



WAKE BRT: WESTERN CORRIDOR

PUBLIC ENGAGEMENT PLAN

July 2026

Introduction

The Wake BRT: Western Corridor Public Engagement Plan (Western BRT PEP) serves as the public engagement and communications plan for the Wake Bus Rapid Transit (BRT): Western Corridor. This document introduces the Western BRT project, outlines a public engagement and outreach strategy for the corridor, and proposes a schedule for community events. The document also delineates agency roles and responsibilities for public engagement activities. The plan does not provide content for each stage. Content creation will be a collaborative process between Kimley-Horn and the Project Management Team. It will be tailored to each community, need, and event. The Western BRT PEP will be updated throughout the project based on the current project schedule.

Wake BRT Corridors

In 2016, Wake County residents passed a ballot measure to fund the Wake Transit Plan with a transit-dedicated half-cent sales tax. The Wake Transit Plan allocates funding through a 10-year investment program, which includes four BRT corridors originating from downtown Raleigh. The corridors include:

- Western Corridor (currently in final design, led by Kimley-Horn)
- New Bern Avenue (final design complete; construction beginning in 2026)
- Southern Corridor (currently in final design, led by HNTB)
- Northern Corridor (alternatives analysis underway, led by HDR)

WESTERN BRT CORRIDOR

The Western BRT corridor will connect the City of Raleigh and the Town of Cary with a 12-mile transit corridor consisting of dedicated guideway and mixed traffic operations. There will be 20 stations, but only 17 will be constructed as part of the Western BRT project. The remaining stations will be constructed through the New Bern BRT or Southern BRT projects. Each station will have service in both directions, either through two separate platform structures or one shared median platform. Several capital improvement projects overlap with the corridor, including the Raleigh Union Station Bus Facility, the Pullen Road bridge replacement, the Maynard Road grade separation, and the downtown Cary Multi-Modal Center among others.

PREVIOUS WESTERN BRT PUBLIC ENGAGEMENT EFFORTS

The Western PEP builds on previous public engagement over the past few years led by the City of Raleigh and the Capital Area Metropolitan Planning Organization (CAMPO). After the Wake Transit Plan, engagement for the Western BRT Corridor began in 2018 with the Wake

Transit Plan Major Investment Study, followed by the Western Boulevard Corridor Study in 2019. CAMPO finalized the Wake BRT: Rapid Bus Extension Study in 2023 and conducted the most recent Western BRT engagement. The BRT Extension Study included three phases of public engagement with dedicated email and phone lines, social media posts, virtual open houses, and stakeholder oversight teams.

General messaging on BRT has been developed for previous Western BRT materials. The City of Raleigh created a [Frequently Asked Questions \(FAQ\)](#) document for the Western Boulevard Corridor Study in 2020. The document provides detailed responses to questions about alternative route selection, multimodal connectivity, the Western Boulevard Extension, right-of-way, park-and-rides, and connections to other transit routes. These FAQs will be reviewed and updated for use on the website and social media platforms as needed to reflect the status of the Western BRT.

WESTERN BRT SCHEDULE

Preliminary design for Western began in January 2021. The Western BRT project design deliverables will start in Spring 2026 and continue through 100% design plans. The current schedule for public and stakeholder engagement is shown in the **Appendix**. It is subject to change based on project progress. This document will be updated to reflect the current project schedule as needed.

Wake Transit Community Engagement Policy

The Western BRT PEP complements the objectives, techniques, requirements, and performance metrics of the Wake Transit Plan Community Engagement (CE) Policy. The CE Policy applies to project sponsors and guides all public involvement activities for Wake Transit investments, including Western BRT, with three principles listed in **Table 1**.

Table 1: CE Policy Principles

CE POLICY PRINCIPLES	WESTERN BRT PEP APPROACH
Accountability	Involve and update the North Carolina Capital Area Metropolitan Planning Organization (CAMPO)'s Transit Planning Advisory Committee (TPAC) on planning efforts.
Inclusivity	Use multiple mediums (in-person meetings, virtual meetings, polling boards, social media, etc.) to gather feedback from the community.
Transparency	Define the community's role in the decision-making process and clearly communicate how that feedback is incorporated into design.

Accessible Materials, Messaging, and Branding

Accessibility will drive the design of print, digital, and video outreach materials to ensure that Western BRT engagement opportunities are equitable. The production team will prioritize strategies like using large print, dyslexia-friendly fonts, alternative text for images, color contrast, captioned video, and plain language for translation. Language translation for key marketing materials will comply with the Title VI Plans for GoRaleigh and GoCary.

