Attachment C

AUGUST 2020 PUBLIC ENGAGEMENT MATERIALS

For FY21 Work Plan Reassessment & Vision Plan Update

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COMPREHENSIVE TECHNICAL TALKING POINTS

Background Points:

- The original Wake Transit Plan was adopted in 2016. It spans a 10-year period from 2018 through 2027. The plan ultimately took the form of a fiscally constrained vision and did not include an implementation element that prioritized or programmed the strategic phasing of investments throughout the 10-year period.
- Extensive public outreach was conducted during an 18-month period (2014-2016) for original plan
 development. Feedback was also solicited from a number of community leaders, stakeholders,
 and elected officials throughout the county. The feedback received helped set the vision and
 overarching investment goals for the Wake Transit Plan.
- These investment goals are characterized as 'the Four Big Moves': 1) Connecting all Wake County
 Communities; 2) Connect Regionally; 3) Frequent, Reliable Urban Mobility; and 4) Enhanced
 Access to Transit. Implementation of the Wake Transit Plan revolves around making these big
 moves a reality.
- Other investment goals set by the original plan include approximately two-thirds of total investment going to projects that are most likely to have the highest ridership (i.e., ridership services) with the remaining one-third for service that is spread out so as many people as possible have some service nearby (i.e., coverage services). Approximately half of the plan's investment is for providing transit service (i.e., service), with the remaining half reserved for infrastructure to make service more attractive, faster, and efficient (i.e., infrastructure).
- In our first three (3) years of plan implementation, significant transit system improvements have been made and initiated to begin advancing those investment goals. Highlights include: bus routes are operating for longer hours and with higher-frequency services; new bus routes have been added; more weekend service is available; all Wake County communities are connected to transit; planning for bus rapid transit and commuter rail service is well underway; bus stops have been added, improved and otherwise made easier to access; new environmentally-friendly vehicles have been purchased; technology is being upgraded system-wide; and programs are in place that allow youth and seniors to ride fare-free.
- The Wake County Transit Plan is updated every four (4) years to systematically revisit revenue, cost, schedule, and other project delivery assumptions and to extend its planning horizon so we stay apprised of our investment goals as we continue implementation. This first update to the plan will extend the planning horizon through 2030.
- Whereas the Wake County Transit Plan outlines 10-year investment goals, annual Wake Transit Work Plans detail specific investments to be funded in each fiscal year. The Work Plan is adopted each year in June.

• Included in each annual work plan is a multi-year investment strategy, which includes a multi-year operating program and a capital improvement plan that detail specific projects scheduled to be implemented through the remainder of the Wake County Transit Plan's horizon (e.g., FYs 22-27). The multi-year investment strategy currently reflects the Four Big Moves and other investment goals set by the original Wake Transit Plan adopted in 2016 and was generally populated by implementation planning completed in 2017 and 2018 that was designed to strategically phase the specific investments.

Current Situation:

- Before the current situation with the COVID-19 pandemic, all forecasted future-year revenues
 were allocated to a range of expenditures in the multi-year investment strategy. All revenues
 were accounted for by expenditures, and excess revenue in any given year throughout the horizon
 was little to none.
- Stay-at-home orders, social distancing, and other public health guidance have impacted and are expected to continue to impact the collection of public transportation-dedicated sales tax, which is the primary source of funding for Wake Transit programs and projects.
- The FY2021 Work Plan went into effect July 1st. Unlike past work plans, the current work plan reflects the financial uncertainty caused by the COVID-19 pandemic. Because of this financial uncertainty, the majority of planned FY2021 investments were put into an unbudgeted reserve queue to be considered for potential funding later in the year. All future-year expenditures contained in the multi-year investment strategy were determined to be out of balance with what we should expect from revenue collections.
- Updated financial scenarios reveal that revenues collected during the three (3) years to be added to the Wake Transit Plan horizon will likely need to be used to rebalance expenditures included under more optimistic assumptions in the original Wake County Transit Plan and in prior-year annual work plans. Accordingly, there is a very low chance of capacity for new investment in the additional three (3) years being added to the planning horizon. Many projects will need to be delayed. The financial scenarios also reveal that some cuts to planned expenditures may be necessary. We will continue to refine our financial scenarios as we acquire more revenue data in the coming months.
- These results set the stage for an ensuing program-level reprioritization and reprogramming process that will adjust our strategic phasing of investments to be in sync with the updated revenue assumptions.
- To inform this reprogramming exercise, we need input from the public and our stakeholders to help us set priorities for rephasing our remaining investments that continue to implement the 2016 Wake Transit Plan's Four Big Moves and overarching investment goals. The input may also be used to help determine expenditure cuts, if that is determined to be necessary.

