%	0%
5 or more people live in my household	30%	22%	4%	9%	35%	0%
Household's total income < \$53,000	38%	38%	12%	3%	9%	0%
Represent a minority race or 2+ races	39%	39%	17%	0%	6%	0%

The following statements express the value that transit provides to communities. Please rate how important each one is to you in deciding whether to support investment in public transit for the N. Harnett community.

Summary of all responses to statements – listed in order from most to least important by response	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
Provide transportation options for seniors, disabled persons, or others who cannot drive. (299 Responses)	76%	17%	4%	2%	0%	1%
Reduce unemployment by increasing access to jobs. (295 Responses)	62%	26%	7%	2%	1%	2%
Provide transportation options for low-income persons. (299 Responses)	55%	22%	13%	3%	3%	4%
Help people avoid congestion (reduces number of vehicles on roads). (294 Responses)	53%	23%	14%	4%	2%	3%
Encourage new businesses and employees to come to Harnett County. (289 Responses)	50%	24%	13%	3%	2%	8%
Make it easy for people to walk and bike more, to improve public health and/or reduce health costs. (293 Responses)	46%	22%	18%	8%	2%	4%
Support the development of denser, more walkable/bikeable neighborhoods and activity centers. (289 Responses)	42%	22%	17%	5%	7%	7%
Reduce the cost of transportation for a household, or help households own fewer cars. (297 Responses)	38%	25%	16%	7%	8%	5%
Help people drive less to improve air quality. (293 Responses)	33%	22%	22%	6%	9%	8%

Provide transportation options for low-income persons.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	55%	22%	13%	3%	3%	4%
25-64 years old	56%	20%	12%	4%	3%	4%
65 years or older	51%	30%	11%	4%	0%	4%
Home ZIP in Harnett Cty	53%	22%	14%	4%	3%	4%
Home ZIP outside of Harnett Cty	72%	22%	6%	0%	0%	0%
Work/School ZIP in Harnett Cty	54%	23%	11%	5%	3%	4%
Work/School ZIP outside of Harnett Cty	63%	19%	13%	2%	0%	4%
Interested in using public transit	70%	20%	7%	2%	0%	0%
Uninterested in using public transit	27%	21%	18%	8%	11%	15%
Considered to be disabled	75%	5%	10%	10%	0%	0%
5 or more people live in my household	54%	17%	4%	4%	8%	13%
Household's total income < \$53,000	74%	15%	6%	0%	3%	3%
Represent a minority race or 2+ races	86%	10%	0%	0%	0%	5%

Reduce unemployment by increasing access to jobs.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	62%	26%	7%	2%	1%	2%
25-64 years old	66%	22%	8%	3%	1%	2%
65 years or older	54%	38%	2%	2%	0%	4%
Home ZIP in Harnett Cty	61%	26%	7%	3%	1%	2%
Home ZIP outside of Harnett Cty	67%	28%	6%	0%	0%	0%
Work/School ZIP in Harnett Cty	60%	26%	7%	3%	1%	2%
Work/School ZIP outside of Harnett Cty	70%	23%	4%	2%	0%	0%
Interested in using public transit	78%	17%	4%	1%	0%	0%
Uninterested in using public transit	32%	33%	17%	8%	5%	6%
Considered to be disabled	70%	20%	10%	0%	0%	0%
5 or more people live in my household	63%	25%	8%	0%	4%	0%
Household's total income < \$53,000	82%	9%	3%	0%	3%	3%
Represent a minority race or 2+ races	90%	5%	0%	0%	0%	5%

Provide transportation options for seniors, disabled persons, or others who cannot drive.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	76%	17%	4%	2%	0%	1%
25-64 years old	75%	18%	5%	1%	0%	1%
65 years or older	80%	15%	4%	0%	0%	2%
Home ZIP in Harnett Cty	73%	19%	5%	1%	0%	1%
Home ZIP outside of Harnett Cty	89%	11%	0%	0%	0%	0%
Work/School ZIP in Harnett Cty	76%	17%	4%	2%	0%	1%
Work/School ZIP outside of Harnett Cty	77%	17%	6%	0%	0%	0%
Interested in using public transit	87%	10%	2%	1%	0%	0%
Uninterested in using public transit	48%	29%	14%	6%	0%	3%
Considered to be disabled	86%	5%	10%	0%	0%	0%
5 or more people live in my household	67%	17%	13%	4%	0%	0%
Household's total income < \$53,000	94%	3%	0%	0%	0%	3%
Represent a minority race or 2+ races	91%	5%	0%	0%	0%	5%

Reduce the cost of transportation for a household, or help households own fewer cars.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	38%	25%	16%	7%	8%	5%
25-64 years old	39%	24%	17%	6%	9%	6%
65 years or older	38%	32%	19%	4%	4%	4%
Home ZIP in Harnett Cty	38%	25%	17%	6%	9%	6%
Home ZIP outside of Harnett Cty	33%	28%	22%	6%	6%	6%
Work/School ZIP in Harnett Cty	34%	28%	18%	6%	10%	5%
Work/School ZIP outside of Harnett Cty	57%	21%	9%	4%	4%	4%
Interested in using public transit	54%	29%	12%	2%	3%	0%
Uninterested in using public transit	11%	19%	25%	21%	25%	0%
Considered to be disabled	45%	20%	30%	5%	0%	0%
5 or more people live in my household	29%	17%	8%	8%	25%	13%
Household's total income < \$53,000	62%	18%	15%	0%	3%	3%
Represent a minority race or 2+ races	71%	10%	5%	0%	5%	10%

Help people avoid congestion (reduces number of vehicles on roads).	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	53%	23%	14%	4%	2%	3%
25-64 years old	53%	22%	14%	5%	3%	3%
65 years or older	52%	31%	12%	0%	2%	4%
Home ZIP in Harnett Cty	53%	23%	13%	4%	3%	4%
Home ZIP outside of Harnett Cty	50%	28%	17%	6%	0%	0%
Work/School ZIP in Harnett Cty	51%	25%	14%	4%	2%	4%
Work/School ZIP outside of Harnett Cty	66%	19%	11%	0%	2%	2%
Interested in using public transit	67%	21%	11%	1%	0%	0%
Uninterested in using public transit	32%	25%	20%	12%	10%	0%
Considered to be disabled	45%	25%	30%	0%	0%	0%
5 or more people live in my household	46%	17%	17%	8%	8%	4%
Household's total income < \$53,000	62%	21%	12%	0%	3%	3%
Represent a minority race or 2+ races	75%	10%	5%	0%	0%	10%

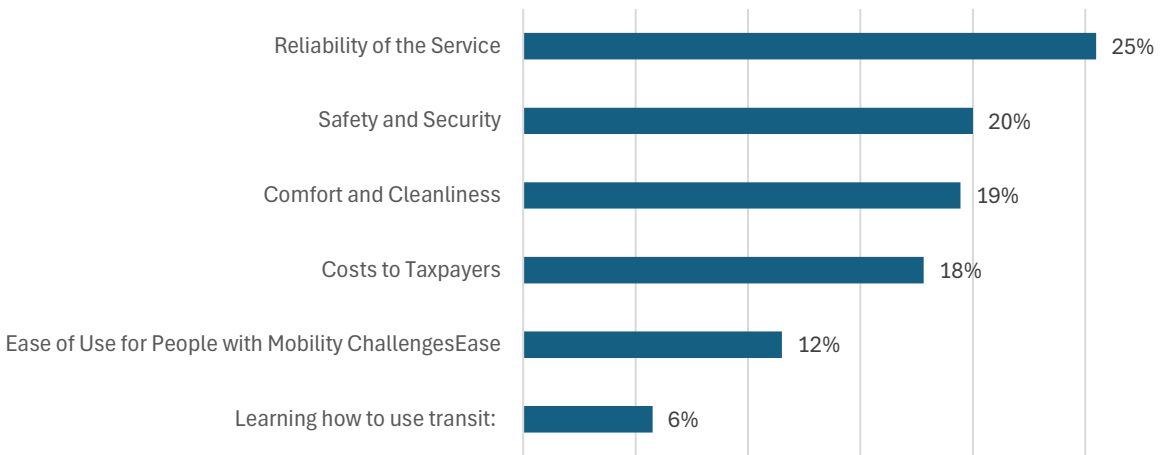
Help people drive less to improve air quality.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	33%	22%	22%	6%	9%	8%
25-64 years old	33%	20%	22%	6%	10%	10%
65 years or older	37%	29%	15%	6%	6%	8%
Home ZIP in Harnett Cty	33%	21%	20%	6%	10%	10%
Home ZIP outside of Harnett Cty	39%	17%	33%	6%	6%	0%
Work/School ZIP in Harnett Cty	30%	22%	24%	6%	10%	9%
Work/School ZIP outside of Harnett Cty	47%	17%	21%	4%	4%	6%
Interested in using public transit	50%	26%	18%	3%	4%	0%
Uninterested in using public transit	15%	10%	23%	21%	31%	0%
Considered to be disabled	35%	15%	25%	15%	0%	10%
5 or more people live in my household	38%	4%	25%	4%	8%	21%
Household's total income < \$53,000	50%	26%	12%	0%	9%	3%
Represent a minority race or 2+ races	70%	10%	10%	0%	0%	10%

Make it easy for people to walk and bike more, to improve public health and/or reduce health costs.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	46%	22%	18%	8%	2%	4%
25-64 years old	47%	20%	17%	9%	3%	5%
65 years or older	48%	21%	17%	6%	2%	6%
Home ZIP in Harnett Cty	47%	21%	16%	8%	3%	5%
Home ZIP outside of Harnett Cty	39%	11%	39%	11%	0%	0%
Work/School ZIP in Harnett Cty	42%	22%	19%	9%	2%	6%
Work/School ZIP outside of Harnett Cty	66%	13%	15%	4%	2%	0%
Interested in using public transit	61%	18%	15%	6%	1%	0%
Uninterested in using public transit	28%	28%	24%	16%	5%	0%
Considered to be disabled	40%	10%	25%	20%	0%	5%
5 or more people live in my household	38%	13%	29%	13%	4%	4%
Household's total income < \$53,000	56%	29%	12%	0%	0%	3%
Represent a minority race or 2+ races	70%	20%	0%	5%	0%	5%

Encourage new businesses and employees to come to Harnett County.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	50%	24%	13%	3%	2%	8%
25-64 years old	51%	21%	14%	3%	3%	8%
65 years or older	47%	28%	13%	2%	0%	9%
Home ZIP in Harnett Cty	51%	23%	13%	3%	2%	9%
Home ZIP outside of Harnett Cty	50%	17%	22%	0%	6%	6%
Work/School ZIP in Harnett Cty	49%	21%	14%	3%	2%	11%
Work/School ZIP outside of Harnett Cty	55%	26%	13%	2%	2%	2%
Interested in using public transit	67%	20%	12%	1%	1%	0%
Uninterested in using public transit	29%	33%	22%	8%	8%	0%
Considered to be disabled	45%	15%	25%	5%	5%	5%
5 or more people live in my household	59%	9%	18%	0%	5%	9%
Household's total income < \$53,000	56%	15%	18%	3%	0%	9%
Represent a minority race or 2+ races	71%	19%	5%	0%	0%	5%

Support the development of denser, more walkable/bikeable neighborhoods and activity centers.	Very Important	Important	Somewhat Important	Somewhat Unimportant	Unimportant	Not Important at All
All Question Responses	42%	22%	17%	5%	7%	7%
25-64 years old	44%	17%	17%	6%	9%	7%
65 years or older	34%	32%	19%	4%	6%	6%
Home ZIP in Harnett Cty	42%	20%	17%	5%	9%	8%
Home ZIP outside of Harnett Cty	44%	17%	28%	6%	6%	0%
Work/School ZIP in Harnett Cty	37%	20%	21%	6%	8%	8%
Work/School ZIP outside of Harnett Cty	57%	19%	13%	2%	6%	2%
Interested in using public transit	55%	22%	13%	6%	4%	0%
Uninterested in using public transit	26%	30%	20%	7%	17%	0%
Considered to be disabled	25%	15%	20%	20%	15%	5%
5 or more people live in my household	22%	30%	26%	17%	4%	0%
Household's total income < \$53,000	59%	12%	12%	6%	9%	3%
Represent a minority race or 2+ races	71%	14%	5%	5%	0%	5%

What concerns do you have about transit? (739 Selections)



What concerns do you have about transit?	Reliability of the Service	Safety and Security	Comfort and Cleanliness	Costs to Taxpayers	Ease of Use	Learning how to use transit:	Other
All Responses	25%	20%	19%	18%	11%	6%	1%
25-64 years old	26%	19%	19%	17%	11%	5%	3%
65 years or older	25%	21%	20%	15%	12%	5%	2%
Home ZIP in Harnett Cty	25%	20%	18%	18%	11%	5%	3%
Home ZIP outside of Harnett Cty	31%	12%	22%	4%	16%	10%	6%
Work/School ZIP in Harnett Cty	24%	19%	18%	19%	12%	6%	2%
Work/School ZIP outside of Harnett Cty	27%	20%	18%	12%	11%	6%	5%
Interested in using public transit	27%	20%	19%	12%	13%	6%	3%
Uninterested in using public transit	18%	20%	18%	32%	7%	3%	2%
Considered to be disabled	21%	16%	19%	12%	18%	11%	4%
5 or more people live in my household	14%	18%	18%	27%	12%	8%	2%
Household's total income < \$53,000	24%	19%	18%	13%	16%	7%	3%
Represent a minority race or 2+ races	22%	18%	16%	15%	15%	12%	3%

Comments for “What concerns do you have about transit?”

Access to service in my area & urban zoning and design making dense transit possible.

