



*STIP P4.0 Round 1 Public Outreach*  
*Final Outreach Results*

**MetroQuest Webinar**

November 9, 2016





# *Outreach Efforts*



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## ADVERTISEMENTS/MARKETING

- Press Releases - Statewide and Division
- STIP Flyer - Statewide
- Stakeholder mailings & Email (95)
  - State Agencies
  - Other State Organizations
  - Underserved/Underrepresented groups
  - Hispanic/Latino groups

# *Outreach Efforts*

## ADVERTISEMENTS/MARKETING

- Universities/Colleges Student Groups
- College Engineering Programs
- Statewide City Public Information Officers list
- I-heart Radio Peak Hour announcements-  
Statewide and Division
- Spanish Radio announcements

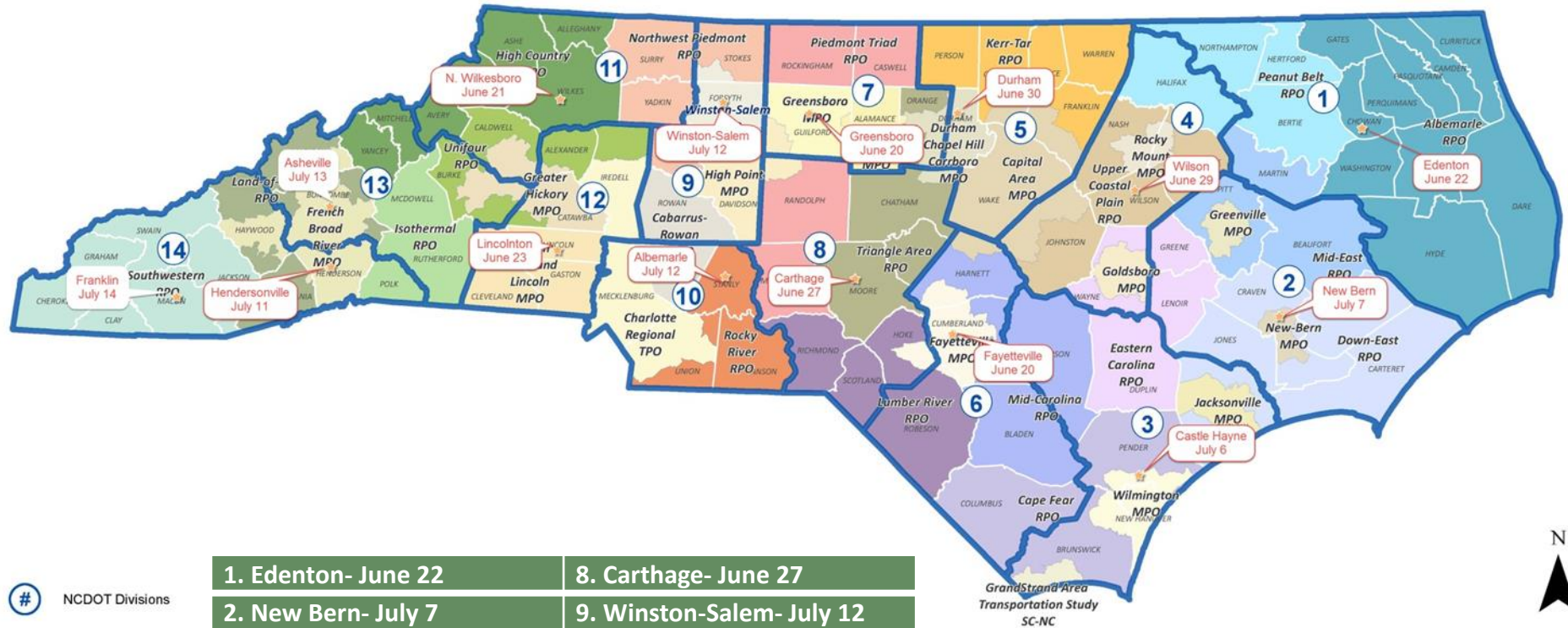
# *Outreach Efforts*

## ADVERTISEMENTS/MARKETING

- STIP Byte - Mass mailing & media
- NCDOT website Homepage flash ad
- NCDOT Web-notices
- Local Public Services Announcements (Radio and TV)
- Social Media



# Public Meetings



1. Edenton- June 22	8. Carthage- June 27
2. New Bern- July 7	9. Winston-Salem- July 12
3. Castle Hayne- July 6	10. Albemarle- July 12
4. Wilson- June 29	11. N. Wilkesboro- June 21
5. Durham- June 30	12. Lincolnton- June 23
6. Fayetteville- June 20	13. Black Mountain- July 13
7. Greensboro- June 20	14. Hendersonville- July 11
	Franklin- July 14

# *Public Meetings*


## Division 9



# MetroQuest

WELCOME





Welcome to Region A (Div 1 & 4)



**State Transportation Improvement Program 2018-2027**

North Carolina Department of Transportation invites you to provide your input, and participate in the development of the 10-year STIP document, by identifying projects throughout the state. NCDOT updates its STIP every two years.

