

Make the
CONNECTION



WALK * RIDE * BIKE

2019 NCAMPO CONFERENCE – INTERCITY RAIL

APRIL 25, 2019

Team Member Slide



Jesse Day, AICP

PIEDMONT TRIAD REGIONAL COUNCIL

Jesse Day is the Planning Director for the Piedmont Triad Regional Council, coordinating bicycle, pedestrian, trail, and land use planning.



Mary Sell

TRIANGLE J COUNCIL OF GOVERNMENTS

Mary Sell is a Planner at TJCOG that works on First-Mile, Last-Mile Transportation programming.



Jason Wager, AICP CEP

CENTRALINA COUNCIL OF GOVERNMENTS

Jason Wager is a Principal Planner at the Centralina Council of Governments (CCOG) and serves as Coordinator for the Centralina Clean Fuels Coalition, a US DOE Clean Cities affiliate.

Take Aways



Project Overview

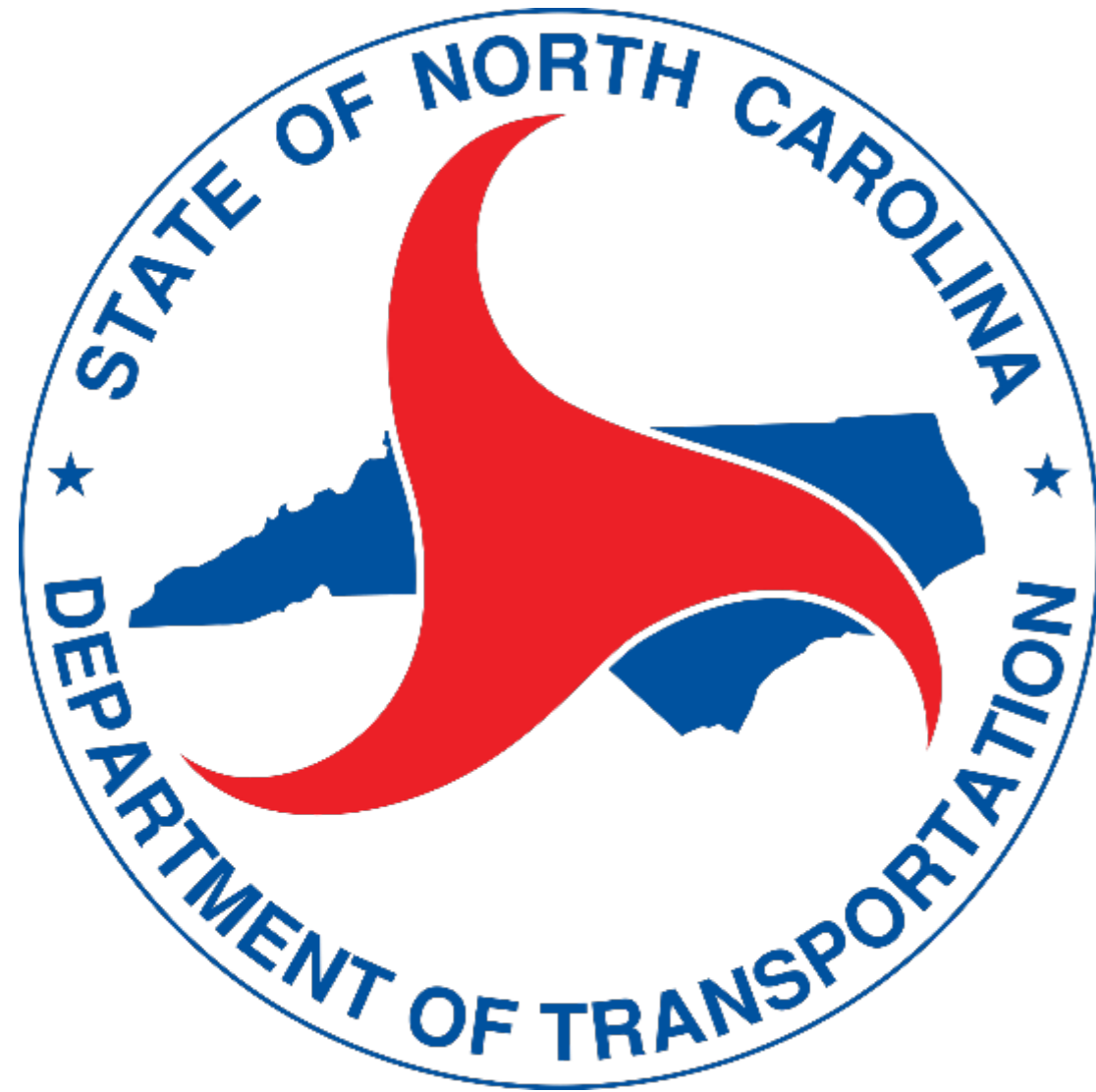
- ✓ Why are we doing this?
- ✓ Who is involved?
- ✓ What will this accomplish?
- ✓ Project timeline



