

# **Appendix B**

# **Engagement Files**

# WAKE TRANSIT VISION PLAN UPDATE

## PUBLIC ENGAGEMENT PLAN

This Public Engagement Plan (PEP) will guide outreach activities for the Wake Transit Vision Plan Update. The PEP is consistent with Capital Area Metropolitan Planning Organization (CAMPO)'s Public Participation Plan (PPP) and the Wake Transit Community Engagement (CE) Policy.

### Introduction

#### Project Understanding

In November 2016, Wake County voters approved a half-cent, transit-dedicated sales tax to invest in the public transportation network in Wake County. The Wake Transit Plan is a financially constrained plan that prioritizes public investments for the next ten years. The Wake Transit Plan is updated every four years and adopted by the CAMPO, GoTriangle, and Wake County governing boards.

#### Project Purpose

The Wake Transit Vision Plan Update will reassess the transit investment priorities associated with the four “Big Moves” established in the 2016 Wake Transit Plan. Public engagement will confirm these priorities and specifically evaluate community preferences associated with specific investments within each Big Moves.

The PEP is designed to solicit feedback on priorities and preferences and share draft recommendations that align with community desires. The PEP started with an engagement diagnostic, including information outlined in the Community Engagement (CE) Policy. The CE Policy establishes the engagement requirements for the planning, programming, and development of Wake Transit Plan related documents. It outlines a thoughtful set of guiding principles to assist in the development of community engagement strategies. The Wake Transit Vision Plan will be built on a foundation of strong, meaningful public engagement.

#### Project Timeline

It is anticipated that the Wake Transit Vision Plan Update will take approximately eighteen months to complete (see Public Engagement Phases and timeline on page 5).

## Engagement Principles

Engagement principles reflect the broader strategy that will guide the engagement strategy and tactics. These principals – accountability, inclusivity and transparency – will ensure that the Wake Transit Plan will facilitate a planning process that is equitable, relies on a multifaceted approach and is designed to reach broad representation from community members who live, work, and travel in Wake County.

### Accountability

- Coordinate with the Transit Planning Advisory Committee (TPAC) members to ensure they support the engagement approach, strategy, and tactics.
- Evaluate engagement steps after each phase to adjust and respond to lessons learned during the planning process.
- Report outreach results back to the public following each round of outreach, including the performance assessment results.

### Inclusivity

- Implement tactics – including both where and when engagement activities are held, and the types of information shared – to ensure we reach a broad group of Wake County residents.
- Create a variety of options and platforms for the community to engage with.

### Transparency

- Distribute information in a timely manner that outlines the purpose, intent, and relevance of engagement effort.
- Define the community's role in the decision-making process and clearly communicate how community feedback was incorporated into draft and final outcomes.
- Keep all staff and stakeholder groups, as well as the general public, informed of past, current, and future engagement efforts and results.

## Public Engagement Phases

The Wake Transit Vision Plan is designed around three distinct phases; engagement will mirror these phases and have corresponding goals and objectives. As a result, specific tactics and strategies are specific to each phase and designed to accomplish these goals.

### **Phase 1: State of the Plan**

***January – June 2024***

The “State of the Wake Transit Plan” will provide a “report card” or status update on the Wake Transit Plan. There are two clear engagement goals with this step:

1. Educate stakeholders and the public on the status of the plan, including successes, challenges, and new opportunities.
2. Collect feedback on satisfaction with progress towards the original Wake County Transit Plans’ four “Big Moves,” and ask for priorities for future investments.

### **Phase 2: Transit Investment Scenarios**

***July – December 2024***

Phase 2 will share different investment scenarios for future Wake Transit Plan investments. This Phase will also include education of participants on underlying trade-offs and the constraints of the Wake Transit Plan and ask for preferences and priorities on the proposed options.

### **Phase 3: Draft Recommended Investment Strategy**

***January – May 2025***

Engagement efforts in Phase 3 will focus on sharing draft recommendations and collecting feedback on these recommendations. Participants will also be asked to confirm that the recommended strategies reflect the priorities established in earlier engagement activities.

### ***Optional***

### **Phase 4: Recommended Investment Strategy**

***June 2025***

This Phase is for sharing the final plan for public feedback. This phase may be conducted by CAMPO staff after the scoped timeline as well.

## People and Parties

The outreach process is meant to facilitate the continuous coordination between the project management team—made up of CAMPO staff and the consultant team—and the stakeholders and community groups as outlined below.

### Core Technical Team

The Core Technical Team (CTT) includes CAMPO staff members and stakeholders, such as transit providers and municipalities in Wake County. The CTT will meet regularly and provide feedback and insights at key decision-making milestones throughout the project. Tentative dates and topics for CTT meetings are shown in Table 1.

**Table 1: Tentative CTT Meeting Schedule and Topics**

Phase	Meeting Date	Meeting Topic
Phase 1	January 2024	Discuss project scope and schedule, review draft Public Engagement Plan, and provide input on plan elements.
	March 2024	Review the inventory of investments, outcomes, and spending based on the recommendations of the prior Wake Transit Plan. Review Phase 1 engagement strategy, tactics, and materials.
	May 2024	Review preliminary engagement results and discuss strategies to amplify Phase 1 engagement reach (depending on Measures of Success).
Phase 2	September 2024	Review and confirm the draft transit investment scenarios and concepts.
	November 2024	Review preliminary engagement results and discuss strategies to amplify Phase 2 engagement reach (depending on Measures of Success).
	January 2025	Review Phase 2 engagement summary and discuss crafting draft recommended investment strategy.
Phase 3	March 2025	Finalize investment scenarios and discuss how to communicate investments scenarios with different audiences.
	May 2025	Review preliminary engagement results and discuss strategies to amplify Phase 3 engagement reach (depending on Measures of Success).

## Stakeholder Advisory Committee

The Stakeholder Advisory Committee (SAC) will include a broader group of community and organizational stakeholders. The SAC will meet quarterly or approximately six times throughout the development of the Wake Transit Vision Plan Update (see Table 2 for tentative dates and topics).

**Table 2: Tentative SAC Meeting Schedule and Topics**

Phase	Meeting Date	Meeting Topic
Phase 1	March 2024	Discuss project scope and schedule, review and provide input on Phase 1 strategies and materials for in-person and online engagement.
	June 2024	Review Phase 1 engagement summary and discuss opportunities to enhance engagement for Phase 2.
Phase 2	September 2024	Review the draft transit investment scenarios and discuss how to show investment scenarios to the public.

Phase	Meeting Date	Meeting Topic
	December 2024	Review Phase 2 engagement summary and discuss opportunities to enhance engagement for Phase 3.
Phase 3	February 2025	Review the draft recommended investment strategy and discuss how to communicate the strategy to the public.
	May 2025	Review Phase 3 engagement summary and discuss how to incorporate input into the final document.

The representatives from the following entities will be included in the SAC:

- Apex
- CAMPO
- Central Pines Regional Council
- Downtown Raleigh Alliance (DRA)
- Federal Highway Administration
- Fuquay-Varina
- Garner
- GoRaleigh
- GoTriangle
- GoWake Access Transportation
- Holly Springs
- Institute for Transportation Research and Education (ITRE)
- Knightdale
- Morrisville
- NCDOT Division 5
- NCDOT Rail
- NCDOT Transportation Planning Division (TPD)
- NC State University
- Oaks and Spokes
- Raleigh
- Regional Transportation Alliance (RTA)
- Rolesville
- Shaw University
- Wake County
- Wake Forest
- Wake Technical Community College
- WakeUp Wake County

- Wendell
- Zebulon

## Outreach Tactics and Methods

A successful engagement strategy includes a variety of events that effectively share and collect information and reach a broad and targeted sample of the community. The PEP is a living, dynamic document that will be reassessed throughout the engagement process and adjusted, as necessary. There are many available strategies to ensure successful, impactful engagement both in-person and virtually. The PEP is structured to propose the following outreach events.

### Public Workshops

For each phase of engagement, there will be one public meeting with consultant staff from Kimley-Horn and P3. At least one member of the consultant team will be able to speak Spanish.

Meetings will be interactive, using a combination of informational stations and activities that ask people clear, simple questions and encourage them to speak freely.

Prior to the public workshop, Kimley-Horn will prepare an engagement abstract outlining the intended purpose and details of the public workshop including staff, stations, questions, and materials needed to facilitate the workshop. The consultant team will prepare advertising materials and content for the public workshops. CAMPO staff will be responsible for sending the advertising material to the public and for securing the date, time, and location of the public workshop. The public workshops will be summarized in a brief memorandum format to be included in the appendix of the plan.

