



Public Engagement Plan

Draft: 02/14/24

I. Introduction

As Harnett County has continued to experience increased growth and development, its leaders have turned to exploring various mobility options, including transit, to better serve the community. The North Harnett Transit Study will focus analyzing and recommending transit options for the portion of Harnett County that overlaps with the Capital Area Metropolitan Planning Organization (CAMPO) boundary. The study will include substantial public engagement aimed at gauging the need and demand for transit services and develop recommendations for potential transit solutions, as well recommend an implementation plan for the recommended transit service.

There will be two phases to this study. Currently, little transit service exists in the study area (aside from HARTS service). The first phase will focus on identifying the tolerance and local desire for and suitability of transit in the study area by the elected officials, jurisdictional staff, and the general public. This phase will begin with the creation of the CTT, collection and analysis of geographic and socio-economic data, and development of land use and development policies summary, in addition to a robust stakeholder and public engagement effort.

Having formed a thorough understanding of the transit desire, demand, and interest from the public, the stakeholders, and the elected officials in the study area, the second phase will focus on drafting an implementation plan based on that understanding. In this phase, the study team will establish transit service area based on the demand, explore various transit service options, and develop recommendations to implement transit solutions in Harnett County.

The desired outcomes of this study are to:

1. Gather an understanding of transit demand in study area through data and public input.
2. Educate the public, stakeholders, and elected officials regarding the types and benefits of transit, transit potential in the area, and to ask questions about the community's vision and desirability of transit.
3. Develop an understanding of the land use types, locations, and policies to provide transit-supportive policy recommendations to be incorporated in the UDO.
4. Identifying the need and building the capacity to develop a transit service plan.

The purpose of this public engagement plan (PEP) is to detail how the public and stakeholders will be engaged throughout the study in order to develop a shared vision, seek input on potential transit options, and present the study findings and final recommendations upon study completion. Public engagement efforts will allow the study team to share updates with the public and collect their input through various promotional and outreach techniques designed to reach the diverse community that lives, works, and travels through the study area. This document is also in alignment with the CAMPO Public Participation Plan (updated 2023) to ensure collaboration between the two plans throughout engagement.

2. Goals for Engagement

To ensure a successful public engagement process, it is necessary to set goals to measure the success of engagement efforts throughout the project. As stated in CAMPO’s Public Participation Plan, “CAMPO seeks to provide opportunities in the transportation planning process to interested parties, as well as engage and involve members of the community who have not been traditionally involved.”

Educate stakeholders and the public about the North Harnett Transit Study

Provide educational information about transit to stakeholders and the public to ensure they make informed decisions.

Proactively provide updates and information through various methods to increase reach

Offer convenient opportunities to provide input through both virtual and in-person means (if possible)

Establish strong relationships with stakeholders through open and responsive communication

3. Public Engagement Approach

Public awareness, education, and feedback are three key components for a successful public engagement program. This section outlines the public outreach tools and process to be implemented throughout the project timeline to promote the study and encourage engagement. There will be two phases of engagement to align with the two phases of the study’s technical schedule.

Phase I: This first phase will focus on education, assessing perceptions and desire for transit, and develop a vision for transit options that would best serve the public. Because transit service does not currently exist within the study area, outside of the demand-response service provided by HARTS, educational materials will be development to create a level playing field for the public, stakeholders, and public officials to all be well versed on the “language” of transit and what opportunities could exist in Harnett County. This educational campaign will allow for the public,

stakeholders, and public officials to provide informed feedback on what their perceptions of transit currently are and how they think it would benefit the overall community of North Harnett. The final piece, developing a vision for transit options, will be developed in partnership with the public, stakeholders, and public officials through specific engagement events such as workshops, online surveys, and pop-up events. The insights from this phase will feed into the second phase which will focus on developing technical analysis and identification of recommendations for fulfilling the shared vision created through community involvement. The phase one engagement will be conducted over four months to ensure enough opportunities are provided to reach all intended audiences and utilize one survey period to prevent survey fatigue over the short time span of the study.

Phase II: Engagement in this phase is geared more towards providing information and findings from Phase I. The goal of this phase is to share input that was collected, including a summary of engagement, develop strategies for transit implementation within the study area, and seek stakeholder and public input on those strategies. There will be opportunities for the public, stakeholders, and public officials to learn about the potential strategies and draft recommendations through public meetings and other engagement materials, as well as a chance to provide feedback and shape the final recommendations.

