



Wake Bus Plan

# Phase 2 Outreach Summary

July 2022

**N** NELSON  
NYGAARD



**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT



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# 1 Executive Summary

During May 2022, the team leading the Wake Durham Bus Plan Update conducted its second phase of engagement. While the first phase focused on challenges and opportunities associated with accessing public transit, this phase centered on understanding preferences and priorities for transit service improvements in Wake, Durham, and Orange Counties.

Public engagement for Phase 2 of the Wake Durham Bus Plan Update took place from April 29 through May 29, 2022. The team engaged transit riders, residents, and stakeholders and will use this information to inform the development of the short-range transit plans being prepared for four regional transit operators: GoCary, GoRaleigh, GoTriangle, and GoWake Access.

The engagement process was successful both in terms of the populations reached as well as the breadth and depth of the input received. In particular, the balance of in-person events, online activities, and advertisements was able to attract a diversity of perspectives and experiences. The team also received input and participation from historically disadvantaged communities, including racial minorities, people with low incomes, and people with disabilities. The following technical material summarizes the strategy and tactics used to engage community members and collect input. It also describes the findings and input collected.

## ENGAGEMENT PLAN AND METHODOLOGY

North Carolina's Triangle region covers a large geographic region and is home to a diverse population; it also has a rapidly growing regional economy. To match this diversity, the engagement team designed an engagement strategy that encouraged diverse opinions and experiences, including those of historically disadvantaged and marginalized populations. The team accomplished these goals by designing a consistent set of materials and questions through virtual (online survey and materials) and in-person methods (feedback boards, comment cards). Outreach also included multiple strategies specifically designed to reach traditionally underrepresented populations. Examples of the strategies used to promote the engagement opportunities included:

- Staffing 15 pop-up events at transit centers and community events around the region.
- Digital advertisements displayed on buses
- Paper flyers distributed at staffed pop-up events
- Email campaigns and direct phone calls to non-profit organizations, apartment complexes, religious institutions, and other stakeholders to request their assistance in distributing information
- Social media posts on agency platforms
- Paid social media advertising on Facebook and Instagram

## PARTICIPATION

In total, 1,037 individuals provided input. This input included 80 completed comment cards, 272 sticker responses on polling boards and 685 survey responses. The polling boards asked participants about their personal bus service preferences as well as their thoughts about microtransit service. The online survey asked questions about rider travel patterns, microtransit service, and a handful of demographic questions.

The voluntary demographic questions completed by survey and comment card participants provided some insight into who was reached by outreach efforts. The survey data showed that the participants represented a similar demographic makeup as Wake County in terms of disability and some racial/ethnicity categories. However, the majority of participants reported high annual household incomes and were disproportionately White.

The majority of the 80 comment cards were collected from transit riders at transit centers in the region. The comment card demographics were very representative of transit rider demographics; however, a very small number of participants actually responded to the demographic questions on the comment cards (between 19 and 31 respondents).

## KEY FINDINGS

Major findings collected across the multiple input platforms included the following:

- Commuting to work is the most frequent type of travel. While the pandemic reduced the frequency of some people traveling for work, participants are most likely to leave their house five times a week or more to commute to work.
- Shopping and recreation are also a major reason for traveling locally. Most people travel once a week for shopping and recreation. This frequency of travel for these purposes remained about the same during the pandemic.
- For survey participants who do not already ride the bus, buses that come more often and get riders to their destination faster were the top two service improvements that would entice them to begin riding the bus.
- Riders desire more bus services that connect the region's downtown areas like Raleigh, Cary, and Durham, but also Apex, Chapel Hill, and Carrboro. This was consistent across the online survey and polling boards used at pop-up events.
- Riders also desire more service to shopping centers, medical facilities, and schools. This was second most important type of bus service identified.
- Just over half of survey participants indicated that they would use microtransit if available.
- Participants interested in microtransit service said they liked the flexibility of scheduling and its convenience.
- Participants who said they were unsure or would not use it, were concerned about having accurate information about their arrival time and/or thought that the system would be complicated or hard to use.
- There is some desire to bring back some of the discontinued or reduced services and recommendations to expand service to new destinations, like regional hospitals and rapidly developing areas like North Raleigh.

- There is a desire for more and better information, especially by providing more information at bus stops. Some riders also requested consistent branding across all buses. Riders also asked for improvements to the bus tracking app.
- There is a desire for more amenities, like reliable Wi-Fi and offering phone chargers, USB ports, and/or outlets on buses and more bus shelters. Riders also asked for the flexibility to use mobile phone apps (like Apple Pay) to pay bus fares.
- There is a desire for increased language accessibility at both the customer service operators but also information on the bus and printed materials, like maps.
- There is concern about the driver shortage and the ongoing impact of this on bus services.

## RECOMMENDATIONS FOR FUTURE ENGAGEMENT

The Wake Durham Bus Plan engagement was successful in attracting a broad range of opinions and ideas from a diverse audience. Lessons learned through this process include:

- Pop-up events at transit centers and bus stops helped create awareness and collect input from transit riders from all demographic backgrounds. Pop-ups are more effective if questions are short and easy to answer quickly for riders who only have a few minutes.
- Partnering with Spanish-speaking organizations was an effective way to reach Spanish speakers and encourage their input on online and/or paper survey.
- Organic social media posts were effective at reaching a large audience when posted multiple times throughout the duration of the comment period and on multiple social media platforms (i.e. Facebook, Instagram, Twitter, and LinkedIn). Reminders to agencies to post on designated days helps ensure consistent communications between agencies.
- Paid social media campaigns directly implemented through agency social media platforms were also successful at reaching Spanish speaking residents. This strategy was successful in part by targeting zip codes where census data shows there is a high percentage of Spanish speakers.
- Partnering with senior living communities to distribute paper surveys helped increase responses from older adults.
- Advertising survey and outreach activities through agency social media sites instead of through third-party platforms was another effective way to reach existing riders.

## 2 Engagement Approach

While the outreach for Phase 2 included all of the Triangle region (Durham, Orange, and Wake counties), the focus of the effort was on Wake County. As such, we are using Wake County demographics to measure our outreach success.

Wake County is home to 1.1 million residents. According to US Census ACS 2019 estimates, approximately five percent of residents do not have access to a vehicle, one of the most important characteristics of how likely someone is to use transit. The outreach was designed to engage the community overall, with a particular emphasis on individuals more likely to use transit and individuals who have been traditionally underserved as defined in the Civil Rights Act of 1964 (Title VI), such as low income, minority, disabled, and non-English speaking individuals.

### TITLE VI POPULATION PROFILE

Transit riders tend to disproportionately include historically disadvantaged populations, including individuals with low incomes, racial minorities, individuals with disabilities and non-native English speaking individuals. Data shows that these individuals comprise a significant share of Wake County's population. For example, racial minorities comprise roughly 45% of residents in Wake County (see Figure 1).

Given the importance of these groups to the conversation about public transit improvements, the team developed outreach methods designed to include them. Responses to the online survey, which is the most reliable record of the demographic characteristics of participation suggest that some of these metrics were met (see also Chapter 3). The survey data shows that:

- 37% of survey responses were collected from individuals with incomes of \$75,000 or less. Of these nearly 17% had incomes of less than \$35,000.
- 26% of the responses were from racial minority groups, with roughly 14% from individuals identifying as Black and 3% as Hispanic.
- 8% of the responses were completed by individuals with a disability.
- Nearly 10% speak a language other than English at home.

The following section describes the tactics and tools used to reach historically disadvantaged populations.

**Figure 1 Wake County Title VI Population Compared to Online Survey Participants**

Demographic	Wake County	Online Survey Participants
Race/Ethnicity	Black/African American: 20.4% Hispanic or Latino: 10.1% Asian: 6.9% American Indian/Alaska Native: 0.4% Native Hawaiian/Pacific Islander: 0.0% Some Other Race: 3.9% Two or More Races: 2.9%	Black/African American: 14% Hispanic or Latino: 3% Asian or Pacific Islander: 7% American Indian/Alaska Native: 1% Other: 1% Prefer not to answer: 6%
Median Annual Household Income	\$83,567	37% of respondents make less than \$75,000 per year
Population Living Below Poverty	9.1%	No data
Persons with Disabilities	8.6%	8%
Limited English Proficiency	6.0%	0%

Source: U.S. Census American community Survey

## TACTICS AND TOOLS

### Pop-Up Events

Pop-up events were a core part of how the team collected feedback from transit riders. Fifteen pop-up events were held between Thursday, May 5, 2022, and Saturday, May 14, 2022. These pop-up events were held at the region’s largest transit centers and bus stops as well as community events throughout Wake County. Pop-ups were conducted at the following locations:

- GoRaleigh Station
- Wendell Market
- UNC Hospital Health Sciences Library
- Plaza West Shopping Center
- Ritmo Latino
- Knightdale Latin American Festival
- Apex Peak Fest
- Meet in the Street in Wake Forest
- Regional Transit Center at RTP
- Cary Depot
- Durham Station
- Triangle Town Center at Orvis Park and Ride
- Crabtree Valley Mall Bus Stop
- Morrisville SpringFest
- Zebulon Spring Fest

The pop-up events were staffed by a combination of consulting team members and agency partners from CAMPO, GoCary, GoRaleigh, GoTriangle and GoWake Access, as well as municipality staff. Materials used at each event were tailored to the local service areas. In each case, the team

prepared route maps with information about GoTriangle, GoRaleigh, and GoCary services so that participants could easily see and understand the proposed route changes. Staff used these boards to assist with any questions or concerns. A full list of pop-up events and their dates, locations, and times is available in Appendix A.

Spanish interpretation services were provided at the Ritmo Latino Festival in Cary and Knightdale Latin American Festival. All printed materials including surveys, flyers, and activity boards were also available in English and Spanish.

A total of 86 comment cards, 39 physical surveys, and 272 responses to the polling board stations were collected directly through the pop-up events. Participants were incentivized to take part in these survey methods by being entered into a raffle for one of five \$50 Visa Gift cards if they provided their email address, home address, or phone number.

## Comment Cards

The project team prepared comment cards with a handful of simple questions to help collect and guide feedback from people at the pop-up events table. Typically, project team members would explain the transit improvements using the map board(s) and then encourage people to either verbally walk them through the comment cards or ask them to complete it on their own.

The comment cards listed four transit-related questions:

1. If you take the bus, which routes do you take most often?
2. Which route and network improvements do you like?
3. Which route and network improvements do you NOT like?
4. Overall, will these changes make your travel by transit... (choose one)
  - Much easier
  - Slightly easier
  - Not much different
  - Slightly more difficult
  - Much more difficult

The back of the comment card contained voluntary demographic questions. Participants were also invited to provide their email address to be entered into a raffle for a \$50 gift card.

## Polling Stations

In addition to the comment cards, the staffed pop-up events had polling stations, which provided information about proposed transit services and clear questions for people to cast a “vote.” The polling stations offered a convenient, easy, and accessible way to participate in the survey.

Boards were placed on easels with sticker dots available to place under participant preferences. In total, the team collected 272 responses on the polling boards.

## Concept Area Transit Maps

The pop-up events also included conceptual transit maps. These maps were used to support questions around specific transit service improvement ideas. The maps and accompanying



information contained proposed new route alignments as well as proposed changes to service span and frequency for GoRaleigh, GoCary, and GoTriangle services. Examples of these maps are included in Appendix D.

## Online Survey

The team developed an online survey as one of the primary ways to collect feedback and insights from community members and existing bus riders. The team developed the survey with input from the Wake Durham Bus Plan Technical Working Group. It was hosted on PublicInput.com and available from April 29 through May 29, 2022.

The team designed the survey to be simple and easy to complete. It consisted of nine questions about travel behavior and service preferences, plus a handful of voluntary demographic questions. Participants were also invited to enter their email address to be entered in a raffle for one of five \$50 gift cards.

The survey webpage also included an interactive map hosted by Remix. Participants were able to use this map to provide specific feedback on proposed service concepts.

## Encouraging Participation and Building Awareness

The pop-up events were successful at reaching both bus riders and community members; these events helped the team build awareness about the project and collect input on potential service improvements. However, to ensure we reached a broader group of community members, the consulting team also relied on a handful of advertisement and targeted outreach methods. Our goal with these efforts was to create awareness about the ongoing community engagement and encourage people to go to the website to take the survey.

## Media Kit

The consulting team worked with GoTriangle staff to develop a media kit and distribute it to agency partners and community organizations throughout the Triangle region. The media kit was designed to help promote the Wake Durham Bus Plan generally as well as the specific activities scheduled during this round of engagement. The media kit included a press release, digital flyer, digital banner, and social media copy (including content for emails, social media posting and transit alerts).

## Transit Ads

The team prepared digital transit ads that were displayed in GoRaleigh, GoCary, GoTriangle, and GoWake Access vehicles and at stations. These ads included a link to the survey.

## Email Campaigns

To promote the pop-up events and online survey, three MailChimp email campaigns were sent out to apartment complexes, community organizations, local businesses, and religious institutions. These campaigns were sent multiple times during the comment period. The full results of each campaign can be found in Appendix A. Direct emails were sent to organizations that did not open the second MailChimp email.

## Social Media

GoTriangle and partner organizations posted social media materials six times during the comment period. The materials were designed to increase awareness about the survey and included posts on Facebook, Instagram, and Twitter. Paid social media advertisements were also conducted through the PublicInput.com platform.

## Direct Phone Calls

The team also called community partners directly to let them know about the engagement effort and encourage participation in the study. In total, the team contacted 105 community partners during the comment period.

## Flyers

Project flyers were developed in both English and Spanish. These flyers included a brief description of the project and its purpose, a QR code linked to the survey, a list of pop-up events and their locations, and project contact information. The flyers were distributed digitally to community partner organizations including apartment complexes and nonprofits. Paper copies were also distributed at pop-up events.

## Business Canvassing

The team also conducted direct outreach to business at the Plaza West Shopping Center. The team canvassed these businesses (including Harris Teeter and Sonic restaurant) to ask for their help posting information, in lieu of a pop-up event. Six businesses agreed to place flyers with the QR code on their community bulletin boards.

## 3 Insights and Findings: Online Survey

### OVERVIEW

In total, 1,037 individuals provided input to the Wake Durham Bus Plan. The largest single category of responses was provided through the online survey, which collected responses from 685 unique individuals. Major findings from the survey include:

- Commuting is an important market for transit. It is the largest market in terms of type of trips and has the largest share of transit riders who completed the survey. At the same time, there are opportunities to increase the share of commuters who use transit.
- Travel for shopping and recreation are also important, including among those who travel frequently and for those whose trips have returned to pre-pandemic levels. As compared with commuters, transit captures a much lower portion of these trips. Destinations that are both places where people work and shop or go to appointments should be key destinations served by transit.
- Travel for school and childcare also represents an opportunity for improved transit services. As compared with other trip types, people use transit for these trips less often.
- The importance of transit service “fundamentals” like offering fast, frequent service that is available for long hours during the day and takes people to key destinations are important attributes for riders.
- People also said they want to use transit to travel into downtown areas such as Raleigh, Cary, and Durham. This was consistent across the online survey and polling boards used pop-up events. The second most important destination was service that connected to shopping centers, medical facilities, and schools.
- The survey suggests that the opportunity for microtransit is mixed. While about half of all responses said they would use microtransit, roughly the same number were not inclined to try it or were unsure. The reasons for and against liking the service were the same; people like the flexibility it offers but were concerned about being able to reliably predict their travel time. While some survey participants thought it would be easy to use, roughly half said it sounded complicated.

### SURVEY RESULTS

There were 685 unique participants who answered at least one question on the survey. This resulted in 17,456 total responses and 354 individual comments.

Note: This participant count differs from the Public Input statistics. While the site shows a total of 1,238 respondents, 41,542 responses, and 1,123 comments, these numbers are inflated due to survey spamming, which was identified by the data analyst and verified by PublicInput.com. The study team cleaned this data to ensure responses included in the analysis represented unique individuals. We did this by limiting responses to those who reported a home zip code or with an IP address within North Carolina. Responses associated with suspicious email or IP addresses and nonsensical comments were also excluded. This data-cleansing process cut the sample nearly in half but increased our confidence in the results. All findings reported here are from the cleansed data set.

## Travel Patterns

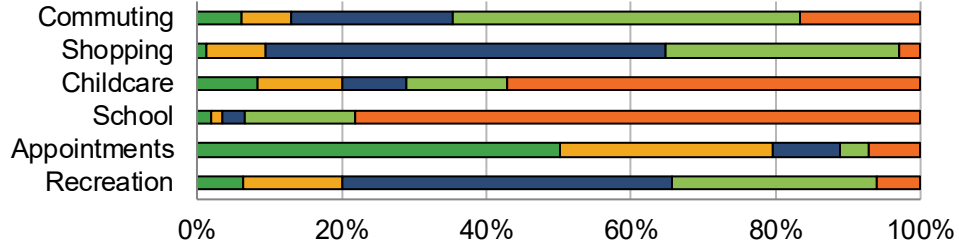
The first section of the survey included a series of questions about the travel patterns of respondents. These questions asked about frequency of travel, comparisons of current travel patterns with pre-pandemic patterns, and how people travel on transit.

### Frequency of Travel

The first question in the survey asked participants how often they leave their home for a variety of trip types. Respondents were asked to share how often they travel and the reasons why they travel. This question connects to a subsequent question that asked about changing travel behavior, following the COVID-19 pandemic.

Among the people who travel frequently (5 times or more per week), most commute to work (48%), this was followed by shopping (32%) and recreation (28%). People who traveled weekly but fewer than five times per week, said they primarily travel to go shopping (55%) and recreation (46%), with a much smaller proportion commuting to work (22%). Among those who travel less frequently (a few times a month or year), travel is primarily for appointments.

## On average, how often are you leaving your home for the following reasons?



	Recreation	Appointments	School	Childcare	Shopping	Commuting
■ A few times a year	6%	50%	2%	8%	1%	6%
■ A few times a month	14%	30%	2%	12%	8%	7%
■ 1-2 times per week	46%	9%	3%	9%	55%	22%
■ 5 or more times per week	28%	4%	15%	14%	32%	48%
■ N/A	6%	7%	78%	57%	3%	17%

School- and childcare-related travel were less relevant to many of the survey respondents. However, among those who did not specify the frequency of travel, trip purposes were more likely for school (88%) or childcare (57%).

