



Greeting – my group is responsible for coordinating and conducting public outreach for the department. The topic of my presentation is what I would term Public Involvement or PI 101. So, I am going to cover the basic who, what, why, where, and when of PI. The HOW is more nuanced because there is “no one size fits all” public involvement strategy.

# *Public Involvement*



Transportation

We are in an era of unprecedented change at NCDOT, it is imperative that we develop/implement some measures of consistency. This is especially important in our dealings with the public.

## *Public Involvement Is...*

- A *Fundamental* component of effective transportation planning and project development
- An Opportunity for a voice
- A critical source of information for NCDOT



Transportation

**WHAT IS PI???? - Public Involvement is a Fundamental component in the decision making process that gives the public an opportunity for a voice in decisions. It also provides us the opportunity to allay fears, clarify misconceptions and to gather information we normally wouldn't have readily available.**

There is a growing demand by the public for a more active role in project development process. Putting people first is a common sense way to design public infrastructure. Giving a voice to all stakeholders, asking them for input early on, delivers fresh ideas while fostering a sense of ownership by local residents. This also aids in earlier identification of issues which can help to streamline the project development process. It is really all about creating a dynamic two-way communication with the public.

Our current administration has emphasized customer service as a main focal point for the Department of Transportation. To meet these goals it is important that we move and think "outside of the box" when it comes to involving the public in our decision making. It is essential that the public perceives us as a transparent agency.

## *Public Involvement*

- Education & Communication!
- Education & Communication!
- Education & Communication!



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It really just boils down to education on our processes, policies, and procedures.

It is imperative that they know the parameters we work within – budgetary, technical and regulatory.

Especially, your local and elected officials. They can be our best ambassador or ally or our worst enemy. So, I cannot stress enough the importance of keeping them apprised of project milestones throughout the project development process. Ideally, you want to meet with them prior to any notice of a public involvement event goes out.

Communication as you would guess is an important cornerstone of successful public outreach. As engineers and transportation professionals it is all too easy for us to use technical jargon and acronyms when dealing with the public - whether in writing or conversation. The mantra I like to follow is WWGT

## *Public Involvement*

Everyone Does it...

Phone Calls and Emails

Encounters during Maintenance Work

Small Group Meetings

Local Citizen Advisory Groups

Local Official's Informational Meetings

Public Meetings/Hearings

5

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Whether you realize it or not, almost everyone at NCDOT conduct PI in their jobs. I would say around 95%, however, keep in mind 67% of all stats are made up on the spot.

## *Public Involvement*

### Why Public Involvement?

PI is required by federal and state laws,  
rules, and regulations

**They guide our processes**

### Proper Public Involvement yields:

#### Better results

- ✓ More meaningful input
- ✓ More informed decision making
- ✓ Better projects
- ✓ Customer satisfaction

6

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WHY PI??? Well for starters, it is a required by law for the majority of our projects, plans or studies AND, more importantly, it is just good business. We cannot lose sight that we work for the citizens of this great state.

Good PI results in:

There about 17

#### Federal and state statutes

Title VI of the Civil Rights Act of 1964

ADA of 1990

NEPA of 1970

National Historic Preservation Act of 1966

Clean Air Act of 1970

Clean Water Act of 1972

#### Federal transportation statutes

ISTEA of 1991

SAFETEA-LU of 2005

MAP-21 of 2012

FAST of 2015

North Carolina state statutes

NC SEPA of 1971

NC NEPA/404 Merger Process of 1997

Federal regulations

Title 23, United States Code (U.S.C.)

Title 23 - Highways, Code of Federal Regulations (CFR)

Title 40 – Protection of Environment, Code of Federal Regulations (CFR) Metropolitan  
Transportation Planning

Federal executive orders

Executive Order 12898 – Environmental Justice (1994)

Executive Order 13166 – Limited English Proficiency (2000)

I will talk a little more about EJ and LEP later in the presentation.

