Wake Bus Rapid Transit Program Update

Stakeholder Committee
April 28, 2021
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

**April 2021**
60% design complete

**Dec 2021**
Final Design and Right of Way Complete

**2022**
Construction begins

**2024**
BRT services begins along the New Bern Corridor

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

1. Urban Core
2. Intermodal
3. Split Island
4. Peripheral
5. Suburban
6. Shared Median
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

Proposed Design

GoRaleigh station on Wilmington St

Urban Core Station Type – RBAT runningway
Wake BRT Station Design

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

Single Slope Canopy

Double Slope Canopy

Lighting Option 1

Lighting Option 2
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

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

**Fall 2020 – Spring 2021**
Branding Survey #1 &
Workshops with Municipal Partners
& Branding Technical Committee

**Spring 2021**
Current Design Concept &
Branding Survey #2

**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?

- 33% BRT sleek silver
- 15% BRT artistic design
- 31% “Go” brand (existing)
- 21% BRT vibrant local theme
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

2023
Complete final design/construction drawings for Western Corridor

2024
Construction begins

2027
BRT services begins along the Western Corridor

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: 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

2022
Finalize station locations, develop station footprints, refine BRT running way design, refine cost estimates

2023 - 2024
Complete final design/construction drawings for Southern Corridor

2025
Construction begins

2027
BRT services begins along the Southern Corridor

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 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
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
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

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.

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.

About Wake BRT

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

This Wake BRT: Western Corridor is approximately 12 miles with new dedicated bus lanes between downtown Raleigh and downtown Cary.

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 businesses.

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

Mixed Traffic: BRT lanes will operate in the general traffic lanes in the other lanes.

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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.

- 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
Thank you

April 28, 2021