



## 2015 PUBLIC AWARENESS SURVEY

### NCDOT Rail Division

*Prepared by*

**Parsons Brinckerhoff**

## EXECUTIVE SUMMARY

The North Carolina Department of Transportation (NCDOT) Rail Division conducted a survey in winter 2015 to assess public awareness of the state-supported *Piedmont* and *Carolinian* passenger train routes. Information from the public awareness survey may be used to determine appropriate advertising channels and other actions that may be taken to increase overall awareness and ridership.

Parsons Brinckerhoff collaborated with NCDOT to develop appropriate survey questionnaires and to successfully implement the survey within the stated schedule. Graphical analyses were developed to identify demographics, preferences, and travel modes of people who do not currently use North Carolina's rail services. Density maps and charts were also developed to clearly identify opportunities and deficiencies for overall awareness.

Survey questionnaires were developed to assess the public's awareness of the state-supported rail services. Surveys were developed as self-completion questionnaires in both the online and paper versions, and were designed to be completed within five minutes. A website link to the online survey was circulated to organizations throughout the four service areas. The paper surveys were distributed to the public during intercept survey events to cover populations without access to the Internet. Paper surveys were administered by trained contracted staff.

Completed surveys from the online survey and the paper surveys were summarized, presented in chart format, and provided in Appendix D.

Key findings included:

- Seventy percent of participants knew of the daily train services between Charlotte, Raleigh, Rocky Mount, and New York City; however only about 7 percent of respondents regularly ride the train.
- It was important to know that if people were to ride the train what features they would like to see because these may already be features that they are not aware exist on the current rail services. Question 8 on the survey asked if respondents were to ride the train what factors were important to them; some important factors (rating of 4 or above; the scale was 1 to 5, 1 being the least important and 5 being most important) chosen included:
  - Reliable and frequent service;
  - On-time performance;
  - Facility cleanliness; and
  - Seat comfort and spacing
- Part of the survey was to find out why survey participants do not ride the train. Question 4 asked the reasons why participants do not use the train to see if the reasons are issues that can be controlled and or changed by NCDOT. The top reason was that participants felt like they have not had a need to take the train. The second most chosen

answer was issues with the schedule and frequency. The third most popular reason is that participants needed a car at their destination.

Based on the findings of this survey it is recommended that NCDOT incorporates the following advertising avenues:

- Promote train services at public meetings;
- Participate in minority events and festivals;
- Engage with transportation friendly groups at universities and colleges;
- Partner with transportation advocates and groups; and
- Use Twitter as a tool to advance rail travel mentality with transportation advocates who are active in social media, and to promote the idea of rail travel within their social media community.

## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	i
1 INTRODUCTION .....	1
1.1 Study Description .....	1
1.2 Methodology .....	1
1.3 Database and Quality Control.....	1
2 METRICS AND OBJECTIVES .....	2
3 SURVEY DEVELOPMENT .....	2
3.1 Branding .....	2
3.2 Survey Questions .....	3
3.3 Promotional Materials .....	3
3.4 Online and Paper Survey .....	3
3.5 Coordination with Organizations .....	4
3.6 Coordination with Cities and Municipalities.....	4
3.7 Coordination with Malls, Shopping Centers, and Events.....	4
4 SURVEY DISTRIBUTION .....	4
4.1 Online Survey.....	4
4.2 Intercept Surveys .....	5
5 DATA SUMMARY AND EVALUATION .....	5
5.1 Data Summary .....	5
5.2 Participant Comments.....	5
5.3 Evaluation.....	6
5.4 Recommended Advertising Channels.....	7



## **APPENDIX**

### **APPENDIX A – TRAINING POWERPOINT**

### **APPENDIX B – MATERIALS**

- B.1 Paper Survey (ENGLISH)**
- B.2 Paper Survey (SPANISH)**
- B.3 SurveyMonkey Questionnaire**
- B.4 Survey Postcard**
  - i. English**
  - ii. Spanish**
- B.5 NCByTrain Website; Survey Promotion**
- B.6 NCDOT Rail Social Media; Survey Promotion**
- B.7 Qué Pasa**

### **APPENDIX C – OUTREACH**

- C.1 List of Outreach Contacts**
- C.2 Intercept Survey Locations & Dates**

### **APPENDIX D – RAW DATA**

- D.1 Survey Response Data Summary**
- D.2 Map of Zip Code Responses**
- D.3 Graphical Summaries (By Question)**

### **APPENDIX E – DENSITY MAP EVALUATION OF DATA TRENDS**

- i. Individuals Who Did Not Know About the Train Service**
- ii. Individuals Who Do Not Ride Due to Cost, Connectivity, Schedule, Travel Time, or Need of Car**
- iii. Individuals Who Frequently Travel Between CLT and RAL, Who Do Not Ride the Train**
- iv. Individuals Who Frequently Travel Between CLT and NYC, Who Do Not Ride the Train**

### **APPENDIX F – COMPARATIVE CHARTS AND MAPS**

- F.1 Survey Period Comparison**
- F.2 Comparison of Income**

## **APPENDIX G – COMPARISON OF RESPONSE FOR ETHNICITY**

# 1 INTRODUCTION

The North Carolina Department of Transportation (NCDOT) Rail Division conducted this survey in winter 2015 to assess public awareness of the state-supported *Piedmont* and *Carolinian* passenger train routes. Information from the public awareness survey may be used to determine appropriate advertising channels and other actions that may be taken to increase overall awareness and ridership.

## 1.1 Study Description

The survey was primarily an online tool distributed to populations throughout the four service areas (Charlotte Metropolitan, Triad, Triangle, and Rocky Mount) in order to learn about people who do not utilize rail services. Paper surveys were used for intercept surveys at shopping malls, city events, private events, and to reach populations without Internet access. The survey began March 1<sup>st</sup> and concluded on March 31<sup>st</sup>. Over 4,800 completed responses were received. The online survey was created in SurveyMonkey, a web-based surveying tool, and the paper surveys were entered into SurveyMonkey. The results have been compiled and presented in this report.

## 1.2 Methodology

Survey questionnaires were developed to assess the public's awareness of the state-supported rail services. Surveys were developed as self-completion questionnaires in both the online and paper versions, and were designed to be completed within five minutes. A website link to the online survey was circulated to organizations throughout the four service areas. The paper surveys were distributed to the public during intercept survey events to cover populations without access to the Internet. Paper surveys were administered by trained contracted staff. Surveyors participated in a training session (Raleigh, February 2015) prior to deployment. The training PowerPoint is available in Appendix A. Training accomplished the following:

- Addressed the goals of the survey;
- Explained procedures for administering the survey;
- Discussed appropriate introductory statement and response statements to the public questions regarding the survey;
- Reviewed overall conduct for survey administrators; and
- Outlined procedures to be followed in obtaining appropriate blank surveys, collection of completed surveys, and completed survey submittal logistics after events.

## 1.3 Database and Quality Control

Since the survey utilized SurveyMonkey, database entry was limited to completed paper surveys. The quality control procedure required database entry operators to immediately correct mistakes and check all entered surveys. Database entry operators were required to confirm receipt of survey batches by signing a distribution envelope, and quality control administrators were required to counter sign the distribution envelope upon receipt of the

surveys entered into the database. Survey administrators routinely checked the stock of survey questionnaires, and giveaways (pens, NCDOT train schedules, North Carolina transportation maps, stickers for children, etc.) to ensure that enough survey materials were available during data collection.

## **2 METRICS AND OBJECTIVES**

The objectives of this project were to:

- Gauge the public's awareness and knowledge of the state-supported passenger rail service;
- Learn about people within the four service areas who do not utilize North Carolina's rail services; and
- Determine why people do not take the train and what might motivate them to do so.

The objectives were measured by the following metrics:

- Collaborate with NCDOT to develop appropriate survey questionnaires and to successfully implement the survey within the stated schedule. This was performed and is documented under Section 3;
- Develop graphical analysis to identify demographics, preferences, and travel modes of people who do not currently use North Carolina's rail services. This was performed and is documented under Section 4; and
- Develop density maps and charts to clearly identify opportunities and deficiencies for overall awareness. This was performed and is documented under Section 5.

## **3 SURVEY DEVELOPMENT**

### **3.1 Branding**

It was necessary to develop a brand to be used throughout the survey so the public would identify the survey as a part of North Carolina's rail. Using a brand and logo that is consistent throughout the survey process and that is utilized on other NCDOT Rail advertisements and materials helps familiarize the public with the services. During the branding process, NCDOT provided a history on their logos. While working with NCDOT, it was decided to move forward with a logo that included a train, a cityscape, and North Carolina scenery. The Rail Marketing Division was already using something similar; therefore it was decided to use their existing graphic on survey materials and survey promotional materials because it is eye-catching and recognizable. Consistent branding will allow survey participants and the general public to associate the logo with rail services in the future, since the Rail Division uses it on other promotional materials. The branding used by the Rail Marketing Division as exhibited in the postcard is shown in Appendix B image B.4 under "*Survey Postcard*".

### **3.2 Survey Questions**

Parsons Brinckerhoff and NCDOT collaborated to develop appropriate survey questions that would provide insight on the public's awareness of the State's rail services. Questions were

developed in both English and Spanish that were consistent in the online and paper versions so responses could be compared. The questions were designed to gain information about populations who know about the train but are not using the service, and also about populations who do not know about the train services, but frequently travel. Questions included; respondents' demographics, frequency of travel along the corridors, previous train travel, awareness of the *Carolinian* and *Piedmont* services, and the attributes most important to them in selecting a mode of travel, conditions under which they might consider choosing transportation methods other than rail services, and zip code. Survey questions are available in Appendix B sections B.1 and B.2.

### **3.3 Promotional Materials**

Promotional materials were important to entice people to participate in the survey. Promotion relied on trained staff that reached out to and collaborated with organizations throughout the survey process to promote and garner interest in the survey. Trained staff engaged the public during intercept surveys using other promotional materials such as the postcard and giveaways (NCDOT train schedules, North Carolina transportation maps, stickers for children, etc.) and publicized the incentive of a drawing for four free roundtrip train tickets within North Carolina. Parsons Brinckerhoff developed promotional materials for NCDOT to use on their websites, social media account, and a press release. Because the survey was also promoted via social media, participants also had the ability to share the survey link thus making it very effective to reach numerous people at a time.

Parsons Brinckerhoff and NCDOT worked with Qué Pasa Media to provide a Spanish advertisement for their three regional websites (Charlotte, Greensboro/Winston-Salem, and Raleigh) to reach Hispanic populations via computer and mobile devices. Samples of the promotional materials and advertisements are located in Appendix B under, B.4, B.5, B.6, and B.7.

### **3.4 Online and Paper Survey**

The online survey was the foundation of the public awareness survey. The online survey allowed people to instantly participate in the survey from any location using their smart device, laptop, or computer. The survey was primarily available online via SurveyMonkey and distributed through email, web forums, social media, and by following the link or scanning the QR code available on the postcard. Participants were provided with the survey link; upon completing the survey, participants were given the opportunity to provide their information for a chance to win four roundtrip train tickets before being redirected to the NCbyTrain.org website.

Paper surveys increased participation for those who preferred a paper survey or had no access to the Internet. The paper survey was available in addition to the online method for the intercept survey events in both English and Spanish. Most respondents completed the survey within five minutes. The online and paper surveys are available in Appendix B under B.1, B.2, and B.3.

### **3.5 Coordination with Organizations**

It was imperative that Parsons Brinckerhoff reached out to people online since the survey was primarily online; and one major way to do this was through various key organizations within the service areas. Extensive research went into locating contacts for organizations that would be willing to collaborate and promote the survey to their community, membership, and/or organization. Organizations included: chambers of commerce, universities and colleges, places of worship, professional organizations, environmental and local groups, minority organizations, hospitals, and others located throughout the four services areas. These organizations had the ability to post survey information to their group's forums, send an email their list serve, and post to their group's social media sites. The outreach approach varied by organization; for example, university contacts were more engaged through email, while places of worship responded better to phone calls. Communication with these organizations was constant throughout the process in order to keep gaining survey participants. The complete list of organizations is provided in Appendix C section C.1.

### **3.6 Coordination with Cities and Municipalities**

Communication with cities and municipalities along the corridor was important as another way of promoting the survey and reaching more groups of people electronically. Cities and municipalities were vital in gaining approval for intercept surveys in downtown areas. Cities and municipalities along the corridor were engaged during the outreach and promotion process. Cities and municipalities were asked to participate and promote the survey via e-blasts, social media, and other available communication channels to their communities. Parsons Brinckerhoff worked with the cities in advance to gain permission for intercept survey activities in their area. The complete list of cities and municipalities is provided in Appendix C section C.1.

### **3.7 Coordination with Malls, Shopping Centers, and Events**

As part of the initial coordination process, information from the shopping malls was gathered to determine their size, demographics of mall patrons, and fees associated with surveying in their facility. Parsons Brinckerhoff needed to know which malls were not willing to participate in order to evaluate other options. Parsons Brinckerhoff worked with selected shopping malls to fill out applicable forms necessary to host a survey event in their facility. Frequent communication with shopping malls was critical to gain permission and move the survey forward. This information is further discussed under Section 4.2, "Intercept Surveys".

## **4 SURVEY DISTRIBUTION**

### **4.1 Online Survey**

The online survey was available to the public via SurveyMonkey's website. The online survey contained the same questions as the paper survey, as well as a train schedule for participants to view. The web links to the surveys were provided to organizations during our outreach and promotion activities, provided during the intercept survey via the postcard, and posted on NCDOT's social media sites and press release. The online survey is available under "*Survey Monkey Questionnaire*" in Appendix B under B.3.

## 4.2 Intercept Surveys

Intercept surveys were conducted at malls, downtown areas, venues, and events throughout the four service regions to reach populations without Internet access or those who might not have otherwise heard about the survey. Paper surveys were used primarily for these events, as they were the participants' preferred method. The postcards referenced in Section 3.3, "Promotional Materials," were handed out to participants to take the survey on their portable smart device or at home if the participant did not wish to use the paper format. The postcards contained the survey link and QR code, a bar code to be scanned by a user on their smart device using a QR code app that directs them to the survey page. After coordination and negotiation with over 12 malls, numerous shopping centers, event coordinators and venues, there were over 16 intercept survey events. These locations and events for intercept surveys were chosen based off of the event date, permission from the event coordinator and/or venue, location, expected number of participants, and weather. A list of intercept survey locations is provided in Appendix C under C.2.

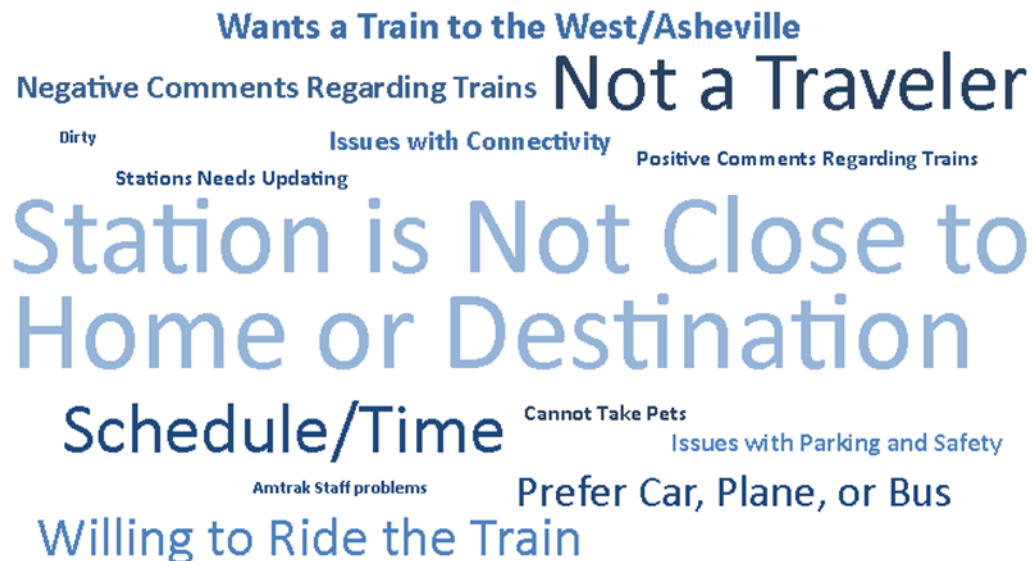
## 5 DATA SUMMARY AND EVALUATION

### 5.1 Data Summary

Reviewing data captured in this survey and examining trends will help provide insight of the general public awareness and where advertising/marketing activities should be targeted. The information in this analysis may also provide data on what features people are interested in for train services. All of the data is summarized, presented in chart format, and provided in Appendix D.

### 5.2 Participant Comments

Comments received from Question 4, "If you do not ride the train regularly, why not?" were reviewed, categorized, and shown in a word cloud below. The sizes of the words vary based on how many responses received within the categories/themes shown below.



The majority of people who had comments stated that a station is either not close to their home or their destination. Station locations and where people choose to live is out of NCDOT's control however, certain reoccurring issues such as; staff problems, updating the stations, car parking and safety, and connectivity may be addressed. One way to help connectivity issues is to promote bus services, work with a bus line to get people to where they need to go or provide rental car information. Reviewing staff issues and learning about what the customer expects from staff and then training staff appropriately may resolve staffing complaints. If people perceive that station need to be updated, small updates to the appropriate stations may encourage more people to ride. Some respondents commented that they do not feel safe leaving their car or that there is not adequate parking. At some stations there is no more room for parking; however making patrons feel safer about leaving their car in a lot over night or for a weekend is a possibility.

### 5.3 Evaluation

Evaluations and findings are presented in density maps and graphical summaries. These include the following evaluations:

- Individuals who did not know about the train service;
- Individuals who do not ride due to cost, connectivity, schedule, travel time, or need of car;
- Individuals who frequently travel between Charlotte and Raleigh, but do not ride the train; and
- Individuals who frequently travel between Charlotte and New York, but do not ride the train.

Evaluations and findings are shown in Appendix E, Section E.1.

Key demographic and geographic data received from this survey period was also compared to the two previous on-board survey data. Comparative charts and maps are shown in Appendix F. Survey period comparisons shown in Appendix F, Section F.1 shows results for gender, education, and income. With regards to education and income, results for this general awareness survey and the on-board surveys appear to indicate a larger response for having a Bachelor's Degree/Master's Degree and an annual income level of \$50,000 to \$100,000. The location of existing riders (data obtained from the two previous on-board surveys) with annual household incomes of \$50,000 to \$100,000 were compared to locations of potential riders (data obtained from this general awareness survey) with a similar household income range. The map that shows the comparison and overlap is provided in Appendix F. Section F.2. The overlap between existing riders and potential riders in the four service areas indicates that there is a correlation for existing and potential riders. Existing riders and potential riders are likely to be in similar neighborhoods in the vicinity of the train stations; however, this may also be true for areas that are farther away from train stations and at the limits of the NCDOT Rail service areas.

As this general awareness survey progressed, it was frequently noted that the online survey results did not show ethnic diversity. As part of the outreach plan, intercept surveys at shopping malls and local events were implemented to increase survey participation and




promote demographic diversity. A comparison regarding ethnicity and results from the online survey and paper survey (typically from shopping mall and local event surveys) is shown in Appendix G. The final online survey results (not including paper surveys) show less diversity between ethnic groups; the final paper survey results show relatively more diversity between ethnic groups. This is likely due to survey implementation/approach and the demographic encountered at selected shopping malls and events that favor demographic diversity. However, the amount of paper surveys completed is significantly less than completed online surveys and was not sufficient to effectively leverage overall ethnic diversity.

#### **5.4 Recommended Advertising Channels**

Based on the 2015 Rail Marketing Plan and discussion with NCDOT Rail, NCDOT advertises through paid advertisements (billboards and magazines), through print materials, mailers, social media, and at events and festivals. These measures are effective, and can be enhanced through the general awareness survey. Based on the findings of this survey it is recommended that NCDOT incorporates the following advertising avenues:

- Promote train services at public meetings – Intercept surveys were very successful in reaching citizens during their meeting. Public meetings typically involve a variety of demographics and discuss a variety of community concerns; during the general awareness survey coordinators of public events readily agreed to survey activities and learn about NCDOT promotions. Almost everyone in the meetings were willing survey participants;
- Participate in minority events and festivals – Attending events where minorities are likely to attend is a great way to reach minority groups since they may not be reached by other avenues;
- Engage with transportation friendly groups at universities and colleges – There are student clubs and organizations with an interest in rail. NCDOT can collaborate with faculty and students to advance the idea of rail travel and for students and faculty to promote NCDOT rail services to their friends, family, and hometowns;
- Partner with transportation advocates and groups – The general awareness survey showed that collaborating with transportation advocate leaders and groups in Raleigh and Charlotte resulted in increased participation. This effort can be duplicated for advertising purposes. The goal is to advance the idea of rail travel and for those leaders to promote the idea of rail travel within their communities; and
- Use Twitter as a tool to advance rail travel mentality with transportation advocates who are active in social media, and to promote the idea of rail travel within their social media community.

# APPENDIX A - TRAINING



North Carolina's  
**AMTRAK**  
ncbytrain.org

*Simple and stress free.*

Public Awareness Survey  
Survey Training

Parsons Brinckerhoff, Raleigh, February 4, 2015

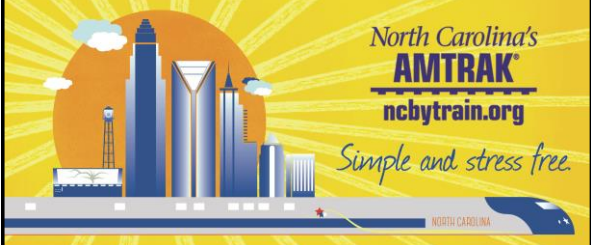
## What are We Doing?

- Reach out to the people who know about NCDOT train services but do not ride it.
- Find out about populations who do not know about train services.
- To determine appropriate advertising channels and other actions that may be taken to increase overall awareness.



## Proper Attire and Attitude

- Dress business casual
- Wear your NCDOT ID
- Arrive early at the meeting place
- Arrive on time at assignment locations
- Practice excellent customer service
- Frequent communications
- Smile!

North Carolina's  
**AMTRAK**  
ncbytrain.org

*Simple and stress free.*

How do we do this?

### Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage participants often
- Get people to complete the survey online
- Get participants to use their own devices to fill out the survey online
- Get participants to fill out the paper survey
- Return completed paper surveys

### Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage participants often
- Get people to complete the survey online
- Get participants to use their own devices to fill out the survey online
- Get participants to fill out the paper survey
- Return completed paper surveys

### Charlotte Station




1914 North Tryon Street, 704-376-4416

### Raleigh Station



320 West Cabarrus Street, 919-833-7594



### NCOT Rail Public Awareness Survey


The North Carolina Department of Transportation (NC DOT) is conducting a survey to gauge public awareness of Amtrak and NC DOT's efforts to improve service between Charlotte and Raleigh, and the Charlotte and New York City. The survey will be conducted from March 15 to March 31, 2014. Your input is important to help us improve service between Charlotte and Raleigh, and the Charlotte and New York City. For participating in this survey, you will be eligible to win a prize drawing that takes place after the survey closes. The prize drawing will be held on April 15, 2014. If you wish to be entered in the drawing, please provide your contact information at the end of the survey. NC DOT reserves the right to change the survey and/or the prize drawing at any time.

1. What is your age range?

☐ 18-24  
☐ 25-34  
☐ 35-44  
☐ 45-54  
☐ 55-64  
☐ 65+

2. Do you know there is daily train service between Charlotte, Raleigh, Rocky Mount, and New York City?

☐ Yes  
☐ No



### NCOT Rail Public Awareness Survey

3. How often do you travel?


☐ Yes, I travel frequently.  
☐ Yes, I travel occasionally.  
☐ No, I do not travel.  
☐ No, I do not know.

4. How often do you travel to areas between Charlotte and Raleigh?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

5. How often do you travel to areas between Charlotte and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never



### NCOT Rail Public Awareness Survey

6. If you do not take the train regularly, why not? (Please select all that apply.)

☐ Cost  
☐ Convenience  
☐ Schedule and/or frequency  
☐ Service quality  
☐ Safety concerns  
☐ Transfer time  
☐ Train amenities  
☐ Other

7. Do you like the way the train looks?

☐ Yes  
☐ No  
☐ Not sure

8. Do you like the way the train feels?

☐ Yes  
☐ No  
☐ Not sure

9. Do you like the way the train smells?

☐ Yes  
☐ No  
☐ Not sure

10. Do you like the way the train sounds?

☐ Yes  
☐ No  
☐ Not sure

11. Do you like the way the train tastes?


☐ Yes  
☐ No  
☐ Not sure

12. Do you like the way the train smells?

☐ Yes  
☐ No  
☐ Not sure

13. Do you like the way the train tastes?

☐ Yes  
☐ No  
☐ Not sure



### NCOT Rail Public Awareness Survey

14. How often do you travel to areas between Charlotte and Raleigh?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

15. How often do you travel to areas between Charlotte and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

16. How often do you travel to areas between Charlotte and Washington D.C., New Jersey, and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

17. How often do you travel to areas between Charlotte and Washington D.C., New Jersey, and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

18. How often do you travel to areas between Charlotte and Washington D.C., New Jersey, and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

19. How often do you travel to areas between Charlotte and Washington D.C., New Jersey, and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

20. How often do you travel to areas between Charlotte and Washington D.C., New Jersey, and New York City?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Quarterly  
☐ Annually  
☐ Never

6. If you were to ride our train to your destination, please rate the importance of the following factors with "1" being the least important and "5" being the most important.

	1	2	3	4	5
Access to Wi-Fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating and Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsive Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real-time arrival and departure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable Schedule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working Stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount on Taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other comment:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which best describes your employment status?

☐ Full-time  
☐ Part-time  
☐ Student  
☐ Unemployed  
☐ Retired

8. Are you a Government employee?

☐ Yes  
☐ No

9. What is your highest education level?

☐ No High School Diploma  
☐ High School Diploma or GED  
☐ Some College  
☐ Associate's Degree  
☐ Bachelor's Degree  
☐ Master's Degree  
☐ Post Graduate

12. What is your total household income in the past 12 months?

☐ Less than \$10,000  
☐ \$10,000 - \$24,999  
☐ \$25,000 - \$49,999  
☐ \$50,000 - \$74,999  
☐ \$75,000 or more

13. Which best describes your age group?

☐ 18 or younger  
☐ 19 to 24  
☐ 25 to 34  
☐ 35 to 44  
☐ 45 to 54  
☐ 55 to 64  
☐ 65 to 74  
☐ 75 or older

14. What is your gender?

☐ Female  
☐ Male

15. What is your ethnicity?

☐ American Indian  
☐ American Alaska Native  
☐ Black or African American  
☐ Hispanic or Latino  
☐ White or Caucasian  
☐ Other

Other:

Progress: 100%

**NC DOT Rail Public Awareness Survey**

16. If you would be interested in the following for your free round-trip train tickets, we offer the Carolina Between Charlotte and Rocky Mount or Piedmont between Charlotte and Raleigh train, please provide your name, phone number and email address below. NC DOT will contact you and the information. The survey will take place after the survey period closes. The survey will be conducted in April 2015.

Name:   
 Email Address:   
 Phone Number:

Thank you for participating in our survey. Please "Like" us on Facebook at: <https://www.facebook.com/NCdotRail> for updates and promotions regarding the train.

Progress: 100%

**North Carolina Rail Awareness Survey**

17. How often do you use public transportation (buses, trains, etc.)?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Less than 1 time a year  
☐ Never

18. How often do you use public transportation (buses, trains, etc.)?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Less than 1 time a year  
☐ Never

19. How often do you use public transportation (buses, trains, etc.)?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Less than 1 time a year  
☐ Never

20. How often do you use public transportation (buses, trains, etc.)?

☐ Daily  
☐ Weekly  
☐ Monthly  
☐ Less than 1 time a year  
☐ Never



### Survey materials and giveaways...

- NCDOT Rail business cards
- “I Ride the Train” stickers
- Train schedules
- Transportation maps
- Amtrak conductor hats
- Ncbytrain.org pens

### Objectives for Surveyors

- Pick up appropriate survey materials on time
- **Engage participants often**
- Get people to complete the survey online
- Get participants to use their own devices to fill out the survey online
- Get participants to fill out the paper survey
- Return completed paper surveys



### Know your topic...

- NCDOT Rail Division
- NCDOT owns and maintains trains in North Carolina
- We want to improve service and ridership
- We want to know public awareness
- We want to know about you!



### Things we want to say...

- North Carolina would like your opinion about the train
- Please take this quick survey if you want to weigh in on North Carolina public transportation
- North Carolina would like to improve public transportation services for you and it begins with your participation in this brief survey



### Things we **DON'T** want to say...

- Do you want to take a survey?
- Do you have time to talk?

The answer to these questions is almost always  
**NO!**



### Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage participants often
- **Get people to complete the survey online**
- **Get participants to use their own devices to fill out the survey online**
- Get participants to fill out the paper survey
- Return completed paper surveys



### Example Discussion Points

- Individuals: “You can participate in this survey with your smart phone” (hand out **survey postcard**)
- Group of People: “Raise your hand if you have a smart phone, OK, you can join this fun survey by clicking on the QR code here” (hand out **survey postcards**)
- Family/Friends: (Hand out **survey postcards**) “Share this with your friends/family and get them to survey with you using your smart phones!”
- Share with family and friends



### How to get participants involved...

- Approach – be comfortable with being in an uncomfortable situation
- Be generally interested (by knowing topic)
- Ask open-ended questions
- Be willing to share information
- Do a little acting
- Smile and interact frequently

### Know your topic...

- NCDOT Rail Division
- NCDOT owns and maintains trains in North Carolina
- We want to improve service and ridership
- We want to know public awareness
- We want to know about you!

### How to KEEP participants involved...

- Get a crowd going and continually bring participants into the crowd
- Peak interest in the crowd and get participants to bring other people into the crowd
- Continue interest and get participants to take postcards home and distribute to friends and families

### Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage participants often
- Get people to complete the survey online
- Get participants to use their own devices to fill out the survey online
- Get participants to fill out the paper survey
- Return completed paper surveys

### Example Discussion Points

- Individuals: “Don’t have a smart phone?...You are welcome to fill out our survey” (hand clipboard with paper survey)
- Group of People: “Those that can’t do the survey on-line, I have surveys for you to fill out” (hand clipboards with paper survey)
- “Thank you for your participation and we look forward to seeing you on-board the train!”

### Objectives for Surveyors

- Pick up appropriate survey materials on time
- Engage participants often
- Get people to complete the survey online
- Get participants to use their own devices to fill out the survey online
- Get participants to fill out the paper survey
- Return completed paper surveys

### Charlotte Station



1914 North Tryon Street, 704-376-4416

### Raleigh Station



320 West Cabarrus Street, 919-833-7594

### Completed Survey Process

- All completed surveys at the end of the day must be turned to Parsons Brinckerhoff representatives at Raleigh station
- All completed surveys at the end of the day must be turned to Parsons Brinckerhoff representatives at Charlotte station

A graphic featuring the North Carolina skyline with a large orange sun in the background. The text "North Carolina's AMTRAK" is prominently displayed, with "ncbytrain.org" below it. The slogan "Simple and stress free." is written in a cursive font. A blue and white train is shown at the bottom of the graphic.

North Carolina's  
**AMTRAK**  
ncbytrain.org  
*Simple and stress free.*

Public Awareness Survey Role Play

### Review of Participant Involvement

- Approach – be comfortable with being in an uncomfortable situation
- Be generally interested (by knowing topic)
- Ask open-ended questions
- Be willing to share information
- Do a little acting
- Smile and interact frequently



### Know your topic...

- NCDOT Rail Division
- NCDOT owns and maintains trains in North Carolina
- We want to improve service and ridership
- We want to know public awareness
- We want to know about you!



