

GoTriangle Marketing, Communications and Engagement Expenditures Report

Category	FY 23 Expenses	FY24	FY25	FY26 Projected
Printing	\$ 14,000.00	\$ 20,000.00	\$ 9,000.00	\$ 12,000.00
Advertising	\$ 74,000.00	\$ 43,200.00	\$ 15,000.00	\$ 20,000.00
Special Events	\$ 7,600.00	\$ 1,400.00	\$ 250.00	\$ 30,000.00
Dues Subscriptions	\$ 10,241.00	\$ 12,000.00	\$ 1,400.00	\$ 6,000.00
Promo Items	\$ 13,000.00	\$ 17,000.00	\$ 4,000.00	\$ 10,000.00
Technology	\$ 6,000.00	\$ 20,647.00	\$ 22,000.00	\$ 6,000.00
Other professional services			\$ 800.00	\$ 250.00
	\$ 124,841.00	\$ 114,247.00	\$ 52,450.00	\$ 84,250.00
Campaigns By year	RUS Bus Groundbreaking Commuter Rail Feasibility Study Annual Report Operator Recruitmemt Wake Transit Quarterly Amendments Fare Equity Analysis March 2023 Service Changes FY24 Work Plan GTCR Feasibility Results Return to Fare Study Bus Plan	Work Plan Amendments CE After Action Review Onboard Surveys Operator Recruitment Return to Fare Engagement Launch of transit tracking UMO RUSBus Groundbreaking Wake Bus Plan ADA Policy FY24 Wake Transit Draft Plan Aug 2024 Service Changes 2035 Wake Transit Plan Update FY25 Work Plan	Return to Fare Try Transit Week Work Plan Amendments Operator Recruitment Annual Report Feb/Mar service changes Wake Transit Plan Phase II Debora Ross/Zebulon Event World University Games FY26 Work Plan August Service Changes RUSBus Grand Opening 2035 Investment Strategy November service changes	RUS Bus Grand Opening Regional Tech Plan Engagement GoPass/TAP Renewals August Service Changes November Service Changes March Service Changes Holiday Event/RUS Bus On board customer satisfaction survey Ongoing RUSBus engagement

FY27 Requested

Costs to include print, digital ads, purchase of promotional items, events, dues, and technology expenses. Examples of specific expenses include, but are not limited to: Mailchimp or similar marketing subscriptions; Meltwater or similar media intelligence/press release provider subscriptions; Website hosting fees and maintenance fees; Graphic design and social media scheduling software; Publicinput.com or similar survey platform; Chamber of Commerce

memberships and annual dues Association memberships.