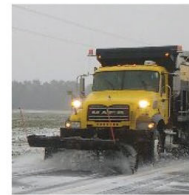




## **NORTH CAROLINA** Department of Transportation



# Integrated Mobility Division Overview

Heather Hildebrandt  
Integrated Mobility Interim Director  
September 22, 2020



# Integrated Mobility Division

N.C. DEPARTMENT OF TRANSPORTATION

## Mission

*Provide leadership for safe, affordable, and innovative multimodal transportation throughout North Carolina*



IMD Structure and Overview
Strategic Planning
Programs
Doing Business with IMD



Three Modes...One Division

## New Division Vision and Focus



**Personal  
Mobility**



**Integration**



**Land Use  
Connection**



**Community  
Vibrancy**

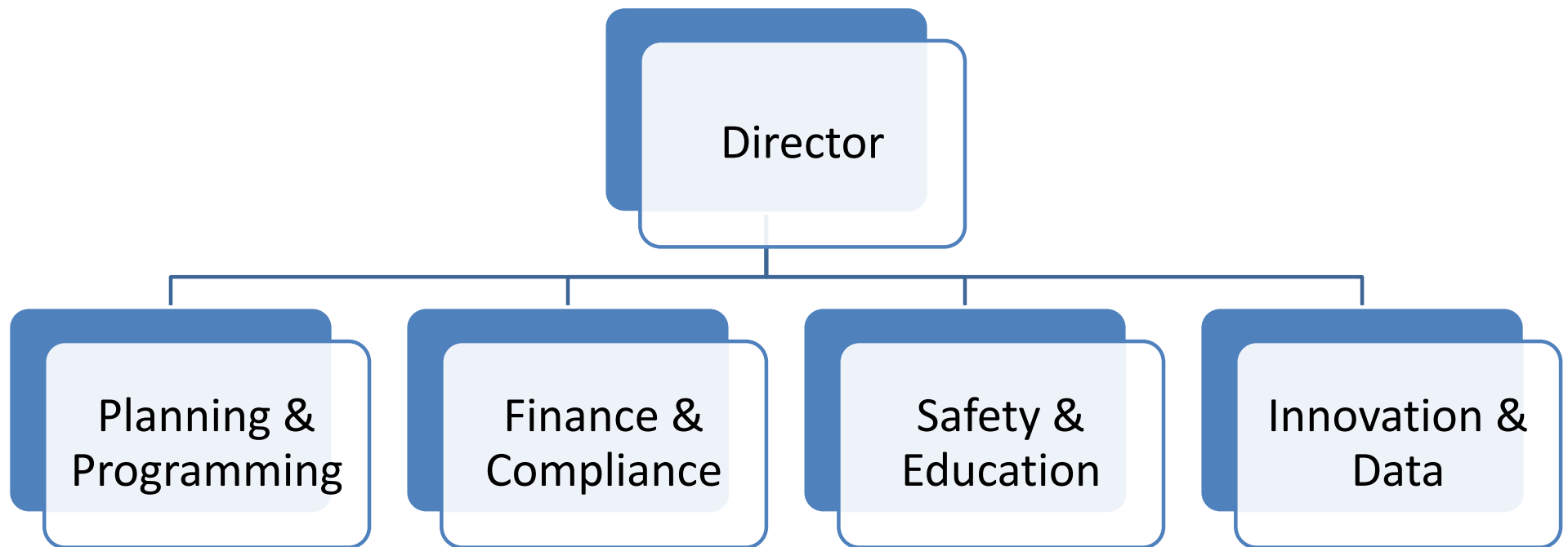


**Innovation  
and Pilots**



**Rural and  
Urban Needs**

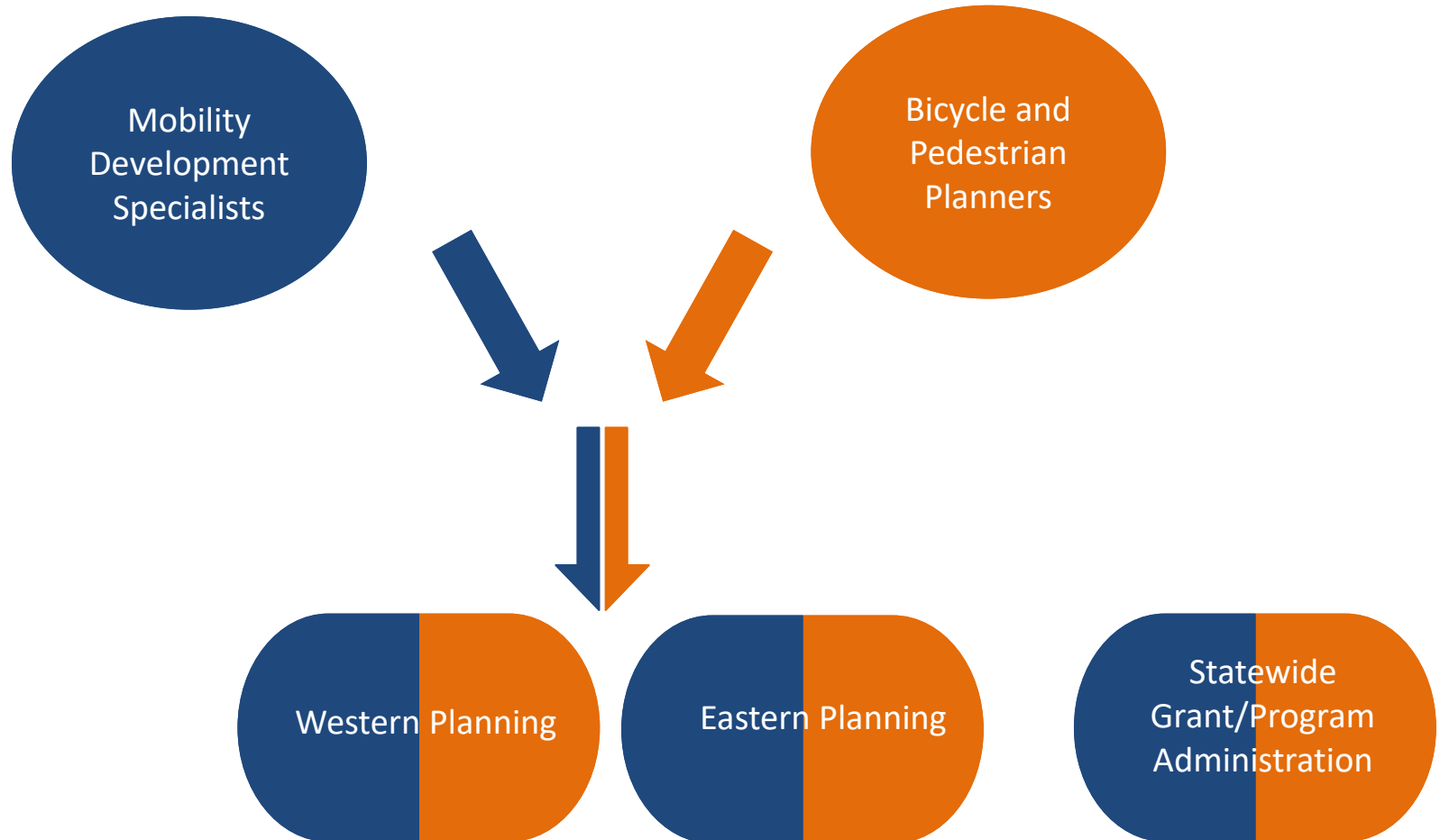
## Division Organization



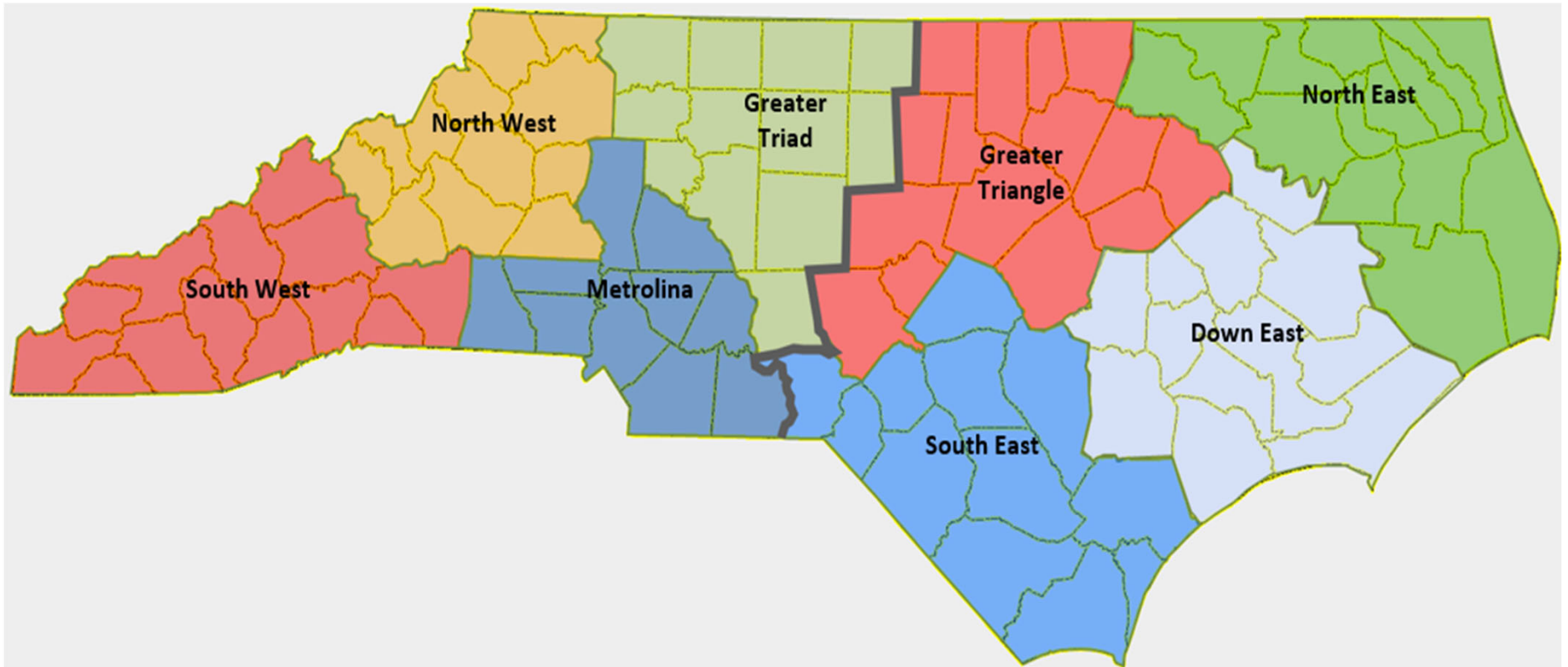
## Planning and Programming

- Grant Administration - Bicycle-Pedestrian and Transit Grants
- Regional Technical Assistance (planning, funding strategies, network/corridor/feasibility studies)
- Complete Streets Policy Implementation
- Project Delivery – EB/STIP Projects
- Transportation Demand Management (TDM)

# Planning and Programming Vision







## Finance and Compliance

- Finance tracking, budget planning
- Procurement
- Accounting
- Grants administration
- FTA compliance

West  
Accounting

Compliance

Procurement

East  
Accounting

## Safety and Education Vision

- Provide safety compliance support across the Division
- Safe Routes to School & Bike-Ped Safety Initiatives

West Safety  
Officer

East Safety  
Officer

Education  
Program  
Consultant

## Innovation and Data

- Innovative pilots
  - CASSI, Wilson microtransit, new technology
- Data collection and analysis
- Research studies





## NCDOT Project CASSI: Connected Autonomous Shuttle Supporting Innovation

[ncdot.gov/cassi](https://ncdot.gov/cassi)



CASE STUDY



## Paving the way for economic mobility in a rural community.

Via, Proprietary & Confidential.

## City of Wilson, NC.

### Problem:

As Wilson's economic center shifts and takes new jobs with it, the city's decades-old fixed route system no longer serves transit riders.

### Solution:

- Replaced fixed routes with RIDE, an entirely on-demand service, in September 2020.
- Providing reliable transportation to job sites and health care by both expanding coverage and reducing wait times.
- Serving riders who are unbanked and/or without access to smartphones by accepting payment through prepaid vouchers and offering both online and phone booking.
- Investing in TransitTech through FTA 5311 funds, a competitive FTA AIM grant, and City and state funding.

