

Wake BRT

# Western Station Area Planning Leader and Connector Meeting



**January 25, 2024**

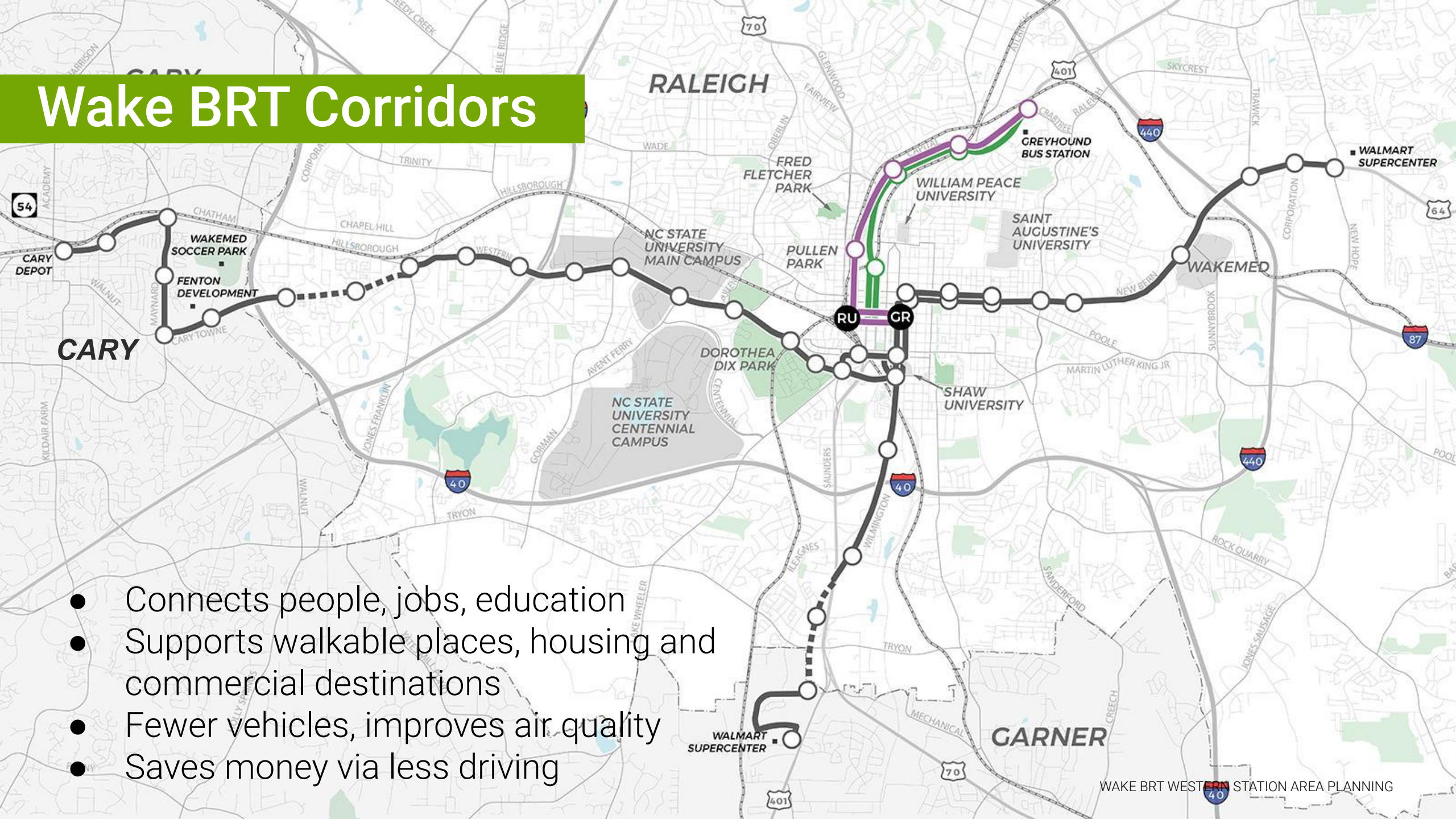
# Agenda

- 1. Welcome and Introductions**
- 2. Engagement Round 1: Summary**
- 3. Station Area Connections**
- 4. Housing Market and Strategies Update**
- 5. Engagement Round 2**
  - Key dates and locations
  - Leader and Connector roles



# Wake BRT Corridors

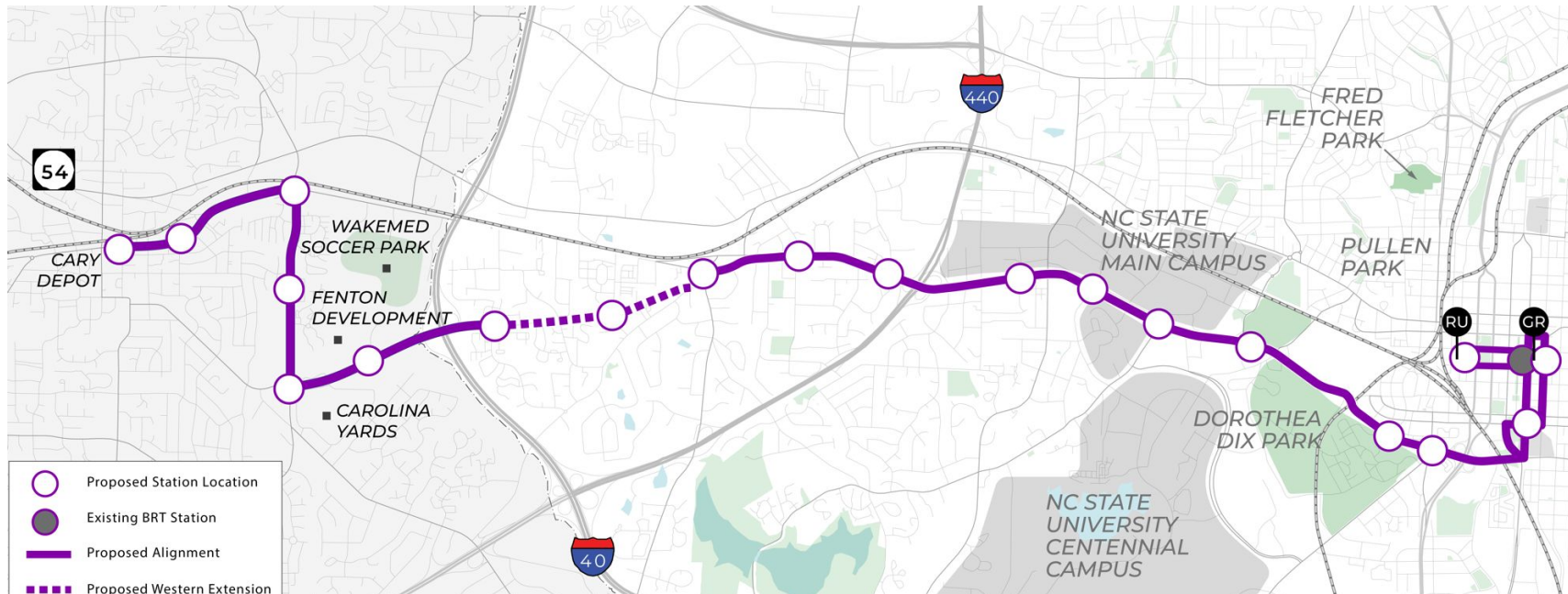
- Connects people, jobs, education
- Supports walkable places, housing and commercial destinations
- Fewer vehicles, improves air quality
- Saves money via less driving



# Wake BRT Western Corridor

## Overview

- Approximately 12 miles
- Twenty (20) Stations





# 1. Welcome and Introductions

## 2. Engagement Round 1: Summary



# Phase 1: Engagement Overview

**Outreach Period: November 20, 2023 – January 14, 2024**

- **Purpose:**

- Establish Community Connections
- Collect feedback on Western corridor opportunities and issues

- **Target Audiences:**

- Residents
- Stakeholders
- Corridor Businesses

# Engagement Methods

- **Public Open Houses:**
  - 12/4 - Dix Park All Faiths Chapel
  - 12/5 - Powell Drive Community Center
- **Pop-up:**
  - 12/2 – Method Community Center
- **Virtual Webinar:**
  - 12/11 - Zoom
- **Stakeholder Meetings:**
  - 2 Interviews (11/20, 1/9)
  - 1 Small Group Meeting (11/29)



# Advertising

- Project Website
- Postcards
- Social Media
- Email
- Business Flyers



Raleigh  
Planning

## Wake BRT: Western Corridor Station Area Plan

### Bus Rapid Transit (BRT)

Bus Rapid Transit is coming to Wake County! The western corridor will connect downtown Raleigh to downtown Cary along Western Boulevard. This will mean more frequent service and faster bus transit connections.

### Station Area Planning

New Bus Rapid Transit will attract new residents, businesses, and investment to areas around new stations. The Station Area Plan will ensure that these changes benefit existing residents and businesses, as well as visitors.

### Key topics include:

- Walking and biking routes to stations
- Housing for current and future residents
- Strategies for existing businesses to thrive in the future
- Regulations and policies to shape new development

### Come meet the project team!

**Saturday, December 2**

**9 a.m.–12 p.m.**

**Method Road Community Center**  
514 Method Road



## Fall 2023 Open Houses

Share Your Thoughts at  
One of Our Open Houses

**Monday, December 4**  
**5:30–7:30 p.m.**

**Dix Park All Faiths Chapel**  
1030 Richardson Drive

**Tuesday, December 5**  
**4–6 p.m.**

**Powell Drive Community Center**  
740 Powell Drive

- What would you like to see in your neighborhood close to BRT stations?
- How can the community benefit from BRT and investment in station areas?

We will be sharing the same  
information at each Open House.

For more information and additional  
ways to connect visit: [raleighnc.gov](https://raleighnc.gov) Search: Planning Western

# Engagement Activities

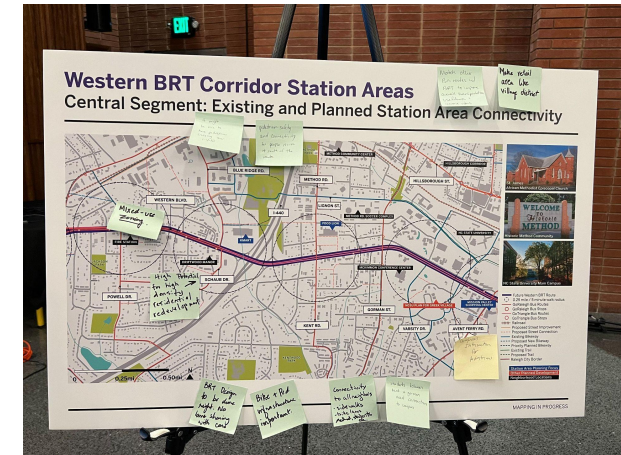
- Open House Events
  - 12/4 - Dix Park All Faiths Chapel
  - 12/5 - Powell Drive Community Center





# Engagement Activities

- In-person feedback gathering methods



# What we Heard: Stakeholder Meetings

## **Housing and Community Preservation:**

- Preserve affordable housing
- Displacement worries: residents and businesses
- Incentives to keep businesses in place.
- Focus on commercial areas for development without disrupting residential zones.

## **Safety and Infrastructure:**

- Ensure quality walkability / biking
- Safe access to stations and buses (traffic)
- Adequate Right of Way (ROW) along route

## **Transportation and Connectivity:**

- Sidewalks
- Better bike facilities
- Bike lanes.
- More bike connections to stations.
- Better connections: stations and destinations.
- Enhanced connections to Dix Park
- More destinations around existing stations to encourage travel.

## **Desired Features:**

- Mixed housing
- Incentivize Accessory Dwelling Units (ADUs) on existing properties.
- Art-themed stations, align with community aesthetics
- More green spaces, greenways to bus stops

# What we Heard: Stakeholder Meetings

## **Specific Area Enhancements:**

- Mission Valley can benefit from bike-ped oriented entrances.
- Commercial areas, especially near the fairgrounds, seen as underutilized but potential areas for development.
- Desire for pedestrian-oriented development in Mission Valley, downtown, and the vacant KMart site.

## **Future Engagement Strategies:**

- Recommendations to attend Method community meetings, and conduct tabling events at specific locations (e.g., Islamic Center).
- Suggestion to run existing buses along proposed routes to provide a tangible preview of the project.
- Stakeholders want pop-up events at potential stations to visualize and understand the proposed changes.



# What we Heard: Public Open Houses

*What would you like to see more of?*



## **Housing Choice:**

- More high-density housing, smaller houses on smaller lots, housing options, affordable housing, City-sponsored initiatives for 30% AMI and below.

## **Places to Shop:**

- Variety of options, grocery store, pharmacy, smart use of former K-Mart area for entertainment, parks, and restaurants.

## **Places to Eat:**

- Increase restaurant options along Western Blvd: from the belt line to Jones Franklin.

## **Entertainment:**

- Fewer industrial establishments and more coffee shops and restaurants.

## **City Amenities:**

- Including libraries, restrooms.



# What we Heard: Public Open Houses

*What would you like to see more of?*



## **Sustainable Spaces:**

- Emphasis on natural species, landscaping, preservation of historic places like Boylan Heights, and protection of historic spaces.

## **Public Spaces:**

- More bike paths, sidewalks, benches, kid-friendly spaces, preservation of historic places.

## **Trails and Nature:**

- More walkable and bikeable connections, green spaces, and an emphasis on off-road mountain bike trails closer to the town.

## **Trails and Nature:**

- connecting to existing greenways, exploring partnerships with the railroad for greenways, ensuring connections to outlets.

# What we Heard: Public Open Houses

## *What Stories Need to be Told Here?*

### **Safe and Efficient Mobility:**

- Safe, quick movement, especially students.
- Safe crosswalk from Boylan to Dix.

