

Raleigh Downtown **Transportation Plan**

VOLUME 4: PUBLIC OUTREACH

June 2019

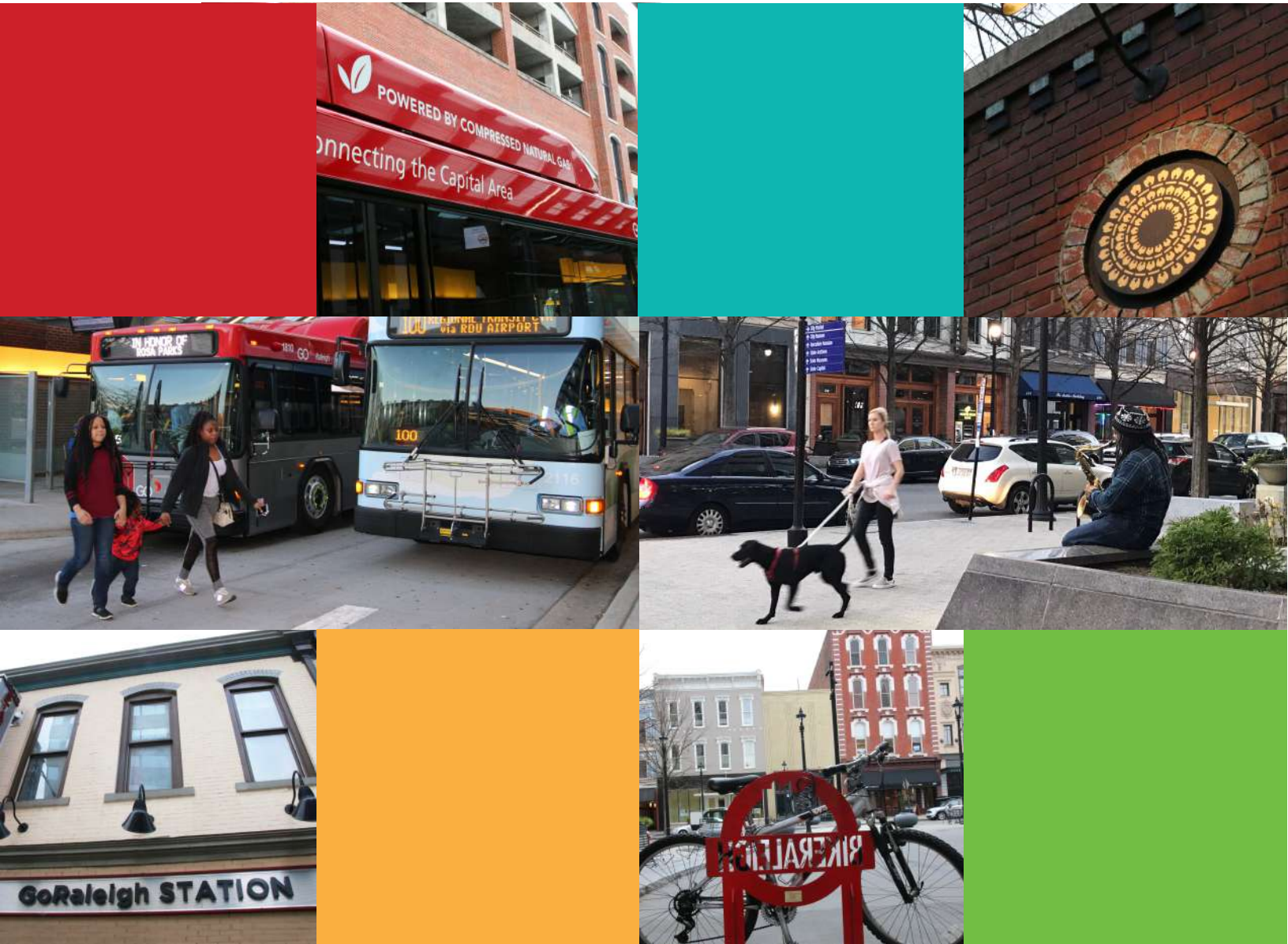
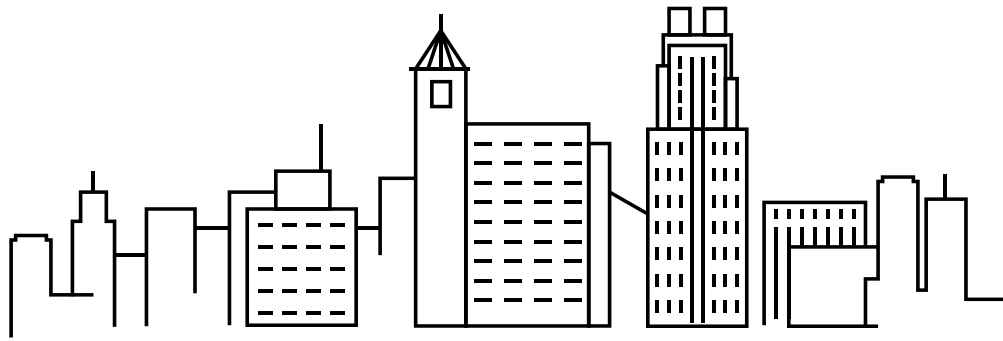




