



MEDIA RELEASE

For Immediate Release

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‘Clean Graffiti’ on Burlington sidewalks to promote Piedmont rail travel

BURLINGTON, NC— Several sidewalks that lead to the Burlington Train Station were tagged with ‘Clean Graffiti’ this week. The Piedmont Triad Regional Council in partnership with the North Carolina Department of Transportation (NCDOT), the Triangle J Council of Governments (TJCOG), and the Centralina Council of Governments (CCOG) has initiated an awareness campaign to encourage passenger rail connection across the Piedmont Crescent (Charlotte to the Triad to Raleigh).

‘Clean Graffiti’ is pressure washing on top of a stencil placed on a sidewalk. The message of the stencil then appears as a contrast between the washed and unwashed cement. These eco-friendly messages eventually fade due to foot traffic and weathering. The stencil being used as part of this campaign has the logo ‘Make the Connection’ along with a train, a bus, and a person on a bike (see attached photo)

Amtrak’s Piedmont Service runs four routes daily traveling from Charlotte to Raleigh and stopping in Burlington. The goal of this Clean Graffiti campaign is both to promote rail travel throughout the Piedmont Crescent as well as to highlight ‘first-mile/last-mile’ solutions. In a transportation network, ‘first-mile/last-mile’ refers to the impediment of getting to the station from your home or to a destination from the station. The proximity of Link Transit to the Burlington Train Station is one such ‘first-mile/last-mile’ solution. The sidewalks where the Clean Graffiti will be stenciled is another.

The ‘Clean Graffiti’ can be found now on key sidewalks throughout downtown Burlington including spots along Church St., Main St., and Webb Avenue.

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Our Mission:

“The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees.”

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