



North Carolina I-95 Economic Assessment Study

Public Meeting Materials



May 2013





I-95 Economic Assessment Public Meeting Materials



STUDY PURPOSE

In 2012, the General Assembly directed that an economic assessment be conducted in response to community concerns about NCDOT's proposed plan to improve I-95. The study provides information to address the following questions:

- **Should we improve I-95 or not?**
What are the positive and negative impacts on the economy in either case?
- **If we do make substantial improvements to I-95, how will we pay for it?**
What are our alternatives?
- **In all cases, what are the positive and negative impacts?**
What are the trade-offs of each choice?

KEY IMPACTS TO BE STUDIED

The study examines both the positive and negative impacts of the proposed improvements to I-95 and the impacts of the different ways of paying for those improvements. These impacts include, but are not limited to the:

- Increased or decreased cost of doing business for current businesses along the highway;
- Increased or decreased cost to residents that use the highway on a regular basis;
- Increased or decreased cost of travel for tourists;
- Impact on future economic development opportunities; and
- Traffic impacts from vehicles that may decide to use other roads.

STUDY SCHEDULE

The economic assessment kicked off on October 1, 2012. It will be completed in May 2013.



WE WANT TO HEAR FROM YOU!

Getting input from residents and businesses who live and work along I-95 is a very important part of the study.

The study team will gather input through interviews, surveys, and meetings with:

- An Advisory Council, with representatives from:
 - » NC Travel and Tourism Coalition
 - » NC Chamber
 - » NC Trucking Association
 - » NC Retail Merchants Association
 - » NC Travel Industry Association
 - » NC Farm Bureau, North Carolina State University
 - » No Tolls I-95 Coalition
- Citizens
- Elected Officials
- Local Governments
- Business Owners and Managers along the Corridor
- Employees
- Economic Development Professionals
- Land Developers
- Trucking Industry
- Shippers
- Agriculture Industry
- Warehousing/ Distribution Facilities
- Manufacturing Firms
- Tourism and Travel Businesses
- Ports
- Construction Industry

ADDITIONAL INFORMATION

Details about this study and the proposed improvements to I-95 are available at:

<http://www.driving95.com>

All study materials will be available on the web site.

CONTACT US

You can contact NCDOT and the study team using the following methods:

E-mail comments can be sent to:

comments@driving95.com

Verbal comments can be left at:

Driving95 Toll-Free Hotline
1-(877)-I95-VIEW

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I-95 Economic Assessment

Involving the Public and Stakeholders



HOW WERE THE PUBLIC AND STAKEHOLDERS INVOLVED IN THE I-95 ECONOMIC ASSESSMENT?

The I-95 Economic Assessment was conceived in response to citizens' questions and concerns about the potential economic impact of tolling I-95 in North Carolina. In order to fully understand and address these concerns, extensive public and stakeholder outreach, utilizing numerous different methods, was conducted throughout the study.

Overview of Public and Stakeholder Outreach Activities

Advisory Council	Surveys	Interviews	Website	Meetings	Focus Groups
<ul style="list-style-type: none"> • Interviews • Meetings • Electronic Updates 	<ul style="list-style-type: none"> • Trucking Industry • General Public 	<ul style="list-style-type: none"> • Shippers • Agriculture • Trucking Industry • Economic Developers • Site Selection Consultants • County Engineers • Tourism Officials • NCDOT Management 	<ul style="list-style-type: none"> • Study Updates • Fact Sheets • Meeting Notices • Comments • Public Survey Link 	<ul style="list-style-type: none"> • No Tolls I-95 Board • Advisory Council • NCDOT Management • County Commission Briefings • Public Meetings 	<ul style="list-style-type: none"> • Shippers • Trucking Industry • Economic Developers • Tourism Stakeholders • General Public • Agricultural Businesses • Roadway Contractors

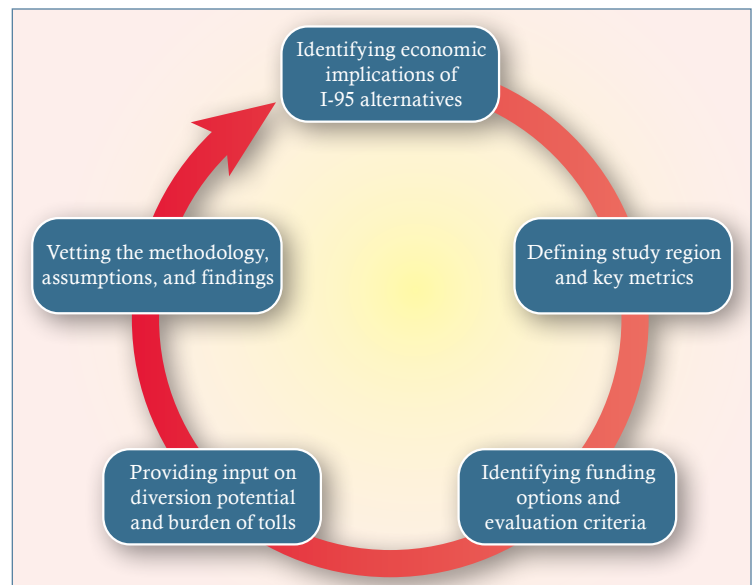
WHO SERVED ON THE ADVISORY COUNCIL AND WHAT WAS THEIR ROLE?

The first step in getting the study underway was the appointment of an Advisory Council. The Advisory Council membership included representatives from key stakeholder groups that voiced concerns over the potential tolling of I-95 in order to fund I-95 improvements. Members represented:

Members represented:

- North Carolina Retail Merchants Association;
- North Carolina Travel Industry Association;
- North Carolina Chamber of Commerce;
- North Carolina State University (Agriculture and Resource Economics);
- North Carolina Trucking Association;
- North Carolina Farm Bureau; and
- North Carolina Travel and Tourism Coalition;
- No Tolls I-95 Coalition.

The Role of the Advisory Council



WHAT DID THE STAKEHOLDERS HAVE TO SAY?