Available times and locations

Convenience

Freedom to schedule departure times

I think harnett county is to rural for it to be impactful

routes that make the commute quick

Schedule

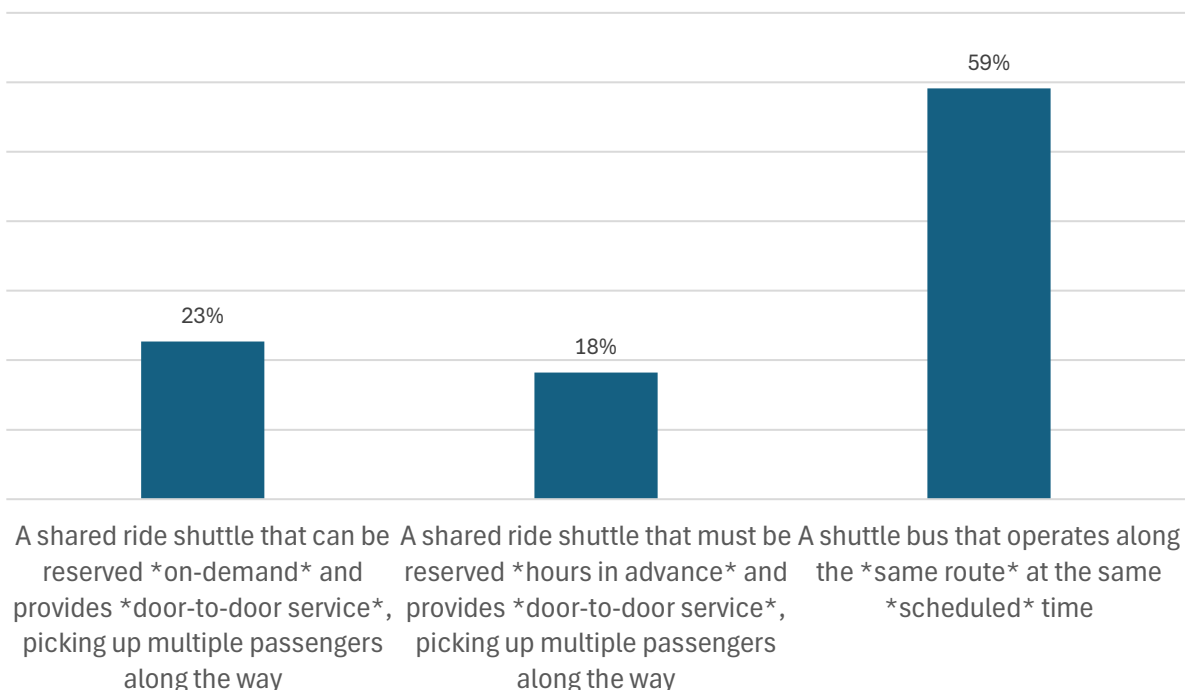
Schedule

Service routes

Survey Part 2 Questions

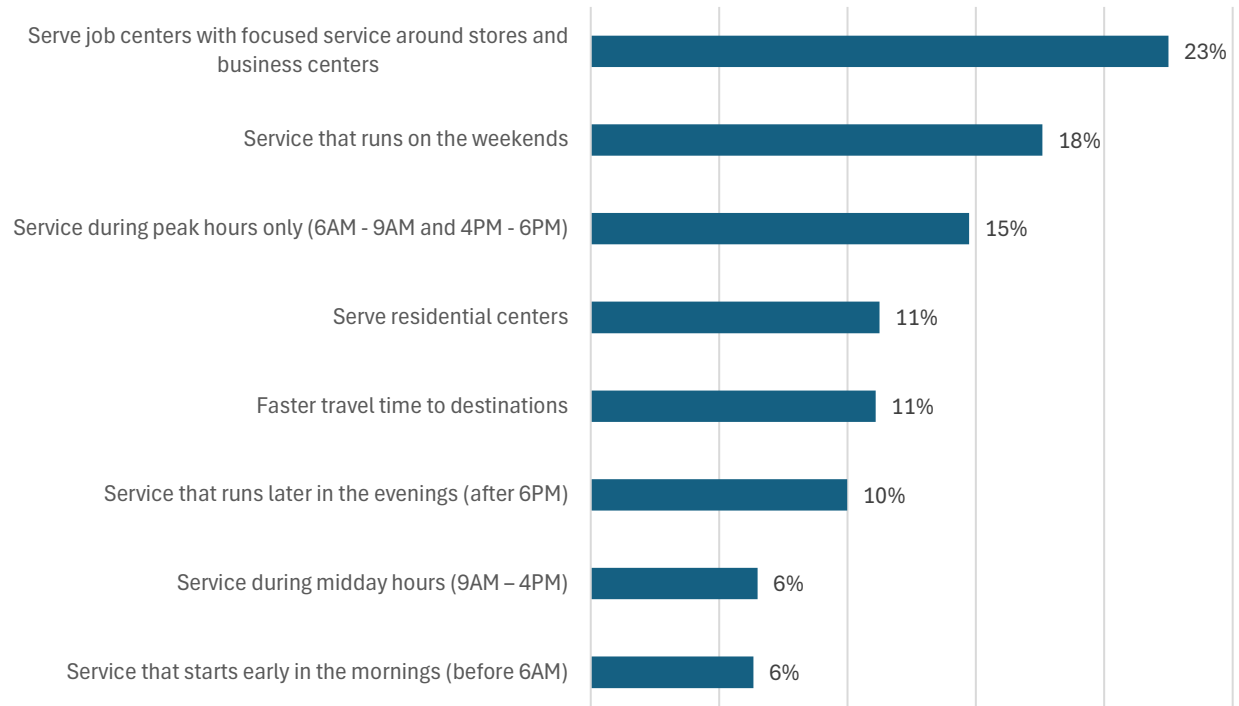
For each of the questions below, what would be your top priorities to have in a North Harnett Transit System? Ultimately, it may not be necessary to choose among the selections below. For the Study, this exercise will help narrow down community priorities.

Priority Question #1: Select One Option (172 Responses)



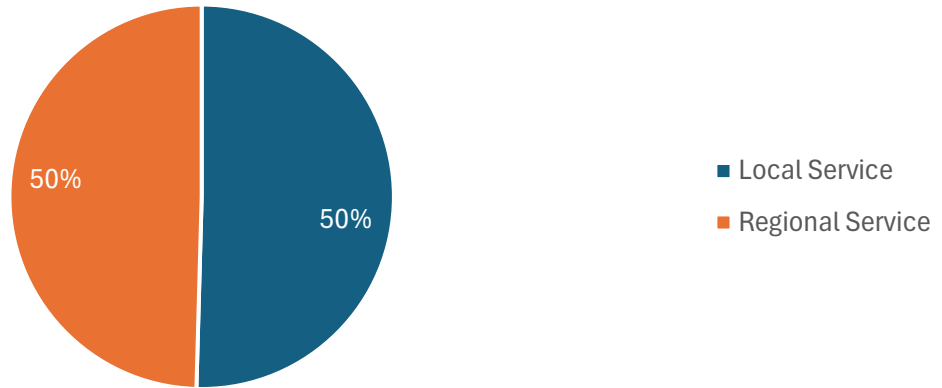
Priority Question #1: Select One Option	A shared ride shuttle that can be reserved *on-demand* and provides *door-to-door service*	A shared ride shuttle that must be reserved *hours in advance* and provides *door-to-door service*	A shuttle bus that operates along the *same route* at the same *scheduled* time
All Responses	23%	18%	59%
25-64 years old	23%	16%	62%
65 years or older	19%	28%	53%
Interested in using public transit	21%	12%	67%
Uninterested in using public transit	29%	31%	40%
Considered to be disabled	20%	20%	60%
5 or more people live in my household	32%	16%	53%
Household's total income < \$53,000	19%	22%	59%
Represent a minority race or 2+ races	39%	6%	56%
Home ZIP - Angier	21%	15%	64%
Home ZIP - Coats	18%	45%	36%
Home ZIP - Dunn	25%	25%	50%
Home ZIP - Erwin	25%	0%	75%
Home ZIP - Lillington	10%	23%	67%
Work/School ZIP - Angier	26%	21%	54%
Work/School ZIP - Coats	17%	50%	33%
Work/School ZIP - Dunn	25%	13%	63%
Work/School ZIP - Erwin	33%	0%	67%
Work/School ZIP - Lillington	18%	22%	60%

Priority Question #2: Select up to Three Choices (631 Selections)



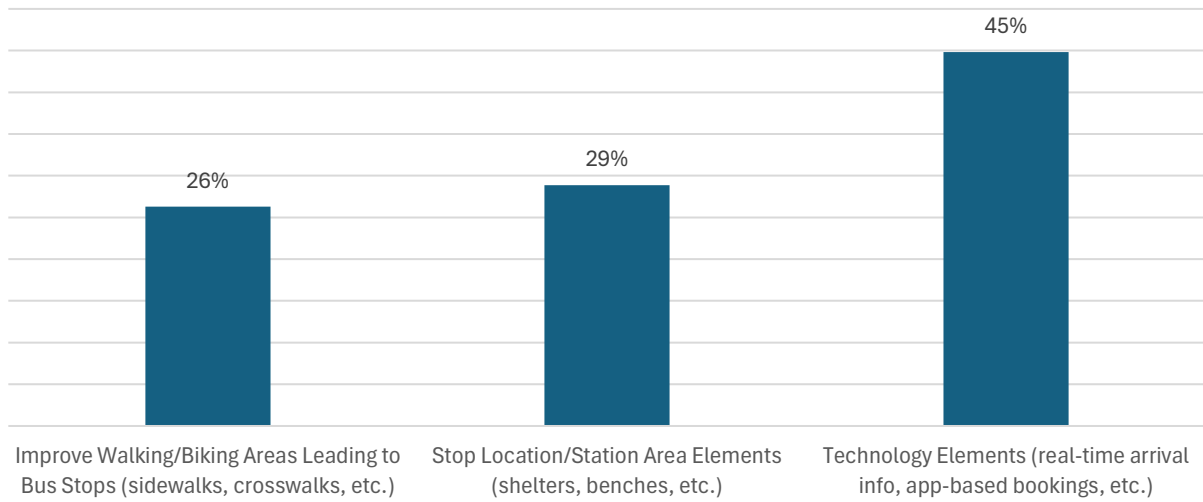
Priority Question #2: Select up to Three Choices	Serve job centers	Serve residential centers	Peak hours service (6AM - 9AM and 4PM - 6PM)	Early morning service (before 6AM)	Midday hour service (9AM - 4PM)	Later evening service (after 6PM)	Weekend service	Faster travel time to destinations
All Responses	23%	11%	15%	6%	6%	10%	18%	11%
25-64 years old	22%	10%	15%	7%	6%	11%	18%	11%
65 years or older	26%	14%	13%	3%	8%	6%	17%	13%
Interested in using public transit	23%	12%	14%	6%	6%	10%	17%	11%
Uninterested in using public transit	23%	8%	16%	8%	6%	11%	17%	12%
Considered to be disabled	19%	15%	14%	8%	7%	12%	15%	10%
5 or more people live in my household	21%	13%	17%	2%	13%	9%	13%	13%
Household's total income < \$53,000	18%	14%	12%	10%	8%	13%	17%	6%
Represent a minority race or 2+ races	18%	11%	16%	5%	3%	15%	21%	10%
Home ZIP - Angier	22%	13%	14%	7%	6%	10%	17%	12%
Home ZIP - Coats	26%	15%	7%	11%	7%	15%	19%	0%
Home ZIP - Dunn	21%	11%	25%	0%	11%	7%	14%	11%
Home ZIP - Erwin	33%	0%	25%	0%	8%	0%	8%	25%
Home ZIP - Lillington	24%	9%	15%	5%	7%	10%	19%	10%
Work/School ZIP - Angier	20%	13%	16%	7%	7%	10%	17%	11%
Work/School ZIP - Coats	29%	29%	7%	7%	7%	7%	14%	0%
Work/School ZIP - Dunn	16%	10%	13%	3%	13%	16%	19%	10%
Work/School ZIP - Erwin	27%	9%	18%	9%	9%	9%	18%	0%
Work/School ZIP - Lillington	22%	8%	13%	7%	9%	13%	21%	8%

Priority Question #3: Select One Option (228 Responses)



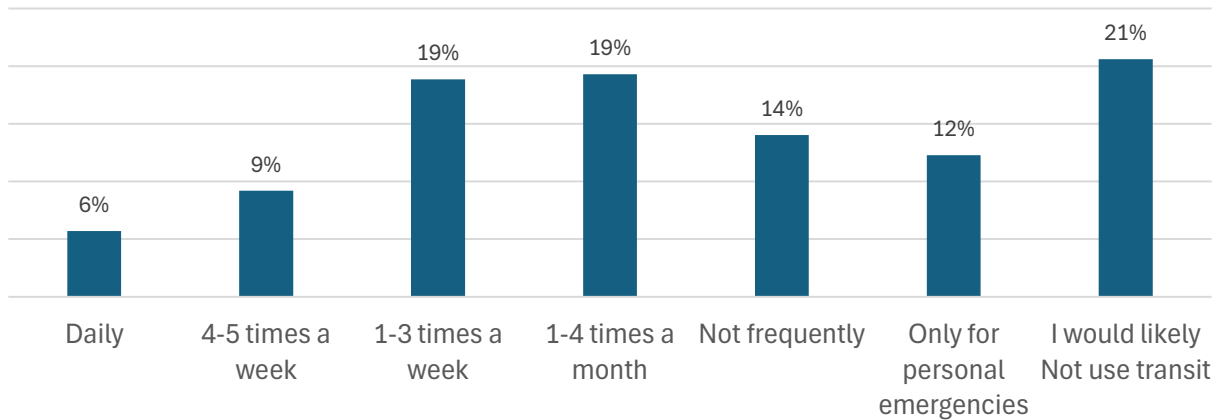
Priority Question #3: Select One Option	Local Service	Regional Service
All Responses	50%	50%
25-64 years old	51%	49%
65 years or older	41%	59%
Interested in using public transit	46%	54%
Uninterested in using public transit	57%	43%
Considered to be disabled	33%	67%
5 or more people live in my household	50%	50%
Household's total income < \$53,000	70%	30%
Represent a minority race or 2+ races	67%	33%
Home ZIP - Angier	45%	55%
Home ZIP - Coats	80%	20%
Home ZIP - Dunn	50%	50%
Home ZIP - Erwin	67%	33%
Home ZIP - Lillington	57%	43%
Work/School ZIP - Angier	48%	52%
Work/School ZIP - Coats	100%	0%
Work/School ZIP - Dunn	38%	63%
Work/School ZIP - Erwin	50%	50%
Work/School ZIP - Lillington	61%	39%

Priority Question #4: Select One Option (232 Responses)



