



Integrated Mobility Division  
N.C. DEPARTMENT OF TRANSPORTATION

**DATE** 26 February 2020

**TIME** 11:30AM – 1:30PM

**VENUE** NCDOT Board Room  
1 South Wilmington Street  
Raleigh, NC 27601

**MEETING TITLE** NCIT Planning Committee Kick-off Meeting

**ATTENDEES** Julie White, NCDOT  
\* via phone David Howard, NCDOT  
Alena Cook, NCDOT  
Amna Cameron, NCDOT  
Kristal High Taylor, NCDOT  
Nina Szlosberg-Landis, NCDOT\*  
Jamie Kritzer, NCDOT  
Harris Kay, NCDOT  
David Rhew, NCPTA  
Irma Zimmerman, Guilford County  
Kerry Giles, Rutherford County\*  
Anthony Prinz, Onslow County – City of Jacksonville  
Bill Bass, City of Wilson\*  
LJ Weslowski, Concord Kannapolis Area Transit\*  
Sheila Blalock, Mitchell County\*  
Bruce Adams, City of Greensboro\*  
David Eatman, City of Raleigh  
Jim Westmoreland, Westmoreland Strategic Enterprises  
Warren Miller, Fountainworks  
Tara Nattress, Fountainworks  
Rachel Gaylord-Miles, WSP  
Morven Maclean, WSP  
Ellen McAlexander, WSP

**I. Welcome and Introductions**

**II. Overview of the Project**

- **Purpose:** NCDOT, through NCIT, will convene and lead a collaborative statewide planning and research process beginning in early 2020 engaging representatives from all (98) NC transit systems, NCDOT leadership, IMD staff, and other key stakeholders to help develop and implement mobility innovations.
  - This project will research and identify both existing and new Transit innovation strategies such as emerging technologies, innovative Transit service delivery methods, and new mobility options that will help make NC Transit systems and services more effective and efficient.

**III. Overview of the Roles and Responsibilities of Committee Members**

- Represent your geography and system type

**MINUTES**



- Share your expertise on problems and issues facing NC transit systems
- Report on specific innovation and technology applications that you have already implemented or are considering for your system
- Encourage colleagues to participate
- Invite and include the Chairs of the statewide MPO and RPO associations to be members of the Initiative Development Committee; invite MPOs and RPOs to participate in June 10<sup>th</sup> meeting (i.e., in conjunction with NCPTA Annual Conference) to receive update on NCIT

#### IV. Overview of Project Schedule

- Will clarify dates and locations in coming weeks
- Series of 3 Large-Group Meetings with leaders from all 98 NC transit systems; includes keynote speakers, meal
  - **April:** Kick Off Meeting (Greensboro)  
Provide overview of project purpose, objectives, and schedule; define known problems and issues facing NC Transit systems; break into small groups by system type (urban, community urban, community) to discuss and document existing innovation strategies being used by NC transit systems and to identify new innovation ideas and strategies that merit further review
  - **June:** Work on It Meeting (Concord)  
Review list of existing innovation of strategies; receive update from FTA on research and innovation efforts; discuss list of new ideas and strategies by system type for further review and prioritization
  - **September:** Launch It Meeting (Raleigh or Home Town Strong county)  
Provide overview of NCIT process and participants; review summary implementation plans for each prioritized new idea/strategy; have NC(DOT) leadership provide insight into future opportunities to advance the initiative to the next phase of work and implementation
- Series of 3 Initiative Development Committee Meetings
  - **May**
  - **July**
  - **October**

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**Discussion:** *What are you currently doing that is innovative? What innovations would you like to learn about?*

#### Customer Experience

- **Ideas**
  - Regional fare integration with multiple payment options; ability to reload transit passes at locations like grocery stores
  - Fare capping
  - Door-to-door, on-time, demand response paratransit (potentially through an app)
    - **Example:** Austin, TX, uses a TNC app that functions similarly to Uber with registered vehicles, saves 20-30%
  - Multimodal transit centers to reduce overhead costs and eliminate confusion for riders
    - **Local Example:** Jacksonville is co-locating transit, paratransit, Amtrak, and Greyhound services
  - Streamlined customer contact centers; one call/one click for information



