

# MACON COUNTY COMPREHENSIVE TRANSPORTATION PLAN

## Steering Committee Meeting #2

May 2, 2019 10:00 AM – 12:00 PM

SCC Groves Center, 44 Siler Farm Rd, Franklin

### Agenda

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- |          |                           |
|----------|---------------------------|
| 10:00 AM | Welcome and Overview      |
| 10:10 AM | Stakeholder Review        |
| 10:20 AM | Vision Statement          |
| 10:30 AM | Public Input Survey       |
| 10:50 AM | Break                     |
| 11:00 AM | CTP Study Roads           |
| 11:30 AM | Macon County Demographics |
| 11:40 AM | Wrap-Up                   |
| 11:50 AM | Adjourn                   |

**MACON COUNTY  
COMPREHENSIVE TRANSPORTATION PLAN  
Steering Committee Meeting #2**  
MAY 2, 2019



### Agenda

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10:00 AM	Welcome and Overview
10:10 AM	Stakeholder Review
10:20 AM	Vision Statement
10:30 AM	Public Input Survey
10:50 AM	BREAK
11:00 AM	CTP Study Roads
11:30 AM	Macon County Demographics
11:40 AM	Wrap-up
11:50 AM	Adjourn

- ### Desired Outcomes
- 
1. Identify Gaps in Stakeholder Representation
  2. Develop Draft Vision Statement
  3. Finalize Public Input Survey
  4. Develop Distribution Plan for Survey
  5. Determine CTP Study Roads

- ### Stakeholder Review
- 
- Matrix Handout**
- Who is missing?
  - Where are the gaps?
  - How to bridge the gaps?
    - Individual Interviews?
    - Guest presentations?
    - Minority leaders?

- ### Vision Statement
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- The Vision Statement for the Macon County CTP should capture the community's vision for how the transportation system should function, look, and feel in the future.
- Written in present tense with a powerful phrase
  - Describe the best outcome achievable
  - Does not specify a timeframe or provide numeric measures of success
  - Evokes emotion and helps build a picture

- ### Vision Statement
- 
- Major Themes:**
- Rural Character
  - Natural Beauty
  - Multi-modal
  - Vulnerable Users
  - Efficient
  - Safe
  - Economic Development
  - Healthy
  - Resilient
  - Technology

**Vision Statement**

1. Macon County’s transportation network is safe, efficient, reliable, and accessible - effectively serving the mobility needs of local residents, visitors, and freight providers. Our transportation system supports economic development opportunities, promotes healthy and active communities, adapts to emerging technologies, and preserves the natural beauty and rural character of our county.

**Vision Statement**

2. Macon County has a safe and reliable multi-modal transportation network that accommodates all local communities and visitors while preserving our natural beauty and mountain heritage. This transportation system supports economic development opportunities and increases transportation flexibility by embracing emerging technology

**Vision Statement**

3. Macon County’s multi-modal transportation system accommodates all populations who live in or visit Macon County. This system preserves the natural beauty and rural character of the County, prioritizes the health and safety of our community, promotes economic development opportunities, while also planning for new and emerging technologies.

**Public Survey - Content**

Macon County Survey Draft 1:  
<https://37215703-draft.metroquest.com>

Macon County Survey Draft 2:  
<https://37615701-draft.metroquest.com>

**Public Survey - Distribution**

**Electronic Link:**

- Email networks (County, Schools, Major Employers)
- Facebook/Twitter
- Websites (NCDOT, County, RPO)

**Media Outlets:**

- Newspapers
- Bloggers
- Radio

**Paper Flyer w/ Link**

- Public Schools
- Libraries
- SCC
- Transit buses
- Health Dept.
- Recreation Centers
- Community Centers
- Churches
- Tiendas
- Other Gathering Places?

**Public Survey - Distribution**

**Paper Flyer w/ Link**

Public Input Needed on Macon County’s Long-Range Transportation Plan

Please complete the following survey online before June 15.

<https://>

*Free internet access is available on public computers at all area libraries.*

## Review Desired Outcomes

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1. Identify Gaps in Stakeholder Representation
2. Develop Draft Vision Statement
3. Finalize Public Input Survey
4. Develop Distribution Plan for Survey
5. Determine CTP Study Roads

## Future Meetings

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May 30, 2019

June 27, 2019

August 1, 2019

# MACON COUNTY COMPREHENSIVE TRANSPORTATION PLAN

## Steering Committee Meeting #2 Summary

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May 2, 2019 10:00 AM – 12:00 PM

