

**Wake Transit
Community Engagement Strategy**

Project Name: *Draft FY2024 Wake Transit Work Plan and
Recommended FY 2025-2030 Wake Bus Plan*

Project ID: *TO002-D*

Project Sponsor: *GoTriangle*

Project Start Date: *2/20/2023*

Prepared by: *Curtis Hayes*

Date: *2/15/2023*

Adoption Schedule 2023

January 12 @ 9 a.m.	CE Subcommittee & Bus Plan Engagement Committee Joint Meeting	Present updated strategy and draft materials for the Wake Bus Plan
January 26 @ 1:30 p.m.	CE Subcommittee	Present updated strategy and draft materials for the combined Draft FY 2024 Wake Transit Work Plan and the Wake Bus Plan Update
February 9	Bus Plan Technical & Engagement Committee	Present final strategy and materials
February 15 @ 9:30 a.m.	TPAC	Present final strategy and materials

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1.0 – Introduction

What is Wake Transit? Wake Transit is a taxpayer-supported program that defines the goals for transit in Wake County. Under the guidance of the Wake Transit Program, the Wake Bus Plan (Bus Plan) and the Annual Wake Transit Work Plan (Work Plan) are used to implement those goals. The Wake Transit Program defines the strategy and goals. The Bus Plan and Work Plan are separate tactical plans that detail the actions and associated budgets developed to achieve the goals of the Wake Transit Program. Wake Transit is complex without being overly complicated, taking the best of what works in the world of transit and pairing it with the industry’s most effective service improvement and capital investment strategies. Wake Transit is focused on optimizing the system. It seeks to prepare community members and stakeholders for the future of commuting in Wake County and the Greater Triangle Region by connecting communities with the best transit opportunities available to improve and expand the transit network.

The Bus Plan and the Work Plan guide the county’s vision for public transit, separately and collectively. They are also part of the larger regional investment to expand access and opportunities that help connect more people to commerce centers, education, employment, entertainment, healthcare, and recreation. Wake Transit represents the best possible route. The Bus Plan determines the needed transit improvements through the horizon year. It includes the Short Range Transit Plans for implementing those improvements. The Work Plan allocates projected revenues to fund service investments and capital projects that will improve Wake County’s transit network and bus services in the upcoming fiscal year (July 1, 2023 - June 30, 2024). The Wake Transit Program, the Bus Plan, and the Work Plan are evaluated and typically updated to cover specific timeframes, as shown in Figure 1.

Figure 1. The Wake Transit Program.



GoTriangle, (2023).

2.0 – Opportunity

Which needs do the Wake Transit Program, the Bus Plan, and the Work Plan help meet? The 2020 Census revealed that Wake County officially became the largest county in North Carolina, overtaking Mecklenburg County. Wake County’s numbers grew to 1,129,410, while Mecklenburg County’s reached 1,115,482. It is also estimated that Wake County adds about 62 people per day. While a cause for celebration, Wake County’s population status highlights the importance for public administrators to plan strategically when it comes to operating public transportation services and budgeting the necessary capital to serve the needs of the entire community.

According to Census data, growth in the wider Greater Triangle Region has webbed out from Wake, Durham, and Orange counties into bordering counties. A July 2021 update from the U.S. Census Bureau estimated Wake County’s population to be more than 1.15 million residents, up from just over 900,000 in 2010. With North Carolina’s population of over 10.4 million residents, Wake County is currently home to more than 10 percent of the state’s total population. The Greater Triangle Region’s population is projected to grow by more than a million people by 2050, resulting in a million additional vehicles on the roads. More than 800,000 new jobs are also coming to the Greater Triangle Region by 2050. Wake was reported as the third fastest-growing county in the United States by WRAL-TV on May 25, 2022. With Wake County’s positive growth arrives new residents, increased traffic congestion, and a heightened need for innovative and transformational transit solutions that serve the logistical needs of all residents and their communities.

Figure 2. Wake County Population/Residents Highlights.



Wake County, North Carolina (US Census Bureau, 2020, April 1).

How will the Bus Plan and Work Plan impact current and potential riders?

Current and potential riders have the opportunity to review plans and provide input on what meets or does not meet their needs and expectations for transit services and planning in Wake County and its municipalities. To implement the vision of the Wake Transit Program, policies

and procedures must be developed and supported with budgets and personnel through the Bus Plan and the Work Plan. In addition, all members of the Wake Transit community must have an equal opportunity to access, review, and provide comments on the strategy, goals, and details of the plans. Phase 3 of the Wake Bus Plan Update and the “Draft” phase of the FY2024 Wake Transit Work Plan are open for review and comment from February 20 to March 22, 2023. These two separate strategy, planning, budget documents work together to help meet the common good for all residents.

The Wake Transit Program’s overarching goals are referred to as the Four Big Moves. The program covers 10 fiscal years (2021 through 2030). It is updated every four years to reflect the current environment. And, it was last updated in 2021. The Wake Transit Program is a taxpayer-supported investment, which was originally voted into existence in 2016 to optimize public transportation in Wake County and the Triangle region. The vision of Wake Transit is to enhance the quality of life for all residents by providing bus and transit opportunities and helping reduce traffic congestion. The program was established with a focus on the Four Big Moves that collectively define the goals and guide the investments of Wake Transit: 1) Connect the Region; 2) Connect All Wake County Communities; 3) Create Frequent and Reliable Urban Mobility; and, 4) Enhance Access to Transit.

Figure 3. The Four Big Moves.



GoTriangle, (2023).

The Wake Bus Plan is undergoing a major update to its Short Range Transit Plan (SRTTP), which operates on a four-year cycle. The Wake Bus Plan provides a year-by-year listing of planned infrastructure and service investments by type and provider. It defines the order in which service adjustments or enhancements are prioritized to achieve the Four Big Moves of the Wake Transit Program. The Bus Plan covers 10 fiscal years (through 2030). It was last updated in February 2019. It has two primary focuses: 1) Bus services, with the exception of high-capacity ones like Bus Rapid Transit; and, 2) Capital investments, such as park-and-ride facilities, transit centers, bus stop improvements, and maintenance facilities.

The Bus Plan includes a regional service assessment designed to enhance the understanding of current ridership trends and future travel markets. This insight is compared to existing and planned services to identify gaps and coverages. It is important to note that the Bus Plan will recommend route alignments and associated infrastructure that support operational efficiency, improve the customer experience, and respond to public feedback. The Bus Plan is used to inform the Work Plan.

