How to get involved

Walk around to each information booth to learn about the project and talk with staff

Fill out a comment form
Add your comments to the project map and to the community wall
You can also fill out the survey online at planningforraleigh.com/brtprojects

View project materials, updates, and sign up to receive information at raleighnc.gov/brt

How will we use your input? Your input will be a critical part in refining the bus routes and land use study
Wake BRT: Western Boulevard Corridor Study
Wake County Transit Plan – Four “Big Moves”

1. CONNECT THE REGION
   - More express bus service to Chapel Hill and RDU, and new rail service to Durham

2. CONNECT ALL WAKE COUNTY COMMUNITIES
   - New or improved transit service to all 12 Wake County municipalities

3. PROVIDE FREQUENT RELIABLE URBAN TRANSIT
   - More 15-minute service in urban areas, with longer hours and weekend service

4. PROVIDE GREATER ACCESS TO TRANSIT
   - Increased bus service across the country for rural residents

Implement Bus Rapid Transit (BRT)
- BRT creates dedicated bus lanes on local roads so bus operators can bypass traffic and keep their routes on schedule.

Fund Local Service
- The Plan also expands transit in Wake County for municipalities that currently do not have service by allowing them to apply for matching funds to develop and operate local bus service.

Increase Bus Service
- Expand existing frequent bus service from 17 to 83 miles, with service at least every 15 minutes.

Expand Rural On-Demand Service
- Many Wake County residents depend on rural, on-demand transit services to get to necessary destinations.

Implement Commuter Rail Transit (CRT)
- CRT will use existing railroad tracks to provide comfortable passenger service that allows riders to relax or work on their way to key destinations.
Wake BRT Program – BRT Corridors

Eastern Corridor | New Bern Ave
New Bern Avenue from Downtown Raleigh to New Hope Road

Southern Corridor
S. Saunders St./S. Wilmington St. corridor from Downtown Raleigh to Garner

Western Corridor
Western Boulevard corridor from Downtown Raleigh to Downtown Cary

Northern Corridor
Capital Blvd./West St. corridor from Downtown Raleigh to Crabtree Blvd.
What is Bus Rapid Transit (BRT)?

A flexible, high capacity transit solution that combines physical and operational elements to improve speed and reliability, along with providing high frequency services and extended service hours.
Wake BRT Infrastructure and Service Guidelines

Dedicated Runningway
Bus-only lanes separate transit from traffic, and may be painted a unique color to increase the lane’s visibility (at least 50% in dedicated runningway).

Enhanced Stations
BRT stations include raised platforms, ticket vending machines, real-time arrival information, larger shelters, quality lighting, and other passenger amenities.

Specialized Vehicles
Custom buses provide more capacity, more doors (on either side of the bus) and lower floors for easier loading and unloading.

Branding
Unique branding and design make buses and stations more visible, raising awareness by distinguishing BRT from other transit services.
Wake BRT Infrastructure and Service Guidelines

Transit Signal Priority
Intersection improvements including transit signal priority (TSP) allow buses to bypass congestion. TSP does so by giving buses longer green lights.

Frequency
BRT buses would operate at least every 10 minutes in the peak hours, 15 minutes for off-peak hours and 20 minutes on weekends.

Longer Span of Service Hours
Weekday span of service from 4am to 12am (20 hours) and weekend span of service from 5:30am to 12am (18.5 hours).

Enhanced Fare Collection System
Off-board fare collection using ticket vending machines, card readers and other tools at stations allow passengers to load without waiting in line to pay their fares.
Wake BRT Projects Sequencing

* Schedule Dependent on Small Starts Grant Ratings and Funding Grant Agreement in Fall 2020.

Wake BRT: New Bern Avenue
- in Project Development
  - Small Starts Ratings Application

Wake BRT: Western Corridor
- in Project Development

Wake BRT: Southern Corridor
- in Project Development

Wake BRT: Northern Corridor
- in Project Development

Wake BRT: New Bern Avenue
- in Construction*

Service goal for all Wake BRT projects

Wake BRT: New Bern Avenue
- service is anticipated in late 2023
How did we get here?

