

WAKE TRANSIT PLAN

Transit Planning Advisory Committee

TPAC REGULAR MEETING

March 11, 2020

9:30 AM

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

I. Welcome and Introductions

Shannon Cox, TPAC Chair

WAKE COUNTY

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

II. Adjustments to the Agenda

Shannon Cox, TPAC Chair

III. General Public or Agency Comment

Shannon Cox, TPAC Chair

IV. Meeting Minutes

Attachment A

Requested Action:

Consider approval of the
February 12th, 2020 TPAC Meeting Minutes.

Stephanie Plancich, TPAC Administrator

V. Subcommittee Administrative Updates

Attachment B

Stephanie Plancich, TPAC Administrator

TPAC Subcommittee Work Task List

Fiscal Year FY20

Subcommittee _____ Process _____

Time Period February-July

Task Type	Description	Task Month(s)	Lead Agency(s)		Subcommittee Partnership(s)			
			CAMPO	GoTriangle	Process	B&F	P&P	PE&C
Recurring/Annual	Recommend a February-July Work Task List for TPAC endorsement	Feb	x					
Specialized	Conduct final review of Lead Agency Operating Guidelines and recommend presentation of information to the TPAC	Feb-April	x					
Specialized	Draft a process for updating and editing the Lead Agency Operating Guidelines to be published in the document	Feb-April	x					
Specialized	Draft a process for establishing and managing ad hoc work groups who will be conducting Wake Transit tasks	Feb-June	x			x	x	x

V. Subcommittee Administrative Updates

Requested Action:

Consider endorsement of the Process Subcommittee's draft February-July Work Task List

VI. 2019 Community Attitudinal Survey Results Presentation

Attachment C

Hugh Clark, CJI Research

WAKE COUNTY

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A COMMUNITY INVESTMENT IN TRANSIT

**THE
RESULTS
ARE IN!**



Community Survey, 2019 Triangle Region

Objective of the Survey

- Obtain a benchmark overview of ...
 - Public awareness of transit service
 - Public awareness of planned improvements
 - Public perceptions of the importance and likely use of transit improvements

Introduction

- Sample:

- The sample on which this report is based is a random sample of 1,202 adults in the three county area.
- The sample is stratified by county. This means that it includes three separate samples, 500 responses from Wake County, 400 from Durham County, and 302 from Orange County.
- The results are weighted to reflect the different adult (eighteen and older) populations of the three counties for county, age, and sex.

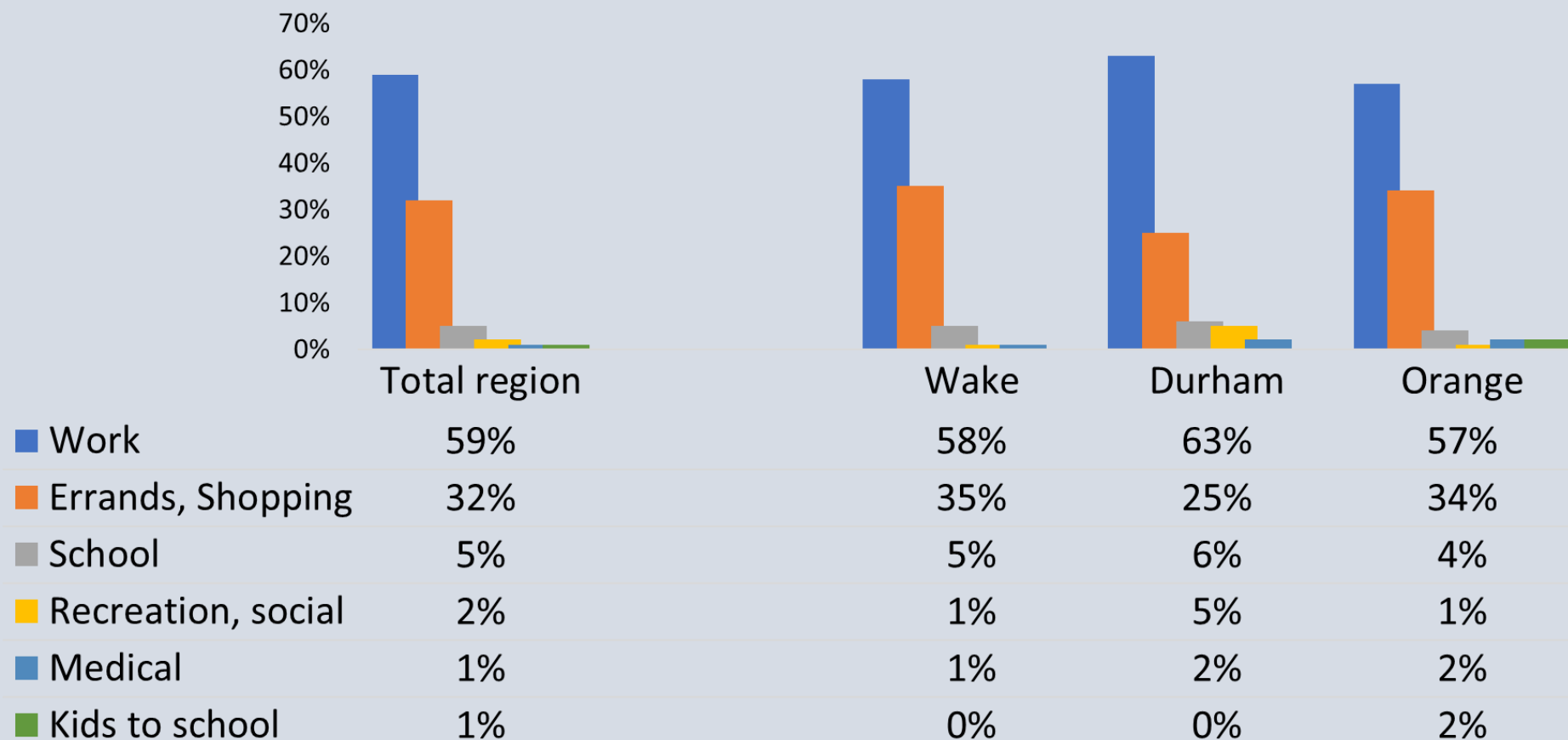
Six Topics Today

1. Current transit use
2. Awareness of transit services
3. Public Transportation Market Profile
4. Awareness of transit improvement plans
5. Perceptions of Public Transit and of Benefits of Improvement
6. Attitudes Toward Tax Funding of Public Transportation Improvements

1. Current Transit Use

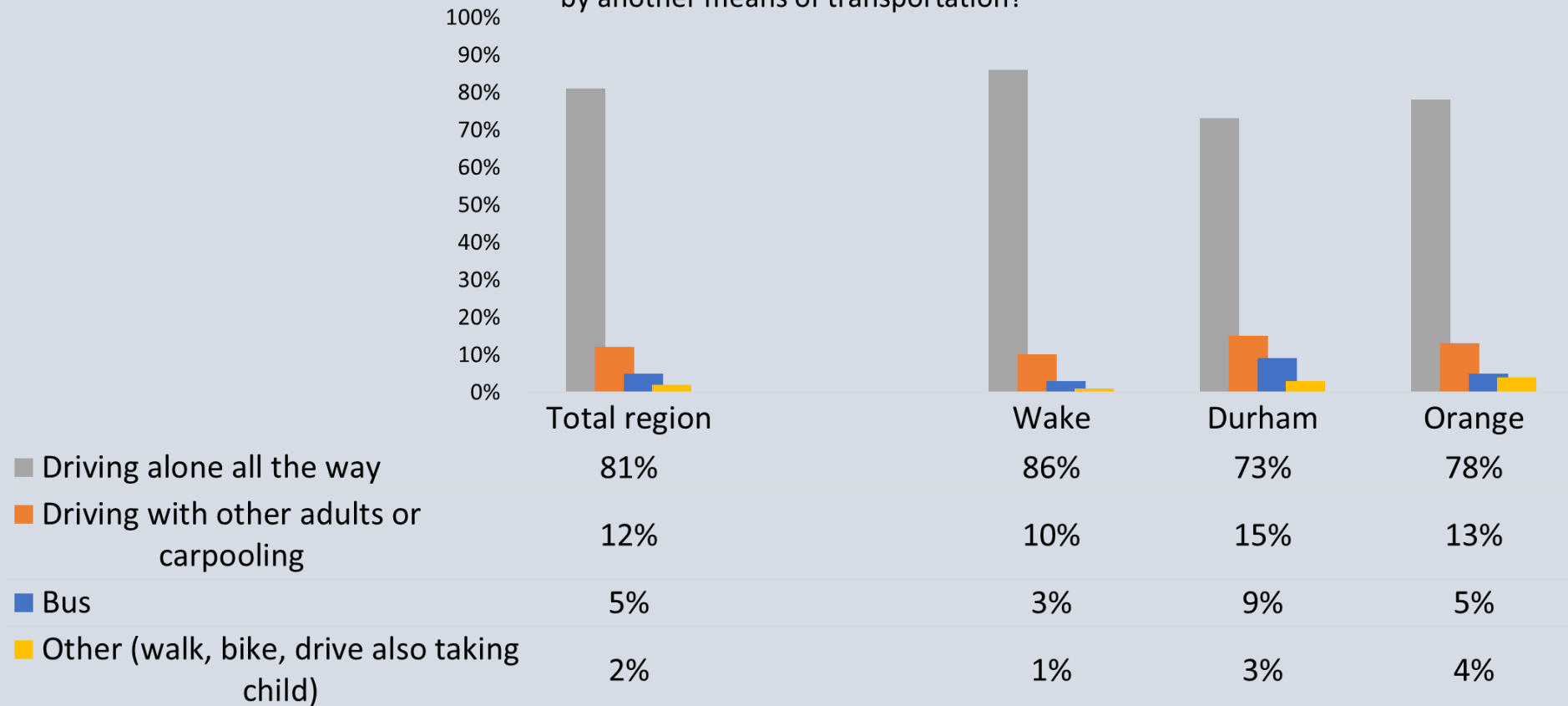
Usual Purpose of Most Frequent Local Trip

Q3. I'd like you to think for a moment about the local trip you make most often during a typical week. Is that to go to work, go to school, do errands or other purposes?



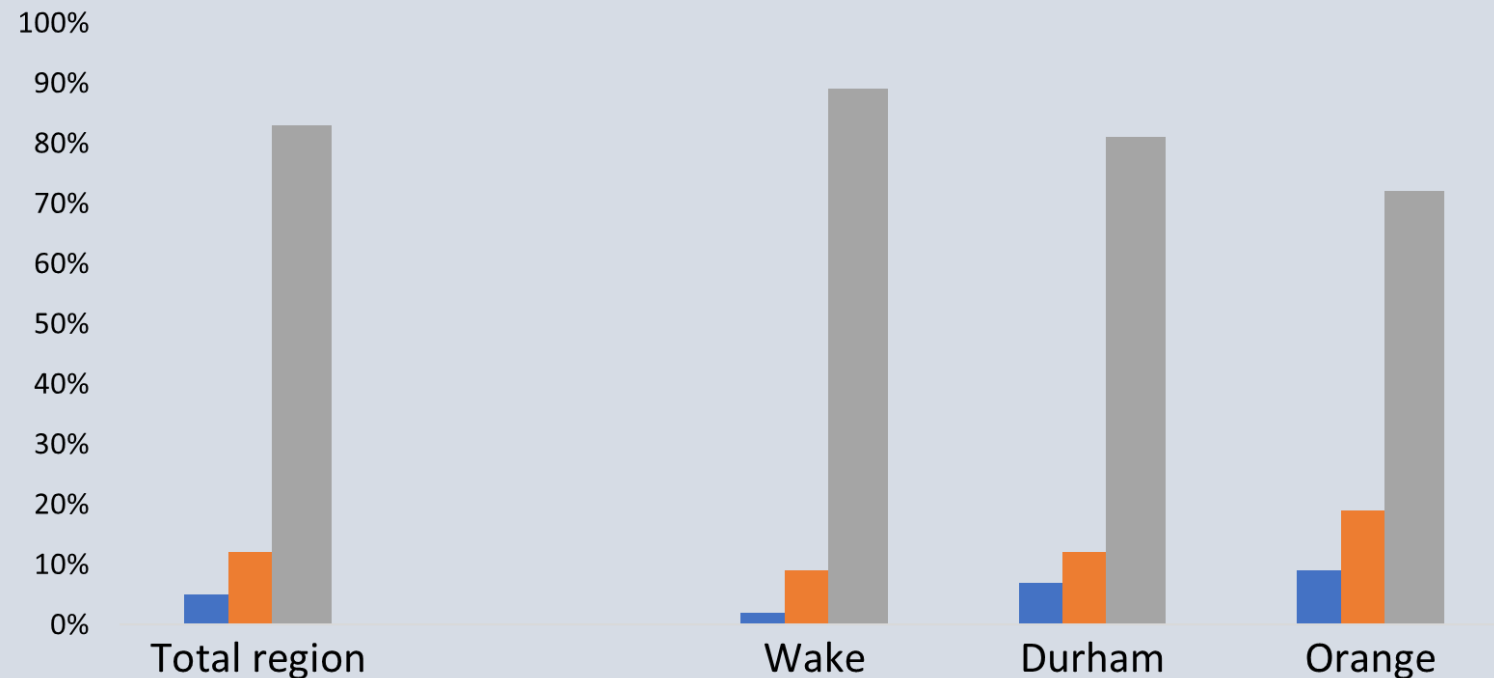
Current Mode Used for Most Frequent Local Trip

Q4 How have you most often made that trip in the past twelve months? By driving by yourself all the way, by driving with other adults, by using public transit all or part of the way, walking all the way, or by another means of transportation?



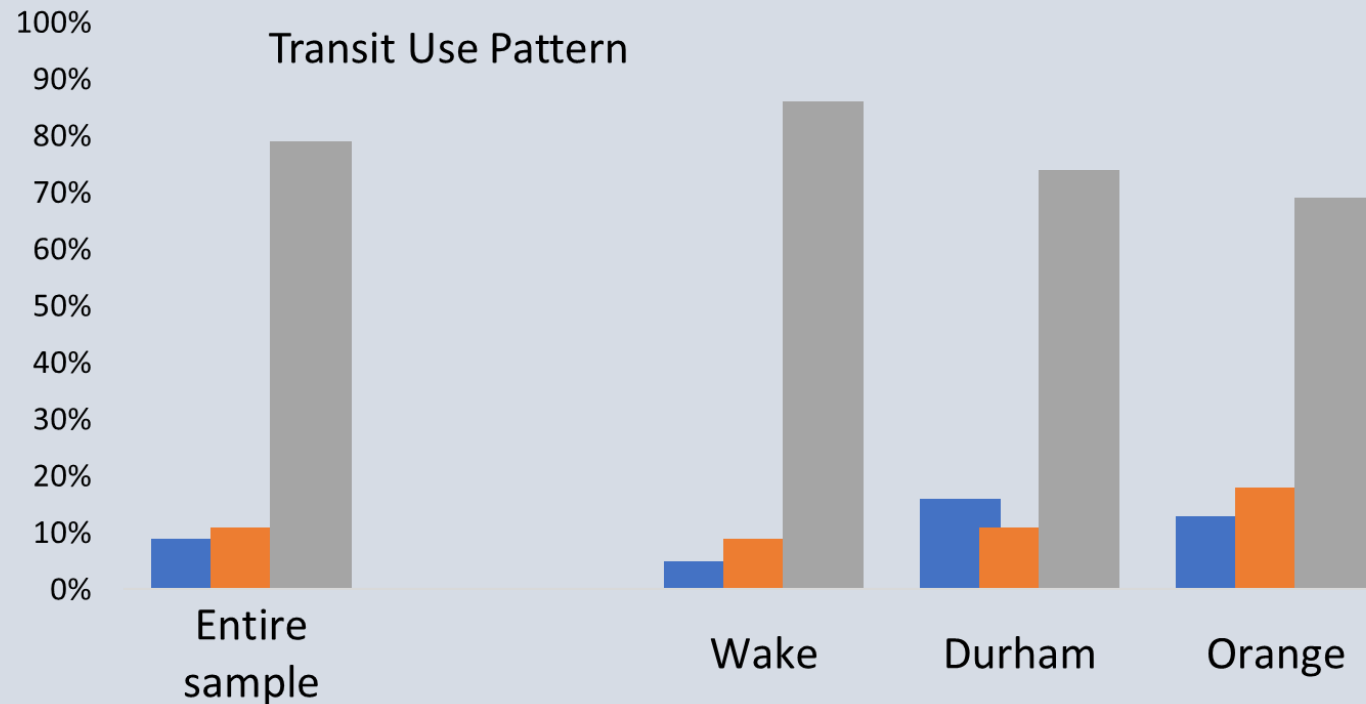
Use of Public Transportation by Those (95%) Who Do Not Use Public Transportation for Their Most Frequent Trip

Q5 In the past year have you used the buses of one of the several transit systems in the Triangle region, once a month or more, just a few times or never?
 (Includes only those who do *not* use transit for most local trips)



