

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT



AFTER-ACTION REVIEW FY 2023 WAKE TRANSIT PROGRAM LEVEL

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

Discussion Break

After-Action Review 2023

Test Questions #1 & #2

Logon: menti.com

Code: 4995 4083

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A COMMUNITY INVESTMENT IN TRANSIT

- 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

ANALYTICS

Wake Transit Amendment Policy

FY23 Q2 Wake Transit Work Plan Amendment Requests

Wake Transit Community Engagement Policy

Amendment Policy

Aug. 15 – Aug. 30, 2022

Email Campaign (2)

- 86 Opens
- 1 Click

Facebook (3)

- 265 Impressions

Instagram (1)

- 156 Impressions

Twitter (3)

- 1,075 Impressions

Twitter (WT) (3)

- 657 Impressions

Website Views

- Page Views - 315
- Unique Views - 168
- Engagement Average - 0:28s

Amendment Requests

Sept. 1 – Sept. 30, 2022

Email Campaign (4)

- 314 Opens
- 110 Clicks

Facebook (5)

- 265 Impressions

Instagram (1)

- 93 Impressions

Twitter (5)

- 1,480 Impressions

Twitter (WT) (5)

- 764 Impressions

Website Views

- Page Views - 141
- Unique Views - 46
- Engagement Average - 0:25s

CE Policy

Aug. 15 – Sept. 29, 2022

Email Campaign (4)

- 252 Opens
- 80 Clicks

Facebook (8)

- 1,192 Impressions

Instagram (1)

- 118 Impressions

Twitter (8)

- 4,903 Impressions

Twitter (WT) (8)

- 1,321 Impressions

Website Views

- Page Views - 102
- Unique Views - 29
- Engagement Average - 0:16s

Public Review & Comment Period

November 9 – 23, 2022

20
Comments

Social Media Campaign Analytics for Wake Bus Plan Project Prioritization Policy

	Total Impressions	Total Engagement	Total Link Clicks
GoTriangle Twitter			
9-Nov, 15-Nov, 17-Nov, 21-Nov, 23-Nov	1,144	31	11
GoTriangle Facebook			
9-Nov, 15-Nov, 17-Nov, 21-Nov, 23-Nov	349	63	5
GoTriangle Instagram			
15-Nov	107	0	2
Wake Transit			
9-Nov, 15-Nov, 17-Nov, 21-Nov, 23-Nov	470	8	3

Website Analytics

↓ Views	Entrances	Average engagement time per session
159 100.0% of total	103 100.0% of total	0m 09s Avg 0%
159	103	0m 09s

Wake Bus Plan Project Prioritization Policy

Draft FY 2024 Wake Transit Work Plan and 2025-2030 Wake Bus Plan

Project Engagement

VIEWS

1,669

PARTICIPANTS

762

RESPONSES

6,590

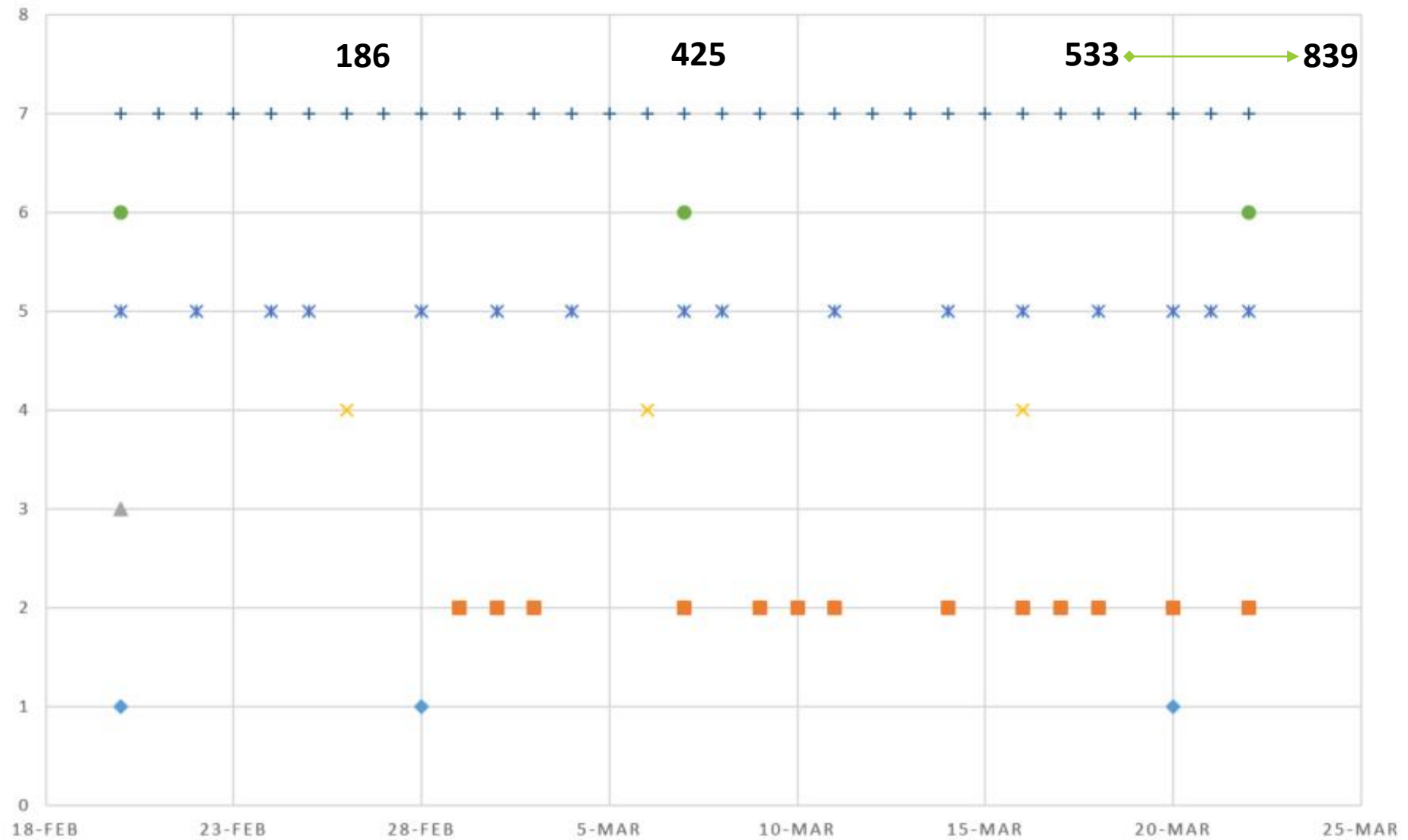
COMMENTS

839

DRAFT WORK PLAN and WAKE BUS PLAN

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

◆ Email ■ Event ▲ News Release ✕ Review ✕ Social Media ● Website + Comments



PROGRAM-LEVEL

Draft Work Plan and Wake Bus Plan: Digital Communications/Email

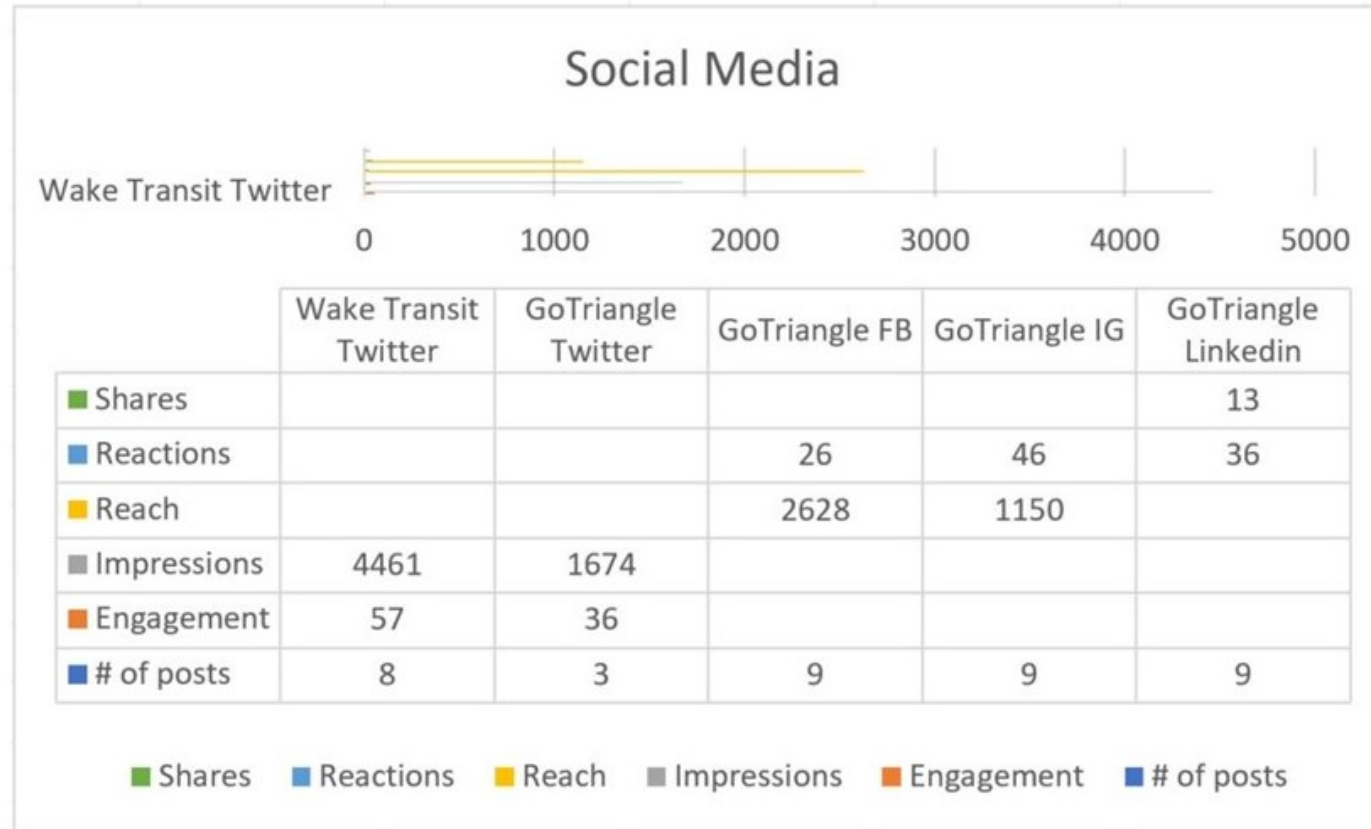
Digital communications tools delivered the campaign narrative during the community review and public comment period through the following tools: email, news release, social media, transit alert, and website.

