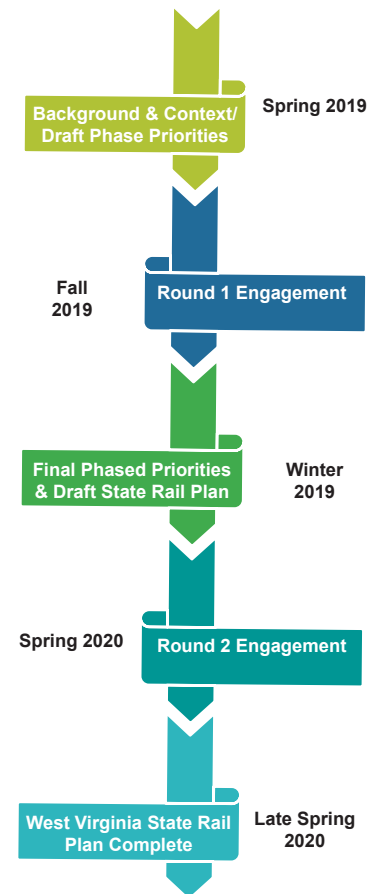


Round 1 of engagement sought information from the general public as well as from key stakeholders. Our team visited 13 locations to meet West Virginians in their day-to-day activities. We are also engaging key stakeholders from government and industry through project committees.



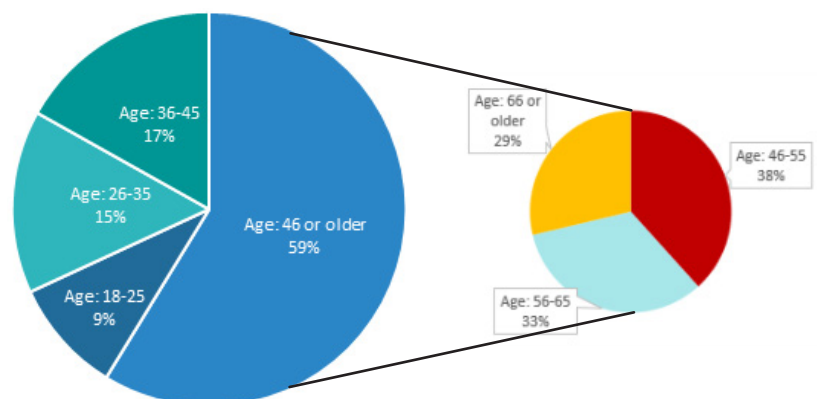
- 1st**
Round of public outreach
- 7**
Strategic urbanized and rural areas throughout the state
- 10**
Survey questions
- 161**
Participants provided feedback in person and online



Round 1 Engagement provided an important opportunity to work with stakeholders and the public to understand their views on the plan's Vision, Goals and Objectives, their perspectives on rail in West Virginia and their hopes for new priorities moving forward.

Among 161 survey participants, our most popular survey demographic was people who were aged 46 or older.

Data indicates that we had less success engaging younger adults. Given the importance of freight and passenger rail across the state, there may be benefit in targeting younger West Virginians through social media and other channels in the future outreach effort.





The majority of survey respondents have little to no knowledge of the 2013 West Virginia State Rail Plan for a variety of reasons. More than 140 survey takers were not familiar with the 2013 West Virginia State Rail Plan, while around 12%, or 20 people, had heard of the previous rail plan update through previous engagement outreach.

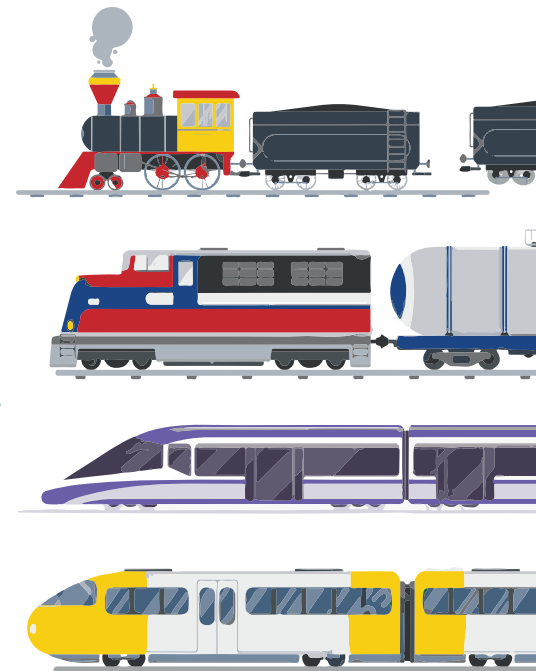
This represents a great opportunity for West Virginia to promote their rail service and image. There is significant potential to promote rail in West Virginia through initiatives such as public education, more proactive communication and information sharing, advocacy for rail related activities, and enhanced marketing strategies that may serve to attract more people to rail.

Rail is not the primary choice of transportation in West Virginia.

65.22% respondents said they or their work place do not use rail service in West Virginia, while 34.78% said they do (18.63% passenger rail, 13.04% tourist rail and 3.11% freight rail).

Passenger and commuter rail in West Virginia needs improvement.

Survey results indicate that more than half of our survey respondents would like to see West Virginia improve its passenger and commuter rail opportunities. Furthermore, an additional 37 people would like to see additional tourist rail services. Combined, more than 75% of total participants would like to see improvements to passenger, commuter, and tourist rail.



Round 2 Engagement Coming Soon!

We are ready! Thank you for all your good work and effort providing meaningful feedback in the first round of engagement. The engagement team have prepared the draft 2020 West Virginia State Rail Plan based on your input. We will again reach out to the community and we look forward to your participation!

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