## Review of Discussion Points

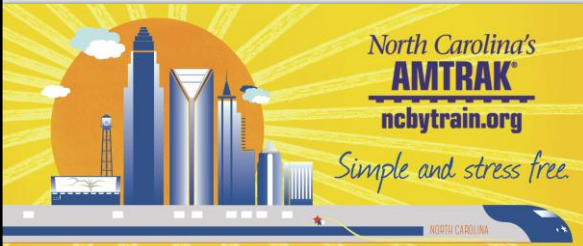
- Individuals: "You can participate in this survey with your smart phone" (hand out [survey postcard](#))
- Group of People: "Raise your hand if you have a smart phone, OK, you can join this fun survey by clicking on the QR code here" (hand out [survey postcards](#))
- Family/Friends: (Hand out [survey postcards](#)) "Share this with your friends/family and get them to survey with you using your smart phones!"

## Next Steps

- Mall Survey begins February 13
  - Malls will be surveyed during the weekend
  - All day and half day surveys depending on the mall
  - Survey ends before March 1
- Check your survey schedule
  - What dates, which malls
  - Call Genevieve (Charlotte based surveyors) or Jon (Raleigh based surveyors) if there are conflicts

## Who to Contact

- Genevieve Rubrecht
  - Parsons Brinckerhoff
  - 704-342-5419
- Jon Becker
  - Parsons Brinckerhoff
  - 919-836-4056



North Carolina's  
**AMTRAK**  
[ncbytrain.org](http://ncbytrain.org)  
*Simple and stress free.*

Thank you for your participation!

# APPENDIX B – MATERIALS

# B.1 Paper Survey (ENGLISH)



# North Carolina Rail Awareness Survey

The North Carolina Department of Transportation (NCDOT) is conducting a survey to gauge public awareness on passenger rail. Amtrak and NCDOT provide daily train services between Charlotte and New York City, called the *Carolinian*; and daily train services to and from Charlotte and Raleigh, and cities in-between, called the *Piedmont*.

For participating in this survey you will be eligible for **four free round-trip train tickets** within North Carolina, onboard the *Carolinian* or *Piedmont*. If you wish to be entered in the drawing please provide your contact information at the end of the survey. NCDOT thanks you for participating in this survey and for providing valuable feedback.

## 1. What is your zip code?

---

## 2. Do you know there is daily train service between Charlotte, Raleigh, Rocky Mount, and New York City?

- ☐ Yes
- ☐ No (Please skip to number 6)

## 3. If yes, have you ridden the train?

- ☐ Yes, I ride the train regularly. (End the survey)
- ☐ Yes, I just experienced my first trip and plan to continue riding. (Skip to number 9)
- ☐ Yes, I have ridden the train but not regularly.
- ☐ No

## 5. Do you know that these routes are named the *Piedmont* (Charlotte to Raleigh) and the *Carolinian* (Charlotte to New York City)?

- ☐ Yes ☐ No

## 6. How often do you travel to areas between Charlotte and Raleigh?

- ☐ Daily ☐ 3-4 times a year
- ☐ Weekly ☐ Less than 2 times a year
- ☐ Monthly ☐ Never
- ☐ 5-10 times a year

## 4. If you do not ride the train regularly, why not? (Please select all that apply)

- ☐ Cost
- ☐ Connectivity
- ☐ Schedule and/or frequency
- ☐ Previous experience
- ☐ Safety concerns
- ☐ Travel time too long
- ☐ Train amenities
- ☐ Gas prices
- ☐ Do not like the way the train looks
- ☐ Do not feel the service is reliable
- ☐ Would rather drive
- ☐ Need a car at my destination
- ☐ Did not know about it
- ☐ Have not had a need to take it
- ☐ OTHER 

---

## 7. How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey and New York?

- ☐ Daily ☐ 3-4 times a year
- ☐ Weekly ☐ Less than 2 times a year
- ☐ Monthly ☐ Never
- ☐ 5-10 times a year



8. If you were to ride our train to your destination, please rate the importance of the following factors.	Least Important			Most Important	
	1	2	3	4	5
Access to WIFI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable and Frequent Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Class/Premium Class Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat Comfort and Spacing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to handle bicycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snack and Beverage Vending Machines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts on Tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. Which best describes your employment status?**

☐ Full time
 ☐ Unemployed  
☐ Part time
 ☐ Retired  
☐ Student

**10. Are you a Federal or State Government employee?**

☐ Yes
 ☐ No

**11. What is your highest education level?**

☐ No HS Diploma
 ☐ Bachelor's Degree  
☐ HS Diploma or GED
 ☐ Master's Degree  
☐ Some College
 ☐ Post Graduate  
☐ Associate's Degree

**12. What is your total household income in the past 12 months?**

☐ Under \$25,000
 ☐ \$50,000 to \$100,000  
☐ \$25,000 to \$49,000
 ☐ \$100,000 or more

**13. What best describes your age group?**

☐ 19 and under
 ☐ 40 to 44  
☐ 20 to 24
 ☐ 45 to 49  
☐ 25 to 29
 ☐ 50 to 54  
☐ 30 to 34
 ☐ 55 to 59  
☐ 35 to 39
 ☐ 60 to 64  
☐ 65+

**14. What is your gender?**

☐ Male
 ☐ Female

**15. What is your ethnicity?**

☐ American Indian  
☐ Asian/Asian American  
☐ Black/African American  
☐ Hispanic/Latino  
☐ White/Caucasian  
☐ Other

If you wish to be entered in the drawing for **four free roundtrip train tickets**, on either the *Carolinian* (between Charlotte and Rocky Mount) or *Piedmont* (between Charlotte and Raleigh) trains, please provide your name, phone number and/or email address below. NCDOT will not share or sell this information. The drawing will take place after the survey period closes. The winners will be contacted in April 2015. Thank you for participating in our survey. Please "Like" us on Facebook at, [www.facebook.com/NCAmtrak](http://www.facebook.com/NCAmtrak) for updates and promotions regarding the train!

Name: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## B.2 Paper Survey (SPANISH)



# Encuesta de Carolina del Norte Tren Conciencia

El Departamento de Transporte de Carolina del Norte (NCDOT) está realizando una encuesta para medir cuanto conocimiento tiene el público sobre el ferrocarril de pasajeros. Amtrak y NCDOT proporcionan servicios de trenes diarios entre Charlotte y la Ciudad de Nueva York, que se llaman el Carolinian; y otros servicios de trenes diarios entre Charlotte y Raleigh, y las ciudades en medio, llamado el Piedmont. Por participar en esta encuesta usted será elegible para un sorteo para cuatro entradas gratis de tren de ida y vuelta dentro de Carolina del Norte, a bordo del Carolinian o el Piedmont. Si desea inscribirse en el sorteo, por favor proporcione su información de contacto al final de la encuesta. NCDOT le da las gracias por participar en esta encuesta y por proporcionar información valiosa.

## 1. ¿Cuál es su código postal?

\_\_\_\_\_

## 2. ¿Usted sabe que hay servicio de tren diario entre Charlotte, Raleigh, Rocky Mount, y la Ciudad de Nueva York?

- ☐ Sí ☐ No (Por favor, pase al número 6)

## 3. En caso afirmativo, ¿ha tomado el tren?

- ☐ Sí, viajo en el tren regularmente. (Termine la encuesta)  
☐ Sí, viaje en el tren por primera vez y planeo seguirlo usando. (Termine la encuesta)  
☐ Sí, he tomado el tren, pero no lo uso regularmente.  
☐ No

## 5. ¿Sabe usted que estas rutas se llaman el Piedmont (Raleigh a Charlotte) y el Carolinian (Charlotte a la Ciudad de Nueva York)?

- ☐ Sí ☐ No

## 6. ¿Con qué frecuencia viajas a zonas entre Charlotte y Raleigh?

- ☐ Diariamente ☐ 3-4 veces al año  
☐ Semanalmente ☐ Menos de 2 veces al año  
☐ Mensualmente ☐ Nunca  
☐ 5-10 veces al año

## 4. Si no viajas en el tren regularmente, ¿por qué no? (Por favor seleccione todos los que aplican)

- ☐ Costo  
☐ Conectividad  
☐ Horario y / o frecuencia  
☐ Una experiencia previa  
☐ Preocupaciones de seguridad  
☐ Tiempo de viaje es demasiado largo  
☐ Amenidades del tren  
☐ Los precios del gas  
☐ No me gusta la apariencia del tren  
☐ No me siento que el servicio es confiable  
☐ Prefiero manejar  
☐ Necesito un vehículo cuando llegue a mi destino  
☐ No sabía nada sobre ello  
☐ No he tenido la necesidad de tomarlo  
☐ Otro razón \_\_\_\_\_

## 7. ¿Con qué frecuencia viajas a zonas entre Carolina del Norte, Virginia, Washington D.C., Nueva Jersey, y Nueva York?

- ☐ Diariamente ☐ 3-4 veces al año  
☐ Semanalmente ☐ Menos de 2 veces al año  
☐ Mensualmente ☐ Nunca  
☐ 5-10 veces al año

8. Si se va a viajar en el tren a su destino, por favor califique la importancia de los siguientes factores.	Menos Importante			Más Importante	
	1	2	3	4	5
Acceso a WIFI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio Puntual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio Confiable y Frecuente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio Clase Ejecutiva/Clase Prima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asientos Cómodos y Espaciados	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipaje facturable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacidad Para Acomodar Bicicletas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Servicio de Comida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilidades Limpias	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Descuentos en Entradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instalaciones cumplen con las regulaciones de la ADA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. ¿Cuál describe mejor su situación de empleo?**

☐ Tiempo completo      ☐ Desempleado  
☐ Tiempo parcial      ☐ Retirado  
☐ Estudiante

**10. ¿Es usted un empleado federal o de Gobierno del Estado?**

☐ Yes      ☐ No

**11. ¿Cuál es su nivel de educación más alto?**

☐ Sin Diploma de Escuela Secundaria      ☐ Grado de Asociado  
☐ Diploma de Escuela Secundaria o GED      ☐ Grado de Bachiller  
☐ Algunas clases de la universidad      ☐ Grado de Maestría  
☐ Postgrado

**12. ¿Cuál es el ingreso total de tu hogar en los últimos 12 meses?**

☐ Menos de \$25,000      ☐ \$50,000 to \$100,000  
☐ \$25,000 - \$49,000      ☐ \$100,000 o más

**13. ¿Cuál describe mejor su grupo de edad?**

☐ 19 años o menos      ☐ 40 to 44  
☐ 20 to 24      ☐ 45 to 49  
☐ 25 to 29      ☐ 50 to 54  
☐ 30 to 34      ☐ 55 to 59  
☐ 35 to 39      ☐ 60 to 64  
☐ 65 años o mayor

**14. ¿Cuál es tu sexo?**

☐ Masculino      ☐ Femenino

**15. ¿Cuál es su origen étnico?**

☐ Indio Americano  
☐ Asiático  
☐ Black/ Afroamericano  
☐ Hispano/Latino  
☐ Blanco/ Caucásico  
☐ Otro

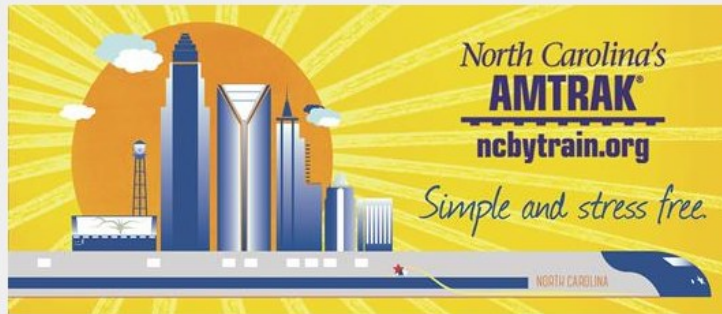
Si desea inscribirse en el sorteo de cuatro entradas gratis de tren de ida y vuelta, ya sea en el Carolinian (entre Charlotte y Rocky Mount) o el Piedmont (entre Charlotte y Raleigh), por favor escribe su nombre, número de teléfono y / o dirección de correo electrónico en el cuadro de abajo. NCDOT no va a compartir o vender esta información. El sorteo se llevará a cabo después que cierre el período de la encuesta. Se contactará con los ganadores en abril de 2015.

Gracias por participar en nuestra encuesta. Por favor, "Like" nosotros en Facebook a, [www.facebook.com/NCAmtrak](http://www.facebook.com/NCAmtrak) para actualizaciones y promociones en relación con el tren.

Nombre: \_\_\_\_\_

Dirección de Correo Electrónico: \_\_\_\_\_ Número de Teléfono: \_\_\_\_\_

## B.3 SurveyMonkey Questionnaire



## NCDOT Rail Public Awareness Survey

The North Carolina Department of Transportation (NCDOT) is conducting a survey to gauge public awareness on passenger rail. Amtrak and NCDOT provide daily train services between Charlotte and New York City, called the Carolinian; and daily train services to and from Charlotte and Raleigh, and cities in-between, called the Piedmont.

For participating in this survey you will be eligible for four free round-trip train tickets within North Carolina, on-board the Carolinian or Piedmont. If you wish to be entered in the drawing please provide your contact information at the end of the survey. NCDOT thanks you for participating in this survey and for providing valuable feedback.

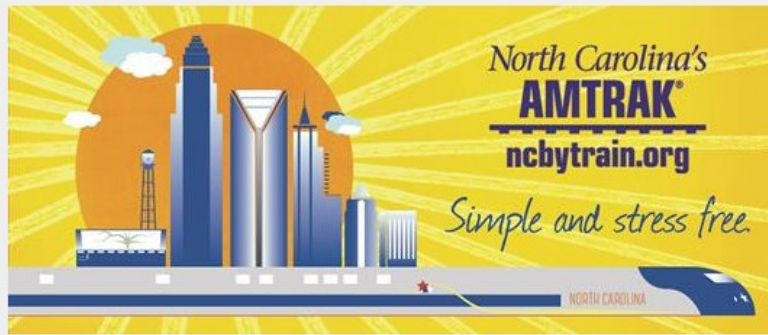
1. What is your zip code?

2. Do you know there is daily train service between Charlotte, Raleigh, Rocky Mount, and New York City?

- ☐ Yes  
☐ No



Next



## NCDOT Rail Public Awareness Survey

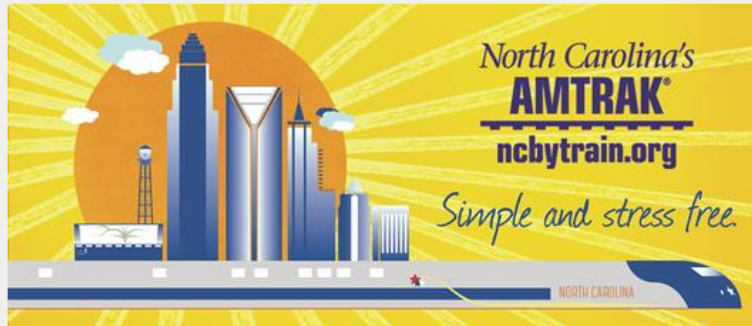
### 3. Have you ridden the train?

- ☐ Yes, I ride the train regularly.
- ☐ Yes, I just experienced my first trip and plan to continue riding the train.
- ☐ Yes, I have ridden the train but not regularly.
- ☐ No



Prev

Next



## NCDOT Rail Public Awareness Survey

4. If you do not ride the train regularly, why not? (Please select all that apply)

- ☐ Cost
- ☐ Connectivity
- ☐ Schedule and/or frequency
- ☐ Previous experience
- ☐ Safety concerns
- ☐ Travel time too long
- ☐ Train amenities
- ☐ Gas prices
- ☐ Do not like the way the train looks
- ☐ Do not feel the service is reliable
- ☐ Would rather drive
- ☐ Need a car at my destination
- ☐ Did not know about it
- ☐ Have not had a need to take it
- ☐ Other (please specify)

5. Do you know that these routes are named the Piedmont (Charlotte to Raleigh) and the Carolinian (Charlotte to New York City)?

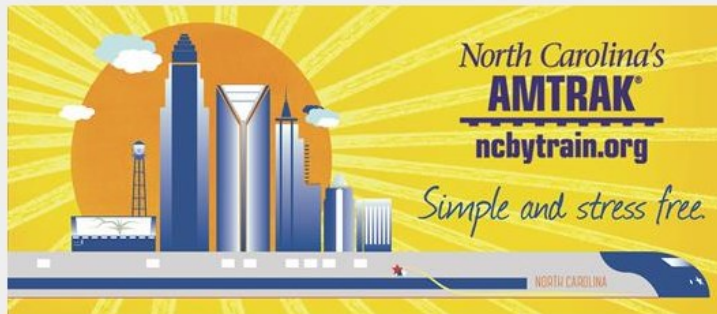
- ☐ Yes
- ☐ No



Prev

Next





## NCDOT Rail Public Awareness Survey

6. How often do you travel to areas between Charlotte and Raleigh?

- ☐ Daily  
☐ Weekly  
☐ Monthly  
☐ 5-10 times a year  
☐ 3-4 times a year  
☐ Less than 2 times a year  
☐ Never

7. How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey, and New York?

- ☐ Daily  
☐ Weekly  
☐ Monthly  
☐ 5-10 times a year  
☐ 3-4 times a year  
☐ Less than 2 times a year  
☐ Never

Carolinian & Piedmont Train Schedules				North Carolina's AMTRAK®			
Effective January 12, 2015				nchytrain.org			
South/Westbound				North/Eastbound			
DEPARTS	TRAIN 73	TRAIN 75	TRAIN 79	DEPARTS	TRAIN 80	TRAIN 74	TRAIN 76
NEW YORK	N/A	N/A	7:05 AM	CHARLOTTE	7:00 AM	12:00 PM	5:15 PM
NEWARK, NJ	N/A	N/A	7:24 AM	KANNAPOLIS	7:25 AM	12:25 PM	5:40 PM
TRENTON, NJ	N/A	N/A	8:03 AM	SALISBURY	7:43 AM	12:41 PM	5:56 PM
PHILADELPHIA, PA	N/A	N/A	8:35 AM	HIGH POINT	8:17 AM	1:14 PM	6:29 PM
WILMINGTON, DE	N/A	N/A	8:58 AM	GREENSBORO	8:39 AM	1:34 PM	6:49 PM
BALTIMORE, MD	N/A	N/A	9:45 AM	BURLINGTON	9:01 AM	1:55 PM	7:10 PM
WASHINGTON, DC	N/A	N/A	10:53 AM	DURHAM	9:42 AM	2:33 PM	7:48 PM
ALEXANDRIA, VA	N/A	N/A	11:10 AM	CARY	10:02 AM	2:53 PM	8:08 PM
QUANTICO, VA	N/A	N/A	11:36 AM	RALEIGH	10:25 AM	3:11 PM	8:26 PM
FREDERICKSBURG, VA	N/A	N/A	11:56 AM	SELMA	11:00 AM	N/A	N/A
RICHMOND, VA	N/A	N/A	1:08 PM	WILSON	11:30 AM	N/A	N/A
PETERSBURG, VA	N/A	N/A	1:41 PM	ROCKY MOUNT	11:52 AM	N/A	N/A
ROCKY MOUNT	N/A	N/A	3:11 PM	PETERSBURG, VA	1:17 PM	N/A	N/A
WILSON	N/A	N/A	3:30 PM	RICHMOND, VA	2:12 PM	N/A	N/A
SELMA	7:3 Sat. & Sun. Only	N/A	4:03 PM	FREDERICKSBURG, VA	3:06 PM	N/A	N/A
RALEIGH	7:00 AM	6:45 AM	11:45 AM	QUANTICO, VA	3:28 PM	N/A	N/A
CARY	7:12 AM	6:57 AM	11:57 AM	ALEXANDRIA, VA	4:02 PM	N/A	N/A
DURHAM	7:32 AM	7:17 AM	12:17 PM	WASHINGTON, DC	4:30 PM	N/A	N/A
BURLINGTON	8:08 AM	7:53 AM	12:53 PM	BALTIMORE, MD	5:51 PM	N/A	N/A
GREENSBORO	8:30 AM	8:18 AM	1:18 PM	WILMINGTON, DE	6:43 PM	N/A	N/A
HIGH POINT	8:49 AM	8:34 AM	1:34 PM	PHILADELPHIA, PA	7:07 PM	N/A	N/A
SALISBURY	9:23 AM	9:08 AM	2:08 PM	TRENTON, NJ	7:43 PM	N/A	N/A
KANNAPOLIS	9:39 AM	9:24 AM	2:24 PM	NEWARK, NJ	8:27 PM	N/A	N/A
CHARLOTTE	10:10 AM	9:55 AM	2:55 PM	NEW YORK	8:47 PM	8:49 PM on Sat. & Sun. Only	

Checked Baggage  
 Staffed Station (No Checked Baggage)  
 NC Amtrak Connector Shuttle Meets Train  
 Arrival

Schedules are subject to change. All NC stations are staffed. Times are departure times unless indicated by (ar) for arrival times.

8. If you were to ride our train to your destination, please rate the importance of the following factors with "1" being the least important to "5" being the most important.

	1	2	3	4	5
Access to WIFI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable and Frequent Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Class/Premium Class Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seat Spacing and Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Checked Baggage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to Handle Bicycles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snack and Beverage Vending Machines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts on Tickets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ADA Compliant Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which best describes your employment status?

- ☐ Full time
- ☐ Part time
- ☐ Student
- ☐ Unemployed
- ☐ Retired

10. Are you a Government employee?

- ☐ Yes
- ☐ No

11. What is your highest education level?

- ☐ No High School Diploma
- ☐ High School Diploma or GED
- ☐ Some College
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Post Graduate

12. What is your total household income in the past 12 months?

- ☐ Under \$25,000
- ☐ \$25,000 - \$49,000
- ☐ \$50,000 - \$100,000
- ☐ \$100,000 or more

13. Which best describes your age group?

- ☐ 19 or younger
- ☐ 20 to 24
- ☐ 25 to 29
- ☐ 30 to 34
- ☐ 35 to 39
- ☐ 40 to 44
- ☐ 45 to 49
- ☐ 50 to 54
- ☐ 55 to 59
- ☐ 60 to 64
- ☐ 65 or older

14. What is your gender?

- ☐ Female
- ☐ Male

15. What is your ethnicity?

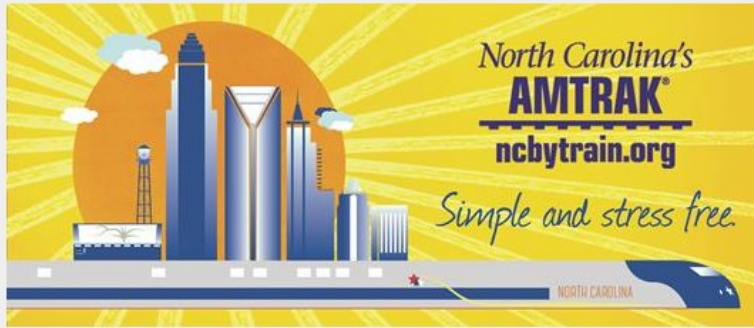
- ☐ American Indian
- ☐ Asian/Asian American
- ☐ Black/African American
- ☐ Hispanic/Latino
- ☐ White/Caucasian

Other



Prev

Next



## NCDOT Rail Public Awareness Survey

16. If you wish to be entered in the drawing for four free round-trip train tickets, on either the Carolinian (between Charlotte and Rocky Mount) or Piedmont (between Charlotte and Raleigh) trains, please provide your name, phone and/or email address below. NCDOT will not share or sell this information. The drawing will take place after the survey period closes. The winners will be contacted in April 2015.

Name:

Email Address:

Phone Number:

Thank you for participating in our survey. Please "Like" us on Facebook at, <https://www.facebook.com/NCAMtrak> for updates and promotions regarding the train!



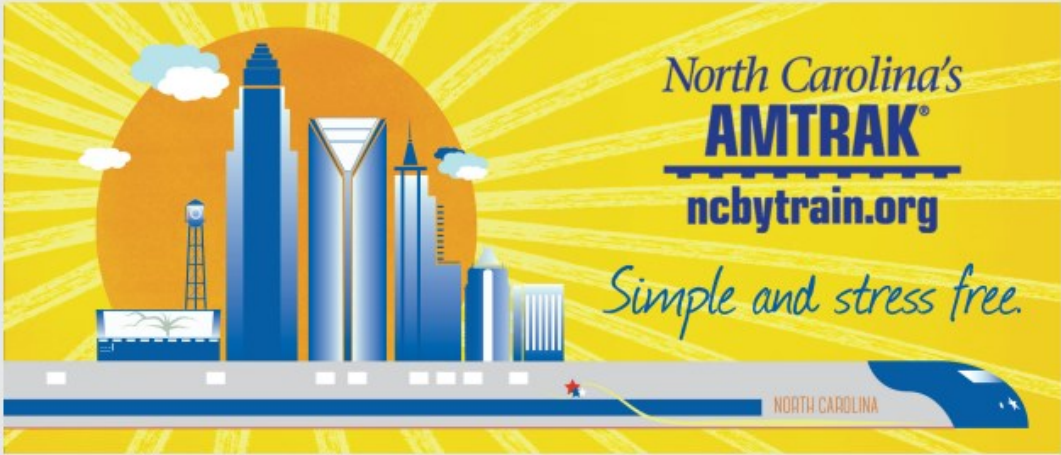
Prev

Done, thank you for participating!

## B.4 Survey Postcard



i. English Postcard



The graphic features a stylized skyline of North Carolina cities (Charlotte, Raleigh, Durham) in blue and white, set against a large orange sun with rays. Below the skyline is a blue train track with a white train. The text 'North Carolina's AMTRAK' is in blue, with 'AMTRAK' in a larger, bold font. Below it is 'ncbytrain.org' in blue. To the right, the phrase 'Simple and stress free.' is written in a cursive font. At the bottom right, a small blue train is shown with 'NORTH CAROLINA' written below it.

**Got something to say?**

The North Carolina Department of Transportation (NCDOT) is conducting a survey to gauge public awareness on passenger rail and wants to hear from you! Amtrak and NCDOT provide daily train services between Charlotte and New York City, with many stops along the way.



**Want a Chance to Win?**

At the end of the survey participants will be eligible to enter a drawing for two free round-trip train tickets within North Carolina, onboard the Carolinian or Piedmont. NCDOT thanks you for participating in this survey and for providing valuable feedback!

The survey is available at  
[www.surveymonkey.com/r/nctrain](http://www.surveymonkey.com/r/nctrain)

ii. Spanish Postcard



The graphic features a stylized skyline of North Carolina cities (Charlotte, Raleigh, Durham) in blue and white, set against a large orange sun with rays. Below the skyline is a blue train track with a white train. The text 'North Carolina's AMTRAK' is in blue, with 'AMTRAK' in a larger, bold font. Below it is 'ncbytrain.org' in blue. To the right, the phrase 'Simple and stress free.' is written in a cursive font. At the bottom right, a small blue train is shown with 'NORTH CAROLINA' written below it.

**¿Tienes algo que decir?**

El Departamento de Transporte de Carolina del Norte (NCDOT) está realizando una encuesta para medir cuanto conocimiento tiene el público sobre el ferrocarril de pasajeros y quiere saber su opinión. Amtrak y NCDOT proporcionan servicios de trenes diarios entre Charlotte y la Ciudad de Nueva York, con muchas otras paradas en el camino.



**¿Quieres una oportunidad de ganar?**

Por participar en la encuesta usted será elegible para un sorteo para cuatro entradas gratis de tren de ida y vuelta dentro de Carolina del Norte, a bordo del Carolinian o el Piedmont. NCDOT le da las gracias por participar en esta encuesta y por proporcionar información valiosa.

Puedes tomar la encuesta en,  
[es.surveymonkey.com/r/nctrainspanish](http://es.surveymonkey.com/r/nctrainspanish)

## B.5 NCByTrain Website; Survey Promotion



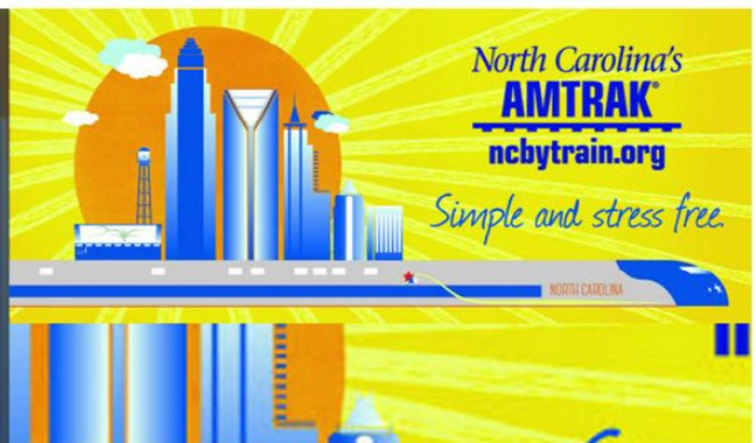
**NC's Amtrak** @NCDOT\_Rail

10 Mar

Amtrak, FRA &NTSB are investigating yesterday's Amtrak accident. We will continue assist in every way possible.

## NCDOT Looking for Input on Passenger Rail Awareness

[Learn more.](#)



### Buy Tickets

☒ One-Way ☐ Round-Trip [Multi-City >](#)

From [Find a Station](#)

To [Find a Station](#)

Departs  Time  Anytime ▼

[Adults](#) [Seniors](#) [Children](#) [Infants](#)

### Check Status of a Train or Bus

☒ Arrival Status  
☐ Departure Status

Station [Find a Station](#)

Train/Bus No.

Arrival Date  Wed, Mar 11, 2015

[Check Status](#)

### Specials and Promotions

Please visit our Specials page for a list of current specials and promotions.

[See Specials.](#)



## B.6 NCDOT Rail Social Media; Survey Promotion



## NCDOT News Release: NCDOT Celebrates Arrival of Raleigh's First Train 175 Years Ago This Week

APPS.NCDOT.GOV | BY WEBMASTER

Like · Comment · Share · 21 3 22

**North Carolina's Amtrak**  
March 13 at 1:20pm · Edited ·

Want a free trip for four on North Carolina's Amtrak? Just take (and share!) our rail awareness survey, and you'll be entered to win four round-trip tickets to anywhere in NC!

*Win 4 free train tickets! Click the link below and take the survey.*



### NCDOT Rail Public Awareness Survey

Web survey powered by SurveyMonkey.com. Create your own online survey now with SurveyMonkey's expert certified FREE templates.

SURVEYMONKEY.COM

Like · Comment · Share · 16 35

16 people like this.

35 shares

Write a comment...

### POSTS TO PAGE



**Gayle McCurry**  
March 26 at 9:43am ·

Riding the Piedmont from Raleigh to Burlington and return.

Like · Comment · 4 5



**DC Robinson**  
March 24 at 7:46am ·

My, how time flies - oops, I mean, how time travels by rail.

Like · Comment · 1



**Tim Carroll**  
March 21 at 6:29pm ·

First celebration of first train into Raleigh nc and completion of state capital 1840.