## *Title VI of the Civil Rights Act*

Protects people from discrimination (intentional or unintentional) in any NCDOT programs or activities on the basis of:

- Race, Color, National Origin (Title VI)
- Sex (Federal-aid Highway Act of 1973)
- Disability (Section 504 of the Rehabilitation Act of 1973)
- Age (Age Discrimination Act of 1975)

7

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I am not going to go through the various federal and state statutes and regulations that govern PI, but I would like to touch on one that is extremely important and that is Title VI of the CRA. Title VI protects people and population's civil rights, affected by federal programs, from discrimination whether it be intentional or unintentional. I would also like spotlight two executive orders that augment Title VI. Those are EJ and LEP. EJ executive order covers race and color but also includes low income populations in consideration of disproportionate impacts. National Origin is the basis for the LEP Executive Order.

I will talk a little more about EJ and LEP later in the presentation.

Larger scale NEPA/SEPA projects should follow the separate CCR – CIA process. Smaller scale projects may use a DMP CIA that should be available later this month. Community Studies is also working on two screening tools, one for projects without ROW and one with, completion of which should provide documentation of assessment for perhaps 9 out of 10 projects. Those that trigger a threshold will complete the appropriate sections of a DMP CIA.



# Title VI of the Civil Rights Act

## Title VI Voluntary Public Involvement Form

In accordance with Title VI of the Civil Rights Act of 1964 and other civil rights provisions of Federal statutory law, the North Carolina Department of Transportation (NCDOT) assures that no person(s) affected by its programs, policies, or activities, shall be excluded from participation in, denied the benefits of, or subjected to discrimination on the grounds of race, color, national origin, disability, age, income, or gender.

This form helps the State DOT meet its statutory obligations for data collection and public involvement under Title VI and NEPA (National Environmental Policy Act). Please place completed forms in the designated box on the survey table or mail to:

NCDOT - Human Environment Section,  
1518 Mail Service Center, Raleigh, NC 27669-1598

Completed forms will be held on file at the NCDOT as part of the public record.

## Formulario de Participación Pública/Título VI

En cumplimiento con el Título VI del Acta de Derechos Civiles de 1964 y otras previsiones sobre derechos civiles de la ley federal, el Departamento de Transporte de Carolina del Norte (NCDOT) asegura que ninguna persona afectada por sus programas, políticas o actividades deberá ser excluida de participar, no recibirá sus beneficios o ser discriminada debido a su raza, color, origen nacional, discapacidad, edad, ingreso o género.

Este formulario ayuda al Departamento a cumplir con sus obligaciones legales de recolección de información y participación pública bajo el Título VI y NEPA (Acta Nacional de Política Ambiental). Por favor deposite el formulario completo en la urna correspondiente, localizada en la mesa de registro, o envíelo por correo a:

NCDOT - Human Environment Section,  
1518 Mail Service Center, Raleigh, NC 27669-1598

Todos los formularios permanecerán en los archivos del NCDOT como parte del registro público.



North Carolina Department of Transportation

## NCDOT'S Notice of Nondiscrimination

The North Carolina Department of Transportation (NCDOT) hereby gives public notice of its policy to uphold and assure full compliance with the Vietnam Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and all other non-discrimination provisions of the law. No person shall be excluded from participation in, denied the benefits of, or otherwise subjected to discrimination under any program, activity, or benefit, on the basis of race, color, national origin, sex, age, or disability.

Any person who believes they have been mistreated by a non-white discriminator, please contact the NCDOT program that is subject to the complaint with the NCDOT for procedures on how to file a complaint, or send us the information regarding NCDOT's nondiscrimination obligation.

NCDOT Office of Civil Rights  
Human Rights Section  
1518 Mail Service Center  
Raleigh, NC 27669  
800-368-5886 or 919-921-0435

Individuals who wish to file a complaint with the NCDOT for procedures on how to file a complaint, or send us the information regarding NCDOT's nondiscrimination obligation.

## Notificación Antidiscriminatoria Del NCDOT

El Departamento de Transporte de Carolina del Norte notifica públicamente su política de cumplir y asegurar plena conformidad con el Título VI del Acta de Derechos Civiles de 1964, el Acta de Restauración de los Derechos Civiles de 1987, y todas las leyes antidiscriminatorias que rigen la actividad pública. No se excluye a ninguna persona de participar, no se le denegará sus beneficios o se le discriminará por su raza, color, origen nacional, sexo, edad o discapacidad.

