

# WAKE TRANSIT PLAN

## FY21 Draft Work Plan Outreach Summary

### Overview

Each year, the Transit Planning Advisory Committee develops an annual Wake Transit Work Plan. The Annual Work Plan balances the careful use of taxpayer dollars with thoughtful transit improvements by allocating money toward project-level studies and the next steps of major capital investments. As the Annual Work Plan moves from draft form to a recommended and eventually adopted plan, community engagement is key to ensuring the plan meets the needs of current and future transit users as well as the public at large who voted for the Wake Transit Plan.

Public engagement for the FY21 Wake Transit Work Plan involves two phases, in accordance with the timeline set out by the Transit Planning Advisory Committee.

### Stakeholders

- Who is the target audience?
  - The target audience for the FY21 Wake Transit Work Plan includes community members in the county at large, community-based organizations and service providers, municipal leaders (via the TPAC) and low-income residents and people with limited English proficiency.
  - A list of community contacts is included at the end of this plan.
- What is the impact on the target audience?
  - The target audience (Wake County residents) is the key beneficiary of transit improvements found in the FY21 Wake Transit Plan as well as the source of funding via the half-cent sales tax increase approved by voters in 2016. This combination of impacts emphasizes the importance of robust public engagement to keep the community informed on the developments of the work plan and the progress of the community investment in transit.
- Are there any specific populations that need to be considered?
  - Low-income populations and limited English proficiency populations need to be considered more intentionally to ensure equitable participation in the transit planning process. Low-income populations are more likely to rely on transit and limited English proficiency populations need more support to ensure equitable access to information and services. In addition, considerations must be made for the relationship of neighborhoods and communities to the current transit system, city government and municipal services more generally.

### Existing and Developing Stakeholder Relationships

Proactive engagement of Wake County stakeholders occurs year-round. As the FY21 Wake Transit Work Plan develops these relationships are key to ensuring broad input, robust comments and equitable engagement of low-income communities and limited-English proficient populations. The list of stakeholders below is divided into two segments – one for established relationships and one for developing relationships. The public engagement team works to ensure equitable access to information across all demographic and interest groups throughout the county as well as geographically.

Collaboration with TPAC members ensures the most authentic involvement of municipal representatives in the development of the FY21 Wake Transit Work Plan. Relationships with Spanish-language media serve to target outreach efforts to reach Spanish speakers.

***Established Relationships (many of these organizations submit comments each year on the work plan):***

WakeUP Wake County  
 CAFT  
 Habitat for Humanity of Wake County  
 Southeast Raleigh Promise  
 Southeast Raleigh YMCA  
 Crosby-Garfield Advocacy Group  
 NC State Cooperative Extension  
 Alliance Medical Ministry  
 WakeMed  
 New Bern Avenue Corridor Alliance  
 El Pueblo  
 Wake County Human Services  
 Regional Transportation Alliance  
 North Carolina Community Foundation  
 Diamante  
 ALPES  
 North Carolina Society of Hispanic Professionals

Raleigh Chamber of Commerce Young Professional Network  
 League of Women Voters of Wake County  
 Centro Para Familias Hispanas / Catholic Charities  
 City of Raleigh Parks & Recreation

***Developing Relationships***

Step Up Raleigh  
 Boys & Girls Clubs  
 Dorcas Ministries  
 Oak City Cares  
 A Place at the Table  
 Wake County Homeless Employment Initiative  
 North Carolina Division of Aging  
 North Carolina Housing Coalition  
 AARP  
 YMCA  
 American Heart Association  
 Salvation Army  
 Marbles Kids Museum

**Timing**

The first phase takes place from the release of the FY21 Draft Wake Transit Work Plan in January 2020 until the release of the FY21 Recommended Wake Transit Work Plan in approximately April 2020. During Phase I, the goal is to reach organizations and the public at large to review the draft plan and submit comments recommending changes to improve the draft. Between April 2020 and June 2020, engagement focuses on recirculating the recommended draft to confirm revisions are consistent with public comment in the lead up to the CAMPO Executive Board and GoTriangle Board of Trustee meetings in June 2020.