■ Once a month or more	5%	2%	7%	9%
■ Just a few times	12%	9%	12%	19%
■ Never	83%	89%	81%	72%

Overall level of Transit Use



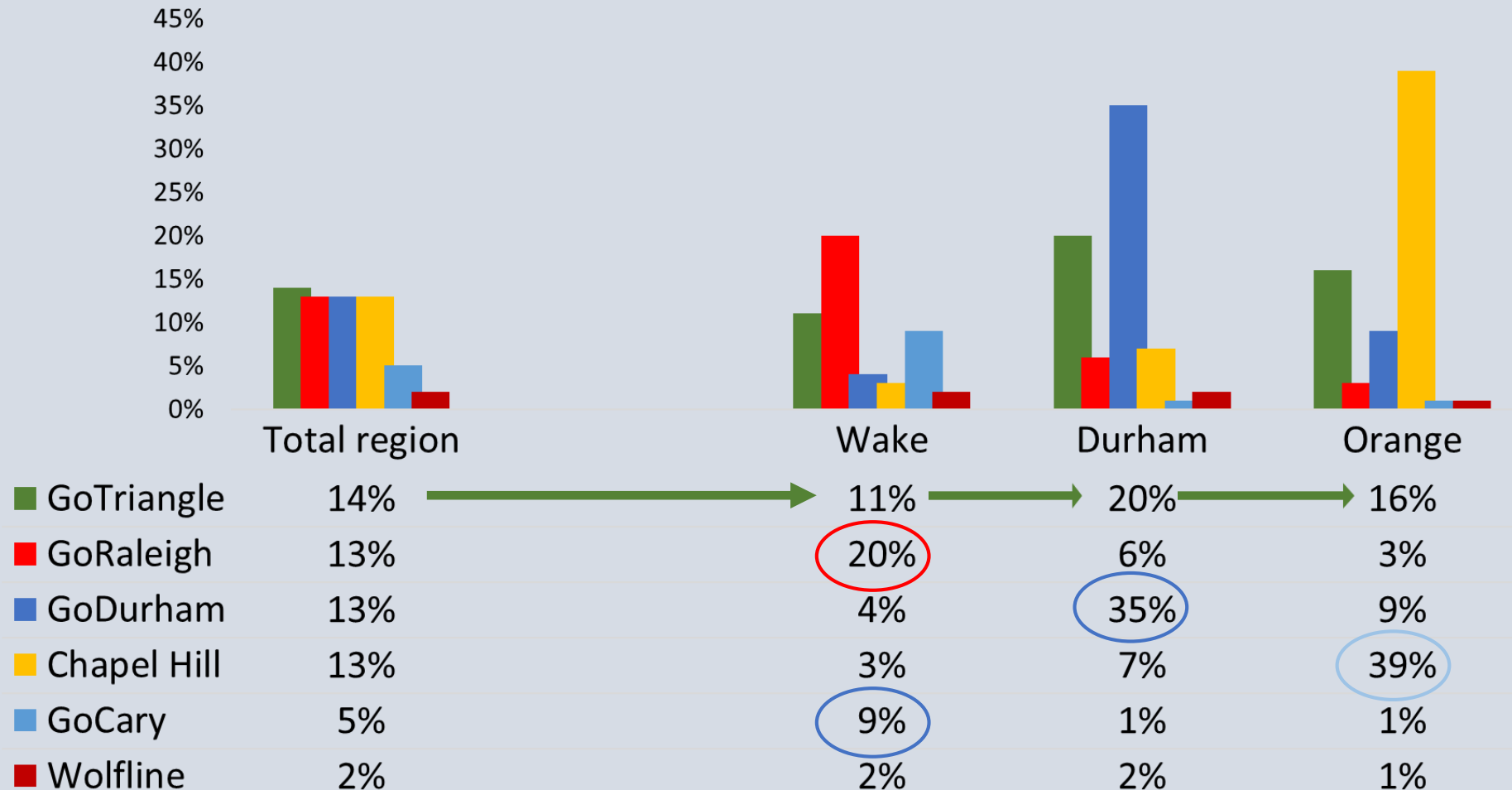
	Entire sample	Wake	Durham	Orange
■ Regular rider (most frequent trip or once month or more)	9%	5%	16%	13%
■ Occasional Rider	11%	9%	11%	18%
■ Non transit user	79%	86%	74%	69%

2. Awareness of Local Transit Systems

Awareness: Unaided Recall of the Names of Local Transit Systems

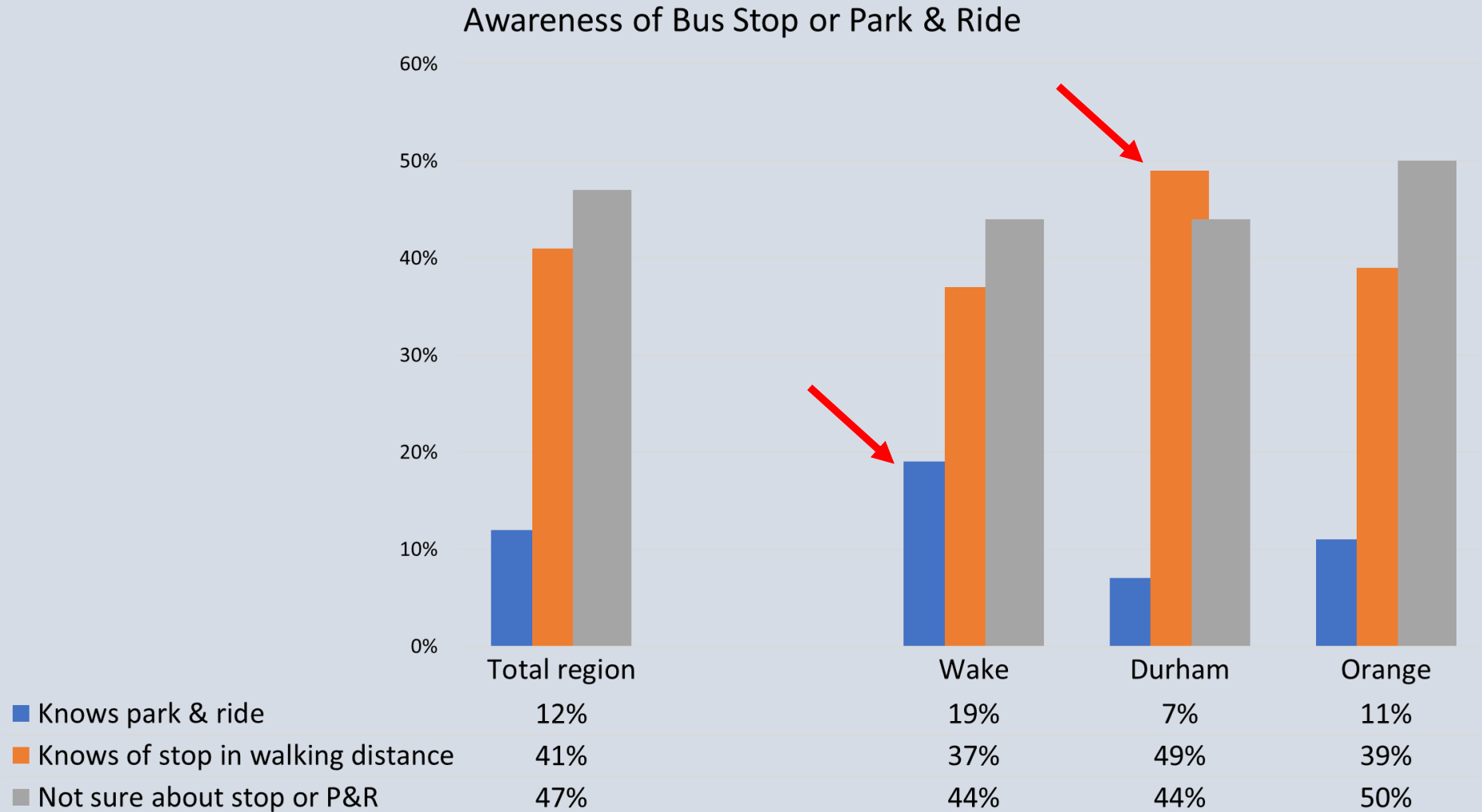
[Current customers plus others who are aware of the systems]

Uses the named transit system or does not use transit but is aware of the system indicated (unaided response)



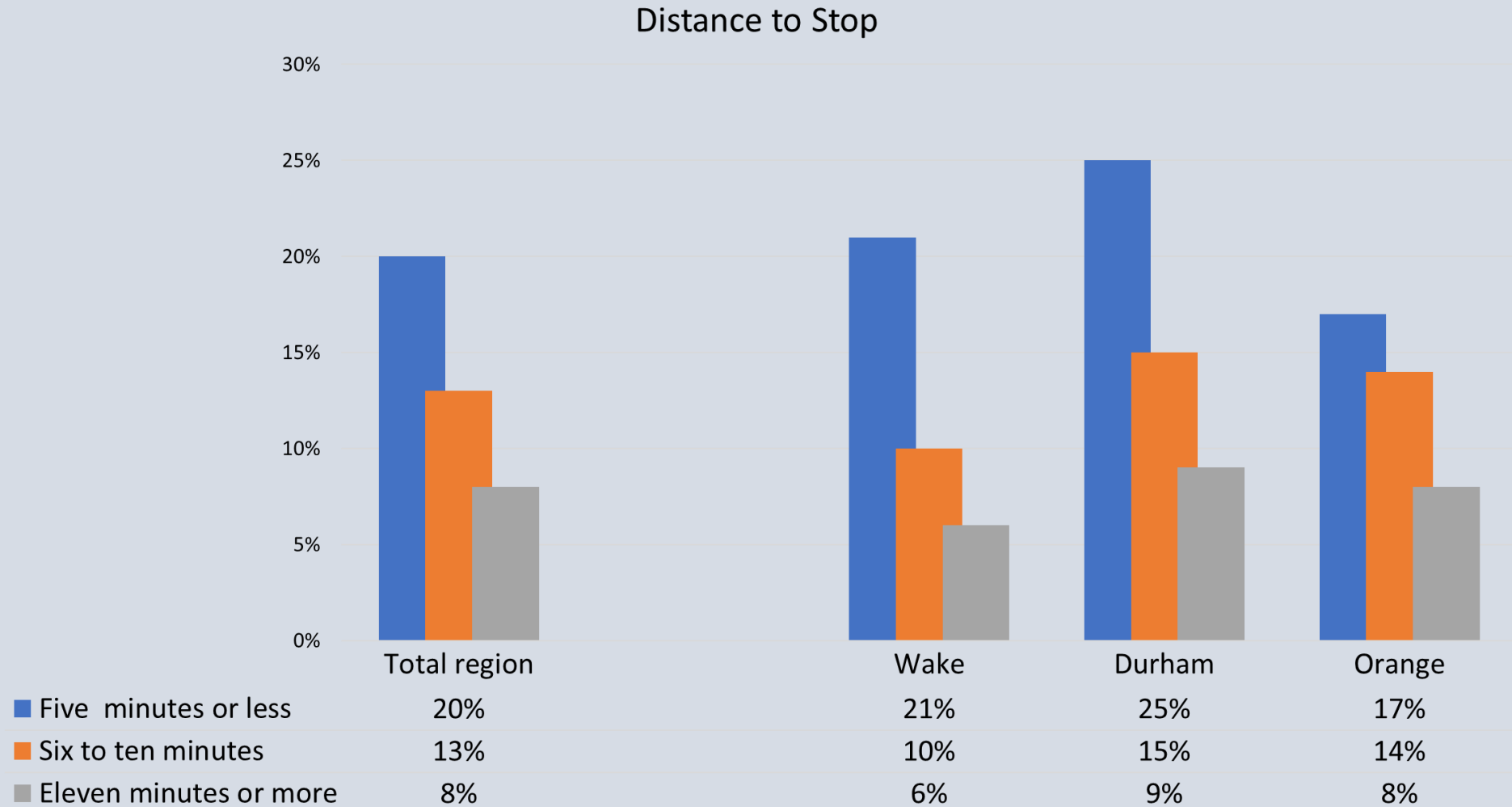
Awareness: Knowing about Bus Stops

[Non-transit users only]



Distance to Bus Stop

(Chart includes only those aware of a stop in walking distance)



Awareness of Bus system(s) Serving Nearest Bus Stop

[Non-transit users only; Aided awareness]

Q9 Which bus system or systems provide service at that bus stop,
GoRaleigh, GoDurham, GoTriangle, GoCary or Chapel Hill Transit?
(Non-transit users only)



■ GoRaleigh	16%	29%	1%	1%
■ Chapel Hill Transit	12%	0%	4%	44%
■ GoDurham	10%	1%	41%	2%
■ GoTriangle	7%	7%	8%	7%
■ GoCary	3%	5%	1%	0%
■ A system other than those	1%	1%	3%	2%

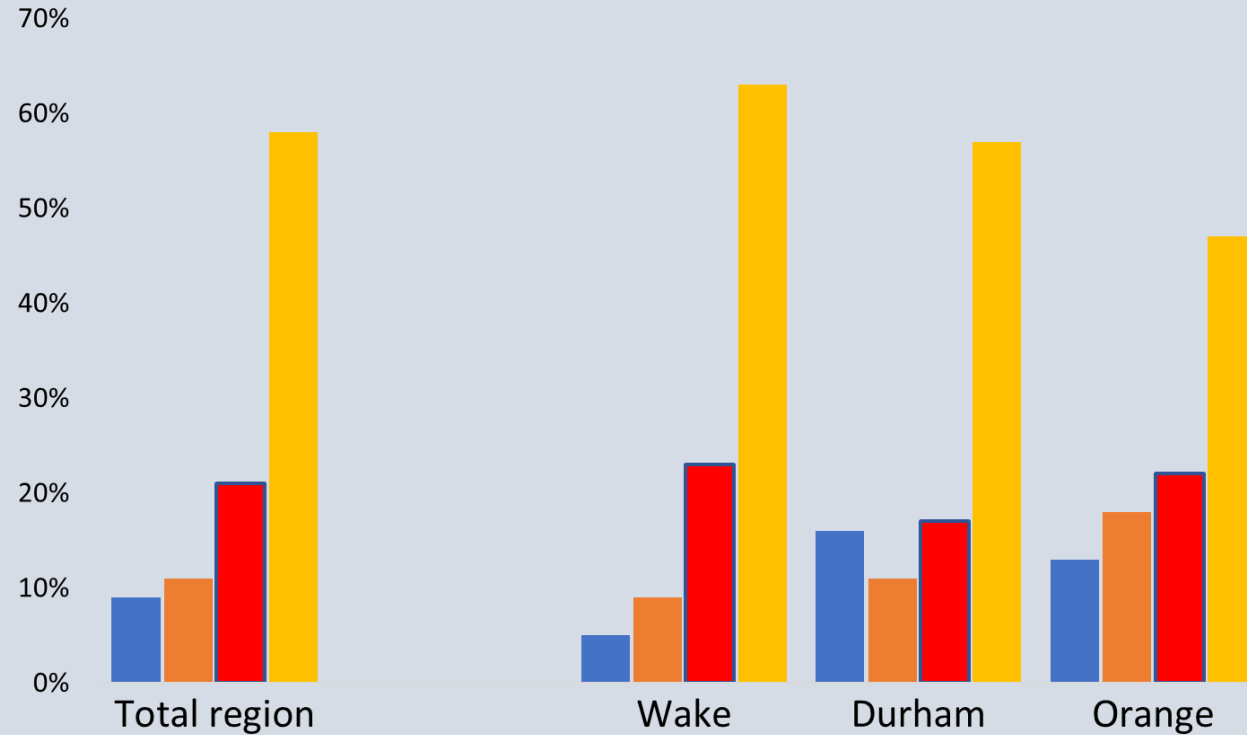
3. Public Transportation Market Profile

Reminder of the Market Index

- “Regular riders” include those who say they use public transportation for their most frequent local trip or who say they use public transportation at least once a month.
- Occasional riders are those who say they used public transportation in the past year, but less often than once a month.
- Those with some potential to use transit said that they would be very likely to use transit service once a month or more if service were “...within walking distance of home, ran every 15 minutes, and within a block or two before they needed to go.”
 - In addition, however, this segment had to *reject* at least two of the three statements that
 - (Q16C) “It just takes too long to get places using public transportation,”
 - (Q16D) “I would not feel safe using the local public buses,” and/or
 - (Q16E) “I just won’t use the bus because I have a car.”
 - Those passing that test were labeled as having “some potential to use transit.”

