



2014 Transportation Bond

*Prioritization and Education of a Successful
Transportation Bond Initiative*



NCAMPO Annual Conference
May 12, 2016

Why the request...

- The City identified transportation needs
- Transportation high priority for City residents
- Less \$ for transportation projects
- Growth: more people = more cars



City's Comprehensive Plan: Citizen Top priorities

Top priority: “More crosswalks, sidewalks, bike lanes, and bike paths”

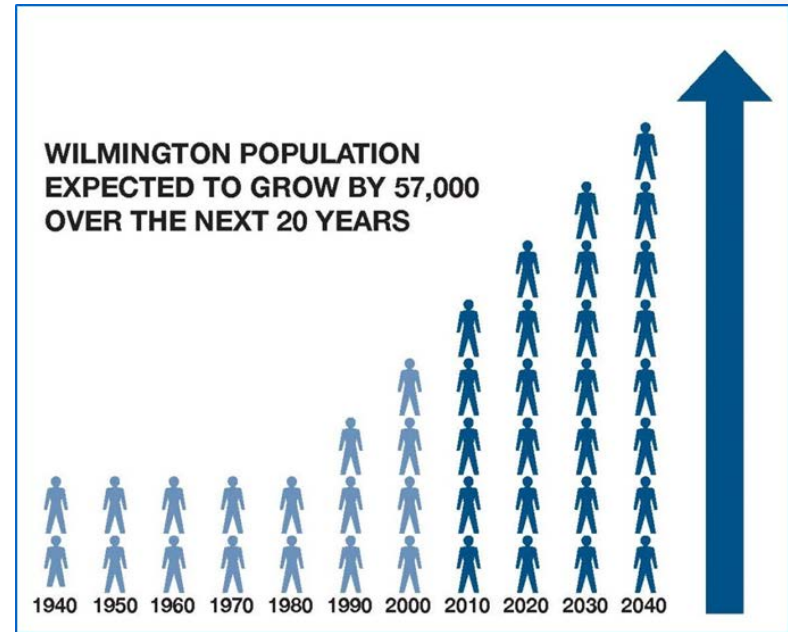
Other transportation priorities:

- Natural areas, trails, trees, open spaces
- Neighborhood traffic calming
- Improved traffic flow
- Access to retail, entertainment
- Streetscape improvements
- Roadway and intersection improvements



More people, less \$

- State, federal funds dwindling
- Construction costs increasing
- #ilm population rising
- Growth: more people = more cars



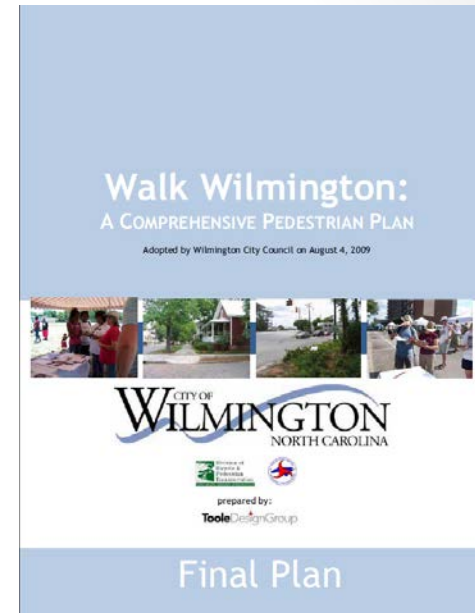
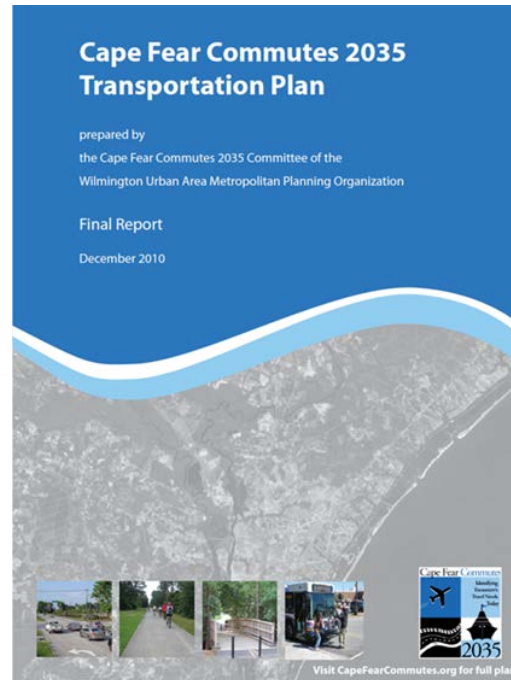
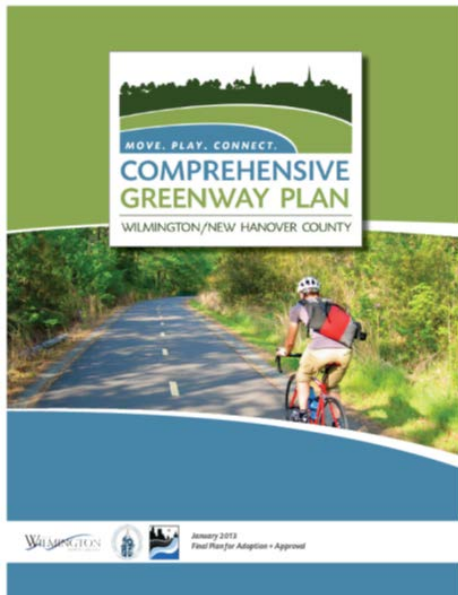
Bike-pedestrian safety:

New Hanover County ranked:

- # 1 in NC for bike accidents
- #2 for car crashes
- among top ranked for pedestrian accidents



Guiding Documents



Evaluation Criteria

- Roadways
- Sidewalks
- Intersections
- Greenways
- Other considerations



Roadway (CIP) Evaluation Criteria

- Cost Benefit
- Economic Development
- Environmental Stewardship
- Infrastructure
- Legal Compliance
- Project Coordination
- Plans
- Public Safety/Hazard
- Public Support/Demand



Additional Roadway Evaluation Criteria

- Project Completion (design, permitting, funding)
- Access Management (reduce conflict points)
- Mobility (throughput, congestion reduction)
- Economic Investment Potential (ROI, population served, development potential)



Project Evaluation Criteria for Sidewalks and Intersections

- Closing a Gap
- Major Obstacle
- Safety Concern
- Adopted in plan
- Bicycle/Pedestrian Generators
- Right-Of-Way/Easement Dedication
- CITY parallel function class
- Goat Path (for Sidewalks)
- Utilize outside funding
- Proximity of a school
- Connection to Transit



Project Evaluation Criteria for Greenways

- Direct Access to/from:
 - Downtown Wilmington
 - Proposed Multi-Modal Center
 - Local Beach Community
 - College/University
 - Existing and/or Funded Trail
 - Elementary, Middle or High School
 - Major Transit Routes
 - Park or Recreation Center
 - Major shopping Centers
 - Higher Density Residential/Employment Areas

Project Evaluation Criteria for Greenways (cont.)

- Fills Gaps
- Majority of proposed trail serves areas outside the existing trails
- Serves Lower income areas with Lower Car Ownership rate
- Corridor contains high number of Bike/Ped Accidents
- Proposed trail is recommended in a previously adopted plan



Project Evaluation Criteria for Greenways (cont.)

- Relates to Top 10 recommended trail locations from Stakeholder Input
- Less than 10% of proposed corridor lies within wetland area
- Significant portion of proposed trail lies in existing public property or easements
- Lower relative number of roadway crossings for the proposed trail corridor
- Lower relative number of stream crossings for the proposed trail corridor

Other Considerations

- Sidewalk Rehabilitation
- Wilmington Multi-Modal Transportation Center
- Buses, Bus Shelters and other public transportation facilities
- Coordination with underground utilities
- Coordination with CFPUA

