

# Wake Bus Rapid Transit Program Update

*Stakeholder Committee*  
November 22, 2021



# Wake BRT Stakeholder Committee

**Role of the Committee:** to receive updates on the status of the project, represent interests of their organizations, provide input from the perspective of the community on tradeoffs and priorities, as well as give feedback on specific needs, desires, and concerns of each group.

African American Caucus	Greater Raleigh Convention and Visitor's Bureau (CVB)	Shaw University
AARP	Raleigh Housing Authority	St. Augustine's University
Alianza Latina Pro-Educacion en Salud (ALPES)	Meredith College	Triangle J Council of Government (TJCOG)
Alliance of Disability Advocates	NC Department of Administration	Transit Planning Advisory Committee (TPAC)
Bicycles and Pedestrian Advisory Committee (BPAC)	New Bern Corridor Alliance	Transit Citizen Advisory Committee (GoTriangle)
Boylan Heights Neighborhood Association	North Carolina State University	Wake Tech
Citizen Advisory Councils	Oaks & Spokes	Wake Med
Capital Area Ride for Safety	Que Pasa Media Network	WakeUp Wake County
City of Raleigh Planning Commission	Raleigh Bikeshare	Capital Area Friends of Transit
Centro para Familias Hispanas (CPFH)	Raleigh Chamber of Commerce	William Peace University
Developers Groups	Raleigh Transit Authority	Garner Chamber of Commerce
Downtown Living Advocates	Regional Transportation Alliance	Sacred Heart Catholic Church
Downtown Raleigh Alliance	Raleigh Wake Citizens Association (RWCA)	El Pueblo

# Agenda

- Introductions and Program Update
- New Bern Station Area Planning
- Wake BRT: New Bern Avenue
- Wake BRT Station Design
- Wake BRT Art Integration
- Wake BRT Branding
- Wrap Up & Discussion

*Mila Vega, City of Raleigh*

*Jason Hardin, City of Raleigh*

*Sean Driskill, City of Raleigh*

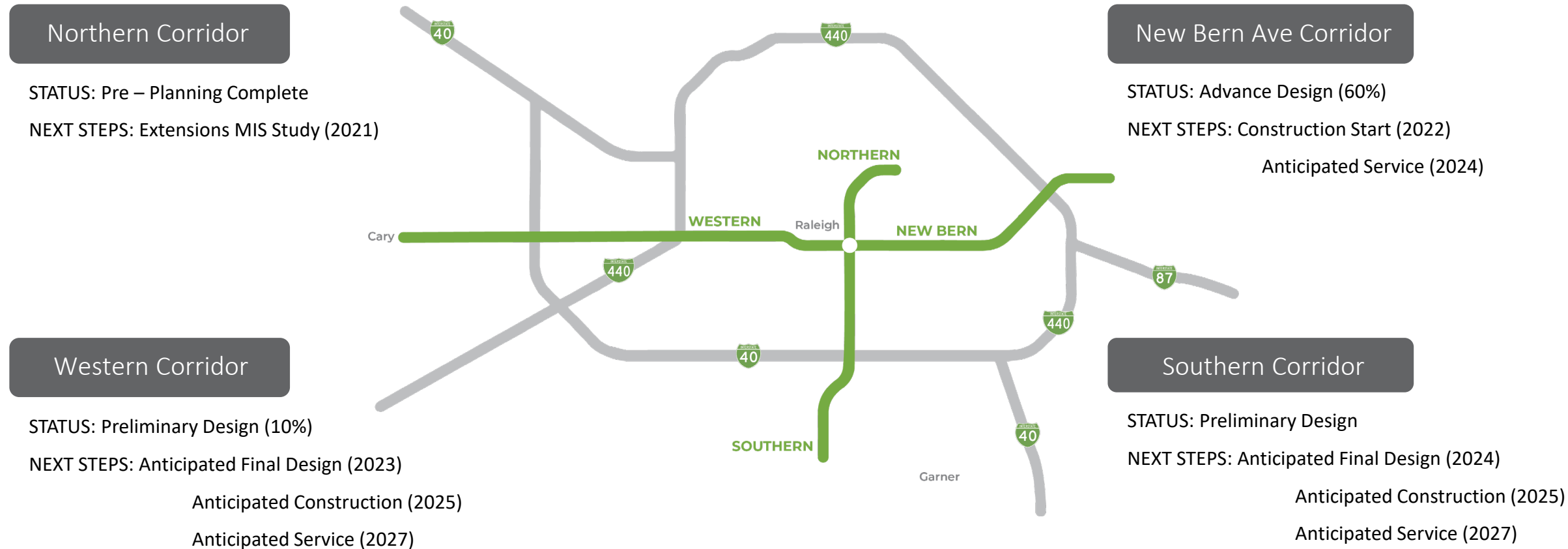
*Luke Volkmar, Neighboring Concepts*

*Meg Finnegan, City of Raleigh*

*Cherie Gibson, HNTB*

*Mila Vega, City of Raleigh*

# Wake BRT Program Overview





# Wake BRT Engagement Summary

## April 2021 – present day:

- 1 Virtual Open House – 2,400+ site views
- 1 Art activity with Poe Elementary
- 3 Live Q&A sessions
- 3 BRT surveys
- 10 polling boards
- 10+ meetings with downtown businesses
- 20+ community group meetings & pop ups
- 30,000 postcards mailed
- Targeted and faith-based outreach along New Bern, Southern and Western Corridors
- Targeted outreach along New Bern ongoing



# New Bern Station Area Planning

*Jason Hardin, AICP*

*Project Manager, City of Raleigh*



**Project Kickoff**  
**Resident Interviews**  
**Development of the Story of New Bern**

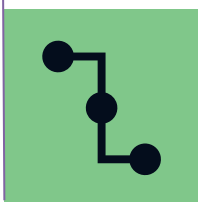


**Corridor-wide**  
**Conclusion Events**  
**Draft New Bern Avenue**  
**Station Area Plan**



**Planning and Design**  
**Workshops/Charrettes**

**Establishing**  
**Community**  
**Connections**



**Walk/Biking Workshops**  
**Affordable Housing Summit**  
**Vision Zero Summit**



**Final New Bern Avenue**  
**Station Area Plan**  
**Presentation of Plan to**  
**City Council**





# Project goals

- Create a plan for how best to grow around transit
- Make sure benefits of BRT investment are shared equitably



# A Busy Season of Outreach!

- Three week-long workshops
- Two topic-based summits
- Ambassador outreach
- Multiple additional events and conversations
- “Easy” and detailed surveys





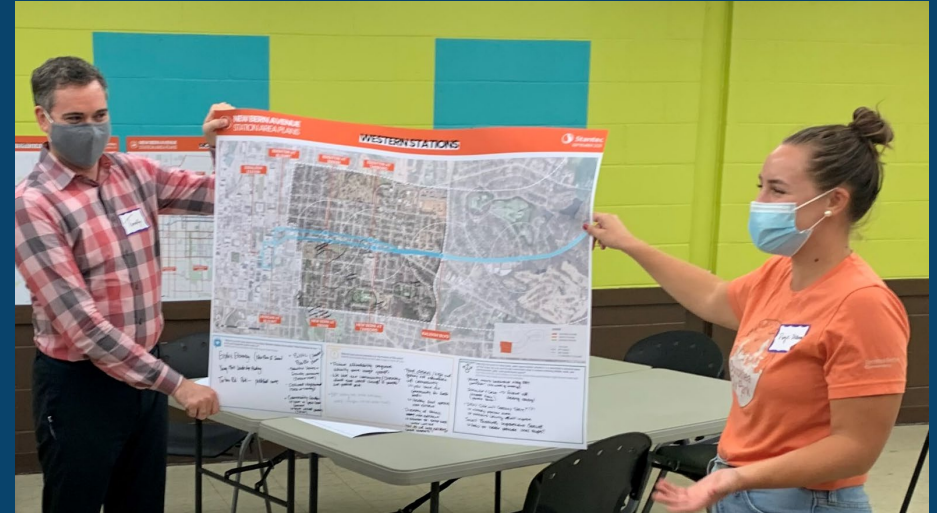
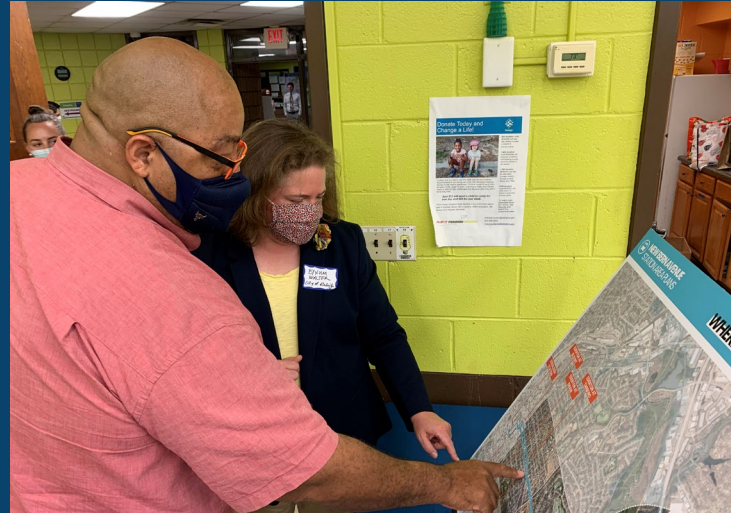
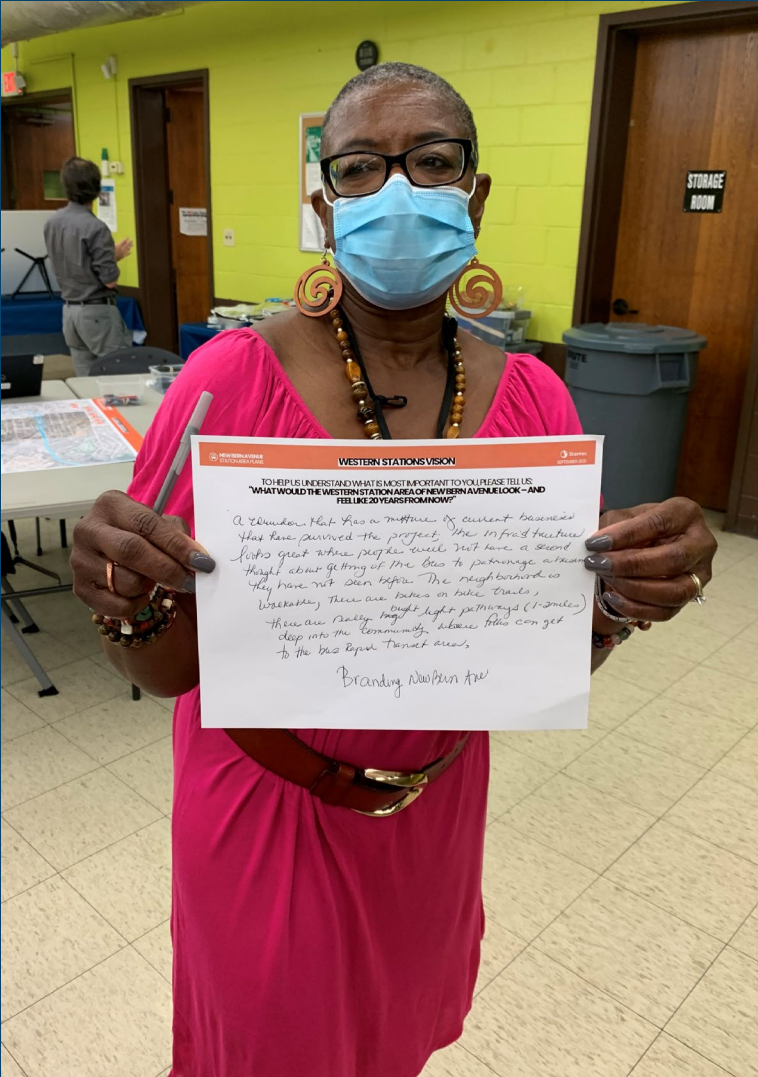
# Other Events