All Western BRT outreach materials will include GO+ branding themes (like a project logo, fonts, color scheme, and design templates) to unify BRT corridor engagement within the region.

Project Management Structure

The following section details the different teams crafting and reviewing public engagement materials for the Western BRT project. The **Appendix** includes a breakdown of tasks and responsibilities.

PROJECT MANAGEMENT TEAM

The project management team (PMT) meets biweekly to coordinate the production of technical design deliverables. The PMT will review outreach materials and thoroughly check deliverables for quality. The PMT will coordinate with the outreach team to develop engagement materials and share feedback received through engagement activities so public input can be incorporated into the design process.

The PMT will invite additional staff to attend supplemental public engagement meetings when needed. Invitations to additional staff from the following departments and agencies might include:

- City of Raleigh Parks, Recreation and Cultural Resources
- City of Raleigh Communications Department
- City of Raleigh Community Engagement Department
- Town of Cary Parks, Recreation, and Cultural Resources
- Town of Cary Town Manager's Office
- NCDOT Office of Economic Opportunity & Compliance

AGENCY TEAM COORDINATION

The Agency Team will be updated monthly about PEP activities during active engagement blocks via email. The Agency Team will be responsible for supporting outreach activities and promoting messaging throughout the project. The representatives from the following entities will be updated:

- Wake County
- Wolfline
- CAMPO
- Transit Planning Advisory Committee (TPAC)
- GoRaleigh
- GoCary
- GoTriangle

Audiences

The goal of community engagement is to build trust between staff and the public by intentionally gathering feedback and giving accurate information about the project. This feedback also helps the project better serve the public, as designs can be updated in accordance with community needs.

An initial analysis identified the following audiences as having an interest in the Western BRT project. The PMT will work closely with the City of Raleigh and the Town of Cary to confirm and revise the list of audiences included in the PEP.

GENERAL COMMUNITY

The general community includes residents, employees, employers, organizations, businesses, and institutions in Wake County that are interested in or impacted by the project.

CURRENT RIDERS

Current riders include those who use GoRaleigh Routes 7, 9, 11, 11L, 12, 21, and 27; GoCary Routes 1 and 6; GoTriangle Routes 300 and 305; and all Wolfline routes except Routes 42 and 60.



COMMUNITY STAKEHOLDERS

Community stakeholders are defined as resident groups, organizations, nonprofits, and places of worship located within a half mile of the Western BRT. They will be invited to participate as stakeholders. The community stakeholder list will be reviewed and confirmed by the City of Raleigh and the Town of Cary. A preliminary list of potential community stakeholders is shown in **Table 2 based on proximity to station locations**. **This list will be expanded to include additional stakeholders along the alignment.**

Table 2. Potential Community Stakeholders within a Half Mile of Western BRT

COMMUNITY STAKEHOLDERS	CLOSEST STOP
Oaks and Spokes	All
Hosea Church	West at Martin
Communities in Schools of North Carolina	Blount at Moore Square
Vintage Church Downtown	
South Park	Wilmington at Moore Square
The Mosque of the Late King Khalid bin Abdul-Aziz Al-Saud, Inc.	
Fuller Heights	Saunders
Gateway Park Apartments	
The Row Raleigh Apartments	
Walnut Terrace	
Project Enlightenment	
Boylan Heights Neighborhood Group	Saunders / Hunt
Dorothea Dix Park Conservancy	
Inter-Faith Food Shuttle	Hunt / Pullen
Holy Name of Jesus Cathedral	Pullen
Kirby-Bilyeu Neighborhood Group	
Overture 55+ Apartment Homes	
Wake Young Women's Leadership Academy	
Governor Morehead School	
Pullen Community Center	Clanton
Pullen Memorial Baptist Church	

Family Promise of the Triangle	
Islamic Association of Raleigh	
Method Civic League	
Oak City Baptist Church	
Triangle Family Services	
Kentwood	Clanton / Blue Ridge
Method	
Driftwood Manor Condominium HOA	Blue Ridge
Wendy Ridge Condominiums Association	
Davenwood Neighborhood Group	Blue Ridge / Powell
Driftwood Estates	
Westover United Methodist Church	
Kadampa Center	Powell / Jones Franklin
Mount Vernon Middle School	
Dutch Village HOA	Jones Franklin
Fairview Hills	
Simmons Branch Trail HOA	
Fairview Acres	Jones Franklin / Wolf Wood
Arbor Creek Apartments	Wolf Wood
Roylene Acres Countryside Garden Club	
The Retreat at Raleigh	
Wolf Glen Apartments	
Colonial Heights Neighborhood Group	Wolf Wood / Farm Gate
Oak Run Townhomes	
Greenbelt HOA	Farm Gate
Walnut Hills	Fenton / Cary Towne
Covenant Life Church	Cary Towne
Triangle Aquatic Center	
Baptist State Convention	
Stoneridge Gracious Retirement Living	
Adams Elementary School	
Ryan Spring Apartments	Clanton