Tool for Evaluating Projects

Identifier	Name	From	To	Project Description	Estimate	Total Score (Out of 100)	Councilman O'Grady	Councilwoman Padgett	Councilman Shendan	Agreed Projects
B	Eastwood Road Access Mgmt	Market St.	MCO	Access Management and Streetscape	\$ 6,800,000.00	70.3	ALT			\$ 4,300,000.00
D	Market St. Access Mgmt	Colonial	Gordon Road	Access Management and Streetscape	\$ 20,700,000.00	68.3				
Q	Hurst Drive Extension	South Kerr	Regal	Extension of Hurst Drive	\$ 4,300,000.00	56.3				\$ 4,300,000.00
X	Wrightsville at Wallace Roundabout	Wrightsville	Wallace	Roundabout	\$ 1,500,000.00	55.7				\$ 1,500,000.00
S	Pine Grove Drive at Greenville Loop Roundabout	Pine Grove	Greenville Loop	Roundabout	\$ 1,500,000.00	50.8				\$ 1,500,000.00
O	Carolina Beach Road Streetscape - S.	Shipyard	George Anderson	Streetscape	\$ 4,500,000.00	50.5				
C	Independence Blvd Widening	CBR	River Road	Widening of Independence Blvd.	\$ 8,700,000.00	49.9				
R	Market St. Road Diet	17th	Colonial	Market St. Road Diet	\$ 2,900,000.00	49.2	ALT			
U	Pine Grove Drive at MacMillan Int. Improvements	Pine Grove	MacMillan	Intersection Improvements	\$ 2,500,000.00	46.0				\$ 2,500,000.00
G	St. Nicholas Road Ext.	Cardinal	Stadon	Extension of St. Nicholas Road	\$ 9,800,000.00	43.6	ALT			
K	Dawson and Wooster Streets Improvements	5th	15th	Streetscape of Dawson and Wooster Corridor	\$ 1,100,000.00	37.9				\$ 1,100,000.00
T	Pine Grove Drive at Holly Tree Roundabout	Pine Grove	Holly Tree	Roundabout	\$ 1,500,000.00	37.3				\$ 1,500,000.00
E	Peele St. Ext.	Peele St.	Bragg Drive	Extension of Road Section	\$ 1,400,000.00	36.7			OUT	
AA	Carolina Beach Road Streetscape - N.	Burnett	Shipyard	Streetscape	\$ 4,300,000.00	36.6				\$ 4,300,000.00
J	Front St. Extension	Harrett	Cowan	New road section	\$ 2,300,000.00	35.6				
H	Dogwood Lane Ext.	Wrightsville	Pine Grove	Extension of Dogwood Lane	\$ 24,200,000.00	34.9				
W	Wilshire Extension	Wilshire	MacMillan	Extension of Wilshire Blvd.	\$ 5,900,000.00	32.9				
L	Oleander Drive and Pine Grove Realignment	Pine Grove	Oleander	Realignment of Pine Grove and Oleander	\$ 2,100,000.00	28.2				\$ 2,100,000.00
I	Head Road Extension	Masonboro Sound	Greenville Loop	Extension of Head Road	\$ 28,500,000.00	27.3				
V	S. College Road	Market St.	Randall Pkwy	Addition of Curb and Gutter and Streetscaping	\$ 9,200,000.00	26.4				
Y	South Front Street Streetscape	Market St.	Orange	Streetscape	\$ 1,900,000.00	24.9				
Z	S. 3rd Street Streetscape	Market St.	Dawson	Streetscape	\$ 8,900,000.00	24.8				
FF	N/S 17th Streetscape			Streetscape	\$ 450,000.00	24.4		OUT		
A	N. Front St. Streetscape	Chestnut	Walnut	Streetscape	\$ 1,700,000.00	23.8				\$ 1,700,000.00
EE	Kerr Ave. Bike Lanes/Streetscape	MLK	Randall Pkwy	Streetscape	\$ 1,100,000.00	23.1		OUT		
P	Green Meadows Drive at St. Nicholas Roundabout	Green Meadows	St. Nicholas	Roundabout	\$ 1,500,000.00	21.9				
DD	N. 3rd Street Bridge Repl.				\$ 350,000.00	17.5		OUT		
F	Love Grove Access	One Tree Hill Way	Creekfront Dr.	Additional Access to Love Grove	\$ 6,100,000.00	15.0				\$ 6,100,000.00
N	Racine Dr. at New Center Drive Turn Lane	Racine	New Center Drive	Addition of Right Turn Lane	\$ 150,000.00	12.5				\$ 150,000.00
BB	New/Dir Street Paving	VARIOUS	VARIOUS	Misc. Dirt Street and New Street Paving	\$ 6,100,000.00	10.0		OUT		
CC	Brick Street Rehabilitation	VARIOUS	VARIOUS	Brick Street Rehabilitation	\$ 6,000,000.00	10.0		OUT		
GG	Street Rehabilitation			Street Rehab/Paving	\$ 21,000,000.00	10.0		OUT		
M	Front and Red Cross Signalization	Front	Red Cross	New traffic signal	\$ 500,000.00	6.9		OUT		
M	Street Rehab, Contingency and Coord. with NCDOT	Front	Red Cross	New traffic signal	\$ 1,500,000.00	6.9				\$ 1,500,000.00
							\$ 27,350,000.00	\$ 34,500,000.00	\$ 34,300,000.00	\$ 33,150,000.00

