

Wake Transit Plan Transit Planning Advisory Committee (TPAC) Regular Monthly Meeting

February 21, 2024

ATTACHMENT D

CONTACT

R Curtis Hayes, Wake Transit Strategic Communications Coordinator, GoTriangle rhayes@gotriangle.org | 919-482-5011



A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Engagement Strategy – Level 2

February 21, 2024

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: (X) Wake Transit Program-Level Activity Sponsor Project-Level Activity

Do you have consultant support for this activity? Yes (X) No Company: N/A

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 receive notice and are 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.

Reporting Deadline

Engagement Schedule

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

2024

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

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 in-person, tabling 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) Email Campaign
- 2) GoForward Website
- 3) One page handout, flyer, rack card, talking points
- 4) Social Media: Facebook (GoTriangle)
- 5) Social Media: Instagram (GoTriangle)
- 6) Social Media: X (GoTriangle)
- 7) Social Media: X (Wake Transit)
- 8) Survey (online and print)
- 9) Tabling/In-Person Events
- 10) Talking Points
- 11) Wake Transit Blog
- 12) Wake Transit Progress Report

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 included below and considers 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 attached.

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

Support Description	Specific Dates
Repost/Share Social Media Content	February 26, 2024 through March 26, 2024
Email Distribution	February 26, 2024 through March 26, 2024
Websites, newsletters, emails, social media	February 26, 2024 through March 26, 2024
Word-of-Mouth	February 26, 2024 through March 26, 2024
Print materials distribution	February 26, 2024 through March 26, 2024

Contact the GoTriangle Engagement and Communications Team for assistance.

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

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

LEVEL 2 ATTACHMENT

Checklist: Communication Tools and Tactics

Project Name: Draft FY 2025 Wake Transit Work Plan		
	Phone: 91	9-482-5011
Yes/No		
s project/phase		
Material	Check	Notes
Talking Points		
News Release	X	
News Item	X	
emails	X	
Facebook	X	
Instagram	X	
	X	
LinkedIn		
Next Door		
	X	
A-frame poster		
Flyers		
Postcard		
Yard Signs		
Bus Placards		
Surveys	X	
Public Meetings		
Ribbon Cutting		
Webinar		
Promo Items / Giveaways		
Custom Landing Page	X	
Updates to existing content		
News Item		
Graphics /Header/Icons		
Full length (1:00+)		
	Material Talking Points News Release News Item emails Facebook Instagram Twitter LinkedIn Next Door Social Media Geo-targeting A-frame poster Flyers Postcard Brochure Rack Card Yard Signs Bus Placards Surveys Public Meetings Ribbon Cutting Webinar Promo Items / Giveaways Custom Landing Page Updates to existing content News Item Graphics / Header/Icons	Yes/No s project/phase Material Check Talking Points News Release X News Item X emails X Facebook X Instagram X Twitter X LinkedIn Next Door Social Media Geo-targeting X A-frame poster Flyers Postcard Brochure Rack Card Yard Signs Bus Placards Surveys X Public Meetings Ribbon Cutting Webinar Promo Items / Giveaways Custom Landing Page X Updates to existing content News Item Graphics /Header/Icons

Checklist: Communication Tools and Tactics

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

LEVEL 2 ATTACHMENT 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	
	rs olders cilities s nizations

Engagement Effort	Tactic	General Public	l Officials	Wake Transit Partners	ransit Stakeholders	ers	<17	-32	+	Disabled Community	come	- Spanish	her	ty	ss Community	Higher Education Facilities	K-12 Representatives	Non-Profit/NG Organizations		
		Genera	Elected (Wake	Wake Transit	Bus Riders	Youth <17	Age 18-32	Age 65+	Disable	Low Income	LEP - S _I	LEP-Other	Minority	Business	Higher	K-12 Re	Non-Pr	Other_	Other_
	Online surveys / comment boxes	Χ		Χ	Χ	Χ			Χ	Χ	Χ	Χ		Х				Χ		
	Print surveys / comment cards	Χ		Χ	Χ	Χ			Χ	Χ	Χ	Χ		Χ				Χ		
	SMS surveys																			
	Voicemail box																			
	In-person / virtual focus groups																			
	In-person / virtual trainings																			
	Pop-ups at bus stops, transit centers & community sites	Χ				Χ														
Events and Activities	Tabling at festivals, parades, job, resource & health fairs, and other community events	X													X					
	Educational events																Χ	Χ		
	Major holiday celebrations																			
	Community meetings																			
	Group presentations																			
	Public hearings																			
	Town halls																			
	Translation & interpretation	Χ				Χ					Χ	Χ		Χ						

Please add additional lines if needed.

LEVEL TWO ATTACHMENT - EQUITY ANALYSIS

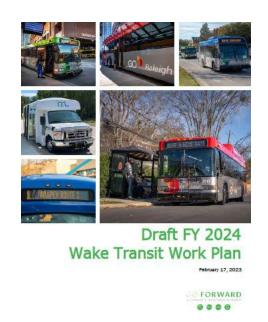
Community Review & Public Comment Period: February 26 – March 26, 2024

Draft FY 2025 Wake Transit Work Plan

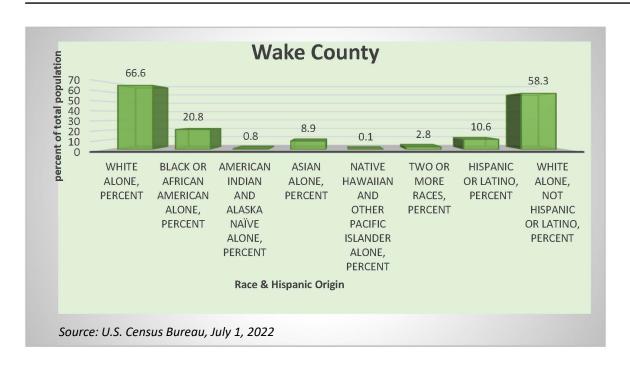
Strategic Communications & Equity Analysis
R. Curtis Hayes, GoTriangle
January 25, 2024





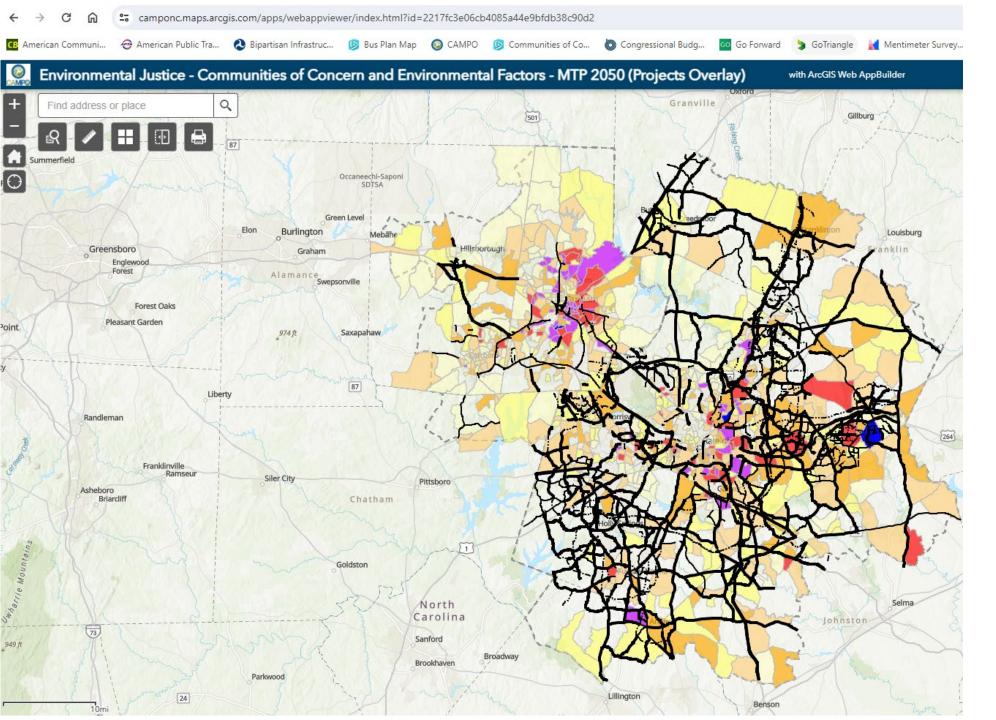


Wake County, N.C., Race and Hispanic Origin



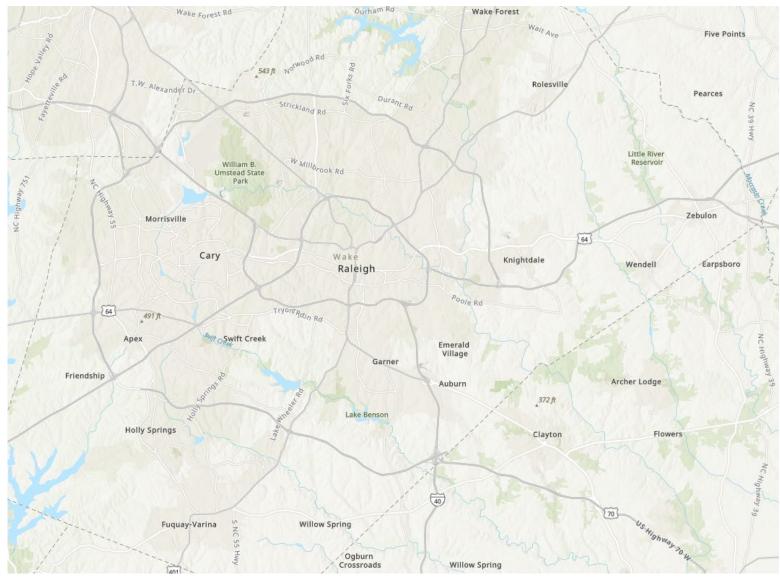
Wake County has a diverse and growing population, but just exactly where are its communities of concern? How do we plan to engage and communicate in order to comply with Title VI of the Civil Rights Act of 1964 and Environmental Justice regulations?