Engagement Approach and Purpose:

• We are still trying to deliver the overarching vision and goals of the original 2016 plan, which is an important message to carry forward. However, we are reprogramming the projects/implementation elements that advance the vision and goals of the 2016 plan, and we

need to understand the community's priorities within this universe of projects to inform our reprogramming.

- Accordingly, it is not our intention to change the Four Big Moves or our overarching investment goals. Our overall investment mix is what it is because all we are working with are projects that were already developed from the original plan. We can remind the public of our overall investment goals.
- This is similar to the engagement we did back in the fall of 2017 when we were developing the Wake Bus Plan and we needed to learn more about the public's priorities within the bus services bucket of investment.
- The public engagement period will run from August 3rd to 28th and will solicit public input through a simple survey designed to capture priorities and tradeoffs among different categories of investment.
- The survey questions were designed to solicit input from the perspective of the public's actual
 travel needs and what may improve their travel experiences. The public can more easily ascertain
 tradeoffs between travel needs and how those needs relate to their condition as opposed to
 tradeoffs between specific project types or investments.
- From this, inferences can be made by planners about what travel need priorities mean for specific
 project types, service modes, service areas and access locations, service output levels, and travel
 markets that need to be served. The priority and tradeoff questions were designed to yield
 responses that will directly inform on priorities among implementation elements in our multi-year
 investment strategy.
- As much as possible, the proposed survey questions intentionally do not ask about specific projects. It doesn't typically work to ask the public about whether it desires one project or set of similar project types over another because the public doesn't really understand what specific projects, modes, service patterns, infrastructure improvements, etc. do for their travel needs. When we ask about opinions on specific projects or project types, there are built-in biases the public has with regard to certain projects that have nothing to do with their ability to address a travel need. It's the same concept with roadway planning if we ask whether the public prefers an expressway or a superstreet. The actual performance of both alternatives may be the same, but public respondents interested in regional mobility solutions might prefer the expressway because of their familiarity with it. In this case, the expressway would be an overkill solution if the superstreet meets the same performance goals. All of this is especially true in areas where the public does not have experience with applicable project types.
- The input received from the public will inform planners on what is most important to them as we rework our programming of projects through the 2030 planning horizon.

AUGUST 2020 PUBLIC ENGAGEMENT COMMUNITY TALKING POINTS

- The original Wake Transit Plan, which covered the 10-year planning period from 2018-2027, is currently being updated.
- The planning period is being extended three years, through 2030.
- Public feedback helped set the priorities and investment goals for the Wake Transit Program.
- These goals are characterized as "the Four Big Moves": 1) connecting all Wake County communities, 2) connect regionally, 3) frequent and reliable urban mobility and 4) enhanced access to transit.
- All projects funded with Wake Transit dollars are designed to make these big moves a reality.
- In our first three years of plan implementation, significant transit system improvements have been made. Highlights include bus routes operating more often and for longer hours, additional bus routes, more weekend service, transit connections for all Wake County communities, ongoing planning for bus rapid transit and commuter rail service, additional and improved bus stops, the purchase of new environmentally friendly vehicles, upgraded technology throughout the system and new programs that allow youth and seniors to ride fare free.
- Each June, a Wake Transit Work Plan is adopted that details the specific investments that will be funded in the next fiscal year and in each remaining year of the 10-year planning period.
- The primary source of Wake Transit funding comes from a transit dedicated sales tax approved by voters in 2016.
- Before COVID-19, all transit funds expected to be available through 2027 had been assigned to specific projects.
- Unfortunately, the pandemic has greatly reduced tax collections this year and the impacts are
 expected to continue for several years, which means there will possibly not be enough money
 available to pay for all of the projects originally planned through 2027.
- So we need to do two things: Confirm the community's transit investment priorities through a survey and then, reschedule the existing projects through 2030.
- Planners need to know which types of projects are most important to you and will best meet the community's transportation needs.
- Your input on a new survey, open from Aug. 3 to Aug. 31, will be used to reschedule existing
 planned projects but could also be used to select new projects should new money become
 available.

