



**Raleigh**

## **MEETING SUMMARY**

**PUBLIC KICK-OFF EVENT: NOVEMBER 12, 2019**

**WAKE BUS RAPID TRANSIT (BRT):  
WESTERN BOULEVARD CORRIDOR STUDY**



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# WAKE BRT: WESTERN BOULEVARD CORRIDOR STUDY

## KICK-OFF PUBLIC MEETING SUMMARY



### OVERVIEW

The City of Raleigh held a community open house kickoff meeting for the Wake Bus Rapid Transit (BRT) Western Boulevard Corridor Study on Tuesday, November 12, 2019 at the McKimmon Center located at 1101 Gorman Street, Raleigh, NC 27606. The meeting was originally scheduled for Thursday, September 5, 2019, but due to inclement weather (Hurricane Dorian), the public meeting was rescheduled.



### PURPOSE

The purpose of the meeting was to introduce the project, share information on current conditions, relate potential BRT alignment options, and obtain initial community feedback.

### GOALS

The goals of this study are to identify a preferred alternative alignment for BRT, understand the development potential along the Western Boulevard corridor, generate consensus for a conceptual land use strategy for the corridor, identify and address safety concerns, and coordinate with other planned improvements.



### MEETING NOTIFICATION

Residents were notified of the November 12, 2019 meeting via postcards, City of Raleigh website, press release, email blasts, social media, CAC meeting updates, and pop-up events.



## MEETING SUMMARY

The meeting was held from 4:00 pm to 8:00 pm and featured an open house format with a formal presentation that began at 6:30 pm. The meeting was attended by 157 citizens who were able to provide feedback about the study, ask questions, and comment on the BRT.

### INFORMATION PROVIDED

In addition to the project information that was presented, participants had the opportunity to speak with representatives from various departments/organizations and obtain information about the following:

- GoRaleigh
- New Bern BRT Project
- Dorothea Dix Park Project
- CoR Housing
- CoR Economic Development
- Census 2020
- Equitable Development Around Transit Project

### OPEN HOUSE

During the open house portion of the meeting, participants visited display board stations staffed by the project team, which detailed project information. The information represented on the boards included:

- Wake Transit Plan
- Wake BRT corridors
- Study area map
- Project overview/history and timeline
- Zoning and land use
- Social-economic trends
- Residential and office trends
- Project coordination
- Comments/feedback
- Existing bicycle/pedestrian facilities

Throughout the meeting, participants had multiple options to provide feedback and comment via the community wall, comment map, voluntary demographic survey, event exit survey, and online survey.



# COMMUNITY WALL

Participants were asked to answer the following three (3) questions and place their answers on sticky notes to correspond to the appropriate question on the wall.

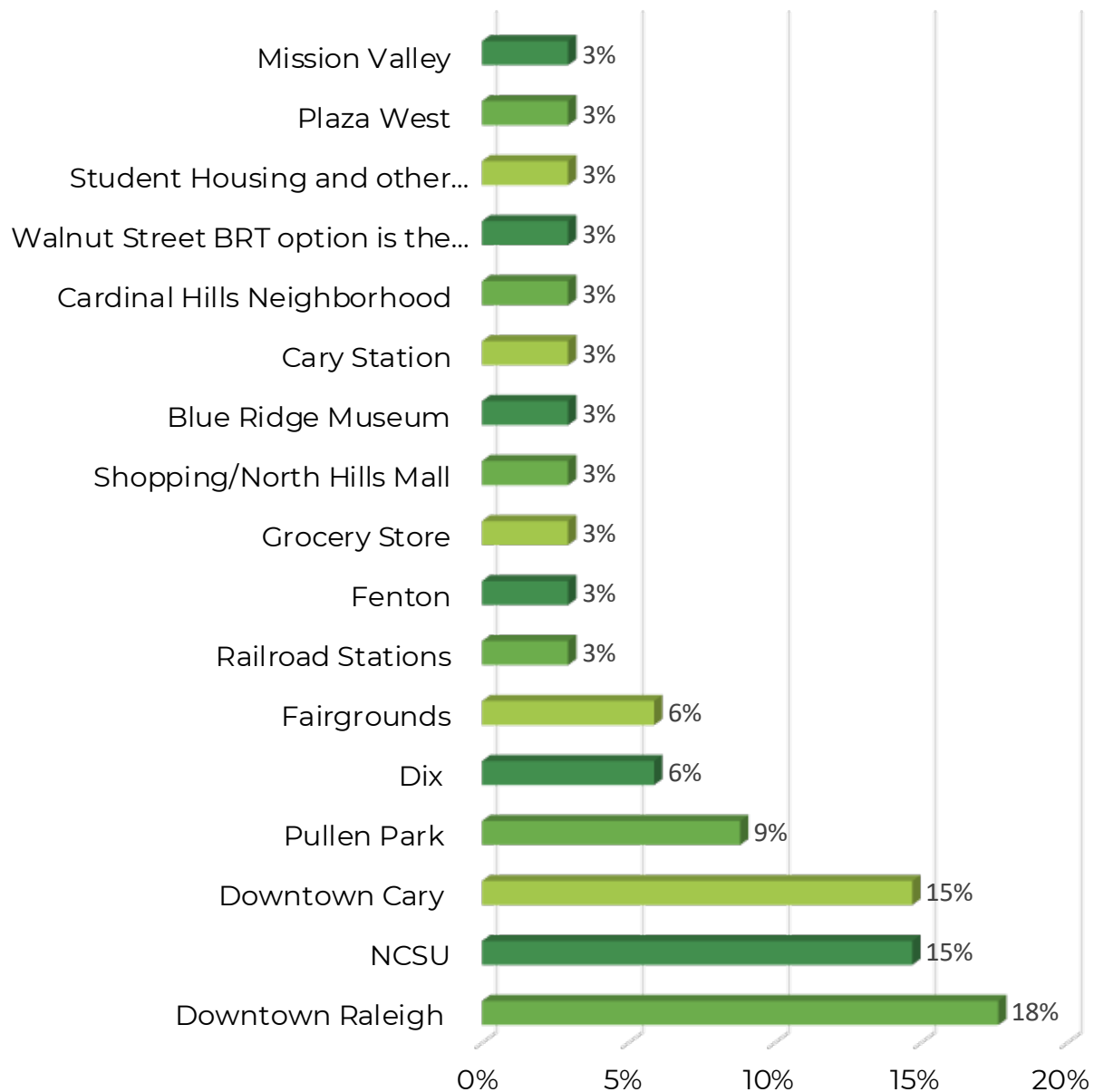
1. What are the important destinations, activities, communities, or landmarks along the Western Boulevard corridor?
2. What excites you about the BRT Study?
3. What questions do you have about Wake BRT: Western Boulevard Corridor Study?

