



Transportation Advisory Committee (TAC) Meeting  
Wednesday, October 15<sup>th</sup>, 2014  
10:30 a.m.  
Triad Park  
9652 West Market Street, Shelter 1  
Kernersville, NC 27284

## AGENDA

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**Welcome and Ethics Statement** Sharon Conaway

**Action Items**

- I. TCC Minutes – August 20, 2014 Sharon Conaway  
TCC Minutes – August 27, 2014
- II. Bylaws Update Sharon Conaway
  - a. TCC Membership/Voting Rights
- III. Resolution of Support Sharon Conaway
  - a. Piedmont Together Resolution of Support
  - b. Yadkinville Bicycle & Pedestrian Planning Grant

**Discussion Items**

- IV. Spot 3.0 Feedback Jesse Day
- V. Strategic Transportation Corridors Jesse Day

**Informational Items**

- VI. Division 9 Updates John Rhyne
- VII. Division 11 Updates Mike Pettyjohn
- VIII. TPB Update Vernia Wilson
- IX. RPO Update Jesse Day
  - a. NWPRPO Downtown Streetscape Assessments

**New Business** TAC Members

**Adjournment** Sharon Conaway

**Next Meeting**  
Wednesday, December 17, 2014

# Triad Park

9652 West Market Street, Shelter 1  
Kernersville, NC 27284





# Agenda Item

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## **Agenda Item I**

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TCC Meeting Minutes August 20, 2014 and TCC Urgent Meeting Minutes for SPOT 3.0, 2014

## **Background**

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Attachments:

TCC Meeting Minutes August 20, 2014

TCC Urgent Meeting Minutes for SPOT 3.0, 2014

## **Action Requested**

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Consideration of the minutes

**Transportation Advisory Committee (TAC) Meeting**  
**Wednesday, August 20<sup>th</sup>, 2014**  
**10:30 a.m.**  
**PTRC Kernersville Office**

**MINUTES**

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**Attendance**

Ernest Lankford, Stokes County  
Kevin Austin, Yadkin County  
Wayne Moore, Jonesville  
Sharon Conaway, Walnut Cove

Will Marklin, Mocksville  
Mike Pettyjohn, Division 11  
Vernia Wilson, NCDOT TPB  
Christina Walsh, NWPRPO

**Welcome and Ethics Statement**

Sharon Conaway

**Public Comments**

**Action Items**

- II. TAC Minutes – June 18<sup>th</sup>, 2014 Sharon Conaway  
Motion: Will Marklin Seconded: Ernest Lankford All in Favor, None Opposed
  
- III. NWPRPO Project List Sharon Conaway
  - a. Public Hearing for Draft TIP Project List
    - i. Open Hearing  
Motion: Ernest Lankford Seconded: Will Marklin All in Favor,  
None Opposed
    - ii. Close Hearing  
Motion: Kevin Austin Seconded: Will Marklin All in Favor, None  
Opposed
  - b. Project List Flex Point Assignments:
    - H141044 50 points
    - A130408 67 points
    - A130410 67 points
    - A130404 66 points
    - B141944 50 pointsMotion: Kevin Austin Seconded: Will Marklin All in Favor, None Opposed
  - c. Aviation RPO Local Priority Score – Allow 3 projects per airport:  
Motion: Will Marklin Seconded: Wayne Moore All in Favor, None Opposed
  - d. Move 100 local input points from H140443 to H090656 due to high project  
cost above Division allocations  
Motion: Kevin Austin Seconded: Ernest Lankford All in Favor, None  
Opposed

## Discussion Items

- IV. SPOT 3.0 Process Christina Walsh  
TAC members were given an update on the prioritization schedule for the remainder of the TIP process.
- V. Bylaws/MOU Update Christina Walsh  
The TCC bylaws will be updated soon per NCDOT TPB request.
- VI. New State Ethics Requirements for TAC Members Christina Walsh  
TAC members were provided a handout about new Ethics Commission penalties for not completing SEIs and Real Estate Disclosure forms.

## Informational Items

- VII. Division 9 Updates Christina Walsh  
The Division 9 project handout will be emailed to TAC members following the meeting.
- VIII. Division 11 Updates Mike Pettyjohn  
A brief update on Division 11 projects was provided.
- IX. Transportation Planning Branch (TPB) Update Vernia Wilson  
Vernia Wilson provided a brief update on the Yadkin County CTP.
- X. RPO Update Christina Walsh  
RPO updates were addressed in earlier items.

## New Business

No new business was presented.

TAC Members

## Adjournment

Motion: Ernest Lankford    Seconded: Will Marklin    All in Favor, None Opposed

Sharon Conaway

**Transportation Advisory Committee (TAC) Meeting**  
**Urgent Meeting for SPOT 3.0**  
**Wednesday, August 27<sup>th</sup>, 2014**  
**9:00 a.m.**  
**Conference Call**

**MINUTES**

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**Attendance**

Ernest Lankford, Stokes County  
Sharon Conaway, Walnut Cove  
Diane Hampton, Division 9  
Mike Pettyjohn, Division 11

Vernia Wilson, NCDOT TPB  
Christina Walsh, NWPRPO

An urgent TAC meeting was called by RPO staff in order to correct an oversight in the point assignment process. A few RPO projects at the Regional and Division levels are located partially in the RPO area, which allows only a certain amount of points to be assigned. This oversight left 98 points to be assigned at the Regional Level and 11 points at the Division Level.

RPO staff made the following recommendations and the two voting members participating expressed support:

Regional Level: Assign 98 points to H141289

Division Level: Assign 11 points to H141044

TAC members who did not participate in the conference call were notified by email and phone calls to send their votes for the project recommendations. (This process was approved by NCDOT Transportation Planning Branch.)

Email Responses:

Commissioner Will Marklin – Supports both projects

Commissioner Steve Yokeley – Supports both projects

Phone Responses:

Commissioner Paul Johnson – Supports both projects

Quorum was reached through this process and both projects were approved unanimously on Friday, August 29, 2014.



# Agenda Item

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## **Agenda Item II**

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Bylaws Update.

### **Background**

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A change in bylaws approved by the TAC on December 18, 2013 removed voting rights from the designated Transportation Planning Branch representative. The Memorandum of Understanding (MOU), dated June 15, 2011 is the guiding document which supersedes the bylaws and designates a staff member of the Piedmont Triad Regional Council as a voting member of the TCC.

Attachments:

Copy of NC DOT letter

Updated Bylaws

### **Action Requested**

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Recommend adopting updated bylaws.



STATE OF NORTH CAROLINA  
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY  
GOVERNOR

ANTHONY J. TATA  
SECRETARY

August 28, 2014

Ms. Sharon Conaway, TAC Chair  
Commissioner, Town of Walnut Cove  
732 Dodson Drive  
Walnut Cove, North Carolina 27052

Mr. George Crater, TCC Chair  
Planning Director, Town of Elkin  
P.O. Box 857  
Elkin, North Carolina 28621

**Subject:** Northwest Piedmont Rural Planning Organization, TCC Membership/Voting Rights

It has recently been brought to the attention of the Department that the voting rights of our designated Transportation Planning Branch (TPB) representative on the Technical Coordinating Committee (TCC) were removed by a change in your bylaws that was approved by your Transportation Advisory Committee (TAC) on December 18, 2013. As you know, membership of the Northwest Piedmont Rural Planning Organization is defined within the Memorandum of Understanding (MOU), dated June 15, 2011. The MOU, by agreement and signature of the participating agencies, is the guiding document that establishes and sets forth initial membership, which includes voting rights, of the RPO and supersedes all other documents including the bylaws. The MOU states that the bylaws may further define membership; however, bylaws do not carry precedence over what is established within the MOU. The established MOU for your RPO designates the Manager of the Transportation Planning Branch of NCDOT, or his/her designated staff representative and the Piedmont Triad Regional Council designated staff representative as members of the TCC.

The membership that was established within the MOU ensures that there is adequate local, state, regional representation, perspective and collaboration in the continuing transportation process. The TCC is a multidisciplinary, staff level group charged with the responsibility of general review, guidance, and coordination of the transportation planning process that makes recommendations to the policy board for official action. The Technical Advisory Committee (TAC) is the policy board that has the decision making authority for the RPO. The TAC for the Northwest Piedmont RPO consists of two members from each county and one NCDOT member.

The Transportation Planning Branch is NCDOT's administrator of the RPO program across the state and as such ensures that the statewide policies are a part of all RPO work programs and initiatives. The Transportation Planning Branch is responsible for administering funds, processing payments, approving work programs, developing transportation plans, and providing a statewide perspective for planning initiatives.



The Piedmont Triad Regional Council is the designated Lead Planning Agency (LPA) for the RPO. As the administrative entity for the RPO, it is responsible for coordinating transportation plans and programs and land use plans and programs, coordinating transportation planning for the four county area, and is the recipient and administrator of funds appropriated to the RPO by NCDOT. The Piedmont Triad Regional Council's staff representative is an advocate for the entire RPO region and ensures that regional planning is occurring in the Northwest Piedmont RPO that is also inclusive of statewide initiatives.

