



Level 1 - Engagement Plan

DATE SUBMITTED: 01/16/2025

Section 1: Project overview

Project Name: FY 2026 Wake Transit Work Plan

Project ID#: TO002

Project Timeline: February 25 – March 28, 2025; and, May 1 to May 14, 2025

Project Sponsor/Lead Agency: GoTriangle

Contact Person: Curtis Hayes

Phone: 919-482-5011

Email Address: rhayes@gotriangle.org

Select Activity Type: Wake Transit Program-Level Activity

Engagement Budget for project: \$5,000 + Labor

Project/Engagement Contacts: Curtis Hayes

Do you have consultant support for this activity? No

Consultant Company: N/A

Contact Name: N/A

Contact Email: N/A

List all agencies and organizations who will have an execution role in this project's engagement activities:

Agency/Organization	Name	Role/Responsibility
GoTriangle	Curtis Hayes	Lead

Section 2: Engagement Plan

Project Description

The purpose of community engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the FY 2026 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 Work Plan development through the review and commenting process.

Engagement Equity Analysis

Please refer to the Engagement Equity Analysis Worksheet.

Target Audiences and Performance Measures

Target Audience Group	Performance Target
African American	Target is 21% of survey and event participation (US Census Bureau, 21%)
Asian	Target is 10% of survey and event participation (US Census Bureau, 10%)
Hispanic/Latino	Target is 12% of survey and event participation (US Census Bureau, 12%)
Disabled	Target is 9% of survey and event participation (US Census Bureau, 9%)
LEP	Target is 20% of survey and event participation (US Census Bureau, 20%)
Low Income	Target is 7% of survey and event participation (US Census Bureau, 7%)

Section 3: Engagement Phase Outline

Phase 1 Description:

Anticipated timeline for execution: Campaign launch is February 25, 2025

Budget for this phase of engagement: \$5,000 + Labor

Lead/point of contact for this phase: Curtis Hayes

Highlight the purpose of this engagement effort: Inform, Consult, and 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

Purpose:

The purpose of Phase 1 engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the Draft FY 2026 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. The community review and public comment period is scheduled for February 25 to March 28, 2025.

Phase 2 Description:

The purpose of Phase 2 engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the Recommended FY 2026 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 Recommended Work Plan development through the review and commenting process. Finally, the engagement period should also provide notice regarding the public hearing for the FY 2026 Wake Transit Work Plan to be scheduled in May 2025. The community review and public comment period is scheduled for May 1 to May 14, 2025.

Budget for this phase of engagement: \$5,000 + Labor

Who is the lead/point of contact for this phase: Curtis Hayes

Highlight the purpose of this 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

Section 4: Project Wrap Up with the Community

Method of Communication	Person/Organization Responsible
Digital	GoTriangle, Wake Transit Partners
In-person	GoTriangle, Wake Transit Partners

Submission and Presentation Information

Month/year Level 1 information is expected to be presented to CE Subcommittee: January 2025

If known, month/year that Level 2 strategy will be presented: April 2025

Attachments:

1. Engagement Equity Analysis
2. Level-2 strategy and materials



Level 2 - Engagement Phase Strategy

Date: January 16, 2025 (Updated February 25, 2025)

Project Name: Draft FY 2026 Wake Transit Work Plan

Project ID#: TO002

Phase Number: Phase 1

Phase Title: Draft

Engagement Activity Date(s): March 4 – April 2, 2025

Project Sponsor/Lead Agency: GoTriangle

Which month do you plan to present to the Community Engagement Subcommittee? January 2025

Contact Person: Curtis Hayes

Phone: 919-482-5011

Email Address: rhayes@gotriangle.org

Activity Type: Wake Transit Program-Level Activity

Do you have consultant support for this activity? No

Consultant Company/Contact Name: N/A

Select purpose of this engagement phase (choose all that apply): 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

Description of Engagement Phase: The purpose of Phase 1 of community engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the Draft FY2026 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.

In accordance with the Wake Transit Community Engagement Policy, it was determined that the draft FY 2026 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 and flyer
- 4) Social Media: Facebook (GoTriangle)
- 5) Social Media: Instagram (GoTriangle)
- 6) Social Media: X (GoTriangle)
- 7) Social Media: X (Wake Transit)
- 8) Survey/Comment Form (online and print)
- 9) Tabling/In-Person Events
- 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.

Messaging

This section includes the following messages:

- Public Notice: A 30-day public comment period for the Draft FY 2026 Wake Transit Work Plan is scheduled for February 25, 2025 – March 28, 2025.
- 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 28, 2025 is the last day to comment.

Phase 1 Schedule

Process Step	Deliverable(s)	Timeline
Level 2 Planning	Level 2 strategy form Communication checklist Engagement checklist	Complete Complete Complete
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan	Under development
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 1	In the works
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation	March 4 to April 2, 2025
Summary Report	The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project	TBD

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

Wake County

Was an engagement equity analysis completed for this project? Yes

Social Media Schedule

Post Date	Post Type	Key Message(s)
Post 1 - 03.04.25	Social Media	Comment Period Open
Post 2 - 03.06.25	Social Media	Call to Action
Post 3 - 03.08.25	Social Media	Call to Action
Post 4 - 03.11.25	Social Media	Call to Action
Post 5 - 03.13.25	Social Media	Call to Action
Post 6 - 03.15.25	Social Media	Call to Action
Post 7 - 03.18.25	Social Media	Call to Action
Post 8 - 03.20.25	Social Media	Call to Action
Post 9 - 03.22.25	Social Media	Call to Action
Post 10 - 03.25.25	Social Media	Call to Action
Post 11 - 03.31.25	Social Media	Call to Action
Post 12 - 04.02.25	Social Media	Last Day to Comment

Tabling Events Schedule

In-Person Tabling Scheduling

Location	Date	Time
GoRaleigh Station	March 4	11am-1pm
Triangle Town Center	March 8	2:30pm-4:30pm
Wendell Falls	March 11	10am-Noon
Cary Depot	March 13	Noon-2pm
Holly Springs Cultural Center	March 21	1pm-3pm
GoRaleigh Station	March 25	3pm-5pm
RTC	March 28	10am-Noon
Cary Depot	April 1	3pm-5pm

Support Requested from TPAC Partners (add rows as needed)

Partner Support Description	Date(s)
Share, like, and comment on social media posts	March 4 to April 2, 2025
Inform boards, councils, committees, and staff	March 4 to April 2, 2025
Host at least one event in your community	March 4 to April 2, 2025
Share notices on websites and in newsletters	March 4 to April 2, 2025
Post notice at stops, on buses, and in high traffic areas	March 4 to April 2, 2025
Word of mouth—tell everyone!	March 4 to April 2, 2025

Audience Engagement Objectives (add rows as needed)

Target Audience Group	Performance Target
African American	Target is 21% of survey and event participation (US Census Bureau, 21%)
Asian	Target is 10% of survey and event participation (US Census Bureau, 10%)
Hispanic/Latino	Target is 12% of survey and event participation (US Census Bureau, 12%)
Disabled	Target is 9% of survey and event participation (US Census Bureau, 9%)
LEP	Target is 20% of survey and event participation (US Census Bureau, 20%)
Low Income	Target is 7% of survey and event participation (US Census Bureau, 7%)

Appendices

Appendix 1 – Communications Tools Checklist

Appendix 2 – Engagement Checklist

Appendix 3 – Level 3, Summary Report, draft FY 2026 Wake Transit Work Plan

Appendix 4 – Level 2, Strategy Report, recommended FY 2026 Wake Transit Work Plan

Appendix 5 – Level 3, Summary Report, recommended FY 2026 Wake Transit Work Plan

Checklist: Communication Tools and Tactics

Project Name: Draft FY 2026 Wake Transit Work Plan		Project ID#: TO002	
Contact Name: 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	X	
	News Release	X	
	News Item	X	
	emails	X	
Social Media Posts (Paid or Unpaid)	Facebook	X	
	Instagram	X	
	Twitter	X	
	LinkedIn	X	
	Next Door		
	Social Media Geo-targeting	X	
Print Materials	A-frame poster		
	Flyers	X	
	Postcard	X	
	Brochure		
	Rack Card		
	Yard Signs		
	Bus Placards	X	
	Surveys	X	
Events	Public Meetings		
	Ribbon Cutting		
	Webinar		
	Promo Items / Giveaways	X	
Website Updates	Custom Landing Page	X	
	Updates to existing content	X	
	News Item		
	Graphics /Header/Icons	X	
	Full length (1:00+)		

Checklist: Communication Tools and Tactics

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

Checklist: Engagement Tactics by Target Audience

Project Name: Draft FY26 Wake Transit Work Plan								Project ID#: TO002															
Contact Name: 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							
		Print surveys / comment cards		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	X	X	X	X					
		Tabling at festivals, parades, job, resource & health fairs, and other community events		X										X	X	X	X	X					
		Educational events																					
		Major holiday celebrations																					
		Community meetings																					
		Group presentations																					
		Public hearings																					
		Town halls																					
		Translation & interpretation		X												X							
Please add additional lines if needed.																							