Market Overview

Use of and interest in using public transportation

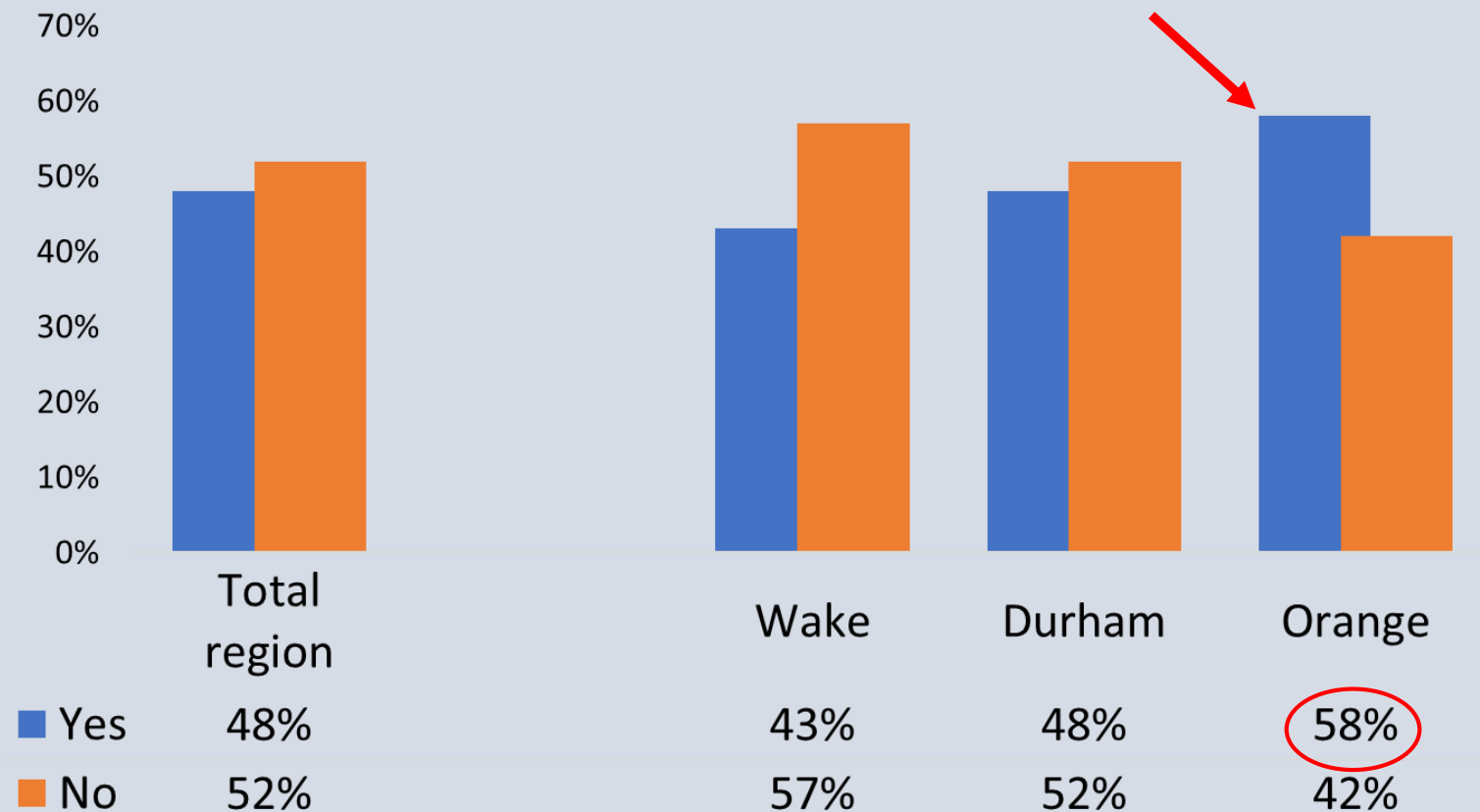


■ Regular rider	9%	5%	16%	13%
■ Occasional Rider	11%	9%	11%	18%
■ Some potential to use transit	21%	23%	17%	22%
■ Rejects using transit	58%	63%	57%	47%

4. Awareness of Transit Improvement Plans

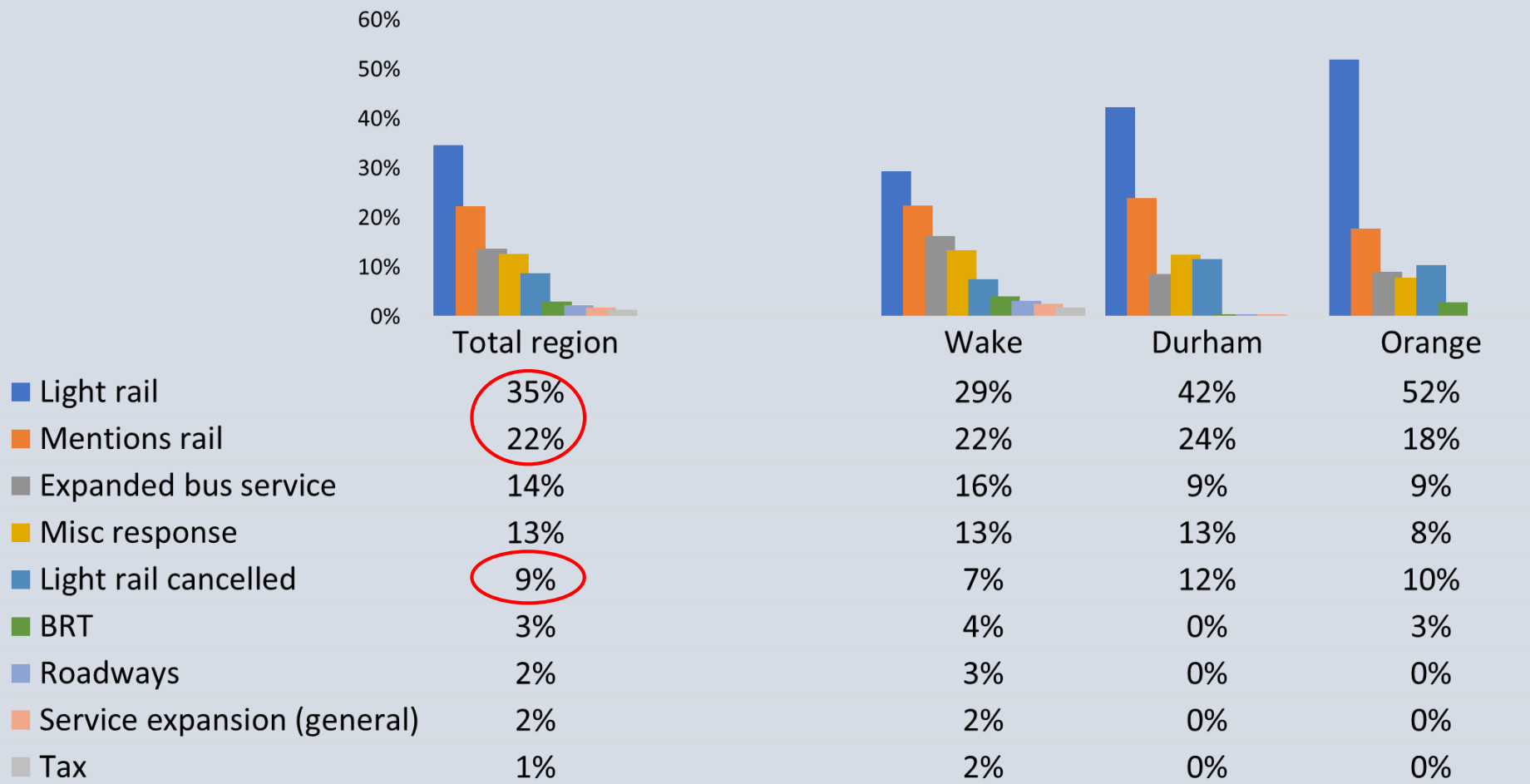
Awareness of Transit Improvement Plans

Q14 Have you heard or read about any plans to improve public transit services in the Triangle Region which consists of Wake, Durham, and Orange counties?



Respondents' Descriptions of What They Know of Plans

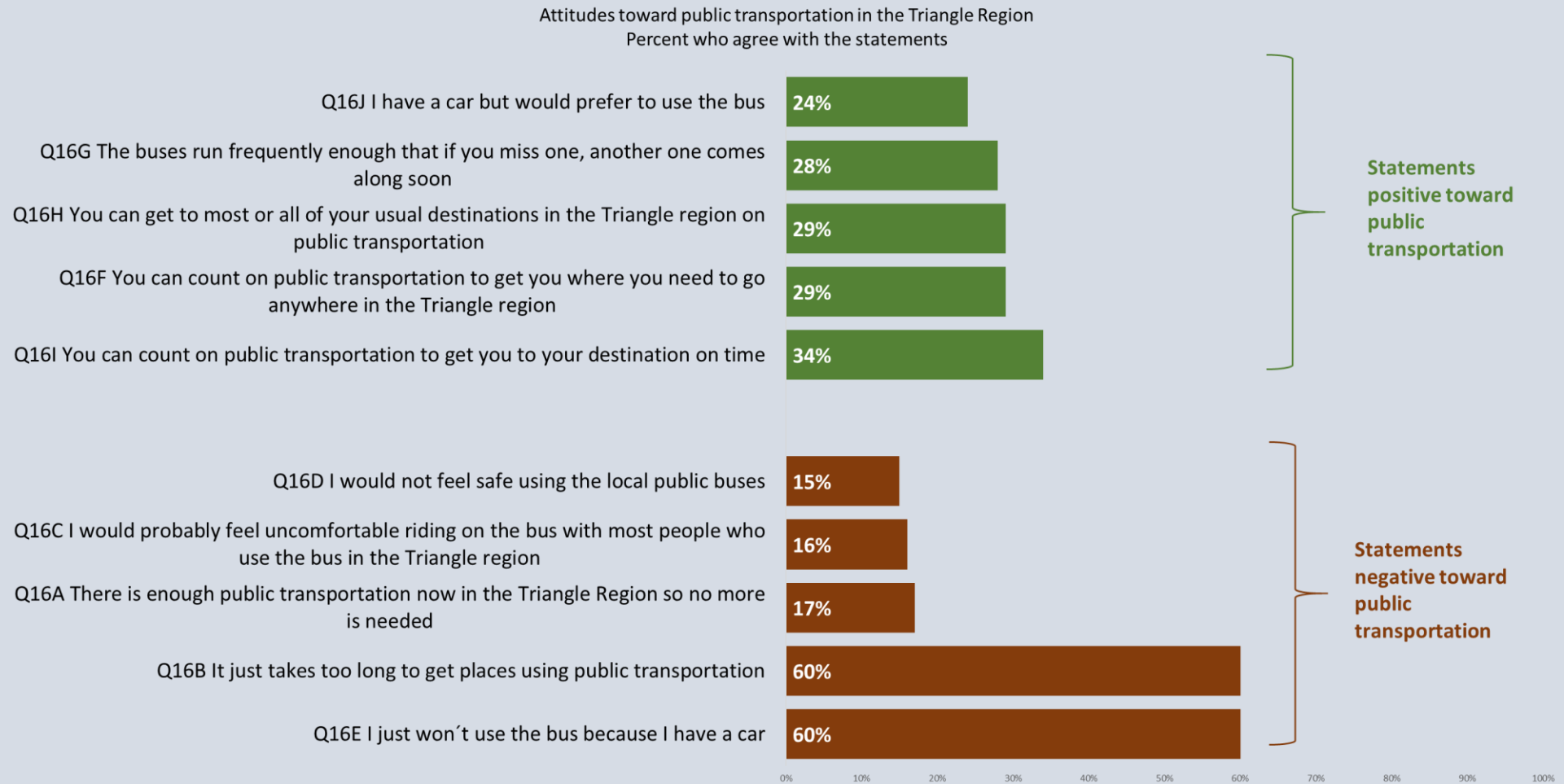
Q15 In a few words, can you tell me what new services being planned you may have heard about?
 (As a percent of only the 48% saying they had heard of transit improvement plans)



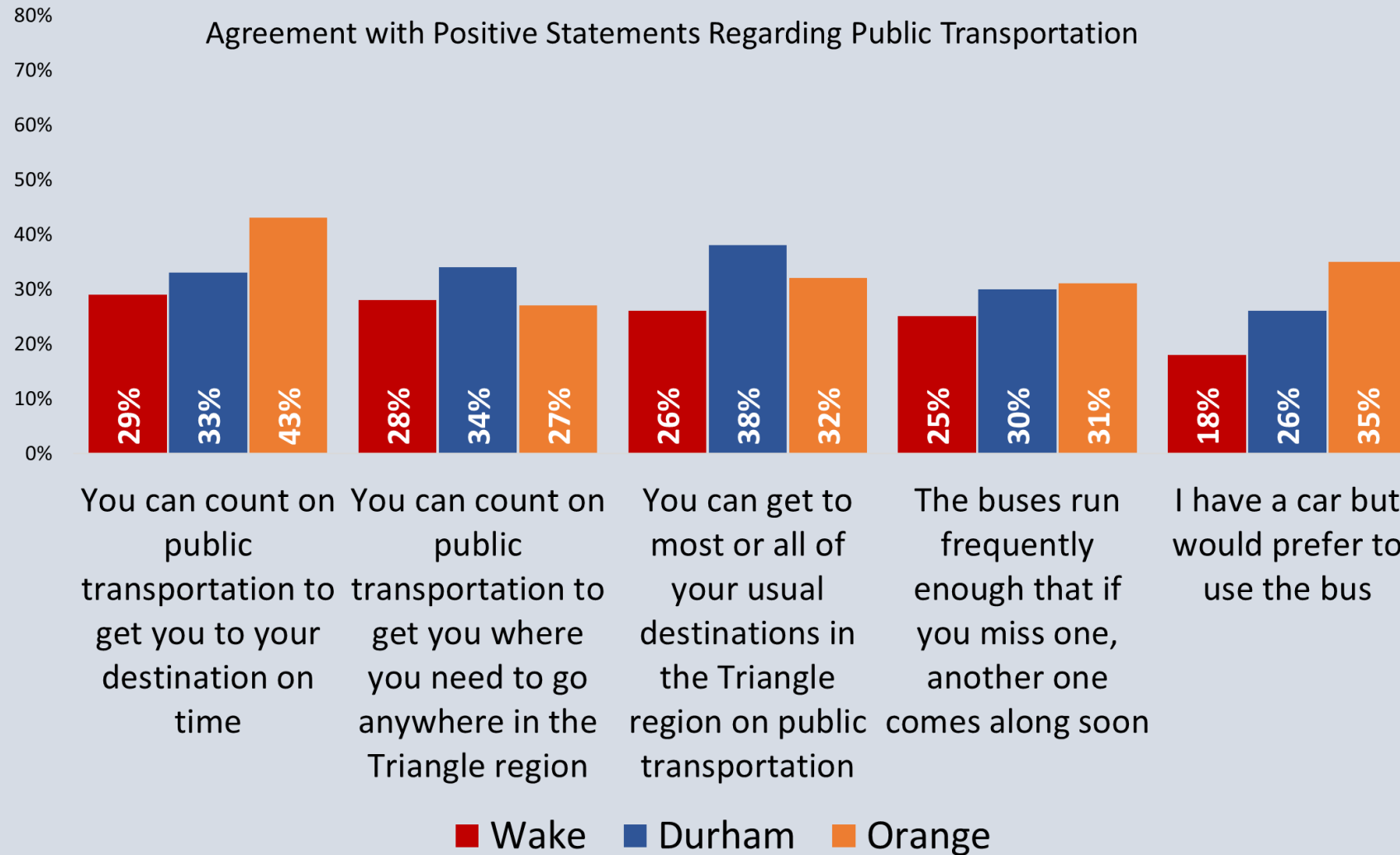
5. Perceptions of Public Transit and of Benefits of Improvement