The NCDOT does not support the removal of the aforementioned voting rights on the TCC, nor is it in accordance with the MOU. The RPO should make the necessary changes to be in compliance with the Northwest Piedmont RPO's Memorandum of Understanding. These corrections should be initiated upon receipt of this letter and voting rights reinstated. The RPO should also review all actions that have occurred since the change in the bylaws to ensure that all actions taken are valid. The Transportation Planning Branch will be unable to process administrative items from the RPO until this matter has been resolved.

Finally, in reviewing the TCC meeting minutes throughout the last year, we have one additional observation. When primary voting members are in attendance, alternate members should not initiate actions (motions) or vote. If the primary voting member is in attendance, the alternate is a member of the audience and should not participate as a voting member or count toward quorum.

We value the partnerships that have been formed with the RPO and look forward to continuing to work in a cooperative manner.

Sincerely,



Susan W. Pullium  
Director of Strategic Planning

SWP/ewt

Cc: Matthew Dolge, Executive Director, Piedmont Triad Regional Council  
Christina Walsh, Piedmont Triad Regional Council, RPO Coordinator  
Travis Marshall, PE, Transportation Planning Branch  
Earlene W. Thomas, PE, Transportation Planning Branch  
Wayne Davis, PE, PhD, Transportation Planning Branch  
Vernia Wilson, Transportation Planning Branch



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Christina Walsh, Piedmont Triad Regional Council, RPO Coordinator  
Travis Marshall, PE, Transportation Planning Branch  
Earlene W. Thomas, PE, Transportation Planning Branch  
Wayne Davis, PE, PhD, Transportation Planning Branch  
Vernia Wilson, Transportation Planning Branch



# Agenda Item

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## **Agenda Item III**

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Resolution of Support

### **Background**

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#### ***a. Piedmont Together***

Piedmont Together is the result of a 1.6 million dollar Housing and Urban Development Grant to develop a Regional Sustainable Communities Plan for the Piedmont Triad. The Plan integrates housing, land use, economic and workforce development, transportation, and infrastructure investments and sets forth a vision for the region focusing on Jobs, Housing, Transportation, Healthy Communities, and Places and Spaces.

Piedmont Together requests the NWPRPO Transportation Advisory Committee adopt the regional vision set forth in Piedmont Together and endorse the implementation of the plan's goals, objectives and strategic actions.

#### ***b. Yadkinville Bicycle & Pedestrian Planning Grant***

The Town of Yadkinville is applying for a NC DOT Bicycle and Pedestrian planning grant which will result in a comprehensive local bicycle and pedestrian transportation plan.

Attachments:

Piedmont Together – Resolution of Support

Piedmont Together Summary of the Comprehensive Regional Plan

Yadkinville Bicycle & Pedestrian Planning Grant – Resolution of Support

### **Action Requested**

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Recommend adopting a resolution of support for Piedmont Together and the Yadkinville Bicycle & Pedestrian Planning Grant

**Resolution of the Northwest Piedmont Rural Planning Organization  
Adopting the Piedmont Together Comprehensive Regional Planning Project  
Vision and Endorsement of Goals and Strategies that Enhance the Quality of  
Life for the Citizens of the Piedmont Triad**

*A motion was made by \_\_\_\_\_ and seconded by \_\_\_\_\_ for the adoption of the following resolution and upon being put to a vote was duly adopted.*

**WHEREAS**, in June 2010, the Piedmont Authority for Regional Transportation (PART), the Piedmont Triad Regional Council (PTRC) and a consortium of planning agencies in the Piedmont Triad agreed to apply for a Sustainable Communities Regional Planning Grant (SCRPG) from the U.S. Department of Housing and Urban Development (HUD); and

**WHEREAS**, on October 14, 2010, PART, PTRC and area universities were awarded a \$1.6M SCRPG from HUD to develop a Regional Sustainable Communities Plan for the Piedmont Triad that integrates housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: (1) economic competitiveness and revitalization; (2) social equity, inclusion, and access to opportunity; (3) energy use and climate change; and (4) public health and environmental impact; and

**WHEREAS**, on May 11, 2011, the 3-year planning process began and concluded on March 27, 2014. The conclusion of the planning process resulted in Piedmont Together: a Comprehensive Regional Plan. Piedmont Together sets forth a vision for the region focusing on Jobs, Housing, Transportation, Healthy Communities, and Places and Spaces. These focus areas are supported by public input, research on the region and best practices that led to goals, objectives and strategic actions developed through an equity lens striving for opportunities for everyone.

**WHEREAS**, on August 17, 2011, the Northwest Piedmont Rural Planning Organization officially joined Piedmont Together's Consortium Committee to oversee the plan development; designating a member of the Transportation Advisory Committee.

**NOW THEREFORE BE IT RESOLVED**, that the Northwest Piedmont Rural Planning Organization Transportation Advisory Committee adopts the regional vision set forth in Piedmont Together and endorses the implementation of the plan's goals, objectives and strategic actions.

**BE IT FURTHER RESOLVED**, the Northwest Piedmont RPO (1) acknowledges that funding for implementation will come from local, state and federal grants, private foundations, local donors and private entities; (2) keeps an appointment of a representative to the Piedmont Together Consortium, and (3) encourages other regional planning entities, Triad MPO's and RPO's to reference and utilize the Piedmont Together planning goals, objectives and strategic actions to assist with future developments to enhance the quality of life in the Piedmont Triad region.

Adopted on \_\_\_\_\_, 2014

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Sharon Conaway  
Chair, PTRPO TAC

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Elizabeth Jernigan  
Secretary, NWRPO TAC

*Summary of the*

Piedmont Together

# Comprehensive Regional Plan



Community Choices. Regional Solutions.

A plan summary containing information from the five focus areas: Jobs, Housing, Transportation, Health and Places & Spaces plus details on the equity lens and implementation.



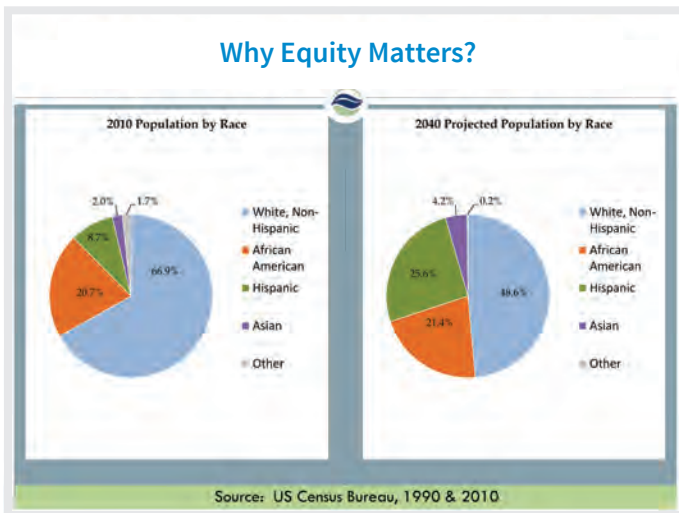


Equity is “just and fair inclusion into a society, where ALL can participate and prosper.”

## VISION

The Piedmont Triad will grow to serve the needs of all of its residents, affording them equal opportunities to have a successful career, a comfortable life, and a healthy environment.

Equity requires intentionality; it is the lens through which all planning should occur. Equity in planning connects people to opportunities and results in the development of opportunity rich, vibrant communities. Equity, done well, increases residents’ capacities to improve their quality of life, and contributes to building and sustaining a strong regional economy.



## Accomplishments

The Piedmont Triad was selected for an Equity Profile by PolicyLink, a national research and action institute advancing economic and social equity by Lifting Up What Works.

## In our vision for the Piedmont, everyone should have access to:

Fair housing with more choices and increased affordability, like those found in neighborhoods with mixed residential options public transportation, for the ability to travel to and from work, whether living in a rural or urban county

A job in the competitive “new” economy

A preserved natural environment and a built environment that promotes healthy communities

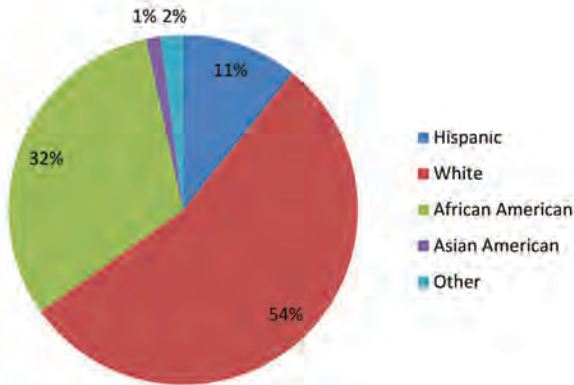
Affordable and convenient health care



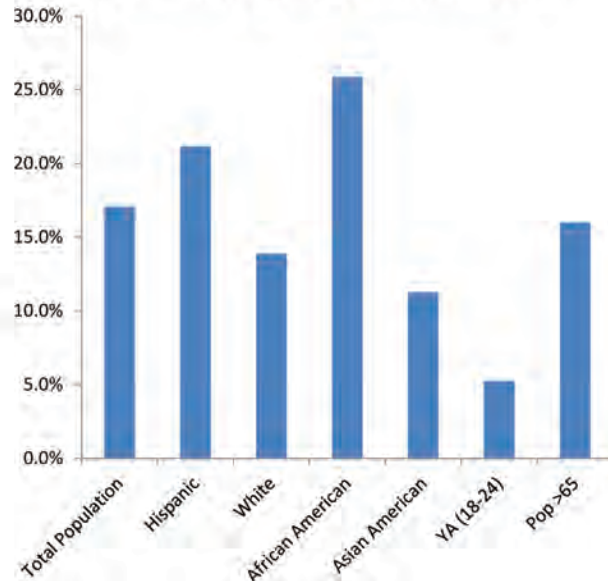
## How Have We Attempted to Assess Equity in the Piedmont Triad?

