

## STEERING COMMITTEE MEETING #1 SUMMARY

On January 15<sup>th</sup>, 2020, the Raleigh Greenways Master Plan Update Steering Committee held their first meeting. This meeting provided a brief overview of the history of the Capital Area Greenway system, greenway terminology, how this planning process fits in with other City of Raleigh planning efforts, and the project schedule. In addition, the public engagement process and schedule were covered in detail, with opportunities for the steering committee to provide feedback on intercept survey locations, community events to attend, and creative ideas for open house meetings. Next, the steering committee discussed goals, objectives, and success (both as it relates to the Plan itself and the planning process). The meeting concluded with a discussion of next steps.

### Meeting Details & Attendance

The kickoff steering committee meeting was held on January 15<sup>th</sup>, 2020 from 2:00 to 4:00 P.M. at the Marsh Creek Community Center.

The following steering committee members were in attendance:

- Brad Johnson – Parks, Recreation, & Greenway Advisory Board
- Beverly Clark – Parks, Recreation, & Greenway Advisory Board
- Jennifer Wagner – Parks, Recreation, & Greenway Advisory Board
- Natalie Ridout – Raleigh Chamber of Commerce
- Molly Stuart – Urban Land Institute
- Rusty Young – Black Men Run
- Susan Hatchell – Bicycle and Pedestrian Advisory Committee
- Dan Gottlieb – North Carolina Museum of Art
- Dwight Otwell – Bicycle and Pedestrian Advisory Committee
- Christina Jones – Citizens Advisory Council
- Alex Brissette - Oaks & Spokes representative
- Stephen Sposato – Wake County Public School System
- Eleanor Sykes, Black Girls Run
- Dr. Ricky Scott, NC Statewide Independent Living Council

The following design review team members were in attendance:

- David Hamilton – City of Raleigh
- John Sorrell – City of Raleigh
- Shawne Anderson – City of Raleigh
- TJ McCourt – City of Raleigh
- Brian Smith – City of Raleigh
- Anthony McLamb – City of Raleigh
- Lisa Schiffbauer – City of Raleigh
- Susan Mullins – City of Raleigh
- Paul Black – City of Raleigh

- Mike Gutekunst – City of Raleigh
- Don Belk – City of Raleigh
- Cara McLeod – City of Raleigh
- Terry Nolan – Wake County

The following project team members were in attendance:

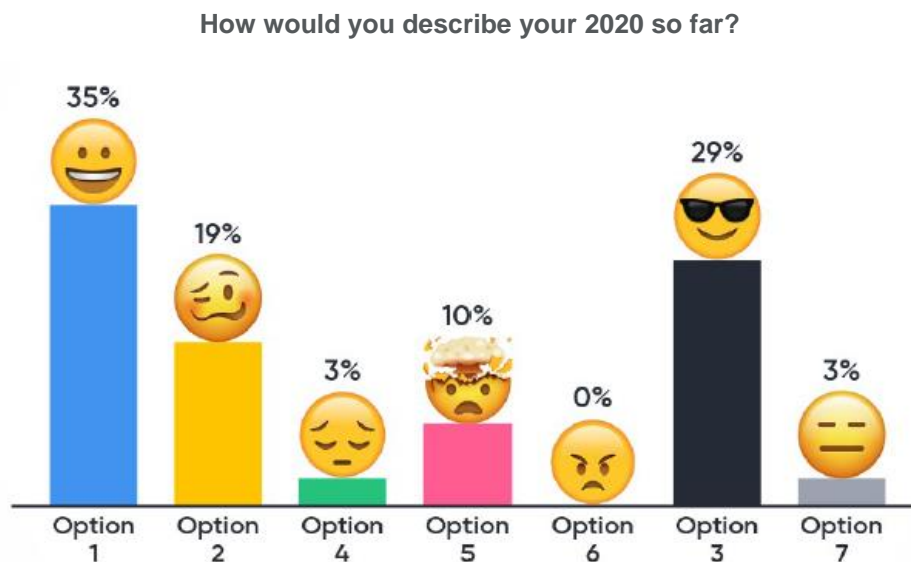
- Kris Nikfar – City of Raleigh
- Jared Draper – Toole Design
- Ashley Schultz – Toole Design
- Artie Cashwell IV – Toole Design
- Inga Kennedy – PEQ
- Iona Thomas – McAdams
- Graham Bruns – McAdams
- Laura Stroud – McAdams

