

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Strategy for each Engagement Phase (Level 2 Planning)

February 22, 2024

Project Name: FY 2024 Q4 Wake Transit Work Plan Amendment Requests

Project ID#:

Phase Number: (#4) of (#4)

Phase Title: FY 2024 Q4 Wake Transit Work Plan Amendment Requests

Engagement Activity Date(s): March 8 – April 5, 2024

Project Sponsor/Lead Agency: CAMPO/GoTriangle

Contact Person: R Curtis Hayes

Phone: 919-482-5011

Email Address: rhayes@gotriangle.org

Select Your Activity Type: (X) Wake Transit Program-Level Activity (X) Sponsor Project-Level Activity.

Do you have consultant support for this activity? Yes

(X) No

Consultant Company/Contact Name: N/A

Select purpose of this engagement phase: 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

Write a brief description of this engagement phase: In accordance with the Wake Transit Community Engagement Policy, it was determined that the FY 2024 Q4 Wake Transit Work Plan Amendment Requests requires a 30-day public review and comment period. As the entire Wake County community could be impacted by the Amendment Requests, it was also determined that a digital engagement strategy was the most appropriate engagement method to successfully meet the specific needs of the effort. It was also determined that a word-of-mouth effort should also be conducted alongside the digital engagement campaign. The official FY24 Q4 Amendment document is posted online at:

<https://www.campo-nc.us>

The GoForward > Wake website will host an online comment form for the public to use to submit their input. It will also include a graphic design element announcing the comment period. Messaging will be pushed out to the public through the following digital channels:

- 1) CAMPO Website (CAMPO)
- 2) GoForward Website
- 3) Email Campaign (GoTriangle)
- 4) News Release (GoTriangle)
- 5) Social Media: Facebook (GoTriangle)
- 6) Social Media: Instagram (GoTriangle)
- 7) Social Media: X (GoTriangle)
- 8) Social Media: X (Wake Transit)
- 9) Survey (online): (GoTriangle)
- 10) Wake Transit Blog

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. Finally, the community review and public comment period includes a couple of weeks of overlap engagement with the Draft FY 2024 Wake Transit Work Plan. It was, therefore, determined that any in-person tabling for the Draft Work Plan can also include word-of-mouth mentions for the FY24 Q4 Amendments Requests as appropriate.

Phase Schedule

The community review and public comment period is March 8, 2024, through April 5, 2024.

2024



Messaging

- Public Notice: A 30-day public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests is scheduled for March 8, 2024 – April 5, 2024.
- 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.
- April 5, 2024 is the last day to comment.

Geographic boundary of this project? (Corridor, countywide, municipal boundary, etc.?)

Countywide and other locations within the county as determined by the Amendment Requests.

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

In progress.

Paste your equity analysis findings here:

In progress.

Support Requested from TPAC Partners: Add rows if needed.

Support Description	Specific Dates
Repost/Share Social Media Content	March 8 – April 5, 2024
Email Distribution	March 8 – April 5, 2024
Websites, newsletters, emails, social media	March 8 – April 5, 2024
Word-of-Mouth	March 8 – April 5, 2024

Which month do you plan to present this form and other engagement information to the Community Engagement Subcommittee. February 2024

Checklist: Communication Tools and Tactics

Project Name: FY 2024 Q4 Wake Transit Work Plan Amendment Requests		Project ID#:	
Contact Name: R Curtis Hayes		Phone: 919-482-5011	
Email Address: rhayes@gotriangle.org			
Standard Operating Practices (SOP) strategy		Yes/No	
Communications Tools - Check all that apply to this project/phase			
Content	Material	Check	Notes
Communications	Talking Points		
	News Release	X	
	News Item		
Social Media Posts (Paid or Unpaid)	emails	X	
	Facebook	X	
	Instagram	X	
	Twitter	X	
	LinkedIn		
	Next Door		
	Social Media Geo-targeting	X	
Print Materials	A-frame poster		
	Flyers		
	Postcard		
	Brochure		
	Rack Card		
	Yard Signs		
	Bus Placards		
Events	Surveys	X	
	Public Meetings		
	Ribbon Cutting		
	Webinar		
	Promo Items / Giveaways		
Website Updates	Custom Landing Page	X	
	Updates to existing content		
	News Item		
	Graphics /Header/Icons	X	
	Full length (1:00+)		

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Engagement Summary Report

FY 2024 Q4 Wake Transit Work Plan Amendment Requests
March 8, 2024 – April 5, 2024

Date Submitted: April 17, 2024

Contact Name: R. Curtis Hayes

Email: rhayes@gotriangle.org

Phone: 919-482-5011

Project Overview

In accordance with the Wake Transit Community Engagement Policy, it was determined that the FY 2024 Q4 Wake Transit Work Plan Amendment Requests required a 30-day public review and comment period. The community review and public comment period was March 8, 2024, through April 5, 2024.