- Two events with Enloe clubs (100+ students)
- Meetings with black business owners
- Upcoming meeting with St. Augustine
- Meeting with black pastors
- Event with Exploris students (40 students)
- Housing summit (30-40 attendees over two days)
- Walking and biking safety summit (30-40 attendees)



Raleigh

# YOUR INVOLVEMENT THIS WEEK





# YOUR INVOLVEMENT THIS WEEK







## Ralei





**in action**







Raleigh

# VISION STATEMENT – WHAT YOU SAID

“Complete connectivity and walkability”

“NEED, NEED to make sure  
**affordability** is a key component of  
any development”

“**Safe** at all times”

Change in any area will create  
displacement—we need  
protections”

“A diverse, pedestrian-active community”

“A reimagined community will  
preserve our history and  
character”

“Diversity of housing”

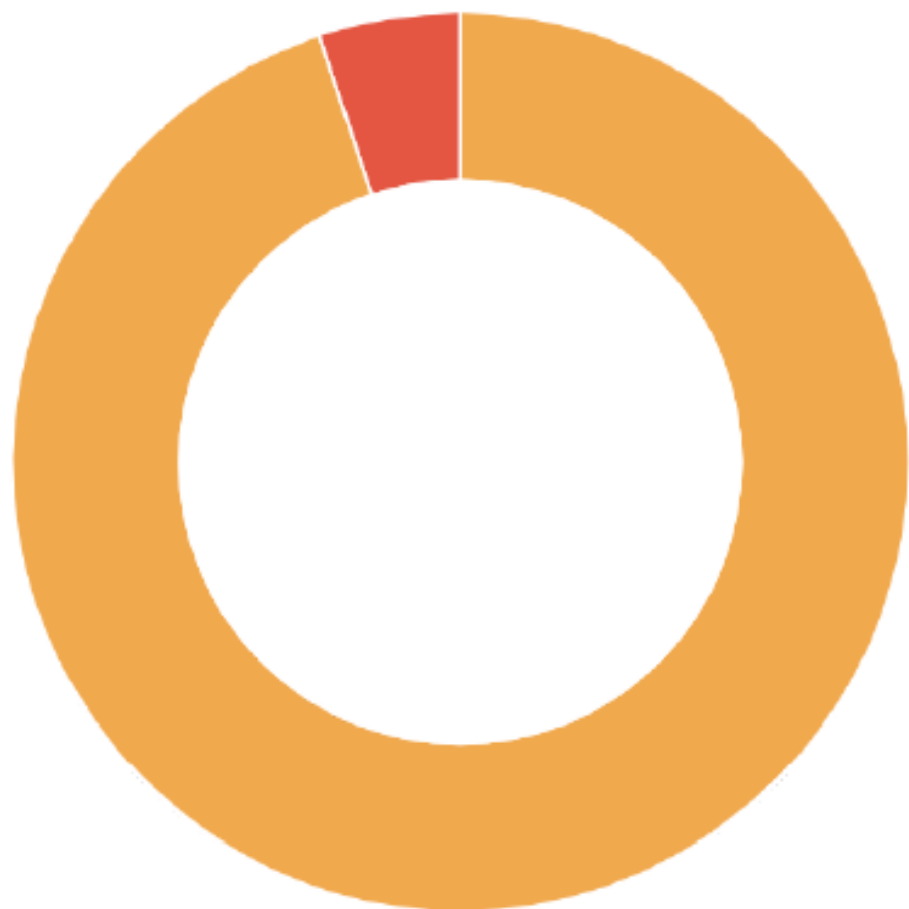
“Incorporate the **past** into the **future**”



“Walk to everything  
you need”

“Mixed income, not pocketed but meshed together”



# Survey Input



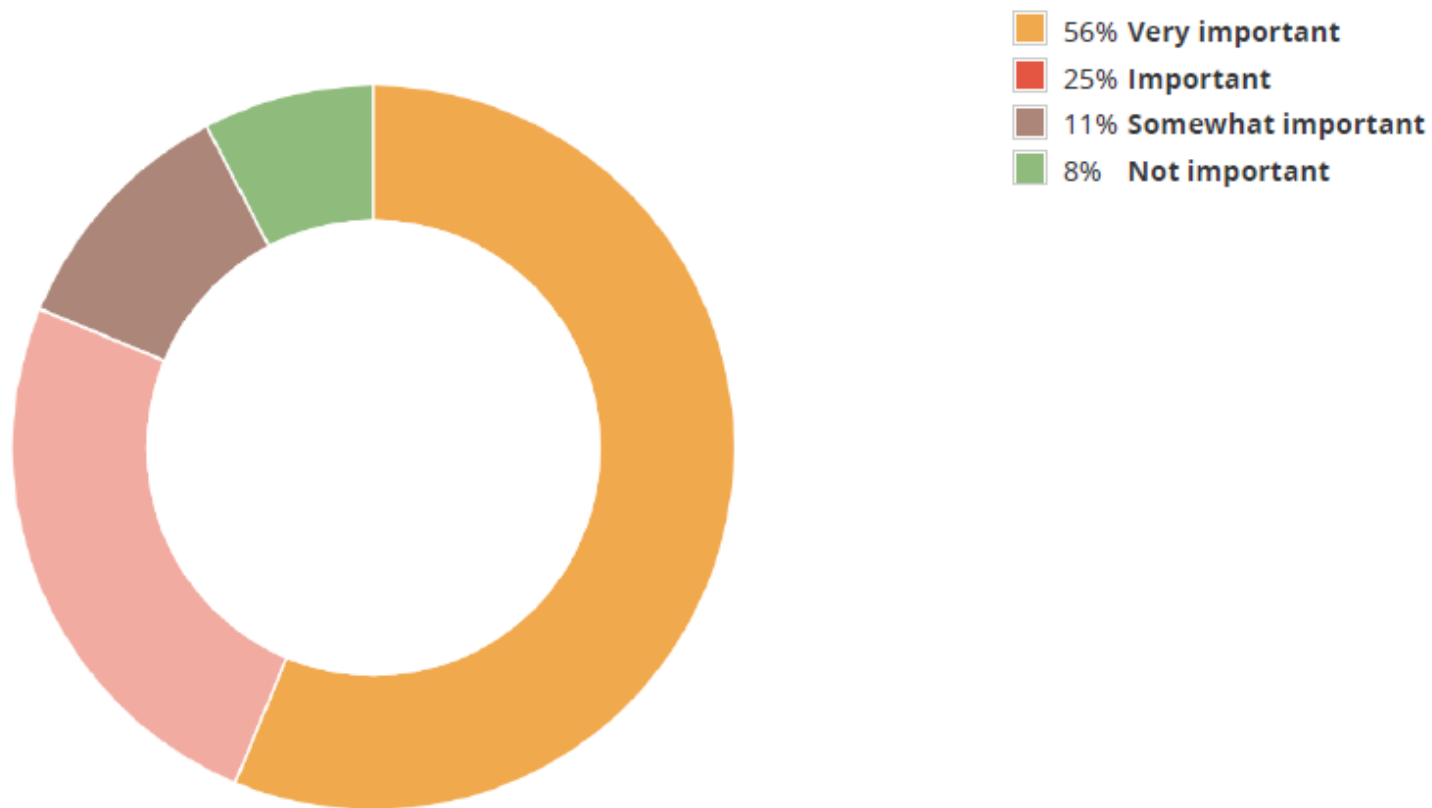
-  95% I'm fine with taller buildings and more change near BRT stations if it means allowing a wide range of affordable housing options and more shopping and offices in the surrounding area.
-  5% I'd rather not see much change around BRT stations.





# Survey Input

How important is it to create deeply affordable housing opportunities for low and very low income households along the corridor?