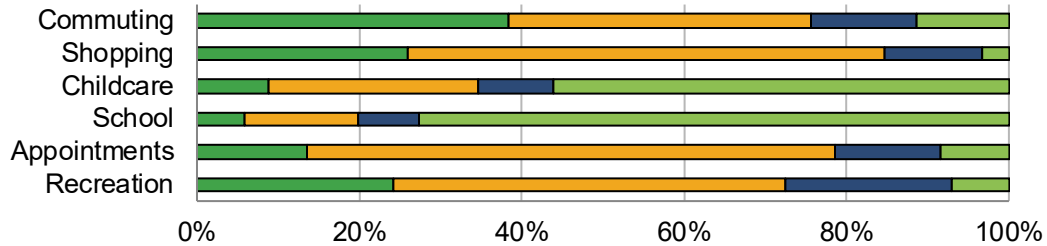
Relevant findings include:

- People who travel primarily commute to work.
- People who travel less frequently are more likely to leave their homes for appointments and recreation purposes.
- Another important trip purpose is for school and childcare purposes. This data suggests that aligning bus services with employment centers is important. Bus routes that travel to schools, medical facilities, and entertainment destinations, like shopping malls, are also likely to be especially important because they serve workers who travel frequently as well as people going to these destinations.

### Pre-Pandemic Comparisons

The survey included a question about change in travel patterns since the pandemic. This question was the same as the previous one about frequency of travel, including the same list of destinations. For many, changes in travel included reductions in trip frequency compared to pre-pandemic levels. Respondents were more likely to say that they leave the house less often now. For example, 38% of respondents reported commuting less often compared to 13% who commute more often.

## For each type of trip, are you traveling more or less often as compared to before the pandemic?



	Recreation	Appointments	School	Childcare	Shopping	Commuting
■ Less Often	24%	14%	6%	9%	26%	38%
■ About the Same	48%	65%	14%	26%	59%	37%
■ More Often	20%	13%	7%	9%	12%	13%
■ N/A	7%	8%	73%	56%	3%	11%

For those who leave their home for school or childcare, most report that their travel for these purposes is about the same (51% and 59%, respectively). Decreases in trips were also more likely than increases for shopping (26%) and recreation (24%). Changes in travel frequency for attending appointments were split between 14% reporting leaving less often and 13% more often. Recreation was the most cited reason for increasing travel compared to pre-pandemic levels.

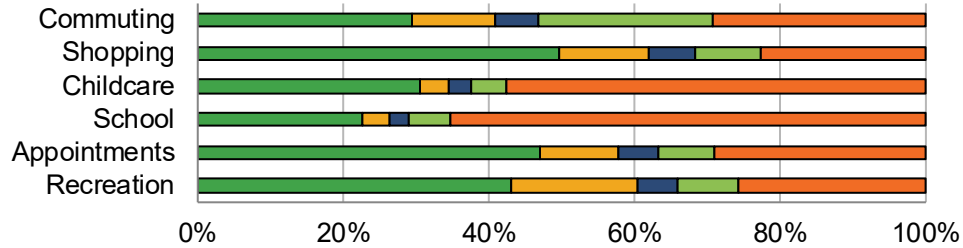
Relevant findings include:

- Roughly half of survey respondents reported traveling in about the same levels as they did before the pandemic. This trend was stronger for appointments, shopping, and recreation and weaker for school and childcare.
- Responses suggest that about a third of people are commuting with similar patterns as pre-pandemic. 38% are commuting less frequently and only 13% more frequently.
- Capturing commuters will continue to be important for public transit in the region, but the demand will be lower than before the pandemic as a portion of Wake County residents commute less often.

### Trips by Bus, Microtransit, and Paratransit

The survey asked people about the portion of trips they make by transit, including bus, microtransit or paratransit. A large portion of the people who answered this question said they never use transit or that transit is not an option for them. This accounts for between 60% and 88% of the responses. The trip types rarely made by transit include school (88%), childcare (88%), shopping (73%) and appointments (76%). This compares with 59% of respondents saying they never commute by transit or transit is not an option for them.

## What portion of these trips do you make by bus, microtransit, or paratransit?



	Recreation	Appointments	School	Childcare	Shopping	Commuting
■ Never	43%	47%	23%	30%	50%	30%
■ Sometimes	17%	11%	4%	4%	12%	11%
■ Usually	5%	6%	3%	3%	6%	6%
■ Almost always	9%	8%	6%	5%	9%	24%
■ N/A or Not an option	26%	29%	65%	58%	23%	29%

The largest group of people who almost always travel by transit commute to work (24%). Smaller portions of people usually (6%) or occasionally (11%) commute to work by bus.

Relevant findings include:

- There are opportunities to encourage transit for all types of trips, including shopping, appointments, and recreation where use of transit is lower.
- In addition to the people who never use transit, a large portion of respondents said transit is not an option for them. This was especially true for people traveling to school and childcare.
- While the proportion of people who usually or almost always commute by transit is high (30%), it is nearly the same as the individuals who reported never commuting by transit (30%).
- Transit improvements can help encourage more commuters to use transit as well as those making less frequent trips associated with shopping, school, and appointments.

### Trips by Bus, Microtransit, and Paratransit

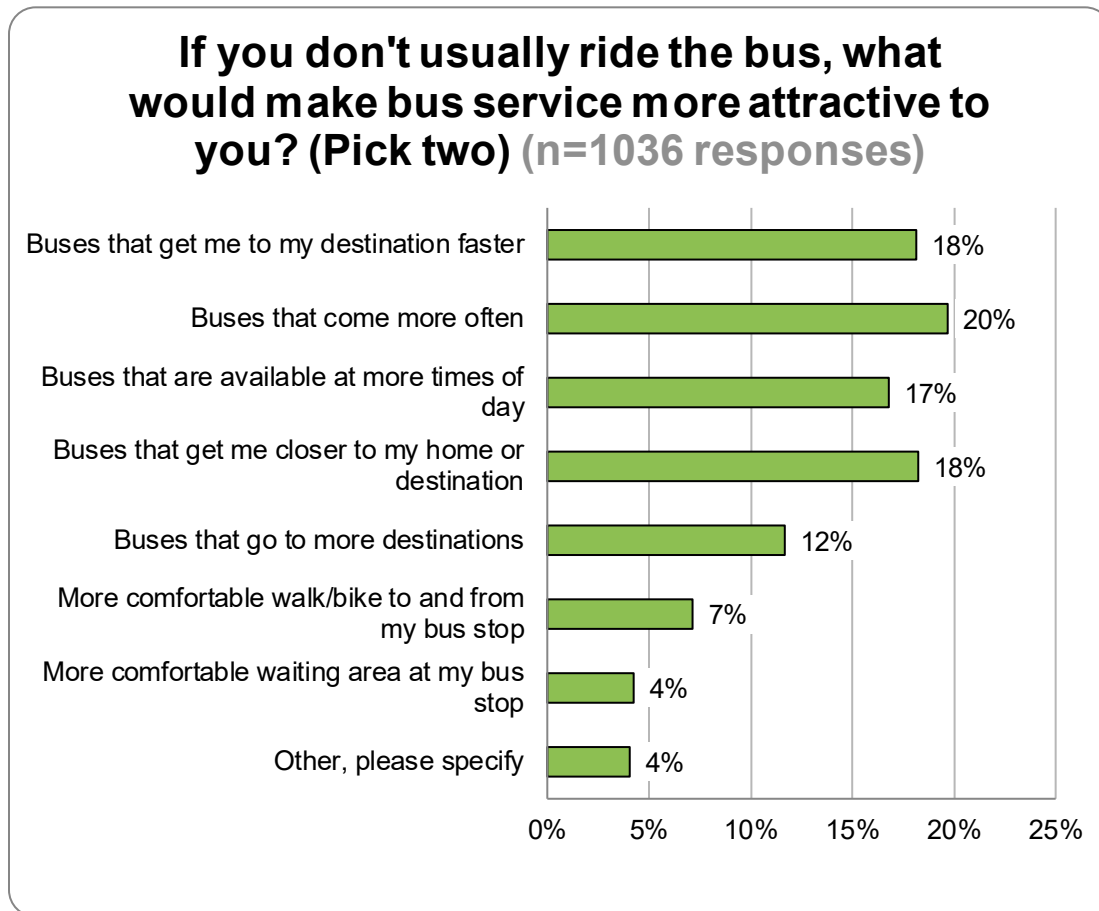
The survey asked respondents to select two features that would make traveling via bus more attractive to them. Of the features listed, the most frequently selected were:

- Buses that come more often (20%)
- Buses that get the rider to their destination faster (18%)
- Buses that get the rider closer to home or their destination (18%)
- Buses that come more times in the day (17%).

Respondents were less likely to cite comfort walking or biking to the bus stop (7%) or comfort waiting at the bus stop (4%).

A small percentage of respondents listed other factors (4%) as potential influences on their bus riding activity. These other factors included routes that do not go through the GoRaleigh downtown station, increased safety while on the bus, and cleaner buses.

These responses underscore the importance of investments in frequency and span as well as serving new and more destinations.



## Microtransit

The survey included two questions about microtransit. Microtransit is a type of flexible public transportation that allows riders to request a trip and share a ride with other passengers via a small bus or van. Microtransit is usually designed to serve high need communities in areas with lower population and employment density.

Just over half of respondents (51%) indicated they would likely use microtransit if it were available. Twenty percent (20%) reported that they would not use it, and 29% said that they were unsure. For those saying they would likely use microtransit, over one-third indicated that they would do so because:

- They like the idea of scheduling a trip when they want to take it (36%)
- They think it would be more convenient than the current bus routes (35%)
- It is easy to use (23%)



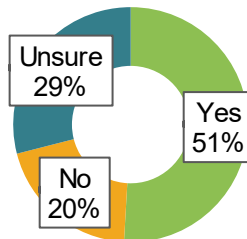
Respondents also commented that this service would be particularly useful for senior citizens and those with disabilities, mid-day trips among park and ride users, and “last mile” convenience to get closer to a destination.

The most frequently cited reason for not using the service or being unsure about using it is that the respondent didn’t think they would be able to accurately predict their arrival time if they relied on microtransit for their trip (35%). Additionally, 25% of respondents were hesitant to use the service because it seems complicated. Riding in a small bus with strangers was a deterrent for 17% of respondents. A few respondents (4%) said that the lack of smartphone access is the reason for not using the service.

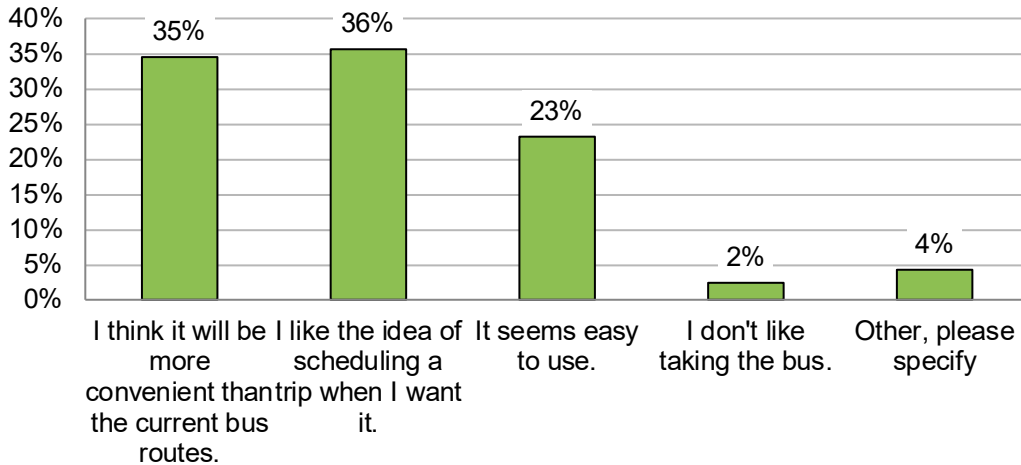
Important findings for any future microtransit service include:

- Service design that is simple to explain and easy to use.
- Clear expectations about wait times and travel times. It will also be important to measure and report information to future riders.

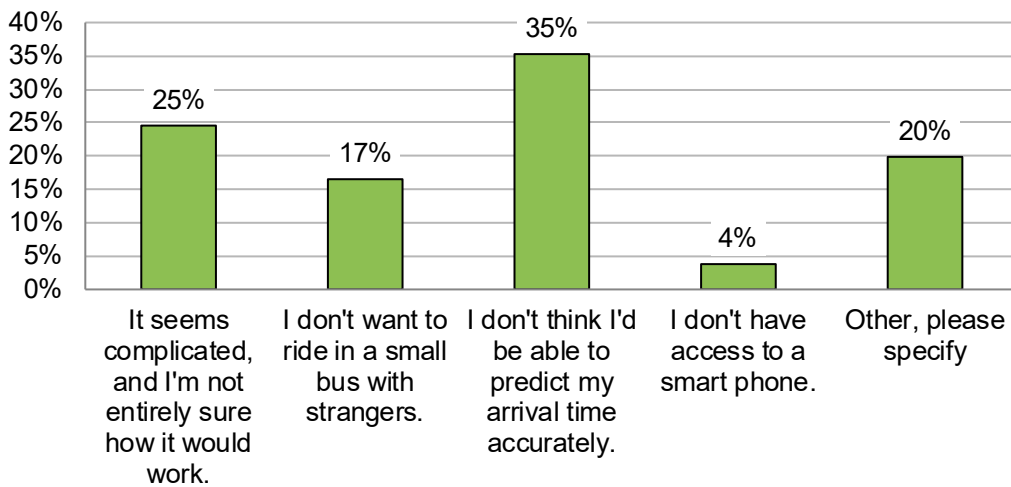
**Based on this description of micro transit, do you think you would use it?**  
(n=552)



### Why would you use micro transit? (Pick all that apply) (n=539)



### If you wouldn't use it or aren't sure, why not? (Pick all that apply) (n=448 responses)



## Bus Service Preferences: Types of Service

The survey asked respondents how important certain aspects of bus service are to them. It also asked whether they prefer a fixed bus schedule or flexible bus service. Survey respondents indicated that the most important type of service are routes that service downtown areas (85% very important or important). Other important services are those that go to shopping centers, medical

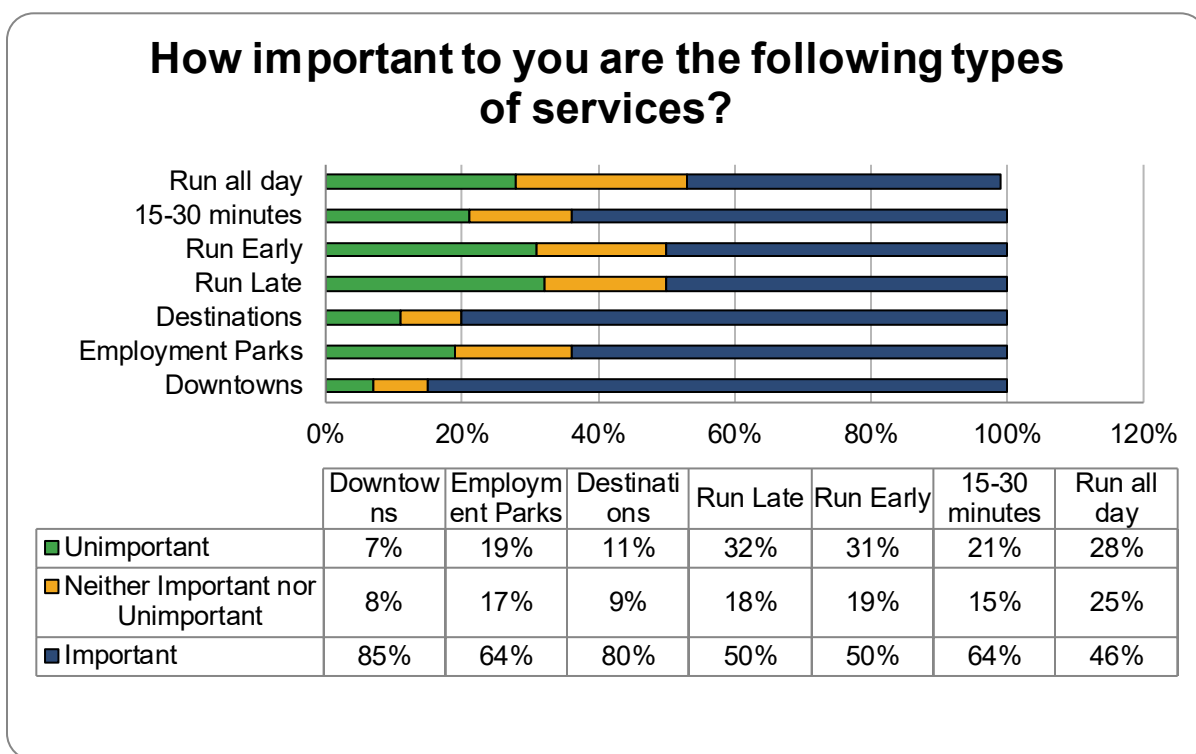
facilities, and schools (80%) and employment parks, like Research Triangle Park (64%). Respondents also expressed a preference for buses that run every 15 to 30 minutes, even if that means they only run during morning and evening peak hours (64%).

Less important, on average, were buses that

- run early in the morning before 7 am (31% very unimportant or unimportant)
- late at night until midnight (32% very unimportant or unimportant)

Despite ranking lower, these attributes were still important to riders with half identifying these as important to them.

This information demonstrates the importance of transit that connects into downtown areas and other important destinations, operates frequently and offers a broad span of service (starts early and ends late).



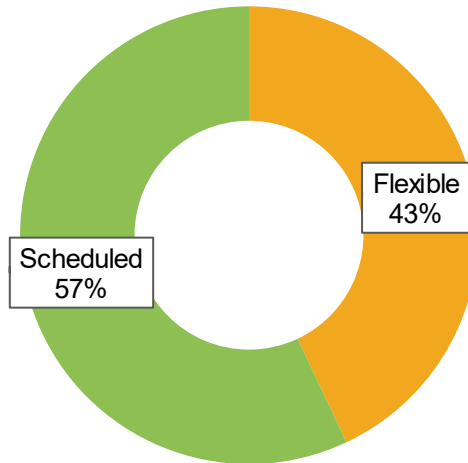
## Bus Service Preferences: Flexible vs. Scheduled Service

Respondents were presented with the choice between:

- a bus service that follows a schedule traveling between stops along a set route
- a flexible service like microtransit that allows riders to request a pick-up near the start of their trip and to be dropped off at a local destination or regional stop

A slight majority of respondents (57%) expressed a preference for the scheduled service.

