WAKE TRANSIT PLAN

Transit Planning Advisory Committee

TPAC REGULAR MEETING

August 16, 2023

9:30AM - 12:00PM



I. Welcome and Introductions



II. Adjustments to the Agenda



III. General Public or Agency Comment

Reminder: Public comments are limited to 3 minutes.



IV. TPAC Meeting Minutes Attachment A

Requested Action:

Consider adoption of the drafted June TPAC meeting minutes.



V. Subcommittee August-January Work Task Lists Attachment B

Stephanie Plancich, TPAC Administrator



PD Subcommittee

August-January Work Task List

Member adoption on June 27th

Calendar Year:	2023		
Time Period:	August-January		

TPAC Subcommittee Work Task List Project Development

Lead Agency(s)

Task Type	Task Month(s)	Description	CAMPO	GoTriangl	
Recurring/Annual	Quarterly	Review and recommend Work Plan amendment requests, including appropriate scope and financial dispositions	Х		
Recurring/Annual	August - January	Review and provide input on administrative documents as needed, for example the quarterly progress report and reimbursement request forms		Х	
Recurring/Annual	August - January	Review and discuss updated financial assumptions through the draft Wake Transit Work Plan development cycle		Х	
Recurring/Annual	August	Review and provide input on the Wake Transit Work Plan FY24 and Prior Year Amendments and FY25 Development Calendar			
Recurring/Annual	August	Review and provide input on the FY25 Wake Transit Work Plan Project/Budget request form	X	X	
Recurring/Annual	August - September	Review and provide input on the quarterly project status report and reimbursement forms		Х	
Recurring/Annual	August - September	Discuss disposition and summary of recommendations based on annual review of bus service performance against adopted service guidelines and performance measures & receive and discuss the results of the 2023 Wake Transit Bus Service Performance Review	Х		
Tracking/Oversight	September - October	Review and provide input on the Annual Comprehensive Financial Report, ACFR (Formerly called the CAFR)		Х	
Recurring/Annual	September - November	Review and provide input on the draft FY23 Wake Transit Annual Progress Report		Х	
Recurring/Annual	October - December	Review project funding requests and make recommendations for inclusion in the draft FY24 Wake Transit Work Plan.	Х	Х	
Recurring/Annual	November - December	Develop the PD Subcommittee February-July Work Task List	Х		
Recurring/Annual	November - December	Receive a summary presentation of FY2023 Art Funding allocations and reimbursements		Х	
Specialized	August - January	Review recommendations resulting from the Baseline Funding Workgroup dscussions to recommend next steps for TPAC consideration.			
		Unanimous vote to approve. Motion made by Caleb Allred. Second by David Walker.			
		Voting members: CAMPO, GoTriangle, Wake County, Raleigh, Cary, NCSU, Fuquay-Varina, Morrisville, Wake			
	27-Jun-23	Forest, & Apex.			
	16-Aug-23	TPAC endorsement of PD Subcommittee Work Task List.			

CE Subcommittee

August-January Work Task List

Member adoption on June 29th

Calendar Year:	2023	TPAC Subcommittee Work Task List						
Time Period:	August-January	Community Engagement						
			Lead A	gency(s)				
Task Type	Task Month(s)	Description	CAMPO	GoTriangle				
		After-Action Review: Participate in the annual Wake Transit community engagement after-action review and						
Recurring/Annual	July-Aug	policy review process		x				

			Lead /	Agency(s)
Task Type	Task Month(s)	Description	CAMPO	GoTriangle
		After-Action Review: Participate in the annual Wake Transit community engagement after-action review and		
Recurring/Annual	July-Aug	policy review process		x
		Project Presentations: Receive the updated Project Sponsor Engagement Presentations Schedule with FY2024		
Recurring/Annual	Aug	Work Plan additions		x
Recurring/Annual	Aug	Work Plan: Receive the FY2024 Wake Transit/TPAC Activities Master Calendar	х	
		Communications Materials: GoTriangle presents proposed list of communications materials for development and		
Recurring/Annual	Aug	updating in new fiscal year for feedback and finalization		x
		Project Presentations: Receive project sponsor engagement activity presentations including CE Strategies and		
Recurring/Annual	Aug-Jan	Engagement Plans as well as launch phase updates.		×
		Communications Activities: Provide active and ongoing support and promotion for Wake Transit engagement		
Recurring/Annual	Aug-Jan	and communications activities		х
		Communications Materials: Review and provide feedback on Wake Transit program-level print and electronic		
Recurring/Annual	Aug-Jan	materials developed for public distribution or partner use.		×
Recurring/Annual	Aug-Jan	Performance Tracker: Receive notice when the Wake Transit Tracker is updated	х	
		Surveys: Receive ongoing updates on transit related survey plans, processes and final reports (Ex. household		
Recurring/Annual	Aug-Jan	survey, onboard results, ridership input, etc.)		x
		Surveys: Review and recommend a standardized single demographics questions and implement for Wake Transit		
Specialized	Aug-Jan	program and project engagement activities.	x	x
		CE Performance Targets: Review and provide feedback on performance targets to measure effective engagement		
Specialized	Aug-Jan	with Wake County community members.	х	
		Annual Report: Support the development of the Wake Transit Financial Update and Annual Progress Report for		
Recurring/Annual	Sept-Nov	distribution in December		x
		Participate in the development and deployment of marketing and communications efforts in support of		
Recurring/Annual	Sept-Jan	technology updates and new resources being deployed locally and regionally.		x
Specialized	Sept-Jan	Boilerplate: Participate in ongoing development of Wake Transit's boilerplate language		
		Vision Plan: Provide support for the engagmeent components of the Wake Transit Plan: Vision Update process,		
Specialized	Sept-Jan	as needed		
Recurring/Annual	Oct-Nov	Work Plan: Review and provide feedback on the FY25 Work Plan CE Strategy		x
		Engagement Funding: Receive a presentation on Wake Transit-funded, engagement-related expenditures (Ex.		
Recurring/Annual	Nov-Dec	project #TO002-D)		x
Recurring/Annual	Nov-Dec	Subcommittee Admin: Develop the CE February-July Work Task List	х	
Recurring/Annual	Dec-Feb	Work Plan: Review and provide feedback on draft Work Plan materials		x
		Unanimous vote to approve. Motion made by Michelle Peele. Second by Akul Nishawala. Voting Record: CAMPO,		
	June 29, 2023	GoTriangle, Wake County, Raleigh, Wake Forest, Fuquay-Varina, and Apex.		
	August 16, 2023	TPAC considers endorsement on August 16, 2023.		+

After the CE Subcommittee members reviewed and voted to adopt their August-January Work Task List, staff became aware of the progress being made to implement the recommendations of the 2019 Technology Integration Study. As a result, an additional task line has been added to the Task List for TPAC review and endorsement.

Both the CE Chair, Curtis Hayes, and Vice Chair, Bonnie Parker, support this modification.

	1	Surveys: Review and recommend a standardized single demographics questions and implement for Wake Transit	1	1
Specialized	Aug-Jan	program and project engagement activities.	×	x
		CE Performance Targets: Review and provide feedback on performance targets to measure effective engagement		
Specialized	pecialized Aug-Jan with Wake County community members.			
		Annual Report: Support the development of the Wake Transit Financial Update and Annual Progress Report for		
Recurring/Annual	Sept-Nov	distribution in December		x
		Participate in the development and deployment of marketing and communications efforts in support of		
Recurring/Annual	Sept-Jan	technology updates and new resources being deployed locally and regionally.		x
Specialized	Sept-Jan	Boilerplate: Participate in engoing development of Wake to sit's boilerplate language		
		Vision Plan: Provide support for the engagmeent components of the Wake Transit Plan: Vision Update process,		
Specialized	Sept-Jan	as needed		1



V. Subcommittee August-January Work Task Lists

Requested Action:

Endorse the August-January Work Task Lists of the Program Development Subcommittee and Community Engagement Subcommittee



VI. Draft Update to Wake Bus Plan: Service Standards & Performance Guidelines Attachment E

Michelle Peele, GoTriangle & Evan Koff, CAMPO





Service Guidelines and Performance Measures Wake Bus Plan

August 2023

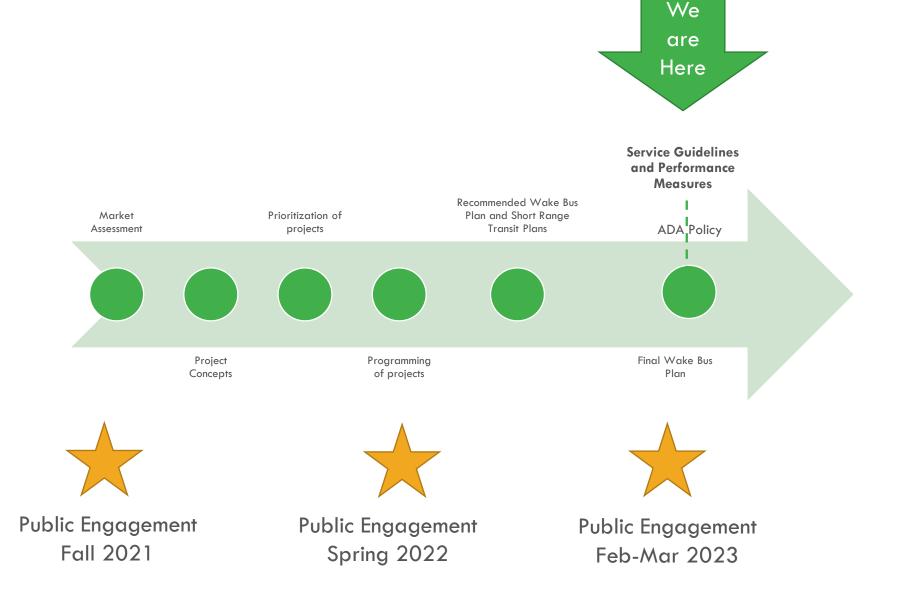


What is the Wake Bus Plan?