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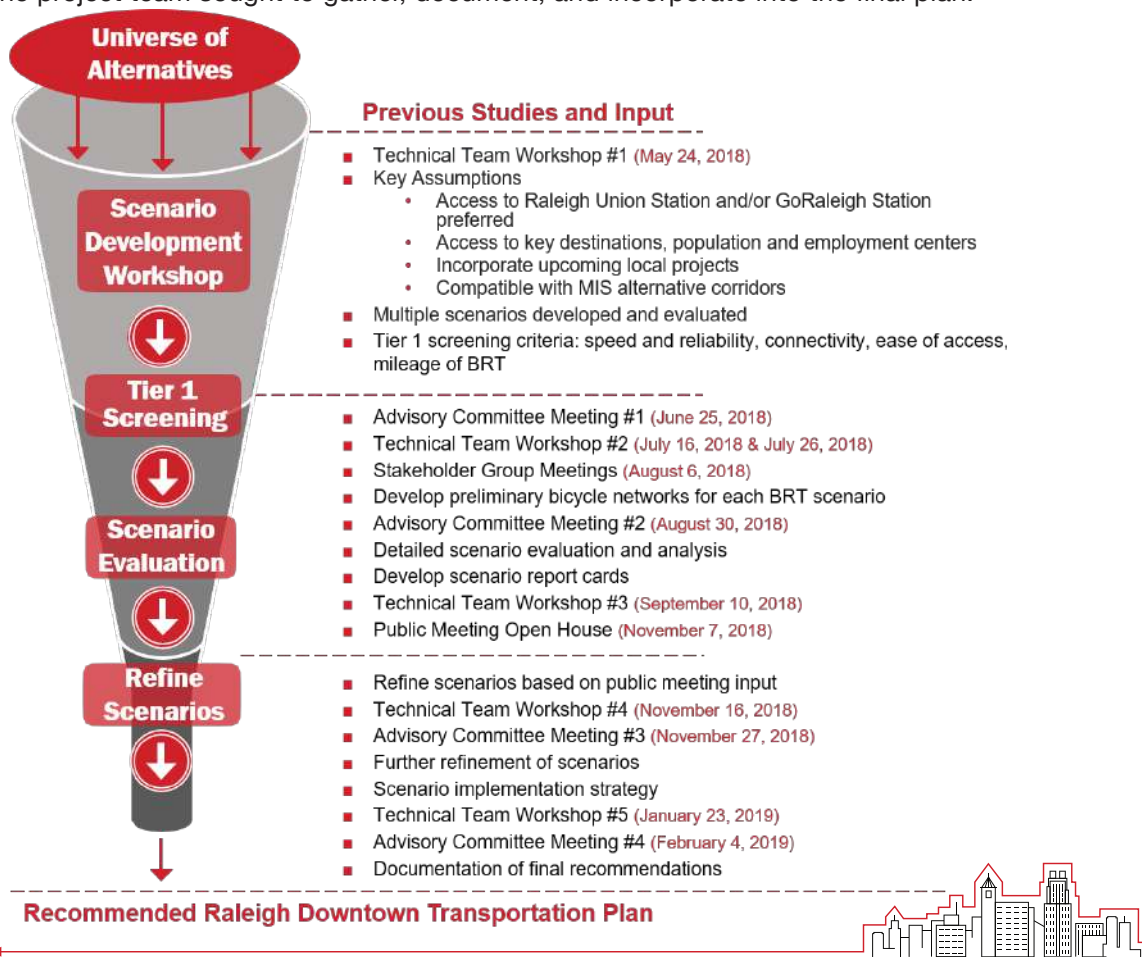
ONLINE SURVEY RESULTS

1.0 Outreach Introduction

The Raleigh Downtown Transportation Plan included many opportunities for stakeholder and public involvement that aimed to collect information that contributed in a meaningful way to the planning process. The engagement goals were:

- ▶ Educate and inform the public regarding the project scope, schedule, goals, trade-offs, findings, and recommendations.
- ▶ Provide a continuous communication strategy among project constituents on project philosophy and recommendations at key milestones.
- ▶ Identify and actively solicit input from stakeholder groups most affected by and interested in the proposed improvements and recommendations within the study area.
- ▶ Establish, educate, and empower stakeholders and community groups to provide input and guidance on significant decisions during the planning process.
- ▶ Create a forum where participant voices can be heard and considered throughout the planning process.