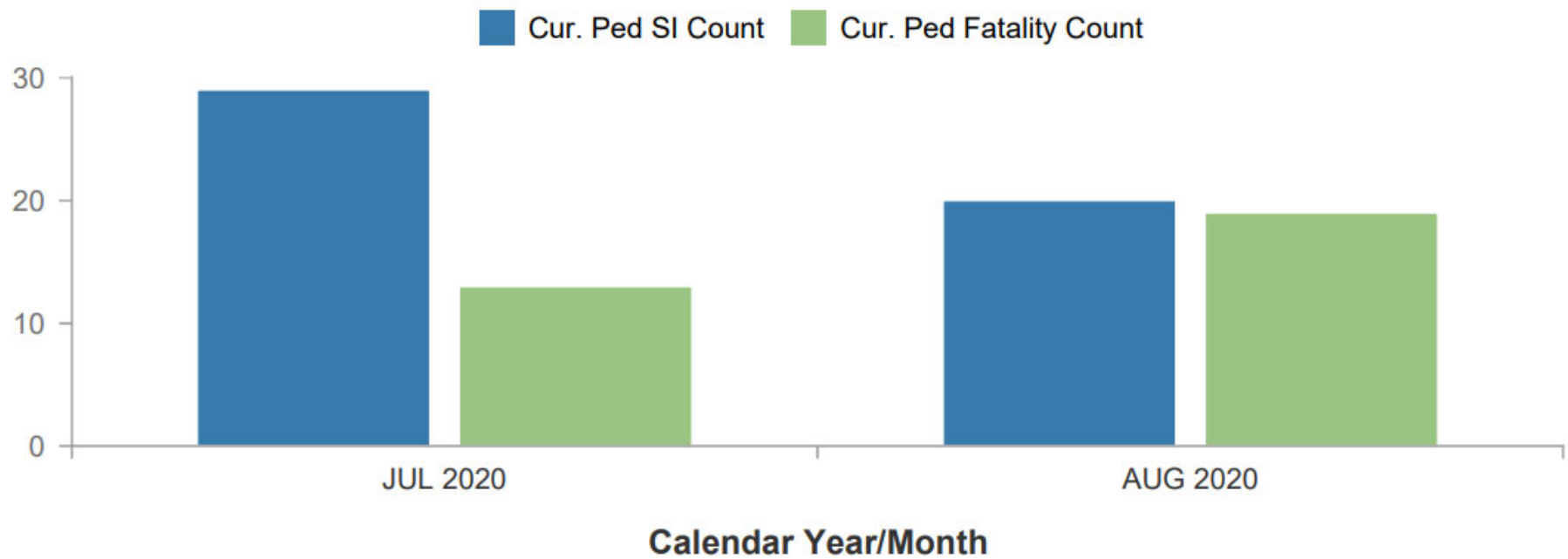


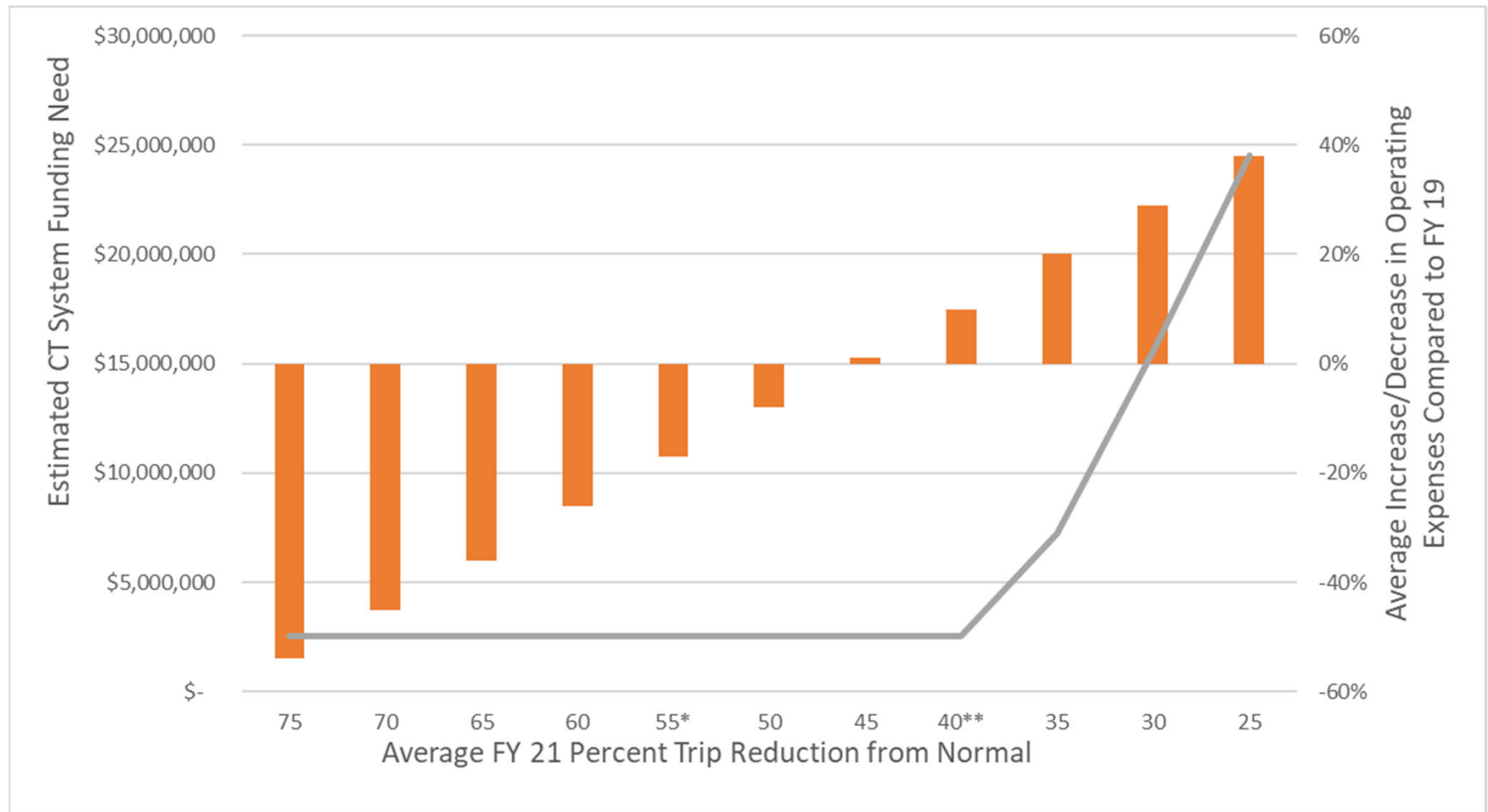
We believe RIDE will not only provide a better service for current transit riders, it creates a new, convenient, and modern transportation option anyone can access."

— Grant Goings, City Manager

# Data Analysis

## Pedestrian - Fatality & Serious Injury Count by Calendar Month







# Bicycle and Pedestrian Strategic Plan

## Vision

---

North Carolina is a place that incorporates walking and bicycling into daily life, promoting safe access to destinations, physical activity opportunities for improved health, increased mobility for better transportation efficiency, retention and attraction of economic development, and resource conservation for better environmental stewardship of our state.