Community Survey Questions with Sample Framing Language for Web Page



FRAMING LANGUAGE FOR SURVEY WEBSITE LANDING PAGE

YOUR INPUT TODAY WILL HELP CONFIRM OUR TRANSIT PRIORITIES FOR THE NEXT 10 YEARS

We've made great strides over the past few years to implement the 'Four Big Moves' outlined in the Wake County Transit Plan adopted in 2016 (insert link to transit plan here), including:

- **CONNECT REGIONALLY** by offering more regional and express bus service options and continued planning of commuter rail;
- CONNECT ALL WAKE COUNTY COMMUNITIES by serving more communities with bus service;
- **FREQUENT, RELIABLE URBAN MOBILITY** by increasing frequency on more routes to 15 minutes or better all day and planning and design of Bus Rapid Transit; and,
- ENHANCED ACCESS TO TRANSIT by extending service hours and days on existing routes; offering additional route options; adding additional demand-response trips in rural areas and for the elderly and disabled; offering matching funds to communities to begin their own transit service; and installing additional and improved bus stops and planning for new and improved transit centers.

(The logo for each 'Big Move' will be provided next to the corresponding text for each above.)

Over an 18-month period between 2014 - 2016, Wake County and its transit partners worked collaboratively to prepare the Wake Transit Plan. The plan significantly increases our community's investment in transit mobility options, for which Wake County voters approved a local option sales tax in November of 2016. This process involved robust public input, technical planning and financial analysis, and feedback from elected officials and community leaders. The Wake Transit Plan targets approximately two-thirds (2/3) of its total investment for projects that are most likely to have the highest ridership, with the remaining one-third (1/3) for service that is spread out so as many people as possible have some level of service nearby. Approximately half of the plan's total investment is for expanding transit service, with the remaining half reserved for infrastructure to make service more attractive, convenient, and efficient.

The Wake Transit Plan's 'Four Big Moves' represented a plan that included a mix of transit services with a goal of having the 'Four Big Moves' implemented by 2027. The economic impact of the COVID-19 pandemic, together with increased project costs, will likely change our ability to implement the full plan by 2027. We want your help in confirming investment priorities so we can strengthen and expand the transit network that the community envisioned during the development of the Wake Transit Plan in a thoughtful and strategic way. Please assist us in determining the community's priorities for the continued and expanded implementation of the Wake Transit Plan through 2030 by taking this brief survey.

FRAMING LANGUAGE FOR SURVEY INTRODUCTION PAGE

YOUR INPUT TODAY WILL HELP CONFIRM OUR TRANSIT PRIORITIES FOR THE NEXT 10 YEARS

We've made great strides over the past few years to implement the 'Four Big Moves' outlined in the Wake County Transit Plan adopted in 2016 (insert link to transit plan here), including:

- CONNECT REGIONALLY
- CONNECT ALL WAKE COUNTY COMMUNITIES
- FREQUENT, RELIABLE URBAN MOBILITY
- ENHANCED ACCESS TO TRANSIT

(Each 'Big Move' referenced above will either display additional explanatory text and corresponding pictures when a user scrolls over them or pictures/text will be added to portray what they mean.)

The unexpected economic impact of the COVID-19 pandemic, together with increased project costs, will likely change our ability to implement the full plan by 2027. We want your help in confirming investment priorities so we can strengthen and expand the transit network that the community envisioned during the development of the Wake Transit Plan in a thoughtful and strategic way. Please assist us in setting priorities for the continued implementation of the plan through 2030 by taking this brief survey. Results of the survey will be useful in determining the community's priorities for continued and expanded implementation of transit services throughout the county.

