

# GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

## Wake Transit Engagement Strategy – Level 2

**Project Name:** Draft FY 2025 Wake Transit Work Plan

**Phase Description:** Draft Work Plan Community Engagement

**Project ID#:** TO002

**Project Sponsor/Lead Agency:** GoTriangle

**Contact Person:** R Curtis Hayes

**Phone:** 919-482-5011

**Email Address:** rhayes@gotriangle.org

**Proposed Activity Date(s):** February 26, 2024, through March 26, 2024

**Select Your Activity Type:** ☒ Wake Transit Program-Level Activity

**Sponsor Project-Level Activity**

**Do you have consultant support for this activity?** Yes ☒ No

**Company:** NA

**Select purpose of engagement effort:** Inform, Consult, Involve

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

### Brief description of the event or activity:

#### Purpose

The purpose of community engagement is to ensure that all members of the Wake Transit community are fully informed about the Draft FY2025 Wake Transit Work Plan. An additional objective is to effectively communicate with the entire community about the opportunities available to receive more information and participate in Draft Work Plan development through the review and commenting process.

### Engagement Schedule

The community review and public comment period is February 26, 2024, through March 26, 2024.

2024

JANUARY						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11
MARCH						
Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

FEBRUARY						
Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	1	2	3
4	5	6	7	8	9	10
APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

Comment Period
Reporting Deadline
Draft Plan Available

In accordance with the Wake Transit Community Engagement Policy, it was determined that the Draft FY 2025 Wake Transit Work Plan requires a 30-day public review and comment period. As the entire Wake County community could be impacted by the Draft Work Plan, it was determined that a multichannel digital engagement strategy conducted with a time series framework of tabling and other in-person events is the most appropriate engagement method to successfully meet the specific needs of the effort. It was also considered that a word-of-mouth effort could also be conducted alongside the digital engagement and in-person campaigns. The strategy will include a PDF of the proposed Draft Work Plan posted online for community review, an online and print comment form for the public to use to submit their input, a graphic element announcing the comment period, and messaging distributed through the following digital and print channels:

- 1) Advertising Campaign
- 2) GoForward Website
- 3) Facebook (GoTriangle)
- 4) Instagram (GoTriangle)
- 5) X (GoTriangle)
- 6) X (Wake Transit)
- 7) Wake Transit Blog
- 8) Talking Points (Email)
- 9) Flyers and/or Handouts (Print)
- 10) In Person Events

In addition, Wake Transit partners are encouraged to share the message and opportunity by word of mouth with the community. Communication with stakeholders about the effort during regular, daily interactions, or even while speaking on the agendas of meetings, conferences, and other events, helps with message saturation.

## **Messaging**

This section includes the following messages:

- Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan is scheduled for February 26, 2024 – March 26, 2024.
- We need your input to help make Wake Transit a system that is safe, accessible, and adds to the quality of life of all residents.
- Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.
- We want to hear from you.
- Your opinion matters and helps.
- We need your input.
- Only 3 days left.
- March 26, 2024 is the last day to comment.

## **Key Audiences: Title VI Population Profile**

This section is in progress and includes a consideration of how the Draft Work Plan will impact Title VI and Limited-English Proficiency populations, as well as how it will address the needs and concerns of relevant communities of concern.

## **Tactics and Tools Checklist**

See the sections further below on communications and community engagement tactics and tools.

## **Geographic boundary of this activity? (Corridor, Countywide, municipal boundary, etc.)**

Countywide

Was an engagement equity analysis completed for this project?   X Yes   No

The equity analysis is in progress.

**Support Requested from TPAC Partners:** (Add rows if needed)

Support Description	Specific Dates
Repost/Share Social Media Content	TBD
Email Distribution	TBD
Websites, newsletters, emails, social media	TBD
Word of Mouth	TBD
Print materials, signage, materials distribution	TBD

Complete the [GoTriangle Engagement Support Request Form](#) to request specific support from the GoTriangle Engagement and Communications Team.

