

# GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

## Wake Transit Engagement Strategy – Level 2

May 23, 2024

**Project Name:** Recommended FY 2025 Wake Transit Work Plan

**Phase Description:** Recommended Work Plan Community Engagement

**Project ID#:** T0002

**Project Sponsor/Lead Agency:** GoTriangle

**Contact Person:** R Curtis Hayes

**Phone:** 919-482-5011

**Email Address:** rhayes@gotriangle.org

**Proposed Activity Date(s):** May 30, 2024, through June 12, 2024

**Select Your Activity Type:**       Wake Transit Program-Level Activity

Sponsor Project-Level Activity

**Do you have consultant support for this activity?**    Yes    No

**Company:** N/A

**Select purpose of engagement effort:** Inform, Consult, Involve

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

### Brief description of the event or activity:

#### Purpose

The purpose of community engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the Recommended FY 2025 Wake Transit Work Plan. An additional objective is to effectively communicate with the entire community about the opportunities available to receive more information and participate in Recommended Work Plan development through the review and commenting process.

### Development & Adoption Schedule

Draft FY25 Work Plan	Recommended Work Plan	Adoption of FY25 Work Plan
<u>Sept '23 – Jan '24</u> Plan Development	<u>March – April '24</u> Edits and Updates	<u>May '24</u> TPAC Approval
<u>Feb '24</u> Release for Public Review	<u>May '24</u> Release for Public Review	<u>June '24</u> CAMPO & GoT Boards Adopt

## Engagement Schedule

The community review and public comment period is May 30, 2024, through June 12, 2024. In accordance with the Wake Transit Community Engagement Policy, it was determined that the Recommended FY 2025 Wake Transit Work Plan requires a 14-day public review and comment period. As the entire Wake County community could be impacted by the Recommended Work Plan, it was determined that a multichannel digital engagement strategy combined with a word-of-mouth campaign is the most appropriate engagement method to successfully meet the specific needs of the effort. The strategy includes a PDF of the Recommended Work Plan posted online for community review, an online comment form on GoTriangle's Public Input channel, a graphic design element announcing the comment period, and messaging distributed through the following digital channels and previously scheduled in-person events:

- 1) Email Campaign
- 2) GoForward Website
- 3) Social Media: Facebook (GoTriangle)
- 4) Social Media: Instagram (GoTriangle)
- 5) Social Media: X (GoTriangle)
- 6) Social Media: X (Wake Transit)
- 7) Survey (online)
- 8) Tabling (inclusion at currently scheduled events)
- 9) Talking Points
- 10) Wake Transit Blog
- 11) Wake Transit Progress Report
- 12) Word-of-Mouth

Wake Transit partners are encouraged to share the digital messages and also promote the opportunity through word-of-mouth efforts within their communities. Communication with stakeholders about the effort during regular, daily interactions, or even while speaking on the agendas of meetings, conferences, and other events, helps with message saturation.

## In-Person Events Schedule

LOCATION	TYPE	DATE & TIME
Cary Depot	In-Person Tabling	June 4   2pm-4pm
RTC, GoTriangle HQ	In-Person Tabling	June 6   11am-1pm
Moore Square, Raleigh	In-Person Tabling	June 7   10:30am-12:30pm
Bike Rodeo, Morrisville	In-Person Tabling	June 8   10am-Noon
Perry Health Sciences Campus	In-Person Tabling	June 10   11am-2pm
RTC, GoTriangle HQ	In-Person Tabling	June 12   9am-Noon

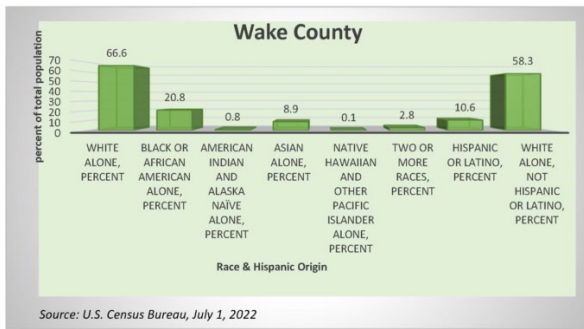
## Messaging

This section includes the following messages:

- Public Notice: A 14-day public comment period for the Recommended FY 2025 Wake Transit Work Plan is scheduled for May 30, 2024 – June 12, 2024.
- We need your input to help make Wake Transit a system that is accessible, safe, and adds to the quality of life of all residents.
- Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.
- June 12, 2024 is the last day to comment.