---

## Themes/Pillars



## NORTH CAROLINA'S TRANSIT STRATEGIC FRAMEWORK

### *Vision*

Connecting North Carolinians to opportunities

### *Mission*

Improve quality of life for North Carolinians by:

- Building healthy communities;
- Supporting job creation and economic development; and
- Providing equal opportunities so all people can thrive

### *Strategies*

- Building thriving, healthy communities—Partner for a successful future
- Improving access to jobs and economic development—Support local transit systems
- Connecting communities to opportunities—Build The Connected Statewide Network

### *Tactics*

- Provide enhanced access for seniors, veterans and persons with disabilities
- Build quality transit stops and safe pedestrian crossings
- Support transit-friendly land use
- Establish regional multi-county commuter services
- Enable new local services
- Engage the business community in strengthening job creation and economic development
- Push planning beyond local boundaries
- Support and enable greater flexibility in funding transit investments
- Build The Connected Statewide Network

**SEE CONNECTED STATEWIDE NETWORK MAP INSIDE**

## Division Synthesis Strategic Plan



**Mobility  
Planning and  
Policy**



**High  
Performing  
Division**



**Integrated  
Multimodal  
Services**



**Effective  
Grants and  
Compliance**



**Deliver  
Complete  
Streets**



**Smart  
Mobility and  
Innovation**



# The Landscape of Mobility is Changing



# New Mobility

Service Type	Existing Mobility Services and Partnerships
Micromobility	Mobike, Citrix Cycle, B-Cycle and Gotchabike Bikeshare Systems
	Charlotte and Raleigh Scootershare Pilots
Ride Hailing	Statewide NEMT Service
	Charlotte CATS and Lyft Partnership
	NCDOT, TransLoc, Uber and Amtrak Partnership
Automated Vehicles	North Carolina Turnpike Authority Pilot
	CASSI
Carsharing	Private Operators: Zipcar, Enterprise, Turo, Driveflow
	Zipcar and Charlotte DOT Partnership
Mobility as a Service	Transitapp and Transloc Integrations with Transit Agencies
Microtransit	Wilson/Via "RIDE"

## NCDOT Roles in New Mobility



Funder: Provide funding for projects that support the vision and mission of NCDOT IMD while advancing knowledge and lessons learned on New Mobility



Policy Maker: Standardize operating procedures to guide how stakeholders engage with IMD to incorporate New Mobility into ongoing and new projects.



Expert Resource: One-stop, centralized, expert resource for internal and external stakeholders throughout North Carolina



Thought Leader: Foster innovation and collaboration to become a statewide and national leader on New Mobility

# PROJECT DEVELOPMENT PROCESS FOR NEW MOBILITY

1. Problem Identification and Planning Design and Development
2. Implementation and Testing
3. Evaluation and Iteration
4. Scaling and Replication