The following pages report the attendees' answers to the three (3) questions above.

## COMMUNITY WALL - QUESTION #1

Participants were asked, what are the important destinations, activities, communities, or landmarks along the Western Boulevard corridor? There were a total of 34 responses on nine (9) sticky notes received. Eighteen percent stated Downtown Raleigh, while fifteen percent stated North Carolina State University (NCSU), and fifteen percent stated Downtown Cary (see **chart** below).

Question 1: What are the important destinations, activities, communities, or landmarks along the Western Boulevard corridor?





## COMMUNITY WALL - QUESTION #2

Participants were asked, what excites you about the BRT Study? There were a total of 14 responses on 11 sticky notes (see **table** below).

### Question 2: What excites you about the BRT Study?

Fast & reliable service between downtown, NCSU and Western Boulevard neighborhoods

Transit oriented development

Having a Transfer Station at the intersection of Chatham Street, NC-54 and Cary Parkway

Work & residence close together

Better access to the whole City

Not being stuck in Western Boulevard traffic

Multi-modal transit options

Save the trees and median along Western Boulevard

More frequent and convenient service between home and work (downtown)

Better connectivity via transit especially between jurisdictions

Opportunity for mixed income housing

That the study is occurring and seeking input from the citizens

Continuous side path on one side

Getting from downtown, Dix and NCSU taking the bus to Cary. Easier access all over SW Raleigh via transit

## COMMUNITY WALL - QUESTION #3

Participants were asked, what questions do you have about Wake BRT: Western Boulevard Corridor Study? There were a total of 32 responses on 18 sticky notes received (see **table** below).

### Question 3: What questions do you have about Wake BRT: Western Boulevard Corridor Study?

Will there be rain shelters at bus stops and sidewalks?

How can this BRT be extended into western Wake County and Chapel Hill?

Will you preserve the giant trees in the median?

How can people access the bus stops safely crossing Western Boulevard at Ashe Avenue and Pullen Road?

How will the bus line tie in with the train station downtown?

Will the BRT stop at the intersection of Hillsborough and Bashford Road or the middle of Bashford Road?

What will be done with the I-440/Western Boulevard Exchange? Please make it bike/ped friendly. Will NCDOT's mess get cleaned up?

Will you make sure that any residential construction combines housing for all income levels- 30%, 50%, 80% of AMI and market rate?

Are sidewalks going to be included as part of the project? Raleigh's current residential development is allowing residential buildings to be constructed without sidewalks. How will BRT users get to the bus stops and stations?

At the downtown Raleigh end don't continue the segregation of neighborhoods by ending Western Boulevard at Union Station and New Bern at GoRaleigh Station. Align them.

Chatham Street has too many pedestrians; Walnut Street has too much congestion and too many high school students and shopping traffic

I want BRT to go to Western Boulevard and Chatham Street

Where does Western Boulevard end and South Sanders Street begin?

What is really happening with BRT and stations as they approach downtown from the West and South?

There are major existing gaps in transit walkability, grade separations and roads that BRT station connections could be addressing along Western from Pullen Road to Dawson Street

How will the added lane and cross section for BRT affect the current buffer between Western Boulevard and Dorothea Drive & Boylan Heights?

How can you get more people who ride the GoTriangle 300, 301, 305 routes and GoRaleigh routes to provide input in this process?

Will you be able to keep trees that exist in the median when the BRT is constructed?

Are there plans to connect shopping areas and restaurants?