4. Target Audiences

Stakeholders

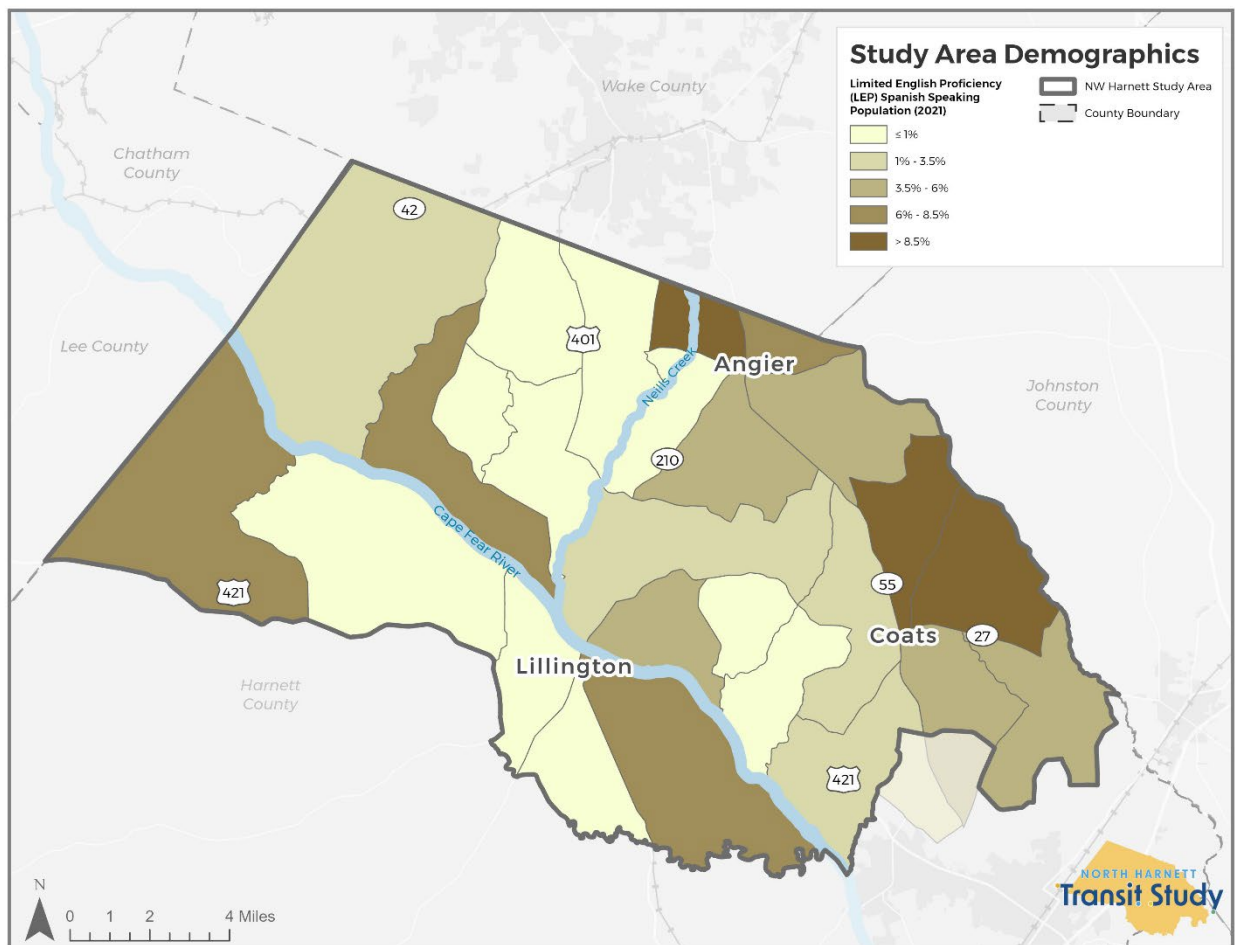
There are several different audiences to reach, to help establish the vision and develop recommendations for transit in North Harnett County. This diverse group will be tasked with providing input on what should be included in the vision for developing new transit in the study area, beyond the current demand-response service by HARTS. The identified audiences are as follows:

- Residents within the study area
- Existing transit users
- Transit drivers/employees
- Potential transit riders
- Non-riders
- Employers/Business owners and employees within the study area
- Ethnic and racial minorities
- Environmental Justice communities
- People experiencing poverty
- Persons with disabilities
- Seniors
- Local and County Elected Officials
- Chambers of Commerce
- Adjacent Transit Agencies
- Colleges, Universities, and Local School Systems
- Community Services such as Religious Institutions
- Health and Human Service Providers
- Environmental Agencies
- Spanish Speaking Organizations and Communities
- Limited English Proficiency communities
- Media

Limited English Proficiency Communities

Limited English Proficiency (LEP) individuals have a limited ability to read, speak, write, or understand English. These individuals are entitled to, under Title VI of the Civil Rights Act of 1964, reasonable actions to be provided accessible programs, services, and activities. To address the existence of significant barriers facing populations who typically do not attend public meetings, such as the Spanish-language community, targeted outreach will be performed throughout the study period to engage with populations. The demographic study area (DSA) covering the project area includes 4%, or 1,589 persons, who's primary language is Spanish, according to the N.C. Department of Transportation's Demographic Snapshot Tool. Less than 1% of other language groups including Indo-Euro, Asian/Pacific, and Other, are present in the DSA.

In addition to providing meeting study materials in Spanish to allow participants the option to receive information in the language they are most comfortable with, further engagement efforts will be made to include Spanish participants in the study. Opportunities such as pop-up events or "door to door outreach" will be utilized in key locations where Spanish-speaking communities are present. CAMPO may also provide translations in additional languages to materials as needed or requested by LEP individuals or stakeholders.



Demographic Study Area

The following table provides information about various demographic characteristics of the study area and Harnett County. This information helps the study team to have a better picture of the accommodations that might be required to successfully engage with the entire population with the study area. These metrics will be analyzed against data collected through study engagement efforts to evaluate if any group within the population is being underrepresented in study results.

Demographic Characteristic	DSA (Total #)	DSA (%)	Harnett Cty (Total #)	Harnett Cty (%)
Race				
White	36,386	73.6	87,022	65.4
Black / African American	6,267	12.7	28,160	21.2%
American Indian and Alaska Native Alone	712	1.4	1,737	1.3
Asian	300	0.6	1,681	1.3
Native Hawaiian / Pacific Islander	42	0.1	376	0.3
Some Other Race	3,229	6.5	5,974	4.5
Two or More Races	2,506	5.1	8,124	6.1
Total Non-White	13,056	26.4	46,052	34.6
Poverty				
Below Poverty Level	6,070	13.0	19,394	14.9
Under 50% of Poverty Level	2,832	6.1	8,907	6.9
Between 100% and 149% of Poverty Level	4,920	10.6	12,820	9.9
Zero-Car Household				
No Vehicle Available	832	4.5	2,201	4.7
One Vehicle Available	5,858	31.7	13,148	27.9
Two or More Vehicles Available	11,781	63.8	31,726	67.4
Disability				
Persons with Disability	6,904	14.4	19,084	15.0
Age				
Under 18 Years	9,990	20.2	34,613	26.0
18 to 64 Years	31,902	64.5	81,654	61.4
65 Years or Older	7,550	15.3	16,807	12.6
Internet Access				
Limited Access to Internet	3,181	17.2	-	-
With a Broadband Internet Subscription of Any Type	15,290	82.8	-	-
Cellular Data Plan Only	1,819	9.8	-	-

Prior Engagement

Several previous studies and plans have been conducted, which included transit recommendations in North Harnett County. To understand the prior work completed and the engagement efforts that influenced the recommendations, a brief review of these studies is provided in this section. The information from this review provides a picture of how Harnett County communities have been engaged over the past ten years and helps to develop the vision of the North Harnett Transit Study utilizing the feedback collected previously.

U.S. 401 Corridor Study - CAMPO conducted a corridor study of U.S. 401 which included approximately 19 miles of the U.S. 401 Corridor from Banks Road in Wake County through the Town of Fuquay-Varina to the N.C. 210 and U.S. 421 intersection in the Town of Lillington in Harnett County.

2050 Metropolitan Transportation Plan (MTP) - The Capital Area and the Durham Chapel-Hill Carrboro MPOs worked collaboratively to develop the 2050 Metropolitan Transportation Plan (MTP) for the Triangle region. The MTP is the long-range plan for transportation improvements across the region. It includes roadway, transit, rail, bicycle, pedestrian and other transportation projects for the next 30 years. The CAMPO 2050 MTP identifies a future transit connection between Northwest Harnett County and Apex, via Angier, NC 55, and Fuquay-Varina.