Put the following TRANSIT SERVICE improvements in order of importance to you. (1 = highest priority, 6 = lowest priority)

- Transit comes to stops and stations more often (*Frequency*)
- More communities and neighborhoods get service (*Coverage*)
- Transit runs on more days and/or for more hours (**Span**)
- Expand/enhance transit within cities and towns (Local Service)
- Expand/enhance transit between cities and towns (Regional Service)
- Transit is faster and more reliable (**Speed & Reliability**)

Put the following TRANSIT INFRASTRUCTURE improvements in order of importance to you. (1 = highest priority, 5 = lowest priority)

- Facility improvements such as new or upgraded bus stops, stations, or park & rides (Facilities)
- Technologies that improve customer experience such as enhanced real-time travel information, ticketing, passenger communications systems, or Wi-Fi access options (*Technology*)
- Improvements to facilities that connect customers to transit, such as new or improved sidewalks, crosswalks, or bike paths (*Connecting Infrastructure*)
- New buses, bus upgrades, and improvements to bus comfort (*Vehicles*)
- Improvements that make transit faster and more reliable, such as dedicated bus lanes, rail transit, traffic signals that allow bus priority at intersections, and faster ticketing options (*Speed & Reliability*)

How would you invest \$100 of available transit funds if given a choice between each option in the left column versus each corresponding option in the right column? Spend \$100 on one or the other; \$75 on one, leaving \$25 for the other; or choose a \$50 split if they are equally important.

Option #1	\$100	\$75	\$50/\$50	\$75	\$100	Option #2
Adding service with longer hours and more days in higher ridership areas (<i>Ridership</i>)						Providing service to more neighborhoods and communities across the region (<i>Coverage</i>)
Getting people from one place to the other as fast and streamlined as possible (Mobility)						Making transit easier to access for all community members (Access)
Transit that serves the region and connects local communities to one another (<i>Regional</i>)						Adding and enhancing transit services that operate within local cities and towns (<i>Local</i>)
Adding new services, more buses per hour, and adding more routes (Service)						Add or improve bus shelters, sidewalks, or dedicated lanes that provide access to transit or make transit services faster (<i>Infrastructure</i>)

(If feasible, pictures may be added to depict the tradeoffs explained above.)

(If room allows, insert question on how respondents would regard transit use with gradations of preventive measures to protect against COVID-19?)

If you want to be added to the Wake Transit email list for future planning and event updates, please visit goforwardnc.org. At the bottom of the page, check Wake County and enter your email address.

DEMOGRAPHIC QUESTIONS

Please answer these questions to let us know how well we are reaching the diverse populations and communities in Wake County. Remember, your name is not included in this survey, so your answers are completely anonymous.

- 1) What is your age range?: <18, 18-29, 30-44, 45-64, 65+
- 2) What is your race or ethnicity (any that apply)?: American Indian or Alaskan Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Pacific Islander, White
- 3) What is your annual household income?: <\$25K, \$25-\$45K, \$45-\$75K, \$75-\$100K, \$100-\$150K, >\$150K
- 4) Do you consider yourself to be a person with a disability?: Yes, No
- 5) Please provide the zip code where you live?: _____
- 6) Please provide the zip code where you work or attend school (if applicable)?: ______

In the past year, how often have you ridden the bus? Circle the best answer:				
Never	3-5 times in th	ne year		
Monthly	Weekly	Daily		

How/Where did you hear about this opportunity?			
Circle the best option and fill in "where" to help us know what methods of outreach are working the best.			
Email	Facebook	Twitter	
Meeting (Where)			
Website (Where)			
Flier/Poster (Where)			