144 respondents

[Download Graph Data](#)



Raleigh

# FIRST THOUGHTS

## *VISION STATEMENT*

***Our history, our character and our stories — read clearly and brightly in our ever-evolving neighborhoods along New Bern Avenue. We embrace growth, but it is firmly guided by our ideas and needs.***

### **TO US THIS MEANS:**

1. As we grow, quality **housing** choices, both existing and new, remain affordable to all and blend with our existing character.
2. Well-established **local businesses** and institutions sit side-by-side with neighborhood-fueled innovation to reinforce the strength of Black Main Street.
3. **Longtime institutions** that define the community, such as St. Augustine's University, expand their presence and continue to play a leading role in the neighborhood.
4. We retain and expand our network of small, **well-maintained parks** in each neighborhood.
5. Our **streets** are safe, well lit and accessible to people of all abilities.







Rale

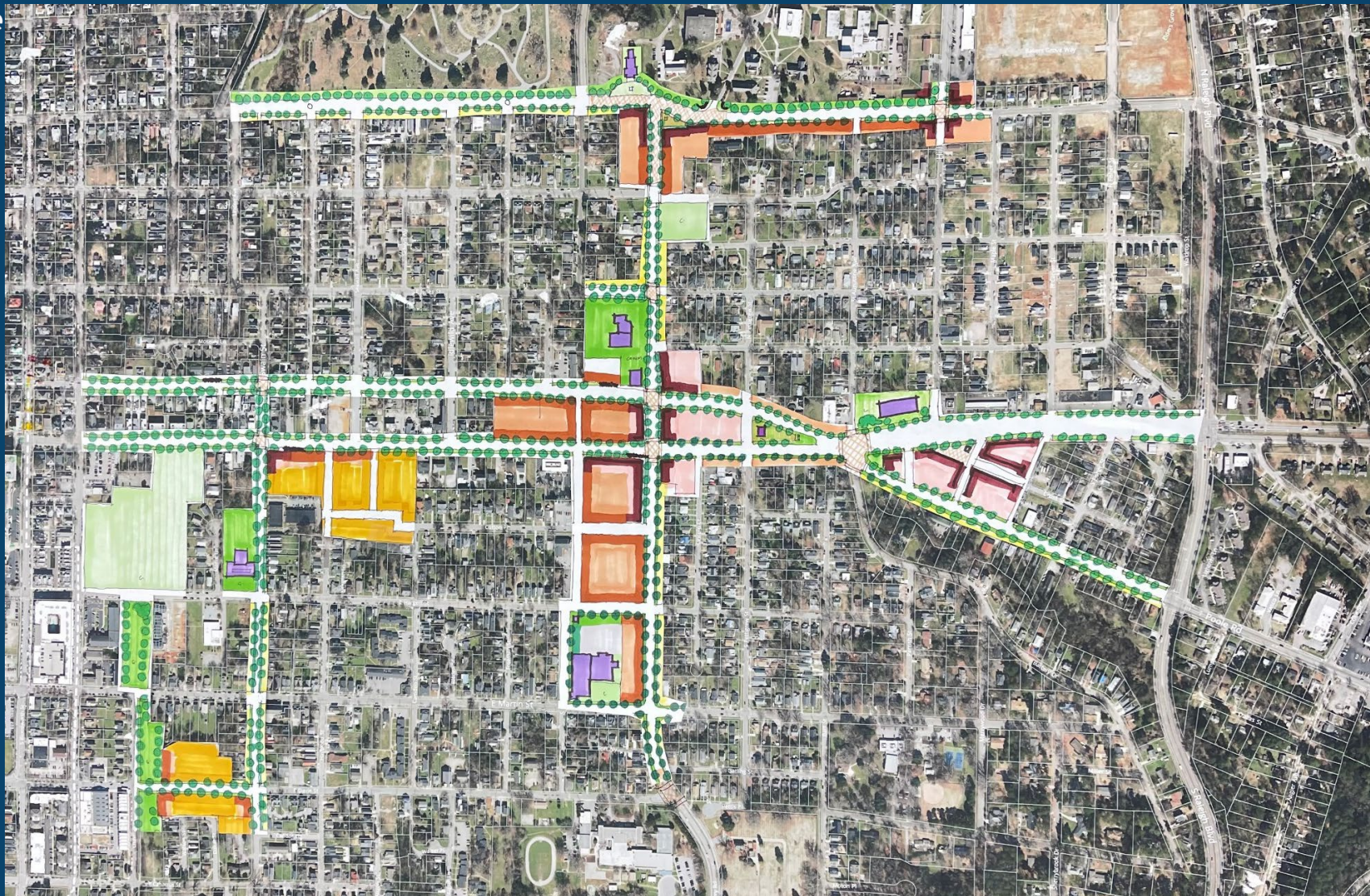
# PUTTING IT TOGETHER...





# PUTTING IT TOGETHER...

Rale





# FIRST THOUGHTS

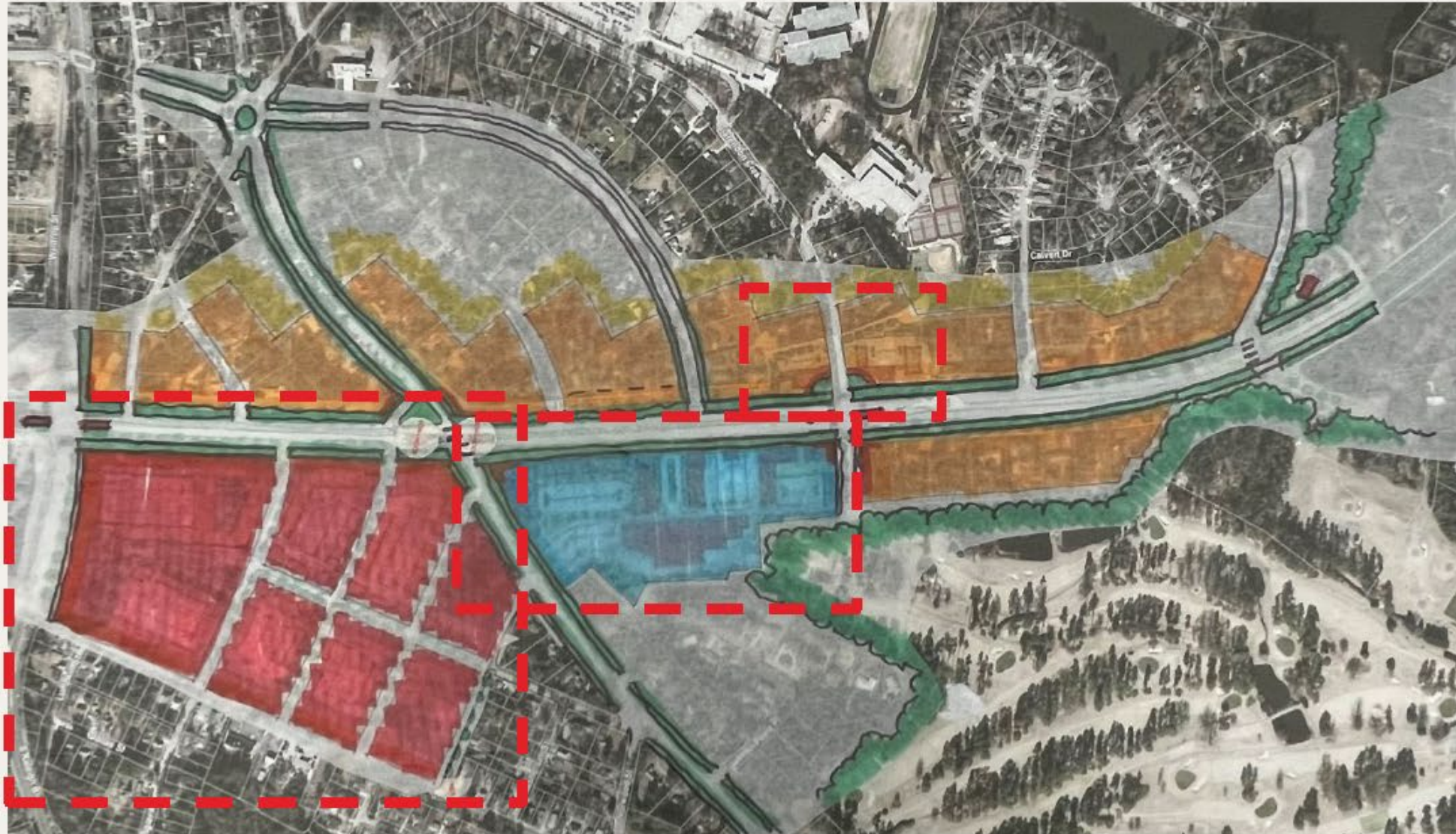
## *VISION STATEMENT*

*Our community is a Garden in the City, highlighting the natural beauty of Raleigh. New growth must promote, enhance and integrate into the forested groves that are the hallmark of our City of Oaks. Our community's transformation prioritizes place, thoughtful redevelopment and the natural environment, in order to grow together strategically.*

## TO US THIS MEANS:

1. Ensuring all new development include **new green spaces** designed to welcome the entire community.
2. As the corridor evolves, we see an expansion of **housing choices** that blend into the established neighborhoods and offer a variety of price points so all can benefit from our growing city.
3. New Bern's role as a **green gateway** into Downtown is enhanced through unique placemaking, neighborhood centers and a strategic increase in density that can accommodate a wide variety of housing preferences and family types.

# PUTTING IT TOGETHER... FRAMEWORK





# YOUR INVOLVEMENT THIS WEEK

NEW BERN AVENUE  
STATION AREA PLANS

PEDESTRIAN EXPERIENCE ENGAGEMENT MAP

Stan

**QUESTION 2: WHERE WOULD YOU LIKE TO SEE THESE PEDESTRIAN TREATMENTS IN YOUR COMMUNITY?**

Give us your thoughts on what treatments you prefer and where you would like to see them in your community. Drop a pin on the map below and add your comments on post-it notes in the dotted line box below the map.