The outreach philosophy aimed to be a comprehensive approach that included a holistic approach toward public input into trade-offs and priorities, and was grounded in technical analysis. Many groups feel a sense of ownership in Downtown Raleigh. This includes business owners, employees, and patrons; long-time and new residents; local and out of town visitors; and students and educators. The socio-economic data indicates that Downtown is represented by a variety of income, race, and ethnic groups. Each group and each person has a different perspective and resulting priorities which the project team sought to gather, document, and incorporate into the final plan.





2.0 Project Groups

2.1 Core Team

The purpose of the Core Team was to manage the project and facilitate completion of the contract. It was comprised of the City of Raleigh staff. The Core Team directed and assisted the project team (Kimley-Horn and subconsultants) throughout the course of the project. Responsibilities of the Core Team included:

- ▶ Ongoing coordination with the project team
- ▶ Serving as single voice for client
- ▶ Providing guidance and authorization for next steps as needed
- ▶ Reviewing of all technical and outreach materials
- ▶ Compiling deliverable comments from Technical Team and provide unified comments to the project team

The Core Team met once every two weeks through the course of the study. The Core Team helped the project team to identify other key stakeholders to involve throughout the planning process, understand deficiencies and opportunities within the study area, and played a key role in the identification of scenarios based on knowledge of the trade-offs and agency procedures and standards.

2.2 Technical Team

The Technical Team served as the primary reviewing body of the deliverables prepared throughout the study. This team provided detailed feedback prior to material distribution to other stakeholders. The Technical Team included staff from the City of Raleigh, GoTriangle, CAMPO, NCDOT, and the Downtown Raleigh Alliance (DRA). The Technical Team members reviewed materials independently and met five times over the course of the planning process. All Technical Team comments on project deliverables were compiled by the Core Team and reconciled as necessary to provide the Project Team with unified comments for incorporation.

- ▶ Technical Team Meeting Kick-off – March 26, 2018
- ▶ Technical Team Meeting #1 – May 24, 2018
- ▶ Technical Team Meeting #2a – July 16, 2018
- ▶ Technical Team Meeting #2b – July 26, 2018
- ▶ Technical Team Meeting #3 – September 10, 2018
- ▶ Technical Team Meeting #4 – November 16, 2018
- ▶ Technical Team Meeting #5 – January 23, 2019

All meeting agendas and notes can be found in the Appendix.

2.2.1 Technical Team Members

The following individuals participated on the Technical Team.

NCDOT

- ▶ Joey Hopkins
- ▶ Richard Hancock

City of Raleigh

- ▶ Jef Niffenegger
- ▶ Roberta Fox
- ▶ Eric Lamb
- ▶ Paul Kallam
- ▶ Michael Moore
- ▶ John Tallmadge
- ▶ Kenneth Bowers
- ▶ Seneca Sok

- ▶ Jason Hardin

Downtown Raleigh Alliance

- ▶ Bill King
- ▶ Kris Larson

CAMPO

- ▶ Bret Martin
- ▶ Shelby Powell

GoTriangle

- ▶ Erik Landfried
- ▶ Jennifer Green
- ▶ Patrick McDonough

2.3 Advisory Committee

Advisory Committee participants were a part of a more extensive educational event to learn about trade-offs and study goals, provide feedback on outreach materials prior to public meetings, and provide input on decisions. The Advisory Committee met four times over the course of the planning process.

- ▶ Advisory Committee Meeting #1 – June 25, 2018
- ▶ Advisory Committee Meeting #2 – August 30, 2018
- ▶ Advisory Committee Meeting #3 – November 27, 2018
- ▶ Advisory Committee Meeting #4 – February 4, 2019

All meeting agendas and notes can be found in the Appendix.





2.3.1 Advisory Committee Members

The following individuals participated in the Advisory Committee.