Like · Comment · 2

### LIKED BY THIS PAGE



Saint Augustine's University

Like



**North Carolina's Amtrak** shared a link.  
March 10 at 4:35pm ·



## B.7 Qué Pasa Advertisements



# APPENDIX C - OUTREACH

# C.1 List of Outreach Contacts

Municipality Contacts					
Municipality	Location	First Name	Last Name	Title	Email
City of Burlington	Burlington	Harold	Owen	City Manager	<a href="mailto:howen@ci.burlington.nc.us">howen@ci.burlington.nc.us</a>
Cabarrus County	Cabarrus County	Kasia	Thompson	Communications and Outreach Manager	<a href="mailto:ktompson@cabarruscounty.us">ktompson@cabarruscounty.us</a>
Cabarrus County	Cabarrus County	Mike	Downs	County Manager	<a href="mailto:mkdowns@cabarruscounty.us">mkdowns@cabarruscounty.us</a>
City of Cary	Cary	Deanna	Boone	Deputy Public Information Officer (Facebook Contact)	<a href="mailto:townofcary@townofcary.org">townofcary@townofcary.org</a>
City of Cary	Cary	Ben	Shivar	Town Manager	<a href="mailto:ben.shivar@townofcary.org">ben.shivar@townofcary.org</a>
City of Chapel Hill	Chapel Hill			Facebook Contact	<a href="mailto:info@townofchapelhill.com">info@townofchapelhill.com</a>
City of Chapel Hill	Chapel Hill	Sabrina	Oliver	Director of Communications & public affairs	<a href="mailto:publicaffairs@townofchapelhill.org">publicaffairs@townofchapelhill.org</a>
City of Charlotte	Charlotte	Shawn	Proffitt	Corporate Web Content Manager	<a href="mailto:sproffitt@charlottenc.gov">sproffitt@charlottenc.gov</a>
City of Charlotte	Charlotte			Facebook questions and comments	<a href="mailto:corporatecommunications@ci.charlotte.nc.us">corporatecommunications@ci.charlotte.nc.us</a>
City of Clayton	Clayton	Stacy	Beard	Public Information Officer (Facebook Contact)	<a href="mailto:sbeard@townofclaytonnc.org">sbeard@townofclaytonnc.org</a>
City of Concord	Concord	Vicki	Callicutt	Communications Director	<a href="mailto:calliv@concordnc.gov">calliv@concordnc.gov</a>
City of Durham (Hillsboro)	Durham (Hillsboro)			Facebook Contact	<a href="mailto:publicaffairs@durhamnc.gov">publicaffairs@durhamnc.gov</a>
City of Durham (Hillsboro)	Durham (Hillsboro)	Beverly	Thompson	Director of Public Affairs	<a href="mailto:beverly.thompson@durhamnc.gov">beverly.thompson@durhamnc.gov</a>
Durham County	Durham County			Facebook Contact	<a href="mailto:public_information@dconc.gov">public_information@dconc.gov</a>
Durham County	Durham County	Wendell	Davis	County Manager	<a href="mailto:county_manager@dconc.gov">county_manager@dconc.gov</a>
Forsyth County	Forsyth County	Dudley	Watts	Manager	<a href="mailto:ForsythCountyNC@forsyth.cc">ForsythCountyNC@forsyth.cc</a>
City of Garner	Garner	Rick	Mercier	Public Information Officer (Communication Manager)	<a href="mailto:garnerpio@garnernc.gov">garnerpio@garnernc.gov</a>
Greensboro	Greensboro				<a href="#">contacted via their website form</a>
City of Highpoint	Highpoint	Greg	Demko	City Manager	<a href="mailto:greg.demko@highpointnc.gov">greg.demko@highpointnc.gov</a>
City of Huntersville	Huntersville	Bobby	Williams		<a href="mailto:BobbyW@huntersville.org">BobbyW@huntersville.org</a>
City of Kannapolis	Kannapolis	Annette	Keller	Director of Communications	<a href="mailto:communications@kannapolisnc.gov">communications@kannapolisnc.gov</a>
City of Kannapolis	Kannapolis			Facebook Contact	<a href="mailto:info@cityofkannapolis.com">info@cityofkannapolis.com</a>
City of Lexington	Lexington	Alan	Carson	City Manager	<a href="mailto:rcgainey@lexingtonnc.gov">rcgainey@lexingtonnc.gov</a>
Mecklenburg County	Mecklenburg County	Bill	Carroll	Public Information Department	<a href="mailto:william.carroll@mecklenburgcountync.gov">william.carroll@mecklenburgcountync.gov</a>
Nash County	Nash County	Tabetha	Summerlin	Web Coordinator	<a href="mailto:tabetha.summerlin@nashcountync.gov">tabetha.summerlin@nashcountync.gov</a>
Nash County	Nash County	Zee	Lamb	County Manager	<a href="mailto:zee.lamb@nashcountync.gov">zee.lamb@nashcountync.gov</a>
Orange County	Orange County	Carla	Banks	Director of Public Affairs	<a href="mailto:cbanks@orangecountync.gov">cbanks@orangecountync.gov</a>
City of Raleigh	Raleigh	John	Boyette	responded to email	<a href="mailto:John.Boyette@raleighnc.gov">John.Boyette@raleighnc.gov</a>
City of Raleigh	Raleigh	Jayne	Kirkpatrick	Director of Public Affairs	<a href="mailto:jayne.kirkpatrick@raleighnc.gov">jayne.kirkpatrick@raleighnc.gov</a>
City of Raleigh	Raleigh	Eric	Lamb		<a href="mailto:eric.lamb@raleighnc.gov">eric.lamb@raleighnc.gov</a>
City of Rocky Mount	Rocky Mount			Facebook Contact	<a href="mailto:citybeat@rockymountnc.gov">citybeat@rockymountnc.gov</a>
City of Rocky Mount	Rocky Mount	Tameka	Kenan-Norman	Public Affairs Manager	<a href="mailto:tameka.kenan-norman@rockymountnc.gov">tameka.kenan-norman@rockymountnc.gov</a>
City of Salisbury	Salisbury			Facebook Contact	<a href="mailto:coscommunications@salisburync.gov">coscommunications@salisburync.gov</a>
City of Salisbury	Salisbury	John	Sofley	City Manager	<a href="mailto:jsoff@salisburync.gov">jsoff@salisburync.gov</a>
City of Selma	Selma	Jon	Barlow	Town Manager	<a href="mailto:townmanager@selma-nc.com">townmanager@selma-nc.com</a>
Wake County	Wake County	Sarah	Williamson-Baker	Interim Communications Director	<a href="mailto:sarah.williamson@wakegov.com">sarah.williamson@wakegov.com</a>
City of Wilmington	Wilmington	Mike	Kozlosky		<a href="mailto:Mike.Kozlosky@wilmingtonnc.gov">Mike.Kozlosky@wilmingtonnc.gov</a>
City of Wilson	Wilson				<a href="mailto:webmaster@wilsonnc.org">webmaster@wilsonnc.org</a>
City of Winston-Salem	Winston-Salem			Facebook Contact	<a href="mailto:citylink@cityofws.org">citylink@cityofws.org</a>
City of Winston-Salem	Winston-Salem	Ed	McNeal	Director of Communications	<a href="mailto:eddiejm@cityofws.org">eddiejm@cityofws.org</a>

Chamber of Commerce Contacts					
Chamber	Location	First Name	Last Name	Title	Email
North Carolina Hispanic Chamber of Commerce		Leonor	Leonor	Executive Director	<a href="mailto:leonor@nchispanicchamber.org">leonor@nchispanicchamber.org</a>
North Carolina Hispanic Chamber of Commerce		Leonor	Leonor	General Information	<a href="mailto:info@nchispanicchamber.org">info@nchispanicchamber.org</a>
Alamance County Area Chamber of Commerce	Alamance County	Lauren	Layne	Membership/Marketing Assistant	<a href="mailto:laurenlayne@alamancechamber.com">laurenlayne@alamancechamber.com</a>
Alamance County Area Chamber of Commerce	Alamance County			Social Media Contact Number	
Cabarrus Regional Chamber of Commerce	Cabarrus	Holly	Sloop	Marketing & Membership Coordinator	<a href="mailto:hsloop@cabarrus.biz">hsloop@cabarrus.biz</a>
Cary Chamber of Commerce	Cary	Christie	Moser	VP Communications & Government Relations	<a href="mailto:cmoser@carychamber.com">cmoser@carychamber.com</a>
Charlotte Chamber of Commerce	Charlotte	Jenny	Briggs	Director of Communications	<a href="mailto:jbriggs@charlottechamber.com">jbriggs@charlottechamber.com</a>
Charlotte Chamber of Commerce	Charlotte	Madeline	Caryl	Director, Research Publications	<a href="mailto:mcaryl@charlottechamber.com">mcaryl@charlottechamber.com</a>
Charlotte Chamber of Commerce	Charlotte	Jason	Paul	Director of New Media	<a href="mailto:jpaul@charlottechamber.com">jpaul@charlottechamber.com</a>
Latin American Chamber of Commerce Charlotte	Charlotte			Administration	<a href="mailto:admin@lacccharlotte.com">admin@lacccharlotte.com</a>

Latin American Chamber of Commerce Charlotte	Charlotte			Social Media	<a href="mailto:social@lacccharlotte.com">social@lacccharlotte.com</a>
Durham Chamber of Commerce	Durham	Colin	Tierney	Director of Digital Brand Marketing	<a href="mailto:ctierney@durhamchamber.org">ctierney@durhamchamber.org</a>
Durham Chamber of Commerce	Durham	Rogers	Mable	Director of Membership Operations (Event Planner)	<a href="mailto:mrogers@durhamchamber.org">mrogers@durhamchamber.org</a>
Durham Chamber of Commerce	Durham		White	Transportation Committee	<a href="mailto:jwhite@durhamchamber.org">jwhite@durhamchamber.org</a>
Greensboro Partnership	Greensboro	David	Marshall	VP, Marketing & Communications	<a href="mailto:dmarshall@greensboro.org">dmarshall@greensboro.org</a>
Greensboro Partnership	Greensboro	Beverly	Brewer	Manager, Web & Information Services	<a href="mailto:bbrewer@greensboro.org">bbrewer@greensboro.org</a>
High Point Chamber of Commerce	High Point	Keri	Scott	Director of Communications	<a href="mailto:keri@highpointchamber.org">keri@highpointchamber.org</a>
Raleigh Chamber of Commerce	Raleigh	Roberts	Roberts	VP of Communications	<a href="mailto:vroberts@raleighchamber.org">vroberts@raleighchamber.org</a>
Raleigh Chamber of Commerce	Raleigh	Janet	Carr	General Manager/Senior VP (Advertising)	<a href="mailto:jcarr@raleighchamber.org">jcarr@raleighchamber.org</a>
Rocky Mount Area Chamber of Commerce	Rocky Mount	Linda	Mann	Manager, Member Services & Operations	<a href="mailto:lmann@rockymountchamber.org">lmann@rockymountchamber.org</a>
Rocky Mount Area Chamber of Commerce	Rocky Mount	Tamara	Leeson	Customer Service	<a href="mailto:tleeon@rockymountchamber.org">tleeon@rockymountchamber.org</a>
Rowan County Chamber of Commerce	Rowan County	Charlene	Deese	Special Projects Director	<a href="mailto:cdeese@rowanchamber.com">cdeese@rowanchamber.com</a>
Greater Smithfield-Selma Chamber of Commerce	Smithfield-Selma	Fallon	Pleasants	Community Information Specialist	<a href="mailto:fpleasants@smithfieldselma.com">fpleasants@smithfieldselma.com</a>
Wilson Chamber of Commerce	Wilson	Michole	Brown	Marketing & Events Manager	
Winston-Salem Chamber of Commerce	Winston-Salem	Angela	Breathette	Events Manager	<a href="mailto:abreathette@winstonsalem.com">abreathette@winstonsalem.com</a>
Winston-Salem Chamber of Commerce	Winston-Salem	Haley	Gingles	Director of Marketing & Communications	<a href="mailto:hgingles@winstonsalem.com">hgingles@winstonsalem.com</a>



College/University Contacts					
Organization	Location	First Name	Last Name	Group/Department	Email
Gardner Webb University	Boiling Springs	Lily	Xiao	Information Technology Club	<a href="mailto:lxiao@gardner-webb.edu">lxiao@gardner-webb.edu</a>
Gardner Webb University	Boiling Springs	Thomas	Jones	Honors Student Association	<a href="mailto:tjones@gardner-webb.edu">tjones@gardner-webb.edu</a>
Gardner Webb University	Boiling Springs	Taylor	Jordan	Students Athlete Advisory Council	<a href="mailto:tjordan@gardnerwebb.edu">tjordan@gardnerwebb.edu</a>
UNC Chapel Hill	Chapel Hill	Becky	Butler	Writing Center Specialist	<a href="mailto:becky.butler@unc.edu">becky.butler@unc.edu</a>
UNC Chapel Hill	Chapel Hill			Carolina Hispanic Association	<a href="mailto:uncchispa@gmail.com">uncchispa@gmail.com</a>
UNC Chapel Hill	Chapel Hill	Josmell	Perez	Carolina Hispanic Association	<a href="mailto:josmell@email.unc.edu">josmell@email.unc.edu</a>
UNC Chapel Hill	Chapel Hill	Cecilia	Polanco	Carolina Hispanic Association	<a href="mailto:ceci@live.unc.edu">ceci@live.unc.edu</a>
UNC Chapel Hill	Chapel Hill			Latino Medical Student Association	<a href="mailto:unclmsa1@gmail.com">unclmsa1@gmail.com</a>
UNC Chapel Hill	Chapel Hill			Hispanic/Latino Law Students' Association	<a href="mailto:hllsa@listserv.unc.edu">hllsa@listserv.unc.edu</a>
UNC Chapel Hill	Chapel Hill	Andrea	Barnes	Carolina Latina/o Collaborative	<a href="mailto:andreajb@live.unc.edu">andreajb@live.unc.edu</a>
UNC Chapel Hill	Chapel Hill	Christin	Stewart	Carolina Latina/o Collaborative	<a href="mailto:chrisash@live.unc.edu">chrisash@live.unc.edu</a>
UNC Chapel Hill	Chapel Hill			Department of City and Regional Planning	<a href="mailto:dcrp@unc.edu">dcrp@unc.edu</a>
UNC Chapel Hill	Chapel Hill	Jack	Whaley	Env. Sci and Engin	<a href="mailto:jack_whaley@unc.edu">jack_whaley@unc.edu</a>
UNC Chapel Hill	Chapel Hill			Black Student Assoc (BGPSA)	<a href="mailto:uncch.bgpsa@gmail.com">uncch.bgpsa@gmail.com</a>
UNC Chapel Hill	Chapel Hill	Fadi	Hanna	Club Cross Country and Track	<a href="mailto:fhanna@email.unc.edu">fhanna@email.unc.edu</a>
UNC Chapel Hill	Chapel Hill			Union Activities Board	<a href="mailto:cuab@unc.edu">cuab@unc.edu</a>
UNC Chapel Hill	Chapel Hill			Newman Center	<a href="mailto:pstage@newman-chapelhill.org">pstage@newman-chapelhill.org</a>
Belmont Abbey College	Charlotte	Michael	Becker	-	
Central Piedmont Community College	Charlotte	Jean	Schoenheit	STARS in STEM	<a href="mailto:jean.schoenheit@cpcc.edu">jean.schoenheit@cpcc.edu</a>
Central Piedmont Community College	Charlotte	Danielle	Dosunmu	African Student Association	<a href="mailto:danielle.dosunmu@cpcc.edu">danielle.dosunmu@cpcc.edu</a>
Central Piedmont Community College	Charlotte	Adam	Hypes	International Student Association	<a href="mailto:adam.hypes@cpcc.edu">adam.hypes@cpcc.edu</a>
Central Piedmont Community College	Charlotte	Matt	Miller	Students for Sustainability	<a href="mailto:matt.miller@cpcc.edu">matt.miller@cpcc.edu</a>
Charlotte School of Law	Charlotte	Michael	Farley	Student Engagement	<a href="mailto:mfarley@charlottelaw.edu">mfarley@charlottelaw.edu</a>
Charlotte School of Law	Charlotte	Traci	Farley	Academic Services	<a href="mailto:tfleury@charlottelaw.edu">tfleury@charlottelaw.edu</a>
Johnson and Wales University	Charlotte	Lou	Izzi	Assistant Athletic Director	<a href="mailto:lizzi@jwu.edu">lizzi@jwu.edu</a>
Johnson C. Smith University	Charlotte			Athletic Department	<a href="mailto:athletics@jcsu.edu">athletics@jcsu.edu</a>
Johnson C. Smith University	Charlotte			University Communications	<a href="mailto:news@jcsu.edu">news@jcsu.edu</a>
North Carolina Central University	Charlotte	Marquita	Johnson	Student Union Director	<a href="mailto:mijohnson@nccu.edu">mijohnson@nccu.edu</a>
North Carolina Central University	Charlotte	Ingrid	Wicker	Director of Athletics	<a href="mailto:iwicker@nccu.edu">iwicker@nccu.edu</a>
North Carolina Central University	Charlotte	O'Mard	Alexander	Residential Community Director	<a href="mailto:oalexan1@nccu.edu">oalexan1@nccu.edu</a>
UNC Charlotte	Charlotte			Recreational Services	<a href="mailto:recservices@uncc.edu">recservices@uncc.edu</a>
UNC Charlotte	Charlotte			Campus Activities Board	<a href="mailto:cab@uncc.edu">cab@uncc.edu</a>
UNC Charlotte	Charlotte	Janos	Grthrly	American Society of Civil Engineers	<a href="mailto:jergely@uncc.edu">jergely@uncc.edu</a>
UNC Charlotte	Charlotte			Institute of Transportation Engineers	<a href="mailto:ite@uncc.edu">ite@uncc.edu</a>
UNC Charlotte	Charlotte	Yvette	Huet	Hispanic/Latino Faculty Caucus	<a href="mailto:ymhuet@uncc.edu">ymhuet@uncc.edu</a>
UNC Charlotte	Charlotte	Dan	Rabinovic	Hispanic/Latino Faculty Caucus	<a href="mailto:drabinov@uncc.edu">drabinov@uncc.edu</a>
UNC Charlotte	Charlotte	Galo	Lopez	Society of Hispanic Professional Enginners	<a href="mailto:gllopez3@uncc.edu">gllopez3@uncc.edu</a>
UNC Charlotte	Charlotte	Cathy	Blat	Society of Hispanic Professional Enginners	<a href="mailto:cmblat@uncc.edu">cmblat@uncc.edu</a>
Duke University	Durham	John	Albertson	Civil and Environmental	<a href="mailto:john.albertson@duke.edu">john.albertson@duke.edu</a>
Duke University	Durham		Fritz	Sports Clubs	<a href="mailto:jfritz@duaa.duke.edu">jfritz@duaa.duke.edu</a>
Duke University	Durham	Jonathan	Kersky	Running Club	<a href="mailto:jk266@duke.edu">jk266@duke.edu</a>
Duke University	Durham	Julian	Salazar	Basketball Club	<a href="mailto:julian.salazar@duke.edu">julian.salazar@duke.edu</a>
Duke University	Durham			American Society of Civil Engineers	<a href="mailto:james.flynn@duke.edu">james.flynn@duke.edu</a>
Duke University	Durham			National Society of Black Engineers	<a href="mailto:ykg6@duke.edu">ykg6@duke.edu</a>
Durham Technical Community College	Durham	Julie	Hoover	Environmental Science Club	<a href="mailto:hooverj@durhamtech.edu">hooverj@durhamtech.edu</a>
Durham Technical Community College	Durham	Karin	Abell	International Students Club	<a href="mailto:abellk@durhamtech.edu">abellk@durhamtech.edu</a>
Bennett College	Greensboro	Kimberly	Drye	Resident Director	<a href="mailto:kdrye@bennett.edu">kdrye@bennett.edu</a>
Bennett College	Greensboro	Brittany	Cotton	Student Activities	<a href="mailto:bcotton@bennett.edu">bcotton@bennett.edu</a>
Elon University	Greensboro	Brant	Touchette	Environmental Studies	<a href="mailto:btouchette@elon.edu">btouchette@elon.edu</a>
Elon University	Greensboro	Scott	Wolter	Engineering	<a href="mailto:swolter2@elon.edu">swolter2@elon.edu</a>
Elon University	Greensboro	Myles	Rivera	Elon Engineers	<a href="mailto:mrivera3@elon.edu">mrivera3@elon.edu</a>
Elon University	Greensboro	Shahad	Haswa	Elon International Society	<a href="mailto:shaswa@elon.edu">shaswa@elon.edu</a>
Greensboro College	Greensboro	Jena	Cabe	Athletics Coordinatory	<a href="mailto:jena.cabe@greensboro.edu">jena.cabe@greensboro.edu</a>
Guilford College	Greensboro		Dobson	Environmental Studies Faculty	<a href="mailto:ddobson@guilford.edu">ddobson@guilford.edu</a>
Guilford College	Greensboro	Brooks	Shoffner	Multicultural Education Staff	<a href="mailto:brooksshoffnerj1@guilford.edu">brooksshoffnerj1@guilford.edu</a>
North Carolina A&T	Greensboro	Sameer	Hamoush	Dep. Of Civil Engineering	<a href="mailto:sameer@ncat.edu">sameer@ncat.edu</a>
North Carolina A&T	Greensboro			Institute of Transportation Engineers	<a href="mailto:ehajiali@ncat.edu">ehajiali@ncat.edu</a>
North Carolina A&T	Greensboro	Taher	Abu-Lebdah	American Society of Civil Engineers	<a href="mailto:taher@ncat.edu">taher@ncat.edu</a>
North Carolina A&T	Greensboro	Edmundson	Effort	National Society of Black Engineers	<a href="mailto:edeffort@ncat.edu">edeffort@ncat.edu</a>
North Carolina A&T	Greensboro	Ciny	Waters	Society of Women Engineers	<a href="mailto:kwaters@ncat.edu">kwaters@ncat.edu</a>

North Carolina A&T	Greensboro	-	Powell	American Assoc of Blacks in Energy	<a href="mailto:rpowell@ncat.edu">rpowell@ncat.edu</a>
North Carolina A&T	Greensboro	Maria	Palmer	Society of Hispanic Professional Engineers	<a href="mailto:mtpalmer@ncat.edu">mtpalmer@ncat.edu</a>
UNC Greensboro	Greensboro	William	Markham	Environmental and Sustainability Studies	<a href="mailto:wtmarkha@uncg.edu">wtmarkha@uncg.edu</a>
UNC Greensboro	Greensboro		Meht	Sustainable Tourism and Hospitality	<a href="mailto:meht@uncg.edu">meht@uncg.edu</a>
UNC Greensboro	Greensboro			African Students Union	<a href="mailto:asuuncg@gmail.com">asuuncg@gmail.com</a>
UNC Greensboro	Greensboro			National Society of Collegiate Scholars	<a href="mailto:tlstroud@uncg.edu">tlstroud@uncg.edu</a>
Guilford Technical Community College	Highpoint	James	Roeder	Civil Engineering and Tech	<a href="mailto:jaroeder@gtcc.edu">jaroeder@gtcc.edu</a>
Guilford Technical Community College	Highpoint	Terence	Garraway	Civil Engineering Club	<a href="mailto:trgarraway@gtcc.edu">trgarraway@gtcc.edu</a>
Highpoint University	Highpoint			Recreational Services	<a href="mailto:rec@highpoint.edu">rec@highpoint.edu</a>
Highpoint University	Highpoint			International Club	<a href="mailto:mmurty@highpoint.edu">mmurty@highpoint.edu</a>
Highpoint University	Highpoint			Student Life	<a href="mailto:studentlife@highpoint.edu">studentlife@highpoint.edu</a>
Meredith College	Raleigh	Erin	Lindquist	Environmental Sustainability	<a href="mailto:erinlind@meredith.edu">erinlind@meredith.edu</a>
Meredith College	Raleigh	Ann	Brown	Campus Life	<a href="mailto:abrown@st-aug.edu">abrown@st-aug.edu</a>
North Carolina State University	Raleigh	John	Stone	Professor	<a href="mailto:stone@ncsu.edu">stone@ncsu.edu</a>
North Carolina State University	Raleigh	Billy	Williams	Professor	<a href="mailto:billy_williams@ncsu.edu">billy_williams@ncsu.edu</a>
North Carolina State University	Raleigh			Multicultural Student Affairs	<a href="mailto:multicultural@ncsu.edu">multicultural@ncsu.edu</a>
North Carolina State University	Raleigh	Nelson	Santiago	Multicultural Student Affairs	<a href="mailto:nsantia@ncsu.edu">nsantia@ncsu.edu</a>
North Carolina State University	Raleigh	Jussani	Brown	Multicultural Student Affairs	<a href="mailto:ijmckoy@ncsu.edu">ijmckoy@ncsu.edu</a>
North Carolina State University	Raleigh	Maria	Correa	Multicultural Faculty Group	<a href="mailto:maria_correa@ncsu.edu">maria_correa@ncsu.edu</a>
North Carolina State University	Raleigh	Marcia	Gumpertz	Multicultural Faculty Group	<a href="mailto:gumpertz@ncsu.edu">gumpertz@ncsu.edu</a>
North Carolina State University	Raleigh	Jillian	Haeseler	English as a Second Language	<a href="mailto:jshaesel@ncsu.edu">jshaesel@ncsu.edu</a>
North Carolina State University	Raleigh	Eduardo	Regalado	Society of Hispanic Professional Engineers	<a href="mailto:seregala@ncsu.edu">seregala@ncsu.edu</a>
North Carolina State University	Raleigh	Jeimmy	Ochoa	Society of Hispanic Professional Engineers	<a href="mailto:ijochoa@ncsu.edu">ijochoa@ncsu.edu</a>
North Carolina State University	Raleigh	Raphael	Chanis	Society of Hispanic Professional Engineers	<a href="mailto:rechanis@ncsu.edu">rechanis@ncsu.edu</a>
North Carolina State University	Raleigh	Hannah	Wetmore	Society of Hispanic Professional Engineers	<a href="mailto:hwetmor@ncsu.edu">hwetmor@ncsu.edu</a>
Saint Augustine University	Raleigh	Ann	Brown	Campus Life	<a href="mailto:abrown@st-aug.edu">abrown@st-aug.edu</a>
Saint Augustine University	Raleigh	Johnathan	Guerra	Resident Director	<a href="mailto:jcguerra@st-aug.edu">jcguerra@st-aug.edu</a>
Saint Augustine University	Raleigh	Kristene	Kelly	Associate Athletic Director	<a href="mailto:kmkelly@st-aug.edu">kmkelly@st-aug.edu</a>
Shaw University	Raleigh	Bader	Abid	Science & Math	<a href="mailto:babid@shawu.edu">babid@shawu.edu</a>
Shaw University	Raleigh	Bobby	Alston	Residence Life	<a href="mailto:balston@shawu.edu">balston@shawu.edu</a>
Shaw University	Raleigh	Melissa	Thomas	Student Affairs	<a href="mailto:melissa.thomas@shawu.edu">melissa.thomas@shawu.edu</a>
Shaw University	Raleigh	Lindsey	Bowens	Sport Information Director	<a href="mailto:lbowens@shawu.edu">lbowens@shawu.edu</a>
Wake Technical Community College	Raleigh	Byron	Latil	Civil Engineering Tech	<a href="mailto:bjlatil@waketech.edu">bjlatil@waketech.edu</a>
Wake Technical Community College	Raleigh			Engineering Club	<a href="mailto:dportiz@waketech.edu">dportiz@waketech.edu</a>
Wake Technical Community College	Raleigh			International Friends Club	<a href="mailto:mtjones@waketech.edu">mtjones@waketech.edu</a>
Wake Technical Community College	Raleigh	Beth	Ihnatolya	Civil Engineering Tech	<a href="mailto:cihnatolya@waketech.edu">cihnatolya@waketech.edu</a>
William Peace College	Raleigh	Sarah	Heenan	Student Services	<a href="mailto:sarah.heenan@peace.edu">sarah.heenan@peace.edu</a>
William Peace College	Raleigh	Lara	King	Director of Student Activities	<a href="mailto:lara.king@peace.edu">lara.king@peace.edu</a>
Edgecombe Community College	Rocky Mount	J. Lynn	Cale	Diversity and Global Connections	<a href="mailto:calel@edgecombe.edu">calel@edgecombe.edu</a>
North Carolina Wesleyan College	Rocky Mount	Erica	Kosal	Environmental Science	<a href="mailto:ekosal@ncwc.edu">ekosal@ncwc.edu</a>
North Carolina Wesleyan College	Rocky Mount	-	-	Black Student Assoc (BGPSA)	<a href="mailto:trobins@ncwc.edu">trobins@ncwc.edu</a>
North Carolina Wesleyan College	Rocky Mount	Erma	Hedgepeth	WesOne Society	<a href="mailto:ehedgepeth@ncwc.edu">ehedgepeth@ncwc.edu</a>
Catawba College	Salisbury	John	Wear	Environmental Professor	<a href="mailto:jwear@catawba.edu">jwear@catawba.edu</a>
Catawba College	Salisbury	Janice	Gilleen	Campus Activities	<a href="mailto:jgilleen@catawba.edu">jgilleen@catawba.edu</a>
Livingstone College	Salisbury	Rajeshwar	Sharma	Division of Business	<a href="mailto:rsharma@livingstone.edu">rsharma@livingstone.edu</a>
Livingstone College	Salisbury	Selma	Burrell	Dean of Math and Sciences	<a href="mailto:sburrell@livingstone.edu">sburrell@livingstone.edu</a>
Johnston Community College	Selma	Derrick	Arnold	Coord Of student Engagement and Athl	<a href="mailto:daarnold@johnstoncc.edu">daarnold@johnstoncc.edu</a>
Johnston Community College	Selma			Director of STEM	<a href="mailto:nwawadallah@johnstoncc.edu">nwawadallah@johnstoncc.edu</a>
Wilson Community College	Wilson	Sandra	Lackner	Student Activities	<a href="mailto:slackner@wilsoncc.edu">slackner@wilsoncc.edu</a>

Wilson Community College	Wilson	Deborah	Skinner	National Technical Honor Society	<a href="mailto:dskinner@wilsoncc.edu">dskinner@wilsoncc.edu</a>
Forsyth Technical Community College	Winston-Salem	Michael	Ayers		<a href="mailto:mayers@forsythtech.edu">mayers@forsythtech.edu</a>
Piedmont International University	Winston-Salem			Division of General Ed	<a href="mailto:harbour@piedmontu.edu">harbour@piedmontu.edu</a>
UNC School of the Arts	Winston-Salem			Transportation Office	<a href="mailto:transportation@uncsa.edu">transportation@uncsa.edu</a>
UNC School of the Arts	Winston-Salem	Lisa	Lambert	Transportation Coordinator	<a href="mailto:lambertl@uncsa.edu">lambertl@uncsa.edu</a>
UNC School of the Arts	Winston-Salem			Student Affairs	<a href="mailto:mecums@uncsa.edu">mecums@uncsa.edu</a>
UNC School of the Arts	Winston-Salem	Sherri	Campbell	Transportation Coordinator	<a href="mailto:campbells@uncsa.edu">campbells@uncsa.edu</a>
Wake Forest University	Winston-Salem	Abdou	Lachgar	Environmental Program	<a href="mailto:lachgar@wfu.edu">lachgar@wfu.edu</a>
Wake Forest University	Winston-Salem	Andrew	McDonald	Black Student Alliance	<a href="mailto:mcdoad11@wfu.edu">mcdoad11@wfu.edu</a>
Wake Forest University	Winston-Salem	Matthew	Avara	Club Ultimate Frisbee	<a href="mailto:avarmc13@wfu.edu">avarmc13@wfu.edu</a>
Wake Forest University	Winston-Salem	Jack	Sypek	Outdoor Pursuits Club	<a href="mailto:sypejp11@wfu.edu">sypejp11@wfu.edu</a>
Winston Salem State University	Winston-Salem			Student Affairs	<a href="mailto:studentaffairs@wssu.edu">studentaffairs@wssu.edu</a>
Winston Salem State University	Winston-Salem	Dr. Frank	Ingram	Chair of Mathematics	<a href="mailto:ingramfr@wssu.edu">ingramfr@wssu.edu</a>