**Key Audiences: Title VI Population Profile**

This section is included below and considers how the Recommended Work Plan will impact Title VI and Limited-English Proficiency populations, as well as how it will address the needs and concerns of relevant communities of concern.



**Tactics and Tools Checklist**

See Appendix 1 and Appendix 2 for the communications and community engagement tactics and tools checklists.

**Geographic boundary of this activity? (Corridor, Countywide, municipal boundary, etc.)**

Countywide

**Was an engagement equity analysis completed for this project? (X) Yes No**

The equity analysis is attached.

**Support Requested from TPAC Partners: (Add rows if needed)**

Support Description	Specific Dates
Repost/Share Social Media Content	May 30, 2024 - June 12, 2024
Email Distribution	May 30, 2024 - June 12, 2024
Websites, newsletters, emails, social media	May 30, 2024 - June 12, 2024
Word-of-Mouth	May 30, 2024 - June 12, 2024

**Which month do you plan to present this form and your activity information to the Community Engagement Subcommittee? (It typically meets on the 4<sup>th</sup> Thursday of each month) May 30, 2024**

**Appendices**

**Appendix 1 – Communications Tools Checklist**

**Appendix 2 – Engagement Checklist**

**Appendix 3 – Communications Materials**

**Appendix 4 – Recommended FY25 Wake Transit Work Plan, Summary Report, Level 3**

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## Engagement Summary Report (ESR), Level 3

Recommended FY 2025 Wake Transit Work Plan

Date Submitted: June 27, 2024  
Contact Name: R Curtis Hayes  
Email: [rhayes@gotriangle.org](mailto:rhayes@gotriangle.org)  
Phone: 919-482-5011

### **Section 1: Project Overview**

The purpose of community engagement for the Recommended FY 2025 Wake Transit Work Plan was twofold: (1) Ensure that all members of the Wake Transit community were adequately informed about the opportunity to review the Recommended Work Plan; and, (2) Make certain that all members of the Wake Transit community were adequately informed about the opportunity to submit their comments regarding the Work Plan and its recommended capital investments and service improvements. The results of the engagement period indicated the effort was successful in achieving its dual purpose. In accordance with the Wake Transit Community Engagement Policy, a 14-day community review and public comment period was scheduled and conducted from May 30 - June 12, 2024. The engagement and communications strategy included digital communications tools, in-person engagement activities, and paid and unpaid social media marketing tactics. The paid digital marketing campaign, utilizing Facebook and Instagram platforms, targeted specific zip codes in Wake County that included the densest populations of communities of concern. These ads resulted in increased activity in these key demographic audience segments. Highlights included the following items:

- 1) 56 comments were received during the 14-day community review and public comment period.
- 2) 14% of survey respondents identified as Hispanic/Latino/Spanish. This exceeded the 10.6% as reported by the U.S. Census Bureau.
- 3) 14% of survey respondents identified as belonging to a minority race. This fell short of the 33.4% reported by the U.S. Census Bureau.
- 4) Nearly \$500 was used to target Facebook and Instagram posts to Wake County zip codes with the densest concentration of communities of concern members, resulting in a bump in several demographic categories during the second week of engagement.
- 5) The comment period was promoted during several in-person engagement activities and through an email campaign, website post, social media, a news release, and a blog post.

### **Section 2: Engagement Phases**

Following the recommendations of the Wake Transit Community Engagement Policy, Phase 1 of the FY 2025 Wake Transit Work Plan included a 30-day community review and public engagement period for the “Draft” Work Plan. It was conducted from February 26 – March 26, 2024. Also per the Wake Transit Community Engagement Policy, it was determined that Phase 2 of the FY25 Work Plan, the “Recommended” FY 2025 Wake Transit Work Plan, required a 14-day community review and public comment period. As the entire Wake County community could be impacted by the Recommended Work Plan, it was determined that a multichannel digital engagement strategy combined with a word-of-mouth campaign was the most appropriate engagement method to successfully meet the specific needs of the effort. The strategy included a PDF of the Recommended Work Plan posted online for community review, an online survey on GoTriangle’s Public Input channel found on GoForward’s Get Involved webpage, a graphic design element announcing the comment period, and messaging distributed through digital channels and previously scheduled in-person events.

