

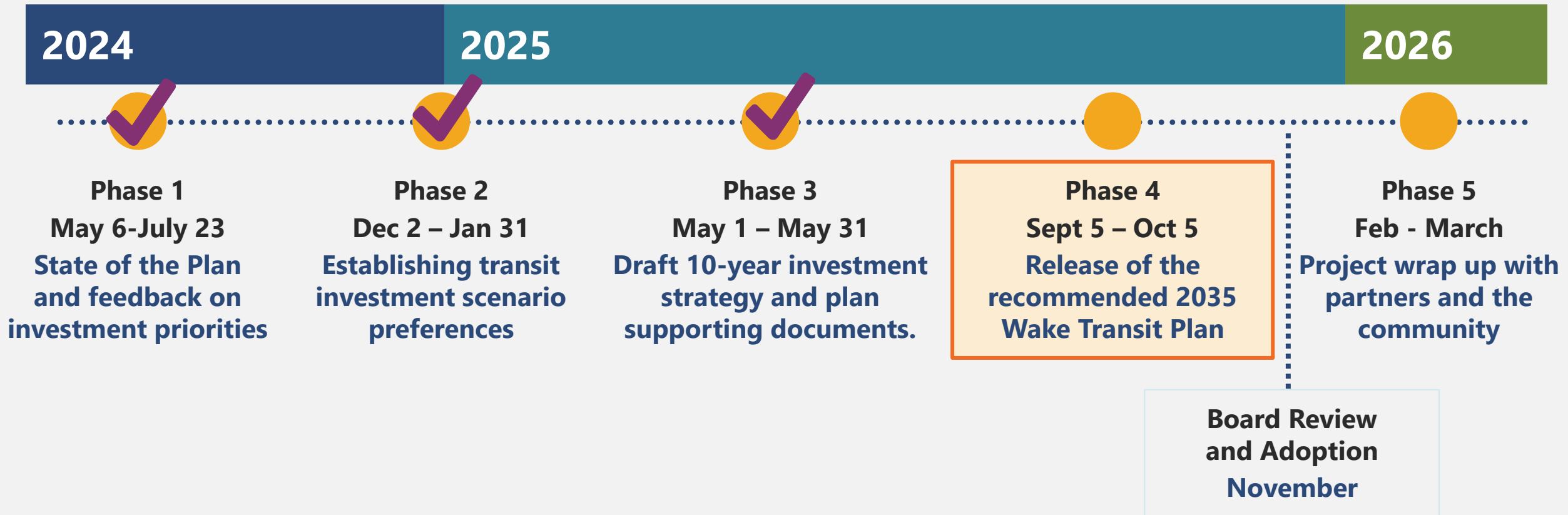


# CE Subcommittee Meeting

July 31, 2025

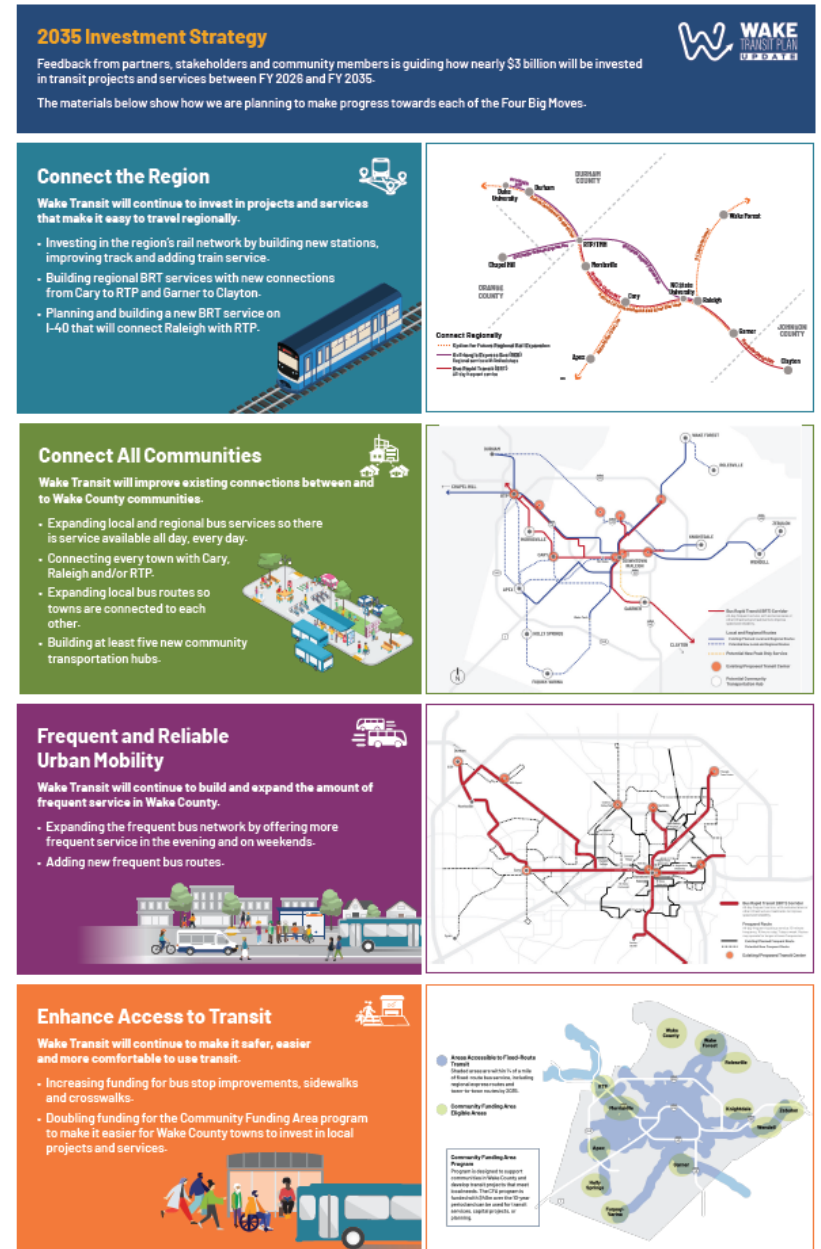
Stephanie Plancich, CAMPO

# Engagement & Adoption Schedule




# Phase 4 Engagement Goals

- **Inform** community that the updated Plan is available for review and feedback is being collected before board considers adoption
- **Increase general awareness** of the Wake Transit purpose and program of work
- **Educate people** about ongoing projects as well as new investments proposed to begin within the next 10-years



# Phase 4 Engagement Strategy




What	✓ Online	✓ In-Person
Approach	<ul style="list-style-type: none"> <li>• Website notice + partner toolkit</li> <li>• Social media ads + video reels</li> <li>• Email distribution lists</li> <li>• Digital screens on buses + trip planning apps</li> <li>• Phase 4 Feedback form</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>• Partners to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>• General flyer for distribution</li> </ul> 
Purpose	<ul style="list-style-type: none"> <li>• Reach as wide an audience as possible</li> <li>• Encourage people to review the Plan and share feedback</li> <li>• Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community awareness</li> <li>• Understand if partner agencies agree or disagree with key recommendations</li> <li>• Collect feedback from interested parties</li> </ul>

# In-Person Engagement



# Phase 4 Engagement Strategy



What	✓ Online	✓ In person