Christ the King Lutheran School Church	
Marigold Apartments	
Greenwood Forest	
Merriwood Apartments	Cary Towne / Sloan
Oxford Square Apartments	
Iron Gate	Sloan
Mobile Estates	Sloan / Chatham at Maynard
Maple Avenue Redevelopment Housing	
Freeway Church	
Evangelical Formosa Church of NC	
Church of God	
Coronado Village	Sloan / Urban
Chatham Square	Chatham at Maynard
East Cary Middle School	
Preserving Home, Inc.	
Freeway Church	Chatham at Maynard / Urban
Harvest Church	
Forest Park	Urban
Wheels 4 Hope	
First Baptist Church, Cary	Downtown Cary
Cary Elementary	
Cary High School	
First Cary United Methodist Church	

Corridor Business and Institutional Stakeholders

Corridor businesses and institutions located within a half mile of the Western BRT will be invited to participate as stakeholders. These groups will be critical for sharing project information and invitations for engagement opportunities. The corridor business and institutional stakeholder list is shown in **Table 3**. The preliminary list will be reviewed and updated by the PMT.

Table 3. Businesses and Institutions within a Half Mile of Western BRT

BUSINESS & INSTITUTIONAL STAKEHOLDERS	CLOSEST STOP
Nash Square	West at Martin
City of Raleigh Museum	Blount at Moore Square
Moore Square	
Raleigh City Cemetery	
Wake County Public Schools	Blount at Moore Square / Wilmington at Moore Square
Raleigh Convention Center	Wilmington at Moore Square
Shaw University	
The Weld Raleigh (Mack Real Estate Group)	Saunders
Dorothea Dix Park	Saunders / Hunt / Pullen
Central Prison (NC Department of Adult Correction)	Hunt
North Carolina Department of Health and Human Services	Hunt / Pullen
Governor Morehead School	Pullen
Pullen Park	
West Raleigh Alliance	Pullen / Avent Ferry
North Carolina State University	Pullen / Avent Ferry / Varsity
Capitol Broadcasting Company	Avent Ferry
Mission Valley Shopping Center	
Method Rd Shopping Center (Food Lion)	Clanton
Various restaurants and small businesses along Western between Gorman and Method/Kent	
Former K-Mart site and developer	Blue Ridge
Businesses near Powell	Powell
Plaza West	Jones Franklin
Fenton (Hines)	Fenton
WakeMed Soccer Park	Fenton / Sloan
Epic Games	Cary Towne
Lion's Park	
Cary Village Square Shopping Center	Cary Towne/Maynard
Cary Swim Club	
Freeman Center	Chatham/Maynard
Maynard Plaza	
Patel Brothers	
Chatham Square	
The Center Shopping Mall	
Businesses on E Chatman Street	

R.S. Dunham Park	Cary Towne / Sloan
Urban Park	Urban
Page-Walker Arts & History Center	Urban / Downtown Cary
Cary Arts Center	Downtown Cary
The Jordan project	
Cary Depot	
Cary Downtown Theatre	
Cary Public Library	
Heater Park	
Various businesses along Chatham	
Herbert C. Young Community Center	
Lexie Lane Park	
Town Center Park	

ANTICIPATED AUDIENCE QUESTIONS

By anticipating the questions, interests, and concerns of the various audiences, the project team can tailor engagement techniques and materials to address them. The anticipated questions, interests, and concerns by audience are identified in **Table 4** and were based on past engagement efforts for local and national BRT projects. This list will be updated as the project progresses.

