

A

SEAS

S O U T H E A S T A R E A S T U D Y

U P D A T E

APPENDIX A:

Engagement Compendium

PHASE 1 OUTREACH SUMMARY: DISCOVER

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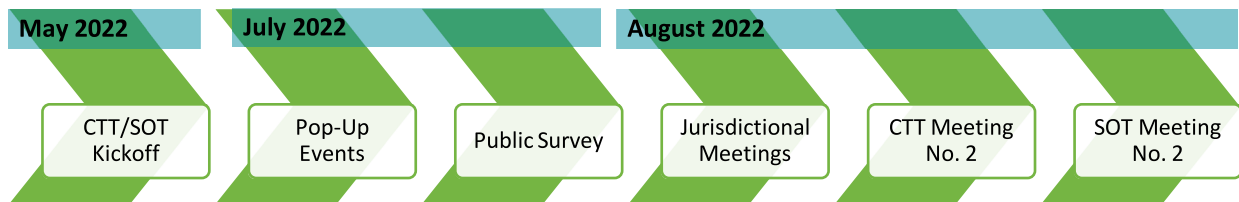
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Executive Summary

Purpose of Engagement

Phase 1 of the engagement process involved raising awareness and educating the public about the Southeast Area Study (SEAS) Update while discovering public sentiments and concerns. This phase focused on outreach to inform the development of goals, visioning, and issues. Phase 1 engagement lasted from May through August 2022.

ENGAGEMENT TIMELINE



Engaging with Committees

Phase 1 Engagement included a series of meetings with the Core Technical Team (CTT) and Stakeholder Oversight Team (SOT) to get a higher level look at what has been done since the 2017 SEAS and big picture concerns.

Work with the CTT and SOT began with a kickoff meeting in May 2022. Committee members were asked what they love about the survey area and what they'd most want the plan to address. Most comments about what members loved focused on the rural and small town feel with proximity to the city. Traffic, walkability and bike/ped infrastructure, public transportation, the link between transportation and land use, and economic growth were some of the most reiterated things for the plan to address.

The meeting also included a mapping activity where members were asked to map and comment on places, transportation, and other ideas or concerns. These included development sites for different uses (along with general development opportunities), downtowns to be preserved and enhanced, areas of congestion, roadways in need of improvement, opportunities for public transit and areas with need for bike/pedestrian infrastructure.

The project team also held meetings with planners from the different jurisdictions within the planning area in early August 2022 to get more specific feedback on each municipality's needs. Planners discussed the state of each municipality, areas of progress, lingering or emerging needs since the 2017 SEAS, their understanding of public sentiments in their jurisdictions, and their number one priority issues.

After the jurisdiction group meetings, two final meetings with the CTT and SOT respectively were held to discuss the comments received from the various jurisdictions and other previous engagement and to review implications and key takeaways. These meetings also kicked off scenario development.

Engaging with the Public

The project team also engaged the public through eight pop-up tables at events and destinations throughout the study area in July 2022, as well as an online survey open for responses throughout July 2022.

Pop-ups were located at events like downtown festivals and farmers' markets or at locations like the Garner regional library on days of scheduled activities in hopes of meeting people where they were. Each pop-up included a board explaining the project, a mapping activity board where participants were asked to map and comment on places, transportation, or other ideas or concerns, and a vision and goals board that asked people to give one word about their hopes for the Southeast Area.

Most mapping comments were about places that need intersection improvements for safety or congestion, while several others left comments on alternative modes such as public transit and bike lanes. Other comments addressed disparities in school quality and a demand for restaurants near new employment centers. Comments on the vision board centered around safety and navigation, transportation alternatives, and growth patterns. Fewer responses were received at the pop-up events than the project team had hoped, but the feedback received provided additional info to supplement the results from other engagement activities.

The online survey included general questions about vision, transportation priorities, and growth preferences, as well as a series of interactive map questions for people to map their ideas and areas of concern. Through the survey, public comments were received from people across the study area, with the vast majority living in the study area or having other meaningful connection to the area.

Livability was the most important guiding principle to survey respondents, emphasizing quality of life, local character, public health, and art and recreation. Traffic flow and sustainable growth were also ranked very important. Concerns about congestion, traffic flow, and a need for safe and reliable alternatives to get cars off congested arteries dominated the transportation responses, while the land use section indicated a desire to allow but limit growth and to try for more shops/job growth rather than increased residential. In the interactive mapping section, respondents marked problem spots for congestion, driver safety, and bike/pedestrian access, along with natural areas to preserve, potential areas for increased development, and limitations like school capacity.

Success and Next Steps

The following table identifies how successful this phase of engagement was by the performance measures established in the Public Engagement Plan (PEP). All of the measures were met and the method through which they were achieved is detailed in the table as well. Though they were met, improvements can still be made. The second phase of engagement should attempt to reach lower income households, those in the age demographic younger than 17 and greater percentage of minority population, especially those of Hispanic or Latino ethnicity.

MEASURES OF SUCCESS

Measure	Indicator	Met	Achieved With
Number	Active participation by SOT/CTT members through events they attend/host, social media posts/emails they send	✓	Pop-up events; CTT/SOT meetings; outreach toolbox
	Project email updates sent at the beginning and end of each public engagement phase	✓	Email updates
	Geographic coverage of study area in event locations and social media targeting	✓	Social media blasts; pop-up events; zip codes of survey
	Materials translated to or available in Spanish	✓	Website, video, online survey, pop-up event materials
Inclusivity	Ensuring that engagement materials and activities are broadly available in four ways:		
	Across a variety of mediums (i.e., online, in-person, and passively)	✓	Website; video; pop-up events; online survey
	Dispersed geographically (i.e., in both the urban and rural areas of the study area)	✓	Pop-up events; zip codes of survey
	Cognizant of user types (i.e., commuters, visitors, residents, recreational users, renters, property owners, etc.)	✓	Pop-up events; online survey; social media
	Accessible to a diverse audience regardless of race, ethnicity, sex, education level, disability, or language	✓	Pop-up events; website; social media
Quality	The intentional timing of engagement with project milestones to ensure feedback aligns with decision points	✓	Visioning; Guiding Principles; Needs Identification
	The evaluation of feedback for its value added to the planning process	✓	Visioning; Guiding Principles; Needs Identification

NEXT STEPS

Taking the feedback received from committee members and using it to create a first set of draft recommendations. Those recommendations will then be brought back to the public and committees for feedback and changes as part of Phase 2 engagement.

Engagement Approach

Purpose and Goals

Phase 1 of the engagement process involved raising awareness and educating the public about the SEAS Update while listening to public sentiments and concerns. This phase focused on outreach to inform the development of goals, visioning, and issues. Phase 1 engagement lasted from May through August 2022.

Promotion Methods

The following platforms were used to advertise and promote awareness of the SEAS Update.

TRAIN THE TRAINER LUNCH AND LEARN (JULY 11)

The CTT and SOT members were invited to join a virtual lunch-and-learn on July 11, 2022. In this information session, members were given an overview of the outreach materials, became familiarized with the “Outreach Toolbox,” scheduled pop-up, and the ways in which they could help promote this round of engagement.

EMAIL AND SMS MESSAGE BLAST

An email blast welcoming recipients to the process and letting them know about the online survey open in July was sent out on July 15th to over 1,200 email addresses. Identical information was also sent out on July 15th via text message to 19 mobile sign ups.

SOCIAL MEDIA POSTS

Between July and August, 13 social posts about different parts of the SEAS Update were made across Twitter, Facebook, and Instagram, including posts about pop up events across the study area and news articles about the project.

SEAS UPDATE SOCIAL MEDIA - PHASE 1 ENGAGEMENT - JULY 2022

n/p = not posted to this platform		Twitter		Facebook		Instagram
Date	Content Notes	Retweet	Likes	Share	Like	Likes
4-Aug	WRAL article	n/p	n/p			n/p
29-Jul	Garner Popup	4	2		1	1
28-Jul	Clayton/JoCo Popup	1	1	3		
27-Jul	General			7		
26-Jul	Garner Popup	5	4			
24-Jul	Smithfield (Brightleaf Flea)	3	3			
22-Jul	Clayton/JoCo Popup			n/p	n/p	n/p
21-Jul	Selma Popup	1	1	n/p	n/p	n/p
20-Jul	General (eblast/video link)	n/p	n/p	10		2
15-Jul	General (eblast link)	7	7	2		3
12-Jul	General (video)	3	2	2	3	1
11-Jul	General (map)	1	1	5	3	
11-Jul	General (logo)	8	3	1		3

Outreach Materials

The following materials were developed, and platforms used to collect feedback during Phase 1 Engagement. These are included in Appendix C.

OUTREACH TOOLBOX

Committee members were provided with an “Outreach Toolbox” located on the project website that included email and social media post templates to further engage and spread awareness of the SEAS Update in their communities.

ONE-PAGER

An informational one-pager was shared with CTT and SOT members, shared via email, and brought to the pop-up events.

BOOKMARKS

Bookmarks advertising the project and providing a QR code to the project website were given to CTT members to display at town halls or bring to council and board meetings. These were also handed out at the pop-up events.

NARRATED PRESENTATION

The project team recorded a brief narrated presentation that gave an overview of the study, reviewed the project timeline, and advertised the upcoming engagement opportunities.

POP-UP EVENT BOARDS

Each pop-up event included three boards; one with project background and information, and two intended to collect visioning feedback and identify needs regarding transportation and land use.

Events and Activities

The following section describes the events and activities that occurred during Phase 1 Engagement. The full summaries of each event are included in the appendices.

CTT/SOT KICKOFF MEETING (MAY 19TH)

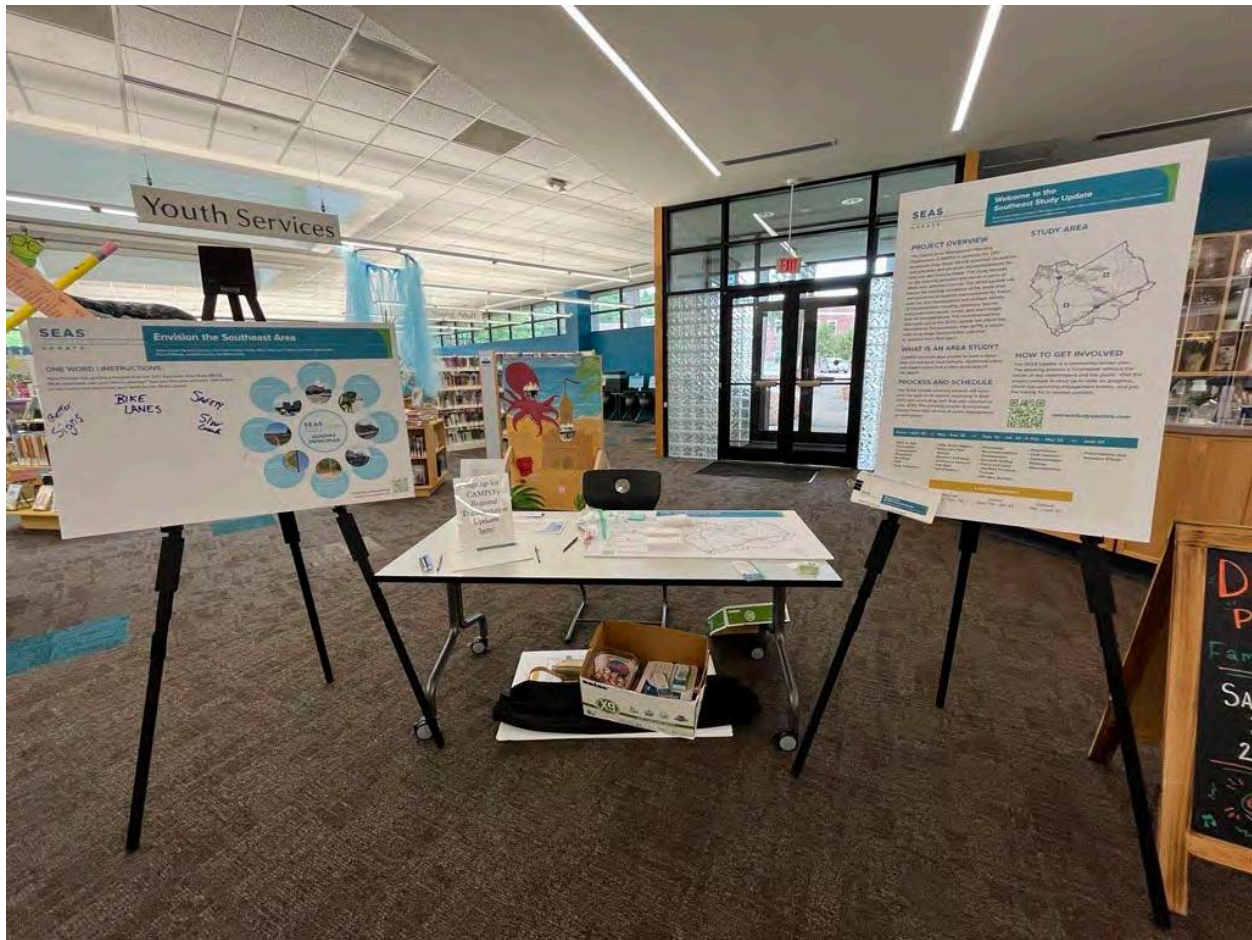
The kickoff meeting on May 19th introduced the CTT and SOT to the plan and process, get initial feedback from them, and establish roles.

The committee members listed plans and projects they recently completed or are currently working on within the study area. The committee members were also asked to help identify underrepresented stakeholders that need to be included in the SEAS update and who they could bring into the process.

For initial feedback on the study area, committee members were asked what they love about the study area and what they would most want the plan to address. The meeting also included a mapping activity where members were asked to map and comment on places, transportation, and other ideas or concerns.

POP-UP EVENTS (THROUGHOUT JULY)

Eight pop-up events were held across the study area during July 2022 to engage with people in person for feedback regarding vision and goal setting and issue identification.



A picture of a pop-up event at the Southeast Regional Library in Garner.

Pop-ups were located at events like downtown festivals and farmers' markets or at locations like the Garner regional library on days of scheduled activities in hopes of meeting people where they were. Each pop-up included a board explaining the project, a mapping activity board where participants were asked to map and comment on places, transportation, or other ideas or concerns, and a vision and goals board that asked people to give one word about their hopes for the Southeast Area.

PUBLIC SURVEY (OPEN DURING JULY)

A public survey using the Public Input platform to target online feedback regarding issue identification and vision and goal setting. The survey was open for open for most of the month of July and included general questions about overarching vision, transportation priorities, and growth preferences, as well as a series of interactive map questions for people to map their ideas and areas of concern. The survey also asked a series of demographic questions about respondents' relation to the study area.

JURISDICTIONAL GROUP MEETINGS (8/3, 8/4, 8/5)

The project team also had meetings with planners from the different jurisdictions within the planning area in early August 2022 to get more specific feedback on each municipality's needs. Three meetings were held, each focusing on a specific group of jurisdictions.

- August 3rd: Archer Lodge, Clayton, Garner, Raleigh, Wake and Johnston Counties
- August 4th: Benson, Four Oaks, Pine Level, Kenly, and Johnston County
- August 5th: Smithfield, Selma, Wilson's Mills, and Johnston County

Planners discussed the state of things in each municipality, focusing on transportation and land use conditions, lingering or emerging needs since the 2017 SEAS, areas of progress towards fixing issues or meeting goals including plan updates and projects underway, their understanding of public sentiments in their jurisdictions, and their number one priority issues.

CTT MEETING (8/19)

Later in August the project team held a hybrid meeting that took place in-person at the Clayton Town Hall and virtually on Microsoft Teams. CTT members were able to elect the method by which they attended. This meeting kicked-off the scenario planning development of the SEAS Update with introductory and background information about scenario planning.

At the meeting, CTT members were tasked with updating and validating the existing land use place type and development status data via a mapping activity. Members who attended in person wrote on physical maps in the room, and members who attended virtually could provide comments on an online web-based mapping platform. The results of the mapping activity resulted in the study's first scenario, the Existing Land Use scenario.

SOT MEETING (8/23)

Following the CTT meeting, the whole SOT was brought together in a virtual meeting. In this meeting, SOT members were given a project update including a summary of the public survey, the pop-up events, and the jurisdictional meetings. The SOT was given information on the scenario planning process and answered interactive polling questions to inform scenario development.

Engagement Results

Demographics and Representation

CTT/SOT

The Core Technical Team includes individuals from planning departments across the study area jurisdictions as well as people with CAMPO, UCRPO, and NCDOT. Entities represented include:

- Archer Lodge
- Benson
- CAMPO (MCC, TRM, Wake Transit)
- Clayton
- Four Oaks
- Garner
- GoRaleigh
- GoTriangle
- GoWake Access Transportation Advisory Board
- Johnston County
- NCDOT TPD
- NCDOT-Div 4
- NCDOT-Div 5
- Raleigh
- Selma
- Smithfield
- UCRPO
- Wake County
- Wilson's Mills

The Stakeholder Oversight Team includes individuals from town and county leadership from jurisdictions in and surrounding the study area, as well as representatives from different agencies and organizations including school systems, the Triangle J COG, area chambers of commerce, visitors' bureaus, transit systems (and rider representatives), and advocacy groups for things like parks, land conservation, and transportation options. Major employers Grifols and Novo Nordisk also had representatives on the committee. Locations and agencies represented include:

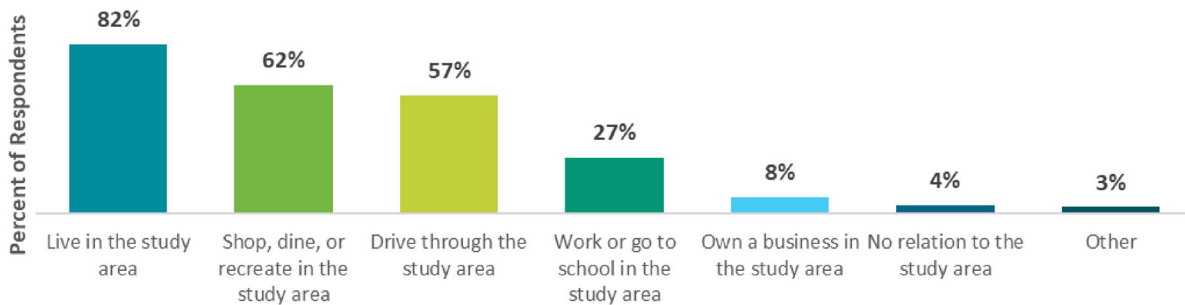
- Benson
- Clayton
- Clayton Chamber of Commerce
- Community Partner Network of Raleigh
- Garner
- Garner- Transit/Transportation Citizen Representative
- GoRaleigh
- GoTriangle
- Grifols
- JCATS
- Johnston County
- Johnston County Association of Realtors
- Johnston County Parks, Greenways, and Open Space
- Johnston County Visitors Bureau
- Johnston-Lee-Harnett Community Action
- Knightdale
- NCDOT Rail
- NCDOT TPD
- NCDOT-Div 5
- Novo Nordisk
- Raleigh
- RTA
- Selma
- TJCOG
- Triangle East Chamber
- Triangle Land Conservancy
- Triangle Transportation Choices
- Wake County Schools
- Wake County Planning Board
- Wake up Wake County
- Zebulon

POP-UP EVENTS

Pop-up engagement events were held at events and locations across the study area in Smithfield (both near downtown and in South Smithfield towards Four Oaks) Selma, Clayton, Garner, and Wilson’s Mills to reach and engage with different communities at major events and popular destinations. These events met the public in places they were already visiting, allowing for some feedback but mostly as an opportunity to promote the project and spread awareness.

PUBLIC SURVEY

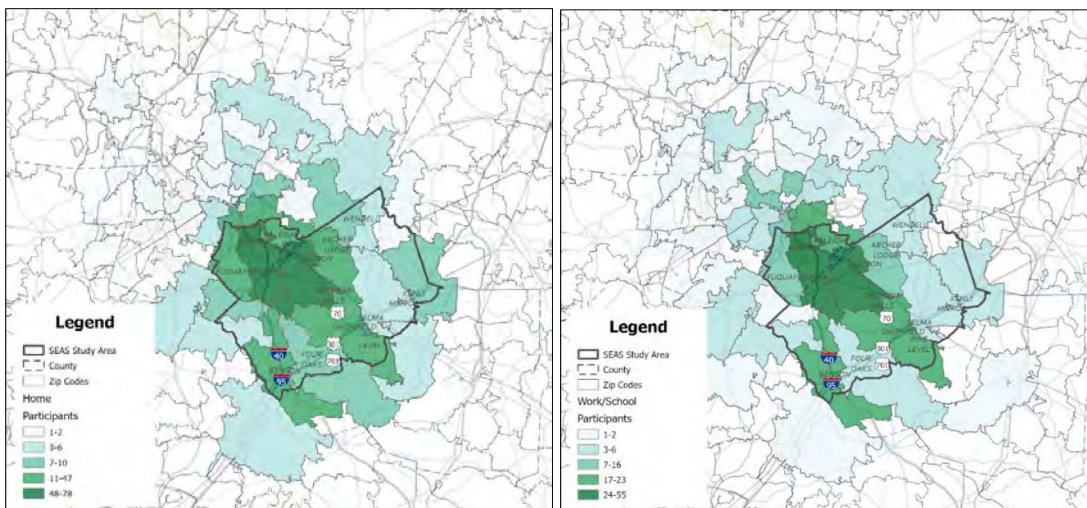
To ensure that the survey responses reflected the views of people who live, shop, work, or are otherwise invested in the study area, respondents were asked to describe their relation to the study area by choosing the options that described them from a list. 82% responded that they lived in the study area, and a majority also shopped, dined, or recreated within the study area and/or drove through the study area. A significant amount (about a fourth) also worked or went to school in the study area.



The survey also collected zip codes to get a better understanding of where respondents were from. Of those who answered, most lived in or very close to the study area, with at least one participant from every zip code within the area. Roughly the same pattern emerged in where people worked and went to school, through with slightly more respondents working in the Raleigh area. In all, 86.2% of survey respondents who answered the zip code questions lived in study area zip codes, and 66.1% worked in study area zip codes.

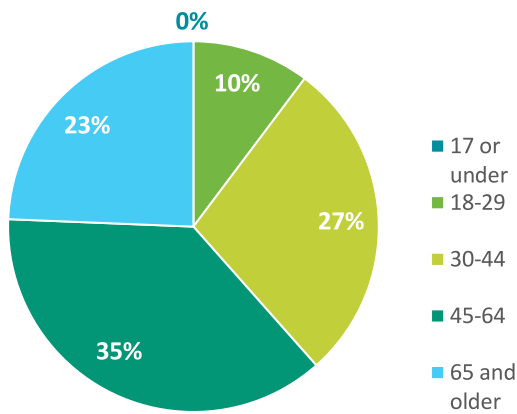
Home Zip Codes

Work/School Zip Codes

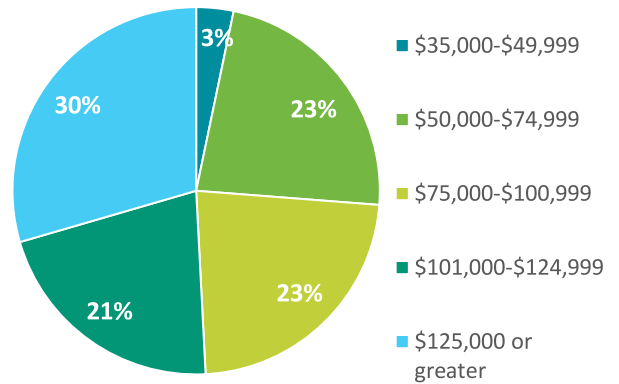


Participants who took the survey and answered the demographic questions were distributed fairly evenly across all age and income ranges with the exception of those under 17 years of age and those with a household income of less than \$50,000. Moving forward, engagement should attempt to reach more lower income groups of people.

What is your age group?

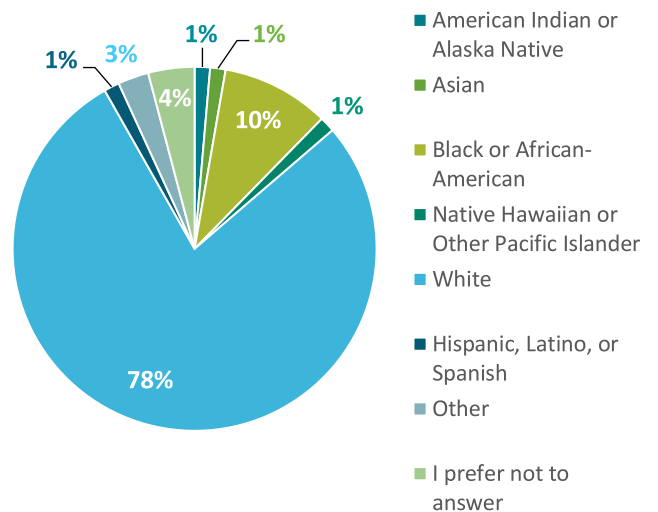


What is your household income range?



Approximately 78% of participants who also answered the demographic questions were white, this is about 10% greater than the study area’s white population. About 22% of the respondents answered that they were people of color, with the largest (10%) being Black or African American. This representation is about 10% less than the representation of people of color in the study area according to the 2020 Census. While the racial representation of those who took the SEAS Update survey is not extremely far off from the demographic makeup of the study area, future outreach efforts should strive to match the demographic makeup even more closely.

What is your race/ethnicity?



Themes and Key Takeaways

The following section identifies themes that arose from the feedback received from Phase 1 Engagement. Themes are organized by transportation and land use topics and key takeaways are identified for each theme.

ROADWAY

Improve congestion and prepare for future traffic with incoming growth

- Rural congestion was noted as a problem, as rural roads were not made to handle current/projected levels of traffic
- Congestion on routes into the Triangle, both rural routes and highways
- Traffic congestion seen as the worst transportation issue by far in survey
- “Traffic Flow” (reducing congestion, improving roadway operations) seen as second most important guiding principle
- Problem intersections with congestion issues
- Lack of alternatives to driving on major corridors worsens traffic
 - Limited or non-existent transit options
 - Lack of safe ways to walk or bike to destinations
 - Concentration of shops and jobs in certain towns, requiring driving longer distances for many to reach
 - Lack of connections between developments, minor roads concentrate traffic onto larger already-congested roadways
- Emphasis on keeping traffic from worsening on major arteries
 - Reducing how much/how far people must drive for shopping, groceries, parks, libraries, and other amenities
 - Roadway connections that provide alternatives to major arteries for local traffic, bypasses for through traffic
- Some major corridors are being or need widening to address flow, expected growth (ex. NC-42 from two lane rural road to divided four-lane highway)

BIKE/PED

Create regional connectivity for bicyclists and pedestrians

- Increased desire for bike/ped facilities connecting different jurisdictions, communities across the region
 - Neuse River Trail Extension & future connections will help
- Greenways and shared use paths parallel to major travel corridors that can act as alternatives to driving
 - Part of multimodal strategy- should connect to transit stations/connections, etc.
 - Need access points to communities, developments along routes
- Bike lanes or shared-use paths along major corridors
 - Shared-use paths can help address both bike & ped needs
- Connections between major destinations (shopping, schools, etc.) and residential developments

Make communities more walkable and bikeable through infrastructure and safety improvements

- Safe walkability within communities, jurisdictions in high demand
- Safety and lack of adequate pedestrian facilities 3rd and 4th highest transportation priorities in survey, relatively high emphasis
- Both maintenance of existing sidewalk networks and expansion needed
- Safe pedestrian crossings for major arteries, highways, rail corridors, etc.
- Providing dedicated paths/lanes that get cyclists and pedestrians out of traffic lanes, protect from traffic
 - Protected bike lanes and bike intersections in dense areas

TRANSIT

Make transit a viable alternative to driving

- Emphasis on transit as opportunity for mode shift to relieve congestion
 - Lack of adequate transit second biggest transportation priority in survey, partially because of transit as an alternative to driving on congested roads per comments
- Prioritize regional transit connections between study area and Triangle
 - Alternatives to congested car commute
- Coordinate transit with land use strategy
 - Areas of transit-supportive density around routes could help support residential growth with less of a growth in car traffic
 - Affordable housing with transit access needed
- Will need first-mile last-mile connection options for routes into Triangle
 - Adequate park-and-rides
 - Connections to greenways, walking trails, bike lanes for walking/biking to and from stops/stations
 - Potentially neighborhood bus routes where possible, though likely far future
- Potential for microtransit within communities & areas not dense enough to support fixed route service
- Consider needs of individuals who need alternatives to driving (ex. senior citizens aging in place)

LAND USE/DEVELOPMENT

Growth with purpose and direction by balancing it with both community and natural area preservation

- Area growing very fast, especially high residential growth
- Population seems increasingly okay with growth, but sees need to moderate growth
- Cannot be at the expense of livability/community character
 - Livability most important guiding principle in survey- "...quality of life through transportation and land use decisions that support public health, education, parks and recreation, public art, and local character"
- Infrastructure like water/sewer, internet, and schools need to be able to keep up with and support growth
- Ensure rural, agricultural areas, natural areas are preserved

- Rural/country/natural character is part of what people love about the area- work to preserve
- Development tailored to needs of each community (level of density, types, mix of uses)
- Density as compact walkable nodes/corridors along highways, transit corridors, in central/downtown areas
 - Avoid encroachment on rural/agricultural areas
 - Avoid uncontrolled sprawl/development patterns that could worsen congestion
- Desire to attract more shops, jobs to help fill gaps of missing amenities in different communities
 - Shopping, restaurants, destinations in each community help take people off the road, reduce need to drive longer distance to reach amenities in other communities
 - Growth in local jobs that don't require a commute to the Triangle
 - Less increase in congestion than residential growth
 - Food deserts that need grocery stores/supermarkets
- Desire for more public amenities (parks, libraries, etc.) in areas that currently lack them
 - Unincorporated parts of the study area, especially in west Johnston County

EQUITY

Ensure recommendations are developed through a lens of equitability

- Committees and jurisdictions noted equity needed to be a focus of the study

Next Steps

The project team will take the feedback we received from this first phase of engagement and use it to create a first draft of recommendations that will be taken into the second phase of engagement.

Phase 2 engagement will involve presenting initial study findings back to the CTT, SOT, and public through an educational approach with the goal of seeking valuable input on draft recommendations.

Phase 2 engagement is anticipated to last from September 2022 through March 2023.

APPENDICES



Appendix A: CTT and SOT Meeting Summaries



A

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

What: Joint Core Technical Team and Stakeholder Oversight Team Kickoff Meeting

When: Thursday, May 19, 2022
2 - 4 pm

Where: Zoom | <https://zoom.us/join>
Meeting ID: 968 9607 4165
Passcode: 890220
Phone: +1 301 715 8592

SEAS UPDATE CTT/SOT KICKOFF MEETING

Introduction

This document summarizes the Southeast Area Study (SEAS) Update kickoff meeting with the project’s Core Technical Team (CTT) and Stakeholder Oversight Team (SOT). This summary provides an overview of the meeting agenda, presentation, and discussion. It’s accompanied by a video recording of the meeting and a presentation that includes the results of the interactive polling. These items are found on the project website at: <https://seareastudyupdate.com/>

Summary

Introductions

The project team initiated the meeting by reviewing the agenda and explaining meeting logistics including the use of the online interactive polling tool, Mentimeter. The project team then established the purpose and intended outcome of the meeting, shown in the table below. Introductions began by highlighting the partnership between the Capital Area Metropolitan Planning Organization (CAMPO), the Upper Coastal Plain Rural Planning Organization (UCPRPO), and the North Carolina Department of Transportation (NCDOT) that is involved in the development of the SEAS Update. Following introductions of the project team, participants were asked to introduce themselves using the polling feature. The meeting had a total of 72 attendees. The full participant list is included as an attachment at the end of this document.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting was to initiate the SEAS Update with both the Core Technical Team (CTT) and Stakeholder Oversight Team (SOT) members.	Members came away with a clear understanding of the 2017 SEAS, the purpose of the SEAS Update, and their role and responsibility in the planning process. Participants also initiated conversations about opportunities and challenges facing the Southeast Area.

Project Background

WHAT'S BEEN ACCOMPLISHED AND WHAT'S CHANGED

In the next section, the project team detailed the purpose of the study which is to integrate land use and transportation planning in an effort to accommodate existing and future travel needs through recommendations that will ultimately be included in the next Metropolitan Transportation Plan (MTP) update. The presenters then identified roadway improvement projects that have been accomplished since the 2017 SEAS. Meeting participants were then asked to identify completed and ongoing plans in their jurisdictions because these plans will inform the SEAS Update. The answers are displayed below. The presenter then demonstrated changes from 2017 by comparing the previous study area boundary to the new one which extends east of I-95.

Are there plans or projects that you have completed since 2017 or have underway?

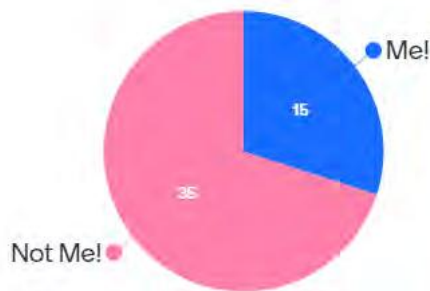
- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • 2020 Raleigh-Fayetteville passenger rail study, 2019 Commuter Corridor Study, R.E.D. Priority Bus Lanes Study • 2045 Growth Plan; Unified Development Code Update; Future I-42/NC 42 Small Area Plan; Downtown Master Plan Update • 3 small area plans - along 540 corridor (2022/2023) upcoming • Benson Exit 79 interchange and roundabout at Us 301 and Hwy 50 begins soon • BRT extension to Knightdale, BRT corridor to Garner, and the commuter rail to Clayton • CAMPO Northeast Area Study Update completed last year • Capital Boulevard North Corridor Study- City of Raleigh goes to council this summer • Commuter rail technical study will be completed this summer • Completed Local Comprehensive Transportation Plan 2021. • County Wide Recreation Master Plan Update 2020 Neuse River Trail Feasibility Study (MST and ECG) Scheduled to complete June 2022 Johnston County Comprehensive Trail and Greenway Plan (Grant Applied For) • Development and opening of new Wake County Public Schools in/near the study area • Eastfield Crossing project (Exits 97 and 98 of I-95); Selma 2040 LUP • Four Oaks Under way • Garner - Character and Land Use elements update (2022 - upcoming) • Garner Forward - Comprehensive Land Use Plan & Transportation Plan Update; | <ul style="list-style-type: none"> Garner Transit Plan; Garner UDO Update • Garner Pedestrian Plan (underway) • Greater Triangle Commuter Rail impacts the SEAS area (Raleigh-Garner-Clayton portion) • Habitat Wake's Garner development • JCATS long range plan • JoCo Land use plan update • Johnston Co. Land Use Plan • Johnston County Neuse river trail Commuter rail Transportation plan concurrent with SEAS • Mobility Management Implementation Study underway • Neuse River Trail Feasibility Study • New UDO, New Comprehensive Land Use Plan, new Future Land Use Plan, Working on Transportation Study • New Unified Development Ordinance for the Town of Archer Lodge, Working on updates to Comprehensive Land Use Plan • Open space preservation via Triangle Land Conservancy (Marks Creek, Walnut Hill/Williamson Preserve and Smithfield/Johnston Co.) • Planning for Unified Development Code Update; Completed Comprehensive Land Use Plan • PLANWake Wake County Comprehensive Plan; Lower Swift Creek Area Plan (first of six area plans) • PLANWake; Lower Swift Creek Area Plan • Proposed Amendments to Wake County Voluntary Agricultural Districts Code Ordinance | <ul style="list-style-type: none"> • Public transportation-rapid bus or rail • Raleigh Community Climate Action Plan • Raleigh Southeast Special Study, in progress expected for Council review in July • Rapid Bus Extension Major Investment Study - Garner to Clayton is underway • Robeson County CTP - underway • Smithfield Ped Plan • Smithfield updated its comp plan and transportation plan using K-H. Data has already been sent. • Smithfield's transportation and land use plan was completed. • Southeast Special Area Study- City of Raleigh • Southern and Western BRT, Station Area Planning- Design Phase • The Town of Knightdale is underway with a Comprehensive Transportation Plan. Adoption is anticipated in early fall 2022. • TJCOG Land Use and Affordable Housing analysis done as part of the Greater Triangle Commuter Rail study. • Town of Benson Community Transportation Plan and Comprehensive land use plan • US 70 upgrade to Interstate I-42 • W-5704E and 80094 • Wake County Board of Education 7-year Capital Improvement Plan Update • Wake County Consolidated Open Space, Affordable Housing • Wake County Health Needs Assessment • Wake Transit Plan Update • White Oak Roundabout (Hebron Church/Ackerman roads) |
|---|---|--|

SCHEDULE AND INVOLVEMENT

Next, the project team talked through the 15-month planning process and the project schedule, detailing what would occur during each phase of the study. The CTT and SOT members were then informed of their job descriptions, as defined in the table below. Participants were then asked to vote in a poll indicating their involvement in the SEAS in 2017, shown in the pie chart below. To close this section of the presentation, the project team explained the other parties involved in this process including the CAMPO Technical Coordinating Committee (TCC) and Executive Board, elected officials, local jurisdiction members, key community stakeholders, and the general public.