While there are many mixed feelings about the proposed I-95 project and ways of funding it, there are some common viewpoints across all the stakeholder groups:

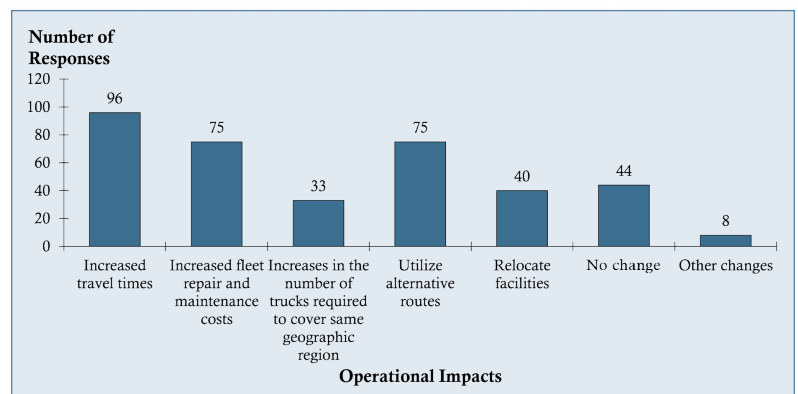
- Good roads are vital to economic well-being and the future of both the region and the state.
- Transportation funding needs to be addressed at the federal and state levels, not just at the corridor level.
- The first priority should be to end all transfers from Highway Fund and Highway Trust Fund.
- I-95 needs improving in the future and the emphasis should be on outdated interchanges, medians, shoulders, and bridges.
- While traffic growth is expected, stakeholders feel most of that growth will be generated outside of the state.
- If tolls are implemented on I-95, there needs to be a way for local businesses and residents to pay reduced rates or no tolls at all.
- With exception of motor carriers, user fees (such as tolls) are viewed by many people as a good way to fund transportation as long as they are applied equitably.
- No one wants to pay more, but I-95 is important, so necessary improvements must be made.

How important will it be to add lanes to I-95 in the future?

	Response Percent	Response Count
Very Important	44.1	881
Somewhat Important	29.6	592
Neutral	12.5	249
Not Important	11.9	237
Don't Know	1.9	38

Source: *I-95 Economic Assessment Public Survey, April 2013.*

If improvements are not undertaken on I-95 in North Carolina in the next 20 years, what are the likely impacts on your operations?



Source: *I-95 Economic Assessment Trucking Industry Survey, Fall 2012, American Transportation Research Institute.*

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I-95 Economic Assessment

Transportation Funding in North Carolina

HOW ARE ROADS FUNDED IN NORTH CAROLINA?

Roads in North Carolina are primarily funded from three sources:

- Federal funds;
- North Carolina Highway Fund; and
- North Carolina Highway Trust Fund.

Legislated Restrictions on Use of State Funds

The Highway Fund is used to:

- Maintain the road network;
- Fund administrative operations of NCDOT; and
- Support multimodal programs.

The Highway Trust Fund is used to:

- Support construction and maintenance of 3,600 miles of highways within the State; and
- Construction of Urban Loop Highways.

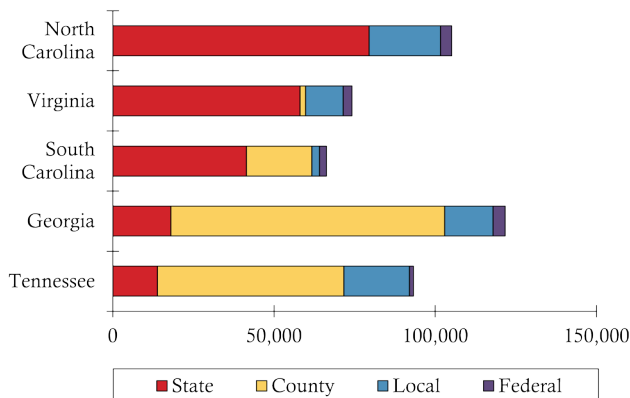
State-Level Transportation Funding Sources in North Carolina

	Highway Fund	Highway Trust Fund
Motor Fuels Excise Tax	•	•
Highway Use Tax		•
Title and Registration Fees	•	•
Lien Recording Fees		•
Driver's License Fees	•	
Dealer and Manufacturer License Fees	•	
Financial Security Restoration Fees	•	
International Registration Tax	•	
Oversize/Overweight Permits	•	
Penalties	•	
Safety Equipment Process Fees	•	
Vehicle Registration Fees	•	
Truck License Plate Fees	•	
Interest Earned on Cash Balances	•	•

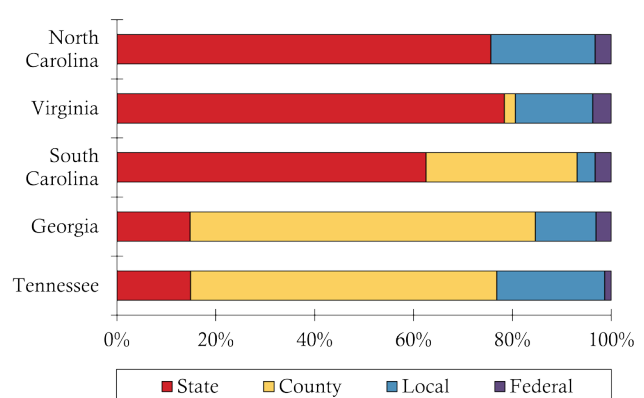
HOW DOES NORTH CAROLINA COMPARE TO SURROUNDING STATES?

North Carolina differs in both the way it pays for roadways and in the ownership and responsibility for constructing, maintaining, and operating the road system. In North Carolina, the State is responsible for funding and maintaining a significantly larger share of the State's total road network than any surrounding state. In fact, North Carolina is second only to Texas in terms of the number of state-maintained lane-miles.