[Begin](#)




Projects in the Regional Impact category receive 30% of available revenue. Data makes up 70% of the project scores in this category and 30% for the local rankings.

2RANKING

3PROJECTS

4STAY INVOLVED



8

8

Transportation



# *Results*



# *Visitor Summary: Statewide*

## 2015 – MySidewalk (formerly MindMixer)

Total Visits to Site: 160

Total Visits with Data: 70

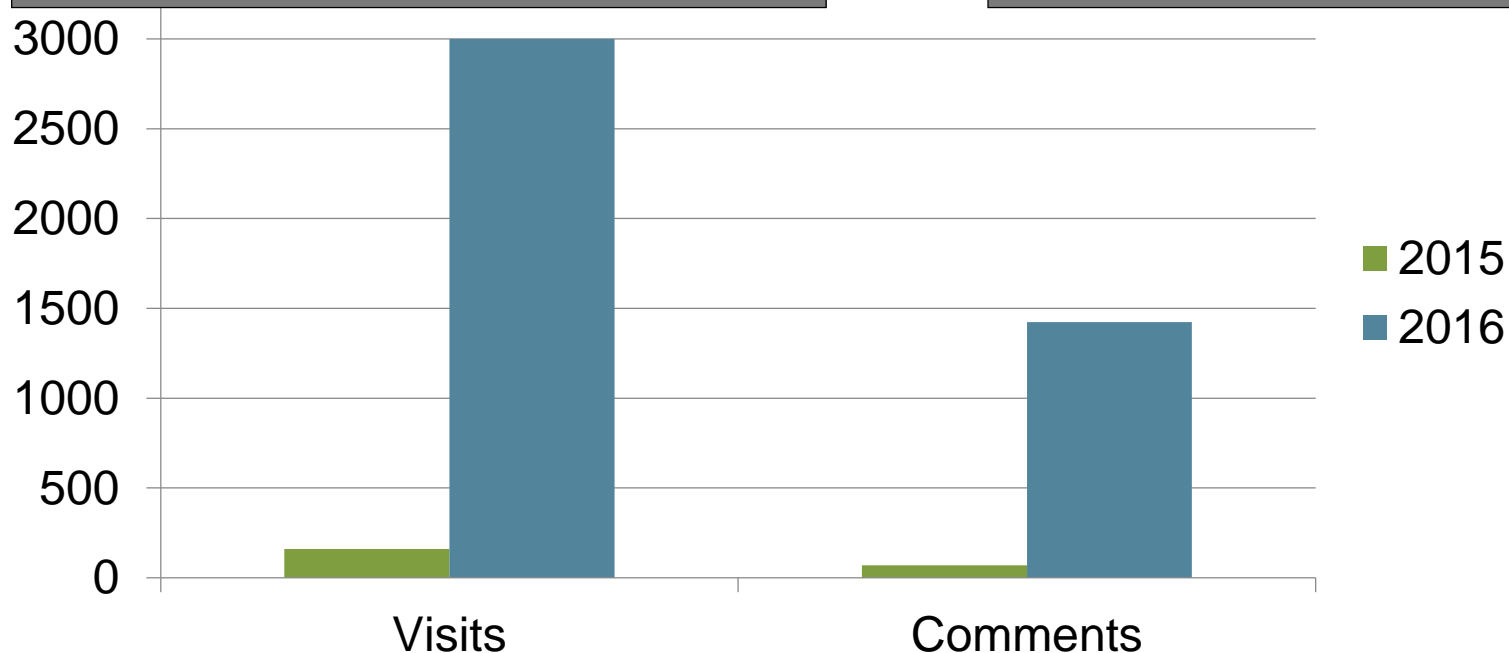
Response Rate: 43%