The Wake Bus Plan is a year-by-year investment schedule for bus projects included in the Wake Transit Plan. It includes:

- Bus service or operating projects
 - Introduce new bus routes or bus services
 - Increase the frequency of bus routes
 - Extend the hours of operations
- Capital projects.
 - Passenger facilities (new bus stops, transit centers, etc.)
 - Vehicles (buses and vans)
 - Vehicle maintenance facilities

Where are we in the process?



Service Guidelines and Performance Measures

- Establish a framework and rationale for the operation and investment in transit services in Wake County
- <u>Service design guidelines</u> set consistent standards by service type, so that similar types of service are implemented the same way across the county
- <u>Performance measures</u> track and report on the productivity of individual services and the overall network.

Combined framework is intended to communicate a clear, consistent, and equitable investment strategy that is understandable to the Wake Transit Bus Plan's stakeholders, including transit riders, transit operators, elected officials, and taxpayers.

Transit Service Types in the Wake Bus Plan

Service	Туре	Characteristics
Ċ	Frequent Routes	Frequent routes are high-capacity, high productivity services that should operate along densely developed primary arterials with 15-minute or better headways during the day on weekdays. They form the "backbone" of the service network and provide connections to network hubs. Most other routes will connect to them, and routes should be simple and direct.
P	Local Routes	Local routes also operate along primary arterials, but in areas of less dense development patterns. They also typically are anchored at a transit hub, either downtown or at the end of a frequent route or BRT. These routes offer relatively frequent, simple, and direct service, usually within neighborhoods or between local destinations. Routes are typically productive with moderate to strong ridership.
•	Community Routes	Community routes serve low-density communities and neighborhoods, providing local connections or bringing passengers to transit hubs or higher capacity services. Community routes are exclusively focused on widening geographic service coverage, or "filling in the gaps" of the transit network. Productivity is usually low.
O	All-Day Regional Routes	All-day regional routes provide longer-distance service connecting the major activity centers across jurisdictions on weekdays and weekends. They provide the backbone of the region's transit network, and prioritize connecting transit centers to facilitate transfers. They have limited stops to provide fast travel times and use freeways and expressways where appropriate.
	Peak-Only Routes	Peak-only routes operate during traditional commuter peak-periods only, designed primarily to bring people from residential areas to employment centers. They make few stops, often at park & ride facilities or transit centers, before traveling non-stop to the employment center via highways or freeways.
	Microtransit Services	Microtransit is an on-demand service in rural or low-density communities and can be operated directly by the transit agency or contracted with Transportation Network Companies. Services are typically curb-to-curb or door-to-door within a specified zone or based around designated "nodes".
<u>-</u>	Demand- Response Services	Demand-response service offers curb-to-curb or door-to-door service upon request. Services are well suited for serving low-density areas and can be provided by a range of providers, from traditional transit agencies to app-based ride-hailing providers. Demand-response service includes ADA paratransit service, which operates under specific FTA guidelines, serving individuals with

disabilities and older adults

Service Guidelines - Frequencies

Current minimum service frequency by classification

	Frequent Route	Local Route	Community Route	Demand- Response Service	Core Regional Route	Express Route	Shuttle Service
Weekdays							
Early AM	30	60	60	_	60	_	60
AM Peak	15	30	60	_	30	3 peak direction trips	60
Midday	30	30	60	_	30	_	60
PM Peak	15	30	60	_	30	3 peak direction trips	60
Night	30	60	60	_	60	_	60
Saturdays All Day	30	60	60	_	60	Saturday service may be provided, if warranted, but is not required.	
Sundays All Day	30	60	60	_	60	Sunday service may be provided, if warranted, but is not required.	

Proposed minimum service frequency by classification

	Frequent Route	Local Route	Community Route	Microtransit*	All-Day Regional Route	Peak-Only Route
Weekdays						
Early AM	30	60	60	_	60	_
AM Peak	15	30	30	25	60	3 peak direction trips
Midday	15	30	60	25	60	_
PM Peak	15	30	30	25	60	3 peak direction trips
Night	30	60	60	_	60	_
Saturdays						
All Day	30	60	60	Optional	60	Optional
Sundays				Ontional		Ontinud
All Day	30	60	60	Optional	60	Optional

^{*}Microtransit frequency is predicted wait time

Bus Stop Spacing and Amenities

Current Standards

	Frequent Route	Local Route	Community Route	Core Regional Route	Express Route	Shuttle Service		
Minimum Stop Spacing in Feet								
Moderate to High Density	1,300	1,300	1,300	2,600	_	1,300		
Low Density	1,300	2,600	1,300	2,600	_	1,300		
Maximum Numbe	er of Bus Stops	per Mile						
Moderate to High Density	4	4	4	2	_	4		
Low Density	2	2	4	2	-	4		

Proposed Standards

	Frequent Route	Local Route	Community Route	All-Day Regional Route	Peak-Only Route			
Minimum Stop Spacing in Feet								
Moderate to High Density	1,300	1,300	1,300	2,600	_			
Low Density	1,300	1,300	1,300	2,600	_			
Maximum Number	of Bus Stops p	er Mile						
Moderate to High Density	4	4	4	2	_			
Low Density	2	2	4	2	_			

Retain density definitions:

Moderate to high density defined as greater than or equal to 4,000 persons per square mile

No maximum number of bus stops for low density communities. Let urban form/land use determine needs and spacing.

Performance Measures

Current

- Operating Cost per Passenger Boarding
- Passenger Boardings Per Hour
- Farebox Recovery
- On-Time Performance

Proposed

- Service Quality
 - On-time performance
- Service Effectiveness
 - Cost per rider
 - Riders per hour/trip
- Service Impact
 - Reduction in standards for routes with increased impact

Service Quality - On-Time Performance

- Fixed Route Service bus is on-time if it arrives up to 1 minute early and not more than 5 minutes late (-1 minute to +5 minutes)
 - Exceptions are for Express Routes, which can arrive early to their final destinations
- Microtransit meets 20-minute standard at least 85% of the time
- Set as a minimum performance standard

	Frequent Route	Local Route	Community Route	Microtransit	All-Day Regional Route	Peak-Only Route
Minimum On- Time Performance	85%	85%	85%	85%	85%	85%

Service Standards - Service Effectiveness

Route Type	Passenger Boardings	per Revenue Hour/Trip	Operating Cost per Boarding		
	Current	Proposed	Current	Proposed	
Frequent Route	25/hour	25/hour	\$6.00	\$5.00	
Local Route	20/hour	15/hour	\$6.00	\$6.00	
Community Route	10/hour	8/hour	\$10.00	\$10.00	
All-Day Regional Route	20/trip	10/trip	\$6.00	\$10.00	
Peak-Only Route	10/trip	10/trip	\$10.00	\$10.00	
Microtransit	-	2/hour	-	\$30.00	

Riders per Hour standard is for weekday daytime. Standards are slightly lower for early morning/late night and weekends (see following slide).

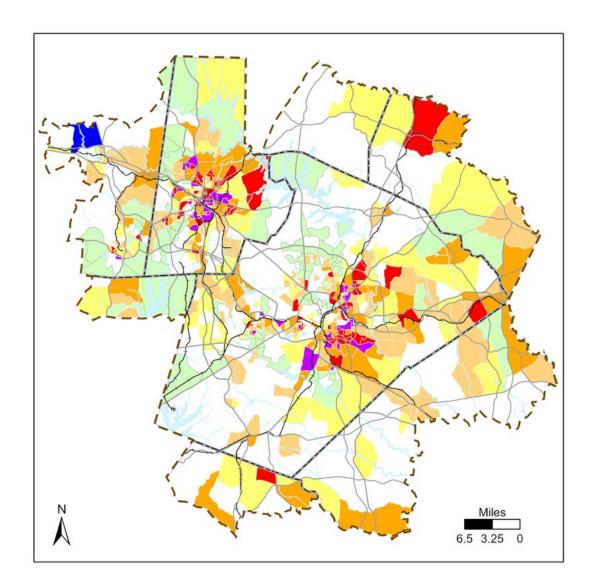
Service Effectiveness - Other Time Periods

(passengers per hour)

	Frequent Route	Local Route	Community Route	Microtransit	All-Day Regional Route	Peak-Only Route
Weekdays – All Day	25/hour	15/hour	8/hour	2/hour	10/trip	10/trip
Weekdays — Early Morning and Late Night	15/hour	8/hour	8/hour	2/hour	6/trip	-
Saturday	20/hour	10/hour	8/hour	2/hour	8/trip	-
Sunday	15/hour	8/hour	8/hour	2/hour	6/trip	-

Service Impact (Proposed)

- Reduction in standards for bus routes with higher community impact
 - Service historically disadvantaged communities
 - Measured as area scoring 4 or higher on CAMPO "Communities of Concerns" scale
- Bus routes that categorized as "higher community impact" qualify for the 80% standard for riders per hour / riders per trip and 120% of the standard for cost per rider.
 - This is the same adjustment allowed for bus services operating between FY17 and FY21.