The Work Plan details the specific operating and capital investments scheduled to receive funding in the upcoming fiscal year (July 1, 2023 through June 30, 2024). The Annual Work Plan covers only one fiscal year (July 1 to June 30) and is typically adopted in June. The Work Plan funds transit services and capital investments that will improve Wake County's transit network in the upcoming fiscal year and beyond. Funding for Wake Transit is made possible through a half-cent sales tax, portions of vehicle registration fees and vehicle rental tax revenues, federal and state contributions, existing local revenues that fund current transit services, and fares paid by bus and potentially future commuter rail customers.

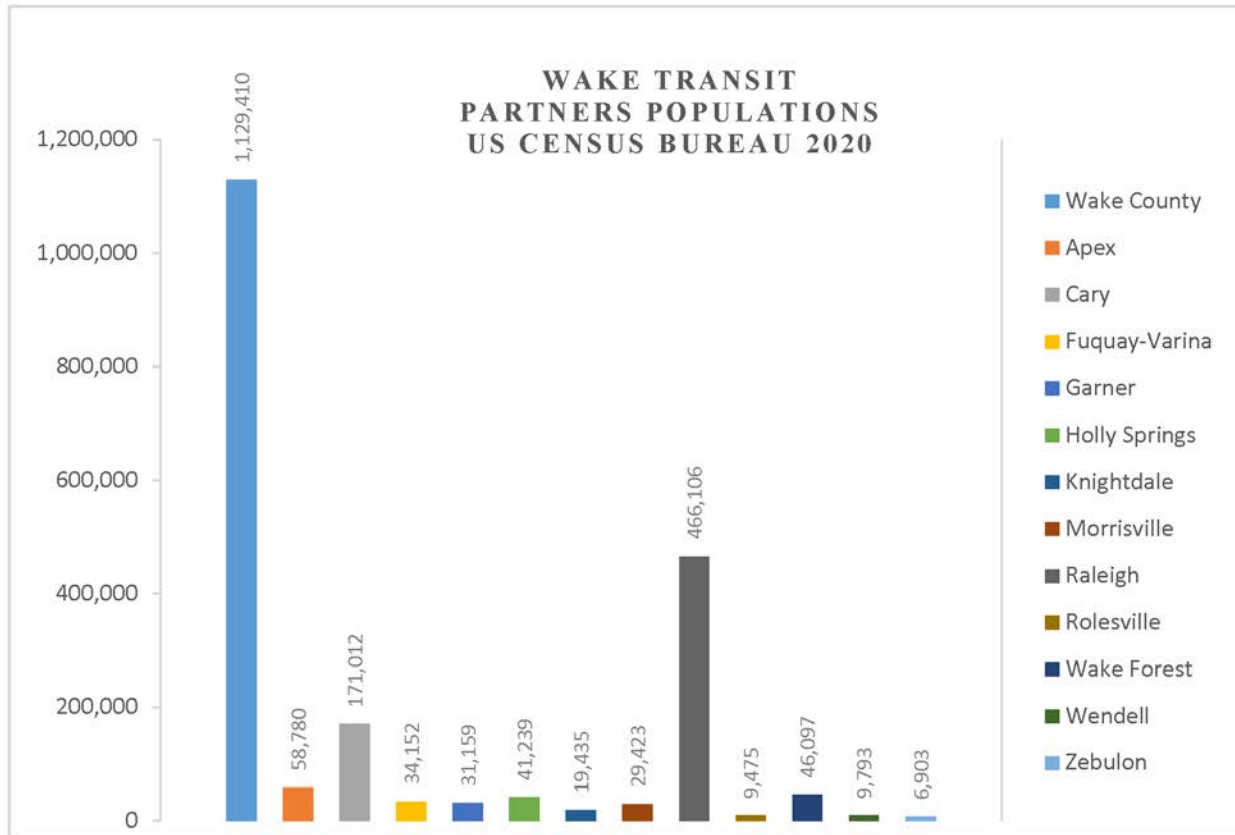
3.0 – Community Concerns.

How will engagement address the different needs and concerns of different communities?

Wake County includes many vibrant and growing communities. Through the Four Big Moves, the goals of the Wake Transit Program are inclusive of all residents and their communities when determining the priorities and investments that will guide the future of public transportation locally, countywide, and regionally. To better understand and increase responsiveness to the varying needs and concerns of Wake County communities and stakeholders, this engagement strategy report has evaluated the most recent demographic data available from the U.S. Census Bureau and other credible and relevant government agencies.

Wake is the most populated county in the state. With an estimated 1.15 million residents in 2021, the county's growing traffic congestion is a concern for all residents and visitors. They need to be able to count on safe and frequent transportation options that serve the needs of everyone and leave no one stranded. The following discussion into the demographics of Wake County, and its communities, helps provide insight into how communications and engagement resources and materials are invested.

Figure 4. Wake Transit Partners Populations.



Wake County, North Carolina (US Census Bureau, 2020).

Wake Transit’s partners serve a vital role in helping guide the Wake Bus Plan and the Annual Work Plan toward the best use of resources for the common good of the residents and communities on the local, county, and regional levels. The City of Raleigh has the largest municipal population with 466,106. The Town of Cary is second with 171,012 residents. The Town of Apex rounds out the top three with 58,780, with the Town of Wake Forest arriving fourth at 46,097 in total population. Holly Springs completes the top five with 41,239 residents. Fuquay-Varina, Garner, Knightdale, Morrisville, Rolesville, Wendell, Zebulon, the Research Triangle Park, and North Carolina State University are also vibrant Wake Transit partners.

Each community has transit needs and their residents have a voice and opportunity to be involved through community engagement. The Wake Transit process is a collaborative and inclusive progression that governs the development of services and capital investments that optimize the transit network. This engagement strategy is designed to provide equal access for the entire Wake Transit community by combining digital resources and channels with printed, translated, and educational materials that best serve the county’s digital and traditional audiences.

Figure 5. Wake County Factors & Data.