## 2016 – MetroQuest

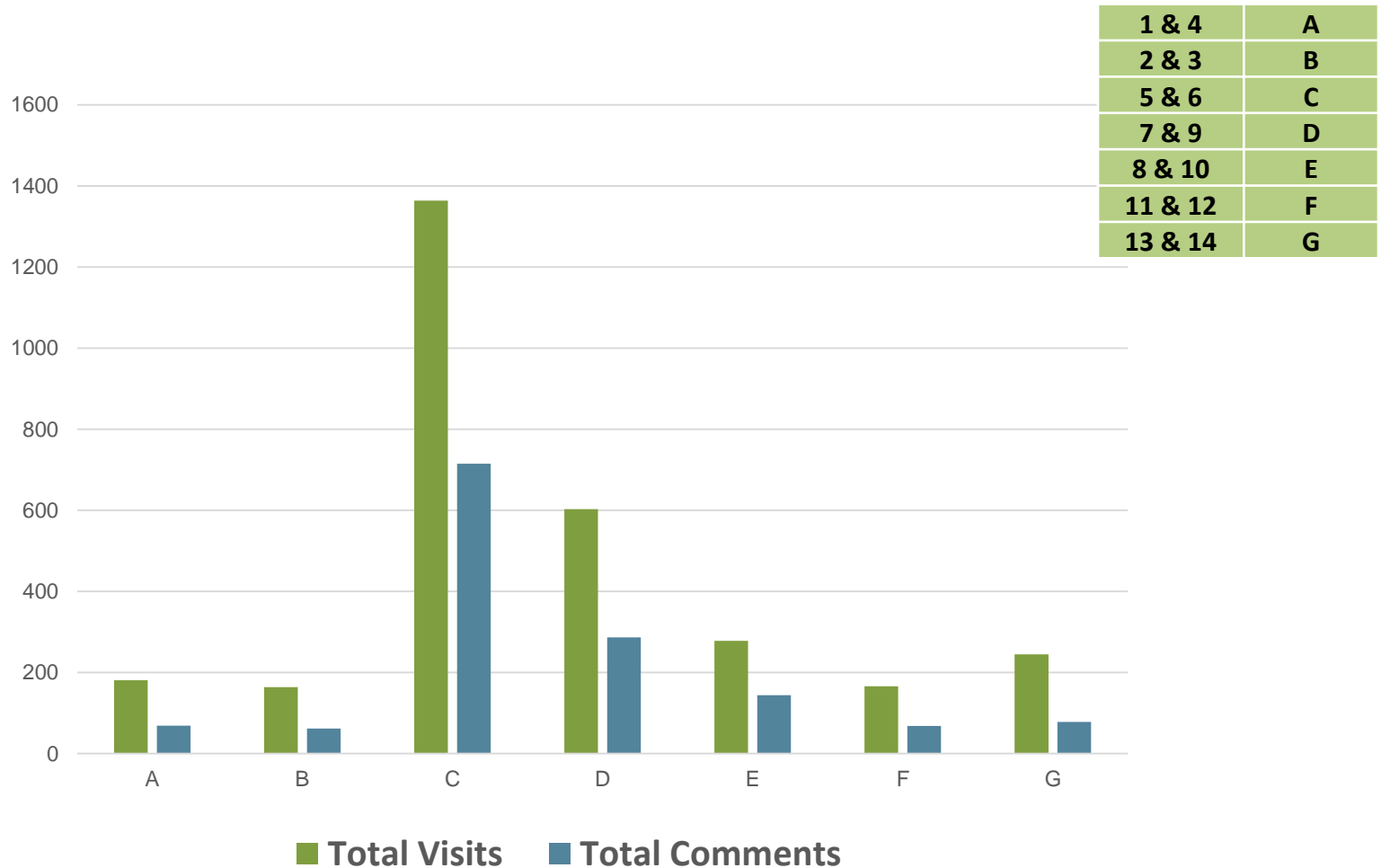
Total Visits to Site: 3001

Total Visits with Data: 1423

Response Rate: 47%

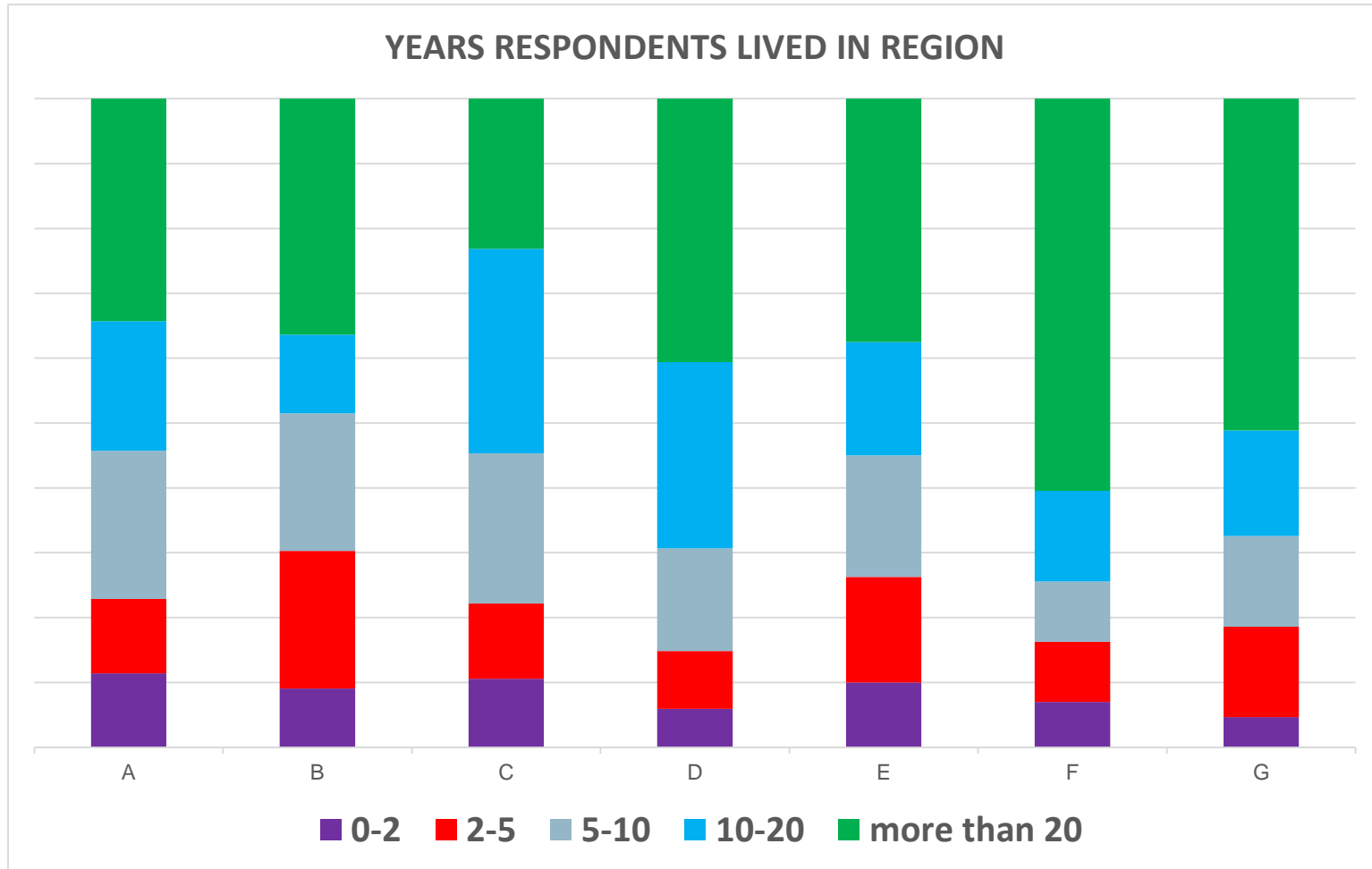


