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NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Core Technical Team Meeting 1

DATE: November 29th, 2023, 3:00PM

MEETING LOCATION: 420 McKinney Pkwy, Lillington, NC 27546 and Virtual

SUBJECT: NW Harnett County Transit Feasibility Study CTT Meeting 1

ATTENDEES

Name	Organization	Name	Organization
Alex Rickard	CAMPO	Barry Blevins	HARTS
Ben Howell	Wake Transit	Bonnie Parker	CAMPO
Chance Torain	HARTS	Darius Studivant	NCDOT
Desiree Patrick	Harnett County	Eric Truesdale	HARTS
Gaby Lawlor	CAMPO	Greg Frank	Jetport
Jay Sikes	Harnett County	Leah Weaver	WSP
Mary Jane Sauls	Harnett County	Mike Rutan	Mid-Carolina RPO
Nick Holcomb	Town of Coates	Nick Morrison	NCDOT
Paul Black	GoTriangle	Phillip Geary	NCDOT
Sarah Arbour	Harnett County	Sarah Parkins	WSP
Shelby Powell	CAMPO	Tim Gardiner	Wake County
Uriah Parker	Harnett Co School System	Shivang Shelat	WSP

Meeting Highlights

1. **Project Description**

Shivang presented the purpose of this study and what the steps of the study will be, the Harnett County 2032 Strategic Plan objectives and their correlation to this study, the project phases, and the project schedule.

2. **Types of transit**

Shivang presented the transit appropriateness of different types of transit options based on population density as well as transit definitions and data and tools that will be used in the study. He asked the CTT members to let the study team know of any other data sources that would be helpful for this project.

3. **Vision setting**

Sarah led the vision-setting live poll to help shape what the vision for the project will be.

Live poll questions and responses:

What are three words you would use to describe Harnett County today?

Suburban, changing, mysterious, growth, transition, underfunded, beautiful, changing, residential, home, picturesque, bedroom community, community, dynamic, congested, traffic, and split.



What do you perceive as the most significant challenges to transit in Harnett County?

Density, 2-lane highways, very rural, infrastructure, demand response limitations, low density, distance to job centers, public support, size of county, allure of cars, land-use, density, level of ridership, citizen awareness, funding.

What do you perceive as the most significant opportunities for transit in Harnett County?

Economic growth, demand, the interest of leadership, location, growing population, growth, increased density, attract jobs, increased access to health care and services, transit would be a great alternative to driving on 401, increased traffic.

Jay Sikes mentioned how the perception of Harnett County with transit could be perceived as being a great place to move to because it has transit. Barry Blevins mentioned that there is a perception that transit represents less freedom and that there is likely concern regarding the reliability of transit.

What questions do you have about transit and shared mobility?

Cost, How will transit work? Will it be easy for senior citizens to access?, How will medical transportation be a priority?, convenience, What is the county willing to do to be transit supportive?, Where will stops be located, How will routes be identified? How will it be funded? What if I miss my bus?, How will departure and arrival times meet my schedule?

Jay asked whether this study will identify details such as where bus routes and stops would be located. Gaby explained that this study will not go into that kind of detail. The study is more focused on exploring the appropriate type of transit service for the study area and developing a

phased implementation plan. Identification of bus routes and stops would come further down the line.

What questions do you think the public has about transit and shared mobility?

Costs to me, What type of transit would the county offer? Will the bus come to my house?, Is this going to happen in my lifetime?, Will I have to drive to a park and ride?, How often will the bus come?, Where does it go?, increased taxes, safety, What are the hours of operation?

4. **CTT**

Shivang presented the list of members in the Core Technical Team. He asked the CTT members to let the project team know if they think there is someone that should be added to the list. Sarah Arbour suggested adding the Planning director for the Town of Lillington to the CTT list.

Shivang presented the CTT roles and responsibilities. We will invite CTT members to join a project folder on Teams to review project materials. CTT members will review project and engagement materials before they go out to the public. The next CTT meeting will be in the third week of January. Doodle poll will be sent out to the members to decide on the date and time of the meeting.

5. **Stakeholder engagement**

Stakeholders will meet less often than the CTT members. Stakeholders are divided into public officials and three focus groups with a total of 63 members. The first focus group consists of developers, builders, realtors, and landowners. The second focus group includes schools, institutions, and parks and recreation. The third focus group contains civic and community organizations. Shivang asked the CTT members once again to let the project team know if they think there is someone that should be added to any of these lists..

Barry suggested adding a representative from the Senior Center in Harnett County. Jay suggested adding Charlotte Leach from workforce development. There was a suggestion to add a representative from a senior assisted living facility located off of US-401. Mike Rutan suggested adding Samantha Wullenwaber from Mid-Carolina Regional Council. Mike will send an email with this information. Desiree Patrick inquired whether it would be appropriate to invite community members to join the stakeholder focus group.

6. **Next Steps**

Shivang presented the next steps in the project. The next steps include a transportation market review, an evaluation of existing and planned transit networks, an analysis of demographics and transit propensity, a look at the current and future land use, data collection and analysis, stakeholder engagement. Shivang then opened the floor up for discussion.

Jay asked what the result of the feasibility study would be? Shivang mentioned that this plan will lay the groundwork for a future transit plan. Shelby mentioned that the first half of this study will inform the second half based on what we hear from the public. Barry mentioned

that the demand is there for other transit measures, and we are behind. Barry is collecting information to send to Shivang. Barry will send no-show and denials data to the project team.



NW HARNETT COUNTY TRANSIT CONNECTIONS FEASIBILITY STUDY

CTT MEETING 1 – KICKOFF

WEDNESDAY, NOVEMBER 29, 2024 – 3PM

AGENDA



PROJECT DESCRIPTION



TYPES OF TRANSIT



VISION SETTING



CORE TECHNICAL TEAM



STAKEHOLDER ENGAGEMENT

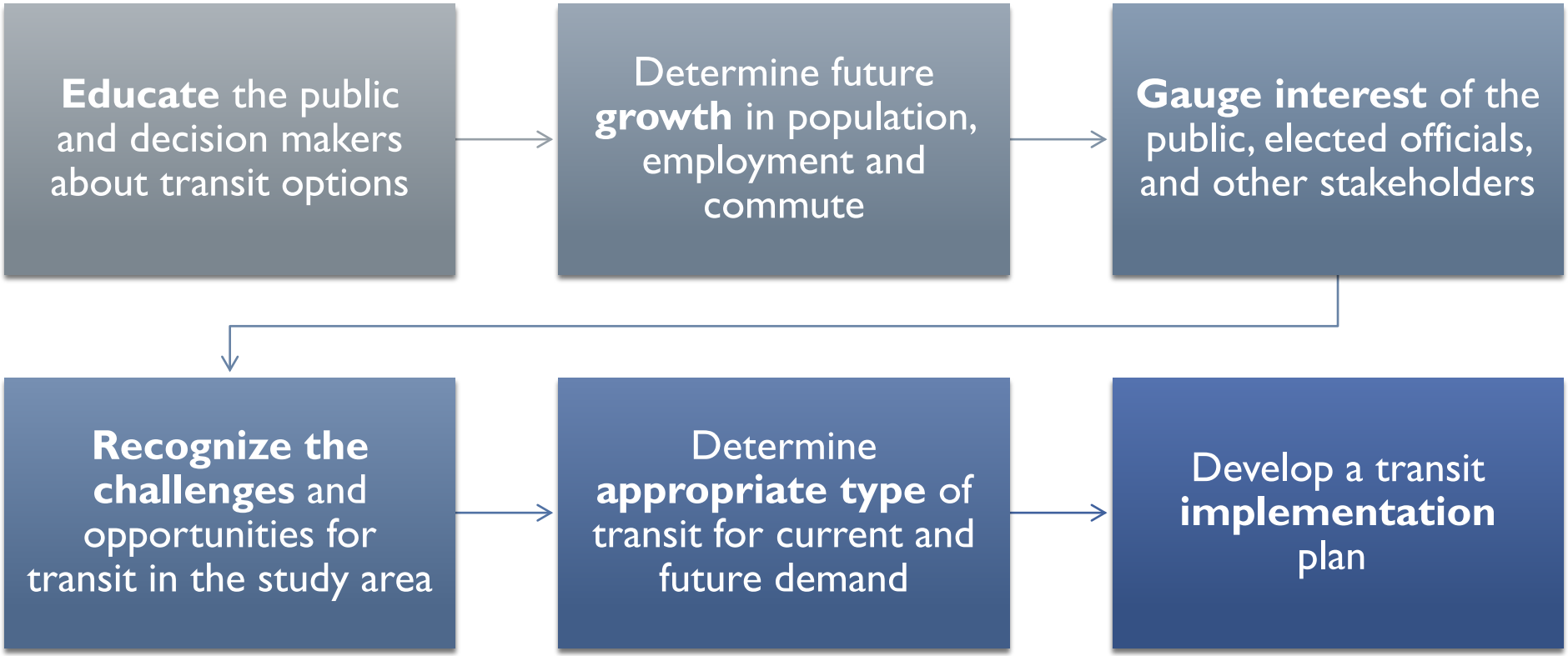


NEXT STEPS



PROJECT DESCRIPTION

PROJECT PURPOSE



PROJECT PURPOSE

HARNETT COUNTY

2032 Strategic Plan

Objective 3.3	Improve access to healthy food
Objective 4.2	Provide well-planned communities with smart and sustainable growth strategies
Objective 4.6	Foster upward mobility and reduce poverty

- **Action 4.4:** Pursue enhanced transportation infrastructure to reduce congestion and increase access throughout the county

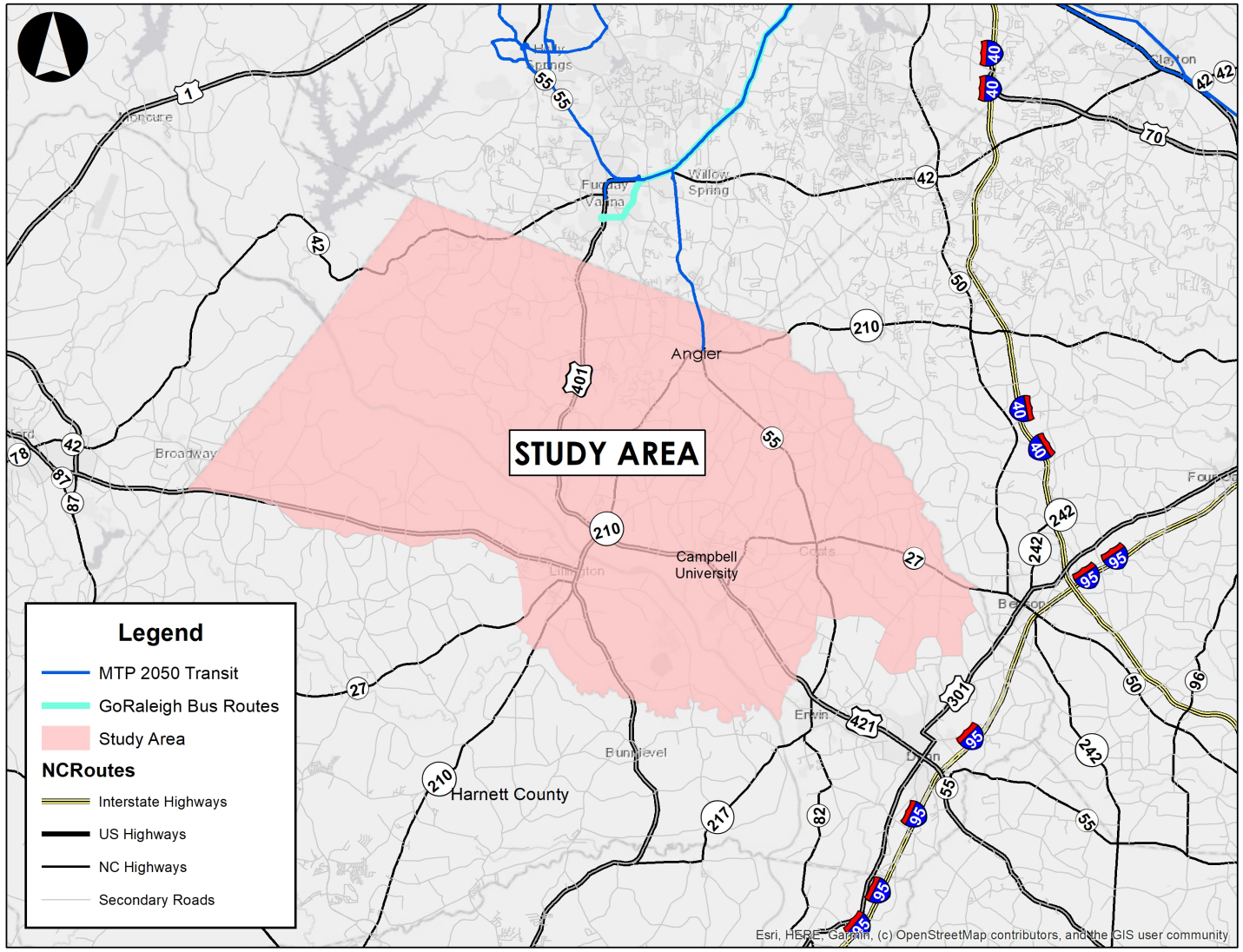
Objective 5.2	Provide opportunities for citizens to engage meaningfully with County government

STUDY AREA

Part of CAMPO within Harnett County.

CAMPO's extended boundary to be considered

Angier, Lillington, Campbell University, Coats, Buies Creek, etc.



PROJECT PHASING

Phase 1 – FY 2024

- Identify local desire for transit by elected officials, staff and public
- Educate the stakeholders and decision makers about transit
- Assess transit suitability using GIS data and local knowledge

Phase 2 – FY 2025

- Establish transit demand from Phase 1
- Explore suitability of transit service options
- Establish transit service area
- Draft implementation plan

PROJECT SCHEDULE

Phase 1 (2023-24)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Transit Demand Analysis					Maps / Analysis		Memo				Report	
Stakeholder Engagement				We are here							T E	
Public Engagement						Prep		Prep	Survey	Popup Events		Summ
Land Use and Policy					Maps / Analysis		Memo					

Phase 2 (2024-25)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Service Area and Demand	Analysis											
Stakeholder Engagement							T E				T E	
Public Engagement				Prep		Prep	Survey PM	Summary				
Transit Service Options		Options Evaluation										
Implementation and Final Plan												

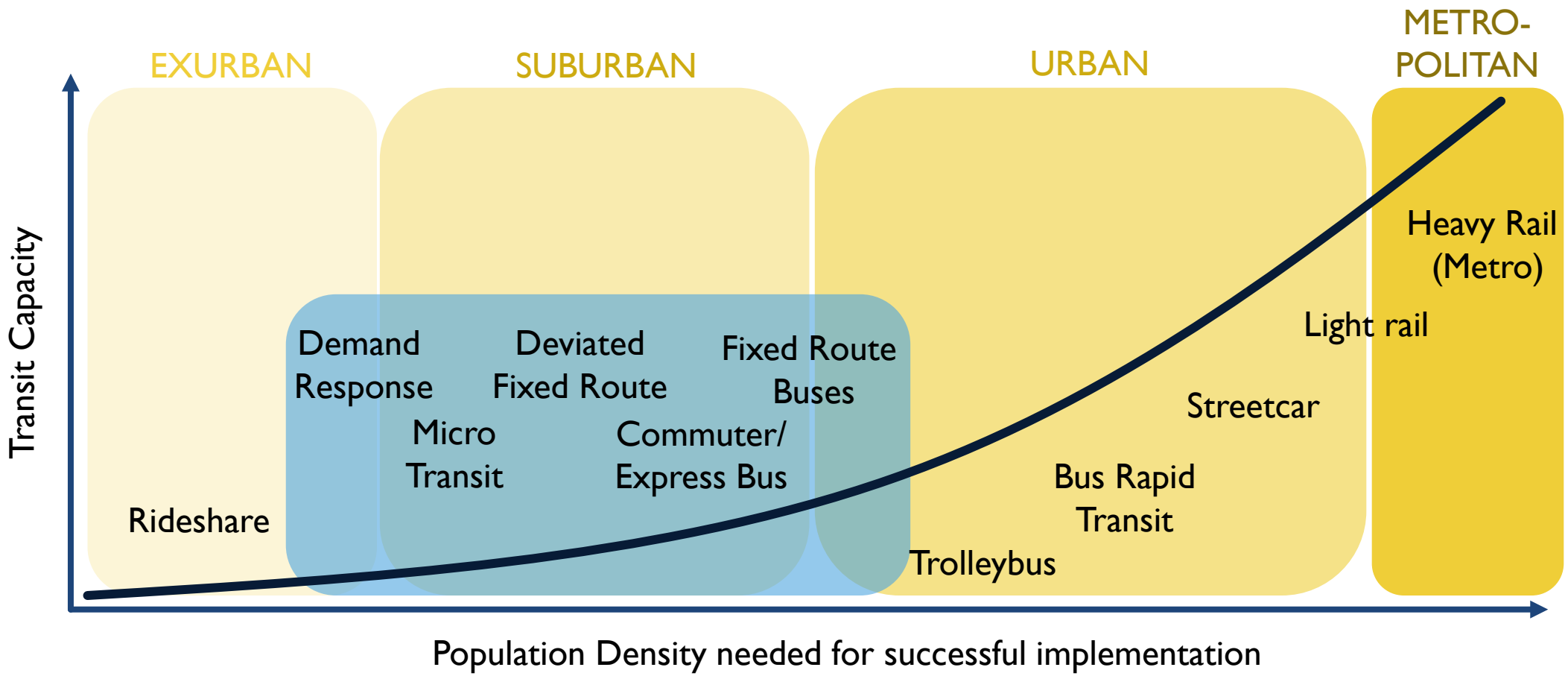
Core Technical Team Meeting
Elected Officials Meeting
Driver Interviews
Focus Group Workshops

T - CAMPO TCC Meeting
E - Executive Board Meeting
Prep - Preparation
PM – Public Meeting



TYPES OF TRANSIT

TRANSIT APPROPRIATENESS



TRANSIT DEFINITIONS

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

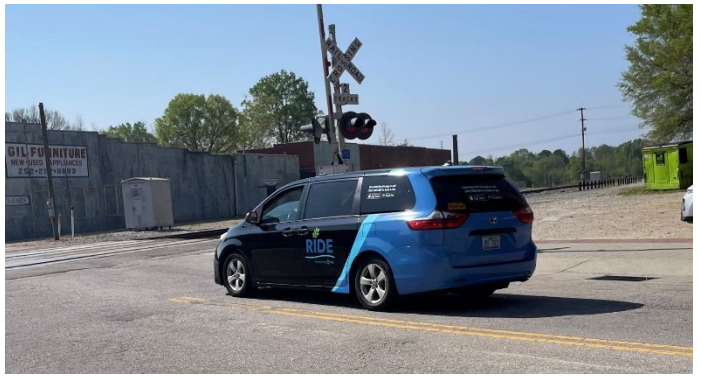
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.



Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

DATA AND TOOLS

- American Decennial Census (2020)
- American Community Survey (ACS)
- CAMPO MTP 2050
- CAMPO EJ Communities of Concern
- HARTS Title VI Plan
- Future Land Use Plans

NCDOT Demographic Snapshot Tool

Replica HQ

- Origins-Destinations
- Trip Modes and Purposes
- Trip length, duration, and time

USDOT Equitable Transportation Community (ETC) Explorer

Additional data or studies appreciated (i.e. HARTS ridership data, shapefiles, etc).



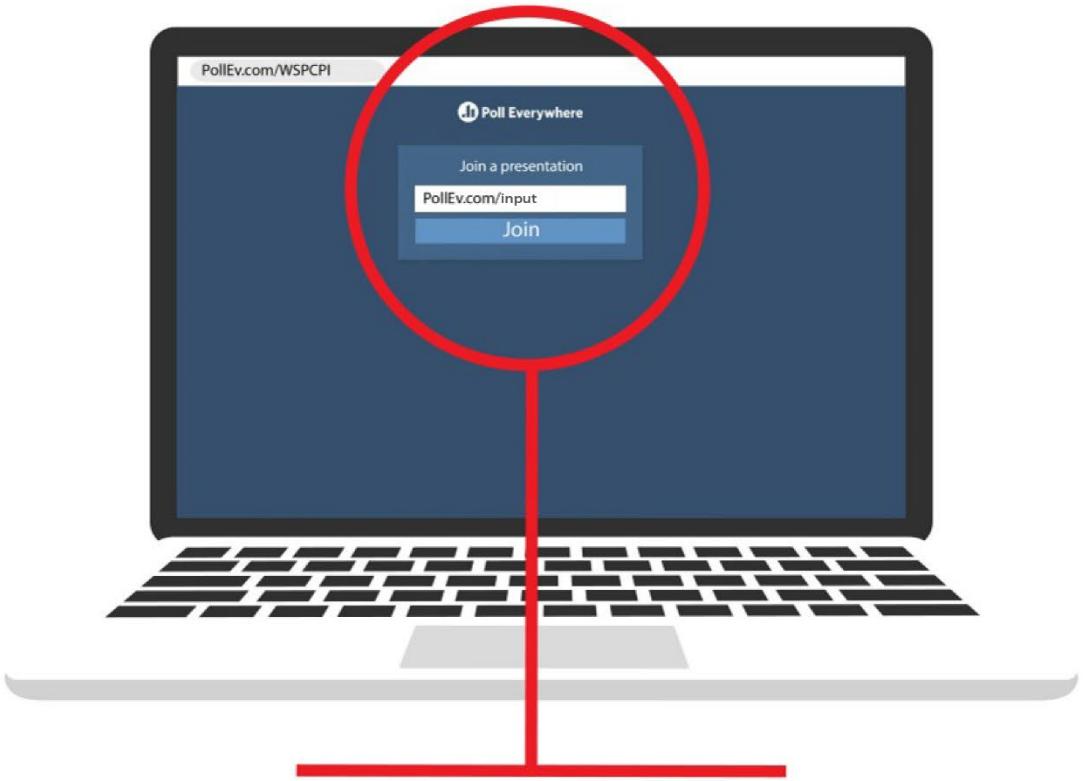
VISION SETTING

Three easy ways to join the conversation with PollEverywhere.

QR CODE

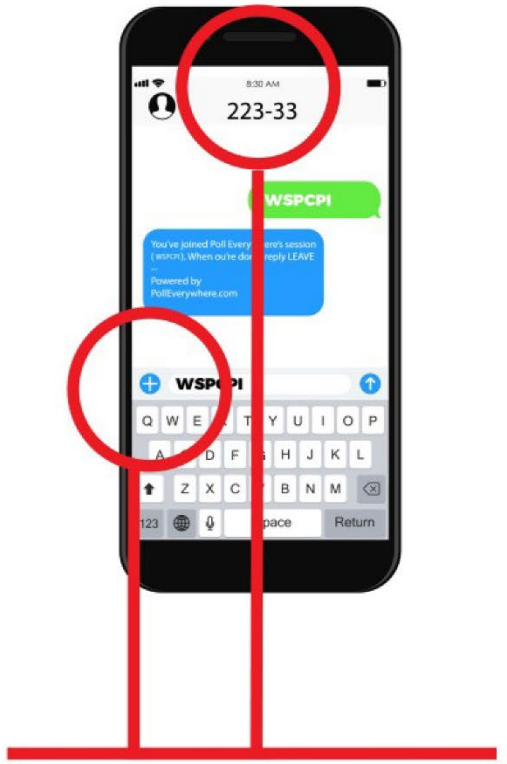
Scan the **QR code** with your phone

WEB



Go to **PollEv.com/input** to enter the poll via web browser.

TEXT



Text **INPUT** to 223-33 to enter the poll via text.

**not all questions are available via text*

QUESTION 1

What are three words that you would use to describe Harnett County **today**?

QUESTION 2

What do you perceive as the most significant **challenges** to transit in Harnett County?

QUESTION 2

What do you perceive as the most significant **opportunities** for transit in Harnett County?

QUESTION 4

What questions do **you** have about transit and shared mobility?

QUESTION 5

What questions do you think **the public** has about transit and shared mobility?



CORE TECHNICAL TEAM

CORE TECHNICAL TEAM

23 Members

State, County, and Local Jurisdictions represented

Richie Hines/ Drew Cox	NCDOT Division 6 Regional Office
Greg Frank	Jetport
Hank Graham	FAMPO Director
Mike Rutan	RPO Director
Barry Blevins	General Services Director - Harnett Area Rural Transit System
Darius Studivant	NCDOT Planner
Mary Jane Sauls	Public Health Administrator - Department on Aging
Shelby Powell	Deputy Director for CAMPO
Tim Gardiner	Wake County
Ben Howell	Wake Transit Program Manager
Jay Sikes	Harnett County - Manager of Planning Services; Harnett County TCC Rep
Michelle Peele / Paul Black	GoTriangle
Bonnie Parker	Public Engagement and Communications Planner for CAMPO
Chance Torain	Transit Manager - Harnett Area Rural Transit System
Nick Morrison	NCDOT IMD
Eric Truesdale	Chairman - Harnett Area Rural Transit System
Sarah Arbour	Harnett County Development Services Planner II
Uriah Parker	Transportation Director - Harnett County Public School System
Desiree Patrick	Public Information Officer for Harnett County
Jeff Jones	Planning Director - Town of Angier
Sarah Arbour	Planner - Town of Lillington
Nick Holcomb	Town Manager -Town of Coats
Phil Geary	NCDOT TPD
Will Bratton	Campbell University Facilities Management Director

CTT ROLES AND RESPONSIBILITIES

- Help push out the **public information**, amplify the messaging, and educational component of the project.
- Will provide **regular coordination** and feedback on public facing, technical, and data analysis elements of the project.
- Will provide direction to the project and **vet the recommendations** based on their technical, local, and procedural knowhow
- Will **meet 7 times** through the project duration of 18 months

CTT ROLES AND RESPONSIBILITIES – NEXT STEPS



Invitation to project folder on Teams



Review of project and engagement materials



Next meeting – Third Week of January



STAKEHOLDER ENGAGEMENT

STAKEHOLDER ENGAGEMENT

63 Stakeholders = 3 Focus Groups + Public Officials (POs)

- Developers, Builders, Realtors, Landowners
- Schools, Institutions, Parks & Recreation
- Civic and Community Organizations

Phase 1:
One Workshop with each focus group
March 2024



Phase 2:
Two meetings (all groups combined)
August 2024 & March 2025



PUBLIC OFFICIALS

20 Members Identified

Steve Ward	HCPU Director
Glenn McFadden	HCPU Assistant Director
Coley Price	Asst County Manager
Nick Holcomb	Town Manager of Coats
Mike Morrow	Asst Co Mgr
Brent Trout	Harnett County Mgr
Vagn Hansen II	Regional Land Use Advisory Commission - Executive Director
Steve Wykel	Ft Liberty Housing Division Chief
George Adler/ Steve Nueschafer	City of Dunn - Planning Director / City Manager of Dunn
Jeffery Jones/ Elizabeth Krige	Town of Angier - Planning Director / Town Manager
Joseph Jeffries / Landon Chandler	Town of Lillington Manager / Planning Director
Snow Bowden	Town of Erwin Manager
Randy Baker	Town of Erwin Mayor
Desiree Patrick	Community Relations Director / Public Information Officer
Lynn Lambert	Ag & Cooperative Ext (large landowner ideas?)
Barbara McKoy	District 1, Harnett County Board of Commissioners
William Morris (Vice-Chairman)	District 2, Harnett County Board of Commissioners
Brooks Matthews	District 3, Harnett County Board of Commissioners
Lewis Weatherspoon	District 4, Harnett County Board of Commissioners
Matthew Nicol (Chairman)	District 5, Harnett County Board of Commissioners
Chris Prince	NW Harnett FD Chief



FOCUS GROUP 1

Developers

Builders

Realtors

Landowners

14 Members identified

Hugh Surles	Builder/ Developer - Multiple Organizations
Jason Price	Jason Price Construction
Angie Stewart	Harnett County Economic Development Planner
Bryan Raynor	Highland Paving
Sean Johnson	Truhomes
Barbara Marchinoi	Real Estate Broker/ Land & Business Owner/ F-V PB member
Tom Lloyd	Realtor/ Former Cumberland Co Planning Director
John Linderman	Avison Young Principle/ Developer
Ben Taylor / Matt Brubaker	Serenity
Ann Milton	ReMax Broker/ Landowner
Dustin Blackwell	builder/ developer
Bryant E. Montague	Montague Development
Bo Bridgers(?)/Bradley Stancil	Stancil Dev/Bradley Built
Jerry Milton	Southeastern Interiors; airport



FOCUS GROUP 2

Schools

Institutions

Parks and Recreation

11 Members identified

Carl Davis	Director of Harnett County Parks and Recreation
Jon Matthews	CCCC Provost
Britt Davis/ Dr. J. Bradley Creed	Vice President for Institutional Advancement & Senior Advisor to the President
Will Bratton	Campbell University Facilities Management Director
Buren Fulmer	NC Forest Service Ranger
W. Brooks Matthews	Deputy Superintendent Harnett Co Schools
Ed Ellison	Cape Fear Academy - Head of School
Leaja Horne	Achievement Charter - Director of Education
Maria Mills	Carolina Charter Academy - Director
John Privette	Raven Rock Superintendent
Aaron Fleming	Superintendent Harnett Co Schools

FOCUS GROUP 3

Civic and Community Organizations

18 Members identified

Everett Blake	Current Planning Board Members
Cory Hess	President Harnett Health Systems
Phillys Godwin	Godwin Mfg. / Chair of HC Partnership of Economic Dev
Cecil Edgerton	Landowner in Dunn
Richard Chapman	Community Advocate
Ilia Smirnov	Lost Paddle & Cape Fear River Adventures
Murray Simpkins	Harnett County Board of Adjustment
Eric Truesdale	Transportation Advisory Board - Chair / Veteran Services
Carl Davis	Transportation Advisory Board - Vice & Parks/Rec
Shelby Blackmon	Angier Chamber Director
Joe Langley	Angier Business
John Rouse	TAB - Health Dept Director
Gwendolyn Colllins	Senior Center Site Manager related
Rosalyn Myers	Senior Center Site Manager related
	Coats Senior Center
Sherry Samuel	Senior Center Site Manager related
Jamey Sharlowe/ Dan Andrews	Harnett County Board of Adjustment



NEXT STEPS

NEXT STEPS

- **Transportation Market Review**
  - Key origins and destinations
  - Travel patterns to urban centers around Harnett County
- **Existing and Planned Transit**
  - HARTS
  - Wake Transit Plan
- **Demographics**
  - Population and Employment density
  - Existing and Future
- **Transit Propensity**
  - Relative likelihood of taking transit
  - Minority, foreign-born, below poverty-line, and no-car households
- **Land Use**
  - Current and Future Land Use Plan
  - Upcoming Developments

NEXT STEPS

Data Collection and Analysis

- Demographic and socio-economic data
- Public engagement reports from past plans and studies
- Land Use and Development Data

Stakeholder Engagement Materials

- Public Engagement Plan (PEP)
- Branding
- Informational and educational materials
- Shared via Teams folder

Next Meeting in January

- Week of 22nd January
- Doodle Poll will be sent soon
- Demographic and Land Use trends

Gaby Lawlor, AICP
Senior Transportation Planner
Gaby.Lawlor@campo-nc.us
984-542-3620

Shivang Shelat, AICP
Lead Transportation Planner
Shivang.Shelat@wsp.com
984-269-4651

DISCUSSION

NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Core Technical Team Meeting 2

DATE: February 8th, 2024, 10:00AM

MEETING LOCATION: 700 McKinney Pkwy, Lillington, NC 27546

SUBJECT: NW Harnett County Transit Feasibility Study CTT Meeting 2

ATTENDEES

Name	Organization	Name	Organization
Barry Blevins	HARTS	Bonnie Parker	CAMPO
Darius Studivant	NCDOT	Desiree Patrick	Harnett County
Gaby Lawlor	CAMPO	Greg Frank	Jetport
Jay Sikes	Harnett County	Leah Weaver	WSP
Mary Jane Sauls	Harnett County	Nick Holcomb	Town of Coats
Paul Black	GoTriangle	Sarah Parkins	WSP
Shelby Powell	CAMPO	Shivang Shelat	WSP
Suvir Venkatesh	CAMPO	Tim Gardiner	Wake County
Tracy Honeycutt	Mid Carolina AAA	Uriah Parker	Harnett Co School System
Will Bratton	Campbell University	Richie Hines	NCDOT

Meeting Highlights

1. **Timeline**

Shivang presented the agenda for the meeting and expressed the need for feedback on the material that will be presented to the elected officials. The timeline for the study was presented.

2. **Study Purpose**

Shivang presented the study's purpose of determining transit supportiveness in the area and the steps needed.

3. **Transit Demand Analysis**

Shivang presented the Transit Demand Analysis results. The transportation market review included the key destinations in the area. The key destinations are mostly in the municipal

areas and include retail, civic and commercial centers. These are mostly located in the incorporated areas of the study, specifically Lillington. Key employment locations are mostly in Lillington north of the river. Outside of the incorporated areas you don't see large concentrations of employment centers. Shivang presented on the important transit demand analysis terminologies including study area, INEX, EXIN, ININ, CBG, Intrazonal, and Interzonal. The trip distribution in the study area includes 136,800 trips per day. Of these the daily trips that start from the study area are 104,000 and the trips that end in the study area are 88,600. EXIN trips are 32700 (24%), INEX trips are 48200 (35%), and ININ trips are 55700 (41%).

Greg Frank asked if these trips include through traffic and Shivang responded that the External-External EXEX trips were excluded from this study since they will not interact with transit but that we will look at some of the external trips.

Shivang presented the ININ trip analysis. ININ Intrazonal trips are the trips that start and end within the same census block. Of the total number of ININ trips, 75% are discretionary compared to the NC average of 70%. Discretionary trips are trips that aren't time-bound and are done at one's own discretion. There is no demand peak throughout the day in ININ trips if you exclude work and school trips. About 40% of the trips are walk or car passengers.

About 40% of the ININ trips are intrazonal (stay within the same census block group). These are very short trips. The concentration of these trips is higher in Campbell University and Lillington. The interzonal trips are the trips between different census block groups. The central band of the study area along NC 210 corridor has the highest concentration of interzonal trips. There are 42 interzonal origin-destination pairs with at least 200 daily trips.

A CTT member asked if we would also look at External trips and Shivang responded that we would in the subsequent slides.

Tracy expressed surprise that there were 997 trips in the northwestern most census block group.

Barry asked if this included transit trips and Shivang responded that it did but only a few hundred trips which isn't statistically significant and that these are daily trips.

Tracy asked why Erwin wasn't included in the study area since they have a lot of retail options and trips. Gaby responded that this study is in conjunction between Harnett County and CAMPO and this study is within the overlapping boundary of CAMPO and Harnett County which excludes Erwin.

Bonnie asked if the number of biking trips were really that small. Shivang responded that it was small since most of the roadways are 55 mph. There are no non-recreational bike trips possible because of insufficient infrastructure and the rural nature of the Study Area. Bonnie was surprised that walking trips were so much higher. Shivang said that a walking trip could be to a neighbor's house.

A few SSC members mentioned that a lot of the walking trips could be around Campbell University. Shivang mentioned that more people may be willing to walk than bike.

Shivang presented the INEX trips totaling 48,000. The median travel distance for these trips is about 14 miles and 70% are discretionary. It has a similar distribution of trips throughout the

day to the ININ. Due to the median distance being so high walking trips have diminished a lot. Since these are longer trips the median time is 35 minutes. 45% of the trips are going to Wake County of which one-third are for work or school. One-fourth of the trips are destined for Harnett County outside the study area. Most of the trips going to Wake County are close to the Wake County and Harnett County boundary. Only around 1300 trips are ending within the beltline of Raleigh which isn't a lot.

Shivang presented the EXIN trips totaling 33,000. There was a similar distribution of trips throughout the day compared to ININ and INEX. 60% of the trips are discretionary and include people who are coming to Harnett County. A higher proportion are coming here for work and school. A quarter of the trips were made by car passengers. There is a similar median distance and time as the INEX trips. Most people who are ending their trip in the study area are starting outside Harnett County. 13% of the trips originate in Johnston County.

Desiree asked if these trips were on a weekday and Shivang responded that it was on a Thursday in Spring of 2023.

Tracy asked it included medical trips and Shivang responded yes.

Key takeaways from the ININ travel analysis. Most of the travel is concentrated along the central band of the study area which is prime for deviated fixed route service along NC 210. There is a high proportion of beneficiaries of transit due to 40% of the trips being carpool or pedestrian. Trip distances short enough for providing a reliable transit service but too long to walk / bike.

The INEX and EXIN key takeaways include a lower share of total trips, higher share of non-discretionary time-constrained trips, stricter directionality, comparatively lower transit dependency, longer distances need more fleet to ascertain reliable trips. INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

Gaby reminded everyone that as a part of the study we are looking at what could be included in a phased process that could build up ridership and the market for transit in the future.

Tim mentioned that medical trips are successful and that we must build upon that. The biggest issue is that everyone wants to go on a trip to different places. We need to build up in phases. Shivang responded that we need to identify groups that all travel to the same location. If that travel happens on a regular basis, then we can start with that and expand in the future.

Desiree mentioned that in her hometown the buses left from the mall and went out to the village centers. If we have a central location then the trips could go out to the popular destinations around the central location. Shivang mentioned that there might be destinations within the municipality that are also popular and that maybe the first step is to go from curb to curb and then it can be expanded from there.

Demographics

Shivang presented the population density map within the study area. The map ranges from 79 to 1117 people per sq mi compared to the NC average of 215 people/sq mi. The northeastern part of the study area is more densely populated than the rest of the Study Area High

concentrations are located in and around Angier and Coats and Lillington and Campbell University.

Shivang presented the persons below the poverty line map using data from the American community survey. The study area average is 18% compared to the NC average of 13.7%. Higher concentrations are located I the eastern part of the study area.

Shivang presented the minority populations map as a percent of the total population in a census block. Study area average was 31% compared to the NC average of 38.4%. Higher concentrations are located around incorporated communities such as northeast Angier, north Coates, and west Lillington.

Shivang presented the zero-Car households map. The study area averaged 4.4% compared to the NC average of 2.2%. Additional 10 percent of households are automobile deficient – which means there are more workers (age 16 and over) than cars.

Shivang presented the definition of Transit Propensity Adjustment Factors (TPAF). TPAF is the weighted likelihood of residents to ride transit as compared to the total population. TPAF is the ratio between the transit mode-share of the demographic group and the transit mode-share of the general population. TPAFs calculated for the wake county transit plan 2017 were used for this exercise. We used these numbers to generate the transit propensity for Harnett County.

Tracy Honeycutt asked if we came up with a propensity factor based on age. Shivang responded that we would try to calculate one based on age if the data is available, but that age is a factor that will be considered in the transit study.

Shivang presented the transit propensity map for the study area. TPAF >1 indicates that residents have a higher likelihood of using transit than average population in the study area. Parts of Lillington, Angier, and Coats exhibit higher TPAF than the rest of the Study Area

Shivang presented the existing and planned transit map. The highest concentrations are in Lillington and along US 421. Most of these trips are medical.

When the map was expanded a lot of trips were going to Dunn and the southeast side of the county. Most of these trips were medical trips. The destinations are concentrated but the origins are spread out. You need to book at least 2 days in advance and the bus must be back at the facility at 5pm. These trips aren't flexible.

Barry mentioned that a lot of the trips are for dialysis.

Shivang pointed out the park-and-ride just outside the study area that goes to Raleigh. The future transit planned in the MTP is a GoCary route between Apex and Angier that will have a higher frequency of trips. Further down the line we can connect to the GoCary route that connects in Angier.

4. Land Use Analysis

Shivang presented the future land use and new development maps. There is a higher density of future growth between US 401 and NC 210. The employment Corridors are along US 401 and US 421. The rest of the study area is mostly rural residential – low density development.

Jay mentioned that there will be more mixed-use added to the land-use map.

Shivang presented a transit supportive designation based on different zoning codes. There is a mismatch between the Harnett County UDO and Comprehensive Land-Use plan.

The key takeaway from the Demographics and Transit Propensity analysis reveals an initial focus should be on higher propensity regions and low hanging fruits for successful and useful transit implementation. The key takeaway from the Existing and Planned Transit analysis is that connections to existing and future transit should be explored, and we should continue to strengthen the existing service. The key takeaway from the Land use analysis was that we need to match denser land uses with appropriate UDO regulations to set up the region for successful transit utilization.

Shivang presented the transit supportive pattern maps and areas that support transit.

5. Upcoming Elected Officials Meeting

Sarah Parkins introduced herself and said that she is leading the public engagement for this study. Sarah presented the list of elected officials that have been invited to the elected officials meeting on Wednesday, February 14th. Gaby mentioned that we will follow up with these slides after the meeting.

Nick Holcomb mentioned that the mayor and someone involved in the senior center would be good to add to the list.

The meeting will look very similar to this meeting as well as an overview of public engagement and a transit visioning exercise. We want to know what the public and elected officials think.

Shelby mentioned that it's going to be brought up on what the cost is to provide some of these services. Sarah responded that we would respond that the cost would be a part of the study but that right now we are just wanting to get a vision and feedback. Shelby responded that it would be good to look at some of the cost benefits of different options.

Jay mentioned that we are just trying to peak people's appetite and keep things high-level so we don't get stuck in the weeds.

6. Transit 101

Sarah presented the educational campaign that will be launching with the public engagement to get everyone on the same playing field regarding what is transit. Some people might not understand some of the benefits and trade-offs of transit. This will give people the same dictionary of transit that will then help them tell us what they want. We will be using this to also help the elected officials have the same baseline of knowledge and understanding.

Sarah presented some of the benefits of transit and asked for feedback.

Shivang mentioned that transit can help with personal emergencies when you can't drive your car anymore.

Bonnie mentioned one of the things we hear communicated a lot and that older communities need more options for transportation. Will that play well in this community? Tracy responded that the number of older adults will continue to rise and the importance of focusing on transportation for these older adults as a benefit to transit. When you look at transportation to medical appointments outside of the county, a lot of people need to go further outside of the county.

Sarah presented some of the challenges to developing transit in the study area.

Sarah presented case studies in NC that could be applied in Harnett County.

Greg Frank asked if the rides are free in Morrisville because they are paying for it and Sarah responded yes.

Jay asked if the rides were just in June of 2022 for the Morrisville NC Case Study.

7. Navigating Transit Activity

Sarah presented an example case to discuss. Barry mentioned that there aren't many Transportation Network Companies (TNC) options available in this area like uber or taxis.

Sarah broke everyone into small groups to discuss scenarios.

Scenario 1 feedback:

Bonnie mentioned that having a facilitator with the group is helpful to flesh that out. Darius mentioned having a moderator who is familiar with transit and most people that show up won't have a lot of familiarity with transit.

Scenario 2:

Shelby identified a need to change the scenario since the child needs immediate care with a fever. A medical appointment or regular appointment instead of an emergency situation would be better and to make it an early release from school. Is she in a low-density area that won't be supportive of a fixed route system?

Scenario 3:

Jay mentioned that their group talked about partnering with the company to preschedule a rideshare option. Shivang mentioned that maybe we change the late-night scenario to a regular daytime shift. Group three also discussed sponsored shuttle service and lobbying to adjust the route.

Scenario 4:

The scenario needs to be changed to a male college student due to safety concerns parents might have for a high school girl.

Sarah mentioned that the idea is that we are trying to put the elected officials in the shoes of someone who might need transit.

Desiree mentioned that the questions should be kept on the screen for people to look at during the discussion.

Sarah presented the next steps for public engagement including the website, stakeholder focus group meetings, pop-up events, promotional materials, and an online survey.

Sarah requested Harnett County images to use on the website as well as any community events to have the pop-up events. She also asked for suggestions on what are some good areas to put a yard sign that would reach a lot of the community.

8. Next Steps

Shivang presented the next steps in the project including the public officials' workshop, finalizing the maps and memo, public and stakeholder engagement, and the next CTT meeting in June. Please contact Gaby or Shivang if you have any questions or comments on the material presented during the meeting.



CTT Meeting 2

February 8, 2024

NORTH HARNETT
Transit Study

Agenda

01. Timeline

02. Study Purpose

03. Transit Demand Analysis

04. Land Use Analysis

05. Elected Officials Meeting

06. Transit 101 – Educational Campaign

07. Navigating Transit - Activity

08. Next Steps

Timeline (Phase 1)

2023.

Nov - Dec

- CTT and Stakeholder Team formation
- CTT Meeting 1
- Transit and Demographic Data Collection

2024.

Jan - Feb

- Data Analysis
- PE Preparation
- CTT Meeting 2
- Workshop with Elected Officials

2024.

Mar - Apr

- Public and Stakeholder Engagement
- Workshops with Focus Groups

2024.

May - Jun

- TCC and Executive Board Presentations
- Transit Demand Analysis Report
- CTT Meeting 3 combined with Elected Officials

Study Purpose

Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

North Harnett Transit Study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and future growth,
- **educating** the residents and stakeholders about different types of transit, and gathering their views on different aspects of transit,
- **assessing** the desire of the decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy for North Harnett County



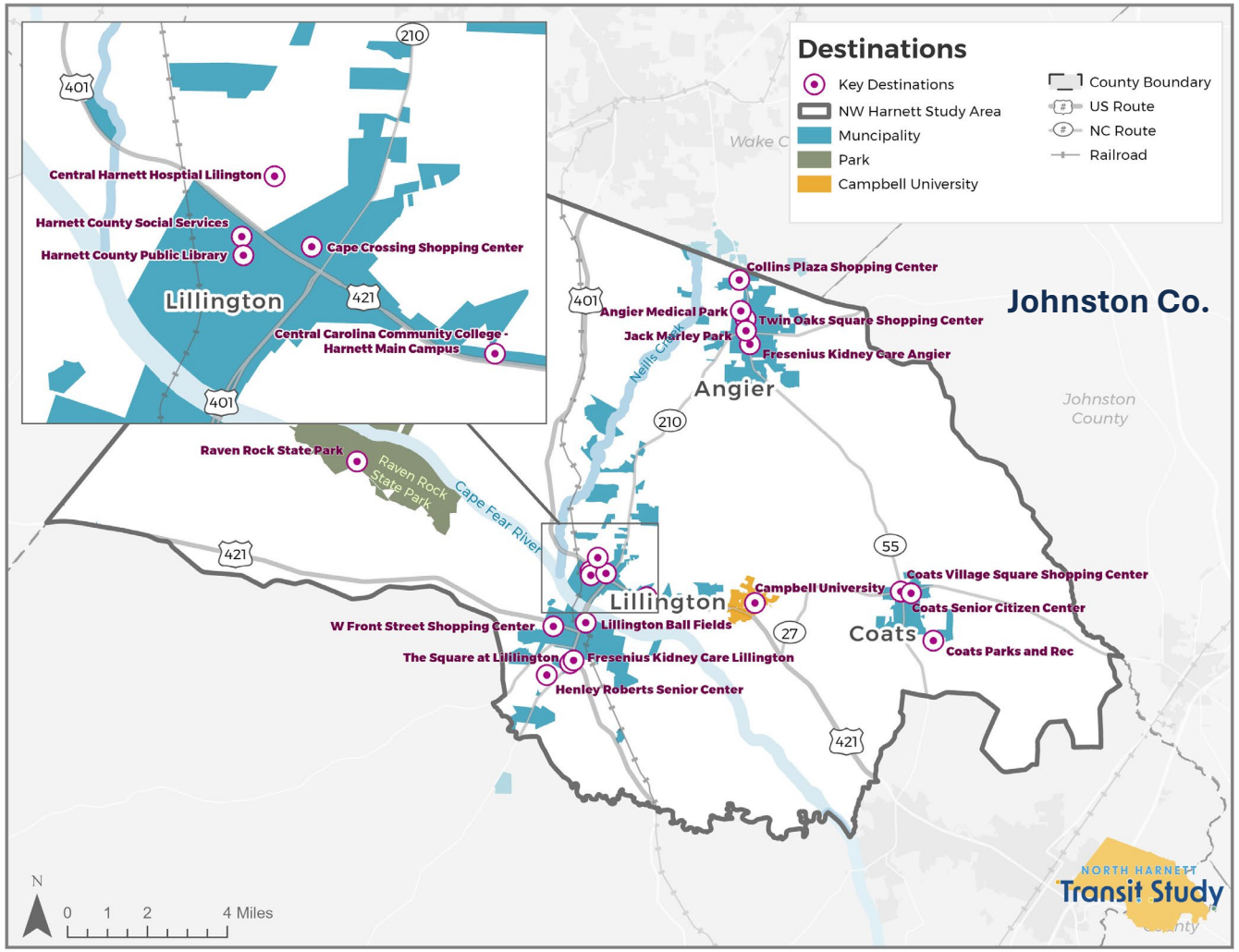
Transit Demand Analysis

- Transportation Market Review
- Demographics
- Transit Propensity Adjustment
- Existing and Planned Transit

Transportation Market Review

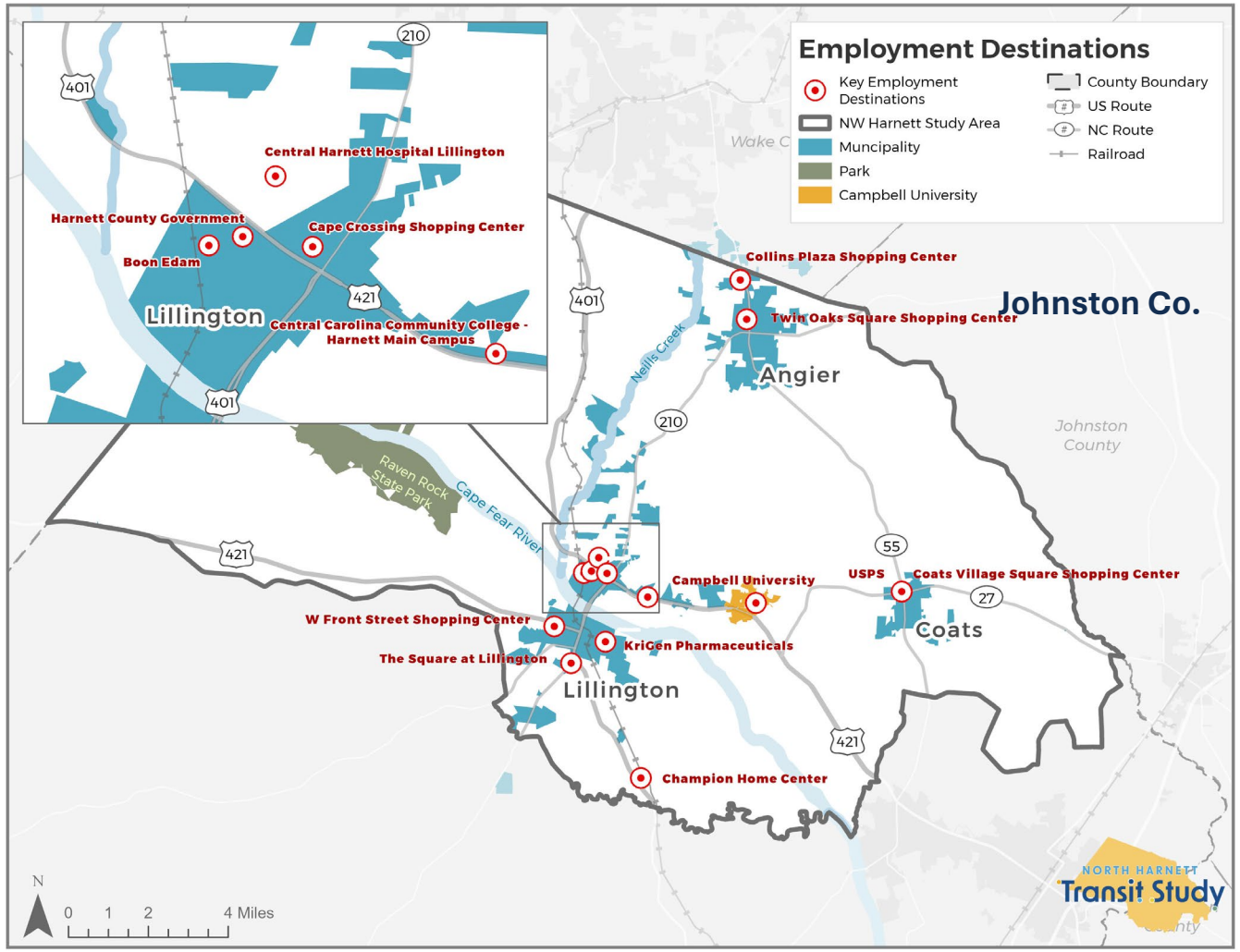


Key Destinations



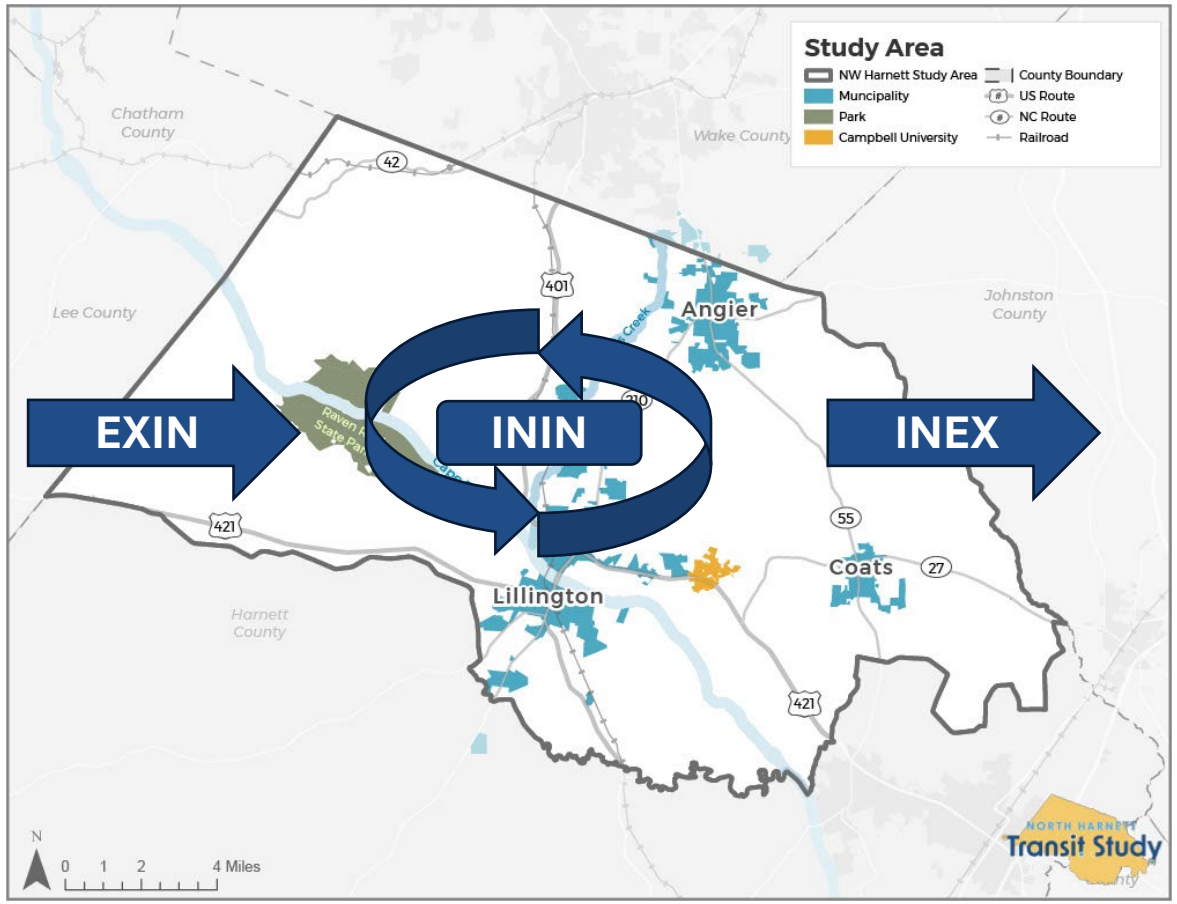
- Includes Retail, Civic, Medical and recreational centers
- Concentrated in the municipal limits

Key Employment Locations



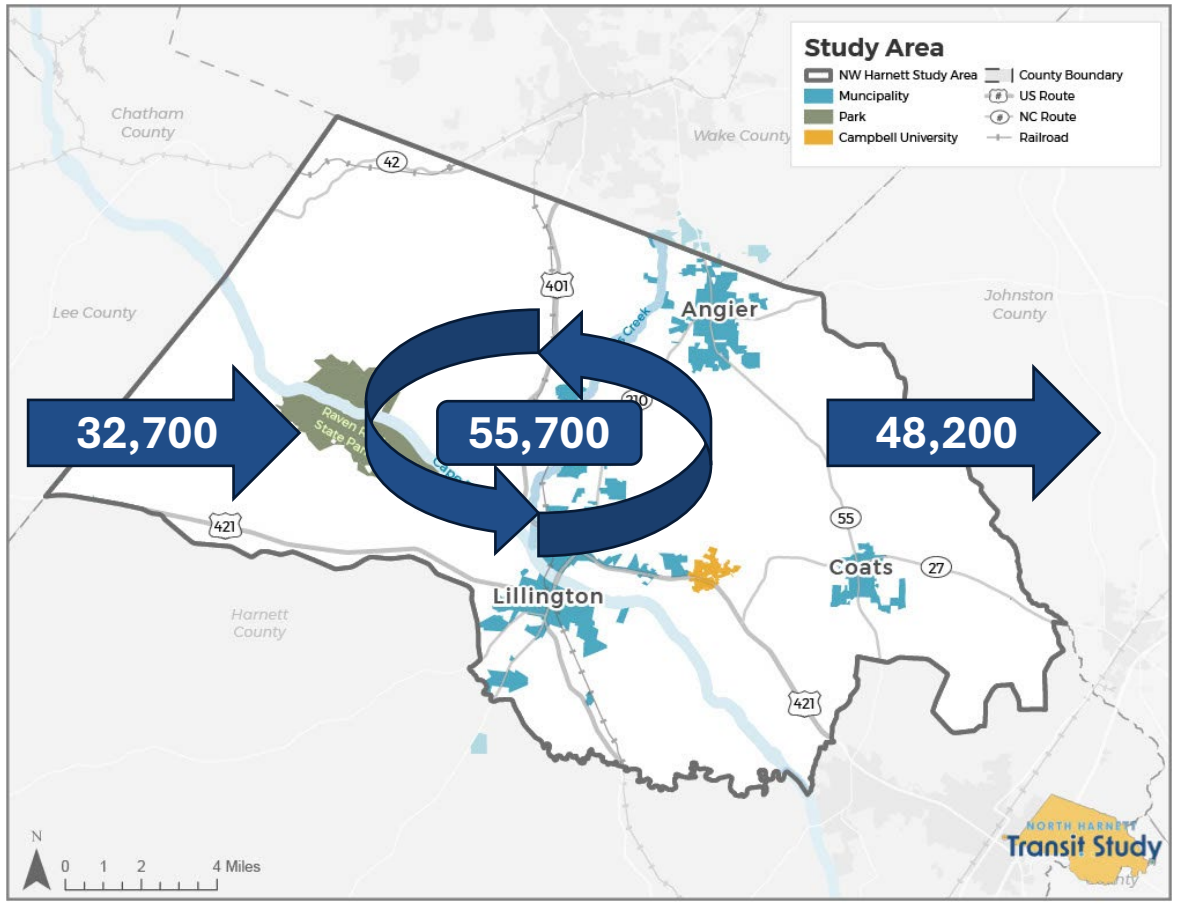
- Includes Retail, Civic, and commercial centers
- Highest concentration in and around Lillington

Terminologies



- **Study Area -** Portion of Harnett County within the CAMPO boundary
- Internal External Trips **(INEX) -** Trips Start inside the study area and end outside
- External Internal Trips **(EXIN) -** Trips start outside the study area and end inside
- Internal Internal Trips **(ININ) -** Trips start & end inside study area
- **CBGs -** Census Block Groups
- **Intrazonal Trips -** Trips starting and ending inside the CBGs of the Study Area
- **Interzonal Trips -** Trips between CBGs of the Study Area

Trip Distribution

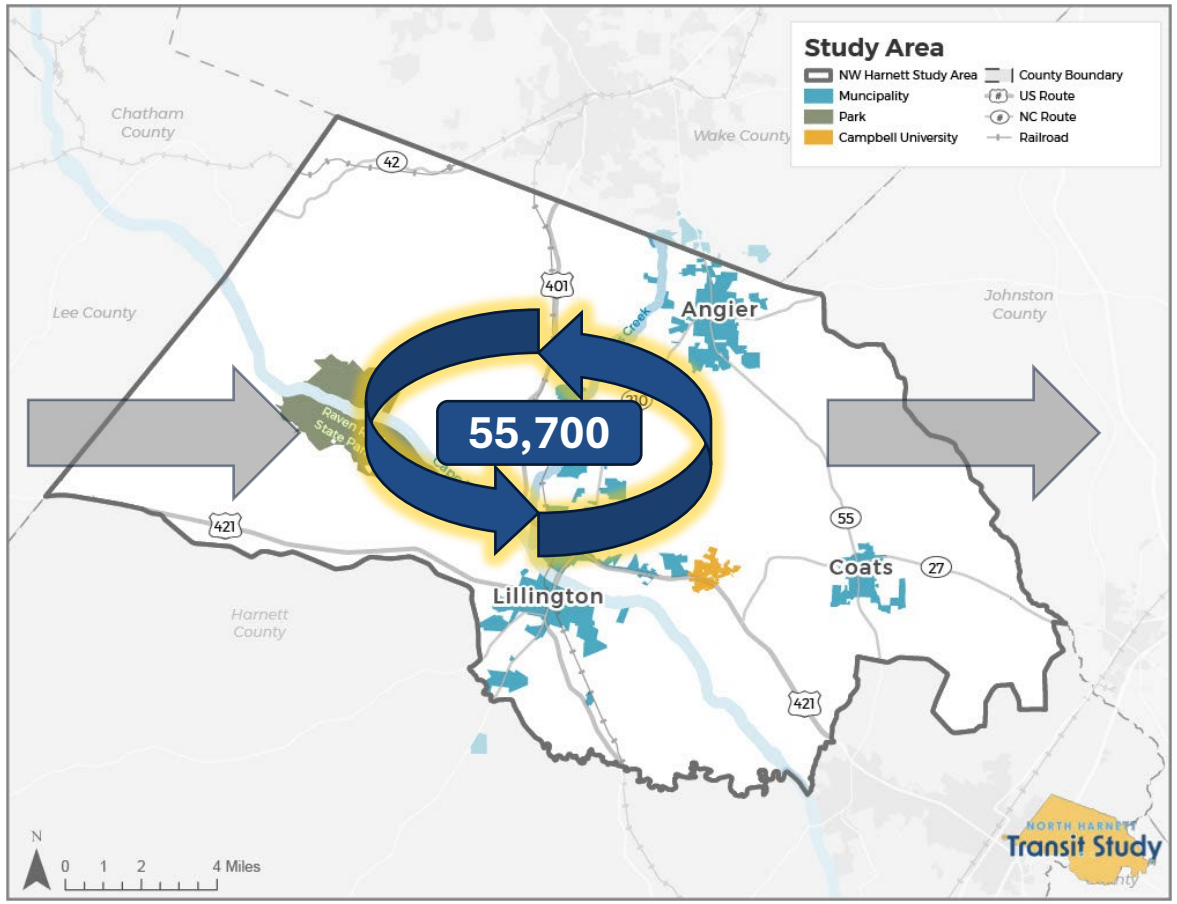


- Replica Data - Spring 2023, Thursday
- Filtered for all non-commercial travel where destination was **not** Home, Hotel or Airport.

- Total trips interacting with the Study Area - ~136,800
- Daily Trips starting from the Study Area – ~104,000
- Daily Trips ending in the Study Area – ~88,600

- EXIN Trips – 32,700 (24%)
- INEX Trips – 48,200 (35%)
- ININ Trips – 55,700 (41%)

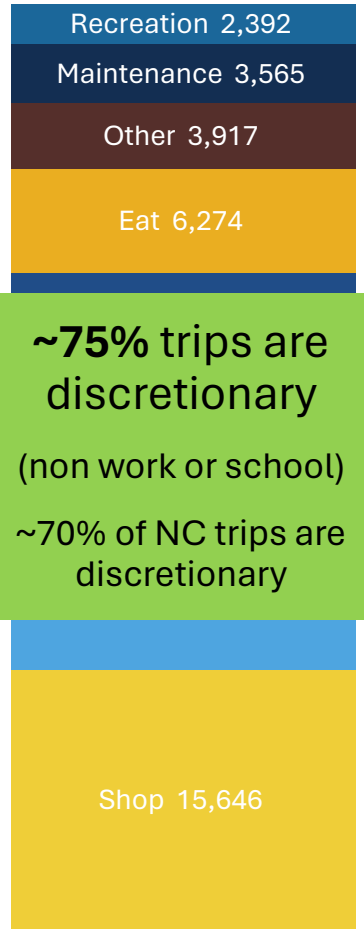
ININ Trips


Study Area
NW Harnett Study Area
Muncipality
Park
Campbell University
County Boundary
US Route
NC Route
Railroad
Chatham County
Wake County
Lee County
Johnston County
Harnett County
Angier
Lillington
Coats
55,700
42
401
421
55
27
N
0 1 2 4 Miles
NORTH HARNETT
Transit Study

ININ Trip Characteristics



Trip Purpose

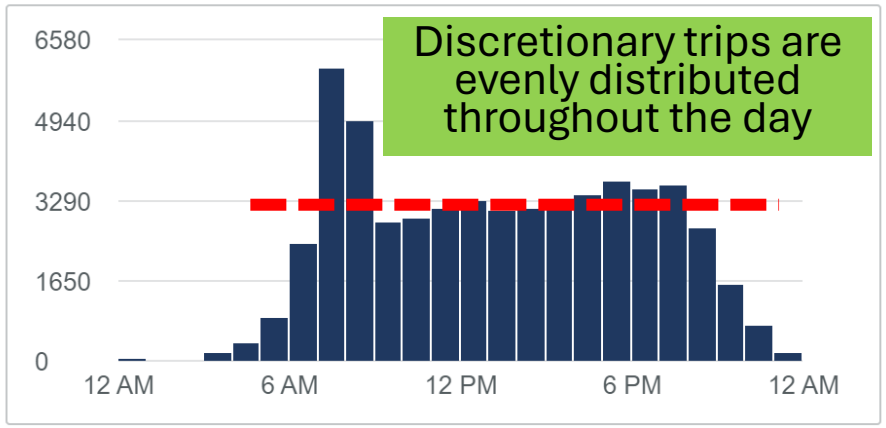


~75% trips are discretionary

(non work or school)

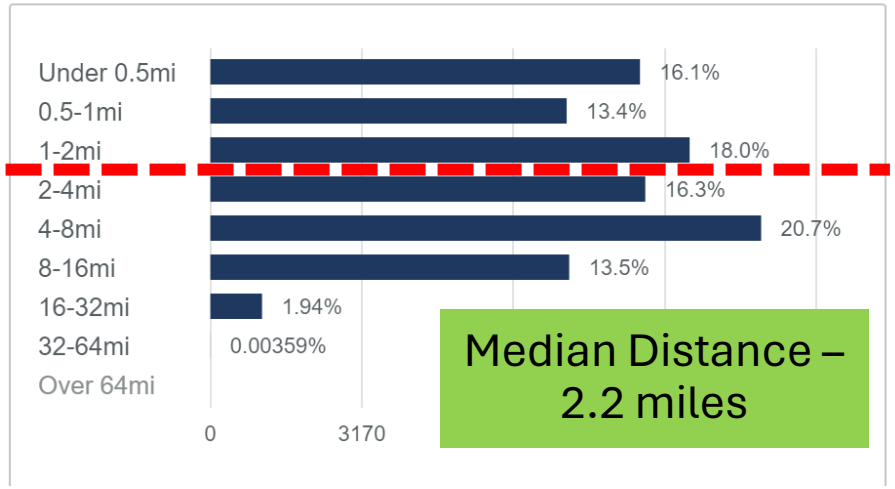
~70% of NC trips are discretionary

Starting Hour (In Local Time)



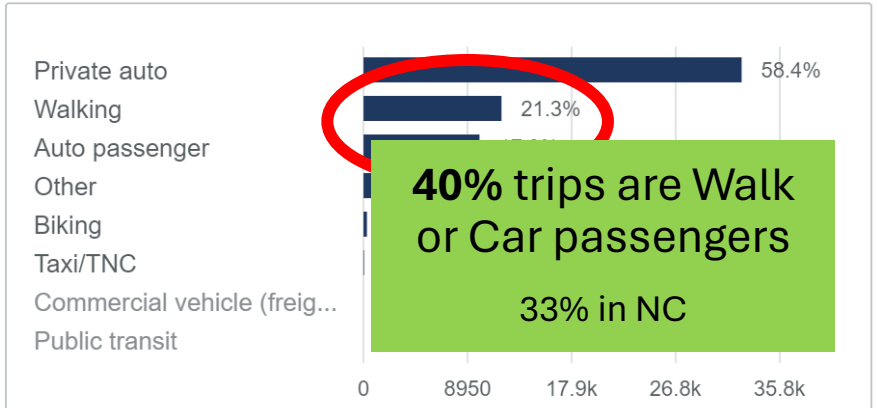
Discretionary trips are evenly distributed throughout the day

Trip Distance (Miles)



Median Distance – 2.2 miles

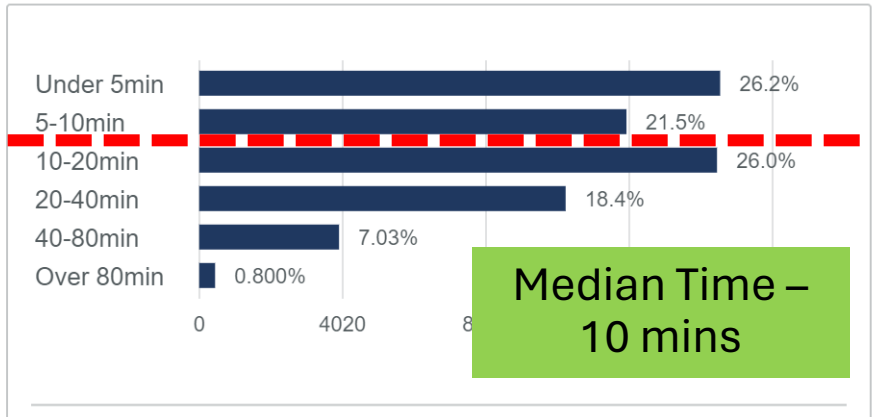
Primary Mode



40% trips are Walk or Car passengers

33% in NC

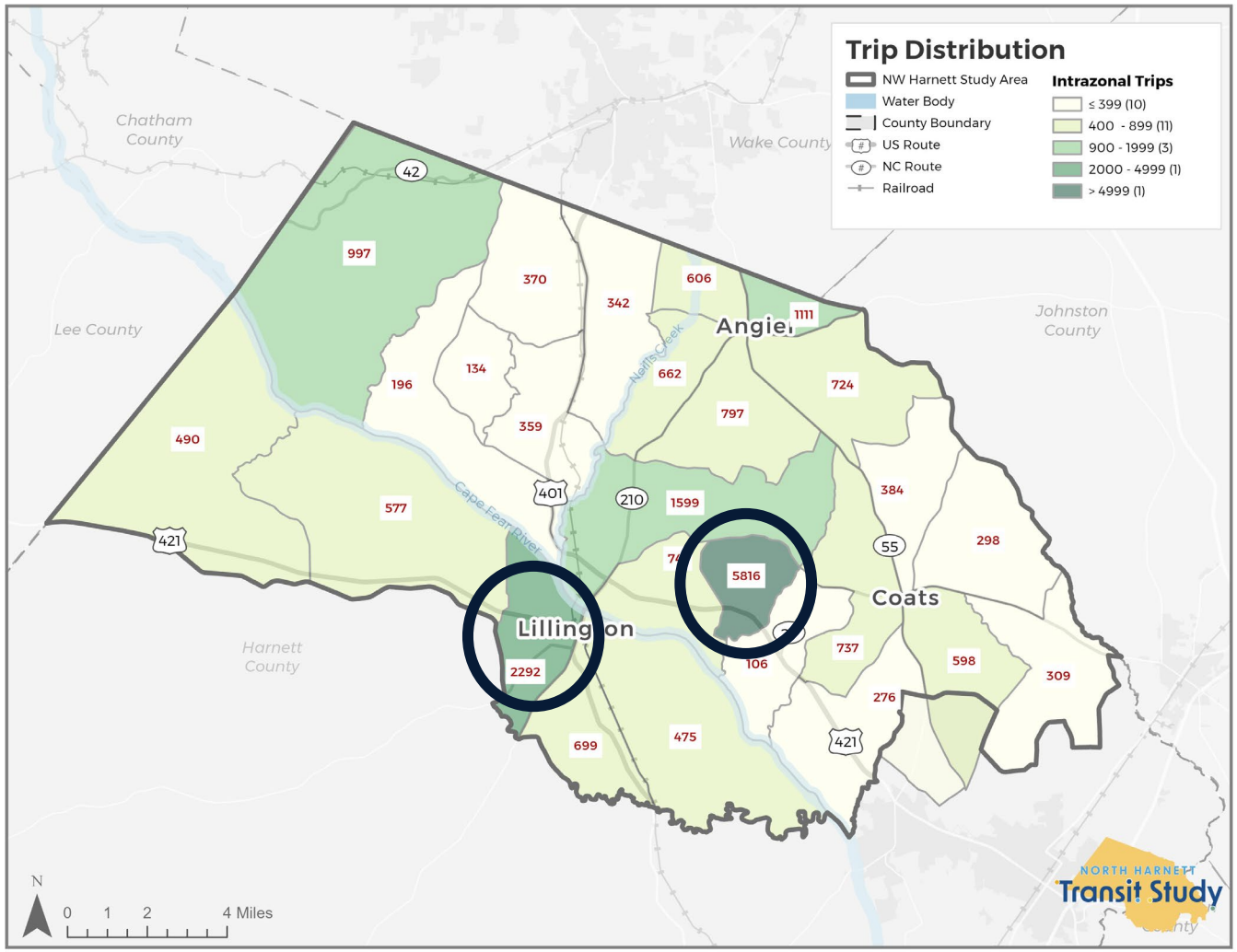
Trip Duration (Minutes)



Median Time – 10 mins

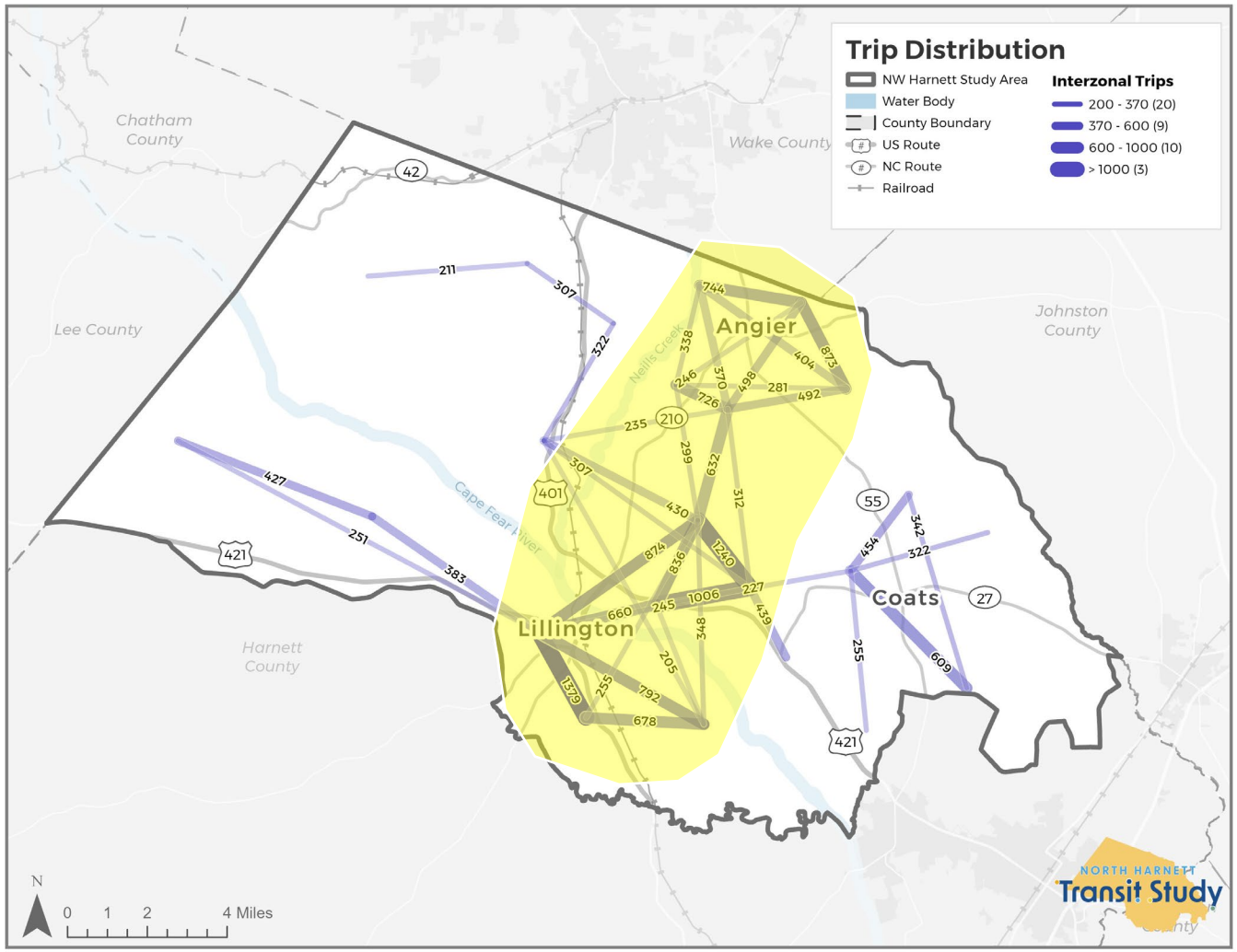
ININ Trips - Intrazonal

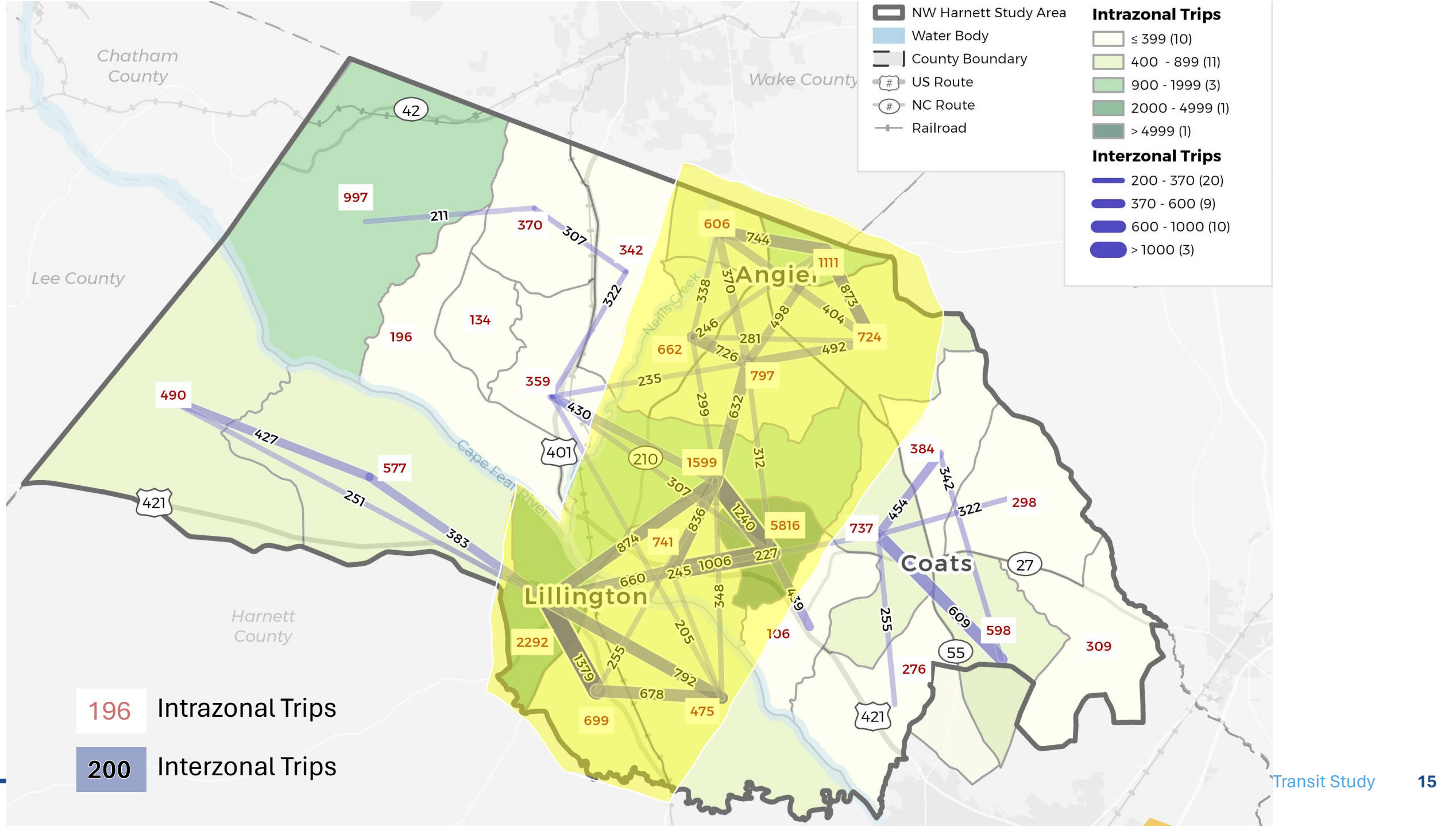
- ~55,700 trips start and end in the Study Area
- The numbers in red represent intrazonal trips within the CBG
- ~21,700 (39%) intrazonal trips – trips that start and end in the same CBG
- Campbell University and Lillington have the highest concentration of intrazonal trips.



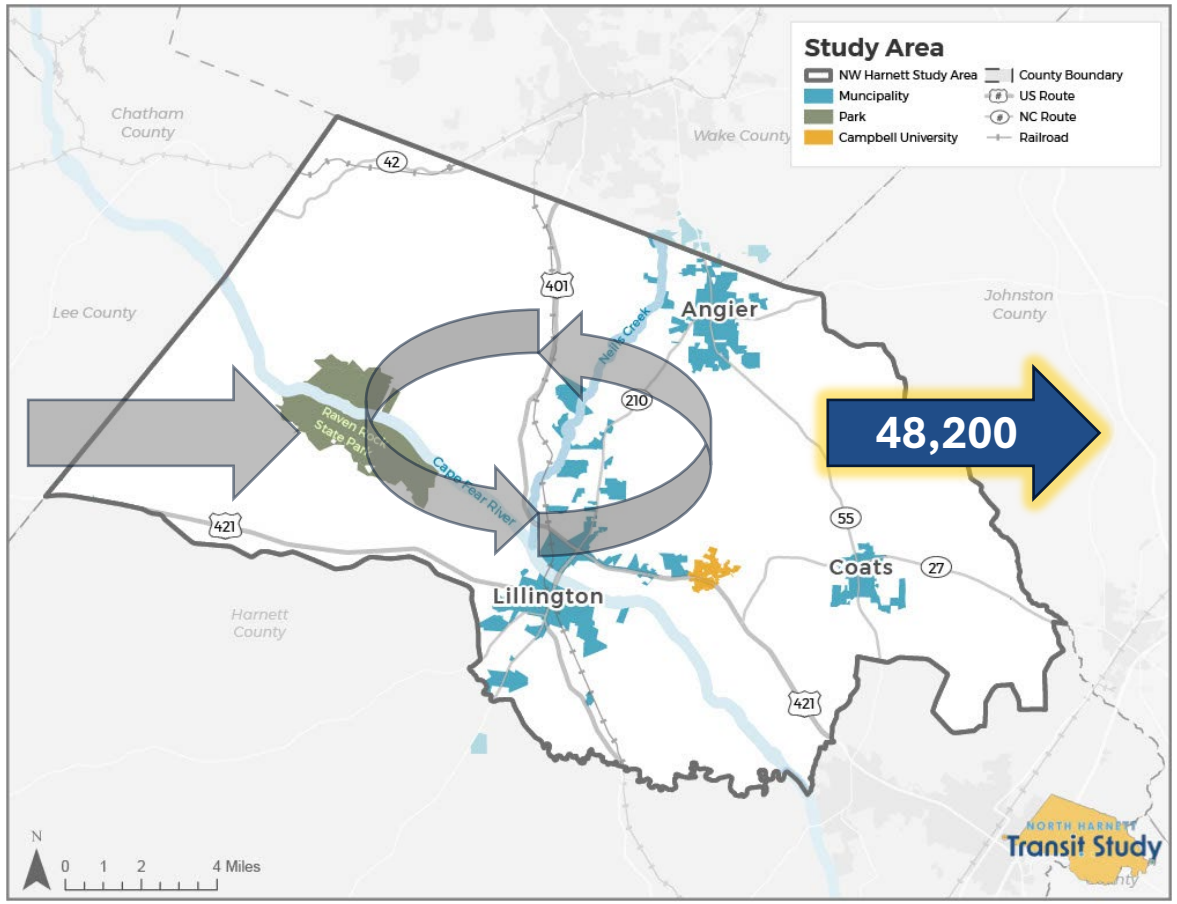
ININ Trips – Interzonal

- Interzonal trips – Lines represents CBG to CBG flows. Not point to point flows
- ~34,000 (61%) interzonal trips – trips that start and end in different Census Block Groups.
- 26 CBGs → 676 OD Pairs
- Map shows lines with interzonal trips > 200 (42 OD pairs [~6%]) representing ~20,500 trips
- Most trips are in the central band of Study Area




NW Harnett Study Area
Water Body
County Boundary
US Route
NC Route
Railroad
Intrazonal Trips
≤ 399 (10)
400 - 899 (11)
900 - 1999 (3)
2000 - 4999 (1)
> 4999 (1)
Interzonal Trips
200 - 370 (20)
370 - 600 (9)
600 - 1000 (10)
> 1000 (3)
Chatham County
Wake County
Lee County
Harnett County
Angier
Lillington
Coats
Neills Creek
Cape Fear River
42
421
401
210
27
55
997
211
370
307
342
322
196
134
606
744
1111
338
370
873
404
498
246
281
724
662
726
492
797
359
235
299
632
430
490
427
577
251
383
1599
312
307
384
342
454
322
298
737
1240
5816
836
874
741
227
1006
245
660
348
439
106
2292
1379
255
205
792
678
475
699
276
609
598
309
255
Intrazonal Trips
Interzonal Trips

INEX Trips

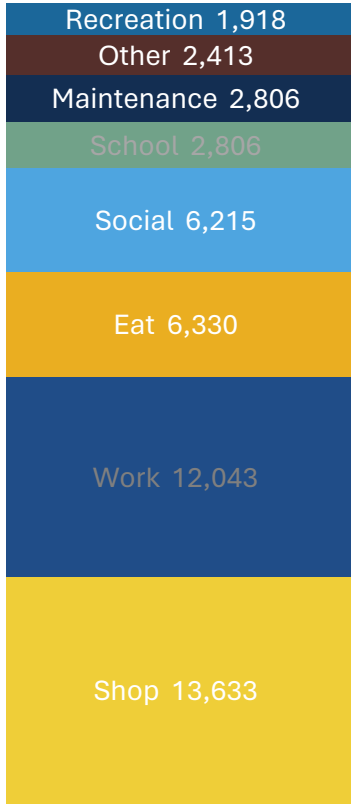

Study Area
NW Harnett Study Area
Muncipality
Park
Campbell University
County Boundary
US Route
NC Route
Railroad
Chatham County
Wake County
Lee County
Johnston County
Harnett County
Angier
Lillington
Coats
Neills Creek
Cape Fear River
Raven Rock State Park
42
401
210
421
55
27
48,200
N
0 1 2 4 Miles
NORTH HARNETT
Transit Study

INEX Trip Characteristics

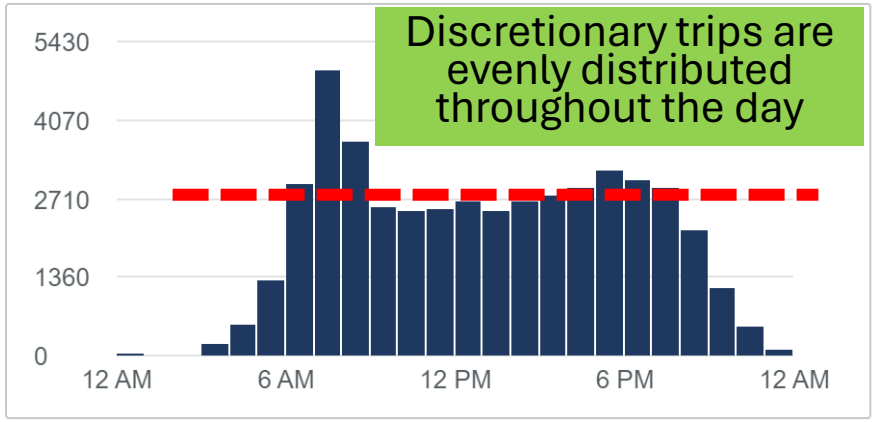
48,200

~70% trips are discretionary

(non work or school)

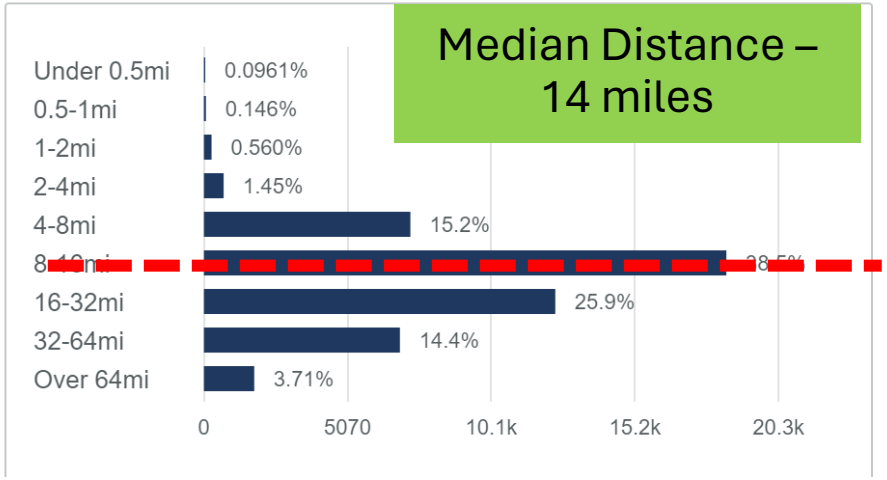


Starting Hour (In Local Time)



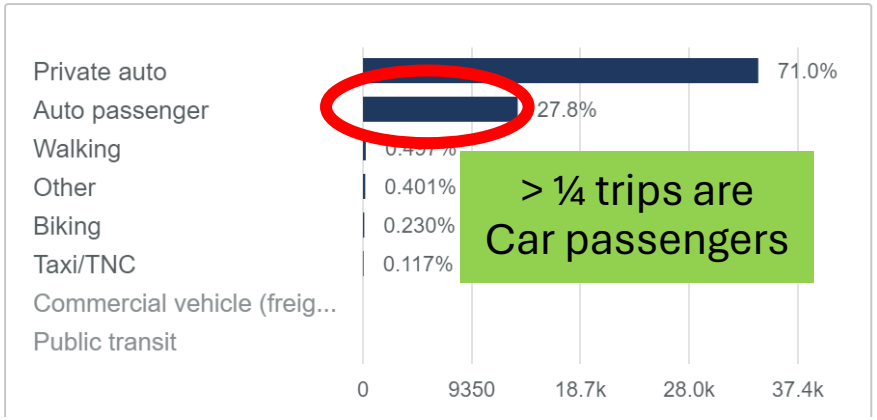
Discretionary trips are evenly distributed throughout the day

Trip Distance (Miles)



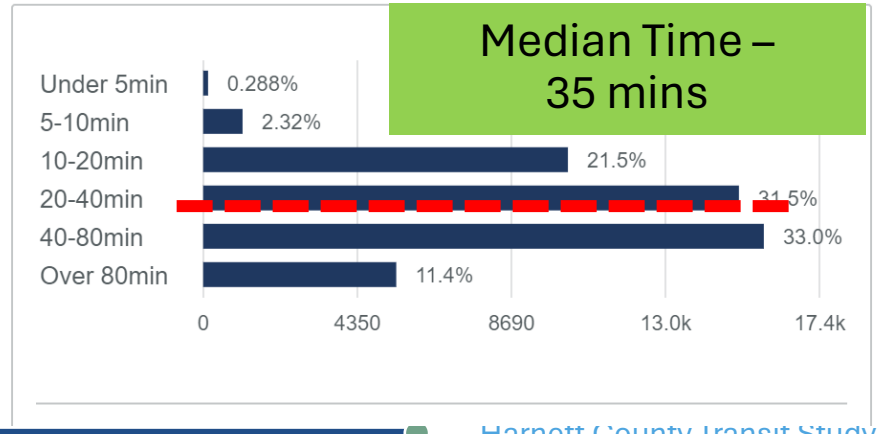
Median Distance – 14 miles

Primary Mode



> ¼ trips are Car passengers

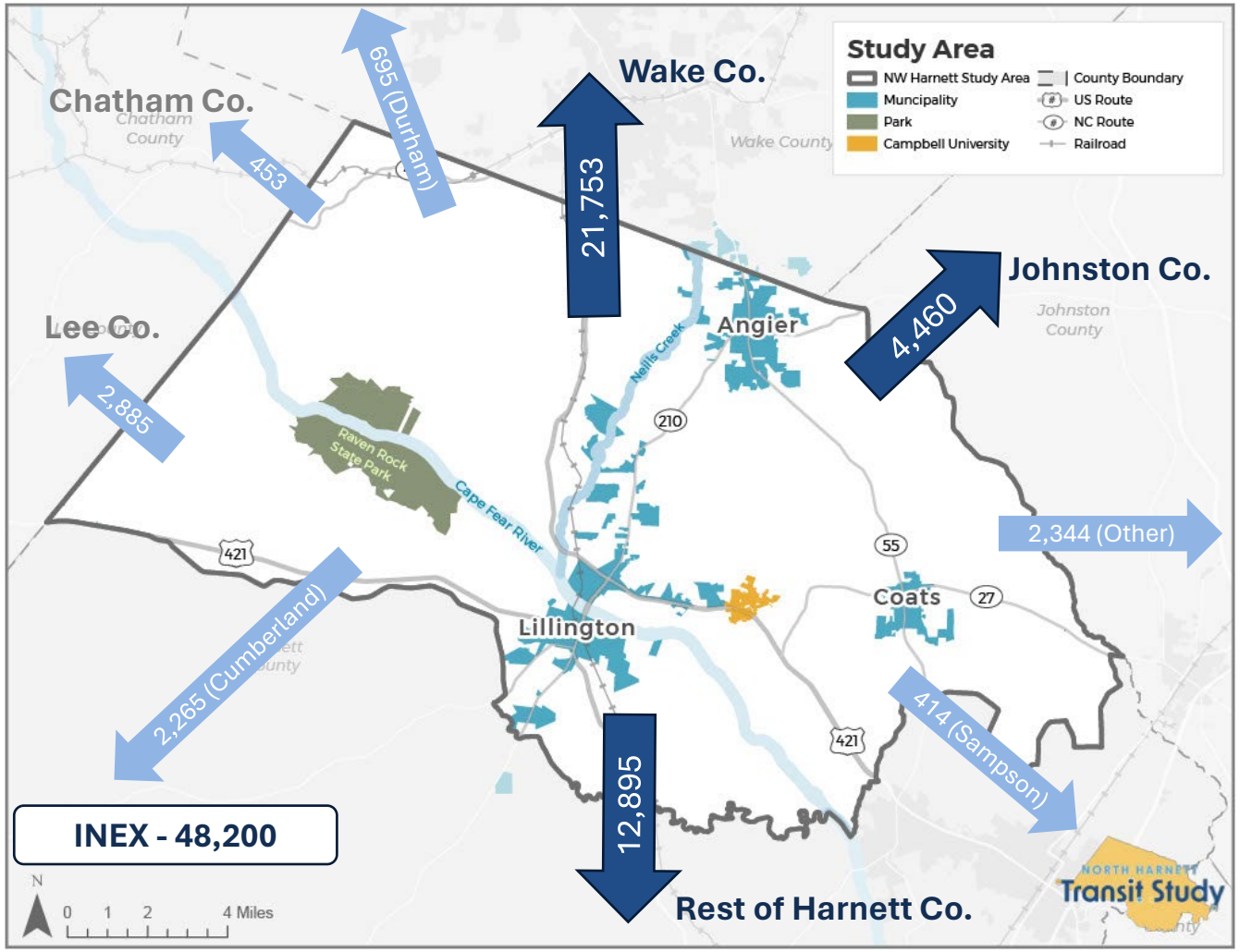
Trip Duration (Minutes)



Median Time – 35 mins

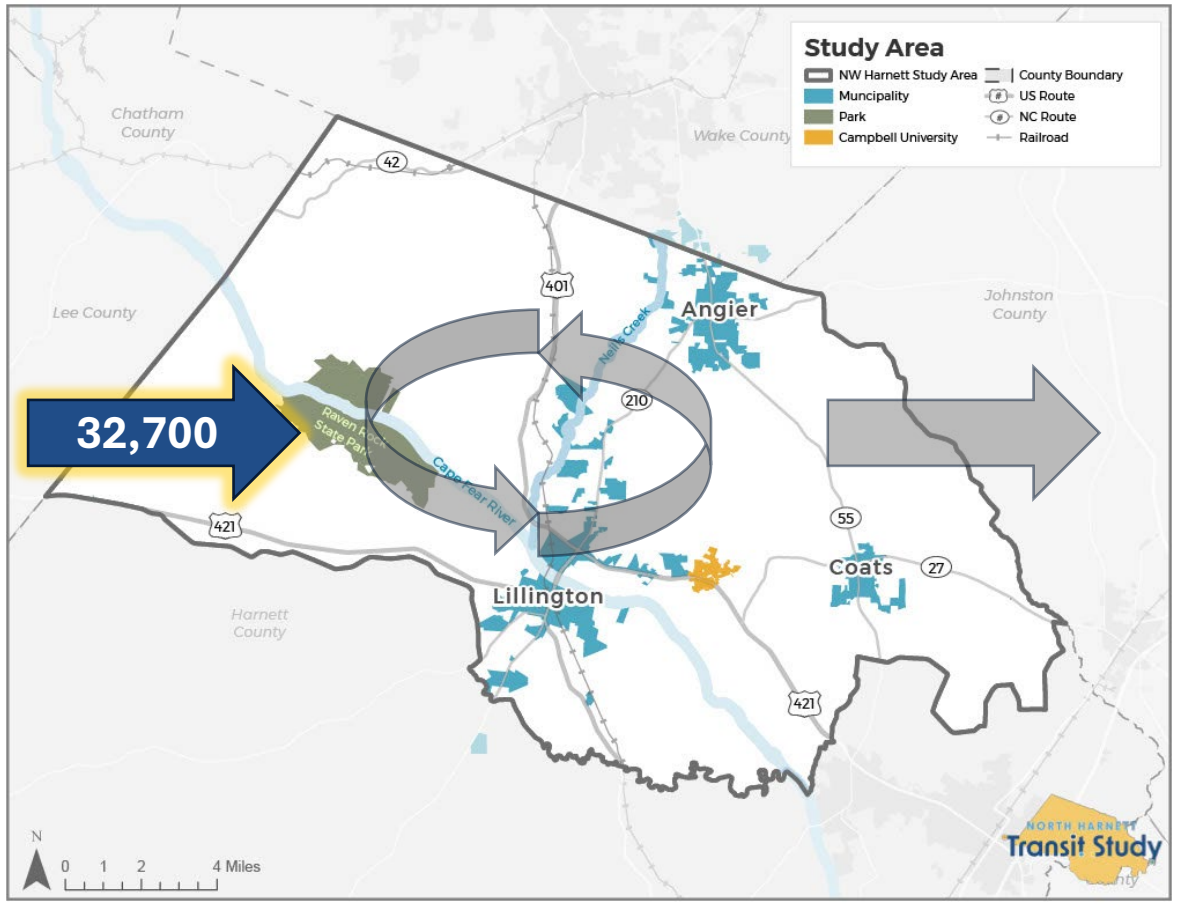
INEX Trip Distribution

48,200



- Most trips (~45%) are destined to Wake County.
  - 1/3rd of these are for work/school
- 1/4th of the trips are destined to Harnett Co. outside the study area
  - 1/5th of these are for work/school
- Most trips going to Wake County end south of NC-540 / US-1

EXIN Trips


Study Area
NW Harnett Study Area
Muncipality
Park
Campbell University
County Boundary
US Route
NC Route
Railroad
Chatham County
Wake County
Lee County
Johnston County
Harnett County
Angier
Lillington
Coats
Neills Creek
Cape Fear River
Raven Rock State Park
42
401
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32,700
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0 1 2 4 Miles
NORTH HARNETT
Transit Study

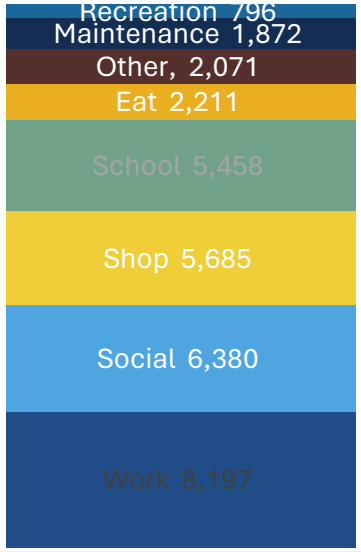
32,700

EXIN Trip Characteristics

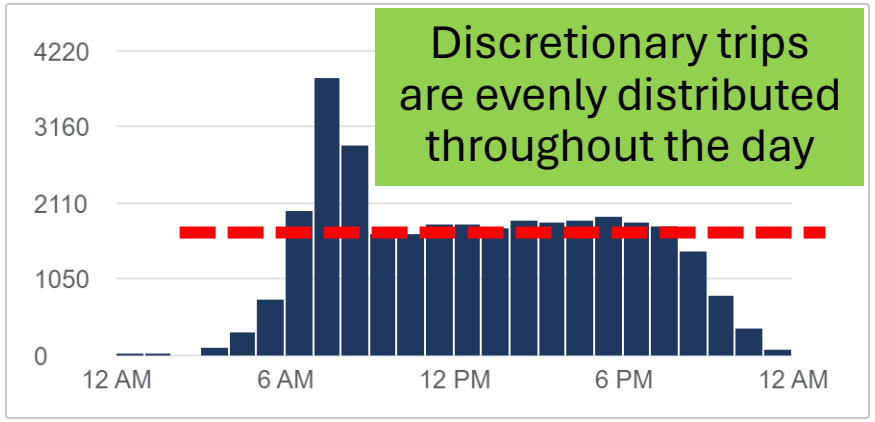
Trip Purpose

~58% trips are discretionary

(non work or school)

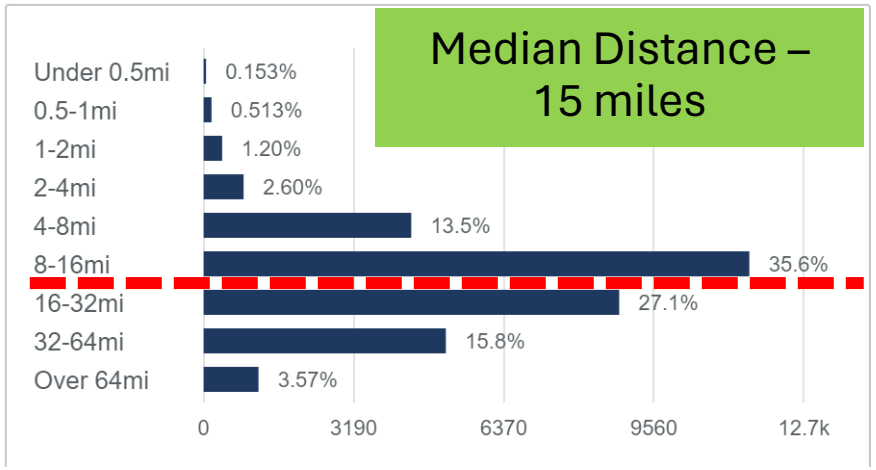


Starting Hour (In Local Time)



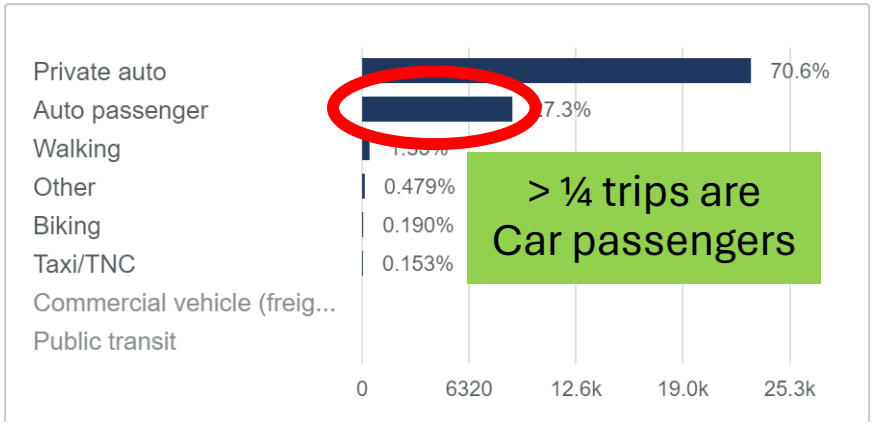
Discretionary trips are evenly distributed throughout the day

Trip Distance (Miles)



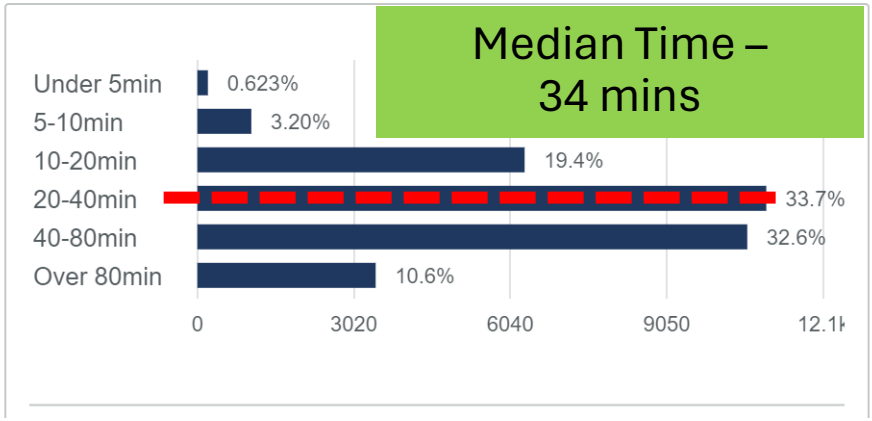
Median Distance – 15 miles

Primary Mode



> ¼ trips are Car passengers

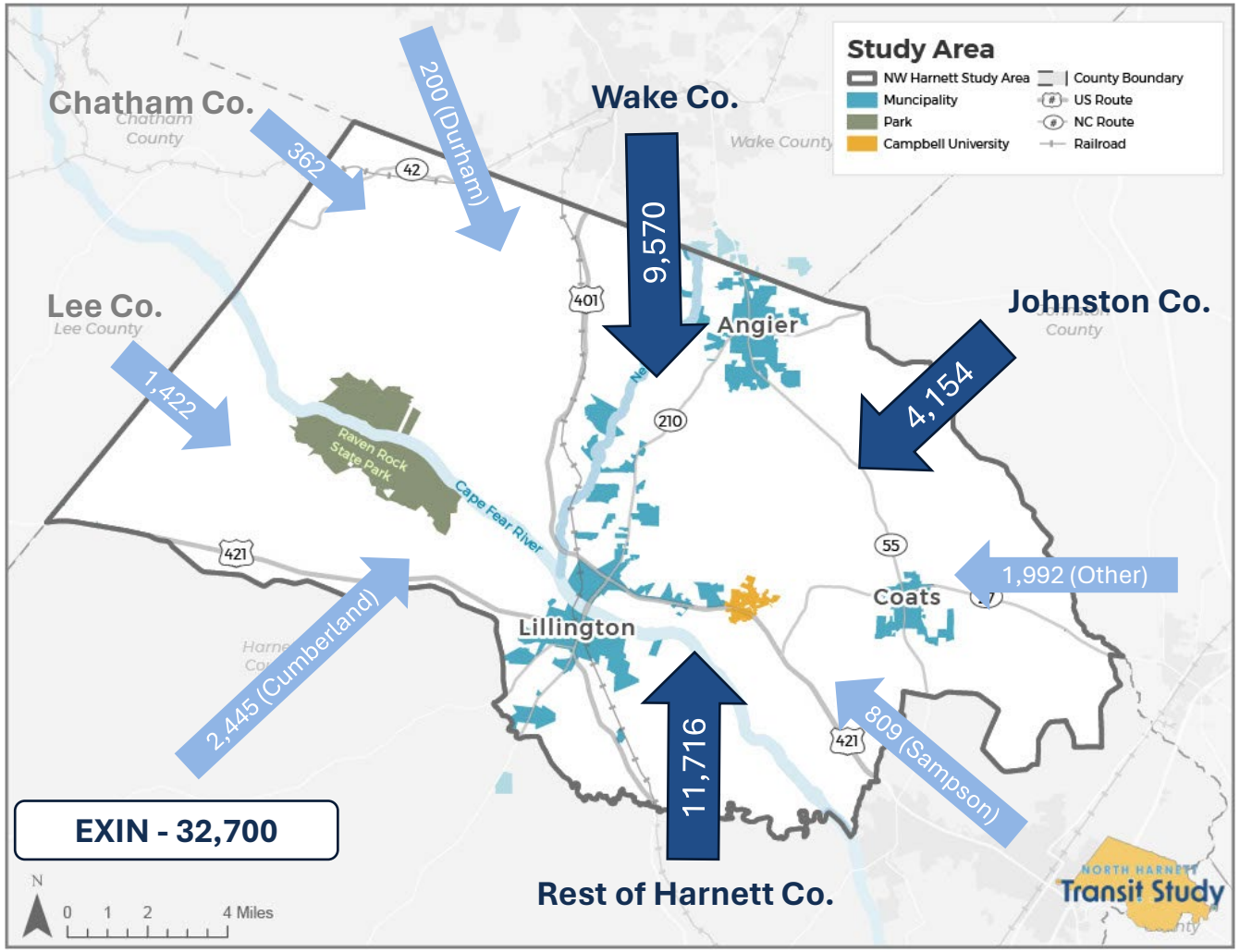
Trip Duration (Minutes)



Median Time – 34 mins

32,700

EXIN Trip Distribution



- Most trips (~1/3rd) originate in the part of Harnett Co. outside the study area.
  - Mostly for work and school.
- ~7,000 out of the 9,570 trips from Wake Co. are from Southern Wake Co. (south of NC-540 and US-1)
  - Mostly for non-work/school
- ~13% of the trips originate in Johnston Co.
  - Almost equal distribution between trip purposes

Key Takeaways

ININ Travel

- 55,700 trips (41%) → Highest share of trips
- 75% is non work/school → Not dependent on strict schedules – more leeway in terms of wait times
- Most travel is concentrated along the central band of the study area → Prime for deviated fixed route service along NC 210
- 40% trips are carpool or pedestrian → High proportion of beneficiaries of transit
- ~34,000 trips interzonal
- Median 2.2 miles / 10 mins → Trip distances short enough for providing a reliable transit service but too long to walk / bike.

ININ Trips have characteristics to form the first step of the transit implementation in Harnett Co.