### **Equity and Collaboration:**

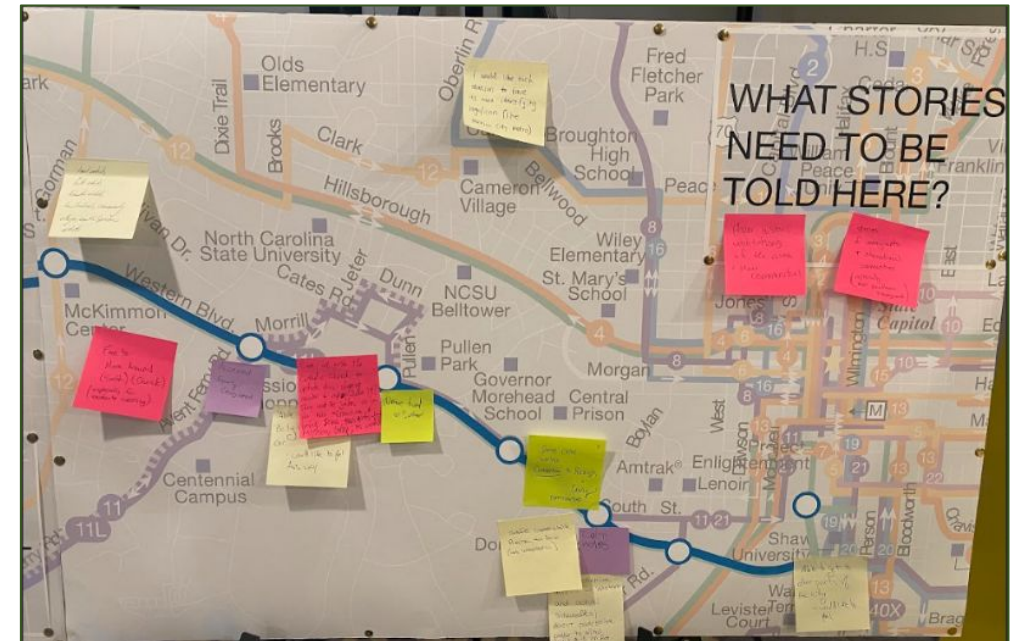
- Recognition/celebration of accepted equity.
- Collaboration with the Catholic Church for updates and repopulation in Mission Valley.

### **Art and Nature Integration:**

- Nature-based art installations.

### **Community Connections and Spaces:**

- Serene walking spaces and connections to Raleigh and Cary communities.
- Honor historic institutions in the area and their respective communities.



# What we Heard: Public Open Houses

*How do you want to feel?*

## **Distinctive Station Identity:**

- Desire for each station to have a unique identifier, similar to the Mexico City metro.

## **Environmental Conservation:**

- Prioritize environmental conservation, specifically saving the trees.

## **Artistic Design Elements:**

- Incorporate etched glass as a design element.

## **Diversity and Inclusivity:**

- Display images of everyday life, representing a diverse community.
- Hope for Raleigh to foster a diverse community atmosphere.

## **Safety and Community Focus:**

- Emphasis on feeling safe and creating community spaces.
- Wish for a reasonable and edgy atmosphere with intentional design.
- Desire to feel safe, welcomed, and cool in the environment.

## **Refreshing Atmosphere:**

- Preference for a refreshing atmosphere, with crisp fresh air.

# What we Heard: Public Open Houses

## *Corridor Segments*

### **Downtown:**

- Recognize and preserving mature trees.

### **East:**

- Increase density around NC State Centennial Campus.

### **Central:**

- Replace car lots with restaurants, entertainment, and retail.

### **West:**

- Provide pedestrian access over I-40.
- More mixed-use development and a grocery store at Plaza West and Dutch.
- Need affordable housing.



# 3. Station Area Connections

# Potential Bicycle and Pedestrian Treatments

## Low Intervention

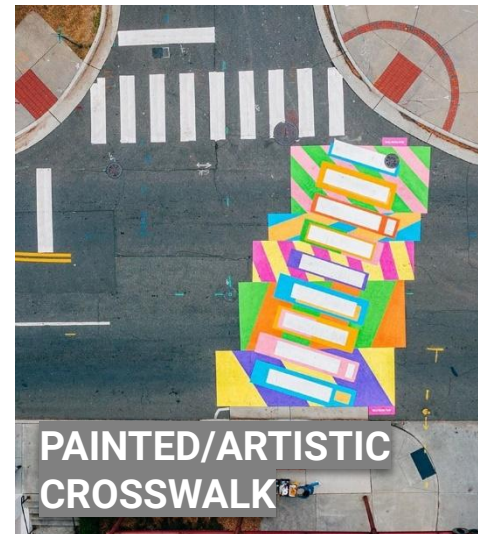




# Potential Bicycle and Pedestrian Treatments

## Medium Intervention

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# Potential Bicycle and Pedestrian Treatments

## High Intervention





# Potential Bicycle and Pedestrian Treatments

## Bike and Pedestrian Bridge

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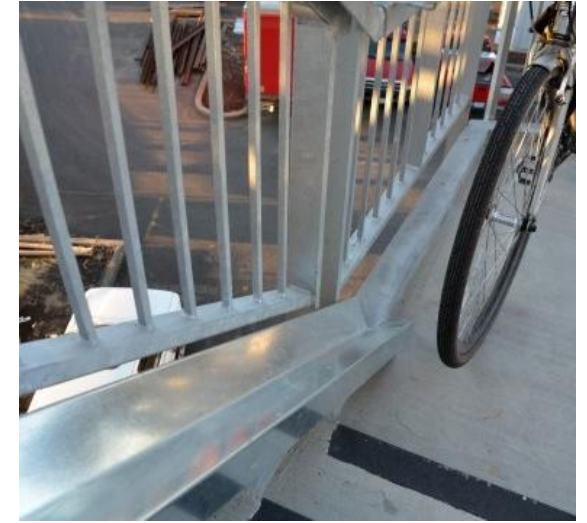
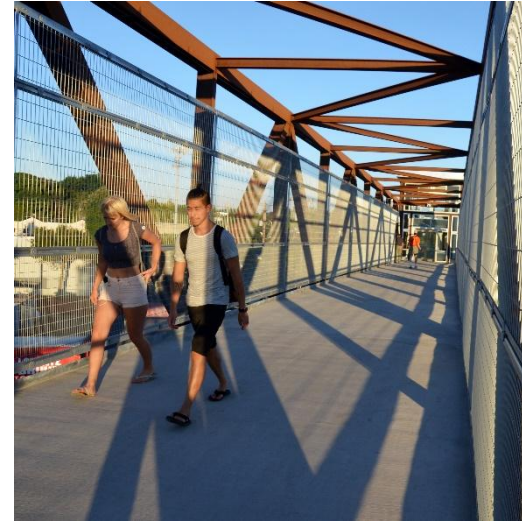


- At-grade and grade change access
- Ramp and stair access
- \$10 million



# Potential Bicycle and Pedestrian Treatments

## Bike and Pedestrian Bridge



- Grade change access
- Stair and elevator access
- Wheel tracks on the staircase for bikes
- \$3.9 million





















# Potential Bicycle and Pedestrian Treatments

## Bike and Pedestrian Tunnel







# Potential Bicycle and Pedestrian Treatments

## Intervention Hierarchy: Low – Medium - High

Type	Treatment	Low Intervention	Medium Intervention	High Intervention
	Sidewalk	X	X	X
	High-Visibility Crosswalk	X	X	X
	Curb Ramp	X	X	X
	Sharrows	X	X	X
	Signage	X	X	X
	Rectangular Rapid Flashing Beacon (RRFB)		X	X
	Midblock Crossing		X	X
	Leading Pedestrian Interval		X	X
	Painted Bicycle Lane		X	X
	Bicycle Forward Stop Bar		X	X
	Signalization (Full or Pedestrian Hybrid Beacon - PHB)			X
	Curb Extension / Bulb Out			X
	Adjust Corner Radii			X
	Bicycle Box			X
	Bicycle Detection at Signals			X
	Bicycle Signal Head			X
	Pedestrian or Bicycle Refuge Island			X
	Driveway Access Control			X
	Neighborhood/Mini Roundabout			X
	Grade Separated Bridge/Tunnel			Highest

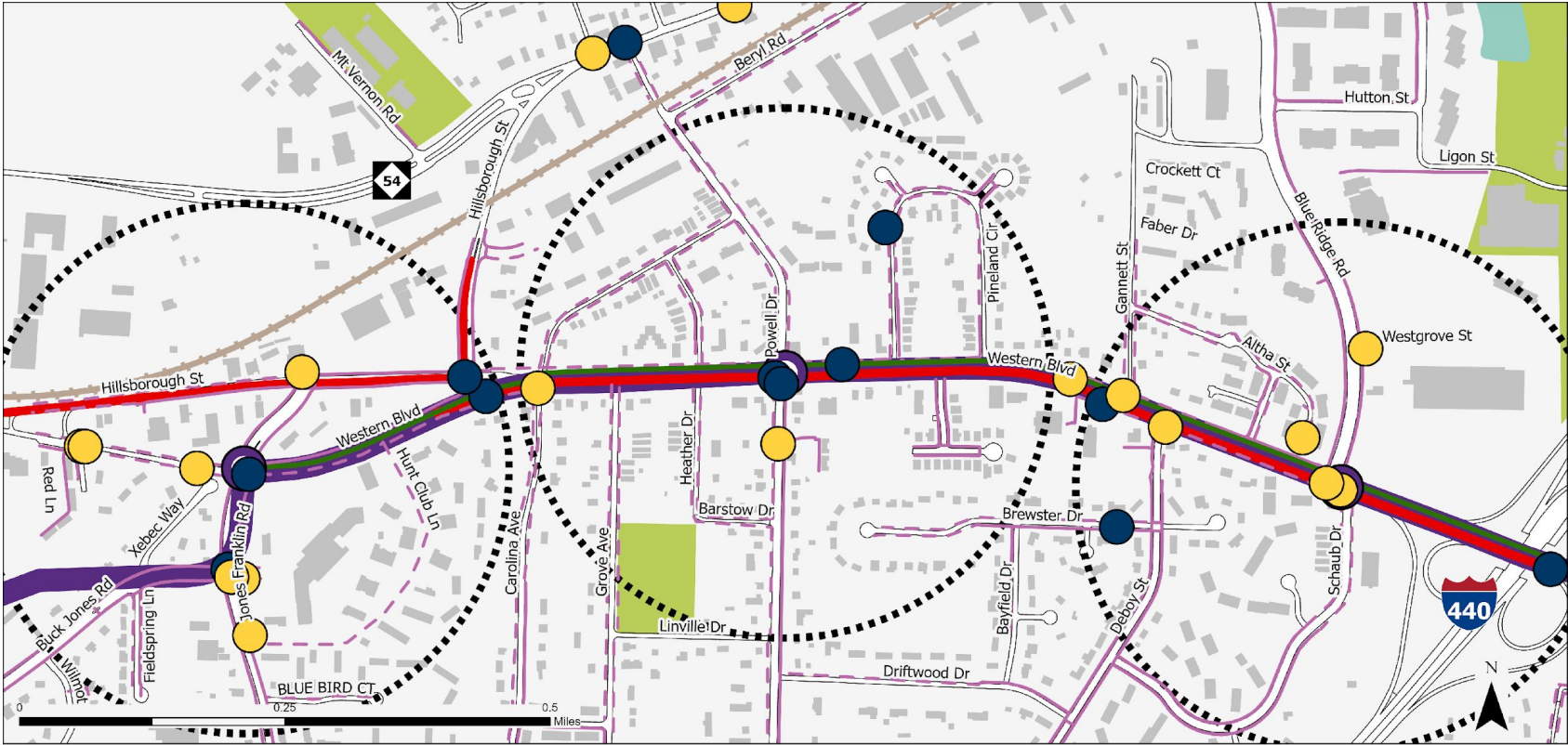


### Existing Bus System

-  GoRaleigh Bus Route
-  GoRaleigh Bus Stop
-  GoTriangle Bus Route
-  GoTriangle Bus Stop



# Powell Drive: Connectivity Challenges



Powell Drive

### Wake BRT: Western Corridor

- Proposed BRT Alignment
- BRT Station Location
- Quarter Mile Radius / 5 Min Walk

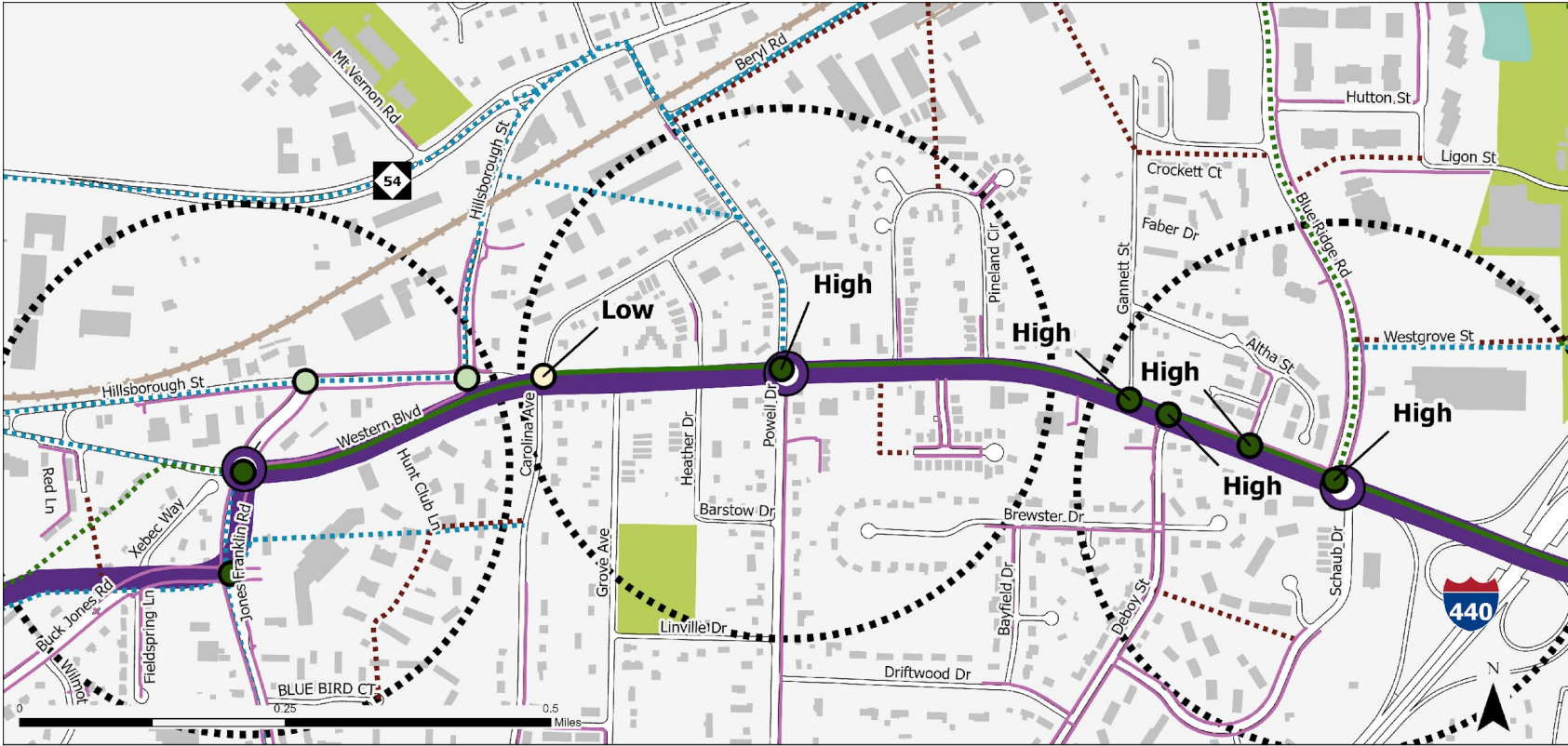
### Existing Conditions

- Sidewalk
- Bikeway
- Trail
- Parks and Open Space

### Connectivity Challenges

- Sidewalk Network Gap
- Bike Crashes
- Ped Crashes
- High Traffic Speeds (45+ mph)

