

# PHASE 1 OUTREACH SUMMARY: DISCOVER

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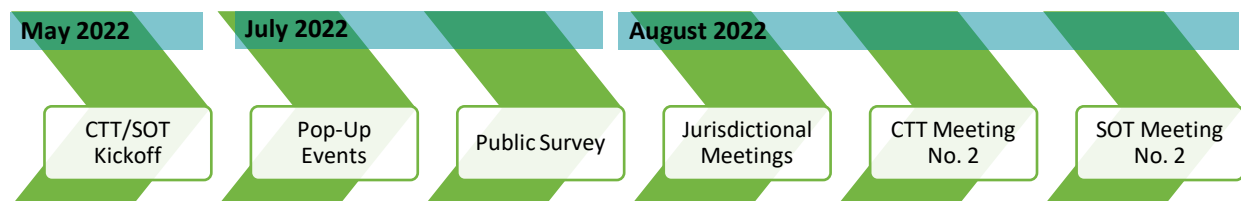
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# Executive Summary

## 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
<b>Number</b>	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
<b>Inclusivity</b>	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
<b>Quality</b>	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 15<sup>th</sup> to over 1,200 email addresses. Identical information was also sent out on July 15<sup>th</sup> 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 even 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 19<sup>th</sup> 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 3<sup>rd</sup>: Archer Lodge, Clayton, Garner, Raleigh, Wake and Johnston Counties
- August 4<sup>th</sup>: Benson, Four Oaks, Pine Level, Kenly, and Johnston County
- August 5<sup>th</sup>: 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, UCPRO, 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
- UCPRO
- 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

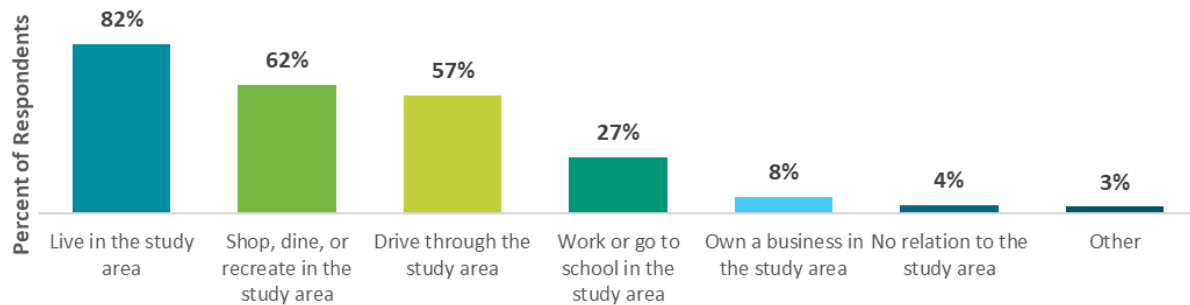


## POP-UP EVENTS

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.

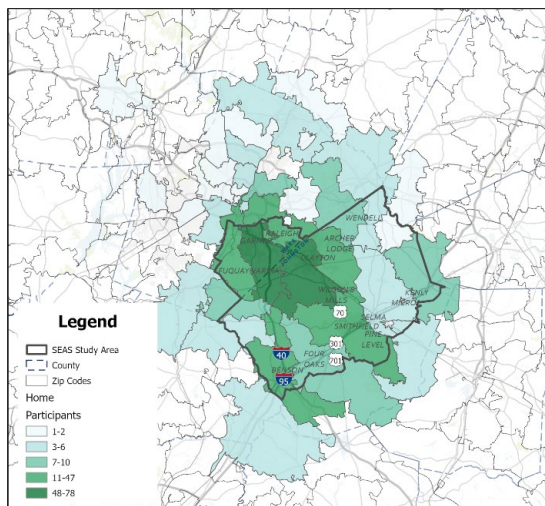
## PUBLIC SURVEY

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.

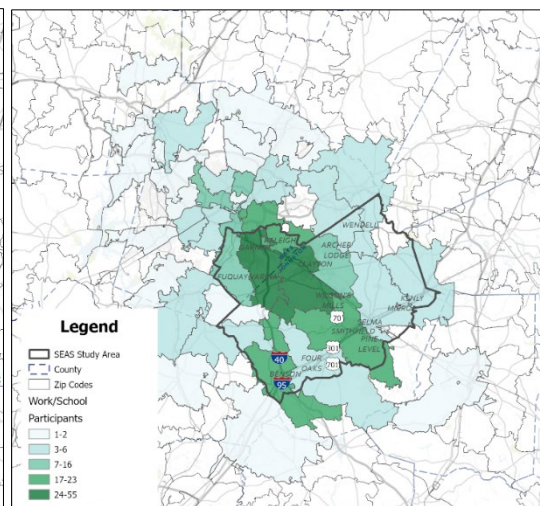


The survey also collected zip codes to get a better understanding of where respondents were from. Of those who answered, most lived in or very close to the study area, with at least one participant from every zip code within the area. Roughly the same pattern emerged in where people worked and went to 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**

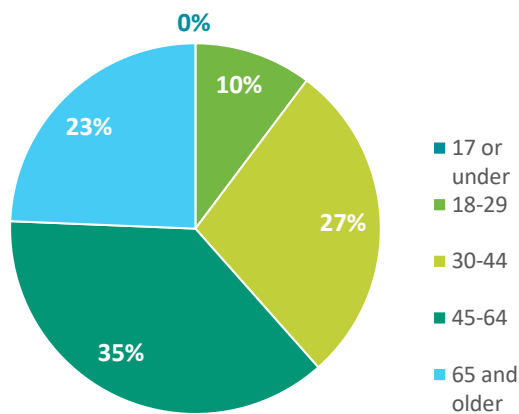


**Work/School Zip Codes**

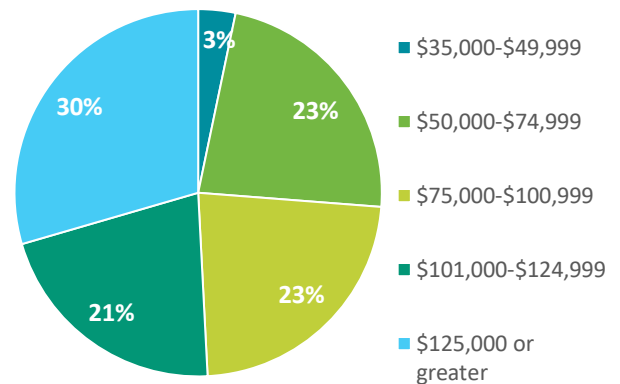


Participants who took the survey and answered the demographic questions were distributed fairly evenly across all age and income ranges with the exception of those under 17 years of age and those with a household income of less than \$50,000. Moving forward, engagement should attempt to reach more lower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

#### What is your age group?

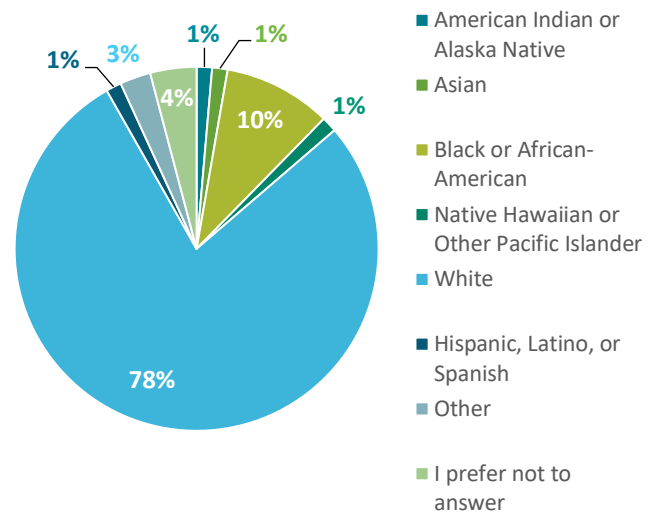


#### What is your household income range?



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

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# 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?*

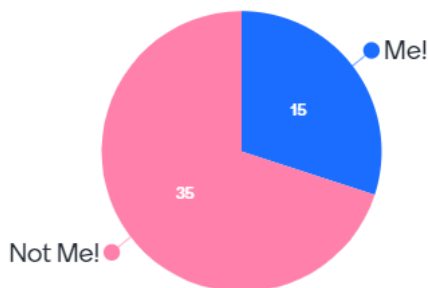
- 2020 Raleigh-Fayetteville passenger rail study, 2019 Commuter Corridor Study, R.E.D. Priority Bus Lanes Study
- 2045 Growth Plan; Unified Development Code Update; Future I-42/NC 42 Small Area Plan; Downtown Master Plan Update
- 3 small area plans - along 540 corridor (2022/2023) upcoming
- Benson Exit 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;
- 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
- 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.

