



NorthEast Area Study

Community Engagement | April 2021



A summary document of community efforts and stakeholder outreach, both strategies conducted and their results, in southern Franklin County, as well as Northern and Eastern Wake County.

Capital Area Metropolitan Planning Organization

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PUBLIC
ENGAGEMENT **01**

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Introduction

Objective

The Northeast Area Study Update is a refreshed look at the findings and recommendations of the 2014 NEAS plan. Growth is constant, with young professionals and families continually moving to the Triangle Region in general, and the Northeast portion in particular. The communities of Bunn, Franklinton, Knightdale, Raleigh, Rolesville, Wake Forest, Wendell, Youngsville, and Zebulon have continued their participation in developing “one voice” across the region to plan for and guide future growth.

Through this planning process, citizens of each community as well as unincorporated portions of Wake and Franklin County were engaged in many different formats, with the goal of setting a unified vision for future land use and mobility.

While this was an update to the original NEAS, public engagement throughout the lifespan of the study was robust. During the first phase, community members shaped the vision and guiding principles for the study area, but also shared priorities like a focus on Complete Streets, conserving land and clustering density in already developed areas. During the second phase, community members responded to draft recommendations and offered feedback relating to priorities for implementation in the near-term, mid-term, and long-term.

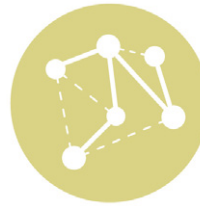
Guiding Principles

Synthesizing feedback into a set of Guiding Principles provided direction for the development of a cohesive, shared community vision. The Project Team identified strategies for growth that directly relate to this vision by integrating the following guiding principles:



MOBILITY CHOICE:

Everyone must have adequate transportation service, options, and safe infrastructure.



CONNECTIVITY:

Work with our leadership and the development community to support enhanced connectivity for street and trail networks.



ACCESS = OPPORTUNITY:

Convenient and efficient access to destinations of health and recreation as well as transport services will enhance individual opportunities for growth.



PRESERVING & ENHANCING OUR OPEN SPACE:

Protecting sensitive areas are critical to our community, and enhancing active/passive investment in our parks.



REDEFINING INFRASTRUCTURE:

We must be strategic to improve key corridors and enhance mobility through retrofitting existing infrastructure.



BALANCED COMMUNITIES:

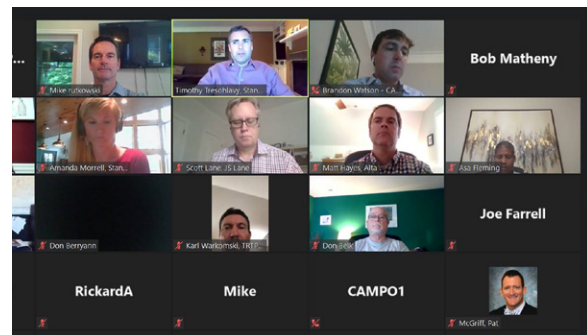
We strive to build our communities to balance live, work, and play. Placemaking and urban design will enhance opportunities for balance.

Interactive Presentations

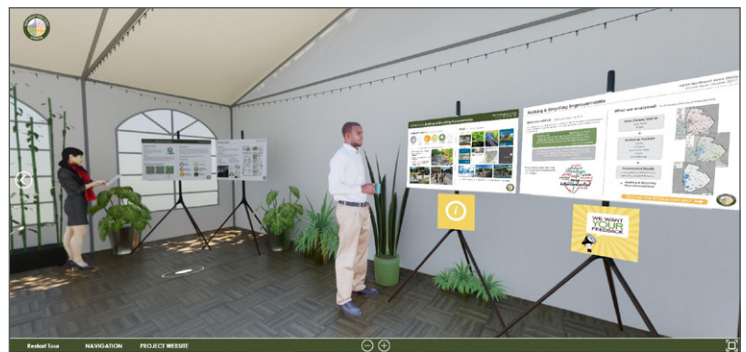
Impacts of COVID-19 Pandemic

During the development of the NEAS Update, our world, nation, and community were struck by the COVID-19 Pandemic, an unprecedented moment in history with profound implications on traditional means of public engagement. Due to the pandemic, our daily routines were immediately shifted. Stay-at-home orders, school and business closures, and working from home became the new normal for North Carolina residents. Social gatherings were restricted with limitations on types of events and attendance, or outright banned, in order to limit the spread of the coronavirus. Large public meetings, such as the project symposium and open house, as well as small gatherings, such as advisory committee meetings and stakeholder interviews, would need to find new formats in order to engage the public meaningfully in the planning process.

Like our community, the Project Team adjusted to the new normal and shifted traditionally in-person means of engagement within the virtual realm. Coupling new online capabilities, such as Zoom cloud meeting technology, with familiar methods of online engagement, such as interactive web mapping and surveys, virtual public engagement stepped up to meet the needs of this project during a challenging time. While these meetings were initially planned to meet in-person, the virtual format allowed us to reach a larger audience at their convenience.



Virtual Public Symposium



Virtual Open House

KEY TAKEAWAYS

The public collaborated with the Project Team and gave feedback on priorities, principles and objectives for the planning process.