Key Takeaways

INEX Travel

- 48,200 (35%)
- 70% is non work/school. Close to state average
- Most travel to Wake County. Of which most trips end south of Wake Tech
- 70% trips drive alone. 67% state average
- Median 14 miles / 35 mins

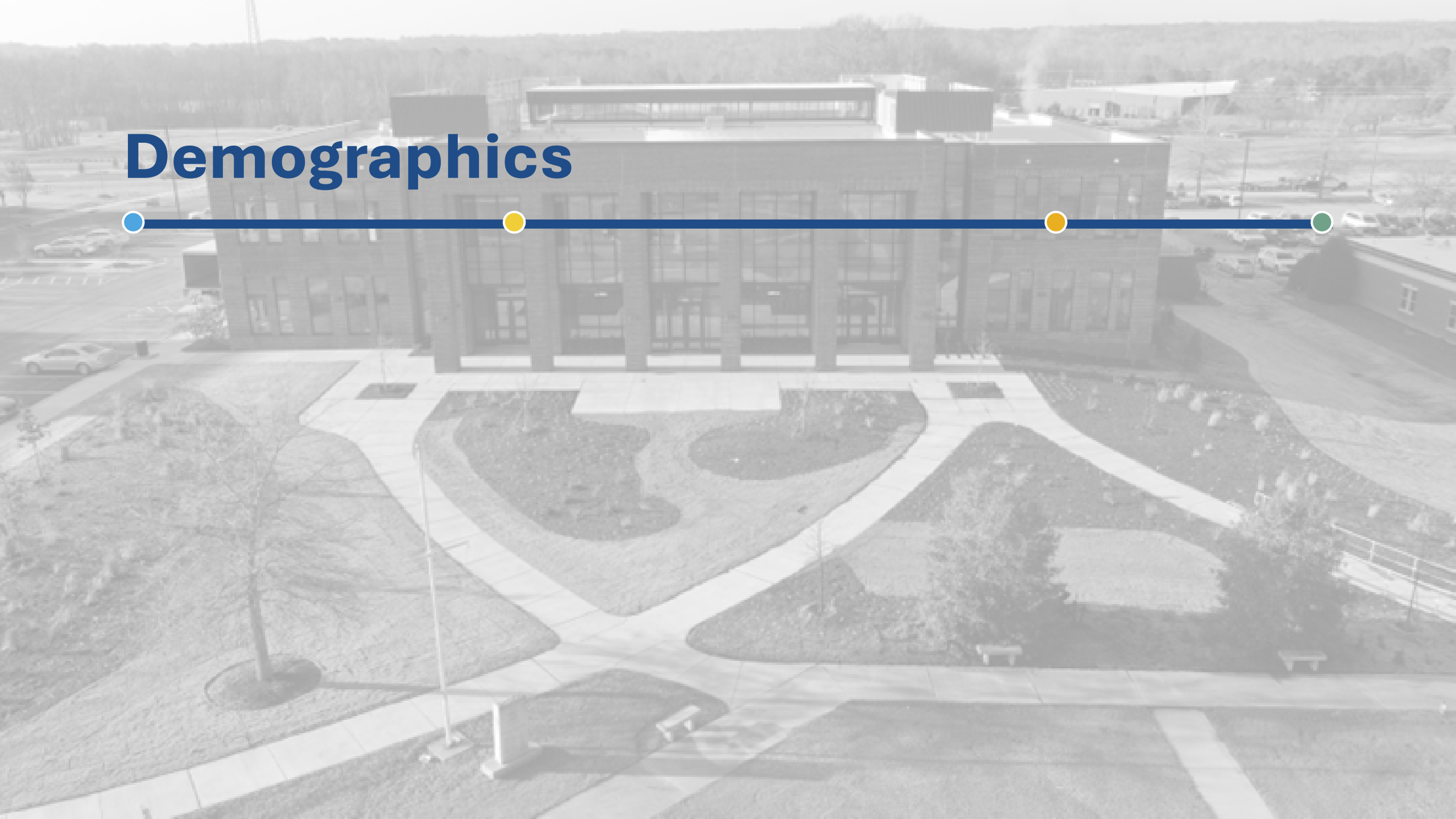
EXIN Travel

- 32,700 (24%)
- 58% is non work/school.
- Most travel from Harnett Co. outside study area. Wake Co. Close second
- 70% trips drive alone
- Median 15 miles / 34 mins

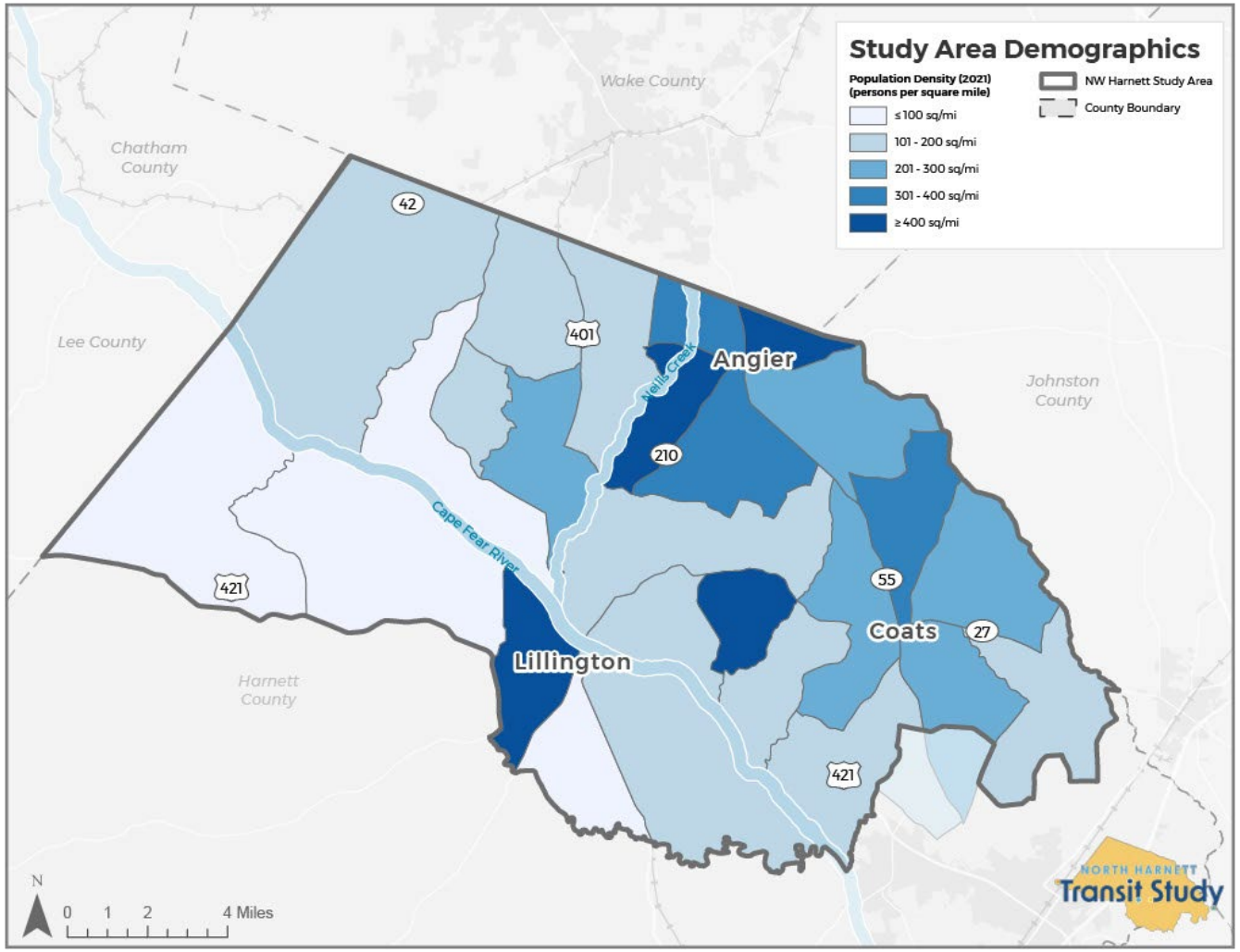
- Lower share of total trips
- Higher share of **non-discretionary**, time constrained trips.
- Stricter **directionality**
- Comparatively **lower transit dependency**.
- **Longer distances** – need more fleet to ascertain reliable trips

INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

Demographics

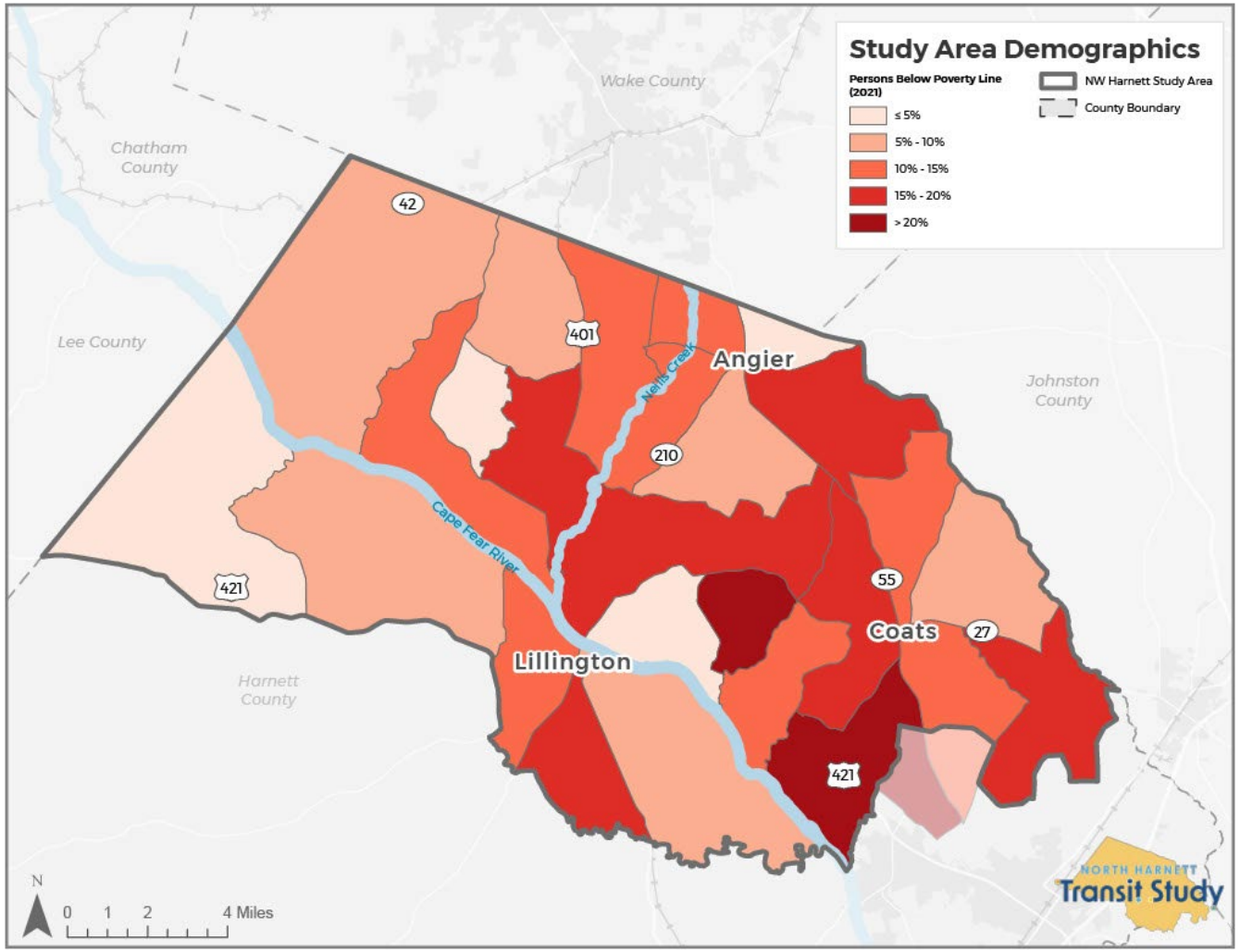


Population Density (2021)



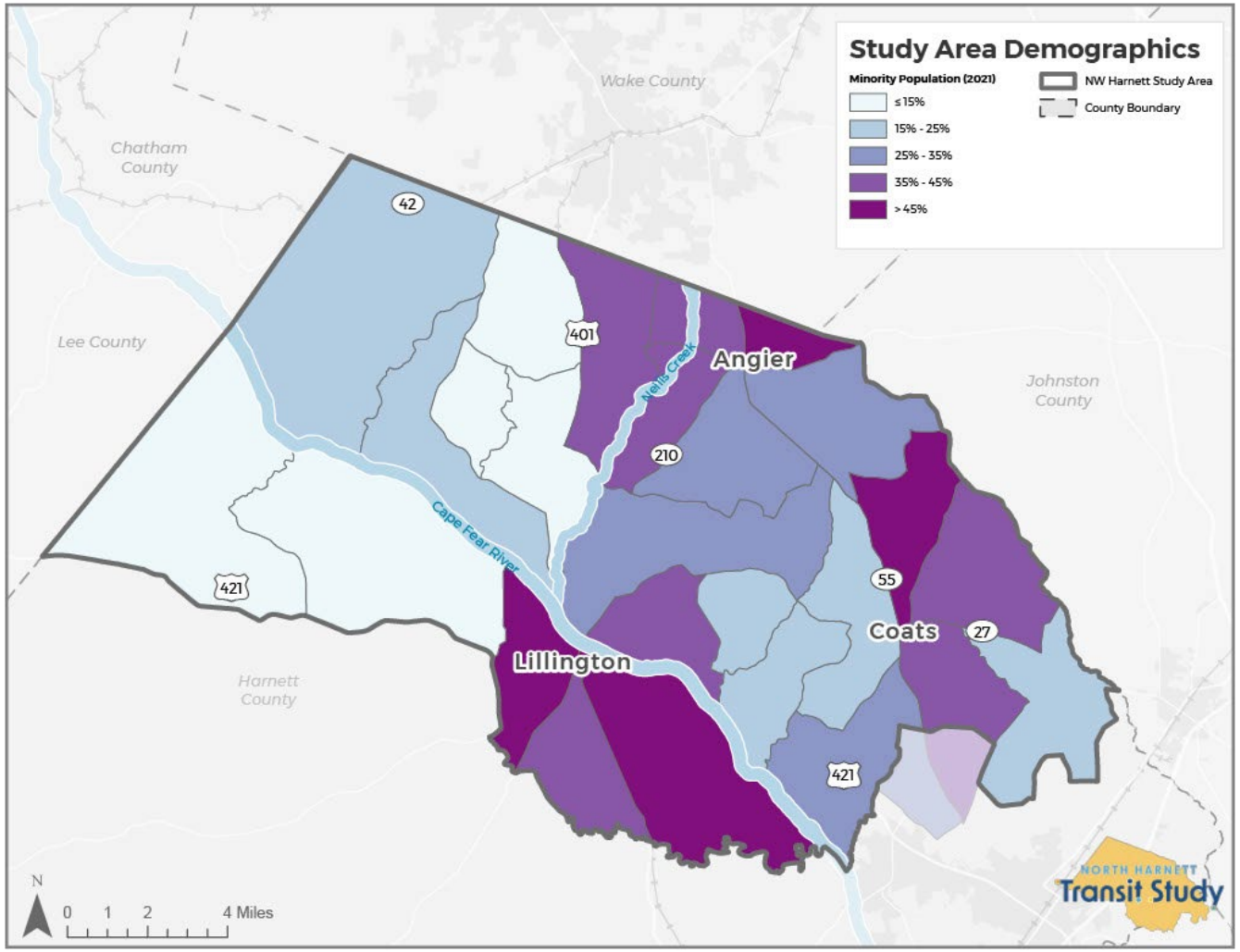
- People per sq mi
- Map range from 79 to 1117 people per sq mi
- NC average - 215 people/sq mi
- Northeastern part of the study area is more densely populated than the rest of the Study Area
- High concentrations in and around Angier and Coats. Lillington and Campbell U.

Persons Below Poverty Line (2021)



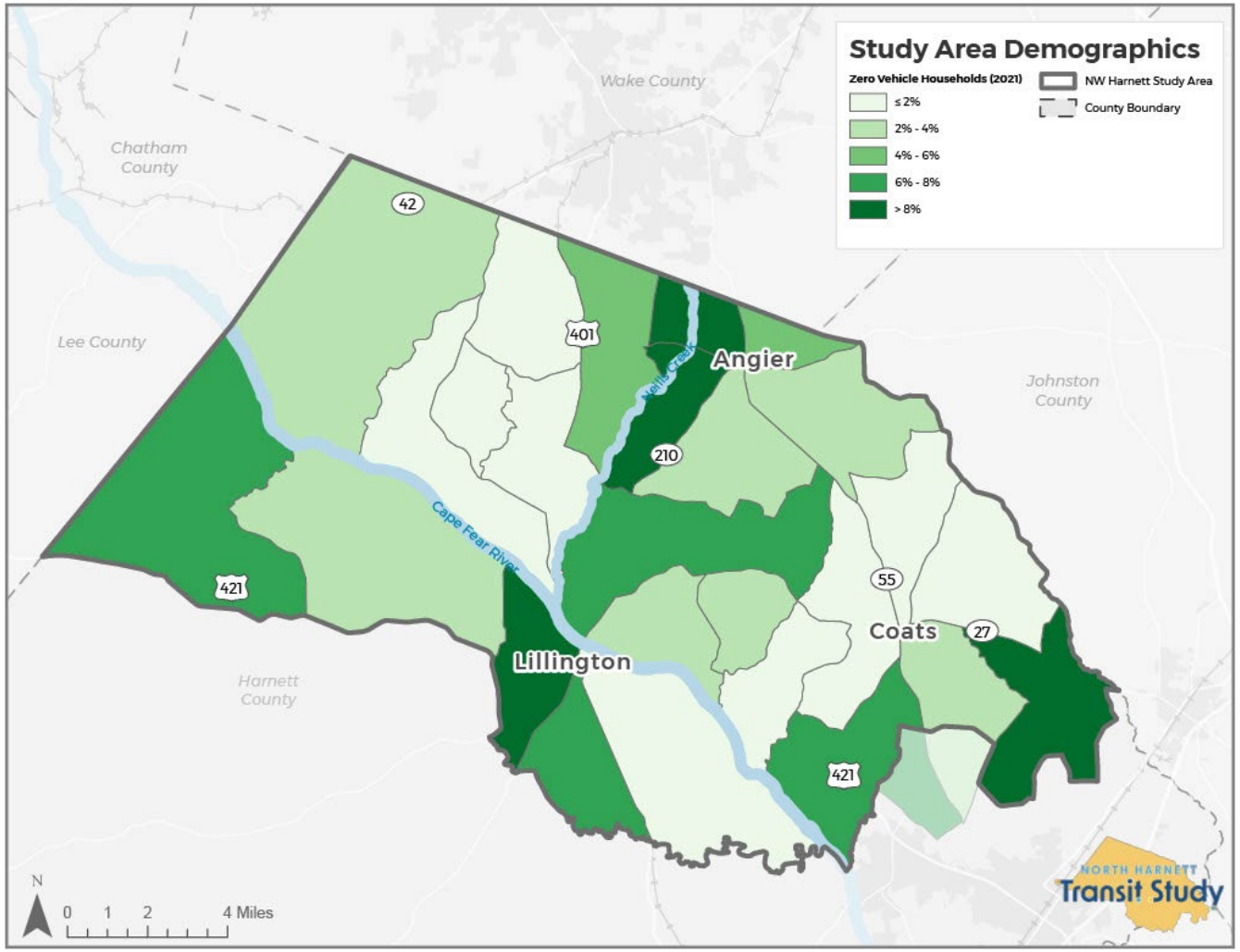
- % of pop living below poverty line
- Study area average – 18%
- Map range from 0% to 48.4%
- NC average – 13.7%
- Higher concentration on the eastern part of the Study Area
- South of Coats (around US 421) and Campbell University (student population)

Minority Populations (2021)



- Minority pop as a % of total pop in CBG
- Study Area average – 31%
- Map range from 0% to 49.7%
- NC average – 38.4%
- Higher concentration around incorporated communities
- Northeast Angier, North Coats and West Lillington CBGs exhibit highest concentrations of minority populations

Zero-Car Households (2021)



- % of households without a car
- Study area average – 4.4%
- Map range from 0% to 12.1%
- NC average 2.2%
- Additionally, 10% households are automobile-deficient
  (# vehicles < # 16+ residents)

Transit Propensity Adjustment Factor (TPAF)



Transit Propensity Adjustment Factors (TPAF)

Transit Propensity : Weighted Likelihood of residents to ride transit as compared to the total population.

TPAF is the ratio between the transit mode-share of the demographic group and the transit mode-share of the general population. TPAFs calculated for the Wake County Transit Plan 2017 were used for this exercise

- Certain population groups often have a higher likelihood to use transit compared to overall population.
- This generally includes groups that are more disadvantaged in society

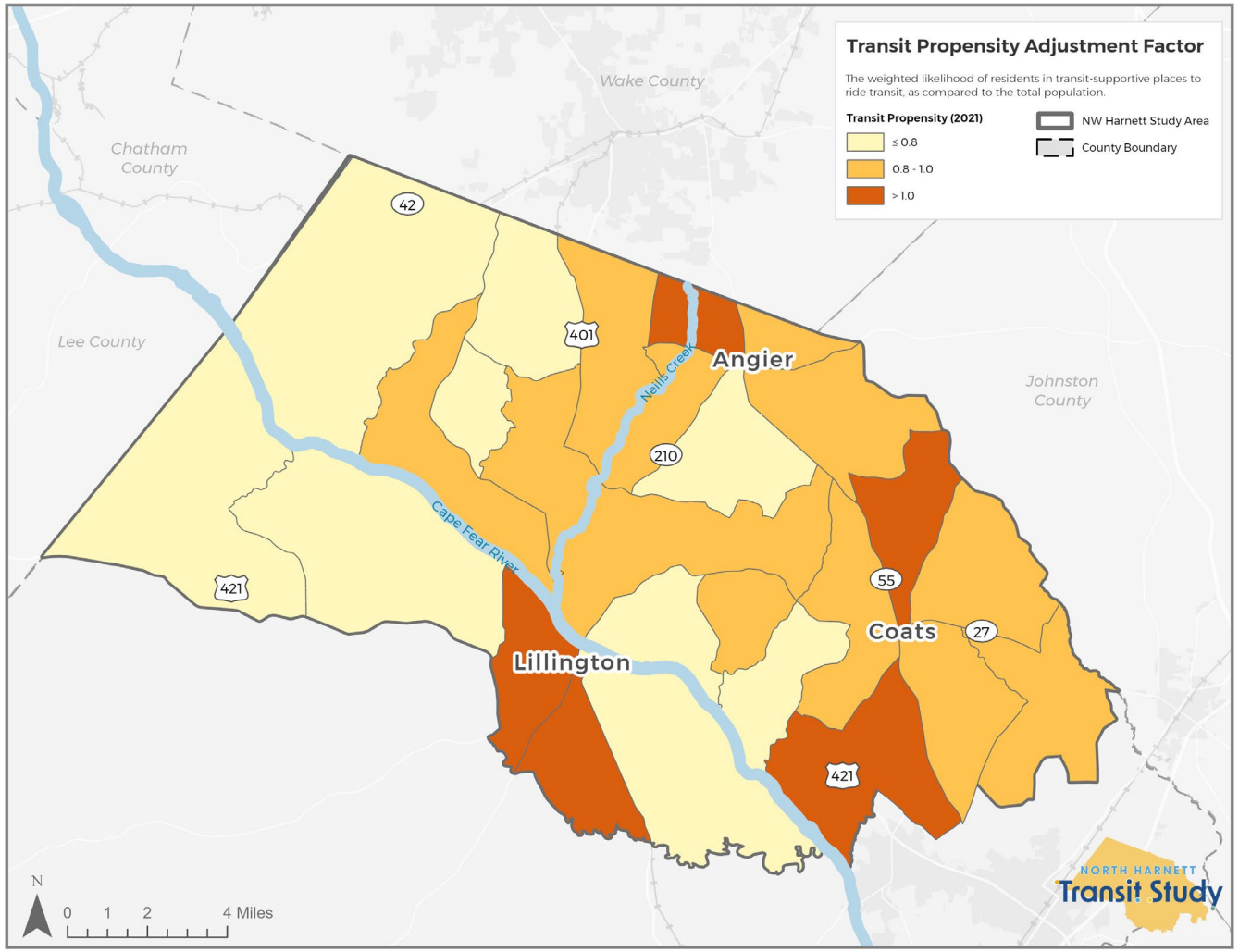
Race / Ethnicity	TPAF
White, Non-Hispanic	0.5
Hispanic or Latino	1.4
Black	2.1
Native American	3.0
Asian	1.4
Other	1.6

Native/Foreign Born	TPAF
Native-Born	0.9
Foreign-Born	1.5

Poverty Level	TPAF
< 100% Poverty Line	4.2
100-149% Poverty Line	3.4
> 150% Poverty Line	0.7

Vehicle Availability	TPAF
No Vehicles	15.8
1 Vehicle	3.4
2 or more Vehicles	0.7

Transit Propensity

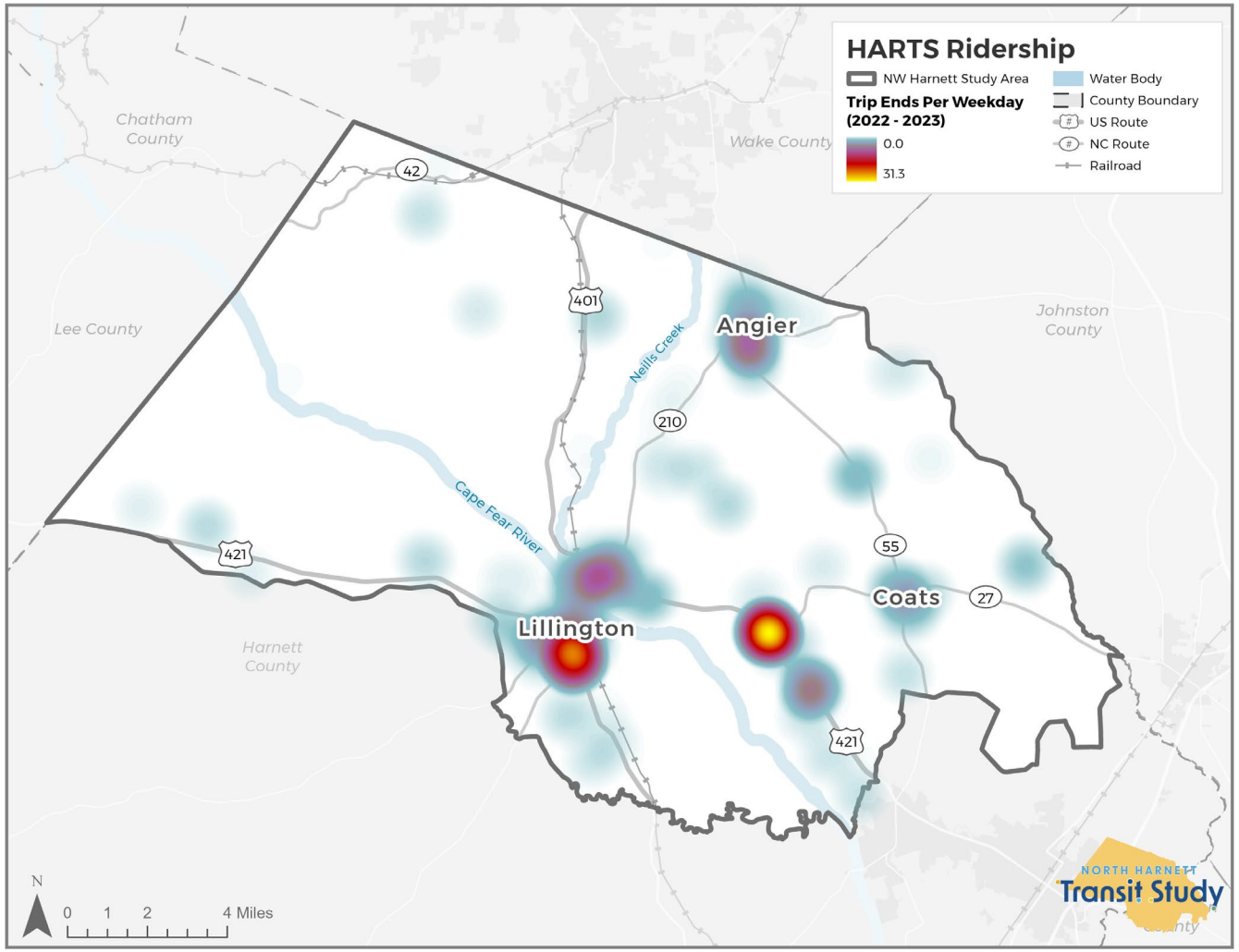


- This map shows weighted likelihood of residents in each CBG to use transit.
- **TPAF >1** indicates that residents have a **higher likelihood** of using transit than average population in the study area.
- Independent of population and employment density
- NCDOT Demographic Snapshot Tool and ACS data were used to calculate TPAF.
- Parts of Lillington, Angier, and Coats exhibit higher TPAF than the rest of the Study Area

Existing and Planned Transit

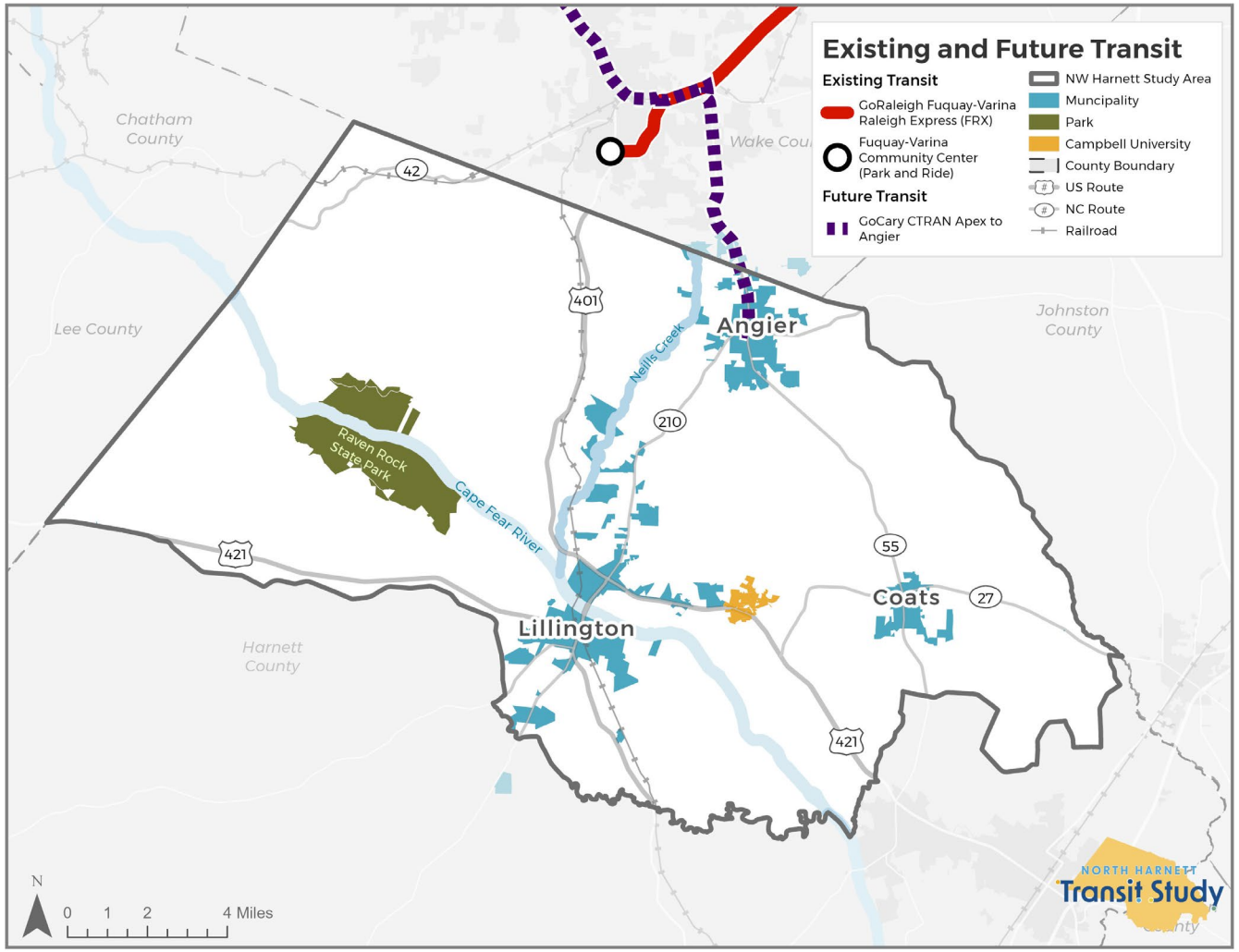


Existing and Planned Transit



- Map shows concentrations of Origins and Destinations for trips on HARTS On-Demand Transit. (2022-23 average weekday)
- ~60,000 annual trips in 2022 and 2023 each.
- Highest concentrations in Lillington and along US 421.
- Location with highest concentrations
  - Harnett Co. EMS Base / Mental Health Center on US 421.
  - Fresenius Kidney Care Lillington
- Most trips are medical.

Existing and Planned Transit



- Existing and Future fixed route buses operating in and around the study area

Existing

- FRX – GoRaleigh Fuquay-Varina Raleigh Express. Commuter Bus. 4 daily departures per direction
- GoRaleigh Station to F-V South Park-and-Ride

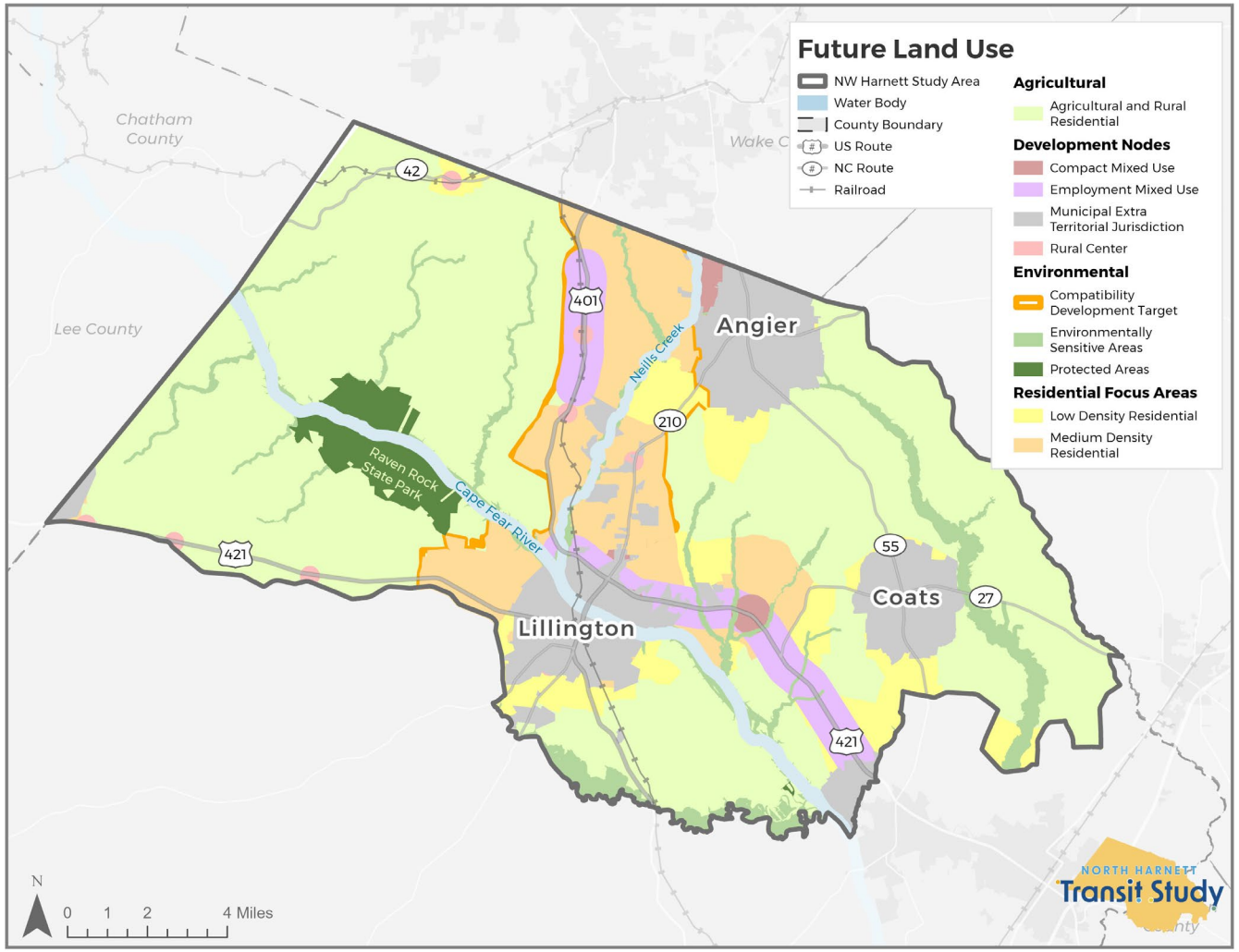
Future

- GoCary – Apex to Angier.
  - 30 min frequency in peak hr.

Land Use Analysis

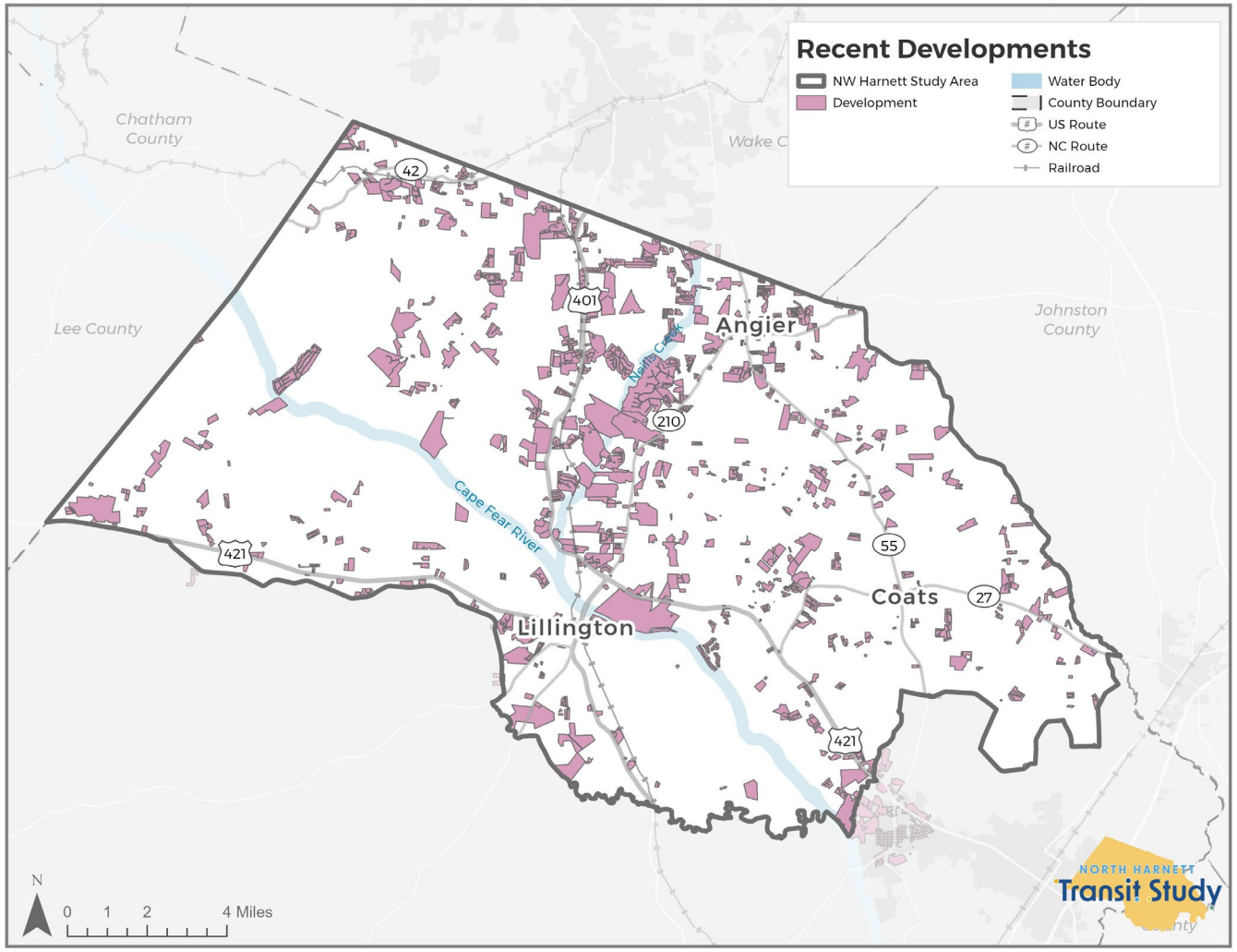
- Future Land Use Map
- New Developments
- Policy Review

Future Land Use



- Future land use designations in the study area – Comprehensive Plan 2016
- Higher density of future growth between US 401 and NC 210.
- Employment Corridors along US 401 and US 421
- Rest of the study area is mostly rural residential – low density development.

New Developments



- Planned, in-development, and recently completed developments in the study area as of January 2023
- FLU map – developments concentrated between US 401 and NC 210.
- Scattered development in the eastern half of the Study Area
- Areas to focus for future transit demand

Policy Review

Harnett County Comprehensive Land Use Plan (CLUP) – expected completion 2024

Harnett County Unified Development Ordinance (UDO) – updated 2023

Transit-Supportive Assessment Results =

Table Legend (out of 50 points)	
30+	Most Transit Supportive
20-29	Generally Transit Supportive
10-19	Less Transit Supportive
<10	Not Transit Supportive

Zoning Code	Zoning District	Transit-Supportiveness
IND	Industrial	9
LI	Light Industrial	9
COMM	Commercial	13
O&I	Office & Institutional	15
RA-20M	Residential/ Agricultural RA-20M	9
RA-20R	Residential/ Agricultural RA-20R	9
RA-30	Residential/ Agricultural RA-30	9
RA-40	Residential/ Agricultural RA-40	9
HCO	Highway Corridor Overlay	23
MCO	Military Corridor Overlay	10
PUD	Planned Unit Development	20

Key Takeaways

Demographics and Transit Propensity

- 5 out of 26 CBGs have transit propensity >1
- Highest propensity in Lillington, parts of Angier and Coats.
- Relatively higher transit propensity in the eastern half of the study area.

Initial focus on higher propensity regions - low hanging fruits for successful and useful transit implementation

Existing and Planned Transit

- HARTS carries ~400 average weekday trips – mostly to and from medical facilities.
- FRX commuter bus to Fuquay-Varina Park & Ride.
- CAMPO 2050 MTP includes Angier-Apex bus at 30 min peak frequency.

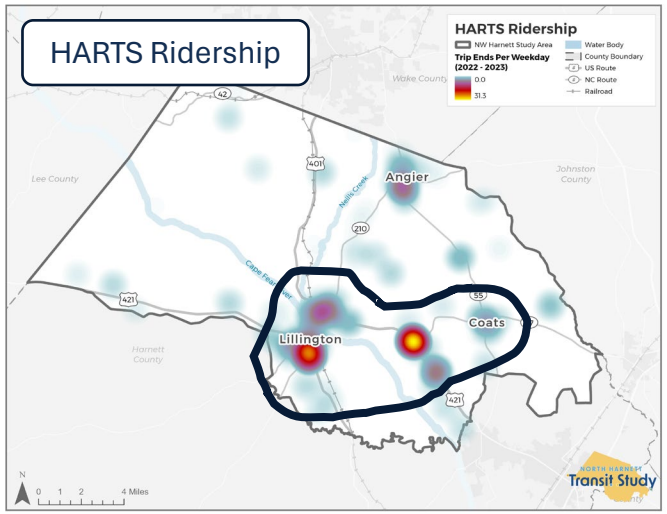
Continue and strengthen existing service. Connections to existing and future transit to be explored

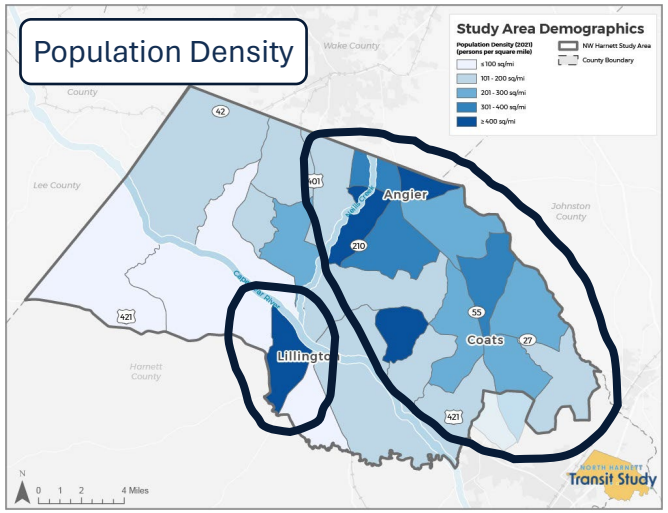
Land Use Analysis

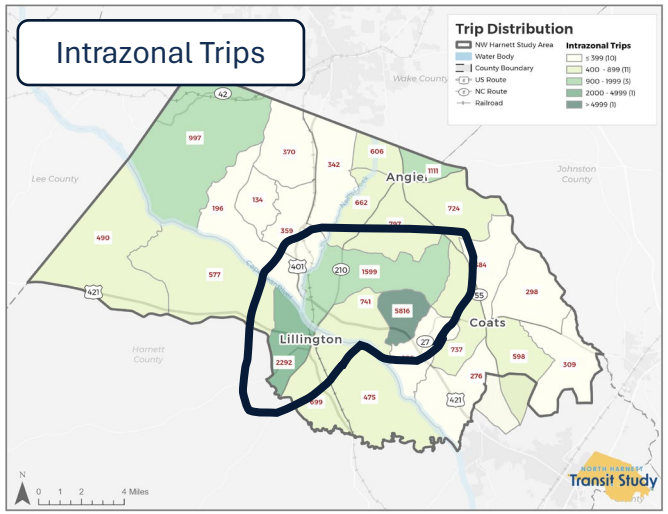
- Most higher density growth is planned between US 401 and NC 210 corridors.
- Upcoming and Ongoing development is also concentrated between US 401 and NC 210.
- Current UDO regulations are mostly transit non-supportive.

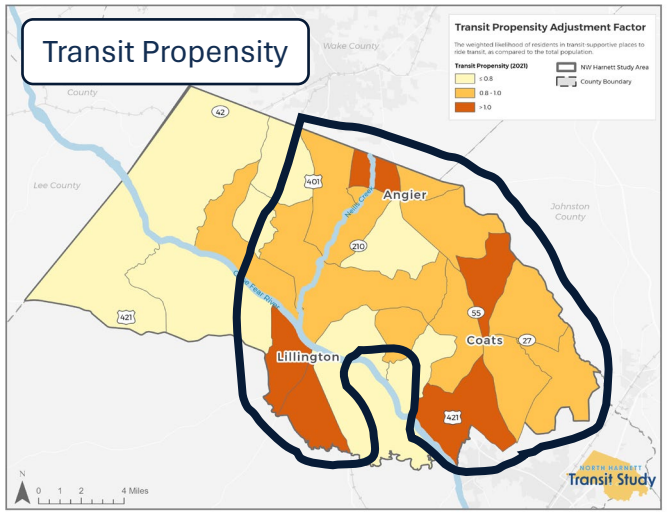
Match denser Land Uses with appropriate UDO regulations to set up the region for successful transit utilization.

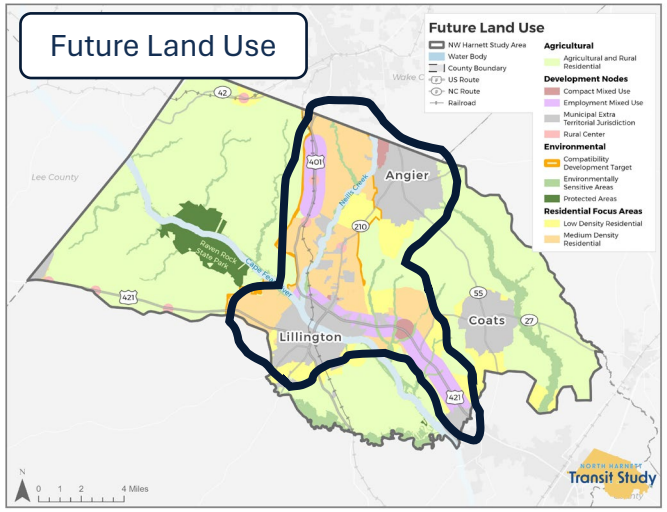
Transit-Supportive Patterns

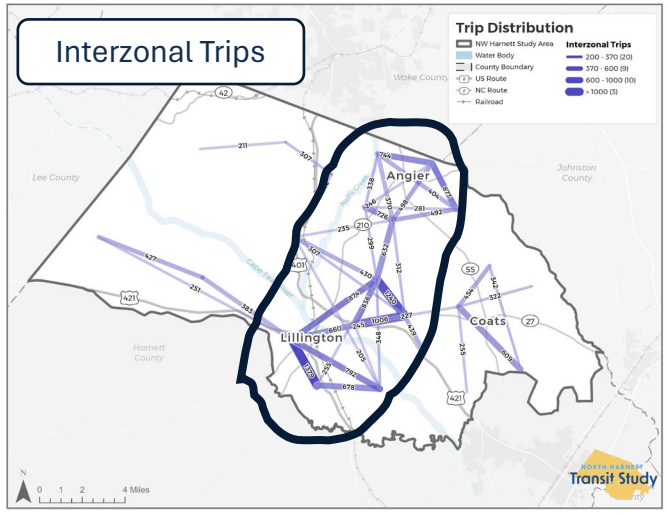












Break



Elected Officials Meeting

- List of Participants
- CTT Feedback on planned activities for EO meetings

List of Elected Officials

Steve Ward	HCPU Director
Glenn McFadden	HCPU Assistant Director
Coley Price	Asst County Manager
Nick Holcomb	Town Manager of Coats
Mike Morrow	Asst Co Mgr
Brent Trout	Harnett County Mgr
Vagn Hansen II	Regional Land Use Advisory Commission - Executive Director
Steve Wykel	Ft Liberty Housing Division Chief
George Adler/ Steve Nueschafer	City of Dunn - Planning Director / City Manager of Dunn
Jeffery Jones/ Elizabeth Krige	Town of Angier - Planning Director / Town Manager
Joseph Jeffries / Landon Chandler	Town of Lillington Manager / Planning Director
Snow Bowden	Town of Erwin Manager
Randy Baker	Town of Erwin Mayor
Desiree Patrick	Community Relations Director / Public Information Officer
Lynn Lambert	Ag & Cooperative Ext (large landowner ideas?)
Barbara McKoy	District 1, Harnett County Board of Commissioners
William Morris (Vice-Chairman)	District 2, Harnett County Board of Commissioners
Brooks Matthews	District 3, Harnett County Board of Commissioners
Lewis Weatherspoon	District 4, Harnett County Board of Commissioners
Matthew Nicol (Chairman)	District 5, Harnett County Board of Commissioners
Chris Prince	NW Harnett FD Chief

- Meeting Scheduled on Wednesday, February 14 from 9 AM to 11 AM at Harnett Regional Water Building.

Elected Officials Meeting

Approach

- Project Overview and Goals
- Travel Patterns / Socio-Economic overview
  - Poll regarding Challenges / Opportunities / Concerns
- Transit 101 Education
  - Preview in the upcoming slides
- Overview of Stakeholder and Public Engagement
  - Stakeholder focus groups
  - Popup and Online surveys
- Transit Vision for Harnett County (polling exercise)
  - Community interest around transit?
  - Benefits of transit service
  - Beneficial enhancements
  - Underserved Areas

Your Suggestions!

Please help us convey the importance of this meeting to the EOs of your jurisdiction!

Transit 101

What is Transit?

Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:

- Work
- School
- Social Visits
- Shops
- Appointments







What are the benefits?



Access to employment



Community Accessibility



Congestion Mitigation



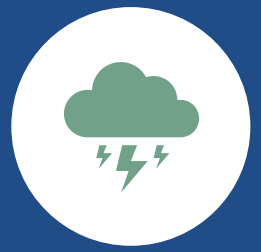
Environment and Air Quality



Cost-Effective Transportation



Sustainable Development



Emergency Evacuation and Response



Quality of Life

What are some challenges?



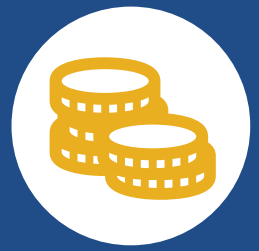
Low Population Density



Limited Infrastructure



Geographic Spread



Funding Constraints



Limited Operating Hours



Community Resistance



Limited Technology Infrastructure

What can transit look like?

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

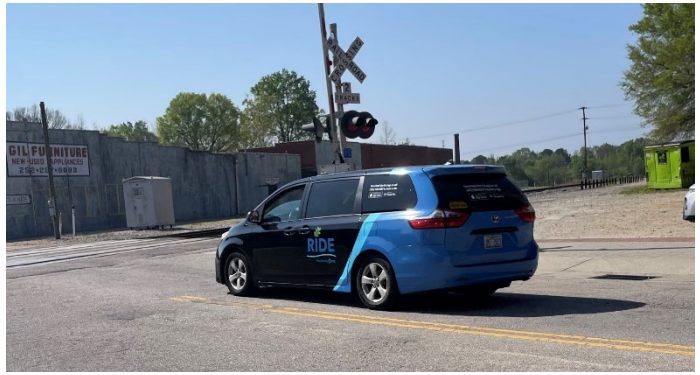
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.

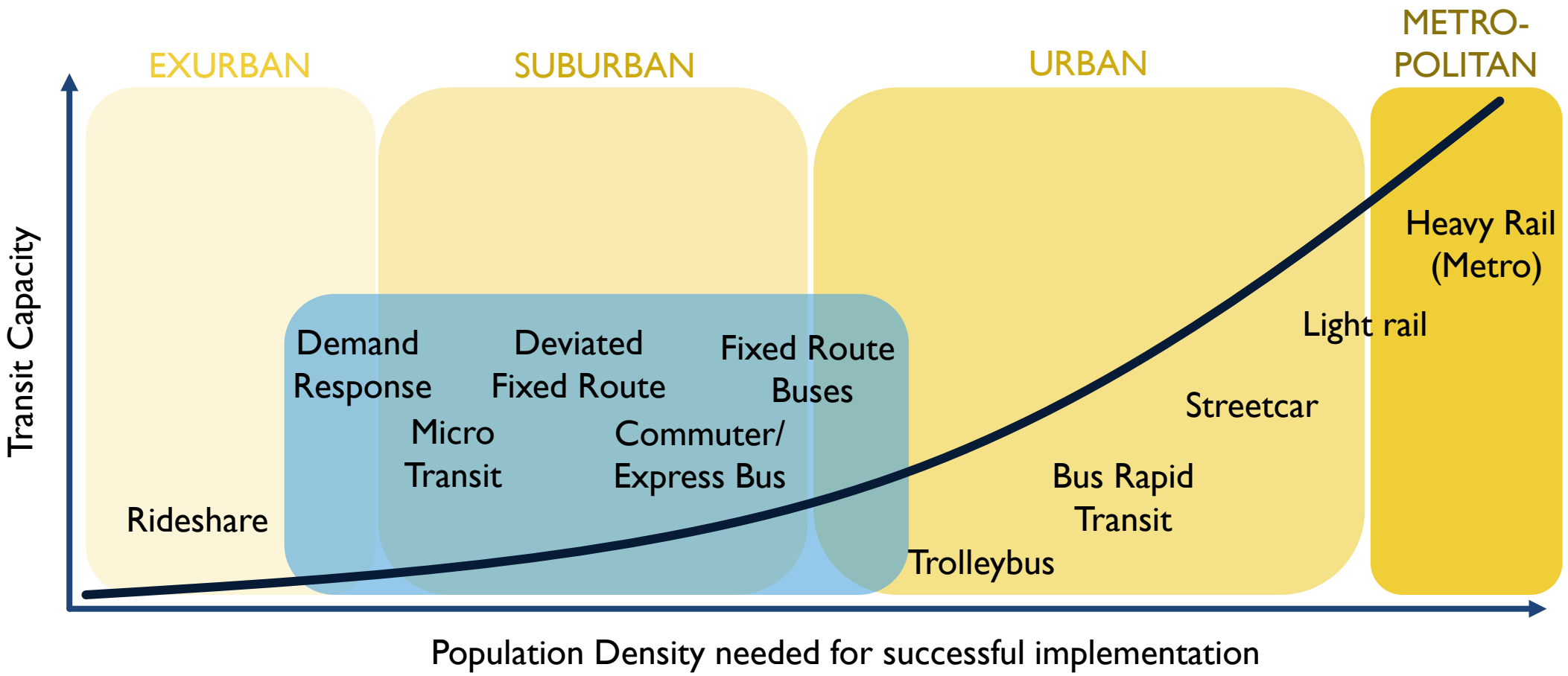


Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

What does transit look like?

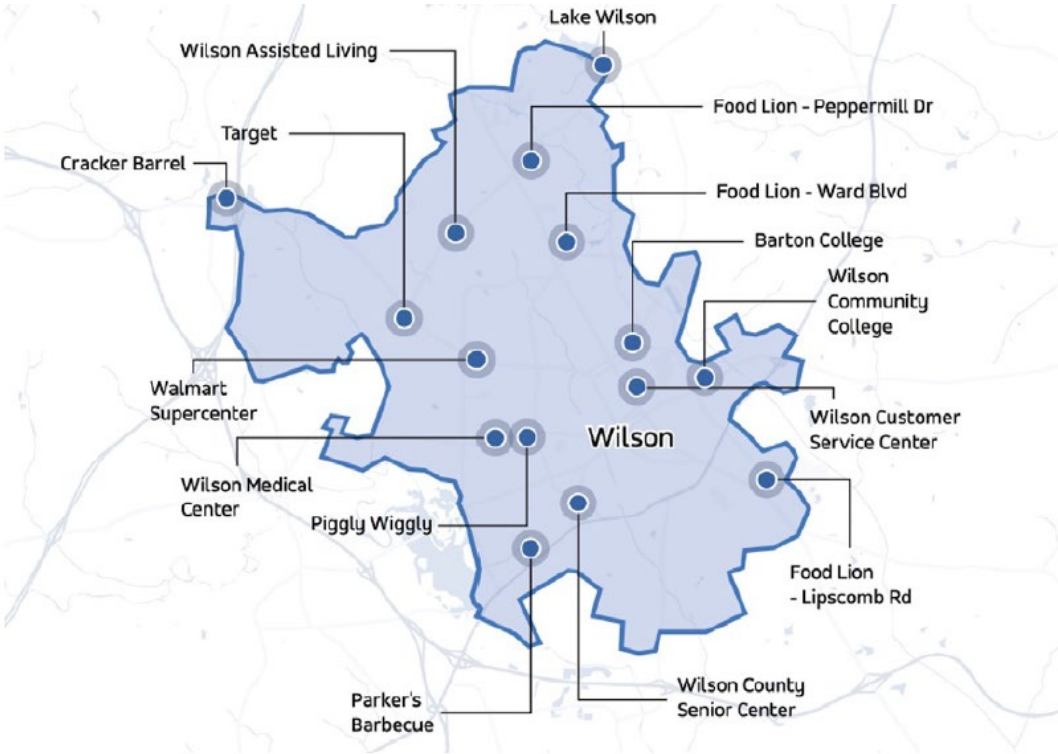


Case Study #1



RIDE (Wilson, NC) – Launched September 2020

- Replaced fixed route bus system
  - Corner-to-corner service; defined service area
- Operated by Via
  - Rides cost $2.50 per trip
- Operates Monday – Friday (5:30am – 7pm) and Saturday (7am – 6pm)
- Rides booked through app or call center
- Received federal funding to support additional service hours
  - During this time saw 58% increase in monthly riders (9,000 in March 2021 to 14,2000 in February 2022)

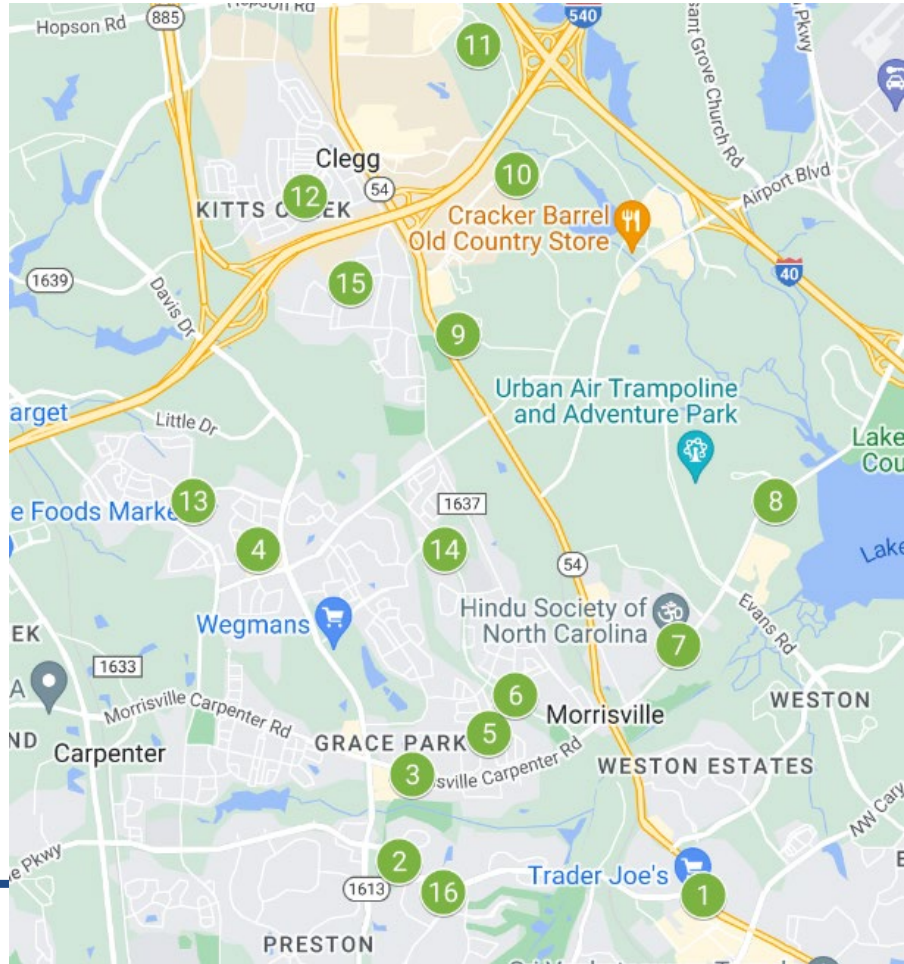


Case Study #2



Morrisville Smart Shuttle (Morrisville, NC) – Launched October 2021

- Connects 16 shuttle stops (called nodes)
- Operated by GoCary with Via as technology provider
- Operates 7 days a week
  - Monday – Friday (7am-9pm)
  - Saturday (8am – 8pm); Sunday (8am – 7pm)
- Rides provided for free
- Rides booked through app
- 1,695 riders in June 2022





What can transit look like?

Navigating Harnett

Navigating Harnett



Break into small groups



Group is assigned a profile



Discuss the challenges and brainstorm solutions



Report back on your discussion

Community Member Case Study

Mr. Johnson is an 80-year-old community member who relies on the HARTS dial-a-ride service.



Need:

- Mr. Johnson needs to get a new prescription filled quickly.

Challenge:

- HARTS is not available to pick Mr. Johnson up in time.

Limitations:

- Mr. Johnson has limited mobility and relies on a wheelchair to get around.
- While the pharmacy is near Mr. Johnson's home, there are no adequate pedestrian facilities between his home and the pharmacy.

Potential Transit Solutions

What are some potential transit solutions to Mr. Johnson's situation?



- Fixed Route Service
  - Fixed Stop or Traditional Service
    - Offers set routes and schedule that are easy to navigate and dependable
  - Express Service
    - Provides frequent connections, such as linking a residential neighborhood to a shopping plaza
- Demand Response or Microtransit
  - On-demand, dynamically-routed service
    - Can help reduce demand/burden on HARTS dial-a-ride service

Benefits

What are some of the benefits to the overall community when this role is supported via transit?



- Reduces Social Isolation
  - Better connectivity to family, friends, and community services/activities
- Supports Aging in Place
  - Seniors can remain in their homes even if they no longer drive, which reduces mental and financial stress on families who may have had to place elders in an assisted living home otherwise
- Economic Participation
  - Seniors can engage in part-time employment, volunteering, or other economic activities when reliable transportation options are available

Scenario 1

Joe is a father of two, Joe and his wife Lisa rely on being a two-vehicle household to manage their family of four's hectic schedule.



Need:

- Joe and Lisa need two vehicles to accommodate their family's daily schedule.

Challenge:

- Joe recently broke his leg and is unable to drive for 3 months.

Limitations:

- Competing schedules require Joe and Lisa to travel to different places regularly.

Scenario 2

Emily is a 30-year-old single parent who relies on her vehicle for daily travel.



Need:

- To pick up her son with a high fever from school and take him to the nearest healthcare facility quickly

Challenge:

- Emily's vehicle is in the shop and the nearest healthcare facility is only accessible by vehicle

Limitations:

- Emily's vehicle won't be ready for several hours, but her son's requires immediate medical attention
- The school is near Emily's home and school, but there is no access to healthcare within walking distance

Scenario 3

Alex is a 22-year-old late shift worker at a manufacturing plan who carpools with his colleagues.



Need:

- Alex needs to work late today at the manufacturing plant

Challenge:

- Alex carpooled with coworkers and will have no way home after work if he works late.

Limitations:

- Rideshare options like Uber are limited this late at night.
- Alex's work is located a considerable distance from where he lives making the commute more time-consuming and challenging.

Scenario 4

Jill is a 16-year-old high school student participating in an after-school tutoring program to improve her college options, and she relies on her parents to pick her up after school.



Need:

- Jill needs reliable transportation home from her after-school program.

Challenge:

- Jill relies on her parents for transportation, but her after-school program conflicts with their work schedule

Limitations:

- Jill and most of her friends (like many youths across the U.S.) have decided not to get their driver's licenses.
- During the winter months, Jill would be getting home after dark, and her parents are concerned for her safety.

Scenarios



Joe is a father of two, juggling the hectic schedule of a family of four. Joe and his wife Lisa rely on their two vehicles to accommodate their family's daily schedule, which often requires them to be in two places at once. Unfortunately, Joe recently broke his leg and will be unable to drive for up to three months.



Emily is a 30-year-old single parent, who received a call from her son's school. Her son has a high fever and Emily needs to get him to the nearest healthcare facility quickly. She lives and works near her child's school, but her car is in the shop so she is unable to drive to a doctor's office.



Alex is a 22-year-old late-shift worker at a manufacturing plant. He was asked to work late tonight and will not be able to ride home with his normal carpool.



Jill is a 16-year-old high school student participating in an after-school extracurricular activity to improve her options for getting into college, but faces the challenge of getting home afterward since her parents work late.

Breakout Groups (10 minutes)

- Assume the identity of the person in the assigned scenario
- Discuss the challenges this person faces
- Brainstorm potential transit solutions (short-term and long-term)
- Consider how improved transit in Harnett County benefits this person and the overall community

Report Outs

Scenario 1 – Report Out

Joe, father of two, relies on two vehicles to accommodate family's daily schedule. Recently broke his leg and is unable to drive for up to three months.



Community Benefits

- Redundancy in the Transportation Network
  - Provides transportation alternatives when personal vehicles are not available
- Environmental Benefits
  - Reduces fuel consumption and air pollution
- Improves Efficiency
  - Reduces road congestion

Scenario 2 – Report Out

Emily is a 30-year-old single parent who relies on her vehicle for daily travel. Emily's vehicle is in the shop. She receives a call from the school that her son has a high fever and needs to be taken to the nearest healthcare facility quickly.



Community Benefits

- Redundancy in the Transportation Network
  - Provides transportation alternatives when personal vehicles are not available
- Increases Transportation Equity
  - Provides affordable transportation to a larger population
- Improves Access and Mobility
  - Increases access to healthcare facilities, pharmacies, grocery stores, and other necessities

Scenario 3 – Report Out

Alex is a 22-year-old late shift worker at a manufacturing plan who carpools with his coworkers. Alex needs to work late today and will not be able to return home with his carpool.



Community Benefits

- Boosts the local economy
  - Expands the workforce and improves productivity
- Increases Safety

Scenario 4 – Report Out

Jill is a 16-year-old high school student participating in an after-school tutoring program to improve her options for getting into college who relies on her parents to pick her up after school. Jill's parents work late and are unable to pick her up.



Community Benefits

- Increases Transportation Equity
  - Provides transportation to a wider age range
- Reliable Transportation
  - Reduces stress and safety concerns
- Increases Independence
- Builds long-term habits
  - Leads to long-term benefits

Public Engagement

Planned Activities



Stakeholder Focus Groups (March)



Pop-up Events (March – May)



Online Survey (March – May)

Next Steps

Next Steps

Travel Demand Analysis

- Elected Officials Workshop
- Finalizing the maps and memo
- Conclusion of task
- Transition to the next step - PE

Public and Stakeholder Engagement

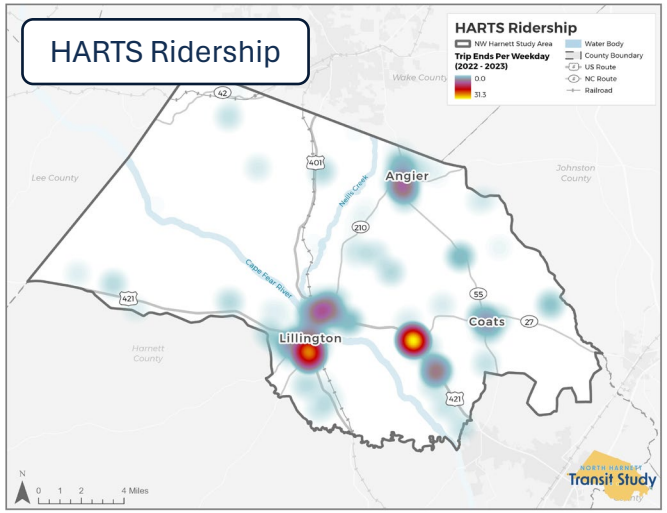
- Preparation of Materials
- Focus Group Workshops
- Online Public Survey
- Popup Events
- Ongoing coordination with the CTT

Next Meeting in June

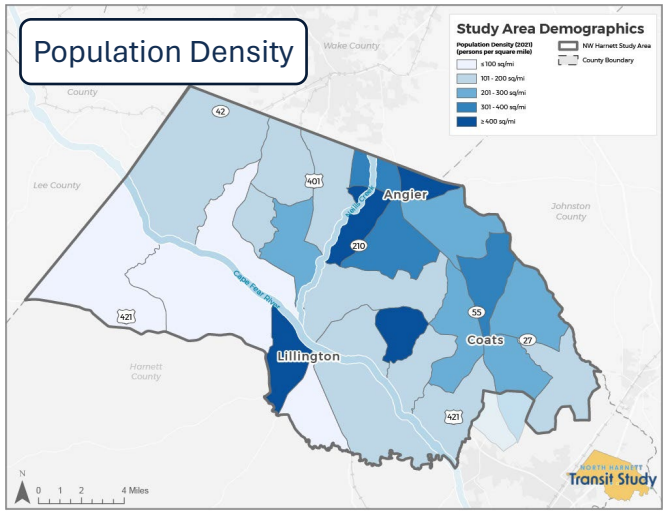
- Week of 17th June
- Doodle Poll will be sent
- Joint meeting with EOs
- Conclusion of Phase 1

Questions

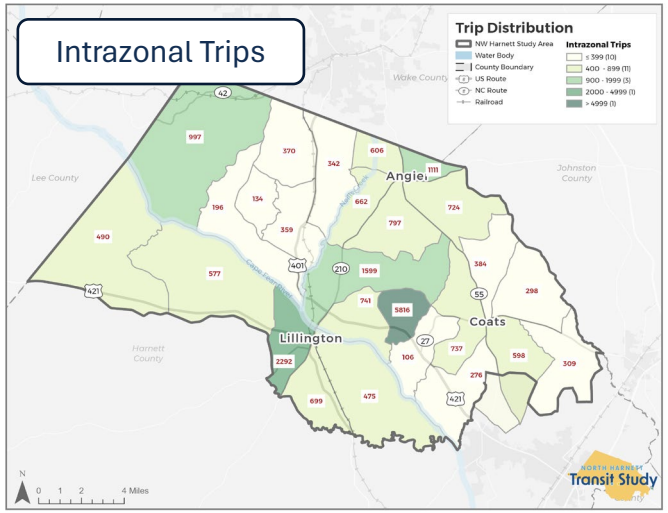
HARTS Ridership



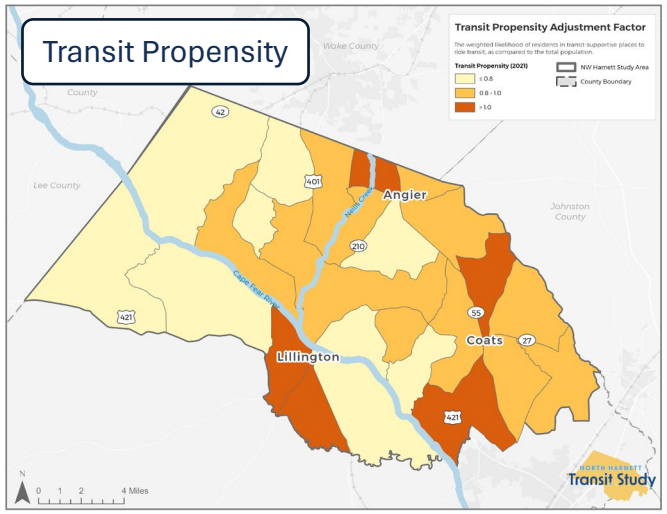
Population Density



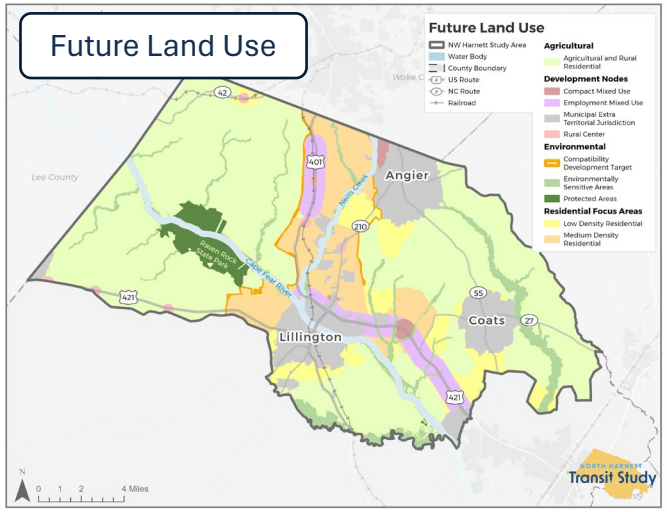
Intrazonal Trips



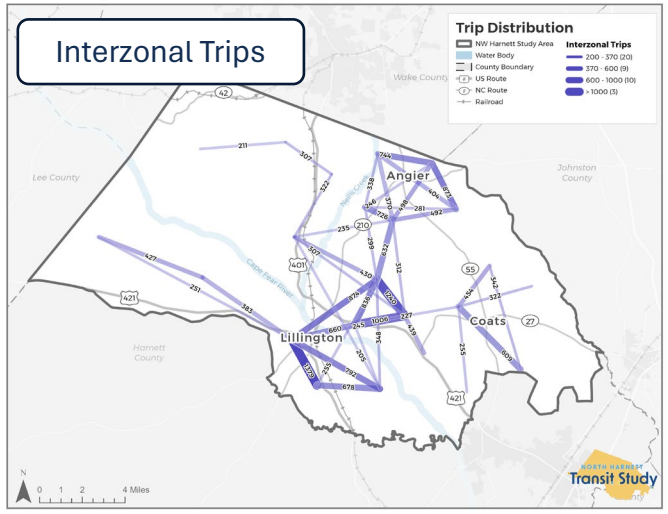
Transit Propensity



Future Land Use



Interzonal Trips





Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

Gaby Lawlor, AICP
Senior Transportation Planner
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wsp

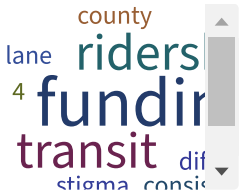
Shivang Shelat, AICP
Lead Transportation Planner
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984-269-4651

Untitled

Current run (last updated Feb 19, 2024 8:34am)

7	12	15	63%
Activities	Participants	Average responses	Average engagement

Is there anything you would add about significant challenges and opportunities?



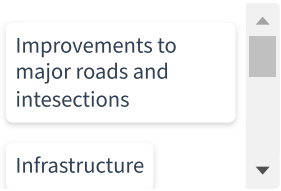
Responses

- Ridership availability transit information
- Demographics
- lifestylechanges
- Funding
- Changing lifestyles
- No 4 lane road into Wake County
- Difficult to use
- Funding
- ridership consistency
- Stigma of Transit
- Funding

42%
Engagement

11
Responses

What concerns do you have about transportation and development in North Harnett?



Responses

- Commercial nodes
- Greenways
- Safe bicycle routes
- ridesharelanes
- Annexation
- Improvements to major roads and intesections
- Infrastructure
- Existinginfrastructure
- Utility needs
- Transit oriented development
- Congestion
- Congestion

58%
Engagement

12
Responses

Are you seeing any interest from the community today around transit?



Response options	Count	Percentage
Strong interest	1	13%
Some interest	**5**	**63%**
Very little interest	1	13%
No interest	0	0%
Not Sure	1	13%

67% Engagement

8 Responses

What enhancements would be most beneficial for the public?

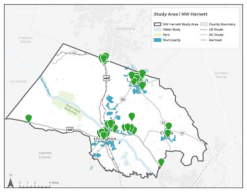


Response options	Count	Percentage
Reliable fixed-route service	3	14%
Flexible on-demand service	**7**	**33%**
Longer weekday early morning service hours	4	19%
Longer weekday late evening service hours	4	19%
Weekend service	3	14%

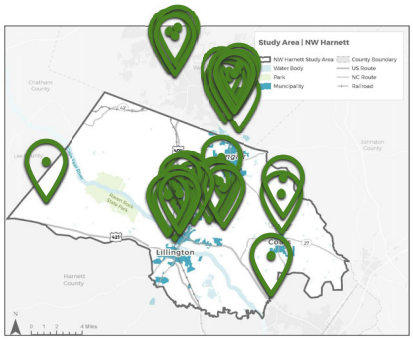
67% Engagement

21 Responses

What locations in North Harnett would most benefit from transit services?



Response options | Count | Percentage



31 | 100%

67% Engagement

31 Responses

What kind of service do you think should be prioritized?

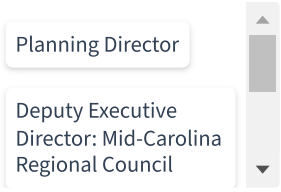


Response options	Count	Percentage
Mostly local service with some regional service	**5**	**63%**
Balance of local service and regional service	3	38%
Mostly regional service with some local service	0	0%

67%
Engagement

8
Responses

What is your role and the community/agency/organization that you represent?



Responses

Manager | Commissioner/Harnett County | County Commissioner | Manager | Erwin | Commissioner/Harnett County | Town Manager- Erwin | Harnett County Commissioner | Manager | Planning Director | Deputy Executive Director: Mid-Carolina Regional Council | Deputy manager | CAMPO | City of Dunn

75%
Engagement

14
Responses

NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Elected Officials Workshop

DATE: February 14th, 2024, 9:00AM

MEETING LOCATION: 700 McKinney Pkwy, Lillington, NC 27546

SUBJECT: NW Harnett County Transit Feasibility Study Elected Officials Workshop

ATTENDEES

Name	Organization	Name	Organization
Samantha Wullenwaber	Mid-Carolina Regional Council	Coley Price	Harnett County
Mike Morrow	Harnett County	Brent Trout	Harnett County
George Adler	Fort Liberty Housing Division Chief	Snow Bowden	Town of Erwin
Randy Baker	Town of Erwin	Brooks Matthews	Harnett County
Lewis Weatherspoon	Harnett County	Shirley Allen	Town of Coats
Gaby Lawlor	CAMPO	Bonnie Parker	CAMPO
Shelby Powell	CAMPO	Shivang Shelat	WSP
Sarah Parkins	WSP	Leah Weaver	WSP

Meeting Highlights

1. Project Overview and Goals

Gaby introduced the study and project consultant. Shivang presented the project's purpose. Northern Harnett County is experiencing a lot of growth from suburban to urban and we will need other modes of transportation in the future including the steps to evaluate transit in the study area. Shivang also presented some objectives in the 2023 strategic plan that transit would help achieve and mentioned that there are several stages of public engagement over the study. Shivang introduced the study area which includes the area where Harnett County intersects with CAMPO's boundary. Shivang presented the timeline for the study.

2. Travel Patterns/Socio-Economic Overview

Shivang presented on the important transit demand analysis terminologies including study area, INEX, EXIN, ININ, CBG, Intrazonal, and Interzonal trips. Replica data was used to analyze the trips in the area. The trip distribution in the study area includes 136,800 trips per day. Of these the daily trips that start from the study area are 104,000 and the trips that end in the study area are 88,600. There are 32700 EXIN trips (24%), 48200 INEX trips (35%), and 55700

ININ trips (41%). A quarter of the ININ trips are for work or school compared to 30% in North Carolina. Walking or car passengers make up 30% of the trips. The median distance traveled is 2.2 miles and the median travel time is 10 minutes.

Shivang presented a map of the ININ Intrazonal trips and mentioned that we've seen a lot of intrazonal trips between Campbell university and Lillington because of the students.

Shivang presented a map of the ININ Interzonal trips and mentioned that these trips are 60 percent of the total trips. Shivang presented the combined map of both the interzonal and intrazonal trips.

Mr. George Adler asked how did we get these trip data points. Shivang responded that our phones are pinging every 5 seconds and they anonymize this data at a group level. Then Replica buys this data and compares it to the census data and what speeds the phones are pinging. They can then interpolate the data. Mr. George Adler responded that if the ping starts and ends at a hotel then you know not to use it and Shivang agreed.

Shivang asked if there was anything that stuck out about the data.

Mr. Brooks Matthews said the data makes a lot of sense. The lines headed towards Sanford Raleigh and Fayetteville make sense as well.

Shivang mentioned that he was surprised that US 401 didn't show up on the ININ map. It's acting as more of a through route instead of being used for internal trips.

Shivang presented the areas where transit could be more successful. Mr. George Adler asked where these people are going. Shivang responded that only 25% of the people are going to work and school. Since most of the trips are flexible then you could use micro transit.

Mr. Lewis Weatherspoon asked about the intersection at 210 in Angier he said that US 401 should have more trips. Shivang responded that since this map excludes people going home the number of trips is reduced by half on this map and that we didn't want to lose the directionality of the trips. Also, through trips are also not included in the internal trips. Gaby responded that we are breaking down the data into smaller pieces, but the trips will add up to the higher numbers seen in the AADT. We will look at the external trips soon. Shivang mentioned that we want to know what the priority is for transit whether it be internal or external trips.

Mr. George Adler asked if these trips showed someone who would take a trip to the grocery store or within the same area and Shivang responded yes it would.

Shivang presented the INEX trips totaling 48,000. The median travel distance for these trips is about 14 miles and 70% are discretionary. Due to the median distance being high walking trips have diminished a lot. Since these are longer trips the median time is 35 minutes. 45% of the trips are going to Wake County of which one-third are for work or school. One-fourth of the trips are destined for Harnett County outside the study area. Most of the trips going to Wake County are close to the Wake County and Harnett County boundary. Only around 1300 trips are ending within the beltline of Raleigh which isn't a lot. There are only about 2200 people going to Cumberland County. Johnston County 4100 trips.

Mr. Lewis Weatherspoon asked if the 2100 includes residents of Harnett County. He said he thought the number of trips to RTP would be higher. Mr. Coley Price responded that he also thought that number would be higher as well. Shivang said that this map only shows as it is now and with the kind of growth we are seeing the numbers will double. Mr. Coley Price said all the towns in the south are now going to see the kind of growth that Raleigh has already seen.

Shivang presented information on he EXIN trips and mentioned that the EXIN trips has the lowest number of trips starting outside of the county and coming in. The trip distribution and travel times are similar to the INEX trips.

Shivang presented the demographics maps which included the Persons Below Poverty Line, Minority Population, and Zero-Car Households. The darker colors represent the higher concentrations.

The Persons below the poverty line map showed 18% persons below the poverty line in the study area compared to NC average of 14%. The persons below poverty ranged from 0-48% and South of Coates had the highest concentration.

Minority Population

The Minority Population map showed an average of 31% minority population in the study area compared to the NC average of 38%. The percentage minority population ranges from 0 to 50%. Higher concentrations of minority populations are in northeast Angier, north Coats, and west Lillington.

The Zero-Car Households map showed an average zero car household percentage of 4.4% in the study area compared to the NC average of 2.2%. The percentage of zero car households in each census block group ranges from 0% to 12%. Additionally, 10% households are automobile-deficient

Shivang presented on the Transit Propensity Factor and mentioned that we used all the demographic data to come up with a transit propensity map. The map shows the weighted likelihood of residents in each census block group to use transit. If the number is greater than 1 then there is a higher than likely chance of people using transit in that census block group. We are starting to see patterns of where transit would be more beneficial to the residents.

Shivang presented on the existing and planned transit within and surrounding the study area. HARTS is an demand-response service and in 2022 it had 60,000 annual trips. You must plan the trips in advance by 2 days, so most are medical. The trips must be completed by 5pm. There are higher concentrations in Lillington. The map showed origin and destination concentrations which show where medical centers are located.

Ms. Samantha Wullenwaber asked if there is a way to show the populations of the areas on the transit propensity maps. She was surprised to see the higher transit propensity south of Coats. Shivang responded that he would follow up on that question later.

Shivang pointed out the park-and-ride just outside the study area that goes to Raleigh. The future transit planned in the MTP is a GoCary route between Apex and Angier that will have a higher frequency of trips. Further down the line we can connect to the GoCary route that connects in Angier.

Mr Weatherspoon asked what the possibility of having a park and ride in Lillington. Shivang responded that if we extend the GoCary route down to Lillington there would be a higher chance of having a park and ride. Mr. Coley Price said that would make more sense compared to HARTS to have the extended bus routes and he loved the idea of the GoCary to extend down further. Mr. Mike Morrow said having a 30 minute bus ride from Lillington would be ideal.

Shivang presented on the land-use within the study area. Higher density land use is planned between 401 and 210 corridors. The rest of the study area is rural residential. The UDO language and FLU don't interact well. There will need to be some sort of coming together of those to support transit. There is a lot of new development in the central band. Shivang summarized the key takeaways of the data. ININ trips are the highest share of trips. Most of the trips are not dependent on strict schedules which means more leeway in terms of wait times. Most of the trips are along the central band of the study area which means it's prime for deviated fixed route service along NC 210. Since 40% of the curent trips are pedestrian or car passenger there is a high proportion of beneficiaries of transit. The trip distances are short enough for providing a reliable transit service but too long to walk / bike.

3. Transit 101 Education

Sarah led a polling activity to ask elected officials what they've heard from the community.

What is your role and the community/agency/organization that you represent?



Responses

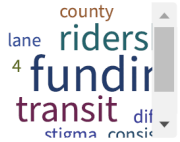
Manager | Commissioner/Harnett County | County Commissioner | Manager | Erwin | Commissioner/Harnett County | Town Manager- Erwin | Harnett County Commissioner | Manager | Planning Director | Deputy Executive Director: Mid-Carolina Regional Council | Deputy manager | CAMPO | City of Dunn

75% Engagement

14 Responses

Sarah presented some of the live poll responses from a meeting with the Core Technical Team. Sarah shared the word cloud responses for the questions, three words to describe Harnett County Today, what are the most significant challenges? And What are the most significant opportunities?

Is there anything you would add about significant challenges and opportunities?



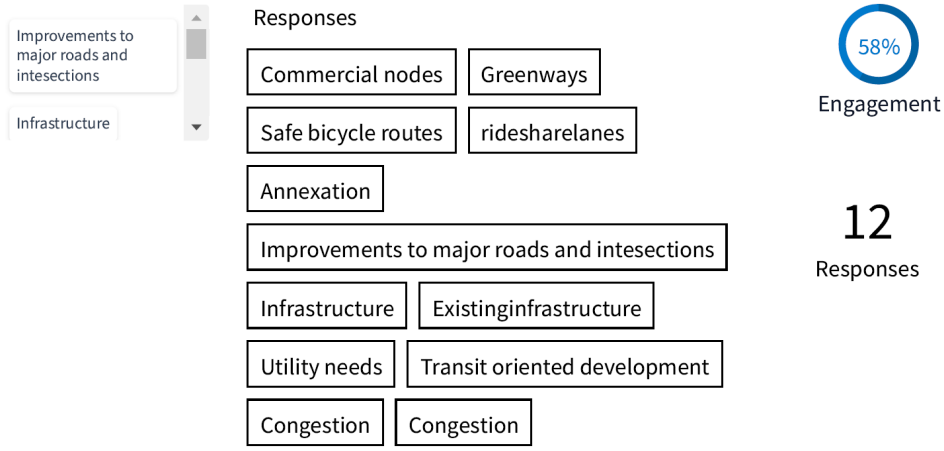
Responses

Ridership availability transit information | Demographics | lifestylechanges | Funding | Changing lifestyles | No 4 lane road into Wake County | Difficult to use | Funding | ridership consistency | Stigma of Transit | Funding

42% Engagement

11 Responses

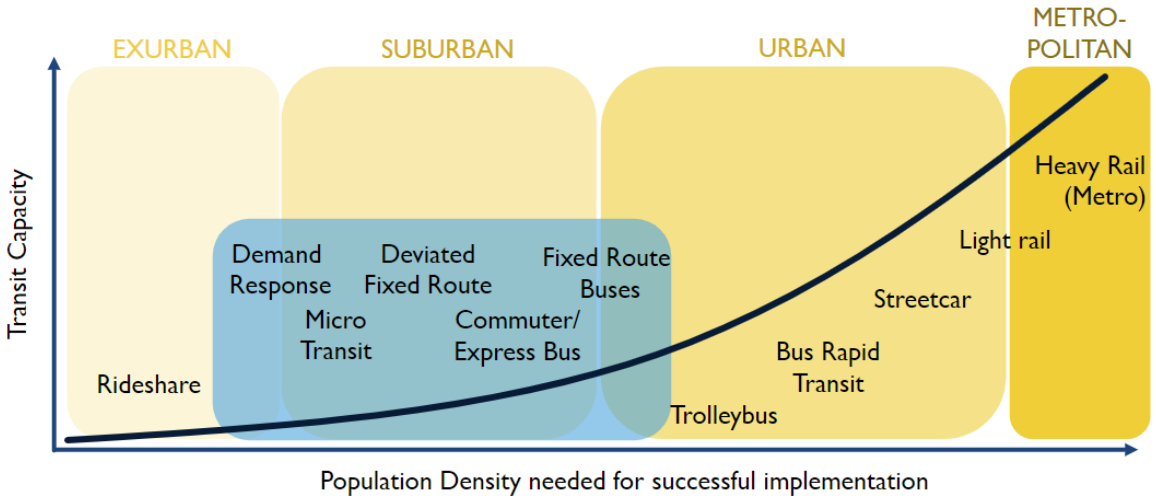
What concerns do you have about transportation and development in North Harnett?



Sarah presented the different transit types and different case studies of transit to compare to what could be implemented in Harnett County.
What is transit? Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.
Sarah presented some of the benefits such as access to employment, community accessibility, congestion mitigation, environment and air quality, cost-effective transportation, sustainable development, emergency evacuation response, and quality of life.
Sarah presented some of the challenges such as low population density, limited infrastructure, geographic spread, funding constraints, limited operating hours, community resistance, and limited technology infrastructure.
Sarah presented examples of different types of transit services that could be implemented in Harnett County.

- 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.

Sarah presented a chart that shows possible transit options for Harnett County based on the transit capacity and population density.



Sarah presented case study #1 on RIDE in Wilson, NC. RIDE is a micro transit service that replaced a fixed route bus system and has an app works to tie similar trips together into one. Mr. Coley Price asked where the funding for this system came from, and Shivang responded that they got federal funding for this change.
Sarah presented case study #2 located in Morrisville, NC. This case has a Smart Shuttle that launched in 2021 and connects 16 shuttle stops called nodes. The service is operated by GoCary and also combines rides of people that are going to the same area.

Sarah presented case study #3 on GoWake's SmartRide NE. SmartRide is a microtransit service that's on-demand and allows users to request same-day service from a pickup location. The service is intended to help people with last mile trips.
Mr. Mike Morrow asked if this was done through grants. Shelby responded that it was funded through a federal grant and they are now moving it into Wake Transit. The service is run by the GoWake Transit system.
Mr. Coley Price mentioned that these are potential options that could work in Harnett.

Sarah led an activity called Navigating Harnett which broke the meeting attendees into groups to discuss different scenarios. Sarah presented an example community member scenario to help everyone understand the activity.

Mr. Johnson is an 80-year-old community member who relies on the HARTS dial-a-ride service.



Need:

- Mr. Johnson needs to get a new prescription filled quickly.

Challenge:

- HARTS is not available to pick Mr. Johnson up in time.

Limitations:

- Mr. Johnson has limited mobility and relies on a wheelchair to get around.
- While the pharmacy is near Mr. Johnson's home, there are no adequate pedestrian facilities between his home and the pharmacy.

Ms. Samantha Wullenwaber asked if it's too early to tell what the impact of delivery services will have on the potential to have on transit. Shivang responded that that does impact certain types of trips, but there are still many other types like social. Those services can also be to expensive for some as well.

Scenario #1:

Joe is a father of two, Joe and his wife Lisa rely on being a two-vehicle household to manage their family of four's hectic schedule.



Need:

- Joe and Lisa need two vehicles to accommodate their family's daily schedule.

Challenge:

- Joe recently broke his leg and is unable to drive for 3 months.

Limitations:

- Competing schedules require Joe and Lisa to travel to different places regularly.

Participants mentioned that some of the challenges of this scenario are that all trips are spread out and you must figure out who needs the vehicle. Joe's work is probably the longest distance away. The first consideration is the children, does anyone need to be home when they get home from school. Is there a school bus to help with the kids? The existing HARTS service can provide some help and then his wife Lisa could take the car. Microtransit or something along those lines would work in this scenario. He would be able to call a day ahead if he used HARTS but we don't know if his job fits within the hours of operations. HARTS provides flexibility the flexibility that he would need. If there was a fixed route option and then a last mile service once he got to Coats then that could be a potential solution.

Scenario #2:

Emily is a single parent who relies on her vehicle for daily travel.



Need:

- The school Emily's son attends lost power and needs to have an early dismissal.

Challenge:

- Emily's vehicle is in the shop and as she is new to the area, does not have anyone who can give her a ride.

Limitations:

- Emily's vehicle won't be ready for several hours and needs to pick up her son before it is ready.
- She is unable to afford to call an Uber given their price/limited availability in the area.

Participants mentioned that a deviated fixed bus system could work like in Wilson. Since that service is offered during the daytime it would be open and operational. A public private partnership or community group that does this type of work would be another option. There are safety concerns for using uber in this area. Opportunities mentioned were the influx of people coming from mass transit locations that are used to using transit. You will get more buy in from those types of people.

Scenario #3:

Alex is a 22-year-old shift worker at a manufacturing plan who carpools with his colleagues.



Need:

- Alex needs to work late today at the manufacturing plant

Challenge:

- Alex carpooled with coworkers and will have no way home after work if he works late.

Limitations:

- Rideshare options like Uber are limited in this area without paying a very high cost.
- Alex's work is located a considerable distance from where he lives making the commute more time-consuming and challenging.

Participants mentioned micro transit would be an option for him to get home from work. Creating a partnership between the manufacturing plant and local transportation to provide a ride home would be another option. For example, the manufacturing plant could provide pay and subsidies for Uber and Lyft.

4. Overview of Stakeholder and Public Engagement

Sarah presented the next steps in the public engagement process including the website, stakeholder focus group meetings, pop-up events, promotional materials, and an online survey. She mentioned the importance of developing community buy-in.

5. Transit Vision for Harnett County – Polling Exercise

Are you seeing any interest from the community today around transit?



Response options	Count	Percentage
Strong interest	1	13%
Some interest	**5**	**63%**
Very little interest	1	13%
No interest	0	0%
Not Sure	1	13%

67% Engagement

8 Responses

What enhancements would be most beneficial for the public?

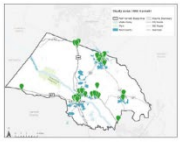


Response options	Count	Percentage
Reliable fixed-route service	3	14%
Flexible on-demand service	**7**	**33%**
Longer weekday early morning service hours	4	19%
Longer weekday late evening service hours	4	19%
Weekend service	3	14%

67% Engagement

21 Responses

What locations in North Harnett would most benefit from transit services?



Response options	Count	Percentage
	31	100%

67% Engagement

31 Responses

What kind of service do you think should be prioritized?



Response options	Count	Percentage
Mostly local service with some regional service	**5**	**63%**
Balance of local service and regional service	3	38%
Mostly regional service with some local service	0	0%

67%
Engagement

8
Responses

6. Next Steps

Shivang presented the next steps in the project including finalizing the maps and memo, public and stakeholder engagement, and the next CTT meeting in June. The project team will present the findings from the public engagement back to elected officials. Please contact Gaby Lawlor or Shivang Shelat if you have any questions or comments on the material presented during the meeting.

Mr. Brent Trout asked if the organizations that provide transit up in Raleigh would be inclined to come to Angier and Lillington or would it be us as a county that would have to own the buses. Could we partner with Raleigh? Shivang responded that there are funding agreements, but the service can be taken care of by these already established services. Mr. Trout responded that Harnett doesn't have the capacity and funding to start up a bus system. Shelby responded that Wake transit is funded by the gas tax and the rule is that it needs to be a benefit to Wake County. GoTriangle is allowed to serve 5-10 miles outside of their designated area. Those are more commuter based and there would be some shared cost associated with providing that service. The priorities looked like internal transportation was more of an initial priority. That would be a lot more county focused and financially supported. There are a lot of federal financial grants out there that could help get something off the ground. We've also seen CARTS up in Franklin and Graham counties work as a pilot. CARTS tried something out to dip their toe in the water for what the demand is in that area and then did some larger transit investments.

Sarah mentioned that when we go and speak to the community we are going to find out if this is something that people will buy into or have a serious conversation about what this should look like. We are setting up a website that will live in perpetuity and be taken on by the county for one stop to continue to communicate with the community and get feedback.

Mr. Lewis Weatherspoon said Mr. Coley Price and him have spent a lot of time talking about transit. A lot of people have the question what if my kid gets sick and I have to go pick them up or what if a family member gets sick. This goes back to the education part is that people need to know the guidelines. If you go to Fuquay park and ride and get on GoRaleigh, GoRaleigh will take you back to your car but a lot of people don't know that. One of the opportunities is that a lot of people are moving here from places where they are used to public transportation and want to know why we don't have it. He thinks you will find more reception for transportation in this area.

Mr. Coley Price mentioned that we are unique that we only have 5 incorporated and lots of explosive growth in these places. We are trying to give them identities.
Shivang responded that we want to provide more options for people to make that trip while right now a car is the only option.

Mr. Lewis Weatherspoon said NCDOT doesn't have any money and if you talk to NCDOT about when are they going to update US401 and NC55, it's funding that's hindering it and one of the answers is public transportation.

Mr. Coley Price said we want to help inside the county so that we can get outside the county.

Shelby mentioned that a lot of people coming here don't have a network of people to call for a ride. Mr. Coley Price responded there are a lot of older widowed people that don't have any way to get where they want to go. Mr. Lewis Weatherspoon mentioned that not everyone knows their neighbors and they don't have anyone to call. Ms. Samantha Wullenwaber mentioned that there are companies out there that will test out the service for a year to see how it goes. Shelby responded that's what Wilson, NC does through Via service.

Mr. Mike Morrow asked how would one get NCDOT to fund these projects. Shivang responded that NCDOT isn't the only funding mechanism but to explore other funding options to get things started. Bonnie responded that we should learn from neighboring jurisdictions on what has worked well and what hasn't.



Public Officials Meeting

February 14, 2024

NORTH HARNETT
Transit Study

Agenda

01. Project Purpose

02. Travel Patterns, Demographics and Land Use

03. Local Knowledge

04. Transit 101 Campaign

05. Navigating Harnett: Interactive activity

06. Creating the Vision

Project Purpose

Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

North Harnett Transit Study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and future growth,
- **educating** the residents and stakeholders about different types of transit, and gathering their views on different aspects of transit,
- **assessing** the desire of the decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy for North Harnett County



Project Purpose

HARNETT COUNTY

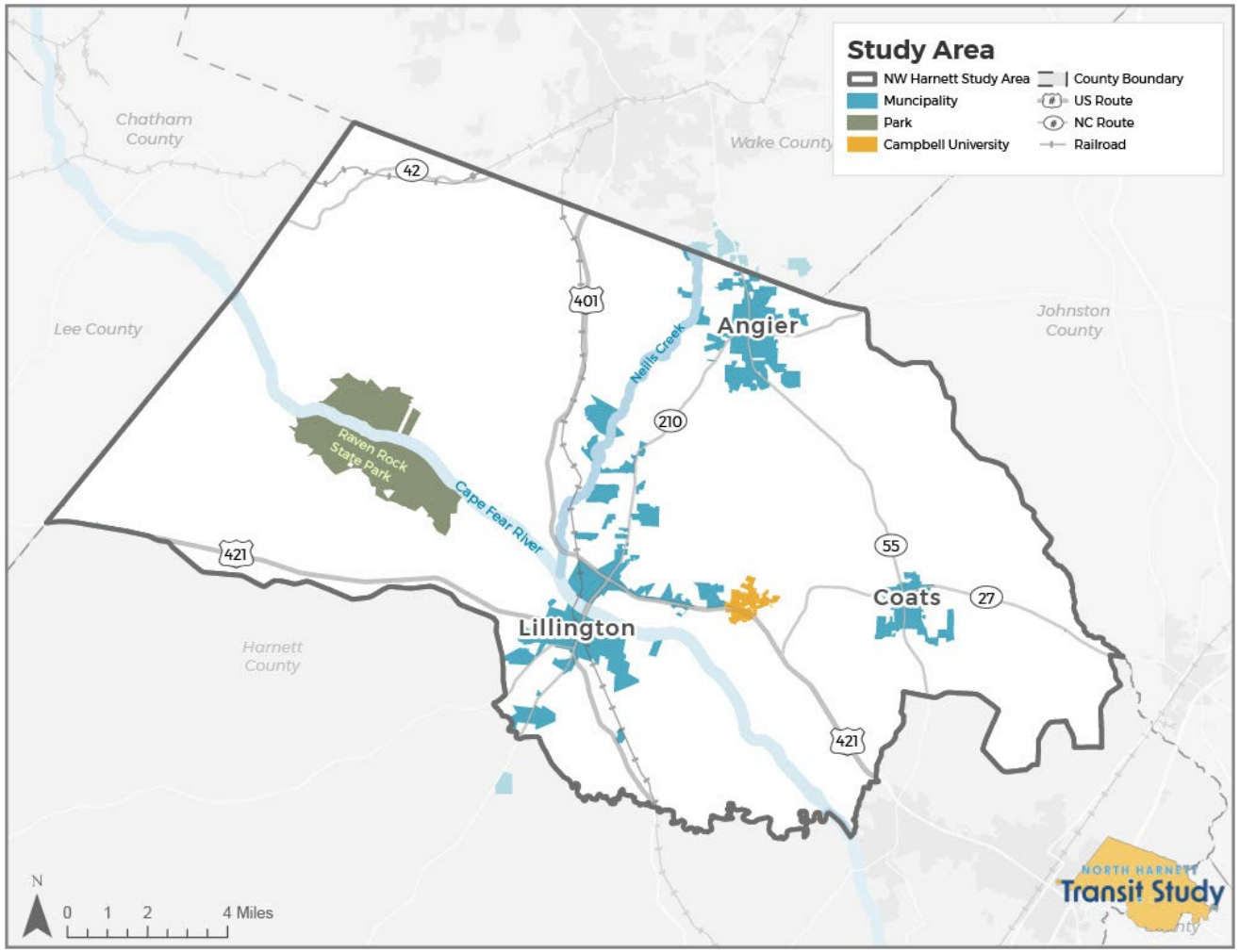
2032 Strategic Plan

Objective 3.3	Improve access to healthy food
Objective 4.2	Provide well-planned communities with smart and sustainable growth strategies
Objective 4.6	Foster upward mobility and reduce poverty

▶ **Action 4.4:** Pursue enhanced transportation infrastructure to reduce congestion and increase access throughout the county

Objective 5.2	Provide opportunities for citizens to engage meaningfully with County government

Study Area



- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Timeline (Phase 1)

2023.

Nov - Dec

CTT and Stakeholder Team formation

CTT Meeting 1

Transit and Demographic Data Collection

2024.

Jan - Feb

Data Analysis

PE Preparation

CTT Meeting 2

Workshop with Elected Officials

2024.

Mar - Apr

Public and Stakeholder Engagement

Workshops with Focus Groups

2024.

May - Jun

TCC and Executive Board Presentations

Transit Demand Analysis Report

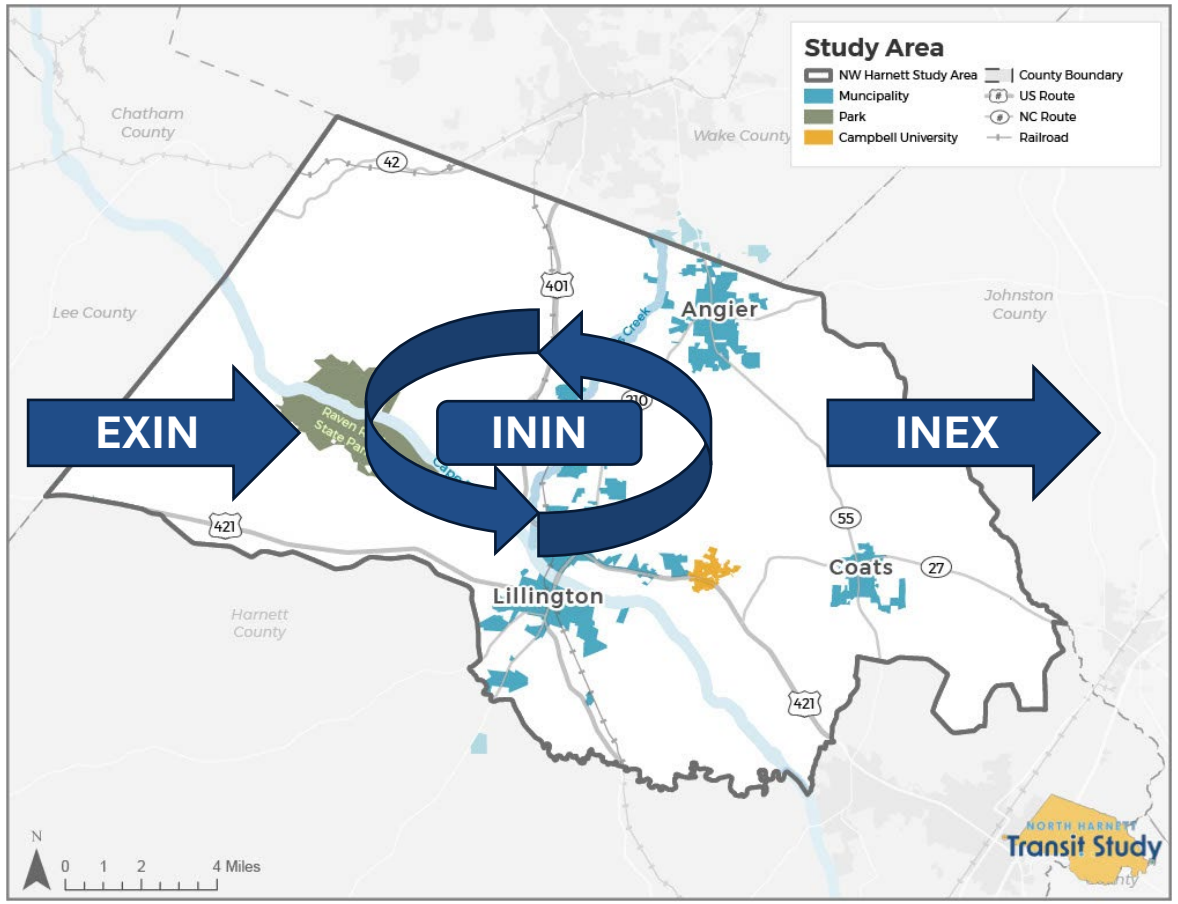
CTT Meeting 3 combined with Elected Officials

Phase 2 – July 2024 to June 2025

Travel Patterns, Demographics, and Land use

- Travel Patterns Review
- Demographics and Transit Propensity
- Existing and Planned Transit
- Land Use

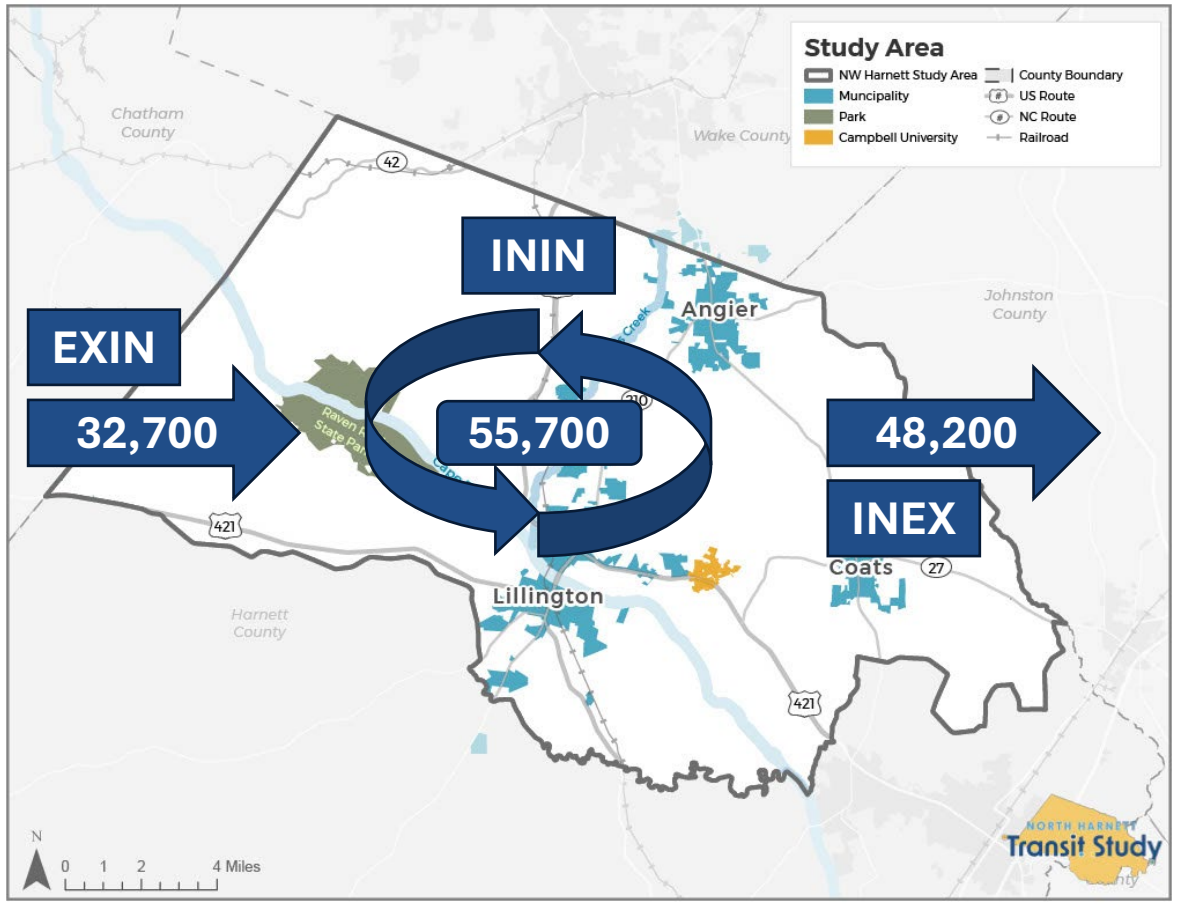
Terminologies



- Trips starting and ending inside the study area - Internal Internal Trips - **ININ Trips**
- Trips Starting inside the study area and ending outside - Internal External Trips – **INEX Trips**
- Trips starting outside the study area and ending inside - External Internal Trips - **EXIN Trips**

- Census Block Groups - **CBGs**
- Trips starting and ending inside the CBGs of the Study Area – **Intrazonal Trips**
- Trips between CBGs of the Study Area – **Interzonal Trips**

Trip Distribution

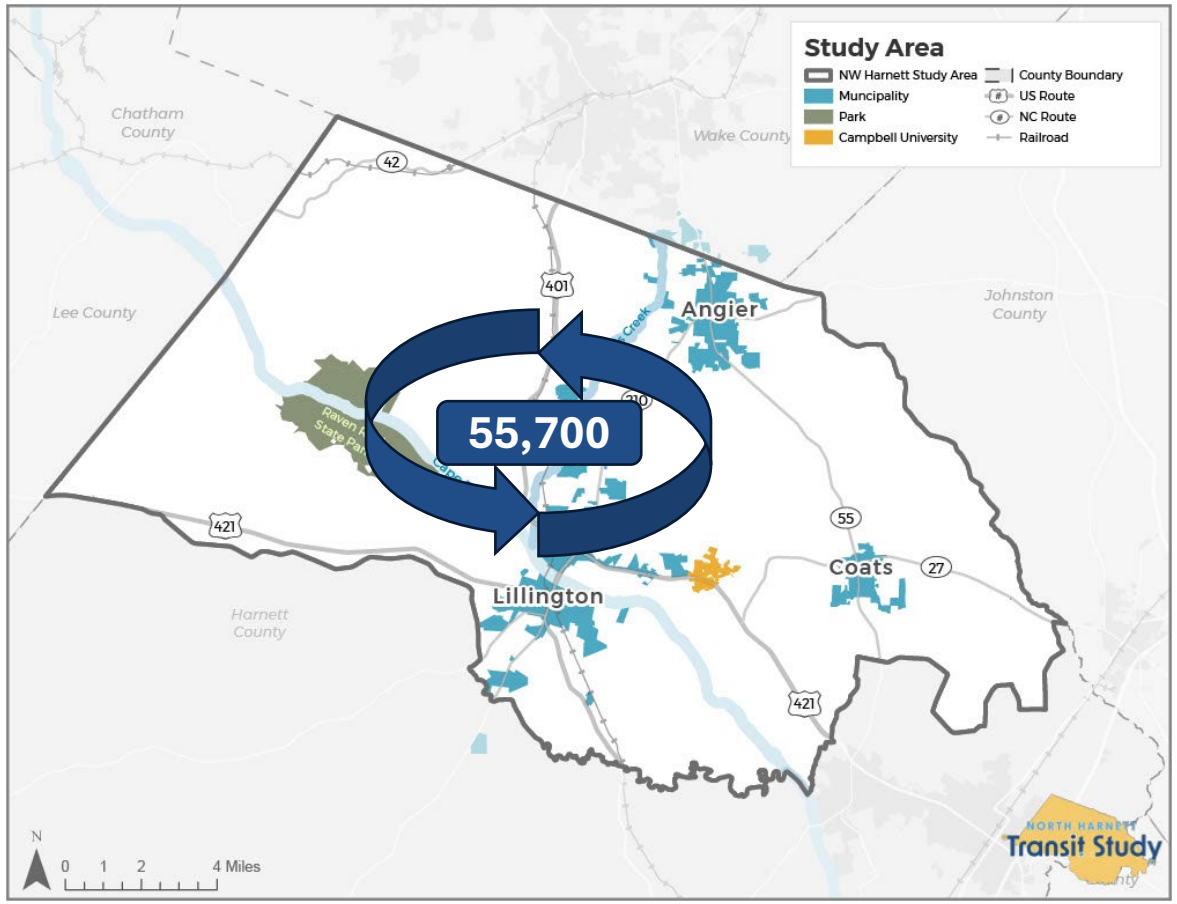


- Replica Data - Spring 2023, Thursday
- Filtered for all non-commercial travel where destination was **not** Home, Hotel or Airport.

- Total trips interacting with the Study Area - ~136,800
- Daily Trips starting from the Study Area – ~104,000
- Daily Trips ending in the Study Area – ~88,600

- EXIN Trips – 32,700 (24%)
- INEX Trips – 48,200 (35%)
- ININ Trips – 55,700 (41%)

ININ Trips



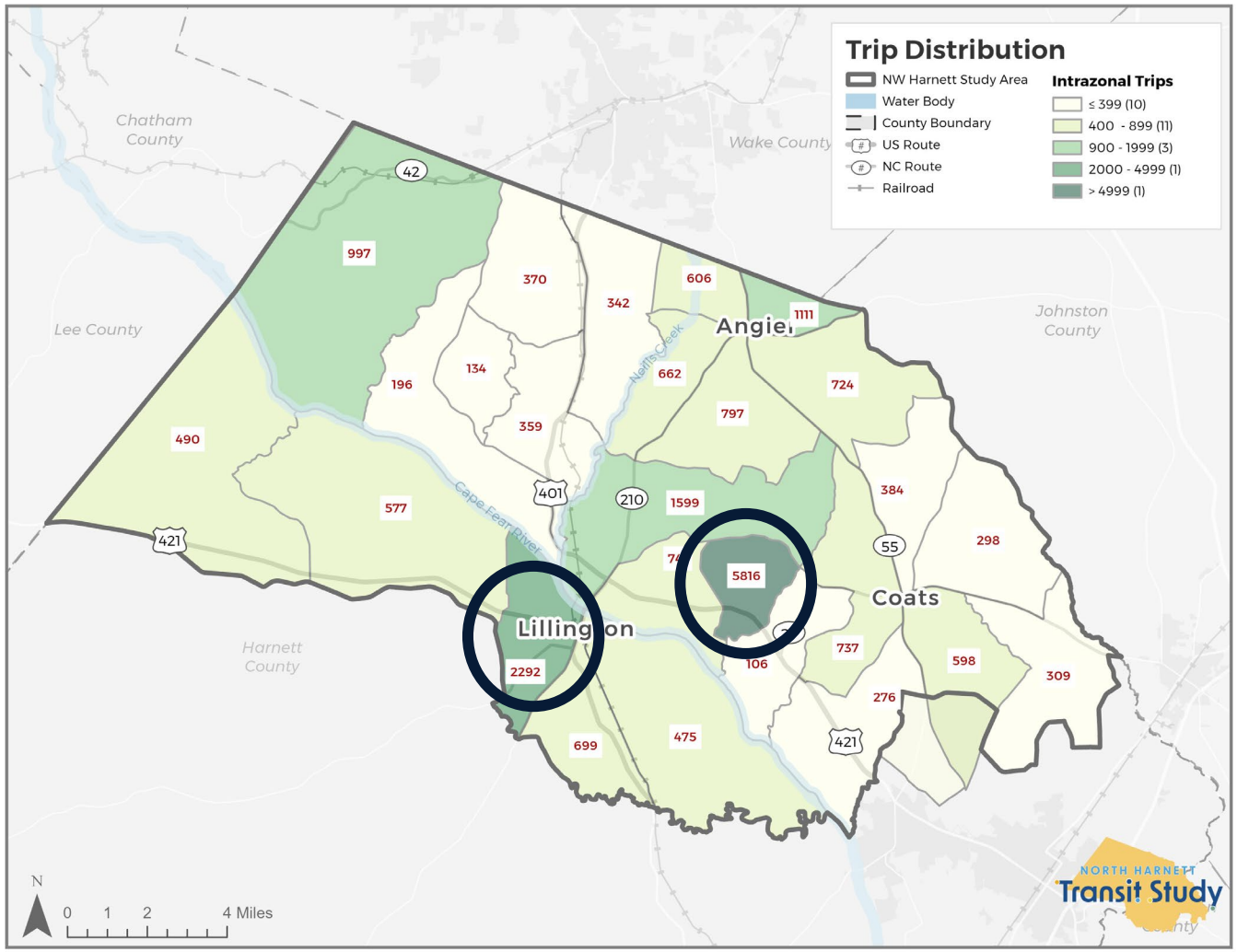
- 25% of trips are work/school. (30% in NC)
- Non work/school trips are evenly distributed throughout the day

- 21% walk trips, 18% car passenger trips
- 61% drive alone

- Median distance – 2.2 miles
- Median travel time – 10 mins

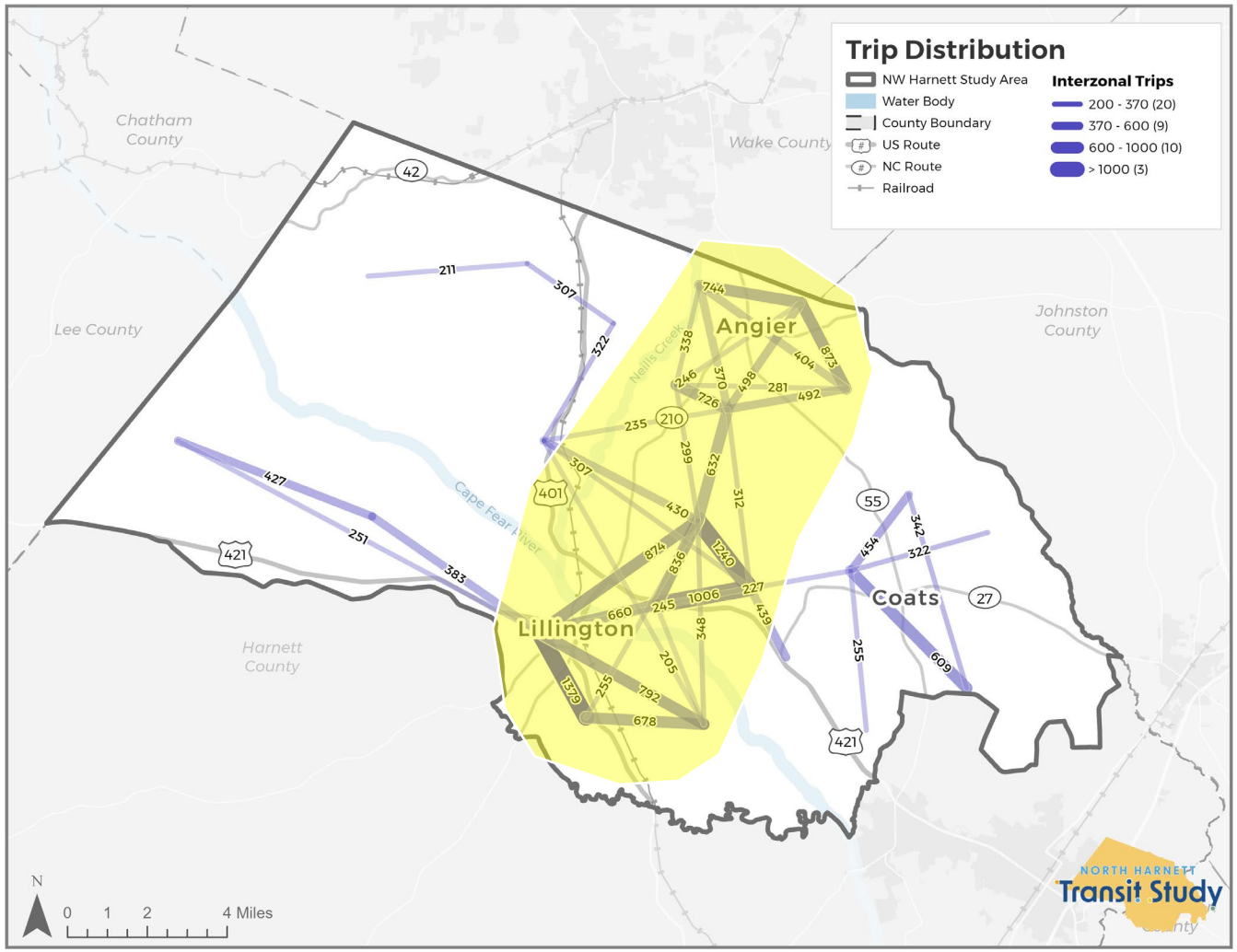
ININ Trips - Intrazonal

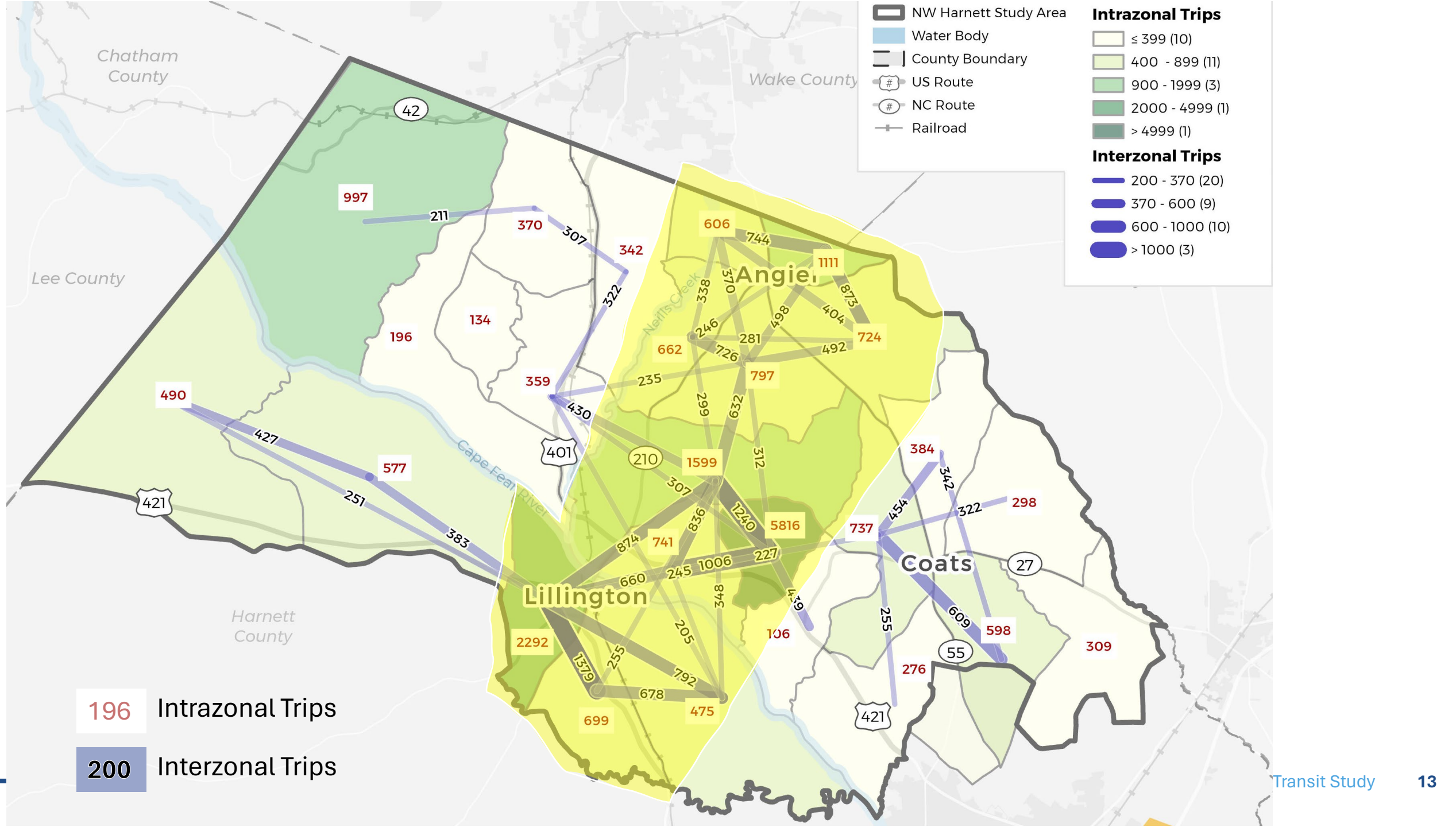
- The numbers in red represent intrazonal trips within the CBG
- ~21,700 intrazonal trips – trips that start and end in the same CBG – i.e. very short trips
- 39% of the ININ trips
- Campbell University and Lillington have the highest concentration of intrazonal trips.