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

*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

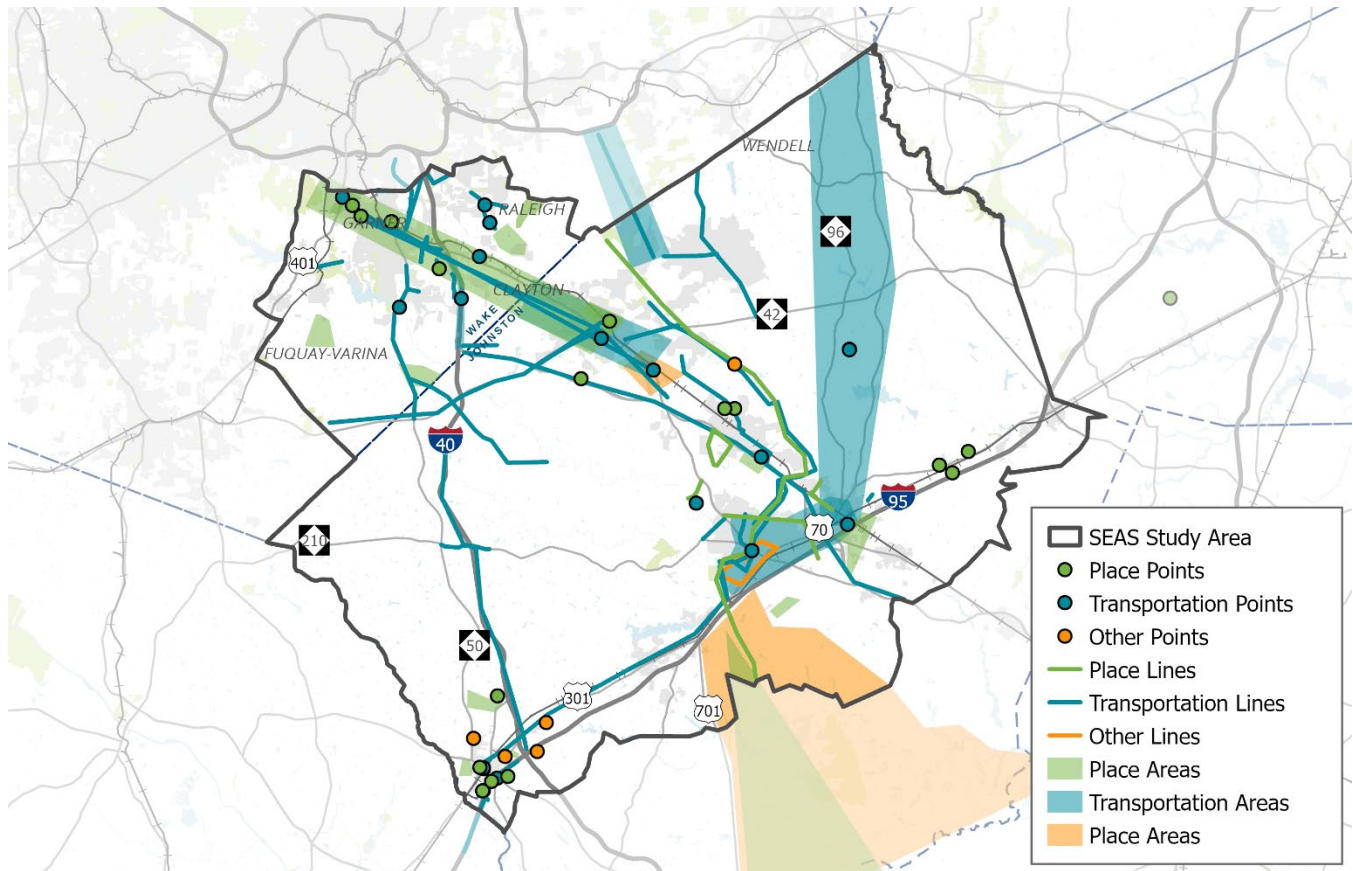
The next and final activity of the meeting was identifying needs and opportunities related to places, transportation, and any other ideas on an interactive online map. The mapping activity posed the questions below. The results of the activity are on the following page, both shown on a figure and summarized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

### Activity Instructions

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

## Activity Results

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



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

## 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.

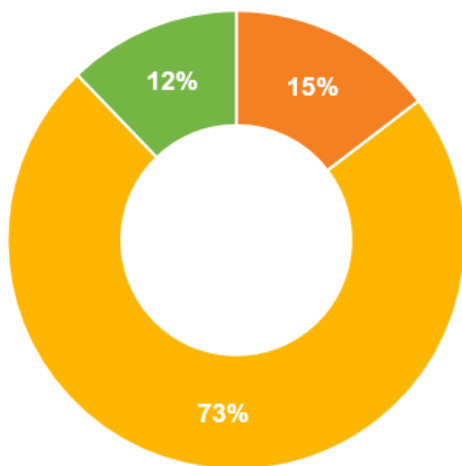
## Land Use Scenario Planning

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

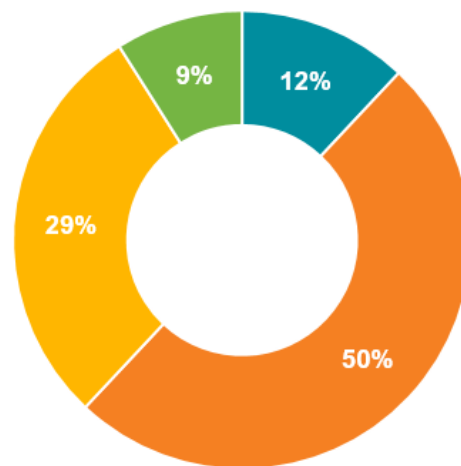
The interactive polling activity collected feedback to guide scenario development. This feedback was compared with survey results and some information from the 2017 SEAS to understand changes between 2017 and now, and where the SOT and the public might agree or disagree. The results of the online polling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

*How much growth is ideal for the Southeast Area?*



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

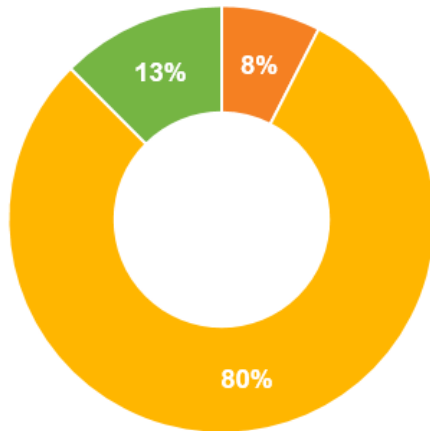
***SOT Feedback***



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

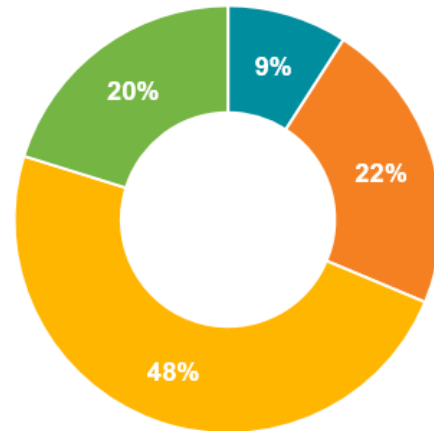
***Public Survey Feedback***

*What type of growth is ideal for the Southeast Area?*



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

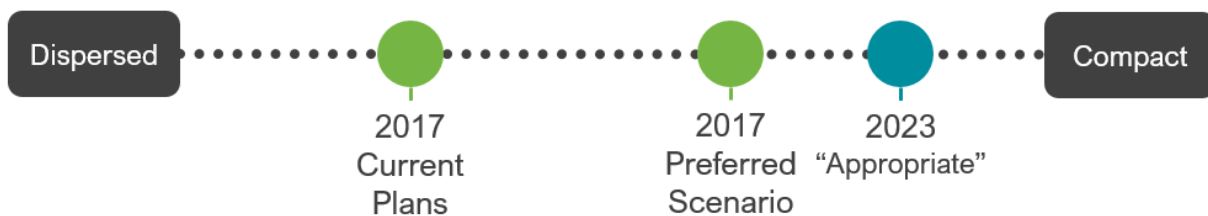
**SOT Feedback**



- 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

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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 3<sup>rd</sup> and August 5<sup>th</sup>, 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 3<sup>rd</sup>

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



### Meeting 2

August 4<sup>th</sup>

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



### Meeting 3

August 5<sup>th</sup>

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

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

## Meeting 1- August 3<sup>rd</sup>

The August 3<sup>rd</sup> 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 4<sup>th</sup>

The August 4<sup>th</sup> 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 5<sup>th</sup>

The August 5<sup>th</sup> 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

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## 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 15<sup>th</sup> 6-9pm in Smithfield

