

# MASTER TRANSPORTATION PLAN

## Engagement Results

Revised – 04/17/20

# Engagement Phases

## Phase 1

### Awareness + Issues Identification

Phase 1 was designed to educate the public about the WMTP process and the challenges and constraints that are inherent in the transportation planning process.

Participants were given an initial set of transportation projects and made decisions about funding opportunities. In addition to stakeholder discussions, two events occurred during the first round of engagement.

- Public Workshop | 2/20/20
- MetroQuest Online Survey | 2/4/20 to 2/28/20

Phase 1 engagement is summarized in the slides that follow.

## Phase 2

### Prioritization + Funding

Phase 2 will be designed to show participants what we heard in Phase 1. Input received will help determine local transportation priorities and better understand preferences for additional funding options. Phase 2 engagement will feature a second online survey. Public

- MetroQuest Online Survey  
**Launch Date: 5/15/20**

# What We Heard

## Public Workshop + Online Survey #1

### Key Thoughts

- 1 Traffic is a growing source of frustration in Waxhaw and the surrounding area.
- 2 People recognize that growth is contributing to increasing traffic and want to see a plan that aligns growth and transportation needs.
- 3 Participants want to see clearly defined transportation priorities and a plan for action.
- 4 People tended to identify more transportation needs than current funding sources can address. However, they expressed support for finding new funding streams for transportation projects.
- 5 In general, participants don't fully understand of how transportation projects are funded.

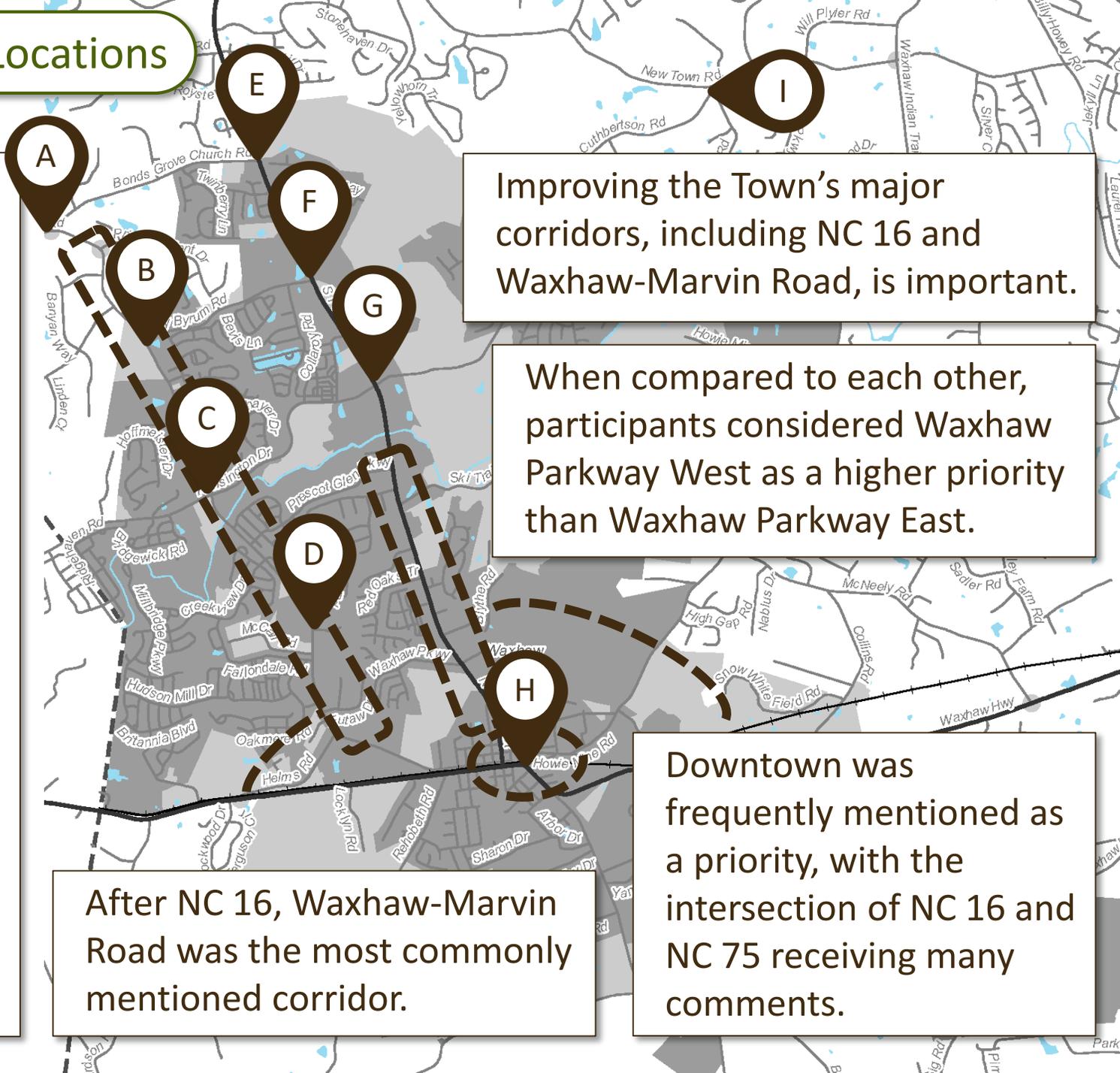


# What We Heard

## Key Locations

### Frequently mentioned intersections

- A** Waxhaw-Marvin Road at Bonds Grove Church Road
- B** Waxhaw-Marvin Road at Gray Byrum Road
- C** Waxhaw-Marvin Road at Kensington Drive
- D** Waxhaw-Marvin Road at Pine Oaks Drive
- E** NC 16 at Bonds Grove Church Road
- F** NC 16 at Gray Byrum Road
- G** NC 16 at Kensington Drive / Cuthbertson Road
- H** Nc 16 at NC 75
- I** New Town Road at Cuthbertson Road



Improving the Town's major corridors, including NC 16 and Waxhaw-Marvin Road, is important.