In addition, the following guests were in attendance:

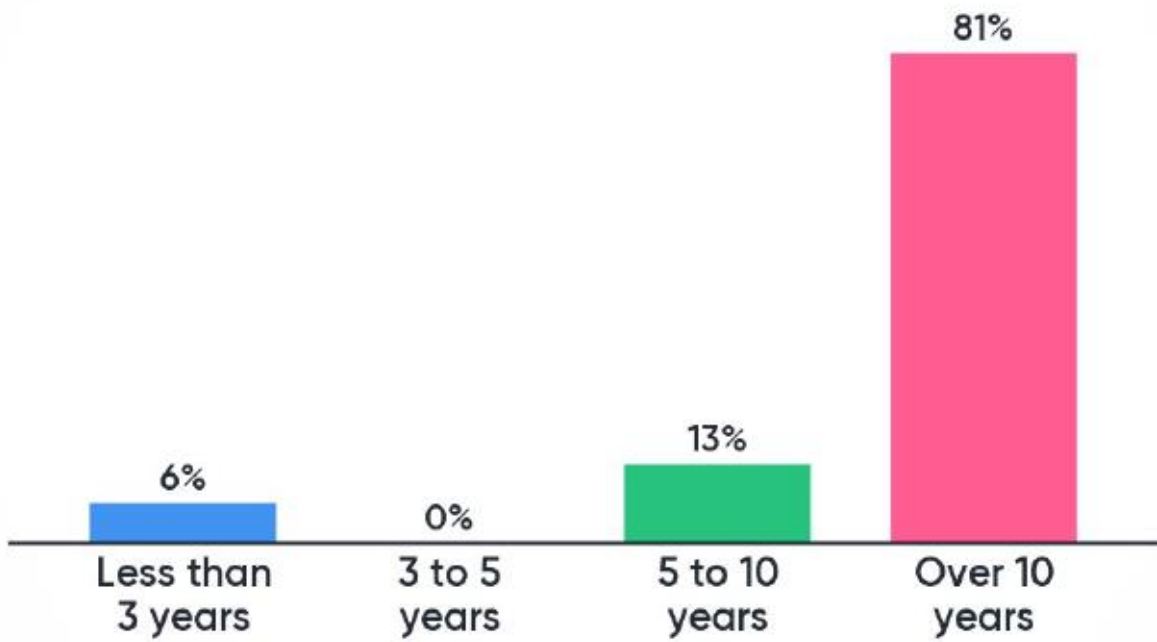
- Oscar Carmona – City of Raleigh
- Emma Liles – City of Raleigh
- Stephen Bentley – City of Raleigh
- Shawsheen Baker – City of Raleigh

## Interactive Polling Results

Throughout the steering committee meeting, members were asked for their input or feedback on a variety of topics. The following graphics and lists illustrate the results for each question.



How long have you been a resident of the region?