Place of Worship Contacts					
Organization	Location	First Name	Last Name	Title	Email
Cary Church of God	Cary	Patrick	Jensen	Lead Pastor	919-467-0537
Cary Church of God	Cary	Gerry	Warren	Communications Director	919-467-0537
Cary Church of God	Cary	Joe	Christen	Director of Hospitality	919-467-0537
St. Michael's Roman Catholic Church	Cary	Mark	Westrick	Director of Pastoral Care and Social Ministry	<a href="mailto:mwestrick@stmccary.org">mwestrick@stmccary.org</a>
Hickory Grove Baptist	Charlotte	Luis	Tejera	Senior Pastor (Latin American Campus)	<a href="mailto:luistejera@hgbc.org">luistejera@hgbc.org</a>
Hickory Grove Baptist	Charlotte	Clint	Pressley		<a href="mailto:steveadams@hgbc.org">steveadams@hgbc.org</a>
Saint Matthews Catholic church	Charlotte	Antonette	usher	Facilities Director	<a href="mailto:office@stmatthewcatholic.org">office@stmatthewcatholic.org</a>
St. Peter Catholic Church	Charlotte	Joan	Guthrie	Communications Coordinator	<a href="mailto:communications@stpeterscatholic.org">communications@stpeterscatholic.org</a>
Concord First Assembly	Concord	Anna	Maldonado	Office Contact	<a href="mailto:info@cfachurch.com">info@cfachurch.com</a>
Daystar Church	Greensboro	Chelsea	Harvey	Communications Director	<a href="mailto:chelsea@daystargso.com">chelsea@daystargso.com</a>
Williams Memorial CME Church	High Point	Robert	Williams	Pastor	<a href="mailto:mem@northstate.net">mem@northstate.net</a>
Calvary Baptist Church	Raleigh	David	Frye	Senior Pastor	<a href="mailto:david@calvaryraleigh.com">david@calvaryraleigh.com</a>
Hope Community Church	Raleigh			Office Contact	<a href="mailto:info@gethope.net">info@gethope.net</a>
Mount Olivet Baptist Church	Raleigh	Sam	Gore	Pastor	919-787-1910
Cornerstone Community Church	Rocky Mount	Steve	Webb	Lead Pastor	<a href="mailto:c2churchrm@gmail.com">c2churchrm@gmail.com</a>
Life Church	Rocky Mount	Wayne	Stacey	Pastor	<a href="mailto:info@betterliferm.com">info@betterliferm.com</a>
Oak Level Baptist Church	Rocky Mount				252-434-2239
Parkwood Baptist Church	Rocky Mount	Jeannie	Layton	Office Manager	<a href="mailto:jeannie@parkwoodbaptistchurch.com">jeannie@parkwoodbaptistchurch.com</a>
Word Tabernacle Church	Rocky Mount	James	Galliard	Pastor	252-442-2925
Temple Baptist Church	Selma			Office Contact	919-965-6746
Summit Church	Triangle			Office Contact	919-383-7100
Cooperative Baptist Fellowship	Winston Salem	Sarah	Mitchell		<a href="mailto:communications@cbfnc.org">communications@cbfnc.org</a>
Salem Congregation	Winston Salem	Mark	Leinbach	Facility Manager	<a href="mailto:Mleinbach@mcsp.org">Mleinbach@mcsp.org</a>

Medical Center Contacts					
Hospital	Location	First Name	Last Name	Title	Email
Carolinas Medical Center	Charlotte	Amy	Amy Murphy	Newsroom Staff -social media contact	<a href="mailto:amy.l.murphy@carolinashealthcare.org">amy.l.murphy@carolinashealthcare.org</a>
Carolinas Medical Center	Charlotte	Kevin	Kevin McCarthy	Newsroom Staff -social media contact	<a href="mailto:Kevin.McCarthy@carolinashealthcare.org">Kevin.McCarthy@carolinashealthcare.org</a>
Carolinas Medical Center	Charlotte	Jason	Jason Schneider	Newsroom Staff -social media contact	<a href="mailto:Jason.Schneider@carolinashealthcare.org">Jason.Schneider@carolinashealthcare.org</a>
Carolinas Medical Center	Charlotte	Scott	Scott White	Newsroom Staff -social media contact	<a href="mailto:Scott.White@carolinashealthcare.org">Scott.White@carolinashealthcare.org</a>
WakeMed Hospital	Raleigh	Kate	Wilkes		<a href="mailto:KWILKES@wakemed.org">KWILKES@wakemed.org</a>
Duke Raleigh Hospital	Raleigh	Mandi	Miller	Public Relations Specialist	<a href="mailto:amanda.miller@duke.edu">amanda.miller@duke.edu</a>
UNC Hospital	Chapelhill			Patient Relations Specialist	<a href="mailto:patrel@unch.unc.edu">patrel@unch.unc.edu</a>
Rex	Raleigh				<a href="mailto:marketing@rexhealth.com">marketing@rexhealth.com</a>
Moses H Cone Memorial Hospital	Greensboro				<a href="mailto:myWakeHealth@wakehealth.edu">myWakeHealth@wakehealth.edu</a>
Nash General Hospital	Rocky Mount				<a href="mailto:pr@nhcs.org">pr@nhcs.org</a>
VA Hospital	Durham				919-824-3769
VA Hospital	Salisbury				704-638-9000
VA Hospital	Winston-Salem				336-768-3296
VA Hospital	Charlotte				704-597-3500
Johnston Memorial Hospital	Smithfield				<a href="mailto:CareLine@johnstonhealth.org">CareLine@johnstonhealth.org</a>

Local and Professional Group Contacts				
Group	First Name	Last Name	Email	
100 Black Men of Charlotte			<a href="mailto:info@100blackmenofcharlotte.org">info@100blackmenofcharlotte.org</a>	
Advanced Flow Engineering (AFE)			<a href="mailto:info@AFE.org">info@AFE.org</a>	
Advancing Human Health and Well Being (BMES)			<a href="mailto:elschilling@bmes.org">elschilling@bmes.org</a>	
American Council of Engineering Companies (ACEC)			<a href="mailto:education@acec.org">education@acec.org</a>	
American Council of Engineering Companies of NC			<a href="mailto:info@acecnc.org">info@acecnc.org</a>	
American Society for Engineering Education			<a href="mailto:marketing@asee.org">marketing@asee.org</a>	
American Society for Engineering Education (ASEE)			<a href="mailto:lmartiny@ncsu.edu">lmartiny@ncsu.edu</a>	
American Society for Healthcare Engineering (ASHE)			<a href="mailto:ashecps@gmail.com">ashecps@gmail.com</a>	
Association for Corporate Growth			<a href="mailto:DMichie@ACG.org">DMichie@ACG.org</a>	
Capital Area MPO (NC-CAMPO)	Shelby	Powell	<a href="mailto:shelby.powell@campo-nc.us">shelby.powell@campo-nc.us</a>	
Centro Latino of Caldwell County, Lenoir, nc 28645	Anna	Clement	<a href="mailto:centrolatinoanac@yahoo.com">centrolatinoanac@yahoo.com</a>	
Charlotte Center City Partners	Allison	Billings	<a href="mailto:abilings@charlottecentercity.org">abilings@charlottecentercity.org</a>	
Charlotte Junior Chamber	Brian	Zito	<a href="mailto:businessdevelopment@charlottejuniorchamber.com">businessdevelopment@charlottejuniorchamber.com</a>	
Citizen Advisory Councils (Raleigh)	Kim	Gazella	<a href="mailto:kgazella@gmail.com">kgazella@gmail.com</a>	
Department of City and Regional Planning at UNC			<a href="mailto:dcrp@unc.edu">dcrp@unc.edu</a>	
Duke Energy	Molly	Hedrick	<a href="mailto:Molly.Hedrick@duke-energy.com">Molly.Hedrick@duke-energy.com</a>	
Durham-Orange Friends of Transit	Bo	Glenn	<a href="mailto:dotransit@durhamorangefriendsoftransit.org">dotransit@durhamorangefriendsoftransit.org</a>	
East Carolina Engineers club - North Carolina Society of			<a href="mailto:ricky.stotesberry@embarq.com">ricky.stotesberry@embarq.com</a>	

El Centro Hispano (Durham)	Francisco	Duque	<a href="mailto:fduque@elcentronc.org">fduque@elcentronc.org</a>
El Centro Hispano (Durham)			<a href="mailto:info@elcentronc.org">info@elcentronc.org</a>
El Pueblo	Ruben		<a href="mailto:elpueblonc@aol.com">elpueblonc@aol.com</a>
Governor's office on Hispanic/Latino Affairs	H Axel	Lluch	<a href="mailto:Axel.Lluch@ncmail.net">Axel.Lluch@ncmail.net</a>
Greensboro engineers Club			<a href="http://www.gsoengrsclub.org">www.gsoengrsclub.org</a>
Hispanic League of the Piedmont-Triad	Jessica	Sedo	<a href="mailto:Jessica@hispanicleague.org">Jessica@hispanicleague.org</a>
Hispano Liaison	Rachel	Cone	<a href="mailto:rcone@evhnc.org">rcone@evhnc.org</a>
Institute for Mexicans Abroads (IME) NC & SC	Aida G.	Taylor	<a href="mailto:alopezj316@hotmail.com">alopezj316@hotmail.com</a>
International Society for Pharmaceutical Engineering			<a href="mailto:jaclegg@ncsu.edu">jaclegg@ncsu.edu</a>
Latin American Coalition	Ana	Suarez	<a href="mailto:asuarez@latinamericancoalition.org">asuarez@latinamericancoalition.org</a>
Latin American Resource Center	Aura	Mass	<a href="mailto:larc@worldnet.att.net">larc@worldnet.att.net</a>
Latin American Women's Association	Voileta	Moser	<a href="mailto:lawa@lawanc.org">lawa@lawanc.org</a>
Latino American Women's Club			<a href="mailto:nhernandez@mha-nc.org">nhernandez@mha-nc.org</a>
Latino Coalition of Randolph County			<a href="mailto:lccr@triad.twcbc.com">lccr@triad.twcbc.com</a>
Latino Community Coalition of Guilford County			<a href="mailto:LatinoCommunityCoalitiong@gmail.com">LatinoCommunityCoalitiong@gmail.com</a>
Latino Resource Guide, Wake County Government	Maria Ines	Robayo	<a href="mailto:Maria.robayo@wakegov.com">Maria.robayo@wakegov.com</a>
Mexican Consulate (Charlotte - same as Raleigh)			
Mexican Consulate (Raleigh)	Maria	Monsalvo Ortiz	<a href="mailto:mmonsalvo@sre.gob.mx">mmonsalvo@sre.gob.mx</a>
National Assessment of Educational Progress (NAEP)			<a href="mailto:naep@naep.org">naep@naep.org</a>
National Association of Negro Business and Professional	Frances	Hamlin	<a href="mailto:hamlfp@co.mecklenburg.nc.us">hamlfp@co.mecklenburg.nc.us</a>
National Association For The Advancement Of Colored	Corine	Mack	<a href="mailto:naacp@charlottenaacp.com">naacp@charlottenaacp.com</a>
National Council of Asian Pacific Americans (NCAPA) -			<a href="mailto:mini@ncapaonline.org">mini@ncapaonline.org</a>
National Council of Negro Women Charlotte Section	Greta	Adams	<a href="mailto:Charlotte_NCNW@earthlink.net">Charlotte_NCNW@earthlink.net</a>
National Council of Negro Women Durham Section	Rosetta	Clark	<a href="mailto:DurhamNCNW@yahoo.com">DurhamNCNW@yahoo.com</a>
National Society of Black Engineers			<a href="mailto:info@nsbe.org">info@nsbe.org</a>
National Society of Professional Engineers (NSPE)			<a href="mailto:sales@ncengineer.com">sales@ncengineer.com</a>
NC Clean Energy Business Alliance (NCCEBA)			<a href="mailto:info@ncceba.org">info@ncceba.org</a>
NC Healthcare Engineers Association (NCHCA)			<a href="mailto:info@nchea.com">info@nchea.com</a>
NC Sustainable Energy Association			<a href="mailto:info@energync.org">info@energync.org</a>
NCAMPO - NC association of MPOs	Paul		<a href="mailto:paul@landofsky.org">paul@landofsky.org</a>
North Carolina Healthcare Engineers Association (NCHCA)			<a href="mailto:nchea.secretary@gmail.com">nchea.secretary@gmail.com</a>
NC Association of Environmental Professionals	(NCAEP)	Weidner	<a href="mailto:kristin.weidner@stantec.com">kristin.weidner@stantec.com</a>
NC Association of Environmental Professionals		Travis	<a href="http://travis@remediationworkshop.com">travis@remediationworkshop.com</a>
NC Chapt. American Planning Association (NC-APA)			<a href="mailto:info@nc-apa.org">info@nc-apa.org</a>
NC Chapt. American Planning Association (NC-APA)		Smith	<a href="mailto:ksmith@ncommerce.com">ksmith@ncommerce.com</a>
North Carolina Defense Business Association (NCDDBA)			<a href="mailto:jthrash@ncdba.com">jthrash@ncdba.com</a>
NC Section, Institute of Transportation Engineers (NC-			<a href="mailto:info@ncsite.org">info@ncsite.org</a>
North Carolina Society of Hispanic Professionals			<a href="mailto:mailbox@TheNCSHP.org">mailbox@TheNCSHP.org</a>
Orance County Task Force			<a href="mailto:ifc@netpath.net">ifc@netpath.net</a>
Our Lady of the Rosary Parish	Albert J.	Gondek	<a href="mailto:fral@triad.twcbc.com">fral@triad.twcbc.com</a>
Professional Educators of North Carolina (PENC)		Bailey	<a href="mailto:Bbailey@penc.org">Bbailey@penc.org</a>
Professional Educators of North Carolina (PENC)		Jones	<a href="mailto:jones@penc.org">jones@penc.org</a>
Raleigh Engineers Club			<a href="mailto:secretary@raleighengineersclub.org">secretary@raleighengineersclub.org</a>
Rotary Club of Charlotte	Sandy	Osborne	<a href="mailto:sandy@charlotterotary.org">sandy@charlotterotary.org</a>
Sustain Charlotte	Shannon	Binns	<a href="mailto:Shannon.Binns@sustaincharlotte.org">Shannon.Binns@sustaincharlotte.org</a>
the Carolina Association for Passenger Trains (CAPT)	Martin	Wheeler	<a href="mailto:mwheeler@att.net">mwheeler@att.net</a>
Charlotte Regional Transportation Planning	Robert	Cook	<a href="mailto:rwcook@ci.charlotte.nc.us">rwcook@ci.charlotte.nc.us</a>
The International Society of Automation (ISA)			<a href="mailto:info@isa.org">info@isa.org</a>
The Junior League of Charlotte, INC.	Woozie	Dell	<a href="mailto:woozie.dell@ilcharlotte.org">woozie.dell@ilcharlotte.org</a>
the NC State Fair Division	Sarah	Ray	<a href="mailto:sarah.ray@ncagr.gov">sarah.ray@ncagr.gov</a>
the Piedmont Regional Transit	Brooke	Kochanski	<a href="mailto:brookek@partnc.org">brookek@partnc.org</a>
the Raleigh Transit Authority	David	Eatman	<a href="mailto:david.eatman@raleighnc.gov">david.eatman@raleighnc.gov</a>
the Regional Transit Alliance	Natalie	Griffith	<a href="mailto:natalie@letsgetmoving.org">natalie@letsgetmoving.org</a>
the Sierra Club	Dustin	Chicurel-Bayard	<a href="mailto:dustin.chicurel-bayard@sierraclub.org">dustin.chicurel-bayard@sierraclub.org</a>
The Society of Women Engineers (SWE)			<a href="mailto:easternncswe@gmail.com">easternncswe@gmail.com</a>
the Triangle Transit Authority	Damien	Graham	<a href="mailto:dgraham@triangletransit.org">dgraham@triangletransit.org</a>
U.S. Geological Survey (USGS)			<a href="mailto:dc_nc@usgs.gov">dc_nc@usgs.gov</a>
UNCG - Center for New North Carolinians	Kathy	Hinshaw	<a href="mailto:kathy.hinshaw@gmail.com">kathy.hinshaw@gmail.com</a>
United States Environmental Protection Agency (EPA)			<a href="mailto:ow-docket@epa.gov">ow-docket@epa.gov</a>
US Green Building Council North Carolina (USGBCNC)			<a href="mailto:ContactUs@usgbcnc.org">ContactUs@usgbcnc.org</a>
Used to work for UNC Partners	Mary	Hopper	<a href="mailto:mchphd@gmail.com">mchphd@gmail.com</a>
WakeUP Wake County			<a href="mailto:samantha@wakeupwakecounty.org">samantha@wakeupwakecounty.org</a>
WakeUp Wake County / Capital Area Friends of Transit	Karen	Rindge	<a href="mailto:karen@wakeupwakecounty.org">karen@wakeupwakecounty.org</a>
WakeUp Wake County / Capital Area Friends of Transit	Patty	Williams	<a href="mailto:patty@wakeupwakecounty.org">patty@wakeupwakecounty.org</a>
Wilmington Engineers Club			<a href="mailto:raepcsl@bellsouth.net">raepcsl@bellsouth.net</a>
Winston-Salem Engineers Club	Steve	Lindsey	<a href="mailto:steve@lindseyarch.com">steve@lindseyarch.com</a>
World Affairs Council of Charlotte	Danielle	Cobos	<a href="mailto:dcobos@worldaffairscharlotte.org">dcobos@worldaffairscharlotte.org</a>

**CAPT Mailing List-NC Contacts**

Organization	First Name	Last Name	Email
CAPT Mailing List	Robert	Kirkland, Jr.	<a href="mailto:rekirkla@nortel.com">rekirkla@nortel.com</a>
CAPT Mailing List	Robert	Bischoff	<a href="mailto:centi00@yahoo.com">centi00@yahoo.com</a>
CAPT Mailing List	John	Bobinyec	<a href="mailto:jgb@dbd01.com">jgb@dbd01.com</a>
CAPT Mailing List	James	Carnahan	<a href="mailto:jcarnahan@mindspring.com">jcarnahan@mindspring.com</a>
CAPT Mailing List	Stephen and Dorothy	Carscadden	<a href="mailto:SDCARS@PERSON.NET">SDCARS@PERSON.NET</a>
CAPT Mailing List	Councilman Howard	Clement, III	<a href="mailto:howardclement@durham.nc.gov">howardclement@durham.nc.gov</a>
CAPT Mailing List	Ken	Davis	<a href="mailto:kclavdavis@carolina.rr.com">kclavdavis@carolina.rr.com</a>
CAPT Mailing List	George	Dolan	<a href="mailto:gmdolan@bellsouth.net">gmdolan@bellsouth.net</a>
CAPT Mailing List	Jim	Fetchero	<a href="mailto:jfetch@aol.com">jfetch@aol.com</a>
CAPT Mailing List	John	Hall	<a href="mailto:jah857@yahoo.com">jah857@yahoo.com</a>
CAPT Mailing List	Charles	Harper	<a href="mailto:railman97@netzero.net">railman97@netzero.net</a>
CAPT Mailing List	Nancy	Harrington, Transit Manager	<a href="mailto:nharrington@greenvillenc.gov">nharrington@greenvillenc.gov</a>
CAPT Mailing List	Robert	Johnson	<a href="mailto:rcjohnson@nc.rr.com">rcjohnson@nc.rr.com</a>
CAPT Mailing List	Kenneth	Kerr	<a href="mailto:KennethKerr@bellsouth.net">KennethKerr@bellsouth.net</a>
CAPT Mailing List	Mildred and Ronald	Kilburn	<a href="mailto:mKilburn27@earthlink.net">mKilburn27@earthlink.net</a>
CAPT Mailing List	Paul	Killough and Lynn Wilson	<a href="mailto:killoug@bellsouth.net">killoug@bellsouth.net</a>
CAPT Mailing List	Mark and Vicki	LaBrecque	<a href="mailto:LaBrecMark@AOL.com">LaBrecMark@AOL.com</a>
CAPT Mailing List	Jay	Lathrop	<a href="mailto:jlathrop@alum.mit.edu">jlathrop@alum.mit.edu</a>
CAPT Mailing List	Edwin	Locklin	<a href="mailto:elocklin@carolina.rr.com">elocklin@carolina.rr.com</a>
CAPT Mailing List	Meg	Miles	<a href="mailto:meg270@charter.Net">meg270@charter.Net</a>
CAPT Mailing List	Robert	Moench	<a href="mailto:rwmoench@cs.com">rwmoench@cs.com</a>
CAPT Mailing List	James	Patton, Jr.	<a href="mailto:jpatton@triad.rr.com">jpatton@triad.rr.com</a>
CAPT Mailing List	Tony	Reevy	<a href="mailto:tony_reevy@unc.edu">tony_reevy@unc.edu</a>
CAPT Mailing List	James	Stevenson	<a href="mailto:jhstyevenson8445@gmail.com">jhstyevenson8445@gmail.com</a>
CAPT Mailing List	Mark	Thomas	<a href="mailto:markt@duke.edu">markt@duke.edu</a>
CAPT Mailing List	Edwin	Troutman	<a href="mailto:troutmane@bellsouth.net">troutmane@bellsouth.net</a>
CAPT Mailing List	Raymond	Ward	<a href="mailto:raymondward@earthlink.net">raymondward@earthlink.net</a>
CAPT Mailing List	Barkley	Hendrix, Jr.	<a href="mailto:barkley_hendrix@aol.com">barkley_hendrix@aol.com</a>
CAPT Mailing List	John and Catherine	Bishir	<a href="mailto:bishir@ncsu.edu">bishir@ncsu.edu</a>
CAPT Mailing List	Bill	Graves	<a href="mailto:www@unc.edu">www@unc.edu</a>
CAPT Mailing List	Dan	Smith	<a href="mailto:dsmith9@verizon.net">dsmith9@verizon.net</a>
CAPT Mailing List	Robert	Winkler	<a href="mailto:robertewinkler@bellsouth.net">robertewinkler@bellsouth.net</a>
CAPT Mailing List	Thomas	Foley, Jr.	<a href="mailto:tomfoley2003@yahoo.com">tomfoley2003@yahoo.com</a>
CAPT Mailing List	Charles and Virginia	Fishburne	<a href="mailto:charlesfishburne@att.com">charlesfishburne@att.com</a>
CAPT Mailing List	James	Moffitt	<a href="mailto:MOFIT26@triad.rr.com">MOFIT26@triad.rr.com</a>
CAPT Mailing List	Art	Peterson	<a href="mailto:stationarchives@msn.com">stationarchives@msn.com</a>
CAPT Mailing List	Ralph	Forbes	<a href="mailto:RDFORBES@suddenlint.net">RDFORBES@suddenlint.net</a>
CAPT Mailing List	William	Cole	<a href="mailto:wcole@carolina.rr.com">wcole@carolina.rr.com</a>
CAPT Mailing List	John	Grabarek	<a href="mailto:grabiron@webtv.net">grabiron@webtv.net</a>
CAPT Mailing List	Virgil	Hurley	<a href="mailto:hurley_v@bellsouth.net">hurley_v@bellsouth.net</a>
CAPT Mailing List	Daniel	Scallen	<a href="mailto:djscallen@citycom.net">djscallen@citycom.net</a>
CAPT Mailing List	David and Melissa	Rhyne	<a href="mailto:david.c.rhyne@jci.com">david.c.rhyne@jci.com</a>
CAPT Mailing List	Wingate	Lassiter	<a href="mailto:Wingate@hometownheritage.com">Wingate@hometownheritage.com</a>
CAPT Mailing List	Jerome	Bolick	<a href="mailto:jwbolick@charter.net">jwbolick@charter.net</a>
CAPT Mailing List	Richard	Mellor	<a href="mailto:rbmell@ec.rr.com">rbmell@ec.rr.com</a>
CAPT Mailing List	Mike	Noonkester	<a href="mailto:mcydlemike@embargmail.com">mcydlemike@embargmail.com</a>
CAPT Mailing List	Lloyd	Bragoz	<a href="mailto:dreamrails@hotmail.com">dreamrails@hotmail.com</a>
CAPT Mailing List	Donald	Bell	<a href="mailto:drbell3@netpath.net">drbell3@netpath.net</a>
CAPT Mailing List	Thomas	Hefner	<a href="mailto:hefnertw@bellsouth.net">hefnertw@bellsouth.net</a>
CAPT Mailing List	Kevin	McKinney	<a href="mailto:kevin@krm1.net">kevin@krm1.net</a>
CAPT Mailing List	Guy	Kirk	<a href="mailto:ggasketballv67@aol.com">ggasketballv67@aol.com</a>
CAPT Mailing List	Jack	Fetner	<a href="mailto:JJackFetner@aol.com">JJackFetner@aol.com</a>
CAPT Mailing List	Paul	Keely and Family	<a href="mailto:omega@dnet.net">omega@dnet.net</a>
CAPT Mailing List	Barry & Kathy	Whitlow	<a href="mailto:bwhitlow@carolina.rr.com">bwhitlow@carolina.rr.com</a>
CAPT Mailing List	Bill	Williams, Ph. D.	<a href="mailto:wwilliams11@earthlink.rr.com">wwilliams11@earthlink.rr.com</a>
CAPT Mailing List	John	Stein	<a href="mailto:jws1203@ncrr.com">jws1203@ncrr.com</a>
CAPT Mailing List	Catherine	Campbell	<a href="mailto:katchristian@ncrr.com">katchristian@ncrr.com</a>
CAPT Mailing List	Harry	Luther	<a href="mailto:hrluther@earthlink.net">hrluther@earthlink.net</a>
CAPT Mailing List	W.	Carter	<a href="mailto:wicarterjr@ec.rr.com">wicarterjr@ec.rr.com</a>
CAPT Mailing List	Alvin	Schultz	<a href="mailto:alsnorm@embarkmail.com">alsnorm@embarkmail.com</a>
CAPT Mailing List	David	Pressley	<a href="mailto:notelvis@charter.net">notelvis@charter.net</a>
CAPT Mailing List	John	Robbins	<a href="mailto:jwrobbins1@suddenlink.net">jwrobbins1@suddenlink.net</a>
CAPT Mailing List	Donald	Donadio	<a href="mailto:k4tkv@triad.rr.com">k4tkv@triad.rr.com</a>
CAPT Mailing List	Joe	Johnston	<a href="mailto:joej@pobox.com">joej@pobox.com</a>

CAPT Mailing List	Diana and Bob	Lafferty	<a href="mailto:blafferty1@nc.rr.com">blafferty1@nc.rr.com</a>
CAPT Mailing List	Gerald	Croll	<a href="mailto:geraldcroll@msn.com">geraldcroll@msn.com</a>
CAPT Mailing List	Norm	Steinman	<a href="mailto:nstein9449@aol">nstein9449@aol</a>
CAPT Mailing List	Bianca	Howard	<a href="mailto:binkyb@nc.rr.com">binkyb@nc.rr.com</a>
CAPT Mailing List	Leon	DeBaer	<a href="mailto:ldebaer@nc.rr.com">ldebaer@nc.rr.com</a>
CAPT Mailing List	Patrick	McDonough	<a href="mailto:patrick1@unc.edu">patrick1@unc.edu</a>
CAPT Mailing List	William	Muller, III	<a href="mailto:unclebillm@yahoo.com">unclebillm@yahoo.com</a>
CAPT Mailing List	Helen	Morrison	<a href="mailto:geegeenc@aol.com">geegeenc@aol.com</a>
CAPT Mailing List	Arthur	Raynolds	<a href="mailto:ARdiver@citcom.net">ARdiver@citcom.net</a>
CAPT Mailing List	Jim	Gregory	<a href="mailto:twc7045236177@earthlink.net">twc7045236177@earthlink.net</a>
CAPT Mailing List	Mr. and Mrs. E.	Huska	<a href="mailto:eahuska@charter.net">eahuska@charter.net</a>
CAPT Mailing List	James	Shoemaker	<a href="mailto:jimshoe77@hotmail.com">jimshoe77@hotmail.com</a>
CAPT Mailing List	Charles	Tunstall	<a href="mailto:catunstall@nc.rr.com">catunstall@nc.rr.com</a>
CAPT Mailing List	William	Brooks	<a href="mailto:grafx1@mindspring.com">grafx1@mindspring.com</a>
CAPT Mailing List	Michael	Phillips	<a href="mailto:baseballjersey@yahoo.com">baseballjersey@yahoo.com</a>
CAPT Mailing List	Charles	Sheaman	<a href="mailto:csheaman@triad.rr.com">csheaman@triad.rr.com</a>
CAPT Mailing List	Harvey	Krieder	<a href="mailto:Harveywk@bellsouth.net">Harveywk@bellsouth.net</a>
CAPT Mailing List	Roy	Bower	<a href="mailto:RoyPBower@juno.com">RoyPBower@juno.com</a>
CAPT Mailing List	George	Weber	<a href="mailto:gweber@Lexington.com">gweber@Lexington.com</a>
CAPT Mailing List	Manisha	Kapil	<a href="mailto:manisha.kapil@yahoo.com">manisha.kapil@yahoo.com</a>
CAPT Mailing List	Ralph	Messera	<a href="mailto:rmessera@alltel.net">rmessera@alltel.net</a>
CAPT Mailing List	James	McManus	<a href="mailto:jmpmcmamus@yahoo.com">jmpmcmamus@yahoo.com</a>
CAPT Mailing List	Mark	Kratt	<a href="mailto:fresholink@gmail.com">fresholink@gmail.com</a>
CAPT Mailing List	Priscilla	Parks	<a href="mailto:pparks4800@aol.com">pparks4800@aol.com</a>
CAPT Mailing List	Chuck	Till	<a href="mailto:ctill@nc.rr.com">ctill@nc.rr.com</a>
CAPT Mailing List	Ramesh	Fofaria	<a href="mailto:rameshfofaria@hotmail.com">rameshfofaria@hotmail.com</a>
CAPT Mailing List	Tony	Long	<a href="mailto:tlong@desus.biz">tlong@desus.biz</a>
CAPT Mailing List	Emy	Louie	<a href="mailto:emylouie@hotmail.com">emylouie@hotmail.com</a>
CAPT Mailing List	F.	Turnage, Jr.	<a href="mailto:fturnage@triad.rr.com">fturnage@triad.rr.com</a>
CAPT Mailing List	Murrell	Johnson	<a href="mailto:mjohnson2@triad.com">mjohnson2@triad.com</a>
CAPT Mailing List	Tom	Barcellona	<a href="mailto:tbarcellona@carolina.rr.com">tbarcellona@carolina.rr.com</a>
CAPT Mailing List	Rafe	Royle	<a href="mailto:fernhillfarm@northstate.net">fernhillfarm@northstate.net</a>
CAPT Mailing List	Joseph	Bundy, Jr.	<a href="mailto:jcbundy@uncg.edu">jcbundy@uncg.edu</a>
CAPT Mailing List	Linda	Yutzy	<a href="mailto:kubdayutzy@hotmail.com">kubdayutzy@hotmail.com</a>
CAPT Mailing List	Tom	White	<a href="mailto:wtomed@gmail.com">wtomed@gmail.com</a>
CAPT Mailing List	Harry	Clapp	<a href="mailto:hclapp8345@aol.com">hclapp8345@aol.com</a>
CAPT Mailing List	Steve	Zorn	<a href="mailto:srzorn@hotmail.com">srzorn@hotmail.com</a>
CAPT Mailing List	Ralph	Bohn	<a href="mailto:Gralphbohn@aol.com">Gralphbohn@aol.com</a>
CAPT Mailing List	Keith	Caughran	<a href="mailto:kcaughran@nc.rr.com">kcaughran@nc.rr.com</a>
CAPT Mailing List	Monty	Brown	<a href="mailto:monty.brown@doc.nc.gov">monty.brown@doc.nc.gov</a>
CAPT Mailing List	Ken	Hall	<a href="mailto:kenhall@triad.rr.com">kenhall@triad.rr.com</a>
CAPT Mailing List	James	McBryde	<a href="mailto:jmcbryde@bellsouth.net">jmcbryde@bellsouth.net</a>
CAPT Mailing List	Donald	Welch	<a href="mailto:dwelch45@att.net">dwelch45@att.net</a>
CAPT Mailing List	Donald	Madison	<a href="mailto:donmad@nc.rr.com">donmad@nc.rr.com</a>
CAPT Mailing List	Jenny	Raabe	<a href="mailto:jrraabe@gmail.com">jrraabe@gmail.com</a>
CAPT Mailing List	Montgomery	Holden, Sr.	<a href="mailto:MHoldenSr@intrstar.net">MHoldenSr@intrstar.net</a>
CAPT Mailing List	Larry	Skladanowski	<a href="mailto:lsklad@yahoo.com">lsklad@yahoo.com</a>
CAPT Mailing List	Dr. William	Proffitt	<a href="mailto:olproff@earthlink.net">olproff@earthlink.net</a>
CAPT Mailing List	Stephen	Weissman	<a href="mailto:sweissman4@gmail.com">sweissman4@gmail.com</a>
CAPT Mailing List	David	Robinson	<a href="mailto:dr.david.robinson">dr.david.robinson</a>
CAPT Mailing List	Jim	Reichard	<a href="mailto:jnreichard@gmail.com">jnreichard@gmail.com</a>
CAPT Mailing List	Henry	Bruce	<a href="mailto:henrybru@yadtel.net">henrybru@yadtel.net</a>
CAPT Mailing List	Edward	Johnson	<a href="mailto:ejohnson1869@mtnarea.net">ejohnson1869@mtnarea.net</a>