# Bicycle and Pedestrian Programs & Services



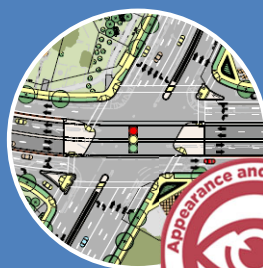
## Planning

- Local Planning Grants
- Regional Planning
- Statewide Plan
- State Bike Routes



## Safety & Education

- SRTS
- Watch for Me NC
- Helmet Initiative
- Crash Analysis



## Project Development

- Project Scoping
- Infrastructure Data
- Travel Counts
- Reporting Metrics

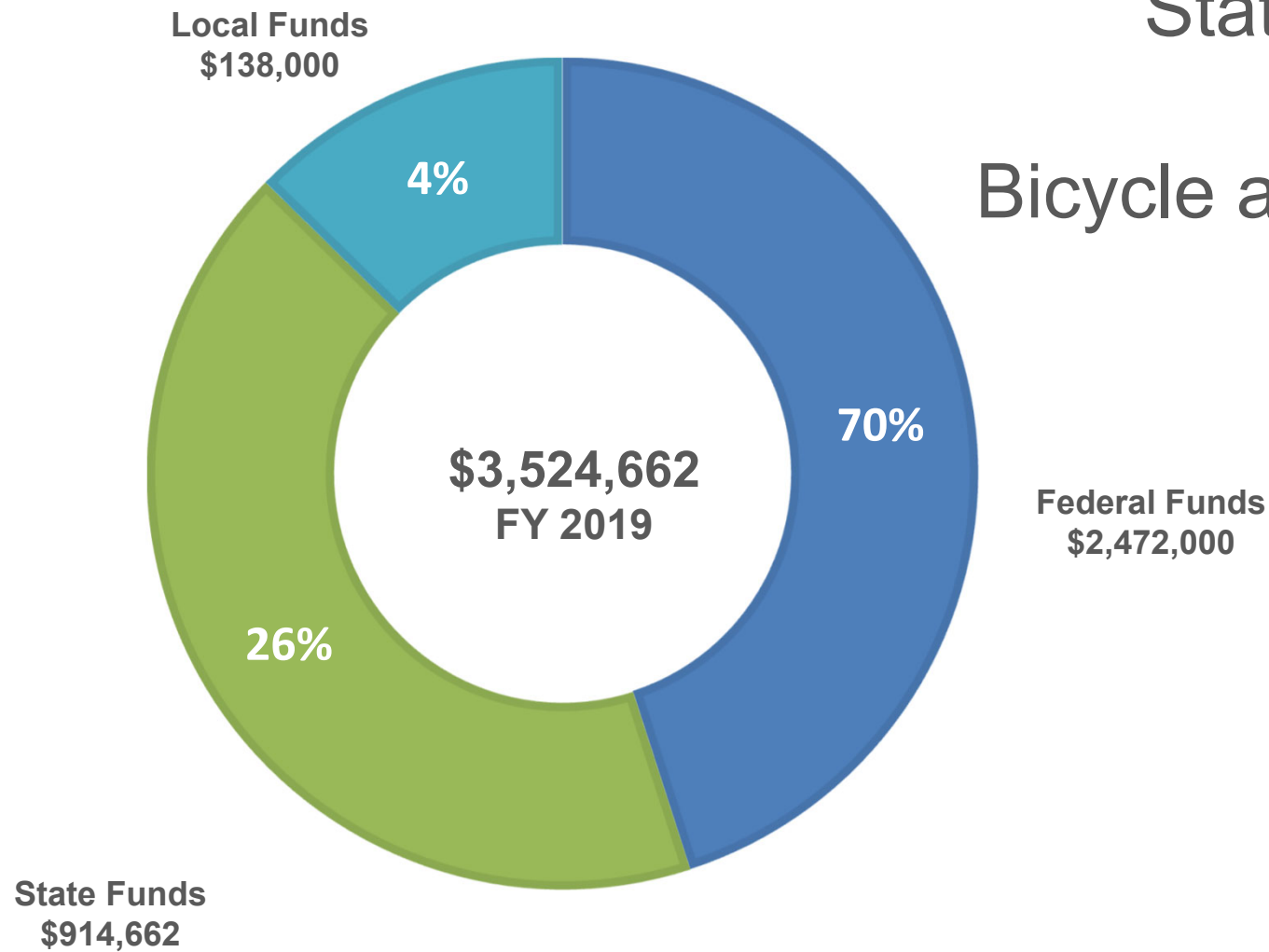


## Project Delivery

- Locally Administered Project Delivery
- Partner Outreach
- Prioritization

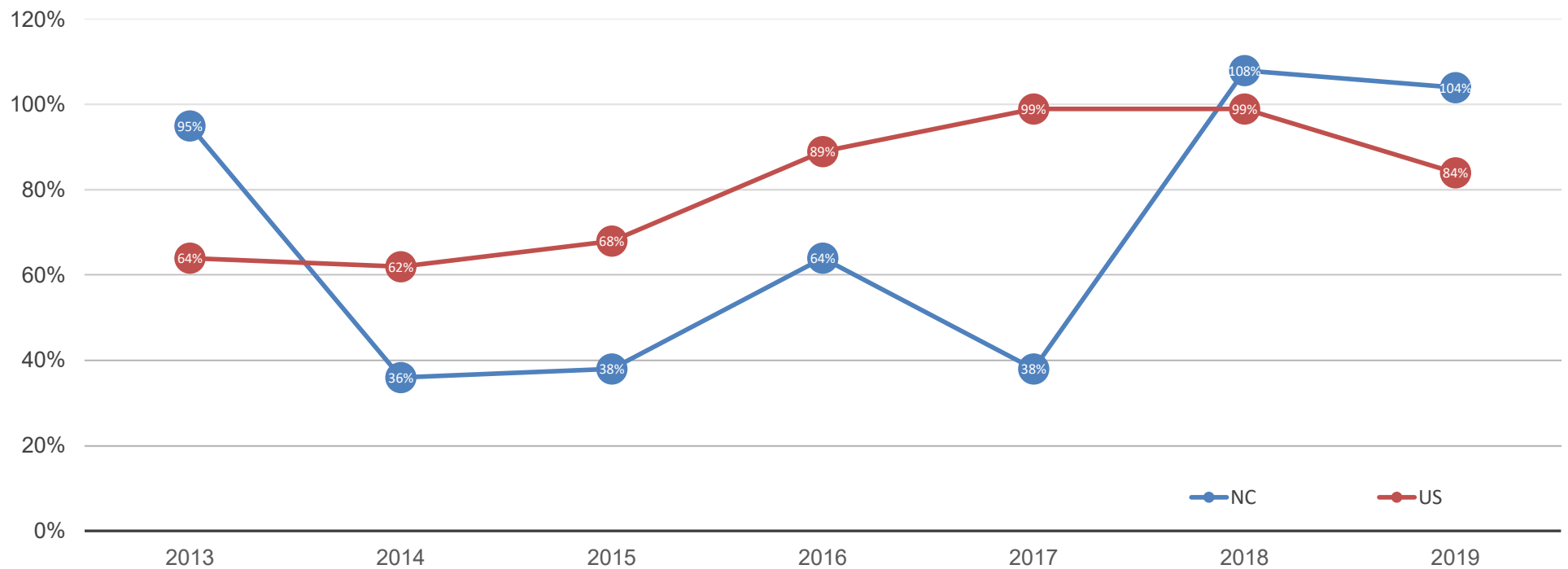


## State and Federal Investment in Bicycle and Pedestrian Programs

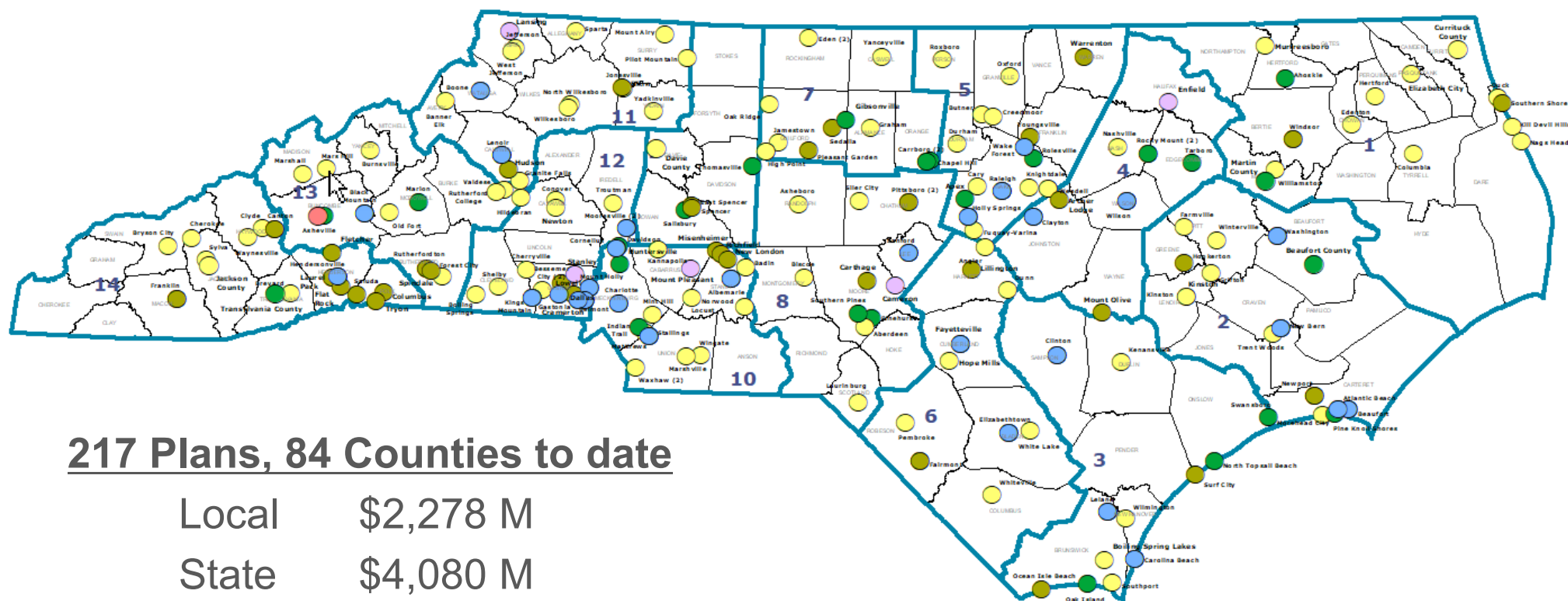


# Federal Investments in Bicycle & Pedestrian Facilities

Transportation Alternatives Program (TAP) Fund Obligation Rate (%)