How can you be involved?

- ✓ Partnerships
- ✓ Project events
- ✓ Communications

Regional Partnership



Why



First Mile



Transit



Last Mile

AMTRAK PIEDMONT SERVICE

4-routes daily



Project Timeline



Develop Marketing Plan

Contract with Harbor Studios (Durham, NC)

- Desire to work with a local firm that understood regional context
- Review of demographic outreach strategies
- Held brainstorming sessions with:
 - NCDOT
 - Regional internal stakeholders in:
 - Piedmont region
 - Centralina region
 - Triangle region

Identify Target Audiences

Who will this campaign reach?

- Utility / Function Based Travelers
 - General utility audience
 - College Students
 - Car-light / No-car households
- Leisure Based Travelers
 - General leisure audience
 - Retirees
 - Families
- Work-Based Travelers
 - General work audience
 - Business Travelers
 - Conference Attendees



Target Audiences



Utility



Leisure



Work Based

**“Skip the stress. Reclaim your time.
Travel by train”**

**“Wherever you're going, you can
stay connected along the way”**

— UTILITY TRAVELERS —

**“Get things done while you're
getting there”**

“Travel at the speed of work”

“Getting there is half the fun”

**“Taking the train? Start your
journey here”**

— LEISURE TRAVELERS —

— WORK TRAVELERS —

Mass-Media & Outreach

Contract with Harbor Studios (Durham, NC)

- Desire to work with a local firm that understood regional context
- Review of demographic outreach strategies
- Held brainstorming sessions with:
 - NCDOT
 - Regional internal stakeholders in:
 - Piedmont region
 - Centralina region
 - Triangle region

A young man with a backpack is walking in a school hallway. The image is dimmed and serves as a background for the text.

MEDIA STRATEGY

Recommended Approach

Where to put efforts

Consultants provided a breakdown of all locations and markets for funding media efforts. Provided targeted recommendations for:

- ✓ **Online & Mobile**
Reach specific desired demographics
- ✓ **Print**
Local family lifestyle magazines, op-eds, etc
- ✓ **Social Media**
Flexibility to optimize and modify
- ✓ **Radio**
Pandora, Spotify, Local
- ✓ **Out of Home**
Cinema, Billboards, Experiential



Social Media



Best Bang for Buck

Social Media Driven Approach to build awareness, educate audiences, generate interest and quickly see return on investment. Recommended up to 80% of budget toward social:

- ✓ **Precise Targeting**
Reach specific desired demographics
- ✓ **Ongoing Optimization and Message Testing**
Flexibility to optimize and modify
- ✓ **Compelling / Sharable Messaging**
Visual content that will be shared

Print

Meet people where they're at

Take a local approach to get out in front of folks and meet them where they're at.

- ✓ **Targeted Ads**
Place at travel pain points, show how experience can be easy
- ✓ **Local Magazines**
Place ads and articles in local magazines
- ✓ **Walk Your City**
Create directional signage to put in place throughout city
- ✓ **Flyers, Posters Hang Tags**
Posters promoting rail service along corridor at bus stations and other locales



Multi-Channel



Promotional Partnerships

Provide regionally applicable “experiences” to help bolster the NC by Train campaign.