### Wilson's Mills Farmers Market

July 16<sup>th</sup> 8am-2pm in Wilson's Mills

### Rockin' on Raiford Concert Series

July 21<sup>st</sup> 5-8pm in Selma

### Clayton Farmers Market

July 23<sup>rd</sup> 9am-1pm in Clayton

### Brightleaf Flea Market

July 24<sup>th</sup> 9am-2:30pm in Smithfield

### SE Regional Library (Storytime & Yoga)

July 27<sup>th</sup> 10am-12pm in Garner

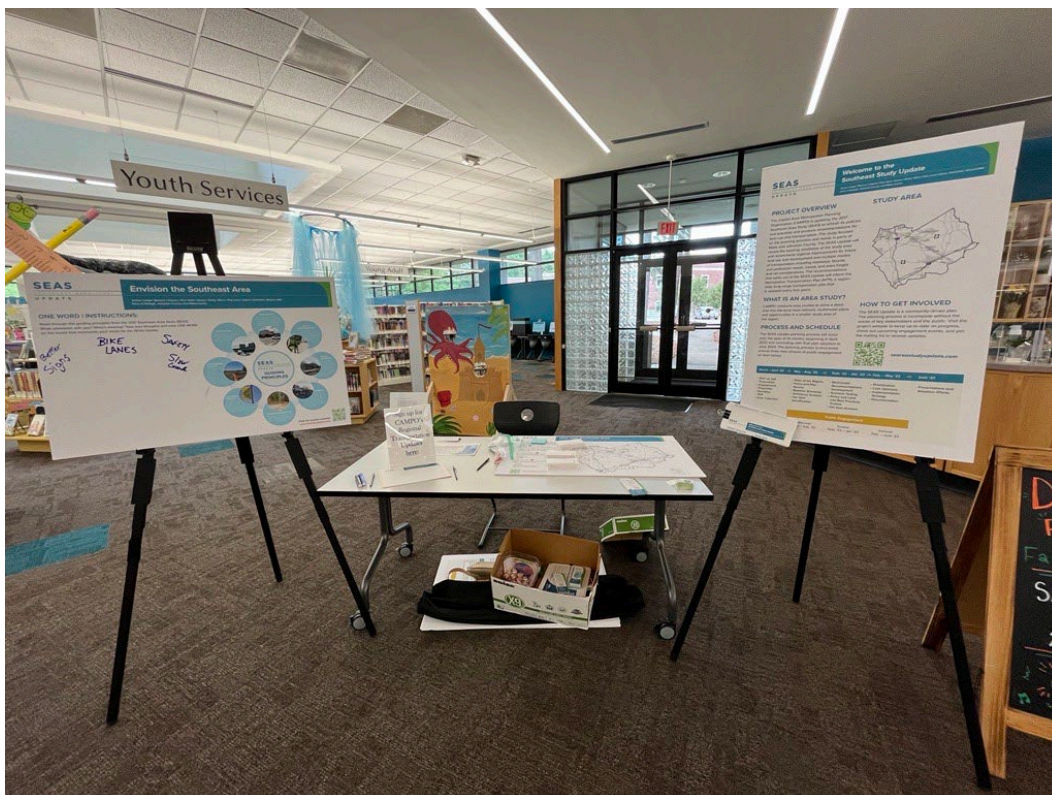
### Clayton Last Friday Event

July 29<sup>th</sup> 6-9pm in Clayton

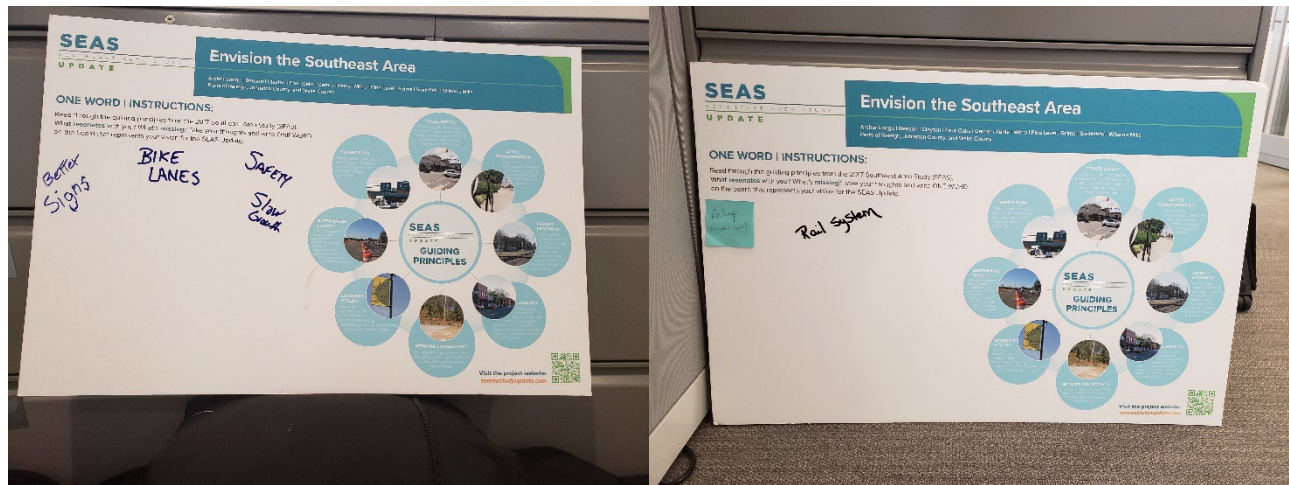
### SE Regional Library (Drum Performance & Workshop)

July 30<sup>th</sup> 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.

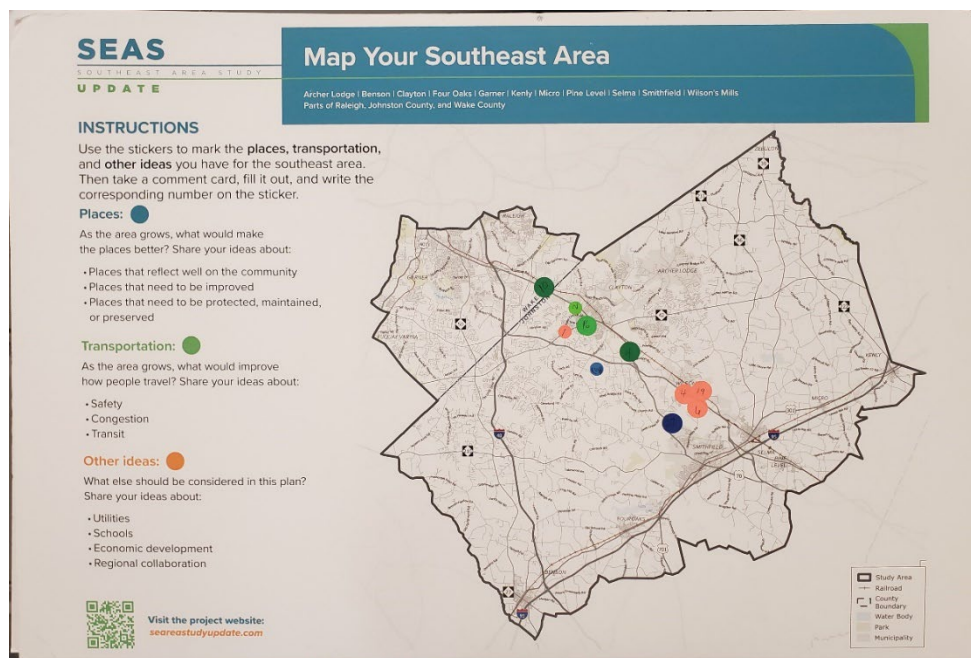


## VISION AND PLANNING ACTIVITY



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

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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***



