

# GO FORWARD

## A COMMUNITY INVESTMENT IN TRANSIT

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Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – March 14, 2023  
Communications Tools

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### **Digital & Non-Digital Communications Tools**

- Email Campaign
- Graphics
- News Release
- Online survey (Print Version)
- Printed Flyer (Spanish, English)
- Public Hearing Notice
- Social Media Campaign
- Transit Alerts
- Website Content

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – March 14, 2023  
Email 1**

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***Distribution Date(s):*** Monday, May 1, 2023

***Lists:*** GoForward, All Contacts

***Subject Line:*** Your Input Needed on Wake Transit Work Plan Recommendations

Dear Wake Transit friend,

We need your input! The Recommended FY 2024 Wake Transit Work Plan is scheduled for community review and public comment during May 1-14, 2023. Your input will help guide the development of bus services and transit system capital investments as budgeted in the Recommended Work Plan.

The Recommended Work Plan is improving transit connections and expanding opportunities, while also helping blend the community's collective voice into the process. Continually connecting communities and working to offer the best public transit options possible, the program works toward transit services that are efficient, accessible, safe, and friendly. The program continually seeks public input to improve the transit network for all.

Please take a few moments to share this message with others in the Wake Transit Community. Let your voice be heard by participating in the survey. More information and the short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake>

Thank you,

The Wake Transit Team

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – March 14, 2023  
Email 2**

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***Distribution Date(s):*** Monday, May 8, 2023

***Lists:*** GoForward, All Contacts

***Subject Line:*** Final Week to Comment on Wake Transit Recommendations

Dear Wake Transit friend,

Today begins the countdown for your input! The Recommended FY 2024 Wake Transit Work Plan is available for community review and public comment through May 14, 2023. Your input will help guide the development of bus services and transit system capital investments as budgeted in the Recommended Work Plan.

The Recommended Work Plan is improving transit connections and expanding opportunities, while also helping blend the community's collective voice into the process. The program continually seeks public input to improve the transit network for all.

Please take a few moments to share this message with others in the Wake Transit Community. Let your voice be heard by participating in the survey. More information and the short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake>

Thank you,

The Wake Transit Team

# GO FORWARD

## A COMMUNITY INVESTMENT IN TRANSIT

### Recommended FY 2024 Wake Transit Work Plan Available for Review & Comment From May 1-May 14, 2023.

The Recommended FY 2024 Wake Transit Work Plan is available for community review and public comment during **May 1- May 14, 2023**. View the plan, submit your input, and review other informational materials by visiting the GoForward website:

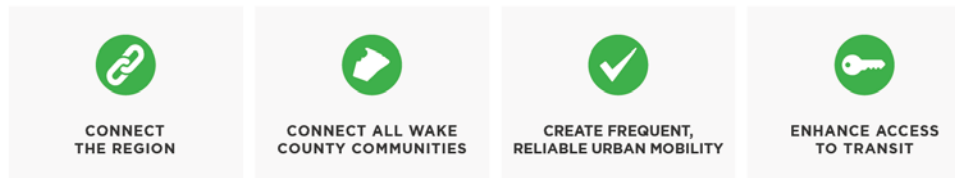


- <https://goforwardnc.org/getinvolvedwake>
- Or, visit the page by scanning the QR code.

There are several ways to submit questions and comments:

- Email: [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)
- Mail: GoTriangle, ATTN: Wake Transit Work Plan & Bus Plan, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
- Text "?????" to ##### (charges may apply)
- Call 855-925-2801 (toll-free) and enter code ???? to leave a voicemail.

The Recommended Work Plan is designed to improve and expand Wake County's transit network through continued investment in new and existing transit services and facilities that increase our ability to achieve the program's Four Big Moves:



The Recommended Work Plan will cover the upcoming fiscal year (July 1, 2023, to June 30, 2024). The Recommended Work Plan has two main parts:

1. The first part includes the projected FY2024 Wake Operating and Capital Budgets and details the specific projects proposed to receive funding throughout the year.
2. The second and larger part is the Appendix which outlines Wake Transit's multi-year investment strategy through FY2030.