Southwest Area Study (SWAS) - The Southwest Area Study Update, completed in 2019, was a collaborative effort between the Capital Area MPO and NCDOT. The CAMPO 2050 MTP identifies a future transit connection between Northwest Harnett County and Apex, via Angier, NC 55, and Fuquay-Varina.

Northwest Area Plan - The purpose of the 2015 Harnett County Northwest Area Plan was to build on the Comprehensive Growth Plan and create a more detailed guide for the northwestern portion of the county, including the northern portion of Lillington and western portion of Angier. The plan serves as a framework for accommodating growth and development with maintain rural characters, environmental quality, and the livability of the area.

Grow Harnett County - Economic Development Plan - The 2021 Grow Harnett County provided a review of what has changed in the county since the 2015 Plan was adopted and makes recommendations for how to move forward with implementation. It includes recommendations for land use, infrastructure, and economic development, as well as a vision to identify which recommendations should be prioritized.

5. Tools for Study Promotion

Study Branding

Branding standards, including a logo and a visual guide, will be developed for project materials for the public to easily identify project-related information. The North Harnett Transit Study logo and branding will be used on all materials throughout the project to make materials easily recognizable.



Promotional Outreach Strategies

To reach a wide range of the study's targeted audiences, a range of tools will be used. Both physical and digital means are necessary to promote the study to those who use the corridor frequently and who may receive information mostly from digital sources. The following tools will be used during the promotion of the two study phases. To ensure that all community members can receive information in the language they are most comfortable with, advertising and promotional materials will be translated into Spanish. Additional languages may be provided if requested by community members.

Website - The North Harnett Transit Study website will be used to provide project information and contact information. Sections of the website will include a general study overview, educational content such as fact sheets and videos, the study's anticipated schedule and key deliverables, engagement opportunities, and final recommendations. Announcements will be posted for project milestones and changes, public engagement opportunities, and any other announcements the team may want to communicate. The study branding will be used to design the website and content to establish a strong study recognition across study communication tools. The website can be viewed via desktop computer, mobile device, or tablet. The study web address will be www.NorthHarnettTransitStudy.com with Google translation capabilities.

Study Contact Information - To provide the public with a means to contact the study team, PublicInput.com will be used to host the study email account and a phone number. The phone number will allow the public to call the voice messaging system and leave a message. The contact information for the email and phone number will be provided on study materials as needed, including the website, promotional flyers, and press releases. The emails and voice messages received will be reported in each of the public engagement phase summaries, as outlined in section 5.

Email: northharnetttransit@publicinput.com

Phone Number: 855-925-2801 | Code: 6959

Social Media - To reach the public and stakeholders through online platforms, the CAMPO social media accounts for Meta (Facebook/Instagram), X (Twitter), LinkedIn, and NextDoor will be used to share study information and promote public participation. Posts will be made during each phase to promote specific engagement opportunities, as well as at key milestones to provide

ongoing communications about the study. Paid advertising may be used to specifically target specific locations of the study area, particularly if there is an area that has a low response rate on surveys. Posts will be short and engaging, utilizing graphics where possible to catch the attention of users. The hashtag #NorthHarnettTransit will be used to make it easy for the public to find and engage with posts. The study branding will be used to design post graphics to ensure study recognition.

To increase social media reach, CAMPO and Harnett County will also identify related organizations, such as local or county municipalities, community groups, or related businesses or transportation organizations, and request their participation in sharing North Harnett Transit Study social media posts. This will increase the number of users who see the posts, as not all targeted audience members may follow the CAMPO and Harnett County social media accounts. A schedule of social media posts will be shared with partner organizations to ensure posts are shared in a timely manner.

Promotional Videos – Promotional videos will be produced to share short and engaging narratives with the public through different methods including social media, email, and the study website. The content of these videos will include messaging used during outreach and will share key messages to reflect the goals of the engagement phase. This will provide viewers with the needed information to offer informed input during engagement opportunities. Technical information will be shared in a simplified manner, and all videos will be narrated and include text-captions to ensure the videos are accessible to all.

Informational Flyers – Visually engaging informational flyers will be developed to promote engagement opportunities, provide brief project information, and direct viewers to view the website and social media for additional information. The study branding will be used to design these flyers to ensure study recognition. Flyers may be distributed electronically and used at targeted events along the corridor.