**QUESTION 3: WHY DID YOU FAVOR THIS OPTION? ADD YOUR COMMENTS BELOW**

Please put your comments on post-it notes in the space below or directly in a location of your choice on the Visual Preference Survey comment map (above).

Safety  
need... for...  
...  
...

MEANS ANY OF TRAFFIC

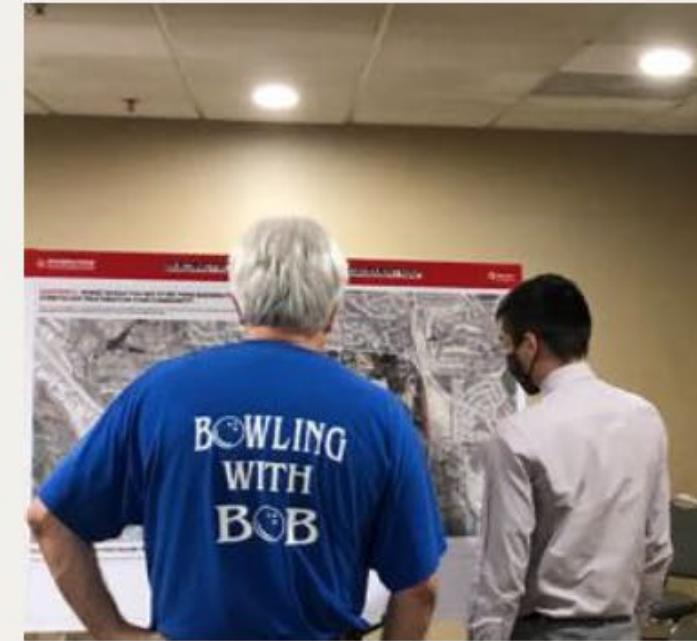
Lots of people... using... BRT... and... how to... cross

Side walk on... Track

Easy to cross... North

Facilitate public transit for... and... to... BRT... office buildings

Replicate El Camino Real... between San Francisco and San Jose CA



***"I'd love to see the Eastern Station section develop the vibrant shopping centers in a way that encourages residents/citizens to be able to enjoy the amenities. It would also add value to the BRT line."***



# FIRST THOUGHTS

## EMERGING

## VISION STATEMENT

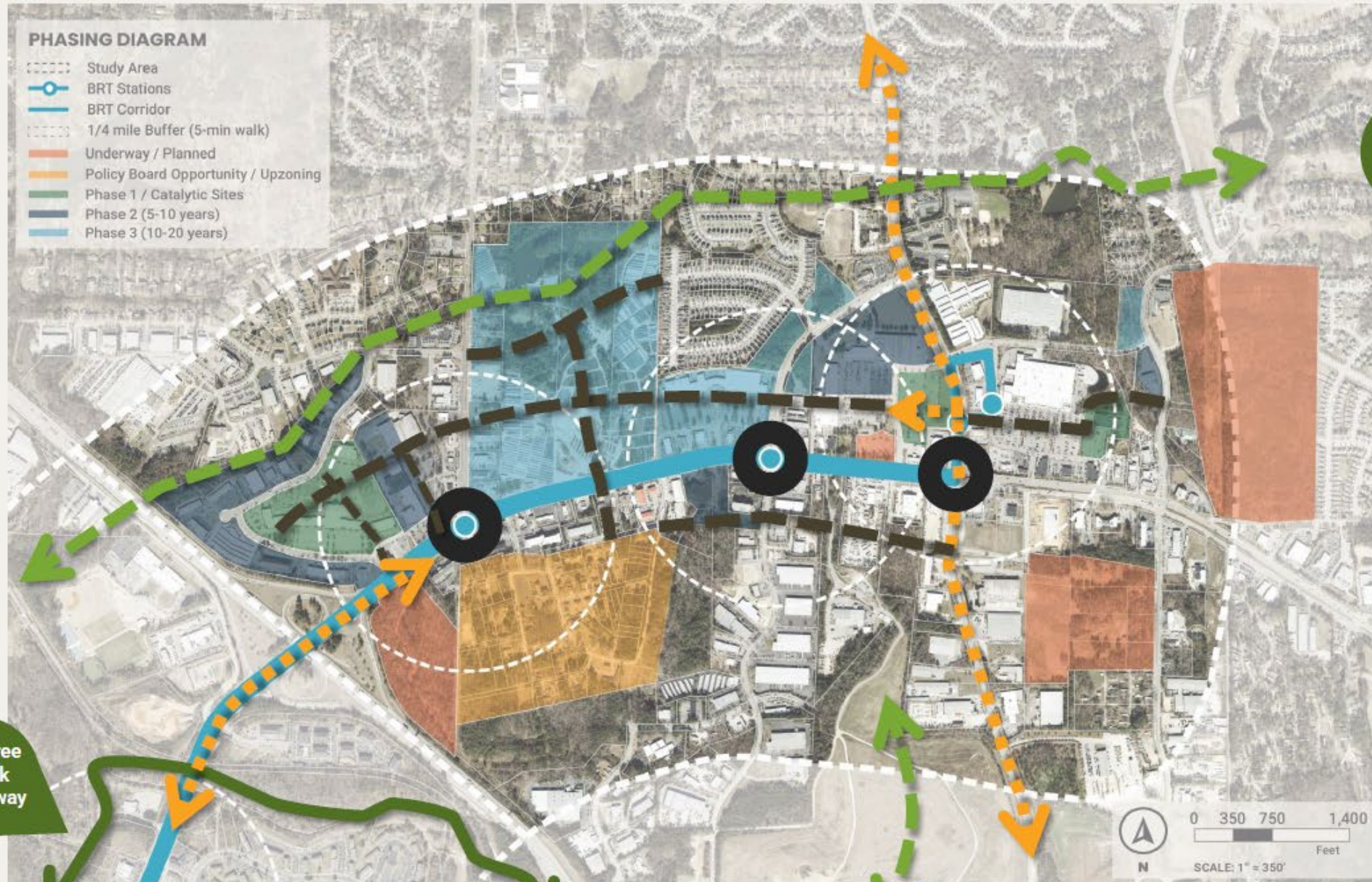
*Our neighborhoods are safe, welcoming and walkable. Our retail centers represent local business, with a wide variety of goods and services. New multiuse paths connect us to shopping and to the rich, regional network of greenways already weaving through our neighborhoods. Most importantly, our community evolves in a way that maintains affordability for existing residents, offers expanded housing choices for future residents, and prioritizes safety and security at all levels.*

### OUR CORE GOALS:

1. Improved safety will guide decisions at all levels.
2. Our streets are for people, not just cars.
3. Aging and vacant commercial areas redevelop into mixed-use centers that offer the opportunity to park-once-and-walk to a variety of shops, services, entertainment and parklike amenities.
4. Businesses we love will remain and have new customers and opportunities.
5. New housing options will offer a variety of sizes and price points.
6. Existing regional greenways will become more accessible through enhanced neighborhood paths and trails.



# PUTTING IT ALL TOGETHER...





# Engagement Metrics

- Western workshop and follow up in person events – 63 attendees, 57 percent Black
- Middle workshop, 60-80 attendees, 15 percent Black
- Eastern workshop, 15 attendees, 33 percent Black
- 200+ additional participants (schools, summits, etc.)
- Six videos, watched by 80-200+ people each
- Easy survey, viewed by 500 people, taken by 150
- Several hundred fliers/surveys distributed by ambassadors
- 1,000+ people reached



# Next Steps

- November-December: Finalizing draft recommendations
- December 14: Presenting recommendations (in person/online)
- January: Revising recommendations, creating final reports
- **January: Final meeting of Community Group**
- February/March: Final community meeting, initiation of zoning and Comprehensive Plan changes
- March/April: Presentation of plan recommendations to Planning Commission for their recommendation to City Council
- Beyond: Implement plan actions



