

## 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	Work Plan Amendments	Return to Fare	RUS Bus Grand Opening
	Commuter Rail Feasibility Study	CE After Action Review	Try Transit Week	Regional Tech Plan Engagement
	Annual Report	Onboard Surveys	Work Plan Amendments	GoPass/TAP Renewals
	Operator Recruitment	Operator Recruitment	Operator Recruitment	August Service Changes
	Wake Transit Quarterly Amendments	Return to Fare Engagement	Annual Report	November Service Changes
	Fare Equity Analysis	Launch of transit tracking UMO	Feb/Mar service changes	March Service Changes
	March 2023 Service Changes	RUSBus Groundbreaking	Wake Transit Plan Phase II	Holiday Event/RUS Bus
	FY24 Work Plan	Wake Bus Plan ADA Policy	Debora Ross/Zebulon Event	On board customer satisfaction survey
	GTCR Feasibility Results	FY24 Wake Transit Draft Plan	World University Games	Ongoing RUSBus engagement
	Return to Fare Study	Aug 2024 Service Changes	FY26 Work Plan	
	Bus Plan	2035 Wake Transit Plan Update	August Service Changes	
		FY25 Work Plan	RUSBus Grand Opening	
			2035 Investment Strategy	
			November service changes	

### 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.