

## Public Engagement

### Go Online

- Online Open House
  - Project Videos
  - Interactive Comment Map
- Public Survey
- Download Materials



### Get Involved

- Live Virtual Public Meetings
  - September 15, 16, 17, 22, 24, 29
- Stakeholder Meetings
- Community/ Organization Meetings



### Contact Us

- Contact Team Directly
  - Email
  - Phone
  - Mail



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## Engagement Stats (as of October 12)



**244 Survey Participants**



**92 Emails**



**Video Views**  
**1,541 Online Open House**  
**4,142 Live Virtual Public Meetings**



**Live Virtual Public Meeting Attendees**

- Focus Area 1: 166
- Focus Area 2: 83
- Focus Area 3: 79
- Focus Area 4: 70
- Focus Area 5: 120
- Focus Area 6: 61



**277 Interactive Map Participants**

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## Public Engagement (Early Scoping)

- Presentation videos played on GovChannel throughout September
- 20,000 printed hanging rider alerts throughout CATS system vehicles
- 40,000 direct mailers sent
- Rider Alerts/e-blasts sent to stakeholders, businesses, neighborhoods, chambers, other parties along corridor
- **Media Coverage**
  - 54 “reports/mentions” in TV news
- **Next Door** posts to 265,454 CLT residents.
- **Social Media**
  - 41,107 Impressions
  - 763 Engagements
  - 361 Link Clicks
- #AskCATS Sept 10 webinar:
  - 277 Views

\*(Data from August 31, 2020 – October 12, 2020)



## Public Survey



**91% of participants strongly agree or agree with purpose and need statement**



**66% of participants would use the LYNX Silver Line monthly, weekly, or daily**

### Top project concerns:



- Ridership & Travel time
- Neighborhood & community facilities/services
- Cost
- Visual & Aesthetics






### Top 3 ways participants heard about the survey :

- Postcard/Mailer
- Social Media
- Email






## Interactive Map Preliminary Survey Priorities

	<b>Focus Area 1: Belmont to I-485</b>	<b>1. Local Connectivity (35%)</b> <b>2. Travel Time (30%)</b> <b>3. Cost (18%)</b>
	<b>Focus Area 2: I-485 to I-77</b>	<b>1. Travel Time (37%)</b> <b>2. Local Connectivity (29%)</b> <b>3. Development (27 %)</b>
	<b>Focus Area 3: Center City</b>	<b>1. Local Connectivity (63%)</b> <b>2. Travel Time (23%)</b> <b>3. Development (8%)</b>

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## Interactive Map Preliminary Survey Priorities

	<b>Focus Area 4: Charlottetowne Ave. to Idlewild Rd.</b>	<b>1. Local Connectivity (43%)</b> <b>2. Travel Time (36%)</b> <b>3. Development (10%)</b>
	<b>Focus Area 5: Idlewild Rd. to just south of I-485 at CPCC Levine</b>	<b>1. Local Connectivity (55%)</b> <b>2. Travel Time (17%)</b> <b>3. Other (13%)</b>
	<b>Focus Area 6: Union County Extension</b>	<b>1. Local Connectivity (44%)</b> <b>2. Travel Time (28%)</b> <b>3. Development (12%)</b>

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## Next Steps- Alignment Refinement

- Focused neighborhood outreach- ongoing
- Silver Line TOD Update to TAP- October 26, 2020
- Silver Line Design Update to TAP- November 12, 2020
- Targeted Council Outreach- December 2020/ January 2021
- Public Meeting Round #3- Mid-January 2021
  - Present Refined Locally Preferred Alternative (LPA) for public feedback
- Future Council presentation- January 2021/ February 2021
- MTC Information Item presentation- February 2021
- MTC Action Item presentation- March 2021
  - Present Refined LPA for adoption

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# Thank you!