# Wake BRT: New Bern Avenue

*Sean Driskill, P.E.*

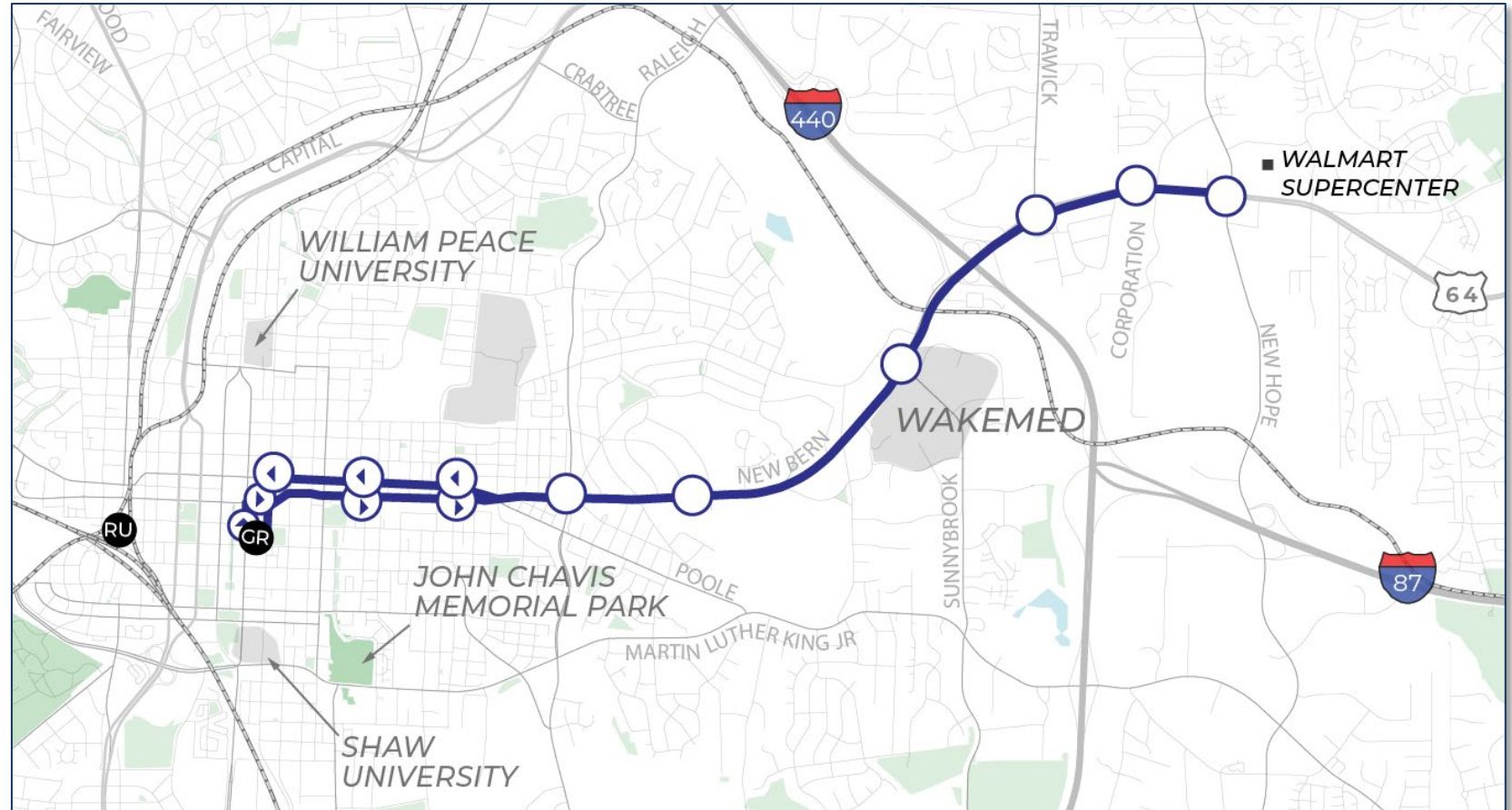
*Project Manager, City of Raleigh*



# Wake BRT: New Bern Avenue

New Bern Avenue corridor  
from downtown Raleigh to  
New Hope Road

- Approximately 5.1 miles
- 19 BRT station platforms
- 3.3 miles of dedicated transit lanes
- Transit Signal Priority (TSP) at signalized intersections



# Wake BRT: New Bern Avenue

## Project Improvements

- Dedicated transit lanes
- Enhanced transit stations
- Improved drainage
- Improved ADA access
- New multi-use path and sidewalks
- Water and sewer main upgrades
- Improved connectivity

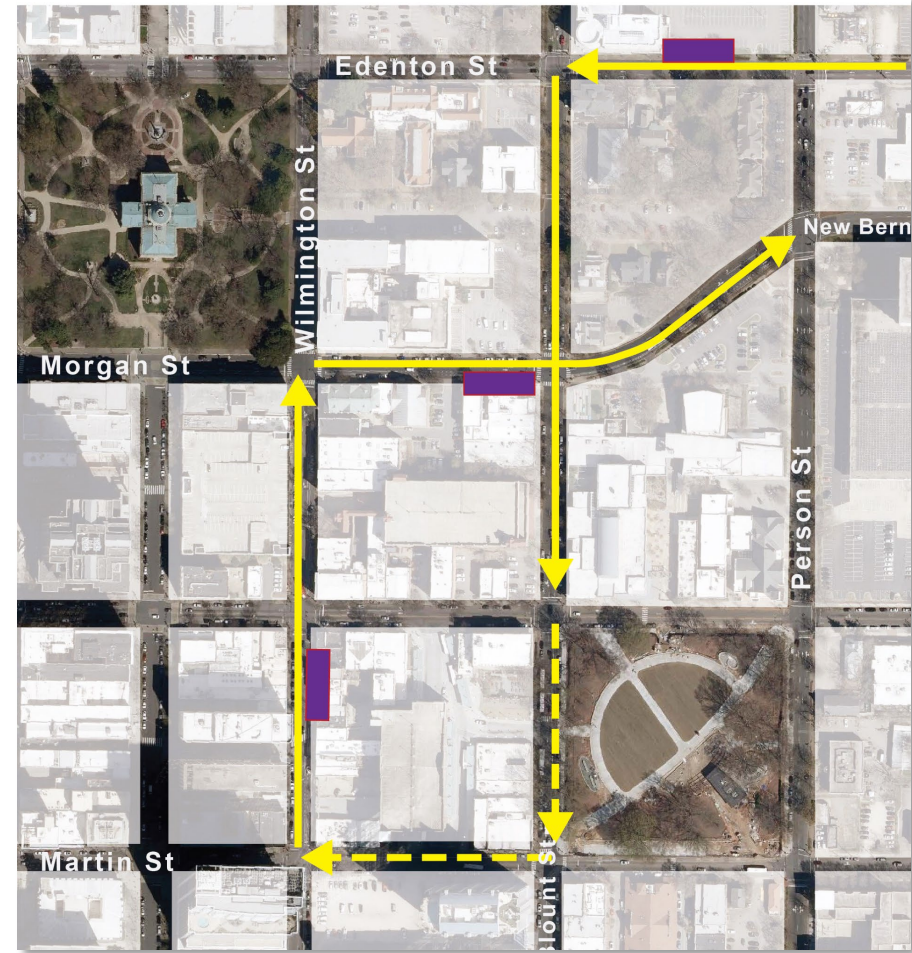




# Wake BRT: New Bern Avenue

## Downtown Routing

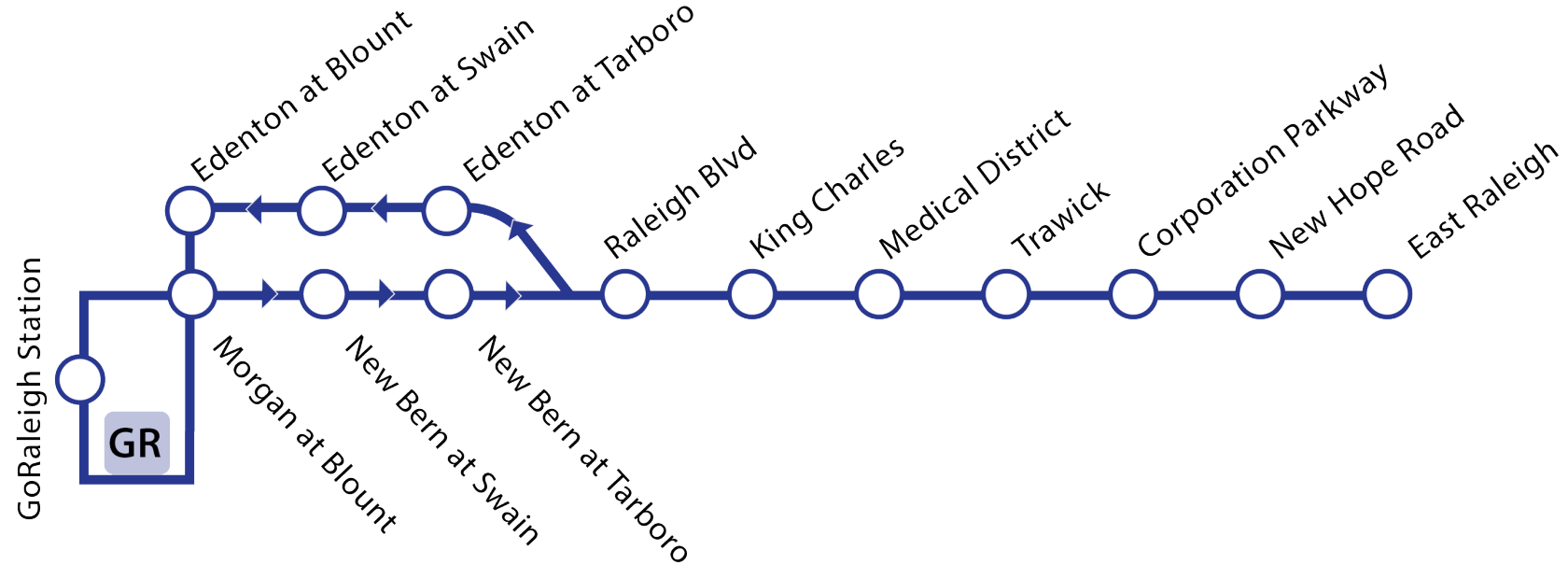
- BRT to operate in dedicated lanes downtown
- BRT will operate in mixed traffic for two blocks:
  - Traveling south on Blount St, between Hargett & Martin
  - Traveling west on Martin St, between Blount and Wilmington



# Wake BRT: New Bern Avenue

## Station Locations and Names

- Important that names are clear and concise
- Differentiate between paired stations on Edenton and New Bern



# Wake BRT: New Bern Avenue

## Understory Trees



Dogwood



Redbud

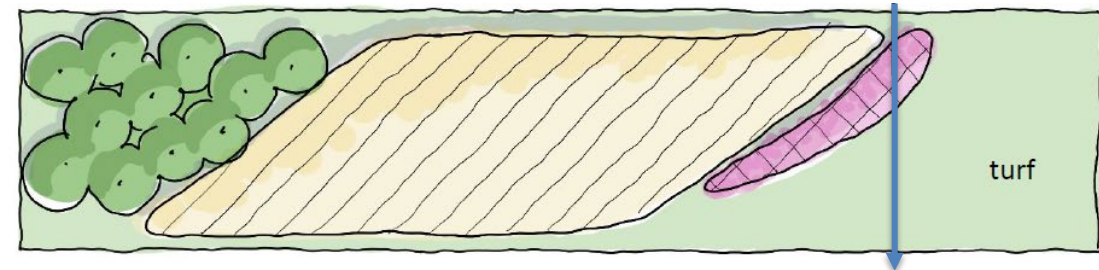


Crepe Myrtle

## Landscaping

- Landscaping plans for the entire corridor are being developed
- Plant palettes for New Bern identify types of plants being considered for medians and other plantings