Wake County, NC



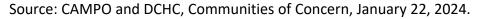


Populations and People

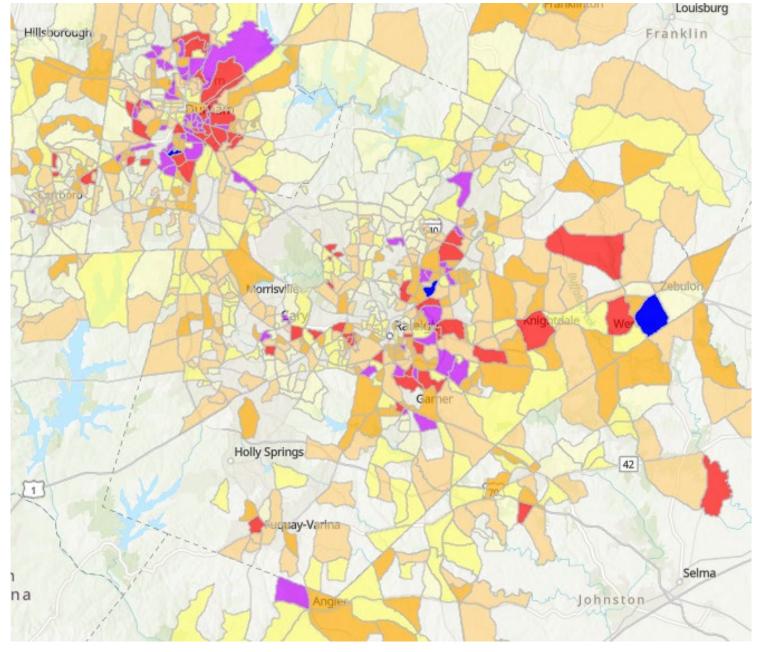
Total Population 1,129,410

Asian – 97,042 Black or African American – 208,493 Hispanic or Latino – 128,241 Native Hawaiian / Pacific Islander – 572 Other Race – 68,297 Two or More Races – 85,418 White – 663,832

Source: U.S. Census Bureau



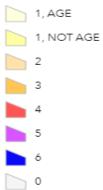




Wake County, NC

All communities of concern are displayed in the map.

Communities of Concern - All Communities





TOOLS of ENGAGEMENT & COMMUNICATION

Public Notice:

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

Advertising **Audience Demographics Email Campaign** Graphics (English, Spanish) In-Person Events/Tabling Media Release Print Materials (English, Spanish) Social Media (geo-targeted) Survey (English, Spanish) Website Content

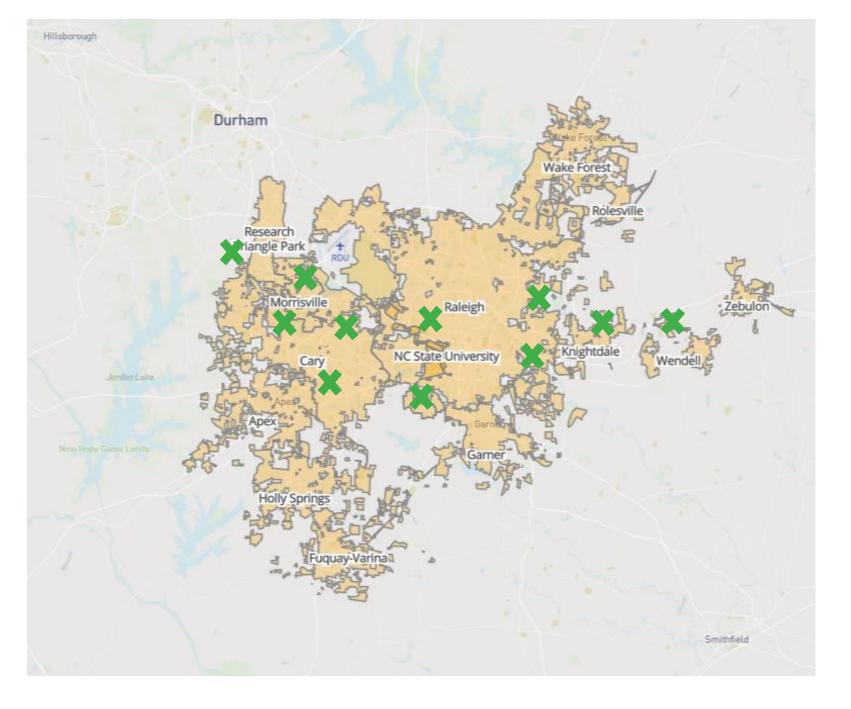


IN-PERSON EVENTS SCHEDULE

Launch Tabling (Days 1-10)	Event w/ Community Partners Communities of Concern Audience (Days 11-20)	Wrap Tabling (Days 21-30)
Date, Location, Times, Partners, Print Materials, Survey, GoForward Swag	Date, Location, Times, Partners, Print Materials, Survey, GoForward Swag, Bus or other vehicle on site	Date, Location, Times, Partners, Print Materials, Survey, GoForward Swag
2/21 Dorcas Ministries (Cary) 3/1 Crabtree Valley Mall Bus Stop (Raleigh) 3/2 Western Wake Farmers Market (Morrisville) 3/5 Regional Transit Center (GoTriangle) 3/7 Wendell Falls Community Center restaurant	3/9 State Farmers Market (Raleigh) 3/9 WakeMed at Andrews Center Bus Stop (Raleigh) 3/14 Cary Depot 3/14 Triangle Town Center Mall at Orvis Park and Ride (Raleigh) 3/16 Knightdale Pot of Gold 5K	Exact Date TBD Hindu Society of North Carolina or Town of Morrisville Holi Celebration

In Person Tabling



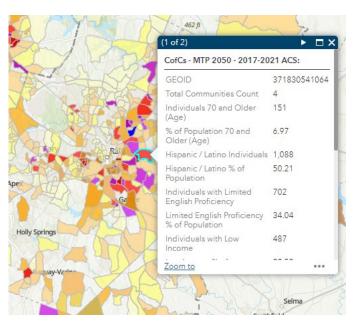


AUDIENCE(S)

COMMUNITIES OF CONCERN MAPPING:

https://camponc.maps.arcgis.com/apps/webappviewer/index.html?id=2217fc3e06cb4085a44e9bfdb38c90d2

- Disabled
- Limited English Proficiency
- Low Income
- Non White
- Seniors



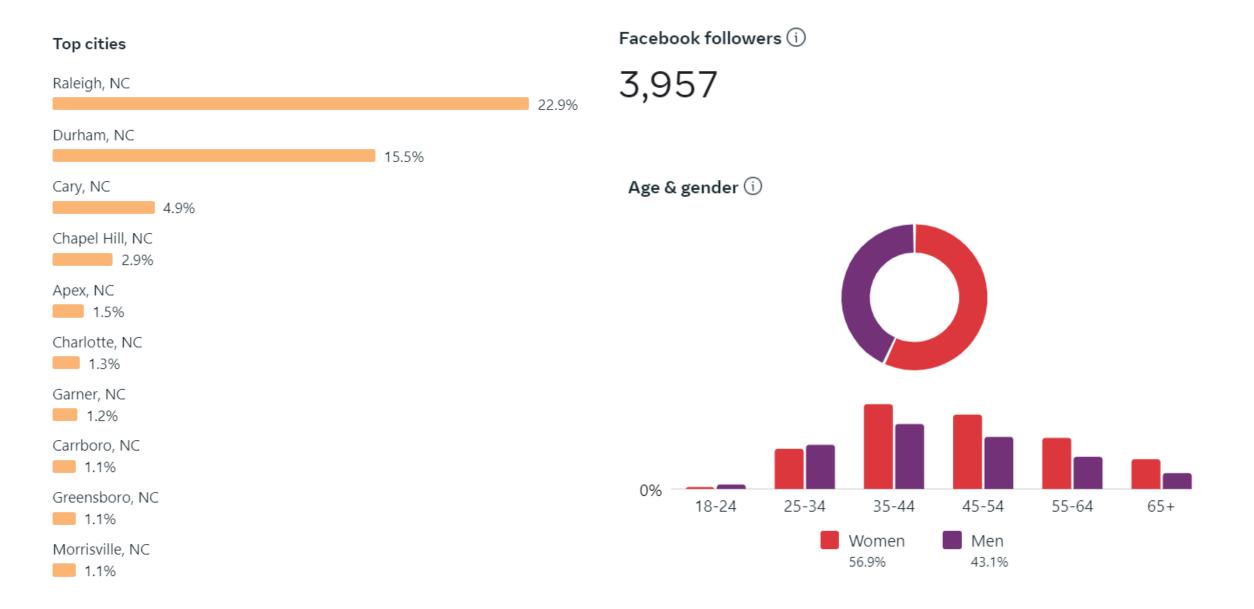




DRAFT SCHEDULE

Facebook GoTriangle (Targeted)	X GoTriangle	Instagram GoTriangle	X @waketransit
February 26, 2024	February 26, 2024	February 26, 2024	February 26, 2024
February 29, 2024	February 29, 2024	February 29, 2024	February 29, 2024
March 5, 2024	March 5, 2024	March 5, 2024	March 5, 2024
March 9, 2024	March 9, 2024	March 9, 2024	March 9, 2024
March 13, 2024	March 13, 2024	March 13, 2024	March 13, 2024
March 20, 2024	March 20, 2024	March 20, 2024	March 20, 2024
March 26, 2024	March 26, 2024	March 26, 2024	March 26, 2024