Level 3 - Engagement Summary Report

draft FY 2026 Wake Transit Work Plan

Date: April 7, 2025
Contact Name: R Curtis Hayes
Email: rhayes@gotriangle.org
Phone: 919-482-5011

Section 1: Project Overview

The purpose of engagement for the draft FY 2026 Wake Transit Work Plan was to ensure that all members of the Wake Transit community were informed about the Work Plan and the opportunity to participate through the review and commenting process. In accordance with the Wake Transit Community Engagement Policy, a 30-day public review and comment period was held. It began March 4, 2025, and concluded on April 2, 2025. Exactly 97 comments were received during this timeframe. Those comments were forwarded to project planners for consideration as they developed the recommended FY 2026 Wake Transit Work Plan.

Adoption Process Summary

Communications and engagement for the draft FY 2026 Wake Transit Work Plan were developed in collaboration with lead agency personnel and submitted through the standard TPAC protocol, including the Community Engagement Subcommittee and the TPAC committee.

Section 2: Engagement Phase 1, draft FY 2026 Wake Transit Work Plan

As the entire Wake County community is impacted by the draft FY26 Work Plan, a multichannel digital engagement strategy and a collection of print materials were developed for use during a variety of in-person events. In addition, a word-of-mouth effort was conducted alongside digital engagement and in-person campaigns. The engagement strategy included a variety of communications materials from print to pixel for the convenience of the public and the Wake Transit partners. A toolkit was developed and posted online for the Wake Transit partners to use. The communications materials used key messages to create emails, social media posts, a news release, an infographic, and flyer content. Printed materials were also developed and made available during in-person tabling events.

Survey Results

Exactly 97 comments were received during the community review and public input process. The total included 92 comments received from the online survey and five via email.

Messaging

- Public Notice: A 30-day public comment period for the draft FY 2026 Wake Transit Work Plan is scheduled for March 4, 2025 – April 2, 2025.
- We need your input to help make Wake Transit investments enhance a system that is safe, accessible, and adds to the quality of life of all residents.

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- Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.
- We want to hear from you. We need your input.
- Your opinion matters and helps.
- Only 3 days left.
- April 2, 2025, is the last day to comment.

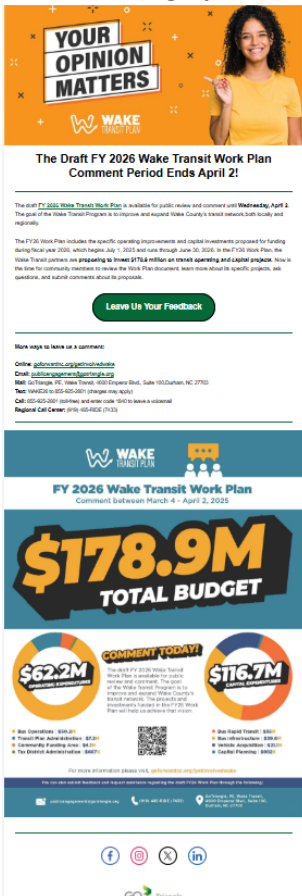
Communications Tools

- 1) Email Campaign
- 2) GoForward Website
- 3) In-Person, Tabling Events
- 4) Print Items: Infographic, Flyer
- 5) Social Media: Facebook, Instagram, and X
- 6) Survey
- 7) Wake Transit Blog

Social Media



Email w/ Infographic



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Communications Campaign Results

The communications and engagement campaigns combined resulted in a total of 97 comments, including those received online and through email. The results of the digital part of the communications effort are shown in the table below. Key metrics for social media included impressions, engagements and link clicks.

- **Impressions:** This metric counts the number of times the content is displayed on a social media user's screen, regardless of whether they interact with it.
- **Engagements:** Engagements go a step further than impressions. It's when a user interacts with the 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 social media user actively clicks on a link within the content. This action often leads to a website visit and can generate leads and/or conversions, such as a survey completion.

Social Media Results Table

SOCIAL MEDIA	IMPRESSIONS	ENGAGEMENTS	CLICKS
Facebook (8)	3,297	46	13
Instagram (5)	1,403	50	0
X (GoTriangle) (8)	1,890	88	22
X (WT) (8)	411	20	12
FB & IG (Paid/Targeted)	64,959	4,690	4,627

The GoForward website, email lists, the Wake Transit blog, and in-person engagements were additional digital tools used in the effort to raise awareness of the comment period. The highlights of those efforts are displayed below. 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 have already shown an interest.

Email, Website, and Blog Results Table

CHANNEL			
Blog	136 unique sessions	912 page views	118 total users
Email (2)	2,735 sent	936 opened	119 clicks
Website	4,487 views	3,670 entrances	53 sec average duration

In-Person Engagements

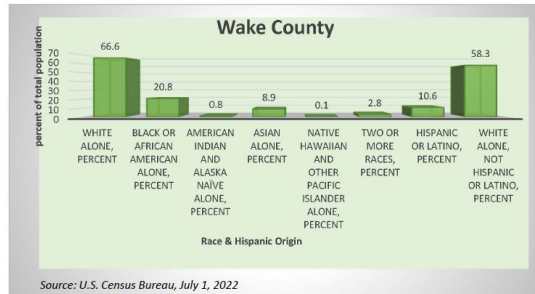
LOCATION	DATE	INTERACTIONS
GoRaleigh Station	March 4	17
Triangle Town Center	March 8	5
Wendell Falls	March 11	10
Cary Depot	March 13	34
Holly Springs Cultural Center	March 21	4
GoRaleigh Station	March 25	46
RTC	March 28	35
Cary Depot	April 1	30

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Engagement Equity Analysis

An engagement equity analysis was developed as part of the Level 2 Engagement Strategy for the draft FY 2026 Wake Transit Work Plan.

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?

Title VI Demographic Results

Communities of concern within Wake County were the primary consideration for the targeted (paid) social media posts and scheduling of in-person tabling activities. The secondary variable for deciding on appropriate locations for tabling was the projected headcount of timely events, proximity to transportation, and logistics evaluations of proposed sites. The overall campaign metrics indicated that awareness of the draft FY26 Work Plan was pervasive among communities of concern, as well as the entire Wake County population and neighboring counties in the region. Some of the demographic measurements gathered and examined by the survey are found below.

85%	I live, work, and/or attend school in Wake County, NC.	57 ✓
82%	My primary language is English, or I speak and read English well.	55 ✓
70%	I am 25-64 years old.	47 ✓
48%	I identify as male.	32 ✓
40%	I identify as female.	27 ✓
22%	I am 65 years old or older.	15 ✓
18%	I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander).	12 ✓
18%	I am or am considered to be disabled.	12 ✓
9%	My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar.	6 ✓
9%	I am Hispanic, Latino, or Spanish origin of any race.	6 ✓
4%	I identify as non-binary or other gender.	3 ✓
4%	I am 18-24 years old.	3 ✓
3%	I am 17 years old or younger.	2 ✓

67 Respondents

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Comment Matrix

Comments were received online and through email. Wake Transit planners reviewed each of the 97 comments, responded as appropriate, considered their impact, and evaluated appropriate inclusions of the input into the recommended FY 2026 Wake Transit Work Plan. All comments are included in the table below.

