

Transportation - Transit

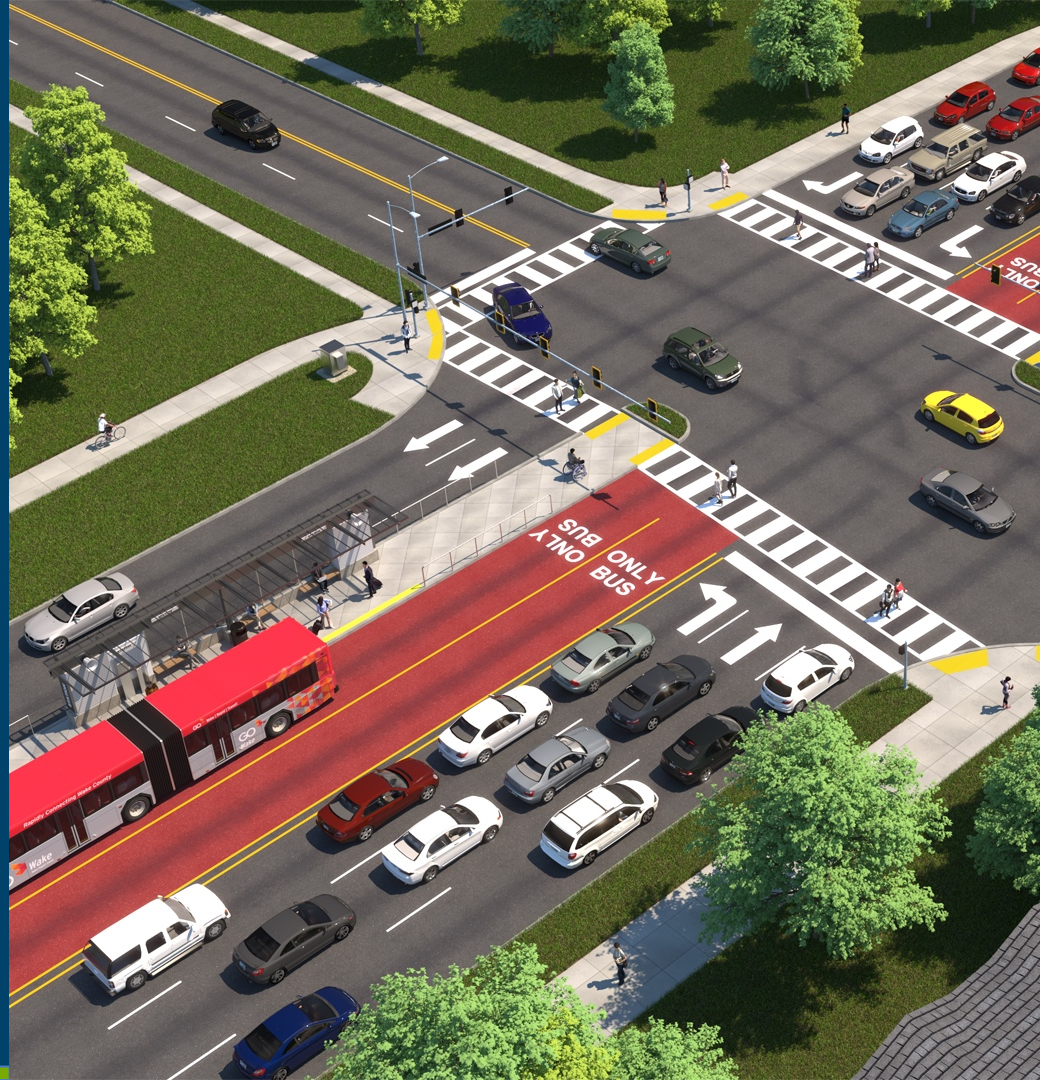
Wake Bus Rapid Transit Program Update

Stakeholder Committee

April 28, 2021



Raleigh



Agenda

- Wake BRT: New Bern Avenue
- New Bern Station Area Planning
- Wake BRT Station Design
- Wake BRT Branding
- Wake BRT: Western Corridor
- Wake BRT: Southern Corridor
- Public Engagement and Virtual Open House Overview

Wake BRT Program Overview

Northern Corridor

STATUS: Pre – Planning Complete

NEXT STEPS: Route Selection (2021)

Western Corridor

STATUS: Preliminary Design

NEXT STEPS: Anticipated Final Design (2023)

Anticipated Construction (2024)

Anticipated Service (2027)

New Bern Ave Corridor

STATUS: Advance Design

NEXT STEPS: Construction Start (2022)

Anticipated Service (2024)