# Welcome to the Southeast Study Update

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

## 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.

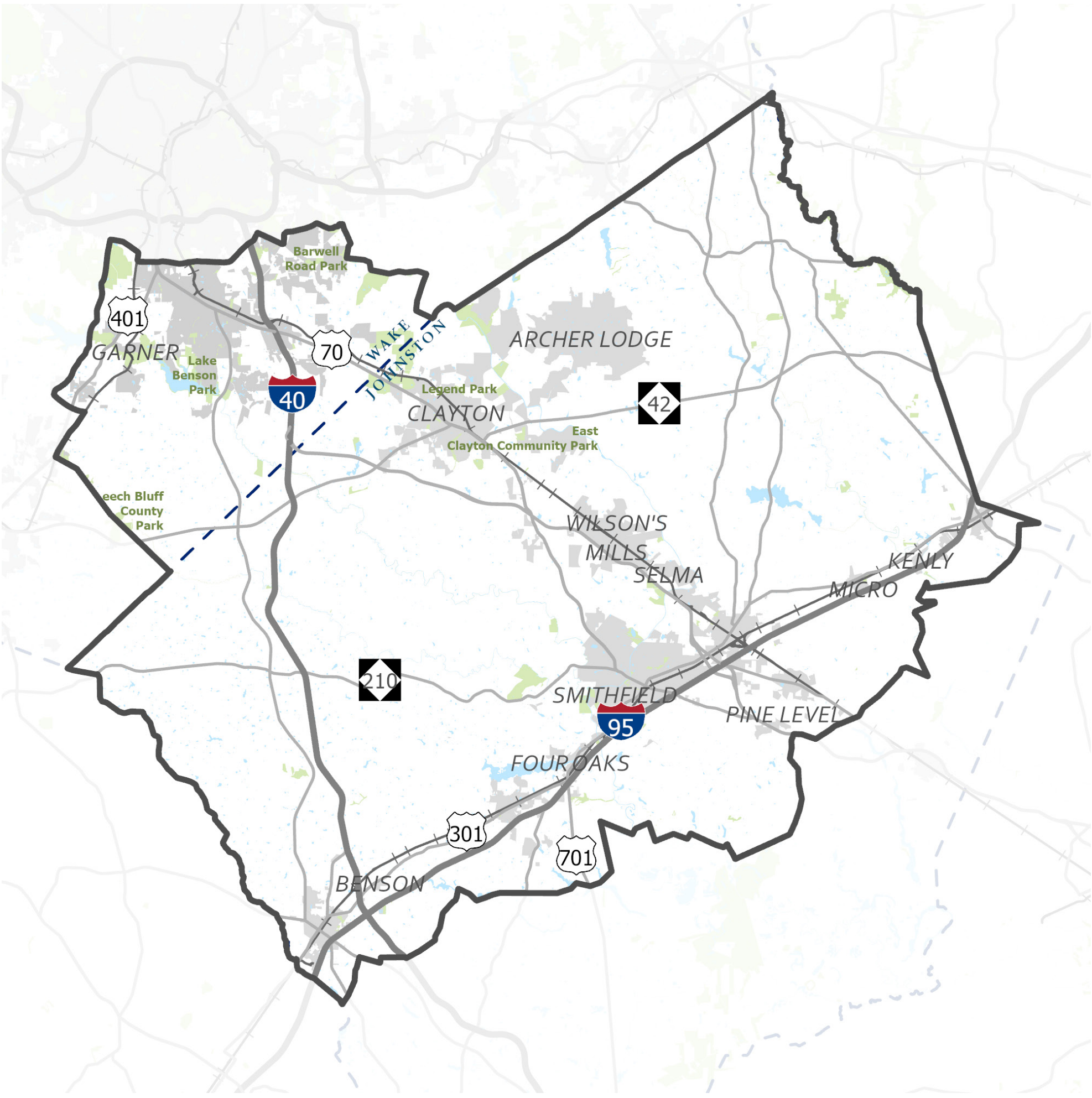
## WHAT IS AN AREA STUDY?

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](https://seareastudyupdate.com)

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

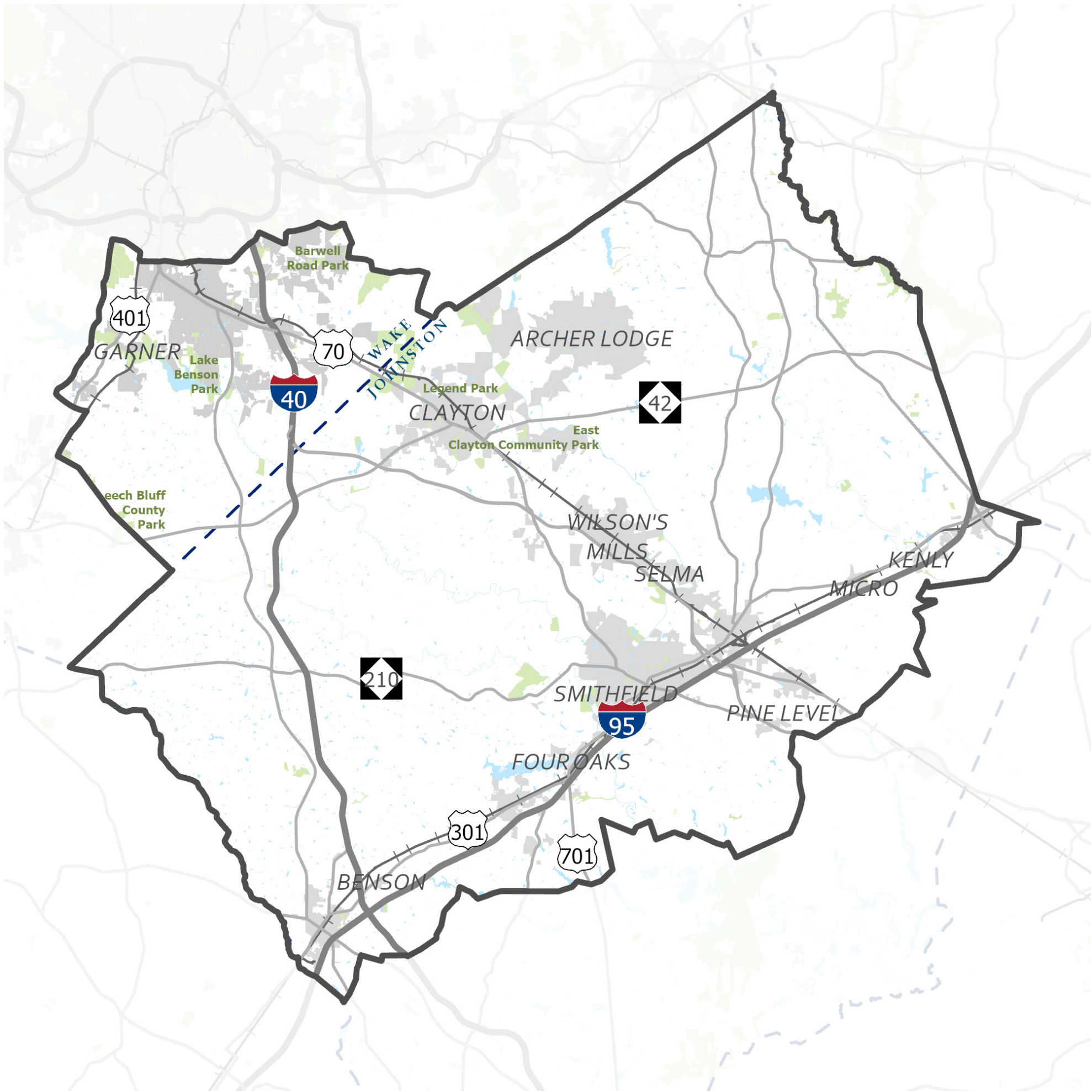
¿QUE ES UN ESTUDIO DE ÁREA?

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 INVOLUCRARTE

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

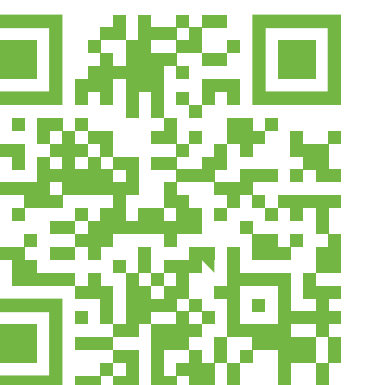


## Envision the Southeast Area

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.





## Imagina el Área Sureste

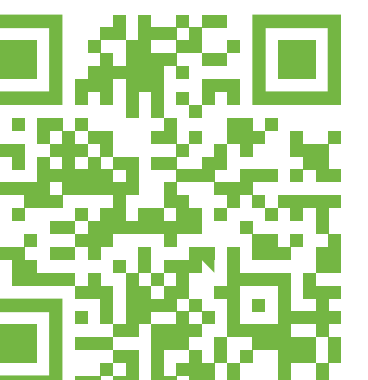
Archer Lodge | Benson | Clayton | Four Oaks | Garner | Kenly | Micro | Pine Level | Selma | Smithfield | Wilson's Mills  
Partes de Raleigh, Condado de Johnston, y Condado de Wake

### 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](http://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: ●