# Powell Drive: Potential Intervention Approaches



Powell Drive

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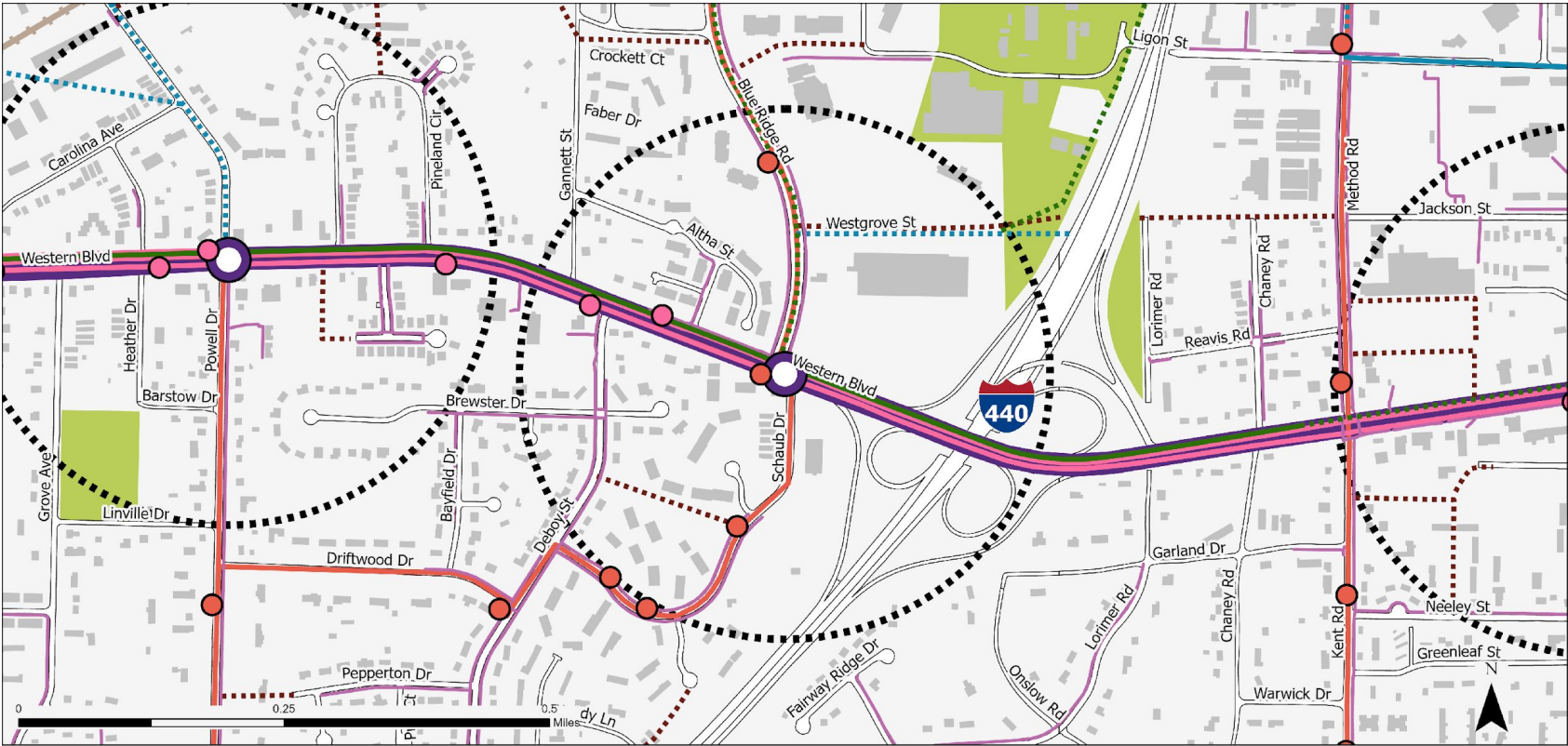
### Recent Plans

- Street (New or Improved)
- Priority Planned Bikeway
- Bikeway
- Trail
- Parks and Open Space

### Interventions

- Intersection
  - High Intervention
  - Medium Intervention
  - Low Intervention

# Blue Ridge Rd/Formal KMart: Existing Connectivity + Recent Plans



KMart Site

## Wake BRT: Western Corridor

- Proposed BRT Alignment
- BRT Station Location
- Quarter Mile Radius / 5 Min Walk

## Existing Conditions

- Sidewalk
- Bikeway
- Trail
- Parks and Open Space

## Recent Plans

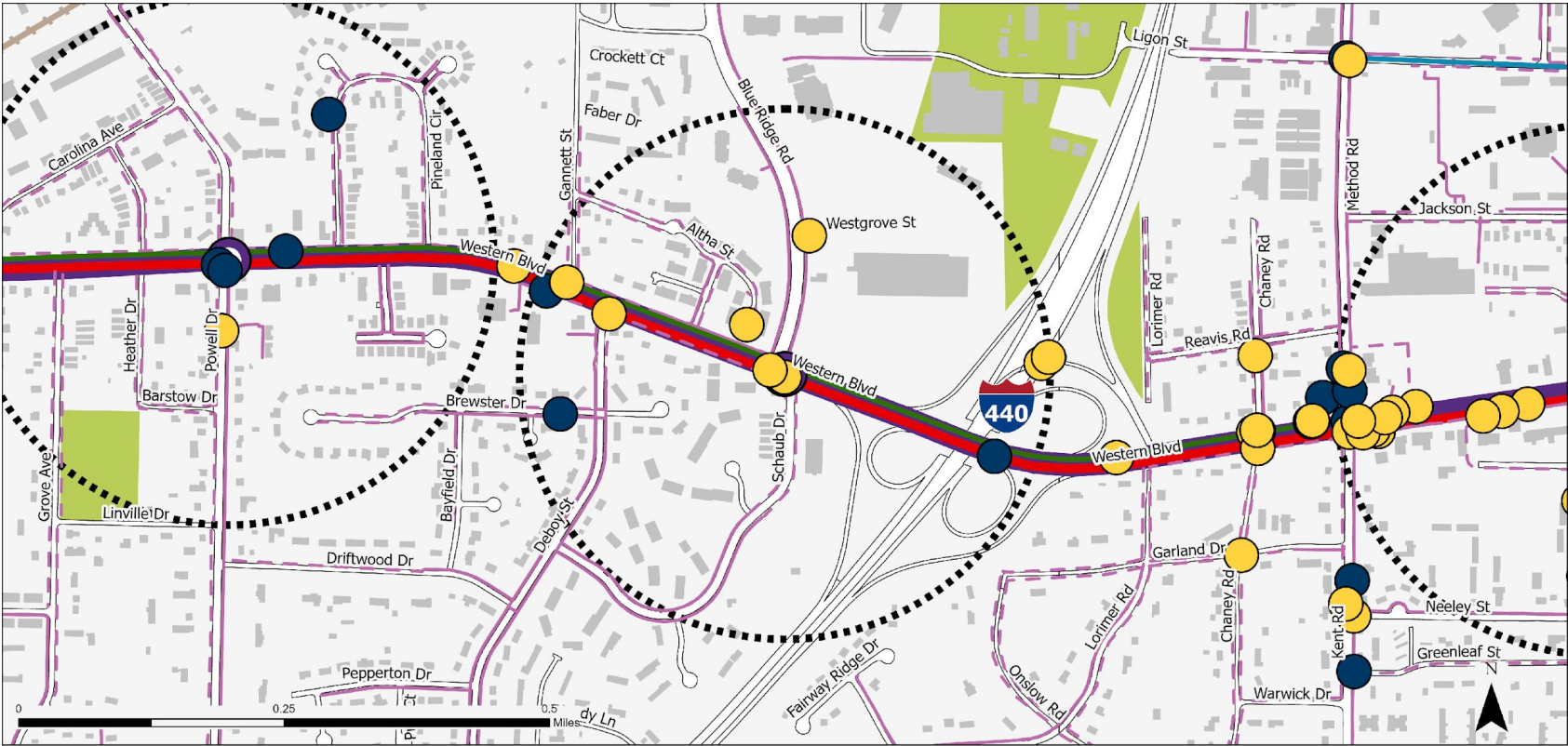
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## Existing Bus System

- GoRaleigh Bus Route
- GoRaleigh Bus Stop
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# Blue Ridge Rd/Former KMart: Connectivity Challenges



KMart Site

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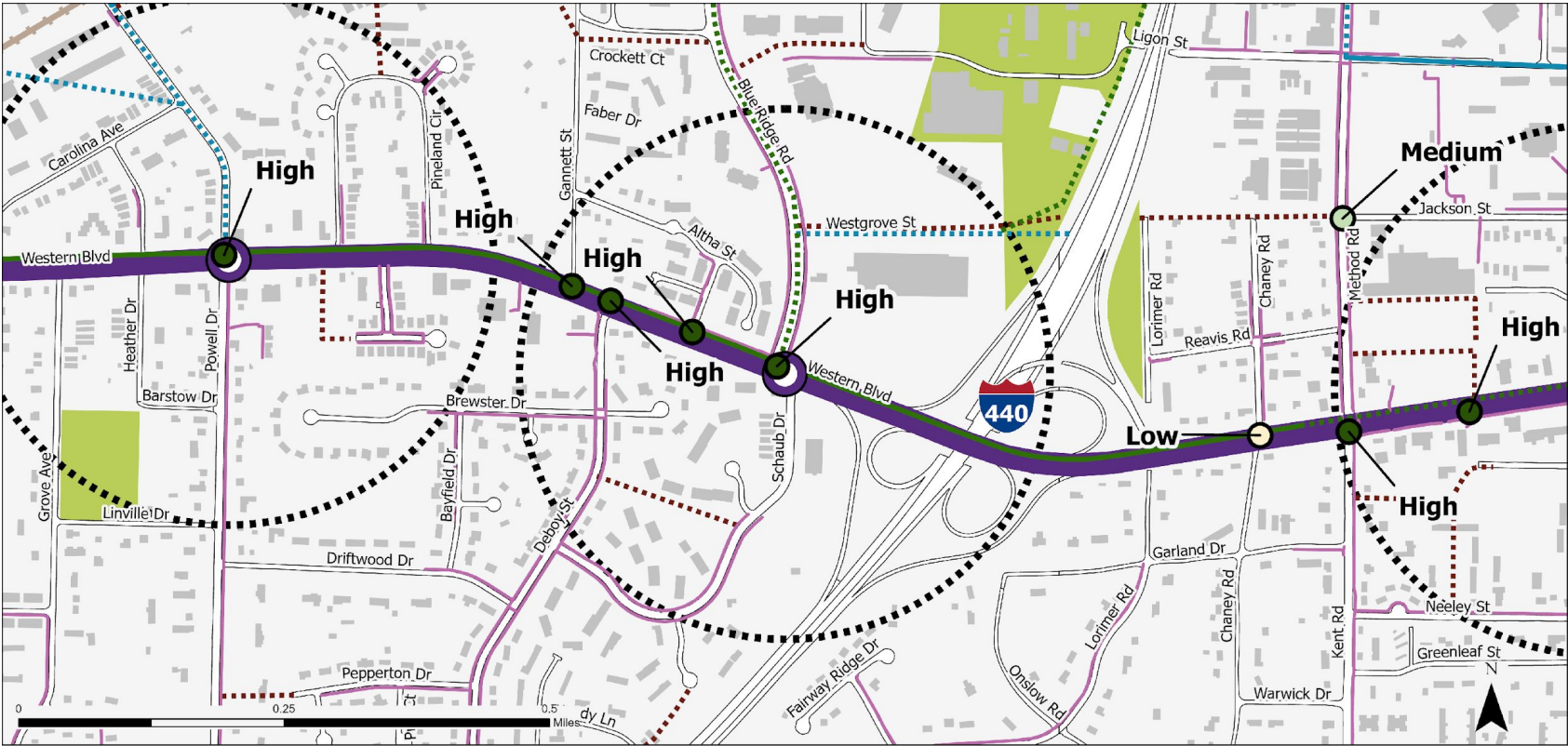
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# Blue Ridge Rd/Former KMart: Potential Intervention Approaches