Will the bus stops have beacons for blind travelers to use apps to know where they are or that they are approaching the stop?

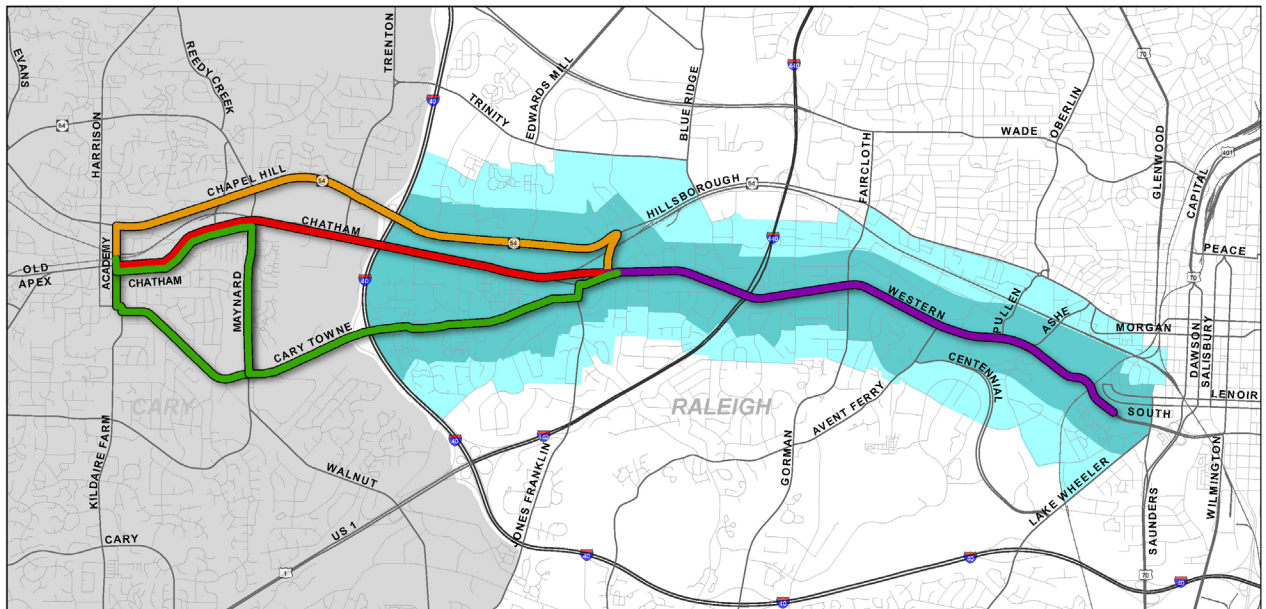




# COMMENT MAP

An aerial map of the Western Boulevard corridor was displayed to provide attendees the opportunity to provide location-specific comments and concerns. The map showed the corridor/alignments as four color coded alignments. The comments were divided by color segment and a landmark, street, or area was given as a location reference point. A total of 56 sticky notes were received with multiple comments for each segment.

## WAKE BRT: WESTERN BOULEVARD CORRIDOR ALIGNMENTS



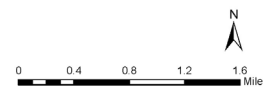
### Wake BRT: Western Boulevard Corridor Alignments

- Western Boulevard
- Chapel Hill Road
- Chatham Street / Hillsborough Road
- Western Boulevard Extension / Cary Towne Boulevard

### City of Raleigh Study Area

- 1/4 Mile Properties (5-minute walk)
- 1/2 Mile Properties (10-minute walk)

\*A land use study for the Cary portion of the BRT Corridor will be completed after selection of a preferred route.



## BLUE SEGMENT

Western Boulevard from S. Wilmington Street to Hillsborough Street. A total of 17 sticky notes with 26 responses were received for the blue segment. Multiple responses for the blue segment were connection aesthetics, sidewalks, and pedestrian access.

Location	Response(s)
At Dorothea Drive	Be sensitive to the residents
At Lake Wheeler Road	What will the connection look like
At Dix Park	What will the connection look like
Downtown	Where/how will it connect; join the other three downtowns
Men's Shelter & OCC	Need access to busing, currently Route #21 is one direction
At roundabout at Pullen Road and Hillsborough Street	Need to slow traffic down
Entire corridor	Please incorporate all income levels in new construction
At signalized intersections	Allow median left turns
Rocky Branch Trail	Can't widen Western on the south side of the road due to the existing greenway
At Ashe Avenue	Fewer stops would be needed between Ashe and Downtown if local service is kept
At Medians	Keep the existing trees in the medians (2)
From Pullen Park to Dix Land Bridge	Frequent pedestrian crossing occur
At Pullen Road	Fix the bike signal
Entire project	No need for dedicated busway here (2)
At Morrill Drive	If BRT remains on Western Boulevard than a faster connection to the North Campus is needed instead of Morrill Drive
At Avent Ferry & Morrill Drive	Coordination needed for pedestrian tunnel
Between Gorman Street and Method Drive	Makes this area pedestrian friendly; 10' travel lanes, 35 mph speed, dedicated bus lanes, reduce driveway cuts and add sidewalks
At Kent Street	Create two left turn lanes on Kent Street onto Western Boulevard
Between Gorman Street and Kent Street/Method Road	A lot of infill opportunities exist; I like having both Method Street and Gorman Street stops
West of Kent Road	Add sidewalks on both sides of Western Blvd (2)
West of Kent Road	Add sidewalks to streets leading to Western Blvd (2)
At Blue Ridge Road	Please include dedicated bicycle lanes east of Blue Ridge Road if not the whole corridor

## RED SEGMENT

Chatham Street from Western Boulevard to Maynard Road. No sticky note comments were received for the red segment.