Our assessments indicate that food deserts have disproportionately high populations of minorities, especially those who are living in poverty. If not better served with grocery stores, farmers' markets, and other outlets, these communities of color will continue to have poor access to healthy foods, putting them at greater health and financial risk than the rest of the region's population.

### Piedmont Triad Communities Within Food Desert Population

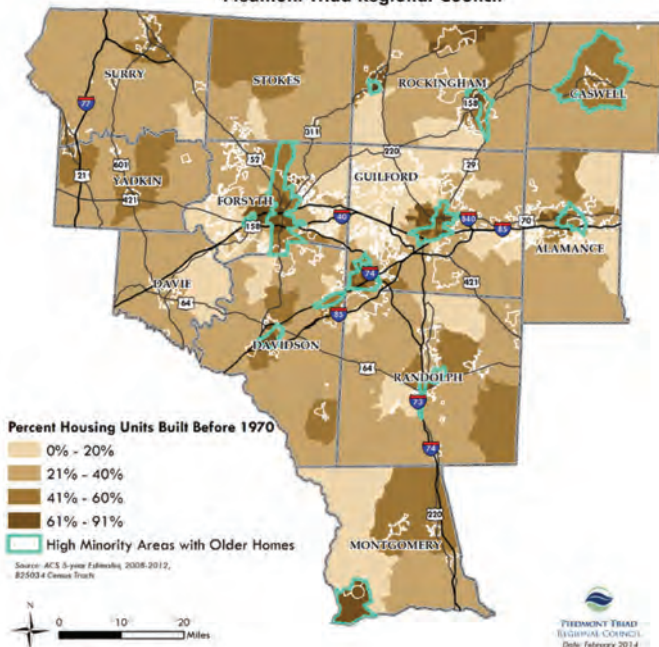


### Impact of Food Deserts Upon Piedmont Triad Communities

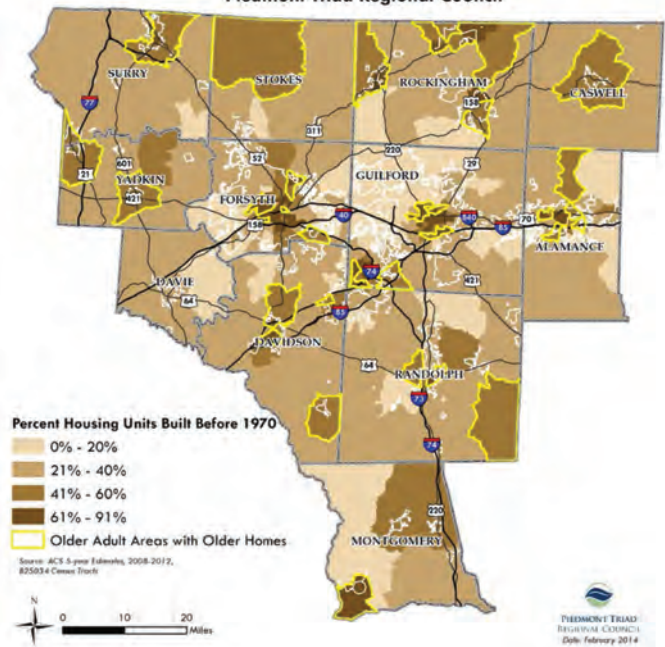


Our assessments indicate that older houses appear to be disproportionately owned by minorities and older adults (65+). These homes are more likely to have asbestos fibers, lead-based paint, and poor insulation, exposing residents to greater environmental and financial risks.

### Piedmont Triad Regional Council



### Piedmont Triad Regional Council



## VISION

The Piedmont Triad has a wide range of economic assets, resources, and opportunities — urban and rural, large and small, wealthy and underserved. This plan acknowledges and shows appreciation for our region’s past and inspires us to pursue the new technologies and thinking of the future. Developed in conjunction with the Piedmont Triad Regional Council’s Comprehensive Economic Development Strategy (CEDS), this plan underscores the importance of equity among our citizens, sustainable growth, and building more resiliency in our local economies and communities. While there are many key challenges, this plan affirms our strong belief in the strength of collaboration and our willingness to work together for a better tomorrow.

### The Regional Advantage

By marshaling resources and fostering collaboration at a regional scale, we have the potential to build a resilient economy. As an adopted plan, the CEDS can be combined with other regional councils and ultimately make our region eligible to compete for assistance under the multiple Economic Development Administration programs.



### Accomplishments

The Comprehensive Economic Development Strategy for the Piedmont Triad Region was unanimously adopted by the Piedmont Triad Regional Council Board of Delegates on February 19, 2014.

## GOAL 1

**Build on and improve sectors of the Piedmont Triad’s regional economy which are vital to our economic mix, are growing or emerging, or are unique to our region.**

**Objective 1** Assess and affirm the most promising urban and rural industrial clusters of the region.

**Objective 2** Develop select low location-quotient areas of opportunity in the region.

**Objective 3** Develop “Talent Clusters” through education, mentoring and internship programs.

**Objective 4** Develop collaborative economic development processes.

**Objective 5** Establish a strong focus on entrepreneurship and self-sustaining economic development efforts.

## GOAL 2

**Build on and improve the fixed assets of the region — transportation, utilities, connectivity, healthcare, support systems, and the natural environment.**

**Objective 1** Expand the reach and increase the upload/download speeds of broadband internet service throughout the region.

**Objective 2** Enhance transportation options.

**Objective 3** Maximize the efficiency of public utilities and solid waste management efforts.

**Objective 4** Encourage reduced energy use.

**Objective 5** Prepare industrial land for development.

**Objective 6** Encourage increased healthcare facility access.

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## GOAL 3

**Provide opportunities for a high quality of life in communities throughout the region.**

**Objective 1** Enhance the vitality of the region's downtowns.

**Objective 2** Promote the agricultural economy by organizing greater connectivity among local farms and urban centers.

**Objective 3** Promote greater community connectivity.

**Objective 4** Develop connections in and among communities for cultural and recreational facilities and programming.

**Objective 5** Promote the efficient and sustainable use of land and resources.

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## GOAL 4

**Invest in and develop the human capital of the region — the youth, workforce, disenfranchised, and those with underdeveloped capacity.**

**Objective 1** Promote excellent baseline education.

**Objective 2** Provide accessible and affordable supplemental education for workplace engagement.

**Objective 3** Develop greater levels of economic capacity through greater educational attainment, more knowledge, and networked relationships.

**Objective 4** Promote increased civic engagement.

**Objective 5** Encourage the inclusion of prosperity-enhancing components beyond wages in economic development recruitment and local ED contracts

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## FEATURED STRATEGIES

- Retool current and former manufacturing operations to become green industry component manufacturers for wind, solar and biomass technologies.
- Develop the skills, knowledge and capacity of multiple individuals (i.e. the “talent cluster”) necessary to meet the needs of existing and emerging top-priority identified industrial clusters.
- Conduct a regionwide water and wastewater system assessment to identify existing and potential future service areas, treatment and delivery capacities, and system demands and maintenance requirements.
- Pursue rapid development and implementation of the NC Next Generation [Broadband] Network Initiative (NCNGN) to deliver ultra-fast bandwidth at highly affordable prices (beyond Winston-Salem).

## VISION

Expand housing choices for everyone — especially those whose choices have been limited by loss of employment, low wages, fixed incomes or discrimination.

### The Regional Advantage

Nearly every city and town in the Piedmont Triad has a vacant mill or factory that could be redeveloped for housing and other mixed uses. In several towns, developers have transformed industrial buildings into lofts, apartments and “live-work” dwellings, and they have found singles, small families and “empty nesters” eager to live in these renovated places.

### Accomplishments

- A Regional Assessment of Fair Housing is underway, with Burlington, Greensboro, High Point and the four-county Surry HOME Consortium collaborating on an in-depth analysis and action plan to overcome obstacles to fair, affordable housing. When completed in September 2014, this will help cities and counties plan locations for future housing funds and also meet HUD requirements.
- With support from Piedmont Together, the Housing Authority of Winston-Salem received funding from HUD to start planning for revitalizing Cleveland Avenue Homes and making the East Winston neighborhood an attractive mixed-use environment for new residents and businesses.
- Homelessness service providers are working to create a Regional Homelessness Network.
- Partnering with the City of High Point, Wynnefield Properties is developing Addington Ridge, a 55 apartment Low Income Tax Credit family property, in an “opportunity-rich” area near Wendover Avenue and Penny Road, close to jobs and services.