### Pop-Up Events

Pop-up events will be strategically held at transit centers, key activity centers, and community events across Wake County. These events are meant to meet community members where they already are, including, but not limited to:

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

There will be six pop-up events per phase of engagement. It is anticipated that there will be a total of eighteen pop-up events.

Kimley-Horn, P3, and the Stakeholder Advisory Committee will work to identify the dates, times, and locations of the pop-up events at the onset of each engagement

phase. Kimley-Horn will prepare and produce the pop-up event materials in both English and Spanish (in-person translation will be provided on an as-needed basis). The materials will contain information relevant to each stage of the project as well as any known future opportunities for engagement in the form of flyers, brochures, postcards, etc. P3 will be responsible for facilitating, gathering input, and summarizing the pop-up events. The pop-up events will be summarized in a brief memo format to be included in the appendix of the plan.

Additional pop-up events could be facilitated by trained CAMPO, Wake County, or GoTriangle staff after attending the “train the trainer” event (see below).

### **“Train the Trainer”**

The “train the trainer” activities will be used to leverage resources available from Wake County Transit Plan partners. These events will be used to train CAMPO, Wake County, and GoTriangle staff to effectively explain technical materials, communicate goals and objectives of each phase of the project, respectively, successfully facilitate surveys, gather input from the community, and discuss potential outcomes with community stakeholders and members of the public at pop-up events, public workshops, and presentations/meetings with elected officials, chambers, etc. For each phase of engagement, there will be one “train the trainer” event.

### **Presentations and Discussions**

One of the best ways to promote and encourage participation in the Wake Transit Plan will be to share information directly with key stakeholders, including Wake Transit Plan agency boards, elected officials, and other community organizations (chamber of commerce, non-profits, transit advocacy groups, etc.). Working with these groups – and bringing simple, clear information with actionable steps, like promoting a survey, encouraging attendance at a meeting, etc. – is critical to expanding the reach and impact of the Wake Transit Plan.

Making these presentations will be a shared effort with the consultant team supporting presentations by helping develop materials and “training the trainer” activities to ensure a consistent message. CAMPO staff and other Transit Plan leaders, such as TPAC members will help share presentations and materials with their stakeholders.

### **Focus Groups/Small Group Meetings**

Focus groups or stakeholder interviews provide an opportunity for targeted feedback from community members. We propose to hold one round of focus groups during Phase 2 when there is the greatest amount of technical content for discussion and Phase 3 to follow up with the same audiences and share how their feedback was incorporated into the recommendations.

One “round” of focus groups includes three small group meetings (held in person, or potentially virtually). P3 will work with CAMPO staff to identify focus group members and Nelson\Nygaard will facilitate the technical content of the groups.

We will target different groups in the focus groups will groups oriented around target populations, such as:

- Transit riders in urbanized areas
- Transit riders outside of the urbanized areas
- Transit riders with disabilities
- Older Adult Populations
- Spanish-Speaking Community

A list of draft questions for the focus groups will be reviewed and confirmed by the Project Management Team (PMT). P3 will email meeting invitations to focus group members and provide any necessary materials prior to the meeting. P3 will be responsible for facilitating, gathering input resulting from group discussion, and summarizing the focus groups' conversations and key outcomes. The focus group summary will consist of a brief memo format to be included in the appendix of the plan.

## Online Campaign

The online campaign will complement the in-person engagement efforts. As a standing, dedicated website, stakeholders, and community groups can find information on the status of the project, past and next steps of the engagement, and resources pertaining to the Wake Transit Vision Plan Update. For every phase of engagement, a summary will be created for the online campaign. The summary will be included in the appendix of the plan.

## Project Website

The project website—hosted on PublicInput.com—is intended to be the engagement hub for the duration of the project. It will include project information, a project schedule, public-facing documents, and engagement and outreach activities and updates. On the project website, participants will be able to sign-up for project updates to receive information about major milestones or engagement opportunities.

The website will be available in both English and Spanish. Kimley-Horn will create content to post on the website for three major website updates to coincide with the three phases of engagement. Kimley-Horn and P3 will work with CAMPO staff to develop and maintain the project website, making updates as needed to coincide with outreach Phases 1-3. Kimley-Horn will also prepare engagement advertisements for the project website. All print materials used for other types of engagement will include the project website or a QR code directing people towards the site.

## Online Survey

Three online public surveys will be created (one for each phase of engagement). Kimley-Horn will create an abstract that describes the purpose and intent of the survey, including recommended platform, initial survey content, and development timeframe. Kimley-Horn will also provide the survey in a print format to be distributed by CAMPO,

Wake County, and GoTriangle staff. P3 can also help distribute surveys as requested. The surveys and all associated materials will be provided in both English and Spanish.

Kimley-Horn will be responsible for creating print and web advertisements for each survey. CAMPO will be responsible for printing, posting, circulating, and distributing the advertisements.

### **Social Media**

Social media posts and email content will be shared throughout the engagement phase at key points identified in the PEP to share relevant materials, surveys, and information regarding opportunities for engagement. The Kimley-Horn and Nelson Nygaard will develop materials to include graphic design support including infographics, email banners, and e-posters and flyers to support outreach and engagement activities. The materials will be formatted for ease of sharing on social media platforms and the project website. Social media advertisements will be provided in both English and Spanish.

## Phase I: State of the Plan

The goal of Phase 1 will be educating stakeholders and the public on the status of the Wake County Transit Plan including successes, challenges, and opportunities and ask for priorities and preferences for future investments. Findings will be used to prioritize goals and inform development of investments scenarios (which will be shared in Phase 2).

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Kickoff Meeting	December 2023	PMT	Introduce the PMT to the overarching plan goals and process	Send meeting invitation, prepare materials, summarize feedback	Identify PMT members
Branding	January 2024	General Public	Create project branding guidelines to establish project brand and feel	Create branding materials	Approve and finalize branding concepts
Project Website	January 2024	General Public	Launch the public website as the project's engagement hub	Create content, upload to project website	Maintain site as needed
SAC	March 2024	SAC	Review the draft PEP	Send meeting invitation, prepare materials, summarize, and incorporate feedback	Identify SAC members, secure meeting location
Train the Trainer	March 2024	Trainers	Train trainers to understand content, objectives, and facilitation of public survey content	Send meeting invitation, prepare materials	Secure meeting location
Social Media	March 2024	General Public	Advertise the first public workshop and survey on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	April 2024	General Public	Hold one public workshop to collect input on goals and priorities	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting Help staff events
Presentations	April 2024	Stakeholders	Make presentations at city council meetings, community boards, and other scheduled activities	Create slide deck and train the trainer session	Schedule and attend meetings; make presentations
Public Survey	April 2024	General Public	Target online feedback to collect input on goals and priorities	Draft and create survey content, prepare advertisement materials, and summarize feedback	Promote survey

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Pop-Ups (6)	May 2024	General Public	Target in-person feedback on goals and priorities	Create content, translate materials into Spanish Staff and support pop-ups	Promote and advertise on networks and listservs Staff and support pop-ups
SAC	June 2024	SAC	Review engagement summary	Send meeting invitation, prepare materials Facilitate meeting	Secure meeting location
TPAC	June 2024	TPAC	Project update	Prepare presentation materials	Secure spot on TPAC agenda

**Notes:**

*PMT meetings occur bi-weekly and are not shown on the schedule*

*Not all CTT meetings are shown as some CTT meetings will not be related directly to engagement*

## Phase 2: Transit Investment Scenarios

Engagement associated with Phase 2 will be to share draft investment scenarios that show different ways of investing Wake Transit Plan funds. Information collected during this phase will inform development of draft recommendations.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	September 2024	General Public	Update the project website with Phase 2 information	Create content, upload to project website	Maintain site as needed
SAC	September 2024	SAC	Discuss how to show draft transit investment scenarios and concepts to the public	Send meeting invitation, prepare materials, summarize, and incorporate feedback	Identify SAC members, secure meeting location
Train the Trainer	October 2024	Trainers	Train trainers to understand content, objectives, and facilitation of public survey content	Send meeting invitation, prepare materials	Secure meeting location
Social Media	October 2024	General Public	Advertise the second public workshop and survey on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	October 2024	General Public	Hold one public workshop to collect input on draft transit investment scenarios and concepts	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting Help staff events
Public Survey	October 2024	General Public	Target online feedback to collect input on draft transit investment scenarios and concepts	Draft and create survey content, prepare advertisement materials, and summarize feedback	Promote survey
Pop-Ups (6)	November 2024	General Public	Target in-person feedback on draft transit investment scenarios and concepts	Create content, translate materials into Spanish Staff events	Promote and advertise on networks and listservs Staff events
Focus Group (3)	November 2024	Focus Group	Interview focus groups on draft transit investment scenarios and concepts	Create content and facilitate group discussions	Identify focus group members and participants