60

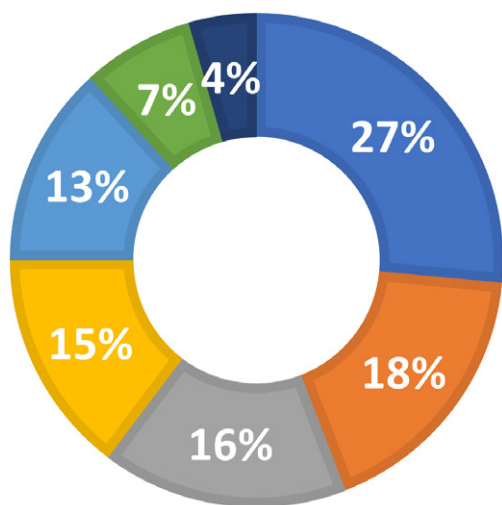
Attendees

80%

Preference for greenways & trails as a needed public space

90%

Preference to conserve additional open space



If we were to improve two things related to our road system in the NEAS, what would they be? (choose 2)

- Complete Streets
- Connectivity
- Congested corridors
- Crashes
- Upgrading old roads & infrastructure
- Appearance/Streetscape
- Improve the signals

Virtual Public Symposium

Tool

The first Public Symposium was held virtually via Zoom in early June 2020. To ensure the greatest public participation, two virtual symposium sessions were held: Tuesday, June 9 at 5:30 PM, and Saturday, June 13 at 10:00 AM. During these initial symposia, the Project Team communicated project purpose and goals, provided an overview of existing conditions, and laid out the process by which the study update would be conducted. Attendees had the opportunity to communicate directly with the Project Team during the symposium, both at designated times and in a moderated chat box where Project Team members could respond directly or raise the question to the larger group. Live polling gathered attendee feedback on a variety of topics, and anonymized, aggregated answers were then discussed as a group to stimulate deeper discussion on these topics.

Purpose

These symposia offered the first opportunity for the public to collaborate with the Project Team. In so doing, the team received feedback on project principles and objectives, which were then used to refine key themes and guiding principles that influenced subsequent design phases of the planning process. Community feedback complemented the data-driven, quantitative assessment of the study area with both qualitative opinions and insights, as well as quantitative data derived from live polling, to highlight areas of interest or concern not reflected in the existing conditions.

Result

The initial project symposium drew attendance from 60 members of the public. Poll responses showed a preference for Complete Streets (27%) and increasing mobility options for all communities and users in the study area. More greenways and trails (80%) were overwhelmingly preferred as desired public space elements. Attendees felt that investments in walking and biking infrastructure should focus on filling in the gaps in existing infrastructure (48%) over retrofitting older communities (33%) or expanding the regional network of greenways and trails (10%). We used these preferences to prioritize near and mid term recommendations for Complete Streets, expanding greenways and trails, and filling sidewalk gaps.

KEY TAKEAWAYS

Targeted group interviews provided an opportunity to obtain qualitative feedback on focused topics and areas of interest.

Feedback from these interviews contextualize observations and completed the picture of the study area.

9

Focus groups held over two days

46

Total attendees

“Better coordination between jurisdictions for connected sidewalks”

“Renewal of the GoRaleigh Access Pass can be onerous”

—Focus Group participants

Stakeholder Interviews

Tool

During the initial phase of information gathering, stakeholder interviews were held with representatives comprised of community stakeholders, including residents, agency representatives, community leaders, advocates, and elected officials. Meetings were held as a series of one-hour interviews and centered on a single topical theme. Focus group members were identified by members of the CTT and SOT for inclusion based on their ability to provide different perspectives on the topic at hand representing different facets of the community.

Purpose

Focus group meetings provided an opportunity to obtain qualitative feedback on targeted topics and areas of interest or concern within the study area. In contrast to the volumes of quantitative data produced during the initial investigation phase of the project, these ‘listening sessions’ with community members in a virtual format allowed the Project Team to verify data with group perspectives, as well as to supplement the same information with local insight and perspective not captured through data.

Results

Nine focus groups, with a total of 46 attendees were held over two days in May 2020. While each group touched on different, discrete topics, the following key themes emerged:

- **Higher quality of community amenities**, such as sidewalks, trails, and transit access are viewed as essential, in addition to **access to broadband Internet**, quality drinking water, and water & sewer utilities.
- Traditional neighborhoods want/need same quality of amenities as new developments, especially **incorporating bicycle facilities**.
- Continued regional growth is correlated with resource conservation to **conserve rural history, provide regional connectivity, and protect drinking water**.
- Need for job growth within NEAS communities, as **most employees commute to work outside the study area**.
- Rail, Freight & Manufacturing needs must **coexist with small towns** and the study area.

Policy recommendations were discussed as a means to unify NEAS communities. In particular, sidewalk and bicycle parking requirements are in place; however, only one NEAS community has adopted a Complete Streets policy.

FOCUS GROUPS	
Schools (Wake & Franklin Counties)	Economic Development (Chamber of Commerce)
Development/Affordable Housing	Emergency Services
Equity/Underserved Populations	WakeUp Wake County
Bicycle & Pedestrian	Freight, Industry & Mobility
Parks, Recreation & Open Space	Public Health
Transit Operators	North Wake Vision Support Group



**More biking & walking
= greater exposure to
crashes.**



**More frequent transit
service, and improved
bus stop amenities.**



**Connect existing
neighborhoods to historic
downtowns and parks.**



**Job growth is tied to
manufacturing growth
in the NEAS.**



**Invest in community
amenities, like sidewalks,
trails, and internet.**

KEY TAKEAWAYS

This virtual event allowed the public to view draft recommendations and helped prioritize which improvements to fund first.

725

Unique visitors to the Open House Tent

143

Interactive Map comments

300

Surveys completed

STATIONS IN THE TENT:

1 *What We've Heard*

2 *Walking/Bicycling Improvements*

3 *Roadway Improvements*

4 *Transit Improvements*

5 *Take Our Survey*

Virtual Open House

Tool

The Virtual Open House was held virtually between February 15th and March 10th 2021. To reach new members of the public through innovative methods, the team created a virtual tent environment, where visitors could virtually explore the tent, view recommendations, learn more about the planning process, and provide feedback on prioritization and the proposed improvements. While attendees could choose to view the tent at their leisure, the Project Team also hosted one public meeting to provide guided walk-throughs, as well as several meetings with stakeholder organizations, giving attendees the opportunity to engage directly with planners, learn how to use the tent, and provide feedback both through the survey and anecdotally. For the Project Team, this provided direct engagement, supplementing the quantitative data received through the survey.