# Visitor Summary: Funding Region



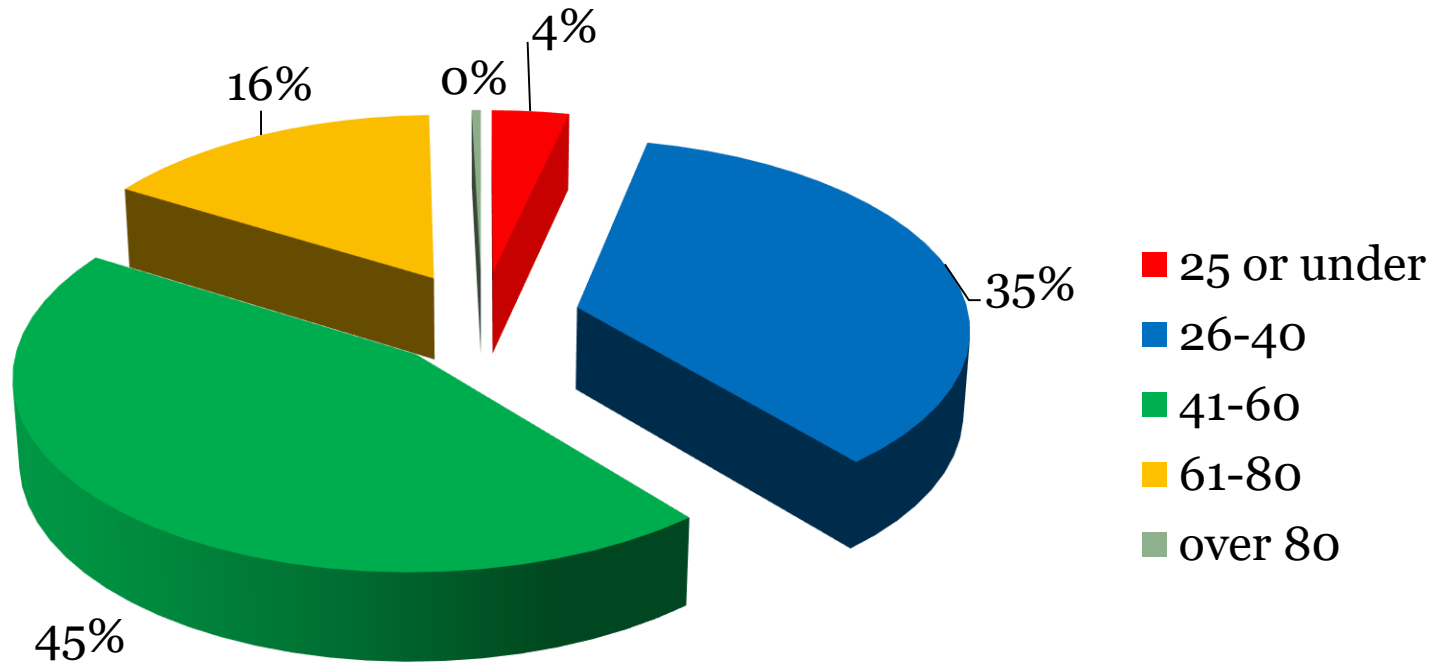


# *Visitor Summary: Years Residing in Region*

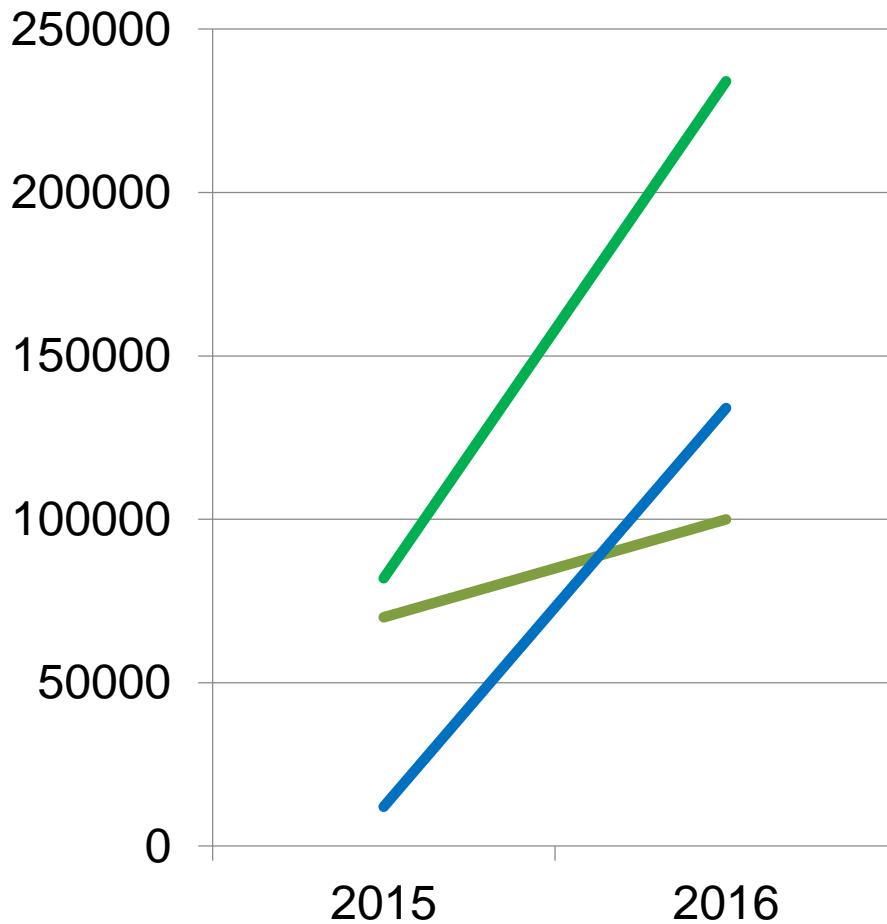


# *Visitor Summary - Age*

**Percent of Total**



# Expenses

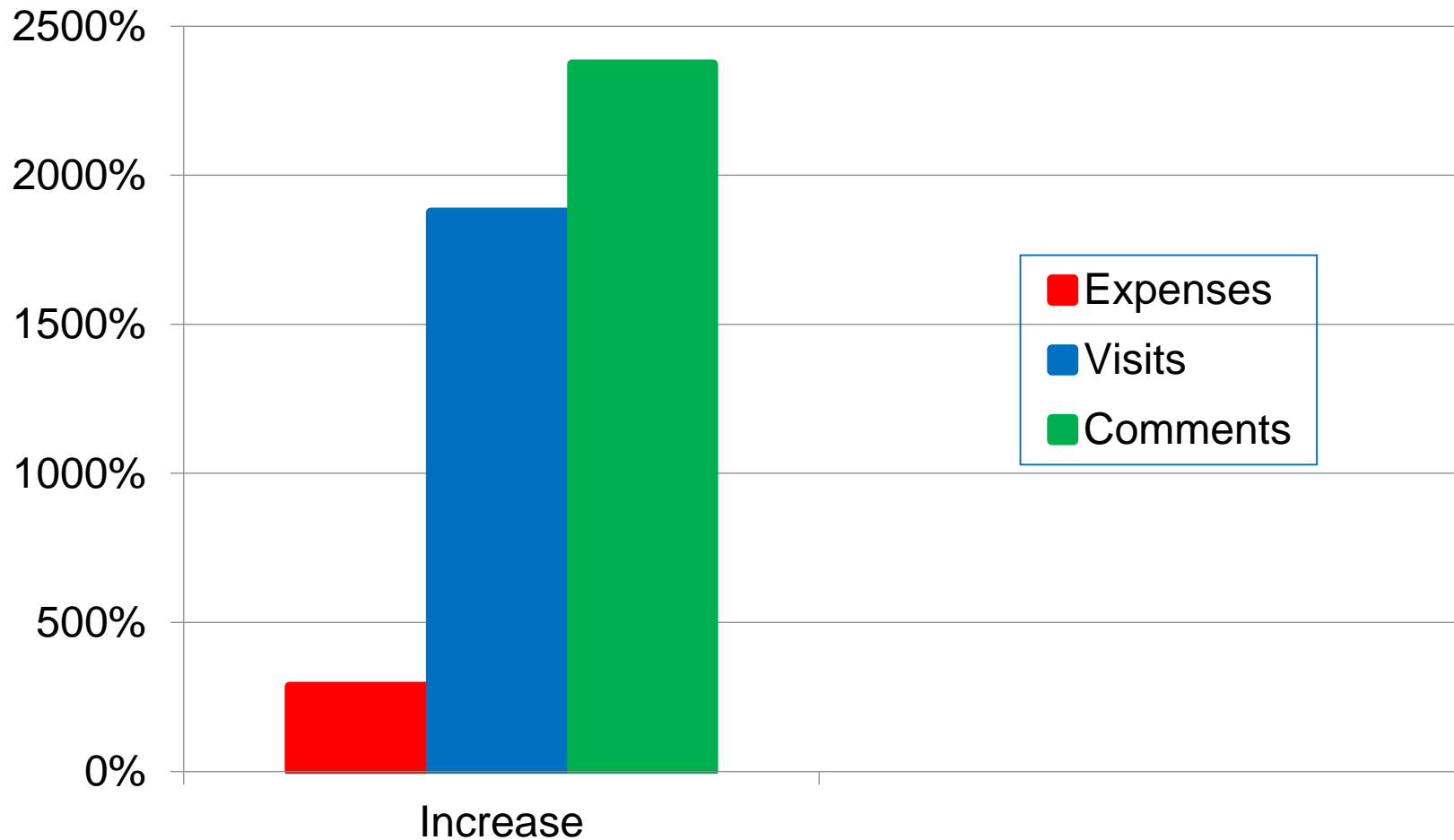


	Personnel	Survey/Marketing	Total
2015	70,000	12,000	82,000
2016	100,000	134,000	234,000

— Personnel  
— Survey/Marketing  
— Total



# *Outreach Comparison Traditional vs New*



# *Questions*