- The Enclave, a 68 apartment community, was rescued from foreclosure, rehabilitated and completed by a partnership of Forsyth County and the City of Winston-Salem NC Housing Foundation. This is a great example of how federal and state funds can convert problem properties into community assets.





## GOAL

Provide more housing choices.

**Objective 1** Stimulate more housing close to jobs, services and transit.

**Objective 2** Revitalize Redevelopment Opportunity Areas, increasing investment and infill in select areas.

**Objective 3** Promote mixed income development.

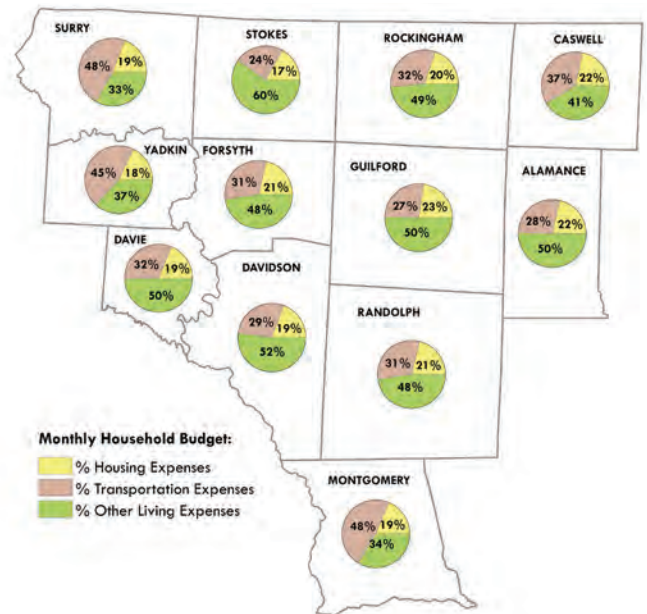
**Objective 4** Decrease the number of homeless persons in the region.

**Objective 5** Convert foreclosures into assets.

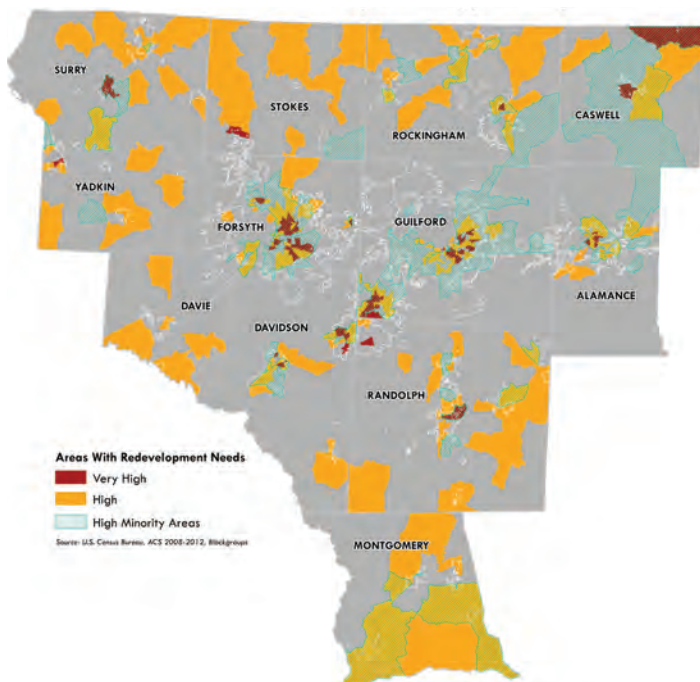
## FEATURED STRATEGIES

- Target federal and state funding toward areas designated by municipalities to revitalize existing neighborhoods that are close to services, schools, and employment centers.
- Use federal, state or local funding to incentivize a mix of incomes in new developments.
- Leverage state and federal assistance to convert abandoned mills and factories into mixed use/mixed income developments.
- Establish a regional network of homeless service providers to solve common problems and help find funding.

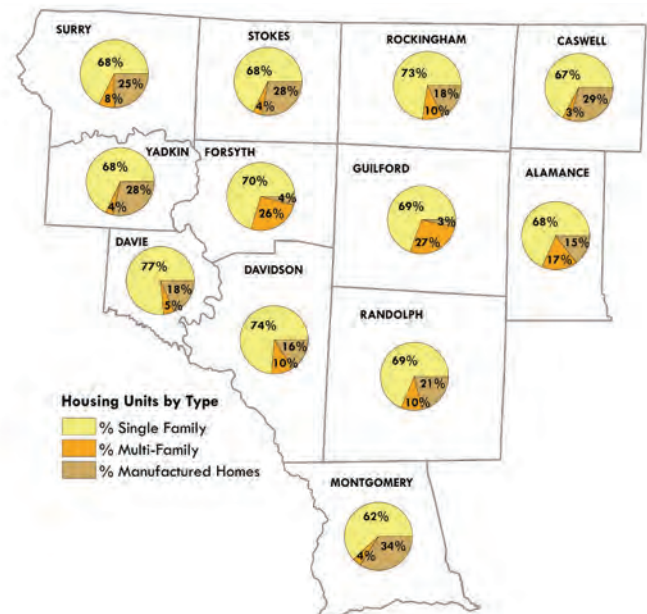
## Household Housing and Transportation Costs in our Region



## Potential Redevelopment Opportunity Areas



## Regional Housing Choices



## VISION

In the future, the Piedmont Triad should have the infrastructure for multiple safe, efficient, and affordable modes of travel throughout our communities and across the region. Freight movement in the region will remain a driving economic force. To protect this asset the region includes freight movement in the planning and prioritization of the regional transportation infrastructure. Providing more transportation options on a regional scale will help us maintain minimal congestion and create new advantages to provide an attractive lifestyle and a welcoming environment for businesses to thrive and create more job opportunities.

### The Regional Advantage

Everyone living in the Piedmont Triad should be able to exercise their right to invest in a home in a location of their choice while having the freedom to travel about the region to access jobs and economic opportunity. The region is positioned mid-point along the Atlantic coast with close proximity to numerous ports, several interstates cross the region, and our highways are not congested. Providing more transportation options on a regional scale will help us maintain minimal congestion and create new advantages to provide the choices and redundancies necessary to support commerce and a robust middle class.

### Accomplishments

- The Transit Alliance of the Piedmont has formed to promote transit.
- The regional transportation network has been identified.
- Transportation planners are integrating freight movements into the regional travel demand model.



## GOAL 1

**Provide more transportation choices through the development of safe, reliable and economical transportation infrastructure and services to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, and promote public health.**

**Objective 1** Establish and enhance a robust network of multimodal transportation choices at the statewide, regional, county and municipal levels involving highways, passenger and freight rail, regional and local transit, streets, para-transit services, sidewalks, cycling infrastructure, and recreational trails and greenways.

**Objective 2** Conduct local research and education on the benefits of a multimodal regional network.

**Objective 3** Establish a structure to locally fund and promote the development of a regional transportation network.

**Objective 4** Increase options for daily transportation needs for a health conscious transportation system through the creation of walkable and bikeable communities.

**Objective 5** Evaluate the roles and responsibilities of existing transportation organizations and agencies in order to be competitive for federal and state funding, reduce redundancies in planning and operations, and be better stewards of transportation resources.

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## GOAL 2

**Maintain and enhance the region's competitive edge as a freight transportation and logistics hub along the Eastern Seaboard by focusing on facilities and infrastructure planning, improving coordination and cooperation among stakeholders.**

**Objective 1** Develop a comprehensive vision for freight infrastructure in the region.

**Objective 2** Develop a multimodal freight network strategy in the region designed to create, protect and maintain transport links, connecting intermodal facilities and appropriate modes, both public and private. As an example, the transport hub at Memphis includes water, air, truck and rail intermodal facilities. The various independent facilities are tied together by excellent roads so that those freight flows that have to move from one facility to another can with minimal problems.

**Objective 3** Maintain a low level of traffic congestion in the region along Unlimited Truck Routes.

**Objective 4** Expand logistics educational and career opportunities for the Piedmont Triad workforce.

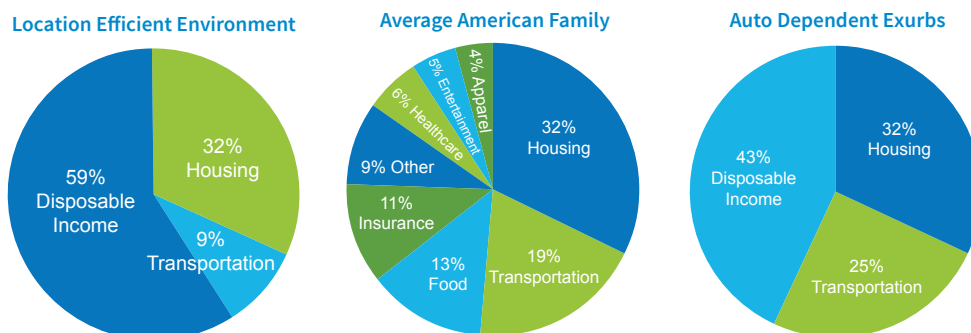
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## FEATURED STRATEGIES

- Establish regional freight infrastructure improvement priorities.
- Establish a locally dedicated funding source for transportation infrastructure improvements.
- Conduct a study that addresses the potential health benefits and cost savings from the development of more sidewalks, bike lanes and expansion of transit service.