E-blasts – To reach the general public, e-blasts (mass email messages) will be distributed using CAMPO’s public email list on PublicInput.com. E-blasts will also be distributed to the CTT and partner agencies to increase reach. These e-blasts will be sent out during targeted outreach phases to share project information and updates, and to promote engagement opportunities.

Digital Communications Toolkit – A digital communications toolkit will be developed to distribute files such as digital versions of print materials including a double-sided handout, sample social media messaging, study logos and brand graphics, outreach links to the website and surveys, and digital flyers for each phase of engagement. This toolkit will be shared with the CTT, stakeholders, and partners to promote the study to their networks. They can use these digital materials on screens at local facilities such as libraries, buses, roadside signage, and through other digital means.

Media Outreach – The media will be engaged through CAMPO’s standard media distribution list. Press releases will be developed to promote study updates and engagement opportunities during each phase of targeted outreach. Study materials will be able available when requested and will be accessible online for media use.

6. Tools for Study Engagement

Effective public engagement processes include inclusive public and stakeholder engagement strategies using both traditional methods complemented by a range of virtual tools to engage a variety of audiences. The following tools will be utilized for the North Harnett Transit Study to meet the goals set by this PEP.

Pop-up Events

During the first round of engagement, pop-up events will be used to introduce the study to the community, engage with stakeholders to establish study recognition throughout the study area, and solicit feedback via the online survey to help shape the vision of the study. The study team will have educational and engaging materials to be used at the pop-up events, including handouts, display boards, survey questions, and game-like activities to encourage learning about transit topics.

Pop-up events can be used to reach those who typically do not attend public meetings. The purpose of these events is to maximize public participation during study development to allow for meaningful dialogue with communities that have not historically participated in similar studies, such as minority or LEP communities. These activities may include but are not limited to tabling at community events and at locations within the study area such as transit centers, grocery stores and places of worship, meetings with specific stakeholders such as business alliances, community gatherings, focus groups, or other tailored engagement events. Specific locations will be decided on during the development of the Phase I Engagement strategy.

Engagement display boards used for pop-up events can temporarily be placed at community locations un-supervised to engage with members of the public who encounter them. These locations can be at human services offices, libraries, or DMVs. This allows for member of the public to provide their input in a more engaging method and to find links to the study website and surveys without having to come to a scheduled meeting or event.

Pop-up events may also be virtual, allowing the public and stakeholder an opportunity to attend “office hours” with the planning to team so they may ask questions or learn more information about the study. These virtual pop-up events can also be recorded and posted to the study website for the public’s convenience of watching the recording on their own time.

Online Survey

A public survey will be used during the first phase of public engagement to solicit public input. CAMPO’s subscription to PublicInput.com will be used to host survey and a link to the survey will be available from the study website while the survey is open. The content will relate to providing education on transit concepts and will solicit the necessary input on travel patterns and desire for transit needed to guide the development of study recommendations. The survey will present the necessary information needed to allow participants to provide an informed response. The survey will be written in a clear manner and the length will be designed to be mindful of the participant’s

time. The survey content will be able to be translated into multiple languages using the PublicInput.com translation tool.

A paper survey will be developed based on the PublicInput.com survey, to provide a non-digital means to complete the survey, for participants without access to a mobile phone or computer. PublicInput.com's text message surveying tool can also be used to provide a convenient way for the public to respond to survey questions from their phone. This survey platform would allow participants who do not have a smart phone to still complete the survey without needing access to a web browser. Mid-way through the survey period, the results from the optional demographic questions will be analyzed to identify gaps in target populations' involvement and to discuss methods to increase their participation in engagement opportunities.

Public Meetings

Public meetings will be held during the second engagement phase to engage with the public and allow them to learn about the study recommendations and provide their input. Study team members from CAMPO and the consultant team will be available at meetings to present information and engage with the public and stakeholders.

All materials developed for the public meetings will be made available on the study website to allow people to view project information at their convenience. This will include materials such as presentations, double-sided handouts, and surveys developed for each phase as needed. The format of meetings will be determined based on the content being presented and the goals for engagement. Meeting logistics guides will be developed for the meetings to highlight the purpose of the meeting and to outline the roles and responsibilities of the study team. The public meeting will be held in a location easily accessible to community members throughout the study area, near transit when possible, and ADA accessible.

