

## Stakeholder Oversight Team Meeting #1

PREFACE ▪ RESULTS ▪ NEXT STEPS

*Date:* August 13, 2015 – 2PM to 4PM  
*Location:* The Clayton Center, Rotary Room  
111 East Second Street  
Clayton, NC 27520

### Preface

The first Stakeholder Oversight Team (SOT) Meeting occurred on August 13, 2015 at the Clayton Center’s Rotary Room. The initial meeting offered a briefing on the organization and objectives of the Southeast Area Study and highlights of the key deliverables and outcomes of the planning process. The meeting was structured to include participatory planning techniques to document existing concerns and capture the SOT members’ desired vision for the future.

### Agenda/Schedule

Check-in, Introduction, Welcome and Background
<b>Keypad Polling</b>
“What Do We Know?” Presentation (growth, transportation, land use)
Planning Theme Discussion
<b>Priority Pyramid Exercise</b>
<b>Thought Wall</b>
Wrap-up and Public Engagement Announcement

## Results

Three participatory exercises were used to gather input from the SOT during the meeting: keypad polling, the priority pyramid, and the thought wall.

### Priority Pyramid

The intent of the Priority Pyramid exercise was to ask participants to prioritize a preliminary list of nine planning themes. The planning themes will ultimately inform the creation of performance measures by which alternative scenarios will be quantitatively and qualitatively evaluated later on in the study. The nine planning themes presented at the SOT meeting were as follows:



Each participant received a game board displaying a pyramid and nine placards representing the planning themes. Participants were challenged to select the theme they deemed most important, followed by two secondary themes, and three tertiary themes. Participants posted their game boards on the wall, grouped by each pyramid's top priority.

Southeast Area Study

LEGEND		Traffic Flow			Multimodal Mobility			Network Connectivity			Sustainable Growth			Economic Vitality		
Top Priority = 3 points																
Second Tier Priority = 2 points		1	8	9	0	9	15	1	10	9	7	8	12	9	8	11
Third Tier Priority = 1 point																
Weighted Average		20			19			23			37			43		
Frequency of Comment		18			24			20			27			28		
Rank by Weighted Average		5			6			4			3			2		
Rank by Frequency of Comment		6			4			5			2			1		
		Livability			Rural Preservation			Freight Movement			Travel Safety					
		8	13	5	0	1	12	0	3	6	4	0	10			
		50			3			7			13					
		26			13			9			14					
		1			9			8			7					
		3			8			9			7					

Based on a weighted average by primary (3 points), secondary (2 points), and tertiary (1 point) tier priorities, the results showed **Livability** to be the most important planning theme with **Economic Vitality** and **Sustainable Growth** following closely behind. The same three planning themes, in a different order, were also the most frequently chosen by the participants to include anywhere in their priority pyramid boards. The results of this exercise will serve as a foundation of a community dialogue that will continue throughout the planning process.

Thought Wall

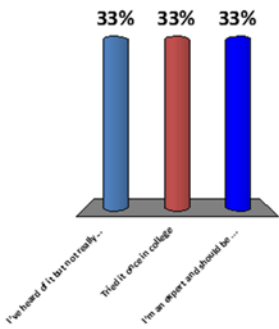
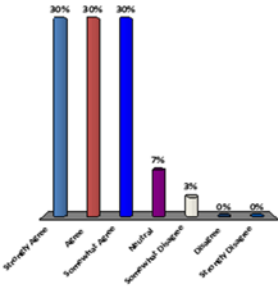
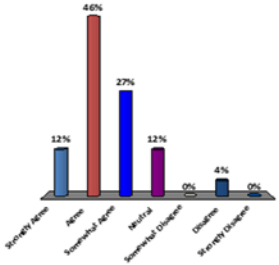
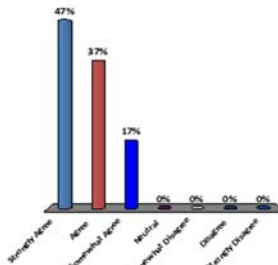
For the Thought Wall activity, participants were asked to identify their top five specific topics, issues, challenges, or concerns. They wrote these thoughts down on five separate notecards (one red and four yellow). Participants were asked to write their most important comment on the pink piece of paper. Participants were then asked to place each of their comments under one of the nine planning themes posted on the designated “Thought Wall,” underneath the priority pyramid game boards. This organization method allowed the project team to analyze the Thought Wall results by planning theme, based on frequency of comment as well as individual expression of priority topics.