Table 4. Anticipated Questions, Interests, and Concerns by Audience

AUDIENCE	ANTICIPATED QUESTIONS / INTERESTS / CONCERNS
General Community	• Project purpose and need • Project costs and funding sources • Project delivery timeframe and status • Benefits of BRT in general and this Western BRT specifically • Station locations and access • Station design and features • Opportunities for input and additional information • Development and displacement
Current Riders	• Changes to current bus route design and timing, including replacement of Route 300. • Impacts on current bus fare for traveling in the corridor • Station amenities • Bus amenities • New transfer opportunities

Corridor Residents	• Impact on property values • Right-of-way acquisition • Impacts during construction • Impacts during BRT operations such as neighborhood access • Development and displacement
Corridor Businesses and Institutions	• Impact on property values • Right-of-way acquisition • Impacts during construction • Impacts during BRT operations including parking and business access • Development and displacement



PEP Phased Strategy

The PEP defines three phases of outreach as well as one additional phase for internal partners to analyze outreach results. Each public engagement event will have project overview and BRT information to ensure congruency between phases. The three phases are described below and summarized in Table 5.

Table 5. Engagement Objectives by Phase

PHASE	GOAL	OBJECTIVES
2026		
Phase 1: BRT Education and 30% Design	Ensure that stakeholders and residents in Cary and Raleigh have a robust understanding of the project.	• Introduce BRT and goals of the Western BRT project in context of the greater Wake BRT program • Present and receive feedback on station locations and typologies • Present and receive feedback on BRT guideway segments • Request input on first mile/last mile connections to BRT stations as part of the separate Station Area Planning project
Spring 2027		
Phase 2: 60% Design & Creative Station Planning	Creatively gather public and stakeholder input on station, technology, stormwater, amenity, and public art options by partnering with Raleigh Arts.	• For new participants, introduce BRT and goals of the Western BRT project in context of the greater Wake BRT Program • Present and receive feedback on station designs by typology • Present BRT guideway segments • Share first mile/last mile connection recommendations and receive feedback
Fall/Winter 2027		
Phase 3: 90% Design	Share the results for the previous two engagement phases and collect final station design preferences including landscaping,	• For new participants, introduce BRT and goals of the Western BRT project in context of the greater Wake BRT Program • Present and receive feedback on detailed station designs

	materials preferences, etc.	• Present final recommendations for first mile/last mile connections
Ongoing		
Phase 4: Engagement Documentation and Closeout	Document engagement activities, participants, input received, and outreach outcomes in an online project database.	• Document outreach activities in an online database • Detail contact information for participants of all outreach activities • Digital outreach analytics



Engagement Techniques

This section provides an outline of the engagement activities planned for the Western BRT project. Western BRT is a multiyear project with overlapping capital projects spanning two municipalities. Effective community engagement depends on communications and events that work harmoniously to share and collect information. Strategies and tools are tailored to the audience and can be modified to meet the changing needs of the community and project.

Project information will be communicated to the audiences through digital channels, print mediums, and events.

STAKEHOLDER ROUNDTABLES

The consultant team will work with City and Town staff to invite a list of community and business/institutional stakeholders to two roundtable sessions per design milestone. Keeping leaders informed upholds the Wake County CE Policy principles of accountability, inclusivity, and transparency. It also provides a forum for tailored conversation. For example, the Cary development community or Raleigh housing advocates can present thoughts directly to staff without taking away opportunities from the public during open houses. The stakeholder cohorts will be organized into two groups: community stakeholders and business and institutional stakeholders, as defined in the *Audiences* section above. These roundtables will precede the large public open house sessions. Conversations for each meeting will be tailored to the group, confirmed attendees, and their geography. Meetings can be hosted virtually or in person based on cohort preference.

PUBLIC OPEN HOUSES

The consultant team will host three open houses during the 30% design phase, two during 60% design, and two during 90% design.

At 30% design, the three open houses will be hosted at NCSU, in Cary, and in Raleigh. The design team will display roll-plot maps of the corridor and welcome questions and comments from the community. Open house content will be collaboratively drafted and reviewed during the PMT meetings. The open house will be advertised online and with printed materials, such as yard signs, when necessary.

CREATIVE ENGAGEMENT

In 2020, the City of Raleigh started an Artist in Residence program to support public art for BRT stations. The program delivers high-quality art and design to improve customer experience and increase ridership while creating a sense of identity and adding vibrancy to transit systems. Each BRT corridor has an artist responsible for leading a cohesive creative vision. R Stein Wexler started creative planning in spring 2024. Kimley-Horn will coordinate with Wexler to integrate engagement opportunities into pop-ups, community meetings, and business meetings.

The artist will work with the City of Raleigh and the Town of Cary to ensure that any proposals undergo proper municipal review and approval. The artist is responsible for the funding plan and implementation of any art integration project resulting from the Western BRT engagement.