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
SAC	December 2024	SAC	Review engagement summary	Send meeting invitation, prepare materials	Secure meeting location

**Notes:**

*PMT meetings occur bi-weekly and are not shown on the schedule*

*Not all CTT meetings are shown as some CTT meetings will not be related directly to engagement*

### Phase 3: Draft Recommended Investment Strategy

Phase 3 will share draft recommendations for the Wake Transit Plan. Findings and feedback collected during this phase will be used to refine and finalize recommendations.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	February 2025	General Public	Update the project website with Phase 3 information	Create content, upload to project website	Maintain site as needed
SAC	February 2025	SAC	Discuss how to engage the public in the final phase of engagement	Send meeting invitation, prepare materials, summarize, and incorporate feedback	Identify SAC members, secure meeting location
Social Media	March 2025	General Public	Advertise the third public workshop on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	March 2025	General Public	Hold public workshop to collect input on draft Vision Plan Update document	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting Help staff events
Pop-Ups (6)	April 2025	General Public	Target in-person feedback on draft Vision Plan Update document	Create content, translate materials into Spanish Staff events	Promote and advertise on networks and listservs Help staff events
Focus Group (3)	April 2025	Focus Group	Interview focus groups on draft Vision Plan Update document	Create content and facilitate group discussions	Identify focus group members and participants
SAC	May 2025	SAC	Review engagement summary	Send meeting invitation, prepare materials. Facilitate meetings	Secure meeting location

**Notes:**

*PMT meetings occur bi-weekly and are not shown on the schedule*

*Not all CTT meetings are shown as some CTT meetings will not be related directly to engagement*

## Measures of Success

The success of the overall engagement strategy and individual phases will be measured using the following metrics.

### Quality

- Intentional timing of engagement with project milestones to ensure feedback aligns with critical decision-making points.
- Evaluate feedback for its value added to the planning process and planning outcomes.
- Provide opportunities for input to be open-ended and transit-adjacent to understand the holistic transportation network context.

### Quantity

- Total number of active participants reached through events and social media.
- Total number of active participants by demographic subsets reached through events and social media.
- Total number of project email updates sent at the beginning and end of each public engagement phase.
- Total number of events held in each geographic location.

### Inclusivity

- Ensure engagement materials are available in the following ways:
  - Across mediums (i.e., online, in-person, and passively).
  - Across geographies (i.e., urban, and rural areas of the study area).
  - Available with cognizance of user (i.e., commuter, visitors, residence, renters, recreational users, etc.)
  - Accessible for diverse audiences regardless of sex, race or ethnicity, educational level, disability, or language.
- Adjust engagement activities as necessary to provide meaningful ways to engage if previous methods fall short.



Phase 1 | Engagement Summary

# Wake Transit Plan

August 2024

**N** NELSON  
NYGAARD

**W** WAKE  
TRANSIT PLAN  
UPDATE

# Table of Contents

	<b>Page</b>
<b>1 Overview .....</b>	<b>1-1</b>
<b>2 Survey: Key Takeaways .....</b>	<b>2-3</b>
<b>3 Open House.....</b>	<b>3-7</b>
<b>4 Pop-Up Events .....</b>	<b>4-8</b>
<b>5 Stakeholder Advisory Committee.....</b>	<b>5-12</b>

# 1 OVERVIEW

## Summary

In 2024, Wake Transit Plan (WTP) stakeholders initiated an update to revisit the strategic direction and investment priorities established in the 2016 Wake Transit Plan. This plan—the WTP Update—was designed to include significant public and stakeholder engagement throughout the process.

The first phase of the engagement, which was held during Spring and Summer 2024 was specifically focused on educating stakeholders and the public about the status of the plan and asking for feedback on current investment priorities. While the Phase 1 engagement strategy included several activities, it was centered around a transit priorities survey that asked participants to spend a limited budget across a list of 12 different transit investments. In addition to order of magnitude cost information, participants were also shown information about each investment's potential impact, such as how long it would take to build the project, how it would impact transit ridership and, how the strategy would improve rider safety and comfort, as well as service speed and reliability. A copy of the priorities survey is included in Appendix A.

The survey also included a series of demographic and socioeconomic questions used by Wake Transit Plan Community Engagement team on previous efforts, to better ensure consistency and ability to measure trends in engagement over time. The demographic questions helped the team track responses across key resident groups as well as geographically. The demographic and socioeconomic data analysis was also helpful in identifying differing priorities between some of the key groups. For the purpose of this summary, results will be framed in the context of overall survey responses and responses of regular transit riders. A copy of the demographic questions is included in Appendix B.

The survey was available online between May 6, 2024, and July 23, 2024. People who participated in community engagement activities, including the Stakeholder Advisory Committee, participated in a group transit investment budgeting activity similar to the exercise included in the survey.

## The Process

First, a Public Engagement Plan (PEP) was created which documented the project understanding, project purpose, and anticipated timeline for all phases of engagement throughout the Wake Transit Plan Update (between 18-24 months, total). The draft PEP was reviewed by the CE Subcommittee on February 2, 2024 and finalized on April 16, 2024.

For Phase 1, three documents were prepared to further outline the strategy for engagement:

- **Level 1 – Equity Analysis** | The Community Engagement (CE) Equity Analysis was used to determine where targeted outreach efforts were required to reach specified population groups within the geographic boundary of Wake County. In the form, each population group, specific locations, and materials and intended outreach methods used were outlined. Using Capital Area Metropolitan Planning Organization’s (CAMPO’s) Community of Concerns (CoC) map, vulnerable populations throughout Wake County were identified. The CoC map utilized American Community Survey (ACS) 5-Year Estimates (2017 – 2021).
- **Level 2 – GoTriangle Support Request Form** | the purpose of the GoTriangle Support Request Form was to identify general support services from GoTriangle to supplement engagement activities. The general support services included posting on GoForwardNC/Wake social media and websites, One Wake Transit social media, calendar, and blog.
- **Level 2 – Strategy for Engagement Phases document** | the purpose of the Engagement Phase document is to outline the purpose, key audiences, schedule, geographic boundary, and support requested from TPAC partners. At a high-level, this document outlines the anticipated dates of each aspect of engagement including deliverables and support descriptions requested.

The three documents were submitted to CAMPO staff for review and approval on March 15, 2024.



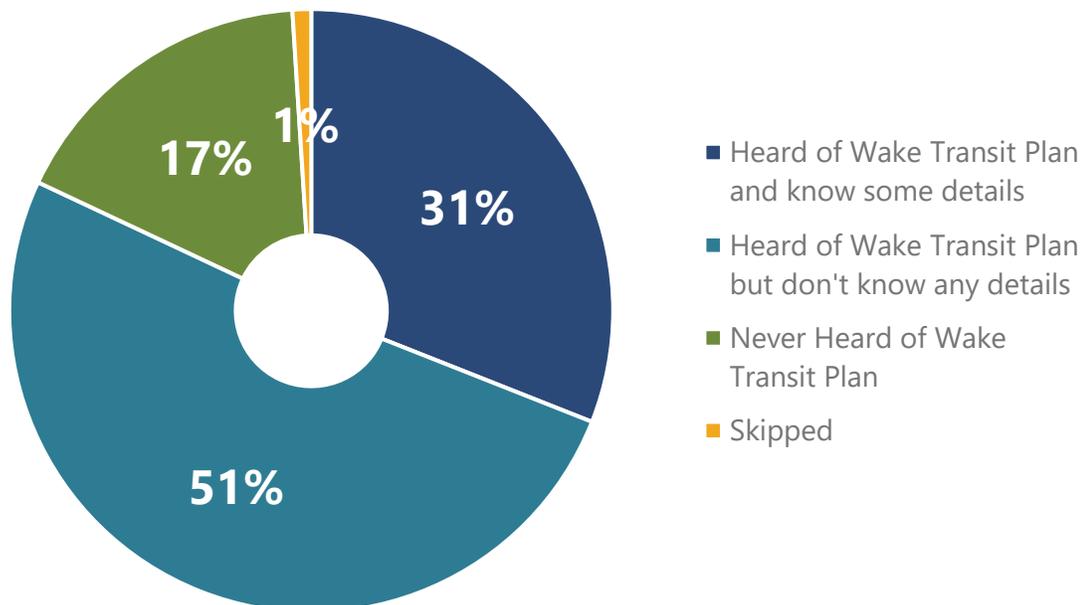
## 2 SURVEY: KEY TAKEAWAYS

### Summary of Findings: Survey

The summary of findings below, outlines the major data points collected by the close date of the survey.