		Traffic Flow		Multimodal Mobility		Network Connectivity		Sustainable Growth		Economic Vitality	
		Priority	General	Priority	General	Priority	General	Priority	General	Priority	General
Count		12	22	4	30	6	15	1	5	2	6
Total										8	
		Livability		Rural Preservation		Freight Movement		Travel Safety			
		Priority	General	Priority	General	Priority	General	Priority	General		
		2	14	0	2	1	4	3	10		
		16		2		5		13			

In terms of frequency of comment, **Traffic Flow**, **Multimodal Mobility**, and **Network Connectivity** were the top three planning themes. Through individual expression of priority topics, Traffic Flow received the most priority comments (12). Network Connectivity followed behind with 6 priority comments.

## Keypad Polling

During the meeting, SOT members were asked various keypad polling questions, and each member voted electronically. The results of each question were showcased to the SOT immediately. The following images highlight a sampling of questions and answers from the exercise:

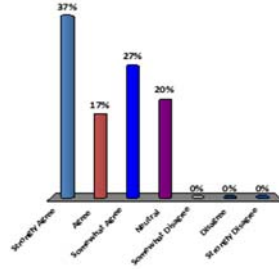
<p><b>SEAS</b> SOUTHEAST AREA STUDY</p> <p><b>When considering transportation planning:</b></p> <p>A. I've heard of it but not really sure what it is</p> <p>B. Tried it once in college</p> <p>C. I'm an expert and should be giving this presentation</p>  <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>I've heard of it but not really sure what it is</td> <td>33%</td> </tr> <tr> <td>Tried it once in college</td> <td>33%</td> </tr> <tr> <td>I'm an expert and should be giving this presentation</td> <td>33%</td> </tr> </tbody> </table>	Category	Percentage	I've heard of it but not really sure what it is	33%	Tried it once in college	33%	I'm an expert and should be giving this presentation	33%	<p><b>SEAS</b> SOUTHEAST AREA STUDY</p> <p><b>1) I value communities that grow while keeping their small town feeling.</b></p> <p>A. Strongly Agree</p> <p>B. Agree</p> <p>C. Somewhat Agree</p> <p>D. Neutral</p> <p>E. Somewhat Disagree</p> <p>F. Disagree</p> <p>G. Strongly Disagree</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>30%</td> </tr> <tr> <td>Agree</td> <td>30%</td> </tr> <tr> <td>Somewhat Agree</td> <td>30%</td> </tr> <tr> <td>Neutral</td> <td>7%</td> </tr> <tr> <td>Somewhat Disagree</td> <td>3%</td> </tr> <tr> <td>Disagree</td> <td>0%</td> </tr> <tr> <td>Strongly Disagree</td> <td>0%</td> </tr> </tbody> </table>	Response	Percentage	Strongly Agree	30%	Agree	30%	Somewhat Agree	30%	Neutral	7%	Somewhat Disagree	3%	Disagree	0%	Strongly Disagree	0%								
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<p><b>SEAS</b> SOUTHEAST AREA STUDY</p> <p><b>2) I value the rural character of the study area.</b></p> <p>A. Strongly Agree</p> <p>B. Agree</p> <p>C. Somewhat Agree</p> <p>D. Neutral</p> <p>E. Somewhat Disagree</p> <p>F. Disagree</p> <p>G. Strongly Disagree</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>32%</td> </tr> <tr> <td>Agree</td> <td>46%</td> </tr> <tr> <td>Somewhat Agree</td> <td>27%</td> </tr> <tr> <td>Neutral</td> <td>32%</td> </tr> <tr> <td>Somewhat Disagree</td> <td>0%</td> </tr> <tr> <td>Disagree</td> <td>4%</td> </tr> <tr> <td>Strongly Disagree</td> <td>0%</td> </tr> </tbody> </table>	Response	Percentage	Strongly Agree	32%	Agree	46%	Somewhat Agree	27%	Neutral	32%	Somewhat Disagree	0%	Disagree	4%	Strongly Disagree	0%	<p><b>SEAS</b> SOUTHEAST AREA STUDY</p> <p><b>3) I value improved access to other places in the larger Raleigh area.</b></p> <p>A. Strongly Agree</p> <p>B. Agree</p> <p>C. Somewhat Agree</p> <p>D. Neutral</p> <p>E. Somewhat Disagree</p> <p>F. Disagree</p> <p>G. Strongly Disagree</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly Agree</td> <td>47%</td> </tr> <tr> <td>Agree</td> <td>37%</td> </tr> <tr> <td>Somewhat Agree</td> <td>17%</td> </tr> <tr> <td>Neutral</td> <td>0%</td> </tr> <tr> <td>Somewhat Disagree</td> <td>0%</td> </tr> <tr> <td>Disagree</td> <td>0%</td> </tr> <tr> <td>Strongly Disagree</td> <td>0%</td> </tr> </tbody> </table>	Response	Percentage	Strongly Agree	47%	Agree	37%	Somewhat Agree	17%	Neutral	0%	Somewhat Disagree	0%	Disagree	0%	Strongly Disagree	0%
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Southeast Area Study