## Which type of service would be more useful to you? (n=513)



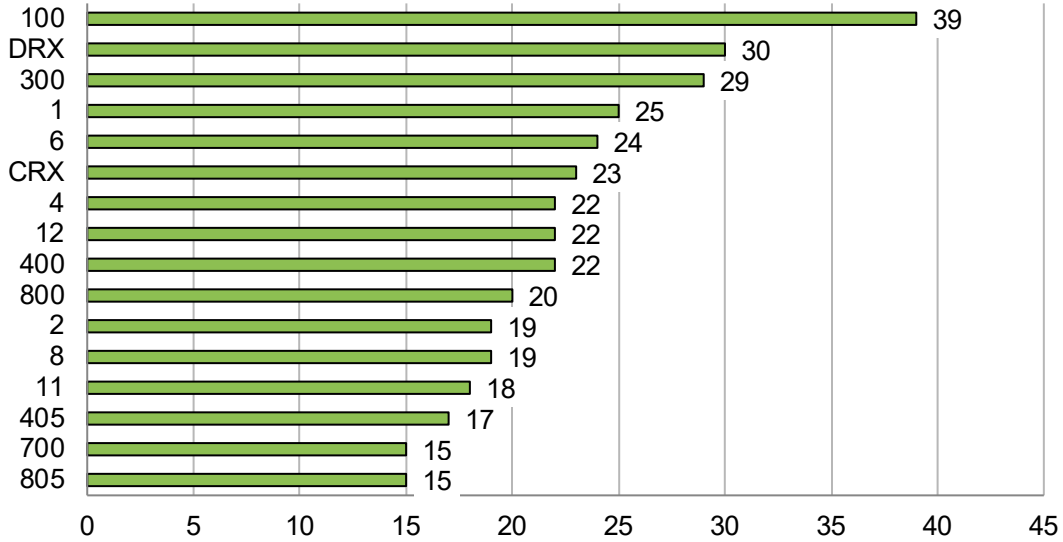
## SURVEY DEMOGRAPHICS

As discussed, the survey also included demographic questions. These questions were asked to make sure the findings represented the underlying population. Not all people who completed the survey filled out these questions, which likely reflects the personal nature of the questions and/or because the questions were at the end of the survey. As a result, for this section, percentages reported below are based on the number who provided demographic information, not the total number of survey participants.

### Travel by Bus Route

The survey asked respondents to list the bus routes they typically use. In total, respondents identified 563 different routes that they use. Bus routes with 15 or more mentions are presented in the graph below.

### Bus Route Counts (Most Frequent)

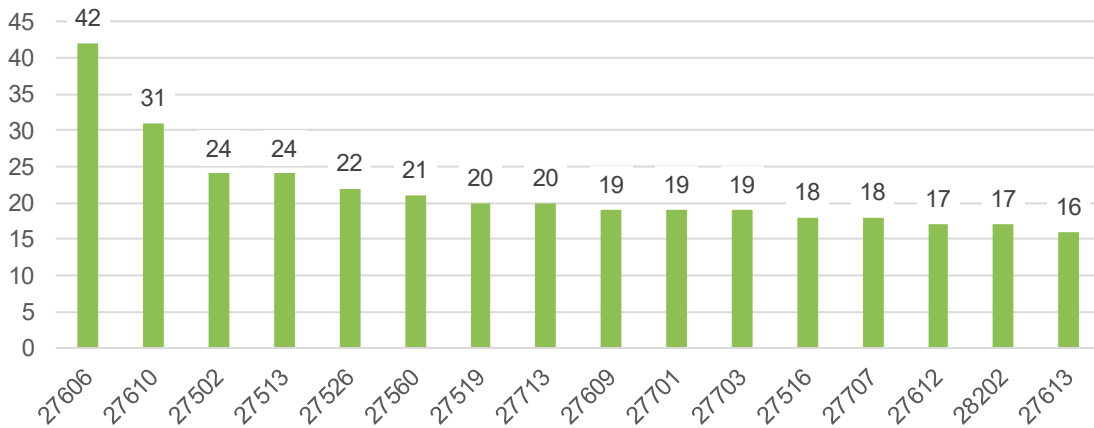


Note: Most respondents listed the route only by number, so there is no way to distinguish between routes across GoTriangle systems sharing a route number (e.g., GoRaleigh 1 and Go Cary 1).

### Responses by Zip Code

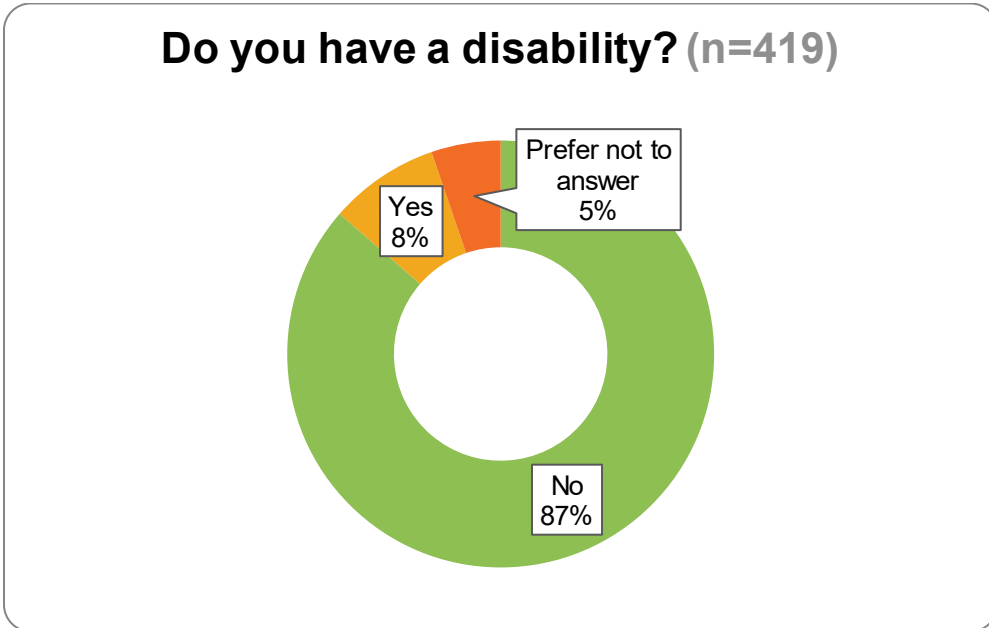
Most respondents (n=634) offered their residential zip code. The zip codes with at least fifteen participants are displayed in the graph below and show that Raleigh, Apex, Cary, Fuquay-Varina, Morrisville, and Durham had the highest number of representatives in the sample.

### Number of Respondents by Zip Code (n=634)



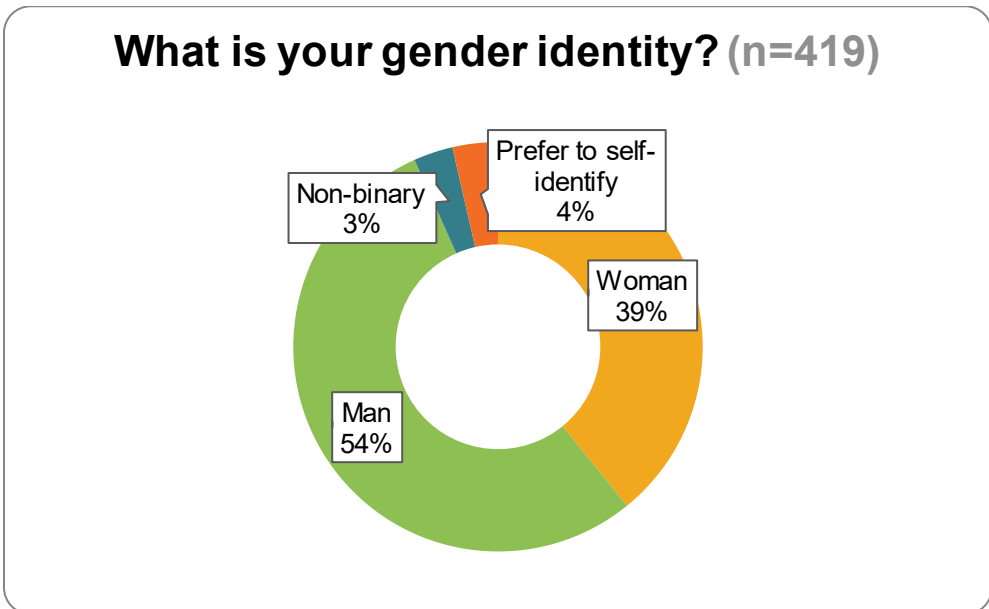
## Responses by Ability/Disability

Eight percent (8%) of question respondents reported having a disability. Most respondents (86%) said they do not have a disability. Five percent (5%) indicated that they preferred not to answer the question.



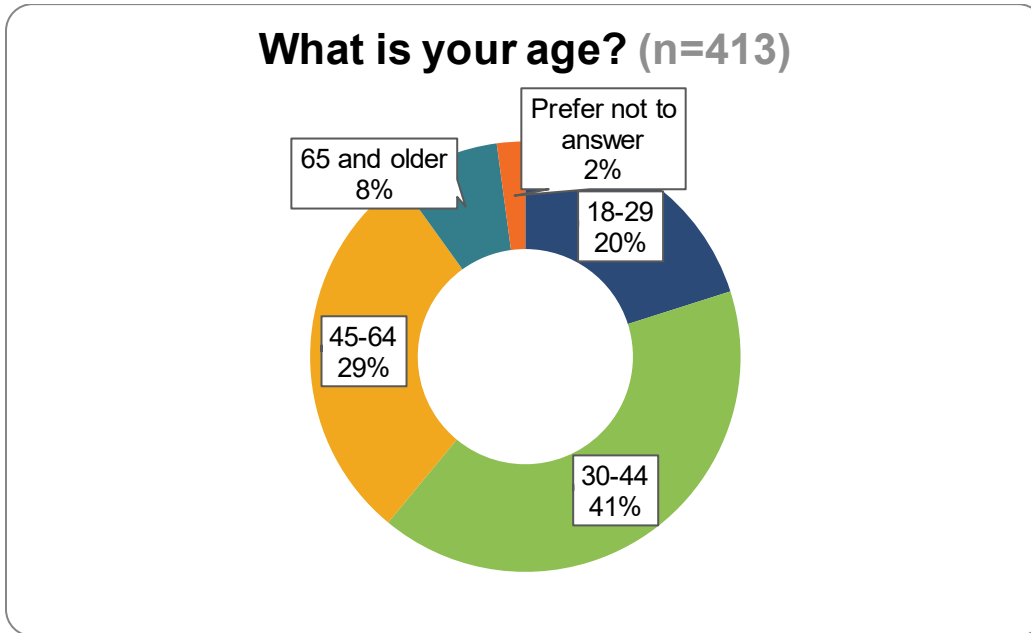
## Responses by Gender

A slight majority of question respondents identified as men (54%). An additional 39% identified as women and 3% as non-binary. Four percent (4%) indicated that they preferred to self-identify.



## Responses by Age

The largest proportion of respondents (41%) report being between 30 and 44 years old. Twenty-nine percent (29%) are 45-64 years old, and twenty percent (20%) are 18-29 years old. Those aged 65 and older are less represented in the survey (8%). Those younger than 18 years old (0%) are not represented at all.



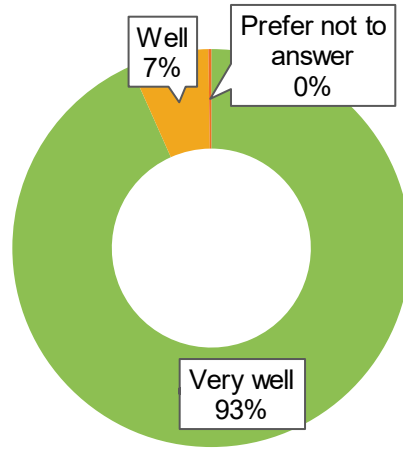
## Responses by Language

Nearly all respondents indicated that they speak English very well (93%) or well (6%). The remaining 1% said they speak English “okay”.

The survey also inquired as to which language respondents speak at home most of the time. The vast majority primarily speak English (n=251), but 27 individuals (10%) reported speaking another language at home, with 12 languages represented:

1. Spanish (n=10)
2. Tamil (n=5)
3. Hindi (n=3)
4. Chinese (n=1)
5. Czech (n=1)
6. Portuguese (n=1)
7. French (n=1)
8. Swahili (n=1)
9. Polish (n=1)
10. Korean (n=1)
11. Japanese (n=1)
12. German (n=1)

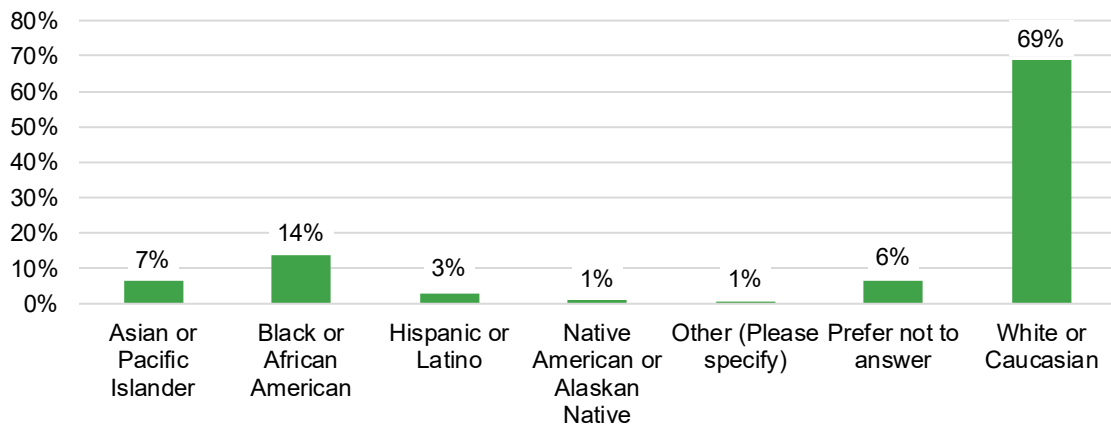
## How well do you speak English? (n=420)



### Responses by Race/Ethnicity

To measure the racial composition of participants, the survey included a question prompting individuals to define themselves racially and ethnically using as many categories as desired. The two most common identities were white or Caucasian (67%) and Black or African American (14%). Fewer respondents identified as Asian or Pacific Islander (8%), Hispanic or Latino (4%), Native American or Alaskan Native (1%), or some other identity category (1%). Six percent (6%) opted out of providing their racial identity.

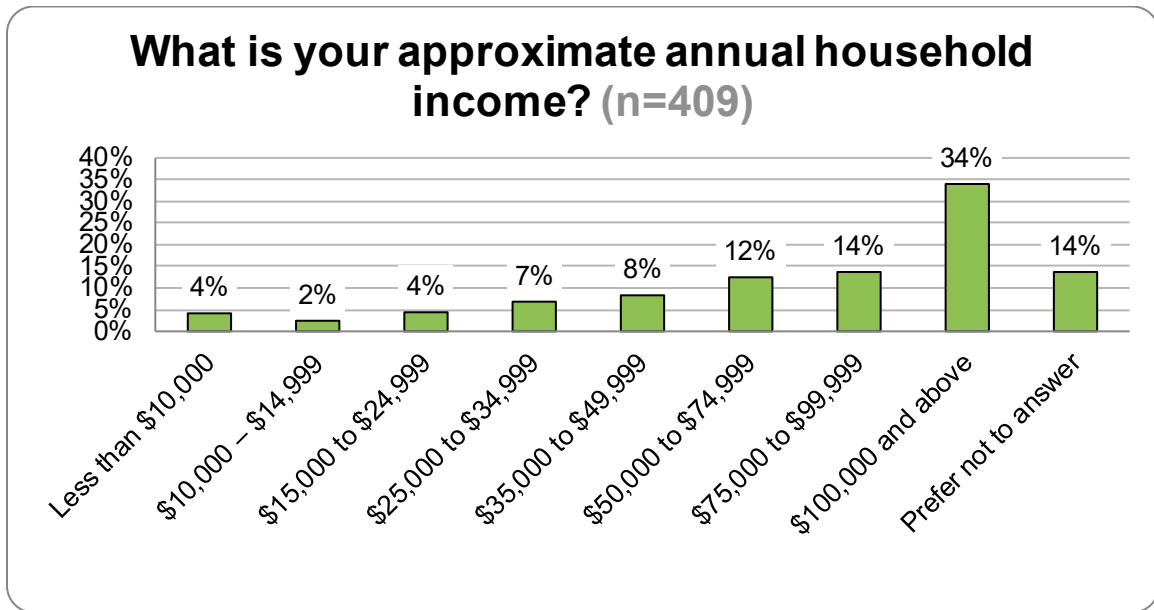
## Which of the following best describes you? (Choose all that apply) (n=392)





## Responses by Household Income

Nearly half of the respondents (48%) reported an approximate household income of \$75,000 or more per year, with 34% making an annual income of \$100,000 or more. Twelve percent (12%) earned between \$50,000 and \$74,999 in annual income. Fewer make between \$35,000 and \$49,999 (8%) or between \$25,000 and \$34,999 (7%). A total of 10% of respondents reported annual incomes of less than \$25,000. Fourteen percent (14%) of respondents declined to offer their income information.



## 4 Insights and Findings: In-Person Activities

### OVERVIEW

As mentioned, engagement activities included 15 pop-up events. The team used these events to create awareness and encourage people to take the online survey. They also asked people to provide input to a polling board and/or complete a short comment card. In total, the engagement team collected 80 comment cards and 272 sticker responses on polling boards through these methods. The GoTriangle team also used this engagement period to collect input to the recommended Fiscal Year 2023 (FY23) Annual Wake Transit Work Plan. Participants had the opportunity to provide general, open-ended comments. A final engagement strategy included in this section is the team's use of interactive maps to share preliminary service improvement ideas online. People were able to comment on service ideas at the route and stop level.