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### Adoption Schedule

Draft FY25 Work Plan	Recommended Work Plan	Adoption of FY25 Work Plan
Sept '23 – Jan '24 Plan Development	March – April '24 Edits and Updates	May '24 TPAC Approval
Feb '24 Release for Public Review	May '24 Release for Public Review	June '24 CAMPO & GoT Boards Adopt

### Tools & Tactics

Exactly 56 comments were received during the 14-day community review and public comment period. The majority of these comments were received through the Public Input Survey platform that was embedded in the Get Involved page on <https://goforwardnc.org>. A few were also submitted via email. According to the Google Analytics metrics, social media posts (Figure 1) were the top points of origin for the majority of commenters. The second leading point of origin for users who clicked on links to the survey webpage came from distributed communications materials (Figure 2).

Figure 1 – Wake Transit Twitter



Figure 2 – GoTriangle Email



#### FY 2025 Recommended Wake Transit Plan Comment Period is Open Through June 12

The [Recommended FY 2025 Wake Transit Work Plan](#) is available for community review during a 14-day comment period from May 30 to June 12, 2024. Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.

In FY25, approximately \$49 million has been allocated for operational expenditures and \$203.1 million will support a variety of capital projects.

A few highlights include:

- Three new transit routes beginning service
- Numerous existing routes expanding to serve more people
- Bus stop and station improvements
- Expansion of existing safety and security measures

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. The Recommended Work Plan document can be [reviewed online](#).

Public comments are accepted through the following channels:

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

Mail: GoTriangle, C&PA, Wake Transit, 4900 Emperor Blvd., Suite 100 Durham, NC 27703

Text: WAKE252 to 855-626-2801 (charges may apply)

Call: 855-626-2801 (toll-free) and enter code 5148 to leave a voicemail

Regional Call Center: GoTriangle, (919) 485-RIDE (7433)

#### Join us for a Public Meeting

Date: Wednesday, June 12

Time: 4pm

Location: CAMPO Board Room

1 Fenton Main St. Suite 201

Cary, NC 27511

#### Leave us a Comment

Look over the proposed changes to the Recommended FY 2025 Wake Transit Plan and let us know what you think.

[Leave a Comment](#)

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### Targeted Ads on Facebook & Instagram

An overall goal of the comment period was to reach individuals in marginalized communities throughout Wake County. To enhance this effort, GoTriangle spent \$423 on Facebook and Instagram ads targeted to zip codes containing the densest areas of community of concern demographics. The ads ran from June 4-12, 2024. The results included a reach of 58,249, with engagement of 793, and link clicks of 748.

### Unpaid Social Media Posts

Wake Transit’s Twitter channel posted four times during the comment period and earned 434 total impressions, 12 engagements, and three link clicks. GoTriangle’s Twitter channel posted three times during the comment period and received 465 total impressions, 12 engagements, and three link clicks. GoTriangle’s Facebook channel posted three times during the comment period and got 278 impressions, eight engagements, and two link clicks. And, GoTriangle’s Instagram channel posted once during the comment period and tallied 163 impressions, nine engagements, and one profile visit.

### Email Results

A GoTriangle email was sent to 1,370 recipients on the opening day of the comment period. It was opened by 578 recipients, with 55 of them clicking a link to the survey webpage.