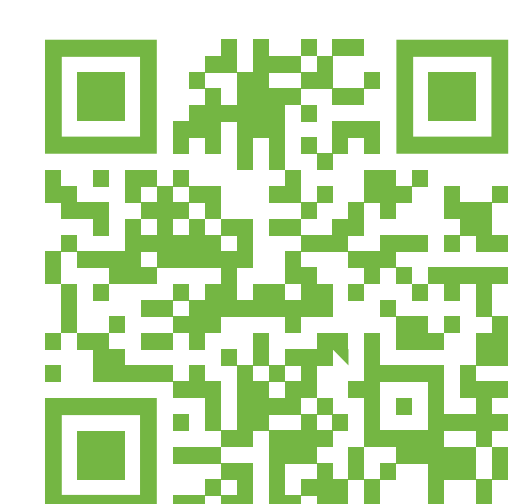
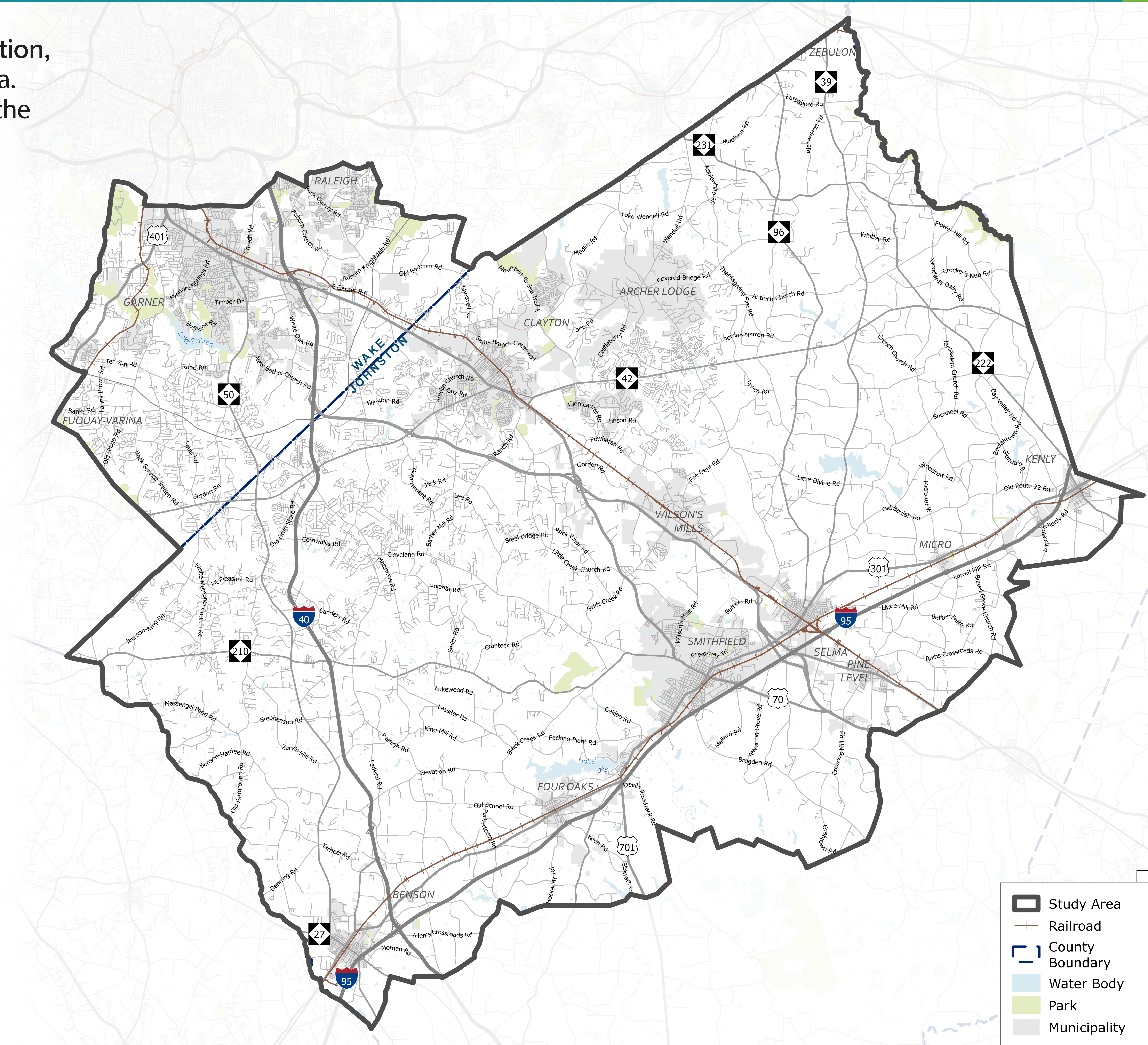
As the area grows, what would improve how people travel? Share your ideas about:

- Safety
- Congestion
- Transit

### Other ideas: ●

What else should be considered in this plan? Share your ideas about:

- Utilities
- Schools
- Economic development
- Regional collaboration



Visit the project website:  
[seareastudyupdate.com](http://seareastudyupdate.com)



## 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: ●

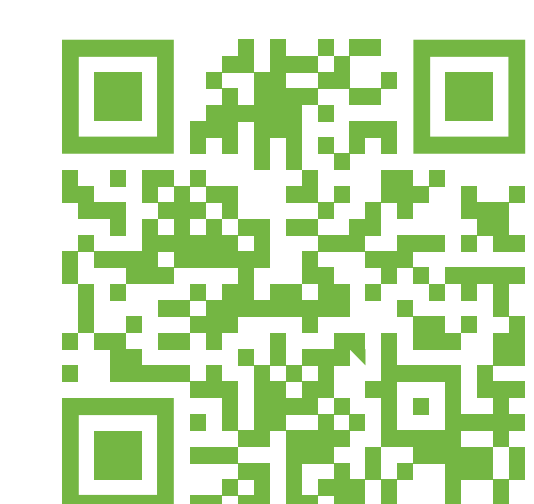
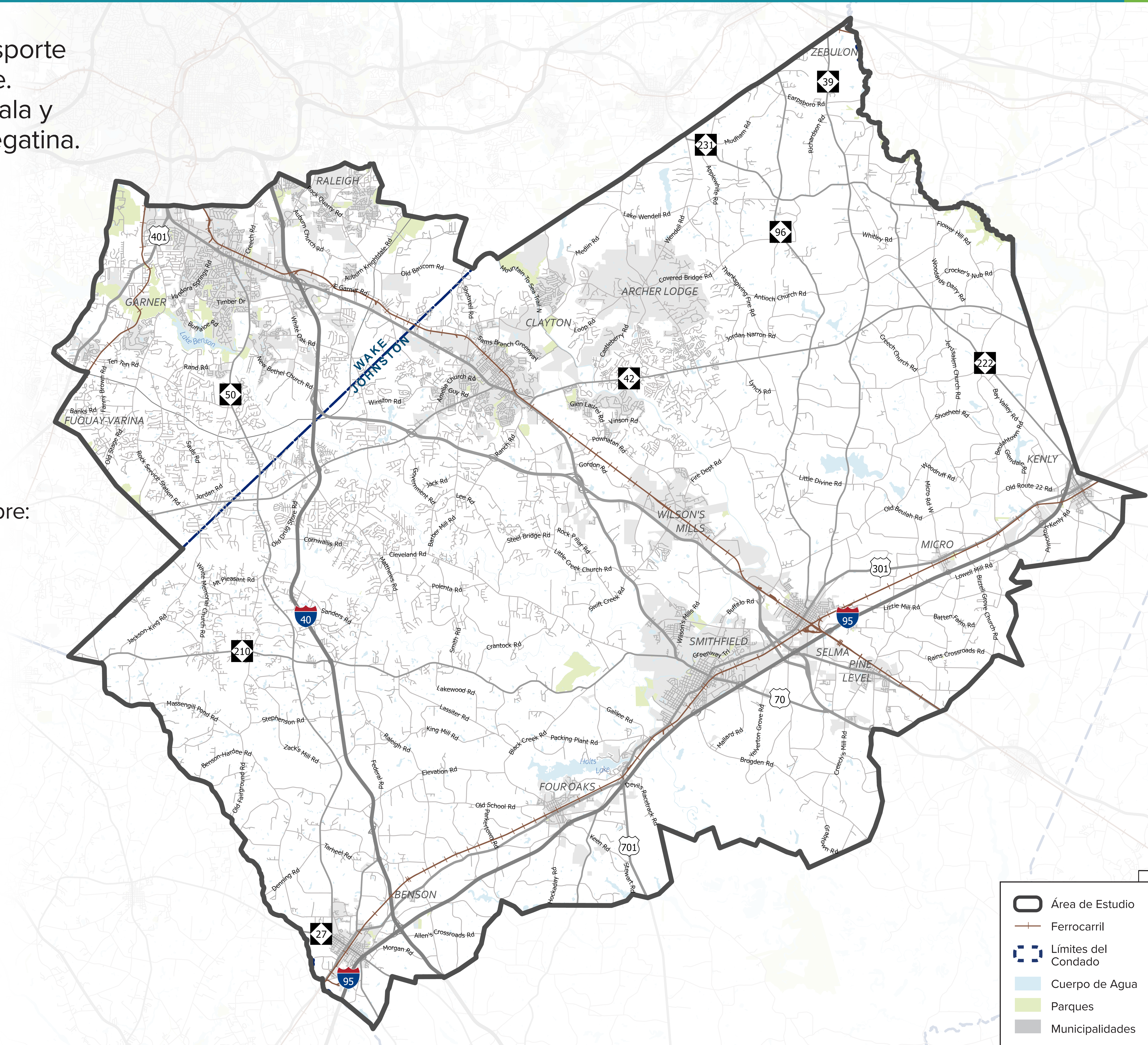
Así como el área crece, ¿Qué haría falta para mejorar cómo viaja la gente? Comparte tus ideas sobre:

- 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](http://seareastudyupdate.com)



## Appendix D: Public Survey Summary

A large teal circle with a white letter 'D' inside, positioned in the bottom left corner of the page.

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 6<sup>th</sup>, 2022 to July 31<sup>st</sup>, 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.

## Table of Contents

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Visioning.....	2
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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.