Key themes collected from the pop-ups (including comment cards and polling stations) include the following:

- **Support for proposed service improvement concepts** with most people saying they felt the proposed improvements would make service easier to use.
- **More service to and between the region's downtowns** (Raleigh, Cary, Apex, Durham, Chapel Hill, and Carrboro).
- **More service to the Raleigh Durham Airport**, including from more locations but also with hours better aligned with work shifts.
- A desire to **bring back some of the discontinued or reduced services** and **recommendations to expand service** to new destinations, like regional hospitals and rapidly developing areas like North Raleigh.
- **Longer hours of service**, by providing service earlier (including Sundays) and later in more places
- **More and better information**, especially by providing more information at bus stops. Some riders also requested consistent branding across all buses. Riders also asked for improvements to the bus tracking app.
- **More amenities**, like reliable Wi-Fi and offering phone chargers, USB ports, and/or outlets on buses and more bus shelters. Riders also asked for the flexibility to use mobile phone apps (like Apple Pay) to pay bus fares.
- **Increased language accessibility** with customer service operators but also information on the bus and printed materials, like maps.
- **Concern about the driver shortage** and the ongoing impact on bus services.

## SUMMARY OF FINDINGS: COMMENT CARDS

A total of 80 comment cards were collected during the pop-up events. The comments have been summarized below based on general themes that emerged from the responses. The full list of comments by question can be found in Appendix C.

During the pop-up events, engagement team members walked people through the service improvement options and recorded their comments. Many people reported liking increased service frequency, longer hours of service and more routes to different cities. Most comment card participants (84%) stated that the proposed changes to routes and services would make their travel by transit at least slightly easier. Only 12% of participants indicated that it would make their travel slightly or much more difficult.

### Service Improvement Ideas

Participants gave feedback on improvements that they would like to see. These included:

- **Increased service hours**, by providing service earlier (including Sundays) and later in more places.
- **More and better information**, especially by providing more information at bus stops. Some riders also requested consistent branding across all buses. Riders also asked for improvements to the bus tracking app.
- **More amenities**, like reliable Wi-Fi and offering phone chargers, USB ports, and/or outlets on buses and more bus shelters.
- **Increased language accessibility** with customer service operators but also information on the bus and printed materials, like maps.
- **Alternative types of transit**, like Bus Rapid Transit, Express routes and microtransit.

### Comment Card Demographic Responses

Voluntary demographic questions were asked on the back of the comment card. As project team members often completed the comment cards while speaking with participants, so these questions often were not completed. The following is an overview of the responses collected:

- 36% responded that they have a disability (out of 28 responses)
- 47% identified as Black or African American, 16% identified as White, and 5% identified as Hispanic or Latino (out of 19 responses)
- 42% had an annual household income of less than \$15,000 and 35% had an annual household income of \$50,000 to \$74,999 (out of 26 responses)

### Route Recommendations

Many participants left requests and recommendations for new routes. They also provided recommendations on existing routes.

- Connections and service between the Raleigh Durham Airport and:
  - Flowers/Archers Lodge
  - Crabtree Valley Mall
  - Morrisville Community Library
  - Durham
  - Longer hours to the airport aligned with work shifts (3AM to 11 AM and noon to 9 PM)

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- Between Durham and Carrboro in the morning
- Between Raleigh and Apex
- Other requested destinations and connections
  - the Balaji Temple.
  - Fairgrounds
  - UNC Rex Hospital (early)
  - Duke Hospital and NC 54/Kingswood.
  - Mitchell Mill and Forestville Rd.
  - Service to North Raleigh – Wake County Human Services and Spring Forest Road.

### Comments on Existing Routes

Comments on existing routes included a range of topics, the most common of which involved recommendations for increased reliability, more frequency, longer service hours, and bringing back routes that have been discontinued. Recommendations also called for improved route alignments.

Route Number	Comment Summary
1	Serve Evans Rd Route 1 to government loop with an extra bus.
2	The Route 2 Raleigh to Fayetteville routes should go later.
3	One participant had struggled to catch the 3 on its current schedule. Another participant noted that Route 3 should serve West Cary Pkwy to fill a gap. One participant requested that Route 3 come at least every 30 minutes.
5	Route 5 should come every 30 minutes to improve connections to regional routes. One participant noted that they would like for the Maynard route to come back.
6	Would like service from Jimmy John's – Park West to Burger King. Route 6 bus doesn't come on time. Would like Route 6 to be more frequent.
7	Route 7 bus doesn't come on time and is often too crowded. Route 7 should stay at 15-minute frequency in the morning; a 60-minute interval is not good. Route 7 needs to run every 15 minutes all day.
8	Make Route 8 a straight shot to downtown Durham for people who live there. Currently Route 8 is not working. One participant requested that Route 8 come at least every 30 minutes.
9	Route 9 idea is supported as the jump off of Western Pkwy to Davis Drive makes sense. Currently, Route 9 takes too long. Run the 9 on the weekends every 30 minutes.
10	Route 10 idea makes sense but will encounter heavy congestion going from Apex to southeast Cary. One participant did not like the changes to Route 10.
11	Route 11 on Sundays is inconsistent.
12	Currently, Route 12 takes too long. GoDurham Route 12 should be split up.
15	Route 15 in Wake Forest needs more frequency. Route 15 needs to run every 15 minutes all day.
15L	One participant noted that there is a lot of walking to 15L, and they are concerned about it being taken away.
16	One participant likes Route 16 coming every 15 minutes.
17	One participant did not like the proposed changes.
19	Route 19 is currently reliable.
21	More frequency. One participant liked the proposed changes.
22	Route 22 is not reliable in the evenings.
24L	Route 24L is currently not always reliable and multiple participants noted that it does not run often enough. It should run more often and earlier in the future.

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<b>25L</b>	Some customers want bus stops and complain that the bus stops on one side of Walmart and not the other, making it difficult to access for seniors. One participant noted that they had to take an Uber or Lyft home from the 25L.
<b>27</b>	Bus driver around 3:30pm on 5/12/2022 was being rude.
<b>100</b>	An operator noted that combining the 100 and 700 makes sense so long as it is streamlined. Another participant also liked the idea of the 100 and 700 being combined to become the 600. A participant noted that on Sundays Route 100 goes from the station to the airport, which makes the trip longer.
<b>200</b>	An operator noted that when the 200 and 70x overlap, they need 3-4 bays because there is sometimes a lot of busses at once.
<b>300</b>	One participant had struggled to catch the 300 on its current schedule. Another participant noted that the 300 should turn left on Wilmington, which would make it safer and mean four less turns and 2 minutes off the time point at Dan Allen. An operator noted that they wanted more time on the 300. One participant noted that if the 300 is late, they can't make their transfer at Cary Depot and have to wait another 30 minutes to an hour.
<b>305</b>	Route 305 should come hourly.
<b>311</b>	Many participants would like the 311 to return to service. One participant had to change jobs after the 311 got suspended.
<b>400</b>	Multiple participants liked the frequency change during peak hours. One participant did not like that the 400 runs early and another participant noted that the 400 is inconsistent. One participant noted that the 400 and 400x need to be more express, more frequent, and not stop at shopping.
<b>600</b>	Liked the all-day travel and ability to ride from Raleigh directly to Durham. Multiple participants thought the change to route 600 was a great idea. An operator was curious about how the proposed changes would work in practice. Another operator noted that if the 600 is made, the 400 and 700 can't be interlined. One participant noted that the 600 avoiding the airport is good.
<b>800</b>	Making route 800 more direct would be nice.
<b>DRX</b>	Multiple participants would like the DRX to come more often and all day; increase the frequency to every 30 minutes like it used to be. An operator noted that the proposed changes are smart.
<b>J</b>	Route J ends too early at 7pm. The J schedule does not match the drivers. The J route is very confusing.

## SUMMARY OF FINDINGS: POLLING BOARD STATIONS

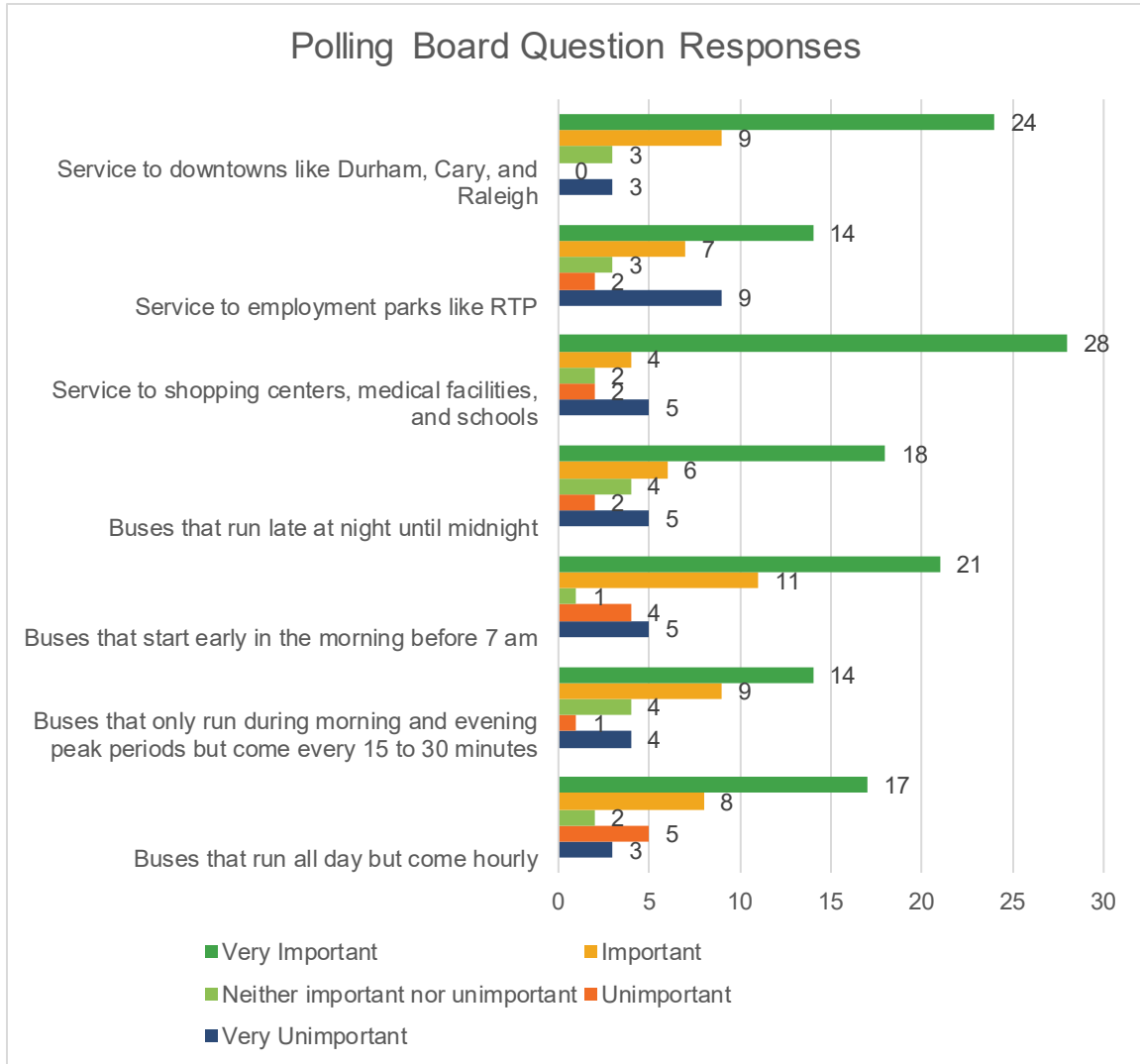
Fifteen pop-up events were conducted at transit centers, bus stops, and existing community events. At these events, the team recorded 272 sticker responses on ten polling boards. The polling boards asked participants to rate the following statements regarding bus routes and frequency from very unimportant to very important:

- Buses that run all day but come hourly
- Buses that only run during morning and evening peak periods but come every 15 to 30 minutes
- Buses that start early in the morning before 7 am
- Buses that run late at night until midnight
- Service to shopping centers, medical facilities, and schools
- Service to employment parks like RTP
- Service to downtowns like Durham, Cary, and Raleigh

The results showed that bus riders want service to downtowns, with 85% of participants ranking this service as important or very important. This was followed by service to shopping centers, medical facilities, and schools. Bus service that starts early in the morning (before 7 AM) was the

third most important service consideration. Among this group, service to employment parks like Research Triangle Park was valued as the least important.

A small number of people (13) answered the trade-off question about flexible and fixed schedule service. Consistent with other data, responses were evenly divided with seven people preferring microtransit and six preferring fixed route service.



## SUMMARY OF FINDINGS: REMIX INTERACTIVE MAP

The Wake Durham Bus Plan Update also developed draft service improvement maps and posted these maps online for people to review and provide comments. A total of 54 comments on specific routes and suggested improvements were collected using the Remix interactive map. These comments are highly detailed and focus on route alignments, stop spacing and other elements associated with service design. They are summarized below by route with a full list of comments included in Appendix B.

**Wake Bus Plan | Phase 2 Outreach Summary**  
GoTriangle

Route Number	Comment Summary
GC 1	Add bus stop to Holly Springs Rd and Jones Franklin. Reroute Route 1 down Walnut St for quicker ride to DT Cary when BRT is complete. Prefer 15 min one-way trips.
GC 3	Route 3 is less convenient than the other routes at night and on Sundays due to 60 minutes run time and because passengers on other inbound routes cannot transfer to outbound Route 3. Extend Route 3 via Weston Pkwy to Park West Village, following the current alignment of Route 7. Run Route 7 along the proposed alignment of Route 9 to allow other routes to transfer to Route 3 at night and on Sunday and provide direct service from downtown Cary to west Cary.
GC 5	Route 5 is less convenient than the other routes at night and on Sundays due to 60 minutes run time and because passengers on inbound Route 5 cannot transfer to any route other than Route 3. Extend Route 5 to downtown Apex, following the proposed alignment of Route 10 to allow Route 5 passengers to transfer to other routes at night and on Sunday, and allow passengers traveling to Wake Tech Cary to have direct service from downtown Cary.
GR 12	Route 12 usually must wait ten minutes due to the train making trips from downtown or NC State to the area south very inconvenient. Route 12 should use Gorman St and Ligon St to reach Method Rd instead, which might even allow the round-trip time to be reduced to 60 minutes.
GR 14	Service on Atlantic is critical as this area continues to grow.
GR 2	Would like 15-minute service on Wake Forest Rd, at least as far north as the Walmart on New Hope Church Rd. Provide 15-minute service by allowing the 14 Atlantic to follow Route 2's alignment. Need coverage on Atlantic between Six Forks and New Hope Church.
GR 20A	Need a connection between most of Garner and the Garner Walmart on US-70. Make Route 20 bidirectional along Garner Rd from downtown to White Oak and add a route from White Oak to the Garner Walmart via Timber Dr, Aversboro Rd, and Garner Towne Square.
GR 20B	Change Garner 20b to go to Greenfield Parkway with PnR lot and 30-minute headways from 7am to 7 pm.
GR 21	Add a route on Lake Wheeler from MLK to Tryon Rd. to provide faster connections from the neighborhoods currently served by Route 7L. Route 2.1 Caraleigh could perhaps turn back using South Saunders St instead of Lake Wheeler.
GR 2L	Using Routes 2 and 2L to get between Wake Forest and downtown Raleigh would be an extremely long ride. The all-day service to Wake Forest should connect to Triangle Town Center instead, since passengers would have access to the faster Route 1 Capital (and Northern BRT).
GR 3	Does not like the Route 3 turn around, especially since it stops just short of WakeMed and transfers with Routes 19 and 28. Add an enhanced transfer point at WakeMed or continue Route 3 across to Sunnybrook Rd and use Swinburne St to turn around.
GR 30	Requiring Route 30 transfers to reach downtown Raleigh or NC State University will not be convenient for most passengers. Provide a branching arrangement where Route 11 becomes Route 11-A and the proposed Route 30 is extended all the way to downtown along the Route 11 alignment, becoming Route 11-B. Each route should operate every 30 minutes during the day and every 60 minutes at night, and the schedules would be offset so that between downtown Raleigh, NC State, and the Avent Ferry Shopping Center, service is provided every 15 minutes during the day and every 30 minutes at night.
GR 31	Doesn't like Route 31 to continue east of S Saunders St and end at Seabrook Rd. The main residential area it would serve is Schenley Square (NW quadrant Garner Rd & Rush St), but it doesn't appear that there are many useful destinations along the route.
GR 36	Route 36 should travel onto Ray between Lynn and Howard.
GR 37	Extend Route 37 to the East Raleigh Transit Center via S New Hope Rd and Rogers Ln
GR 4	Glad to see GoRaleigh 4 being realigned to hopefully speed up service.
GR 5	Allow Route 5 to use Rock Quarry Rd instead of State St (like Route 17) to provide frequent service to the Southeast Raleigh YMCA and make the frequent service to Southgate Plaza faster and bidirectional. Provide option for people who live along the Biltmore Hills loop to use Route 5 to ride to and from Southgate Plaza, instead of one way only.
GR 7L	Consider improved service frequencies on the 7L and 20 to serve new senior developments on the corner of Rush Street.

<b>GR 8</b>	If the 8 & 8L will be separate into two different routes in a way that North Six Forks doesn't have a direct route to downtown, then a shared stop is needed to make this transfer clearer/smoothier.
<b>GR 8L</b>	Route 8L should run through with Route 8, and not require a transfer at North Hills to get downtown.
<b>GR ZWX</b>	Add a ZWX stop in Wendell Falls. It's one of the most walkable suburban neighborhoods in the Triangle, and it needs transit service!
<b>GT 200</b>	Service on US-70 between Durham and Raleigh makes a lot of sense. I've been hoping to see something like this for a while.
<b>GT 310</b>	The 310 rarely makes it to the Cary Train Depot on time and many miss their connections. Consider just keeping route on Evans Rd instead of turning on Weston. Rerouting on Miami Blvd may further slow this route. A Cary to RTC bus that can't consistently make the route within 30 minutes when most rely on connections is very off-putting.
<b>GT 600</b>	Shift the 100/600 down Trinity and Edwards Mill before going on Wade Avenue to better serve the Fairgrounds, Carter Finley, PNC Arena, Cardinal Gibbons, and Wade Park.
<b>GT 800</b>	Return bus stops to both sides of Southpoint, so the loop on I-40 when the 800 goes eastbound is no longer necessary.
<b>GT CRX</b>	Make the CRX buses inbound from Chapel Hill to Raleigh a "Request Only" stop at NC State. Please change the operator's schedule to show this as a "Drop Off Only" stop that requires a passenger to request the stop.
<b>GT RDU</b>	Start the RDU Shuttle service earlier, possibly at 6:00am to provide service to passengers who use the park-and-ride at RTC for early morning flights.