Email	GoForward Website	Media Release	Survey, Other Tactics & Tools
February 26, 2024	February 26, 2024		February 26, 2024
March 9, 2024	TBD	March 9, 204	TBD
March 26, 2024	March 26, 2024		March 26, 2024

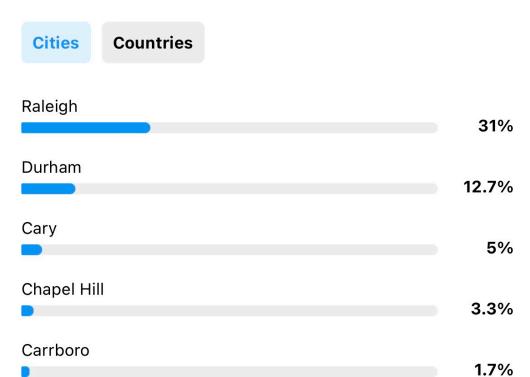




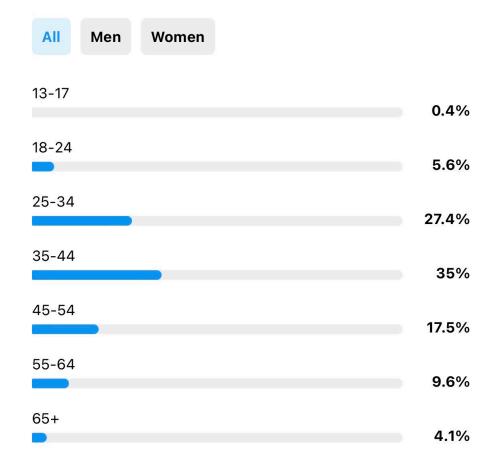


Gender 58.4% Women • Men

Top locations

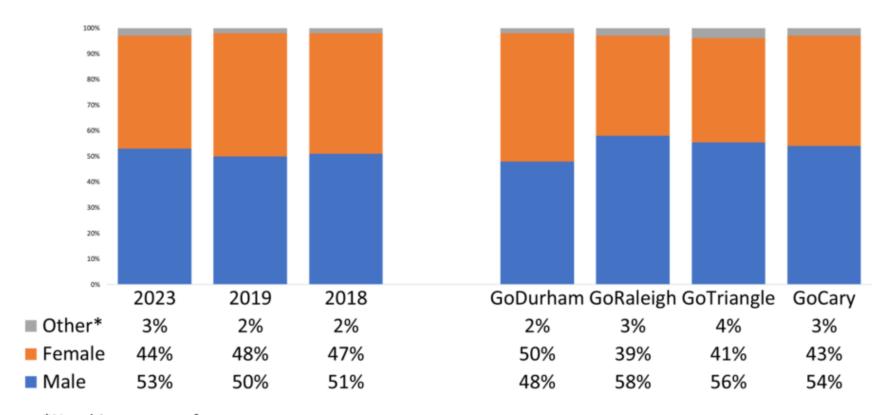


Age range





Gender

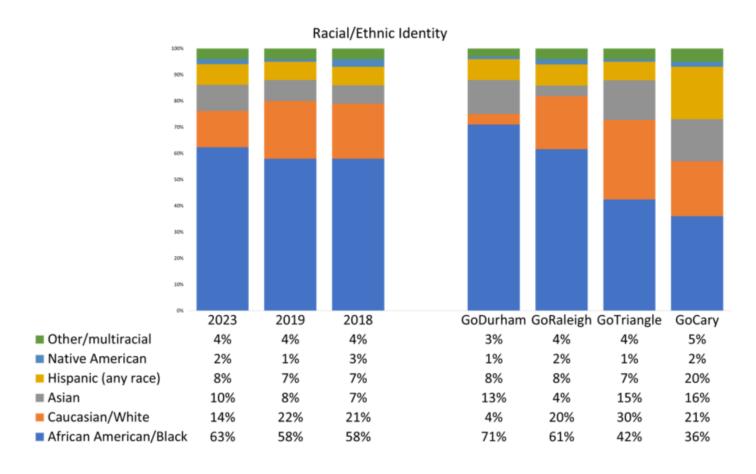


^{*}Non-binary or prefer not to answer

Onboard Surveys in the Triangle Region, 2023



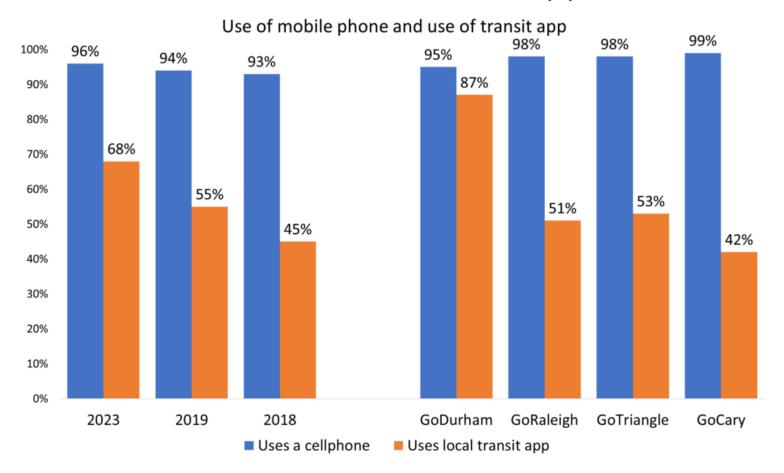
Ethnic/Racial Identity



Onboard Surveys in the Triangle Region, 2023



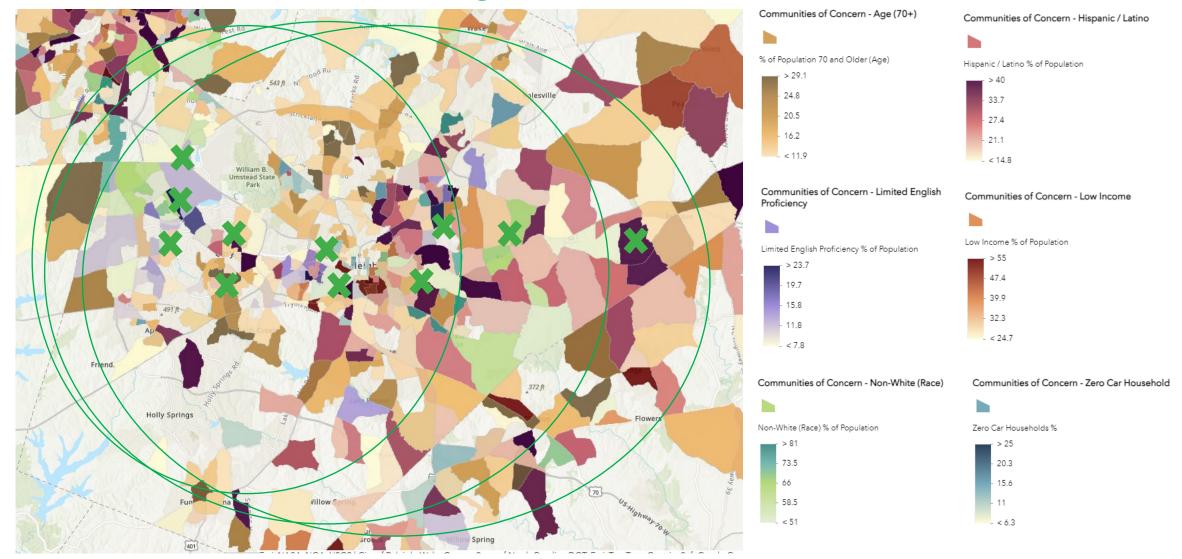
Use of Local Transit Mobile Application



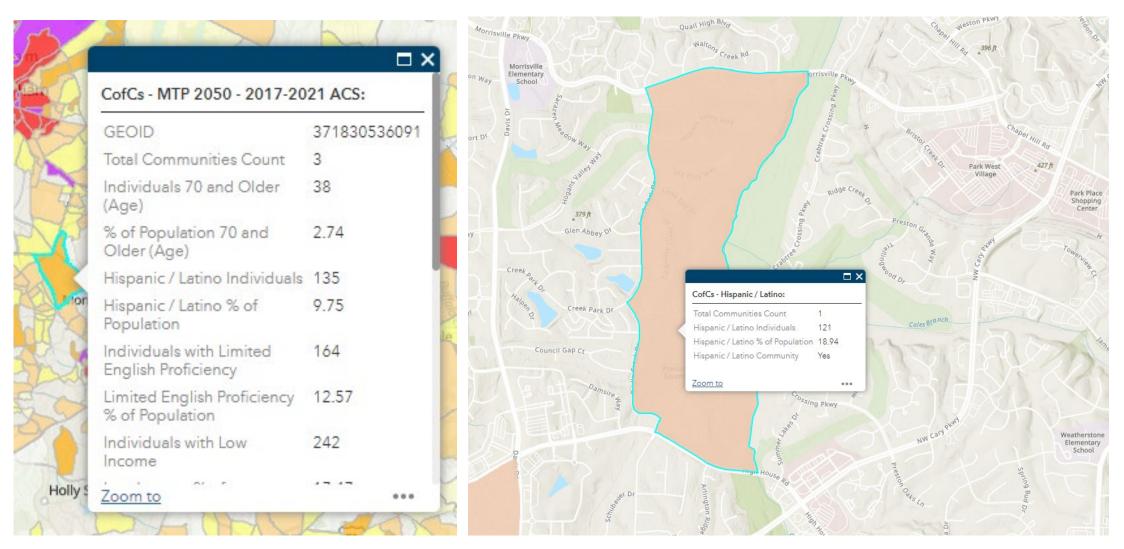
Onboard Surveys in the Triangle Region, 2023