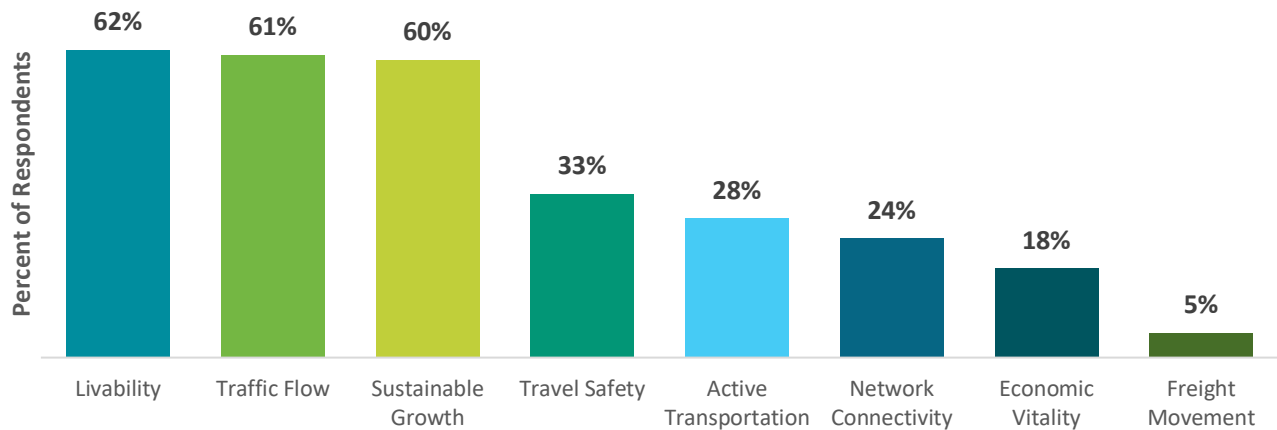
**Travel Safety:** Promote a safer, more secure transportation system by reducing crashes, enhancing reliability and predictability, and improving emergency coordination.

**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:

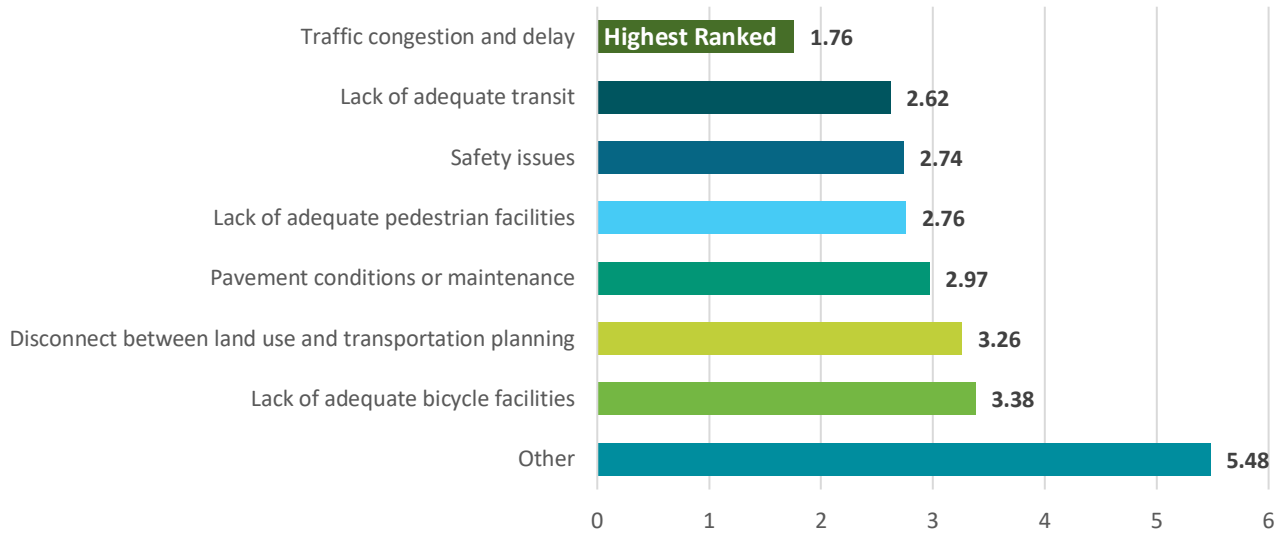
- concerns about uncontrolled growth and resulting congestion
- need to preserve natural resources and natural land
- desire for more greenways, trails, and spaces
- need for alternative modes to provide alternatives to driving that won't worsen congestion



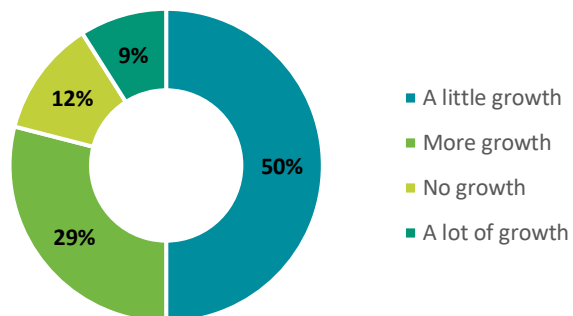
## Priorities

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

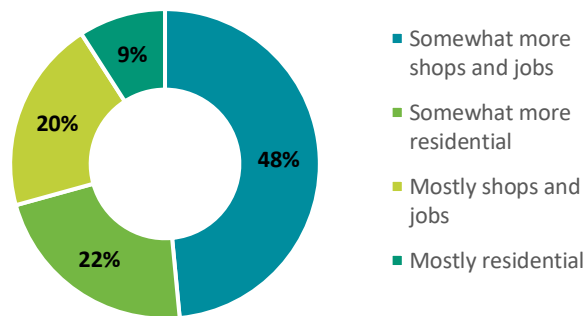
A lower number value indicates a higher ranking because the value is closest to 1, representing respondents' highest priority.