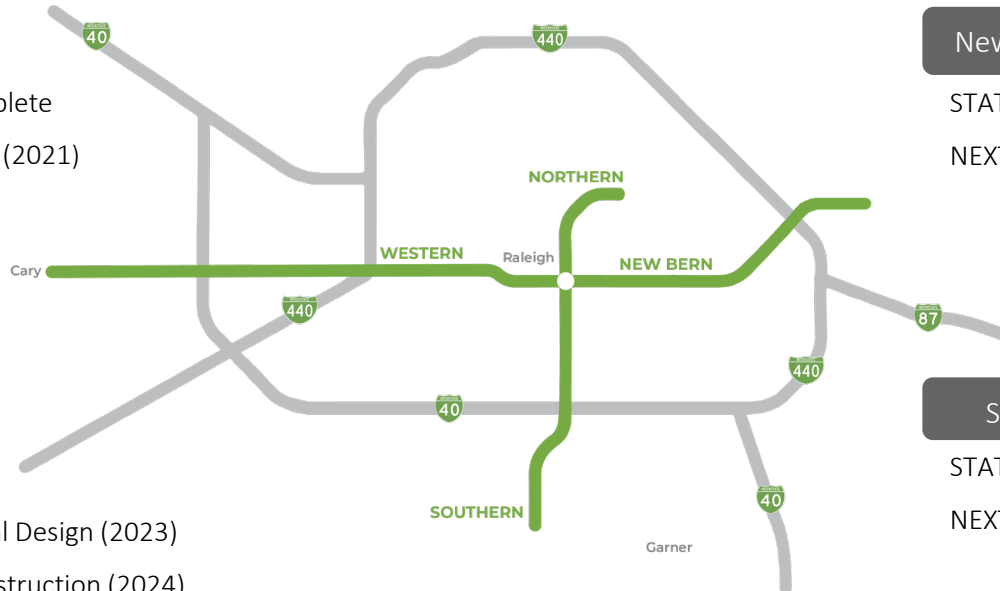
Southern Corridor

STATUS: Preliminary Design

NEXT STEPS: Anticipated Final Design (2024)

Anticipated Construction (2025)

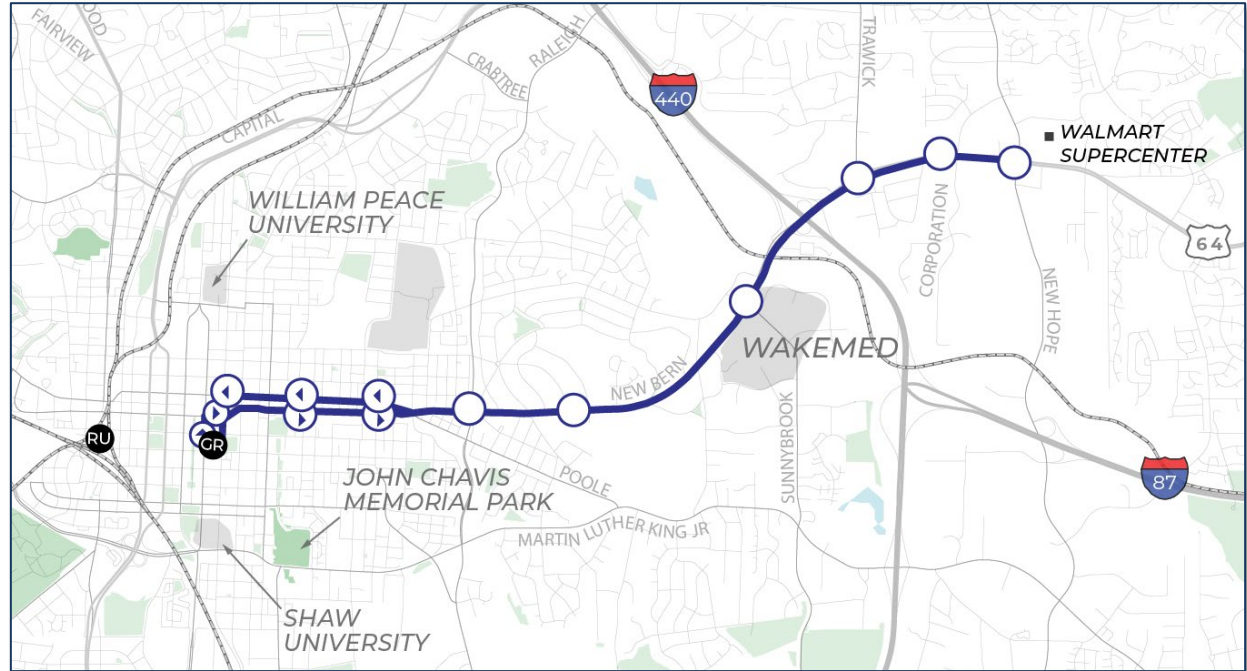
Anticipated Service (2027)



