

FOR DISCUSSION



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	Ad space in programs, at events
Radio ads	Ad space through community contact lists
Podcasts	Gas Station Ads
Streaming services	Uber Lift etc.
Print Media Ads	Public Events (Ex. Service Change, ridership campaign)
Digital Ads	Prof. Development & Training
Newspaper Ads	Website Hosting
Magazine Ads	Website Maintenance
Social Media-Paid	Email Marketing Subscription (Mailchimp)
Newsletter Ads	Press Release Provider Subscription (meltwater)
Google Ads	Social Media Scheduling Software
Printing of materials	Survey Program (PublicInput)
Digital design	Memberships and Association Dues (Chambers, RTA)
Graphic Design	
Translation	
Swag Items	
Video production	
Rider App Ads	
Billboards	

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