### HOW MUCH GROWTH IS IDEAL FOR THE STUDY AREA?

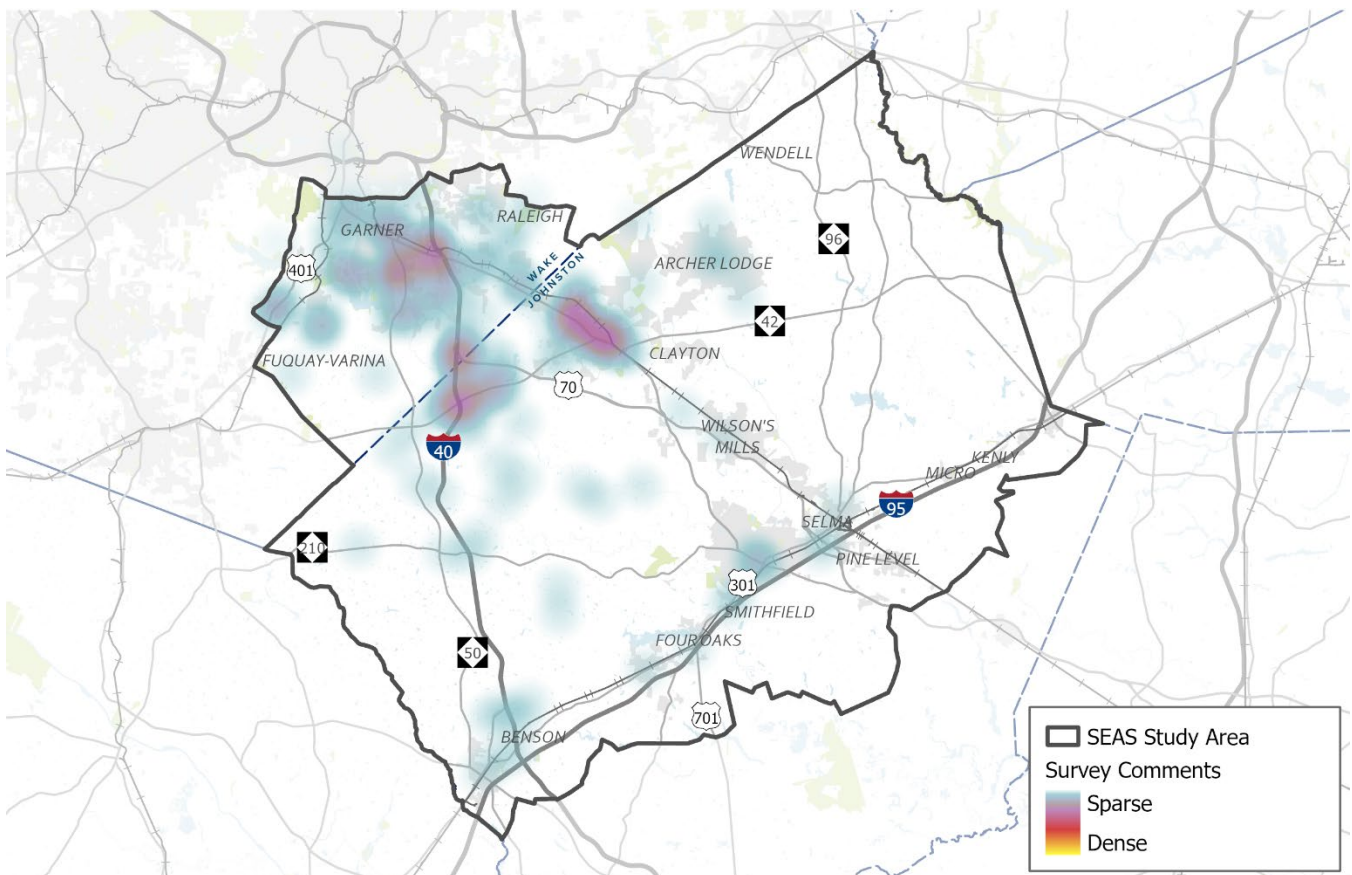


## COMPARED TO TODAY, WHAT KIND OF GROWTH IS IDEAL FOR THE STUDY AREA?



## 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

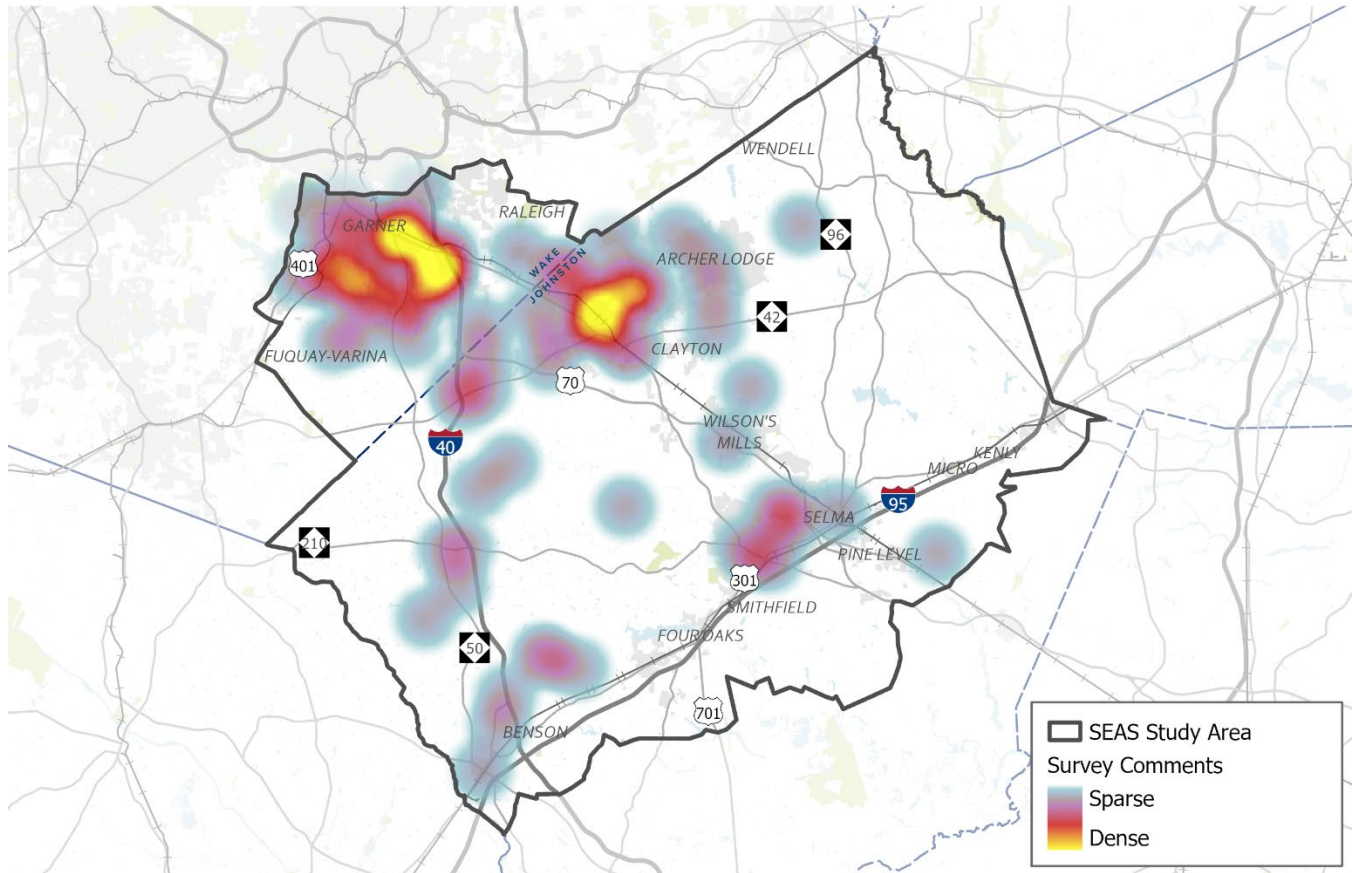
**Transit**

- 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.



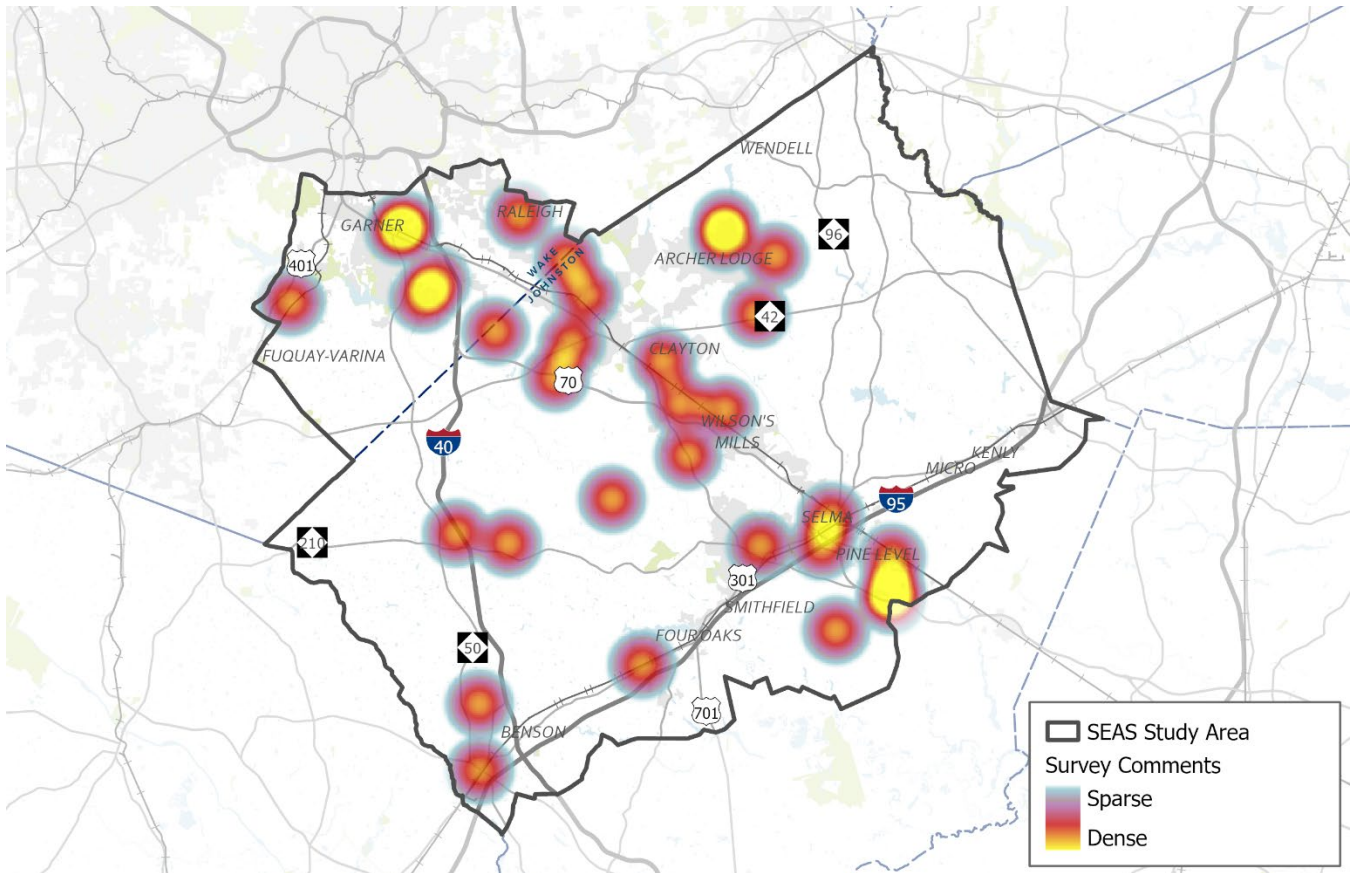
Comments mostly focused on the following themes:

- 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.