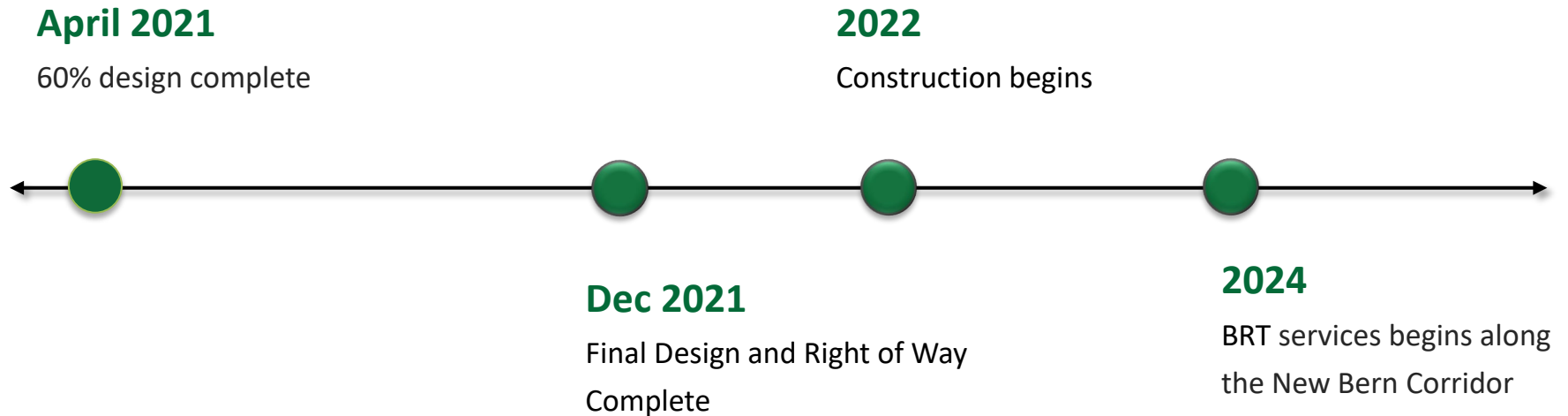
Wake BRT: New Bern Avenue

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



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

Station Area Planning

- Address land use, housing, and affordability in areas around stations
- Community conversation about needs and goals
- Ensure deep and meaningful public outreach and input
- Ensure pedestrian safety
- Consider regulatory changes and public investments that can meet community needs



Wake BRT Station Design

Five 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

5

COST

Design should be fiscally responsible

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

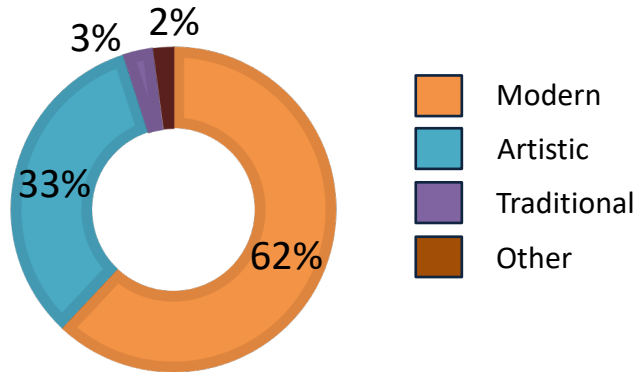
Final Station Design



Wake BRT Station Design

Fall 2020 Public Engagement – Station Design Survey

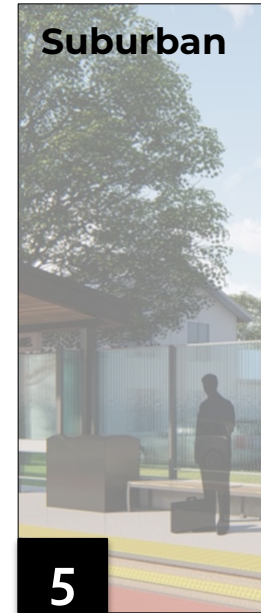
Question #1: Which form, shape and style of station is most appropriate for the Wake BRT system?