Miles of Public Roads by Ownership



Share of Funding for Public Roads



Benchmarking Common Transportation Revenue Sources

	North Carolina	Virginia ^a	Georgia	South Carolina	Tennessee
Gas Tax (cents per gallon)	37.5	17.5	16.6	16	20
Excise Tax on Vehicle Sales	3%	3%	4% ^b	6% ^b	7% ^b
Noncommercial Driver's License Fee (dollars per year)	\$4.00	\$4.00	\$4.00	\$2.50	\$3.50
Vehicle Registration Fee (passenger car)	\$28.00	\$40.75	\$20.00 ^b	\$12.00	\$26.00

^a Virginia recently passed transportation funding reform that will take effect July 1, 2013.

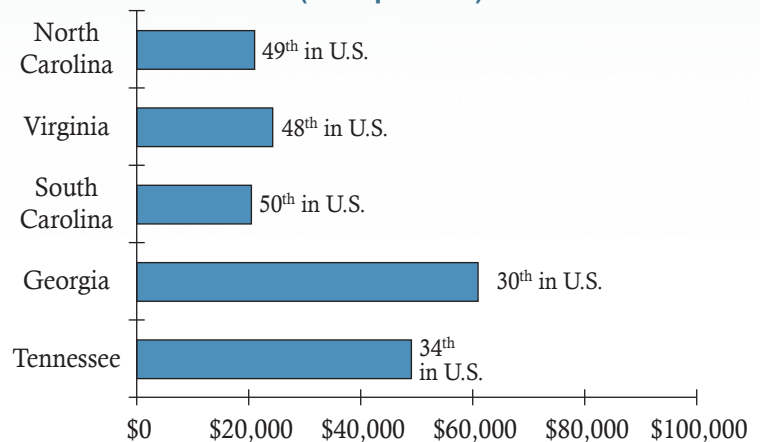
^b Taxes not specifically dedicated to transportation.

While North Carolina has a relatively high state gas tax, it is in line with surrounding states with regards to other state fees and taxes for transportation. In addition, there is no county road system in North Carolina, which means there are no county taxes to fund roadways. Despite the State's higher than average gas tax, North Carolina ranks 49th in the U.S. in terms of dollars expended per mile on its roadway system. Only South Carolina spends less on its roadways per mile.

North Carolina, like most other states, faces a significant funding gap between anticipated transportation needs and anticipated revenue. NCDOT estimates that existing funding sources are anticipated to cover only 47 percent of the State's needs through 2040.¹

¹ NCDOT 2040 Plan.

Cost to Maintain Road Network (Cost per Mile)



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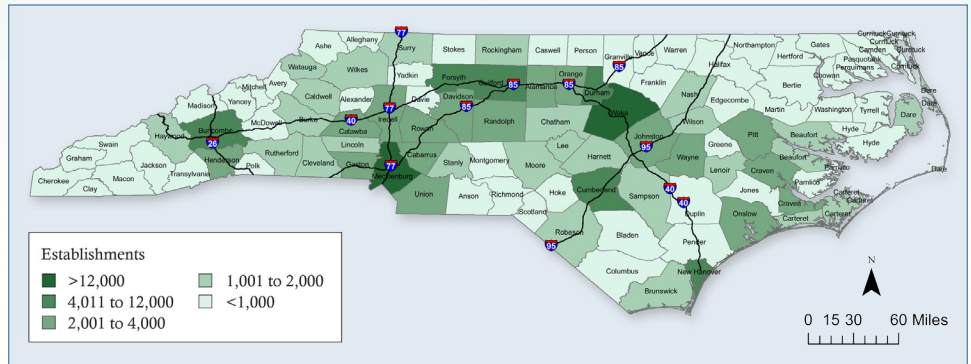
Economic Development in the I-95 Corridor

HOW IMPORTANT IS I-95 TO ECONOMIC DEVELOPMENT?

There are over 15,000 business establishments located in the I-95 Corridor providing jobs for nearly 500,000 people.

- Cumberland and Johnston Counties have the largest number of businesses, with over 5,100 and 2,700 establishments, respectively.
- Fort Bragg in Cumberland County ranks among the top 10 largest military bases in the country.
- The I-95 Corridor is home to over 500 manufacturers, including global leaders in pharmaceuticals, diesel engines, and tires.
- At \$77 billion a year and employing close to one of every five North Carolinians, agribusiness is the state's biggest industry. Animal agriculture (swine, poultry, cattle, and dairy) comprises 6 of North Carolina's top 12 commodity groups.
- Four of the top five North Carolina counties for crop production are located along the I-95 Corridor.
- Other top industries dependent on I-95 include manufacturing, warehousing and distribution, healthcare, and tourism industries, including eating and drinking establishments and accommodations.

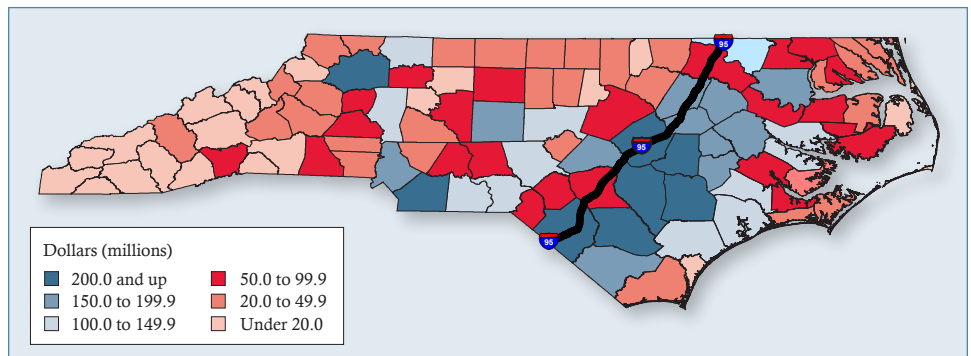
Business Establishments in North Carolina



Source: North Carolina Department of Commerce, Labor, and Economic Analysis Division.

