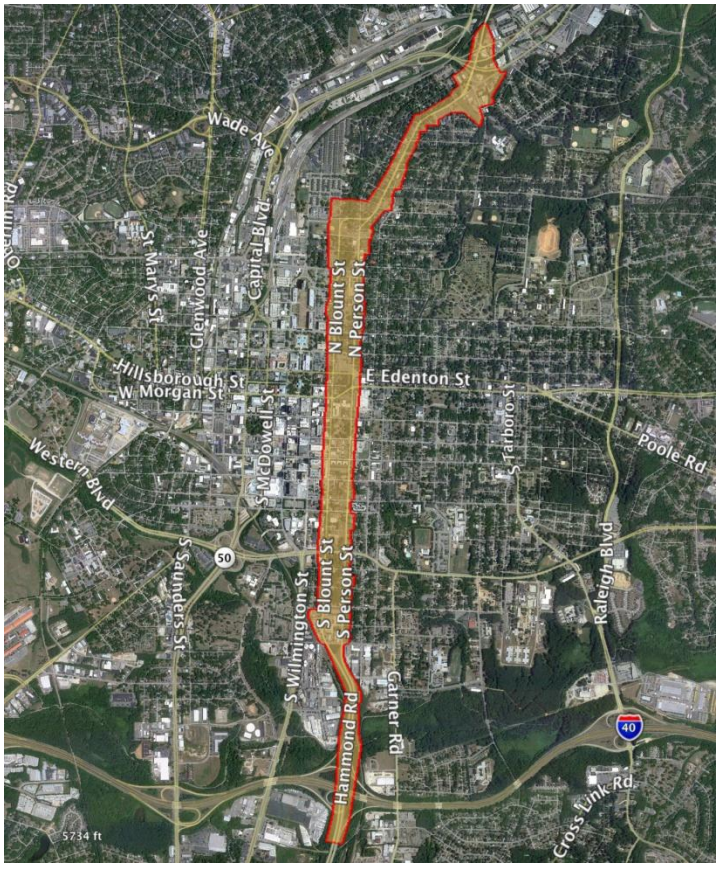
Blount Street -Person Street Corridor Study
Scope of Work
June 25, 2012

I. PROJECT BACKGROUND

The Blount and Person corridors can be seen through multiple lenses: as major urban thoroughfares, commercial corridors and as neighborhood streets. They pass through distinct communities with strong histories, different needs and priorities, yet they must function as a system, serving each of these communities in different capacities. The Blount-Person Corridor Study will identify multi-modal transportation and streetscape design options and programmatic strategies to improve the corridors at all of these scales, with a particular focus on how transportation and streetscape strategies impact placemaking and economic development. The study will take into account the numerous previous studies and initiatives that impact the corridors, as well as the goals and priorities of the communities the corridors encompass.

II. PROJECT INFORMATION

Project Boundaries: The Study will cover the entire Blount-Person corridor, from a point 400 feet north of the intersection of Wake Forest Road at Old Louisburg Road to a point 800 feet south of the intersection of Hammond Rd at I-40. The project will feature at least 4 different subareas for the purpose of transportation analysis, streetscape design and community outreach. Analysis will be performed at the subarea scale and full project corridor scale, with acknowledgement of potential impacts to the broader transportation system.



Project Components: The Blount-Person Corridor Plan will provide implementable strategies for improving the multi-modal functionality of the corridors as well as the communities and districts the corridors encompass. Project components will include:

Traffic analysis:

- Definition & limits of subareas
- Collection and analysis of baseline/existing conditions including: traffic counts, pedestrian counts, pedestrian accommodations, turning movements, signal plans, timing plans, transit routes, transit headways, sidewalk inventory, bike facilities inventory, on-street parking space inventory (City to provide location of spaces, cost of parking, and duration of parking period)
- Confirmation of preliminary assumptions
- Identification of potential scenarios such as: partial 2-way conversion, full 2-way conversion, road diet for various sections of the corridor
- Creation of AM and PM traffic models in Synchro for all subareas and overall project area for existing conditions and proposed roadway scenarios
- Identification of scenario impacts on subareas and various modes of transportation
- Accident analysis/TEAAS strip study for all subarea segments
- HCM 2010 Level-of-Service analyses for automobile, pedestrian, bicycle and transit modes utilizing Synchro software
- Travel-time runs