Forums Investigated/Posted on	
Forum	Website
Raleigh City-Data	<a href="http://www.city-data.com/forum/raleigh-durham-chapel-hill-cary/">http://www.city-data.com/forum/raleigh-durham-chapel-hill-cary/</a>
Charlotte City-Data	<a href="http://www.city-data.com/forum/charlotte/">http://www.city-data.com/forum/charlotte/</a>
Greensboro City-Data	<a href="http://www.city-data.com/forum/greensboro-winston-salem-high-point/">http://www.city-data.com/forum/greensboro-winston-salem-high-point/</a>
NC City-Data	<a href="http://www.city-data.com/forum/north-carolina/">http://www.city-data.com/forum/north-carolina/</a>
Amtrak	<a href="http://discuss.amtraktrains.com/">http://discuss.amtraktrains.com/</a>
Rail Forum	<a href="http://www.railforum.com/cgi-bin/ultimatebb.cgi/forum/11.html">http://www.railforum.com/cgi-bin/ultimatebb.cgi/forum/11.html</a>
NC Free Forum	<a href="http://ncfreeforum.com/viewforum.php?f=33&amp;sid=e2bb167d3137aac84b3235ee9e949ca7">http://ncfreeforum.com/viewforum.php?f=33&amp;sid=e2bb167d3137aac84b3235ee9e949ca7</a>
Trip Advisor NC	<a href="http://www.tripadvisor.com/ShowForum-g28954-i250-o18240-North_Carolina.html">http://www.tripadvisor.com/ShowForum-g28954-i250-o18240-North_Carolina.html</a>
Yelp Amtrak	<a href="http://www.yelp.com/search?find_desc=amtrak&amp;find_loc=raleigh&amp;ns=1&amp;ls=686a854a21f10e4b">http://www.yelp.com/search?find_desc=amtrak&amp;find_loc=raleigh&amp;ns=1&amp;ls=686a854a21f10e4b</a>
Charlotte Topix	<a href="http://www.topix.com/forum/charlotte">http://www.topix.com/forum/charlotte</a>
Raleigh Topix	<a href="http://www.topix.com/forum/city/raleigh-nc/p44">http://www.topix.com/forum/city/raleigh-nc/p44</a>
NC Topix	<a href="http://www.topix.com/forum/state/nc">http://www.topix.com/forum/state/nc</a>
Carolina Riders	<a href="http://www.carolinariders.com/forums/index.php">http://www.carolinariders.com/forums/index.php</a>
Triangle Outdoors	<a href="http://www.meetup.com/Adventures/messages/boards/">http://www.meetup.com/Adventures/messages/boards/</a>
Charlotte Hiking	<a href="http://www.meetup.com/Hiking-Charlotte/messages/boards/">http://www.meetup.com/Hiking-Charlotte/messages/boards/</a>
Triangle Cycling	<a href="http://trianglecycling.com/">http://trianglecycling.com/</a>
Charlotte Area Cycling	<a href="http://www.meetup.com/Charlotte-Area-Cycling/messages/boards/forum/5036382">http://www.meetup.com/Charlotte-Area-Cycling/messages/boards/forum/5036382</a>

Libraries Contacted		
Organization	Location	Method of Contact
Eva Perry Regional Library	Apex	Supplies/Surveys Delivered in Person
Beatties Ford Road Regional	Charlotte	Email Through the Library Website
Hickory Grove	Charlotte	Email Through the Library Website
ImaginOn: The Joe & Joan Martin Center	Charlotte	Email Through the Library Website
Independence Regional	Charlotte	Email Through the Library Website
Main	Charlotte	Email Through the Library Website
Mint Hill	Charlotte	Email Through the Library Website
Morrison Regional	Charlotte	Email Through the Library Website
Mountain Island	Charlotte	Email Through the Library Website
Myers Park	Charlotte	Email Through the Library Website
North County Regional	Charlotte	Email Through the Library Website
Plaza Midwood	Charlotte	Email Through the Library Website
Scaleybark	Charlotte	Email Through the Library Website
South County Regional	Charlotte	Email Through the Library Website
Steele Creek	Charlotte	Email Through the Library Website
Sugar Creek	Charlotte	Email Through the Library Website
University City Regional	Charlotte	Email Through the Library Website
West Boulevard	Charlotte	Email Through the Library Website
Cary Community Library	Cary	Supplies/Surveys Delivered in Person
West Regional Library	Cary	Supplies/Surveys Delivered in Person
Cameron village Regional Library	Raleigh	Supplies/Surveys Delivered in Person
Athens Drive High School Library	Raleigh	Supplies/Surveys Delivered in Person
Duraleigh Road Community Library	Raleigh	Supplies/Surveys Delivered in Person



## C.2 Intercept Survey Locations & Dates

Intercept Survey Locations:		
Malls	Region	Date
Concord Mills Mall	Charlotte Metropolitan Region	February 15, 2015
SouthPark Mall	Charlotte Metropolitan Region	February 14, 2015
Hanes Mall	Triad Region	March 8, 2015
Friendly Shopping Center	Triad Region	March 7, 2015
Cary Town Center Mall	Triangle Region	February 15, 2015
Triangle Town Center Mall	Triangle Region	February 14, 2015
Golden East Crossing Mall	Rocky Mount Region	February 22, 2015
Venue/Event	Region	Date
St. Patty's Day Festival and Parade	Charlotte Metropolitan Region	March 14, 2015
Charlotte Chamber of Commerce Business Showcase	Charlotte Metropolitan Region	March 26, 2015
Uptown Charlotte	Charlotte Metropolitan Region	Between March 16 - 27, 2015
NCAA Tournament	Charlotte Metropolitan Region	March 20, 2015
Charlotte Regional Farmer's Market	Charlotte Metropolitan Region	March 28, 2015
Robert G. Shaw Piedmont Triad Farmer's Market	Triad Region	March 22, 2015
St. Patty's Day Festival and Parade	Triangle Region	March 14, 2015
Downtown Raleigh	Triangle Region	Between March 9 - 20, 2015
International Foods	Triangle Region	March 14, 21, and 28, 2015
BrickUniverse Lego Convention	Triangle Region	March 28 - 29 2015
State Farmers Market	Triangle Region	March 21 2015
Raleigh Comic-con	Triangle Region	March 14, 2015

# APPENDIX D – RAW DATA

# D.1 Survey Response Data Summary

2. Do you know there is daily train service between Charlotte, Raleigh, Rocky Mount, and New York City?	Online English	Paper English	Online Spanish	Paper Spanish	All
Yes	2,669	671	15	9	3,364
No	1,052	360	11	12	1,435
(blank)		5		1	6
Total	3,721	1,036	26	22	4,805

3. If yes, have you ridden the train?	Online English	Paper English	Online Spanish	Paper Spanish	All
Yes, I ride the train regularly	173	60			233
Yes, I just experienced my first trip and plan to continue riding	76	54	1		131
Yes, I have ridden the train but not regularly	1,376	284	8	1	1,669
No	1,043	265	6	7	1,321
(blank)	1,053	373	11	14	1,451
Total	3,721	1,036	26	22	4,805

4. If you do not ride the train regularly, why not?	Online English	Paper English	Online Spanish	Paper Spanish	All
Cost	438	95	2	1	536
Connectivity	579	49	4	1	633
Schedule and/or frequency	752	89	4	2	847
Previous experience	50	3		2	55
Safety concerns	54	16		2	72
Travel time too long	496	52	2		550
Train amenities	81	8		1	90
Gas prices	39	10		1	50
Do not like the way the train looks	23	3			26
Do not feel the service is reliable	98	10	1	1	110
Would rather drive	219	103	2	3	327
Need a car at my destination	692	120	6	1	819
Did not know about it	52	26		5	83
Have not had a need to take it	973	147	5	4	1,129
Other	431	59	2	1	493

*Multiple Selection Population Sample*

5. Do you know that these routes are named the Piedmont (Charlotte to Raleigh) and Carolinian (Charlotte to New York City)?	Online English	Paper English	Online Spanish	Paper Spanish	All
Yes	819	241	6	8	1,074
No	1,583	304	8	2	1,897
(blank)	1,319	491	12	12	1,834
Total	3,721	1,036	26	22	4,805

6. How often do you travel to areas between Charlotte and Raleigh?	Online English	Paper English	Online Spanish	Paper Spanish	All
Daily	59	18	1	1	79
Weekly	109	20			129
Monthly	350	58	7	1	416
5 - 10 times a year	609	89	1	2	701
3 - 4 times a year	717	190	3	3	913
Less than 2 times a year	1,075	319	6	3	1,403
Never	443	211	4	12	670
(blank)	359	131	4		494
Total	3,721	1,036	26	22	4,805

7. How often do you travel to areas between North Carolina, Virginia, Washington D.C., New Jersey and New York?	Online English	Paper English	Online Spanish	Paper Spanish	All
Daily	10	7			17
Weekly	38	7			45
Monthly	154	47			201
5 - 10 times a year	381	83	3	2	469
3 - 4 times a year	788	208	5	2	1,003
Less than 2 times a year	1,544	349	6	3	1,902
Never	447	206	8	14	675
(blank)	359	129	4	1	493
Total	3,721	1,036	26	22	4,805

8. If you were to ride our train to your destination, please rate the importance of the following factors.	Online English	Paper English	Online Spanish	Paper Spanish	All
--	----------------	---------------	----------------	---------------	-----

<b>Access to WIFI</b>	3.83	4.26	3.79	4.33	3.92
1	282	40	2	2	326
2	231	22	1		254
3	584	112	5	2	703
4	867	195	2	2	1,066
5	1,327	502	9	15	1,853
(blank)	430	165	7	1	603
Total	3,721	1,036	26	22	4,805

<b>On Time Performance</b>	4.40	4.54	4.11	4.81	4.43
1	176	22	4		202
2	77	10			87
3	156	58		1	215
4	758	168	1	2	929
5	2,166	616	14	18	2,814
(blank)	388	162	7	1	558
Total	3,721	1,036	26	22	4,805

<b>Reliable and Frequent Service</b>	4.42	4.52	4.21	4.85	4.44
1	178	18	2		198
2	68	17	1		86
3	151	57	1	1	210
4	708	178	2	1	889
5	2,192	592	13	18	2,815
(blank)	424	174	7	2	607
Total	3,721	1,036	26	22	4,805

<b>Business Class / Premium Class Service</b>	2.92	3.34	3.94	4.42	3.02
1	579	104	1	1	685
2	621	120	2	1	744
3	964	235	3	1	1,203
4	594	156	3	2	755
5	470	232	9	14	725
(blank)	493	189	8	3	693
Total	3,721	1,036	26	22	4,805

<i>Seat Comfort and Spacing</i>		4.08	4.38	3.79	4.81	4.15
	1	127	16	3		146
	2	154	24	1		179
	3	462	85	2	1	550
	4	1,136	231	4	2	1,373
	5	1,431	510	9	18	1,968
	(blank)	411	170	7	1	589
	Total	3,721	1,036	26	22	4,805
<i>Checked Baggage</i>		3.33	3.60	3.88	4.45	3.39
	1	301	68	2	1	372
	2	523	84			607
	3	925	220	3	2	1,150
	4	781	219	5	3	1,008
	5	709	253	7	14	983
	(blank)	482	192	9	2	685
	Total	3,721	1,036	26	22	4,805
<i>Ability to handle bicycles</i>		2.11	2.33	2.65	3.48	2.17
	1	1,552	368	7	6	1,933
	2	596	132			728
	3	498	156	5	4	663
	4	263	73	2		338
	5	295	114	3	11	423
	(blank)	517	193	9	1	720
	Total	3,721	1,036	26	22	4,805
<i>Food Service</i>		3.33	3.70	3.37	4.48	3.41
	1	244	52	2	2	300
	2	499	69	3		571
	3	1,041	237	5	1	1,284
	4	898	228	4	1	1,131
	5	590	270	5	17	882
	(blank)	449	180	7	1	637
	Total	3,721	1,036	26	22	4,805
<i>Snack and Beverage Vending Machines</i>		3.25	3.59	3.42	4.67	3.33
	1	277	58	2		337
	2	544	94	2	1	641
	3	1,048	242	5	1	1,296
	4	858	204	6	2	1,070
	5	522	253	4	17	796
	(blank)	472	185	7	1	665
	Total	3,721	1,036	26	22	4,805
<i>Facility Cleanliness</i>		4.38	4.61	4.00	4.86	4.43
	1	148	15	4		167
	2	94	13			107
	3	179	33		1	213
	4	819	172	3	1	995
	5	2,079	632	12	19	2,742
	(blank)	402	171	7	1	581
	Total	3,721	1,036	26	22	4,805

<i>Discounts on Tickets</i>		3.96	4.27	4.33	4.75	4.03
	1	162	27	1		190
	2	209	35	1		245
	3	619	114	2	2	737
	4	892	193	1	1	1,087
	5	1,389	501	13	17	1,920
	(blank)	450	166	8	2	626
	Total	3,721	1,036	26	22	4,805

ADA (American with Disabilities Act) Compliant Facilities		2.97	3.50	3.83	4.83	3.09
	1	810	146	2		958
	2	465	75	2		542
	3	724	159	3	1	887
	4	443	121	1	1	566
	5	778	332	10	16	1,136
	(blank)	501	203	8	4	716
	Total	3,721	1,036	26	22	4,805

9. Which best describes your employment status?	Online English	Paper English	Online Spanish	Paper Spanish	All
Full time	2,266	677	15	9	2,967
Part time	328	106	1	3	438
Student	391	87		1	479
Unemployed	117	54	4	6	181
Retired	434	116	2		552

*Multiple Selection Population Sample*

10. Are you a Federal or State Government employee?	Online English	Paper English	Online Spanish	Paper Spanish	All
Yes	787	154	6	1	948
No	2,549	832	16	19	3,416
(blank)	385	50	4	2	441
Total	3,721	1,036	26	22	4,805



11. What is your highest education level?	Online English	Paper English	Online Spanish	Paper Spanish	All
No HS Diploma	35	33	1	7	76
HS Diploma or GED	166	160	1	12	339
Some College	518	242	4	1	765
Associate's Degree	341	104	1		446
Bachelor's Degree	1,132	260	11	1	1,404
Master's Degree	818	150	3		971
Post Graduate	325	54	1	1	381
(blank)	386	33	4		423
Total	3,721	1,036	26	22	4,805

12. What is your total household income in the past 12 months?	Online English	Paper English	Online Spanish	Paper Spanish	All
Under \$25,000	405	164	6	16	591
\$25,000 to \$49,000	693	289	11	6	999
\$50,000 to \$100,000	1,237	298	5		1,540
\$100,000 or more	899	194			1,093
(blank)	487	91	4		582
Total	3,721	1,036	26	22	4,805

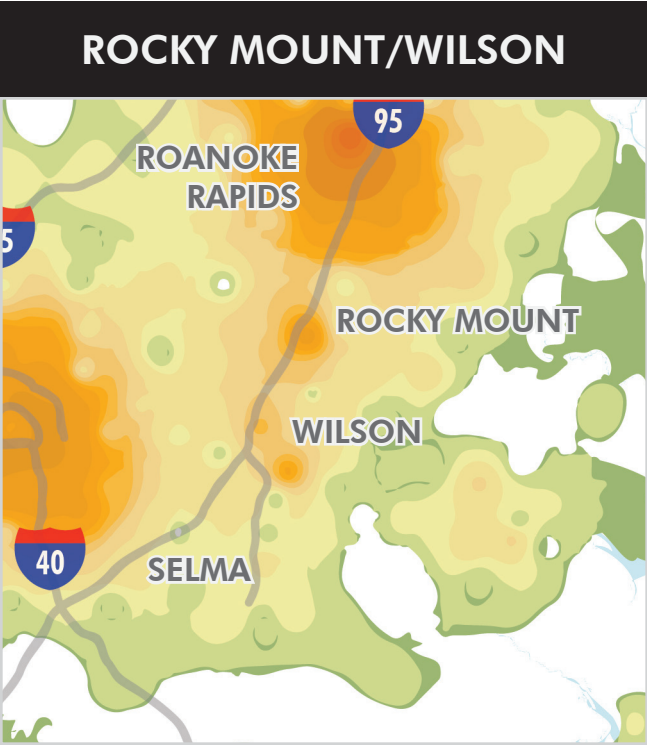
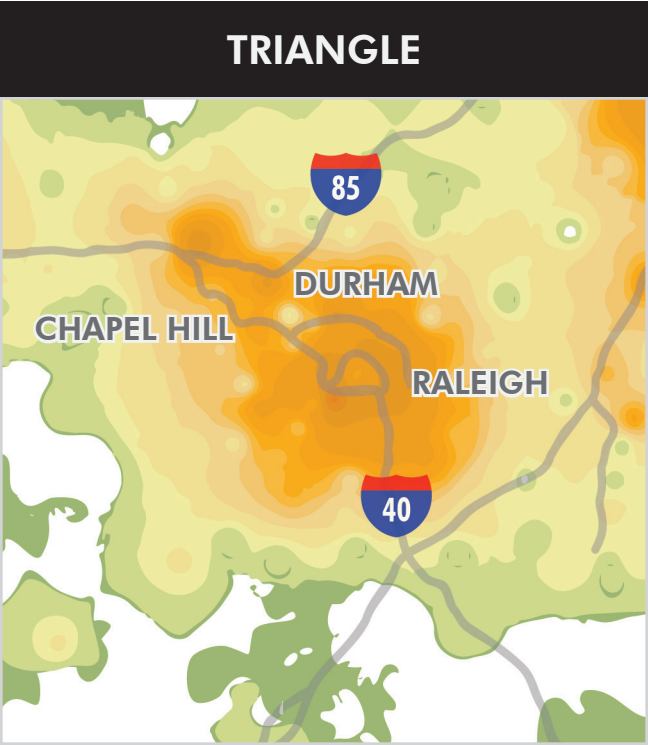
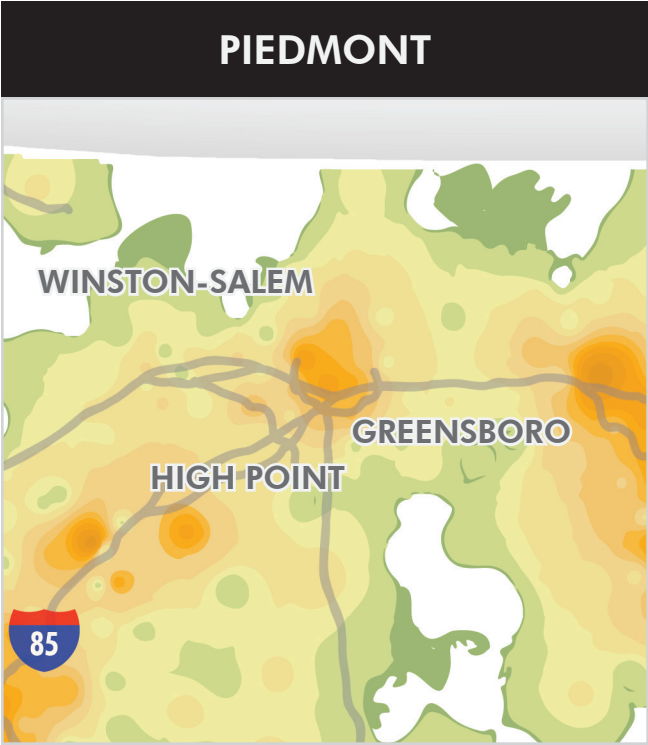
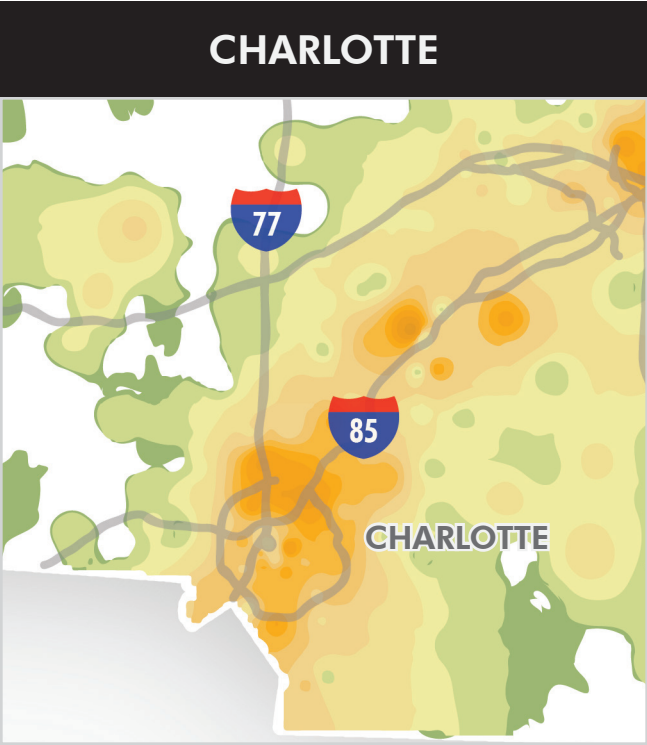
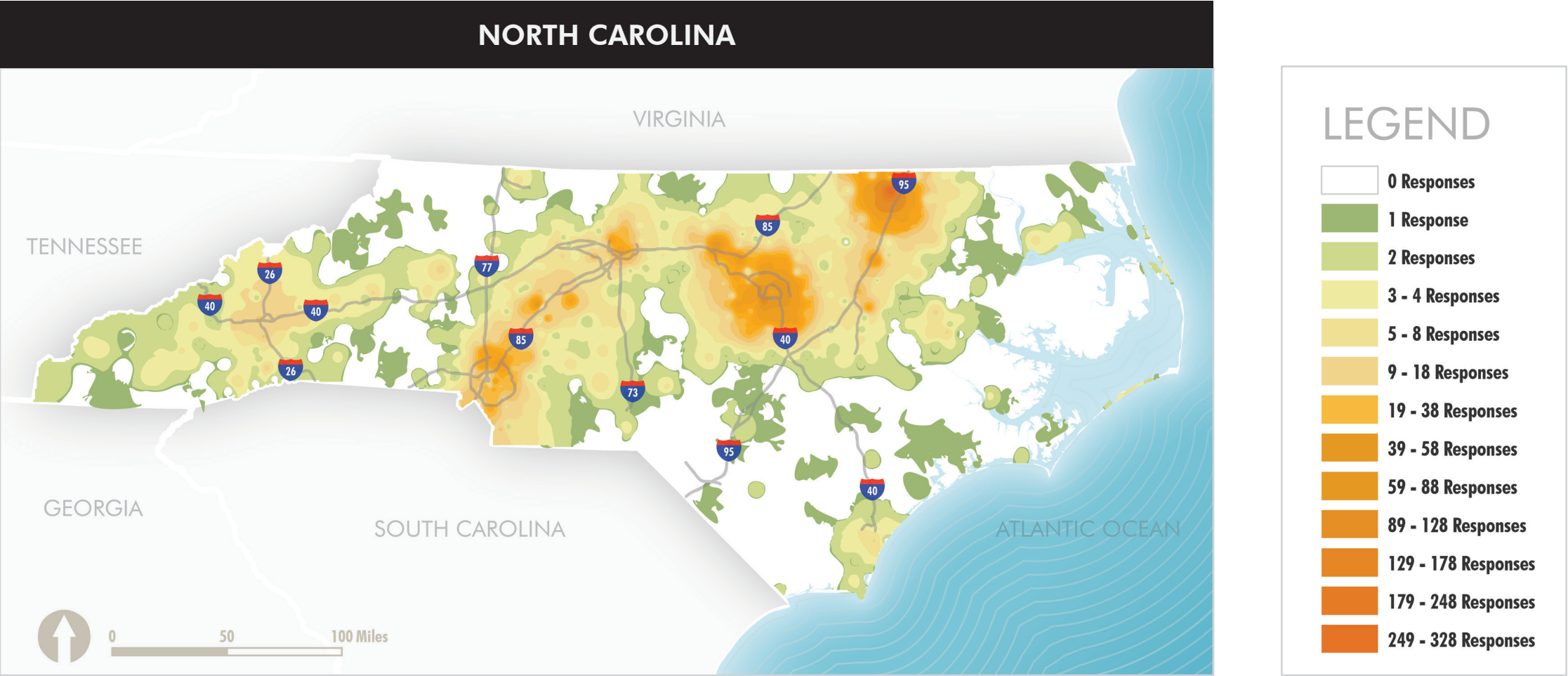
13. What best describes your age group?	Online English	Paper English	Online Spanish	Paper Spanish	All
19 and under	88	49		2	139
20 to 24	224	95	2	1	322
25 to 29	262	81	4	3	350
30 to 34	356	116	3	7	482
35 to 39	345	113	4	4	466
40 to 44	353	128	3	1	485
45 to 49	317	103		3	423
50 to 54	359	93	3		455
55 to 59	371	78	1		450
60 to 64	293	51	2		346
65+	367	85		1	453
(blank)	386	44	4		434
Total	3,721	1,036	26	22	4,805

14. What is your gender?	Online English	Paper English	Online Spanish	Paper Spanish	All
Male	1,505	380	8	7	1,900
Female	1,804	558	14	12	2,388
(blank)	412	98	4	3	517
Total	3,721	1,036	26	22	4,805

15. What is your ethnicity?	Online English	Paper English	Online Spanish	Paper Spanish	All
American Indian	29	20			49
Asian / Asian American	79	56			135
Black / African American	473	346	1		820
Hispanic / Latino	67	55	16	22	160
White / Caucasian	2,615	485	4		3,104
Other	51				
(blank)	458	74	5		537
Total	3,772	1,036	26	22	4,805

