



Work Plan Agreement Grouping and Reporting Deliverables Discussion Items

FY26 Agreement Groupings: MCE will continue to fall under Transit Plan Administration

FY2026 Wake Transit Work Plan Agreement Groupings and Project Reporting Deliverables		
Groupings:		Amount:
General Operating - Bus Operation	General Operating-Bus Operation	\$ 55,010,218
General Operating - Transit Plan Administration	General Operating-Transit Plan Administration	\$ 6,696,918
General Operating - Tax District Administration	General Operating-Tax District Administration	\$ 662,602
General Capital - Capital Planning - CAMPO	General Capital-CAMPO	\$ 981,580
Special Capital - Bus Rapid Transit - Raleigh	Special Capital-Raleigh BRT	\$ 55,784,192
General Capital - Bus Infrastructure	General Capital-Bus Infrastructure	\$ 14,730,440
Special Capital - Bus Infrastructure - GoTriangle Triangle Mobility Hub	Special Capital-GoTriangle Triangle Mobility Hub	\$ 4,900,000
Special Capital - Bus Infrastructure - Raleigh BOMF	Special Capital-Raleigh BOMF	\$ 20,067,694
General Capital - Bus Acquisition - Raleigh	General Capital-Bus Acquisition-Raleigh	\$ 18,784,500
General Capital - Bus Acquisition - GoTriangle	General Capital-Bus Acquisition-GoTriangle	\$ 5,678,000
General Capital - Bus Acquisition - Wake County	General Capital-Bus Acquisition-Wake County	\$ 1,080,000
Total		\$ 184,376,143
Reserve : Unallocated Paratransit Vehicle Acquisition (Capital)	N/A	\$ 444,252
Reserve : Hold Harmless (Operating)	N/A	\$ 132,375
Reserve : Unallocated Bus Maintenance (Operating)	N/A	\$ 816,084
Reserve : Outreach/Marketing/Communications (Operating)	N/A	\$ 161,534
Reserve : 2.0 FTE: Public Engagement Team (Operating)	N/A	\$ 188,330
Reserve : 1.0 FTE: Communications Coordinator (Operating)	N/A	\$ 129,859
Reserve : Community Funding Area Program Reserve (Operating)	N/A	\$ 331,135
Total including Reserve		\$ 186,579,711

Copy of FY27 Work Plan requests with MCE-related line items.

CAMPO General Operating Funding Agreement: Transit Plan Administration		
1) 4.0 FTE: CAMPO Wake Transit Staff - TO002-BE		\$ 828,979
Deliverables		
1. Status of hire	MCE Coming Soon	
2. Quarterly staff highlights		
2) Administrative Expenses - TO002-AY		\$ 43,286
Deliverables		
1. Report on Miscellaneous Administrative Expenses		
Cary General Operating Funding Agreement: Transit Plan Administration		
1) 1.0 FTE: Transit Project Manager - TO002-N		\$ 181,154
2) 1.0 FTE: Transit Analyst - TO002-AC		\$ 138,885
3) 1.0 FTE: Transit Program Coordinator - TO002-AD		\$ 150,687
4) 0.5 FTE: Assistant Transit Administrator - TO002-AE		\$ 87,832
5) 1.0 FTE: Transit Public Outreach Specialist - TO002-AR		\$ 155,720
6) 1.0 FTE: Senior Transit Planner for Capital - TO002-AV		\$ 159,196
Deliverables		
1. Status of hire		
2. Quarterly staff highlights		
7) Marketing of Bus Services - TO002-M		\$ 102,500
Deliverables		
1. Report on funded outreach and marketing efforts		

Raleigh General Operating Funding Agreement: Transit Plan Administration

1)	1.0 FTE: Planning Supervisor BRT - TO002-P	\$	157,594
2)	1.0 FTE: Transportation Analyst Finance TO002 AG	\$	133,028
3)	1.0 FTE: Transit Planner BRT - TO002-AH	\$	138,281
4)	1.0 FTE: Traffic Signal Timing Analyst - TO002-AI	\$	145,180
5)	1.0 FTE: Senior Engineer - TO002-AJ	\$	148,000
6)	1.0 FTE: Procurement Analyst Finance - TO002-AO	\$	157,327
7)	1.0 FTE: Planning Analyst ACCESS - TO002-AP	\$	125,911
8)	1.0 FTE: Fiscal Analyst Finance- TO002-AZ	\$	146,509
9)	1.0 FTE: Construction Management - TO002-BA	\$	118,458
10)	1.0 FTE: Senior Real Estate Analyst - TO002-BB	\$	161,534
11)	1.0 FTE: Transit Planner Analyst - TO002-BF	\$	161,534
12)	1.0 FTE: Security Director RATP/Dev - TO002-BG	\$	157,594
13)	1.0 FTE: Transit Supervisor ACCESS - TO002-BI	\$	150,000
	<u>Deliverables</u>		
	1. Status of hire		
	2. Quarterly staff highlights		
14)	Marketing for Bus System Expansion - TO002-AK	\$	256,250
	<u>Deliverables</u>		
	1. Report on funded outreach and marketing efforts		
15)	Transit Office Space Lease for Transit Staff - TO002-AS	\$	177,122
	<u>Deliverables</u>		
	1. Status of executed lease agreement		
	2. Date of office space occupation		
	3. General ongoing status update of space utilization		