SOT Job Description	CTT Job Description
<ul style="list-style-type: none"> • Represent diverse community interests • Provide guidance and direction on substance • Provide input at key decision points • Participate at public events • Disseminate information through individual networks • Meet formally up to four times at key steps 	<ul style="list-style-type: none"> • Represent various planning entities and jurisdictions within the southeast area in the process and substance of the plan • Provide local insight and institutional knowledge on planning issues • Aid in engagement and communication • Plan liaison for agency staff, elected officials, and SOT • Meet formally up to seven times and informally throughout

How many of you participated in the 2017 SEAS?



Public Engagement Plan and Member Involvement

In the next section of the presentation, the project team discussed the engagement strategy for the SEAS Update which is broken up into three phases:

- Phase 1: *Discover*: Educate the public after a review of previous studies and data collection to seek input on vision, goals, and study area challenges
- Phase 2: *Involve*: Educate the public about Phase 1 public input, alternative options, and seek input on potential preferred/recommended alternatives
- Phase 3: *Consult*: Present final recommendations to the public for review and comment

The events and activities planned to occur during each of the phases are detailed in the Public Engagement Plan (PEP). The PEP also establishes engagement goals and performance measures to guide participation and outreach throughout the planning process. The project team then emphasized the importance of involving historically underrepresented communities in the process and asked attendees for resources to engage these communities. The members were then asked to provide any contacts for stakeholders that need to be active participants in this process. The answers provided to those two questions are below. The feedback received was used to inform the PEP.

What are some historically underrepresented neighborhoods/businesses/organizations in your area?

- Affordable Housing Advocates/Developers (DHIC/Raleigh-based)
- African American pop
- Agricultural areas. Sharing road with vehicles
- All chambers in the area map
- Are there especially large multifamily developments/complexes?
- Churches known for partnering to help spread the word, etc?
- Blind Disabled
- Brightleaf Fleamarket
- business in general
- CASA?
- child and elder care providers
- Community and senior services
- Community and Senior Services in Smithfield
- Commuters - both residents of the area that commute out daily (big percentage) and others who commute into area daily. When, where are how to engage so their input can be captured.
- Directors of the Wake Health and Human Services Regional Centers
- El Centro Hispano
- Focus housing near transit and walkable nodes
- Food Banks
- Friends of Johnston County Parks Johnston County Ag Ext
- Hispanic and Latino populations (we have 40%); incredibly low income residents
- Homeless shelters
- Johnston County NAACP
- latino/hispanic organizations
- Local developers
- Low Income Areas
- mobile homes
- Mobile homes, agriculture, POCs
- Most Southeast Raleigh neighborhoods
- Non-profit organizations that serve underrepresented communities
- Our engagement efforts in this area have been challenging because of large size of area and lack of central gathering places.
- People that don't have a vehicle
- People with disabilities such as being wheelchair bound
- Progressive Men's Club (Smithfield)
- Raleigh Regional Association of Realtors
- Rental tenants (vs. landowners/business owners)
- residents living in public housing and mobile home park communities; farmers of all operations types and scales
- Residents/business beyond the study area that regularly travel the study area and stand to benefit from improvements.
- Seasonal / migrant farm workers and their families.
- Selma has underserved neighborhood of Hispanic, Black as well as poor Whites who have both housing and transportation issues.
- Small business owners- especially businesses focused on serving ethnic communities. Gaining trust in these communities takes time.
- Students needing to get to Johnston Community College campuses and workforce development center
- Support existing walkable nodes and create more.
- there are no real public transportation options in our area
- There are places along the 96 and 39 corridors south of Downtown Zebulon
- Tier 1 areas of JoCo to be more complete answer
- Transit dependent
- Use Regional Centers and churches to access poor people. Let them tell you what the issues are.
- Wake Tech (potentially on the edge of the area) or other community colleges

What groups of people can you help bring into this process?

- Affordable Housing Advocates/Developers (DHIC/Raleigh based)
- Also have done some recent outreach to apartment complex managers in Garner - typically are also residents.
- Benson Chamber of Commerce
- Chambers of Commerce, Relators Associations
- Churches, Regional Centers, Oak City Cares, JCATS drivers/staff
- Construction Waste Landfill
- Contacts with large, private landowners
- County Soil & Water Conservation Districts; Wake County Public Housing; Capital Area Workforce Development
- Department of Health/Health and Human Services
- Downtown Garner Association
- Everyone - Planning Board, community, BOC
- Food Bank of Central NC
- Garner Economic Development Corporation
- Garner Senior Center & PRCR Advisory Committee
- Johnston Co. Health Dept
- Johnston County Airport - JNX
- Johnston-Lee-Harnett Community Action, Inc.
- Local Housing Authorities
- Local Planning Boards
- Local religious, social organization leaders
- Neighborhood Associations
- Neuse River Resource Recovery Facility
- New Garner Indoor Recreation Center is open - high traffic. Also Senior Center is a good resource
- Progressive Men's Club Smithfield
- JoCo NAACP
- Friends of JoCo parks
- JoCo Ag Ext
- Public Schools (have had success sending information / links to public surveys to schools and then the teachers distribute to students who give it to their parents)
- Raleigh Regional Association of Realtors
- Recreational Partners and Schools. Friends of Johnston County Parks
- SNAP
- SRTS
- Triangle Land Conservancy
- Truck route considerations to alleviate bin town truck traffic
- Wake County Reentry Council
- Wake County Schools
- Contacts for Springfield Baptist Church and a few others in the area who have been doing expansion/development work
- WIC

The project team ended this section by explaining the information sharing logistics with the CTT and SOT. Members were also told that their facilitation of engagement in this process would be accompanied by an Outreach Toolbox—to be added to the project website—that includes educational information and resources for public involvement.

Idea Gathering

The next portion of the meeting was an interactive activity intended to spur discussion and gather feedback about opportunities and challenges in the southeast area. The presenter first asked polling questions about what people most love about the study area and what opportunities this study can address. The answers to those questions are below.

What do you love most about the southeast area today?

- Affordability (although this is shifting, it's still more affordable than neighboring areas)
- Agriculture and open space still around
- As for Garner, it's got that small town feel but is still close to everything...
- BBQ
- Closely located to major industry and education centers
- Community, close to city with town feel
- Convenience and affordability & opportunities for growth.
- Diversity of people. Unique towns. Safe.
- Downtown breweries and cool small businesses.
- Easy access to highways
- Farm stands and agribusiness
- Funding
- Get plans in place before homes are built. Subdivisions account for future transportation rather than the other way around
- Getting everyone to work together.
- Good highway system, in spite of ongoing work on I40!
- Growing more and more diverse each day, walkable neighborhoods
- growing more and more diverse each day, walkable neighborhoods
- Growth and job opportunities
- I love the rural setting, the natural areas, and the simpler life. It is hard to watch it disappear one development at a time.
- I think you will find this season a volatile time to speak in some communities if your methods are not culturally sensitive and open to their real challenges.
- I-40 improvements.
- Improving access for all, not just people in cars
- Improving coordination between land use and transportation
- Inclusion and equity
- Increase in development/market activity associated with I-540
- JCATS expansion
- Keeping small towns compact and walkable. Preserving natural areas and agriculture. Increasing opportunities for trails and biking. Making it easier to travel between towns and getting from the metro areas to the small towns without a car
- Laid back lifestyle and friendliness of people overall
- Location, location, location
- Main Street communities- shopping, local restaurants, and events
- Mountain to sea trail and east coast greenway other greenways
- Neuse river
- Neuse River and trail, Williamson Preserve
- Neuse River Trail
- Open space & rural feel
- Opportunities for families to live work learn and play
- Our location
- People in JoCo
- Politics
- Proximity to Ocean
- Proximity to Triangle area
- Quiet country setting. Away from the big city, even though I drive into Raleigh daily.
- Rural landscapes and buying foods from local farms.
- rural/small town feel
- Shopping opportunities, new residential housing stock
- Small town feel, access to many amenities
- Small town feel
- Small town feel/community close to urban areas and activities
- small town feeling
- Still holds onto a small town feel for the most part, and a "neighborly" atmosphere, despite the growth
- That plans today to be implemented in the next ten years will not be sufficient - think bigger
- That rural roads can handle the volume of traffic from growth
- The diversity of places. Rural, urban, suburban
- The long time it takes to build and make improvements
- The people
- The rolling landscape, trees and agriculture, Natural areas, and trails. Beautiful backroads and charming and walkable downtowns
- Transition farm to market road network to better match current/future development patterns
- Transportation options
- Transportation, housing, jobs, education
- Variety of lifestyles
- Vision for next 20 years and beyond

What are some of the most important opportunities for this plan to address?

- Address tools available for us to help keep congestion off of the main arteries.
- addressing congestion
- Affordable housing near transit
- Aging in place & access to transportation services for senior citizens
- Attitudes against managed growth
- Better bike facilities
- Bike & Ped accommodation
- bike facilities
- Bus routes that don't require me to go downtown and then catch a connection, it kill so much time...
- Climate change
- Connectivity
- Continued improvements to transportation infrastructure.
- Coordination with all freight Railroads
- Economic Development opportunities and impacts of transportation decisions and prioritization
- Economic growth
- Equity in transportation decision making
- FUNDING!!!!
- How to support that diversity of land uses - where you can have urban areas and farm/ag areas
- How travel patterns and project needs may change after 540 is fully completed
- I think you need to identify where people need to access public assistance and communicate with human services to understand in which communities their clients and participants live. They can provide a lot information about these communities.
- Identifying grocery store locations would help flag food deserts
- Inclusive planning
- Increase public transit opportunities for those who need it most
- Keeping Johnston county residents working in Johnston County
- Land use and transportation connection
- land use planning that is supportive of transportation investment decisions and vice versa
- Maintain livability and diversity
- Multimodal access for Selma, Smithfield, Wilson Mills as the populations expand will definitely be needed
- Multi-modal transportation
- One day Neighborhood routes in Garner, right now it's hard to ride transit due to having to park and ride
- Ongoing funding for road improvements, behind the eight ball on addressing traffic congestions in rural areas. Horrible traffic on rural roads.
- Planning for transit services
- public transportation needs
- Public transportation needs in RURAL communities in the project area
- Reduced VMTs
- Road Conditions
- Smart growth
- the need for multimodal transportation, rather than focusing on automobile dependent uses
- The Tomato Map (2050 congestion, even after factoring in all of the new highway improvements)
- Traffic
- Transit oriented development
- Transit supportive land use
- Transit, housing affordability, and land use
- transportation alternatives that provide for health and well-being while giving opportunities for varied experiences
- walkability
- Walkability and connectivity

MAPPING ACTIVITY

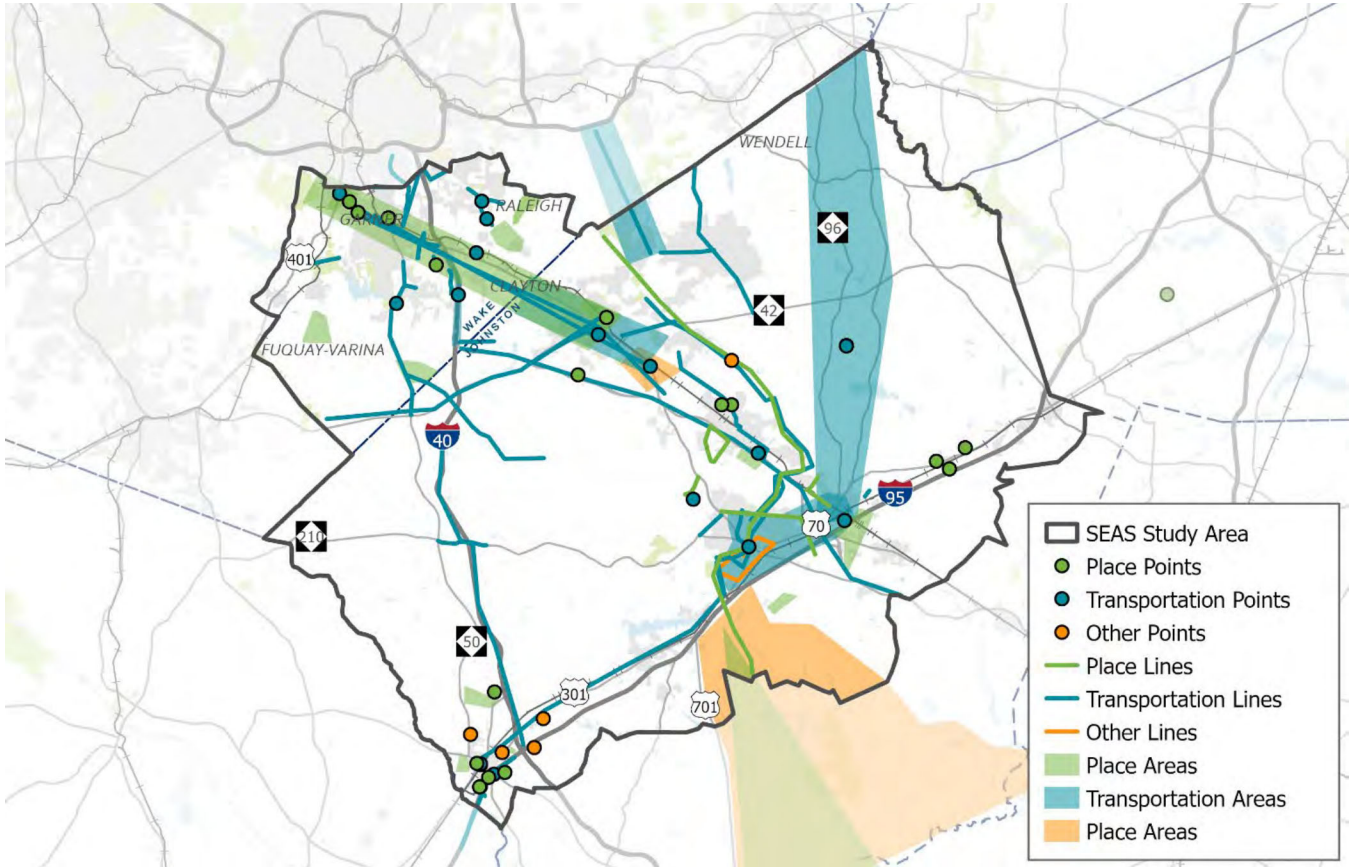
The next and final activity of the meeting was identifying needs and opportunities related to places, transportation, and any other ideas on an interactive online map. The mapping activity posed the questions below. The results of the activity are on the following page, both shown on a figure and summarized in a table.

Activity Instructions

<i>Places</i>	<i>Transportation</i>	<i>Other Ideas</i>
As the area grows, what would make the places better? Share your ideas about: <ul style="list-style-type: none"> • Places that reflect well on the community • Places that need to be improved • Places that need to be protected, maintained, or preserved 	As the area grows, what would improve how people travel? Share your ideas about: <ul style="list-style-type: none"> • Safety • Congestion • Transit • Bike/ped infrastructure 	What else should be considered in this plan? Share your ideas about: <ul style="list-style-type: none"> • Utilities • Schools • Economic development • Regional collaboration

Activity Results

The map below shows that needs and opportunities are mostly concentrated in the existing urban, or built, areas and along exiting roadways.



<i>Places</i>	<i>Transportation</i>	<i>Other Ideas</i>
<ul style="list-style-type: none"> Schools and their student capacity were marked Development sites were identified for industrial, residential, and commercial land uses Downtowns to be preserved and enhanced were denoted General development opportunities were drawn 	<ul style="list-style-type: none"> Areas of high traffic were highlighted Roadway and intersection improvement opportunities were noted Existing transit options and potential transit opportunities were identified Bike/ped improvements were marked 	<ul style="list-style-type: none"> Comments identified areas of preservation and economic development Schools at or above capacity were noted Sewer expansion in Benson was marked

Wrap Up and Next Steps

Following the interactive mapping and discussion, the project team wrapped up the presentation with a review of next steps which included launching the project website, initiating the State of the Region Report, and beginning Phase 1 engagement in July. The meeting concluded with the project team thanking the CTT and SOT members for their time and any closing remarks.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
Julie	Maybee	Archer Lodge	CTT
Erin	Joseph	Benson	CTT
Jerry	Medlin	Benson	SOT
Kimberly	Pickett	Benson	CTT
Bonnie	Parker	CAMPO	Project Team
Shelby	Powell	CAMPO	Project Team
Alex	Rickard	CAMPO	Project Team
Brandon	Watson	CAMPO	Project Team
Crystal	Odum	CAMPO - MCC	CTT
Mike	Bruff	CAMPO - TRM	CTT
Anna	Stokes	CAMPO - Wake Transit	CTT
Porter	Casey	Clayton	SOT
Ben	Howell	Clayton	CTT
Dana	Wooten	Clayton Chamber of Commerce	SOT
Frances	Bisby	Community Partner Network of Raleigh	SOT
Pauline	Ketchum	Four Oaks	CTT
Kathy	Behringer	Garner	SOT
John	Hodges	Garner	CTT
Gaby	Lontos-Lawlor	Garner	CTT
Ken	Marshburn	Garner	SOT
Jeff	Triezenberg	Garner	CTT
Elmo	Vance	Garner	SOT
Lamara	Williams-Jones	Garner - Transit/Transportation Citizen Representative	SOT
David	Eatman	GoRaleigh	SOT
David	Walker	GoRaleigh	CTT
Will	Allen	GoTriangle	SOT
Jay	Heikes	GoTriangle	CTT
Sharon	Peterson	GoWake Access Transportation Advisory Board	CTT
Brian	Stoker	Grifols	SOT
Neal	Davis	JCATS	SOT
Butch	Lawter	Johnston County	SOT
Braston	Newton	Johnston County	CTT
Bonnie	White	Johnston County Association of Realtors	SOT
Adrian	O'Neal	Johnston County Parks, Greenways, and Open Space	SOT
Donna	Bailey-Taylor	Johnston County Visitors Bureau	SOT
Tina	Ray	Johnston-Lee-Harnett Community Action, Inc.	SOT
Samantha	Borges	Kimley-Horn	Project Team
Allison	Fluitt	Kimley-Horn	Project Team
Kristina	Whitfield	Kimley-Horn	Project Team
Andrew	Spiliotis	Knightdale	SOT
Neil	Perry	NCDOT Rail	SOT
Carlos	Moya	NCDOT TPD	CTT
Scott	Walston	NCDOT TPD	SOT
Jennifer	Collins	NCDOT-Div 4	CTT
Sam	Lawhorn	NCDOT-Div 4	CTT
Bob	Deaton	NCDOT-Div 5	CTT
Brandon	Jones	NCDOT-Div 5	SOT
David	Keilson	NCDOT-Div 5	CTT
Shaylah	Nunn Jones	NovoNordisk	SOT
Anne	Conlon	Raleigh	CTT
Chris	Golden	Raleigh	SOT
Paul	Kallam	Raleigh	SOT
Bynum	Walter	Raleigh	SOT
Joe	Milazzo	RTA	SOT

SEAS Southeast Area Study Update
 Joint CTT and SOT Kickoff Meeting Summary
 May 19, 2022

First Name	Last Name	Agency	SEAS Role
Randy	Cahoon-Tingle	Selma	CTT
Bruce	McKay	Selma	SOT
Michael	Scott	Smithfield	CTT
Stephen	Wensman	Smithfield	CTT
Matt	Day	TJCOG	SOT
Maureen	McGuinness	Triangle East Chamber	SOT
Brenna	Thompson	Triangle Land Conservancy	SOT
Kim	Johnson	Triangle Transportation Choices	SOT
James	Salmons	UCPRPO	CTT
Betty	Parker	Wake Co Schools	SOT
Tim	Gardiner	Wake County	CTT
Akul	Nishawala	Wake County	CTT
Terry	Nolan	Wake County	CTT
Sharon	Peterson	Wake County	CTT
Asa	Fleming	Wake County Planning Board	SOT
Danny	Kadis	Wake County Planning Board	SOT
Nathan	Spencer	Wake up Wake County	SOT
Wendy	Oldham	Wilson's Mills	CTT
Mike	Clark	Zebulon	SOT

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

What: Core Technical Team Meeting No.2

When: Friday, August 19, 2022
1:00-2:30 pm

Where: Hybrid
In-Person: Clayton Town Hall | 111 E. Second St
Virtual: Microsoft Teams Call

SEAS UPDATE CTT MEETING NO. 2

Introduction

This document summarizes the second Core Technical Team (CTT) meeting for the Southeast Area Study (SEAS) Update. This summary provides an overview of the meeting agenda, presentation, and discussion, and is accompanied by the meeting presentation. A total of 31 people attended the meeting, including those in-person and online. The full participant list is included as an attachment at the end of this document.

Summary

Project Progress

The project team initiated the meeting by introducing themselves, reviewing the agenda, and explaining meeting logistics including the unique hybrid format. The project team then established the purpose and intended outcome of the meeting, shown in the table below.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting is to update the Core Technical Team (CTT) on project progress, finalize the plan's Vision and Guiding Principles, and initiate scenario planning.	Members will be informed of the plan's progress and be introduced to the scenario planning process in order to provide information on known developments and future land use.

Next, the presentation kicked off with some information about progress since the last meeting in July. The presenters reviewed some key results from the existing conditions analysis including demographic data and mobility trends in the SEAS area.

Phase 1 Engagement

The next portion of the presentation was a review of the public outreach efforts that occurred as part of Phase 1 Engagement. This included information about the advertising and social media sharing, the eight pop-up events that were held, initial online survey results, and the small group jurisdictional meetings.

The preliminary survey results showed that over 600 people took the survey, all living, working, or owning property in the study area. The jurisdictional meetings included in-person meetings in small groups with the jurisdictions involved in the SEAS. The project team shared the key takeaways from these meetings broken down by category. The takeaways spurred discussion between the CTT members about what it might mean to address safety issues and if that conflicts with congestion problems.

Vision & Guiding Principles

The next part of the presentation presented the SEAS Update guiding principles using the SEAS guiding principles from 2017 as a starting point and feedback from the public survey to update and adjust them.

The CTT suggested some edits to wording and descriptions of the guiding principles. These edits were incorporated into the final guiding principles.

Land Use Scenario Planning

Most of the meeting was spent discussing land use scenario planning and educating the CTT members about the process. The project team described the scenario planning process within the construct of the Five W's and H: who, what, where, when, why, and how.

GROUP ACTIVITY

The CTT members were tasked with updating and validating the existing land use place type and development status data via a mapping activity. Members who attended in person wrote on physical maps in the room, and members who attended virtually could provide comments on an online web-based mapping platform.

The results of the mapping activity will result in the study's first scenario, the Existing Land Use scenario. These results will be included in upcoming documentation.

Wrap Up and Next Steps

The project team wrapped up the presentation with a review of next steps including finalizing the Regional Snapshot existing conditions report. The team discussed upcoming meetings with the CTT, and asked the group to complete the breakout activity as a homework assignment.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
Erin	Joseph	Benson	CTT
Kimberly	Pickett	Benson	CTT
Bonnie	Parker	CAMPO	Project Team
Shelby	Powell	CAMPO	Project Team
Alex	Rickard	CAMPO	Project Team
Tim	Shortley	CAMPO	Project Team
Mike	Bruff	CAMPO - TRM	CTT
Anna	Stokes	CAMPO - Wake Transit	CTT
Ben	Howell	Clayton	CTT
Pauline	Ketchum	Four Oaks	CTT
John	Hodges	Garner	CTT
Gaby	Lontos-Lawlor	Garner	CTT
Braston	Newton	Johnston County	CTT
Samantha	Borges	Kimley-Horn	Project Team
Allison	Fluitt	Kimley-Horn	Project Team
Kristina	Whitfield	Kimley-Horn	Project Team
Nick	Morrison	NCDOT IMD	CTT
Brian	Murphy	NCDOT Safety	CTT
Phil	Geary	NCDOT TPD	CTT
Carlos	Moya-Astudillo	NCDOT TPD	CTT
Jennifer	Collins	NCDOT-Div 4	CTT
James	Salmons	NCDOT-Div 4	CTT
Bob	Deaton	NCDOT-Div 5	CTT
David	Keilson	NCDOT-Div 5	CTT
Don	Belk	Raleigh	CTT
Anne	Conlon	Raleigh	CTT
Chris	Golden	Raleigh	CTT
Randy	Cahoon-Tingle	Selma	CTT
Stephen	Wensman	Smithfield	CTT
Ben	Bearden	TJCOG	
Terry	Nolan	Wake County	CTT

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

What: Stakeholder Oversight Team Meeting No. 2

When: Tuesday, August 23, 2022
11:00am - 12:30pm

Where: Zoom (meeting link below)

SEAS UPDATE SOT MEETING NO. 2

Introduction

This document summarizes the second Stakeholder Oversight Team (SOT) meeting for the Southeast Area Study (SEAS) Update. This summary provides an overview of the meeting agenda, presentation, and discussion, and is accompanied by the meeting presentation and recording. A total of 63 people attended the meeting via Zoom. The full participant list is included as an attachment at the end of this document.

Summary

Project Progress

The project team initiated the meeting by introducing themselves, reviewing the agenda, and explaining meeting logistics including the use of an online polling tool. The project team then established the purpose and intended outcome of the meeting, shown in the table below.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting is to update the Stakeholder Oversight Team (SOT) on project progress, finalize the plan's Vision and Guiding Principles, and introduce the members to scenario planning.	Members will be informed of the plan's progress and be introduced to the scenario planning process initiated during the most recent Core Technical Team (CTT) meeting.

Next, the presentation kicked off with some information about the progress since the last meeting in July. The presenters reviewed some key results from the existing conditions analysis including demographic data and mobility trends in the SEAS area.

Phase 1 Engagement

The next portion of the presentation involved a review of the public outreach efforts that occurred as part of Phase 1 Engagement. This included information about the advertising and social media sharing, the eight pop-up events that were held, select online survey results, and the small group jurisdictional meetings.

The survey results showed that over 600 people took the survey, all living, working, or owning property in the study area. The project team shared some key takeaways from the survey feedback.

The jurisdictional meetings included in-person meetings in small groups with the jurisdictions involved in the SEAS. The project team shared the key takeaways from these meetings broken down by category. The project team emphasized that the takeaways would not be fully representative of the SEAS project area as a whole, but rather would provide ideas tailored to the different area communities.

Attendees also engaged in discussion about the role of transit for the future of the Southeast Area and asked about to what level of detail the SEAS Update transit recommendations would be. Shelby Powell clarified that the study would evaluate transit propensity throughout the study area, but recommendations would not result in specific routing designations.

Vision & Guiding Principles

The next part of the presentation presented the SEAS Update guiding principles using the SEAS guiding principles from 2017 as a starting point and feedback from the public survey to update and adjust them. A consensus of the SOT approved of the draft guiding principles.

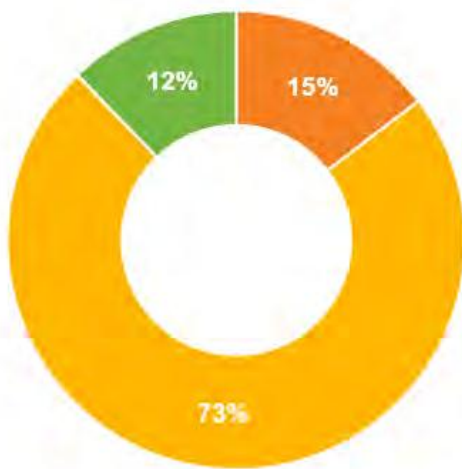
Land Use Scenario Planning

Most of the meeting was spent discussing land use scenario planning and educating the SOT members about the process. The project team described the scenario planning process within the construct of the Five W's and H: who, what, where, when, why, and how.

POLLING ACTIVITY

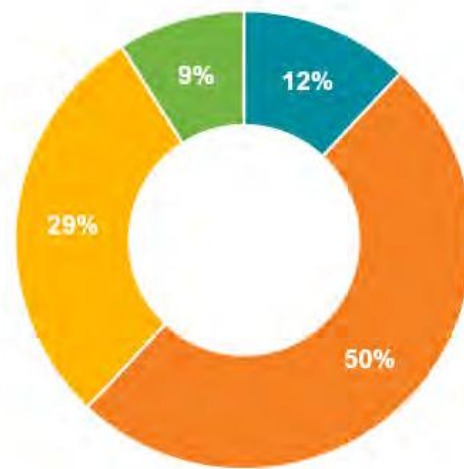
The interactive polling activity collected feedback to guide scenario development. This feedback was compared with survey results and some information from the 2017 SEAS to understand changes between 2017 and now, and where the SOT and the public might agree or disagree. The results of the online polling activity are below:

How much growth is ideal for the Southeast Area?



■ No growth ■ A little growth
 ■ More growth ■ A lot of growth

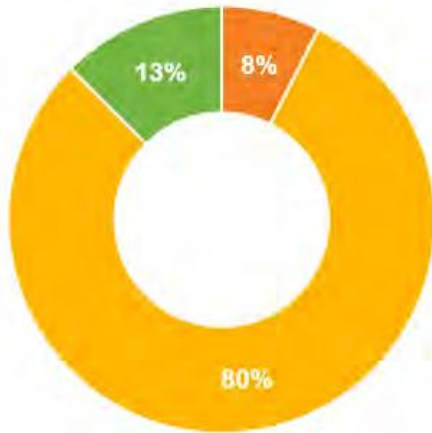
SOT Feedback



■ No growth ■ A little growth
 ■ More growth ■ A lot of growth

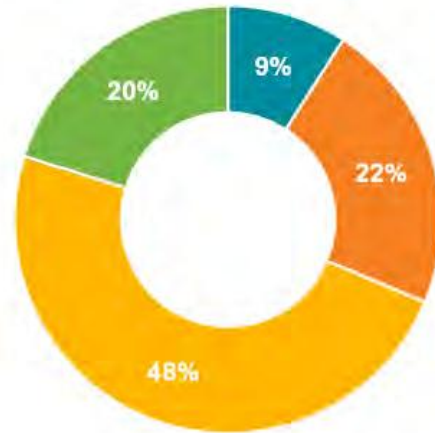
Public Survey Feedback

What type of growth is ideal for the Southeast Area?



- Mostly residential
- Somewhat more residential
- Somewhat more shops and jobs
- Mostly shops and jobs

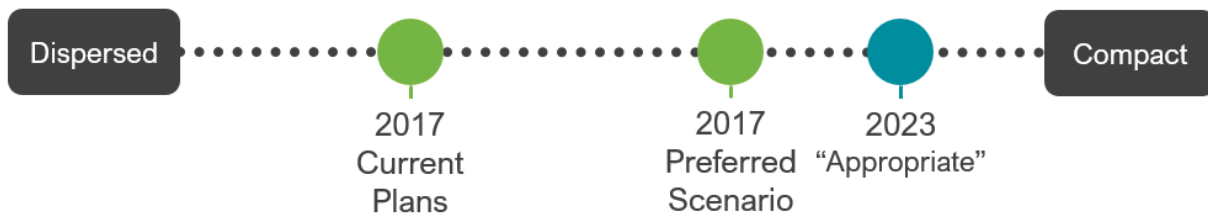
SOT Feedback



- Mostly residential
- Somewhat more residential
- Somewhat more shops and jobs
- Mostly shops and jobs

Public Survey Feedback

In the last SEAS we considered compact vs dispersed growth. What do you think is appropriate for the SEAS Study Area now?



- 2017 SEAS
- 2023 SEAS Update

Wrap Up and Next Steps

The project team wrapped up the presentation with a review of next steps including finalizing the Phase 1 Engagement Summary and finalizing the Regional Snapshot existing conditions report. The team identified upcoming meetings with the CTT.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
John	Buzzeli	Archer Lodge	SOT
Julie	Maybee	Archer Lodge	CTT
Erin	Joseph	Benson	CTT
Kimberly	Pickett	Benson	CTT
Bonnie	Parker	CAMPO	Project Team
Shelby	Powell	CAMPO	Project Team
Alex	Rickard	CAMPO	Project Team
Crystal	Odum	CAMPO - MCC	CTT
Mike	Bruff	CAMPO - TRM	CTT
Anna	Stokes	CAMPO - Wake Transit	CTT
Porter	Casey	Clayton	SOT
Ben	Howell	Clayton	CTT
Patrick	Pierce	Clayton	CTT
Dana	Wooten	Clayton Chamber of Commerce	SOT
Joe	Geigle	FHWA	SOT
Pauline	Ketchum	Four Oaks	CTT
Kathy	Behringer	Garner	SOT
Gaby	Lontos-Lawlor	Garner	CTT
Jeff	Triezenberg	Garner	CTT
David	Walker	GoRaleigh	CTT
Will	Allen	GoTriangle	SOT
Anita	Davis-Haywood	GoWake Access	SOT
Brian	Stoker	Grifols	SOT
Neal	Davis	JCATS	SOT
Butch	Lawter	Johnston County	SOT
Braston	Newton	Johnston County	CTT
Bonnie	White	Johnston County Association of Realtors	SOT
Chris	Johnson	Johnston County Econ Dev	SOT
James	O'Neal	Johnston County Parks, Greenways, and Open Space	SOT
Donna	Bailey-Taylor	Johnston County Visitors Bureau	SOT
Samantha	Borges	Kimley-Horn	Project Team
Allison	Fluitt	Kimley-Horn	Project Team
Andrew	Spiliotis	Knightdale	SOT
Carlos	Moya-Astudillo	NCDOT TPD	CTT
Scott	Walston	NCDOT TPD	SOT
Jennifer	Collins	NCDOT-Div 4	CTT
Sam	Lawhorn	NCDOT-Div 4	CTT
James	Salmons	NCDOT-Div 4	CTT
Bob	Deaton	NCDOT-Div 5	CTT
David	Keilson	NCDOT-Div 5	CTT
Tracy	Parrott	NCDOT-Div 5	SOT
Shaylah	Nunn Jones	NovoNordisk	SOT
Anne	Conlon	Raleigh	CTT
Chris	Golden	Raleigh	SOT
Paul	Kallam	Raleigh	SOT
Bruce	McKay	Selma	SOT
Stephen	Wensman	Smithfield	CTT
Matt	Day	TJCOG	SOT
Maureen	McGuinness	Triangle East Chamber	SOT
Kim	Johnson	Triangle Transportation Choices	SOT
Tim	Gardiner	Wake County	CTT
Akul	Nishawala	Wake County	CTT
Chris	Snow	Wake County Parks, Recreation, and Open Space	SOT

SEAS Southeast Area Study Update

SOT Meeting No. 2 Summary

August 23, 2022

First Name	Last Name	Agency	SEAS Role
Asa	Fleming	Wake County Planning Board	SOT
Danny	Kadis	Wake County Planning Board	SOT
Mike	Clark	Zebulon	SOT

There were five unidentifiable attendees

Appendix B: Jurisdictional Group Meetings Summary



B

JURISDICTIONAL GROUP MEETINGS SUMMARY

As part of the Southeast Area Study Update, a series of three meetings were held with planning staff from jurisdictions across the Southeast Area to better understand their biggest desires and concerns and how things have changed in their jurisdictions since the 2017 study. Between August 3rd and August 5th, the SEAS Project Team met with groups of planning staff from Southeast Area municipalities as well as from county planning departments (Wake and Johnston Counties) to discuss land use and transportation priorities.