1) I think BRT is a failed vanity project that will do more harm to communities via gentrification than good. There needs to be a light rail system that doesn't require constant replacement of tires and drivers. While rail has a large up front cost it's significantly cheaper to maintain than busses. In addition, public transit should be free to use vs. a tax on low income members of the community.
2) lol No one would ride that either
3) More should be done to expand the connection to Raleigh from Zebulon and vice versa, including weekend service and adding more bus stops around Zebulon. Also more attention should be placed on the transportation needs of eastern wake county in general. The roads are too narrow and small for the amount of traffic, especially during rush hour. A commuter bus or transportation system that connects eastern wake county to RTP is needed.
<p>4) I am in favor of transit. I am in favor of spending capital and overbuilding a system that may be at first underutilized. I believe transit should be seen as roots, they can incentivise dense growth and form the backbone of expansion.</p> <p>I cannot use transit currently because our suburban sprawl has made it impossible. I would like to find a way to take advantage of the FRX route to transfer to 2 for my daily commute. My biggest challenges are how to get to a grocery store and transfer my son to/from daycare. It seems for me, a car is still necessary. Since I am fully invested in a car payment, maintenance, and insurance, it would make no sense for me to stop anywhere at any park and ride. I want transit to become accessible enough that I can sell my car and rely on bus/bike/rail.</p> <p>Biggest idea: Create a permanent public input page with revolving location based interest markers. I'd love to put a pin on my street span and say "I want a pickup/drop-off here at these times." Maybe with enough people getting on that bandwagon we could create useful routes and incentivise ridership.</p>
<p>5) Unfortunately, it feels like Fuquay-Varina, Holly Springs and many other locations are completely excluded from any kind of transit planning on the county level. FRX bus route is a complete joke - it serves such a narrow use-case (both based on its schedule and location of bus stops) that having it at all feels like a complete waste. Besides, even if it was somewhat frequent and reliable, the issue of the "last mile" still exists - even if you manage to get to one of FV's bus stops using FRX, what are you going to do next? Walk to your house? Well, good luck with that, hope you have a good reflective vest, because lots of streets in the area don't even have sidewalks.</p> <p>With that in mind, any attempts to "include" Fuquay-Varina and Holly Springs residents in any kind of "transit" discussions look almost like a slap in the face at this point. We don't have any mass transit here and we probably won't have any in the next 10-15 years. And if I am taking my car anyway to get out of here and drive to Raleigh or Cary, I'm just driving straight to where I need to, without using any kind of Park&Ride or making any extra mass transit connections.</p>
6) Lots of the focus is south of Raleigh and there is nothing to support northern suburbs of the Triangle. I live in Creedmoor and I as well as many of my neighbors work in RTP and surrounding areas. There's a lot of people who work in Raleigh that live in the Creedmoor area and there is no public transit option to get to work. I know there's a lot of issues to solve when it comes to public but I wish the Work Plan included extensions of service to this area, even if it was 2 days a week.
7) I don't get to use public transit nearly as often as I want to, we are far behind in the Triangle compared to other cities.

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<p>I live in Raleigh and work in RTP. The bus isn't viable currently because it takes more than double what it would be driving, and involves an additional transfer and then a 20 minute walk. With a light rail system, it would be faster and taking the last mile via bus or shuttle would be much easier to deal with. We could also encourage companies in RTP to offer last mile shuttles from a light rail station!!</p> <p>We want busses, but we also want trains and light rail, we want public transit. If we build it, people will use it.</p>
8) Could we also increase the span on the GoRaleigh 24L?
9) Commucrats want to give illegal aliens free bus tickets. When you can guarantee only US Citizens are using "low income" bus fair, I will support it.
10) Public transportation should be accessible to everyone, regardless of citizenship status, especially for people who need it most, such as low-income individuals. The goal is to provide equitable access to transportation for all members of the community, which helps reduce traffic, pollution, and the burden on the health system. Instead of excluding people, we should be focusing on building a system that works for everyone while ensuring that resources are used responsibly. Access to affordable transit benefits the whole community, not just one group
11) very helpful services for elderly, handicapped, pregnant as well as well and sick people.
12) I agree but it should be a good option for anyone, not just those who have difficulty driving or affording a car.
13) The busses are not working. So few people ride them. How can we improve our roads since most people drive around here is a better question. How can we improve lyft/uber since that is the more common modality.
14) Actually it would be better to use light train instead BRT. Even though it's more expensive it has a larger passenger capacity and allows to separate the line from the cars. Recently I was in Charlotte and found that they have a great pedestrian-friendly city environment development along their LYNX lines. Wish to see the same in the large Raleigh area and have a dream to be able to go for pub crawling from Apex to Raleigh and to our office in RTP using the public transportation only
15) We have been trying for months literally three or four months to get a ride first of all we call at about two minutes before the hour or one to 2 minutes and by the time we get on it's there there are unable to fulfil the needs.
16) we paying 116 million for a failed system
17) When the world has Uber and Lyft, why do we still have a Bus/Transit system? Defund the ENTIRE program. Cut \$62.2+ million. Stop this wasteful spending. It is NOT the government's job to provide free and reduced transportation.
18) While services like Uber and Lyft are great for some, they're not a solution for everyone. Many people rely on public transit, especially those who can't afford ridesharing, don't own a car, or need a more reliable and affordable option for their daily commute. Public transit is essential for creating a connected community that works for all—especially in growing cities. Instead of defunding, we should be improving and expanding transit to meet the needs of more people and ensure that everyone has access to safe, reliable transportation.
19) The government spends billions a year to maintain and build infrastructure for cars. Should we hand that over to Uber and Lyft too? Maybe you'll have to open an app and pay \$20 to leave your non-walkable planned suburban neighborhood.
20) Please use money to support free RLine again. Raleigh should have a free circulator line like most cities our size. There needs to be light rail to the airport, RTP, Durham and Chapel Hill.
21) Honestly, I'd even deal with longer than driving times if I could take transit all the way to the airport with luggage. But the last thing we need to do is make the massive mistake Los Angeles made by not having signal priority and not much grade separation of light rail. Build high quality transit (and have people actually living within walking distance of it), and people will come. Build middling or poor transit and only the people who have to use it will, which makes it politically very easy to cut and undermine.
22) Providing free fares to lower-income riders is critical, especially those who rely on the bus to go to/from work and medical appointments. If a rider can't afford a fare, they may not be able to get to work or receive medical treatment. In addition, there is a severe lack of buslines in the North Raleigh area. There should be express

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buses to the research triangle, and to the airport, from a North Raleigh (North Hills would be great) to the transit center in Morrisville.
23) if a rider cant afford a bus fare lol....the rider has an apple phone cable and many other things I should not be paying for someone elses transportation needs
24) Public transit is a public good, just like roads, libraries, and emergency services. Many people rely on buses to get to work, medical appointments, and essential services. Ensuring affordable transportation helps individuals contribute to the economy and reduces the burden on other social services. Plus, free or reduced fares for lower-income riders can improve access to opportunities, ultimately benefiting the entire community.
25) I almost never ride the public bus, but that's only because there is only one bus stop in all of Fuquay-Varina. love the idea of more public transportation in Fuquay. It would be extremely helpful and an improvement to our community.
26) The most important first step is to make it safe and comfortable to even use the bus system. I commute on capital boulevard every day, and see people at broken filthy bus stops with nowhere to sit and overflowing garbage. And those are the lucky ones. The rest are just standing on the side of the road, no shelter, lighting, shade or seats. No trash cans and never a restroom. Then there's no sidewalk, and they risk their lives running across capital boulevard. I hope the bus improvements are nice, but only the most desperate will use them when we treat public mobility this poorly. I would gladly support improvements which provided dignity for public transportation users.
27) A recent Triangle Business Article highlighted that CAMPO was funding a toll feasibility study on Capital Blvd in response to increased costs of widening the road. Widening the road and adding a toll is not the answer. Frequent and reliable transit is. And as it stands, our bus infrastructure is completely inadequate. As this commenter pointed out, many bus stops are unsafe, dirty, and lack even basic amenities like seating and shelter. If we truly want to move people efficiently, we must invest in safe, dignified, and accessible public transit—not just double down on road expansion that prioritizes cars over people.
28) 116 million for that too...goodness
29) Yeah, turning parts of Capital Blvd into an actual highway is insane. I can only think that car-brained residents of Wake Forest are to blame for that idea but it would hurt almost everyone else. Please, no. If the traffic really is that high, get rail on that corridor, and get TOD implemented alongside the S-line station in Downtown Wake Forest.
30) The first few questions on the survey asking for an opinion about budget figures are meaningless. Why not ask what we should prioritize or whether we should spend more or less on a specific thing?
31) I really would like to take public transportation, but their schedules are not helpful.
32) BRT seems like a good idea...I also like the emphasis on improving regional bus service and local route frequency.
<p>33) I appreciate the opportunity to provide feedback on the draft FY 2026 Wake Transit Plan. Improving and expanding transit in Wake County is essential for enhancing mobility, accessibility, and long-term financial sustainability.</p> <p>I recently moved to Morrisville and was initially disappointed by the transit options. Like many residents, I had to piece together my own solution—driving to the Regional Center to catch the GoTriangle 100 bus into Raleigh for work. This works when I can make it fit my schedule, but it's clear that Morrisville lacks a transit system that is both reliable and productive for its residents.</p> <p>One of the biggest inefficiencies is the Morrisville Smart Shuttle. While it has an 18-seat capacity, the on-demand algorithm appears to be the real limiting factor, not the physical vehicle itself. Based on my observations, the system maxes out at around five discrete ride requests—far below the shuttles actual capacity. This artificial constraint on ridership is preventing Morrisville from building a transit system that serves more people with the resources we already have.</p> <p>If we want transit to be a viable transportation choice, we need small, incremental changes that prioritize reliability. While I'd love to see high-frequency fixed routes in the long term, a practical first step would be</p>

