



Wake BRT | July 22, 2020

STAKEHOLDER COMMITTEE WEBINAR



Thank you to our Stakeholder Committee Members

African American Caucus

Alianza Latina Pro-Educacion en Salud (ALPES)

Alliance of Disability Advocates

Bicycle and Pedestrian Advisory Committee (BPAC)

Capital Area Ride for Safety

Citizen's Advisory Councils

City of Raleigh Planning Commission

Centro para Familias Hispanas (CPFH)

Developers Groups

Downtown Living Alliance

Downtown Raleigh Alliance

El Pueblo

Great Raleigh Convention and Visitor's Bureau (CVB)

Housing Authority

Kane

Meredith College

NC Department of Administration

New Bern Corridor Alliance

North Carolina State University

Oaks & Spokes

Partnership Raleigh Program

Que Pasa

Raleigh Bikeshare

Raleigh Chamber of Commerce

Raleigh Transit Authority

Regional Transportation Alliance

Sacred Heart Catholic Church

Shaw University

St. Augustine's University

Triangle J Council of Governments (TJCOG)

Transit Planning Advisory Committee (TPAC)

Transit Citizen Advisory Committee (GoTriangle)

Wake Tech

Wake Med

WakeUp Wake County / Capital Area Friends of Transit

William Peace University



Agenda

- | | |
|---|--------------------------------|
| 1. Introductions and Meeting Purpose | Mila Vega |
| 2. Equitable Development Around Transit | Jason Hardin |
| 3. WSP Update | Greg Saur |
| 4. HNTB Introductions | |
| a. Leadership Team Introductions | Mark Huffer |
| b. Scope of Work | Mark Huffer |
| 5. Design Standards vs. System Policies | Mark Huffer |
| a. Standards Process | Mona Elabbady |
| 6. Branding | Cherie Gibson |
| 7. Artist in Residency Program | Kelly McChesney & Dare Coulter |
| 8. Wrap Up/Next Steps | Mila Vega |



Wake BRT Stakeholder Committee

Recap of Previous Meeting

- Last meeting took place December 2019
- Stakeholder Committee reviewed initial ideas for BRT short video
 - [Wake Bus Rapid Transit: New Bern Avenue Corridor – Raleigh, North Carolina](#)
- Committee discussed & prioritized station amenities





Wake BRT Stakeholder Committee

Purpose of Webinar

- Provide the Stakeholder Committee with a Wake BRT project update
 - Work completed over last 6 months
 - Work to be completed over the next 6 months
- Introduce new members of the project team
- Next steps & public engagement opportunities
 - Stakeholder feedback needed, for example: branding, station design, landscape and user experience.

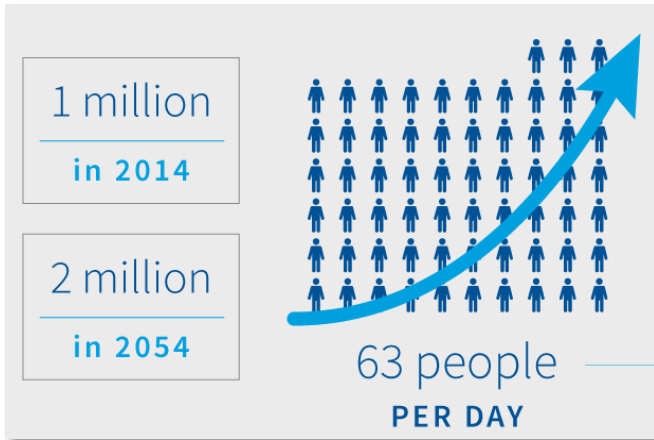


Equitable Development Around Transit

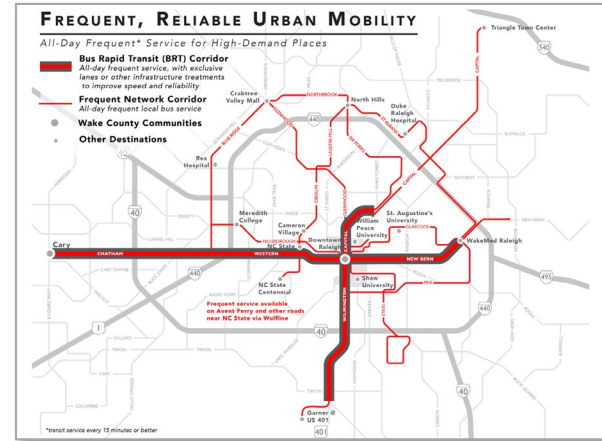
Jason Hardin | City of Raleigh Planning and Development

EDAT: Purpose of the Study

- How much of the City's future growth should be accommodated near BRT?
- How do we ensure benefits are shared?