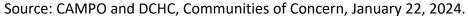


Communications & In-Person Event/Tabling 🔵 💥

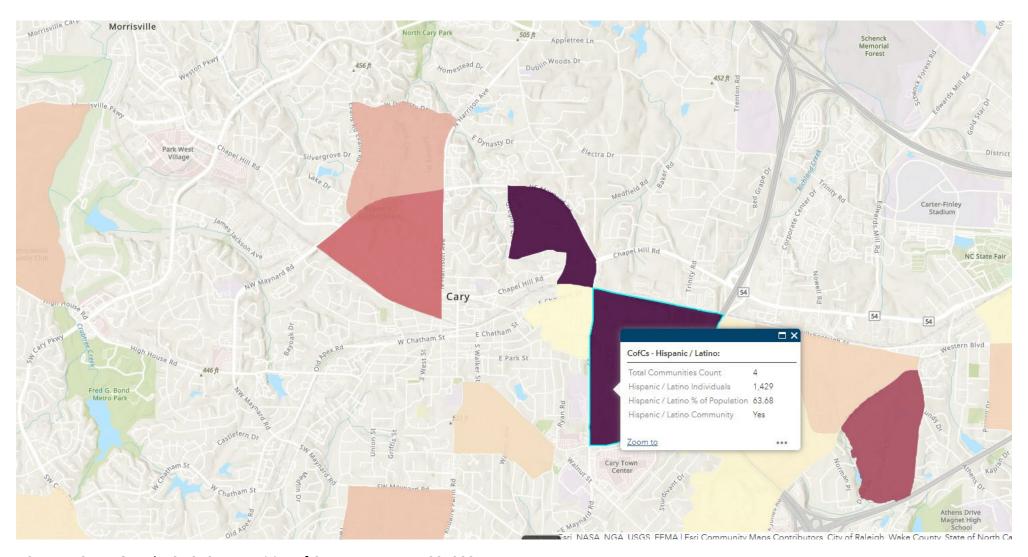




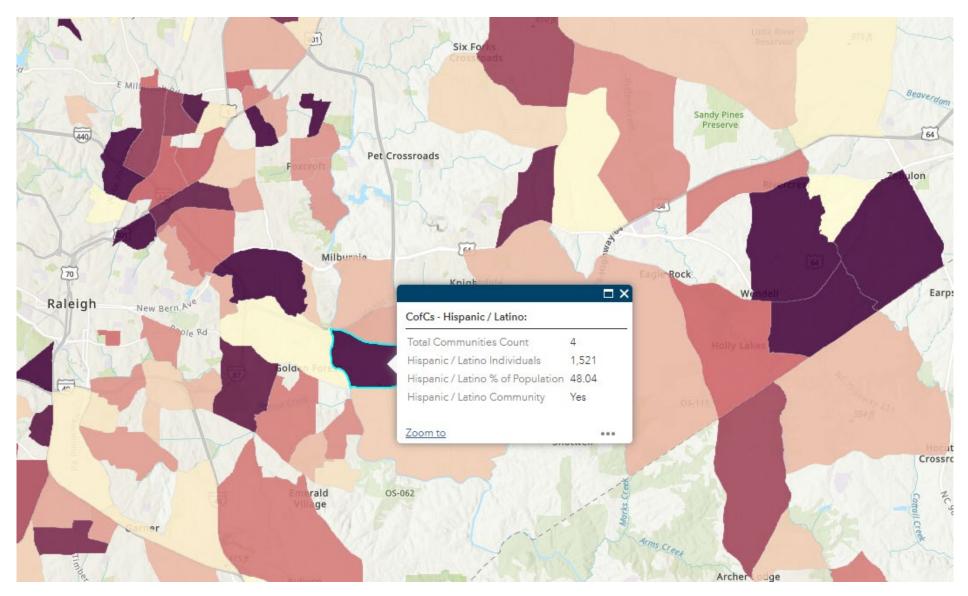




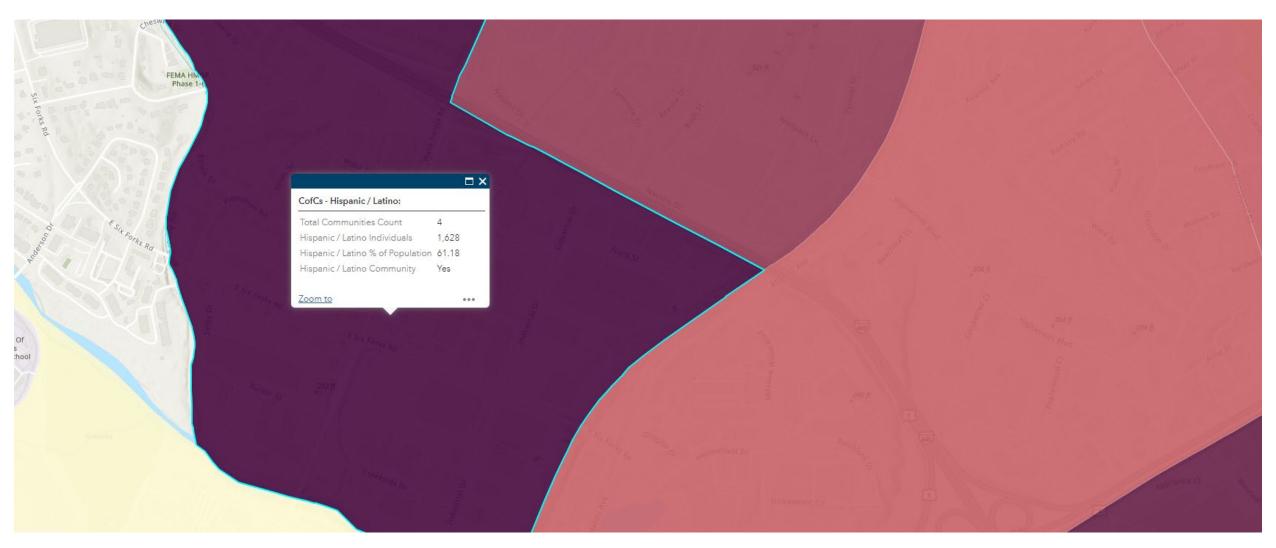




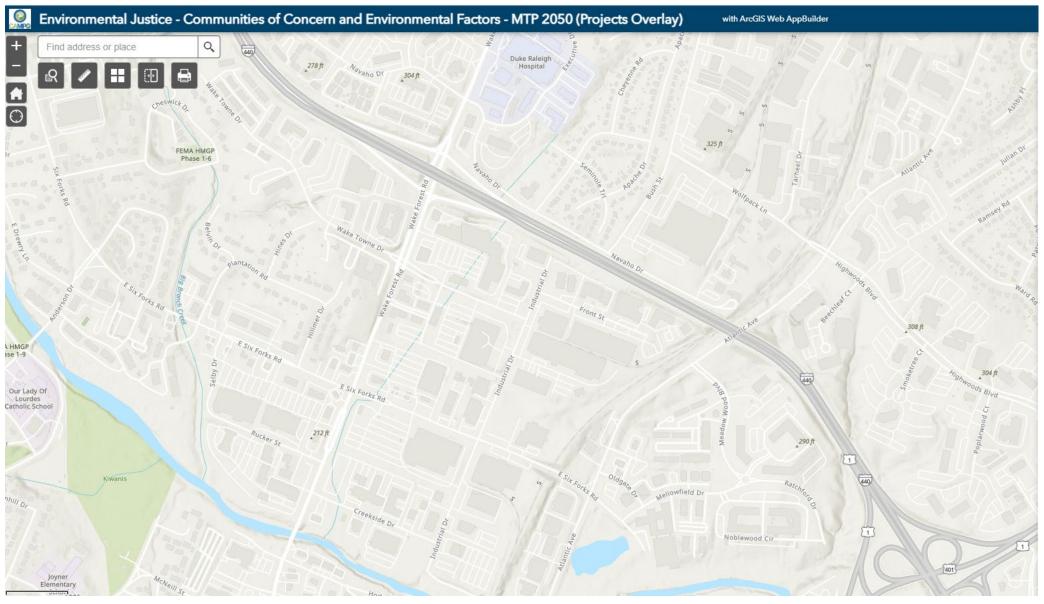






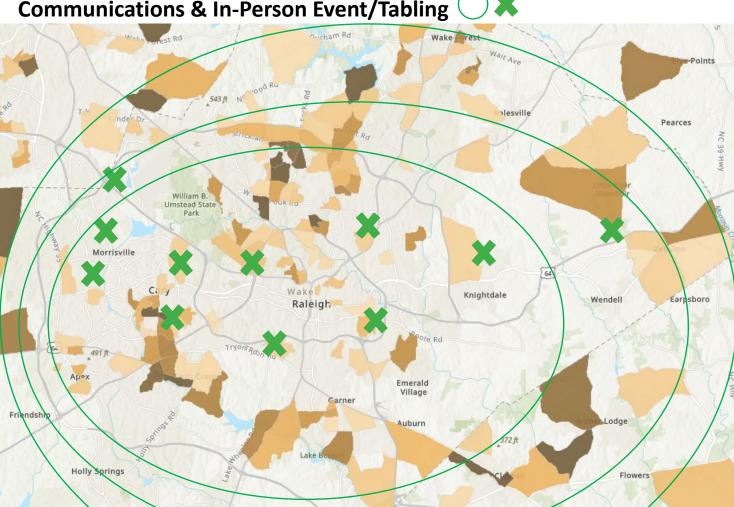








Communications & In-Person Event/Tabling

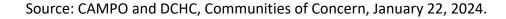


Communities of Concern - Age (70+)



% of Population 70 and Older (Age)





Willow Spring



Older Population

13.0% ± 0.1%

65 Years and Older in Wake County, North Carolina

17.4% ± 0.1%

65 Years and Older in North Carolina

DP05 | 2022 American Community Survey 1-Year Estimates





Disability

9.5% ± 0.5%

Disabled Population in Wake County, North Carolina

13.7% ± 0.2%

Disabled Population in North Carolina

\$1810 | 2022 American Community Survey 1-Year Estimates

Hearing difficulty - 2.4%

Vision difficulty - 1.7%

Cognitive difficulty - 4.2%

Ambulatory difficulty - 3.8%

Self-care difficulty - 1.3%

Independent living difficulty - 4.1%





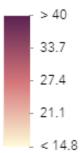
Communications & In-Person Event/Tabling

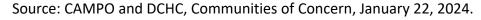


Communities of Concern - Hispanic / Latino



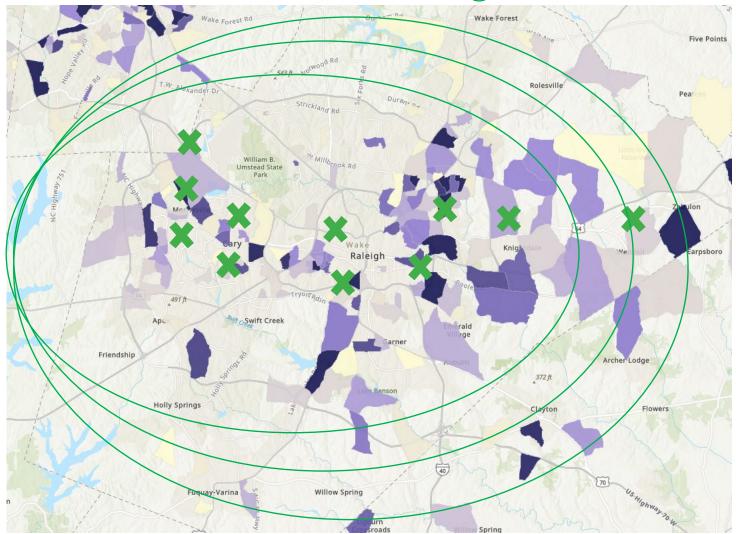
Hispanic / Latino % of Population







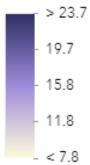
Communications & In-Person Event/Tabling



Communities of Concern - Limited English Proficiency



Limited English Proficiency % of Population





Language Spoken at Home

19.0% ± 0.9%