<p>implementing fixed-route service during peak hours, with on-demand service reserved for off-peak times. This would better align with predictable commuting patterns while still offering flexibility when demand is lower.</p> <p>Morrisville is growing, and we need transit investments that create stronger, more connected neighborhoods—not just experimental services that limit real accessibility. Let’s build a transit system that scales up effectively, using the resources we already have more wisely.</p> <p>Thank you for your time and consideration.</p>
<p>34) I commented below that I believe it is time to resume fixed route bus service through Morrisville along Davis Drive. Believe it or not, such service used to exist, 20 years ago (TTA route 302!), although it was peak-only service. I used to regularly ride this bus, back in 2005! The exact route of the 302 most likley no longer makes sense today, but the time to resume regular scheduled bus service along Davis has definitely arrived.</p>
<p>35) I am a resident of Brier Creek and would love to take the bus to work in downtown Raleigh every day, but unfortunately, there is no direct route from Brier Creek to the Regional Transit Center in Durham. Currently, I am forced to bike 5 miles along the busy Page Road to reach the center, putting myself at considerable risk of injury. As a result, I have no choice but to drive each day, as public transit is not a feasible option.</p> <p>I am requesting that Brier Creek be connected to the Regional Transit Center via bus or shuttle service. This would not only benefit me but also many of my neighbors who could greatly benefit from a more convenient, accessible route to downtown Raleigh.</p> <p>The current transit options are not ideal. One requires connecting in Downtown Durham, traveling to the Regional Transit Center, and then continuing to downtown Raleigh—a journey that takes approximately 2.75 hours. Alternatively, another option involves connecting from Brier Creek to Crabtree Valley Mall, then downtown Raleigh, which still takes about 2 hours.</p> <p>By connecting Brier Creek directly to the Regional Transit Center, you would significantly reduce commute times, allowing residents of Brier Creek to reach downtown Raleigh in under an hour. Additionally, such a connection would provide airport travelers a convenient, comfortable place to wait after their flights, helping to enhance the transit system for all.</p> <p>Please consider this request for the benefit of Brier Creek residents and the broader community. A more efficient transit connection would make a meaningful difference in the daily lives of many.</p> <p>Thank you for your time and attention to this matter.</p>
<p>36) This is why the entire system needs to be tossed out.</p>
<p>37) I fully agree that transit service to Brier Creek is poor.</p>
<p>38) Throwing out the entire system isn’t the solution—improving and expanding it is. Brier Creek and other underserved areas need better connectivity, but that doesn’t mean starting from scratch. Instead, we should push for strategic investments in new routes, better frequency, and stronger regional coordination to make transit a truly viable option for more residents.</p>
<p>39) Fully agree. Brier Creek, despite being right by the center of the Triangle region, is completely forgotten by Wake County.</p>
<p>40) Without improving roads, this plan might not be effective enough to change peoples lives.US 401 and Sunset lake road from Fuquay are super congested all the time. I think government should focus on these roads which helps people who driver to RTP/Cary/Durham a lot than Raleigh downtown as this project seem focused more on reducing traffic to Raleigh downtown. Additionally, as I hear from people who uses, it is taking 2 or 3 times more time than driving themselves by car or carpool.</p>
<p>41) Does road improvement mean widening? We've been down that path enough times to know that it isn't very helpful unless you're upgrading from a 2-lane country road. And even then, the priority should not be to subsidize the development that caused the traffic in the first place, because with another few years of</p>

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suburban housing construction, you will end up where you started. We must change development patterns to be more sustainable (not just environmentally).
42) Prioritize investment in routes with high ridership rather than trying to build service areas in low-density areas like Morrisville, Zebulon, and other commuter communities. Bus Rapid Transit and transit centers should be a priority!
43) Uber would be cheaper
44) Morrisville is actually a lot denser than a lot of other Areas in the Triangle. It is by no means a small town anymore.
45) While Uber may be cheaper for individual trips in certain cases, a well-developed public transit system provides long-term affordability, reliability, and accessibility for a larger population. Investing in high-ridership routes and Bus Rapid Transit is crucial, but expanding service to growing areas like Morrisville ensures that more residents have viable alternatives to car dependency. Public transit also reduces congestion and environmental impact, which individual Uber rides do not address.
46) 116 million for a truly failed bus transit system. Relatively few riders 117k in a year. No one understands routes, or how to catch a bus, folks have to walk miles to get to a stop, and many times these big busses only have zero to 3 passengers. Id scrap the entire project and start over. Make a deal with uber and pay them it might even cost less.
47) I am disappointed one again that there is no mention of expanding GoCary 5. 13 years and counting. Cut the TOC Bus Marketing Budget in half. Social Media is getting very little traction. I like the the ETO plan at Crossroads Plaza.
48) Bus Stop Improvements - The R-Line downtown circulator is a key part of our transit network, but its visibility could be improved with better signage at each bus stop. Clear, prominent signs would make it easier for riders—especially visitors and first-time users—to locate stops, reducing confusion and increasing ridership. Enhanced signage with larger text, distinct branding, and real-time arrival information would reinforce the circulator's presence and usability. This is a low-cost investment that aligns with the city's goals of improving accessibility, supporting local businesses, and encouraging more people to use transit for short downtown trips. I'd like to see plans for new signage for the R-Line, as this route has a different dynamic than the rest of the system.
49) Please extend more service for Wendell. More hours and more frequency
50) Overall, this was a useless survey, and it is lazy. Typically the survey breaks down the information relevant to each section WITHIN the survey instead of having the expectation that participants will read 241 pages. The executive summary at the beginning of the document refers to "TBD" placeholders at the time of the printing, and commuter rail is listed but without information other than no decision has been made. Commuter Rail costs need to be deemed as not a cost for this plan, or need to be added. The cost is too large to be considered a potential project, but not a potential cost. We need more frequent transit in the Triangle, and especially within each city's major residential/mixed use to the business, education, and health centers during commute hours. Also, you only have public input sessions during the work day, and only 1 per transit station. You're not trying to get public feedback. You're just trying to check boxes to say you did your work.
51) More for operations. Hard push for 15 minute frequency. Without 15 minute frequency (or more), the other stuff won't matter.
52) Yes, thinking too small is the issue here. While having BRT corridors would be an upgrade in those areas, if it only connects to Downtown Raleigh and transferring anywhere involves up to an hour wait then it will not be used. Esp. since the TOD zoning was significantly watered down on New Bern Ave, and the other areas slated for BRT will likely have more organized opposition.
53) 20 years ago, TTA operated the route 302 bus along Davis Drive. https://web.archive.org/web/20041205045530/http://www.ridetta.org/new_sch/images/full-fall2003sysmap.jpg It was canceled partly because the construction to widen Davis Drive (around 2007 made) for poor on-time

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performance, and partly because the built environment along Davis Drive was not conducive to transit at the time.

Fast forward to today, the widening has been complete for nearly 20 years and the built environment has changed dramatically. It is time to consider resuming fixed route bus service on Davis. Although the exact route of the former 302 may no longer make sense, there are large stretches along Davis where the density and socio-economic conditions exist to be highly supportive of fixed-route transit service - above and beyond, and perhaps in place of, what is provided by the Smart Shuttle route.

Please consider this for future FY planning.

54) I think there needs to be more of a focus on getting direct connections directly to the airport. It is not convenient

55) I think a focus on rail transit and direct connections to cities and places people want to go needs to be important.