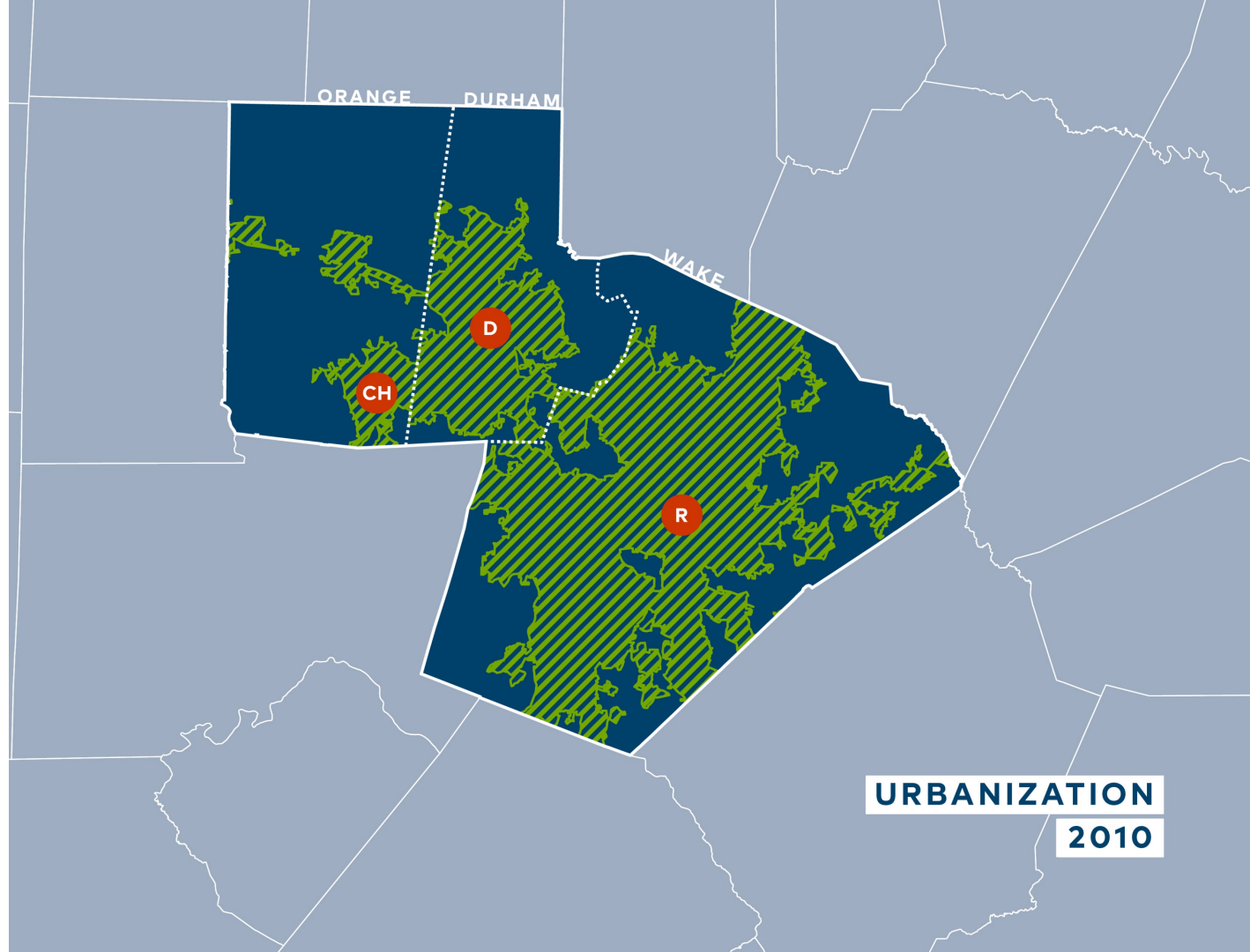
Issue



Opportunity



Raleigh's History: Growing Outward



Implications: Housing Affordability

As commutes grow longer ...



Demand for walkable places
closer to opportunity, rises





Question is not *whether* Raleigh grows, but *how*

Wake County has 1.1 million people and is projected to grow by 600,000 people by 2040

Raleigh is closing in on 500,000 and is projected to grow by up to 200,000 people by 2040



Grow More Around Transit

Grow More Around Driving



What are the Trade-Offs?

The Trade - Offs

Grow More Around Driving

- Means less change around transit stations
- Likely means more change in places such as Brier Creek or other areas on the edges of the city
- More driving per person
- Higher carbon and other air pollution emissions than growing around transit
- Walking trips typically more recreational



The Trade - Offs

Grow More Around Transit

- Means more change around transit stations
- Less driving per person
- Reduces carbon emissions and other air pollution
- Allows more people to live a walkable lifestyle
- Creates more housing options and opportunities for new affordable housing units near transit
- Connects transit users to more job opportunities
- Better supports the investment in transit





What We Heard: Outreach

- Kickoff meeting
- Two workshops
- Final open houses
- 1000+ survey participants
- Talking with riders at GoRaleigh Station and on the bus
- 60,000+ postcards
- Dozens of “pop-up” events, community meetings, BRT events





