

**Draft FY26 Wake Transit Work Plan  
February 25 – March 28, 2025**

**Social Media Campaign**

**Facebook, Instagram, X, LinkedIn**

**\$5,500 for targeted ads**

**Post #1 – February 25, 2025:**

(Targeted to community of concern zip codes, \$500)

The Draft FY 2026 Wake Transit Work Plan is available for public review and comment from February 25 – March 28, 2025. In this year's Draft Work Plan, Wake Transit partners are proposing to spend \$181.1 million on transit operating and capital projects. To learn more about the specific projects requesting funding in FY26 and future programmed investments, visit <https://www.goforwardnc.org/wake-county/get-involved/>. Your opinion counts so be sure to submit your feedback while you're online. #waketransit

**Post #2 – February 27, 2025:**

(Targeted to community of concern zip codes, \$250)

We need your input on the Draft FY26 Wake Transit Work Plan. It is available now for public review and comment. The goal of the Wake Transit Program is to improve and expand Wake County's transit network. In FY26, Wake Transit partners are proposing to spend \$181.1 million on transit operating and capital projects. Learn more about the Draft FY26 Wake Transit Work Plan and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #3 – March 2, 2025:**

(Targeted to community of concern zip codes, \$750)

Which transit related projects regarding bus operations in the Draft FY26 Wake Transit Work Plan will impact you and your community? About \$62.2 million is being budgeted for operating projects in FY26. This includes the continuation of transit routes and services from previous years, including funding of the low-income fare pass and fare capping program, as well as the expansion and creation of other bus routes. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

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**Post #4 – March 5, 2025:**

(Targeted to community of concern zip codes, \$250)

Your opinion counts! Nearly \$118.1 million is being budgeted for capital/infrastructure projects in the Draft FY26 Wake Transit Work Plan. Capital funding is used to maintain, expand and improve Wake County's transit network and needed support infrastructure. Some examples of capital investments include building, improving and updating existing bus stops, transit centers and other rider facilities. One example includes \$55 million to support Bus Rapid Transit (BRT) projects like the Wake BRT: Western and Northern Corridors. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #5 – March 8, 2025:**

(Targeted to community of concern zip codes, \$500)

We want to hear from you! The Draft FY 2026 Wake Transit Work Plan is open for public comment through March 28, 2025. The Work Plan includes proposals to enhance GoTriangle's Route 40 shuttle service to RDU. It also budgets nearly \$21.2 to purchase transit vehicles for GoRaleigh, GoTriangle and GoWake Access. And, it includes \$5.6 million for GoRaleigh, GoTriangle and GoCary bus stop improvements. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #6 – March 11, 2025:**

(Targeted to community of concern zip codes, \$500)

Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy. The 30-day public comment period for the Draft FY 2026 Wake Transit Work Plan runs through March 28, 2025. Don't delay, comment today! Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #7 – March 13, 2025:**

(Targeted to community of concern zip codes, \$500)

Nearly \$118.1 million is being budgeted for capital/infrastructure projects in the Draft FY26 Wake Transit Work Plan. GoTriangle's Raleigh Union Station (RUS) Bus facility is on track to

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complete construction and begin operation of its bus terminal in 2025. This nearly \$40 million portion of the project was funded with multiple sources, including \$10.6 million from Wake Transit, and a Federal BUILD Grant of \$20 million awarded to GoTriangle for design, construction and bus acquisition. Your input helps keep Wake County going forward with more projects like RUS Bus. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #8 – March 17, 2025:**

(Targeted to community of concern zip codes, \$250)

We need your input on the FY26 Wake Transit Work Plan. It is available now for public review and comment. The goal of the Wake Transit Program is to improve and expand Wake County's transit network. In FY26, Wake Transit partners are proposing to spend \$181.1 million on transit operating and capital projects. Learn more about the Draft FY26 Wake Transit Work Plan and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #9 – March 19, 2025:**

(Targeted to community of concern zip codes, \$750)

Which transit related projects regarding bus operations in the Draft FY26 Wake Transit Work Plan will impact you and your community? About \$62.2 million is being budgeted for operating projects in FY26. This includes the continuation of transit routes and services from previous years, including funding of the low-income fare pass and fare capping program, as well as the expansion and creation of other bus routes. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #10 – March 21, 2025:**

(Targeted to community of concern zip codes, \$500)

We want to hear from you! The Draft FY 2026 Wake Transit Work Plan is open for public comment through March 28, 2025. The Work Plan includes proposals to enhance GoTriangle's Route 40 shuttle service to RDU. It also budgets nearly \$21.2 to purchase transit vehicles for GoRaleigh, GoTriangle and GoWake Access. And, it includes \$5.6 million GoRaleigh,

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GoTriangle and GoCary bus stop improvements. Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #11 – March 25, 2025:**

(Targeted to community of concern zip codes, \$250)

There are only three days left until the end of the 30-day public comment period for the Draft FY 2026 Wake Transit Work Plan. Don't delay, comment today! Learn more and submit your feedback at <https://www.goforwardnc.org/wake-county/get-involved/>. #waketransit

**Post #12 – March 28, 2025:**

(Targeted to community of concern zip codes, \$500)

Don't delay, comment today! It is the last day of the public comment period for the Draft FY 2026 Wake Transit Work Plan. Add your voice to the future of transit in Wake County by visiting <https://www.goforwardnc.org/wake-county/get-involved/> and submitting your feedback through the public survey and comment box. #waketransit