



Summary Notes from 01.29.26 CE Subcommittee Meeting and Discussion Items for 02/26/26 meeting.

January Meeting Summary Notes:

Topic: Develop Guidance for Using Wake Transit Funds for Marketing, Communication and Engagement Activities

Overview: Discussion at the December PD meeting resulted in a request from TPAC members for CE to review current marketing, communication and engagement expenditures using Wake Transit funds to develop guidelines for future Work Plan allocations. The intent is to provide guidance to project sponsors, establish a consistent Work Plan description and set of reporting deliverables for these types of expenditures.

CE Discussion Summary from 01/29/26: Stephanie provided overview information on this task assignment to CE and stated the intent of this task is to develop a standardized marketing, communications and engagement scope description for the Work Plan that all agencies who receive these funds would use and report on. She noted that today is our first opportunity to discuss this question and her hope is to gather feedback, bring back draft scope language based on that feedback for further discussion in February with the hope that TPAC will review it in March for inclusion in the FY27 Work Plan.

The Expenditures Worksheet shared at the 1st meeting included a list of types of expenditure that have been requested to be funded in recent and the upcoming fiscal year. The list was divided in two parts.

1. The expenditures that all three agencies, GoT, GoR, and GoC, who have been using Wake Transit funds and are requesting FY27 funds to promote transit in our region.
2. Other expenditures to be discussed/reviewed for future inclusion.

The request for CE to review of this topic and make an MCE allocation recommendation stemmed from CAMPO and TDA both requesting a Work Plan scope with more clarity and consistency to do their work as lead agencies. Having standardized scopes supports smooth reporting and reimbursement processes for all.

Comments during the meeting and those received after clearly supported continuing to use Wake Transit funds for the majority of the list of expenditure types and adding a line for new design support, like CANVA, was asked to be considered too.

Professional development and training were determined to not be an appropriate expense in this new budget scope but can be supported in other areas of the Work Plan.

The rest of the discussion focused on the remaining items listed on the handout (updated below). The question of supplantation arose, appropriateness for a project sponsor vs lead agency to cover certain expenditures, fairness across partners, double dipping for expenses already paid for like web management and FTEs, and an option to charge some types of expenses that may not fit in this new MCE budget, through operating budgets was proposed as an alternative funding option.

Further discussion will be included on the February agenda.

