

# **1 PHASE 2 PUBLIC ENGAGEMENT SUMMARY**

## **INTRODUCTION**

Phase 2 of public and stakeholder engagement occurred from April 5<sup>th</sup> through May 8<sup>th</sup> 2022. Virtual and in-person activities were conducted to seek to input from community members about route alternatives in each corridor study area. This report summarizes the Phase 2 engagement activities and public input.

## **OUTREACH AND PROMOTION**

The study website ([www.wakebrtexntesionsstudy.com](http://www.wakebrtexntesionsstudy.com)) was updated to provide a new study schedule, Phase 1 engagement summary and materials, and links to the Phase 2 survey and the virtual open house. During the engagement period, nearly 700 people visited the website and spent an average of 27 seconds on the site. April 15<sup>th</sup> had the highest number of visitors, on which 118 unique visits were made.

New promotional materials including a branded, double-sided flyer in English and Spanish and press releases were developed to encourage survey participation and to promote the virtual open house. Email blasts were sent out on April 6<sup>th</sup> to announce the new phase to over 1750 recipients. There was a total of 887 unique opens, which is a 50 percent rate and 266 clicks to the project website or survey link. Additionally, a text message blast was sent that day to 134 recipients, and three recipients completed the survey via text and 11 clicked to the project website.

Social media posts were used to announce opportunities to provide input on CAMPO's accounts including six posts on Facebook, five posts on Twitter, and six posts on Instagram. The hashtags #WakeBRTExtensions #ExtendWakeBRTSouth and #ExtendWakeBRTWest were used to track social media posts about the studies. Staff from local jurisdictions within each study area were encouraged to use their own social media accounts to help drive participation. The following table shows the performance of each social media post.

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Platform	Date	Message Topic	Performance	
Facebook	5-Apr	Survey & Popups	1,148 Impressions	1 reaction; 3 Shares
Facebook	12-Apr	Online Open House & Survey (Western)	262 Impressions	3 reactions; 1 share
Facebook	14-Apr	Online Open House & Survey (Southern)	35 Impressions	
Facebook	19-Apr	Online Open House & Survey (Western)	31 Impressions	
Facebook	20-Apr	Online Open House & Survey (Southern)	37 Impressions	
Facebook	27-Apr	Survey & Popups	31 Impressions	
Twitter	5-Apr	Online Open House & Survey	7 retweets	12 likes
Twitter	12-Apr	Online Open House & Survey (Western)	5 retweets	4 likes
Twitter	14-Apr	Online Open House & Survey (Southern)	1 retweet	
Twitter	19-Apr	Online Open House & Survey		1 like
Twitter	27-Apr	Survey & Popup dates	1 retweet	3 likes
Instagram	5-Apr	Online Open House & Survey	27 Reach	1 like
Instagram	12-Apr	Online Open House & Survey (Western)	23 reach	2 likes
Instagram	14-Apr	Online Open House & Survey (Southern)	19 reach	5 likes
Instagram	19-Apr	Online Open House & Survey (Southern)	25 reach	3 likes
Instagram	19-Apr	Online Open House & Survey (Western)	16 reach	1 like
Instagram	27-Apr	Survey & Popups	14 Reach	2 likes

## ENGAGEMENT

Several public engagement activities were conducted to collect feedback about route alternatives. All activities were made accessible in compliance with Section 508 of the Rehabilitation Act and were made available both digitally and in print so participants could provide their feedback at their convenience. These engagement activities included a second round of meetings with the Stakeholder Oversight Team (SOT) for each extension, a virtual open house with recorded presentations and information boards, pop-up events at various locations within the study areas, and a survey for each corridor.

The following charts show the combined results from the set of survey questions that asked participants to review each of the proposed alternatives and respond with how well they believe

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that each alternative would connect people to the places that they need and want to go. Responses were collected from the SOT, the online survey, and from in-person display board voting. These combined results show that for the Western Corridor Alternative 3 is the top choice, and for the Southern Corridor Garner Station Alternative 1 and Clayton Station Alternative 1 are the top choices.

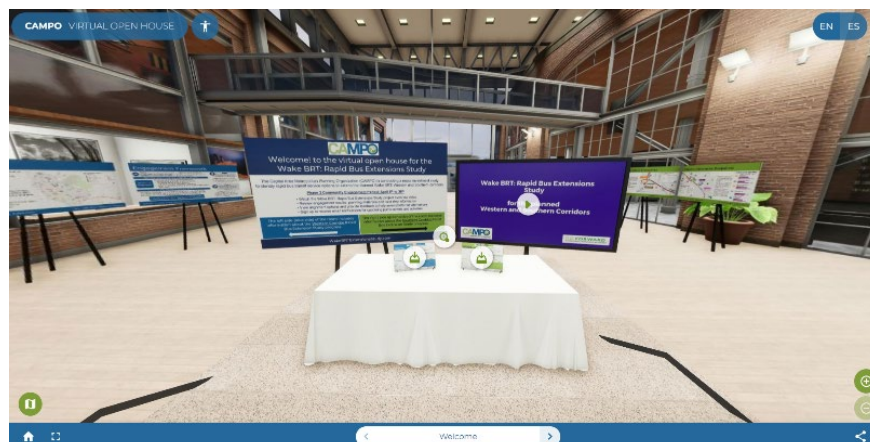
Western Corridor Results – All Responses	Alt 1	Alt 2	Alt 3
Meets community needs very well	<b>62</b>	39	<b>82</b>
Somewhat meets community needs	41	<b>49</b>	40
Doesn't meet community needs well	18	27	19
<b>Total Responses</b>	121	115	141