The Recommended Work Plan allocates \$39 million to the Wake Operating Budget. About \$31.9 million of that total would be designated for the continuation of services funded in previous years. The Recommended Work Plan allocates \$203.8 million to the Wake Capital Budget, with \$85.9 million of the total from federal funding allocated for the Wake BRT: Southern Corridor project. Of that amount, \$19 million was allocated from the Wake Capital Fund balance.

#### *FY 2024 Revenues and Expenditures*

Wake Transit revenues come from a mixture of sources, the largest of which is a transit-dedicated, ½ cent sales tax. Other sources include portions of vehicle rental and registration taxes, local, federal, and state funds, reserved operating and capital fund balances, and projected fare box recovery. A total of \$242.8 million is projected to be available for Wake Transit investment in FY 2024. About \$120 million would be from sales tax collections.

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – May 14, 2023  
Newsletter Content Options**

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Option 1

Let your voice be heard on bus service and other transit system investments! Public comments improve planning and are accepted through May 14, 2023. More information and a short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake>

Option 2

Now is the time to review the Recommended FY 24 Wake Transit Work Plan and let us know what you think! Public comments improve planning and are accepted through May 14, 2023. More information and a short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake>

Option 3

A Wake County transportation plan is open for public comment through May 14, with a public hearing on May 17. The Recommended FY 2024 Wake Transit Work Plan includes Bus Rapid Transit and other projects. Public comments improve planning and are accepted through May 14, 2023 at: <https://www.goforwardnc.org/getinvolvedwake>

Option 4

Become a transit influencer! By telling us what you think about the changes to the Recommended Wake Transit Work Plan, you can help improve the effectiveness of public transportation. Public comments improve planning and are accepted through May 14, 2023, at: <https://www.goforwardnc.org/getinvolvedwake>

Option 5

The Recommended FY 2024 Wake Transit Work Plan needs your input! By including the public in the planning process, we improve transit connections and GoForward together. Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 6

A total of \$242.8 million is budgeted in the Recommended FY 2024 Wake Transit Work Plan. Of that total, \$39 million is allocated to the operating budget and \$203.8 million to the capital budget. Public comments improve planning and are accepted through May 14, 2023. Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 8

Be a transit influencer! We need your input on the Wake Transit Work Plan through just one short survey. Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 9

May 14 is the last day of the public comment period for bus and other transit system

improvements! Please submit your comments now. More information and a short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake>

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Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1–May 14, 2023  
Social Media: Facebook/Instagram, Twitter, LinkedIn

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**Facebook/Instagram (FB posts geotargeted to reach Latino and minority audiences)**

Option 1

We want to hear from you! GoTriangle is updating the Wake Transit Work Plan for FY 2024. The plans improve bus service and transit opportunities in Wake County and the Triangle region. Learn more about proposed changes to the Recommended Work Plan after public comments from the Draft Work Plan were implemented. Make sure to let us know what you think! Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 2

The Recommended FY 2024 Wake Transit Work Plan needs your input! Help improve transit connections and expand opportunities, while also being part of the community's collective voice. Make sure to let us know what you think! Please review the plans and submit your feedback by May 14, 2023. Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 3

Become a transit influencer! By reading and commenting on the recommendations for the FY 2024 Wake Transit Work Plan, you can help determine how funding is invested and bus services are adjusted. Make sure to provide your input during the public review and public comment period that ends May 14, 2023. Let us know what you think! Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 4

Let your voice be heard on the Wake Transit Work Plan through an online survey that closes on May 14, 2023. A Public Hearing will be hosted by CAMPO on May 17 for additional feedback. Comments and survey results will be used to finalize the recommendations presented for adoption in June 2023. Make sure to let us know what you think! Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake>

Option 5

Be a transit influencer by reading and telling us what you think about the Wake Transit Work Plan! We need your input on the recommended plan through just one short survey. Public comments improve planning and are accepted online through May 14, 2023, and a CAMPO

Public Hearing on May 17. Please let us know what you think! Learn more and comment:  
<https://www.goforwardnc.org/getinvolvedwake>

#### Option 6

A total of \$242.8 million is budgeted in the Recommended FY 2024 Wake Transit Work Plan. Of that total, \$39 million is allocated to the operating budget and \$203.8 million to the capital budget. Public comments improve planning and are accepted through May 14, 2023. Complete the online survey to let us know what you think! Learn more and comment:  
<https://www.goforwardnc.org/getinvolvedwake>