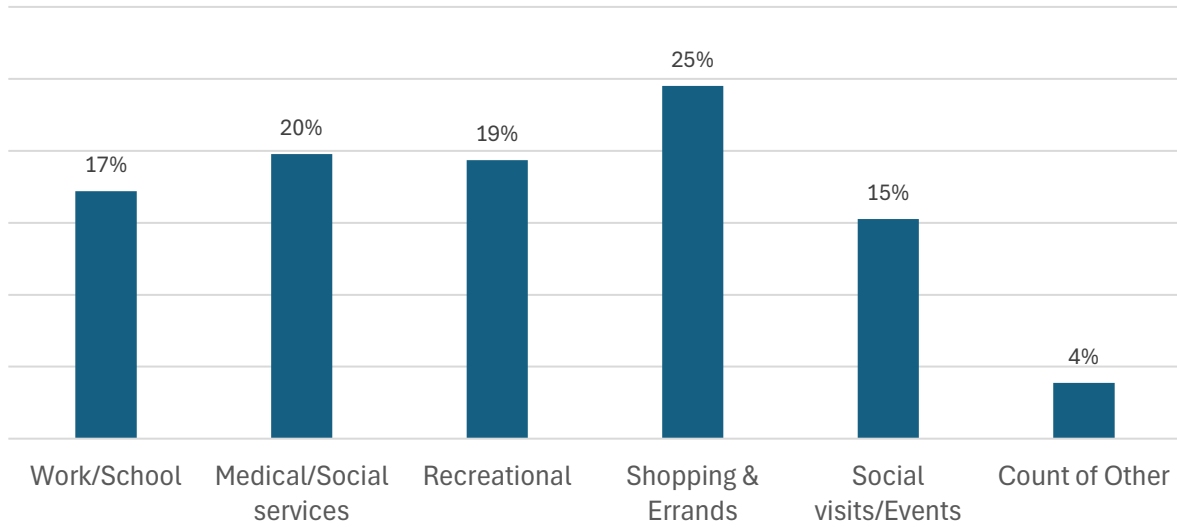
Priority Question #4: Select One Option	Improve Walking/Biking Areas Leading to Bus Stops	Stop Location/Station Area Elements	Technology Elements
All Responses	26%	29%	45%
25-64 years old	26%	30%	44%
65 years or older	22%	33%	44%
Interested in using public transit	31%	27%	42%
Uninterested in using public transit	22%	27%	51%
Considered to be disabled	11%	28%	61%
5 or more people live in my household	22%	39%	39%
Household's total income < \$53,000	38%	38%	25%
Represent a minority race or 2+ races	24%	29%	47%
Home ZIP - Angier	27%	24%	49%
Home ZIP - Coats	9%	36%	55%
Home ZIP - Dunn	0%	71%	29%
Home ZIP - Erwin	25%	50%	25%
Home ZIP - Lillington	37%	37%	26%
Work/School ZIP - Angier	24%	28%	47%
Work/School ZIP - Coats	0%	33%	67%
Work/School ZIP - Dunn	0%	38%	63%
Work/School ZIP - Erwin	0%	67%	33%
Work/School ZIP - Lillington	30%	32%	38%

If the priorities you selected in above were available, how often would you use transit? (228 Responses)



How often would you use transit?	Daily	4-5 times a week	1-3 times a week	1-4 times a month	Not frequently	Only for personal emergencies	I would likely Not use transit
All Responses	6%	9%	19%	19%	14%	12%	21%
25-64 years old	5%	9%	19%	19%	13%	12%	22%
65 years or older	7%	9%	14%	25%	23%	9%	14%
Home ZIP in Harnett Cty	4%	10%	18%	19%	21%	15%	11%
Home ZIP outside of Harnett Cty	13%	0%	27%	20%	13%	7%	20%
Work/School ZIP in Harnett Cty	7%	11%	16%	18%	22%	15%	11%
Work/School ZIP outside of Harnett Cty	5%	5%	25%	25%	15%	10%	15%
Interested in using public transit	9%	15%	28%	26%	10%	9%	2%
Uninterested in using public transit	0%	0%	0%	4%	21%	13%	63%
Considered to be disabled	0%	24%	18%	35%	12%	6%	6%
5 or more people live in my household	6%	18%	6%	29%	0%	18%	24%
Household's total income < \$53,000	17%	7%	20%	27%	13%	10%	7%
Represent a minority race or 2+ races	15%	0%	23%	15%	8%	31%	8%

What types of trips would you use transit for? (465 Selections)



What types of trips would you use transit for?	Work/School	Medical/Social services	Recreational	Shopping & Errands	Social visits/Events	Other
All Responses	17%	20%	19%	25%	15%	4%
25-64 years old	21%	16%	21%	23%	16%	3%
65 years or older	5%	31%	16%	29%	15%	4%
Interested in using public transit	18%	19%	20%	26%	16%	1%
Uninterested in using public transit	14%	20%	20%	12%	18%	18%
Considered to be disabled	13%	31%	16%	27%	11%	2%
5 or more people live in my household	16%	19%	27%	19%	14%	5%
Household's total income < \$53,000	17%	24%	16%	26%	14%	3%
Represent a minority race or 2+ races	10%	23%	28%	23%	15%	3%
Home ZIP - Angier	11%	22%	21%	28%	15%	3%
Home ZIP - Coats	20%	20%	30%	10%	10%	10%
Home ZIP - Dunn	13%	20%	27%	20%	17%	3%
Home ZIP - Erwin	14%	29%	14%	29%	14%	0%
Home ZIP - Lillington	23%	23%	15%	21%	18%	2%
Work/School ZIP - Angier	17%	18%	18%	28%	15%	5%
Work/School ZIP - Coats	23%	14%	23%	23%	14%	5%
Work/School ZIP - Dunn	12%	20%	28%	20%	16%	4%
Work/School ZIP - Erwin	0%	20%	40%	20%	20%	0%
Work/School ZIP - Lillington	20%	22%	18%	20%	17%	2%

Comments for “What types of trips would you use transit for?”

Church

I do not live or work in Harnett County

I have a car and would not use public transit but I believe it would greatly benefit Others

I would also use bike infrastructure for leasure.

I wouldn't

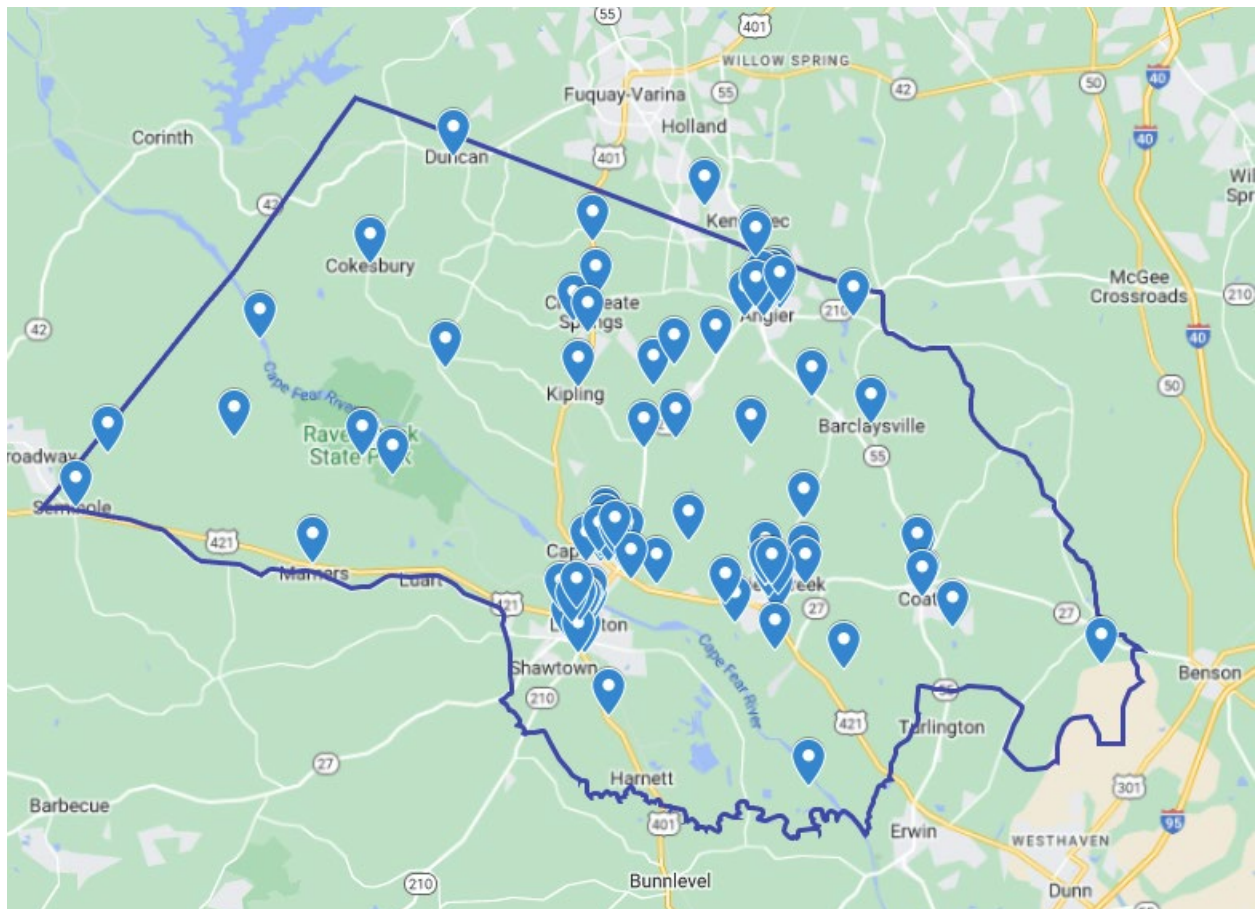
None

providing transit for Campbell Students

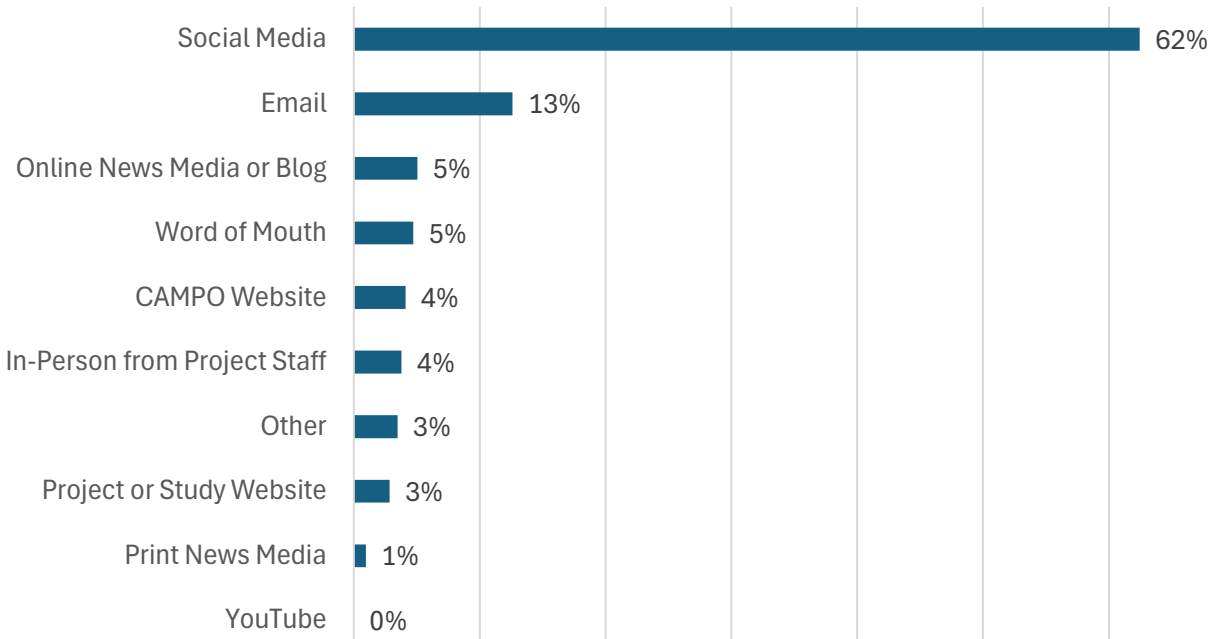
Using the map below, please drop pins at locations where you would like to have transit service to. Think about popular destinations such as work and school, shopping locations, recreational sites, and locations where you see your family and friends. (37 Markers Placed)

To View Interactive Map:

https://www.google.com/maps/d/u/0/edit?mid=13tN8UuZ4G2kNSlpP7vxVzns4VMr_oYQ&usp=sharing



How did you learn about this survey? (317 Selections)



F. Survey Comments – “Transit...”

Comments for “Where you would like to have transit service to?”

add a sidewalk

Campbell University to Angier and Lillington

Campbell University;
DSS

for harnett cty residents near lee county

I could not add as many routes as I would like here. I would have also added a route from CCCC and Campbell to Angier and Fuquay.

Connecting our community colleges and universities to transit will enable students and staff to participate more in the shopping and dining life of all communities in the area. Additionally, having a "weekender" that could go to downtown Raleigh, the airport, the larger malls would enable all Harnett Co folks greater access to things that make the whole region great.

I live in Johnson's Landing (in the Wake County portion of Angier) and would find a bus or shuttle to Downtown Angier and potentially other parts of Harnett County useful. At the same time, I don't know how practical this is given that I'm in the Wake County part of Angier. A park and ride from Downtown Angier to Raven Rock Park, Lillington, and Buies Creek would also be cool.

Less traffic to worry about when waiting to load and unload riders;

More students are not bringing cars and would use this for Walmart or other errands, or to go to restaurants and attractions

people very often need rides home from the emergency room

University

Work space ; ;

Would be nice to go to downtown Lillington via public transportation. Would be better to get a shuttle to take me to Fuquay-Varina, Raleigh, and (gasp) Durham.



Public Engagement Phase II Summary

Introduction

The Capital Area Metropolitan Planning Organization (CAMPO) conducted a transit study of a portion of North Harnett County to develop a vision that identifies transit needs and recommends potential transit service solutions. The study area encompasses the northern half of Harnett County within CAMPO's boundary, which includes Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Phase I of the study's public engagement campaign occurred between November 2023 and June 2024. In Phase I, the study gathered public input on the desire and demand for transit in the study area. It also collected feedback on potential transit solutions to meet those demands.

Phase II of the study's public engagement campaign occurred between July 2024 and June 2025. Phase II of the study finalized the transit service recommendation and created an implementation plan. After evaluating the need and support for transit in the northern half of Harnett County within CAMPO's boundary, the proposed recommendation is a hybrid mode: Microtransit within a proposed service area combined with connections to and from a set of nearby regional destination options to support the community's transportation needs.

Outreach and Promotional Materials

Awareness, education, and feedback were the three driving goals for the study's public engagement campaign. Both print and digital promotion were necessary to achieve objectives and promote the study to a range of audiences. This section of the summary details the collection of outreach strategies and promotional tools used to reach target audiences, foster understanding of transit services, and encourage engagement with the study.

Website

A dedicated website, www.NorthHarnettTransitStudy.com, was launched in Phase I to share an overview and maps of the study area, educational content such as fact sheets and videos, the study's anticipated timeline and key deliverables, and engagement opportunities. In Phase II, the website featured results from the initial phase, including the proposed service recommendation and service area, an educational campaign about microtransit, a

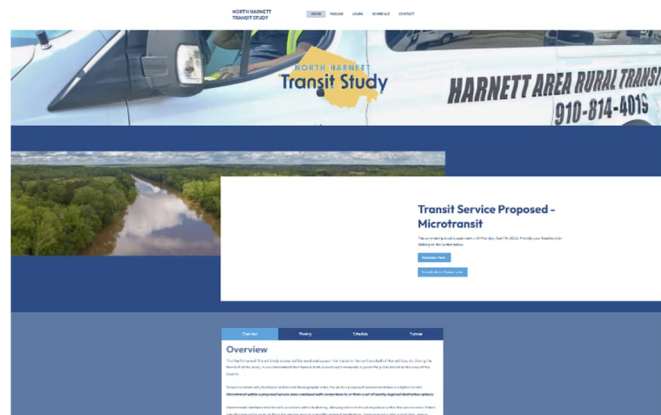


Figure 1. The study website's home page

feedback form in English and Spanish, and a virtual public meeting announcement.