What We Heard About Affordability

It's important to ensure
affordable housing options
exist near BRT

84%

I strongly support taller
buildings if that means more
affordable housing is provided

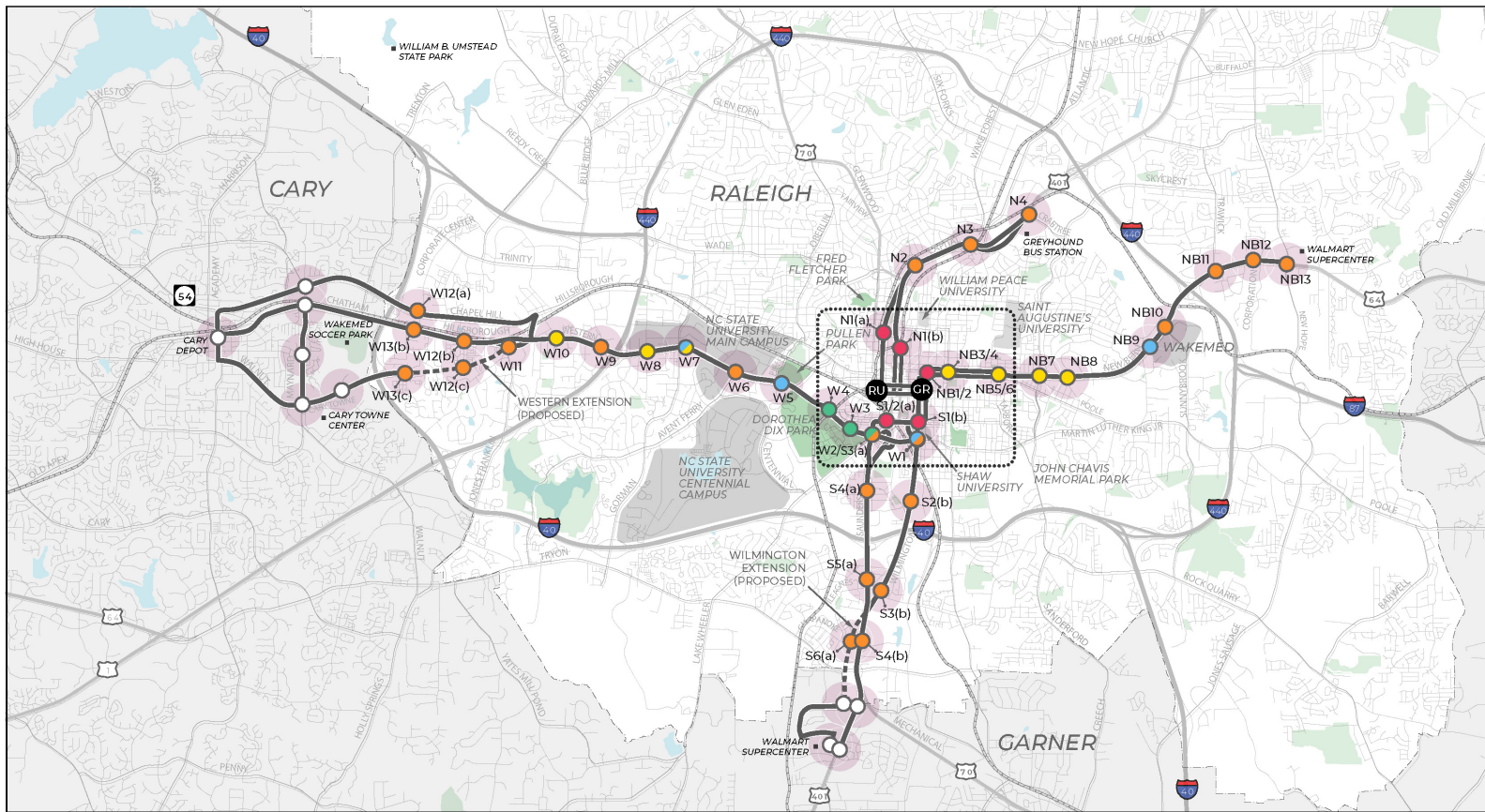
72%

A broader range of housing
types should be allowed in
residential areas near BRT

85+%



Station Place Type



Raleigh Equitable Development Around Transit Framework Station Area Typology

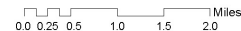
- Raleigh Union
- GoRaleigh
- Proposed BRT
- Proposed BRT Route on Proposed Road-
- Rail-road

- Half-Mile
- Jurisdictional Bound-
- Reference Loca-

- Raleigh Station Typolo-**
- Down-
 - Emerging
 - Neighborhood
 - Campu

- Par
- Campus or Neighborhood Center
- Park or Emerging
- Cary / Garner

- Significant Areas**
- Campu
 - Park



Note: Downtown routing and station areas are conceptual and subject to change, individual corridor routing will be developed during the planning and design process.