Purpose

In contrast to the initial Project Symposium, which served as one of several ways to gather information from the public on issues, concerns, trends, and values that would inform development of recommendations, **the Virtual Open House provided an opportunity to verify that the draft recommendations accurately captured the community goals and objectives for the NEAS Update.** Feedback obtained through the survey and walk-throughs provided course corrections, fine-tuning the prioritized recommendations to optimize the final Plan.

Results

- 1. ROADWAY & FREIGHT - Emphasis on the existing roadways network:** widening existing roadways (49%), improvements to existing intersections (46%), and building Complete Streets were the most important.
- 2. WALKING & BIKING - Connectivity is the key for walking & biking:** closing gaps in the existing sidewalk network (77%), connecting with greenways and trails (58%), and connections between transit stops and nearby activity centers (54%) were deemed most important. Off-road trails, like greenways and separated, on-road bike facilities were preferred to other bike improvements.
- 3. TRANSIT & PASSENGER RAIL - Commuters are critical to transit:** new commuter rail service or bus rapid transit (64%) was the most important transit service improvement indicated, with 93% saying that daily commuter transit trips were the most important type of trip on which to focus service improvements.

SUMMARY OF PRIORITIZATION SURVEY

Roadway Priority

Rank the following types of **roadway improvements** for the study area, from least important to most important (top 3 shown below):

- 1 Widen existing roadways
- 2 Improve intersections or interchanges (signals, realignments)
- 3 Build Complete Streets (bike, pedestrian, transit improvements, streetscape)

Walk-Bike Priority

Shifting to non-motorized transportation, rank the following **goals/objectives for pedestrian improvement types** from least important to most important (top 3 shown below):

- 1 New sidewalks or closing gaps between sidewalks/paths
- 2 Connect with greenways/trails
- 3 Connections between transit stops & nearby activity centers (shopping, employment centers, education)

Bicycle Priority

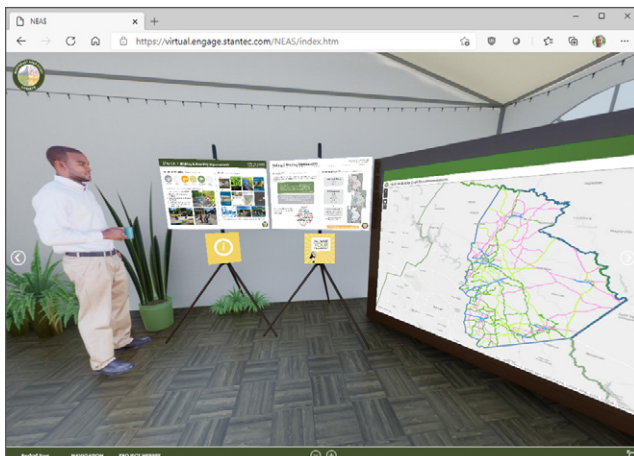
Rate the following **bicycle facility types** you would like to see within the Northeast study area, from last important to most important (top 3 shown below):

- 1 Off-road trails & greenways
- 2 On-road bikeways separated from traffic (physical barriers such as curbs, bollards, or parking)
- 3 Intersection crossings & treatments

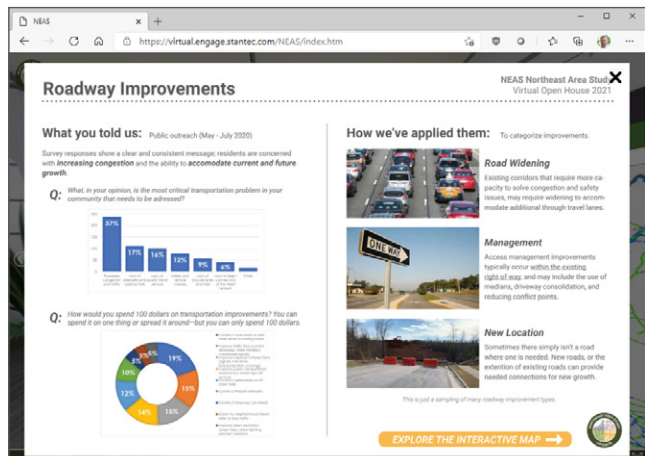
Public Transportation Priority

Rate the following **public transportation service & operations improvements** you would like to see within the Northeast study area, from least important to most important (top 3 shown below):

- 1 New commuter/passenger rail service (or bus rapid transit)
- 2 Extend bus service to new areas (new bus routes connecting towns/county area)
- 3 Enhance existing bus service (more frequent, weekend)



Inside the Virtual Open House



Roadway Improvements Board

Stakeholder Discussions

Core Technical Team (CTT)

Key Takeaways

- CTT members served as the advisory board for the project, responsible for project decision-making and execution at a technical level of detail
- 10 working sessions held with 28 unique members throughout the planning process

Tool

The Core Technical Team (CTT), comprised of technical staff, practitioners and representatives of various groups that implement policy inside the NEAS planning area, acted as a technical advisory board for the project. The CTT reviewed progress, gave direction and input, monitored the project as it developed and provided feedback to the Stakeholder Oversight Team (SOT). The CTT met with the Project Team generally on a monthly or bimonthly basis during the 14-month time frame of the study.

Purpose

The CTT was responsible for project decision-making and execution at a technical level of detail. As a comprehensive technical team of practitioners acting as advisory board, the CTT gave direction and input to the Project Team, monitored the project's progress and provided feedback to the SOT to ensure a thorough and inclusive final Plan.