Cualquier persona que se sienta discriminada por un proveedor de servicios públicos, por un programa de NCDOT, o por un proveedor de servicios públicos, por favor contacte al NCDOT para obtener información sobre cómo presentar una queja o para obtener información sobre cómo presentar una queja.

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Acciones: cualquier persona que se sienta discriminada por un proveedor de servicios públicos, por favor contacte al NCDOT para obtener información sobre cómo presentar una queja o para obtener información sobre cómo presentar una queja.



North Carolina Department of Transportation

To insure compliance These boards should be displayed at all public meetings. TITLE VI Voluntary Form and NCDOT Notice of NonDiscrimination

# Title VI of the Civil Rights Act

**TITLE VI PUBLIC INVOLVEMENT FORM**

Completing this form is completely voluntary. You are not required to provide the information requested in order to participate in the meeting.

Meeting Type	Date: February 15, 2013
Location:	
Project Description:	

TRIP No.:

In accordance with Title VI of the Civil Rights Act of 1964 and related authorities, the North Carolina Department of Transportation (NCDOT) assures that no person shall be excluded from participation in, denied the benefits of, or subjected to discrimination under any of the Department's programs, policies, or activities, based on their race, color, national origin, disability, age, income, or gender.

Completing this form helps meet our data collection and public involvement obligations under Title VI and NEPA, and will improve how we serve the public. Please place the completed form in the designated box on the sign-in table, hand it to an NCDOT official or mail it to the NCDOT Human Environment Section, 1935 Hill Service Center, Raleigh, NC 27699-1935.

All forms will remain on file at the NCDOT as part of the public record.

Zip Code:	Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female
Street Name: (i.e. Main Street)	Age: <input type="checkbox"/> Less than 18 <input type="checkbox"/> 15-64 <input type="checkbox"/> 18-29 <input type="checkbox"/> 30 and older <input type="checkbox"/> 30-44
Total Household Income: (i.e. Main Street)	Have a Disability: <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Less than \$12,000 <input type="checkbox"/> \$47,000 - \$69,999 <input type="checkbox"/> \$12,000 - \$19,999 <input type="checkbox"/> \$70,000 - \$92,999 <input type="checkbox"/> \$20,000 - \$30,999 <input type="checkbox"/> \$93,000 - \$117,999 <input type="checkbox"/> \$31,000 - \$49,999 <input type="checkbox"/> \$118,000 or greater	National Origin: (if born outside the U.S.) <input type="checkbox"/> Mexican <input type="checkbox"/> Central American <input type="checkbox"/> South American <input type="checkbox"/> Puerto Rican <input type="checkbox"/> Chinese <input type="checkbox"/> Vietnamese <input type="checkbox"/> Korean <input type="checkbox"/> Other (please specify)
Race/Ethnicity: <input type="checkbox"/> White <input type="checkbox"/> Black/African American <input type="checkbox"/> Asian <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Native Hawaiian/Pacific Islander <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Other (please specify)	

How did you hear about this meeting? (newspaper advertisement, flyer, and/or mailing):

For more information regarding Title VI or this request, please contact the NCDOT Title VI Section at (919) 800-1500 or toll free at 1-800-336-0443, or email at [tit6@ncdot.com](mailto:tit6@ncdot.com).

Thank you for your participation!

Here is the aforementioned Title VI Voluntary Public Involvement form. Copies of this form need to be available at all public meetings. You can have copies available at the sign in desk or at the comment table. What we like to do is have it as part of the meeting handout...typically the second to the last page. The last page of course being the comment form. The thought there is they can tear those two sheets off to turn in and still have their handout intact.

## *Public Involvement*

### Tremendous Growth



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The reason this is important is Times are changing - NC is growing at a rapid rate. All of this growth is bringing more diversity. As each day passes we are more and more likely to encounter different races, ethnicities, etc... or in other words those protected populations.

With the rapid growth comes more cars – more congestion so, WE are constantly **looking for** new and innovative ways to address congestion and provide sufficient infrastructure.

Involving the Public is the Only Way we can introduce our new innovative methods.

# *Public Involvement*

Tremendous Growth



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## *Public Involvement*

Innovation = Change



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People inherently resist one of the true constants in the world and that ironically is change.