Weekend Getaway

Curate a weekend of fun, provide an overview of a weekend by train – partner with local media outlets



Multi modal promotions

Provide a discount for those that book w/ bike



Create Promotional Partnerships

Form partnerships with popular venues, events and locations that are regionally specific

A young boy with a backpack is in the foreground, looking towards the camera. In the background, a teacher is interacting with a group of students in a classroom. The scene is dimly lit, with a dark overlay.

PUBLIC EDUCATION AND TRAINING

Public Education & Training

Walking and Bicycling Audits

- Audits will be performed in:
 - Raleigh (Union Station)
 - Durham (Durham Station)
 - Burlington (Burlington Station)
 - Charlotte (Charlotte Station)
- NCDOT has already completed “Connectivity Studies” for select stations
- "Train" local stakeholders on conducting audits
- Provide strategic ideas on how to improve the walking and bicycling environment to local government decision makers



Walking and Bicycling Audits

Primary Purpose

Systematically gather information on the built environment (streets, crossings, land use, etc) and activities and energy of an area.



Opportunity for Experiential Education

Provide audit participants insight into granular conditions of being a pedestrian or bicyclist



Identify Specific Problems

Opportunity to showcase different engineering solutions to address deficiencies. If not available as examples on the walk, can be shown in a slide show



Training on how to advocate for solutions

Participating in the audit can introduce local advocates to transportation decision makers, supporting relationship building and communication.