Results

The CTT met with the MPO staff and Consultant team 10 times in working sessions throughout the 14-month project.



CORE TECHNICAL TEAM

Pamela Perry
Bunn

Eric Lamb
Raleigh

Brandon Watson
**Capital Area
Metropolitan Planning
Organization (CAMPO)**

Danny Johnson
Julie Spriggs
Rolesville

Stephanie Harmon
**Kerr-Tar Rural Planning
Organization (KTRPO)**

Tim Gardiner
Terry Nolan
Wake County

Bob Deaton
David Keilson
Phil Geary
**North Carolina
Department of
Transportation (NCDOT)**

Courtney Tanner
Dylan Bruchhaus
Wake Forest

Jason Brown
Knightdale

Bryan Coates
Wendell

Scott Hammerbacher
Franklin County

Bob Clark
Erin Klinger
Youngsville

Gregory Bethea
Franklinton

Michael Clark
Zebulon



CTT Meeting 1 March 10th. Issues & Identification Exercise.

STAKEHOLDER OVERSIGHT TEAM

Don Berryann	Michael Kelly
Gregory Bethea	Erin Klinger
Frances Bisby	Andy Kuhn
Darryl Blevins	Eric Lamb
John Boyette	Shelley Lesniewicz
Scott Brame	Chris Lukasina
Jason Brown	Bob Matheny
Sharon Chavis	Ben McDonald
Michael Clark	Rachel Morris
Bryan Coates	Denise Nowell
David Cox	Betty Parker
Ronnie Currin	Bonnie Parker
Anita Davis	Neil Perry
Bob Deaton	Pamela Perry
Jennifer Delcourt	Tommy Piper
Richie Duncan	Shelby Powell
Gary Faulkner	Chris Ray
Asa Fleming	Alex Rickard
Jonathan Franklin	James Roberson
Tim Gardiner	Marcella Rorie
Phil Geary	James Salmons
Joseph Geigle	Michael Schriver
Virginia Gray	Philip Slayter
Scott Hammerbacher	Nathan Spencer
Stephanie Harmon	Stephen Sposato
Chris Hills	Emma Stewart
John Hodges-Copple	Courtney Tanner
Joey Hopkins	Ted Van Dyk
Corey Hutcherson	Matthew Van Hoeck
Sig Hutchinson	John Vine-Hodge
Bill Jenkins	David Walker
Irene Johnson	Scott Walston
Kim Johnson	Brandon Watson
Danny Johnson	Barclay Williams
Vivian Jones	Art Wright
David Keilson	Ross Yeager

Stakeholder Oversight Team (SOT)

Key Takeaways

- SOT served as the sounding board across the study area for project findings and recommendations
- Formed a critical link between the CTT and Project Team and the general public
- Three virtual working sessions held with unique members throughout the planning process, and periodic email updates

Tool

The SOT, comprised of agencies, active citizens, and key decision-makers, served as a sounding board across the study area for project findings and recommendations. SOT membership included representatives from the Capital Area MPO, Wake and Franklin Counties, the towns of Bunn, Wake Forest, Franklinton, Youngsville, Rolesville, Raleigh, Zebulon, Wendell, and Knightdale, the City of Raleigh, GoRaleigh, GoTriangle, KARTS, GoWake Access, KerrTar COG, the Wake and Franklin County Public School Systems, Triangle J Council of Governments, representatives from local chambers of commerce, local human service providers, local transportation advisory committees, locally active transportation advocacy groups, and NCDOT staff.

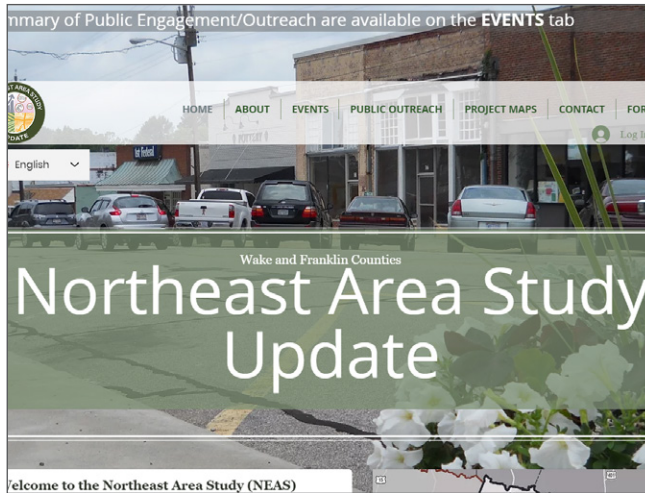
Purpose

The SOT provided the critical link between the CTT and Project Team and the general public. In addition to providing policy related oversight to the project's findings and recommendations, the SOT informed local governing boards and committees of updates on the planning process and opportunities for public involvement. Facing community organizations, the SOT identified leadership organizations, and keystone individuals within their respective jurisdictions, and engaged these groups and their leaders throughout the planning process. Finally, SOT members notified and promoted meeting announcements to the general public by sharing via social media, town websites, and through town-maintained email lists.

Results

The SOT met jointly with the CTT and staff three times in working sessions throughout the project.

Digital Outreach



Landing page at NEASUpdate.com, the project website.

KEY TAKEAWAYS

The virtual clearinghouse for all project information, home to the online survey, interactive map, and e-newsletter subscription service.

396+

Number of days active (since 3/15/2020)

2,734

Unique visitors

6,206

Total page views

Project Website

Tool

The project website, www.neasupdate.com, served as the clearinghouse for all project information. At the outset of this process, the website was developed and marketed to all participants. Featuring an overview of the Northeast Area Study (NEAS) update, links to the online survey and interactive map were prominently featured, along with information on public events and contact information for Project Team members. A Spanish translation of the website was available through a drop-down button on all pages. The Project Team monitored, updated, and managed the project website, with frequent updates that improved the effectiveness and utility for visitors.