- Approximately 1,900 completed surveys
  - 1,302 completed both demographic and transit priorities sections
  - 1,578 completed priorities section, only
- 51% of the people who took the survey reported they had heard of the Wake Transit Plan but didn't know any details.
- 17% had never heard of the Wake Transit Plan.
- Among the people who completed the survey, 28% are regular or sometimes-users of transit services.

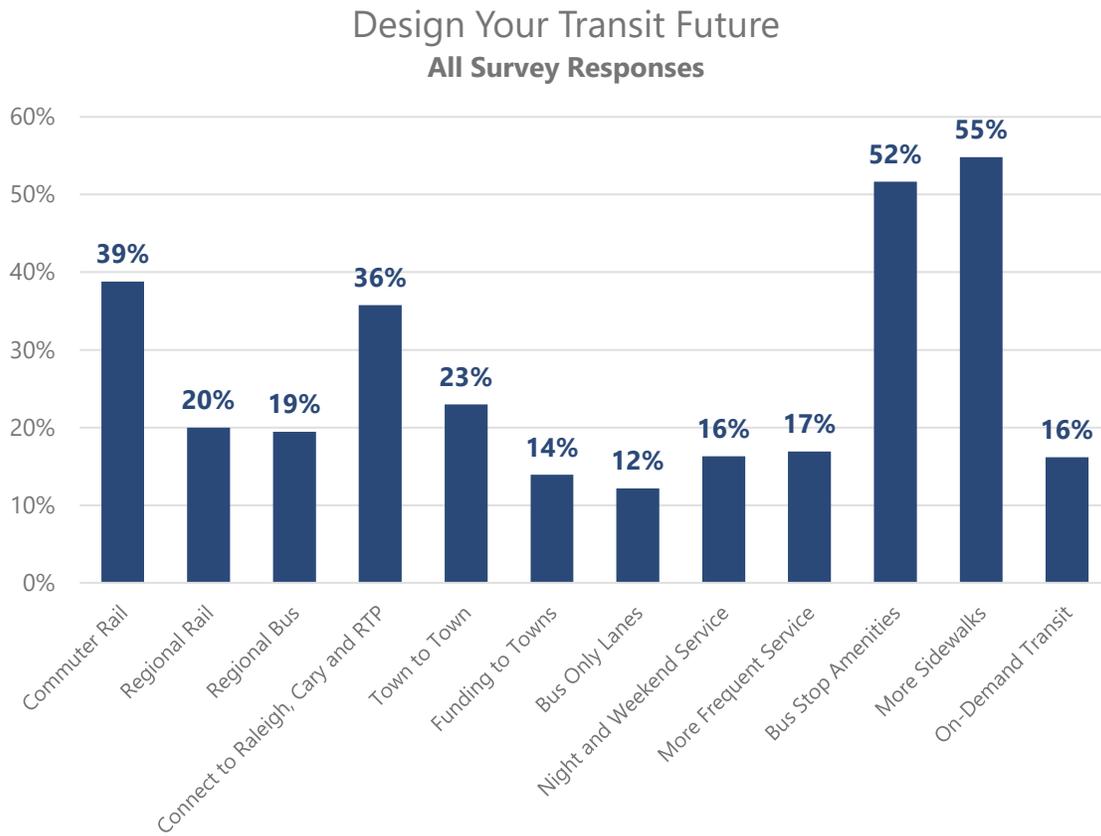
What do you know about the Wake Transit Program?



## Summary of Findings: All Responses

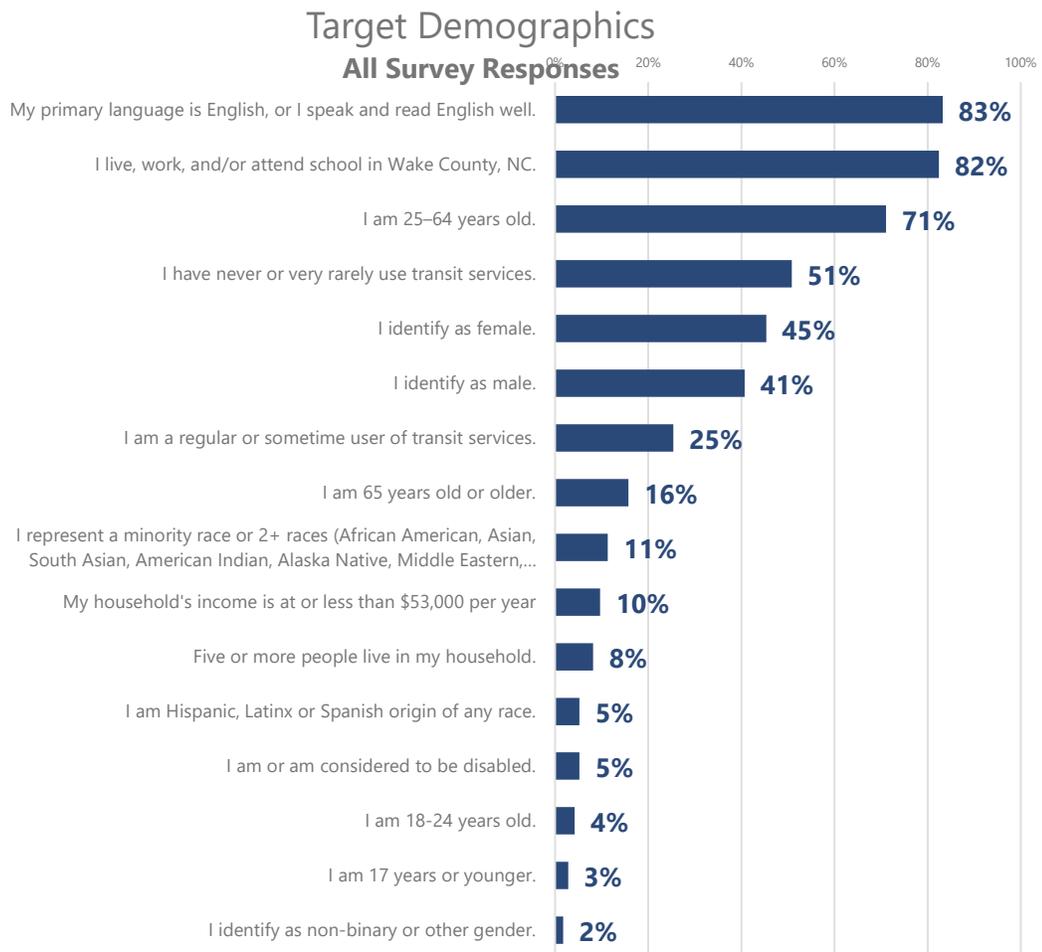
When reviewing the overall sample, regional connections are important to survey respondents. Nearly everyone selected at least one regional connection: commuter rail, connections to Raleigh Cary and RTP and regional rail or bus. The following bullets highlight the summary of all responses received on the survey. The graph below shows how participants allocated \$10 to create their transit future.

- The highest priority investments included:
  - Crosswalks and sidewalks (55%)
  - Bus stop amenities (52%)
  - Connections to regional centers (Raleigh, Cary, and RTP) (36%)
  - Commuter Rail (39%)
- The lowest priority investments included:
  - Bus only lanes (12%)
  - Funding to towns (14%)
  - On-Demand transit (16%)