Approach	<ul style="list-style-type: none"> <li>Website notice + partner toolkit</li> <li>Social media ads + video reels</li> <li>Email distribution lists</li> <li>Digital screens on buses + trip planning apps</li> <li>Phase 4 Feedback form</li> </ul>	<ul style="list-style-type: none"> <li>Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>Partners asked to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>General flyer for distribution</li> </ul> 
Purpose	<ul style="list-style-type: none"> <li>Reach as wide an audience as possible</li> <li>Encourage people to review the Plan and share feedback</li> <li>Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>Increase community awareness</li> <li>Understand if partner agencies agree or disagree with key recommendations</li> <li>Collect feedback from interested parties</li> </ul>






# General Flyer – Event Handout

**Comment deadline on all draft materials is Friday, August 8<sup>th</sup>.**

**Then will translate and finalize for printing and posting.**



## Help Shape Wake County's Transit Future!

### What are the Wake Transit Four Big Moves?

The Wake Transit Program was developed to improve and expand transportation choices for people in Wake County.

The program prioritizes **Four Big Moves**:



- Connect the Region
- Connect All Wake County Communities
- Create Frequent, Reliable, Urban Mobility
- Enhance Access to Transit

### Draft 2035 Wake Transit Plan 10-Year Investment Strategy

The 10-year investment strategy guides how \$3 billion will be used to improve and expand our transit system, making it easier to travel to, through and within Wake County.