Streetscape, urban design and planning:

- Streetscape design for corridor and subareas
- Recommendations for improvements to adjacent properties to support streetscape design
- Policy and Comprehensive Plan amendment recommendations where appropriate
- Placemaking and wayfinding/ interpretive signage strategies
- Project renderings, sketches, plans, sections and details

Project implementation:

- Functional design of corridors, including modifications to adjacent properties
- Proof of concept of major design elements
- Cross sections and plans of all options and subareas
- Preliminary cost estimates
- Cost/Benefit analyses of alternatives
- Phased implementation plan

Project Outreach:

- Subarea stakeholder workshops and charrettes
- Combined corridor meetings
- City Council and Commission updates and approvals
- Collateral materials for project website and meetings
- Project graphics, technical reports, executive summaries

Project Outcome: The study will provide detailed multi-modal transportation and streetscape recommendations based upon stakeholder input and a thorough understanding of community values, history, and future development scenarios. The study will include detailed transportation scenario models, streetscape plans, and analysis of the potential impacts to community character and economic development potential, as well as recommendations, cost estimates and strategies for project implementation.

III. KEY PROJECT FACTS

Blount-Person Corridor Transportation Characteristics		
Total Corridor Length	5.92	miles
Speed Limit*	35	mph
Maintained by	NCDOT	
# of intersections	75	
# of Signalized intersections	36	
Person St 2009 AADT volume	8,700	vpd
Person St AADT % Change since 2007	-16%	
Blount St 2009 AADT volume	8,180	vpd
Blount St AADT % Change since 2007	-6%	
Wake Forest Rd 2009 AADT Volume	12,000	Vpd
Wake Forest Rd AADT % Change since 2007	-8%	
Hammond Rd 2009 AADT volume	9,200	vpd
Hammond Rd AADT % Change since 2007	+2%	
Transit Routes	2	CAT & TTA
Potential Accident Hotspots	Blount/Bledsoe	
	Person/Hoke	

*Speed limit is 30 mph along Blount St from Delway St to Morgan St and along Person St from New Bern Av to Wake Forest Rd

- Zoning: the project area includes properties zoned for everything from single family residential to heavy industrial. Overlay districts in the project area include: Neighborhood Conservation, Historic, Downtown, and Pedestrian Business.
- The project area includes local, state and national landmarks and local and national historic districts.
- The project area includes key landmarks such as the Mordecai Park, NC Executive Mansion, Moore Square, Shaw University, among others.
- Blount Street and Person Street serve as primary access points to major facilities such as universities, courthouses, parking decks, and as important access corridors for downtown Raleigh.

IV. PROJECT STAFFING

The consultant team will be responsible for analysis and recommendations in all phases in addition to public meeting facilitation and presentations, summary reports, project graphics, technical analyses, and final report. Elizabeth Alley at the Urban Design Center will serve as the project manager, and will be the primary point of contact for project communications.

Key staff support will be provided by the Urban Design Center, the Office of Transportation Planning and Public Works. Additional department and division staff will provide meeting support, project insight and design feedback. City staff will be largely responsible for providing base information including the briefing

book, public meeting production, project outreach and communications, and support in public meeting facilitation.

Project Resource Team:

Elizabeth Alley- Raleigh Urban Design Center
Grant Meacci- Raleigh Urban Design Center
Eric Lamb- Office of Transportation Planning
Bowman Kelly- Office of Transportation Planning
Mike Kennon- Public Works- Transportation Operations
Martha Lauer- Raleigh Historic Development Commission
Cassie Schumacher-Georgopoulos - Parks and Recreation
Chris Johnson- Public Works- Design/Construction
STAFF- Public Works-Stormwater
Sally Thigpen- Parks and Recreation- Urban Forestry
STAFF- Public Utilities
Reid Elmore- NCDOT Division Five
STAFF- NCDOT

Task responsibility (P=primary, S= secondary)

Task Plan	City of Raleigh	AECOM team
Briefing Book	P	
Phase One: Desire	S	P
Phase Two: Discovery	S	P
Phase Three: Design	S	P
Phase Four: Deliver	S	P
Project Communications and Outreach	P	S
Meeting Production	P	S

