

Revolutionizing GoRaleigh Wayfinding with Pattern-Based Bus Route Numbers

Raleigh is undergoing a transit renaissance! Our shining new Union Station welcomes thousands of passengers to our city each day, a transformational bus rapid transit system will soon connect the city, and a new integrated Bus Terminal offers great promise for the future. With transit in Raleigh poised to welcome a deluge of new riders, now's the perfect time to improve the navigability of our sprawling service. One improvement GoRaleigh can easily make is to change route numbers such that they indicate important information about each route. This document proposes a system for doing exactly that, which would improve wayfinding and help make GoRaleigh more welcoming to every rider.

How the New Route Numbers Work

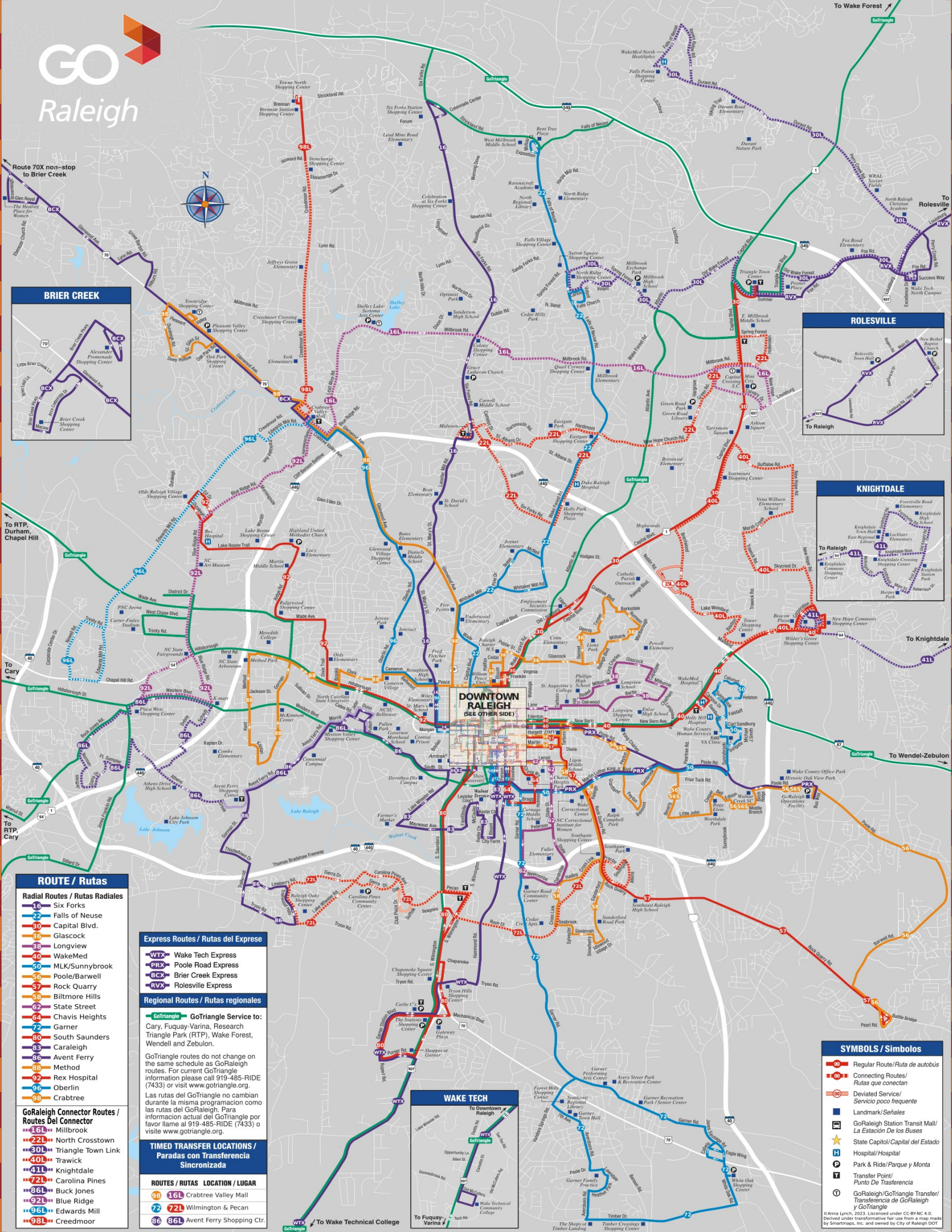
The new route numbers are organized around GoRaleigh's existing services. No routes nor schedules have been altered, and the names of almost every service are the same. There are 3 types of routes in the proposed system, just as there are 3 types of routes currently: radial routes, link routes, and express routes. Radial routes are by far the biggest group, and so the renumbering system is built around them.