56) I am a fan of transit but please add more service on I-540 and Capital Blvd. The \$55M for BRT would be better used this way.

57) "more service" does that mean more lanes? The tiny amount (relative to what they're spending on 540 extension, for example) they are spending on transit will go much further than anything being spent on car infrastructure.

58) I fully support expansion of the current transit options and believe that work should be put into looking towards implementing a light rail/metro using existing tracks throughout the city. Raleigh needs these transit corridors so that the city can focus it's density within city limits instead of sprawling further and further outwards.

59) Wake County desperately needs better public transit options. I live in Fuquay, and there is no viable way for me to commute to work or shop for groceries without driving a car. These proposed transit improvements are a good start, but the County needs to continue investing in expanded bus service, light rail service, and other transportation options like bike paths and sidewalks.

60) Raleigh is continually growing. Need to implement services that are extensive enough for workers to choose to leave cars at home

61) Raleigh area is continually growing. Need more extensive transit options so that commuters (with cars) see transit as a viable option and services aren't targeted only for those w/o options (eg intracounty or Ral-Durham light rail, van pools). Wake Forest to Richmond rail is a waste as it doesn't improve the quality of life of those expected to pay for/support it while getting some cars off the roads would

62) The S-line is going to be built anyway, it's just adding a stop in Wake Forest. Which hopefully would encourage Wake Forest to build more housing near the station rather than continuing to sprawl out while demanding that we split North Raleigh with a superhighway just to service that...

63) Please include more bus routes that connect us to surrounding Raleigh areas and suburbs. The main bus routes mainly lead to downtown. Also, please consider adding a bus lane. My biggest issue with our current bus system is how long it takes to get to one city area to the next. A route that could be a 20 minute car ride would take me 2 hours by bus. That just isn't feasible for most people who need public transit.

64) with the elimination of grants by the current administration, the plan is not viable.

65) While grant funding is an important resource, public transit projects can still move forward through a combination of local, state, and alternative funding sources. Many cities successfully fund transit through dedicated sales taxes, public-private partnerships, and regional collaborations. Instead of dismissing the plan as unviable, we should focus on advocating for sustainable funding solutions to ensure reliable and accessible transit for everyone.

66) NC is probably the only state that is pushing transit development (well, the NCGA seems mostly interested in long-distance passenger rail, but still) which has a chance of still getting federal funding. We just need to work to get our Republican politicians invested in local transit, not just regional rail. Regional rail is much more useful when it connects to high quality local transit.

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67) I am concerned about the transition of the FRX route to microtransit -- I have used the FRX for years to commute to and from Raleigh, but using the South Wake Tech stop. Could microtransit be only to get Fuquay residents to Wake Tech, where they could pick up the 40X bus? What if microtransit is not available? FRX could be a very good route, if run on a better schedule, and with different stops.
68) It is probably stuck in the PAST!! Get light rail NOW before the costs skyrocket out of sight!! Especially out to the stadium!! Soon to be a major complex!! We don't need to pave over so much of the earth!! It is having trouble breathing now!! Global warming!! Why do you think we have all the fires and severe rain storms. The Earth is trying to tell us to stop what we are doing to it!!
69) With the rapid gross of the triangle area, I'm disappointed with the lack of investment and transportation, especially the sidewalks and the bus shelter app improvements, and new additions. I noticed on the budget. There is very little increase in bus shelters.. This is a major concern if we are trying to move people from vehicles into Public transportation, we must make an investment now for the future.
70) This is a great idea for teenagers
71) I plan to become an active transit user but currently, the frequencies and routes are not ideal for me to use them daily. I'd love to be able to go from my house to downtown Raleigh or Cary or Midtown within a reasonable amount of time.
72) There needs to be a public transport way to get to the airport. Preferably a train.
73) Yes, a train that goes to RDU directly from Union Station would be very convenient and I bet it would be the highest ridership line of anything proposed if the S-line gets built out all the way to D.C.
74) There's no need to "toss out the baby with the bathwater" when it comes to the FRX route. That route gives me direct access to my job in downtown Raleigh (NC Natural/Cultural Resources) without worrying about driving through the chaos of US 401 every morning. Southeast Wake County is already neglected enough as is.
75) None of the proposed budget is for Holly Springs Fuquay-Varina who desperately need transportation from Southern Wake County to Raleigh on a more consistent basis. Is there any proposed budget spending for these areas? We also need to condition people to ride the buses and make it more familiar and easy to use. Are there any programs out there that help Wake County Citizens on the bus system.
76) I feel the plan does not include Holly Springs and Fuquay-Varina. These municipalities are in desperate need of some Transportation connecting to Raleigh on a more consistent basis. We have one bus stop near the community center that comes only twice a day if that. It's hard to use a system that is not on a regular schedule such as more often. We also need to make people feel more comfortable with using the bus system. I would use the bus system if I felt confident in my return trip once I get to my destination. Need more Outreach on the bus system and how it works.
77) I think if the local politicians in those towns were asking for increased transit, they would get some. But they don't seem to be. If you live in those places, you have to show up to some town council meetings, and vote reliably.
78) While every little bit helps, the transit budget pales in comparison to funds for cars. The Triangle is so car-dependent it is hard to imagine anything but a massive shift toward multi-modal transit will make any difference. For example, just widening small portions of only 12 roads in Wake County will cost over \$200 million, which is less than the entire FY 2026 Wake Transit Work Plan. Until seriously funded efforts are made to free us from car-dependency, not much will change. But I will never stop hoping that some day things will change!
79) Yes, the current transit plans scream cheap and short-sighted but they are better than nothing. Wake County alone has the funds to build out a couple light rail lines. I think Duke shutting down light rail there really deflated the momentum for real investment in transit here. There should have been a consequence for Duke doing that, but instead it didn't seem like our local politicians cared. I would have been shouting from the rooftops demanding accountability from Duke and their leadership.
If we allow individual stakeholders to hold up these projects, they will run into constant delays and therefore budget overruns, making future projects less likely. We must start building and not turn back.

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<p>80) Transit-oriented development is just as important as any project itself, and it is only mentioned once in the entire document. Also, if we're going to have a hub system (regional transit center), we should have more than one. We should have grade separated rail between Downtown Raleigh and Durham, then a shorter rail line that connects to a bus hub somewhere like between Raleigh and Cary. Taking an hourly bus all the way to RTC then to your destination is too slow as it is, transit needs to be usable for everyday use, not just commuting at very specific times. You must invest boldly and sustain that investment *before* the demand is there, and develop higher density along transit. If you do that, it will work. If you don't, ridership will never come. Yes, you will bleed tons of money at first but highway projects always bleed money unless they're a toll road and we build those like it's nothing...</p>
<p>81) Would you please consider GoRaleigh's Route 8 for frequent 15-minute service? If not, could we at least getting 30-minute service during the day and extending service an extra hour. The last bus is at 10 pm, which is too early.</p> <p>Could we also consider extending service on the L routes? They end service way too early.</p> <p>What are the plans for the proposed 100X and the new truncated DRX? I think the DRX should still go to DT Raleigh (okay to terminate at the RUSBus station instead of Moore Square). Also, a direct bus connection to the airport from DT Raleigh should be considered, getting anywhere via two buses is too clunky for a major city like Raleigh.</p> <p>We also need direct service between RTC and Brier Creek, perhaps via the airport.</p> <p>What is the progress on the BRT?</p>
<p>82) Please supply transit options to the Cary area around Kildaire Farm Rd. and Ten-Ten Rd. Either extend GoCary 5 or provide a GoTriangle stop. A new high school is opening up in that area. Students there and at the Western Campus of Wake Tech need public transportation. In addition, getting funding for bus stop seats is needed as soon as possible.</p>
<p>83) I strongly support the approach to changing the FRX service to a micro transit in order to still support an under utilized route.</p>
<p>84) 1. Add funding to Go Raleigh to have ONE APP so riders have one app to access all services powered by Go Raleigh 2. For the Micro Transit needs to share ONE common name for a hyphen of the region it supports but ALL residents be able to use ONE App to access all. One Transit App powered by Go Raleigh. For example SMART RIDE-NE, SMART RIDE - SOUTH OR SE (serving that region), SMART RIDE - WEST (serving Fuquay, Apex, Angier, part of Cary) SMART RIDE North 3. Provide daily 15 min service to the airport to a Central HUB to allow passengers to transfer to a route to there destination. 4. Raleigh is the Capital of NC with many new residents, travelers, visitors and NO alternative transportation to and from the airport is a missed opportunity, revenue and the convenience for non drivers 5. Connect more towns and connection to places without making residents to go downtown Raleigh 6. Create more Park & Ride 7. Focus on cleaner buses 8. No more focus groups and wasteful spending on light rail or any rail project 9. Create a route White Oak/Jones Sausage/New Hope last stop to Capital Blvd 10. Need more North to South routes 11. Create routes that the rider will only need to transfer once to there final destination. 12. Create survey question not just focusing on work or where a person live. Riders have other obligations outside those core basic questions. Riders want to travel move freely and easy throughout Wake County</p>
<p>85) Better advisement of service by each town and wake county</p>
<p>86) NA</p>