## Key Demographic Statistics:

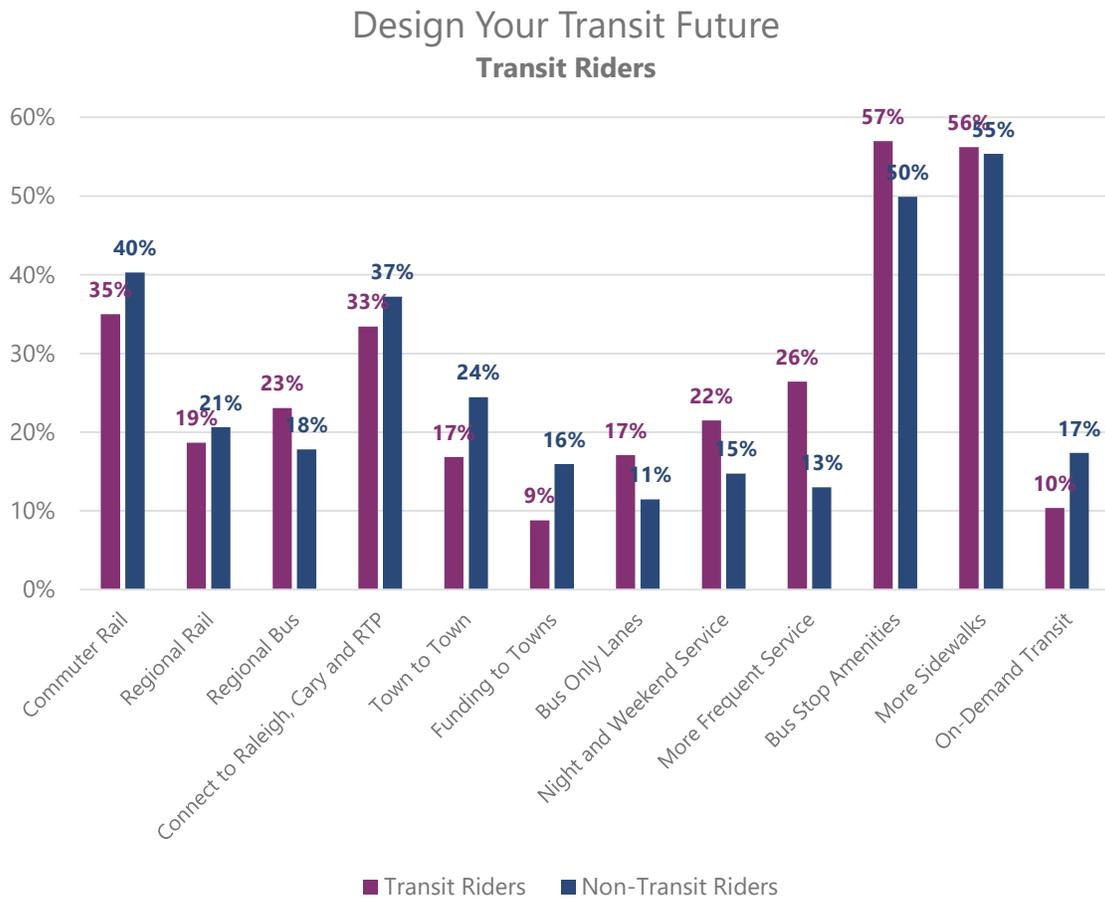
- **25%** are regular or sometimes users of transit services
  - 51% have never or rarely use transit services
- **10%** have incomes at or less than \$53,000 per year
  - 7% live in households with 5 or more people
- **16%** are Hispanic or represent a minority race
- **4%** are aged 18 – 24 years and **16%** are aged 60+ years
- **5%** identified as a person with a disability



## Summary of Findings: Transit Riders

To better understand the needs of transit riders, data was disaggregated to parse out responses from transit riders. Overall, out of the 1,302 total survey responses, 386 respondents reported using transit, and they notably different priorities compared to the overall sample.

- Transit reliant populations—defined as having at least one of the following characteristics: low income, 5+ households, minority, or Hispanic origin—made up 29% of respondents.
- Generally, transit riders prioritized frequent and off-peak service, improved bus stop amenities, and bus only lanes more than non-transit riders. Transit riders are also slightly less interested in commuter rail and town-to-town connections than non-transit riders.
- Overall, transit riders and transit reliant populations had similar priorities.



# 3 OPEN HOUSE

The open house was held on May 16, 2024 at the Chavis Community Center. The open house was organized as a drop-in format so participants could stop by between 6:00 pm and 8:00 pm to review exhibits, provide input on priorities, and ask staff questions. The following bullets summarize the feedback received from the open house:

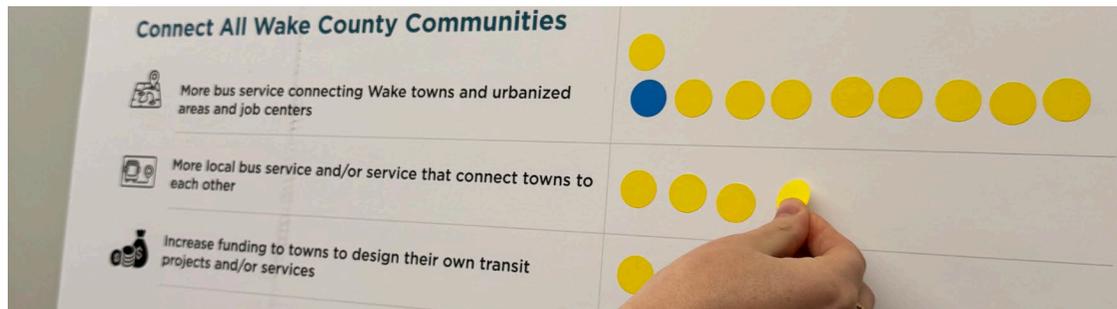
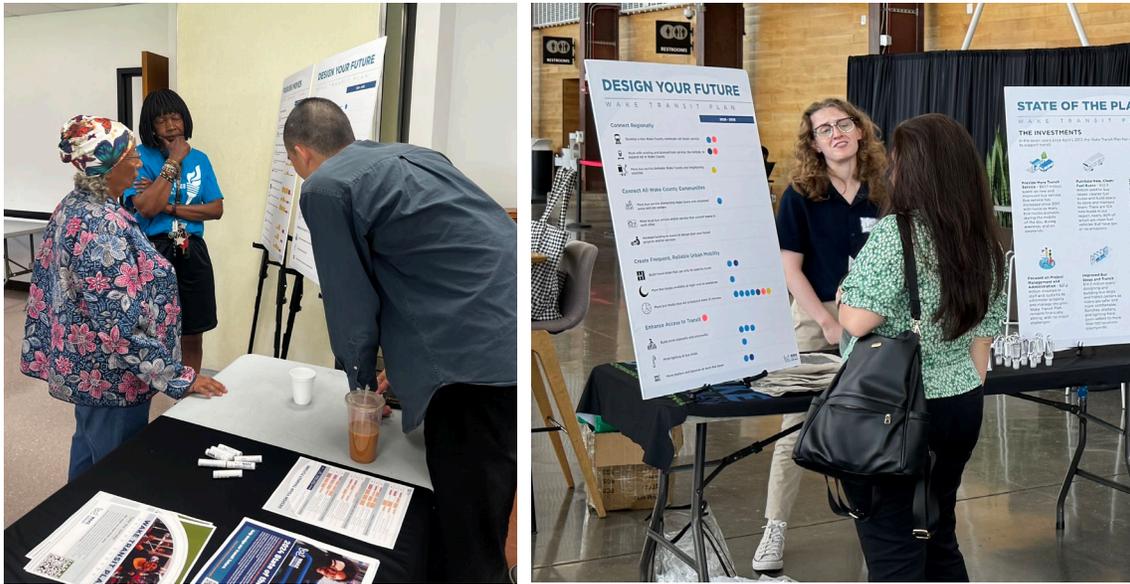
- 11 paper surveys
- 3 comments received
- The top three priorities included:
  - More connections to Wake towns, urbanized areas, and job centers (45%)
  - More town to town bus service (45%)
  - More frequent bus service (45%)



# 4 POP-UP EVENTS

To supplement the online survey and open house, pop-up events were held around Wake County to meet the community in locations where events were already planned. The intent of the pop-up events was to reach a broad range of community members at targeted locations like transit centers and stops, key activity centers and facilities, and community events to bolster participant and spread information about the Wake Transit Plan.

At each pop-up event, an interactive activity was used to facilitate discussion about transit investments and priorities. A series of exhibits helped supplement discussion similar to the information shared at both the open house and online survey. Participants were encouraged to fill out a printed version of the survey and provide additional input on boards. These pop-up events were staffed by a variety of agency partners including staff from the Town of Apex, Town of Cary, Town of Garner, Town of Morrisville, City of Raleigh, Town of Wendell, Town of Zebulon, GoTriangle, and the consultant team. Over 40 events were held between May 3, 2024 and June 20, 2024.



Participants were asked to allocate portions of a \$10 “budget” to transit improvements (simulating the public-facing survey). The prices listed below are illustrative and reflect an order of magnitude relative to \$10. The following summarizes the results of the activity. The total column indicates the people that selected each category.