As the entire Wake County community could be impacted by the amendment requested, it was determined that a digital engagement strategy was the most appropriate engagement method to successfully meet the specific needs of the effort. It was also determined that a word-of-mouth effort should also be conducted alongside the digital engagement campaign. The engagement strategy included the posting of a PDF with information about the proposed FY 2024 Q4 Amendment Request. As with previous quarterly amendment request comment periods, the information was posted on the CAMPO website for community review at <https://www.campo-nc.us/programs-studies/transit/wake-transit-plan/annual-work-plans>.

The GoForward > Wake website also hosted an online comment form for the public to use to submit their input. It included a graphic design element that visually announced the comment period. Messaging about the comment period was disseminated to the entire Wake County community, including those of special concern. The following message was broadcasted to the public through the following digital channels.

Messaging

- Public Notice: A 30-day public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests is scheduled for March 8, 2024 – April 5, 2024.
- 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.
- April 5, 2024 is the last day to comment.

APPENDIX 1

Digital Channels

- 1) CAMPO Website (CAMPO)
- 2) GoForward Website
- 3) Email Campaign (GoTriangle)
- 4) News Release (GoTriangle)
- 5) Social Media: Facebook (GoTriangle)
- 6) Social Media: Instagram (GoTriangle)
- 7) Social Media: X (GoTriangle)
- 8) Social Media: X (Wake Transit)
- 9) Survey (online): (GoTriangle)
- 10) Wake Transit Blog

In addition, the Wake Transit partners shared the message word-of-mouth throughout their communities. Communication with stakeholders about the effort and even as part of routine meetings and other agenda-type of events definitely helped with message saturation. Finally, the community review and public comment period included a couple of weeks of overlapped engagement with the Draft FY 2024 Wake Transit Work Plan. It was, therefore, determined that in-person tabling for the Draft Work Plan would also include word-of-mouth mentions as appropriate.

Communications Campaign Results

The communications campaign resulted in a total of 11 comments received online. The results of the digital part of the communications effort results in the following metrics. Key metrics for social media include impressions, engagements and link clicks.

- **Impressions:** This metric counts the number of times your content is displayed on someone’s screen, regardless of whether they interact with it or not.
- **Engagements:** Engagements go a step further than impressions. It’s when a user interacts with your content beyond just viewing it. This could include actions like likes, shares, comments, or even just clicking on the image.
- **Link Clicks:** Clicks are a specific type of engagement where a user actively clicks on a link within your content. This action often leads to a website visit and can generate leads for business.

Figure 1. Survey Results

FY 2024 Q4 Wake Transit Work Plan Amendment Requests

Project Engagement

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
126	6	19	11	2

APPENDIX 1

The GoForward website, email lists, and the Wake Transit blog were additional digital tools used in the effort to raise awareness of the comment period. The highlights of those efforts are displayed in Figure 2. Email was an effective communication channel during the community review and public comment period as the audience has signed up to receive alerts and thus shown an interest.

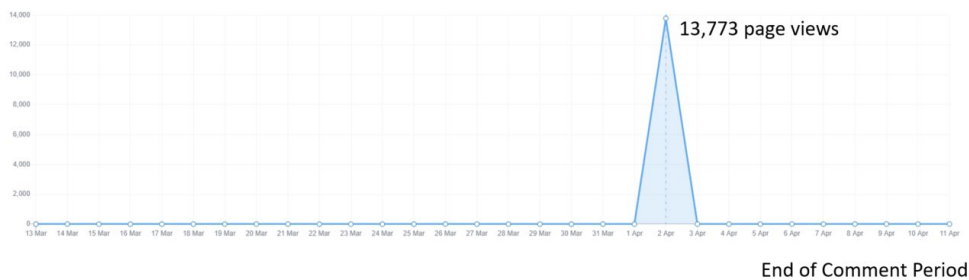
Figure 2. Social Media, Email & Website Results

Social Media Totals			
Social Media Channel	Impressions	Engagements	Link Clicks
X_Wake Transit (7)	724	8	3
X_GoT (5)	1044	19	9
Instagram_GoT (3)	465	28	8
Facebook_GoT (3)	294	17	8
TOTAL	2527	72	28

Email & Website Totals			
Email	Sent	Opened	Clicked
GoTriangle (2)	2728	1061 (39%)	84
GoForward	Views	Entrances/Users	Average Session
GoTriangle	123	55/86	1m and 28s