KMart Site

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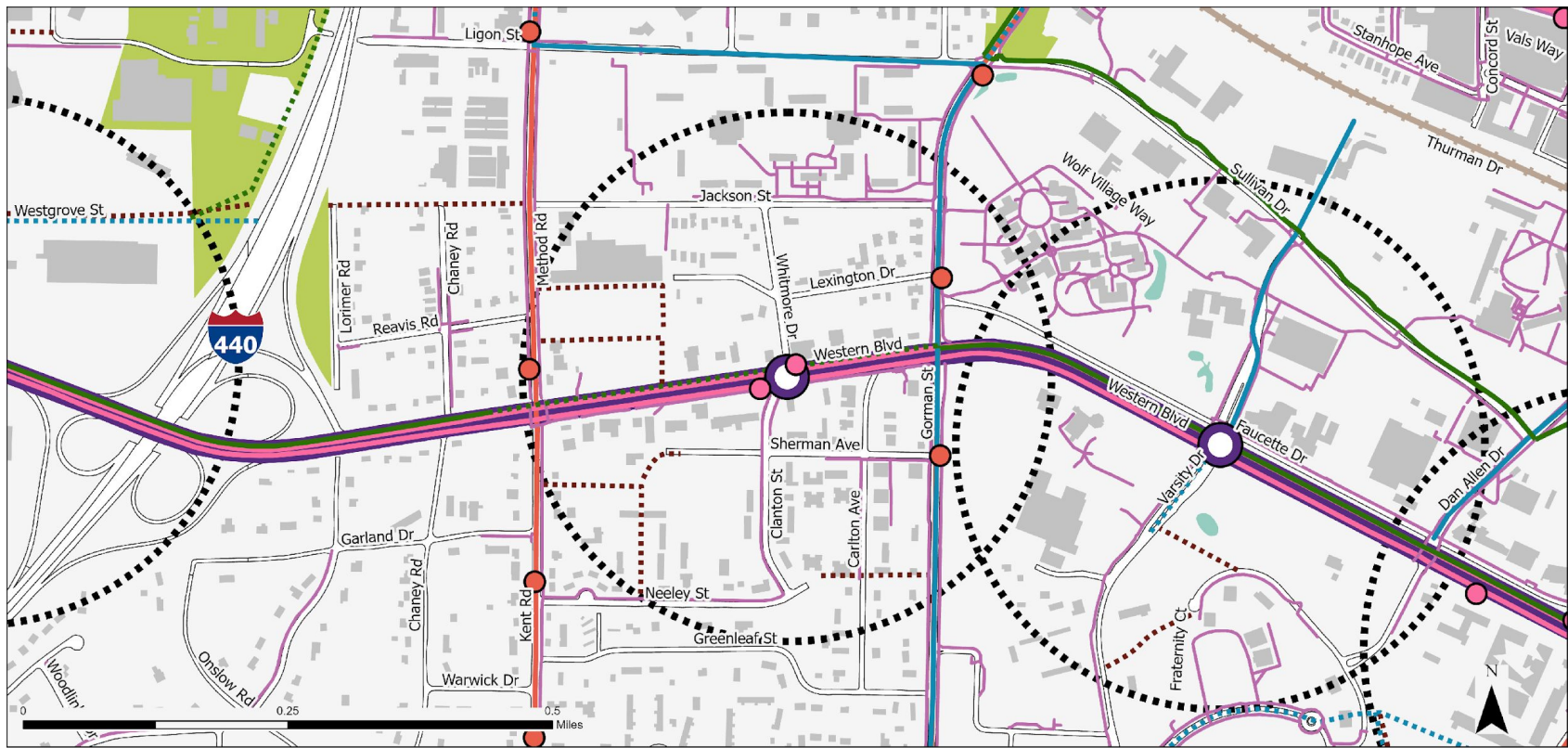
## Recent Plans

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- Trail
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## Interventions

- Intersection
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  - Medium Intervention
  - Low Intervention

# Method/Kent, Food Lion: Existing Connectivity + Recent Plans



Food Lion

## Wake BRT: Western Corridor

- Proposed BRT Alignment
- BRT Station Location
- Quarter Mile Radius / 5 Min Walk

## Existing Conditions

- Sidewalk
- Bikeway
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## Recent Plans

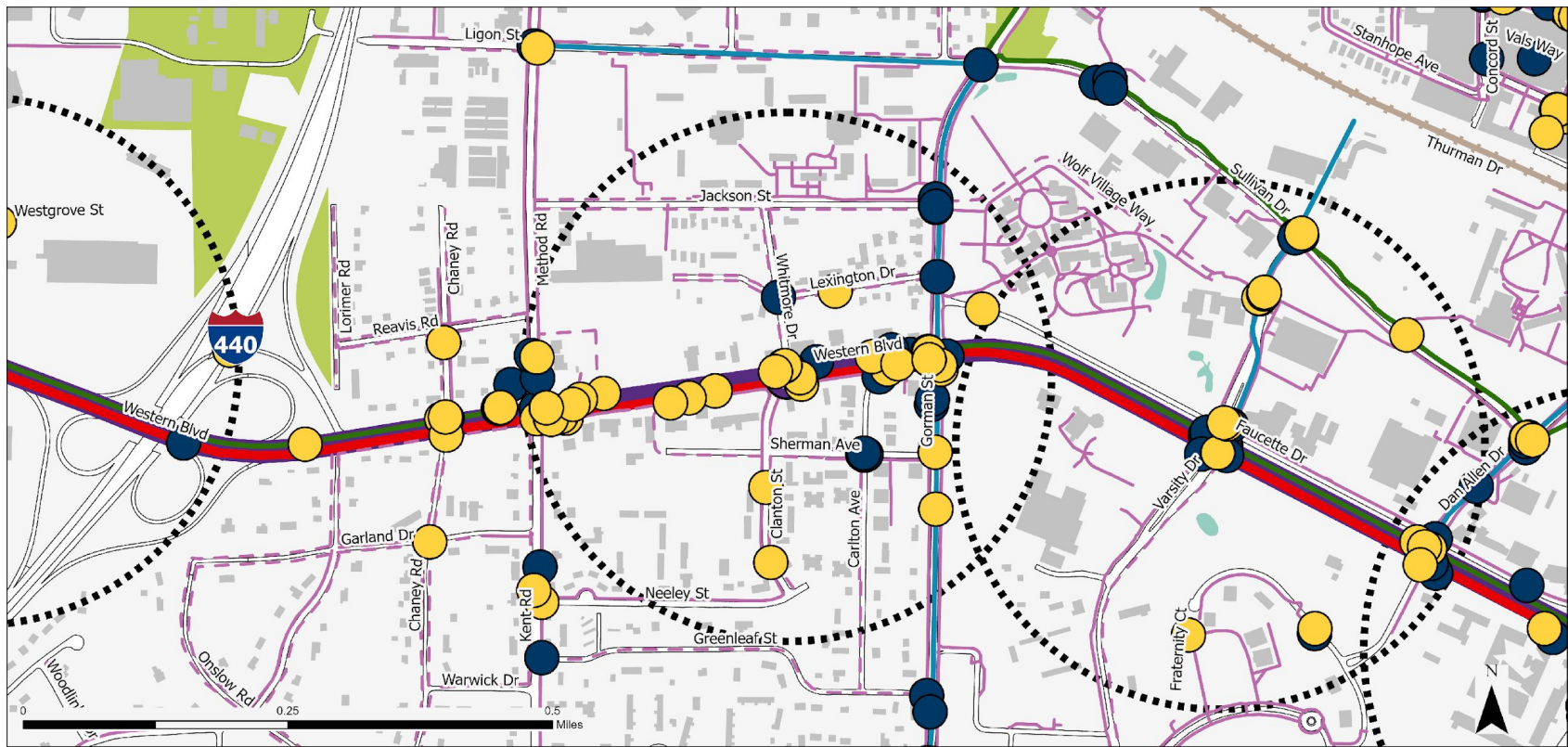
- Street (New or Improved)
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## Existing Bus System

- GoRaleigh Bus Route
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- GoTriangle Bus Route
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# Method/Kent, Food Lion: Connectivity Challenges



Food Lion

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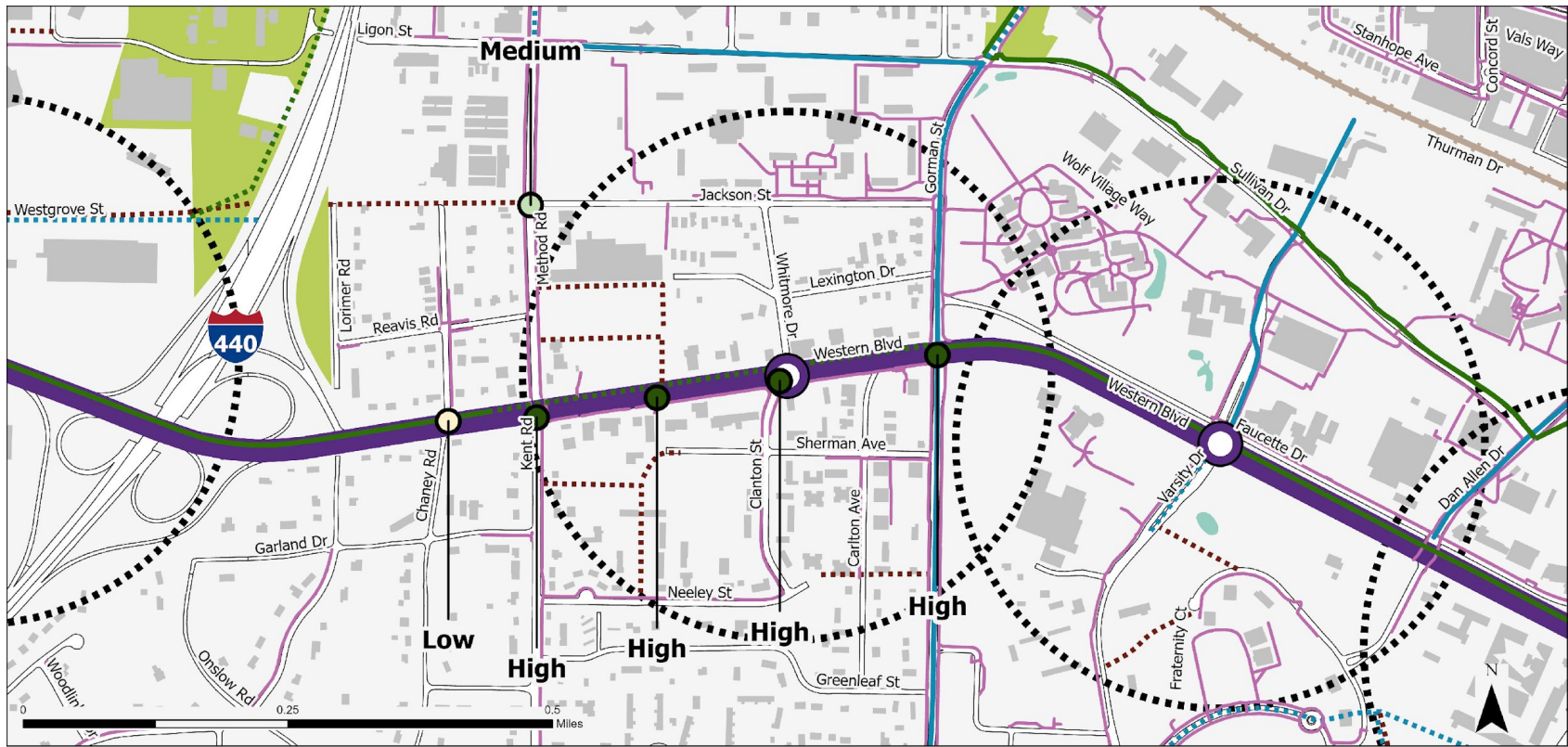
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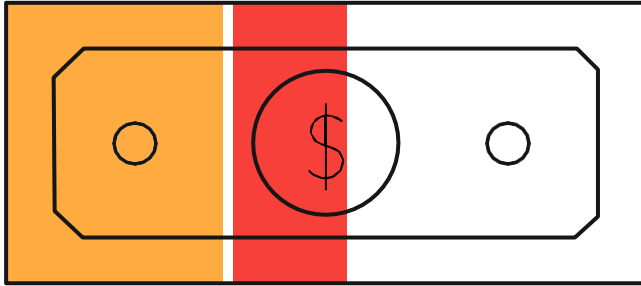
## Interventions

- Intersection
  - High Intervention
  - Medium Intervention
  - Low Intervention



# 4. Housing Market and Strategies Update

# Housing and Transportation



Prioritizing affordable housing near transit addresses two of the greatest household expenditures



**22-27%**

AVERAGE HOUSEHOLD EXPENDITURES ON **HOUSING** AS A PERCENTAGE OF TOTAL INCOME



**18-20%**

AVERAGE HOUSEHOLD EXPENDITURES ON **TRANSPORTATION** AS A PERCENTAGE OF TOTAL INCOME

# Housing Market Indicators



**Rapidly Growing  
Population**



**Low  
Vacancy**



**Rising  
Prices**

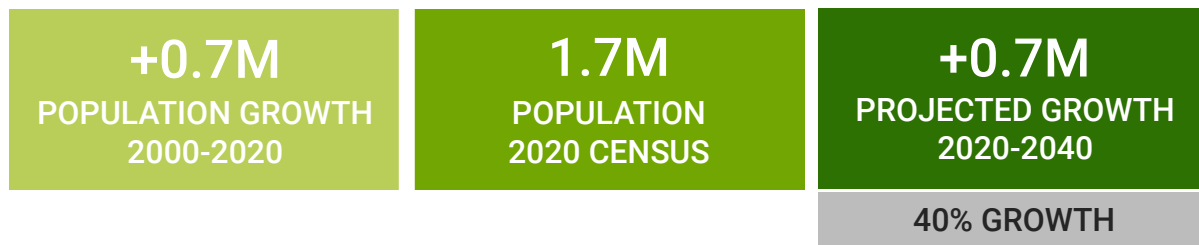




## Rapid Population Growth

- Wake County in a five-county residential market area: Chatham, Durham, Lee, Orange, and Wake.
- Over the last 20 years, the 5-County population grew by 669,300.
- 2020 to 2040: **Projected growth: 2020-2049 688,400** residents
- 2020 to 2040: 40% increase over 2020 levels
- Population growth is a major driver of future housing demand.