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- Free Wi-Fi on vehicles
- Fare free transit
  - **Local Example:** Rutherford County Saw over 200% increase in ridership after reducing fare from just \$1 on a deviated fixed route; now this is the most popular route
- First/last mile connectivity
- Going beyond paratransit to create connections to community resources such as jobs and schools in communities with vulnerable populations with specific needs
  - **Example:** Columbus, Ohio program to reduce infant mortality
- **I would like to learn about...**
  - New Passenger Information Systems (“Where is my ride?”)
  - Integration with new micromobility companies (e.g., scooters)
  - Information sharing between transit agencies; documenting and facilitating communication of best practices/new innovations from larger urban areas to rural areas
  - Allowing NCDOT to assess/absorb legal risks associated with adopting new technologies rather than having smaller systems bear the burden

### Mobility as a Service/Integrated Mobility

- **Ideas**
  - Understand the long-term financial viability/sustainability of Lyft/Uber business models; realize that the popularity of these services is subject to fluctuation
- **I would like to learn about...**
  - How to inform and help customers choose between transit, rideshare and bicycle options for their trip
  - How to integrate all modes as one system; looking beyond rideshare to make the model work within public agencies
  - Connecting various systems for seamless mobility

### Regional Coordination

- **Ideas**
  - Regional call center
    - **Local Example:** Triangle region uses 485-RIDE for three county area
  - Regional branding
  - Regional route planning
  - First/last mile connectivity between rail/transit
  - Providing transit options for residents traveling elsewhere in NC
    - **Local Example:** Guilford County coordinated transit passes for residents to use in other counties when traveling
    - **Local Example:** Mitchell County and Avery County received ~250k grant for software from Douglas Foundation to coordinate intercounty transportation; has been a success so far
    - **Local Example:** CCATS in Morehead City/Beaufort uses Down East Express to provide daily service to Raleigh/Durham with pickups in 6 counties along the way
- **I would like to learn about...**
  - Strategies to partner regionally to improve service for customers
  - Intercity rail/commuter rail, esp. within large commuter trip sheds



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- Models for managing larger commute sheds for bus service (to provide access to rural healthcare, other daily services)
- Consolidation of services/organizational support
  - **Local Example:** Charlotte region kicked off 12 county 20-year master planning project
- Cooperation between local governing bodies

## Asset Management

### o Ideas

- Transit agencies leading the charge for new facilities; involving transit in conversations around built assets
  - **Example:** Houston, TX, used FTA funds for express bus lanes

### o I would like to learn about...

- Funding to manage assets at the end of their useful life
- Producing documentation for maintenance costs when fleets are updated to make the case that investments today will be wise in the long term
- New CAD/AVL systems with diagnostics and preventative maintenance tools
- Data/information on converting fleets
- Leveraging information from CAM plans to show funding needs
- Fleet management for autonomous vehicles
- Statewide readiness to respond with transit assistance in other areas using new fuel technologies (CNG, electric)
- Preparing for large draws from the electric grid and scheduling charging for a large fleet; understanding the role of the electricity provider
- Bus leasing for vehicle replacement
- Encouraging the private sector to incentivize new vehicle technologies

## Safety and Security

### o Ideas

- Wireless camera systems
- **Hands-free communications systems for drivers**
  - **Local example:** Rutherford County uses hands free/Bluetooth radio systems for drivers

### o I would like to learn about...

- New collision avoidance systems with 360 vehicle monitoring
- Expanding high speed broadband to vehicles and stops/stations
- Seeing inside vehicles in real time

## Other

### o Ideas

- NCDOT assistance with affordable housing; new/creative uses for funding

### o I would like to learn about...

- Reactivating small town downtowns with rail service
- Rethinking land use strategies in smaller communities in preparation for new transportation services
- Integrating urban-style transit services into areas located outside cities that are experiencing urban-style growth; rethinking rural transit business models



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### ***Visioning***

- o **Goals for this effort**

- Agree on common future goals between NCDOT/agencies
- Help communities to understand that mobility is basic human need, and that good transit provides social and economic benefits to the whole community
- Position North Carolina to become a model for both transportation trends and aging in place
- Understand the transportation values of future generations
- Develop a list of key innovations that we can invest in that will result in increased ridership
- Agree on one statewide goal that ties systems together – regardless of size – for September

### **V. Next Steps**

- o Set dates/locations/agendas for future meetings ~1 month in advance of each