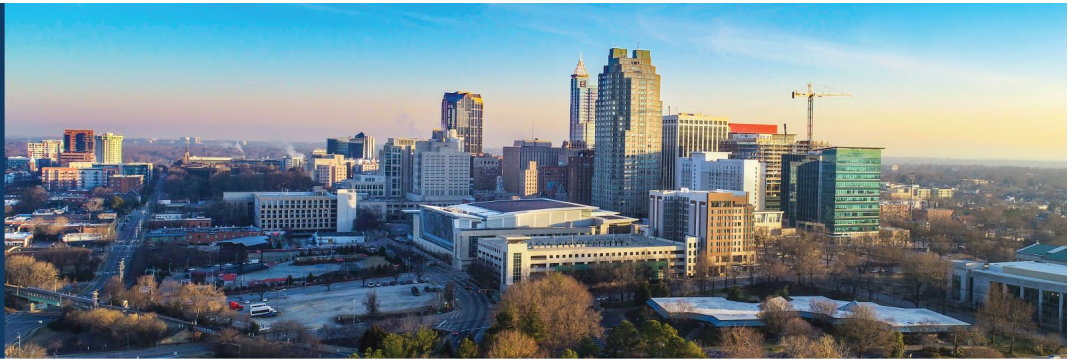


Manager's Update

raleighnc.gov



Issue 2021-46

December 10, 2021

IN THIS ISSUE

Oberlin Road Waterline Improvements - Construction Update No. 4
Wake Bus Rapid Transit - Branding Update

Weekly Digest of Special Events

Council Follow Up Items

No Items this Week

INFORMATION:

Oberlin Road Waterline Improvements - Construction Update No. 4

Staff Resource: Eileen Navarrete, Raleigh Water, 996-3480, eileen.navarrete@raleighnc.gov

Since the last update in *Update Issue 2021-43* (November 12), all tie-ins and individual service connections for the Oberlin Road waterline have been completed. Final restoration is underway with paving operations scheduled for the week of December 13, weather permitting.

The Oberlin Road closure from Fairview Road to Wade Avenue is planned to be reopened on Wednesday, December 22 which is one month ahead of schedule.

To complete the project, a water valve and vault installation located near Annapolis Drive and Wade Avenue will begin work January 3, 2022. This planned work will require closure of the Wade Avenue westbound ramp off Oberlin road for approximately three weeks. Detours will be in place to direct traffic.

City staff is continuing to communicate with residents and businesses in the area via email, in person meetings, phone calls, press releases, social media, and project webpage updates.

(No attachment)

Wake Bus Rapid Transit - Branding Update

Staff Resource: Mila Vega, Transportation - Transit, 996-4123, mila.vega@raleighnc.gov

As Council will recall, the City of Raleigh is the designated sponsor for the Wake Bus Rapid Transit (BRT) program, and staff continues to advance various aspects of the project including planning, design, and public

engagement. An update regarding the program was last provided in Manager's Update Issue 2021 – 42 (November 5). This update focuses on branding.

The Wake BRT branding process is now complete. The new GO+ Wake Bus Rapid Transit system (hereafter referred to as GO+) brand will assist with providing a distinct identity, resulting in clear and positive public recognition and acceptance of the public transit service. The approach to branding for GO+ relied upon a combination of peer research, stakeholder, and public collaboration. Below is a graphic of the brand:



The GO+ logo and brand represents all services provided by the GO transit brand, plus more. Three parts comprise the logo, which includes the GO letters, the + sign and the orange variegated chevron made of individual triangle units. Orange adds to the current bright and vibrant color palette and will help riders distinguish the GO+ vehicles from other transit lines.

Because branding is a system wide element, staff worked with Wake Transit Plan partners and municipal partners to develop the GO+ brand. In June 2020, a Branding Technical Committee was established for the purpose of providing input and feedback on the branding process. The committee consisted of representation of two (2) members each from the City of Raleigh, Town of Cary, Town of Garner, Wake County, Capital Area Metropolitan Planning Organization and GoTriangle. All committee members have technical backgrounds in communications and marketing.

The branding process included a two-phased approach. Phase I of the process included data collection through peer review, branding surveys and stakeholder listening sessions. Phase II included development of branding concepts, refinements, and a final recommended brand. Community buy-in, feedback and public support were important factors in achieving the design of the GO+ brand.