County Cash Receipts from Farm Activity, 2011

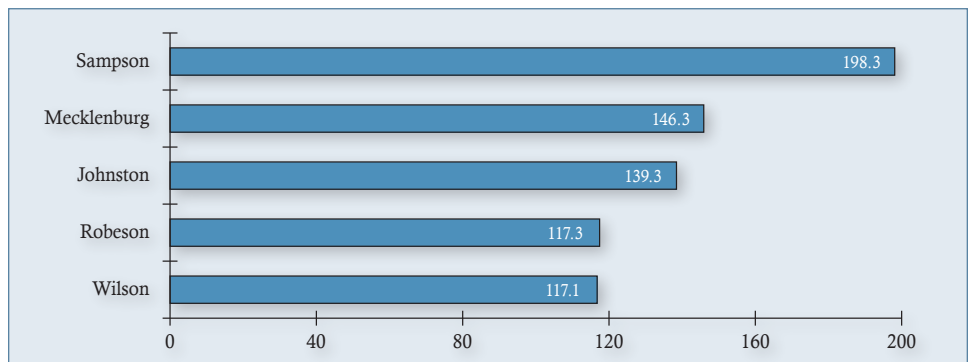
Includes Crops, Livestock, and Government Payments



Source: North Carolina Annual Agriculture Statistics, 2012, North Carolina Department of Agriculture.

Leading Counties for Crop Revenue

Million Dollars



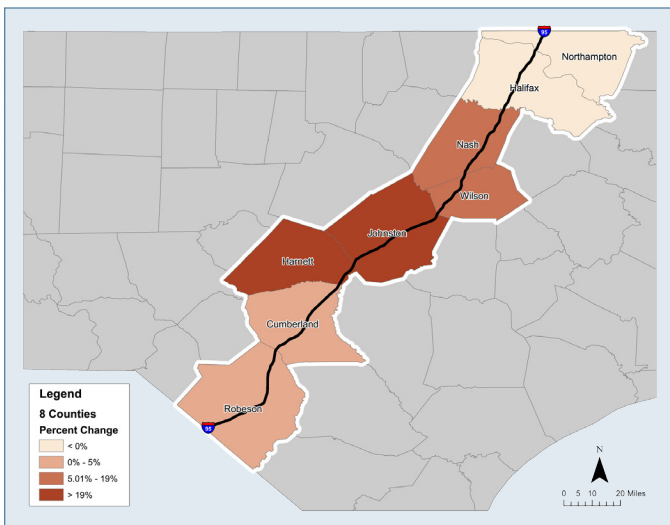
Source: North Carolina Annual Agriculture Statistics, 2012, North Carolina Department of Agriculture.

HOW WILL THE REGION GROW IN THE FUTURE?

The I-95 Corridor accounts for over 10 percent of North Carolina's population and is expected to add over 150,000 people in the next 20 years.

- Johnston and Harnett Counties are leading the growth.
- North Carolina and the Southeastern states linked by I-95 are among the fastest growing in the country, comprising over 25 percent of all U.S. population growth through 2030.

Population Growth on the I-95 Corridor, 2010-2030



Source: North Carolina Office of State Budget and Management.

2011 Manufacturing Establishments and Employment in the I-95 Counties

Area Name	Establishments	Average Employment
Johnston	121	6,207
Cumberland	117	7,095
Nash	99	7,006
Wilson	94	8,139
Harnett	65	1,137
Robeson	61	5,837
Halifax	33	1,843
Northampton	12	359

Source: North Carolina Department of Commerce, Division of Employment Security, Quarterly Census of Employment and Wages (QCEW).

2011 Warehousing and Distribution Establishments and Employment in the I-95 Counties

County	Establishments	Average Employment
Cumberland	14	1,253
Robeson	8	62
Johnston	7	305
Wilson	7	35
Nash	5	92
Halifax	4	48
Harnett	N/A	N/A

Source: North Carolina Department of Commerce, Division of Employment Security, Quarterly Census of Employment and Wages (QCEW).

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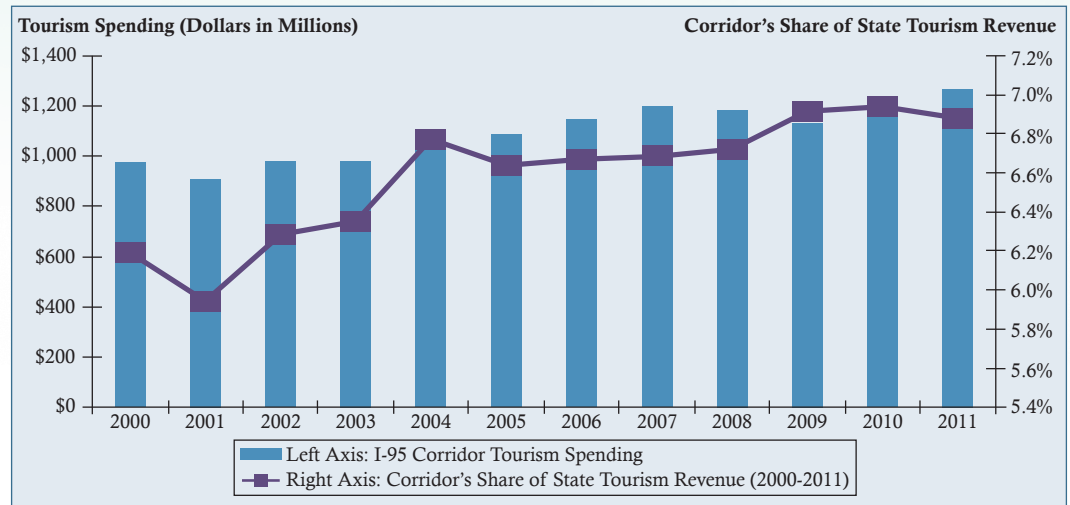
Tourism on the I-95 Corridor

HOW IMPORTANT IS I-95 TO TOURISM?

The I-95 Corridor brings in thousands of visitors on an annual basis to the many diverse attractions in the area. It also serves as a jumping off point for the North Carolina Coast and it is a popular overnight stop for people driving from the Northeast to Florida.