**KEY ACTIONS INCLUDE:**

- Invest in the rail network by building new stations, improving track and adding train service.
- Add new and more frequent bus routes.
- Build at least 5 new community transportation hubs.
- Plan and build new Bus Rapid Transit service.
- Fund annual investments to improve bus stops, sidewalks and crosswalks.
- Connect every town to Cary, Raleigh and/or RTP.
- Expand local bus routes so towns are connected to each other.
- Triple the Community Funding Area Program budget so more towns can invest in transit services.

**Submit comments through October 5, 2025**

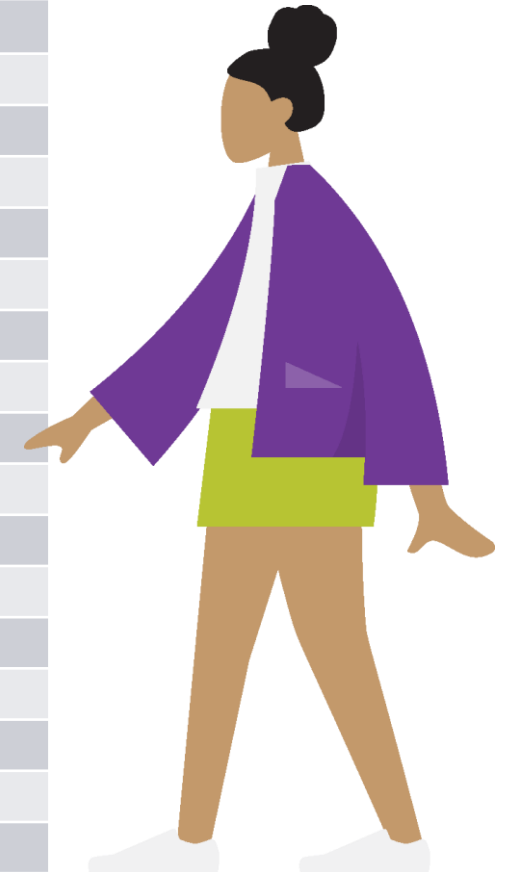
Visit the project webpage to view and provide feedback on the 2035 Wake Transit Plan

<https://publicinput.com/waketransit2035>

## PHASE 4

Partner	Event	Date	Time	Location
Apex				
Cary				
CAMPO & GoTriangle	Board Meeting and Joint Public Hearing	Sept 17	3:00pm	1 Fenton Main, Ste 201, Cary 27511 (Virtual link is listen only)
CAMPO	Board Meeting (Adoption)	Nov 19		1 Fenton Main, Ste 201, Cary 27511 (Virtual link is listen only)
Fuquay-Varina				
Garner				
GoTriangle	Committee Meeting	Oct 1		4600 Emperor Blvd, Ste 100, Durham
GoTriangle	Board Meeting (Adoption)	Nov 19		4600 Emperor Blvd, Ste 100, Durham
Holly Springs				
Knightdale				
Morrisville				
NCSU				
Raleigh	Council Meeting			
Raleigh	RTA Meeting			
Rolesville				
RTP Foundation				
Wake County				
Wake Forest				
Wendell				
Zebulon				
All	Stakeholders Presentation	Sept 24	4-5pm	Virtual Event

**Suvir Collecting Info  
Request Sent 7/25  
Response Due 8/8**







# Digital Engagement



# Phase 4 Engagement Strategy



What	✓ Online	✓ In person
<b>Approach</b>	 <ul style="list-style-type: none"> <li>Website notice + partner toolkit                             <ul style="list-style-type: none"> <li>Social media ads + video reels</li> <li>Email distribution lists</li> <li>Digital screens on buses + trip planning apps</li> <li>Phase 4 Feedback form</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>Partners to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>General flyer for distribution</li> </ul> 
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Reach as wide an audience as possible</li> <li>Encourage people to review the Plan and share feedback</li> <li>Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>Increase community awareness</li> <li>Understand if partner agencies agree or disagree with key recommendations</li> <li>Collect feedback from interested parties</li> </ul>

# Web Notice & Partner Toolkit

Post date	Post Type	Key Message(s)
9/3	Public Notice	<ol style="list-style-type: none"> <li>1. Post notice on CAMPO and GoTriangle webpages</li> <li>2. Wake Transit Public Notices and 2035 WTPU pages go live</li> </ol> <p>* Meets 2-week notice requirement for public hearing</p>