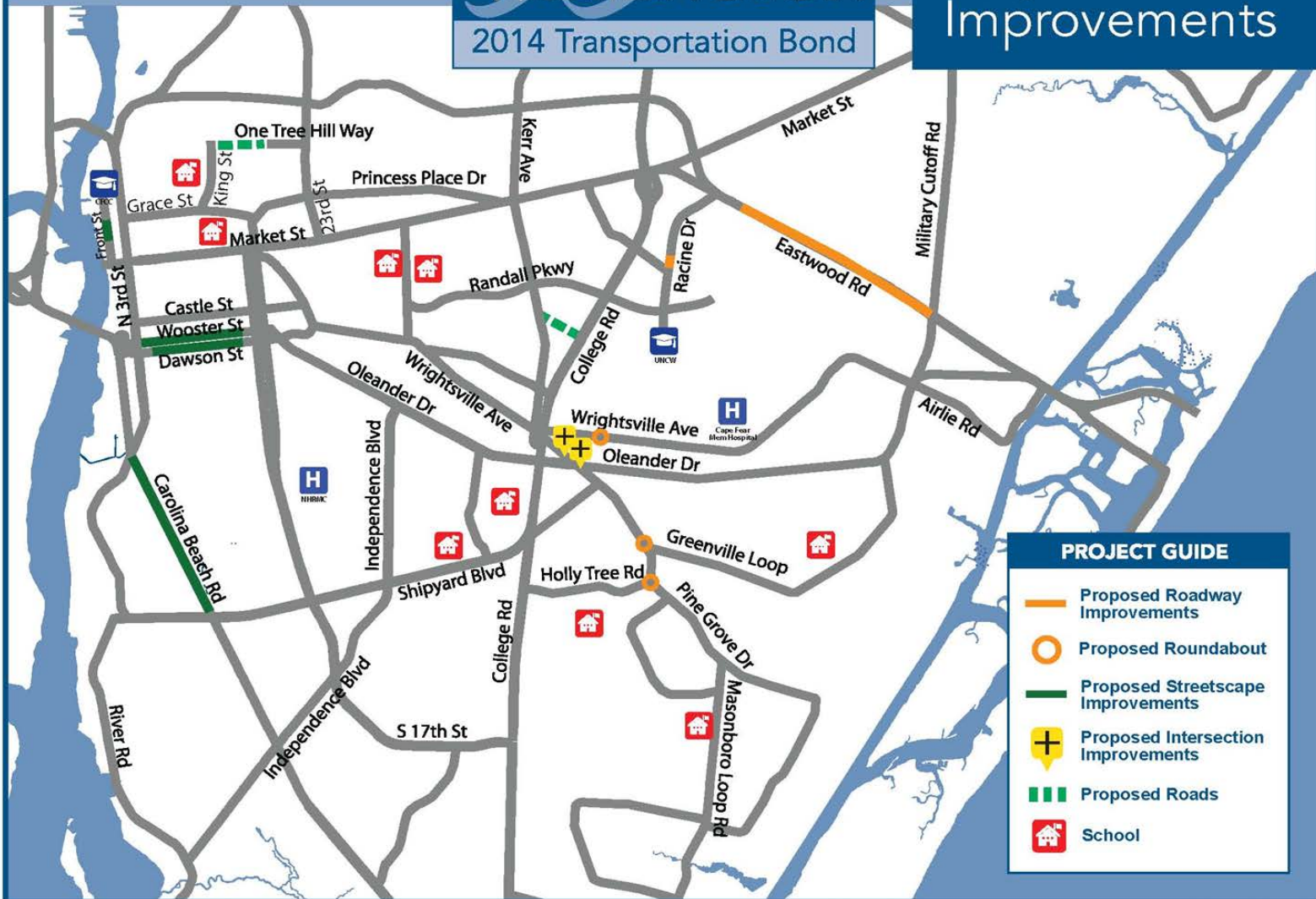
Recommended Project Funding Breakdown - \$55 million