### GoForwardnc.org, Google Analytics

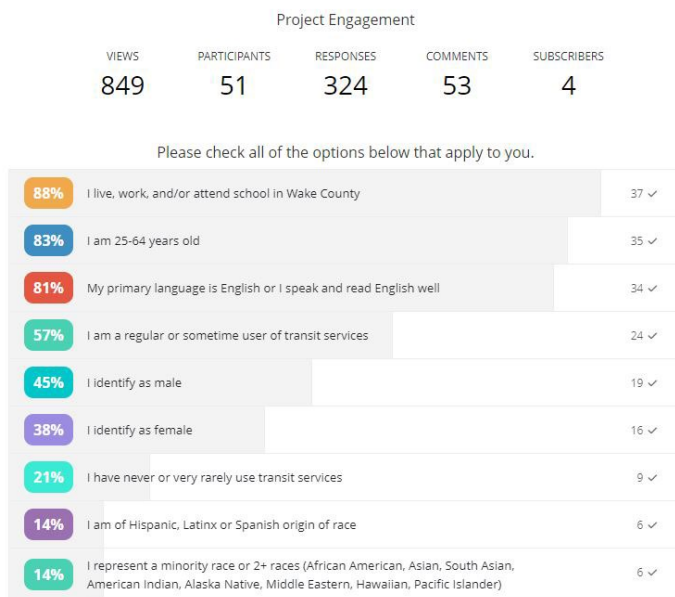
The GoForward > Wake website received an event count of 2,352 during the comment period. This number refers to the number of total events that occurred on the website, such as button and link clicks, downloads, and other activities. The total number of users was 716, total views was 779, with 695 entrances, with an average session duration of 37 seconds.

### In Person Events

LOCATION	TYPE	DATE & TIME
Cary Depot	In-Person Tabling	June 4   2pm-4pm
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Moore Square, Raleigh	In-Person Tabling	June 7   10:30am-12:30pm
Bike Rodeo, Morrisville	In-Person Tabling	June 8   10am-Noon
Perry Health Sciences Campus	In-Person Tabling	June 10   11am-2pm
RTC, GoTriangle HQ	In-Person Tabling	June 12   9am-Noon

### Demographic Analytics

#### Recommended FY 2025 Wake Transit Work Plan



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## Comments

1) I look forward to New Route 14 - Atlantic. I hope it actually happens!
2) I couldn't find a plan with enough details for me to truly understand the proposed changes. However, a previous version of the plan stated that the DRX would split into 2 lines (one from Downtown Raleigh to Durham Station and the other from Carter Finley (or District Drive) to Duke). I am hopeful that this change is still being considered. Thanks
3) Transit in Wake County is horrible. We're so far behind the times compared to so many cities half the size of Raleigh. Bus stops should not look like the red ones approved and implemented by the Raleigh city council. They should be classic -- because classic ones are safer for everyone. Buses should be frequent, clean, safe, and available for residents to go downtown or to any shopping area or to any nearby suburb. If people could ditch their cars for an easier, less-expensive solution, they would.
4) Wake county transit needs to add train/metro service to their transit options. Continuing to rely on roads is short sided
5) I believe more attention should be given to transit availability in Southern Wake County. The towns of Fuquay Varina and Holly Springs are underserved based on population growth over the last 10 years. These towns each have higher growth rate than that of the nearby areas (such as Garner, Apex, and Morrisville) that are currently served with both fixed service routes and microtransit.
6) I like the continual implementation of Youthgopass, expansion of services to Avent Ferry and Route 11, and updated bus operation to Rolesville-Wake Forest; in addition to the funding needed for upkeep, cleanliness, and maintenance of our buses.
7) Our addiction to automobiles is unsustainable. We need more and better alternatives. Also I'd personally like to advocate for more pedestrian-friendly infrastructure, especially roundabouts. It's very difficult for me to walk to the bus and unsafe since I need to cross a 6-lane stroad to do so.
8) Buses that connect Raleigh-Durham-RTP-Chapel Hill need to be far more common, dependable, and regular. A key part of this is better train service. NCDOT just removed several stops along the train corridor, which has had devastating effects on those communities. In short, more trains and buses more often to more places in order to de-center the car, end auto-centricity, and prioritize sustainable, human-scale transportation systems. NC spends hundreds of millions on roads and so little on non-car transit. This plan is far too small and will have little impact on what needs to be done to put humans, rather than cars, as the center of our lives/worlds.
9) Extend GoCary 5 to TenTen. Also fine a way to survey riders that do not or cannot fill this survey online.