<u>Email #1</u> Monday, February 20 3,000 recipients 41.7% Open Rate 10.4% Clicks	<u>Email #2</u> Tuesday, February 28 3,000 recipients 45.1% Open Rate 6.9% Clicks
<u>Email #3</u> Monday, March 20 3,000 recipients 40.1% Open Rate 4.0% Clicks	<u>Totals</u> 3,807 Opened 679 Clicked

DRAFT WORK PLAN and WAKE BUS PLAN

PROGRAM-LEVEL

Draft Work Plan and Wake Bus Plan: Digital Communications/Social Media



DRAFT WORK PLAN and WAKE BUS PLAN

PROGRAM-LEVEL

Draft Work Plan and Wake Bus Plan: Digital Communications/Website

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

DRAFT WORK PLAN and WAKE BUS PLAN

After-Action Review 2023

Survey Question #3 & #4

Discussion Break

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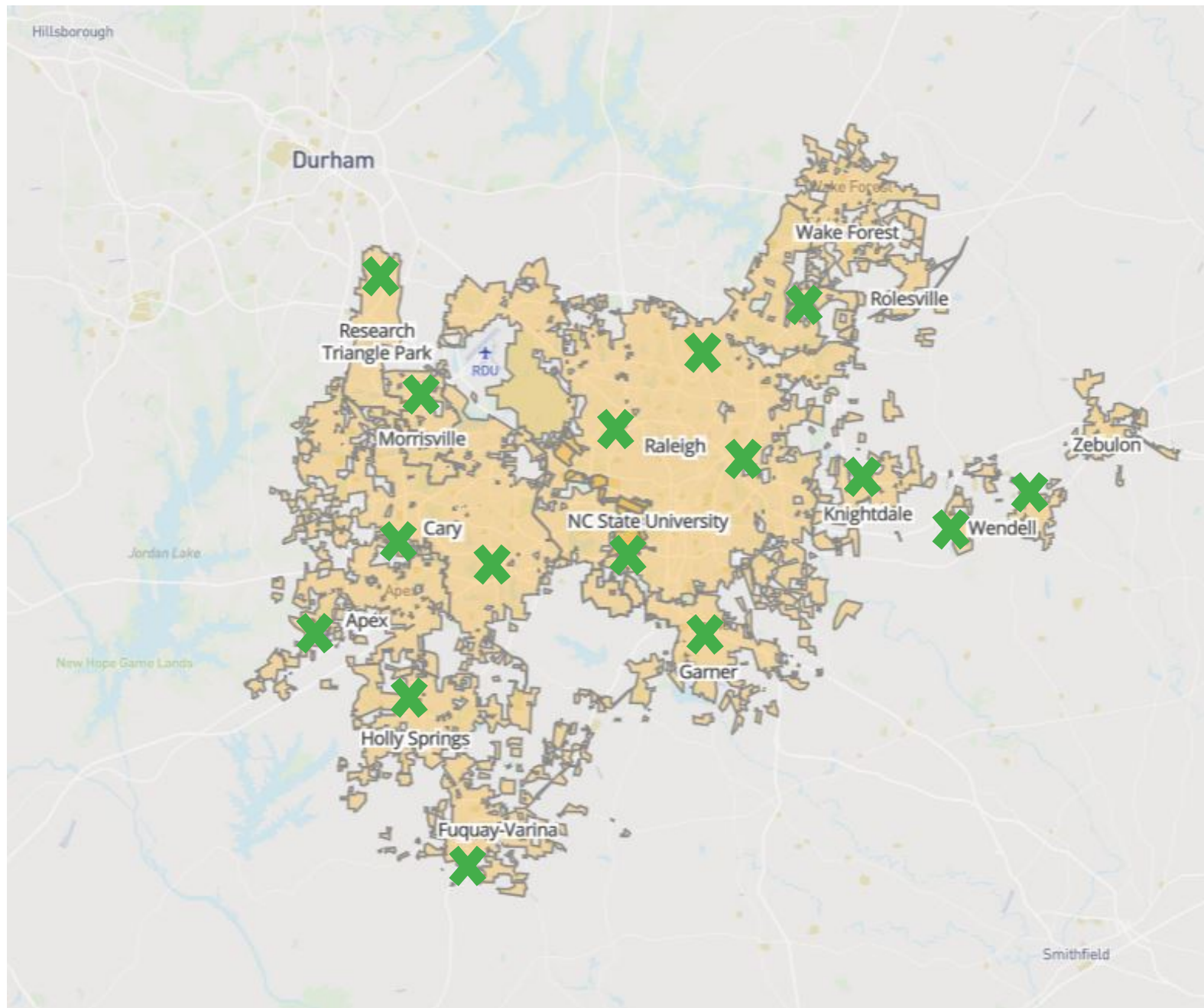
Draft Work Plan and Wake Bus Plan: In Person



In-Person Tabling Activities

Wake Tech North Campus 6600 Louisburg Rd., Raleigh, NC 27616	March 1, 2023 11 a.m.-1 p.m.
Garner Senior Center 205 E Garner Rd., Garner, NC 27529	March 2, 2023 10 a.m.-Noon
Knightdale Station Park 810 N First Ave., Knightdale, NC 27545	March 2, 2023 2 p.m.-4 p.m.
Cary Depot 211 N Academy St., Cary, NC 27511	March 3, 2023 11 a.m.-1 p.m.
Triangle Town Center Mall Transfer Station 5959 Triangle Town Blvd. Raleigh, NC 27616	March 3, 2023 4 p.m.-6 p.m.
East Wake Senior Center 323 Lake Dr., Wendell, NC 27591	March 7, 2023 9 a.m.-11 a.m.
Wendell Falls Activity Center 320 Vintage Point Ln. Wendell, NC 27591	March 7, 2023 Noon-2 p.m.
GoRaleigh Station 214 S Blount St., Raleigh, NC 27601	March 9, 2023 2 p.m.-4 p.m.
Boxyard RTP 900 Park Offices Dr., RTP, NC 27709	March 10, 2023 2 p.m.-4 p.m.
Holly Springs Farmers Market 300 W Ballentine St, Holly Springs, NC 27540	March 11, 2023 9 a.m.-Noon
Fuquay-Varina Community Center 820 S Main St., Fuquay-Varina, NC 27526	March 14, 2023 1 p.m.-4 p.m.
Apex Senior Center 63 Hunter St, Apex, NC 27502	March 16, 2023 10 a.m.-Noon
Crabtree Valley Mall Transfer Station 4325 Glenwood Ave, Raleigh, NC 27612	March 17, 2023 4 p.m.-6 p.m.
Western Wake Farmers Market 280 Town Hall Dr, Morrisville, NC 27560	March 18, 2023 9 a.m.-Noon
Talley Student Union - Stafford Commons 2610 Cates Ave, Raleigh, NC 27606	March 20, 2023 10 a.m.-Noon
Dorcas Ministries 187 High House Rd, Cary, NC 27511	March 22, 2023 11 a.m.-Noon

In Person Activity



PROGRAM-LEVEL

Comments: Word Map (March 22, 2023)



DRAFT WORK PLAN and WAKE BUS PLAN

Draft Work Plan and Wake Bus 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 ✓
18%	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

82.50%	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 ✓
51.10%	45%	I identify as a woman	341 ✓
9.40% poverty	19%	My household's total income is at or under \$53, 000 per year	141 ✓
12.60%	19%	I am 65 years old or older	140 ✓

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:

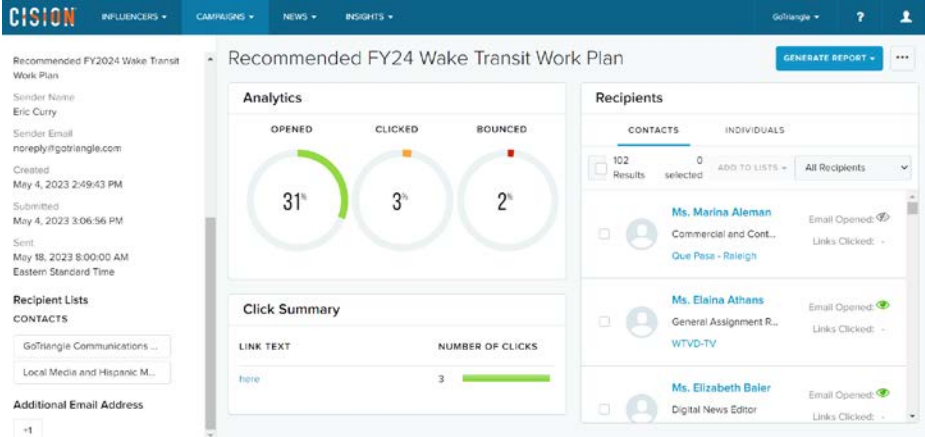
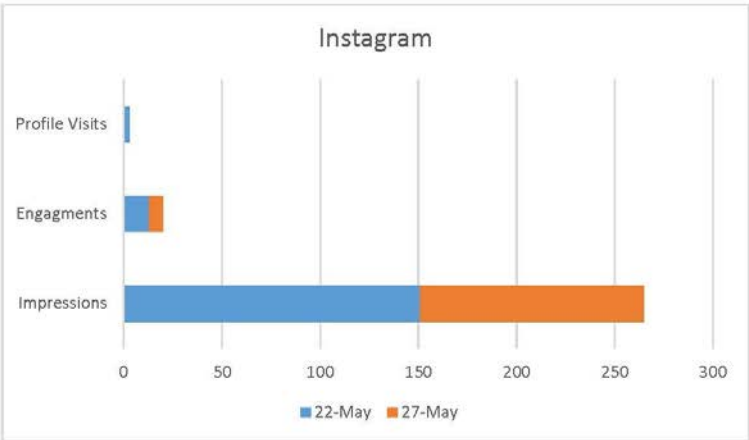
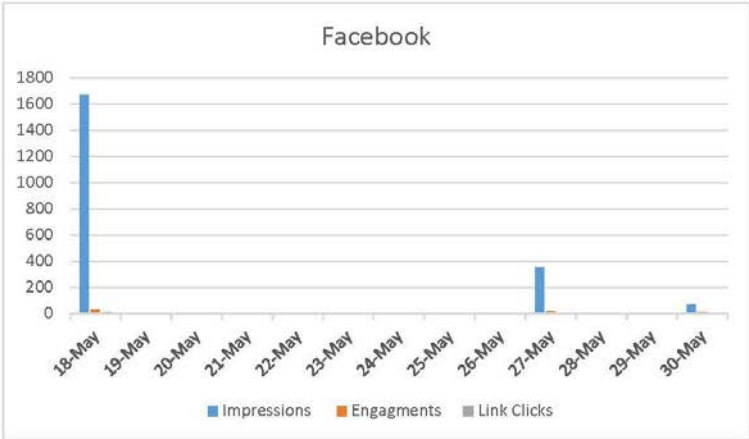
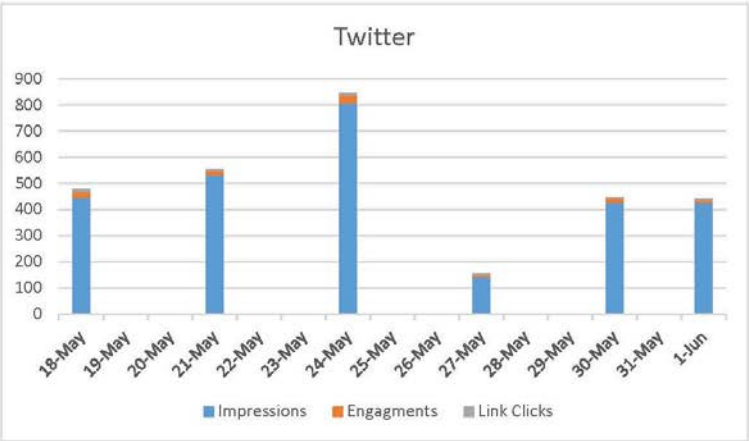
Survey Results

VIEWS 454	PARTICIPANTS 23
RESPONSES 75	COMMENTS 7

RECOMMENDED WORK PLAN

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

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Analytics			
GoForward (NEW)			
GoForward (NEW)			
Generic			
Date			
May 18, 2023 - Jun 1, 2023			
Filters			
Page title exactly matches Recommended FY2024 Wake Transit Work Plan - GoForwardNC			
F Free form 1			
Page title	Views	Entrances	Total users
Totals	160 100% of total	72 100% of total	103 100% of total
1 Recommended FY2024 Wake Transit Work Plan - GoForwardNC	160	72	103

Recommended Work Plan: Comments

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Comments Received

- | |
|---|
| 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. |

 Converting views to comments

 Digital saturation

 In person tabling locations

 Partner engagement

 Ripple effect

WHAT WORKED?

PROGRAM-LEVEL






Wake Transit Community Engagement Development Guide			
	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 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 expansion will occur to meet the goals of the Wake Transit Plan.	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
If you have questions about the Wake Transit Community Engagement Development Guide, or how it applies to an agency, please contact Wake Transit Communications Coordinator info@goforwardnc.org			

➤ Compliance

Community Engagement Policy

➤ No Updates

PROGRAM-LEVEL

-  DO NOT COMBINE comment periods (Work Plan and Bus Plan)
-  Engaging targeted audiences
-  Print materials
-  Social media followers
-  Strategic events

WHAT NEEDS IMPROVEMENT?

PROGRAM-LEVEL

- ☐ 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, seniors, and youth at review and survey events
- ☐ Social Media: Analyze Wake Transit's Twitter performance and its overall social media strategy with the objective to improve its reach, effectiveness, and followers

NEXT STEPS?

After-Action Review 2023

Survey Question #5, #6, #7

Discussion Break

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Thank You!

R CURTIS HAYES
Strategic
Communications

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rhayes@gotriangle.org

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AFTER-ACTION REVIEW WAKE TRANSIT PROJECT LEVEL

Liz Raskopf, Public Engagement Manager, GoTriangle

- 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

PUBLIC COMMENT PERIODS

6 Major
Engagement
Efforts

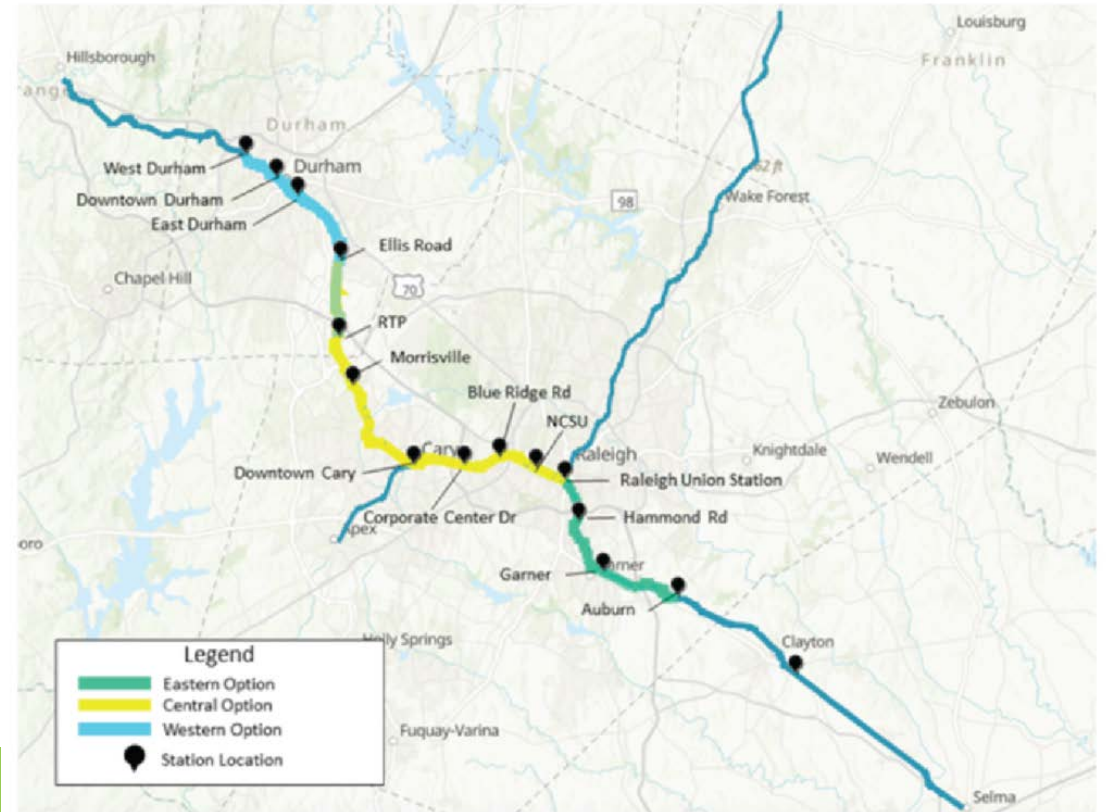
Consistent
Opportunities
from October –
June 2023