2017/2018

**Major Investment Study**

The study analyzed and identified a single alignment alternative from Downtown Raleigh to Jones Franklin Road, and three alignment alternatives for serving Downtown Cary.

2019

**Western Boulevard Corridor Study**

This study will help identify a preferred BRT alternative alignment to connect to Downtown Cary.

This study also introduces an additional alignment alternative, along Maynard Road, for serving Downtown Cary.
Western Boulevard Corridor: Study Area and Alignment Options

* A land use study for the Cary portion of the BRT Corridor will be completed after selection of a preferred route.
Western Boulevard Corridor Study – Project Overview

Purpose

Find the best way to integrate BRT along Western Boulevard to connect Downtown Raleigh, Dorothea Dix Park, NC State University, Downtown Cary, and all destinations along the corridor.

Goals

• Identify preferred BRT alternative alignment
• Understand the development potential
• Develop conceptual land use strategy
• Coordinate with other active projects

Tasks

• Multimodal and Safety Analysis
• Transit Analysis
• Project Coordination
• Land Use
• Market Analysis
A multi-modal corridor provides safe and functional facilities for all users:

- Pedestrians
- Bicyclists
- Transit Users
- Motorists

**Findings - Pedestrians**

- Pedestrian crash data shows crashes are highest around North Carolina State University

**Findings - Bicyclists**

- Over half of bicycle crashes occur due to motorists making left turns or driving out of street intersections and driveways
Study Task - Transit Analysis

Existing routes and ridership within or adjacent to the Western Boulevard BRT corridor were examined:

GoRaleigh

GoCary

GoTriangle

Wolfline

Findings

- Average daily transit ridership in the corridor is robust and shows good potential for BRT ridership
- Transit Dependent populations will be well served by the new BRT route
Study Task - Project Coordination

Identify locations where coordination with upcoming projects are important to the BRT planning process.

1. Jones Franklin / Western / Hillsborough Intersection
2. I-440 Widening
3. Bicycle and pedestrian tunnel under Western Boulevard
4. Pullen Bridge Replacement
5. Entrance to Dorothea Dix Park
6. Boylan at Western

*In addition to specific coordination for projects in these areas, coordination will continue with City of Raleigh, NCDOT, Town of Cary, and other agencies on proposed projects within the corridor.*
Planning Around Transit

- Land Use Policy
- Affordable Housing
- Economic Development
- Transit-Oriented Development (TOD)
- Public Amenities
Study Task - Development Potential and Land Use Strategy

- Precedent Study Review and Market Analysis
- Zoning and Regulatory Analysis
- Land Use and Urban Design Analysis
- Corridor Transit Oriented Development (TOD) Potential
Precedent Study Review

Blue Ridge Road District Study

Dorothea Dix Park Master Plan

Adopted by the Raleigh City Council
19 February 2019

A Park for Everyone, Built by Everyone
What is Transit-Oriented Development (TOD)?

Creating vibrant, compact, mixed-use communities with walking distance of public transport service.

**TOD is:**
- Connected & Accessible
- Focused & Compact
- Mixed-Use

**TOD is NOT:**
- Isolated
- Sparse
- Separated & Homogeneous
The study will develop conceptual land use strategy for transit supportive development along Western Boulevard corridor.

**TOD in different uses and scales**

**Development Scales in Raleigh**

- **18-STORY OFFICE, RESIDENTIAL, AND RETAIL**
  The Dillon, Raleigh, NC

- **FOUR-STORY RESIDENTIAL OVER RETAIL**
  401 Oberlin apartment building, Raleigh, NC

- **THREE-STORY SUBSIDIZED RENTAL HOUSING**
  The Village at Washington Terrace, Raleigh, NC

- **TWO-STORY TOWNHOUSES**
  St. Mary's Townhomes, W. Hargett Street, Raleigh, NC

- **FOURPLEX APARTMENT**
  122 Hillcrest, Raleigh, NC
The consultant team divided Western Boulevard into four submarkets to better understand existing conditions along the corridor.