- Roadways – \$35 Million
- Bike/Pedestrian – \$20 Million
- \$11 million from other funding (Public Transportation)
- \$44 million bond
- 2-cent tax increase

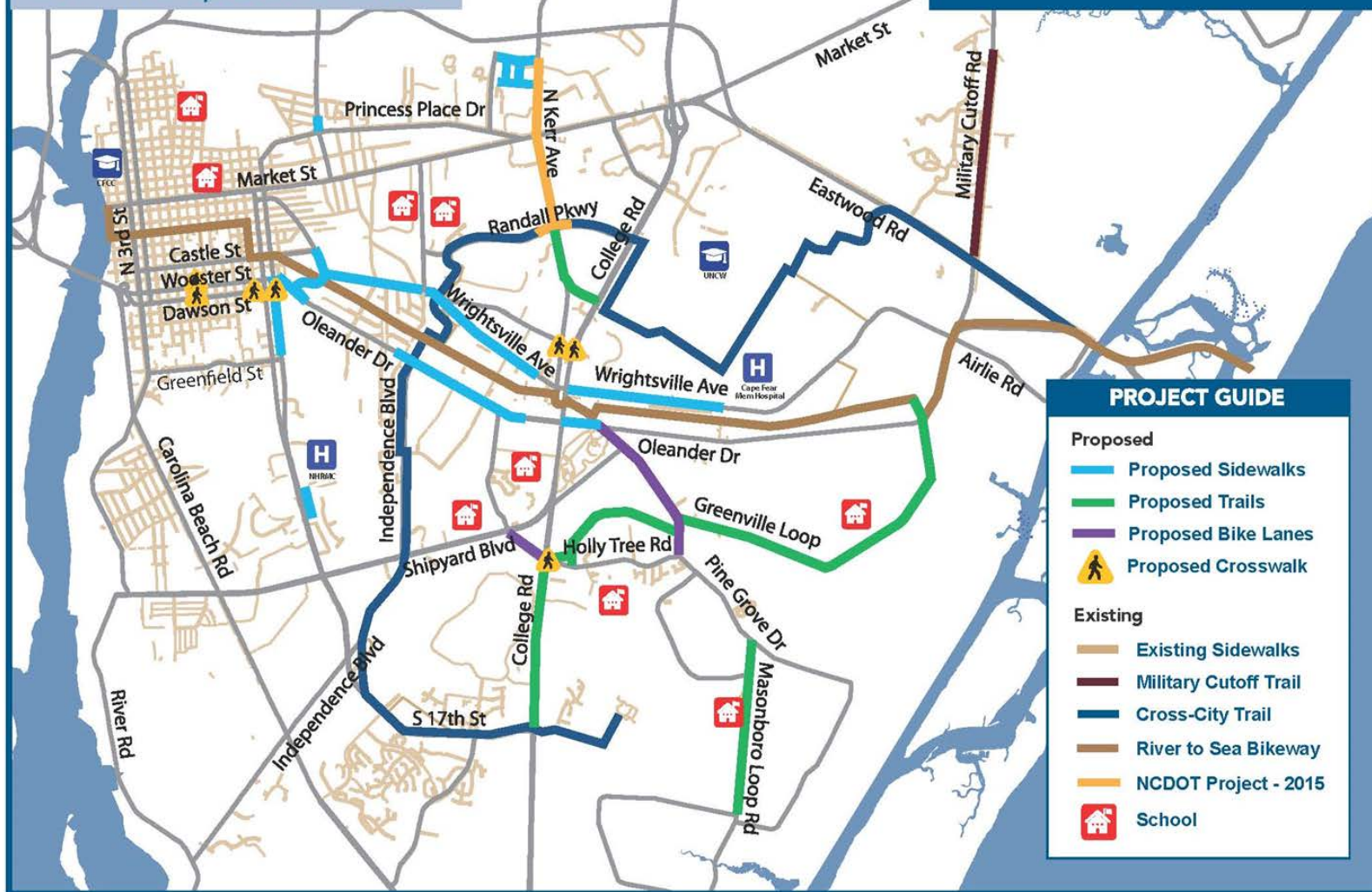


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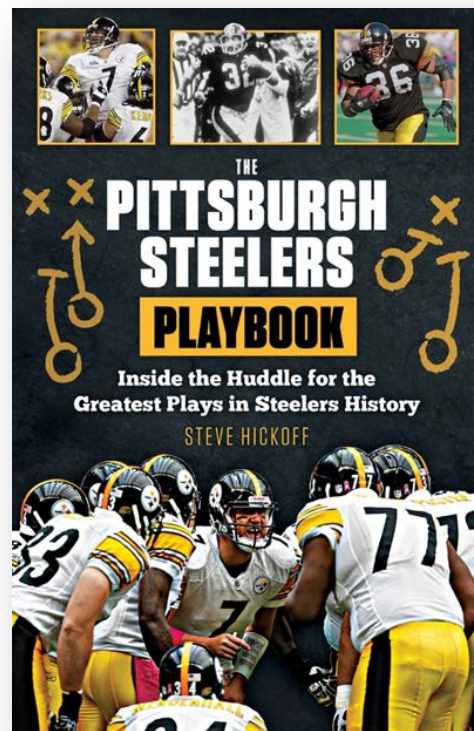
Proposed Road Improvements