ININ Trips – Interzonal

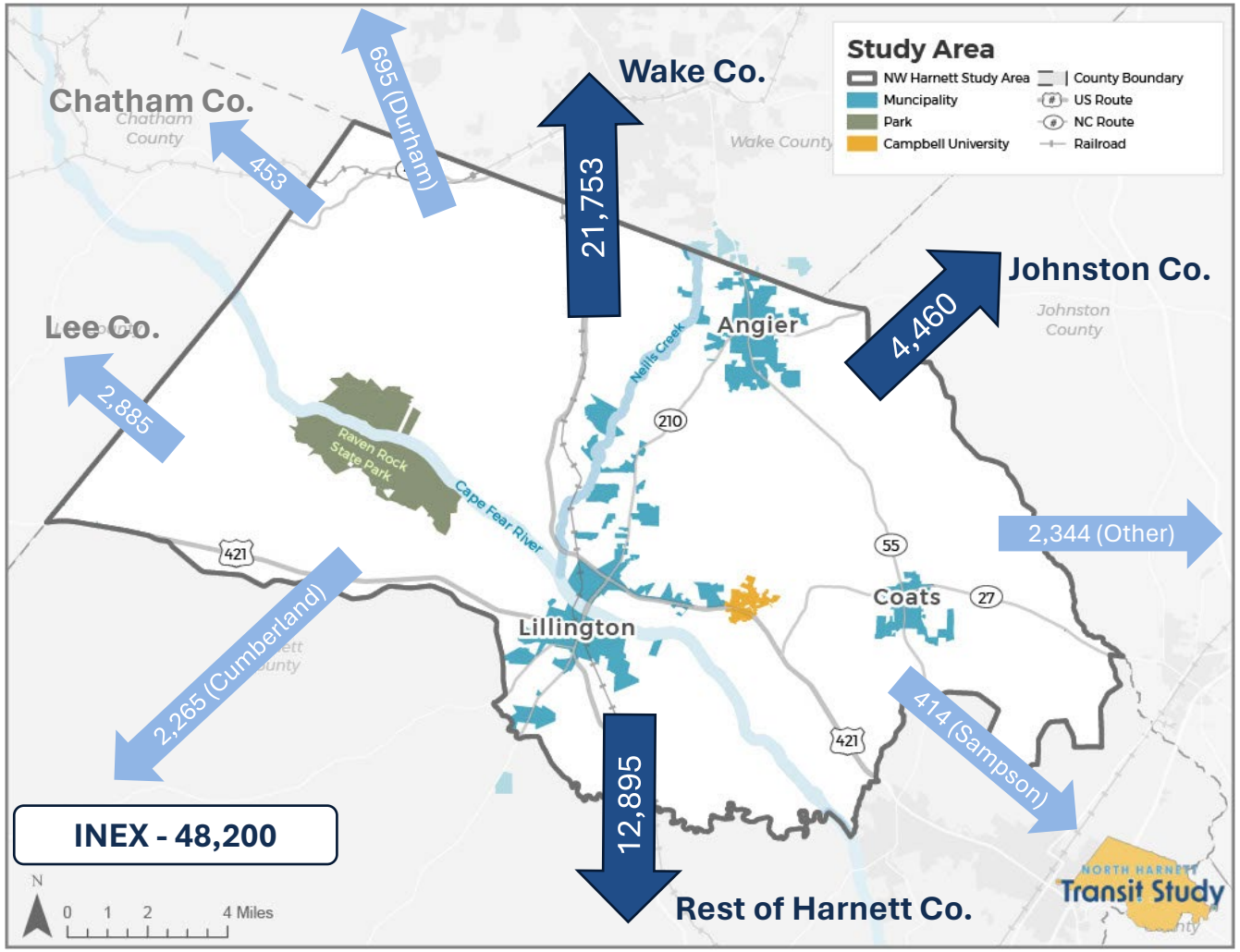
- Interzonal trips – Lines represents CBG to CBG flows. Not point to point flows
- ~34,000 interzonal trips – trips that start and end in different Census Block Groups.
- 61% of the ININ trips
- Most trips are in the central band of Study Area




NW Harnett Study Area
Water Body
County Boundary
US Route
NC Route
Railroad
Intrazonal Trips
≤ 399 (10)
400 - 899 (11)
900 - 1999 (3)
2000 - 4999 (1)
> 4999 (1)
Interzonal Trips
200 - 370 (20)
370 - 600 (9)
600 - 1000 (10)
> 1000 (3)
Chatham County
Wake County
Lee County
Harnett County
Angier
Lillington
Coats
Neills Creek
Cape Fear River
42
997
211
370
307
342
322
134
196
606
744
1111
338
370
873
404
498
246
281
724
662
726
492
797
359
235
299
632
430
401
210
1599
312
307
490
427
577
251
421
383
1240
5816
836
874
741
227
1006
660
245
348
439
2292
1379
255
205
792
678
475
699
384
342
454
737
322
298
27
255
609
598
309
276
55
421
196 Intrazonal Trips
200 Interzonal Trips

INEX Trip Distribution

48,200



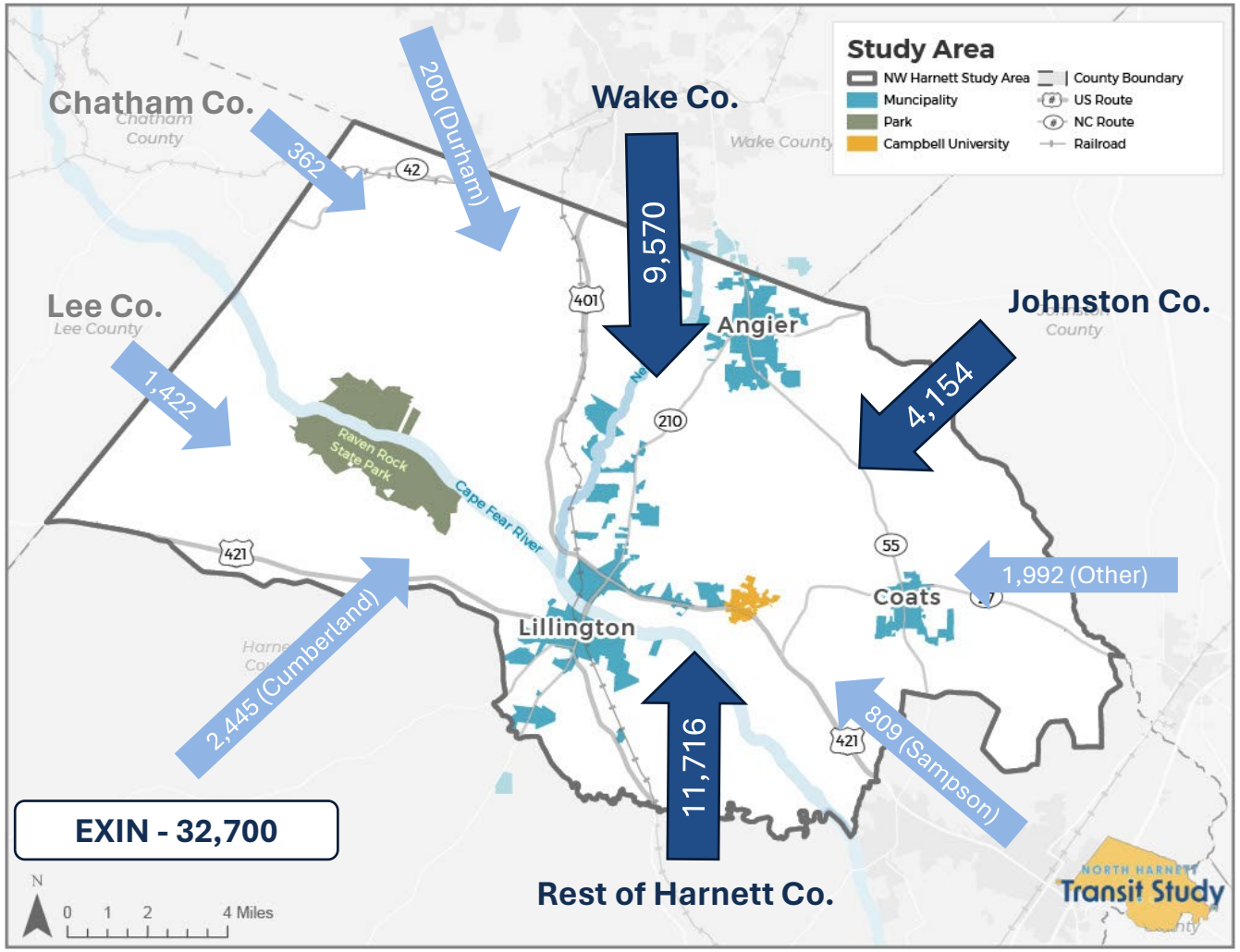
- 30% of trips are work/school.
- Non work/school trips are evenly distributed throughout the day

- <1% walk trips, 30% car passenger trips
- 71% drive alone

- Median distance – 14 miles
- Median travel time – 35 mins

32,700

EXIN Trip Distribution

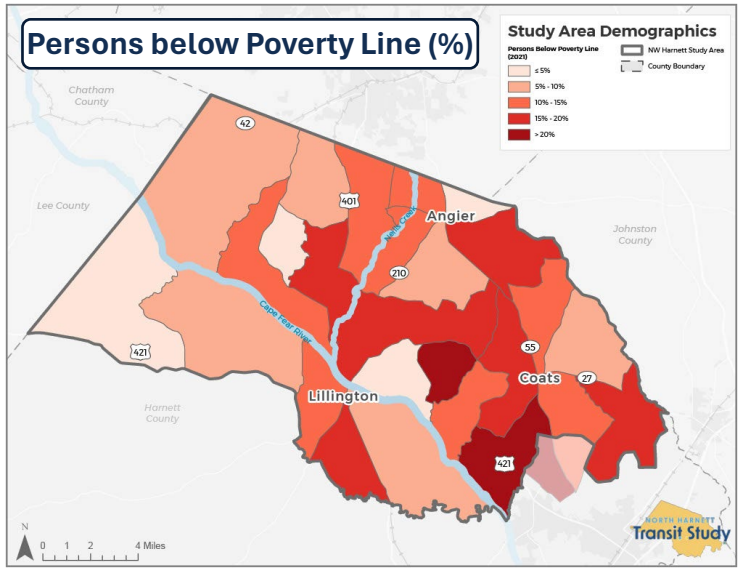


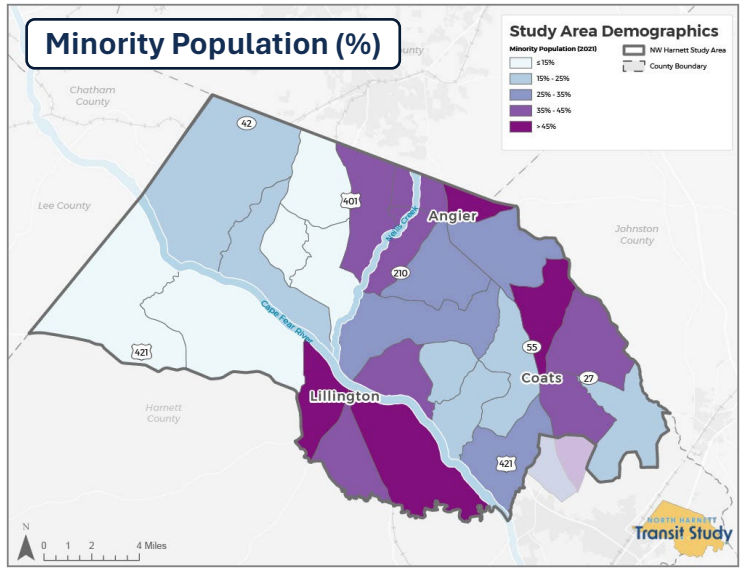
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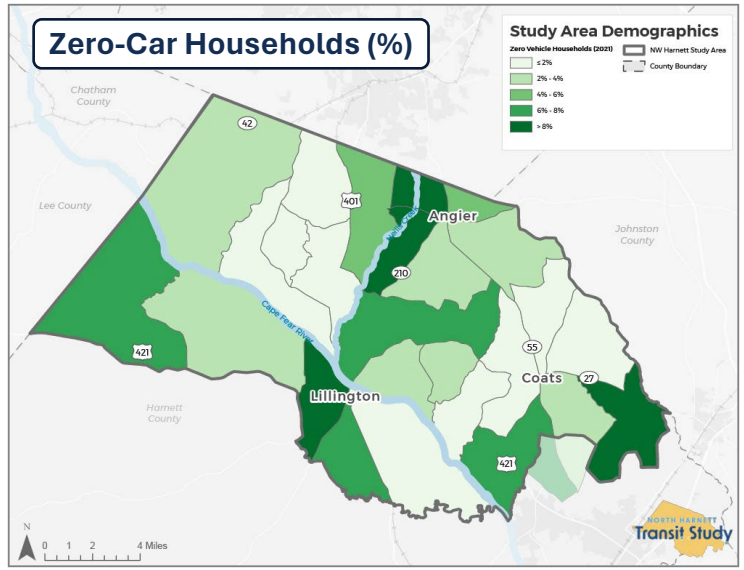
- 1% walk trips, 27% car passenger trips
- 71% drive alone

- Median distance – 15 miles
- Median travel time – 34 mins

Demographics





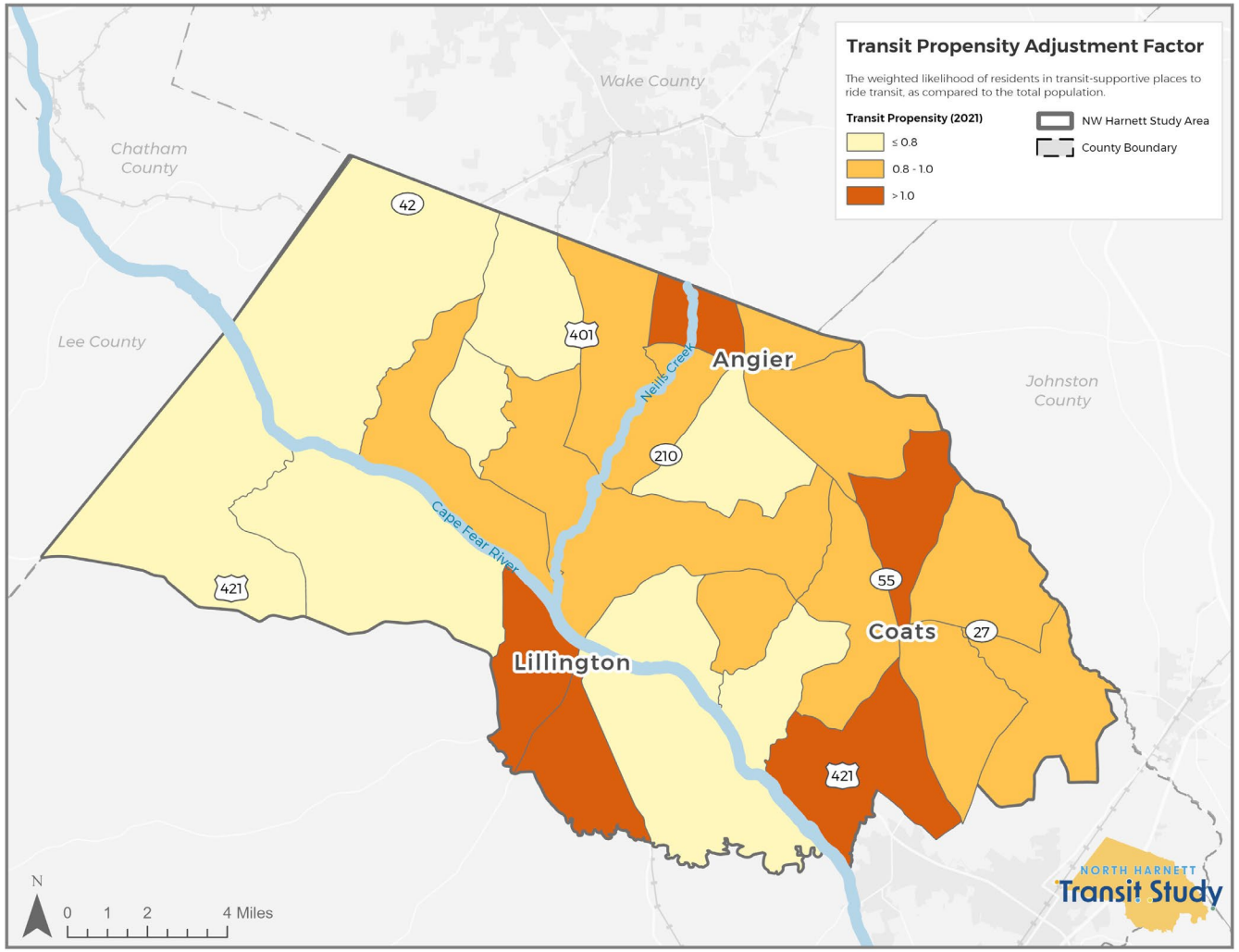


- Study Area 18% (NC: 14%)
- Range from 0% to 48%
- South of Coats (around US 421) and Campbell University (student population)

- Study Area: 31% (NC: 38%)
- Range from 0% to 50%
- Northeast Angier, North Coats and West Lillington CBGs exhibit highest concentrations of minority populations

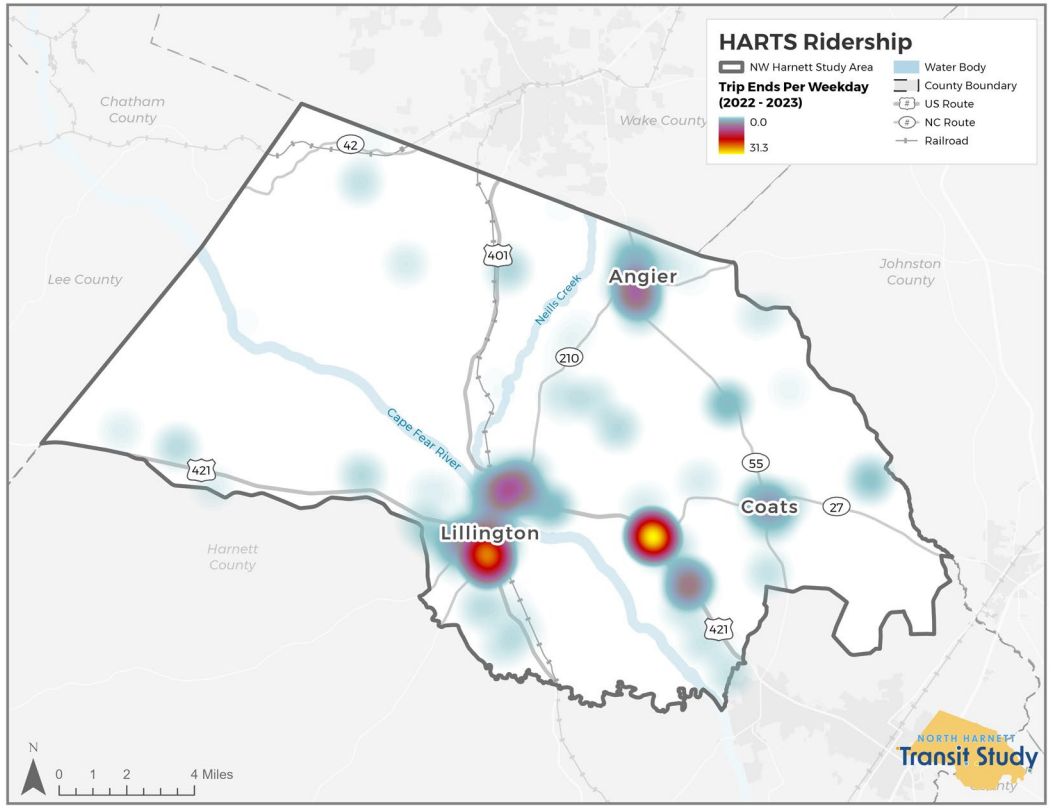
- Study Area: 4.4% (NC: 2.2%)
- Range from 0% to 12%
- Additionally, 10% households are **automobile-deficient**
  (# vehicles < # 16+ residents)

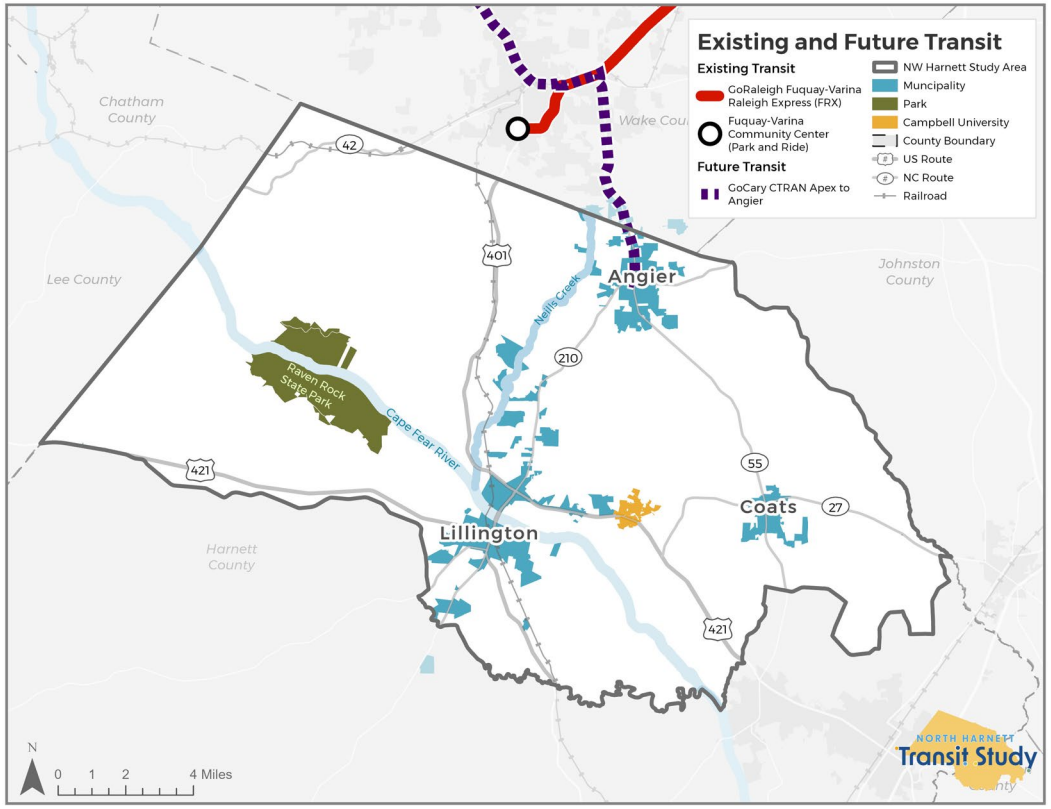
Transit Propensity



- This map shows **weighted likelihood** of residents in each CBG to use transit.
- This is called Transit Propensity Adjustment Factor (TPAF)
- **TPAF >1** indicates that residents have a **higher likelihood** of using transit than average population in the study area.
- Independent of population and employment density
- NCDOT Demographic Snapshot Tool and ACS data were used to calculate TPAF.
- Parts of Lillington, Angier, and Coats exhibit higher TPAF than the rest of the Study Area

Existing and Planned Transit

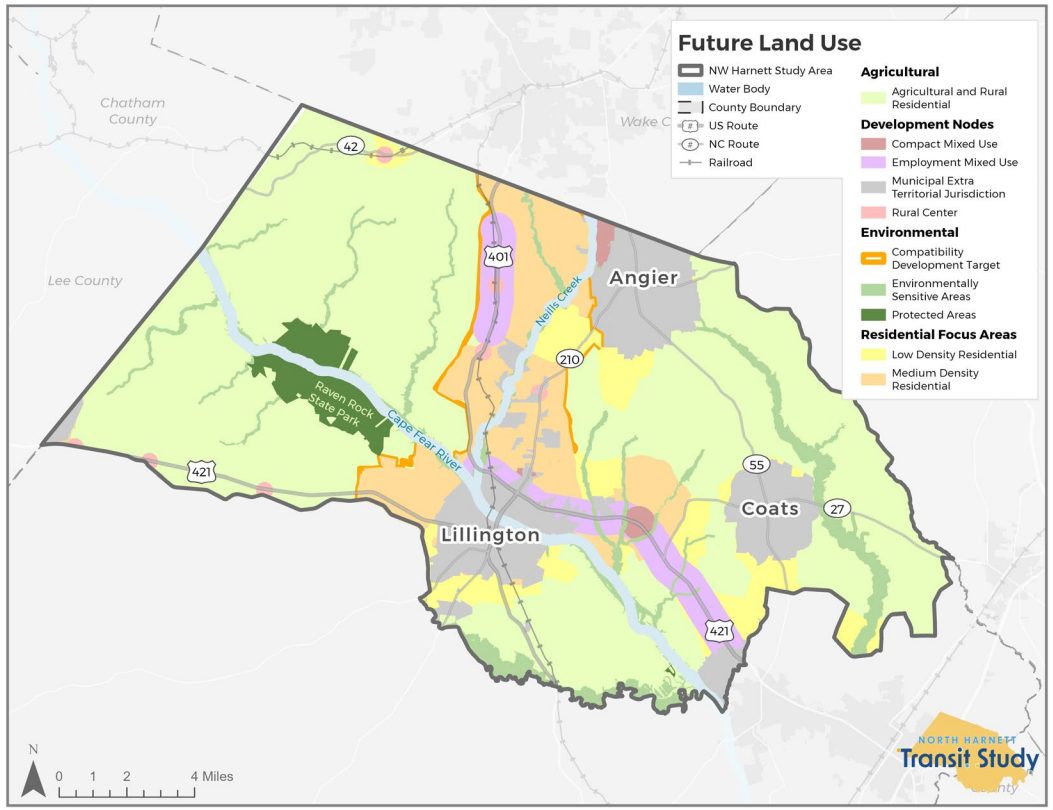


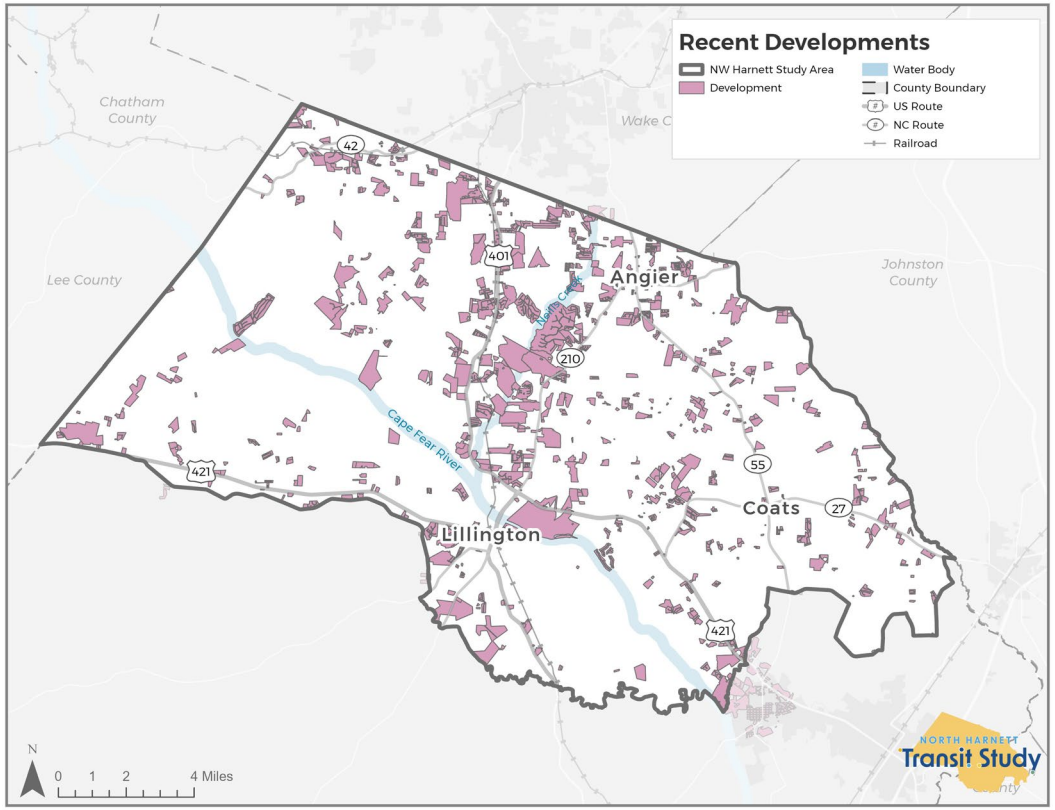


- ~60,000 annual trips in 2022 and 2023 each.
- High concentrations in Lillington and along US 421.
- Most trips are medical.

- Existing: FRX – 4 daily departures per direction
- GoRaleigh Station to F-V South Park-and-Ride
- Future: GoCary – Apex to Angier. 30 min frequency

Land Use





- Higher density planned between US 401 and NC 210
- Rest of the study area is mostly rural residential.
- Most UDO language is not transit-supportive.

- Existing: FRX – 4 daily departures per direction
- GoRaleigh Station to F-V South Park-and-Ride
- Future: GoCary – Apex to Angier. 30 min frequency

Key Takeaways

ININ Travel

- 55,700 trips (41%) → Highest share of trips
- 75% is non work/school → Not dependent on strict schedules – more leeway in terms of wait times
- Most travel is concentrated along the central band of the study area → Prime for deviated fixed route service along NC 210
- 40% trips are carpool or pedestrian → High proportion of beneficiaries of transit
- ~34,000 trips interzonal
- Median 2.2 miles / 10 mins → Trip distances short enough for providing a reliable transit service but too long to walk / bike.

ININ Trips have characteristics to form the first step of the transit implementation in Harnett Co.

Key Takeaways

INEX Travel

- 48,200 (35%)
- 70% is non work/school. Close to state average
- Most travel to Wake County. Of which most trips end south of Wake Tech
- 70% trips drive alone. 67% state average
- Median 14 miles / 35 mins

EXIN Travel

- 32,700 (24%)
- 58% is non work/school.
- Most travel from Harnett Co. outside study area. Wake Co. Close second
- 70% trips drive alone
- Median 15 miles / 34 mins

- Lower share of total trips
- Higher share of **non-discretionary**, time constrained trips.
- Stricter **directionality**
- Comparatively **lower transit dependency**.
- **Longer distances** – need more fleet to ascertain reliable trips

INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

Key Takeaways

Demographics and Transit Propensity

- 5 out of 26 CBGs have transit propensity >1
- Highest propensity in Lillington, parts of Angier and Coats.
- Relatively higher transit propensity in the eastern half of the study area.

Initial focus on higher propensity regions - low hanging fruits to kickstart transit implementation

Existing and Planned Transit

- HARTS carries ~400 average weekday trips – mostly to and from medical facilities.
- FRX commuter bus to Fuquay-Varina Park & Ride.
- CAMPO 2050 MTP includes Angier-Apex bus at 30 min peak frequency.

Continue and strengthen existing service. Connections to existing and future transit to be explored

Land Use Analysis

- Most higher density growth is planned between US 401 and NC 210 corridors.
- Upcoming development is also concentrated between US 401 and NC 210.
- Current UDO regulations are mostly transit non-supportive.

Match denser Land Uses with appropriate UDO regulations to set up the region for successful transit utilization.

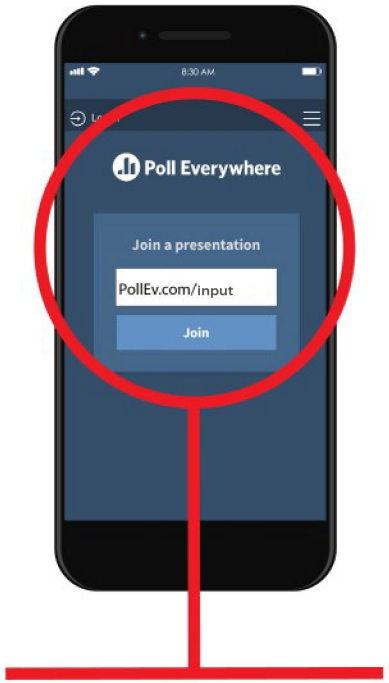
Break



Local Knowledge

Three easy ways to join the conversation with PollEverywhere.

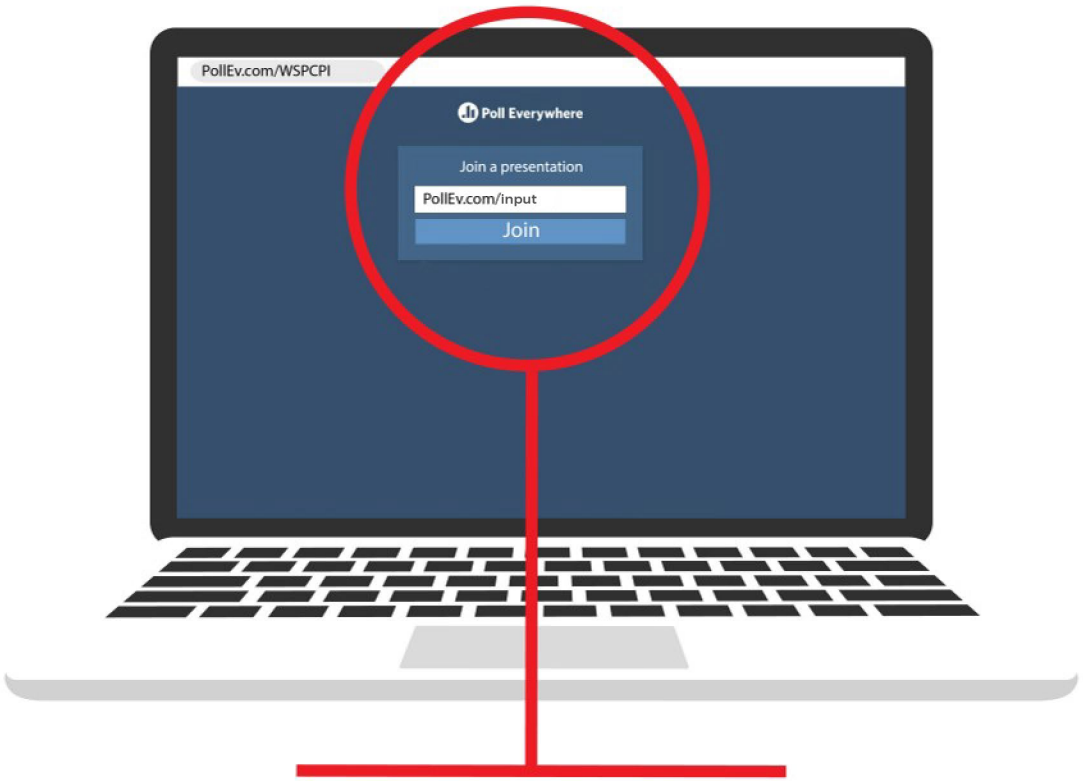
APP



Download the ***free*** PollEverywhere App and enter **INPUT** into the field reading: "**PollEv.com/username**"

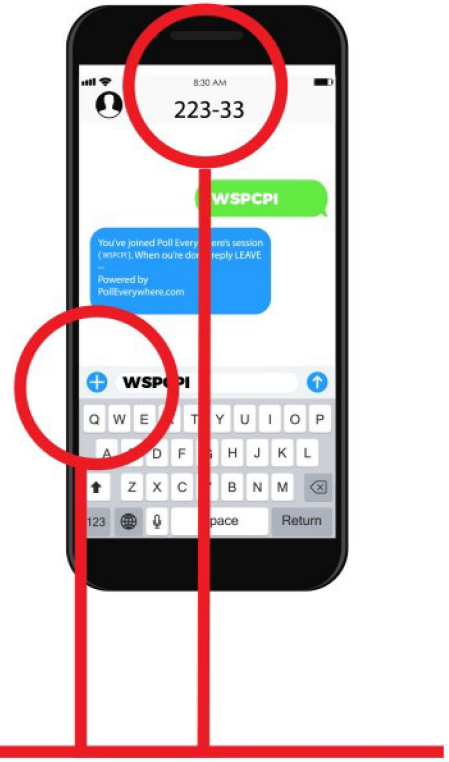
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WEB



Go to **PollEv.com/input** to enter the poll via web browser.

TEXT



Text **INPUT** to 223-33 to enter the poll via text.

**not all questions are available via text*

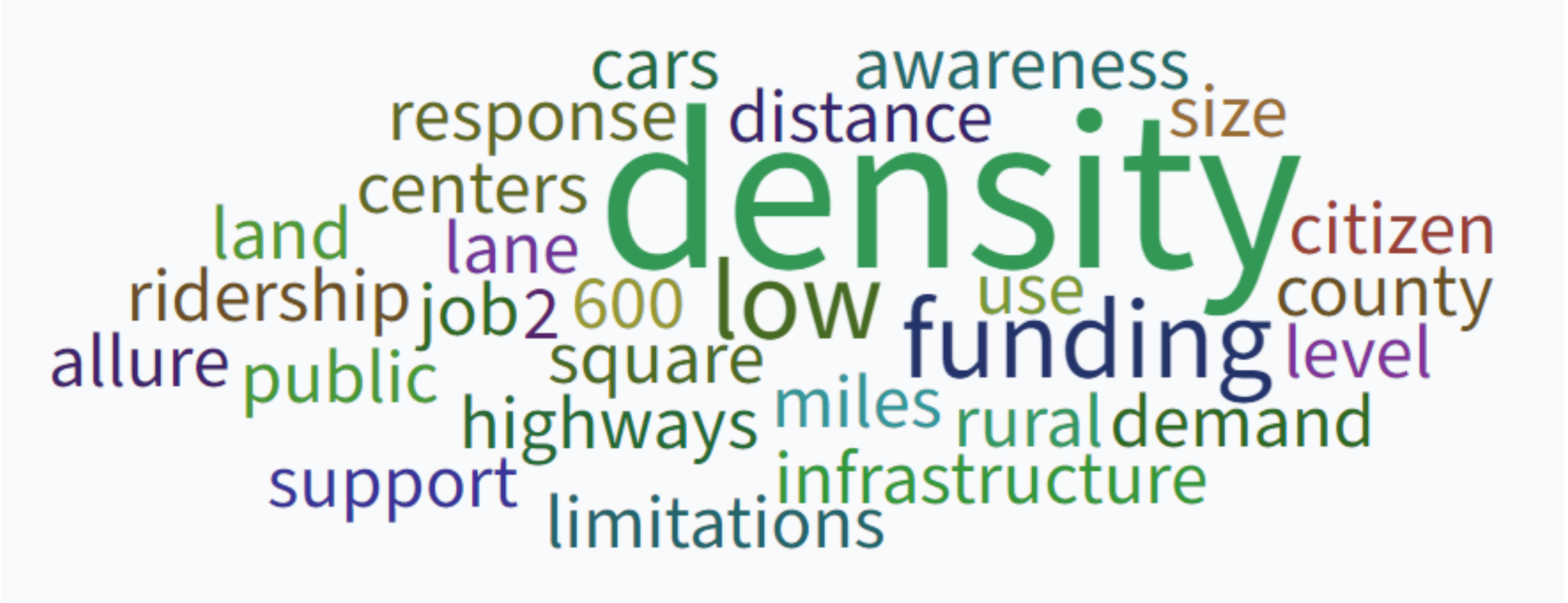
What Do You Think?

What is role?

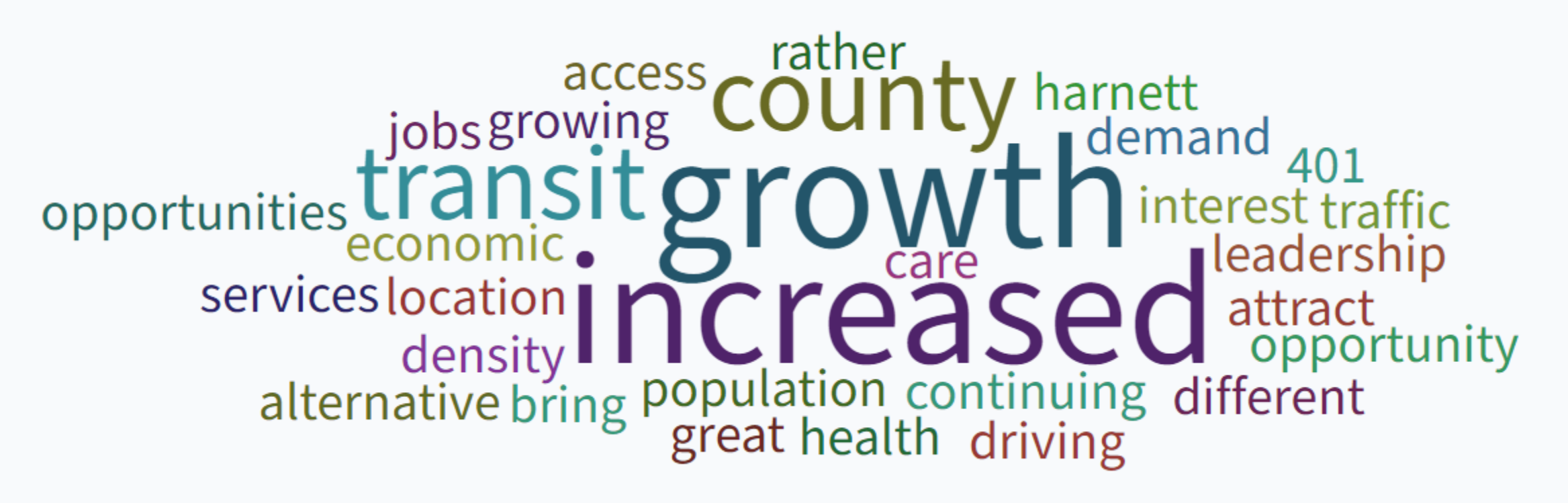
Three Words to Describe Harnett County Today



What are the Most Significant Challenges?



What are the Most Significant Opportunities?



What Do You Think?

Is there anything you would add about significant challenges and opportunities?

What Do You Think?

What concerns do you have about transportation and development in North Harnett?

Transit 101

What is Transit?

Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:

- Work
- School
- Social Visits
- Shops
- Appointments







What are the benefits?



Access to employment



Community Accessibility



Congestion Mitigation



Environment and Air Quality



Cost-Effective Transportation



Sustainable Development



Emergency Evacuation and Response



Quality of Life

What are some challenges?



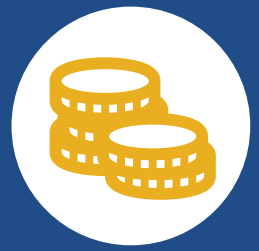
Low Population Density



Limited Infrastructure



Geographic Spread



Funding Constraints



Limited Operating Hours



Community Resistance



Limited Technology Infrastructure

What can transit look like?

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

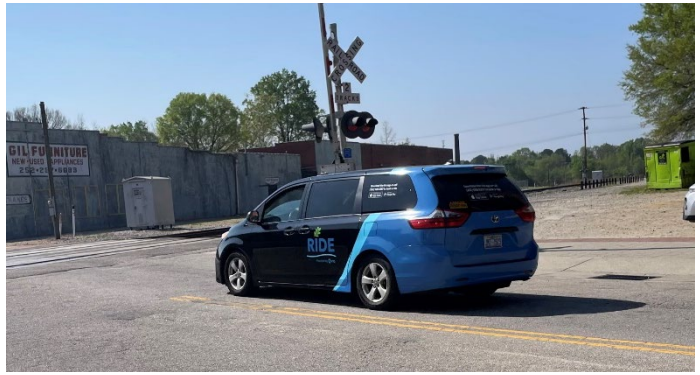
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.

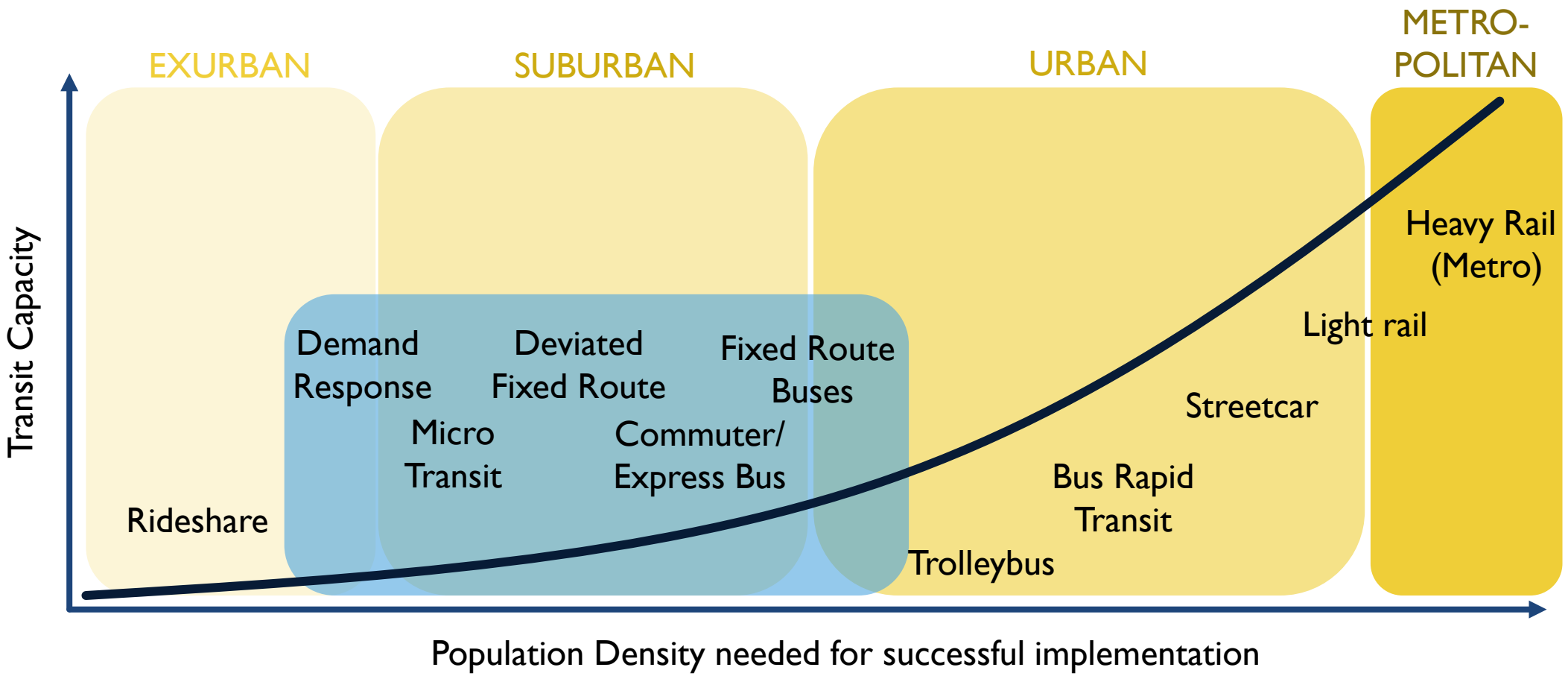


Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

What does transit look like?

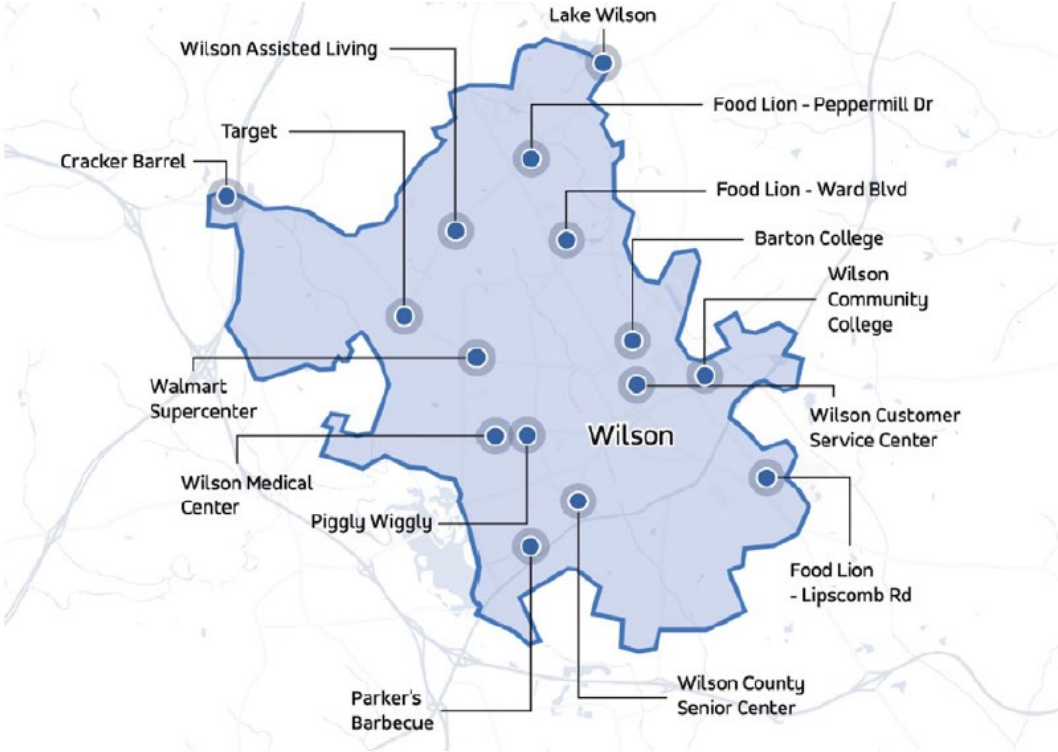


Case Study #1



RIDE (Wilson, NC) – Launched September 2020

- Replaced fixed route bus system
  - Corner-to-corner service; defined service area
- Operated by Via
  - Rides cost $2.50 per trip
- Operates Monday – Friday (5:30am – 7pm) and Saturday (7am – 6pm)
- Rides booked through app or call center
- Received federal funding to support additional service hours
  - During this time saw 58% increase in monthly riders (9,000 in March 2021 to 14,2000 in February 2022)

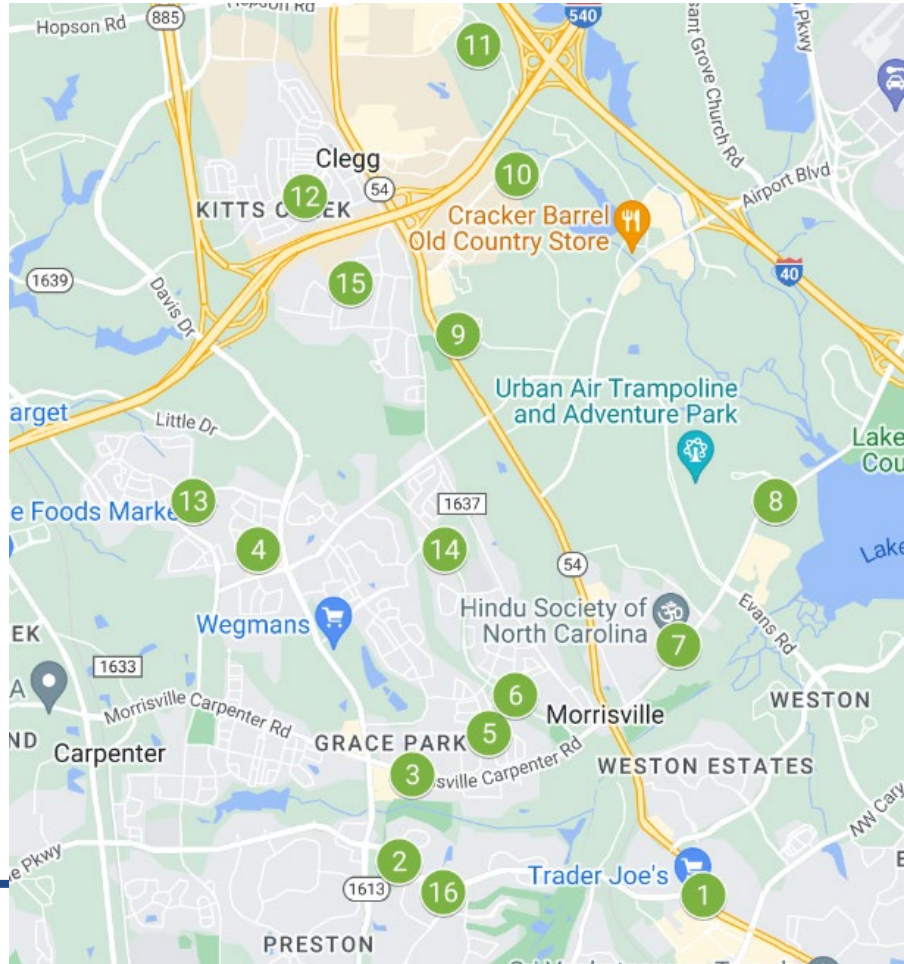


Case Study #2



Morrisville Smart Shuttle (Morrisville, NC) – Launched October 2021

- Connects 16 shuttle stops (called nodes)
- Operated by GoCary with Via as technology provider
- Operates 7 days a week
  - Monday – Friday (7am-9pm)
  - Saturday (8am – 8pm); Sunday (8am – 7pm)
- Rides provided for free
- Rides booked through app
- 1,695 riders in June 2022
  - Saw a +28% year over year growth in total boardings (October 2021 – September 2023)

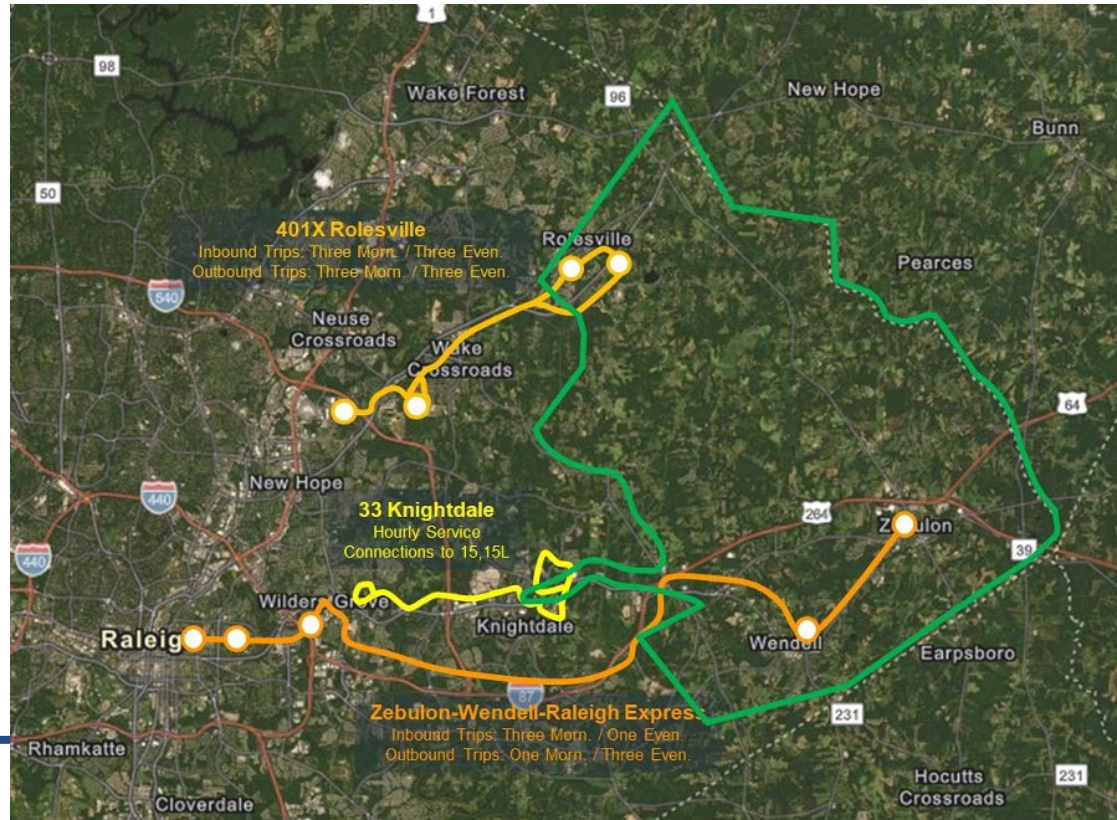


Case Study #3

GoWake SmartRide NE (Wake County Northeast)

- Microtransit service: on-demand service (similar to Lyft or Uber) that allows users to request same-day service from a pickup location to a specified location.
- Mobility by Ecolane app or call the GoWake Access call center.
- Operates within a geofenced service areas
- Operates Monday to Friday from 7 a.m. to 6 p.m.
- Currently fare free
  - A fare range of $2 to $4 per trip was commonly cited, and the need for regional fare integration.







What can transit look like?

Navigating Harnett

Navigating Harnett



Break into small groups



Group is assigned a profile



Discuss the challenges and brainstorm solutions



Report back on your discussion

Community Member Case Study

Mr. Johnson is an 80-year-old community member who relies on the HARTS dial-a-ride service.



Need:

- Mr. Johnson needs to get a new prescription filled quickly.

Challenge:

- HARTS is not available to pick Mr. Johnson up in time.

Limitations:

- Mr. Johnson has limited mobility and relies on a wheelchair to get around.
- While the pharmacy is near Mr. Johnson's home, there are no adequate pedestrian facilities between his home and the pharmacy.

Potential Transit Solutions

What are some potential transit solutions to Mr. Johnson's situation?



- Fixed Route Service
  - Fixed Stop or Traditional Service
    - Offers set routes and schedule that are easy to navigate and dependable
- Demand Response or Microtransit
  - Same-day, on-demand, dynamically-routed service
    - Can help reduce demand/burden on HARTS dial-a-ride service

Benefits

What are some of the benefits to the overall community when this role is supported via transit?



- Reduces Social Isolation
  - Better connectivity to family, friends, and community services/activities
- Supports Aging in Place
  - Seniors can remain in their homes even if they no longer drive, which reduces mental and financial stress on families who may have had to place elders in an assisted living home otherwise
- Economic Participation
  - Seniors can engage in part-time employment, volunteering, or other economic activities when reliable transportation options are available

Scenario 1

Joe is a father of two, Joe and his wife Lisa rely on being a two-vehicle household to manage their family of four's hectic schedule.



Need:

- Joe and Lisa need two vehicles to accommodate their family's daily schedule.

Challenge:

- Joe recently broke his leg and is unable to drive for 3 months.

Limitations:

- Competing schedules require Joe and Lisa to travel to different places regularly.

Scenario 2

Emily is a single parent who relies on her vehicle for daily travel.



Need:

- The school Emily's son attends lost power and needs to have an early dismissal.

Challenge:

- Emily's vehicle is in the shop and as she is new to the area, does not have anyone who can give her a ride.

Limitations:

- Emily's vehicle won't be ready for several hours and needs to pick up her son before it is ready.
- She is unable to afford to call an Uber given their price/limited availability in the area.

Scenario 3

Alex is a 22-year-old shift worker at a manufacturing plant who carpools with his colleagues.



Need:

- Alex needs to work late today at the manufacturing plant

Challenge:

- Alex carpooled with coworkers and will have no way home after work if he works late.

Limitations:

- Rideshare options like Uber are limited in this area without paying a very high cost.
- Alex's work is located a considerable distance from where he lives making the commute more time-consuming and challenging.

Scenario 4

Jill is a college student and has been selected for an internship that may lead to a full-time position after graduation.



Need:

- Jill needs reliable transportation to and from her internship to where she lives on campus.

Challenge:

- Jill does not have a car, and because the internship is in the afternoons, many of her classmates cannot reliably drive her there.

Limitations:

- Jill has a bike on campus but is nervous about biking that distance safely while also making it on time to the internship.
- Using Uber 2-3 times a week is well outside of her budget, and the pay she receives from the internship she wants to apply towards her education, not transportation.

Breakout Groups (10 minutes)



Joe with broken leg, needing to manage family schedule.



Emily needing to pick her son up from school.



Alex working late and missing on riding with his carpool.



Jill needing to get to her internship in the afternoons.

1. **Assume the identity of the person in the assigned scenario**
2. **Discuss the challenges this person faces**
3. **Brainstorm potential transit solutions (short-term and long-term)**
4. **Consider how improved transit in Harnett benefits this person and the overall community**

Report Outs

Scenario 1 – Report Out

Joe, father of two, relies on two vehicles to accommodate family's daily schedule. Recently broke his leg and is unable to drive for up to three months.



Community Benefits

- Redundancy in the Transportation Network
  - Provides transportation alternatives when personal vehicles are not available
- Environmental Benefits
  - Reduces fuel consumption and air pollution
- Improves Efficiency
  - Reduces road congestion

Scenario 2 – Report Out

Emily is a single parent who car is in the shop, and her son's school needs parents to pick up students early.



Community Benefits

- Redundancy in the Transportation Network
  - Provides transportation alternatives when personal vehicles are not available
- Increases Transportation Equity
  - Provides affordable transportation to a larger population
- Improves Access and Mobility
  - Increases access to healthcare facilities, pharmacies, grocery stores, and other necessities

Scenario 3 – Report Out

Alex is a shift worker at a manufacturing plan who carpools with his coworkers but needs to work late today and will not be able to return home with his carpool.



Community Benefits

- Boosts the local economy
  - Expands the workforce and improves productivity
- Increases Safety

Scenario 4 – Report Out

Jill is a college student participating in an internship but doesn't have reliable transportation options that aren't costly, which may prevent her from doing the internship.



Community Benefits

- Reliable Transportation
  - Reduces stress and safety concerns
- Increases Independence
- Builds long-term habits
  - Leads to long-term benefits

Creating the Vision

Public Engagement



Stakeholder Focus Groups (March)



Pop-up Events (March – May)



Online Survey (March – May)

What Do You Think?

Are you seeing any interest from the community today around transit?

- Reliable fixed-route weekday service
- Flexible on-demand weekday service
- Longer weekday morning service hours
- Longer weekday evening service hours
- Weekend service

What Do You Think?

What enhancements would be most beneficial for the public?

- Reliable fixed-route service
- Flexible on-demand service
- Longer weekday early morning service hours
- Longer weekday late evening service hours
- Weekend service

What Do You Think?

What locations in North Harnett would most benefit from transit services?

What Do You Think?

Compared to local service, how important are connections to neighboring counties?

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Sure

What Do You Think?

What kind of service do you think should be prioritized?

- Mostly local service with some regional service
- Balance of local service and regional service
- Mostly regional service with some local service

Next Steps

Travel Demand Analysis

- Finalizing the maps and memo
- Conclusion of task
- Transition to the next step

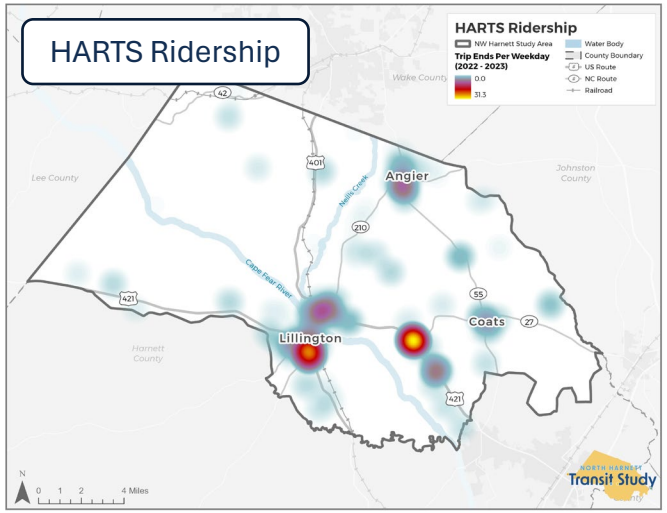
Public and Stakeholder Engagement

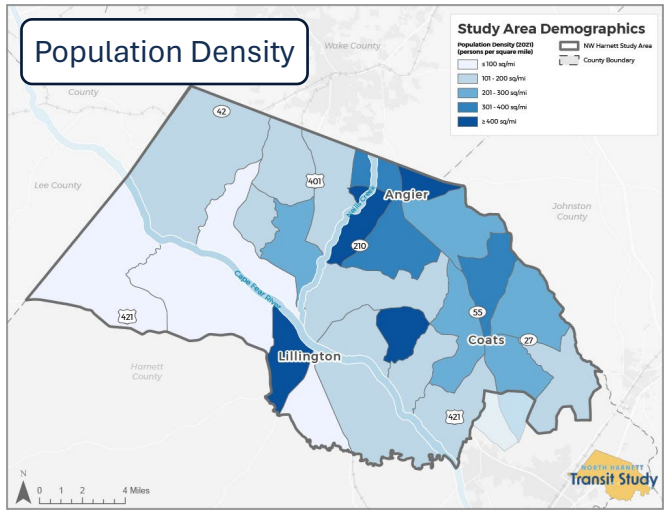
- Preparation of Materials
- Focus Group Workshops
- Online Public Survey
- Popup Events
- Ongoing coordination with the CTT

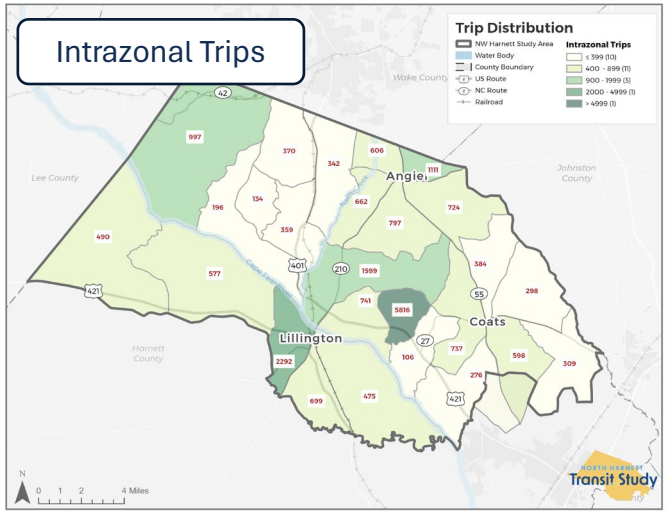
Next Meeting in June

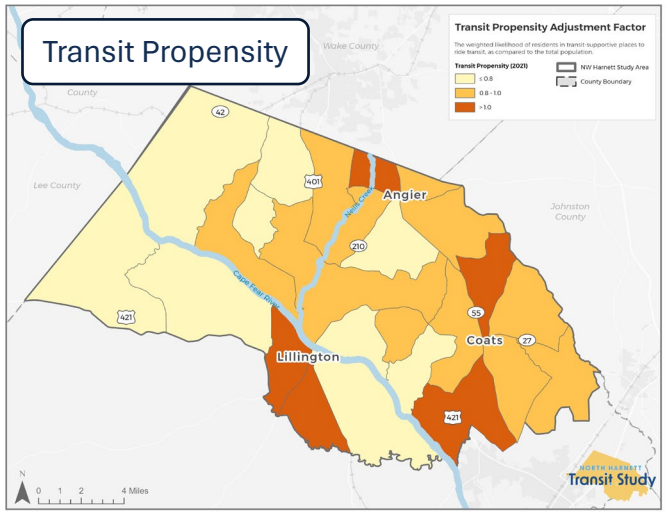
- Week of 17th June
- Doodle Poll will be sent
- Joint meeting with Core Tech Team
- Conclusion of Phase 1

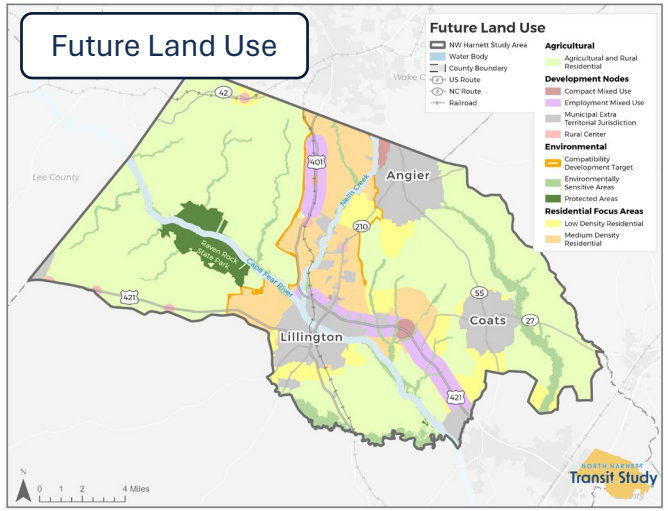
Questions

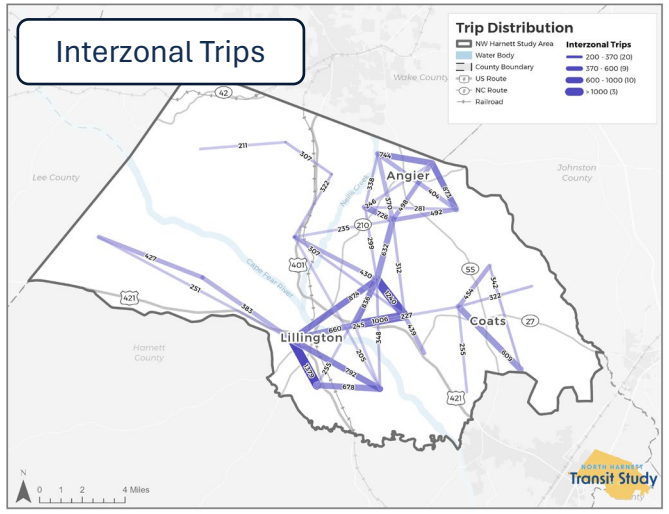

HARTS Ridership
HARTS Ridership
Trip Ends Per Weekday (2022 - 2023)
Angier
Lillington
Coats
Transit Study


Population Density
Study Area Demographics
Angier
Lillington
Coats
Transit Study


Intrazonal Trips
Trip Distribution
Intrazonal Trips
Angier
Lillington
Coats
Transit Study


Transit Propensity
Transit Propensity Adjustment Factor
Angier
Lillington
Coats
Transit Study


Future Land Use
Agricultural
Development Nodes
Environmental
Residential Focus Areas
Angier
Lillington
Coats
Transit Study


Interzonal Trips
Trip Distribution
Interzonal Trips
Angier
Lillington
Coats
Transit Study



Thank you

NorthHarnettTransitStudy.com

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NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

NW Harnett County Focus Group 2 Meeting

DATE: March 19th, 2024, 1:30PM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546 Room 103BC

SUBJECT: NW Harnett County Transit Feasibility Study Focus Group 2 Meeting

ATTENDEES

Name	Organization	Name	Organization
Eric Truesdale	Harnett County Veteran Services	Ilia Smirnov	Cape Fear River Adventures
Barry Blevins	HARTS	Shivang Shelat	WSP
Gaby Lawlor	CAMPO	Sarah Parkins	WSP
Leah Weaver	WSP		

Meeting Highlights

1. **Project Introduction**

Gaby Lawlor introduced herself, CAMPO and the project. The project was initiated by CAMPO and Harnett County. Shivang presented the Who What Why of the project, the project purpose, and the study area that includes part of Harnett County within CAMPO's boundary which is roughly the northern half of Harnett County

2. **Transit 101**

Sarah led a question exercise with meeting participants.

What does transit mean to you?

Mr. Eric Truesdale said he is on the transportation board and sees it a little differently. He sees people who need to get to appointments. He said he lives in Angier and sees a lot of people moving into the area who will need to get to the capital area for business, medical, education, and employment. He said we need to have the ability for people to get to appointments and many don't have a way to do so. On the veterans' end, many of those individuals don't have a driver's license and can't get to where they need to go.

Mr. Ilia Smirnov said he is a business owner in the area and that to him, transit means going from point A to point B and buses are what he thinks of. He would love to see more ways to commute on a bicycle because it is a great alternative if it's safe. Driving has become more challenging with the increase in traffic.

What is the perception of transit in the community?

Mr. Eric Truesdale said the perception is poor because it's nearly non-existent. He mentioned that HARTS is limited and there's just not much out there.

Shivang asked what do people think of transit in general? Positive, neutral, negative

Mr. Eric Truesdale said people are probably neutral to transit because they don't depend on it.

Shivang presented a section answering the question what transit is, what different types of transit there are, and how peer agencies provide transit to their residents.

3. Travel Patterns and Demographics

Shivang presented the study area travel patterns and demographics of the study area. These demographics help us to see those who are more likely to use transit are in the study area. In the study area we have 1 in 5 people that live below the poverty line. 1 in 3 people in the study area are classified as a Minority. The Zero-car households map shows that about 1 in 20 households do not have a car, which is double the statewide average. 1 in 7 households in the study area are car deficient. About 15% of the study area is elderly and 20% is under 18. The highest population density is on the northeastern side of the study area.

Shivang presented the trip distribution within the study area. 55,700 trips start and end within the study area (ININ), which is about 40 percent of the total trips. 48,200 trips start within the study area and end outside the study area (INEX). 32,700 trips start outside the study area and end within the study area (EXIN).

Shivang presented the key takeaways for the ININ trips staying within the study area. About 75% percent of the trips are discretionary trips that have a flexible time such as trips to the grocery store or running errands. Most of the travel is concentrated along the central band of the study area. 40% of trips are carpool or pedestrian trips, which are high beneficiaries of transit. Trip distances in the study area are short enough that they could be served by reliable transit service, but too long to walk or bike.

Shivang presented a summary of the INEX and EXIN trips. The EXIN trips correlated to a lower share of total trips, higher share of non-discretionary, and time constrained trips. These trips

had stricter directionality, comparatively lower transit dependency, and longer distances which would need more fleet to ascertain reliable trips. INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

4. **Creating the Vision**

Sarah led questions to help create the vision for the project.

Three words that you would use to describe Harnett County today.

Mr. Eric Truesdale-growing, mostly rural, transitioning, veterans are having to go outside of the county for their medical needs.

Mr. Ilia Smirnov- growing

What would you say are the most significant challenges in Harnett County today?

Mr. Eric Truesdale- Funding, lack of drivers

Mr. Ilia Smirnov- lack of bicycle infrastructure, protecting natural resources, the development coming can create significant issues down the road. The proper precautions are not being taken to preserve clean drinking water.

Barry- We need something else to meet the needs of the requests that they (HARTS) get that they cannot meet.

What are the most significant opportunities?

Mr. Ilia Smirnov- Significant delay in using the funding, timeline, use the growth to the advantage of the county and the people moving here. We can define what it's going to be like to live in Harnett County. There are some good projects.

Mr. Eric Truesdale- Bypass is an opportunity for businesses and people to get to Harnett. That will provide the opportunity to move people.

Barry- We have a population coming that will be more used to using transit and help reduce cars on the road.

What concerns do you have about transportation, transit, or development in North Harnett County?

Mr. Eric Truesdale- Citizens he talks to are concerned about infrastructure.

Barry- Increased demand on public services, businesses are not moving in even though the people are moving in. Losing out on money to help with infrastructure when there aren't enough businesses.

Mr. Ilia Smirnov- Infrastructure and disconnect to catch up to the needs with the funding. It's needed now but taking a while for the funding. Public services and school system needs more.

Are you seeing any interest from the community today around transit?

A A lot

B Some- Mr. Eric Truesdale, Mr. Ilia Smirnov

C None- Barry

D Not sure

Mr. Ilia Smirnov said he liked the transit option in Wilson and thinks that would work well here. It would save a lot of money compared to buying a bus. When he is hiring employees, he is looking for them to be able to get to work.

Sarah asked if it would help to have transit for Mr. Ilia Smirnov's employees to get to work. Mr. Ilia Smirnov responded that he doesn't know, maybe, as to whether it would increase his pool of applicants. He doesn't know if it would be a win or more problematic. It would be hard to reach that specific demographic of people.

Barry responded that he was in some meetings recently where he realized that medical professionals didn't know HARTS existed for their patients to use. It was a wakeup call that some people don't know about the options available to them.

Gaby responded that it's hard to figure out the best way to get that information to the people who need it.

Mr. Ilia Smirnov sees a huge benefit to having a multi-use path for commuting and recreation and it promotes itself when people see it available. That's the type of recreation people are seeking.

Mr. Eric Truesdale said that transit would not help his staff to get to and from work, but it would help the veterans that he serves.

Mr. Ilia Smirnov mentioned that people don't know that there are other options and it's hard to compete with cars being engrained in our culture. Gaby responded that part of the analysis is identifying people who would need a car or have limited access to a car. To Mr. Ilia Smirnov's

point, if those people aren't aware of the services, then they think their only option is a vehicle. We are trying to figure out what would work in the immediate term and then scale up in the future.

Which enhancements would be most beneficial to your visitors, students, and staff?

A. Fixed-schedule weekday service
B. Flexible-schedule weekday service
C. Longer service hours, starting earlier in the morning
D. Longer service hours, ending later in the evening
E. Saturday Service
F. Sunday Service

Mr. Ilia Smirnov- Start with option B Flexible-schedule weekday service

Mr. Eric Truesdale- Veterans would have B Flexible-schedule weekday service and then others would have C-Longer service hours, starting earlier in the morning.

Barry- I know how our system works and that the flexible system isn't as fast as people think. A. fixed schedule. He knows a lot of people that would like to see E. Saturday service. We have longer service hours now for certain populations and having a known schedule that you can depend on is a better way to go.

Are there any special events/ festivals that could benefit from transit?

Barry- It could be beneficial for town festivals since parking is limited.

Mr. Eric Truesdale- It could be useful for Campbell University. Parking for graduations is slim to none. It's very limited.

What kind of service do you think should be prioritized? Would you rather see it be a more regional system, mostly local, or a balance of both.
Mr. Ilia Smirnov- He can see the benefit of being able to go to Raleigh and said he would start smaller within the county and study area and then build up from there.

Mr. Eric Truesdale- B balance of local service and regionals service and have flexibility.

Gaby mentioned that Shivang went over the data and that there is a larger portion of trips within the study area versus from the study area going outside of the study area. Shivang responded that when people leave the study area, most of the trips stay within 10 miles of the study area.

Mr. Eric Truesdale responded that it would include Fuquay Varina and that a lot of the medical areas are opening satellite campuses closer by so that people don't have to travel as far.

In what other ways can access to transportation help your institution and community? Due to this question answered in the previous discussion, Sarah asked if anyone wanted to add anything else to the conversation.

There were no responses.

5. **Mapping Exercise**

Sarah led a mapping exercise and asked participants to picture their community, staff, or visitors and who amongst them have the most difficulty getting around on their own. She then asked them to imagine that Harnett County has excellent public transit and the people they just thought about get around using Transit. She asked them to mark on the map what their trips would look like and where they would go.

6. **Next Steps**

Shivang presented the next steps in the public engagement process including stakeholder meetings, pop up events, and an online survey. He presented the next steps in the conclusion of phase 1 of the study. After phase 1, the results will be presented to a joint focus group meeting in August.

Sarah asked if there were any events in the community that participants knew of that would allow us to table.

Mr. Ilia Smirnov responded that the Cape Fear Fair is coming up on May 4th and to contact the Lillington Chamber of Commerce to get a spot.



Focus Group 2 Meeting

Civic Institutions and Organizations – March 19, 2024

NORTH HARNETT
Transit Study

Agenda

01. Project Introduction

02. Transit 101

03. Travel Patterns and Demographics

04. Creating the Vision

05. Mapping Exercise

06. Next Steps

Project Introduction

Who What Why

Q. What is this project?

A. North Harnett County Transit Feasibility Study

Q. What is a Transit Feasibility Study?

A. A Transit Feasibility Study is the first step in **identifying the public transit needs** by assessing travel patterns, population and employment patterns, and local desire for transit.

Q. Who is doing this Study?

A. Harnett County has requested CAMPO to administer this study. CAMPO stands for **Capital Area Metropolitan Planning Organization**. CAMPO is designated to carry out the transportation planning process in order to receive funding from USDOT and NCDOT.

CAMPO consists of Wake County and parts of Harnett, Johnston, Franklin and Granville Counties

Q. Why are you doing this Study?

A. The northern portion of Harnett County is experiencing **rapid growth**, and the County planning staff want to explore how a transit service would best serve the needs of the residents.

Q. What is the intended outcome of the Study?

A. Gauge whether there is **enough support** from the residents, businesses, and the decision-makers of Harnett County to provide a transit service, and if so, developing a **transit implementation plan** for North Harnett.

Q. What is going to happen after this Study?

A. If concluded that there is need and support for transit, the plan developed through this Study will lay the groundwork to implement transit service, by identifying details about the routes, stops, vehicles, and finances.

Project Purpose

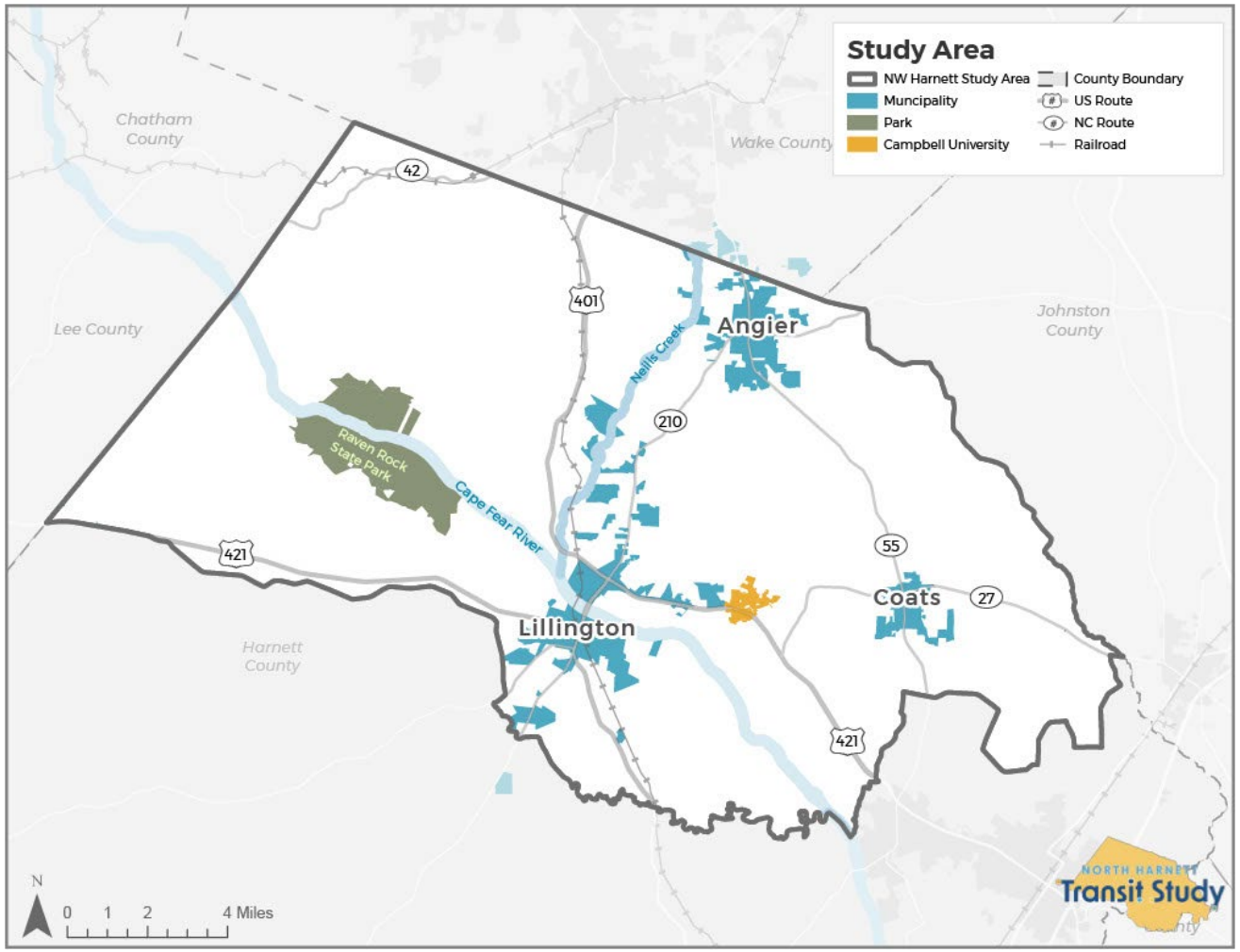
Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

North Harnett Transit Study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and future growth,
- **educating** the residents and stakeholders about different types of transit, and gathering their views on different aspects of transit,
- **assessing** the desire of the decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy for North Harnett County



Study Area



- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Transit 101

What is Transit?

Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:

- Work
- School
- Social Visits
- Shops
- Appointments







What can transit look like?

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

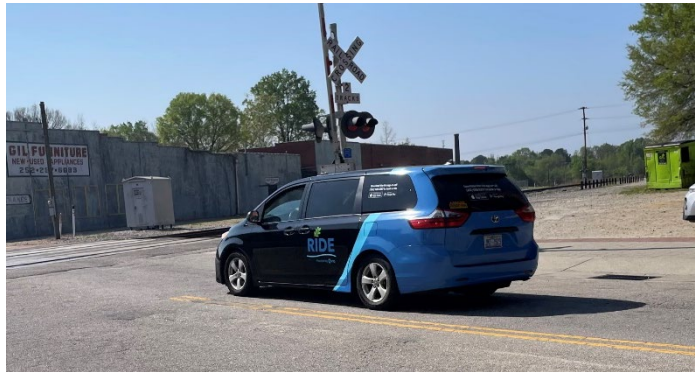
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.

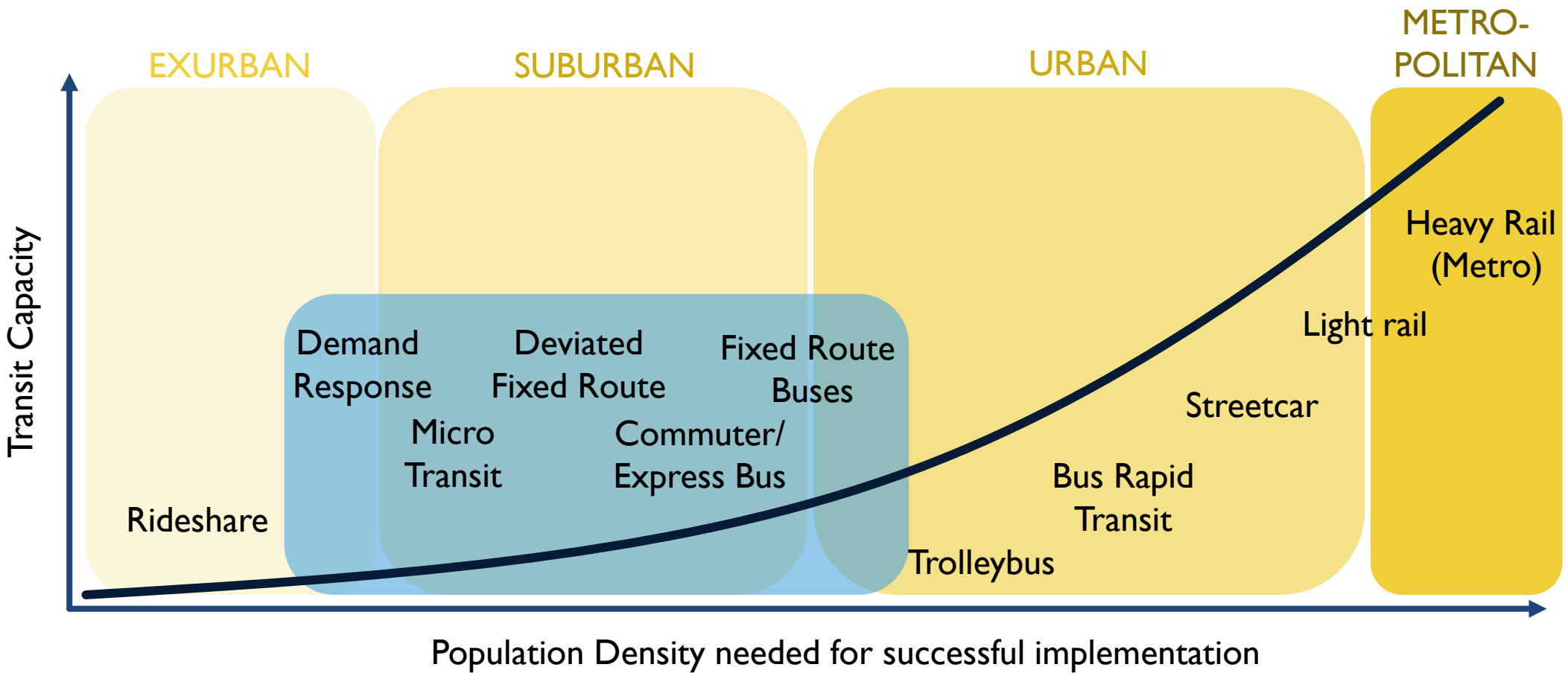


Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

What does transit look like?



Transit Case Studies

RIDE (Wilson, NC)



- Corner to Corner
- $2.50 per trip
- Operates Monday to Saturday
- Booking - app or call center
- 14,200 riders in February 2022

Smart Shuttle (Morrisville)



- Node to Node
- Free
- Operates all days of the week
- Booking – app only
- 1,695 riders in June 2022

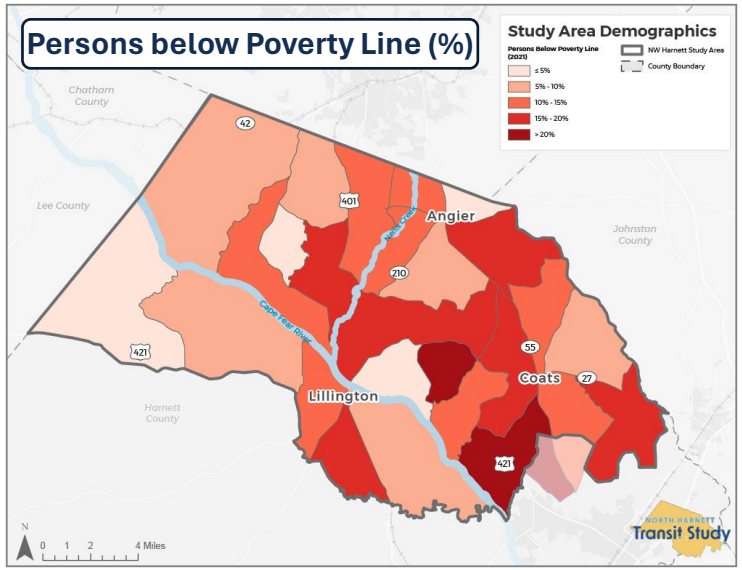
GoWake SmartRide (NE Wake)



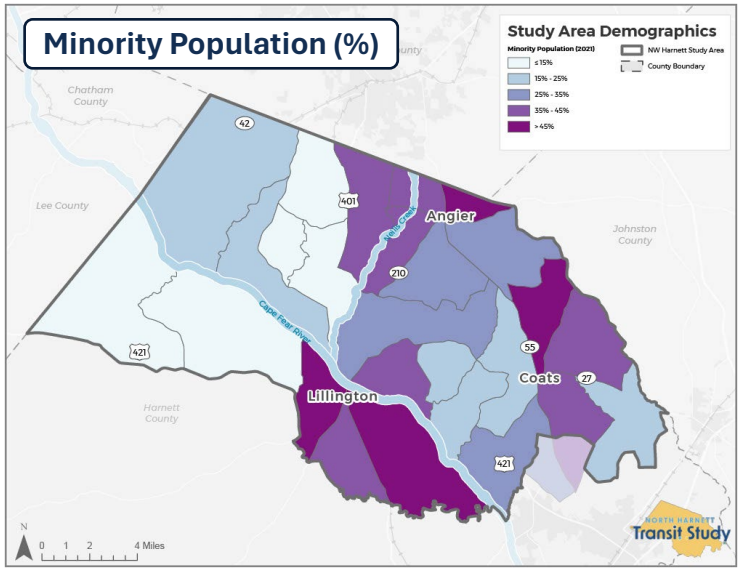
- Any location within certain area
- $2 to $4 per trip pre pandemic
- Operates Monday to Friday
- Booking - app or call center
- 556 riders in June 2022

Travel Patterns and Demographics

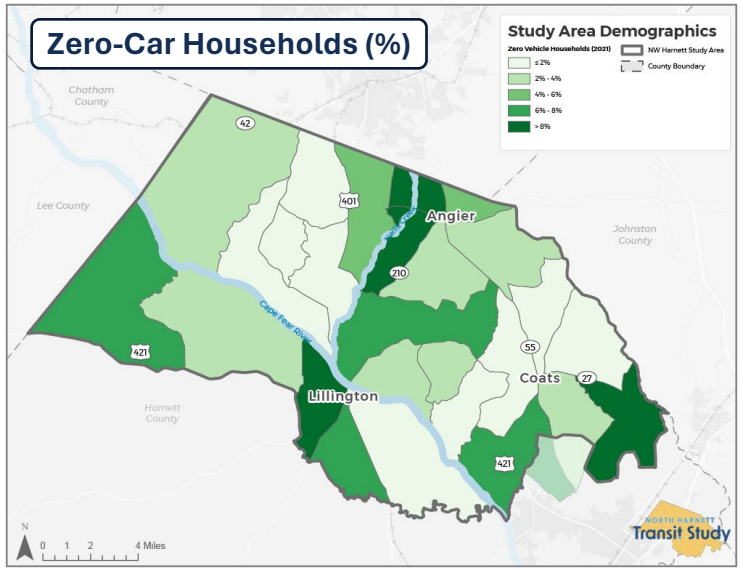
Demographics



- Study Area 18% (NC: 14%)
- Range from 0% to 48%
- South of Coats (around US 421) and Campbell University (student population)



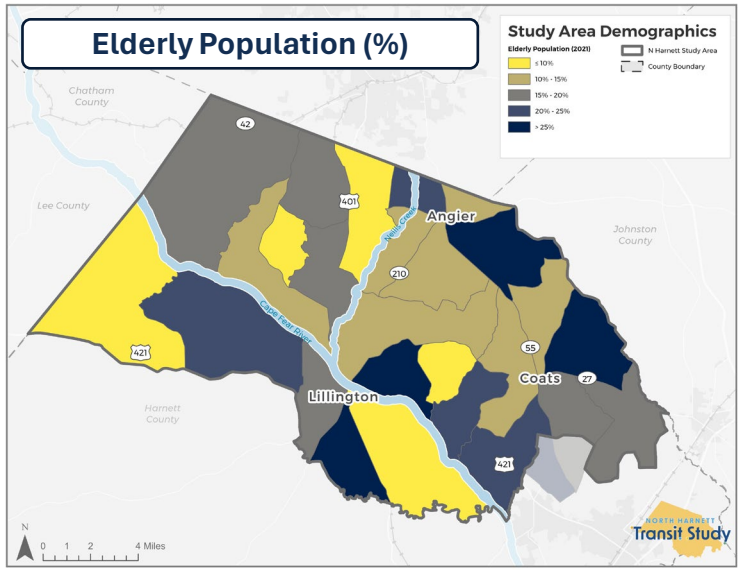
- Study Area: 31% (NC: 38%)
- Range from 0% to 50%
- Northeast Angier, North Coats and West Lillington CBGs exhibit highest concentrations of minority populations

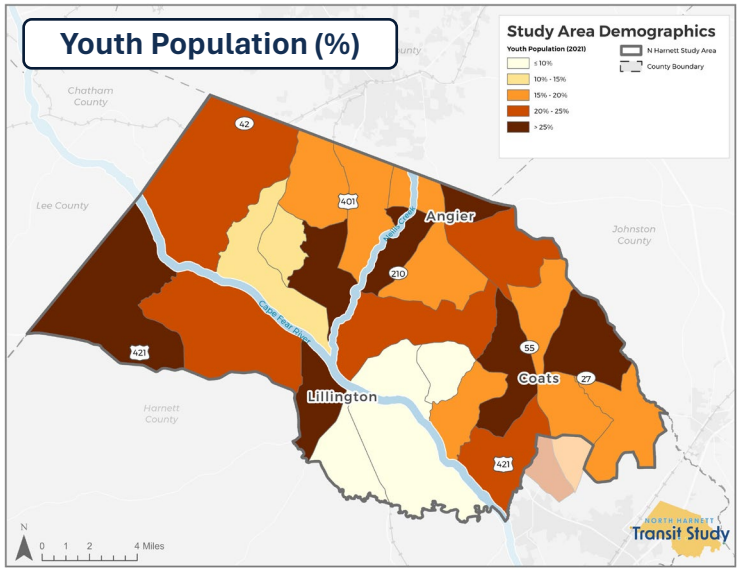


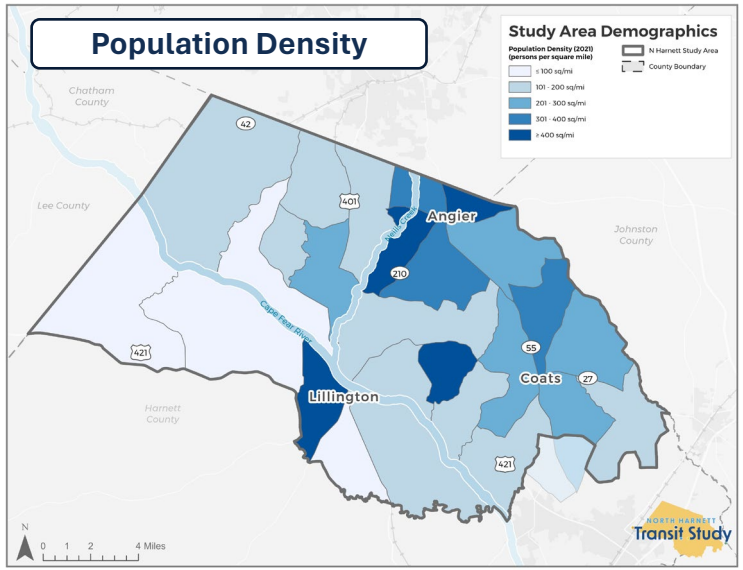
- Study Area: 4.4% (NC: 2.2%)
- Range from 0% to 12%
- Additionally, 10% households are **automobile-deficient**

  (# vehicles < # 16+ residents)

Demographics





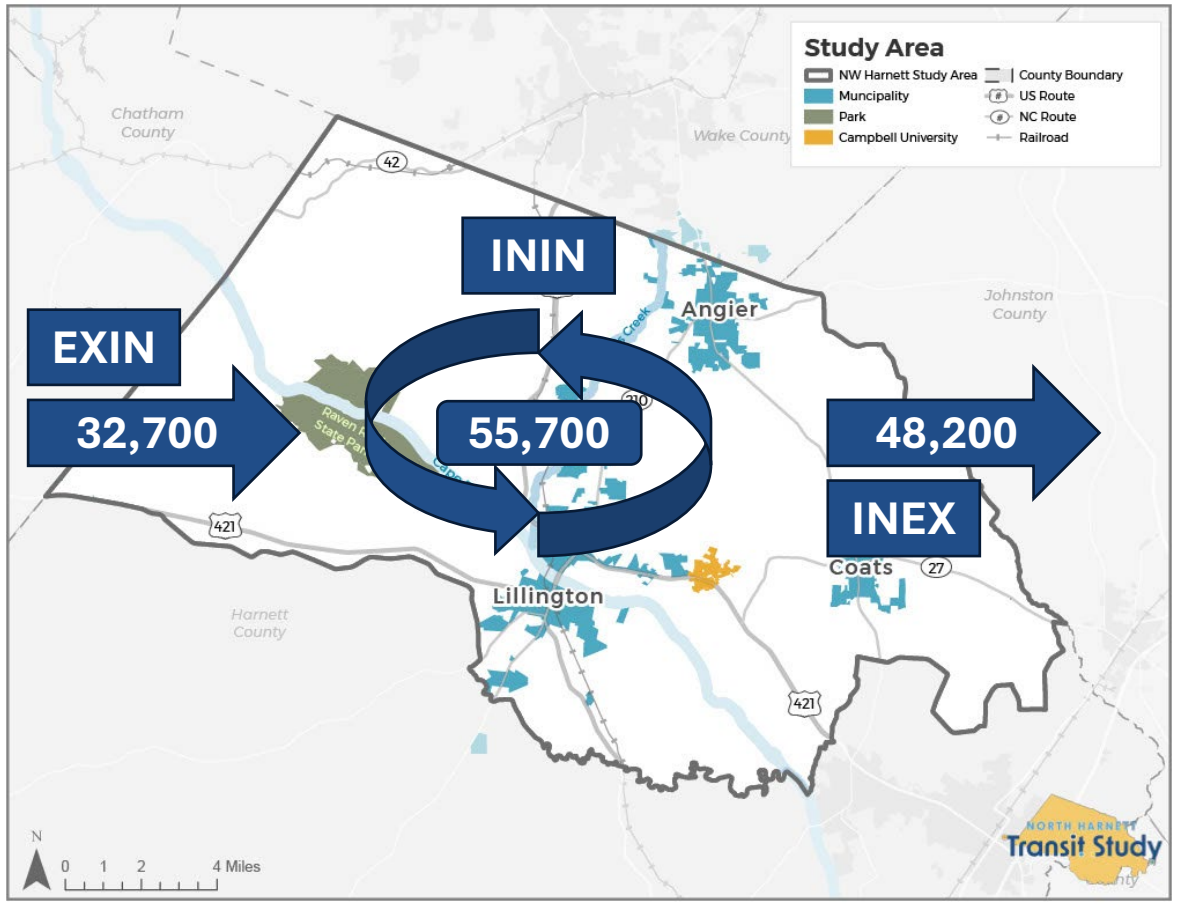


- Study Area 15% (NC: 16%)
- Range from 3% to 26%
- Spread throughout the study area except for a few pockets.

- Study Area: 20% (NC: 22%)
- Range from 3% to 31%
- Pockets of concentrations. Low in the southern part.

- Study Area: 197 / sqmile (NC: 215)
- Range from 79 to 1117 / sqmile
- Highest density in the northeastern portion of the study area, Campbell U, and Lillington.

Trip Distribution



- Replica Data - Spring 2023, Thursday
- Filtered for all non-commercial travel where destination was **not** Home, Hotel or Airport.

- Total trips interacting with the Study Area - ~136,800
- Daily Trips starting from the Study Area – ~104,000
- Daily Trips ending in the Study Area – ~88,600

- EXIN Trips – 32,700 (24%)
- INEX Trips – 48,200 (35%)
- ININ Trips – 55,700 (41%)

Key Takeaways

ININ Travel

- 55,700 trips (41%) → Highest share of trips
- 75% is non work/school → Not dependent on strict schedules – more leeway in terms of wait times
- Most travel is concentrated along the central band of the study area → Prime for deviated fixed route service along NC 210
- 40% trips are carpool or pedestrian → High proportion of beneficiaries of transit
- ~34,000 trips interzonal
- Median 2.2 miles / 10 mins → Trip distances short enough for providing a reliable transit service but too long to walk / bike.

ININ Trips have characteristics to form the first step of the transit implementation in Harnett Co.

Key Takeaways

INEX Travel

- 48,200 (35%)
- 70% is non work/school. Close to state average
- Most travel to Wake County. Of which most trips end south of Wake Tech
- 70% trips drive alone. 67% state average
- Median 14 miles / 35 mins

EXIN Travel

- 32,700 (24%)
- 58% is non work/school.
- Most travel from Harnett Co. outside study area. Wake Co. Close second
- 70% trips drive alone
- Median 15 miles / 34 mins

- Lower share of total trips
- Higher share of **non-discretionary**, time constrained trips.
- Stricter **directionality**
- Comparatively **lower transit dependency**.
- **Longer distances** – need more fleet to ascertain reliable trips

INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

Next Steps

Public Engagement



Stakeholder Focus Groups (March)



Pop-up Events (March – May)



Online Survey (March – May)

Next Steps

Public and Stakeholder Engagement

- Preparation of Materials
- Focus Group Workshops
- Online Public Survey
- Popup Events
- Ongoing coordination with the CTT

Conclusion of Phase 1

- Public Engagement Summary
- Phase 1 Report
- Technical Team Meeting
- Presentation to CAMPO Technical Core Committee and Executive Boards

Next Meeting in August

- Doodle Poll will be sent in or after July
- Joint meeting with other focus groups



Thank you

NorthHarnettTransitStudy.com

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NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

NW Harnett County Focus Group 1 Meeting

DATE: March 20th, 2024, 9:00AM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546, Room 103BC

SUBJECT: NW Harnett County Transit Feasibility Study Focus Group 1 Meeting

ATTENDEES

Name	Organization	Name	Organization
Barry Blevins	HARTS	Chance Torain	HARTS
Maria Mills	Carolina Charter	Aaron Fleming	Harnett County Schools
Britt Davis	Campbell University	Will Bratton	Campbell University
Shivang Shelat	WSP	Sarah Parkins	WSP
Gaby Lawlor	CAMPO	Leah Weaver	WSP

Meeting Highlights

1. **Project Introduction**

Gaby Lawlor introduced herself and the project. She mentioned that the study will be a year and a half long project broken up into 2 phases. The first phase will focus on developing the vision for transit in North Harnett County and is engagement heavy, and then during the 2nd phase, we will look at how to implement the vision. This is the 2nd focus group meeting, and we will have other public engagement activities coming up. The project was initiated by CAMPO and Harnett County. Shivang presented the meeting agenda and introduced the Who What Why of the project, the project purpose, and the study area.

2. **Transit 101**

Sarah led a PollEverywhere live poll.

Poll Question 1 – What does transit mean to you?

Responses

Getting where you need to go

Management of commuter population

Car train bus carpool | Public

Getting from place to place (easily lol)

Rail and bus

Poll Question 2 – What is the perception of transit in the community?

Responses

Crowded infrastructure | Commute | Access

Easy to navigate | Commute | Unavailable

Lack of knowledge | Too much growth | Traffic

Mr. Britt Davis asked what is the definition of transit that we are using in the question and Sarah responded that we will go over the definition later but just want to know people's perspective regardless of whether they know a particular definition.

Shivang presented a section answering the question of what transit is, what are the different types of transit and how are the peer agencies providing transit to their residents.

3. Travel Patterns and Demographics

Shivang presented the study area travel patterns and demographics of the study area. These demographics help us to see where those more likely to use transit are in the study area. The demographics analysis helps identify where transit-dependent populations are concentrated. In the study area we have 1 in 5 people (20%) that live below the poverty line compared to the statewide average of 14%. The range is 0 to 48% within the study area. Roughly 33% of the study area population is classified as Minority, with some block groups showing as much as 50%. About 1 in 20 houses (5%) do not have a car, which is twice as high as the statewide average. 10% of households are car deficient, meaning they have more adults than cars. 1 in 7 households in the study area are car deficient. About 15% of the study area is elderly and 20% is under 18. The highest population density is on the northeastern side of the study area.

Shivang presented the trip distribution within the study area. 55,700 trips start and end within the study area (ININ) which is about 40% of the total trips. 48,200 trips start within the study area and end outside the study area (INEX). 32,700 trips start outside the study area and end within the study area (EXIN). This shows us that there is enough internal demand within the study area for transit.

Mr. Britt Davis and Mr. Aaron Fleming were surprised that most of the trips are staying or coming within the study area because their perception was that most people were leaving. Mr. Aaron Fleming asked if school trips are counted in these numbers and Shivang responded that they are counted in this information. Most of the trips that leave the study area stay within 10 miles. Gaby said that others have been surprised to learn that as well. Mr. Britt Davis said that working for a college, his perception is based on those people. Shivang said that the central band and NC 210 corridor is the highest traveled corridor within the study area. Filtered for all non-commercial travel where destination was not Home, Hotel or Airport. 41% of the trips are staying within the study area. About 75% of the trips are discretionary trips that have a flexible time such as trips to the grocery store or running errands. These trips are not dependent on strict schedules.

Mr. Britt Davis asked about the key takeaway slide, showing that 40% trips are carpool or pedestrian trips. Shivang explained that 20% of the trips are individuals driving with someone and 20% are pedestrian trips. Mr. Britt Davis commented that this information was really fascinating to him. It's tied to the explosive growth in population in the area. Shivang responded that many of the trips are shorter than we would imagine - 2.2 miles / 10 minutes long, which are good indicators of trips that could be served by reliable transit service. Most of the travel is concentrated along the central band of the study area. 40% of trips are carpool or pedestrian which are high beneficiaries of transit. Trip distances in the study area are short enough that they could be served by reliable transit service, but too long to walk or bike.

Shivang presented a summary of the INEX and EXIN trips. EXIN trip are a lower share of total trips and have a higher share of non-discretionary, time constrained trips. They have stricter directionality which correlates to comparatively lower transit dependency. EXIN trips are longer distances which would need more fleet to ascertain reliable trips. The EXIN and INEX trips have a higher share of time constrained trips and are not ideal to form the first step of transit implementation and can be addressed in subsequent phases of implementation.

Gaby mentioned that we can start with something smaller like micro transit and then scale the transit service up in the implementation plan for immediate and long-term growth.

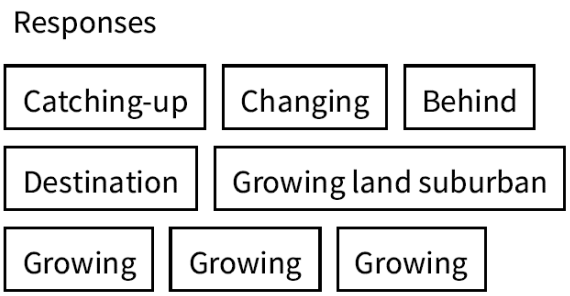
Mr. Britt Davis mentioned that it was interesting that 70% of the trips were discretionary, and that of the trips coming into the study area, there is a lower percent for work and school.

Mr. Aaron Fleming sees a lot of the trips going to work, heading south.

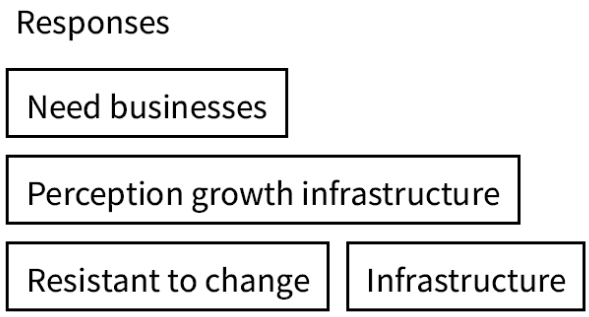
4. **Creating the Vision**

Sarah led questions, aimed at gathering input to help create the vision for transit in the study area.

Poll Question 3 – Three words that you would use to describe Harnett County today.



Poll Question 4 – What would you say are the most significant challenges in Harnett County?



Poll Question 5 – What are the most significant opportunities?

Responses

Thoughtful | Change | Development

Economy education development

Desire for growth | Innovation | Water

Education | Land

Poll Question 6 – What concerns do you have about transportation, transit, or development in North Harnett County?

Responses

55 and 210 will soon be choked without a plan

Highways from Harnett to surrounding counties

Communication | Communication | Resistance

Information | Funding use roads | Cost

Too quick

Sarah asked if "communication" was about people who don't know about these services.

Mr. Aaron Fleming responded yes and then mentioned that the river is great for quality of life but also a setback because you need a bridge to cross. There are only 2 places in the county to cross, which you have to take into account for school redistricting. This would help for transit as well.

Mr. Britt Davis mentioned that once the 210 improvements open up the traffic along that section will increase.

Mr. Aaron Fleming mentioned that a lot of people aren't big on growth but it's already here. Sarah responded that we want to honor what people want but create a system that helps maintain the vision and provide services to facilitate meaningful growth.

Poll Question 7 – Are you seeing any interest from the community today around transit?

A A lot

B Some- 33%

C None- 67%

D Not sure

Poll Question 8 – Would access to transit help your staff get to and from work? Or help in recruiting / retaining staff? Shivang commented that this question would also apply to students.

A. A would help a lot
B. Would help some- 100%
C. Would not help

Mr. Britt Davis mentioned that many of the hourly workers come from all over, within and outside of the county.

Mr. Aaron Fleming mentioned that he thinks Guilford has a partnership that helps kids get home after school. He has also heard of parents using the HARTS system to get their kid to a doctor's appointment. Sarah responded that we have looked at scenarios to help kids get where they need to go.

Shivang asked if Mr. Aaron Fleming has seen a reduction in students getting their license and Mr. Aaron Fleming said he hasn't seen a drop but that it takes longer to get your license. There has been a drop in athletic participation.

Poll Question 9 – What kind of opportunities could transit present to the people you serve?

Responses

Recruitment retention staff	Reliable	Access
Access		

Poll Question 10 – Which enhancements would be most beneficial to your visitors, students, and staff?

Response options	Count	Percentage
Fixed schedule weekday service	1	25%
Flexible schedule weekday service	1	25%
Longer service hours, starting earlier in the mornings	**2**	**50%**
Longer service hours, ending later in the evenings	0	0%
Saturday service	0	0%
Sunday service	0	0%

Poll Question 11 – Ms. Maria Mills commented that the immediate thinking is that we are trying to alleviate traffic, and she hasn't considered Saturday and Sunday service. She doesn't have the scope for people who would benefit from weekend service. Shivang responded that the 1 in 7 people who are car deficient would benefit from other times outside of the normal.

Poll Question 12 – Are there any special events/ festivals that could benefit from transit?

Responses

Campbell athletic events, theatre arts

Graduation

Sarah mentioned she's heard there wasn't enough parking for graduation at Campbell.

Mr. Aaron Fleming mentioned that HARTS has done some services for graduation in the past.

Mr. Will Bratton mentioned that there is plenty of parking but it isn't all considered close.

Mr. Britt Davis responded that there is plenty of parking within a 10-minute walk. Is there a need for friends and family that need to go to a graduation using transit - probably yes.

Mr. Aaron Fleming said he wonders if some people are streaming graduations due to accessibility issues.

Poll Question 13 – What kind of service do you think should be prioritized?

Response options	Count	Percentage
Mostly local service with some regional service	0	0%
Balance of local service and regional service	**3**	**100%**
Mostly regional service with some local service	0	0%

Mr. Britt Davis mentioned he was curious about the 48,000 trips going out. Do you all have metrics or data on what percentage of those would actually use transit? Shivang responded it goes back to the availability and reliability of the services. It's hard to get the data because there are not any services out there right now. Shivang mentioned 20,000 are going to Wake County and, of those, most aren't going past the beltline. Only 5,000 are going from and to Johnston and 12,000 are going to the rest of Johnston County.

Poll Question 14 – In what other ways can access to transportation help your institution and community?

Responses

Access | Visibility

5. Mapping Exercise

Sarah led a mapping exercise and asked participants to picture their community, students, staff, or visitors and who amongst them have the most difficulty getting around on their own. She then asked them to imagine that Harnett County has excellent public transit and the people they just thought about get around using transit. She asked them to mark on the map what their trips would look like and where they would go.

Mr. Will Bratton mentioned that our international students would benefit from the transit services the most. Those students don't have access to basic necessities. Barry mentioned that HARTS can be used for those students.

Mr. Britt Davis asked what the difference is between HARTS and some of the services in the presentation. Barry responded that after the pandemic, it's been difficult to find drivers, but

the demand is there. Most of the trips are for dialysis. HARTS is doing 800,000 miles a year and 27,000 trips per year. Trips out of Harnett County cost a flat fee of $5 and trips in the county cost $3 per one direction. If you are over the age of 60 and fill out the paper, it's free. There is funding from Mid-Carolina Regional Council. We are associated with FAMPO where they receive funding for going to the Fayetteville region. Barry is open to other hours or schedules that would serve more people.

Sarah asked if there were free rides for low-income people and Barry responded that we don't but there are some ways. They are also trying to lower the minimum age of riders that HARTS can serve.

6. **Next Steps**

Shivang presented the next steps in the public engagement process including stakeholder meetings, pop up events, and an online survey. After phase 1, the findings will be presented at a joint focus group meeting in August.

Sarah mentioned that we would like to share the survey with focus group members for them to give to some of their students and community members. If you are having any events at your campus that would allow us to table, please share with the project team. Mr. Aaron Fleming asked if Sarah could email the survey, then they can send out an electronic flyer if it's a PDF. Mr. Britt Davis said to send the same email to him as well and that we could set up something at the student union as a pop-up.



Focus Group 1 Meeting

Schools, Institutions, and Parks & Recreation – March 20, 2024

NORTH HARNETT
Transit Study

Agenda

01. Project Introduction

02. Transit 101

03. Travel Patterns and Demographics

04. Creating the Vision

05. Mapping Exercise

06. Next Steps

Project Introduction

Who What Why

Q. What is this project?

A. North Harnett County Transit Feasibility Study

Q. What is a Transit Feasibility Study?

A. A Transit Feasibility Study is the first step in **identifying the public transit needs** by assessing travel patterns, population and employment patterns, and local desire for transit.

Q. Who is doing this Study?

A. Harnett County has requested CAMPO to administer this study. CAMPO stands for **Capital Area Metropolitan Planning Organization**. CAMPO is designated to carry out the transportation planning process in order to receive funding from USDOT and NCDOT.

CAMPO consists of Wake County and parts of Harnett, Johnston, Franklin and Granville Counties

Q. Why are you doing this Study?

A. The northern portion of Harnett County is experiencing **rapid growth**, and the County planning staff want to explore how a transit service would best serve the needs of the residents.

Q. What is the intended outcome of the Study?

A. Whether there is **enough support** from the residents, businesses, and the decision-makers of Harnett County to provide a transit service, and if so, developing a **transit implementation plan** for North Harnett.

Q. What is going to happen after this Study?

A. If concluded that there is need and support for transit, the implementation plan developed through this Study will **lay the groundwork to develop a Transit Plan** containing details about the routes, stops, vehicle types, and finances.