## SUMMARY OF FINDINGS: FY2023 WAKE TRANSIT WORK PLAN

GoTriangle also conducted outreach and gathered input on the recommended Wake Transit Work Plan. Participants had the opportunity to provide general, open-ended comments. Key themes are summarized below, and raw comments are included in Appendix B.

- Bus riders are requesting a service area and route expansion into the West Cary area; specifically in the Carpenter Village area on Morrisville Carpenter Road between Davis Road and Louise Stephenson Road and west of Highway 55.
- Riders are concerned that the bus driver shortage is attributing to bus arrival inconsistency and overall rider experience. There is a suggestion to provide more incentives during the recruitment process for new drivers and for the retainment of current contractors.
- There is concern about traffic congestion within the Brier creek area. Respondents have suggested more frequent service in this area to lessen congestion.
- Transit riders mentioned a desire for the former NRX route to return. Routes 26 and 27 are underutilized and perhaps those routes should be more limited to reinstate the NRX route.
- Commuters heading to RTP have suggested more stops in different sections to decrease the distance that pedestrians must walk once they have arrived at their closest stop within the Research Park.
- Riders have stated that mobile pay is helpful and having touchless pay options such as Apple Pay would be an additional benefit.
- There was a recommendation for routes to consider popular shopping centers, parks, grocery stores, hospitals, and community centers and perhaps have direct routes to those locations.
- A suggestion was made to expand service during the weekends to a limited income senior living community in Garner to participate in social events such as church on Sundays.
- Perhaps suggestions, comments, and concerns made on platforms such as reddit, yelp, and Facebook should be considered whenever possible.



- Commenters were divided on whether rail would be feasible or useful in the Triangle region.

# Appendix A – Outreach Metrics

## EMAIL CAMPAIGN METRICS

The following email campaigns were conducted in May 2022:

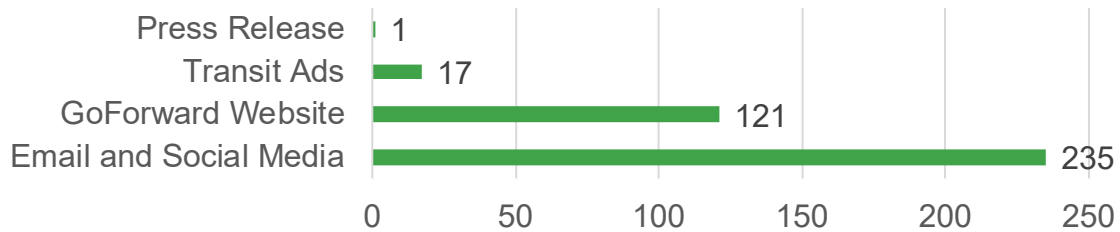
- Three (3) MailChimp email blasts:
  - May 2, 2022: 94 Recipients, 13 Opens, 2 Clicks
  - May 11, 2022: 549 Recipients, 134 Opens, 5 Clicks
  - May 26, 2022: 533 Recipients, 114 Opens, 7 Clicks
- Direct email sent on May 18, 2022, to 365 email recipients who did not open the May 11, 2022, MailChimp email

## PUBLICINPUT.COM VIEWS

There was a total of 3,224 views of the PublicInput.com site.

## SURVEY ADVERTISING METHOD METRICS

Survey Advertising Method Metrics



## REFERRAL TRAFFIC SOURCES

Domain	Count
t.co	562
l.facebook.com	164
m.facebook.com	142
mail01.tinyletterapp.com	131
www.publicinput.com	106
Inks.gd	67
lm.facebook.com	66
townofmorrisville.us1.list-manage.com	63
www.google.com	39
bit.ly	36
<b>Total</b>	<b>1,376</b>

## SOCIAL MEDIA METRICS

Organization	Platform	Posts	Reach/Impressions	Engagement	Notes
Wendell	Facebook	2	1856	49	
Morrisville	Facebook	2	1831	29	
Morrisville	Twitter	4	648	11	
Morrisville	LinkedIn	2	96	4	
CAMPO	Facebook, Instagram, Twitter)	At least once			Gave information to our board members and alternates with request that they also help spread the word.
Raleigh	Facebook, Instagram				Reshared (re-tweeted) or posted on FB and Insta stories.
Raleigh	Newsletter				Shared in weekly newsletter that goes to over 5,000 folks and our weekly RTA Board reports.
NCSU	Facebook	2	91	1	
NCSU	Twitter	3			11 retweets; 10 likes
NCSU	Newsletter		10		Link clicks
Fuquay-Varina	Facebook	1	0	2	

## POP-UP EVENTS AND FESTIVALS

The following pop-up events were conducted:

- Thursday, May 5 from 4-6pm at GoRaleigh Station (214 S Blount St, Raleigh, NC 27601)
- Thursday, May 5 from 6-9pm at Wendell Market
- Friday, May 6 from 8-10am at UNC Hospital Health Sciences Library (101 Manning Dr, Chapel Hill, NC 27514)
- Friday, May 6 from 4-6pm at Plaza West Shopping Center (5563 Western Blvd, Raleigh, NC 27606)
- Saturday, May 7 from 9am-5pm at Ritmo Latino (316 N Academy St, Cary, NC)
- Saturday, May 7 from 9am-5pm at the Apex PeakFest (Salem St, Downtown Apex)
- Saturday, May 7 from 10am-4pm at Wake Forest Meet in the Street (Downtown Wake Forest)
- Saturday, May 7 from 1-4pm at the Knightdale Latin American Festival (Knightdale Station Park, 810 N First Ave, Knightdale, NC 27545)
- Thursday, May 12 from 8-10am at the GoTriangle Regional Transit Center (901 Slater Rd, Durham, NC 27703)
- Thursday, May 12 from 4-6pm at Cary Depot (211 N Academy St, Cary, NC 27511)
- Friday, May 13 from 8-10am at Durham Station (515 W Pettigrew St, Durham, NC 27701)

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- Friday, May 13 from 4-6pm at Triangle Town Center at Orvis Park and Ride (3701 Sumner Blvd, Raleigh, NC 27616)
- Saturday, May 14 from 2-4pm at Crabtree Valley Mall Bus Stop (4325 Glenwood Ave, Raleigh, NC 27612)
- Saturday, May 14 from 4-8pm at the Morrisville SpringFest (Town Hall Drive (near Fire Station No. 1), Morrisville, NC 27560)
- Saturday May 14 from 4-9pm at the Zebulon Spring Fest (Downtown Zebulon)

## Appendix B – Remix and Work Plan Comments by Route

Agency	Route	Source	Comment
GoCary	1 Crossroads	Remix	<p>Add bus stop to Holly Springs Rd and Jones Franklin</p> <p>When BRT is complete, reroute Route 1 down Walnut St for quicker ride to DT Cary. Preferable if one-way trip takes 15 minutes.</p>
GoRaleigh	11 Avent Ferry	Remix	<p>What's the approx. timeline for 15-minute service on Route 11?</p>
GoCary	11 East Cary Fairgrounds	Remix	<p>When is the plan to implement this Route 11?</p>
GoRaleigh	12 Method	Remix	<p>Route 12 usually has to wait ten minutes here, just in case a train comes, which makes it very inconvenient for trips from downtown or NC State to the area south. Could Route 12 use Gorman St and Ligon St to reach Method Rd instead? This might even allow the round-trip time to be reduced to 60 minutes.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	12 Method	Remix	<p>This stop also causes a lot of delays for Route 12 - it has to wait for the light to change to approach the stop, then wait for the light to change again to cross Western Blvd. If it was moved farther back, Route 12 would not miss the light as often.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	14 Atlantic	Remix	<p>Service on Atlantic is critical as this area continues to grow. Excellent work.</p>
GoRaleigh	17 Rock Quarry	Remix	<p>Would like to see PnR spaces here to ride bus downtown without threat of towing</p>
GoRaleigh	2 Falls of Neuse	Remix	<p>It would be nice to have 15-minute service on Wake Forest Rd, at least as far north as the Walmart on New Hope Church Rd. If the 14 Atlantic followed Route 2's alignment, then they could combine to provide 15-minute service but that does trade off coverage on Atlantic between Six Forks and New Hope Church.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	20 Garner	Work Plan	<p>Thank you for providing service into Garner. My main concern is that there is no service on weekends. I am unable to go to church on Sunday or venture out to shop or visit on weekends because there is no service. Please start operating service in Garner on the weekend. I live in a DHIC property and am on a fixed income and desperately need transportation on the weekend.</p>
GoTriangle	200 - North Hills - Brier Creek - Durham Station	Remix	<p>Service on US-70 between Durham and Raleigh makes a lot of sense. I've been hoping to see something like this for a while.</p>

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GoTriangle	200 - North Hills - Brier Creek - Durham Station	Remix	North Hills is a great connection, this would save me hours and hours of waiting time. and walking, and from having to go all the way downtown to GoRaleigh Station just to get a transfer go back north to Durham/RTC
GoTriangle	200 North Hills - Brier Creek	Remix	Is Route 200 expected to run on the weekends? Can we expect at least 30-minute frequencies and bus service until midnight?
GoRaleigh	20A Garner Counter-clockwise	Remix	As proposed, there is no connection between most of Garner and the Garner Walmart on US-70, which seems like it would be a key destination for Garner residents. I suggest making Route 20 bidirectional along Garner Rd from downtown to White Oak and adding a route from White Oak to the Garner Walmart via Timber Dr, Aversboro Rd, and Garner Towne Square.  (These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)
GoRaleigh	20B Garner Clockwise	Remix	Would like to see 30-minute headways between 7am and 7 pm
GoRaleigh	20B Garner Clockwise	Remix	Would like to see Garner 20b go to Greenfield Parkway with PnR lot and 30-minute headways from 7am to 7 pm.
GoRaleigh	21 Caraleigh	Remix	I think a route on Lake Wheeler from MLK to Tryon Rd could make sense. There are of course Dix Park and the Farmers' Market on the way, but it would also provide faster connections from the neighborhoods currently served by Route 7L. Route 21 Caraleigh could perhaps turn back using South Saunders St instead of Lake Wheeler.  (These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)
GoRaleigh	26 Edwards Mill, 27 Blue Ridge	Work Plan	I can't find anywhere is the plan details to replace underutilized bus routes with some kind of on demand service other cities are using. Route 27 buses are completely empty 90 to 95% of the time so is nearby Route 26.
GoRaleigh	27 Blue Ridge	Work Plan	Most riders get off the 27 at Rex Hospital to get off at those areas around the hospital or Wade Ave. I have seen 1/2 the bus gets off at Whole foods from the 27 to the 4 Rex Hospital route. Taking into account the popular stores would help.
GoRaleigh	27 Blue Ridge	Work Plan	Most riders get off the 27 at Rex Hospital to get off at those areas around the hospital or Wade Ave. I have seen 1/2 the bus gets off at Whole foods from the 27 to the 4 Rex Hospital route. Taking into account the popular stores would help.

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GoRaleigh	2L Falls of Neuse North	Remix	<p>Using Routes 2 and 2L to get between Wake Forest and downtown Raleigh would be an extremely long ride. Route 2 to WakeMed North would already take an hour, and Route 2L would add transfer time plus 20-30 minutes. The all-day service to Wake Forest should connect to Triangle Town Center instead, since passengers would have access to the faster Route 1 Capital (and Northern BRT).</p> <p>(My preferred scenario - though, there might not be enough funding for it - would be to have Routes 1-AX and 1-BX that run from downtown Raleigh to Triangle Town Center, stopping only at Brentwood and Millbrook, and then on to Wake Forest and Rolesville respectively. Each route would run hourly all day on weekdays. This would alleviate loads on Route 1 Capital and provide more convenient connections to Wake Forest and Rolesville and serve the reverse commute markets better.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	3 Glascock	Remix	<p>This does not look like a great place for Route 3 to turn around, especially since it stops just short of WakeMed and transfers with Routes 19 and 28. WakeMed would be a good place for an enhanced transfer point. Or it could continue across to Sunnybrook Rd and use Swinburne St to turn around.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoCary	3 Harrison Avenue	Remix	<p>Right now, Route 3 is less convenient than the other routes at night and on Sundays because it has only a 30-minute round trip time but runs every 60 minutes. Passengers on other inbound routes cannot transfer to outbound Route 3. I suggest extending Route 3 via Weston Pkwy to Park West Village, following the current alignment of Route 7. Route 7 could proceed along the proposed alignment of Route 9 instead. This would allow other routes to transfer to Route 3 at night and on Sunday, and it would allow passengers traveling to west Cary to have direct service from downtown Cary.</p> <p>(If it is not possible for Route 7 to make it to Green Level Church Road and back in 60 minutes, it could use three buses during the day to operate with a 90-minute round trip. At night and on Sunday, it could end sooner - at Stone Creek Village or Morrisville Carpenter Rd, for example.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident [who lives near the border of Cary] and should not be considered as the position of my employer.)</p>

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GoRaleigh	30 Southwest	Remix	<p>Since passengers on the proposed Route 30 must transfer to reach downtown Raleigh or NC State University, service will not be convenient for most passengers. I suggest a branching arrangement where Route 11 becomes Route 11-A and the proposed Route 30 is extended all the way to downtown along the Route 11 alignment, becoming Route 11-B. Each route would operate every 30 minutes during the day and every 60 minutes at night, and the schedules would be offset so that between downtown Raleigh, NC State, and the Avent Ferry Shopping Center, service is provided every 15 minutes during the day and every 30 minutes at night. Both routes would be approximately the same length so the branching arrangement should be feasible.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	31 Southeast	Remix	<p>I'm not sure that it makes much sense for Route 31 to continue east of S Saunders St but then end at Seabrook Rd. The main residential area it would serve is Schenley Square (NW quadrant Garner Rd &amp; Rush St), but it doesn't appear that there are many useful destinations along the route, other than the Food Lion at the west end. It also doesn't look like there is much benefit provided by taking a 30-minute route east to connect with a 15-minute route, when one could take a 30-minute route north and reach most of the same areas - including downtown - directly. Route 7L provides a direct connection east to Southgate at least.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoTriangle	310 Cary RTC	Remix	<p>The 310 rarely makes it to the Cary Train Depot on time and many miss their connections. Park West is already serviced by route 7 and the Morrisville Smart Shuttle. Consider just keeping route on Evans Rd instead of turning on Weston. Also rerouting on Miami Blvd is also probably going to further slow this route. A Cary to RTC bus that can't consistently make the route within 30 minutes when most rely on connections is very off-putting.</p>
GoRaleigh	36 Creedmoor	Remix	<p>This area near Lake Lynn really stands out on density maps. It's about a mile from Creedmoor Rd, which is perhaps a bit close for a parallel route, but if Route 36 has time it might be worth deviating onto Ray between Lynn and Howard.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	37 Poole-Barwell	Remix	<p>Could Route 37 be extended to the East Raleigh Transit Center via S New Hope Rd and Rogers Ln?</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	4 Rex Hospital	Remix	<p>Glad to see GoRaleigh 4 being realigned to hopefully speed up service!</p>



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GoRaleigh	4 Rex Hospital	Remix	<p>Could Route 4 follow the alignment of Route 12 between downtown and Oberlin Rd, with schedules offset to provide 15-minute service from downtown to the Village District? This would require upgrading Route 12 to full 30-minute service, but if the time-saving recommendations on the western part of the route are implemented that should be possible without too much additional cost.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	4 Rex Hospital, 26 Edwards Mill	Remix	<p>Since Route 26 will connect with Routes 6, 9, 11, and 600 at Hillsborough and Blue Ridge, I don't think it necessarily needs to connect to the Western BRT at Plaza West. From Hillsborough and Blue Ridge, it could continue south on Blue Ridge, then head east on Western and end at NC State like Route 11L does today. This would provide NC State with a direct connection to Rex Hospital and Crabtree, which would be lost with the realignment of Route 4.</p> <p>Alternatively, it could head east on Hillsborough St and south on Gorman St (connecting with Western BRT at Gorman St), and end at Avent Ferry Rd as is proposed for Route 30. (When I lived on Gorman St, I had several neighbors who worked in Northwest Raleigh and could have used this connection.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	4 Rex Hospital, 9 Hillsborough, 11 Avent Ferry, 27 Blue Ridge	Remix	<p>With Route 27 any trip from the PNC Arena or Nowell Rd area to NC State or downtown is very circuitous, requiring passengers to head north and then back south, even though these areas are very close by car. (Adding Route 11 in the area would help but it would still require a transfer to reach these very close destinations.) Route 27 also passes through a lot of undeveloped area on the way to Duraleigh Rd.</p> <p>Instead of having Route 27, I suggest splitting Route 9 into two branches: Route 9-B would follow the proposed Route 9 alignment and end at Plaza West, and Route 9-A would follow Blue Ridge Rd and Trinity Rd to Edwards Mill Rd and turn around using the current alignment of Route 27. (And Route 4 would be re-extended to Crabtree Valley Mall via Edwards Mill Rd.)</p> <p>This would provide 15-minute service along most of Hillsborough St, and 30-minute service to the PNC Arena and Nowell Rd area with direct service to downtown. It would also provide a connection between Hillsborough St and the Western BRT every 30 minutes, which I think will be sufficient since the Western BRT also serves NC State.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	40X Wake Tech Express	Remix	<p>Ten Rd would be a good place for stops on Routes 40X and FRX.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>