Communities of Concern

Strengths

- Existing, relatively simple measure
- Used in CAMPO 2024 MTP
- Measured by block group
 - Relative measure
 - Block groups "score" if they are in the top 25% (having concentration of each demographic characteristic)
 - Disproportionate amounts of older adults, racial minorities or limited vehicle ability, etc.
 - Scores a "point" if the block of CAMPO average

Weakness

Includes all CAMPOs jurisdiction (not Wake only)

Communities of Concern is based on Six Demographic Characteristics

- Race (non-white)
- 2. Ethnicity (Hispanic or Latino origin)
- 3. Poverty (below 150% of the poverty line)
- 4. Age (70+)
- 5. Vehicle Availability (zero-car households)
- 6. English Proficiency (limited or no English proficiency)

Step into Standards

Assumes standards are for 2027

The measure of productivity (riders per revenue hour and riders per trip):

- **-** Fiscal Years 2017-2021 − 80% of target
- Fiscal Years 2022-2026 90% of target
- Fiscal Year 2027 and beyond 100% of target

The measure of cost effectiveness (operating cost per passenger boarding):

- Fiscal Years 2017-2021 − 120% of target
- Fiscal Years 2022-2026 110% of target
- Fiscal Year 2027 and beyond 100% of target

New Route Exemptions

- New routes are exempted from meeting the standards for 18 months.
- New route is defined as 20% change in route miles or hours

Reporting Requirements

Existing standard calls for quarterly reports — submitted to TPAC

- Report on performance by route for each standard
- Identify the number of consecutive quarters the route has over- or under performed relative to standards
- The TPAC will not be taking action on the routes on a quarterly basis, but transit providers will make the information available on a quarterly basis.

Preview of Applying the new Performance Measures through this year's Annual Bus Service Performance Review



Service Quality

On-time performance

Same Metric Same Target



Service Effectiveness

- Cost per rider
- ❖ Riders per hour/trip
- ❖ No more farebox recovery

Same Metric New Targets



Service Impact

Reduction in standards for routes with increased impact



With new targets and new metrics, the services defined as under and over performing will be different as a result!

As a result, investment will follow accordingly.

The FY 2023 Annual Bus Service Performance Review will hold to the original policy but feature a taste of the new system.

More details on how the new standards are expected roll out in FY25 will be discussed at PD meeting at 1:30pm on Thursday, 8/29.



VI. Draft Update to Wake Bus Plan: Service Standards & Performance Guidelines

Attachment E

Requested Action:

Approve the Updated Wake Bus Plan: Service Standards and Performance Guidelines and recommend adoption by the Wake Transit Governing Boards



ROLL CALL VOTE: FUQUAY-VARINA KNIGHTDALE ROLESVILLE WAKE COUNTY(2) APEX
GARNER
MORRISVILLE
RT FOUNDATION
ZEBULON

CAMPO (2) GOTRIANGLE (2) NCSU WAKE FOREST CARY (2) HOLLY SPRINGS RALEIGH (2) WENDELL

MOTIONS:

- 1. Adopt June TPAC Meeting Minutes
- 2. Endorse Aug-Jan Subcommittee Work Task Lists
- 3. Approve and recommend adoption of Wake Bus Plan: Service Standards and Performance Guidelines



VII. ADA Reimbursement Policy Update

Michelle Peele, GoTriangle



ADA Funding Policy

The ADA Funding Policy was prepared as part of the 2023 Wake Transit Plan's Wake Bus Plan. It is designed to clarify the process for budgeting and reimbursing costs of providing ADA paratransit associated with expansion and growth in the fixed-route network.

- **Budgeting** or the process for estimating the amount of money the Wake Transit Plan should set aside to pay for growth in ADA paratransit.
- Reimbursements, or how individual transit agency partners should seek payment (reimbursements)
 from the Wake Transit Plan for ADA paratransit costs incurred as part of implementing the Wake Transit
 Plan.

Technical Committee meeting August 24, 2023, 1pm

Discussion on comments received
Schedule to finalize the policy and adoption process

VII. ADA Reimbursement Policy Update

Requested Action:

Receive as Information



VIII. FY24 Work Plan Engagement Summary Report

R. Curtis Hayes, GoTriangle





Thank You!

R CURTIS HAYES Strategic Communications GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT









rhayes@gotriangle.org

Draft FY 2024 Wake Transit Work Plan: Comments

A combined community review and engagement period for the Draft FY 2024 Wake Transit Work Plan and the Recommended FY 2025-2030 Wake Bus Plan was held from February 20-March 22, 2023. With 1,672 Views of the Online Survey, plus 839 total surveys (both online and print) completed, the results demonstrated a conversion rate of 50% for viewers who became commenters.

Comments Participants
839 762

Responses Views
6,590 1,672



COMMUNICATION SCHEDULE & COMMENTS (02/20/23 - 03/22/23)



Draft Work Plan: Digital Communications/Email

Digital communications tools delivered the campaign narrative during the community review and public comment period through the following tools: email, news release, social media, transit alert, and website.

Email #1

Monday, February 20 3,000 recipients 41.7% Open Rate | 10.4% Clicks

Email #3

Monday, March 20 3,000 recipients 40.1% Open Rate | 4.0% Clicks

Email #2

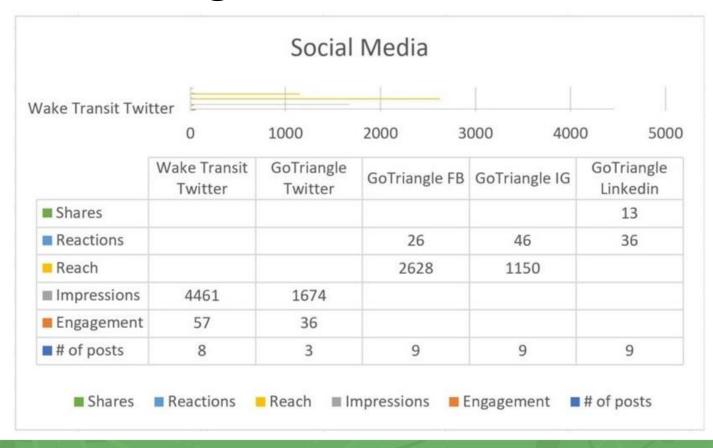
Tuesday, February 28
3,000 recipients
45.1% Open Rate | 6.9% Clicks

Totals

3,807 Opened 679 Clicked



Draft Work Plan: Digital Communications/Social Media





Draft Work Plan: Digital Communications/Website

Date Feb 20, 2023 - Mar 22, 2023 Free form 1 Page title Views Total users Entrances 5,752 3,129 2,471 Totals 100% of total 100% of total 100% of total Get Involved - GoForwardNC 2,177 1,656 1,482 Recommended FY2025-2030 Wake Bus Plan – GoForwardNC 994 317 605 Draft FY2024 Wake Transit Work Plan - GoForwardNC 730 233 592