When compared to each other, participants considered Waxhaw Parkway West as a higher priority than Waxhaw Parkway East.

After NC 16, Waxhaw-Marvin Road was the most commonly mentioned corridor.

Downtown was frequently mentioned as a priority, with the intersection of NC 16 and NC 75 receiving many comments.

# Public Workshop

February 20, 2020

# At a Glance



20+

participants

## When and Where

February 20, 2020  
Police Headquarters

## Format

Drop-in Open House  
with Activity Stations

## Objectives

- 1) Provide background information on upcoming transportation projects in Waxhaw
- 2) Collect feedback on vision and transportation needs



# One Word



WAXHAW MASTER TRANSPORTATION PLAN

## One Word...

that describes traveling in Waxhaw TODAY.

that describes MY IDEAL VISION for traveling in Waxhaw in the future.

...that describes traveling in Waxhaw TODAY.

**Today**

Busy Traffic

Awful Slow

**Frustrating**

Terrified  
(While on NC16)

...that describes your IDEAL VISION for traveling in Waxhaw in the future.

**Ideal Vision** WOW!

**Convenient**

Easier

Steady Movement

(Traffic) Lights

# Thought Wall

1 Write one thought per sheet.

2 Use the colored sheet for your most important thought.

3 Post each thought under the category it most directly relates to.

What We Heard

## Traffic

**MOST IMPORTANT THOUGHTS** Complete the Waxhaw Parkway | Shuttle Service

**Other Thoughts** Complete both segments of the Waxhaw Parkway | Begin widening NC 16 now | Where will the Waxhaw Parkway East terminate at NC75?

## Safety

**MOST IMPORTANT THOUGHTS** Prohibit northbound left turn at NC 16 and Gray Byrum

**Other Thoughts** Sidewalks | Enforce speeds, 35mph on Waxhaw-Marvin Road

## Bicycle & Pedestrian

**MOST IMPORTANT THOUGHTS** Re-work, re-locate, and improve crosswalks

**Other Thoughts** Bike lanes, sidewalks, and multiuse paths | Crosswalks on NC 16 | Bike lanes on Waxhaw-Marvin Road

## Downtown

**MOST IMPORTANT THOUGHTS** Take/procure NC 16 Waxhaw Parkway to the Railroad | Broome Street center lane widening | Parking | Add/improve signalized crosswalks

**Other Thoughts** Parking behind buildings on southside of NC 75 | Connectivity & walkability

## Growth & Development

**MOST IMPORTANT THOUGHTS** Employment centers and business parks in Waxhaw

**Other Thoughts** Control limits without infrastructure in place | Widen NC 75 to 4 lanes with connectivity to Waxhaw Parkway

## Other / Miscellaneous

**Other Thoughts** Right-of-way for NC 16 widening

# MetroQuest Online Survey

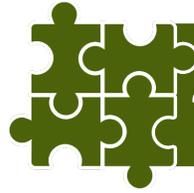
February 4, 2020 to February 28, 2020

# At a Glance



724

participants



~16,000

individual  
data points



~300

written  
comments

What is MetroQuest?

An online survey designed to educate the public about the project and collect feedback using five interactive and visual screens

How long was the survey active?

February 4, 2020 to February 28, 2020

How was it advertised?