FACTORS	DATA
Households, 2017-2021	422,144
Persons per household	2.59
Language other than English spoken at home	17.50%
Households with a computer, percent, 2017-2021	97.20%
Households with a broadband internet subscription, percent, 2017-2021	93.70%
With a disability, under age 65 years, percent, 2017-2021	5.90%
Mean travel time to work (minutes), workers age 16 years +, 2017-2021	25.6 min
Median household income (2021 dollars), 2017-2021	\$88,471
Per capita income in past 12 months (2021 dollars), 2017-2021	\$45,425
Persons in poverty, percent	9.40%
Persons under 5 years, percent	5.70%
Persons under 18 years, percent	23.20%
Persons 65 years and over, percent	12.60%
Female persons, percent	51.10%
High school graduate or higher, percent of persons age 25+, 2017-2021	93.70%
Bachelor's degree or higher, percent of persons age 25 +, 2017-2021	54.70%

Wake County, NC
 US Census Bureau, July 2, 2021
<https://www.census.gov/quickfacts/fact/table/wakecountynorthcarolina/LFE041221#LFE041221>

During 2017-2021, households in Wake County with a computer exceeded 97.2%, while those with broadband internet subscriptions reached 93.7%. When smartphones and other mobile devices are factored into the digital saturation equation, the results indicate the vast majority of Wake County residents are digitally connected. They are also consumers of Internet-based information. These are high percentages, but it is important to emphasize that the small proportion of the population without computer and broadband access is the most likely to be transit-dependent. Overall, Wake County residents are educated, with 93.7% identified as high school graduates and 54.7% completing a bachelor’s degree or higher. Yet, 5.9% of residents reported a disability under the age of 65. In addition, 9.4% of persons were considered to be in poverty. Finally, 17.5% reported a language other than English being spoken at home.

A “low-income individual” is defined as a person whose family income is at or below 150 percent of the poverty line, as stated in section 673(2) of the Community Services Block Grant Act (42 U.S.C. 9902 (2)). Family size is a factor used in determining whether residents may fall below the poverty line. Policies concerning the poverty line are developed by the Office of Management and Budget based on the most recent data available from the Bureau of the Census. The following audiences are key segments that help ensure thorough and inclusive outreach for the Bus Plan and the Work Plan. Riders and non-riders from historically underserved communities are an important part of the Wake Transit community. Engagement efforts are designed to result in meaningful communication with individuals belonging to communities protected by the Civil Rights Act of 1964 and additional laws and regulations. Several key audiences include, but are not limited to, the following ones:

- Low-income populations (9.1% Below the Poverty Level...18.8% below \$35,000)
- Minority populations (34.6% in Wake County)
- Limited English Proficiency (LEP) populations (6.0% in Wake County)
- Individuals with disabilities (8.6% in Wake County)
- Seniors above 65 (12% in Wake County)
- Youth (23.6% in Wake County)
- College students (9.1% in Wake County)

Targeted outreach to protected communities will be conducted through digital and in-person engagement and communications activities and materials, as well as stakeholder engagement and partner assistance. Translated materials and language interpretation services are available.

4.0 –Title VI & Limited-English Proficiency

How will engagement serve Title VI and Limited-English Proficiency populations?

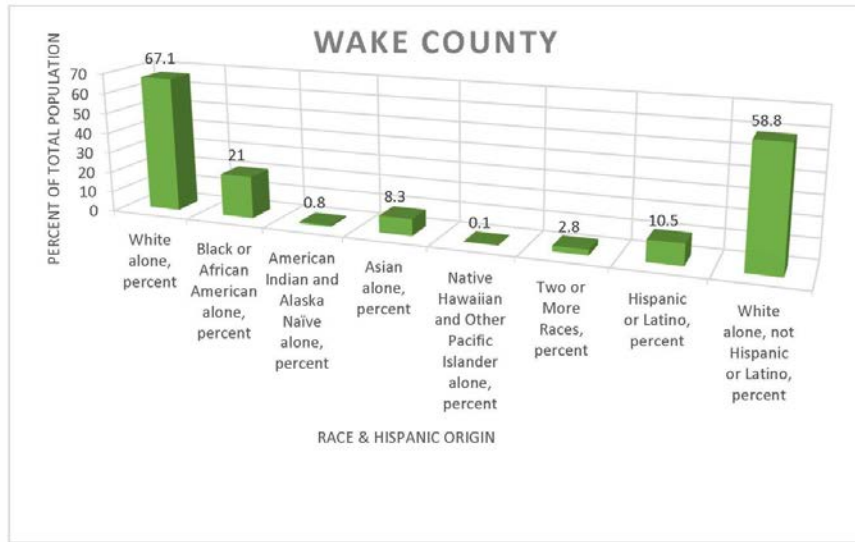
Title VI of the Civil Rights Act of 1964 prohibits discrimination against protected populations in programs and activities receiving federal financial assistance. On August 11, 2000, Executive Order 13166 established additional requirements for federal agencies to examine the services they provide. They were directed to identify service needs for individuals with limited English proficiency (LEP) and provide access to those services. The Justice Department issued a [memorandum](#) on November 21, 2022. It requested federal agencies to review their language access practices and policies to strengthen the federal government’s engagement with individuals with limited English proficiency (LEP). This memorandum outlined the following course of action for federal agencies to improve, modernize, and carry out their language access responsibilities under Executive Order 13166:

- (1) Whether agencies can further update their language access policies and plans
- (2) Whether agencies are effectively reaching LEP individuals when disseminating information about federal resources, programs, and services
- (3) Whether agencies have considered updates or modifications to guidance to federal financial assistance recipients regarding their obligations to provide meaningful language access under the requirements of Title VI of the Civil Rights Act of 1964 and its implementing regulations
- (4) Whether agencies can adapt their digital communications to welcome LEP individuals.

Community engagement efforts also include reaching members of Wake County’s disabled community. In addition, Hispanic and Latino residents account for 10.5% of the Wake County population. Accordingly, Spanish translations are included in the engagement strategy, as well as enhanced efforts to increase awareness among the Limited English Proficient members of the community. Residents 65+ also represent a vital segment of outreach.

Limited English Proficiency Resources are available at <https://www.lep.gov>

Figure 6. Wake County Race & Hispanic Origin.



Wake County, North Carolina (US Census Bureau, 2020).