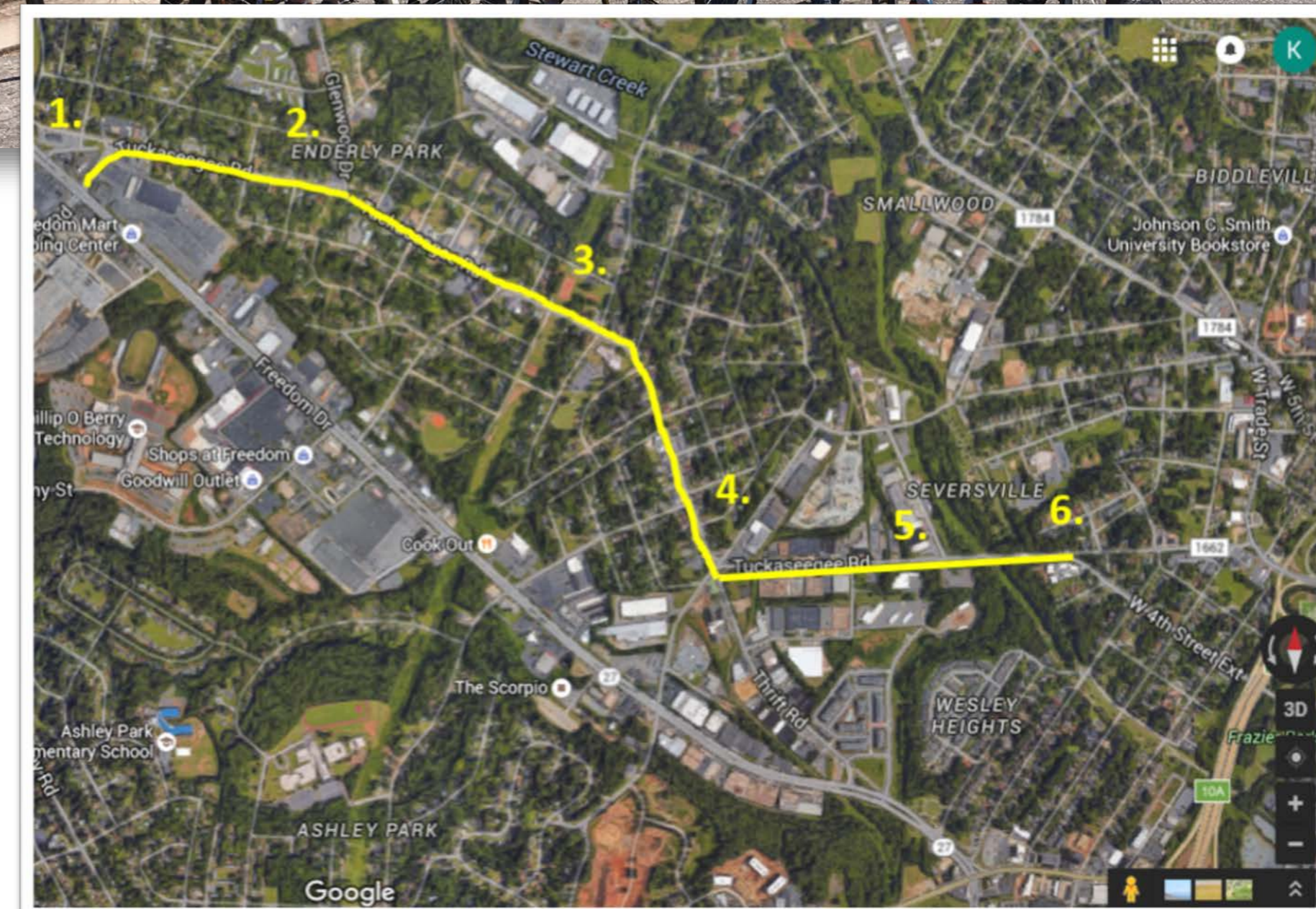


Walking and Bicycling Audits

Setting Up Audits

The audit is a mix of in classroom education and in the field analysis of the built environment.

- ✔ **Build the Right Audience**
Include a diverse group of attendees, advocates, decision makers, health, engineers, public works, planners, landowners, school officials, etc.
- ✔ **Study the Walking/Bicycling Route**
Pick a safe, accessible route, but try to showcase a diversity of street environments so that areas that need attention and changes are seen.
- ✔ **Encourage Participants to Get Out of Their Comfort Zone**
This creates the critical conversations, learning and discovery that a traditional meeting environment usual does not produce.



Walking and Bicycling Audits



Different Toolkits Available

There are several levels of checklists and toolkits available for guiding participants through the audit



Group Size

Groups of 4 or more should conduct the audit. Larger groups may tend to leave some participants out of the critical input.



Provide Follow Up and Next Steps

Encourage the group to continue to engage and discuss actions to be taken in the near and long term to address issues discovered along the route.



Partnership Opportunities

How can you be involved?

Key partnerships are valuable. These allow for:

- ✔ **Better relationships with locally active stakeholders**
Connect us to local supportive partners with a shared interest in growing rail ridership (e.g.-chambers, local transit, visitor bureaus, etc.) that would benefit from first mile/last mile resources and education.
- ✔ **Informing and enhancing the outreach we create**
We can share this project and get feedback at a board meeting of yours or MPO partners. Follow us on social media and be involved in local walk/bike audits.
- ✔ **Extending the credible network by which we communicate**
Do local partners already have activities planned? For example, high impact events with lots of foot traffic to get the word out and gather feedback on rail transportation barriers and opportunities.



Partnership Opportunities

Bikeability and Walkability Audits

We would like broad participation and critical evaluation of walkability and bikeability of train stations in your area.

✓ Connect Us with Supportive Businesses and Organizations

Are there meeting spaces where we could hold an audit? Would they be willing to sponsor lunch? Key businesses that may have their customers or employees utilize the train?

✓ What large events could an audit be part of?

Are there planned events where an audit training could be part of a larger conference or gathering?

✓ How Can MPOs Be Part of the Bike and Walk Audit Process?

- Please **contact Mary** (msell@tjcog.org) with suggestions of MPO staff that would benefit from Audit Training Sessions to occur Summer-Fall 2019.
- Help promote local audits following trainings.
- **Contact Mary** to help host, plan, and/or conduct audits in your area.
- Distribute audit results and findings to MPO stakeholders and decision makers