Virtual meetings will be live streamed using CAMPO's virtual platform and Facebook Live. Spanish interpreters will be available during events by advance request and materials will be translated into Spanish, as necessary. If public meeting presentations are given virtually, the presentation will be recorded and posted to CAMPO's YouTube site to allow those who were not able to attend in real-time view the meeting. YouTube's closed captioning tool will be used to provide accessibility for individuals with visual impairments while watching these recorded videos. Additionally, the videos will be posted on the project website.

Stakeholder Groups

To ensure equal representation of all communities within the study area, various stakeholder groups will be formed and engaged with throughout the study period. A list of all members in each stakeholder group can be found in Appendix A.

Core Technical Team (CTT) - Representatives from the target audiences will be invited to participate on the Core Technical Team to assist guiding the North Harnett Transit Study development. This list will be updated throughout the study as needed. CTT meetings will be held throughout the study period, as indicated on the study schedule, and found in the following

subsection on *Stakeholder Outreach Schedule*. The purpose of these meetings will be to provide regular coordination and feedback on technical issues and data analyzation elements of the project. The CTT will also be involved in the review of public engagement plans, materials, and will assist with outreach for engagement.

Elected Officials (EO) - It is imperative for the success of this study that the elected officials representing the constituent jurisdictions within the study area be engaged throughout the course of the study. Their engagement will be in advance of other focus groups and in the form of meetings and workshops as appropriate at each milestone of the study. Officials will be asked about their views on transit, how they would like to see transit develop in their jurisdiction, and what they would like to ask the public to make informed decisions about the future of transit operations. This group will also have the opportunity to review the draft recommendations and the outcomes of the public and stakeholder engagement conducted and provide input on the foundation for Phase 2.

Focus Groups (FG) – Three additional focus groups will be held to engage with key stakeholders during the beginning of public engagement to collect input. The focus groups will be comprised of stakeholders such as community members, human and social service agencies, minority groups, transit riders, commercial interests, and other special service groups. These focus groups will be presented with information to help them provide informed input about their views on transit and how their community may benefit from transit, as well as requested to share the study survey amongst their community.

Bus Operators (BO) – During the first phase of engagement, the study team will engage with the bus operators of HARTS to collect their input regarding the operations, demand, and other concerns that operators would be aware of through their day-to-day efforts.

Technical Coordinating Committee (TCC) and Executive Board (EB) - The study team will present study updates to the CAMPO Technical Coordinating Committee and the Executive Board at key milestones as indicated on the study schedule. The TCC is comprised of staff from member and stakeholder agencies and provides technical recommendations to the CAMPO Executive Board. Board briefings will occur throughout the study and are open to the public.

Stakeholder Outreach Schedule

	Group	Purpose of Meeting
Phase 1	CTT	Kick-off Meeting – Provide study introduction, review stakeholder and elected official group selection, discuss data identification.
	CTT	Mtg 2 - Apprise of the analysis outcomes, present the PEP and draft materials for public, stakeholder, and elected officials' engagement.
	EO	Workshop to present socio-economic conditions, transit-supportiveness of study area, transit service options, and the land-uses required to make the area more transit-supportive. Collect input on view of transit, transit development in their jurisdictions, and questions for the public.
	FG	Present socio-economic conditions, transit-supportiveness of study area, transit service options, and the land-uses required to make the area more transit-supportive. Collect input on view of transit and community benefits. Request support to share the survey amongst their community.
	BO	One-on-one interviews to collect feedback on operations, demand, and other concerns operators are experiencing.
	CTT + EO	Mtg 3 – Present the outcomes of the public and stakeholder engagement and lay foundation for Phase 2.
	TCC + EB	Provide overview of study progress, data collected, and public input received.
Phase 2	CTT	Present the draft of the service area and demand findings.
	FG	Present the summary of the outcomes of Phase 1 and present the draft of the service area and demand findings.
	CTT	Present the draft of the Transit Service Options.
	CTT + EO	Present the public and stakeholder engagement materials.
	CTT + EB + FG	Present the service area and demand findings, transit service options, and the ongoing public and stakeholder engagement efforts.
	CTT + EO	Present the draft implementation and plan.
	TCC + EB	Present the final report and implementation of the study.

7. Summarizing Results

CAMPO will use PublicInput.com to record and manage public input. Following the conclusion of each engagement phase, a written summary of all public engagement and promotion activities will be developed. These summaries will provide graphics and charts to illustrate the public input that was collected and create an overview of the results. This includes:

- Public Engagement Events and Attendance
- Public Comments (including survey results and crowdsource map comments)
- Webpage Analytics
- Social Media Analytics
- Targeted Outreach Efforts

At the conclusion of all public engagement efforts, the summaries will be combined into one document to be included in the final project report.