- Phase I: January 2020 – April 2020 (FY21 DRAFT Wake Transit Work Plan)
- Phase II: April 2020 – June 2020 (FY21 RECOMMENDED Wake Transit Work Plan)

In June 2020, the NC Capital Area Metropolitan Planning Organization Executive Board and the GoTriangle Board of Trustees receive the FY21 Recommended Wake Transit Work Plan for approval and adoption.

**Goals**

The Public Engagement team uses a robust approach to public engagement to meet the following goals:

- Promote awareness of the FY21 Draft Wake Transit Work Plan.

- Educate the public on upcoming service improvements and planned capital investments.
- Actively engage the community in the public input and decision-making process to refine the FY21 Draft Wake Transit Work Plan.

Coordination with TPAC representatives ensures effective engagement with residents of each municipality and highlights the wide range of transit improvements while also focusing the level and detail of proposed service changes in their areas. Engagement also includes the GoTriangle Transit Advisory Committee members, both individually and through their officers, to promote awareness of the work plan and the opportunity to submit comments.

In an effort to maintain a commitment to equity and inclusion, the Public Engagement team leverages existing relationships with Spanish-speaking media outlets and community groups to ensure that the information shared is culturally competent and reaches a diverse audience. Building ongoing relationships with municipality representatives, community organizations and members of the TAC and PE&C Subcommittee engages the community in meaningful and authentic ways that increase support and enthusiasm for transit in the Triangle.

## Methods

The Public Engagement Team employs a mixed-method approach including presentations to community groups, pop-ups at transit centers and community events and communication strategies such as social media posts, email blasts and website updates. With services continuing to expand and reach more communities, the team places a strong emphasis on engaging each municipality through tailored outreach efforts.

The community has the opportunity to engage with the FY21 Wake Transit Work Plan in the following ways:

- FY21 Draft Wake Transit Work Plan document available online and for download at GoForwardNC.org and CAMPO website.
- FY21 Draft Wake Transit Work Plan summary PowerPoint available online and for download at GoForwardNC.org and CAMPO website.
- Presentations to community organizations such as WakeUp Wake County, Habitat for Humanity of Wake County, etc.
- Pop-ups as needed.

The community has the opportunity to comment on the FY21 Wake Transit Work Plan in the following ways:

- Online: Submit comments at GoForwardNC.org via an open-ended comment box.
- Email: [info@waketransit.com](mailto:info@waketransit.com)
- Mail to: GoTriangle, Attn: Public Engagement, P.O. Box 13787, RTP, NC 27709
- In Person: Speak to the GoTriangle Board of Trustees at their June meeting in the Board Room of GoTriangle's administrative offices at 4600 Emperor Blvd, Suite 100 in Durham
- In Person: Speak to the CAMPO Executive Board at their June meeting the second floor at 421 Fayetteville St, Raleigh, NC 27601

The Public Engagement team manages coordination of in-person outreach as well as the dissemination of information online. The team works collaboratively with the TPAC, the Public Engagement & Communications Subcommittee, GoRaleigh, GoCary and the GoTriangle Communications & Public Affairs department, along with any other relevant GoTriangle teams or consultants, to develop the following materials, as needed:

- Handouts
- Online or print surveys
- Email content
- Social media graphics
- Internal newsletter articles
- Legal notices
- Website content

For the creation of these materials, the Public Engagement team will leverage content approved by the Public Relations Manager or Communications Director. Prior to distribution to the public, the Public Relations Manager or Communications Director reviews tailored content. Creating bilingual materials (English and Spanish) is a priority of the Public Engagement team to ensure equitable access to information.