- **Community Benefit to the region**
- **Personal benefit**

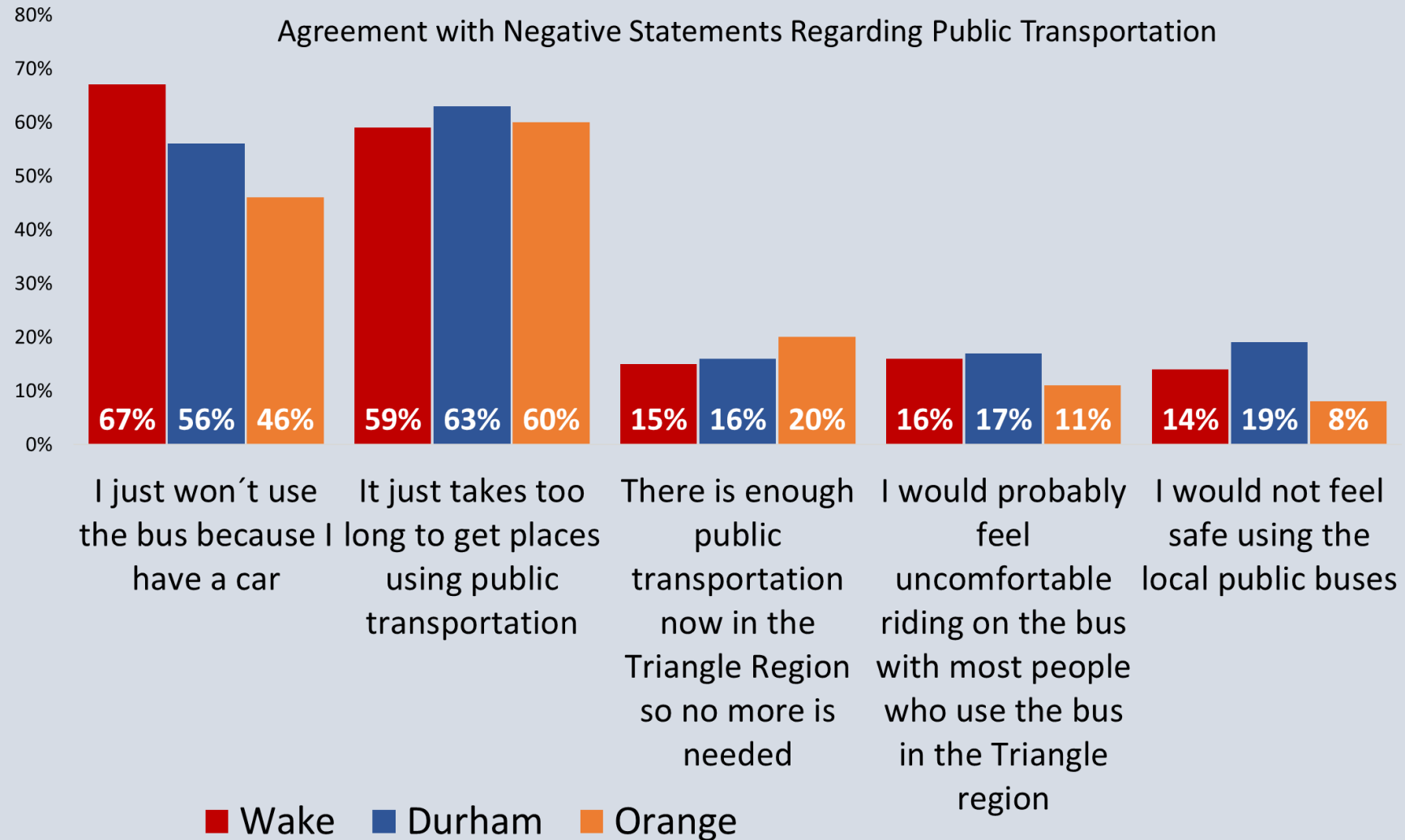
Attitudes Toward Public Transportation



Positive Statements



Agreement with Negative Statements about Public Transportation



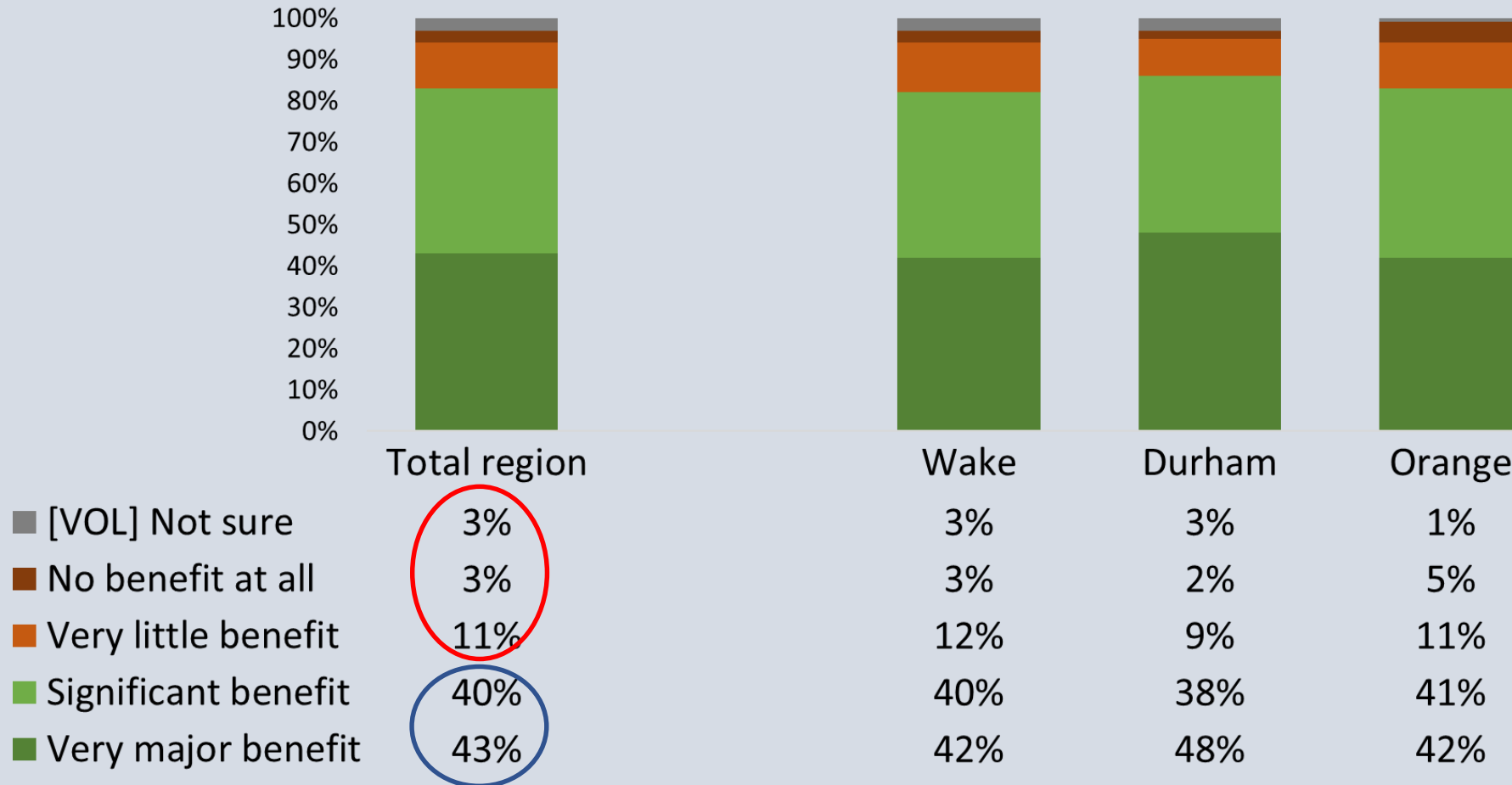
Information about Major Transit Improvements

The next questions I will ask you involve major changes being made in public transportation services in the Triangle region.

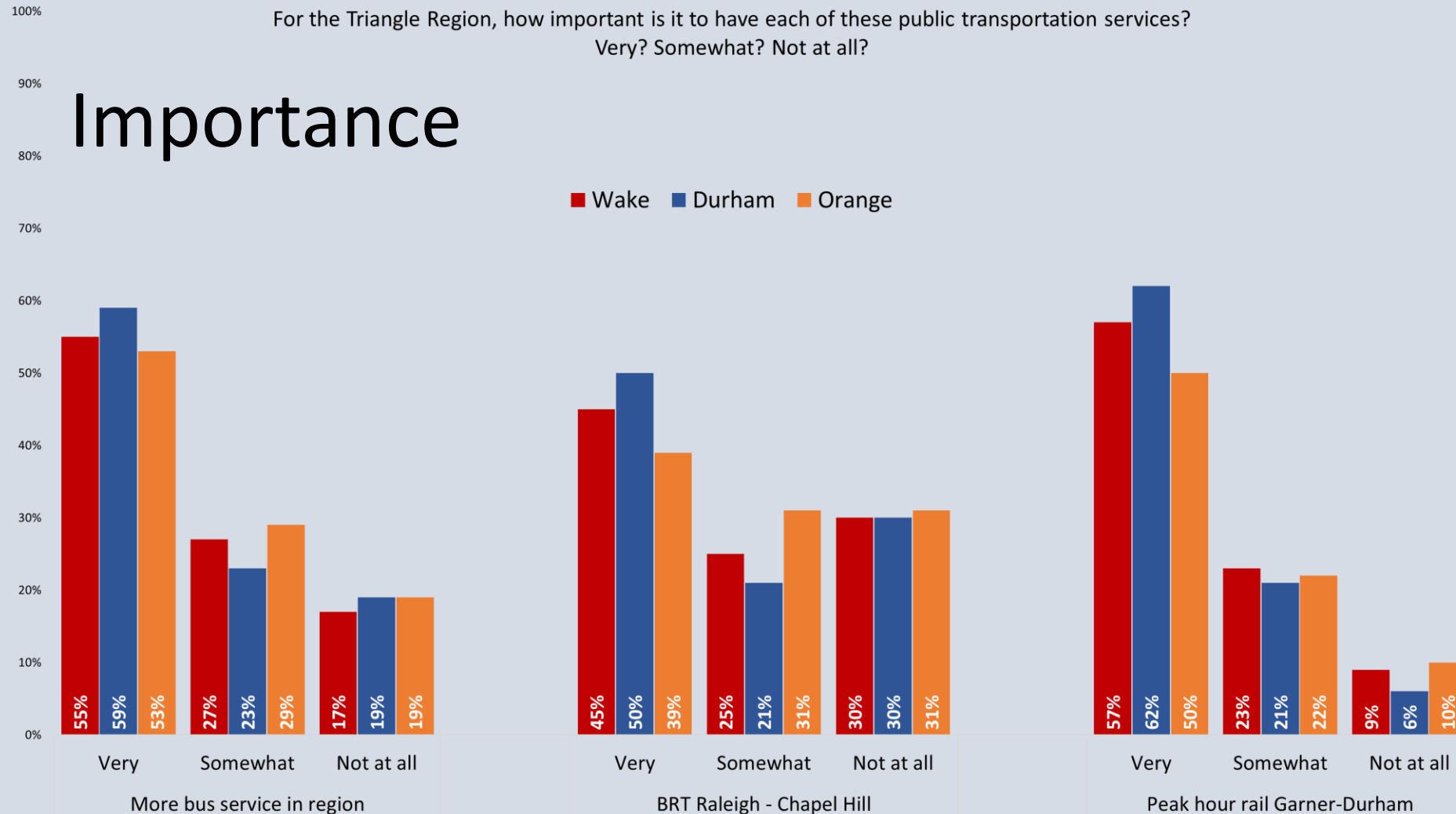
- (1) One change is bus service running more often, to more places, for more hours a day and more days a week.
- (2) A second change is a new type of service called “Bus Rapid Transit” in which buses run fast in their own lanes separate from traffic. They stop at special sheltered stations rather than usual bus stops. Currently, Bus Rapid Transit is being planned in Raleigh and Chapel Hill.
- (3) The third change is to provide peak hour commuter trains that would run between Garner and Durham through Cary, Raleigh, and Research Triangle Park

Transit Improvements and Community Benefit

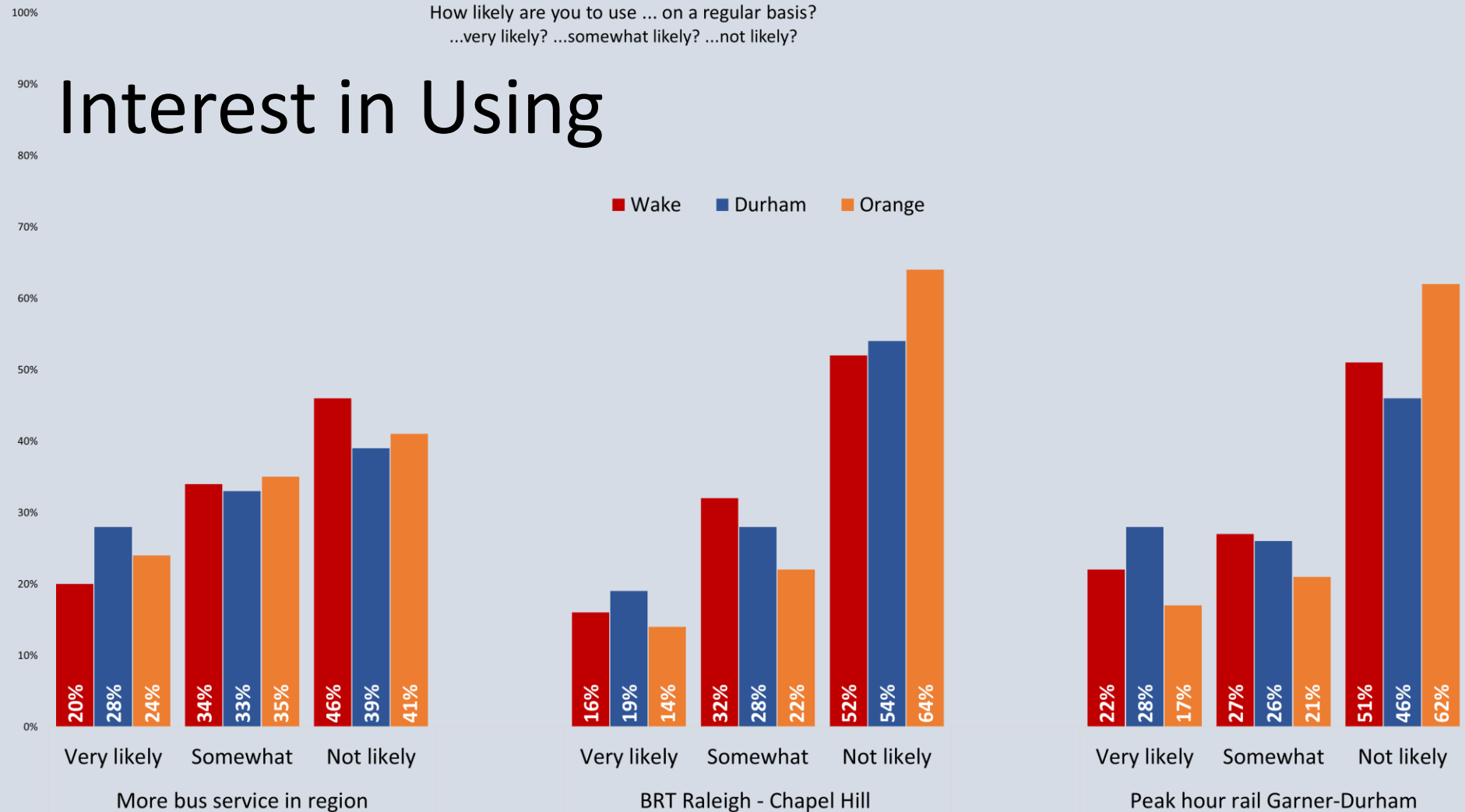
Q20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region?



Importance of Transit Expansion to Triangle Region



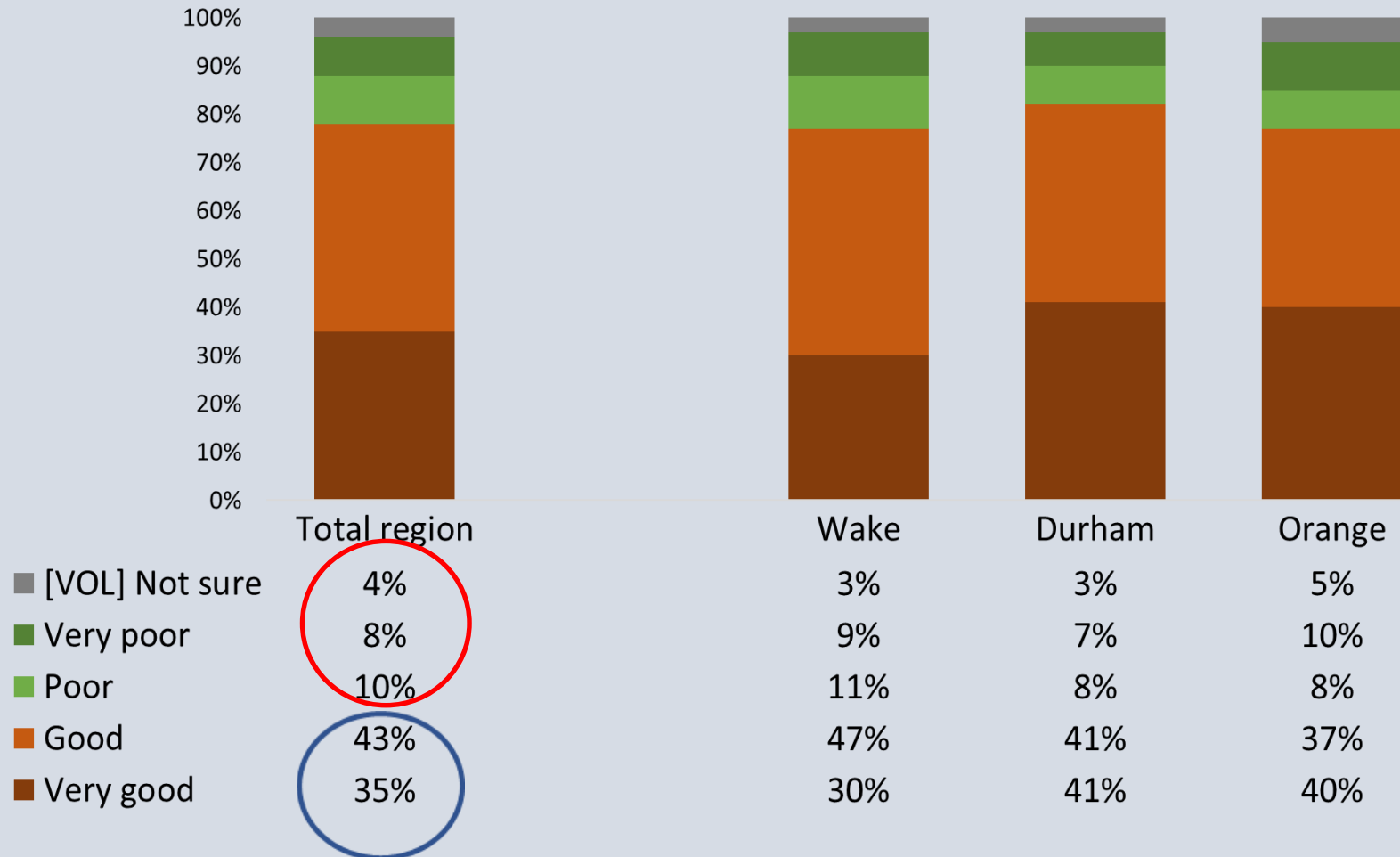
Likely Personal Use of Expanded Transit



6. Attitudes Toward Tax Funding of Public Transportation Improvements

Use of Tax Dollars to Fund Transit Improvements

Q21 Funds for these kinds of transit improvements come in part from a half cent sales tax and other taxes in the Triangle Region. Do you consider this to be a very good use of tax dollars, a good use of tax dollars, a poor use of tax dollars or a very poor use of tax dollars?