Station Place Type: Emerging Urban Center





Station Place Type: Neighborhood Center





What We Heard: How *Much* Should We Grow Around Transit?

DON'T CHANGE
Retain Current Zoning



Maximum 3 Stories



Maximum 3 Stories

<20%

MEDIUM DENSITY
Moderate Transit Support



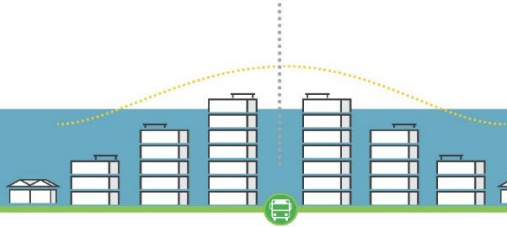
Maximum 4 Stories



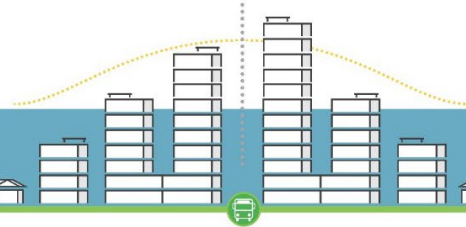
Maximum 7 Stories

20-30%

HIGHER DENSITY
Grow Around Transit



Maximum 7 Stories

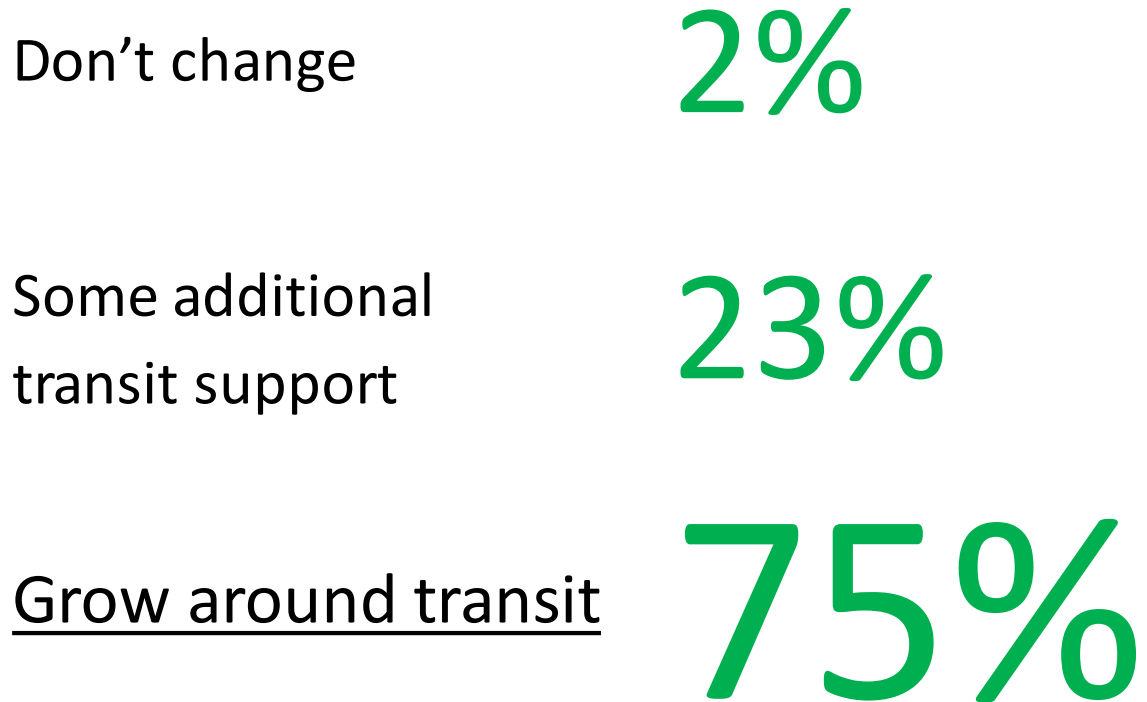


Maximum 12 Stories

30+%



What We Heard: How *Much* Should We Grow Around Transit? A lot.



Zoning for Affordability, not Exclusion

Density Bonus for Affordable Housing

To ensure the maximum number of affordable housing units can be built, the density bonus will be calibrated as 50% additional height over existing base zoning. In areas which allow a 3-story building, a 5-story building will be allowed.