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### Percentage of Income Spent on Housing and Transportation



## VISION

Ensure the Piedmont Triad remains one of the premier locations for quality of life, recreation, active transportation and health. Through collaborative public and private partnerships, access and education for local, healthy food for all populations will grow. Strategies and actions will increase understanding of community health and emphasize construction and preservation of walkable and bikeable communities.

Working together to develop regional policies that support local food distribution, recreation access, active transportation and tobacco free environments and leveraging regional partnerships to develop fiscal and organization resources will ensure communities, regardless of size, will have access to healthier choices and opportunities.

## The Regional Advantage

By leveraging best practices and concepts for local communities, while identifying appropriate regional initiatives for partners to coalesce around, the Piedmont Triad can build healthier, more livable communities.

## Accomplishments

- Created a regional map of low food access areas and area farmers markets for the Piedmont Triad.
- Compiled an action plan to address healthy food access and healthy community design for the Piedmont Triad.
- Conducted a health impact assessment (HIA) on a local transit project in partnership with the Piedmont Triad Rural Planning Organization.
- Produced an Incubator Farm Planning Toolkit in partnership with the Piedmont Conservation Council, Center for Environmental Farming Systems (CEFS) and Elon University.
- Funded production of a Cold Storage and Aggregation Facility Feasibility Study.
- Funded creation of agricultural fact sheets about organic and sustainable farming in the Piedmont based on USDA agricultural census information in partnership with Piedmont Grown.
- Supported local applications for CDC and DHHS grants through support letters and technical review.

---

## GOAL 1

**Value communities and neighborhoods: Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable and bikeable neighborhoods — rural, urban, or suburban.**

**Objective 1** Provide a safe infrastructure for walking and bicycling as an alternative means of transportation in Town and City Center.

**Objective 2** Develop capacity for health impact assessments in the Piedmont Triad.

**Objective 3** Encourage larger healthcare providers to open satellite offices in underserved urban areas, town centers and employment generators.



## GOAL 2

**Value rural landscapes and productive farmland, while supporting healthy local food consumption.**

**Objective 1** Develop a region-wide, sustainable production and transportation network for fresh food from local farms and community gardens.

**Objective 2** Preserve productive farmland by identifying targeted growth areas for higher density development while simultaneously limiting the extension of infrastructure into agricultural lands.

**Objective 3** To promote a regional, decentralized network of cold storage and aggregation enterprises geared toward assisting small-scale producers to engage with new markets and wholesale buyers and increase the profitability of a diversity of food and farm businesses.

## GOAL 3

**To promote a regional, decentralized network of cold storage and aggregation enterprises geared toward assisting small-scale producers engage with new markets and wholesale buyers and increase the profitability of a diversity of food and farm businesses.**

**Objective 1** Integrate small-scale, independent local food aggregation and cold storage business support and development into the Piedmont Triad region's economic and community development efforts.

**Objective 2** Facilitate private sector efforts to locate existing and potential sites and facilities for the aggregation and cold storage of local foods. Promote the "clustering" of food and farm businesses, while also recognizing

the economic development potential that small-scale aggregation and storage holds for rural regions of the Piedmont Triad.

**Objective 3** Build connections between Piedmont Triad local food system efforts and University, Cooperative Extension, and other partners that can provide on-going technical assistance and regulatory expertise to food and farm businesses.

## FEATURED STRATEGIES

- Establish a locally dedicated funding source for alternative transportation and leverage federal resources.
- Establish policies and programs that incentivize building design that supports active transportation (e.g. showers, bicycle parking).
- Encourage public/private partnerships in providing greenway facility funding.
- Develop partnerships between local colleges and growers/farmers to provide educational and extension courses in USDA regulations and innovative farming methods, while also exploring land preservation incentives provided by the state.
- Develop an educational campaign that identifies the economic impact of Piedmont farms and agribusiness while also explaining the potential loss due to sprawling patterns of development.
- Ensure that food system resource information provided is relevant to and accessible by all farmers, small business owners, and entrepreneurs. Consider Spanish-language translations of some materials and use language that is clear and not reliant on industry jargon, using multiple outlets not part of the local food movement.

### Issues and Opportunities in the Piedmont Triad Local Food System



### VISION

As our region grows, wise choices now will help ensure future development preserves and enhances the quality of life in our communities, provides for our economic well-being, and protects the resources we value most. A strong focus on strategic investments in existing infrastructure systems and redevelopment opportunities will improve the efficiency and value of our existing communities. People will live close to their jobs and parents can walk/bike their children to school. A robust transit system including streets, sidewalks and bike lanes will connect our region, improving air quality and community health. Careful conservation of our natural and cultural assets is a top priority. The high value we put on places and spaces provides a wide range of economic, social and environmental benefits.

### The Regional Advantage

Communities across our region are working together to foster the efficient and sustainable use of land and resources. New development is focused in existing urban service areas, enhancing downtown vitality, supporting farms and natural areas, promoting greater connectivity, and providing more employment, housing and transportation choices.

### Accomplishments

- Regional Scenario Model — Modeling software was used to show where new homes and jobs might go based on existing trends and three alternative growth scenarios. The best outcomes of each scenario were combined to form a recommended “Hybrid Growth Scenario” supporting greater efficiency, connectivity and conservation.
- Regional Housing and Market Analysis (report)
- Dollars and Sense: The True Cost and Benefits of Downtown Development (report)
- Eight Local Design and Redevelopment Workshops — Future workshops can be held to strategically focus investment efforts in key reinvestment opportunity areas in communities across our region.



## GOAL 1

### Promote the efficient and sustainable use of land and resources.

**Objective 1** Foster the efficient and sustainable use of land resources to increase the benefits and reduce the costs of future growth.

**Objective 2** Build vibrant, lively and attractive neighborhood and town centers with a mix of higher-density uses in areas communities identify as most appropriate.

**Objective 3** Provide more housing choices with greater access to jobs and services.

**Objective 4** Pursue farmland and open space protection.

**Objective 5** Promote Leadership in Energy and Environmental Design (LEED) and green construction support.

**Objective 6** Provide pedestrian connectivity planning and support.

---

## GOAL 2

### Enhance the economic and social vitality of our region's downtowns.

**Objective 1** Initiate façade and beautification programs for downtown buildings, sidewalks and streetscapes.

**Objective 2** Promote engaging community activities and cultural offerings.

**Objective 3** Support private sector activities and investments.

**Objective 4** Access outside assistance (e.g. NC STEP and NC Main Street Programs for small towns).

---

## GOAL 3

### Promote the agricultural economy by organizing greater connectivity among local farms and urban centers.

**Objective 1** Create Food Policy Councils in each county of the Piedmont Triad.

**Objective 2** Develop local Farmers Markets.

**Objective 3** Develop a region-wide local food network.

**Objective 4** Establish regional and local food processing and distribution co-ops and collectives.

---

## GOAL 4

### Promote greater community connectivity.

**Objective 1** Enhance pedestrian, biking and trail options.

**Objective 2** Pursue greater public transit options for dependent and non-dependent riders (especially in and among urban centers).

**Objective 3** Increase social connectivity, including engaging diverse communities, newcomers and young and elderly adults.

---

## FEATURED STRATEGIES

- Foster the assessment, clean-up and redevelopment of old commercial and industrial sites (i.e. brownfields).
- Identify top-priority opportunity areas for redevelopment of under-utilized sites into mixed-use reinvestment areas and corridors that are accessible by multiple modes of transportation.
- Connect sidewalks, trails and bike paths to provide a more complete network of transportation choices — especially among major residential areas, employment and commercial areas, and community landmarks and gathering areas.
- Explore formation of a region-wide distribution system to deliver fresh produce and farm products from rural counties to urban markets (e.g. Piedmont Triad Farmers Market in Colfax).

### VISION

A more resilient region. Communities that are able to thrive not only in ideal conditions, but also in challenging times. A region where communities work with nature, receiving the benefits from essential ecological processes which improve quality of life and manage the effects of weather extremes. A regional, interconnected network of natural and agricultural resources, comprised of hubs and connecting corridors, providing the infrastructure needed for healthy ecosystems, wild lands recreation, local agricultural production and more. A region where natural efficiencies are realized and fewer resources are used in order to maintain a vibrant economy – where the conservation and good stewardship of land, energy and other resources is appropriately valued. Communities where buildings (old and new) take advantage of energy efficiency technologies and green materials. A region whose governments encourage the development of renewable energy generation appropriate to our geography.