“Everybody wants to change the world but nobody wants to change”

## *Public Involvement*

Change = Strange



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Change is essential, yet scary for most.

It is based in the fear of the unknown - "sameness" is psychological security.

Without change, as the saying goes, "If all you ever do is all you've ever done, then all you'll ever get is all you ever got."

## *Public Involvement*

I don't want that mess!!



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“That may work in [Fill in the Blank] but it will not work here!!!”

Understanding and/or anticipating the resistance position(s) is key.

Once you have that knowledge, you can develop your messaging and outreach strategy.

Ultimately, you are trying to get understanding from the stakeholders on why this change is necessary and why it is beneficial to them and/or their community.

*They still may not like it but at least they understand it.*

## *New Concepts In NC*



Superstreets/Synchronized Streets {Animate}  
DDI  
Ramp Signals  
CFI – should have something for this - clip  
Express Lanes



*New Concepts In NC*



16

*Transportation*

We Had to Step up our Game!!

## *New Concepts In NC*



17

*Transportation*

It's a whole new game.

We are playing with the big dogs now. We are actually having to mimic (or incorporate) some of the skill sets associated with an ad/marketing agency. It's all about messaging. We **HAVE** to set up ourselves up for success.

Use I-540 On-Ramp Signals project as an example.

## *21st Century Outreach*

Project Websites

Social Media

Visualizations

- Photo Simulations
- Renderings / Conceptual Images
- Animating Designs (Traffic Flows / Patterns)
- Visual Surveys



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Numerous surveys have found that standard public participation techniques (e.g., public hearings) by themselves are considered inadequate.

While we strive to make our public meetings as convenient as we can, it is impossible to provide a date and time that works for everyone interested in a specific project and/or action. This often leads to citizens getting misinformation from their neighbors, who may have a bias or just simply did not fully comprehend the message.

We often hear from a similar demographic across the state regardless of the proposed project and/or action.

Too often we do not get participation from the younger generation, minorities, and communities identified as Limited English Proficient (LEP).

## *21st Century Outreach*

Webinars

Online Public Engagement Tools



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Webinars: one such software is GoTo Meeting

MetroQuest, MySidewalk, and Smart Comment to name a few.

I would also like to add Radio to this category. While radio is not a new medium overall, it is with respect to advertising outreach events and opportunities. Our radio ads run during the Total Traffic and Weather segments on iHeart radio stations during commute times (rush hour) – 6-10 in the morning and 3-7 in the evening. This allows us to reach a “captive” market actually using the transportation system. I feel it is more effective than Newspaper ads.

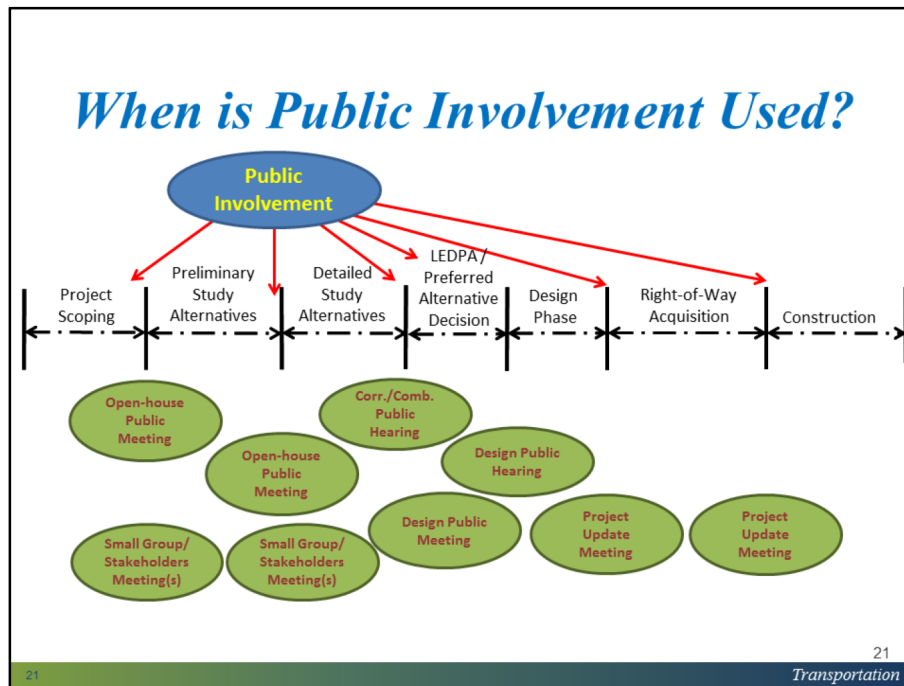


So, now that we have discussed the WHAT and WHY let's talk about WHEN - Public Involvement occurs at all stages of the transportation lifecycle