Pedestrian and Bicycle Projects

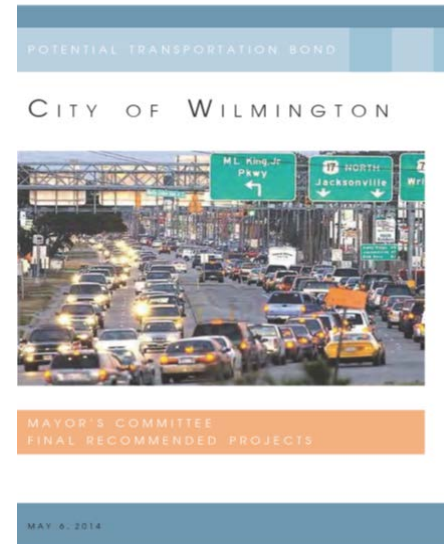


Public Engagement (Communication Plan)



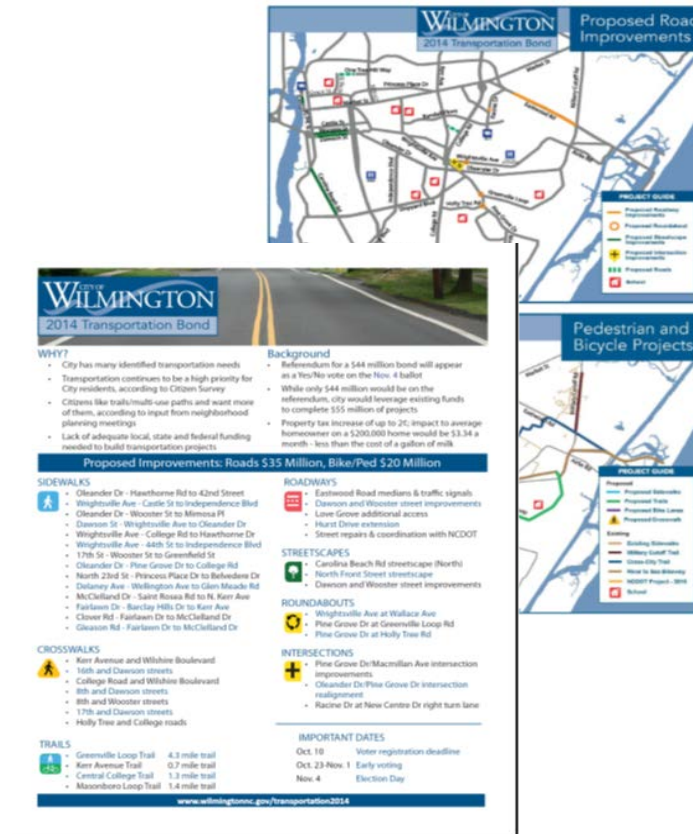
Transportation Bond Booklet

- Created 5 months before the election
- Includes a comprehensive list of projects
- Provides a description and map for each project