<p>87) The 9 route is a good thing, please keep it. Aim toward routes running every 15 minutes and later at night, as the 1, 9, and 15 now do. It's a great pity Light Rail didn't get the go-ahead in this area. Frequent and reliable transit is the answer to solving the highway and traffic issues here! Plus it would be good for the environment.</p>
<p>88) With the multiple zoning that is occurring within the city limits of Raleigh, the county and the Triangle area transportation needs more investment thinking about the future. I moved here in 1998. The population has doubled since then if it continues at this pace, we will be like other Metropolitan areas for traffic is a nightmare.</p>
<p>89) We are woefully behind in implementing these transit plans and objectives. The costs of creating Bus Rapid Transit and other commuter routes only increases and becomes more expensive with time. The current selection, availability, and frequency of routes are inefficient and are not providing alternatives to those able to drive. Missed bus routes can often be beaten to their final destination(S) by driving before the next bus arrives at the missed stop. What incentive do I have to ride after arriving 5 minutes late to catch a bus when my choices are: to simply drive 20 minutes to work or wait another 20 minutes for a bus to show up, then ride 20 minutes to work? This doesn't even take into consideration the travel distance and travel time to even arrive at a stop. The hubs are inefficient and the spokes are broken and incomplete.</p>
<p>90) Route 14 (Atlantic Ave) will be beneficial.</p>
<p>91) I greatly support the projects related to bus infrastructure including improvements to sidewalks in the FY2026 Work Plan. Having safe access via sidewalks to bus stops and covered stops will encourage ridership.</p> <p>While I agree that the current plan is a step in the right direction, access for those living in northeast Wake County is limited. As development expands into the outlying areas of Raleigh and Wake County, consideration should be given to roadways designed for rural traffic or with choke points and safe pedestrian access to those routes. The Rolesville to downtown Raleigh line was eliminated and there is no pedestrian access to the remaining routes within 5 miles, so riders would need to drive to the stops and at that point they might as well just drive to their destination. For a concrete example of where an improvement could be made, Forestville Road subdivisions in northeast Raleigh are bound on the west by the Neuse River. This only allows for two ways to downtown Raleigh - Buffalo or Mitchell Mill Roads. Buffalo Road only has a two lane bridge over 540 and the Neuse River, and it is unclear if there are plans to widen them. There are currently 4 subdivisions under development in this area, including a multi-family development, and no nearby transit options or sidewalk connections to greenways. This will soon become a traffic nightmare. A park and ride or a stop in the new Publix development or the adjoining multifamily developments on Buffalo and Forestville Roads would definitely help alleviate future congestion. Thank you!</p>
<p>92) As our population ages (and this includes me), we very much need a transit plan that incorporates the Triangle Area!!</p>
<p>93) If there is anything that really stands out to me is the need for public transportation for those of us who live in Fuquay Varina/Holly Springs and commute to RTP each day.</p> <p>The cost of driving a car from Fuquay Varina using the 540 freeway all the way to South Durham is \$10. The cost of gas isn't what it was in 2016.</p> <p><u>An express bus line from Fuquay Varina/Holly Springs to RTP</u> would really help those of us who wish to save money on the commute.</p>
<p>94) I'm one of the rare current riders of the GoTriangle WRX bus, which is ignored in the 2035 Transit Plan update. I ride it from Triangle Town Center on the days I commute to downtown Raleigh. From my experience, the route suffers from a negative feedback loop of malinvestment that has diminished ridership:</p> <ol style="list-style-type: none"> 1. One hour headways means if a rider misses a bus, they have to wait an hour for the next one. No commuter wants that. 2. This bus only operates during peak hours. This is problematic for me because I need to start my afternoon commute home during off-peak times to support my family.

3. GoRaleigh does not prioritize this route when bus drivers call in sick. I have regularly seen afternoon runs of the WRX cancelled without notice, leaving riders stranded.

4. The fallback for me is the GoRaleigh 1 bus. I am sympathetic to many of the riders who use it to get to essential services, such as shelter and drug rehabilitation. That said, the disruptions that occur due to passenger behavior discourage many from riding it. The route also regularly hits traffic on Capital Blvd, making its timetable unpredictable.

I would love to see the WRX bus upgraded to all day hourly service, with peak hour service every 30 minutes. This would encourage “Park and Ride” commuting from Wake Forest and Northeast Raleigh, which have very few transit options. I would also like to see dedicated bus lanes on Capital Blvd given that the GoRaleigh 1 bus has such high ridership and frequent service.

Otherwise, I am happy to see the GoRaleigh 2 bus service being upgraded to 15 minute headways. I previously did not take this bus because it used to take twice as long to ride the bus than drive. More frequent service combined with the current express service from Five Points to Downtown Raleigh makes it a more attractive commuting option from where I live. I would also like to see peak hour “express” service options on the 1 and 2 bus routes (and other frequent service routes). As a general rule of thumb, commuters like me won’t take the bus if it takes more than 1.5 times the driving time.

95) My main feedback is THANK YOU. The plan includes multiple improvements to get from Apex to Cary and Raleigh. I am excited about the frequency of Route 12 and Route 305 and anticipate riding at least weekly and probably more often.

I wish that Route 311 had full-day service, rather than only serving commuters with traditional business hours.

My highest priority is a bus option to get from downtown Apex to the Eva Perry Library. That is a four-mile sloping loop on foot from my house, which is quite far when hauling books at my age. I would absolutely use a limited service between the Apex Senior Center and the Apex Library. Maybe leaving at 2pm and returning at 4pm even three afternoons a week. Getting to the library is the biggest barrier to a car-free life for me.

I am age 62 and on a restricted income. I would like to stop driving and my 24-year-old car is reaching the point where repairs no longer make sense. I live about a 12-minute walk from downtown Apex. The biggest challenge as a age is the distance between home, my destination, and the bus stops. The walking requirement can make it tough to return fast enough to catch a subsequent bus. This applies to how the Apex Circulator bus stop is quite a sloped distance from the Walmart for older passengers carrying shopping bags.

Age also brings a heightened awareness of the need for covered seating at the bus stops, especially when the routes only circle hourly. In our area, the weather can be significant challenge when waiting outside unprotected from extreme heat, heavy rain, and cold winters. Also access to public restrooms becomes vital when the trip involves long walks and long waits for the bus that then makes a long slow loop. I often get off the bus with bladder urgency, even though I intentionally let myself get somewhat dehydrated before riding.

Thank you for the chance to give feedback!

96) Since I saw no survey link in your email, you’re getting emailed comments. Glad to see the progress made on making transit more of a reality though it still feels many years away from being widely used. I live on Old Raleigh road in Heatherwood and am happy to see more mention of Apex, Fuquay and Holly Springs in planning phases as many of our communities have residents with less vehicle access or families sharing cars that need options. I have a vision impairment and cannot drive at night, so access to safe and reliable transportation matters. I’m glad to see ADA Services were mentioned. The current Go Apex route doesn’t come near my house and I’d have to walk a mile to the nearest stop. Hoping that changes some day. I like that they included stops for the library, town hall and the senior center. I still hope that the county can reconsider some sort of high speed light rail in their plans as that would serve more people and would help during bigger

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events like the State Fair and other sporting events to have stations and stops near the fairgrounds and university. Transit systems also create jobs (the FY26 plan notes salaries over \$100,000 for Raleigh planning staff) but it also could create transit police jobs like many bigger cities have. The safer I feel on the system the more likely I am to use it to get from place to place. So lighting at the bus shelters and an up to date schedule are big considerations. I also like seeing service to WakeMed listed, a stop at an urgent care or pharmacy with something like a Minute Clinic should also be considered. Please keep sending out notices and updates - following this project and appreciate the Town of Apex and Wake County's continued planning efforts.