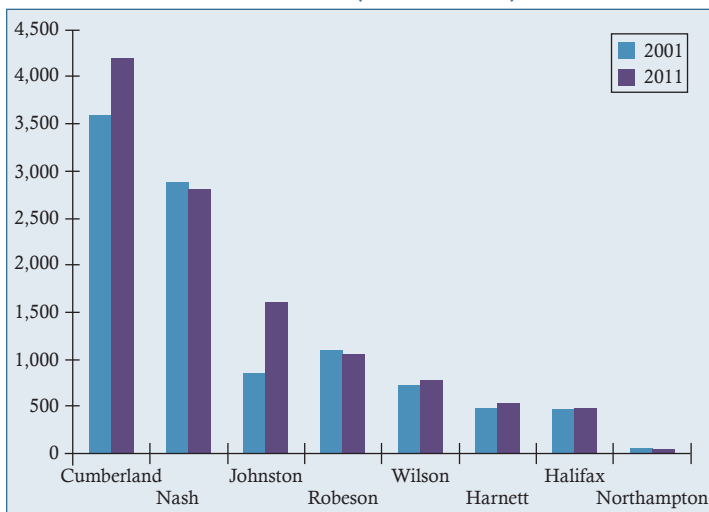
- In 2011, visitors to the I-95 Corridor spent \$1.3 billion, and the region accounted for about 7 percent of total visitor spending in the state.
- The tourism industry directly employed over 11,500 people in the I-95 Corridor region in 2011.
- Travel expenditures in the I-95 Corridor have been growing and the region's share of total North Carolina tourism spending is increasing.

Tourism Spending in the I-95 Corridor and Corridor's Share of State Tourism Revenue (2000 to 2011)



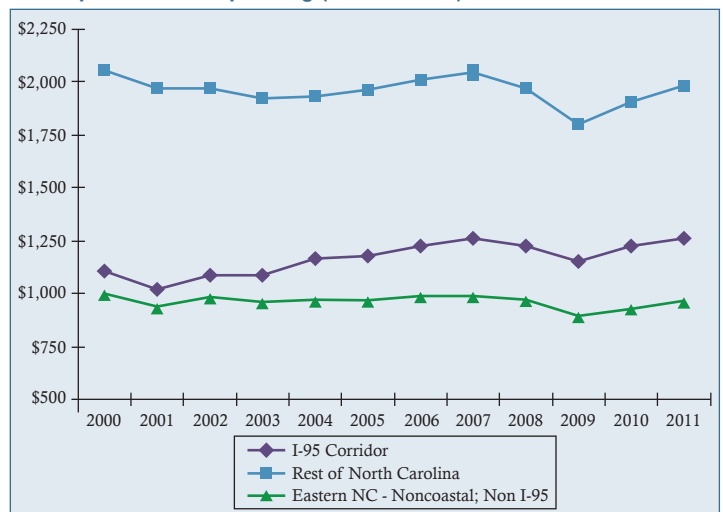
Source: North Carolina Department of Commerce and calculated by Cambridge Systematics; annual spending figures adjusted to 2011 dollars.

Tourism Jobs in the I-95 Corridor (2001 and 2011)



Source: North Carolina Department of Commerce, analysis conducted by Cambridge Systematics, Inc.

Per Capita Tourism Spending (2000 to 2011)



Source: North Carolina Department of Commerce, calculated by Cambridge Systematics, Inc.; per capita tourism spending is in 2011 dollars. The "non coastal, non-I-95 counties" in this tabulation include Hertford, Gates, Bertie, Martin, Pitt, Greene, Wayne, Lenoir, Duplin, Sampson, Bladen, and Columbus counties.

HOW DO THE REGION'S HOTELS AND MOTELS DEPEND ON I-95?

- In total, there are over 14,000 hotel rooms in the eight counties located along the Corridor.
- Average occupancy generally ranges from 60 to 70 percent, for a corridor-wide average of approximately 64 percent.
- Based on occupancies and average rates, the Corridor's hotels generate an estimated \$227 million in revenue per year (these data correspond to late 2011 through late 2012) from 3.3 million annual room nights.

Hotel Room Inventory, Rates, and Occupancy on I-95

County	Rooms	Occupancy	Occupied Rooms Per Night	Annual Room Nights	Nightly Rate	Annual Revenue	Pass-through Share of Guests	Pass-through Lodging Revenue
Northampton	100	N/A	60	21,900	\$51.00	\$1,116,900	N/A	N/A
Halifax	1,040	57%	593	216,372	\$64.00	\$13,847,808	N/A	N/A
Nash	2,600	N/A	1,560	569,400	N/A	\$39,858,000	80%	\$31,886,400
Wilson	1,400	71%	994	362,810	\$70.00	\$25,396,700	80%	\$20,317,360
Johnston	1,700	N/A	1,020	372,300	\$60.00	\$22,338,000	66%	\$14,743,080
Harnett	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Cumberland	5,900	66%	3,894	1,421,310	\$73.00	\$103,755,630	30%	\$30,815,422
Robeson	1,450	65%	943	344,013	\$60.00	\$20,640,750	90%	\$18,576,675
Total	14,190	64%	9,063	3,308,105	\$68.60	\$226,953,788	69%	\$116,338,937

Sources: Data provided by tourism authorities and convention and visitors bureaus through interviews and other documentation, December 3-6, 2012. Not all CVBs have detailed hotel data available. Pass-through guests typically stay one night on their way elsewhere. Calculations are by Cambridge Systematics.