Performance Measures

As part of CAMPO's Public Participation Plan (PPP), four strategic focus areas were identified to help create an environment where regional transportation needs are prioritized and understood and to help CAMPO achieve its vision. The four strategic focus areas include public engagement and education; partnering with others; educating elected officials; and policy leadership. To ensure that the public engagement and education focus area is achieved, CAMPO's PPP includes strategies with performance measures and targets in which to collect information that can be used to measure the success of engagement methods utilized. The following engagement strategies and performance measures will be used for the North Harnett Transit Study public engagement and outreach efforts and will be reported on in each engagement summary document.

Planning

- Custom public engagement strategy developed for studies anticipated to include public efforts.
- Each engagement strategy should include stakeholder and equity mapping custom to geographic areas as scoped.

Documentation

- Public engagement summaries should be provided to decision-makers in advance of endorsement, approval, or adoption of any study, plan, project that includes public engagement.
- The summary should include description of engagement efforts targeting transportation disadvantaged populations as well as a segmented breakdown of Transportation Disadvantaged population input received.

Inclusivity & Accessibility

- Meetings or outreach events hosted by CAMPO should occur in ADA compliant facilities.

- Significant, overview materials for plans, studies, projects should be translated into, at least, the second most common language in scoped geographic area.
- Final plan documents open for public comment and consideration by Executive Board, including PDFs, should meet WCAG 2 (Web Content Accessibility Guidelines) for persons with impaired vision.
- Online and hard copy maps and visualizations meant for use by general public must be viewable for persons who are colorblind.
- In-person events for projects, plans, studies should occur within an identified Community of Concern area as identified in the MPO's Title VI Plan.
- Outreach and Engagement activities should occur at events and locations not hosted/property of the MPO.

Outreach – Timeliness of Communications

- Monthly notices of meetings sent to general public email list at least seven (7) days before each month's first meeting of TCC or Exec. Board, whichever comes first – covers TCC and Exec. Board Meetings.
- Public engagement summaries should be publicly posted to the MPO or project website before the next phase of engagement or consideration by the Executive Board occurs.
- Update emails should be sent for all projects, plans, studies following endorsement/adoption, as well as following each public engagement phase.

8. Revisions to the Public Engagement Plan

This plan is a working document and may be updated and revised as needed to achieve the goals stated in [section 2. Goals for Engagement](#).

9. Full Schedule of Engagement Activities

Phase 1 (2023-24)	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun												
Transit Demand Analysis	Maps / Analysis		Memo				Report													
Stakeholder Engagement																				
Core Technical Team																				
Elected Officials																				
Focus Groups																				
Bus Operators Interviews																				
TCC and Executive Board																				
Public Engagement																				
Public Engagement Plan + Strategy																				
Promotional Outreach					Launch															
Survey Period					Launch															
Pop-Up Events							Multiple Events													
Summary													Report							
Phase 2 (2024-25)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun								
Service Area and Demand	Analysis																			
Transit Service Options		Options Evaluation																		
Implementation and Final Plan																				
Stakeholder Engagement																				
Core Technical Team																				
Elected Officials																				
Focus Groups (combined)																				
TCC and Executive Board																				
Public Engagement																				
Strategy																				
Promotional Outreach							Launch													
Comment Period							Launch													
Public Meeting								Meeting												
Summary													Report							