Southern Corridor Results – All Responses	Garner Station Alt 1	Garner Station Alt 2	Clayton Station Alt 1	Clayton Station Alt 2
Meets community needs very well	24	30	<b>34</b>	<b>31</b>
Somewhat meets community needs	<b>39</b>	<b>32</b>	26	28
Doesn't meet community needs well	7	6	4	7
<b>Total Responses</b>	70	68	64	66

Overall, the collective results of these activities will help the study team to further refine and eventually propose the locally preferred alternative for both study areas. Details and results for each of the specific engagement activities are provided throughout the remainder of this engagement summary.

## Virtual Open House Website

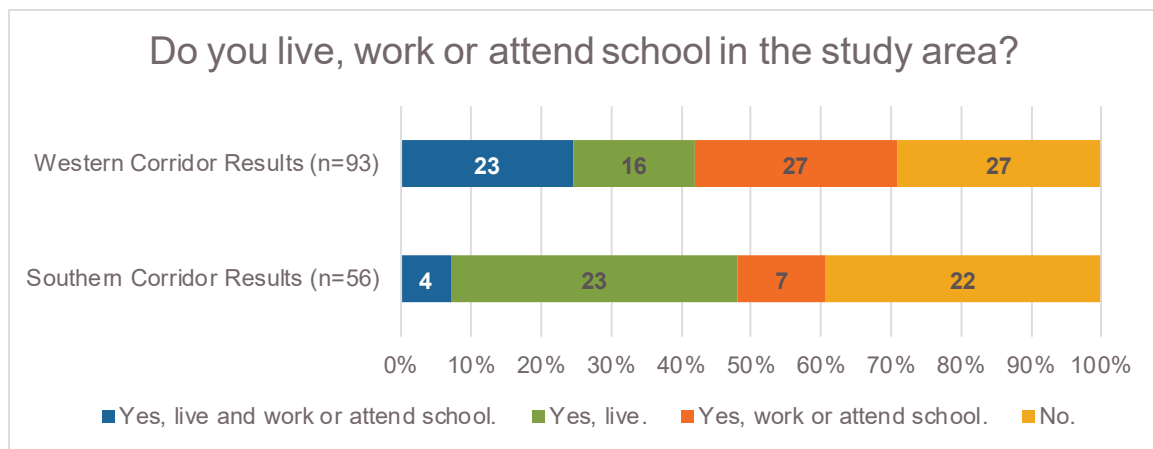
A new Virtual Open House was launched for Phase 2 engagement to replicate a standard public meeting via a website. The virtual “room” provided stakeholders and the public an opportunity to review study materials by navigating through the online environment to view display boards, handouts, as well as links to participate in the survey. The materials were available in both English and Spanish.



## Surveys

A public survey was available from April 5<sup>th</sup> through May 8<sup>th</sup>. Both corridors had a separate, yet identical survey, which was designed to gather input from community members on three different topics – mapping popular destinations, considering different alternative routes, and reviewing the evaluation criteria used to evaluate each alternative. The survey was accessible through the study website, via text message, and as a paper survey. The Western Corridor survey had 94 participants. The Southern Corridor survey had 56 participants. Below is a summary of the results.