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10) More funding for bus and local service - stop wasting time and money on light rail. Buses are empty, increase ridership and focus on the needs of the community instead of chasing you career goals.
11) Do Not Support! The plan is \$252 Million and \$227 Million is for the City of Raleigh; 90% of the money to Raleigh! and the rest of Wake County is left out! The Wake County Commissions need to understand, only 46% of Wake County citizens live in Raleigh.... The rest of us 64% pay that 1/2-cent sales tax that funds this transit plan.... the smaller communities need transit and Wake County does not care
12) More frequent bus service on existing bus routes, longer hours on existing bus routes, bus stops with shelters
13) Any new transit or highway plans needs to leave room in the right of way for future light rail when the feds will fund it. Also, Holly Springs and Fuquay-Varina need more, frequent service. They only have hourly peak hours service right now which is not convenient for most people. Also, please add bus rapid transit to Apex or Holly Springs from Raleigh. That would be so helpful for commuters
14) Add more weekend frequency, especially on GoTriangle intercity routes. Provide a one-seat trip to the airport on all intercity routes.
15) Would love reliable and safe bike infrastructure to be emphasized throughout busy areas and near stations. Point to point bus rapid transit would be appealing to me between downtown Raleigh, downtown Durham, and downtown Cary. This would be even better if a later night service was offered on weekends.
16) More sidewalks would be nice for pedestrians
17) We need some kind of regional rail/metro to get around the triangle. Unlike Charlotte the triangle is so spread out with areas like downtown Durham,Raleigh,RTP,north hills, and Cary. We don't have any transit to connect those areas. The only option we have to get around is cars on roads that get more congested every day.the planned brt routes are great for the city of Raleigh but the truth is you won't get the kind of development with buses that you would with light rail. The brt only serves Raleigh not the entire region, we need more transit options now before our area ends up with traffic like Atlanta. Our region is one of the fastest growing in the country with poor transit options.
18) We need light rail
19) I am excited to hear about the new Atlantic Ave bus route! I am slightly worried about the Midtown and Triangle Town Center BRT alignments and how they will further impact traffic congestion and pedestrian safety, in addition to the bridge being built over the train tracks on New Hope Church Rd. By the sound of it, things to drastically change on New Hope Church Rd. and Atlantic Avenue corridors! People already speed like crazy down these corridors and there are lots of car accidents. Another concern is that one of the main exits from the Brentwood neighborhood has recently been eliminated (the left turn off of Ingram onto Atlantic) and I am concerned that exiting the neighborhood via remaining routes onto Atlantic or New Hope Church Rd. will become more and more unsafe for everyone in Brentwood/Northshore/Shamrock Meadow (especially for those whose homes are directly connected to these roads). Please take this into consideration with the implementation of the bus routes around this neighborhood.
20) With Zebulon being one of the fastest growing towns, perhaps you should look at adding an additional stop or 2. Food Lion and Walmart would be great additions to the route.
21) I would really like to see a concentrated focus on connecting the eastern side of Wake county to the city via public transportation. The commute to and from work is getting worse by the day. I would use a bus to get to work (I work in west Raleigh but live in Zebulon). However, I currently don't because I would still have to drive to a parking lot, take a 2 hours bus trip, and still arrive after I am supposed to start because the bus service does not start until 6:30/7am. When I was a student at NCSU, I loved taking the wolfline around campus and to go to