Project Purpose

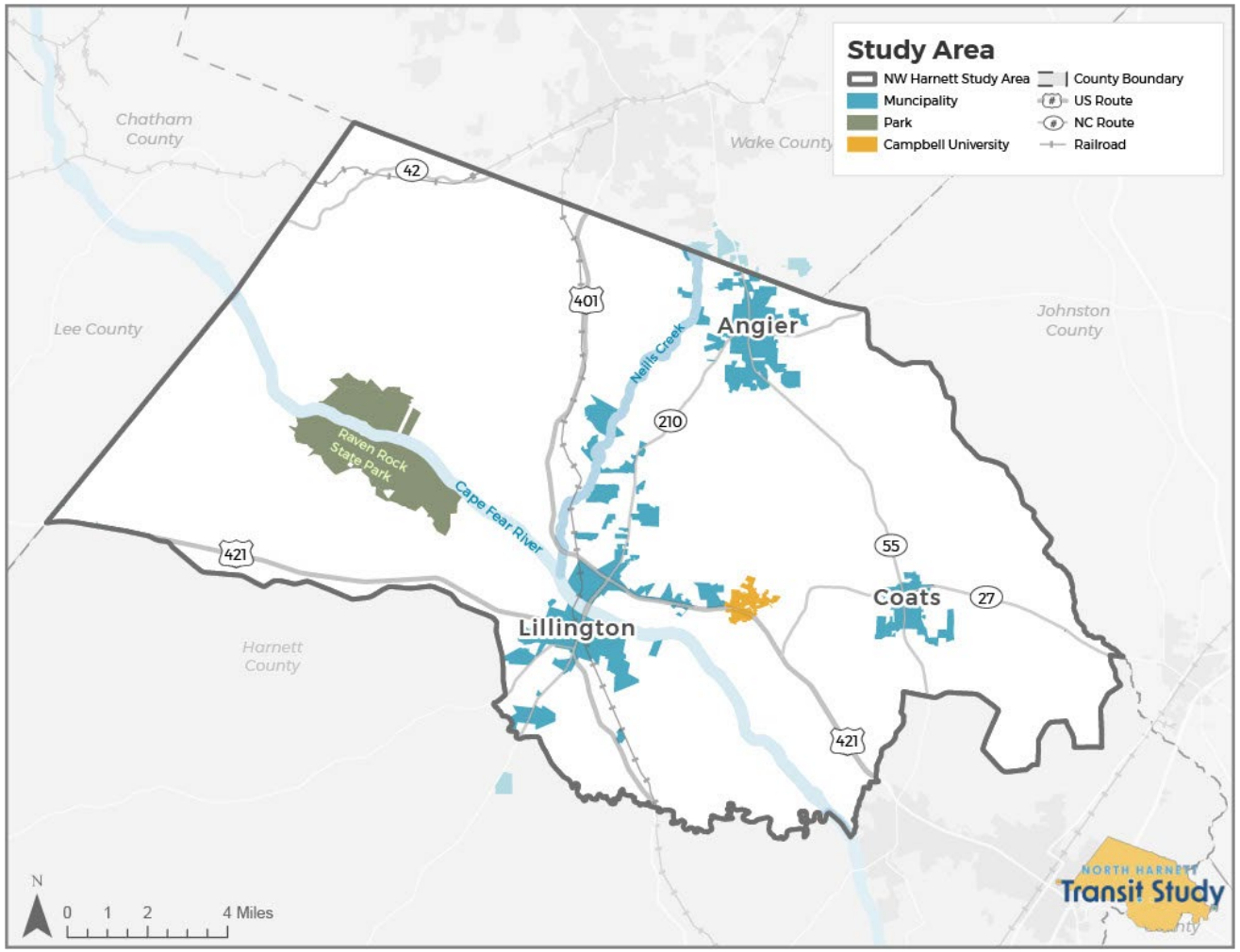
Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

North Harnett Transit Study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and future growth,
- **educating** the residents and stakeholders about different types of transit, and gathering their views on different aspects of transit,
- **assessing** the desire of the decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy for North Harnett County



Study Area



- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Transit 101

What is Transit?

Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:

- Work
- School
- Social Visits
- Shops
- Appointments







What can transit look like?

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

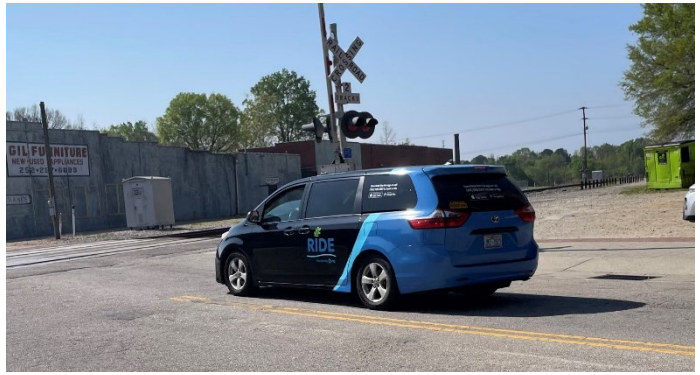
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.

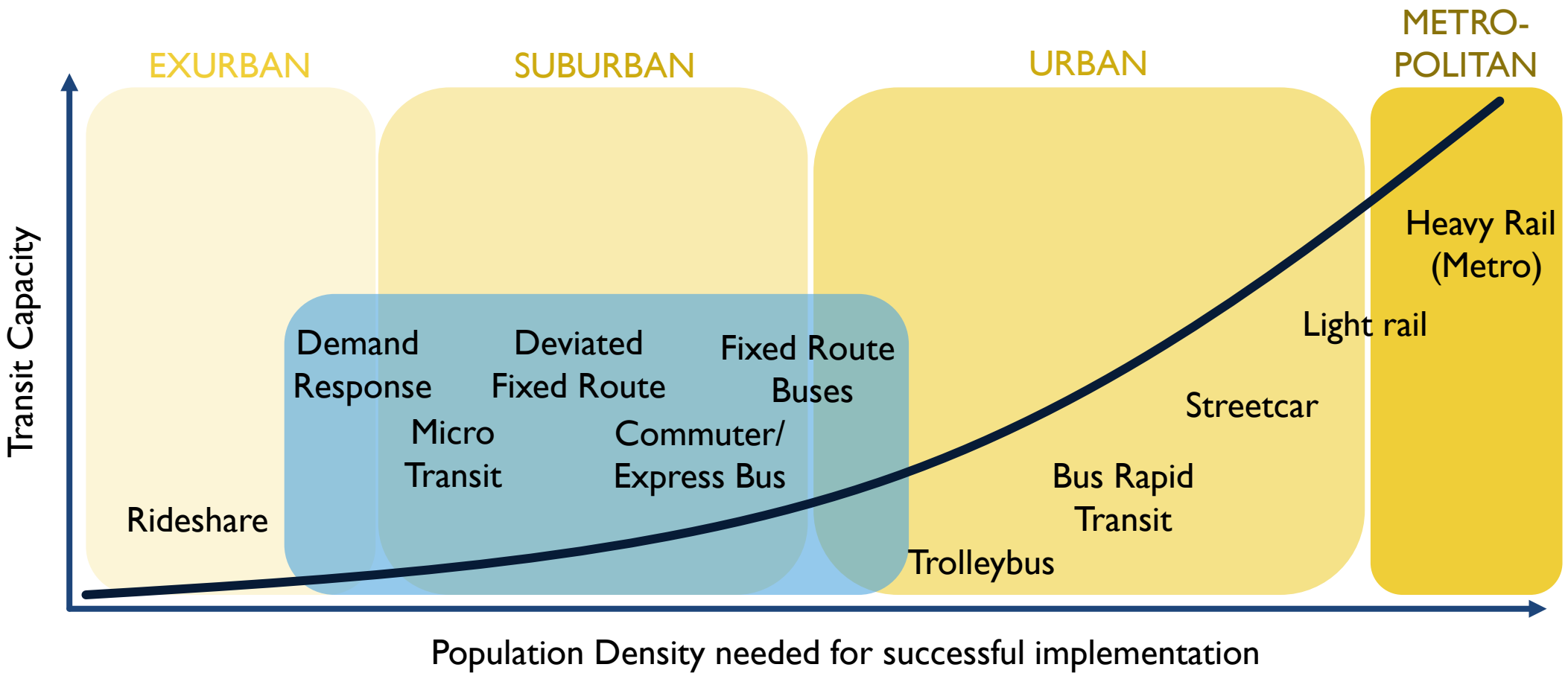


Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

What does transit look like?



Transit Case Studies

RIDE (Wilson, NC)



- Corner to Corner
- $2.50 per trip
- Operates Monday to Saturday
- Booking - app or call center
- 14,200 riders in February 2022

Smart Shuttle (Morrisville)



- Node to Node
- Free
- Operates all days of the week
- Booking – app only
- 1,695 riders in June 2022

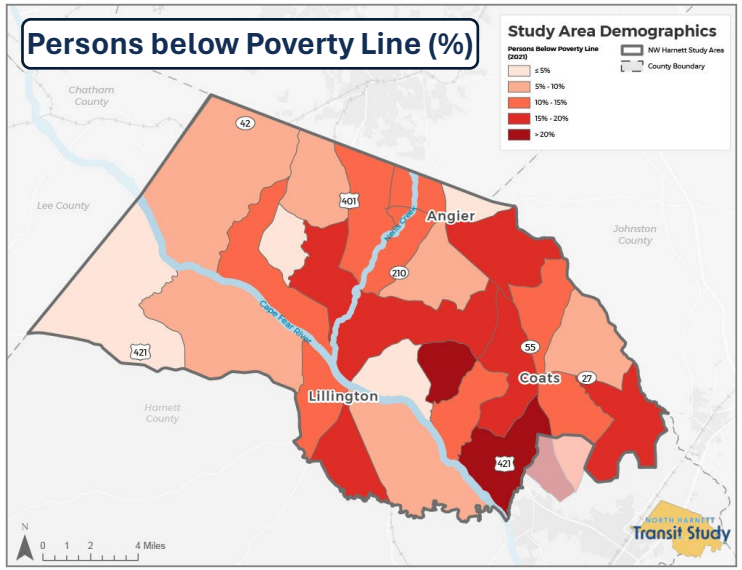
GoWake SmartRide (NE Wake)



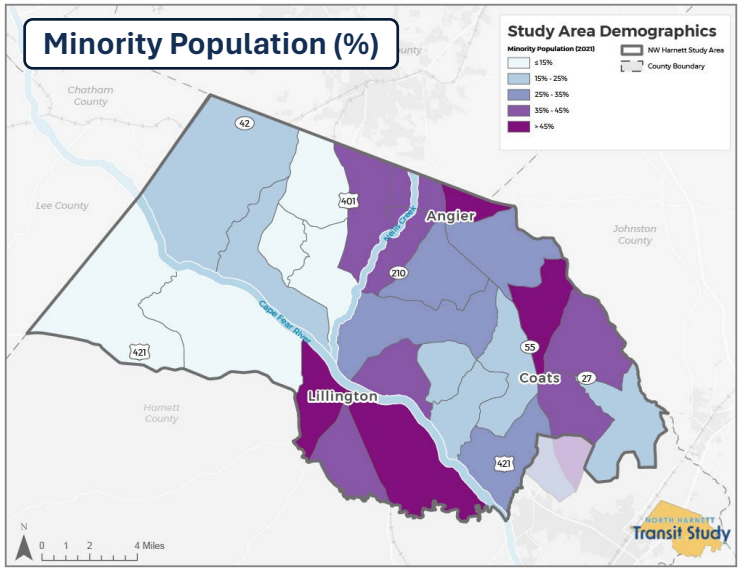
- Any location within certain area
- $2 to $4 per trip pre pandemic
- Operates Monday to Friday
- Booking - app or call center
- 556 riders in June 2022

Travel Patterns and Demographics

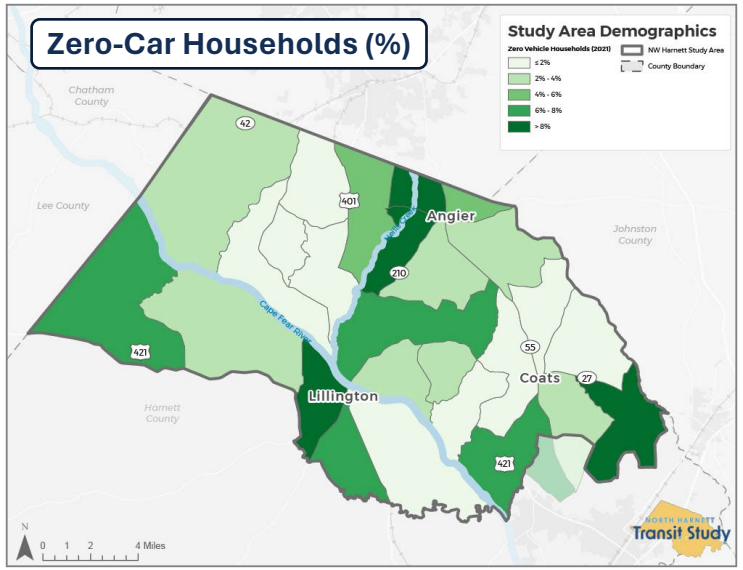
Demographics



- Study Area 18% (NC: 14%)
- Range from 0% to 48%
- South of Coats (around US 421) and Campbell University (student population)



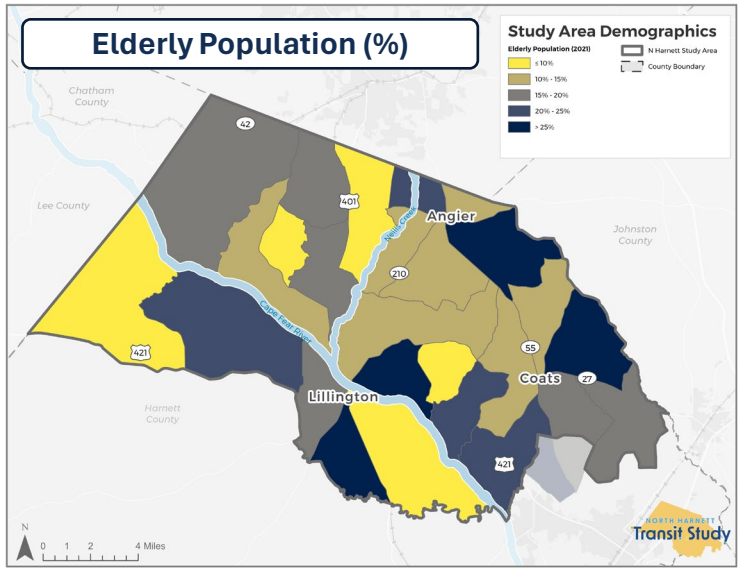
- Study Area: 31% (NC: 38%)
- Range from 0% to 50%
- Northeast Angier, North Coats and West Lillington CBGs exhibit highest concentrations of minority populations

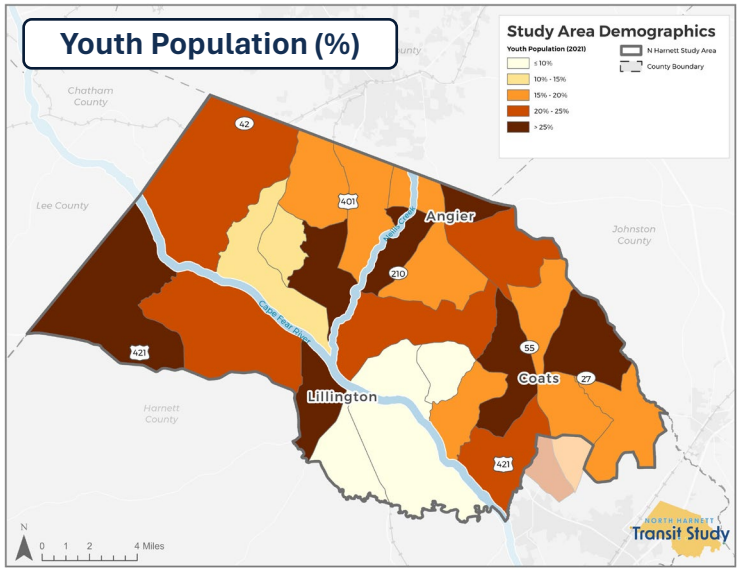


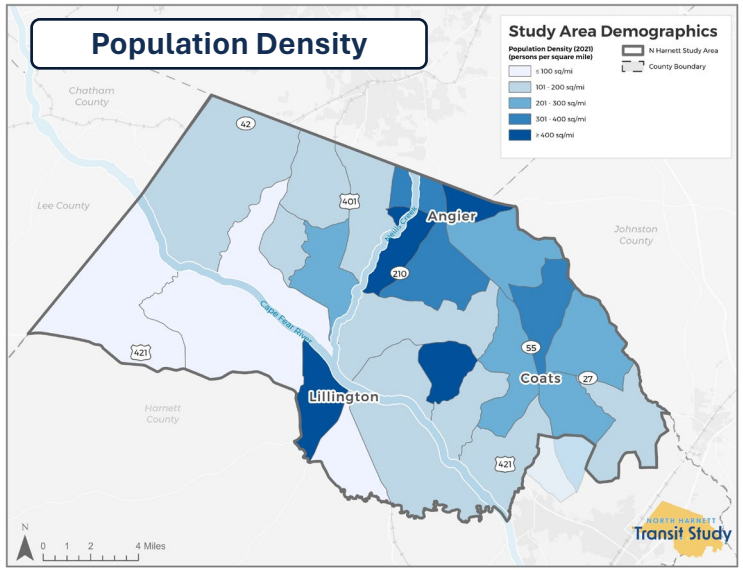
- Study Area: 4.4% (NC: 2.2%)
- Range from 0% to 12%
- Additionally, 10% households are **automobile-deficient**

  (# vehicles < # 16+ residents)

Demographics





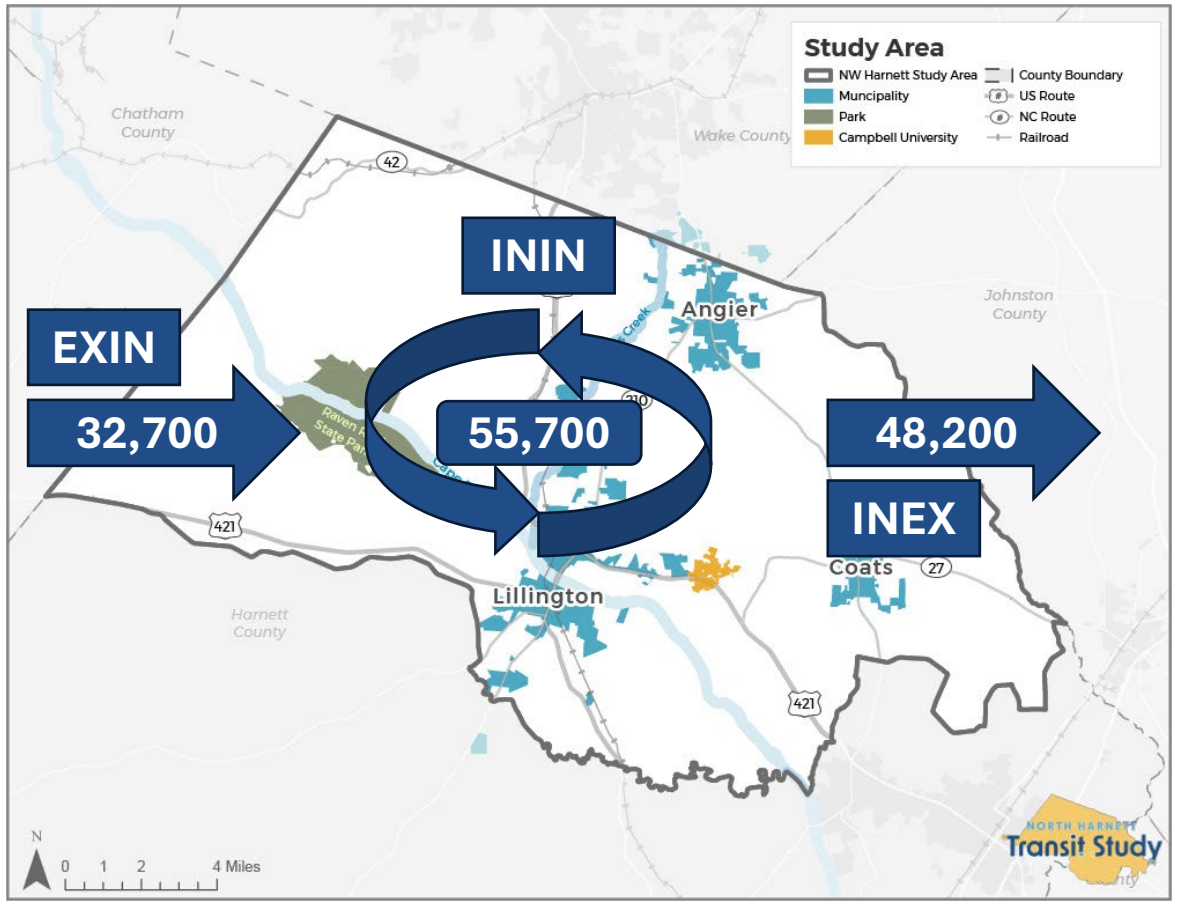


- Study Area 15% (NC: 16%)
- Range from 3% to 26%
- Spread throughout the study area except for a few pockets.

- Study Area: 20% (NC: 22%)
- Range from 3% to 31%
- Pockets of concentrations. Low in the southern part.

- Study Area: 197 / sqmile (NC: 215)
- Range from 79 to 1117 / sqmile
- Highest density in the northeastern portion of the study area, Campbell U, and Lillington.

Trip Distribution



- Replica Data - Spring 2023, Thursday
- Filtered for all non-commercial travel where destination was **not** Home, Hotel or Airport.

- Total trips interacting with the Study Area - ~136,800
- Daily Trips starting from the Study Area – ~104,000
- Daily Trips ending in the Study Area – ~88,600

- EXIN Trips – 32,700 (24%)
- INEX Trips – 48,200 (35%)
- ININ Trips – 55,700 (41%)

Key Takeaways

ININ Travel

- 55,700 trips (41%) → Highest share of trips
- 75% is non work/school → Not dependent on strict schedules – more leeway in terms of wait times
- Most travel is concentrated along the central band of the study area → Prime for deviated fixed route service along NC 210
- 40% trips are carpool or pedestrian → High proportion of beneficiaries of transit
- ~34,000 trips interzonal
- Median 2.2 miles / 10 mins → Trip distances short enough for providing a reliable transit service but too long to walk / bike.

ININ Trips have characteristics to form the first step of the transit implementation in Harnett Co.

Key Takeaways

INEX Travel

- 48,200 (35%)
- 70% is non work/school. Close to state average
- Most travel to Wake County. Of which most trips end south of Wake Tech
- 70% trips drive alone. 67% state average
- Median 14 miles / 35 mins

EXIN Travel

- 32,700 (24%)
- 58% is non work/school.
- Most travel from Harnett Co. outside study area. Wake Co. Close second
- 70% trips drive alone
- Median 15 miles / 34 mins

- Lower share of total trips
- Higher share of **non-discretionary**, time constrained trips.
- Stricter **directionality**
- Comparatively **lower transit dependency**.
- **Longer distances** – need more fleet to ascertain reliable trips

INEX and EXIN Trips are NOT ideal to form the first step of the transit implementation. These trips can be addressed during subsequent phases of implementation.

Next Steps

Public Engagement



Stakeholder Focus Groups (March)



Pop-up Events (March – May)



Online Survey (March – May)

Next Steps

Public and Stakeholder Engagement

- Preparation of Materials
- Focus Group Workshops
- Online Public Survey
- Popup Events
- Ongoing coordination with the CTT

Conclusion of Phase 1

- Public Engagement Summary
- Phase 1 Report
- Technical Team Meeting
- Presentation to CAMPO Technical Core Committee and Executive Boards

Next Meeting in August

- Doodle Poll will be sent in or after July
- Joint meeting with other focus groups



Thank you

NorthHarnettTransitStudy.com

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NC Capital Area Metropolitan Planning Organization

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NW Harnett County Transit Study

Meeting Minutes

NW Harnett County Focus Group 3 Meeting

DATE: April 26th, 2024, 9:30AM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546, Room 103A

SUBJECT: NW Harnett County Transit Feasibility Study Focus Group 3 Meeting

ATTENDEES

Name	Organization	Name	Organization
Barara Marchioni	Walter Weeks Realty	Ben Taylor	Greenfield Communities
Sarah Arbor	Harnett County	Barry Blevins	HARTS
Stephen Barrington	Harnett County	John Tucker	ACS
Angie Stewart	Harnett County	Ann Milton	Ann Milton Realty
Coley Price	HARTS	Shivang Shelat	WSP
Gaby Lawlor	CAMPO	Sarah Parkins	WSP
Leah Weaver	WSP		

Meeting Highlights

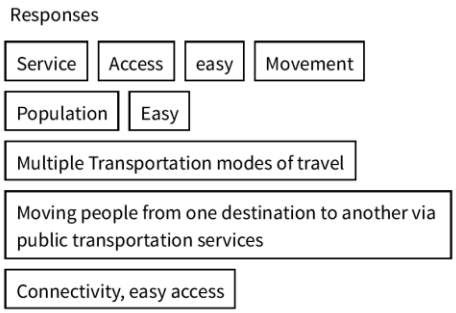
1. **Project Introduction**

Gaby Lawlor introduced herself and the project. She said right now we are in the middle of public engagement and the next survey will go live on May 19th. We are working to determine what do Harnett County Residents want. Shivang presented the presentation agenda, introduction to the project, project purpose and study area.

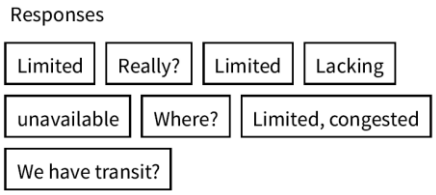
2. **Transit 101**

Sarah led a PollEverywhere live poll.

Poll Question 1 – What does transit mean to you?



Poll Question 2 – What is the perception of transit in the community?



Sarah presented what transit could look like in Harnett County and described different transit options available.

Mr. Stephen Barrington asked if there are there any locations that have self-sustaining transit systems that pay for themselves? Shivang responded that theoretically it is possible, however, most transit systems depend on state and federal funding and should be looked at as services just like roads. Roads don't pay for themselves and most transit systems don't either even in major cities like New York.

Sarah presented transit case studies that would be potential options for Harnett County.

Ms. Barbara Marchioni asked who subsidizes the microtransit systems?

Shivang responded that Wilson's system got Federal grants, Wake Transit has a half cent sales tax for transit.

Mr. Stephen Barrington asked if the difference in ridership between case studies is due to the rideshare options. Shivang responded that some of the services are newer and are limited by the number of vehicles they have. Gaby said with RIDE there was already a ridership built up using buses and then that ridership just transitioned to microtransit.

Mr. Ben Taylor asked what is the difference in trip distance between these options? Shivang said the geographic area is smaller for some which makes the trips shorter. GoWake has a larger area compared to Morrisville but smaller than Wilson. Ben asked would it be within a

geofence? Shivang said it would be within the geographic area but if we went with the geofence route there would be a connection to other transit options outside the fence.

3. Travel Patterns and Demographics

Shivang presented the study area travel patterns and demographics of the study area. These demographics help us to see where those more likely to use transit are in the study area. The demographics analysis helps identify where transit-dependent populations are concentrated. In the study area we have 1 in 5 people (20%) that live below the poverty line compared to the statewide average of 14%. The range is 0 to 48% within the study area. Roughly 33% of the study area population is classified as Minority, with some block groups showing as much as 50%. About 1 in 20 houses (5%) do not have a car, which is twice as high as the statewide average. 10% of households are car deficient, meaning they have more adults than cars. 1 in 7 households in the study area are car deficient. About 15% of the study area is elderly and 20% is under 18. The highest population density is on the northeastern side of the study area.

Shivang presented the trip distribution within the study area. 55,700 trips start and end within the study area (ININ) which is about 41% of the total trips. 48,200 trips start within the study area and end outside the study area (INEX). 32,700 trips start outside the study area and end within the study area (EXIN). This shows us that there is enough internal demand within the study area for transit.

Shivang presented maps with the trips that start and end within a microzone and trips that travel between microzones.

Mr. Ben Taylor asked if these maps were limited to the ININ trips and Shivang responded that yes these total the ININ trips.

Shivang presented the key takeaways of the INEX trips.

Ms. Ann Milton asked how did you arrive at the carpool pedestrian number? Shivang responded that trip purposes and mode of travel is included in the data collected on all the trips.

Shivang presented the land use maps for the study area and how transit supportive the UDO language is for each code district. The land use language is currently not transit supportive.

Mr. Stephen Barrington asked if the deep purple identifies the HCO? Shivang said the zoning code doesn't correlate to the land use colors. Ms. Sarah Arbor said that it would be on the

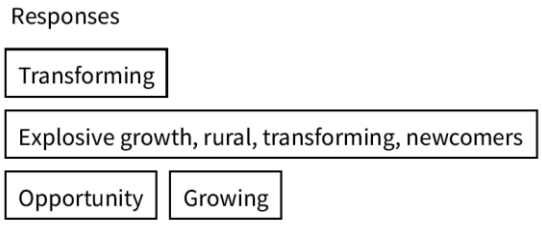
zoning map. There's not currently an overlay district on the section of NC 210 on the land use map.

Shivang added that there is a strong correlation between land use and transit supportiveness and we are trying to bridge that gap.

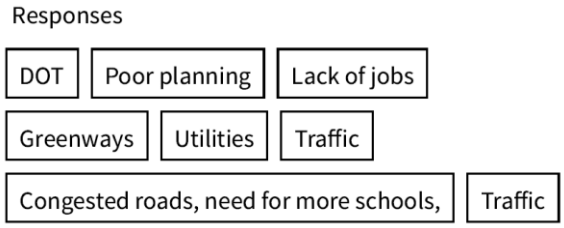
1. **Creating the Vision**

Sarah led questions, aimed at gathering input to help create the vision for transit in the study area.

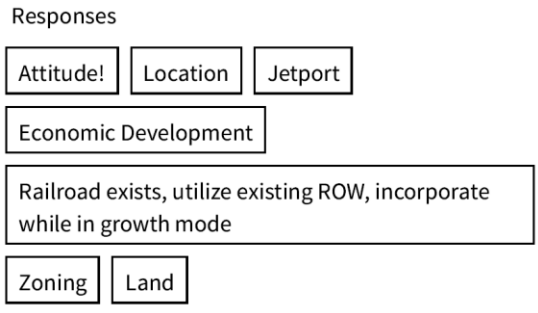
Poll Question 3 – Three words that you would use to describe Harnett County today.



Poll Question 4 – What are the most significant challenges?



Poll Question 5 – What are the most significant opportunities?



Poll Question 6 – What concerns do you have about transportation, transit, or development in North Harnett County?

Responses

DESTINATION

Mr. John Tucker asked how do we develop options beyond getting people to Wake County? Shivang responded everyone is going from Harnett County to Wake County for work and that we need to figure out how do we design the zoning to support development for jobs here. We need to shorten the commute trips to Wake County. Most of the trips go to southern Wake County in Holly Springs and Fuquay Varina. We have one transit service coming to Fuquay Varina that we could connect to.

A focus group participant also mentioned that Cumberland County uses Harnett County as a path to get to Wake County as well.

Mr. John Tucker said we have to follow the land use plan, but political realities prevent you from bringing businesses to those corridors.

Mr. Stephen Barrington mentioned that other communities like ours have gone through similar issues. As much as we don't want development because it will make other issues worse, retail looks at numbers on the ground in order to decide to build. How many houses do we have and are they within a certain node.

Mr. Ben Taylor said we are touching on some of the development should become higher density and the transit piece Harnett County needs destinations in Harnett County so that people have a place they want to go within Harnett County instead of going up to Wake County. Some kind of park and sports complex that attracts trips. In addition to the rooftops that are coming there are going to be a lot more support services. Harnett County has published some good studies on services that support development.

Stephen said he thinks there will be more flex opportunities for professionals. We need a good local destination opportunity but that's not meant to be competitive for others.

Stephen asked if 16 year olds would be included in the vehicle deficiency number and Shivang said yes.

Ms. Ann Milton asked what the age limits were on the number and Shivang said there was no upper limit to that number just a minimum of 16.

Poll Question 7 – Are you seeing any interest in transit from the community today around transit?

Response options	Count	Percentage
A lot	0	0%
Some	**4**	**80%**
None	0	0%
Not sure	1	20%

Ms. Ann Milton said she does hear more interest in transit from people moving into town from other transit supportive areas.

Mr. Ben Taylor said a lot of people haven't even had the conversation because it hasn't been an option but he can start having that conversation with some of the communities he works with.

Sarah responded that it is important to get this information to the public on options for transit.

Ms. Barbara Marchioni asked when do you anticipate the end of this study? Gaby responded that it's a two phase study and will conclude around a year from now. There will be meetings with commissioners along the way to let them know how the study is going. We have two bodies within the study. The technical and stakeholder oversight committee that we meet with regularly. Barbara asked within the study years how much do you anticipate the traffic to change? Gaby responded that all signs point to everything increasing. Shivang also responded that the study is a year and a half long and started this past November.

Gaby mentioned there will be another phase of public engagement to find out if we are going in the right direction with the vision.

Mr. Stephen Barrington said from an implementation phase that could happen 5 years from now. We aren't even building implementation up at this point. Shivang said at this point we don't know what implementation will look like but as a part of this study we will develop an implementation strategy and find out if the public officials are on board.

Mr. Ben Taylor asked is there any support from other successful transit services that we could include in this study to show that it would work in Harnett County? Shivang responded that we are taking lessons from other areas that have been success and lessons learned from their implementation strategies however its not a one to one comparison since our travel patterns will be different.

Poll Question 8 – 'Access to Transit' could be a strong selling point for household or commercial development in Harnett County?

Response options	Count	Percentage
Agree	**3**	**75%**
Neutral	0	0%
Disagree	1	25%

Mr. John Tucker said it's a minute selling point but not a strong selling point at this point.

Mr. Stephen Barrington said it also depends on the price point of housing. There is certain housing where the income is such that they will always drive. Housing price points will matter because lower incomes will be a factor in who would use transit. There is a window of the cost that would be ideal for certain folks to use.

Shivang asked if there was any insight on the commercial development side of this? Stephen said we are hoping there are opportunities that would come online in the future to support transit but we just don't know at this point.

Sarah said the point you are making is that lower incomes might need transit more but we do need to educate that transit can be useful as a great alternative if your car is broken down or for kids who don't want to get their drivers license.

Mr. Stephen Barrington agreed with Sarah that there are certain situations that do make more sense for transit even if you can afford a car.

Gaby said another part of educating the public is sharing examples of other members of the community that will benefit from transit as well.

Mr. Ben Taylor said to echo on that point that there are demographics that need access to medical appointments and an inclusivity aspect to transit. That's a factor. If we have transit then there is a certain part of the population that might be attracted to this area.

Poll Question 9 – Harnett County's real estate market supports higher density housing (and commercial development)?

Response options	Count	Percentage
Agree	**2**	**100%**
Neutral	0	0%
Disagree	0	0%

Mr. Ben Taylor mentioned that there is support for more dense development but that this question should be rephrased to more accurately reflect the intent.

Ms. Sarah Arbor said there is a village concept coming that would help support higher density housing.

Mr. Coley Price said that we are putting in these village concepts to attract more people. Master plans are happening for a much shorter time since the change is happening so quickly. We are losing 1.7 billion in retail to other counties. Property tax and sales tax balances the budget. Harnett County will be the destination for starter homes. If you aren't careful you are going to get bombarded the growth. You can't go from two lane rural roads to 4 lane overnight. Those are the challenges that we are dealing with right now.

Mr. Ben Taylor said we should focus on densifying the central corridor.

Mr. Coley Price said that we need to focus on the medical and education corridor. The disposable income and rooftops are what attracts the development. Over time you'll see the attraction of higher quality development. We have water and sewer which is attracting developers. We need quality land use planning to help develop the plan for the future we want. We need smart growth with a vision and a plan.

Ms. Ann Milton said that she has developers coming to her saying that Harnett County is next, after Chatham County (referring to development/population growth).

Mr. Stephen Barrington said we also need infrastructure because that will also bring the development.

4. **Mapping Exercise**

Sarah led a mapping exercise and asked participants to picture their community, students, staff, or visitors and who amongst them have the most difficulty getting around on their own. She then asked them to imagine that Harnett County has excellent public transit and the people they just thought about are able to get around using transit. She asked them to mark on the map what their trips would look like and where they would go.

5. **Next Steps**

Gaby and Shivang discussed the next steps in the stakeholder process and thanked everyone for coming.



Focus Group 3 Meeting

Developers, Builders, Realtors, Landowners – April 26, 2024

NORTH HARNETT
Transit Study

Agenda

01. Project Introduction

02. Transit 101

03. Travel Patterns and Demographics

04. Creating the Vision

05. Mapping Exercise

06. Next Steps

Project Introduction

Who What Why

Q. What is this project?

A. North Harnett County Transit Feasibility Study

Q. What is a Transit Feasibility Study?

A. A Transit Feasibility Study is the first step in **identifying the public transit needs** by assessing travel patterns, population and employment patterns, and local desire for transit.

Q. Who is doing this Study?

A. Harnett County has requested CAMPO to administer this study. CAMPO stands for **Capital Area Metropolitan Transportation Organization**. CAMPO is designated to carry out the transportation planning process in order to receive funding from USDOT and NCDOT.

CAMPO consists of Wake County and parts of Harnett, Johnston, Franklin and Granville Counties

Q. Why are you doing this Study?

A. The northern portion of Harnett County is experiencing **rapid growth**, and the County planning staff want to explore how a transit service would best serve the needs of the residents.

Q. What is the intended outcome of the Study?

A. Whether there is **enough support** from the residents, businesses, and the decision-makers of Harnett County to provide a transit service, and if so, developing a **transit implementation plan** for North Harnett.

Q. What is going to happen after this Study?

A. If concluded that there is need and support for transit, the implementation plan developed through this Study will **lay the groundwork to develop a Transit Plan** containing details about the routes, stops, vehicle types, and finances.

Project Purpose

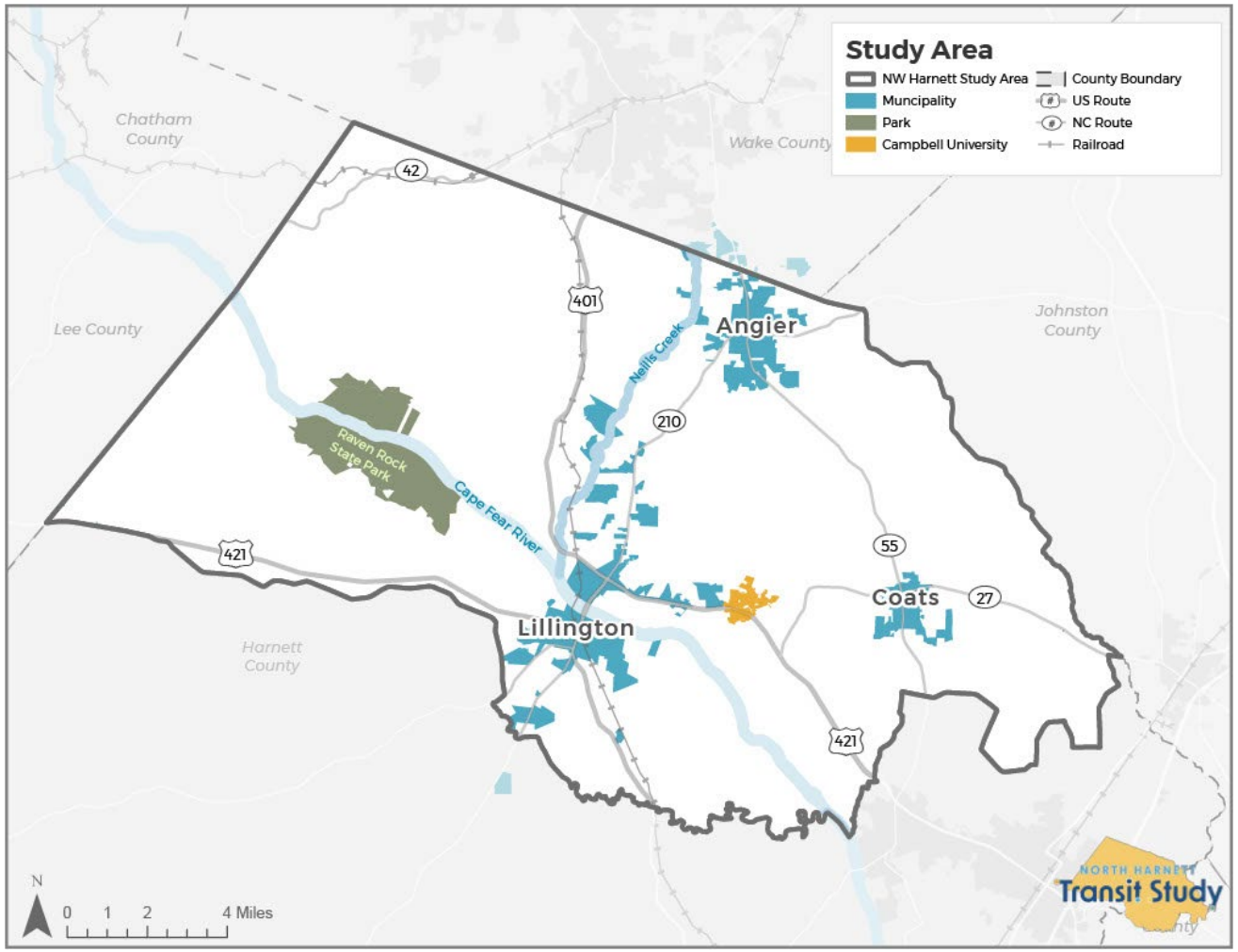
Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

North Harnett Transit Study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and future growth,
- **educating** the residents and stakeholders about different types of transit, and gathering their views on different aspects of transit,
- **assessing** the desire of the decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy for North Harnett County



Study Area

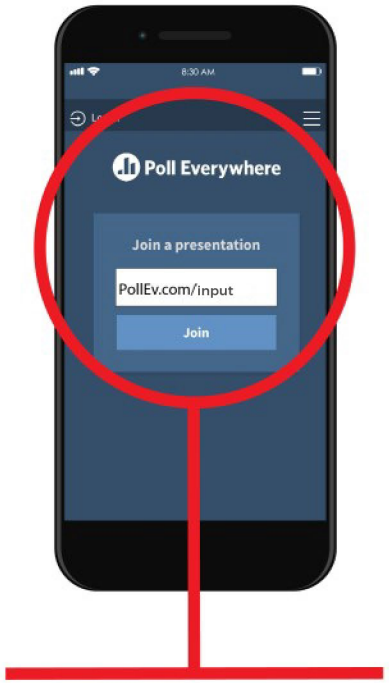


- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Transit 101

Three easy ways to join the conversation with PollEverywhere.

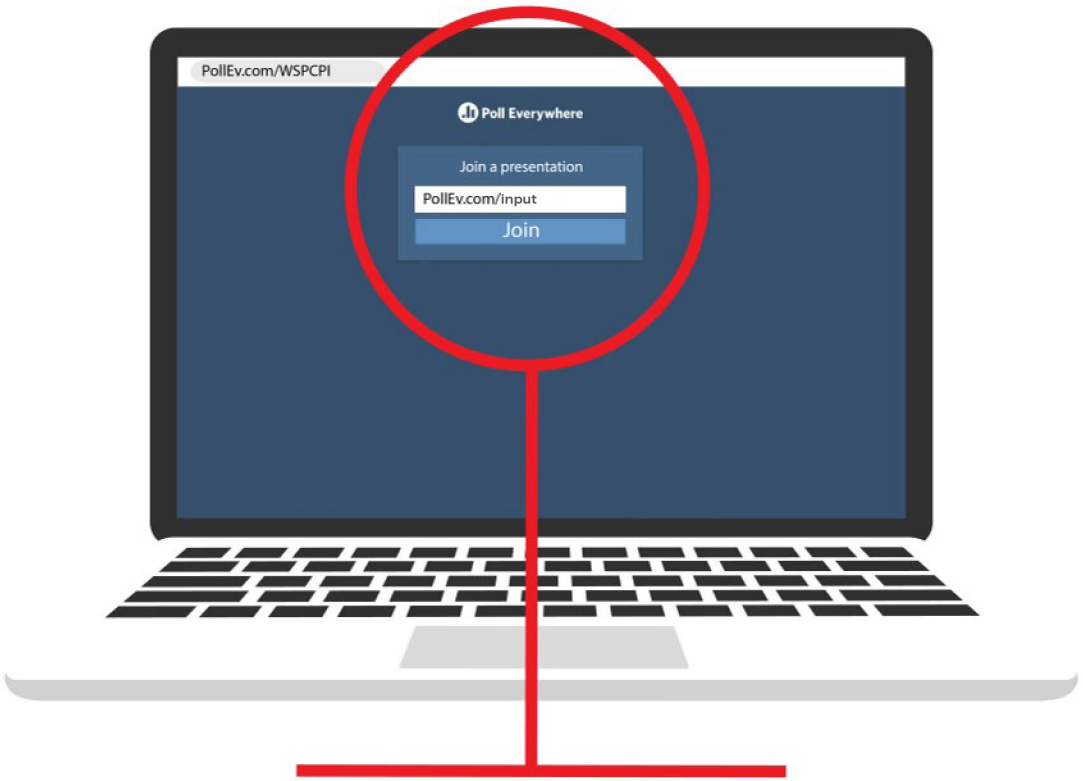
APP



Download the ***free*** PollEverywhere App and enter **INPUT** into the field reading: "**PollEv.com/username**"

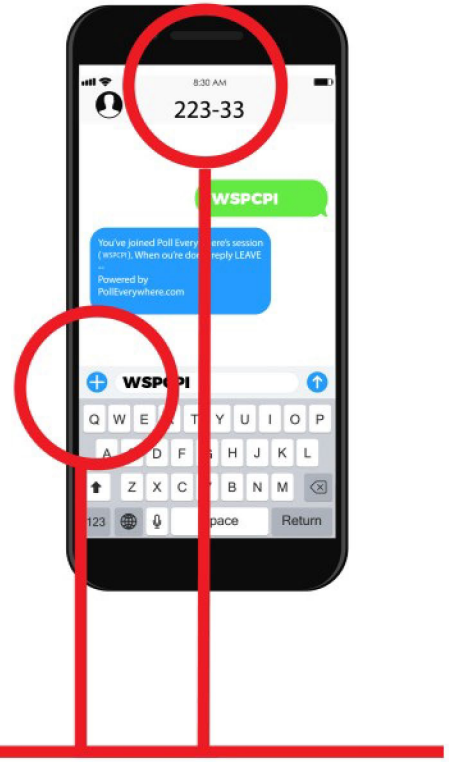
GET IT ON Google play | Download on the App Store

WEB



Go to **PollEv.com/input** to enter the poll via web browser.

TEXT



Text **INPUT** to 223-33 to enter the poll via text.

**not all questions are available via text*

What Do You Think?

What does transit mean to you?

What Do You Think?

What is the perception of transit in your community?

What is Transit?

Public transit is a shared transportation system that can involve buses, shuttles, or shared rides that is accessible to everyone in the community.

It serves as a means for individuals to travel together, providing a shared mode of transportation for various purposes such as going to:

- Work
- School
- Social Visits
- Shops
- Appointments







What can transit look like?

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

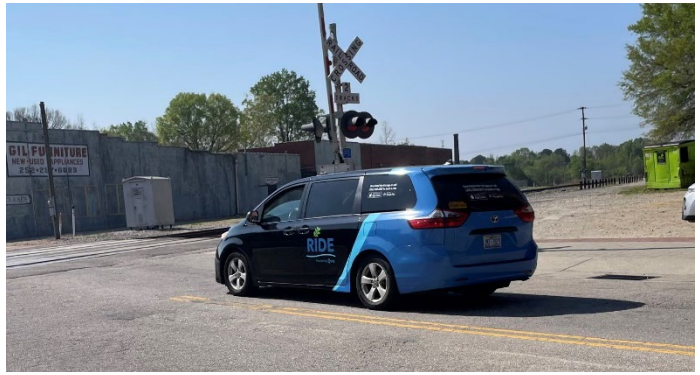
Express – fixed route with limited stops that typically connects outlying areas to a city center; usually operates Monday-Friday during peak commuting hours

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.

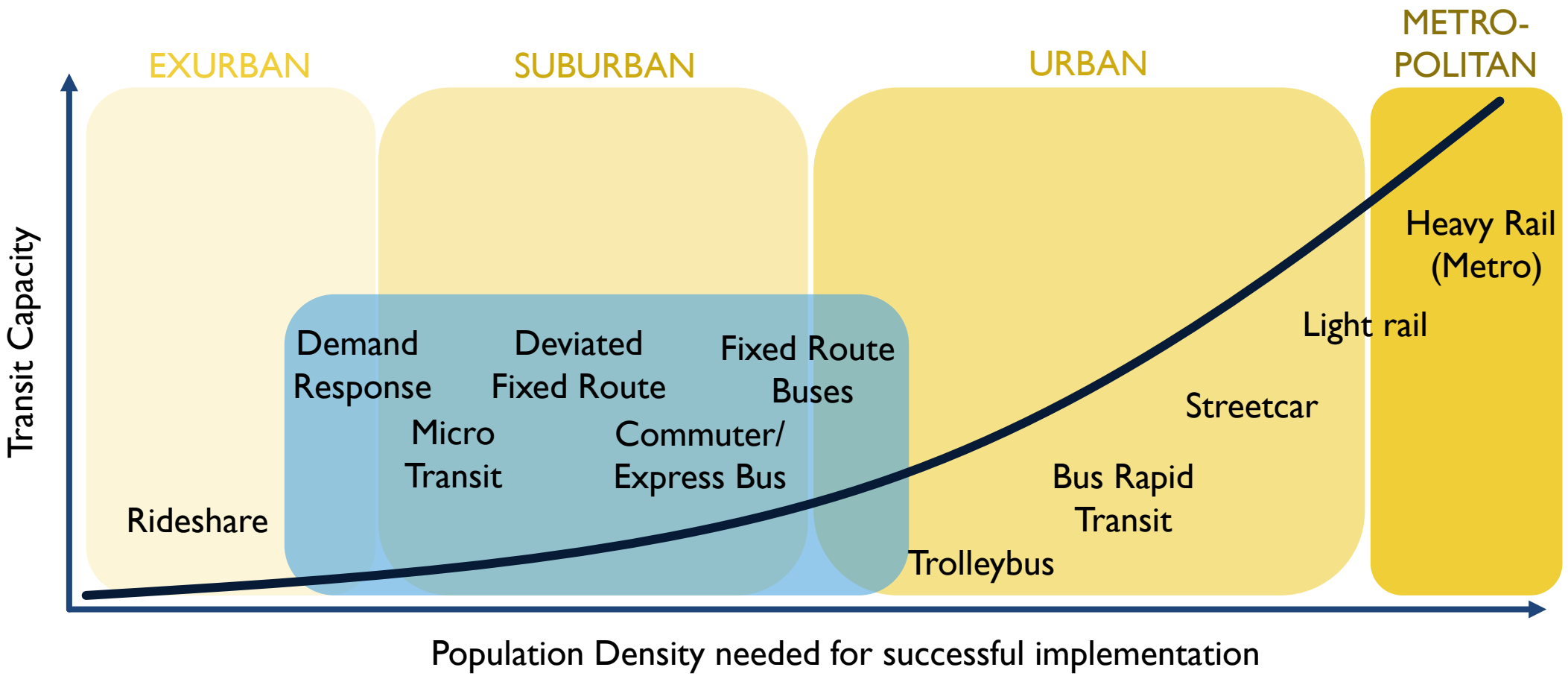


Microtransit in Wilson, NC



Proposed BRT in Raleigh, NC

What does transit look like?



Transit Case Studies

RIDE (Wilson, NC)



- Corner to Corner
- $2.50 per trip
- Operates Monday to Saturday
- Booking - app or call center
- 14,200 riders in February 2022

Smart Shuttle (Morrisville)



- Node to Node
- Free
- Operates all days of the week
- Booking – app only
- 1,695 riders in June 2022

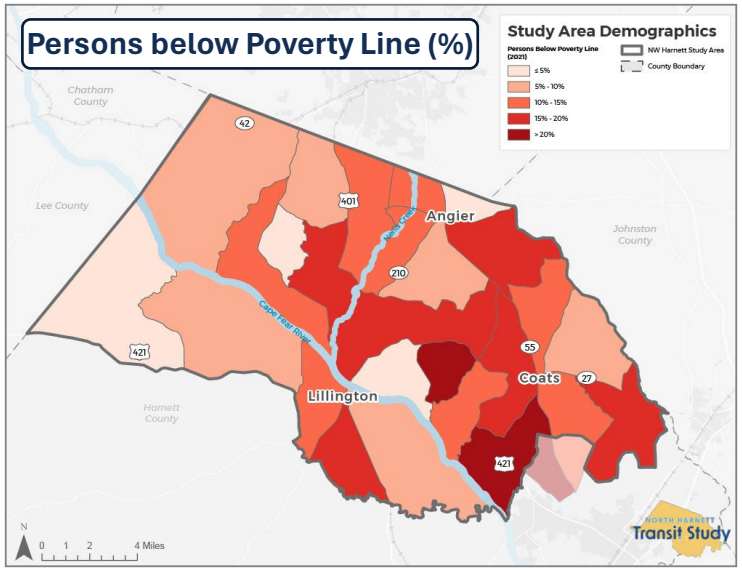
GoWake SmartRide (NE Wake)

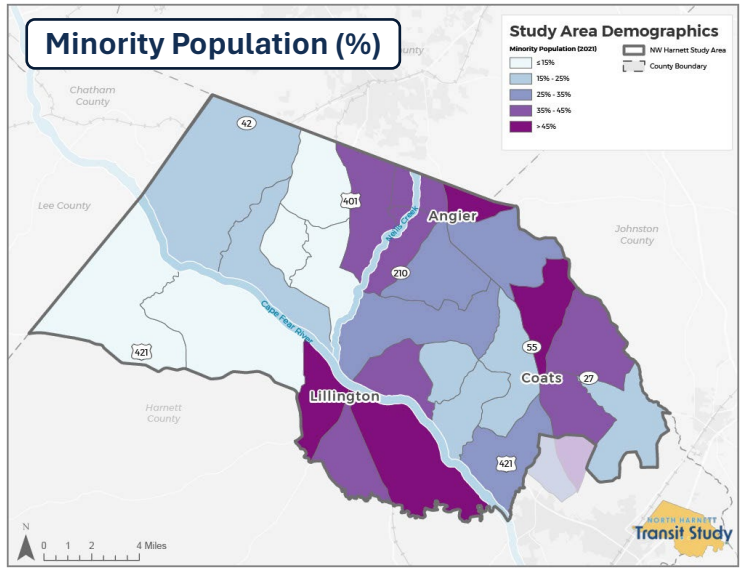


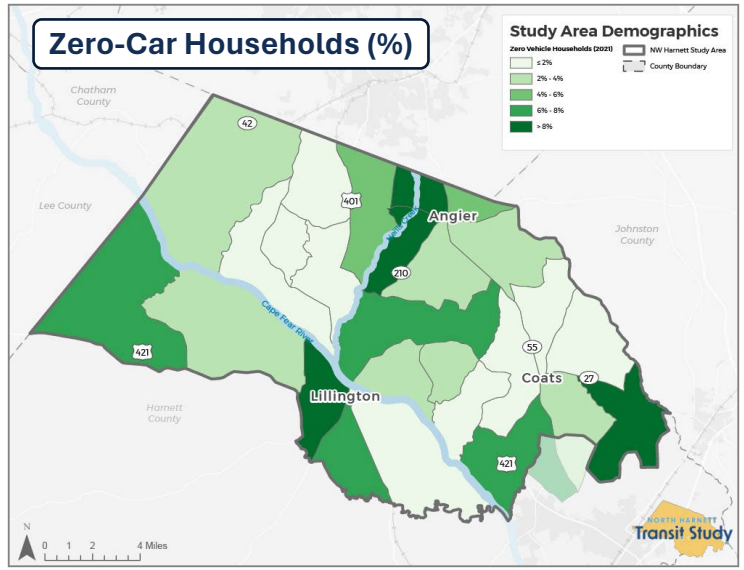
- Any location within certain area
- $2 to $4 per trip pre pandemic
- Operates Monday to Friday
- Booking - app or call center
- 556 riders in June 2022

Travel Patterns, Demographics and Land Use

Demographics







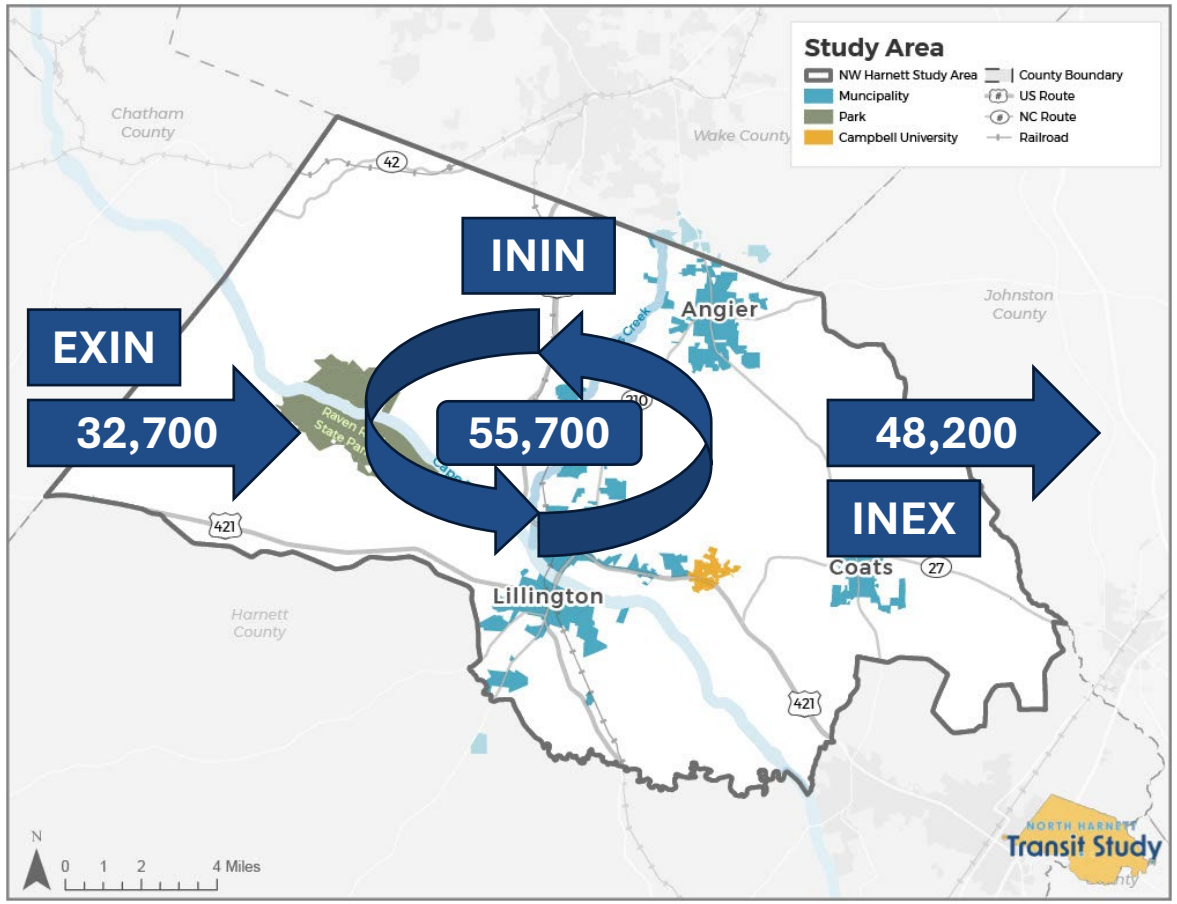
- Study Area 18% (NC: 14%)
- Range from 0% to 48%
- South of Coats (around US 421) and Campbell University (student population)

- Study Area: 31% (NC: 38%)
- Range from 0% to 50%
- Northeast Angier, North Coats and West Lillington CBGs exhibit highest concentrations of minority populations

- Study Area: 4.4% (NC: 2.2%)
- Range from 0% to 12%
- Additionally, 10% households are **automobile-deficient**

  (# vehicles < # 16+ residents)

Trip Distribution

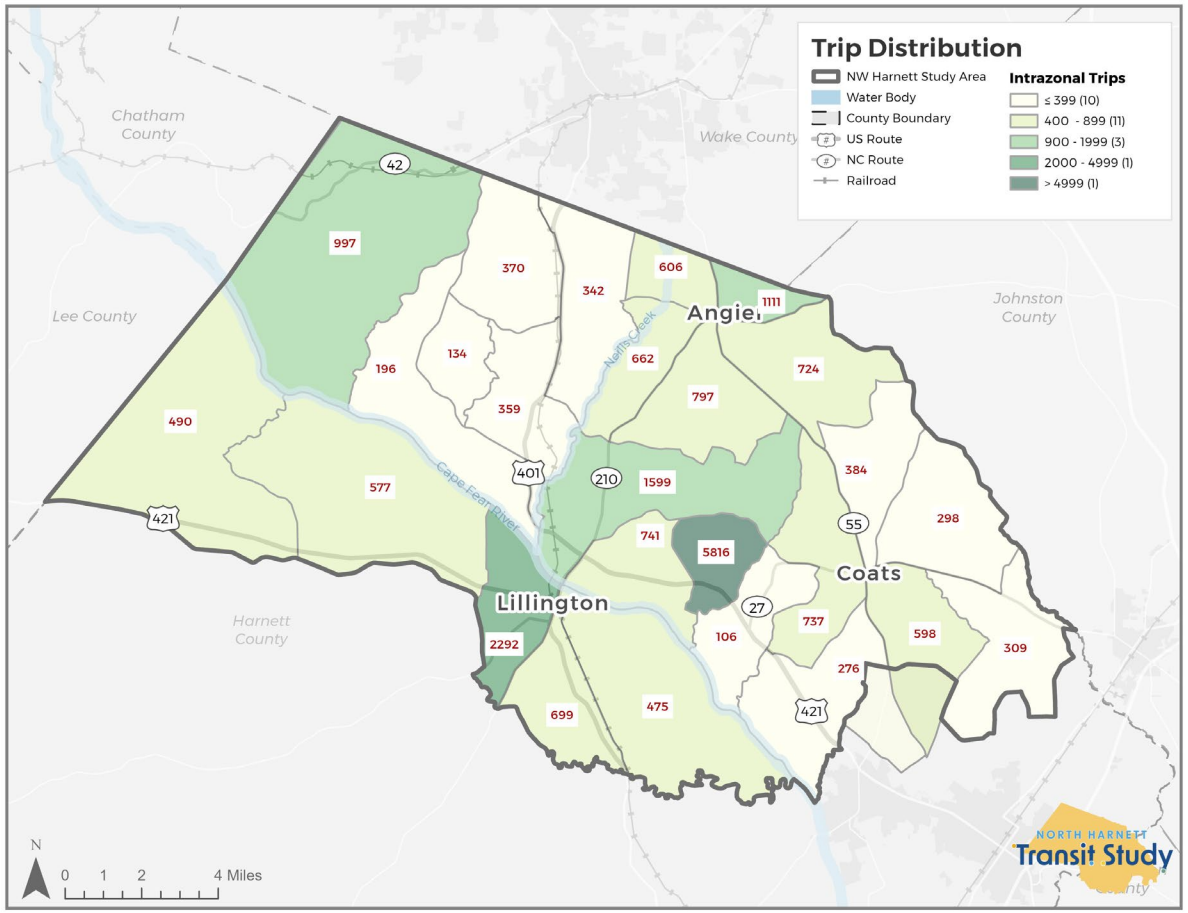


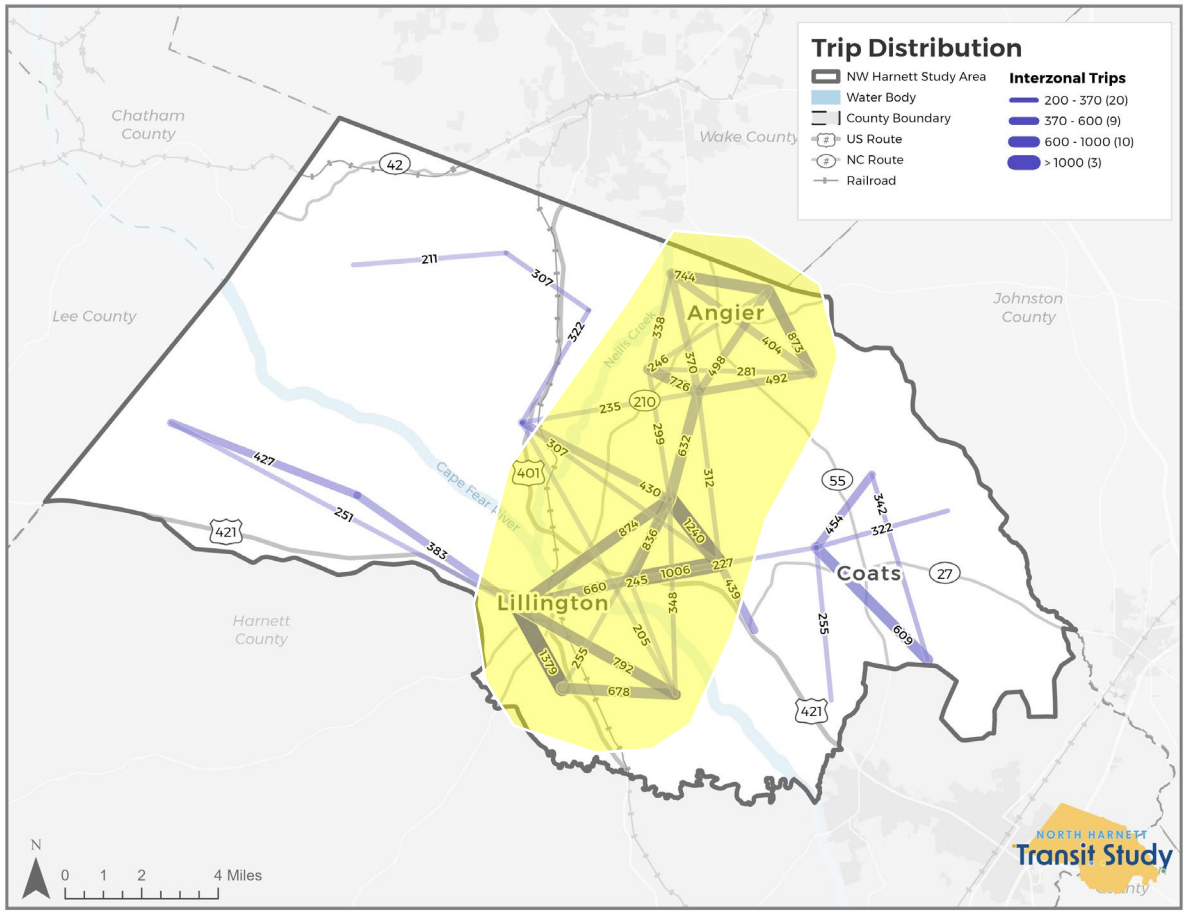
- Replica Data - Spring 2023, Thursday
- Filtered for all non-commercial travel where destination was **not** Home, Hotel or Airport.

- Total trips interacting with the Study Area - ~136,800
- Daily Trips starting from the Study Area – ~104,000
- Daily Trips ending in the Study Area – ~88,600

- EXIN Trips – 32,700 (24%)
- INEX Trips – 48,200 (35%)
- ININ Trips – 55,700 (41%)

Trip Distribution





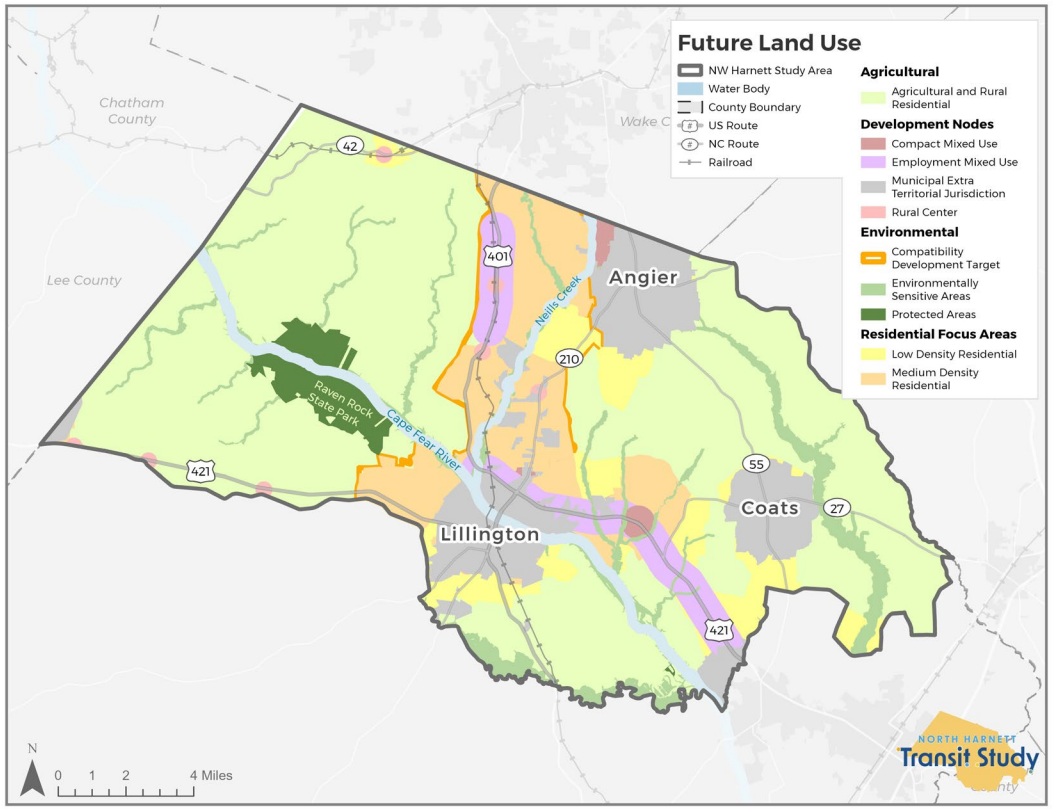
Key Takeaways

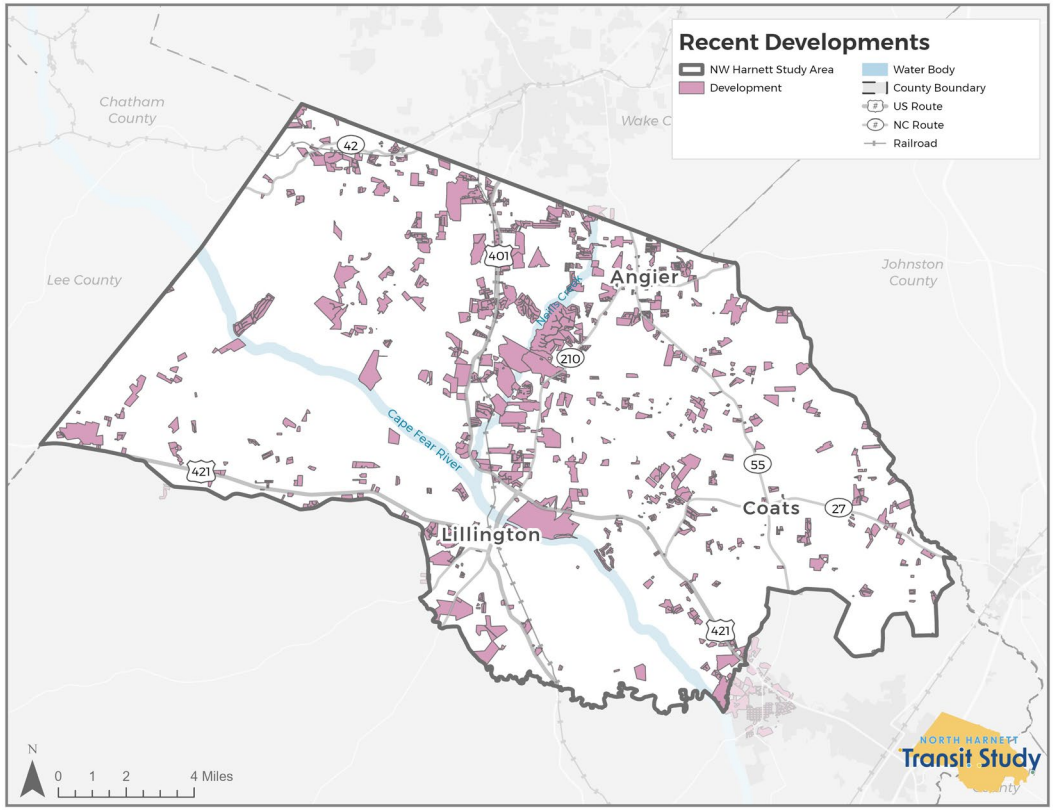
ININ Travel

- 55,700 trips (41%) → Highest share of trips
- 75% is non work/school → Not dependent on strict schedules – more leeway in terms of wait times
- Most travel is concentrated along the central band of the study area → Prime for deviated fixed route service along NC 210
- 40% trips are carpool or pedestrian → High proportion of beneficiaries of transit
- ~34,000 trips interzonal
- Median 2.2 miles / 10 mins → Trip distances short enough for providing a reliable transit service but too long to walk / bike.

ININ Trips have characteristics to form the first step of the transit implementation in Harnett Co.

Land Use





- Higher density planned between US 401 and NC 210
- Rest of the study area is mostly rural residential.
- Most UDO language is not transit-supportive.

- High concentration of new and under construction development along US 401 and NC 210
- Coincides with high travel corridor

Land Use – Transit Supportiveness

Transit Supportiveness of zoning districts assessed through the following parameters-

- Building Form
- Lot Coverage (setbacks, percent coverage)
- Active Transportation (sidewalks / bike facilities)
- Transit Access (placement, provision)
- Streetscape (lighting, signage, seating)
- Parking (requirements, placement, shared)
- Layout (block size, ped circuity)

Assessment Score	Level of Transit-Supportiveness
30+	Most Transit Supportive
20-29	Transit Supportive
10-19	Less Transit Supportive
<10	Not Transit Supportive

Zoning Code	Zoning District	Transit-Supportive Score
IND	Industrial District	9
LI	Light Industrial	9
COMM	Commercial	13
O&I	Office & Institutional	15
RA-20M	Residential/ Agricultural District RA-20M	9
RA-20R	Residential/ Agricultural District RA-20R	9
RA-30	Residential/ Agricultural District RA-30	9
RA-40	Residential/ Agricultural District RA-40	9
CONS	Conservation	5
HCO	**Highway Corridor Overlay District**	**23**
MCO	Military Corridor Overlay District	10
PUD	**Planned Unit Development**	**20**

Creating the Vision

Three Words to Describe Harnett County Today

What are the Most Significant Challenges?

What are the Most Significant Opportunities?

What Do You Think?

What concerns do you have about transportation, transit, or development in North Harnett?

What Do You Think?

Are you seeing any interest in transit from your community, staff, or prospective customers?

- A lot
- Some
- None

What Do You Think?

‘Access to Transit’ could be a strong selling point for housing or commercial development in Harnett County?

- Agree
- Neutral
- Disagree

What Do You Think?

Harnett County's real estate market supports higher density housing (and commercial development)

- Agree
- Neutral
- Disagree

What Do You Think?

In what other ways can access to transit help your institution or business?

Mapping Exercise

Identify your user!

Picture your community, students, staff, or visitors!

Think about who amongst them have the most difficulty getting around ON THEIR OWN

Now imagine that Harnett County has excellent public transit and the people you just thought about, get around using transit

Now let's go to the Map and mark what their trips would look like!

Next Steps

Public Engagement



Stakeholder Focus Groups (March-April)



Pop-up Events (March – May)



Online Survey (March – May)

Next Steps

Public and Stakeholder Engagement

- Preparation of Materials
- Focus Group Workshops
- Online Public Survey
- Popup Events
- Ongoing coordination with the CTT

Conclusion of Phase 1

- Public Engagement Summary
- Phase 1 Report
- Technical Team Meeting
- Presentation to CAMPO Technical Core Committee and Executive Boards

Next Meeting in August

- Doodle Poll will be sent in or after July
- Joint meeting with other focus groups



Thank you

NorthHarnettTransitStudy.com

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CAMPO TCC Meeting

June 6, 2024

NORTH HARNETT
Transit Study

Agenda

01. Study Area

02. Study Purpose

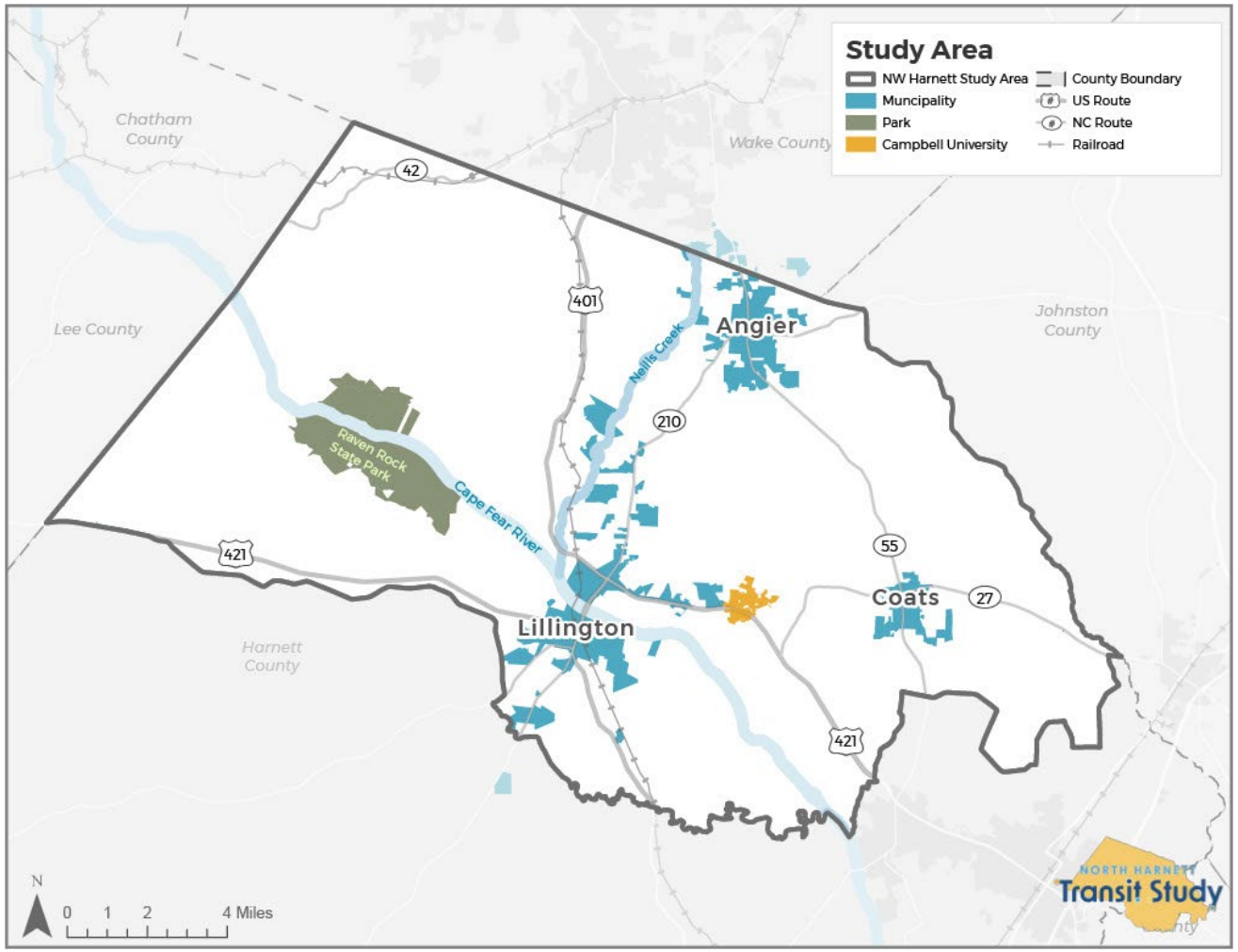
03. Timeline

04. Stakeholder Engagement

05. Transit Demand Analysis

06. Public Engagement

Study Area



- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Study Purpose

Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

This study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and growth,
- **educating** the residents and stakeholders about different types of transit
- **assessing** the desire of the public and decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy



Timeline

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Oct

Evaluating Transit Service Options

2025. Nov - Jan

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Feb - May

Implementation plan and final report

TCC and EB presentation

Stakeholder Engagement

Core Technical Team

- Harnett and Wake Counties
- CAMPO, FAMPO, MCRPO
- HARTS, GoTriangle
- NCDOT
- Angier, Lillington, Coats
- Campbell University
- Jetport

Public Officials

- County Commissioners and Managers
- Mayors and/or Town Managers
- Mid-Carolina Regional Council
- Harnett Co. Public Utilities
- Reg. Land Use Advisory Commission

Focus Groups

1. Schools, Institutions, Parks and Recreation
2. Civic Organizations
3. Real Estate Developers, Realtors and Landowners

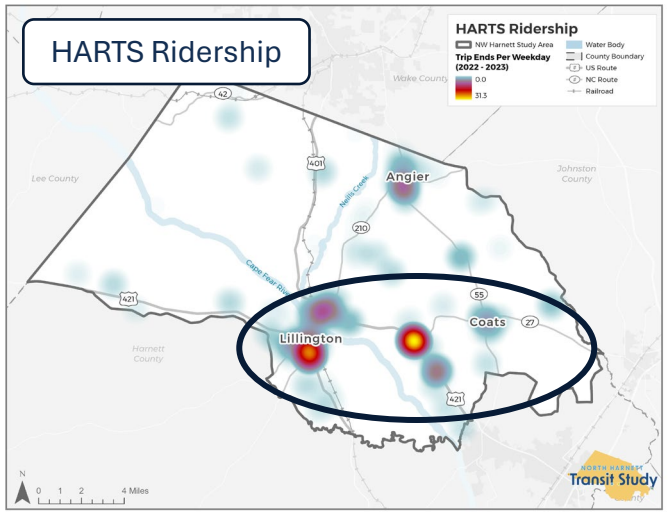
HARTS Bus Operators

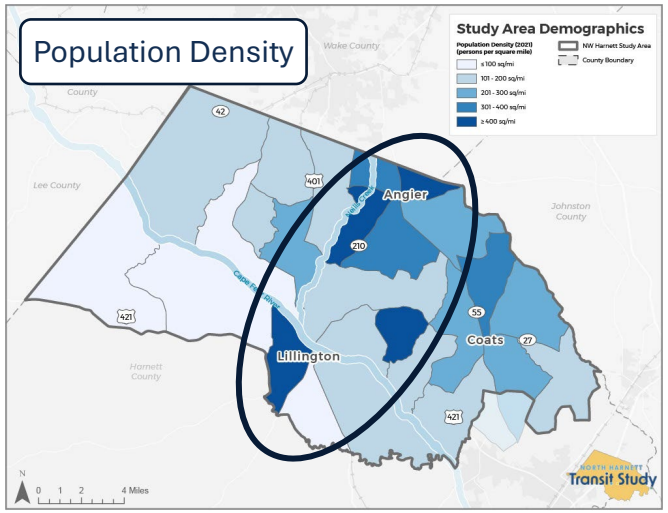
Stakeholder Engagement

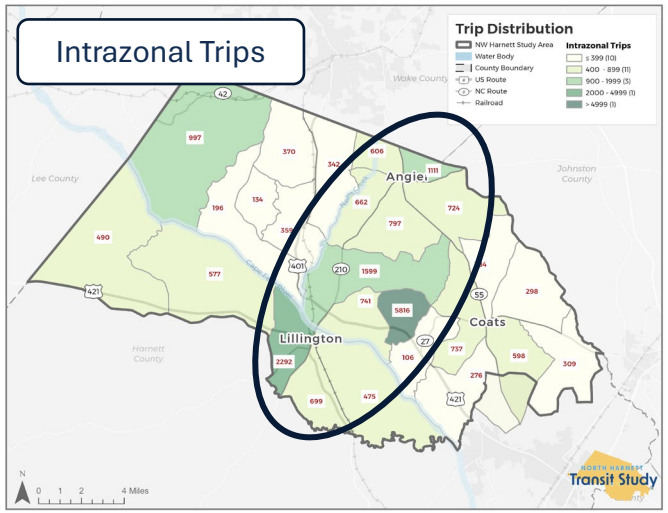
- Opportunity to explain
  - travel patterns in the area,
  - Transit 101 – what is transit and what it could look like
  - need for transit in the community
  - examples from peer communities
- Obtained feedback regarding the **challenges and opportunities** around transit in the area
  - Overall feedback **leaned positive**
  - **Strong support** from public officials
  - Biggest concerns were regarding **cost and funding**

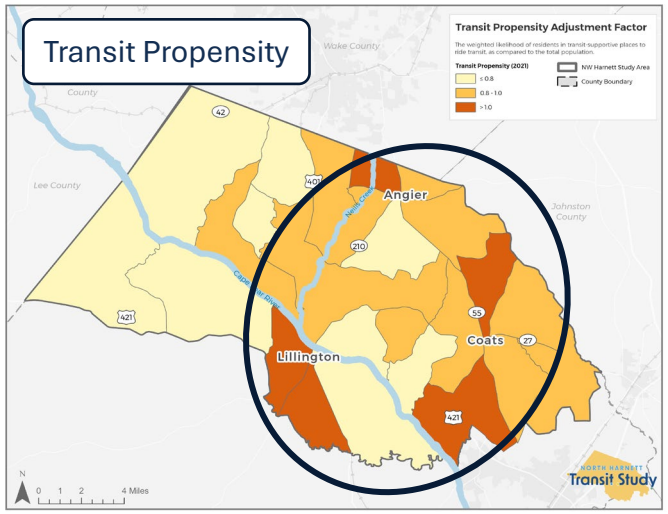


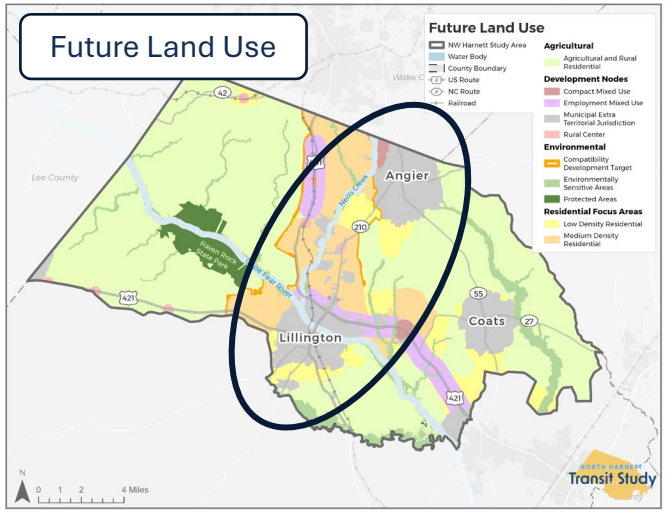
Transit Demand Analysis

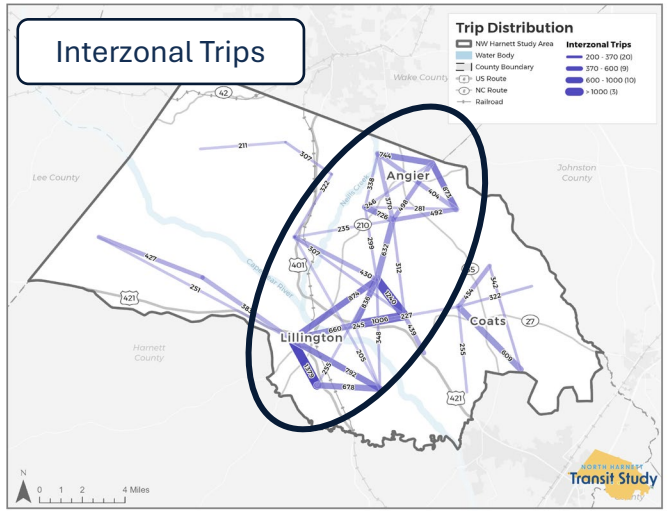












Public Engagement

300+ Survey Respondents for Phase 1

4 Popup Events

Website Launch:
www.NorthHarnettTransitStudy.com

Let's Talk Transit: Transit 101 Education Campaign

Outreach and Promotion



Media Coverage

Read today's Edition

The News & Observer

NEWS SPORTS BUSINESS POLITICS LIVING OBITUARIES FINANCE CLASSIFIEDS RALEIGH'S BEST 82°F

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*

WRAL NEWS Spotlight Money Desk Obituaries Classifieds Families First

NEWS WEATHER SPECIALISTS SPORTS BUSINESS OPINION CONSUMER HEALTH LIFE

RECOMMENDED
Hurricane season 2024: NOAA forecast is highest number of storms ever predicted

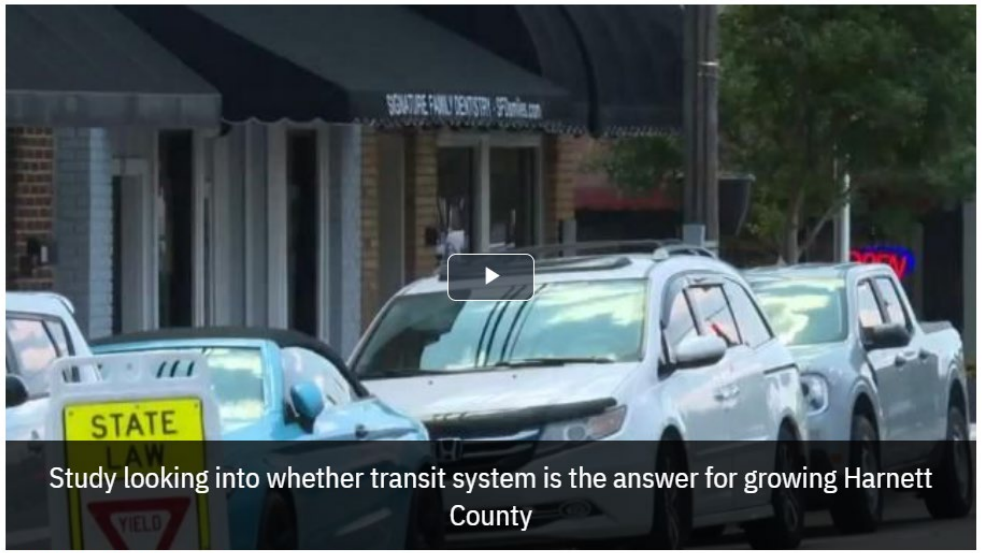
RECOMMENDED
5 On Your Side: An anonymous letter ac happened after a mom pushed for an in

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

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

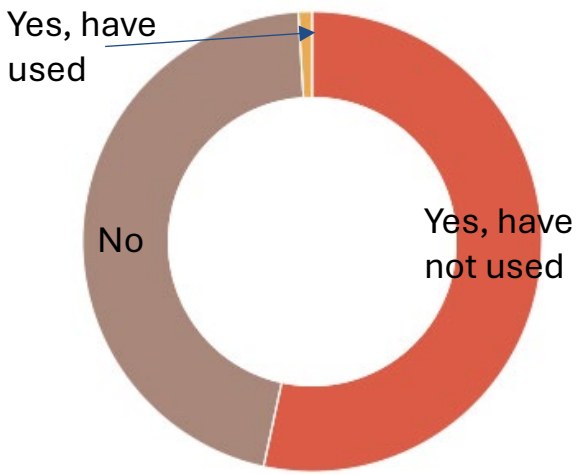


Study looking into whether transit system is the answer for growing Harnett County

By **Matt Talhelm**, WRAL reporter

Phase 1 Survey Results (Prelim)

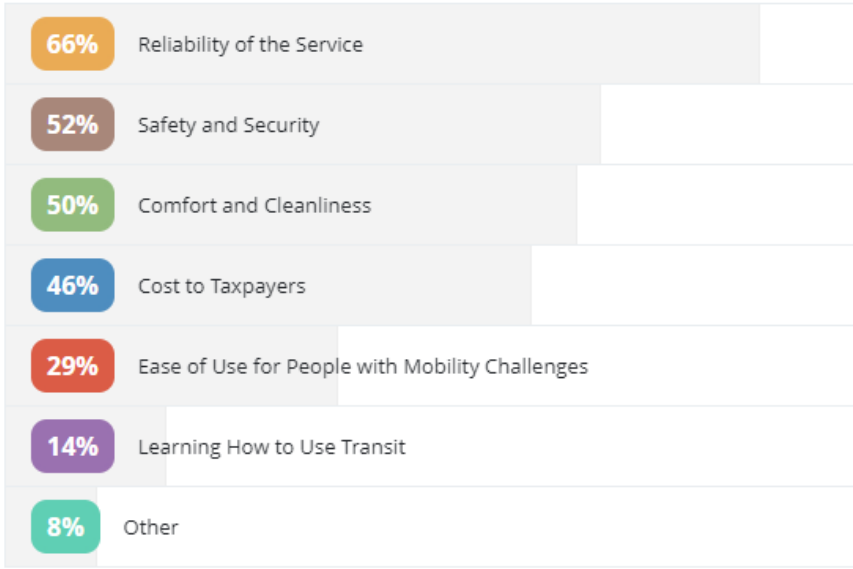
Are you familiar with HARTS?



Importance of transit

- Provide transportation options for seniors, disabled persons, or others who cannot drive.
- Reduce unemployment by increasing access to jobs.
- Provide transportation options for low-income persons.
- Help people avoid congestion (reduces number of vehicles on roads).
- Encourage new businesses and employees to come to Harnett Co

What concerns do you have about transit?

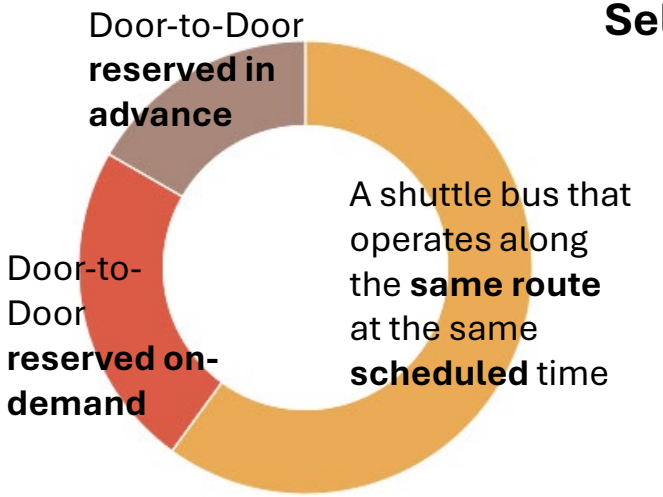


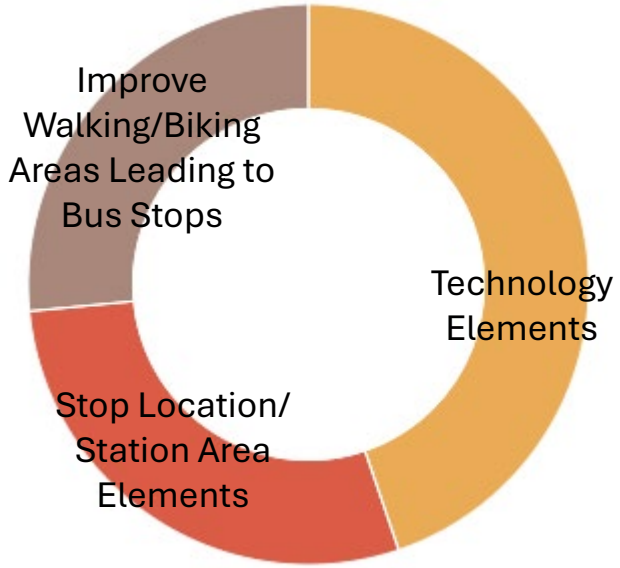
What do you think about using public transit personally?

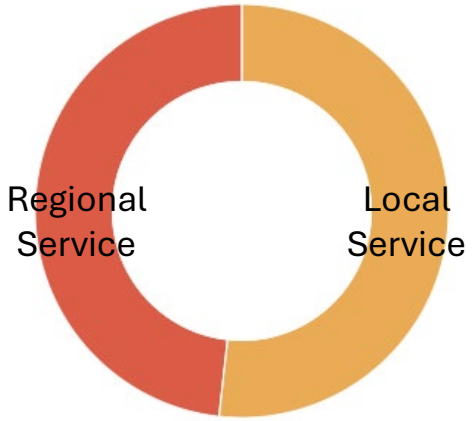
26% Very Interested	30% Somewhat Interested	19% Neither Interested nor Uninterested	7% Somewhat Uninterested	17% Very Uninterested	2% Unsure

Top priorities to have in a North Harnett Transit System

Select One Options





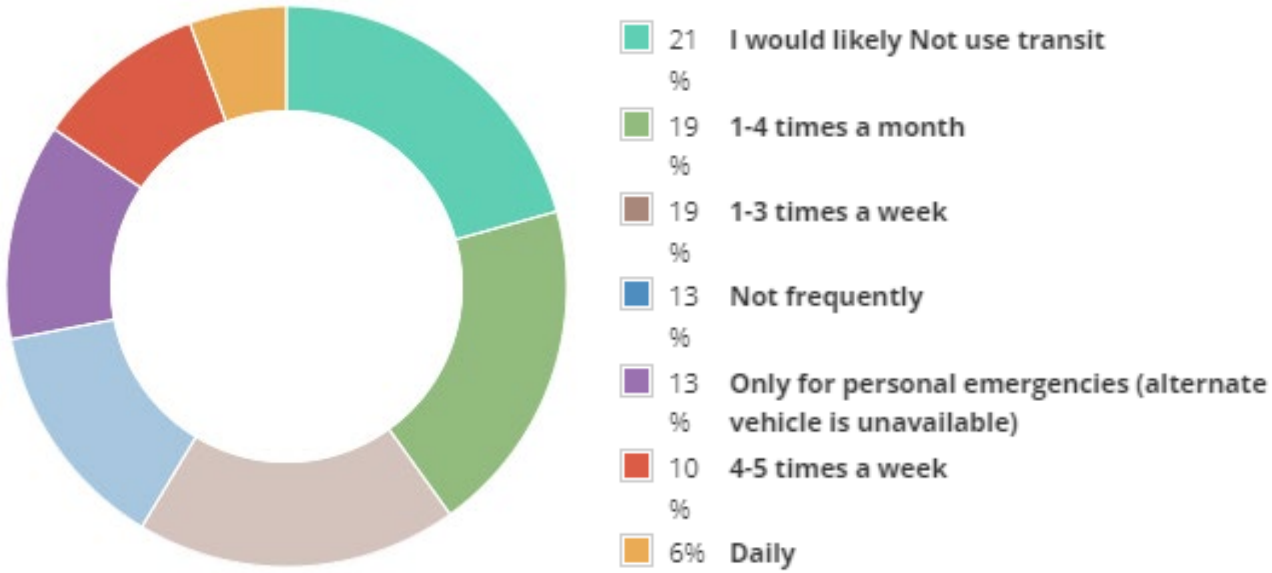


Select Three Options

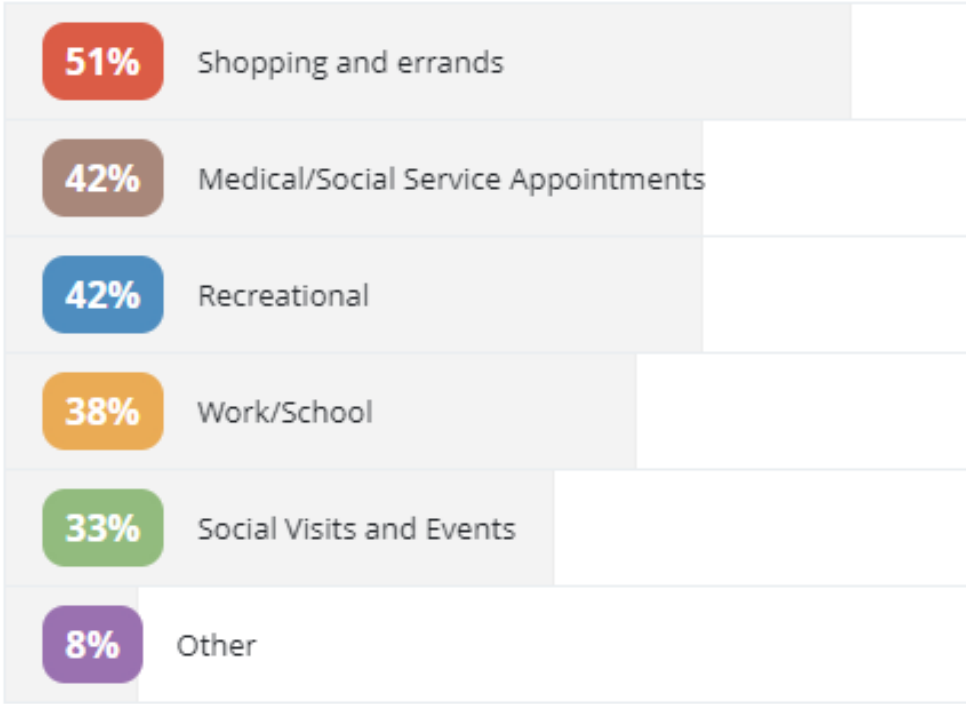
60%	Serve job centers with focused service around stores and business centers
47%	Service that runs on the weekends
38%	Service during peak hours only (6AM - 9AM and 4PM - 6PM)
29%	Serve residential centers
29%	Faster travel time to destinations
26%	Service that runs later in the evenings (after 6PM)
17%	Service during midday hours (9AM – 4PM)
17%	Service that starts early in the mornings (before 6AM)

Phase 1 Survey Results (Prelim)

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



What types of trips would you use transit for?



Next Steps



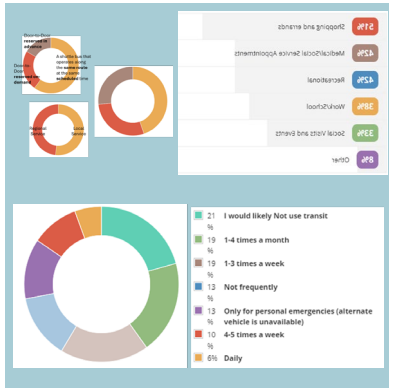
Executive Board Meeting

Wednesday, June 12



CTT Meeting

Wednesday, June 26



PE Summary

Will be posted online



End of Phase 1

Phase 2 will start in July



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

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wsp

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HARTS Bus Driver Questionnaire

Name (Optional): D FRIES Date: 5-2-2024

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   were Either to Early or To LATE

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? NOT much

3. What do you hear from passengers regarding issues with trip reservations?
   They the schedulers don't have to Availability to Pick them up.

4. To what degree do customer no-shows contribute to delays?
   A Lot

5. Which destinations would benefit from additional transit service?
   N/A

6. Which enhancements would be most beneficial to passengers?
   - ☒ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☒ Out of county service for non-medical trips
   - ☒ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☐ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?
   More Dependable Drivers!

HARTS Bus Driver Questionnaire

Name (Optional): Angela M Leon **Date:** 5-2-24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   complains - about they having to be ready for their appointments
2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? some are grateful for having a ride to their appointments
3. What do you hear from passengers regarding issues with trip reservations?
   some day they complain of being late b/c of a full schedule
4. To what degree do customer no-shows contribute to delays?
   alot b/c we drive to their house and they doesn't let anyone know that they are not going until we get there
5. Which destinations would benefit from additional transit service?
   all of them
6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☑ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☑ Expanded reservation hours
7. What ideas might you have to improve HARTS service in general?
   need more drivers so we can help more people

HARTS Bus Driver Questionnaire

Name (Optional): Tenya Nelson **Date:** 5/2/24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   not enought open spots for Doctor visits and we dont go far enough.
2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?
   Haven't heard anything
3. What do you hear from passengers regarding issues with trip reservations?
   You have to wait the day before to make your appt. instead of letting them call at lease a week in advance.
4. To what degree do customer no-shows contribute to delays?
   not a lot,
5. Which destinations would benefit from additional transit service?
   not sure
6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☑ Flexible weekday service
   - ☑ Longer service hours, starting earlier in the mornings on weekdays
   - ☑ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☑ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☑ Expanded reservation hours
7. What ideas might you have to improve HARTS service in general?
   not sure

HARTS Bus Driver Questionnaire

Name (Optional): Fred Devoe driver **Date:** 5-2-24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   Pick up and how Long They have To wait for Pick at drop off

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? They say nothing has change here

3. What do you hear from passengers regarding issues with trip reservations?
   n/a

4. To what degree do customer no-shows contribute to delays?
   extra Time we don't have.

5. Which destinations would benefit from additional transit service?
   dunn, Lillington area

6. Which enhancements would be most beneficial to passengers?
   - ☑ Fixed weekday service
   - ☑ Flexible weekday service
   - ☑ Longer service hours, starting earlier in the mornings on weekdays
   - ☑ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☑ Door-to-door service
   - ☑ Same day trip reservations
   - ☐ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?

HARTS Bus Driver Questionnaire

Name (Optional):_____ **Date:** 5-2-2024

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   office needs to do better regarding schedules and be a little nicer
2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?
   more trips for the seniors
3. What do you hear from passengers regarding issues with trip reservations?
   Not a lot
4. To what degree do customer no-shows contribute to delays?
   none
5. Which destinations would benefit from additional transit service?
   Going out of town more
6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☑ Saturday service
   - ☐ Sunday service
   - ☑ Out of county service for non-medical trips
   - ☐ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☐ Expanded reservation hours
7. What ideas might you have to improve HARTS service in general?
   more drivers

HARTS Bus Driver Questionnaire

Name (Optional): Crescent Braswell **Date:** 5/2/24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   To be able to go on out of town appointments more
2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? more out of town days not just Mon, Wed.
3. What do you hear from passengers regarding issues with trip reservations?
   out of town less than 1 week notice
   in town - less than 3 day notice
4. To what degree do customer no-shows contribute to delays?
   None
5. Which destinations would benefit from additional transit service?
   Out of town Runs
6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☑ Saturday service to be picked back up at Dialysis
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☑ Same day trip reservations
   - ☑ Expanded reservation hours
7. What ideas might you have to improve HARTS service in general?
   That people in office need to have better phone manners and attitude

HARTS Bus Driver Questionnaire

Name (Optional): [illegible] **Date:** 5/07/2021

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   Trips unavailable / long wait time

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? wait times are improving

3. What do you hear from passengers regarding issues with trip reservations?

4. To what degree do customer no-shows contribute to delays? It's a small delay due to late no show calls

5. Which destinations would benefit from additional transit service? out of county

6. Which enhancements would be most beneficial to passengers?
   - ☒ Fixed weekday service
   - ☒ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☒ Out of county service for non-medical trips
   - ☒ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☒ Door-to-door service
   - ☐ Same day trip reservations
   - ☒ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?
   more centralized routes in certain areas

HARTS Bus Driver Questionnaire

Name (Optional): Richard Wallace **Date:** 5-2-24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

   not enough availability / times

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?

   not informed

3. What do you hear from passengers regarding issues with trip reservations?

   not enough flexability / availability

4. To what degree do customer no-shows contribute to delays?

   mininum

5. Which destinations would benefit from additional transit service?

   more wake, cumberland

6. Which enhancements would be most beneficial to passengers?

   - [x] Fixed weekday service
   - [x] Flexible weekday service
   - [x] Longer service hours, starting earlier in the mornings on weekdays
   - [x] Longer service hours, ending later in the evenings on weekdays
   - [x] Saturday service
   - [x] Sunday service
   - [x] Out of county service for non-medical trips
   - [x] Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - [ ] Door-to-door service
   - [x] Same day trip reservations
   - [x] Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?

   overall its good. we have to grow with county

HARTS Bus Driver Questionnaire

Name (Optional): LJ Mckay **Date:** 5/2/24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   Long Waits, rude or non verbal drivers,

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? Start earlier, More substitute drivers.

3. What do you hear from passengers regarding issues with trip reservations?
   Wish they could Schedule more Perons al trips.

4. To what degree do customer no-shows contribute to delays?
   On my route, they dont effect at all. it Keeps me going.

5. Which destinations would benefit from additional transit service?
   N/A

6. Which enhancements would be most beneficial to passengers?
   - ☑ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☑ Longer service hours, ending later in the evenings on weekdays
   - ☑ Saturday service
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☐ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☑ Door-to-door service
   - ☑ Same day trip reservations
   - ☐ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?
   Maybe going to bigger buses or all cut-away vehicles.

HARTS Bus Driver Questionnaire

Name (Optional): Tyrone Blue **Date:** 5/2/2024

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   nothing

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? nothing

3. What do you hear from passengers regarding issues with trip reservations?
   nothing

4. To what degree do customer no-shows contribute to delays?
   it's be some no-shows but not a lot

5. Which destinations would benefit from additional transit service?
   have more people to work

6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☑ Out of county service for non-medical trips
   - ☐ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☐ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?
   everything going good

HARTS Bus Driver Questionnaire

Name (Optional):_____ **Date:** 5/2/24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
Will I be at my appointment on time.

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? Very little input, as long as on time.

3. What do you hear from passengers regarding issues with trip reservations?
Same as above, mostly arrival times.

4. To what degree do customer no-shows contribute to delays?
Sometimes driver may lose time, because customers do not call + cancel appoint.

5. Which destinations would benefit from additional transit service?
Doctor appoint,

6. Which enhancements would be most beneficial to passengers?

- [x] Fixed weekday service
- [ ] Flexible weekday service
- [ ] Longer service hours, starting earlier in the mornings on weekdays
- [ ] Longer service hours, ending later in the evenings on weekdays
- [ ] Saturday service
- [ ] Sunday service
- [ ] Out of county service for non-medical trips
- [ ] Greater flexibility for out of county trips (i.e. different days / additional days for trip)
- [ ] Door-to-door service
- [ ] Same day trip reservations
- [ ] Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?
Try to keep full staff to keep up with trips

HARTS Bus Driver Questionnaire

Name (Optional): Phillip Charles **Date:** 5-2-24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

   They are fine with it

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?

   * why do they have to wait

3. What do you hear from passengers regarding issues with trip reservations?

   NO RESERVATION

4. To what degree do customer no-shows contribute to delays?

   very little

5. Which destinations would benefit from additional transit service?

   ?

6. Which enhancements would be most beneficial to passengers?

   - ☐ Fixed weekday service
   - ☑ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☑ Out of county service for non-medical trips
   - ☐ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☑ Door-to-door service
   - ☐ Same day trip reservations
   - ☑ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?

   It is great for me

HARTS Bus Driver Questionnaire

Name (Optional): Richard Nicely **Date:** 05/03/24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   Better notice and Real-Time tracking of transport arrival times.

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules? they would like to be able to have same day scheduling.

3. What do you hear from passengers regarding issues with trip reservations?
   Same as #2.

4. To what degree do customer no-shows contribute to delays?
   Less than 10%

5. Which destinations would benefit from additional transit service?
   Some passengers would like Saturday service to Morse clinic in Erwin to be able to receive their medicine.

6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☑ Saturday service
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☑ Door-to-door service
   - ☑ Same day trip reservations
   - ☑ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?

HARTS Bus Driver Questionnaire

Name (Optional): _____ **Date:** 5-3-24

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?
   Being picked up too early, out of county routes only on specific days of the week.
2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?
   They like that the system notifys them the van is on its way.
3. What do you hear from passengers regarding issues with trip reservations?
   I haven't heard of any problems.
4. To what degree do customer no-shows contribute to delays?
   Many times there is not time in the schedule to wait for a no-show. Just one or two will make everybody following late.
5. Which destinations would benefit from additional transit service?
   Supermarket runs and out-of-county doctor's trips.
6. Which enhancements would be most beneficial to passengers?
   - ☐ Fixed weekday service
   - ☒ Flexible weekday service
   - ☒ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☒ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☐ Door-to-door service
   - ☐ Same day trip reservations
   - ☐ Expanded reservation hours
7. What ideas might you have to improve HARTS service in general?

HARTS Bus Driver Questionnaire

Name (Optional): Kathy Rosenkrantz **Date:** 05-08-2024

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

   Sometimes complain they can't get a ride - or were early or late - Overall most passengers happy they have the service

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?

   Mostly just schedules

3. What do you hear from passengers regarding issues with trip reservations?

   Not much - most happy -

4. To what degree do customer no-shows contribute to delays?

   Haven't really had a problem.

5. Which destinations would benefit from additional transit service?

   ??

6. Which enhancements would be most beneficial to passengers?

   - ☑ Fixed weekday service
   - ☐ Flexible weekday service
   - ☐ Longer service hours, starting earlier in the mornings on weekdays
   - ☐ Longer service hours, ending later in the evenings on weekdays
   - ☐ Saturday service
   - ☐ Sunday service
   - ☐ Out of county service for non-medical trips
   - ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
   - ☑ Door-to-door service
   - ☑ Same day trip reservations
   - ☑ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?

   I think service in general is great

HARTS Bus Driver Questionnaire

Name (Optional): Kim Montecalvo **Date:** May 8, 2023

1. What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

2. What do you hear from passengers regarding changes or improvements to routes, trips, destinations, or schedules?

3. What do you hear from passengers regarding issues with trip reservations? They wish it wasn't 3 day in advance and that they have a definite Reservations when made.

4. To what degree do customer no-shows contribute to delays? none with me

5. Which destinations would benefit from additional transit service?

6. Which enhancements would be most beneficial to passengers?

- ☑ Fixed weekday service
- ☑ Flexible weekday service
- ☑ Longer service hours, starting earlier in the mornings on weekdays
- ☑ Longer service hours, ending later in the evenings on weekdays
- ☑ Saturday service
- ☑ Sunday service
- ☑ Out of county service for non-medical trips
- ☑ Greater flexibility for out of county trips (i.e. different days / additional days for trip)
- ☑ Door-to-door service
- ☑ Same day trip reservations
- ☑ Expanded reservation hours

7. What ideas might you have to improve HARTS service in general?



Project Update for CAMPO EB

June 12, 2024

NORTH HARNETT
Transit Study

Agenda

01. Study Area

02. Study Purpose

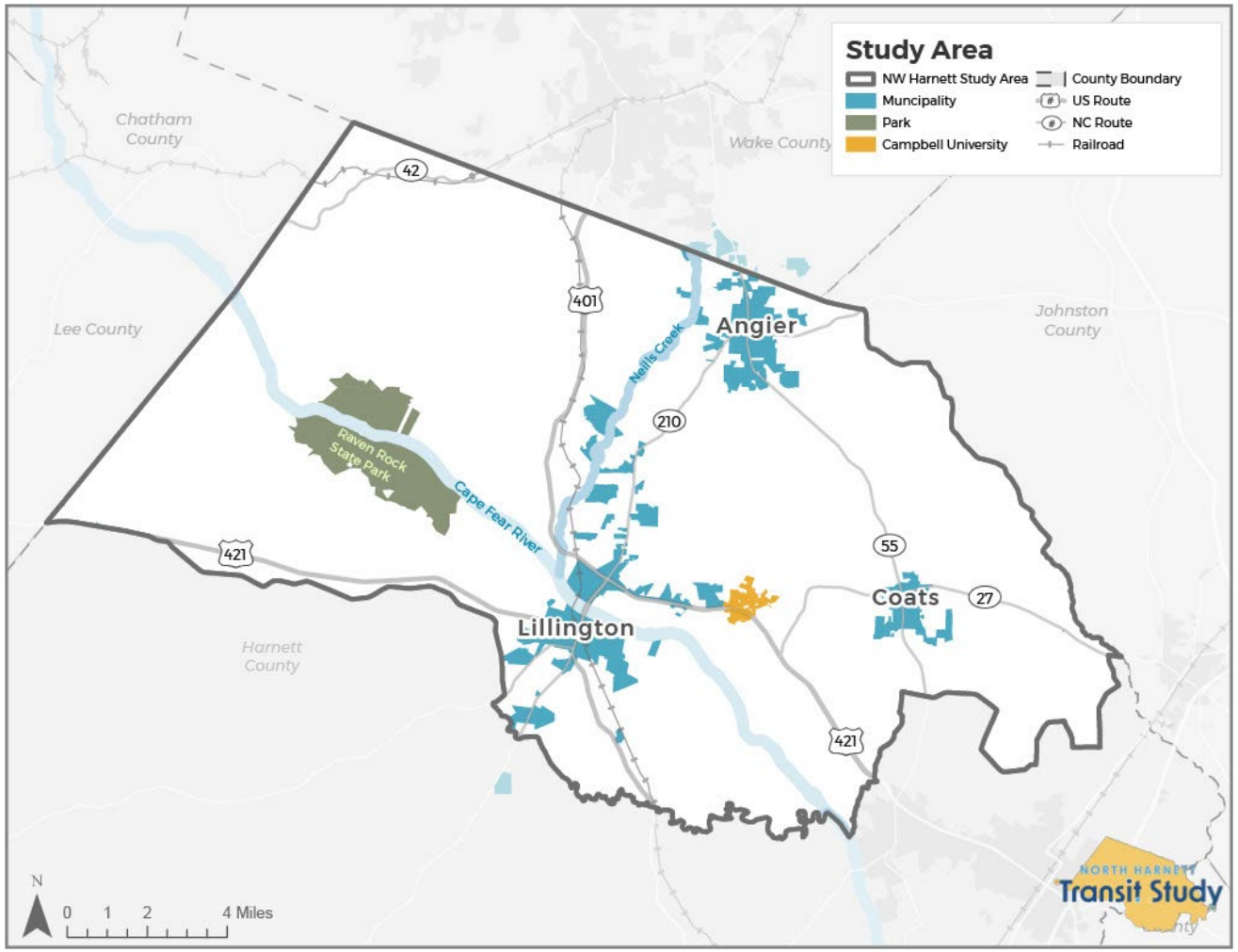
03. Timeline

04. Stakeholder Engagement

05. Transit Demand Analysis

06. Public Engagement

Study Area



- Part of Harnett County within CAMPO's boundaries
- Roughly corresponds to the northern half of Harnett Co.
- Includes Angier, Lillington, Coats, Buies Creek, and Campbell University

Study Purpose

Northern Harnett County is experiencing a transformation from rural to a suburban and semi-urban community.