<https://publicinput.com/wtnotices>




# Project Website & Partner Toolkit



<https://publicinput.com/waketransit2035>

# Phase 4 Engagement Strategy



What	✓ Online	✓ In person
Approach	<ul style="list-style-type: none"> <li>• Website notice + partner toolkit</li> <li>★ Social media ads + video reels</li> <li>• Email distribution lists</li> <li>• Digital screens on buses + trip planning apps</li> <li>• Phase 4 Feedback form</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>• Partners to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>• General flyer for distribution</li> </ul> 
Purpose	<ul style="list-style-type: none"> <li>• Reach as wide an audience as possible</li> <li>• Encourage people to review the Plan and share feedback</li> <li>• Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community awareness</li> <li>• Understand if partner agencies agree or disagree with key recommendations</li> <li>• Collect feedback from interested parties</li> </ul>

# Social Media Plan

 Meta



- **\$2500 Total Budget**
- **4 Meta Campaigns**
  - 3 English videos
  - 1 Spanish video
- **Will go out to Wake County with emphasis on community of concern zip codes**
- **Not using Que Pasa this phase**
- **Translation support from partners (Cary Staff)**



# Social Media Plan

Post date	Post Type	Key Message(s)
9/5	Static Graphic	Notice of review period and public hearing on 9/17 (Eng/Spa)
9/5-19	Video #1	Reel – Evergreen, Eng & Spa (Paid on Facebook & Instagram)
9/20-26	Video #2	Reel – Accessibility (Paid on Facebook & Instagram)
9/27-10/3	Video #3	Reel – Connectivity (Paid on Facebook & Instagram)
10/4	Static Graphic	Last Chance – review the plan today

**Need partners to repost to help us reach your community members**



## 2035 Wake Transit Plan Wake County's 10-Year Investment Strategy



Visit our project website to see and share your thoughts on how Wake Transit will invest **\$3 billion** to improve and expand Wake County's transit system through 2035!



Visit the project webpage to view and provide feedback on 2035 Wake Transit Plan.



## Last Chance to Help Shape Wake County's Transit Future!



### Comment by October 5, 2025

Visit our project website to review the draft 2035 Wake Transit Plan and share your thoughts with the planning team.

Plan adoption is anticipated to occur in November 2025.



# Video Impact Analysis

## Wake Transit Plan Update Phase 1 – Part 1

<b>Date(s):</b>	Facebook & Instagram Ads (Static Ads)	Cost:
June 14-21, 2024		\$468.78
<b>Reach</b>	<b>Engagement</b>	<b>Link Clicks</b>
42,313	2,917	684
<b>Zip Codes:</b>		
Cary – 27511	Holly Springs-27540	Raleigh-27601, 604, 606, 608, 609, 610
Cary - 27519	Knightdale-27545	Wendell-27591
Garner – 27603	Morrisville-27560	Zebulon-27597
Garner - 27529	New Hill-27562	

## Wake Transit Plan Update Phase 1 – Part 2

<b>Date(s):</b>	Facebook & Instagram Ads (Static Ads)	Cost: \$1658.27
July 1-21, 2024		
<b>Reach</b>	<b>Engagement</b>	<b>Link Clicks</b>
137,000	3,111	2,778
<b>Zip Codes:</b>		
Garner – 27603	Holly Springs-27540	Raleigh-27601, 605, 606, 607, 608, 609, 610, 612, 613, 614, 615, 617

## Wake Transit Plan Update Phase 2 – Part 2

Date(s):	Facebook &	Cost:	
January 15-31, 2025	Instagram Ads (with videos for 1 <sup>st</sup> time)	\$2,871	
Reach	Engagement	Link Clicks	Views
145,356	66,721	6,057	253,000
Zip Codes:			
Cary – 27511	Holly Springs-27540	Raleigh-27601, 604, 606, 608, 609, 610, 615	
Cary - 27519	Knightdale-27545	Wendell-27591	
Garner – 27603	Morrisville-27560	Zebulon-27597	
Fuquay-Varina - 27526	Rolesville-27571		