### Outreach Activities

This section provides a plan for specific outreach activities to support the goals and needs of public engagement for the FY21 Wake Transit Work Plan.

Phase I: FY21 DRAFT Wake Transit Work Plan

Phase II: FY21 RECOMMENDED Wake Transit Work Plan

Outreach Type	Date	Time	Activity	Location
<b>Municipal Planning Meetings</b>	12/10/19 – 1/14/20	Varies	PE Team meeting with TPAC representatives to coordinate outreach and engagement activities	Morrisville, Wake Forest, Zebulon, Fuquay-Varina, Holly Springs, Rolesville, Wendell, Knightdale, Garner, Apex, GoRaleigh, GoCary
<b>Press Release</b>	1/28/20 and 2/5/20		Press release sent to local media Press release posted on GoTriangle website	Online, English and Spanish
<b>Website Updates</b>	1/28/20		GoForwardNC.org > Wake County > Get Involved update with embedded comment box  Service change update on GoTriangle website	Online, English and Spanish

<b>Online</b>	1/29/20		Wake County Public Libraries – distribution of electronic flyer to 20 facilities for print and display	Online
<b>Email Blast</b>	1/29/20		Wake County Community Contacts (86) Wake County Elected Officials (18) GoTriangle Board of Trustees (13) GoTriangle Transit Advisory Committee (33) Go Forward Wake subscribers (420) TDM partners (37)	Online
<b>Social Media Updates</b>	Ongoing		Announcements made on Twitter and Facebook providing information about the start of the public comment period	Online, English and Spanish
<b>Outreach Type</b>	<b>Date</b>	<b>Time</b>	<b>Activity</b>	<b>Location</b>
<b>Pop-Up (Announcement)</b>	1/15/20	4 – 6 pm	GoTriangle Transit Advisory Committee meeting	Regional Transit Center
<b>Pop-Up (Announcement)</b>	1/17/20	12 – 1:30 pm	WakeUp Wake County CAFT meeting	North Carolina Justice Center, 224 S. Dawson St., Raleigh, NC 27601
<b>Pop-Up (Announcement)</b>	1/21/20	9:30 – 11:30 am	Crosby-Garfield Advocacy Group meeting	568 E Lenoir St, Raleigh, NC 27601
<b>Pop-Up (Meeting)</b>	1/27/20	1:30 – 2 pm	Wake County Public Libraries	Conference Call
<b>Pop-Up (Meeting)</b>	1/29/20	12 – 1 pm	Raleigh/Wake Partnership to End Homelessness meeting	Regional Transit Center
<b>Presentation</b>	1/29/20	2 – 4 pm	GoTriangle TDM meeting	Regional Transit Center
<b>Pop-Up (Tabling)</b>	1/30/20	11 am – 2 pm	Microsoft Project Fair	3025 Carrington Mill Blvd Suite 130 Morrisville NC
<b>Pop-Up (Meeting)</b>	1/30/20	10:30 – 11 am	Live Well Wake meeting	Conference Call
<b>Pop-Up (Tabling)</b>	2/2/20	1 – 3 pm	Garner Groundhog Day	White Deer Park Nature Center, 2400 Aversboro Rd, Garner, NC 27529
<b>Pop-Up (Tabling)</b>	2/5/20	10 am – 1 pm	Centro Para Familias Hispanas – Catholic Charities of Raleigh	2013 Raleigh Blvd, Raleigh, NC 27604