Dozens of attractions are served directly by I-95, including the following:

Attraction	City	County	Annual Visitors
Airborne and Special Operations Museum	Fayetteville	Cumberland	144,289
Medoc Mountain State Park	Brinkleyville	Halifax	102,580
Rocky Mount Sports Complex	Rocky Mount	Nash	74,332
Clemmons Educational State Forest	Clayton	Johnston	50,000
Historic Halifax	Halifax	Halifax	32,074
Vollis Simpson Windmill Farm	Lucama	Wilson	27,500
Sylan Heights Bird Park	Scotland Neck	Halifax	23,000
North Carolina Coastal Plains Museum	Wilson	Wilson	20,000
Nestus Freeman Roundhouse Museum	Wilson	Wilson	20,000
Imagination Station Science Museum	Wilson	Wilson	20,000
North Carolina Baseball Museum	Wilson	Wilson	12,000
Ava Gardner Museum	Smithfield	Johnston	12,000
Tobacco Farm Life Museum	Kenly	Johnston	10,000

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I-95 Economic Assessment

Traffic Modeling and Forecasts for I-95

A key component of the North Carolina I-95 Economic Assessment was to understand existing passenger and truck travel patterns within the I-95 corridor, future traffic growth, and sensitivity of travelers to tolls.

HOW MUCH TRAFFIC IS ON I-95?

- Currently, traffic levels are generally acceptable on I-95 and congestion is primarily related to holiday traffic and traffic incidents.
- On average, traffic incidents on I-95 in North Carolina give rise to nearly 200,000 hours of delay for automobiles and 42,000 hours of delay for trucks annually.

Average Daily Traffic, 2011

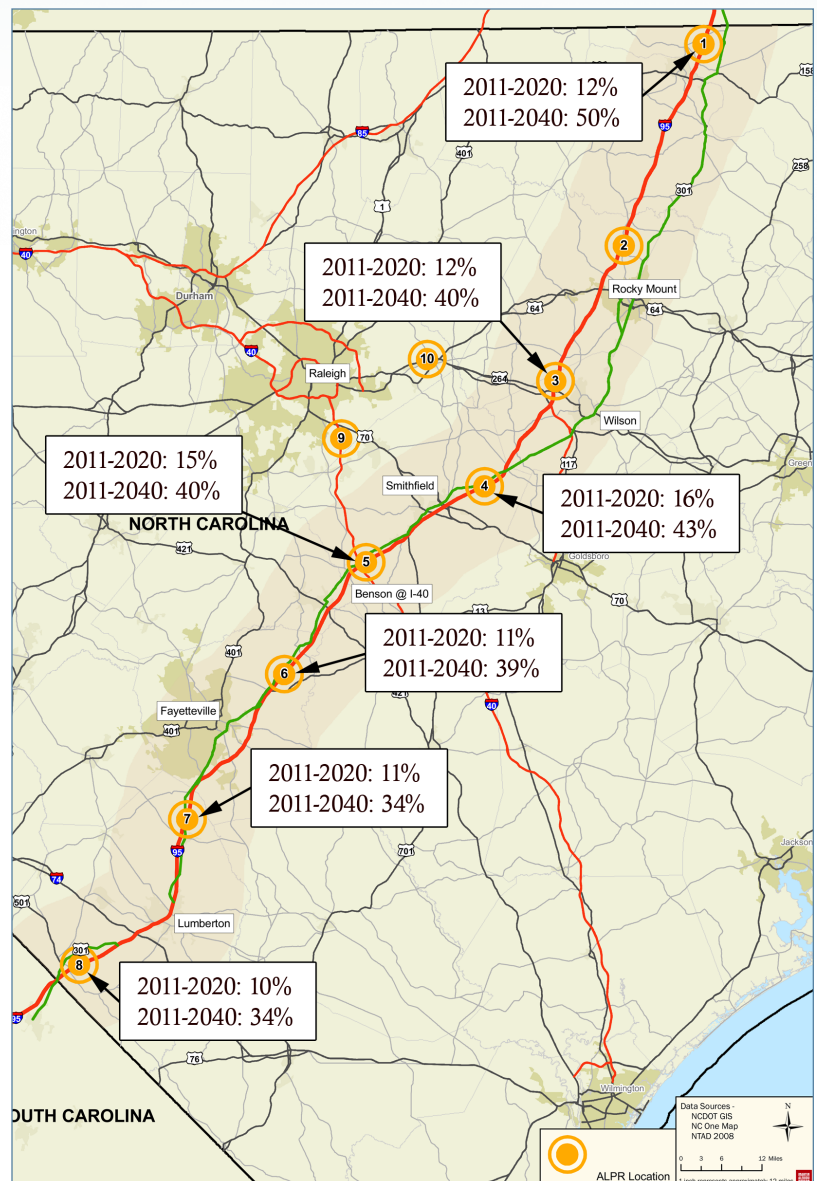
	Autos	Trucks
I-95	14,288	2,842
U.S. 301	2,656	184
Other Freeways	16,510	1,333
Major Roads, Within Corridor	2,170	140
Major Roads, Outside Corridor	2,143	181

Source: Cambridge Systematics, Inc. analysis of NCDOT data.

HOW MUCH WILL TRAFFIC ON I-95 GROW?

- Growth in traffic on I-95 in North Carolina is projected to range between 12 to 16 percent from 2011 to 2020.
- Growth in traffic on I-95 in North Carolina is projected to range between 34 and 50 percent from 2011 to 2040.
- In 2040, this means there will be an additional 3.5 to 5 vehicles for every 10 vehicles on the road today.

Projected Traffic Growth on I-95



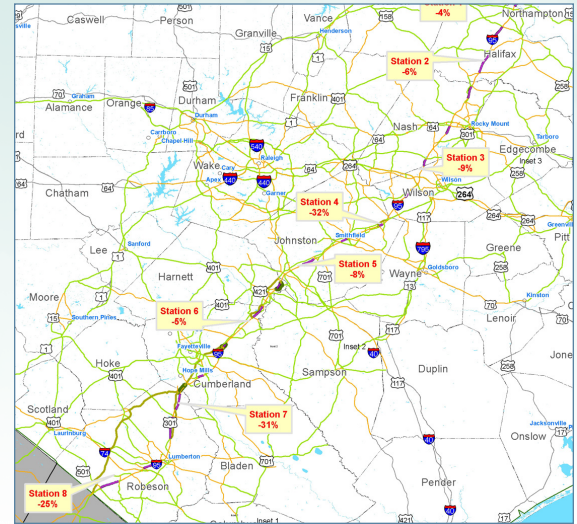
Source: I-95 Corridor Planning and Finance Study, September 2011.