### The Regional Advantage

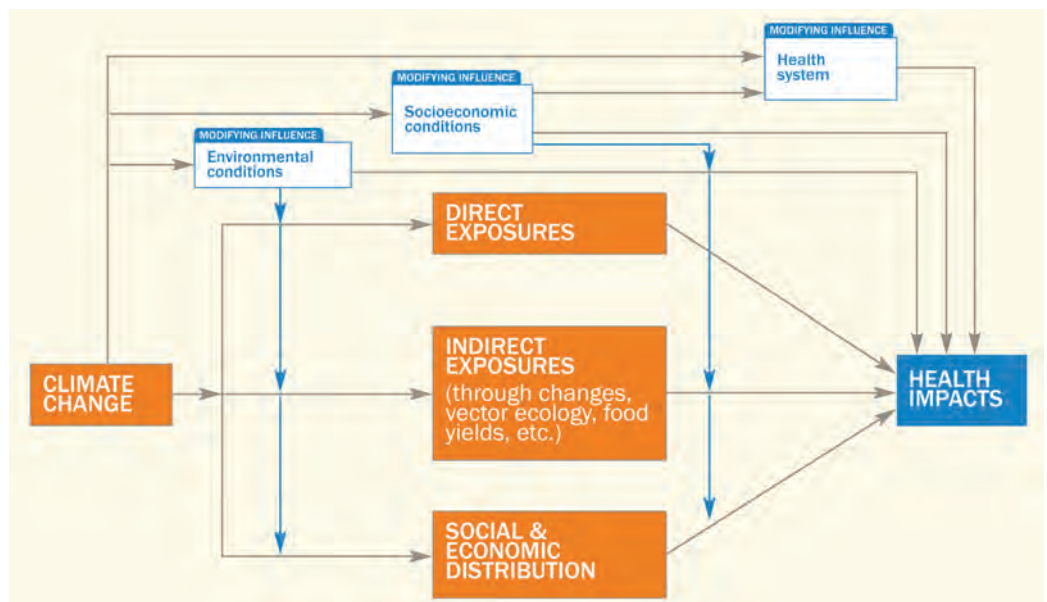
Adopting a regional green infrastructure plan and urban green design measures is key to successful climate adaptation efforts and to maintaining the health and quality of life of our region. The Piedmont Triad is blessed with natural and rural landscapes which fuel our economy and help us retain local talent as well as attract tourists and new residents alike. Increasing the energy performance of buildings will result in significant financial savings for individual building owners, renters, businesses and the community as a whole. Becoming more energy efficient also produces a regional benefit in the form of local green economy jobs.

### Accomplishments

- Green Infrastructure in the Piedmont Triad webinar
- Green Infrastructure Survey (about 300 participants)
- Extreme Weather Preparedness at the Regional Level workshop
- Regional Energy Report
- Regional Green Infrastructure Report
- Regional Climate Adaptation Plan
- Piedmont Triad Green Infrastructure Inventory

### Pathways by Which Climate May Affect Human Health

Climate change is expected to affect both environmental and socioeconomic conditions, both which also impact health.



## GOAL 1

Increase the resilience of the region's existing green infrastructure and decrease the Piedmont Triad's vulnerability to climate change.

**Objective 1** Protect the Piedmont Triad's water supply and quality.

**Objective 2** Ensure the persistence of the Triad's agricultural heritage.

**Objective 3** Preserve Piedmont Triad plants, trees, wildlife and natural landscapes.

**Objective 4** Decrease the Piedmont Triad's vulnerability to wildfires.

**Objective 5** Reduce the vulnerability of Piedmont Triad residents to health risks associated with weather-related hazards.

**Objective 6** Engaged and responsible businesses and government sectors.

## GOAL 2

Improve long-term energy security, economic well-being, and air quality in the Piedmont Triad through energy efficiency and renewable energy technologies.

**Objective 1** Increase the number of renewable energy projects.

**Objective 2** Increase the number of energy efficiency projects.

**Objective 3** Boost the regional economy and keep dollars local through energy efficiency and renewable energy projects.

**Objective 4** Adopt energy efficiency policies and programs for local governments.

**Objective 5** Reduce emissions through improved transportation systems.

## FEATURED STRATEGIES

- Protect water quality for drinking water, recreation, and ecological habitat purposes through watershed management, low impact development, and using best management practices for all land uses.
- Identify contaminated lands that may be unsuitable for traditional development and investigate suitable renewable energy opportunities.
- Development mechanisms to appropriately value working and wild lands reflecting the economic and ecological services these lands provide.
- Adopt a regional green infrastructure plan and implement key principles of regional green infrastructure and urban green design.

### Selected Working and Wild Lands Economic Drivers

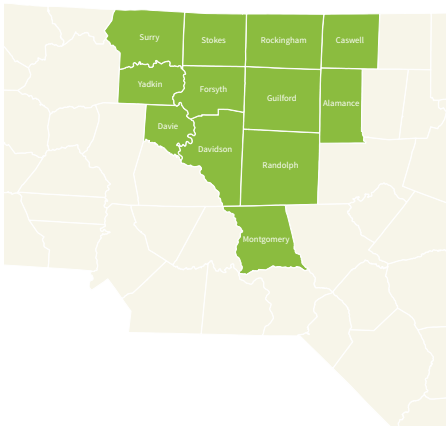
ACTIVITY	NC LOCAL & STATE REVENUE (2006)	TRIAD LOCAL & STATE REVENUE (2006)	2010 Triad Agricultural Economic Generation	
Freshwater Fishing	\$62,900,000	\$5,944,515	Gross Revenue	\$768,857,512
Hunting	\$48,743,257	\$5,849,191	Federal Subsidies	\$48,684,511
Wildlife Watching	\$88,600,000	\$40,190,179	Operational Costs	\$645,210,142
<b>Gross Revenue</b>	<b>\$200,243,257</b>	<b>\$51,983,885</b>	<b>Net Revenue</b>	<b>\$74,962,859</b>



# FROM PLAN TO IMPLEMENTATION

The wealth of data collected will benefit the region for years to come, but the true impact of Piedmont Together will come from the accomplishments of several goals, numerous objectives and many strategies. It is not imperative that every strategy be completed because not every strategy needs to be considered by every city, town or county. The plan provides a menu of options and best practices from which to choose the most suitable strategies.

**Piedmont Together's success will rely on the entire region and not one or two single agencies. Over the next 12 months, several steps will need to be taken to demonstrate success and a willingness to move forward as a region.**



**First the plan will be presented for approval to the Piedmont Authority for Regional Transportation (PART) and Piedmont Triad (PTRC) boards.** Then the plan will be presented to the Piedmont Triad Partnership (PTP) leadership and to each MPO and RPO in the region. Following the presentations, each agency will be asked to approve the plan. This will establish the plan's shared vision for the region.

**Secondly, Piedmont Together will need to maintain a visible presence by:**

- Using the Consortium Oversight Committee as an oversight group that would meet quarterly, be responsible for implementation oversight and planning the 3rd Annual Livable Community Summit;
- Maintaining PiedmontTogether.org as a web portal and communications tool; and
- Continuing to identify a project manager(s).

**Third will be to continue the work.** Several strategies have already been accomplished and others are in progress. The accomplishments are listed in the plan. Those in progress or coming up soon are listed below:

- Maintain Scenario Modeling Tool and make it available to MPOs, RPOs, PART and other jurisdictions for planning purposes;
- Update and refresh the Regional Transit Development Plan;
- Develop an Equity Profile in partnership with PolicyLink (in progress);
- Initiate a Regional Opportunities Mapping Project;
- Identify and monitor 10 to 12 indicators related to the Focus Areas to track the success of the effort; and
- Conduct a Regional Assessment of Fair Housing Plan (in progress).

During this period Piedmont Together will need to work with our current partners to maintain momentum. Additionally Piedmont Together will need to reach and invite other entities to join the consortium and to actively participate in implementing the plan's objectives. After the region's entities and agencies approve the plan, the project team will begin presenting it to each city, town and county in the region. Each local governing body will be asked to endorse the plan, place a link to the Piedmont Together web site on their web site, appoint several community leaders or agencies to participate in ongoing work activities, and to accept a customized list of strategies for future consideration.



**One of the Consortium's first tasks will be to identify resources to continue the work. Several items could quickly be put into place including:**

- Assign 501c3 status, currently in place with PTRC, to Piedmont Together to assist with receipt of future funding from foundations and other private interests.
- Confirm administrative assistance from PART and PTRC.
- Affirm local assistance from Community Foundation of Greater Greensboro and statewide assistance from Z. Smith Reynolds Foundation.
- Review and apply for Federal Grants tied to strategies.

With resources for continuing the efforts identified, the Consortium can then look at shifting the communication focus. The move from plan to implementation might call for Piedmont Together to closer align its effort with federal and state programs. A campaign title for the implementation phase might be "Building a Better Piedmont Triad: Steps towards Economic Resiliency."

In closing, planning for communities never stops. Investing to our future will continue, adjustments will be made due to shifting conditions, and citizens will always be part of the conversation. Our challenge as a region is to not maintain the status quo. Every community must plan smarter, make wiser investments, be more flexible, become more action-oriented, and give everyone a voice in the process.

**RESOLUTION  
ENDORSING THE APPLICATION FOR  
BICYCLE AND PEDESTRIAN PLANNING GRANT FUNDS  
BY THE TOWN OF YADKINVILLE**

A motion was made by \_\_\_\_\_ and seconded by \_\_\_\_\_ for the adoption of the following resolution and upon being put to a vote was duly adopted.