During the Fall 2020 branding survey, the public and stakeholders were supportive of continuing the existing "GO" brand for BRT. The survey received over 400 responses, which resulted in the recommendation for creating a brand with a regional personality and represents all future planned corridors. Staff hosted a series of three listening sessions, which generated participation from more than 60 stakeholders including individuals from the business community. As a result, the project team developed new "GO" branding concepts including new colors and logo elements.

During the Spring 2021 Virtual Open House, staff presented the GO+ name and branding colors. A second branding survey was published with both virtual and non-virtual components, requesting public feedback on branding logo options. The survey received over 270 online responses and over 140 responses via polling boards.

With the branding process now complete, project staff have begun work on brand integration into stations. BRT vehicle design and brand application will be completed during bus procurement in the coming months.

(No attachment)

Weekly Digest of Special Events

Staff Resource: Sarah Heinsohn, Special Events Office, 996-2200, sarah.heinsohn@raleighnc.gov

Included with the *Update* materials is the special events digest for the upcoming week.

(Attachment)

Council Member Follow Up Items

No Items this Week

Weekly Events Digest

Friday, December 10 – Thursday, December 16

City of Raleigh Office of Emergency Management and Special Events
specialevents@raleighnc.gov | 919-996-2200 | raleighnc.gov/special-events-office

Permitted Special Events

Nights of Lights

Dorothea Dix Park

Friday, December 10 through Friday, December 24

Event Time: 6:00pm - 10:00pm

Associated Road Closures: Dix Park is open to visitors during the day, dawn until dusk. All park entrances close by 5:45pm during all WRAL Nights of Lights event dates.

Illuminate Art Walk

Downtown Raleigh

Friday, December 10 through Friday, January 7

Event Times: 5:00pm - Midnight daily from 12-3-21 through 1-7-22

Associated Road Closures: No roads will be closed for the installations. Market Plaza will be used from 8:00am on 11-29-21 until 5:00pm on 1-15-22. The off-street, east-side portion of City Plaza will be used from 9:00am on 12-1-21 until 11:00pm on 1-6-22.

MAKRS Holiday Fest

Fayetteville Street District

Saturday, December 11

Event Time: 11:00am - 5:00pm

Associated Road Closures: Fayetteville Street between Martin Street and the south end of City Plaza and Davie Street between S. Salisbury Street and S. Wilmington Street will be closed from 7:00am until 9:00pm.

Nights of Lights Bike Night

Dorothea Dix Park

Monday, December 13

Event Time: 6:00pm - 10:00pm

Associated Road Closures: Dix Park is open to visitors during the day, dawn until dusk. All park entrances close by 5:45pm during all WRAL Nights of Lights event dates.

Other Events This Weekend

Merry Moore Market

Friday, December 10 & Saturday, December 11

Moore Square

Holiday Pops – North Carolina Symphony

Friday, December 10 & Saturday, December 11

Meymandi Concert Hall

Ira David Wood III's A Christmas Carol

Friday, December 10 – Sunday, December 12

Memorial Auditorium

Disney on Ice presents Mickey's Search Party

Friday, December 10 – Sunday, December 12

PNC Arena

[The Rink presented by UNC Health](#)

Friday, December 10 – Saturday, January 1
Red Hat Amphitheater

[Magic of Lights](#)

Friday, December 10 – Sunday, January 2
Coastal Credit Union Music Park at Walnut Creek

[Snacks with Santa](#)

Saturday, December 11
John Chavis Memorial Park

[Alluvial Decoder Opening Event](#)

Saturday, December 11
Crabtree Creek Greenway

[Storybook Tales presented by Raleigh Dance Theatre](#)

Saturday, December 11
Fletcher Opera Theater

[Mordecai Holiday Open House](#)

Saturday, December 11 & Sunday, December 12
Mordecai Historic Park

[The Raleigh Ringers Holiday Concerts](#)

Sunday, December 12 & Monday, December 13
Meymandi Concert Hall

Public Resources

[Pilot Text Alert Program](#): Sometimes spontaneous events happen downtown and in other areas that could affect local businesses. If you'd like to receive notifications when those events happen, including unpermitted ones, sign up for text alerts.

[Event Feedback Form](#): Tell us what you think about Raleigh events! We welcome citizen and participant feedback and encourage you to provide comments or concerns about any events regulated by the Office of Emergency Management and Special Events. We will use this helpful information in future planning.

[Road Closure and Road Race Map](#): A resource providing current information on street closures in Raleigh.

[Online Events Calendar](#): View all currently scheduled events that impact City streets, public plazas, and Dorothea Dix Park.