JULY 2022	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER
	RALEIGH BRT	
	CAMPO BRT EXT.	
		FUQUAY STUDY
JANUARY 2023	FEBRARY	MARCH
GREATER TRIANGLE COMMUTER RAIL PROJECT		
FUQUAY STUDY		
APRIL	MAY	JUNE
	ONBOARD SURVEYS	
	GOAPEX RTE 1 POLICY	
	FUQUAY STUDY	

Greater Triangle Commuter Rail Project: Feasibility Study Results

January 5 – February 19, 2023

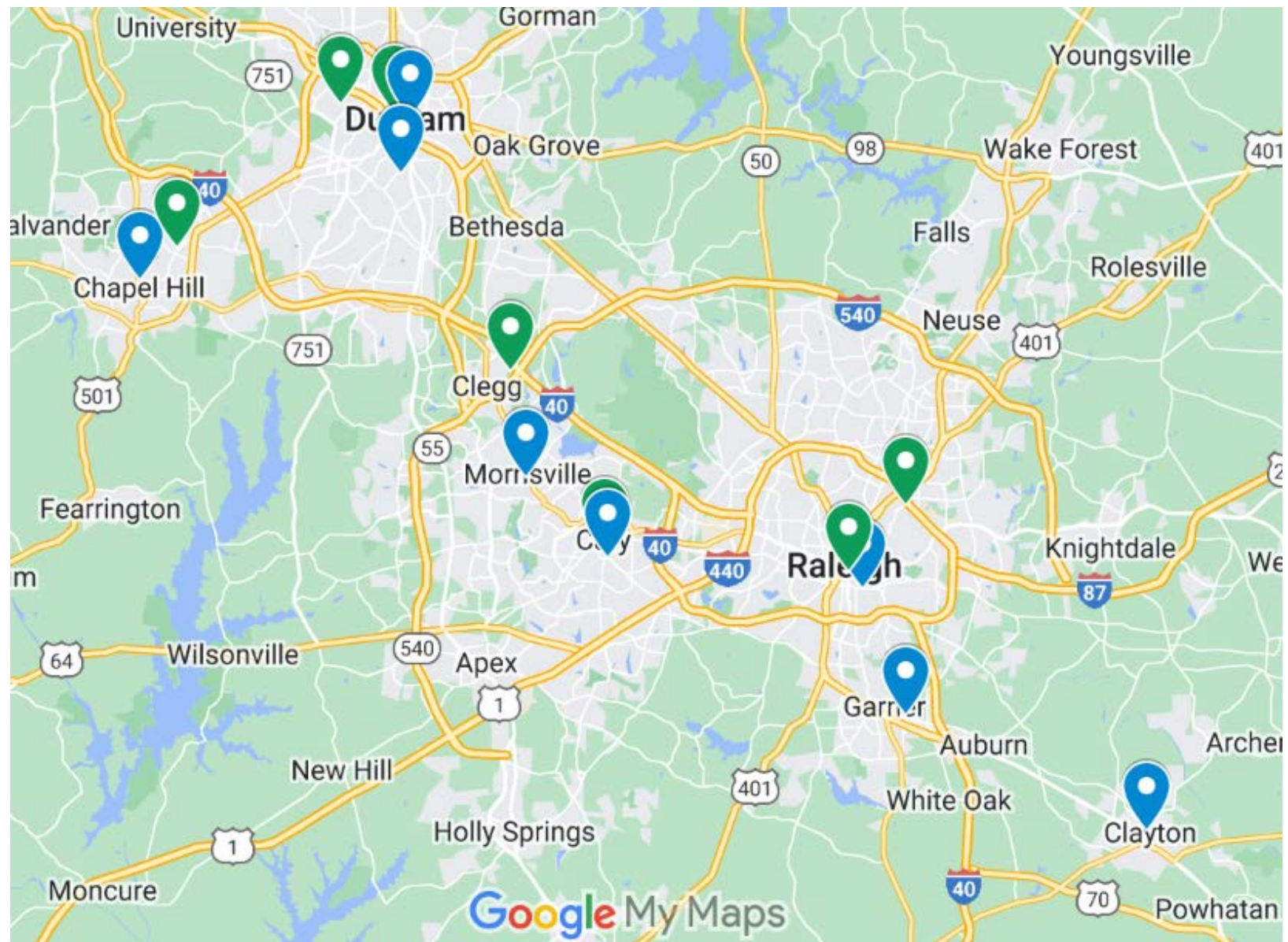
- Public invited to respond to the findings of the Greater Triangle Commuter Rail Feasibility Report, a two-year study conducted on behalf of Durham and Wake counties.
- Findings presented three sections for potential implementation.
- In-person, online and digital outreach.
- 45-day public comment period.



Project Website:

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

20
in-person
opportunities
to participate



Tabling Locations



Open House Locations

Organization	Constituents	Action
CAMPO	Franklin, Granville, Harnett, Johnston and Wake Counties	Shared survey info on website & email
City of Raleigh	GoRaleigh transit riders	Posted survey info on social media & website
Dorcas Ministries	Low-income & Spanish-speaking residents	Distributed survey to listserv
Interdenominational Ministry Alliance of Durham and Vicinity	African-American pastors & congregations	Received presentation; distributed survey
Live Well Wake	Wake County residents receiving social services support	Distributed survey to listserv
North Carolina Central University	Historical Black College/University	Distributed survey to faculty & staff
St. Joseph's AME Church	African-American congregation	Distributed info in church bulletin