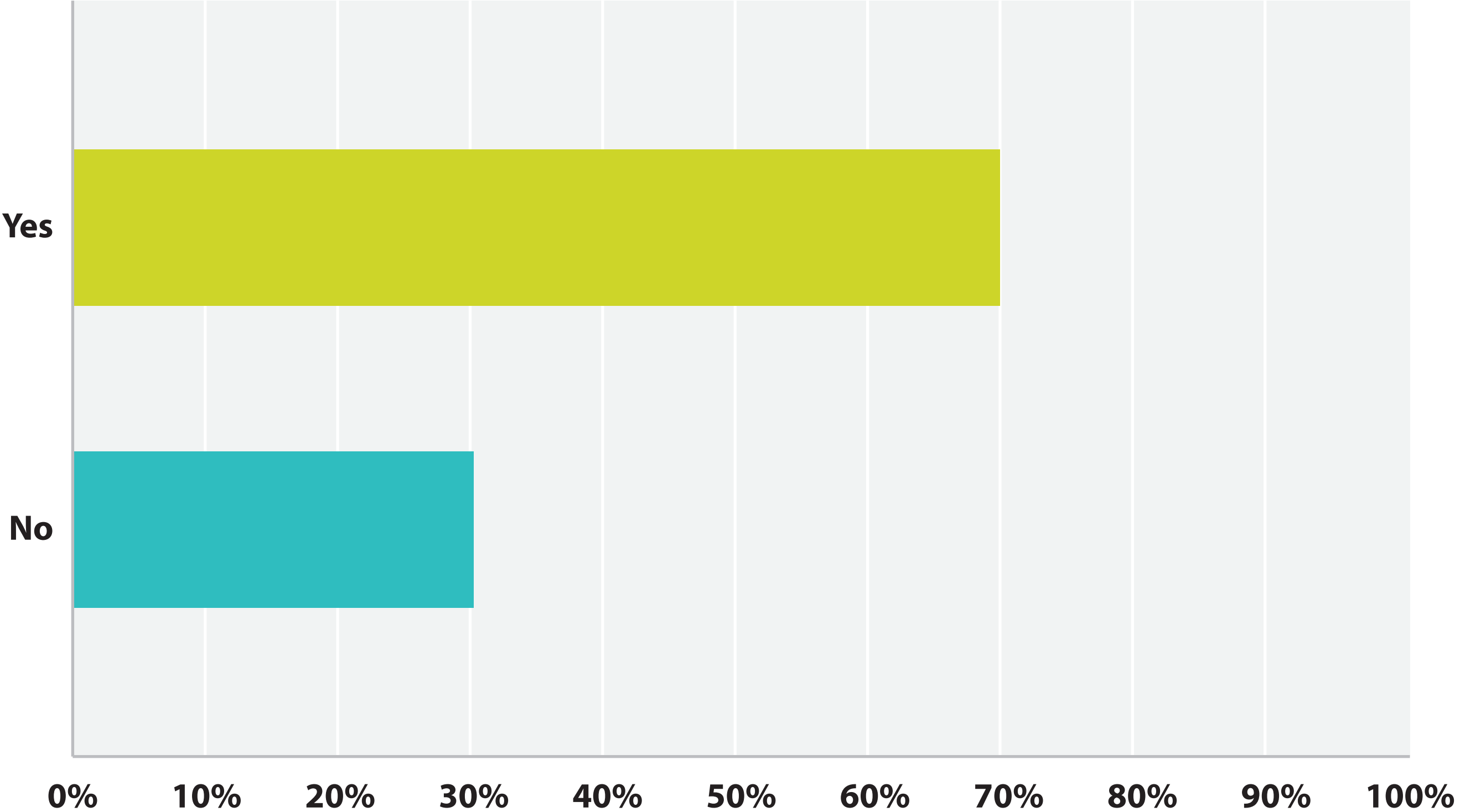
## D.2 Map of Zip Code Responses

Zip Code Responses

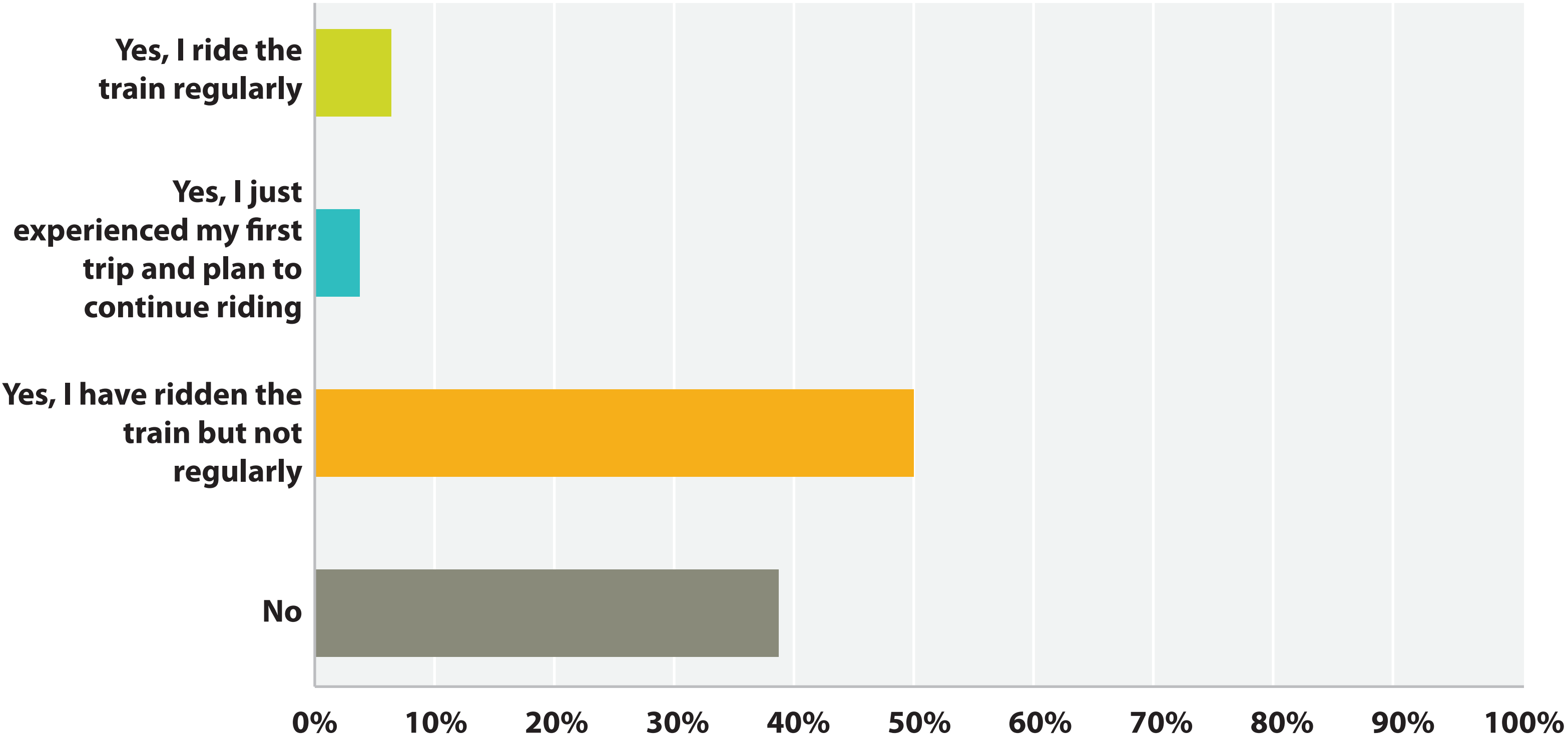


## D.3 Graphical Summaries (By Question)

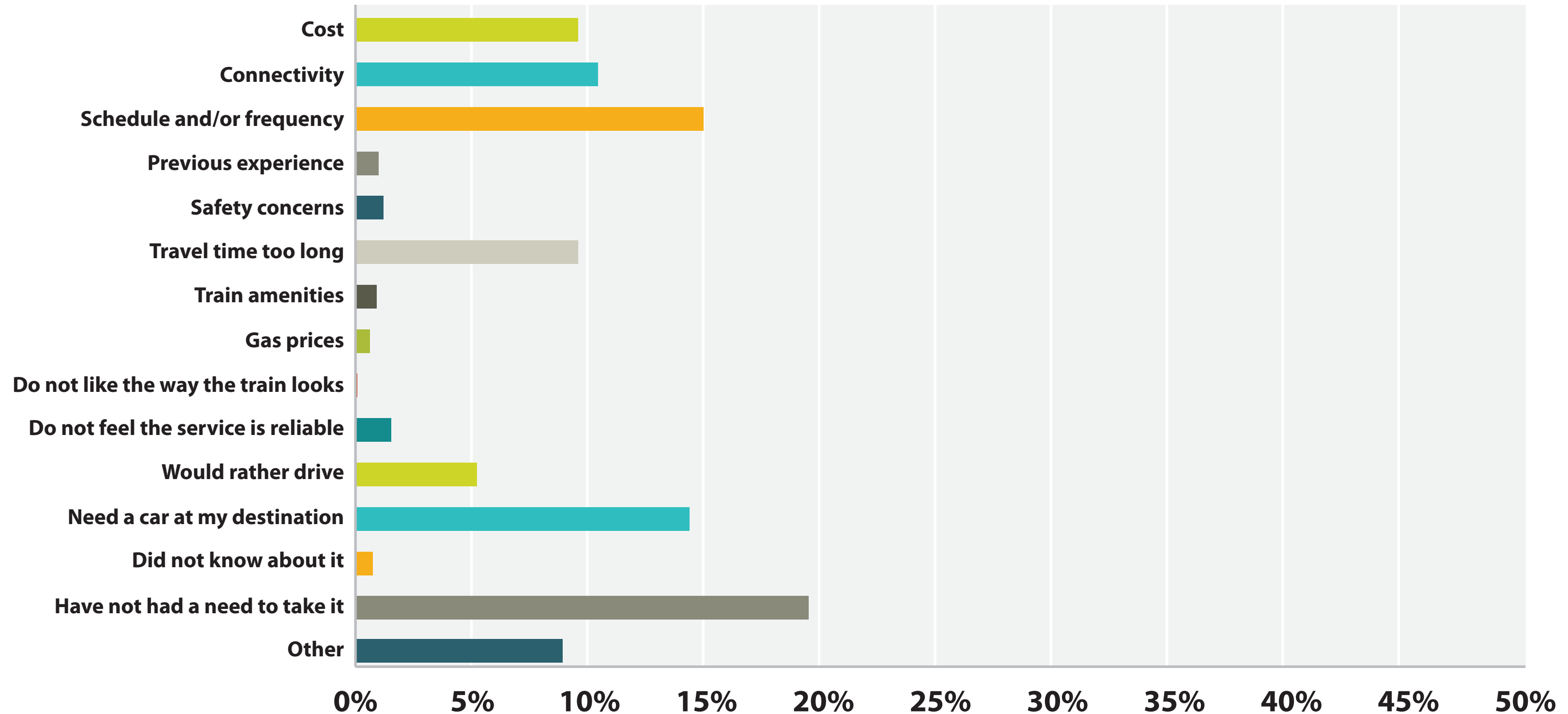
**Q2 Do you know there is daily train service between  
Charlotte, Raleigh, Rocky Mount, and New York City?**



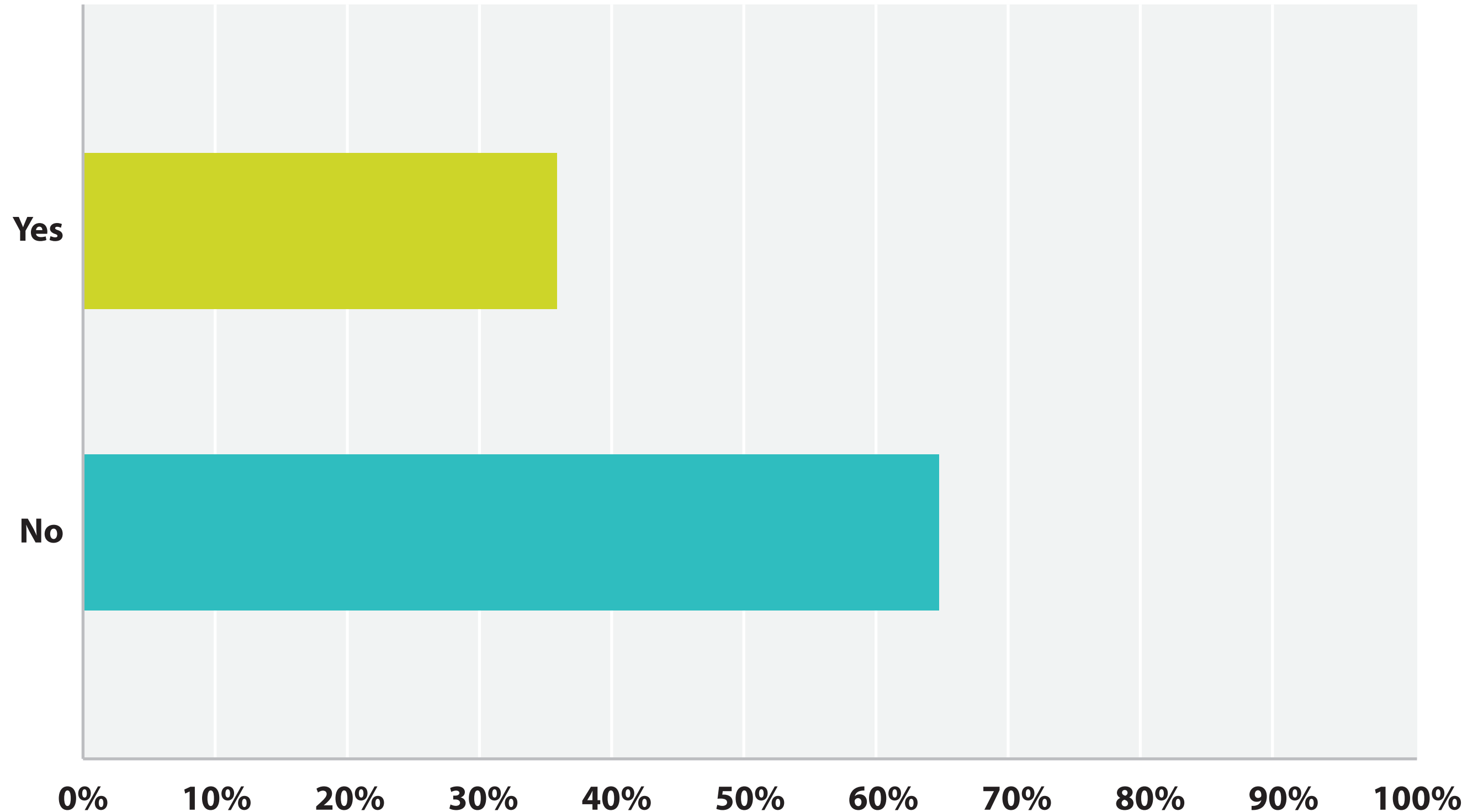
**Q3 If yes, have you ridden the train?**



## Q4 If you do not ride the train regularly, why not?

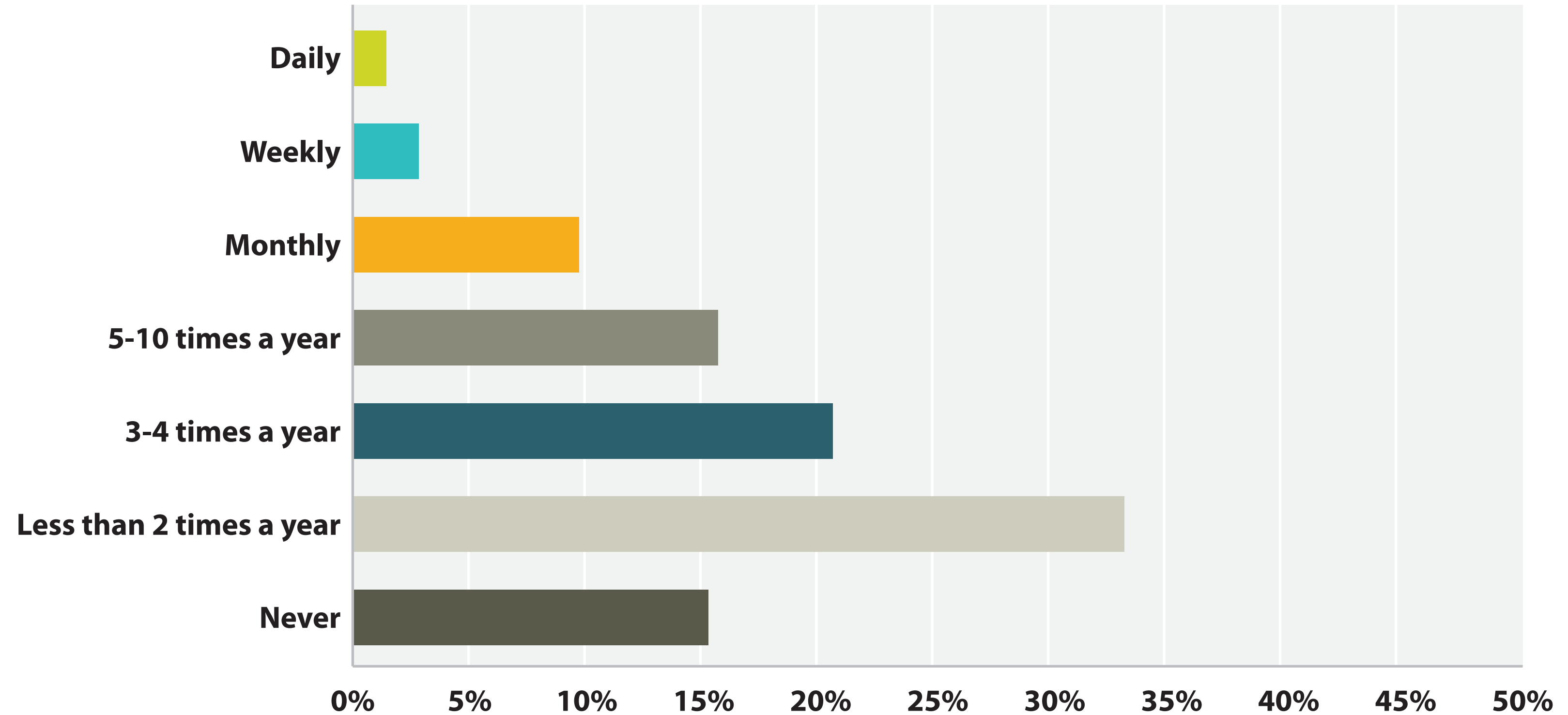


**Q5 Do you know that these routes are named the  
Piedmont (Charlotte to Raleigh) and Carolinian  
(Charlotte to New York City)?**

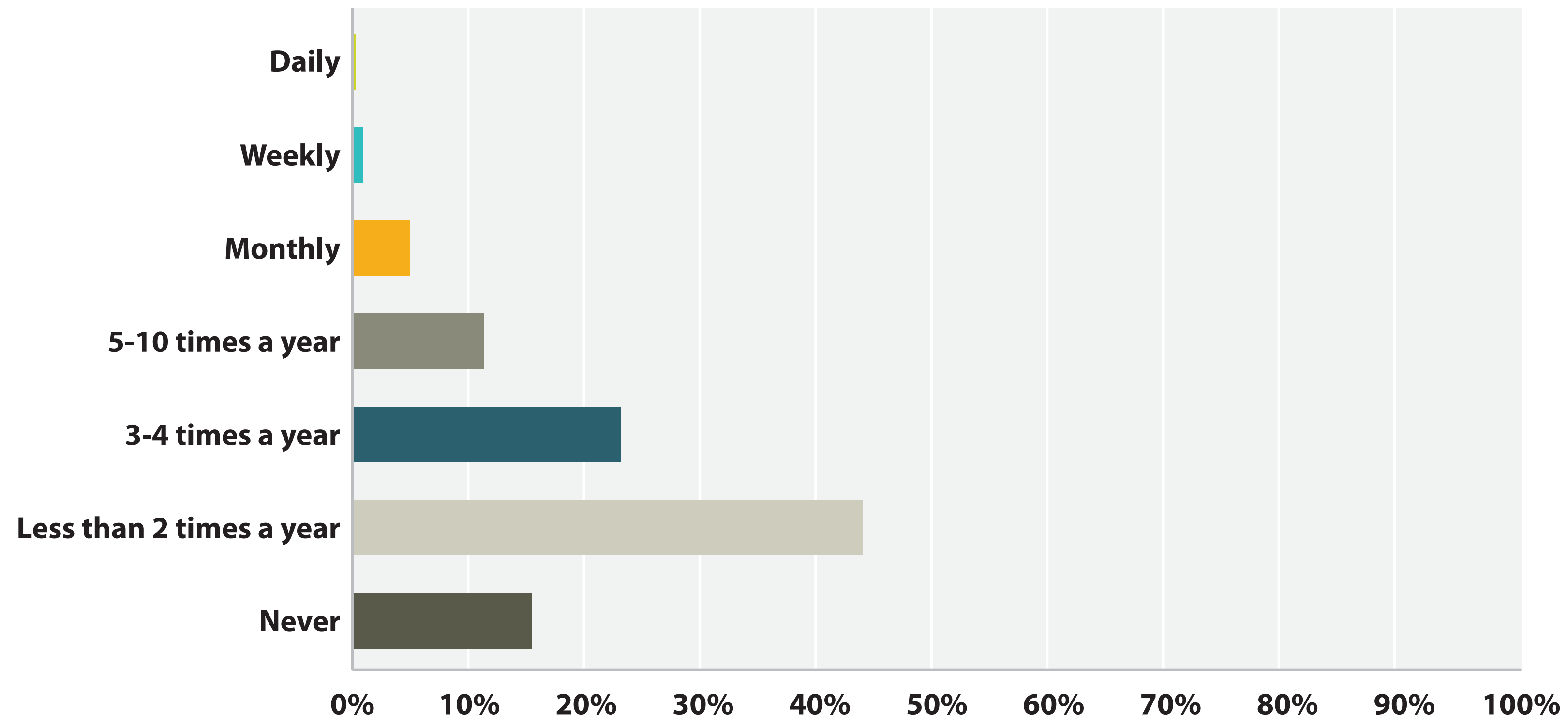




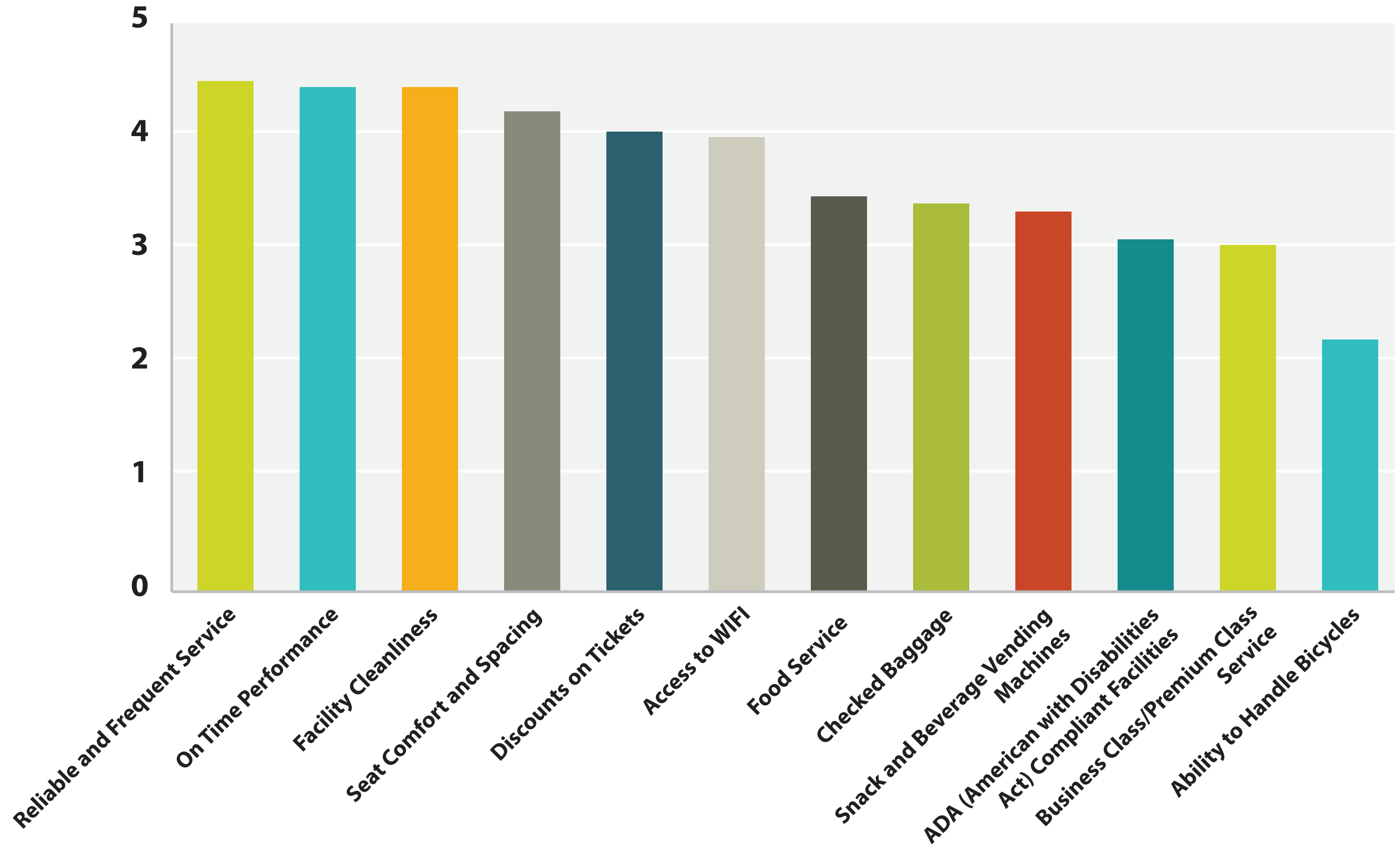
## Q6 How often do you travel to areas between Charlotte and Raleigh?



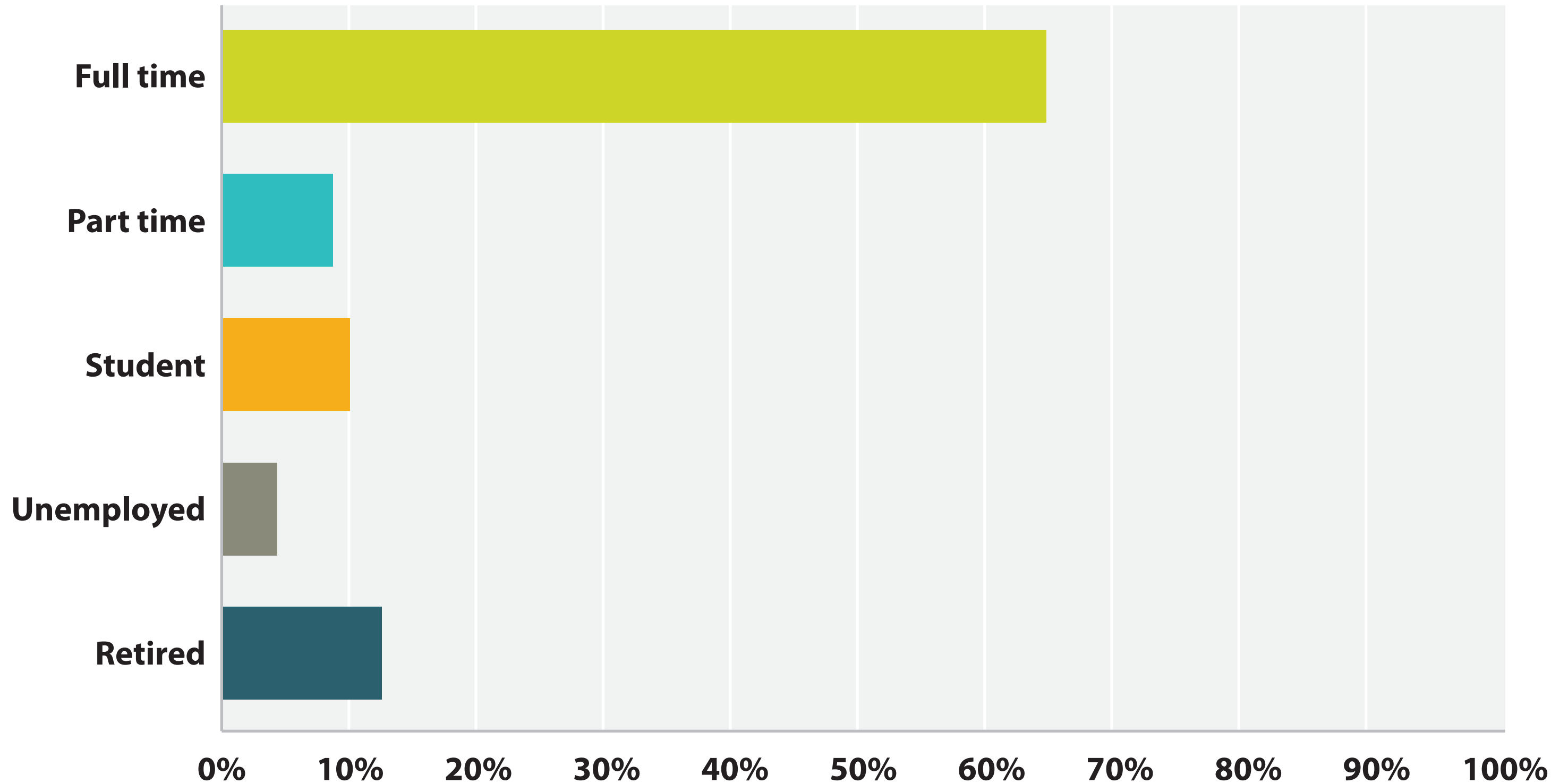
**Q7 How often do you travel to areas between  
North Carolina, Virginia, Washington D.C.,  
New Jersey and New York?**



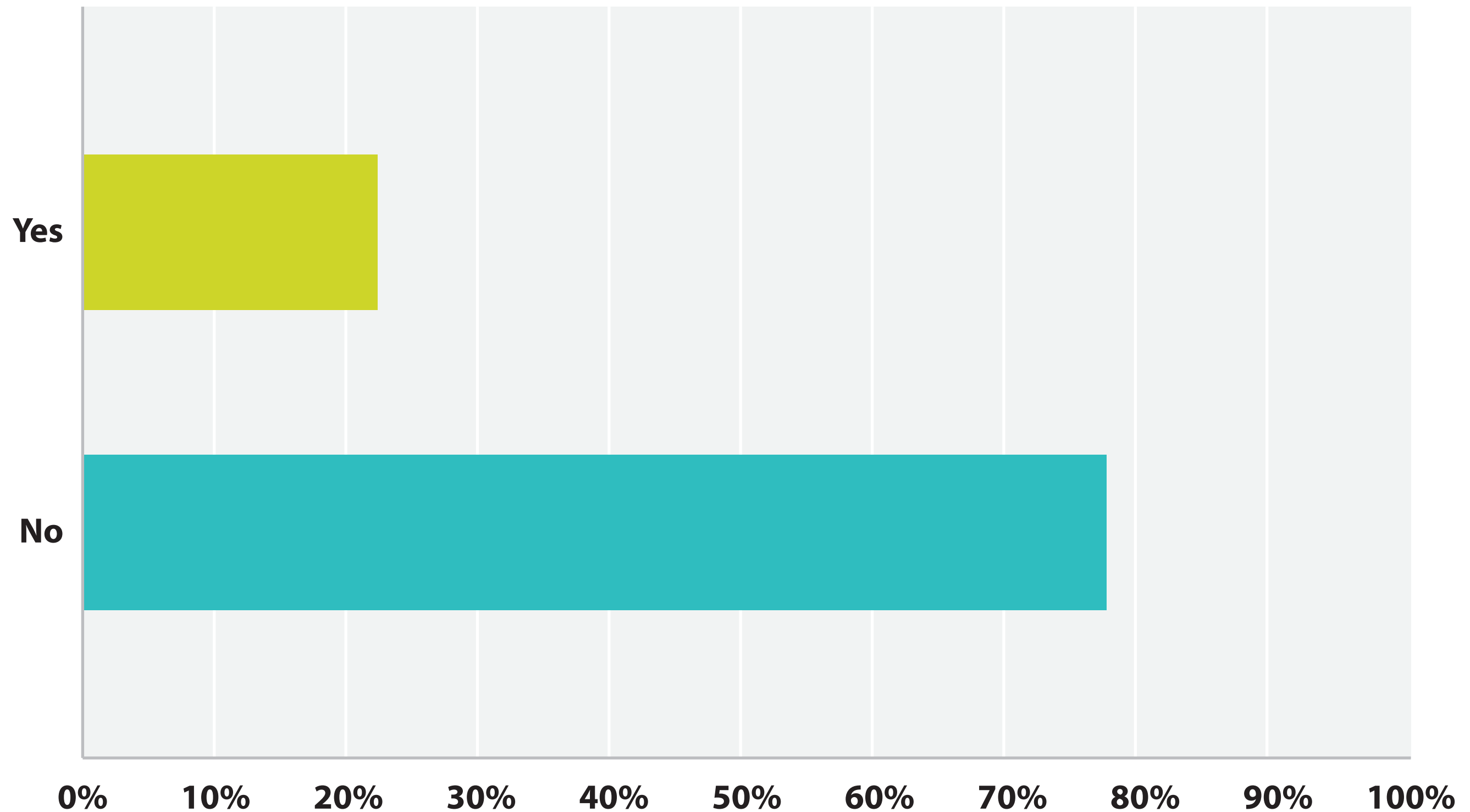
**Q8 If you were to ride our train to your destination, please rate the importance of the following factors.**



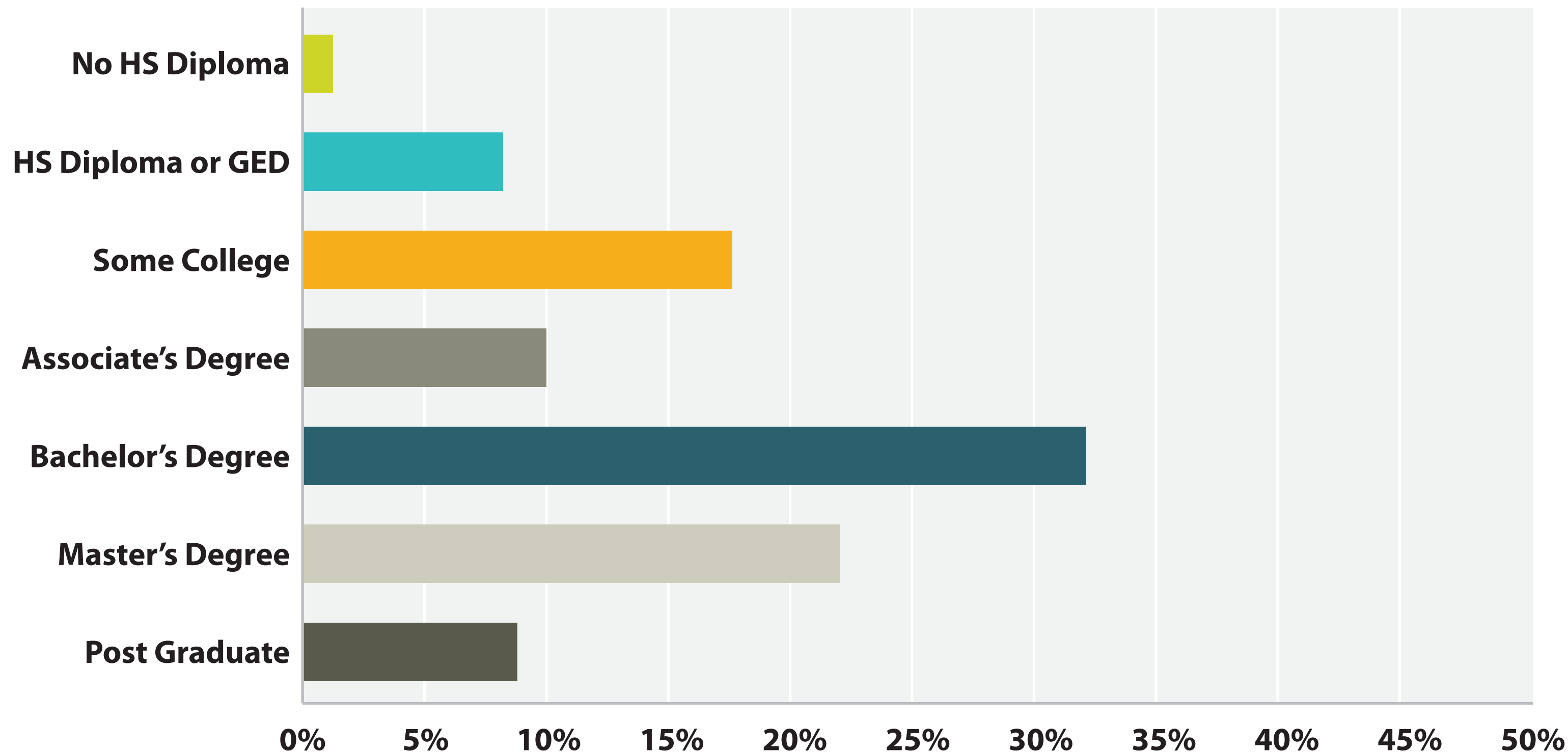
## Q9 Which best describes your employment status?