Between the website update on March 12 and the end of the public engagement campaign on April 30, the website attracted 1,526 unique visitors, with 1,773 site sessions and 2,166 page views, averaging about two minutes per session. Mobile devices accounted for 73% of sessions, desktops 17%, and tablets 10%.

Traffic spikes correlated with public outreach efforts. From April 2 to April 14, the website had 1,418 unique visitors (92% of the total visitors during the engagement period), coinciding with pop-up events (April 9-13) and a social media campaign promoting the feedback form deadline on April 14. Figure 2 below shows the daily website traffic.

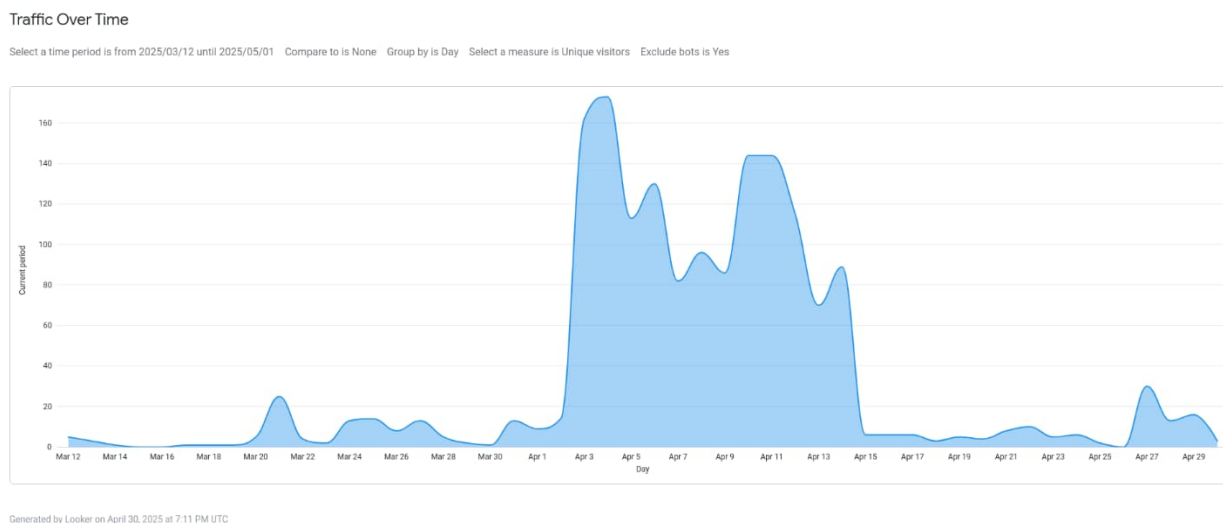


Figure 2. Unique website visitors between March 12 and April 30

Facebook was the top source of traffic for the study website, with paid ads driving 585 unique visitors and organic content driving 552 unique visitors, generating 1,294 page views in total. Direct access to the website was the second largest traffic source, accounting for 236 unique visitors and 446 page views. The average session duration for users who directly accessed the site was 2 minutes, 47 seconds, while that of visitors from Facebook was only 28 seconds. The study website accrued 63, 56, and 24 unique visitors from YouTube, Harnett County website, and CAMPO website, respectively. All other traffic sources accounted for nine or less unique visitors each.

Press Release

The study team employed a press release to announce microtransit with connections to regional destinations as the transit recommendation for Harnett County, and to promote community input at upcoming events and during the comment period.

The press release presented an overview of study findings, explanation of microtransit, information on the comment period and upcoming events, and included a link to the website. It was also translated to Spanish to reach a wider audience.

E-Blast

An e-blast was distributed to targeted subscribers of CAMPO's public email list through PublicInput.com (826 recipients). This newsletter announced microtransit as the study's transit recommendation for Harnett County. The e-blast also explained microtransit and emphasized the need for community feedback and involvement. Of the recipients, 44% opened the email and 2.4% clicked to go to the project website.

A reminder e-blast was also sent to the same subscribers in advance of the comment period closing.

Harnett County also sent a version of the email newsletter to their local subscriber list. Copies of the press release and e-blast can be found in Appendix A.

Social Media

The team launched a series of social media posts and promotional videos ("reels") through official CAMPO and Harnett County social media accounts on Facebook, Instagram, X (Twitter), and Reddit (r/campbellu, r/Harnettcounty, r/SanfordNC, r/CarFreeRDU, r/Angier) to reach its target audiences, share the study recommendation and promote public participation. Several study stakeholder jurisdictions also supported the outreach effort on social media through their own posts, such as Harnett County and Mayor Jusnes of Angier.

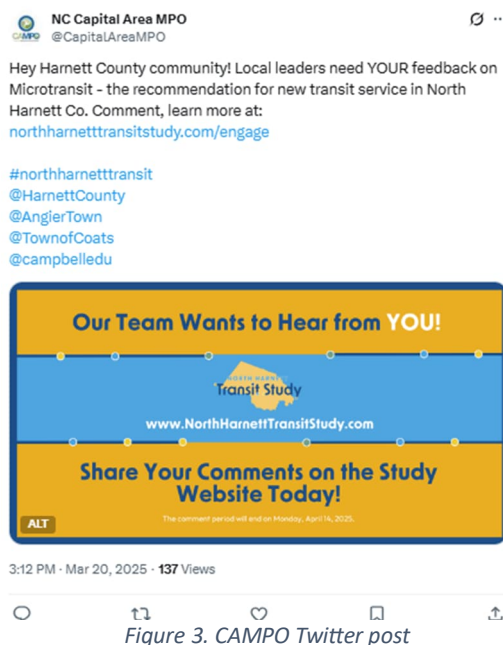


Figure 3. CAMPO Twitter post

Table 1. Social Media Metrics

Platform	Data	Content	Organization	Engagement
X (Twitter)	March 20	Comment/Feedback Post	CAMPO	136 views
	March 22	Microtransit Recommendation Post	CAMPO	1 share, 1 like, 114 views
	April 3	Feedback Form Post	Harnett County	1 like, 76 views
Instagram	March 20	Comment/Feedback Post	CAMPO	1 like
	March 22	Microtransit Recommendation Post	CAMPO	2 likes
	April 3	Community Service Post	Harnett County	7 likes
	April 6	Comment/Feedback Post	CAMPO	2 likes

Facebook	April 8	"Ask a Planner" Event Post	CAMPO	1 like
	April 9	"Ask a Planner" Event Post	CAMPO	1 like
	April 10	Microtransit Informational Reel	CAMPO	0 like
	April 10	Microtransit Informational Reel	Harnett County	1 like, 188 views
	April 12	Comment/Feedback Post	CAMPO	0 likes
	April 13	Microtransit Informational Reel	CAMPO	0 likes
	April 14	Microtransit Recommendation Post	CAMPO	0 likes
	March 20	Comment/Feedback Post	CAMPO	2 likes, 3 shares
	March 22	Microtransit Recommendation Post	CAMPO	2 likes, 2 shares
	April 3	Feedback Form Post	Harnett County	37 likes, 19 comments, 16 shares
	April 6	Comment/Feedback Post	CAMPO	1 like, 1 share
	April 8	"Ask a Planner" Event Post	CAMPO	2 likes, 4 shares
	April 8	"Ask a Planner" Event Post	Harnett County	2 likes
	April 9	"Ask a Planner" Event Post	CAMPO	4 likes, 1 share
	April 9	"Ask a Planner" Event Post	Harnett County	4 likes
	April 10	Microtransit Informational Reel	CAMPO	1 like, 60 views
	April 10	Microtransit Informational Reel	Harnett County	2 shares, 1.8K views
	April 11	Comment/Feedback Post	CAMPO	0 likes, 2 shares
	April 14	Microtransit Recommendation Post	CAMPO	1 like, 1 share

	April 14	Microtransit Informational Reel	Harnett County	2 likes, 879 views
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Print Materials

A collection of print materials, including a display board of the proposed service area and connections, informational flyer, and microtransit overview booklet were developed to augment outreach efforts. These materials were shared at stakeholder meetings and popup events to provide an overview of the study recommendations, explanation of microtransit and encourage community feedback. All printed materials were available in Spanish as well. Print materials were also available at local community centers and libraries throughout the study area, at the Angier Chamber of Commerce's office and community yard sale, and the Harnett County Human Services customer service area in Lillington. Copies of the print materials can be found in Appendix B.



Microtransit

Phase II of public engagement aimed to present the initial phase study results, including a proposed service recommendation and service area, to North Harnett County residents and stakeholders. The outreach strategy highlighted how data collection and public input led to recommending microtransit within a proposed service area with connections to nearby regional destinations. It also provided an overview of microtransit and its benefits, helping residents and stakeholders understand the potential implementation in North Harnett.

The Microtransit educational campaign involved a virtual public meeting, stakeholder meetings, physical promotional materials, and digital content on the website and social media, as summarized previously. The study website served as a comprehensive hub, detailing the proposed transit recommendation and service area, and offering insights into microtransit, including its benefits, challenges, usage scenarios, and examples from North Carolina.

During Phase II, the study team focused on clearly communicating the proposed transit service and service area to both the public and stakeholder groups. They presented microtransit as the study's proposed service option through a virtual public meeting, pop-up events, and targeted stakeholder sessions. These efforts emphasized microtransit's flexibility, accessibility, and potential to meet diverse community needs. At pop-up events, staff explained how microtransit works, including its benefits and challenges, shared examples from other communities in North Carolina, and gathered public feedback on the study's recommendations. Stakeholder groups—including the Core Technical Team, elected officials, and focus group participants—were briefed on public input and asked to weigh in on the proposed service. Across all groups, there was strong interest and support for microtransit, along with discussions about implementation, funding, and accessibility.

Stakeholder Engagement

Stakeholder engagement was critical for the success of Phase II to ensure that all decision makers and community leaders were able to weigh in on the proposed transit service recommendation. The study team engaged with the stakeholder groups developed during Phase I.

Core Technical Team (CTT) - Representatives from the target audiences were invited to participate on the Core Technical Team to assist in guiding the study's development through regular coordination and providing feedback on technical issues and data analysis.

Elected Officials (EO) - Officials were presented with the data and public engagement results from the initial phase and asked to rank four potential service types for implementation. Microtransit was the top recommendation with regional transit second, fixed route third, and senior shuttle fourth.

Focus Group (FG) – The study team presented the outcomes of the Phase I public and stakeholder engagement and the proposed service area and potential service types to the participants in the focus groups from Phase I, including community members, human and social service agencies, schools, commercial interests, and other special service groups.

Table 2 shows the meetings that were held with each group — notes from each of these meetings can be found in the Appendix C.

Table 1. Stakeholder Meetings Held

Group / Meeting Date	Purpose of Meeting
CTT – September 6, 2024	Mtg 4 – Recap the outcomes of the Phase I public and stakeholder engagement and present on the proposed service area and potential service types.
FG – September 6, 2024	Mtg 2 - Share the outcomes of the Phase I public and stakeholder engagement, present on the proposed service area and potential service types, and outline next steps.
EO – November 15, 2024	Mtg 3 - Recap the outcomes of the Phase I public and stakeholder engagement and present on the proposed service area and potential service types. Rank service types in order of which should move forward for implementation.
CTT – April 28, 2025	Mtg 5 - Present the outcomes of the Phase 2 public and stakeholder engagement, proposed service and implementation plan and outline next steps.



Figure 5. Elected Officials meeting using live polling

CTT members discussed the proposed service area, noting areas outside of the proposed service area boundary that will benefit from transit service expansion over time. They highlighted the potential benefits of overlapping microtransit with existing services like HARTS. CTT members shared there was noticeable public excitement and curiosity about microtransit, with many questions indicating active engagement. The majority expressed support for moving forward with the proposed service recommendation. CTT members also acknowledged the need for local funding and political support to bring these services to life, with CAMPO offering assistance in identifying and securing funding sources.

Public officials were asked to prioritize which transit services should be implemented first. Microtransit was ranked highest, followed by regional transit, fixed-route service, and senior shuttles. Their rankings were based on factors such as cost-effectiveness, accessibility, flexibility, usefulness, and safety.

Focus group participants expressed optimism that microtransit could encourage more spontaneous ridership, potentially increasing overall demand. They discussed how such a service might benefit specific populations, including students at Campbell University. However, they also raised questions about the cost to users and how the service would be structured to meet varying needs.

Virtual Public Meeting

The study team held a “Ask a Planner” public meeting on Wednesday, April 9, from 4 to 6 p.m. The presentation covered the study timeline, progress to date, Phase I findings, how the service area was defined, evaluation of four service types, the recommended service option, an overview of Phase II public engagement, and next steps after the study concludes.

The team explained that Phase I assessed whether transit service was viable and desired—both of which were confirmed. Phase II focused on identifying the most suitable service type, with microtransit emerging as the recommended option. They noted that a phased implementation plan is in development, and the launch timeline for the new service will be determined after the study concludes.

Attendees asked questions about the proposed service, including cost estimates, safety measures, ADA compliance, and accessibility for users without smartphones.

Pop-Up Events



Figure 6. Pop-up event at Angier East Egg Hunt & Spring Fling

The public engagement campaign hosted four pop-up events to connect with communities that typically do not attend public meetings and to build excitement around transit. These events were held at popular community gatherings to reach a broad and diverse audience, including historically underrepresented groups such as minority and limited English proficiency (LEP) communities.

The pop-ups introduced the transit study, explained the proposed transit service and service area, and encouraged the public to provide feedback through a

comment form by April 14. CAMPO staff shared study materials, explained microtransit—its uses, benefits, challenges, and examples from North Carolina—and invited participants to share their input on the study's proposed recommendations.

1. Lunch and Yoga at Coats Senior Center Pop-up, April 9
2. Campbell University Student Union Pop-up, April 10
3. The Groves at 421 Apartments in Lillington, April 10
4. Angier Easter Egg Hunt & Spring Fling, April 13

The first pop-up event of the public engagement campaign was held on April 9 during Lunch and Yoga at Coats Senior Center. CAMPO staff interacted and engaged with roughly 15 attendees, many of whom have either used or know of people who use the existing Harnett Area Regional Transit Service (HARTS). Most of the attendees expressed their support for the recommendation of micro-transit expansion in Northern Harnett County. Three attendees expressed their concerns about the lack of connections to Chatham County, where their specialty and/or primary doctors are located.