Official city social media channels

Public Workshop #1

Word of mouth

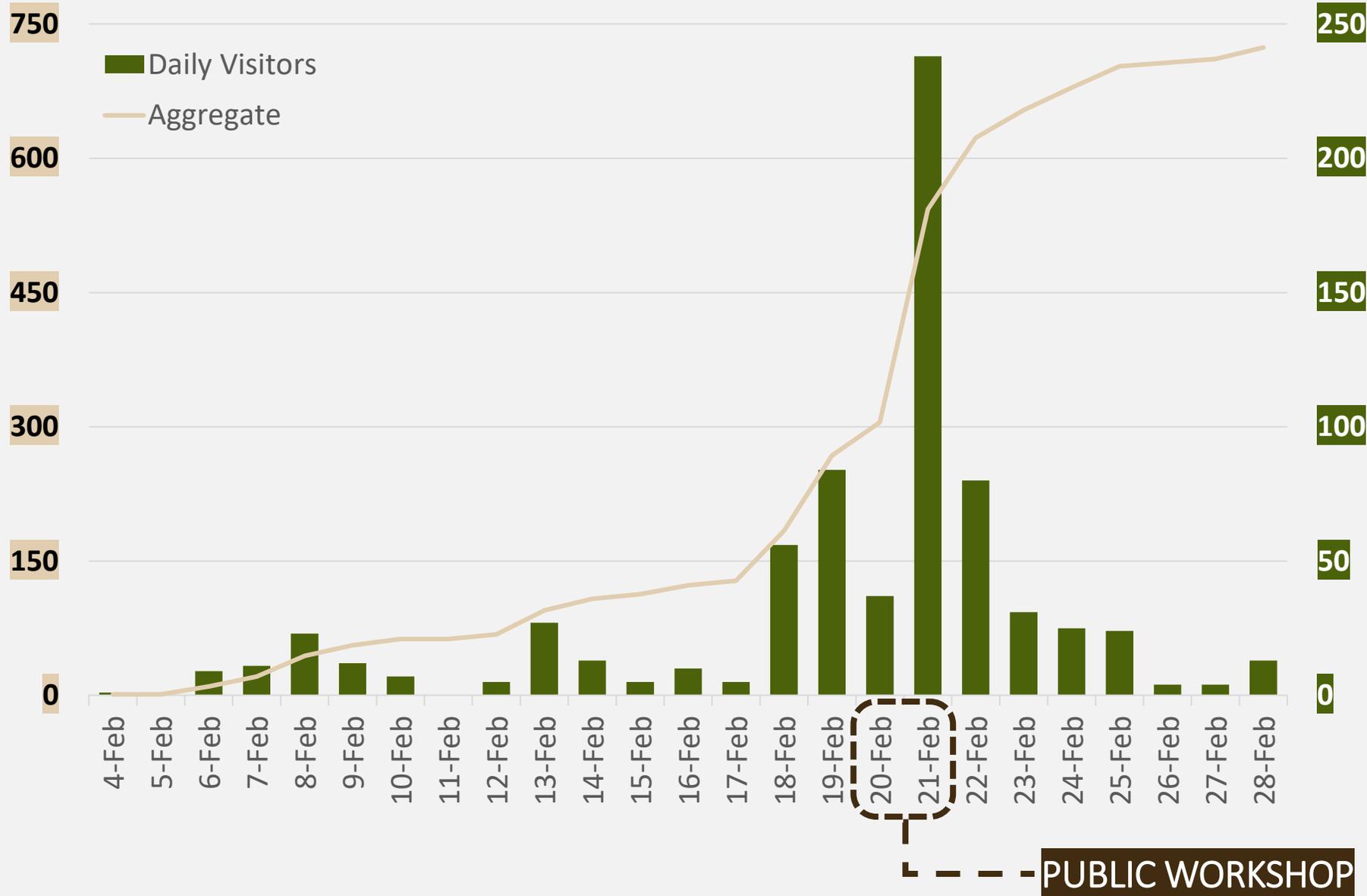
Internal promotion

What were participants asked?

- 1) To prioritize six locations where transportation improvements are needed
- 2) To allocate available funds toward transportation projects (while being educated about the potential need for additional funding)
- 3) To provide input on their appetite for different types of additional funding