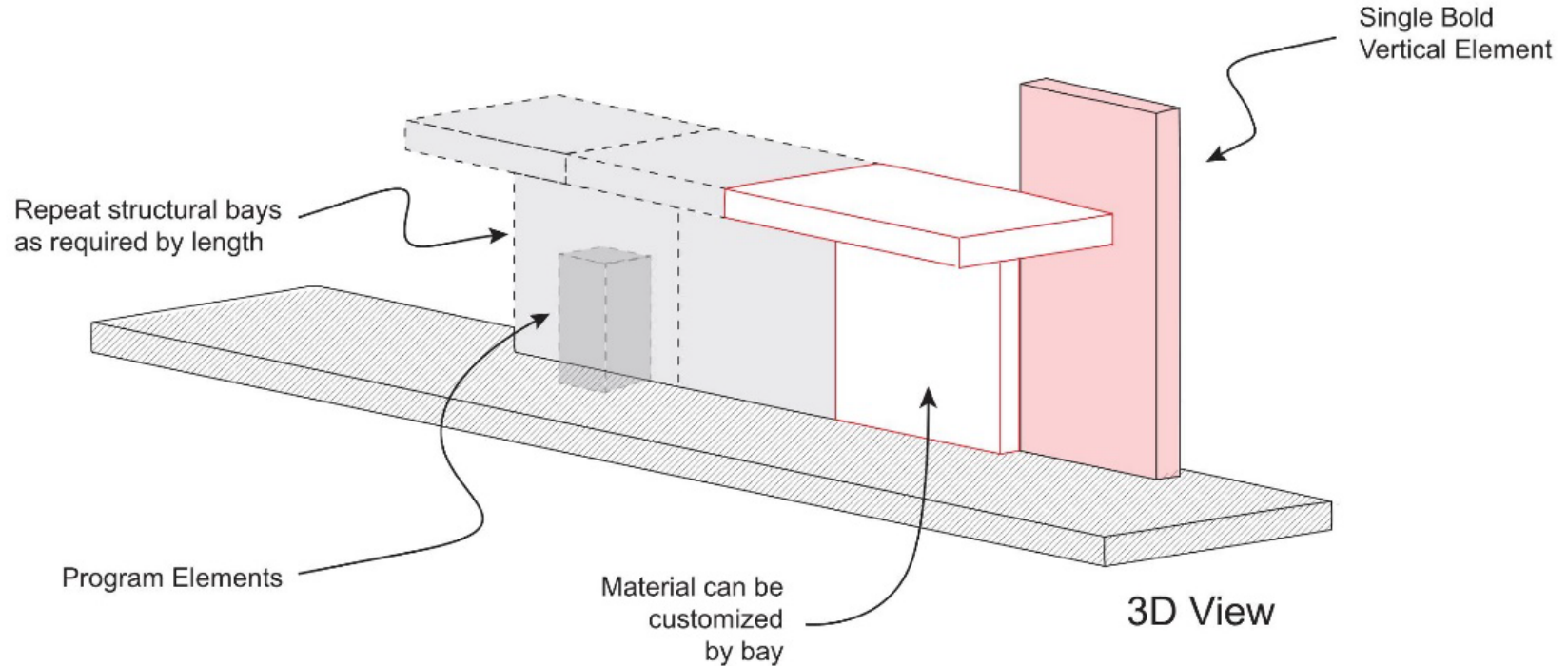
Emerging Themes

- Design with a modern form, shape and style
- Incorporate natural materials
- Functional design, yet unique and reflective of the area