#### Option 7

May 14 is the last day to comment! GoTriangle is in the process of updating the Wake Transit Work Plan. The plans improve bus service and transit opportunities in Wake County and the Triangle region. Make sure to let us know what you think! Learn more and comment:  
<https://www.goforwardnc.org/getinvolvedwake>

### **Twitter/LinkedIn**

#### Option 1

Let your voice be heard on bus and other transit system investments! Public comments improve planning and are accepted through May 14, 2023. More information and a short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

#### Option 2

Now is the time to review the Recommended FY 24 Wake Transit Work Plan and let us know what you think! Public comments improve planning and are accepted through May 14, 2023. More information and a short community survey are available online at:  
<https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

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#### Option 4

Become a transit influencer! By telling us what you think about the changes to the Recommended Wake Transit Work Plan, you can help improve the effectiveness of public transportation. Public comments improve planning and are accepted through May 14, 2023, at: <https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

#### Option 5

The Recommended FY 2024 Wake Transit Work Plan needs your input! By including the public in the planning process, we improve transit connections and GoForward together. Learn more



and comment: <https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

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#### Option 8

Be a transit influencer! We need your input on the Wake Transit Work Plan through just one short survey. Learn more and comment: <https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

#### Option 9

May 14 is the last day of the public comment period for bus and other transit system improvements! Please submit your comments now. More information and a short community survey are available online at: <https://www.goforwardnc.org/getinvolvedwake> #WakeTransit #GoForward #WakeBus

### **Public Hearing Preview Posts**

#### **May 17 (Post by May 3 or before)**

Want to learn more about how we're improving bus and transit service throughout Wake County and the Triangle? Attend the public hearing online where you'll have the chance to provide verbal comments. Link to CAMPO.

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1–May 14, 2023  
Survey**

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- 1) Demographic Question (Same as Draft FY 2024 Wake Transit Work Plan survey)
- 2) What is your home zip code?
- 3) Which system do you ride or would you ride? Select all that apply. (GoApex, GoCary, GoRaleigh, GoTriangle, GoWake ACCESS, NCSU, None)
- 4) Which route(s) do you ride or would you ride? (fill in blank)
- 5) The Recommended Work Plan will help enhance access to transit? (strongly agree, agree, undecided, disagree, strongly disagree)
- 6) The Recommended Work Plan will help create frequent, reliable urban mobility? (strongly agree, agree, undecided, disagree, strongly disagree)
- 7) The Recommended Work Plan will help connect all Wake County communities? (strongly agree, agree, undecided, disagree, strongly disagree)
- 8) The Recommended Work Plan will help connect the region? (strongly agree, agree, undecided, disagree, strongly disagree)
- 9) Please provide additional comments about the Recommended FY 2024 Wake Transit Work Plan. (fill in blank)

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – March 14, 2023  
Transit Alert**

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***Distribution Date(s):*** Monday, May 1, 2023 & Sunday, May 14, 2023

**Transit Alert**

Be a transit influencer! Recommended FY 2024 Wake Transit Work Plan needs your input! Take the online survey by May 14 to help guide the future of bus services and other transit investments. Your feedback matters! Visit [GoForward.org](http://GoForward.org) for more information and to comment.

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**Recommended FY 2024 Wake Transit Work Plan  
Public Comment Period, May 1 – March 14, 2023  
Website**

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**Update:** Monday, May 1, 2023 & Sunday, May 14, 2023 (Monday, May 15)

**We Need Your Input on Bus and Transit Recommendations for Wake County!**

We need your input on bus improvements and other transit system investments! Community members, stakeholders, and transit partners can help guide the work plan of Wake Transit by participating in a review and public comment period from **May 1-May 14, 2023**. More information and a short community survey are available here. The Recommended FY 2024 Wake Transit Work Plan is open for public review and comments. The Recommended Work Plan is improving transit connections and expanding opportunities, while also helping blend the community's collective voice into the process.

Click on the Recommended FY 2024 Wake Transit Work Plan to review the document.

There are several ways to submit questions and comments:

- Email: [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)
- Mail: GoTriangle, ATTN: Wake Transit Work Plan & Bus Plan, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
- Text "?????" to ##### (charges may apply)
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