This study aims to determine transit-supportiveness in the area by -

- **evaluating** the travel patterns and growth,
- **educating** the residents and stakeholders about different types of transit
- **assessing** the desire of the public and decision-makers for transit, and
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy



Timeline

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Oct

Evaluating Transit Service Options

2025. Nov - Jan

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Feb - May

Implementation plan and final report

TCC and EB presentation

Stakeholder Engagement

Core Technical Team

- Harnett and Wake Counties
- CAMPO, FAMPO, MCRPO
- HARTS, GoTriangle
- NCDOT
- Angier, Lillington, Coats
- Campbell University
- Jetport

Public Officials

- County Commissioners and Managers
- Mayors and/or Town Managers
- Mid-Carolina Regional Council
- Harnett Co. Public Utilities
- Reg. Land Use Advisory Commission

Focus Groups

1. Schools, Institutions, Parks and Recreation
2. Civic Organizations
3. Real Estate Developers, Realtors and Landowners

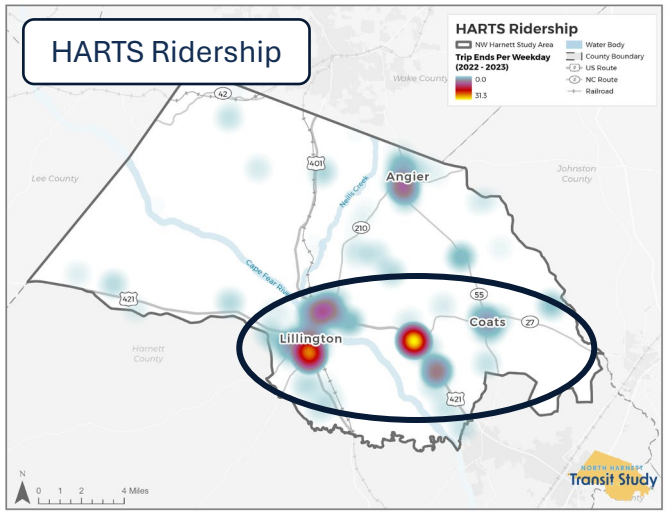
HARTS Bus Operators

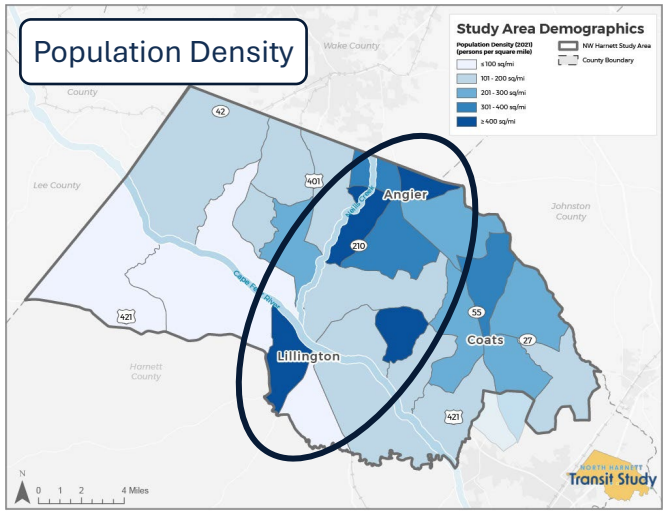
Stakeholder Engagement

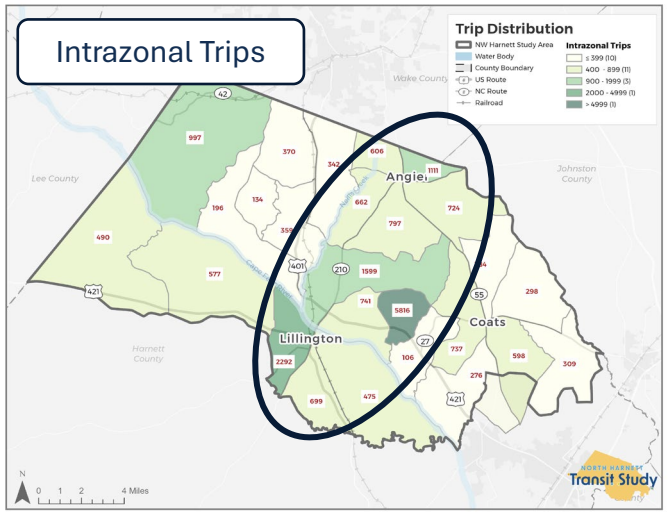
- Opportunity to explain
  - travel patterns in the area,
  - Transit 101 – what is transit and what it could look like
  - need for transit in the community
  - examples from peer communities
- Obtained feedback regarding the **challenges and opportunities** around transit in the area
  - Overall feedback **leaned positive**
  - **Strong support** from public officials
  - Biggest concerns were regarding **cost and funding**

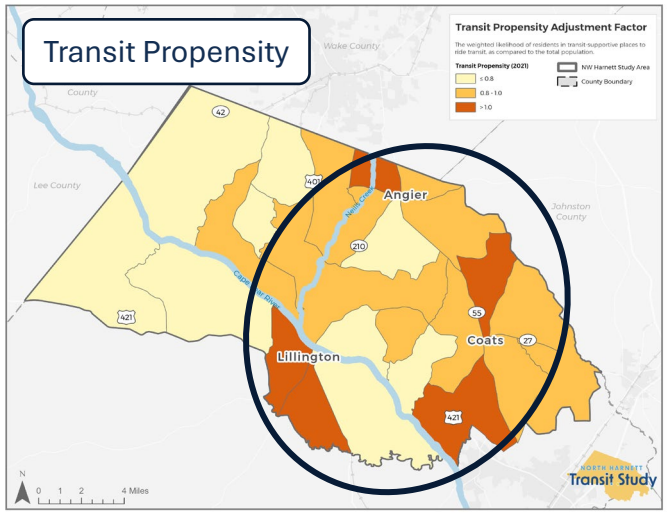


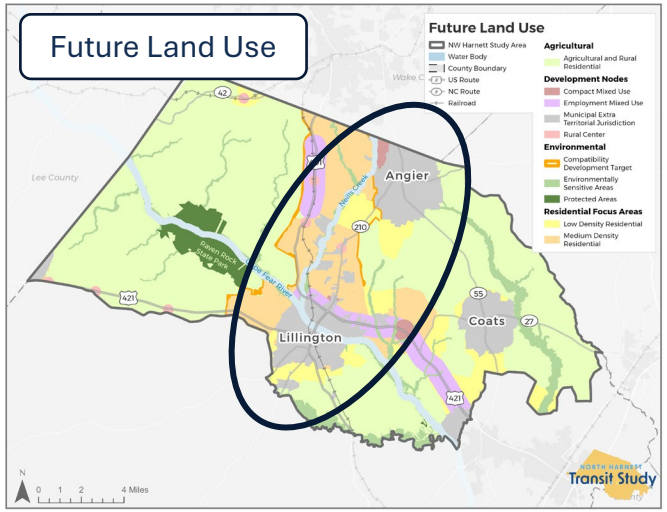
Transit Demand Analysis

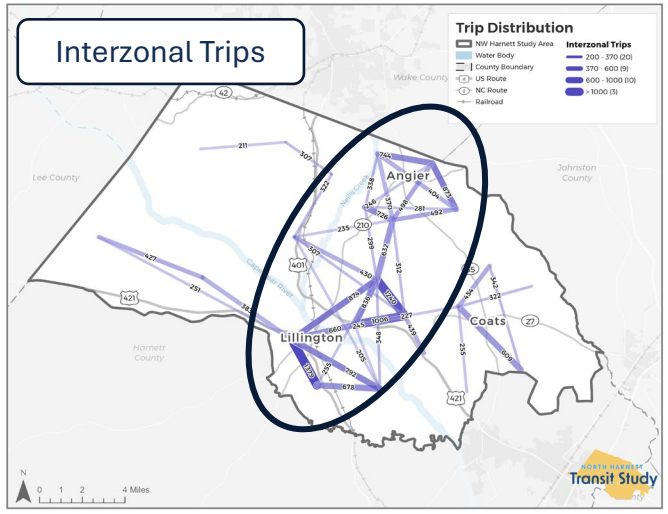












Public Engagement

300+ Survey Respondents for Phase 1

4 Popup Events

Website Launch:
www.NorthHarnettTransitStudy.com

Let's Talk Transit: Transit 101 Education Campaign

Outreach and Promotion



Media Coverage

Read today's Edition

The News & Observer

NEWS SPORTS BUSINESS POLITICS LIVING OBITUARIES FINANCE CLASSIFIEDS RALEIGH'S BEST 82°F

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*

WRAL NEWS Spotlight Money Desk Obituaries Classifieds Families First

NEWS WEATHER SPECIALISTS SPORTS BUSINESS OPINION CONSUMER HEALTH LIFE

RECOMMENDED
Hurricane season 2024: NOAA forecast is highest number of storms ever predicted

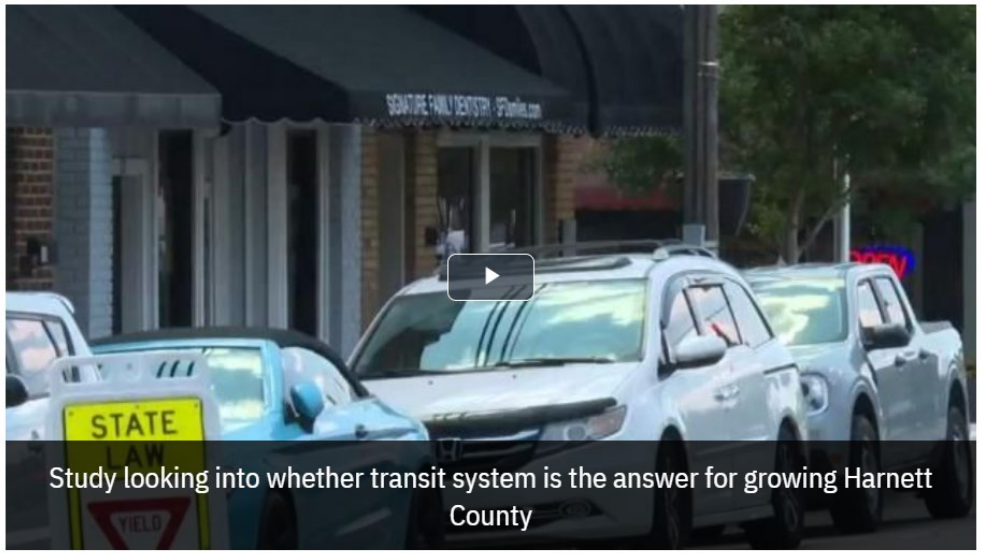
RECOMMENDED
5 On Your Side: An anonymous letter ac happened after a mom pushed for an in

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

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

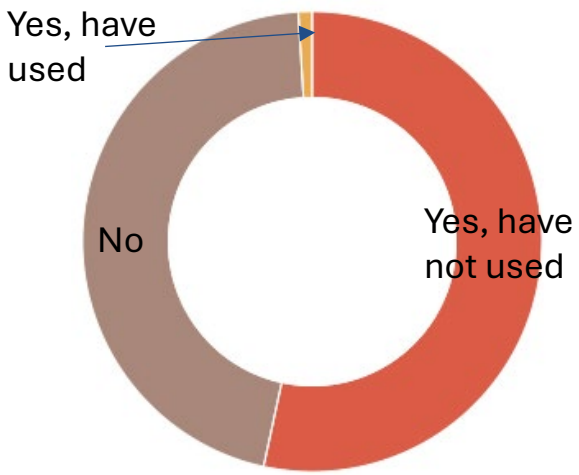


Study looking into whether transit system is the answer for growing Harnett County

By **Matt Talhelm**, WRAL reporter

Phase 1 Survey Results (Prelim)

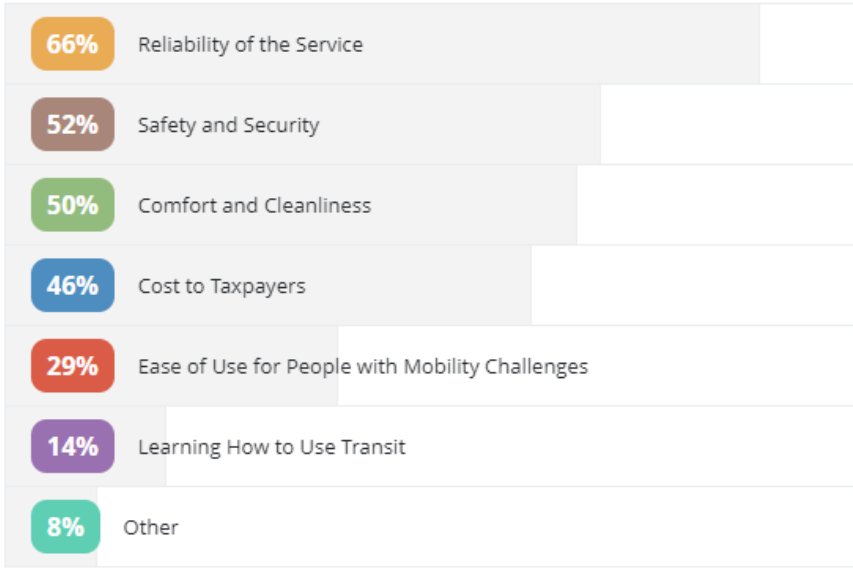
Are you familiar with HARTS?



Importance of transit

- Provide transportation options for seniors, disabled persons, or others who cannot drive.
- Reduce unemployment by increasing access to jobs.
- Provide transportation options for low-income persons.
- Help people avoid congestion (reduces number of vehicles on roads).
- Encourage new businesses and employees to come to Harnett Co

What concerns do you have about transit?

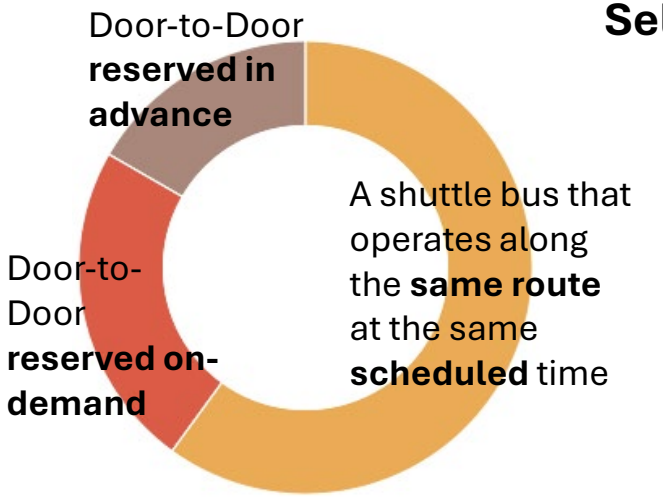


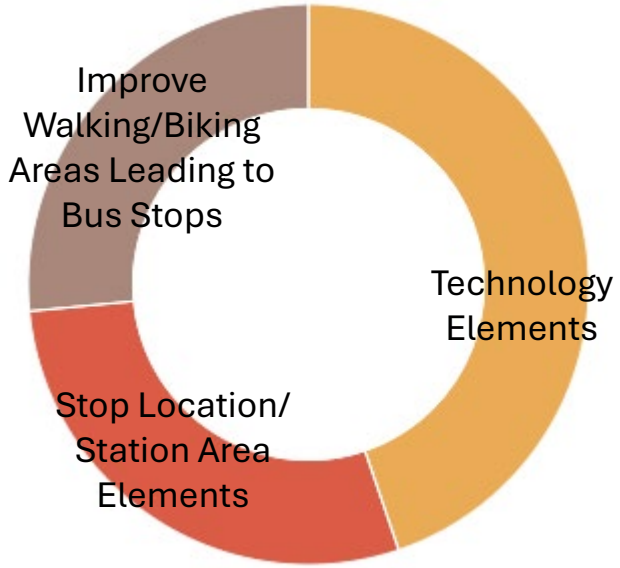
What do you think about using public transit personally?

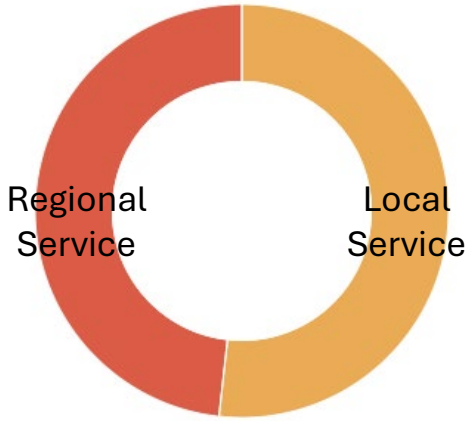
26% Very Interested	30% Somewhat Interested	19% Neither Interested nor Uninterested	7% Somewhat Uninterested	17% Very Uninterested	2% Unsure

Top priorities to have in a North Harnett Transit System

Select One Options





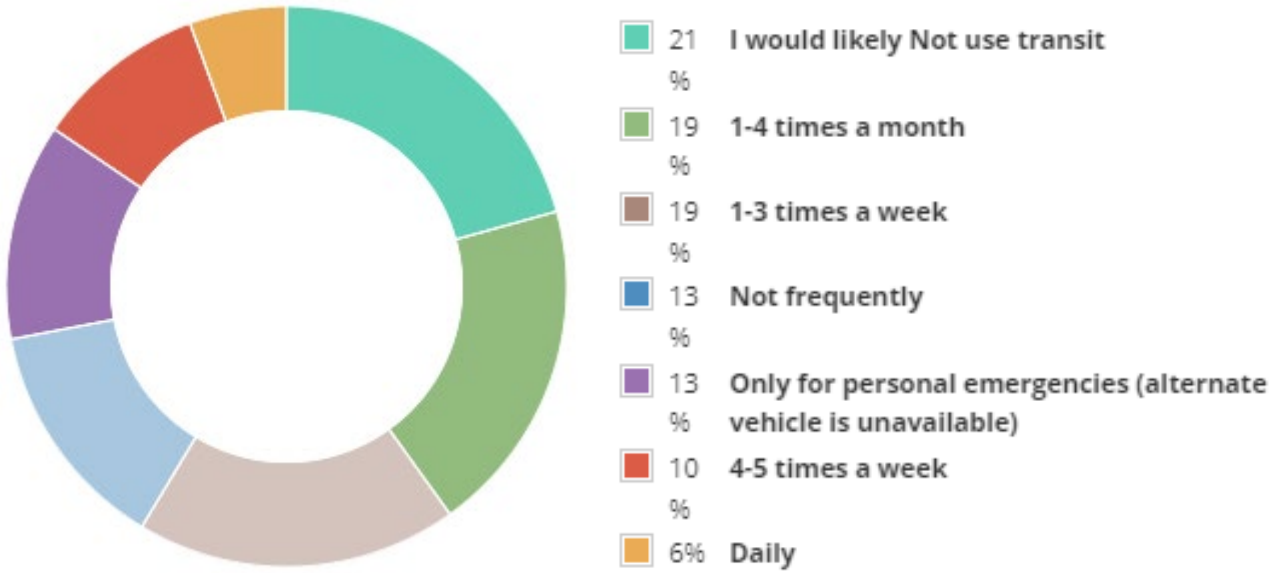


Select Three Options

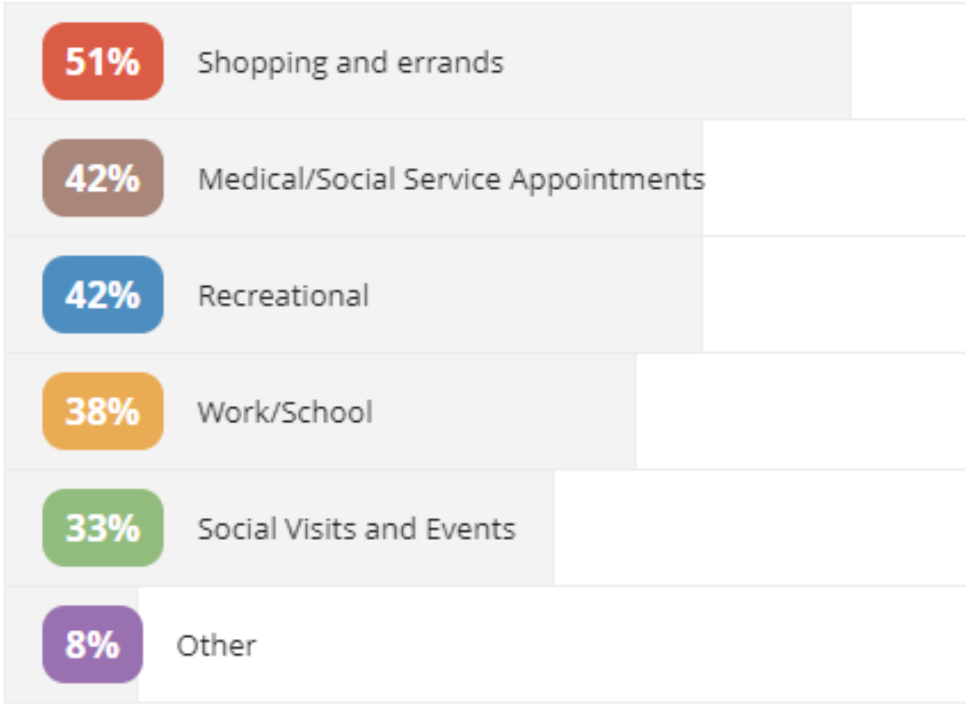
60%	Serve job centers with focused service around stores and business centers
47%	Service that runs on the weekends
38%	Service during peak hours only (6AM - 9AM and 4PM - 6PM)
29%	Serve residential centers
29%	Faster travel time to destinations
26%	Service that runs later in the evenings (after 6PM)
17%	Service during midday hours (9AM – 4PM)
17%	Service that starts early in the mornings (before 6AM)

Phase 1 Survey Results (Prelim)

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



What types of trips would you use transit for?

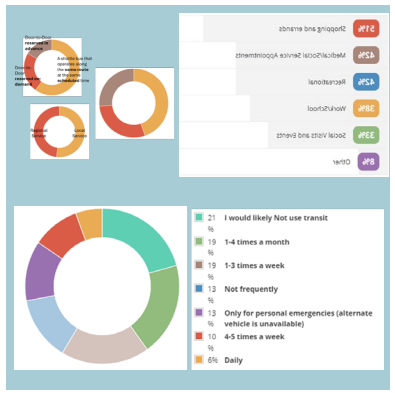


Next Steps



CTT Meeting

Wednesday, June 26



PE Summary

Will be posted online



End of Phase 1

Phase 2 will start in July



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

Gaby Lawlor, AICP
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NW Harnett County Transit Study

Meeting Minutes

Core Technical Team and Public Officials Meeting 3

DATE: June 26th, 2024, 10:00AM

MEETING LOCATION: 700 McKinney Pkwy, Lillington, NC 27546

SUBJECT: NW Harnett County Transit Feasibility Study CTT and Public Officials Meeting 3

ATTENDEES

Name	Organization	Name	Organization
Shelby Powell	CAMPO	Gaby Lawlor	CAMPO
Barry Blevins	HARTS	Richie Hines (Purple Shirt in right corner)	NCDOT
Lewis Weatherspoon	Harnett County	Uriah Parker	Harnett County Schools
Mike Rutan	Mid-Carolina RPO	Coley Price	Harnett County
Eric Truesdale	Harnett County Veteran Services	Mary Jane Sauls	Harnett County
Jay Sikes	Harnett County	Sarah Parkins	WSP
Sarah Arbour	Harnett County	Shivang Shelat	WSP
Will Bratton	Campbell University	Leah Weaver	WSP
Snow Bowden	Town of Erwin	Sarah Kear	WSP
Bonnie Parker	CAMPO	Taccarra Manuel	Cumberland County
Brent Trout	Harnett County	Phil Geary	NCDOT
Hank Graham	FAMPO	Tim Gardiner	Wake County

Meeting Highlights

1. **Timeline**

Shivang presented the meeting's agenda. This is the closeout meeting of Phase 1. The meeting will provide an overview of stakeholder and public engagement as well as Phase 1 final thoughts.

2. Recap

Shivang presented the timeline of Phase 1, and the study area, North Harnett. Phase 1 included evaluating travel patterns and growth, educating residents and stakeholders about different types of transit, and assessing the desire of transit from the public and stakeholders. Since Phase 1 has ended, Phase 2 will begin.

Shivang presented the Transit Demand Analysis. HARTS ridership is along the southeastern part of the study area. Remaining analysis showed that transit propensity is in the center bounds of the study areas.

3. Stakeholder Engagement

Sarah Parkins presented Stakeholder Engagement. Public Engagement Report will be available in the coming month. Sarah P. described the previous stakeholder meetings. This included focus group sessions with school, institution, civic organization, real estate personnel, and landowners. HARTS bus operator interviews were also conducted.

Three Words to Describe Harnett County Today?

Sarah P. presented on the word cloud from the first meeting that listed how stakeholders described Harnett County. 'Growing' and 'Changing' were the most popular words to describe Harnett County.

What are the Most Significant Challengers?

Sarah P. presented on the word cloud from the first meeting that listed how stakeholders described the most significant challenges in Harnett County. 'Density' was the most popular word to describe the most significant challenges in Harnett County.

What are the Most Significant Opportunities?

Sarah P. presented on the word cloud from the first meeting that listed how stakeholders described the most significant opportunities in Harnett County. 'Growth' was the most popular word to describe the most significant opportunities in Harnett County. Growth is an opportunity to see how transit could be a benefit.

What do you think?

Sarah P. presented on stakeholders' thoughts on transit. This included which enhancements would be the most beneficial, and what service should be prioritized. Result found there is some community interest in transit. Flexible on-demand service was the most popular

enhancement. Local service with some regional service was the most popular service chosen for prioritization.

Public Officials

Sarah P. presented on public officials' thoughts on transit. Public officials leaned positively towards transit in North Harnett. Public officials were also interested in local service with some regional service as well as longer service hours with flexible on-demand service. Concerned with lack of updated infrastructure and increasing traffic.

Focus Groups

Sarah P. presented on results from the focus groups. All focus groups brought up concerns about traffic. All focus groups had some level of interest for transit that can benefit different users. Sarah noted that the focus groups brought up how transit could be used to help with community members getting to home or school, and higher density housing in the study area.

HARTS Bus Operator Interviews

Sarah P. went over result from HARTS bus operator interviews. What 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 they can provide. Trips with work, medical appointments, and shopping destinations would benefit the most from additional transit.

To improve HARTS service in general, HARTS operators had ideas including increasing the number of drivers and having more centralized routes. In response, Shivang stated that this response is present because there is a demand and desire to go beyond what HARTS service addresses. Sarah P. added that bus drivers are positive of these potential changes, and the greater flexibility would be the most beneficial to passengers. HARTS is fulfilling its scope very well. Top requested enhancement is beyond HARTS scope.

4. **Public Engagement**

Sarah P. then presented on the public engagement for Phase 1. Public engagement for Phase 1 included a survey, and educational campaign, Transit 101. There were also several pop-up events, a website launch, and outreach through social media, emails, mailing, and yard signs. Public engagement aimed to make sure the community is all on the same page so that they were aware there are other forms of transit apart from fixed route.

Sarah P. also went over media coverage for the transit study. Sarah stated that CAMPO did a great job with media. Positive stories were in local news. This is great because the group is able to see how transit is perceived through media's eyes.

5. **Pop-up Event Summary**

Sarah P. presented on summary and results from Phase 1 pop-up events. Found that residents, especially those new to Harnett, would like to see transit service they had at their previous residence. There was overall excitement and positivity towards transit.

At the lunch and yoga pop-up event, Sarah P. noted that participants brought up concerns including HARTS wait times, wanting more flexibility with transit, and would like the ability to move at night due to lack of vehicle or no longer feeling confident driving at night. One single participant noted existing challenges like HARTS' service at capacity, current service not fitting their travel needs, wait times being too long, and trips are often cancelled.

Mr. Jay Sikes asked about potential transit service at night, specifically for the seniors' night-time travel. Gaby Lawlor answered that this, in terms of flexibility, this would be determined in Phase 2. Mr. Barry Blevins stated that HARTS is planning to apply for a micro-transit study. The 3-year study is supported by CAMPO and public officials. This would assist in seeing what travel times and flexibility are needed.

Sarah P. noted that meeting in person was the most beneficial for public engagement due to being able to have conversations with residents.

6. **Phase 1 Survey Results**

Sarah P. presented on the Phase 1 survey results. There were 370 survey respondents. Half of the respondents had used transit before. More than half were familiar with HARTS. A smaller group have previously used HARTS. Over 50% were very or somewhat interested in transit. Of these respondents, 68% interested in transit were 65 years or older, over 60% made less than $53,000 per year.

Providing transportation option for seniors, disabled persons, and other who cannot drive was identified as most important for transit. Second highest was reducing unemployment by increasing access to jobs. Sarah P. was not surprised by these data points. Respondent's concerns for transit included reliability of service and safety and security. Sarah P. noted that having this data point will help group explain to public transit can calms these concerns, and in turn help make sure that residents will actually use the service.

A shuttle bus operating along the same route at a scheduled time was chosen by 60% of participants. A bit different from stakeholder's preference of micro-transit. This is important

data point to understand how the public is thinking about transit. Sarah noted there may be misalignment in information, and that group may need to educate the public more on micro-transit. There was a 50/50 split between local and regional service preference. Respondents that are 65 years old or older and disabled folks prefer regional service due to health needs. Mr. Jay noted that regional service could be due to having greater shopping areas outside of county.

Respondents wanted more greater technology elements rather than infrastructure improvements. Respondents also want transit service that serves job centers with a focus around stores as well as service that runs on weekend.

35% of respondents would be frequent transit users if everything they said they selected in the survey is available. 12% would use it for personal emergency. Sarah P. commented that this is an interesting note because they may have to use transit if their car is in the shop, etc. 21% respondents were not likely to use transit.

Overall summary of findings

Sarah P. presented on the overall summary of findings. HARTS is currently at capacity and there is clear demand for other service. Passengers want more flexibility and service time. Stakeholders would like more increased advertisement of HARTS service. Stakeholders found that there is a need for updated infrastructure and land-use density to make transit successful. Respondents positively want transit, there is demand, and they want transit for shopping and recreational purposes. Survey respondents had slightly less emphasis on work/school trips.

Mr. Jay noted that Buies Creek has a college present, Campbell University, and asked if any respondents were college students. Sarah P. said there was a low response for people below 18. Gaby Lawlor noted that they included the survey in the university's weekly newsletter. Sarah also noted that not a lot of respondents included their age. Bonnie Parker noted that University respondents were probably professors or staff due to when the survey was promoted.

Bonnie posed to the group a question about whether it is beneficial to increase advertisements for HARTS, which is at capacity, as this would increase demand or increase interested passengers who are not able to use it. Bonnie noted that case workers can connect people who need it the most to HARTS. Bonnie then reformatted the question: What is the "low-hanging fruit" of transit need and how does it jive with HARTS.

Mr. Barry Belvin stated that HARTS service is mostly used for dialysis. HARTS is not associated with brokers. Medicaid service takes a lot of their time. Mr. Barry also noted that senior

passenger numbers, with destinations to Coats Senior center, have not bounced back since COVID. The number of social interaction trips have decreased since the pandemic. Dialysis trips currently dominates their system. HARTS, like many systems, are having a hard time finding and retaining drivers. Mr. Barry thinks it will improve, but currently HARTS cannot fill the 26 vehicles they have available. To Bonnie's previous question, Mr. Barry does not have an answer. HARTS has had similar thoughts. HARTS has a deviated fixed route in South Harnett, but they couldn't put their hands on fixed and demand response.

Shelby asked about updated infrastructure and Harnett County's Comprehensive Transportation Plan. Mr. Jay says Harnett County is thinking about what new tax can be applied on new high-density development. The new Comprehensive Land Use Plan will support different types of housing which could be transit oriented and be a centralized pick up for origin/destination. This would include areas near Buies creek, southwest of Anderson Creek/Carolina Lake, and Highway 87.

Shelby brought up how in Morrisville there is a shuttle with 8 to 9 stop locations. This type of service in a village further away could be successful. Mr. Jay asks if that service locally or federally funded. Shelby stated that it's funded by Morrisville transit.

Bonnie then asked the group if anything from the presentation was surprising. Bonnie noted that the demand for transit was fairly surprising. Mr. Coley noted that new residents mostly move from far away where transit is available. HARTS has always been a rural service for 30 plus years. Micro-transit would accept the demands in these different towns as there is lots of demand. Gaby said that people moving from far away do not have family or networks to help with transportation. Mr. Coley added that he sees this a lot; newcomers ask why there isn't transit to get to medical appointments, etc.

Bonnie then added that people who have lived in Harnett for a long time also had positive responses. Only had one negative response, and that surprised Bonnie. Bonnie expected more. Sarah noted that respondents stated that even if they wouldn't use the service, they saw it as a positive for the community. Shivang also noted that school trips was slightly more positive than before and recreational trips were wanted more than work trip. Mr. Coley added that there will be more demand especially with including multi-use paths, etc.

Bonnie stated that transit is now more present in conversations of what a town/county/community should be. Bonnie added that people knew the study wasn't focused on high-capacity transit; they knew that the study was about other forms of transit.

Commissioner Lewis noted that one thing that wasn't included in survey and public engagement. Commissioner Lewis brought up the newer developments, being able to work

with HOA, and survey in the clubhouse on a Saturday. These groups of people are used to transit. They would also be more likely to use transit than a farmer. Sarah P. and Bonnie and Mr. Coley agree.

7. Phase 1 – Final Thoughts

Shivang set the stage for the PollEverywhere questions. Shivang went over high-level Phase 1 tasks, the horse. The PollEverywhere question would determine whether Harnett County has a cart (i.e. service area, service type, funding, phasing). Sarah P. presented the four PollEverywhere questions.

Question 1 – Do your previous opinions regarding transit in Harnett County still hold true?

Response options	Count	Percentage
Yes	**13**	**93%**
No	1	7%

Bonnie then asked what organizations are online. Tim Gardiner, Fayetteville MPO, was listed as one. Bonnie was interested if there is an NCDOT representative on Teams meeting.

Mr. Barry responded no because data showed something different than demand response. Sarah P. and Shivang agree. Sarah P. said that either community members want demand response transit or need more education about current and potential transit. Mr. Coley agreed because HARTS service is hard to understand which is why there is slightly critical feedback from the survey. Gaby added that what is most indicative public engagement is what is really needed to be addressed. Shivang stated that these needs can be addressed later during Phase 2.

Question 2 – Is there any additional information needed to decide whether this study should advance to phase 2 or not?

Contracted services	Regional funding			
Countywide	Results	Demographics		
Additional survey results in specific population pockets				
poll results of this question	No	No	No	
No	No	No		

Gaby reiterated the question asking if the group needed more information before moving onto Phase 2.

Sarah asked if responses meant seeing the question's results. Shivang also asked if they are interested in poll results or are just inputting in 'results' to see results.

Shivang stated that there will be more public engagement in Phase 2.

Sarah asked if there were specific data points they would like to see before Phase 2 is conducted.

Shivang said in response to 'countywide' answer that the study is geared towards north Harnett. This can be addressed in Phase 2 regarding communities that are not part of the study area.

Shivang noted that 'pockets' response may mean which area would have transit. This would be determined in Phase 2.

Shivang stated that demographics will be thoroughly included in the Public Engagement Report.

Shivang stated that funding will be addressed in phase 2.

Question 3 – Seeing the positive public feedback, would you be willing to support a local funding mechanism to ensure long term viability of transit?

Response options	Count	Percentage
Yes	**13**	**100%**
No	0	0%

Shivang noted that this is just a yes or no question to determine the direction for exploring this in the next phase.

Commissioner Lewis stated that Shivang left out 'Maybe.' Shivang said that this was a deliberate choice. Shivang added that this is to see how much of local funding should be explored in Phase 2.

Jay asked if this would be different from farebox. Shivang stated that this would be additional to farebox; rarely any systems just use farebox.

Question 4 – Should we advance this study to Phase 2?

Response options	Count	Percentage
Yes	**12**	**100%**
No	0	0%

Shivang noted that this is a resounding 'yes.'

8. **Phase 2**

Shivang presented the timeline for Phase 2. Phase 2 will include finalizing service areas and demand, evaluate transit service options, and will include more stakeholder and public engagements. The study will be finalized with an Implementation Plan and final report that will be available May 2025.

Shelby asked if there are any service models the group has seen that they want explored based on historical and future travel patterns. Phase 2 will explore expanding HARTS, fixed routes, etc., but can explore other types of service.

Mr. Jay spotlit Mr. Uriah Parker and asked if Harnett County Schools have any needs on the teacher and administrator side. Mr. Uriah said there is a need for international teachers who do not own vehicles. Mr. Uriah noted that they can use school buses as transit, but currently do not offer it. Harnett County Schools had to contract out work of transporting homeless

children to and from school. The contractors are having a hard time finding drivers, and often time these students are on the bus for multiple hours a day to get to their destinations.

Mr. Barry said HARTS are trying to work with Central Carolina Community College to see how they can help transport students. HARTS service is for 18 years old and plus, but they are trying to work around it. Mr. Uriah said this would be helpful and he wishes he had these services available when he was a child. Shelby brought up a service in Wake County that provides transportation services to students so they can get to school and after school jobs.

Mr. Coley asked if CAMPO has any success stories. Shelby responded a lot of the success stories come from small urban areas on the edge of Wake County, but they have funding available. Shelby noted that with increased funding comes increased transportation options.

Shivang and Gaby closed out the meeting. Gaby stated that in a month there will be a follow-up with the Public Engagement Report and the meeting minutes.



CTT and Public Officials Meeting

June 26, 2024

NORTH HARNETT
Transit Study

Agenda

01. Recap

02. Stakeholder Engagement

06. Public Engagement

07. Phase 1 – Final Thoughts

Recap

Timeline (Phase 1)

2023.

Nov - Dec

- CTT and Stakeholder Team formation
- CTT Meeting 1
- Transit and Demographic Data Collection

2024.

Jan - Feb

- Data Analysis
- PE Preparation
- CTT Meeting 2
- Workshop with Elected Officials

2024.

Mar - Apr

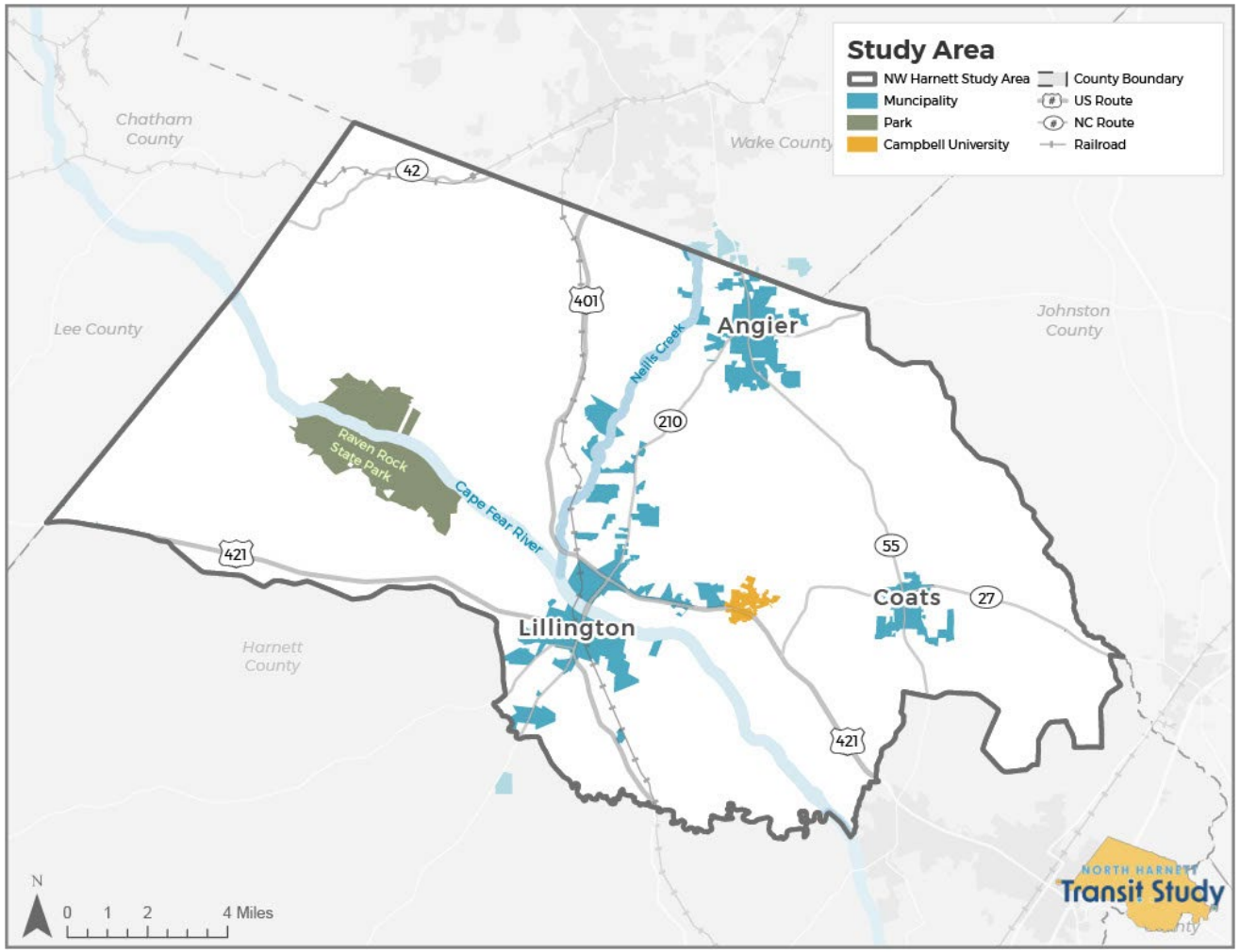
- Public and Stakeholder Engagement
- Workshops with Focus Groups

2024.

May - Jun

- TCC and Executive Board Presentations
- Transit Demand Analysis Report
- **CTT Meeting 3 combined with Elected Officials**

Study Purpose



This study aims to determine transit-supportiveness in the area in two phases

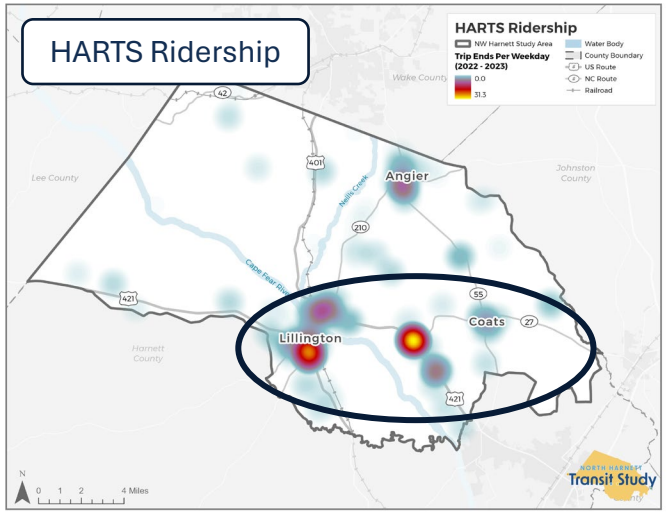
Phase 1

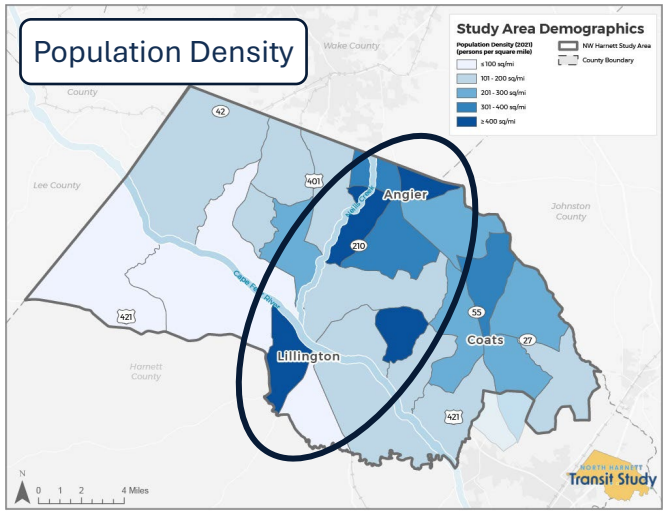
- **evaluating** the travel patterns and growth,
- **educating** the residents and stakeholders about different types of transit
- **assessing** the desire of the public and decision-makers for transit,

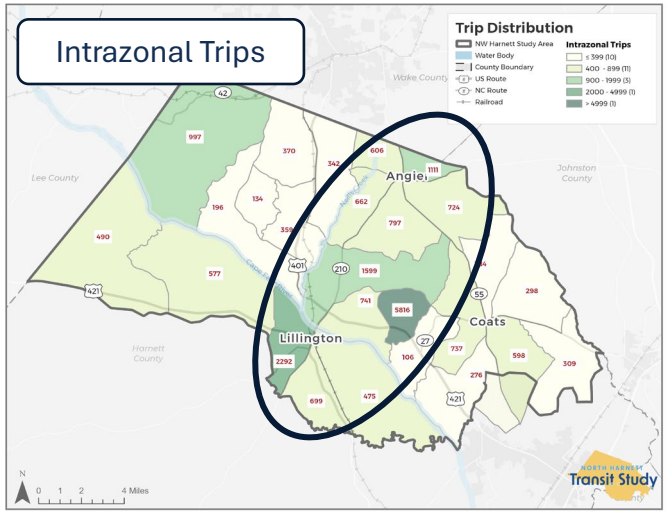
Phase 2

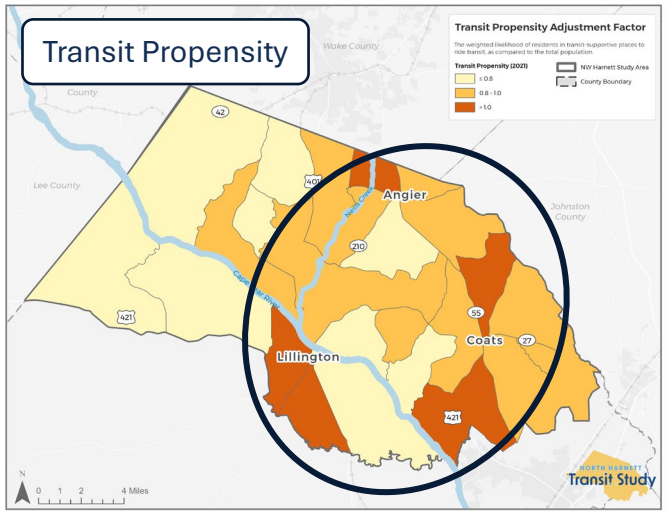
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy

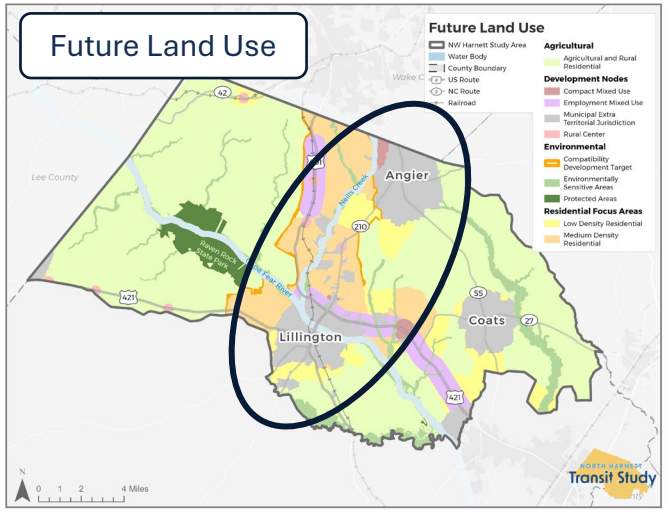
Transit Demand Analysis

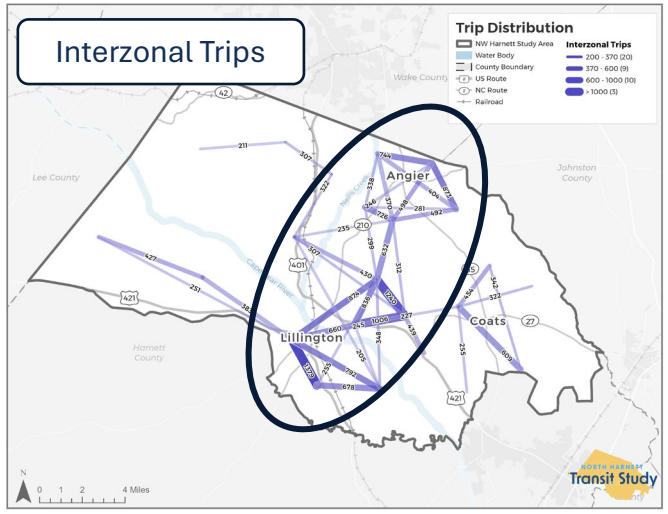












Stakeholder Engagement

Stakeholder Engagement

Core Technical Team

Nov 29, Jan 23, Jun 26

Public Officials

Feb 14, Jun 26

HARTS Bus Operators

May 2 through 8







Schools, Institutions, Parks

Mar 20

Civic Organizations

Mar 19

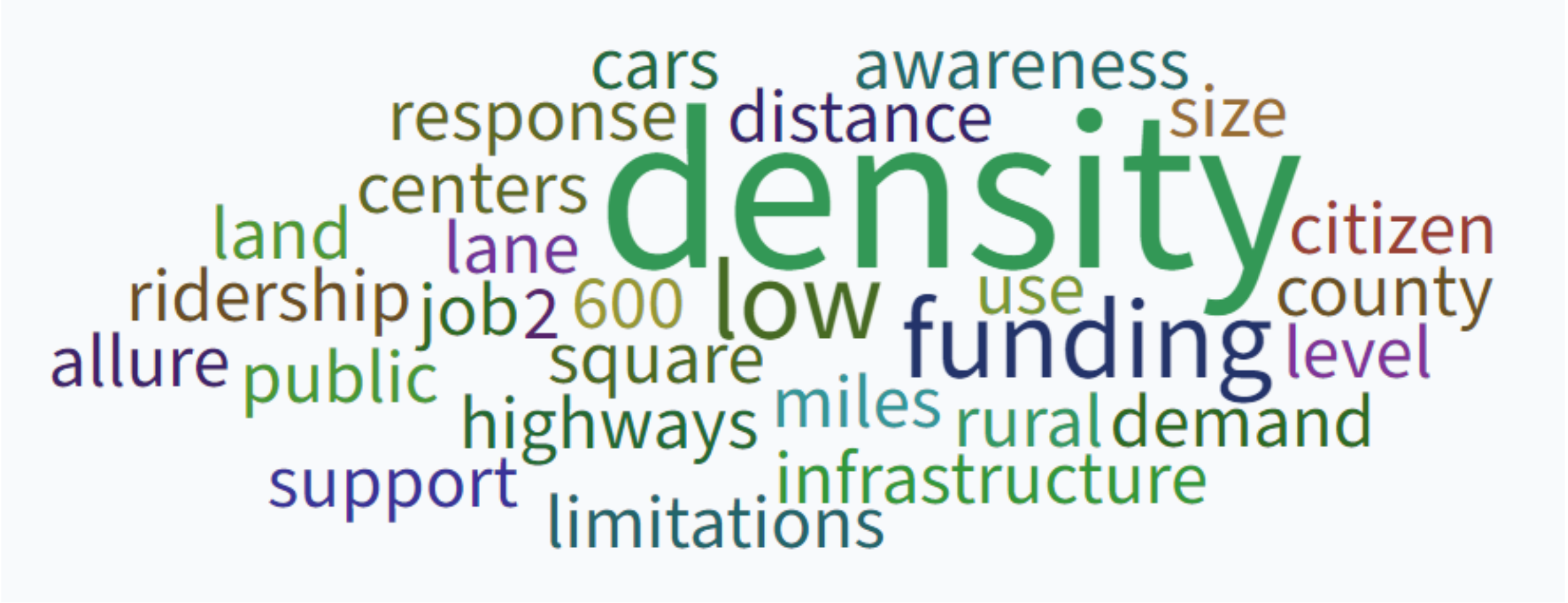
Real Estate and Landowners

Apr 26

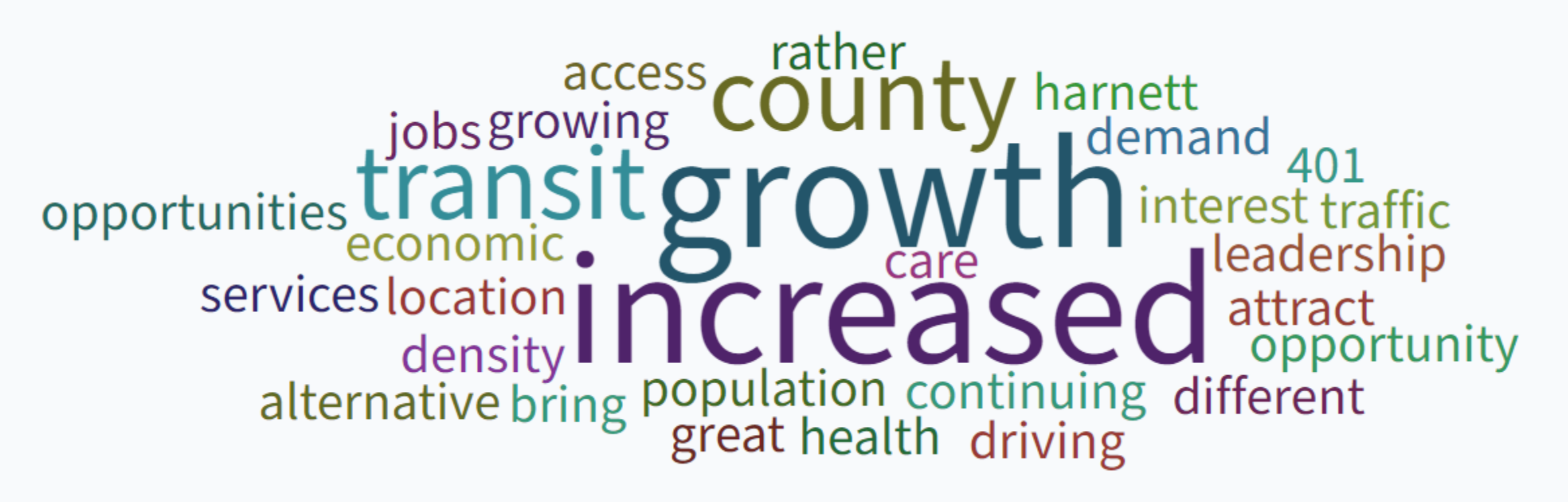
Three Words to Describe Harnett County Today



What are the Most Significant Challenges?

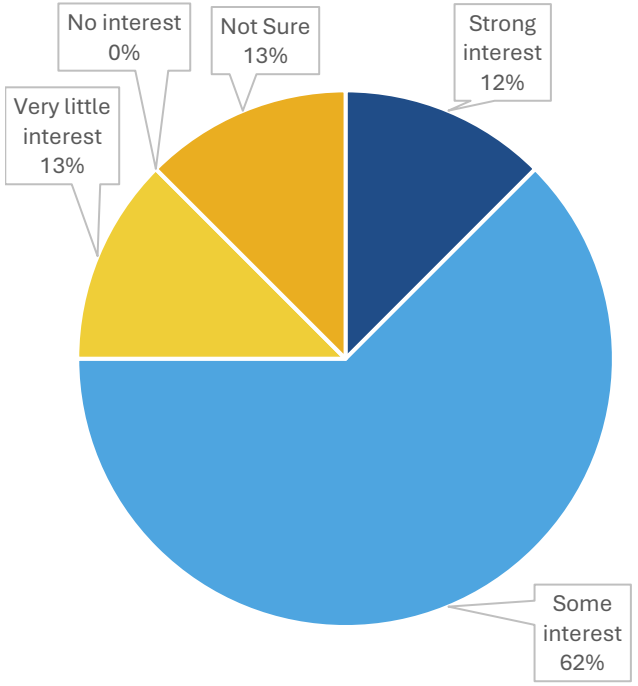


What are the Most Significant Opportunities?

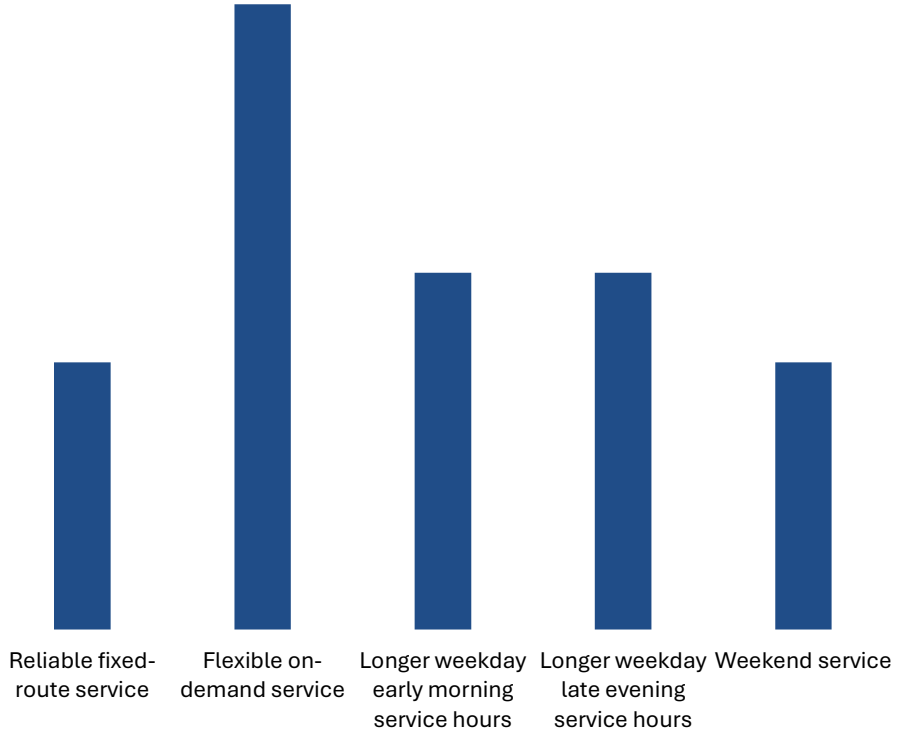


What Do You Think?

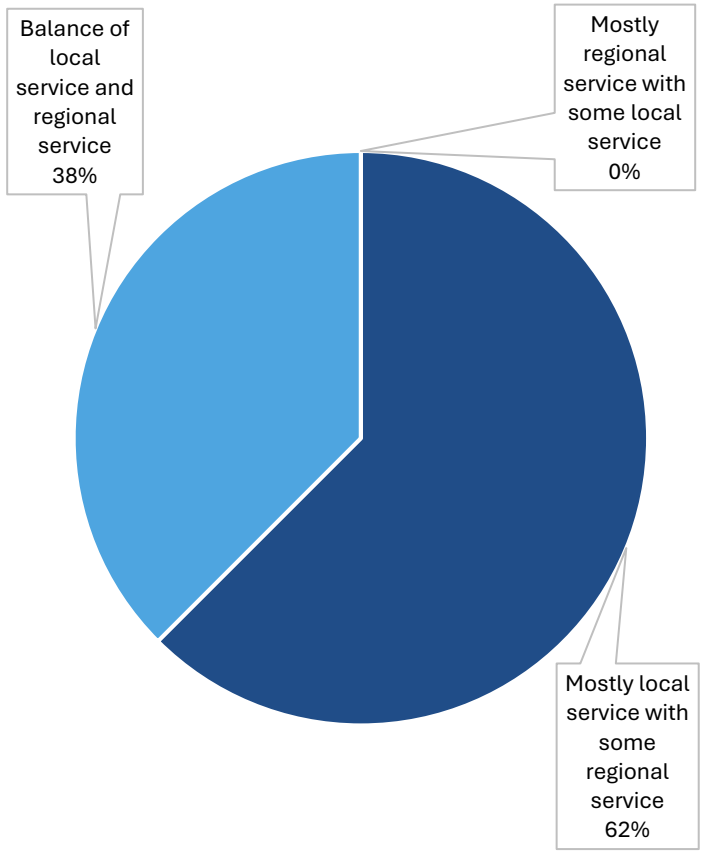
Are you seeing any interest from the community today around transit?



What enhancements would be most beneficial for the public?



What kind of service do you think should be prioritized?



Public Officials

Biggest concerns and challenges:

- Lack of updated infrastructure
- Increasing traffic congestion
- Funding

Summary of feedback:

- Overall feedback leaned positive, meaning good support for transit
- Supported mostly local service with some regional service
- Supported longer service hours and flexible on-demand service



Focus Groups

Schools, Institutions, Parks

Mar 20

- Roadway **capacity** is reaching its limit
- **Transit** would improve access
- Increase transit information to public

Civic Organizations

Mar 19

- Population and **traffic** are increasing, and transit could help with issues that arise
- **Transit** could be good for special events (like graduation)
- Lack of **alternative modes** of travel
- **Delayed** infrastructure to meet growth

Real Estate and Landowners

Apr 26

- **Traffic** is a big challenge
- Seeing some interest in **transit** from community
- **Densifying** housing and business development in central corridor
- Increase **destinations** within Harnett county

HARTS Bus Operator Interviews

What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

- Pick-up time too early or late
- **Trips don't go far enough**
- Wait times too long
- **No availability**

What do you hear from passengers regarding trip reservations?

- Pick-up time too early or late
- **Trips don't go far enough**
- Lack of flexibility
- **No availability**



HARTS Bus Operator Interviews

What destinations would benefit from additional transit?

- Dunn, Lillington, Erwin
- Wake and Cumberland Counties
- Work destinations
- Medical appointments
- Grocery stores

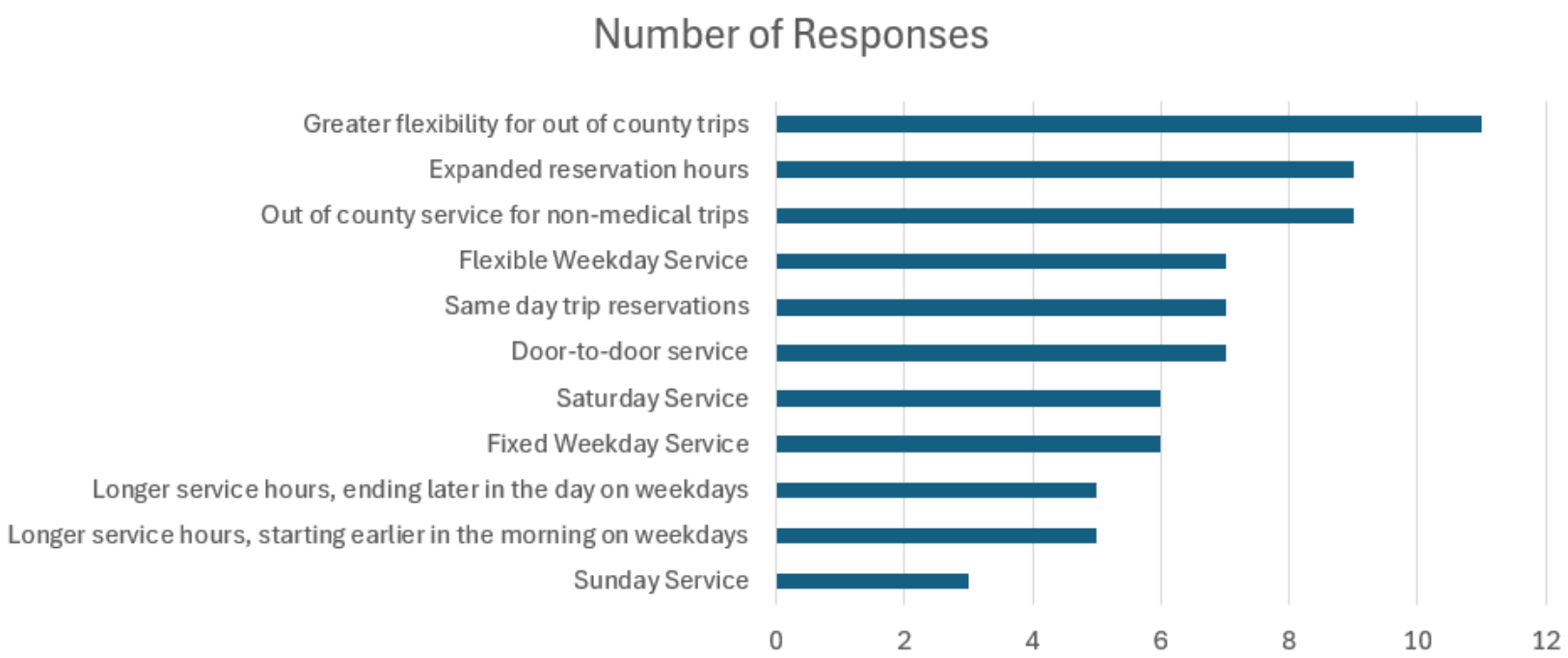
What ideas might you have to improve HARTS service in general?

- Increased number of drivers and better driver reliability to increase trip availability
- Centralized routes
- Buses
- Grow transit with the county



HARTS Bus Operator Interviews

Which enhancements do you think would be most beneficial to passengers?



Key Takeaways:

- HARTS is **fulfilling its current scope** very well.
- The top requested enhancements are **beyond HARTS's current operation and resources**
- This indicates **demand for additional types of transit** options.

Public Engagement

Public Engagement

300+ Survey Respondents for Phase 1

4 Popup Events

Website Launch:
www.NorthHarnettTransitStudy.com

Let's Talk Transit: Transit 101 Education Campaign

Outreach and Promotion



Media Coverage

Read today's Edition

The News & Observer

NEWS SPORTS BUSINESS POLITICS LIVING OBITUARIES FINANCE CLASSIFIEDS RALEIGH'S BEST 82°F

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*

WRAL NEWS Spotlight Money Desk Obituaries Classifieds Families First

NEWS WEATHER SPECIALISTS SPORTS BUSINESS OPINION CONSUMER HEALTH LIFE

RECOMMENDED
Hurricane season 2024: NOAA forecast is highest number of storms ever predicted

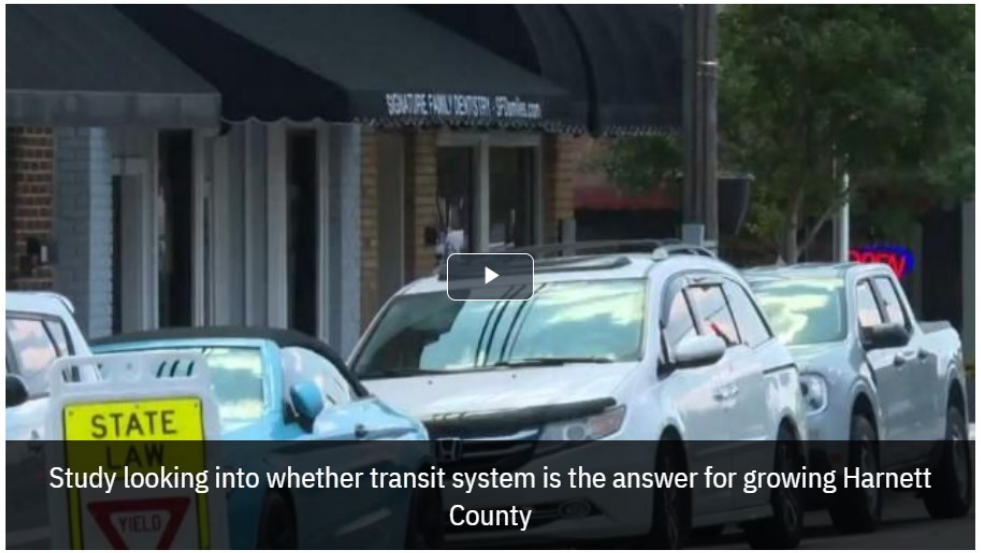
RECOMMENDED
5 On Your Side: An anonymous letter ac happened after a mom pushed for an in

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

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



By **Matt Talhelm**, WRAL reporter

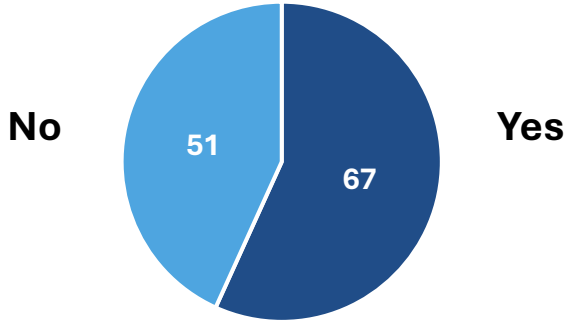
Phase 1 Survey Results

370 Survey Respondents

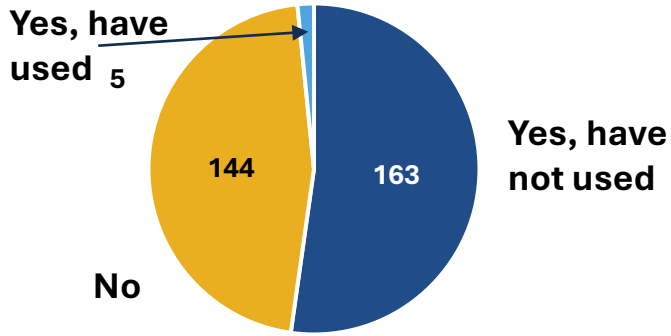
Home	%	City
27501	39%	Angier
27526	19%	Angier
27546	18%	Lillington
27521	5%	Coats
28334	4%	Dunn
27505	3%	Lillington
28323	3%	Lillington
28339	1%	Erwin
Other	8%	

Work/School	%	City
27501	28%	Angier
27546	25%	Lillington
27526	17%	Angier
28334	4%	Dunn
27521	3%	Coats
28339	2%	Erwin
27505	1%	Lillington
28323	1%	Lillington
Other	20%	

Had Respondents Used Transit Before?

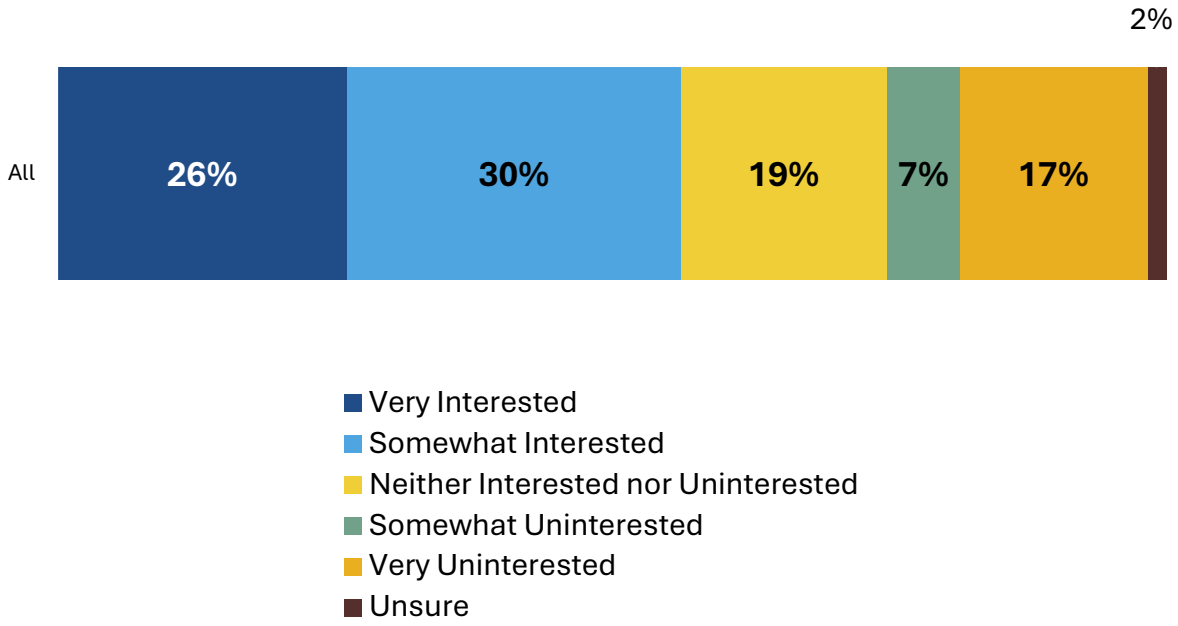


Familiarity with HARTS

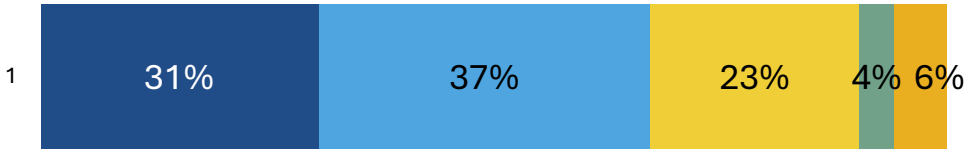


Phase 1 Survey Results

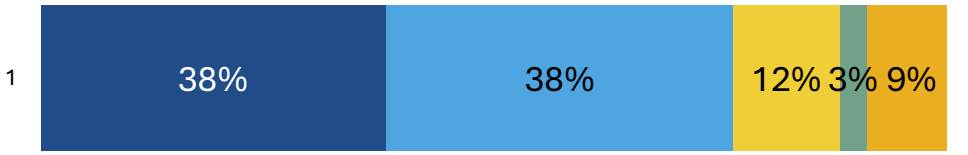
What do you think about using public transit personally?



Respondents 65 Years or Older



My *household's* total income is *at or under $53,000* per year

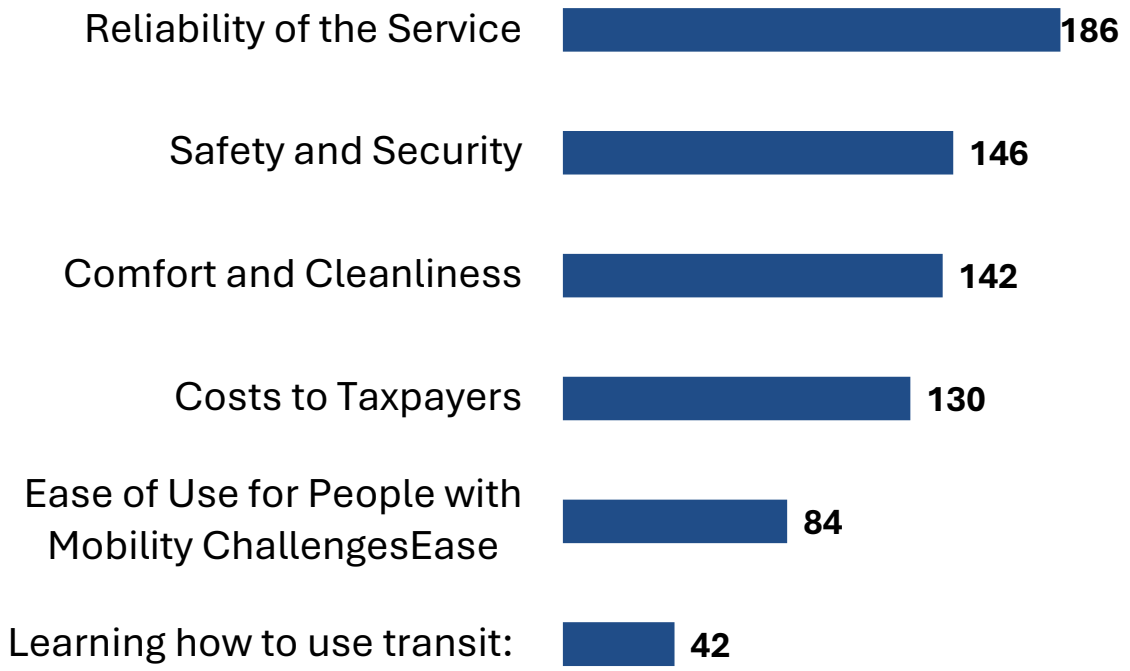


Phase 1 Survey Results

Importance of transit

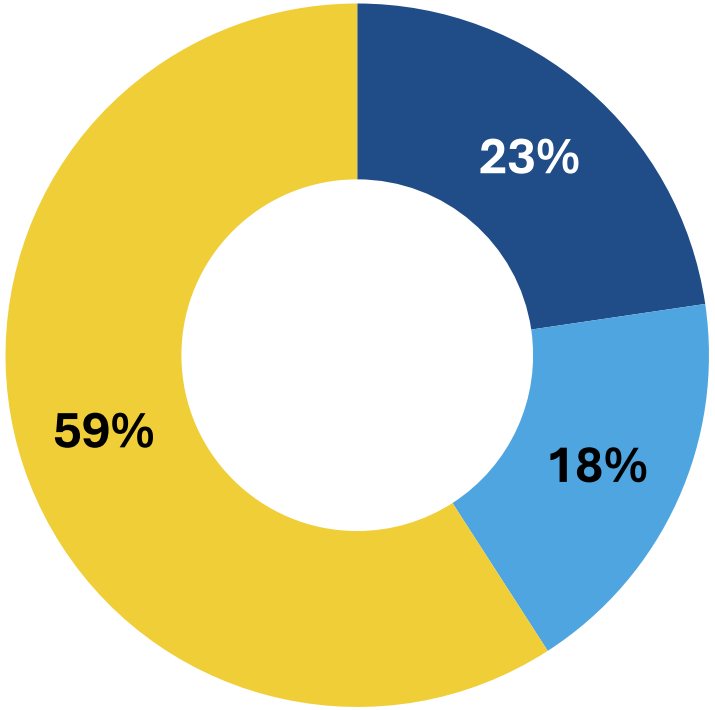
76%	Provide transportation options for seniors, disabled persons, or others who cannot drive.
62%	Reduce unemployment by increasing access to jobs.
55%	Provide transportation options for low-income persons.
53%	Help people avoid congestion (reduces number of vehicles on roads).
50%	Encourage new businesses and employees to come to Harnett Co

What concerns do you have about transit?



Phase 1 Survey Results

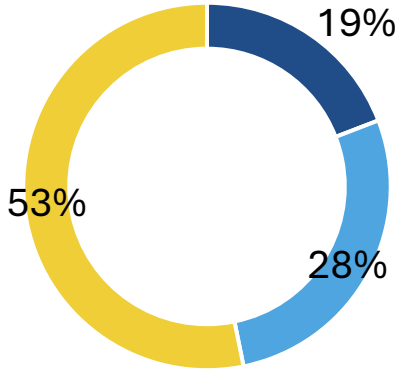
A shuttle bus that operates along the **same route** at the same **scheduled** time



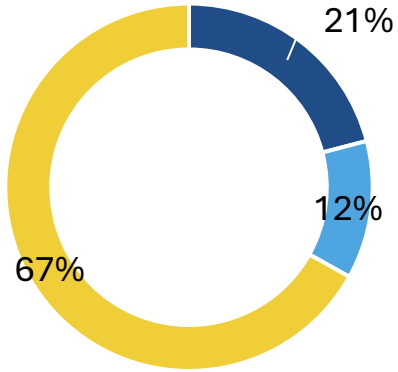
Door-to-Door **reserved on-demand**

Door-to-Door **reserved in advance**

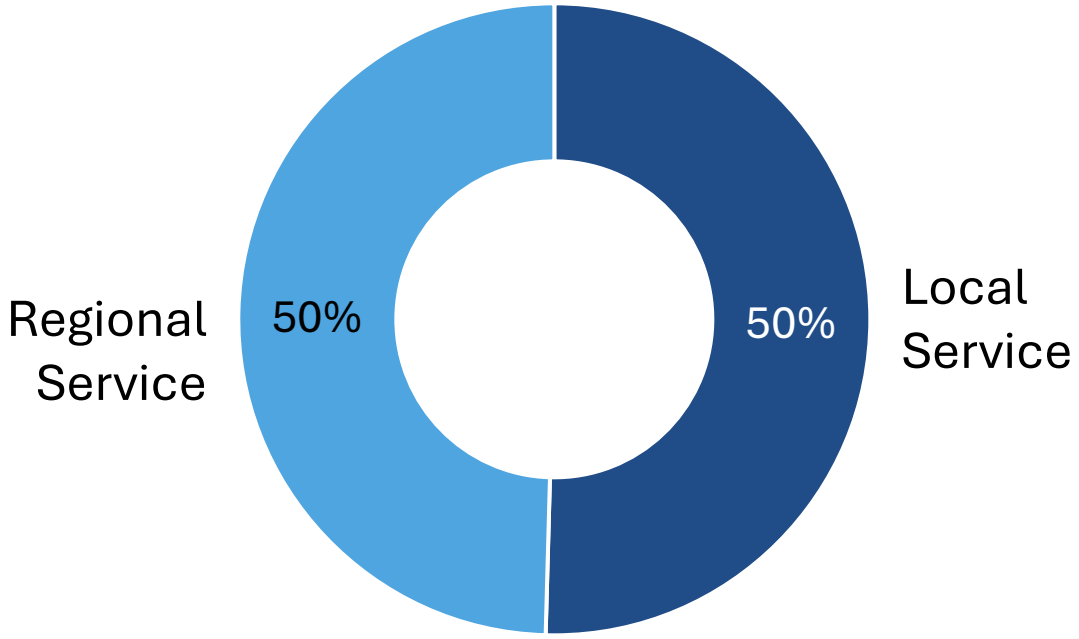
Respondents 65 Years or Older



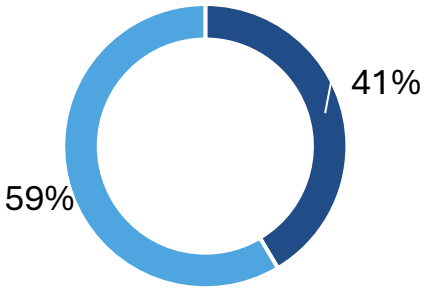
Interested in Transit



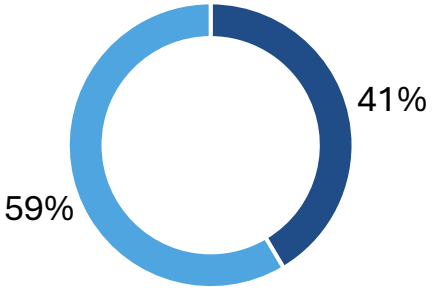
Phase 1 Survey Results



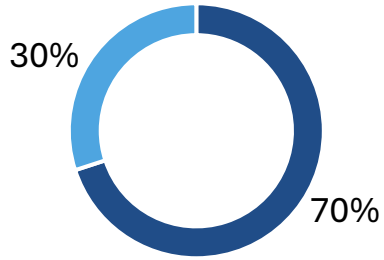
Respondents 65 Years or Older



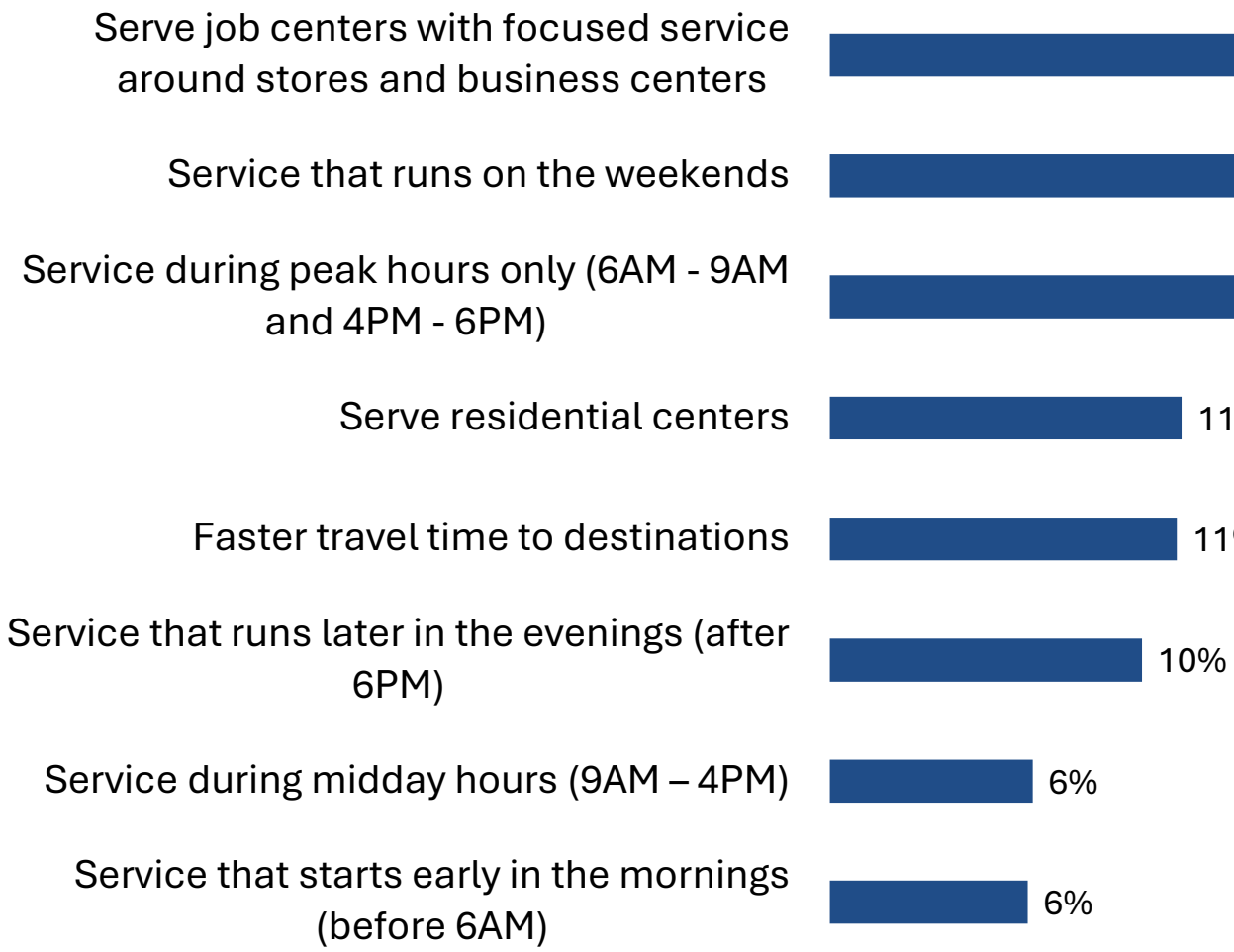
Disabled

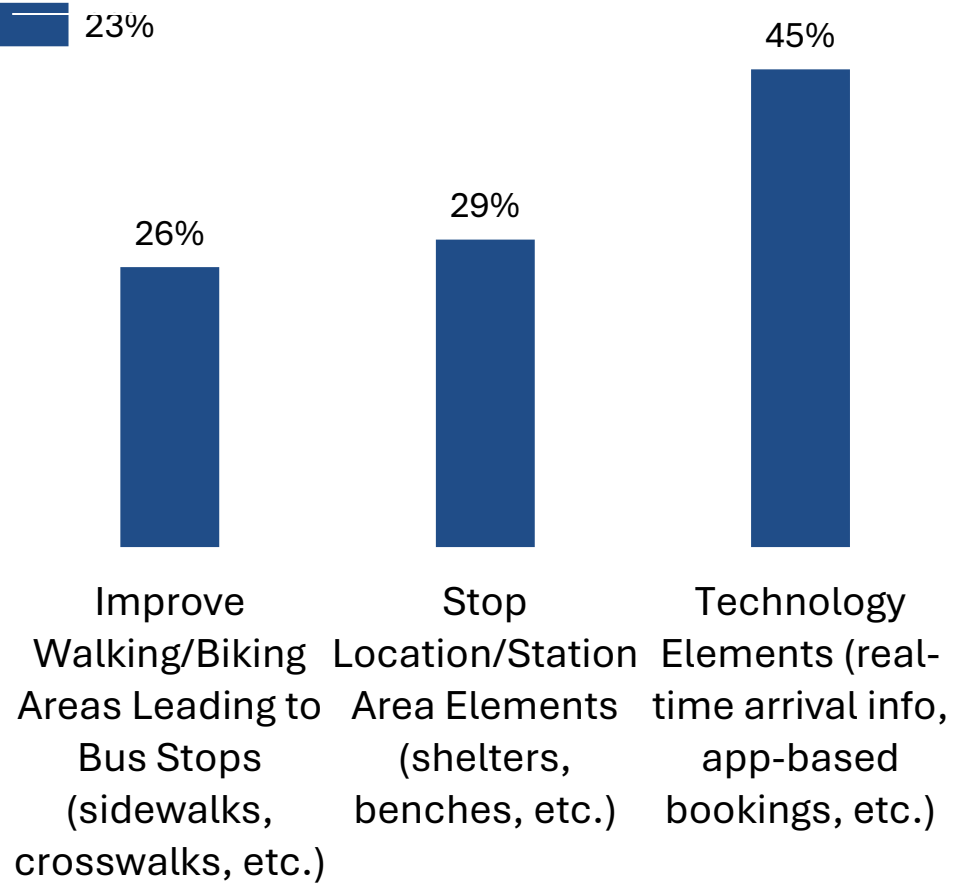


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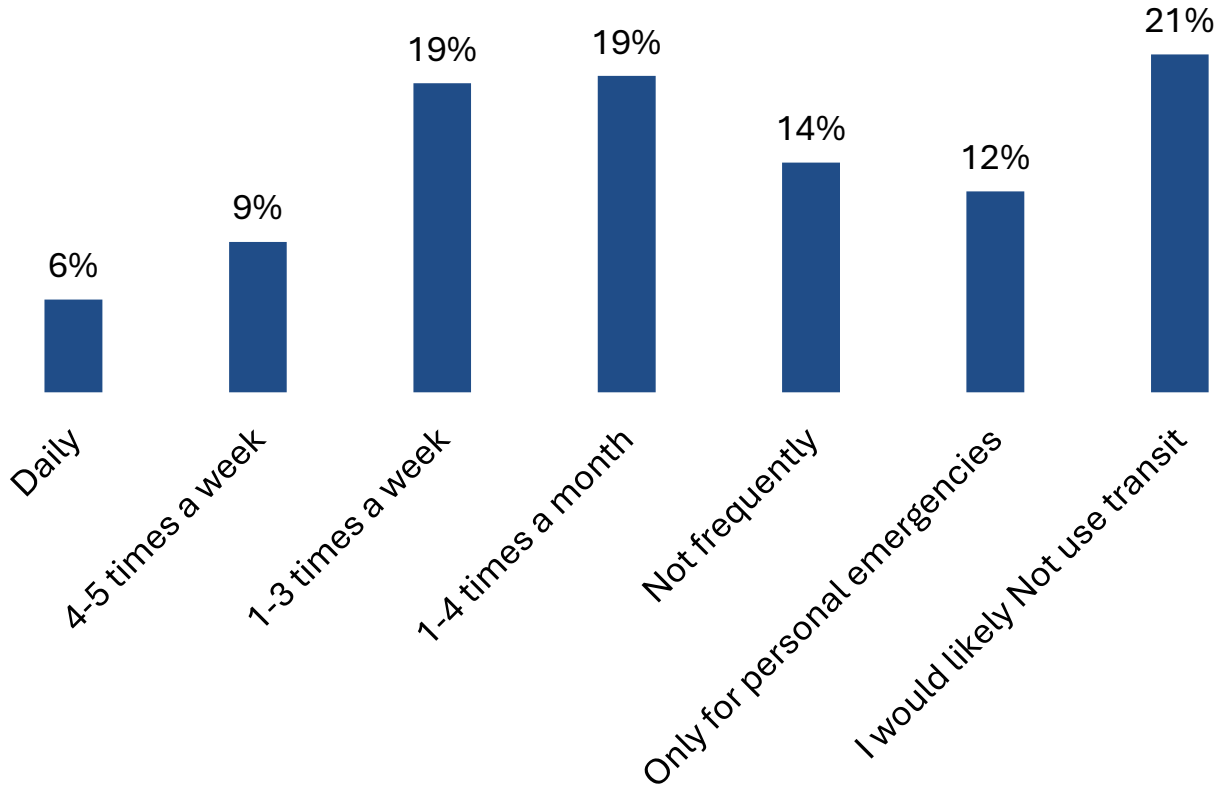
Phase 1 Survey Results



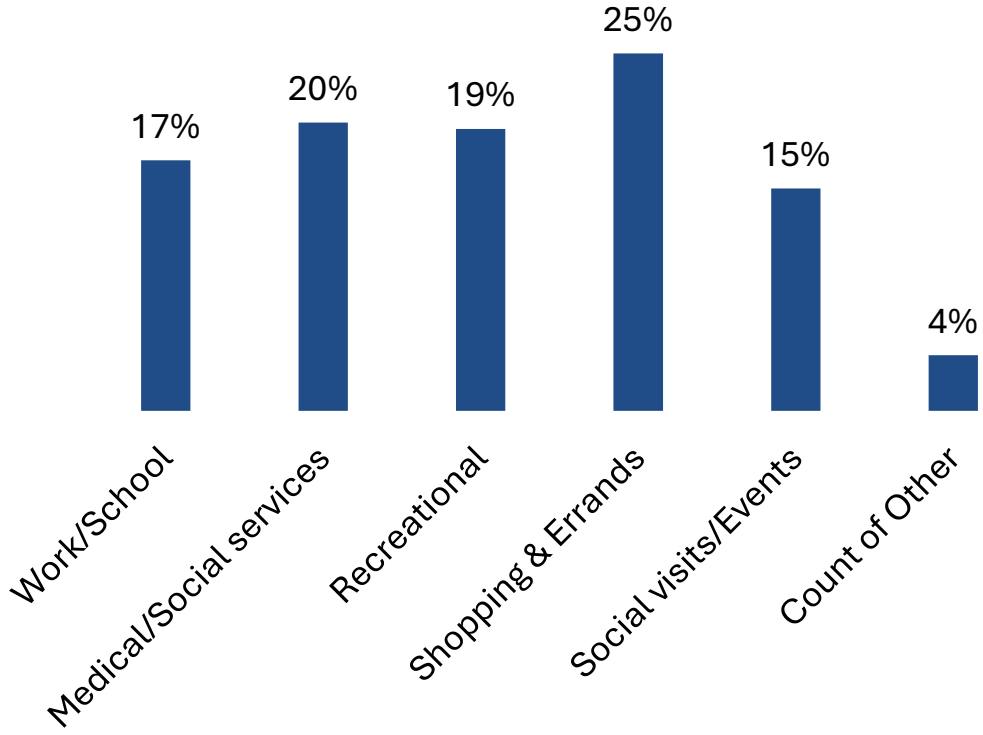


Phase 1 Survey Results

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



What type of trips would you use transit for? (Multiple Select Choice)



Pop-up Event Summary



Angier Earth Day

- Agreement that transit service is currently lacking in Harnett County
- Several residents from other states with transit lamented the lack of transit in Harnett
- Desire for transit service that could be used to move around locally

Angier Common Ground Concert Series & Makers Market

- Interest and excitement in the prospect of the County providing transit service.

Pop-up Event Summary

Lunch and Yoga at Coats Senior Center

- Seniors were aware of HARTS service and use it for medical trips but they also noted the long wait times
- Most expressed a desire for transit service to allow for more mobility
- Most explained that they no longer feel confident driving and will not do so at night
- Others did not have access to a car and would like the freedom to access destinations without relying on family
- One senior regularly uses HARTS service but noted the following existing challenges:
  1- HARTS service is at capacity
  2- It does not fit all her travel needs
  3- Wait times
  4- Cancellations
  5- Lack of weekend or weekday evening service

Pop-up Event Summary

Cape Fear Fest

- Excitement for and recognition of a need for more transit service to improve mobility within Harnett County
- General sentiment that additional transportation options would be good given how much the County is growing



Overall Summary of Findings



HARTS existing service is at capacity and there **is demand for other types of transit services** with more regional connectivity, flexibility, and increased service times.



Stakeholders expressed need for **increased advertisement** of HARTS services to the public.



Most respondents said they would use transit for **shopping, recreational, and medical trips** with a slightly less emphasis on work/school trips.



Focus groups acknowledge **demand for transit** with growth in traffic and population in the area.



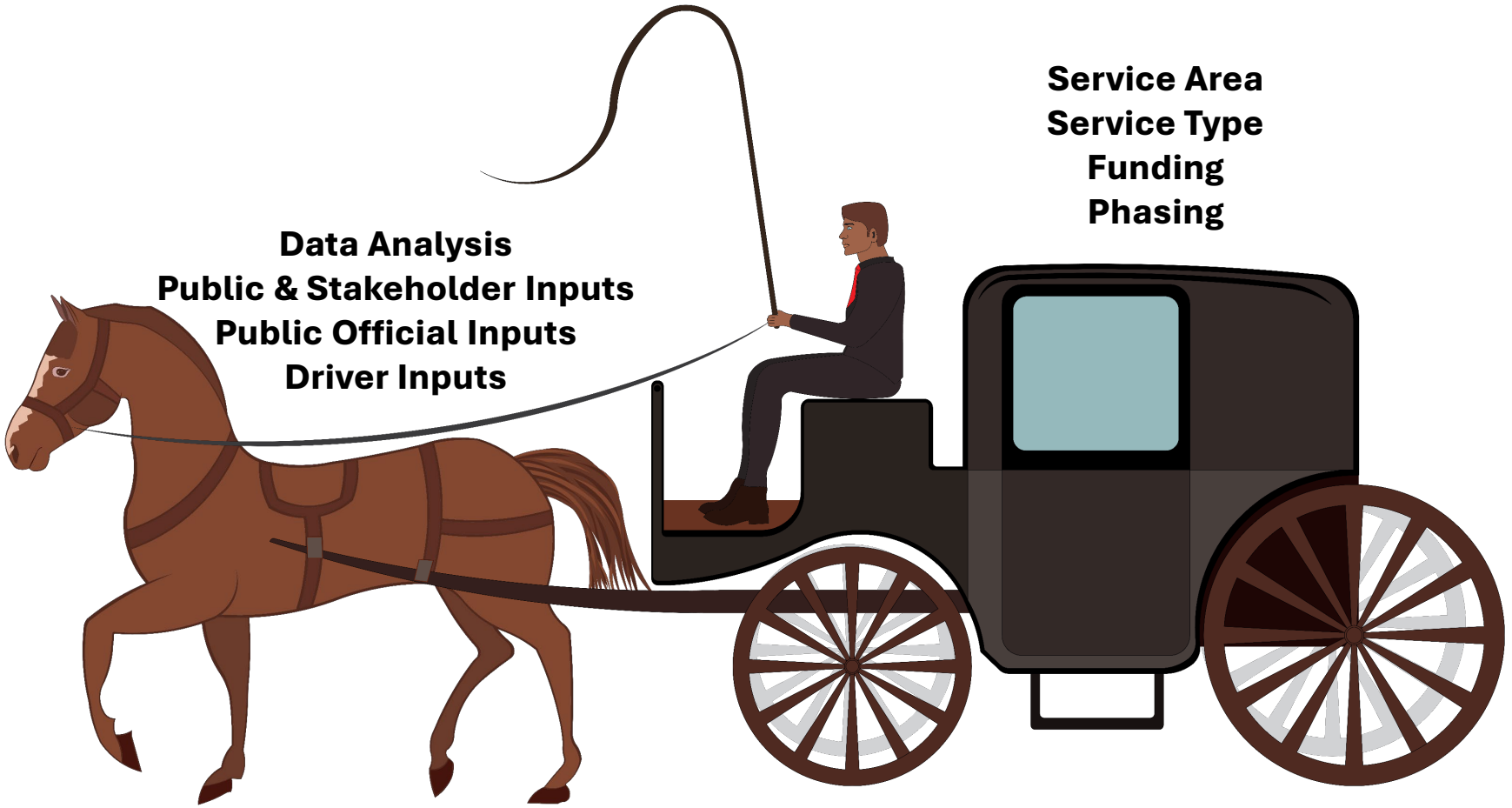
Stakeholders recognized the need for **updated infrastructure** and **increased land-use density** in order for transit to be useful.



56% of survey respondents were **very interested and somewhat interested** in using transit.

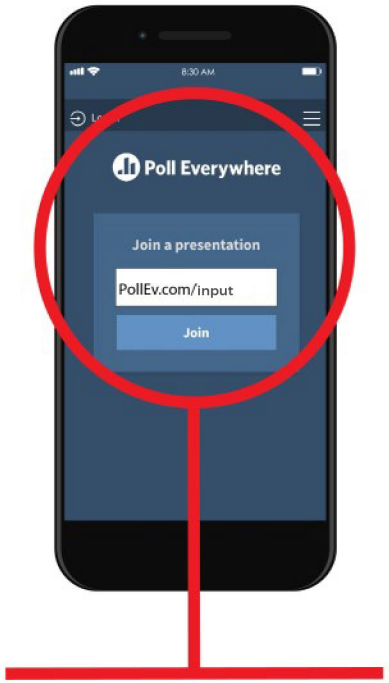
Phase 1 – Final Thoughts

Phase 1 - Completion



Three easy ways to join the conversation with PollEverywhere.

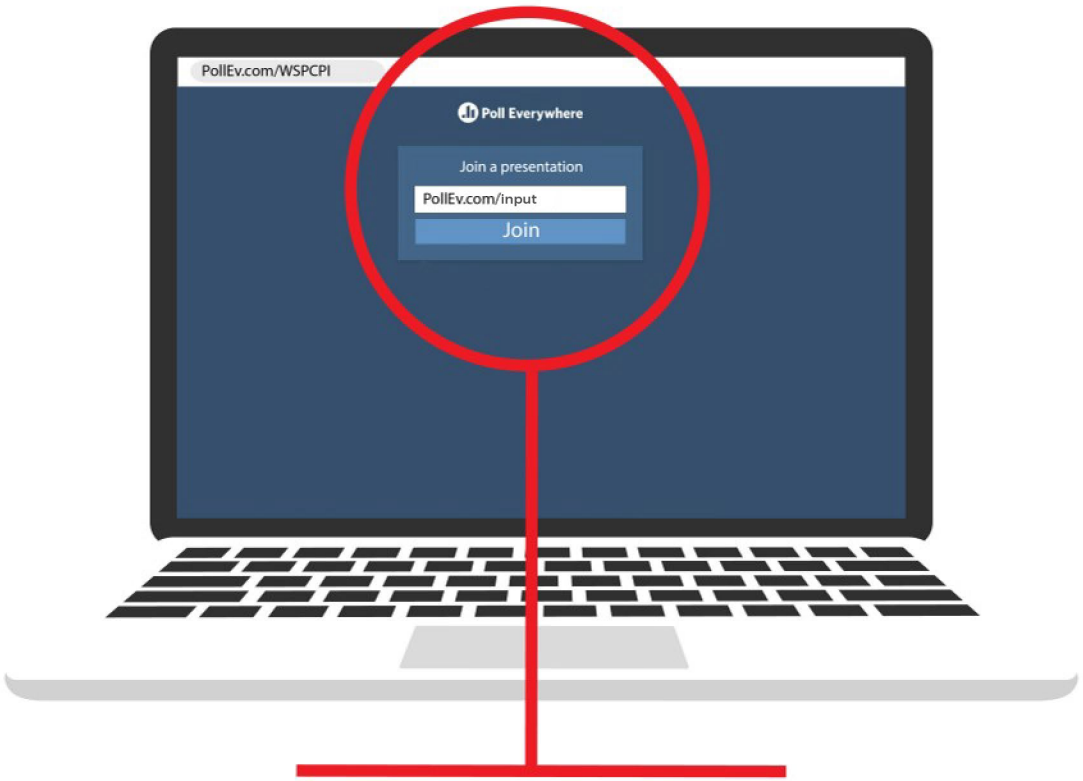
APP



Download the ***free*** PollEverywhere App and enter **INPUT** into the field reading: "**PollEv.com/username**"

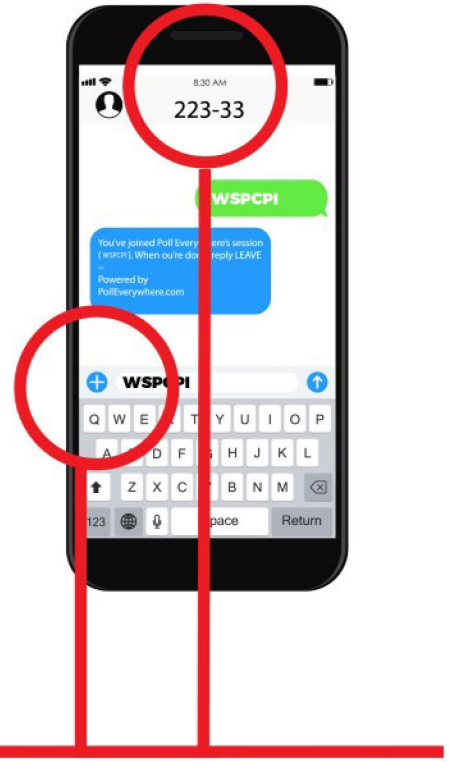
GET IT ON Google play | Download on the App Store

WEB



Go to **PollEv.com/input** to enter the poll via web browser.

TEXT



Text **INPUT** to 223-33 to enter the poll via text.

**not all questions are available via text*

Live Poll

Do your previous opinions regarding transit in Harnett County still hold true?

Is there any additional information needed to decide whether this study should advance to phase 2 or not?

Seeing the positive public feedback, would you be willing to support a local funding mechanism to ensure long term viability of transit?

Should we advance this study to Phase 2?

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

CTT and Focus Groups Meeting

2024. Sep - Oct

Evaluating Transit Service Options

CTT Meeting

2025. Nov - Jan

Stakeholder and Public Engagement.

CTT and Public Officials Meeting

TCC and EB presentation

2025. Feb - May

Implementation plan and final report

CTT, Public Officials, and Focus Groups

TCC and EB presentation



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

Gaby Lawlor, AICP
Senior Transportation Planner
Gaby.Lawlor@campo-nc.us
984-542-3620

wsp

Shivang Shelat, AICP
Lead Transportation Planner
Shivang.Shelat@wsp.com
984-269-4651

NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Core Technical Team Meeting 4

DATE: September 6th, 2024, 9:30AM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546, Room 103A

SUBJECT: NW Harnett County Transit Feasibility Study CTT Meeting 4

ATTENDEES

Name	Organization	Name	Organization
Philip Hart	NCDOT	Shelby Powell	CAMPO
Richie Hines	NCDOT	Barry Blevins	HARTS
Jay Sikes	Harnett County	Sarah Arbour	Harnett County
Chance Torain	HARTS	Suvir Venkatesh	CAMPO
Will Braton	Campbell University	Bonnie Parker	CAMPO
Greg Frank	Hartnett County	Gaby Lawlor	CAMPO
Rachel Gaylord-Miles	WSP	Shivang Shelat	WSP
Sarah Kear	WSP		

Meeting Highlights

Gaby Lawlor began the meeting noting to the group that what will be presented is a draft. Shivang Shelat presented a quick recap and reiterated that the key word of the meeting was "draft." If CTT members had a thought or comment on what will be presented to speak up.

1. **Demand for Transit**

Shivang presented a Phase 1 recap. In the study area, trips are primarily made between Angier, Coats, and Lillington. Fifty-six percent of survey respondents were interested in transit, and there was a 50/50 split in preference for local versus regional service. The top three choices for transit were 1) serving job centers, 2) service that operates on the weekend, and 3) service the operates during peak hours. Seventy-six percent of respondents noted the importance of providing transit options for seniors, disabled persons, and those who cannot drive. The majority of respondents also preferred service that operates along the same route at the same scheduled time. Shivang noted that preference for fixed route over microtransit may be due to lack of knowledge and familiarity with microtransit.

Shivang went over focus group and stakeholder results. Public officials leaned positively towards transit and supported local service over regional along with microtransit. In Phase 1, focus group representatives noted that transit would improve access due to availability of alternative modes of travel. Transit would also help increase density of housing and business development along the central corridor through the study area. HARTS bus operators noted that additional transit would help improve access to work destinations, medical appointments, and grocery stores.

Shivang went over transit propensity for the study area, meaning areas with residents that are most likely to use transit. Areas near Angier, Coats, and Lillington had generally higher transit propensity than the western side of the study area.

Shivang noted that HARTS trip denial ranges from two to 17 percent. Mr. Chance Torain replied that trip denial is mostly due to lack of drivers; when trip denial is as high as 17 percent it is due to drivers calling out sick. Mr. Barry Blevins added that there are idle buses that are not in use due to lack of drivers; however, HARTS has recently hired more part-time drivers, which should help reduce trip denials

Mr. Jay Sikes asked how many part-time drivers have been hired. Barry replied that 17 part-time drivers have been hired. Before the pandemic, HARTS had 25 part-time drivers. Shivang added that trip denial before 2020 was between zero to one percent but added that there is still unmet demand. It would be beneficial to overlap additional transit service with HARTS.

Jay asked about trip destinations and whether destinations include the village districts, which are being proposed through Harnett County's Comprehensive Plan Update (Harnett Horizons), and whether there is general coordination with Harnett's economic development team. Gaby replied that land use consideration is a proponent of transit, and that transit should meet the need of areas that are expanding. Shivang asked the attendees to note whether the service area corresponds with the new pockets of development.

Shivang stated that the strongest travel patterns are between Lillington and Angler. HARTS ridership is strongest near Lillington and between Lillington and Coats.

Shivang called upon Rachel to go over the proposed service area.

2. **Proposed Service Area**

Rachel Gaylord-Miles presented on the proposed service area. The proposed service area includes key origins and destinations from current HARTS ridership, responds to public and stakeholder desire for transit, and serves the mobility needs of the community.

Rachel presented on the location of key destinations and trips. The service area captured most key destinations within the three municipalities. When overlapped with intrazonal travel, the service area covers the main spine of travel. Intrazonal travel is primarily located in the eastern half of the study area and where the service area is located. The service area also covers the origins and destinations of existing HARTS service. Lastly, the service area covers or is adjacent to areas with higher propensity for transit.

Rachel asked the group for thoughts or comments.

Mr. Philip Hart stated that there seems to be a need for service near Erwin, outside the service area boundary, and that the area should be included in later plans. Gaby replied that the study will include phase recommendations that build up upon the initial service area. Erwin is not current part of the service area, but that it will be noted that connection could be added in the future. Jay added that Erwin is now part of FAMPO which may impact its addition to service.

Ms. Bonnie Parker asked about the boundary on the southern side of the service area where transit propensity is high. Rachel replied that the boundary is following a major roadway route, and that the census block group, transit propensity data level, may appear to be higher due to lower population density. Rachel noted that the team will look at lowering the southern boundary by analyzing residential density. Shivang added that transit propensity scores do not apply to the entire block group area.

Ms. Shelby Powell noted that this is a good time in the study to see how the upcoming village districts align with the proposed service area. Rachel replied that one village district is captured in the proposed service area.

3. Potential Service Types

Rachel presented the four potential service types. Rachel noted that the proposed service types are best fit for areas with lower population density. The four potential service types include: microtransit, fixed route, regional connection, and senior shuttle/shopping trip route.

Microtransit

Rachel presented on microtransit, which offers flexible routing options based on real-time demand. Microtransit is well suited for local service such as connections to jobs, medical destinations, and recreational activities like shopping. For a corner-to-corner microtransit service, users may not have to walk to a designated bus stop as they would for a fixed route. Microtransit can help cover key destinations for current HARTS service. Rachel included Wilson's microtransit as a local example.

Fixed Route

Rachel presented on fixed route service. This service type was the most popular from Phase 1 survey respondents (60 percent). Using predetermined route and schedule, it would connect to key destinations which are currently covered by HARTS. Rachel noted future plans could include fixed route service that connect to these key destinations.

Senior Shuttle/Shopping Trip Route

Rachel presented on senior shuttle/shopping trip service. This service type is typically created for a specific demographic like seniors or college students. The shuttles are a fixed route running on specific days of the week. Rachel provided examples from Durham and Chapel Hill. Durham's senior shuttle service runs a different route within different communities, once per week. Chapel Hill's service runs three to four days a week. The frequency of service varies by transit agency and trip purpose.

Regional service

Rachel presented on the last proposed service type: regional service. Regional service would address the desire for regional connection. Regional service could provide connection to jobs in the larger region, including Wake County.

Rachel stated that after this meeting, the team would finalize the study area and service types. The next level of analysis will include determining capital and operating costs, investigating potential routing and operations to narrow down feasible service types. Rachel asked the group what other information they would like to be included in the analysis.

Shelby stated that the group may like additional information on funding opportunities.

Barry asked about how a deviated fixed-route or fixed route would change the organization and the operation of HARTS service.

Jay asked about the number of contracted drivers needed or ride sharing cost for microtransit. Rachel replied that Wilson initially received federal funding and then received additional funding to expand their hours by a half-hour in the morning and evening. Rachel stated that WSP will look into funding opportunities.

Jay asked about the different types of contracting for microtransit. Rachel replied that there are two types of service delivery models. The first is where the transit agency provides buses and drivers, and the contractor provides the app and the logistical service. The second type is a turnkey operation where the contractor provides everything, including drivers. Shelby stated

that this can be included along with a metric of implementation ease. Rachel referenced research that ITRE has conducted on microtransit that can be utilized in further analysis.

Barry stated that HARTS currently uses funding provided through Medicaid with Department of Social Services.

Gaby asked the group if there is anything that hasn't been covered that elected officials would be interested in having information on, noting, for example, that Wilson transit has become more efficient and uses less money since switching to microtransit.

Jay asked what the area (sq. mi) for the proposed service area is. Rachel replied that the service area is around 90 square miles which is similar to Northeast Raleigh's service area. Wilson's service area is around 30 square miles. Rachel noted that the service area shouldn't be expanded too much to avoid cost escalation due to longer deadhead time. Deadhead time is the time the vehicles run without passengers on board, typically between the drop-off of one passenger and the pick-up of the next passenger.

Jay noted that elected officials like local examples.

Jay asked Chance if van drivers need CDL licensing. Chance replied that they do not which can help with cost. Barry added that CDL licensing is becoming an increasing cost.

Rachel noted that Wilson's fleet included wheelchair accessible vans, and drivers were trained on loading and unloading procedures.

Bonnie asked if there are any rules around security for vulnerable populations, related to microtransit. Rachel replied that contracted drivers are under federal regulations, but additional items would be included in the contract, especially if they are employed by the contractor. Rachel noted that the team will research if additional safety measures included in contracts is becoming a trend. Jay stated that safety and security is something that elected officials would be interested in. Barry added that HARTS has dealt with contracts in the past.

Bonnie asked if the study would include fare implementation guidance. Shivang stated that fare implementation would be part of a plan project, and that this project is just for transit feasibility.

Shivang stated that there are three types of microtransit service: corner-to-corner, corner-to-node, or node-to-corner. The corner-to-corner type typically has higher costs because there are more locations served,. Shivang asked the group whether they had a preference regarding the middle ground between cost and proximity of transit access. Shelby replied that it would be good to include a comparison between cost and service. Adding that pedestrian infrastructure would need to be included in cost if microtransit incorporated

nodes. Philip asked if the infrastructure cost will be included in the overall cost. Shivang replied that cost would only include transit cost, not additional cost for pedestrian infrastructure. Shelby noted that federal transit funding can be used to provide pedestrian infrastructure up to a certain length from a transit stop.

Bonnie asked the group about the naming of the senior shuttle. Senior shuttle differs from microtransit, and the service type is complementary to HARTS. Bonnie asked the group if the greatest level of need is mostly seniors or if this type of service should be targeted to activity and its destinations. Is there any group outside of seniors that should be considered for the shopping shuttle. Barry replied that it is a good question because the naming only includes seniors. He does not think that it should be focused solely on seniors and should be focused on activity type. Jay replied that if the targeted demographic is seniors, then that should be noted when speaking with the County Commissioners.

Bonnie noted they are unsure of the senior shuttle funding and whether it comes from 5310. Noting there is a lot less funding for picking up community shopping groups from their subdivisions. Bonnie added younger teens trying to get to work may be more inclined to take a fixed route. Shivang replied that service can be a combination, like fixed route in the morning and senior shuttle in the afternoon, and that 5310 funding could be used for general transit. Rachel added that many of these senior shuttle routes do not exclude other populations, but that users would have to get to the senior centers where pickups are generally located. If there is a high demand from seniors for shopping and recreation from HARTS, senior shuttles would be a way to reconfigure operations. Shivang added that this could be used to identify trip demand and driver availability. Barry agreed.

Shivang also asked the group about demand for regional connection. Shivang added that there could be service to the Raven Rocks Park during the weekend.

4. **Next Steps**

Shivang presented on next steps. There is a focus group meeting later in the afternoon. There will be another CTT meeting in October that will go over service types in depth. Phase 2 public engagement will begin in January and will be based off the final recommendations, which will be refined in the October CTT meeting. The final report and implementation plan will be presented in May.

5. **Discussion**

Shivang called for a discussion of the service area.

Jay asked if the extension of the study area east of NC 55is due to demand and if HARTS has existing customers there. Barry and Chance replied that they do have HARTS customers there. HARTS ridership heatmap showed a concentration of trip origins east of NC 55 and for that reason the service area was extended to incorporate those trips.

Bonnie asked if additional transit service will offset demand from HARTS. Shivang replied that that is one of the projected outcomes, but HARTS also provides service outside of the study area, and outside the County. The HARTS service in this area can be improved if demand from north Harnett is addressed by microtransit. Bonnie asked for that information to be included in the report.

Jay asked if there is a map of HARTS service area as it would be interesting to compare it with the proposed service area. The map could be used to show public officials what current HARTS demand is and how the proposed service area would affect it. Bonnie added that map would only show current demand and that with additional transit service, demand would be expected to increase. Jay stated that maps would help in generating interest from public officials.

Shivang and Gaby ended the meeting.