Figure 3. The Wake Transit Blog Spiked

The Wake Transit Blog Spiked (April 2, 2024)
www.waketransit.com

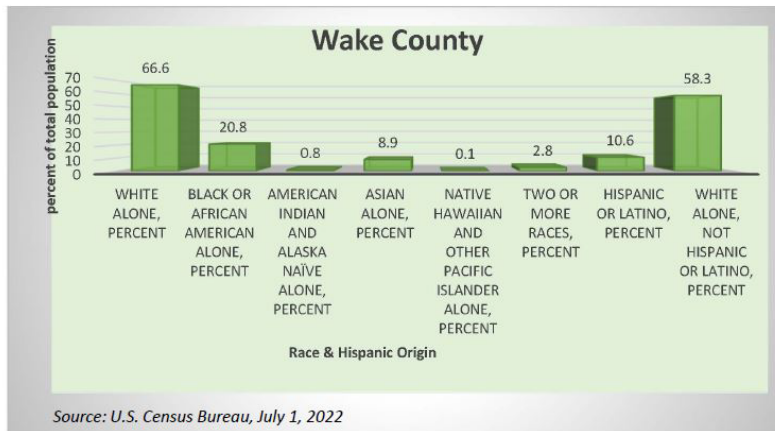


Equity Analysis

An equity analysis was developed in January 2024 as part of the Level 2 Engagement Strategy for the Draft FY 2024 Wake Transit Work Plan.

Figure 4. Equity Analysis

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?

Comment Matrix

All 11 comments were received online. Wake Transit planners reviewed each of the 194 comments, responded as appropriate, considered their impact, and made appropriate inclusions of the input. All comments are included in the matrix below in Figure 5.

Figure 5. Comment Matrix

When will they have more buses in Morrisville? It seems that we are being ignored. The Shuttle only operates within Morrisville. We need buses that go down Morrisville Carpenter Rd and Davis Dr that go to Cary Depot.
Riders will finally be able to sit and wait for a bus instead of sitting on curbs and standing in grass. Will Cary residents still have to pay for D3D service outside a quarter of a mile when everyone else gets a free ride? I believe that is not lawful. Will this budget extend the GoCary 5 route to Ten Ten in order for more Cary residents can go to the upscale downtown that was funded by these residents tax dollars?
Lots of good stuff in here. I do want to point out that I think Marketing is very important these days and the 2.5% increase year-to-year that I see mentioned on page 105 sounds very low. The existing service costs, as far as I know, have gone up at a higher rate so this increase won't keep up and marketing services will actually have to be cut with this. I'd like to see that increased plus additional money allocated for marketing as a way to reach new audiences. There's also plenty of new opportunities to market these new route changes and upcoming technology plans, such as live bus tracking and fare collection methods, that are planned for the future. Please consider increasing the amount for FY25.

APPENDIX 1

<p>I, along with many of my friends, would like to see a bus route from the Regional Transit Center (RTC) to Brier Creek. Currently, the only stop near Brier Creek comes from Durham. It currently takes almost two hours on a bus to go only 4 miles away (RTC to Durham to Brier Creek). Something more direct would be appreciated (RTC to Brier Creek).</p>
<p>I think this is for "funds to hire a consultant". If so emphasis should be placed on candidates who actually take public transit, bike, walk, or carpool to work, community, or recreation as part of their personal life. I really think a lot could be learned about transit by actually riding the buses, trying to understand how to walk to destinations once off the bus, trying to bike along or across busy streets etc. Like noticing that a lot of the (probably expensive but useful) monitors in the buses are broken or turned off, that bike route signs are on the ground, etc. Both data and lived experiences are important.</p>
<p>I ride regularly, and just want to point out again the ongoing problem of how bad traffic is getting in the Triangle. With the population booming since the pandemic and homelessness increasing, keeping buses free is the best option for everyone. There is no time to take fares without causing huge delays. Routes are still often late as it is or skipped entirely, making reliability very difficult and often impossible to connect where you need to go on time. Thank you for your service!</p>
<p>Noticed the redo to the stop at the Western Blvd Jones Franklin Harris Teeter.</p>
<p>Brier Creek needs something direct to the RTC</p>
<p>The Raleigh Greyhound Bus station can have a long wait for a bus coming down capital ave depending on when your Greyhound bus arrives.</p>
<p>It's a little anxiety inducing to watch a bus driver politely but firmly ask a person over and over to get off the bus because they've been sleeping and riding it in circles all day. I don't know what the thing to do about that is.</p>
<p>More drivers, routes on time</p>