GoTriangle General Operating Funding Agreement: Transit Plan Administration

1)	Transit Plan Administration Staffing - TO002-BD	\$	1,982,680
	<u>Deliverables</u>		
	1. Status of hire		
	2. Quarterly staff highlights		
2)	NCSU Triangle Regional Model Service Bureau Contract Share - TO002-AX	\$	27,595
	<u>Deliverables</u>		
	1. Quarter Wake Transit Funded share submitted.		
	2. Report on material activities in regards to the Wake Transit Funded Share (if any)		
3)	Outside Legal Counsel - TO002-C	\$	28,992
	<u>Deliverables</u>		
	1. Report on Miscellaneous Administrative Expenses		
	2. Report on Outside Legal Counsel		
4)	Transit Customer Surveys - TO002-F	\$	148,586
	<u>Deliverables</u>		
	1. Summary reports of completed surveys		
5)	Property Maintenance, Utilities, Repairs, & Appraisals - TO002-I	\$	81,423
	<u>Deliverables</u>		
	1. Summary of maintenance efforts		
	2. Report on appraisal activities		
6)	Outreach/Marketing/Communications for Transit Plan Implementation - TO002-BJ	\$	110,000
	<u>Deliverables</u>		
	1. Report on outreach and marketing efforts		
7)	Paratransit Office Space Lease TO002 AA	\$	107,484
	<u>Deliverables</u>		
	1. Date of office space occupation		
	2. General ongoing status update of space utilization		
8)	Customer Feedback Management System - TO002-J	\$	27,595
	<u>Deliverables</u>		
	1. Response volume (All Calls)		
	2. Response volume (Wake County Calls)		
	3. "Themes" or common comments		



Top portion of quarterly report form. Shown as example.

- Part 1 – Project information
- Part 2 – Scope description that CE is establishing.
- Part 3 – Description of activities undertaken each quarter.

Wake Transit Quarterly Project Updates FY 2026

Project Sponsor	GoTriangle
Project Code	TO002-BJ
Project Name	Outreach / Marketing / Communications for Transit Plan Administration
Implementing / Operating Agency	GoTriangle
Project Agreement Executed	Yes
Implementation Date	Jul-25
Performance Measures Base Year	FY 2026

Project Scope

Copy in the scope content from the Work Plan here

Project Status Updates

Quarter 1:	
Quarter 2:	
Quarter 3:	
Quarter 4:	

Discussion of Status Updates

Suggestion is to keep the report descriptions brief but be detailed enough to know **what the money is being spent on, what the benefit/impact of the investment is, and how the activity is furthering WTP/sponsor goals.** *The ESR is where your complete listing of performance metrics, screen shots, comment matrix, and other engagement details are published and shared.

Q1 Report Examples

GoTriangle

Q1 Projects Included:

RUS Bus Grand Opening + ongoing marketing post opening

GoPass/TAP pass renewals

August Service Changes

November Service Changes Engagement

Regional Tech Plan Engagement Period

Expenses attributed to (Wake Transit share only)

Social Media paid advertising - google/FB/IG

Additional Paid Advertising - radio/digital

Campaign print pieces/banners

Event costs RUS Bus

Ongoing costs/partially allocated to Wake Transit:

Mailchimp subscription - for email campaigns

Meltwater subscription - for press releases

Website hosting fees & maintenance fees

Graphic design software and Social media scheduling software

PublicInput.com survey platform

Chamber of Commerce memberships and annual dues (Wake Transit Plan share only)

Association memberships (Wake Transit Plan share only)

Report on outreach efforts

GoRaleigh

GoRaleigh's Social Media Influencer Campaign partners with local creators across Raleigh and the Triangle to connect with new audiences in authentic, engaging ways. Each influencer showcases how easy, affordable, and fun it is to ride GoRaleigh while exploring their favorite spots around the city. By collaborating with trusted voices in the community, the campaign inspires "choice riders" and first-time riders alike to discover the convenience of public transit and see where GoRaleigh can take them. This quarter we used This is Raleigh, Allie Bennett, & Food Trap.