97) Why are you sending this survey out now? With the federal funding cuts decimating the Triangle, where will the funding come from to support transit expansion?



Level 2 - Engagement Phase Strategy

Date: March 12, 2025

Project Name: Recommended FY 2026 Wake Transit Work Plan

Project ID#: TO002

Phase Number: Phase 2

Phase Title: Recommended

Engagement Activity Date(s): May 1 – May 15, 2025

Project Sponsor/Lead Agency: GoTriangle

Which month do you plan to present to the Community Engagement Subcommittee? March 2025

Contact Person: Curtis Hayes

Phone: 919-482-5011

Email Address: rhayes@gotriangle.org

Activity Type: Wake Transit Program-Level Activity

Do you have consultant support for this activity? No

Consultant Company/Contact Name: N/A

Select purpose of this engagement phase (choose all that apply): 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

Appendix 4

Description of Engagement Phase: The purpose of Phase 2 of community engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the recommended FY2026 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 the recommended Work Plan through the review and commenting process.

In accordance with the Wake Transit Community Engagement Policy, it was determined that the recommended FY 2026 Wake Transit Work Plan requires a 14-day public review and comment period. In addition, it was determined by the lead agencies that the recommended Work Plan engagement would be combined with the outreach for the 2035 Wake Transit Plan Update as the comment periods overlap. As the entire Wake County community could be impacted by the Work Plan and the WTPU, it was determined that a multichannel digital engagement strategy conducted with a 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 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 infographic and flyer (English and Spanish)
- 4) Social Media: Facebook (GoTriangle)
- 5) Social Media: Instagram (GoTriangle)
- 6) Social Media: X (GoTriangle)
- 7) Social Media: X (Wake Transit)
- 8) Comment Form (online and print)
- 9) Tabling/In-Person Events
- 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.

Messaging

This section includes the following messages:

- Public Notice: A 14-day public comment period for the recommended FY 2026 Wake Transit Work Plan is scheduled for May 1, 2025 – May 15, 2025.
- The goal of the Wake Transit Program is to improve and expand Wake County's transit network, both locally and regionally.
- The FY26 Work Plan includes the specific operating improvements and capital investments proposed for funding during fiscal year 2026, which begins July 1, 2025 and runs through June 30, 2026.
- In the FY26 Work Plan, the Wake Transit partners are proposing to invest \$186.55 million on transit operating and capital projects.
- Now is the time for community members to review the Work Plan document, learn more about its specific projects, ask questions, and submit comments about its proposals.
- We want to hear from you.
- Your opinion matters and helps.
- We need your input.

Appendix 4

- Only 3 days left.
- May 15, 2025 is the last day to comment.

Phase 2 Schedule

Process Step	Deliverable(s)	Timeline
Level 2 Planning	Level 2 strategy form Communication checklist Engagement checklist	Complete Complete Complete
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan	Under development
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 2	In the works
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation	May 1 to May 15, 2025
Summary Report	The draft engagement summary report for each phase of engagement should be added at the end of the project	TBD

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

Wake County

Was an engagement equity analysis completed for this project? Yes

Social Media Schedule

Post Date	Post Type	Key Message(s)
Post 1 – 05.01.25	Social Media	Comment Period Open
Post 2 – 05.03.25	Social Media	Call to Action
Post 3 – 05.06.25	Social Media	Call to Action
Post 4 – 05.08.25	Social Media	Call to Action
Post 5 – 05.12.25	Social Media	Call to Action
Post 6 – 05.15.25	Social Media	Last Day to Comment

Tabling Events Schedule

Tabling for the recommended FY 2026 Wake Transit Work Plan will be combined with the effort for the 2035 Wake Transit Plan Update. Please refer to the engagement strategy from CAMPO regarding the combined tabling effort.

Support Requested from TPAC Partners (add rows as needed)

Partner Support Description	Date(s)
Share, like, and comment on social media posts	May 1 to May 15, 2025

Appendix 4

Inform boards, councils, committees, and staff	May 1 to May 15, 2025
Host at least one event in your community	May 1 to May 15, 2025
Share notices on websites and in newsletters	May 1 to May 15, 2025
Post notice at stops, on buses, and in high traffic areas	May 1 to May 15, 2025
Word of mouth—tell everyone!	May 1 to May 15, 2025

Audience Engagement Objectives (add rows as needed)

Target Audience Group	Performance Target
African American	Target is 21% of survey and event participation (US Census Bureau, 21%)
Asian	Target is 10% of survey and event participation (US Census Bureau, 10%)
Hispanic/Latino	Target is 12% of survey and event participation (US Census Bureau, 12%)
Disabled	Target is 9% of survey and event participation (US Census Bureau, 9%)
LEP	Target is 20% of survey and event participation (US Census Bureau, 20%)
Low Income	Target is 7% of survey and event participation (US Census Bureau, 7%)

Appendices

Appendix 1 – Communications and Engagement Tools Checklists

Appendix 1

Checklist: Communication Tools and Tactics

Project Name: Recommended FY 2026 Wake Transit Work Plan		Project ID#: TO002	
Contact Name: 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		
	emails	X	
Social Media Posts (Paid or Unpaid)	Facebook	X	
	Instagram	X	
	Twitter	X	
	LinkedIn		
	Next Door		
Print Materials	Social Media Geo-targeting		
	A-frame poster		
	Flyers	X	
	Postcard		
	Brochure		
	Rack Card		
	Yard Signs		
	Bus Placards		
Events	Surveys		
	Public Meetings		
	Ribbon Cutting		
	Webinar		
	Promo Items / Giveaways	X	
Website Updates	Custom Landing Page	X	
	Updates to existing content	X	
	News Item		
	Graphics /Header/Icons	X	

Appendix 1

Checklist: Engagement Tactics by Target Audience

Project Name: Recommended FY26 Wake Transit Work Plan		Project ID#: TO002																		
Contact Name: 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						
	Print surveys / comment cards	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	X	X	X	X						
	Tabling at festivals, parades, job, resource & health fairs, and other community events	X								X	X	X	X	X						
	Educational events																			
	Major holiday celebrations																			
	Community meetings																			
	Group presentations																			
	Public hearings																			
	Town halls																			
Translation & interpretation	X										X									
Please add additional lines if needed.																				



Level 3 - Engagement Summary Report

recommended FY 2026 Wake Transit Work Plan

Date: May 17, 2025
Contact Name: R Curtis Hayes
Email: rhayes@gotriangle.org
Phone: 919-482-5011

Section 1: Project Overview

The purpose of engagement for the recommended FY 2026 Wake Transit Work Plan was to ensure that all members of the Wake Transit community were informed about the Work Plan and the opportunity to participate through the review and commenting process. In accordance with the Wake Transit Community Engagement Policy, a 14-day public review and comment period was held. It began May 1, 2025, and concluded on May 15, 2025. Exactly 9 comments (7 online and 2 emailed) were received during this timeframe. Those comments were forwarded to project planners.

Adoption Process Summary

Communications and engagement for the recommended FY 2026 Wake Transit Work Plan were developed in collaboration with lead agency personnel and submitted through the standard TPAC protocol, including the Community Engagement Subcommittee and the TPAC committee. The lead agencies combined this effort with the engagement for the 2035 Wake Transit Plan Update, which was held from May 1-May 31, 2025.

Section 2: Engagement Phase 2, recommended FY 2026 Wake Transit Work Plan

As the entire Wake County community is impacted by the recommended FY26 Work Plan, a multichannel digital engagement strategy and a collection of print materials were developed for use during a variety of in-person events. In addition, a word-of-mouth effort was conducted alongside digital engagement and in-person campaigns. The engagement strategy included a variety of communications materials from print to pixel for the convenience of the public and the Wake Transit partners. A toolkit was developed and posted online for the Wake Transit partners to use. The communications materials used key messages to create emails, social media posts, a news release, an infographic, and flyer content. Printed materials were also developed and made available during in-person tabling events.

Survey Results

Exactly 10 comments were received during the community review and public input process. The total included 7 comments received through the online survey and 2 via email.

Messaging

- We want to hear from you. We need your input.
- Your opinion matters and helps.
- Only 3 days left.
- May 15, 2025, is the last day to comment.