The second pop-up event was held on April 10 with the Campbell University Student Union. CAMPO staff interacted directly with approximately 10 people who stopped by to talk and ask questions. All interactions were positive and supportive of efforts to provide mobility options for students and faculty. Student interactions were positive, as many students interacted with did not have a car and/or saw value in the proposed service and were interested in learning more about HARTS. Faculty members relayed that this could be a great service for parents of students to know about as well.

The study's third pop-up event was hosted at The Groves at 421 Apartments in Lillington on April 10 during an afterhours Lillington Area Chamber of Commerce event. CAMPO staff engaged with roughly 10 attendees. A few of them were aware of the existing Harnett Area Regional Transit Service (HARTS) but stated that they had not utilized said service before. All of the attendees expressed support for the proposed micro-transit expansion. A few attendees stressed that there is an increasing need for safe transit alternatives to driving personal vehicles or utilizing unsafe Uber or Lyft rideshare services.

The fourth pop-up event was held on April 13 from 2 p.m. to 5 p.m. during the Angier Easter Egg Hunt and Spring Fling at Jack Marley Park. Attendees at this event were mostly families of young children and

grandparents. The crowd appeared to include a mix of African-American, Latine, and White races and ethnicities, and also a mix of income levels – the event was free for attendees. Several conversations were had with both teenagers and older adults (seniors) about the future of transit in the area. The major themes were:

- Strong support for the transit recommendation (no concerns)
- Desire for it to be implemented as soon as feasible
- Desire for focus initial awareness and education of the service to more vulnerable populations – low income and persons with disabilities



Figure 7. April 10th Lillington Area Chamber of Commerce pop-up event

Feedback Form

A feedback form, hosted on CAMPO's PublicInput.com account, was utilized as a primary tool to inform the community about the proposed transit service recommendation and service area, and to gather feedback. The comment period ran from March 12 to April 14, 2025, garnering 154 participants. The feedback form was comprised of three questions to help the study team finalize the study recommendations and inform local officials in implementation efforts.

Links and QR codes to the feedback form were shared on the study website, social media, digital and print ads with *The Daily Record*, at engagement events, and in promotional materials. An informational flyer, including a Spanish version on the reverse, was posted at high-traffic locations like libraries and community centers to engage a wider audience. PublicInput's translation feature, connected to Google Translate, also provided accessibility in 133 languages.

Results

The online feedback form started with a brief introduction to the study, outlining its purpose and the study area boundary. It provided an update on the study's progress and recommendations for transit service, including a definition of microtransit, how it works, and the proposed service area with a map. After this context, the form asked participants three questions about microtransit and the study. The first question asked participants if they think microtransit with regional connections in North Harnett is a

good way to provide mobility choices to the community. The following figure shows the results to the first question.

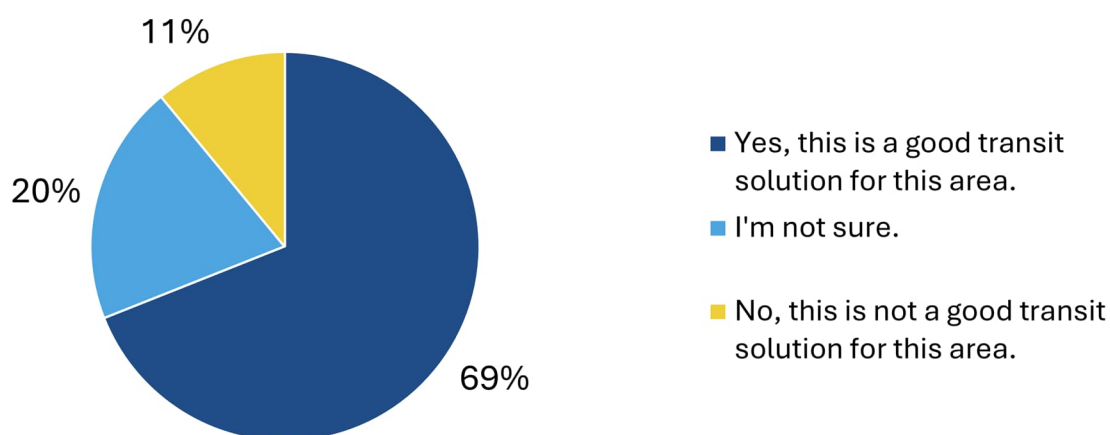


Figure 8. Responses to Question 1: After reading about the possibility of Microtransit with Regional Connections coming to North Harnett - What do you think? Is this a good way of providing mobility choices to the community?

Participants were subsequently asked if they had any questions or comments regarding the recommendation of Microtransit with Regional Connections or the study overall (questions 2 and 3).

Positive comments and suggestions: Participants expressed interest in establishing microtransit connections throughout Harnett County, particularly in low-income areas like Erwin and Dunn, and for seniors in Fuquay Varina. They highlighted the benefits of alleviating congestion in Northwest Harnett, Angier, and U.S. 401, and emphasized the importance of ensuring accessibility for Spanish speakers. Microtransit was seen as a valuable alternative to the current transit system, with potential to create jobs and provide subsidized and free transit for seniors, students, individuals with disabilities, and those with a criminal history. Suggestions also included providing storage for wheelchairs, strollers, and bicycles, and engaging Amtrak to construct stations in Fuquay Varina and Lillington. Overall, participants viewed microtransit as a vital asset for the community, particularly for seniors.

Critical comments and suggestions: Some participants raised concerns about the scalability of microtransit as the county grows and requested broader input on the study's recommendation, including from those who do not access information electronically. They suggested improving pedestrian infrastructure within the service area and addressing issues with the existing HARTS system first, including extending hours of operation. There were doubts about the suitability of microtransit for rural Harnett County compared to Campbell University's demographics, and Lowes as a realistic rideshare destination. Additionally, participants expressed concerns about long wait times due to connections to regional destinations. Some viewed the study and the transit service recommendation as a waste of money.

Several questions about the recommended service and the study were raised in feedback form responses. The study team provided answers and created a FAQ handout for the website and stakeholders. The table below outlines these questions and responses.

Table 3. Questions from Phase II Feedback Form; Responses from Study Team

Question	Answer
----------	--------

Will the service be handicap and wheelchair accessible?	Yes. The fleet will include accessible vehicles.
How can seniors access this service without a smartphone or internet?	Contract with the service provider should include a call center so that people without internet access can call for service.
How will microtransit connect to regional services?	Recommended microtransit service includes external connections to regional services - Apex Park & Ride, Wake Tech – Southern Wake Campus Park & Ride, and Fuquay-Varina South Park & Ride.
Why is the service area limited to North Harnett?	This was a transit 'feasibility' study for Harnett County administered through Capital Area Metropolitan Planning Organization (CAMPO). CAMPO's boundary only extends to the northern half of the County. However, efforts are being made by Fayetteville Area Metropolitan Planning Organization (FAMPO) to study transit feasibility within their boundaries which will cover the southern half of Harnett County.
What safety measures will be implemented to make microtransit more appealing than rideshares?	<p>Drivers will undergo background checks and regular training, including customer service and emergency response.</p> <p>Vehicles will be subject to regular inspections and maintenance to ensure safe operation.</p> <p>Uniformed drivers and marked vehicles will enhance passenger confidence.</p>
How will users be prevented from getting stranded away from home?	To avoid passengers being stranded, the service will operate during clearly defined hours. Riders will be encouraged to plan their return trips within these operational windows. Notifications and reminders may be provided via the app or phone service to help riders schedule timely pickups and ensure round-trip availability.
Will microtransit and HARTS services run simultaneously?	Yes, microtransit will complement existing HARTS services rather than replace them. The goal is to increase flexibility, improve coverage, and optimize overall service efficiency by offering an additional mobility

	option that fills service gaps or addresses specific rider needs.
Is there a study for southern Harnett County?	FAMPO is preparing to conduct a transit study for the southern part of Harnett County.
What was the need for the study?	As North Harnett County continued to experience increased growth and development, its leaders have turned to exploring various mobility options, including transit, to serve the community
Could this service expand to other areas over time?	Yes, this service could be expanded upon in the future to other areas of Harnett County.
How will scheduling work and will there be long wait times?	Wait times for microtransit depends on fleet size, which depends on the level of funding allocated to this service. Scheduling will be done through a software that tries to minimize wait times, but it ultimately depends on the fleet size.

A full list of the questions and comments received can be found in Appendix D.

Performance Measures

As part of CAMPO's Public Participation Plan (PPP), four strategic focus areas were identified to help create an environment where regional transportation needs are prioritized and understood and to help CAMPO achieve its vision. Table 4 shows the Phase II activities as they relate to the performance measures selected for this study to ensure alignment with CAMPO's vision.

Table 4. Phase II activities and performance measures

Performance Measure	Phase II Activity
Planning	
Custom public engagement strategy developed for studies anticipated to include public efforts.	Completed – Public Engagement Plan (PEP) developed prior to Phase I.
Each engagement strategy should include stakeholder and equity mapping custom to geographic areas as scoped.	Completed – Part of PEP
Documentation	
Public engagement summaries should be provided to decision-makers in advance of endorsement, approval, or	In Progress – Summary will be provided to decision-makers listed in PEP Stakeholder groups.

adoption of any study, plan, project that includes public engagement.	
The summary should include description of engagement efforts targeting transportation disadvantaged populations as well as a segmented breakdown of Transportation Disadvantaged population input received.	Completed and documented in current summary.
Inclusivity & Accessibility	
Meetings or outreach events hosted by CAMPO should occur in ADA compliant facilities.	Completed for Community Outreach events
Significant, overview materials for plans, studies, projects should be translated into, at least, the second most common language in scoped geographic area.	Compliant – All key materials translated into Spanish.
Final plan documents open for public comment and consideration by Executive Board, including PDFs, should meet WCAG 2 (Web Content Accessibility Guidelines) for persons with impaired vision.	In Progress
Online and hard copy maps and visualizations meant for use by general public must be viewable for persons who are colorblind.	Compliant in Phase II
In-person events for projects, plans, studies should occur within an identified Community of Concern area as identified in the MPO's Title VI Plan.	Compliant in Phase II
Outreach and Engagement activities should occur at events and locations not hosted/property of the MPO.	Compliant in Phase II
Outreach – Timeliness of Communications	
Public engagement summaries should be publicly posted to the MPO or project website before the next phase of engagement or consideration by the Executive Board occurs.	In Progress – Summary will be added to public website upon approval.
Update emails should be sent for all projects, plans, studies following endorsement/adoption, as well as following each public engagement phase.	In Progress – Email will be sent upon summary approval.

Conclusion

Phase II of public engagement revealed strong community and stakeholder support for the proposed microtransit service in North Harnett County, along with thoughtful questions about its implementation. Participants expressed interest in how the service would be funded, its hours of operation, service area boundaries, accessibility features, and coordination with existing transit like HARTS. These insights are critical for informing Harnett County's next steps after the study concludes.

The feedback form results revealed strong community interest in microtransit with regional connections in North Harnett. Most participants viewed it as a valuable mobility option, especially for underserved groups like seniors, students, and low-income residents. Positive comments emphasized its potential to reduce congestion and support job creation. Suggestions included providing storage for wheelchairs, strollers, and bicycles, accessibility for Spanish speakers, and expanding service to areas like Erwin, Dunn, and Fuquay Varina. Some respondents raised concerns about scalability, long wait times, and the need for better pedestrian infrastructure. Others questioned the service's relevance for rural areas and called for broader outreach beyond digital platforms. The study team addressed these concerns through a detailed FAQ, reinforcing the service's accessibility, safety, and integration with existing transit options.

Phase II revealed strong community interest in microtransit, with broad support from public officials, focus groups, and feedback form participants. Stakeholders valued its flexibility, accessibility, and potential to serve underserved populations. Overall, Phase II confirmed microtransit with connections to regional destinations as a top transit priority for North Harnett County and provided valuable community-driven insights to guide future implementation.

Appendix A – Promotional Materials

Press Release

MICROTRANSIT WITH CONNECTIONS TO REGIONAL DESTINATIONS RECOMMENDED FOR HARNETT COUNTY, N.C.

*North Harnett Transit Study Seeks Community Input on Transit Recommendation at Upcoming Events,
Comment Period*

Angier, N.C. – The proposed transit solution for one of our region’s highest growth areas is microtransit with connections to regional destinations, per the [North Harnett Transit Study](#). Launched in November 2023 by the N.C. Capital Area Metropolitan Planning Organization (CAMPO) and Harnett County, the study has evaluated the public’s need and support for transit in the portion of northern Harnett County, N.C. that overlaps with the CAMPO boundary, including Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Microtransit with Regional Connections

Based on community feedback and transit/demographic data, the proposed recommendation is a hybrid model: Microtransit within a proposed service area combined with connections to or from a set of nearby destination options. This would include three Park & Rides north of Harnett County that provide connections to existing transit services in Wake County, as well as popular services and shopping centers to the south.