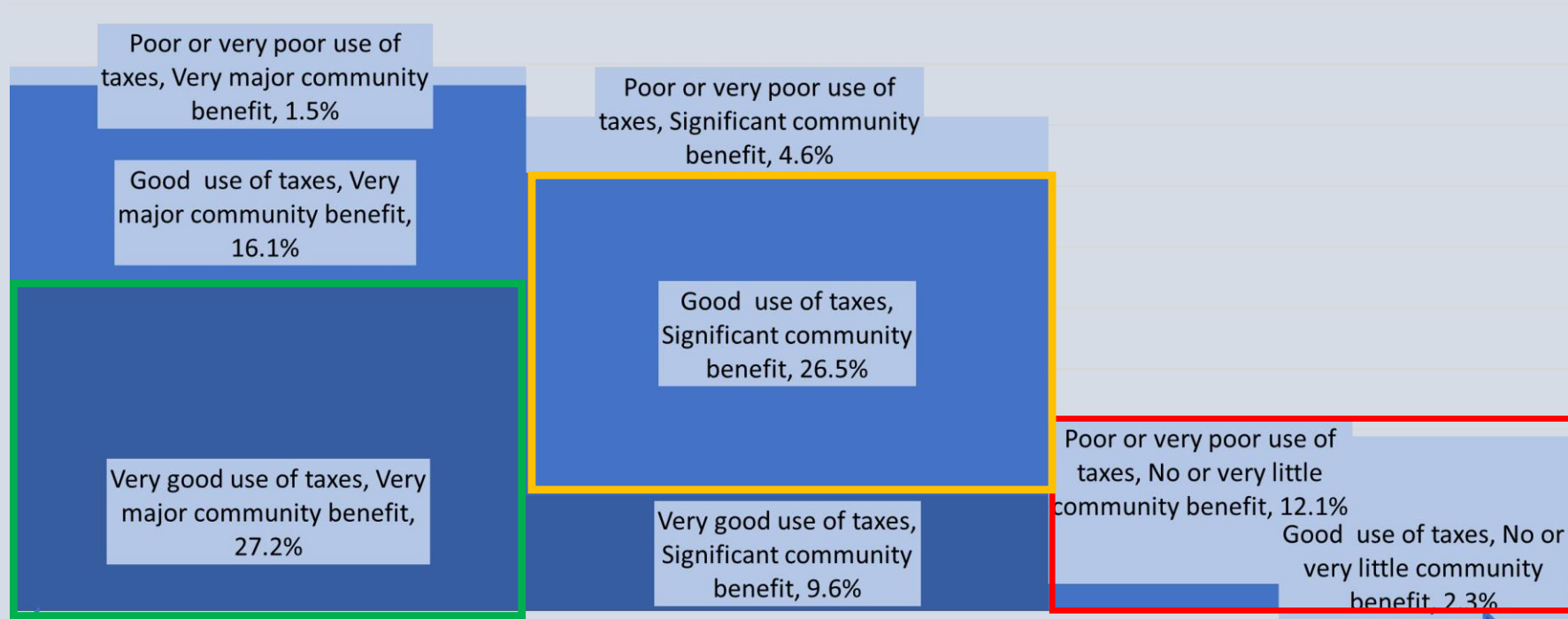


The Dividing Line between Positive and Less Positive View of Taxes for Transit Improvement is between “Very major” and only “Significant” Benefit, not between Some Benefit and No Benefit

Q21 Funds for these kinds of transit improvements come in part from a half cent sales tax and other taxes in the Triangle region. Do you consider this to be ...

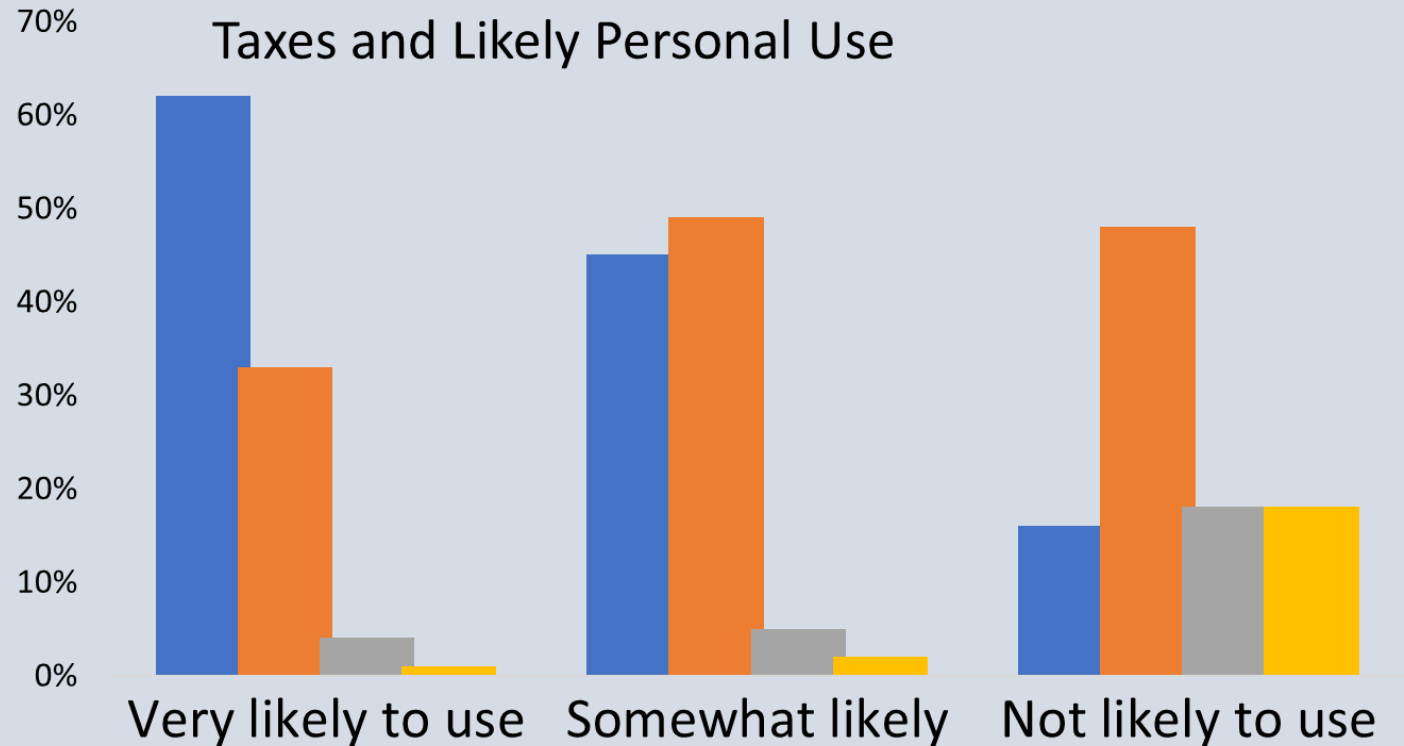
by

Q20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region?



Taxes and Personal Interest in service

Taxes and Likely Personal Use



Very good use of taxes	62%	45%	16%
Good use of taxes	33%	49%	48%
Poor use of taxes	4%	5%	18%
Very poor use of taxes	1%	2%	18%

Bottom Line

- 9% regular use of transit plus 11% occasional use
 - A base to build on
- Moderate awareness of service among non-users
 - Good awareness base to build on, but needs augmentation
- Attitudes toward relying on use of transit are not positive enough and will require aggressive marketing of new service to build market share
- Considerable awareness of plans for public transportation improvement
 - But still very focused on rail
 - Public awareness needs to be refocused on current programs and away from rail
 - Public education/Marketing will be important
- There is a strong belief in the community benefit of transit expansion
 - And substantial support for use of tax dollars for the purpose
 - The division on the matter of taxes that does exist currently takes the form of strong support v modest support, not between support and opposition
 - However, modest support can become opposition if doubt develops
- Support for the use of tax dollars is related to perception of community benefit, not to likely personal use

Community Survey, 2019 Triangle Region

VI. 2019 Community Survey Results

Requested Action:
Receive as Information

VII. FY21 Community Funding Area (CFA) Program Update

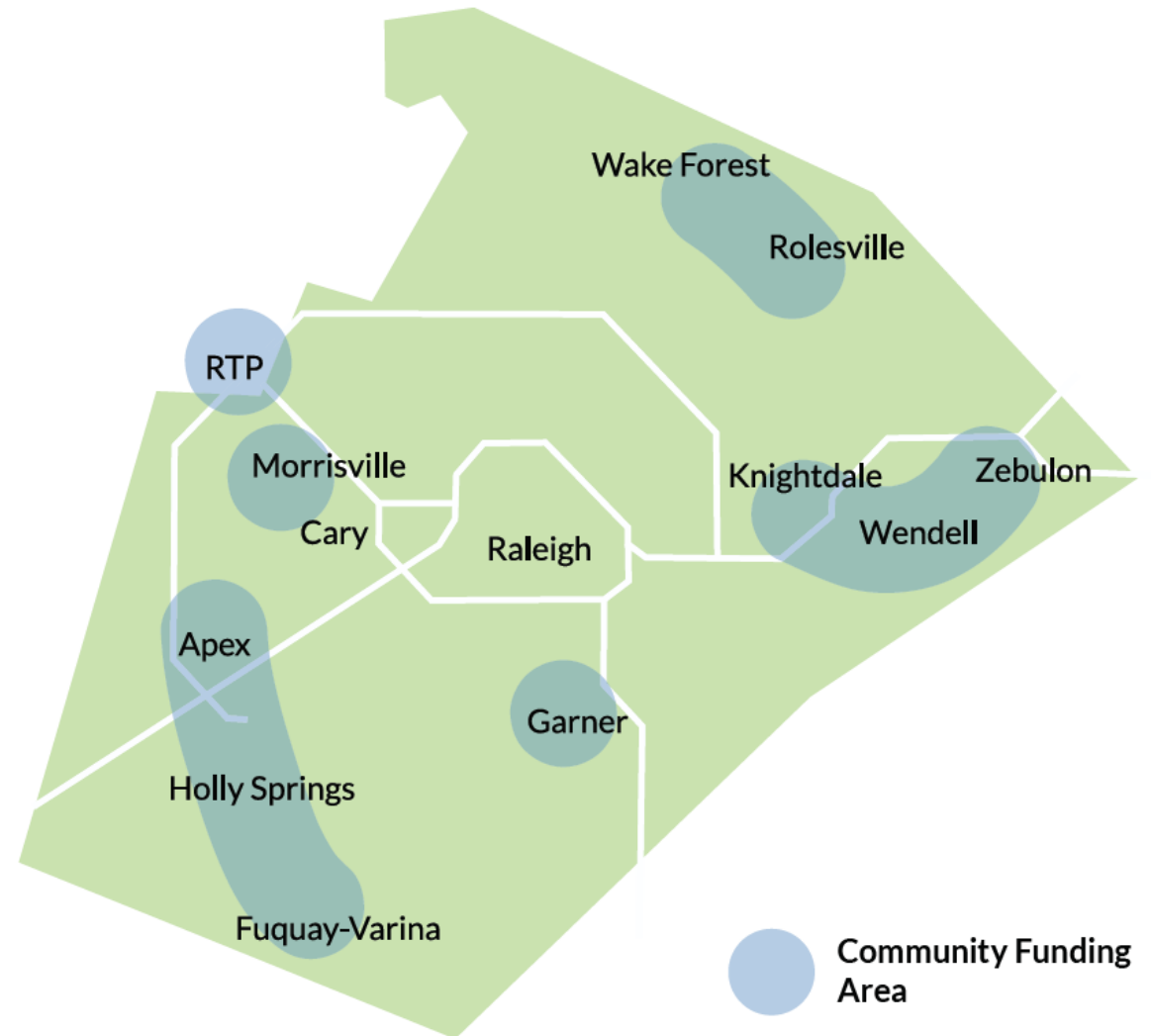
Evan Koff, CAMPO

WAKE COUNTY

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A COMMUNITY INVESTMENT IN TRANSIT

Community Funding Area Program Overview

- Envisioned as part of the Wake Transit Plan - Big Move #4: Enhanced Access to Transit
- A competitive program providing an opportunity to receive match funding for planning, capital, operating, or combined capital / operating transit projects



Community Funding Area FY 2021 Program Timeline

Action	Date
Call for Projects (Opens)	Oct 28, 2019
Applicant Training	Nov 1, 2019
Pre-Submittal Review Meetings:	
Town of Morrisville	Nov 20, 2019
Research Triangle Park Foundation	Dec 12, 2019
Town of Apex	Dec 13, 2019
Call for Projects (Closes)	Jan 3, 2020
CAMPO Staff Scores Submissions	Jan 6, 2020 – Jan 24, 2020
Selection Committee Convenes	Jan 27, 2020 Feb 21, 2020
Committee Recommendation Presentations	
Transit Planning Advisory Committee	Mar 11, 2020
Technical Coordinating Committee	Apr 2, 2020
Executive Board	Apr 15, 2020
TPAC recommends Projects in Work Plan	Apr 22, 2020
FY21 Work Plan Adoption	By June 30, 2020

 WE ARE HERE

Previously Funded Projects

Planning

Town of Apex (FY19)

Town of Morrisville (FY19)

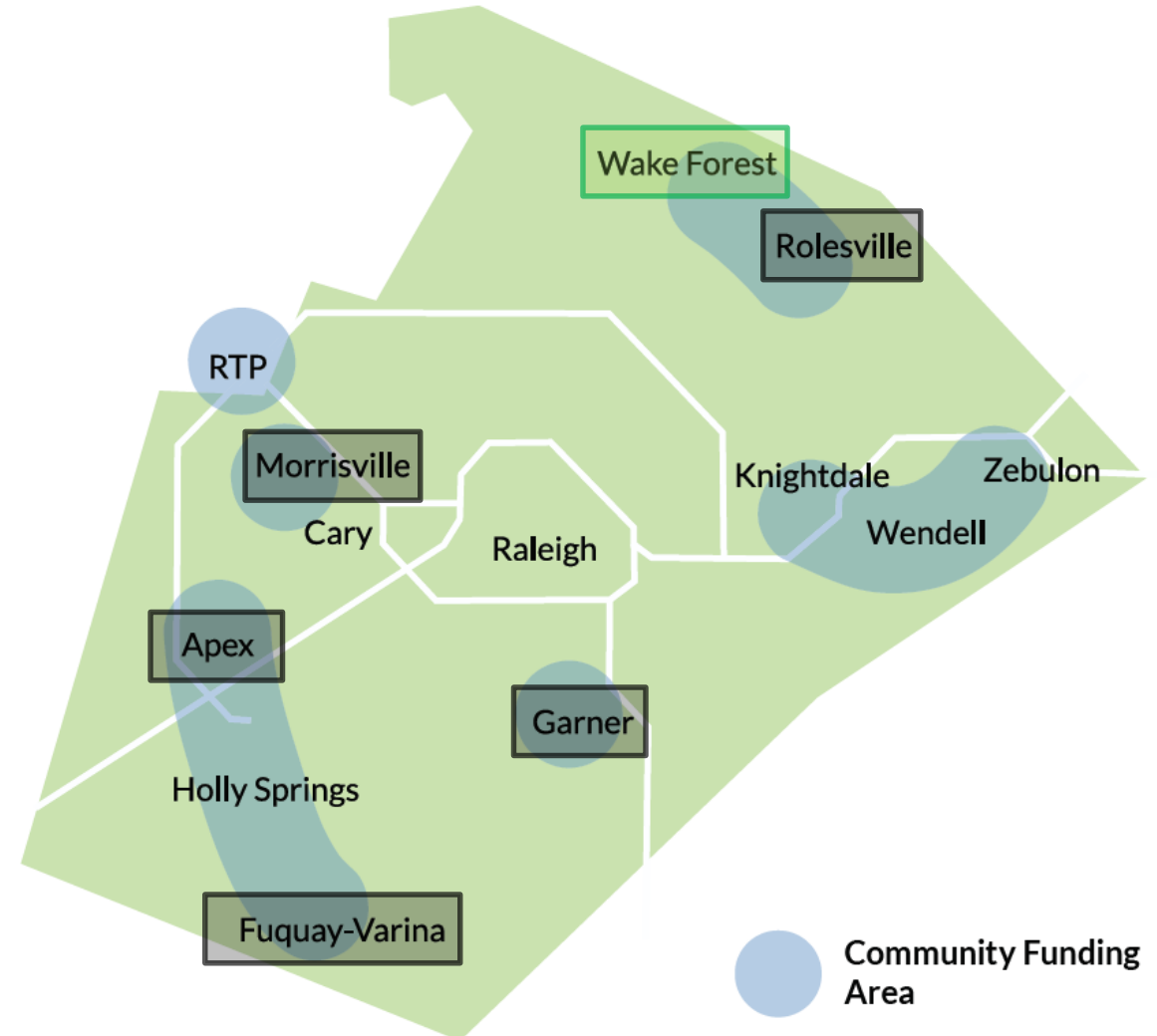
Town of Garner (FY20)

