

ATTACHMENT B FALL 2017 PUBLIC ENGAGEMENT OVERVIEW

Public Outreach Dates for Project Prioritization on Wake Transit Implementation Plan

October – November 2017

City of Raleigh

- **Wed, Oct 25 5:30-7:30 PM**
John Chavis Community Center, 505 Martin Luther King Jr Blvd, Raleigh, NC 27601
- **Thurs, Oct 26 5:30-7:30 PM**
Carolina Pines Community Center, 2305 Lake Wheeler Rd, Raleigh, NC 27603
- **Mon, Oct 30 5:30-7:30 PM**
Tarboro Road Community Center, 121 N Tarboro St, Raleigh, NC 27610
- **Thurs, Nov 2 5:30-7:30 PM**
Laurel Hills Community Center, 3808 Edwards Mill Rd, Raleigh, NC 27612
- **Thurs, Nov 9 5:30-7:30 PM**
Green Road Community Center, 4201 Green Rd, Raleigh, NC 27604

Town of Cary

- **Tues, Nov 14 5:30-7:30 PM**
Cary Senior Center, 120 Maury Odell Pl, Cary, NC 27513
- **Thurs, Nov 16 1-3 PM**
Cary Arts Center, 101 Dry Ave, Cary, NC 27511

Wake County

- **Wed, Nov 1 5:30-7:30 PM**
Wake County Northern Regional Center, 350 E. Holding Ave., Wake Forest NC 27587
- **Mon, Nov 6 5:30-7:30 PM**
Wake County Eastern Regional Center, 1002 Dogwood Dr, Zebulon, NC 27597
- **Wed, Nov 8 5:30-7:30 PM**
Wake County Southern Regional Center, 130 N. Judd Parkway NE, Fuquay-Varina NC 27526

Public Officials

- TPAC – **Sept 20**
- GoTriangle Planning & Legislative – **Nov 15 2:30pm**
- CAMPO Executive Board – **Oct 25th 4pm**
- Wake County Commissioners – To be determined
- Raleigh City Council – To be determined. **Nov 7** regular meeting or **Nov 14** work session
- Raleigh Transit Authority – **Nov 9th**
- Cary Town Council – **Oct 24** Work Session. To be determined. Items due by Friday Oct 13.

Briefings

- Are there standing community meetings that the transit agencies participate in already during this outreach time?

Public Engagement Toolkit
Wake County Transit

Pop-up events

- State Fair towards the tail end of the event (21st/22nd weekend or weekday)
- Raleigh Innovation Summit – Nov 9th 1pm-7pm at Raleigh Convention Center
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Interviews

WAKE COUNTY TRANSIT PLAN

Public Engagement: October 25 – November 16, 2017

Public Meeting Check List

MEETING PREPARATION

Resources, Materials and Information

Materials	Responsible Party (designated firm will bring materials to meeting)
Sign-in Sheets	VHB
Directional Signs	NN producing, VHB printing
10 iPads/Tablets (loaded with presentation and survey)	GoTriangle
Boards (8 total, 1 copy each) <ul style="list-style-type: none"> ○ 4 boards, one each for the “Four Big Moves” ○ Wake County Map ○ Project Timeline ○ Bus Rapid Transit ○ Commuter Rail 	NN producing, VHB printing
Handouts <ul style="list-style-type: none"> ○ Survey (English & Spanish) ○ Fact Sheet (English & Spanish) 	VHB will bring to meeting
GoTriangle marketing/educational material	GoTriangle
Name Tags	NN provide list of names, VHB printing
Projector/Computer (main presentation)	Lead Agency
Easels (8)	VHB
Pens/Post-Its	VHB
Survey Return box	VHB

** Meeting set-up should be complete at least 30 minutes prior to advertised start time (i.e., 5:00 pm for the 5:30 – 7:30 meetings, 12:30 pm for the 1:00 – 3:00 meetings).

AT MEETING

Meeting Objectives:

- Thank people for voting for Wake Transit
- Remind them what they voted for and make sure they know work has started already
- Ask them for input on what should happen next (verbally and through survey)
- Tell them we want to stay in touch and what to expect next

Meeting Playbook:

- Each transit agency is responsible for setting up and facilitating their local meeting (see attached List of Meetings).
 - Each meeting should have a lead project team member identified prior to the start time for team questions/technology issues/facility logistics.
- While facilities may differ at each meeting location, the following common theme should be used:
 - Registration table with sign-in sheet – outside of main room, if possible. Staffed with project team member at all times.
 - No chairs necessary.
 - 1 large presentation looping throughout meeting, 1 person staffing presentation to address any questions/comments;
 - Several staff members with iPads available around the facility to discuss input with individual
 - Boards set-up around the room, with staff available to answer questions.

Talking Points (from GoTriangle):

- 1) Remind everyone of the need for improved transit to stay ahead of rapid growth, better connect our community, and create new opportunities. (Problem statement around the fact that as our population grows, so does congestion, that our current service does not run frequently enough or extend far enough yet to fully serve our entire community, and that recruiting and retaining a talented work force and more job opportunities requires a strong, interconnected transit network)
- 2) Remind people of the significant community investment Wake voters made in November 2016 in approving the referendum.
- 3) Remind people of what's in the plan:
 - a. Tripling existing bus service (adding more frequency and bringing more than half of Wake County homes and more than 80% of businesses within walking distance of a transit stop),
 - b. Commuter rail from Garner to Durham and 4 Bus Rapid Transit corridors that include priority lanes and signals to help keep those buses running on time.