Wake BRT Station Types



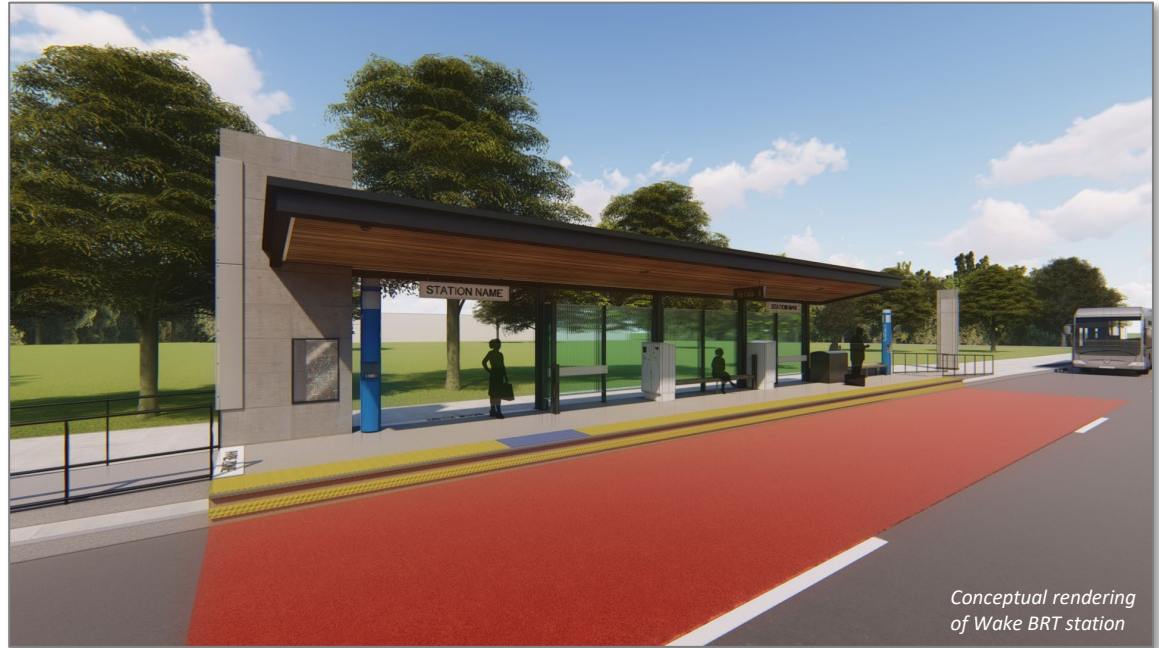
Wake BRT Conceptual Station Design



Wake BRT Station Design

Station Amenities

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



Wake BRT Station Design



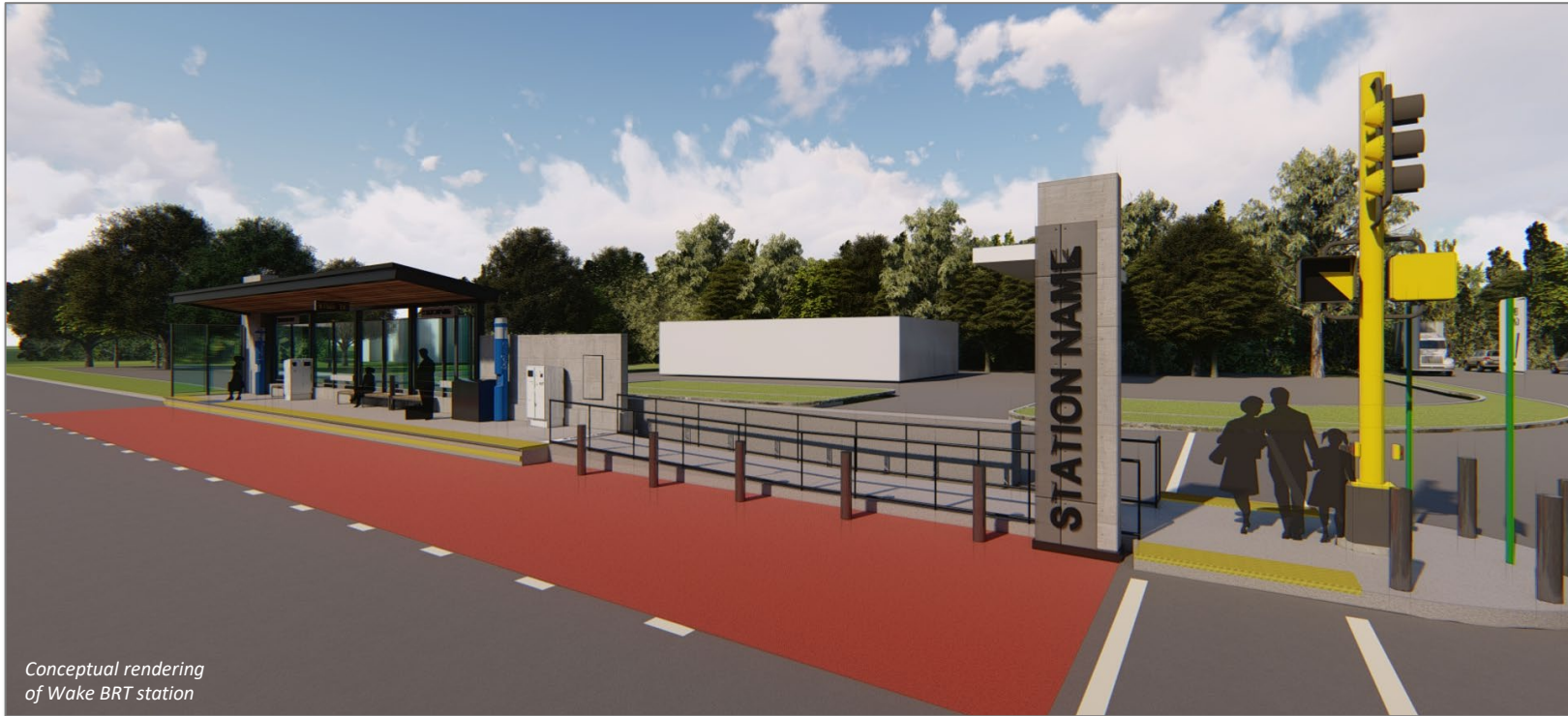
Conceptual rendering
of Wake BRT station

**Proposed
Design**

GoRaleigh
station on
Wilmington St

*Urban Core
Station Type –
RBAT
runningway*

Wake BRT Station Design



Conceptual rendering
of Wake BRT station

**Proposed
Design**

Longview
station

*Split Island
Station Type
– Median
Running
Transitway*

Wake BRT Station Design

Next Steps

- Gather public feedback on current design station
- Coordination of landscape, art, branding, and roadway design
- Develop station design standards for Wake BRT system



Wake BRT Station Design

Feedback Opportunity



Wake BRT: Artist In Residence

- Dare Coulter chosen as the Artist In Residence, 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



Example of Art in Transit from Charlotte, NC



Example of Art in Transit from Charlotte, NC

Next Steps:

- Gather feedback and input from residents & stakeholders on art ideas and themes for art
- Provide your feedback! Take any of the corridor surveys

Wake BRT Branding Process

Summer 2020

Research & Peer Review
Creation of Branding Technical Committee

Spring 2021

Current Design Concept &
Branding Survey #2

Fall 2020 – Spring 2021

Branding Survey #1 &
Workshops with Municipal Partners
& Branding Technical Committee

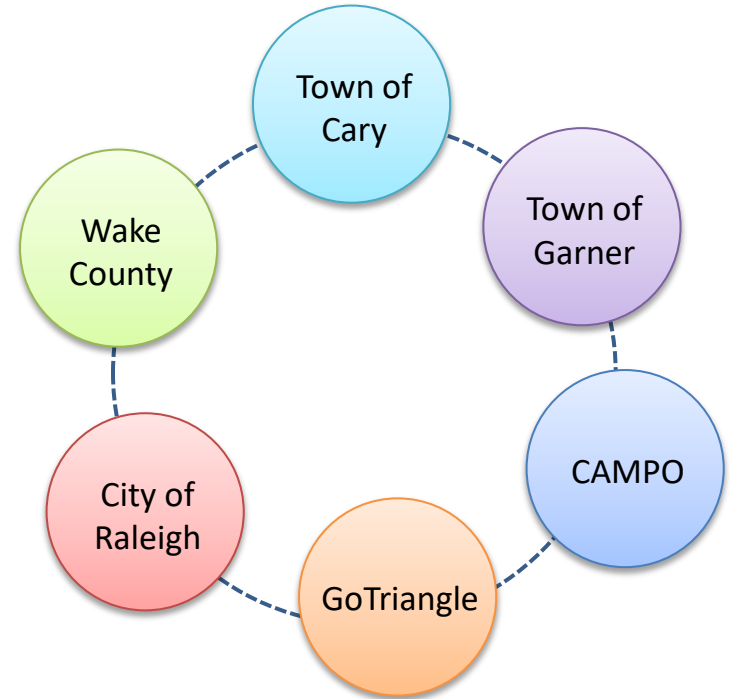
Summer 2021

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

Data Gathering & Public Feedback

- ✓ Completed Peer Review
- ✓ 3 Stakeholder Listening Session
- ✓ Branding Survey – Public and Stakeholders
- ✓ Data Collection & Analysis of Feedback