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GoRaleigh	40X Wake Tech Express	Remix	<p>Could Route 40X and FRX be combined to provide all-day, hourly service to Fuquay-Varina and Wake Tech on weekdays? (Short trips to Wake Tech only could be run to provide higher frequency when class is in session.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	5 Biltmore Hills via State St	Remix	<p>With service available on Garner Rd, could Route 5 use Rock Quarry Rd instead of State St (like Route 17)? This would provide frequent service to the Southeast Raleigh YMCA, and it would make the frequent service to Southgate Plaza faster and bidirectional. (People who live along the Biltmore Hills loop could use Route 5 to ride to and from Southgate Plaza, instead of one way only.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoRaleigh	5 Biltmore Hills via State St	Remix	<p>Here's a possible route design that builds on some of the comments I've made earlier: Route 5 uses the alignment proposed on this map, but every 30 or 60 minutes. Route 17 becomes Route 17-A, which would run every 30 minutes. There would also be a Route 17-B every 30 minutes, which would follow Route 17 between downtown and Cross Link Rd. Then it would either head west on Cross Link Rd, or south on Sanderford Rd then west on Seabrook Rd, depending on which has more ridership. Then Route 17-B would head west via Cross Link Rd and Rush St, and south on S Wilmington St or Illeagnes Rd to the Garner Walmart. The two branches of Route 17 would be of roughly equal length and provide 15-minute service between downtown and Southgate.</p> <p>Route 31's east end would be shortened to S Saunders Rd, which would probably allow it to run every 30 minutes with one bus. It would essentially serve as a shuttle between Carolina Pines and Route 7/Southern BRT.</p> <p>(These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)</p>
GoCary	5 Kildaire Farm Road	Remix	<p>Right now, Route 5 is less convenient than the other routes at night and on Sundays because it has only a 30-minute round trip time but runs every 60 minutes. Passengers on inbound Route 5 cannot transfer to any route other than Route 3. I suggest extending Route 5 to downtown Apex, following the proposed alignment of Route 10. This would allow Route 5 passengers to transfer to other routes at night and on Sunday, and it would allow passengers traveling to Wake Tech Cary to have direct service from downtown Cary.</p> <p>(If it is not possible for Route 5 to make it to downtown Apex and back in 60 minutes, it could use three buses during the day to operate with a 90-minute round trip. At night and on Sunday, it could end sooner - at Ten Rd, for example.)</p> <p>(These comments are entirely my recommendations as a Raleigh resident [who lives near the border with Cary] and should not be considered as the position of my employer.)</p>
GoRaleigh	6 Glenwood	Remix	<p>When will 15-minute frequency be introduced for Route 6?</p>
GoRaleigh	6 Glenwood	Work Plan	<p>When can we expect frequent, 15-minute service on Route 6? It was supposed to start in 2021 and it still hasn't happened yet. Can we also get back 30-minute frequencies on Route 310, at least during rush hour?</p>

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GoTriangle	600 Raleigh - RTC - Durham	Remix	Is there a reason the 100/600 couldn't be shifted down Trinity and Edwards Mill before getting on Wade Avenue in an effort to better serve the Fairgrounds, Carter Finley, PNC Arena, Cardinal Gibbons, and Wade Park? That could help decrease event traffic in this area and ultimately drive ridership.
GoRaleigh	7L Carolina Pines Connector, 20 Garner	Remix	More than 180 dwelling units for seniors are being developed at this corner of Rush St. Transit dependent population. Consider improved service frequencies on the 7L and 20.
GoRaleigh	8 Six Forks	Remix	If you're going to separate the 8 & 8L into two different routes in a way that North Six Forks doesn't have a direct route to downtown, you'll absolutely need to make this transfer clearer/smoothier than this, with a shared stop or something so people can transfer to continue in on the other route somewhat seamlessly
GoTriangle	800 Chapel Hill - South Point	Remix	Please return bus stops to both sides of Southpoint, so the loop on I-40 when the 800 goes eastbound is no longer necessary. It is a waste of time and gas. Traffic on Raleigh Rd to get to I-40 is bad enough and not all drivers are comfortable or able to make the time up using the shoulders once they get to I-40 which can have just as much traffic. To then have to go one exit further to just get back on one exit back and redo the same section of I-40 traffic again makes no sense. I'm glad they took the Streets at Southpoint stop out of the movie theater parking lot because that could be its own nightmare, especially around the holidays, but they really needed to keep stops on both side of Renaissance Parkway instead of the crazy loop the route does now. Having the stops on the same side also create confusion of which bus to get on if someone is only paying attention to the route number and not the destination. You will have a hard time making public transit appealing when it does things like this that seem to lack any sort of common sense and the bus is just getting stuck in the same traffic as the cars anyways.
GoRaleigh	8L Six Forks North	Remix	Route 8L should run through with Route 8, and not require a transfer at North Hills to get downtown.  (These comments are entirely my recommendations as a Raleigh resident and should not be considered as the position of my employer.)
GoCary	9 West Cary	Work Plan	West Cary needs a bus route and bus stops also.
GoCary	9 West Cary	Work Plan	I would like Go Cary to expand to West Cary. First in the Carpenter Village area on Morrisville Carpenter Road between Davis Road and Louise Stephenson Road. Second, west of 55 is rapidly expanding with the YMCA and two parks going up within 2 years. All of these west Cary areas are exploding with new construction and need transportation.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	The CRX buses inbound from Chapel Hill to Raleigh should not have to stop at NC State if nobody makes a request. It used to be a "Request Only" stop. Should still be that way. The operators shouldn't pull over, stop, and wait when nobody is getting off. If anyone gets on this bus, they are getting on the wrong bus. Before COVID when we had to pay to get on the bus, you would have to pay \$3.00 to ride from NC State to downtown, but you could get there cheaper on a GoRaleigh bus. Please change the operator's schedule to show this as a "Drop Off Only" stop that requires a passenger to request the stop.

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GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	Allow full-size non-folding bikes on board the bus when the rack is full and there is room on the bus. Getting bumped and having to wait for the next bus is not a solution. In the morning in Chapel Hill, the wait is from 05:55 until 06:55. At GoRaleigh Station, it is from 17:20 to 18:40. Inexcusable.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	Please maintain and enhance express service Eubanks-Raleigh.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	Ending the CRX puts Raleigh work commuters at a disadvantage, particularly those in rural Northern Orange and Alamance counties where public transit is limited. The Eubanks P&R is a lifeline to the CRX.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	cutting the Eubanks P&R out of the CRX route is eliminating 75% of its ridership as the majority of its riders board at the P&R when inbound to Raleigh in the AM. Eliminating a centrally located and readily accessible parking lot is showing a priority for Southern Orange County and not providing equitable public transit. A parking lot 20 minutes further east in Durham County is not acceptable.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	Please do not eliminate the Eubanks Park N Ride stop. This is one of the few public transit options for those in northern/western orange county. Residents near Southpoint already have reasonable access to the DRX line.  The CRX has allowed me to work in Raleigh for nearly 10 years and I am very thankful for it.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	It was shared with me this morning that there was consideration being given to remove the CRX serve at Eubanks. I would implore you not to do that. There are many of us that re coming from other counties or from the farthest points in Orange County to catch this bus. It is our only option given that the DRX parking is completely full. The removal of the CRX route will cause undue hardship to the mostly state employees, which are consistent and frequent riders.
GoTriangle	CRX Chapel Hill-Raleigh Express	Remix	Please continue to make the CRX line a viable option for those of us in the western part of the Triangle who need to commute to downtown Raleigh. The service and the drivers are tremendous.
General	General	Remix	Lots of development out here. Maybe consider making a microtransit area.
General	General	Remix	Just a comment on all these projects in general. Buses and microtransit will still be using the same roads as cars and fall prey to the same traffic. If these routes aren't reliable people aren't going to want to give up their cars either, just perpetuating the traffic problems. All the news stories talk about how the Triangle Area is becoming the next Atlanta or DC. Just keep in mind that both those areas have public transit options (the metro and marta) that aren't utilizing the already packed roads and it still isn't enough. If the Triangle Area is really heading that direction in growth these bus routes and microtransit areas are probably not the solution.
GoCary	General	Remix	Middle Creek is a Town of Cary Park that is only really accessible by car. Most of the roads aren't bike friendly either. Consider extending the planned south Cary route or the microtransit area to make this park and library accessible to more than those that just have cars.
General	General	Work Plan	There is already a shortage of drivers, buses do not come on time, some hours are skipped, and buses do not come at all. You might want to provide some incentive first to attract new drivers so you guys can work on getting it together first before starting new projects. Thank you for your service.
General	General	Work Plan	Please do not get rid of mobile payment and if Apple Pay was in the works, please do not get rid of that either.

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General	General	Work Plan	Implement incentives to get more drivers - the operator shortage is impacting routes a lot. Another suggestion is to improve technologies that report the real time arrivals for buses- the schedule is off and bc of the shortage of drivers a lot of timings are missed
General	General	Work Plan	During the pandemic I have seen drivers expected to deal with mental illness from the unhomed. The drives extreme frustrations with mismanagement, drivers sick or quitting because they want a work life balance. Shame on the mayor and governor. They deserve respect not the mistreatment I had to endure as a former State Employee. We need flexibility with the transit options and to see the employees treated better.
General	General	Work Plan	You're on the right track. Thanks for pursuing the original vision from 2016 appropriately.
GoRaleigh	General	Work Plan	Keep buses free forever. Reasons - you will not need to request additional funding for payment infrastructure. cost spared - it is the only reason why some people take the bus; you can't beat free when fuel costs are high - it makes it more accessible to members of the community - encourages spontaneous ridership - helps businesses by providing their customers easier access to them - No city the size of Raleigh provides free public transportation. Will help fuels Raleigh's growth and image of a city of the future We need more routes that are not planned to shuffle people from suburban areas to the city center. Doing this makes it difficult for people to travel to different parts of the city and makes the bus less attractive. Hire better planners. Someone I quote below said that they requested sidewalks in their neighborhood, but Raleigh said that it was not possible because that is where the bus went. " When I first moved to my current neighborhood, I saw online that you could ask the city to build sidewalks in neighborhoods that don't have them, so I did, because it is not great to walk on the roads in my neighborhood which are used as shortcuts by people who frequently speed. They said my neighborhood couldn't have sidewalks because we have a bus line running through the neighborhood. Amusing, no? Same people want a whole lot of folks to walk on the same sidewalk-less streets to get to the magical BRT, too." That is not acceptable. Pedestrian access to bus stops and routes is essential. If your planners do not have this understanding, please fire them, and hire people who can actually do their job. This is city planning 101.;
GoRaleigh	General	Work Plan	Please read all the comments on problems with our city's bus transportation here: <a href="https://www.reddit.com/r/raleigh/comments/tqmvlp/reasons_why_its_nice_to_take_a_bus_instead_of/">https://www.reddit.com/r/raleigh/comments/tqmvlp/reasons_why_its_nice_to_take_a_bus_instead_of/</a> Ask yourself, do any of these comments mention better payment infrastructure? No. They talk about mainly - lack of pedestrian accessibility to bus stops - lack of accessibility to park and rides to use bus for work commute - the fact that it takes hours to go to one location on bus while minutes in a car Please evaluate your plan and see if it fixes the pain points mentioned by the people in this thread. I post comments here for your convenience: "Unfortunately, our spoke-based routing system means it would turn my 15-minute drive into a 2+ hour commute." "I would love to take the bus downtown. But it takes me 5 minutes to drive there, and it's about an hour by bus." "I'd love to take the bus, but it takes 3x as long as driving anywhere and if you miss your bus, you need to wait at least 30 minutes for the next one. It's just not worth it!" "I took the bus and/or light rail 5 days a week for years when I lived in Pittsburgh. I am a huge supporter of public transit. But here? I have to jay walk across streets with no sidewalks where people speed just to get to my nearest bus stop. In the dark that could be deadly. Then it would take me 1.5 hours to get

somewhere I could go in 12 minutes by car. Make it easy and sensible to use public transit and ridership will go up. It's not rocket science." "Part of the reason is the bus system here sucks. It'll take you 6 hours to get across town." "I took the bus from the suburbs to Raleigh 2-3 days a week for a few months, several years ago. I enjoyed having time to read a book and not deal with traffic, and I had a bus stop just outside my neighborhood so I could walk to it. Another stop was about 1.5 miles away with plenty of parking. However, a couple things made it unworkable for me (although some of these may have changed): our spoke/hub system sucks, I had to wait to transfer busses downtown rather than find a route directly from my home neighborhood to work neighborhood like I always could in Maryland. The busses to my area only ran during rush hour and I had a school age child. I will say, and did say at the time, that even with rush hour only I would take the bus daily if I worked right downtown. Yes, it would take longer than driving but I would be reading, and I wouldn't have to park etc. Also, less impulse drive-thru snacking on the way home." "We live in Fuquay. My wife doesn't drive, is stay at home and would absolutely love to take our kid into downtown for the day - between Marbles, read with me bookstore, the squares, coffee, and ice cream shops there's plenty to do. We also live under 2 miles from an FRX stop and it's a relatively easy walk. The only problem is a major one - the last bus into downtown is at 7:35am. That's a complete joke. I get that they are trying to attract commuters and my family isn't typical. But shit, that just sucks. Even one bus at lunchtime for people working half days would be amazing. (As a side note, this also shows another huge failure of the bus system - Holly Springs and Fuquay have 100,000 people between them now. There are two bus routes, both go express to downtown Raleigh during rush hour only. What a fucking joke for a major part of the county.)" "The problem is that gas still isn't expensive enough and traffic isn't bad enough. This means people choose to live far away from their jobs or drive across the city for groceries. I used the bus quite a bit before but got frustrated that the #6 15-minute frequency never happened yet. It was supposed to happen last year. Now I bike. I'll still use the bus when it's rainy or cold." "It's really nice if you can afford to spend the time on it. I live in Garner and was doing errands when I realized I needed to get something from Downtown Raleigh. I didn't have much gas and didn't really feel like driving down there anyways. I parked my car in a parking lot, waited like a few minutes for the bus show up (I got lucky, that thing only shows up once an hour), went downtown, quickly got the thing I was after and was able to take the same bus back to Garner. That was a real nice experience, it was free, I didn't have to drive, and didn't have to worry about gas or parking or anything. That's awesome! But I also got really lucky. Lucky that there was a route from where I was to where I needed to go. Lucky that I only had to wait a few minutes for it to pick me up (from Garner and from Moore Square.) Lucky that there was a parking lot for me to park in that no one would care I was in (also, I needed to drive to reach that bus stop, kind of negates the purpose of public transportation.) Most importantly, Lucky I could turn my 40-minute errand into a 100-minute errand without issue."

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GoRaleigh	General	Work Plan	<p>I have found that the current bus system setup is not inclusive enough. The changes that I have noted thus far still do not make using the current system an easier journey for the physically challenged and senior citizens. Example, when buses stop to pick up, the buses are not lowered for easier step-up access. I have a challenge with knee flexibility, and getting on the bus is difficult, as well as uncomfortable. There should be some type of shelter/sitting at each bus stop for the physically challenged, or seniors to utilize. If I chose to go somewhere utilizing the current bus system, I have a ten-minute walk to the bus stop, and there is no bus shelter to sit at once I arrive. My trip requires me to transfer to another bus that puts me over by my destination, which still requires me to walk (16 minutes, or more) to the end destination. This makes no sense to me, so I don't go! I keep hearing about all this money that government wants to channel into a rail system. That money would be better used in upgrading the city's bus system for user-friendly traveling about the city, if one doesn't desire to drive, or Uber/Lyft it. As a senior individual on a fixed budget, I do not appreciate that my home city would put me in the position of having to come out of my pocket to use a cab service, or an Uber/Lyft to get back home because there is no public transportation available to use due to lack of service to my area, or buses not running after a certain hour. Example, I had scheduled a pickup at the Colonnade Shopping Center via GoWake Access (TRACS). My ride never showed up, and the office was closed. I walked over to the Six Forks Station shopping Center bus stop, and just managed to catch the last bus, which dropped me off on Six Forks/Millbrook Rds. By the time I arrived there, the crosstown bus on Millbrook had stopped running for the evening. This was during the fall, and it was already dark out. I had to call a cab to get me home. It was a good thing I had the money on me that night to pay for the ride! Needless to say, I did not attempt to go to the Colonnade Shopping Center again, since I wasn't guaranteed to be able to get back home using GoWake Access and the city bus system. That night I didn't get back to my home until almost 10PM, due to no pickup at 7PM by GoWake Access. I am grateful that my safety wasn't jeopardized by this experience that evening. The way the bus system is set up, puts people in the position of being home-bound, because of city provided transportation doesn't afford us the availability to be more mobile! This needs attention!</p>
GoRaleigh	General	Work Plan	<p>The current bus system in Raleigh ignores the area between 1-440 and 1-540, north of Crabtree Mall. If you do not make it easier to ride the bus/transit, people will continue to use their cars as the first choice of transportation.</p>
GoRaleigh/ GoTriangle	General	Work Plan	<p>There are lots of people that live in Brier Creek and basically only two ways out. Get a frequent bus schedule in and out of Brier Creek to reduce traffic. Have some of this bussing go to RTP. Have shuttles that go to different sections of RTP so people who arrived by bus don't have to walk long distances in the sun (since you guys cut down all the trees).</p>

Wake Bus Plan | Phase 2 Outreach Summary  
GoTriangle

GoTriangle	General	Work Plan	After reading this plan, it seems clear that the transit planners of GoTriangle see the service as primarily for commuters, as it appears to double down on that strategy. This is neither forward-thinking nor correct. If public transit is to be seen as a viable alternative to driving, it needs to be convenient and get people where they need to go in a timely manner -- neither of which applies to the bus service in its current form. Sure, it's easy to get anywhere in the Triangle from downtown Raleigh but making a trip anywhere in Raleigh itself is often an all-day proposition when using the bus, especially on the weekends. Service frequency and coverage needs to be improved across the board, not just at State or on special corridors; hourly service anywhere on nights and weekends is a joke in a major city. Further, crosstown connections also need to be improved so that you don't need to connect through downtown (running the circulators both ways would be a good start). BRT and microtransit is all well and good, but the citizens of the Triangle don't need fads, they need a connected public transit system, and so far, GoTriangle has failed to make that a reality in the face of a climate change crisis.
GoTriangle	General	Work Plan	please work with trip planning and mapping services like google maps and apple maps. currently there are a number of routes from go triangle and others that don't show even if they are common routes. for example, to map Raleigh to RDU shows 3 routes that require multiple connections and takes over 90 minutes when the 100 bus runs every 30 minutes. this alone would increase ridership just by showing alternatives in systems people use to plan travel.
GoTriangle	NRX	Work Plan	Please bring back the NRX
GoRaleigh	Proposed Route	Remix	Connect SE Raleigh to the East Wake Transit Center/BRT with regular bus service on S. New Hope Road
General	Rail	Work Plan	Heavy rail transit along the existing rail line between Clayton and Durham will not address the commuting patterns in the triangle nor will it take significant cars off the highway, pursuing it is a waste of Taxpayers money.
General	Rail	Work Plan	Rail would be an option if they connect with Amtrack system throughout the state. Not serving the airport or major cities is a costly mistake.
General	Rail	Work Plan	We would love to have a rapid transit rail option in the Raleigh Durham area. Roads should not be the only way to get around the area. Even Charlotte has a rapid rail. Lots of money has already been spent figuring out the best way to do it. Let's take the bold step of moving forward to help the Raleigh Durham area progress.
GoTriangle	RDU Airport Shuttle	Remix	Can the RDU Shuttle service start earlier, possibly at 6:00a? It would be beneficial for those early morning flights when using the park-and-ride at RTC.
BRT	Wake BRT: Northern Alt Alignment 2	Remix	#2 Route is heavily used. Should be prioritized to 15-minute service
BRT	Wake BRT: Northern Alt Alignment 2	Remix	Northern BRT Route is vital in connecting north/northeast Raleigh to downtown. This needs to stay on schedule and be a priority for our transit investment and not be slowed. I agree with the order of the rollout, but this is a vital piece of the puzzle.