5.0 – Purpose

From February 20 through March 22, 2023, the entire Wake Transit community has the opportunity to provide feedback on proposed services and investments. The Bus Plan and the Work Plan include information about a variety of related projects and programs. They will be available for public review on the GoForward website, with print versions available by request and during scheduled in-person events. To ensure information is accessible, messaging will be combined and provide educational background to encourage the public’s participation, regardless of their familiarity with the Wake Transit Program. Per the Wake Transit Governance Interlocal Agreement, the Wake County Transit Planning Advisory Committee (TPAC) is charged with producing a recommended Annual Work Plan comprised of the following three core elements:

- 1) The transit operating and capital improvement budgets that are scheduled to be implemented in the next fiscal year, which runs from July 1 through June 30.
- 2) A summary of updates made to the financial assumptions used for forecasting revenues and expenditures to support the implementation of current and future projects.
- 3) The detailed scope and financial information for planned transit investments through the end of the Wake Transit Program’s 10-year planning horizon.

The combined February 20 – March 22, 2023 engagement effort focuses on providing all residents and stakeholders with equal access to review the Bus Plan and the Work Plan. It also provides inclusive opportunities for them to provide comments concerning their attitudes, demographics, needs, and opinions regarding the Bus Plan and the Work Plan. Recommended improvements and the final draft implementation schedule for bus service improvements and capital projects are likely topics. The goal of this Phase III round of engagement for the Bus Plan is to provide equal access to all residents in order to collect feedback from transit riders, non-

riders, residents, stakeholders, protected communities, and others regarding the recommended investments and the proposed implementation timeline for the variety of projects.

The objective is to raise the entire community's awareness of the annual efforts and taxpayer-funded budgets dedicated to the improvement and optimization of transit services and capital investments in Wake County and partner communities. In addition, the engagement effort is designed to solicit and gather community input and stakeholder support to help guide Wake Transit. In addition, information related to the community review and public comment period is being distributed through digital channels, print mediums, and in person engagement activities. Community Engagement Subcommittee members have the opportunity to collaborate throughout the planning, engagement, implementation, operational, administrative, and other phases of the public transit process.

6.0 – Messaging

Messaging seeks to educate residents about the Wake Transit Program and ask for their input.

- The Draft FY2024 Wake Transit Work Plan is focused on improving facilities and equipment through key investments.
- The Wake Bus Plan Update is focused on the expansion of bus services.
- The Wake Transit Program is guided by the Four Big Moves.

7.0 – Outreach Planning & Recruitment

Which community organizations will you work with to reach your key audiences through trusted sources in their daily life? The Community & Public Engagement Team will collaborate with consultants, community organizations, and municipal partners to inform the public of the opportunity to review the Bus Plan and the Work Plan. This includes direct outreach to over 150 community organizations to inform leaders of the upcoming opportunity to participate and determine the most appropriate approach to meet their constituents' needs when it comes to providing input.

8.0 – Goals & Metrics

Based on the Title VI Population Profile and the technical needs of the project, what are the goals for participation in the engagement effort? The participation goals are located in the Title VI Population profile in the appendices.

9.0 – Tactics and Tools

How will the public receive information and provide feedback?

The first two phases of the Bus Plan engagement attracted a broad range of opinions and ideas from a diverse audience. In addition, the Wake Transit partners conducted an After-Action Review of the FY22 engagement approach and processes, resulting in recommendations for improvement in future efforts. Key takeaways included:

- Pop-up events at transit centers and bus stops helped create awareness and collect input from transit riders from all demographic backgrounds. Data collection methods used during popups should be streamlined. Comment cards are more effective if questions asked are short and easy to answer quickly for riders who only have a few minutes. The use of polling stations was effective in reaching transit riders from all demographic backgrounds.
- Partnering with Spanish-speaking organizations was an effective way to reach Spanish speakers and encourage their input on online and/or paper surveys.
- Partnering with senior living communities to distribute paper surveys helped increase responses from older adults.
- Partnering with Wake County Human Service Centers and other community-based organizations to distribute advertising materials was an effective way to reach diverse survey participants.
- Organic social media posts were effective at reaching a large audience when posted multiple times throughout the duration of the comment period and on multiple social media platforms (i.e., Facebook, Instagram, Twitter, and LinkedIn). Reminders to agencies to post on designated days helps ensure consistent communications between agencies.
- Paid social media campaigns implemented through agency social media platforms were also successful at reaching Spanish speaking residents. This strategy was successful in part by targeting zip codes where census data shows there is a high percentage of Spanish speakers.
- Advertising survey and outreach activities through agency social media sites was an effective way to reach existing riders. Social media advertising through third-party platforms was not effective in reaching targeted audiences within the project area.
- Incentives for survey participation should be provided for in person survey participation only and should not be used for online surveys.
- Remix was difficult for members of the public to use effectively from their smart phone. There is a need to identify more user-friendly tools and/or applications that guide the public to a particular geography both from a personal or public computer as well as their personal smartphones.
- Partners desire individual municipal-level projects in the work plan and bus plans in order to provide the most relevant information to the public.

The consultant and GoTriangle teams will conduct targeted outreach with businesses and community organizations to leverage their existing communications channels to disseminate event and survey information to residents.

Media Kit

A media kit will be developed and made available to stakeholders, community partners, religious institutions, and others. The media kit is designed to help promote the community review and public comment period with specific information and materials. The media kit will include digital and print materials, covering the range of available options that are proven to be effective. Materials will be available in English and Spanish. In addition, a PowerPoint presentation will be available. <https://www.goforwardnc.org/templates-media-kits/>

Advertising

To provide equal access for the Spanish-speaking population, social media ads will be developed in Spanish and targeted to Wake County communities with Hispanic and Latino communities above the 10% threshold. Digital station monitor ads and posters at transit centers will also be used to direct people to the GoForward website where the online survey and in-person events are advertised. Transit ads will be provided in English and Spanish.

GoForward Webpage

Wake Transit partners and stakeholders can expect content developed for the GoForward webpage. The website will include:

- Current information on Phase III of the Wake Bus Plan with a downloadable presentation
- ArcGIS StoryMap that presents Wake Bus Plan proposed changes
- Remix map
- Link to an online survey
- Media Kit

Digital and print communications materials, and in-person activities, will encourage community members to visit the GoForward webpage. Examples include the following items:

- Advertising content on project communication materials
- Distributing comment postcards with QR codes and mail options during in-person events
- Encouraging transit partners to distribute the survey link through their distribution lists
- Publishing links on partner websites
- Regional Call Center

<https://www.goforwardnc.org/wake-county/get-involved/>

<https://www.goforwardnc.org/templates-media-kits/>

Survey

A survey, including key demographic questions, is being developed to collect feedback from public transit's riders and potential riders. The survey will be available in print and online. It will be available in English and Spanish with a variety of options, such as calling (919) 485-RIDE (7433), texting, email, mail, and online.

