

Core Technical Team Meeting #1

June 11, 2015 – 2PM to 4PM

The Clayton Center, Rotary Room

111 East Second Street

Clayton, NC 27520

Notes

- ◆ Study Overview
 - ◆ The project is projected to be completed in August 2016.
 - ◆ The study is not intended to replace local-level zoning and land use planning. It's intended to connect regionally.
 - ◆ There will be 8 to 10 locations identified as hot spots, locations where there is an immediate safety or operational need.
 - ◆ The project deliverables will include a Summary Workbook, Project Inventory, and Best Practices Toolbox.
 - ◆ All member jurisdictions will be provided a copy of the CommunityViz model upon completion of the study.

- ◆ CTT
 - ◆ This first CTT meeting will be the only meeting where we talk about what we are going to do in subsequent meetings.
 - ◆ CTT meetings will occur the 2nd Thursday of every month from 2PM to 4PM.
 - ◆ Bob Clark (Archer Lodge) will host the next CTT on July 9th.
 - ◆ Reid Elmore and Jiles Harrell should be added to the CTT.
 - ◆ Smaller municipalities in the study area that do not have the time or resources to devote to full CTT participation should be included in the stakeholder interview process.

- ◆ SOT
 - ◆ The SOT should include someone from FHWA.
 - ◆ SOT meetings will take place before the public symposia.
 - ◆ Use the SOT to talk about how SEAS integrates with the CTP and MTP.
 - ◆ Discuss the level of endorsement we can get from each jurisdiction.
 - ◆ Avoid Mondays and Fridays.
 - ◆ Include NCDOT's bicycle/pedestrian and transit divisions when applicable.
 - ◆ Include elected officials.

- ◆ Public Engagement
 - ◆ The turnout for a I-40/NC 42 public meeting would be good.
 - ◆ The project team must engage Title VI populations.
 - ◆ Use Wake County's PIO.
 - ◆ Work through the Chamber of Commerce; they have several Hispanic business owners.
 - ◆ Conduct a demographic analysis to identify geographic targets.
 - ◆ Review CAMPO's PIP to identify communities.
 - ◆ There is a large Hispanic population in unincorporated Wake County outside of Garner.
 - ◆ We should consider the use of Instagram or Vine to reach a younger demographic.
 - ◆ The Clayton Harvest Festival in September could be a good opportunity to promote SEAS at a booth with posters.
 - ◆ Consider promotion at the Clayton Farmers Market.
 - ◆ Major event on July 3rd at Lake Benson in Garner; good opportunity to launch website and distribute information cards.
 - ◆ Think about imagery that can be included to help identify the study.
 - ◆ Align with success in the area.
 - ◆ Find provocative themes or trends.
 - ◆ NEAS used MetroQuest for scenario planning and took it to community events. We could plan a traveling road show to existing community groups.