Meeting 1

August 3rd

- Archer Lodge
- Clayton
- Garner
- Raleigh
- Johnston and Wake Counties



Meeting 2

August 4th

- Benson
- Four Oaks
- Kenly*
- Pine Level
- Johnston County



Meeting 3

August 5th

- Smithfield
- Selma
- Wilson's Mills*
- Johnston County

**Planners from Kenly and Wilson's Mills were unable to attend.*

Meeting 1- August 3rd

The August 3rd meeting focused on the northwestern area of the study area, including Archer Lodge, Clayton, Garner, Southeast Raleigh, and Johnston and Wake Counties.

Archer Lodge

GROWTH PATTERNS

- Updating ordinance and plans for density

TRAFFIC AND ROADWAY

- Ongoing concerns about high traffic
 - Impact on the town, projected increase
 - Castleberry Road is congested
 - Buffalo Road continues to be congested even after widening

BIKE AND PEDESTRIAN

- Importance of multimodal connections
- Recently adopted a bicycle and pedestrian plan in 2020 that showed a desire for connections to Clayton

POLICIES AND PROGRAMS

- Retail leakage analysis to promote mixed use development as tool for influencing elected officials

TOP PRIORITIES

- Need for interconnectivity and supportive policies to make it happen.
 - Recently finished updating their Unified Development Ordinance with density in mind
 - Currently working on updating their Comprehensive Land Use Plan.

Clayton

GROWTH PATTERNS

- Clayton and its surrounding areas seeing massive growth, see need for growth to be multimodal
 - Adding about 15,000 new units of residential, with industrial and commercial growth following suit.
 - Need development to mitigate sprawl
 - Comprehensive plan encourages mixed-growth and higher density, town is rewriting UDO & modernizing it to create density
 - Major highways as transit corridors with dense development around and along them
 - Opportunity for BRT, but also consideration for future phase of commuter rail

TRAFFIC AND ROADWAY

- Significant traffic needs overall
 - Congestion along connections from Clayton and Archer Lodge into Raleigh
 - Church and Cornwallis backing up during peak periods
 - BUS-70 sees traffic comparable to I-95
 - Shotwell Rd backing up to the Walmart for about a mile
- Projects to alleviate some traffic
 - I-40 East project
 - Need to finish 540
- NC-42 serves as the main east-west corridor through Clayton.
 - NC-42 East- widening and work on Ranch Road to connect NC-42 East to US-70 bypass both noted as accomplishments since the 2017 SEAS.
 - NC-42 West is a major priority for the town
 - Improvement/widening of the road itself
 - Growth and development along the corridor, especially around Johnston Medical Center Clayton.
 - Small area plan along NC-42 West from Amelia Church to Cornwallis

BIKE AND PEDESTRIAN

- Need bike/ped access across Business 70
- Greenways parallel to transit corridors that could branch out to create connections to transit
- Prioritize critical connections between jurisdictions

POLICIES AND PROGRAMS

- Clayton starting work on their transportation plan in coming months.

TOP PRIORITIES

- Further evaluating the planned Northern and Southern Connectors. Both roadway proposals are needed and planned, but neither is currently funded. Wants to study closer to see if one should be prioritized over the other.
- Identifying projects that cross jurisdictional lines to work towards together

Garner

GROWTH PATTERNS

- Significant pushback locally to higher density
 - Older residents oppose
 - Challenge to get mix of housing types

TRAFFIC AND ROADWAY

- Need to maximize efficiency of the roadway network
 - Trying to improve connectivity of smaller roads to get people off major roads
- Not a lot of east-west connectivity in town
 - Kills projects when town wants development to pay for road connections
- Doesn't see benefit in widening roads, would like to shift away from single occupancy vehicles
- US 70 needs better access management
- 70/Mechanical/US 401 – needs some LU planning and access management recommendations
- Will see more growth at 540/50/401- want to maximize potential
- 40/70 Catalyst site
 - Timber Dr East extension- looked at crossing 40 on other side but not feasible
 - Didn't feel like recommendations in area were as realistic

TOP PRIORITIES

- Access Management Standards, especially along US-70

Raleigh

GROWTH PATTERNS

- Amend Future Land Use Map to incentivize mixed-use, denser, compact development
- Rock Quarry Rd and Auburn-Knightdale Rd are being amended for future land use to incentivize density & walkability, city growth area
 - Raleigh's newest growth center, future hot spot
 - Future 540 at Auburn-Knightdale/Hodge Rd area is expecting development

- Rock Quarry Rd will stay the same but be node-focused (Rock Quarry at Whitefield, Battle Bridge)

TRAFFIC AND ROADWAY

- Working with Garner to change Tryon Rd recommendation to 2 lanes instead of 4
- Street plan designations are being revisited for 6 lane cross sections to see if they can be recommended for 2 or 4 with multimodal accommodation

TOP PRIORITIES

- BRT and regional transit connections- what policy needs to be adopted for them to succeed

Wake County

TRAFFIC AND ROADWAY

- Trying to improve intersections in lieu of costly widenings
- Interchange locations along 540 need connectivity between modes
- I-87/401 corridor

POLICIES AND PROGRAMS

- Adopted PLANWake to identify community/walkable areas

TOP PRIORITIES

- Funding

Meeting 2- August 4th

The August 4th meeting focused on the areas of the study area in unincorporated Johnston County and jurisdictions roughly along I-95 outside of the Smithfield-Selma area, including Benson, Four Oaks, Pine Level, and Kenly. Planners from Kenly were unable to attend the meeting.

Benson

GROWTH PATTERNS

- Lots of residential growth and major subdivisions throughout town
- Growing significantly close to 95/40 interchange
- Subdivisions off Tarheel Road
- Farm, commercial, & residential land for sale
- Older buildings being improved and redeveloped

TRAFFIC AND ROADWAY

- Exit 79 to Main Street has improvements being made
- The bridge on NC 50/Main St connects the east and west parts of town
- Planned traffic circle at US-301 and Main- important
- The I-95 widening is important
- Plans to add flyover bridge to connect Cub Road and Market St over I-95, will take traffic off 301 and East Main St

- NC-242 near I-40 taken out of STIP, but could be put back in
 - Widening of NC 242 between Tar Heel and I-40
 - 242 North is a major commuter corridor

BIKE AND PEDESTRIAN

- Good base network of sidewalks
- More walking trails wanted
- Would like connectors to Selma & Wilson's Mills

POLICIES AND PROGRAMS

- Update to Comprehensive Land Use Plan completed last year, working on UDO this year
 - UDO will require sidewalks
- CTP that's not yet adopted- new facility on farm is controversial
- Banner Elk Road- circulate access to 242
- Wants to revisit connectivity beyond CTP
 - Connect road stub out streets
 - CTP has good greenway connection

TOP PRIORITIES

- Parking and Zoning
- Diverting freight traffic with help of STIP projects

Four Oaks

GROWTH PATTERNS

- Main subdivision in town has 33 houses now and will build out to 100 (Civitan & Hatcher)
- Major subdivision coming on Thunder Rd
- Just got funds for Main St maintenance
- 2 developments off Old School Road coming

TRAFFIC AND ROADWAY

- NCDOT Roundabouts on NC-90
- Civitan Road and Hatcher Rd needs a turn lane
- Just got funds for Main St maintenance- NCDOT gave town control of street, concern about trucks speeding down Church

BIKE AND PEDESTRIAN

- Desire for safe bike facilities
 - Black Creek has bicycle event twice a year

TOP PRIORITIES

- Historic mixed use of buildings
- Dealing with freight traffic through BD plant

Pine Level

GROWTH PATTERNS

- About 600 homes coming in, but no sewer capacity or water infrastructure to serve them so subdivision on hold until hopeful sewage capacity increase in 2024-2025
- Led to a moratorium on subdivisions- need to be able to provide water/sewer/trash pickup, but can't yet
- Town anticipating further growth from new I-42 designation

TRAFFIC AND ROADWAY

- Turn lane on Micro-Pine Level Rd

BIKE AND PEDESTRIAN

- Desire for new, improved sidewalks (citizens asking)
- Existing sidewalks that need maintenance
- Not much desire for bike facilities
- Most people drive to large park, but park is walkable and accessible to the town

POLICIES AND PROGRAMS

- No current connectivity policies
- New Land Use Plan adopted this summer

TOP PRIORITIES

- Density in the center of town in historic part
- Parking in downtown (important and a challenge because of the railroad running through)

Johnston County

TRAFFIC AND ROADWAY

- NC-210 from Raleigh Rd to NC 50
 - Funded project, targeted for small area plan
- I-95 getting worse- increased speeding, congestion, volumes
 - Widening I-95 is an NCDOT priority
- Unincorporated areas of the county have freight issues

BIKE AND PEDESTRIAN

- Neuse River Trail Extension should be adopted in September by McAdams/RPO
- Johnston County & RPO plan to do a county-wide greenway study
 - Goal to connect schools

POLICIES AND PROGRAMS

- ~2 months away from adopting new land use plan
 - Identifying growth areas and densities
 - Creating an action plan, prioritizing next steps
 - Used implementation toolkit in Johnston County Land Use Plan
 - Data from original SEAS policy review was used in updating the plan

TOP PRIORITIES

- Cornwallis Road

Meeting 3- August 5th

The August 5th meeting focused on the area around and including Smithfield, Selma, and Wilson's Mills as well as some of the surrounding unincorporated areas of Johnston County. Planners from Wilson's Mills were unable to attend the meeting.

Smithfield

GROWTH PATTERNS

- Smithfield Land Use Plan talked about dense nodes
- Supporting mixed use – the “compact” areas
- Need lateral connectivity between developments
- Focus on economic toolbox
- Expecting growth on east BUS-70, development east of I-95 wasn't part of the last study
 - Potential to expand water/sewer east of I-95
- Development along 210 to Cleveland
- Potential for new industrial demand around Smithfield

TRAFFIC AND ROADWAY

- Concerns about control of access along 301/39/96, US 70 Business
- Priority projects: 301, Wilsons Mills Rd, Buffalo Rd
- US 301 from Smithfield to Four Oaks is important, but only the bridge replacement is funded
- All projects identified in original SEAS still critical
- Amazon is driving up truck traffic on Swift Creek Rd, which is being addressed in upcoming updates to town Transportation Plan
 - Piece of Swift Creek Rd in front of airport is funded
- NC 210 is seeing lots of development, difficult to preserve ROW for improvements without NCDOT support
- Interchanges important to the town – I-42 / US 70 interchange, and Brogden Rd interchange (funded for 2029)
- Roundabouts on Exit 90 are in STIP
- Truck route around downtown would be ideal
- Wilsons Mills Rd from Durwood Stephenson to Market St widening

BIKE AND PEDESTRIAN

- NC 210 at Market St is a terrible angle for adequate bike/ped access/visibility
- Pedestrian crossing lights downtown poorly timed – need more pedestrian facilities
- Need ways to move people across the freight corridors safely
- Wants trails and sidewalk on all major corridors in Smithfield to be multimodal
- West side of town lacks Bike/Ped facilities

- Need NCDOT to plan more ROW for bike/ped improvements

#1 ISSUES TO ADDRESS

- US-301- Improvement, visualization

Selma

GROWTH PATTERNS

- Buffalo Rd is a priority – town thought NCDOT had completed ROW acquisition, but it appears not
- On US 301/NC 39 area – appx 500 proposed residential structures
- The new Food Hall is driving some redevelopment on the southeast side of I-95
- New developments forthcoming on Old Beulah Rd and on old Sysco property
- Eastfield Business Park is developing with office and retail
- Solar farm near ETJ

TRAFFIC AND ROADWAY

- US 301 between Smithfield and Selma is funded in the STIP for ROW 2025 and CON 2027
 - Potential hotspot at Ricks Rd/US 301/39/96
- Anderson Street / Rail yard coming into Selma is an issue
 - Would like to study for gateway into Selma, has been trying to get feasibility study
- Preserving ROW during new developments is a priority
- Traffic calming is needed in neighborhoods
- Problems with access control
 - Industrial sites are not allowed to turn left

#1 ISSUES TO ADDRESS

- US-301- expedite project

Other Topics

Hot Spot Discussions

- NC-210 from Raleigh Rd or Lassiter Rd to NC 50 is funded but delayed; needs small area plan
- US 301 at E Main St (Benson) is on the way
- Cub Rd (Benson)
- NC-242 North – subdivisions from Tarheel Rd
- I-42 new crossovers needed – has a few service roads
- US-301 Smithfield to Selma – needs access management

Transit

- JCATS Pilot study, potential for microtransit
- RPO pushing to extend Piedmont Amtrak service through the study area to serve Selma, Pine Level, Clayton

- BRT being studied to Clayton
- Potential future extension of commuter rail through Clayton (& beyond)

Key Takeaways

Roadway

- Congestion needs from 2017 SEAS still prevalent
- Desire for a safety-first strategy
- Strategic connections of road network needed
 - Connections between developments, smaller roads to provide alternative routes to major corridors
 - Connections that reduce travel time/provide more direct routes
 - Connections around jurisdictions (strategic bypasses)

Bike/Ped

- Increased demand/desire especially for facilities providing regional connectivity
 - Intermodal strategy- greenway/sidewalk connections to transit, etc.
 - Walkability within nodes/areas
- Need for safe bike/ped accommodation both along and across major corridors
- NCDOT Complete Streets Policy may provide more funding
- Need NCDOT assistance preserving right-of-way for bike/ped infrastructure along major corridors amidst development

Transit

- Prioritize regional connectivity to the Triangle
- Emphasis on opportunity for mode shift to relieve congestion
- Coordination between transit corridors/stations and land use

Land Use/Development

- Fast growing, especially high residential growth
- Mixed-use development is more desired now vs 5 years ago
 - Important to consider different types and tailor to needs of each jurisdiction
 - Options for gentle density, missing middle housing- doesn't have to be all vertical density
- Need to consider infrastructure (ex. water, sewer) as growth expands to new areas
- Policies and plans need to be updated to incentivize type of development desired
 - ex. Zoning, UDOs, Land use plans. Progress being made.

Other

- Develop standardized guides and educational materials
 - Access management retrofit standards

- Cost of sprawl educational materials
- Traffic generation by lot guide
- Transit supportive density guide
- Equity should be a focus of the study

Appendix C: Pop-Up Events Summary and Materials



C

POP-UP EVENTS SUMMARY

As part of the process of developing the Southeast Area Study Update, a series of eight pop-up events were held at community events and locations throughout the study area to further engage with the public about their desires and concerns. Representatives were stationed at the following eight events throughout July 2022:

Smithfield StrEATery

July 15th 6-9pm in Smithfield

Wilson's Mills Farmers Market

July 16th 8am-2pm in Wilson's Mills

Rockin' on Raiford Concert Series

July 21st 5-8pm in Selma

Clayton Farmers Market

July 23rd 9am-1pm in Clayton

Brightleaf Flea Market

July 24th 9am-2:30pm in Smithfield

SE Regional Library (Storytime & Yoga)

July 27th 10am-12pm in Garner

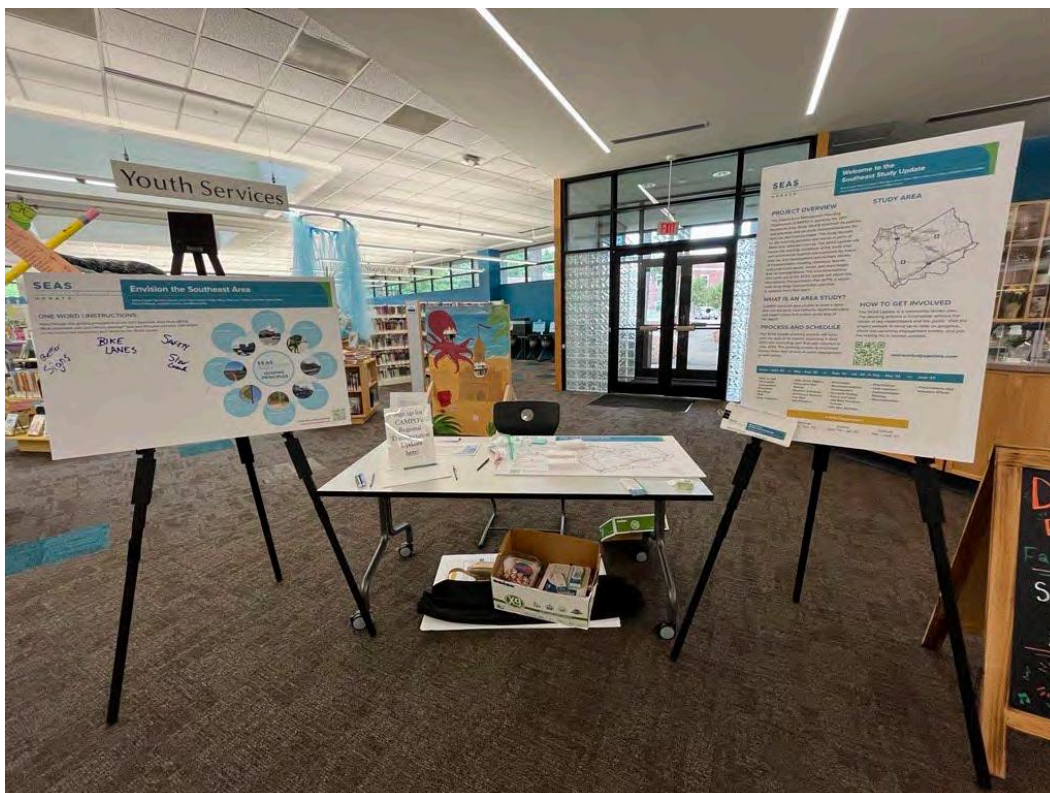
Clayton Last Friday Event

July 29th 6-9pm in Clayton

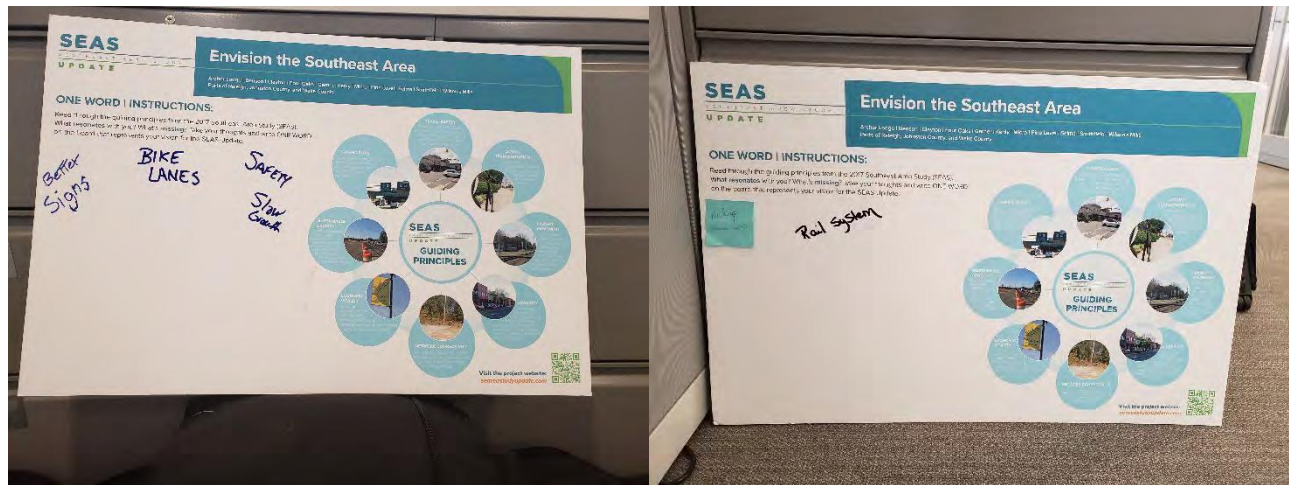
SE Regional Library (Drum Performance & Workshop)

July 30th 1:30-4pm in Garner

Each pop-up station included three boards, one with an overview of the SEAS Update project, one with a place for comments on the vision and planning principles for the study area, and one with a map of the study area for to mark thoughts and suggestions on transportation, places, or other ideas.

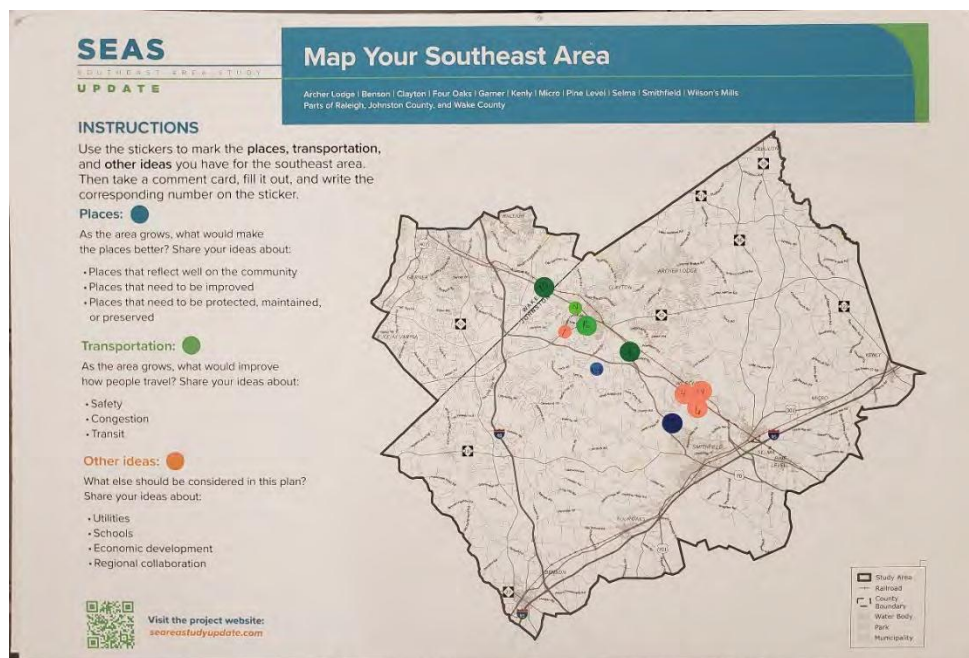


VISION AND PLANNING ACTIVITY



As part of the vision and planning section, participants were asked to give one word about their vision for the study area, either about what resonated with them or what they felt was missing. Comments centered around safety and navigation, transportation alternatives, and growth patterns.

MAPPING ACTIVITY



At the mapping board, participants were asked to leave comments about places, transportation, or other ideas about the study area and to mark the relevant location on the map. Most comments were about places that need intersection improvements for safety or congestion, while several others left comments on other modes such as public transit and bicycling. Other comments addressed disparities in school quality and a demand for restaurants near new employment centers.



SEAS

S O U T H E A S T A R E A S T U D Y

U P D A T E

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Parts of Raleigh, Johnston County, and Wake County

The
***Southeast
Area Study***
is being
updated and
we need to
hear from
YOU!

Share *your vision*
for the future of
transportation and
land use in the area.



SCAN HERE for
more information
and upcoming
engagement
events.

seareastudyupdate.com



SEAS

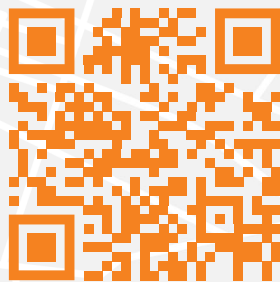
S O U T H E A S T A R E A S T U D Y

U P D A T E

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Partes de Raleigh, Condado de Johnston, y Condado de Wake

El *Estudio del Área del Sureste* está siendo actualizado ¡y queremos escucharte!

Comparte *tu visión* del futuro del transporte y el uso de tierras en el área.



ESCANEA AQUÍ para más información de los eventos de participación.

seareastudyupdate.com

PROJECT OVERVIEW

The Capital Area Metropolitan Planning Organization (CAMPO) is updating the 2017 Southeast Area Study (SEAS) to refresh its policies and practices and produce recommendations for land use and transportation. The study focuses on the evolving priorities and needs in parts of Wake and Johnston County. The SEAS Update will review the existing conditions of the study area and recommend regional improvements for future land use and development and multiple modes of transportation including roadways, bicycle, and pedestrian needs, transit, and even freight and rail considerations. The recommendations that come out of the SEAS Update will inform the Metropolitan Transportation Plan (MTP), a region-wide long-range transportation plan that is updated every four years.

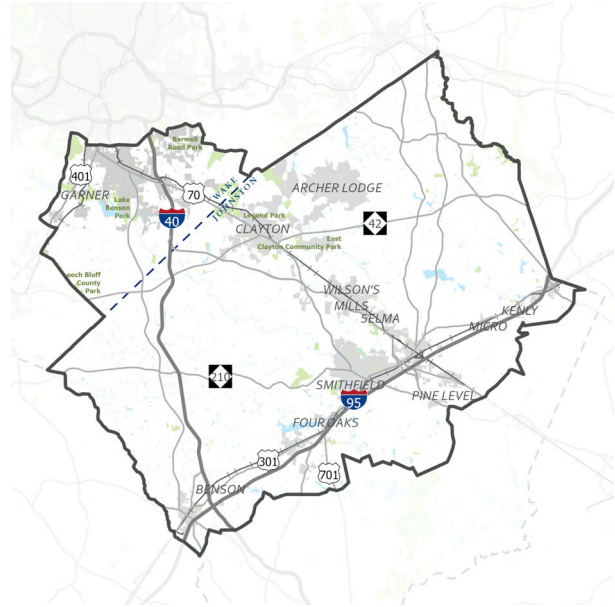
WHAT IS AN AREA STUDY?

CAMPO conducts area studies to allow a deep dive into the local road network, multimodal plans, and opportunities in a smaller study area of the region.

PROCESS AND SCHEDULE

The SEAS Update planning process will occur over the span of 14 months, beginning in April 2022 and concluding with final plan adoption in June 2023. The planning process is structured around three main phases of public engagement as seen below:

STUDY AREA



HOW TO GET INVOLVED

The SEAS Update is a community-driven plan. The planning process is incomplete without the voices of key stakeholders and the public. Visit the project website to keep up-to-date on progress, check out upcoming engagement events, and join the mailing list to receive updates.



seareastudyupdate.com

March – April '22	May – Aug. '22	Sept. '22 – Jan. '23	Feb. – May '23	June '23
<ul style="list-style-type: none"> Start up and Preparation Engagement Diagnostic Branding PEP Data Collection 	<ul style="list-style-type: none"> State of the Region Policy and Plan Review Baseline Scenarios Deficiency Analysis Hot Spot Identification 	<ul style="list-style-type: none"> Multimodal Recommendations Development Scenario Testing Policy and Land Use Best Practices Toolbox Hot Spot Analysis 	<ul style="list-style-type: none"> Prioritization Cost Opinions Implementation Strategy Documentation 	<ul style="list-style-type: none"> Presentations and Adoption Efforts
Public Engagement				
	Discover May – Aug. '22	Involve Sept. '22 – Jan. '23	Consult Feb. – June '23	

DESCRIPCIÓN DEL PROYECTO

La organización de planificación del area metropolitana (CAMPO) está actualizando el Estudio del Área Sureste (SEAS en inglés) de 2017 para actualizar las políticas y prácticas y crear recomendaciones para el uso de tierras y transporte. El estudio se enfoca en las prioridades que evolucionan y las necesidades en partes de los Condados de Wake y Johnson. La actualización del SEAS revisará las condiciones existentes en el área de estudio y recomendará mejoras regionales para el uso futuro de tierras y múltiples modos de transporte incluyendo calles, necesidades de bicicletas y peatones, tránsito, carga y ferrocarril. Las recomendaciones que vengan del SEAS informarán el Plan Metropolitano de Transporte (MTP en inglés), que es un plan de largo plazo de transporte que se actualiza cada cuatro años.

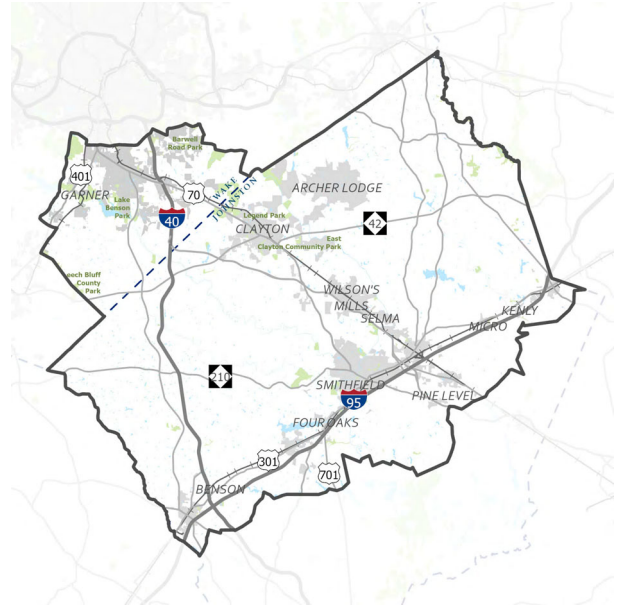
¿QUE ES UN ESTUDIO DE ÁREA?

CAMPO conduce estudios de áreas que permitan enfocarse en la red de calles, planes multimodos y oportunidades en un área más pequeña de la región.

PROCESS AND SCHEDULE

Las actualizaciones del SEAS ocurrirán en los próximos 14 meses, empezando en Abril de 2022 and concluyendo en Junio de 2023. El proceso está estructurado en tres fases de involucramiento:

ÁREA DE ESTUDIO



CÓMO INVOLUCRARSE

La actualización del SEAS es un plan guiado por la comunidad. El proceso estaría incompleto sin las voces de los entes interesados y el público. Visita la página web para mantenerte al día con el progreso, eventos y unirte a la lista de correos para recibir notificaciones.



seareastudyupdate.com

Mar – Abr '22	May – Ag '22	Sept '22 – Ene '23	Feb – May '23	Junio '23
<ul style="list-style-type: none"> Comienzo y Preparación Diagnóstico de Participación Marca PEP Recolección de Datos 	<ul style="list-style-type: none"> Estado de la Región Revisión de Política y Planes Escenarios referencia Análisis Deficiencias Identificación Zonas 	<ul style="list-style-type: none"> Desarrollo de Recomendaciones Multimodo Pruebas de Escenarios Herramientas de Prácticas de Políticas y Uso de Tierras Análisis de Zonas 	<ul style="list-style-type: none"> Priorización Opiniones de Costos Implementación de Estrategias Documentación 	<ul style="list-style-type: none"> Presentación y Esfuerzos de Adopción
Opinión Pública				
	<i>Descubrir</i> Mayo – Ag '22	<i>Involucrar</i> Sept '22 – Ene '23	<i>Consultar</i> Feb – Junio '23	

SEAS

S O U T H E A S T A R E A S T U D Y

U P D A T E

Envision the Southeast Area

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Parts of Raleigh, Johnston County, and Wake County

ONE WORD | INSTRUCTIONS:

Read through the guiding principles from the 2017 Southeast Area Study (SEAS).
What **resonates** with you? What's **missing**? Take your thoughts and write **ONE WORD**
on the board that represents your vision for the SEAS Update.



Visit the project website:
seareastudyupdate.com

SEAS

SOUTH EAST AREA STUDY

UPDATE

Imagina el Área Sureste

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Partes de Raleigh, Condado de Johnston, y Condado de Wake

UNA PALABRA | INSTRUCCIONES:

Lee sobre los principios directores del Estudio del Área del Sureste (SEAS) de 2017.
¿Qué **resona** contigo? ¿Qué **hace falta**? Escribe UNA PALABRA en la pizarra que represente tu visión para la actualización del SEAS.



Visite la Página
Web del Proyecto:
seareastudyupdate.com

Map Your Southeast Area

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Parts of Raleigh, Johnston County, and Wake County

INSTRUCTIONS

Use the stickers to mark the **places**, **transportation**, and **other ideas** you have for the southeast area. Then take a comment card, fill it out, and write the corresponding number on the sticker.

Places:

As the area grows, what would make the places better? Share your ideas about:

- Places that reflect well on the community
- Places that need to be improved
- Places that need to be protected, maintained, or preserved

Transportation:

As the area grows, what would improve how people travel? Share your ideas about:

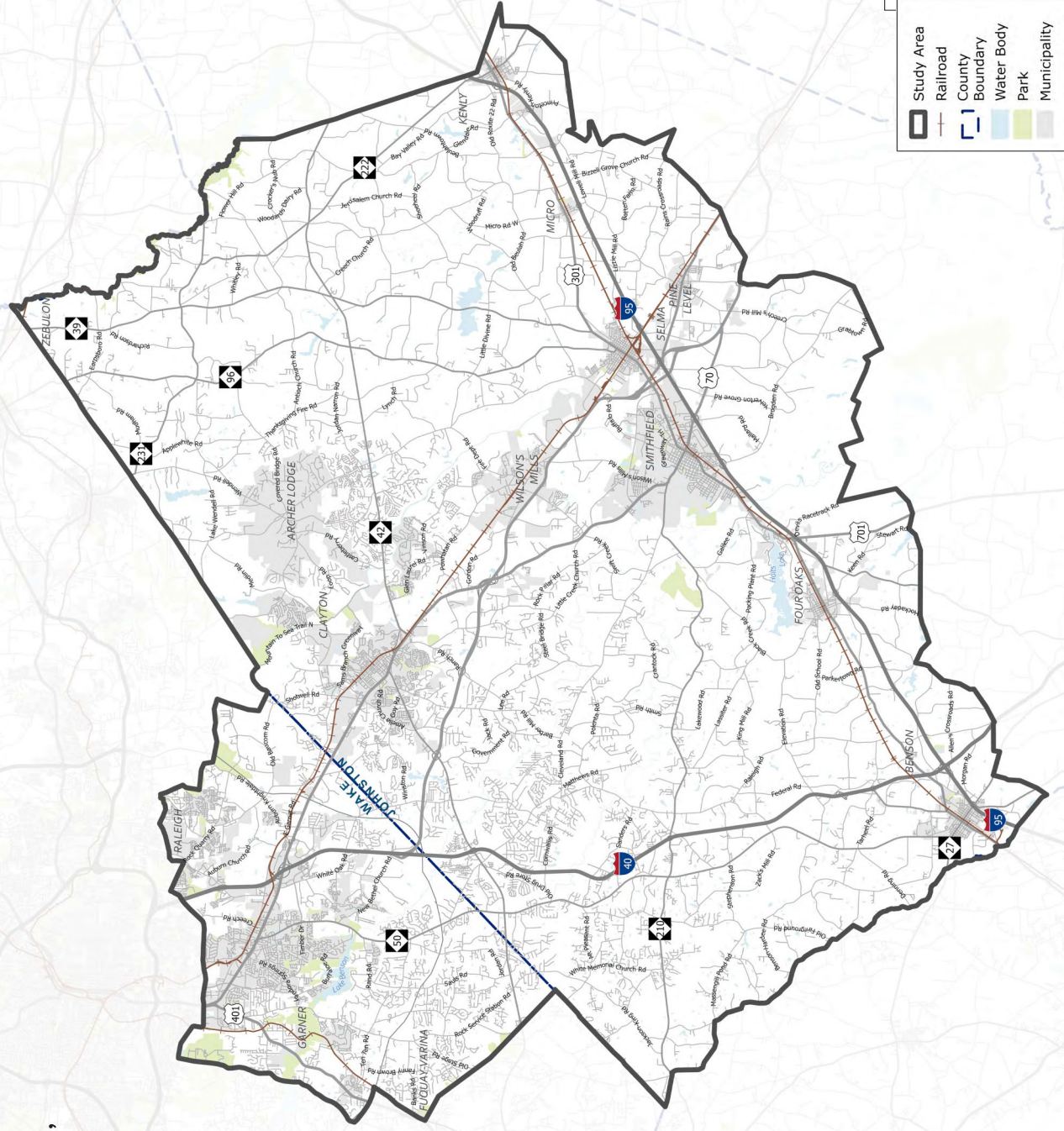
- Safety
- Congestion
- Transit

Other ideas:

What else should be considered in this plan?