**WHEREAS**, the Transportation Advisory Committee is the duly recognized transportation decision making body for the Northwest Piedmont Rural Planning Organization, as authorized under NCGS 136-211; and

**WHEREAS**, the North Carolina Department of Transportation has established a Bicycle and Pedestrian Planning Grant which provides funding to projects that will result in comprehensive local bicycle and pedestrian transportation plans; and

**WHEREAS**, the **Town of Yadkinville** is applying for funding from the Department of Transportation for a comprehensive bicycle and pedestrian plan; and

**WHEREAS**, the Transportation Advisory Committee of the NWPRPO finds it to be in the interest of the RPO to endorse said project;

**NOW THEREFORE, BE IT RESOLVED** that the Northwest Piedmont Rural Planning Organization Transportation Advisory Committee hereby endorses the planning project proposed by the Town and if the project is selected, will provide technical assistance for the duration of the project.

Adopted on this, the 15th day of October, 2014.

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Sharon Conaway, Chair  
Transportation Advisory Committee

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Elizabeth Jernigan, Secretary  
Transportation Advisory Committee





# Agenda Item

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## **Agenda Item IV**

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### Spot 3.0 Feedback

### **Background**

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One of the first steps for the SPOT 4.0 workgroup will be deciding what aspects of SPOT 3 can be improved for the next round. To help with that discussion please use the chart attached to list out all of the things you feel worked well in SPOT 3 and all of the things that need to be improved on. Try to be succinct where you can.

#### Attachments:

SPOT 3.0 Positives and Improvements Chart (Example)

SPOT 3.0 Positives and Improvements Chart (Blank)

### **Action Requested**

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Discuss and document feedback

Please record things that were positive in P3.0 and things that could be improved.



(worked well...)



(better if...)

Division Engineer and local coordination went well

Rail Division had more data to evaluate projects

Idea of local methodologies is a good step forward

For highway projects the formulas need to be based on the type of improvement

SPOT Online tool expedited the input and scoring process

normalization of scores across modes of transportation needs to be enacted

Please record things that were positive in P3.0 and things that could be improved.



(worked well...)



(better if...)



# Agenda Item

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## **Agenda Item V**

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### Strategic Transportation Corridors

#### **Background**

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The final recommendations for the Strategic Transportation Corridors (STC) are now available for public review and comment.

The proposed STC move most of North Carolina's people and goods, and connect critical centers of economic activity and international air and sea ports to support interstate commerce. As you may remember, these high priority corridors are intended to:

- Provide essential connections to national transportation networks critical to interstate commerce and national defense;
- Allow significant inter-regional movements of people and goods across the state; and
- Support economic development and efficiency of transport logistics.

A 60-day public comment period will allow citizens to review the STC policy and map and share their feedback. Anyone wishing to submit comments may do so by sending an email to [kmorrow@ncdot.gov](mailto:kmorrow@ncdot.gov) or by calling the NCDOT customer service line, 1-877-DOT-4YOU, Monday through Friday from 8 a.m. to 5 p.m. The comment period will close Tuesday, Dec. 2.

Attachments:

North Carolina Strategic Transportation Corridor Policy

#### **Action Requested**

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A 60-day public comment period will allow citizens to review the STC policy and map and share their feedback. Anyone wishing to submit comments may do so by sending an email to me at [kmorrow@ncdot.gov](mailto:kmorrow@ncdot.gov) or by calling the NCDOT customer service line, 1-877-DOT-4YOU, Monday through Friday from 8 a.m. to 5 p.m. The comment period will close Tuesday, Dec. 2.

## North Carolina Strategic Transportation Corridor Policy

### Preamble

The North Carolina Department of Transportation has as its stated Mission “*Connecting people and places safely and efficiently, with accountability and environmental sensitivity to enhance the economy, health and well-being of North Carolina.*” This Mission and associated system delivery Goals of ensuring traveler safety, promoting efficient movement of people and goods, and preserving its infrastructure investment require that the Department conduct sound planning that advances critical transportation facilities and services that are needed to support the State’s long-term economic prosperity goals. In pursuit of these goals, NCDOT has identified a network of Strategic Transportation Corridors and has adopted this Strategic Transportation Corridors Policy to guide transportation planning and project development efforts and to support realization of Governor McCrory’s *25-Year Vision for North Carolina*.

The intent of this Policy is to update the Strategic Highway Corridor policy adopted by the Board of Transportation on September 2, 2004, consistent with direction provided by the Board in 2012 by adopting the NC Statewide Transportation Plan (the 2040 Plan).

It is the stated purpose of Strategic Transportation Corridors to identify from existing facilities a network of high priority strategic transportation corridors which will form the state’s core network of highly performing facilities for movement of high volumes of people and freight. The facilities and services in those corridors are considered to be of great importance on a statewide basis for long-distance movement of people and freight. The policy establishes that preservation of those facilities at a consistently high level of functionality, in terms of classification, condition, and service, will guide long-term planning at statewide, regional, and corridor levels and should be considered the state’s highest priority when such corridors are being analyzed within the framework of regional or local transportation and land use plans.

The Strategic Transportation Corridors that are defined by this policy are dynamic and intended to support the highest level of transportation needs. They can and will be amended as conditions change. It is not intended that this policy will restrict transportation system improvements and investments needed to address local or smaller regional needs. Rather, their identification is intended to recognize their importance and the need for their protection as regional transportation and land use plans consider local land access and mobility needs.

### Strategic Corridors Vision

It is the Board of Transportation’s vision that North Carolina should have an identified network of high-priority, integrated multimodal transportation corridors comprised of facilities that interconnect statewide and regional transportation-dependent activity centers, to enhance economic development, promote highly reliable and efficient mobility and accessibility, and support good decision-making.

### Strategic Corridors Goals

In adopting this Policy, the Board establishes the following goals for North Carolina’s Strategic Transportation Corridors:

1. **System Connectivity:** *Provide essential connections to national transportation networks critical to interstate commerce and national defense.*
2. **Mobility:** *Facilitate significant inter-regional movements of people and goods across the state.*
3. **Economic Prosperity:** *Support economic development and efficiency of transport logistics for economic regions and clusters of activity centers.*

## Policy

It is the policy of the NCDOT to place highest priority in the planning and long-term improvement implementation on establishing a network of safe, highly reliable, and efficient multimodal Strategic Transportation Corridors. These Corridors, as identified through a coordinated planning process, are intended to support the economic prosperity goals of the State of North Carolina by enhancing the multimodal mobility function of critical transportation facilities, and are incorporated into this Policy as depicted in Exhibit 1.

For purposes of this policy, the Department of Transportation shall:

1. As quickly as practicable, work with regional planning partners to prepare Strategic Transportation Corridor vision plans that reflect consistent, corridor-long performance standards that take into account regional and statewide characteristics and needs in terms of mobility, operational performance, safety, and physical condition, and that establish consistent, high-level facility-types and operating standards for each Strategic Transportation Corridor.
2. Within the context of regional Comprehensive Transportation Plans, establish that for identified Strategic Transportation Corridors, preservation of inter-regional, long-distance travel needs into and through the region should take priority over direct land access and local travel patterns.
3. In managing highway elements of individual Strategic Transportation Corridors, apply the highest practicable access management provisions to promote operational efficiencies and safety, and to enhance the movement of people and freight on primary corridor facilities.
4. Preserve and support prior project development decisions that have been based on identified Strategic Highway Corridors (as those highways were established by prior Board of Transportation policy action). Such project development decisions include but are not limited to, environmental studies, purpose and need determinations, screening of alternatives, travel corridor or mode definitions, or identification of environmental impacts and mitigation. It is not the intent of the Strategic Transportation Corridors policy to replace, modify, or negate any ongoing or prior project development decisions that include or reference the components of the Strategic Highway Corridor policy. Such ongoing or prior project development decisions shall remain valid and are incorporated into the Strategic Transportation Corridors Plan by reference.

Adopted by the Board of Transportation on \_\_\_\_\_.

**Exhibit 1**  
**NC Strategic Transportation Corridors**

**DRAFT**  
 9/16/2014



**Identification of Potential Strategic Transportation Corridors**

After identifying transportation facilities or services considered critical in achieving each of the three Strategic Corridor goals (System Connectivity, Mobility, and Activity Center Access), elements were combined to form the basis for defining a proposed network of strategic corridors.

The proposed STC corridors are based on core highway route numbers and/or railroad alignments, and logical begin/end points.

NCTM, STC Map, Proposed Corridors.mxd AUG 16 16:2014



**NORTH CAROLINA  
 TRANSPORTATION  
 NETWORK**

Source: NCOneMap, NCDOT GIS, ESRI

Proposed Strategic Transportation Corridors (solid = highway; dashed = rail)			
A (US74W)	F (I73/Future I73)	K (US421/NC87)	P (US70E/NCRR)
B (US441)	G (I77)	L (US1)	Q (I40)
C (I26/US23)	H (I74/Future I74)	M (I495/US64E)	R (US64W/NC49)
D (US321/CSX)	I (I85)	N (US13)	S (I795/US117)
E (US421W)	J (US29N/NS)	O (US17)	T (I95/CSX)
			U (US74W/US74E/Future I74)
			V (US264E)
			W (US401/NC24/US258)
			X (US258/NC11/US13)
			Y (US158)

**STRATEGIC TRANSPORTATION  
 CORRIDORS**



# Agenda Item

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## **Agenda Item IX**

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RPO Update – Streetscape Assessments

### **Background**

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The Northwest Piedmont Rural Planning Organization (RPO) is offering a new program – Streetscape Assessments. This effort seeks to strengthen not only transportation networks, but also the economic vitality and the aesthetic appeal of communities in Davie, Stokes, Surry, and Yadkin Counties.