Purpose

Constantly updating online information attracted many viewers who learned about the project from friends and family. Notifications to visit the project website were pushed through the Capital Area MPO's and stakeholder organization's accounts for Twitter, Facebook, Instagram, and Reddit. Posting event updates and links for public participation both notified the public about upcoming events and opportunities for involvement, as well as documented and preserved these outreach efforts.

Results

The website was repeatedly advertised to the general public, and opportunities to participate in this planning process was continually referenced. All visitors had access to the project schedule, progress, surveys, and options to get involved. To appeal to a variety of audiences, information was shared using an array of tactics from traditionally written documents, to visualizations on static maps and interactive maps, and project videos. Videos, documents and maps provided key project information that was accessible to those with internet access. The Project Team recorded over 5,000 views on the site, indicating that people not only went to the website but remained on the site to access further information contained therein.

KEY TAKEAWAYS

Using CAMPO and local partners' social media channels, project-related social media activity brought participation from the general public.

53,900

Total users reached via social media advertisements

1,110

Referrals to the project website from social media



Social Media Outreach

Tool

The Project Team made use of CAMPO's existing social media channels to advertise and solicit public feedback. Project information and updates, as well virtual meetings and opportunities for participation, were advertised over Facebook, Twitter, Nextdoor, and Instagram. Information was also distributed via CAMPO's Mailchimp e-newsletter subscription service, and by posting to the organization's website.

Purpose

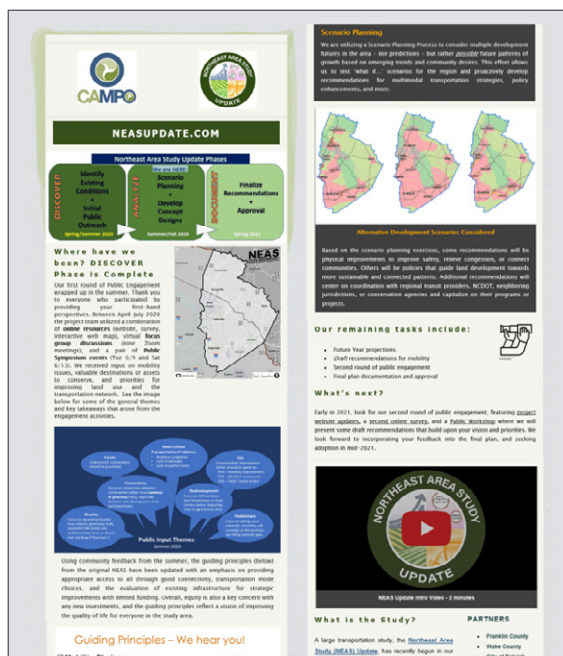
Social media provides an excellent and non-traditional means of public outreach through communication that is both widely used and easily received by the general public. Distribution of information and events through CAMPO social media ensured participation in the planning and public engagement process by a broad cross-section of the study area's residents.

Results

Subscribers to the NEAS Update email list received multiple newsletters throughout the update process. Newsletters covered project progress and centered on major milestones:

- Project kickoff, survey, public meeting info
- A general update to stay in touch, including a summary of Phase 1 public engagement and notification of technical analysis that would occur over the winter
- Release of draft recommendations and need for public review and involvement
- Notice of final recommendations and community impact on project (April/May 2021)
- Study wrap-up in summer 2021

Social media ad campaigns generated significant project interaction. In total, five ads on Facebook and Instagram were made, with a sixth ad posted on Twitter, advertising the virtual project symposium in early June 2020. Digital ads also ran in local promotion services, including Wake Weekly Digital ads, Downtown Raleigh Community Info updates, and social media platforms with a total reach of over 53,000 users. These posts were shared by local community organizations and NEAS communities on their social media channels, providing an even greater coverage and reach. This social media campaign attracted significant activity to the website, with over 400 of the website's sessions referred directly from social media, including 369 referrals from Facebook posts.



eNewsletter from CAMPO

KEY TAKEAWAYS

An important measure of public attitudes and opinions for land use, transportation, and development decisions.

465

Individual respondents to the initial survey

90%

Of respondents LIVE within the NEAS

55%

Of respondents WORK within the NEAS

Online Surveys

Tool

Hosted on the project website, the initial online survey served as a critical tool for gathering public opinions, perceptions, and insights regarding the project's goals, priorities, objectives, recommendations, and other related topics. Using a QuestionPro-based survey the Project Team actively solicited and obtained feedback from the general public. Questions covered topics such as project purpose, goals, and objectives, as well as ideas and recommendations on transportation needs, system deficiencies, corridor performance, intersection/interchange design issues and priorities, and ultimately, draft recommendations.

A second survey, distributed as part of the Virtual Open House, solicited feedback on the plan's draft recommendations. A paper replica of the online survey was created to reach residents and communities without internet access, and a Spanish-language translation was provided in both online and paper format for Hispanic and Latino populations.

Purpose

Survey responses provided general feedback and relative priorities of importance. These large-scale responses complemented the first-hand discussions with stakeholders, focus groups and Core Technical Team discussions. The survey was critical to creating informed consent and reaching the desired broad spectrum of residents in the region.

Results

More than 465 individuals participated in the initial online survey in the Spring of 2020. One-third of respondents have lived in the NEAS study area for 1-5 years, and another one-third have lived there for more than 10 years, representing a good balance of new and long-time residents. All communities were well-represented in the responses, with zip codes associated with Wake Forest, Youngsville, and Rolesville comprising a plurality of respondents (41%). Approximately 90% of survey participants reported a home zip code within a NEAS study area, compared with only 55% who reported a work within the NEAS. Though a handful of respondents indicated they were 'retired', the influence of Research Triangle Park (RTP) and large employment centers in Raleigh and Durham are likely the reason for this imbalanced distribution.