Share your ideas about:

- Utilities
- Schools
- Economic development
- Regional collaboration



Localiza en el Área Sureste

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Partes de Raleigh, Condado de Johnston County, y Condado de Wake

INSTRUCCIONES

Usa las pegatinas para identificar sitios, transporte u otras ideas que tengas para el área sureste. Luego usa una tarjeta de comentarios, rellénala y escribe el número correspondiente con la pegatina.

Sitios:

Así como el área crece, ¿Qué haría falta para hacer los sitios mejores? Comparte tus ideas sobre:

- Sitios que reflejen bien tu comunidad
- Sitios que necesiten mejoras
- Sitios que tienen que ser protegidos, mantenidos o preservados

Transporte:

Así como el área crece, ¿Qué haría falta para mejorar cómo viaja la gente? Comparte tus ideas sobre:

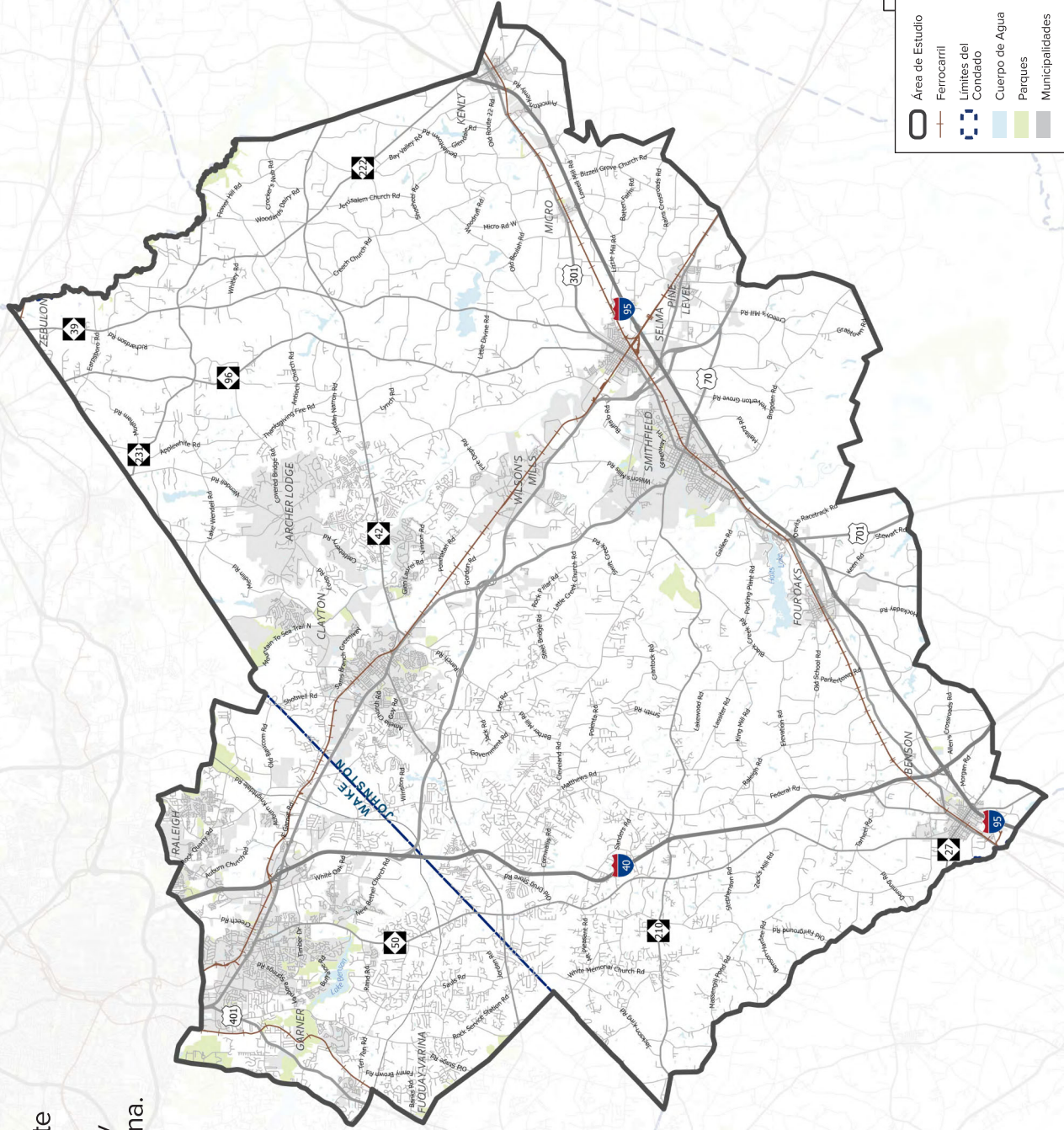
- Seguridad
- Tráfico
- Tránsito

Otras Ideas:

¿Qué otras cosas considerarías en este plan?

Comparte tus ideas sobre:

- Servicios públicos
- Escuelas
- Desarrollo económico
- Colaboración regional



Visita la página web del proyecto:
seareastudyupdate.com

Appendix D: Public Survey Summary



D

SURVEY RESULTS SUMMARY

Introduction

As part of the process of developing the Southeast Area Study Update, an online survey was used to gain public feedback. The survey ran from July 6th, 2022 to July 31st, 2022. **601 individuals participated**, answering questions on their vision and priorities for the study area and their thoughts on transportation and land use. A subset of these questions included a mapping component that invited respondents to map locations of concerns or needs. Several questions within the survey also invited respondents to leave open-ended comments if desired. A total of **818 comments** were received.

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Visioning

THE LIST BELOW SHOWS THE EIGHT (8) GUIDING PRINCIPLES OF THE 2017 SEAS. PLEASE SELECT THREE (3) THAT ARE MOST IMPORTANT TO YOU.

Guiding Principles

Livability: Enhance and promote our region's quality of life through transportation and land use decisions that support public health, education, parks and recreation, public art, and local character.

Traffic Flow: Make it easier to move within and through our region by reducing congestion and improving roadway operations.

Sustainable Growth: Blend development decisions and transportation strategies to promote and sustain employment and population growth while preserving the area's natural features.

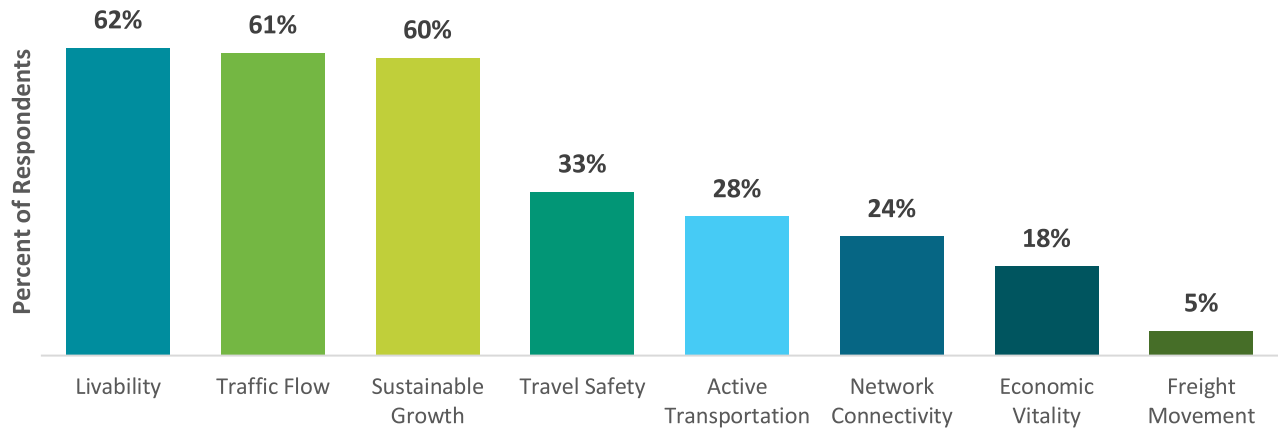
Travel Safety: Promote a safer, more secure transportation system by reducing crashes, enhancing reliability and predictability, and improving emergency coordination.

Active Transportation: Integrate our transportation network to provide travel choices, especially walking and cycling, for all users.

Network Connectivity: Link local and regional destinations through improved connections and enhanced integration among travel modes.

Economic Vitality: Grow our economy through a transportation network by connecting goods and services to opportunities within and beyond our region.

Freight Movement: Support global competitiveness of our region through a transportation network that efficiently moves goods and connects residents with jobs and services.



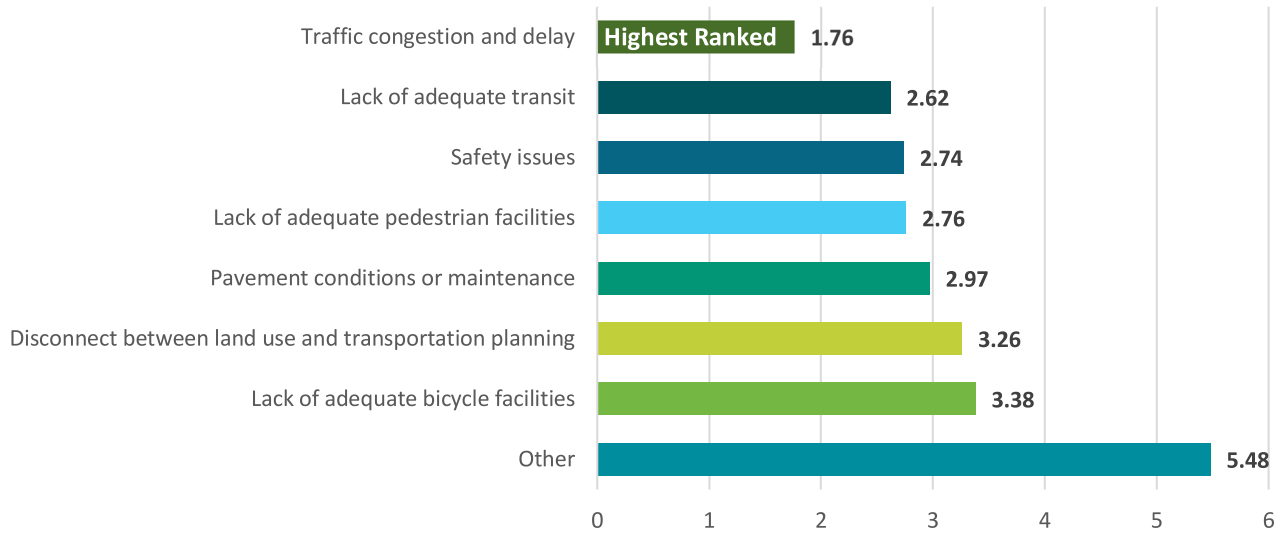
Comments included:

- concerns about uncontrolled growth and resulting congestion
- need to preserve natural resources and natural land
- desire for more greenways, trails, and spaces
- need for alternative modes to provide alternatives to driving that won't worsen congestion

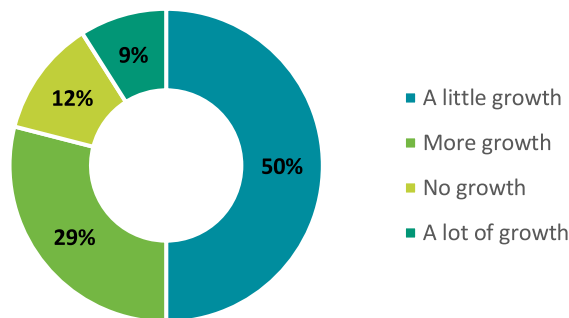
Priorities

WHAT ARE THE MOST CRITICAL TRANSPORTATION ISSUES TO ADDRESS IN THE STUDY AREA?

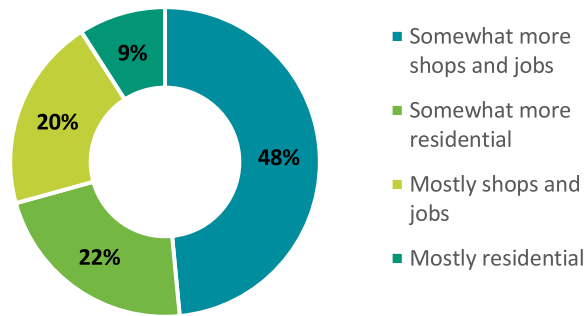
A lower number value indicates a higher ranking because the value is closest to 1, representing respondents' highest priority.



HOW MUCH GROWTH IS IDEAL FOR THE STUDY AREA?

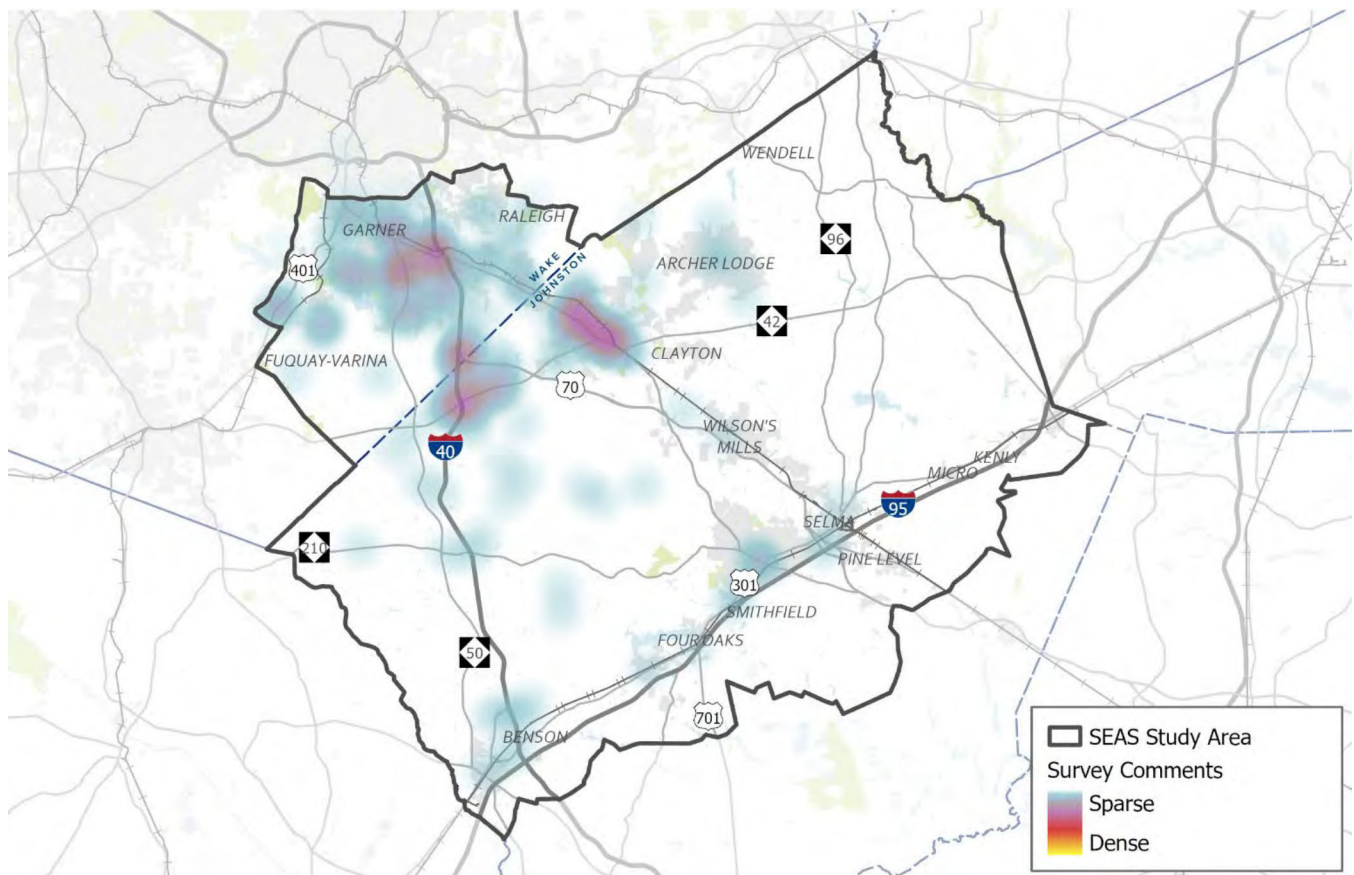


COMPARED TO TODAY, WHAT KIND OF GROWTH IS IDEAL FOR THE STUDY AREA?



Interactive Maps

TRANSPORTATION: AS THE AREA GROWS, WHAT WOULD IMPROVE HOW PEOPLE TRAVEL? SHARE YOUR IDEAS ABOUT SAFETY, CONGESTION, TRANSIT, BICYCLE, AND PEDESTRIAN INFRASTRUCTURE.



Comments focused primarily on the following:

Roadway

- I-40 Corridor
 - I-40 congested from Raleigh to Benson
 - I-40 at 70 Business- congestion and poor ramp design
 - I-40 at 70 bypass start of worst delays commuting into Triangle
 - Entire area surrounding I-40/NC-42 interchange needs major rework
 - Turn lanes
 - Lane reduction bottlenecks
 - Issues with Cleveland Rd/NC-42 & Cornwallis Rd/NC-42
 - I-40 interchanges with NC-242, NC-210 getting worse
 - New interchanges from I-40 to Sanders Rd, New Bethel Rd could help
- NC-42 Corridor
 - NC-42 congested all the way from NC-50 to Clayton
 - Widen and improve NC-42 for better east-west connection
 - NC-42W and NC42E need more direct connection
- US-70 Corridor
 - US-70/US-401 merge needs improvement, Tryon Rd intersection dangerous with merging traffic
 - Grade separate US-70 Business through Clayton
 - Improve signal timing on US-70 through Garner
 - Finish realignment of Jones Sausage across US-70, widen Jones Sausage
 - Widen South Market St/Business US-70 in Smithfield
- Connections
 - Extend Vandora Springs to US-401
 - Extend New Bethel to connect to White Oak or beyond
 - Connect Timber Dr Ext to Greenfield Rd
 - Bypasses for East Clayton and Archer Lodge
- Other roadway comments
 - Shotwell Rd intersections (Covered Bridge, Business US-70) need improvement
 - Routes into Archer Lodge not built for current level of traffic, unsafe
 - Widen NC-50 (reiterated by several comments)
 - Widen Ten-Ten Rd
 - White Oak Road congested
 - Old Stage Road congested
 - Improve lighting on NC-210 west of I-40
 - Widen US-301 south of Smithfield
 - Direct commuter traffic around Smithfield where possible
 - Fix turn lanes on Timber Dr and Aversboro Rd
 - Reduce parking on Market St/Business US-70 through downtown Smithfield to one side
 - Road improvements not keeping pace with pace of development

Bike/Pedestrian

- Add greenways
 - In Garner
 - In Benson/South Johnston area
 - Connecting Smithfield through Wilson's Mills to Clayton (planned Neuse River Trail extension)
 - Paralleling I-95 and I-40
- Add bike lanes and Sidewalks
 - Bike lanes and sidewalks along NC-50
 - Sidewalks/walkways around I-40/NC-42
 - Sidewalks and bike lanes along Cleveland Rd from NC-42 to Grill Rd or beyond- demand with schools, residential, and growing cyclist population
 - Pedestrian access to south Garner neighborhoods from White Oak Rd
 - Connect White Oak area to sidewalks on Timber Dr and White Oak Rd
 - Sidewalks and bike lane or greenway from Buffaloe Grove neighborhood to Lake Benson Park
 - Sidewalks around Clayton Middle School
 - Bike lanes and safe pedestrian access around Timber Dr and US-70
 - Bike/ped access around Battle Bridge Rd and Rock Quarry Rd
 - Crosswalk at Main St/US-70 Business in Clayton
 - Safe bike/ped access along US-301 between Smithfield and Four Oaks
 - Safe bike/ped access from I-95 into central Four Oaks
 - Provide protected bike facilities and bike intersections in dense areas

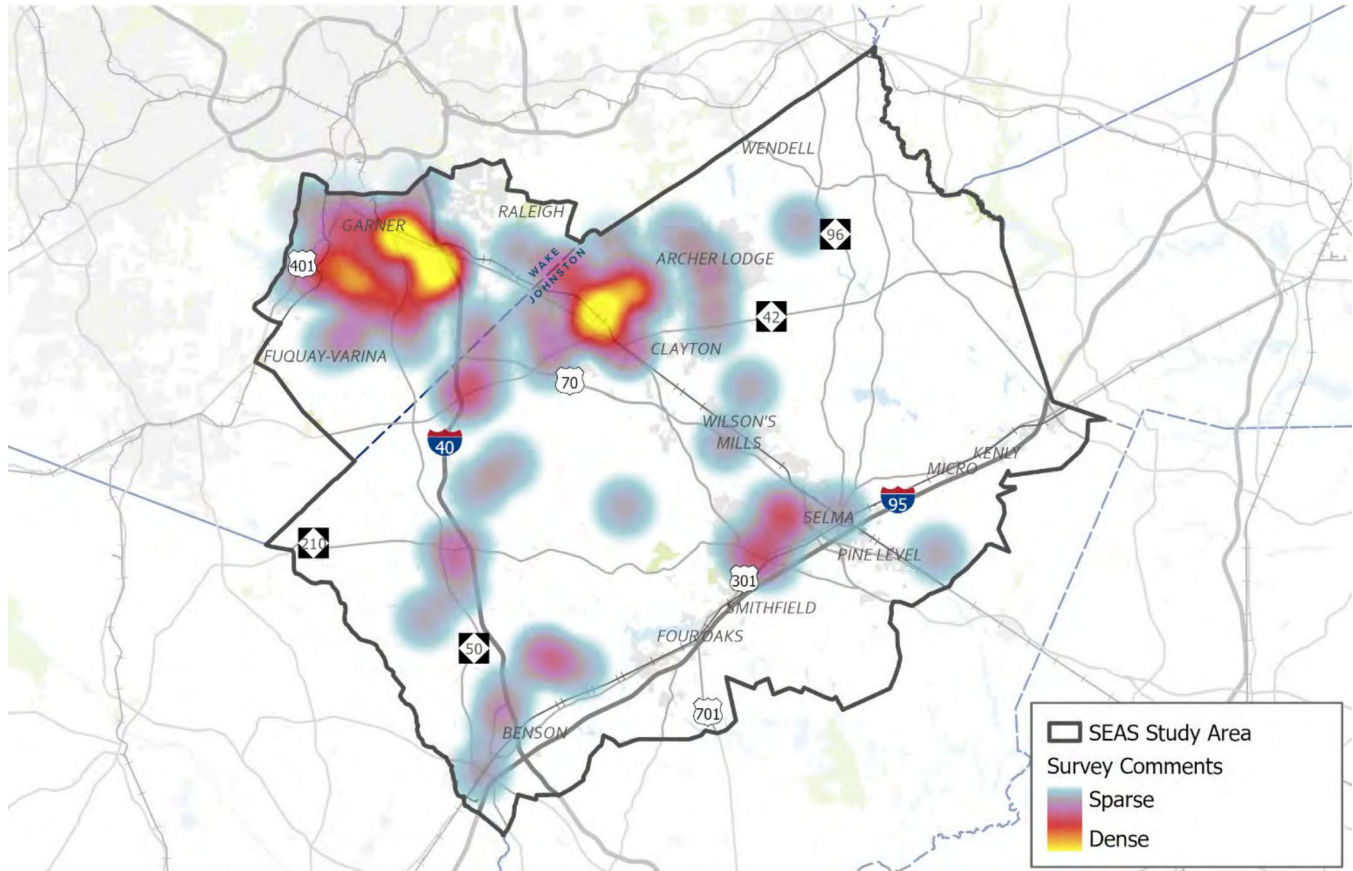
Transit

- Commuter Rail
 - At least from Clayton and Garner into Raleigh, but comments wanted service from Smithfield/Selma and even Benson
 - Transit-oriented development zoning around stations
 - Adequate park and rides
- Frequent Transit options to Clayton (potentially BRT extension)
- Transit needed from I-95 towns into Raleigh
- Transit to 40/42
- Transit to Archer Lodge
- Intermodal connections between local bus, BRT, commuter rail, potentially RDU airport

Other

- I-40 corridor, west Johnston County lacking in parks, libraries, safe walk and bike areas
- Not enough grocery stores
- Need more goods and services for amount of people
- Limited economic development in rural areas (along NC-210, etc), but strictly controlled to protect environment
- Economic development needed in Garner but not at cost of livability or environment
- Commercial development needed away from Business US-70 in Clayton area
- Retail and commercial development in Clayton so people don't have to drive to Garner or Smithfield

PLACES: AS THE AREA GROWS, WHAT WOULD MAKE THE PLACES BETTER? SHARE YOUR IDEAS ABOUT PLACES THAT REFLECT WELL ON THE COMMUNITY, PLACES THAT NEED TO BE IMPROVED, PLACES THAT NEED TO BE PROTECTED, MAINTAINED, OR PRESERVED.

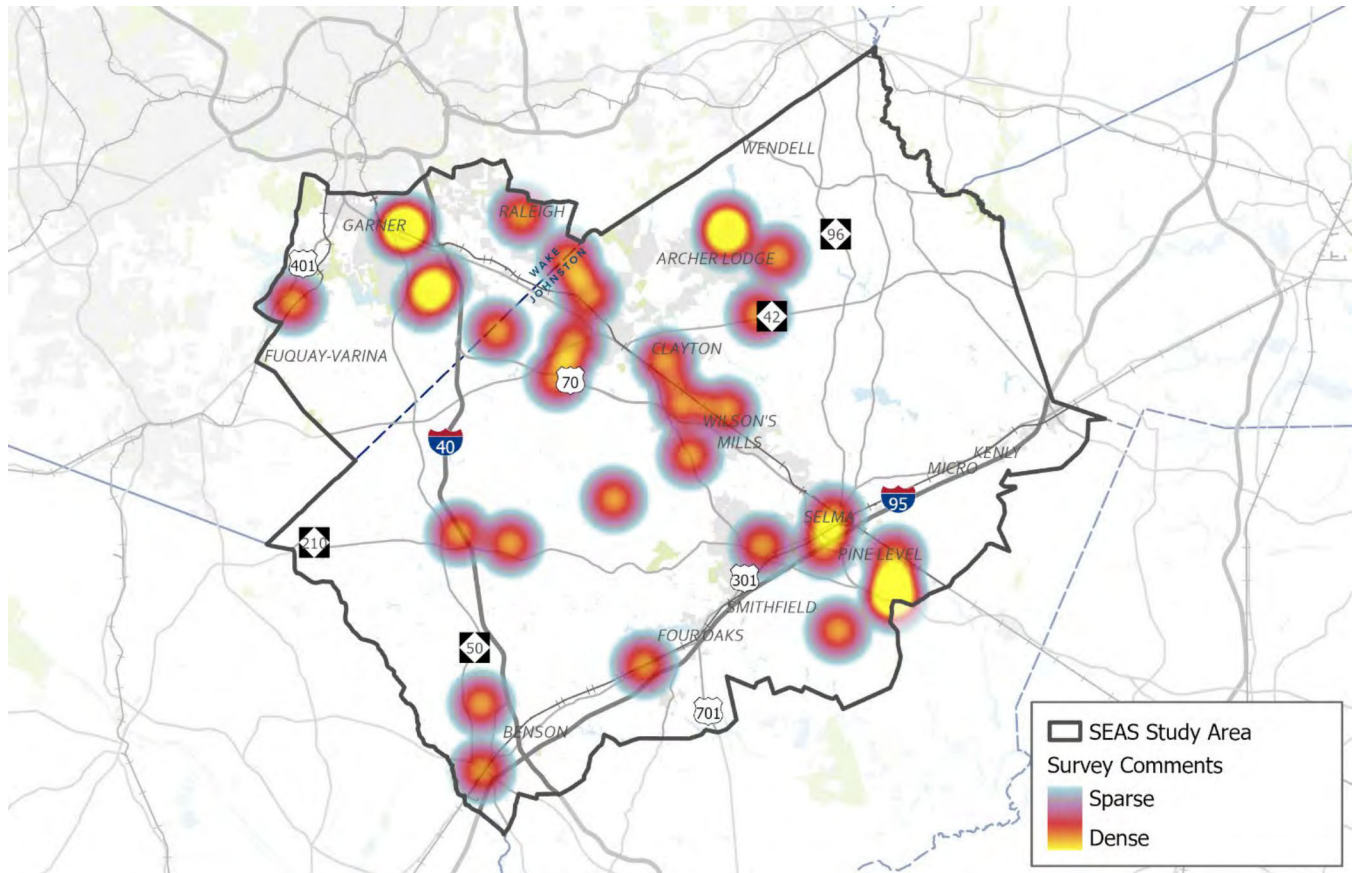


Comments mostly focused on the following themes:

- Infrastructure
 - Development outpacing school/water/sewer capacity (especially west Johnston County from Benson north)
- Missing Amenities/Access
 - Restaurants/shops in Benson
 - Recreational facilities in Cleveland, West Johnston area
 - Supermarkets near S. Garner/White Oak
 - Supermarkets in North Smithfield
 - Diversification of uses by US-401/US-70
 - Diversification uses in Forest Hills Area
 - Restaurants, boutiques along Main St in Clayton
 - Places to hang out in Clayton
 - Fitness facilities in Garner
- Preserve
 - Rural farms and open spaces, especially in E. Clayton, Benson, area south of White Oak
 - Creeks, rivers, and bodies of water

- Historic sites
- Lake Benson/White Deer Park
- Historic Yates Mill Park
- Avoid mass clearing for developments
- Transportation
 - Roadway
 - NC-42 Congestion
 - Connect NC-42W more directly to NC-42E
 - Fix interchanges at 40-42, US-401/US-70
 - Bike and Pedestrian Infrastructure
 - NC-210 near I-40
 - Aversboro Rd
 - Buffalo Rd
 - Garner Rd
 - Around White Oak
 - Safe access to schools
 - Transit
 - Commuter rail (Raleigh, Garner, Clayton, Selma/Smithfield)
 - City based microtransit or rideshare
 - Transit service along 401
 - Better transit near White Oak
- Assets
 - Downtown Clayton
 - Johnston Medical Center Clayton
 - Historic Yates Mill Park
 - Lake Benson/White Deer Park
 - Juniper Level Botanical Garden
 - Selma (noted for vibrancy)

OTHER: WHAT ELSE SHOULD BE CONSIDERED IN THIS PLAN? SHARE YOUR IDEAS ABOUT UTILITIES, SCHOOLS, ECONOMIC DEVELOPMENT, ETC.

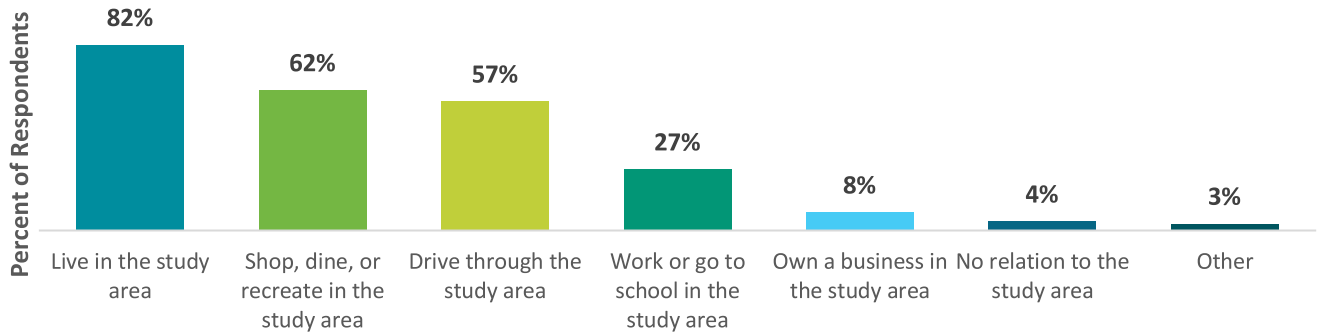


Comments largely focused on the following themes:

- Development where needed or optimal
 - More entertainment, restaurants outside of Smithfield/Clayton
 - More retail and commercial in Clayton to reduce congestion to destinations in Garner or Smithfield
 - Attracting more high paying jobs (bio, pharma, engineering) to Clayton/Powhatan
 - Potential density and mixed use
 - along Business 70 between Clayton and Smithfield
 - near Randleigh Park (Garner)
 - Transit to reduce vehicle dependency to Triangle work sites/jobs
- Planning for growth/understanding of limitations
 - Safety in/around Garner as it grows
 - Concerns about uncontrolled growth east of I-95, disrupted floodplain & agriculture
 - Need more schools around Clayton, Flower's Plantation, Benson
 - Internet access, cable, and more recreation facilities needed in west Johnston County, in/around Benson to support growth
 - Water/Sewer needed north of Clayton, south of Pine Level
 - Schools causing congestion on Buffalo Rd near Archer Lodge

Demographics

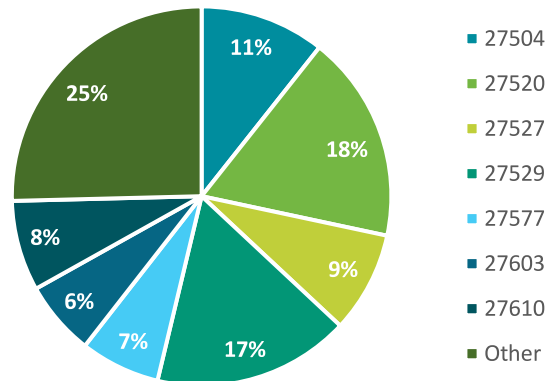
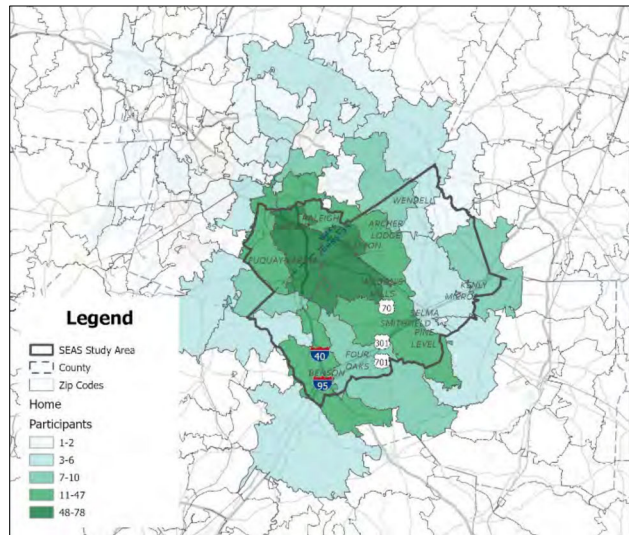
USING THE STUDY AREA MAP FOR REFERENCE, WHICH OF THE FOLLOWING DESCRIBES YOU? (CHECK ALL THAT APPLY.)



WHAT IS YOUR HOME ZIP CODE?

Highlighted zip codes in table are within or partially within the study area.