Questions (Thumbs Up, Thumbs Down, No Opinion, with expandable additional options):

- The Draft FY24 Wake Transit Work Plan budgets \$125.8 million in total revenue. Will this amount meet the future transit needs of Wake County's 1.15 million residents?
- I know basic information about Wake Transit.
- Wake Transit provides a valuable service for the county and its residents.
- My family is satisfied with the opportunities for public transportation in our community.

To increase public participation and receive more relevant comments, the survey includes additional, specific questions based on criteria developed by transit planners and project sponsors.

Engagement Team Training

A virtual training session may be offered to help prepare the consultant team, transit partners, and municipality staff prior to outreach. The training will provide an overview of the project, technical data, and recommended investments with an accompanying timeline for the implementation of projects. Covering this information will help to ensure that the project information provided by outreach staff to the public during outreach activities is consistent. The virtual meeting will be scheduled for the week prior to community review and public engagement period.

Additional languages are available upon request. An online interactive map will also be developed in Remix to allow participants to provide location-based feedback on routes. The online version of the survey will be hosted on GoTriangle's existing PublicInput.com Engagement Hub and a link to the Remix interactive map will be included on the survey site. It will be live from February 20th through March 22nd of 2023.

In-Person Events

Check the Appendices for the most recent schedule of events. The timing and locations of individual events are being evaluated and determined. Comment collection is scheduled for the four-week period between February 20 and March 22, 2023. Tabling and other events will be two hours long each and held at main transit centers and near locations with planned major changes, as well as those with Title VI and LEP residents. To ensure the pop-ups are conducted during times with high ridership, the consultant team will use transit ridership data to plan times and locations. A full list of locations, dates, and times is located in the Appendices.

The following measures are recommended for in-person events:

- All events should be within ¼ mile of transit at times when transit is operating
- 100% of Wake Transit partner jurisdictions have at least one in-person event
- Three in-person events will occur at higher education institutions, including NCSU
- In-person activities in low-income, BIPOC, LEP block group areas
- Beta test of demographic questions... please collect info on response rate

Staffing the in-person events will include a combination of consulting team, lead agencies, and Wake Transit partners. As part of scheduling the in-person events, the consultant team will request staffing levels required for each event, as well as expected technical knowledge. Project information (handouts) will be distributed and community members will be asked to review plans and complete printed surveys during in-person events. Print surveys will include demographic questions and provide respondents with the opportunity to receive future digital updates.

Spanish interpretation services will be provided in locations where census data indicates there are more than 10% Hispanic or Latino, such as in Garner, Knightdale, Raleigh, Wake County, Wendell, and Zebulon. In addition, Morrisville is 41% Asian. Communications materials will be made available to partners on the GoForward website's media kit page:

<https://www.goforwardnc.org/templates-media-kits/>

Additional Outreach Efforts

In addition to the use of popups and other in-person events, additional outreach efforts have been highlighted below:

- Presentation on recommended investments and Annual Work Plan projects intended for neighborhood groups throughout the County, including rural areas
- Paper comment forms with a no-postage option

10.0 – Appendices

Title VI Population Profile
In-Person Events Schedule
Tactics & Tools
Comments Received & Updates

Title VI Population Profile

Demographic Group	Wake County Population	BP Phase 1 Participation	BP Phase 2 Participation	BP Phase 3 + FY24 WP Goal
Low-income Residents	9.4% below poverty level; 18.8% below \$35,000	26.0%*	17.0%	18.0%
Minority/BIPOC Residents	34.6%	32.0%	27.0%	34.0%
Limited English Proficiency Residents	6.0%			6.0%
Disabled Residents Under 65	5.9%	13.0*	8.0%	8.0%
Persons 65 and older	12.6%	21.0%	8.0%	12.0%
Persons Under 18	23.2%	3.0%	0%	8.0%
College Students	9.1%	2.0%	5.0%	9.0%
Broadband Internet Access				93.7%

*Meets or exceeds Wake County population percentage

In-Person Events | Schedule

PARTNER	LOCATION	TIME DATE
<p><u>Apex</u> Katie Schwing, senior transit planner katie.schwing@apexnc.org 919-249-1043</p>	<p>Apex Senior Center Presentation and tabling During the FYI Apex event</p>	<p>2 p.m. to 4 p.m. February 21, 2023</p>
<p><u>Cary</u> Kelly Blazey, transit services administrator kelly.blazey@townofcary.org 919-462-2080</p> <p>Fabian Rodriguez, transit public outreach specialist fabian.rodriquez@townofcary.org 919-380-2783</p>	<p>Cary Depot</p>	<p>TBD</p>
<p><u>Fuquay-Varina</u> Allison Wylie, planner II awylie@fuquay-varina.org 919-753-1015</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Garner</u> Rick Mercier, communications manager GarnerPIO@garnernc.gov 919-773-4418</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Holly Springs</u> Daniel Spruill, transportation planner daniel.spruill@hollyspringsnc.gov 919-567-4724</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Knightdale</u> Andrew Spiliotis, senior planner andrew.spiliotis@knightdalenc.gov 919-217-2247</p>	<p>TBD</p>	<p>TBD</p>

<p><u>Morrisville</u> Danielle Kittredge, principal planner dkittredge@townofmorrisville.org 919-463-6927 Western Wake Farmers Market on March 18, 9 a.m. until Noon.</p>	<p>Western Wake Farmers Market during Creek Week</p> <p>Tabling</p>	<p>9 a.m. to Noon March 18, 2023</p>
<p><u>North Carolina State University</u> Connor Jones, transit planner crjone28@ncsu.edu 919-515-1601</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Raleigh</u> Andrea Epstein, senior communications liaison Andrea.epstein@raleighnc.gov 919-996-4186</p>	<p>Triangle Town Center</p> <p>Crabtree Valley Mall</p> <p>GoRaleigh Station</p>	<p>TBD</p>
<p><u>Research Triangle Park</u> Travis Crayton, planner & project coordinator crayton@rtp.org 919-433-1697</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Rolesville</u> Mical McFarland, community and economic development manager Mical.mcfarland@rolesville.nc.gov 919-554-6517</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Wake County</u> Tim Gardiner, transportation planner Tim.gardiner@wakegov.com 919-856-5477</p>	<p>TBD</p>	<p>TBD</p>
<p><u>Wake Forest</u> Courtney Tanner, planning director ctanner@wakeforestnc.gov 919-435-9510</p>	<p>TBD</p>	<p>TBD</p>

<p><u>Wendell</u> Bryan Coates, assistant planning director bcoates@townofwendellnc.gov 919-366-6888</p>	<p>Senior Center 919-365-4248.</p> <p>Wendell Falls Activity Center</p>	<p>9 a.m. to 11 a.m. TBD</p> <p>Noon to 2 p.m.</p>
<p><u>Zebulon</u> – Mike Clark, planning director mclark@townofzebulon.org 919-823-1808</p>	<p>TBD</p>	<p>TBD</p>

Tactics & Tools

Which of the following tactics and tools will be part of this project's community engagement strategy? Check all that apply.