Draft Work Plan: In-person



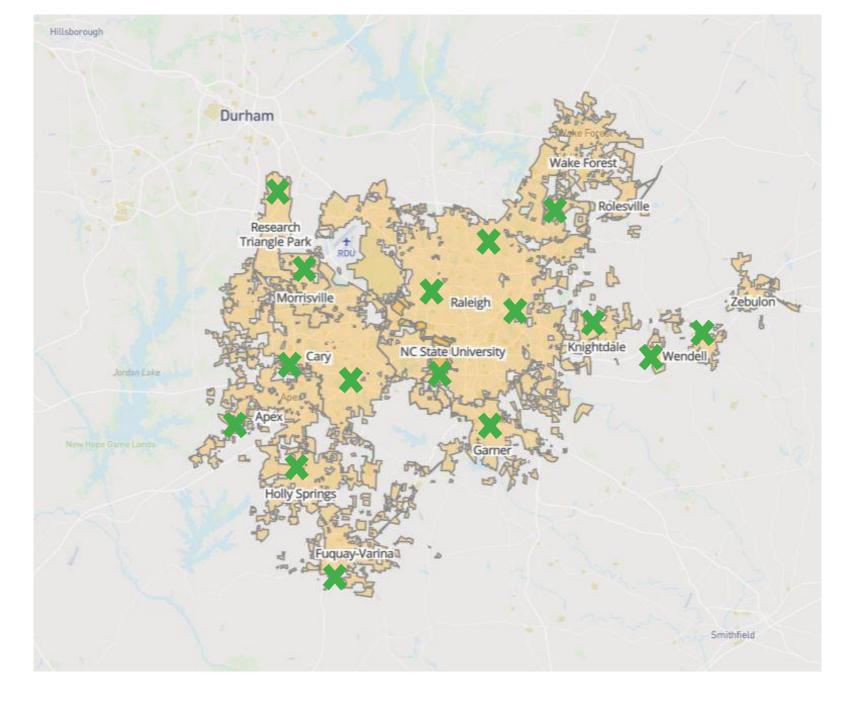


In-Person Tabling Activities

Wake Tech North Campus	March 1, 2023
6600 Louisburg Rd., Raleigh, NC 27616	11 a.m1 p.m.
Garner Senior Center	March 2, 2023
205 E Garner Rd., Garner, NC 27529	10 a.mNoon
Knightdale Station Park	March 2, 2023
810 N First Ave., Knightdale, NC 27545	2 p.m4 p.m.
Cary Depot	March 3, 2023
211 N Academy St., Cary, NC 27511	11 a.m1 p.m.
Triangle Town Center Mall Transfer Station	March 3, 2023
5959 Triangle Town Blvd. Raleigh, NC 27616	4 p.m6 p.m.
East Wake Senior Center	March 7, 2023
323 Lake Dr., Wendell, NC 27591	9 a.m11 a.m.
Wendell Falls Activity Center	March 7, 2023
320 Vintage Point Ln. Wendell, NC 27591	Noon-2 p.m.
GoRaleigh Station	March 9, 2023
214 S Blount St., Raleigh, NC 27601	2 p.m4 p.m.
Boxyard RTP	March 10, 2023
900 Park Offices Dr., RTP, NC 27709	2 p.m4 p.m.
Holly Springs Farmers Market	March 11, 2023
300 W Ballentine St, Holly Springs, NC 27540	9 a.mNoon
Fuquay-Varina Community Center	March 14, 2023
820 S Main St., Fuquay-Varina, NC 27526	1 p.m4 p.m.
Apex Senior Center	March 16, 2023
63 Hunter St, Apex, NC 27502	10 a.mNoon
Crabtree Valley Mall Transfer Station	March 17, 2023
4325 Glenwood Ave, Raleigh, NC 27612	4 p.m6 p.m.
Western Wake Farmers Market	March 18, 2023
280 Town Hall Dr, Morrisville, NC 27560	9 a.mNoon
Talley Student Union - Stafford Commons	March 20, 2023
2610 Cates Ave, Raleigh, NC 27606	10 a.mNoon
Dorcas Ministries	March 22, 2023
187 High House Rd, Cary, NC 27511	11 a.mNoon

In Person Tabling





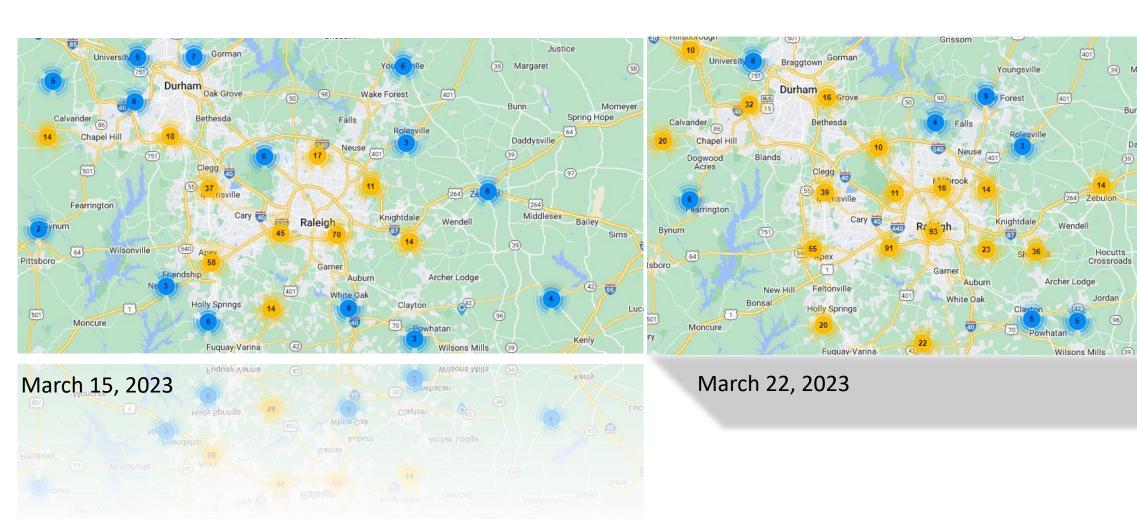
Draft Work Plan: Demographics



Demographic Question Beta Test #1

87% My primary language is English or I speak and read English well	660 🗸
82% I live, work, and/or attend school in Wake County	623 🗸
48% I am a regular or sometime user of transit services	363 🗸
46% I identify as a man, non-binary, or other gender	347 🗸
45% I identify as a woman	341 🗸
19% My household's total income is at or under \$53, 000 per year	141 🗸
19% I am 65 years old or older	140 🗸
I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander)	138 🗸
8% I am 18-24 years old	64 🗸
8% I am or am considered to be disabled	61 🗸
7% Five (5) or more people live in my household	52 🗸
4% I am of Hispanic, Latinx or Spanish origin of race	33 🗸
4% I am 17 years old or younger	29 🗸

756 Respondents



401

Justi

(39) Margaret

Bunn

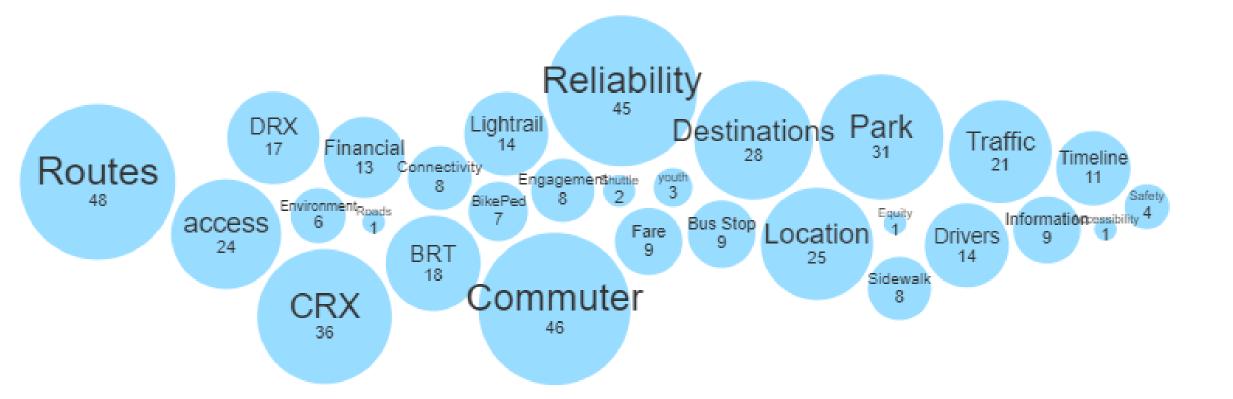
Daddysville

(264)

Hocutts

Crossroads

Demographics



Comments: Word Map (March 15)



Comments: Word Map (March 22)



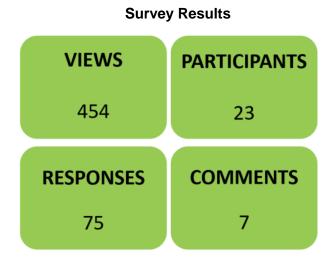
Survey: Demographics Question (Beta) / Wake County (bold)



Survey: Demographics Question (Beta) / Wake County (bold)

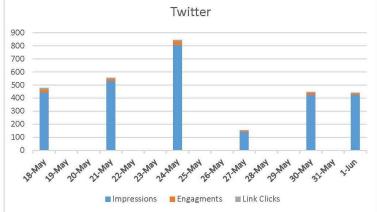
Recommended FY 2024 Wake Transit Work Plan

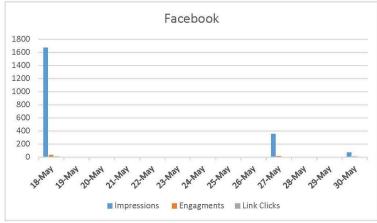
A community review and public comment period for the Recommended FY 2024 Wake Transit Work Plan was originally scheduled for May 1-14, 2023. However, a financial adjustment resulted in the public comment period being rescheduled and held from May 18 to June 1, 2023. The results of the community engagement survey are shown below:

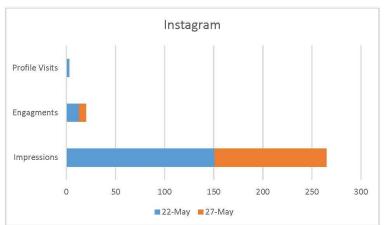


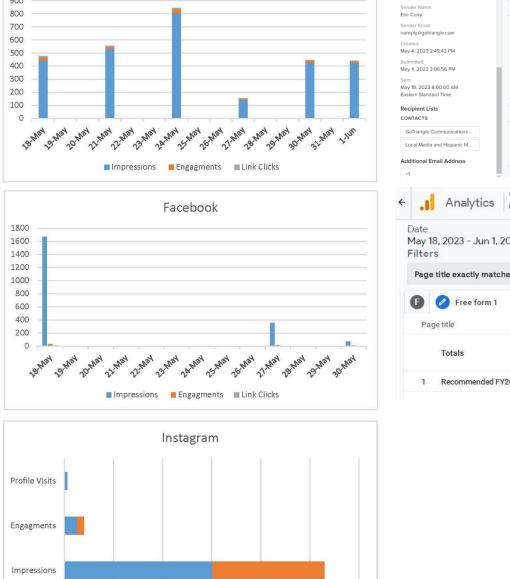


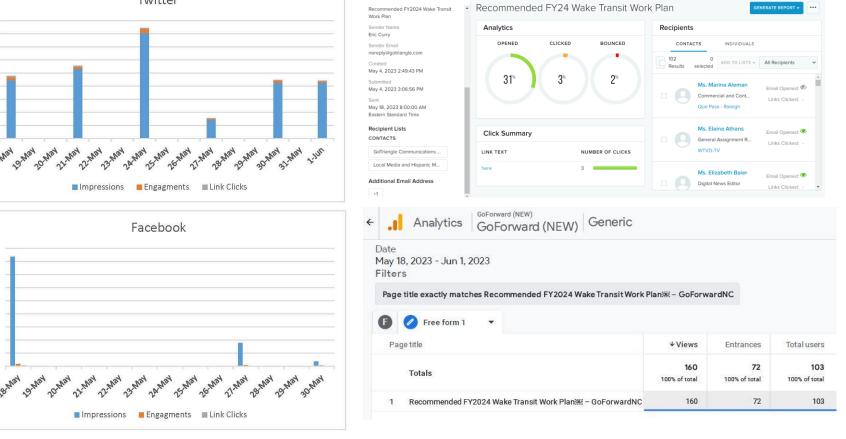
Recommended Work Plan: Social Media, News Release, and Website Analytics