28,884

Total Webpage Views

12,361

Unique Views

Top 5 Referral Sources

Direct | 6,069

Facebook | 1,735

Google | 1,318

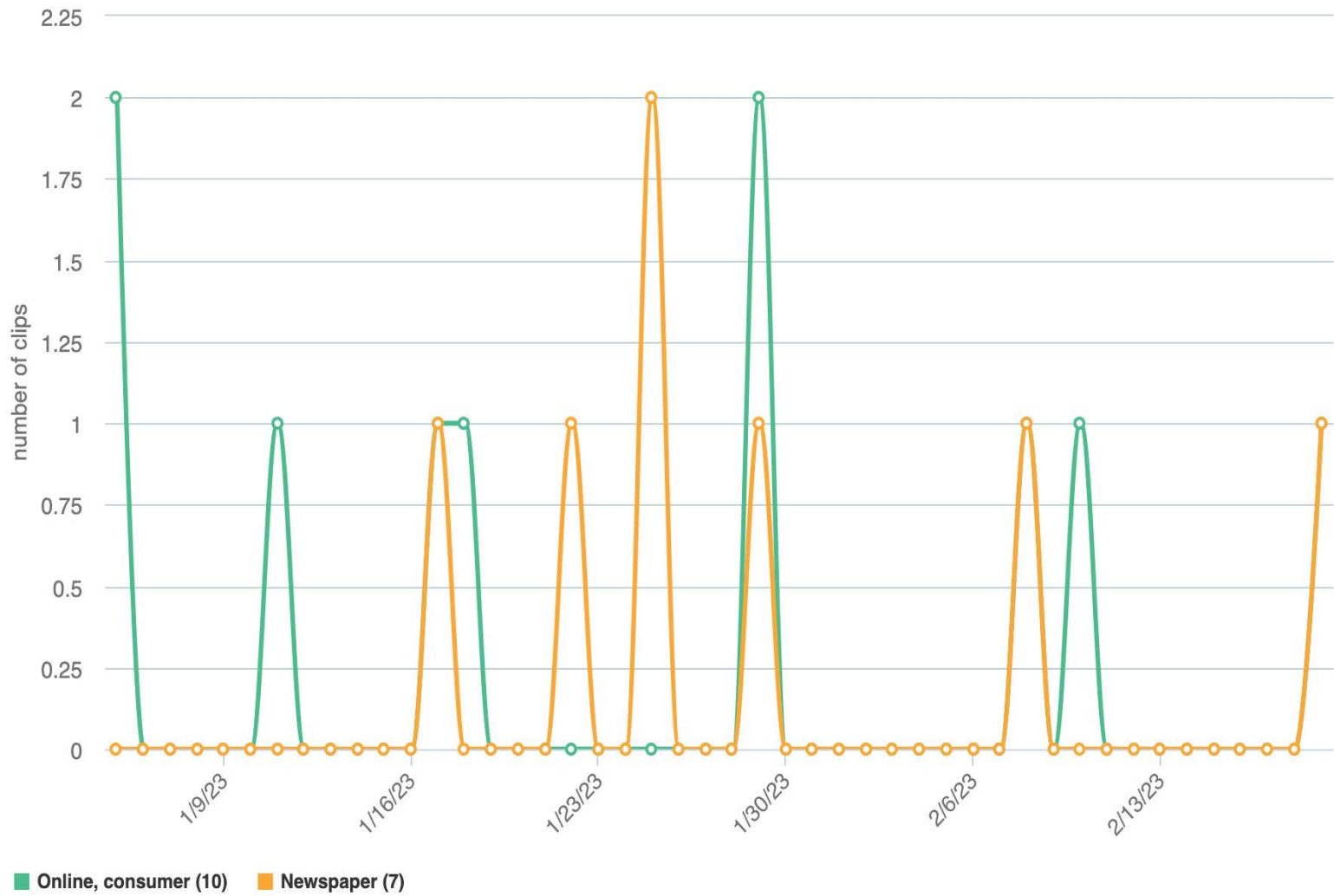
LinkedIn | 894

Twitter | 420

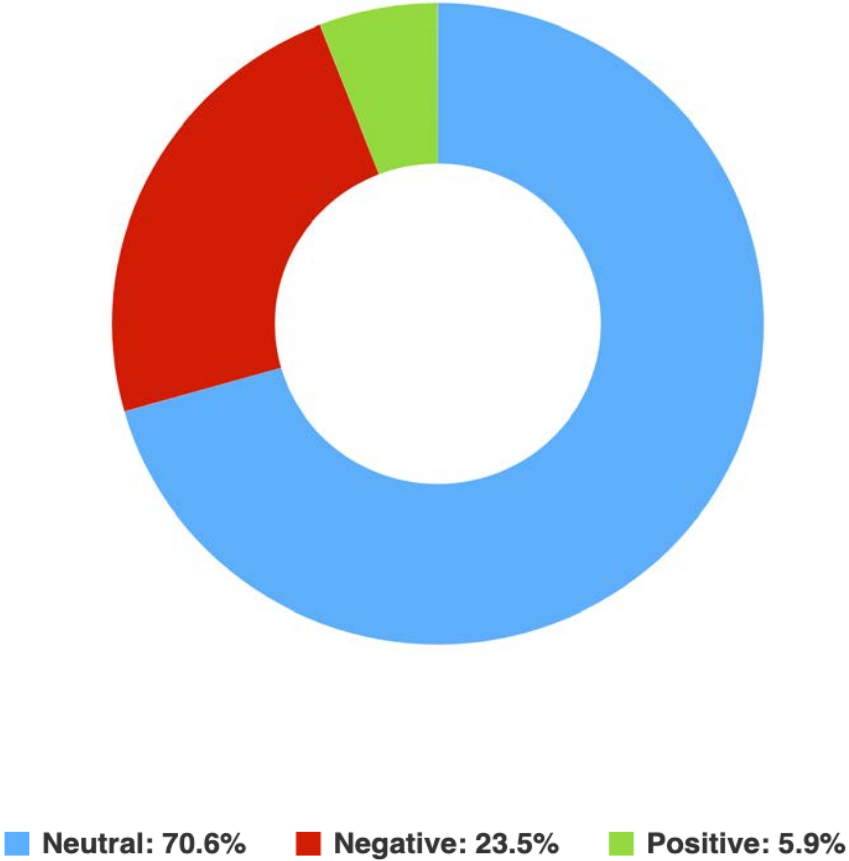
Que Pasa Ads | 99

Platform	#Posts	Impressions	Engagements	Likes
Facebook/Instagram	12	109,482	420	208
Twitter	10	24,049	804	90
LinkedIn	3	3,805	125	117

Trend of Coverage by Media Type

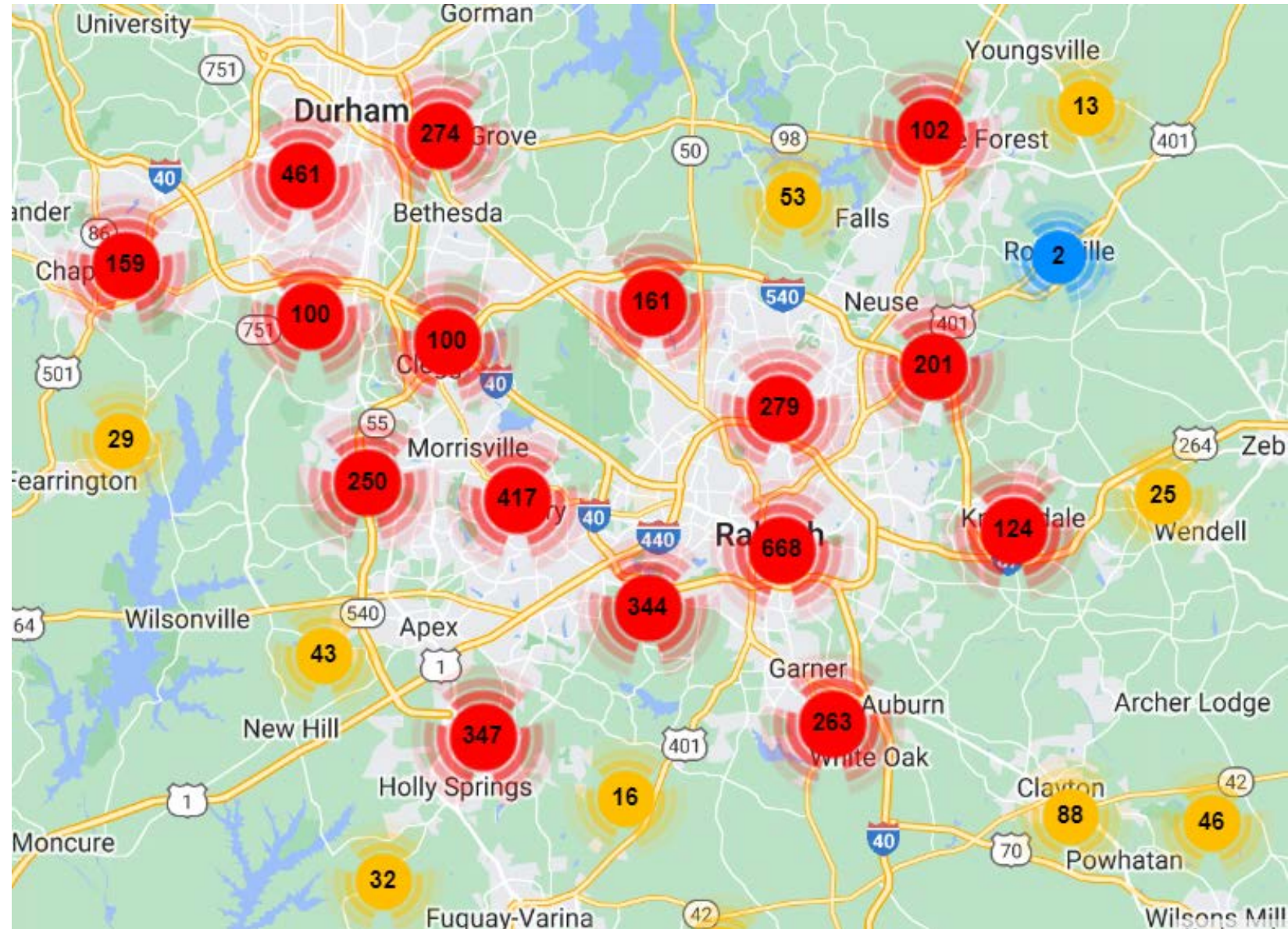


Sentiment of News Coverage



Round II:
January 2023

6,034
Survey
Participants



City of Raleigh BRT

October 31 – December 2, 2022

Bus Rapid Transit (BRT) Projects

Wake Bus Rapid Transit (BRT) Fall 2022 Open House

Wake Bus Rapid Transit (BRT) Fall 2022 Open House

Welcome to the fall 2022 open house for the Wake Bus Rapid Transit.

The open house period runs from Oct. 31 - Dec. 2.

During this open house session, we do not have any project-specific questions on which we need public feedback. However, we are always open to hearing your thoughts on the projects. Therefore, we have added a comment section for each of the corridors. Please feel free to add your comments to these sections and ask any questions you may have about the projects.

Bus Rapid Transit is coming to our region! Planning is underway for fast, reliable, frequent service along four key corridors and we expect service to be fully available by 2035. The plan calls for building approximately 20 miles of transit lanes along four (4) Bus Rapid Transit corridors within Wake County (Wake BRT).

Engagement Hub: <https://publicinput.com/h682>

CAMPO BRT Extension: Phase 3

November 7 - December 16, 2022

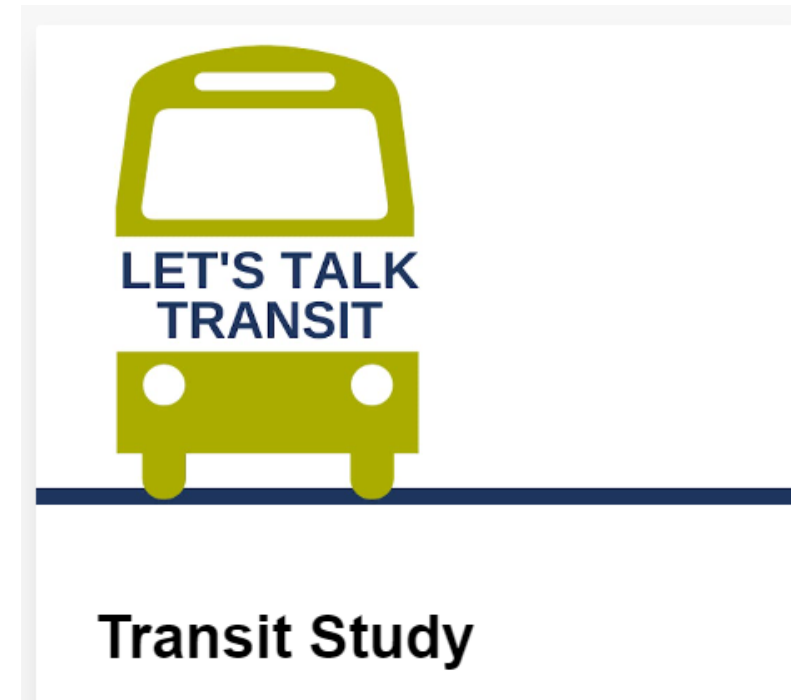
- Phase 3 of public and stakeholder engagement; final phase of engagement for this study.
- Virtual activities were conducted to seek comments from community members about draft results and recommendations in each corridor study area.