More on Microtransit

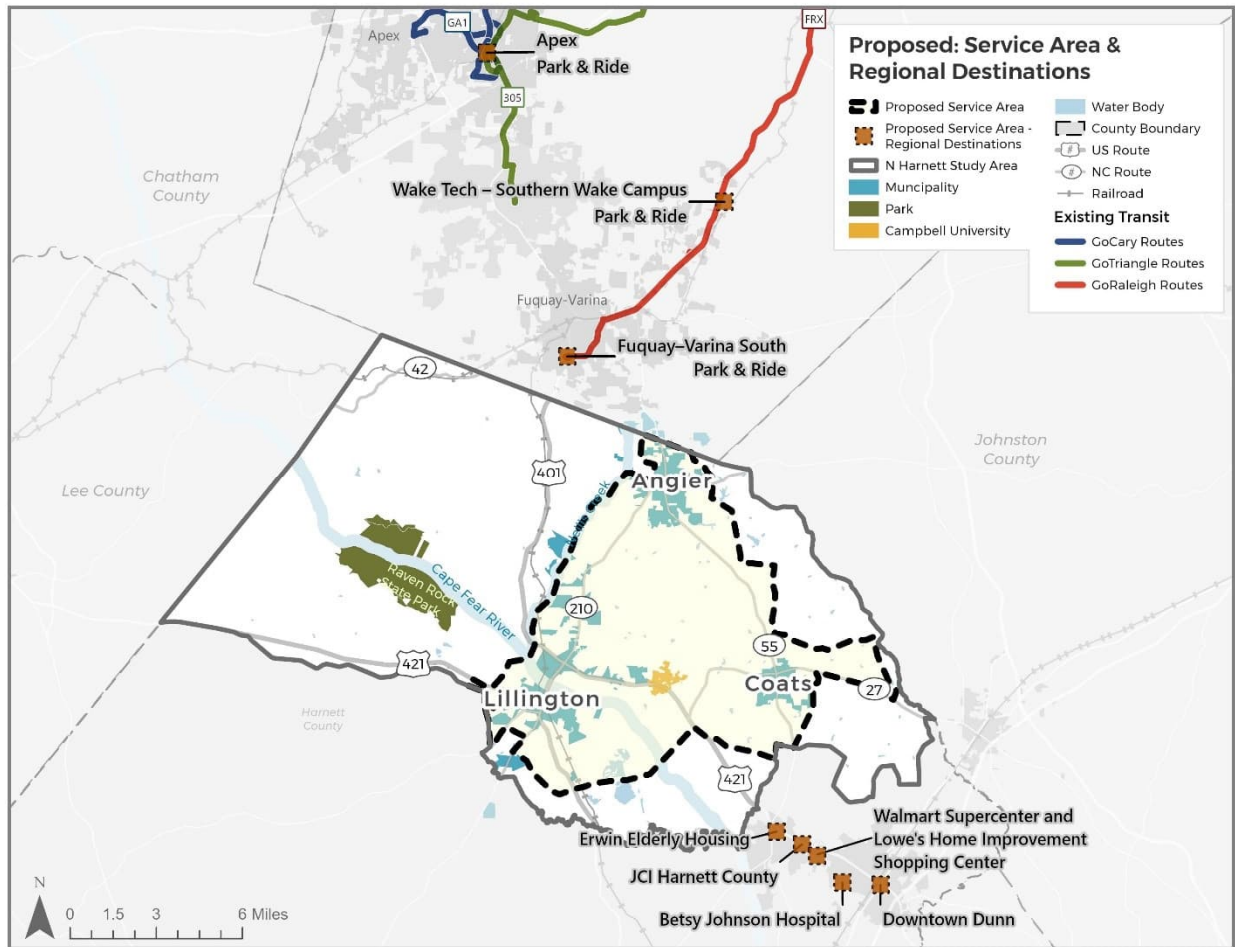
Microtransit combines traditional bus service with ridesharing, allowing riders to travel anywhere within the service area. All of this on their own schedule! Users request a ride in real-time using a smartphone app, website, or phone call. It's flexible, convenient, reliable, and open to everyone!

Community feedback needed

“Microtransit is like having a personal ride service you can book through an app on your phone,” Gaby Lawlor, Sr. Transportation Planner at CAMPO. “It's flexible and easy, letting you travel on your own schedule to reach multiple destinations in this growing rural area. We need feedback from the community about microtransit and the proposed service area to help our study team finalize the implementation plan.”

The [North Harnett Transit Study](#) has launched a public comment period and events where study team members can be found at community places to discuss the proposal, answer questions, and gain feedback. This will help finalize study recommendations and inform local officials on implementation efforts. The study’s [website](#) provides information about microtransit and its benefits, allows the public to share feedback via the comment form, sign up for updates, and explore upcoming events, including a virtual “Ask A Planner” event on Wednesday, April 9, 2025. The comment period is open now through Monday, April 14, 2025.

Beyond this study, additional planning will be needed before operation can begin. Based on public input, transit demand, and feedback from officials and stakeholders, the study is developing an implementation plan to help outline those future steps for implementing the proposed transit services in Harnett County.



About N.C. Capital Area Metropolitan Planning Organization (CAMPO): [CAMPO](#) is a regional transportation planning organization serving communities in Franklin, Granville, Harnett, Johnston, and Wake Counties. CAMPO serves as the coordinating agency between local governments, the North Carolina Department of Transportation, the Federal Transit Administration, and the Federal Highway Administration.

###



Microtransit with Connections to Regional Destinations Recommended for Harnett County

Share Your Thoughts at Upcoming Events, Comment Form

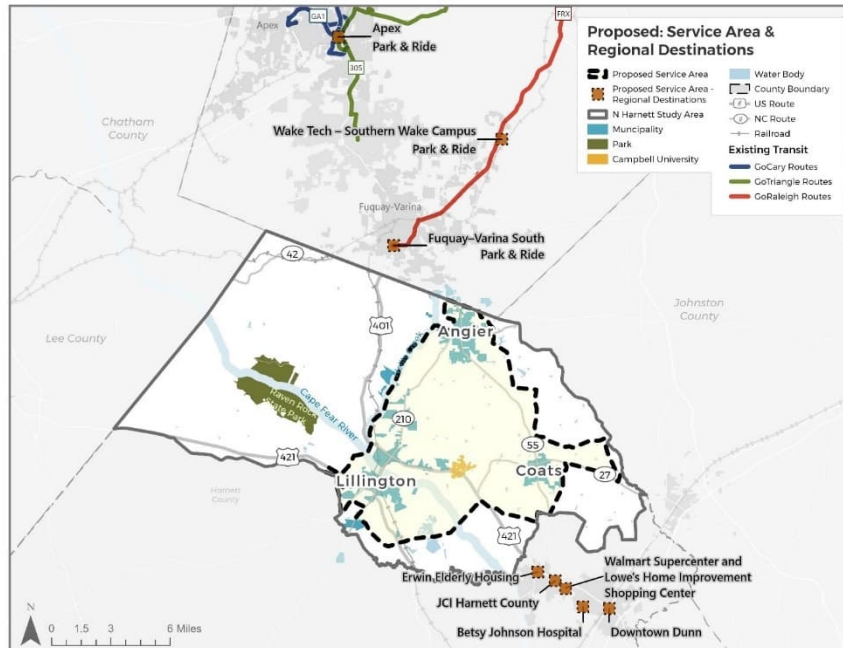
The [North Harnett Transit Study](#) proposed transit solution for one of our region's highest growth areas is **microtransit with connections to regional destinations**. Launched in November 2023 by the N.C. Capital Area Metropolitan Planning Organization (CAMPO) and Harnett County, the study has evaluated the public's need and support for transit in the portion of northern Harnett County, N.C. that overlaps with the CAMPO boundary, including Angier, Lillington, Coats, Buies Creek, Raven Rock State Park, and Campbell University.

Microtransit with Regional Connections

Based on community feedback and transit/demographic data, the proposed recommendation is a hybrid model: Microtransit within a proposed service area combined with connections to or from a set of nearby destination options. This would include three Park & Rides north of Harnett County that provide connections to existing transit services in Wake County, as well as popular services and shopping centers to the south.

More on Microtransit

Microtransit combines traditional bus service with ridesharing, allowing riders to travel anywhere within the service area. All of this on their own schedule! Users request a ride in real-time using a smartphone app, website, or phone call. It's flexible, convenient, reliable, and open to everyone!



Your Feedback is Needed

The [North Harnett Transit Study](#) has launched a public comment period and events where study team members can be found at community places to discuss the proposal, answer questions, and gain feedback. This will help finalize study recommendations and inform local officials on implementation efforts.

How to Get Involved

- Visit the Study's Website: Learn more about microtransit and its benefits.
- Share Your Feedback: Use the comment form on the [website](#) to share your feedback on the proposed transit solution. The comment period is open now through Monday, April 14, 2025.
- Sign Up for Updates: Stay informed about upcoming events and the study's progress.
- **Attend Community Events:** Participate in upcoming study [events](#), including a virtual "Ask A Planner" event on Wednesday, April 9, 2025. Visit the study [website](#) for more details.

Study Schedule Update

Beyond this study, additional planning will be needed before operation can begin. Based on public input, transit demand, and feedback from officials and stakeholders, the study is developing an implementation plan to help outline those future steps for implementing the proposed transit services in Harnett County.

Visit the study website for a full [schedule](#) update.

Questions or comments about the North Harnett Transit Study?

Contact the Study Team today!

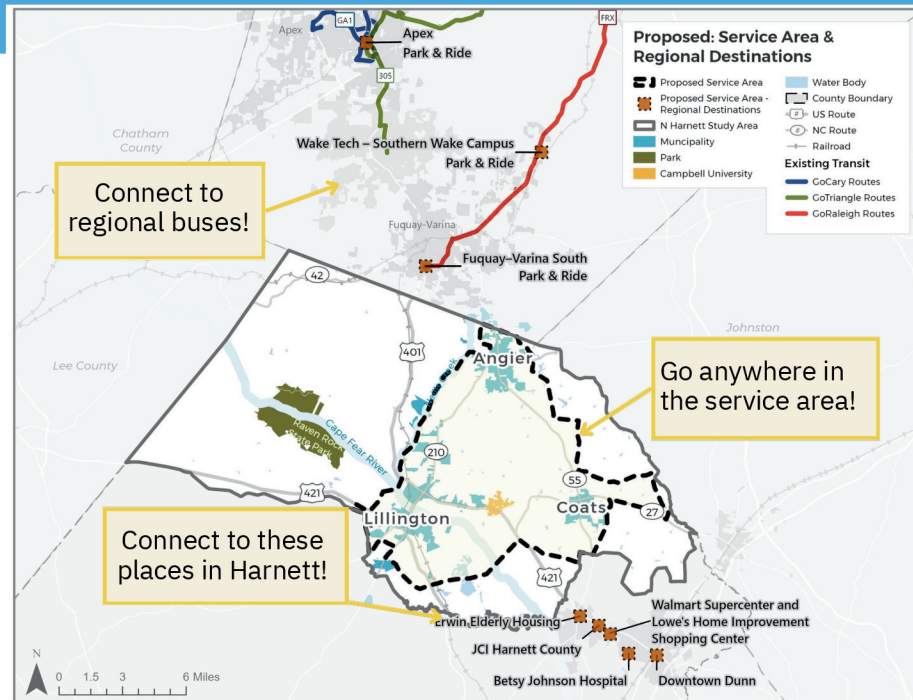


Help Shape Harnett's Transit Future!

Great news for Harnett County! The recommended transit solution for our growing community is: **Microtransit with connections to regional destinations.**

Microtransit combines traditional bus service with ridesharing, allowing riders to travel anywhere within the **service area**. Riders can also request to go to or from the service area to a specific regional destination.

Users request a ride in real time using a smartphone app, website, or phone call. It's flexible, convenient, reliable, and open to everyone!



Your Feedback Matters

We need your input to finalize the study's implementation plan. The comment period is open now until Monday, April 14.

Visit the **Study's Website** to learn about microtransit and its benefits, and share your feedback at www.NorthHarnettTransitStudy.com.

Attend **Community Events** to discuss microtransit and the proposed service area with the study team.



Join Us Online! Ask a Planner Public Meeting



Wednesday, April 9, 2025 | 4-6 PM



<https://publicinput.com/JN4025>

www.NorthHarnettTransitStudy.com

Questions? Contact Us:



northharnetttransit@publicinput.com



855-925-2801 | Code 6959 to leave a message



Harnett
COUNTY



Reasonable accommodations are provided upon request. If assistance is needed or to request documents in an alternative format, including print, or in a different language, please contact the MPO's office at 984-542-3601 (voice). If you are hearing or speech impaired and you use TTY (Teletypewriter Service), please call North Carolina Relay at 800-735-2962 and request a connection to the Capital Area Metropolitan Planning Organization at 984-542-3601.

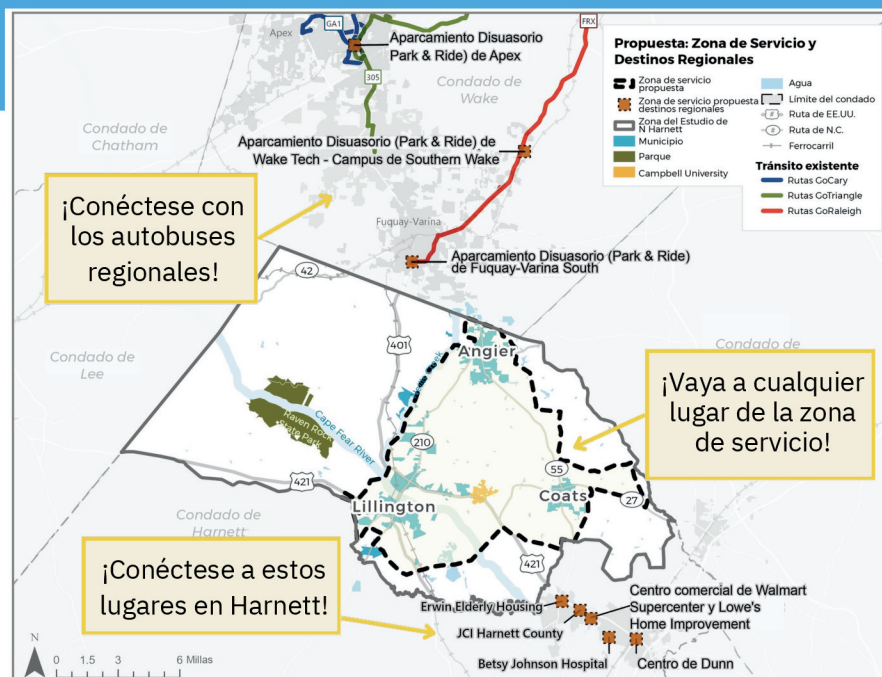
NORTH HARNETT Transit Study

¡Ayude a Diseñar el Futuro de Tránsito de Harnett!

¡Grandes noticias para el condado de Harnett! La solución de tránsito recomendada para nuestra creciente comunidad es: **el microtránsito con conexiones a destinos regionales**.

El microtránsito combina el servicio de autobús tradicional y los viajes compartidos, lo que permite a los usuarios desplazarse a cualquier lugar dentro de la **zona de servicio**. Los usuarios también pueden solicitar ir o volver de la zona de servicio a un destino regional específico.

Los usuarios solicitan un viaje en tiempo real a través de una aplicación telefónica, página web o por teléfono. ¡Es flexible cómodo, fiable y está abierto a todo el mundo!



¡Conéctese con los autobuses regionales!

¡Vaya a cualquier lugar de la zona de servicio!

¡Conéctese a estos lugares en Harnett!

Su Opinión Cuenta

Necesitamos sus comentarios para finalizar el plan de implementación del estudio. El periodo de comentarios está abierto desde ahora hasta lunes 14 de abril. **Visite al sitio web del estudio** para obtener información sobre el microtránsito y sus ventajas y comparta sus comentarios en www.NorthHarnettTransitStudy.com. **Asista a eventos comunitarios** para hablar con el equipo del estudio sobre microtránsito y la zona de servicio propuesta.