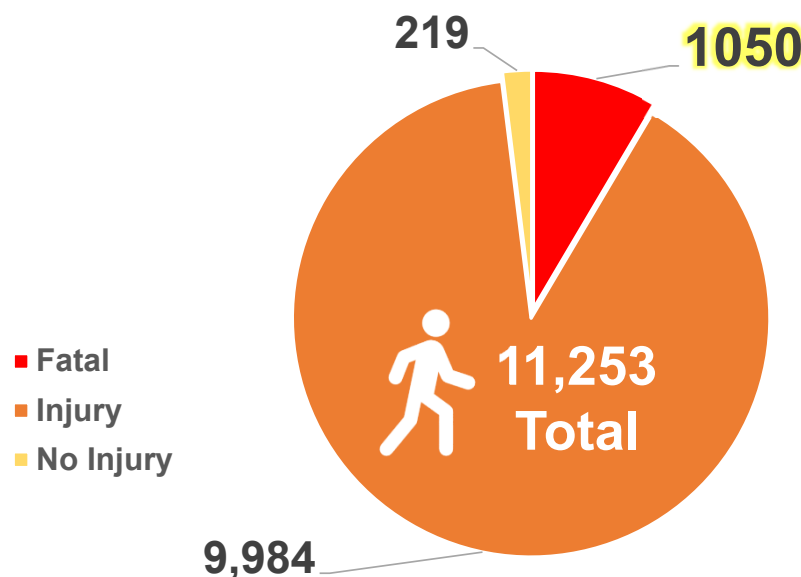


# State Investments in Bicycle & Pedestrian Planning



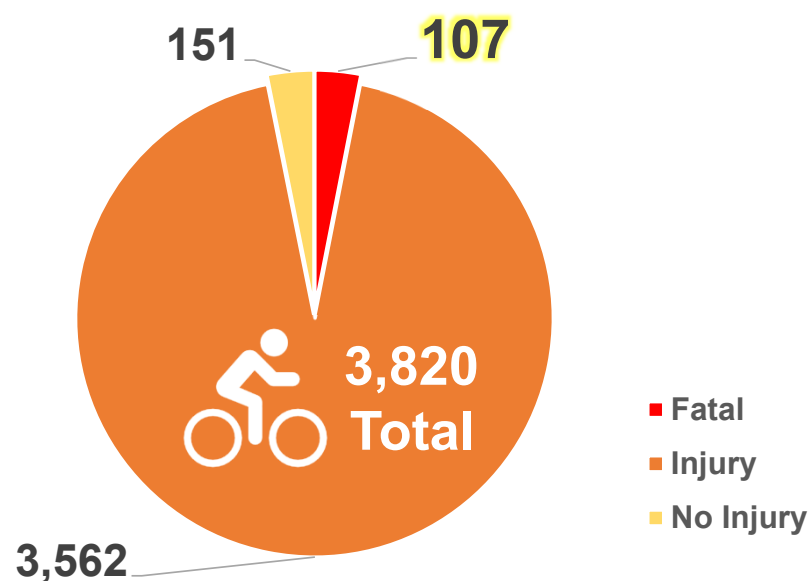
## Bicycle & Pedestrian Safety Trends

Pedestrian Crashes, 2015-2019



*NC 7<sup>th</sup> highest total pedestrian fatalities by state*

Bicycle Crashes, 2015-2019



*NC 10<sup>th</sup> highest rate of bicycle fatalities per capita (down from 8<sup>th</sup>)*