Language Other Than English Spoken at Home in Wake County, North Carolina

12.7% ± 0.2%

Language Other Than English Spoken at Home in North Carolina

S1601 | 2022 American Community Survey 1-Year Estimates

English only - 81.0%

Spanish - 7.5%





Families and Living Arrangements

Total Households

445,464

DP02 | 2022 American Community Survey 1-Year Estimates

Other Indo-European languages - 4.9%



Asian and Pacific Islander languages - 4.8%

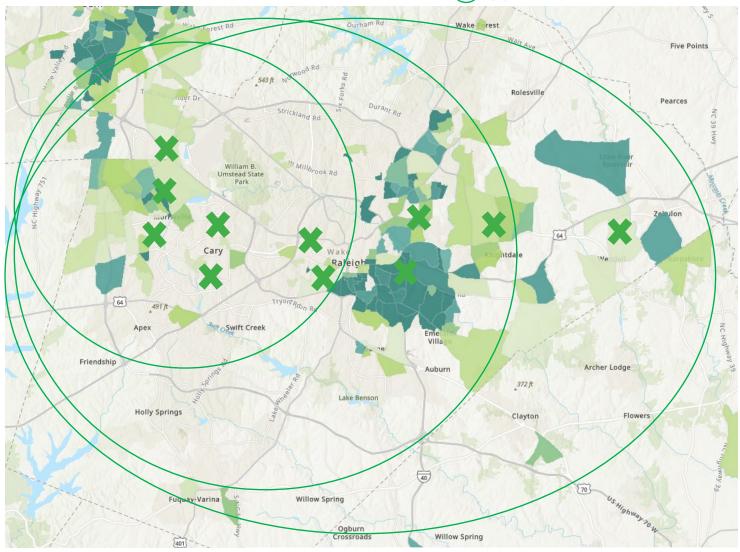


Other languages - 1.7%





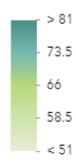
Communications & In-Person Event/Tabling 🔵 💥



Communities of Concern - Non-White (Race)

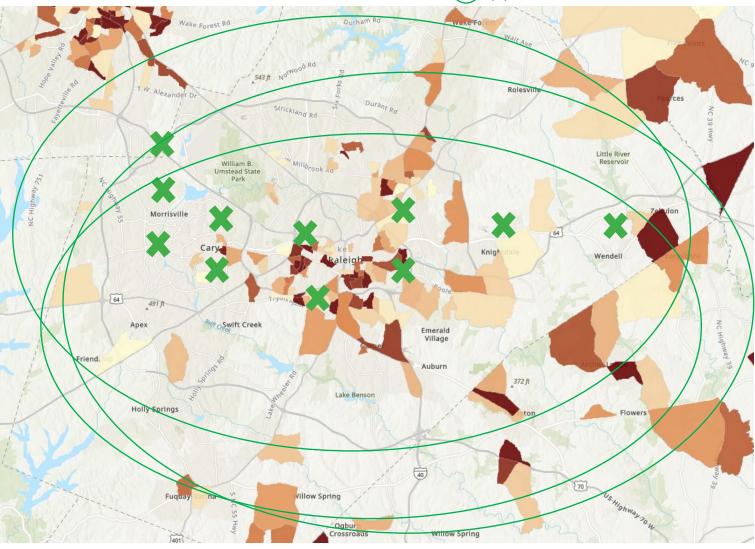


Non-White (Race) % of Population





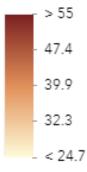
Communications & In-Person Event/Tabling



Communities of Concern - Low Income



Low Income % of Population





Poverty

7.5% ± 0.8%

Poverty, All people in Wake County, North Carolina

12.8% ± 0.3%

Poverty, All people in North Carolina

S1701 | 2022 American Community Survey 1-Year Estimates





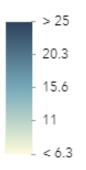
Communications & In-Person Event/Tabling 🔵 💥

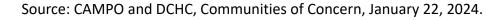


Communities of Concern - Zero Car Household



Zero Car Households %







Commuting

24.2 ± 0.7

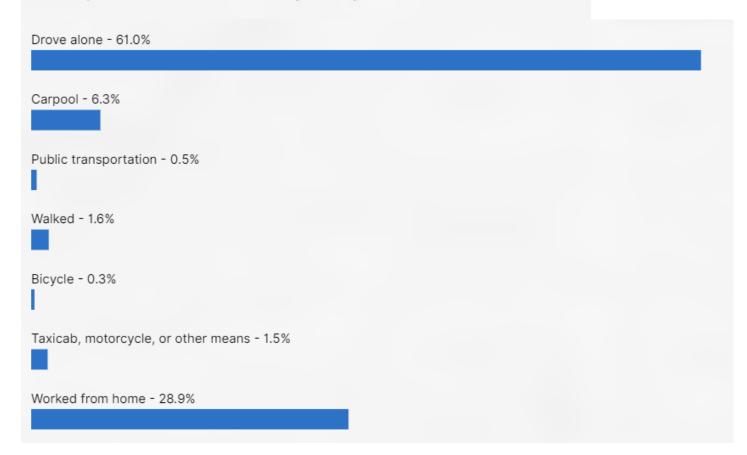
Average travel time to work (in minutes) in Wake County, North Carolina

25.1 ± 0.2

Average travel time to work (in minutes) in North Carolina

\$0801 | 2022 American Community Survey 1-Year Estimates









Thank You!