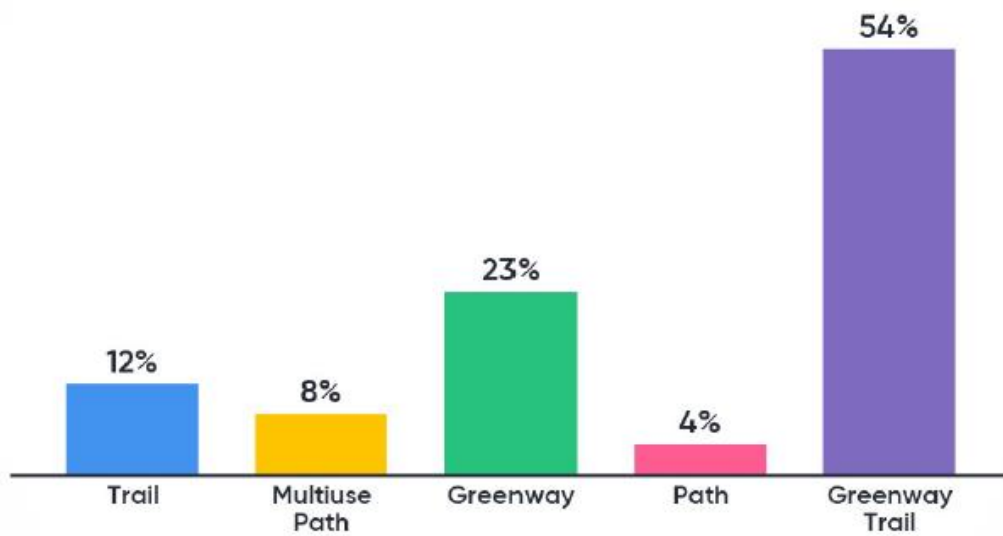


## Why are you excited to be a part of this steering committee?

I am a Greenway user.	Don't know yet	Coordination on big goals!
The greenways are the fibers that weave our city together.	Meet new people with similar goals	Create better connectivity to neighborhoods and finish the loop!
cor cag's are awesome!	Greenways connect to destinations and serve as reliable transportation	Greenways are key to the region.
To help ensure that greenways are integrated into the development fabric.	Make sure we see greenway progress to be the best in the nation.	To be able to put in my input into what is happening in greater Raleigh
Shape the future of the greenway system	Opportunity to help greenways be part of our transportation system.	Hope to make the greenways an asset for cyclists
Helping shape the next chapter of an already great asset	Fix the broke stuff, tout the great stuff, make new connections	The greenways represent an incredible opportunity to rethink transportation.
Because I LOVE being on the greenway!!	To help the City of Raleigh take the next big leap forward	Focusing and learning more on present trails and future trails.
Because I love the greenways. They are an amazing resource. I am excited to shape the future.	Understand the process and to help make the Greenway system even better than it already is.	Support, enhance "off-road" regional connectivity
LIVE BEING on the greenway!!	Greenways rule	To allow for opportunity for access and economic equity to residents and businesses.
Provide tools to help with decision making.	Awesome	Trail
Trail or Path that connects corridors in natural environment	Raleigh Roasts International Festival	Equitable distribution Accessibility and connectivity to public, office and business locations.



What would you call this? [this question is referring to the above picture]



When you hear “greenway,” what does that mean to you?



Where do you think we should do intercept surveys?

Lake Lynn	Moore sq transit station	Falls lake dam trailhead
Crabtree Valley Mall	Walnut Creek wetland center	Anderson Point
On the greenway trail and at community centers and at bike shops and running stores	CAC meetings and events	vicinity brt stops/routes
Anderson Point Park, trailhead for Neuse River Trail, on a Saturday morning.	Downtown district	Neuse Trail nets dam, Walnut Creek wetland center, art museum
Farmers Markets	Large employers	Artsplasure, Walnut Creek wetlands center, bike shops,
Chavis	NC state	Crosby Garfield center
Lake johnson	Shelley Lake	Lake Johnson waterfront
NCMA - one of our few clear and well known greenway destinations.	Junction of Reedy Creek & House Creek Greenways	Sunday mornings at popular trailheads like Crabtree or Umstead Park
Chamber of commerce	Bottom of dix hill	North Hills, including special events
Youth sport events with lots of families.	Outside museums downtown	Neuse river trail
Art museum	Universities	Att tobacco Trail,
Artsplasure, Walnut Creek wetlands center, bike shops	Art museum	Local public venues, PNC, downtown Raleigh festivals, city parks facilities

A pta meeting or two	5 points center for active adults	High schools
Transit stations bus stops trails schools	Crabtree Valley Mall	Anderson point
Reedy Creek on NCSU Campus	Reedy Creek parking entrance	Dix Park events
Nearby apartment complexes	Umstead park	Youth Cross country teams
Southeast Raleigh	Brier Creek (future greenway)	County lines
Crabtree Blvd	Lake Johnson, Neuse River trail, Walnut Creek trail	Red Hat
Walnut Creek at Lake Raleigh	Behind crabtree	Moore Square
Ncsu campus	SE Raleigh (where there are limited greenways today, but could be in the future)	Raleigh bike month events
Raleigh Night Market	Fourth of July fireworks	Oaks & Spokes spring festival
Black history month events	Raleigh Food Truck festivals downtown	Farmer's market
Raleigh Housing and Neighborhoods Exchange in September	Fourth of July fireworks	Big events at civic center like Spark.con
Walnut creek amphitheater during events	NPHC Meeting	Trophy brewing