ESCANEAR

Pregunte a un Planificador



9 de abril de 2025 | 4-6 PM



<https://publicinput.com/JN4025>

www.NorthHarnettTransitStudy.com

¿Tiene preguntas? ¡Contáctenos!



northharnetttransit@publicinput.com



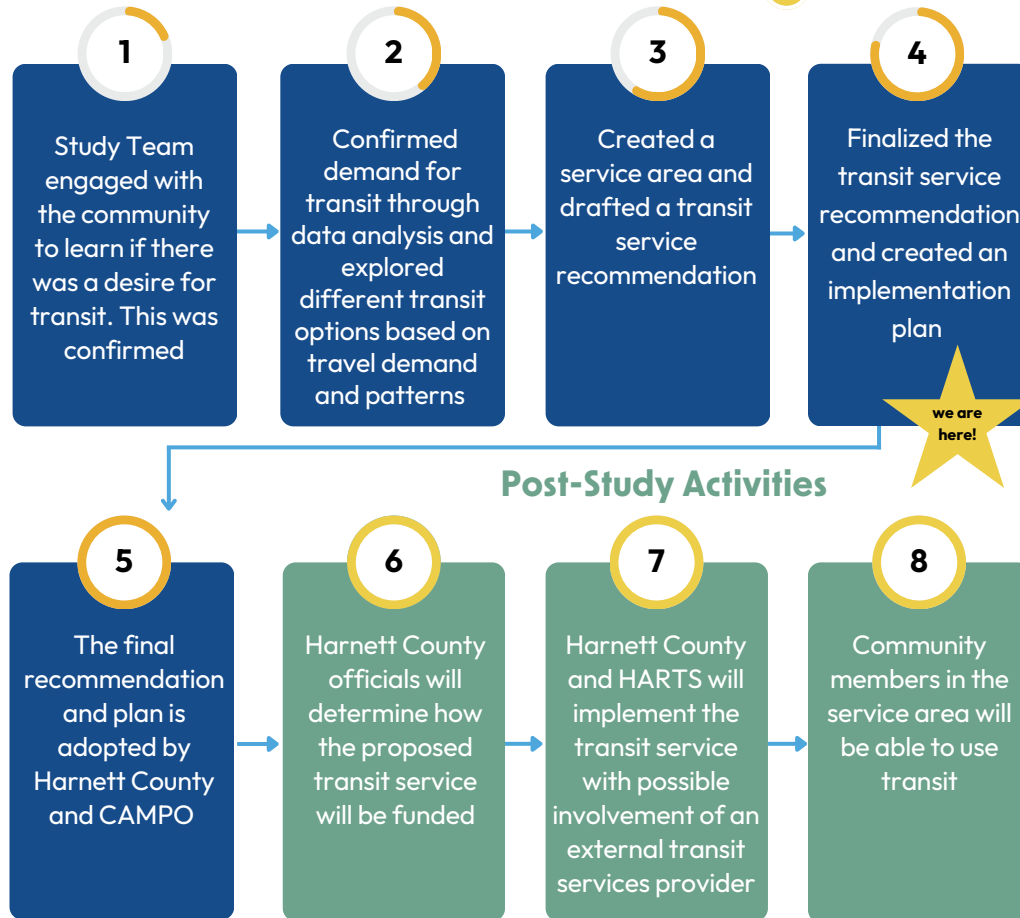
855-925-2801 | Código 6959 para dejar un mensaje



Se proporcionan adaptaciones razonables previa solicitud. Si necesita ayuda o solicita documentos en un formato alternativo, comuníquese con el representante de la MPO. oficina al 984-542-3601 (voz). Si tiene problemas de audición o del habla y utiliza TTY (servicio de teletipo), llame al Relevo de Carolina del Norte al 800-735-2962 y solicite una conexión con la Organización de Planificación Metropolitana del Área Capital al 984-542-3601.

Appendix B – Engagement Materials

North Harnett Transit Study Schedule



Transit Services Proposed for North Harnett County

Scan the QR Code or visit www.NorthHarnettTransitStudy.com to learn more about microtransit and how you can benefit from this transit service.



SCAN ME

Questions? Contact Us!



northharnetttransit@publicinput.com



855-925-2801

Use code to leave a message: 6959



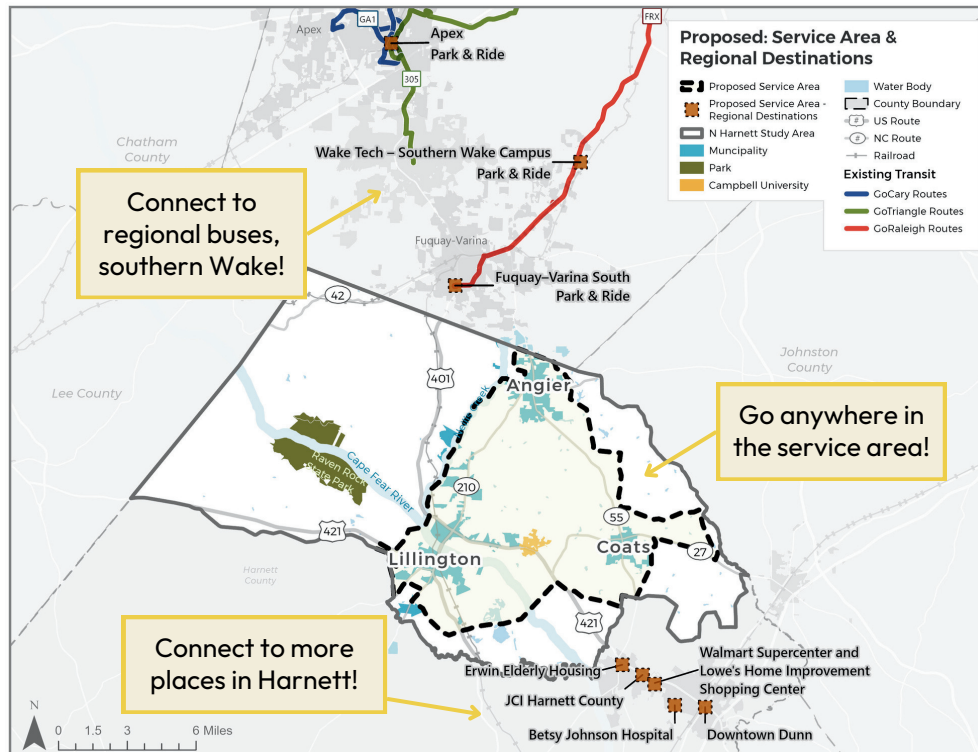
NC Capital Area Metropolitan Planning Organization

www.NorthHarnettTransitStudy.com

Recommendation for North Harnett Area: Microtransit with Regional Connections

The North Harnett Transit Study **evaluated the need and support for transit** in the northern half of Harnett County within the Capital Area Metropolitan Planning Organization's (CAMPO) boundary, which includes Angier, Lillington, Coats, and Campbell University. The study proposed recommendation is a hybrid model: **Microtransit within a proposed service area combined with connections to and from a set of nearby regional destination options** to support the community's transportation needs.

The proposed transit service area is shown with a dotted line below, where riders can travel anywhere within the service area boundary. Riders can also request a ride to and from nearby regional destinations outside of the service area, including three Park & Rides north of Harnett County that provide connections to existing transit services in Wake County, as well as popular services and shopping centers to the south.



Microtransit For College Students

Jackson, Rebecca, and Greg, are college students at Campbell University. They could use microtransit to get to:



SCHOOL



INTERNSHIP/WORK



SHOPPING



LOCAL SERVICES



MEDICAL FACILITIES



Jackson could use **microtransit** to get to his internship in Raleigh. The service would drop him off and pick him up at the Apex Park & Ride. Jackson would then connect to the GoTriangle 305 service. The **phone-based application** would make it easy for him to book rides and track their arrival.

Rebecca moves into her dorm in August. She could book **direct rides** to pick up items for her dorm room. The **smaller vehicles** would be easier than an expensive delivery or riding a crowded bus.



Greg lives off campus in an apartment. He could use **microtransit** to do his shopping for the week. The **flexibility in destinations choices** would make it easy for him to run errands and get his grocery shopping done.

Learn more about microtransit and how it can benefit you on our website: www.NorthHarnettTransitStudy.com

Microtransit For Individuals Aged 65+

Bruce, Arthur, and Agatha are seniors in Harnett County. They could use microtransit to get to:



LOCAL SERVICES



MEDICAL FACILITIES



SHOPPING



SCHOOL



WORK



Bruce attends an exercise class on Mondays at the Coats Senior Center. He could use the **phone-based reservation application** to book rides. The **ride tracker** would guarantee he arrives on time.

Arthur has medical appointments at different locations. The **flexible routing** would get him to multiple appointments on the same day.



Agatha and her husband prefer not to drive, especially at night. If a request to babysit her grandkids pops up at the last minute, she could use **microtransit** to **book a ride instantly** and get to their house quickly.

Learn more about microtransit and how it can benefit you on our website: www.NorthHarnettTransitStudy.com

What is Microtransit?

Microtransit is a mix of traditional bus service and ridesharing:

- Smaller vehicles – not buses
- Riders can go anywhere within the service area
- Riders travel on their own schedule and request rides in real-time
- Access to multiple destinations
- Open to all residents, workers, community members
- Easier for riders to get to where they want to go, such as:



WORK



SCHOOL



SOCIAL OUTINGS



STORES



APPOINTMENTS

How Does It Work?

1. Download a smartphone app or dial a phone number
2. Provide basic contact and payment information
3. Select a pick-up and drop-off location
4. Receive confirmation and tracking information for the ride

What Are The Benefits?

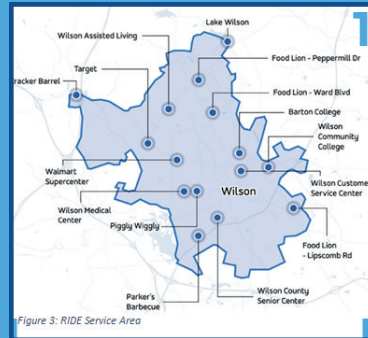
- Direct service with app-based booking
- Flexible routes and ride tracking
- Improved mobility for the entire community
- Access to jobs, services, and opportunities
- More efficient than traditional bus service for rural and suburban areas



Where Can You Find Microtransit in North Carolina?

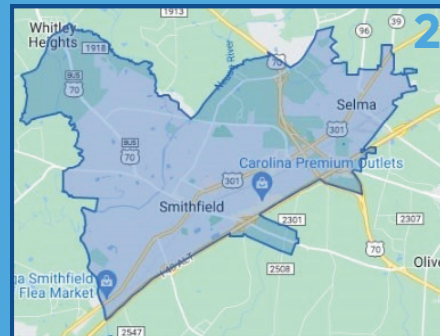
1) RIDE

The City of Wilson introduced a microtransit service in September 2020. RIDE replaced the City's bus system. The service provided rides for \$2.50. Users can request a ride at any time through a mobile app, online, or by phone. RIDE operates Monday to Saturday with a fleet of vans. 156,887 rides were taken in 2022.



2) JCATS (QuickRide)

Johnston County introduced a microtransit program in March 2023 to improve current services through JCATS. Users can request a ride for \$6 through a mobile app. JCATS operates Monday to Saturday in the Smithfield/Selma area. Their fleet of ADA-accessible vans provides over 12,000 rides annually.



3) Smart Shuttle

The Town of Morrisville introduced a free microtransit service in October 2021 called Smart Shuttle. The service runs seven days a week. It connects residents with 17 shuttle stops located throughout Morrisville. This includes a connection to the GoTriangle bus network for easy access to Cary, Durham, Raleigh, and Chapel Hill. Riders can book a ride on the mobile or desktop app. Smart Shuttle provided 11,122 rides in 2022.



Microtransit For Residents in North Harnett County

Paige, Spencer, and Emily could use microtransit to go to:



LOCAL SERVICES



WORK



SHOPPING



SCHOOL



MEDICAL FACILITIES



Paige is a nurse at Central Harnett Hospital. She could use **microtransit** to get home after her overnight shift at 7 a.m. The **flexible routing** and **ride tracking** would guarantee a timely and safe arrival.

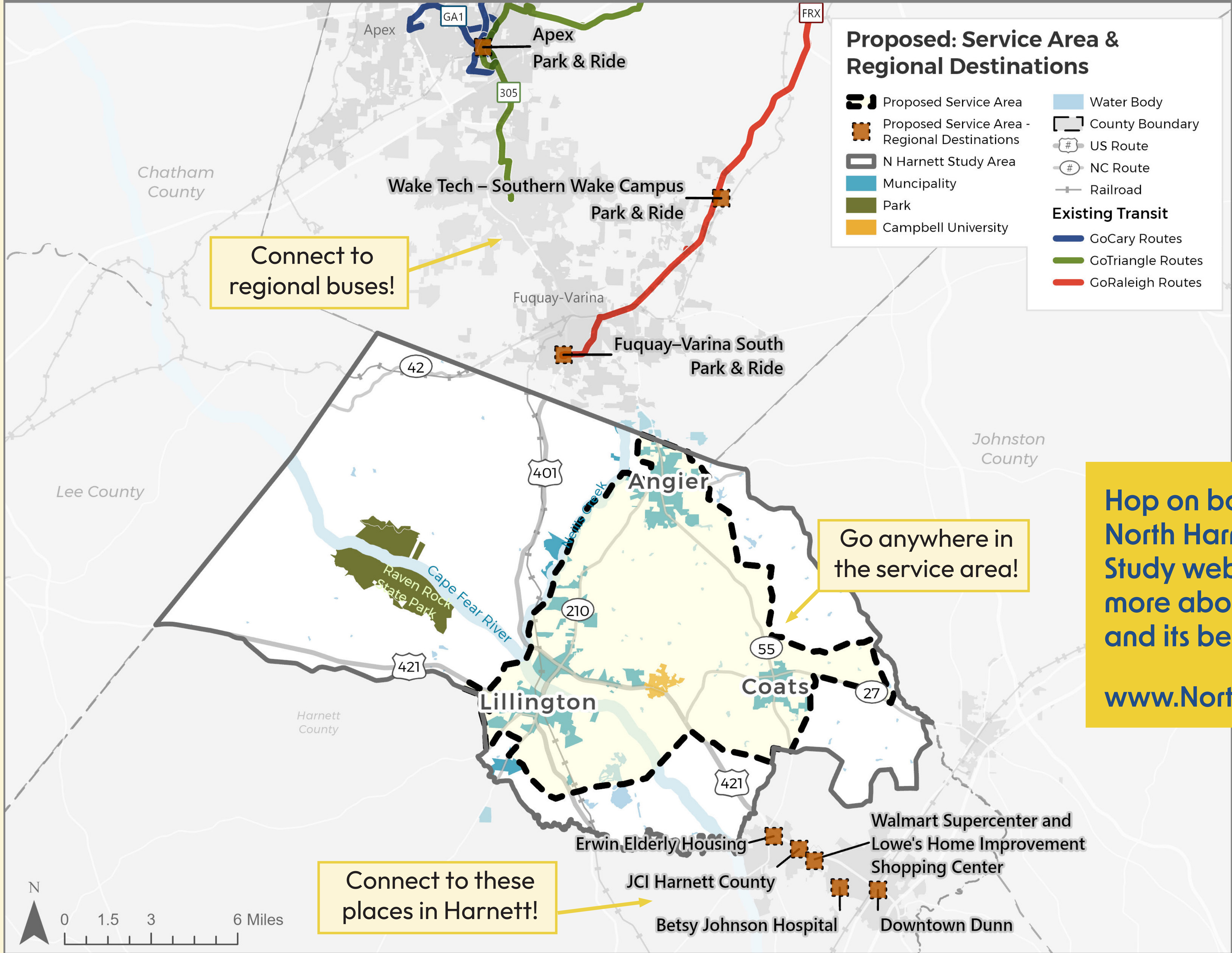
Spencer works in downtown Raleigh but he does not like driving in traffic and prefers to relax on his commute. He could use **microtransit** to access the GoRaleigh FRX service in Fuquay-Varina to get into the office on weekdays. The **phone-based application** would make it easy for him to book rides and track their arrival.