Study Website: <https://wakebrtextensionsstudy.com/>

Fuquay Transit Study

December 1, 2022 – January 19, 2023 & May 15 – June 12, 2023

- The Town is looking to expand public transit service to provide an alternative means of transportation to key destinations identified by its residents.
- This study, partially funded by a Capital Funding Area Program (CFAP) grant award, will be used by the Town to strategically plan and implement high-quality public transit infrastructure in the community.
- Completed study to be considered by the town board in February 2023.



Engagement Hub: <https://letstalkfv.org/>

Onboard Customer Satisfaction Surveys

May 1 – May 31, 2023

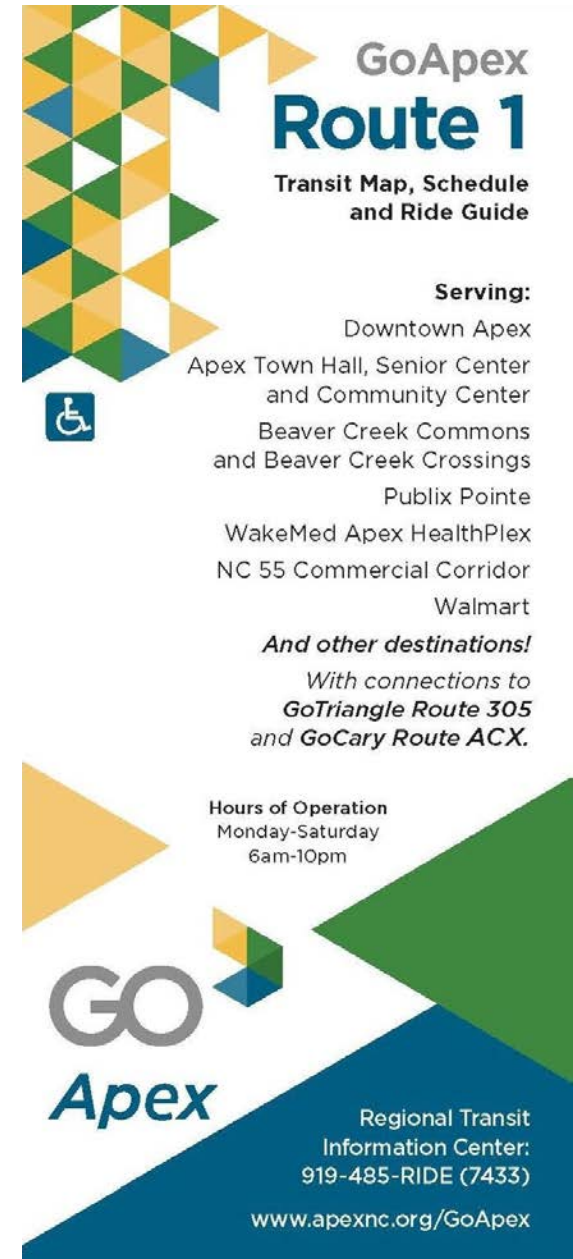
- First survey since 2019
- Conducted on routes operated by GoCary, GoRaleigh and GoTriangle
- Questionnaires available in both English and Spanish
- Results and reports to be reviewed by GoTriangle then distributed

GoApex Route 1 Bus Stop Prioritization Policy

May 5 – June 5, 2023

- Brief Survey with 4 questions via Public Input
- Email Blast Sent 5/5
- News item on GoApex webpage
- Channel Card on Route 1 bus w/ QR codes to the draft policy and survey

Website: <https://www.apexnc.org/1697/GoApex-Route-1>



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

WHAT WORKED?

- 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?