INFLUENCERS ▼ CAMPAIGNS ▼ NEWS ▼ INSIGHTS ▼











Recommended Work Plan: Comments

Comments Received

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- 1) Not enough new bus routes outside of Raleigh and Cary...Funding for the Raleigh BRT routes seem way, way too expensive. Is this showing \$500M over the next several years? This could be better spent on new Bus Routes or Buses every 20-30 minutes on current routes.
- 2) Agreed 100%. New bus routes and/or more frequent service.
- 3) Is there a plan to add a new stop at the Cary Fenton shopping district?
- 4) I supported the last version of this, and still support this version, but I am disappointed to see the removal of funding (detailed on page 71) that seems to have been pulled in between those versions. I support the plan and investing in transit in general and would like to see the funding intended to be devoted to Wake Transit remain in the Wake Transit Work Plan. Wake County will never get high quality transit if we do not stand by our committed investments.
- 5) Great stuff. Would love some communication on the status of service restoration from the cuts last September. Also curious to know when we'll see the already-funded but currently delayed Glenwood and Hillsborough packages. Thanks!
- 6) Good stuff, as elaborated I would love to see what's the status of the routes that were cut and when they will be restored. A comment I'd like to add is that maybe a bus route should connect North Raleigh between 70X, 36 and GoTriangle Routes near Triangle Town Center.
- 7) Good to see stuff moving in right direction. But right now, buses are inconsistent and frequently late, and this needs to be fixed in order for buses to become a serious alt. transit option in Raleigh.

GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT











Thank You!

R CURTIS HAYES Strategic Communications GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT









rhayes@gotriangle.org

VIII. FY24 Work Plan Engagement Summary Report

Requested Action:

Receive as Information



IX. FY23 CE Policy and After-Action Review Workshop Summary Report

R. Curtis Hayes, GoTriangle



GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT









WAKE TRANSIT COMMUNITY ENGAGEMENT & COMMUNICATIONS

AFTER-ACTION REVIEW FY2023
FINDINGS & RECOMMENDATIONS | PROGRAM & PROJECT LEVELS

R. Curtis Hayes, Wake Transit Strategic Communications Coordinator, GoTriangle



Instructions

Go to

www.menti.com

Enter the code

1852 4513



Or use QR code

AFTER-ACTION REVIEW

- 1) Amendment Policy
- 2) FY 2023 Quarterly Amendment Requests
- 3) Community Engagement Policy
- 4) Wake Bus Plan Project Prioritization Policy (CAMPO Led w/ GoTriangle Assist)
- 5) Draft FY 2024 Wake Transit Work Plan and Recommended FY 2025-2030 Wake Bus Plan
- 6) Recommended FY 2024 Wake Transit Work Plan

WAKE TRANSIT PROGRAM LEVEL



- Community Engagement Policy
- Converting views to comments
- Digital saturation
- In person tabling locations
- Partner engagement
- Ripple effect

FINDINGS - WHAT WORKED?



	Wake Transit Plan Update	Wake Bus Plan Update	Annual Wake Transit Work Plan
Description	The Wake Transit Plan is the multi-year vision for public transportation investments in Wake County. It spans a 10-year planning period. The overarching goals of the plan are referred to as the "Four Big Moves."		The Work Plan details the specific operating and capital investments scheduled to receive funding in the upcoming fiscal year. It also outlines anticipated investments in the remaining years of the 10-year Wake Transit planning period.
Document Span	10 fiscal years (July to June)	10 fiscal years (July to June)	1 fiscal year (July to June)
Update Cycle	Updated every 4 years	Updated every 4 years	Developed each year
Adoption Authority	Governing Boards	Governing Boards	Governing Boards
Adoption Date	Adopted in April 2021	Adopted in February 2019	Adopted in June annually
Project Lead	CAMPO	GoTriangle	CAMPO
Engagement Lead	CAMPO	GoTriangle	GoTriangle
Required Strategy	Project specific engagement strategy	Project specific engagement strategy	Project specific engagement strategy
CE Subcommittee Role	Review & recommend the draft strategy to TPAC; support engagement and communications activities; participate in after-action review process	Review & recommend the draft strategy to TPAC; support engagement and communications activities; participate in after-action review process	Review & recommend the draft strategy to TPAC; support engagement and communications activities; participate in after-action review process
TPAC Role	Receive engagement strategy as information; release draft plan for public review; receive engagement report as information; incorporate feedback in the recommended plan; recommend Governing Board adoption	Receive engagement strategy as information; release draft plan for public review; receive engagement report as information; incorporate feedback into the recommended plan; recommend Governing Board adoption	Receive engagement strategy as information; release draft plan for public review; receive engagement report as information; incorporate feedback, release recommended plan for public review; receive second engagement report; recommend Governing Board adoption
CAMPO Role	Lead development; advertise, and attend public hearing and review period; TCC reviews draft and recommends final plan; Executive Board reviews and adopts the final plan	Advertise and attend public hearing; advertise public review period; TCC reviews draft and recommends final plan; Executive Board reviews and adopts the final plan	Lead development; advertise and attend public hearing and review period; TCC reviews draft and recommends plan; Executive Board reviews and adopts the final plan
GoTriangle Role	Advertise and attend public hearing; implement draft public review period; Board of Trustees reviews and adopts the final plan	Lead development and advertise public hearing & review period; incorporate feedback; Board of Trustees reviews and adopts the final plan	Advertise and attend public hearing; implement draft review period; Board of Trustees review and adoption of the final Work Plan
Partner Role	Support dissemination efforts for planned engagement activities	Support dissemination efforts for planned engagement activities	Support dissemination efforts for planned engagement activities
Public Hearing	Joint: CAMPO and GoTriangle (14-day notice)	CAMPO (14-day notice)	CAMPO (14-day notice)
Public Review Period*	30-days for the recommended plan update	30-days for recommended plan update	30-days for draft, 14-days for recommended
Reporting	Engagement Lead provides engagement report to CE and TPAC as information and Governing Boards prior to consideration of adoption	Engagement Lead provides engagement report to CE and TPAC as information and Governing Boards prior to consideration of adoption	Engagement Lead provides engagement report to CE and TPAC as Information and Governing Boards prior to consideration of adoption
After-Action Review	Annual after-action performance review	Annual after-action performance review	Annual after-action performance review

Compliance

Community Engagement Policy

No Updates



Comments: Word Map (March 22, 2023)



DRAFT WORK PLAN and WAKE BUS PLAN



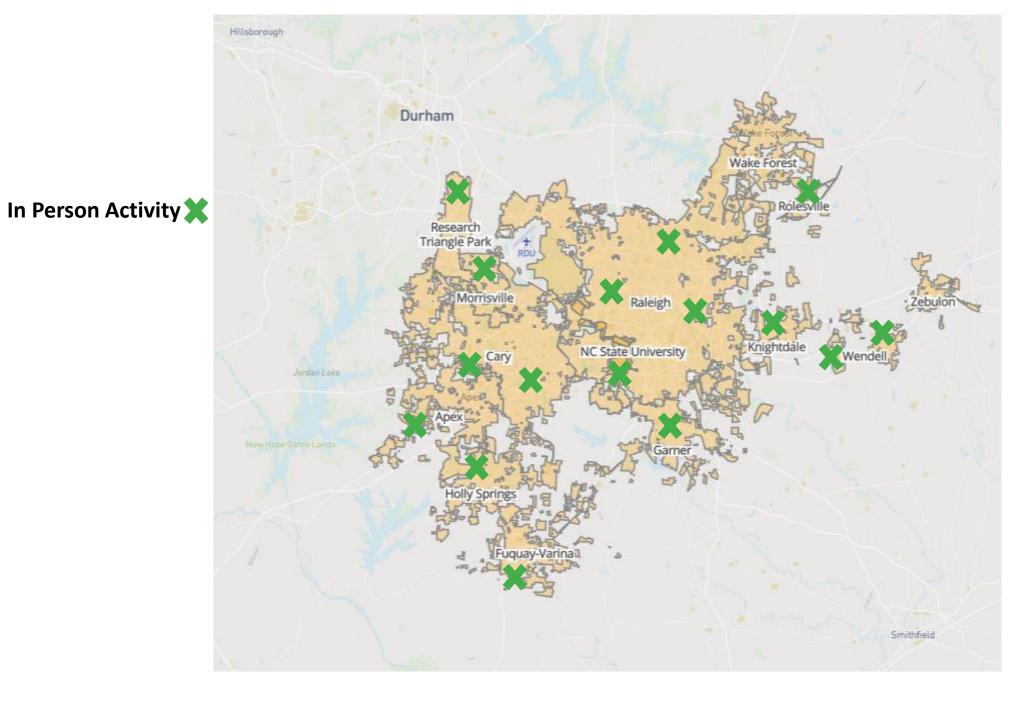
Draft Work Plan and Wake Bus Plan: In Person