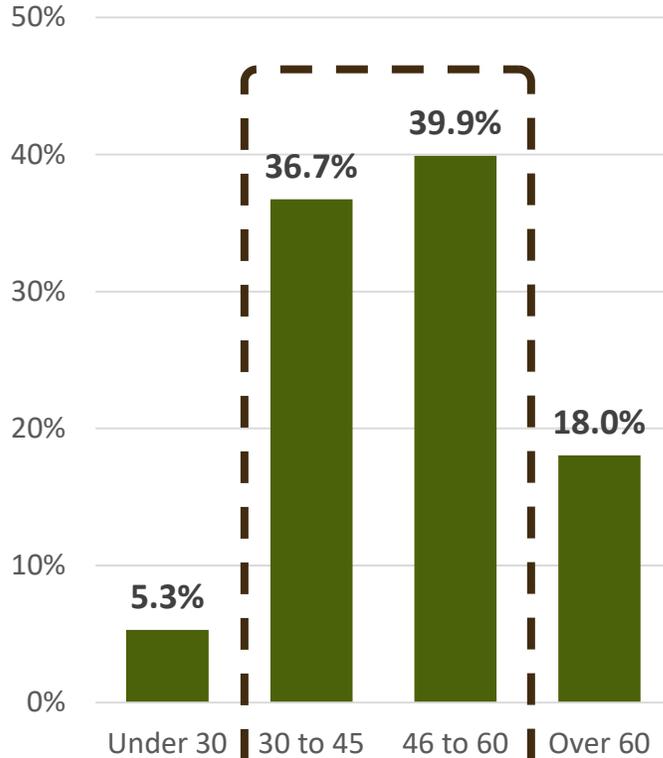
# At a Glance

## Timeline of Participation



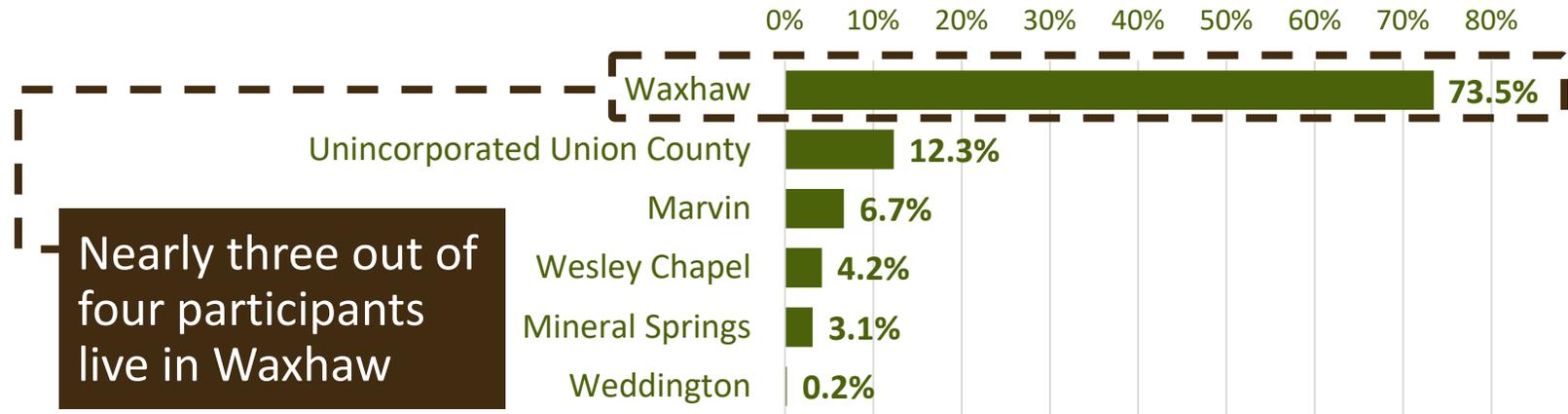
# Participant Profile

## How old are you?



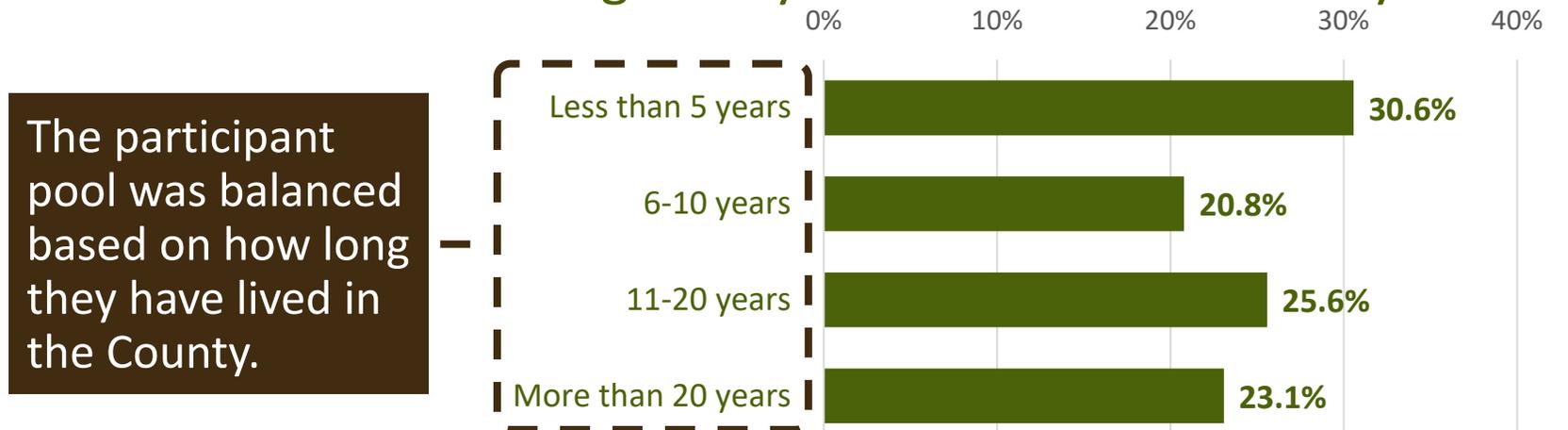
Nearly 80% of participants were between the ages of 30 and 60.

## What municipality do you live in?



Nearly three out of four participants live in Waxhaw

## How long have you lived in Union County?



The participant pool was balanced based on how long they have lived in the County.

# Participant Profile

## When asked what they hope results from the Waxhaw Master Transportation Plan, people said...

- ❖ Most participants specifically mentioned **better traffic or improved safety**, which is consistent with a planning process focused on transportation improvements.
- ❖ Nearly 1 out of every 2 responses called for **better planning**, **more action**, or a plan that includes **specific priorities**.
- ❖ Approximately 10% of participants mentioned growth or development as a factor in the transportation projects; Participants also noted that development should pay its share for transportation impacts.
- ❖ For the participants who noted specific locations in their comment:
  - Downtown** was mentioned nearly 60% of the time, with the intersection of **NC 16 and NC 75** receiving many comments.
  - Improving NC 16 was frequently mentioned (more than 1-out-of-3), with the intersection of **NC 16 and Gray Byrum Road** as the most frequently mentioned intersection.
  - Waxhaw-Marvin Road** was the second most commonly mentioned corridor.
  - The parkway or a bypass was the most frequently mentioned new connection, especially as a **connection between Waxhaw-Marvin Road and NC 16 (Waxhaw Parkway West)** or as a way to get around downtown.

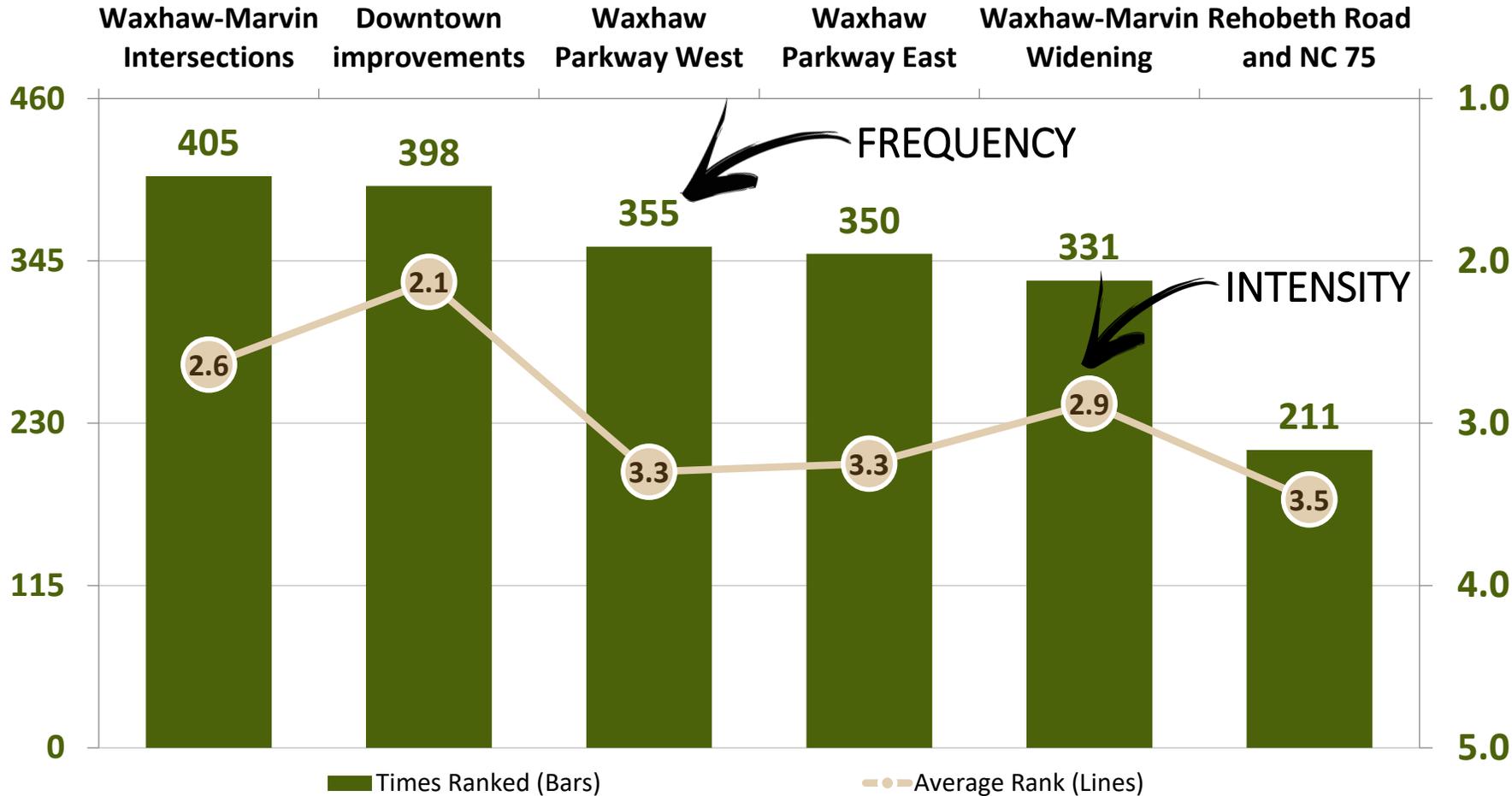
## When asked to provide an optional comment, themes mirrored the hopes expressed in the other question...