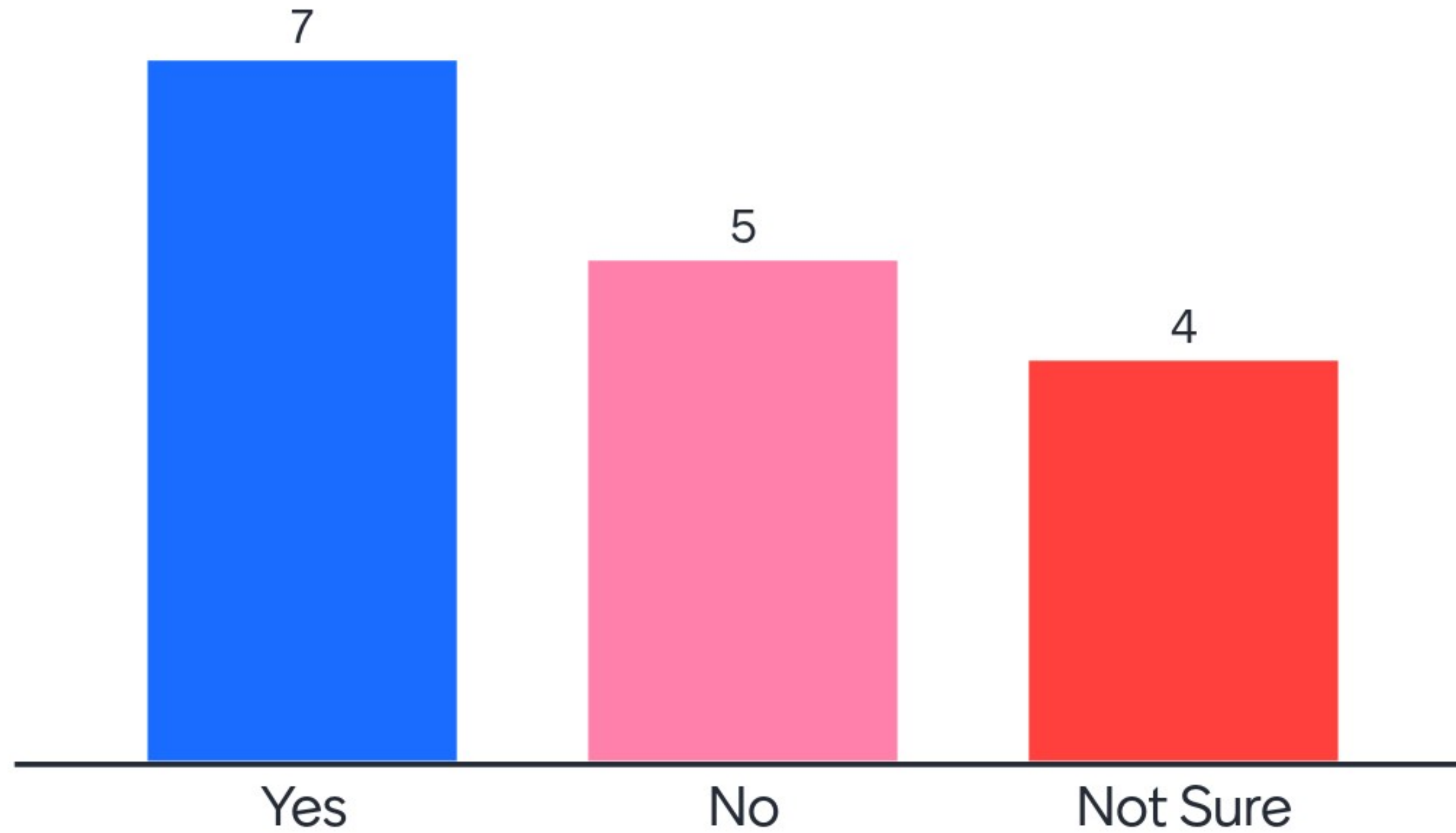
After-Action Review 2023

Survey Question #8

Final Discussion

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



Wake Transit

@WakeTransit

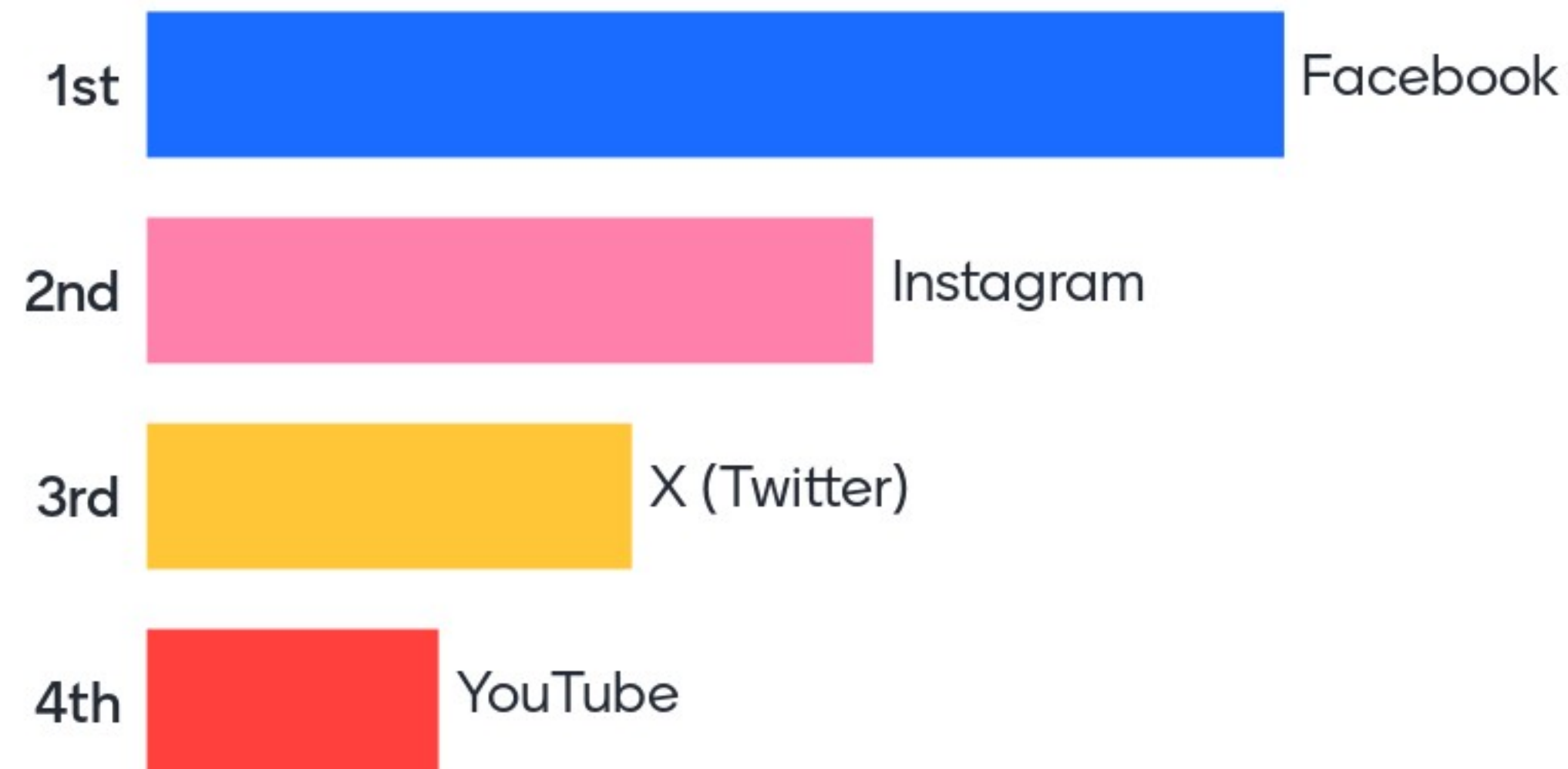
A regional investment to expand access and opportunities and help connect more people to jobs, schools, health care and entertainment.