CTT Meeting 4

September 6, 2024

NORTH HARNETT
Transit Study

Agenda

01. Demand for Transit

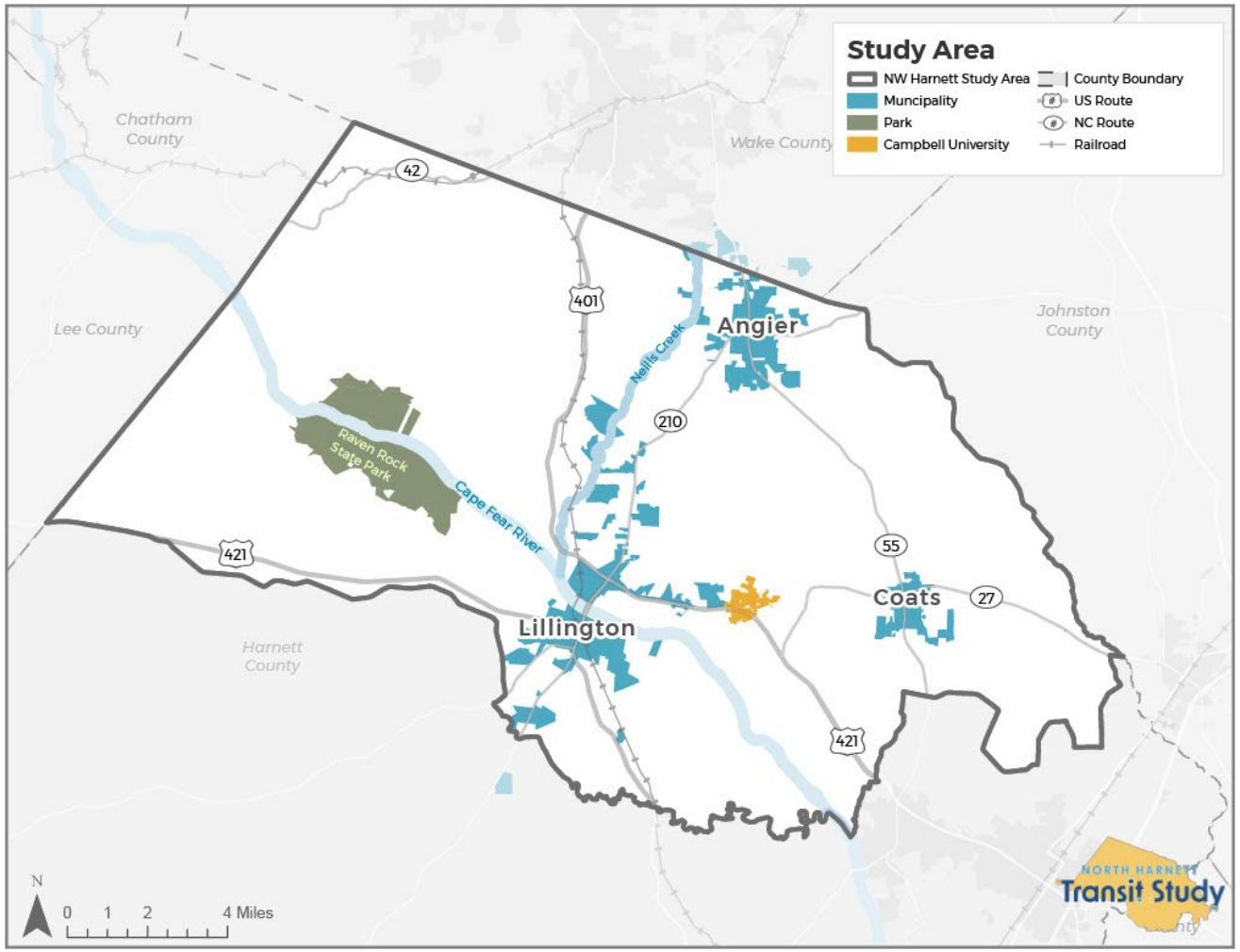
02. Proposed Service Area (Draft)

03. Potential Service Types

04. Next Steps

Demand for Transit

Service Area and Demand

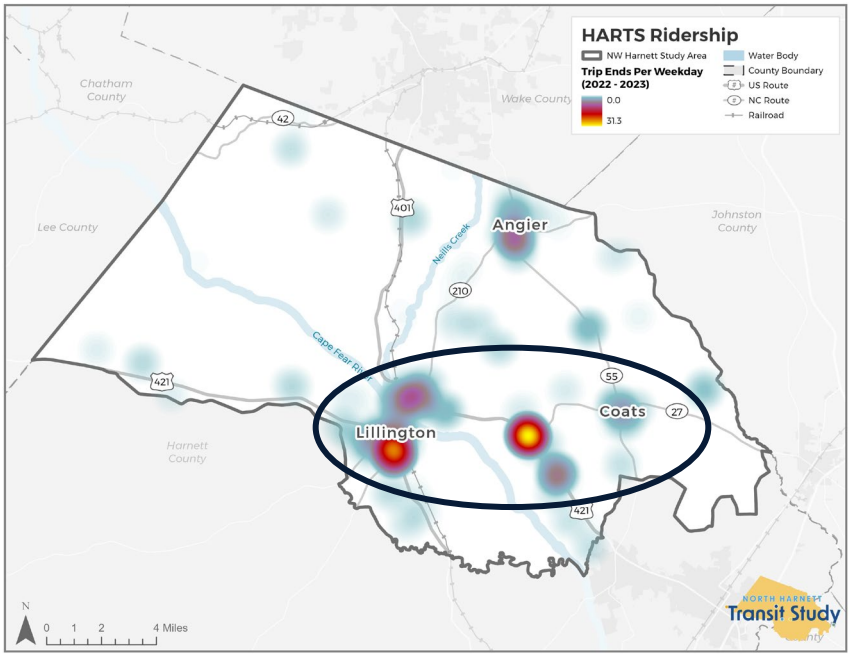


Establish the service area and note the demand for future transit connections, confirming:

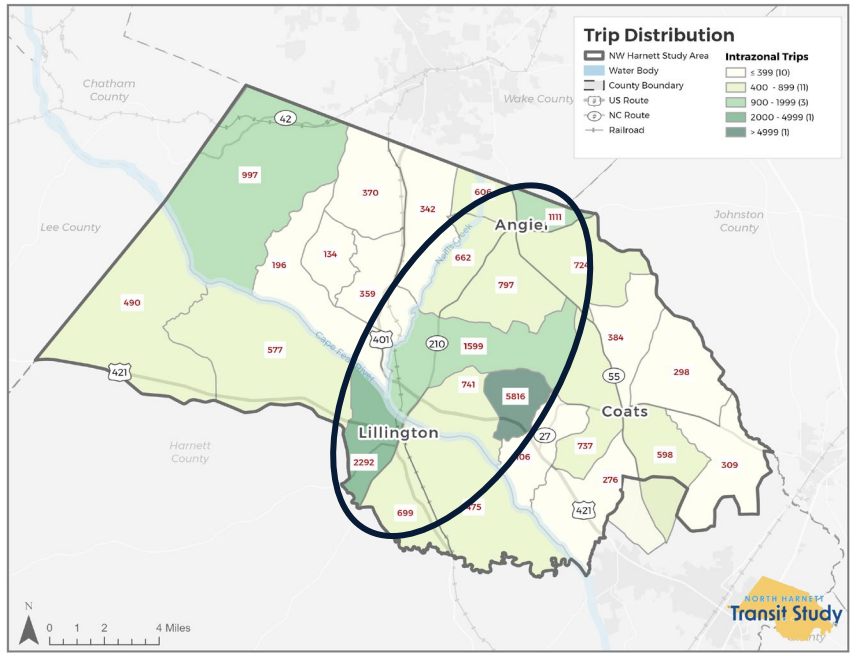
- **Origins and destinations** within the study area
- **Demand and desire for transit** within the study area
- **Mobility needs of the community**

Origins and Destinations

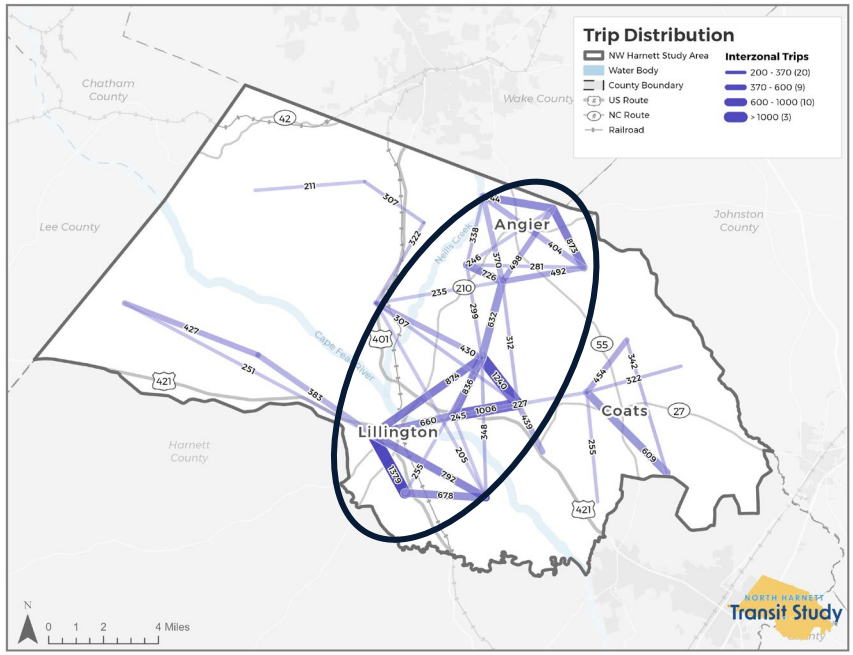
HARTS Ridership



Intrazonal Trips



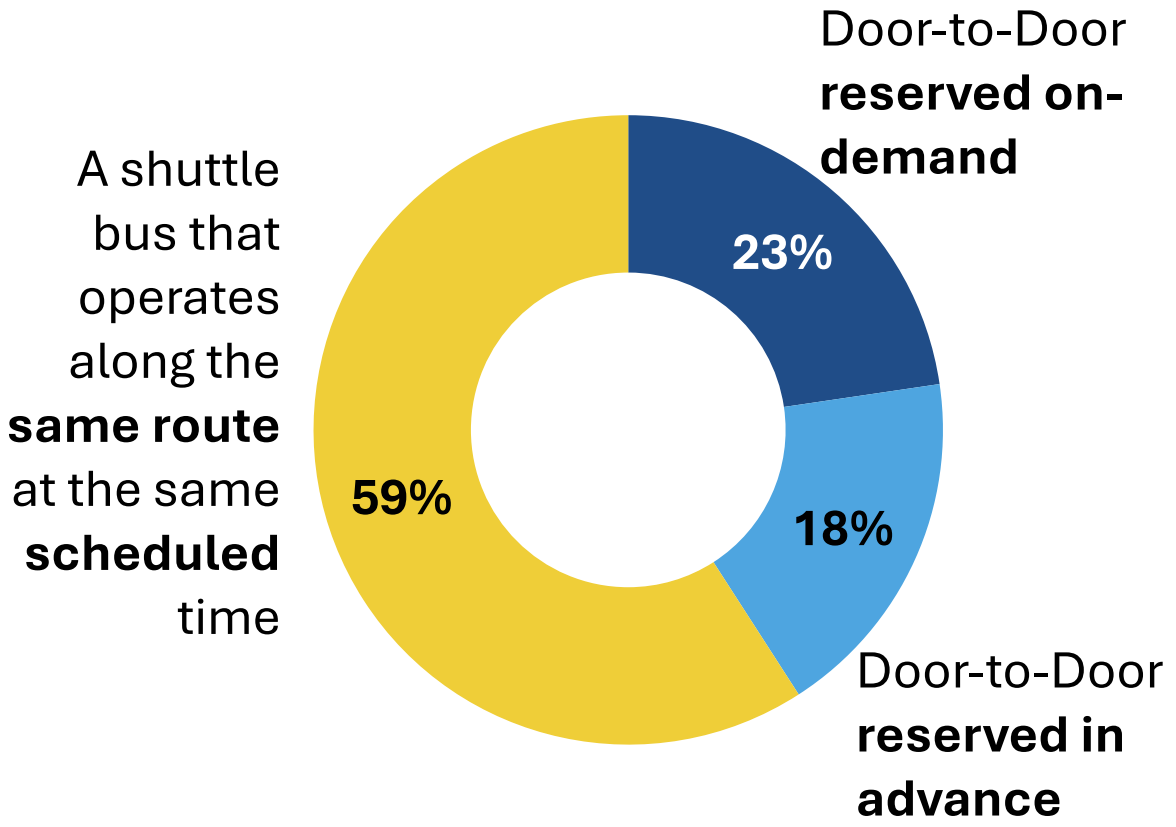
Interzonal Trips



Demand and Desire for Transit

Phase 1 Public Engagement:

- 56% of survey respondents were very interested and somewhat interested in using transit.
- 50/50 split on the desire for local service vs regional service
- The top three choices for transit service were:
  - serving job centers,
  - service that runs on weekends,
  - and service that operates during peak hours (6AM – 9AM and 4PM – 6PM).
- 76% of survey respondents noted it is important for transit to provide transportation options for seniors, disabled persons, or others who cannot drive.
- Majority of survey respondents noted preferring service that operators along the same route at the same scheduled time



Demand and Desire for Transit

Public Officials:

- Overall feedback leaned positive, meaning good support for transit
- Supported mostly local service with some regional service
- Supported longer service hours and flexible on-demand service

Focus Groups:

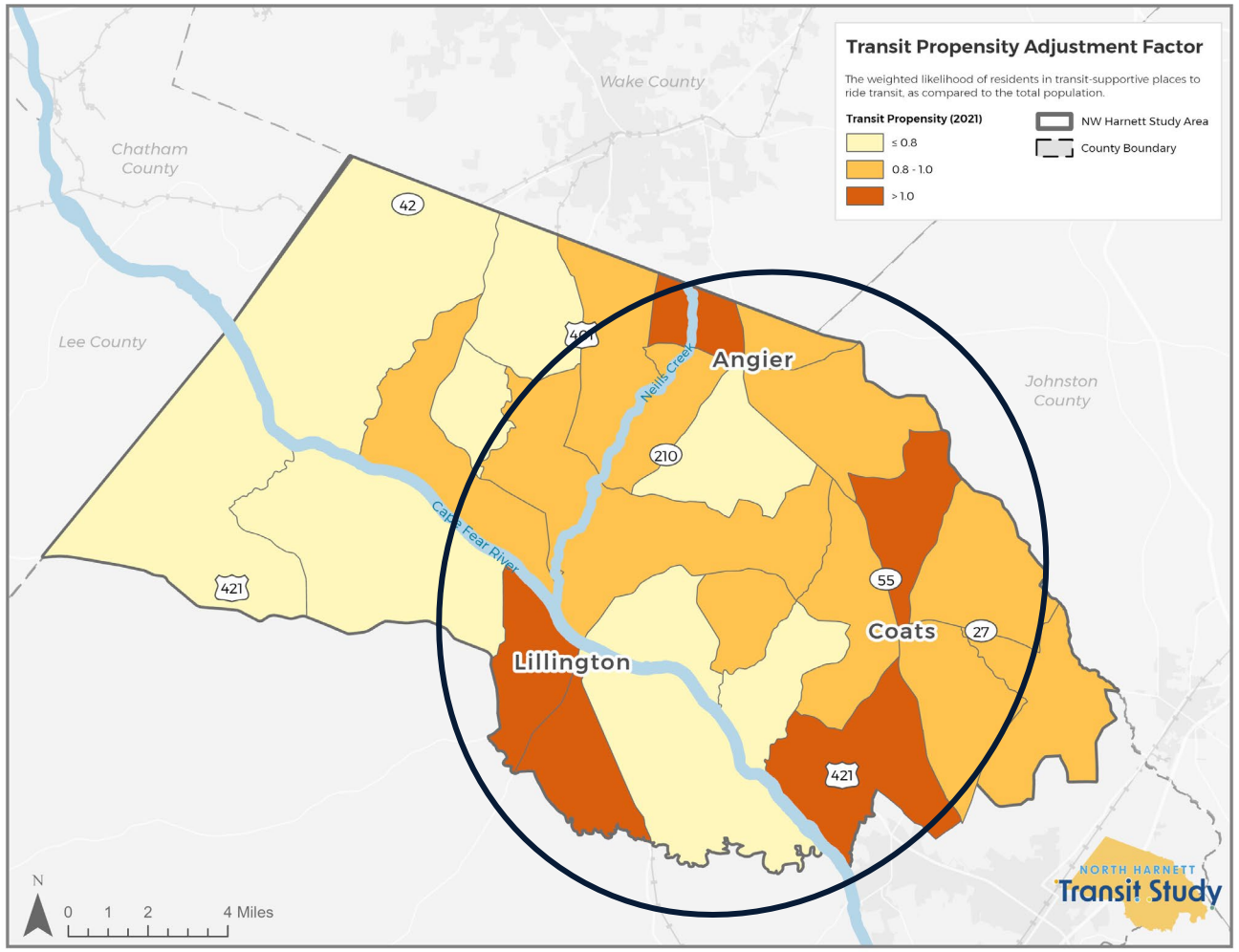
- Transit would improve access
- Increase destinations within Harnett county
- Lack of alternative modes of travel
- Densifying housing and business development in central corridor



Operators:

- Work destinations, medical appointments, grocery stores would benefit from additional transit

Mobility Needs



- Transit propensity highlights where residents most likely to use transit
- Public engagement highlighted desire for transit to serve residents who rely on transit:
  - 76% of survey respondents noted it is important for transit to provide transportation options for seniors, disabled persons, or others who cannot drive.

Summary of Service Area and Demand

HARTS existing service is at capacity and there **is demand for other types of transit services** with more connectivity, flexibility, and increased service times.

56% of survey respondents were **very interested and somewhat interested** in using transit.

Most respondents said they would use transit for **shopping, recreational, and medical trips** with a slightly less emphasis on work/school trips.

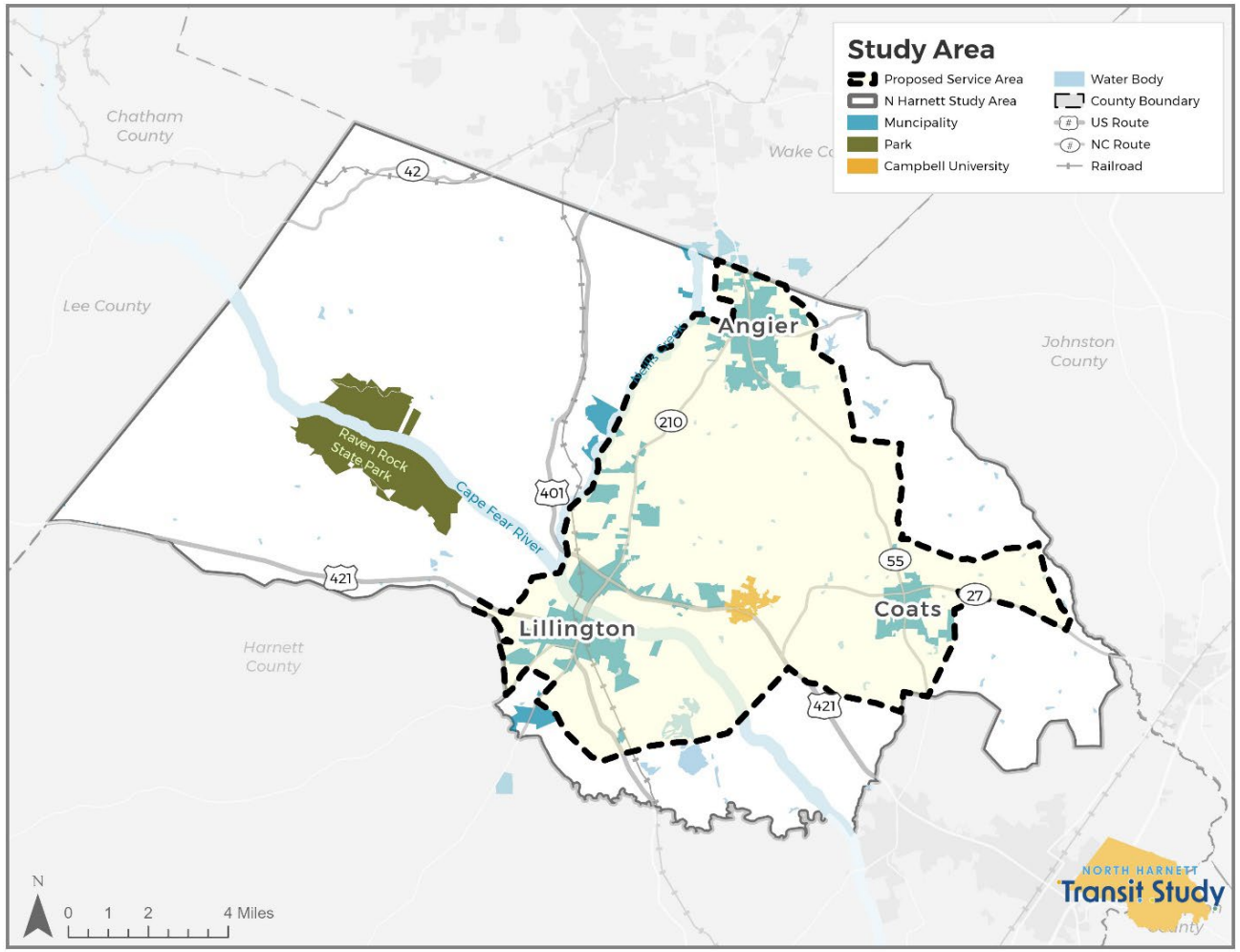
Stakeholders recognized the need for **updated infrastructure** and **increased land-use density** in order for transit to be useful.

Existing travel patterns strongest between **Lillington and Angier**. Existing HARTS ridership strongest near Lillington and between **Lillington and Coats**.

Support from public and stakeholders to for **more enhanced local services** and **connecting to areas locally**.

Proposed Service Area (Draft)

Proposed Service Area (Draft)



Proposed service area:

- Captures key origins and destinations
- Responds to the public's and stakeholder's desire for transit within the study area.
  - Serves as a starting point to look at transit service options that focus on connecting residents to work, shopping and medical appointments.
  - More local focus on the areas of Lillington, Angier and Coats.
- Serves the mobility needs of the community

Proposed Service Area (Draft)

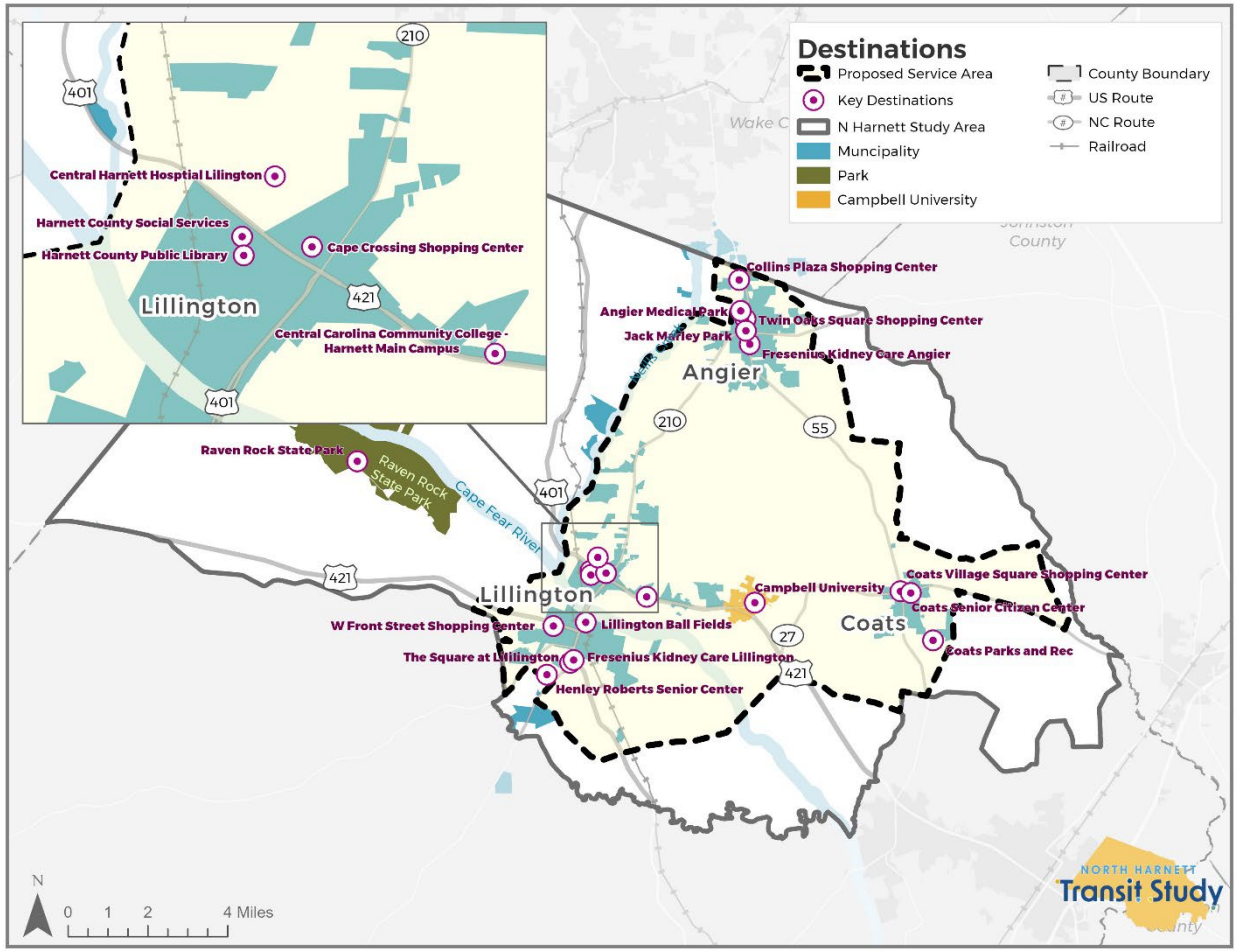


Figure 2. Key Destinations

Proposed service area:

- Captures most key destinations

Proposed Service Area (Draft)

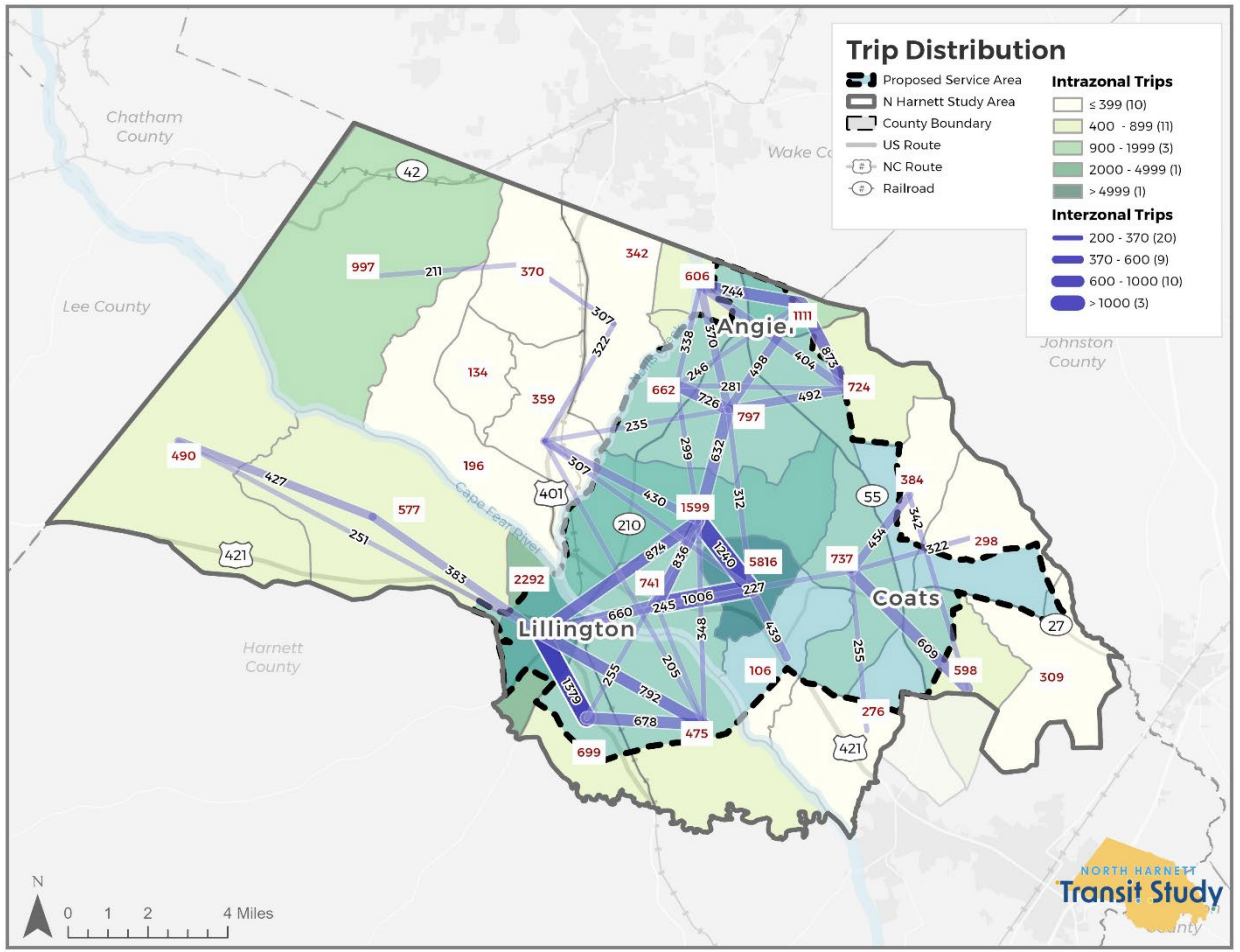


Figure 4. Trip Distribution

Proposed service area:

- Covers the main spine of travel in the study area (NC 210)
- Covers high interzonal travel regions of the eastern half of the study area

Proposed Service Area (Draft)

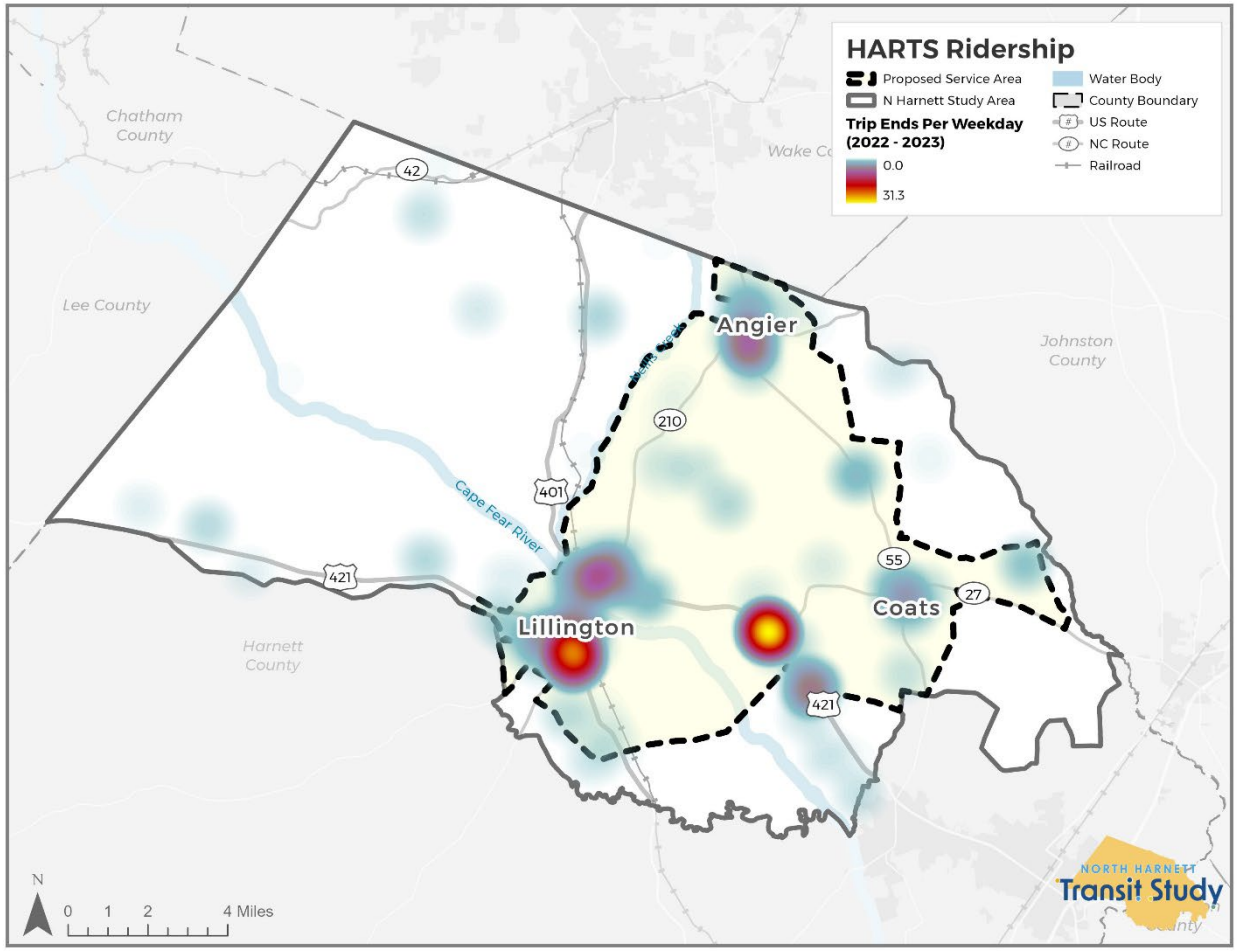


Figure 5. HARTS Ridership

Proposed service area:

- Covers high frequency origins and destinations of existing HARTS service

Proposed Service Area (Draft)

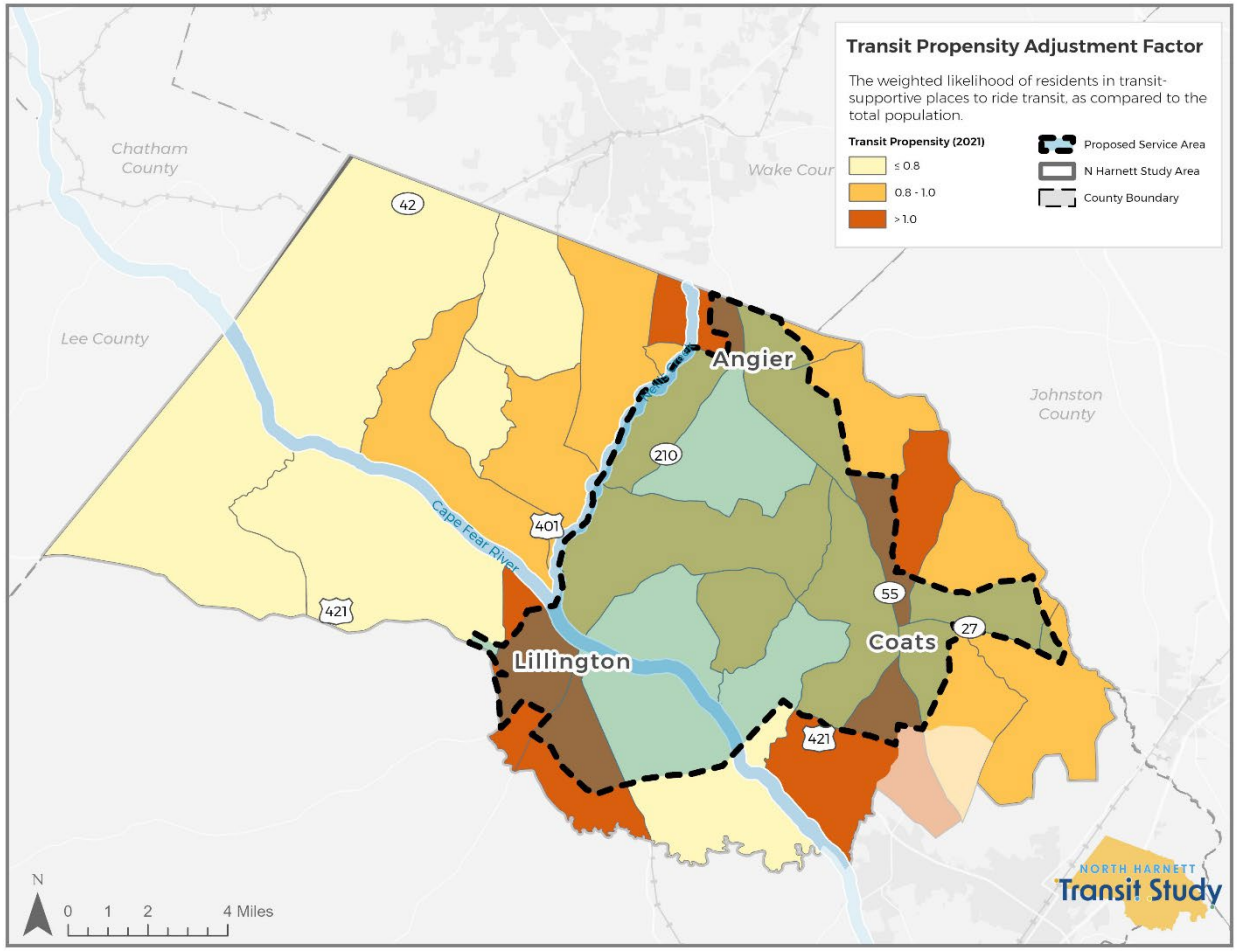
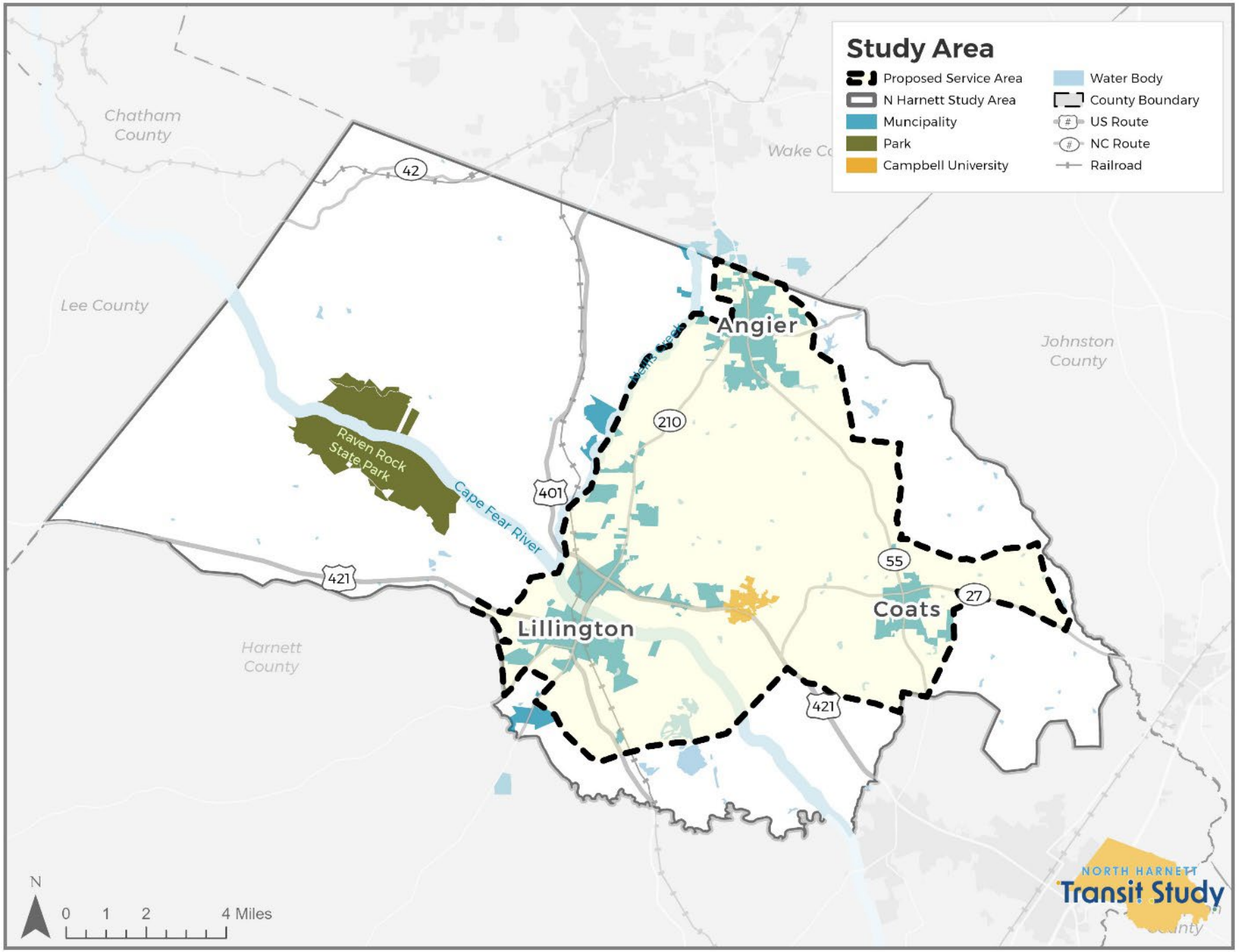


Figure 11. Transit Propensity

Proposed service area:

- Serves most of the high transit propensity areas



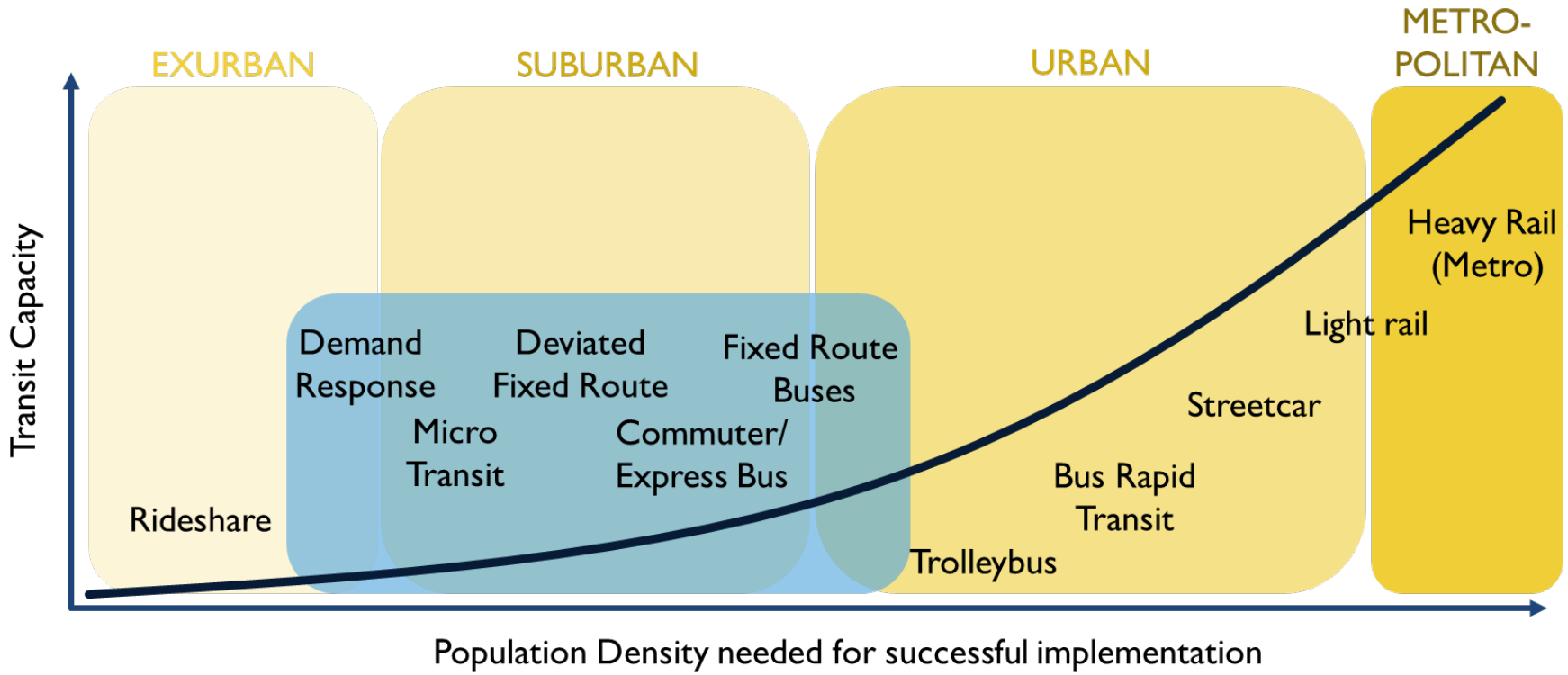
Proposed service area:

- Comments/thoughts?
- Any additional information needed?

Potential Service Types

Potential Service Types

- Microtransit
- Fixed Route
- Regional Connection to Other Transit Systems
- Senior Shuttle / Shopping Trip Route



Potential Service Types

Microtransit:

- Offers flexible routing options based on real-time demand.
- Could be well suited to provide more local service, connecting to jobs, shopping, and medical facilities.
- Could address feedback from public about providing options for seniors.
- Could help cover key destinations for current HARTS service.

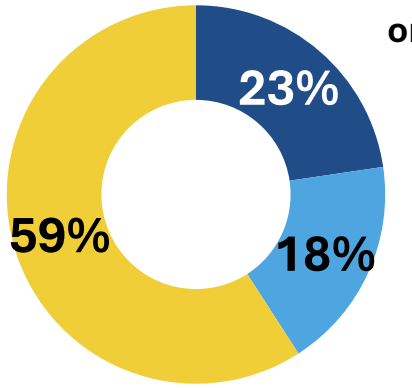


Potential Service Types

Fixed Route

- Connects to key destinations with predetermined route / schedule, which was noted by as desire by majority of survey respondents.
- Could be well suited to provide more local service, connecting to jobs, shopping, and medical facilities.
- Could help cover key destinations for current HARTS service.

A shuttle bus that operates along the **same route** at the same **scheduled** time



Door-to-Door **reserved on-demand**

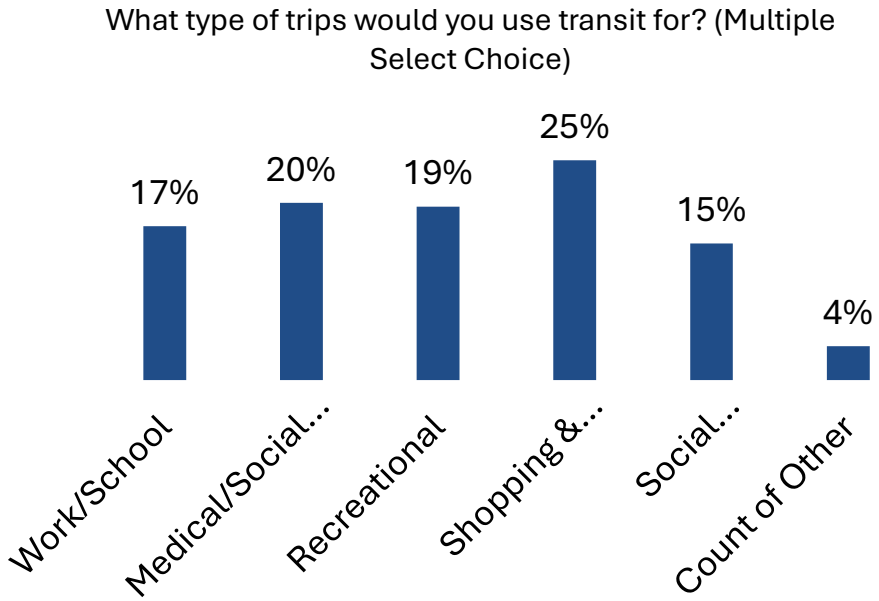
Door-to-Door **reserved in advance**

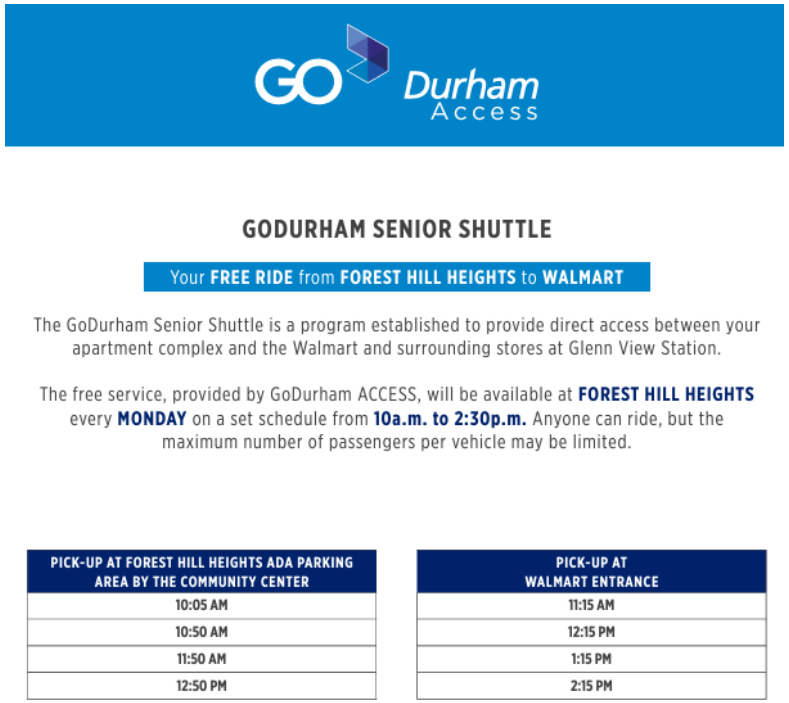


Potential Service Types

Senior Shuttle / Shopping Trip Route

- Often created with purpose of serving the needs of Seniors or getting people (i.e. Seniors or students) to shopping destinations and often runs less frequently (i.e. 1-2 times a week) than a fixed route.
- Could address feedback from public about providing options for seniors.
- Could help cover key destinations for current HARTS service.

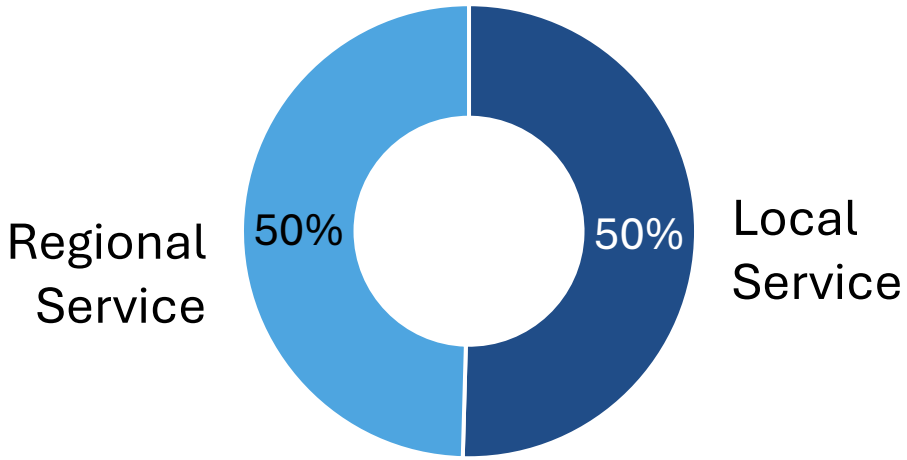


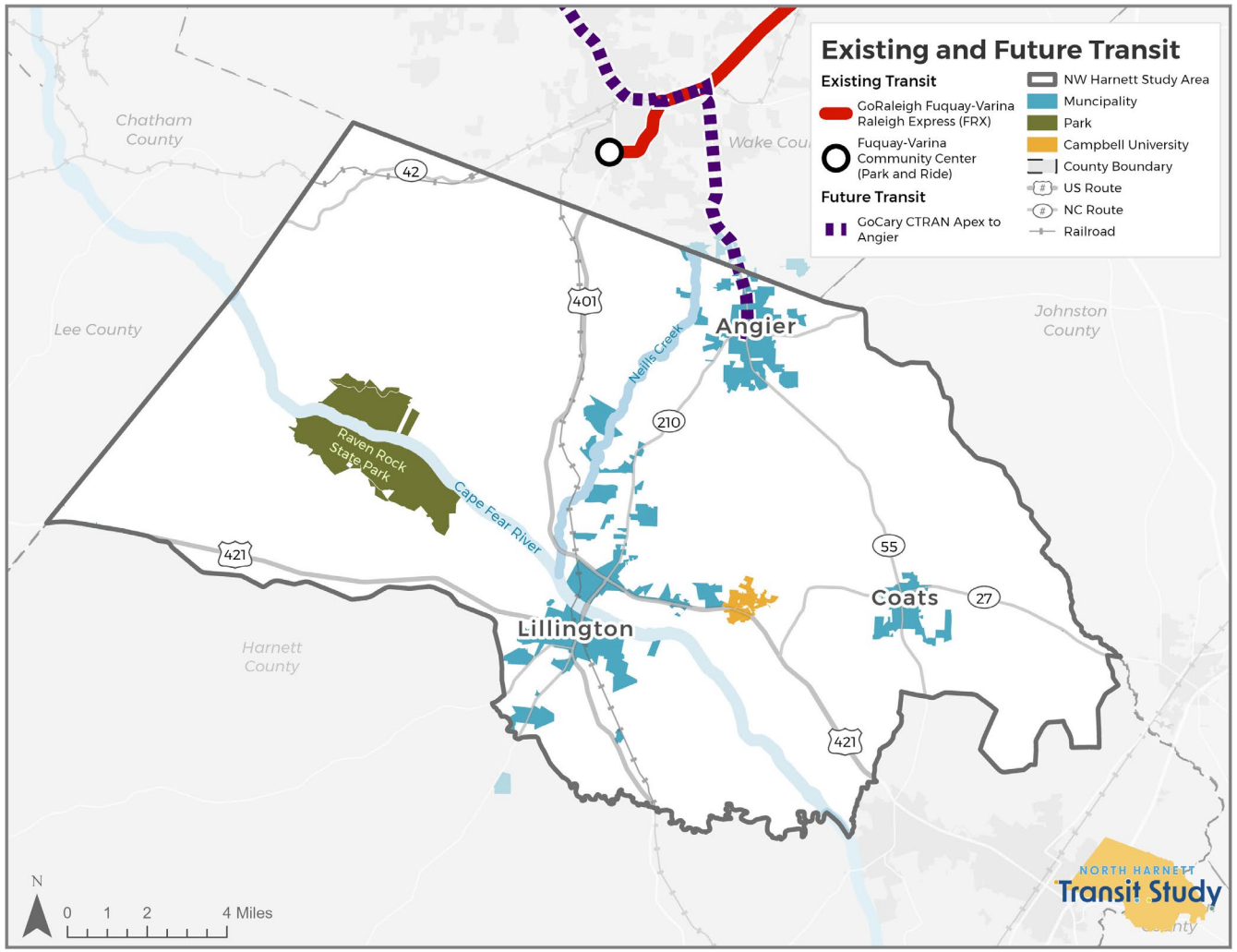


Potential Service Types

Regional Connection to Other Transit Systems

- Could address feedback from public about desire for regional connections.
- Provides opportunities to connect to jobs in larger region.





Potential Service Types

Evaluation of Transit Service Options – Path Forward

- Consideration of capital and operating costs
- Investigate potential routing and operations
  - When will the service run? For how long?
- Benefits
- Impacts
- Trade-offs

What other information would you need to lean towards one service type versus another?

Next Steps

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

CTT and Focus Groups Meeting

2024. Sep - Oct

Evaluating Transit Service Options

Benefits, Budget, Tradeoffs, Hours, Potential Routes, etc.

CTT Meeting

Discuss and finalize service options, prepare for Public Engagment

2025. Nov - Jan

Public Engagement

CTT and Public Officials Meeting

Discuss outcomes of PE

TCC and EB presentation

Present service options and PE results

2025. Feb - May

Implementation plan and final report

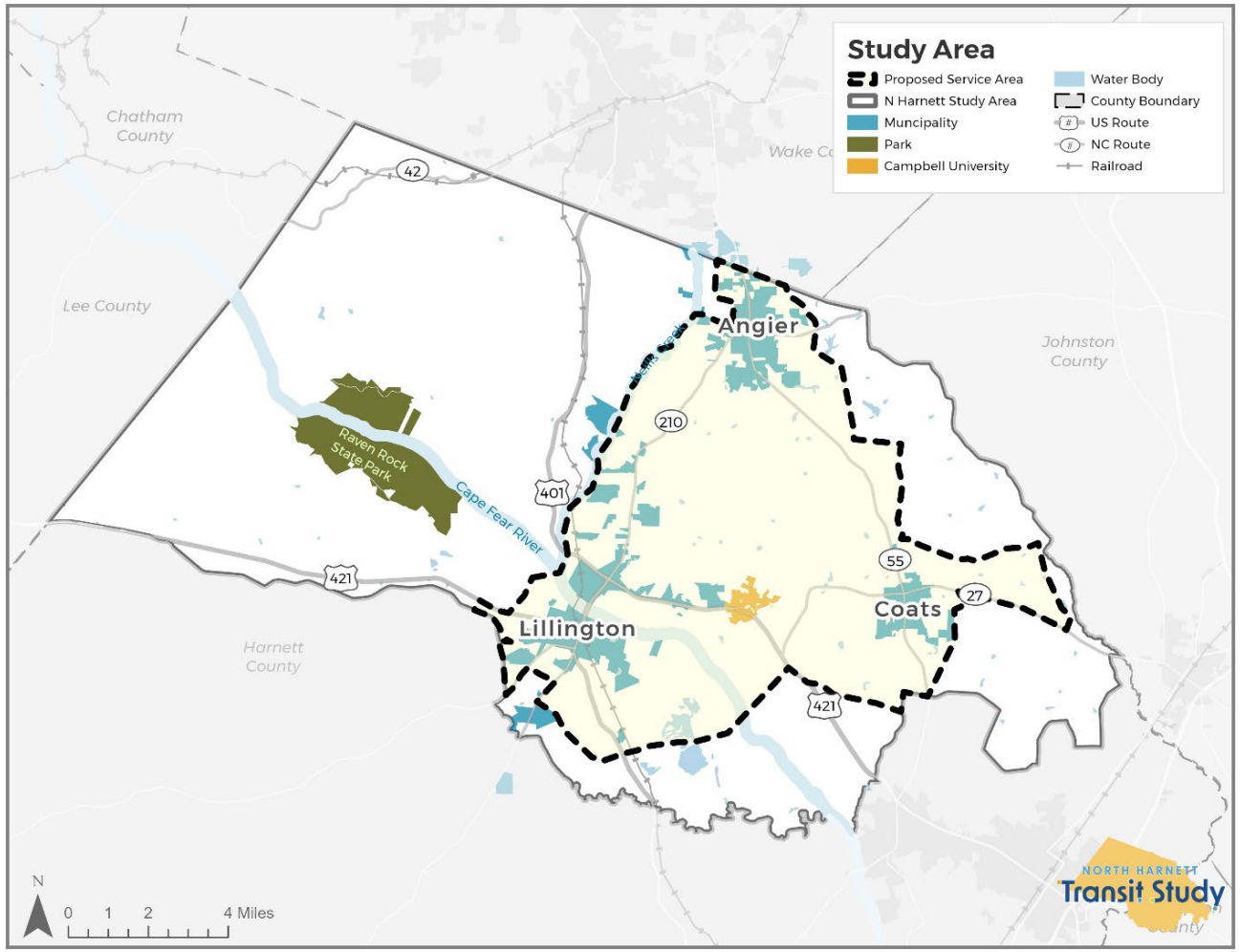
Steps, Phasing, Timeline

CTT, Public Officials, and Focus Groups

Present the outcomes of the feasibility study

TCC and EB presentation

Discussion


Study Area
Proposed Service Area
N Harnett Study Area
Muncipality
Park
Campbell University
Water Body
County Boundary
US Route
NC Route
Railroad
Chatham County
Lee County
Johnston County
Harnett County
Angier
Lillington
Coats
Raven Rock State Park
Cape Fear River
42
210
401
421
55
27
N
0 1 2 4 Miles
NORTH HARNETT
Transit Study



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

Gaby Lawlor, AICP
Senior Transportation Planner
Gaby.Lawlor@campo-nc.us

wsp

Shivang Shelat, AICP
Lead Transportation Planner
Shivang.Shelat@wsp.com

NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

NW Harnett County Focus Group 2 Meeting

DATE: September 6th, 2024, 1:00PM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546, Room 103A

SUBJECT: NW Harnett County Transit Feasibility Study Focus Group 2 Meeting

ATTENDEES

Name	Organization	Name	Organization
Brooks Matthews	Harnett County Schools	Everett Blake	Angier Planning
Barry Blevins	HARTS	Jay Sikes	Harnett County
Ben Taylor	Greenfield Communities	Eric Truesdale	Harnett County Veteran Services
Ann Milton	Ann Milton Realty	Carl Davis	Harnett County Parks & Rec
Shelby Powell	CAMPO	Bonnie Parker	CAMPO
Gaby Lawlor	CAMPO	Shivang Shelat	WSP
Rachel Gaylord-Miles	WSP	Sarah Parkins	WSP
Sarah Kear	WSP		

Meeting Highlights

Gaby Lawlor started the meeting.

1. **Recap**

Shivang Shelat presented a recap of Phase 1. Phase 1 concluded in June. Shivang noted that the study purpose is to evaluate travel patterns and growth, to provide education about different types of transit, and to assess the community's desire for transit. Shivang explained that the Phase 1 analysis was completed to determine transit feasibility and included a review of HARTS ridership, demographics, intrazonal and interzonal trips, transit propensity, and future land use.

2. **Stakeholder Engagement**

Sarah Parkins provided an overview of Phase 1 stakeholder engagement. Sarah went on to discuss the word bubble and pointed out the most common words used to describe Harnett County today. The most popular words were 'growing' and 'changing'. Sarah then presented on the word bubble detailing the most significant challenges and opportunities. Density was the most frequently occurring word for significant challenges, and Increased growth were the two most frequently occurring words for significant opportunities, noting that increase growth may bring more economic development.

In Phase 1, public officials' biggest concerns and challenges included lack of updated infrastructure, increasing traffic congestion and funding. Overall feedback was generally positive. Public officials mostly supported local service, with longer, flexible, and on demand service.

Schools, Institutions, Parks, Civic Organizations, and Real Estate and Landowners focus groups also noted similar challenges including roadway capacity reaching its limit and traffic increase. All focus groups noted that transit could help improve access to special events and help alleviate current roadway traffic.

Sarah presented on the HARTS bus operator interviews. Key takeaways from the interviews were that HARTS is fulfilling its scope very well and that requested enhancements are beyond HARTS current scope of operations and resources. These takeaways indicate a demand for additional types of transit options.

Sarah asked the group if anyone had any questions about the stakeholder engagement. No one asked a question.

3. **Public Engagement**

Sarah presented on Phase 1 public engagement.

Mr. Jay Sikes asked Sarah about whether reliability of service meant frequency or convenience. Sarah replied that it meant both; reliability meaning will transit be on time within a 10-minute buffer and will transit be there consistently. Mr. Everett Blake added that reliability does no good if it only goes one way. Sarah noted that that comment also plays into convenience.

Survey respondents leaned towards a fixed route system. Respondents older than 65 had a larger percentage that wanted door-to-door service. But those interested in using transit overwhelmingly wanted fixed route. The preference towards fixed route service may be due to lack of awareness on the different service types available.

There is a 50/50 split between preference for local or regional service. The survey asked respondents about operational considerations, including times of service and service destinations. Respondents wanted service to job centers and have transit that runs on weekends. Respondents also preferred technology elements, like an app and real-time arrival information.

When asked how often respondents would use transit, the majority stated they would not be daily users, only using it a couple times a week. Respondents would use transit when it is most convenient to them. The most popular purposes included shopping, medical, and recreational trips.

Sarah presented on the Phase 1 popup events. Popup events included Angier Earth Day, Angier Common Ground Concert Series and Makers Market, Cape Fear Fest, and Lunch and Yoga at Coats Senior Center. At the popup events, there was general interest and excitement in the prospect of transit.

Sarah presented on the overall summary of Phase 1 public engagement. HARTS service is at capacity and there is demand for transit service. There is also need for increased advertisement of HARTS service. Most respondents would like to use transit for shopping, recreational, and medical trips. Lastly, focus groups acknowledged a demand for transit with current growth, a need for updated infrastructure, and increased land-use density.

Sarah noted that further information is available in the Phase 1 Public Engagement report located on the North Harnett Transit Study website.

4. **Proposed Service Area (Draft)**

Rachel Gaylord-Miles presented on the proposed draft service area. The proposed service area captures the key origins and destinations, responds to the public and stakeholder desire for transit, and serves the mobility of the community.

Key destinations are concentrated in the triangle of Lillington, Angier, and Coats. Current HARTS trips were also used to identify the service area. The boundary was extended to Coats due to trips between Coats and Angier. Jay asked whether areas outside the service area were precluded. Rachel replied that these areas would not be precluded, and that they could be added during different phases of transit adoption.

Rachel presented on transit propensity. The service area touches on census block groups with higher transit propensity.

Rachel asked the group if they had questions about the proposed service area. No one asked a question.

5. Potential Service Types

Rachel presented on the potential service types. Based on the population density and transit capacity, the four potential service types include: microtransit, fixed route, senior shuttle/shopping trips, and regional connection.

Microtransit

Rachel presented on microtransit service. Microtransit includes requesting a trip and is based on real-time demand. A metric can be set on how long it takes a vehicle to get to a user. Rachel brought up Wilson microtransit as an example. Wilson's estimated time of arrival is around 19-20 minutes. This service type could be an option to provide local service to jobs and shopping. Microtransit would meet the reliability component and help cover the key destinations to supplement HARTS service.

Fixed Route

Rachel presented on fixed route service which are predetermined routes and schedule. Fixed route service would provide local service and connect to jobs and shopping. The service type may help cover key destinations to supplement HARTS service.

Senior Shuttle/Shopping Trip

Rachel presented on senior shuttles/shopping trip service. These services are based on specific demographics and do not run daily. Rachel went over the GoDurham senior shuttle. Every day a week, it services a different area. Chapel Hill's senior shuttle also only runs during the weekday. Senior shuttles have the same location for pick up and drop off. Senior shuttle service costs less than a fix route but can still take residents to key destinations.

Regional Connection

Rachel presented on regional connection. Regional connection would address for the public's desire for regional connection. This service type would provide larger opportunities to connect jobs in the larger region, like Wake County.

Everett asked whether Campbell University has anything similar to NC State's Wolfline that would provide connection to the city and help relieve traffic within Campbell. Gaby replied that Campbell University and Central Carolina Community College have students that may not have a vehicle. A college-specific service would require a conversation with the colleges. Shivang noted that service can be extended beyond senior shuttle. Everett replied about interest for connection between off-campus housing to the campus, noting that when he was

in school, he was able to park in one spot and take transit to get to the campus and off campus job without having to drive.

Everett asked if there would be limited public funding since Campbell University is a private college and whether would that impact service within the campus. Shivang replied that those trips would be included in the overall trips without a special intervention since the University is located in the middle of the proposed service area. Jay mentioned to Everett about transit-oriented development village concept and how transit could connect to the development.

Jay asked Mr. Barry Blevins about service near Campbell. Barry replied that HARTS had previous service that went through campus, but it wasn't successful. After seven months HARTS only had a couple of riders. But now US 421 has more trips than before.

Jay told Everett that the Wilson buses were replaced with microtransit vans.

Jay asked if there was a representative from Campbell or Harnett schools at the meeting. Gaby replied that there was a Campbell representative at the CTT meeting, and that it may be helpful to have discussions with the schools to notify that microtransit may happen and advertise its service.

Everett stated that Angier is having discussion about treating private companies, like Uber and Lyft, very well to help bring services to Angier. Everett added that there is not much demand for Uber and there are not enough drivers for service. Everett continued that sometimes he has had Uber drivers cancel his trip from RDU because there are not enough trips driving back to Raleigh.

Jay asked if microtransit will be free. Rachel replied that it may be fare free during the initial stage with fare implementation later. Microtransit fare is normally the same amount as fixed route. Rachel noted that Wilson used a turn-key service and uses local and federal funding. Barry added that Johnston County's microtransit charges $7 and may be an example close to Harnett. Shivang added that Wilson's service area is 30 square miles, which is smaller than the service area being considered in this study.

Everett asked if Wilson's microtransit is for city or county. Rachel stated it was for the city and included medical trips as well.

Everett noted that with microtransit more people may ride at will, increasing the demand.

6. Next Steps

Shivang presented on next steps. The team will finalize service options and a Phase 2 public engagement will occur at the end of 2024. The focus group will meet in early 2025 to discuss the outcomes of the feasibility study.

Jay stated that in the CTT meeting earlier in the day, Ms. Shelby Powell brought up having a document on funding that includes the different types of funding sources available for each service type. Rachel replied that later in the fall, analysis and discussion will include funding specifics with local examples on how they are funding their transit services.

Jay asked if rural services were generally contracted out. Barry replied that not many contracted out, but there are some regional services in rural areas that do use contracted drivers.

Jay noted that HARTS has recently hired more drivers, but some buses still sit empty.

Everett stated that it might be a good idea to partner with Johnston County to provide connection to Benson and provide a pickup/drop off spot in Fuquay-Varina. The service would be available for people that want to use the connection for recreation. Jay added the idea of having weekend trips to Raven Rock State Park along with service to Campbell football games. Gaby replied that service could provide connection to recreational trips. Barry replied that it is feasible with the current assets, vans, to provide service to recreation and events like graduation and football games.

Gaby ended the meeting.



Focus Group Meeting 2

September 6, 2024

NORTH HARNETT
Transit Study

Agenda

01. Recap

02. Stakeholder Engagement

03. Public Engagement

04. Proposed Service Area (Draft)

05. Potential Service Types

06. Next Steps

Recap

Timeline (Phase 1)

2023.

Nov - Dec

- CTT and Stakeholder Team formation
- CTT Meeting 1
- Transit and Demographic Data Collection

2024.

Jan - Feb

- Data Analysis
- PE Preparation
- CTT Meeting 2
- Workshop with Elected Officials

2024.

Mar - Apr

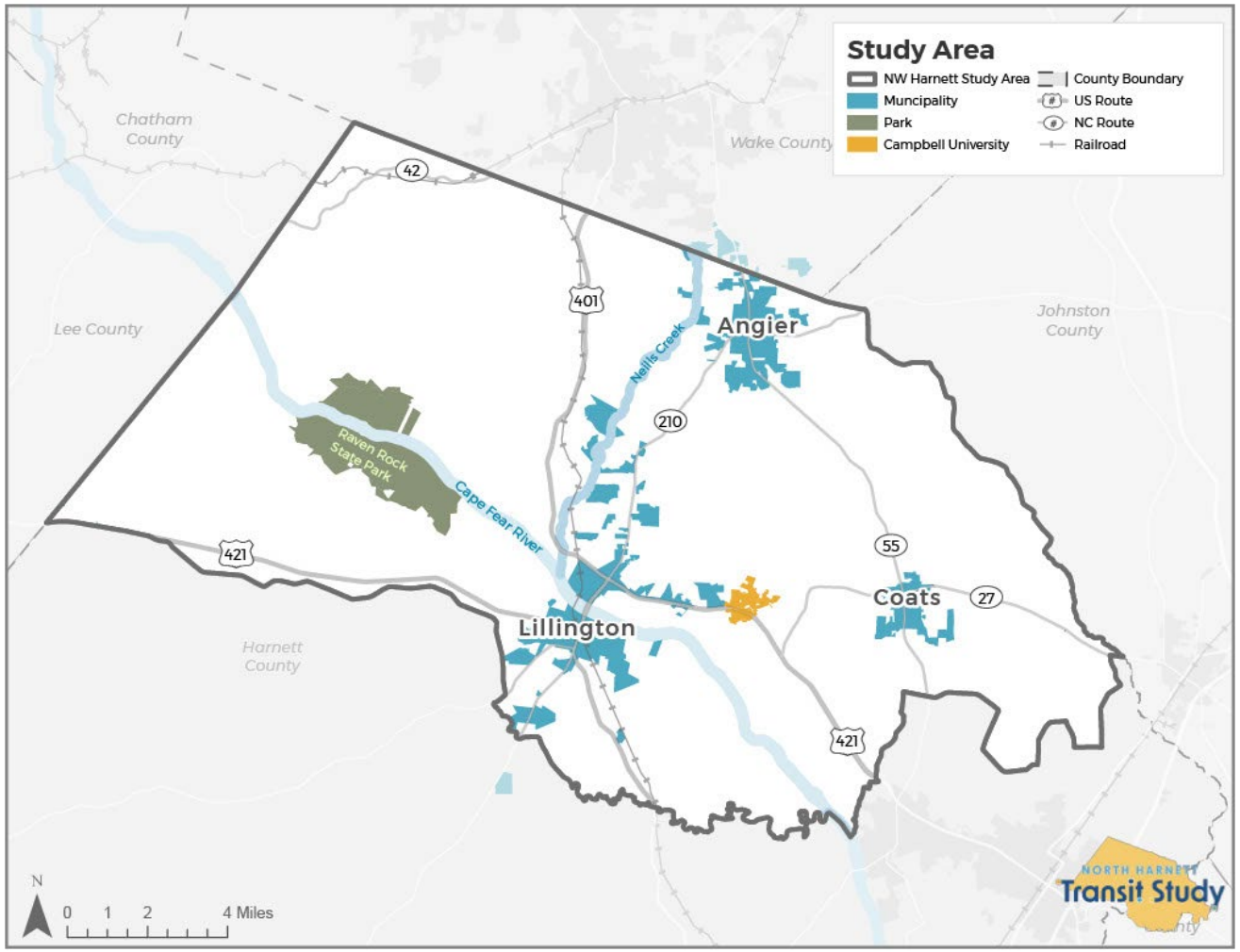
- Public and Stakeholder Engagement
- **Workshops with Focus Groups**

2024.

May - Jun

- TCC and Executive Board Presentations
- Transit Demand Analysis Report
- CTT Meeting 3 combined with Elected Officials

Study Purpose



This study aims to determine transit-supportiveness in the area in two phases

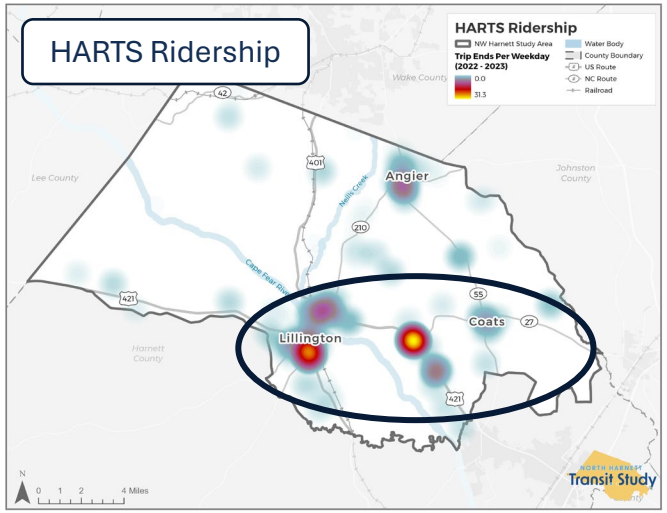
Phase 1

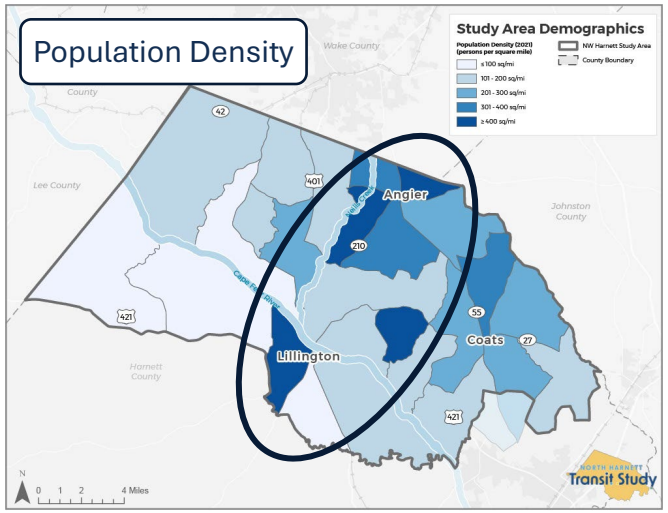
- **evaluating** the travel patterns and growth,
- **educating** the residents and stakeholders about different types of transit
- **assessing** the desire of the public and decision-makers for transit,

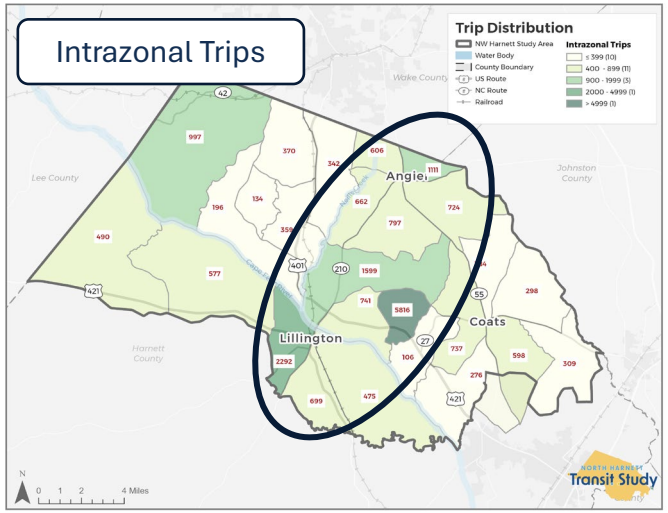
Phase 2

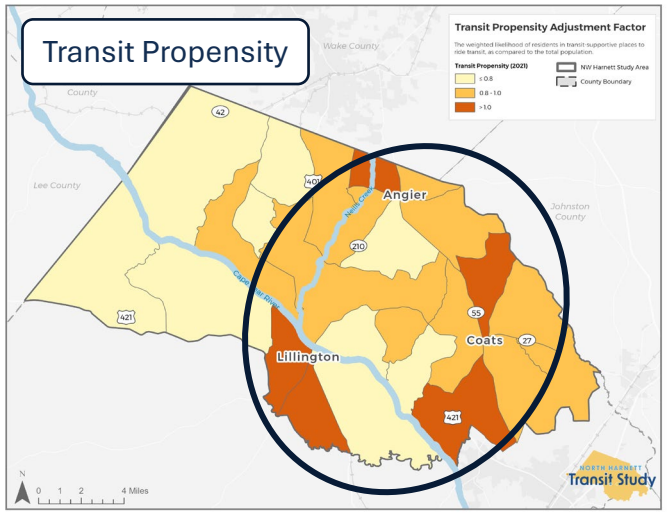
- **combining** the local transit demand and desire with available transit service options to develop an implementation strategy

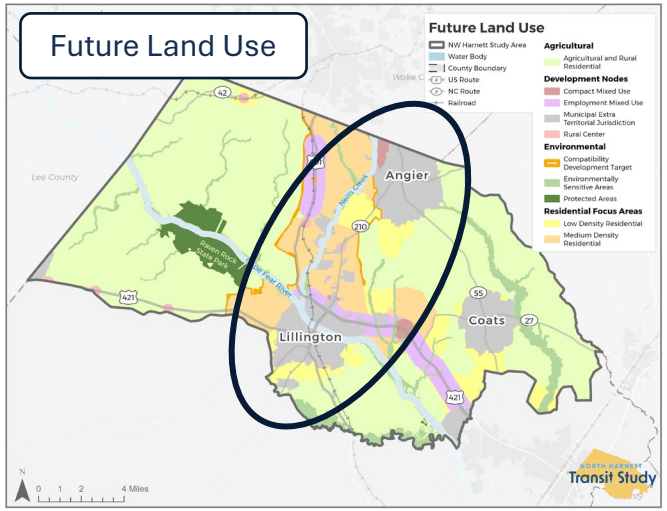
Transit Demand Analysis

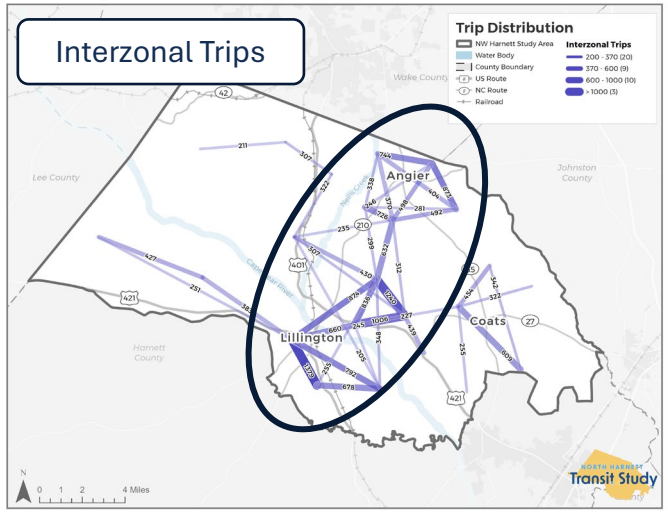












Stakeholder Engagement

Stakeholder Engagement

Core Technical Team

Nov 29, Jan 23, Jun 26

Public Officials

Feb 14, Jun 26

HARTS Bus Operators

May 2 through 8







Schools, Institutions, Parks

Mar 20

Civic Organizations

Mar 19

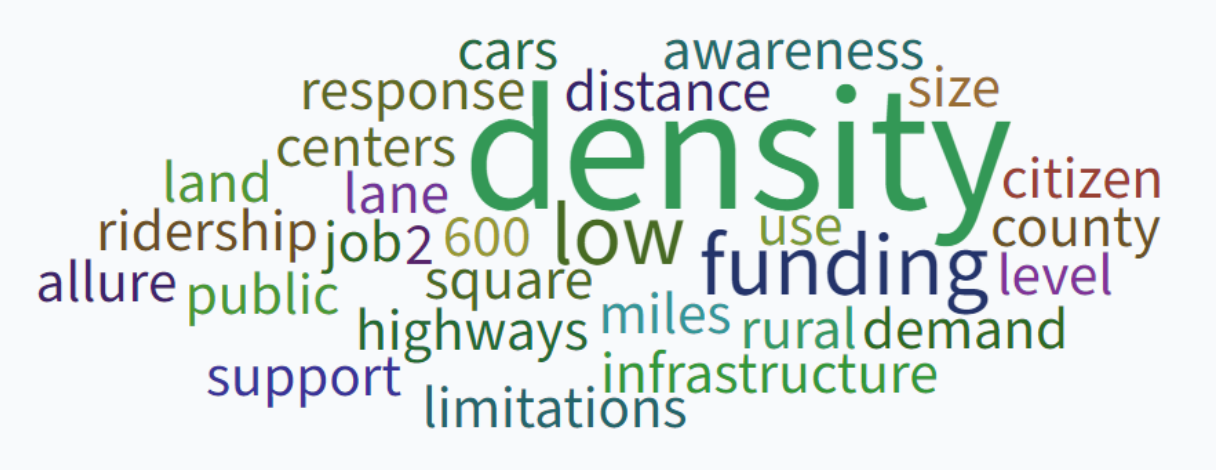
Real Estate and Landowners

Apr 26

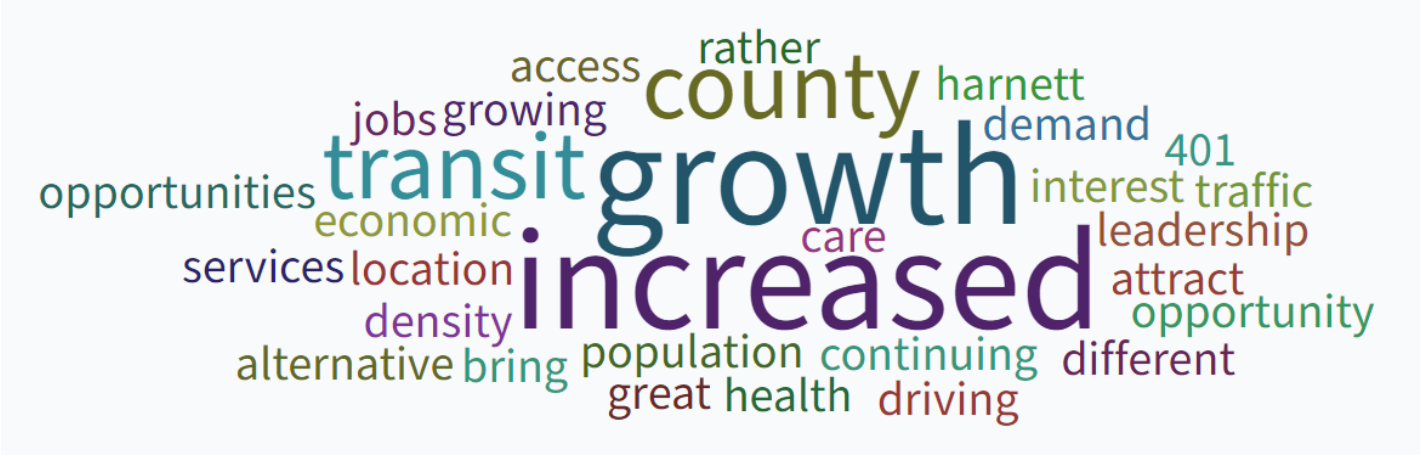
Three Words to Describe Harnett County Today



What are the Most Significant Challenges?



What are the Most Significant Opportunities?



Public Officials

Biggest concerns and challenges:

- Lack of updated infrastructure
- Increasing traffic congestion
- Funding

Summary of feedback:

- Overall feedback **leaned positive**, meaning good support for transit
- Supported **mostly local service** with some regional service
- Supported **longer service hours** and **flexible on-demand service**



Focus Groups

Schools, Institutions, Parks

Mar 20

- Roadway **capacity** is reaching its limit
- **Transit** would improve access
- Increase transit information to public

Civic Organizations

Mar 19

- Population and **traffic** are increasing, and transit could help with issues that arise
- **Transit** could be good for special events (like graduation)
- Lack of **alternative modes** of travel
- **Delayed** infrastructure to meet growth

Real Estate and Landowners

Apr 26

- **Traffic** is a big challenge
- Seeing some interest in **transit** from community
- **Densifying** housing and business development in central corridor
- Increase **destinations** within Harnett county

HARTS Bus Operator Interviews



What do you hear from passengers regarding issues with routes, trips, destinations, or schedules?

- Pick-up time too early or late
- **Trips don't go far enough**
- Wait times too long
- **No availability**

What destinations would benefit from additional transit?

- Dunn, Lillington, Erwin
- Wake and Cumberland Counties
- Work destinations
- Medical appointments
- Grocery stores

What do you hear from passengers regarding trip reservations?

- Pick-up time too early or late
- **Trips don't go far enough**
- Lack of flexibility
- **No availability**

What ideas might you have to improve HARTS service in general?

- Increased number of drivers and better driver reliability to increase trip availability
- Centralized routes
- Buses
- Grow transit with the county

Key Takeaways:

- HARTS is **fulfilling its current scope** very well.
- The top requested enhancements are **beyond HARTS's current operation and resources**
- This indicates **demand for additional types of transit** options.

Public Engagement

Public Engagement

300+ Survey Respondents for Phase 1

4 Popup Events

Website Launch:
www.NorthHarnettTransitStudy.com

Let's Talk Transit: Transit 101 Education Campaign

Outreach and Promotion



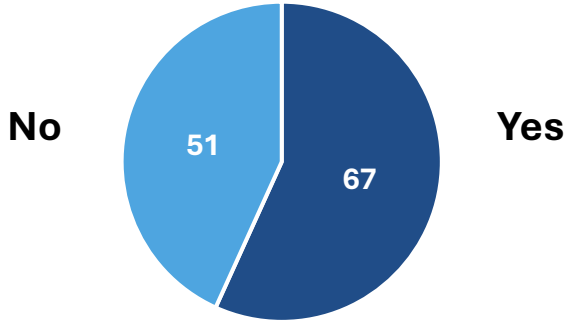
Phase 1 Survey Results

370 Survey Respondents

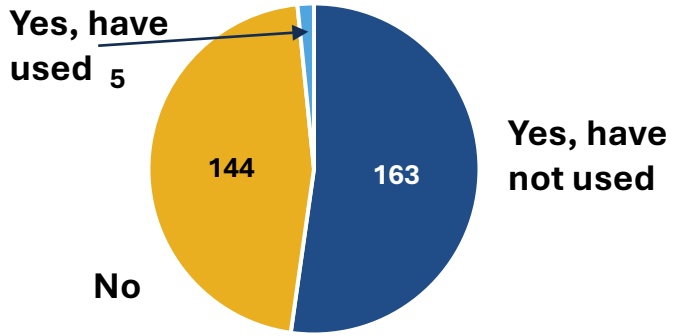
Home	%	City
27501	39%	Angier
27526	19%	Angier
27546	18%	Lillington
27521	5%	Coats
28334	4%	Dunn
27505	3%	Lillington
28323	3%	Lillington
28339	1%	Erwin
Other	8%	

Work/School	%	City
27501	28%	Angier
27546	25%	Lillington
27526	17%	Angier
28334	4%	Dunn
27521	3%	Coats
28339	2%	Erwin
27505	1%	Lillington
28323	1%	Lillington
Other	20%	

Had Respondents Used Transit Before?

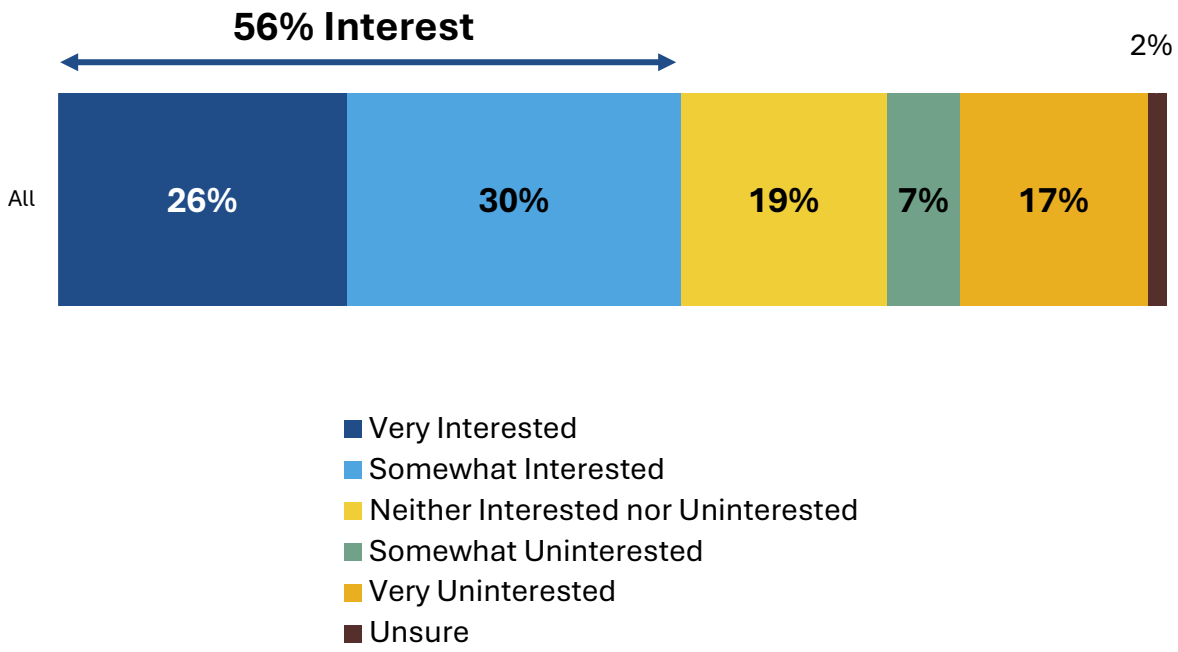


Familiarity with HARTS

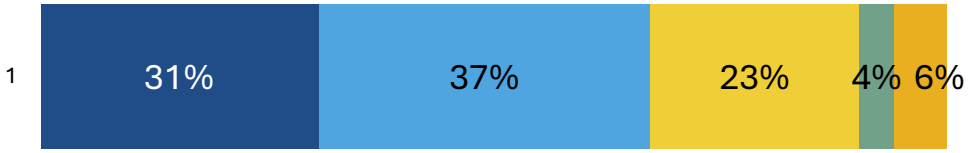


Phase 1 Survey Results

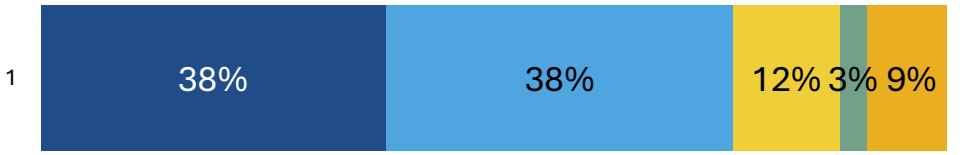
What do you think about using public transit personally?



Respondents 65 Years or Older



My *household's* total income is *at or under $53,000* per year

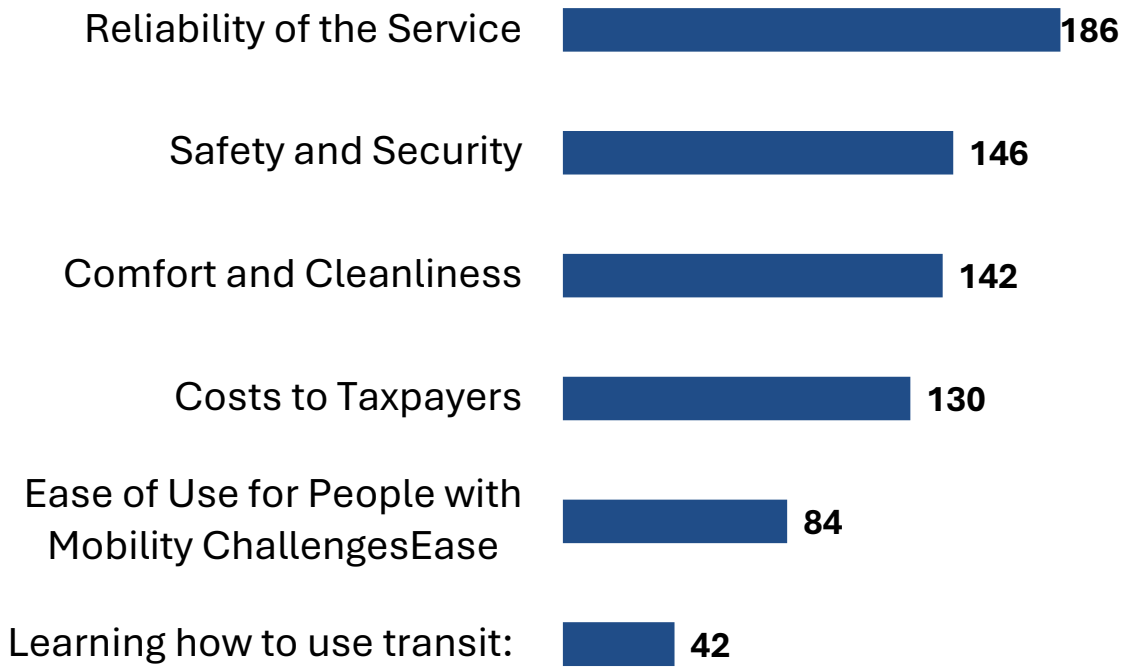


Phase 1 Survey Results

Importance of transit

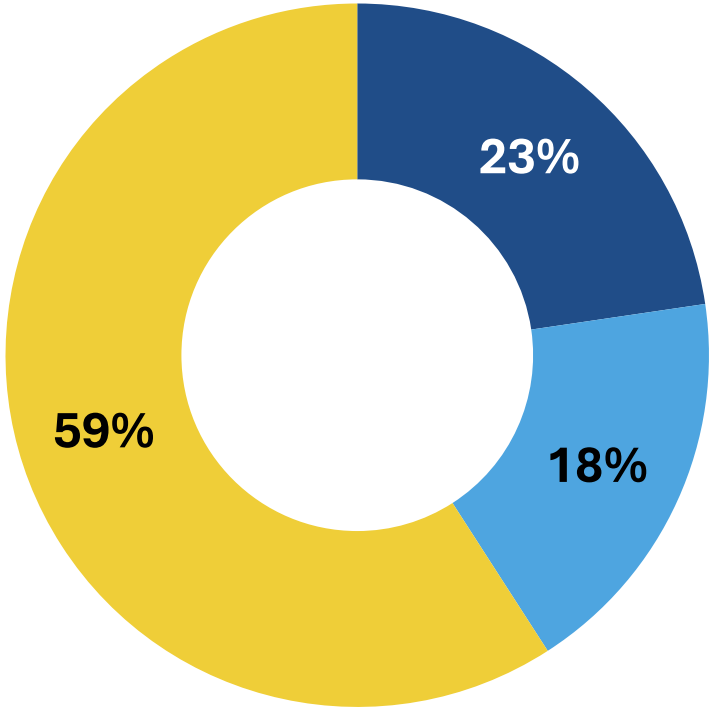
76%	Provide transportation options for seniors, disabled persons, or others who cannot drive.
62%	Reduce unemployment by increasing access to jobs.
55%	Provide transportation options for low-income persons.
53%	Help people avoid congestion (reduces number of vehicles on roads).
50%	Encourage new businesses and employees to come to Harnett Co

What concerns do you have about transit?



Phase 1 Survey Results

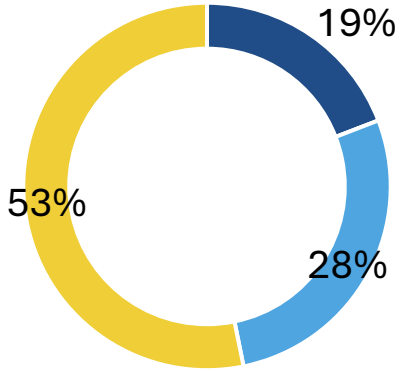
A shuttle bus that operates along the **same route** at the same **scheduled** time



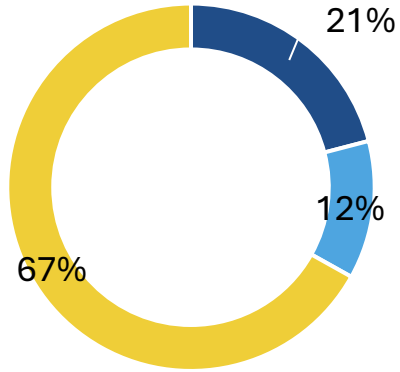
Door-to-Door **reserved on-demand**

Door-to-Door **reserved in advance**

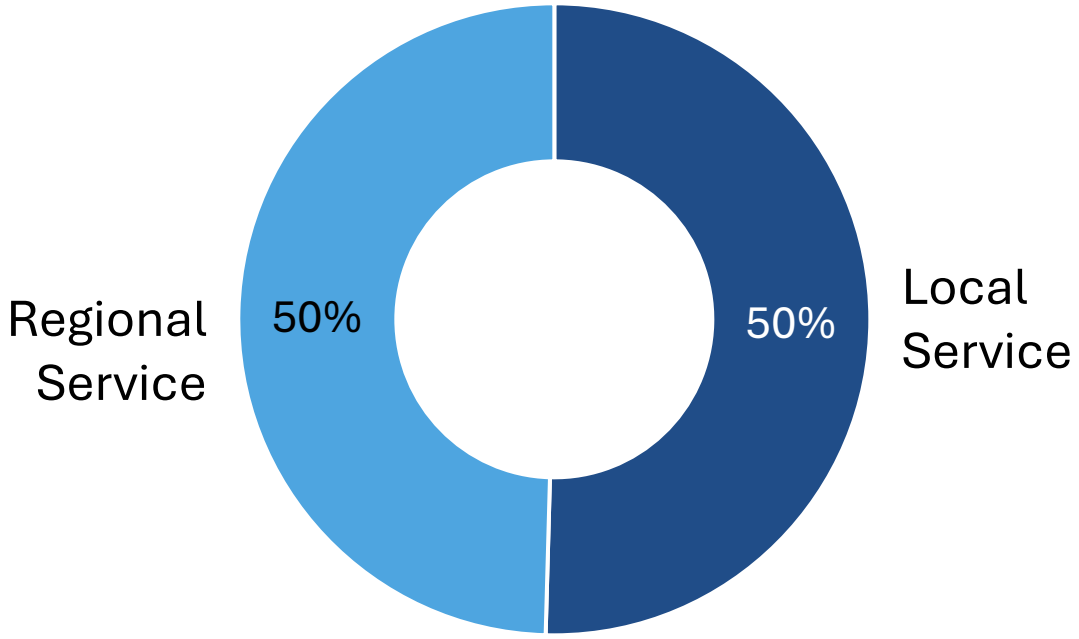
Respondents 65 Years or Older



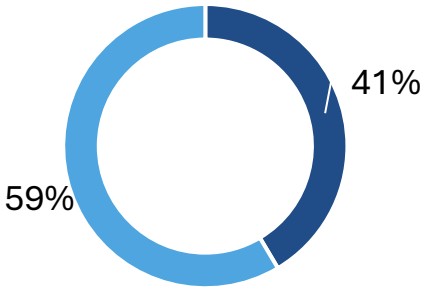
Interested in Transit



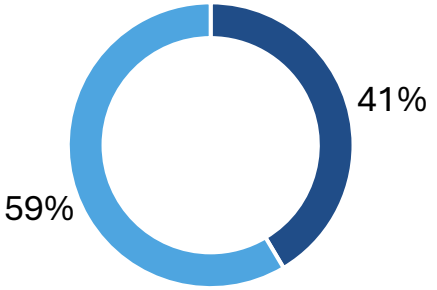
Phase 1 Survey Results



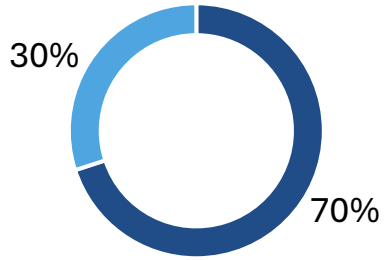
Respondents 65 Years or Older



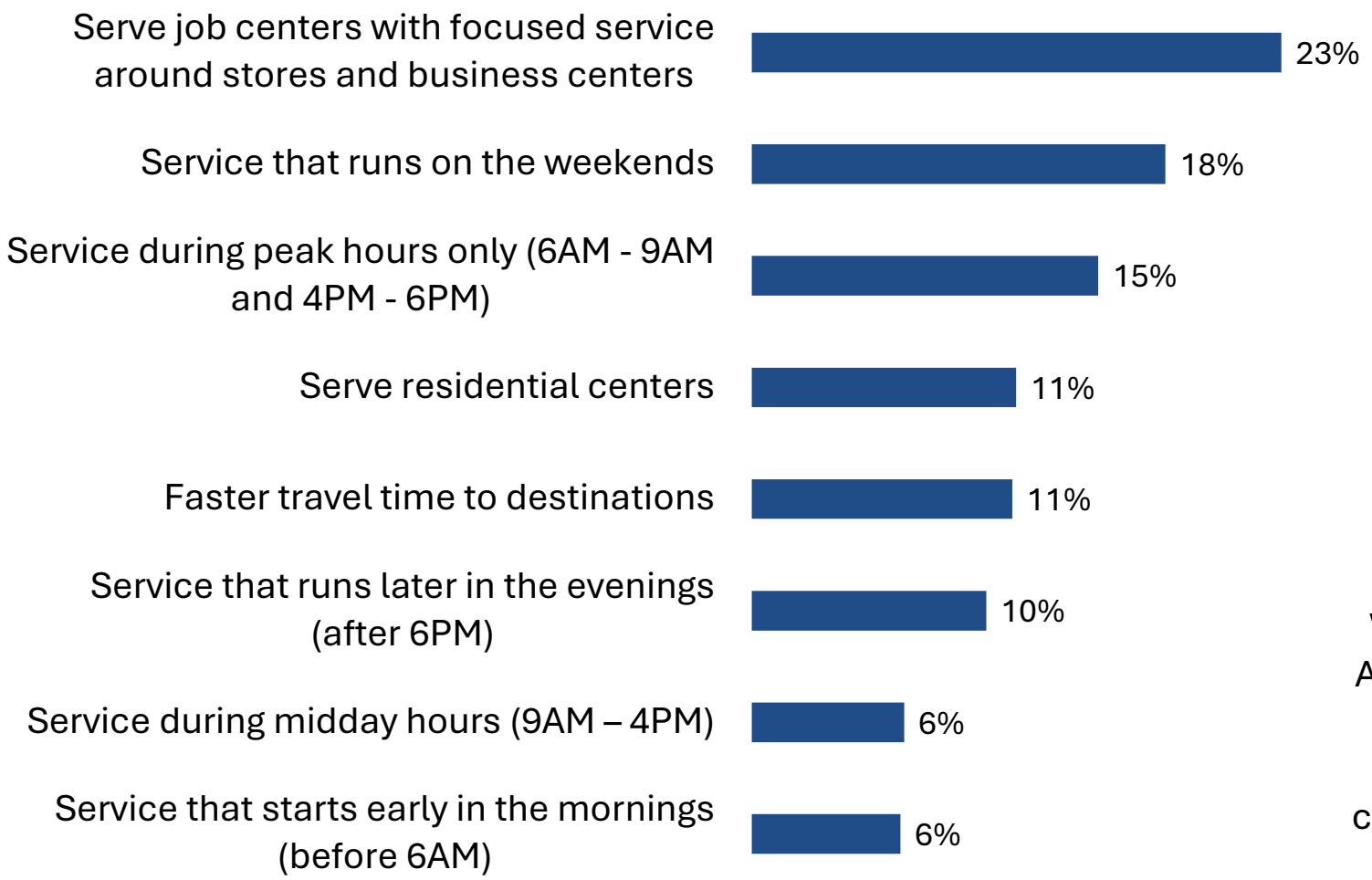
Disabled

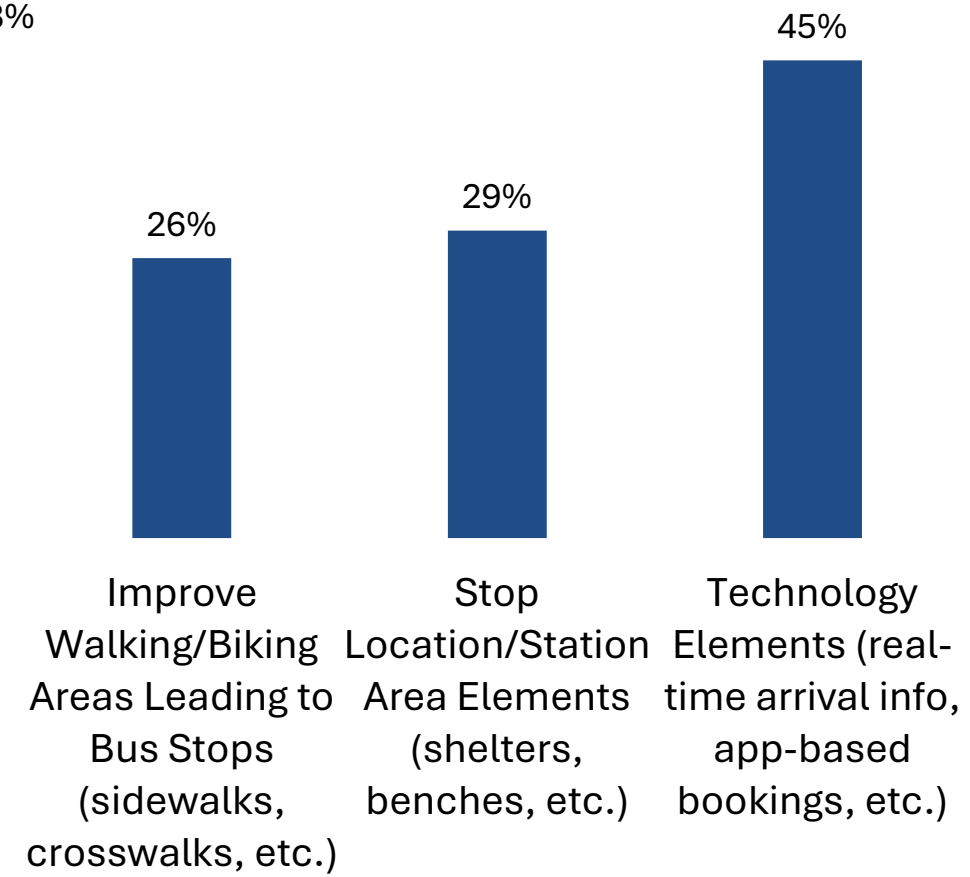


My *household's* total income is *at or under $53,000* per year



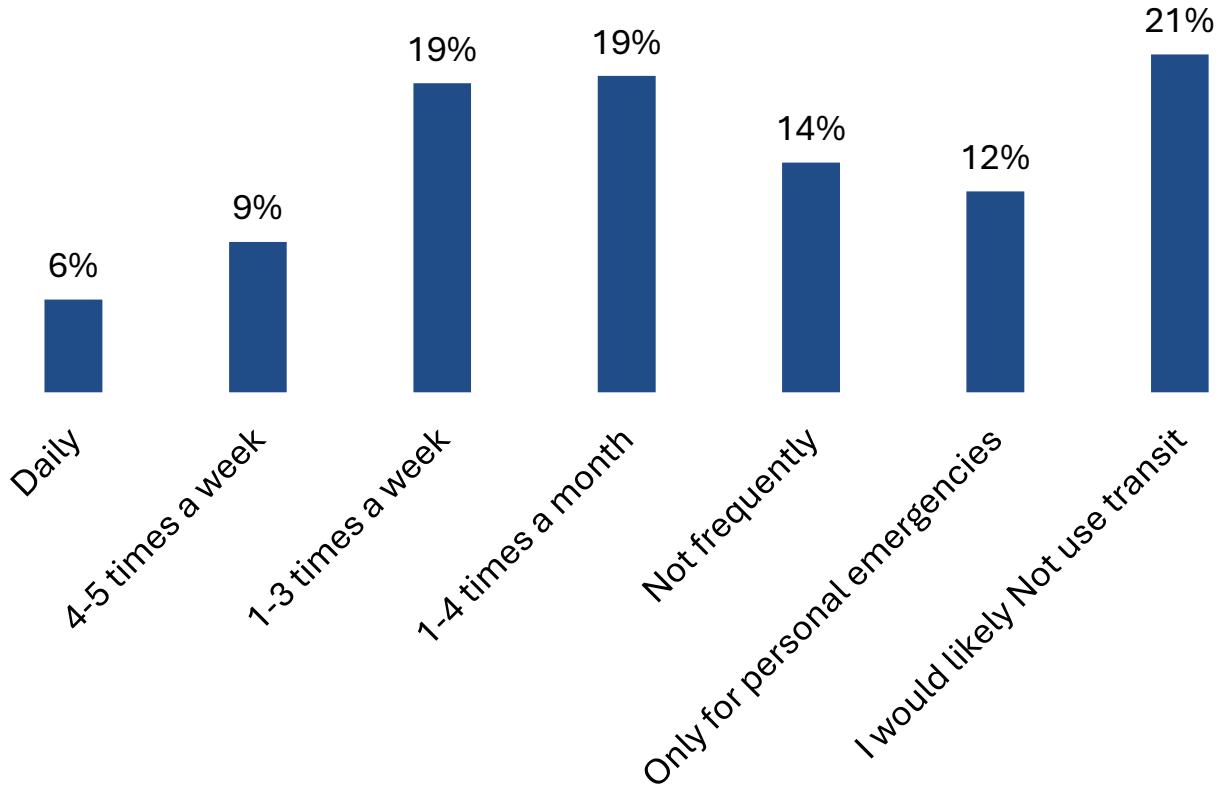
Phase 1 Survey Results



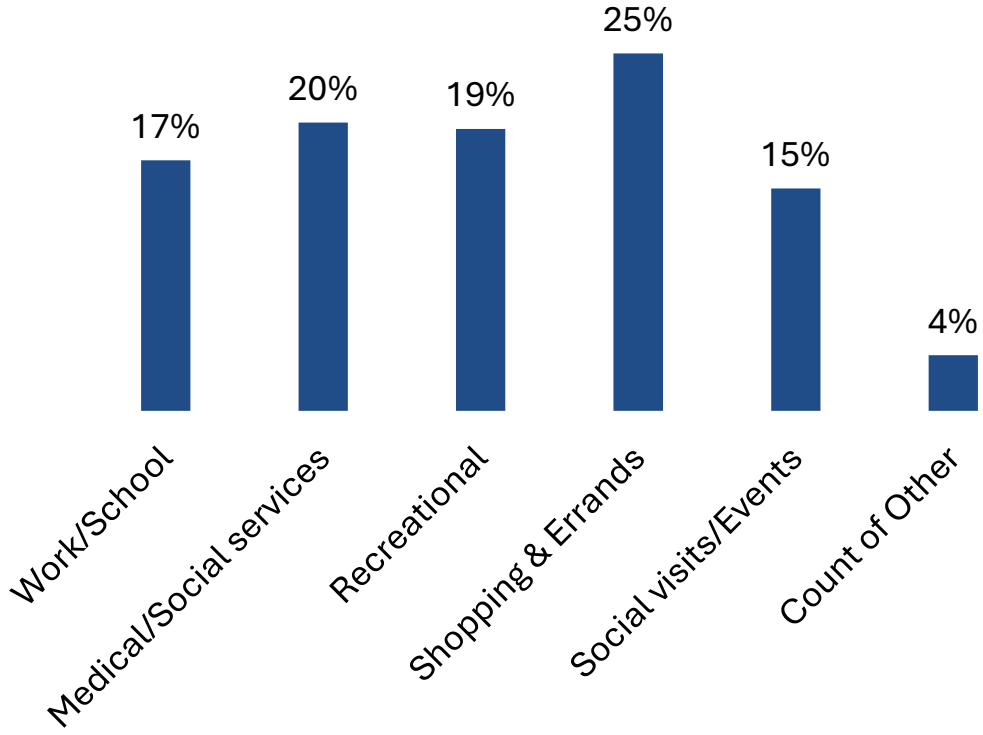


Phase 1 Survey Results

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



What type of trips would you use transit for? (Multiple Select Choice)



Pop-up Event Summary

Angier Earth Day

- Transit service is **lacking** in Harnett County
- Desire for transit service that could be used to **move around locally**

Angier Common Ground Concert Series & Makers Market

- Interest and excitement in the prospect of the County providing transit service

Lunch and Yoga at Coats Senior Center

- Seniors were aware of HARTS service and use it for medical trips, but noted **long wait times**
- Most expressed a desire for transit service to allow for more **mobility**
- Most explained that they no longer feel confident driving and will not do so at night
- Others have no car access and would like **freedom to access destinations** without relying on family

Cape Fear Fest

- Excitement for and recognition of a need for more transit service **to improve mobility** within Harnett County
- General sentiment that additional transportation options would be good given how much the **County is growing**





Overall Summary of Findings



HARTS existing service is at capacity and there **is demand for other types of transit services** with more regional connectivity, flexibility, and increased service times.



Stakeholders expressed need for **increased advertisement** of HARTS services to the public.



Most respondents said they would use transit for **shopping, recreational, and medical trips** with a slightly less emphasis on work/school trips.



Focus groups acknowledge **demand for transit** with growth in traffic and population in the area.



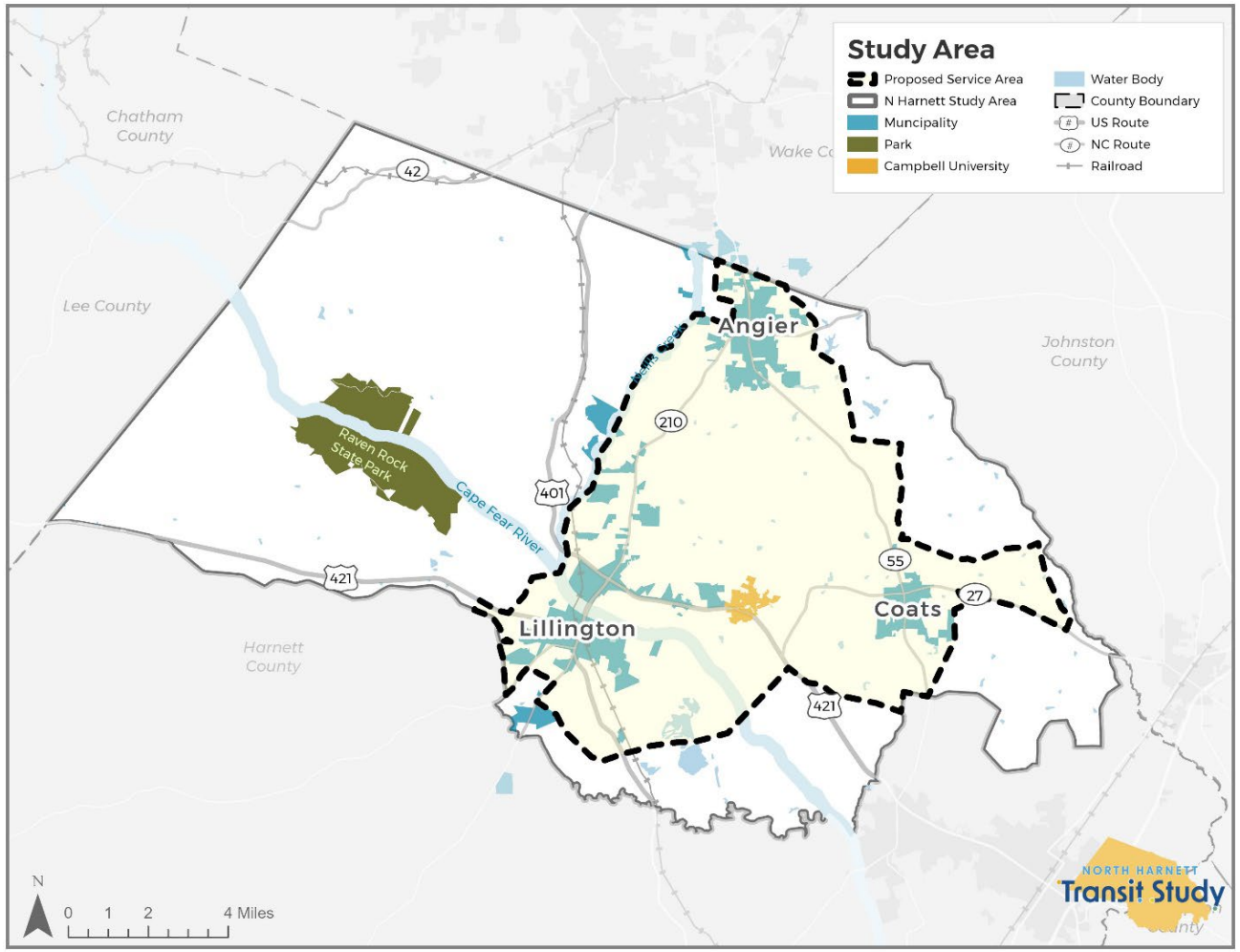
Stakeholders recognized the need for **updated infrastructure** and **increased land-use density** in order for transit to be useful.



56% of survey respondents were **very interested and somewhat interested** in using transit.