- ❖ Align **growth and transportation needs**
- ❖ Desire to see **priorities and action**
- ❖ Consideration for how projects will get funded
- ❖ Interest in seeing improvements downtown, along NC 16, and as part of the Waxhaw Parkway

# Priorities

This screen presented six different transportation projects and asked participants to rank their top five.

## Key Takeaways



**FREQUENCY** refers to how often a principle was ranked in the top five. It is shown as a bar chart in **GREEN**.

**INTENSITY** is the average ranking when ranked in the top five. It is shown as a line chart in **TAN**.

1. Downtown improvements are a priority.

Downtown Improvements was consistently ranked higher than any other improvement. Staff recommends initiating the Broome St. Center Turn Lane Project by beginning design and acquiring ROW.

2. Waxhaw Parkway West rated as a slightly higher priority compared to Waxhaw Parkway East. Town is leading on all fronts to realize this connection, with NCDOT Rail Division, Private Developer, and CRTPO funding.

3. Waxhaw-Marvin Road improvements should be a priority with a focus on improving intersections ahead of the full widening project. Staff is working to get this amended into the CTP

# Funding Balance

This screen asked participants to allocate \$6 million to the same set of six transportation improvements presented in the Priorities Screen.

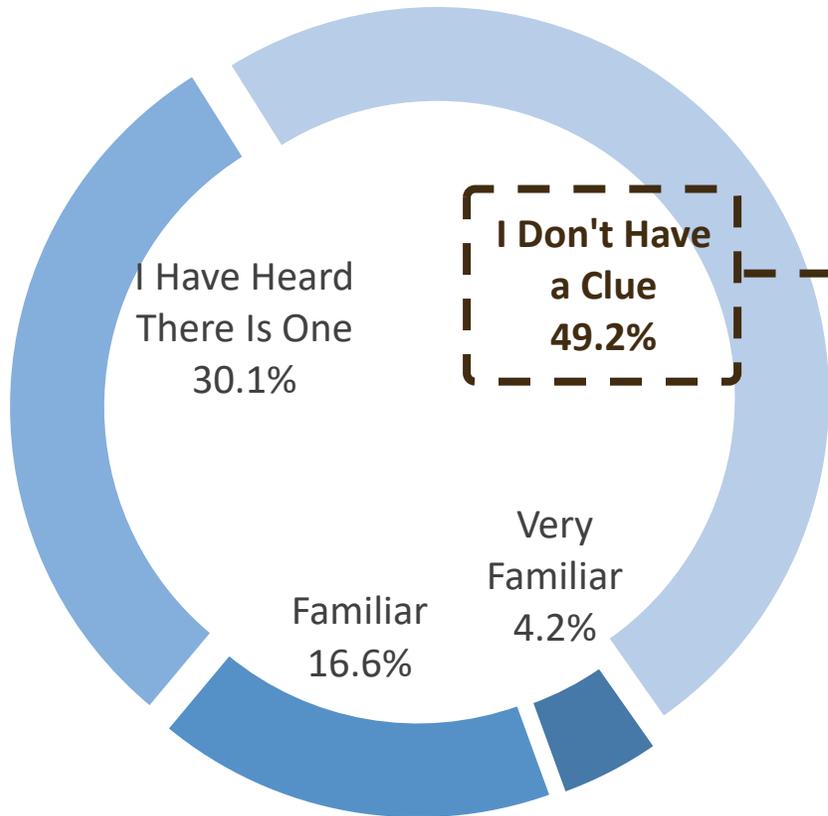
	Percent of Participants that Allocated Funding	Funding per Participant <i>(rounded to 1000)</i>	Average Phases Selected per Participant
<b>Downtown Improvements</b>	<b>79.4%</b>	<b>\$1,072,000</b>	<b>2.1 out of 4</b> <i>\$0.5M per notch</i>
<b>Waxhaw-Marvin Corridor</b>	<b>68.2%</b>	<b>\$1,898,000</b>	<b>1.9 out of 5</b> <i>\$1M per notch</i>
<b>Waxhaw Parkway West</b>	<b>59.6%</b>	<b>\$1,215,000</b>	<b>1.2 out of 5</b> <i>\$1M per notch</i>
<b>Rehobeth Road and NC 75</b>	<b>42.8%</b>	<b>\$257,000</b>	<b>1.0 out of 4</b> <i>\$0.25M per notch</i>
<b>Waxhaw Parkway East</b>	<b>36.2%</b>	<b>\$3,962,000</b>	<b>0.7 out of 5</b> <i>\$6M per notch</i>

## Key Takeaways

1. Participants allocated funding most often to Downtown Improvements (79.4%). On average, participants funded half of the full allotment for these improvements. TAKEAWAY: Downtown improvements need to be championed.
2. Waxhaw Parkway West was identified as a higher priority than Waxhaw Parkway East. TAKEAWAY: Most participants acknowledged the cost-effectiveness of the Waxhaw Parkway West improvement.
3. Average funding per participant was \$8.4 million (140% of the available funding, which was \$6 million). TAKEAWAY: Additional funding sources are needed to construct the desired project list of most participants.