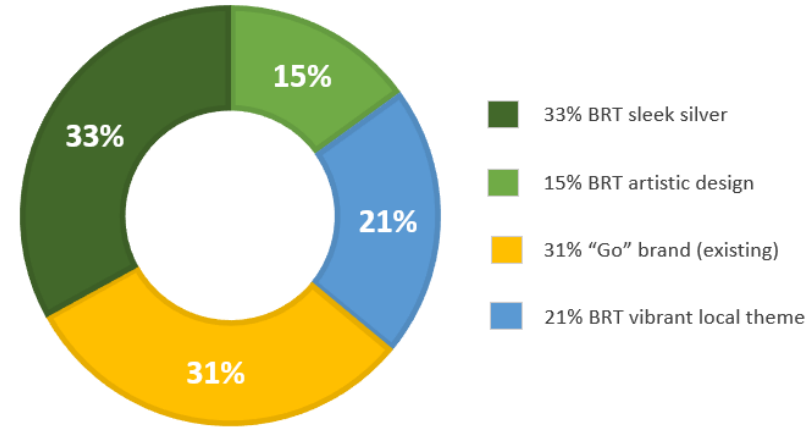
Wake BRT Branding

Public Feedback Survey

- ✓ 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

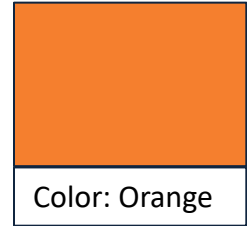


Question #2 - Of these four options, which branded BRT style do you find most appealing?

Wake BRT Branding

Concepts

- ✓ Create initial concepts
- ✓ Refinement process based on feedback from Town of Cary, Town of Garner and Branding Technical Committee
- ✓ Final summary report
- ✓ Decision to pursue an extension of the “Go” brand



Wake BRT Branding

Provide Your Feedback

- 6 potential designs for the logo element
- Answer survey questions and rank the designs

Next Steps

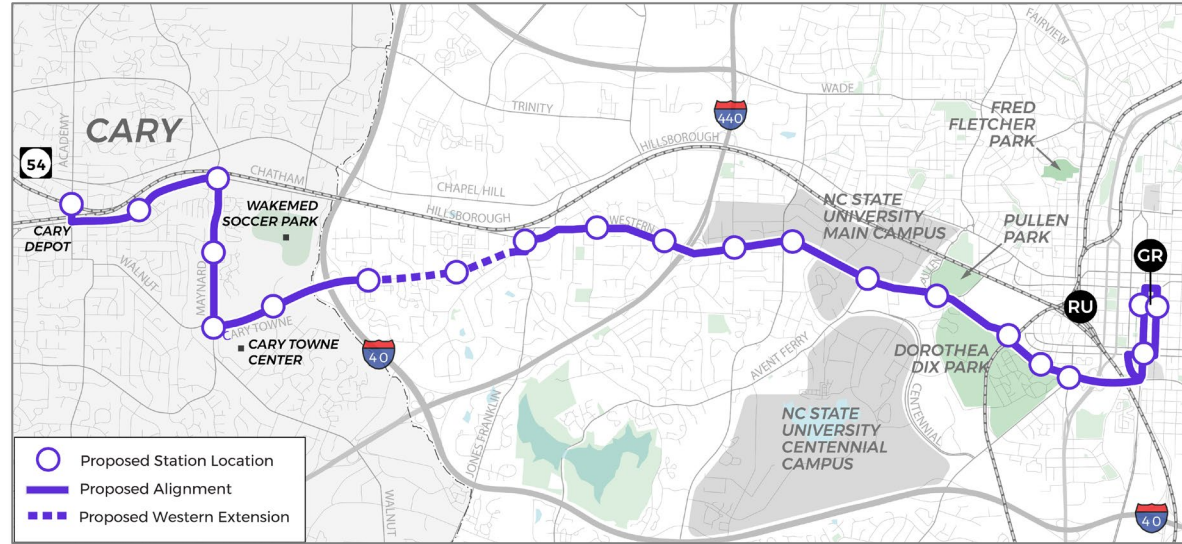
- Collect & analyze the public feedback
- Develop final brand recommendation
- Develop brand guidelines, that will include final logo, color palette and fonts.



Wake BRT: Western Corridor

Western Boulevard corridor
from Downtown Raleigh to
Downtown Cary

- Approximately 12 miles
- Dedicated bus lanes where feasible
- Weather-protected BRT stations
- Transit Signal Priority (TSP) at signalized intersections
- Western Boulevard Corridor Study final report – coming soon



Wake BRT: Western Corridor

2021

Finalize station locations, develop station footprints, refine BRT running way design, refine cost estimates