Long Range Planning through to Construction....even maintenance

When is Public Involvement Needed?

- When it is required by law.
- When public decisions have substantive impacts on communities and individuals.
- When the public has information, ideas, and/or concerns that should be considered by decision-makers who are serving as public representatives and have the responsibility to listen to their constituents and others before acting on their behalf.



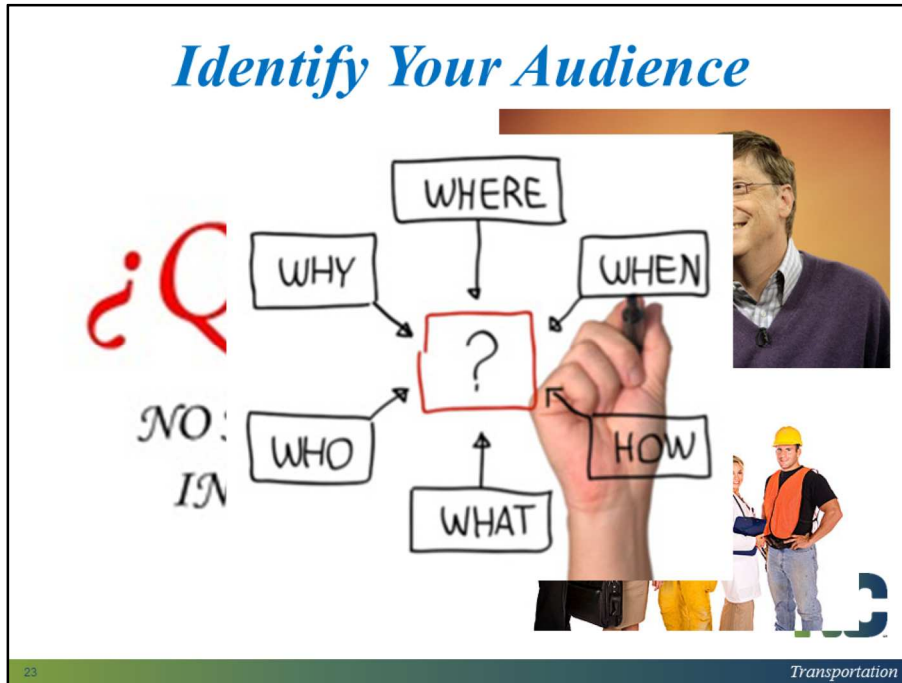
Let's take a look at the Public Involvement process in general during project development.

Now, keep in mind, that there is no "one size fits all" approach to Public Involvement. A simple one mile widening in the eastern portion of the state is different from a similar project in the mountains. A project in Charlotte will have different issues than one in Asheville.

## *Types of Public Meetings*

- Small Group/Stakeholder Meetings
- Charrettes
- Panel Discussions/Q&A
- Open-House Public Meetings
  - Formerly: Citizen's Informational Workshops*
- Design Public Meetings
- Project Update Meetings
- Corridor Protection Hearings
- Corridor Public Hearings
- Design Public Hearings
- Combined Public Hearings

New - Noise Wall Public Meetings



Now let's talk about a fundamental PI topic – Audience Identification

To know your audience you have to first assess the community's needs. One of the first things we do is look at demographic data. Typically, that is accomplished by looking at the CCR and/or the CIA. Now, I would like to note that the majority of Division managed projects will not have CCRs/CIAs, however, at a minimum, LEP/Title VI screenings should be done.

- Level of Education
- Cultural Barriers
- Economic Barriers
- Communication Barriers

Knowing the scope or objectives of your project and potential impacts are a necessity in developing a PI Plan.