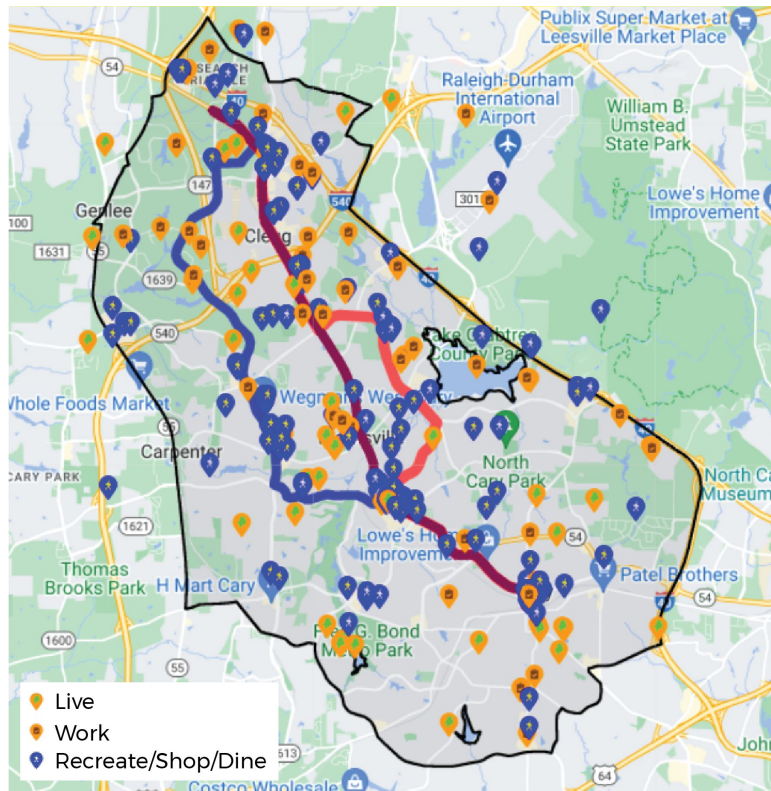
The Western survey included nine questions and the Southern survey included ten questions. The first question asked if the participant lives, works, or attends school in the study area, and was followed by a question asking for a home zip code.



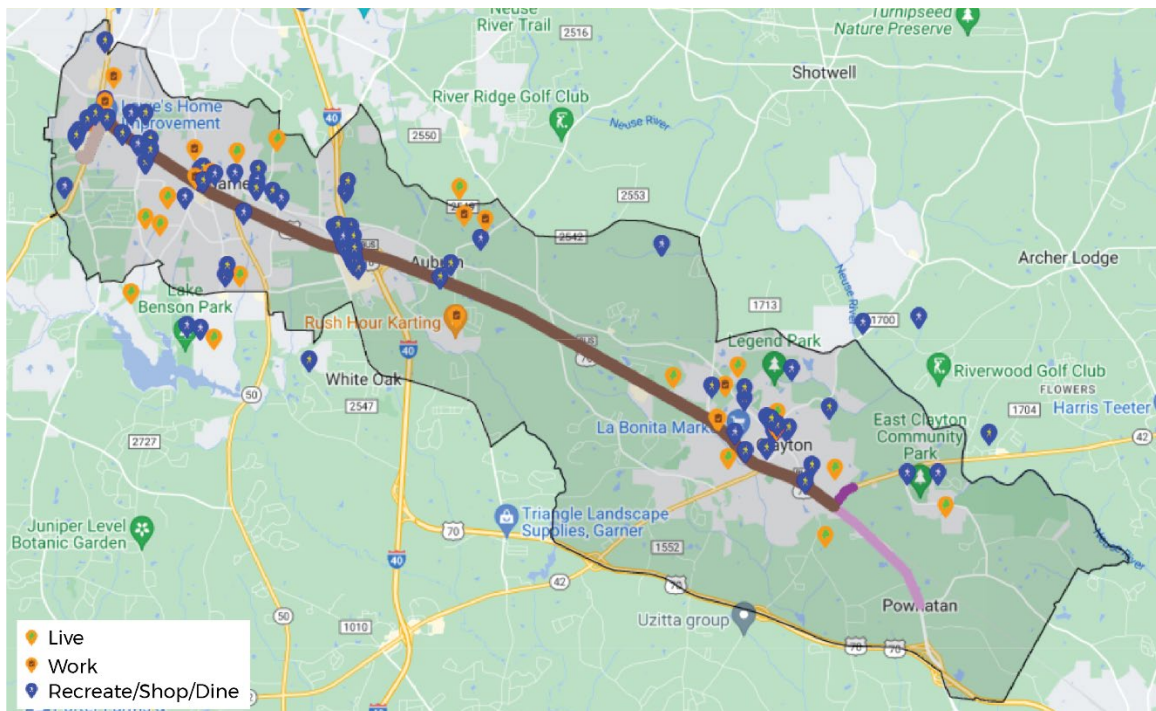
The third question on both surveys was an interactive map and participants were asked to place up to five pins on the map to note locations they are likely to travel to now or would most likely travel to if a reliable transit service was available. The results of this question will inform potential Rapid Bus station locations, as well as show clusters of activity centers that could be served by each alternative. The maps below show the locations of the pins placed. Participants noted locations where they live or friends and family live, shopping locations, parks and greenway entrances, job locations, popular restaurants and social venues, as well as locations for connections to additional transportation such as train stations and the RDU airport.

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**Results of Western Corridor Mapping Question**



**Results of Southern Corridor Mapping Question**





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The next set of questions asked participants to review each of the proposed alternatives and respond with how well they believe that each alternative would connect people to the places that they need and want to go. The Western corridor had three alternatives and the Southern corridor had four alternatives.