Engagement Tactics		
Engagement Effort	Tactic	Check all that apply
Outreach Activities	Online surveys / comment boxes	<input checked="" type="checkbox"/>
	Print surveys / comment cards	<input checked="" type="checkbox"/>
	SMS surveys	<input checked="" type="checkbox"/>
	Voicemail box	<input checked="" type="checkbox"/>
	In-person / virtual focus groups	<input type="checkbox"/>
	In-person / virtual trainings	<input type="checkbox"/>
	Pop-ups at bus stops, transit centers & community sites	<input checked="" type="checkbox"/>
	Tabling in each partner community	<input checked="" type="checkbox"/>
	Educational events	<input type="checkbox"/>
	Major holiday celebrations	<input type="checkbox"/>
	Community meetings	<input type="checkbox"/>
	Group presentations	<input type="checkbox"/>
	Public hearings	<input type="checkbox"/>
	Town halls	<input type="checkbox"/>
Translation & interpretation	<input checked="" type="checkbox"/>	
Monitoring & Analysis	Ongoing participant analysis	<input checked="" type="checkbox"/>
	Social media geo-targeting	<input checked="" type="checkbox"/>
Engagement Report	Participant demographics	<input checked="" type="checkbox"/>
	Web & social analytics	<input checked="" type="checkbox"/>
	Public comments	<input checked="" type="checkbox"/>
	After-Action Review	<input checked="" type="checkbox"/>
Liaison to government, community and NGO partners	Campaign to share engagement results with decision-makers and stakeholders	<input checked="" type="checkbox"/>
	Close the loop with participants	<input type="checkbox"/>
	Presentations	<input checked="" type="checkbox"/>
Other	Write-in additional tactics	<input type="checkbox"/>

Communications Tools		
Content	Material	Check all that apply
Communications	Talking Points	<input checked="" type="checkbox"/>
	News Release	<input checked="" type="checkbox"/>
	Blog Posts	<input checked="" type="checkbox"/>
Social Media Posts (Paid or Unpaid)	Facebook	<input checked="" type="checkbox"/>
	Instagram	<input checked="" type="checkbox"/>
	Twitter	<input checked="" type="checkbox"/>
	LinkedIn	<input checked="" type="checkbox"/>
	Reddit	<input checked="" type="checkbox"/>
Print Materials	Poster	<input checked="" type="checkbox"/>
	Flyers	<input checked="" type="checkbox"/>
	Postcard	<input type="checkbox"/>
	Brochure	<input type="checkbox"/>
	Rack Card	<input checked="" type="checkbox"/>
	Yard Signs	<input type="checkbox"/>
	Bus Placards	<input type="checkbox"/>
	Surveys	<input checked="" type="checkbox"/>
Events	Public Meetings	<input checked="" type="checkbox"/>
	Ribbon Cutting	<input type="checkbox"/>
	Webinar	<input type="checkbox"/>
	In-person w Promo Items	<input checked="" type="checkbox"/>
Website Updates	Custom Landing Page	<input checked="" type="checkbox"/>
	General copy changes to existing content	<input checked="" type="checkbox"/>
	News Item	<input checked="" type="checkbox"/>
	Graphics /Header/Icons	<input checked="" type="checkbox"/>
Video	Full length (1:00+)	<input type="checkbox"/>
	Social Snippet(s) from Full (~0:15-1:00)	<input type="checkbox"/>
	Social Informer/Call to Action (~0:15-1:00)	<input type="checkbox"/>
	Ad (0:15/0:30)	<input type="checkbox"/>
	Presentation (5:00+)	<input type="checkbox"/>
Rider Messaging	On-bus announcements	<input type="checkbox"/>
	Rider alerts	<input checked="" type="checkbox"/>
	Flyers @ bus stops/stations	<input checked="" type="checkbox"/>
Paid Advertising	Radio Advertising	<input checked="" type="checkbox"/>

	Digital Advertising	<input checked="" type="checkbox"/>
	Print Advertising	<input checked="" type="checkbox"/>
	Newspaper Advertising	<input type="checkbox"/>
	Magazine Advertising	<input type="checkbox"/>
Digital Media	PowerPoint Presentation	<input checked="" type="checkbox"/>
	Public Input Graphic	<input checked="" type="checkbox"/>
	Email Graphic	<input checked="" type="checkbox"/>
Other	Printed comment card with paid postage on return for the disabled <65 and the 65+ audiences. 18 and under.	<input checked="" type="checkbox"/>

Comments Received & Updates

The following comments received from Wake Transit partners have been addressed in the following manner.

Round One Comments

Prefer terms such as vision and Four Big Moves as opposed to objective.	These changes have been made.
“Your Transit Plan Timeline” graphic should include the Bus Plan.	A new graphic was developed that includes the Bus Plan and is Wake Transit-specific, rather than from a GoTriangle perspective.
Examples of unclear language and typos have been identified.	Numerous instances of unclear language and sentence structure have been revised or eliminated.
Reshape performance expectations by including stronger language that moves away from the goal of simply collecting feedback to a goal that “provides the equitable opportunity to provide feedback.”	The phrasing and concept have been incorporated into the document.
The Engagement Schedule is not complete.	This schedule has been replaced with an updated Timeline (still in progress).
Be clear and write the span FY24/25-30 dates or 6/7 years.	Updated.
Performance goals need development and TPAC approval.	This has been updated and is a focus of the ongoing development and discussion of the strategy.
Rather than describing a past even as effective or successful, also include data to support the statement.	Including this as a requirement moving forward.