What month do you plan to present this form and your activity information to the Community Engagement Subcommittee? (It typically meets on the 4<sup>th</sup> Thursday of each month) December 7, 2023

Please email this completed form to R Curtis Hayes, [rhayes@gotriangle.org](mailto:rhayes@gotriangle.org), for GoTriangle review and placement on the appropriate Community Engagement Subcommittee meeting agenda.

## Draft FY 2025 Wake Transit Work Plan

**Audience:** Wake County commuters, residents, and communities of concern.

**Figure 1. Wake County Population Factors & Data**

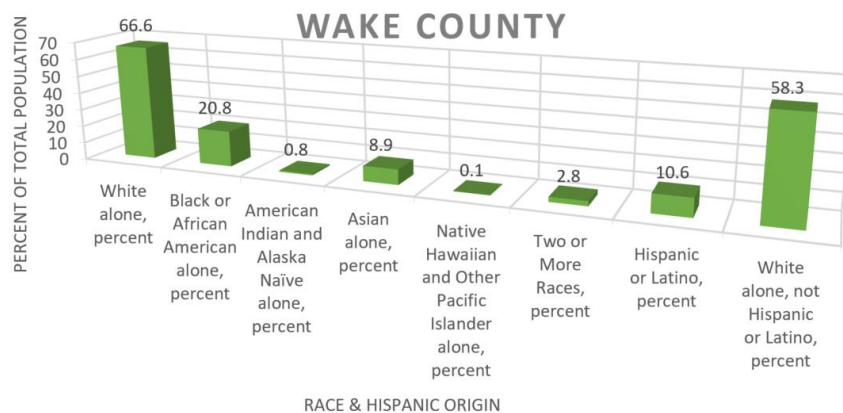
FACTORS	DATA
Households, 2017-2021	422,144
Persons per household	2.59
Language other than English spoken at home	17.50%
Households with a computer, percent, 2017-2021	97.20%
Households with a broadband internet subscription, percent, 2017-2021	93.70%
With a disability, under age 65 years, percent, 2017-2021	5.90%
Mean travel time to work (minutes), workers age 16 years +, 2017-2021	25.6 min
Median household income (2021 dollars), 2017-2021	\$88,471
Per capita income in past 12 months (2021 dollars), 2017-2021	\$45,425
Persons in poverty, percent	9.40%
Persons under 5 years, percent	5.70%
Persons under 18 years, percent	22.70%
Persons 65 years and over, percent	13.00%
Female persons, percent	50.90%
High school graduate or higher, percent of persons age 25+, 2017-2021	93.70%
Bachelor's degree or higher, percent of persons age 25 +, 2017-2021	54.70%

Wake County, NC

US Census Bureau, July 1, 2022

<https://www.census.gov/quickfacts/fact/table/wakecountynorthcarolina/LFE041221#LFE041221>

**Figure 2. Wake County Race & Hispanic Origin**



Wake County, NC

US Census Bureau, July 1, 2022

<https://www.census.gov/quickfacts/fact/table/wakecountynorthcarolina/LFE041221#LFE041221>

## **Draft FY 2025 Wake Transit Work Plan**

### **Channels:**

- **Blog**
- **Email**
- **Graphic**
- **Media Notice**
- **Print (Post Card)**
- **Rider Alert**
- **Social Media**
- **Survey (Online & Print)**
- **Website Content**

### **Go Forward Website Content**

Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan is scheduled for February 26, 2024 – March 26, 2024. We need your input to help make Wake Transit a system that is safe, accessible, and adds to the quality of life of all residents. Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy. We want to hear from you during the 30-day public comment period.

Transit passengers, stakeholders, and community members have the opportunity to review plans and provide input on what meets or falls short of expectations for transit services and planning in Wake County and its municipalities. Title VI of the U.S. Civil Rights Act of 1964 established the foundation of laws that entitle all members of the Wake Transit community to have equal access for the review and submission of their official comments regarding all public transit plans.