Appendix A – Stakeholder Lists

Core Technical Team (CTT)/Transportation	
Richie Hines/ Drew Cox	NCDOT Division 6 Regional Office
Greg Frank	Jetport
Hank Graham	FAMPO Director
Mike Rutan	RPO Director at Mid-Carolina Rural Planning Organization
Barry Blevins	General Services Director - Harnett Area Rural Transit System
Darius Studivant	NCDOT Planner
Mary Jane Sauls	Public Health Administrator - Department on Aging
Shelby Powell	Deputy Director for CAMPO
Tim Gardiner	Wake County
Ben Howell	Wake Transit Program Manager
Jay Sikes	Harnett County - Manager of Planning Services; Harnett County TCC Rep
Michelle Peele	GoTriangle
Bonnie Parker	Public Engagement and Communications Planner for CAMPO
Chance Torain	Transit Manager - Harnett Area Rural Transit System
Nick Morrison	NCDOT IMD
Eric Truesdale	Chairman - Harnett Area Rural Transit System
Sarah Arbour	Harnett County Development Services Planner II
Uriah Parker	Transportation Director - Harnett County Public School System
Desiree Patrick	Public Information Officer for Harnett County
Jeffrey Jones	Angier Planning Director
Landon T. Chandler	Lillington Planning Director
Nick Holcomb	Coats Town Manager
Will Bratton	Campbell University Facilities Management Director
Crystal Odum	CAMPO
Phil Geary	NCDOT TPD
Elected Officials	
Steve Ward	HCPU Director
Samantha Wullenwaber	Mid-Carolina Regional Council
Glenn McFadden	HCPU Assistant Director
Coley Price	Asst County Manager
Nick Holcomb	Town Manager of Coats
Mike Morrow	Asst Co Mgr
Brent Trout	Harnett County Mgr
Vagn Hansen II	Regional Land Use Advisory Commission - Executive Director
Steve Wykel	Ft Liberty Housing Division Chief
George Adler/ Steve Nueschafer	City of Dunn - Planning Director / City Manager of Dunn

Jeffrey Jones/ Elizabeth Krige	Town of Angier - Planning Director / New Town Manager
Joseph Jeffries / Landon Chandler	Town of Lillington Manager / Planning Director
Snow Bowden	Town of Erwin Manager
Randy Baker	Town of Erwin Mayor
Desiree Patrick	Community Relations Director / Public Information Officer
Lynn Lambert	Ag & Cooperative Ext (large land owner ideas?)
Barbara McKoy	District 1, Harnett County Board of Commissioners
William Morris (Vice-Chairman)	District 2, Harnett County Board of Commissioners
Brooks Matthews	District 3, Harnett County Board of Commissioners
Lewis Weatherspoon	District 4, Harnett County Board of Commissioners
Matthew Nicol (Chairman)	District 5, Harnett County Board of Commissioners
Focus Groups	
Hugh Surles	Builder/ Developer - Multiple Organizations
Jason Price	Jason Price Construction
Angie Stewart	Harnett County Economic Development Planner
Bryan Raynor	Highland Paving
Sean Johnson	Truhomes
Barbara Marchinoi	Real Estate Broker/ Land & Business Owner/ F-V PB member
Tom Lloyd	Realtor/ Former Cumberland Co Planning Director
John Linderman	Avison Young Principle/ Developer
Ben Taylor / Matt Brubaker	Serentity
Ann Milton	ReMax Broker/ Landowner
Dustin Blackwell	builder/ developer
Bryant E. Montague	Montague Development
Bo Bridgers?/Bradley Stancil	Stancil Dev/Bradley Built
Jerry Milton	Southeastern Interiors; airport
Carl Davis	Director of Harnett County Parks and Recreation
Jon Matthews	CCCC Provost
Britt Davis/ Dr. J. Bradley Creed	Vice President for Institutional Advancement & Senior Advisor to the President
Buren Fulmer	NC Forest Service Ranger
W. Brooks Matthews	Deputy Superintendent Harnett Co Schools
Ed Ellison	Cape Fear Academy - Head of School
Leaja Horne	Achievement Charter - Director of Education
Maria Mills	Carolina Charter Academy - Director
John Privette	Raven Rock Superintendent
Aaron Fleming	Superintendent Harnett Co Schools

Everett Blake	Current Planning Board Members
Cory Hess	President Harnett Health Systems
Phillys Godwin	Godwin Mfg. / Chair of HC Partnership of Economic Dev
Cecil Edgerton	Land owner in Dunn
Richard Chapman	Community Advocate
Ilia Smirnov	Lost Paddle & Cape Fear River Adventures
Chris Prince	NW Harnett FD Chief
Murray Simpkins	Harnett County Board of Adjustment
Eric Truesdale	Transportation Advisory Board - Chair / Veteran Services
Carl Davis	Transportation Advisory Board - Vice & Parks/Rec
Shelby Blackmon	Angier Chamber Director
Joe Langley	Angier Business
Gwendolyn Collins	Senior Center Site Manager related
Rosalyn Myers	Senior Center Site Manager related
	Coats Senior Center
Sherry Samuel	Senior Center Site Manager related
Jamey Sharlowe/ Dan Andrews	Harnett County Board of Adjustment
Tracy Honeycutt	Mid-Carolina Regional Council Aging Department
Charlotte Leach	Director at NC Works in Harnett County