BASE ZONING SCENARIO



TOD OVERLAY SCENARIO





Affordable Housing Tools

- Control the Land: Acquire Properties for Housing
- Ease Tax Burdens – Rebates for Low-Income Residents
- Keep Residents in Place: Homeowner Rehab Assistance
- Stop the Musical Chairs: Allow More Homes



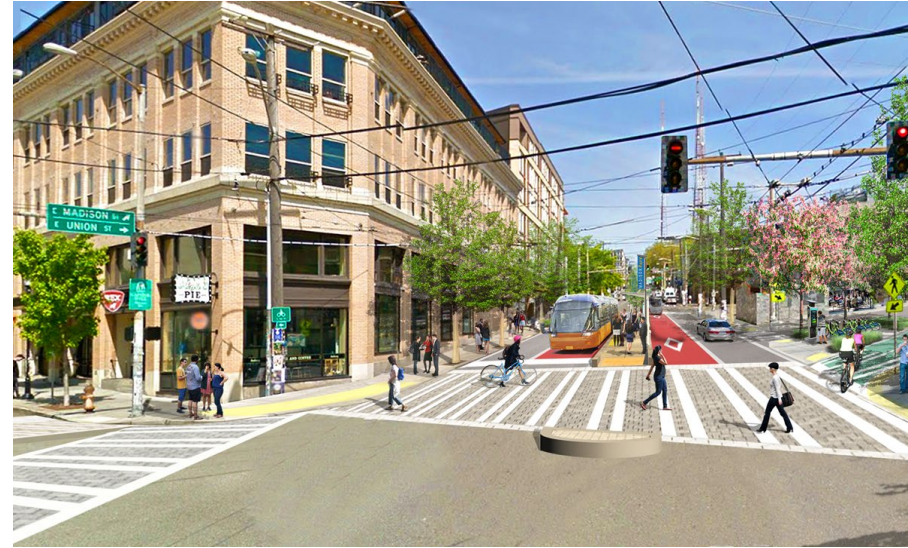


More Equity Tools

- Anti-Predatory Purchase
- Tenant Legal Assistance
- Youth Skills and Local Workers
- Small Business Retention Program
 - BRT Construction
 - Small Business Grant
 - Small Business Revolving Loan



Walkable, Safe, Comfortable Streets



How Can These Tools be Funded?

Affordable Housing Fund

- Expand existing fund
- Bond, corporate contributions

Equity Fund

- A percentage of future new tax revenue along corridors goes directly back into equity goals



Next Steps

1. **Final Report: Policy/Funding Recommendations – July**
2. **Create and Apply the Affordability Bonus**
3. **Plan Around Stations**
 - Community-focused process
 - Looks closely at land use, public space, pedestrian safety near stations
 - Begin next year along New Bern, other corridors follow





WSP Update

Greg Saur | WSP Project Manager



Wake BRT Program

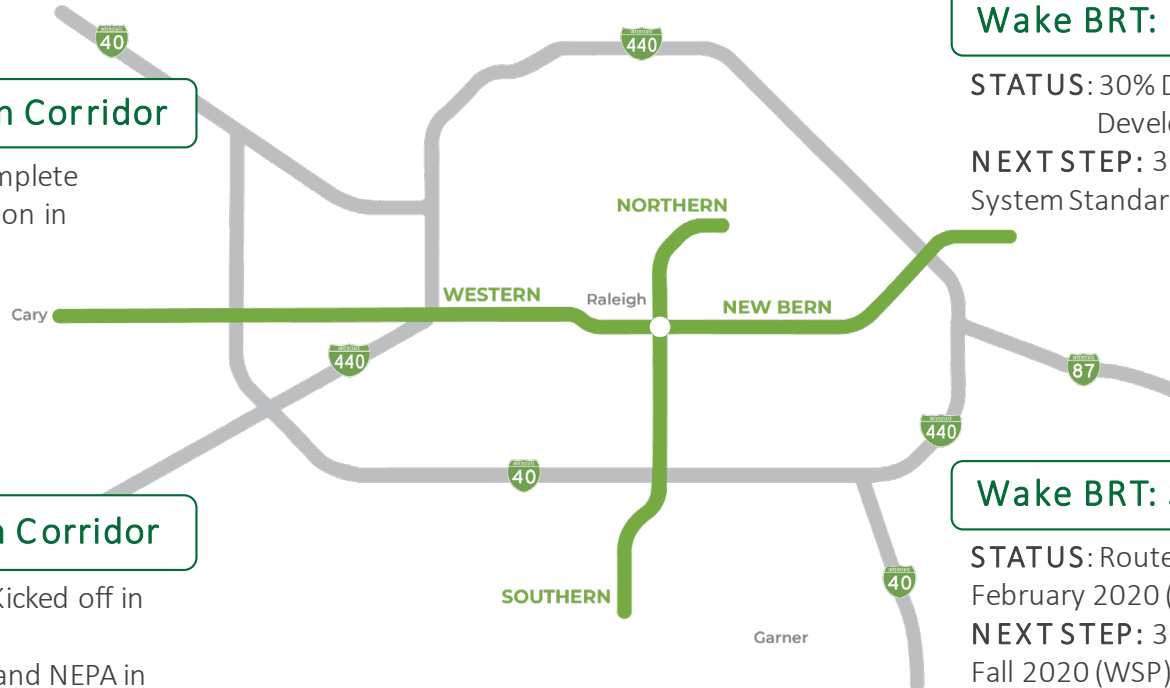
30% Design and NEPA – WSP Scope

Wake BRT: Northern Corridor

STATUS: Pre-Planning Complete
NEXT STEP: Route Selection in Fall 2020 (WSP)