Category	Price	Total
<b><i>Connect regionally</i></b>		
Develop a new Wake County commuter rail (train service)	\$7	3
Work with existing and planned train service, like Amtrak, to expand rail in Wake County	\$4	5
More bus service between Wake County and neighboring counties	\$3	6
<b><i>Connect all Wake County communities</i></b>		
More bus service connecting Wake towns and urbanized areas and job centers	\$2	10
More local bus service and/or service that connects towns to each other	\$2	9
Increase funding to towns to design their own transit projects and/or services	\$3	7
<b><i>Create frequent, reliable urban mobility</i></b>		
Build travel lanes that can only be used by buses	\$5	0
More bus routes available at night or on weekends	\$3	10
More bus routes that are scheduled every 15 minutes	\$5	8
<b><i>Enhance access to transit</i></b>		
Build more sidewalks and crosswalks	\$2	4
More lighting at bus stops	\$1	14
More shelters and benches at more bus stops	\$1	15
More on-demand transit service, like microtransit, in more places	\$2	0

The following table includes the list of pop-up events held from May 2024 to June 2024.

Event	Location	Date	Staffing
Bike Banaza	510 W Martin St, Raleigh, NC	Friday, May 3, 2024	Raleigh
Peak Fest	Downtown Apex	Saturday, May 4, 2024	Apex
Meet in the Street	350 S White St, Wake Forest, NC	Saturday, May 4, 2024	Wake Tech
NC State	Western Blvd	Thursday, May 9, 2024	GoTriangle
Zebulon Spring Concert Series	1003 N Arendell Ave, Zebulon, NC	Friday, May 10, 2024	Zebulon
Academy Street/Spanish Speaking Festival	316 N. Academy Street, Cary, NC	Saturday, May 11, 2024	Cary
Fuquay-Varina Grower's Market	121 N Main St, Fuquay-Varina, NC	Saturday, May 11, 2024	GoTriangle
Neighborhood Clean-Up	323 Lake Dr, Wendell, NC	Saturday, May 11, 2024	Wendell
Cary Depot	211 N Academy St, Cary, NC 27511	Monday, May 13, 2024	GoTriangle
Public Meeting	505 Martin Luther King Jr Blvd, Raleigh NC	Thursday, May 16, 2024	Consultant Team
District Drive Park and Ride	Raleigh, NC 27607	Thursday, May 16, 2024	GoTriangle
Bike to Work Day	Various Locations	Thursday, May 16, 2024	Raleigh
RTC	901 Slater Road, Durham NC 27703	Friday, May 17, 2024	GoTriangle
Asian American Festival	1030 Richardson Dr, Raleigh, NC	Saturday, May 18, 2024	CAMPO
Garner Night Market	120 East Main Street, Garner, NC	Saturday, May 18, 2024	Consultant Team
Morrisville Springfest	228 Aviation Pkwy, Morrisville NC	Saturday, May 18, 2024	Morrisville + GoTriangle
Zebulon Community Center	301 S Arendell Ave, Zebulon, NC	Monday, May 20, 2024	Consultant Team
South (Wake Tech Campus)	9101 Fayetteville Road, Raleigh, NC	Monday, May 20, 2024	Wake Tech
Northern Wake Senior Center	235 E Holding Ave, Wake Forest, NC 27587	Tuesday, May 21, 2024	Consultant Team
Cary Depot	211 N Academy St, Cary, NC 27511	Wednesday, May 22, 2024	Consultant Team
RTC	901 Slater Road, Durham NC 27703	Wednesday, May 22, 2024	GoTriangle

Event	Location	Date	Staffing
GoRaleigh Station	214 S Blount St, Raleigh, NC 27601	Thursday, May 23, 2024	Consultant Team
NC State	Hillsborough at Brooks	Thursday, May 23, 2024	GoTriangle
Parks Job Fair	514 Method Rd Raleigh, NC 27607	Wednesday, May 29, 2024	Raleigh
Raleigh Downtown Mobility Study	510 W Martin St, Raleigh, NC 20703	Wednesday, May 29, 2024	Consultant Team
Moore Square	201 S Blount Street. Raleigh, NC 27601	Thursday, May 30, 2024	GoTriangle
ZWX Bus Ride		Thursday, May 30, 2024	GoTriangle
Cary Depot	211 N Academy St, Cary, NC 27511	Tuesday, June 4, 2024	GoTriangle
North (Wake Tech Campus)	931 Durham Road Wake Forest, NC 27587	Tuesday, June 4, 2024	Wake Tech
RTC	901 Slater Road, Durham NC 27703	Thursday, June 6, 2024	GoTriangle
Moore Square	201 S Blount Street. Raleigh, NC 27601	Friday, June 7, 2024	GoTriangle
Local Government Career Expo	1101 Gorman St, Raleigh, NC	Saturday, June 8, 2024	Garner
Bike Rodeo	200 Town Hall Dr, Morrisville, NC	Saturday, June 8, 2024	Morrisville
Perry Health Science (Wake Tech Campus)	2901 Holston Lane Raleigh, NC 27610	Monday, June 10, 2024	Wake Tech
RTC	901 Slater Road, Durham NC 27703	Wednesday, June 12, 2024	GoTriangle
Zebulon Juneteenth Kick Off Concert	1003 N Arendell Ave, Zebulon, NC	Friday, June 14, 2024	Consultant Team
Knightdale African American Festival	810 N First Ave, Knightdale, NC	Saturday, June 15, 2024	GoTriangle
Bike Repair Event		Saturday, June 15, 2024	Raleigh
Rolesville Juneteenth	425 Nature Park Dr, Wake Forest, NC 27587	Wednesday, June 19, 2024	Rolesville + GoTriangle
Holly Springs Community Library	300 W Ballentine St, Holly Springs, NC	Thursday, June 20, 2024	GoTriangle
NC State	Hillsborough St	Thursday, June 20, 2024	GoTriangle

# 5 STAKEHOLDER ADVISORY COMMITTEE

A Stakeholder Advisory Committee (SAC) was held on May 22, 2024, at the Chavis Community Center in downtown Raleigh. At the meeting, there were 49 participants representing communities across Wake County. The representatives of Stakeholder Advisory Committee who were invited to attend included:

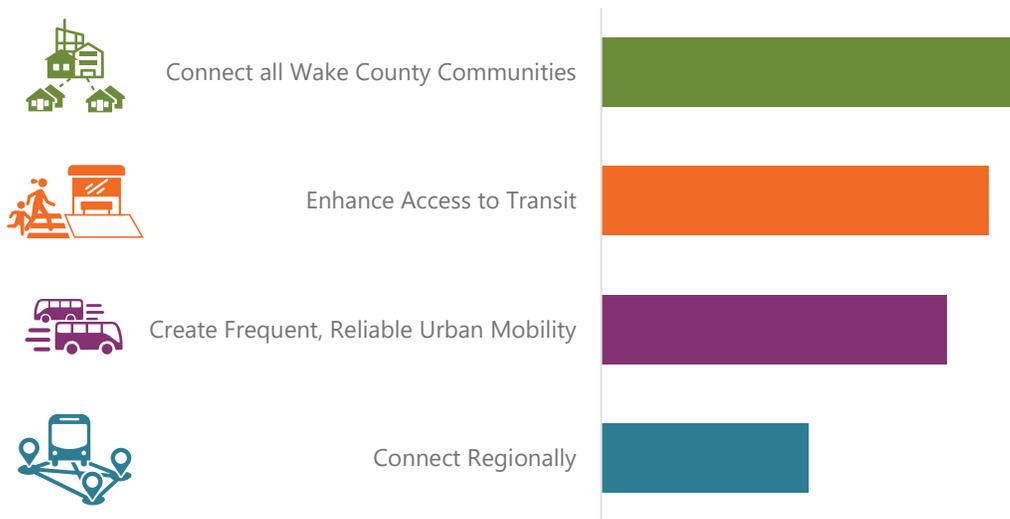
- Apex
- CAMPO
- Cary
- Central Pines Regional Council
- Downtown Raleigh Alliance (DRA)
- Federal Highway Administration
- Fuquay-Varina
- Garner
- GoRaleigh
- GoTriangle
- GoWake Access Transportation
- Holly Springs
- ITRE
- Knightdale
- Morrisville
- NCDOT Division 5
- NCDOT Rail
- NCDOT Transportation Planning Division (TPD)
- NC State University
- Oaks and Spokes
- Raleigh
- Regional Transportation Alliance (RTA)
- Rolesville
- Shaw University
- Wake County
- Wake Forest
- Wake Technical Community College
- WakeUp Wake County
- Wendell
- Zebulon



The purpose of the Stakeholder Advisory Committee meeting was to:

- Review the State of the Wake Transit Plan
- Gather input on Wake Transit Plan priorities
- Share information on up-coming engagement events

Using an interactive online, live polling software called Mentimeter, participants were encouraged to share their agency's perspective on where the Wake Transit Plan has made the most progress.