Handouts

- Why?
- Background
- List of Proposed Projects
- Maps of the Proposed Projects
- Key Dates



On-line Outreach

- Website
- Direct Messaging
 - ✓ Facebook
 - ✓ Twitter



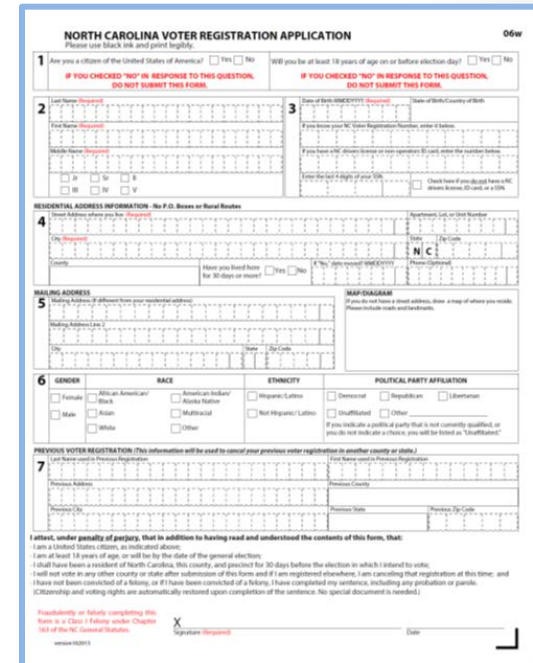
Project Tour

Tours were provided to the various project locations for media representatives and stakeholders, etc.



Voter Information

- Obtained Voter Registration Cards for the public meetings
- Only provided the cards but it was incumbent on individual to file with Board of Elections



The image shows a "NORTH CAROLINA VOTER REGISTRATION APPLICATION" form. It includes sections for personal information, residential address, mailing address, gender, race, ethnicity, political party affiliation, and previous voter registration. The form is numbered 1 through 7. At the bottom, there is a signature line and a date line. The form is titled "NORTH CAROLINA VOTER REGISTRATION APPLICATION" and "06w".

Citizen Education Committee

“Safe Streets Bond Referendum Committee”

- Ad-hoc Committee appointed by the Mayor
- Represent various interests
- Educate and Advocacy
- Distributed Bond Materials
- Displayed “Vote Yes” signs



UNCW Participation

- Partnered with UNCW through an Election Communication Course
- “Run to the Polls” Event
- Students informed their peer
 - ✓ Social media
 - ✓ Community Outreach
 - ✓ Event Planning
 - ✓ Opposition Research



Public Meetings and Displays

- Held 7 public meetings across the City to discuss the various projects
- Notifications via public displays, direct mailings, radio, internet and television



Presentations to Community Leaders

Presented to 25 organizations

- Examples include:
 - ✓ Kiwanis Clubs
 - ✓ Rotary Clubs
 - ✓ Wilmington Realtors
 - ✓ BASE
 - ✓ Wilmington Downtown Inc.



Community Events

- Wilmington's 275th Anniversary
- Wilmington Riverfest
- Fire in the Pines Festival
- Wilmington Farmers Market
- Area Races
- CF Green Building Alliance Run or Stroll to the Polls"
- UNCW "Run to the Polls"



Distribution of Materials

- Distributed on page fact sheet to the community
 - ✓ 30 businesses
 - ✓ 20 residential apartment complexes



News Media

- Interviews
 - ✓ Local TV Stations
 - ✓ Radio Stations
- My turn: Transportation bond could bring several improvements
 - Published: Tuesday, October 28th 2014, 1:53 pm EDT Updated: Wednesday, February 25th 2015, 12:45 pm EDT