Wake BRT: Western Corridor

STATUS: Route Selection Kicked off in November 2019 (WSP)
NEXT STEP: 30% Design and NEPA in Fall 2020 (WSP)



Wake BRT: New Bern Avenue

STATUS: 30% Design Complete (WSP)
Developed informational video
NEXT STEP: 30-100% Design and System Standards (HNTB)

Wake BRT: Southern Corridor

STATUS: Route Selection kicked off in February 2020 (WSP)
NEXT STEP: 30% Design and NEPA in Fall 2020 (WSP)



Wake BRT Program

Upcoming Work Efforts – WSP

Once preferred routes are identified for Southern and Western corridors:

- Initiate 0-30% design and environmental documentations (NEPA)
- This work will take approximately 24 months
- Coordination with municipal partners, Wake Transit Plan partners, NCDOT and FTA

What is included in 30% design?

- Propose meetings with NCDOT, stakeholders, and public at 5%, 10%, 30%
- BRT runningway concepts and determination, tentative location of stations, intersection modifications, preliminary right-of-way (ROW) identification, initial stormwater investigation, and Preliminary cost estimating



HNTB Introductions

Mark Huffer | Project Manager and System Design Lead



HNTB Team Introductions



PROJECT MANAGER

MARK HUFFER

EDUCATION	PROFESSIONAL REGISTRATION
MBA, Business; MS, City and Regional Planning; BA, Political Science and Sociology	N/A
YEARS OF EXPERIENCE	PROFESSIONAL AFFILIATIONS
39	Chair, APTA BRT Standards Committee; Member APTA BRT Council

HNTB

Mark will lead the project team including leading the System Standards work effort

- National leader in the BRT industry.
- Developed multiple BRT projects and worked as both an owner/operator/consultant for BRT design.
- Current chair of the American Public Transportation Association (APTA) BRT Standards Committee, he brings best practices and emerging trends from around the country.



HNTB Team Introductions



JOHN HORNBECK, PE

EDUCATION
BS, Civil Engineering

YEARS OF EXPERIENCE
27

PROFESSIONAL REGISTRATION
Professional Engineer: NC (47963), FL (56791)

PROFESSIONAL AFFILIATIONS
ASCE, Transportation Technical Group

DEPUTY PROJECT MANAGER

HNTB
John will lead the New Bern Avenue Final Design including roadway design work effort



BRIAN BLACKWELL, PE

EDUCATION
BS, Civil Engineering

YEARS OF EXPERIENCE
9

PROFESSIONAL REGISTRATION
Professional Engineer: NC (043122), TX (123839)


PROFESSIONAL AFFILIATIONS
American Society of Civil Engineers (ASCE)

**ROADWAY PROJECT ENGINEER/
DESIGN REVIEW**

HNTB
Brian will lead the Roadway Project Engineering/ Design Review



HNTB Team Introductions




MONA ELABBADY

EDUCATION BS, Civil Engineering	PROFESSIONAL AFFILIATIONS WTS
YEARS OF EXPERIENCE 18	
PROFESSIONAL REGISTRATION N/A	

TRANSIT DESIGN

SRF
Mona will lead the Transit Design task including FTA Coordination and user experience work effort



CHERIE GIBSON

EDUCATION MA, Liberal Studies; BS, English	PROFESSIONAL AFFILIATIONS Member, TRB ADA 60 Public Involvement Committee; Member, WTS (DC Chapter); Member, Conference of Minority Transportation Officials (COMTO)
YEARS OF EXPERIENCE 19	
PROFESSIONAL REGISTRATION N/A	

PUBLIC ENGAGEMENT & BRANDING

HNTB
Cherie will lead the Public Engagement task including the branding work effort



HNTB Team Introductions

Name	Focus	Location
SRF Consulting Group	System Design/FTA	Minneapolis, MN
Neighboring Concepts	Architecture	Charlotte, NC
PR Pros	Branding	Raleigh, NC
Public Participation Partners	Public Engagement	Raleigh, NC
CH Engineering	Survey, ROW, Utility	Raleigh, NC
Susan Hatchell	Landscape Architecture	Raleigh, NC
Falcon Engineering	Geotech	Cary, NC

SIMONE ROBINSON
COMMUNITY ENGAGEMENT

EDUCATION
MA, Urban Planning; BS, Merchandising

YEARS OF EXPERIENCE
8

PROFESSIONAL AFFILIATIONS
APA, IAP2, TRB

VALERIE FIELDS
BRANDING

EDUCATION
BA, Journalism

YEARS OF EXPERIENCE
26

PROFESSIONAL AFFILIATIONS
Women's Forum



Design Standards vs System Standards

Mark Huffer | Project Manager and System Design Lead



Wake BRT Program

Purpose of Policy Discussion

1

To ensure that BRT operations are consistent, reliable and safe

2

To define identity & user expectations of system-wide BRT service



Wake BRT Program

Policies & Standards - Characteristics

System Policies

How transit agencies conduct operations & establishes expectations of riders, operators and other transit-related activities