Wake Bus Plan | Phase 2 Outreach Summary  
GoTriangle

GoRaleigh	ZWX Zebulon- Wendell- Raleigh Express (operated by GoRaleigh)	Remix	I think the ZWX would see a lot of growth in ridership with a stop in Wendell Falls. It's one of the most walkable suburban neighborhoods in the Triangle, and it needs transit service!
GoRaleigh	ZWX Zebulon- Wendell- Raleigh Express (operated by GoRaleigh)	Work Plan	Can we please add a stop on the Wendell Zebulon express in Wendell falls? More people would use it from Wendell falls. There is a bigger commuter base from there and it wouldn't add any distance to the route.

## Appendix C – Comment Card Comments

### IF YOU TAKE THE BUS, WHICH BUS ROUTES DO YOU TAKE MOST OFTEN?

- 6
- 8
- 100
- 252
- 300
- 311
- 400
- 700
- 3, 6, 2007
- 5, 6, 2007
- 1, 19
- 3, 6
- 3, 8
- 1, 2, 4, 7, all
- 1, 25L, 2, 100
- 1, Wake Forest, 15, 2, 4
- 100 and 700
- 100, 700, GoDurham 12
- 15L - a lot of walking. Concerned about taking it away
- 18 Raleigh to 13 Raleigh, 100 to RTL, Airport shuttle
- 2, 12, 20, 16, 4, 8
- 20A, 20B, 22 not reliable in the evenings, and the 8 is not working
- 23L, 24L all connectors
- 25L, 2
- 27, 16
- 3, 300
- 3,7 - 300 most
- 300, 100, 26, 7, 4, 27
- 300, Cary 7, Garner route, all the buses
- 311 GoCary
- 400 and 405 in Chapel Hill to UNC
- 400, 405

Wake Bus Plan | Phase 2 Outreach Summary  
GoTriangle

- 400. Want to go to Durham to Carrboro in the morning.
- 5 Cary, 300
- 5, 700
- 6 & 7
- 7,1
- 700 -> 310
- 700, 100, DRX - should be more frequent
- 700, 400, Raleigh 6
- 8, 21, 18, 15
- ACX
- All routes
- Bus No 2
- Cary 4, GoTriangle 300, 21 GoRaleigh
- Cary, Raleigh
- Chapel Hill Transit
- Do not ride the bus often
- DRX
- Durham 4, 12, 700
- FRX, 100, 211, 305
- J, 800, 100
- JFX
- Morrisville shuttle operator
- N/A
- not yet
- Operator
- Operator (contracted)
- Parkwest
- Route 1
- Route 16-6
- Route 7
- Routes 1 and 24L
- School bus
- VA in Durham bus
- Zebulon/ Whiteoak Shopping Center
- ZWX

## WHICH ROUTE AND NETWORK IMPROVEMENTS DO YOU LIKE?

- 21
- 300
- #19 is reliable, #15 Wake Forest needs more frequency
- ?. I have a had bad luck catching each of them, as of late.
- 15 min routes would be nice
- 24-hour service
- 25L - Some customers want bus stops and share - seniors complain @ stop on Walmart on one side and no other.
- 25L - Uber or Lyft to go home. Mitchell Mill and Forestville Rd needs service.
- 600 - Like that concept, take Durham to Raleigh
- 600 = great idea, 800 more direct would be nice. Make Raleigh 6 more frequent is great.
- 600 avoiding airport is good. 311 coming back is good too, would take it to school, charter school near RTC, has transfer to 805. love the Wi-Fi on the bus
- 600 sounds great improvements to frequency
- 600 would be helpful. Like later bus to RDU, one at midnight
- All of the polling board options
- "Apex Rt 1, 0, 305, 12
- 311 - serving proposed Abbey Spring"
- BRT
- Buses are good, 30 min frequency is good.
- Cary, Morrisville
- Chargers in the buses
- Clean. Drivers can be nice depending on how you treat them.
- Everything else is fine
- Everything is good
- Frequency C2:C60
- I like that the bus schedule runs every 15 to 30
- I like the 16 coming every 15 min
- I would like a bus in front of my house
- If they can come every 30 mins it will be great!!
- I'm near Flowers/Archers Lodge. Looking for options to go downtown Raleigh and Crabtree and Airport
- Improve all routes I ride. Route 7 is too crowded and needs more buses.
- Interested in micro transit but need to connect to fixed route. Hadn't heard of Wake Access Pilot overall prefer fixed route on weekends.
- It should stay at 15 min frequency in the morning, 60 is not good.
- Like buses running later

- Like idea of 100 and 700 becoming 600
- More frequency on 21 Raleigh
- More frequency. People live in downtown Durham - 8 straight shot
- More frequent service. Service is pretty good in Raleigh overall.
- More routes to different cities
- Morrisville Community Library to Airport
- Offers more flexibility
- "Route 12 - first
- Route 305 - hourly!
- Bring back 311"
- "Route 12
- ACX hourly"
- Route 24L. Run more often.
- Route 6
- Route 9 idea supported. Jump off Western Pkwy to Davis Drive makes sense; route 10 makes sense but heavily congested going from Apex to SE Cary
- Route to Raleigh from Apex
- Routes that go from Jimmy Johns - Park West to Burger King. Route 6
- Rt. 600 - Like one seat ride Raleigh to Durham, like all day travel. Phone chargers on bus would be nice.
- Should change it back
- Stretch on 54 has no sidewalk - difficult when biking to/from Cary Depot - sidewalk all the way. Serve Evans Rd. Route 1 (Raleigh) to govt loop (extra bus).
- The different routes to get on
- The J route is really confusing. But I've had a really great experience with Triangle Transit. The only thing that could really be improved is more frequent service, but it's frequent enough as it is.
- There are more pickups
- To Bajaji Temple
- Wake Forest Bus is too limited
- Want buses that are running early and late in more places
- Weekend service to suburbs. Further out to other counties is okay, if not all-day service.

## WHICH ROUTE AND NETWORK IMPROVEMENTS DO YOU NOT LIKE?

- 17
- #11 on Sunday's routes are inconsistent. #15
- #12 and #9 - takes too long
- ?
- 15, 7. Needs to run every 15 minutes all day!!

Wake Bus Plan | Phase 2 Outreach Summary  
GoTriangle

- 25L not always reliable, start much early
- 25L not frequent enough
- 3 left the neighborhood. Used to go around Norwell. If I could catch 7 in the first half hour.
- 400 and 405x more express. More of these. No detours to shopping
- 400 runs early
- A bus far away from my house
- Access to fairgrounds
- Anything that decreases frequency
- Bus driver driving 27 around 3:30pm 5/12/22 being rude.
- Bus riders need to be more decent.
- Bus stops need more shelter, wants squishy seats back on GoTriangle buses.
- DRX used to come every 30 min., express is good. Would like it to come more often and all day.
- GoDurham route 12 should be split up
- Have been riding since 14, things are a lot better already!
- I like all of the changes
- Maynard route should come back but the walk is not bad.
- More frequency needed. Neighborhood offerings.
- More frequency on Sundays before 7am would be good.
- More usb, more Wi-Fi, drivers rude, drivers pass people while sitting
- N/A
- N/A
- N/A
- Need to improve Route 3 - have it serve West Cary Pkwy and fill gap. Route 5 - Reduce to 30 min to possibly improve connection to regional routes.
- None. Maybe 15L
- People work at airport. 3a-11am shift, 12pm-9pm shift. Would be useful to have direct Durham to airport bus. Later buses from RTL at midnight to complement transfer from airport shuttle.
- Rough roads
- Route 10
- Route 2
- Routes (buses) empty, bus doesn't come on time
- Routes can be inconsistent (1:00pm bus didn't come)
- Run it longer into evening, by 6pm no service. Extension of time that they're running and very important to increase connections like to apartments, shopping centers even if they're small. People want to ride the bus rather than driving. Customer service doesn't answer the phone. Improve the app because you can't understand when the bus is coming, etc.
- Sunday 8:40 - no \_\_\_\_
- Sundays - 100 goes station to airport makes trip longer

Wake Bus Plan | Phase 2 Outreach Summary  
GoTriangle

- That the Wi-Fi doesn't work often
- The 2 Raleigh, Fayetteville routes should go later
- Want 311 back, had to change jobs after that got suspended.
- Want more express opposed to getting rid of the route

# Appendix D – Materials Used During Engagement

## PAPER SURVEY

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT



## HELP IMPROVE BUS SERVICE IN WAKE COUNTY AND THE TRIANGLE!

### Introduction

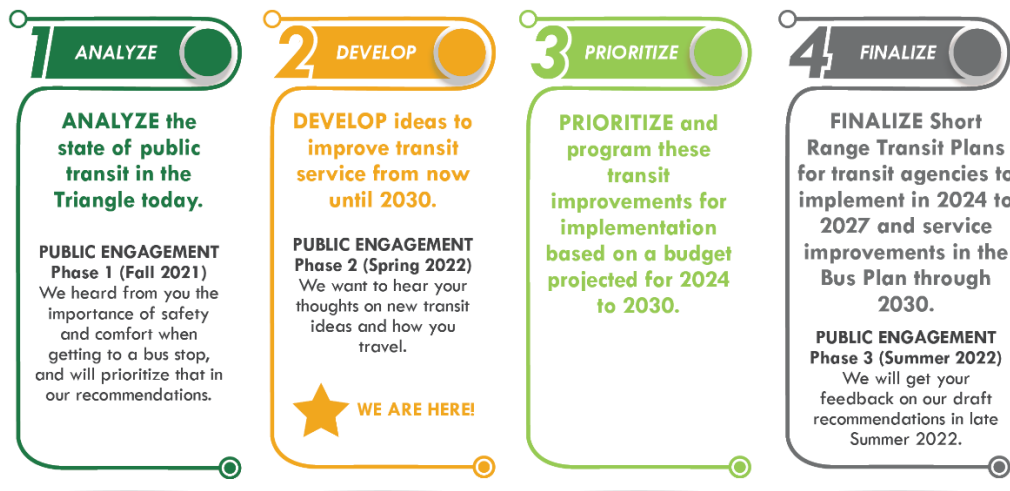
Thank you for filling out the survey. We are asking people about how the pandemic has affected their travel patterns and changing commute patterns. We also have a few questions about how best to improve transit service.

The responses to this survey will inform service plans for the bus systems in the Triangle over the next five to eight years, specifically for GoCary, GoRaleigh, GoTriangle, and GoWake ACCESS. As the region continues to grow, we want to ensure people can continue to travel reliably, safely, and comfortably across the Triangle.

The survey will take about 5 minutes to complete. If you leave your email, we'll enter you into a raffle to win one of five \$50 gift cards.

### WHERE ARE WE IN THE BUS PLANS PROJECT?

The Bus Plans will recommend how and when the Triangle invests in transit from 2024 through 2030.



Complete this survey online by visiting: <https://www.publicinput.com/WBPA1>



## Part 1: Travel Patterns

1. On average, how often are you leaving your home for the following reasons?

	5 or more times per week	1-2 times per week	A few times a month	A few times a year	N/A
Commuting to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping/errands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childcare or other family care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical or other appointments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. For each type of trip, are you traveling more or less often as compared to before the pandemic?

	More Often	About the Same	Less Often	N/A
Commuting to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping/errands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childcare or other family care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical or other appointments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What portion of these trips do you make by bus, microtransit, or paratransit?

	I almost always use the bus for this trip	I usually use the bus for this trip	I sometimes use the bus for this trip	I never use the bus for this trip	N/A, The bus isn't an option
Commuting to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping/errands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childcare or other family care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Medical or other appointments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. If you don't usually ride the bus, what would make bus service more attractive to you? (Pick two)

- Buses that get me to my destination faster.
- Buses that come more often.
- Buses that are available at more times of day.
- Buses that get me closer to my home or destination.
- Buses that go to more destinations.
- More comfortable walk/bike to and from my bus stop.
- More comfortable waiting area at my bus stop.
- Other, please specify:

Complete this survey online by visiting: <https://www.publicinput.com/WBPA1>

## Part 2: Microtransit

Microtransit is a new type of flexible public transportation service that is like traditional “dial-a-ride” service. It allows riders to request a trip by app or phone when they want to travel. Within a specified waiting time (for example, 30 minutes), they will be picked up on small vehicles shared with other passengers.

Typically, microtransit serves less populated areas where people want and need public transportation, but traditional bus service does not carry many riders. Depending on how the service is designed, riders may travel within a microtransit zone or use microtransit to connect to a bus stop.

Examples of microtransit in the Triangle include the Morrisville Smart Shuttle and GoWake SmartRide NE.

### 5. Based on this description of microtransit, do you think you would use it?


- Yes (If yes, answer Q6, then move on to Q8)
- No (If no, answer Q7, then move on to Q8)
- Unsure (If unsure, answer Q7, then move on to Q8)

### 6. If yes, why? (Pick all that apply)


- I think it will be more convenient than the current bus routes.
- I like the idea of scheduling a trip when I want it.
- It seems easy to use.
- I don't currently take the bus, but microtransit sounds more appealing.
- Other, please specify: \_\_\_\_\_

### 7. If not (or unsure), why not? (Pick all that apply)


- It seems complicated, and I'm not entirely sure how it would work.
- I don't want to ride in a small bus with strangers.
- I don't think I'd be able to predict my arrival time accurately.
- I don't have access to a smart phone.
- Other, please specify: \_\_\_\_\_




# Microtransit




Your trip can begin or end anywhere within the **microtransit zone**. (e.g. home, work, doctor).



The service will connect you to one of several **transfer points** located at popular destinations (e.g. shopping centers, grocery stores).




In some cases, you may be asked to **walk to a nearby intersection** to catch a ride.




Shared Ride trips will be provided using small buses or vans **shared with other passengers**.


## HOW TO RIDE



**Book Ride**  
*(by mobile app or phone call)*



**Await Pickup**  
*(track vehicle in real time)*



**Arrive at Destination**

Complete this survey online by visiting: <https://www.publicinput.com/WBPA1>

### Part 3: Bus Service

We are considering different types of transit services and would like to hear from you about what you like best.

**8. How important to you are the following types of services?**

	Very unimportant	Unimportant	Neither important nor unimportant	Important	Very Important
Buses that run all day but come only hourly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses that only run during morning and evening peak periods but come every 15 to 30 minutes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses that start early in the morning before 7AM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses that run late at night until midnight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service to shopping centers, medical facilities, and schools.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service to employment parks, like Research Triangle Park.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service to downtowns, like Durham, Cary, and Raleigh.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9. Which type of service would be more useful to you? (Please choose one)**

- A flexible service (microtransit) that allows riders to request a pick-up near the start of their trip by app or phone and to be dropped off at a local destination or bus stop to get to other destinations in the region.
- Bus service that follows a schedule that travels between stops along a set route.

**Subscribe for project updates and enter \$50 gift card raffle**

Would you like to be notified about project updates and opportunities to provide feedback? Please provide your email address below. If you are selected to win one of five \$50 gift cards, we will also contact you at this email.

Complete this survey online by visiting: <https://www.publicinput.com/WBPA1>

## Voluntary Demographic Questions

The following questions ask about you and your background. This information helps us work toward our goal of inclusive engagement.

Please note that your responses will be used solely for data collection, will remain CONFIDENTIAL, and are OPTIONAL.

### Questions

11. What is your home zip code?

\_\_\_\_\_

12. What bus route(s) do you use?

\_\_\_\_\_

13. Do you have a disability?

- Yes
- No
- Prefer not to answer

14. What is your gender identity?

- Man
- Woman
- Non-binary
- Prefer to self-identify:

\_\_\_\_\_

- Prefer not to answer

15. What is your age?

- Younger than 18
- 18-29
- 30-44
- 45-64
- 65 and older
- Prefer not to answer

16. How well do you speak English?

- Very well
- Well
- Okay
- Very Little
- Not at all
- Prefer not to answer

17. What language do you speak at home?

\_\_\_\_\_

18. Which of the following best describes you? (Choose all that apply)

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or Alaskan Native
- White or Caucasian
- Prefer not to answer
- Other (please specify)

\_\_\_\_\_

19. What is your approximate annual household income?

- Less than \$10,000
- \$10,000 to \$14,999
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 and above
- Prefer not to answer

20. How do you prefer to receive information about Wake Transit Plan efforts?

- Social Media
- Email
- Bus Stop Post
- Website
- News Media
- App
- Other:

\_\_\_\_\_

Please return by May 29, 2022 through one of the following ways:

Return at one of the Wake Bus Plan pop-up events.

Email a scanned copy or picture of each page to: info@pppconsulting.net

Mail to:  
Public Participation Partners  
8502 Six Forks Road, Ste 102  
Raleigh, NC 27615

Thank you for your input!

## SOCIAL MEDIA

April 30, 2022

### Facebook

What changes would improve bus service in the Triangle? We want to hear from you! Provide your input by May 29<sup>th</sup> on transit improvements and investments for the Wake Bus Plan.

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

Take the survey for the chance to win one of five \$50 gift cards!

Want more information? Attend a pop-up event throughout the month of May. Get the details by visiting <https://goforwardnc.org/bus-plans-project/>



**HELP IMPROVE  
TRANSIT IN WAKE  
COUNTY AND THE  
TRIANGLE!**

### Twitter

What changes would improve bus service in the Triangle? We want to hear from you! Learn more and provide your input on the Wake Bus Plan by May 29<sup>th</sup> for a chance to win a \$50 gift card.

Visit [www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

### Instagram

What changes would improve bus service in the Triangle? We want to hear from you! Provide your input by May 29<sup>th</sup> on transit improvements and investments for the Wake Bus Plan.

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

Take the survey for the chance to win one of five \$50 gift cards!