Town of Fuqua-Varina (FY20)

Town of Rolesville (FY20)

Operating

Town of Wake Forest (FY20)

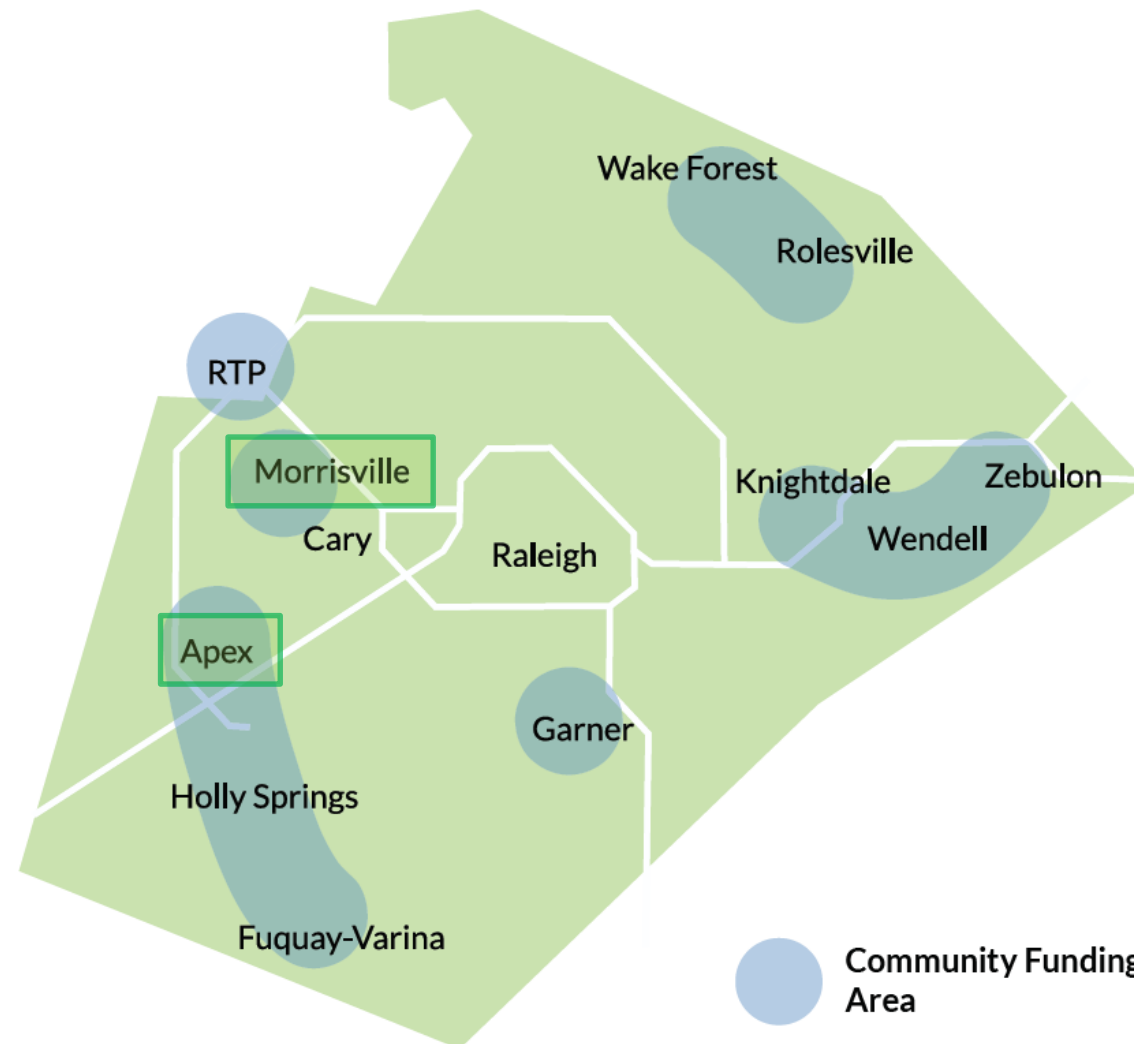


Submitted Applications

Capital and Operating

Town of Apex (FY21)

Town of Morrisville (FY21)



Scoring – Capital & Operating Projects

Category	Criterion	Description
Geographic Balance	Last Time Applicant Awarded CFAP Funds for Capital/Operating	Last time applicant was awarded CFAP funds for capital/operating projects.
Local/Regional Benefits	Fixed-route Wake Transit Plan investments supported	Number of fixed-route bus/rail connections within ½ mile of project area.
	Population density within service area	Population density (in people per square mile) within 1/2 mile of project area.
	Employment density within service area	Employment density (in jobs per square mile) within 1/2 mile of project area.
Transit Need	Population with Transit Need	Percent of population with high propensity to use transit (including residents living below the poverty line, older adults age 65 and above, total households with zero vehicles, individuals with disabilities) within ½ mile of project area.
	Activity Generators and Community Connections	Number of activity generators and community connections within ½ mile of project area. Activity generators and community connections include medical facilities, senior centers/community centers, retail centers, major employers (100+ employees), schools, and government centers.

Category	Criterion	Description
Cost Effectiveness	Operating and Capital Cost per Boarding	Operating and capital cost per boarding opening year.
Project Readiness	Project Readiness	A score is assigned based on the number of the following project readiness indicators that have been completed by the time the project application is submitted: 1) Project needed: Has a need for the proposed project been documented in other relevant planning documents? 2) Project study completed: Has a planning study for the proposed project been completed and deemed feasible and is the proposed project aligned with the study recommendation? 3) Title VI analysis / ADA assessment complete: Has a Title VI/ADA assessment been completed? 4) Realistic Cost and Timeframe: Does the project reflect a realistic cost and implementation timeframe (see Appendix F for definition of realistic cost and implementation timeframe)?
	Estimated Opening Year	Estimated opening year of project (for capital projects, how long until project is expected to be completed; for operations projects, how long until operation begins?)
	Best Practices	Does project follow published best practices from elsewhere within the country or region? Applicant must cite best practice research.
	Local Match	Amount of total project cost paid for with local funds

Scoring - Summary for Joint Capital & Operating Projects

	Geographic Balance	Local / Regional Benefits	Transit Need	Cost Effectiveness	Project Readiness	Total Score
FY20 Reference: Wake Forest App	20/20	5/20	20/20	5/10	14/30	64/100
Apex (LAPP)	20/20	15/20	20/20	0/10	28/30	83/100
Morrisville	20/20	16/20	20/20	0/10	25/30	81/100

Program Funds - CFA Funding Allocations: FY19 to FY27

FY20 Work Plan CFAP Allocation	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27
	\$100k	\$310k	\$1.087M	\$1.342M	\$1.097M	\$1.244M	\$1.304M	\$1.337M	\$1.371M
	+	+	+	+	+	+	+	+	+
Additional CFAP Funding (ADA)	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27
	\$0	\$0	\$103k	\$157k	\$215k	\$276k	\$340k	\$348k	\$357k
	↓	↓	↓	↓	↓	↓	↓	↓	↓
FY21 Work Plan CFAP Allocation	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26	FY27
	\$100k	\$310k	\$1.190M	\$1.499M	\$1.312M	\$1.520M	\$1.644M	\$1.685M	\$1.728M

Program Funds - Additional Cost Considerations

10%

The CFA Program Management Plan allows the potential of up to a 10% overage on project costs, with additional match dollars from the project sponsor. This 10% cannot go above any other program caps, such as the \$50,000 planning maximum.

30%

The Budget & Finance and Planning and Prioritization Sub-Committees made the following recommendation: No project can use more than 30% of total annual CFA program budget on **operating** expenses without TPAC approval.

Program Funds - CFA Operating Funding: FY21 to FY27

TO005-Z: CFA Funding Reserve

FY21	FY22	FY23	FY24	FY25	FY26	FY27
\$853k	\$1.154M	\$958k	\$1.157M	\$1.271M	\$1.303M	\$1.336M

30% Operating Cap

FY21	FY22	FY23	FY24	FY25	FY26	FY27
\$357k	\$450k	\$394k	\$456k	\$493k	\$506k	\$518k

CFA Applications



	Capital	Operating	FY22	FY23	FY24	FY25	FY26	FY27
MVL +10%	248k	\$33k	\$339k	\$347k	\$356k	\$365k	\$374k	\$383k
APEX +10%	207k	\$115k	\$380k	\$389k	\$399k	\$409k	\$419k	\$430k
Remaining	\$251k		\$435k	\$221k	\$402k	\$497k	\$510k	\$523k

Town of Apex:

Capital and Operating for Apex Circulator

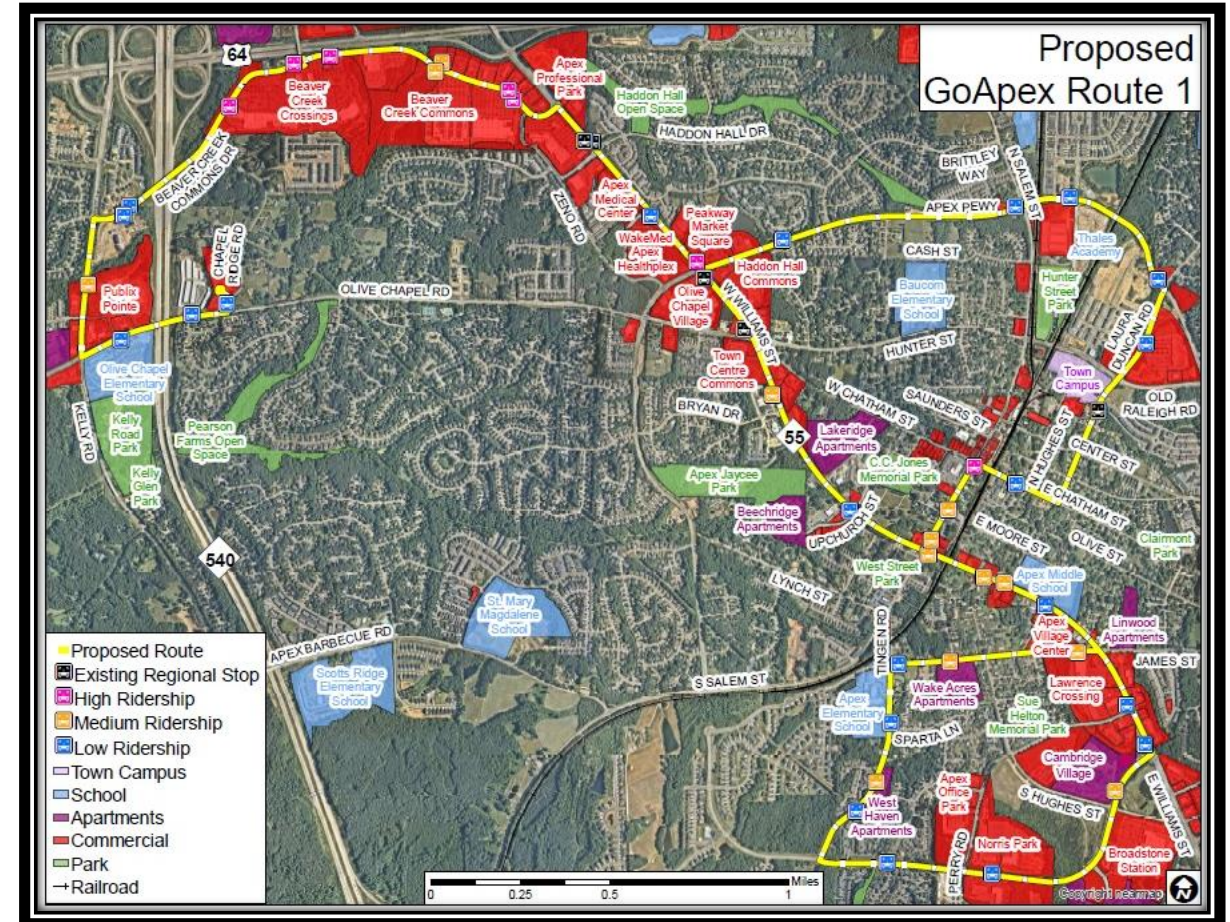
Review of Applications

Project Description:

The Town of Apex will use CFA funds for minimal construction of 41 bus stops, vehicle branding, system operation, and complimentary ADA/Paratransit service.

Service Details:

- Fixed Route Operated by GoCary
- Paratransit Operated by GoWake Access
- Service Span: 6am-10pm
- Headway: 60 minutes
- Expected start of service: 11/01/2020
- Expected Annual Ridership: ~39,000
- Fare free



Town of Morrisville:

Capital and Operating for Node Based Smart Shuttle

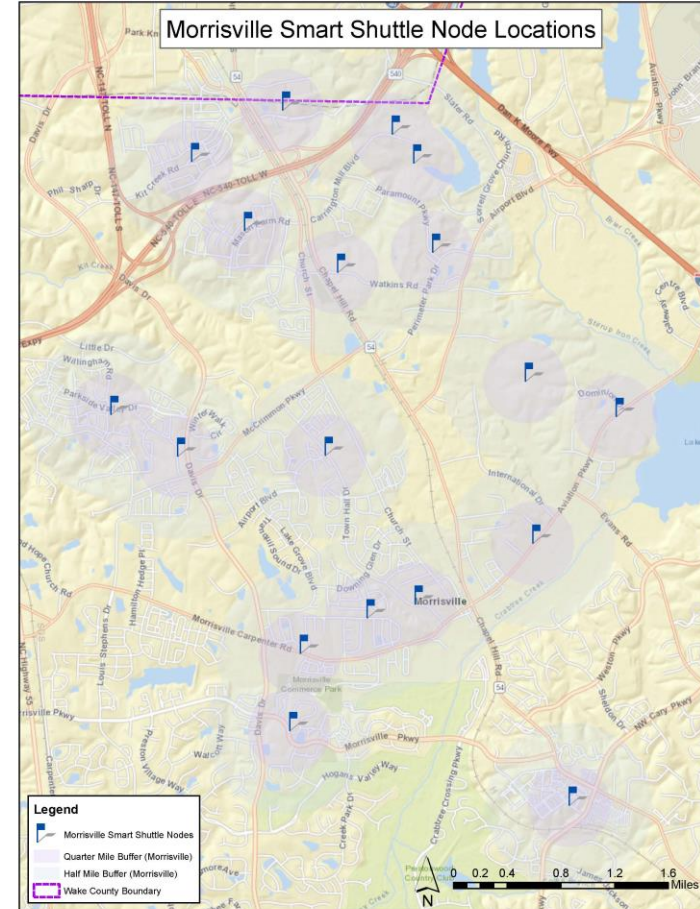
Review of Applications

Project Description:

The Town of Morrisville will implement a node-based, on-demand Smart Shuttle service. CFA funds for approximately 20 nodes with varying levels of investment/infrastructure based on ridership and location, technology maintenance, and operations.

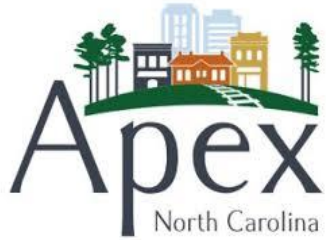
Service Details:

- Shuttles operated by GoCary
- Service Span: 6am-9pm
- Wait Times: 10-20 minutes
- Expected start of service: 06/07/2021
- Expected Annual Ridership: ~12,000
- 1.5 Passengers per revenue hour
- Fare free



Funding Recommendations:

CFA Selection Committee



Funding: The CFAP Selection Committee recommends **Full Funding**

Conditions: None



Funding: The CFAP Selection Committee recommends **Full Funding**

Conditions: The Town of Morrisville will show a framework in its plan for the following: operational contingency, a marketing/public engagement strategy, day-to-day service monitoring/customer service, technology procurement, and service to the Regional Transit Center.