System Standards

Look and feel of built environment, frames design development

- Creates attractive, informative station area
- Fit with the surrounding land uses
- Promote a safe and secure environment
- Incorporate advancements in technology
- Balance aesthetics with funding availability



Standards Process

Mona Elabbady | System Standards and FTA Coordination Lead



Wake BRT Program

Peer BRT Systems: Policy Focus

Original Peer Review List (MIS):

- RTA HealthLine (Cleveland, OH)
- Metro Orange Line (Los Angeles, CA)
- LTD EmX (Eugene, OR)
- Community Transit Swift BRT (Snohomish County, WA)
- Albuquerque Rapid Transit (Albuquerque, NM)
- KCATA MAX (Kansas City, MO)
- Metro A Line (Minneapolis, MN)
- South Miami-Dade Busway (Miami-Dade County, FL)
- Pittsburgh Busways (Pittsburgh, PA)

Potential Additional Peer Review:

- GRTC Pulse (Richmond, VA)
- IndyGo (Indianapolis, IN)





Wake BRT Program

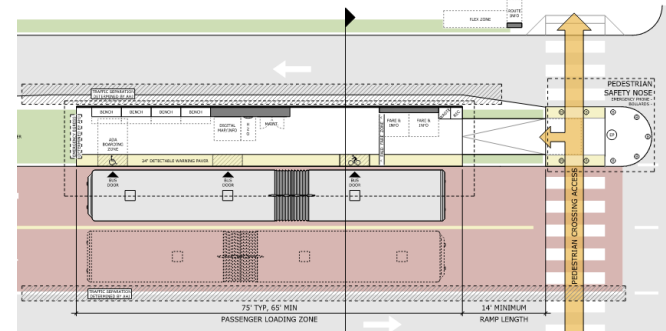
BRT Standards

Why do we need System standards?

- Set the foundation for BRT in Wake County
- Provide consistency amongst corridors
- Keep the design on schedule

Examples of Standards needed:

- Station design
- BRT vehicles
- Technology
- Identify & Branding
- Safety & Security
- Traffic Operations





Wake BRT Program

BRT Standards

Stakeholder Engagement

- Fall 2020 workshops to get input on:
 - Station design kit-of-parts
 - Multimodal Infrastructure
 - Wayfinding

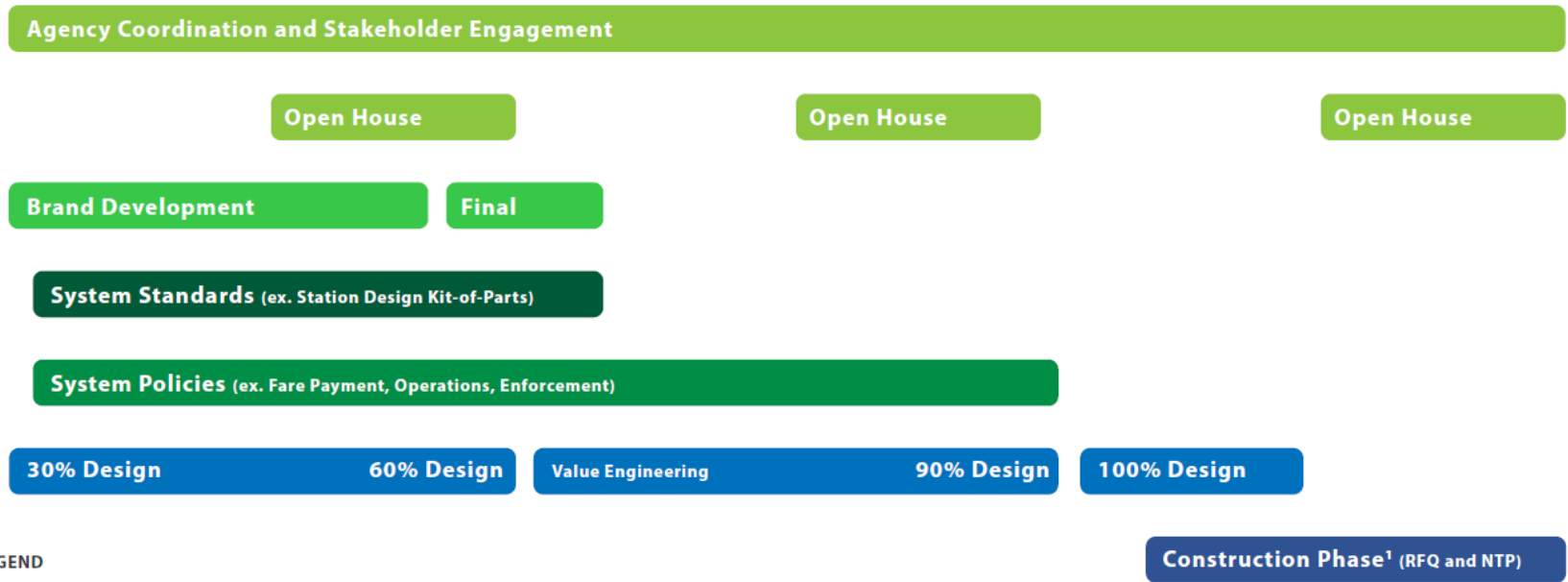
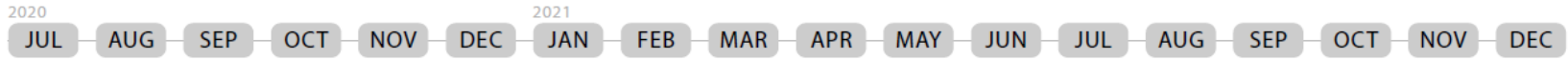