Defines the best tools/techniques for your particular outreach



## *Community Characteristics Report*

Documents notable characteristics, resources and such surrounding physical features as buildings, parks, landmarks, wildlife habitats, streams and air quality

By documenting notable community characteristics and resources, we are able to identify potential EJ and LEP communities/issues.

## *Environmental Justice (EJ)*

Executive Order 12898

Federal Actions to Address Environmental  
Justice in Minority Populations and Low-Income  
Populations

*"Each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations."*

25

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Passed by Bill Clinton – that basically states that minority and low income populations cannot be disproportionately impacted by a particular project/action and that they as historically underrepresented and underserved populations have an opportunity for “meaningful input”.

## *Environmental Justice (EJ)*

### More Robust Outreach

- Strategic/Targeted
- Door Hangers/Flyers
- Use of Color

### Small Group Meetings



## ***Limited English Proficiency (LEP)***

Executive Order 13166

Improving Access to Services for Persons  
with Limited English Proficiency

*Individuals who do not speak English as their primary language and who have a limited ability to read, speak, write, or understand English can be limited English proficient, or "LEP." These individuals may be entitled language assistance with respect to a particular type of service, benefit, or encounter.*

Passed by George Bush II

## *Limited English Proficiency (LEP) Triggers*

LEP →

Threshold →

Written Translation

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LEP →

Below Threshold →

Right to Language Access

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EJ Language Assistance →

Notable Population →

Interpreters/Local Area Contacts  
/Media Campaigns

28

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Threshold 5% of the DSA or 1000 people whichever is less.

Safe Harbour (Threshold) for Complying with Requirements of LEP Translation  
a. For 5% or 1000 of population (whichever is less) to be served, translate vital documents

EJ Language Assistance is needed when you have an adult population above 50.

## *Limited English Proficiency (LEP)*

### Written Translation of “Vital” Docs

- ✓ Notices
- ✓ Newsletters/Postcards/Flyers
- ✓ Handouts
- ✓ Comment Forms

### Interpretive Services



Above the Threshold

LEP triggers translation of vital documents (newsletters, notice materials, meeting handouts, ROW info)

## *Limited English Proficiency (LEP)*

### Right to Language Access (RTLTA)

*“Persons who speak Spanish and do not speak English, or have a limited ability to read, speak or understand English, may receive interpretive services upon request prior to the meeting by calling 1-800-481-6494.”*



Below the Threshold Right to language access notice (ie assistance may be requested).

## *Limited English Proficiency (LEP)*

### Right to Language Access (RTLTA)

*“Aquellas personas que hablan español y no hablan inglés, o tienen limitaciones para leer, hablar o entender inglés, podrían recibir servicios de interpretación si los solicitan antes de la reunión llamando al 1-800-481-6494.”*





## *Limited English Proficiency*

### EJ Language Assistance

- Interpreters
- Language Assistance Resource Contact (LARC)
- Media Campaigns



**La Conexión**USA.COM

**iHeart**RADIO

**& newsobserver.com**

32

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LARCS leverage the most efficient and effective means of making LEP – most commonly in NC that is Latino or Hispanic residents - aware of the upcoming Public Involvement Events.

The contacts will also help determine where Latino individuals and families live, where they work, and community gathering spots.

*What Can the  
Public Involvement  
Group  
Do For Me?*



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Sooooo, What Can PI Do for you??

## *Basic Services We Provide*

- Meeting Venue Procurement and Logistics
  - Calendar Scheduling/Invitations
  - Newspaper Advertisements
  - DMV Advertisements
  - Public Meeting Website Posting
  - Project Website coordination
  - Radio Ads
  - Press Release Coordination
- (With NCDOT Communications Office)

34

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With that in mind, we looked at our processes..... There is a long laundry list of services we are tasked with performing for NCDOT transportation projects whether handled from a Central or Division administered standpoint.

## *Basic Services We Provide*

- Mailing List Generation and Verification
- Project Meeting Map Review
- Postcard/Newsletter/Handout Review
- Specialized Outreach  
    To Traditionally Underserved Populations
- Language Assistance
- Interpretive Services
- Latest up-to-date Federal, State and  
    NCDOT rules and requirements

35

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We're here to assist you with meeting all federal, state, local and NCDOT guidelines.

i.e. LOGO issues

Minor mistakes can lead to funding issues and/or public misconceptions.