V. PROJECT SCOPE OF WORK

Briefing Book

An interdepartmental team of City staff will compile a briefing book containing information that will be helpful for the consultants as they familiarize themselves with the project area and context, as well as form the basis for Urban Design and Transportation Analysis and the Issues and Opportunities report.
The inventory will include narrative, maps, and datasets addressing the following:

- *Study Area Profile, including zoning, adopted plans, recent development, and other studies*
- *Transportation conditions*
- *Environmental conditions*
- *Infrastructure*
- *Urban design features*
- *Social, cultural and historic resources*

Phase 1: Desire

Task 1: Project Kick-off Workshop
AECOM will facilitate a kick-off workshop with the Project Resource Team (PRT). This will be an interactive meeting to establish project expectations and seek direction and input from the PRT regarding key issues that face the corridor. This dialog will help inform the inventory and analysis process and identify key stakeholders that need to be included in the process. Everyone will leave this workshop with a clear plan for project execution and completion and the Team will be able to immediately begin work.

Task 2: Public Kick-off Session
The AECOM Team will facilitate a Public Kick-off Session in order to introduce the project, identify key goals and issues, and outline the overall study process. This public session will include a series of facilitated small group activities organized around the corridor's potential subareas (at least 4) that recognize the unique characteristics within the study area. These smaller subarea discussions will be structured to identify local neighborhood issues and desires and focus site-specific analysis. This session will be conducted following the completion of Tasks 4 and 5 (Urban Design and Traffic Analysis) allowing the presentation to include an overview of existing conditions and corridor understanding. The AECOM Project Manager will lead this session with public facilitation support from our local subconsultants (Alta/Greenways and Susan Hatchell Landscape Architecture).

Task 3: Stakeholder Interviews
It is critical to meet with key stakeholders in order to identify, first hand, the area's opportunities and challenges. Key stakeholders for this project will include Shaw University, Peace College, Downtown Raleigh Alliance, CAT staff, the Mordecai Community Citizens Advisory Council, The Historic Oakwood Neighborhood, the East Raleigh – South Park Neighborhood, and area churches among others. These interviews will be conducted early in the process allowing the Team to respond to and absorb the information gathered. Interview format and schedule includes:

- Conducting and scheduling interviews in a concentrated manner over three-day period.
- Interviews should be no longer than one-hour and located in a central location (Urban Design Center) whenever possible allowing the efficient utilization of City staff and consultant team resources.
- Within this focused interview period, we will meet with as many stakeholders as possible in one-on-one meetings or in small groups. Typically 6-8 per day scheduled 30-minutes apart, 8:00am to 8:00pm.
- Each interview will be an informal discussion over base maps, brief and focused on specific issues.
- Meeting notes will be prepared and summarized in the Issues and Opportunities Report.

Phase 1 Summary:

- DELIVERABLES- meeting materials (maps, presentations etc) meeting notes, meeting sum***m***aries
- OUTREACH DELIVERABLES- project website including scope, briefing book, meeting summaries, stakeholder emails, flyers and other materials announcing public meeting, informational presentation to the Appearance Commission, Historic Development Commission, Bicycle Pedestrian Advisory Commission
- MEETINGS- one pre-meeting conference call, one internal meeting lasting approx. ½ day, one large public meeting (to be held in the evening), 3 days of stakeholder interviews

Phase 2: Discovery

Task 4: Urban Design Analysis

AECOM will review and assess the corridor's existing plans, zoning, comprehensive plan polices, streetscape, and street and right-of-way dimensions in order to establish a common understanding of the corridor's physical and policy context. This analysis will include:

- Existing Plans and Policies such as the 2030 Comprehensive Plan, the various Overlay Districts (Neighborhood Conservation, Historic, and Pedestrian Business), and the Capitol Boulevard Corridor Study.
- Corridor/Street Inventory to include; street cross-section and lane dimensions, right-of-way, sidewalk inventory, curb cuts, street trees, on-street parking (location, duration, cost) bike facilities, and transit routes and stop locations.
- AECOM will create a series of urban context and street design diagrams that illustrate the various issues graphically to highlight their importance and shape conclusions about corridor design strategies.