<b>Presentation</b>	2/6/20	9 – 10 am	Raleigh/Wake Partnership to End Homelessness – Case Conferencing meeting w/ service providers	Loading Dock, Raleigh, NC
<b>Pop-Up (Tabling)</b>	2/8/20	7:30 – 11:30 am	Knightdale Cupid Run 5k	Knightdale Station Park, 810 N First Ave, Knightdale, NC 27545
<b>Presentation</b>	2/12/20	5 – 6 pm	GoTriangle Transit Advisory Committee	Regional Transit Center
<b>Presentation</b>	2/13/20	9 – 10 am	Raleigh / Wake Partnership to End Homelessness – Access Sites meeting w/ service providers	Oak City Cares, Raleigh, NC
<b>Pop-Up (Meeting)</b>	2/13/20	11 am – 12 pm	ONE Wake meeting	S West Street, Raleigh, NC
<b>Presentation</b>	2/18/20	9:30 – 11:30 am	Crosby-Garfield Advocacy Group	568 E Lenoir St, Raleigh, NC 27601
<b>Presentation</b>	2/18/20	1 – 2 pm	League of Women Voters of Wake County	3509 Haworth Drive, Suite 306, Raleigh, NC
<b>Presentation</b>	2/18/20	3:30 – 4:30 pm	Step Up Raleigh staff meeting	1701 Oberlin Road Raleigh, NC 27608
<b>Pop-Up (Tabling)</b>	2/19/20	8:30 – 9:30 am	Step Up Raleigh ENER-G program	1800 Glenwood Ave (Hayes Barton Baptist Church)
<b>Presentation</b>	2/20/20	11:30 am – 12:30 pm	US Committee for Refugees and Immigrants	3824 Barrett Drive, Suite 200, Raleigh NC 27609
<b>Pop-Up</b>	2/21/20	11 am – 2 pm	Wake Up Wake County Mayor's Event on Transit	310 S Harrington St, Raleigh, NC 27603
<b>Pop-Up (Tabling)</b>	2/23/20	9 am – 12 pm	Consulado General de México en Raleigh (Mexican Consulate)	431 Raleigh View Road, Raleigh, NC 27610
<b>Pop-Up (Tabling)</b>	2/27/20	4 – 7 pm	Community Partner Network's Community Resource Fair	Chavis Community Center

**\*2/20 and 2/21 events cancelled due to weather\***

**GoRaleigh Planned Events as of 1/22/20:**

*GoT Team:* Just to give some more detail, Raleigh staff will have Annual Work Plan information available at each of these events that we are either already hosting/leading or have a designated table at. As Andrea mentioned, we have identified the CACs we hope to either present at or provide information to regarding the Annual Work Plan. Finally, not listed here, we are in contact with Oak City Cares in order to either present or

provide information to (with the close ties to the Caraleigh Route). We can keep you posted as we get more definitive dates and times for the pending events.

<p><b>Activities during Comment Period:</b></p> <p><i>'January 22<sup>nd</sup> to February 29<sup>th</sup>'</i></p>
<p><b>February 20<sup>th</sup></b> - <del>Garner Senior Center</del></p>
<p><b>February 24<sup>th</sup></b> - Victory Church</p>
<p><b>February 27<sup>th</sup></b> EDAT at Raleigh Convention Center</p>
<p><b>February 29<sup>th</sup></b> EDAT at Martin Street Baptist Church</p>
<p><b>TBD</b>- Local CACs (potentials)</p> <ul style="list-style-type: none"> <li>• <b>Five Points</b></li> <li>• <b>Glenwood</b></li> <li>• <b>Northwest</b></li> <li>• <b>South</b></li> <li>• <b>Caraleigh</b></li> </ul>

\*\*\* TDM Regularly Scheduled Monthly Activities (i.e. Events, additions to newsletter, etc.)

### Outreach Results

In-person outreach consisted of 12 initial planning meetings to coordinate outreach and engagement efforts with all 12 municipalities in Wake County and 22 events including tabling at resource fairs and community events. Presentations were to staff and membership of various community organizations. The Public Engagement Team collaborated with TPAC representatives and partner agency staff to conduct outreach in person and collect comments from the public.