Funding Recommendations:

FY21 CFA Projects in Wake Transit Work Plan

There will be a Project ID with corresponding line item and project sheet for each funded implementation element as occurred with the now-funded FY20 Wake Forest application

Project ID	TO005-AA	Project Category	Bus Operations	Project Subcategory	Bus Service
Project Description:			Project at a Glance		
As part of the Community Funding Area Program, the Town of Wake Forest, in partnership with the City of Raleigh / GoRaleigh, will continue its reverse circulator that adds service in the opposite direction of its original circulator loop.			Project Title: Wake Forest Loop: Reverse Circulator		
The listed project cost includes funds to allow up to a 10% cost overage, as defined in the Community Funding Area Program Management Plan. In some program years, project costs may be limited by the policy described in the Program Management Plan specifying that no single Community Funding Area Project can use more than 30% of the total Community Funding Area Program annual budget.			Agency: Town of Wake Forest		
			FY 2021 Costs: \$326,100		
			FY 2022 Programmed Cost: \$346,335		
			Funding Source: Wake Transit Tax Proceeds and Local Match		
			Start Date: January 2020		
			Service Span: 6am-8pm		
			Off-Peak Frequency: 60 minutes, two way		
			Peak Frequency: 60 minutes, two way		
			Assets: GoRaleigh Fleet		
			Major Destinations: Downtown Wake Forest, Wakefield Commons, Wake Forest Crossing, CVS Pharmacy		
			Transit Centers: Wake Forest Park-and-Ride		



Town of Wake Forest	Agency Subtotal	\$214,057	\$326,100	\$346,335
TO005-AA Wake Forest Loop: Reverse Circulator		\$214,057	\$326,100	\$346,335

Funding Recommendations:

FY21 CFA Projects in Wake Transit Work Plan

The TO005-Z (Community Funding Area Program Reserve) balance for FY21 will be adjusted to reflect the newly funded implementation elements

Project ID	TO005-Z	Project Category	Bus Operations	Project Subcategory	Other Bus Service
Project Description:				Project at a Glance	
Community Funding Area (CFA) Program funding will be used to support community-based public transportation projects through planning, capital, or operating projects. Eligible municipalities or organizations function as project sponsors under the program and will determine the best investments for their communities, entering their projects for scoring consideration via a CFA application as described in the CFA Program Management Plan.				Project Title: Community Funding Area Program Reserve	
This project places in reserve the designated CFA funding for FY21, which will be assigned to selected projected sponsors by April of 2020.				Agency: Capital Area MPO	
				FY 2021 Costs: \$864,414	
				FY 2022 Programmed Cost: \$1,153,562	
				Funding Source: Wake Transit Tax Proceeds	
				Start Date: July 2020	

Other Bus Service	Subcategory Total	\$729,673	\$1,767,492	\$2,154,292
Capital Area MPO	Agency Subtotal		\$864,414	\$1,153,562
TO005-Z	Community Funding Area Program Reserve		\$864,414	\$1,153,562

Any Questions?



VII. FY21 Community Funding Area (CFA) Program Update

Requested Action:
Receive as Information

VIII. Mobility Coordination Committee (MCC) Overview

Crystal Odum, CAMPO



NC Capital Area **Metropolitan Planning Organization**

Mobility Coordination Committee (MCC)

TPAC Presentation ~ March 11, 2020

2018 Plan Recommendations

1. Create an **organizational infrastructure** to lead coordinated planning efforts;
2. Develop a coordinated, consistent **ADA paratransit program** in Wake County;
3. Prepare for potential changes in **Medicaid Transportation**;
4. Develop a **mobility management structure** for Wake County and the Raleigh Urbanized area;
5. Establish a regional **mobility framework** for emerging mobility partners.

Short Term Recommendations – FY 2019 to 2022

- 1.1 Establish the Mobility Coordination Committee;
- 1.2 Create a consistent regional ADA structure;
- 1.3 Coordinate ADA Service Delivery;
- 1.4 Initiate Rural Transportation Network;
- 1.5 Monitor State's Medicaid Transportation Program;
- 1.6 Develop Mobility Management Program;
- 2.1 Develop Emerging Mobility Strategy/Policy

Mobility Coordination Committee

Three (3) Working Sub-Committees

Administrative Sub-Committee – Administrative items, MCC organizational structure, policy development, funding and mobility management and preparation for emerging technologies research.

ADA Sub-Committee – Develop consistent ADA policies and service and introducing coordinated ADA service delivery.

Community Transportation Sub-Committee – Prepare for changes in the State's Non Emergency Medical Transportation (NEMT) Medicaid program, initiate the rural transportation network/Mobility Management approach for rural transportation includes work with stakeholders.

Administrative MCC Sub-Committee

- 1.1 Establish the infrastructure – MCC
 - MCC structure, annual meeting schedule, update Plan language, formalize the MCC, support 5310 PMP, Draft recommended “Working Implementation Schedule/goals”,

- 1.6 Develop Mobility Management Program
 - Research, training, webinars, peer site visit(s)

- 2.1 Develop Emerging Mobility Strategy/Policy
 - (Part of 1.6) Research emerging technologies and existing regional and peer policies

ADA MCC Sub-Committee

1.2 Create a consistent regional ADA process structure

- Developed a regional ADA map – identify overlaps and gaps in ADA service;
- Examining feasibility of a universal ADA application and eligibility;
- Determine the feasibility of a common trip reservation process;
- Determine the feasibility of consistent late cancellations and no-show policies definitions;
- Determine the feasibility of consistent fare, fare media and outlets
- Create a single User Guide

ADA MCC Sub-Committee (continued)

1.3 Coordinate ADA Service Delivery

- Developing potential methodology to consistently and regionally address gaps in ADA service;
- Determine the feasibility of a centralized Call Center scheduling and dispatching;
- Explore Use of Common Scheduling Software;
- Develop Wake County travel training program

Community Transportation MCC Sub-Committee

- 1.4 Initiate Rural Transportation Network
 - Service providers identifying funding gaps and map transfer point;
 - Working with Human Services Provider Stakeholders to identify specific gaps and service needs

- 1.5 Monitor State Medicaid Transportation Program
 - Ongoing working with the State and Providers

- 1.6 Develop Mobility Management Program
 - Ongoing working with the Administrative Sub Committee;
 - Develop a Mobility Manager's position description

Next Steps

- Continue work identified in the recommended “Implementation Schedule/work plan”;
- Continue work re-prioritizing the recommended “Implementation Schedule/Strategy” – Developing 6-month goals;
- Continue to research new funding and coordination opportunities for the committee;
- Provide periodic updates on the Implementation Strategies and accomplishments implementing the Plan recommendations to date

VIII. Mobility Coordination Committee (MCC) Overview

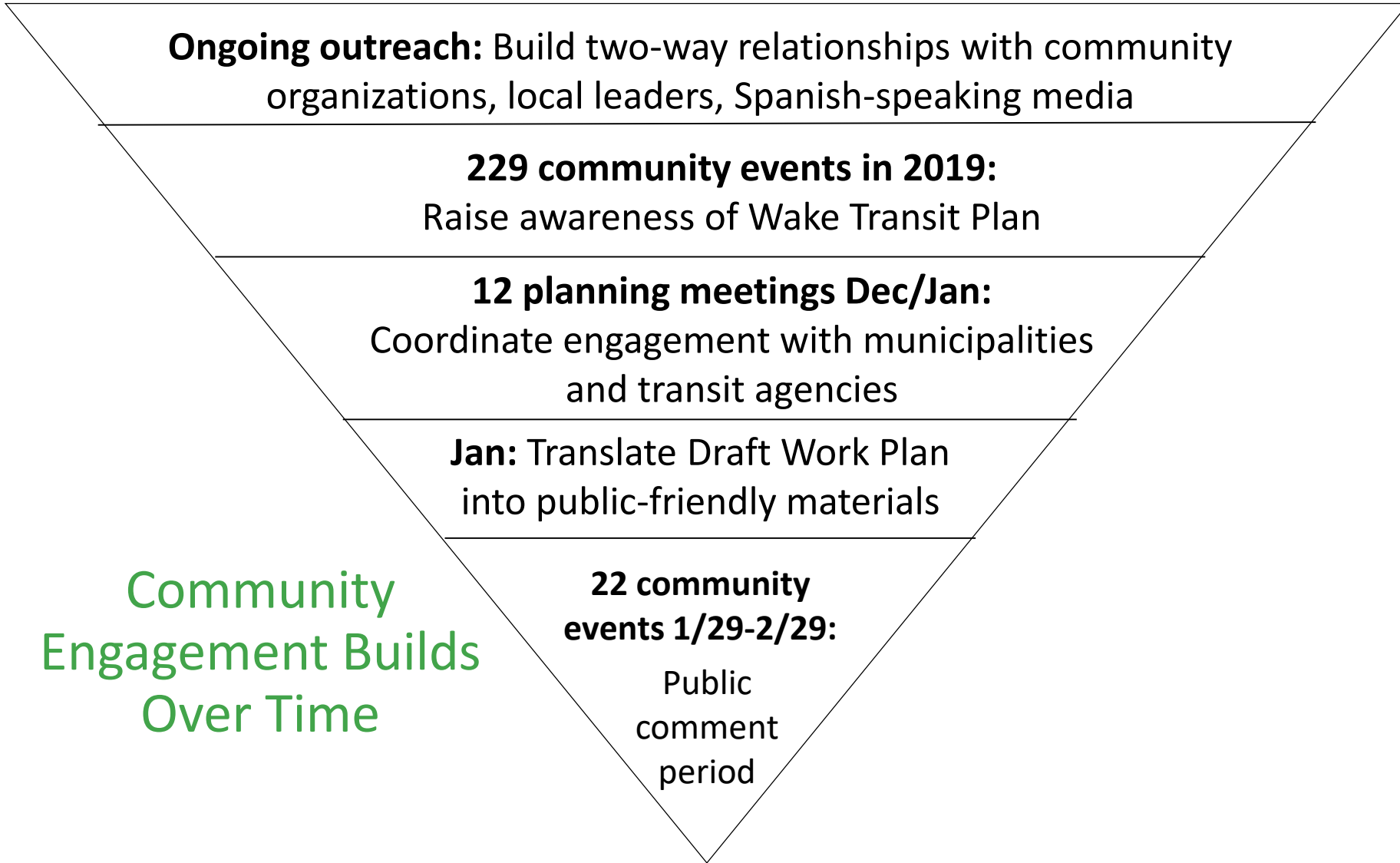
Requested Action:
Receive as Information

IX. FY21 Work Plan Progress Report

Liz Raskopf, GoTriangle & Bret Martin, CAMPO

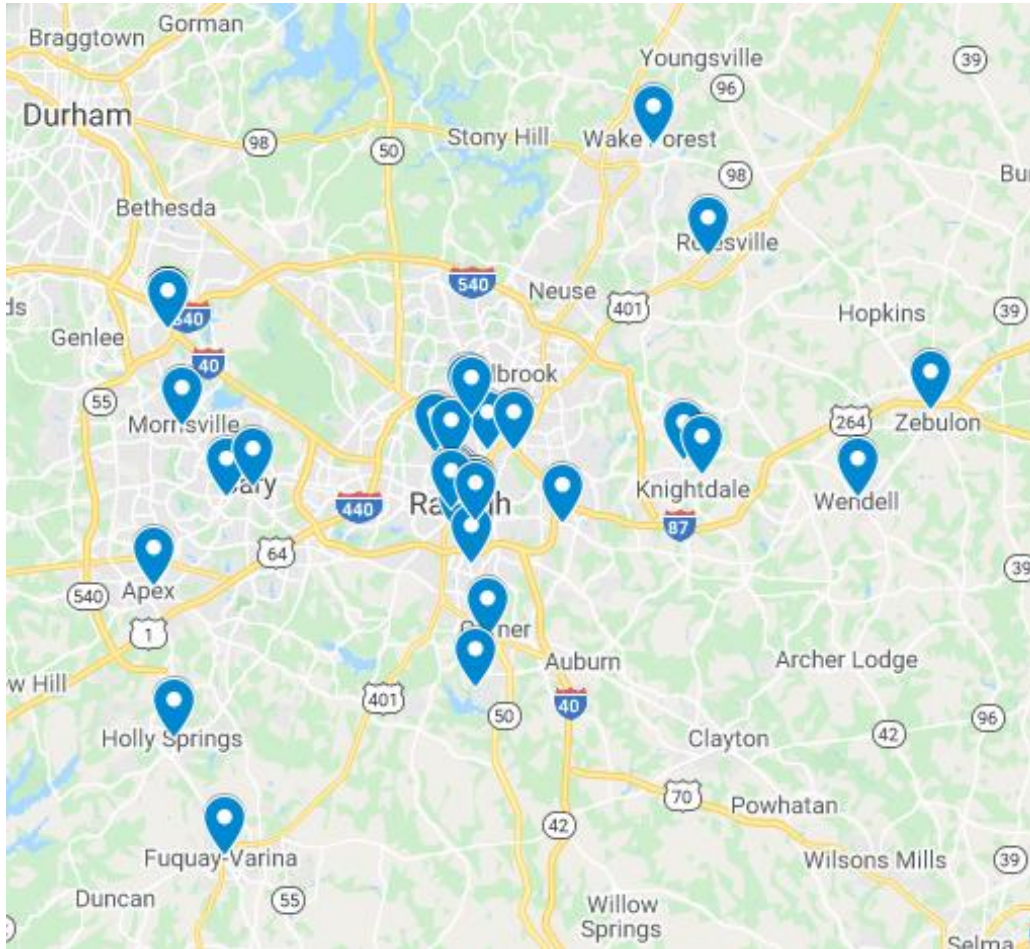
WAKE COUNTY

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT



*FY21 Draft Wake Transit Work Plan Public
Comment Period 1/28/20 – 2/29/20*

Community Engagement



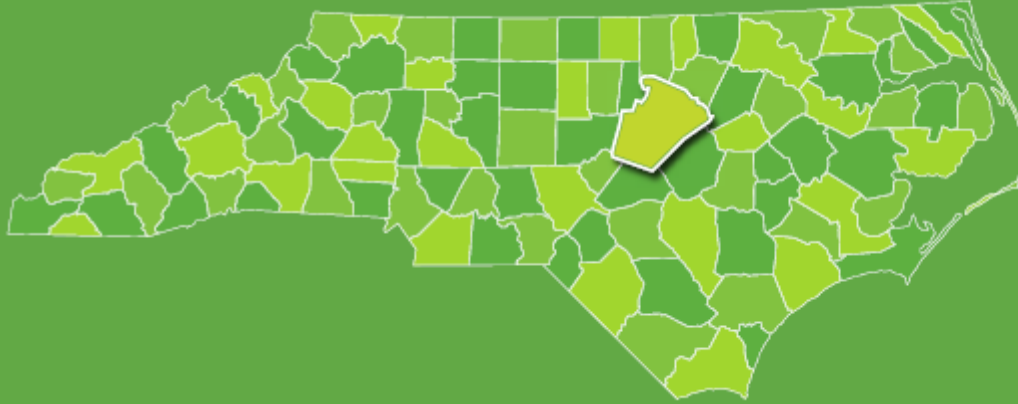
- **22** community events
 - 14 pop-ups
 - 8 presentations
- **12** planning meetings
 - Morrisville, Wake Forest, Zebulon, Fuquay-Varina, Holly Springs, Rolesville, Wendell, Knightdale, Garner, Apex
 - GoRaleigh, GoCary
- **370** in-person interactions

*FY21 Draft Wake Transit Work Plan Public
Comment Period 1/28/20 – 2/29/20*

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

COMMUNICATION PUSHES

- **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



20

Wake County Public
Libraries received electronic
flyer for distribution

TWITTER



24,066
IMPRESSIONS

35
TWEETS

644
ENGAGEMENTS

FACEBOOK



2,200
IMPRESSIONS

115
ENGAGEMENTS

218
CLICKS

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

PAGE VIEWS

UNIQUE
970

Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.



TOTAL
1,169

The pages visited, listed by URI. The URI is the portion of a page's URL following the domain name; for example, the URI portion of www.example.com/contact.html is /contact.html.