Task 5: Existing Traffic Conditions & Analysis

5.1 Existing Corridor Traffic Model

AECOM will build upon the existing corridor traffic model, provided by the City (Synchro 8.0 version which utilizes the 2010 HCM methodology for traffic analysis) in order to analyze existing traffic operations. This model currently includes traffic counts at all 36 signalized intersections. This existing corridor traffic model will be updated to include:

- The collection of AM and PM peak hour traffic counts for the18 unsignalized intersections along the corridor (City to collect remaining unsignalized intersection counts).
- Verifying signal timing plans (2070 timing plan sheets)
- Transit routes, stop locations and transit headways
- On-street parking conditions (location, duration)

5.2 Existing Traffic Analysis

AECOM will utilize the updated corridor traffic model to conduct a traffic operations analysis for the AM and PM peak hour. This existing conditions analysis will focus on intersection and overall corridor operations including back-ups, v/c ratios, LOS, storage lengths, system timing and other considerations. This analysis will be used to understand and communicate the current traffic operational conditions and identify critical areas that will need focused attention when developing operational alternatives such as a road diet and/or two-way conversion.

5.3 Crash Analysis

AECOM will conduct a crash analysis utilizing the TEASS software and existing NCDOT crash database to identify crash patterns and potential causes, and solutions.

5.4 Additional Transportation Analysis

- Conducting vehicle travel-time runs during the AM and PM peak periods.
- Recording a real-time video record of typical travel time along the project corridor.

Task 6: Issues and Opportunities Report

The meetings and analysis work of Phase 1 and 2 will be summarized into an Issues and Opportunities Report. This report will be a highly graphic summary organized into a series of framework and technical analysis diagrams that will form the foundation for a range of transportation scenarios that will be used to engage the public in the next phase of the project. This Report will include:

- Summary of the public kick-off session and stakeholder interviews to include a draft of the study's goals and objectives.

- Summary of the Urban Design Analysis
- Summary of the Existing Traffic Analysis

Phase 2 Summary:

- DELIVERABLES- Issues and Opportunities Report
- OUTREACH DELIVERABLES- Stakeholder email announcing Issues and Opportunities report, Issues and Opportunities Report posted to the website as information (no public comment period)
- MEETINGS- 1-2 conference calls as necessary to discuss data needs/questions, review Issues and Opportunities draft report

Phase 3: Design

Task 7: Identification and Analysis of Transportation Scenarios

Based on the existing traffic analysis and community and stakeholder kick-off sessions, a series of potential scenarios for the corridor will be defined. The scenarios will be tailored to the unique conditions of the identified subareas (such as Wake Forest Road vs. Blount or Person Streets) and designed to address the issues and desires expressed by the community.

7.1 Scenario Identification

These scenarios will include at a minimum; partial two-way conversion, full two-way conversion, and various road diets to include on-street parking, bike facilities, and pedestrian enhancements.
AECOM will work with the PRT to define the range of potential scenarios for further evaluation.

7.2 Scenario Evaluation

Based on the existing conditions analysis conducted, we will model the traffic impacts on the corridor and subareas for the identified scenarios, including potential roundabouts. This analysis will be conducted based on a defined evaluation methodology that will include agreed upon assumptions for future traffic growth and planning horizon (future year analysis). Traffic impacts will be assessed and evaluated in order to focus the streetscape and urban design concepts on key scenarios, identify critical technical hurtles, and communicate the potential impacts to the public.

7.3 "Starter" Idea Development

In preparation for the Public Design Workshop AECOM will prepare a series of "starter ideas" and streetscape design concepts for the corridor that explore the design opportunities of the various transportation scenarios. These concepts will be utilized to engage the public and solicit initial input during the multi-day workshop. The Workshop will focus on refining and selecting a preferred approach and outlining the urban design, transportation, and implementation strategy. It will serve as the foundation of the Final Plan and recommendations. AECOM will prepare an Alternatives Analysis Report that will summarize the identification, evaluation and starter idea development for formal internal City review prior to the Public Design Workshop.