2024

Construction begins

2023

Complete final design/construction drawings for Western Corridor

2027

BRT services begins along the Western Corridor

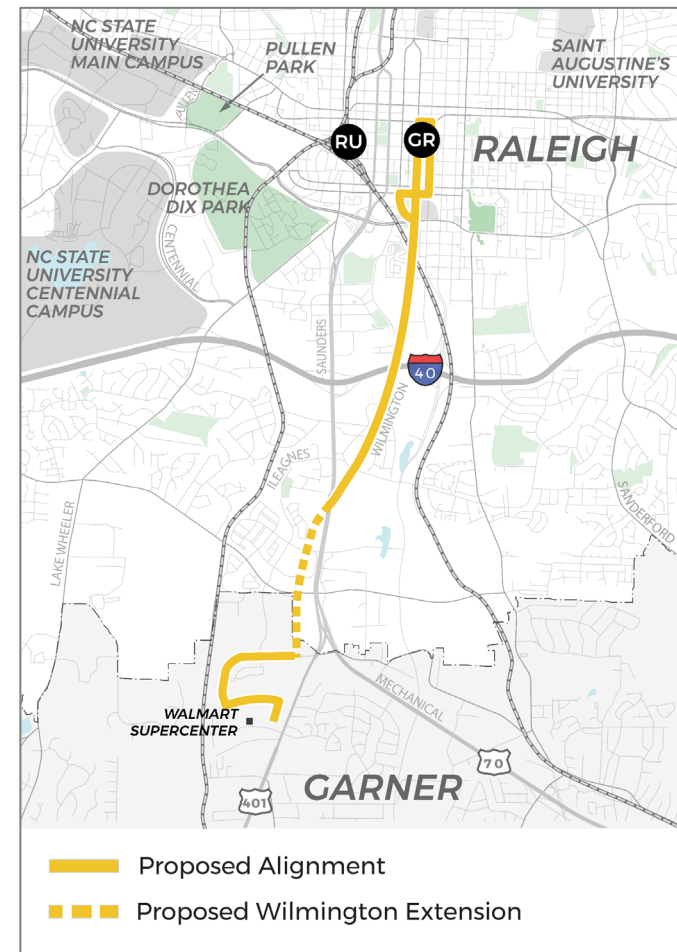
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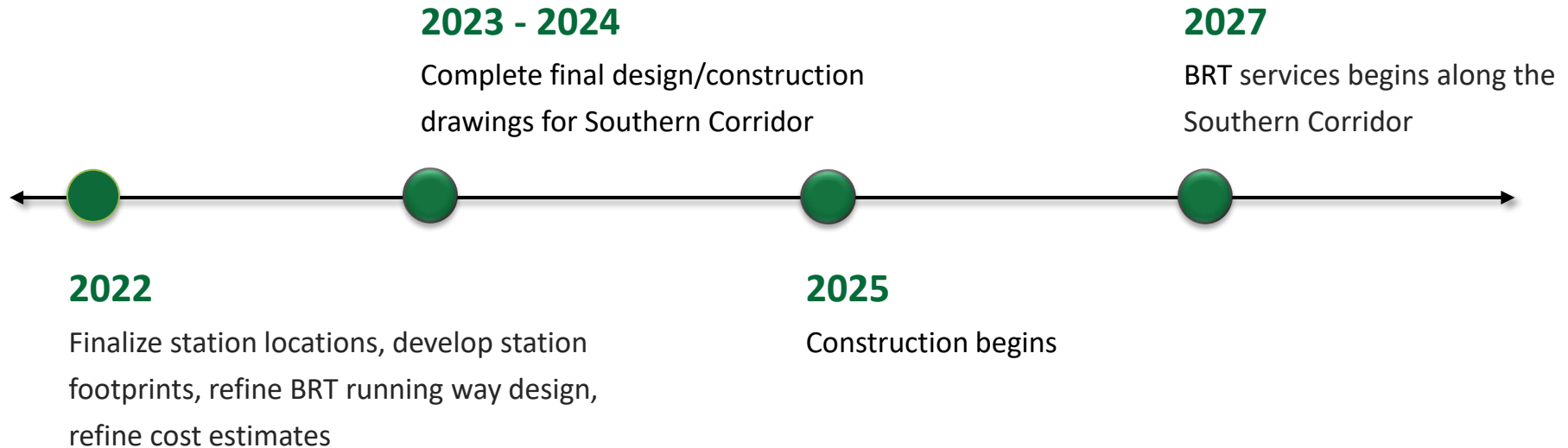
Wake BRT: Southern Corridor

Southern Corridor from downtown Raleigh to Purser Drive in Garner.

- Approximately 5 miles
- Dedicated bus lanes where feasible
- Weather-protected BRT stations
- Transit Signal Priority (TSP) at signalized intersections
- Locally Preferred Alternative (LPA) endorsed in April 2021 by Town of Garner Council and Raleigh City Council