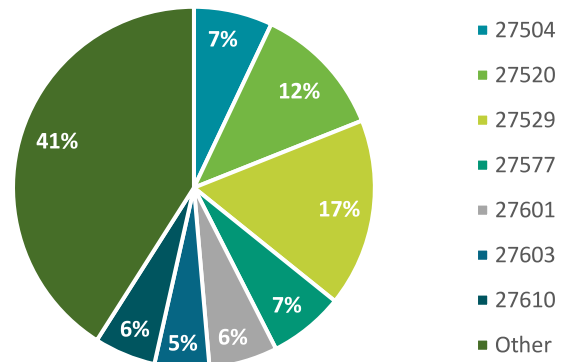
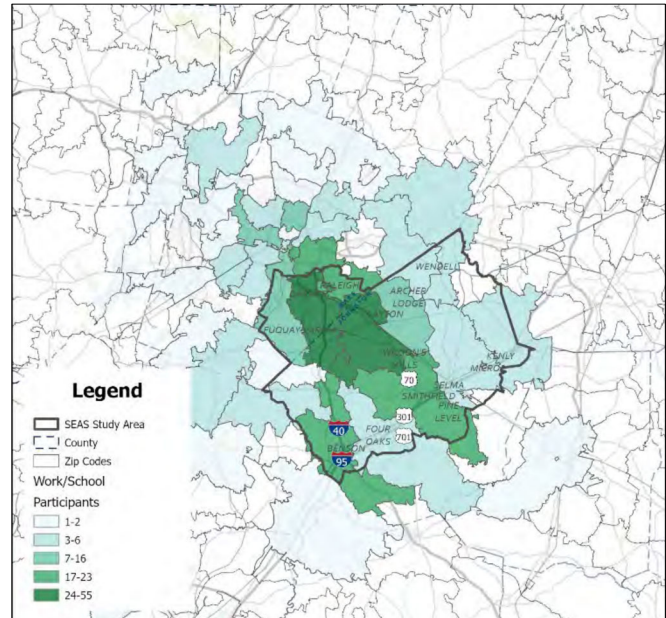
Zip Code	Count	Zip Code	Count
19006	1	27597	4
27358	1	27601	4
27501	5	27603	28
27504	47	27604	9
27511	1	27605	2
27519	1	27606	6
27520	78	27607	2
27524	10	27608	1
27526	4	27609	3
27527	38	27610	34
27529	74	27612	2
27542	7	27613	1
27545	1	27614	1
27557	2	27615	5
27568	1	27619	1
27569	3	27701	1
27571	1	27705	1
27576	4	28334	3
27577	30	28345	1
27587	4	28527	1
27591	8	28614	1
27592	7	28756	1
27596	1		



WHAT IS YOUR WORK/SCHOOL ZIP CODE?

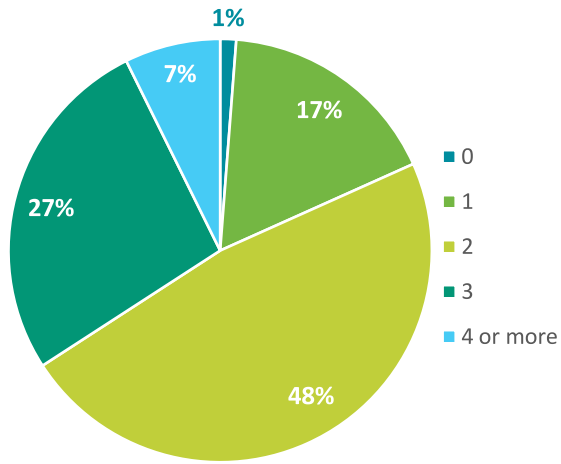
Highlighted zip codes in table are within or partially within the study area.

Zip Code	Count	Zip Code	Count
27407	1	27601	20
27501	4	27602	2
27502	1	27603	16
27504	23	27604	5
27506	2	27605	3
27511	3	27606	4
27513	1	27607	10
27518	5	27608	1
27520	39	27609	10
27524	3	27610	18
27526	3	27612	4
27527	14	27614	2
27529	55	27615	2
27530	1	27616	3
27531	1	27617	1
27540	2	27695	3
27542	6	27701	2
27546	1	27703	4
27560	2	27707	2
27568	1	27709	1
27576	6	27712	1
27577	22	27713	2
27587	1	28310	1
27591	5	28334	1
27592	1	28594	1
27597	3	28607	2

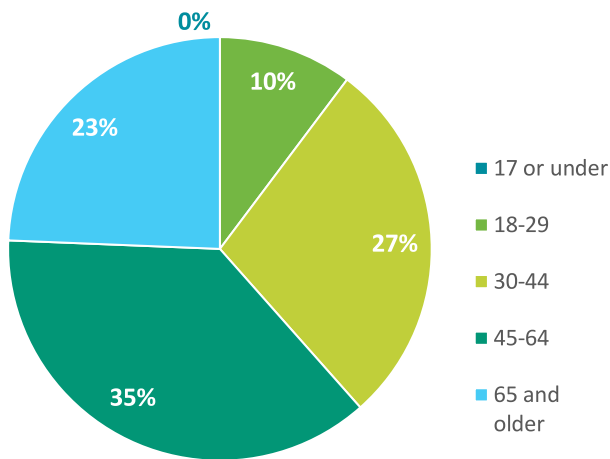


27601 is not within the study area. However, it contains much of downtown Raleigh, so the respondents who work in 27601 may commute to work in Raleigh from homes within the study area.

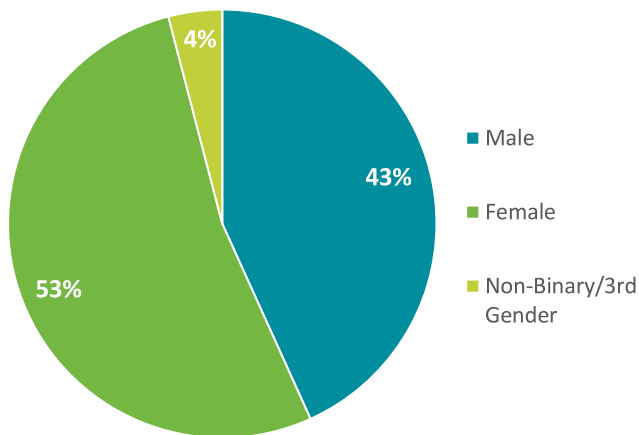
HOW MANY MOTOR VEHICLES ARE AVAILABLE FOR USE IN YOUR HOUSEHOLD?



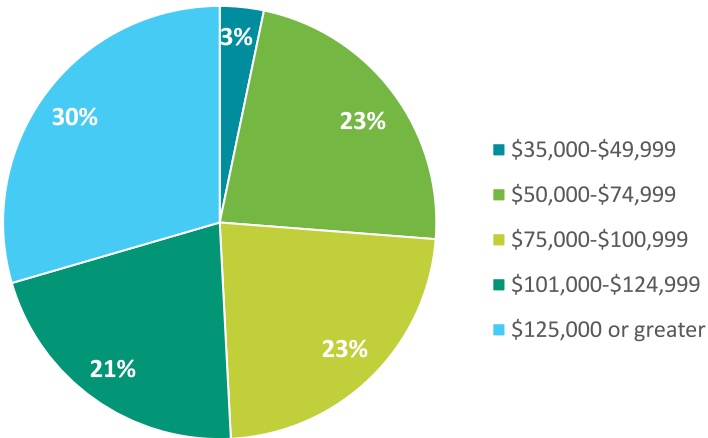
WHAT IS YOUR AGE GROUP?



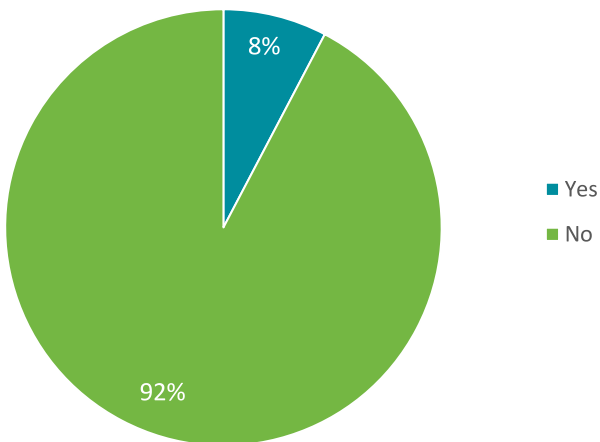
WHAT IS YOUR GENDER?



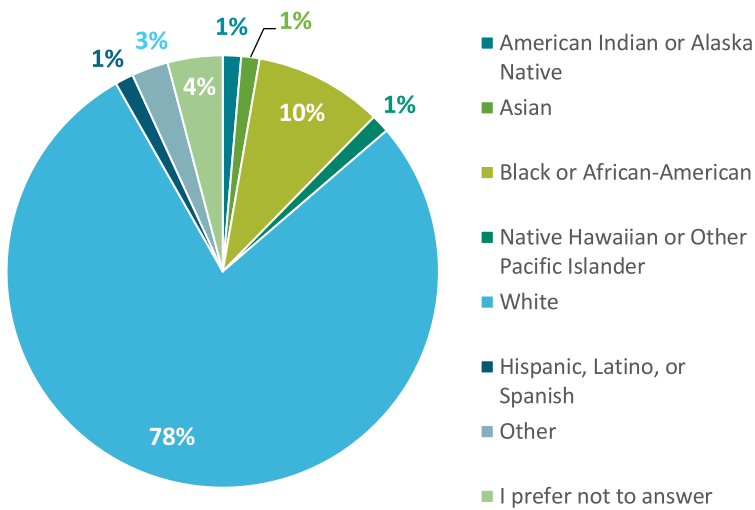
WHAT IS YOUR HOUSEHOLD INCOME RANGE?



DO YOU HAVE A DISABILITY?



WHAT IS YOUR RACE/ETHNICITY?



PHASE 2 OUTREACH SUMMARY: INVOLVE

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Executive Summary

Purpose of Engagement

Phase 2 of the engagement process involved educating the public about the results of previous public input on visions, goals, and challenges from Phase 1, while discovering public sentiments and about initial transportation recommendations. This phase focused on seeking input on potential preferred/recommended modal alternatives. Phase 2 engagement lasted from October 2022 through July 2023.

ENGAGEMENT TIMELINE



Engaging with Committees

Phase 2 Engagement included a series of meetings with the Core Technical Team (CTT) and Stakeholder Oversight Team (SOT) where stakeholder and local jurisdiction input informed the scenario planning process and helped guide initial recommendations.

Work with the SOT continued with a meeting in October 2022. As part of the scenario planning process, committee members were asked to rank the guiding principles on a spectrum by whether, in order to achieve a given principle, land use should be more compact or more dispersed and whether the transportation should lean towards more mode choices or be more car oriented. Livability, Sustainable Growth, Travel Safety, Active Transportation, Network Connectivity, and Economic Vitality all had most responses favoring more mode choices and more compact land use, while Traffic Flow and Freight had more varied results with even splits on land use and only a slight lean towards mode choice.

Committee members were also asked to rank potential indicators for measuring each guiding principle by importance.

The project team also held meetings with planners from the different jurisdictions within the planning area in January 2023 to get more specific feedback on each municipality's needs. Planners discussed priority growth corridors and centers, areas with unique needs or considerations, progress on priority land use policy strategies since the 2017 SEAS, and the direction of the hot spots going forward.

After the jurisdiction group meetings, additional meetings with the CTT, Capital Area Metropolitan Planning Organization's (CAMPO) Technical Coordinating Committee (TCC) and Technical Advisory Committee (TAC), and the Upper Coastal Plain Rural Planning Organization's (UCPRPO) TCC and TAC were held to discuss the comments received from the various jurisdictions, specific land use scenarios,

early draft modal recommendations, and other previous engagement to review key takeaways. A final SOT meeting was held in combination with a public symposium.

Engaging with the Public

The project team also engaged in-person with the public through a public symposium and 6 pop-up events held throughout the study area in June and July 2023, as well as online through a survey open for responses from June 16-July 16 2023.

The public symposium was held at Garner Town Hall on June 22nd, and included an overview of the project, the outcomes of the scenario planning process and various tradeoffs of compact development, recommendation boards for each mode, and a survey where participants were asked to comment on draft recommendations and prioritization criteria.

Acting as an abbreviated version of the symposium, pop-ups were located at events like downtown festivals and farmers' markets or at locations like the Garner regional library on days of scheduled activities in hopes of meeting people where they were. Each pop-up included an overview board, a one-page worksheet, and the survey. All pop-up materials were provided in English and Spanish.

The online survey was crafted to mirror the information and feedback receive at the public symposium and pop-up events by including background information and questions about project priorities as well as a series of interactive maps that allowed people to comment on the different recommendations. Public comments were received from people across the study area, with the vast majority living in the study area or having other meaningful connections to the area.

Success and Next Steps

The following table measures the success of this phase of engagement against the performance measures established in the Public Engagement Plan (PEP). All the measures were met and the method through which they were achieved is detailed in the table as well.

MEASURES OF SUCCESS

Measure	Indicator	Met	Achieved With
Number	Active participation by SOT/CTT members through events they attend/host, social media posts/emails they send	✓	Pop-up events; CTT/SOT meetings; outreach toolbox
	Project email updates sent at the beginning and end of each public engagement phase	✓	Email updates
	Geographic coverage of study area in event locations and social media targeting	✓	Social media blasts; pop-up events; zip codes of survey; Justice 40 block groups
	Materials translated to or available in Spanish	✓	Website, video, online survey, pop-up event and symposium materials
Inclusivity	Ensuring that engagement materials and activities are broadly available in four ways:		
	Across a variety of mediums (i.e., online, in-person, and passively)	✓	Website; video; public symposium; pop-up events; online survey
	Dispersed geographically (i.e., in both the urban and rural areas of the study area)	✓	Pop-up events; zip codes of survey
	Cognizant of user types (i.e., commuters, visitors, residents, recreational users, renters, property owners, etc.)	✓	Pop-up events; online survey; social media
	Accessible to a diverse audience regardless of race, ethnicity, sex, education level, disability, or language	✓	Pop-up events; website; social media
Quality	The intentional timing of engagement with project milestones to ensure feedback aligns with decision points	✓	Draft Multimodal Project Recommendations; Prioritization
	The evaluation of feedback for its value added to the planning process	✓	Draft Multimodal Project Recommendations; Prioritization

NEXT STEPS

The project team will take the feedback received from committee members and the public to finalize the modal recommendations and draft the final summary report. The SEAS Update will be released for public comment during the final touchpoint with the community.

Engagement Approach

Purpose and Goals

Phase 2 of the engagement process involved educating the public about the results of previous public input on visions, goals, and challenges from Phase 1, while discovering public sentiments about initial transportation recommendations. This phase focused on seeking input on potential preferred/recommended alternatives. Phase 2 engagement lasted from October 2022 through July 2023.

Promotion Methods

The following platforms were used to advertise and promote awareness of the SEAS Update.

EMAIL AND SMS MESSAGE BLAST

An email blast updating recipients on the process and informing them about the public symposium and online survey opening in June was sent out. Identical information was also sent out via text message to mobile sign ups.

SOCIAL MEDIA POSTS

Between June and July social posts about Phase 2 Engagement were made across Twitter, Facebook, and Instagram, including posts about pop-up events across the study area.

Outreach Materials

The following materials were developed, and platforms used to collect feedback during Phase 2 Engagement. These are included in Appendix C.

OUTREACH TOOLBOX

Committee members were provided with an “Outreach Toolbox” located on the project website that included email and social media post templates, a digital advertisement, bookmarks, presentation slides, a one-pager informational sheet, a paper survey, overview boards, and the Phase 2 Engagement video to further engage and spread awareness of the SEAS Update in their communities.

EMAIL TEMPLATE

The email template allowed CTT and SOT members to conveniently tailor a pre-written email for their communities and constituents.

SOCIAL MEDIA BLASTS

Social media advertisements were created for Facebook, NextDoor, and Twitter to allow CTT and SOT members to post on their organizational and personal socials about the SEAs Phase 2 Engagement events and public survey,

BOOKMARKS

Bookmarks advertising the project and providing a QR code to the project website were given to CTT members to display at town halls or bring to council and board meetings. These were also handed out at the public symposium and the pop-up events.

ONE-PAGER

An informational one-pager that provided a project update and established the purpose of Phase 2 Engagement was shared with CTT and SOT members and shared via the Outreach Toolbox, email, the public symposium, and the pop-up events.

POP-UP EVENT BOARDS

Each pop-up event included two overview boards in English and Spanish with project background and information.

NARRATED PRESENTATION

The project team recorded a brief narrated presentation that gave an update to the study, including the outcomes of the scenario planning process and the draft modal recommendations.

PRESENTATION SLIDES

An in-depth presentation was made available to the CTT/SOT members via the Outreach Toolbox for the purposes of allowing them to give local board and council updates about the SEAS Update.

Events and Activities

The following section describes the events and activities that occurred during Phase 2 Engagement. The full summaries of each event are included in the appendices.

CTT AND SOT MEETING (10/23 [2022])

The meeting on October 23rd acted as a visioning session for the SOT to:

- understand and shape how the scenario planning process would aim to reflect the plan's guiding principles
- decide what criteria could be used to measure the performance of the scenario planning process

As part of the scenario planning process, committee members were asked to rank the guiding principles on a spectrum by whether, in order to achieve a given principle, land use should be more compact or more dispersed and whether the transportations should lean towards more mode choices or be more car oriented. Committee members were also asked to rank potential indicators for measuring each guiding principle by importance.

JURISDICTIONAL GROUP MEETINGS (1/11)

The project team held meetings with planners from the different jurisdictions within the study area in January 2023 to get more specific feedback on each municipality's needs. Two meetings were held, each focusing on a specific group of jurisdictions.

- Benson, Four Oaks, Kenly, Micro, Pine Level, Smithfield, Selma, Wilson's Mills, and Johnston County
- Archer Lodge, Clayton, Garner, Raleigh, Wake and Johnston Counties

Planners discussed the result of the SOT guiding principles activity and noted priority growth corridors and centers, areas with unique needs or considerations, progress on priority land use policy strategies since the 2017 SEAS, and the direction of the hot spots going forward.

CTT MEETING (3/30)

The March 30th CTT meeting was held virtually over Zoom and focused on discussing the scenario planning process, performance measures, and presenting the initial three future land use scenarios (*Existing Plans, Corridors, and Centers*).

CAMPO TCC AND TAC MEETINGS (4/6; 4/19)

These meetings were with CAMPO leadership to inform and update them on the study's progress.

UCPRPO TCC AND TAC MEETINGS (5/2; 5/10)

These meetings covered largely the same topics as the April TCC and TAC meetings to inform and update UCPRPO leadership.

CTT MEETING (5/24)

The May 24th CTT meeting was in person at Clayton Town Hall and focused on the results of the scenario planning process and an intro to the modal recommendations. The project team recapped the scenario planning process and presented the *Preferred* land use scenario and its scored results. There was also a brief discussion of the Best Practices Toolbox and what tools should be prioritized before discussing in more detail the first draft of the modal recommendations.

PUBLIC SURVEY (OPEN JUNE 16-JULY 16, 2023)

A public survey using the Public Input platform was used to target online feedback regarding prioritization criteria and individual modal project recommendations. The survey was open for one month and included general questions about the draft recommendations and prioritization criteria, as well as a series of interactive maps for people to leave comments on individual projects. The survey also asked a series of demographic questions.

PUBLIC SYMPOSIUM (6/22)

A public symposium was held at Garner Town Hall on June 22nd to introduce the public to the draft recommendations and the prioritization process. The first half of the meeting consisted of an SOT Orientation where members were "walked through" the display boards via a formal presentation given by the project team. Boards included information about the scenario planning process and results, the land use best practices toolbox, the multimodal recommendations, and an overview of the CAMPO project prioritization process. Following this, the event became open for the public to view the boards and speak with the project team.

POP-UP EVENTS (THROUGHOUT JUNE/JULY 2023)

Six pop-up events were held across the study area during June and July 2023 to engage with people in person across the study area. Pop-ups were located at events like downtown festivals and farmers' markets or at locations like the Garner regional library on days of scheduled activities in hopes of meeting people where they were. Each pop-up included an overview board, the project one-pager, bookmarks, and paper surveys. These materials were intended to summarize the feedback received from Phase 1 Engagement, introduce the purpose of Phase 2 Engagement, and allow for meaningful feedback from the public.

Engagement Results

Demographics and Representation

CTT/SOT

The Core Technical Team includes individuals from planning departments across the study area jurisdictions as well as people with CAMPO, UCRPO, and NCDOT. Entities represented include:

- Archer Lodge
- Benson
- CAMPO (MCC, TRM, Wake Transit)
- Clayton
- Four Oaks
- Garner
- GoRaleigh
- GoTriangle
- GoWake Access Transportation Advisory Board
- Johnston County
- NCDOT TPD
- NCDOT-Div 4
- NCDOT-Div 5
- Raleigh
- Selma
- Smithfield
- UCRPO
- Wake County
- Wilson's Mills

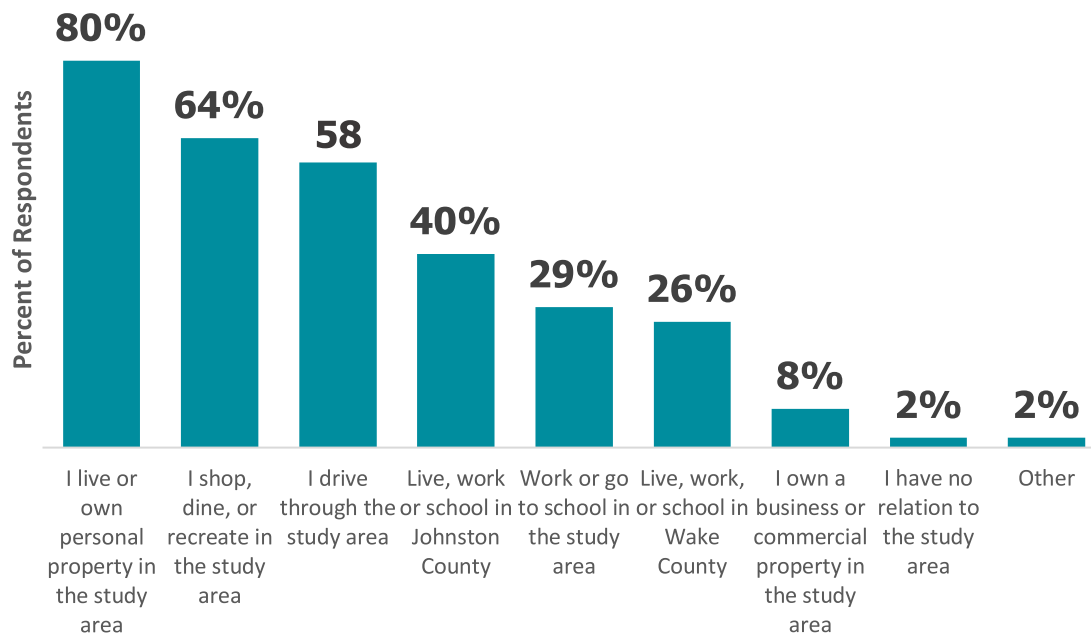
The Stakeholder Oversight Team includes individuals from town and county leadership from jurisdictions in and surrounding the study area, as well as representatives from different agencies and organizations including school systems, the Triangle J COG, area chambers of commerce, visitors' bureaus, transit systems (and rider representatives), and advocacy groups for things like parks, land conservation, and transportation options. Major employers Grifols and Novo Nordisk also had representatives on the committee. Locations and agencies represented include:

- Benson
- Clayton
- Clayton Chamber of Commerce
- Community Partner Network of Raleigh
- Garner
- Garner- Transit/Transportation Citizen Representative
- GoRaleigh
- GoTriangle
- Grifols
- JCATS
- Johnston County
- Johnston County Association of Realtors
- Johnston County Parks, Greenways, and Open Space
- Johnston County Visitors Bureau
- Johnston-Lee-Harnett Community Action
- Knightdale
- NCDOT Rail
- NCDOT TPD
- NCDOT-Div 5
- Novo Nordisk
- Raleigh
- RTA
- Selma
- TJCOG
- Triangle East Chamber
- Triangle Land Conservancy
- Triangle Transportation Choices
- Wake County Schools
- Wake County Planning Board
- Wake up Wake County
- Zebulon

PUBLIC SURVEY

A digital public survey was open for most of June and July allowing the public to provide feedback on the draft transportation recommendations and prioritization criteria.

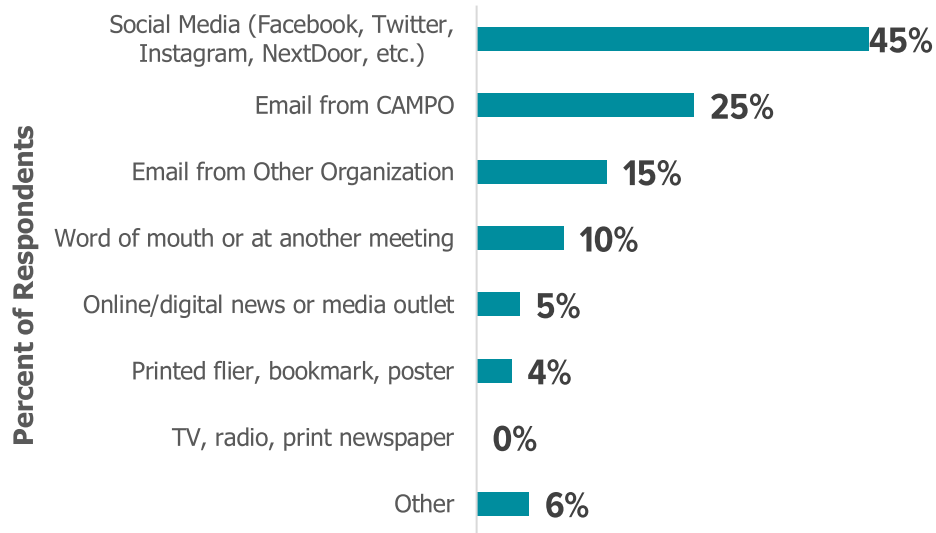
To ensure that the survey responses reflected the views of people who live, shop, work, or are otherwise invested in the study area, respondents were asked to describe their relation to the study area by choosing the options that described them from a list. 80% responded that they lived in the study area, and a majority also shopped, dined, or recreated within the study area and/or drove through the study area. Of respondents, about 40% lived, worked, or went to school in Johnston County versus 26% in Wake County.



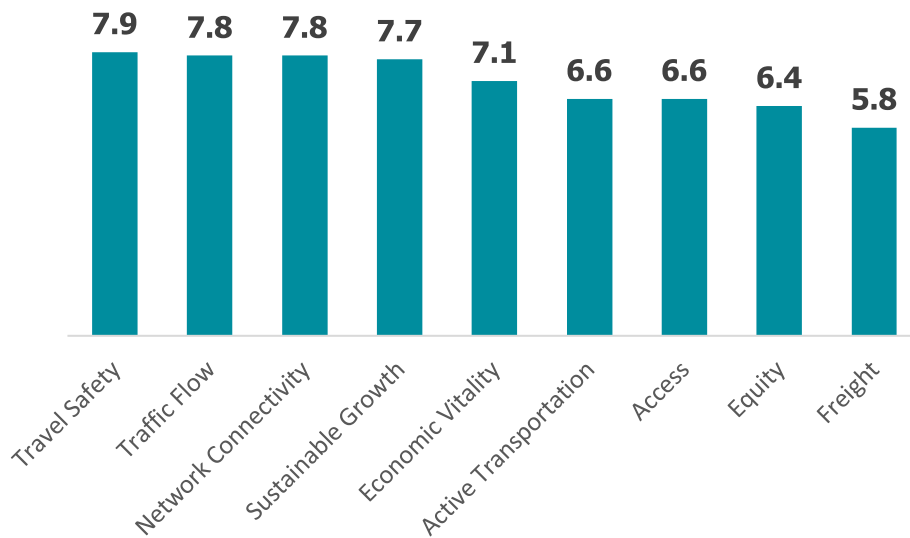
Out of participants who took the survey and answered the demographic questions:

- **94%** of respondents were **fluent or primary English speakers**
- **73%** were **25-64 years old**, while **21%** were **65 years or older** and only **3%** were **under 24** (2% 18-24 years old, 1% 17 years old or younger)
- **11%** of respondents were from households with **incomes under \$53,000 a year**
- **10%** were **minority races or multiple races**; **3%** were of **Hispanic, Latino, or Spanish origin**.
- **47%** of respondents identified as a **woman**, **36%** identified as a **man**. Two respondents identified as non-binary or other gender.
- **8%** were from **households of five people or more**.
- **3%** were or were considered to be **disabled**

Almost half of respondents heard about the SEAS Update survey from social media, while others heard about it from emails from CAMPO or other organizations.



When asked to rank importance of a series of criteria for selecting roadway projects to recommend and prioritize on a scale of 1 (least important) to 10 (most important), participants emphasized travel safety, traffic flow, network connectivity, and sustainable growth as the most important. Freight was ranked as the least important.



Themes and Key Takeaways

The following section identifies themes that arose from the feedback received from Phase 2 Engagement. Themes are organized by transportation and land use topics and key takeaways are identified for each theme.

SCENARIO PLANNING/LAND USE

Note that the following represents Jurisdiction, CTT, and SOT feedback

Compact development that favors more mode choices best accomplishes the guiding principles

- In SOT activity, Livability, Sustainable Growth, Travel Safety, Active Transportation, Network Connectivity, and Economic Vitality all had most responses favoring more mode choices and more compact land use
- Only Traffic Flow and Freight had more varied results, split on land use and with a slight lean towards mode choices

Focus growth in centers to minimize sprawl and conserve rural areas

- Based on committee feedback, the preferred scenario was created as a variation of the centers scenario that focused growth in agreed upon town clusters and new centers while going further to minimize encroachment on rural areas and rural corridors

Focus growth in centers and corridors identified by jurisdictions

- Some jurisdictions were working from centers and corridors already identified in local plans
 - Ex. Smithfield (Town Plan), Wake County (PlanWake)
- Some jurisdictions noted existing growth areas to shape
 - Benson noted growth along NC 242, NC 27, and US 301
 - Johnston County noted increases in development along NC 96/NC 231 and up near Wendell
- Other jurisdictions noted areas they wanted to shape going forward
 - Wilson's Mills is working to create new mixed-use center near downtown as the shape of the town changes from US 70 grade separation
 - Raleigh working to shape the
- Corridors suggested were often not the biggest highways, but centers tended to be at key nodes
 - Major crossroads (ex. US 70/NC 42, US 70 Bus/I-95, NC 50/NC 540, White Oak area)
 - Future transit nodes (ex. Garner Station area around BRT stop)

ROADWAY AND INTERSECTION RECOMMENDATIONS

Note that the following represents public feedback

Widenings and new connections sometimes concern the public due to the potential for decreased safety and environmental impacts

- Some new location connections faced opposition due to the risk of adding more fast moving through traffic into local communities posing safety risks to people living and playing along the route
- Widenings also faced opposition for safety reasons, concerned about more lanes and faster traffic.
- Other new location roadways or roadway widenings faced opposition due to concern of environmental impacts on parks, natural areas, and wetlands

Minimize or deprioritize widenings if intersection improvements, modernization, and transit alternatives can help resolve most issues

- Several intersection and roadway comments noted locations where proper turn lanes, better signal timing, and other improvements could potentially resolve issues enough to not need a widening
- Added or improved transit alternatives in some cases may be enough to make substantial widenings unnecessary, especially if rail

Prioritize intersections that are unsafe or confusing and intersections that are regional congestion points

- Several intersections noted as priorities were either actively unsafe or caused significant backups or other needs/issues that caused additional backups

BIKE/PED

Note that the following represents public feedback

Ensure areas of new development are included in recommended connections

- Some areas of growing development would benefit greatly from connections to the planned network
 - These new subdivisions increasingly have internal sidewalk and path networks but currently lack connections to any key destinations or surrounding areas

Greenways should be carefully planned with natural environment to maximize usefulness and minimize environmental impact

- Greenways and shared use paths should minimize harm to wetlands, riparian buffers, etc
- Provide alternative routes at points of greenways prone to flooding to ensure they remain usable during flooding

Provide bike and pedestrian crossing improvements for crossing dangerous roads, connecting key neighborhoods, or accessing key destinations like schools and parks

- Crossings at places like Powhatan Elementary, Smithfield Middle and Smithfield-Selma High School helps ensure children are connected to nearby parks and have safe routes to and from school
- Crossings in communities divided by large thoroughfares, especially with destinations like shopping centers
- Improve crossings at dangerous intersections where they do exist

Continue to provide additional alternative connections to major greenways from different neighborhoods for regional connectivity that allows greenways to be used both recreationally and occupationally for commuting

- The Clayton/Garner/Southeast Raleigh area saw a lot of support for connections that made it easier for different neighborhoods to safely access the Neuse River Greenway or continue into downtown Raleigh
 - Routes that connected into downtown Clayton from the northwest and southeast sides of town/continued the Sam's Branch Greenway were popular for providing additional connections more directly to downtown than the current connection

Adding paved shoulders on narrow country roads is also helpful for safety

- Paved shoulders are not a replacement for bike lanes, shared paths, or other dedicated infrastructure, but can make it safer for people who walk, bike, or run along the road
- In cases where a rural road is not expected to see development to warrant sidewalks or multiuse paths, ensuring adequate shoulders can make the road safer

Note that the following represents CTT and public feedback

Work to find solutions for tension between need to access destinations along major corridors and danger or major corridors themselves

- Some public and CTT comments noted that some major corridors may be too dangerous for certain kinds of shared or bike facilities (ex. NC 50, US 70/US 70 Business) due to speeds, width, and number of driveways. The CTT generally recommended parallel routes, and parallel routes in Clayton and Garner saw a lot of support
- However, some of these routes were also seen as important connections by the public due to destinations along the route

TRANSIT

Note that the following represents public feedback

Ensure sure major regional destinations are served/well connected

- Ensure strong regional connections to Johnston Community College, Johnston UNC Health, and Downtown Smithfield in addition to downtown Selma/Amtrak
 - Public comment suggested loop or continuation of Clayton-Selma Connector (potentially select trips)
 - Reliable access to regional destinations and employment centers can help drive core ridership
- Consider having Clayton-Garner Circulator include the Clayton Walmart

Note that the following represents CTT and public feedback

If feasible, include additional service for West Garner and future consideration of other centers in Johnston County

- Comments noted need for public transit beyond just the US 70 Corridor
- Multiple public comments noted need for improved transit in the US 401/Old Stage/NC 50 areas
- Comment expressed desire for connections from I-40/NC 42 and I-40/NC 210 areas to Smithfield and to Raleigh/BRT
 - CTT discussion implied additional or more direct connections to secondary centers around Benson and west Johnston County and into Raleigh, etc would most likely be a future consideration if demand warrants rather than a current one due to current lack of residential concentration

Note that the following represents CTT feedback

Work with the Raleigh-Garner N-S BRT to ensure routes support each other

- Routes need to feed into the BRT rather than compete with it to avoid sabotaging ridership
- System is codependent- need to show how lines meet needs and are codependent and work to have them connect efficiently

Next Steps

The project team will take the feedback received from committee members and the public to finalize the modal recommendations and begin drafting the final summary report. The SEAS Update summary report will then be released for public comment during the final touchpoint with the community with the goal of plan endorsement by CAMPO.

APPENDICES



Appendix A: CTT and SOT Meeting Summaries



A

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

CTT and SOT Land Use Scenario Planning Workshop

When: October 21, 2022
12:00 – 2:00 PM

Where: Johnston County Ag
Center

JOINT CTT AND SOT SCENARIO PLANNING WORKSHOP

Introduction

This document summarizes the Southeast Area Study (SEAS) Update scenario planning workshop held with the project's Core Technical Team (CTT) and Stakeholder Oversight Team (SOT). This summary provides an overview of the meeting agenda, presentation, and discussion, and is accompanied by the meeting presentation and recording. A total of 24 people attended the meeting. The full participant list is included as an attachment at the end of this document.

Summary

Project Progress

The project team initiated the meeting by introducing themselves, reviewing the agenda, and explaining meeting logistics. The project team then established the purpose and intended outcome of the meeting, shown in the table below.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting was to introduce the Existing Plans scenario to the Core Technical Team (CTT) and Stakeholder Oversight Team (SOT) members and to get feedback to guide the creation and evaluation of alternative scenarios.	Members were informed of the plan's progress, introduced to the Existing Plans scenario, and engaged in a conversation about tradeoffs and what they wanted to see in alternative scenarios.

Next, the project team briefly recapped the project schedule.