Task 8: Multi-day Public Design Workshop

Building from the analysis of the transportation scenarios, AECOM will facilitate the multi-disciplinary evaluation by utilizing a multi-day Public Design Workshop process. This workshop process will combine a series of public meetings and team design sessions into an intense design effort that will conclude with the presentation of a combined evaluation of scenarios that weighs their cost/benefit. It is important that this evaluation incorporate the urban design and streetscape opportunities and the Design Workshop will be utilized to fully explore these design implications.

Workshop Agenda

The workshop will be conducted over three days. We will establish a "design studio" to hold the workshop. The location of the studio should be easily accessible to the public, large enough to hold public presentations, and allow our Team to set up a working studio over the multi-day event. The workshop open house and public sessions will be staffed by the team to include designers from AECOM, Susan Hatchell Landscape Architecture, and Alta/Greenways. The workshop, open to the public, will be focused around three major public events; 1) the kick-off and design session, 2) a design open-house over the three days, and 3) a closing presentation of the workshop's results.

A more specific agenda will be prepared in advance of the workshop and will generally include:

- Day One – During the first day of the workshop we will present the results of the Issues and Opportunities activities, stakeholder interviews, and potential corridor scenarios in an evening public kick-off event, organized around subarea brainstorming and public input. During the day, the AECOM team will set up the design studio and begin preliminary design work and conduct selected field reviews.

- Day Two – During the day our team will work on-site to develop and refine the various urban design and transportation concepts. Interested stakeholders and the public will be encouraged to work with project designers in this open house format. Key stakeholder/neighborhood group meetings can be scheduled throughout the day for interim review and discussion.

- Day Three – The work produced during the workshop will be presented the evening of the final day in a formal public presentation allowing for comment and feedback on the preliminary designs. The public will be encouraged to attend the beginning and ending sessions of the workshop for general coverage. Individuals interested in specific issues will be encouraged to attend the design open-house throughout the multi-day session.

Phase 3 Summary:

- DELIVERABLES - Alternative Analysis Report, Workshop Wrap-Up Powerpoint (annotated Powerpoint from Workshop)
- OUTREACH DELIVERABLES- public workshop announcement collateral (posters, emails, etc), public workshop materials, presentations, notes
- MEETINGS- conference calls to review preliminary designs, workshop prep, onsite multiday public workshop, conference call for workshop debrief and review of workshop wrap-up powerpoint

Phase 4: Deliver

Task 9: Draft Recommendations & Report

Following the Public Design Workshop we will prepare a draft plan report that documents and refines the recommendations and public input from the workshop. This document will rely heavily on a graphic description of the Plan's vision (plans, drawings, sketches, etc.) along with a narrative outlining the overall process, public input, analysis, and implementation strategy. This Draft Report will include the following key deliverables:

- Transportation & Streetscape Design Concepts – Block-by-block design plan overlaid on aerial and typical street cross-sections for all key conditions outlining: street design standards, bicycle connections, pedestrian facilities, and other infrastructure projects related to the urban design of the recommended corridor transportation scenario.
- Renderings & Sketches – Up to three (3) illustrative photo-imaging and sketches will be utilized to communicate to the public and key stakeholders the visual intent and potential of the Plan's proposed vision. We view these as critical tools in communicating the plan to the public and key stakeholders.
- Policy Recommendations – Including any Comprehensive Plan policy recommendations and/or recommended improvements to adjacent properties, describing the form and setback of development in key areas and conditions.

- Project Poster - a Project Summary Poster will be produced that presents a graphic executive summary of the study's recommendations and vision. Many times this Project Poster becomes the primary communication tool, serving as an easily distributed, displayed and understood description of the Plan's critical recommendations.

9.1 Draft Public Presentation
Following internal review of the Draft Report and Project Poster AECOM will present the plan in a public open house presentation for review and public discussion.

Task 10: Final Recommendations & Report
The Draft Report will be revised and finalized following City and public review. The Final Recommendations and Report will additionally include:

- Implementation Plan - The implementation strategy will include a phased plan that outlines short-term and long-term steps. Short-term steps may include improving signal timing, and coordination of signals in tied to potential lane reconfiguration scenarios. Long-term steps will likely involve corridor streetscape and urban design enhancements. Typical functional designs will be developed for various scenarios describing lane configuration, on-street parking, bike facilities, sidewalk and streetscape enhancement, etc. Designs will identify modifications required to the adjacent properties (as necessary) as well as key streetscape features. These designs will be refined and reviewed based on traffic engineering standards to ensure their technical implementation.
- Preliminary Cost Estimate - Preliminary cost estimates will be developed based on the functional design, cross section concepts, signalization requirements, and streetscape recommendations. These estimates will be an "estimate of probable cost" based on the preliminary design and will be utilized to assist the City in evaluating the cost/benefit of various alternatives. AECOM will provide phased implementation plan with a timeline and cost for each phase.