- **12 planning meetings**
  - **Morrisville, Wake Forest, Zebulon, Fuquay-Varina, Holly Springs, Rolesville, Wendell, Knightdale, Garner, Apex**
  - **GoRaleigh, GoCary**
- **22 community events**
  - **14 pop-ups**
  - **8 presentations**
- **370 in-person interactions**

### Online Engagement

## Communication

- 200+ media, public officials, agency partners, TAC received news release (English & Spanish)
- 600+ community organizations, elected officials and individual subscribers received email announcements
- 30+ TPAC representatives, partners and staff received electronic materials for distribution

## GoForward Site

- 970 unique pageviews (GoForward)
- 1,169 total pageviews (GoForward)
- 183 pageviews on January 29, 2020
- 3:58 minutes average amount of time users spent viewing FY21 Draft Wake Transit Work Plan page
- 741 entrances (entered site through a specified page)

## Social Media

- 35 tweets
  - 24,066 impressions
  - 644 engagements
- Facebook
  - 2,200 impressions
  - 218 clicks

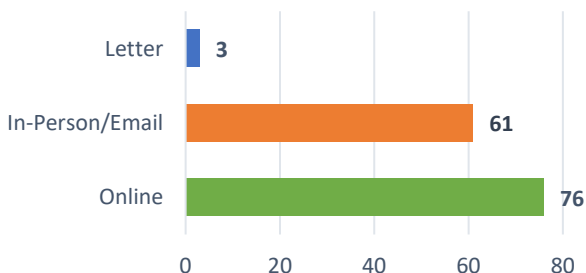
## A Closer Look: Comments

The public had the opportunity to submit comments on the work plan in multiple ways:

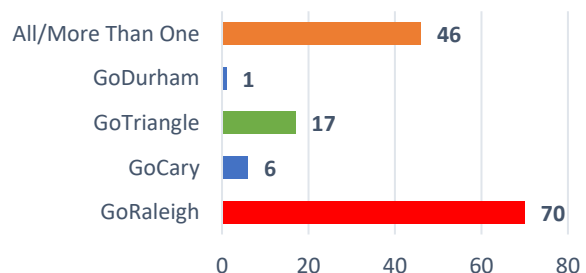
- **Online:** At [goforwardnc.org/county/wake-county/get-involved](http://goforwardnc.org/county/wake-county/get-involved)
- **In person:** At any presentation or pop-up event until **February 29, 2020**
- **Email:** To any transit staff member, agency, or [info@goforwardnc.org](mailto:info@goforwardnc.org)
- **Letter:** We collaborated with community groups to collect comments submitted on behalf of their organizations and the populations they serve.

As of **March 1**, the FY21 Wake Transit Draft Work Plan received **140 comments**: **76** comments were submitted online, **61** in-person or via email and **three** through a formal letter. A majority of the comments (**70**) mentioned GoRaleigh services and the frequency and expansion of bus service (**57**). Below is a snapshot of comment sources and tags and a list of common themes:

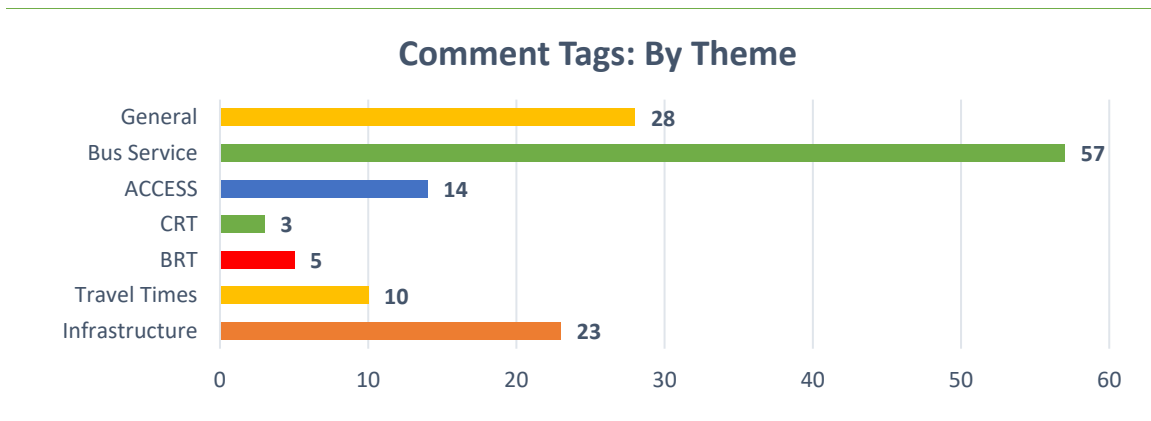
### Comment Source



### Comment Tags: By Agency







#### General Comments

- **Six comments** expressed overall support for the Wake Transit Plan and excitement for transit in the area.
- **Five comments**, including a letter from the Raleigh/Wake Continuum of Care (CoC), indicated a desire for more affordable fares or a discount system for organizations serving low-income individuals or reentry programs.

#### Bus Service

- Majority of the comments received, **totaling 50 comments**, expressed interest and support for the expansion of bus service and increased frequency throughout Wake County. Of these, several comments mentioned wanting more service to Wendell and Morrisville, expressed support for the changes to GoRaleigh Route 6 and 70X, indicated interest in weekend service in Garner via route 20, and supported adding more service to routes in general.
- **Seven comments** asked for better regional coordination among agencies, citing that the current schedules do not always allow passengers to make their transfers.

#### ACCESS

- **Fourteen comments** asked for more accessible transit options for seniors who do not qualify for ACCESS services, and better pedestrian infrastructure so seniors can access existing transit options without having to walk long distances or on unsafe roads. Of these comments, majority came from residents in Wendell.

#### Capital Projects

- **Five comments** expressed support for Bus Rapid Transit and questions about stop locations.
- **Three comments** expressed support for Commuter Rail Transit and questions about stop locations, particularly RDU.

#### Travel Times

- **Four comments** expressed concern about the impact of traffic, late buses and multiple transfers on commute times, and the desire to see more connection points to avoid having to go through major hubs (GoRaleigh, RTC, Cary Train Station, etc.)
- **Five comments** expressed interest in increasing service hours in the morning, afternoon and evening to better accommodate people with varying work schedules and people desiring to use transit for recreational purposes (dinner, concerts, etc.)