Land Use Scenario Planning

The next part of the presentation was a brief review of what scenario planning was and of the scenario planning process. The following scenario development and performance measure indicators portions made up the largest portion of the meeting.

Scenario Development

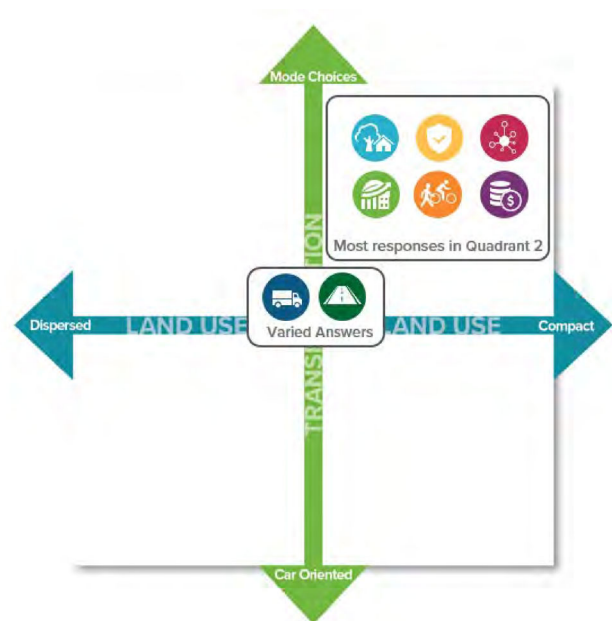
The next part of the presentation introduced the Existing Plans scenario to the committees and began a discussion about what the committees wanted to see emphasized in the two alternative scenarios. Questions included “How and where do we want to grow and transform?” And “What do we need to preserve?”.

The project team recapped previously discussed feedback from polling at previous SOT meetings on how much growth was ideal for the Southeast Area, with results reflecting a general preference for moderate growth leaning towards shops and jobs and more compact development. They also briefly covered noted as import

GROUP ACTIVITY

CTT and SOT members were given a key that explained each SEAS Update guiding principle. They were then asked to work in groups to rank the guiding principles on a spectrum by whether, in order to achieve a given principle, land use should be more compact or more dispersed and whether the transportation network should lean towards more mode choices or be more car oriented. The results of the activity are below:

- Livability, Sustainable Growth, Travel Safety, Active Transportation, Network Connectivity, and Economic Vitality all had most responses in the top right quadrant, favoring more mode choices and more compact land use.
- Traffic Flow and Freight had more varied results, split on land use and with a slight lean towards mode choices.



The results of the ranking activity were used to understand how our guiding principles should affect the development of the two alternative scenarios.

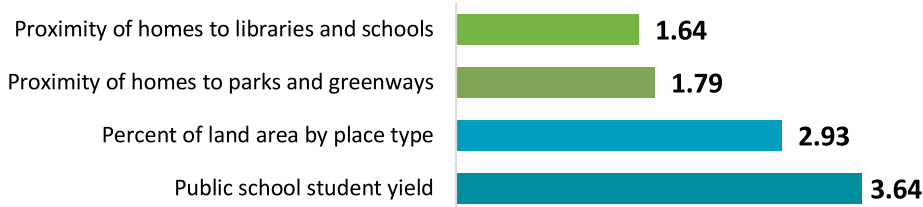
Performance Measure Indicators

The next part of the presentation explained the idea of performance measures and their purpose in comparing how each land use scenario performs based on measurable indicators.

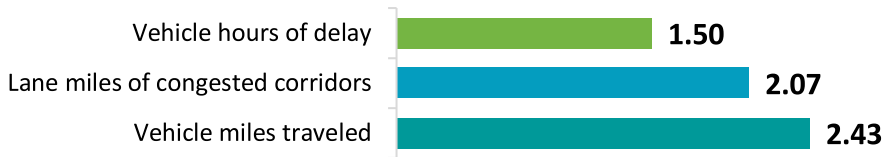
GROUP ACTIVITY

CTT and SOT members were given a key that included each guiding principle and what draft indicators were associated with each to evaluate how well a scenario was meeting that principle. They were asked to work in groups to rank the draft indicators by importance.

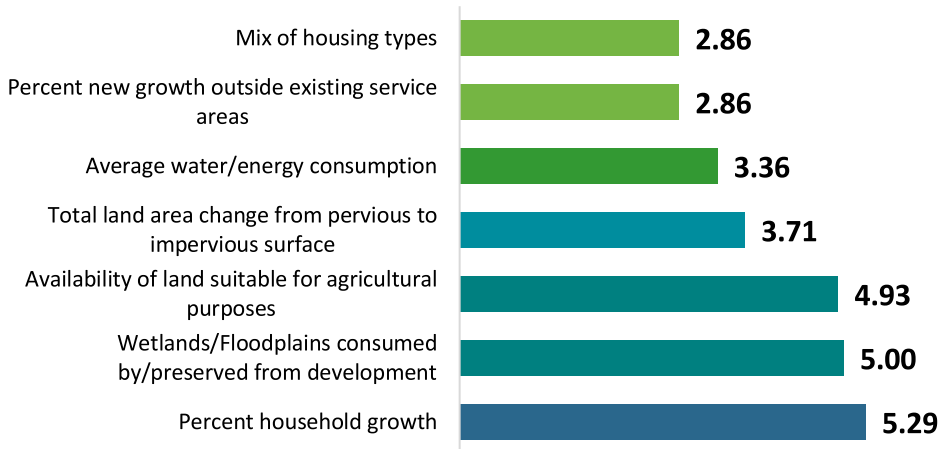
Livability Indicators



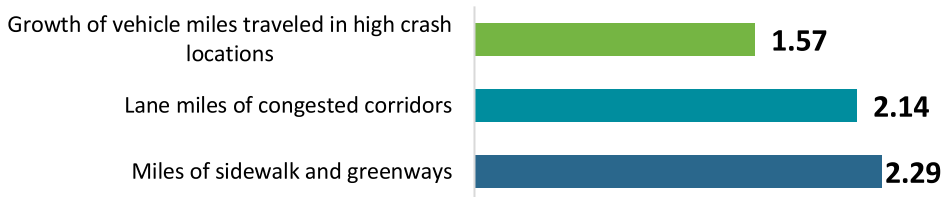
Traffic Flow Indicators



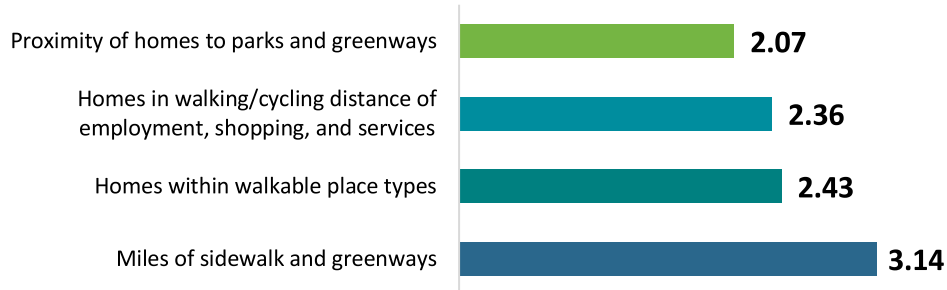
Sustainable Growth Indicators



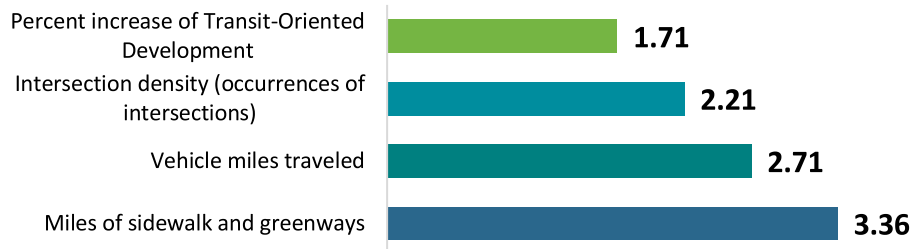
Travel Safety Indicators



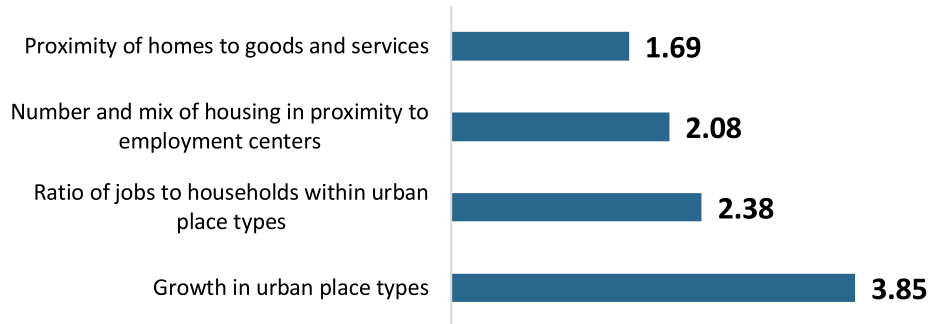
Active Transportation Indicators



Network Connectivity Indicators



Economic Vitality Indicators



Wrap Up and Next Steps

The project team wrapped up the presentation with a review of next steps including developing and testing the alternative scenarios, continuing policy review and diagnosis, and developing modal recommendations.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
Erin	Joseph	Benson	CTT
Jerry	Medlin	Benson	SOT
Kimberly	Pickett	Benson	CTT
Shelby	Powell	CAMPO	Project Team
Matt	Day	Central Pines Regional Council (TJCOG)	SOT
Porter	Casey	Clayton	SOT
Ben	Howell	Clayton	CTT
Patrick	Pierce	Clayton	CTT
Kathy	Behringer	Garner	SOT
John	Hodges	Garner	CTT
Gaby	Lontos-Lawlor	Garner	CTT
Ken	Marshburn	Garner	SOT
Neal	Davis	JCATS	SOT
Todd	Marr	Johnston County Planning	
Samantha	Borges	Kimley-Horn	Project Team
Allison	Fluitt	Kimley-Horn	Project Team
James	Salmons	NCDOT-Div 4	CTT
Anne	Conlon	Raleigh	CTT
Bruce	McKay	Selma	SOT
Stephen	Wensman	Smithfield	CTT
Kim	Johnson	Triangle Transportation Choices	SOT
Tim	Gardiner	Wake County	CTT
Akul	Nishawala	Wake County	CTT
Asa	Fleming	Wake County Planning Board	SOT
Fleta	Byrd	Wilson's Mills	SOT



S O U T H E A S T A R E A S T U D Y

U P D A T E

What: Core Technical Team Meeting No. 3

When: Thursday, March 30, 2023
10:30am -12pm

Where: Virtual | Zoom

CORE TECHNICAL TEAM MEETING NO.3

Introduction

This document summarizes the third Southeast Area Study (SEAS) Update meeting held with the project’s Core Technical Team (CTT). This summary provides an overview of the meeting agenda, presentation, and discussion, and is accompanied by the meeting presentation.

Summary

Project Update

The project team initiated the meeting by establishing the purpose and intended outcome of the meeting, shown in the table below.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting is to update the Core Technical Team (CTT) on the scenario development process, discuss the outcomes of the three previously identified scenarios, and get CTT feedback to move towards creating a preferred scenario.	Attendees will have a clear understanding of where the project is in the scenario planning process, will be familiar with the outcomes of each scenario, and be able to provide feedback and preferences that will lead to the development of a final preferred scenario.

Next, the project team briefly recapped the project schedule, progress made to date, and discussed changes to the schedule.

Scenario Development

In the next part of the presentation, the project team briefly reviewed the scenario planning process and recapped how the scenario narratives that led to the alternative scenarios were created

Scenario Testing

The majority of the meeting focused on the presentation/discussion of the three initial future land use scenarios. The project team presented the two newly developed alternative future land use scenarios, the Corridors and Centers scenarios, to the CTT for the first time while also showing the Existing Plans scenario in more detail for comparison and contrast. This presentation broke each scenario down by place types, distribution of different types of homes and employment, and detailed performance measures such as housing mix, homes and jobs near transit, and vehicle hours of delay.

DISCUSSION QUESTIONS

Throughout the presentation, the project team paused for questions and discussion, including:

- Identify what we should aim for in terms of density in our preferred scenario.
- How many (what percent of) homes/jobs should be transit accessible?
- Rank these performance measures in order of importance to you.
- Which Scenario is most consistent with your vision for the Southeast Area?

Wrap Up and Next Steps

The project team wrapped up the presentation with a review of next steps, including developing the Preferred scenario and the drafting of initial modal recommendations. A public symposium was scheduled to discuss the draft preferred scenario, continued policy review, and draft recommendations.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
<i>Erin</i>	<i>Joseph</i>	<i>Benson</i>	<i>CTT</i>
<i>Jerry</i>	<i>Medlin</i>	<i>Benson</i>	<i>SOT</i>
<i>Kimberly</i>	<i>Pickett</i>	<i>Benson</i>	<i>CTT</i>
<i>Shelby</i>	<i>Powell</i>	<i>CAMPO</i>	<i>Project Team</i>
<i>Matt</i>	<i>Day</i>	<i>Central Pines Regional Council (TJCOG)</i>	<i>SOT</i>
<i>Porter</i>	<i>Casey</i>	<i>Clayton</i>	<i>SOT</i>
<i>Ben</i>	<i>Howell</i>	<i>Clayton</i>	<i>CTT</i>
<i>Patrick</i>	<i>Pierce</i>	<i>Clayton</i>	<i>CTT</i>
<i>Kathy</i>	<i>Behringer</i>	<i>Garner</i>	<i>SOT</i>
<i>John</i>	<i>Hodges</i>	<i>Garner</i>	<i>CTT</i>
<i>Gaby</i>	<i>Lontos-Lawlor</i>	<i>Garner</i>	<i>CTT</i>
<i>Ken</i>	<i>Marshburn</i>	<i>Garner</i>	<i>SOT</i>
<i>Neal</i>	<i>Davis</i>	<i>JCATS</i>	<i>SOT</i>
<i>Todd</i>	<i>Marr</i>	<i>Johnston County Planning</i>	
<i>Samantha</i>	<i>Borges</i>	<i>Kimley-Horn</i>	<i>Project Team</i>
<i>Allison</i>	<i>Fluitt</i>	<i>Kimley-Horn</i>	<i>Project Team</i>
<i>James</i>	<i>Salmons</i>	<i>NCDOT-Div 4</i>	<i>CTT</i>
<i>Anne</i>	<i>Conlon</i>	<i>Raleigh</i>	<i>CTT</i>
<i>Bruce</i>	<i>McKay</i>	<i>Selma</i>	<i>SOT</i>
<i>Stephen</i>	<i>Wensman</i>	<i>Smithfield</i>	<i>CTT</i>
<i>Kim</i>	<i>Johnson</i>	<i>Triangle Transportation Choices</i>	<i>SOT</i>
<i>Tim</i>	<i>Gardiner</i>	<i>Wake County</i>	<i>CTT</i>
<i>Akul</i>	<i>Nishawala</i>	<i>Wake County</i>	<i>CTT</i>
<i>Asa</i>	<i>Fleming</i>	<i>Wake County Planning Board</i>	<i>SOT</i>
<i>Fleta</i>	<i>Byrd</i>	<i>Wilson's Mills</i>	<i>SOT</i>

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

What: Core Technical Team Meeting No. 4

When: Wednesday, May 24, 2023
2 – 4 pm

Where: Clavton Town Hall | 111 E.

CORE TECHNICAL TEAM MEETING NO. 4

Introduction

This document summarizes the fourth Southeast Area Study (SEAS) Update meeting held with the project’s Core Technical Team (CTT). This summary provides an overview of the meeting agenda, presentation, and discussion, and is accompanied by the meeting presentation. A total of 21 people attended the meeting. The full participant list is included as an attachment at the end of this document.

Summary

Project Update

The project team initiated the meeting by establishing the purpose and intended outcome of the meeting, shown in the table below.

<i>Meeting Purpose</i>	<i>Meeting Outcome</i>
The objective of this meeting is to update the Core Technical Team (CTT) on the outcomes of the preferred land use scenario, introduce and discuss the draft modal recommendations, and discuss the next steps in community engagement.	Attendees will have a clear understanding of the outcomes of the preferred scenario and will be able to provide meaningful feedback on the draft modal recommendations.

Next, the project team briefly recapped the project schedule, progress made to date, and discussed changes to the schedule.

Scenario Planning

The project team briefly recapped the findings within the Existing Plans, Centers, and Corridors scenarios, then went over some key points that emerged in earlier scenario development meetings, including:

- General preference for the Centers scenario
- Increase Multifamily Housing
- More density was preferred
- Land consumed and housing mix are important metrics

The project team then introduced the preferred scenario, showed how it addresses these points, and presented how it performs against the Existing Plans scenario.

Land Use Best Practice Toolbox

Next the project team discussed policy priorities and best practice. The team presented findings from evaluating each SEAS communities' plans and codes. All SEAS communities had made progress towards implementing priority strategies through new plans, modified codes, etc. since the original SEAS. However, there were still additional opportunities noted to strengthen plan and code provisions, as well as new and modified priorities. The team emphasized a new focus on implementation through regulations, utility coordination, capital investments, and acting on policies.

Draft Modal Recommendations

The majority of the meeting was dedicated to presenting the first draft of the draft bike/ped, transit, roadway, and intersection recommendations. The project team explained the recommendation development process, then presented the draft of recommended projects by mode (bike/ped, transit, roadway and intersection) and opened for discussion. Additional policy-based recommendations and considerations were also presented.

The CTT primarily provided feedback about transit recommendations, emphasizing that the projects are dependent on each other. Members suggested tweaks to routes to reflect existing BRT/transit plans and needed connectivity between services.

The team also presented an update on the selected US 70 Business/NC 42/Future Ranch Road hot spot and the reasoning for its selection.

Public Engagement and Wrap Up

The project team wrapped up the presentation with a review of next steps, including details of the upcoming public symposium and the goals of engagement at the event.

Attachment 1 | Attendance List

First Name	Last Name	Agency	SEAS Role
Steve	Bzomowski	Alta	Project Team
Matt	Hayes	Alta	Project Team
Erin	Joseph	Benson	CTT
Gaby	Lontos-Lawlor	CAMPO	Project Team
Shelby	Powell	CAMPO	Project Team
Jasmine	Davidson	Clarion	Project Team
Emily	Gvino	Clarion	Project Team
Leigh Anne	King	Clarion	Project Team
	Clayton Intern	Clayton	
Patrick	Pierce	Clayton	CTT
Bruce	Venable	Clayton	
Kyle	Hearing	Foursquare	Project Team
John	Hodges	Garner	CTT
Braston	Newton	Johnston County	CTT
Samantha	Borges	Kimley-Horn	Project Team
Allison	Fluitt	Kimley-Horn	Project Team
Anne	Conlon	Raleigh	CTT
Christopher	Golden	Raleigh	CTT
Stephen	Wensman	Smithfield	CTT
Tim	Gardiner	Wake County	CTT
Akul	Nishawala	Wake County	CTT

Appendix B: Jurisdictional Group Meetings Summary



B

JURISDICTIONAL GROUP MEETINGS SUMMARY

As part of the Southeast Area Study Update, a series of two meetings were held with planning staff from jurisdictions across the Southeast Area to better understand their preferred locations for growth and the state of their land use policies, as well as get feedback on potential hot spot study locations. On January 11th, the SEAS Project Team met with groups of planning staff from Southeast Area municipalities as well as from county planning departments (Wake and Johnston Counties) to discuss their priorities for future land use patterns.



Meeting 1

- Benson
- *Four Oaks**
- *Kenly**
- *Micro**
- *Pine Level**
- Smithfield
- *Selma**
- Wilson's Mills
- Johnston County



Meeting 2

- *Archer Lodge**
- Clayton
- Garner
- Raleigh
- Johnston and Wake Counties

**Planners from Archer Lodge, Four Oaks, Kenly, Micro, Pine Level, and Selma were unable to attend.*

Meeting 1- January 11th

The first January 11th meeting focused on the areas of the study area in unincorporated Johnston County, the Smithfield-Selma-Wilson's Mills area, and jurisdictions roughly along I-95. Planners from Four Oaks, Kenly, Micro, Pine Level, and Selma were unable to attend the meeting.

Benson

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- NC 242 North Corridor
- Exit 325 (I-40 at NC 242)
 - Leads to McGees Crossroads
- New subdivisions on 242 North
- NC 27 and NC 301 are seeing growth

- ETJ expanded greatly recently

LAND USE POLICY AND CODE DIAGNOSTIC

- Benson is updating their UDO in 2023
- Mixed use along NC 242 is desired
- Area has seen infill development of residential homes
- Gap in affordability

Smithfield

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Follow the Town Plan
 - *Per Town Plan's future land use map:*
 - *significant mixed use along M. Durwood Stephenson Hwy north of US 301 and on east side of US 70 Business/I-95*
 - *several smaller mixed-use centers throughout the town (ex. US 70 Business at NC 210 and at M. Durwood Stephenson Hwy, Buffalo Rd at M. Durwood Stephenson and at US 70 Bypass, US 301 near Holt Lake, at Brogden Rd, near Hospital Rd)*
 - *Industrial growth along US 70 Business West, Outlet Center Dr, and Wal-Pat Dr*
- US 70 Business east of I-95

LAND USE POLICY AND CODE DIAGNOSTIC

- New Amazon facility on Business 70- when it opens, where to route trucks?
- New industrial growth in Buffalo Rd area

Wilson's Mills

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Has new business center coming
- Retail and business growth
- Downtown is considered at the railroad tracks
- Swift Creek Road and service roads as growth areas
 - Closing US 70 (grade separation/access management)
- Connecting between US 70 Bypass and US 70 Business

LAND USE POLICY AND CODE DIAGNOSTIC

- Developers want to build townhomes- Adding zoning category for just townhomes because the only zoning that currently allows townhomes is mixed-use district

Johnston County

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- 96 and 231 have more development
- Growth in Wendell area
- James Salmons (NCDOT, former UCPRPO):

- NC 210 between McGee's Crossroads and Smithfield
- US 301 between Benson and Smithfield

LAND USE POLICY AND CODE DIAGNOSTIC

- Sewer capacity not being added until late 2024
- Now directing density to towns (might change with the comp plan on-going)
- Creating McGee small area plan
- Comp plan not yet adopted- delays
 - Agricultural district contention
 - Some don't want to direct density to towns
 - Concerns about residential growth (not preferred) over business/industrial - Benson

Other

LAND USE POLICY AND CODE DIAGNOSTIC

- Pine Level adopted a land use plan in June 2022

Meeting 2- January 11th

The second January 11th meeting focused on the northwestern area of the study area, including Archer Lodge, Clayton, Garner, Southeast Raleigh, and Johnston and Wake Counties. Planners from Archer Lodge were unable to attend the meeting.

Clayton

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Corridors
 - Ranch Road
 - Oneil Road; Covered Bridge Road
 - Amelia Church Road
 - Cornwallis Road
 - Shotwell Road (maybe)
 - Old US 70 to Amelia Church Rd
 - Guy Road
- Centers
 - Highway 42/US 70 Bypass area
 - Cornwallis/42

LAND USE POLICY AND CODE DIAGNOSTIC

- Clayton is currently rewriting UDO
- Downtown Master Plan will be adopted in 2023
- Future I-42/US 70

Garner

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Corridors
 - Old Stage Road
 - Rock Quarry Road
- Centers
 - NC 540/Old Stage
 - NC 540 at NC 50
 - North/South BRT Station area (US 401 at US 70)
 - Garner Station area

LAND USE POLICY AND CODE DIAGNOSTIC

- Working on amendment to GarnerForward that will address remaining questions
- Bike/Ped plan being adopted in early spring

Raleigh

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Rock Quarry Road to have growth at nodes
 - Whitfield Rd intersection
 - Battle Bridge Rd intersection (mixed use node)

LAND USE POLICY AND CODE DIAGNOSTIC

- Reference Southeast Special Area Study
- Implementing comprehensive plan is difficult

Wake County

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- Follow PlanWake

Other

WHERE SHOULD WE DIRECT GROWTH?- CENTERS AND CORRIDORS

- White Oak area between I-40 and NC 540

Other Topics

Hot Spot Toolkits

- Rename from Hot Spot Toolkits to avoid confusion with location based Hot Spots
- Combine access management and safety to make an Intersection Control Evaluation (ICE) process to guide development
- Need a metric to measure accessibility

- Smithfield noted importance of Transit Oriented Development as a topic
- Suggestion to reframe cost of sprawl as benefit of compact development
- Student generation as a potential topic (how many new students do certain types of developments tend to create)
- Smithfield suggested video for the broadest audience- Benson added need to have something to take away in conjunction with video
- Any combination of toolkits and hot spot locations should have at least one toolkit

Hot Spot Locations

- Several hot spots **removed from consideration** based on current plans or projects:
 - US 70 at US 401
 - I-40 at NC 210
 - US 401 at Ten Ten Rd
 - Rock Quarry Rd at New Hope Rd
 - Buffalo Rd at NC 42
 - Garner Rd at Vandora Springs Rd
 - Infeasible to be grade separated so if it could have a different design solution that may be revisited
 - US 301 at Booker Dairy Rd
 - Ricks Rd/Outlet Center Dr
- Suggested hot spots:
 - South Brightleaf Boulevard/US 301
 - Railyard at Selma/I-95
 - Wilson's Mills Rd/Swift Creek Rd/Fire Department Road

Other

- Currently towns have first choice to sewer developments- conflict between sewer capacity needs vs policy
- Any plans should take into the consideration the fast pace of change
- Who has a strategic plan? Or a plan that sets up more immediate next steps?
 - Should the SEAS set this up?
 - Should tie CIPs, Comp Plans, Strategic Plans together
 - Need to define "strategic," potentially "Strategic Investment Plan"

Appendix C: Pop-Up Events Summary and Outreach Materials



C



SEAS

S O U T H E A S T A R E A S T U D Y

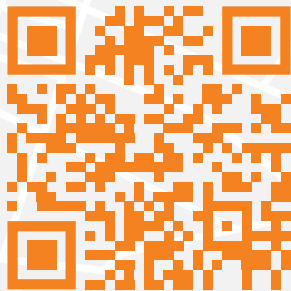
U P D A T E

Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills
Parts of Raleigh, Johnston County, and Wake County

The *Southeast Area Study*

has draft
transportation
recommendations
and we need
YOUR input!

Share *your ideas* on
roadway, bicycle,
pedestrian, and
transit improvements.



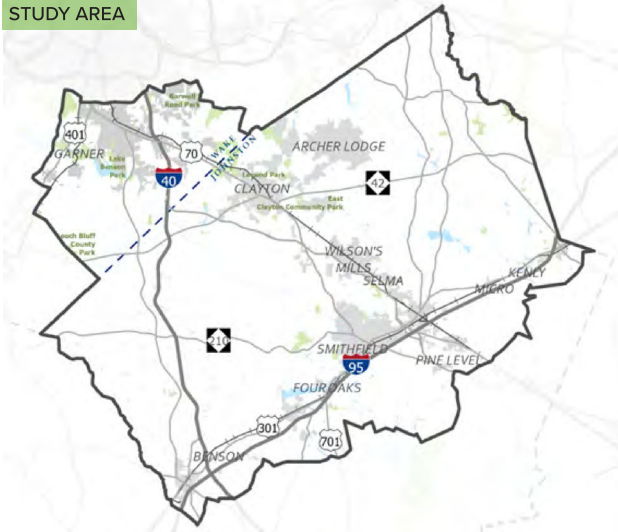
SCAN HERE to
take the online
survey and for
more information.

seareastudyupdate.com

PROJECT OVERVIEW

The Capital Area Metropolitan Planning Organization (CAMPO) is updating the 2017 Southeast Area Study (SEAS) to refresh its recommendations for land use and transportation. You can learn more about the study on the project website.

STUDY AREA



Critical Transportation Issues

We also asked you what the most critical transportation issues in the study area are, and you answered:



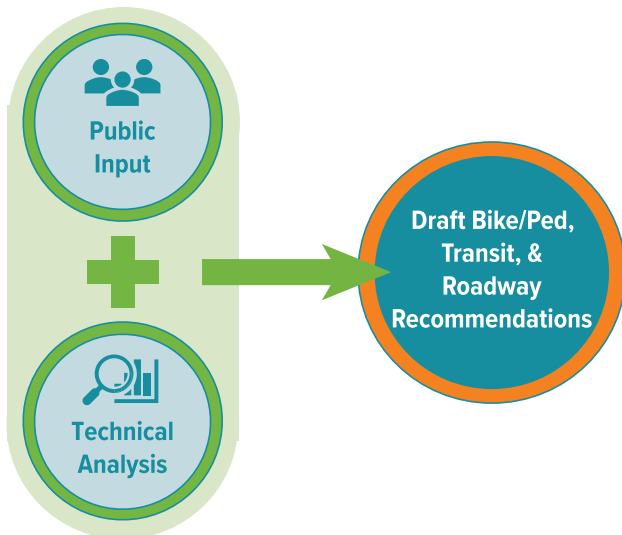
WHAT WE HEARD FROM YOU

Last summer, as part of Phase I Engagement, we asked you about your vision for the SEAS Update. From that feedback we updated the Guiding Principles from the 2017 SEAS to reflect the new goals of the SEAS Update.

Guiding Principles

- LIVABILITY**
 Enhance and promote our region's quality of life through transportation and land use decisions that equitably support public health, education, parks and recreation, public art, and local character.
- TRAFFIC FLOW**
 Make it easier to move within and through our region by reducing congestion and improving roadway operations.
- SUSTAINABLE GROWTH**
 Blend development decisions and transportation strategies to promote and sustain employment and population growth by offering housing and neighborhood choices to meet diverse needs while preserving the area's natural features.
- TRAVEL SAFETY**
 Promote a safer, more secure transportation system by reducing crashes, enhancing reliability and predictability, and improving emergency coordination.
- ACTIVE TRANSPORTATION**
 Integrate our transportation network to provide travel choices, especially walking and cycling, for all users, regardless of age and ability.
- NETWORK CONNECTIVITY**
 Link local and regional destinations through improved connections and enhanced integration among travel modes.
- ECONOMIC VITALITY**
 Grow our economy through a transportation network by connecting residents to jobs, goods, services, and opportunities within and beyond our region.
- FREIGHT MOVEMENT**
 Support global competitiveness of our region through a transportation network that efficiently moves goods and services.

Visit the project website to read the full summary of Phase 1 Engagement.



WHAT WE'VE DONE SINCE

In the year since Phase 1 Engagement, we've completed the technical needs and gaps analysis. The results of the analysis combined with the public input helped the project team create draft bicycle and pedestrian, transit, and roadway recommendations.

WHAT WE NEED FROM YOU

We want to hear from you! We're asking for your feedback on our draft multimodal recommendations. **Do the recommendations address the issues you care about?**

We also want to know about your priorities. **What's important to you?** We need your feedback on how we should prioritize these projects.



Take the online public survey!

DESCRIPCIÓN GENERAL DEL PROYECTO

La Organización de Planificación Metropolitana del Área Capital (CAMPO, por sus siglas en inglés) está actualizando el Estudio del Área Sudeste (SEAS, por sus siglas en inglés) del 2017 para actualizar sus recomendaciones para el uso del suelo y el transporte.

ÁREA DE ESTUDIO



Problemas Críticos de Transporte

También le preguntamos cuáles eran los problemas de transporte más críticos en el área del estudio, y usted respondió:



Congestión de Tráfico

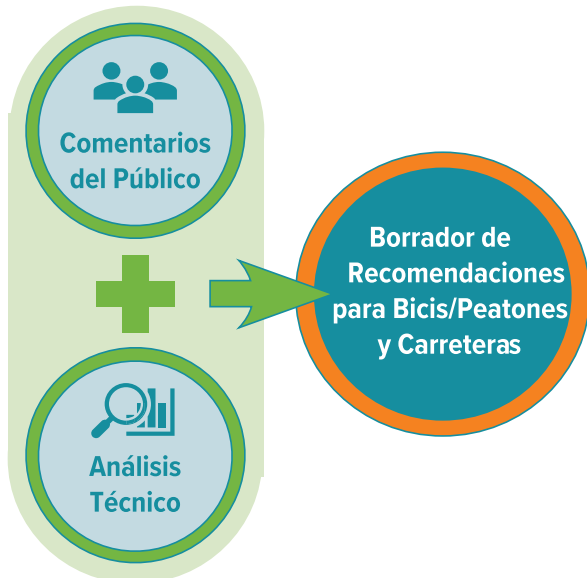


Falta de Transporte Público



Problemas de Seguridad

Visite el sitio del proyecto para saber más sobre el proyecto y leer el resumen completo sobre la Fase 1 Participación



seareastudyupdate.com

LO QUE USTED NOS DIJO

El verano pasado, como parte de la Fase I, le preguntamos sobre su visión de la Actualización SEAS. En base a esos comentarios, actualizamos los Principios Rectores de SEAS 2017 para reflejar los nuevos objetivos de SEAS.

Principios Rectores

- 

HABITABILIDAD
Mejorar y promover la calidad de vida de nuestra región a través de decisiones de transporte y uso de la tierra que respalden equitativamente la salud pública, la educación, los parques y la recreación, el arte público y el carácter local.
- 

FLUJO DEL TRÁFICO
Facilitar el movimiento dentro y a través de nuestra región al reducir la congestión y mejorar las operaciones viales.
- 

CRECIMIENTO SOSTENIBLE
Combinar las decisiones de desarrollo y las estrategias de transporte para promover y sostener el empleo y el crecimiento de la población al ofrecer opciones de vivienda y vecindario para satisfacer diversas necesidades mientras se preservan las características naturales del área.
- 

SEGURIDAD EN LOS VIAJES
Promover un sistema de transporte más seguro al reducir los accidentes, mejorar la confiabilidad y la previsibilidad y mejorar la coordinación de emergencias.
- 

TRANSPORTE ACTIVO
Integrar nuestra red de transporte para brindar opciones de viaje, especialmente a pie y en bicicleta, para todos los usuarios, independientemente de su edad y capacidad.
- 

CONECTIVIDAD DE LA RED
Vincular destinos locales y regionales a través de conexiones mejoradas y una mayor integración entre los modos de viaje.
- 

VITALIDAD ECONÓMICA
Hacer crecer nuestra economía a través de una red de transporte conectando a los residentes con trabajos, bienes, servicios y oportunidades dentro y fuera de nuestra región.
- 

MOVIMIENTO DE CARGA
Apoyar la competitividad global de nuestra región a través de una red de transporte que mueva eficientemente bienes y servicios.

LO QUE HEMOS HECHO DESDE ENTONCES

Desde la Participación de la Fase 1, hemos completado el análisis técnico que, combinado con los comentarios del público, ayudó al equipo del proyecto a crear un borrador de recomendaciones para ciclistas y peatones, tránsito y carreteras.

LO QUE NECESITAMOS DE USTED

¡Queremos saber de usted! Le pedimos su opinión sobre nuestro borrador de recomendaciones multimodales y su opinión sobre sus prioridades. **¿Las recomendaciones, abordan los problemas que le preocupan?**

También queremos saber cuáles son sus prioridades. **¿Qué es importante para usted?** Necesitamos sus comentarios sobre cómo deberíamos priorizar estos proyectos.

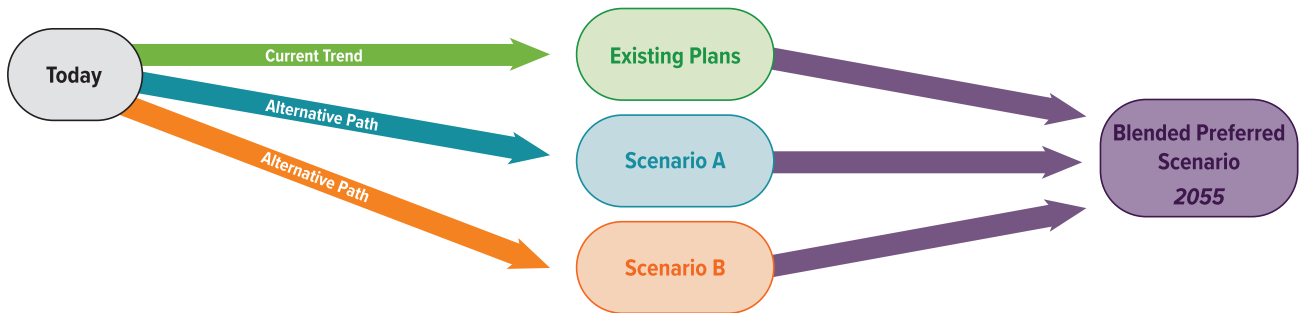
¡Llene la Encuesta en Línea!