Emily is a single parent. Her son has soccer practice and music lessons on the weekends. Emily could use the **direct service** to get between **different destinations**. **Microtransit** would make her weekends less stressful because she would not have to worry about fixed bus schedules.

Learn more about microtransit and how it can benefit you on our website: www.NorthHarnettTransitStudy.com

Transit Services Proposed for Harnett County



Microtransit within a proposed service area combined with connections to or from a set of nearby regional destination options has been chosen as the best option for transit service in North Harnett County.

Hop on board the North Harnett Transit Study website to learn more about microtransit and its benefits:

www.NorthHarnettTransitStudy.com



Appendix C – Feedback Form Results

Total Respondents: 154

Responses to the Phase II Feedback Form were anonymous. No Demographic Data was collected.

Question 1: After reading about the possibility of Microtransit with Regional Connections coming to North Harnett - What do you think? Is this a good way of providing mobility choices to the community?

Response	Count	% of All Participants
Yes, this is a good transit solution for this area.	106	69%
I'm not sure.	30	20%
No, this is not a good transit solution for this area.	17	11%

Question 2: Do you have any questions or comments about the recommendation of Microtransit with Regional Connections? If so, please share them here:

54 Responses

Will there be wheelchair accessible transportation?

Connect to Erwin and Dunn to be able to access community members throughout the entire county.

Needed badly especially in the Hwy 401, NW Harnett and Angier areas. But, people are so attached to their cars that they can't try anything different.

I just don't feel like this is a great idea. I don't see how this is a scaleable solution as the area grows. It might work for a few people now, but it will always stay small or delay the possibility of getting a more capable transportation system.

How does it serve older individuals who do not utilize a smart phone? Not all people use a smart phone or have internet access.

How would Microtransit make connections with regional transit?

I'd make sure these mini-vans/buses are handicapped accessible for persons with mobility issues.

Without knowing what the price difference is between a standard rideshare and what is being recommended here, I can't make a definitive decision on whether it would be beneficial or not. Additionally, what safety measures would be put into place to make the microtransit more appealing vs. regular rideshare applications?

availability to the Spanish speaking community

I think the citizens who reside in Dunn should be able to connect in this plan as well.

If this is becoming an option it needs to include the lower income areas of Harnett county such as Dunn and Erwin.

So tax money is going to pay for this and still not doing anything for the western side of the country.

How is this different than Uber? Lower cost for users?

We are getting older and live in the Fuquay Varina part of Harnett County near Duncan. A pick up over this way would mean a lot for seniors to go to the store and places in Lillington. It's a great service.

I'm all for the microtransit idea. It would really help people in need get to where they need. To go and it would create jobs for people with CDL's. My only complaint is I wish we would do more. For example I would love for the town of Fuquay to reach out to Amtrak and work on putting a station in Fuquay and maybe even further up towards Lillington and beyond. I do not know if new tracks would need to be built or how much it would cost to do that but having that connectivity available would increase foot traffic around the towns I just mentioned.

Waste of money

There is a need for subsidized and free transit as well, so I'd like to see a plan for that. Examples:

- people who are just released from county jail and have no one ready to give them a ride
- elderly citizens who can no longer drive
- disabled citizens who cannot hold down a job
- students

Please be sure that the transit vehicle has the ability to accommodate multiple people with wheelchairs, space for strollers (perhaps overhead storage?), and the ability to stow bicycles.

What about disabled access? Will there be wheelchair friendly vans?

As more and more people from other parts of US move to this area, this transportation mode will gain popularity. Most long time locals will resist it as long as they can.

None at this time except for when this may happen - looks like a good alternative to current transit system as it stands

I live in western harnett I would not benefit.

What good does it do to take a bus or van ride to Lowe's. You aren't going to buy lumber and mulch to put it in a van. I think all these place offer online shopping and delivery, as I have used it. I live in this area and work in Fuquay-Varina. I think the money and funding will be better spent on roadway construction (another bridge over the river) and bringing commercial shopping centers to Lillington, Erwin, Buies Creek and North Harnett (more Food Lions)

Safety Safety will it be used by criminals!!!!???? Not sure it's worth the money!!!!? Not sure how it's paid for!!! Use of it can't be worth it!!! No new taxes for it!!! Taxes too high already !!! No decrease in government but more more is all government wants never no decrease in any government but waste don't trust it!! Some big contract tooor is only one that will benefit!!! I suspect!!!!? ; Should stop all building till 30 year drug dealers are put out of business!!!! In Harnett!!!! Law enforcement knows about at least one!!!!; Resident of area 61 years others come here from many places wanting to turn our country sides in sheet rock jungles of crime and strangers on their missions of building then leaving us with big bills !!!!?? Who's for our community n!!!! ????; Safety security crime current

drug dealers who have not been put out of business in 30 years!!!! Big concern for me!!!! No one handles bad bad areas !!!! Continual hard criminals continue in area!!!

Would like more info on available hours and regional connections

No comments, due to the low density of the county and spread out planning this would be a complete waste of money.

What are the costs to the public related to this program? What is the cost for the clients? Is it more affordable than private companies like Uber and Lyft? How will this impact HARTS? Why only the northern portion of the county?

my thoughts are that the southern portion of harnett is in greater need of this service than the northern area. the north harnett area is far more affluent than the southern area,most residents have greater access to private transportation and generally are not in need of the service nor will they use it.

I think our region is growing too quickly already and destroying the small towns. This plan will only make things worse.

This would be a great option, but leaves out Western Harnett.

Please include Erwin & Dunn in mapped location for pick-up and dropoff.

i don't see a good benefit out of this for me

"This should include the Dunn and Erwin area.

How much will this cost?"

I'm worried that the connections outside of the area will ultimately lead to worse service conditions inside the service area (like longer waits). It feels like it would make more sense to connect the major destinations outside of the service area with a bus route that runs through, freeing up capacity for better service.

This is a great idea do to the lack of transit or forward thinking from Benson and Southern Johnston County.

"Where would the funding for Microtransit come from. County tax payers, or grant dollars from NCDOT/FTA?

Comment: This is a great start in the North Harnett area.

Having transit that would link to hospitals and doctors out of county would be beneficial. (At an affordable cost)

This would be so beneficial to our residents without vehicles who very much want to work!

Please take into consideration the Needs of Senior Citizens in the North Harnett area!

We are seniors that live on the back side of Raven Rock Park in the Harnett County part of Fuquay Varina. We go often to Lillington to shop at the grocery store, post office, haircuts, restaurants for take out food and more. Please include us. Too often we feel forgotten over here and need more connection to our county.

I think micro transit options around Campbell University is an excellent idea but for the rest of rural "undeveloped/unsophisticated" N. Harnett Co it's impractical and will not be used and a waste of tax-payers money.

This is a valuable, even critical service for those unable to drive or afford a car with its attendant expenses.

Expanded hours and days are key. They need to include evening and weekend access. And how could the system prevent someone getting stranded far from home?

Comments from Katie Schwing with the MCC:

- What was the original need for the study, why was the study area defined the way it is? Just seeing more demand or requests?
- Is there a possibility of expanding to other areas over time?
- What about the current HARTS service - will both services operate in the same area?
- What is the proposed fare for the service? HARTS regular service currently has a fare.
- What about people with disabilities - would there be reasonable accommodations for them? If so, provide examples.
- FRX going away for FY26 and turning into it's own microtransit service in the Fuquay area. How will that connection be made to Fuquay?
- Would this service only be open to Harnett residents? Ex. would an Apex resident be able to use the service to go from Apex to Lillington?
- Would someone be able to go from one node directly to another (i.e. Dunn directly to Apex), or do trips have to begin or end within the dotted line service area?
- What specific location is being used as the Apex Park and Ride?
- Triton High is not shown as a node, but some of the students are coming from Coats, which is in the service area. Central Harnett is. Just might get comments about that.

I support anything that would help connect those with limited transportation access to resources like microtransit.

Transportation improvements are needed due to all the population growth in Harnett County. Wish the transit connections to Raleigh were more user friendly.

What are the plans for times on pick-up time?

The existing HARTS system doesn't work effectively nor efficiently for the elderly and disabled. The current system should be fixed first. Then additional options should be considered. Also, the existing service HARTS offers has limited hours of operation. There needs to be something offered 7 days a week, 24 hours a day if it is to be realistic. Also, there needs to be broader input about these plans. Most people don't hear about it because they're not on Facebook or other electronic forms of communication. Many people in the service area are elderly and don't have smart phones or if they do, have limited understanding of use.

Question 3: Do you have any questions about this study, or want to provide any general comments? Please share them here:

29 Responses

connect to the entirety of Harnett

People always complaining about traffic congestion but never want to try a different method of travel. Microtransit and buses would help to alleviate a lot of the congestion

Thank you for your email of March 24, 2025, concerning the above project. We are pleased to provide you with tools that may be helpful in the planning process. However, due to the changing nature and confidentiality of historical and archaeological resources, the current information that the planning team will be able to gather will not necessarily be up-to-date or available to Alleghany County or North Carolina Department of Transportation professionals until they begin specific project planning.

We ask that as specific projects are developed and prior to the initiation of any ground disturbing activities within the project area, they be submitted to our office for review on a case-by-case basis. Depending on the precise project location and design plans, we may recommend an archaeological survey within the proposed area of disturbance to evaluate known resources and to identify any additional archaeological sites requiring evaluation that may be adversely affected by ground disturbing activities.

Under state law, the locations of archaeological sites are confidential and are only provided when a project is in the actual planning stage; and only then are they provided to qualified archaeological professionals. Therefore, we cannot provide you or Alleghany County with archaeological site data.

For above-ground properties that have been surveyed as part of our Survey and National Register Program, as well as for sites that have been:

- determined eligible or not eligible for listing in the National Register of Historic Places (NRHP),
- placed on the State Study List as being potentially eligible for listing, but needing additional study,
- listed in the NRHP or are designated National Historic Landmarks by the National Park Service, and
- designated as local landmarks or historic districts and have an added layer of local protection

planners would want to visit our GIS website HPOWEB at:

<https://www.arcgis.com/apps/webappviewer/index.html?id=79ea671ebdcc45639f0860257d5f5ed7¢er=-9036280,4220950,102100&scale=4514> as a starting point. They may also contact Andrew Edmonds at Andrew.edmonds@dncr.nc.gov for detailed instructions on how to obtain more specific information about those resources.

While this information will be helpful and is updated quarterly, the identification and listing process is on-going and subject to change without notice, which provides a level of helpful information for the planning process, but also limits its use over time.

For the latest information on above-ground historic properties in the planning area, please see our online GIS at HPOWEB: hpo.nc.gov/gis. You may also find additional information about the status and reports of county-wide architectural surveys at: <https://www.hpo.nc.gov/survey-and-national-register/architectural-survey/architectural-survey-status-records-reports>.

Minus more detailed plans and limited study areas, we are unable to provide meaningful comments at this time.

The North Carolina State Historic Preservation Office

The study is a good idea

We definitely need transportation in this area of Harnett County. It has long been a vital need as folks age and no longer drive.

Same as above response. There is a lot more to Harnett county than the prized wealthy areas. It needs to be more inclusive to the lower income regions

A wonderful project. Please include the part of Harnett Cou Ty near Fuquay Varina. We need it. Thank you

Waste of money

I would also like to see long-term plans for parts of the county that aren't included right now. Many services are already concentrated in the parts of the county covered by the proposal right now, but there are a lot of people who live in Western Harnett that will not be served by this proposal.

I hope that consideration is given to continued improvements to pedestrian pathways by adding bike lanes, sidewalks, and crosswalks (and crosswalk buttons) to the proposed service area. It would improve accessibility and safety of travelers trying to utilize this bus service.

THIS IS WONDERFUL. SO MANY RESIDENTS HERE NEED ACCESS TO TRANSPORTATION.

comments: how is service implemented after this study - how long? costs?

As a state employee working in downtown Raleigh, I was very pleased with the GoRaleigh van connection at the Angier Food Lion. The van ran at capacity. For older citizens Microtransit in Harnett County would be a good asset.

Too small of area for cost it I think and security is a problem I'm sure is in most parts of country county!!! Gangs drug dealers will use it he'll county can't even stop 30 drug dealers in mt area now don't need any more drug dealers any where!!!; Too much building tax's going who can afford all this higher cost!!!!!!??? Be real Harnett County !!!! Too fast fast!!! On your vehicles and with builders taking over!!! Can't afford this mess stand senior citizens!!!!?; Think about our real concerns instead of just voting to keep friends!!! Real problems are coming with all these proposals!!! Y'all making a big mess!! Oof our county!!!!; Just look at cost of all this mess yall want to push off on us water meters is one of them can't refuse this possibility of cost in future when failure arises !!!

How does the regional connection work.

Please don't waste our money on this.

why is it limited to the northern area of harnett?

"What will be cost

How much in advance do you need to schedule

Will there be long wait time for return trips or will the same driver be responsible for pick-up & drop-off (many seniors need it)."

What about going to UNC hospital for appointments when all your doctors are in UNC Hospital in Chapel Hill.

"Timetable for route

How many buses"

I'm excited to see expanded transit!

I feel this is needed for seniors and nondrivers in our area.

The Food Lion strip Mall in Lillington next to Harbor Freight would provide an excellent Park & Ride!

Thank you for developing and implementing a much needed transit plan for Harnett County.

I think you need to separate the Campbell University area, which would benefit from microtransit, from the rest of Harnett Co.....which is still very rural and unsophisticated.

What is the funding breakdown for the system and what is the local obligation going forward?

Is there also a study for the southern part of the county?

Cost for the riders?

"1) Needs time schedule during 24 hours on locations to meet the bus.