JANUARY 29, 2020

183 PAGE VIEWS

AVERAGE TIME ON PAGE



3:58

The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

ENTRANCES



741

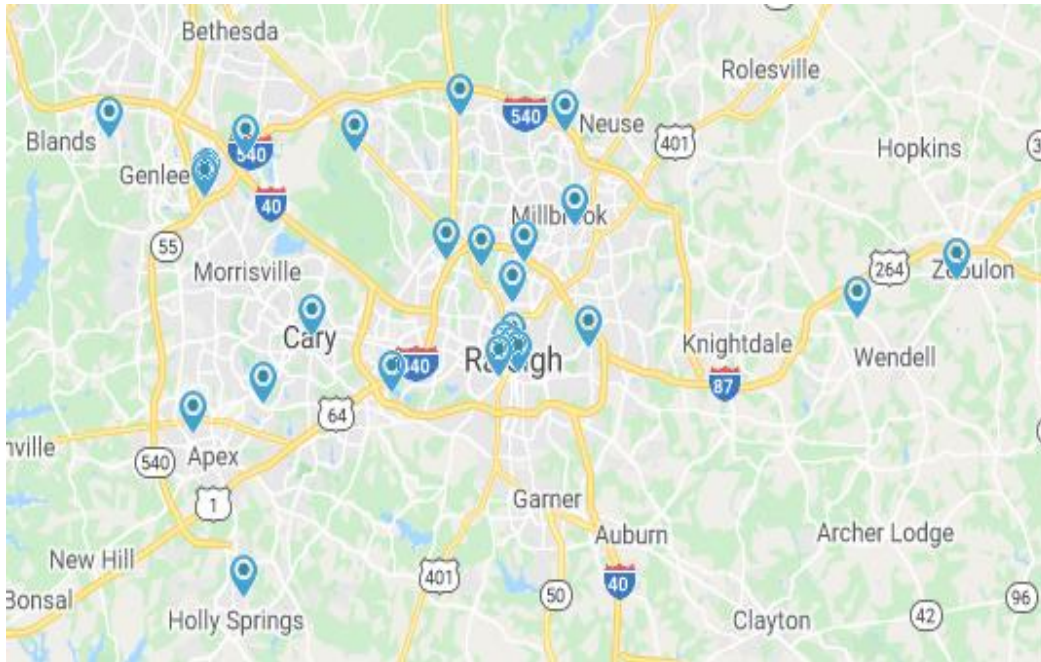
Entrances is the number of times visitors entered your site through a specified page or set of pages.

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Comment Period 1/28/20 – 2/29/20*

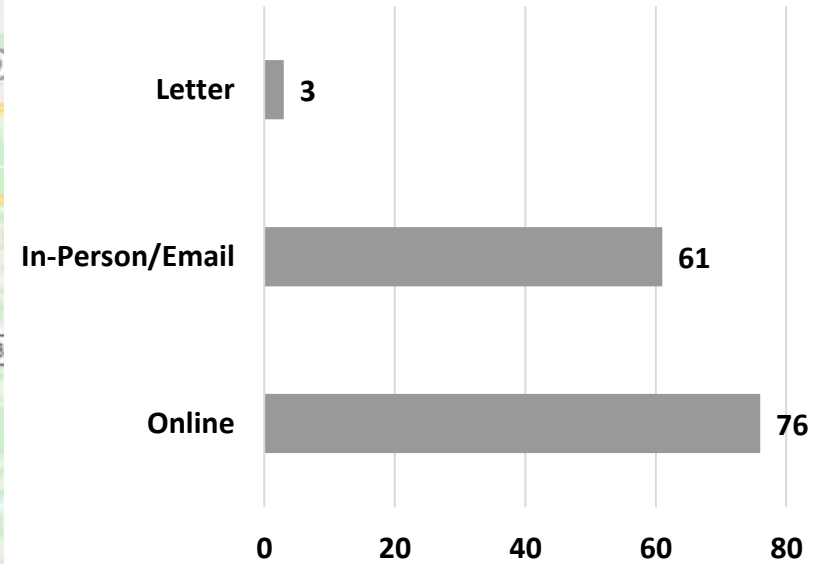
GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

Public Comments

140 comments



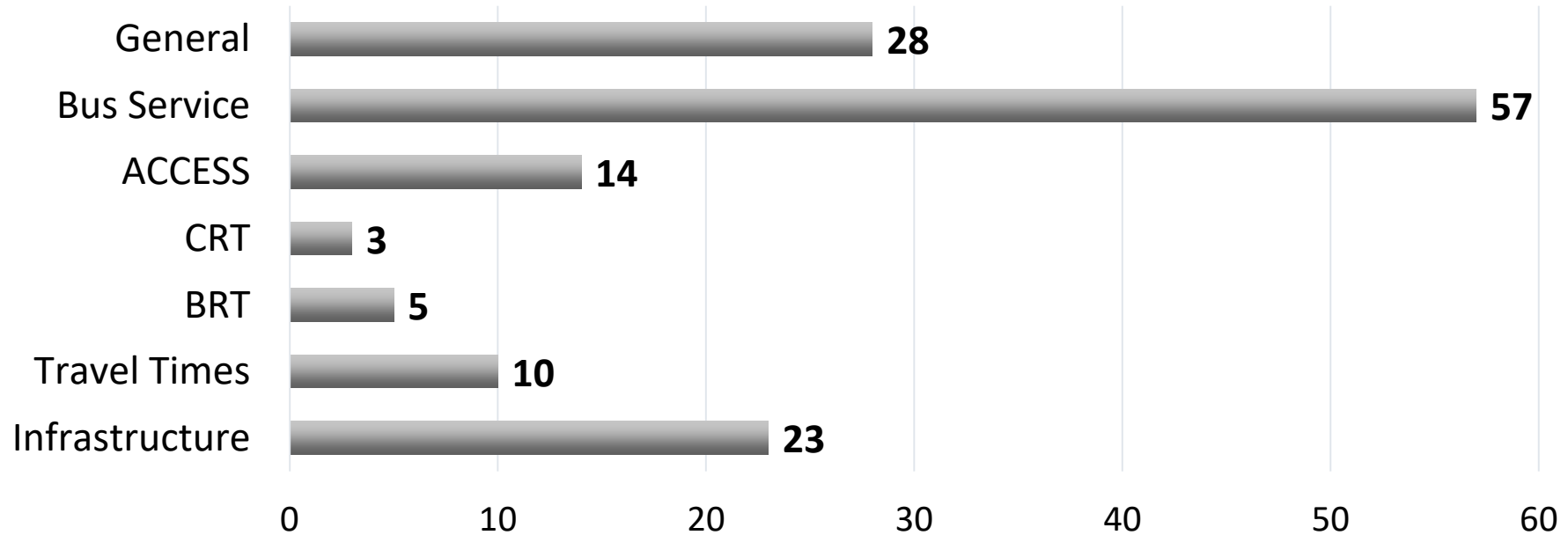
Comment Source



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Themes

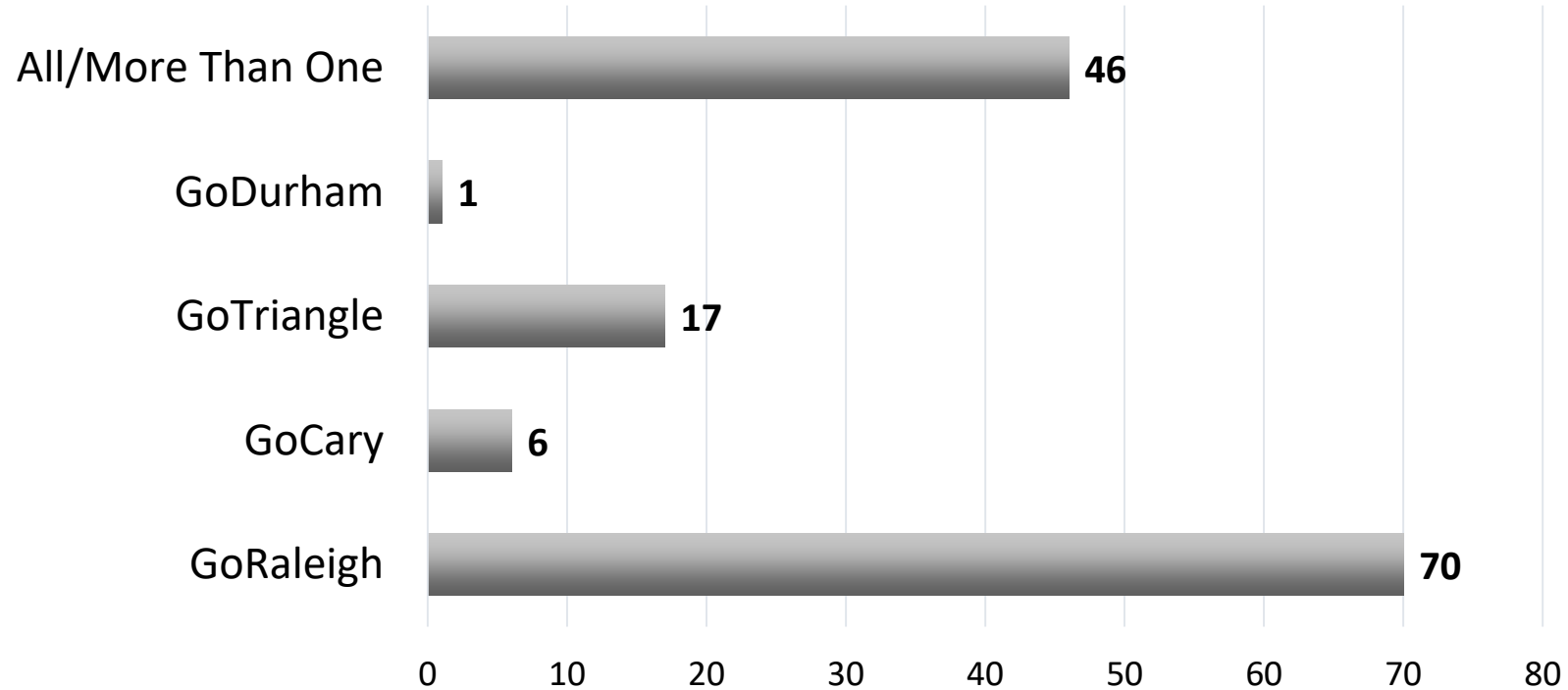
Comment Tags: By Theme



*FY21 Draft Wake Transit Work Plan Public
Comment Period 1/28/20 – 2/29/20*

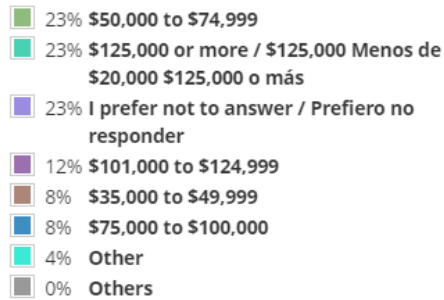
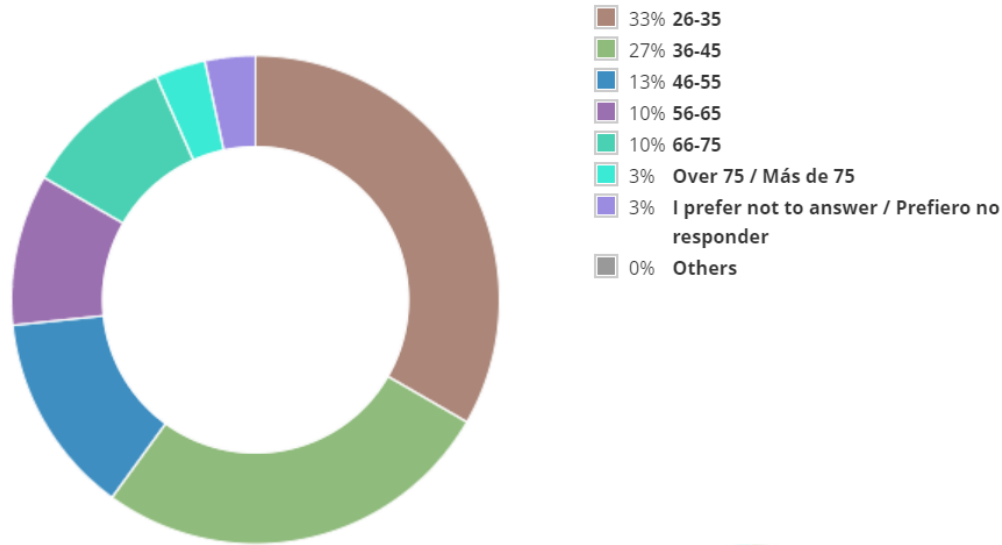
Themes

Comment Tags: By Agency



What is your age?

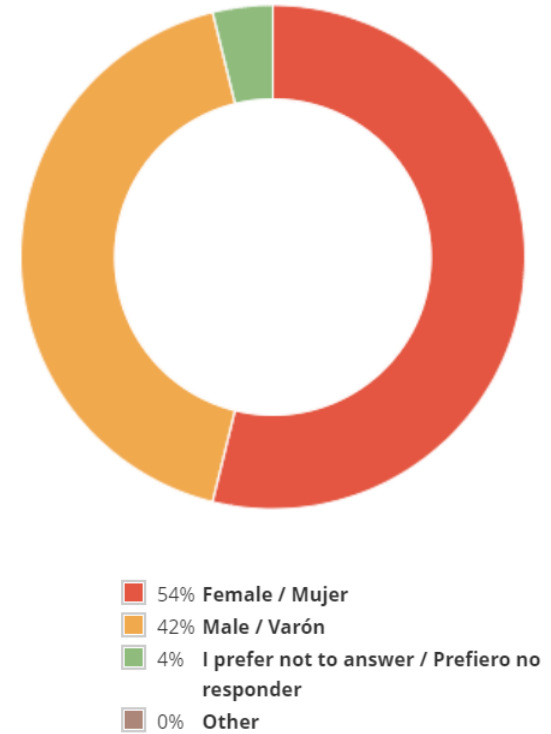
¿Cuántos años tiene?



Demographics

What is your gender?

¿Cuál es su género?



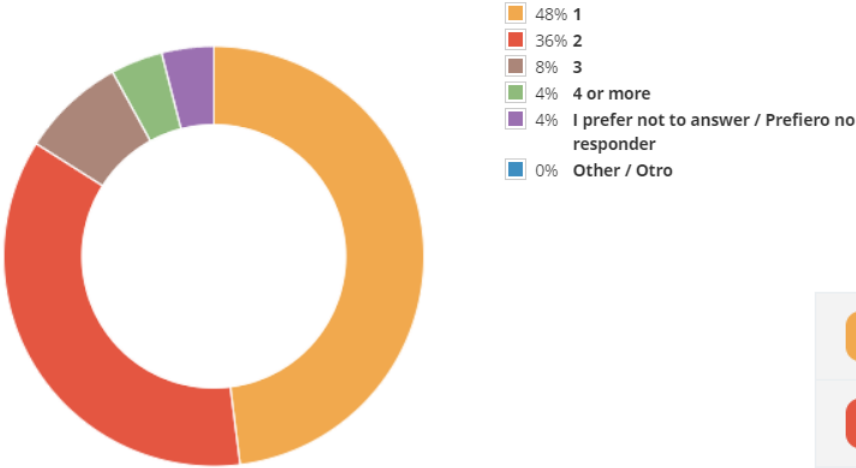
Which of the following groups does your total annual household income fall into?

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

Demographics

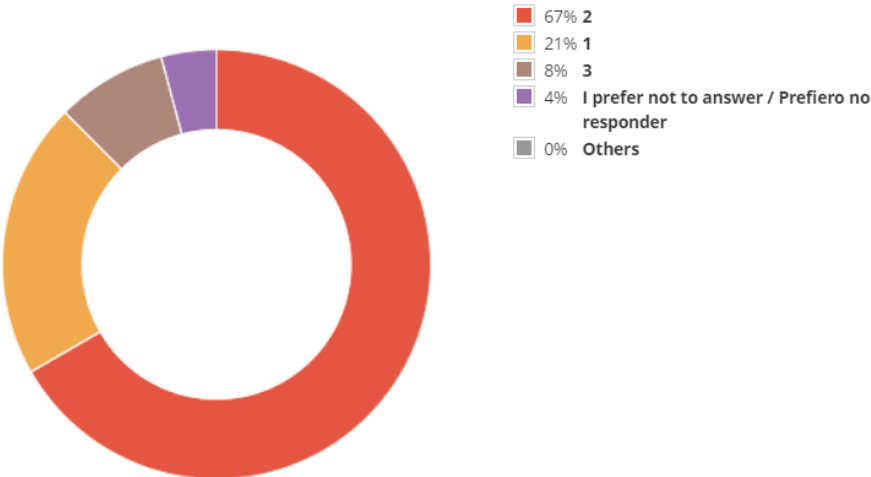
How many cars are available for drivers in your household to use?

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



How many licensed drivers are there in your household?

¿Cuántos conductores con licencia hay en su hogar?



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 ✓

FY 2021 Work Plan Development Schedule - Important Dates

ACTION	DATE
Planning & Prioritization/Budget and Finance Subcommittees Discuss Changes to Draft Work Plan	March 17 and April 2
TPAC Receives Draft of Recommended Work Plan	April 8
TPAC Considers Recommending Work Plan for Adoption	April 22
CAMPO Releases Work Plan for 30-Day Public Comment Period	By May 18
CAMPO Executive Board Considers Adoption	June 17
GoTriangle Board Considers Adoption	June 24

IX. FY21 Work Plan Progress Report

Requested Action:

Receive as Information

X. Subcommittee Chair Reports

- Process
- Budget & Finance
- Planning & Prioritization
- Public Engagement & Communications

XI. Other Business

- New and Old Business
 - EDAT Program Update
- TPAC Member Discussion

XII. Adjourn

Next TPAC Meeting:
April 22, 2020, 9:30am