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<p>Cameron village to go shopping. I didn't drive unless I was driving out of the county to visit family. I would really like to see a greater emphasis on connecting every community and town to the city via bus, greenways, and commuter rail (like Charlotte). I would go to event in downtown Raleigh more often, if I could take a bus or train to get there, instead of putting more miles on my car.</p>
<p>22) Ues. I've noticed many more and much nicer bus stops available.</p>
<p>23) Minimal. But cars are still king, and bus users are deemed second-class citizens.</p>
<p>24) No. Bus stops are on grass. No sidewalks. Inaccessible.</p>
<p>25) So much trash at all the stops and no one cleans it up.</p>
<p>26) No, stop spending all the money in Raleigh and build bus routes, with frequent and reliable service to other municipalities, bus stops with shelters so I don't get soaked on rainy days</p>
<p>27) Yes, the GoTriangle route 100 starting making a deviation that makes my most common trips slower.</p>
<p>28) I regularly drive by the bus stop near the Walmart off of New Hope Church Rd (across from the Wingstop) and lately I have noticed it smashed up with broken glass, trash, and shopping carts piling up everywhere. It looks terrible and unsafe. I don't use that stop currently but I would never plan to in its current condition. It also desperately needs a safe place for pedestrians to cross the street because pedestrians have to play frogger to cross there (and people in cars are always speeding by or making unsafe turns out of the shopping center). Please improve this bus stop.</p>
<p>29) I have noticed the red bus stops. I like it is clear that it is a bus stop from far away. I would like to see every bus stop have a shelter to protect people from the rain and sun.</p>
<p>30) Yes, I would like all of the bus stops to be updated and include shelter from the elements.</p>
<p>31) There needs to be a direct bus from Downtown Raleigh (i.e. the train station) to RDU.</p>
<p>32) Morrisville</p>
<p>33) The area at the intersection between Ten-Ten Rd. and Fayetteville Rd. This area is begging for a roundabout with safer pedestrian crossings since 540 will help ease congestion in that area.</p>
<p>34) Wake County line goes South to Garner and Fuquay but there are no bus/transit services. Perhaps there needs to be a "GoWake" that serves South Wake?</p>
<p>35) To RTP</p>
<p>36) Southern Cary</p>
<p>37) Research Triangle Park. Expand the Morrisville Smart Shuttle to replace RTP Connect.</p>
<p>38) Airport access from all downtowns</p>
<p>39) Better transit options and and pedestrian access to Raleigh Ironworks is needed (I believe this is coming w/ the Altantic Ave line). Better East to West coverage in North Raleigh is also needed overall, not just routes to downtown).</p>
<p>40) Zebulon!! Zebulon needs to be connect with the city of Raleigh and RDU.</p>
<p>41) Make the busses more like the ones in Europe.</p>
<p>42) Public transit rail</p>
<p>43) Offer Rail service for the metro area</p>
<p>44) Rail or train service in the Metro area rather than buses</p>
<p>45) Make it safer for I as a pedestrian to get to my bus stops. Very often I have to cross busy stroads with only an often-disrespected pedestrian crossing available.</p>
<p>46) De-center the car, end auto-centricity, and prioritize sustainable, human-scale transportation systems. NC spends hundreds of millions roads and so little on non-car transit. This plan is far too small and will have little impact on what needs to be done to put humans, rather than cars, as the center of our lives/worlds. Cars separate us, buses/trains bring us together.</p>
<p>47) Double the transit budget.</p>
<p>48) Extend GoCary 5</p>
<p>49) More buses through out Cary.</p>

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50) More service on Go Raleigh Routes. More frequent service on the 100, including on weekends.
51) Increase weekend and late night frequency
52) More comfortable vehicles, like trains. Use tap to pay for fare collection, not an app.
53) Increase service to eastern Wake county. The micro-transit project is cool but the service is limited to only connecting eastern Wake to each other and only one individual at a time. There is a need for the by demand bus service (elderly, disabled, short trips) but it is not very scalable.
54) I'm Jonathan Edwards, a resident of East Raleigh, and I just wanted to say thank you for putting out such a comprehensive plan this year. As a person with disabilities that sometimes prevent me from driving, I'm excited for the buildout of all the new BRT lines! I'm also heartened to see that we're not totally giving up on the prospect of commuter rail just yet. I was wondering, though: if I remember my history right, Raleigh once had a tram line running from downtown to roundabout Five Points. I've lived in cities with frequent tram service, and it's incredibly convenient. I've even seen news of places like Omaha, Nebraska bringing back trams and even streetcars to spur growth in their city centers. Is there any talk around your office about implementing something like that?
55) RTA endorses the devotion of a portion of existing Wake County transit sales taxes to enhance safety and security on transit and at stations, in order to ensure confidence in the system, increase ridership, and optimize the future success of enhanced transit including BRT and FAST transit corridors.
56) The Raleigh Chamber endorses the devotion of a portion of existing Wake County transit sales taxes to enhance safety and security on transit and at stations. Devoting local option funding for safety and security will help ensure confidence in our growing transit system, increase ridership, and optimize the future success of BRT and FAST transit corridors.