## Enhanced Plantings: Perennials



Purple Coneflower



Black-Eyed Susan



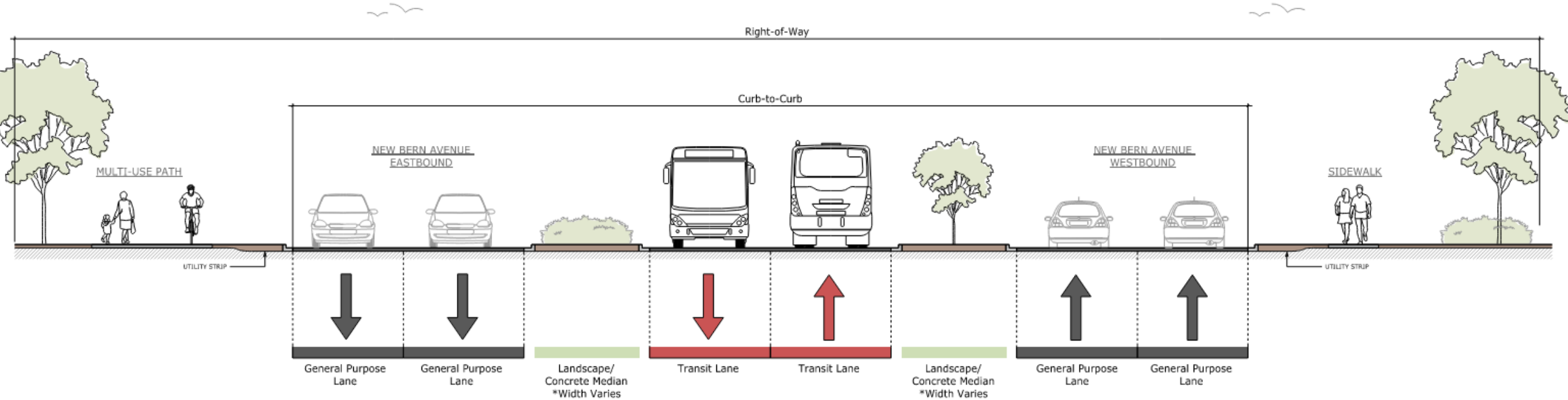
Blazing Star



Southern Blue Flag Iris

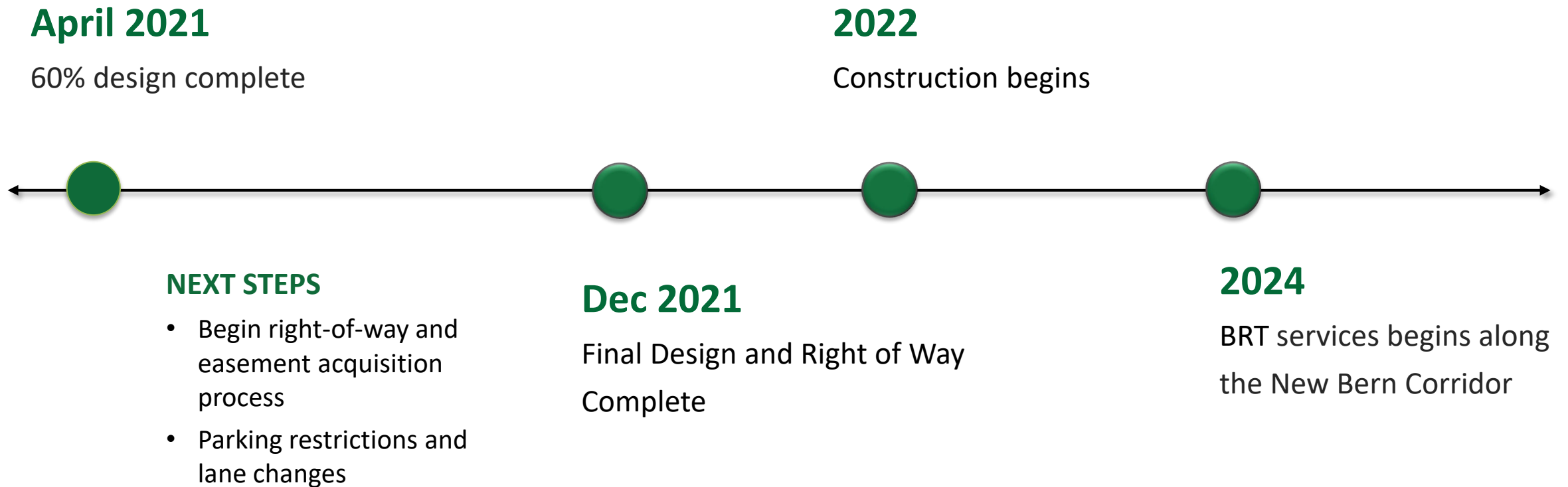


# Wake BRT: New Bern Ave BRT Runningway



**WAKE BRT: NEW BERN AVENUE**  
MEDIAN RUNNING TRANSITWAY

# Wake BRT: New Bern Avenue



*NOTE: Schedule will be updated at key milestones and is subject to change. Construction and BRT service is contingent on Federal funding approval*

# Wake BRT: New Bern Avenue

## Future Construction Activities – 2022

- Utility relocations
- Converting median to dedicated bus lanes
- Station construction
- Multi-use bicycle and pedestrian path
- Traffic signals and signage
- Water and sewer main upgrades



Example of construction activities



# Wake BRT: New Bern Avenue

## Next Steps

- Begin right-of-way and easement acquisition process
- Real estate staking to start along the corridor
- Some parking restrictions and travel lane changes will occur before and during construction
- Dec 2021 - City of Raleigh Real Estate team to begin reaching out to property owners along the corridor
- Jan 2022 – City of Raleigh to hold third round of business outreach meetings



Example of real estate flagging

# Wake BRT Station Design

*Luke Volkmar, AIA, CDT, LEED*

*Neighboring Concepts*



# Wake BRT Station Design

## Fall 2020

Peer Review and Station  
Design Visual Preference  
Survey

## Spring 2021

Advance Design Concepts &  
Survey #2

## Fall 2020 – Spring 2021

3 Workshops with Municipal Partners  
and Project Management Team

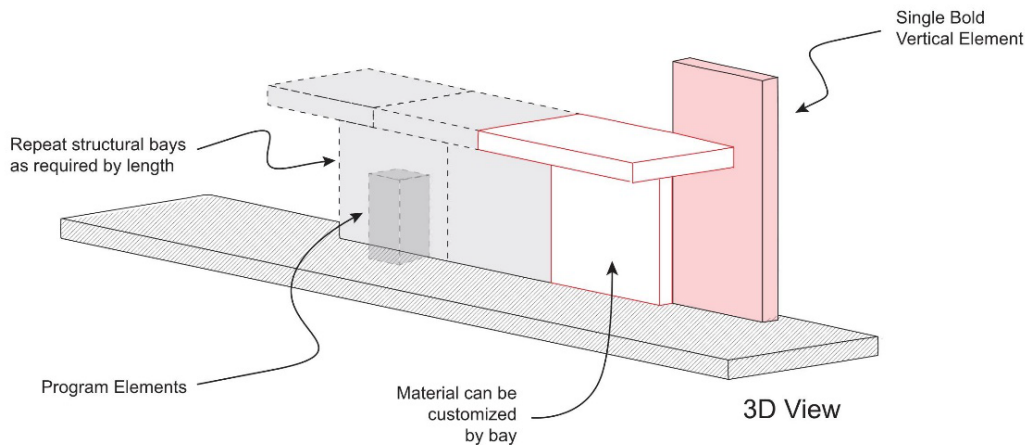
## Summer 2021

Final Station Design



# Station Design

## Core Goals and Values



1

### UNIFORMITY

Some elements of stations to be the same for uniformity, but provide an opportunity for some unique elements

2

### SCALE

Design should be able to scale up/down depending on context

3

### EXISTING STYLE

BRT stations should fit into current transit style

4

### OPERATION & MAINTENANCE

Use materials easy to obtain or replace if needed

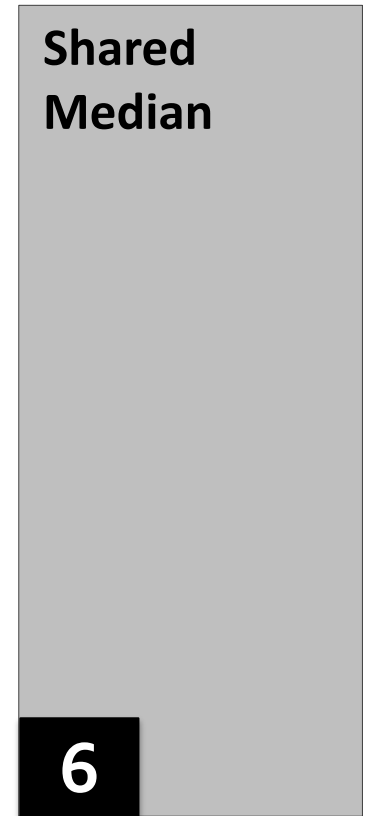
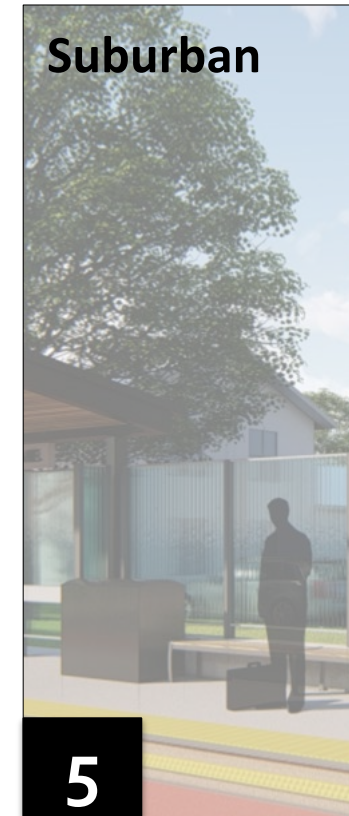
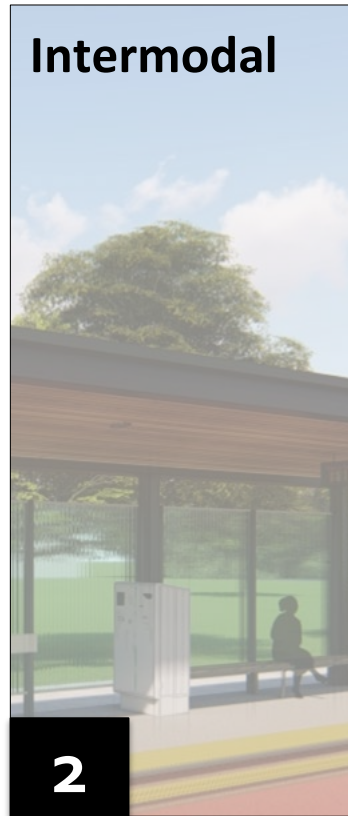
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### COST