R CURTIS HAYES Strategic Communications GO FORWARD









rhayes@gotriangle.org

Draft FY 2025 Wake Transit Work Plan Development & Adoption Schedule

Draft FY25 Work Plan

Sept '23 – Jan '24 Plan Development

Feb '24
Release for
Public Review

Recommended Work Plan

March – April '24 Edits and Updates

May '24
Release for
Public Review

Adoption of FY25 Work Plan

May '24 TPAC Approval

June '24
CAMPO & GoT
Boards Adopt

Draft FY 2025 Wake Transit Work Plan February 26 - March 26, 2024

Email Campaign

February 26, 2024

Wake Transit Stakeholder.

The Draft FY 2025 Wake Transit Work Plan is available for community review during a 30-day comment period from February 26 to March 26, 2024. Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.

In FY25, approximately \$45.6 million has been allocated for operational expenditures and nearly \$197 million will support a variety of capital projects. A few highlights include three new transit routes beginning service, numerous existing routes expanding to serve more people, bus stop and station improvements, and the expansion of existing safety and security measures.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels and the Draft Work Plan document can be reviewed online.

Online: goforwardnc.org/getinvolvedwake

Email: 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)

Thank you,

The Wake Transit Team

March 9, 2024

Wake Transit Stakeholder,

Your comments help ensure a public transit system that is safe and accessible, while adding 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 that extends through March 26, 2024.

The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network. There are "Four Big Moves" that guide all investment decisions: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels and the Draft Work Plan document can be reviewed online.

Online: goforwardnc.org/getinvolvedwake

Email: 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)

Thank you,

The Wake Transit Team

March 26, 2024

Wake Transit Stakeholder,

Today is the final day of the community review and public comment period for the Draft FY 2025 Wake Transit Work Plan. Please take a few moments now to add your opinion on the future of transit in Wake County.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels and the Draft Work Plan document can be reviewed online.

Online: goforwardnc.org/getinvolvedwake

Email: info@goforwardnc.org

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

<u>Text</u>: 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)

Thank you,

The Wake Transit Team

IN PERSON EVENTS SCHEDULE

Launch	Event w/ Community Partners	Wrap
Tabling	Communities of Concern Audience	Tabling
(Days 1-10)	(Days 11-20)	(Days 21-30)
Date, Location, Times,	Date, Location, Times, Partners, Print	Date, Location, Times,
Partners, Print Materials,	Materials, Survey, <u>GoForward</u> Swag,	Partners, Print Materials,
Survey, GoForward Swag	Bus or other vehicle on site	Survey, <u>GoForward</u> Swag
 2/21 Dorcas Ministries (Cary) - 11AM-1PM 2/27 Moore Square Station (Raleigh) – 4PM- 7PM 3/1 Crabtree Valley Mall Bus Stop (Raleigh) - 4PM- 7PM 3/2 Western Wake Farmers Market (Morrisville) - 9:30AM- 12PM 3/5 Regional Transit Center (GoTriangle) - 3PM- 6PM 	 3/7 Wendell Falls Farmhouse – 7:30AM-1PM 3/14 Cary Depot – 3:30PM-6:30PM 3/16 Knightdale Pot of Gold 5K - 6:30AM-11AM OR Town of Morrisville Holi Hindu Festival - 12PM-3PM 	 3/19 Triangle Town Center Mall at Orvis Park and Ride (Raleigh) - 3PM-6PM 3/23 Holly Springs Spring Fling - 10AM-12PM 3/23 Wendell Food Truck Rodeo - 7PM-9PM



The Draft FY 2025 Wake Transit Work Plan is available for community review during a 30-day comment period from February 26 to March 26, 2024. The Draft Work Plan is available online, along with links to provide feedback, at **goforwardnc.org/wakefy24wp**

In FY25, approximately \$45.6 million has been allocated for operational expenditures and nearly \$197 million will support a variety of capital projects. A few highlights include three new transit routes beginning service, numerous existing routes expanding to serve more people, bus stop and station improvements, and the expansion of existing safety and security measures. The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network.

There are "Four Big Moves" that guide all investment decisions:

- 1) Connect the region;
- 2) Connect all Wake County communities;
- 3) Create frequent and reliable urban mobility; and,
- 4) Enhance access to transit.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels and the Draft Work Plan document can be reviewed online.

- **Online**: goforwardnc.org/wakefy24wp
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- Mail: GoTriangle, C&PA, Wake Transit, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
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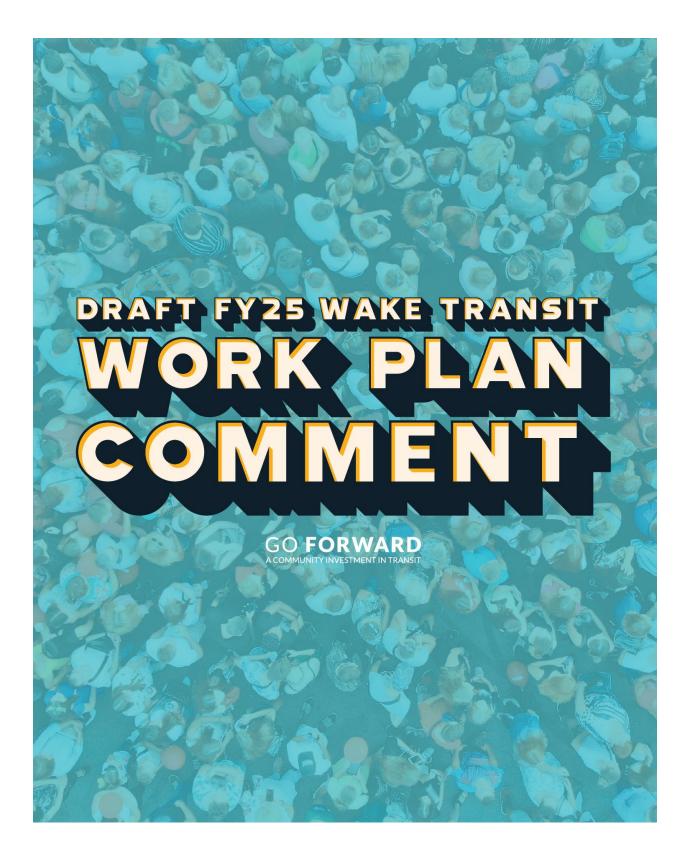
GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT









Weigh in on the draft FY25 plan for transit in Wake County

For Immediate Release

Contact: R Curtis Hayes, Wake Transit Strategic Communications Coordinator rhayes@gotriangle.org and 919-482-5011.

DURHAM, NC (Feb. 26, 2024) Interested in learning what's proposed for public transit in Wake County for the next fiscal year? The public is invited to comment on the Draft FY 2025 Wake Transit Work Plan from Feb. 26 to March 26 at https://goforwardnc.org/getinvolvedwake.

Each year, a new Wake Transit Work Plan is developed and features two main parts. First, there is a budget for the upcoming fiscal year to fund specific operating and capital projects that are continuing from previous years or that are new investments in the transit network. In FY25, approximately \$45.6 million in expenditures is proposed in the operating budget, and \$196.8 million is proposed for capital expenditures. A few highlights include three new transit routes beginning service, numerous existing routes expanding to serve more people, bus stop and station improvements, and the expansion of existing safety and security measures.

Second, the plan includes the Multi-Year Investment Program and the Capital Improvement Plan that provides a look ahead at how projected Wake Transit revenues are anticipated to be spent in future years. Current planning extends through FY30. The Draft FY 2025 Wake Transit Work Plan budget is displayed differently from previous years. Reviewers will see two separate summary budgets and detail sheets for both the operating and capital budget sections.

"One version contains the Wake County portion of the Regional Transit Authority Vehicle Rental Tax revenue, and the other does not," says Wake Transit Program Manager Ben Howell. "Wake Transit partners are expected to determine which budget will move forward between the February release of the Draft Work Plan and the May release of the Recommended Work Plan. Whichever option does move forward, we will have a balanced Draft FY 2025 Wake Transit Work Plan budget."

The goal of the Wake Transit Plan is to improve and expand Wake County's transit network with "Four Big Moves" to guide all investment decisions:

- 1) Connect the region.
- 2) Connect all Wake County communities.
- 3) Create frequent and reliable urban mobility.
- 4) Enhance access to transit.

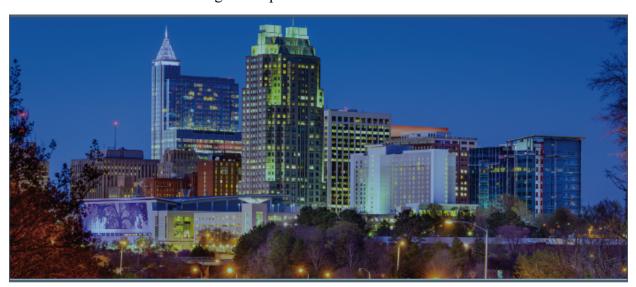
Community Review and Public Comment

After the comment period ends, Wake Transit planners will review comments and consider them for incorporation in the Recommended FY 2025 Wake Transit Work Plan scheduled for adoption in June 2024. Follow Wake Transit Program progress on X, formerly known as Twitter, at @WakeTransit. Sign up for email updates by visiting https://goforwardnc.org/, scrolling to the bottom of the page, clicking the Wake County Transit Plan box and entering your contact information.