Comment Disposition on Draft Survey Concept

Wake Transit Implementation Priorities Survey Concept Comment Disposition

Topic	Comment	Commenter	Comment Disposition
Survey Framing	"Just looking at the survey as a stand-alone document, I don't think the public will understand that in 4 out of 5 projected financial scenarios for the next 10 years, it is expected that tens to hundreds of millions of dollars of capital and operating investments will need to be cut or postponed compared to previous expectations (correct?). So, is what we are really asking for priorities for accomplishing what was previously planned and now needs to be delayed (rather than priorities for new investments)?"	Town of Apex	What we gave the CTT and the TPAC subcommittees was not an actual survey. What was provided to the CTT and TPAC subcommittees was a concept we developed of the tradeoff questions to be included in a survey. We were only able to come to the conclusion we did on the financial situation the day before the joint CTT/subcommittee meeting was held. That being said, given our financial situation and what we need from the public, this is definitely the framing we had in mind and that we plan to use to contextualize the survey. Please refer to the 'August Engagement Comprehensive Technical Talking Points' for more explanation on the framing of the survey and how it fits into the overall planning process.
Survey Framing	"I think we need to provide some type of reminder for people regarding: (1) What is in the 2016 Vision Plan, (2) What has already been accomplished, (3) What remains. Could this be explained according to the 4 big moves? Pairing the following with the maps in the 2016 plan could be very effective. What was the vision for connecting regionally? What progress have we made so far? What was the vision for connecting all Wake County communities? What progress have we made so far? What was the vision for frequent, reliable urban mobility? What progress have we made so far? What was the vision for enhanced access to transit? What progress have we made so far?"	Town of Apex	Agreed. This is very similar to the framing of the survey we have added to provide appropriate context.
Survey Framing	"I think the above framing would help make the proposed questions more understandable to people who aren't working on transit every day and may not be familiar with or yet seen any implementation of the Wake Transit Plan. I think this is related to the issue Bryan Coates was getting at and I have also heard – we are asking for new input but a lot of areas in Wake County have not seen any investment on the ground to date. I've heard this from citizens and I think there were also tones of this sentiment at the joint Executive Board meeting earlier this year."	Town of Apex	While we agree with this assessment and have heard the same thing, one thing that a lot of people asking this question need to ultimately understand is that improvements that they may want are not in the program of projects already laid out in our multi-year operating program or CIP. The focus of this input solicitation exercise is to help us prioritize the projects that we already have in front of us. If we had excess liquidity to consider for new investment, this would be different. If we were in that situation, we would be talking about potential new investments in other areas of the county that aren't already planned. For our situation, this is why it is important for us to carry forward the message that we are still implementing the overall vision, goals and investment targets identified in the original Wake Transit Plan.
Survey Framing/Introduction	The survey should provide additional framing to help the public understand our overall investment goals and targets from the original Wake Transit Plan. Specific language was provided.	Wake County	What we gave the CTT and the TPAC subcommittees was not an actual survey or language that frames the survey. What was provided to the CTT and TPAC subcommittees was a concept we developed of the tradeoff questions to be included in a survey. We were only able to come to the conclusion we did on the financial situation the day before the joint CTT/subcommittee meeting was held. Now that we know how we will be using our financial situation to frame this next engagement touchpoint, we have incorporated much of the language provided into the context-setting and framing for the survey, including language geared toward reminding the public of the original Wake Transit Plan's overarching investment goals and targets.
Survey Framing/Introduction	"Would re-tool this introduction to use some of the language from November. For example "We've made great strides in implementing the Wake Transit Plan approved in 2016. More communities have bus service, additional and better bus stops have been installed, and planning for Bus Rapid Transit and Commuter Rail are well underway.	Wake County	What we gave the CTT and the TPAC subcommittees was not an actual survey or language that frames the survey. What was provided to the CTT and TPAC subcommittees was a concept we developed of the tradeoff questions to be included in a survey. We were only able to come to the conclusion we did on the financial situation the day before the joint CTT/subcommittee meeting was held. Now that we know how we will be using our financial situation to frame this next engagement touchpoint, we have included more language to set the context of what we are asking of the public, including some of the language provided.