In-Person Tabling Activities

Wake Tech North Campus	March 1, 2023
6600 Louisburg Rd., Raleigh, NC 27616	11 a.m1 p.m.
Garner Senior Center	March 2, 2023
205 E Garner Rd., Garner, NC 27529	10 a.mNoon
Knightdale Station Park	March 2, 2023
810 N First Ave., Knightdale, NC 27545	2 p.m4 p.m.
Cary Depot	March 3, 2023
211 N Academy St., Cary, NC 27511	11 a.m1 p.m.
Triangle Town Center Mall Transfer Station	March 3, 2023
5959 Triangle Town Blvd. Raleigh, NC 27616	4 p.m6 p.m.
East Wake Senior Center	March 7, 2023
323 Lake Dr., Wendell, NC 27591	9 a.m11 a.m.
Wendell Falls Activity Center	March 7, 2023
320 Vintage Point Ln. Wendell, NC 27591	Noon-2 p.m.
GoRaleigh Station	March 9, 2023
214 S Blount St., Raleigh, NC 27601	2 p.m4 p.m.
Boxyard RTP	March 10, 2023
900 Park Offices Dr., RTP, NC 27709	2 p.m4 p.m.
Holly Springs Farmers Market	March 11, 2023
300 W Ballentine St, Holly Springs, NC 27540	9 a.mNoon
Fuquay-Varina Community Center	March 14, 2023
820 S Main St., Fuquay-Varina, NC 27526	1 p.m4 p.m.
Apex Senior Center	March 16, 2023
63 Hunter St, Apex, NC 27502	10 a.mNoon
Crabtree Valley Mall Transfer Station	March 17, 2023
4325 Glenwood Ave, Raleigh, NC 27612	4 p.m6 p.m.
Western Wake Farmers Market	March 18, 2023
280 Town Hall Dr, Morrisville, NC 27560	9 a.mNoon
Talley Student Union - Stafford Commons	March 20, 2023
2610 Cates Ave, Raleigh, NC 27606	10 a.mNoon
Dorcas Ministries	March 22, 2023
187 High House Rd, Cary, NC 27511	11 a.mNoon











Strategic events

WHAT NEEDS IMPROVEMENT?





Survey: Demographics Question (Beta) / Wake County (bold)



Survey: Demographics Question (Beta) / Wake County (bold)

Ambassador Program (GoTriangle): Wake Transit could collaborate to ensure dissemination of print materials
Comment Periods: Adopt a 10-10-10 approach (Days 1-10 are digital/tabling; Days 10-20 includes one major strategic event; Days 20-30 final digital/media push). A 45 day period would be a 15-15-15. A 14 day period would be digital
Communications Materials: Project Boilerplate (blog, video, website, PowerPoint)
Outreach: targeted populations
Strategic: ride or bring a bus to events; collaborate w/ community groups for guaranteed audiences of minorities, senior and youth at review and survey events
Social Media: Analyze Wake Transit's X (Twitter) performance and its overall social media strategy with the objective to improve its reach, effectiveness, and followers

RECOMMENDATIONS - NEXT STEPS?



AFTER-ACTION REVIEW

- 1) Greater Triangle Commuter Rail Project
- 2) City of Raleigh BRT
- 3) CAMPO BRT Extension: Phase 3
- 4) GoApex Route 1: Bus Stop Prioritization Policy
- 5) Fuquay Transit Study
- 6) Onboard Customer Satisfaction Surveys

WAKE TRANSIT PROJECT LEVEL



PROECT-LEVEL

- Cross-promotion of agency projects
- Virtual open houses
- Return to surveying for customer satisfaction (first time since 2019)

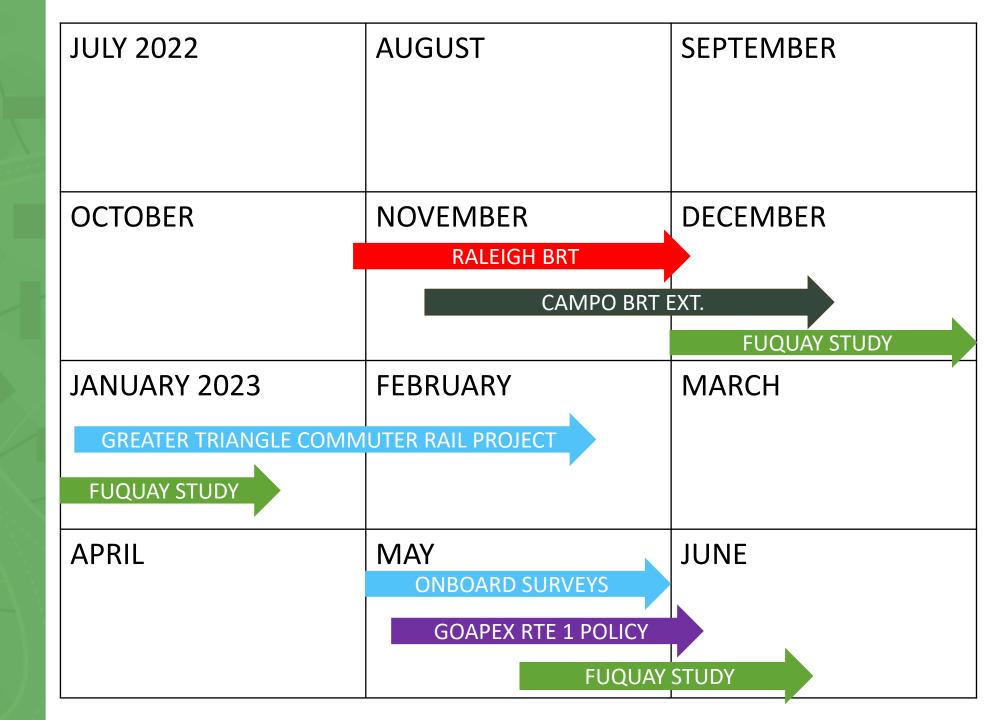
WHAT WORKED?



PUBLIC COMMENT PERIODS

6 Major Engagement Efforts

Consistent
Opportunities
from October –
June 2023



PROJECT-LEVEL

Greater Triangle Commuter Rail Project: Feasibility Study Results

January 5 – February 19, 2023

 Public invited to respond to the findings of the Greater Triangle Commuter Rail Feasibility Report, a two-year study conducted on behalf of Durham and Wake counties.

- Findings presented three sections for potential implementation.
- In-person, online and digital outreach.
- 45-day public comment period.

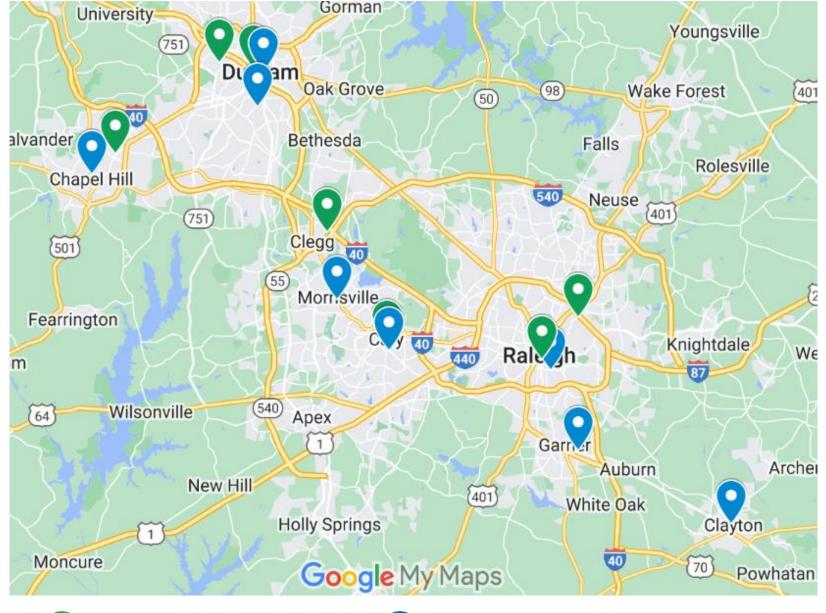
East Durha Ellis Road Corporate Center Dr Fuguay-Varina

Project Website:

https://www.readyforrailnc.com/feasibility/



20 in-person opportunities to participate





Tabling Locations



Open House Locations

28,884

Total Webpage Views

12,361

Unique Views

Top 5 Referral Sources

Direct | 6,069

Facebook | 1,735

Google | 1,318

LinkedIn | 894

Twitter | 420

Que Pasa Ads | 99



PROJECT-LEVEL

- Provide a directory for CE Subcommittee members defining who to reach out to for different topics/questions/needs
- Streamline the strategy and update submission process
- Conduct a shared advertising campaign

WHAT NEEDS IMPROVEMENT?



After-Action Review 2023

Test Questions #1 - #2

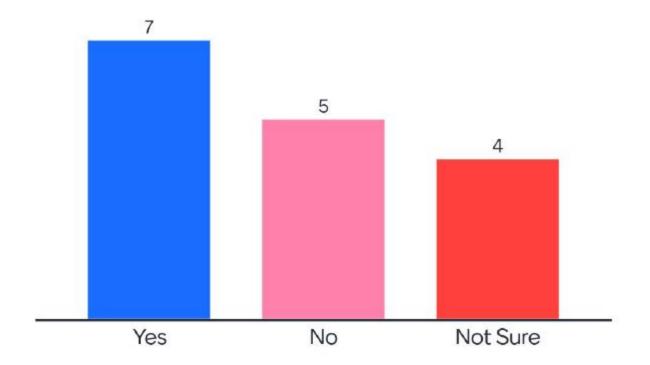
Poll Questions: #3 - #8

Discussion Breaks





TEST QUESTION #1: Does Wake Transit need its own branded social media channels?