Stakeholders were also asked what they felt was the biggest challenge facing the Wake Transit Plan. The results of the open-ended responses are summarized below:

- Funding
- Ridership
- Time
- Coordinating with land use/density

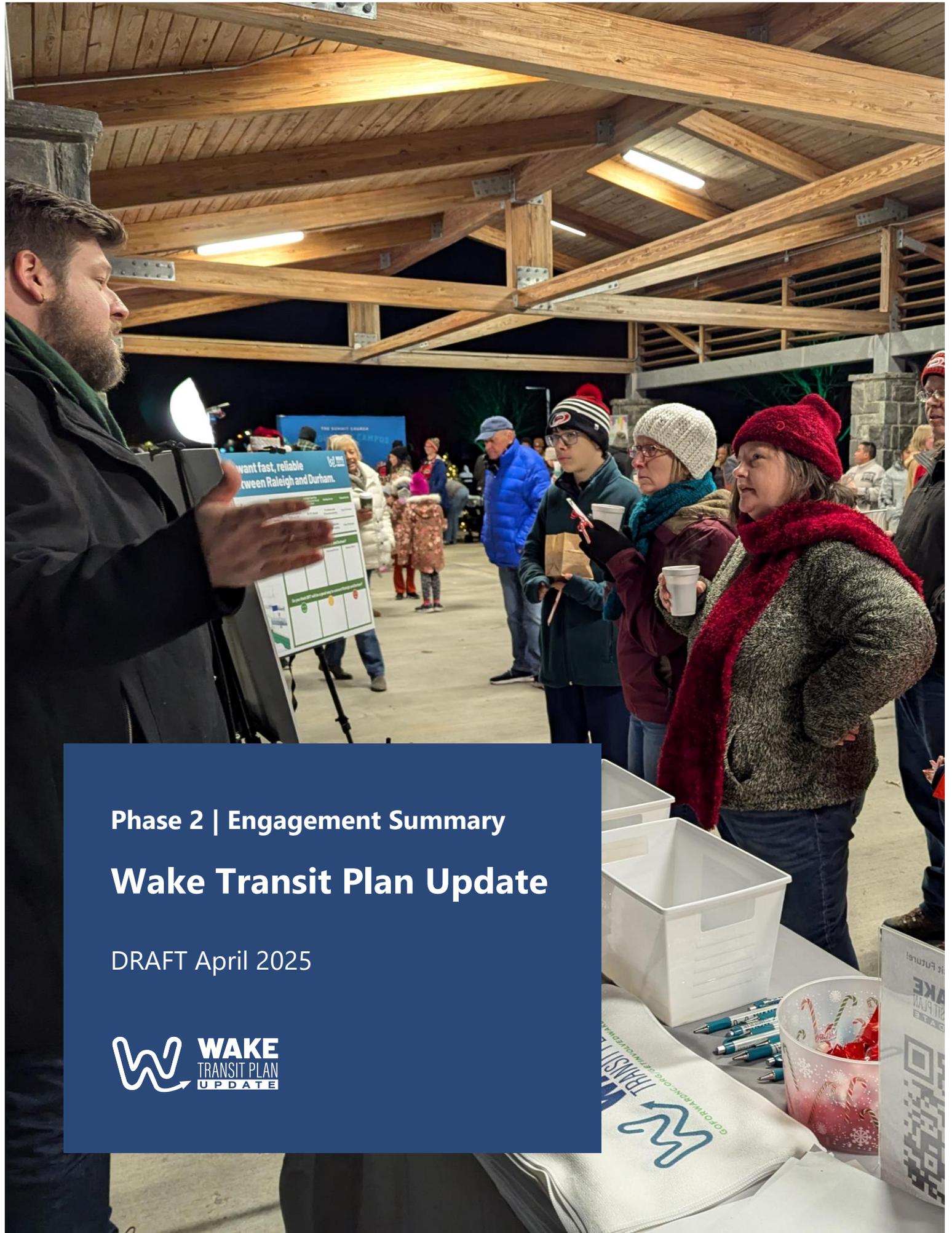
Stakeholders were placed into small groups with three-to-five people and asked to allocate portions of a \$10 “budget” to transit improvements (simulating the public-facing survey). The prices listed below are illustrative and reflect an order of magnitude relative to \$10. The following summarizes the results of the activity. The total column indicates the number of groups that selected each category.

Category	Price	Total
<b><i>Connect regionally</i></b>		
Develop a new Wake County commuter rail (train service)	\$7	0
Work with existing and planned train service, like Amtrak, to expand rail in Wake County	\$4	1.5
More bus service between Wake County and neighboring counties	\$3	2
<b><i>Connect all Wake County communities</i></b>		
More bus service connecting Wake towns and urbanized areas and job centers	\$2	5
More local bus service and/or service that connects towns to each other	\$2	5
Increase funding to towns to design their own transit projects and/or services	\$3	2
<b><i>Create frequent, reliable urban mobility</i></b>		
Build travel lanes that can only be used by buses	\$5	4
More bus routes available at night or on weekends	\$3	3
More bus routes that are scheduled every 15 minutes	\$5	4.5
<b><i>Enhance access to transit</i></b>		
Build more sidewalks and crosswalks	\$2	2
More lighting at bus stops	\$1	0
More shelters and benches at more bus stops	\$1	5
More on-demand transit service, like microtransit, in more places	\$2	6

The investments selected most often by the stakeholder small groups are listed below:

- More on-demand transit service, like microtransit, in more places (6)
- More bus service connecting Wake towns and urbanized areas and job centers (5)
- More local bus service and/or service that connects towns to each other (5)
- More shelters and benches at more bus tops (5)





## Phase 2 | Engagement Summary

# Wake Transit Plan Update

DRAFT April 2025



# Table of Contents

	<b>Page</b>
<b>1 Overview .....</b>	<b>1-1</b>
<b>2 Quantitative Findings.....</b>	<b>2-2</b>
<b>3 Qualitative Findings .....</b>	<b>3-7</b>
<b>4 Lessons Learned.....</b>	<b>4-6</b>

# 1 OVERVIEW

## Phase 2 Engagement Goals

In 2024, Wake Transit Plan (WTP) stakeholders initiated an update to confirm and adapt the strategic direction and investment priorities established in the 2016 Wake Transit Plan. The WTP Update is intended to include significant public and stakeholder engagement.

The first phase of the engagement was focused on educating stakeholders and the public about the plan's status. The second phase of engagement, held in late 2024 and early 2025, focused on receiving feedback on the following three topics:

- **Rail Investment**—How do people feel about shifting from adding a commuter rail service to expanding existing rail service in Wake County?
- **Bus Rapid Transit**—Is bus Rapid Transit (BRT) a good option for connecting Raleigh and Durham?
- **Transit Investment (People vs Places)**—Would people prioritize investment in existing services (people) or new locations across Wake County (places)?

The following engagement activities were conducted:

- Updated project website with an online survey
- 24 pop-up events held in each local jurisdiction of Wake County
- Hard copy surveys
- Paid media advertisements through Facebook and Qué Pasa Media Network
- Five presentations to local boards, committees, and councils
- Four focus group meetings with stakeholders (transit riders, people with disabilities, students, and service providers)

## Key Findings

There were several key takeaways across all Phase 2 engagement activities:

- Investing in regional rail service is highly desirable. During in-person and social media discourse, some residents expressed disappointment about the loss of commuter rail.
- People want to see improvements that increase the bus service where it currently exists while also adding new routes to serve additional communities in Wake County.
- Current transit riders prioritized improving the existing bus service by increasing frequency and availability.
- Bus Rapid Transit is supported across the county.
- Rural areas generally prefer prioritizing the creation of new bus routes and mobility hubs.