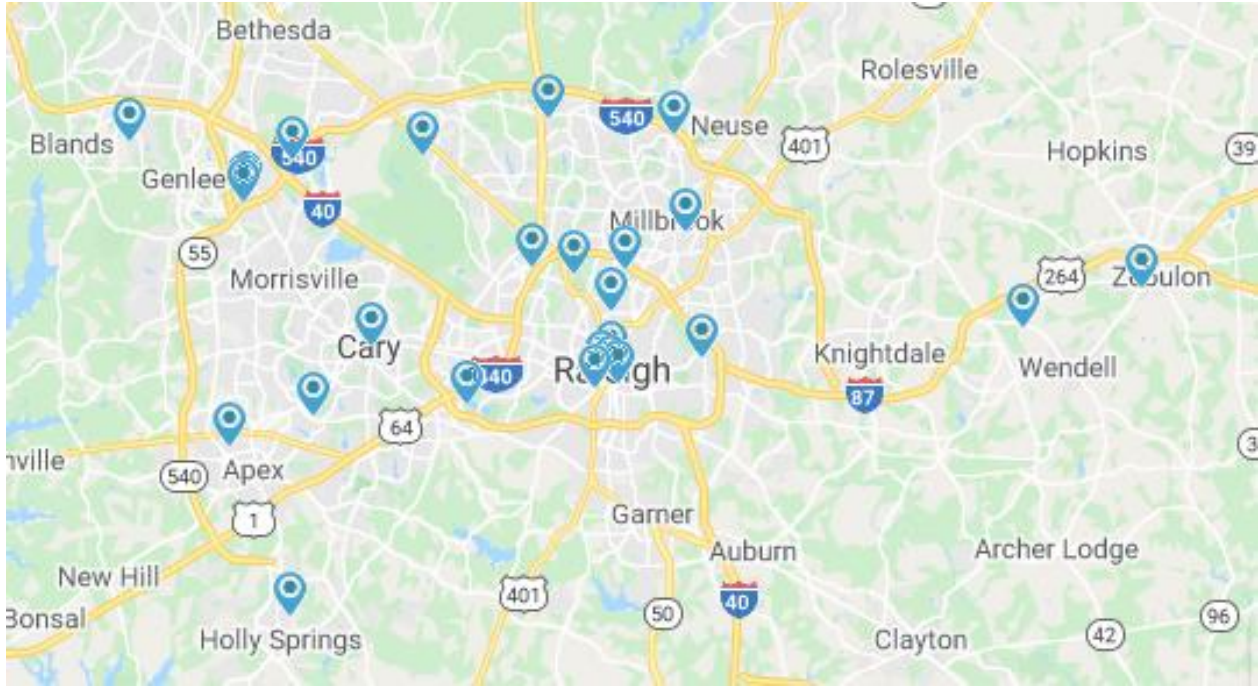
### Infrastructure

- **Fourteen comments** expressed concerned about the lack of bike, pedestrian and ADA accessible infrastructure near bus stops and facilities.
- **Two comments** indicated that the walk to their nearest stop is too long, therefore making transit inaccessible.
- **Four comments** expressed interest in better bus stop amenities such as benches, shelters and an enclosed waiting area at GoRaleigh station.
- **Three comments** expressed interest in more bike lanes and bike storage options for buses.

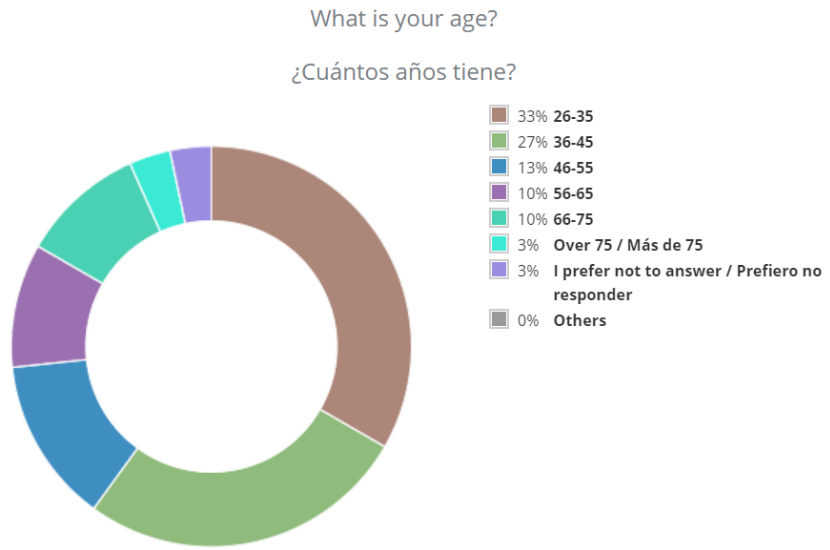
### Comment Demographics

The FY21 Wake Transit Draft Work Plan comment box also collected voluntary demographic information. After submitting comments online, members of the public had the option to indicate where they lived on a map or by entering their address. They were also asked to self-identify age, gender, race/ethnicity, number of cars in the household, number of licensed drivers in the household and household income. These questions were optional and included the following prompt in both English and Spanish: “To help ensure we are reaching all members of the Wake County community please consider answering the following optional demographic questions”. Each demographic indicator received **24-30 responses**.

### Where do you live?



What is your age?