Wake Transit

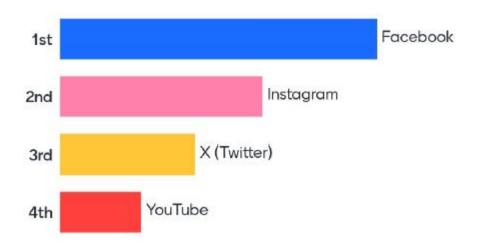
@WakeTransit

A regional investment to expand access and opportunities and help connect more people to jobs, schools, health care and entertainment.

98 Following 1,732 Followers

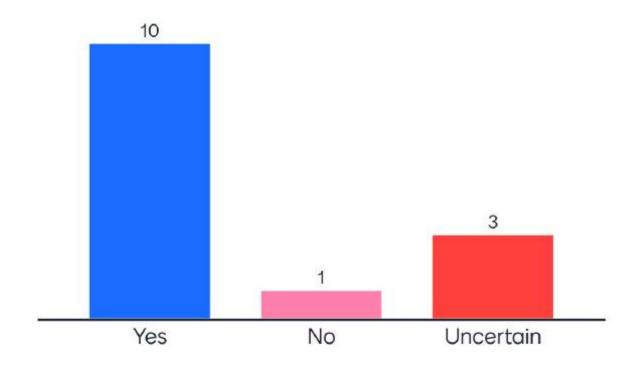
Not followed by anyone you're following

TEST QUESTION #2: Which social media platform works best in reaching your community members?





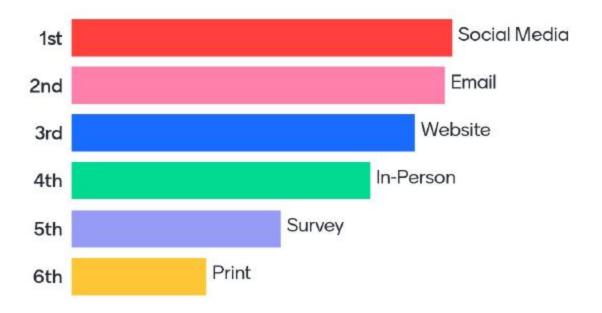
Did your community help spread the Wake Transit message during FY2023?





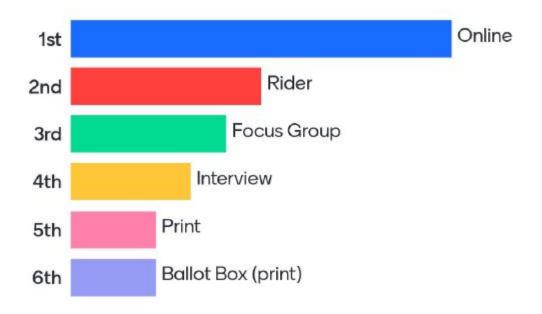


Which tools are the most useful for your support of Wake Transit efforts?



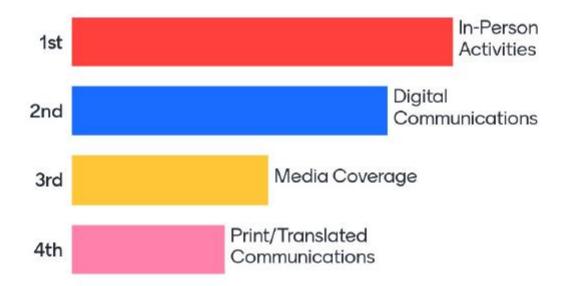


Which type of survey is the most effective in your community?





What is the best tool to use to reach targeted audiences in your community?

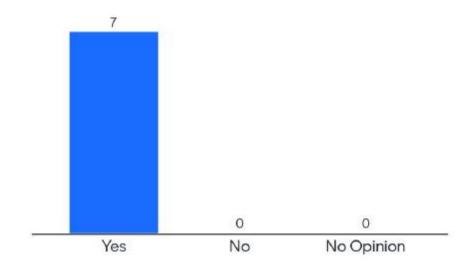




What are the best locations to engage with targeted audiences in your communities?



Should Wake Transit consider utilizing interactive polling as a tool to engage stakeholders?



Discussion, Questions & Mentimeter

Wake Transit Community Engagement & Communications

After-Action Review 2023





Instructions

Go to

www.menti.com

Enter the code

1852 4513



Or use QR code



Thank You!

R CURTIS HAYES Strategic Communications GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT









rhayes@gotriangle.org

IX. FY23 CE Policy and After-Action Review Workshop Summary Report

Requested Action:

Receive as Information



X. FY24 TPAC Master Calendar and Amendment Schedule

Stephanie Plancich, TPAC Administrator



Excerpt of
FY24 Master
TPAC
Calendar

FY25 Work

FY24 and Prior Year

FY24 and Prior Year

Attachment C

	Plan		W	Vork Plan Quarterly		Reporting Progress Report Developme		ent	Tracker Updates		
	Date	Process		Responsible Party	Lead Agency	Task Description		Other Notes			
	FY24 and Prior 8/25/23 Year Work Plan Amendments		k Plan	Members	Project Sponsors	Deadline to Submit Amendment Requests for FY24/Q2 Cycle		Submit through the Wake Transit SharePoint			
	8/29/23 FY24 Master Calendar Development			Lead Agency	CAMPO	Provide the FY24 Amendment Schedule and Master TPAC Calendar to PD members		PD Meeting			
8/29/23 FY23 Annual WT Progress Report			Lead Agency	GoTriangle	Kick off Annual Progress Report development process		PD Meeting				
	8/29/23 FY25 Work Plan Development			Lead Agency	GoTriangle	Initial review of FY23 financial results and presentation of FY25 projected revenues		PD Meeting			
	8/31/23 FY24 Master Calendar Development			Lead Agency	САМРО	Provide the FY24 Amendment Schedule and Master TPAC Calendar to CE members		CE Meeting			
8	8/31/23 FY23 Annual WT Progress Report			Lead Agency	GoTriangle	Kick off Annual Progress Report development process		CE Meeting			
9	9/1/23	Year Wor	24 and Prior ar Work Plan hendments Project Sponsors Start of FY24/Q2 Amendment public review period		eview period	Sept 1-15 - Minor Sept 1-30 - Major					
9	9/4/23	Holiday	Holiday Labor Day								
9	FY25 Work 9/13/23 Plan Development			Lead Agency	CAMPO & GoTriangle	FY25 Wake Transit Work Plan call for projects opens and the TPAC receives kick off presentation (scope, schedule, financial assumptions, updated forms and SharePoint instructions)		TPAC meeting			
9	9/13/23	TPAC Me	eeting	Lead Agency	CAMPO	TPAC Meetir	ng *In-person at CAMPO				

FY23 Annual

FY24 Master

Calendar

Wake Transit

FY24 Quarterly Amendment Schedule Attachment D

Cycle	Amendma Type	Submission Deadline	Public Review Period	PD Subcommitee	TPAC Recommends Work Plan Amendment(s) to Governing Boards	CAMPO TCC Recommendation of TIP* & Work Plan Amendment(s)	CAMPO Executive Board Approves TIP* & Work Plan Amendment(s)	GoTriangle Board of Trustees Approves Work Plan Amendment(s)
2nd Qtr	Major Minor	August. 25, 2023	Sept 1-30, 2023 Sept 1-15, 2023	September 22, 2023	October 11, 2023	November 3, 2023	November 16, 2023	November 16, 2023
3rd Qtr	Major Minor	December 1, 2023	Dec 8-Jan 5, 2024 Dec 8-Dec 22, 2023	December 15, 2023	Janaury 18, 2024	February 2, 2024	February 15, 2024	February 22, 2024
4th Qtr	Major Minor	February 23, 2024	Mar 8-Apr 5, 2024 Mar 8 - Mar 22, 2024	March 27, 2023	April 17, 2024	May 2, 2024	May 15, 2024	May 22, 2024
POP	Special POP Cycle **	May 24, 2024	No public or subcon special POP ame		June 12, 2024	August 1, 2024	August 21, 2024	August 28, 2024

^{*} Some Wake Transit Work Plan amendments will also require a CAMPO Transportation Improvement Program (TIP) amendment. In the event that the TIP amendment schedule does not align with the Work Plan amendment dates, or other factors, such as required air conformity determinations, will delay TIP amendment considerations, the CAMPO TCC and Executive Board will consider those amendments for approval at the soonest opportunity.

^{**} The special amendment request cycle for Period of Performance (POP) extension requests was approved as part of the Wake Transit Work Plan Amendment Policy update in 2022. This 4th scheduled amendment cycle ONLY allows POP extension requests for projects with agreements set to expire in the upcoming fiscal year. These requests are not subject to the public or subcommittee review processes prior to TPAC consideration.