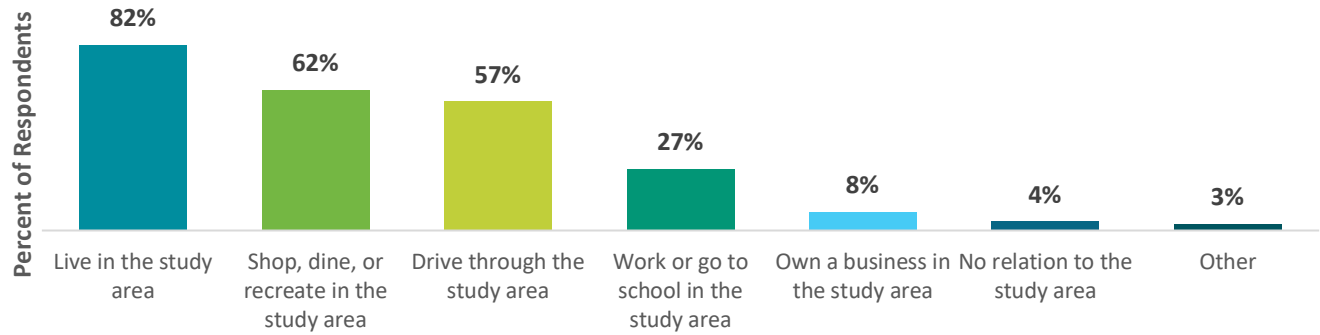


Comments largely focused on the following themes:

- 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

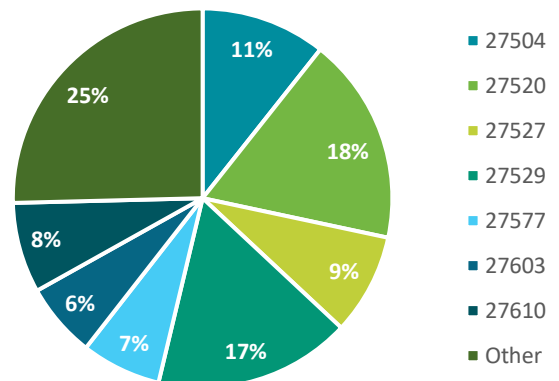
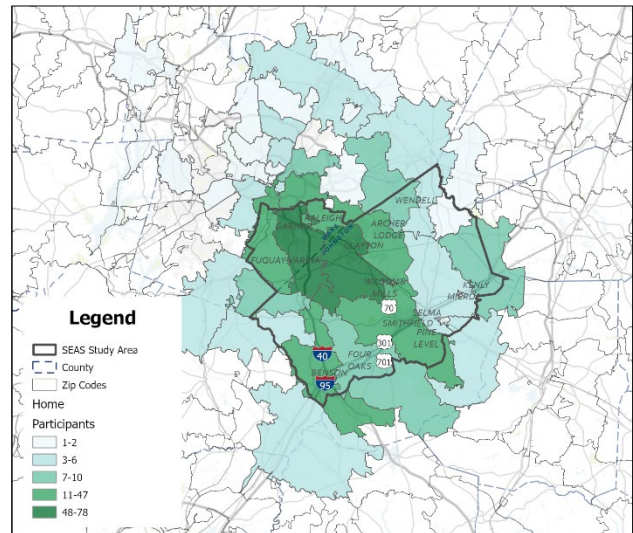
USING THE STUDY AREA MAP FOR REFERENCE, WHICH OF THE FOLLOWING DESCRIBES YOU? (CHECK ALL THAT APPLY.)



### WHAT IS YOUR HOME ZIP CODE?

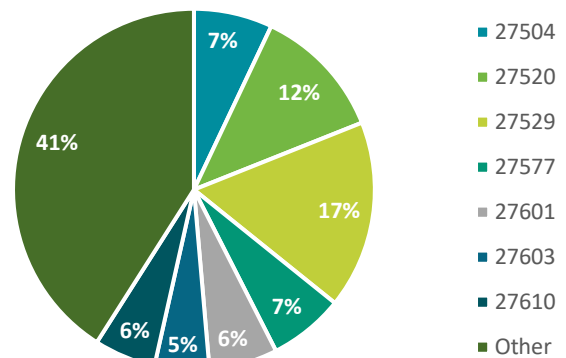
Highlighted zip codes in table are within or partially within the study area.

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		

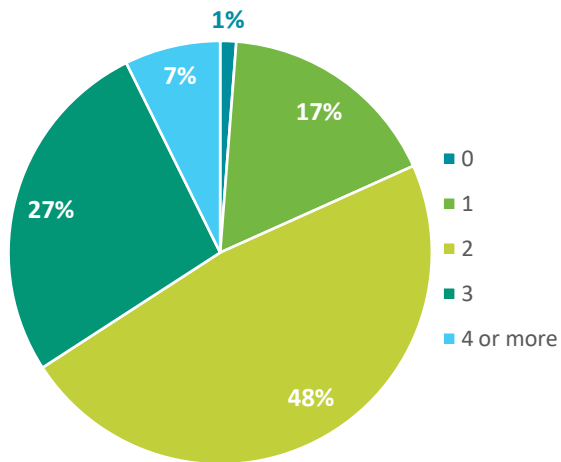




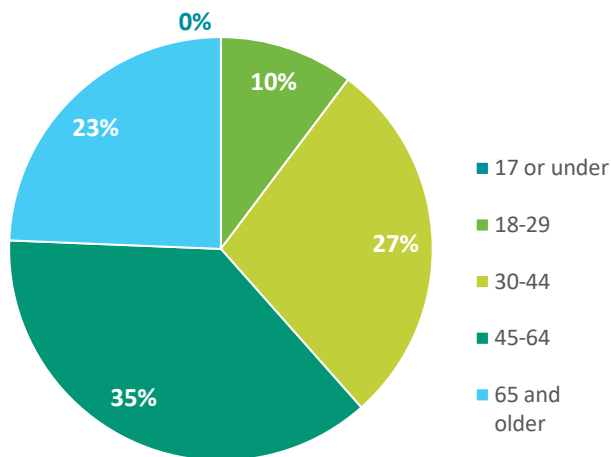
*Highlighted zip codes in table are within or partially within the study area.*



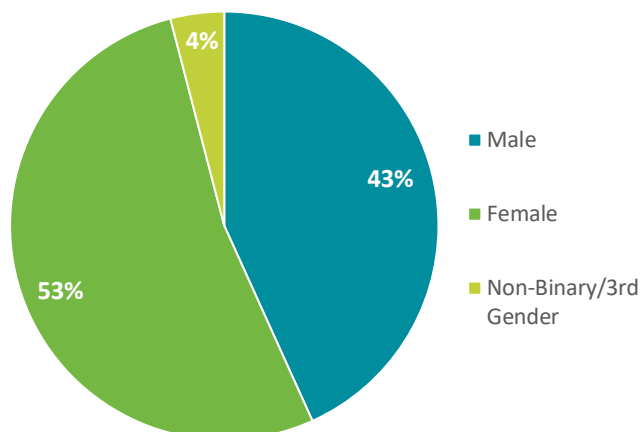
### HOW MANY MOTOR VEHICLES ARE AVAILABLE FOR USE IN YOUR HOUSEHOLD?



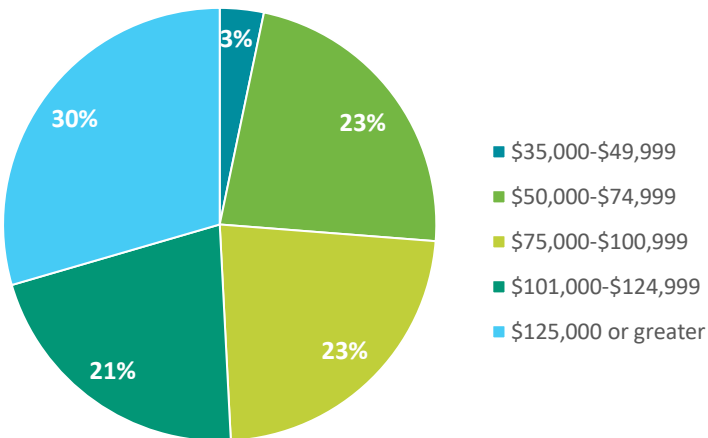
### WHAT IS YOUR AGE GROUP?



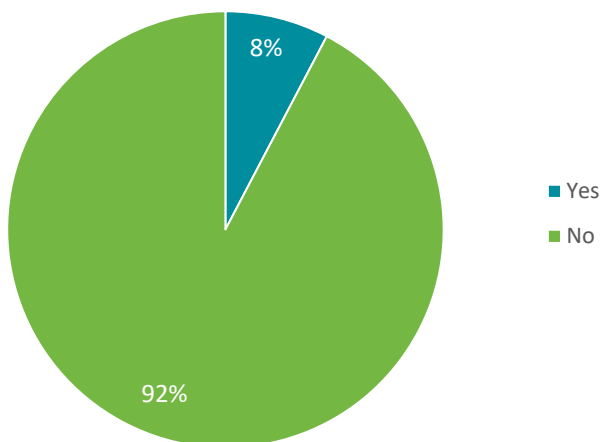
### WHAT IS YOUR GENDER?



### WHAT IS YOUR HOUSEHOLD INCOME RANGE?



### DO YOU HAVE A DISABILITY?



### WHAT IS YOUR RACE/ETHNICITY?