## GREEN SEGMENT

Western Boulevard Extension from Cary Towne Boulevard to Academy Street. Six (6) sticky note comments with seven (7) responses were provided for the green segment.

Location	Response(s)
At Plaza West Shopping Center	The Plaza West Shopping Center would be a good location for a bus terminal on the western end of the project. (Jones Franklin Road and Western Blvd.
Between Hillsborough Street and Jones Franklin Road	You can't access this portion of the road if you are traveling west since it is currently configured one-way for eastbound traffic
	Green option will be expensive to construct with the cost of acquisitions
Undeveloped land south of the Vie at Raleigh sub-division and the Republic at Raleigh sub-division	Private property acquisition is a concern
At Cary Town Center	I think this is an important stop because of future development of Cary Towne Center and Fenton
Between I-40 and Maynard Road	I like the Green Option, shopping center, high school, downtown, Indian section
SE Corner of Maynard Road and Walnut Street/Cary Towne Boulevard	Teenage drivers, very congested

## ORANGE SEGMENT

Chapel Hill Road from Hillsborough Street to Academy Street. There were three (3) sticky notes received with five (5) responses.

Location	Response(s)
The railroad tracks on NE Maynard Road between E Chatham Street and Chapel Hill Road	Please create a grade separation for the crossing
Orange alternative	Probably best for BRT; Chatham is too narrow with ROW issues. Make Chatham a major bikeway.
Chatham Street	High number of pedestrians; these are potential BRT users.

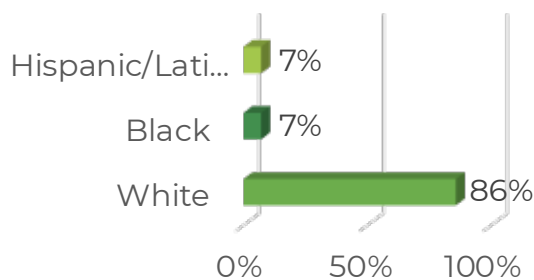
## VOLUNTARY DEMOGRAPHICS

The voluntary demographic survey included five (5) demographic questions for participants to complete voluntarily. A total of 15 participants completed the survey during the meeting. Sixty percent of the respondents were male, forty percent were women, forty-six percent were 65 years and older, ninety-three percent spoke English very well, and forty percent of the respondents have household income of \$118,000 or greater (see **demographics** below).

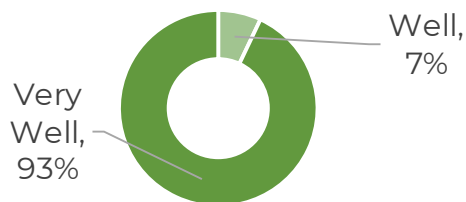
What is your gender identity?



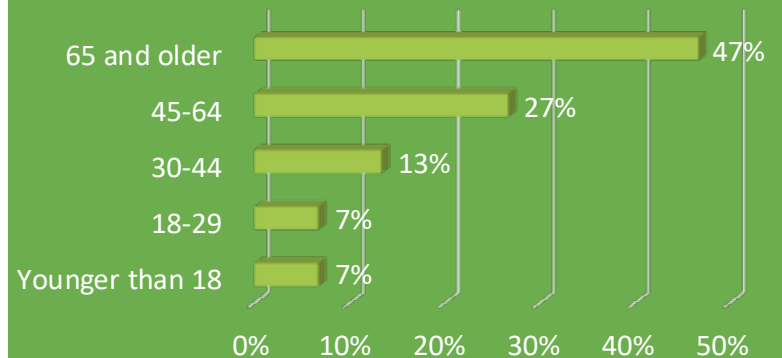
What is your racial identity?



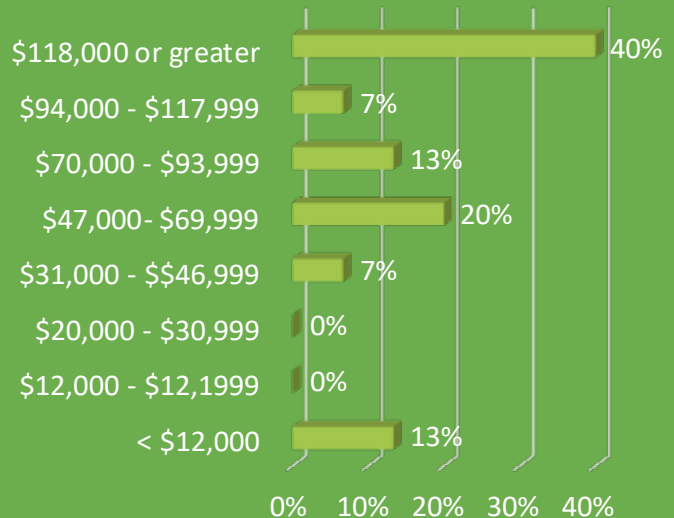
How well do you speak English?