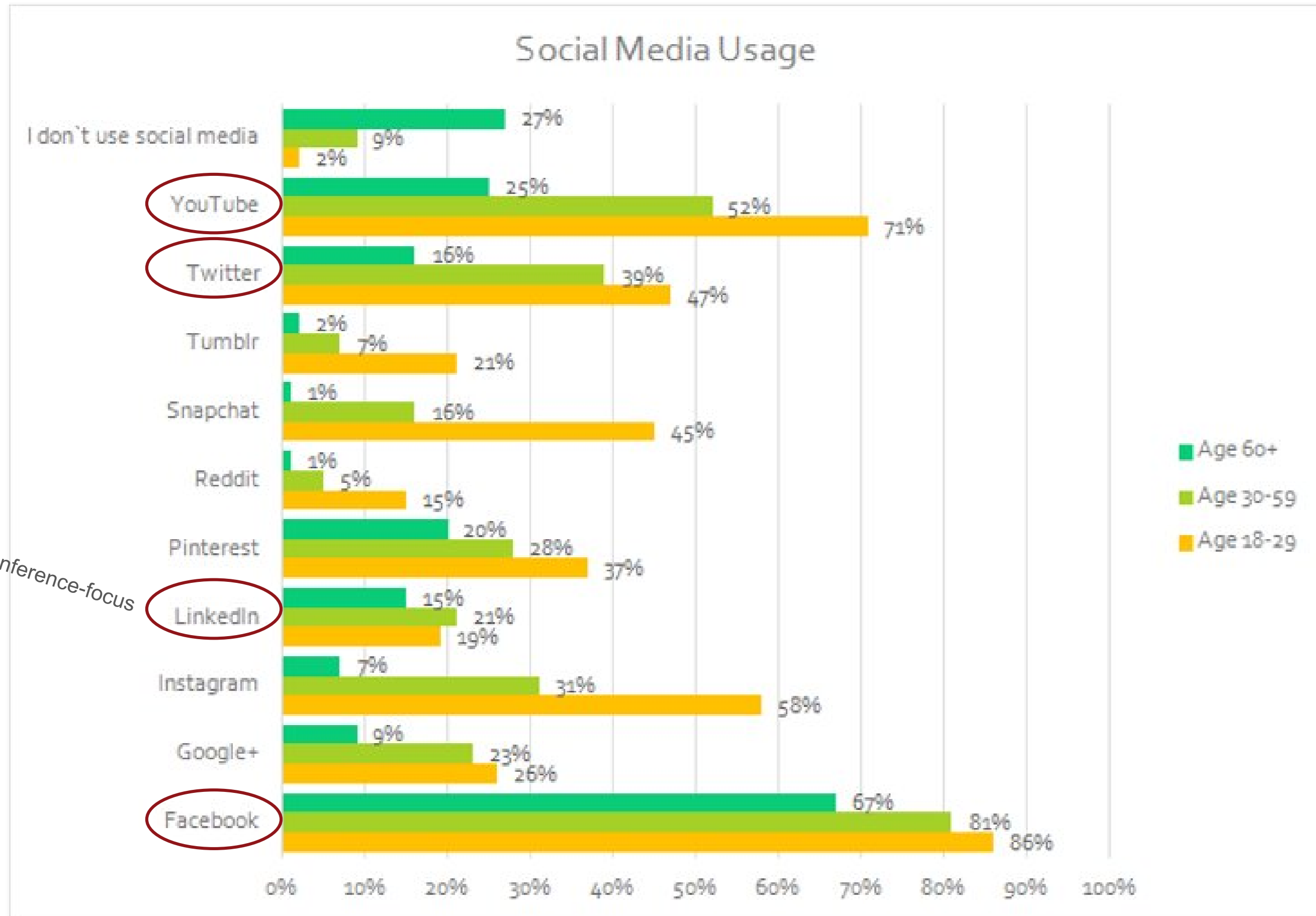
Social Media

Platforms

Will work with NCDOT to maximize existing presence across various platforms and also seek partners, such as MPOs, to maximize our outreach potential. As this content and strategy is developed, hashtags and requests to follow will emerge.

Messages, delivery, and platforms will vary based on identified audiences

- ✓ Utility/Function-based Travelers
- ✓ Leisure-based Travelers
- ✓ Work-based Travelers



Make the
CONNECTION



WALK * RIDE * BIKE

Jesse Day

PIEDMONT TRIAD REGIONAL COUNCIL

jday@ptrc.org

Mary Sell

TRIANGLE J COUNCIL OF GOVERNMENTS

msell@tjcog.org

Jason Wager, AICP CEP

CENTRALINA COUNCIL OF GOVERNMENTS

jwager@centralina.org

THANK YOU!