For interviews and additional information, please contact Wake Transit Strategic Communications Coordinator R Curtis Hayes at rhayes@gotriangle.org or 919-482-5011.

PRINT COPIES AVAILABLE

FY 2023 Wake Transit Plan Progress Report



WAKE COUNTY TRANSIT PLAN

Progress continued during FY2023 toward achieving the goals outlined in the Wake County Transit Plan. This planning document is collaboratively developed and provides a vision for improving the overall mobility of Wake County residents by improving and expanding the county's public transportation network. The vision includes increasing and diversifying travel choices so as to improve access to jobs, education, community services, shopping, entertainment and other activities. The goals of the Wake Transit Plan – known as the Four Big Moves – are to connect the region; create frequent, reliable urban mobility; connect all Wake County communities; and enhance access to transit.



CONNECT THE REGION



CONNECT ALL WAKE COUNTY COMMUNITIES



CREATE FREQUENT, RELIABLE URBAN MOBILITY



ENHANCE ACCESS TO TRANSIT

HIGHLIGHTS

In FY2023, the technical work for Phase 2 of the Greater Triangle Commuter Rall Feasibility Study was completed. The feasibility study results and technical appendices are available at readyforralinc.org. Public engagement to share and gather input on the results was completed in early 2023 and included thousands of survey responses from participants across the region. Despite the challenges described in the feasibility study summary report, more than 80% of survey respondents expressed support for continued planning of commuter rail. The Capital Area Metropolitan Planning Organization, known as CAMPO, and the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization created subcommittees to facilitate the ongoing decision-making process regarding whether or how to move forward with commuter rail project development in the Triangle. Construction began

on the 1.76-acre site for the Raleigh Union Station Bus Facility, known as RUS Bus. This facility will be part of a vibrant, integrated, joint development in the Warehouse District of downtown Raleigh. RUS Bus will weave together a street-level bus facility with bike- and pedestrian-friendly spaces. Private development will include 420 multifamily residential units, including 10% dedicated for affordable housing opportunities, as well as retail space, in one central hub.



WAKE COUNTY TRANSIT \bigcirc 2023

PROJECT PAGE

Selected Wake County transit projects | FY 2025

Projected tax revenue: \$150.7 million

- \$45.6 million goes into operating fund, including:
 - \$35.1 million continuation of bus operations funded in previous work plans, and
 - \$3.0 million for new operations, including:

IN CARY

- \$806,299 for a new East Cary Route 11
- \$806,299 for conversion of Apex-Cary Express Route from Roue ACX to Route 12 In Raleigh
- \$759,690 for Avent Ferry Route 11
- \$281,463 for Glascock Route 3
- \$61,008 for Method Route 12
- \$25,330 for Carolina Pines Route 7L
- \$296,000 for the creation of the Rolesville Microtranst Service Zone

IN WAKE COUNTY

- \$4,295 to Wake County to initiate a Youth GoPass program
- \$196.8 million goes into capital fund, including:
 - \$29 million for bus infrastructure, including paratransit and bus operations and maintenance facilities for the City of Raleigh and GoTriangle, including:
 - \$16.5 million for vehicle acquisition, including the purchase, replacement and repowering of buses
 - \$6.2 million for bus stops, park and ride facilities and transit center improvements, including:

IN RALEIGH

- Midtown Transit Center
- North Carolina State University bus stop improvements

IN CARY

- Park West Village Transfer Point Improvements
- \$150.9 million for Bus Rapid Transit
- \$45 million to finalize design and provide the local match for \$85.9 million in federal funds for Wake BRT: Southern Corridor
- \$15 million additional funding for Wake BRT: Western Corridor
- \$5.0 million for additional funding for Wake BRT: Northern Corridor
- \$430,000 to CAMPO to complete the Wake Transit Plan Update that will expend the planning horizon and guide Wake Transit projects through FY35



X PROMOTION

FOLLOW US ON X SÍGUENOS EN X



@WAKETRANSIT





WAKE TRANSIT AND YOU!

Wake Transit is a funding and investment plan dedicated to the improvement of public transportation in Wake County. This transit investment is guided by Four Big Moves:

- (1) CONNECT THE REGION
- $(\mathbf{2})$ connect all wake county communities
- 3 CREATE FREQUENT, RELIABLE URBAN MOBILITY
- 4 ENHANCE ACCESS TO TRANSIT

GO FORWARD A COMMUNITY INVESTMENT IN TRANSIT

goforwardnc.org/wake-county

The annual Wake Transit Work Plan includes budgets and plans for operating projects, like expanded routes and improved service frequency, as well as capital investments, such as new transit facilities and bus stops. Some of that activity may impact you!

Wake Transit's governing boards are the CAMPO Executive Board and the GoTriangle Board of Trustees. To remain current, the Wake Transit Plan is updated every four years. It currently extends through FY2030. The upcoming update will extend the Plan through 2035.



919.485.7433 | info@goforwardnc.org

GoTriangle 4600 Emperor Blvd., Suite 100, Durham, NC 27703





waketransittracker.com



Curious about the overall progress of Wake Transit projects and program initiatives?

waketransit.org

Draft FY 2025 Wake Transit Work Plan February 26 - March 26, 2024

Rider Alert

Rider Alert

Public Notice: A 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan runs through March 26, 2024. Add your input to the future of transit in Wake County at goforwardnc.org/getinvolvedwake. info@goforwardnc.org. (919) 485-RIDE (7433).

Draft FY 2025 Wake Transit Work Plan February 26 - March 26, 2024

Social Media (Target Communities of Concern as possible)

February 26, 2024

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. The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network. goforwardnc.org/getinvolvedwake #WakeTransit

February 29, 2024

We want to hear from you during the 30-day community review and public comment period for the Draft FY 2025 Wake Transit Work Plan, which runs through March 26, 2024. goforwardnc.org/getinvolvedwake #WakeTransit

March 5, 2024

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 that runs through March 26, 2024. goforwardnc.org/getinvolvedwake #WakeTransit

March 9, 2024

Your input helps ensure a public transit system that is safe and accessible, while adding 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 that runs through March 26, 2024. goforwardnc.org/getinvolvedwake #WakeTransit

March 13, 2024

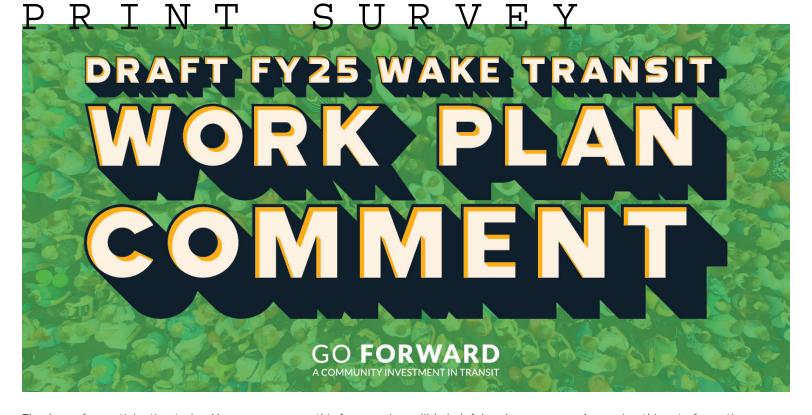
The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network. Wake County residents can review the plan and submit comments today by visiting goforwardnc.org/getinvolvedwake. #WakeTransit

March 20, 2024

There are only six days left until the end of the 30-day public comment period for the Draft FY 2025 Wake Transit Work Plan. Don't delay, comment today! goforwardnc.org/getinvolvedwake #WakeTransit

March 26, 2024

Today is the last day of the public comment period for the Draft FY 2025 Wake Transit Work Plan. Add your voice to the future of transit in Wake County by visiting goforwardnc.org/getinvolvedwake and submitting comments. #WakeTransit



Thank you for participating today. Your responses on this form are incredibly helpful and anonymous. Answering this set of questions, while optional, helps ensure that the investments funded through the Wake Transit program, to improve and expand Wake County's transit network, will best represent the diverse needs and interests of the community.