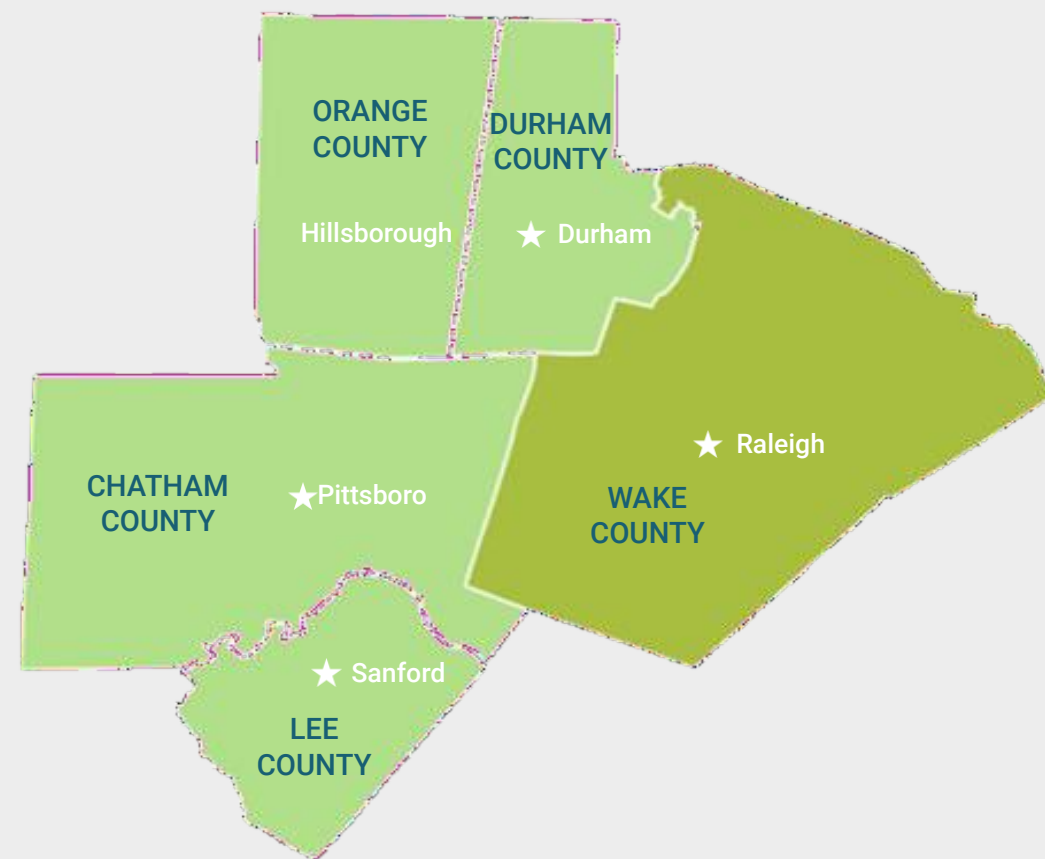
### 5-COUNTY RESIDENTIAL MARKET AREA [1]



[1] The market area reflects 12 Public Use Microdata Areas (PUMAs) that encompass the 4-County region plus Lee County, which is in a common PUMA with Chatham County due to their low existing population.

Source: SB Friedman

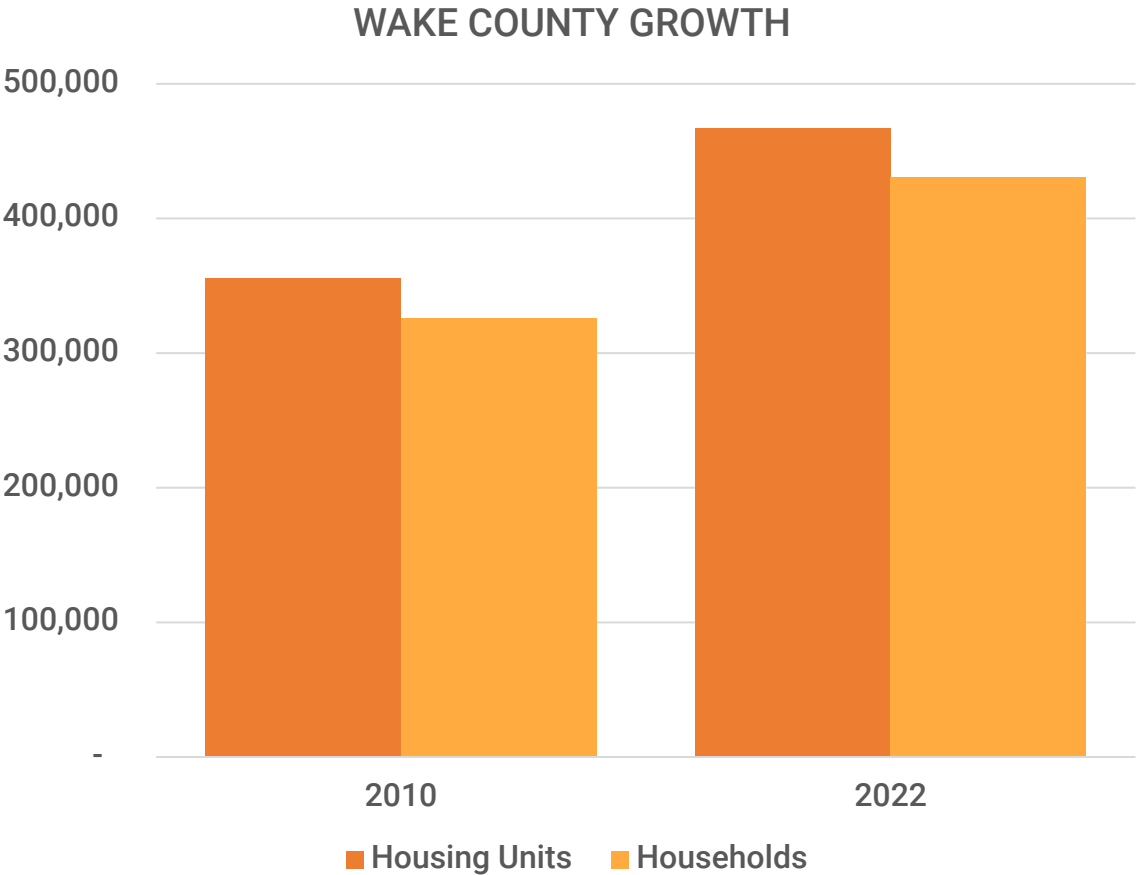
### 5-COUNTY RESIDENTIAL MARKET AREA [1]





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# Wake County Household and Housing Unit Growth



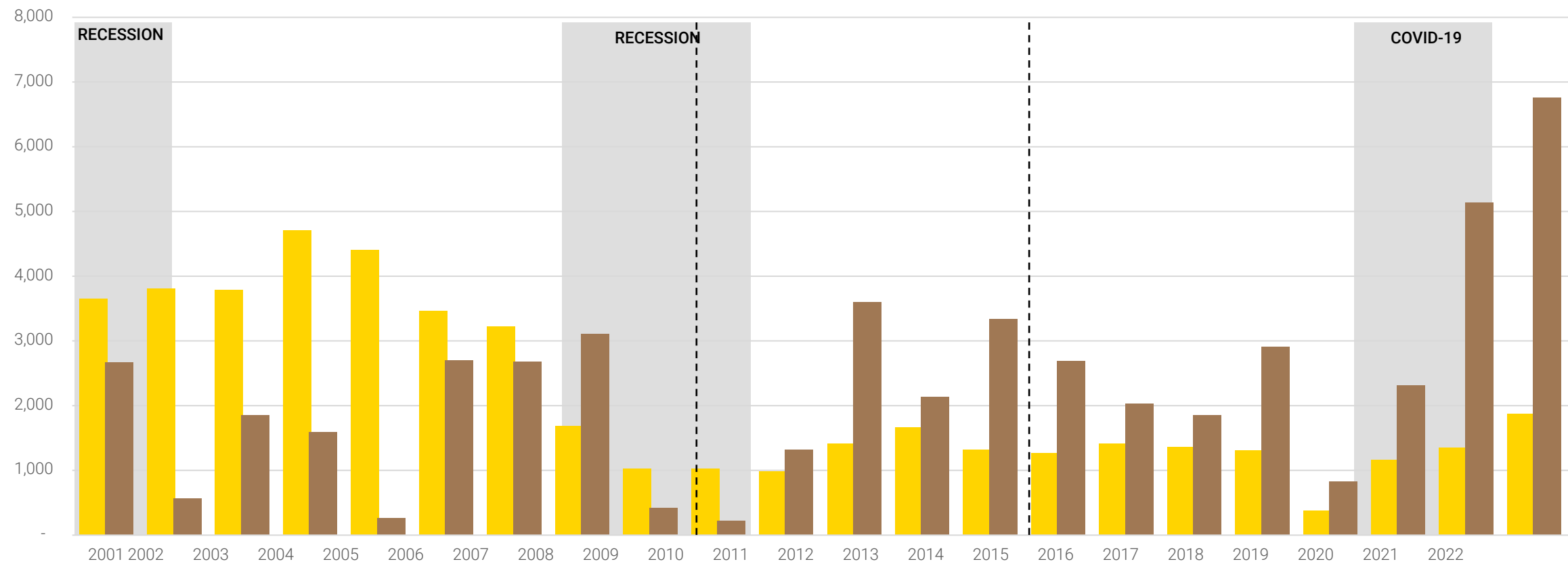
**+111,500**  
HOUSING UNIT GROWTH 2010-2022  
(2.3% CAGR)

**+105,000**  
HOUSEHOLD GROWTH 2010-2022  
(2.4% CAGR)



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# Raleigh New Housing Permits



## AVERAGE ANNUAL DEVELOPMENT

### 2001 – 2009

Multifamily: 1,760 units  
Single Family: **3,307 units**

### 2010 – 2014

Multifamily: 2,123 units  
Single Family: 1,281 units

### 2015 – 2022

Multifamily: **3,066 units**  
Single Family: 1,265 units





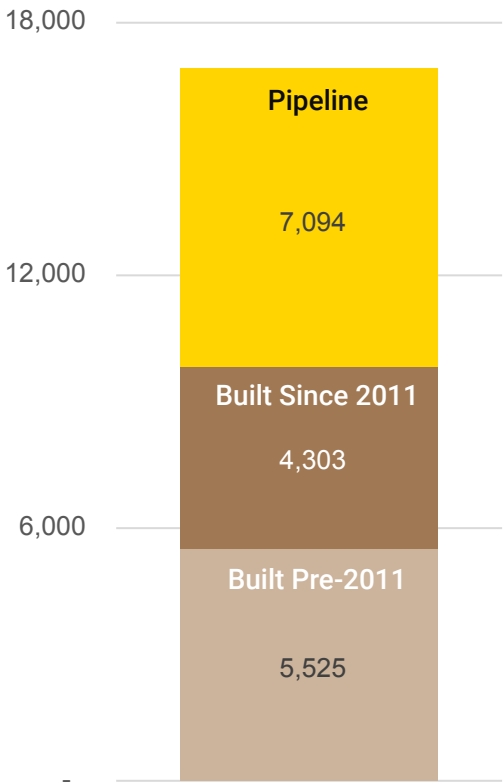
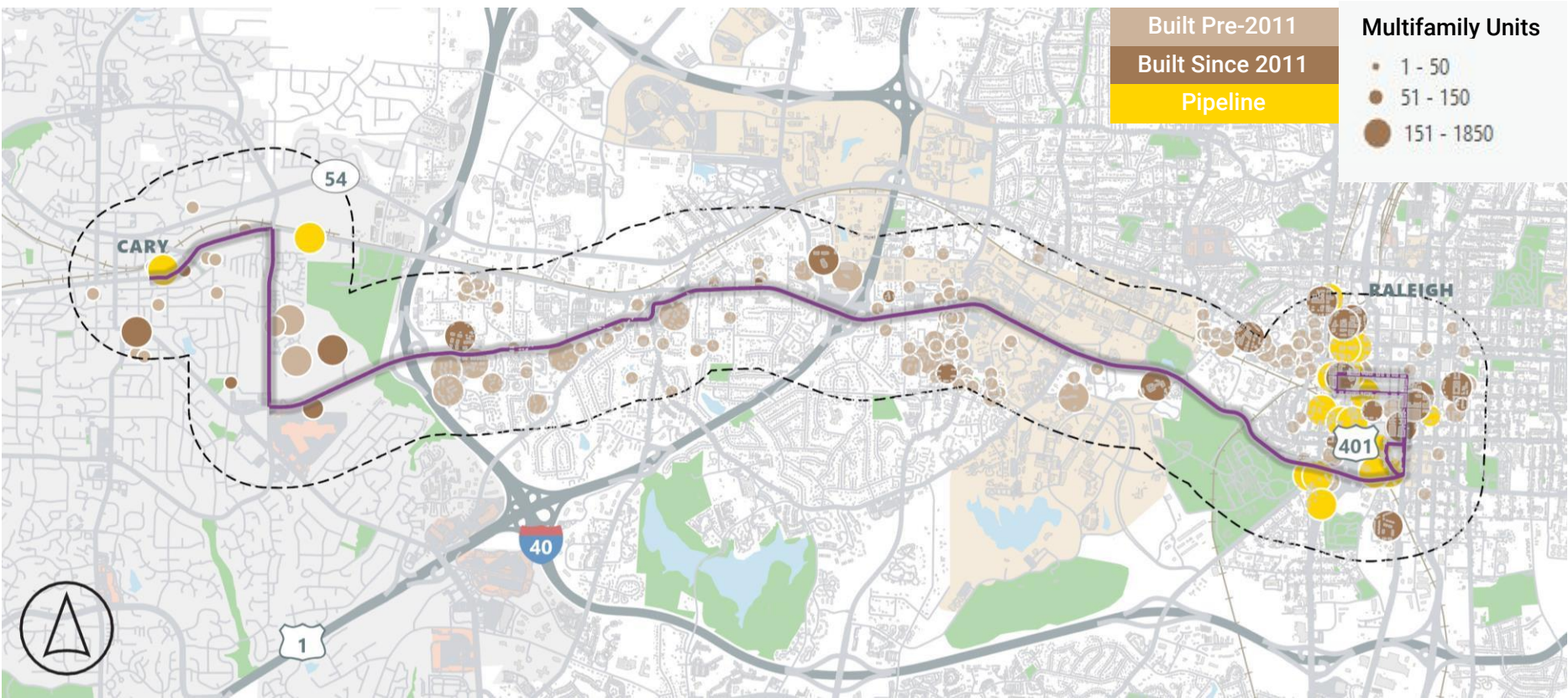