On-line Videos

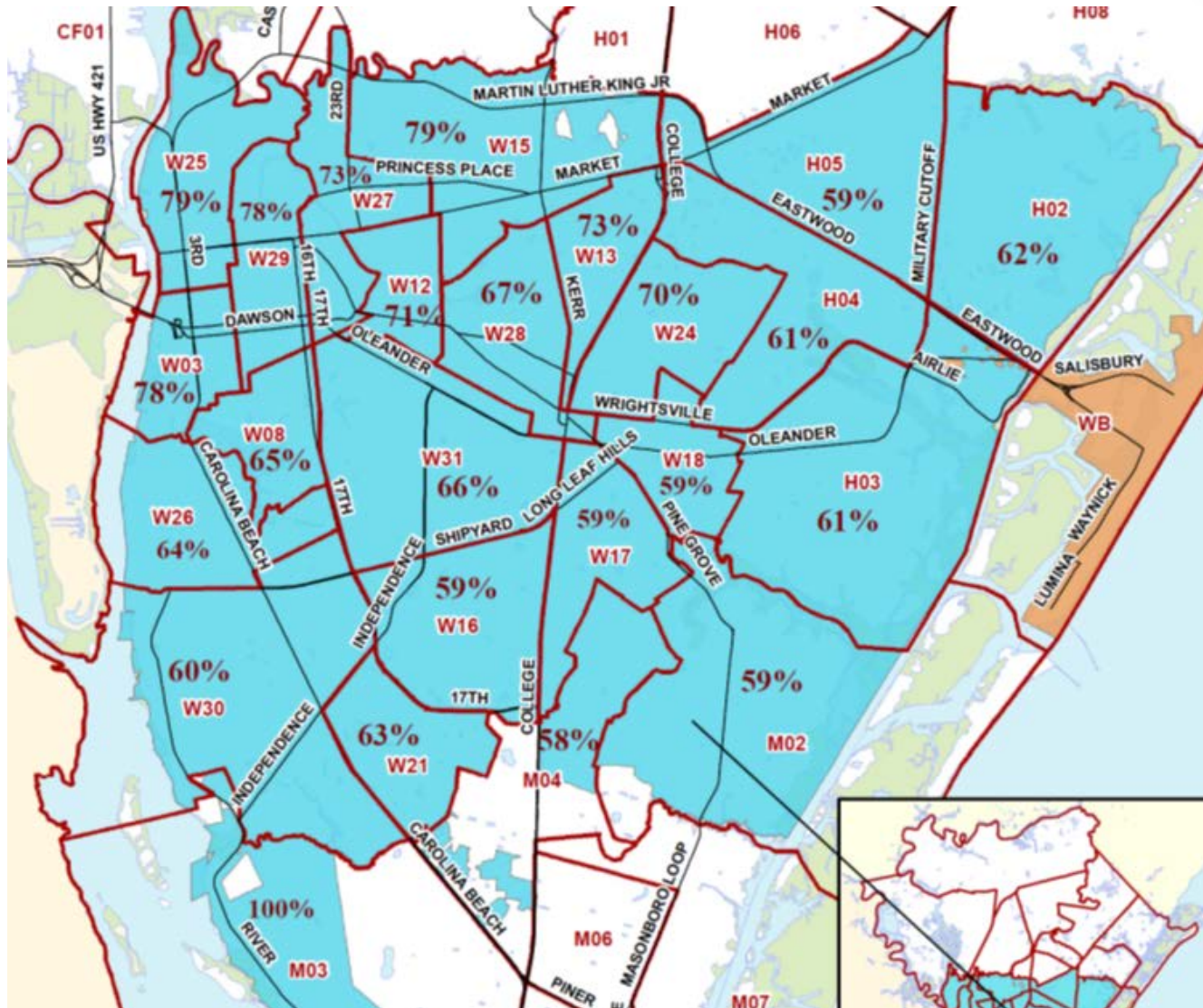


Project Boards and Billboards

- Probably the most successful educational tools
- Signs placed at the locations of the projects
- Billboards educate across the City



Results



Questions?

For more information:

www.wilmingtonnc.gov/transportation2014