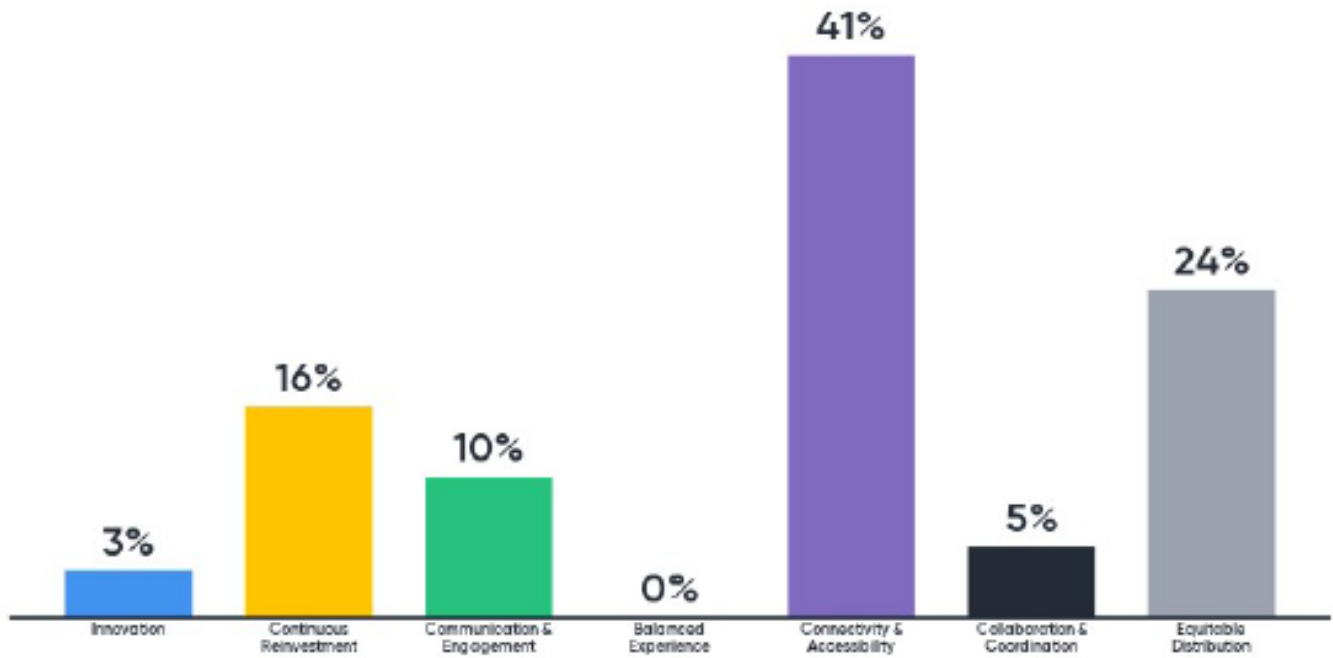
### What community events should we attend?

Artsposure	First Night	Thrive
Out raleigh	Mud Day	Sun flower fest at Dixs Park
Oaks & Spokes Bike Month events	Artsposure	Dix Park events
Large run event	Food truck events	Capital City Bike Ride
Blue grass festival, grocery stores	Artsposure, Fourth of July, nc flea market, Street festivals,	Tobacco Road Marathon
School age children...	North Hills Beach Music, Friday Night Tributes	Crank arm brewery
Oaks & spokes spring festival	Marathons	

## What would set our open house meetings apart?

Food truck social	Consistent collection of participant info	Free beer
Catering	Food!	Games & Prizes
Convenient times	have free transit pass for attendance,	Ride to events
Free stuff	Child care	Kids activities
Food, drinks, active and convenient times	Hand out postcards with URL to a survey that attendees can pass along to others	Have copies of Greenways maps to give away
Kid friendly	Stuff for kids	Screens with interactive maps
on or near trails	Raffle to win a bike	Bike giveaway
Sig Jigs	Valet bike parking	Engaging partners to ensure diverse participation
Held at an attraction eg museum	CitrixCycle "how-to" component	Somewhere people can get to on transit.
Linear meeting on greenway with stations	Coupons of things like smoothies, not trashy swag	Interactive not just sitting
Make it fun!!	Multi age	
Beer	Family centered games and activities	

Which two of the guiding principles are most important to you personally?



## Group Discussion Results

Towards the end of the meeting, steering committee members were separated into five (5) groups by counting from one to five around the room. They were asked to discuss two questions in their small groups. Each group's feedback on each question is provided below.