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# Western Corridor – Multifamily Inventory

10,000

EXISTING MULTIFAMILY HOUSING UNITS



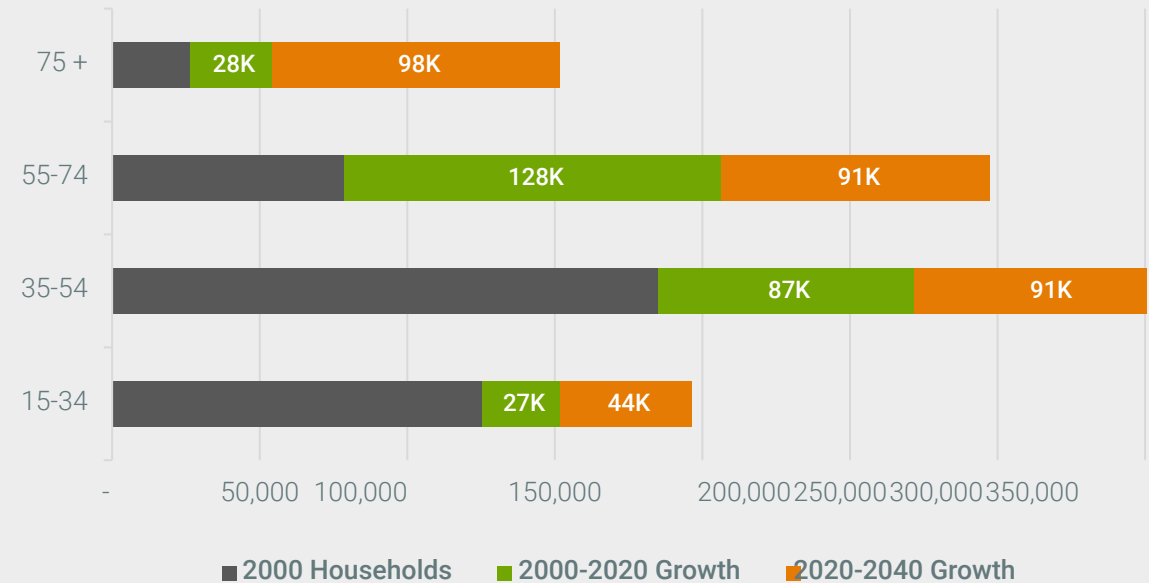
Source: CoStar  
Pipeline Units include Proposed and Under Construction Multifamily Units



# Headship Rate and Household Growth

- Headship = ratio of households to the adult population.
- Region's headship rate will remain relatively constant through 2040
- Largely due to an aging population (older cohorts have higher headship rates)
- 2000 to 2020, largest increase in net new households in households aged 55-74.
- 2020 household growth will be relatively evenly distributed among 35-54, 55-74, and 75+ years

## HOUSEHOLD GROWTH IN 5-COUNTY RESIDENTIAL MARKET AREA



**+269,000**  
HOUSEHOLDS  
2000-2020

**685,000**  
HOUSEHOLDS  
2020 CENSUS

**+324,000**  
PROJECTED  
GROWTH  
2020-2040

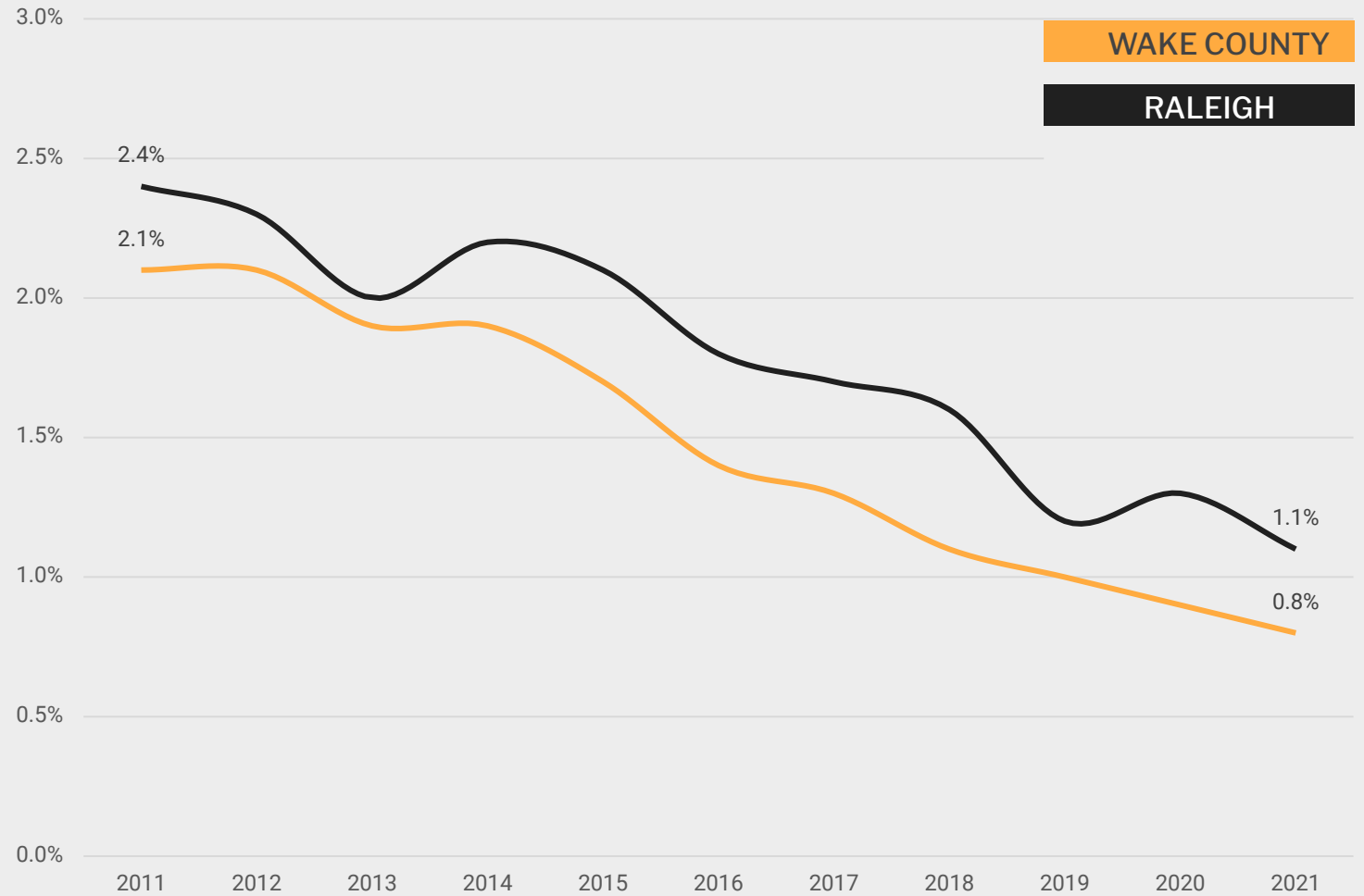
**47% GROWTH**



## Tight for Sale Market

- Wake County and Raleigh have low owner vacancy rates.
- Countywide vacancy = 0.8%
- Tight for-sale market.
- Decreasing owner vacancy rate

## OWNER VACANCY RATE



Source: US Census American Community Survey 5-Year Estimates (2011-2021)

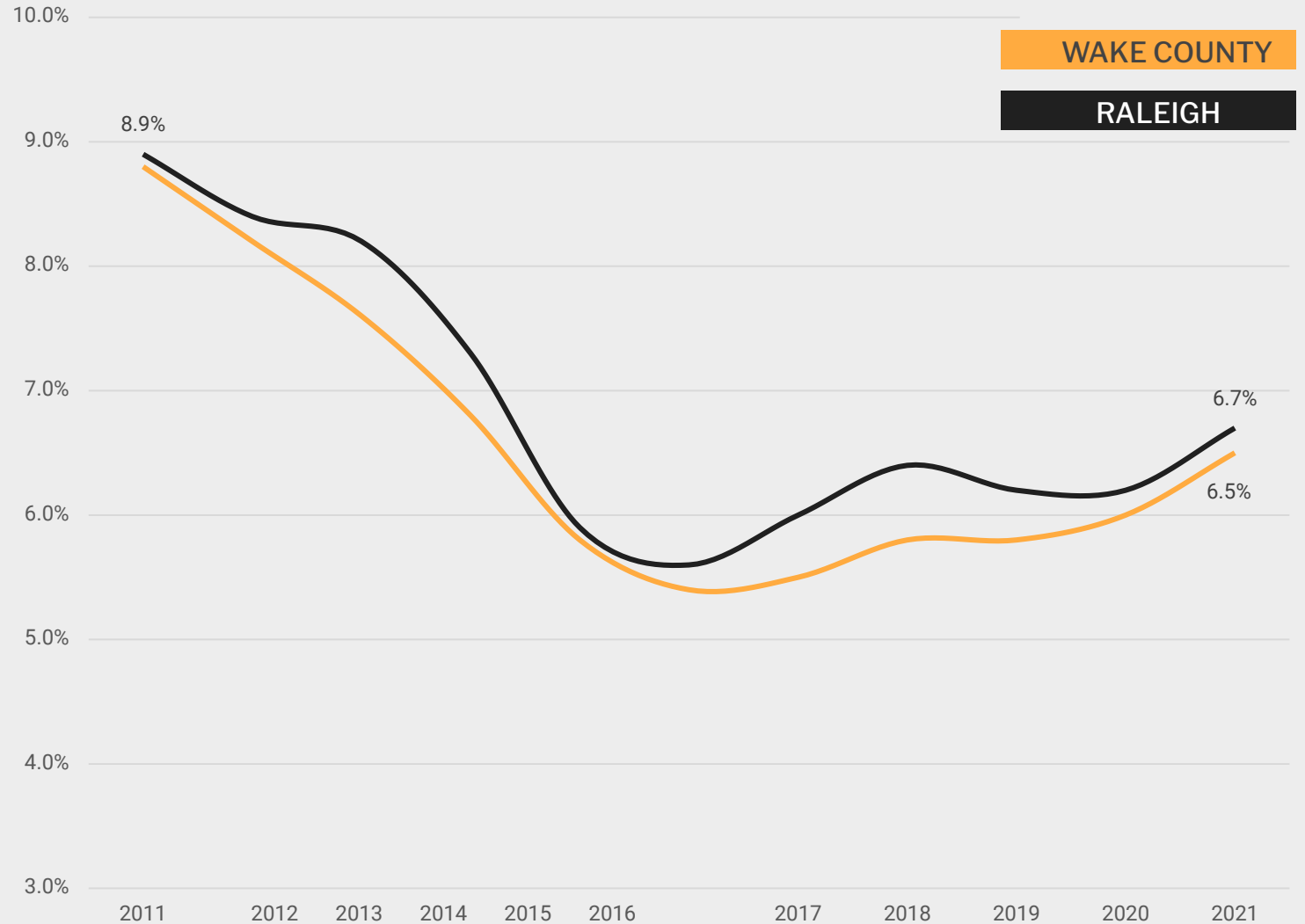




## Higher Renter Vacancy

- 2021 Wake County rental vacancy rate: 6.5%.
- 2023 Wake County rental vacancy rate: 11.3%
- Recent increase in vacancy rate

## RENTER VACANCY RATE

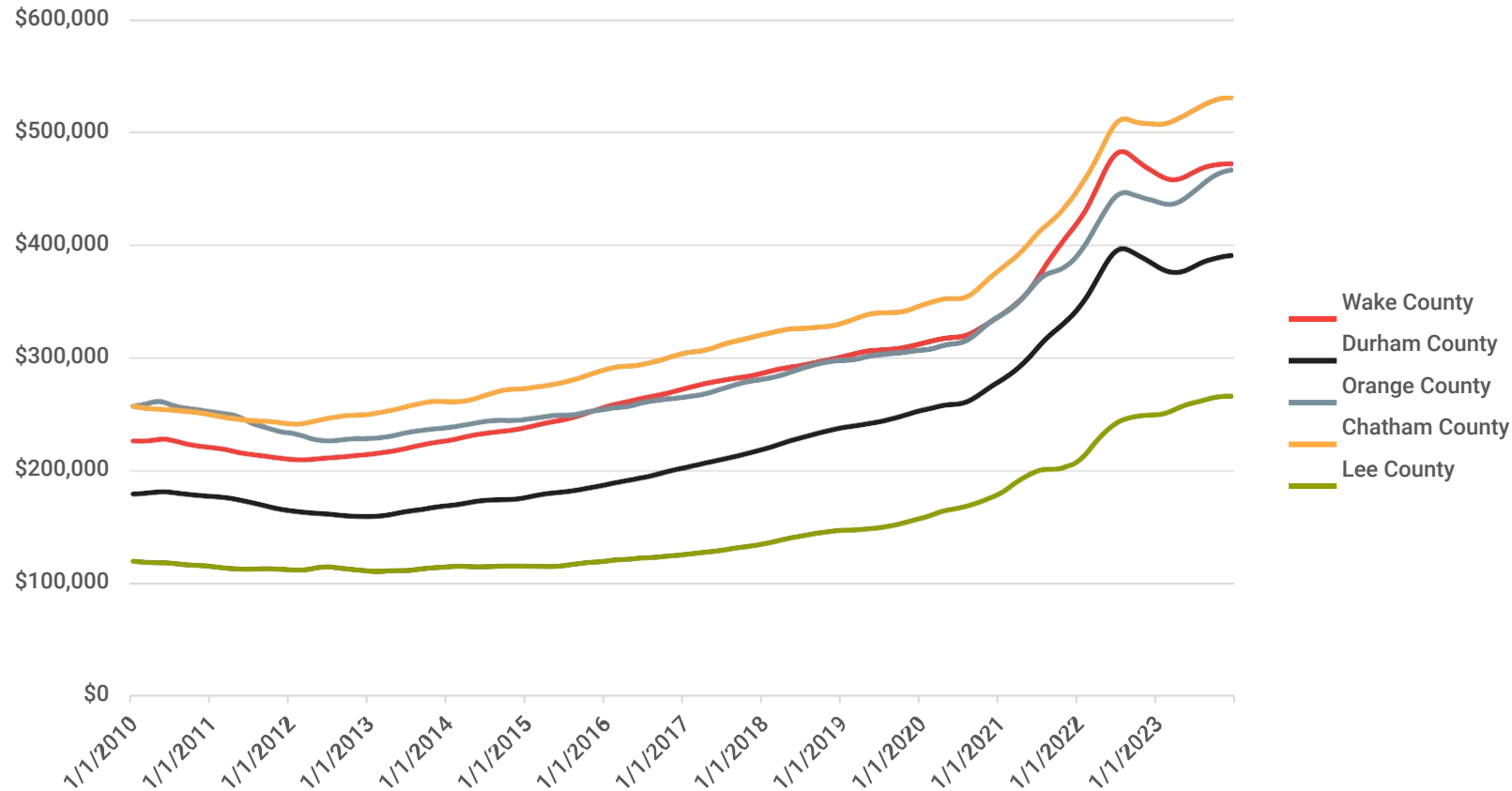


Source: US Census American Community Survey 5-Year Estimates (2011-2021)