The Draft FY 2025 Wake Transit Work Plan will be released for public review and comment from February 26 to March 26, 2024. Input from community members and other Wake Transit stakeholders is vital to this process. There are several ways for individuals and groups to submit their input about the Work Plan. Public comments are accepted through the following channels and the Work Plan document can be reviewed online at the link:

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

Mail: GoTriangle, C&PA, Wake Transit, 4600 Emperor Blvd., Suite 100, Durham, NC 27703

Text: WAKE25 to 855-925-2801 (charges may apply)

Call: 855-925-2801 (toll-free) and enter code 6695 to leave a voicemail

Regional Call Center: GoTriangle, (919) 485-RIDE (7433)

## **Draft FY 2025 Wake Transit Work Plan**

### **Go Forward Social Media Content (Target for Communities of Concern)**

1. Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan is scheduled for February 26, 2024 – March 26, 2024.  
[goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit
2. We want to hear from you during the 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan scheduled for February 26, 2024 – March 26, 2024.  
[goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit
3. Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy. There is a 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan scheduled for February 26, 2024 – March 26, 2024.  
[goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit
4. We need your input to help make Wake Transit a system that is safe, accessible, and adds to the quality of life of all residents. There is a 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan scheduled for February 26, 2024 – March 26, 2024. [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit
5. There are only \_\_\_\_ days left until the end of the 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan on March 26, 2024.  
[goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit

## **Draft FY 2025 Wake Transit Work Plan**

### **Go Forward Email Campaign Content**

1. Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan is scheduled for February 26, 2024 – March 26, 2024.  
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## **Draft FY 2025 Wake Transit Work Plan**

### **Go Forward Post Card Content (English & Spanish)**

Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan is scheduled for February 26, 2024 – March 26, 2024. [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake); [info@goforwardnc.org](mailto:info@goforwardnc.org); @WakeTransit; [waketransit.org](https://waketransit.org); Regional Call Center: GoTriangle, (919) 485-RIDE (7433).

The investment of Wake Transit Plan funds is guided by the **Four Big Moves**:

- 1) Connect Regionally
- 2) Connect All Wake County Communities
- 3) Invest in Frequent, Reliable Urban Mobility
- 4) Enhance Access to Transit

### **Rider Alert**

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### **Media Notice**

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### **Graphic (English & Spanish)**

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### **Survey (Online and Print)**

Demographic question, three specific questions, one open comment box

### **Wake Transit Blog**

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## Draft FY 2025 Wake Transit Work Plan

### Messaging:

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## Draft FY 2025 Wake Transit Work Plan

### Tabling Schedule – Preliminary

Event	Date/Time	Day of the Week
Cary Depot	02.26.24 / 3-6 pm	Monday
Dorcas Ministries	02.28.24 / Exact Time TBD	Wednesday
Crabtree Valley Mall Bus Stop	03.01.24 / 4-7pm	Thursday
Western Wake Farmers Market (Morrisville)	03.02.24 / 9:30 am - 12 pm	Saturday
Regional Transit Center	03.05.24 / 3-6 pm	Tuesday
Weather Reschedule Day (if needed)	03.06.24	Wednesday
Wendell Market* TBD unless other Wendell event	03.07.24 / 6-9 pm	Thursday
State Farmers Market (Lake Wheeler)	03.09.24 / 10 am - 1 pm	Saturday
WakeMed at Andrews Center	03.12.24 / Exact Time TBD	Tuesday
Triangle Town Center Mall at Orvis Park and Ride	03.14.24 / Exact Time TBD	Thursday
Knightdale Pot of Gold 5K	03.16.24 / 6:30-11 am	Saturday
Weather Reschedule Day (if needed)	03.19.24	Tuesday
Hindu Society of North Carolina Holi Celebration OR Town of Morrisville Holi, Hindu Festival of Colors	Exact Date in March TBD / 11 am-7 pm	Saturday likely

