

# WAKE COUNTY TRANSIT PLAN

## Transit Planning Advisory Committee

Community Engagement (CE) Subcommittee Meeting  
Thursday, January 25, 2024 | 1:30-3:00pm

WebEx Link: <https://campo-nc.webex.com/campo-nc/j.php?MTID=md36a74297cad7c744c327bee265efab0>

Call-In: 650-479-3208      Pass Code: 2530 084 3725

### Meeting Agenda

- 1. Welcome and Introductions** (Curtis Hayes, Chair)
- 2. Adjustments to the Agenda**
- 3. Reminders/Wrap-Up/Highlights**
  - TPAC endorsed the CE February-July Task list on January 17, 2024. Attachment A
- 4. Draft FY2025 Wake Transit Work Plan: Materials, Messaging, and Outreach Overview**  
(Information Item: Curtis Hayes, 15 minutes)

An update regarding the overall strategy for the Draft FY2025 Wake Transit Work Plan is the focus on this presentation by GoTriangle. Updates to the existing draft materials will be discussed.

- 5. Draft FY2025 Wake Transit Work Plan: Community Engagement Schedule**  
(Information Item: Liz Raskopf, Go Triangle, 10 minutes)

GoTriangle will present updates to the planned schedule of engagement events and activities for the upcoming Draft FY25 Wake Transit Work Plan engagement period, February 26 – March 26, 2024.

- 6. FY2024 3<sup>rd</sup> Quarter Work Plan Amendments: Engagement Summary Report**  
(Information Item: Curtis Hayes, 10 minutes)

GoTriangle will provide a brief review of the engagement summary for the FY24 Q3 Wake Transit Work Plan Amendment Requests including the community review and comment period from December 8, 2023 to January 5, 2024.

- 7. 2026-2035 Wake Transit Plan: Brand and Development Overview**  
(Information Item: Stephanie Plancich, CAMPO, 10 minutes)

Development of the FY2026-2035 Wake Transit Plan Update Engagement Plan is underway. CAMPO staff will share the project logo, provide an overview of the development process, and review the role of the CTT throughout the process. The Public Engagement Plan and phase 1 engagement strategy will be presented at the February CE meeting.

CE Chair: R Curtis Hayes, GoTriangle, [rhayes@gotriangle.org](mailto:rhayes@gotriangle.org)

Vice Chair: Andrea Epstein, Raleigh, [andrea.epstein@raleighnc.gov](mailto:andrea.epstein@raleighnc.gov)

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

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### 8. **Wake Transit Advertising Proposal** (Information Item: Wendy Mallon, 10 minutes)

GoTriangle will provide an overview of potential projects and other information regarding a general awareness campaign proposal designed to spotlight the following questions: 1) What is Wake Transit? 2) How does it affect me? 3) How can I be involved?

### 9. **Project Presentation: Knightdale Route 33 Crosswalk & Sidewalk Project** (Information Item: Andrew Spiliotis, 10 minutes) **Attachment B & C**

The Town of Knightdale's CFAP project is to design and construct crosswalks at three intersections along Knightdale Blvd (64 Bus.) where GoRaleigh Route 33 operates, and design sidewalk gaps along the west side of Old Knight Rd between Forestville Rd and Knightdale Blvd. The CFAP funded project will add crosswalks at the following Knightdale Blvd intersections at: Hinton Oaks Blvd (east leg), Parkside Commons Dr/Bozeman Dr (west leg) and Old Knight Road / N. 1<sup>st</sup> Ave. (north and east legs). The sidewalk component will create a continuous pedestrian route between Knightdale High School and downtown / Route 33 bus stops. The project was developed as one of three hot spot projects in our 2022 CTP which included substantial outreach. Proposed CFAP project outreach methods will include a website, social media posts, an open house, yard signs and flyers at bus stops and crosswalk locations, targeted outreach to Knightdale High School and Spanish language flyers at a key community.

### 10. **City of Raleigh – Busopoly Campaign** (Information Item: Andrew Miller, 10 minutes)

GoRaleigh launched its Busopoly Marketing Campaign in July 2023. The campaign encourages residents of Raleigh, NC and the surrounding area to "Go with GoRaleigh" through a nostalgic design that incorporates a twist on the classic board game.

### 11. **Other Business** Any other business items?

### 12. **Adjourn** Next Meeting is on Thursday, February 22, at 1:30 pm.