Gather commitments from partners regarding distribution of communications materials and assistance with engagement in-person events.	Noted and working to solidify.
Use the proper name for the Draft FY2024 Wake Transit Work Plan.	Updated.
CE SubC members have requested a presentation that can be played rather than a PPT slide deck that must be presented. Perhaps both...	Noted. Working on the possibilities.
This is one thing to talk with CAMPO about before this strategy's goals and methods are finalized to ensure that we are assessing targeted outreach methods that are appropriate for potentially and other historically underserved populations.	Noted...working to accomplish.
Suggestion to place at least 4 placards on the buses so all riders have better chance of seeing them.	Noted.
Need to talk about an actual statement for ADA accommodations.	Noted.
Requests for more details regarding in-person events, such as staffing, activities, locations, etc.	Noted and developing.
Cannot use polling boards due to single-use demographics beta testing	Noted.

Round Two Comments

COMMENT	COMMENTER / DATE	RESOLUTION
CE Strategy: p. 7...combine the last two sentences of the first paragraph.	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.
CE Strategy: p. 8...when discussing the high percentage of households with computers, broadband, and smartphones...“These are high numbers, but important to emphasize the small percentage without computer/broadband access are most likely to be transit-dependent as well.”	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.
CE Strategy: p. 8...first paragraph, last sentence should begin with Finally rather than And.	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.
CE Strategy: p. 9...Figure 6 seems to contradict earlier data concerning poverty on page 8. The graphic is too blurry.	Kevin Wyrauch, Town of Cary February 1, 2023	Deleted Figure 6. Wake County Poverty and Diversity
CE Strategy: p. 11...The following messaging point is unclear and confusing: “Wake Transit represents the best possible route. The Wake Bus Plan and the Annual Work Plan are the vehicles that cover the terrain necessary to reach that destination.”	Kevin Wyrauch, Town of Cary February 1, 2023	Deleted.
CE Strategy: p. 14, survey question 1 is unclear.	Kevin Wyrauch, Town of Cary February 1, 2023	Survey questions were updated and blended with more specific questions for the Wake Bus Plan. This specific question was deleted.
CE Strategy: p. 15, adjust the title for Kelly Blazey from transit services administrator to transit director.	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.

CE Strategy: p. 18, Title VI Population chart...some numbers don't match the more recent figures included elsewhere in the document.	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.
CE Strategy: p. 20, use rider alerts...they are effective and low cost.	Kevin Wyrauch, Town of Cary February 1, 2023	Added.
News Release: third paragraph, last sentence. Preference for saying "connect more people to more destinations." The sentence was also highlighted by a commenter without comment.	Kevin Wyrauch, Town of Cary February 1, 2023 Danielle Kittredge Town of Morrisville January 31, 2023	Updated.
News Release: Operating Budget bullet point six. Comment, "Is there a reason we are pointing these out? Some people might read and think these are new services rather than continuation of existing programs."	Kevin Wyrauch, Town of Cary February 1, 2023	Deleted bullet point.
News Release: paragraph 8, second sentence. Replace circulator with Route 1. Third sentence, add Morrisville Smart Shuttle.	Kevin Wyrauch, Town of Cary February 1, 2023 Danielle Kittredge Town of Morrisville January 31, 2023	Updated.
News Release: paragraph 12, bullet point five. Remove reference to route 9A and use support future routes.	Kevin Wyrauch, Town of Cary February 1, 2023	Updated.
News Release: Wake Bus Plan Update, paragraph 2. Is BRT actually a part of the Bus Plan?	Kevin Wyrauch, Town of Cary February 1, 2023	Double-Checking
Key Messages & Communications Materials. Bullet point three is not a complete thought.	Kevin Wyrauch, Town of Cary February 1, 2023	Messaging was updated and blended with more specific questions for the Wake Bus Plan. This point was deleted.

Bus Plan Phase 3 Communications Document, various grammar issues.	Kevin Wyrach, Town of Cary February 1, 2023	Forwarded to the Wake Bus Plan team for incorporation.
Bus Plan Phase 3 Communications Document. Various updates are needed on the maps and handouts.	Kevin Wyrach, Town of Cary February 1, 2023	Forwarded to Bus Plan contractor Nelson Nygaard for correction.
CE Strategy: p. 3. Second paragraph, sentences 4 and 6. An unclear sentence and typo.	Danielle Kittredge Town of Morrisville January 31, 2023	Deleted and corrected.
CE Strategy: p. 3. Figure 1. This is the first time I am seeing "Wake County" Transit Plan on this page. Either it wasn't discussed in the previous two paragraphs or the terminology isn't consistent.	Danielle Kittredge Town of Morrisville January 31, 2023	Figure 1 was reviewed after the Jan. 26 CE Subcommittee meeting by GoT and CAMPO. The graphic attempts to provide an overview of the Wake Transit Program...
CE Strategy: p. 4. Multiple instances of recommending the addition of the word County...and one instance of the need to add population. Figure 2 needs population added to the title. Recommended changes to wording in the graphic.	Danielle Kittredge Town of Morrisville January 31, 2023	Updated all requests, expect within the graphic which was created by the US Census Bureau and changes not allowed as it is copyrighted.
CE Strategy: pgs. 5-8 & 15. A few paragraphs and sentences were highlighted by the commenter, but no comments left.	Danielle Kittredge Town of Morrisville January 31, 2023	Reviewed.
News Release: Operating Budget section, the word straighten is highlighted.	Danielle Kittredge Town of Morrisville January 31, 2023	Reviewed.
Key Messages and Communications Materials. First bullet point, equipment is highlighted. Second bullet point -- recommend the addition of "increased frequency, increased hours of operation, new routes" on the end of the sentence.	Danielle Kittredge Town of Morrisville January 31, 2023	Reviewed. Updated.