## **Draft FY 2025 Wake Transit Work Plan**

### **Metrics & Analytics:**

- Advertising
- Email: MailChimp
- Events: Field Notes and Surveys
- Go Forward Website: Google Analytics and WordPress
- Social Media: Facebook, Instagram, X, LinkedIn
- Survey: Online Public Input & Print

## Checklist: Communication Tools and Tactics

Project Name: Draft FY 2025 Wake Transit Work Plan	Project ID#: TO002
Contact Name: R Curtis Hayes	Phone: 919-482-5011
Email Address: rhayes@gotriangle.org	

Communications Tools - Check all that apply to this project/phase			
Content	Material	Check	Notes
Communications	Talking Points	X	
	News Release	X	
	News Item		
	News Video		
Social Media Posts (Paid or Unpaid)	Facebook	X	
	Instagram	X	
	X (formerly Twitter)	X	
	LinkedIn	X	
	Next Door		
	Social Media Geo-targeting	X	
Print Materials	A-frame poster		
	Flyers	X	
	Postcard	X	
	Brochure		
	Rack Card	X	
	Yard Signs		
	Bus Placards		
	Surveys	X	
Events	Public Meetings	X	
	Ribbon Cutting		
	Webinar		
	Promo Items / Giveaways	X	
Website Updates	Custom Landing Page	X	
	Updates to existing content	X	
	News Item	X	
	Graphics /Header/Icons	X	

## Checklist: Communication Tools and Tactics

<b>Video</b>	Full length (1:00+)		
	Social Snippet(s) from Full (~0:15-1:00)		
	Social Informer/Call to Action (~0:15-1:00)	X	
	Ad (0:15/0:30)		
	Presentation (5:00+)		
<b>Rider Messaging</b>	On-bus announcements		
	Rider alerts	X	
	Flyers @ bus stops/stations	X	
<b>Paid Advertising</b>	Radio Advertising	X	
	Digital Advertising		
	Print Advertising		
	Newspaper Advertising	X	
	Magazine Advertising		
<b>Digital Media</b>	PowerPoint Presentation	X	
	Public Input Graphic		
	Email Graphic	X	
<b>Other:</b> Write in _____			
<b>Other:</b> Write in _____			
<b>Other:</b> Write in _____			
<b>Other:</b> Write in _____			
<b>Other:</b> Write in _____			
Comments:  			

## Checklist: Engagement Tactics by Target Audience

Project Name: Draft FY 2025 Wake Transit Work Plan	Project ID#: TO002
Contact Name: R Curtis Hayes	Phone: 919-482-5011
Email Address: rhayes@gotriangle.org	

Engagement Effort	Tactic	General Public	Elected Officials	Wake Transit Partners	Wake Transit Stakeholders	Bus Riders	Youth <17	Age 18-32	Age 65+	Disabled Community	Low Income	LEP - Spanish	LEP-Other _____	Minority _____	Business Community	Higher Education Facilities	K-12 Representatives	Non-Profit/NG Organizations	Other _____	Other _____
Events and Activities	Online surveys / comment boxes	X		X	X	X			X	X	X	X		X				X		
	Print surveys / comment cards	X		X	X	X			X	X	X	X		X				X		
	SMS surveys																			
	Voicemail box																			
	In-person / virtual focus groups																			
	In-person / virtual trainings																			
	Pop-ups at bus stops, transit centers & community sites	X				X														
	Tabling at festivals, parades, job, resource & health fairs, and other community events	X													X					
	Educational events																X	X		
	Major holiday celebrations																			
	Community meetings																			
	Group presentations																			
	Public hearings																			
	Town halls																			
	Translation & interpretation	X				X					X	X		X						
Please add additional lines if needed.																				