# Home Values Rising

Zillow Home Value Index



**\$466,000**

MEDIAN WAKE COUNTY HOME  
VALUE (ZESTIMATE)(12/2023)

**+\$245,000**

MEDIAN HOME VALUE  
INCREASE IN WAKE COUNTY  
2010-2023



# For Sale Housing Typologies



	Single Family Infill	Large Unit Attached Townhome	Small Unit Attached Townhome	Chatham Walk Condominium
Address	1010 Schaub Dr, Raleigh	4904 Trek Ln, Raleigh	221 Socket St, Raleigh	105 Chatham Walk Ln, Cary
Square Feet	3,120	2,065	1,289	1,541
Year Built	2018	2022	2020	2020
Bedrooms / Bathrooms	4 / 3.5	3 / 2.5	3 / 2.5	2 / 2
Date Sold	October 2022	November 2022	June 2022	July 2023
Days on Market	23	316	3	79
Sales Price	\$720,000	\$499,700	\$350,000	\$635,000
Price per Square Foot	\$230	\$241	\$271	\$412

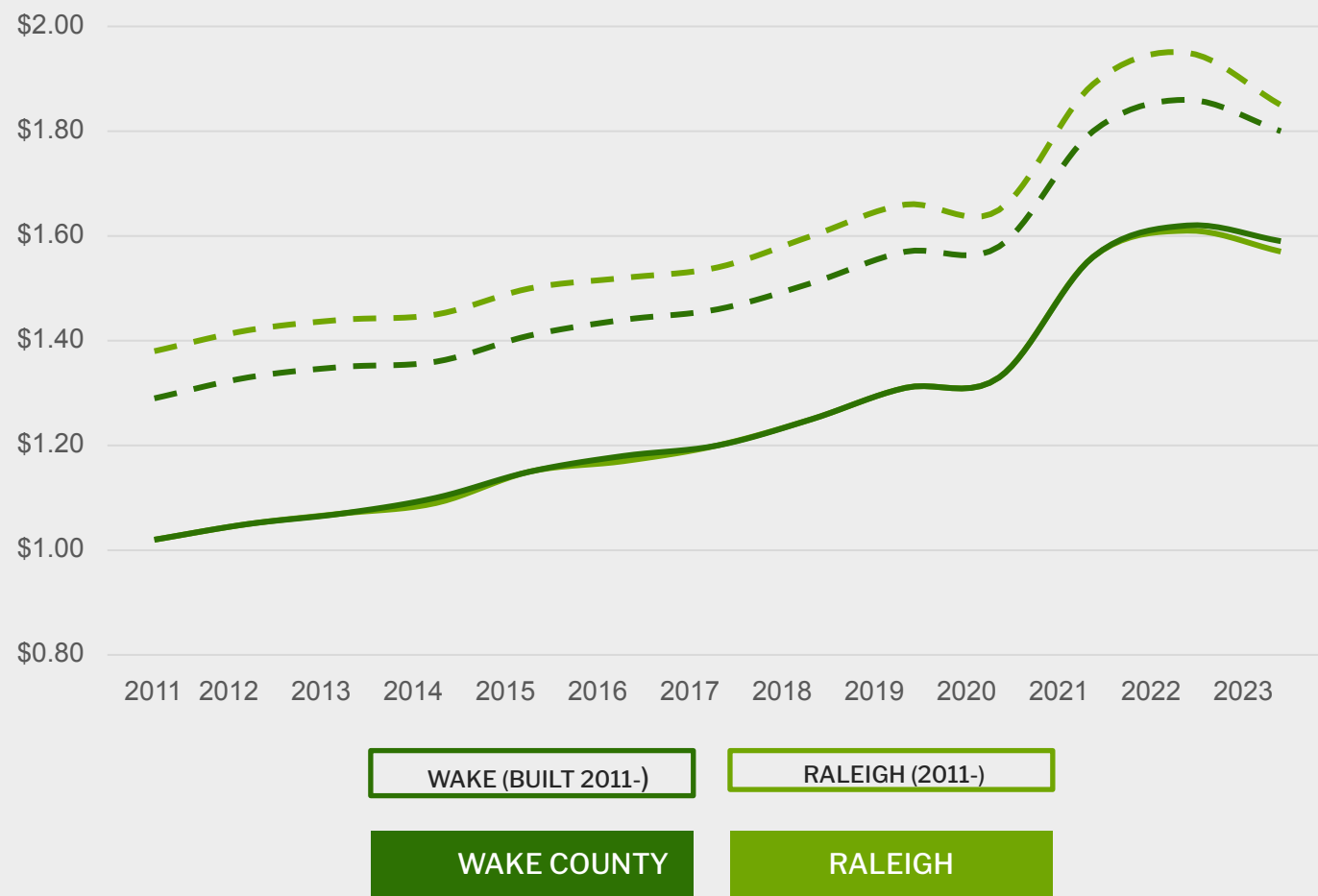




# Multifamily Rents

- Similar average rents in Raleigh and Wake County.
- 2023 average multifamily rent \$1.40 per square foot approx. in both.
- Post 2011 construction rents higher in Raleigh than Wake County.
- Raleigh = \$1.85 psf
- Wake = \$1.80 psf.

## RESIDENTIAL RENT PER SQUARE FOOT



Source: CoStar



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## New Rental Housing Typologies



	511 Faye	Altitude Raleigh	The NinetyNine	The Walker
Address	511 Fayetteville St, Raleigh	3431 Olympia Dr, Raleigh	701 Vickers Way, Raleigh	352 S. Walker, Cary
Units (Studio/1BR/2BR/3BR+)	239 (77/138/24)	118 (34/74/10)	222 (0/146/60/16)	153 (71/78/45/20)
Year Built	2019	2023 (Under Construction)	2022	2021
Rent Type	Market			Market
Average Unit Size	774 SF	752 SF	902 SF	1,063 SF
Average Chunk Rent	\$1,787	\$1,327	\$1,536	\$2,417
Average Rent/SF	\$2.31	\$1.76	\$1.70	\$2.27
Vacancy Rate	4.2%	73.7%[1]	33.1% [1]	7.9%

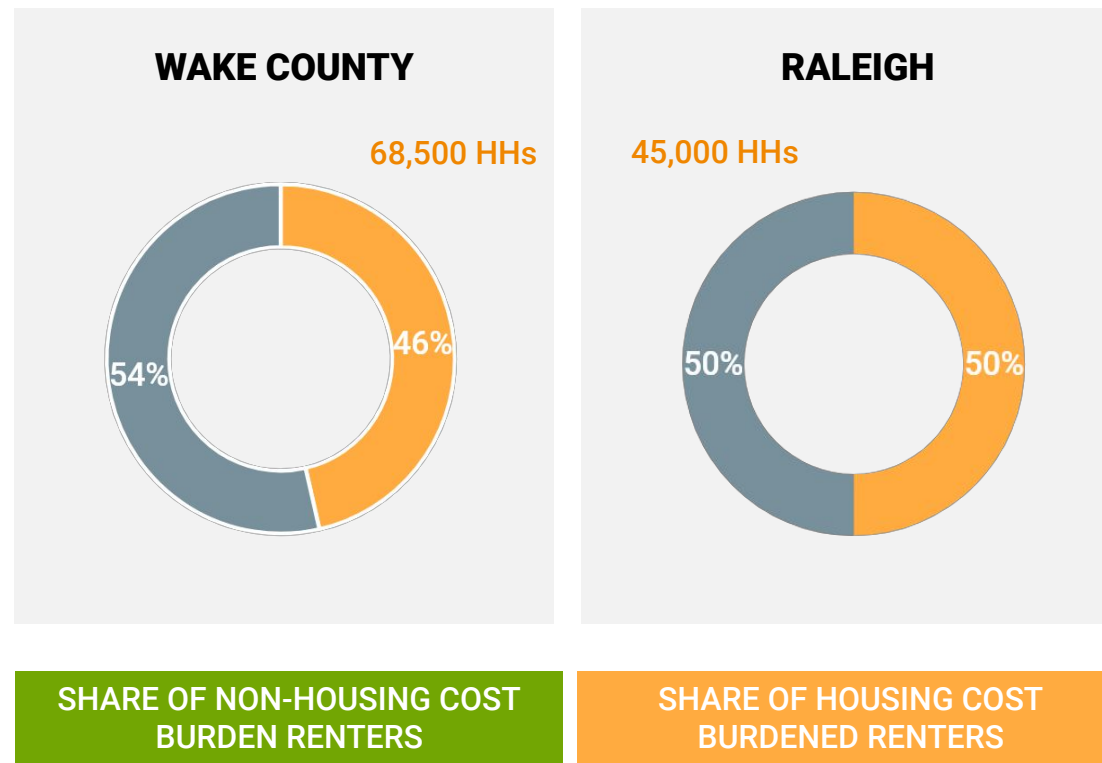
[1] In Lease-Up Period  
Source: CoStar

# Housing Affordability



## Housing Cost Burdened *Renters*

HOUSING COST BURDEN = HOUSEHOLDS SPENDING MORE THAN 30% OF MONTHLY INCOME ON HOUSING



# Affordable Rent Limits

## Affordable housing units =

- Affordable to households earning 60% Area Median Income (AMI) while paying less than 30% of income on rent.

## Includes

- Legally restricted affordable housing (LRAH)
- Naturally occurring affordable housing (NOAH).

## RALEIGH MSA 2021 AFFORDABLE RENT LIMITS [1]

AFFORDABLE UNITS						
	HH Size	30% AMI	50% AMI	60% AMI	80% AMI	120% AMI
<b>Studio Units</b>	<b>1</b>	\$503	\$838	\$1,005	\$1,340	\$2,010
<b>1 BR Units</b>	<b>1</b>	\$503	\$838	\$1,005	\$1,340	\$2,010
<b>2 BR Units</b>	<b>2</b>	\$575	\$958	\$1,149	\$1,532	\$2,298
<b>3 BR Units</b>	<b>3</b>	\$646	\$1,078	\$1,292	\$1,722	\$2,583

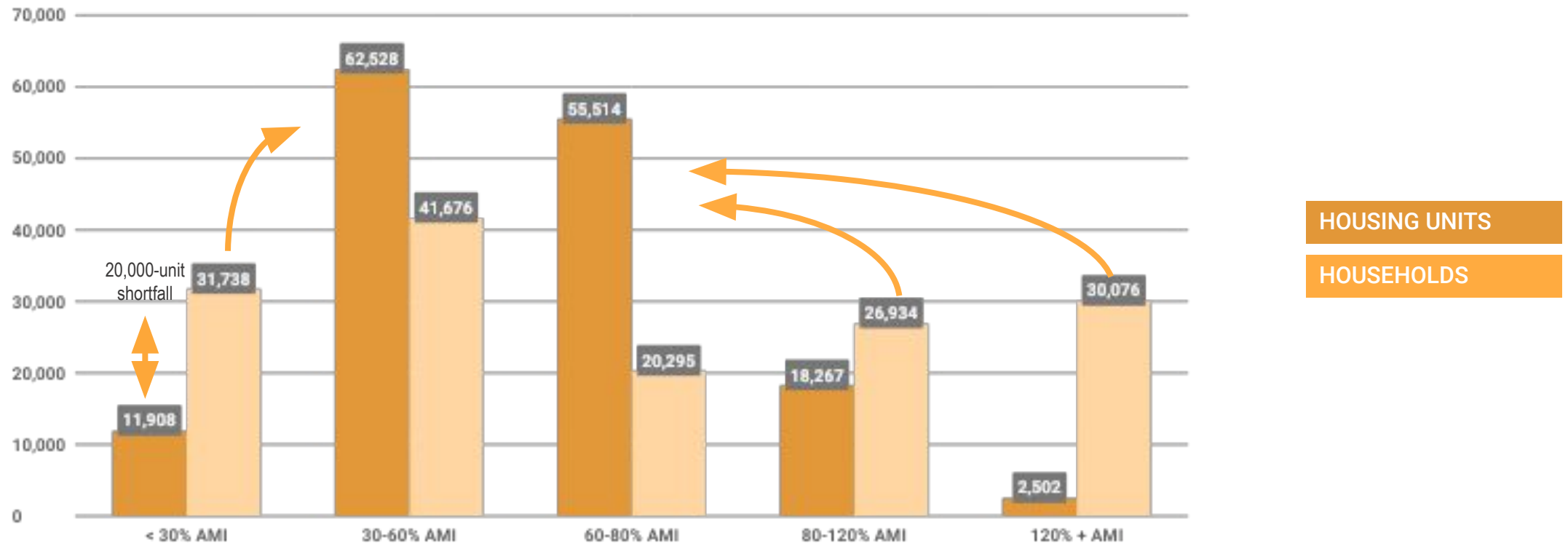
[1] 2021 affordable rents shown to align with 2021 ACS data used in analysis.