# Funding Survey

Are you aware of the current NCDOT and CRTPO funding processes?

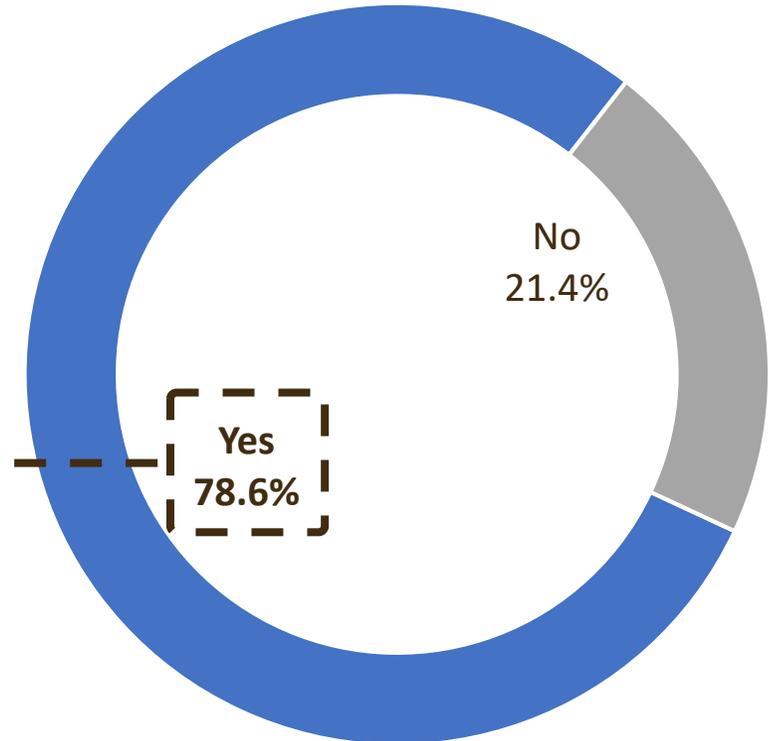


## Key Takeaways

The Town needs to increase awareness of the State's transportation funding process.

Nearly 80% of participants indicated they would be in favor of new funding options. The Town should clarify potential funding options and collect additional public feedback.

Implementing additional funding alternatives could expedite transportation improvements projects. Are you in favor of Waxhaw implementing funding alternatives for transportation projects?