## *Additional Services We Can Provide*

- Public Involvement Plans
- Postcards
- Newsletters
- Handouts
- Flyers
- Displays



We can also assist you with development of PI plans and /or the actual development/design of Postcards, Newsletters, Handouts, Flyers, Displays ..... Just to name a few.

We can tailor 'public consumption' items to your needs quickly and in compliance with departmental policies and other guidelines.

## *Additional Services We Can Provide*

- Extra Staff For Meetings
- PA and Recording Equipment
- Transcripts
- Voiceover PowerPoint Presentations
- A Variety Of On-Call Consultants Available

37

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We can also provide all of these items as needed.

## *Public Involvement*

Coordination with the Communications Office on:



Webpages



Videos



Facebook



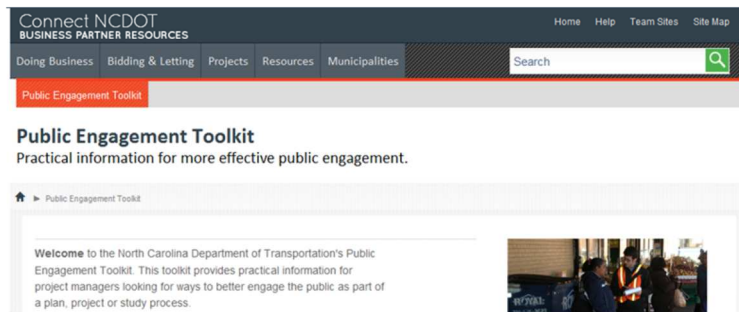
Twitter



Press Releases

# *Public Engagement Toolkit*

On-line tool providing practical information  
for more effective public engagement



39

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Link to the Public Engagement Toolkit.  
Visit <https://connect.ncdot.gov/projects/toolkit>



# Public Engagement Toolkit

## Features

- Technique descriptions
- Search & filter functions
- How to's & experiences
- Sample documents
- User ratings
- Resource links
- Glossary of terms
- *Future: User Forums/  
Discussion Groups*

Technique Ratings

Overall Rating      Number of Ratings  
☆☆☆☆☆

Cost Effectiveness Rating      Number of Ratings  
☆☆☆☆☆

References

Transportation Planning Capacity Building  
Planning for a Better Tomorrow

Focus Areas

Public Engagement

Sample Materials

Upload Documents

- Identify most suitable public engagement techniques for your plan, project or study
- Learn about and how to apply techniques
- Find resources about specific public engagement topics and techniques of interest to you
- See which techniques others are using that are working well and most cost effective
- Share your public engagement experience to inform the community of practice
- Participate in discussion forums

# IMPORTANT!!

## If you do *nothing* else, please:

Coordinate the dates of public meetings with our staff so we don't have any conflicts

Allow our staff to make sure we're meeting our Title VI requirements (EJ/LEP and ADA)

Allow our staff to review all documents and maps for public consumption to ensure you are in compliance with the latest rules, regulations and policies



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At a minimum, you should contact the PI group for:  
Scheduling of Public Meetings/Public Hearings (see attachment on scheduling Public Meetings)

Set up, advertise and conduct

Avoid scheduling conflicts

Ensure that the meetings are posted on the public meetings webpage and project website (if available)

Ensure Public Notices and Press Releases are advertised and distributed to the proper local media. We will coordinate directly with the Communications Office on the press release to ensure the notice and press release are in sync.

Locate, Reserve and Pay For Facilities

Ensure ADA Compliance

Review of all public outreach materials (handouts, newsletters, display boards, etc....)

Ensure consistency across the state

Ensure adopted guidelines (writing style, formatting) are being followed

Public Hearings

PI Group responsible for approval of NEPA/SEPA Public Hearing Maps

PI Group responsible for conducting formal public hearings

# *IMPORTANT!!*

We are here to assist you in meeting federal, state, local and departmental guidelines for public involvement

We understand the need to move projects quickly

We also understand there are consequences of not meeting the intent of the regulations



*Transportation*

# CONTACT US

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*Thank You*



*Transportation*