Want more information? Attend a pop-up event throughout the month of May. Get the details by visiting <https://goforwardnc.org/bus-plans-project/>





# HELP IMPROVE TRANSIT IN WAKE COUNTY AND THE TRIANGLE!

**May 6, 2022**


## Facebook/Instagram

Want to learn more about how we're improving bus service throughout Wake County and the Triangle? Stop by our booth at one of these pop-up events tomorrow, Saturday, May 7:

 **Ritmo Latino** from 9am-5pm (316 N Academy St, Cary, NC 27511)

 **Apex PeakFest** from 9am-5pm (Salem Street, Downtown Apex)

 **Wake Forest Meet in the Street** from 10am-4pm (Downtown Wake Forest)

 **Knightdale Latin American Festival** from 1-4pm (Knightdale Station Park, 810 N First Avenue, Knightdale, NC 27545)

You'll have the chance to ask questions, provide your feedback, and enter a raffle for a chance to win a prize!

Can't make it out? Take the online survey by May 29<sup>th</sup> to give your input and enter the raffle: [www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

## Twitter

Want to learn more about how we're improving bus service throughout Wake County and the Triangle? Stop by our booth at the Apex PeakFest, Wake Forest Meet in the Street, and Knightdale Latin American Festival tomorrow, Saturday, May 7. More info:

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

## May 12, 2022

### Facebook/Instagram

Would you rather have reliable, flexible micro transit service (that operates similar to Uber or Lyft) OR traditional bus service that has a set schedule and route path that it travels and provides more regional trips between towns? Take the survey by May 29th to let us know.

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

Want to learn more? Catch us at a pop-up event this week:

🚌 **Thursday, May 12** from 8-10am at the **GoTriangle Regional Transit Center** (901 Slater Rd, Durham, NC 27703)

🚌 **Thursday, May 12** from 4-6pm at **Cary Depot** (211 N Academy St, Cary, NC 27511)

🚌 **Friday, May 13** from 8-10am at **Durham Station** (515 W Pettigrew St, Durham, NC 27701)

🚌 **Friday, May 13** from 4-6pm at **Triangle Town Center at Orvis Park and Ride** (3701 Sumner Blvd, Raleigh, NC 27616)

🚌 **Saturday, May 14** from 2-4pm at **Crabtree Valley Mall Bus Stop** (4325 Glenwood Ave, Raleigh, NC 27612)

🚌 **Saturday, May 14** from 4-8pm at the **Morrisville SpringFest** (Town Hall Drive (near Fire Station No. 1), Morrisville, NC 27560)



### Twitter

Would you rather have reliable, flexible micro transit service (that operates similar to Uber or Lyft) OR traditional bus service that has a set schedule and route path that it travels and provides more regional trips between towns? Take the survey by May 29th to let us know.

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

**May 19, 2022**

Facebook/Instagram/Twitter

Don't use transit all the time? We get it. Let us know what might help you use transit more often.

Take the survey: [www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

Survey participants will have the chance to win one of five \$50 gift cards!



**HELP IMPROVE  
TRANSIT IN WAKE  
COUNTY AND THE  
TRIANGLE!**

**May 23, 2022**

Facebook/Instagram/Twitter

It's not too late! Take the survey by Sunday, May 29<sup>th</sup> to share your thoughts on transit service improvements and investments in Wake County and the Triangle. Survey participants will have the chance to win one of five \$50 gift cards!

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)

**May 29, 2022**

Facebook/Instagram/Twitter

Today's the last day! Share your input on transit service improvements and investments in Wake County and the Triangle. Take the online survey to give feedback on the Wake Bus Plan and enter a raffle for one of five \$50 gift cards:

[www.publicinput.com/WBPA5](http://www.publicinput.com/WBPA5)



## TRANSIT ADVERTISEMENTS

The following digital ads were displayed on GoRaleigh, GoRaleigh Access, GoTriangle, and GoCary buses.



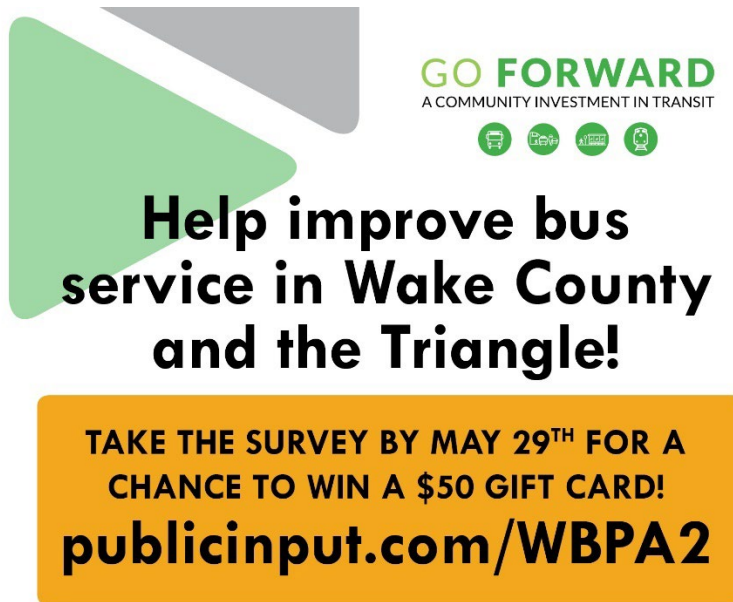
The advertisement features a graphic of three overlapping triangles (one grey, two green) on the left. To the right is the 'GO FORWARD' logo with the tagline 'A COMMUNITY INVESTMENT IN TRANSIT' and four circular icons representing different transit modes. The main text is centered and reads: 'Help improve bus service in Wake County and the Triangle!' followed by a call to action: 'TAKE THE SURVEY BY MAY 29<sup>TH</sup> FOR A CHANCE TO WIN A \$50 GIFT CARD!' and the URL 'publicinput.com/WBPA2'.

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

**Help improve bus service in  
Wake County and the Triangle!**

**TAKE THE SURVEY BY MAY 29<sup>TH</sup> FOR A CHANCE  
TO WIN A \$50 GIFT CARD!**

**[publicinput.com/WBPA2](https://publicinput.com/WBPA2)**



This advertisement is identical in layout and content to the one above, featuring the same graphic of overlapping triangles, the 'GO FORWARD' logo, and the survey call to action.


**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

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## EMAIL CAMPAIGN



### HELP IMPROVE TRANSIT IN WAKE COUNTY AND THE TRIANGLE!

**What changes would improve bus service in the Triangle?**

We want to hear from you! GoRaleigh, GoTriangle, GoCary, and GoWake ACCESS are updating service plans for the next five to eight years. Provide your input April 29th through May 29th on transit service improvements and investments.

**Take the Online Survey**

Take the [online survey](#) any time from April 29<sup>th</sup> through May 29<sup>th</sup> to provide your input. Survey participants will be entered into a raffle for one of five \$50 gift cards!

[Take the Survey](#)

**Share with your community!**

We want to hear from as many people as possible. Please take a moment to share the [survey link](#), [flyer](#), or other materials in our [media kit](#) with your neighbors, members, friends, and other contacts.

[Full Media Kit](#)

**Wake Bus Plan Info:**

GoTriangle is working with regional partners to update the Wake Bus Plan. This phase of the project is working to understand priorities for specific transit service improvements. The feedback collected during this phase will guide recommendations for transit investments.

[Learn More about the Wake Bus Plan](#)

Contact Info:  
[publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)  
(512) 580-8850 | Project Code: 3743

### Attend a Pop-up Event

The project team will be conducting pop-up events throughout Wake County and the Triangle. These events will provide transit riders and residents with an opportunity to hear about the project and provide quick input. Stop on by to enter a raffle for a chance to win a prize.

- **Thursday, May 12** from 8-10am at the **GoTriangle Regional Transit Center** (901 Slater Rd, Durham, NC 27703)
- **Thursday, May 12** from 4-6pm at **Cary Depot** (211 N Academy St, Cary, NC 27511)
- **Friday, May 13** from 8-10am at **Durham Station** (515 W Pettigrew St, Durham, NC 27701)
- **Friday, May 13** from 4-6pm at **Triangle Town Center at Orvis Park and Ride** (3701 Sumner Blvd, Raleigh, NC 27616)
- **Saturday, May 14** from 2-4pm at **Crabtree Valley Mall Bus Stop** (4325 Glenwood Ave, Raleigh, NC 27612)
- **Saturday, May 14** from 4-8pm at the **Morrisville SpringFest** (Town Hall Drive (near Fire Station No. 1), Morrisville, NC 27560)

[Pop-Up Event Flyer](#)

## DIGITAL FLYER

Flyers were distributed digitally through email campaigns and paper copies were passed out to residents during pop-up events. The flyers were available in English on one side and Spanish on the other side.



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## ATTEND A POP-UP EVENT

DATE	TIME	EVENT/LOCATION NAME	LOCATION
Thursday, May 5	4 – 6pm	GoRaleigh Station	214 S Blount St, Raleigh, NC 27601
Friday, May 6	8 – 10am	UNC Hospital Health Sciences Library	101 Manning Dr, Chapel Hill, NC 27514
Friday, May 6	4 – 6pm	Plaza West Shopping Center	5563 Western Blvd, Raleigh, NC 27606
Saturday, May 7	9am – 5pm	Apex PeakFest	Salem St, Apex, NC
Saturday, May 7	10am – 4pm	Wake Forest Meet in the Street	Downtown Wake Forest
Saturday, May 7	1 – 4pm	Knightdale Latin American Festival	Knightdale Station Park, 810 N First Ave, Knightdale, NC 27545
Thursday, May 12	8 – 10am	GoTriangle Regional Transit Center	901 Slater Rd, Durham, NC 27703
Thursday, May 12	4 – 6pm	Cary Depot	211 N Academy St, Cary, NC 27511
Friday, May 13	8 – 10am	Durham Station	515 W Pettigrew St, Durham, NC 27701
Friday, May 13	4 – 6pm	Triangle Town Center at Orvis Park and Ride	3701 Sumner Blvd, Raleigh, NC 27616
Saturday, May 14	2 – 4pm	Crabtree Valley Mall Bus Stop	4325 Glenwood Ave, Raleigh, NC 27612
Saturday, May 14	4 – 8pm	Morrisville SpringFest	Town Hall Drive (near Fire Station No. 1), Morrisville, NC 27560

### CONTACT INFO:

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## ¡AYÚDENOS A MEJORAR EL SERVICIO DE AUTOBÚS EN EL CONDADO WAKE Y EN EL TRIÁNGULO!



¿Cómo se traslada por el Triángulo? ¿Qué cambios mejorarían los sistemas de autobuses del Triángulo? GoRaleigh, GoTriangle, GoCary y GoWake ACCESS están actualizando los planes de servicio para los próximos cinco a ocho años. ¡Necesitamos sus comentarios!

**RESPONDA LA ENCUESTA ANTES DEL 29 DE MAYO: PARA TENER LA OPORTUNIDAD DE GANAR UNA DE CINCO TARJETAS DE REGALO POR \$50!**  
[www.publicinput.com/WBPA1](http://www.publicinput.com/WBPA1)

### ASISTA A UNO DE LOS SIGUIENTES EVENTOS

FECHA	HORARIO	NOMBRE DEL EVENTO/SEDE	UBICACIÓN
Jueves, 5 de mayo	4 – 6pm	Estación de GoRaleigh	214 S Blount St, Raleigh, NC 27601
Jueves, 5 de mayo	5 – 9pm	Mercado de Wendell	Campan Row, Wendell, NC 27591
Viernes, 6 de mayo	8 – 10am	Biblioteca de Ciencias de la Salud de UNC Hospital	101 Manning Dr, Chapel Hill, NC 27514
Viernes, 6 de mayo	4 – 6pm	Centro Comercial Plaza West	5563 Western Blvd, Raleigh, NC 27606
Sábado, 7 de mayo	9am – 5pm	Festival PadiFast en Apex	Salam St, Apex, NC
Sábado, 7 de mayo	9am – 5pm	Festival de Ritmo Latino	316 N Academy St, Cary, NC 27511
Sábado, 7 de mayo	10am – 4pm	Meet in the Street en Wake Forest	Downtown Wake Forest
Sábado, 7 de mayo	1 – 4pm	Festival Latinoamericano de Knightdale	Knightdale Station Park, 810 N First Ave, Knightdale, NC 27545
Jueves, 12 de mayo	8 – 10am	Centro Regional de Transporte de GoTriangle	901 Slaters Rd, Durham, NC 27703
Jueves, 12 de mayo	4 – 6pm	Estación Cary Depot	211 N Academy St, Cary, NC 27511
Viernes, 13 de mayo	8 – 10am	Estación de Durham	515 W Pettigrew St, Durham, NC 27701
Viernes, 13 de mayo	4 – 6pm	Triangle Town Center en Orvis Park and Ride	3701 Summit Blvd, Raleigh, NC 27616
Sábado, 14 de mayo	2 – 4pm	Parada de autobús de Crabtree Valley Mall	4325 Glenwood Ave, Raleigh, NC 27612
Sábado, 14 de mayo	4 – 8pm	SpringFast de Morrisville	Town Hall Drive (near Fire Station No. 1), Morrisville, NC 27560

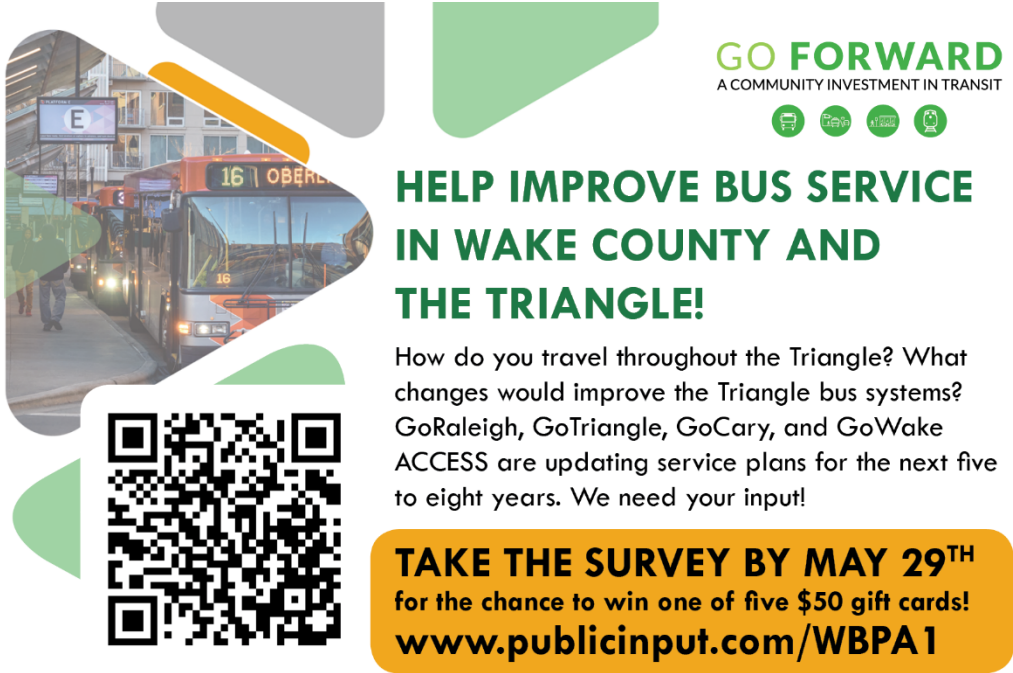
**CONTACTO:**  
publicengagement@gotriangle.org  
(512) 580-8850 | Código del Proyecto: 3743

**GO PA'LANTE**  
UNA INVERSIÓN COMUNITARIA EN TRANSPORTE



## POP-UP FLYER

A pop-up flyer was developed to be passed out quickly to residents during pop-up events. These flyers contained a QR code to the survey and were printed in English on one side and Spanish on the other.



The flyer features a photograph of a bus with route 16 and destination OBERLIN. To the right of the photo is a QR code. The text is in green and black, with a yellow call-to-action box at the bottom.

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UNA INVERSIÓN COMUNITARIA EN TRÁNSITO

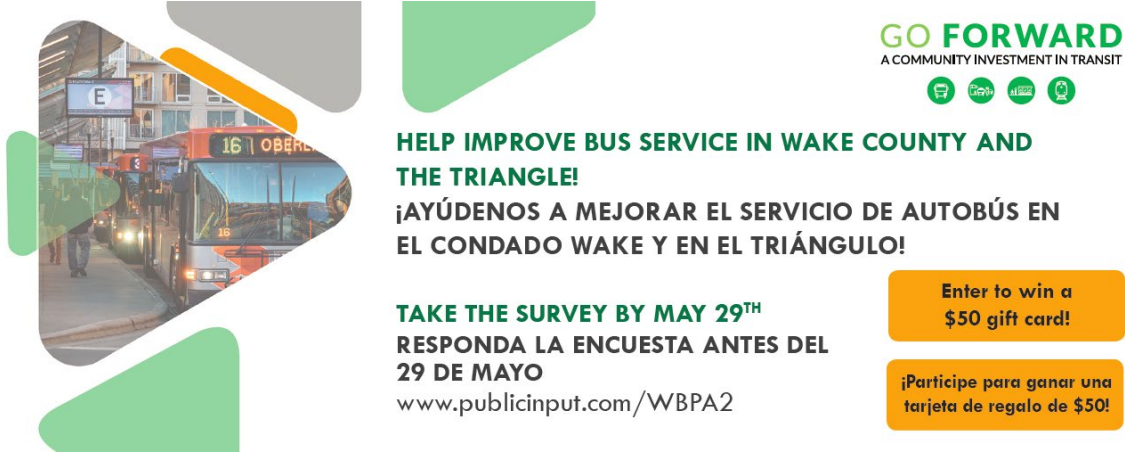
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## DIGITAL BANNER

A digital banner was developed for community partners and partner agencies to display on their websites.



The digital banner features a central photograph of a bus at a stop with a person waiting. The bus has '16 | OBERLIN' on its destination sign. The banner is framed by green and grey geometric shapes. In the top right corner, the 'GO FORWARD' logo is displayed with the tagline 'A COMMUNITY INVESTMENT IN TRANSIT' and four circular icons representing different transit modes. Below the logo, the text reads: 'HELP IMPROVE BUS SERVICE IN WAKE COUNTY AND THE TRIANGLE!' followed by the Spanish translation: '¡AYÚDENOS A MEJORAR EL SERVICIO DE AUTOBÚS EN EL CONDADO WAKE Y EN EL TRIÁNGULO!'. A call to action states: 'TAKE THE SURVEY BY MAY 29<sup>TH</sup>' and 'RESPONDA LA ENCUESTA ANTES DEL 29 DE MAYO', with the URL 'www.publicinput.com/WBPA2'. Two orange buttons are positioned on the right: the top one says 'Enter to win a \$50 gift card!' and the bottom one says '¡Participe para ganar una tarjeta de regalo de \$50!'.

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