All member communities are eligible to participate in the Streetscape Assessments Program. RPO staff will tailor each assessment to the needs of the community. A menu of options is offered, including evaluations of sidewalk network connectivity, lighting, signage, and site furnishings.

We are currently piloting streetscape assessments in Elkin, Yadkinville and Mount Airy.

Attachments:  
NWPRPO Streetscapes Brochure

### **Action Requested**

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Review attached brochure





# NORTHWEST PIEDMONT RURAL PLANNING ORGANIZATION Streetscape Assessments

## STREETSCAPES

The Northwest Piedmont Rural Planning Organization (RPO) is offering a new program - Streetscape Assessments. This effort seeks to strengthen not only transportation networks, but also the economic vitality and the aesthetic appeal of communities in Davie, Stokes, Surry, and Yadkin Counties.

All member communities are eligible to participate in the Streetscape Assessments Program. RPO staff will tailor each assessment to the needs of the community. A menu of options is offered, including evaluations of sidewalk network connectivity, lighting, signage, and site furnishings.



Main Street, Elkin Photo: Marc Allred



Main Street, Danbury Photo: Marc Allred

NORTHWEST PIEDMONT RURAL PLANNING ORGANIZATION  
Piedmont Triad Regional Council | 1398 Carrollton Crossing Drive, Kernersville, NC 27284  
(336) 904-0300 | [cwalsh@ptrc.org](mailto:cwalsh@ptrc.org) | [www.ptrc.org/nwrpo](http://www.ptrc.org/nwrpo)



PIEDMONT TRIAD  
REGIONAL COUNCIL





ACTIVE | RESILIENT  
SAFE | FUNCTIONAL  
CONNECTED  
VIBRANT | FRIENDLY  
WALKABLE  
LIVEABLE | CREATIVE

### Benefits of Streetscape Planning

Streetscape planning impacts not only roadways, but the surrounding built environment and how people use downtown spaces.

- Improves function and safety for vehicles, pedestrians, and bicyclists
- Increases walkability to primary destinations
- Builds economic vitality
- Enhances visitor experiences
- Maintains and improves aesthetic appeal
- Supports surrounding neighborhoods and commercial areas
- Provides marketing opportunities
- Creates spaces for art and parks
- Encourages urban forestry and stormwater management

### Products

The Streetscape Assessment report will feature an evaluation of existing conditions, recommendations for improvements, a schedule for project phasing, and a list of funding opportunities.

### Implementation

The purpose of the streetscape assessment is to lay groundwork for a more comprehensive study of a community. Following the completion of the assessment, a community may utilize the information to seek a full-scale Streetscape Master Plan or pursue some of the individual recommendations provided in the assessment.



Photos: Marc Allred, Christina Walsh

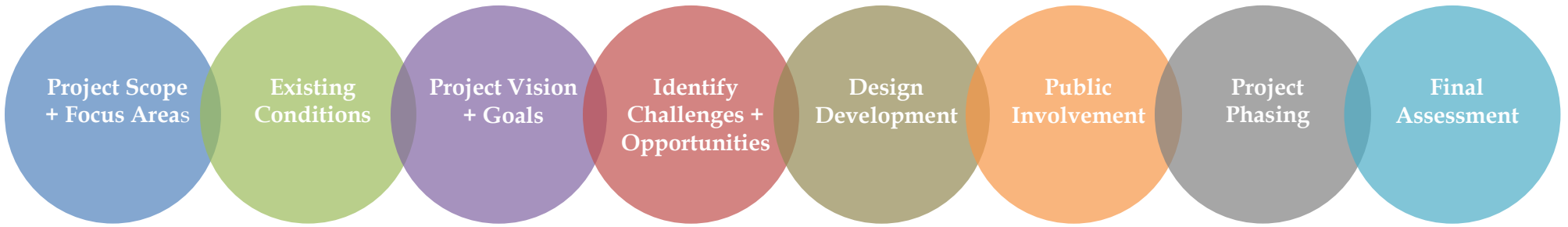
### Final Streetscape Assessment Report

- Existing Conditions Report
- Photo Inventory
- Challenges and Opportunities Report
- Project Phasing and Strategies
- Case Studies
- Funding Opportunities

### Optional Report Features

- Project Vision and Goals
- Design Concepts and Guidelines
- Public Involvement
- Cost Estimates





**Streetscape Assessment Process**

The Streetscape Assessment program is a targeted approach to evaluating existing conditions and future opportunities. The assessment process offers a concise, yet thorough approach to evaluating a community’s streetscape.

**Project Scope and Focus Areas**

During an initial meeting with the community, RPO staff and local officials will confirm the project scope and focus areas of the assessment. An initial tour of the focus areas will help to identify concerns and develop a project boundary.

**Existing Conditions**

The Existing Conditions report will begin with a review of existing land use plans, Comprehensive Transportation Plans, and pedestrian and bicycle plans. This process will serve as a starting point for understanding the vision of the community.

RPO staff will prepare a demographics report to analyze the current and future needs of the community’s population.

The assessment of the built environment will begin with walkability and bicycle audits, which will provide valuable information about the current streetscape. RPO staff will focus on connectivity, safety, aesthetics, and quality of life. Documentation will include:

- Street and sidewalk connectivity
- Surface conditions
- Intersections and pedestrian crossings
- Signage and site furnishings
- Utility infrastructure and stormwater management
- On-street and off-street parking
- Natural and cultural features
- Destinations

**Identify Challenges and Opportunities**

The Challenges and Opportunities report will identify improvements and barriers that exist within the focus area and offer detailed recommendations.

**Project Phasing**

To implement the streetscape assessment, the final report will include strategies for completing projects in one, five, and ten year stages. Case study examples along with a list of funding opportunities will be provided.

**Final Assessment**

The final Streetscape Assessment report will be provided to the community in printed and digital formats. If desired, RPO will present an overview of the assessment to the community’s elected board.

**Optional Streetscape Plan Features**

*Note: An additional fee may be associated with the following features.*

**Project Vision and Goals**

In collaboration with local officials and selected stakeholders, RPO staff will assist with the development of a vision statement and goals for the streetscape assessment.

**Design Development**

Preliminary design concepts and visualizations for selected sites within the focus areas will be developed by RPO staff. Designs may address intersection modifications, plantings, site furnishings, and façade improvements.

**Public Involvement**

If a community desires public involvement during the assessment, RPO staff will offer an online survey and drop-in workshop to review recommendations and design concepts.

# STREETSCAPE ASSESSMENT OPTIONS

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## ROADWAY (CURB TO CURB)

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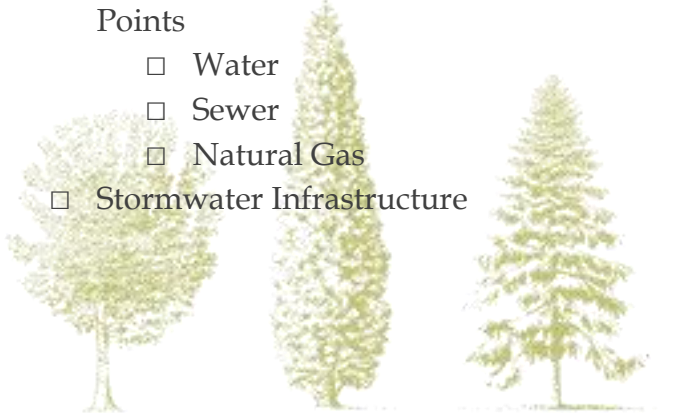
- Circulation and Parking
  - Street & Lane Widths
  - Road Surface & Materials
  - Bike Lanes
- On-Street Parking & Loading Zones
- Crosswalks
- Bulb Outs & Refuge Islands
- Traffic Counts
- Signals
  - Auto
  - Pedestrian

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## UTILITY SYSTEMS (ABOVE AND BELOW GRADE)

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- Lighting
- Utility Poles, Signs, Hydrants, & Access Points
  - Water
  - Sewer
  - Natural Gas
- Stormwater Infrastructure



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## STREETSCAPE (FROM CURBS TO R.O.W. LIMITS)

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- Gateway Features
- Walkability
  - Sidewalk Width & Connectivity
  - ADA Compliance (Curb Ramps, Landing Areas)
  - Bike Racks
- Street Furnishings
  - Seating
  - Trash Receptacles
  - Water Features
- Signage & Wayfinding
- Lighting
- Planting Opportunities & Materials
- Transit Accommodation

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## SPECIAL FEATURES

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- Façade Improvements
- Art/Murals
- Open Space/Parks
- Vacant/Underutilized Properties
- Healthy, Active Living Programs