Participants on the Western corridor survey responded that alternative 1 and 3 both meet community needs, with alternative 2 somewhat meeting community needs. On the Southern corridor survey, participants responded that both alternatives for the Garner Station endpoint somewhat meet community needs. Participants responded that alternative 1 for the Clayton Station endpoint meets community needs and alternative 2 somewhat meets community need.

Western Corridor Results – Online Survey	Alt 1	Alt 2	Alt 3
Meets community needs very well	<b>43</b>	17	<b>40</b>
Somewhat meets community needs	29	<b>39</b>	27
Doesn't meet community needs well	7	22	13
<b>Total Responses</b>	79	78	80

Southern Corridor Results - Online Survey	Garner Station Alt 1	Garner Station Alt 2	Clayton Station Alt 1	Clayton Station Alt 2
Meets community needs very well	19	18	<b>31</b>	17
Somewhat meets community needs	<b>24</b>	<b>27</b>	14	<b>25</b>
Doesn't meet community needs well	7	6	3	6
<b>Total Responses</b>	50	51	48	48

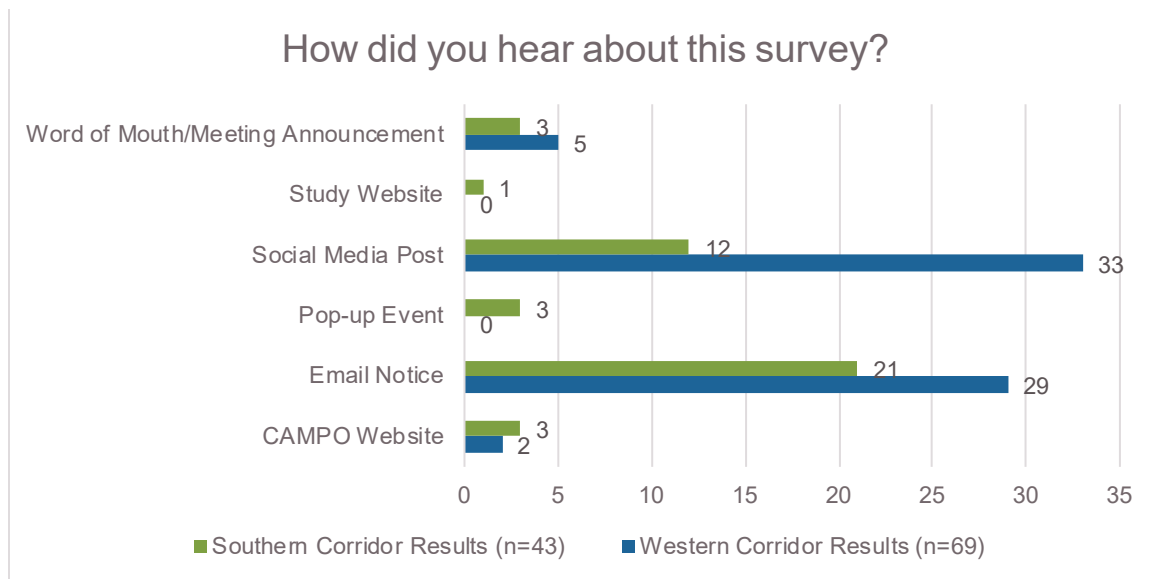
The last technical question for both surveys presented the evaluation criteria that will be used to detail the potential benefits and tradeoffs of the alternatives. The team will use this evaluation criteria to recommend the best performing alternative. Participants were asked to review the criteria and then provide open-ended comments they had regarding the detailed evaluation criteria. For this question, 29 comments were received for the Western corridor and 20 comments were received for the Southern corridor. The comments can be found in Appendix A.

Comments on the Western corridor survey mostly approved of the criteria being used, suggested that safety (especially for pedestrians) needs to be strongly considered, commented on the alternatives rather than the criteria, or asked questions relating to how the Rapid Bus service will coordinate with rail.

The comments received on the Southern corridor survey also suggested that pedestrian safety is very important, as well as travel times and reliability of service. The majority of comments were not relevant to the evaluation criteria specifically.

The survey concluded with optional demographic questions to help the study team understand the survey participants and to determine if the diversity of the study area was represented through the survey responses. A new format for the demographics question was used on this survey, as compared to the previous survey in Phase 1, in order to simplify the question to collect more responses.

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**Please check all of the following that describe you.**

	Western Corridor Results (n=78)	Southern Corridor Results (n=44)
I am under 18 years old	1	0
I am 18-24 years old	12	5
I am over 65 years old	4	7
I have a disability	4	3
We do not have a personal vehicle at home	8	4
I use transit services monthly, weekly or more	17	7
I ride transit sometimes, rarely	25	16
I would ride transit if it was convenient/available	51	27
I have never used local transit services	6	4
I am male	50	22
I am female	19	17
I am non-binary or prefer to self-identify	2	2
I am of Hispanic, Latinx or Spanish origin	3	2
I am American Indian or Alaska Native	0	0
I am Asian	5	0
I am Black or African American	12	3
I am Native Hawaiian or Pacific Islander	0	0
I am White/Caucasian	52	31
I am 2 or more races	3	2
I am a student: K-12 or college/trade	7	4
I am seeking employment opportunities	4	6
I am employed full time or part time	47	26
I am retired or not seeking employment	5	7
My primary language is NOT English	2	1

## Stakeholder Oversight Team Meetings

The Stakeholder Oversight Team (SOT) includes a group for each corridor comprised of local, regional and state agencies, and key community stakeholder representatives, including community advocates and neighborhood associations. During Phase 2, the SOT met to provide feedback on the proposed alternatives. Prior to the meetings, the SOT members were provided with a Phase 2 online toolkit that included all of the public outreach and engagement resources to assist the members to help increase public participation.