Proposed Service Area (Draft)

Proposed Service Area (Draft)



Proposed service area:

- Captures key origins and destinations
- Responds to the public's and stakeholder's desire for transit within the study area.
  - Serves as a starting point to look at transit service options that focus on connecting residents to work, shopping and medical appointments.
  - More local focus on the areas of Lillington, Angier and Coats.
- Serves the mobility needs of the community

Proposed Service Area (Draft)

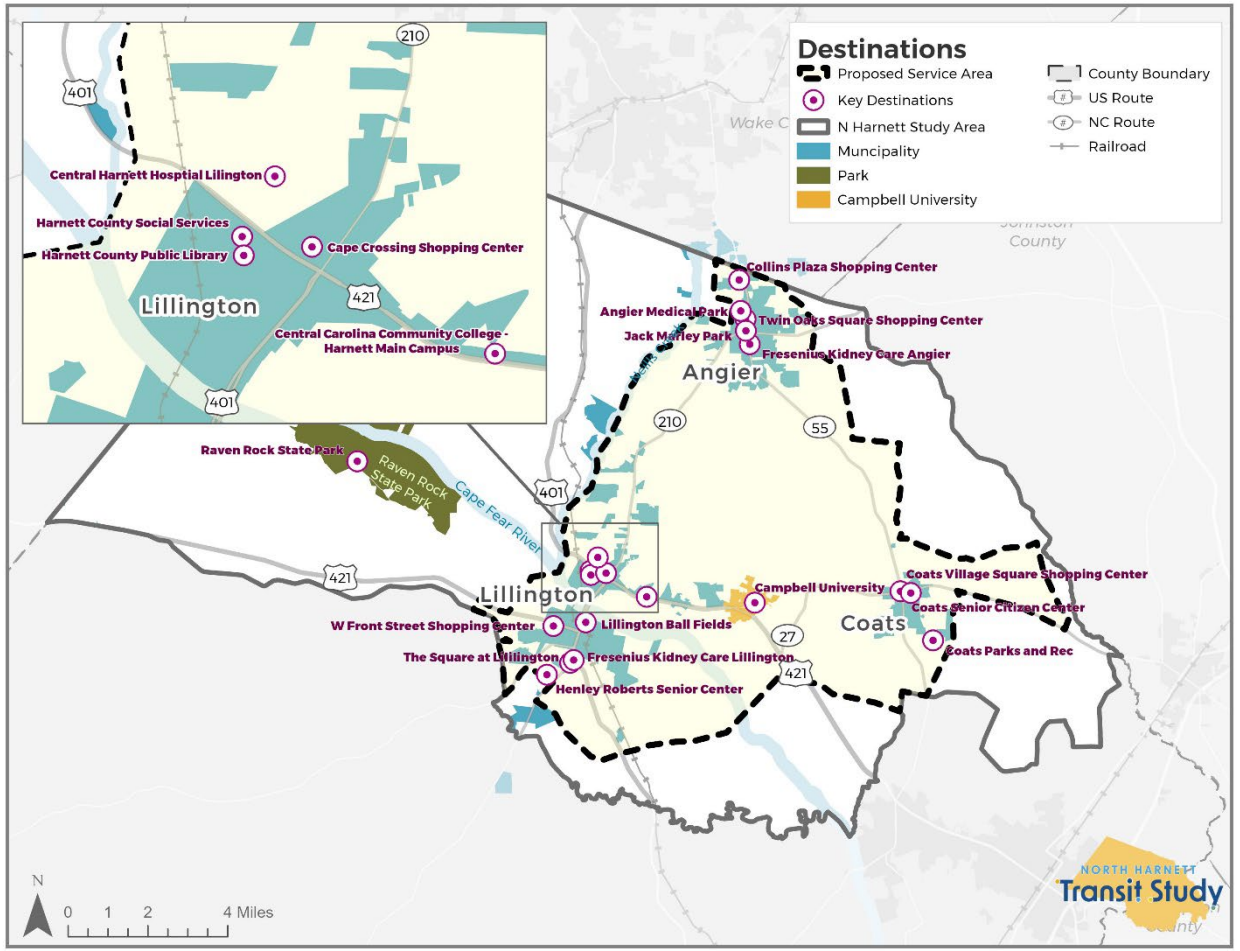


Figure 2. Key Destinations

Proposed service area:

- Captures most key destinations

Proposed Service Area (Draft)

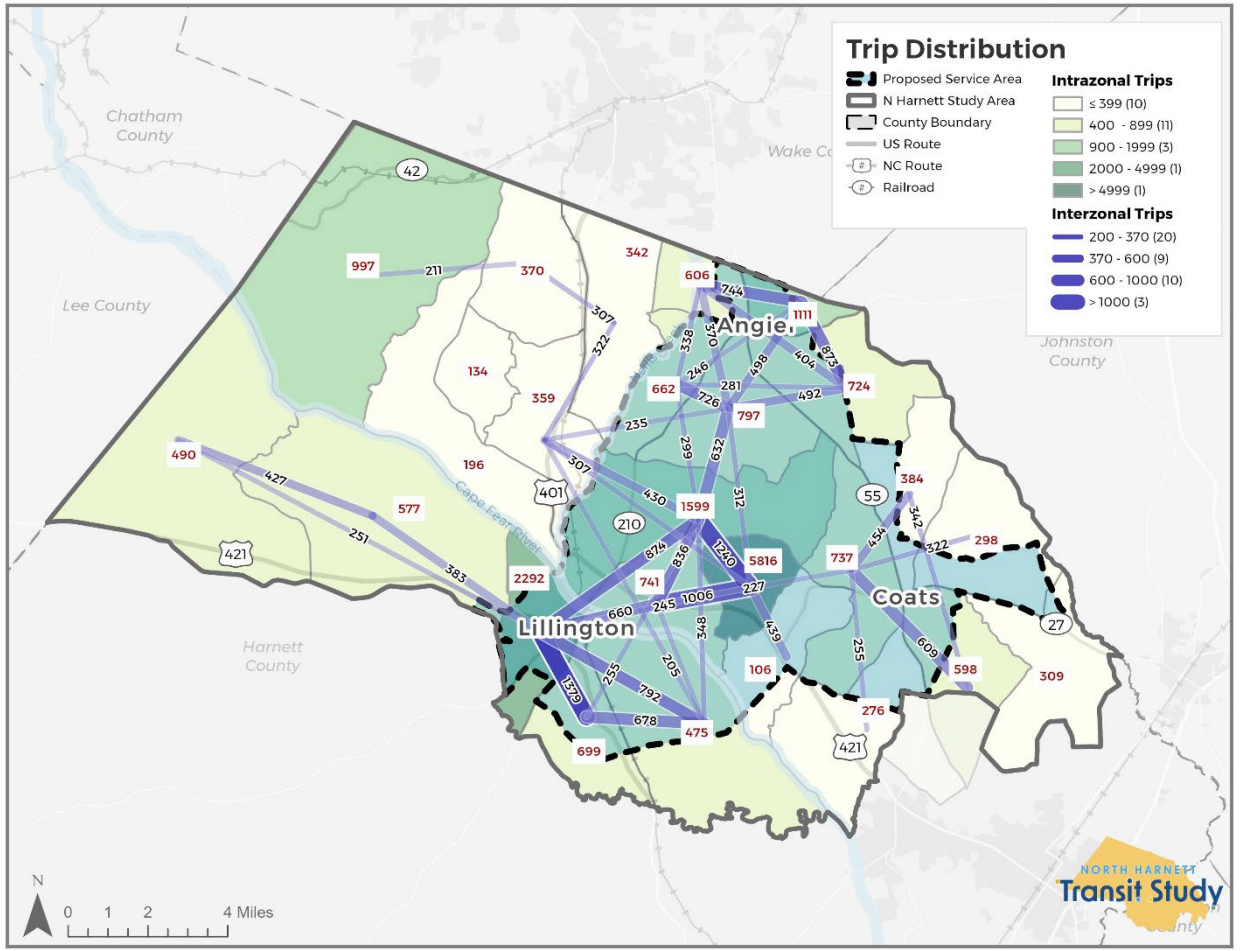


Figure 4. Trip Distribution

Proposed service area:

- Covers the main spine of travel in the study area (NC 210)
- Covers high interzonal travel regions of the eastern half of the study area

Proposed Service Area (Draft)

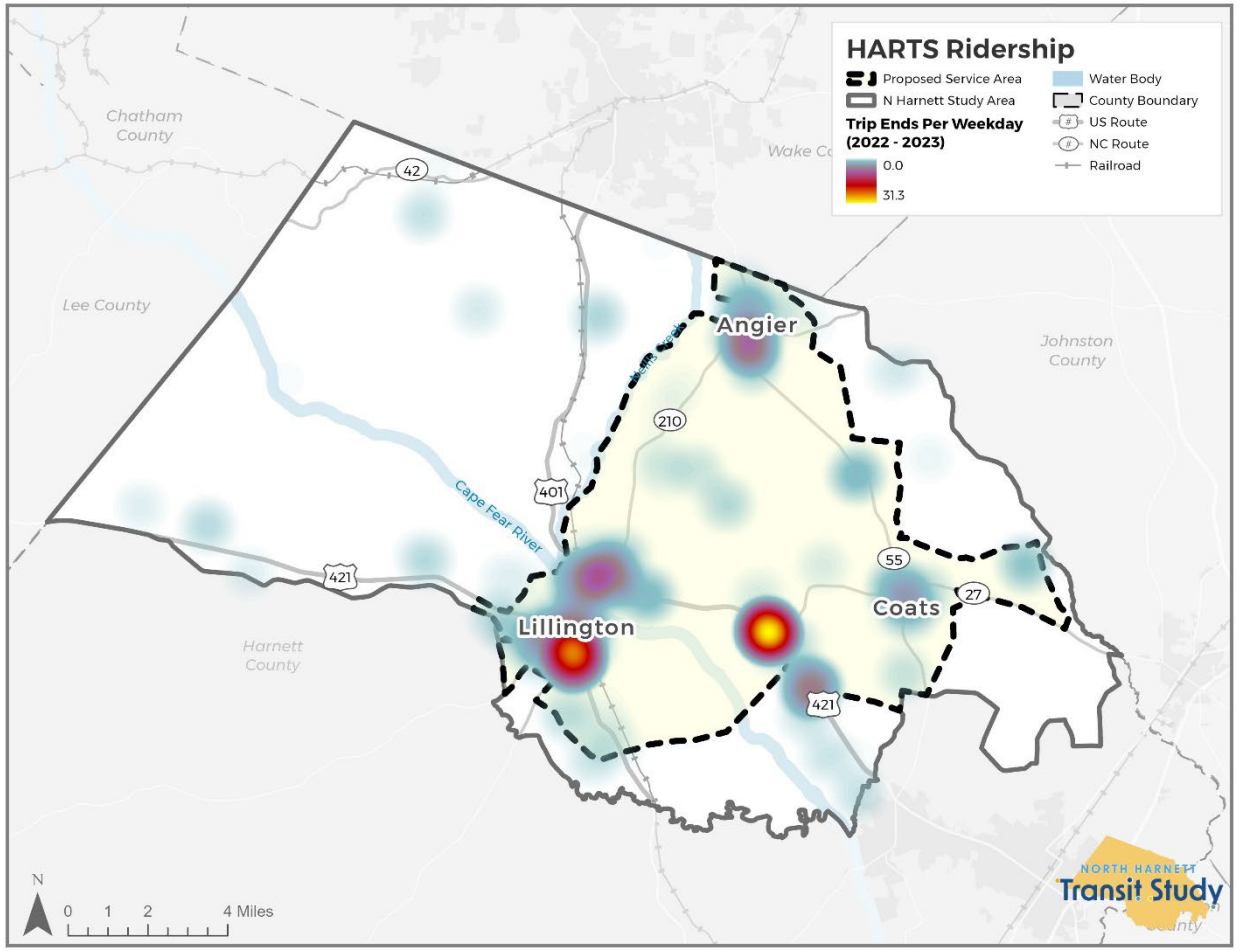


Figure 5. HARTS Ridership

Proposed service area:

- Covers high frequency origins and destinations of existing HARTS service

Proposed Service Area (Draft)

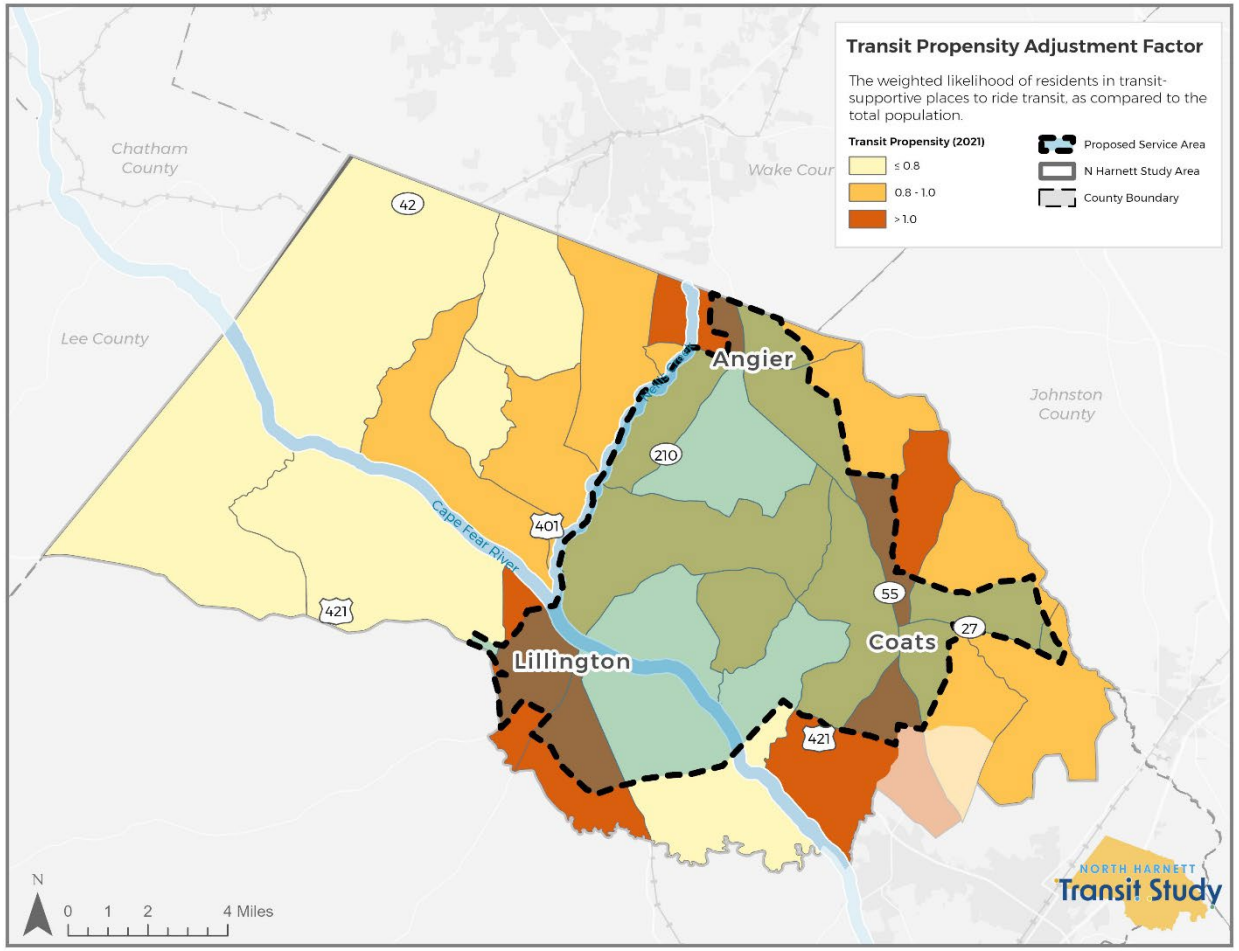


Figure 11. Transit Propensity

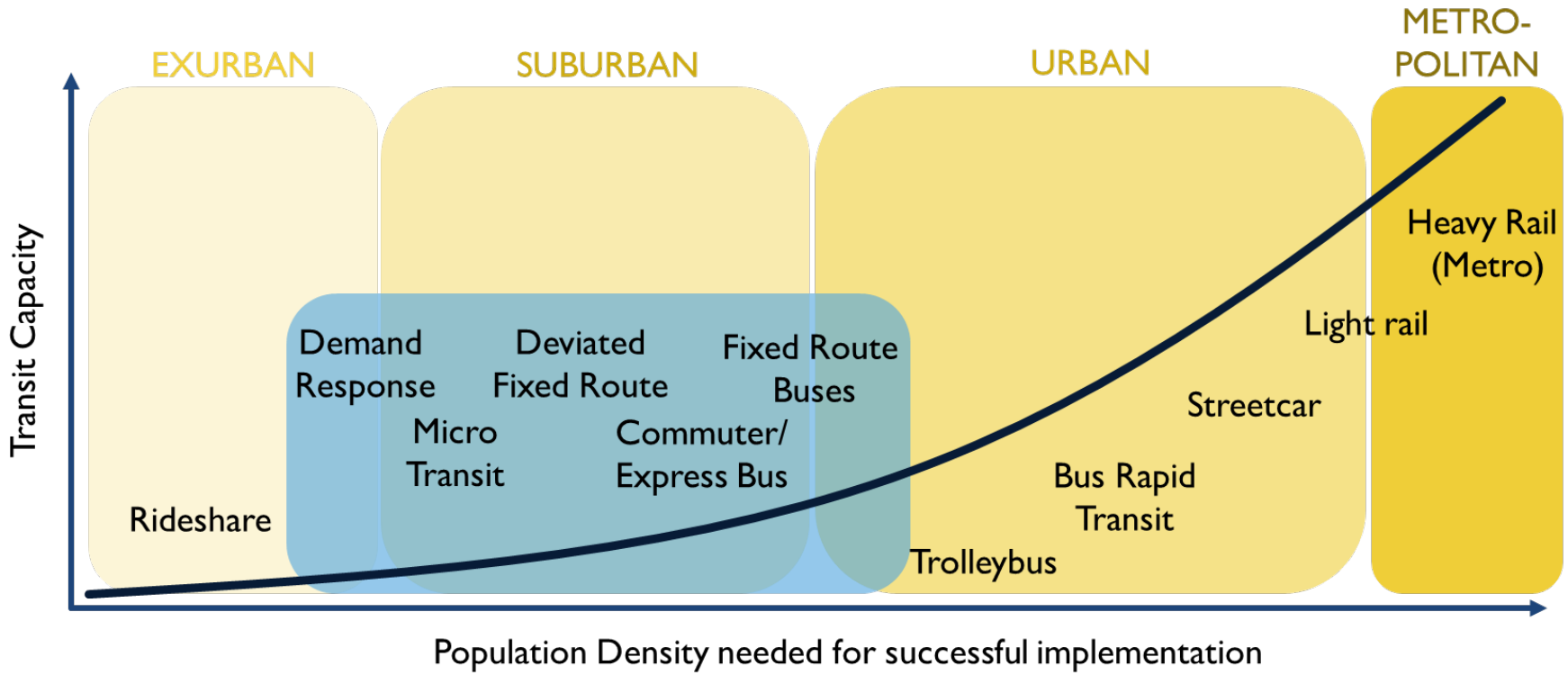
Proposed service area:

- Serves most of the high transit propensity areas

Potential Service Types

Potential Service Types

- Microtransit
- Fixed Route
- Regional Connection to Other Transit Systems
- Senior Shuttle / Shopping Trip Route



Potential Service Types

Microtransit:

- Offers flexible routing options based on real-time demand.
- Could be well suited to provide more local service, connecting to jobs, shopping, and medical facilities.
- Could address feedback from public about providing options for seniors.
- Could help cover key destinations for current HARTS service.

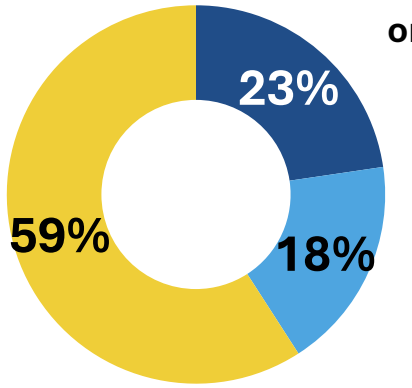


Potential Service Types

Fixed Route

- Connects to key destinations with predetermined route / schedule, which was noted by as desire by majority of survey respondents.
- Could be well suited to provide more local service, connecting to jobs, shopping, and medical facilities.
- Could help cover key destinations for current HARTS service.

A shuttle bus that operates along the **same route** at the same **scheduled** time



Door-to-Door **reserved on-demand**

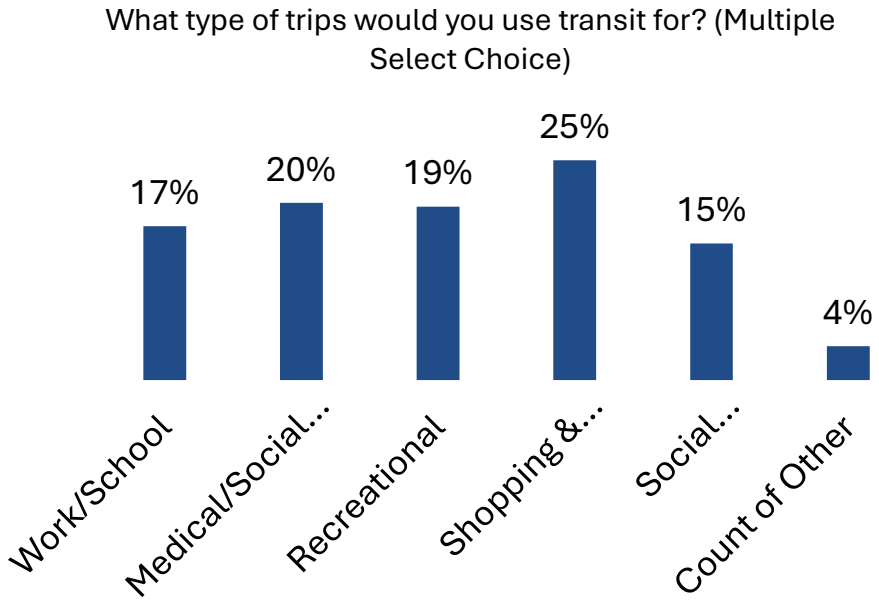
Door-to-Door **reserved in advance**

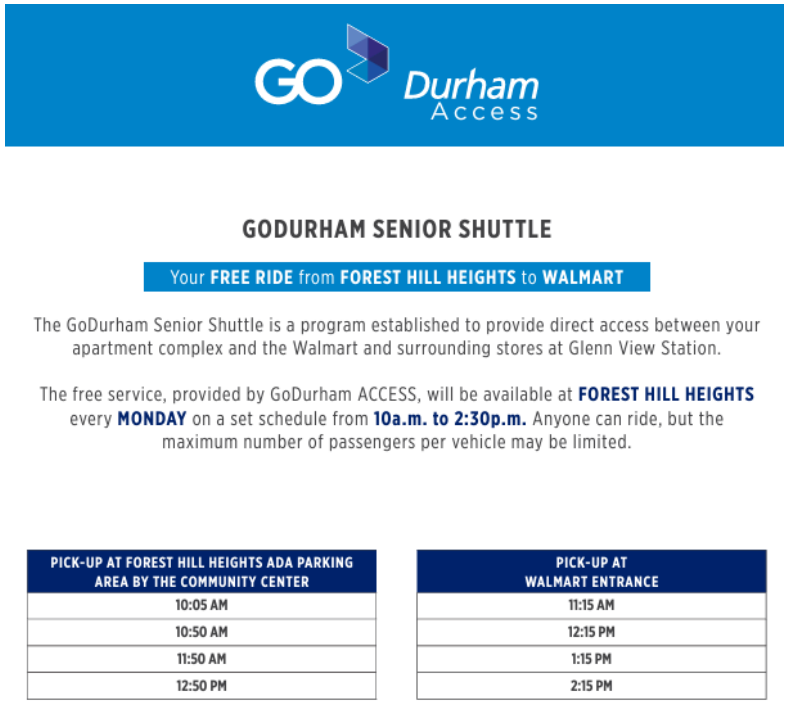


Potential Service Types

Senior Shuttle / Shopping Trip Route

- Often created with purpose of serving the needs of Seniors or getting people (i.e. Seniors or students) to shopping destinations and often runs less frequently (i.e. 1-2 times a week) than a fixed route.
- Could address feedback from public about providing options for seniors.
- Could help cover key destinations for current HARTS service.

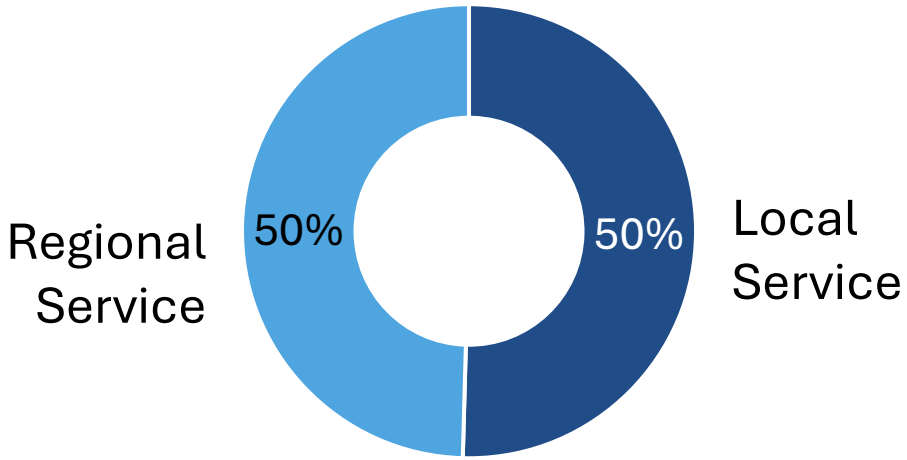


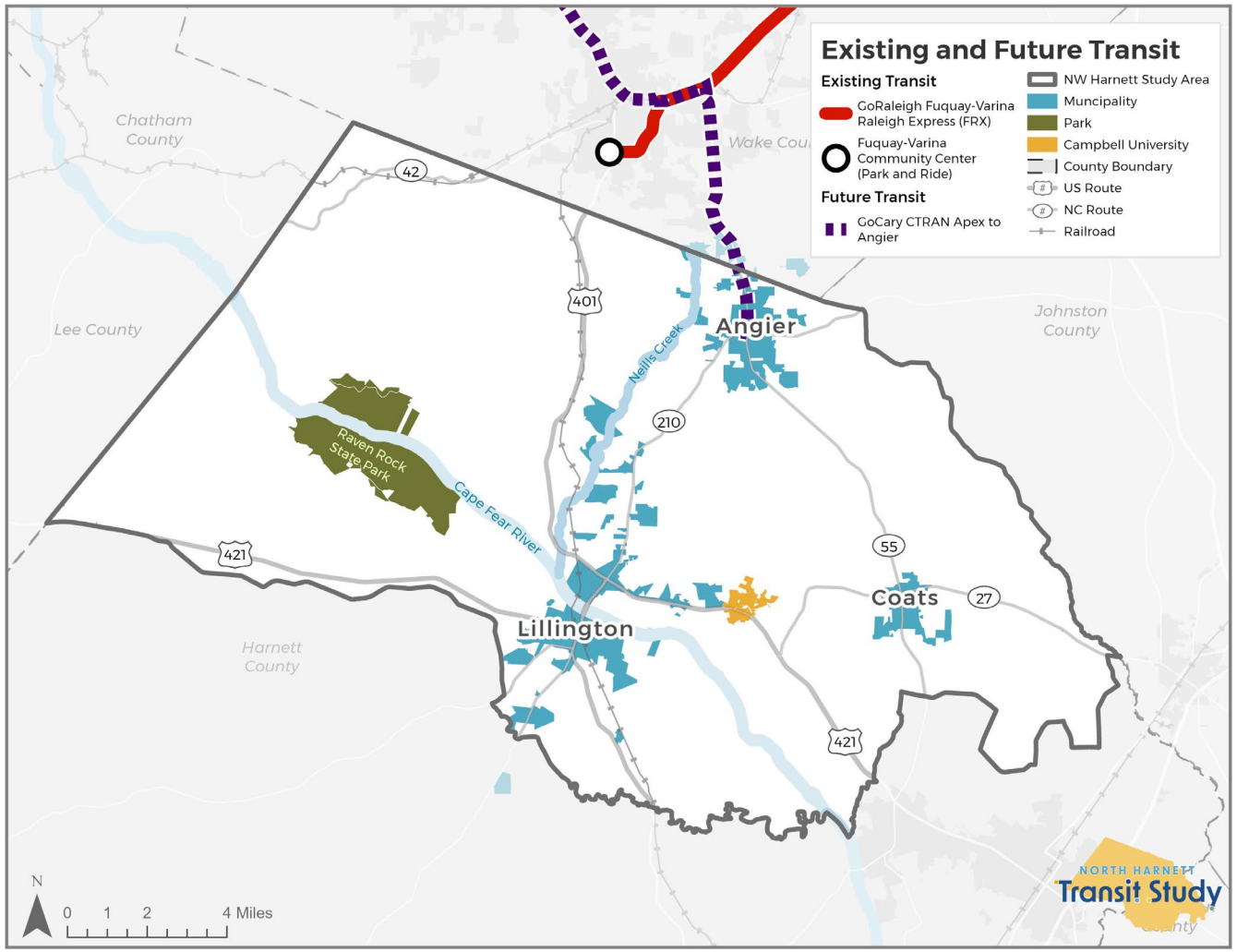


Potential Service Types

Regional Connection to Other Transit Systems

- Could address feedback from public about desire for regional connections.
- Provides opportunities to connect to jobs in larger region.





Next Steps

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

CTT and Focus Groups Meeting

2024. Sep - Oct

Evaluating Transit Service Options

Benefits, Budget, Tradeoffs, Hours, Potential Routes, etc.

CTT Meeting

Discuss and finalize service options, prepare for Public Engagment

2025. Nov - Jan

Public Engagement

CTT and Public Officials Meeting

Discuss outcomes of PE

TCC and EB presentation

Present service options and PE results

2025. Feb - May

Implementation plan and final report

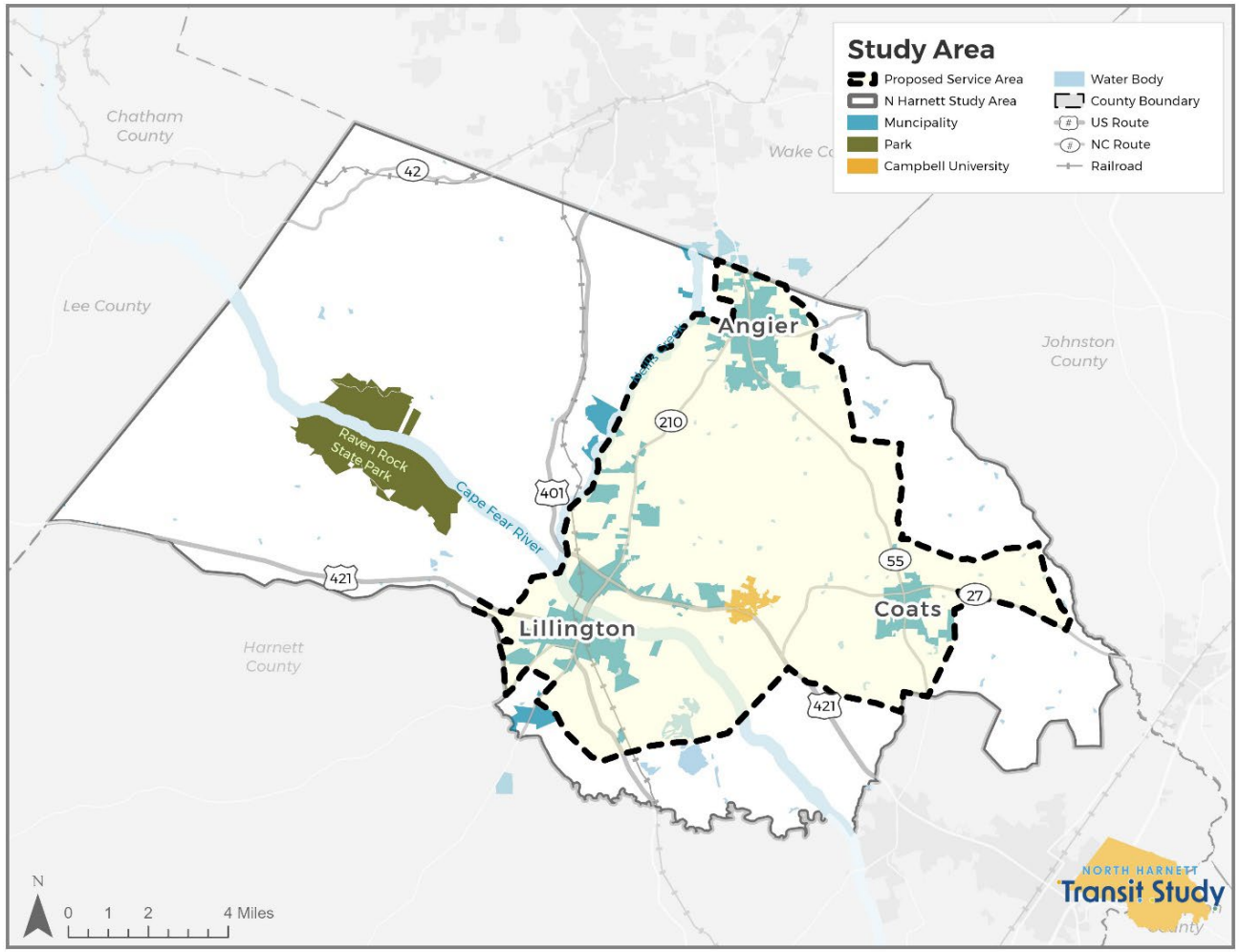
Steps, Phasing, Timeline

CTT, Public Officials, and Focus Groups

Present the outcomes of the feasibility study

TCC and EB presentation

Discussion


Study Area
Proposed Service Area
N Harnett Study Area
Muncipality
Park
Campbell University
Water Body
County Boundary
US Route
NC Route
Railroad
Chatham County
Lee County
Johnston County
Harnett County
Angier
Lillington
Coats
Raven Rock State Park
Cape Fear River
42
210
401
421
55
27
N
0 1 2 4 Miles
NORTH HARNETT
Transit Study



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

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wsp

Shivang Shelat, AICP
Lead Transportation Planner
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NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Core Technical Team and Public Officials Meeting 3

DATE: November 15th, 2024, 10AM

MEETING LOCATION: 309 W Cornelius Harnett Blvd, Lillington, NC 27546, Common Area

SUBJECT: NW Harnett County Transit Feasibility Study CTT and Public Officials Meeting 3

ATTENDEES

Name	Organization	Name	Organization
Mr. Ben Howell	CAMPO	Uriah Parker	Harnett County Schools
Will Bratton	Campbell University	Snow Bowden	Town of Erwin
Shelby Powell	CAMPO	Coley Price	Harnett County
Mike Morrow	Harnett County	Desiree Patrick	Harnett County
Paul Black	GoTriangle	Richie Hines	NCDOT
Bob Jusnes	Town of Angier	Eric Truesdale	Harnett County Veterans Affairs
Barry Blevins	HARTS	Chance Torain	HARTS
Jay Sikes	Harnett County Development Services	Bonnie Parker	CAMPO
Sheveil Harmon	Town of Angier	Mary Jane Sauls	Harnett County Dept. on Aging
Brent Trout	Harnett County	Mike Rutan	FAMPO
Samantha Wullenwaber	Mid-Carolina Regional Council	Gaby Lawlor	CAMPO
Shivang Shelat	WSP	Rachel Gaylord-Miles	WSP
Sarah Parkins	WSP	Leah Weaver	WSP
Sarah Kear	WSP		

Meeting Highlights

- Shivang Shelat initiated the meeting.
- Gaby Lawlor informed attendees that the objective is to determine the next steps and transit service recommendations before publicizing them to the community.

1. Demand for Transit

- Shivang presented:
  - Transit support from public officials, focus groups, and bus operators (Phase 1, Slide 5).
  - Phase 1 public engagement results (Slide 6).
  - Summary of the service area and demand (Slide 7).
- Gaby noted that some key Phase 1 highlights might have been previously discussed but are provided as context for developing the service area and transit service types.

2. Proposed Service Area (Draft)

- Rachel presented the proposed service area (Slides 9-12), capturing key origins and destinations within Harnett County, including the towns of Angier, Coats, and Lillington.
- Key jobs and activity centers are located along the central spine, NC 210, where existing travel patterns are higher.
- HARTS ridership is concentrated between Lillington and Coats, with higher frequency in areas with greater transit propensity.
- Ms. Sheveil Harmon inquired about a map showing a service stopping at Angier Food Lion and whether there were plans to extend the service into Wake County. Rachel noted that the proposed route will be discussed in future slides.
- Rachel asked if there were any questions regarding the proposed service areas. There were none.

3. Potential Service Types

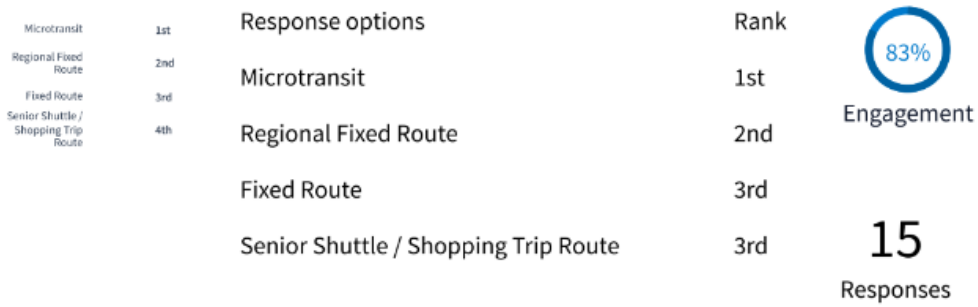
- Rachel presented:
  - Potential service types found (Slides 14-25) including fixed route, microtransit, senior shuttle/shopping trip route, and regional service.
  - Determining factors of transit capacity population density, current and future land use, and travel patterns led to the four service types analyzed.
  - Three local microtransit examples located on slide 20

    - Comparison table of the four service types on slide 25. Table did not incorporate additional costs for needed infrastructure for safe connections.
- Ms. Desiree Patrick asked about the number of vehicles needed for a microtransit pilot program. Rachel mentioned Wilson started with 21 vehicles and now has 26. They can ask JCATS for fleet information.
- Mr. Ben Howell noted Morrisville uses two shuttle buses during the week and one shuttle bus during weekends. Morrisville is considering adding a second shuttle bus for weekends.
- Rachel highlighted NCDOT's interest in microtransit and the rants available for microtransit pilot programs for the entire county. HARTS has applied for funding, but it is not yet committed. There is a possibility to look at microtransit for all of Harnett County.
- Mr. Bob Jusnes noted fixed route seemed more promising since HARTS already offers on-demand service and there is no need to make appointments. He said there would be a standard schedule and liked regional transit service.
- Mr. Bob Jusnes mentioned that microtransit does not look promising from a logistical and financial standpoint and riders would need to use a smartphone to book rides, which could be a barrier for seniors. He also mentioned the limited Uber service in Angier.
- Rachel mentioned Wake Forest recently replaced fixed route with microtransit and Sanford is one of the NCDOT grantees. NCDOT applied for federal funding to help six communities with microtransit.
- As more microtransit pilots occur in North Carolina, more information on costs for similar areas like Harnett is expected.
- Ms. Mary Jane Sauls liked the idea of a senior shuttle but had questions about accessibility and accompaniment for seniors. Rachel responded that GoDurham's senior shuttle service picks up at 55+ communities or senior living centers.
- Potential senior shuttles would pick up at senior living centers in the service area.
- Mr. Bob Jusnes raised concerns about the cost-effectiveness, noting many senior living centers already have their shuttles.
- Mr. Ben Howell noted that since shifting to microtransit, Wake Forest provides more service and riders for the same cost as a fixed route. Raleigh has plans to switch its FRX route from fixed to microtransit. Vendors provide phone service to address concerns about app use; Wilson and Morrisville have call-in centers.
- Cost differences: Morrisville has a higher cost per hour because it is turnkey and uses a bus from Cary.
- Wilson uses minivans, allowing drivers without CDL licenses

4. Envision Transit

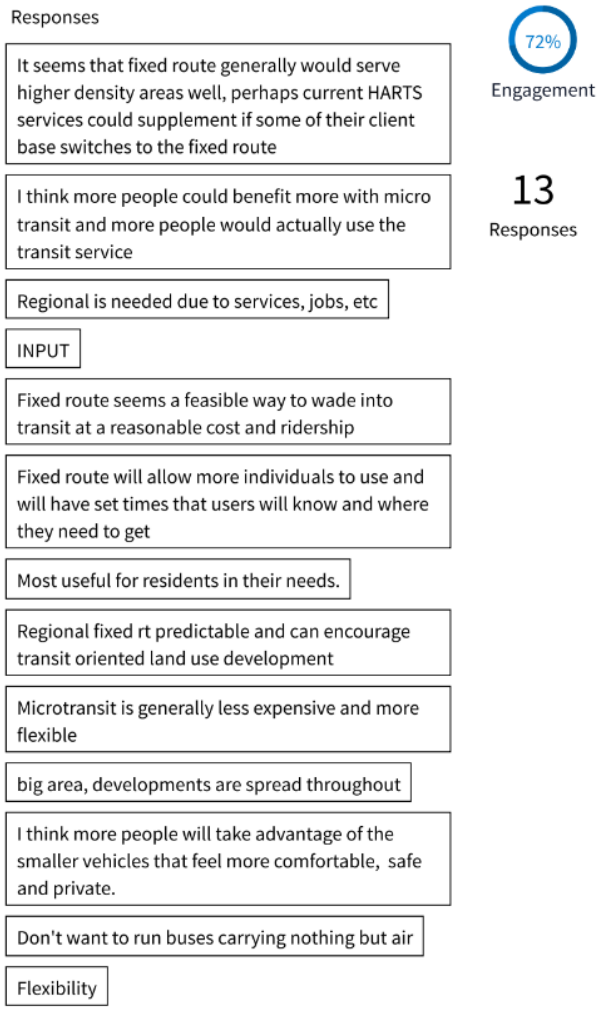
- Envision workshop led by Sarah Parkins on slides 26-33.
- Attendees were asked to reset their frame of mind on transit through an example scenario

Question 1 – Which service should be moved forward for implementation?



Microtransit was the top recommendation with regional transit second, fixed route third, and senior shuttle fourth.

Question 2 – What are the reasons behind your ranking?



Sarah P. asked the group to discuss their responses.

- Mr. Bob Jusnes is unsure whether to choose a regional or fixed route as his top preference and believes that starting with fixed route service would make it easier to add a regional connection to Wake County.
- Shivang noted that the FRX currently runs only three times a day and regional service would need to run at specific times to connect with the FRX. Shivang also reiterated that Mr. Ben Howell mentioned the FRX is transitioning to microtransit service.
- Mr. Ben Howell added that Raleigh plans to transition the FRX to microtransit in the next fiscal year. The microtransit zone in Fuquay-Varina would need to connect to the Wake Tech campus. Rolesville now has a microtransit zone aimed at connecting more people to Raleigh.

- Sarah P. noted the importance of understanding public officials' logic as they are the ones who must go forth with the recommendations to the public.
- Shivang added that microtransit is generally less expensive and more flexible. Mr. Ben Howell added that microtransit is generally more cost effective because it carries more people than fixed route service.
- Sarah P. noted that regional/fixed routes can encourage transit-oriented development (TOD), but they are long-term goals.
- There were some questions regarding whether microtransit is comparable to Uber/Lyft. Shivang noted that Uber and Lyft's differs in that their main objective is to make money. Bonnie added that with microtransit there will always be vehicles in the area, as opposed to Uber.
- Shivang noted that fixed routes are predictable but would need additional infrastructure for sidewalks on NC-210. A major concern is that the route would have to meander to access areas with existing sidewalk infrastructure.
- Ms. Desiree Patrick compared microtransit to Uber and expressed concern about vehicle availability during peak hours. Rachel explained that microtransit is a shared ride service, with Wilson averaging 2.1 people per trip and a 30-minute ETA benchmark. Morrisville's wait time is 15 to 20 minutes due to a larger fleet. Shivang noted that microtransit picks up riders going in the same direction.
- Sarah P. stated that there are still a few respondents in support of a fixed route. Sarah P. asked the respondents who preferred the fixed route if there was any additional information needed to get them to vote for microtransit and vice versa.
- Mr. Jay Sikes asked if there would be one or two options. Rachel said a couple of options could be factored in and feedback would be considered in the feasibility study. Jay was torn between the two. Shivang reiterated this is the first step. Jay suggested microtransit would be preferable, in the interim, until development patterns become more transit-friendly. Sarah P. added that TOD could be implemented later.
- Mr. Richie Hines asked about NCDOT microtransit funding. Rachel replied that NCDOT provides funding for the planning of pilot programs. The Integrated Mobility Division will provide federal funding to the pilot programs. Some municipalities used federal funding to determine if microtransit is worth it. Wilson is one example that used a federally funded pilot program and decided to continue the service.
- Ms. Desiree Patrick mentioned that in Howard County, MD, a fixed route stopped at the mall and neighborhood villages. She asked where pickup and drop-off locations would be provided for riders. Shivang responded that Harnett is more spread out than the MD/Baltimore area, and neighborhood villages are more transit-friendly. He suggested that an hourly bus service might work better than a hub and spoke system.

Additionally, using microtransit could help the County learn travel patterns to establish a fixed route.

- Mr. Bob Jusnes asked about the difference between fixed and regional routes. Shivang explained that a fixed route connects municipalities, while a regional route could connect Angier to Wake County. Bob was concerned that prioritizing a regional route might disregard other municipalities. Shivang emphasized that prioritization determines the first step. Bob suggested that a fixed route should connect with both Harnett and Wake Counties.
- Shivang noted that when determining prioritization we will use the example routes provided in the feasibility study to determine the type of microtransit service. Shivang added that specific routes are determined in a transit plan and not a feasibility study.
- Sarah P. asked for any closing arguments. No response.

Question 3 – Based on our conversation, please answer again – which service should be moved forward for implementation?

Response options	Rank
Microtransit	1st
Regional Fixed Route	2nd
Fixed Route	3rd
Senior Shuttle / Shopping Trip Route	4th

89%
Engagement

16
Responses

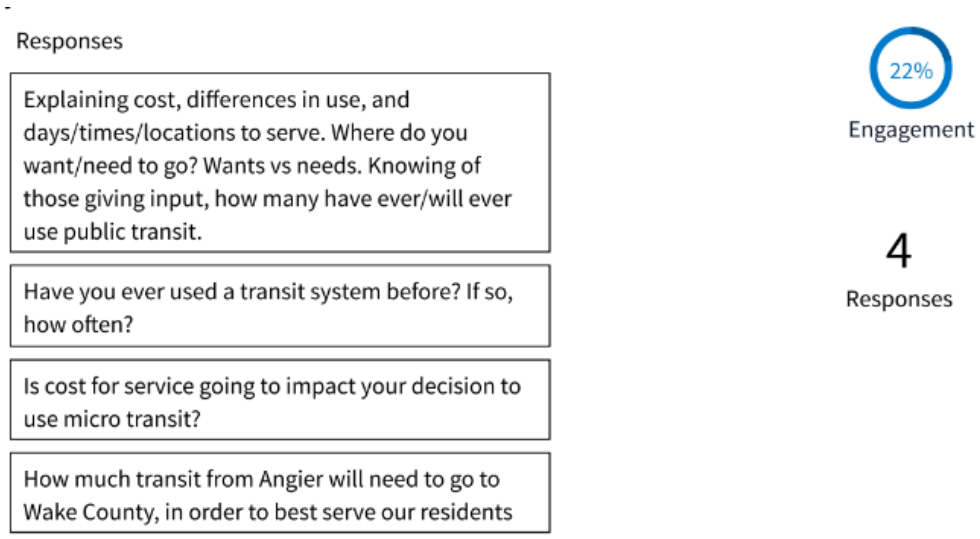
Microtransit still led, but the fixed route had one more point than the last time.

Discussion:

- Sheveil worried about the service area being too small and not including areas that may be sparser. Ms. Shelby Powell replied that a microtransit zone could connect to Wake Tech. Shelby added that inter-zonal and outer-zonal trips should not be pitted against one another. There is a way to combine them together.
- Ms. Desiree Patrick asked about service and what would happen if someone scheduled a ride outside the zone. Rachel replied that this could be determined in the contract.
- Mr. Bob Jusnes stated that regarding microtransit, he would not publicly oppose but he would not publicly support either.

- Shivang noted that there is a desire for both microtransit and a fixed route. There can be a combination in Harnett by including pick-up/drop-off points within a larger area. Mr. Coley Price replied noting the need to look at density and land use. Harnett needs a success story because success breeds success.
- Richie noted that in RTP there is a dedicated microtransit with direct connection to park and ride lots.
- Ms. Desiree Patrick suggested microtransit could ease the demand on HARTS, allowing HARTS to focus on regional trips. Barry agreed, noting the feasibility of a blended approach but expressed concern about the infrastructure needed for dedicated regional stops. He highlighted HARTS' role in transporting seniors to senior centers and saw microtransit and deviated fixed routes as the most practical options, though fixed routes still require infrastructure. Barry also mentioned that the FTA discourages transit systems from making a profit.
- Shelby asked why there aren't regional shuttles currently. Barry replied that there is interest, but it is currently not feasible. Barry doesn't know how many would use the service. A regional route would be best for the weekends with local options.
- Mr. Paul Black stated that another viable option is vanpools. A GoTriangle route would not be feasible. GoTriangle funding is concentrated in three counties; only three stops outside of the counties are in Mebane that connect to the UNC hospital. GoTriangle gave the FRX route to GoRaleigh because the ridership was so low. Mr. Ben Howell added that the FRX is averaging two people per hour.
- Mr. Ben Howell noted that there are natural commute routes between Fuquay-Varina and Raleigh; the FRX is proposed as a community route, but it is inconvenient for riders because of trips and times. Microtransit would also better serve community functions.
- Mr. Paul Black noted that GoDurham is looking at replacing Route 3 with microtransit as there are no sidewalks along the route; microtransit bumps down sidewalk requirements.
- Shivang asked about the feasibility of expanding microtransit to Wake County. Mr. Ben Howell replied that Raleigh is operating the FRX so it would need to be a conversation with the City.
- Mr. Ben Howell noted that with microtransit service there is flexibility in the design. There can be pick-up points outside of the service zone, but the destination has to be in the zone. There could be a pickup zone in Angier.
- Sarah P. stated that this is a unique situation and requires a unique solution. The discussion helps justify the recommendation when preparing the feasibility study.

Question 4 – Is there any additional information you need to know from the public to finalize your decision?



- Sarah P. stated that there is still a need to come up with a solution. The final public engagement phase will provide education and promote a solution for a current issue. Sarah P. asked the group the fourth question.
- Mr. Paul Black noted that microtransit does not require CDL licenses when operating a van and that the RTP shuttle program uses Uber and Lyft when peak demand is too high for the two vehicles available.
- Regarding the question about service in Wake County, Shivang noted that he has data available. 75% of trips only go into the first 10 miles of Wake County, and 15 to 20% of trips are work trips.
- Sarah P. noted that based on the conversation, there is a need for educational pieces regarding the difference between microtransit and Uber and Lyft. Sarah P. asked attendees to reach out if they have any future events that can be joined with the phase 2 public event.

5. Next Steps

- Shivang presented the next steps on slide 35. The discussion from today's meeting will be used to determine phase 2 public engagement. The next CTT meeting will be after public engagement. Shivang ended the meeting.



CTT and Public Officials Workshop

November 15, 2024

NORTH HARNETT
Transit Study

Agenda

01. Demand for Transit

02. Proposed Service Area (Draft)

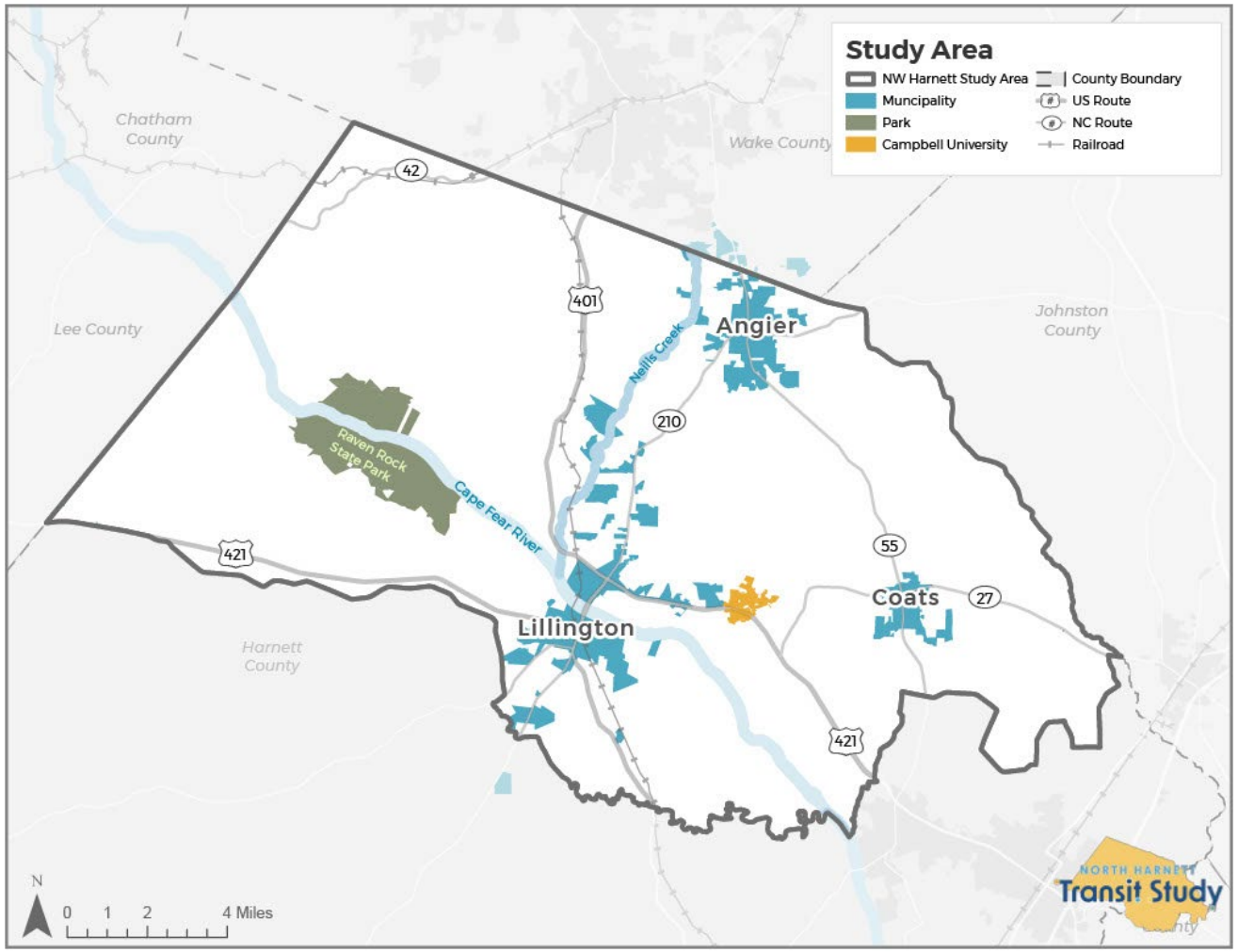
03. Potential Service Types

04. Envision Transit

05. Next Steps

Demand for Transit

Phase 1 Goals



Establish the service area and note the demand for future transit connections, confirming:

- **Origins and destinations** within the study area
- **Demand and desire for transit** within the study area
- **Mobility needs of the community**

Transit Support – Stakeholders and Decision Makers

Public Officials:

- Overall feedback leaned positive, meaning good support for transit
- Supported mostly local service with some regional service
- Supported longer service hours and flexible on-demand service

Focus Groups:

- Transit would improve access
- Increase destinations within Harnett county
- Lack of alternative modes of travel
- Densifying housing and business development in central corridor



Operators:

- Work destinations, medical appointments, grocery stores would benefit from additional transit

Transit Support – Phase 1 Public Engagement Results

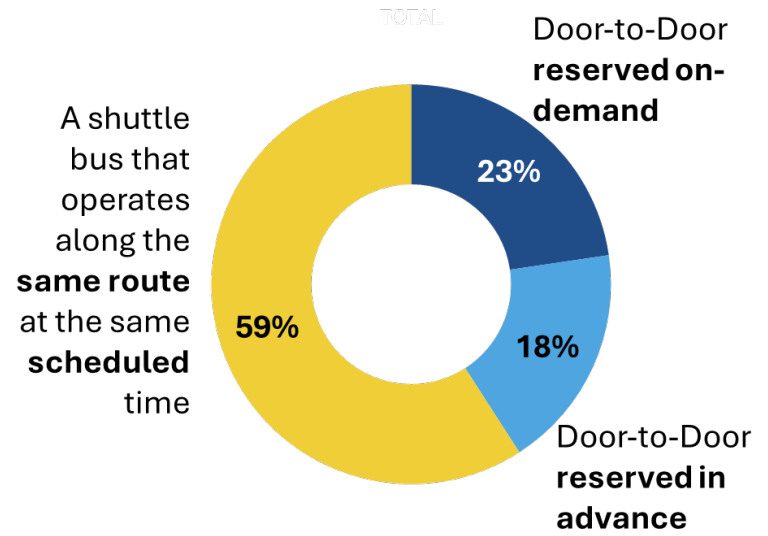
Service Area: 50/50 split on the desire for local service vs regional service

Operational Preferences:

- Serve job centers & shopping, recreation, medical trips
- Weekend service hours
- Peak hour service (6AM – 9AM and 4PM – 6PM)

Community Benefit: 76% of survey respondents noted it is important for transit to provide transportation options for seniors, disabled persons, or others who cannot drive.

Service Type: Majority of survey respondents noted preferring service that operate along the same route at the same scheduled time



Summary of Service Area and Demand



HARTS existing service is at capacity and there **is demand for other types of transit services** with more connectivity, flexibility, and increased service times.



Most respondents said they would use transit for **shopping, recreational, and medical trips** with a slightly less emphasis on work/school trips.



Existing travel patterns strongest between **Lillington and Angier**. Existing HARTS ridership strongest near Lillington and between **Lillington and Coats**.



56% of survey respondents were **very interested and somewhat interested** in using transit.



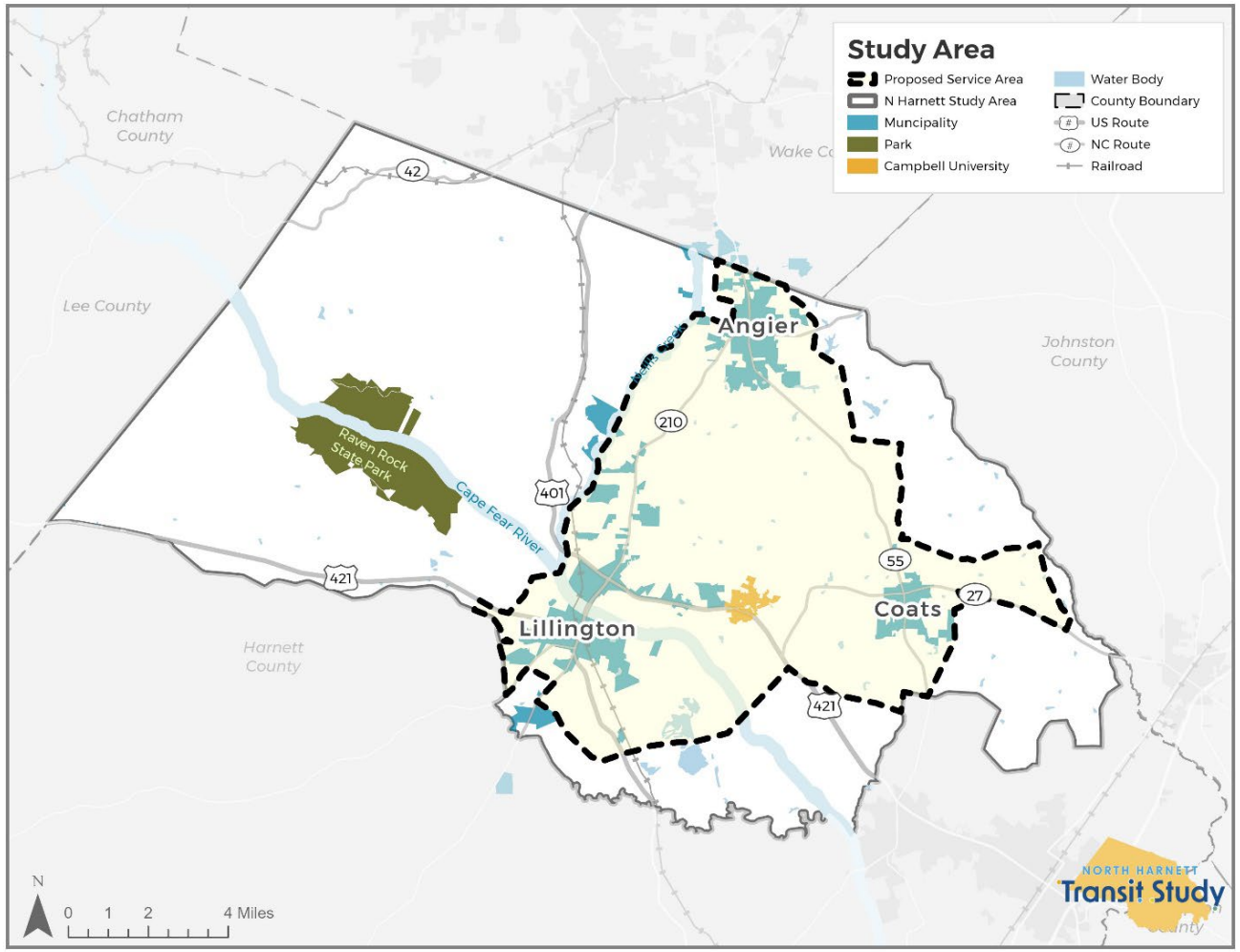
Stakeholders recognized the need for **updated infrastructure** and **increased land-use density** in order for transit to be useful.



Support from public and stakeholders to for **more enhanced local services** and **connecting to areas locally**.

Proposed Service Area (Draft)

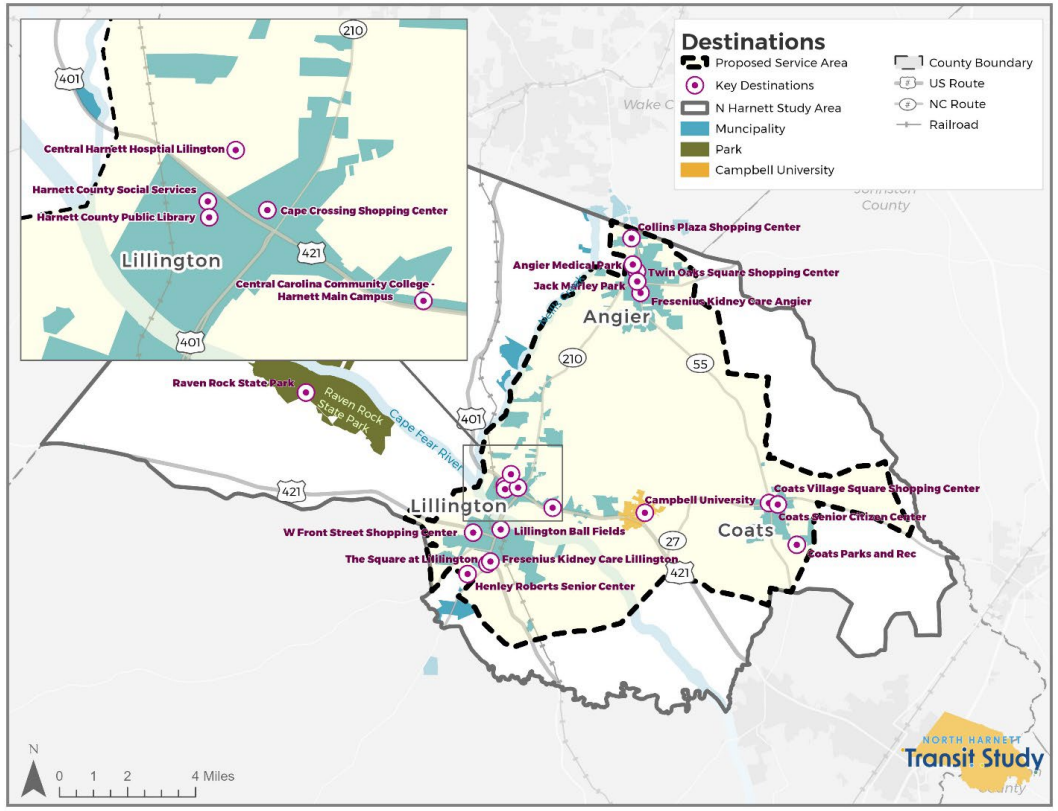
Proposed Service Area

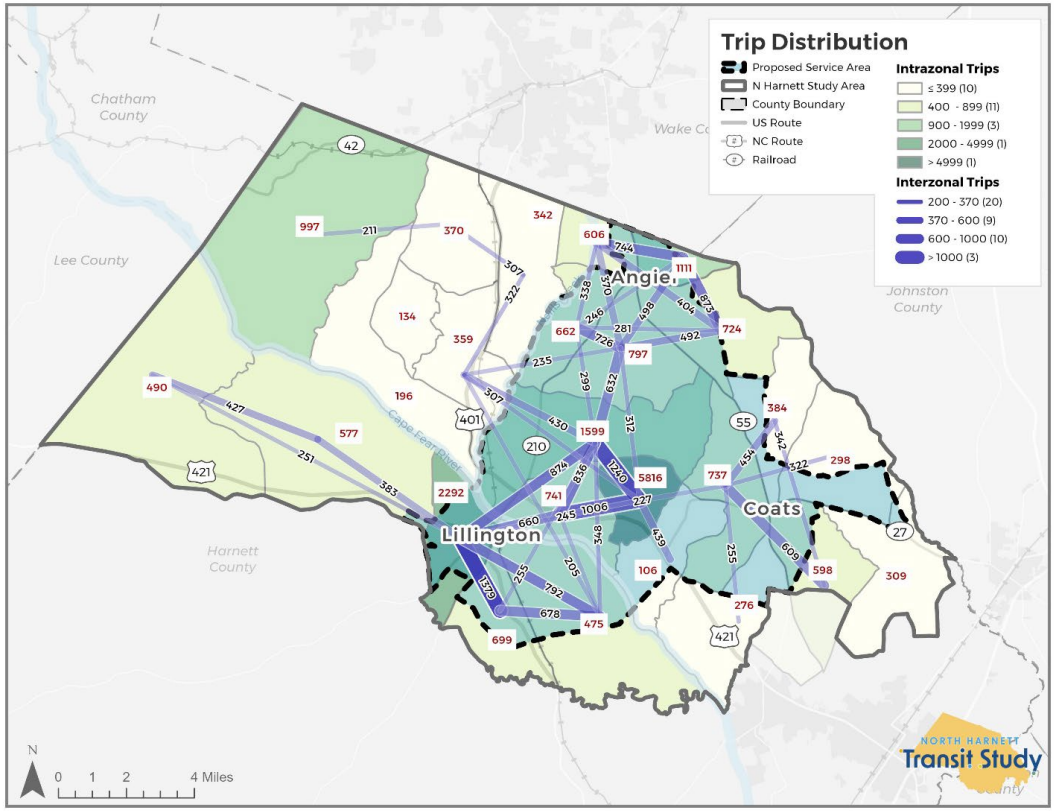


Proposed service area:

- Captures key origins and destinations
- Responds to the public's and stakeholder's desire for transit within the study area.
  - Serves as a starting point to look at transit service options that focus on connecting residents to work, shopping and medical appointments.
  - More local focus on the areas of Lillington, Angier and Coats.

Proposed Service Area (Draft)





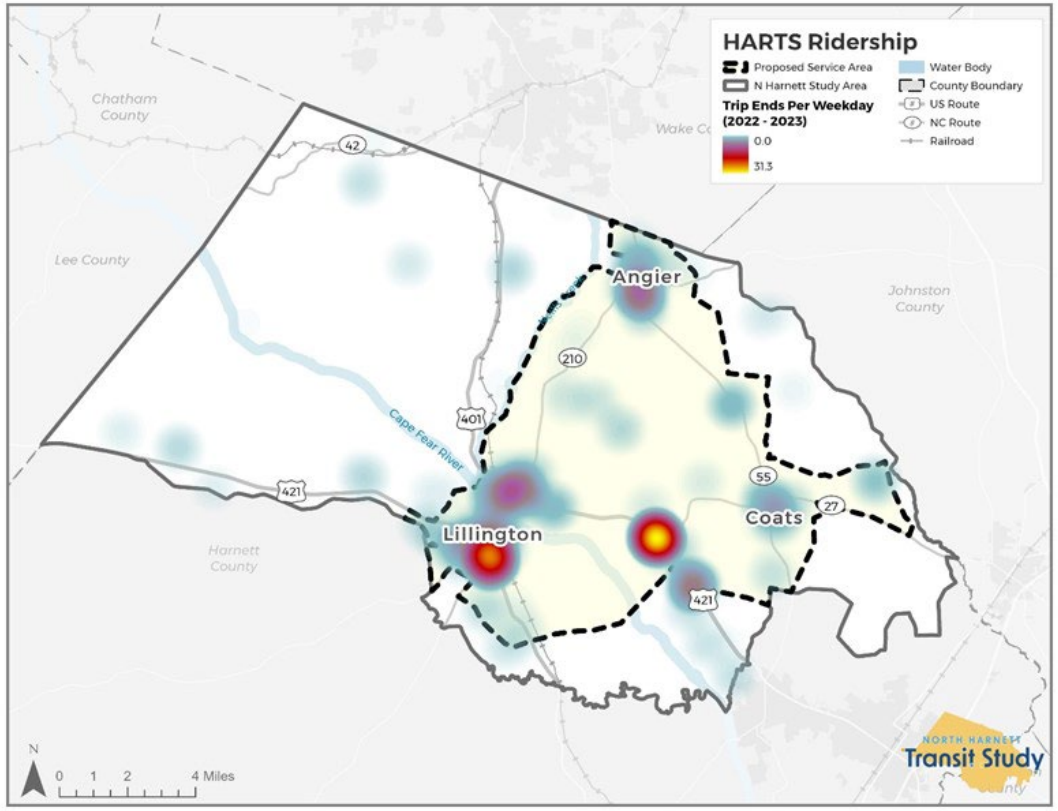
Job and Activity Centers

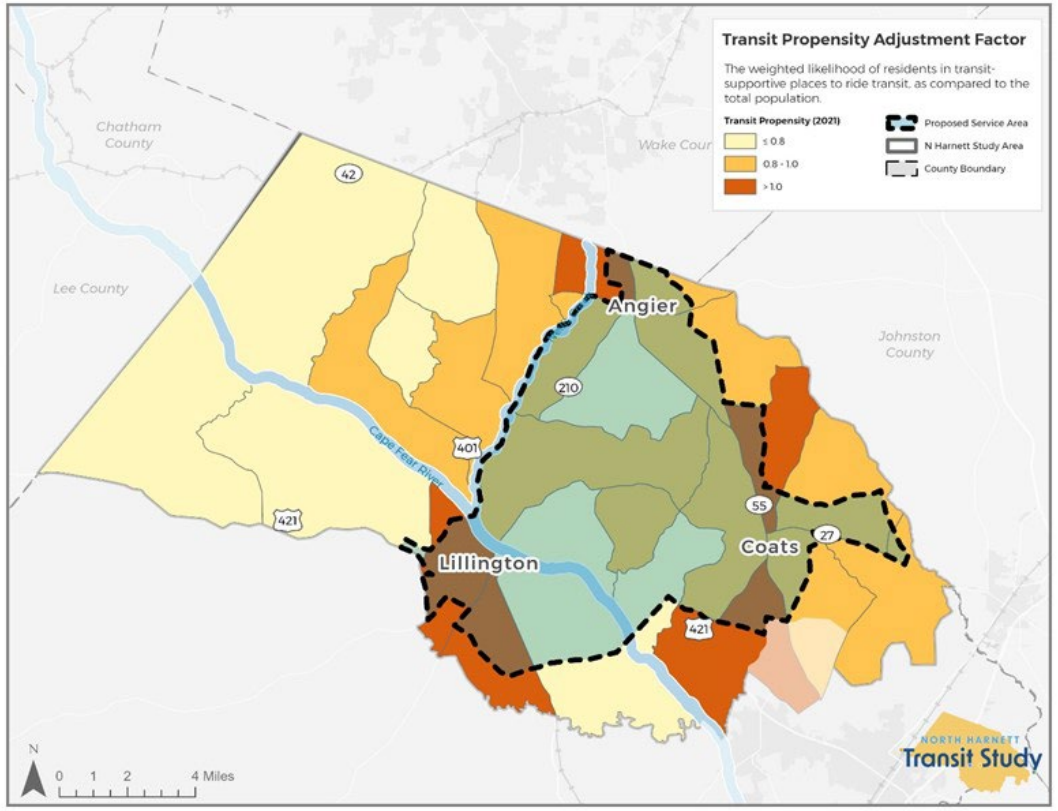
- Captures most key destinations

Existing Travel Patterns

- Covers the main spine of travel in the study area (NC 210)
- Covers high interzonal travel regions of the eastern half of the study area

Proposed Service Area (Draft)



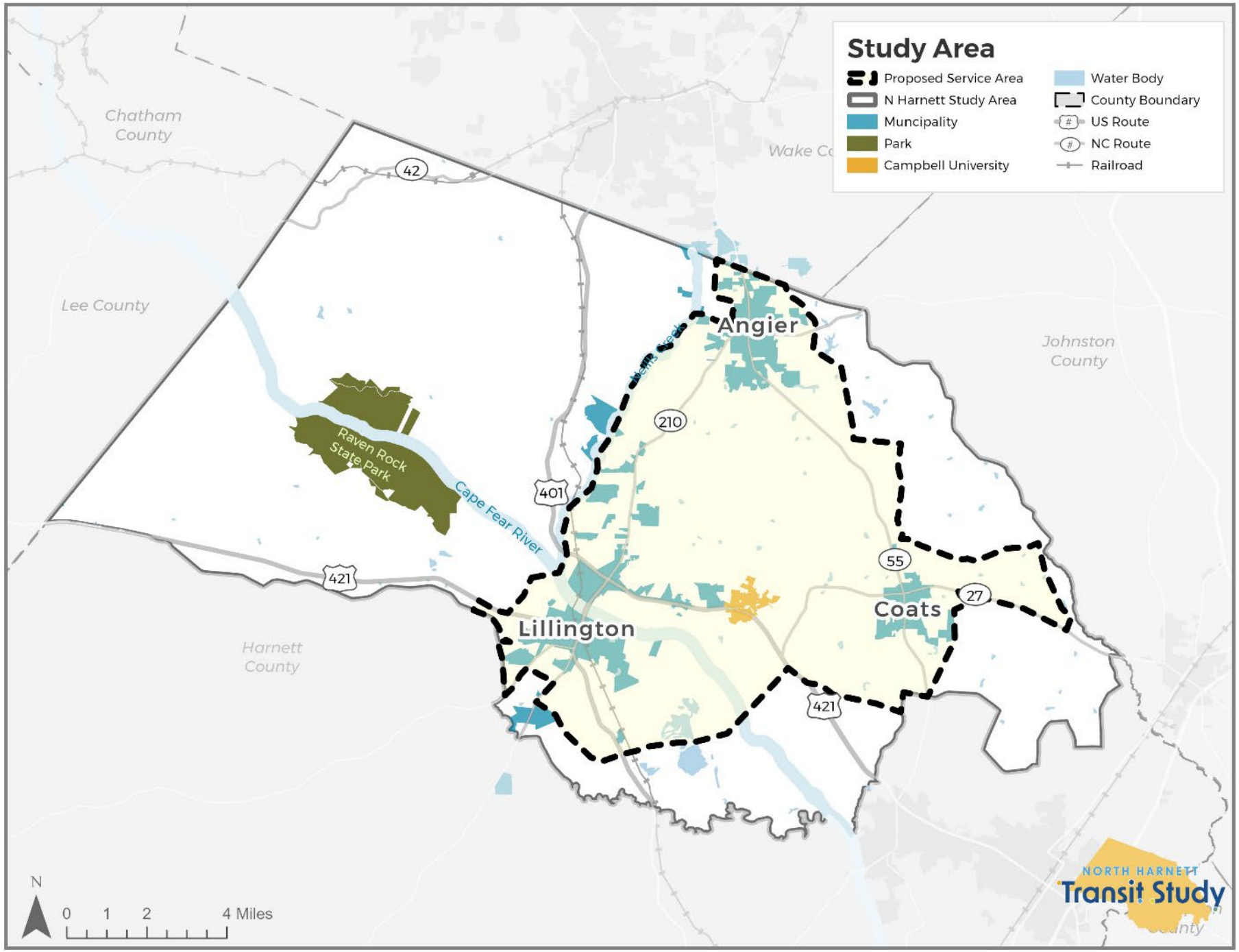


HARTS Ridership

- Covers high frequency origins and destinations of existing HARTS service

Transit Propensity

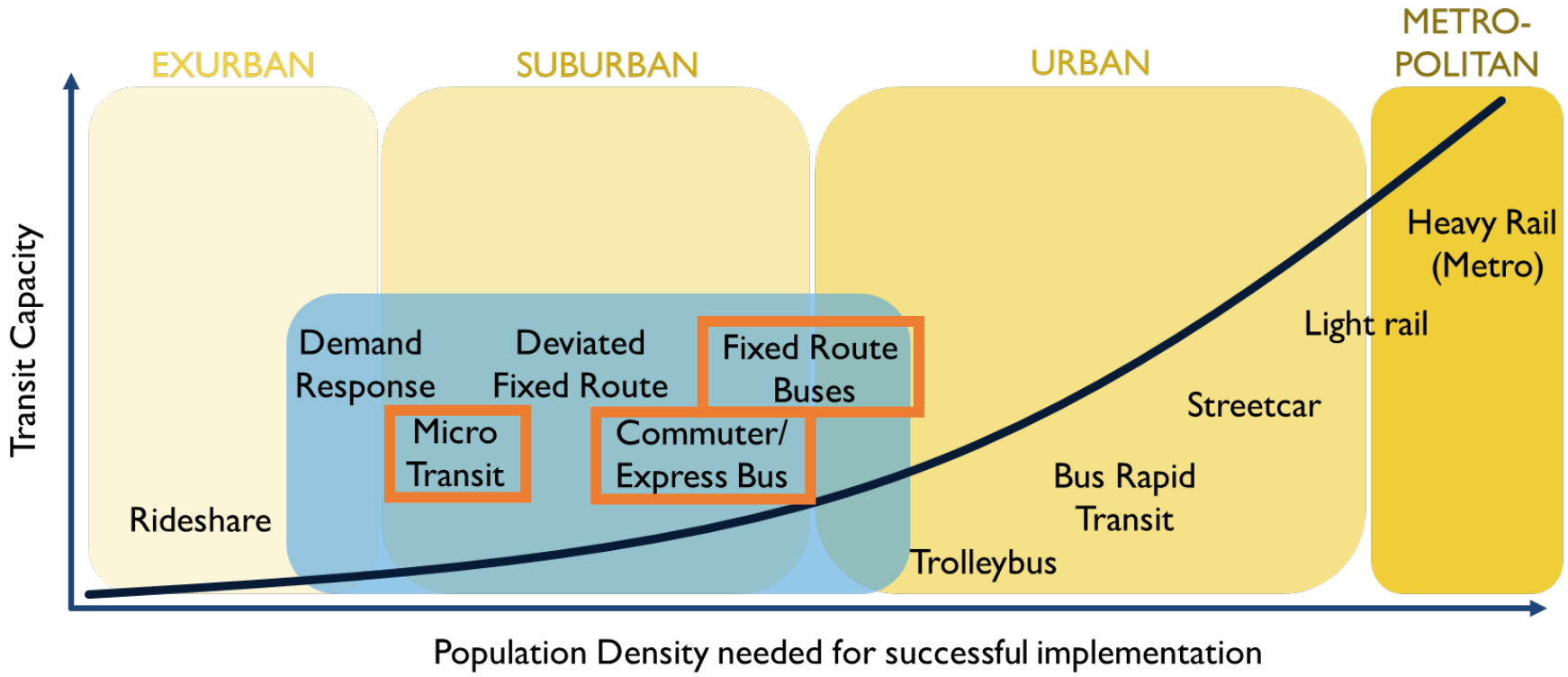
- Covers most areas where populations with higher dependency on transit are in higher concentration


Study Area
Proposed Service Area
N Harnett Study Area
Muncipality
Park
Campbell University
Water Body
County Boundary
US Route
NC Route
Railroad
Chatham County
Lee County
Harnett County
Johnston County
Wake Co
Angier
Lillington
Coats
Raven Rock State Park
Cape Fear River
42
210
401
421
55
27
N
0 1 2 4 Miles
NORTH HARNETT
Transit Study

Potential Service Types

Potential Service Types

1. Fixed Route
2. Microtransit
3. Senior Shuttle / Shopping Trip Route
4. Regional Fixed Route *(Connections to Other Transit Systems)*



1 – Fixed Route

Fixed Route

- Connects to key destinations with predetermined route / schedule / stops
- Passengers do not have to reserve a ride
- Often operated in higher density environments

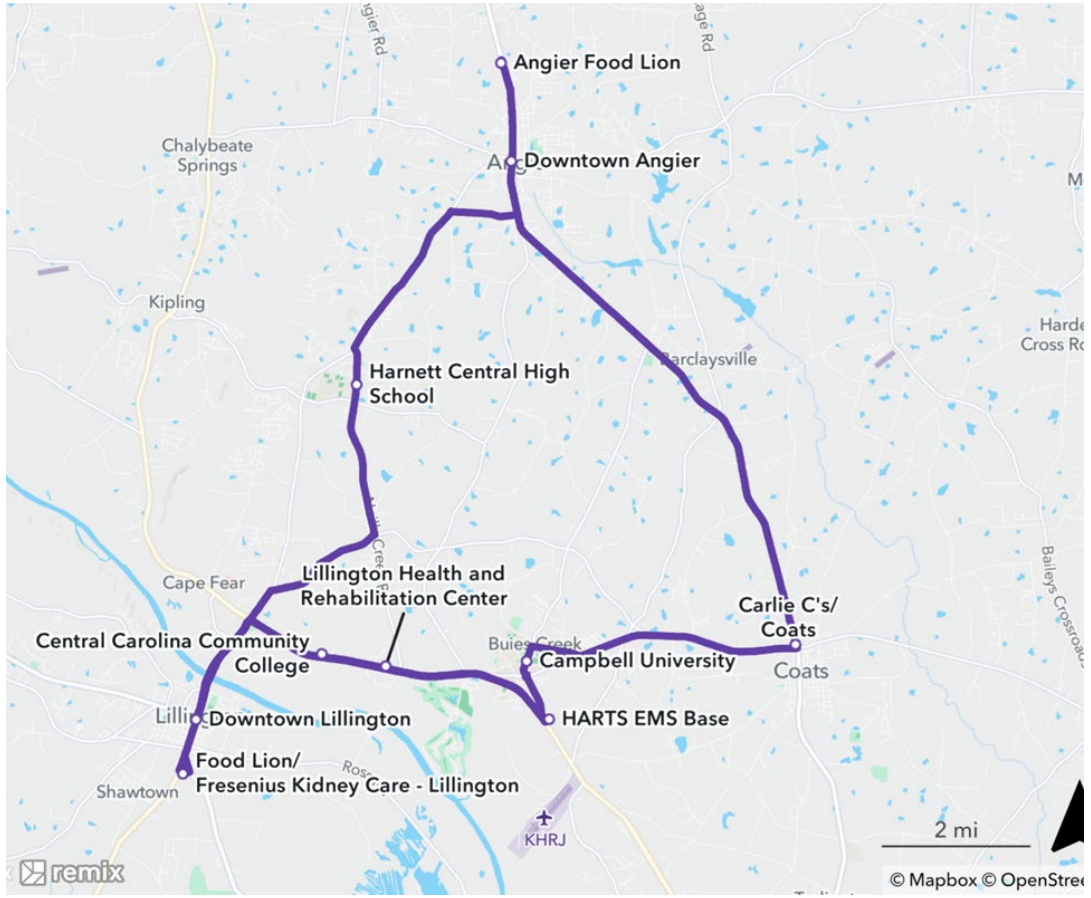


Benefits	Challenges
• Consistent timetable and routing; ease of understanding for passengers • No reservations needed • Provides connections to key destinations • No external operator required	• Predetermined destinations • Relatively low density may result in lower ridership • Some destinations may require passengers to walk/bike from the stop to their destination

1 – Fixed Route

Fixed Route Example

- Clockwise loop and counterclockwise loop operating hourly; providing 30-minute service
- Three vehicles
- $50 cost per hour
- 8:00am – 5:00pm annual cost ~$340,000
- 6:00am – 9:00pm annual cost ~$565,000



2 - Microtransit

Microtransit:

- Technology-enabled public transit service that provides shared on-demand transportation with dynamic routing and scheduling.
- Offers an alternative to fixed route and traditional demand response services
- Often provided in designated service area or zones where customers can request rides through a smartphone application, online web portal, or call center
- Customers may be picked up at their location and dropped off at their destination (curb to curb) or they may be asked to walk a short distance to their pickup/drop off location in order to maximize route efficiency.



2 - Microtransit

Three Primary Service Delivery Models:

- Software as a Service (SaaS)/Technology Acquisition
- Transportation as a Service (Taas)/Turnkey
- Separate Contracts

Benefits	Challenges
• Flexibility in destination choices • Limits distance people need to travel to access transit • On-demand rides • Can be more efficient than fixed route transit in low density areas • Smartphone application facilitates easy booking and ability to track ride	• Some passengers may not have access to or be comfortable using smartphone application • High operating costs • Longer wait times during peak hours

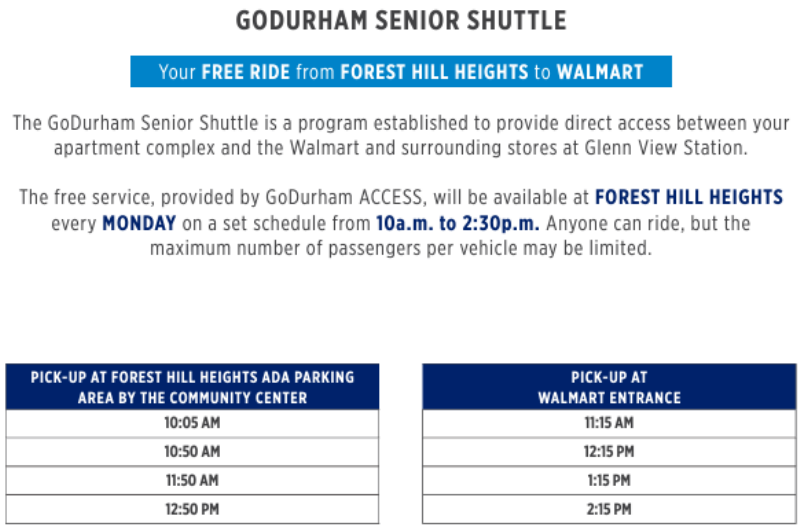
2 - Microtransit

	Wilson, RIDE	JCATS, Quickride	Morrisville, Smart Shuttle
Service Start	September 2020	March 2023 (Pilot)	October 2021
Reason for Microtransit	Replaced fixed route bus service.	Wanted to enhance existing service by providing riders with technology-based method of requesting rides in real time.	Alternative to fixed route service, which did not make sense due to the jurisdictional boundaries and development patterns
Service Delivery Model	Turnkey contract with Via	SaaS through existing scheduling software vendor, CTS Software	Software As a Service with Via; GoCary (with MV Transportation) provides vehicles and drivers
Fare	$2.50	$6.00	Free
Annual Ridership	156,887 (2022)	Over 12,000 rides from March 2023 – December 2023	11,122
Annual Operating Expenses	$1,609,052 (2022)	$715,000	$425,940
Cost Per Hour	$72.92	$50	$95.43

3 – Senior / Shopping Shuttle

Senior Shuttle / Shopping Trip Route

- Similar to fixed route with predetermined stops / schedule
- Often created with purpose of serving the needs of a specific population (i.e. Seniors or students) and connecting them directly to essential goods and services
- Routes often operate for shorter time periods during the day and may not operate every day of the week
- Passengers do not have to reserve a ride



GODURHAM SENIOR SHUTTLE

Your **FREE RIDE** from **FOREST HILL HEIGHTS** to **WALMART**

The GoDurham Senior Shuttle is a program established to provide direct access between your apartment complex and the Walmart and surrounding stores at Glenn View Station.

The free service, provided by GoDurham ACCESS, will be available at **FOREST HILL HEIGHTS** every **MONDAY** on a set schedule from **10a.m. to 2:30p.m.** Anyone can ride, but the maximum number of passengers per vehicle may be limited.

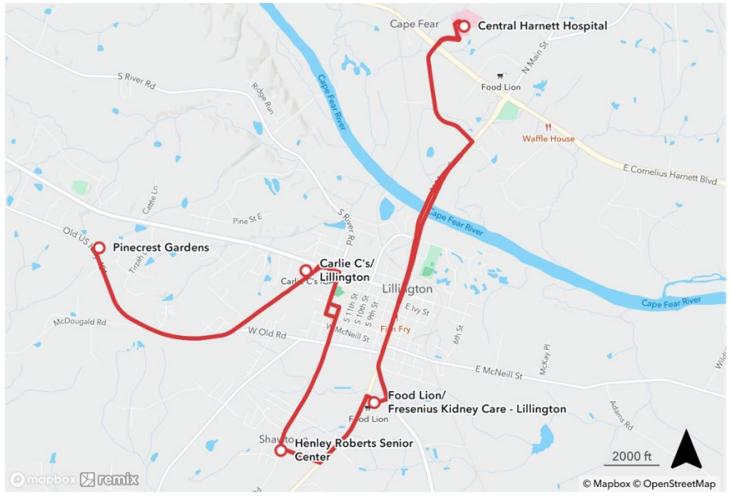
PICK-UP AT FOREST HILL HEIGHTS ADA PARKING AREA BY THE COMMUNITY CENTER	PICK-UP AT WALMART ENTRANCE
10:05 AM	11:15 AM
10:50 AM	12:15 PM
11:50 AM	1:15 PM
12:50 PM	2:15 PM

Benefits	Challenges
• Consistent timetable and routing; ease of understanding for passengers • Direct access to essential goods and services for seniors • No reservations needed • No external operator required	• Limited flexibility in destination choice for passengers • Limited connectivity to other parts of Harnett County • Relatively low density and limited locations may result in lower ridership • Limited ridership pool

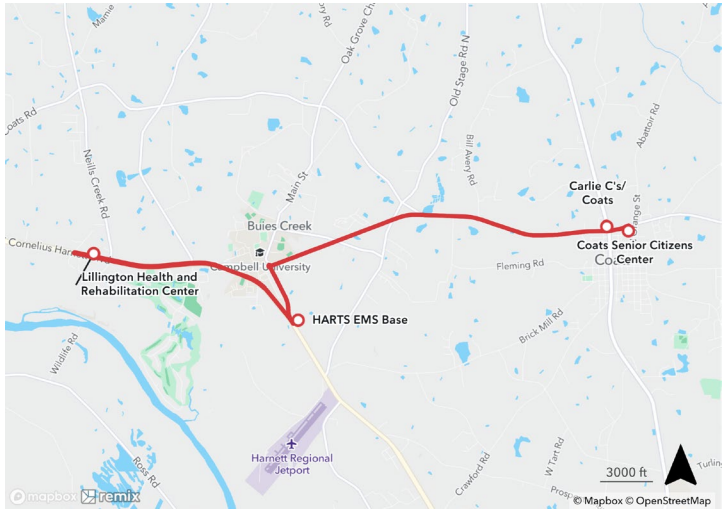
3 – Senior / Shopping Shuttle

Senior Shuttle Examples

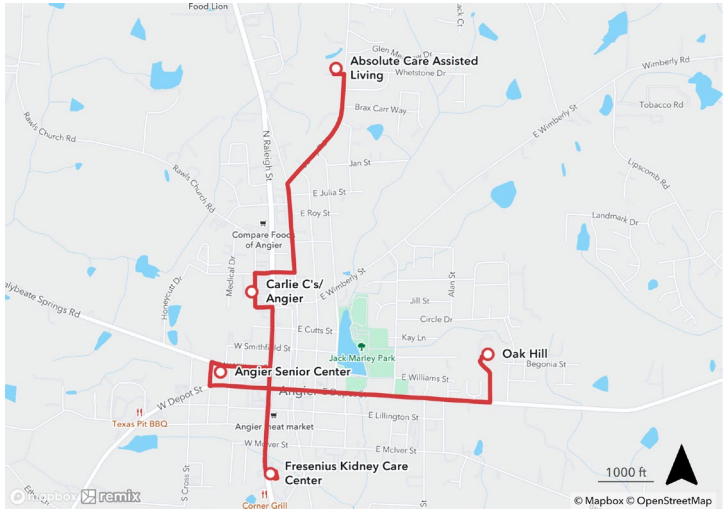
Lillington Shuttle



Coats Shuttle



Angier Shuttle



- Assumes 9:00am – 2:00pm service; one vehicle
- $50 cost per hour
- One route, one day a week annual cost: ~$15,000
- Each route, one per week annual cost: ~ $120,000

4 – Regional Fixed Route

Regional Connection to Other Transit Systems

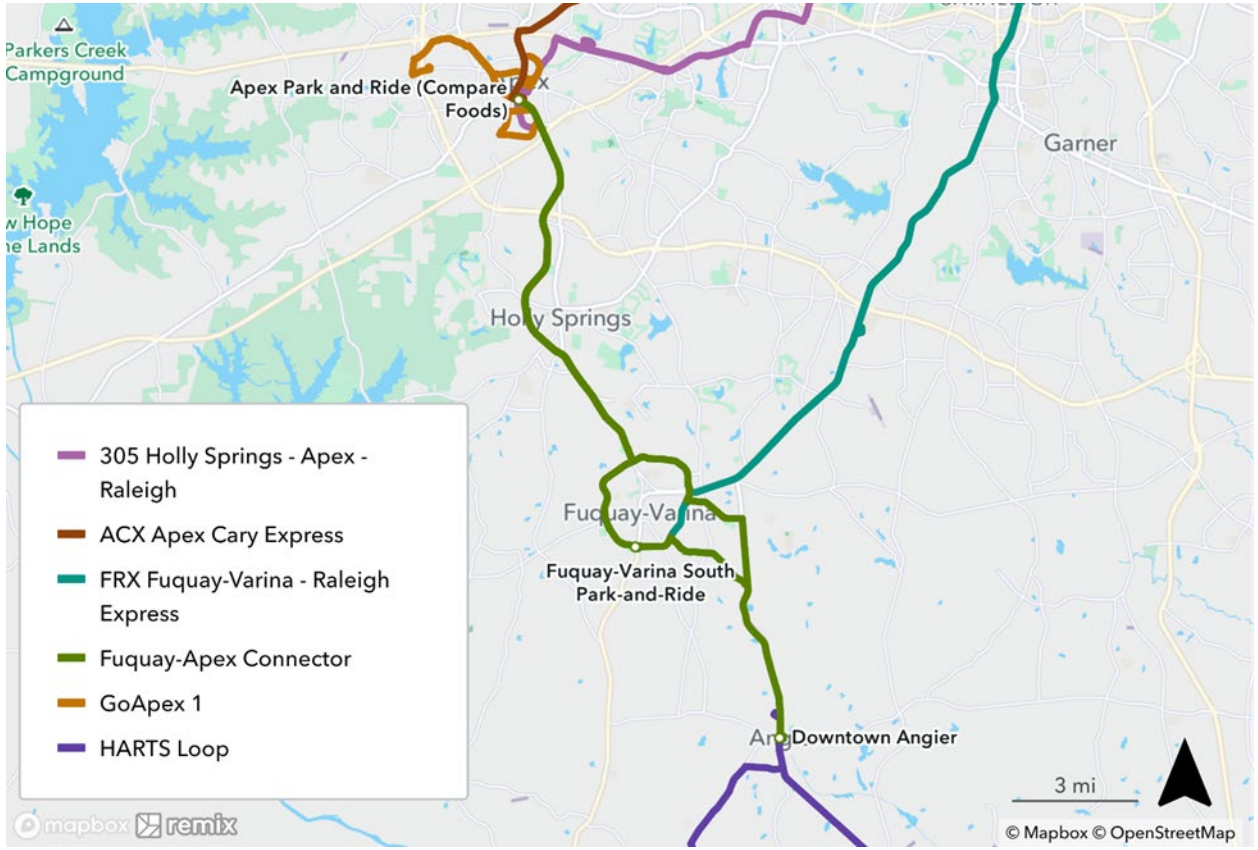
- Route focused on providing regional connections; connecting to other transit systems
- Predetermined route and schedule

Benefits	Challenges
• Consistent timetable and routing; ease of understanding for passengers • Access to other transit systems; regional connections • No reservations needed • No external operator required	• Relatively low density and limited locations may result in lower ridership • Limited ridership pool • Longer service hours required • Not a direct connection to regional destinations / employment centers • Limited number of trips per day

4 – Regional Fixed Route

Regional Route Example

- Service every 2 hours
  - Deviates to Fuquay-Varina Park & Ride during peak
- 6:00am – 8:00pm service
  - Needed to connect to GoRaleigh's FRX
- $50 cost per hour
- One vehicle
- Annual Cost: ~$175,000



Combined Comparison

Service Type	Operating Cost Estimates	Capital Costs	Potential Ridership	Implementation Effort	Service Area	Service Span	Frequency	Convenience / Flexibility	Public Input
Fixed Route	$$	$		✓	✓✓✓	✓✓	✓✓	✓✓	
Microtransit	$$$ - $$$$	$		✓✓ - ✓✓✓✓	✓✓✓✓	✓✓ - ✓✓✓	✓✓✓	✓✓✓✓	
Senior Shuttle	$	$		✓	✓	✓	✓✓	✓✓	
Regional Fixed Route	$$	$		✓✓	✓✓	✓✓✓	✓	✓	

 **Operational Preferences**

 **Service Type**

 **Community Benefit**

Envision Transit!

Before you answer the questions….

We're starting from scratch!

HARTS is an **on-demand service** which is working well for its mandate, but cannot be expected to cover transit needs beyond its current service

Near Term Vision!

Imagine this to be the **first step** towards a more complete transit system in Harnett County.

Residents' desires

The first round of engagement results show what the residents of the County are looking for in their transit service.

56% of survey respondents were very interested and somewhat interested in using transit.

Transit is a public service

Most transit agencies in the world are neither profit making, nor revenue neutral.

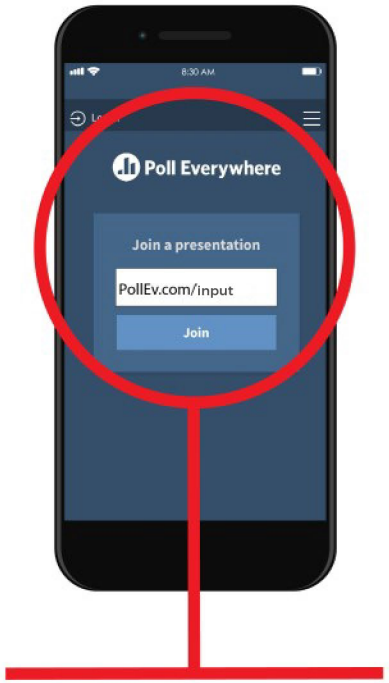
As a community expands, transit becomes an important service, just like fire and police services.

What is in a Feasibility Study Implementation Plan?

- ✓ **Service Area**
- **Decision on the type of service**
- **High level phasing plan (short-term and long-term)**
- **Planning-level capital and operating cost estimates**
- **Identifying potential funding resources**
- **Identifying potential options for local and regional coordination**

Three easy ways to join the conversation with PollEverywhere.

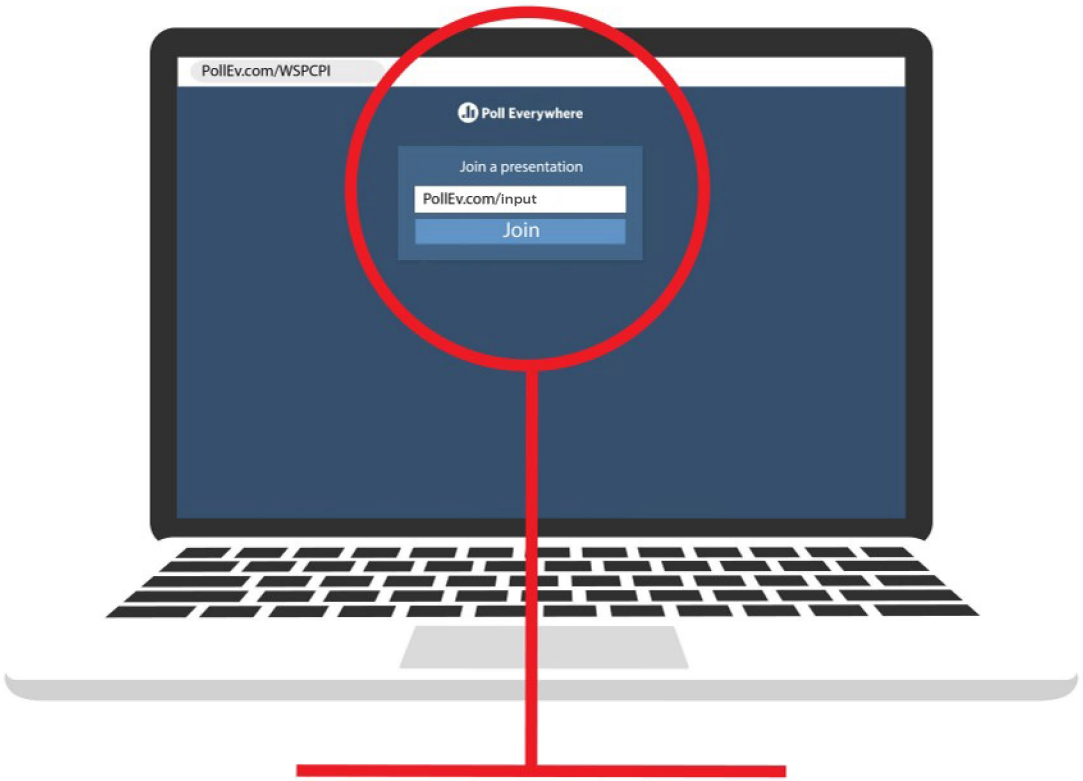
APP



Download the ***free*** PollEverywhere App and enter **INPUT** into the field reading: "**PollEv.com/username**"

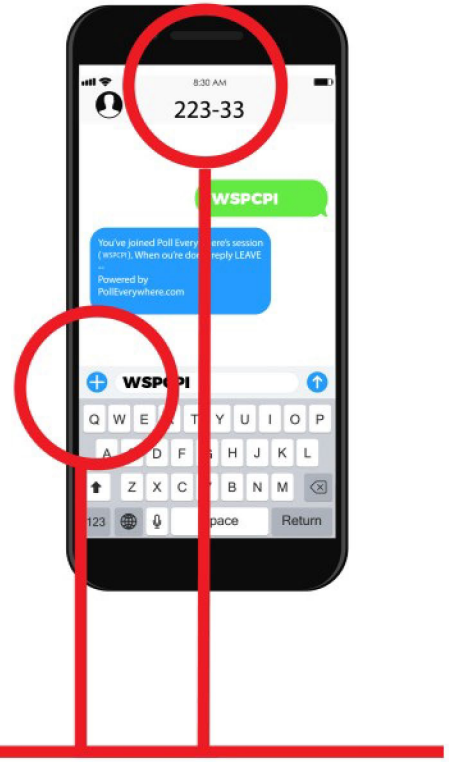
GET IT ON Google play | Download on the App Store

WEB



Go to **PollEv.com/input** to enter the poll via web browser.

TEXT



Text **INPUT** to 223-33 to enter the poll via text.

**not all questions are available via text*

Which service should be moved forward for implementation?

0

Fixed Route

Microtransit

Senior Shuttle / Shopping Trip Route

Regional Fixed Route

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

What are the reasons behind your ranking?

0

Nobody has responded yet.

Hang tight! Responses are coming in.

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Based on our conversation, please answer again - which service should be moved forward for implementation?

0

Fixed Route

Microtransit

Senior Shuttle / Shopping Trip Route

Regional Fixed Route

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Question #4

Is there any additional information you need to know from the public to finalize your decision?

0

Nobody has responded yet.

Hang tight! Responses are coming in.

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Next Steps

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

CTT and Focus Groups Meeting

2024. Sep - Nov

Evaluating Transit Service Options

Benefits, Budget, Tradeoffs, Hours, Potential Routes, etc.

CTT and Public Officials Workshop

Discuss and finalize service options, prepare for Public Engagement

2025. Dec - Feb

Public Engagement

CTT Meeting

Discuss outcomes of PE

TCC and EB presentation

Present service options and PE results

2025. Mar - Jun

Implementation plan and final report

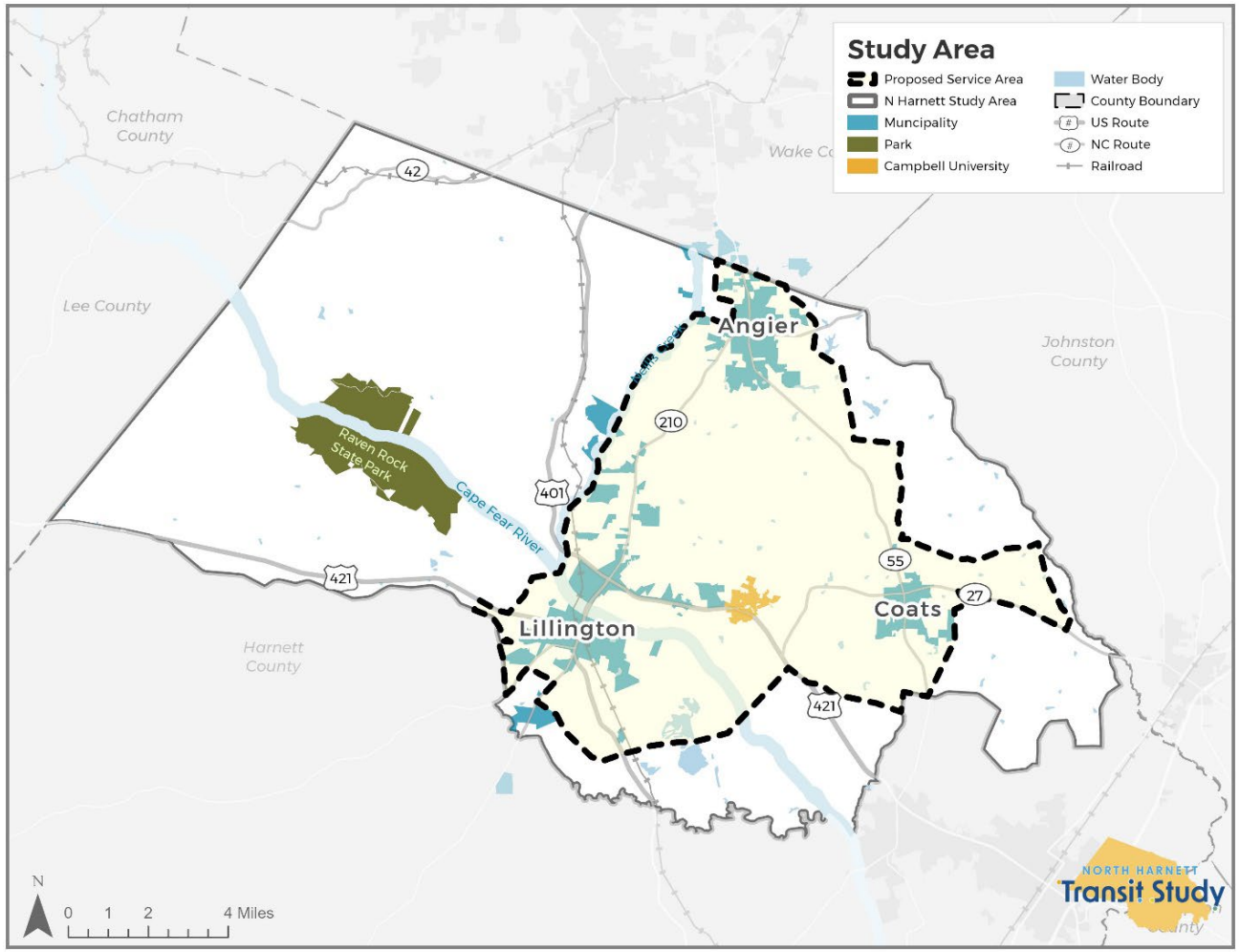
Steps, Phasing, Timeline

CTT, Public Officials, and Focus Groups

Present the outcomes of the feasibility study

TCC and EB presentation

Discussion


Study Area
Proposed Service Area
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NORTH HARNETT
Transit Study



Thank you

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North Harnett Transit Study

CAMPO TCC Update – March 6, 2025

NORTH HARNETT
Transit Study

Agenda

01. Timeline

02. Recap

03. Summary of Phase 1 Findings

04. Service Area Determination

05. Service Types Evaluation

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07. Public Engagement

08. Next Steps

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- Study area – Part of Harnett County within CAMPO boundary
- Study Goals - to determine transit-supportiveness in the area in two phases by…
  - ✓ **evaluating** travel patterns,
  - ✓ **educating** about different types of transit
  - ✓ **assessing** the community's and decision makers' desire for transit, and
  - – **combining** the demand with feasible transit service options
- Public Engagement
- Stakeholder Engagement
  - Core Technical Team
  - Public Officials
  - Focus Groups
  - HARTS Operators





Summary of Phase 1 Findings



There is demand for transit services with more connectivity and flexibility.



56% of survey respondents were **very interested and somewhat interested** in using transit.



Most respondents would use transit for **shopping, recreational, and medical trips**



Stakeholders recognized the need for **updated infrastructure** and **increased land-use density**



Travel patterns strongest between **Lillington and Angier**.
HARTS ridership strongest **near Lillington** and between **Lillington and Coats**.



Support from public and stakeholders to for **more enhanced local services** and **connecting to areas locally**.