Graphics: Recommended left alignment of text in Four Big Moves PPT style graphic.	Danielle Kittredge Town of Morrisville January 31, 2023	Reviewed.
News Release: Provided alternate structuring and text.	Katie Schwing Town of Apex January 31, 2023 CAMPO February 3, 2023	Reviewed. Used input to restructure.
Operating Budget Summary: Please use “GoApex Route 1” instead of “GoApex Circulator” so that it is consistent with our brand.	Katie Schwing Town of Apex January 31, 2023	Updated.
Key Messaging & Communications Materials: recommendation of four bullet points.	Katie Schwing Town of Apex January 31, 2023	Reviewed.
Bus Plan Communications Content: My main suggestion from this content is that I think the average person is going to think the request is going to be much more open-ended than it is. Something like, “Provide input on planned bus improvements in Wake County” might help temper expectations by giving them a head’s up that something is already planned.	Katie Schwing Town of Apex January 31, 2023	Reviewed.
Graphics, Handouts, Survey, StoryMap: a variety of comments were provided.	Katie Schwing Town of Apex January 31, 2023	Forwarded to the Wake Bus Plan team for incorporation.
Wake Bus Plan: recommended new text for the introduction section.	Katie Schwing Town of Apex January 31, 2023	Reviewed and forwarded to the Wake Bus Plan team for incorporation.
Suggest changing the header to: “The Wake Bus Plan Goals: Four Big Moves” Then provide 1-2 bullet points about what each move means (this is already out there). Link to another page if needed.	Katie Schwing Town of Apex January 31, 2023	Reviewed and forwarded to the Wake Bus Plan team for incorporation.

<p>Does the bus plan speak to which of the four big moves each project helps address? If so, state that here as well.</p>		
<p>Wide variety of comments on the Bus Plan series of maps and the survey.</p>	<p>Katie Schwing Town of Apex January 31, 2023</p>	<p>Reviewed and forwarded to the Wake Bus Plan team for incorporation.</p>
<p>I would love for there to be a more permanent page the Wake Transit program and associated plans on the GoForward site. A lot of the reference documents are on the CAMPO page, but the average person isn't going to know to look there (and they aren't linked to on the GoForward page).</p>	<p>Katie Schwing Town of Apex January 31, 2023</p>	<p>Reviewed. Will be updated.</p>
<p>Rebranding for the Wake Transit Annual Work Plan? I think we should pursue branding this annual process as something other than the "Annual Work Plan update" as that phrasing doesn't say anything to the average person. This is more a comment for next year.</p> <p>Brainstorming ideas: Wake Transit Yearly Project Funding Plan, Wake Transit Yearly Funding Allocation, etc.</p>	<p>Katie Schwing Town of Apex January 31, 2023</p>	<p>Reviewed.</p>
<p>There are a few different webpages sprinkled throughout. Would suggest one landing page like get involved that can then take people to Bus Plan storymap or Work Plan storymap, or survey, handouts, and so on.</p>	<p>Bonnie Parker CAMPO February 3, 2023</p>	<p>Reviewed and forwarded to the Wake Bus Plan team for incorporation.</p>

<p>This comment references the header (can't add a comment there): CAMPO suggests that the Bus Plan title be modified, at least for the public facing materials, to recommended FY2025-2030 Wake Bus Plan. Adding the years helps to more easily compare it to the Work Plan, and by identifying it as the recommended draft for this engagement effort it will be satisfy the 30-day comment period required in the CE Policy giving the GoT team more flexibility to plan and schedule the final comment period and public hearing later in the year.</p>	<p>Anna Stokes CAMPO February 3, 2023</p>	<p>Reviewed and forwarded to the Wake Bus Plan team for incorporation.</p>
<p>News Release: provided alternate text for News Release.</p>	<p>CAMPO February 3, 2023</p>	<p>Reviewed.</p>
<p>General Budget charts are not necessary for communications materials.</p>	<p>Bonnie Parker CAMPO February 3, 2023</p>	<p>Reviewed.</p>
<p>Wording about the Work Plan needs to be added into this email as well. Recommended content provided.</p>	<p>Anna Stokes CAMPO February 3, 2023</p>	<p>Reviewed and agreed.</p>
<p>Please stick to the approved Go Forward Logo alone without the Wake call-out on the side (I like the Wake identifier but if we want to make this change it needs to go through the Governing Boards before being used)</p>	<p>Anna Stokes CAMPO February 3, 2023</p>	<p>Reviewed and agreed.</p>
<p>Graphics: These are too detailed for public -- I think you can say if needed "For more detail please see the Draft FY 2024 Wake Transit Work Plan"</p>	<p>Anna Stokes CAMPO February 3, 2023</p>	<p>Reviewed and agreed.</p>

Please double-check to ensure there is a QR code and a URL on each handout somewhere.	Bonnie Parker CAMPO February 3, 2023	Noted.
Charts, handouts, graphics: Please do ensure these colors work for the visually impaired...The light blue may not be visible to some, and then the shades difference between the oranges and browns also may not be contrasted enough.	Bonnie Parker CAMPO February 3, 2023	Reviewed and forwarded to the Wake Bus Plan team for incorporation.
BRT should probably be a different type of line (like dots or dashes	Bonnie Parker CAMPO February 3, 2023	Reviewed and forwarded to the Wake Bus Plan team for incorporation.
Please add access and assistance language like, "if you need assistance to take this survey or to otherwise participate in these activities please contact (phone and/or email of appropriate GoT staff person) at least 3 business days in advance of a scheduled event or the end of the comment period"	Bonnie Parker CAMPO February 3, 2023	Reviewed and forwarded to the Wake Bus Plan team for incorporation.
A lot of the Bus Plan items produced by NN do not include any reference to the Work Plan (e-mails, social media posts, survey, etc.)	Anna Stokes CAMPO February 3, 2023	Working to blend this language as much as possible. Communications materials include combined, work plan, and bus plan items.
We suggest that the Bus Plan title be modified, at least for the public-facing materials, to "Recommended FY 2025-2030 Wake Bus Plan". Adding the years helps to more easily compare it to the Work Plan, and by identifying it as the recommended draft for this engagement effort it will satisfy the 30-day comment period required in the CE Policy.	CAMPO February 3, 2023	Reviewed. Updated and forwarded to the Wake Bus Plan team for incorporation.

<p>CE Strategy: Regarding the performance metrics on p. 18 we would like to add the following measures to better inform</p> <ul style="list-style-type: none"> ○ All events should be within ¼ mile of transit at times when transit is operating ○ 100% of Wake Transit partner jurisdictions have at least one in-person event ○ At least three in-person events will occur at higher education institutions, to include NCSU. ○ XX% of in-person activities in low-income, BIPOC, LEP block group areas ○ Beta test of demographic questions... please collect info on response rate 	<p>CAMPO February 3, 2023</p>	<p>Reviewed and updated CE document.</p>
<p>No need for a separate comment card – printed survey serves same purpose.</p>	<p>CAMPO February 3, 2023</p>	<p>Reviewed and agreed.</p>

Lead Agency Contact:

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