10.1 Final Public and City Council Presentation
Following the review and finalization of the Final Report and Project Poster, and Implementation Plan, AECOM will present the plan in a public open house presentation and to the City Council for review and approval.

Phase 4 Summary:
- DELIVERABLES: Draft report, final report, presentation materials
- OUTREACH DELIVERABLES: meeting announcements, public meeting logistics, website updates including report commenting ability, presentations for all public meetings
- MEETINGS: public meeting to review draft plan, presentation of draft plan to boards/commissions for comment, final presentation to Council (and NCDOT if necessary)

VI. PROJECT OUTREACH AND COMMUNICATIONS

OUTREACH AND COMMUNICATIONS STRATEGY

City staff will be primarily responsible for creation and maintenance of the following products, with content provided by the Consultant team.

- *Project graphic identity/logo*
- *Project website*
- *Press releases*
- *Video documentation of public meetings, creation of informational video*
- *Online interactive presence, including ability for document commenting*
- *Periodic project updates via govdelivery emails, newsletters*

MEETING PRODUCTION

AECOM team will be responsible for all meeting presentations, graphics, and leading the public meetings.
City staff will be responsible for securing meeting locations, coordinating outreach and notification of meetings, all printing needs, AV and room setup, and providing support staff.

PROJECT TEAM COMMUNICATIONS

Because of the multi-faceted nature of the project, weekly project calls and progress reports will be necessary. These communications will be primarily between the project manager for AECOM and the project manager for the City of Raleigh, with additional staff and consultant team members included as necessary.

PROJECTED LIST OF KEY MEETINGS

Phase One

- *Informational meeting for commissions (RHDC, AC, BPAC, SMAC if needed)*
- *Conference call in preparation for public meetings*
- *Internal Project Kickoff*
- *External Project Kickoff*
- *Stakeholder Interviews*
- *Conference call debrief*

Phase Two

- *Conference call to review data needs*
- *Conference call to review draft Issues and Opportunities report*

Phase Three

- *Conference calls for internal review of preliminary design alternates*
- *Conference calls for design workshop preparation*
- *Design Workshop (3 days)*
- *Conference call for design workshop debrief*

Phase Four

- *Conference call to review draft report, meeting logistics*
- *Public meeting to review draft report*
- *Review meetings for commissions (RHDC, AC, BPAC, SMAC as needed)*
- *NCDOT review*
- *Conference call to review results of public meeting, NCDOT, commission feedback*
- *Final report presentation to City Council*

Additional small meetings with constituent groups will be added as needed. Key city staff is available for meetings outside of the scheduled AECOM Raleigh visits.

VII. PROJECT TIMELINE

Part I Desire **August-October 2012**

0.0 Project Management, Coordination
1.0 Project Kick-Off Workshop
2.0 Public Kick-off Session
3.0 Stakeholder Interviews

Part II Discovery **September-November 2012**

4.0 Urban Design Analysis
5.0 Existing Traffic Conditions & Analysis
5.1 Existing Corridor Traffic Model
Unsignalized Intersection Data Collection
5.2 Existing Traffic Analysis
5.3 Crash Analysis
5.4 Additional Transportation Analysis
6.0 Issues & Opportunities Report

Part III Design **September-December 2012**

7.0 Identification and Analysis of Transportation Scenarios
7.1 Scenario Identification
7.2 Scenario Evaluation
7.3 Starter Idea Development
Alternatives Analysis Report
8.0 Multi-day Public Design Workshop

Part IV Deliver **November 2012-March 2013**

9.0 Draft Recommendations Report
CAD concept plan
Photo Images
9.1 Draft Public Presentation
10.0 Final Recommendations Report
10.1 Final Public and City Council Presentation