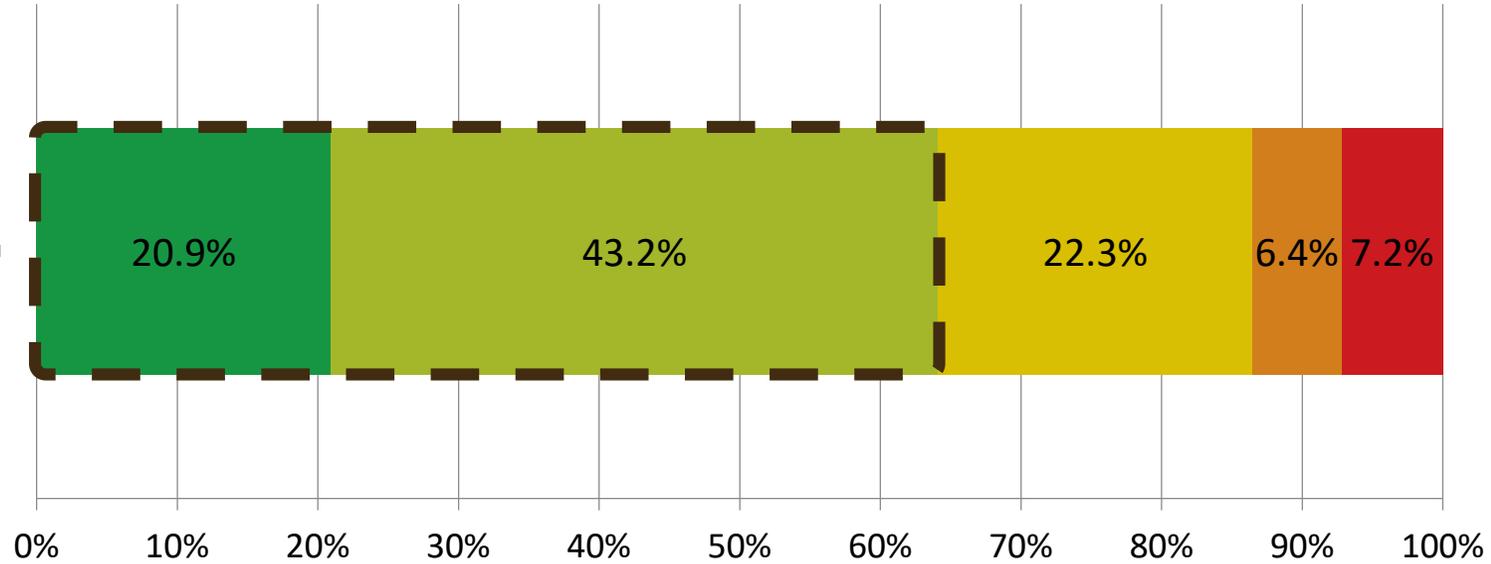
# Funding Survey

## Transportation Bond



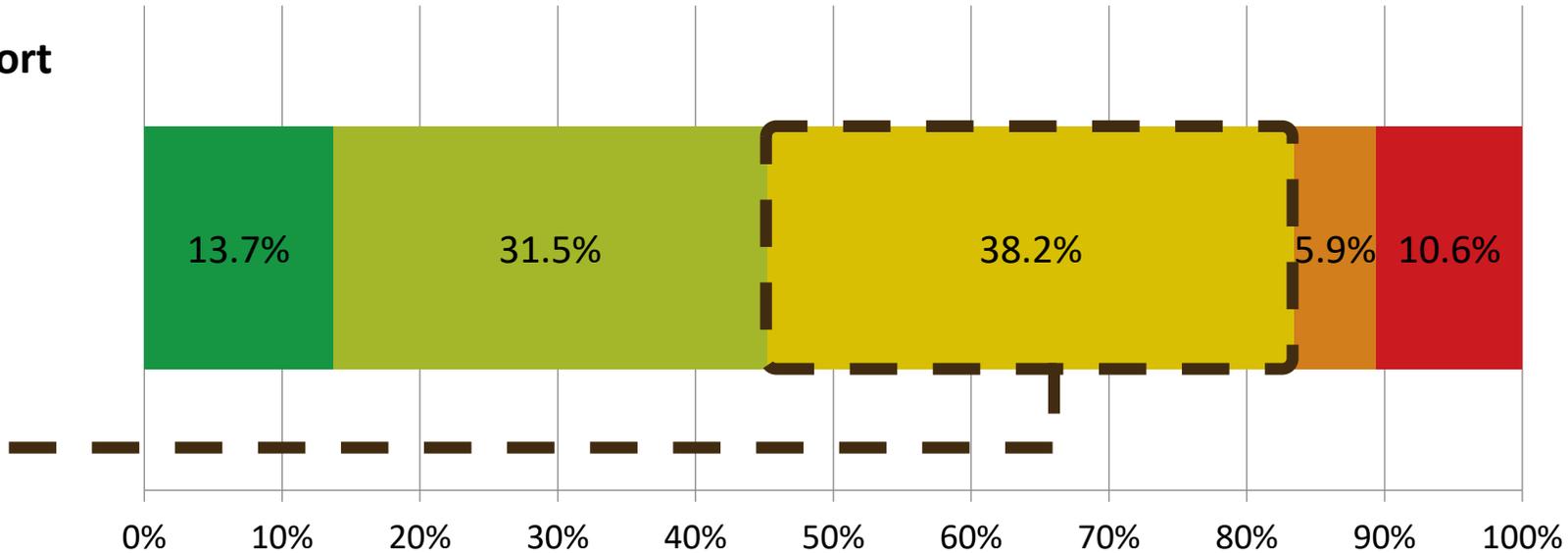
**Waxhaw should take a bond for transportation-specific improvements.**

64.1% participants supported taking a bond for transportation-specific improvements. The Town should clarify potential funding options and collect additional public feedback.



**If you do not live in Waxhaw, would you support your jurisdiction taking out a bond?**

Support for transportation bonds for people that do not live in Waxhaw remains, however, more participants indicated a neutral stance. This result likely reflects participants being neutral because they do not live in Waxhaw.