The Southern Corridor SOT met on March 30<sup>th</sup>, and the Western Corridor SOT met on April 2<sup>nd</sup>. These meetings were conducted virtually and included a presentation and interactive polling. The polling questions matched the survey questions about the proposed alternatives. The following tables show a summary of the results for each meeting.

What organization are you representing?	Southern Corridor	Western Corridor
Business Community	2	1
Elected Official	0	4
Public Education	3	1
County/Municipal Services	4	4
Social/Human Services	1	0
General Advocacy	1	3
Transportation Services	6	6
Other	5	3

Western Corridor Results – SOT Meeting	Alt 1	Alt 2	Alt 3
Meets community needs very well	<b>7</b>	<b>11</b>	3
Somewhat meets community needs	<b>7</b>	7	<b>12</b>
Doesn't meet community needs well	4	2	4
<b>Total Responses</b>	18	20	19

Southern Corridor Results – SOT Meeting	Garner Station Alt 1	Garner Station Alt 2	Clayton Station Alt 1	Clayton Station Alt 2
Meets community needs very well	2	<b>11</b>	3	<b>13</b>
Somewhat meets community needs	<b>15</b>	5	<b>11</b>	3
Doesn't meet community needs well	0	0	1	1
<b>Total Responses</b>	17	16	15	17



## Targeted Outreach Events

In order to reach additional audiences, targeted outreach events were held in both corridor study areas during Phase 2. During these tabling events the study team continued to educate the public about the study and the benefits of Rapid Bus, and asked participants to answer survey questions using a display board and sticker dots. The study team also gave away bookmarks with the study website and survey information so that participants could take the survey online at a later time.

Below is a list of events that were attended by the study team.

- Cary Depot | April 13<sup>th</sup>
- Regional Transit Center (Cary) | April 28<sup>th</sup>
- Boxyard (RTP in Cary) | April 26<sup>th</sup>
- Earth + Green at Western Wake Farm Market (Morrisville) | April 30<sup>th</sup>
- Spring Daze/Earth Day Lane (Cary) | April 30<sup>th</sup>
  
- Garner Easter Event Eggstravaganza | April 9<sup>th</sup>
- SE Regional Library (Garner) | April 13<sup>th</sup> and 23<sup>rd</sup>
- Clayton Last Friday Market | April 29<sup>th</sup>



The study team provided flyers to passersby and encouraged them take the online survey at the RTP Boxyard. At the Spring Daze Festival, the study team spoke with over 200 individuals. During this event, Alternative 3 was favored because it is where most community members lived and shopped. There were also some community members who worked in the northwest limits of this alternative. In the community's perspective Alternative 3 was the safest in walking or biking to the Rapid Bus extension line. Alternative 1 received mixed reviews due to concern about the current congestion on NC 54 and hope this project can provide traffic reduction benefits. Alternative 2 was the least favored; attendees noted there is not much development beyond Perimeter Park with the exception of residential areas.

During the Eggstravaganza Festival, many participants were interested in a bus service if it was more convenient and reliable. Participants said they would be interested if there was a park-and-ride so they would not have to park in Downtown Raleigh. At the Southeast Regional Library, participants noted they might be interested in transit service between Garner and downtown Raleigh. Several participants had questions about timing of service, and how it would connect to the existing local routes. More participants were familiar with the Raleigh BRT project. Generally, participants thought the alignment options made sense – none offered any alternative ideas to where the service could be routed, other than extending service south to Holly Springs and Fuquay or going further West along U.S. 70 to Smithfield.