**Western Boulevard Study Area**

1. South Saunders Rd to Pullen Rd
2. Pullen Rd to Gorman St
3. Gorman St to I-440
4. I-440 to I-40

- Western Blvd
- Chapel Hill Rd Alt.
- Hillsborough Rd Alt.
- Cary Towne Blvd Alt.
The corridor has a lower median household income than the city overall, highlighting the need for affordable transportation options.
Lower vehicle ownership indicates a greater need for alternative modes of transportation, particularly east of the I-440 Beltline.

Housing Units Without A Car, 2019

1. S. Saunders - Pullen
2. Pullen - Gorman
3. Gorman - I-440
4. I-440 - I-40
5. Western Blvd Corridor
6. Citywide

Source: ESRI Business Analyst
A high proportion of people along the corridor commute to work by bus, indicating the potential for high BRT ridership along the corridor.

**Residents That Commute Via Bus, 2019**

- **1. S. Saunders - Pullen**: 4%
- **2. Pullen - Gorman**: 15%
- **3. Gorman - I440**: 6%
- **4. I440 - I40**: 4%
- **Western Blvd Corridor**: 6%
- **Citywide**: 2%

*Source: ESRI Business Analyst*
RESIDENTIAL TYPOLOGIES

Low-rise apartments predominate along the corridor. Higher-density apartments cluster along Hillsborough St. near NC State University.

Source: CoStar
The office market is clustered at Centennial Campus and the Raleigh Corporate Center office complex. There is no pipeline.

**OFFICE TYPOLOGIES**

New Offices Since 2010

- **Class A**
- **Class B**
- **Class C**

1. South Saunders Rd to Pullen Rd
2. Pullen Rd to Gorman St
3. Gorman St to I-440
4. I-440 to I-40

Source: CoStar
Retail along the corridor consists of restaurants and drive-throughs, convenience stores, and strip centers that primarily serve residents.
COMPETITIVE RETAIL

Given competitive retail offerings in the area, retail along Western will likely consist of ground-floor spaces in transit-oriented buildings.
KEY IMPLICATIONS FOR TRANSIT AND LAND USE

Demographics and Socioeconomics
• An affordable and reliable transportation alternative like BRT can provide an important mobility solution for residents along the corridor.

Residential
• BRT has the potential to encourage more housing along the corridor since enhanced mobility and investments around stations will be attractive to potential residents. Policies promoting equitable development are important to ensure that both current and new residents can benefit from the transit investment.

Office
• Overall, BRT will likely encourage less office development than residential development given the lack of widespread momentum for office uses on the corridor. With appropriate connections, BRT will likely make Centennial Campus and the Raleigh Corporate Center office complex more attractive.

Retail
• With the opening of a BRT system, the corridor is poised for new ground floor, transit-oriented retail that draws local residents attracted to mixed-use environments.
## Western Boulevard Corridor Study — Tasks and Schedule

**Tasks and Schedule**

<table>
<thead>
<tr>
<th>Year</th>
<th>Task</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td><strong>Public and Stakeholder Engagement</strong></td>
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<td></td>
<td><strong>Existing Condition Analysis</strong></td>
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<tr>
<td></td>
<td><strong>Multimodal and Safety Analysis</strong></td>
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<td><strong>Project Coordination</strong></td>
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<td><strong>Land Use and Urban Form Analysis</strong></td>
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<tr>
<td>2020</td>
<td><strong>1–Kick-off</strong></td>
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<td><strong>2–TOD Workshop</strong></td>
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<tr>
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<td><strong>3–Final Report</strong></td>
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2021: Study Adoption

*Note: additional pop-up meetings will be hosted.*
Ongoing Projects: Supporting Wake Transit Plan Implementation

- Wake BRT: Western Boulevard Corridor Study
- Raleigh BRT: Equitable Development Around Transit
- Wake BRT: New Bern Avenue
- Wake BRT: Future Projects
Timelines and Public Engagement Opportunities

2019

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<tr>
<th>April</th>
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**Raleigh BRT: Equitable Development Around Transit**
Planning Phase

2020

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**Wake BRT: New Bern Avenue**
Design Phase

**Wake BRT: Western Boulevard Corridor Study**
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