



Work Plan Scope Development Discussion Items

For February discussion:

Consistency across the three providers in what is funded, and how it is reported and reimbursed is the intent of this task. This is the 2nd CE discussion, and the resulting scope recommendation will go to TPAC in March to be applied to the FY27 Work Plan. Recommending an agreement grouping and a set of reporting deliverables is the next step.

Work Plan Scope Language-Draft for Review:

The goal of the Wake Transit program is to improve and expand transportation options for people travelling to, through and with Wake County. Wake Transit invests in transit system expansion, realigns existing routes, starts new transit services, builds facilities to support growth and provides funds that allow buses to operate more days of the week, more hours of the day and at faster frequency.

Marketing, Communication and Engagement (MCE) funds are provided to support ongoing outreach and education efforts that improve transit project and system awareness, boost community participation in the local and Wake Transit planning processes, encourage ridership, and otherwise keep the community aware of Wake Transit investments being implemented.

Example activities include advertisements (TV, Radio, Newspaper, Magazine, Social Media, Billboard, sporting event, rider app, gas station, onboard screens, etc.), translation services, swag/give-away items, printing costs, design software and support, video production, and public event activities.

MCE funds should be used to cover design, development and direct costs related to executing these types of activities. Other activities should be funded and reimbursed through a specific project budget, the lead agency for engagement's budget or through another Work Plan project allocation.

Funded MCE activities will be reported through the quarterly reporting and reimbursement processes.

Revised expenditures list to review and confirm

Expenditure types supported by CE members		Expenditure Types still under consideration
TV Ads	Ad space in programs, at events, and community contact lists	Website Hosting and Maintenance Additional costs for lead agency/others?
Radio ads	Translation	Email Marketing Subscription (Mailchimp) Additional costs for lead agency/others?
Podcasts	Swag Items	Survey Program (PublicInput) Additional costs for lead agency/others?
Streaming services	Video production	Social Media Scheduling Software (Sprout, simcity) Additional costs for lead agency/others?
Print Media Ads	Rider App Ads	Memberships/Association Dues (Chamber, RTA) Confirm to be removed or stay?
Digital Ads	Billboards	Press Release Provider Subscription (Meltwater) Confirm to be removed or stay?
Newspaper Ads	Gas Station Ads	Professional Development and Training costs Removed in previous discussion
Magazine Ads	Uber Lift etc.	
Social Media-Paid	Public Events	
Newsletter Ads	Digital Design	
Google Ads	Graphic Design	
Printing of materials	New design software (Ex. CANVA) Add to support outreach efforts/replace some hired help	