HOW DOES TOLLING IMPACT THE TRAFFIC FORECASTS?

The travel demand model generated forecasts of traffic levels in terms of total Vehicle Miles Traveled (VMT) and Vehicle Hours Traveled (VHT). Results indicate:

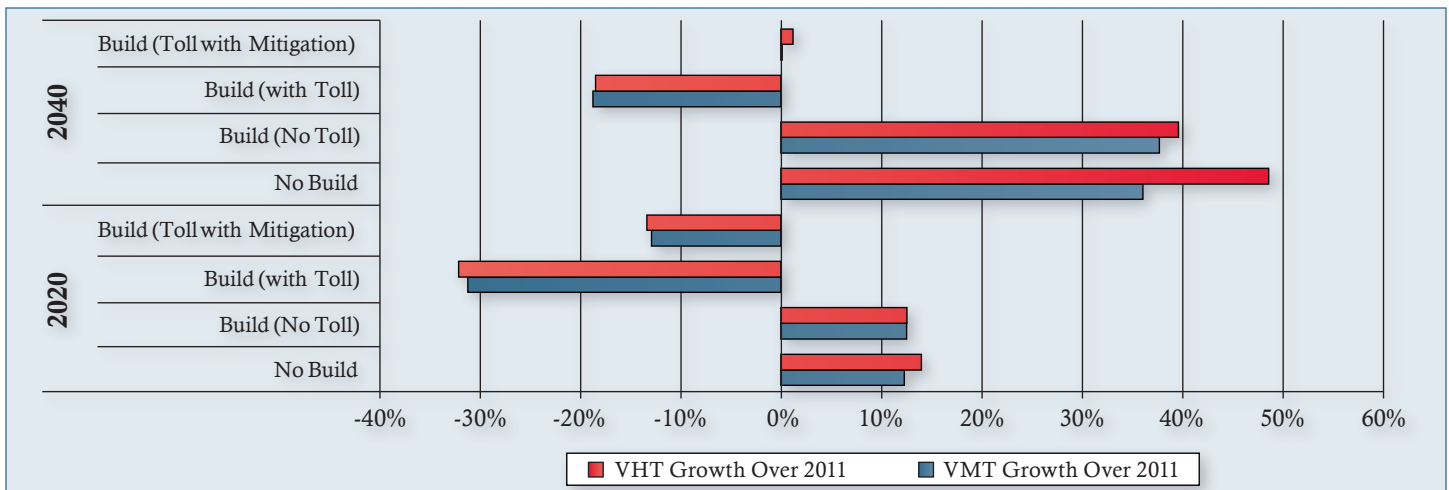
- Failure to expand I-95 leads to higher growth in VHT than VMT, indicating increased congestion;
- Adding tolls results in a decline in VMT and VHT on I-95, indicating traffic will divert;
- Both failure to improve I-95 and tolling I-95 will result in traffic diverting away from I-95;
- Diversion from I-95 due to tolls is higher in the earlier years than in later years;
- Offering lower tolls to locals through mitigation strategies reduces diversion from I-95; and
- Local traffic diverts at a much higher rate than through traffic.

Percentage of Traffic Projected to Divert Off of I-95 Due to Tolls (includes reduced rate for local travelers)



Source: Cambridge Systematics, Inc.

Changes in Truck VMT and VHT for I-95 Alternatives



Source: Cambridge Systematics, Inc.

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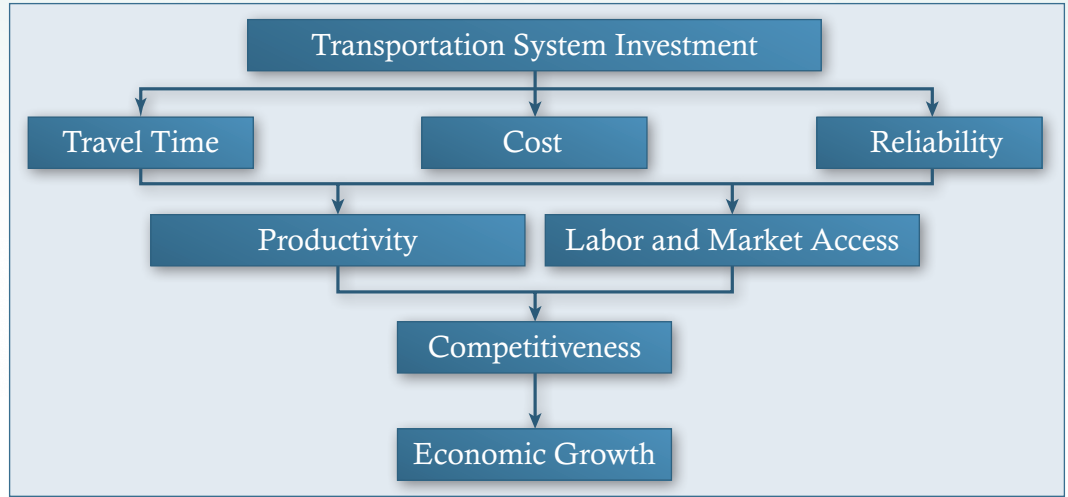
I-95 Economic Assessment

Economic Impact of I-95 Alternatives

HOW DOES I-95 AFFECT THE ECONOMY?