Appendix 5

Communications Tools

- 1) Email Campaign
- 2) GoForward Website
- 3) In-Person, Tabling Events
- 4) Print Items: Infographic, Flyer
- 5) Social Media: Facebook, Instagram, and X
- 6) Survey
- 7) Wake Transit Blog

Social Media



Email w/ Infographic



Communications Campaign Results

The communications and engagement campaign resulted in a total of 10 comments, including those received online and through email. The results of the digital part of the communications effort are shown in the table below. Key metrics for social media included impressions, engagements and link clicks.

Appendix 5

Social Media Results Table

SOCIAL MEDIA	IMPRESSIONS	ENGAGEMENTS	CLICKS
Facebook (5)	1,547	50	14
Instagram (2)	483	16	0
X (GoTriangle) (5)	796	24	3
X (WT) (6)	317	7	0

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

Email, Website, and Blog Results Table

CHANNEL			
Blog	82 unique sessions	88 page views	72 total users
Email	3,687 recipients	1,222 opened	219 clicks
Website	30 views	4 entrances	3 min 49 sec average

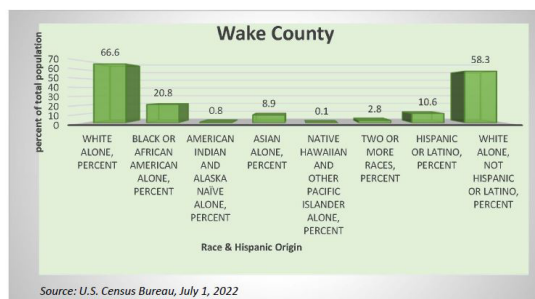
In-Person Engagements

Please refer to the events calendar reported by CAMPO for the full schedule for the combined engagement period.

Engagement Equity Analysis

An engagement equity analysis was developed as part of the Level 2 Engagement Strategy for the draft FY 2026 Wake Transit Work Plan.

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?

Title VI Demographic Results

The low survey participation for the recommended Work Plan indicated that the previous phase of engagement for the draft Work Plan was successful in raising awareness of FY 2026 Wake Transit Work Plan, including communities of concern. The demographic measurements gathered and examined by the survey for the recommended Work Plan are found below.

Appendix 5

86%	I live, work, and/or attend school in Wake County, NC.	6 ✓
86%	My primary language is English, or I speak and read English well.	6 ✓
71%	I am 25-64 years old.	5 ✓
71%	I identify as male.	5 ✓
29%	I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander).	2 ✓
29%	I am Hispanic, Latino, or Spanish origin of any race.	2 ✓
14%	I identify as female.	1 ✓
14%	I identify as non-binary or other gender.	1 ✓
14%	I am 18-24 years old.	1 ✓
14%	I am 65 years old or older.	1 ✓
14%	I am or am considered to be disabled.	1 ✓
0%	I am 17 years old or younger.	0 ✓
0%	My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar.	0 ✓

7 Respondents

Comment Matrix

Comments were received online and through email. Wake Transit planners reviewed each of the 9 comments, responded as appropriate, considered their impact, and evaluated appropriate inclusions of the input into the recommended FY 2026 Wake Transit Work Plan. All comments are included in the table below.

1)	Please continue to focus on more frequent bus services and more routes, including regional, with fully developed bus stops that are safe and covered.
2)	It feels like Fuquay is getting neglected yet again. The FRX route has allowed me to work as a state employee in downtown Raleigh without worrying about the insane traffic on 401 or parking (especially since I can't afford a car at the moment). I thought the goal of FRX was to provide a direct connection to Raleigh? Abandoning it for a micro transit will only sever that connection and hurt commuters who need a direct route to Raleigh.
3)	More attention needs to be paid to the eastern side of Wake county, specifically Zebulon. The ZWX bus service should expand to cover the weekends. If the goal of the bus is to get people into Raleigh for work the service should start earlier than 6am (4 or 5 am) to allow time for bus connections to other parts of Raleigh, since not everyone works downtown or has a starting time of 9am. Also, I believe Zebulon has two micro transit options, the GoWake SmartRide NE and the GoWake Access. I think the SmartRide NE that connects Wendell, Zebulon, and Rolesville is a good idea, however, I wonder if it would be better as a fixed bus route, especially during the weekend.
4)	Glad you are choosing to invest in microtransit as well since Raleigh News and Observer or IndyWeek covered a story in the past year about a student going to Wake Tech campus and

<p>taking a microbus from his home in Garner (I believe this was his residence) to and from his classes.</p>
<p>5) 1. On pg 8, the Commuter Rail Project Assumptions Table mentions a Phase 1 and a Phase 2. Please add text describing the limits of the two phases. If this info is buried somewhere else in the document, please add a reference to where it can be found on the Assumptions Table.</p> <p>2. Regarding the commuter rail project, Chap 2 notes that decisions have still not been made on how or if the project moves forward. Since the project cost is over \$3 billion, there is not any federal support, there is not support from the state legislature, Durham County does not have the funds to support the project, ridership projections do not support the project, it would serve a very limited area of the county, it would drain much needed funds from other transit needs, the railroads will fight it in every way driving up project costs, and there are significant technical difficulties. Given these reasons, the project should be removed from further consideration.</p> <p>3. Pg 42, right side of pg, 5th bullet down from top, "GoTriangle is scheduled to refund the Wake Transit Plan the secondfirst tranche ..." Please revise "secondfirst" if it's a typo.</p> <p>4. Please clarify if there is continued funding for the NE Wake County SmartRide program serving Knightdale, Wendell and Zebulon.</p>
<p>6) While I believe that Microtransit is a pretty bad investment, there's some pretty good things in this Work Plan. Like the increased frequency on the GoTriangle route 100 and the GoRaleigh route 14. My partner depends on the 24L and another route in order to visit me and come with me to church. This is a long trip and not direct. So, I'm very excited for the route 14 Atlantic, since that will provide a one seat ride for her to come visit me and turn the 3-seat ride for church into a 2-seat ride.</p>
<p>7) Town of Apex supports the provision of funding for TO005-BF GoApex Route 1: Fixed-Route Circulator with increased frequency beginning in Q4 (April-June) of FY26. However, Town staff want to make CAMPO aware that we've recently learned that it may become logistically for us to increase frequency on Route 1 in November 2025, instead of April 2026, as currently planned. Staff see benefits to accelerating this operating improvement and wanted to note that the main reason for initially selecting Q4 for implementation instead of sooner was limited vehicle availability, which is what we've learned could possibly be alleviated sooner than expected. We understand the timing is not convenient for the timeline of the Work Plan adoption, and there are still several discussions needed in order to confirm the feasibility and ensure that this could be accommodated in the Town's own FY26 budget. Our intention at this point is to continue those discussions and if it does seem feasible, to request a Q2 amendment through the regular Work Plan amendment process, possibly retroactive to the implementation start date. The purpose of this comment is mostly for transparency's sake. Town Staff plan to coordinate with the Wake Transit staff team about this with the upcoming amendment cycle.</p>
<p>8) West Cary near a tax credit property the grove at Cary Park need bus stops and a route like now not 3 years or more .this neighborhood does have door to door but no bus stops at all .can't you work with the town of Cary to get something.Thank you Monica sanders.</p>
<p>9) Thank you for the 9 Hillsborough/Plaza West bus -- at last an every 15-minute connection from Western Blvd to Hillsborough Street! Now: Yes, expanding times on routes to run every 15 minutes is good--doing that on all lines would be better. Rail connections to all cities in NC should be in place, but that's a long way off. One point that bothers me is the lack of incentive for riders to take buses. The existing Park & Ride lots are OK for those with cars or those who can get a bus or ride close enough to the stop. I've seen some ads about youth passes and taking the bus, but it seems nobody with a car would ever think of taking a bus, except to and from a P&R. There's a stigma. What about a contest or perk for bus ridership -- corporations in other parts of the country issue monthly Commuter Checks to help workers cover monthly transit costs. Or what about rewards for traveling the most miles by bus in a week? And public</p>

Appendix 5

recognition? Or ride shares and van pools? Such programs exist elsewhere. Some cities have Bike to Work or Walk to Work days. Why not do this in Raleigh? Such a plan would boost pedestrian and bicycle safety. Or, try a No-Car Day! Getting cars off the highways would cut carcinogenic exhaust fumes, general air pollution, accidents, and health care costs. Our society must reduce the number of cars, stop widening highways, and come up with better, cleaner public transport. I take buses almost every day, to work and elsewhere. I salute the transit drivers, cross my fingers and hope.