SUMMARY OF ISSUE IDENTIFICATION SURVEY (INITIAL ROUND OF OUTREACH)

96% of respondents' primary mode of transportation is a **Personal Motor Vehicle**



HALF

experience **heavy** to **unbearable** congestion during their typical commute.

What's the most critical **transportation issue** that needs to be addressed?



37% say **roadway congestion & traffic...**

...while only **17%** say a **lack of sidewalks & walking trails.**

Where should **future development** be focused?



36% **Downtown**, in MY community



31% Where development **already exists**



15% In **rural**, undeveloped areas

Online Survey Results

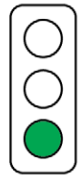
How would **YOU** spend \$100 on transportation improvements?



\$19
New Roads



\$15
Improve Traffic Flow



\$15
Improve Key Intersections



\$14
Better transit



\$12
New Trails & Greenways



\$10
Build/Repair Sidewalks



\$5 Add Bike Lanes

\$5 Traffic Calming

\$5 Streetscaping

KEY TAKEAWAYS

Spatial patterns in the community's feedback highlighted the need to focus development in existing communities, conserve rural space, and target congestion reduction along strategic corridors.

342

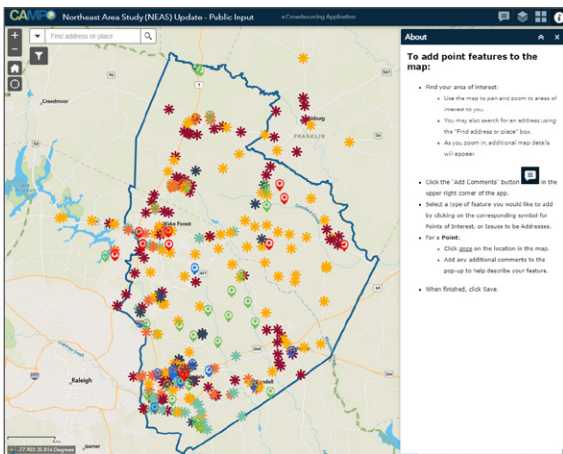
Unique comments on the map

280

Issues to be addressed

62

Points of interest



ArcGIS Online Interactive Map

Interactive Web Map - Round 1

Tool

The interactive web map provided detailed, location-based feedback from the general public about positive and negative features within the study area. Using ArcGIS Online mapping capabilities, respondents identified a variety of features, including needed intersection improvements, safety hazards, and community landmarks, among others, which were portrayed as points and icons on the interactive map. This type of first-hand information was valuable to project understanding, conveying information that data and trendlines cannot provide. The base map was developed, and feature categories identified for inclusion, at the outset of the project, in April 2020.

A second round of interactive web maps were utilized within the Virtual Open House to review and comment on draft recommendations in February 2021.

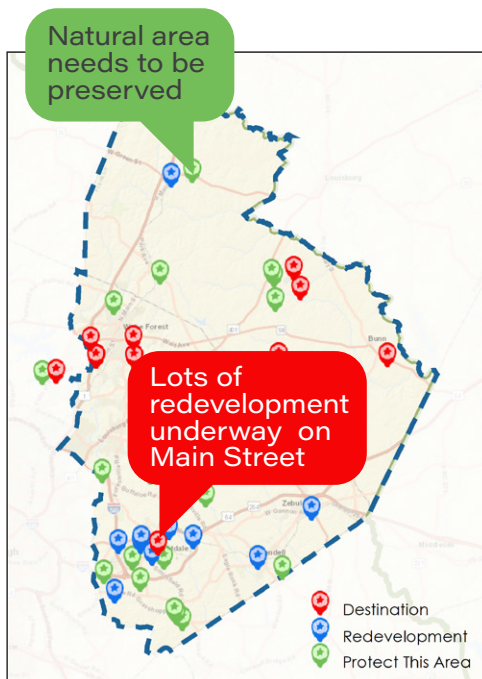
Purpose

During phase 1, the interactive web map was used to depict the public's collectively-identified problem areas and points of interest. The web map provided a different and needed perspective on corridor-level issues that could not have been captured through face-to-face discussions or traditional survey methods. In part because of the COVID-19 pandemic, but also because participants had the convenience of contributing from home, or on the weekend.

Results

Over 340 unique comments were left during the initial investigation phase. Comments and locations clustered in higher population density areas, and trends appear based upon urban and rural setting. "Protect this Area" points of interest were the majority commentary within the "green heart" portion of the study area and over agricultural areas near new housing developments, such as the neighborhoods south of Knightdale. Not surprisingly, traffic congestion issues were most prominently highlighted in the area surrounding Knightdale, and in particular along Poole, Hodges, and Smithfield Roads. Barriers to biking and walking were more prominently featured in urban settings, particularly Wake Forest and Knightdale.

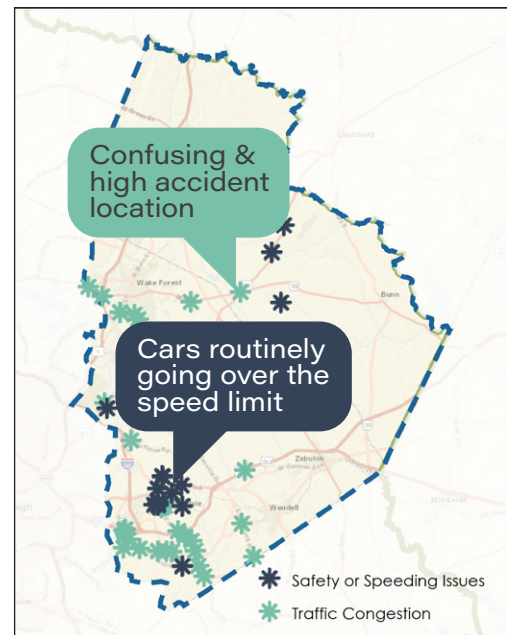
Destination, Redevelopment & Protect this Area