SCENARIO PLANNING

Scenario planning compares different possible futures of an area to help decide where and how we should grow. For the SEAS Update, scenarios considered:

- What will our future look like if things **keep going like they are now**?
- What are some **alternative paths** we could take that might **better meet our goals**?

Each scenario was scored based on how well they advanced our guiding principles. The best parts of the original three scenarios were then combined to create a Preferred Scenario.



PREFERRED SCENARIO

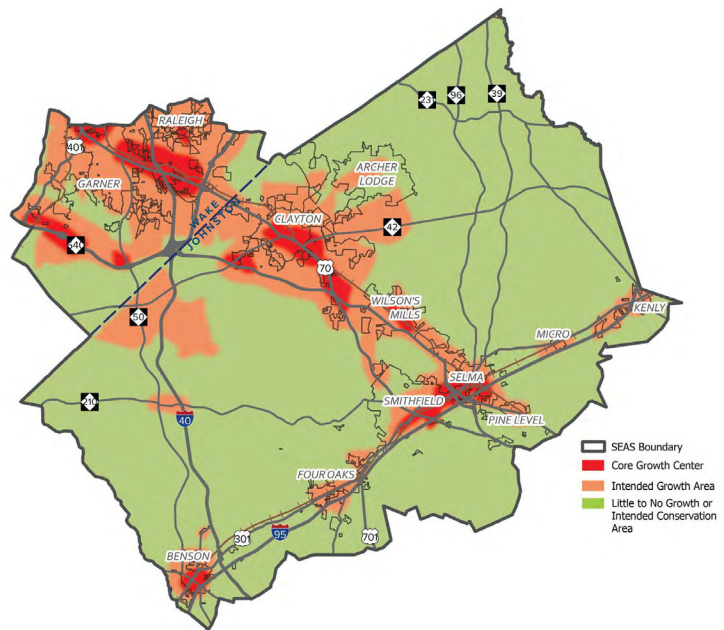
The preferred land use scenario focuses growth in towns and along major corridors like US 70 and US 301, while discouraging sprawl in rural areas. This scenario is intended to encourage more compact development while preserving the rural character of Johnston County.

WHAT THE SCENARIO INFORMS

Knowing where we want growth will help make decisions about land use and transportation, such as:

- where to put **new homes and job centers** versus where to **preserve farms and forests**
- where to invest in roads, trails, and transit that can **support more people**

The land use and transportation recommendations created as part of the SEAS Update support the Preferred Scenario.



Compared to the Existing Plans Scenario, the Preferred Scenario shows:



an increase in urban areas



an increase in transit access to jobs



an increase in residential density



a decrease in suburban areas



an increase in walkable homes and jobs



a slight decrease in congested roads



an increase in rural areas



a better balance between homes and jobs



a slight increase in delay



PLANNING FOR THE BUILT ENVIRONMENT

Land Use Plans and Land Development Regulations

Land use plans are created by local governments to help guide growth and development in a community and efficiently use resources. **Land development regulations**, or zoning regulations, implement land use plans. The 2017 SEAS included recommendations for each jurisdiction, organized by Priority Strategies and Important Strategies to Consider.

What's Been Accomplished Since the 2017 SEAS

Since 2017, jurisdictions have made significant progress that advanced the recommendations of the SEAS.

Most SEAS communities updated their comprehensive land use plans and adjusted their land development regulations.

Example: Garner's adoption of the GarnerForward Comprehensive Plan in 2018 and update of their land development regulations in 2022.

Most SEAS communities took steps to provide a range of housing types through their comprehensive land use plans or regulations through zoning.

Example: Smithfield's 2019 Town Plan includes policy recommendations to allow for increased density and a variety of housing types.

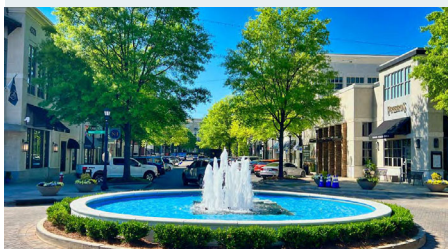
Some Ideas for the 2023 SEAS Update

The 2023 SEAS will focus on putting these policies to use in key focus areas, such as housing, bicycle and pedestrian improvements, mixed use development, and more. Examples include:



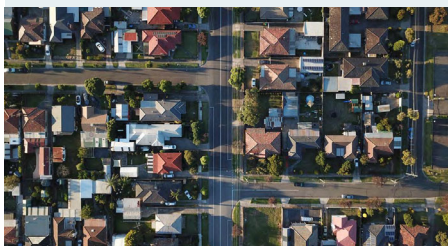
Transportation and Connectivity

- Street cross-sections that support land use and character goals
- Connect street networks
- Support bicycle and pedestrian expansion
- Right-size parking requirements
- Create design guidelines for key nodes



Economic Development and Downtown

- Coordinate future land use with economic development priorities
- Develop downtown redevelopment strategies
- Facilitate building re-use
- Flexibility and regular plan updates to respond to market shifts and planning "unknowns"



Growth and Housing

- Support higher densities in growth and redevelopment areas
- Preserve lower densities in rural and agricultural areas
- Support a range of housing options in growth areas
- Encourage mixed use at key growth nodes



BENEFITS OF COMPACT DEVELOPMENT

Land Use Trade-Offs

The **Scenario Planning Board** explained that we are working to achieve more compact development in the Southeast Area. Compact development is a type of land use that prioritizes higher density residences, active transportation, transit options, and a range of housing types. Land use decisions often require trade-offs. Consider the trade-offs below and place a sticker in the shaded box of the development type you prefer.

Density of Development

Higher density development increases the return on investment for public infrastructure and consumes less land but it can change the existing land use character.

Lower density development maintains existing low density character but requires more land and public infrastructure is more expensive on a per-person basis.

HIGHER DENSITY	LOWER DENSITY
----------------	---------------

Housing Types

A range of housing types provides more options for a variety of households, and increases the potential for more affordable housing.

A focus on single-family homes maintains single family character but doesn't meet a variety of household needs and can lead to suburban sprawl.

RANGE OF HOUSING	SINGLE-FAMILY
------------------	---------------

Transportation Options

Multimodal transportation includes people walking, biking, taking transit, and driving. This increases people's options for how they choose to travel to work, school, and everywhere else.

Road-focused transportation limits people's choices and does not offer recreational transportation options.

MULTIMODAL	ROAD FOCUS
------------	------------

Utility Expansion

Plan-guided infrastructure identifies targeted areas for growth and plans for infrastructure in those areas. This helps with funding and investment planning.

Market determined infrastructure lets development guide where infrastructure is extended. This can lead to sprawl and less efficient infrastructure and utilities.

PLAN-GUIDED INFRASTRUCTURE	MARKET DETERMINED INFRASTRUCTURE
----------------------------	----------------------------------



BICYCLE AND PEDESTRIAN RECOMMENDATIONS

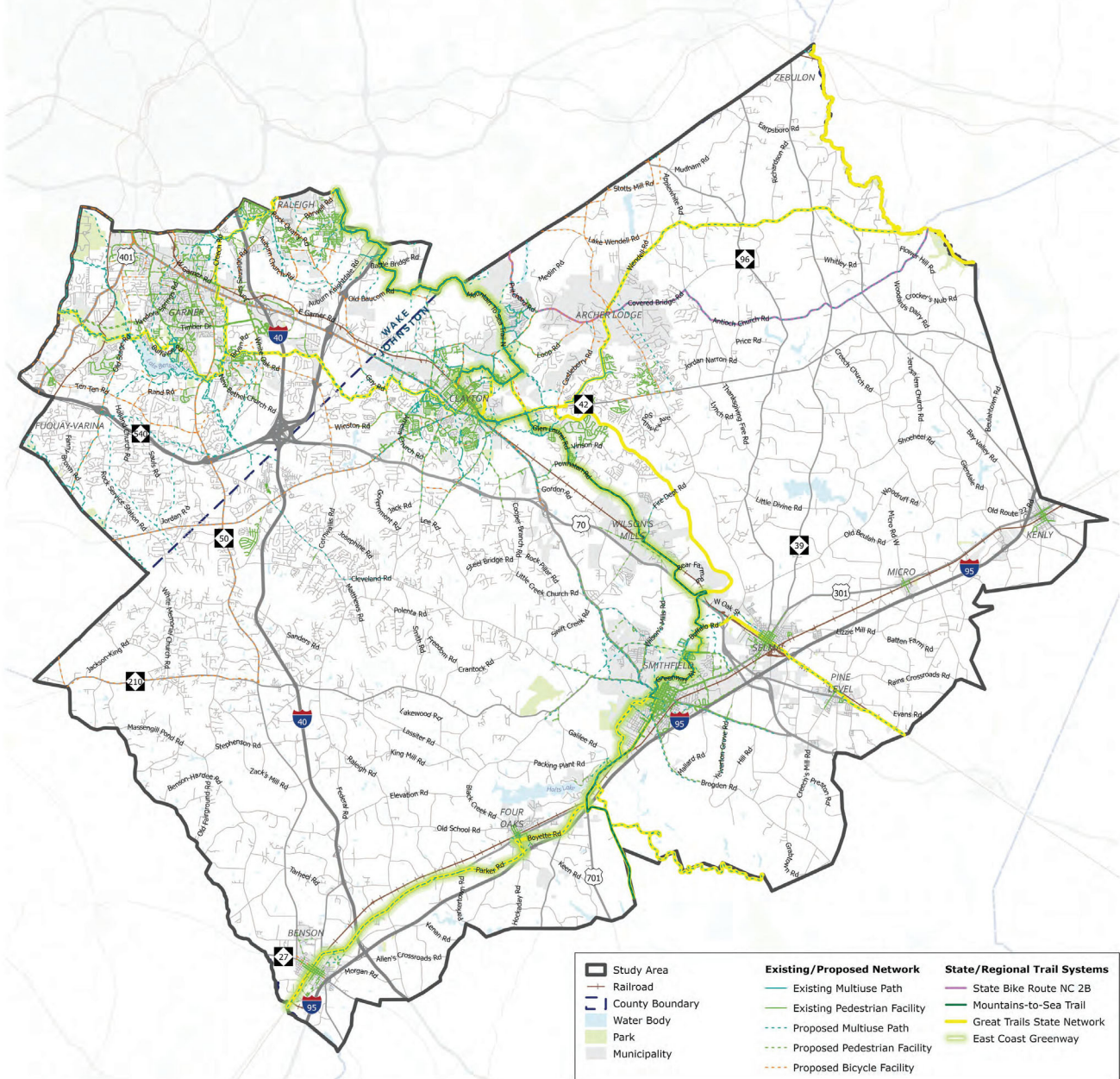
The recommendations below are a combination of previous local and regional planning efforts in the SEAS. This includes data from previous planning efforts such as the 2022 Smithfield Pedestrian Plan, 2022 Clayton Pedestrian Plan, the 2022 Neuse River Trail Feasibility Study, and many others.

BICYCLE AND PEDESTRIAN 'SPINES' OF THE SEAS

The 'spines' of the regional network are comprised of state and national trail systems such as the East Coast Greenway, Mountains to Sea Trail, Great Trails State network, and the NC State Bike Route System.

PROVIDE YOUR FEEDBACK

Use this board to provide your feedback on the bicycle and pedestrian recommendations in your worksheet or [take the online survey!](#)



TRANSIT RECOMMENDATIONS

Transit recommendations focus on appropriately-scaled solutions that build on existing plans and services and prioritize investments that will benefit the most people. Recommendations create connections to the planned Garner-Clayton bus rapid transit route, ensuring regular transit service to Raleigh for residents throughout the Southeast Area.

Circulators

Frequent fixed-route service connecting key destinations and transfer points within communities with higher volumes of short trips; may include deviations.

Connectors

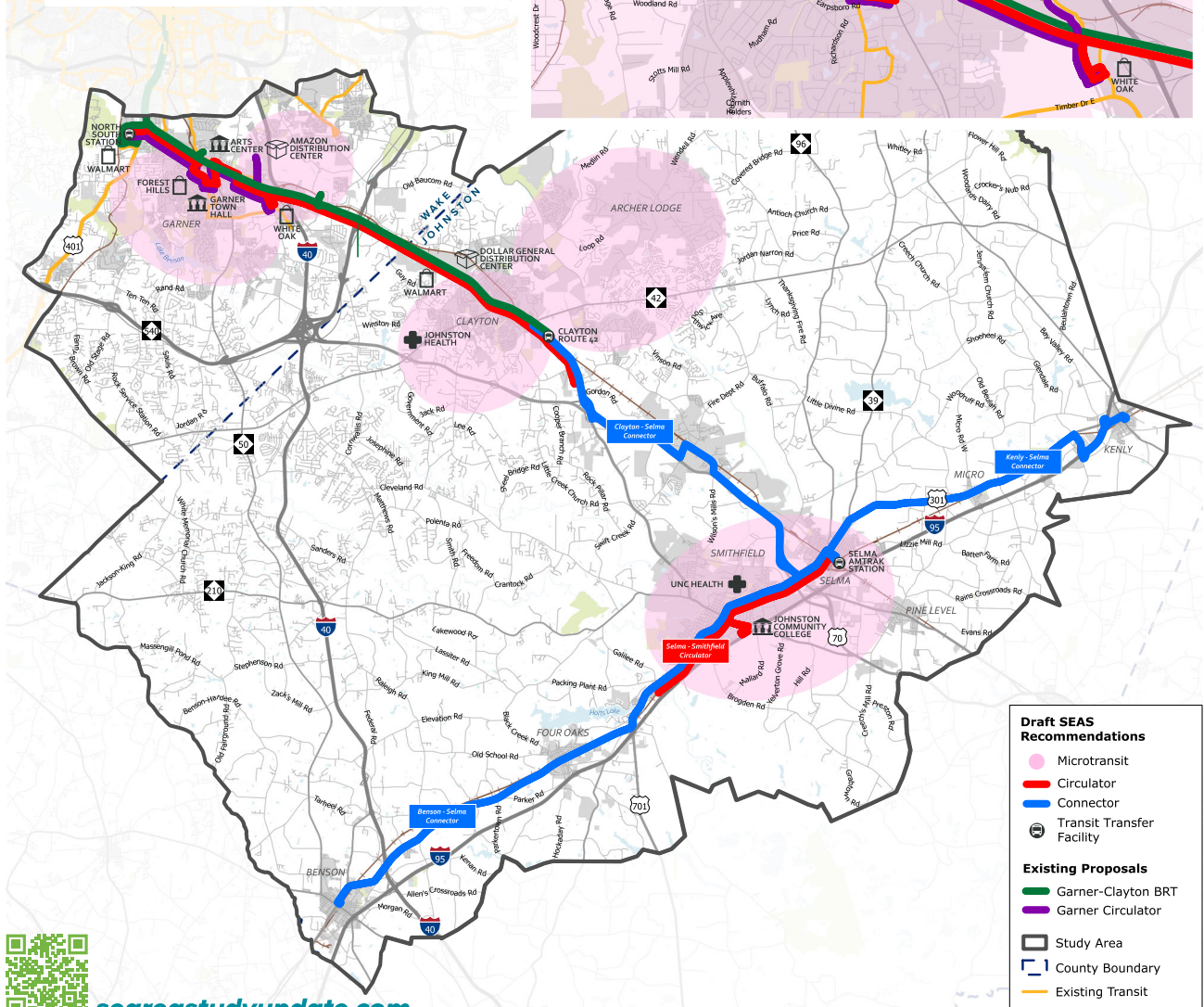
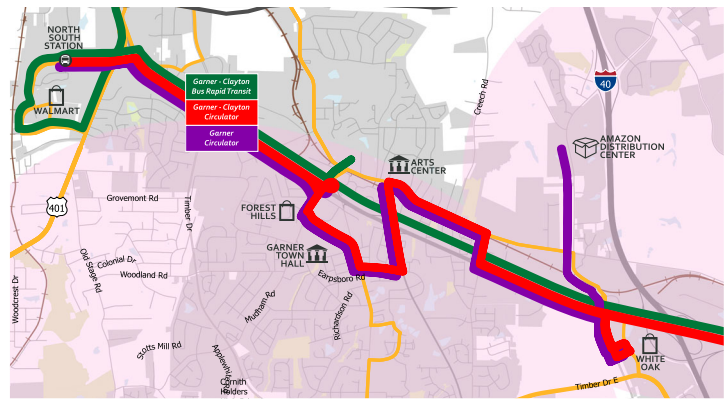
Extended connections between communities (all-day and peak-only).

Microtransit

On-demand, curb-to-curb service, connecting residents to destinations throughout their community, as well as circulators and connectors.

PROVIDE YOUR FEEDBACK!

Use this board to provide your feedback on the transit recommendations in your worksheet or [take the online survey!](#)



ROADWAY RECOMMENDATIONS

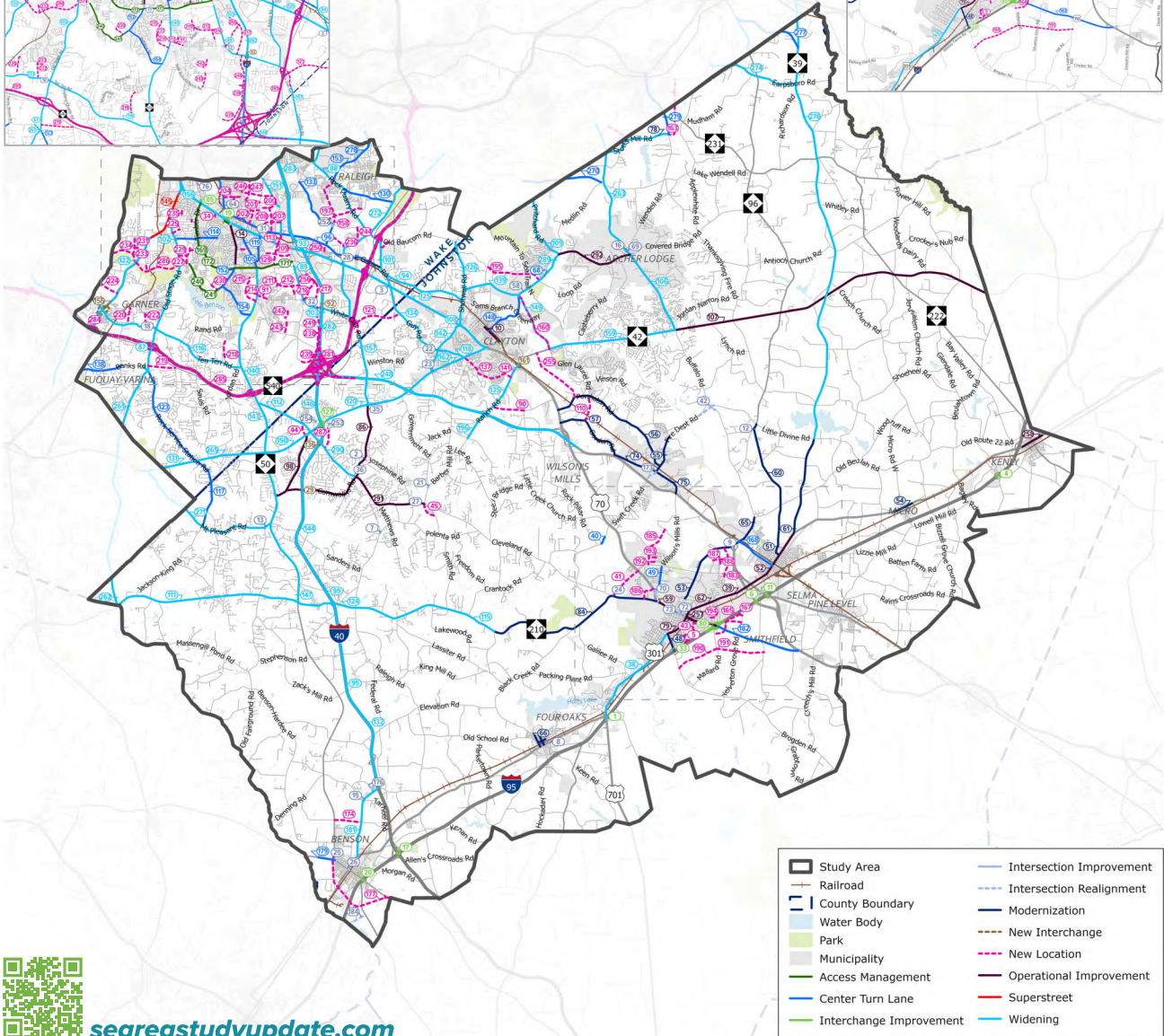
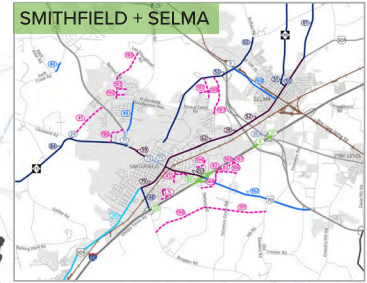
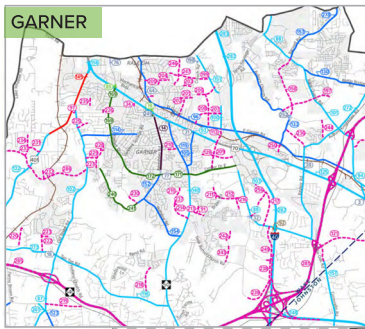
The recommendations below are a combination of previous local and regional planning efforts in the Southeast Area and additional recommendations created as part of the planning process for this SEAS Update. These build upon recommendations from previous plans including the CAMPO 2050 MTP, 2013 Johnston County CTP, 2018 GarnerForward, 2020 Smithfield Town Plan, 2021 Clayton Comprehensive Plan, and others.

IMPROVED CORRIDORS AND ADDED CONNECTIONS

These recommendations focus on improving safety, congestion, and travel flow throughout the roadway network as the area continues to grow. This includes added turn lanes, widenings, or other operational improvements along existing major corridors, while adding needed connections to create alternate routes for local traffic.

PROVIDE YOUR FEEDBACK

Use this board to provide your feedback on the roadway recommendations in your worksheet or [take the online survey!](#)



INTERSECTION RECOMMENDATIONS

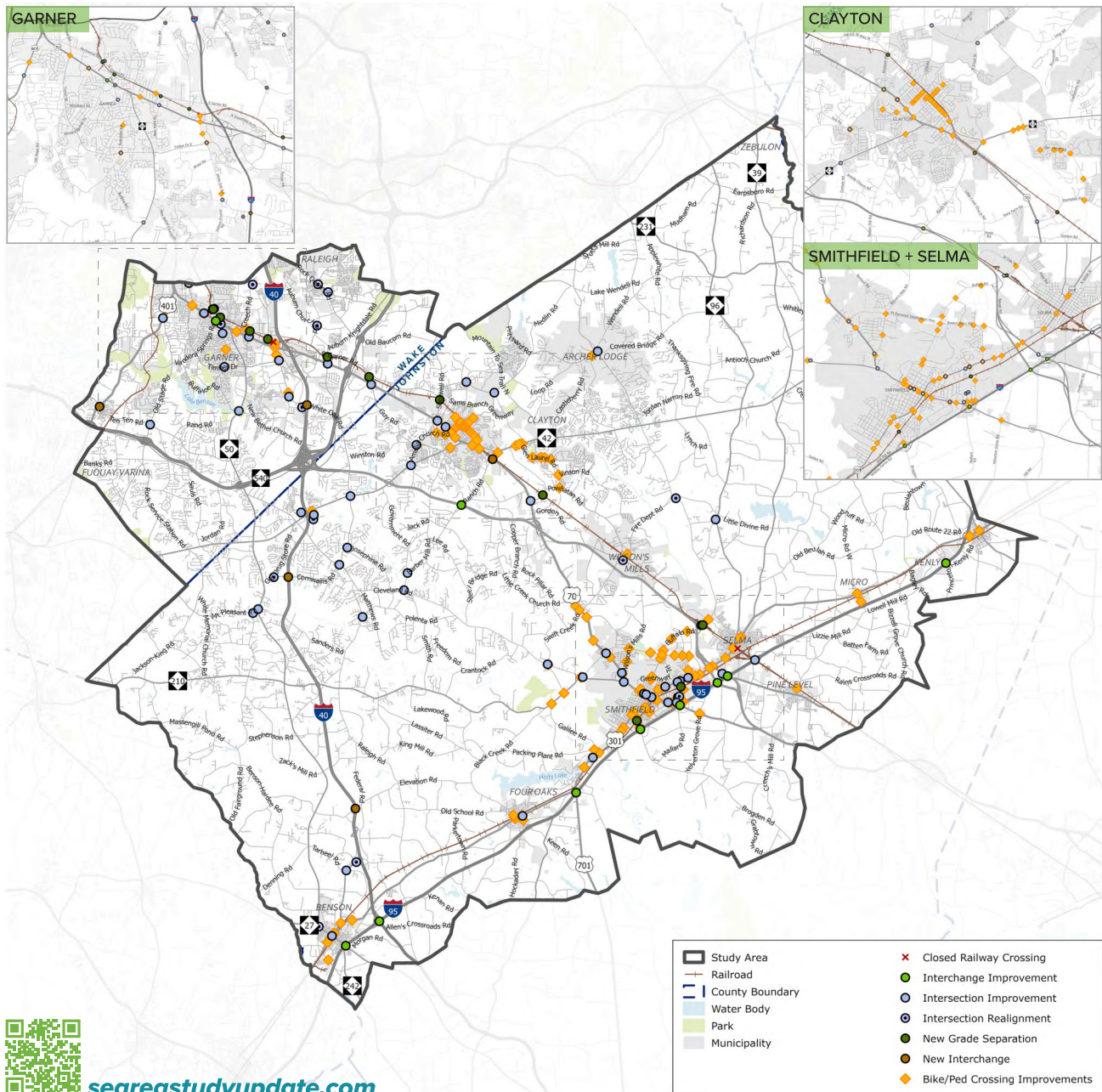
The recommendations below are a combination of previous local and regional planning efforts in the Southeast Area and additional recommendations created as part of the planning process for this SEAS Update. These build upon recommendations from previous plans including the CAMPO 2050 MTP, 2013 Johnston County CTP, local comprehensive plans, local pedestrian plans, and others.

SAFETY IMPROVEMENTS AND IMPROVED OPERATIONS

The intersection recommendations focus on improving safety, operations, and travel flow through the roadway network. This includes realigned or redesigned intersections, new or updated bridges, and new or improved interchanges. These also include pedestrian crossing improvements in coordination with the SEAS Update's bicycle and pedestrian recommendations.

PROVIDE YOUR FEEDBACK

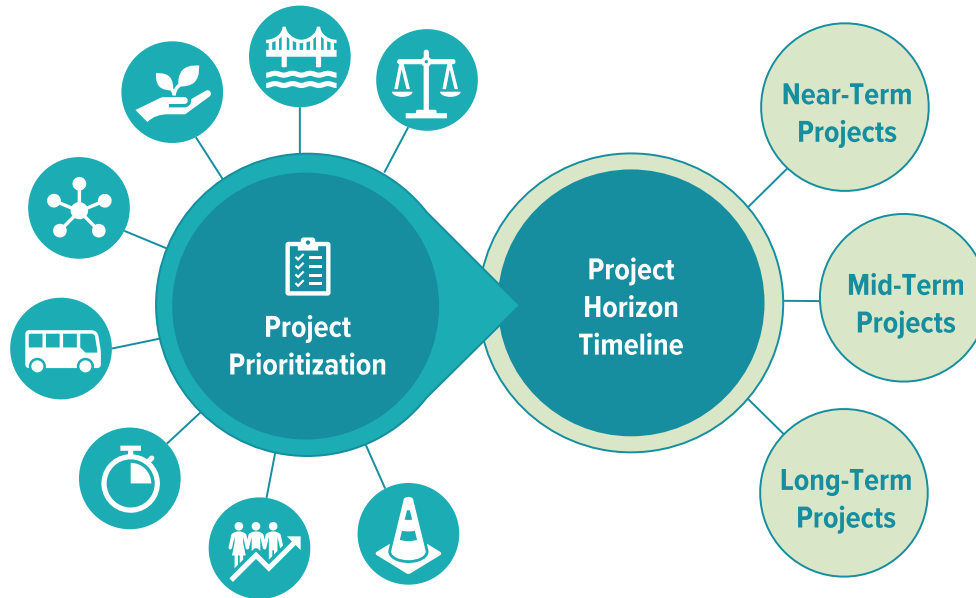
Use this board to provide your feedback on the intersection recommendations in your worksheet or [take the online survey!](#)



PROJECT PRIORITIZATION

The recommendations in the Southeast Area Study Update are part of a long term vision that includes projects that may be constructed within the next 10 years and projects that likely would not be constructed until 2055 or later. While this collective vision attempts to address the many wants and needs across the Southeast Area, the reality is that there is limited funding available each year to make these recommendations a reality. Because of this, it's important to understand what the most desired, important, and time critical projects are so we know where to best invest our time, resources, and money.

PRIORITIZATION PROCESS



PRIORITIZATION CRITERIA

Each project addresses different needs and has different benefits; these benefits are shown in the Prioritization Criteria below. These are the criteria we will use to score our projects. We need to know which of these criteria are most important to you so we can identify our highest priority projects.



Connect people and places



Ensure equity and participation



Promote and expand multimodal and affordable transit choices



Improve infrastructure condition and resilience



Manage congestion and system reliability



Protect the human and natural environment and minimize climate change



Stimulate inclusive economic vitality and opportunity



Promote safety, health, and well-being

PROVIDE YOUR FEEDBACK

Provide your feedback on project prioritization in your worksheet or [take the online survey!](#)



seareastudyupdate.com

INTRODUCTION

The Southeast Area Study (SEAS) is nearing the end of its two major phases. The project team is seeking feedback from the community on the draft set of recommendations for transportation improvements across the area and how to prioritize them.

Please take the following survey to provide your thoughts on potential roadway, bicycle, pedestrian, and transit improvements, along with the principles that will help identify high priority projects!

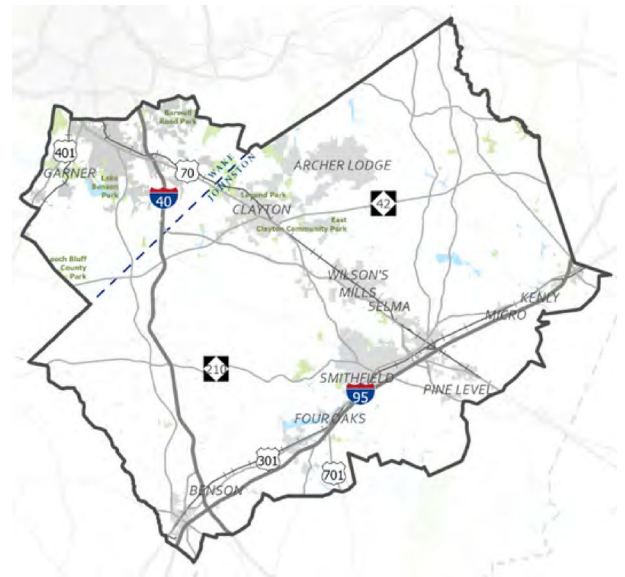
To read more about the project and take the [online version of this survey](http://www.seareastudyupdate.com), visit: www.seareastudyupdate.com

The SEAS Update area includes Archer Lodge, Benson, Clayton, Four Oaks, Garner, Kenly, Micro, Pine Level, Selma, Smithfield, Wilson's Mills, and parts of Raleigh, Johnston County, and Wake County.

Which of the following describes you?

(Check all that apply.)

- I live or own personal property in the study area
- I work or go to school in the study area
- I own a business or commercial property in the study area
- I shop, dine, or recreate in the study area
- I drive through the study area
- I live, work, or go to school in Johnston County
- I live, work, or go to school in Wake County
- I have no relation to the study area
- I have no relation to the study area
- Other (please specify): _____

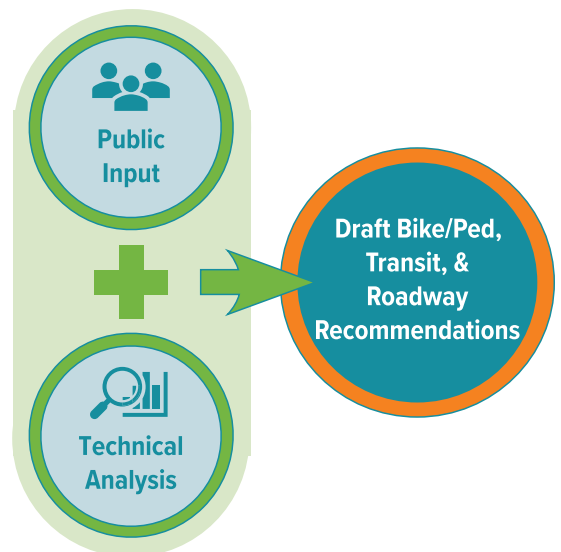


HOW RECOMMENDATIONS ARE DEVELOPED

Over the past year, the study team has completed a lot of technical analysis and worked to incorporate the first phase of public input. Combined with feedback from stakeholders and staff from SEAS jurisdictions, an initial set of draft transportation improvements were developed.

PROJECT PRIORITIZATION

Ultimately, the study will recommend a set of roadway, bicycle, pedestrian, and transit projects separated into short-, mid-, and long-term categories. The study team needs your help to identify the criteria that will be used to prioritize the draft set of projects.



How important are each of the criteria below for selecting priority ROADWAY projects to recommend? (On a scale of 1 to 10, with 10 being most important)

- Improve **Traffic Flow** by managing congestion and system reliability to make it easier to move within and across our region.
- Improve **Travel Safety** by reducing crashes, enhancing reliability and predictability, and improving emergency coordination.
- Improve **Active Transportation** by including walking and bicycling facilities.
- Improve **Access** by expanding affordable transit (public transportation) choices.
- Improve **Network Connectivity** by improving infrastructure condition and resilience
- Improve **Economic Vitality** by growing our economy by connecting residents to jobs, goods, services, and opportunities within and beyond our region.
- Improve **Sustainable Growth** by protecting the human and natural environment and minimizing climate change.
- Improve **Equity** by protecting transportation disadvantaged communities from disproportionately negative impacts.
- Improve **Freight Movement** by supporting the competitiveness of our region through a transportation network that efficiently moves goods and services.

RECOMMENDATIONS

Overview maps for the draft set of recommendations are located on the boards around the room. **Interactive online maps can be viewed here:** 

You can provide your comments in two ways:


1. Provide **general comments in the comment box below**
2. Provide **project-specific comments using the online interactive map at the QR code**



Share any **comments** you may have regarding the draft set of projects, or the study in general, here:

HOW TO SUBMIT THIS SURVEY

You have three options for submitting this survey, you can either:

1. **Hand** this survey to a member of the project team
2. Take the **online survey** instead at: www.publicinput.com/seasrecs 
3. **Mail** this survey to: CAMPO - ATTN Gaby Lawlor
One Fenton Main St., Suite 201
Cary, NC 27511



Thank you for participating in the second SEAS Update survey! A public feedback summary and the final draft of the study report will be posted to the project website later this year.

INTRODUCCIÓN

El Estudio del Área Sudeste (SEAS, por sus siglas en inglés) está llegando al final de sus dos fases principales. El equipo del proyecto busca comentarios de la comunidad sobre el borrador del conjunto de recomendaciones para mejoras de transporte en el área y cómo priorizarlas.