**SEAS** SOUTHEAST AREA STUDY

**5) I value short commute distances.**

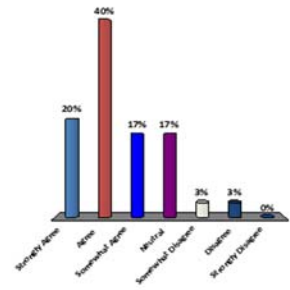
- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Neutral
- E. Somewhat Disagree
- F. Disagree
- G. Strongly Disagree



**SEAS** SOUTHEAST AREA STUDY

**6) I value the presence of a strong agricultural component to our local economy.**

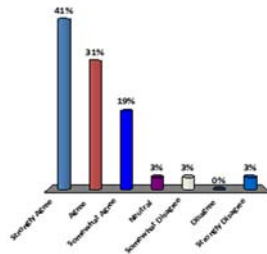
- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Neutral
- E. Somewhat Disagree
- F. Disagree
- G. Strongly Disagree



**SEAS** SOUTHEAST AREA STUDY

**9) New mixed-use centers should play an important role in accommodating future growth.**

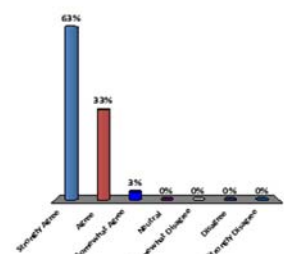
- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Neutral
- E. Somewhat Disagree
- F. Disagree
- G. Strongly Disagree



**SEAS** SOUTHEAST AREA STUDY

**8) I value attracting new businesses to the study area that improve our economic growth and opportunities.**

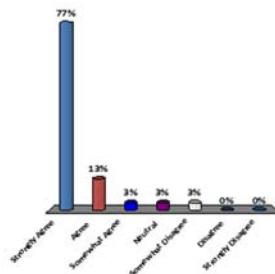
- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Neutral
- E. Somewhat Disagree
- F. Disagree
- G. Strongly Disagree



**SEAS** SOUTHEAST AREA STUDY

**15) I value multiple modes of transportation that lead to less traffic congestion, more walkability, and better access to outdoor recreational areas.**

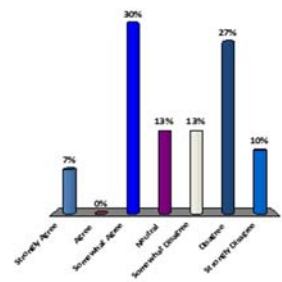
- A. Strongly Agree
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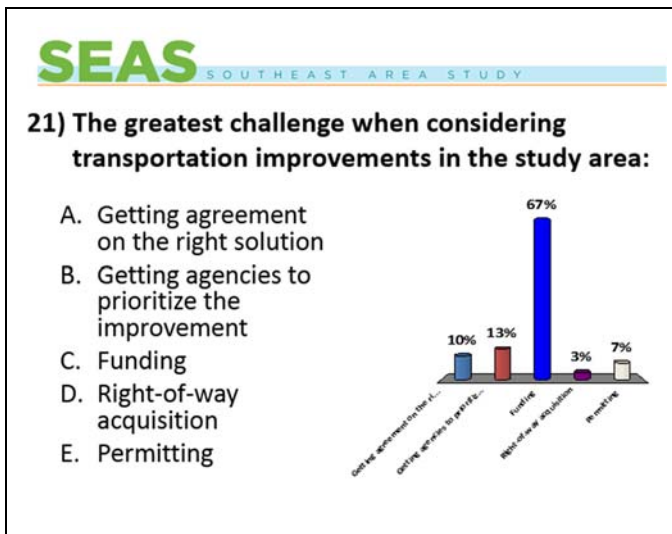


**SEAS** SOUTHEAST AREA STUDY

**16) Our study area is prepared to accommodate future growth.**

- A. Strongly Agree
- B. Agree
- C. Somewhat Agree
- D. Neutral
- E. Somewhat Disagree
- F. Disagree
- G. Strongly Disagree





## Next Steps

The results of these participatory exercises will be reviewed by the Core Technical Team (CTT) on September 10, 2015. The CTT will use the results to finalize a list of eight planning themes for the study. The results will also be used to identify hot topic issues to address in upcoming stakeholder interviews. Furthermore, these qualitative and quantitative SOT results provide a reference point for the additional data that will be generated by similar exercises at the first public symposium on October 8, 2015.