Branding

Cherie Gibson | Branding and Communication Lead

WAKE BRT TIMELINE | NEW BERN AVENUE FINAL DESIGN¹ AND SYSTEM STANDARDS



LEGEND

- Agency Coordination, Stakeholder Engagement and Public Engagement
- Branding
- System Standards
- System Policies
- New Bern Avenue Final Design
- New Bern Avenue Construction RFQ and NTP

¹Contingent on federal funding availability and federal process



Branding – Stakeholder Input Needed

PHASE 1

- BRT Branding Survey #1 sent to Committee
- Incorporate survey results into initial branding design concepts
- One (1) Virtual Focus Group with members of the Committee
- Incorporate feedback into initial concepts
- Three (3) Virtual Listening Sessions with members of the Committee
- Incorporate feedback into initial concepts

PHASE 2

- Round 1 of brand design concepts presented
- Branding Survey #2 informs Round 2 of brand design concepts
- Branding Survey #2 sent to Committee
- Round 2 of brand design concepts presented



Artist In Residency Program

Kelly McChesney | Raleigh Arts, Public Art Director



Wake BRT Program

Artist In Residence

Overview

- Artist In Residence (AIR) program places an artist as a creative strategist to assist with art integration into the Wake BRT program, as a member of BRT Final Design Team
- Year long program with opportunities for future extensions
- Managed by Raleigh Arts (Parks, Recreation and Cultural Resources Department)
 - Additional funding may become available through Wake Transit Plan (Art Policy under development)



Wake BRT Program

Artist in Residence

Scope of Work

1. **On a System Level**, identify and create conceptual ideas for art integration & placement, working with the HNTB Team on identifying “canvases” – (appropriate areas to integrate art)
2. **Along the Wake BRT: New Bern Avenue** corridor, identify and create conceptual ideas and inspiration for art integration, through community engagement & outreach

NOTE: No art will be produced as part of this phase of work



Wake BRT Program

Artist In Residence

Selection Process

- Raleigh Arts received 11 submittals
- Selection committee reviewed & scored to select 4 semi-finalists for interviews
- Interviewed 4 semi-finalists
- Dare Coulter selected as the Artist in Residence





Wake BRT Program

AIR: Dare Coulter

- Dare Coulter – sculptor, muralist, illustrator and artist
- Graduated from NC State, Bachelors in Art + Design
- Local artist who has lived in the area for 16 years
- Believes that “public art provides an unparalleled opportunity to create a lasting impact...that community members can look at with pride and say *I helped do that!*”
- Extensive professional experience with community engagement and storytelling





Wake BRT Program

AIR: Community Engagement

Listening in the time of COVID

- The objective is to make sure everyone is heard regardless of the difficulties faced by our current health crisis.
 - Creativity in outreach
 - Being open to the fact that we don't know what's coming

“ Amid all the challenges presented by COVID-19, social distancing is limiting how we engage with communities and requiring innovation and creative thinking to continue to reach affected populations. As we consider what it takes to be a good partner during this time and whatever comes next... ”



Wake BRT Program

AIR: Dare Coulter





Wake BRT Program

AIR: Dare Coulter

My Objectives:

- Be a community partner to make sure that the story that is told is that of the people to whom these neighborhoods belong, and document what is requested
- Facilitate listening via *as many avenues as necessary*

www.DareCoulter.com
[@DareCoulter](https://www.facebook.com/DareArt) on Instagram





Next Steps & Upcoming Public Engagement

Mila Vega | Wake BRT Program Manager



Wake BRT Program

Upcoming Public Engagement

1. Western Boulevard Corridor Study (Aug 2020 – Sept 2020)
 - Virtual engagement on project updates and Transit-Oriented Development (TOD) scenarios
2. Wake BRT Branding (Aug 2020 – December 2020)
 - On-line survey and engagement through stakeholder committee and partner agencies
3. Wake BRT Update for all corridors in design (October 2020 – November 2020)
 - Design updates for New Bern Avenue, Southern Corridor and Western Corridor
 - System Standards, User Experience and Art Integration