- 4) Tell our community and elected officials how their investment is already at work with some GoCary, GoRaleigh and GoTriangle buses running more often as of this summer, including more frequent service to RDU International Airport.
- 5) Remind people this is just the beginning of a ten-year plan, and that we needed their continued feedback as we plan the next steps for their community investment in transit. Let them know right now that we're collecting more public input on which bus service changes would be most impactful in their communities.
- 6) Give people an example of the kinds of things we are looking at: Would you prefer to see the buses on our existing routes run more frequently and later in the evening or would you prefer to see bus service reach areas where is currently doesn't first?
- 7) Close with this is how you can provide your feedback. Any Questions?

Things to Collect:

- Number of people who attended event and their home community (can be collected via sign in sheet)
- Please designate one person to collect key points heard during open house. Document findings with brief, bulleted list of key findings.

POST MEETING

VHB staff will collect the **sign in sheet**, use it to create a database of participants and send a scanned copy to NN and GoTriangle. This will serve as our official count of meeting attendees.

VHB staff will collect completed hard copies of the survey. VHB staff should be at all meetings, but if no one from VHB is at the meeting, please give the survey to GoTriangle staff.

Staff and project team members who are participating in the meeting should 1) touch base with the VHB staff person at the meeting and share some of the key findings; and 2) send an email to Bethany Whitaker (bwhitaker@nelsonnygaard.com) highlighting the main themes heard and collected at the public meeting.

Annotated Outline of Presentation:

Slide 1 - Introduction

- The Wake Transit Plan was approved by voters in November 2016
- The Wake Transit plan provides a vision for what transit will be in Wake County in 2027, but now decisions need to be made about how to get from here to there

Slide 2 – Wake County, Growth, and Transit

- High-quality public transportation can decrease roadway congestion, improve regional mobility, and increases access to jobs, schools, and medical centers.

Slide 3 – Community Investment in Transit

- New funding will help finance the \$2.3 billion required to build and operate the elements of this plan over the 10-year period
- Every \$1 invested in public transportation generates approximately \$4 in economic returns (Source: American Public Transportation Association)
- Home values perform 42 percent better on average if homes are located near public transportation with high frequency service.

Slide 4 – “Four Big Moves” of the Wake Transit Plan

- The four “Big Moves” are the central components of the Wake Transit Plan
- Combined, the four “Big Moves” will enhance regional connectivity, establish transit connections between all Wake County’s communities, improve service frequency, and provide greater access to transit for all Wake County residents.

Slide 5 – Build Regional Connections

- Improve regional mobility by establishing high-quality and express transit connections between colleges, downtowns, and employment centers

Slide 6 – Connect to All Communities

- Will establish new or improved transit services to all 12 towns in Wake County
- First improvements funded by the Wake Transit Plan implemented in August 2017 (discussed in greater detail on Slide 11)

Slide 7 – Frequent Bus Service in Urban Areas

- Bus rapid transit infrastructure will include 20 miles of dedicated bus lanes on local roads so bus operators can bypass traffic and keep their routes on schedule in highly congested corridors of Wake County.
- The primary BRT corridors are Wilmington Street-Capital Boulevard, Chatham Street-Western Boulevard, and New Bern Avenue
- The 15-minute frequent bus network will expand from 17 miles today to 83 miles in 2027.

Slide 8 – More Access to Transit

- As a result of the Wake Transit Plan accessibility will be enhanced with a transit stop within walking distance of 54% of the homes and 80% of the jobs in Wake County.
- Increased bus service across Wake County for rural residents

Slide 9 – Wake Transit Plan Overview

- The Wake Transit Plan is a multi-agency effort: GoTriangle, GoRaleigh, and GoCary are coordinating and developing the implementation period over the plan's 10-year period

Slide 10 – Wake Transit Plan Overview Continued

- The plan includes high-quality BRT and commuter rail stations featuring covered shelters, seating, ticket vending machines, and real-time transit arrival information
- Every \$1 billion invested in public transit supports and creates more than 50,000 jobs

Slide 11 – Improvements Started August 2017

- The improvements implemented by GoRaleigh ranked high on their riders' list of top priorities from their rider survey in early 2016
- The overall theme of the improvements were to increase service frequency for all transit services and add more Sunday service on GoRaleigh and GoCary

Slide 12 – Help Us Shape the Next Steps

- Public engagement ongoing with public meetings scheduled from October 25 to November 16 in Raleigh, Cary, Fuquay-Varina, Wake Forest, and Zebulon,
- A second round of public engagement will be held in the spring of 2018
- The Multi-Year Bus Service Plan is expected to be adopted in the fall of 2018

Slide 13 – What are Your Priorities?

- Public input will help determine what types of improvements we invest in within the first three years
- These slides shows you some of the choices we want to explore with you. The decisions are not always easy but they help us understand how you want us to prioritize Wake Transit resources

Slide 14 – Help Shape Your Community Investment

- Give us your input through our survey online (waketransit.com) or complete the paper survey (available in English and Spanish)
- Follow plan updates on social media (Facebook, Twitter, etc.)

Slide 15 – Timeline for Future Public Outreach

- Time frame of Technical Work and Public Outreach through fall 2018

- 1) Develop the framework 2) Strengthen Wake County's transit network 3) Focus on local communities and services 4) Pulling it all together 5) Accelerate implementation

Slide 16 – Come to a public meeting to learn more and comment on the initial steps of the 10 year Wake Transit Plan

- Highlights the dates and locations of this round of public meetings

Slide 17 – Thank You!

For More Information:

Juan Carlos Erickson, GoTriangle

919-485-7569

jerickson@gotriangle.org

Ashley Hooper, GoTriangle

919-485-7522

ahooper@gotriangle.org

Candice Andre, VHB,

919-741-5346 (direct)

631-603-6402 (cell)

candre@vhb.com