

# 2035 Wake Bus Plan

## Focus Group Agenda + Approach

**Commented [JB1]:** Assuming these are structured as 90 minutes but we can chat with partners to see if 2 hours could work too, if we want to hold more time

**DRAFT 6/15/2026**

### Welcome & Introductions (5 minutes)

#### Welcome to the planning team!

Today, you'll step into the role of a transit planner and help make decisions about the future of bus service in Wake County. Topics we'll explore:

- Transit priorities and investments
- Future bus service concepts
- Community Mobility Hubs

#### Icebreaker Poll

- How often do you use transit?
- What's one word that describes transit in Wake County today?

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### Focus Area #1: Setting Priorities (15 minutes)

#### Quick Overview (5 minutes)

- What is the 2035 Wake Bus Plan?
- Why do planners have to make tradeoffs?
- How does public input influence investments?

#### Interactive Activity: Build your Transit Budget (10 minutes)

You have 100 Transit Dollars to invest in bus service improvements. Choose how to spend your budget (individual worksheet):

Investment	Cost
More frequent buses	40
Longer service hours	25
Better weekend service	25
Service to more places and communities	40
Better bus stops and passenger amenities	15
Improved walking, biking, and crossing connections	20
Faster regional transit connections	35
Community Mobility Hubs	25

### Group Challenge (10 minutes)

As a group, create a shared budget.

#### Discussion Questions

- What investments received the most support?
- Which investments were hardest to leave out?
- What tradeoffs did you make?

#### Trade-off Polls (Optional)

Help us understand what matters most to you. There are no right or wrong answers. Instead, we're interested in understanding which improvements you think should receive the greatest emphasis or happen first as future transit investments are made across Wake County.

- Better sidewalks or safer crossings to reach transit?
- Better bus stops (shelters, seating, lighting) or additional amenities (bike parking, charging stations, real-time information)?
- More local bus service or faster regional transit connections?
- Improve existing routes or expand service to new areas and destinations?

#### Group Discussion (5 minutes)

- Which results surprised you the most? Why?
- Were there any tradeoffs that felt particularly difficult to answer?
- What factors influenced your choices?
- Are there situations where both investments are equally important?
- Did your answers reflect your personal needs, the needs of your community, or both?
- Are there specific groups of people who might answer these questions differently (e.g., riders, non-riders, students, seniors, people with disabilities, commuters)?

**Commented [JB2]:** Showing this as optional in case there is more time with each group. This is repeating the same info that we're getting in the survey, so not a priority.

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## Focus Area #2: Network Concepts (35 Minutes)

### Provider-Specific SRTP Concepts (20 minutes)

Overview of:

- Existing conditions
- Key challenges
- Proposed service concepts
- Draft priorities

*\*Content customized for GoRaleigh, GoCary, and GoTriangle)*

Participants review proposed concepts (worksheet and map) and select:

- Most important improvement
- Most impactful improvement
- Most urgent improvement

*\*Additional activity questions TBD based on SRTP development*

### **Group Discussion (15 Minutes)**

- Which concepts best address community needs?
  - What destinations or travel markets are missing?
  - What would make the biggest difference for riders?
  - What concerns or implementation challenges should be considered?
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## **Focus Area 3: Community Mobility Hubs (30 minutes)**

### **Community Mobility Hub Overview (5 minutes)**

- What is a Community Mobility Hub?
- Why are they being considered?
- What features might they include?

### **Individual Activity: Pick Your Top 3 Locations (5 minutes)**

Using the interactive map, select the three locations where a future Community Mobility Hub would provide the greatest benefit.

### **Group Discussion (10 Minutes)**

- Why did you select those locations?
- Who would benefit most?
- What transportation challenges could a hub help solve?

### **Group Challenge: Prioritize Community Mobility Hub Locations (7 Minutes)**

As a group, identify the three locations to prioritize first.

For each location:

- Why was it selected?
- Who benefits?
- What connections should be included?

### **Final Poll (3 minutes)**

What feature is most important at a mobility hub?

- Real-time information
  - Covered waiting areas
  - Bike parking
  - Ride-share connections
  - Park-and-ride
  - Community gathering space
  - Retail/services
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## **Debrief (5 minutes)**

### **Summary:**

- Top transit investment priorities
- Top SRTP priorities
- Top mobility hub locations

### **Closing Questions**

- What did we miss?
- What should decision-makers know before moving forward?

### **Next Steps**

- Remaining engagement opportunities
- Online survey
- Project schedule
- Future phases of the 2035 Wake Bus Plan

Thank participants for helping shape the future of bus service in Wake County.