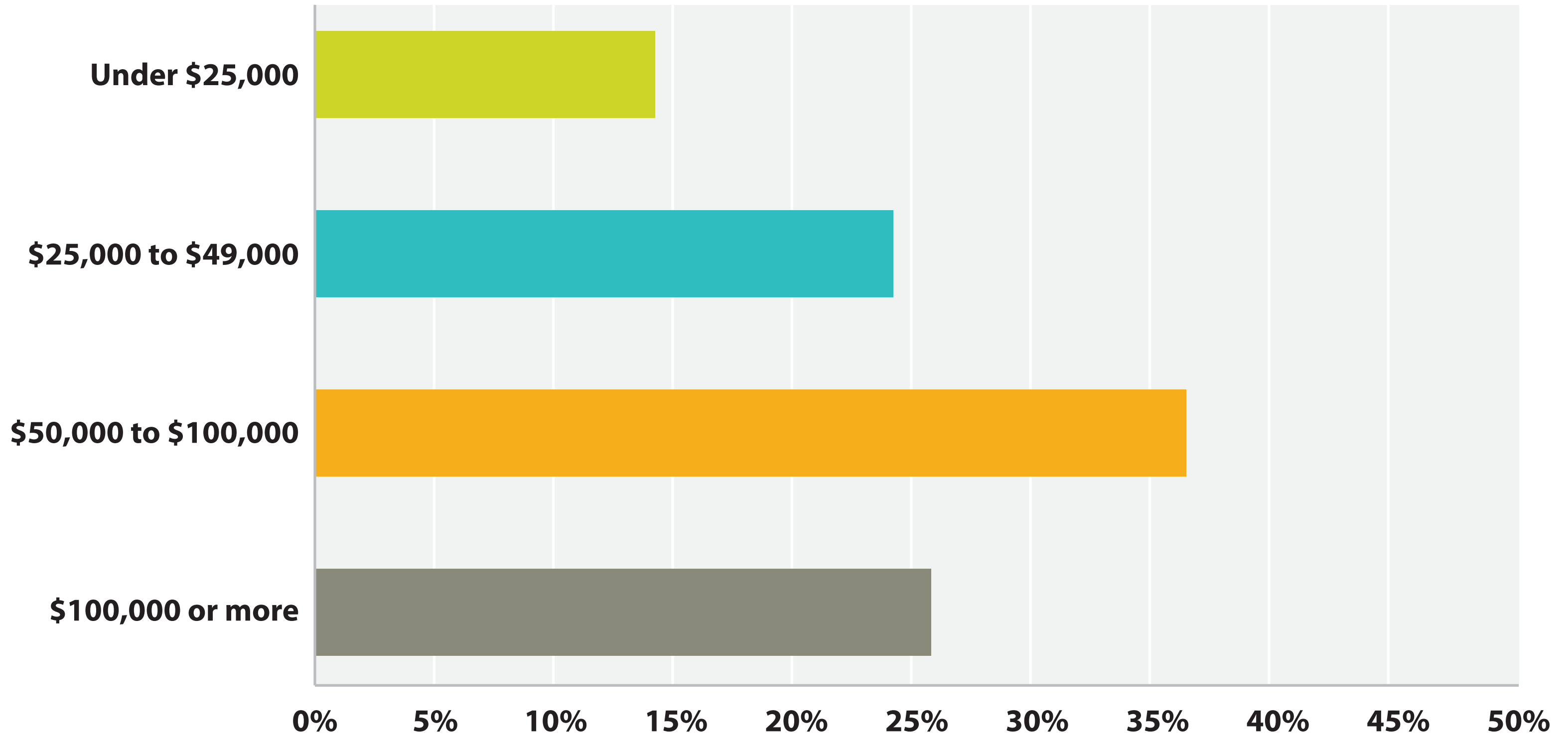
# Q10 Are you a Federal or State Government employee?



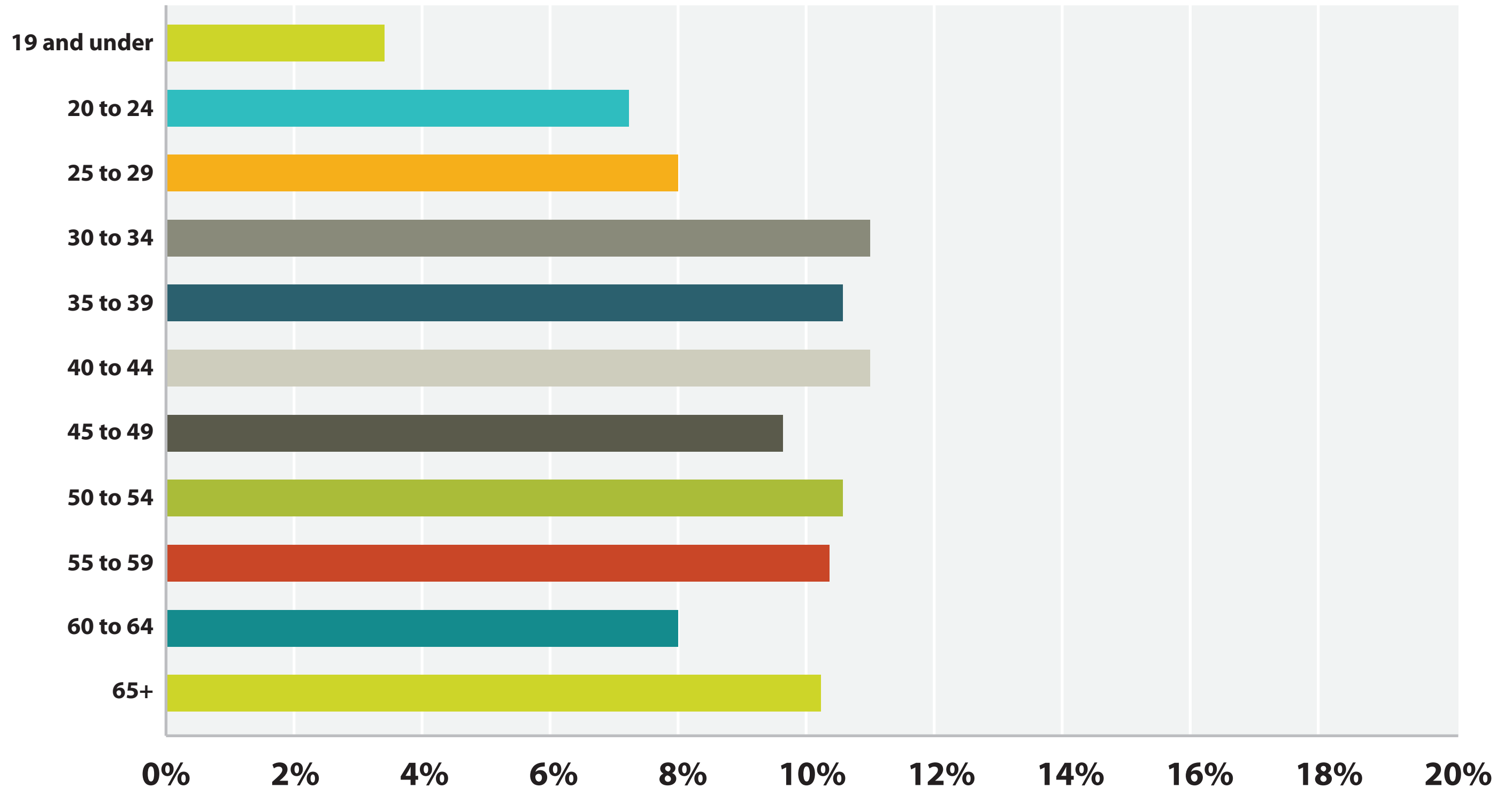
# Q11 What is your highest education level?



**Q12 What is your total household  
income in the past 12 months?**

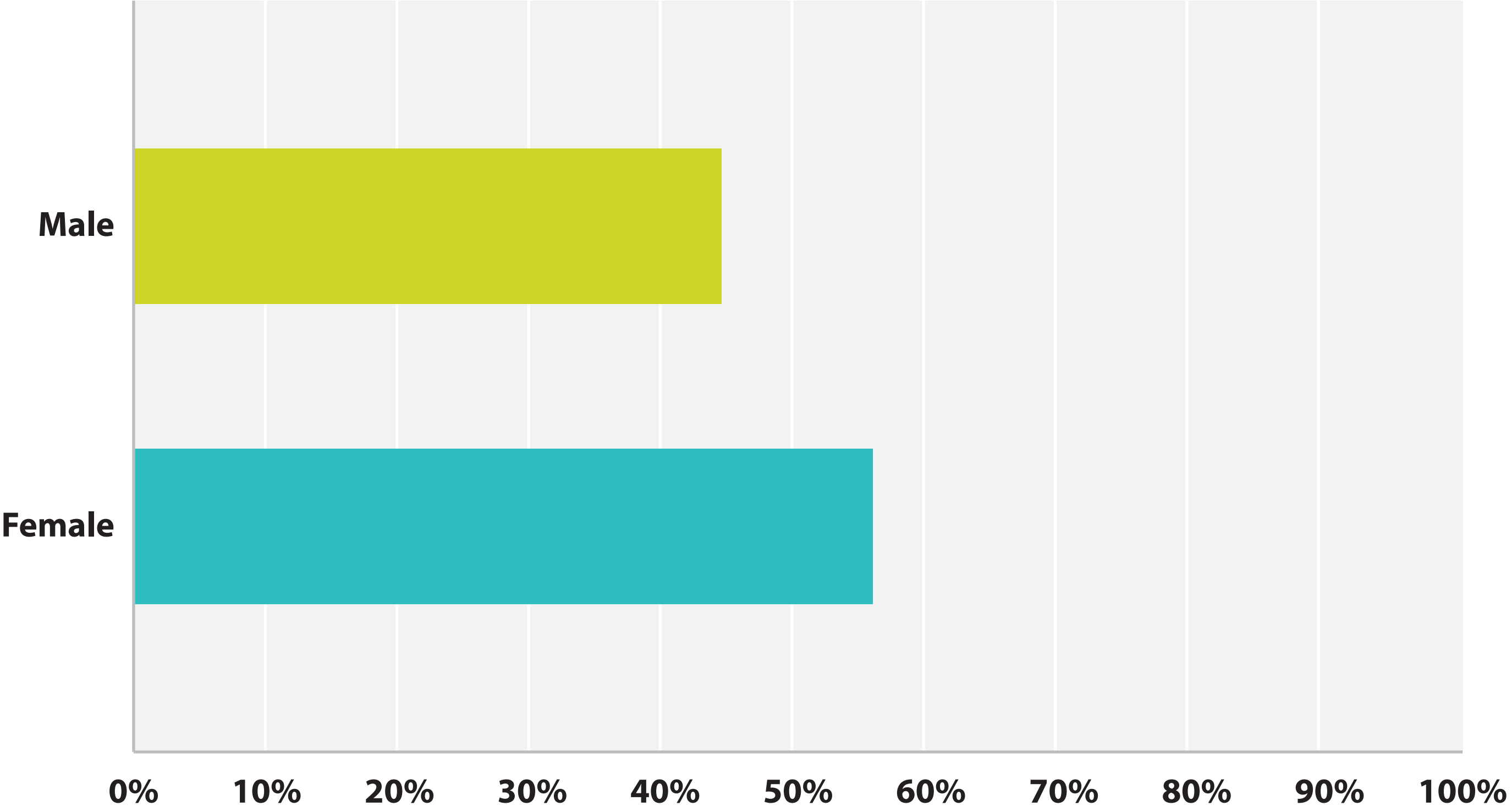


## Q13 What best describes your age group?

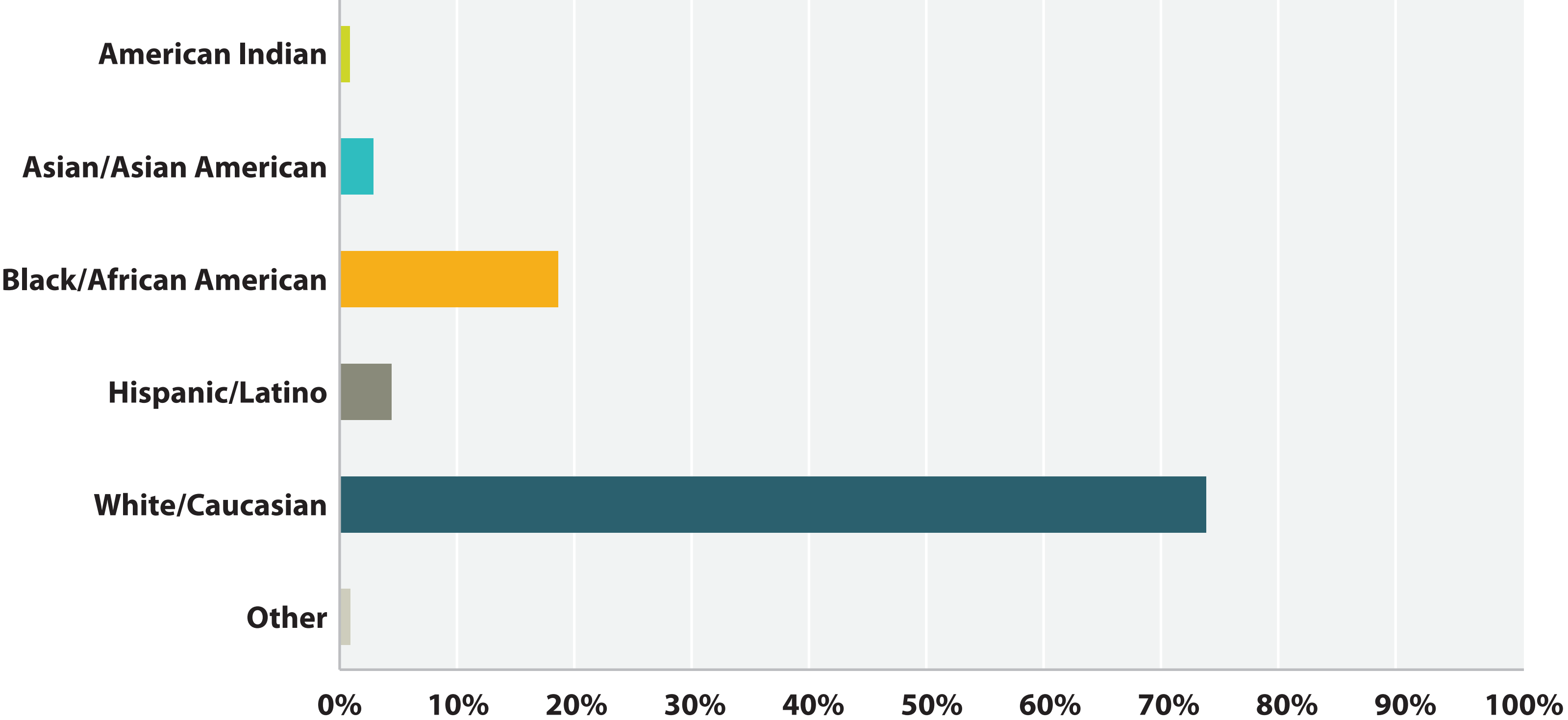




Q14 What is your gender?

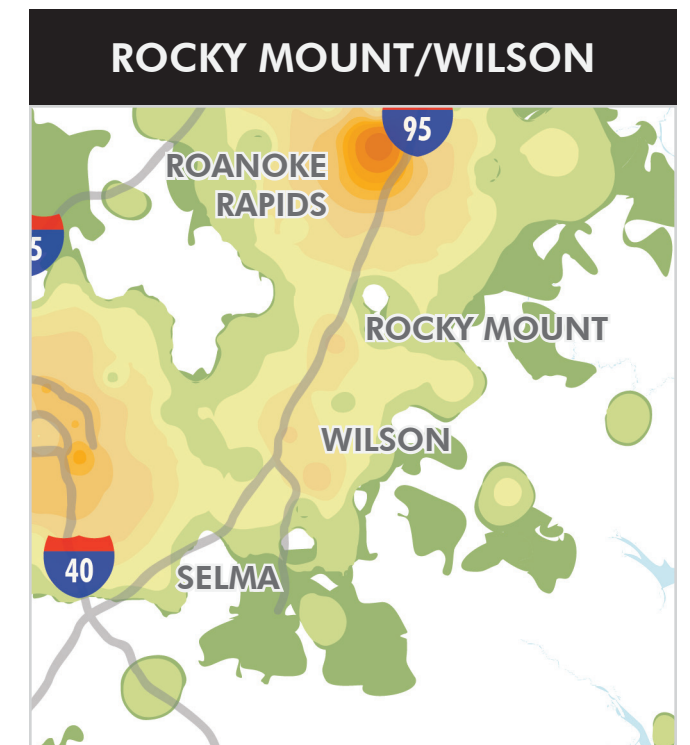
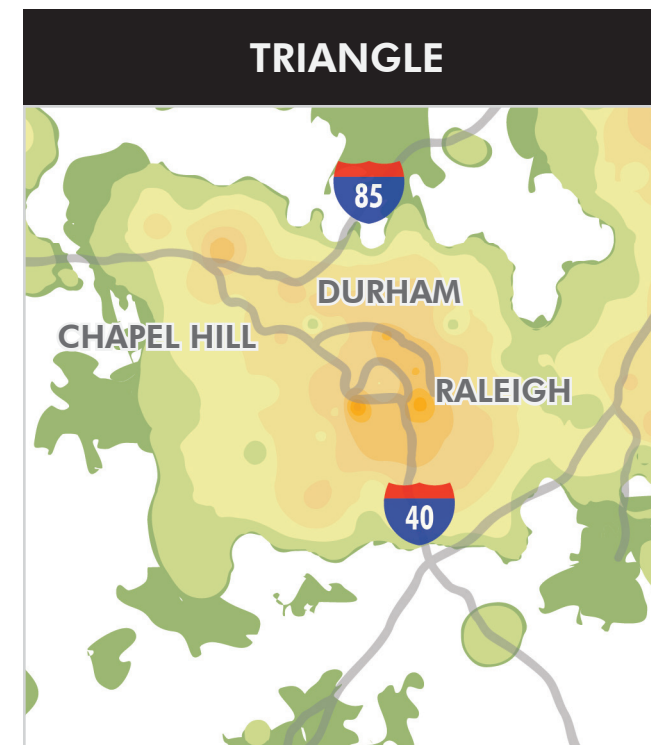
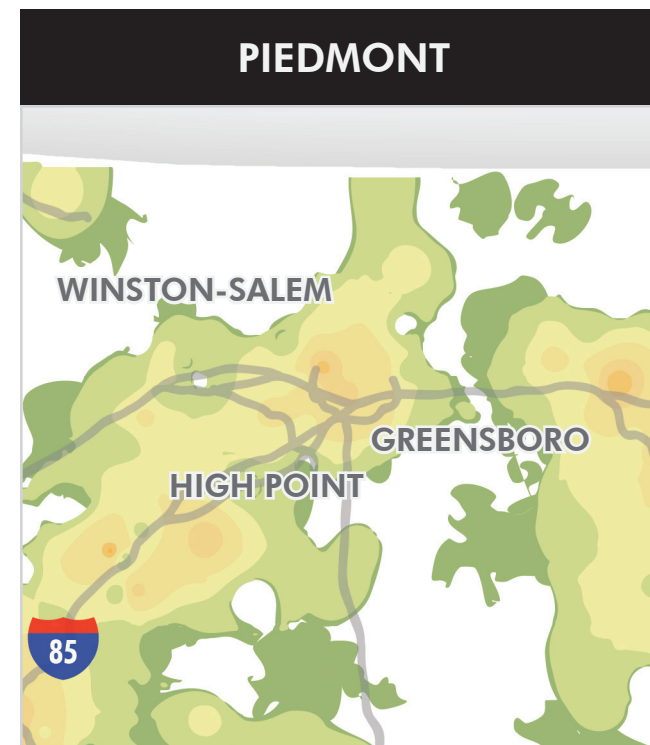
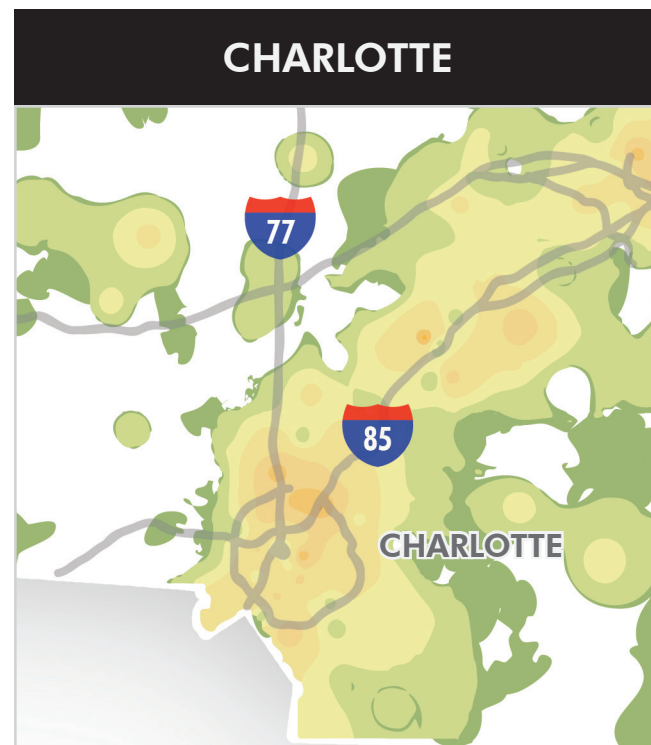
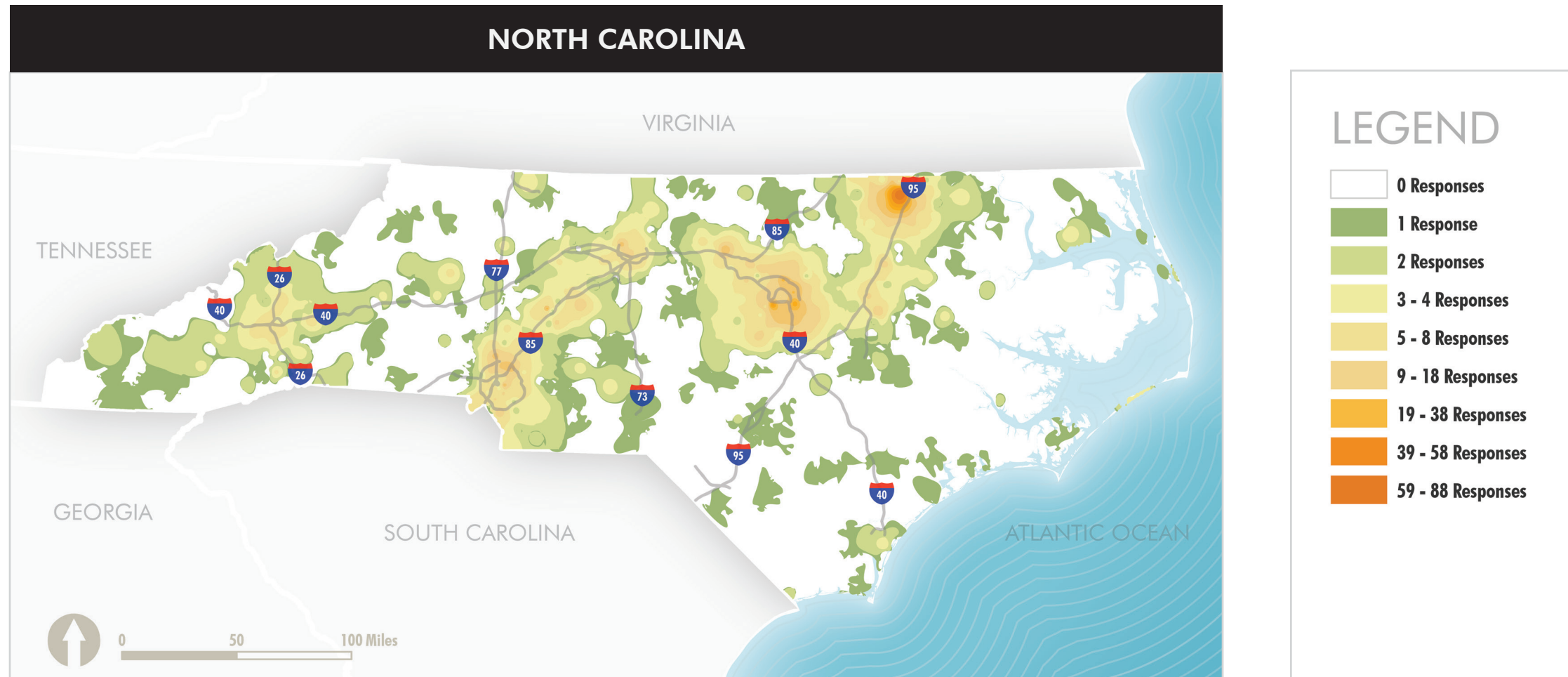


Q15 What is your ethnicity?

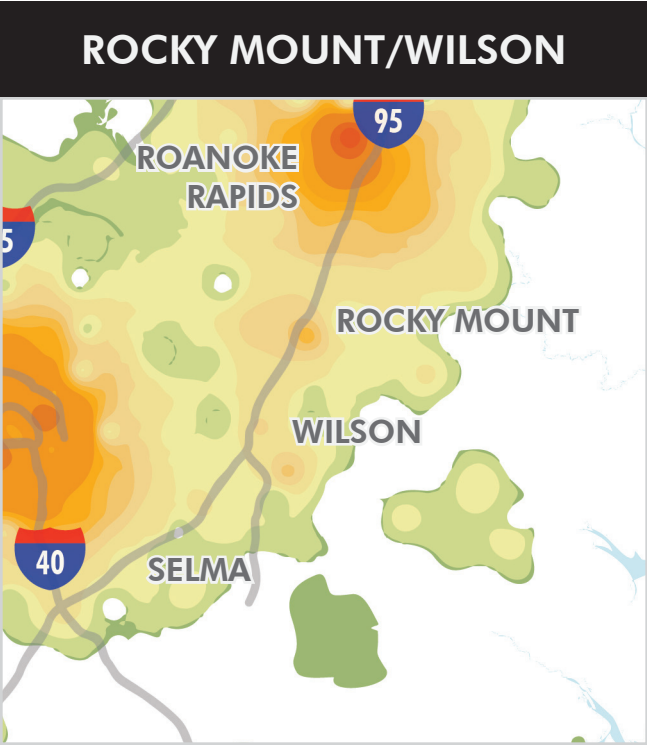
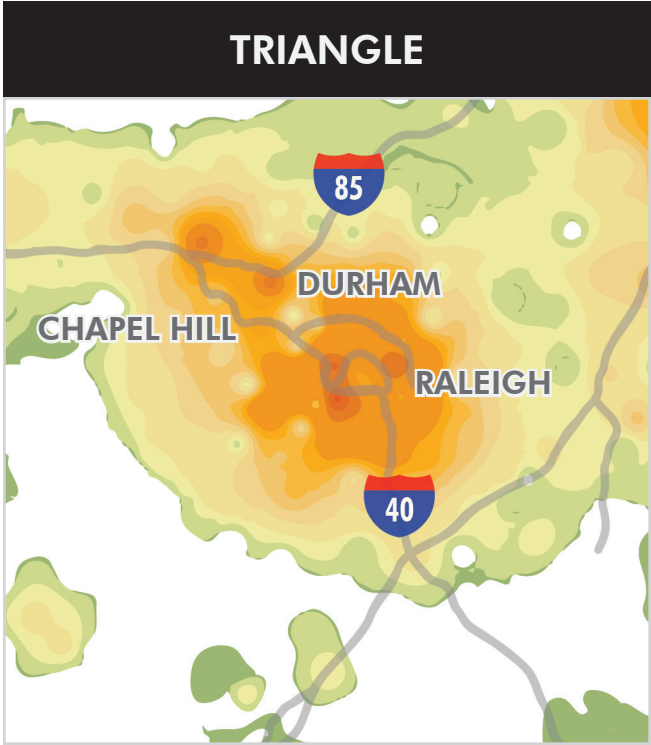
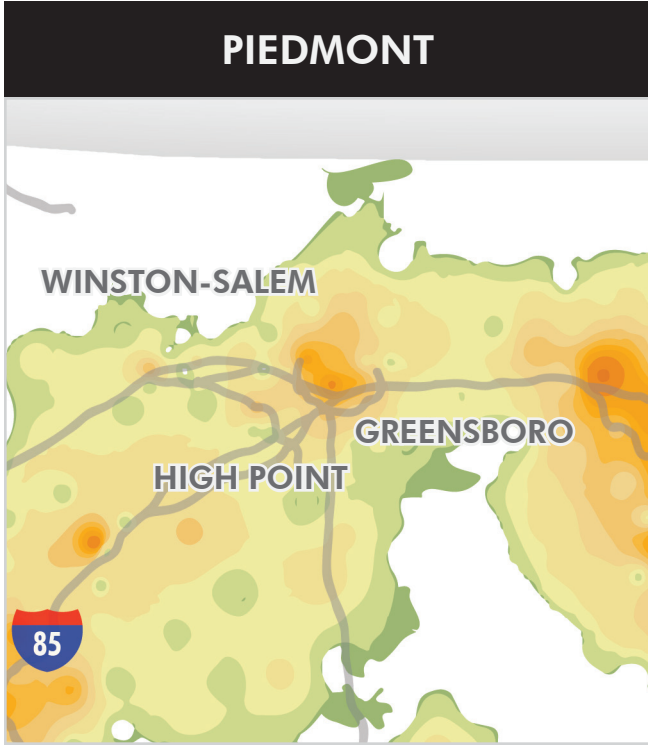
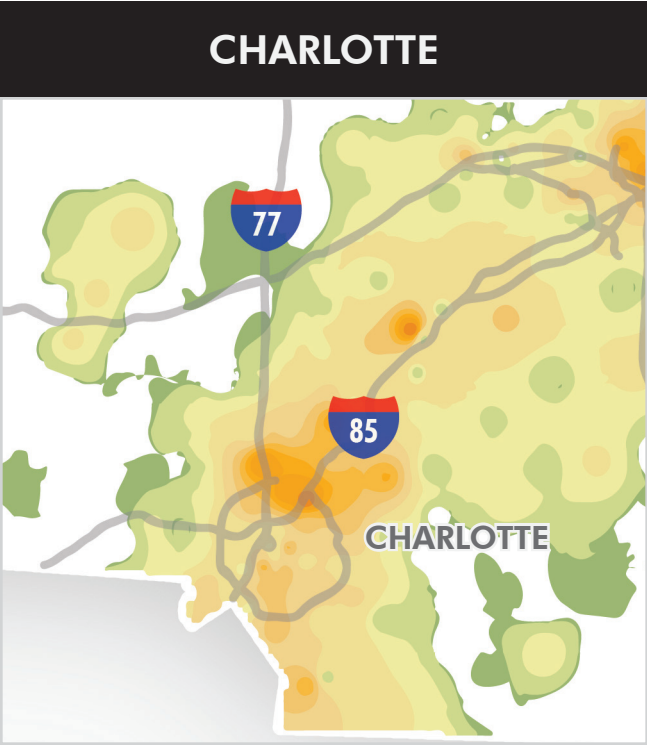
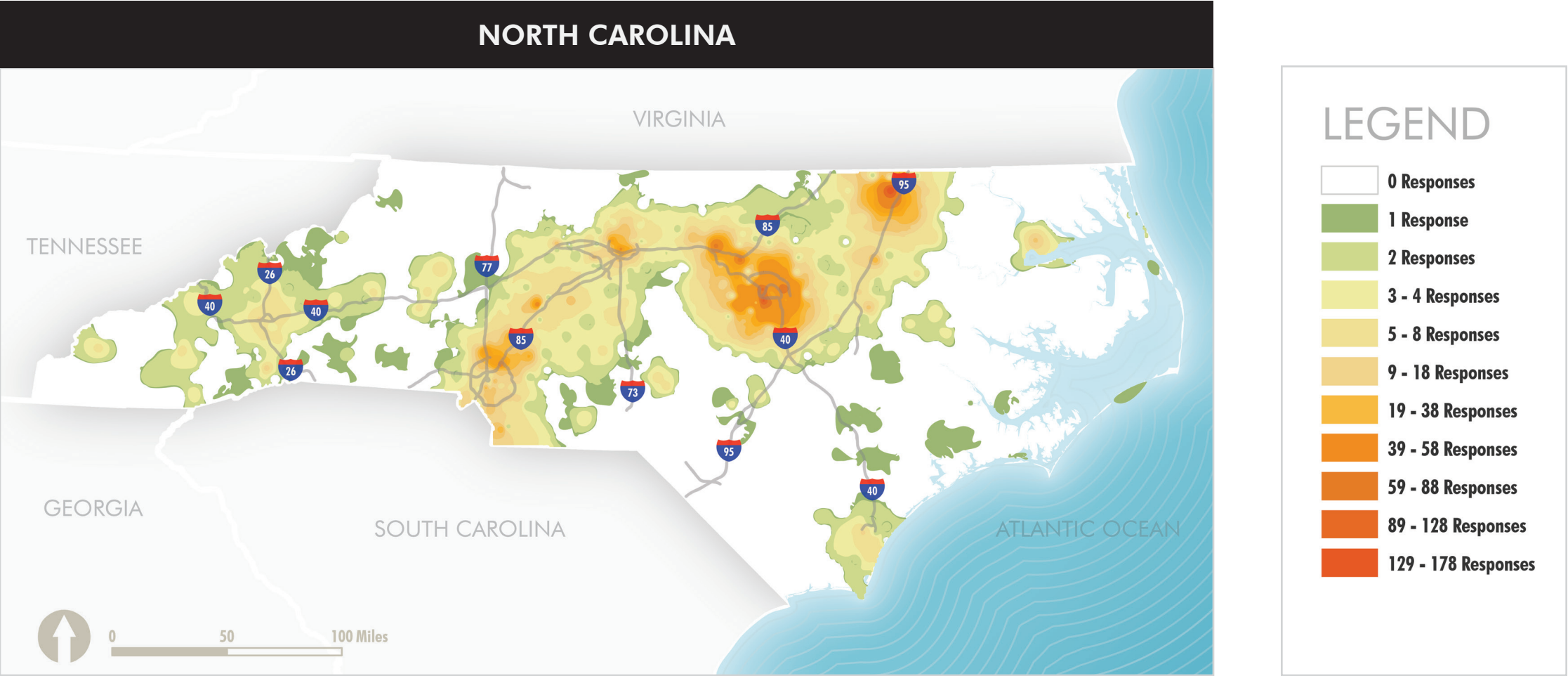