27 Protection areas identified

13 Destinations

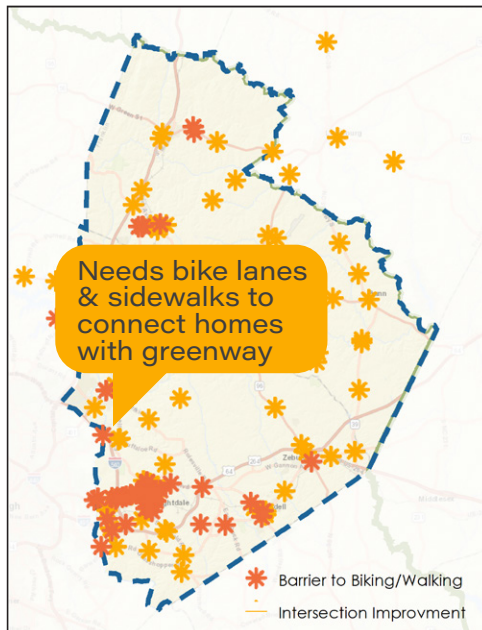
Safety or Speeding Issues & Traffic Congestion



33 Traffic congestion locations

20 Safety or speeding issues

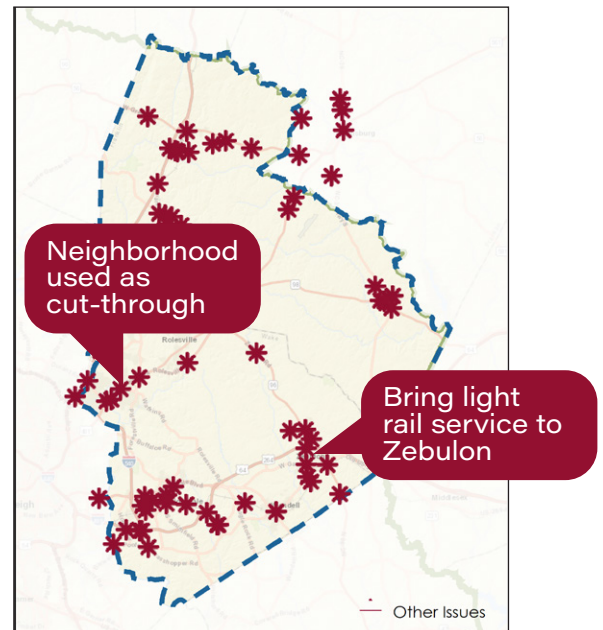
Barrier to Biking/Walking & Intersection Improvement



94 Intersections needing improvement

54 Barriers to biking/walking

Other Issues



79 Other points of interest

KEY TAKEAWAYS

Feedback on draft recommendations led to edits and additions to the list of NEAS projects. A refined set of physical improvements rolled into the 2050 Metropolitan Transportation Plan (MTP) update.

143

Unique comments provided

41

Walk-Bike comments

102

Roadway comments

“Controlled left turns needed”

“Needs sidewalks”

“Connection to the neighborhood would be fantastic”

“Widen to 6-lanes in the very long term, if at all”

—Sample of Comments posted

Interactive Web Map - Round 2

Tool

A second round of interactive web maps were utilized in February/March 2021 during the virtual Open House. The ArcGIS Online platform was valuable because it provided multiple base map options to choose from, such as aerial imagery, street, or topography. This additional context allowed participants to review and comment on specific intersections or corridors in greater detail.

Purpose

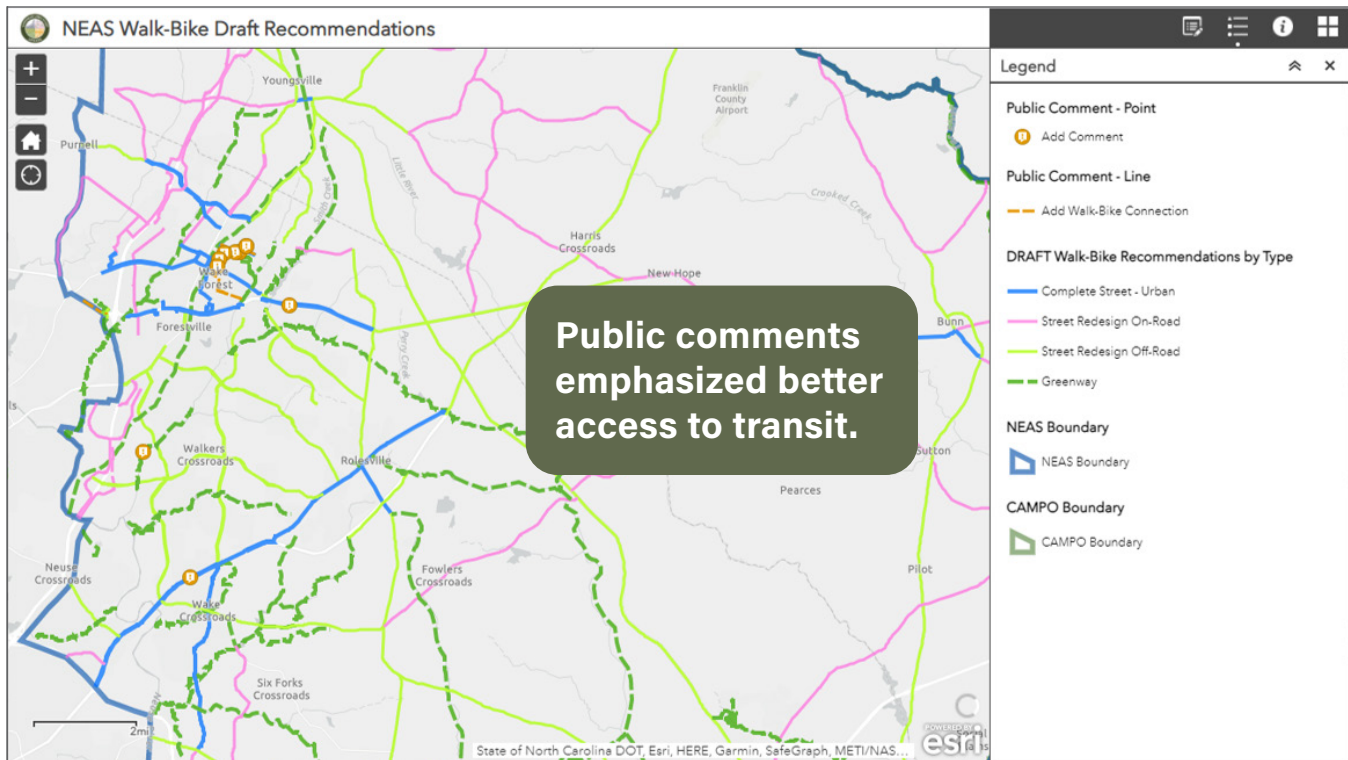
During this phase of the project, feedback related to draft recommendations, which had been refined over the fall and winter months. Much like the initial round, respondents were able to review and comment at their convenience from their own homes, which translated to more detailed feedback for the Project Team.