The following data shows the results from the display board survey for both corridors. Attendees were asked to place a sticker on the map for either the alternative route they found to be most beneficial, or a specific destination that is important to include in rapid bus service. The results

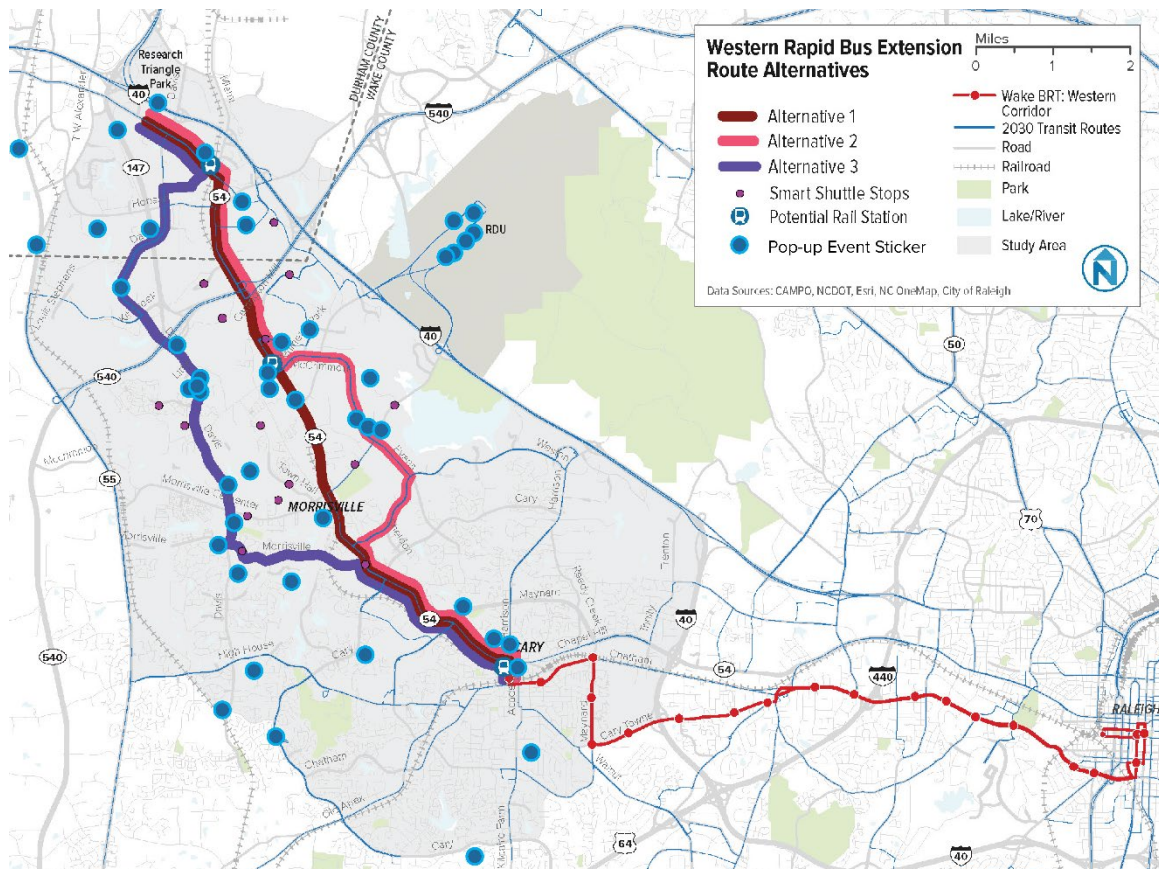
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from the Southern corridor are smaller due to the nature of the pop-up events, including weather and participants mostly requesting to take the online survey instead.

Western Corridor Results – Pop-up Events	Alt 1	Alt 2	Alt 3
Meets community needs very well	12	11	39
Somewhat meets community needs	5	3	1
Doesn't meet community needs well	7	3	2
<b>Total Responses</b>	24	17	42