Source: American Community Survey 5-Year Estimates, 2021, U.S. Department of Housing and Urban Development

# Housing Gap by Income in Wake County

## RENTER HOUSEHOLDS BY INCOME LEVEL, AND THE RENTAL UNITS AFFORDABLE TO THEM

THE “BIG SQUEEZE”: FEWER HOMES FOR LOWER- AND UPPER-INCOME LEVEL HOUSEHOLDS





# Affordable Housing

## AFFORDABLE HOUSING

Renter earning less than 60% of Area Median Income (AMI)

- Maximum renter income of \$61,200 for a 3-person HH
- Maximum rent of \$1,150

Owner earning less than 100% of AMI

## MARKET RATE HOUSING

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## LEGALLY RESTRICTED AFFORDABLE HOUSING

Deed restricted to be  
affordable to defined AMIS

## NATURALLY OCCURRING AFFORDABLE HOUSING

Affordable to defined  
AMIs without a deed  
restriction

## MARKET RATE HIGHER- COST HOUSING

Market rate housing that exceeds  
affordable rent or home value  
maximum thresholds

## Western Corridor NOAH

### Legally restricted affordable housing (LRAH)

- Units with mandated renter income requirements
- Public housing units
- Low-Income Housing Tax Credit (LIHTC) properties.

### Naturally occurring affordable housing (NOAH)

- Rental units affordable without being subsidized by a federal or local housing program
- Do not have income requirements to be eligible to rent them.

Approximately 39% of rental units within ½ mile of the Western Corridor are affordable to households earning 60% of AMI.

## CORRIDOR HOUSING STOCK [1]

### AFFORDABLE UNITS

	LRAH Units	NOAH Units	Higher-Cost Units	Total Units	% Affordable
<b>Studio Units</b>	44	322	526	892	41%
<b>1 BR Units</b>	316	870	2,376	3,562	33%
<b>2 BR Units</b>	297	1636	2,942	4,875	40%
<b>3 BR Units</b>	199	789	1,128	2,116	47%
<b>Total Units</b>	<b>856</b>	<b>3,617</b>	<b>6,973</b>	<b>11,445</b>	<b>39%</b>

1 2021 affordable rents shown to align with 2021 ACS data used in analysis.

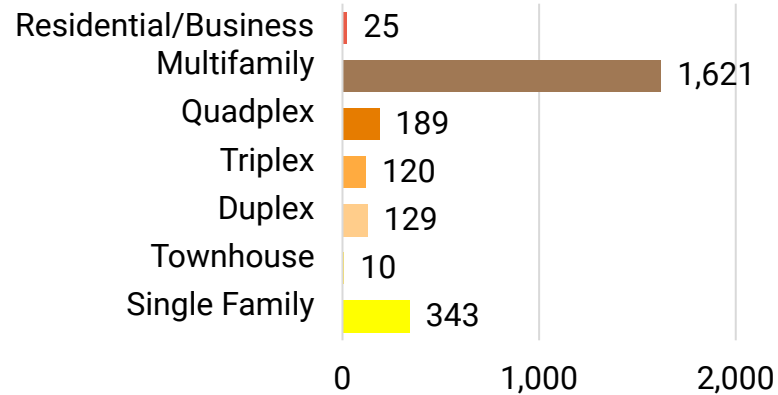
2 Corridor totals differ from CoStar data due to the inclusion of non-commercially managed properties

Source: American Community Survey 5-Year Estimates, 2021, U.S. Department of Housing and Urban Development

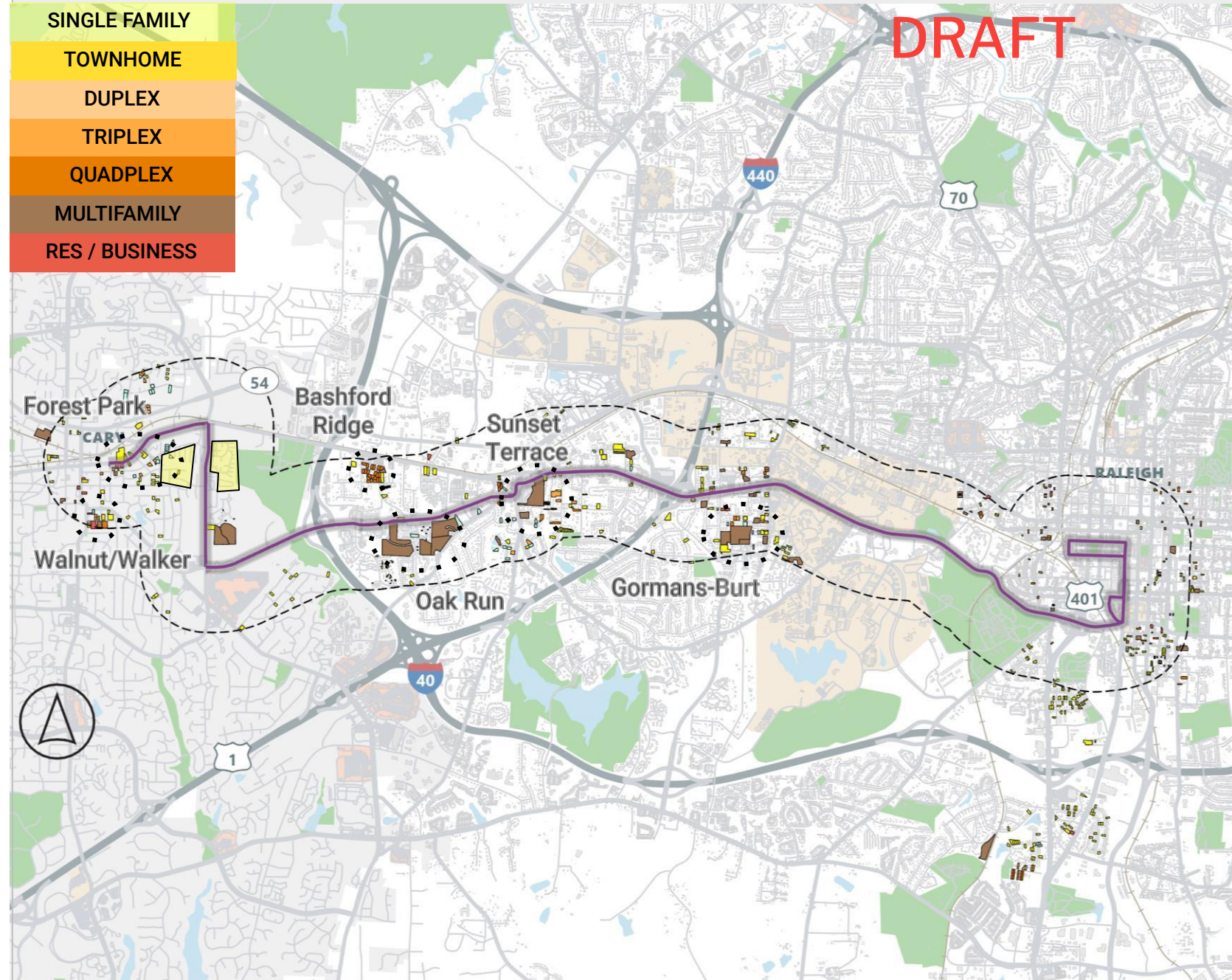
# Western Corridor NOAH

## Criteria

- ☒ Built before 1990
- ☒ LLC ownership
- ☒ Assessed Building Value/GSF less than \$100/GSF (average for two Corridors)
- OR -----
- ☒ Mobile Home



Source: SB Friedman, Wake County (2023)  
Note: Bar chart excludes mobile home parks





DRAFT

# Western Corridor NOAH



Address	329 Webster St, Cary	6125 Spice Ridge Ln, Raleigh	704 Carolina Ave, Raleigh	1309-1325 Kent Rd, Raleigh
Site Area	0.29 Acres	0.39 Acres	0.19 Acres	4.61 Acres
Building Type	Triplex	Quadplex	Townhome	Garden Apartment
Gross Square Feet	1,876	3,364	738	35,136
Units / Buildings	3 units	4	1	64 / 8
Year Built	1973	1985	1984	1976
Last Sale Price	\$190,000	\$462,500*	\$132,500	\$4,750,000
Last Sale Date	2018	2023	2021	2019
Total Assessed Value	\$270,408	\$327,856	\$80,704	\$4,744,929
Rent / Type	\$1,000 (2020)	\$1,350 (2023)	\$1,395 (2023)	\$1,025 (1BR)(2023)
Rent Growth Since 2018	-	-	-	28% (5.1% CAGR)

# Existing Housing Tools

## WAKE COUNTY

## RALEIGH

### FUNDING

WAKE COUNTY AFFORDABLE  
HOUSING PRESERVATION FUND

2020 AFFORDABLE HOUSING  
BOND

PUBLIC LAND FOR AFFORDABLE  
HOUSING

### PROGRAM

COMMUNITY DEVELOPMENT  
BLOCK GRANTS / HOME /  
HOPWA

CITY OF RALEIGH GENERAL  
HOUSING FUND (PENNY)

HOMEBUYER ASSISTANCE

PUBLIC LAND FOR AFFORDABLE  
HOUSING

HOUSING CHOICE VOUCHER  
PROGRAM

HOMEOWNER REHAB & REPAIR  
PROGRAMS

ELDERLY & DISABLED REHAB  
GRANT, EMERGENCY REHAB  
GRANT

COMMUNITY DEVELOPMENT  
BLOCK GRANTS / HOME /  
HOPWA

TRANSIT OVERLAY DISTRICT

AFFORDABLE HOMEOWNERSHIP  
PROGRAM

EMERGENCY SOLUTIONS GRANT

HOUSEWAKE! / WAKEPREVENT!

TAX INCREMENT GRANT

RENTAL ASSISTANCE HOUSING  
PROGRAM (PSH VOUCHERS)

## Next Steps

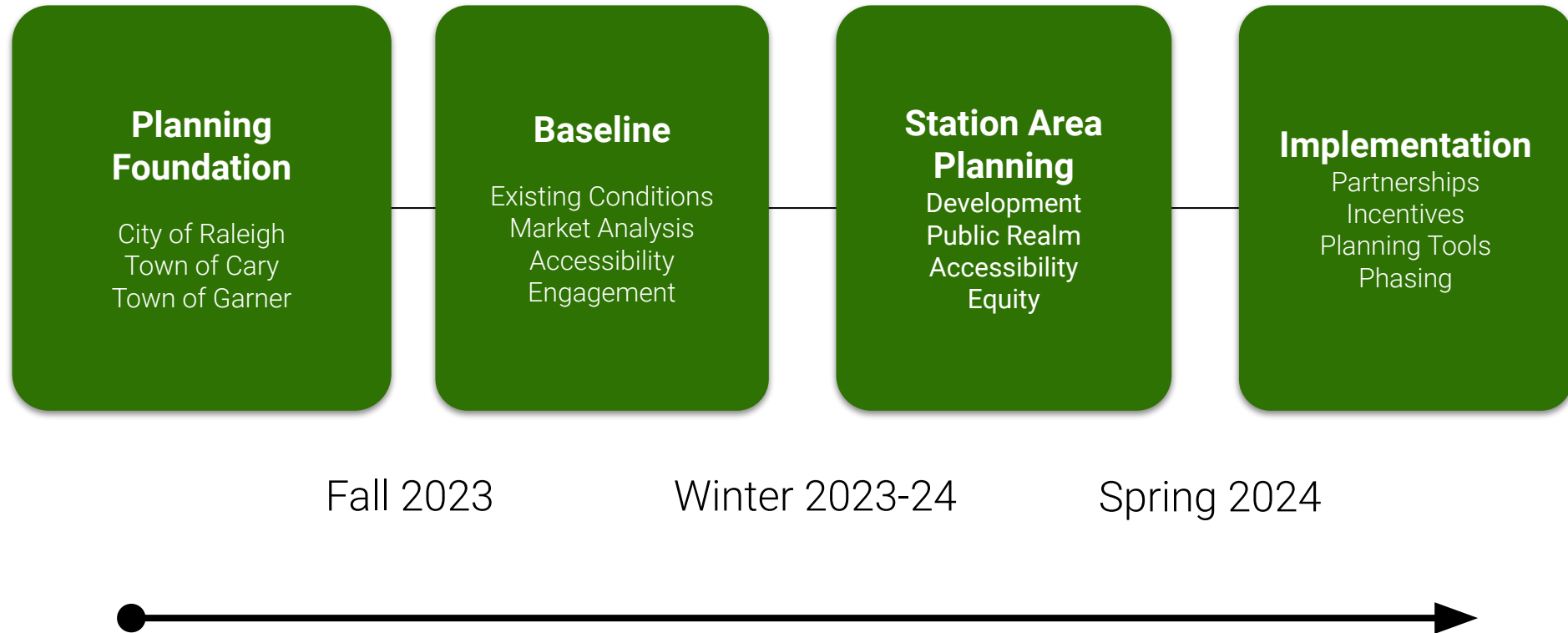
- ☐ Identify affordable housing production/preservation targets
- ☐ Recommendations for interventions and potential action steps to promote affordability and equity
- ☐ Estimate the financial gaps/required incentives to achieve affordable housing
- ☐ Identify a potential menu of federal, state, and local tools that could be used to address housing needs



## 5. Engagement Round 2

# Station Area Planning Process

**Integrating Design, Connectivity, Equity, Implementation**



# Key Dates and Locations

## Open Houses

- Saturday, Feb 17th, 12:30 - 2:30 PM: Method Community Center
- Tuesday, Feb 20th, 4:00 - 6:00 PM: Powell Drive Neighborhood Center

## Webinar

- Webinar: Wednesday, Feb 21st: 6:30 – 8:00 PM

# Community Leader Roles

- Provide feedback on engagement strategies
- Identify local organizations to engage
- Help spread the word about the study
- Promote open houses and other engagement avenues
- Review project material as it is developed
- Provide the feedback living, working, worshipping, shopping and playing in the community
- Ensure the community's voice is being heard



# Community Connector Roles

- Directly help with outreach
- Sharing information with the community
- Increase understanding of the Station Area Planning project and process
- Partner with City staff to develop effective outreach strategies
- Gather information from residents
- Discussing key issues that are important for the community

Wake BRT

# Western Station Area Planning Leader and Connector Meeting



January 25, 2024