- ▶ Joe Milazzo - Regional Transportation Alliance
- ▶ Karen Rindge — WakeUP Wake County
- ▶ John Kane — Developer
- ▶ Joe Whitehouse — Capital Area Ride for Safety (CARS) Live it Up! Hillsborough Street Board
- ▶ Leo Suarez — Downtown Living Advocates (DLA)
- ▶ Richard Hancock — North Carolina Department of Transportation (NCDOT)
- ▶ Jason Horne — Raleigh Transit Authority
- ▶ Dr. Ricky Scott — Mayor’s Committee for Persons with Disabilities
- ▶ Cody Stokes — Oaks and Spokes
- ▶ Dr. Keith Powell — Shaw University
- ▶ Jannet Barnes — African American Caucus
- ▶ Kris Larson — Downtown Raleigh Alliance
- ▶ Bill King — Downtown Raleigh Alliance
- ▶ Dr. Brian Ralph — William Peace University
- ▶ Susan Weiss — North Carolina Department of Administration
- ▶ Phillip Vereen — NCDOT Public Transportation
- ▶ Nicole Kreiser — Wake County
- ▶ Bret Martin — Capital Area Metropolitan Planning Organization

2.4 Stakeholder Groups

Stakeholders attended an initial meeting on August 6, 2018 to discuss background, vision, priorities, and trade-offs. Stakeholders were invited to attend the public workshops and view the alternative scenarios, talk with the core team, and share thoughts on each alternative. A full list of stakeholders who participated including a meeting summary are included in the Appendix.

3.0 Public Workshops and Survey

Gathering input from the public throughout the planning process is critical to understanding local needs and ensuring the public is well-informed of the planning process. Two public workshops were held during the development of the Raleigh Downtown Transportation Plan.

3.1 Public Workshop #1 – November 7, 2018

The first public workshop was held on November 7, 2018 from 4 to 7 PM at the Raleigh Convention Center. The meetings was structured as an open house and aimed to introduce and provide education about multimodal transportation and bus rapid transit (BRT); introduce each of the four multimodal scenarios and their key attributes; and to gauge public opinion about the four multimodal scenarios. Comments collected at the public workshop are shared in the Appendix.

3.1.1 Public Meeting Open House Advertisements

Emails were sent to all Technical Team, Advisory Committee, and Stakeholder Group members inviting them to attend the public workshop.

Social Media Notices

GoRaleigh, DRA, and WakeUp Wake County shared public workshop information via their social media platforms and websites.

- ▶ WakeUP Wake County Twitter – October 23, 2018
- ▶ Downtown Raleigh Alliance Twitter – October 24, 2018
- ▶ Raleigh Moves Twitter – October 30, 2018
- ▶ GoRaleigh Facebook – October 31, 2018
- ▶ GoRaleigh Facebook – November 1, 2018
- ▶ GoRaleigh Facebook – November 2, 2018
- ▶ Downtown Raleigh Alliance Facebook – November 6, 2018
- ▶ WakeUP Wake County Twitter – November 6, 2018
- ▶ WakeUP Wake County Twitter – November 7, 2018
- ▶ Downtown Raleigh Alliance Twitter – November 7, 2018

Flyer Distribution

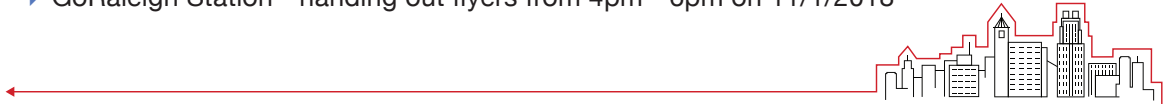
Flyers were distributed across downtown leading up to the public workshop. The comprehensive list is provided below.

GoRaleigh Travel Demand Management (TDM) distributed flyers at these events:

- ▶ Red Hat on 11/1
- ▶ Five Points on 11/5

Distributed by City of Raleigh at Wake Transit Bus Events:

- ▶ Southeast CAC at Worthdale Community Center on 10/29/18
- ▶ Barwell Community Center from 5 – 7 PM on 10/30/18
- ▶ Ralph Campbell Community Center in Apollo Heights 2-4 PM on 11/1/18
- ▶ GoRaleigh Station - handing out flyers from 4pm - 6pm on 11/1/2018





Flyers distributed at the following locations the week of 10/22 and 10/29/2018:

- ▶ 42 & Lawrence
- ▶ Apex Outfitter
- ▶ Arrow
- ▶ Art of Style
- ▶ Beasley's
- ▶ Bida Manda
- ▶ Bishop's Cut & Color
- ▶ Bittersweet
- ▶ Brewery Bhavana
- ▶ Briggs Hardware
- ▶ Caffe Luna
- ▶ Campbell University
- ▶ Centro
- ▶ Chuck's
- ▶ City Market Barber
- ▶ Clyde Cooper's BBQ
- ▶ DGX Raleigh
- ▶ Downtown Express Library
- ▶ El Rodeo
- ▶ Father & Son
- ▶ Gravy
- ▶ Growler USA
- ▶ Hannah Stop & Shop
- ▶ Heirloom Coffee
- ▶ House of Swank
- ▶ Junction West
- ▶ Lucette Grace
- ▶ M&F Bank
- ▶ Manhattan Cafe
- ▶ Marbles Museum
- ▶ Mofu Shoppe
- ▶ Morgan Street Food Hall
- ▶ Morning Times
- ▶ NC Justice Department
- ▶ Neighbor to Neighbor
- ▶ Oak City Market
- ▶ Petale
- ▶ Pizza Times
- ▶ Poyner YMCA
- ▶ Raleigh Provisions
- ▶ Raleigh Raw
- ▶ Raleigh Times
- ▶ Raleigh Union Station
- ▶ Raleigh Wake Citizens Association
- ▶ Read with Me
- ▶ Reliable Loan Pawn
- ▶ Short Walk Wines
- ▶ Sir Walter Apartments
- ▶ Sir Walter Coffee
- ▶ Sitti
- ▶ Starbucks Downtown
- ▶ Stitch
- ▶ Subway
- ▶ Tama Tea
- ▶ Taz's
- ▶ Tonbo Ramen
- ▶ Treat
- ▶ Trophy Brewing
- ▶ Turner Print Services
- ▶ UPS
- ▶ Woody's
- ▶ Zen Succulent

3.2 Online Survey

An online survey was made available to the public between November 7, 2018 and November 16, 2018. During this week, 458 individuals participated in the survey and left over 600 comments. The results of the online survey are available in the Appendix.

3.3 Public Workshop #2 — March 13, 2019

The second public workshop was held on March 13, 2019 from 4 to 7 PM at the Raleigh Convention Center. The meetings was structured as an open house and aimed to provide an overview of the feedback received to date, present the near-term, mid-term, and full build-out bus rapid transit network, share the full build-out bicycle network, and introduce the streetscape assessment. GoTriangle was also present at the workshop to provide information about the Wake Transit Plan, Major Investment Study, and Bus Plan. Participants could leave comments with the project team at the meeting as well as through an online portal. All comments left are shown in the Appendix.

3.3.1 Public Meeting Open House Advertisements

Emails were sent to all Technical Team, Advisory Committee, and Stakeholder Group members inviting them to attend the public workshop.

Social Media Notices

GoRaleigh, DRA, WakeUp Wake County, Regional Transit Alliance, and CAMPO shared public workshop information via their social media platforms and websites.

- ▶ GoForward Twitter — March 11, 2018
- ▶ GoRaleigh Twitter — March 12, 2018
- ▶ GoRaleigh Twitter — March 13, 2018
- ▶ DRA Twitter — March 4, 2019
- ▶ DRA Twitter — March 8, 2019
- ▶ DRA Twitter — March 11, 2019
- ▶ DRA Twitter — March 13, 2019
- ▶ CAMPO Twitter — March 4, 2019
- ▶ CAMPO Twitter — March 11, 2019
- ▶ Raleigh Convention Center Twitter — March 12, 2019
- ▶ RTA weekly email
- ▶ Raleigh Over Easy weekly email





Flyer Distribution

Flyers were distributed across downtown leading up to the public workshop. The comprehensive list is provided below. Flyers were also distributed at the WakeUp Wake County event on February 27th.

Flyers were distributed at the following locations the week of March 4th:

- ▶ B Good
- ▶ Beasley's
- ▶ Benny Capitale's
- ▶ Chuck's
- ▶ Clyde Coopers
- ▶ Crema
- ▶ CVS
- ▶ DGX
- ▶ Domino's
- ▶ Downtown Dental
- ▶ El Rodeo
- ▶ Firewok
- ▶ First Citizens Bank
- ▶ Gigi's
- ▶ Happy and Hale
- ▶ Jimmy John's
- ▶ Jimmy V's
- ▶ Living Kitchen
- ▶ Mofu Shoppe
- ▶ Oak City Meatball
- ▶ Plaza Cafe
- ▶ PNC Bank
- ▶ Poyner YMCA
- ▶ Raleigh Provisions
- ▶ Sir Walter Coffee
- ▶ Sono
- ▶ Starbucks Downtown
- ▶ Subway
- ▶ Tama Tea
- ▶ The Big Easy