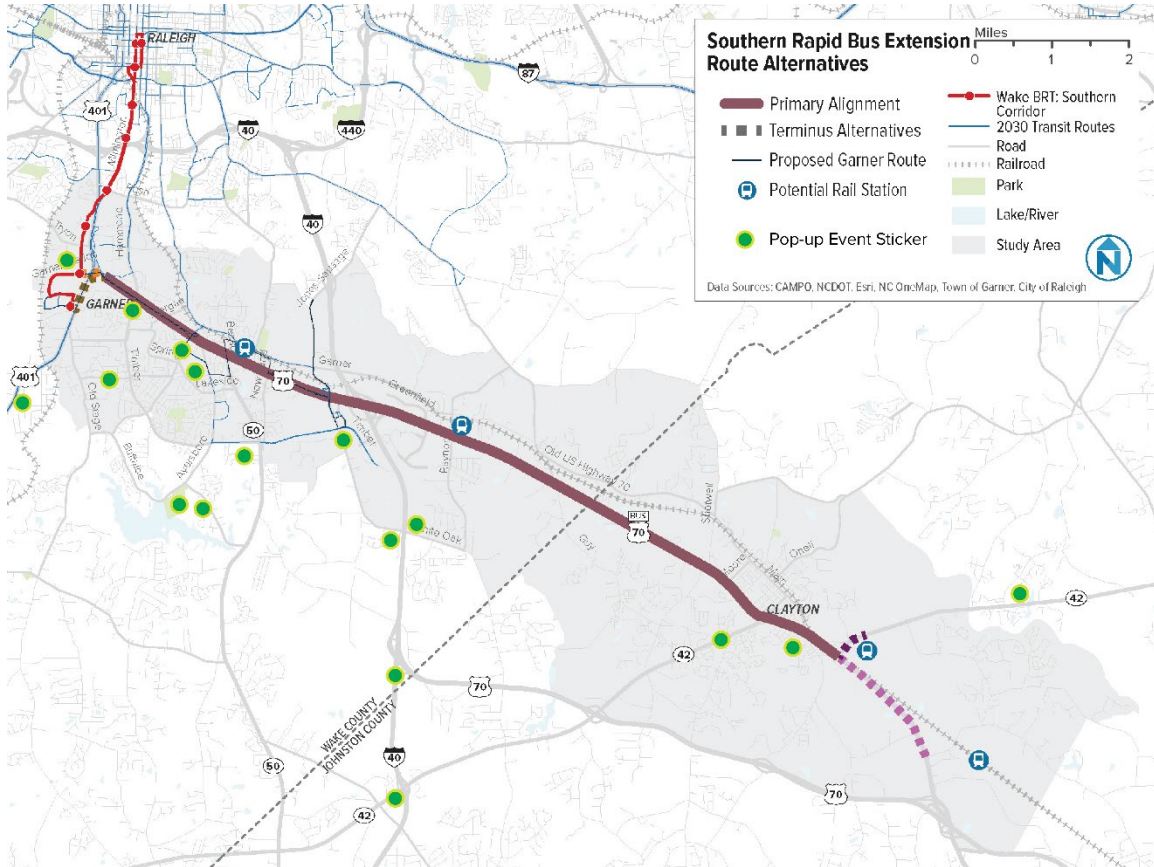
Southern Corridor Results – Pop-up Events	Garner Station Alt 1	Garner Station Alt 2	Clayton Station Alt 1	Clayton Station Alt 2
Meets community needs very well	3	1	0	1
Somewhat meets community needs	0	0	1	0
Doesn't meet community needs well	0	0	0	0
<b>Total Responses</b>	3	1	1	1

**Results of Western Corridor Mapping Pop-up Activity**



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**Results of Southern Corridor Mapping Pop-up Activity**



## APPENDIX A – SURVEY COMMENTS

**Please note the following public comments are included as they were received. Comments have not been edited to correct spelling or grammar.**

Western Comments: Do you have any comments regarding the detailed evaluation criteria?
Access to destinations and activity centers is the most important.
Access to parks and natural areas is not considered, otherwise the criteria are good
Accessibility for disabled riders
As a Morrisville resident Alt 2 practically skips the Morrisville residential population and daily living almost entirely. Alt 1 & 3 both hit major stops- question is prioritizing Wake Tech/future commuter rail or tons of corporate campuses along Davis. Any chance we could get both?
Cary and Morrisville are often conservative in encouraging density, affordable housing despite our region's housing + housing-affordability crises, but BRT could benefit from such investments. This MIS should also catalog potential opportunities for, or propose, the towns to make such investments.
Compatibility
<ul style="list-style-type: none"> <li>-FREQUENCY is the most important issue, not mentioned.</li> <li>-Measure not only "population served;" specifically call out "population *newly* served"</li> <li>-Service should COMPLEMENT (not duplicate) commuter rail</li> <li>-Ability for infrastructure to be shared by other existing/planned transit, such as GoCary</li> </ul>
I like the evaluation criteria - the productive and sustainable service goals seem particularly important to timely implementation.
I ride the bus frequently and go through Cary sometimes. Bus rides are long and connections a long wait. If the Raleigh buses continued to circulate instead of waiting several minutes, it would not waste fuel or time. The connections to outlying areas will be need if Raleigh keeps pushing the poor
It seems counter productive to be designing a BRT route over nearly the same route as the planned commuter rail route. If that commuter rail route has been scrapped or postponed again, this might work. But, if the commuter rail is still in the plans, it seems these two will be competing for riders.
My favorites are equitable access and proximity to daily needs. Equitable access is important because the bus will greatly help a low income community rather than a wealthy community who might still choose to drive for the luxury. Targeting low income areas of apartment complexes might see more use.
None of this will matter if these subdivisions aren't retrofitted to better serve pedestrians (connect culs-de-sac to one-another, etc.). Also connect subdivisions to one-another so that pedestrians don't have to walk through the entire neighborhood to get to the nearest arterial road.
Pedestrian facilities should be a priority tied in with access to destinations and transit services, not just as a safety goal.; Who will manage the rider program? How easily will it be used by the community (fare cards that work between modes of transit like bus/rail? exact change only?), which factors into rider adoption?