POP-UPS

Pop-up events during all stages of the project help keep community members informed and excited about multiyear projects. They will be strategically held at transit centers, key activity centers, and community events throughout the corridor. These events are intended to reach community members who may be less likely to attend traditional meetings, including:

- Transit Riders
- Limited English Proficiency (LEP) populations
- Racial and Ethnic Minority Populations
- People with Disabilities
- No Vehicle Households
- Student Populations
- Low-Income Populations
- Foreign-Born Populations
- Older Adult Populations

There will be a maximum of 12 total pop-up events planned to support engagement phases 1–3, with four events per phase. Pop-ups can partner with larger community events. Pop-ups will be supplemented with passive engagement, including polling boards at transit stops. These standalone boards will be developed to provide project information and collect feedback from transit riders. These boards will be placed in transit shelters throughout the project area.

Major pop-up event materials will be produced in both English and Spanish (in-person translation will be provided on an as-needed basis). The materials will contain information relevant to each stage of the project as well as any known future opportunities for engagement in the form of flyers, brochures, postcards, etc.

Kimley-Horn will be responsible for facilitating, gathering input, and summarizing the pop-up events. The pop-up events will be summarized in a brief memo format to be included in the engagement summary report.

ONLINE CAMPAIGN

The online campaign will complement direct outreach efforts. Currently, BRT project updates are available on different websites hosted by multiple agency partners. Kimley-Horn will develop cohesive project website content with streamlined messaging to provide the public with up-to-date project and future meeting information.

SOCIAL MEDIA

The online campaign will leverage partner platforms to reach as many people as possible. Some opportunities include:

- CAMPO posts upcoming transportation planning public engagement events, initiatives, and opportunities on a PublicInput page with 8,000 subscribers
- The City of Raleigh Planning Instagram currently has over 3,500 followers
- Wake County Government Instagram currently has over 12,000 followers
- Leveraging the community and institution stakeholder accounts such as NCSU

Kimley-Horn will provide a social media content package for each design phase and a performance reporting spreadsheet. Partners will record and report analytics on their social media posts. Kimley-Horn will analyze performance after the content's lifespan.

ONLINE FORMS

One online form will be developed to collect feedback at each design milestone to correspond with each engagement block. PublicInput.com will be used to develop each online form. Kimley-Horn will provide content for each online form. Paper copies of each form will be developed to administer during popup events and to distribute to stakeholders by request.

Engagement Performance Measures

Establishing performance measures and regularly collecting and analyzing data on these measures is critical to the success of this PEP and the Western BRT project. GoRaleigh has established quantitative and qualitative public participation metrics as part of its Public Participation Plan and Title VI Plan. These metrics are organized into four categories:

- **Accessibility:** engagement opportunities are accessible by transit, ADA accessible, language accessible, locations represent area demographics, and participation is reflective of area demographics.
- **Reach:** number of participants, number of comments, online engagement opportunities, social media engagement, and media coverage.
- **Diversity/Equity:** number of nonprofits and community partners engaged, demographic distribution of commenters, geographic distribution of participants, number of attendees and comments received from minority, low-income, and Limited English Proficiency (LEP) persons.
- **Decision Integration:** Timeliness of comment review, response time to comments, and integration of public and partner input into transit service and fare planning decisions.

The specific metrics are available on GoRaleigh's Title VI webpage:

<https://raleighnc.gov/transit-streets-and-sidewalks/goraleigh-title-vi-program>.

The consultant will collect data to support and align with these metrics in GoRaleigh's Public Participation Plan and Title VI Plan. In addition, Kimley-Horn will maintain a comment-response matrix specifically for the Western BRT project that collects comments received through the wide variety of engagement techniques whether submitted in written or oral form. The matrix will include the comment, source, phase of design, review status, and disposition. The matrix will track if and how comments are incorporated into the project, supporting GoRaleigh's goal of decision integration. For comments that were considered but not incorporated, the matrix will document the reasons why, such as cost or technical feasibility.