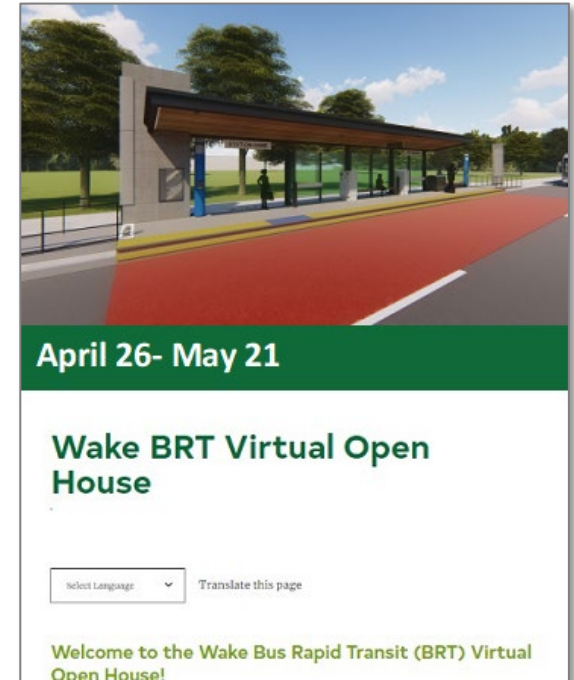
Wake BRT: Southern Corridor



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Wake BRT Virtual Open House

- Online webpage will provide an update on all thing's BRT through pre-recorded presentation videos
 - BRT corridors, Station Design, Branding, New Bern Station Area Planning, Western Blvd Corridor Study and Artist In Residence (AIR) program
- Site will be live from April 26-May 21
- 3 surveys will be live during the VOH
- Live Q&As for New Bern, Western and Southern
 - May 10th – Western
 - May 11th – New Bern
 - May 20th – Southern



Wake BRT Open House Spring 2021

Promotional Efforts

- 30,000+ postcards to be mailed early April, including to condos and apartment units
- Thousands of contacts expected via email distribution lists
- Social media posts – Facebook, Instagram and Twitter accounts of GoRaleigh & partners
- Faith based and targeted community outreach
- Yard signs to be placed along corridors and downtown at GoRaleigh Station and Moore Square Park
- Presentations & updates to community groups


PLANNING AND DESIGN PHASE
Wake Bus Rapid Transit (BRT)

Wake BRT: Virtual Open House


Are you interested in learning about Wake Bus Rapid Transit (BRT)? Curious about the progress of each BRT corridor project?


Visit the Virtual Open House April 26 - May 21 to learn more and share your feedback on BRT. The open house will provide information on all current BRT projects and related planning studies.

To request printed or translated materials, please contact Mila Vega, Planning Supervisor, at mila.vega@raleighnc.gov

 **April 26 - May 21**
This is a virtual event hosted online.

Visit raleighnc.gov/BRT-open-house any time between April 26 and May 21 to learn more about BRT.

 **Raleigh**



raleighnc.gov/BRT



Wake BRT Virtual Open House

- Outreach to community groups, faith-based organizations and businesses along the BRT corridors – printed materials available
- Coordinated approach
 - With schools, Artist-in-Residence program and all active BRT project activities
- Non-virtual component
 - Polling boards to be placed along the corridors, for residents and transit users to provide feedback
 - Respond to survey questions using stickers provided



Example of polling board used in November 2020

Wake BRT Open House Spring 2021

Non-virtual Feedback Opportunity

Wake Bus Rapid Transit: Southern Corridor

Virtual Open House
April 26 - May 21, 2021



Scan the code for more info, or visit: raleighnc.gov/brt-open-house

Use the stickers to answer the questions below.

1 Which design would you prefer for Wake BRT?
Place a sticker in the box to select your favorite.



2 Place a sticker in the box showing the type of bicycle and pedestrian path or lane you are most likely to use.



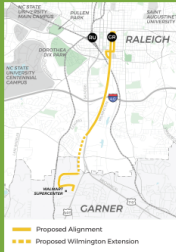
3 Use the stickers to mark on the map areas you are likely to travel to using Wake BRT. Western Corridor and other local transit routes.



ABOUT WAKE BRT

Wake Bus Rapid Transit (BRT) is a high-capacity transit system with fast, reliable and frequent service.

The Wake BRT: Southern Corridor is about 5 miles with dedicated lanes between downtown Raleigh and North South Station in Garner.



Have a question or comment?
Contact: Het Patel at
het.patel@raleighnc.gov

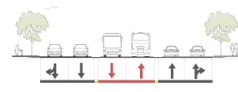
Attach handout here (will hang off the bottom of the board)

WHAT COULD BRT LOOK LIKE?

A key part of the preliminary design phase is developing options for the BRT lanes. Below are examples of what these lanes may look like.



Business Access and Transit Lane: a dedicated lane for transit that also allows other vehicles to access driveways.



Dedicated Lanes for BRT: a median or center lane separated from general traffic.



Mixed Traffic: BRT buses will operate in the general traffic lanes with other vehicles

Wake Bus Rapid Transit: Western Corridor

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April 26 - May 21, 2021



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Wake BRT Virtual Open House

City of Raleigh, NC › Wake BRT: Southern Corridor



Wake BRT: Southern Corridor

The Southern Corridor will connect downtown Raleigh and the North South Station in Garner. Help develop the Wake BRT: Southern Corridor project design by taking the brief survey below. This survey will be available from April 26 - May 31, 2021. For more information, including a short video and handout, or to sign-up for updates, visit www.raleighnc.gov/brt-open-house.

Southern Corridor

BRT Branding

BRT Station Design

Artist-in-Residence Program

Optional Demographics

Home Zip Code

Zip Code

Save

Work/school Zip Code

- Choose the corridor you are interested in
- Survey questions on branding, station design and art are the same for all three (3) online corridor surveys

Transportation - Transit

Thank you

April 28, 2021



Raleigh