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Pedestrian safety. Please make sure that more sidewalks are installed and lights allow enough time for safe crossings at crosswalks. I rely on the bus as my main transportation and often feel the most difficult part of my journey is navigating without sidewalks or safe crosswalks at my destination. ; Ease of use and understandable fares. As you invest in these extended routes, please consider a regional pass that can be used on all segments of this rapid transit system as well as on the local bus routes.
rail
Some should be weighted more than others, such as speed and reliability of the service. This is paramount for generating ridership.
Suggest average speed instead of travel times since some alternatives are longer than others, but may serve more things along the way.
The criteria does not address shared mobility safety. Those facilities need to be able to be shared by active mobility users more clearly. While connections and station area safety is addressed. safety in linear facilities like these is critical to community and destination safety.
The goals are logical and make sense.
The only thing I feel is missing is the airport is not connected very well. When will the airport be apart of any rapid transit project
The route along McCrimmon seems to present the best opportunity for new development to be dense enough to support BRT
There needs to not just be connections by BRT but a connection between the Commuter Rail station and RDU with this extension line. Not just random lines all over the place. Like a nice transfer area, we're to spread out for lines all over the place.
These are all great evaluation criteria. To follow though and deliver on these would bring so much improvement to this area.
Transit should be prioritized at the expense of single occupancy vehicles. Transit should not have to wait in the same travel lanes, they should get prioritization that allows those traveling to have optimal efficiency.
Travel time and reliability are crucial, as well as non-motorized connections
travel time is very important. last mile connectivity is extremely important. There are quite a few locations on Activity 2 alignments that have no sidewalk, poor walking/biking infra, backtracking due to intersections, no shade, etc. Those should be considered or added with a BRT extension
Where does competition against commuter rail fit into the evaluation criteria? The benefits of the Davis Dr. and NC54 alternatives versus each other heavily depend on whether the rail project gets built and how often trains run.
Why do none of the routes go to the airport? That's one route where public transportation would be super useful!
With all due respect, I have 15 years of professional transit planning experience and I don't understand what you're trying to ask, accomplish, or communicate with this question other than to validate
Prefers fastest route, prioritize Roadways that are compatible with transit speed and reliability improvements, and Travel times for rapid bus versus by personal vehicle.
Prefers fastest route, prioritize Roadways that are compatible with transit speed and reliability improvements.
Priority should be to Number of connections to local "daily living" activity centers from the station area (including places like supermarkets, medical facilities, schools, and retail).

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Southern Comments: Do you have any comments regarding the detailed evaluation criteria?
What is hard to understand is the 'potential ridership' part'; as it's more probable that there will be an increased ridership, considering the gentrification Raleigh is all for. people with the money are always going to cry NIMBY, regardless of how much the working class is further pushed to pove; Fancy words and promises... how many will actually be followed/implemented in the grand scheme of things? how of these things will be overwritten in the end, when the grants were specifically written for these specific things? what percentage of the funds is going towards infrastructure/maintenance
Add ability to accommodate bicycle riders.; They look good.
All are needed but 'access to local or regional destinations and major activity centers' seems a little better.
Easy access to 540 would allow short commutes for many to transit services
Getting something started.
I feel that this replicates train service in clayton. However, I do like that it connects a lot of shopping in garner that is not directly connected to the train. I think that the BRT needs to go to the Garner Rail station to offer a connection Mid route.
I moved from the Garner area bc no transportation. If Raleigh continues to push the poor out they will need better transit. There is nothing there. I tried and it was no good could not get PCP orshop.
I see "future station area employment density" but I don't see language about future residential, retail, and potential sports traffic density related to the inevitable growth between the Downtown South development and this section of Garner. Please don't limit this to M-F rush hour service.
Imagine that you knew nothing about transit, and especially BRT. These phrases would seem jargony and meaningless. Goals like "safety" and "access to transit services" are so high-level that they are practically meaningless to this exercise. A good survey fosters a choice between competing values
It seems counter productive to be designing a BRT route over nearly the same route as the planned commuter rail route. If that commuter rail route has been scrapped or postponed again, this might work. But, if the commuter rail is still in the plans, it seems these two will be competing for riders.
nothing about providing shelters for riders or even benches, old people can't sit on the ground to wait. Nothing said about the bus exchange inside Raleigh that I wouldn't let my kid ride to. Maybe a new exchange location with a feeder to Raleigh.
Parking personal cars is not considered
Pedestrian safety and connectivity to the area surrounding a station stop should be a top priority. BRT is only usable if you can access it without a car.
The criteria are good, but omit access to natural recreation
These look good - but make sure to consider elderly people who can no longer safely drive.
They all seem quite important.
Time competitive trip to downtown Raleigh. Otherwise it is not BRT, it is just a bus.
Travel times, reliability, and non-motorized connections are crucial. As well as all-day, every-day service
Will there be crosswalks across 401? If not then having BRT on the West side of 401 doesn't benefit me since I can't cross 401 on foot to get to my office (326 Tryon Road)
Would be great for station to connect to recreational amenities in the evenings and weekends like breweries and restaurants to provide safe transit and promote tourism. Should also connect to services like shelters, jobs, and food banks to support people who are dangerously walking down 70