What is your age?



What is your approximate household income?



## EVENT EXIT SURVEY

An exit survey was provided to participants to obtain feedback on the meeting format and to allow participants to sign up for project updates via email. A total of 39 participants took the survey. Forty-eight percent of participants strongly agreed that the meeting format was well organized, forty-six percent agreed they received the information they wanted, fifty-three percent strongly agreed that City staff was helpful, fifty-three percent strongly agreed that the location was convenient, forty-three percent agreed that the meeting was a good use of time, and thirty-three percent strongly agreed that the meeting was a good opportunity to be heard.





# ONLINE SURVEY

An online survey was conducted between August 6, 2019 to October 6, 2019 to obtain feedback from residents on preferred destinations along Western Boulevard using the proposed BRT service. It was reopened for the November 12th meeting to allow attendees who had not already completed the survey to provide their comments through November 26, 2019. Six (6) participants completed the online survey during the meeting. A total of 429 citizens responded to the online survey. Participants were asked four (4) questions.

1. If BRT service were provided along Western Boulevard, where would you go using the service?
2. Are there any other locations that you would use BRT to travel to along Western Boulevard between Downtown Raleigh and Hillsborough Street that aren't listed on the map? If so, what are they?
3. If BRT services were provided along Chapel Hill Road, E. Chatham, or Cary Towne Boulevard, where would you go using this service?
4. Are there any other locations along Chapel Hill Road, E. Chatham Street, or Cary Towne Boulevard you would like to go using the BRT service?

The following pages report the answers provided to the three (3) questions above.

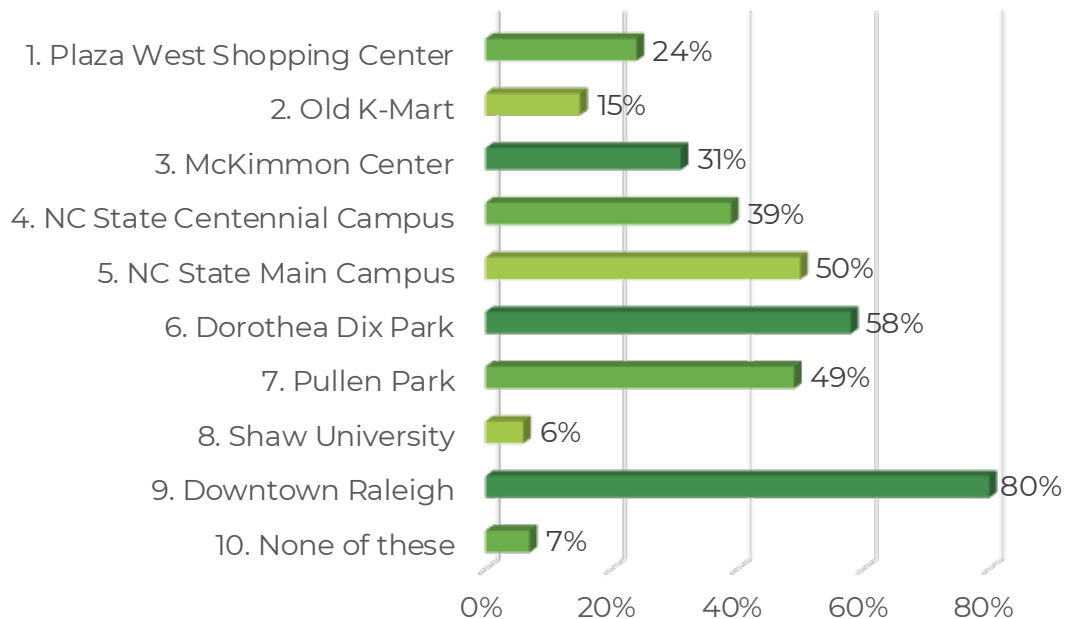


## ONLINE SURVEY - QUESTION #1

Participants were asked, if BRT service were provided along Western Boulevard, where would you go using the service?

Eighty percent of participants stated that they would use BRT service along Western Boulevard to go to Downtown Raleigh, while fifty-eight percent would use it to go to Dorothea Dix Park. Other popular destinations include NC State Main and Centennial Campuses, and Pullen Park (see **Destinations** below).

Question 1 Destinations



## ONLINE SURVEY - QUESTION #2

Participants were asked, are there any other locations that you would use BRT to travel to along Western Boulevard between Downtown Raleigh and Hillsborough Street that aren't listed on the map? If so, what are they?

A total of 194 responses were given. Seventeen percent of participants stated State Fairground/Flea Market, while eleven percent of participants would use BRT to travel to Mission Valley Shopping Center. Other travel destinations include Downtown Cary, Food Lion and Blue Ridge Road (see **Travel Destinations** below).