Southwestern Community College Groves Center, Franklin

### Attendees:

Name	Representing	Present
Joe Allen	Macon County Planning Dept.	<input checked="" type="checkbox"/>
Kim Angel	Macon County Transit	<input checked="" type="checkbox"/>
Mitchell Bishop	NCDOT Division 14	<input checked="" type="checkbox"/>
Warren Cabe	Macon County Emergency Management	<input checked="" type="checkbox"/>
Ryan Dunn	Macon County Transit	<input checked="" type="checkbox"/>
Jennifer Garrett	Macon County Health Dept.	<input type="checkbox"/>
Todd Gibbs	Macon County Schools	<input type="checkbox"/>
Pete Haithcock	Macon County Airport Authority	<input checked="" type="checkbox"/>
Tommy Jenkins	Macon County Economic Development Commission	<input type="checkbox"/>
Ben Laseter	Mainspring Deputy Director	<input type="checkbox"/>
Cory McCall	Outdoor 76	<input checked="" type="checkbox"/>
Jack Morgan	Macon County Planning Director	<input checked="" type="checkbox"/>
Justin Setser	Franklin Town Planner	<input checked="" type="checkbox"/>
Kathy Tinsley	Macon County Planning Board	<input checked="" type="checkbox"/>
Josh Ward	Highlands Town Manager	<input type="checkbox"/>
Rose Bauguess	Southwestern Commission	<input checked="" type="checkbox"/>
Roger Castillo	NCDOT Transportation Planning Division	<input checked="" type="checkbox"/>
James Upchurch	NCDOT Transportation Planning Division	<input checked="" type="checkbox"/>
Steve Williams	NCDOT Division 14	<input checked="" type="checkbox"/>
Troy Wilson	NCDOT Division 14	<input checked="" type="checkbox"/>

Total attendees: 15

## Review of Previous Meeting

Following introductions, Rose Bauguess asked if there were any corrections or additions to the notes from the previous meeting held on March 26; there were none. The action items identified in the previous meeting were also reviewed to track progress; all action items had been completed.

## Summary of Agenda Items

### Overview

Participants reviewed the agenda and the desired outcomes for today's meeting. The following desired outcomes were identified:

1. Identify Gaps in Stakeholder Representation
2. Develop Draft Vision Statement
3. Finalize Public Input Survey
4. Develop Distribution Plan for Survey
5. Determine CTP Study Roads

### Stakeholder Matrix Summary

A Stakeholder Matrix handout was distributed that compiled the results of all stakeholder review sheets completed by Steering Committee members at the previous meeting. The Stakeholder Matrix was used to identify potential gaps that are not covered by the Steering Committee. Spanish-speakers and minorities were identified as populations that are not represented on the Steering Committee and will require specific outreach to include input from these populations. Other potential stakeholders that were identified for potential outreach efforts include:

- Agricultural Extension Agent
- Department of Social Services
- US Forest Service
- Board of Realtors
- Senior Services
- Law Enforcement
- Terry Bell – Macon County Schools
- Bicycle Groups
- Utility Companies: Duke, Balsamwest, Frontier, Morris Broadband

### Vision Statement

A Vision Statement 2045 handout was distributed that documented the process of developing a Vision Statement from the words and phrases generated by the Steering Committee in the first meeting. The input was grouped into themes, then draft elements, and then several draft Vision Statements. The Steering Committee feedback included the following:

- Include the term “multi-modal” or “multiple modes”
- Include a reference to serving ALL populations

- Include a reference to future technologies
- Include a reference to freight movement, perhaps “connecting people with goods and services” or “move goods and people”.

The Core Team will work on incorporating the feedback into a single Draft Vision Statement and email it to the Steering Committee for additional input.

### Public Input Survey

Collecting public input on the needs and priorities for Macon County’s transportation network is an important step in developing the CTP. NCDOT is using a new survey platform called Metroquest to collect public input. Metroquest allows a maximum of five screens, which are selected from a set menu of templates. The first screen is a Welcome Screen and the last screen is a Wrap-up Screen, with three content screens in between. Roger Castillo showed the committee two different drafts of the Macon County CTP survey using various options available in Metroquest. The Steering Committee provided extensive feedback on the type of questions and the wording of questions. The Core Team will incorporate the feedback and email the Steering Committee a link for final review. The target dates for the survey window are May 20-July 15.

### Survey Distribution

Participants discussed possible outreach efforts to get a high response rate to the survey. Sending flyers home with all the students in the Macon County school system would reach a large audience. The last day of school is May 23, so flyers need to be sent out by May 20.

We also discussed special events or public gatherings that could be used to promote the survey. Franklin has a 4<sup>th</sup> of July celebration. The committee discussed whether to print paper copies of the survey in addition to the online version. These would need to be completed onsite and collected by volunteers. The committee also decided that a Spanish version of the survey would be beneficial.

### Wrap-Up

Discussion of the survey questions and distribution took longer than expected, so the committee decided to devote the remainder of the meeting to this topic. The CTP Study Roads and Macon County Demographics were tabled until the next meeting.

The committee reviewed the desired outcomes identified at the beginning of the meeting. Items 1 and 2 were completed, and items 3 and 4 were partially completed. Item 5 was tabled until the next meeting.

## Summary of Action Items

The following action items were identified during the meeting:

- Distribute summary of Meeting #2 (Rose)
- Revise the Vision Statement and distribute to the Steering Committee for review (Rose)
- Revise Metroquest survey and distribute link to Steering Committee for final review (Roger and Rose)
- Finalize the Survey and distribute electronically (Roger and Rose)
- Develop paper flyers to promote the survey link and distribute through school system (Rose and Jack)

## Next Steps

The next Steering Committee meeting will be held **Thursday, May 30, 2019**, from 10:00 AM to 12:00 PM at the Southwestern Community College Groves Center Conference Room on Siler Farm Road. Tentative agenda items for the next meeting include:

- Finalize Vision Statement
- Public Input Survey Distribution Plans
- Determine the Study Roads for the CTP
- Discuss Macon County Demographics