# Public Transportation Programs & Services



## Planning & Programming

- System Level Plans
- Regional Planning
- Statewide Plan
- System Oversight



## Safety & Compliance

- Driver Training
- System Inspections
- Safety Policy Oversight
- Procurement

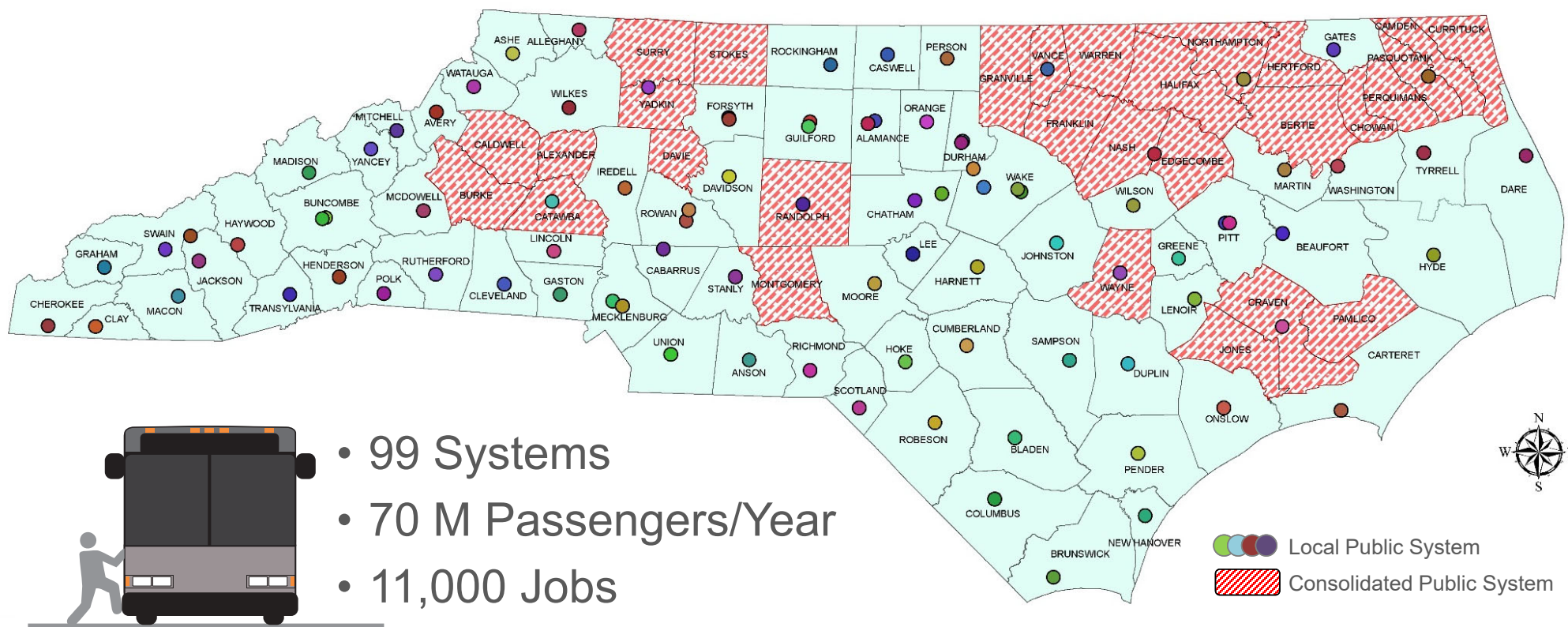


## Grant Administration

- Grant Authorization
- Pass-Through Funding
- Accounting
- FTA Reporting

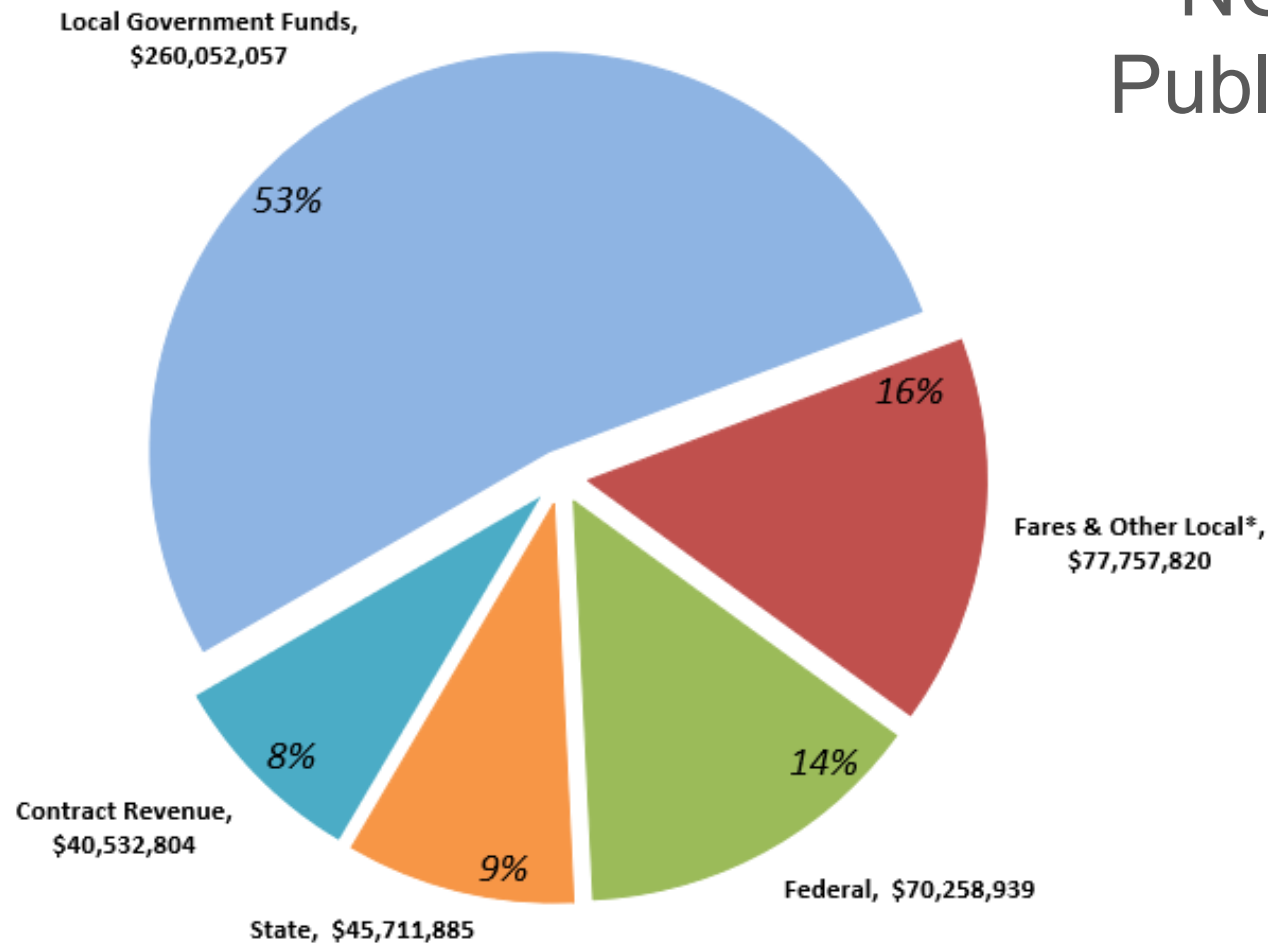


# NC's Public Transportation Systems



# NC Investment in Public Transportation Operations

**\$494,313,506**  
**FY 2019**



# State Investments in Public Transportation

## State Operating Assistance

- SMAP – 26 systems
- ROAP – all 100 counties, EBCI
- International Trade Show Transportation

## Federal Match Assistance

- Administration
- Capital
- Operating
- Planning

## State Programs

- Intern and Apprentice
- Technology
- Transportation Demand Management



## Doing Business with IMD

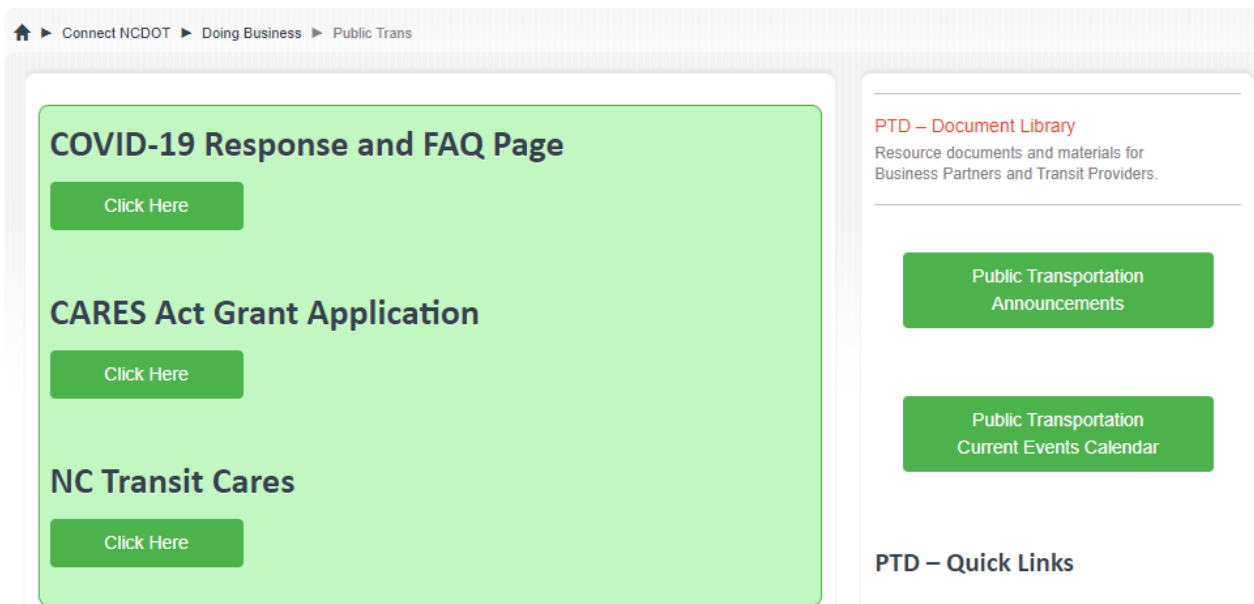
- Close coordination with your assigned planner, particularly for reporting requirements, applications, compliance, service changes, or general questions about IMD procedures.
- Your assigned planner will typically facilitate questions/discussions with other groups in IMD as needed, including finance, procurement, accounting, safety and security.
- IMD subject matter experts provide guidance broadly and answer individual questions typically submitted through assigned planning staff.