### Travel Destination(s)

- Mission Valley Shopping Center - 11%
- State Fairground/Flea Market - 9%
- Downtown Cary - 8%
- Food Lion - 6%
- Blue Ridge Road - 6%
- State Farmers Market - 5%
- South side of Western Boulevard between Gorman Street and Method Road - 4%
- NC Museum of Art - 4%
- Boylan - 3%
- Amtrak Station in Cary - 2%
- Cary - 2%
- Old K-Mart - 2%
- Chatham Street/Chatham Square - 2%
- Triangle Family services - 2%
- Cameron Village - 2%
- WakeMed Soccer Park - 2%
- Carter-Finley Stadium - 2%
- PNC Arena - 2%
- JC Raulston Arboretum - 2%
- Intersection of Chatham Street and Academy Street - 1%
- Chavis Park - 1%
- RDU - 1%
- Powell Drive - 1%
- Meredith College - 1%
- Amtrak - 1%
- NCMA - 1%
- Avent Ferry Road - 1%
- Walnut Street - 1%
- Beyond Shaw University - 1%
- Plaza West - 1%
- Cary -Page Walker - 1%
- Cary-Ashworth Drugstore - 1%
- NCSU - 1%
- Cary Bottle Shop - 1%
- Cary Theater - 1%
- Amtrak Station in Raleigh - 1%
- Hillsborough and Chatham Street - 1%
- McKimmon Center - 1%
- Centennial Campus - 1%
- Cary's Main Square - 1%
- Cary Library - 1%
- Downtown Raleigh - 1%
- Martin Luther King Jr. Memorial - 1%
- Performing Arts Center - 1%
- Convention Center - 1%
- Cook Out Restaurant - 1%
- Amedeo's Italian Restaurant - 1%
- Shops on Gorman Street - 1%
- Hunters Creek - 1%
- Cardinal Hills - 1%
- South Hills Mall - 1%
- Buck Jones Road - 1%
- Lake Johnson - 1%
- Western Boulevard and Ashe Street - 1%
- Cathedra - 1%
- Greenways Trailhead - 1%
- Southeast Raleigh - 1%
- Union Station - 1%
- Movie Theater - 1%
- Red Hat Theater - 1%
- NC Courage - 1%
- ESA - 1%
- Edward Mills - 1%
- Prison - 1%



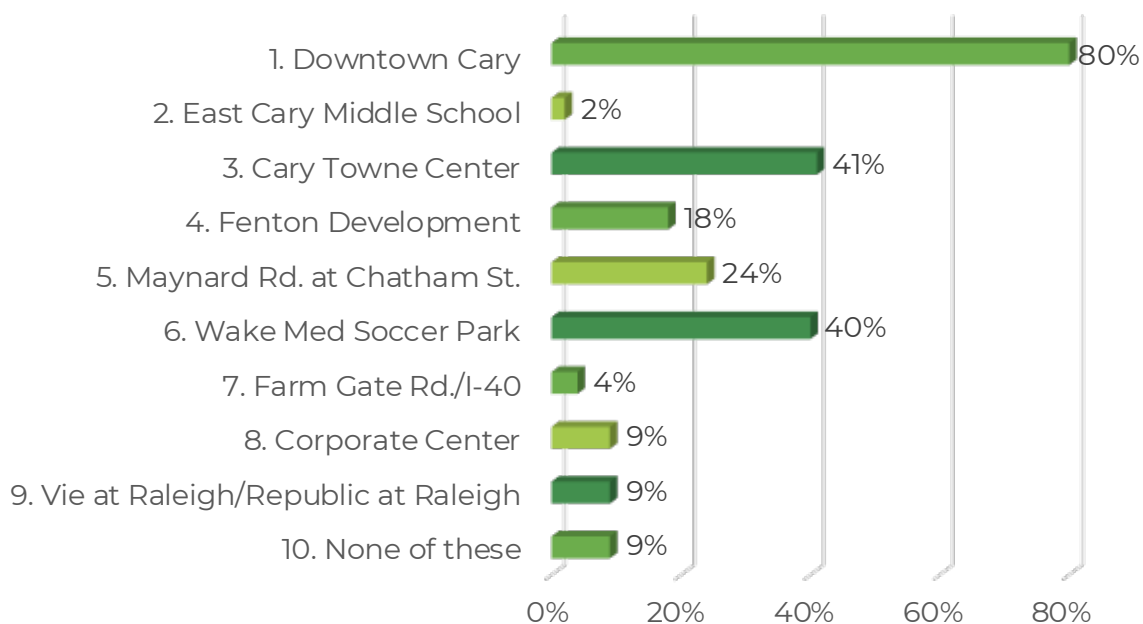


### ONLINE SURVEY - QUESTION #3

Participants were asked, if BRT services were provided along Chapel Hill Road, E. Chatham, or Cary Towne Boulevard, where would you go using this service?

A total of 316 responses were given. Eighty percent of participants stated if services were provided, they would go to Downtown Cary, while forty-one percent stated they would go to Cary Towne Center. Other alternative destinations include Wake Med Soccer Park, Maynard Road at Chatham Street, and Fenton Development (see **Alternative Destinations** below).