Wake County, NC GoForwardNC.org/Wake Joined November 2014

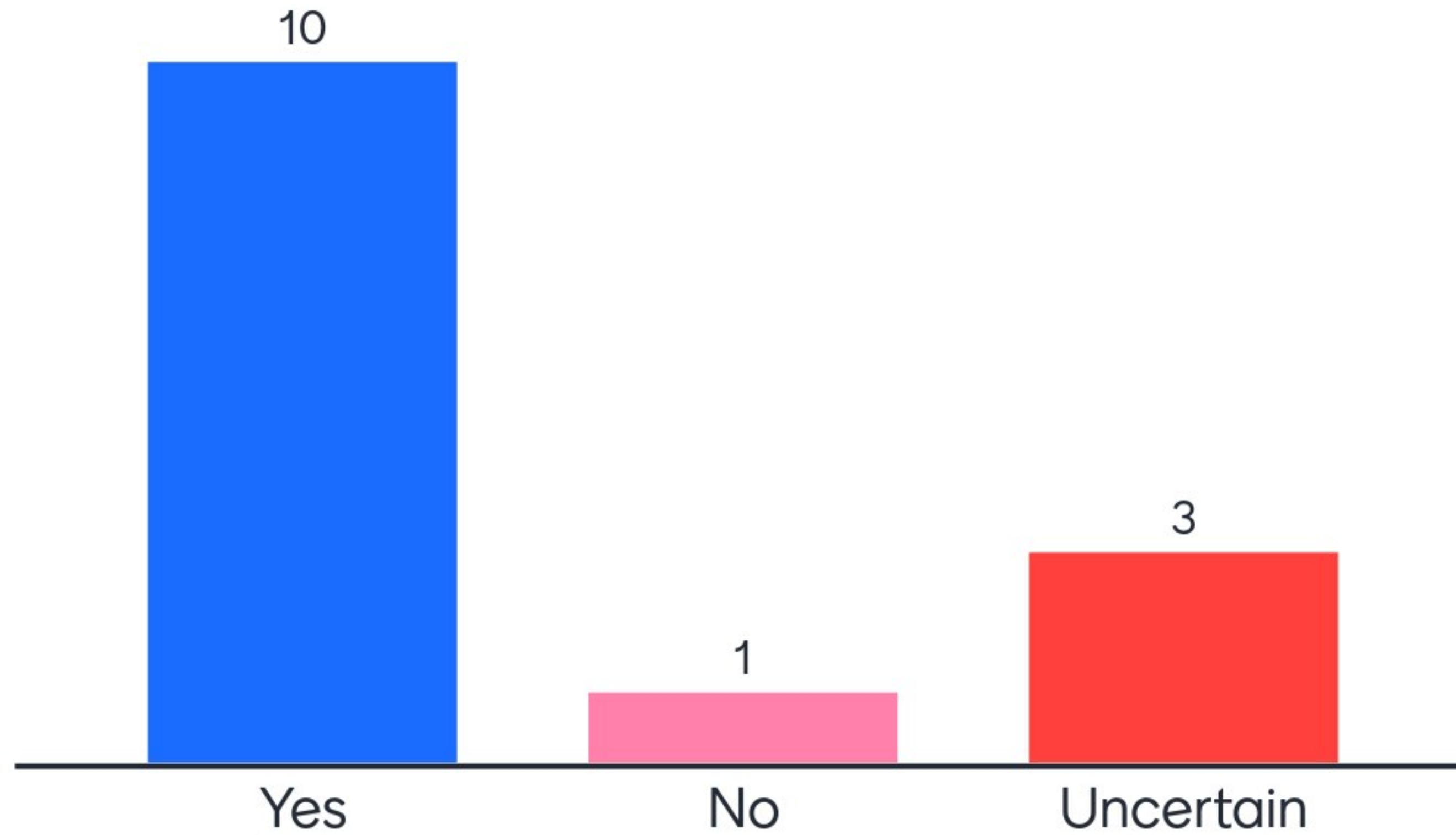
98 Following 1,732 Followers

Not followed by anyone you're following

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

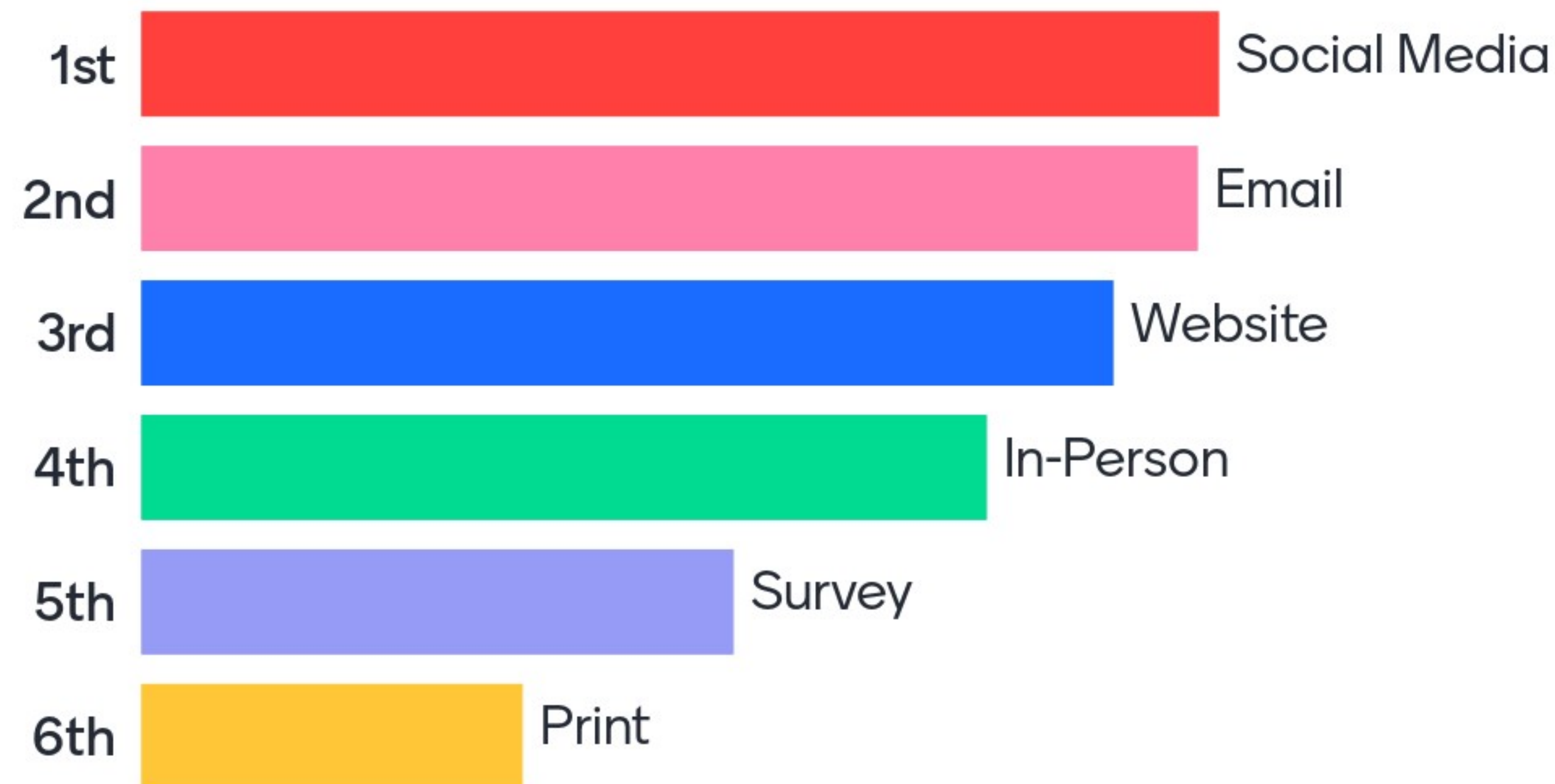


Did your community help spread the Wake Transit message during FY2023?

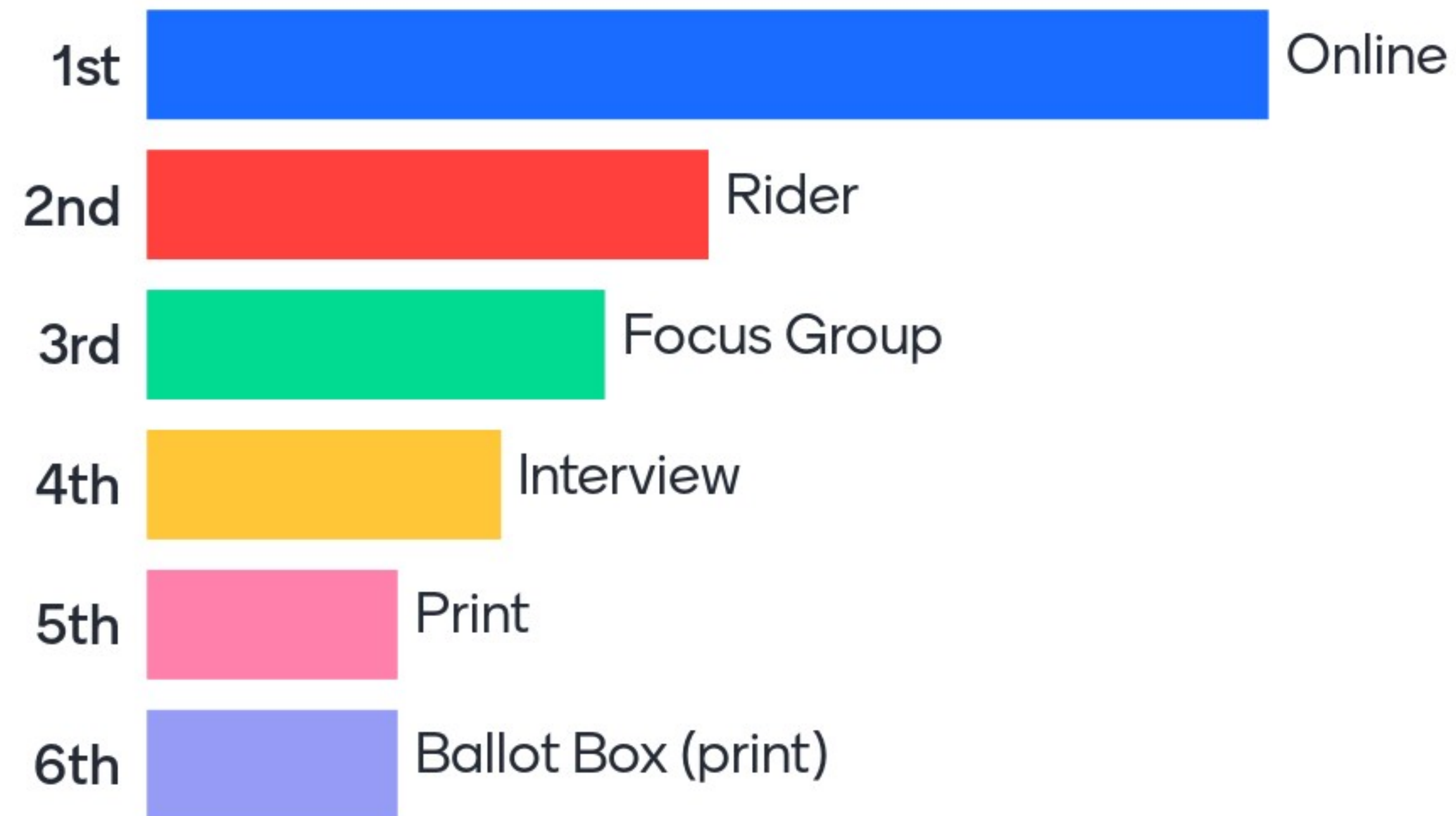


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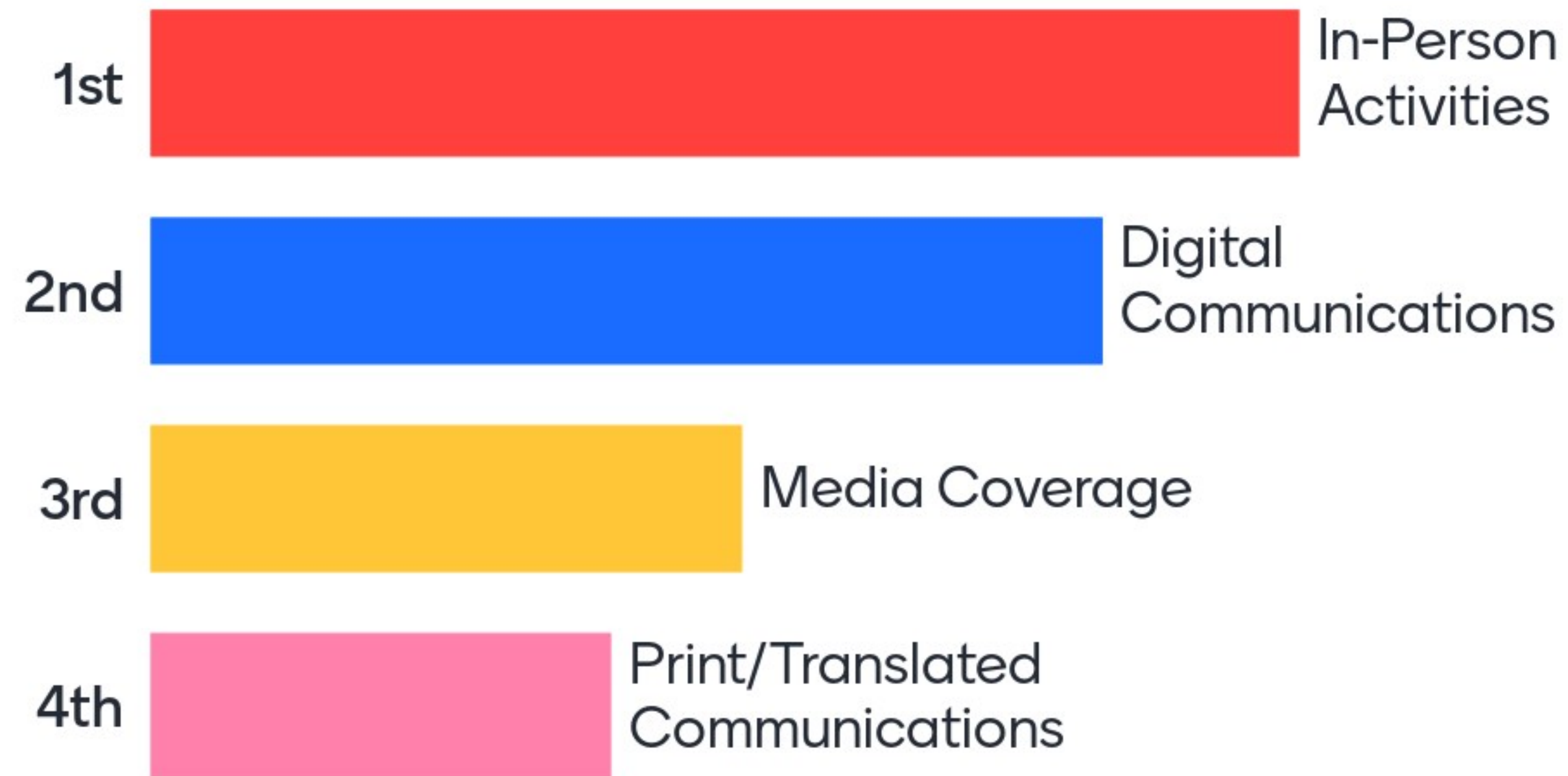
Which tools are the most useful for your support of Wake Transit efforts?



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?