For each phase, the consultant will prepare a detailed summary of the engagement efforts conducted during the design phase, input received, and how community input was evaluated and incorporated into the project. A summary of each phase's engagement activities will be included in the **Appendix**

Appendix

Phase 1: BRT Education and 30% Design Outreach

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Stakeholder Meetings						
Business/Institution						
Community						
Community Open Houses						
NC State						
Cary						
Raleigh						
Agency Presentations						
TSAC						
Pop-Ups						
Digital Engagement						
Social Media						
Surveys						
Polling Boards						
Phase 1 Summary						

Roles and Responsibilities

	PHASE 1: BRT EDUCATION AND 30% DESIGN FEEDBACK 2026				
Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	Western BRT City and Town Staff Team
PEP Kickoff	Early Spring 2026	Western BRT Staff Team	Introduce staff to the PEP and receive feedback.	Send meeting invitation, prepare materials, and address two rounds of feedback	Review materials, approve strategy, and provide suggestions for stakeholder members
Project Website	August 2026	General Public	Provide branded website content for project updates and advertise the public open house and input form quarterly.	Create website content and address up to two rounds of feedback.	Upload to respective websites
Public Digital Input Form	September 2026	General Public	Collect digital comments from community members who cannot attend an open house	Draft and create content, prepare advertisement materials for form, address up to two rounds of feedback, and summarize form feedback.	Promote and post online form

	PHASE 1: BRT EDUCATION AND 30% DESIGN FEEDBACK 2026				
Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	Western BRT City and Town Staff Team
Social Media	September 2026	General Public	Advertise the first public open house and form on social media/email	Produce one draft of social media graphics, content, and analytics tracking sheet	Post social media graphics to respective platforms and track analytics in spreadsheet. Send social media graphics and analytics tracking sheet to partners for their use.
Polling Boards	September 2026	General Public	Create polling boards with online map and form and marketing for public open house for transit riders	Produce content for polling boards and public online form.	Print and post polling boards at desired transit stops
Agency Coordination Meeting	Monthly through 2026	Agency Team	Introduce agency team to PEP and upcoming engagement events	Create presentation and materials for agency partners to review	Coordinate transit agency partner attendees
TPAC Meeting	Quarterly	Agency Team	Introduce TPAC to the PEP and ask for support during the Phase 1 engagement activities phase	Send meeting invitation, prepare materials, summarize feedback	Provide support for engagement activities
Press Release	September 2026	Media	Inform the public about the public open house.	Prepare press release	Send press release to media partners

	PHASE 1: BRT EDUCATION AND 30% DESIGN FEEDBACK 2026				
Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	Western BRT City and Town Staff Team
GovDelivery Email	September 2026	General Public	Promote the online form and upcoming public open house.	Draft email content and format	Send GovDelivery email to listserv
Community Stakeholder Roundtable	September 2026	Invited Cary and Raleigh community stakeholders	Inform invited Cary and Raleigh community stakeholders about 30% design milestones and answer questions ahead of public open houses. The goal is for community advocates and champions to extend invitations throughout their networks for the public open houses.	Prepare materials, facilitate, summarize feedback	Collaborate on invited stakeholder list, send meeting invitations, facilitate, send meeting materials, including mailers, procure venue if needed
Business/Institution Stakeholder Roundtable	September 2026	Invited Cary and Raleigh business/institution stakeholders	Inform invited business/institutional stakeholders about 30% design milestones and answer questions.	Prepare materials, facilitate, and summarize feedback	Collaborate on invited stakeholder list, send meeting invitation, send meeting materials, procure venue if needed
Public Open House at NCSU	October 2026	General public, students, faculty, and staff	Inform the public and campus community about 30% design and answer questions.	Prepare materials like roll plots, boards, design yard signs, and	Review and approve materials, produce and distribute yard signs and mailers (if needed), and promote events

	PHASE 1: BRT EDUCATION AND 30% DESIGN FEEDBACK 2026				
Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	Western BRT City and Town Staff Team
				summarize feedback	
Raleigh Public Open House	October 2026	General Public	Inform the public about 30% design and answer questions.	Prepare materials like roll plots, boards, design yard signs, and summarize feedback	Review and approve materials, produce and distribute yard signs and mailers (if needed), and promote events
Cary Public Open House	October 2026	General Public	Inform the public about 30% design and answer questions.	Prepare materials like roll plots, boards, design yard signs, and summarize feedback	Review and approve materials, produce and distribute yard signs and mailers (if needed), and promote events
TPAC Meeting	Quarterly	Agency Team	Review results of the Phase 1 public open houses, online form, community stakeholder roundtable, and business/institutional stakeholder roundtable, and preview the Phase 2 strategy.	Send meeting invitation, prepare materials, summarize feedback	Provide support for engagement activities

	PHASE 1: BRT EDUCATION AND 30% DESIGN FEEDBACK 2026				
Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	Western BRT City and Town Staff Team
Pop-Ups (4)	Ongoing	Transit riders, college students, etc.	BRT education, access changes, transit service changes, and station area planning	Prepare materials such as project flyers, polling boards, etc.	Provide support for engagement activities