Question 3 Alternative Destinations



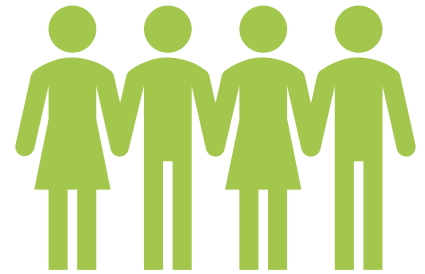
## ONLINE SURVEY - QUESTION #4

Participants were asked, are they any other locations along Chapel Hill Road, E. Chatham Street, or Cary Towne Boulevard you would like to go using the BRT service?

A total of 95 responses were provided. Twenty percent of participants stated PNC Area and State Fairgrounds, while eight percent of participants stated they would use the BRT service to go to North Carolina Museum of Art. Other travel destinations include Carter-Finley Stadium, Cary Towne Boulevard, and Cary Towne Center (see **Destinations** below).

Destination	Percentages
PNC Area	20%
State Fairgrounds	20%
North Carolina Museum of Art	8%
Carter-Finley Stadium	4%
Cary Towne Boulevard	3%
Cary Towne Center	3%
Crossroads Shopping Center	2%
South Hills Mall	2%
Cary Library	2%
Blue Ridge Road Corridor	2%
Rex Hospital	2%
Maynard Street	2%
YMCA Association Resource Office	1%

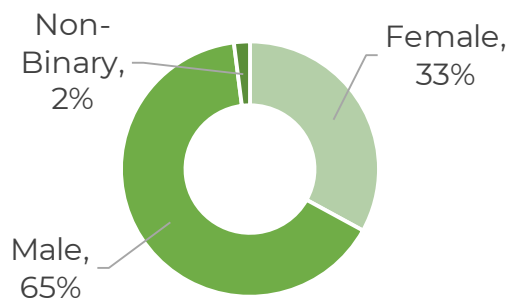
Destination	Percentages
Bond Brothers	1%
Briggs Hardware	1%
Train Depot	1%
Harris Teeter	1%
DMV	1%
Triangle Aquatic Center	1%
The Circle	1%
Maynard and Chapel Hill Road	1%
Cary High School	1%
Ollie's	1%
Swimming Pool	1%
Amtrak Station	1%
Circle of West Chatham	1%
Parks/Greenway Trails	1%
Park & Ride Option	1%
Old K-Mart	1%
Raleigh Sports Arena	1%
Bike Lanes	1%
Cary	1%
RDU	1%
Autism Society of North Carolina	1%
High House Road Bowling Alley	1%
South Hills	1%
Future Commuter Rail Station	1%
Between Downtown Cary and East Cary	1%
Downtown Parks	1%



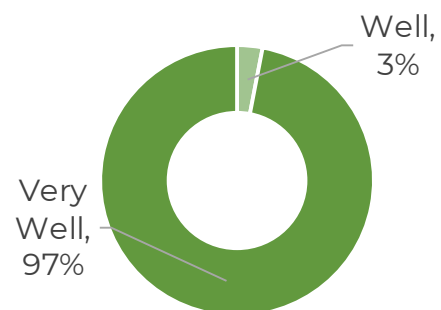
## ONLINE DEMOGRAPHIC SURVEY

The online demographic survey contained five (5) demographic questions for participants to complete voluntarily. A total of fifteen (15) participants completed the survey. Sixty-four percent of respondents were male, thirty-eight percent were 30 to 44 years of age, forty-eight percent of respondents have a household income of \$118,000 or greater, ninety-eight percent of participants speak English very well, and thirty-one percent of responses heard about the survey via email (see **Demographics** below).

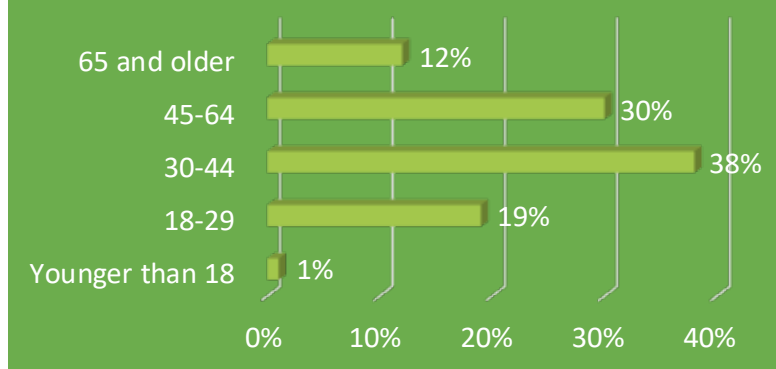
What is your gender identity?