**Reach** = Unique users who saw ad at least once (Diff. than impressions)

Close to the same

**Engagement** = Interactions with the post: watch video, share, comment, like, etc.

2.27% → 46.01%

**Clicks** = Specific engagement that shows effectiveness at driving traffic to your site/info

2.03% → 4.18%

# Video Reels

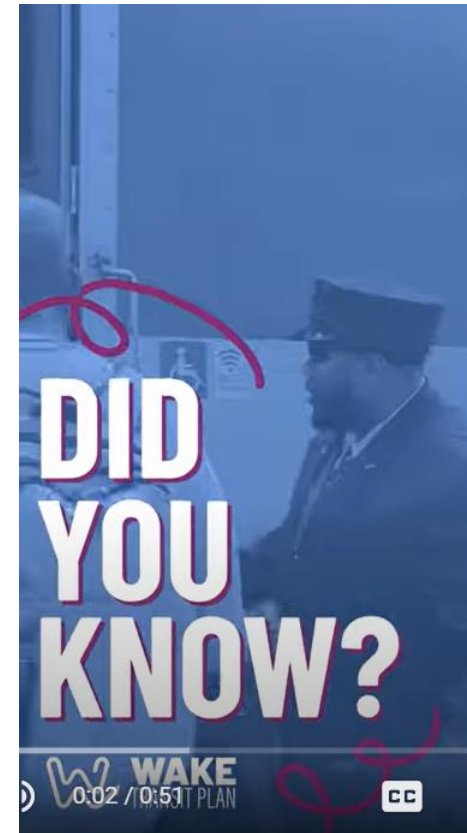
(Will be available on Project Website)



Overview (English)




Accessibility



Connectivity

# Phase 4 Engagement Strategy



What	✓ Online	✓ In person
Approach	<ul style="list-style-type: none"> <li>Website notice + partner toolkit</li> <li>Social media ads + video reels</li> <li>★ Email distribution lists</li> <li>Digital screens on buses + trip planning apps</li> <li>Phase 4 Feedback form</li> </ul>	<ul style="list-style-type: none"> <li>Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>Partners to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>General flyer for distribution</li> </ul> 
Purpose	<ul style="list-style-type: none"> <li>Reach as wide an audience as possible</li> <li>Encourage people to review the Plan and share feedback</li> <li>Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>Increase community awareness</li> <li>Understand if partner agencies agree or disagree with key recommendations</li> <li>Collect feedback from interested parties</li> </ul>

# Email Distribution and Digital Ads




**CAMPO is taking over distribution. Wake Transit list was added to MailChimp account. Working to populate it before September.**



**Review of the draft digital ad open through 8/8. Then will be finalized and added to toolkit.**

# Phase 4 Engagement Strategy




What	✓ Online	✓ In person
Approach	<ul style="list-style-type: none"> <li>• Website notice + partner toolkit</li> <li>• Social media ads + video reels</li> <li>• Email distribution lists</li> <li>• Digital screens on buses + trip planning apps</li> <li>★ Phase 4 Feedback form</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a presentation of recommendations to each TPAC partner agency and key stakeholders</li> <li>• Partners to provide Wake Transit Plan information at scheduled public events and local pop-ups</li> <li>• General Flyer for distribution</li> </ul> 
Purpose	<ul style="list-style-type: none"> <li>• Reach as wide an audience as possible</li> <li>• Encourage people to review the Plan and share feedback</li> <li>• Opportunity to learn more</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community awareness</li> <li>• Understand if partner agencies agree or disagree with key recommendations</li> <li>• Collect feedback from interested parties</li> </ul>



# Phase 4 Feedback Form

Using prepared feedback forms instead of empty comment boxes has helped to improve the quality of the feedback received for this and other Wake Transit projects. The Phase 4 form is short and simple.

 Translate

2035 WTPU Ph 4 Feedback Form

***Thank you for sharing your feedback on the 2035 Wake Transit Plan!***

***Use this form to let us know if you agree with the investment strategy and to submit questions, comments and other feedback to the planning team.***

The 2035 Wake Transit Plan is Wake County's 10-year transit investment strategy.

It sets a vision to improve and expand travel choices for people living in, commuting to and traveling through Wake County. It is organized around the Four Big Moves:

- ***Connect the Region***
- ***Connect All Wake County Communities***
- ***Create Frequent, Reliable, Urban Mobility***
- ***Enhance Access to Transit***

Share your input on the draft Plan today.

## Part 1: Introduction and Thank you

# Phase 4 Feedback Form

\* What is your home zip code?

\* How often do you ride public transit (the bus)?

☐ Often☐ Sometimes/rarely☐ Never

Do you agree with the proposed 2035 Wake Transit Plan 10-year investment strategy?