Radial routes are routes which run between Downtown Raleigh and some point outside of Downtown Raleigh, typically along one or two major arterial roads. In keeping with their nature as the backbone of the network, each radial route uses a 2 digit number, ranging from 10 to 99. The number is dependent on the location of the route, as well as its frequency. When it comes to location, radial routes are numbered like a clock: the bus route going due north, currently numbered 8, takes the lowest number, 16. To the right of 16 is 22, followed by 30, and so on. The number of each route follows that of the route immediately counterclockwise to it and precedes that of the route immediately clockwise to it. In addition to location-based numbering, each radial route's second digit reflects its frequency. Route numbers with a '0' as their second digit indicate 15-minute frequencies. Furthermore, even numbers indicate 30-minute frequencies at peak times, and digits less than 5 indicate 30-minute frequencies at off-peak times. Through these simple rules, riders will at a glance know everything they need.

Radial routes, of course, are only part of the network. An important pillar of connectivity for our heavily suburbanized city are our outlying link routes, which offer important, local, full-day service without entering Downtown. Each link route is simply numbered for a radial route to which it connects, followed by an 'L'. The 98L bus route, for example, connects to radial route 98. This pattern doesn't communicate anything about frequency, but is clear and consistent, and builds upon the 'L' scheme already employed by GoRaleigh. By integrating link route numbering with that of radial routes, we can help riders better place themselves on the network while using the crucial link services.

The last part of the network are the express routes, which give rush hour commuters lightning-fast mobility options across the city, typically at low frequencies and with very limited stops. Currently, some express routes are three letter acronyms, and others 2 digits followed by X. Under the new framework, though, because these routes are operated completely differently from the local buses, they will all use three letter acronyms. Furthermore, each will be referred to by its non-Raleigh destination; the fact that they go to Raleigh is implied by the fact that they're GoRaleigh buses! The Fuquay-Varina—Raleigh Express, for example, is now simply the Fuquay-Varina Express. The 40X Wake Tech Express, meanwhile, is now the WTX Wake Tech Express. This will avoid unnecessary confusion about why some services are numbered and others lettered, making a smoother ride for everyone.

The next page illustrates a vision of what GoRaleigh would look like with these reforms implemented!



BRIER CREEK

BCX
 98
 Brier Creek Shopping Center
 Alexander Promenade Shopping Center
 Little Briar Creek L.L.
 Brier Creek L.L.
 Brier Creek Shopping Center

ROLESVILLE

RVX
 30L
 Rolesville Shopping Center
 Rolesville Town Hall
 Rolesville High School
 Rolesville Middle School
 Rolesville Elementary

KNIGHTDALE

41L
 40L
 Knightdale Shopping Center
 Knightdale Town Hall
 Knightdale High School
 Knightdale Middle School
 Knightdale Elementary

DOWNTOWN RALEIGH
(SEE OTHER SIDE)

WAKE TECH

WTX
 72
 Wake Technical Community College
 Wake Tech Express
 Wake Tech Express

ROUTE / Rutas

Radial Routes / Rutas Radiales

- 16 Six Forks
- 22 Falls of Neuse
- 30 Capital Blvd.
- 36 Glascock
- 38 Longview
- 40 WakeMed
- 50 MLK/Sunnybrook
- 56 Poole/Barwell
- 57 Rock Quarry
- 58 Biltmore Hills
- 62 State Street
- 64 Chavis Heights
- 72 Garner
- 80 South Saunders
- 83 Caraleigh
- 86 Avent Ferry
- 88 Method
- 92 Rex Hospital
- 96 Oberlin
- 98 Crabtree

GoRaleigh Connector Routes / Rutas Del Connector

- 16L Millbrook
- 22L North Crosstown
- 30L Triangle Town Link
- 40L Trawick
- 41L Knightdale
- 62L Carolina Pines
- 72L Buck Jones
- 86L Blue Ridge
- 96L Edmonds & Pecan
- 98L Creedmoor

Express Routes / Rutas del Expres

- WTX Wake Tech Express
- PRX Poole Road Express
- BCX Brier Creek Express
- RVX Rolesville Express

Regional Routes / Rutas regionales

GoTriangle Service to: Cary, Fuquay-Varina, Research Triangle Park (RTP), Wake Forest, Wendell and Zebulon.

GoTriangle routes do not change on the same schedule as GoRaleigh routes. For current GoTriangle information please call 919-485-RIDE (7433) or visit www.gotriangle.org.

Las rutas del GoTriangle no cambian durante la misma programación como las rutas del GoRaleigh. Para información actual del GoTriangle por favor llame al 919-485-RIDE (7433) o visite www.gotriangle.org.

TIMED TRANSFER LOCATIONS / Paradas con Transfencia Sincronizada

ROUTES / RUTAS LOCATION / LUGAR

- 98 16L Crabtree Valley Mall
- 92 72L Wilmington & Pecan
- 86 86L Avent Ferry Shopping Ctr.

SYMBOLS / Simbolos

- Regular Route/Ruta de autobús
- Connecting Routes / Rutas que conectan
- Deviated Service/ Servicio poco frecuente
- Landmark/Señales
- GoRaleigh Station Transit Mall/ La Estación De los Buses
- State Capitol/Capital del Estado
- Hospital/Hospital
- Park & Ride/Parque y Monta
- Transfer Point/ Punto De Transfencia
- GoRaleigh/GoTriangle Transfer/ Transfencia de GoRaleigh y GoTriangle

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