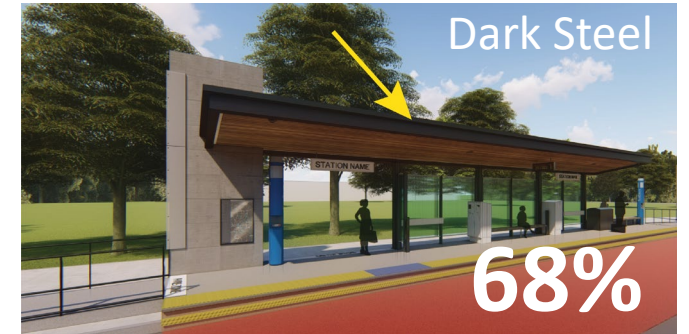
Design should be fiscally responsible



# Wake BRT Station Typologies



# Station Design Spring VOH Feedback





# Station Amenities



*Conceptual rendering of  
Wake BRT Suburban  
Station Typology*

- Seating
- Weather protection
- ADA accessible boarding
- Digital signage
- Trash & recycling
- Real time arrival information
- Off – board ticketing
- Emergency phone
- Art integration
- USB Outlets for Charging





*Conceptual rendering  
of Wake BRT Urban  
Core Station Typology*





*Conceptual rendering of  
Wake BRT Intermodal  
Station Typology*





*Conceptual rendering of  
Wake BRT Split Island  
Station Typology*





*Conceptual rendering of  
Wake BRT Peripheral  
Station Typology*



# Wake BRT Art Integration

*Meg Finnegan*

*City of Raleigh*

# Artist In Residence Overview

- In Fall 2020, Dare Coulter chosen as the Artist In Residence (AIR), to assist with art integration into the Wake BRT program
- Along New Bern Avenue – work with community to create conceptual ideas and inspiration
- On a System Level – working with design team to identify “blank canvases” for art integration
- To capture the shared history and experiences of the community for future artwork, public engagement was a large component of the residency



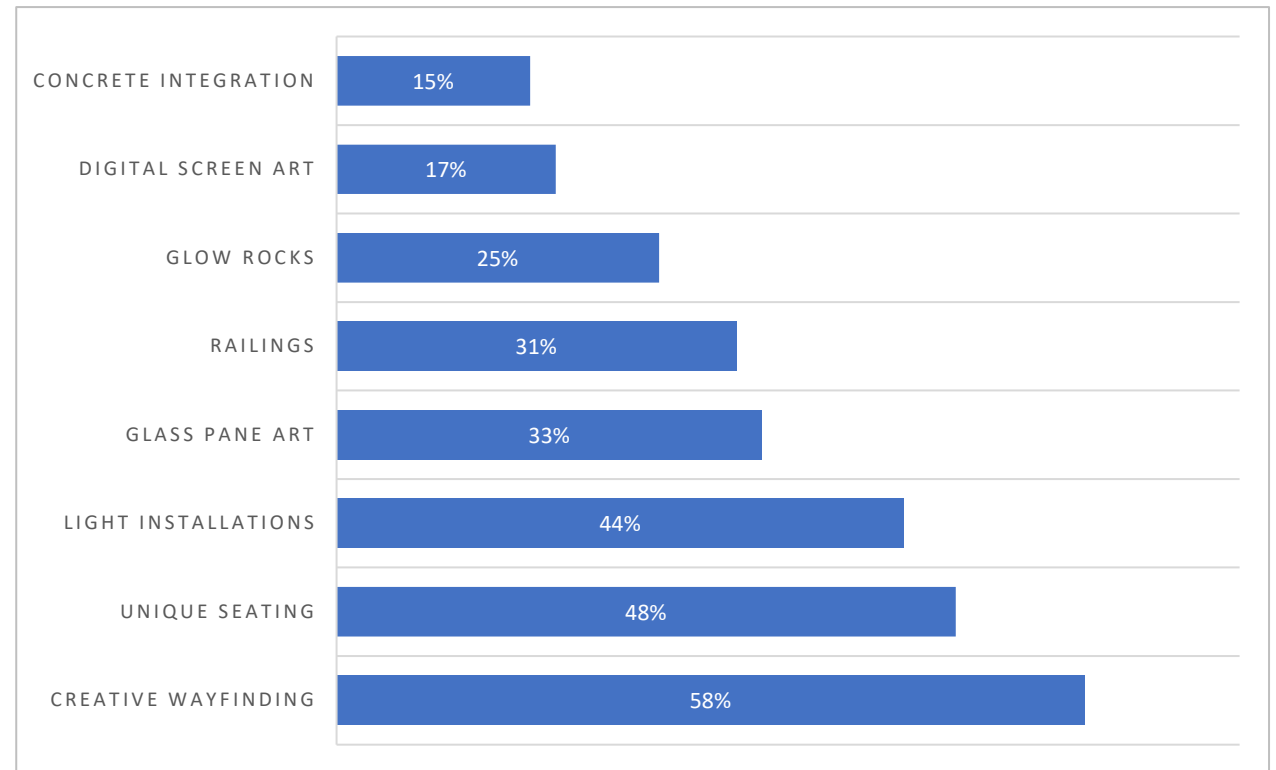


# AIR Public Engagement Recap

- Three (3) rounds of public engagement
  - Zoom meetings, community groups, in person events, surveys, two VOHs, handouts, targeted faith-based outreach, downtown businesses

**Spring VOH Survey Question:** Below is a sampling of art projects from across the country that show different types of art. Which examples excite you the most? Pick three.

*\*Over 280+ responses to this virtual survey question*



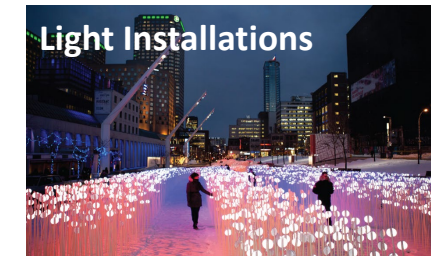
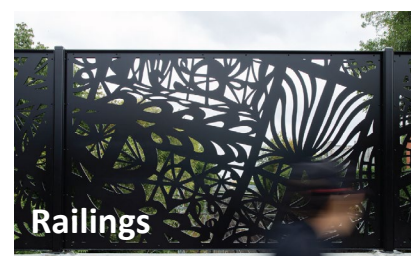
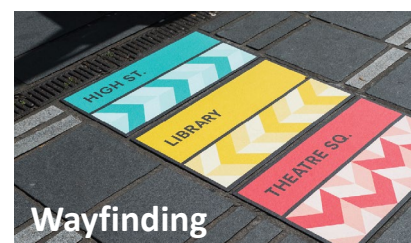
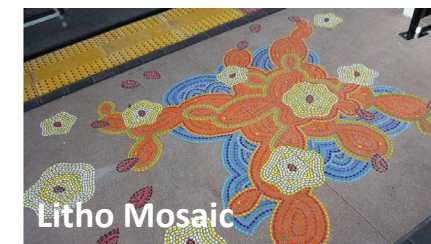
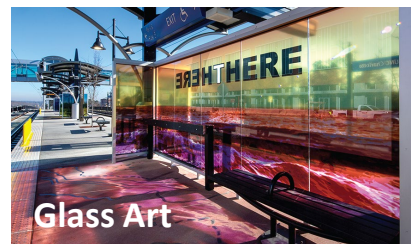
# AIR Final Report and Recommendations

- [Final Report & Recommendations](#) has been published
- Purpose of the document is to be a guide for art integration in the Wake BRT system, and be a starting point for future artists along the corridors
- On a system level, identifies 8 “blank canvases” within the BRT system where art can be integrated
  - Digital screens, multi-use paths, railings, sidewalks, station area & adjacent space, station platform and windscreens



# AIR Final Report and Recommendations

- Through extensive research, the report identifies 9 different types of art integration for consideration by future artists for all 4 BRT corridors
- Does not preclude different types of art from being considered in the future
- Factors in identifying art types:
  - Impact, longevity, maintenance, design constraints, cost and constructability





# AIR Final Report and Recommendations

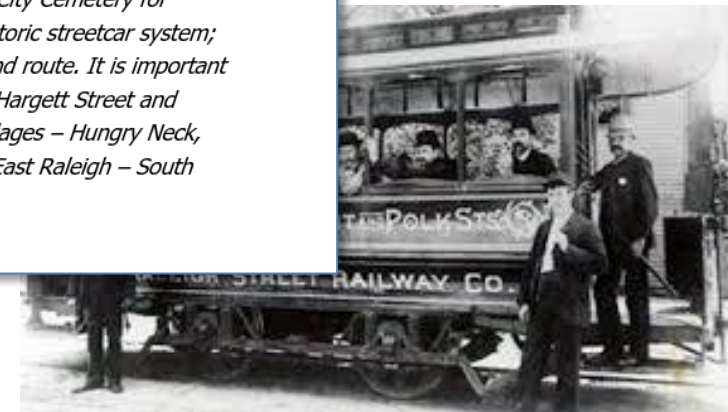
- On a corridor level, includes recommendations for concrete integration, artistic railings and glass art at stations along New Bern to preserve the history and legacy of the corridor
- Each station location is called out in the report, with recommendations on themes and types of art integration
- Possible historic references are identified, with research links included

## 3. **New Bern at Swain**

*Historical / Storytelling / Community Inspired / Wayfinding/ Fun & Play*  
Glass Art, Concrete Integration, [Railing](#)

With the multi-use path (MUP) running parallel to this station, this station has a larger than average concrete “canvas”. A large area of sandblasting could be very cool here, possibly even one filled with paint to add color. Another option would be light art installation, however that depends on available space. This station is also a potential location for green stormwater infrastructure. It is also worth noting that Swain Street is a direct connection to John Chavis Memorial Park, to the south of the station.