Report on funded outreach and marketing efforts

GoCary

In the first quarter of FY26, GoCary expanded its marketing and outreach efforts to promote upcoming service changes and strengthen regional awareness of fare-free transit. A GoCary Google Ads campaign ran from July through September, complemented by paid Facebook ads focused on students, Try Transit Week, and the November 1 service updates.

GoCary also partnered with Spectrum TV to produce a new evergreen promotional video—available in both English and Spanish—that will air for several months. In preparation for the service changes, new marketing materials were developed, including an updated Ride Guide, a simplified Ride Guide, a Door-to-Door brochure, new system maps, and individual route maps. These coordinated efforts continued to build excitement, expand visibility, and enhance community engagement with GoCary's growing transit network.

Report on funded outreach and marketing efforts

Sample entry:

Project: GoRide Wake: Completed 10-week campaign designed to encourage ridership on new microtransit services. \$5,300 was used to support the in-person and digital activities of the campaign. This included graphic design support, printing, advertising and survey development costs. 1453 people interacted with online ads and attended in-person events. 124 people signed up to get a bus pass during the campaign.

Project: FY26/Q3 service change outreach: Staff presented the engagement strategy and plan for executing the 2026 Q3 proposed services changes to CE Subcommittee on April 21st. Engagement ran 30-days from May 15-June 14. Staff then presented the ESR to CE Subcommittee on June 27th. Cost was about \$1380. This included free and paid advertising through digital platforms and through local new outlets, print materials, additional promo items were purchased to support this and future events. 42 comments were received. 29 were relevant to the proposed service changes. As a result, staff will look into safety concerns, lack of adequate lighting near the Brother Street bus stop and they modified the Route 14 proposed end time from 11:20pm to 11:15pm to better align with pedestrian walking needs to reach connecting services.

Project: Performance Tracker Annual Report: Staff presented the engagement strategy to release the annual Wake Transit Performance Report this summer. The countywide, informational digital campaign will launch in Q1 of next fiscal year targeting partners, stakeholders and the general public. No cost to the program this quarter.

In summary, cost and impact details are not included in current reports. Would like to be able to use quarterly report for more than just financial reporting. Can help with a future program progress report, PP&E reviews, etc. MCE is not the only budget item being looked at this way. Would want that added moving forward (FY26 and beyond?)

Create a set of reporting deliverables

All deliverables are being reviewed for the FY27 Work Plan. PD Subcommittee is hosting most of the discussion with some planned for the Bus Plan update process. This is the only project group that CE has been asked to provide a deliverable recommendation for.

The deliverables themselves should track higher level information like demonstrating compliance with policies, substantiating reimbursement requests and being transparent with the community on how WT money is being invested. Not to be left blank or “see above”.

Below is a copy of a blank report form for FY2026.

Bottom Half of Quarterly Report

Quarter 4:

Project Performance Measures

Deliverables
Report on outreach and marketing efforts (current deliverable) See above

Want deliverables to demonstrate policy compliance, substantiate reimbursements, be meaningful to public

Deliverable Options for Discussion	Q1	Q2	Q3	Q4
Engagement Strategy Presented (policy compliance)	August	n/a	n/a	n/a
Engagement Plan(s) Presented (policy compliance)	n/a	October	April	n/a
Engagement Summary Report Presented (policy compliance)	n/a	n/a	n/a	June
Number of active campaigns/events/activities (quick transparency)	2	6	3	2
Effort to increase ridership (goals)	x	x	x	x
Effort to increase awareness of new services (goals)		x	x	
Effort to involve and inform of service changes (goals)	x		x	
Effort to ... ? (goals)				
Total Budget <u>\$75,000</u> . Amount Spent (quick transparency)	\$14,000	\$27,000	\$13,500	\$19,000

FYI - Evolving request for ledger information to support reimbursement requests

In FY26, CAMPO and GoTriangle began reviewing general ledgers to support processing reimbursement requests. It is unclear whether actual receipts will be required in the future. For now, we are making MCE staff aware that this heightened reporting is likely to be required in FY27.

Not additional work, but a shared copy of your ledger showing specific expenditures made each quarter will likely be requested in FY27.