# Doing Business with IMD

- <https://connect.ncdot.gov/business/Transit/Pages/default.aspx>

## Public Transportation

Grants, programs, projects, future plans, and resources for North Carolina Public Transportation Systems



The screenshot shows the 'Public Transportation' page on the connect.ncdot.gov website. At the top, there is a breadcrumb trail: 'Connect NCDOT > Doing Business > Public Trans'. The page is divided into two main columns. The left column has a light green background and contains three sections, each with a 'Click Here' button: 'COVID-19 Response and FAQ Page', 'CARES Act Grant Application', and 'NC Transit Cares'. The right column has a white background and contains three sections: 'PTD – Document Library' with a description 'Resource documents and materials for Business Partners and Transit Providers.', 'Public Transportation Announcements', and 'Public Transportation Current Events Calendar'. At the bottom of the right column is a section titled 'PTD – Quick Links'.

🏠 > Connect NCDOT > Doing Business > Public Trans

**COVID-19 Response and FAQ Page**  
Click Here

**CARES Act Grant Application**  
Click Here

**NC Transit Cares**  
Click Here

**PTD – Document Library**  
Resource documents and materials for Business Partners and Transit Providers.

Public Transportation Announcements

Public Transportation Current Events Calendar

**PTD – Quick Links**

<https://connect.ncdot.gov/business/Transit/Pages/Transit-Doing-Business.aspx>

## Doing Business with PTD

Links and resource materials for Business Partners and Transit Providers

Connect NCDOT > Doing Business > Public Trans > Doing Business with PTD

### Grantee Tools

#### ADDING/REMOVING NAMES FROM PTD LISTS

[Listserv Update Form](#)



#### EXTERNAL PROCEDURES

[Public Transit Business Guide Volume 1.1 and Appendix](#)



[Regional Planning Assignments](#)



[STIP Amendment Policy Process](#)



#### IMD PROCESS MAPS

[2018\\_Application\\_Process\\_View with Timeline - cls \(1\)](#)



[2018\\_Application\\_Process\\_View-Update \(Per Qtr.\)- cls \(1\)](#)



[2018\\_PTD Change Request\\_Regular Process - cls \(1\)](#)



[NCDOT PTD 5307 - Urbanized Area Formula \(1\)](#)



### PTD – Document Library

Resource documents and materials for Business Partners and Transit Providers.

### PTD – Quick Links

[Public Transportation events on the NCDOT Event Calendar](#)  
[PTD Current Events Calendar](#)

[PTD Intern & Apprenticeship Program Video](#)

[Statewide Benefits of Transit by Transit System](#)

[PTD Conferences](#)

[Volkswagen Settlement](#)

North Carolina Department of Transportation  
Public Transportation Division

**Business Guide**  
(External Procedures)



**BENEFITS OF TRANSIT**  
PROVIDED BY  
**ALAMANCE COUNTY  
TRANSPORTATION AUTHORITY**

**72 THOUSAND  
TRIPS PROVIDED IN 2019**

Source: OpStats

NCDOT Public Transportation Division, April 2020 • [www.ncdot.gov/nctransit](http://www.ncdot.gov/nctransit)



**\$4.5 MILLION**

**STATEWIDE BUSINESS OUTPUT**

Expenditure-related economic contribution refers to statewide economic effects supported by the capital and operational expenditures of North Carolina's transit systems.  
Source: TREDIS (Transportation Economic Development Impact System)



**\$4.96 MILLION**

**ANNUAL BENEFIT OF HAVING A  
TRANSIT OPTION IN NC COMMUNITIES**

Transportation cost savings — using transit instead of other modes  
Affordable mobility options — benefit from having transit services available  
Source: SURTC/CLTR/NHTS 2017/Representative NC Transit Systems\*



**MORE THAN 47 JOBS**

are supported by transit system operations and capital investments which results in

**\$2.06 MILLION IN WAGES**

<https://connect.ncdot.gov/projects/BikePed/Pages/default.aspx>

## Bicycle & Pedestrian

Guidelines and resources for development and design of Bicycle and Pedestrian Projects.

🏠 ▶ Connect NCDOT ▶ Projects ▶ Bike & Pedestrian

### Bicycle & Pedestrian Project Development & Design Guidance

Design guidelines, bicycle accommodations types, and bicycle route signing and mapping.

[Read More](#) →

### Policies & Guidelines

State and federal policies and guidelines describing how bicycles and pedestrian improvement are to be developed in North Carolina

[Read More](#) →

### Pedestrian and Bicycle Infrastructure Network (PBIN)

A statewide Geographic Information System (GIS) inventory of existing and planned bicycling and walking facilities in North Carolina

[Read More](#) →

### Related Links

[Non-Infrastructure Transportation Alternatives Program](#)

[Bicycle & Pedestrian Planning Resources](#)

['Let's Go NC! - Pedestrian and Bicycle Safety Curriculum'](#)

[NCDOT Projects: How a Road Gets Built](#)

[NCDOT Division of Bicycle & Pedestrian Transportation Public Site](#)

## Virtual Training Series – Tentative Topics

- 9/22 – IMD and Transit Programs Overview (doing business with IMD, IMD structure, programs overview)
- 9/24 – Grants and Finance Overview (programs summary, timelines, general procedures)
- 9/29 – EBS procedures (applications, claims, etc.)
- 10/1 – Compliance Pt. 1 (proficiency reviews, reporting requirements, etc.)



## Virtual Training Series – Tentative Topics

- 10/6 – Compliance Pt. 2 (safety, drug and alcohol testing, driver training, etc.)
- 10/8 – Procurement (guidance and key requirements)
- 10/13 – Title VI (Title VI plans, ADA, public involvement, transportation equity)
- 10/15 – Service Planning, Data Analysis, and Measuring Success



## **NORTH CAROLINA**

Department of Transportation



# **Integrated Mobility Division Overview**

**Heather Hildebrandt, Interim Director**

Integrated Mobility Division

[hjhildebrandt@ncdot.gov](mailto:hjhildebrandt@ncdot.gov)

919-707-2601