Visit the Wake Transit [STORY MAP](#) to see how our transit system could grow over time.

☐ Agree☐ Neutral☐ Disagree

## Part 2: Three Core Questions

# Phase 4 Feedback Form

Please use this box to share your questions and comments regarding the 2035 Wake Transit Plan with the project team?

Logged in as

Comment

Would you please answer this final question to help us understand who is participating in the planning process?  
Please select all that apply.

☐ I am 17 years old or younger

☐ I am 18-24 years old

☐ I am 26-64 years old

☐ I am 65 years old

☐ I identify as female

☐ I identify as male

☐ I identify as non-binary or other gender

☐ My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar

☐ I am Hispanic, Latino, or Spanish origin of any race

☐ I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander)

☐ My primary language is English, or I speak and read English well

☐ I am or am considered to be disabled

Part 3:  
Open Comment Box

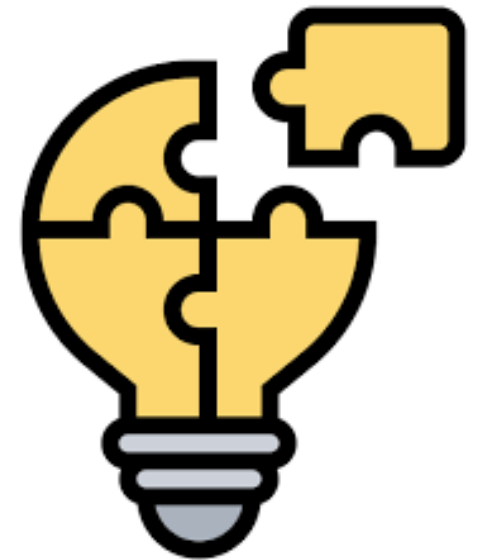
Part 4:  
Demographics Question

# Responding to Lessons Learned



# Lessons Learned Presented in June 2025

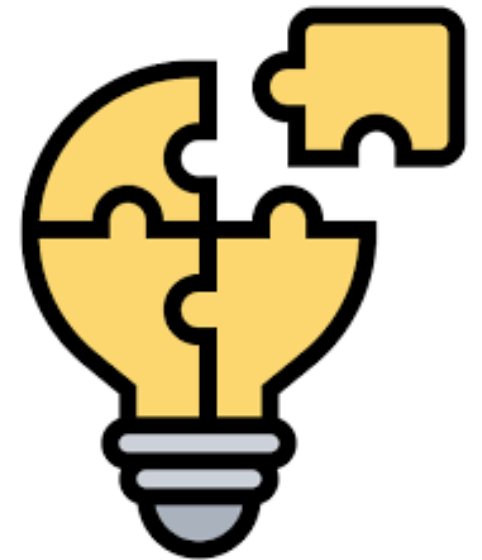
- **Pop-up events** seemed to be the most impactful
  - *Communications push-not soliciting input, priority is ensuring TPAC member agencies and stakeholders are aware of the plan being recommended for adoption*
- Important to have **clear language and quick action**
  - *Simplified the messaging, tabbed information and feedback form. Only printing one flyer. Will have a pre-recorded presentation.*
- Concern about Wake Transit **engagement fatigue**
  - *Four engagement activities start on Sept 5<sup>th</sup>. WTPU is priority but press release and WT Notices webpage will include info for all 4 projects.*
- **Prioritize education** around BRT, rail, and transit benefits
  - *Will be discussed once the lead agency transition is complete and priorities are identified.*



# Lessons Learned Presented in June 2025

- Detailed and transparent **work-back schedules** are critical
  - *Completed for this phase. Will incorporate into upcoming engagement planning efforts (i.e. Bus Plan).*
- **Demographics question** continues to have strong response rate.
  - Will continue to include it on feedback forms as information but not as gauge of outreach effectiveness. There is no participation goal for feedback like there would be with a survey effort.

*\*Starting to gain interest outside of our region. CAMPO will work with PublicInput to develop a case study with the hope that the study will show the effectiveness of the new question structure, and they will create an insertable question template for future by any PublicInput user.*
- **Social media ads, Qué Pasa and Video Reels** were effective
  - We will incorporate paid advertising and videos in Phase 4. Que Pasa support will be look at for active public engagement phases.
- **Focus groups** provided insightful feedback
  - *Will also look to incorporate focus groups again in active public engagement phases.*





**Questions or Comments**