X. FY24 TPAC Master Calendar and Amendment Schedule

Requested Action:

Receive as Information



XI. FY25 Community Funding Area Program Kickoff

Evan Koff, CAMPO



FY 2025 CFA Program: Implementation Schedule

ACTION	DATE
Project Incubation Meetings (By Request)	September 18 – September 29, 2023
Applicant Training (Combined Session)	Week of October 23, 2023
Call for Projects Opens	October 30, 2022
Dro Submittal Poviou Mootings	November 13 – November 17, 2023 &
Pre-Submittal Review Meetings	December 4 – December 8, 2023
Call for Projects Closes (Applications Due)	January 5, 2024
CAMPO Staff Scores Submissions	January 8 – January 26, 2024
Selection Committee Review	February 5 – February 23, 2024
TPAC Recommends Projects in FY25 Work Plan	April 17, 2024
FY25 Work Plan Adoption	By June 30, 2024
FY25 Project Kickoff Meetings	July – August 2024
FY25 Project Mid-Year Review Meetings	December 2024 – February 2025
Annual Review for FY25 Projects	Spring/Summer 2025





FY 2025 CFA Program: Available Funds

CFA PROGRAM ACCOUNTING	AMOUNT
Programmed Operating Projects in FY25	\$1,261,189
Programmed Amount for CFA Reserve (TO005-Z) in FY25	\$386,495
Carryover Amount from FY24 CFA Reserve (TO005-Z)	\$837,785
Remainder from FY23 Operating Projects (APX/MVL/WF)	\$138,185.23
TOTAL FY25 CFA Fund Balance	\$2,623,654
Wake Forest Reverse Circulator (Programmed in FY23)	(\$451,622)
Morrisville Node Based Shuttle (Programmed in FY23)	(\$384,387)
GoApex Route 1 Fixed Route Circulator (Programmed in FY23)	(\$425,180)
Prioritized Funding for Planning Projects in FY25	\$50,000
Available for new Planning, Operating & Capital Projects in FY25	\$1,312,465.23

30% Operating Funding Cap for Grantees in FY25 is \$787,096.27





XI. FY25 Community Funding Area program Kickoff

Requested Action:

Receive as Information



XII. Technology Integration Workgroup Overview

Austin Stanion, GoTriangle





Regional Transit Technology Update

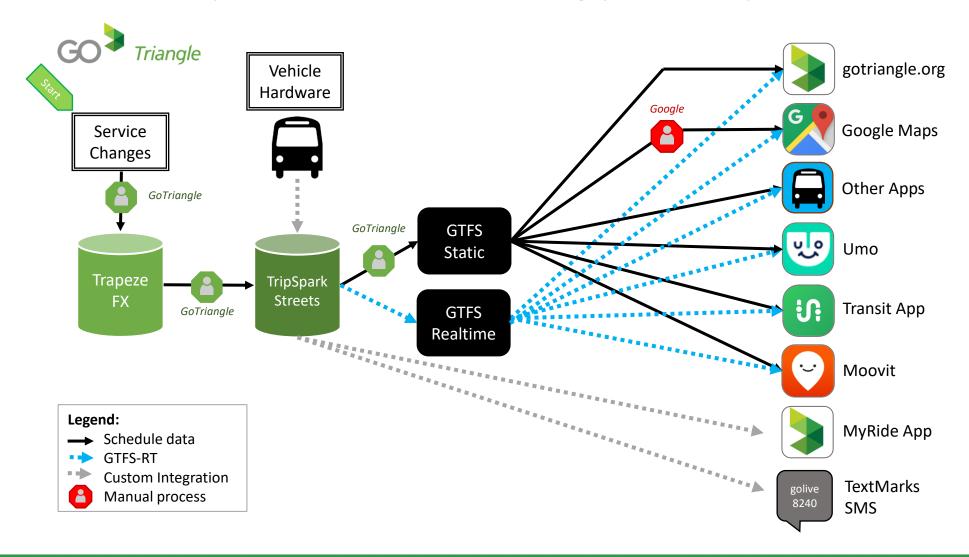
Austin Stanion
Regional Technology Project Manager
Interim Service Planning Supervisor
GoTriangle

Aug 16, 2023

Terms Defined

- CAD / AVL (Vehicle Hardware & Systems)
- GTFS (Static / Schedule Info)
- GTFS RT (Real Time Info)
- CAD/AVL-Specific Apps
- Umo App
- Google Maps

Example of Technology Ecosystem

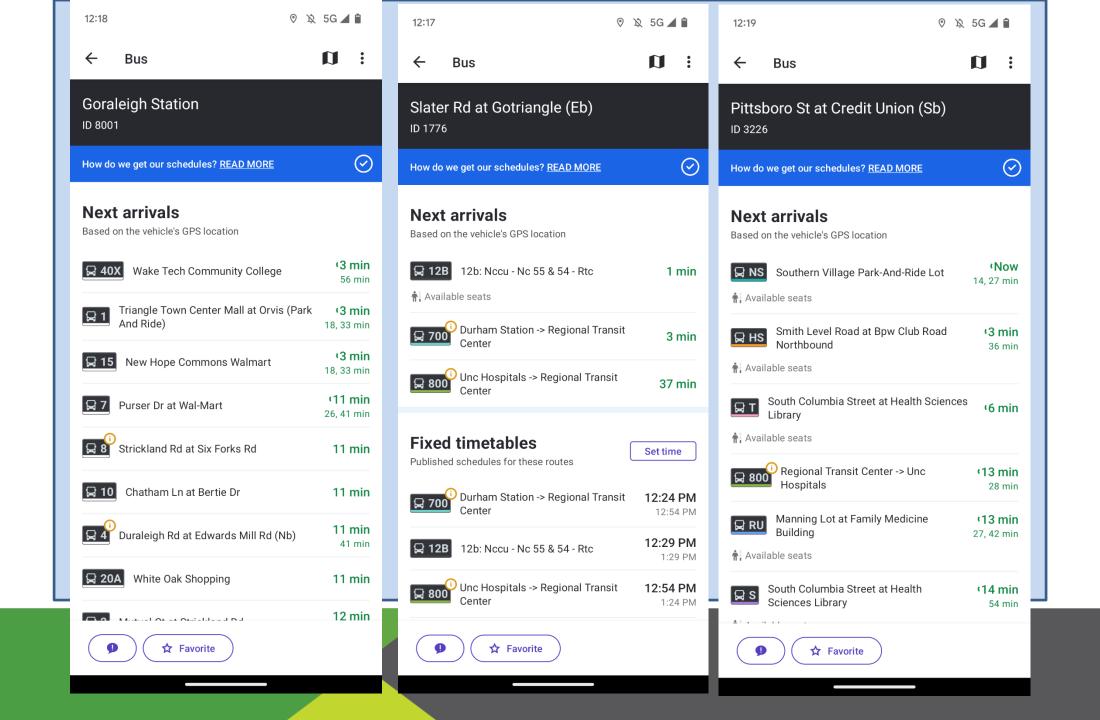


Background

- TransLoc was previous provider
 - TransLoc functionality fell apart as service providers implemented new CAD/AVL
- Regional Partners decided Umo would be go-forward Regional Information App
 - Already included in mobile payments contracts
 - Some partners will also provide stand-alone app

Umo Progress

- GoRaleigh, GoTriangle, GoDurham, and Chapel Hill Transit all have Real Time info in Umo
- GoCary, Orange County Transit have static information
- GoCary will have Real Time information soon



Next Steps

- Partners already using & promoting Umo
 - Continued improvements & iteration
 - Add Real Time info for Cary
 - Add info for Duke and NCSU
- Wake Transit Technology Work Group
 - Collaborate on real time info, signal priority, mobile payments, and other priorities of the 2019 Technology Integration Plan



Regional Transit Technology Update

Austin Stanion
Regional Technology Project Manager
Interim Service Planning Supervisor
GoTriangle

Aug 16, 2023

XII. Technology Integration Workgroup Overview

Requested Action:

Receive as Information



XIII. TPAC Subcommittee Report

Upcoming Subcommittee Meetings:

Subcommittee	Program Development	Community Engagement		
Chair(s)	Kevin Wyrauch, Town of Cary	R. Curtis Hayes, GoTriangle		
Vice Chair(s)	Shavon Tucker, City of Raleigh	Bonnie Parker, CAMPO		
Next Meeting	Tuesday, 8/29 – 1:30-3:30pm (5 th week of the month)	Thursday, 8/31– 1:30-3:00pm (5 th week of the month)		



XIV. Other Business

Governing Board Actions

FY2024 Wake Transit Work Plan: Adoption Update Both the CAMPO Executive Board and GoTriangle Board of Trustees voted to adopt the FY2024 Wake Transit Work Plan at their respective June Meetings.

Period of Performance Extensions: Adoption Update Action to approve the requested Period of Performance Extensions is expected to be considered at the August CAMPO and GoTriangle Board meetings.

FY25-30 Wake Bus Plan: Adoption Update Action to approve the requested Period of Performance Extensions is expected to be considered at the August CAMPO and GoTriangle Board meetings.



XIV. Other Business

• Wake Transit Program Manager has been hired. CAMPO will welcome Ben Howell, former TPAC Chair and current CAMPO TCC Chair, on August 21st as the new Wake Transit Program Manager.

• FY2024/Q2 Work Plan Amendment Requests Due on 25th

The FY2024 Work Plan Amendment Schedule, has been posted to the Work Plan webpages and is included here as <u>Attachment D.</u> The deadline for 2nd quarter submissions is August 25, 2023. Please plan to submit through the Wake Transit SharePoint site.

Staff Contact: evan.koff@campo-nc.us



XIV. Other Business

FY2025 Work Plan Kickoff and Call for Projects

TPAC will meet <u>in-person</u> for its September 13^{th} regular monthly meeting. Guest may watch the meeting online but only those members attending in person will have the ability to participate in the discussion and vote on action items. The FY25 Call for Projects will be open from Sept 13 - Oct 13.

Staff Contact: <u>Stephanie.plancich@campo-nc.us</u>

Any other news or updates from TPAC members?



XI. Adjourn

Next TPAC Meeting:

September 13, 2023

IN-PERSON at CAMPO Office

1 Fenton Main, Suite 201 Cary NC 27511