*Possible Historic References: Highly recommend inclusion of the City Cemetery for wayfinding. This stop is also located on the route of Raleigh’s historic streetcar system; the New Bern and Swain intersection was the end of the outbound route. It is important to note that the surrounding areas (between New Bern Avenue, Hargett Street and Lenoir Street) once housed a multitude of Raleigh’s freedman villages – Hungry Neck, Idlewild, Cotton Place, Old Fairgrounds and St. Petersburg. The East Raleigh – South Park Historic District is just south of the station, as well.*



# New Bern Avenue Artists

- In September, 3 artist calls were advertised for New Bern Avenue:
  - Concrete Integration RFQ – 1 artist responsible for designing and creating the wayfinding and concrete integrated artwork
  - Railing Artwork RFQ – 1 artist responsible for designing and creating metal railing artwork
  - Glass Art RFQ – 9 artists, each designing glass windscreens at 2 stations each
- In late October, selection panels reviewed submittals, interviewed artists and selected the following:

	Selected Artists
Concrete Integration	Johnny Lee Chapman III
Railing Artwork	David Wilson
Glass Art	Shawn Etheridge, Jane Cheek, Max Dowdle, Wendy Spitzer, Alberto Ortega, Leslie Bartlebaugh, Georges Le Chevallier, Kiara Sanders, Mayanthi Jayawardena



# Wake BRT Branding

*Cherie Gibson*

*HNTB*

# Wake BRT Branding Process

## Summer 2020

Research & Peer Review

Creation of Branding Technical Committee

## Spring 2021

Go+ Design Concepts &

Branding Survey #2

## Fall 2020 – Spring 2021

Branding Survey #1 &

Workshops with Municipal Partners

& Branding Technical Committee

## Summer - Fall 2021

Final Branding Design

Concepts

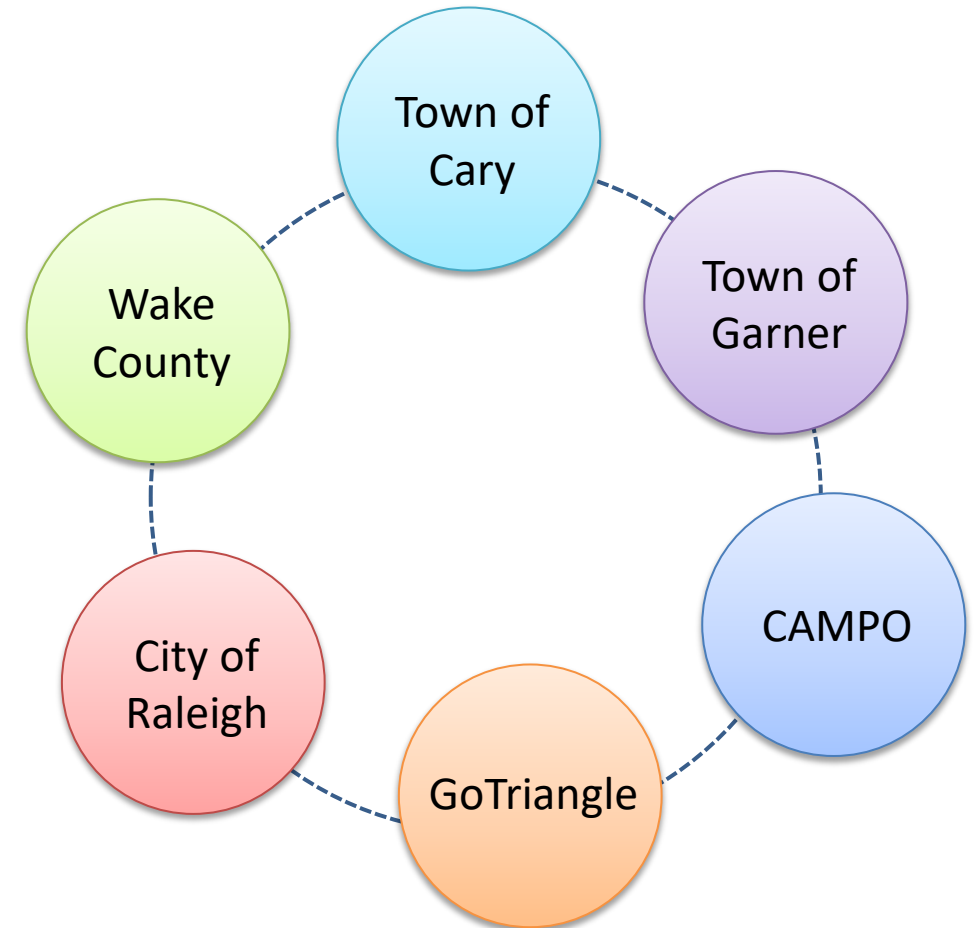




# Wake BRT Branding

## Branding Technical Committee

- Committee provided feedback on the branding process
- Members from City of Raleigh, Town of Cary, Town of Garner, Wake County, Capital Area MPO and GoTriangle
- Reviewed peer review report and helped inform initial branding concepts



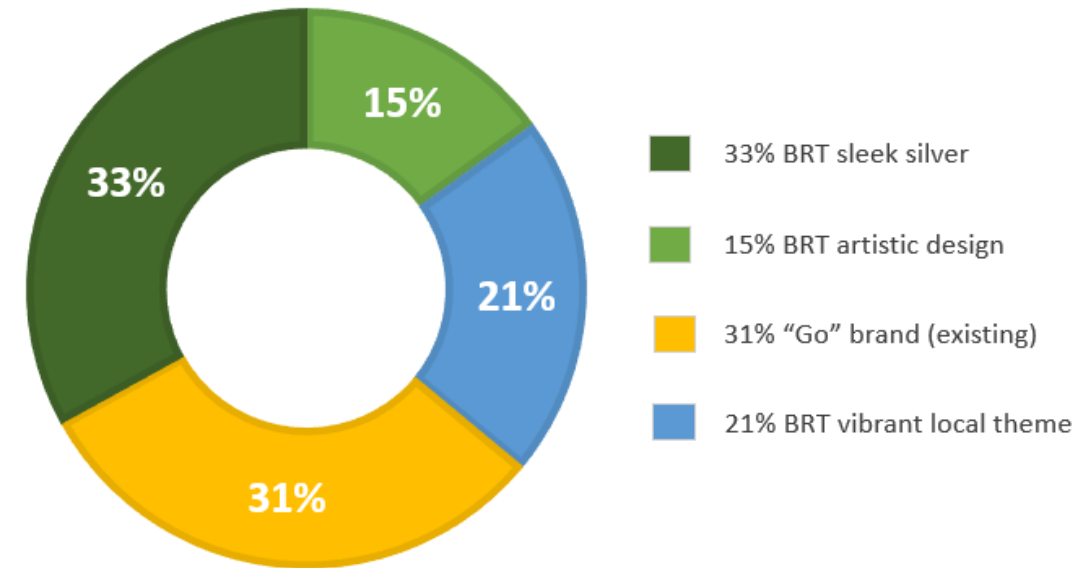
# Wake BRT Branding

## Public Feedback

- ✓ Fall 2020 Branding Survey – 500+ responses
- ✓ 3 Stakeholder Listening Sessions – 60+ participants
- ✓ Fall 2020 Virtual Open House
- ✓ 15+ Committee and Stakeholder updates

## Key Themes

- Support to integrate with existing “Go” Brand
- Develop a bold and inviting color palette



**Question #2** - Of these four options, which branded BRT style do you find most appealing?



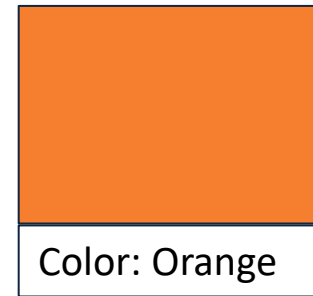
# Wake BRT Branding

## Concepts

- Refinement of concepts with Branding Technical Committee (Wake County, Town of Cary, Town of Garner, GoTriangle, CAMPO and City of Raleigh)
- Decision to pursue an extension of the “Go” brand
- Name (“Go Plus”) and color identified

## Spring VOH 2021 Public Feedback

- ✓ Spring 2021 Branding Survey – 400+ responses



Color: Orange



Chevron



Name



# Wrap Up & Discussion

## Additional Questions? Contact:

- Mila Vega, Wake BRT Program Manager at [mila.vega@raleighnc.gov](mailto:mila.vega@raleighnc.gov)
- Sean Driskill, P.E. Project Manager at [sean.driskill@raleighnc.gov](mailto:sean.driskill@raleighnc.gov)



# Thank You

*Stakeholder Committee*  
November 22, 2021