Topic	Comment	Commenter	Comment Disposition
	With your help, we will continue to GoForward in implementing the plan. We want to reconfirm transit priorities for the next ten years and need your voice.'		
Survey Questions 1 and 2	"Use plain language like 'transit services.' Change 'vehicles' to buses. Suggest changing examples of technology improvements to: real-time travel information, Wi-Fi, smart phone technology.'	Wake County	While our goal at the joint CTT and TPAC subcommittee meeting was to solicit feedback on the concept of the survey questions given the financial situation presented, rather than the exact wording for the questions, the updated draft of the survey reflects similar changes.
Survey Question 3	"This concept is important, but the way it is asked needs to be simplified. The Wake County original survey separated these out into four questions with explanations. That may be easier to approach that way."	Wake County	The wording and concept of the question have been modified slightly to be more clear about what we are asking. It is also important to note that the question will look different when loaded into Metroquest, which is part of the reason we solicited input only on the concept. With the framing for the survey now provided and within the context of what we are doing, we think that the questions, as currently asked in the draft survey, are at an appropriate level of simplification. If possible, we will provide additional explanation through concept pictures. It is also important to note that this survey does not intend to ask questions the same way as the original Wake County survey. The 2014-2015 planning and input solicitation exercise had very different context. Our current situation does not involve a blank canvas for which we need to develop a plan from scratch or develop new project concepts from the ground up. That is how the outreach was designed in 2015, but that approach is not relevant for this effort in 2020. We are focused on understanding priorities within the universe of projects that have already been programmed and that are designed to ultimately deliver the 2016 plan. Consequently, tradeoffs, such as between service and infrastructure, take on a different meaning for this exercise.
Survey Question	"I think we need a way of asking about heavy infrastructure different than above."	Wake County	The survey questions were designed to solicit input from the perspective of the public's actual travel needs and what may improve their travel experiences. The public can more easily ascertain tradeoffs between travel needs and how those needs relate to their condition as opposed to tradeoffs between specific project types or investments. From this, inferences can be made by planners about what travel need priorities mean for specific project types, service modes, service areas and access locations, service output levels, and travel markets that need to be served. The priority and tradeoff questions were designed to yield responses that will directly inform on priorities among specific implementation elements in our multi-year investment strategy. Heavy infrastructure projects would be supported by a tendency toward mobility over access, ridership over coverage, or infrastructure over service. As much as possible, the proposed survey questions intentionally do not ask about specific projects. It doesn't typically work to ask the public about whether it desires one project or set of similar project types over another because the public doesn't really understand what specific projects, modes, service patterns, infrastructure improvements, etc. do for their travel needs. When we ask about opinions on specific projects or project types, there are built-in biases the public has for certain projects that have nothing to do with their ability to address a travel need. It's the same concept with roadway planning if we ask whether the public prefers an expressway or a superstreet. The actual performance of both alternatives may be the same, but public respondents interested in regional mobility solutions might prefer the expressway because of their familiarity with it. In this case, the expressway would be an overkill solution if the superstreet meets the same performance goals. All of this is especially true in areas where the public does not have experience with applicable project types.
Demographic Questions	"We are asking for a zip code for where people live, should we also ask for a zip code for where people work or go to school (if applicable)?"	Town of Apex	That is a valuable piece of information to capture, and it has been added to the demographic questions.
Demographic Questions	Various comments on how demographic questions are asked.	Wake County	The demographic questions have been updated to match the same format and manner in which they are asked for other CAMPO-administered surveys.
Main Questions	"To provide one question that is a little more specific, should we ask an open-ended question about their opinion of the most pressing transit need in Wake County?"	Town of Apex	We do agree that a potential similar open-ended question could be asked and could be very valuable, but certain resources need to be in place to summarize those types of responses and make them useful for our purposes. If it can be done in a way that does not overwhelm the resources we have available for this effort, we will add it.
Engagement Planning Process	"I am not quite clear on the partner meetings that were targeted for July 16th and 17th. Who will be invited to those and are there set times, etc.? I'm asking as the July calendar is already starting to fill up."	Town of Apex	Because the engagement period has been delayed by two weeks, the referenced partner meeting has also been delayed by two weeks. This would put it during the week of July 27th. The meeting that is being planned is a partner preparation workshop. The complete agenda and details are still being worked through, but what we know now is that the engagement workshop will be open for anyone interested. The TPAC will see the public engagement deployment plan at its meeting on the 15th. We will be sending out invitations to PlOs, PE&C members and other stakeholders but will also ask TPAC members to help ensure their communications/web staff and appropriate community members also get the invitation to participate. The purpose of the workshop is to inform attendees about
			why, now and when we are going to the public; now the input collected will be used; and now they can help ensure the effort is successful. We will get the workshop's exact time/date locked down and sent out as soon as possible.