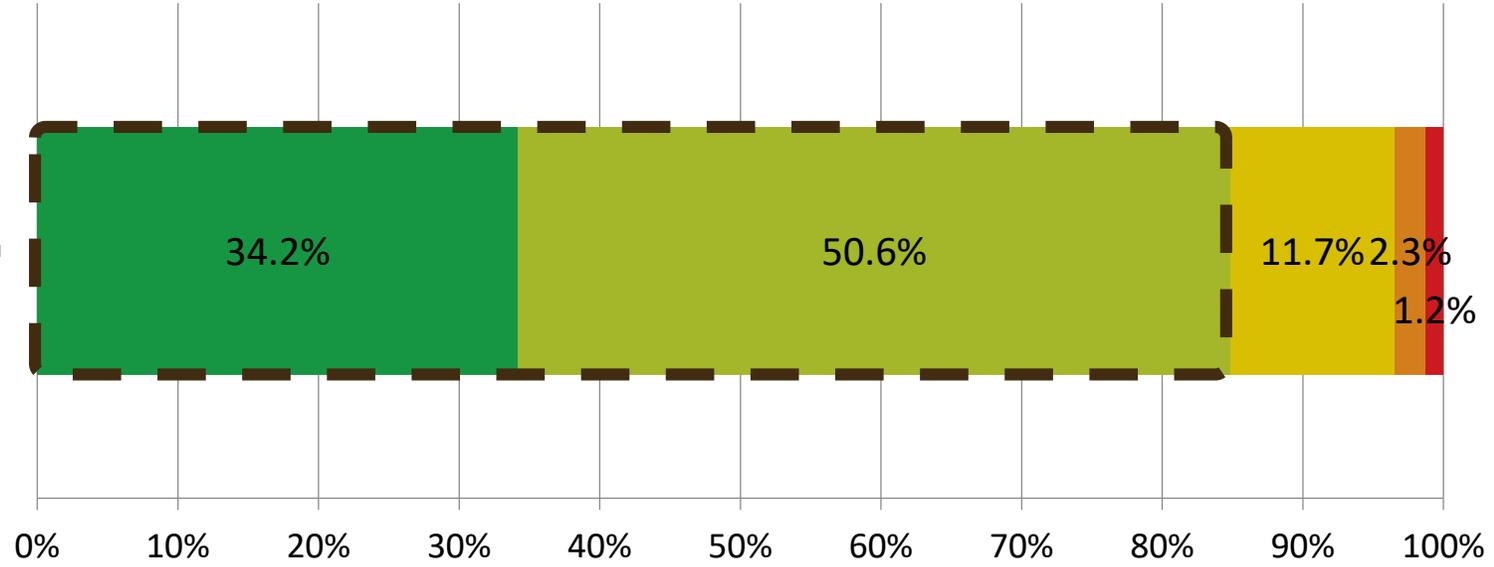
# Funding Survey

## Transportation Reserve Account



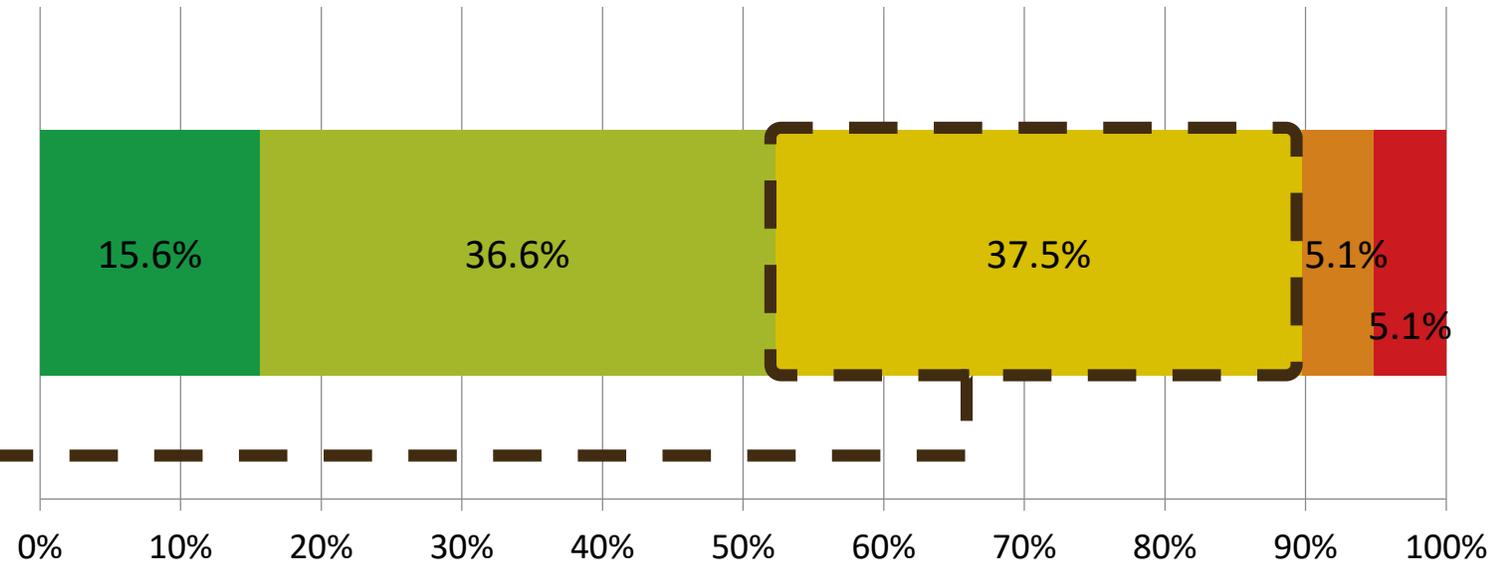
**Waxhaw should establish a reserve account for transportation improvement projects.**

84.8% participants supported establishing a local Transportation Reserve Account. The Town should clarify potential funding options and collect additional public feedback.



**If you do not live in Waxhaw, would you support your jurisdiction establishing a Transportation Reserve Account?**

Most people who do not live in Waxhaw expressed support for a Transportation Reserve Account. However, more than one-in-three people indicated a neutral stance.



# Funding Survey

## Union County Alternatives

Strongly Agree

Agree

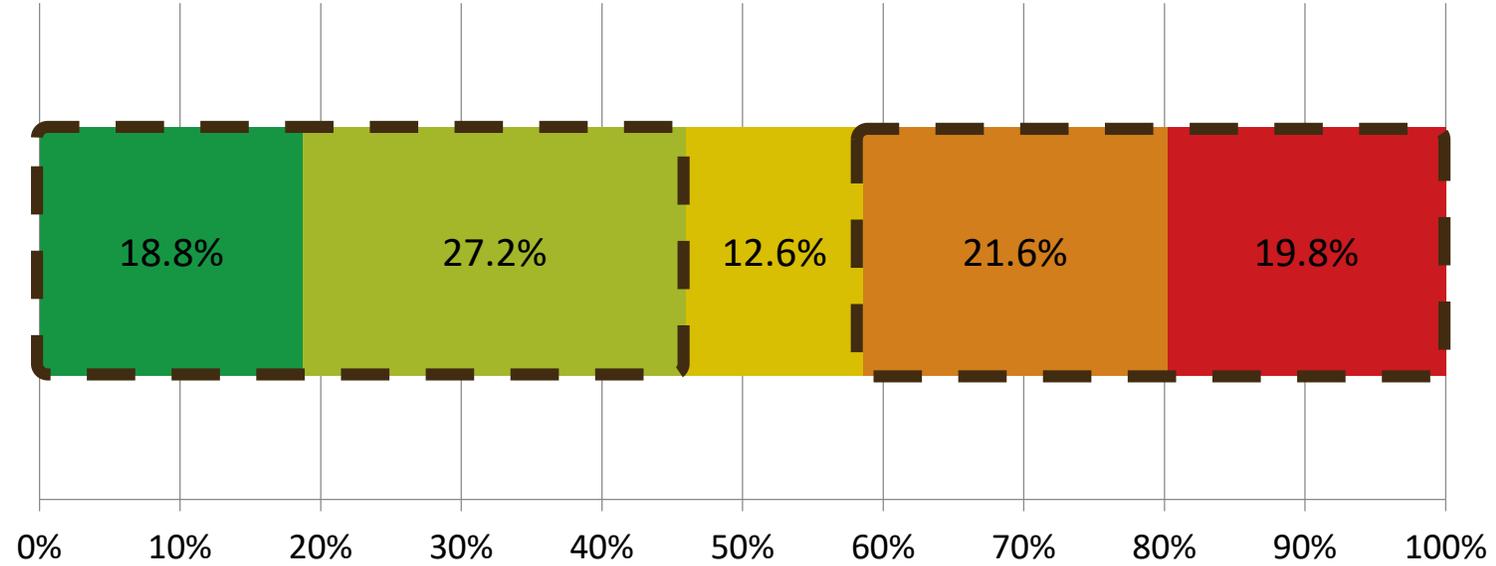
Neutral

Disagree

Strongly Disagree

**Should Union County consider asking the NC legislature for authority to assess a \$25 vehicle registration fee, with all funds used for transportation improvements?**

Support for a County-wide vehicle registration fee was flat, with 46.0% in support and 41.4% not in support.



**Should Union County consider putting a quarter-cent sales tax increase on a referendum for the voters to determine whether to implement? The money would be used for transportation projects.**

Support for a County-wide sales tax increase was supported by 49.9% of participants, with 37.7% indicating limited support.