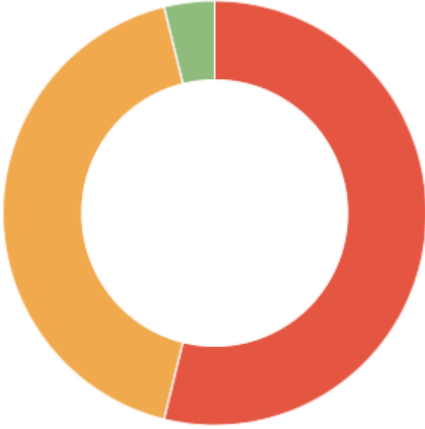


What is your gender?

What is your gender?

¿Cuál es su género?

- 54% Female / Mujer
- 42% Male / Varón
- 4% I prefer not to answer / Prefiero no responder
- 0% Other



What is your race/ethnicity?

What is your race/ethnicity?

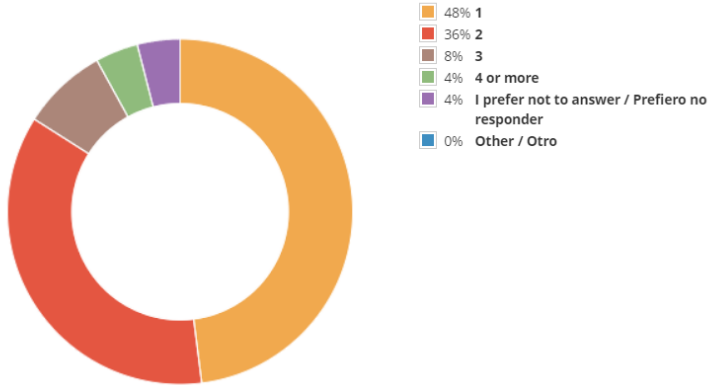
¿Cuál es su raza/etnia?

81%	White / Blanco/a	17 ✓
10%	Black or African-American / Negro/a o afroamericano/a	2 ✓
10%	I prefer not to answer / Prefiero no responder	2 ✓
5%	Hispanic, Latino, or Spanish / Hispano/a, latino/a o español/a	1 ✓
5%	Native Hawaiian or Other Pacific Islander / Nativo/a de Hawái u otro isleño/a del Pacífico	1 ✓
0%	Asian / Asiático/a	0 ✓
0%	American Indian or Alaska Native / Amerindio/a o nativo/a de Alaska	0 ✓
0%	Other / Otro	0 ✓

### How many cars are available for drivers in your household to use?

How many cars are available for drivers in your household to use?

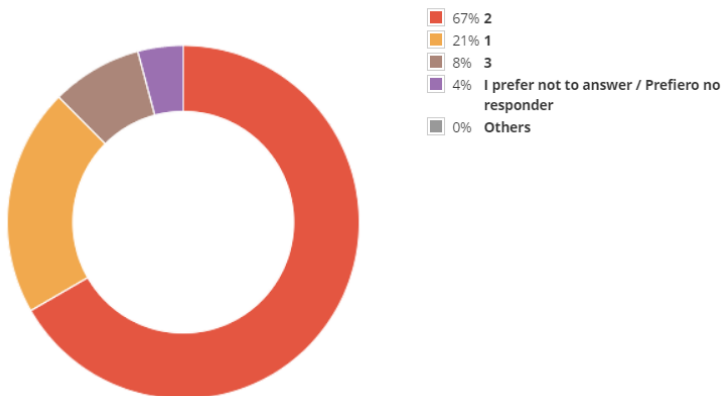
¿Cuántos automóviles hay disponibles para que usen los conductores de su hogar?



### How many licensed drivers are there in your household?

How many licensed drivers are there in your household?

¿Cuántos conductores con licencia hay en su hogar?



### Which of the following groups does your total annual household income fall into?

Which of the following groups does your total annual household income fall into?

¿Cuál de los siguientes grupos representa el ingreso total anual de su hogar?