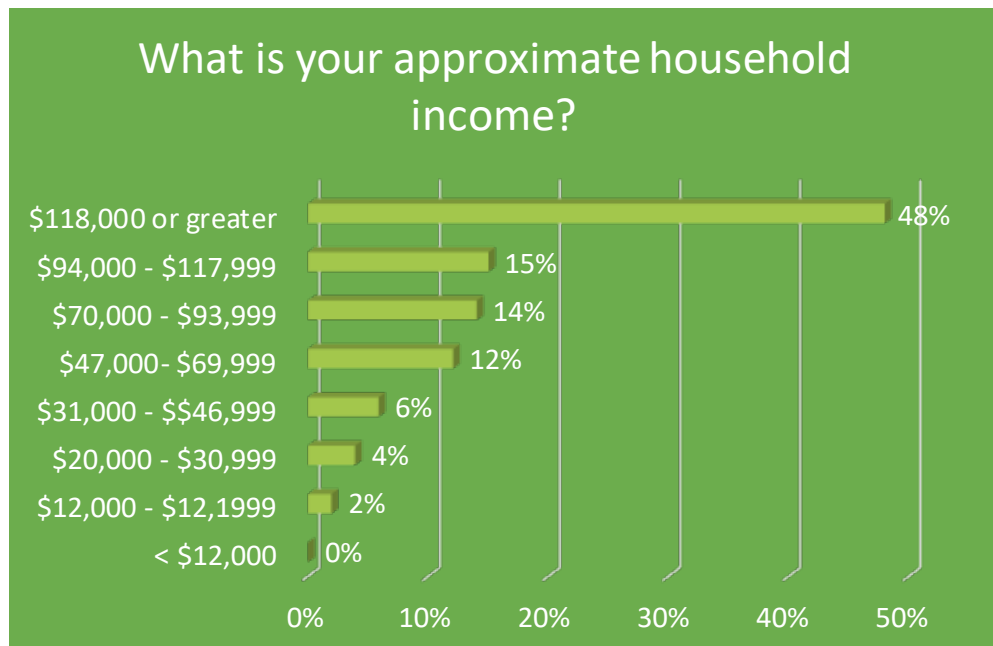
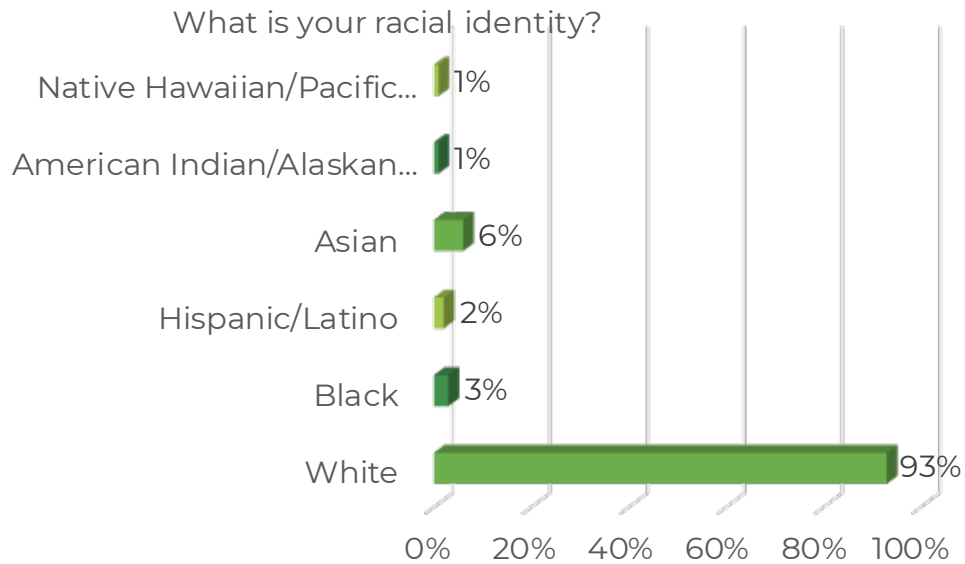
How well do you speak English?



What is your age?



## ONLINE DEMOGRAPHIC SURVEY (CONT.)



The online survey also asked how participants heard about the online survey. Thirty-one percent of respondents stated that they received a notice via email, twenty-two percent heard about the online survey through social media, seventeen percent learned about the survey on the City of Raleigh's website, nine percent via the meeting invitation postcard mailers, and three percent of participants heard about the online survey at the public meeting.

## RECOMMENDATIONS FOR FUTURE OUTREACH

In order to ensure that project outreach efforts are considering the needs of those traditionally underserved by existing transportation systems as defined in Title VI of the Civil Rights Act of 1964 (Title VI), the following measures should be considered:

- **Target outreach toward Black/African American and Hispanic or Latino populations** through methods such as attending pop-up events at local churches, contacting community organizations, and/or distributing a survey to apartment complex renters
- **Outreach to residents with a household income of \$46,999 or lower** to obtain their feedback through methods such as distributing a survey to apartment complex renters, coordinating pop-up events at apartment complexes, and/or posting paid social media ads targeting lower income ranges
- **Reach more individuals with Limited English Proficiency** through methods such as contacting community groups that assist non-English speaking individuals, attending pop-up events at local churches or other religious groups, and/or creating promotional advertisements and videos in Spanish or other widely spoken languages
- **Target outreach to individuals who are between 18-29 years-old** through methods such as video and social media outreach, **and individuals who are 65 and older** through methods such as distributing paper surveys at senior living communities and apartment complexes

Additional outreach to these populations as well as other traditionally underrepresented populations could include advertising upcoming meetings and input opportunities on the GoRaleigh buses.