# APPENDIX E – DENSITY MAP EVALUATION OF DATA TRENDS

## i. Individuals Who Did Not Know About the Train Service

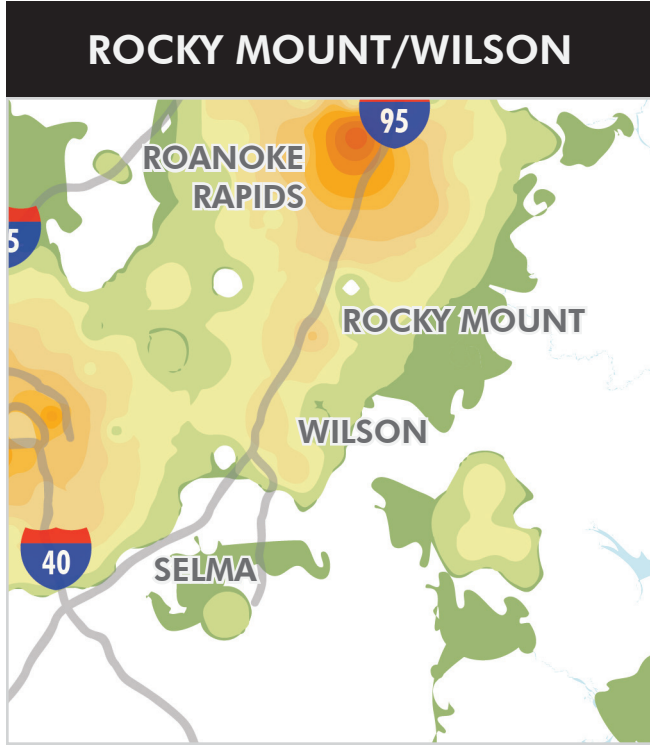
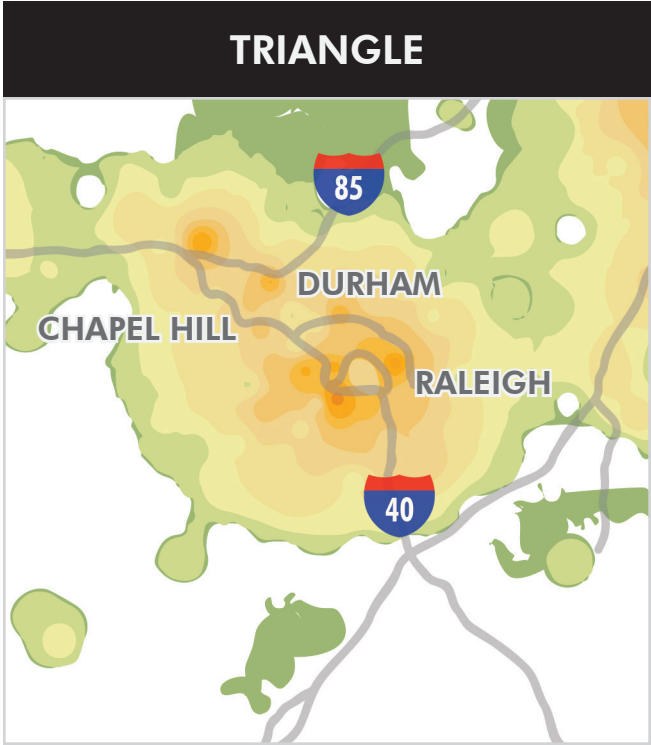
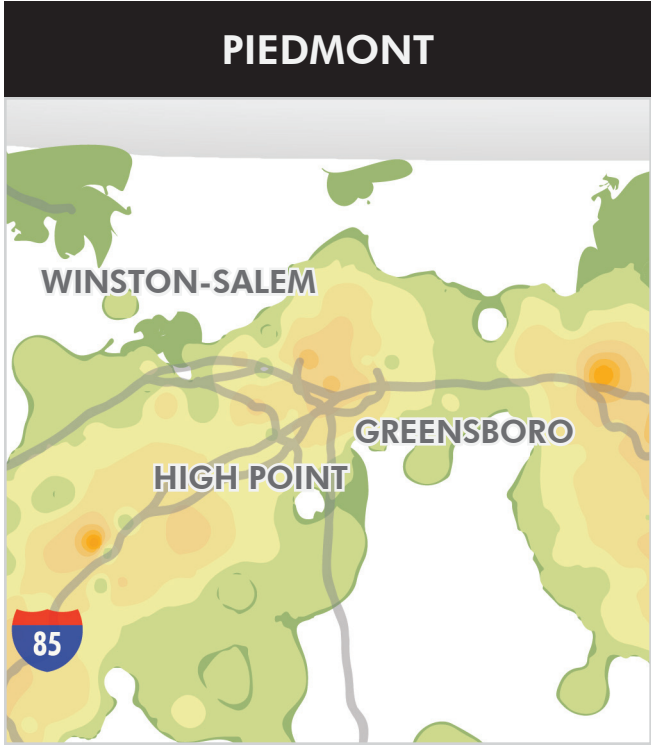
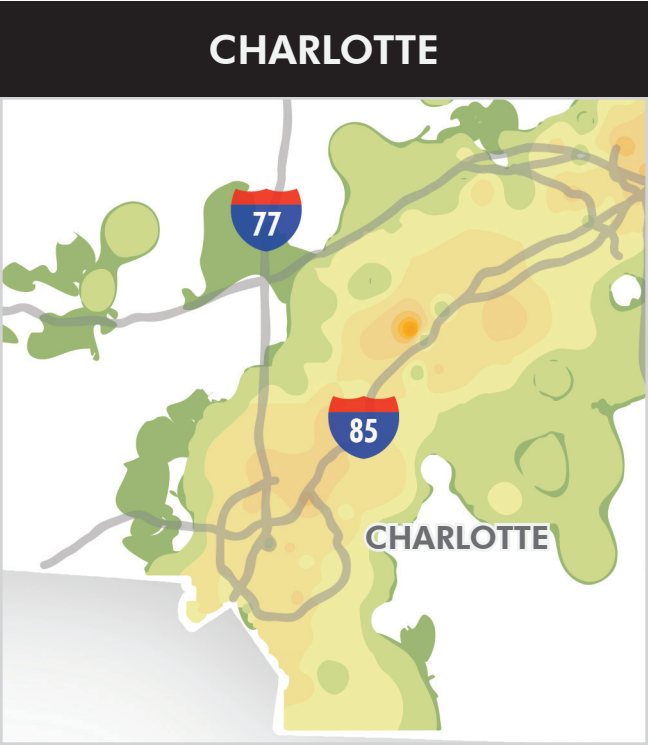
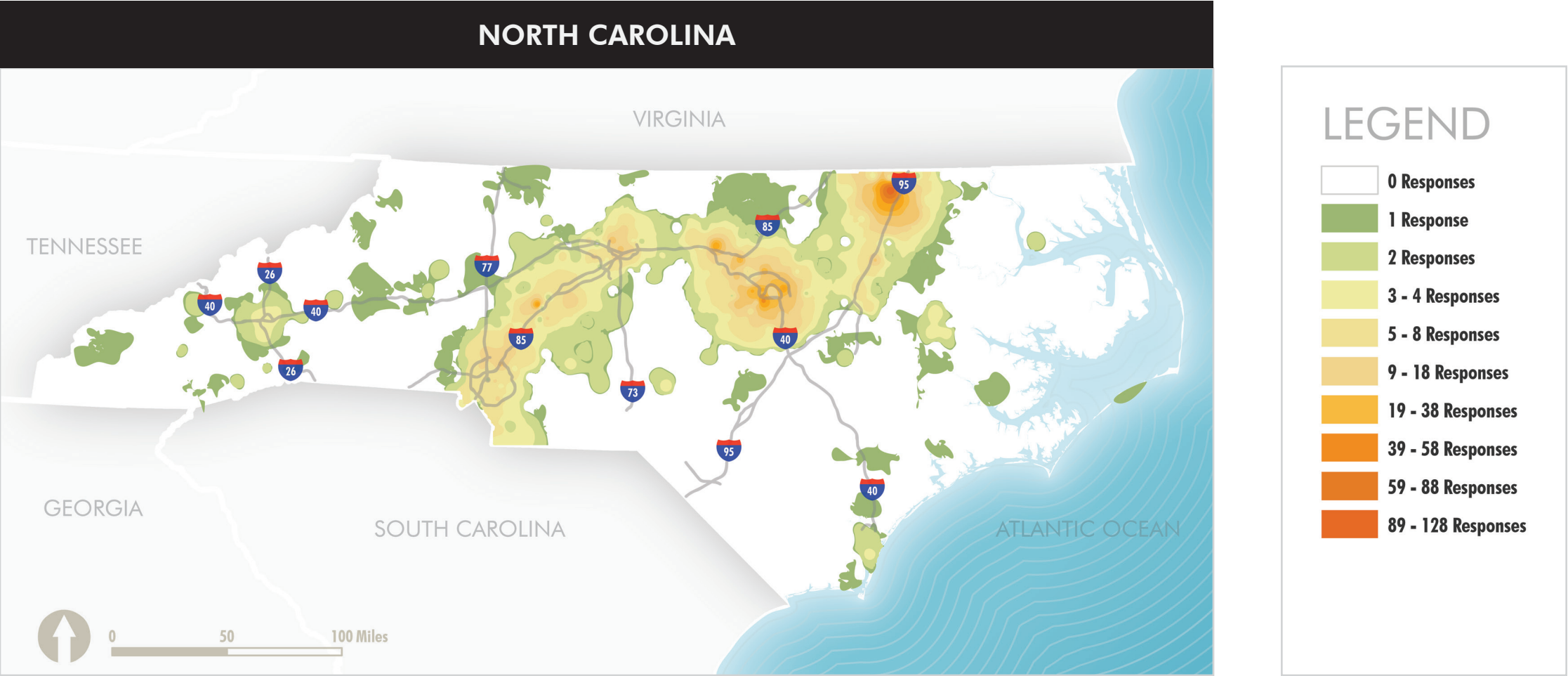


ii. Individuals Who Do Not Ride Due to Cost, Connectivity, Schedule, Travel Time, or Need of Car

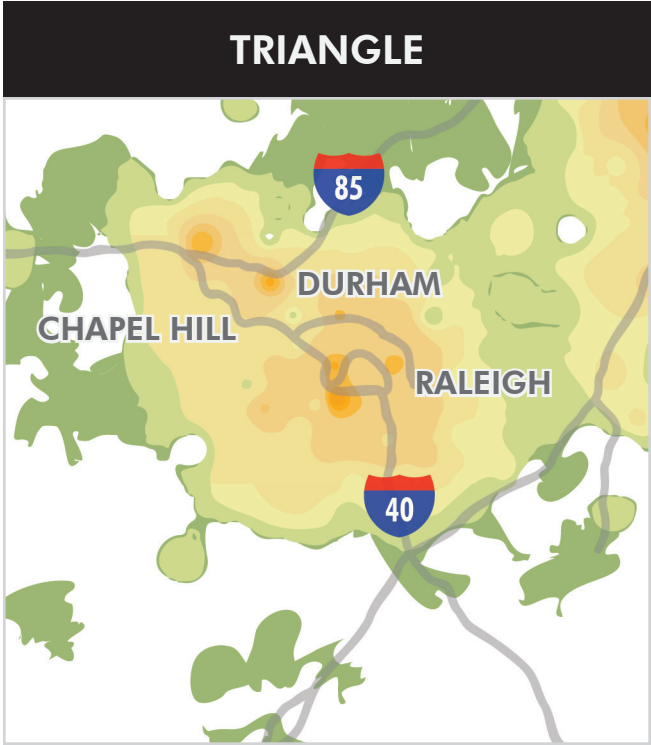
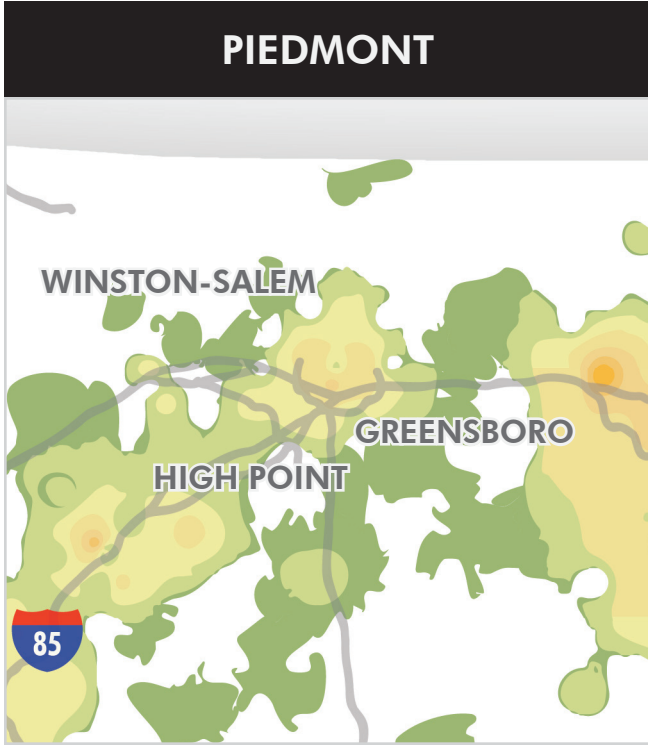
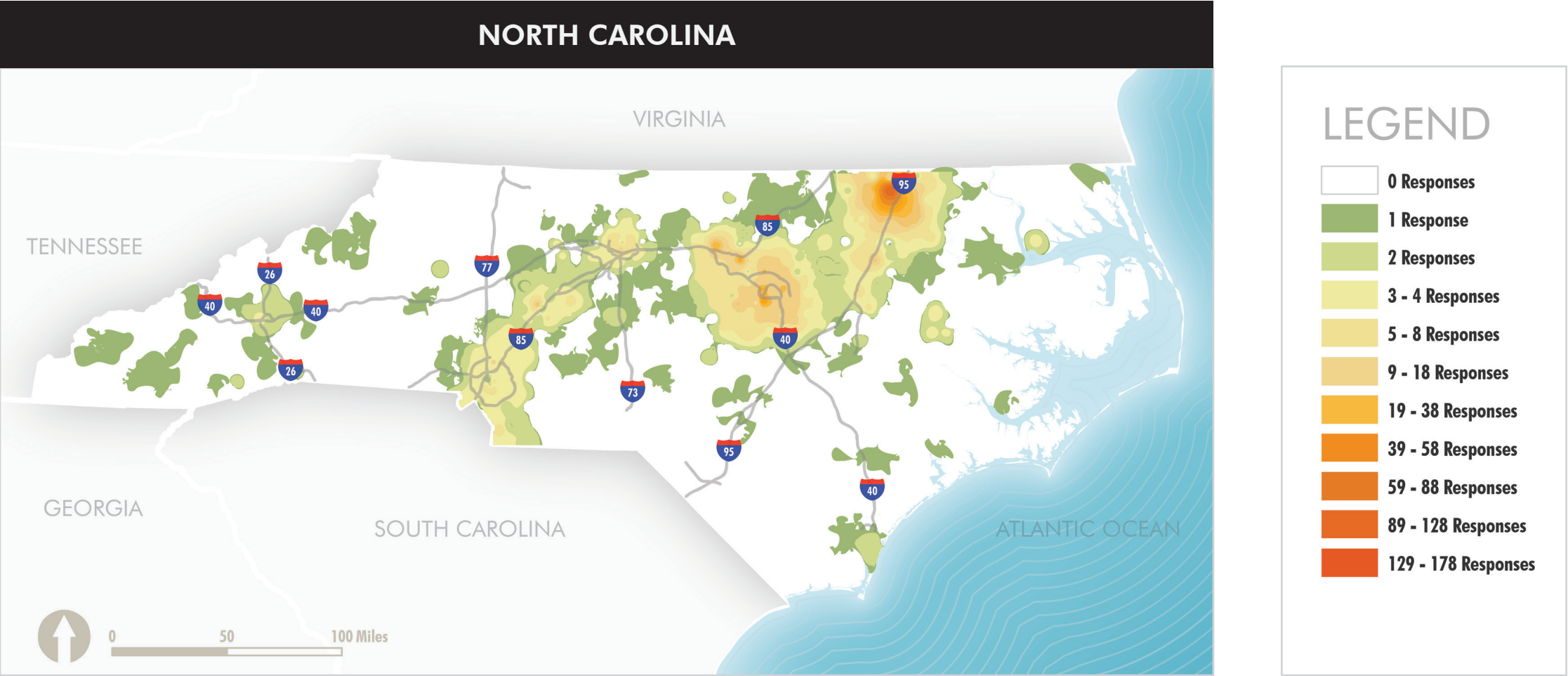




iii. Individuals Who Frequently Travel Between CLT and RAL, Who Do Not Ride the Train



iv. Individuals Who Frequently Travel Between CLT and NYC, Who Do Not Ride the Train

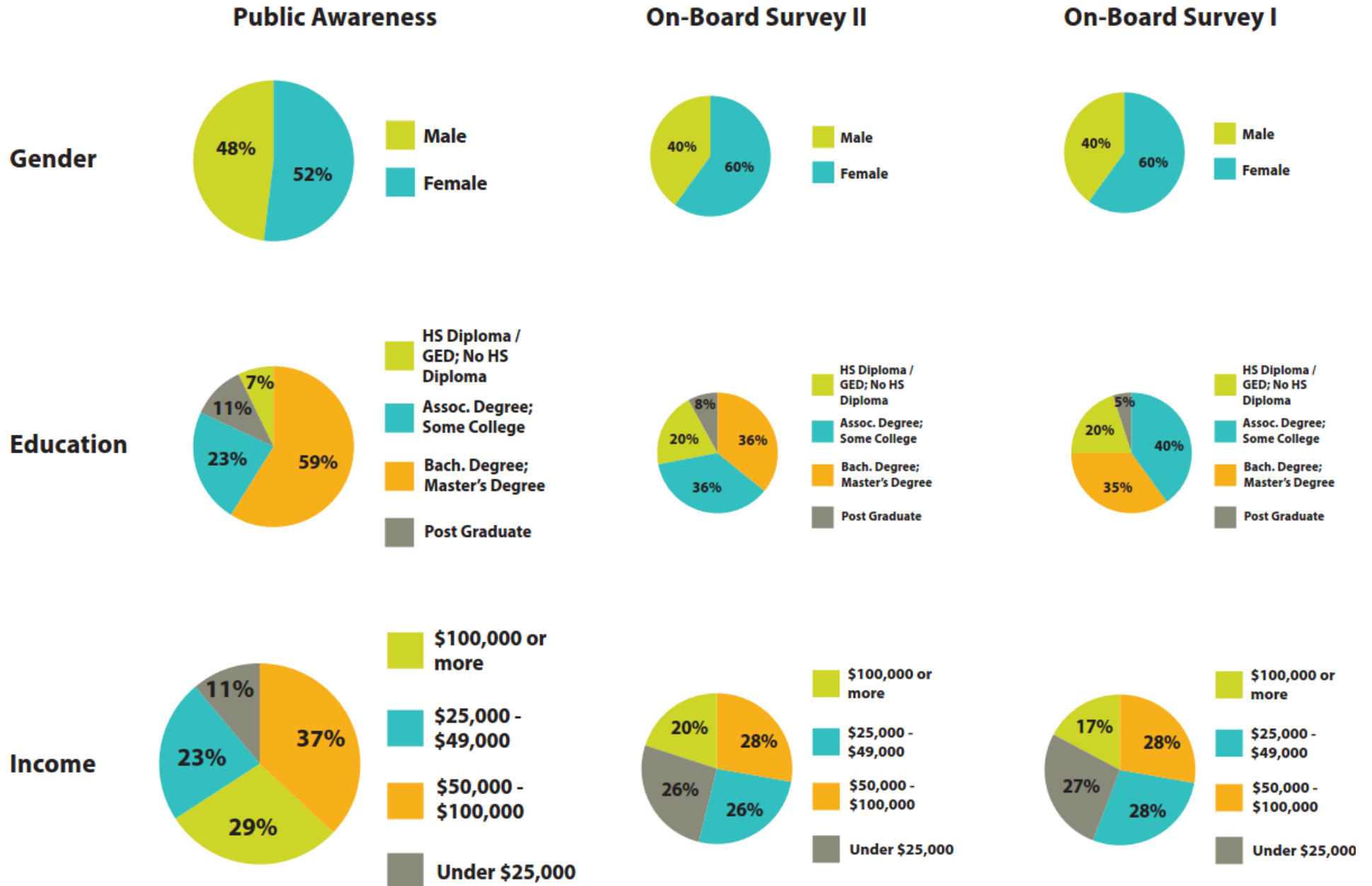


# APPENDIX F – COMPARATIVE CHARTS AND MAPS



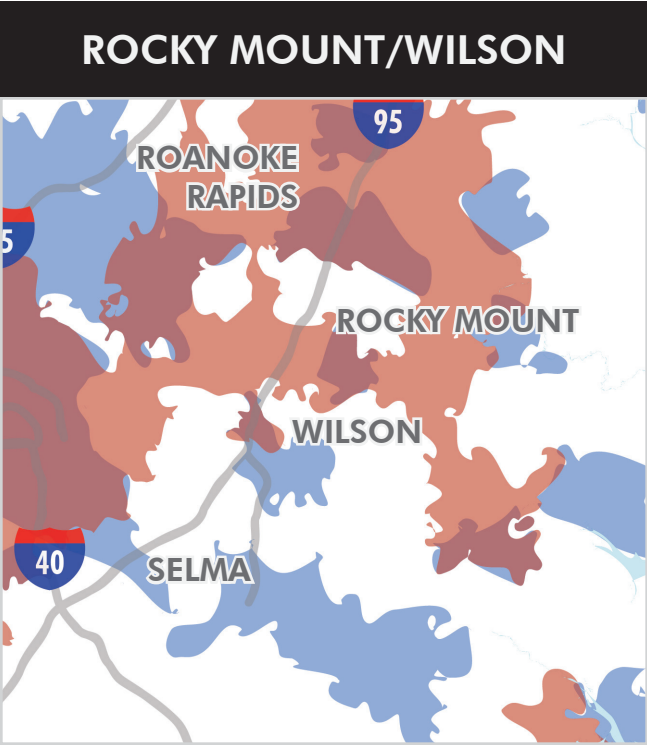
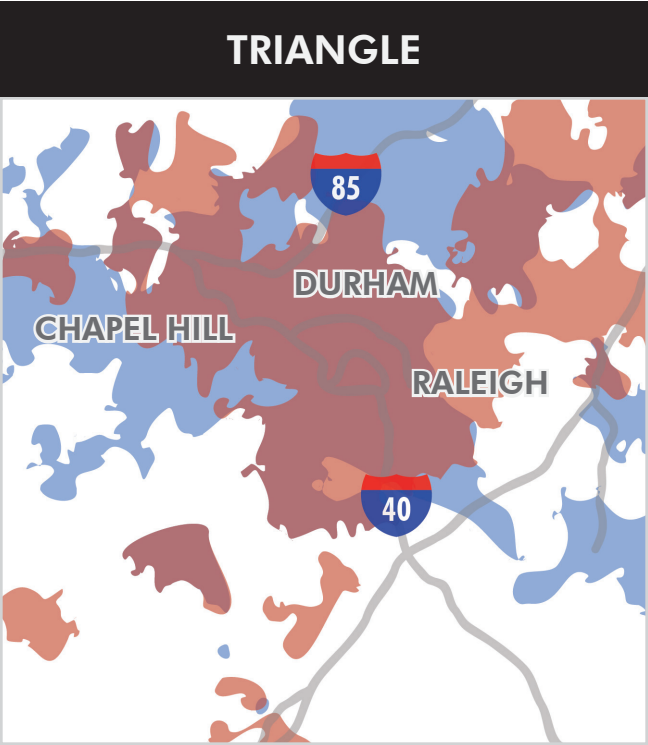
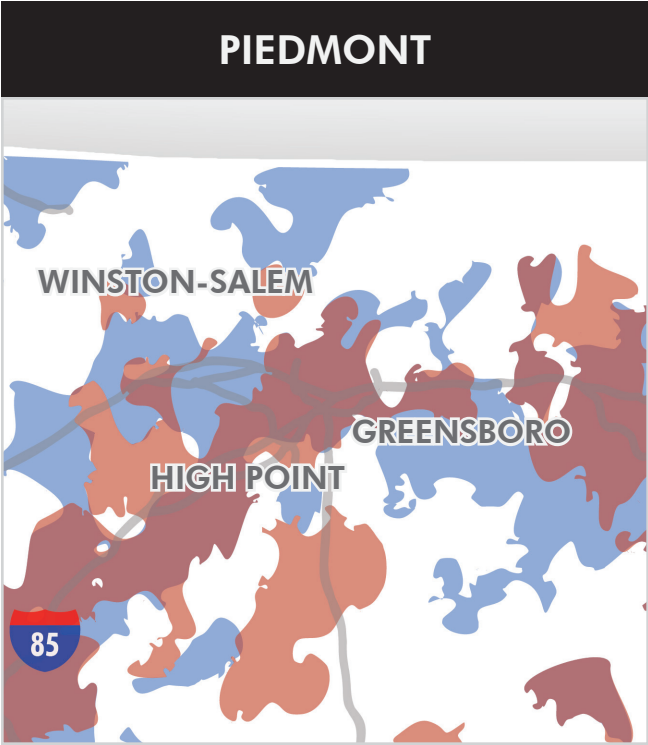
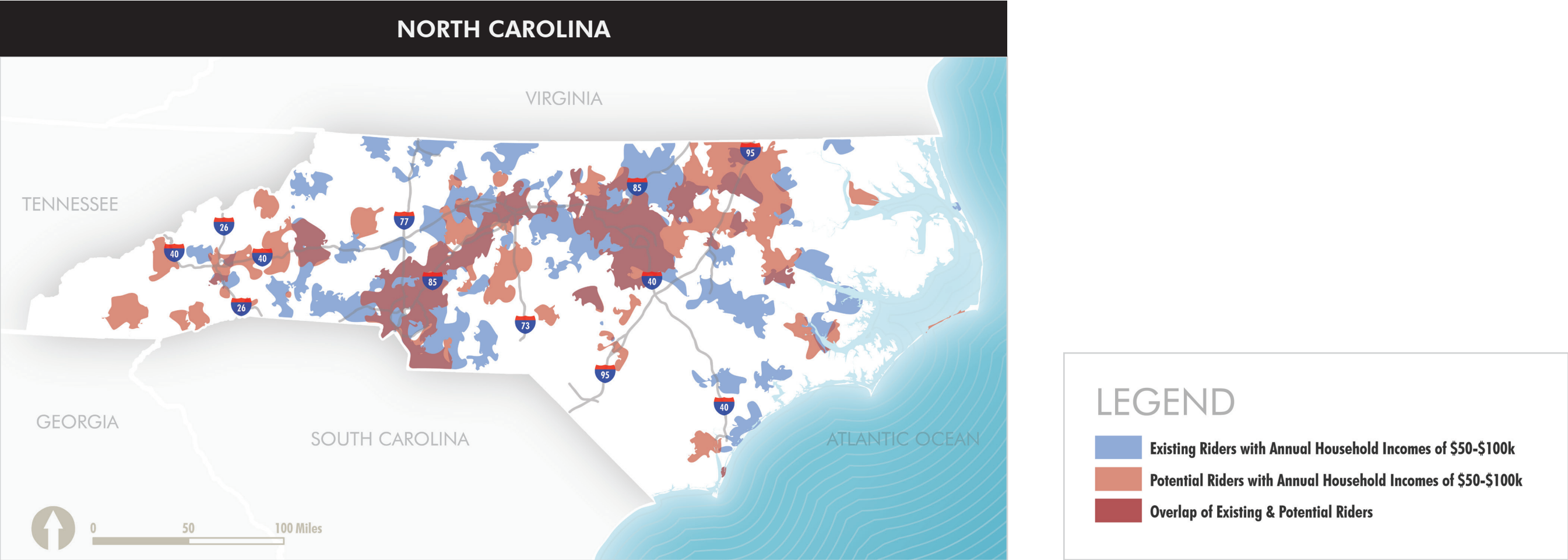
# F.1 Survey Period Comparison

# Survey Period Comparison



## F.2 Comparison of Income

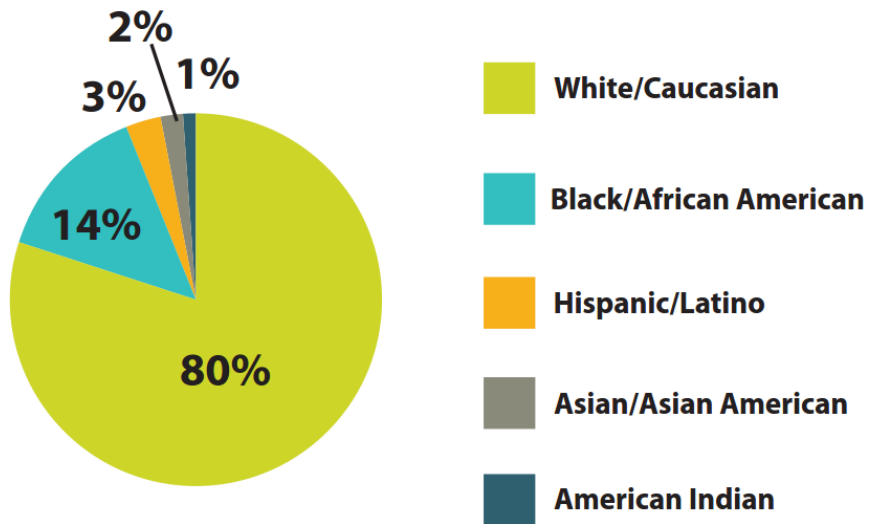
Comparison of Income: Individuals with a Household Income Between \$50,000 and \$100,000; Riders vs. Potential-Riders



# APPENDIX G - COMPARISON OF RESPONSES FOR ETHNICITY

## Comparison of Response for Ethnicity

### Ethnicity (Online)



### Ethnicity (Paper)