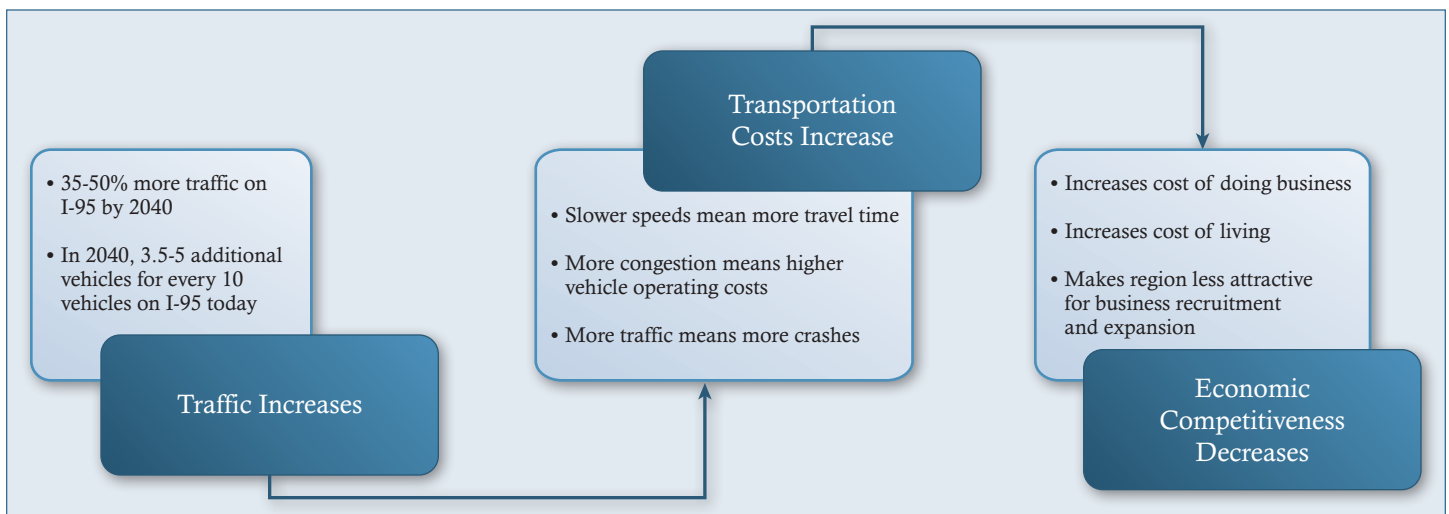
Investing in I-95 is vital to the economy because the quality of transportation impacts the cost of doing business. These factors directly impact:

- Productivity;
- Access to markets and labor;
- The region's and state's economic competitiveness; and
- Overall growth of our economy.



WHAT HAPPENS IF I-95 IS NOT IMPROVED?

The analysis indicates that failure to improve and expand I-95 in North Carolina will lead to increased traffic levels and worsening congestion, which will result in a loss of economic opportunities for the I-95 Corridor region and the state as a whole.



WHAT ARE THE TRADE-OFFS OF THE ALTERNATIVES?

The key metrics used to evaluate the economic tradeoffs of the I-95 alternatives are:

- Changes in transportation costs;
- Changes in Gross Regional Product or the overall size of the economy;
- Changes in personal income;
- Changes in the number of jobs; and
- Toll costs for North Carolina residents and businesses.

Total Impact (2014-2050)	Business As Usual	Build, No Funding Specified	Build, Tolls	Build, Mitigated Tolls
Business Transportation Costs (\$ Billions)	\$66.9	(\$67.3)	(\$62.4)	(\$62.3)
Toll Cost (\$ Billions)	–	–	\$9.6	\$5.1
Gross Regional Product (\$ Billions)	(\$78.4)	\$85.0	\$77.8	\$82.6
Personal Income (\$ Billions)	(\$72.6)	\$79.1	\$67.6	\$77.6
Jobs (Average Annual Full-Time)	(16,352)	19,105	16,872	16,925

(-) – denotes negative impact/loss.

Source: Cambridge Systematics, Inc. analysis using the REMI economic model.

Metric	10-Year Dedicated Sales Tax	Revenue Package (Sales Tax, Highway Use Tax, Vehicle Registration Fee)	Personal Income Tax	Motor Fuels Tax
Gross Regional Product (\$ Billions)	\$66.3	\$74.7	\$76.4	\$77.7
Personal Income (\$ Billions)	\$46.4	\$58.2	\$61.4	\$64.2
Jobs (Average Annual Full-Time)	12,673	16,072	16,616	16,845

WHAT ARE THE KEY FINDINGS OF THE ECONOMIC ASSESSMENT?

- Transportation costs increase significantly under Business As Usual.
- Business As Usual on I-95 will cost the state an average of over 16,000 jobs annually.
- All the funding options examined lead to a net increase in statewide economic benefits over Business As Usual.
- Counties along the I-95 corridor bear the greatest burden in terms of economic losses arising from tolls, but they also benefit the most from the improvements.
- Of the scenarios examined, Build with Mitigated Tolls gives rise to the greatest economic benefit, both locally and statewide.

ADDITIONAL INFORMATION

Details about this study and the proposed improvements to I-95 are available at <http://www.driving95.com>.

CONTACT US

You can contact NCDOT and the study team by providing written comments via the website at <http://www.driving95.com> or e-mail comments can be sent to: comments@driving95.com.

Verbal comments can be left at: **Driving95 toll-free hotline: 877-I95-VIEW.**

In addition, you can contact the NCDOT project managers at:

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What Do You Think?

We want to know what you think about the I-95 Economic Assessment. Here is a comment form for you to complete. You can leave it with a Study Team member tonight, mail it later, or go to www.driving95.com to comment online. Thank you for being part of this process. Your view matters!



Please use this comment sheet to provide comments on the I-95 Economic Assessment for North Carolina. Tell us about yourself! Please note that providing your contact information will allow us to respond to any questions or concerns you raise and keep you informed about future plans for I-95 in North Carolina. In order to make sure your comment is legible, please print.

First Name: _____ Last Name: _____

Company/Organization: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____

What are your general impressions about the economic assessment?

Based on the study findings, how do you think NCDOT should proceed?

What alternative funding options are best suited for I-95 improvements? Why?

Other comments?

Join Us Online

Visit our website at driving95.com for updated information, details about the study, and to comment electronically. Find out about local public meetings and sign up for updates on the progress of the study.

We would also love to hear from you through our social media communities on Facebook, Twitter, and YouTube.



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