### What outcomes/actions will signify that the Greenway Master Plan Update was a success?

Group #1	Group #2	Group #3	Group #4	Group #5
<ul style="list-style-type: none"> <li>▪ Council approval</li> <li>▪ Buildable and Constructability</li> <li>▪ Minimal private property impact</li> <li>▪ Financial viability</li> <li>▪ Community usage</li> <li>▪ Community support</li> <li>▪ Creates community health (physical &amp; mental)</li> <li>▪ Scaled prioritization Plan and phasing</li> <li>▪ Bold</li> <li>▪ Forward thinking</li> <li>▪ National recognition</li> </ul>	<ul style="list-style-type: none"> <li>▪ Heavily used</li> <li>▪ Built</li> <li>▪ Unifies city &amp; closes gaps</li> <li>▪ A strategy for shared users</li> <li>▪ Conflict management</li> <li>▪ More complete system</li> <li>▪ Public support/buy-in for continued investment</li> <li>▪ Plan works for everyone</li> <li>▪ National recognition</li> <li>▪ Greenway System is destination – "We are the greenway city"</li> <li>▪ Optimal for commuters and all users</li> <li>▪ Communications: closures, etc.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Designated funding, maintenance, and capital.</li> <li>▪ Increased utilization</li> <li>▪ Establish metrics: use, health, implementation, quality of life. (walkability, bikeability, commuting, and mode shift.)</li> <li>▪ Be a greenway destination</li> <li>▪ Connect on-road and off-road systems</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ideas implemented</li> <li>▪ Projects started</li> <li>▪ Large number of voices heard</li> <li>▪ Citizens are happy</li> <li>▪ Holding city accountable</li> <li>▪ High level metrics</li> <li>▪ Meeting at specific places and committing to speak to a specific number</li> <li>▪ Investment: money, time, other resources</li> <li>▪ Big, bold changes: policy, funding, partnership</li> <li>▪ Raleigh being looked at as a gold standard</li> </ul>	<ul style="list-style-type: none"> <li>▪ Funded</li> <li>▪ Built</li> <li>▪ Council approval</li> <li>▪ Public engagement / excitement</li> <li>▪ Usership</li> <li>▪ System integration</li> <li>▪ Diverse and equitable</li> <li>▪ Connectivity: (transit, BRT, commercial, connectivity, multi-modal)</li> <li>▪ City-staff reorganization around the plan</li> <li>▪ Enhanced safety and perception</li> <li>▪ Increase in greenway staff</li> <li>▪ Commercial dedication</li> </ul>

**At the end of the Greenway Master Plan Update, what will have made the process successful?**

Group #1	Group #2	Group #3	Group #4	Group #5
<ul style="list-style-type: none"> <li>▪ New champion support</li> <li>▪ Regional coordination</li> <li>▪ Community support</li> <li>▪ Creates community health (physical &amp; mental)</li> <li>▪ Scaled prioritization Plan and phasing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public support/buy-in for continued investment</li> <li>▪ A strategy for shared users</li> <li>▪ Conflict management</li> <li>▪ Plan for signage</li> <li>▪ Buy-in from diverse groups and all communities</li> </ul>	<ul style="list-style-type: none"> <li>▪ All voices are heard (users and non-users) to include all demographics</li> <li>▪ Innovation in our process and product</li> <li>▪ Plan for resiliency and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Voices heard</li> <li>▪ People are aware of the initiative (spreading the world)</li> <li>▪ Policy changes</li> <li>▪ Council love and support</li> <li>▪ News coverage</li> <li>▪ Are we meeting stated goals, and have we done our part?</li> <li>▪ Did we all show-up?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Council approval</li> <li>▪ Significant public engagement / excitement</li> <li>▪ Excellent wayfinding</li> <li>▪ Constructible projects</li> <li>▪ An implementable plan</li> <li>▪ Steering committee satisfaction</li> <li>▪ An educated public</li> </ul>

## Member Comments / Questions

### Comments

- Many people are not aware of how to access the trail; because most greenways follow streams and are on the subsurface level.
- Increasing access should be a priority.
- Attendee stated, “she is a member of an organization with over 100 members and would love to help us pass out information at upcoming events.”

### Questions

- If not able to make it to the meetings / events, will there be another avenue or way of allowing people to engage?
- To promote diversity, will background questions of the person being surveyed be asked?
- Will consistent data be collected?
- How will we get more people to be involved?
- Are the communication materials bi-lingual?