



Community Engagement Subcommittee (CE) Meeting

Thursday, January 29, 2026

CE Subcommittee was tasked with establishing funding guidelines for Marketing, Communications and Engagement budgets allocated through the Wake Transit Work Plan. These guidelines will be incorporated into the FY27 Work Plan which goes into effect July 1, 2026.

In short, we will develop a single scope description that includes eligible expenditure types for any agency allocated funds for Marketing, Communications and Engagement activities. Here is the development schedule:

1. **January** – Collect data on current and planned spending, create list of expenditure types for review
2. **February** – Refine and list and present a draft for recommendation to TPAC
3. **March** – Present to TPAC for incorporation in the FY27 Work Plan

TV Ads
Radio ads
Podcasts
Streaming services
Print Media Ads
Digital Ads
Newspaper Ads
Magazine Ads
Social Media-Paid
Newsletter Ads
Google Ads
Printing of materials
Digital design
Graphic Design
Translation
Swag Items
Video production
Rider App Ads
Billboards

Ad space in programs, at events
Ad space through community contact lists
Gas Station Ads
Uber Lift etc.
Public Events (Ex. Service Change, ridership campaign)

Prof. Development & Training
Website Hosting
Website Maintenance
Email Marketing Subscription (Mailchimp)
Press Release Provider Subscription (meltwater)
Social Media Scheduling Software
Survey Program (PublicInput)
Memberships and Association Dues (Chambers, RTA)

* Ads include marketing, event promotion, notice of service updates, public notices, etc.