Results

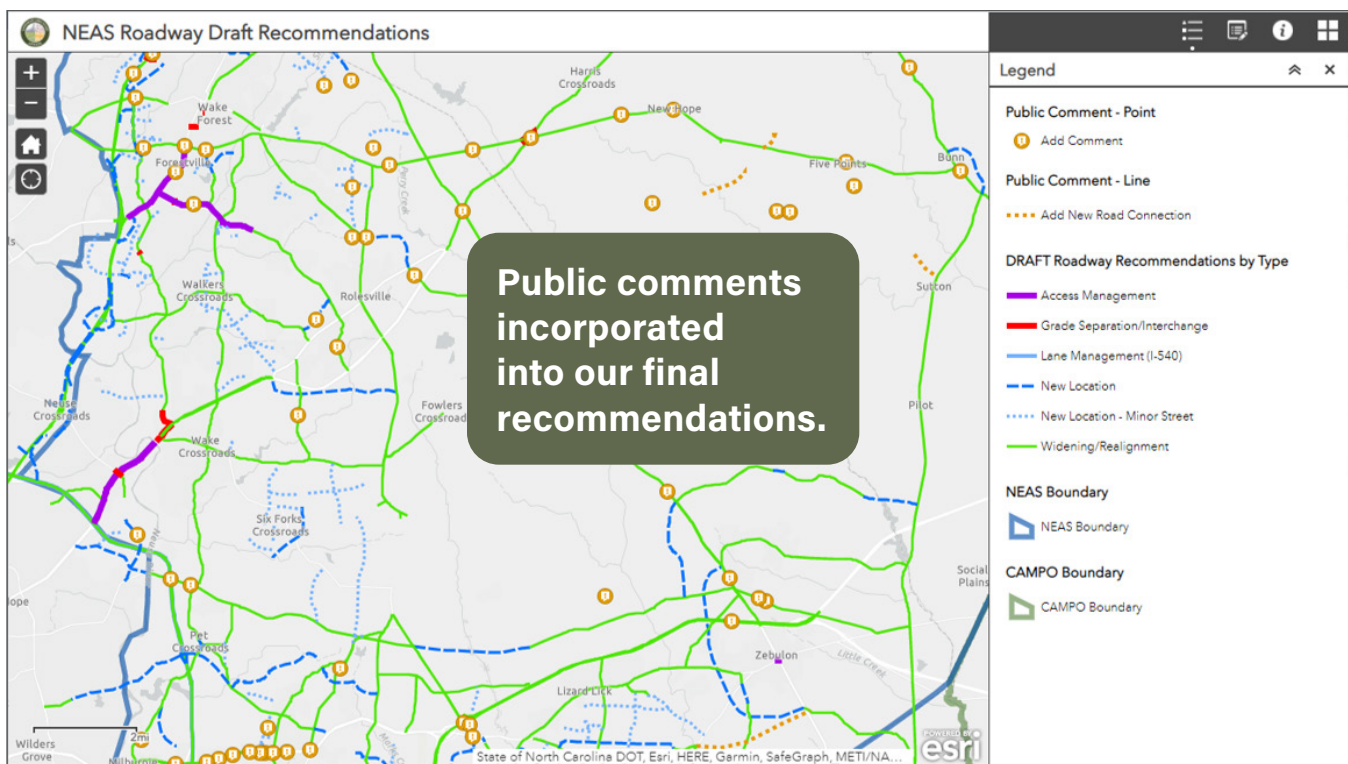
More than 140 individual comments were received during the three-week virtual Open House. Feedback was individually reviewed, and edits to draft recommendations were incorporated (as appropriate) to both the roadway and walk-bike modes.

Several public comments resulted in **direct changes to our final recommendations**, including the following:

- Hollybrook neighborhood (Wendell) needs pedestrian connections
- Need sidewalks along Jubilee Court
- Should be T intersection at Old Knight Road and Horton Road
- Realignment needed for intersection of Smithfield Road at Major Slade Road
- Reconfigure intersection of NC 98 at John Winstead Road
- Perry Creek Road intersection with US 401 should be grade separated



Interactive Web Map for Walk-Bike draft recommendations station (Virtual Open House)



Interactive Web Map for Roadway draft recommendations station (Virtual Open House)



NorthEast Area Study