Service Area Determination

Transit Propensity

+

Interzonal Trips

+

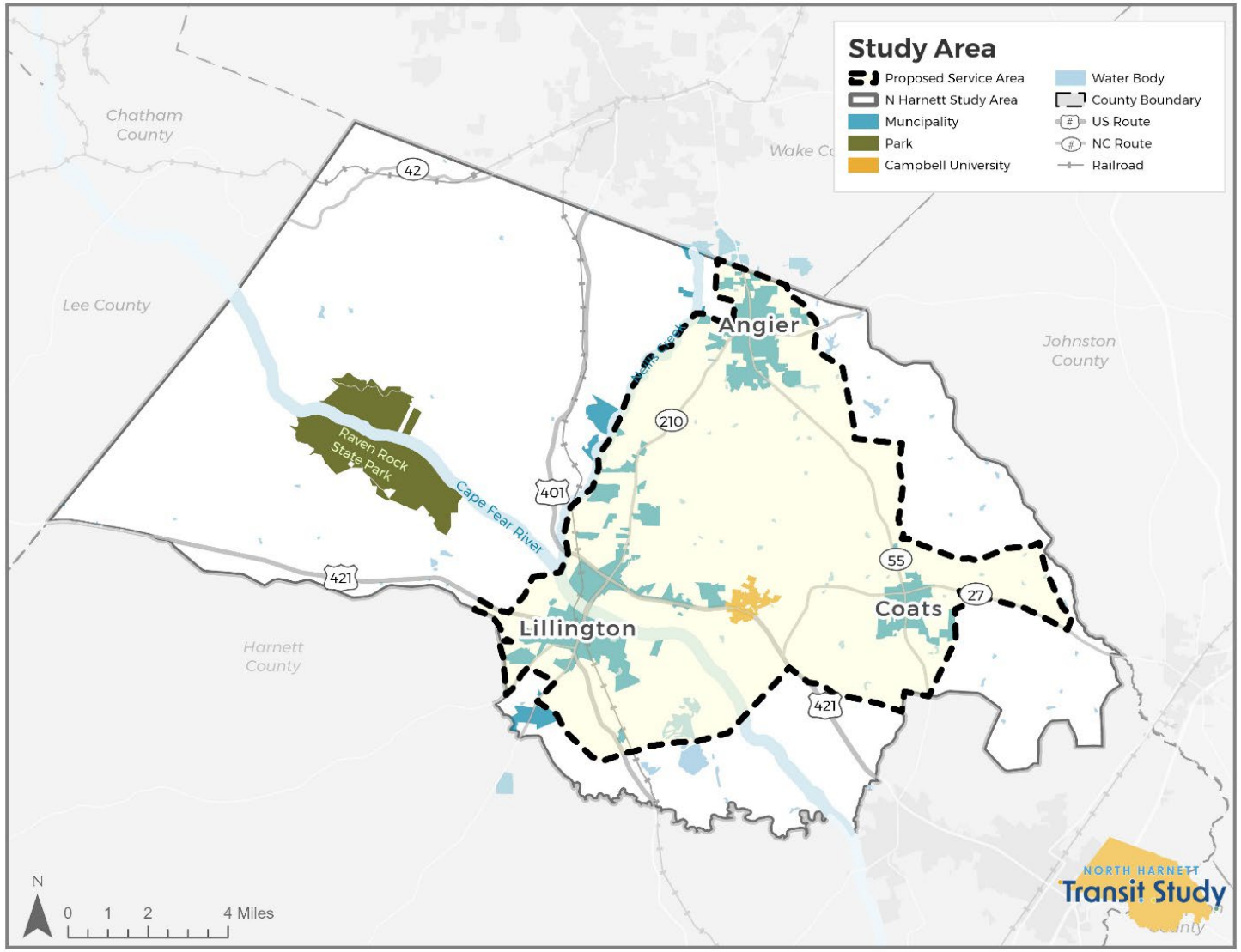
HARTS Ridership

+

Key Destinations

=

Proposed Service Area



Service Types Evaluation

Microtransit

- Flexible
- Multiple Service Delivery Models
- Recent successes in peer communities

Fixed Route

- Reliable
- Familiar Service type
- Needs additional infrastructure improvements

Senior Shuttle

- Targeted
- Shorter routes and time periods
- Serves different areas on different days

Regional Route

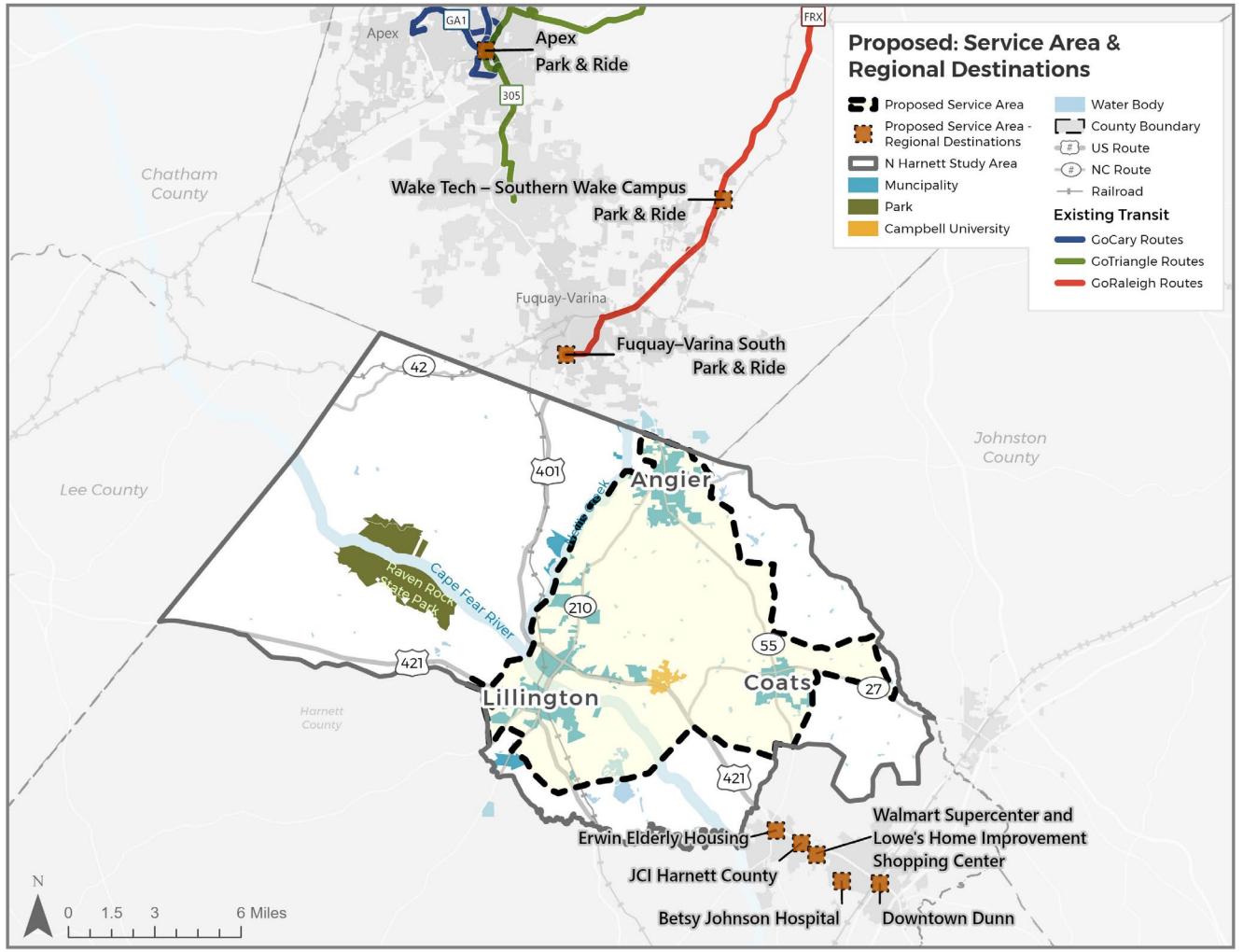
- Commuter based
- Connects to Regional networks
- Longer / sparser service

Service Type	Operating Cost Estimates	Capital Costs	Potential Ridership	Implementation Effort	Service Area	Service Span	Frequency	Convenience / Flexibility	Public Input
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Fixed Route	$$	$	🧍🧍	✓	✓✓✓	✓✓	✓✓	✓✓	👍 📍
Senior Shuttle	$	$	🧍	✓	✓	✓	✓✓	✓✓	♿
Regional Connection	$$	$	🧍	✓✓	✓✓	✓✓✓	✓	✓	👍 📍

Proposed Service

Microtransit with External Connections

- ✓ Flexible
- ✓ Scalable
- ✓ Combines aspects of other service types explored
- ✓ Does not need any fixed infrastructure (in the short term)
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- ✓ Connections to regional transit



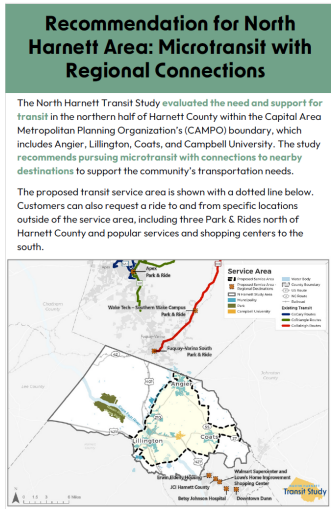
Public Engagement

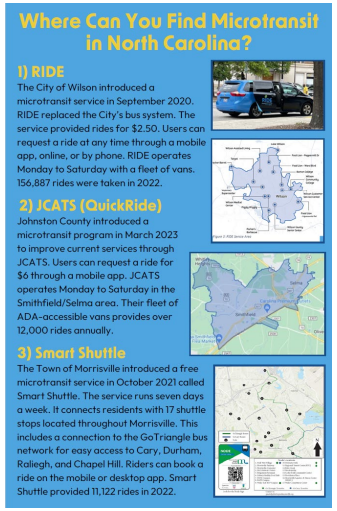
Through April

Education Campaign around Microtransit

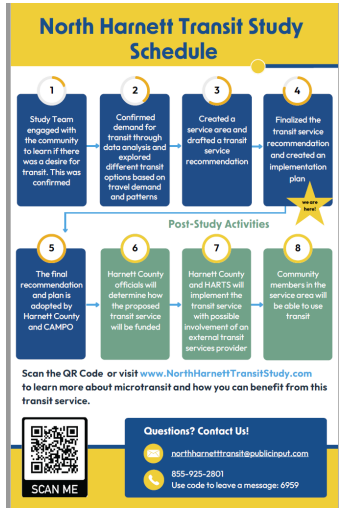
Booklet includes →

- Introduction
- Benefits
- Examples
- How would different residents use the service
  - Working population
  - Students
  - Older Adults
- Overall schedule

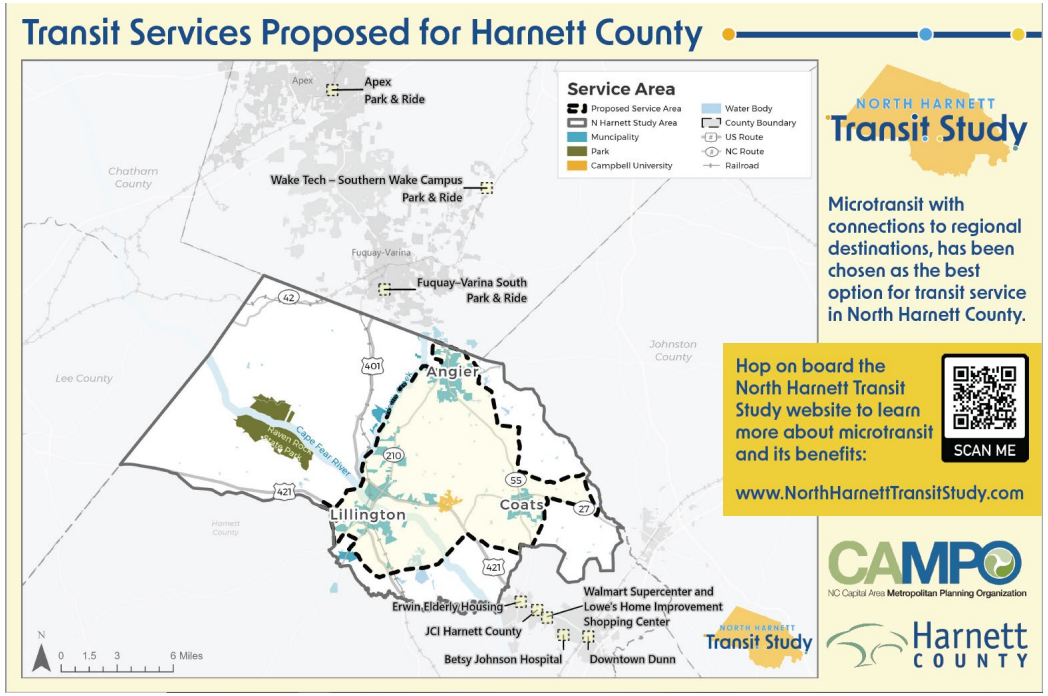








Popup Display Board



Next Steps

March -April



Public Engagement



Implementation Plan

April



Stakeholder Engagement



Final Report

June



TCC and EB Presentation



Thank you

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NC Capital Area Metropolitan Planning Organization

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North Harnett Transit Study

CAMPO Executive Board Update – March 19, 2025

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Service Area Determination

Transit Propensity

+

Interzonal Trips

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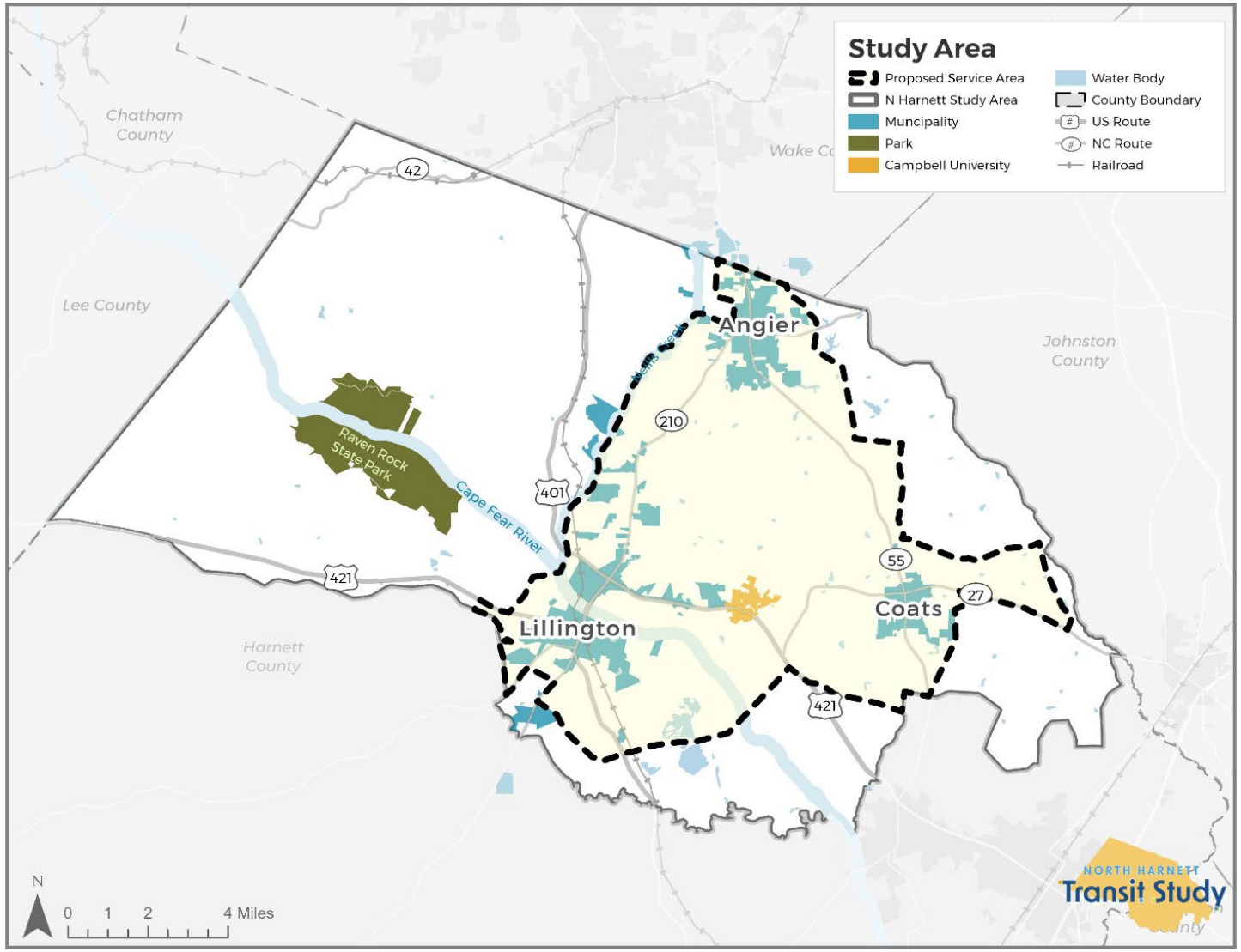
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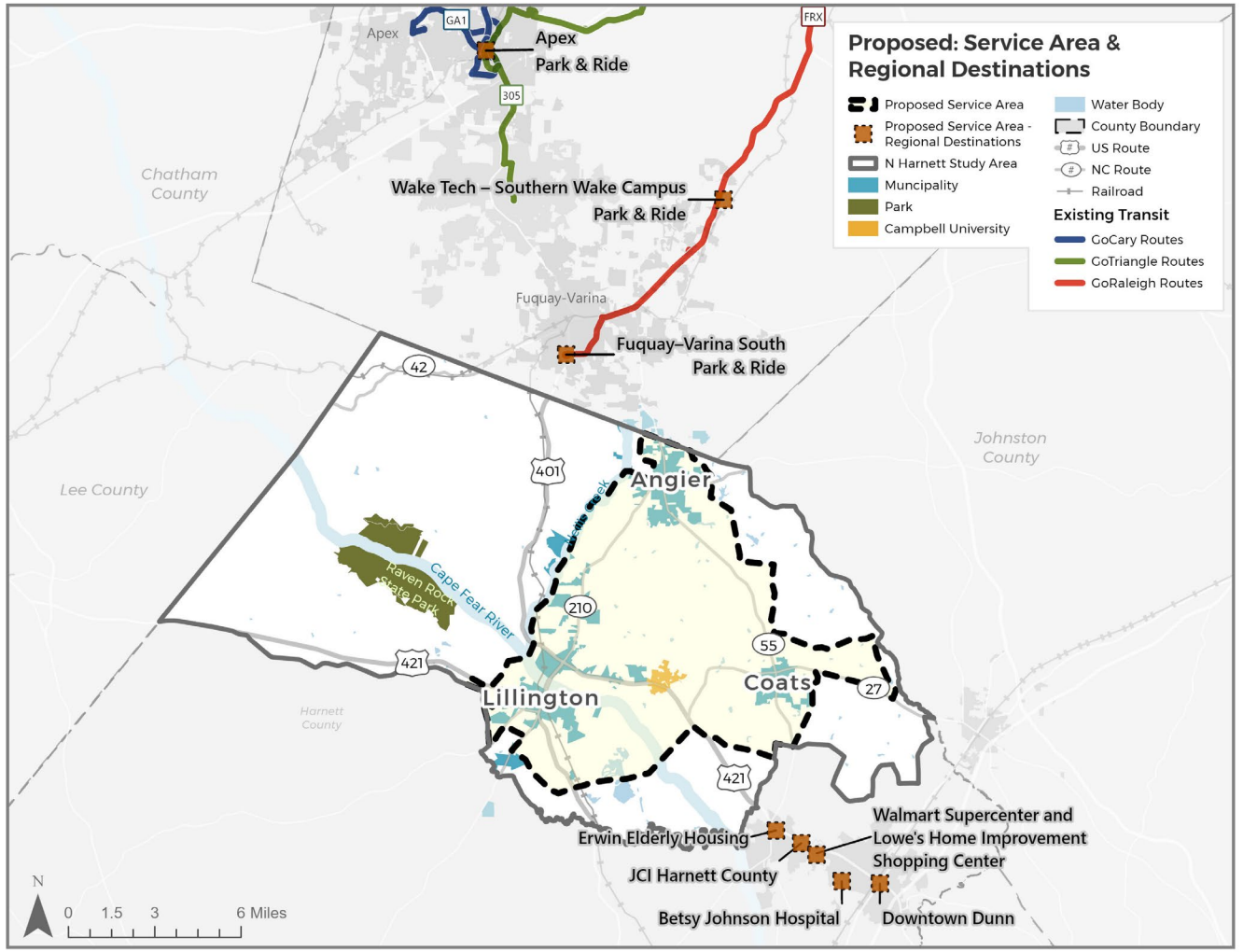
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Fixed Route	$$	$	🧍🧍	✓	✓✓✓	✓✓	✓✓	✓✓	👍 📍
Senior Shuttle	$	$	🧍	✓	✓	✓	✓✓	✓✓	♿
Regional Connection	$$	$	🧍	✓✓	✓✓	✓✓✓	✓	✓	👍 📍

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- ✓ Connections to regional transit



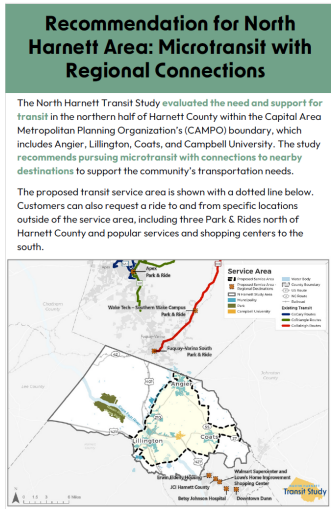
Public Engagement

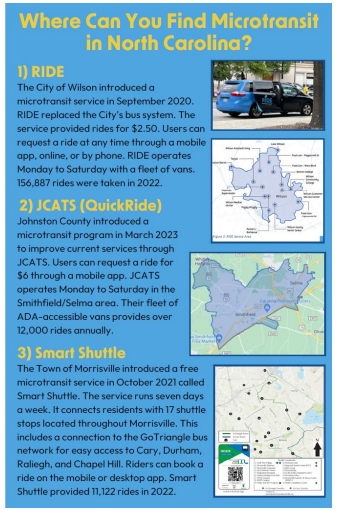
Through April

Education Campaign around Microtransit

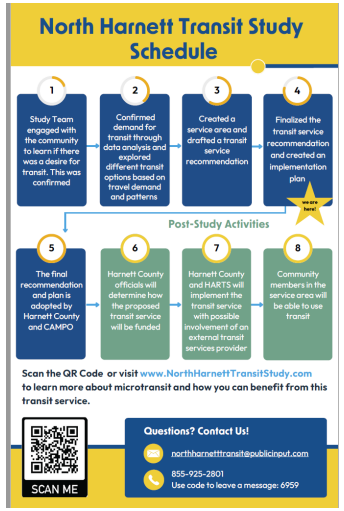
Booklet includes →

- Introduction
- Benefits
- Examples
- How would different residents use the service
  - Working population
  - Students
  - Older Adults
- Overall schedule

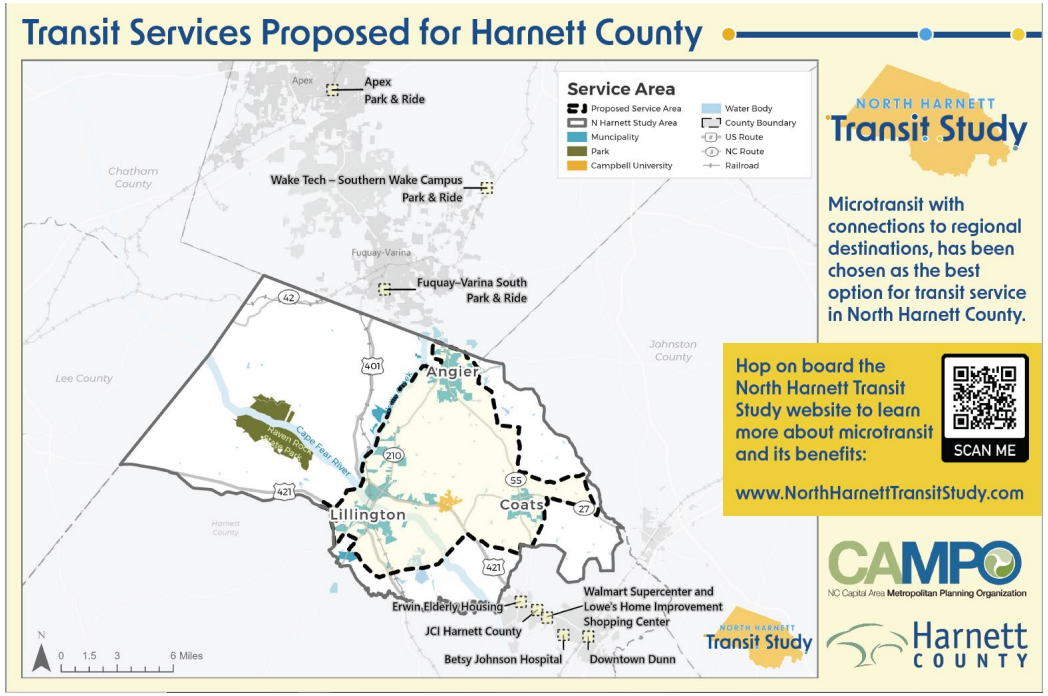








Popup Display Board



Next Steps

March -April



Public Engagement



Implementation Plan

April



Stakeholder Engagement



Final Report

June



TCC and EB Presentation



Thank you

CAMPO
NC Capital Area Metropolitan Planning Organization

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wsp

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NW HARNETT COUNTY TRANSIT STUDY

MEETING MINUTES

Core Technical Team and Public Officials Meeting 6

DATE: April 28th, 2025, 2:00 PM

MEETING LOCATION: 455 McKinney Pkwy, Lillington, NC 27546, Room 103A

SUBJECT: NW Harnett County Transit Feasibility Study CTT and Public Officials Meeting 5

ATTENDEES

Name	Organization	Name	Organization
Will Bratton	Campbell University	Shelby Powell	CAMPO
Jacob Irving	CAMPO	Alyssa Garcia	Mid-Carolina Regional Council
Eric Truesdale	Harnett County	Mike Morrow	Harnett County
Snow Bowden	Town of Erwin	Coley Price	Harnett County
Suvir Venkatesh	CAMPO	Sarah Arbour	Harnett County
Desiree Patrick	Harnett County	Barry Belvins	HARTS
Brad Abate	Harnett County	Bonnie Parker	CAMPO
Brent Trout	Harnett County	Landon Chandler	Town of Lillington
Philip Hart	NCDOT	Shivang Shelat	WSP
Leah Weaver	WSP	Kelsey Peterson	WSP
Sarah Kear	WSP		

Meeting Highlights

Shivang Shelat began the meeting and recapped the purpose of Phase 1 and 2. Phase 1 determined transit is feasible in the County. Phase 2 determined the service area, explored transit service options, and found microtransit with regional connection is the best fit. Since then, the team has worked on the implementation plan and strategy.

1. **Phase 2 Public Engagement**

Ms. Bonnie Parker went over the Phase 2 public engagement. Bonnie noted the importance of community relationships and connections during the project. The focus for Phase 2 was to share information and general education on the recommendation since its hybrid: microtransit with regional connections. There were 154 survey respondents during Phase 2.

Additionally, during Phase 2 there were four engagement events and an update on the transit study website.

The four engagement events included: lunch and yoga pop-up with seniors in Coats; Campbell University pop-up to engage with students and staff; pop-up at the Groves at 421 Apartments in Lillington; and a pop-up at the Angier Easter Egg Hunt. At the Easter Egg Hunt, a lot of people stopped by and gave out lots of bookmarks.

Outreach included having easels and poster boards with information, distributing print materials at the libraries, community centers, and the County's human services. Social media posts and reels went out of Facebook, Instagram, and X at the project and recommendations. Also put out a post on NextDoor. CAMPO paid for ads on Facebook, Instagram, and Google. Used the Daily Record for print and digital ads.

Bonnie spotlighted the microtransit trifold with information about microtransit and the different types of users that the service could be beneficial for. The trifold was designed such that Harnett County can continue to use the materials after the completion of this study.

The online survey asked if the recommendations are a good way of providing mobility choices to the community. 69 percent responded 'yes.' 11 percent were not interested and Bonnie noted that that percentage amount was not surprising. Of the 20 percent that responded as 'not sure' Bonnie noted the need for additional community involvement and education.

Bonnie thanked HARTS for educating drivers and heard about their efforts through riders. Bonnie also thanked Harnett County for distributing materials, Lillington for their social media and webpage, Desieree for sending out the email blasts and including it on the County's homepage, and Angier for their Elected Officials support for the survey and engagement effort as well as their active chamber of commerce.

Leah Weaver went over questions asked during Phase 2 that can be answered right now and will be added to the website's additional FAQ. The questions are listed below.

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?

- Drivers will undergo background checks and regular training, including customer service and emergency response.
- Vehicles will be subject to regular inspections and maintenance to ensure safe operation.
- Uniformed drivers and marked vehicles will enhance passenger confidence.

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 depend 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.

Positive comments included how microtransit will create connections to low-income areas, medical care areas, provide connection for seniors, alleviate congestion, create more jobs, and is a good alternative to the current transit system.

Critical comments included making improvements to pedestrian infrastructure, fixing the HARTS system first, microtransit does not feel scalable, broader input needed, Campbell University demographics differ from the rest of the community, and concerns about wait times.

Leah then highlighted questions asked but cannot be answered until service is implemented. The questions are listed below.

- How will this service be implemented after the study and how long will it take?
- How will the service be funded?
- What will be local obligation?
- What are the cost differences between microtransit, and standard rideshares for users?
- What will be the operating hours?
- How many buses?

Leah asked if there were any additional questions. Shivang added that there are three categories of questions: the rationality of the project and the actual operations of service. The second category will be addressed with the service provider. The third category of comments include comments like 'we don't want this' which cannot be addressed.

Ms. Desiree Patrick asked when the implementation is planned to begin. Shivang replied that there is no start state. The report will include where it is in the overall process with the next steps being implemented.

2. **Service Type Evaluation**

Shivang went over the four service types evaluated: microtransit, fixed route, senior shuttle; and regional route. Evaluation occurred in November. The proposed service would be microtransit with regional connections.

3. **Proposed Service**

Kelsey presented on the proposed service of microtransit with regional connections to Wake County Transit. The Fuquay-Varina route is changing so that the route ends at Wake Tech. The connection points will be finalized with the service provider. The study recommends curb-to-curb service so there is no need for additional infrastructure. Highlighted that key spots can be created to use a fixed route in the long-term future. Microtransit is scalable because you can add and end service points without changing the service area.

Bonnie added that her and Shivang were at a talk about Greenville's citywide microtransit. At first they had a corner-to-corner microtransit but there was no infrastructure available for residents to safely use the service. Changing to curb-to-curb was better for residents and only added one minute to wait time. The recommendations for the County are based on the best practices to ensure being more successful at the start.

4. **Implementation**

Kelsey presented the implementation plan and the different factors that will need to be considered throughout the process. The study recommends software as a service delivery model. This would allow HARTS to leverage existing resources, like vans, to operate the service. The vendor would supply the software – scheduling service, app and interface, and the driver interface.

Span of service is recommended to start with existing hours of operation. Can be scaled up if there is demand for evenings and weekends during a pilot program. Higher demand also makes a better case for funding. It is a lot easier on public perception to add service rather than to end service.

Comparable services in North Carolina have waiting time targets between 15 and 30 minutes.

Trips are typically booked through an app. The County should consider how trips could be booked without an app. NC peers mostly have a call center and can book through a website portal as well.

Need to consider if the fare structure will be similar to HARTS. Similar service in NC ranges from free fare to $6.00 a ride each way. Payment typically happens through the app, but alternatives can be available to those who cannot use the app.

The Important part of implementation is funding. Many studies in NC started as a pilot study using federal discretionary funding. Local funding is needed to sustain the service long term. Some studies used state funding, but it is limited, formula funding. Local and county are funding large source funding for microtransit services in the state.

In terms of capital and operating costs, using HARTS vehicles and facilities will minimize capital cost. Vendors have a one-time installation fee for technology. High-level operating costs between the three scenarios based on vehicles allotted are $562,000 (3 vehicles) to $937,000 (5 vehicles). If put cost into monthly household ($2.53 - $4.22) or per person cost, ($0.94 0 $1.57) the cost is not that big.

5. **Phased Implementation Plan**

Kelsey then presented on the Phased Implementation Plan. Pre-pilot would happen over the next two years. This would include developing branding to distinguish it from other services, identifying funding, procuring a vendor, and identifying Key Performance Indicators (KPIs) to determine the success of the pilot program.

The pilot study would happen in year 3. This includes launching the pilot program, conducting public outreach to promote service, monitoring the KPIs to determine if the service should become permanent.

Year 4 would include transitioning to permanent program. This includes considering additional expansion and changes from the pilot program, identifying additional capital or operating needs as well as needed funding, and continuing the monitor service against KPIs.

6. **Next Steps**

Shivang went over the next steps which include presenting the plan at the Harnett County Work Session and getting approval and endorsement, presenting at the CAMPO TCC and Executive Board getting CAMPO endorsement to conclude the study. Planning the conclusion of the study by the end of July.

Shivang highlighted the study's benefits, opportunities, and challenges. Microtransit is very well suited for the area and offers curb-to-curb service. Shivang noted that Bonnie has heard excitement for microtransit during her interactions with the public at the popup events. There is success in peer communities who are finishing their first or second year of microtransit service. There is the potential for high ridership to evolve into fixed-route transit.

Challenges include the lack of consistent funding like there is for roadway. There is a need for conversations about local funding and larger conversations about consistent transit funding

from the state. The County needs to understand that transit is not revenue neutral; no other transit agency has a neutral budget, and it shouldn't be accepted in Harnett.

Recommendations for local funding potential for a transit tax that would provide funding.

Shivang noted that the recommendations would help increase economic participation of those that are low-income, from car-deficient households, or for people who cannot drive.

Ms. Shelby Powell thanked everyone for attending and sticking with the project. Shelby is confident in the team's finding a feasible way to deliver transit with lots of interest and excitement. The fact that there are lots of questions means that people are thinking about it. Local funding and political support are needed, and CAMPO is here to help and assist with finding out sources. Shelby brought up creating a peer discussion with Barry Blevins to learn from other municipalities and hear their lessons learned and successes. Shelby added that CAMPO is happy to work with FAMPO to ensure their transit feasibility process is consistent with inputs and outputs of this study.

Barry noted that HARTS is excited about microtransit, and it is exciting to see people excited about transit. Even HARTS riders discuss it. HARTS does have the software needed to implement and has vehicles that could be used in the next couple of years. Microtransit is flexible and riders use it to reduce the present load on HARTS. Barry considers microtransit pandora's box because once the community begins to use it the demand can't be shut off. It will fix the issues that Uber is not available in this area. Shelby added that every time she drives through Harnett there is a new subdivision and with new people moving to the area it's important to keep the excitement for microtransit going.

Barry also noted that Harnett is still at the top of the list of receiving funding from NCDOT. HARTS is also excited about FAMPO starting a similar plan.

Bonnie asked the group if they raise their hands if the recommendations make sense and if they feel a sense to work on it. The majority raised their hands. Bonnie asked if anyone thought it was too much of a lift. Mr. Landon Chandler responded that in the 1980s he worked at a municipality with microtransit and is curious about how much is needed to the reach for the entire county. Acknowledged the study looking at just the northeast but noted that other areas have needs to. Practicality is what he is worried about. Bonnie replied that Greenville, the NC peer, is performing at its peak using microtransit. Its service area is on the city's border and will not move out of that boundary into the county to not diminish the service even though the County would like the service.

Mr. Mike Morrow stated that microtransit is prevalent in the town and not so much in the County. Asked if there is a microtransit example that is county-wide. Will regional partners

buy in and support what we have going forward? If the trip is to the park-and-ride in Wake County who generates money from the trip? Shelby responded this would be determined in the implantation plan. Shivang added that the longest internal travel is 15 minutes. The majority are shorter, flexible trips. The idea is to address those short trips but there are ways to limit county border travel in the contract such if moving to another zone to decrease deadhead travel.

The meeting concluded.



CTT and Public Officials Meeting

Apr 28, 2025

NORTH HARNETT
Transit Study

Recap

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Dec

Evaluating Transit Service Options

2025. Jan - Mar

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Apr - Jun

Implementation plan and final report

TCC and EB presentation

Phase 2
Public Engagement

154+ Survey Respondents for Phase 2

4 Engagement Events

Update of Website Content:
www.NorthHarnettTransitStudy.com

Shared Recommendations
Educational Content on Microtransit

Outreach and Promotion



Engagement Events and Outreach



Events

- Lunch and Yoga at Coats Senior Center Pop-up – 4/9
- Campbell University Student Union Pop-up – 4/10
- The Groves at 421 Apartments in Lillington – 4/10
- Angier Easter Egg Hunt & Spring Fling – 4/13

Outreach

- Easel & Poster board at Angier Chamber's Community Yard Sale
- Materials distributed to all libraries and community centers, as well as County human services
- Social media posts and reels on Facebook, Instagram, X, Nextdoor
- Ads for reels on Facebook, Instagram, Google
- Print and digital ads with *The Daily Record*

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, Raliegh, 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.



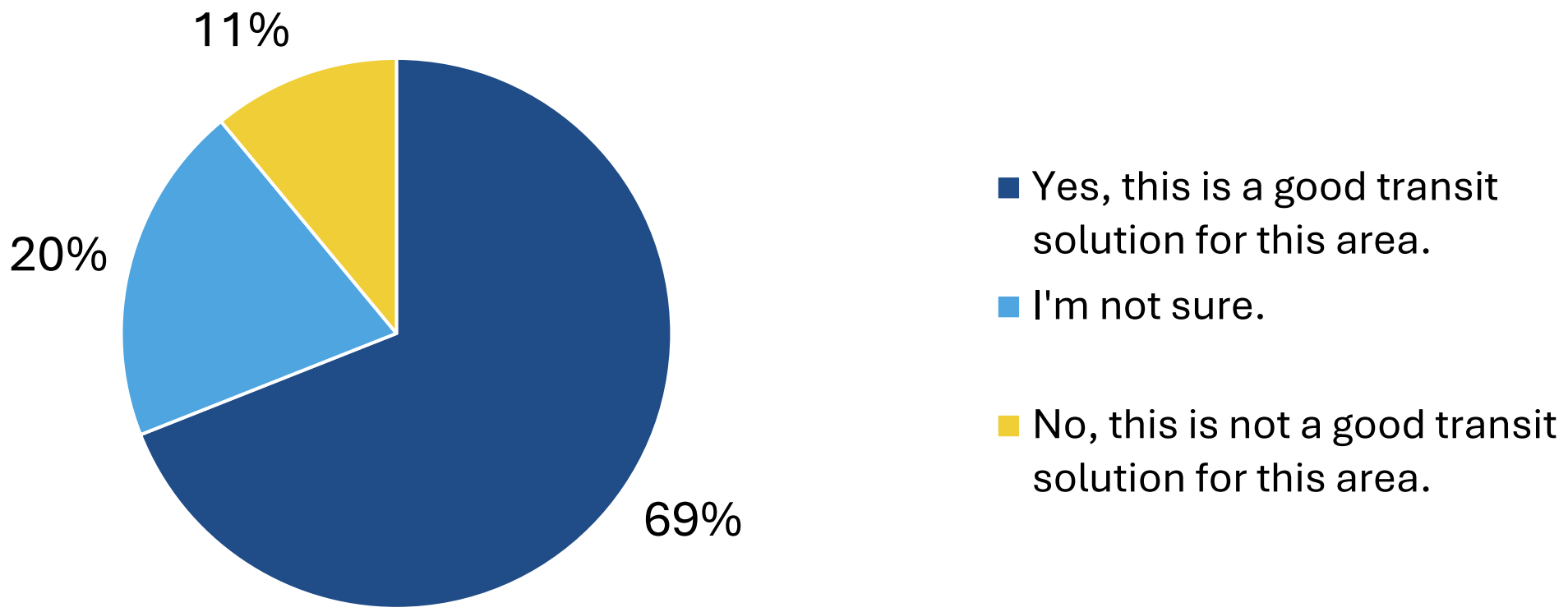


Emily is a single parent. Her son has soccer practice and music lessons on the weekends. Emily could use the **direct service** to get between **different destinations**. **Microtransit** would make her weekends less stressful because she would not have to worry about fixed bus schedules.

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

Transit Support – Phase 2 Public Engagement Results

Is this a good way of providing mobility choices to the community?



Transit Support – Phase 2 Public Engagement Results

Do you have any questions or comments about the recommendation of Microtransit with Regional Connections?

Questions:

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.

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Transit Support – Phase 2 Public Engagement Results

Do you have any questions or comments about the recommendation of Microtransit with Regional Connections?

Questions:

What safety measures will be implemented to make microtransit more appealing than rideshares?

- Drivers will undergo background checks and regular training, including customer service and emergency response.
- Vehicles will be subject to regular inspections and maintenance to ensure safe operation.
- Uniformed drivers and marked vehicles will enhance passenger confidence.

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.

Transit Support – Phase 2 Public Engagement Results

Do you have any questions about this study, or want to provide any general comments?

Questions:

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.

Transit Support – Phase 2 Public Engagement Results

Positive Comments:

- Create connections throughout Harnett County:
  - Low-income areas like Erwin, Dunn
  - Fuquay Varina for seniors
  - Western Harnett County
  - Hospitals/Doctor offices
- Microtransit and buses will help alleviate congestion in Northwest Harnett, Angier, and U.S. 401.
- Ensure accessibility for Spanish speakers.
- This will create more jobs.
- There is a need for subsidized and free transit for seniors, students, people with disabilities, and those with a criminal history.
- Provide storage for wheelchairs, strollers and bikes.
- Good alternative to the current transit system.
- Contact Amtrak to construct a station in Fuquay Varina and Lillington.
- This study was a good idea.
- Transportation is vital in this part of Harnett County, especially for seniors.
- Microtransit will be a good asset for Harnett County.

Transit Support – Phase 2 Public Engagement Results

Critical Comments:

- Make improvements to pedestrian infrastructure within service area
- Fix the existing HARTS system first, including expanding hours of operation.
- Microtransit does not feel scalable as the county grows.
- Broader input is needed on this recommendation, including from those who do not access information electronically.
- Campbell University's demographics which are suited for microtransit differ from rural Harnett County.
- Lowes is not a realistic rideshare destination; funds are better used for roadway construction or building commercial shopping centers in Lillington, Erwin, Buies Creek, and North Harnett.
- Waste of money.
- North Carolina State Historic Preservation Office needs more detailed plans to comment.
- Concerns about long wait times due to connections to regional destinations.

Transit Support – Phase 2 Public Engagement Results

Public Questions for the Future:

- **How will this service be implemented after the study and how long will it take?**
- **How will the service be funded?**
- **What will be local obligation?**

- **What are the cost differences between microtransit, and standard rideshares for users?**
- **What will be the operating hours?**
- **How many buses?**

Other questions?

Service Types Evaluation

Microtransit

- Flexible
- Multiple Service Delivery Models
- Recent successes in peer communities

Fixed Route

- Reliable
- Familiar Service type
- Needs additional infrastructure improvements

Senior Shuttle

- Targeted
- Shorter routes and time periods
- Serves different areas on different days

Regional Route

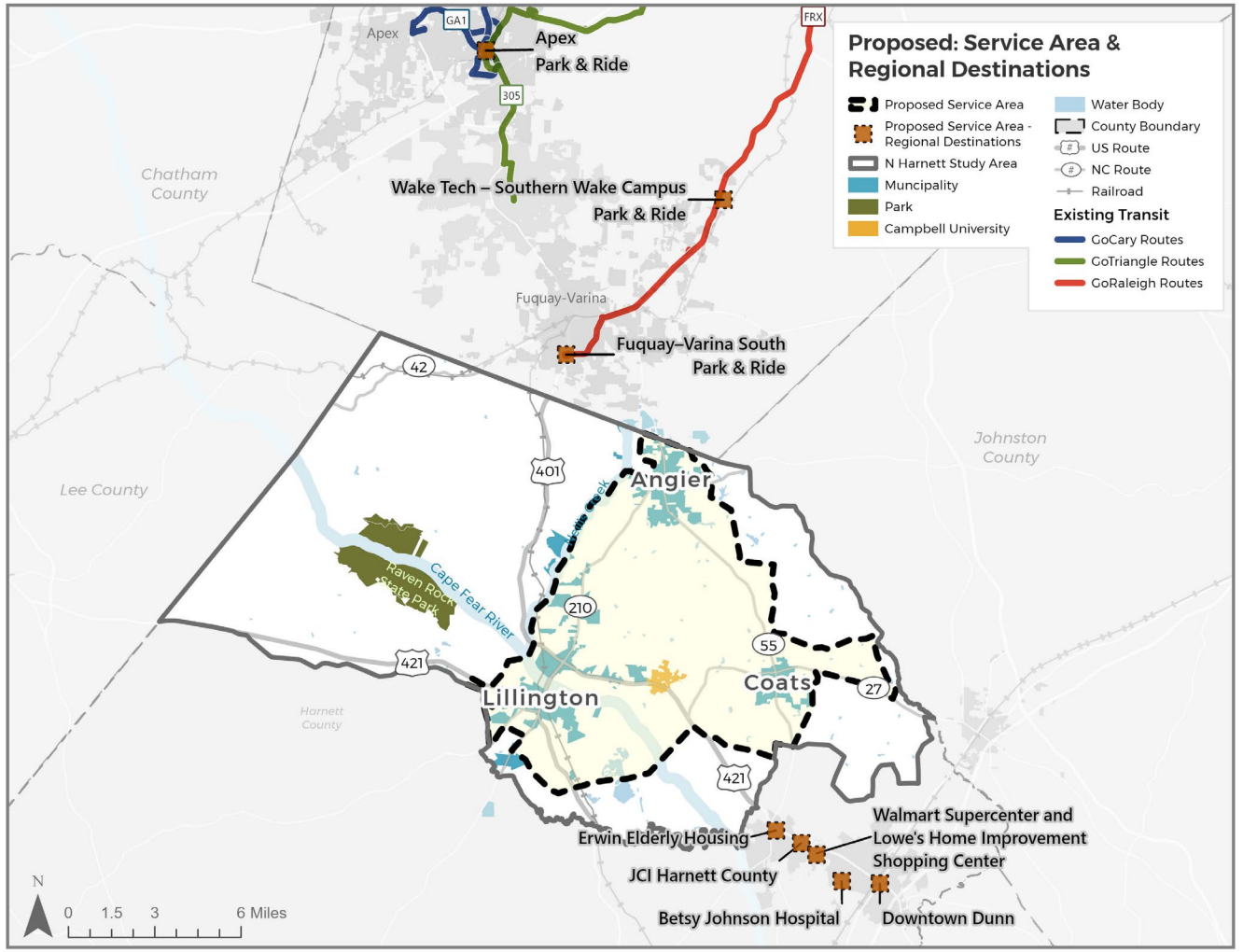
- Commuter based
- Connects to Regional networks
- Longer / sparser service

Service Type	Operating Cost Estimates	Capital Costs	Potential Ridership	Implementation Effort	Service Area	Service Span	Frequency	Convenience / Flexibility	Public Input
Microtransit	$$$ - $$$$	$	🧍🧍🧍	✓✓ - ✓✓✓✓	✓✓✓✓	✓✓ - ✓✓✓	✓✓✓	✓✓✓✓	👍
Fixed Route	$$	$	🧍🧍	✓	✓✓✓	✓✓	✓✓	✓✓	👍 📍
Senior Shuttle	$	$	🧍	✓	✓	✓	✓✓	✓✓	♿
Regional Connection	$$	$	🧍	✓✓	✓✓	✓✓✓	✓	✓	👍 📍

Proposed Service

Microtransit with External Connections

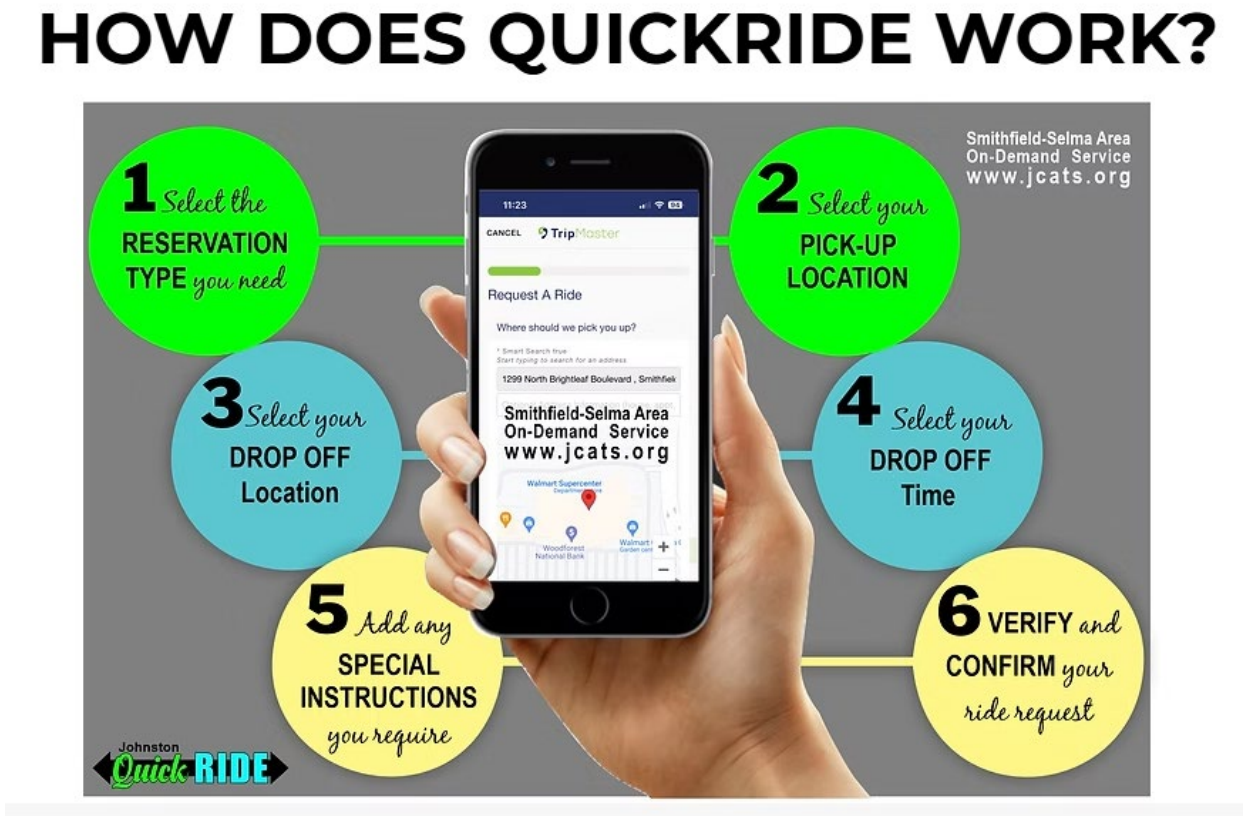
- ✓ Flexible
- ✓ Scalable
- ✓ Combines aspects of other service types explored
- ✓ Does not need any fixed infrastructure (in the short term)
- ✓ Option to use existing HARTS fleet (in the short term)
- ✓ Provide connections to high demand locations outside of the immediate service area
- ✓ Connections to regional transit



Implementation

Recommended a ‘Software as a Service’ (SaaS)/Technology Acquisition service model for microtransit service.

- ✓ Leverages existing resources to operate service
- ✓ HARTS would operate service
- ✓ HARTS able to make use of existing staff vehicles, equipment
- ✓ Vendor supplies software (scheduling, rider app, web portal)



Similar service model in Johnston County.

Implementation

Operating Parameters

- Span of Service
  - Recommend starting with existing hours of operation
    - Potential for future expansion if supported by demand
- Wait Times
  - Similar services in North Carolina have wait time targets from 15 minutes to 30 minutes
- Trip Booking
  - Booking is typically done through an app, but should consider how trips could be booked without the app (i.e., website or call center)
- Fare Structure and Payment Method
  - Consider if fare structure similar to existing HARTS system will be used or different fare structure
  - Similar services in North Carolina range from free fare to $6.00 a ride, each way
  - Payments can usually happen through app, but consider alternative ways to accept payment

Implementation

Funding

- Many microtransit services in North Carolina funded as pilot study using federal discretionary funding.
  - Need to apply; often reimbursement model
  - Usually one time influx of funds
  - Local funding needed to sustain service
- Limited state funding used by agencies in North Carolina for microtransit
  - One example of using rural operating funding (formula funding)
- Local and county funding large source of funding for microtransit services in North Carolina

Capital and Operating Costs

- Ability to utilize existing HARTS vehicles / facilities to limit capital costs
- One-time installation fee for technology is likely
- High level, estimated operating costs:

Vehicles	Cost per Revenue Hour	Daily Cost#	Total Annual Operating Cost*	Monthly Cost	
				Per HH**	Per Person***
3	$80	$2,200	$562,000	$2.53	$0.94
4	$80	$2,900	$750,000	$3.38	$1.26
5	$80	$3,600	$937,000	$4.22	$1.57

Assumes 9 hours of daily service
* Assumes 256 days of operation
** 18,471 households in 2021 ACS
*** 49,442 persons in 2021 ACS

Phased Implementation Plan

Pre-Pilot (Year 0-2)

- Develop unique branding
- Identify funding
- Potential for NCDOT IMD Planning Study and FAMPO County wide study
- Procure vendor
- System testing with vendor
- Identify Key Performance Indicators (KPI) to monitor pilot

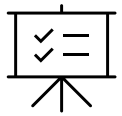
Pilot Implementation, Monitoring, and Evaluation (Year 3)

- Conduct public outreach to promote service
- Launch pilot program
- Monitor pilot against KPIs
- Determine if pilot should become permanent

Transition to Permanent Program (Year 4)

- Consider additional expansions or changes to pilot program
- Identify additional capital or operating needs and needed funding
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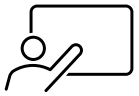
Study Next Steps



Present Plan at Harnett County Work Session



Local Endorsement and Approval of Plan



Presentation to CAMPO TCC and Executive Board



CAMPO endorsement



Study Conclusion

Benefits and Opportunities

Benefits

- Increased accessibility particularly in rural and low-density areas
- Offers curb-to-curb service, helping seniors, people with disabilities, and others with mobility challenges.
- Anecdotal – support and excitement
- Successful in peer communities
- Flexibility and convenience through on-demand scheduling
- Testimonials from other towns

Opportunities

- Increased regional connectivity
- Increased economic development by supporting workforce mobility
- Generates data on travel patterns that can then guide future expansion and investments
- Adaptable for the future

Challenges

- Consistent Funding
- Bus operator retention
- Cost sharing mechanisms with other jurisdictions
- Addressing needs of the entire county (beyond the study area)

Advancing Microtransit in Harnett County

As community needs evolve, so must our approach to public transportation. The results of this study clearly show **strong local interest** in microtransit as a flexible, accessible, and context-appropriate mobility solution.

We urge public officials to:

- Consider transit as a **service** that becomes necessary with the growth of an area.
- Assess **local funding potential** for transit. State and federal grants are inconsistent.
- Advance the recommendations of this study to **implementation** stage.
- Improve **economic participation** of low-income, car-deficient households, people who cannot drive (teens, seniors, young adults) through transit.
- Champion statewide and federal **transit funding initiatives** to ensure consistent funding streams (similar to roadways).

It is now time to turn vision into action. Let's move Harnett County forward!



Thank you

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North Harnett Transit Study

Focus Group Meeting 3 – May 19, 2025

Agenda & Meeting Logistics

- **Welcome & Introductions**
- **Presentation**
- **Q&A**

  - **Q&A feature:** please use the chat window to ask questions during the presentation
  - **Raise Hand feature:** available for you to verbally ask questions after the presentation

Study Overview

01. Timeline

02. Summary of Phase 1 Findings

03. Service Area Determination

04. Service Types Evaluation

05. Proposed Service

06. Implementation

07. Public Engagement Phase 2 Results

08. Next Steps

Timeline

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Dec

Evaluating Transit Service Options

2025. Jan - Mar

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Apr - Jun

Stakeholder and Public Engagement

Implementation plan and final report

TCC and EB presentation

Summary of Phase 1 Findings



There is demand for transit services with more connectivity and flexibility.



56% of survey respondents were **very interested and somewhat interested** in using transit.



Most respondents would use transit for **shopping, recreational, and medical trips**



Stakeholders recognized the need for **updated infrastructure** and **increased land-use density**



Travel patterns strongest between **Lillington and Angier**.
HARTS ridership strongest **near Lillington** and between **Lillington and Coats**.



Support from public and stakeholders for **more enhanced local services** and **connection to areas locally**.

Service Area Determination

Transit Propensity

+

Interzonal Trips

+

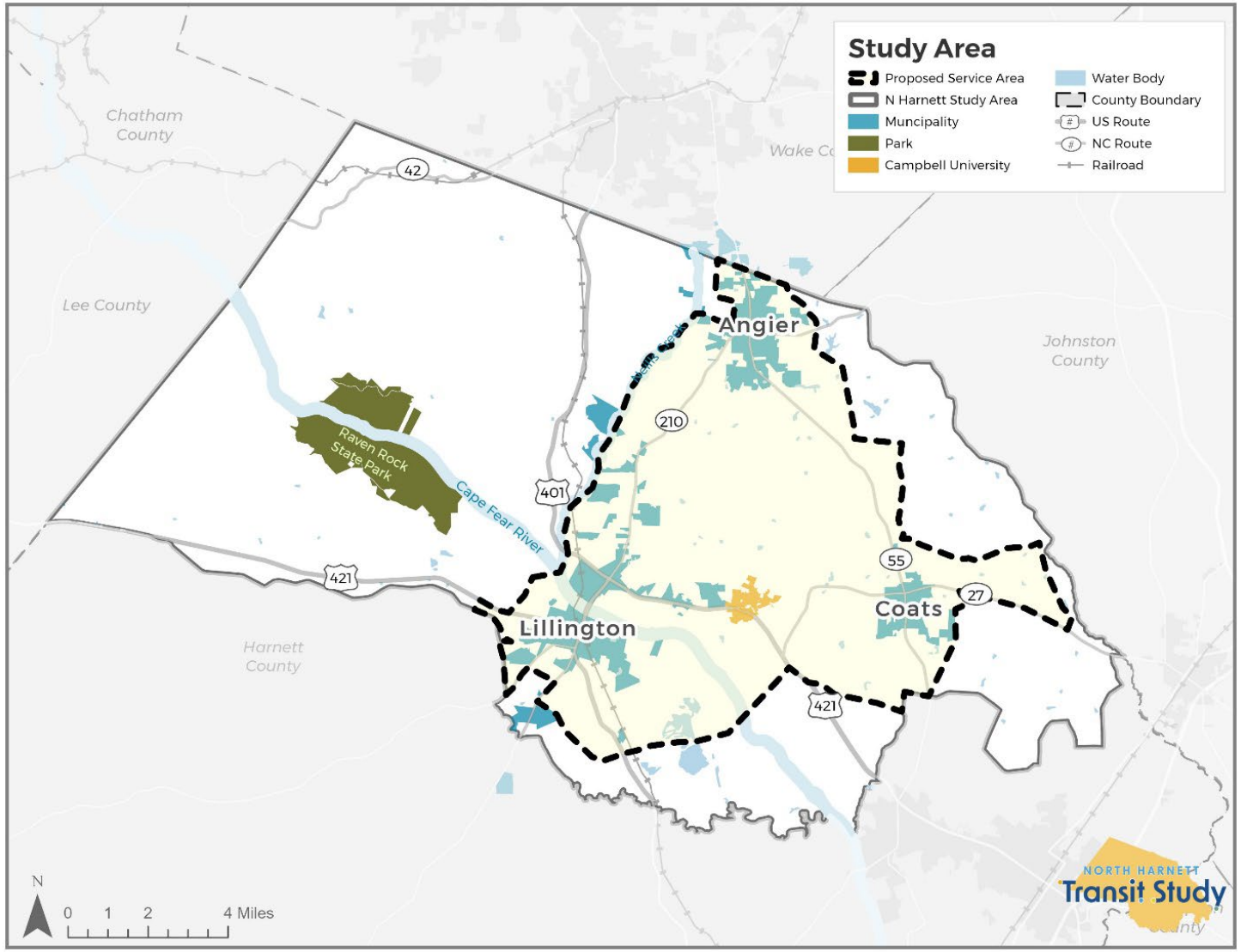
HARTS Ridership

+

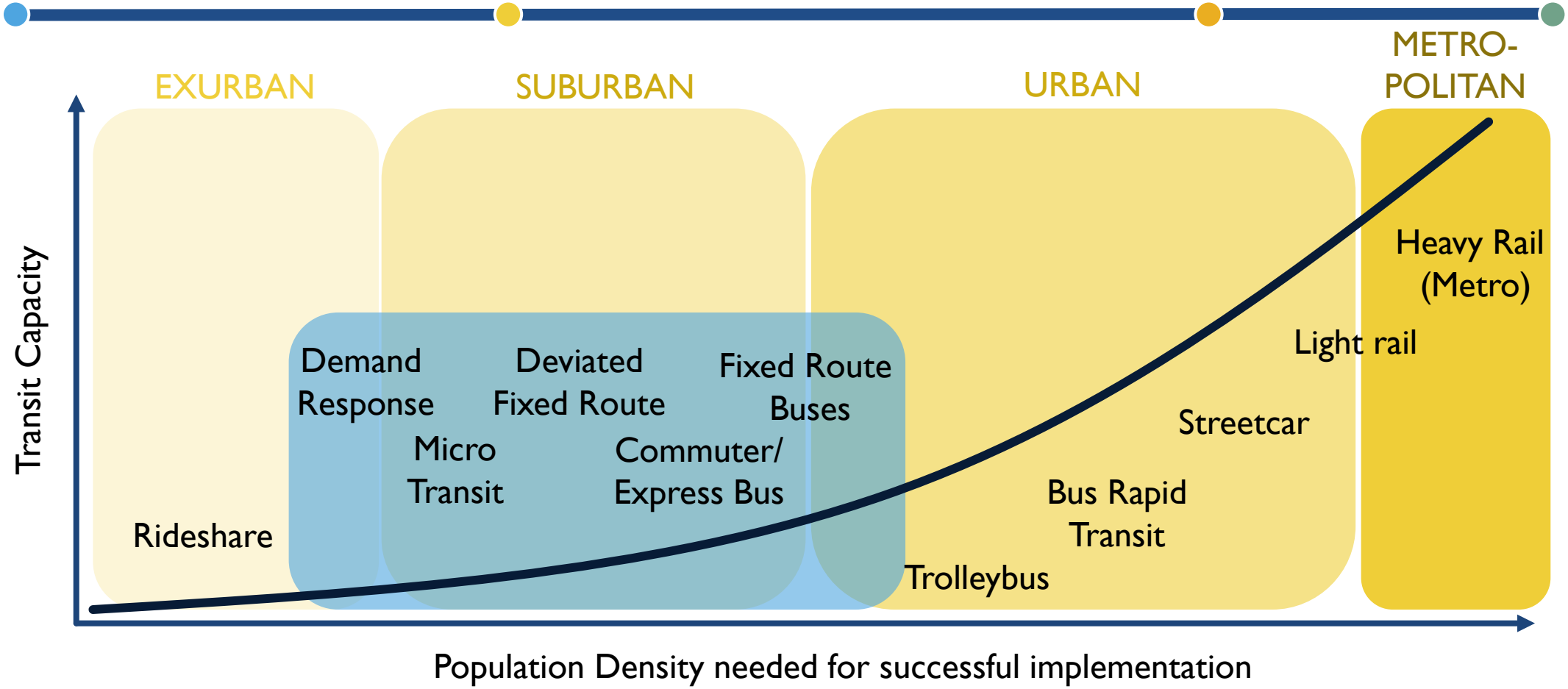
Key Destinations

=

Proposed Service Area



Transit Appropriateness



Service Types Evaluation

Microtransit

- Flexible
- Multiple Service Delivery Models
- Recent successes in peer communities

Fixed Route

- Reliable
- Familiar Service type
- Needs additional infrastructure improvements

Senior Shuttle

- Targeted
- Shorter routes and time periods
- Serves different areas on different days

Regional Route

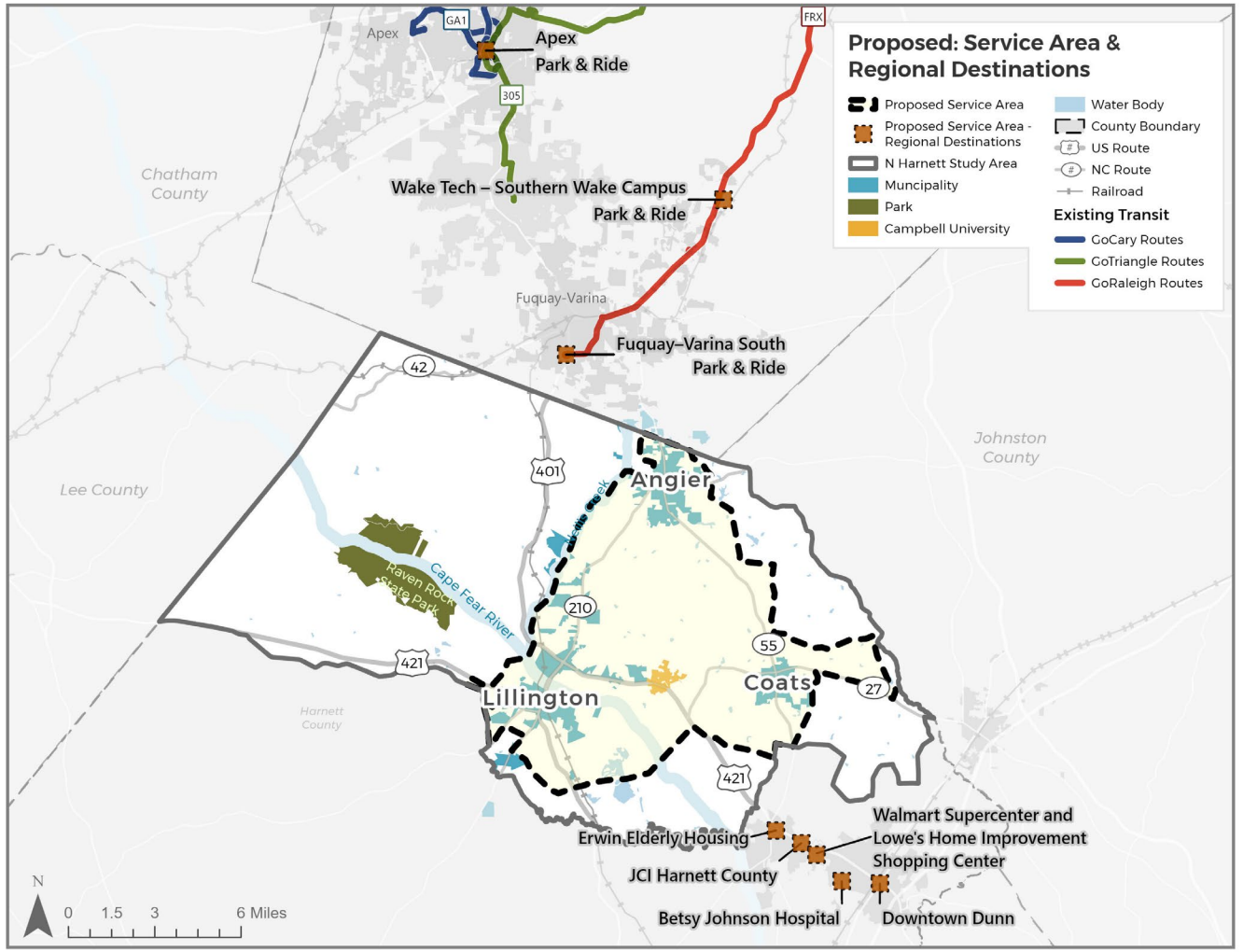
- Commuter based
- Connects to Regional networks
- Longer / sparser service

Service Type	Operating Cost Estimates	Capital Costs	Potential Ridership	Implementation Effort	Service Area	Service Span	Frequency	Convenience / Flexibility	Public Input
Microtransit	$$$ - $$$$	$	🧍🧍🧍	✓✓ - ✓✓✓✓	✓✓✓✓	✓✓ - ✓✓✓	✓✓✓	✓✓✓✓	👍
Fixed Route	$$	$	🧍🧍	✓	✓✓✓	✓✓	✓✓	✓✓	👍 📍
Senior Shuttle	$	$	🧍	✓	✓	✓	✓✓	✓✓	♿
Regional Connection	$$	$	🧍	✓✓	✓✓	✓✓✓	✓	✓	👍 📍

Proposed Service

Microtransit with External Connections

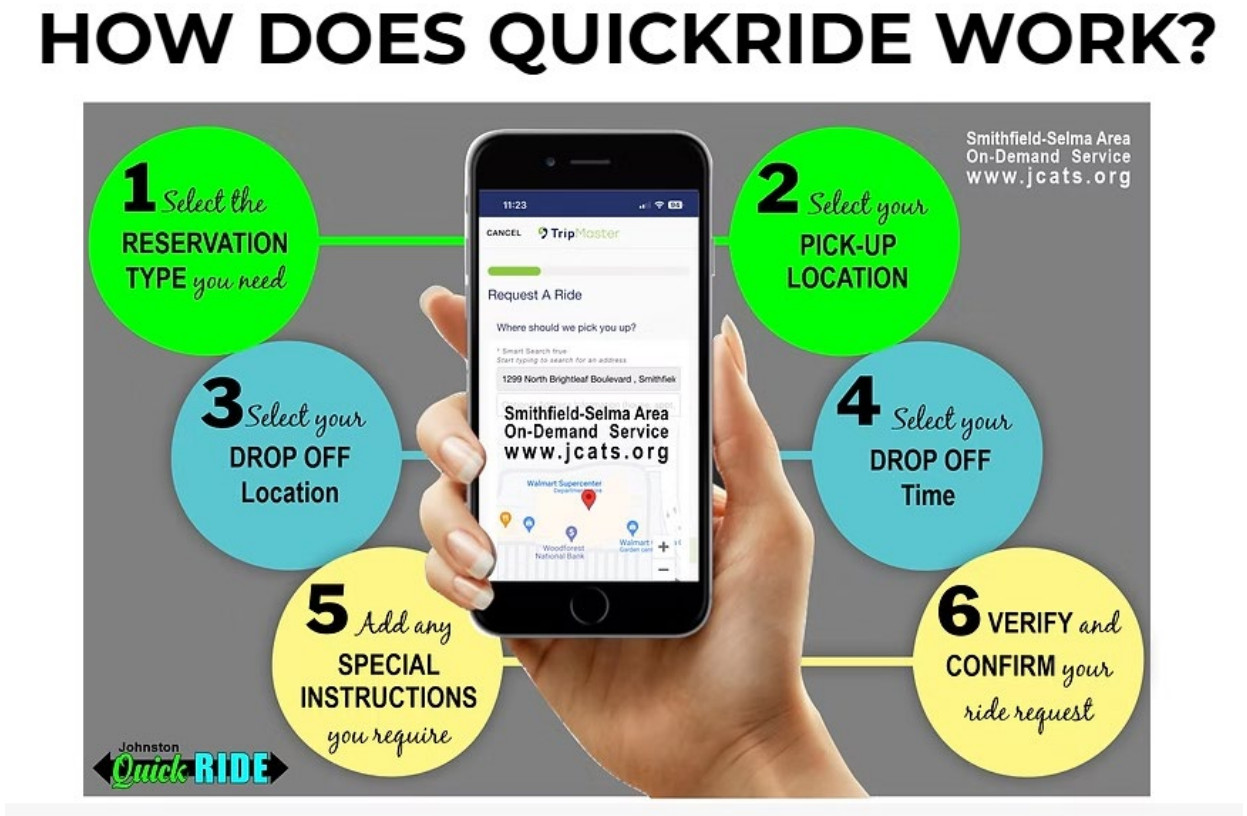
- ✓ Flexible
- ✓ Scalable
- ✓ Combines aspects of other service types explored
- ✓ Does not need any fixed infrastructure (in the short term)
- ✓ Option to use existing HARTS fleet (in the short term)
- ✓ Provide connections to high demand locations outside of the immediate service area
- ✓ Connections to regional transit



Implementation

Recommended a ‘Software as a Service’ (SaaS)/Technology Acquisition service model for microtransit service.

- ✓ Leverages existing resources to operate service
- ✓ HARTS would operate service
- ✓ HARTS able to make use of existing staff vehicles, equipment
- ✓ Vendor supplies software (scheduling, rider app, web portal)



Similar service model in Johnston County.

Implementation

Operating Parameters

- Span of Service
  - Recommend starting with existing hours of operation
    - Potential for future expansion if supported by demand
- Wait Times
  - Similar services in North Carolina have wait time targets from 15 minutes to 30 minutes
- Trip Booking
  - Booking is typically done through an app, but should consider how trips could be booked without the app (i.e., website or call center)
- Fare Structure and Payment Method
  - Consider if fare structure similar to existing HARTS system will be used or different fare structure
  - Similar services in North Carolina range from free fare to $6.00 a ride, each way
  - Payments can usually happen through app, but consider alternative ways to accept payment

Implementation

Funding

- Many microtransit services in North Carolina funded as pilot study using federal discretionary funding.
  - Need to apply; often reimbursement model
  - Usually one time influx of funds
  - Local funding needed to sustain service
- Limited state funding used by agencies in North Carolina for microtransit
  - One example of using rural operating funding (formula funding)
- Local and county funding large source of funding for microtransit services in North Carolina

Capital and Operating Costs

- Ability to utilize existing HARTS vehicles / facilities to limit capital costs
- One-time installation fee for technology is likely
- High level, estimated operating costs:

Vehicles	Cost per Revenue Hour	Daily Cost#	Total Annual Operating Cost*
3	$80	$2,200	$562,000
4	$80	$2,900	$750,000
5	$80	$3,600	$937,000

Assumes 9 hours of daily service
* Assumes 256 days of operation

Phased Implementation Plan

Pre-Pilot (Year 0-2)

- Develop unique branding
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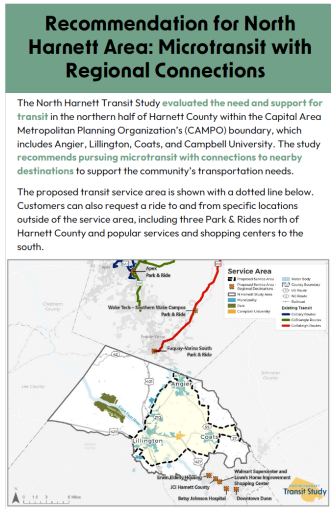
Public Engagement Phase 2

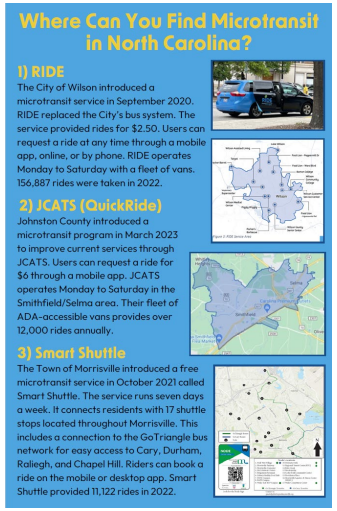
March-April 2025

Education Campaign around Microtransit

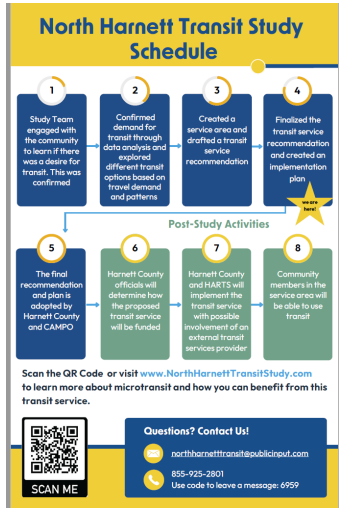
Booklet includes →

- Introduction
- Benefits
- Examples
- How would different residents use the service
  - Working population
  - Students
  - Older Adults
- Overall schedule

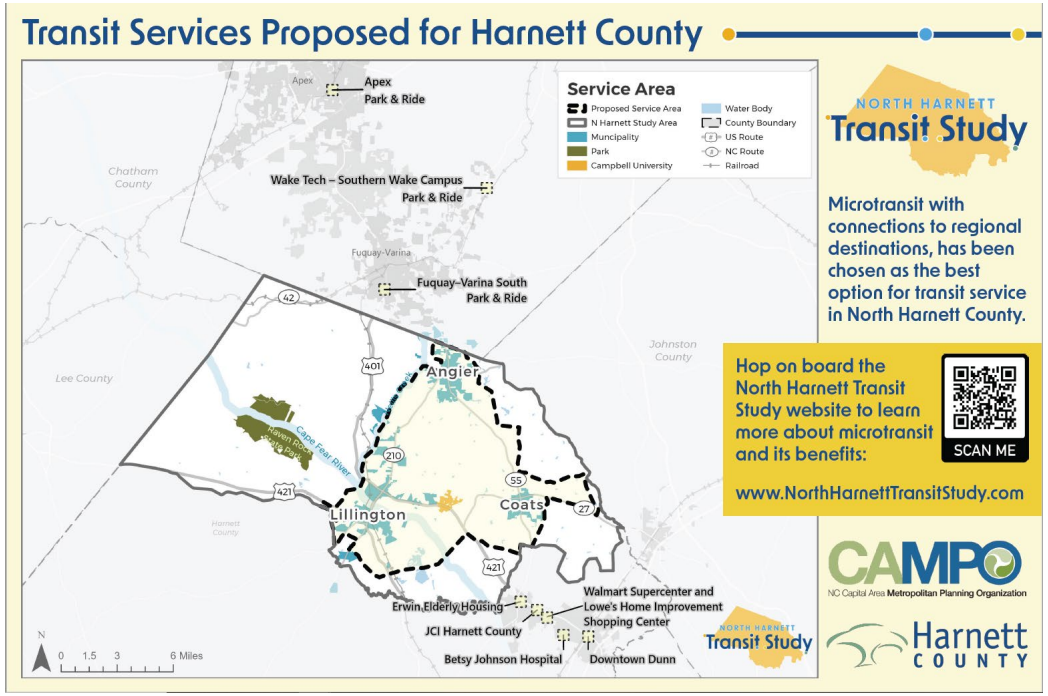




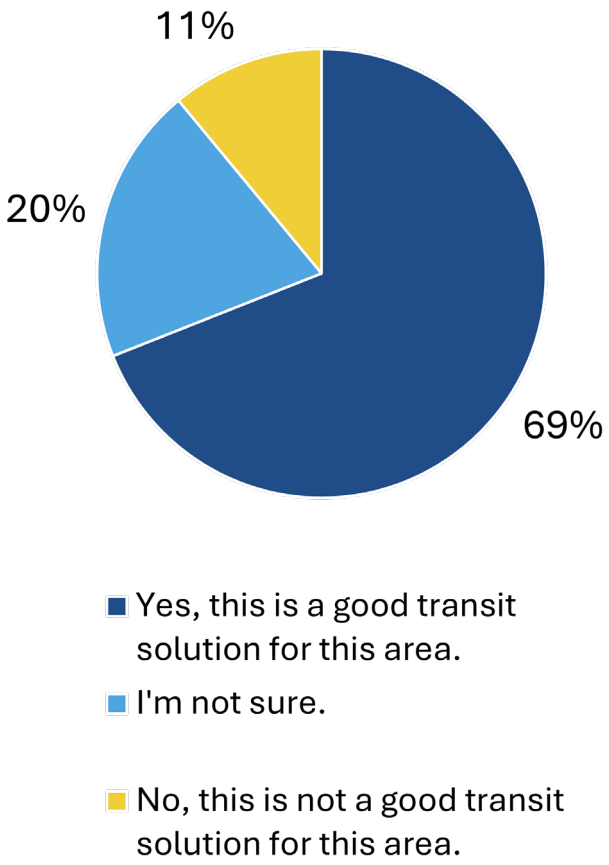




Popup Display Board



Public Engagement Findings



Positive Comments

- This study was a good idea.
- Good alternative to the current transit system.
- Microtransit will be a good asset for Harnett County.
- There is a need for subsidized and free transit for seniors, students, people with disabilities, and those with a criminal history.

Critical Comments

- Fix the existing HARTS system first, including expanding hours of operation.
- Campbell University's demographics which are suited for microtransit differ from rural Harnett County.
- Concerns about long wait times due to connections to regional destinations.

Transit Support – Phase 2 Public Engagement Results

Do you have any questions or comments about the recommendation of Microtransit with Regional Connections?

Questions:

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.

Transit Support – Phase 2 Public Engagement Results

Do you have any questions or comments about the recommendation of Microtransit with Regional Connections?

Questions:

What safety measures will be implemented to make microtransit more appealing than rideshares?

- Drivers will undergo background checks and regular training, including customer service and emergency response.
- Vehicles will be subject to regular inspections and maintenance to ensure safe operation.
- Uniformed drivers and marked vehicles will enhance passenger confidence.

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.

Transit Support – Phase 2 Public Engagement Results

Do you have any questions about this study, or want to provide any general comments?

Questions:

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.

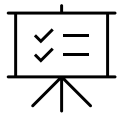
Could this service expand to other areas over time?

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.

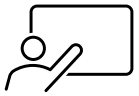
Study Next Steps



Present Plan at Harnett County Work Session



Local Endorsement and Approval of Plan



Presentation to CAMPO TCC and Executive Board



CAMPO endorsement



Study Conclusion

Recap

Is transit service viable and desired?	**Yes!**
What transit service is viable?	**Microtransit**
Project Report	***Under development***
Transit Service Opening	***TBD (beyond scope of this study)***

Questions or Comments?



Thank you

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North Harnett Transit Study

CAMPO TCC Update – August 7, 2025

Agenda

01. Timeline

02. Activities since previous meeting

03. Final Report

Timeline

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Dec

Evaluating Transit Service Options

2025. Jan - Mar

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Apr - Jun

Implementation plan and final report

TCC and EB presentation

Activities since previous meeting

March -April

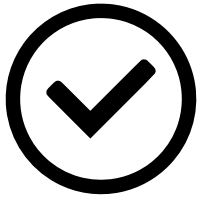


Public Engagement





Implementation Plan



April



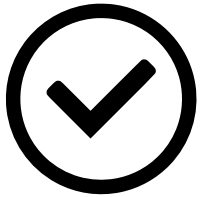
Stakeholder Engagement



June



Final Report



August



TCC and EB Presentation

Public Engagement

154+ Survey Respondents for Phase 2

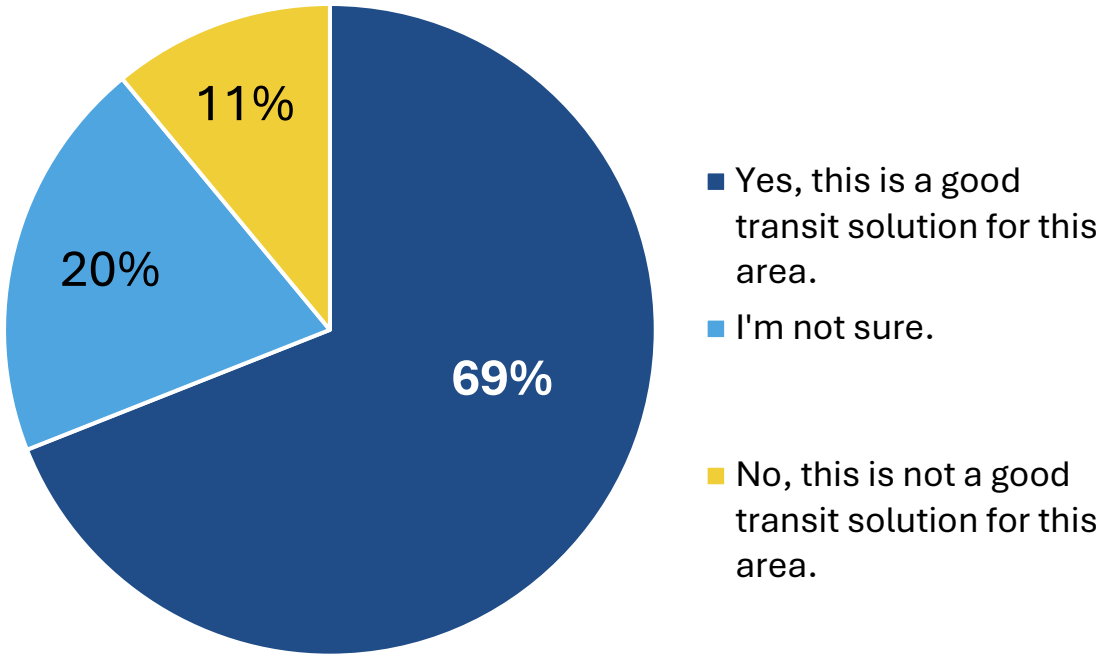
4 Engagement Events

Update of Website Content:
www.NorthHarnettTransitStudy.com

Shared Recommendations
Educational Content on Microtransit

Outreach and Promotion

Is this a good way of providing mobility choices to the community?



Stakeholder Engagement

- Core Technical Team and Public Officials joint meeting held on Monday, April 28, at Harnett Co. Library. Team in agreement with the final recommendations and implementation plan.

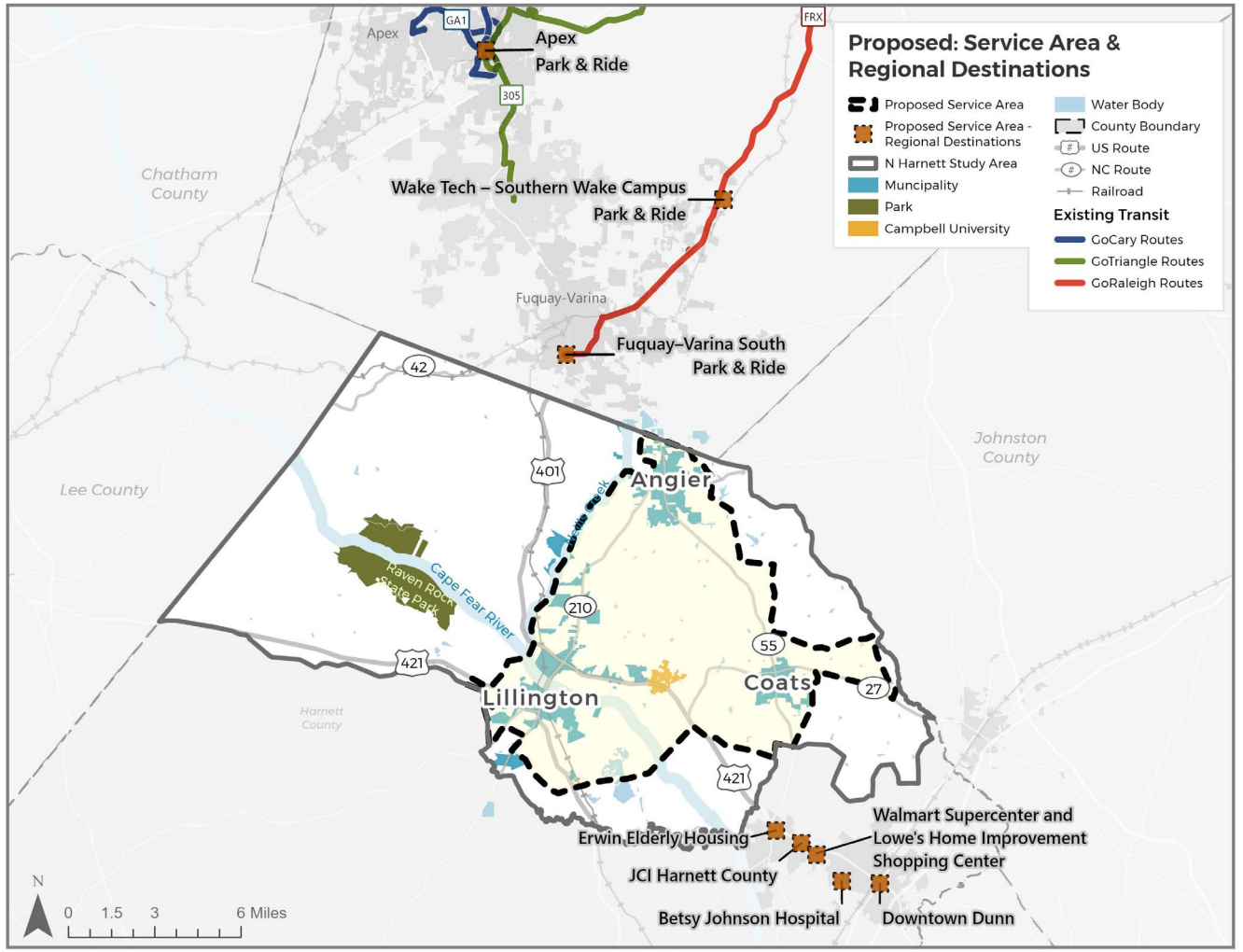
- Combined Focus Groups virtual meeting was conducted on Monday, May 19.

- The Harnett County Board of Commissioners endorsed the Study as presented on Monday, May 19.

Proposed Service

Microtransit with External Connections

- ✓ Flexible
- ✓ Scalable
- ✓ Combines aspects of other service types explored
- ✓ Does not need any fixed infrastructure (in the short term)
- ✓ Option to use existing HARTS fleet (in the short term)
- ✓ Provide connections to high demand locations outside of the immediate service area
- ✓ Connections to regional transit



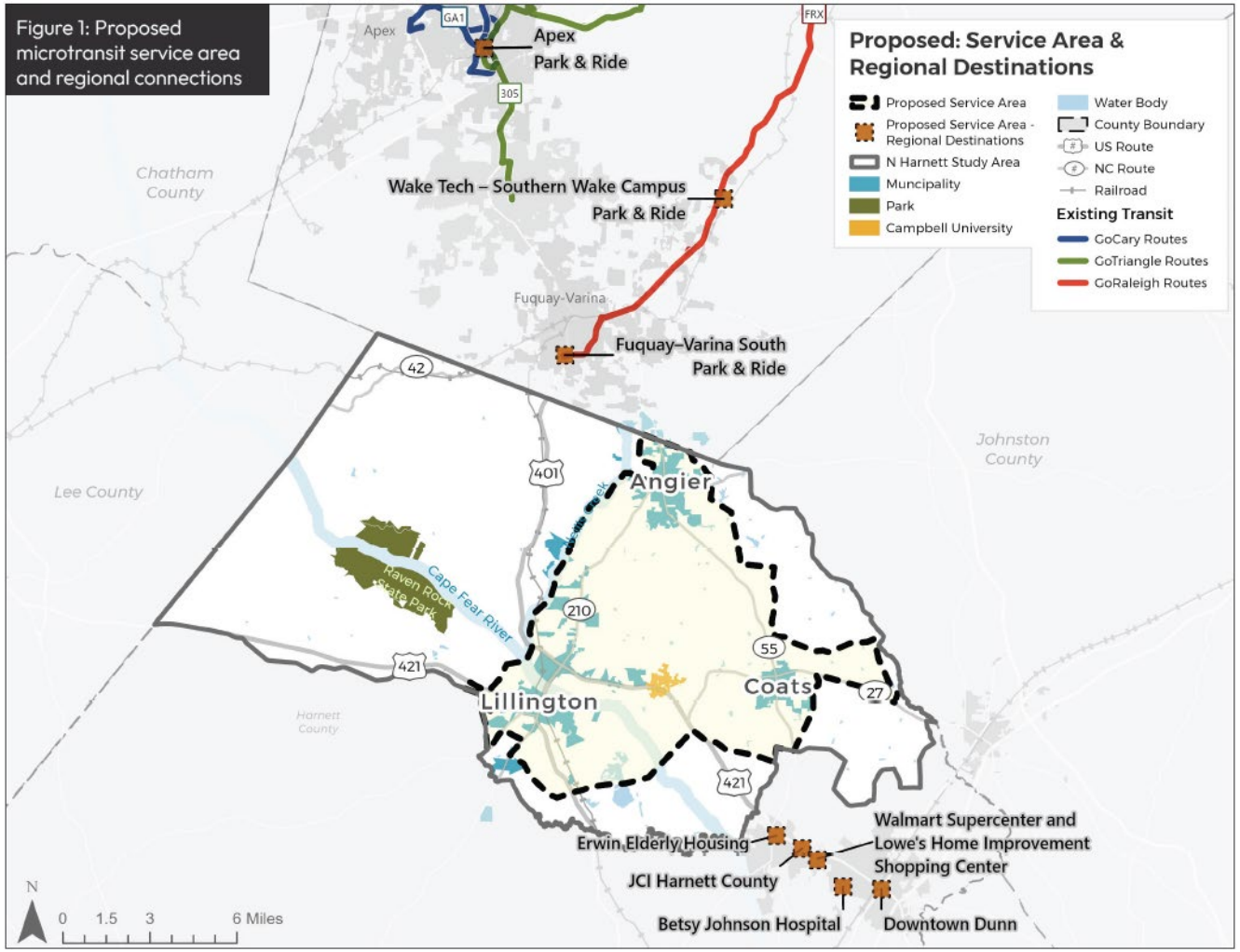
Final Report

1 – Executive Summary
2 – Study Background
3 – Transit Demand Analysis
4 – Engagement
5 – Transit Service Options
6 – Recommendations and Implementation Plan

Technical Memos
Appendices

1 - Executive Summary

- The study area includes the part of Harnett County within Capital Area Metropolitan Planning Organization (CAMPO) boundaries, roughly corresponding to the northern half of the county.
- The study was divided into two phases – the first phase included assessing the demand and desire for transit in the study area – and after the favorable outcome of the first phase, the second phase delved deeper into exploring appropriate service types and developing the final recommendation and implementation plan.
- Curb-to-curb microtransit within the service area with connections to targeted regional access points outside the service area is the recommended service for northern Harnett County.
- Potential to repurpose a portion of the existing fleet of Harnett Area Rural Transit System (HARTS) while using a Software-as-a-Service (SaaS) vendor to facilitate trip requests and fare payment.
- Annual operating costs for this type of service may range from $562,000 to $937,000 (for three to five vehicles respectively) assuming no additional capital cost for vehicles.

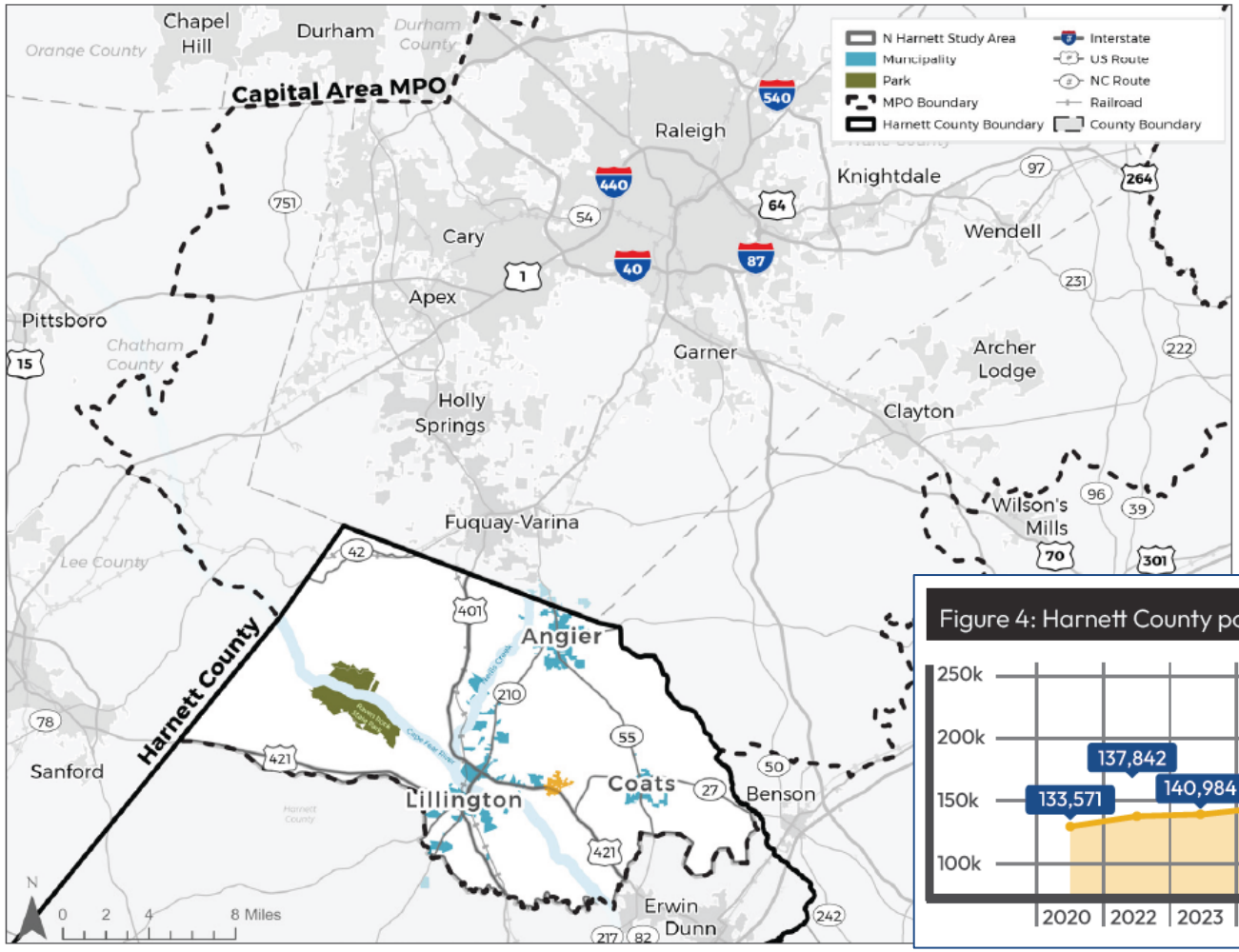


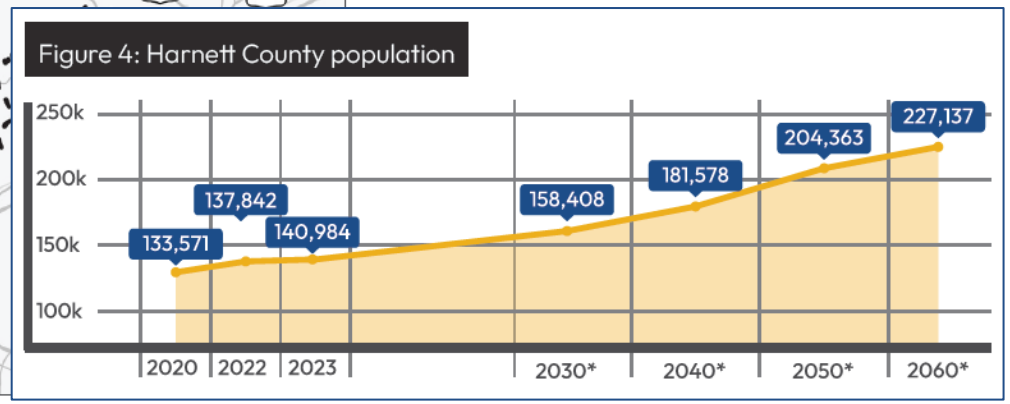
2 – Introduction

This study was undertaken by Capital Area Metropolitan Planning Organization (CAMPO) at the request of Harnett County. The study area includes the portion of Harnett County within CAMPO's boundaries which roughly corresponds to the northern half of the county as shown in **Figure 2.**

Harnett Area Rural Transit System (HARTS) currently provides paratransit services within and outside the county and is operating at capacity.

This study aims to understand the need and recommend appropriate transit service to complement HARTS' paratransit service.



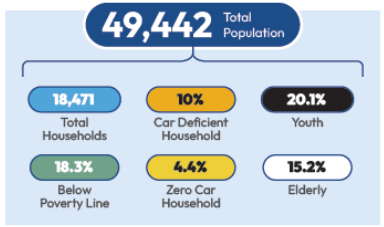


3 – Transit Demand Analysis

Demographics

Growth in the capital region of North Carolina has continued to extend further out into regions generally regarded as rural. These regions are now witnessing many new residential and commercial developments at a rate never experienced before. Harnett County, located between Raleigh and Fayetteville, is facing development approaching from both sides.

Figure 5 shows population density by Census Block Group (CBG) within the study area. The regions closer to Wake and Johnston Counties have higher overall density than the rest of the study area, except Campbell University and Lillington.

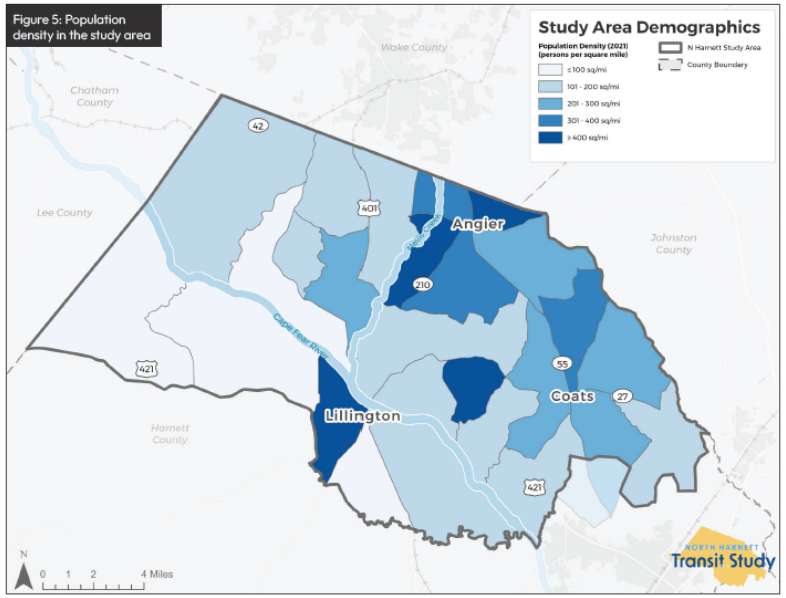


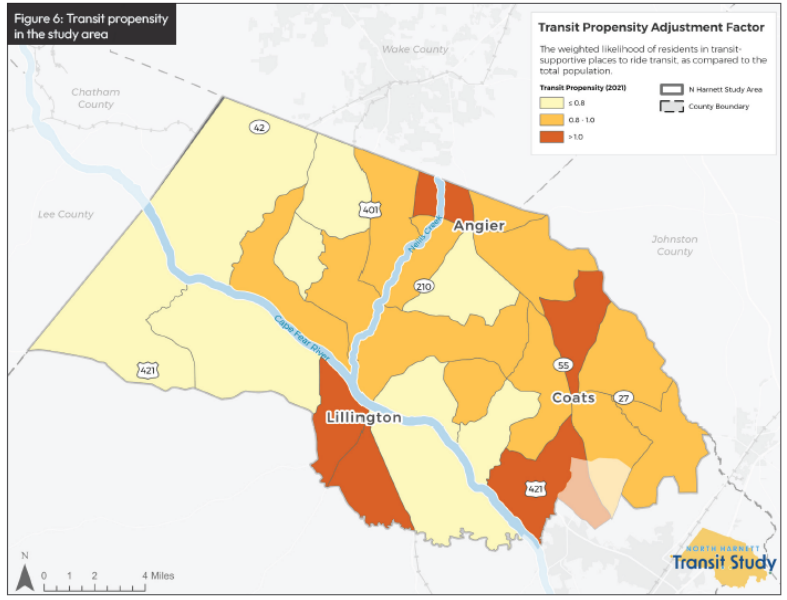
Source: American Community Survey data (ACS) 5-year estimates from the years 2017-2021 for 26 CBGs within the study area

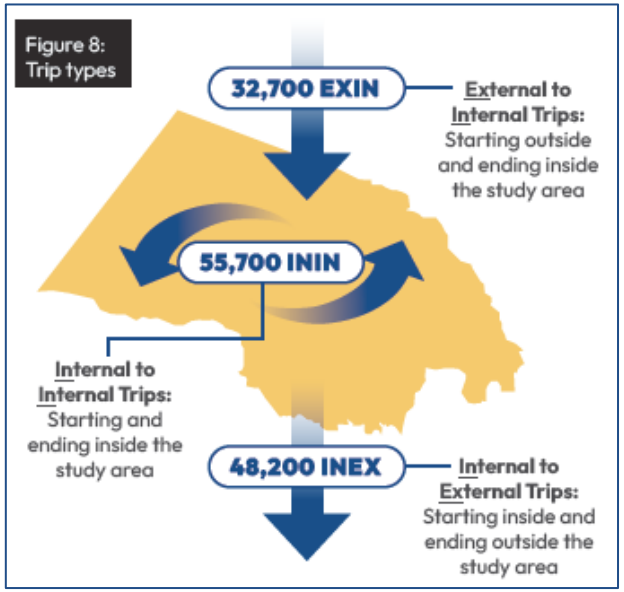
Transit Propensity

Different population groups have different likelihood to ride transit. For example, a person in a household without vehicles is 15.8 times more likely to use transit than an average person (from Wake Transit Plan Vision Update 2020) in the Triangle. The composite likelihood to use transit in a given area is called **transit propensity,** and it is shown in Figure 6 for the study area. Parts of Lillington, Angier, and Coats have a higher transit propensity than the rest of the study area.

Additional details and explanation of transit propensity are provided in the Demographic Analysis section of Memo 1.

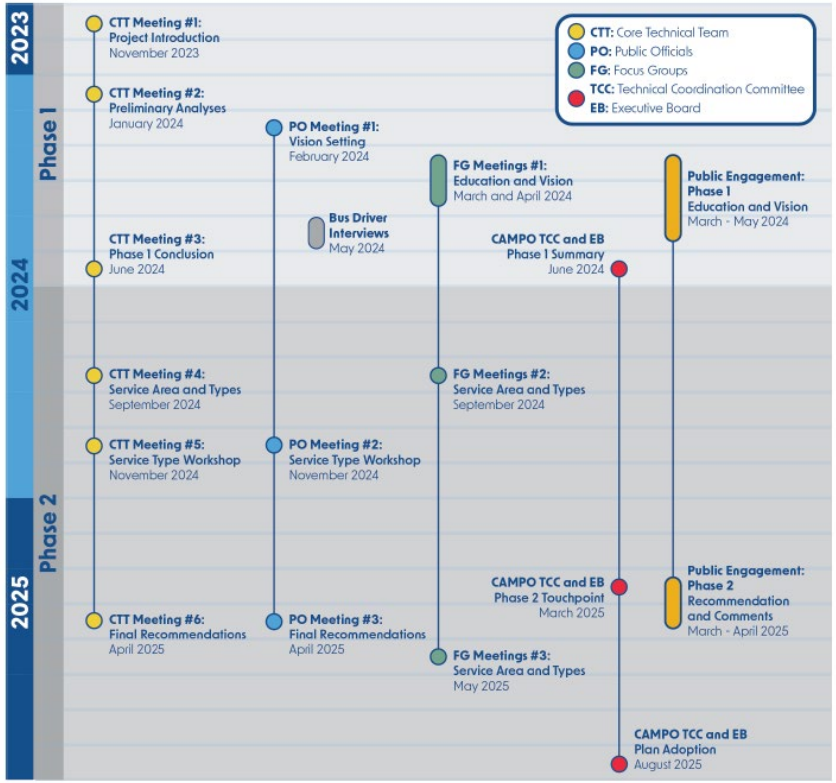






4 - Engagement

Engagement Timeline and Outcomes



Key Outcomes of Phase 1 Engagement

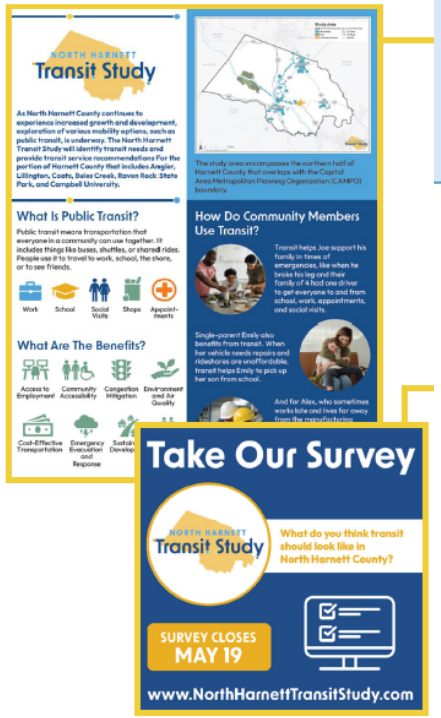
The engagement efforts around education, awareness, and the need for transit concluded with a favorable view towards further exploring the feasibility of transit in the study area in Phase 2. The stakeholders and the members of the **public viewed transit favorably** with concerns regarding service hours, service types, and funding streams, which were planned to be touched upon in Phase 2 of the study.

Key Outcomes of Phase 2 Engagement

This phase focused on establishing an appropriate service type and area through an iterative education and consultation with the CTT and the Public Officials. The resultant **service type of Microtransit with external connections was reconfirmed by the members of the public** as the appropriate service type for northern Harnett County. These confirmations led to endorsements from local jurisdictions and CAMPO's Technical Core Committee and Executive Board.

Phase I

Phase I public engagement (March to May 2024) focused on raising awareness, gathering input, and shaping a community-driven vision for transit in North Harnett County. Feedback from residents, students, seniors, and workers across key communities showed strong support for expanded, reliable service—emphasizing the need for both consistent fixed routes and flexible, on-demand options to improve access, reduce traffic, and support growth.



Phase 2

Phase II of the study's public engagement (March to April 2025) brought awareness to the proposed microtransit recommendation and its benefits, challenges and usage scenarios. The engagement aimed to confirm microtansit's feasibility, address community concerns, and refine the implementation planning. Phase II provided questions and positive feedback on microtransit as a transit service in Harnett County.



Engagement Summary

4 Pop-Up Events: Held at Coats Senior Center, Campbell University, The Groves at 421, and the Angier Spring Fling

150+ Survey Responses: Gathered online and in-person

Broad Outreach: Website updates, social media ads, print/digital promotion, and material distribution to community centers and libraries

Key Takeaways

Strong support: Residents appreciated the flexibility of microtransit, its accessibility, and connections to key destinations. Support for low-cost rides for seniors, students, and underserved populations.

Integration: Microtransit will complement not replace existing HARTS services.

Interest: In improved regional mobility and job access.

Top Concerns: Scalability, long wait times, funding sustainability, and need for expanding outreach to offline residents.

5 – Transit Service Options

Fixed Route:

Potential routing of an hourly, bi-directional loop between Lillington, Coats, and Angier, connecting key destinations using primary routes in the area. This service ensures higher reliability but requires infrastructure investments like bus stops and sidewalks.



Figure 15: Potential fixed route serving the study area

Microtransit:

This is a technology-enabled, shared, on-demand transit service that allows for dynamic routing and schedule overcoming many challenges of fixed route in a suburban setting. The service area is designed to include locations of high trip density and is flexible.

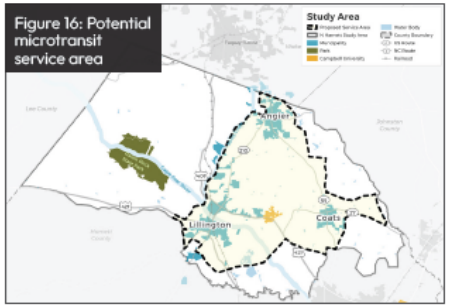


Figure 16: Potential microtransit service area

Senior/Shopping Shuttles:

A variation of fixed route, shuttles operate on shorter routes on fixed days of the week catering to specific trips and demographics (e.g. shopping for seniors or students). We explored three such routes in the study area each operating two days a week.



Figure 17: Example shopping shuttle route in Lillington

Regional Connection:

This commuter-focused route intends to provide access from Angier to the wider transit network in Wake County with connections in Fuquay-Varina and Holly Springs. This route can also work in conjunction with local fixed route or microtransit service.

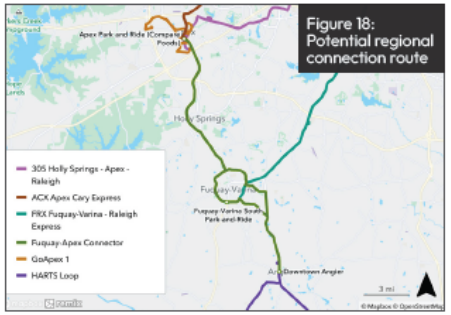
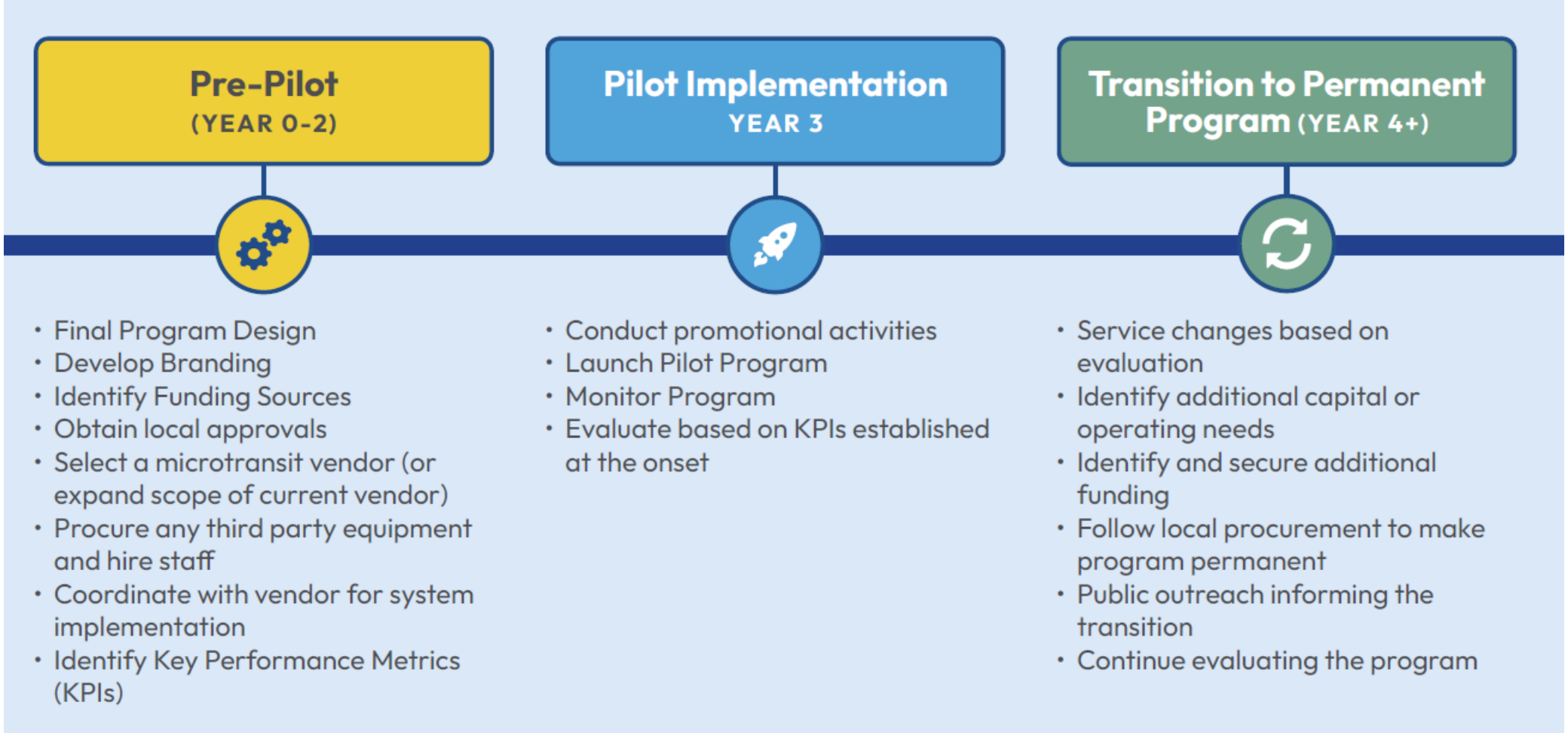


Figure 18: Potential regional connection route

	Fixed Route	Microtransit	Senior Shuttle	Regional Connection
Operating Cost Estimates	$$	$$$	$	$
Capital Costs	$	$	$	$
Potential Ridership				
Implementation Effort	✓	✓✓✓	✓	✓✓
Service Area	✓✓✓	✓✓✓✓	✓	✓✓
Service Span	✓✓	✓✓✓	✓	✓✓✓
Frequency	✓✓	✓✓✓	✓✓	✓
Convenience / Flexibility	✓✓	✓✓✓✓	✓✓	✓
Benefits	• Consistent timetable and routing; ease of understanding for passengers • No reservations needed • Provides connections to key destinations • No external operator required	• Flexibility in destination choices • Limits distance people need to travel to access transit • On-demand rides • Can be more efficient than fixed route transit in low density areas • Smartphone application facilitates easy booking and ability to track ride	• Consistent timetable and routing; ease of understanding for passengers • Direct access to essential goods and services for seniors • No reservations needed • No external operator required	• Consistent timetable and routing; ease of understanding for passengers • Access to other transit systems; regional connections • No reservations needed • No external operator required
Challenges	• Predetermined destinations • Relatively low density may result in lower ridership • Some destinations may require passengers to walk from the stop to their destination	• Some passengers may not have access to or be comfortable using smartphone applications. • High operating costs • Longer wait times during peak hours	• Limited flexibility in destination choice for passengers • Limited connectivity to other parts of Harnett County • Relatively low density and limited locations may result in lower ridership • Limited ridership pool	• Relatively low density and limited locations may result in lower ridership • Limited ridership pool • Longer service hours required • Not a direct connection to regional destinations/ employment centers • Limited number of trips per day

6 – Recommendations and Implementation Plan



Technical Memoranda and Appendices

- Memorandum 1 – **Transit Demand Analysis**
- Memorandum 2 – **Land Use and Policy Analysis**
- Memorandum 3 – **Service Area and Demand Determination**
- Memorandum 4 – **Transit Service Options**
- Memorandum 5 – **Implementation Plan**

- Appendix A – **Public Engagement Report**
- Appendix B – **Stakeholder Engagement Materials**

Next Step



Executive Board Presentation

Questions



Thank you

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North Harnett Transit Study

CAMPO Executive Board Update – August 20, 2025

Agenda

01. Timeline

02. Activities since previous meeting

03. Final Report

Timeline

Phase 1

2023. Nov - Dec

Project initialization and Data Collection

2024. Jan - Feb

Data Analysis and Stakeholder Engagement

2024. Mar - Apr

Public Engagement and Focus Group Workshops

2024. May - Jun

TCC and Executive Board Presentations and phase 1 completion

Phase 2

2024. Jul - Aug

Establishing Service Area and Demand

2024. Sep - Dec

Evaluating Transit Service Options

2025. Jan - Mar

Stakeholder and Public Engagement.

TCC and EB presentation

2025. Apr – Aug

Implementation plan and final report

TCC and EB presentation

Activities since previous meeting

March -April

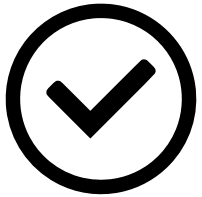


Public Engagement





Implementation Plan



April



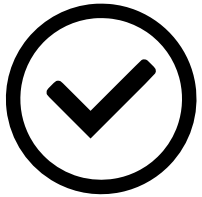
Stakeholder Engagement



June



Final Report



August



TCC and EB Presentation

Public Engagement

154+ Survey Respondents for Phase 2

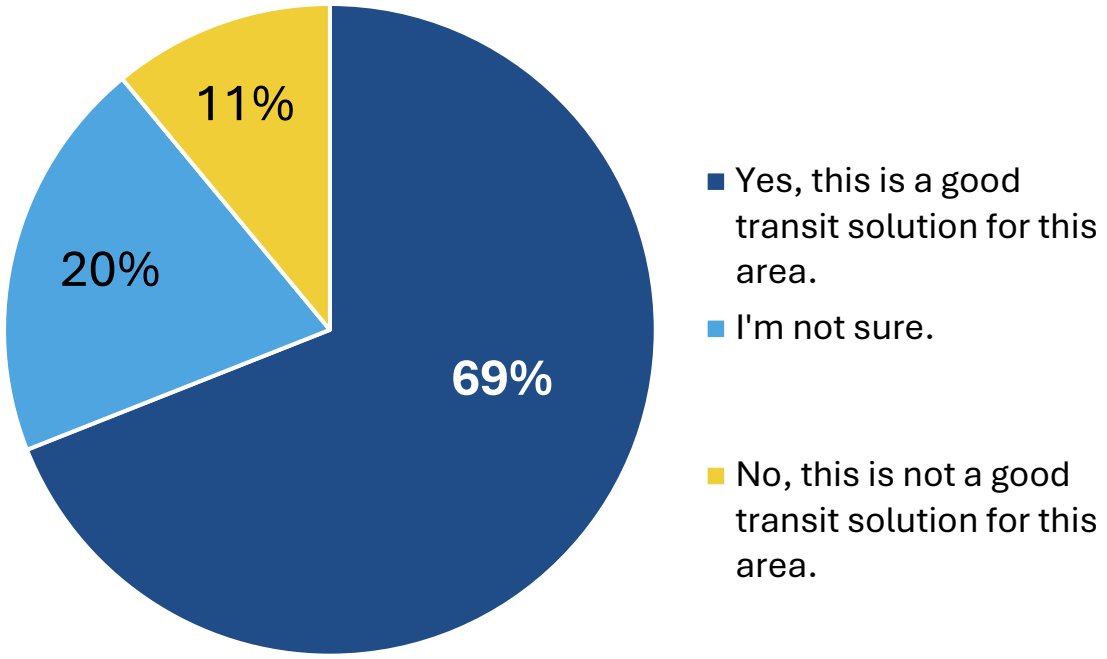
4 Engagement Events

Update of Website Content:
www.NorthHarnettTransitStudy.com

Shared Recommendations
Educational Content on Microtransit

Outreach and Promotion

Is this a good way of providing mobility choices to the community?



Stakeholder Engagement

- Core Technical Team and Public Officials joint meeting held on Monday, April 28, at Harnett Co. Library. Team in agreement with the final recommendations and implementation plan.

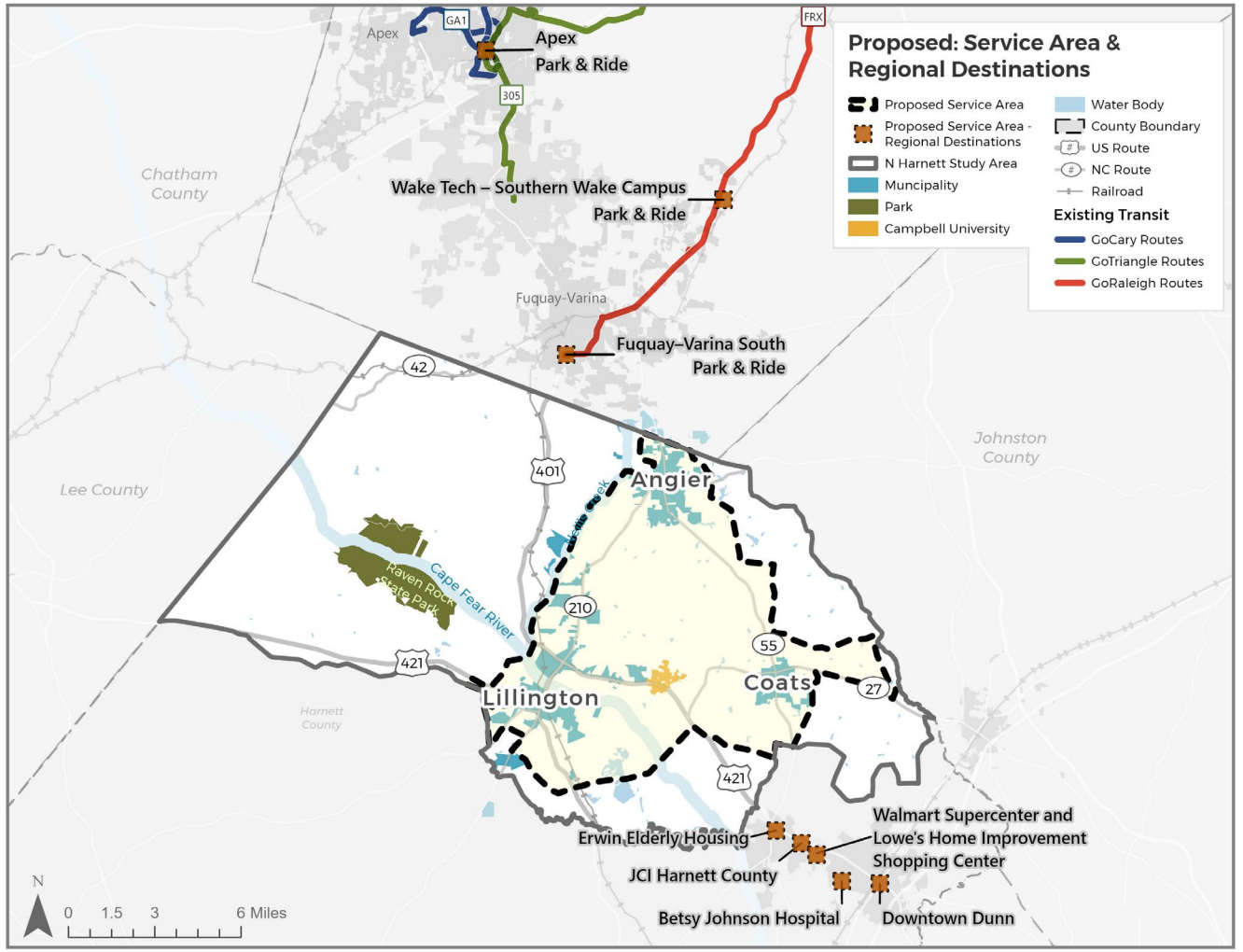
- Combined Focus Groups virtual meeting was conducted on Monday, May 19.

- The Harnett County Board of Commissioners endorsed the Study as presented on Monday, May 19.

Proposed Service

Microtransit with External Connections

- ✓ Flexible
- ✓ Scalable
- ✓ Combines aspects of other service types explored
- ✓ Does not need any fixed infrastructure (in the short term)
- ✓ Option to use existing HARTS fleet (in the short term)
- ✓ Provide connections to high demand locations outside of the immediate service area
- ✓ Connections to regional transit



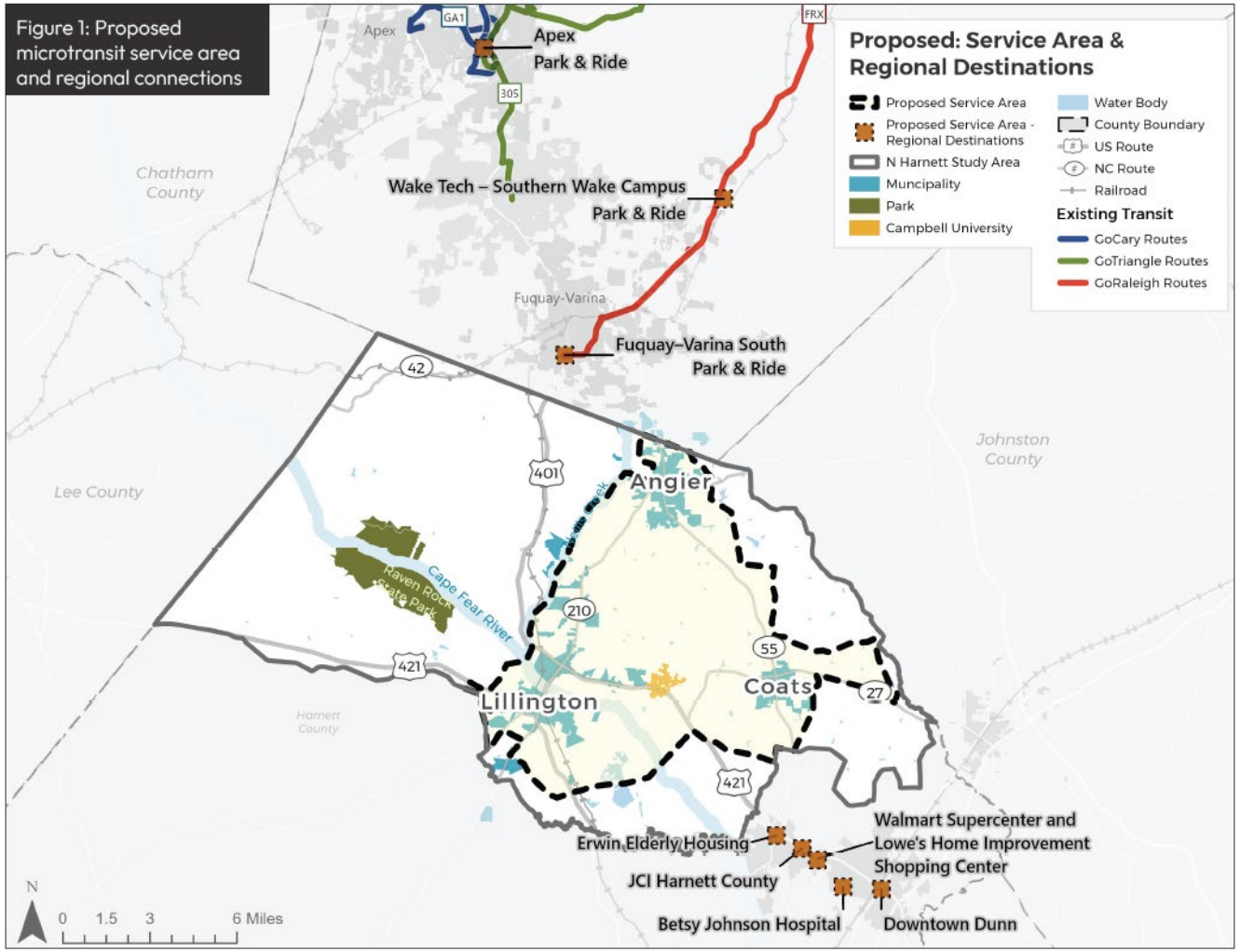
Final Report

1 – Executive Summary
2 – Study Background
3 – Transit Demand Analysis
4 – Engagement
5 – Transit Service Options
6 – Recommendations and Implementation Plan

Technical Memos
Appendices

1 - Executive Summary

- The study area includes the part of Harnett County within Capital Area Metropolitan Planning Organization (CAMPO) boundaries, roughly corresponding to the northern half of the county.
- The study was divided into two phases – the first phase included assessing the demand and desire for transit in the study area – and after the favorable outcome of the first phase, the second phase delved deeper into exploring appropriate service types and developing the final recommendation and implementation plan.
- Curb-to-curb microtransit within the service area with connections to targeted regional access points outside the service area is the recommended service for northern Harnett County.
- Potential to repurpose a portion of the existing fleet of Harnett Area Rural Transit System (HARTS) while using a Software-as-a-Service (SaaS) vendor to facilitate trip requests and fare payment.
- Annual operating costs for this type of service may range from $562,000 to $937,000 (for three to five vehicles respectively) assuming no additional capital cost for vehicles.



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Study Adoption

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