



FY 2025 WAKE TRANSIT COMMUNICATIONS PLAN



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
FY25 Q2 Wake Transit Work Plan Amendment Requests (Public Comment Period)	09.03.24 to 10.04.24 (major) 09.03.24 to 09.17.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital
2035 Wake Transit Plan Update Phase 2 (Public Comment Period)	11.11.24 to 12.31.24	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$75,000 + Labor	Digital, In-Person, Traditional
FY25 Q3 Wake Transit Work Plan Amendment Requests (Public Comment Period)	12.09.24 to 01.10.25 (major) 12.09.24 to 12.22.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital
FY24 Annual WT Progress Report and ACFR (Awareness Campaign)	01.01.25 to 06.30.25	Countywide	Awareness	Digital, In-Person	Labor, Printing	Digital
Draft FY 2026 Wake Transit Work Plan (Public Comment Period)	02.25.25 to 03.28.25	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$20,000 + Labor	Digital, In-Person, Traditional
FY25 Q4 Wake Transit Work Plan Amendment Requests (Public Comment Period)	03.07.25 to 04.04.25 (major) 03.07.24 to 03.21.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital
Recommended FY 2026 Wake Transit Work Plan (Public Comment Period)	05.01.25 to 05.14.25	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$5,000 + Labor	Digital, In-Person, Traditional
Community Engagement Policy Update (Public Comment Period)	TBD	Countywide	Awareness	Digital	Labor	Digital

TOOLS

DIGITAL	IN-PERSON	TRADITIONAL
Blog	Bus Rides	Advertising
Email	Field Notes	Annual Report
Graphic Design	Focus Groups	Community Networking
Rider Alerts/Apps	Print Materials	Media Outreach
Social Media	QR Code Poster	Print Materials
Surveying	Surveying	Public Meetings
Video/Photography	Swag	Stakeholders
Website	Tabling	Word-of-Mouth



FY 2025 Q2 Wake Transit Work Plan Amendment Requests



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
FY25 Q2 Wake Transit Work Plan Amendment Requests (Public Comment Period)	09.03.24 to 10.04.24 (major) 09.03.24 to 09.17.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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2035 Wake Transit Plan Update Phase 2



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
2035 Wake Transit Plan Update Phase 2 (Public Comment Period)	11.11.24 to 12.31.24	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$75,000 + Labor	Digital, In-Person, Traditional

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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FY 2025 Q3 Wake Transit Work Plan Amendment Requests



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
FY25 Q3 Wake Transit Work Plan Amendment Requests (Public Comment Period)	12.09.24 to 01.10.25 (major) 12.09.24 to 12.22.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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FY 2024 Wake County Transit Plan Progress Report



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
FY24 Annual WT Progress Report and ACFR	August 2024 to January 2025	Countywide	Awareness	Digital, In-Person	Labor, Printing	Digital, In-Person

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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FY 2025 Q4 Wake Transit Work Plan Amendment Requests



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
FY25 Q4 Wake Transit Work Plan Amendment Requests	03.07.25 to 04.04.25 (major) 03.07.24 to 03.21.24 (minor)	Countywide	Call-to-Action	Digital	Labor	Digital

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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Draft FY 2025 Wake Transit Work Plan



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
Draft FY 2026 Wake Transit Work Plan (Public Comment Period)	02.25.25 to 03.28.25	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$20,000 + Labor	Digital, In-Person, Traditional

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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Recommended FY 2025 Wake Transit Work Plan



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
Recommended FY 2026 Wake Transit Work Plan (Public Comment Period)	05.01.25 to 05.14.25	Countywide	Call-to-Action	Digital, In-Person, Traditional	\$5,000 +Labor	Digital, In-Person, Traditional

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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Community Engagement Policy Update



ACTIVITY	DATE(S)	AUDIENCE	MESSAGING	TOOLS	COST	METRICS
Community Engagement Policy Update	TBD	Countywide	Awareness	Digital	Labor	Digital

FINAL ANALYTICS

DIGITAL

EMAIL	SOCIAL	SURVEY	WEBSITE
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IN-PERSON

FIELD NOTES	FOCUS GROUPS	MATERIALS/SWAG	TABLING/RIDES
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TRADITIONAL

ADVERTISING	MEDIA	PUBLIC MEETINGS	STAKEHOLDERS
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