WHICH OPTIONS BEST REPRESENT YOU?	
I live, work, and/or attend school in Wake County, NC	I identify as female
My primary language is English or I speak and read English well	I identify as a male
l am 17 years old or younger	I identify as non-binary, or other gender
I am 18-24 years old	I am considered to be disabled
I am 25-64 years old	Five (5) or more people live in my household
I am 65 years old or older	My household's total income is at or under \$53,000 per year
I am a regular or sometime user of transit services	I am of Hispanic, Latino, or Spanish origin of any race
I have never or very rarely use transit services	I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern,
	Hawaiian, Pacific Islander)
HOW DID YOU HEAR ABOUT THIS THIS COMMENT PERIOD?	ADDITIONAL COMMENTS REGARDING THE DRAFT FY25 WAKE TRANSIT WORK PLAN
HOW DID YOU HEAR ABOUT THIS THIS COMMENT PERIOD? Saw the table or signs and walked up	
Saw the table or signs and walked up	
Saw the table or signs and walked up Social media (Facebook, Twitter, Instagram, Next Door, etc.)	
Saw the table or signs and walked up Social media (Facebook, Twitter, Instagram, Next Door, etc.) Flyer, poster or TV ad on the bus, at a stop or station	
Saw the table or signs and walked up Social media (Facebook, Twitter, Instagram, Next Door, etc.) Flyer, poster or TV ad on the bus, at a stop or station Email from Wake Transit or GoTriangle	
Saw the table or signs and walked up Social media (Facebook, Twitter, Instagram, Next Door, etc.) Flyer, poster or TV ad on the bus, at a stop or station Email from Wake Transit or GoTriangle Email from another organization	· · · · ·

Other: Please write it in the space below



goforwardnc.org/wake-county

SURVEY PUBLIC INPUT ONLINE

Draft FY 2025 Wake Transit Work Plan

The Draft FY 2025 Wake Transit Work Plan is the document that assigns Wake Transit funding to transit projects each year. These projects are meant to provide better and more useful service to Wake County residents. For more information about recommended transit projects, visit GoForwardNC.org (https://www.goforwardnc.org/).

Thank you for participating today. Your responses to this form are incredibly helpful and anonymous. Answering this set of questions, while optional, helps us to ensure that the investments funded by Wake Transit will best represent the diverse needs and interests of the community.

Please check all of the options below that apply to you.
 □ I live, work, and/or attend school in Wake County □ My primary language is English or I speak and read English well □ I am 17 years old or younger □ I am 18-24 years old □ I am 25-64 years old □ I am 65 years old or older □ I am a regular or sometime user of transit services □ I have never or very rarely use transit services □ I identify as female □ I identify as male
 ☐ I identify as non-binary, or other gender. ☐ I am or am considered to be disabled ☐ Five (5) or more people live in my household ☐ My household's total income is at or under \$53,000 per year ☐ I am of Hispanic, Latinx or Spanish origin of race ☐ I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian, Pacific Islander)
Please provide any comments on the Draft FY 2025 Wake Transit Work Plan

Which system do you ride or would you ride?
 □ GoRaleigh □ GoCary □ GoTriangle □ GoWake ACCESS □ GoApex □ NCSU aka Wolfline □ None
What is your home zip code?
How did you hear about this activity/event? Select all that apply
 □ Saw the table or signs and walked up □ Social Media (Facebook, Twitter (X), Instagram, Nextdoor, Etc.) □ Flyer, Poster or TV ad on the bus, at a stop or station □ Email from Wake Transit or GoTriangle □ Email from another organization □ Wake transit or TPAC meeting □ Word of mouth or at another meeting □ TV, Radio or Newspaper (Local Media)
Would you like to receive future updates? Sign up below.
Name
Email
Address
Name
Email
Address

Draft FY 2025 Wake Transit Work Plan February 26 - March 26, 2024

Talking Points

Draft FY 2025 Wake Transit Work Plan available for community review

The Draft FY 2025 Wake Transit Work Plan is available for community review during a 30-day comment period from February 26 to March 26, 2024. The Draft Work Plan is available online, along with links to provide feedback, at: https://goforwardnc.org/getinvolvedwake

A new Wake Transit Work Plan is developed each year. It includes two main parts. First, there is a budget for the upcoming fiscal year. The budget allocates funds to specific operating and capital projects that are continuing from previous years or that are new investments in our transit network. Second, the Plan includes the Multi-Year Investment Program and the Capital Improvement Plan which provide a look ahead at how projected Wake Transit revenues are anticipated to be spent in future years. Current planning extends through FY 2030.

The Draft FY 2025 Wake Transit Work Plan budget is displayed differently than in previous years. Reviewers will see two separate summary budgets and detail sheets for both the operating and capital budget sections.

"One version contains the Wake County portion of the Regional Transit Authority Vehicle Rental Tax revenue, and the other does not," said Ben Howell, Wake Transit Program Manager. "Wake Transit partners are expected to determine which budget will move forward between the February release of the Draft Work Plan and the May release of the Recommended Work Plan. Whichever option does move forward, we will have a balanced Draft FY 2025 Wake Transit Work Plan budget."

The goal of the Wake Transit Plan is to improve and expand Wake County's transit network. There are "Four Big Moves" that guide all investment decisions: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

Operating Highlights

In FY25, approximately \$45.6 million in expenditures has been proposed in the operating budget. This total includes new investments, as well as the continuation of bus routes and other services that began in previous years.

New operations and improvements include two new GoCary bus routes. The current Apex-Cary Express (ACX) route will be converted to Route 12. This improved route will still connect downtown Cary to downtown Apex, but will stop more often at more locations, and run for more hours each day. Route 11 will provide a new East Cary connection to the regional transit network.

The GoRaleigh transit system will implement service improvements and expansion to Glascock Route 3, Avent Ferry Route 11, Method Route 12, and Carolina Pines Route 7L. In addition, it will launch a new on-demand microtransit service to better connect Rolesville and Wake Forest riders to the network. Another operational investment of note is the contribution of Wake Transit funds to GoRaleigh and GoCary in support of their efforts to increase safety and security for transit riders.

Just over \$1.3 million has been set aside for the Community Funding Area (CFA) Program in FY25. The CFA Program provides matching funds to smaller Wake County communities that are seeking to provide new or improved transit services for their community members. CFA is a competitive award program, and the FY25 selection process is currently underway. Projects chosen to receive funding will be included in the Recommended Work Plan that is scheduled for release in May.

Capital Highlights

The proposed FY25 capital expenditure total is \$196.8 million.

A core component of the Wake Transit capital budgeting process is balancing day-to-day responsibilities, such as providing safe and reliable transit vehicles and investing in technology upgrades, with the need to save money for high-priority capital projects planned to be completed in future years.

Since its creation, the Wake Transit Plan has reserved and provided funding in support of each of the Four Big Moves. One example is the continued development of the four core Wake Bus Rapid Transit (Wake BRT) corridors that will radiate outward in each direction from downtown Raleigh:

- Construction of the Wake BRT: New Bern Avenue corridor is progressing and is expected to be complete in 2025.
- A \$15 million allocation to the Wake BRT: Western Corridor will advance that project toward final design and prepare the project for federal funding consideration.
- \$131 million allocated to the Wake BRT: Southern Corridor will move that project ahead into the final design phases.
- \$5 million will support moving the preferred route alternatives selected for the Wake BRT: Northern Corridors into preliminary design.

The Draft Work Plan would also help ensure that progress continues on the new Regional Transit Center in Research Triangle Park, the Downtown Cary Multimodal Center, Raleigh Union Station, and construction of compliant operations and maintenance and paratransit service facilities.

Commuter rail project development is on hold, but the rail service discussion continues as our local elected officials work together to identify all options available to the Triangle Region. A path forward for rail investment is anticipated to be a result of the 2035 Wake Transit Plan Update that is currently underway.

What's the Plan? Wake Transit Plan, Wake Bus Plan, Wake Transit Work Plan

The Wake Transit Plan provides the framework for all things Wake Transit. It sets a long-term vision for transit investment throughout Wake County. Performance targets and objectives are set, and projects are identified to help realize the Four Big Moves. The last Wake Transit Plan update was adopted in 2021 and extended the planning horizon to FY30. The update process to develop the 2035 Plan is just beginning. It will involve extensive community engagement and is expected to be adopted in 2025.

Providing safe and reliable bus service is a vital component of the Wake Transit Plan. As such, it is important to plan ahead for route expansion and transit network growth. The Wake Bus Plan includes the identification of transit service investment needs and related capital projects each year for a five-year period. The most recent Wake Bus Plan was adopted in 2023 and spans fiscal years 2025—2030.

A Wake Transit Work Plan is developed for each fiscal year, July to June. It allocates Wake Transit funds to specific projects or project phases, most often initially identified in the Wake Transit Plan and Wake Bus Plan. Local project sponsors identify their project as being ready to receive funding in the upcoming year and confirm that the original timeline and budget are adequate to meet the project's needs. Readers of the Wake Transit Work Plan not only see the planned investments for the next year, but also the projects programmed to receive Wake Transit funding in future years.

Community Review & Public Comment

Wake Transit planners will collect comments on the Draft FY 2025 Wake Transit Work Plan between February 26 and March 26, 2024. Input received will be reviewed and considered for incorporation in the Recommended FY 2025 Wake Transit Work Plan scheduled for adoption in June.

Anyone interested in following Wake Transit Program progress on Twitter can visit @WakeTransit. They may also sign up for email updates by visiting: https://goforwardnc.org/, scrolling to the bottom of the page, clicking the Wake County Transit Plan box, and entering their contact information.

Draft FY 2025 Wake Transit Work Plan

GoForward > Wake Website Content

Draft FY 2025 Wake Transit Work Plan available for community review and public input Submit your feedback from February 26 through March 26, 2024

The time is now to review the Draft FY 2025 Wake Transit Work Plan, participate in a survey, submit comments, and sign up to follow Wake Transit program progress.

An updated Wake Transit Work Plan is developed annually with two distinct features. First, there is the allocation of funds to specific new and continued operating and capital projects in the upcoming fiscal year. Second, the Draft Work Plan includes the Multi-Year Investment Program and the Capital Improvement Plan which provide a look ahead at how Wake Transit revenues are anticipated to be spent through FY30.

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