The Triangle Region’s Transit Providers Get Ready To “Go”

Later this month, the Triangle’s transit providers will have new names with a common catchphrase, “Go.” It marks a refreshed brand identity for three of the transit systems that serve 14.1 million riders in the Triangle each year.

Durham Mayor and Triangle Transit Board Chair William V. “Bill” Bell, Raleigh Mayor Nancy McFarlane and N.C. Secretary of Transportation Tony Tata will kick off the new look of public transit on Wednesday, March 25, 2015 at 8:30 A.M. outside the N.C. Department of Transportation building at 1 South Wilmington Street in downtown Raleigh.

“By choosing ‘Go’ as part of our name, we want to transform the travel experience with a new look and safe, reliable, convenient public transit as a preferred transportation choice,” said Lauren Parker, Marketing Manager for Triangle Transit and team leader for the rebranding effort. “In researching new ways to provide seamless transit service, all of the transit providers were pleased that customers wanted us to do more to see that our services are easily recognizable and connected.”

Beginning March 25th, the family of services will be called GoTransit. The new individual transit system names will be:

• GoDurham (From DATA)
• GoRaleigh (From CAT)
• GoTriangle (From Triangle Transit)

Cary’s C-Tran will become GoCary in 2016. Chapel Hill Transit will decide at a later date if it will change its name to GoChapel Hill.

“The design of the buses was driven by the idea of connections and motion. Being in the Triangle, bringing that movement to life using triangular shapes was a natural choice,” said Scott Scaggs, Creative Director for Clean Design of Raleigh. “The colors for the systems were determined by legacy shades for each and slightly shifted to maintain a cohesive color, reinforcing a united Triangle mass transit brand.”

The public will see the new identity reflected immediately on several buses for GoDurham, GoRaleigh and GoTriangle. Buses and other vehicles on the road will incorporate the new logo and design elements gradually; new vehicles will carry the new design as they are purchased. The changes will be phased in on Bus Operator uniforms, bus passes and schedules.

The N.C. Department of Transportation assisted with funds for the rebranding project.

The name change and transition will affect social media and websites, which will begin the change over in late March. Visit us at www.gotransitnc.com. The visual rebranding effort continues years of regional cooperation among transit agencies to provide a call center at 919-485-RIDE, the first regional on-time arrival app in the nation, digital signage, fare collection and marketing.

For more information, contact David Eatman, GoRaleigh, 919-996-4040.

Support Local Businesses; Play Raleigh Bingo

The recent winter weather has created economic hardships for small businesses, community organizations, service providers and more. So here’s your chance to shop local, keep more of your hard earned money in our local community and win great prizes while doing it with Raleigh Bingo.

“Shopping locally owned stores is important to Raleigh’s economy as it keeps money within our community and results in local tax base growth,” said the City of Raleigh’s economic development manager, James Sauls.
The new dates are: cancelled due to inclement weather. The meetings were originally scheduled for last month but were meetings to discuss public art for Hillsborough Street Phase II. The City of Raleigh has set new dates for two public engagement meetings for Public Art on Hillsborough Street Closings

First Friday Closings

On First Friday of each month, from 6 p.m. to midnight, the 00 block of Hargett Street between Fayetteville Street and Wilmington Street will be closed. This closure will also include the south side sidewalk of the block.

April 3 East Hargett Street will be closed from Fayetteville Street to Wilmington Street from 6 p.m. until 1 a.m.

New Dates Set for Public Engagement Meetings for Public Art on Hillsborough Street

The City of Raleigh has set new dates for two public engagement meetings to discuss public art for Hillsborough Street Phase II. The meetings were originally scheduled for last month but were cancelled due to inclement weather.

The new dates are:

- Thursday, April 23, at 6 p.m. at the Hillsborough Street Community Services Corp., 2416 Hillsborough St; and,
- Friday, April 24, at 11 a.m. at Pullen Arts Center, 105 Pullen Road.

Residents are invited to bring photos, clippings, and stories about Hillsborough Street that could be integrated into the concept designs.

Project artists David Dahlquist and Justin Platts of RDG Dahlquist Art Studio will be on hand to discuss their previous projects and answer questions regarding their concept designs for a series of public art piers to be integrated within the Hillsborough Street corridor. They will share imagery highlighting key historical, social, and cultural aspects of the street, along with information on transforming two-dimensional images into three-dimensional ceramic tile reliefs.

“We are excited by the opportunity to integrate artwork within the design of the Hillsborough streetscape and to get to know the community and the City of Raleigh,” said Mr. Dahlquist. “It’s not every day that our work becomes part of a living history that dates back to 1792.”

The Public Art and Design Board’s artist selection panel recommended the artists for public art on Hillsborough Street based on their demonstrated experience providing creative enhancements for streetscape elements in other cities. David Dahlquist is a nationally recognized public artist and teacher who leads RDG Dahlquist Art Studio. His work ranges from free-standing sculptures to major architectural installations. A recent streetscape installation project, “Tree of Life” in Omaha, Neb., won several awards at both the national and community levels. Justin Platts is a landscape architect with RDG Planning & Design, specializing in urban design.

Public art at selected City of Raleigh sites is authorized by the Half Percent for Art Ordinance. The ordinance was adopted by the City Council in 2009 and implemented by the City’s Public Art and Design Board and the City of Raleigh Arts Commission.

The City’s Office of Raleigh Arts supports and promotes the arts in Raleigh by administering the programs of the Arts Commission and the Public Art and Design Board and supporting the Pullen and Sertoma arts centers. The Office of Raleigh Arts is part of the City of Raleigh Parks, Recreation and Cultural Resources Department.

For more information, contact Kim Curry-Evans at 919-996-4688.

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