¡Por favor llene la siguiente encuesta para proporcionar su opinión sobre posibles mejoras para carreteras, bicicletas, peatones, y tránsito, junto con los principios que ayudarán a identificar proyectos de alta prioridad!

Para leer más sobre el proyecto y llenar la versión en línea de esta encuesta, visite:

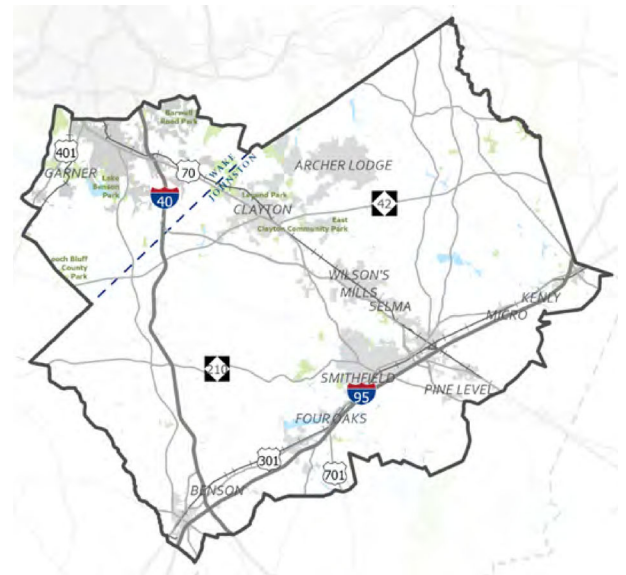
www.seareastudyupdate.com

El área de Actualización de SEAS incluye Archer Lodge, Benson, Clayton, Four Oaks, Garner, Kenly, Micro, Pine Level, Selma, Smithfield, Wilson's Mills, y partes de Raleigh, Johnston County, y Wake County.

¿Cuál de las siguientes respuestas lo describe a usted?

(Marque todas las que apliquen)

- Vivo o tengo propiedad personal en el área de estudio
- Trabajo o voy a una escuela dentro del área de estudio
- Soy dueño de un negocio o propiedad comercial en el área de estudio
- Compró, cenó, o me divierto en el área de estudio
- Conduzco por el área de estudio
- Vivo, trabajo o voy a una escuela en Johnston County
- Vivo, trabajo o voy a una escuela en Wake County
- No tengo relación con el área de estudio
- Otra *(por favor especifíque)*: _____



COMO SE DESARROLLAN LAS RECOMENDACIONES

Durante el año pasado, el equipo de estudio completó una gran cantidad de análisis técnicos y trabajó para incorporar la primera fase de comentarios públicos. En combinación con los comentarios de las partes interesadas y del personal de las jurisdicciones de SEAS, se desarrolló un conjunto inicial de borradores de mejoras al transporte.

PRIORIZACIÓN DEL PROYECTO

Finalmente, el estudio recomendará un conjunto de proyectos para carreteras, bicicletas, peatones, y tránsito divididos en categorías a corto, mediano y largo plazo. El equipo de estudio necesita su ayuda para identificar el criterio que se utilizará para priorizar el borrador.



¿Qué tan importante es cada uno de los criterios a continuación para seleccionar proyectos ROADWAY y priorizar su recomendación? (En una escala del 1 al 10, siendo 10 el más importante)

- Mejorar el **Flujo de Tráfico** mediante la gestión de la congestión y la confiabilidad del sistema para que sea más fácil moverse dentro y a través de nuestra región.
- Mejorar la **Seguridad en los Viajes** al reducir los accidentes, mejorar la confiabilidad y la previsibilidad y mejorar la coordinación de emergencias.
- Mejorar el **Transporte Activo** al incluir instalaciones para caminar y andar en bicicleta.
- Mejorar el **Acceso** ampliando las opciones de tránsito asequible (transporte público).
- Mejorar la **Conectividad de la Red** al mejorar la condición y la resiliencia de la infraestructura.
- Mejorar la **Vitalidad Económica** haciendo crecer nuestra economía conectando a los residentes con trabajos, bienes, servicios y oportunidades dentro y fuera de nuestra región.
- Mejorar el **Crecimiento Sostenible** protegiendo el entorno humano y natural y minimizando el cambio climático.
- Mejorar la **Equidad** al proteger a las comunidades desfavorecidas en el transporte de impactos desproporcionadamente negativos.
- Mejorar el **Movimiento de Carga** apoyando la competitividad de nuestra región a través de una red de transporte que mueva eficientemente bienes y servicios.

RECOMENDACIONES

Los mapas generales para el borrador del conjunto de recomendaciones se encuentran en los tableros alrededor de la sala. **Los mapas interactivos en línea se pueden ver aquí** →



Puede proporcionar sus comentarios de dos maneras:

1. Proporcionar **comentarios generales** en la casilla de comentarios a continuación
2. Proporcionar **comentarios específicos al proyecto** utilizando el mapa interactivo en línea utilizando el código QR

Comparta algún **comentario** que pueda usted tener referente al borrador del conjunto de proyectos o el estudio en general, aquí:

COMO ENVIAR ESTA ENCUESTA

Tiene tres opciones para enviar esta encuesta, usted puede:

1. **Entregar** la encuesta a algún miembro del equipo del proyecto
2. O llenar la encuesta en línea en: www.publicinput.com/seasenesp →
3. O **Enviar la encuesta** por correo a: CAMPO - ATTN Gaby Lawlor
One Fenton Main St., Suite 201
Cary, NC 27511



¡Gracias por participar en la encuesta de la segunda Actualización de SEAS! Un resumen de los comentarios del público y el borrador final del informe del estudio se publicarán en el sitio web del proyecto a finales de este año.

Appendix D: Public Symposium Summary



D

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

What: Public Symposium**When:** Thursday, June 22, 2023

SOT Orientation: 4pm - 5pm

Public Open House: 5pm – 7pm

Where: Garner Town Hall

PUBLIC SYMPOSIUM

Introduction

This document summarizes the Public Symposium held at Garner Town Hall on June 22nd, 2023. The meeting included a meeting orienting the Stakeholder Oversight Team (SOT) to the boards and public engagement materials, and a public open house to present and get public feedback on transportation recommendations, potential prioritization criteria, and possible tradeoffs. This summary provides an overview of the meeting and results.

Summary

SOT Orientation

Held before the symposium was opened to the public, the SOT orientation introduced the Stakeholder Oversight Team to the boards and public engagement materials. 20 people attended the SOT orientation.

Public Symposium

12 members of the public signed in at the symposium.

LAND USE TRADE-OFFS

A board explained some of the tradeoffs of different development patterns and asked attendees to leave sticky notes indicating their preference for the future land use of the area. Most questions received five responses, three for Garner and two for Clayton.

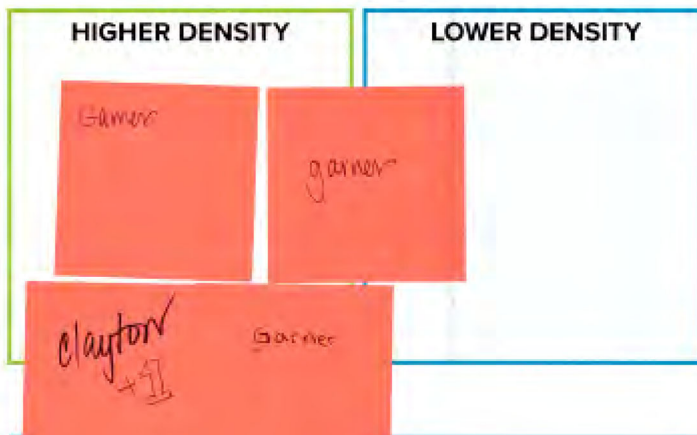
Density of Development

- **Two of three Garner responses** were placed in the middle to signify a **preference for moderate density**; the remaining response was in favor of higher density
- The two **Clayton responses** were in favor of **higher density**

Density of Development

Higher density development increases the return on investment for public infrastructure and consumes less land but it can change the existing land use character.

Lower density development maintains existing low density character but requires more land and public infrastructure is more expensive on a per-person basis.



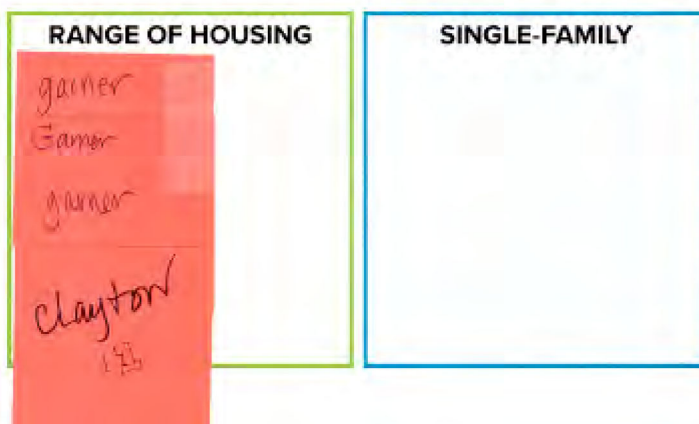
Housing Types

- All responses for both Garner and Clayton were placed emphasizing a preference for **maximum range of housing**

Housing Types

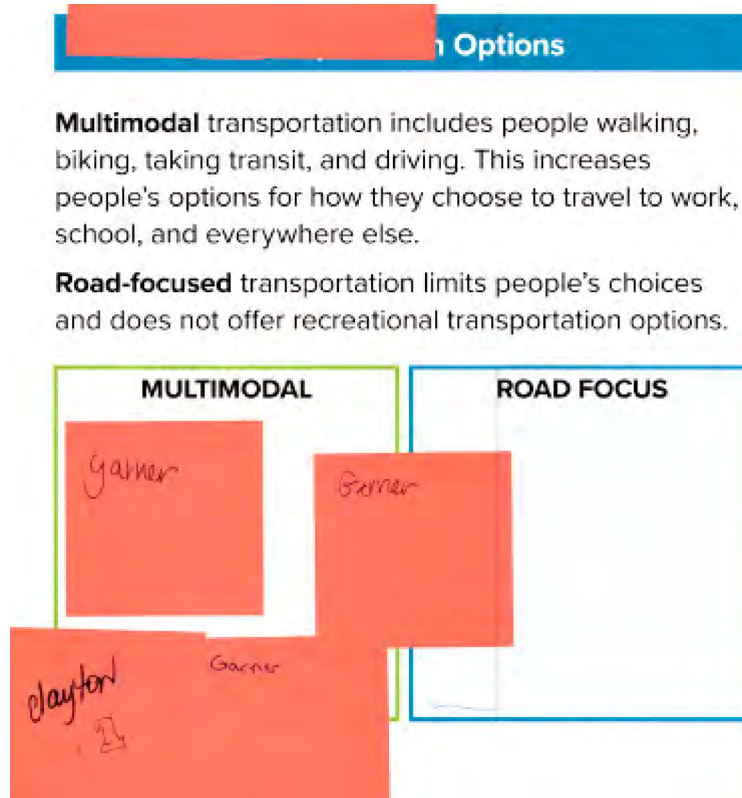
A range of housing types provides more options for a variety of households, and increases the potential for more affordable housing.

A focus on single-family homes maintains single family character but doesn't meet a variety of household needs and can lead to suburban sprawl.



Transportation Options

- **Two of three Garner responses** were in favor of a **preference for multimodal transportation**; the remaining response was placed in the middle to signify a preference for a balance between multimodal and roadway
- The two **Clayton responses** were in favor of **multimodal transportation**



Utility Expansion

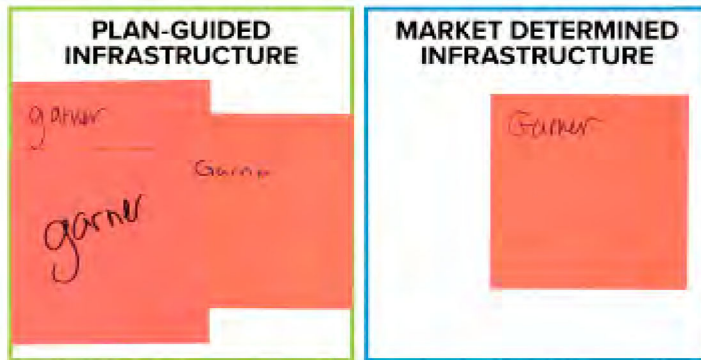
Unlike the prior three, this trade-off question received four Garner responses and no Clayton responses.

- **Three of four Garner responses** were in favor of plan-guided infrastructure; the remaining response was in favor of market determined infrastructure

Utility Expansion

Plan-guided infrastructure identifies targeted areas for growth and plans for infrastructure in those areas. This helps with funding and investment planning.

Market determined infrastructure lets development guide where infrastructure is extended. This can lead to sprawl and less efficient infrastructure and utilities.



SURVEY

Only one in-person survey was completed. While the single response cannot be considered representative, it is included here for completeness. Other survey responses were submitted online. The summary of the online survey results is available in Appendix E.

Of the one received in-person survey, **criteria for selecting priority roadway projects** were ranked in order of importance as follows:

1. Improve **Traffic Flow**
2. Improve **Active Transportation**
3. Improve **Travel Safety**
4. Improve **Equity**
5. Improve **Economic Vitality**
6. Improve **Network Connectivity**
7. Improve **Access**
8. Improve **Sustainable Growth**
9. Improve **Freight Movement**

The respondent also left a comment emphasizing the need for all new and improved facilities to include walking infrastructure so people can cross roads and bridges safely, as well as expressing support for more safety and traffic calming features and continuing to expand the transit network.

The respondent indicated that they lived, shopped, dined, and recreated in the study area, drove through the area, and lived, worked, or went to school in Wake County.

DEMOGRAPHIC CARDS

Of the six received responses:

- 5 had English as a primary language and spoke and read English fluently
- 5 were 25-64 years old (1 did not select an age range)
- 4 attendees identified as men, 1 identified as a woman (1 did not select a gender)
- 1 attendee was disabled
- 2 attendees represented a minority race or 2+ races
- 3 respondents heard of the outreach event through an email from CAMPO, 3 heard through another organization's email, and 1 attendee heard through Social Media.

Attachment 1 | Attendance List (SOT Orientation)

First Name	Last Name	Agency	SEAS Role
<i>Xuan</i>	<i>Wu</i>		
<i>Gaby</i>	<i>Lontos-Lawlor</i>	<i>CAMPO</i>	<i>Project Team</i>
<i>Crystal</i>	<i>Odum</i>	<i>CAMPO</i>	<i>Project Team</i>
<i>Shelby</i>	<i>Powell</i>	<i>CAMPO</i>	<i>Project Team</i>
<i>Alex</i>	<i>Rickard</i>	<i>CAMPO</i>	<i>Project Team</i>
<i>Matt</i>	<i>Day</i>	<i>Central Pines Regional Council (TJCOG)</i>	<i>SOT</i>
<i>Matthew</i>	<i>Burns</i>	<i>City of Raleigh</i>	
<i>Alicia</i>	<i>Thomas</i>	<i>City of Raleigh</i>	
<i>Emily</i>	<i>Gvino</i>	<i>Clarion</i>	<i>Project Team</i>
<i>Ben</i>	<i>Howell</i>	<i>Clayton</i>	<i>CTT</i>
<i>Patrick</i>	<i>Pierce</i>	<i>Clayton</i>	<i>CTT</i>
<i>Kathy</i>	<i>Behringer</i>	<i>Garner</i>	<i>SOT</i>
<i>Ken</i>	<i>Marshburn</i>	<i>Garner</i>	<i>SOT</i>
<i>Jeff</i>	<i>Triezenberg</i>	<i>Garner</i>	<i>CTT</i>
<i>Samantha</i>	<i>Borges</i>	<i>Kimley-Horn</i>	<i>Project Team</i>
<i>Allison</i>	<i>Fluitt</i>	<i>Kimley-Horn</i>	<i>Project Team</i>
<i>Stephanie</i>	<i>Richter</i>	<i>Micro</i>	<i>CTT</i>
<i>James</i>	<i>Salmons</i>	<i>NCDOT-Div 4</i>	<i>CTT</i>
<i>Chloe</i>	<i>Ochocki</i>	<i>Triangle Land Conservancy</i>	<i>SOT</i>
<i>Kim</i>	<i>Johnson</i>	<i>Triangle Transportation Choices</i>	<i>SOT</i>

Appendix E: Public Survey Summary



E

SEAS

S O U T H E A S T A R E A S T U D Y

UPDATE

Public Survey No. 2

Open: June 16th to July 16th, 2023

Focus: Draft Modal Recommendations and Prioritization

SURVEY RESULTS SUMMARY

Introduction

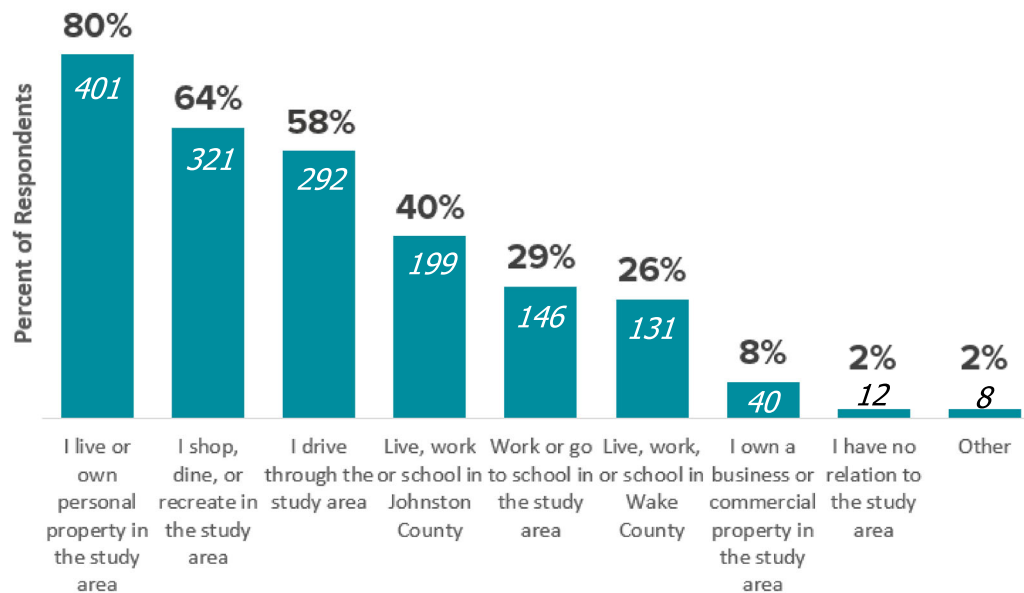
As part of the process of developing the Southeast Area Study Update, an online survey was used to gain public feedback. The survey ran from June 16th, 2023 to July 16th, 2023. **501 individuals participated**, commenting on draft bicycle and pedestrian, transit, and roadway/intersection recommendations and answering questions about what they saw as important to prioritize. The survey included a mapping component that invited respondents to leave comments on specific transportation projects, and a final question invited respondents to leave open-ended comments if desired. A total of **139 general comments** from 130 unique commenters were received, in addition to **118 project specific map comments**.

Contents

- Introduction 1
- Demographics..... 2
- Priorities..... 4
- General Comments..... 5
- Interactive Maps..... 6
 - Bicycle and Pedestrian 6
 - Intersections 7
 - Transit 8
 - Roadway..... 9

Demographics

WHICH OF THE FOLLOWING DESCRIBES YOU? (SELECT ALL THAT APPLY).



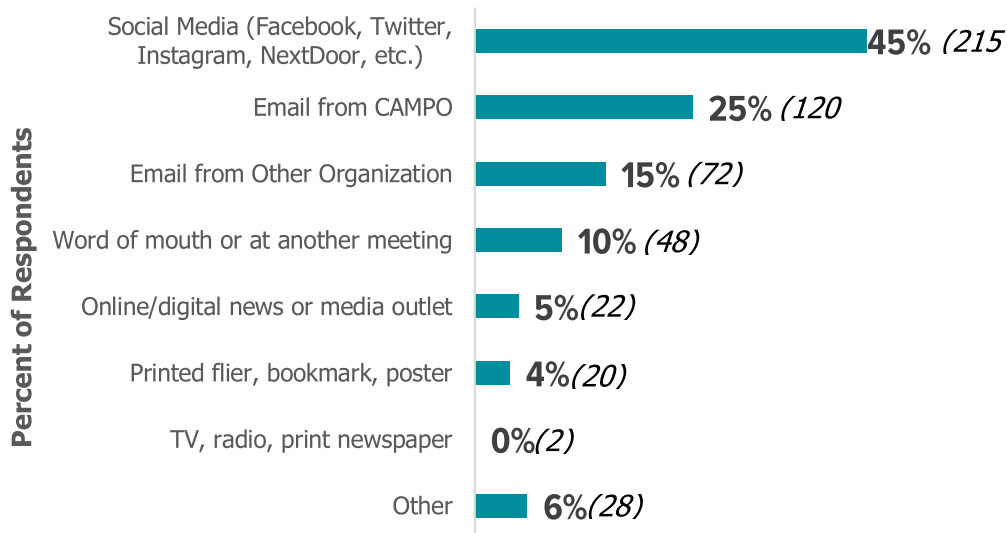
500 people responded.

SELECT ALL OF THE OPTIONS BELOW THAT APPLY TO YOU.

- My primary language is English or I speak and read English well | **94%** (453)
- I am 17 years old or younger | **1%** (5)
- I am 18-24 years old | **2%** (11)
- I am 25-64 years old | **73%** (354)
- I am 65 years old or older | **21%** (100)
- I identify as a woman | **47%** (225)
- I identify as a man | **36%** (172)
- I identify as non-binary or other gender | **0%** (2)
- I am or am considered to be disabled | **3%** (11)
- Five (5) or more people live in my household | **8%** (39)
- My household's total income is at or under \$53,000 per year | **11%** (53)
- I am of Hispanic, Latino, or Spanish origin of race | **3%** (16)
- I represent a minority race or 2+ races (African-American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander) | **10%** (47)

482 people responded.

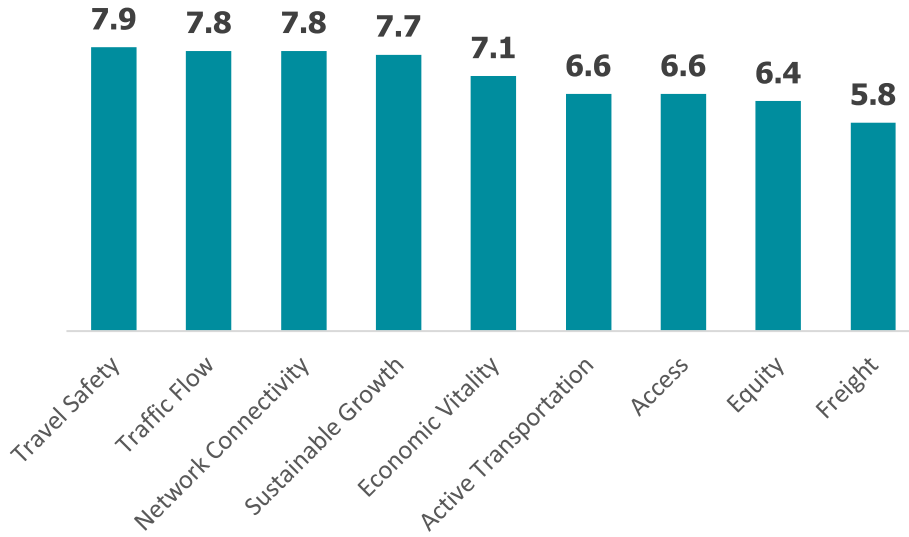
HOW DID YOU HEAR ABOUT THIS SURVEY? SELECT ALL THAT APPLY.



480 people responded.

Priorities

HOW IMPORTANT ARE EACH OF THE CRITERIA BELOW FOR SELECTING PRIORITY ROADWAY PROJECTS TO RECOMMEND? (SCALE OF 1 TO 10 WITH 10 BEING MOST IMPORTANT)



General Comments

SHARE ANY COMMENTS YOU MAY HAVE REGARDING THE DRAFT SET OF PROJECTS, OR THE STUDY IN GENERAL, HERE:

Comments focused primarily on the following:

Roadway/Intersection

- Widenings and new connections sometimes concern the public due to the potential for decreased safety and environmental impacts
 - Some new location connections faced opposition due to the risk of adding more fast moving through traffic into local communities posing safety risks to people living and playing along the route
 - Widenings also faced opposition for safety reasons, concerns about more lanes and faster traffic.
 - Other new location roadways or roadway widenings faced opposition due to concern of environmental impacts on parks, natural areas, and wetlands
- Minimize or deprioritize widenings if intersection improvements, modernization, and transit alternatives can help resolve most issues
- Prioritize intersections that are unsafe or confusing and intersections that are regional congestion points
 - Several intersections noted as priorities were either actively unsafe or caused significant backups or other needs/issues that caused additional backups
- Prioritize improvements to major regional corridors and connections that improve access between towns and across the study area

Bike/Ped

- Greenways should be carefully planned with natural environment to maximize usefulness and minimize environmental impact
- Greenways and shared use paths should minimize harm to wetlands, riparian buffers, etc
- Provide bike and pedestrian crossing improvements for crossing dangerous roads, connecting key neighborhoods, or accessing key destinations like schools and parks
 - Crossings in communities divided by large thoroughfares, especially with destinations like shopping centers
 - Improve crossings at dangerous intersections where they do exist
- Continue to provide additional alternative connections to major greenways from different neighborhoods for regional connectivity that allows greenways to be used both recreationally and occupationally for commuting
- Add or widen paved shoulders on narrow country roads for safety

Transit

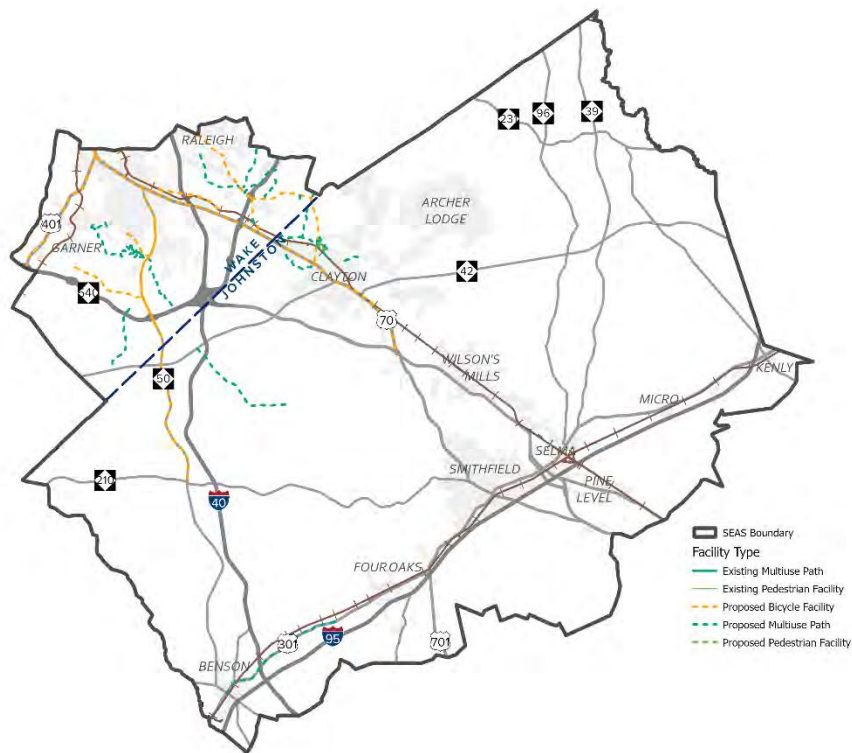
- Transit has strong support, but strong public desire for public transit beyond just the US 70 Corridor
 - NC 50 noted specifically

Interactive Maps

BICYCLE AND PEDESTRIAN

40 comments received

The following map shows all bicycle and pedestrian projects that received project-specific comments through the interactive maps.



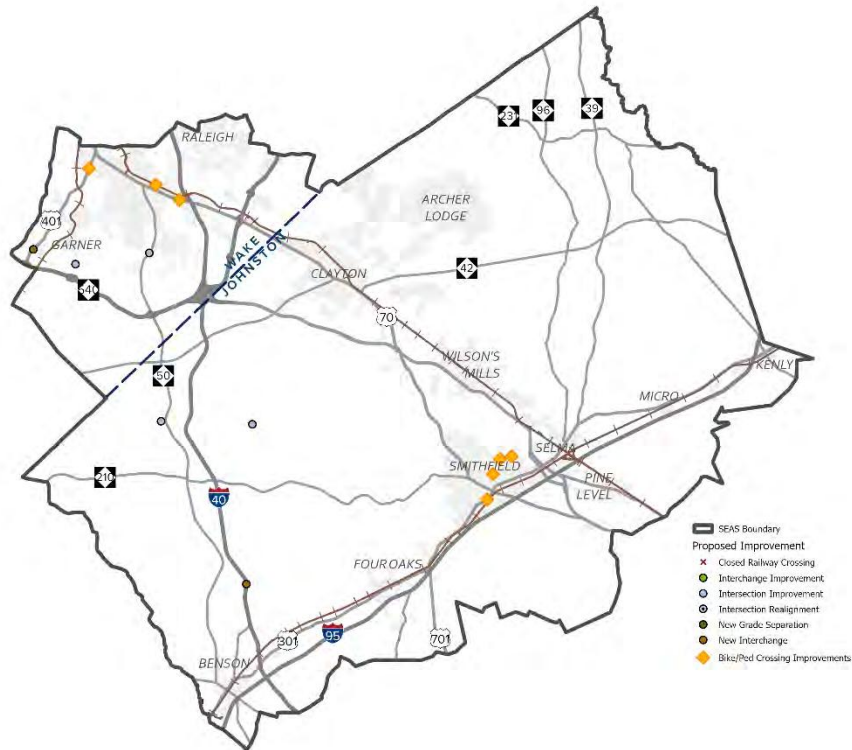
Comments focused primarily on the following:

- Support for paths/connections following or parallel to major corridors
 - US 70/Garner Road, NC 50, US 401
- Support for alternative greenway paths connecting Clayton, Garner, and SE Raleigh/SE Wake to Neuse River Greenway
- Support for more direct greenway connections to Clayton downtown
- Support for paths around Lake Benson
- Suggested project tweaks for safety and support for projects that address safety concerns
 - Avoiding having greenways cross roadways at dangerous curves
 - Providing facilities or shoulders along narrow winding roads
 - Rock Quarry Road, Old Baucom Road
 - Providing alternatives to dangerous underpasses
 - Path avoiding railway bridge underpass in Downtown Clayton with no shoulders
- Mitigating environmental impact

INTERSECTIONS

13 comments received

The following map shows all intersection projects that received project-specific comments through the interactive maps.



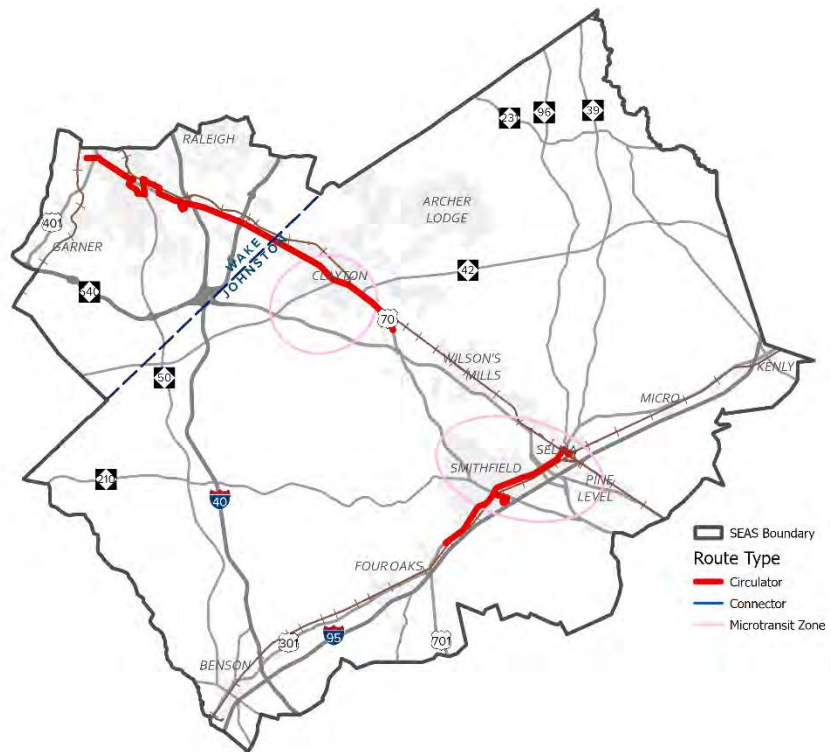
Comments focused primarily on the following:

- Support for improving confusing intersections
- Support for safe pedestrian connections to schools
- Need for safe pedestrian crossings in areas with neighborhoods and community assets like shopping, etc
 - US 401 near Garner Station noted specifically
- Places in need of signal timing fixes
- Pedestrian connections across the railroad

TRANSIT

7 comments received

The following map shows all transit projects that received project-specific comments through the interactive maps.



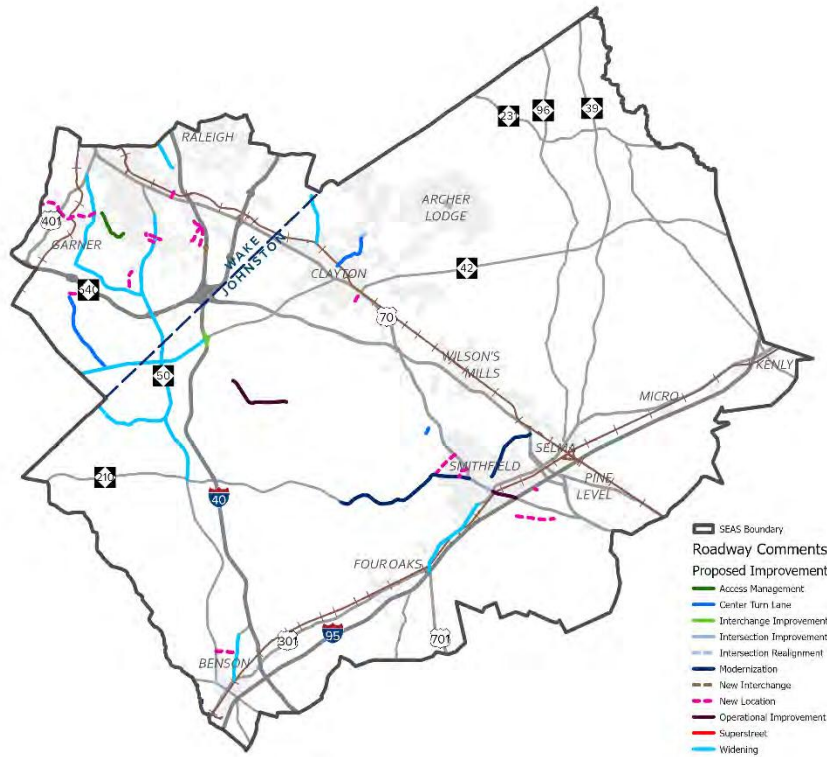
Comments focused primarily on the following:

- Connecting Clayton and Smithfield
- Need for connections to key destinations
 - Clayton Walmart, Downtown Smithfield, Johnston Community College, Johnston UNC Health
- Desire for connections from Smithfield to McGee's Crossroads and 40-42
- Need to include other major corridors
 - US 401, NC 50, Old Stage

ROADWAY

58 comments received

The following map shows all roadway projects that received project-specific comments through the interactive maps.



Comments focused primarily on the following:

- Support for intersection and interchange improvements
- Safety concerns and opposition to projects that would add additional fast-moving traffic to residential neighborhoods
 - Arbor Greene area
- Requests for better access management on major roads like Market Street, US 301, US 70 Business
- Opposition to some widenings
 - Corridors that didn't see enough traffic to warrant widening
 - Areas where widenings raised safety concerns
- Support for most new connections, but concerns in some areas of encouraging sprawl
- Emphasis on need for improvement along NC 50, NC 210