# 2 QUANTITATIVE FINDINGS

## Overview

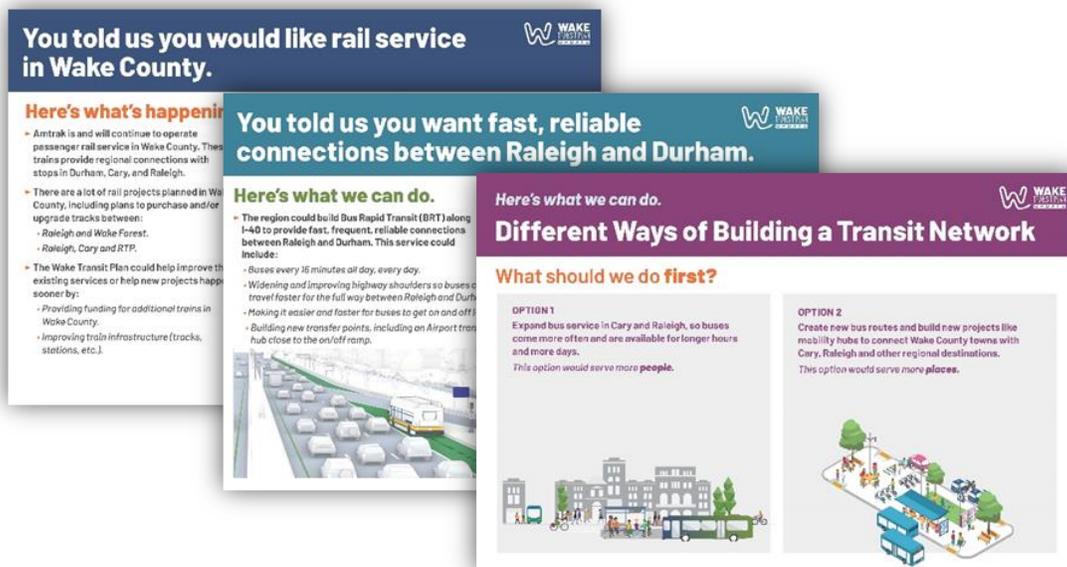
The online survey was available between December 1, 2024, and January 31, 2025. In addition to offering the survey online, people who participated in a pop-up event could complete it in hard copy format. The survey was available in Spanish, and staff provided translation support during the events held at transit stations or centers.

The survey consisted of three questions:

1. Is expanding our existing rail service a good way of investing in rail in Wake County?
2. Is BRT a good way to connect Raleigh to Durham?
3. Which approach do you think we should do first – serve more people or more places?

The findings below outline the feedback received through online and paper surveys:

- **1,041 completed online surveys**
  - 867 responded to the demographic and transit investment sections
  - 174 responded only to the transit investment section
- **105 paper surveys** were collected during the Pop-Up events
  - 84 of the surveys lived, worked, or attended school in Wake County
  - 18 paper surveys were either completed in Spanish or with the assistance of a translator



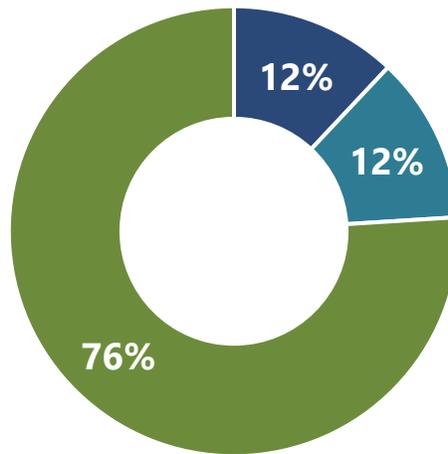
## Rail Investment

When reviewing the online results, **most respondents (76%) agreed** that expanding the existing Amtrak infrastructure is a good way to build a rail service in Wake County.

During in-person events, when asked if prioritizing expanding existing rail services rather than building new commuter rail is a good way to build rail service in Wake County, **64% of those surveyed expressed support for improvements to the existing rail system.** People who attended events in Cary, Morrisville, and Wendell reported higher levels of support than those in Raleigh and Wake Forest.

Question 1: Expanding Our Existing Rail Service is a Good Way of Investing in Rail in Wake County?

■ Disagree ■ Unsure ■ Agree



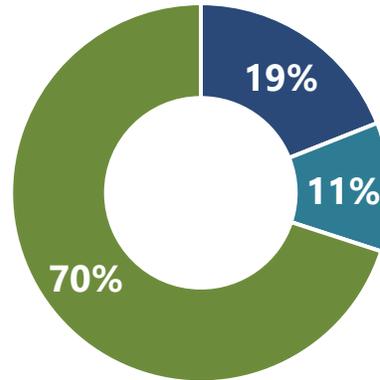
## Bus Rapid Transit

Survey respondents (70%) agreed that BRT is a good way to connect Raleigh and Durham.

Regardless of where people attended an event in Wake County, **83% of paper survey responses favored BRT** to connect Raleigh and Durham. People in Cary, Raleigh, Wake Forest, Wendell, and Zebulon supported BRT, ranging from 69% to 100%.

Question 2: BRT Will be a Good Way to Connect Raleigh and Durham

■ Disagree ■ Unsure ■ Agree

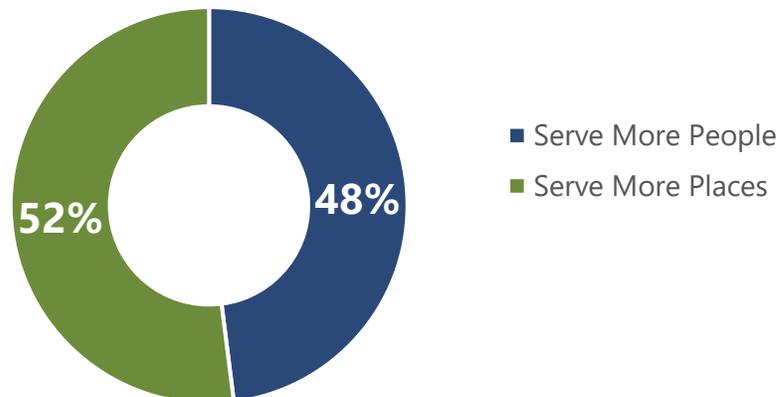


## Transit Investment (People vs Places)

People were asked generally if they wanted the Wake Transit Plan to invest in projects connecting more people or places. **48%** of online responses and **40%** of those who participated in the paper survey prioritized serving **more people** by increasing the frequency and availability of the existing transit system. These responses typically came from the more urbanized areas of the County.

**52%** of online responses and **42%** of those who participated in the paper survey prioritized serving more places by adding new routes and infrastructure to connect Wake County.

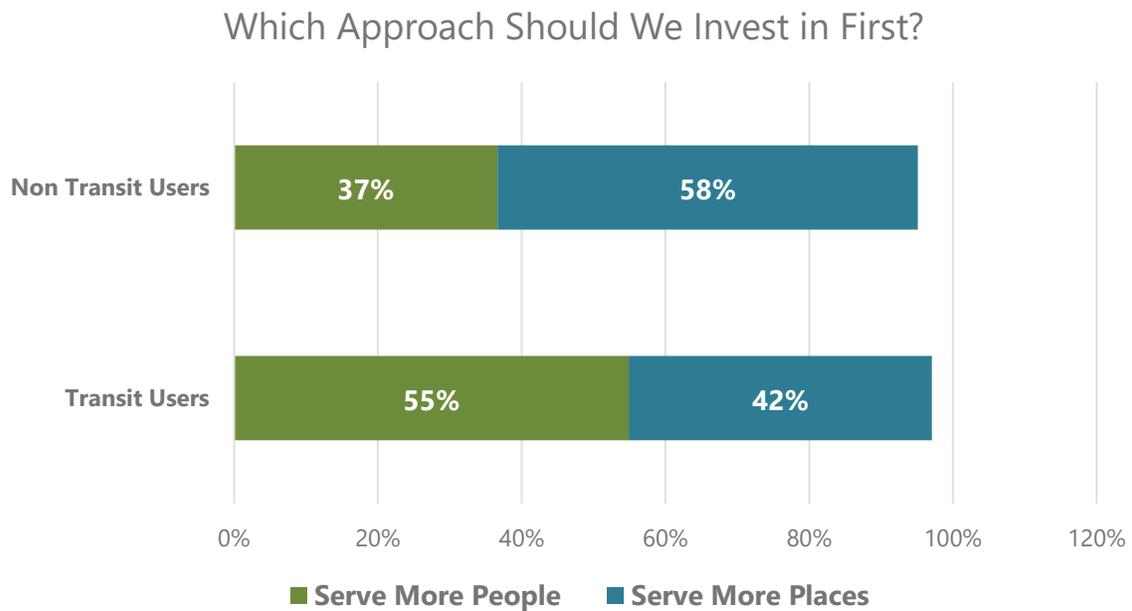
Question 3: Which Approach Do You Think We Should Do First, Serve More People or More Places?



## Responses from Transit Riders

To better understand transit riders' needs, data was disaggregated to parse responses from those who identified as transit riders. Of the 1,041 survey responses, 408 reported using transit (often or occasionally), and 472 reported not using transit (rarely/never).

**83%** of transit riders who responded to the survey supported investing in rail service, and **75%** supported BRT to connect Raleigh and Durham. Transit riders have notably different priorities regarding transit investments (serving more people vs. more places) than non-transit riders. Generally, **transit riders supported investing in existing bus services by increasing frequency and accessibility** (serving more people). In contrast, non-transit riders requested new routes and services across Wake County (serving more places).

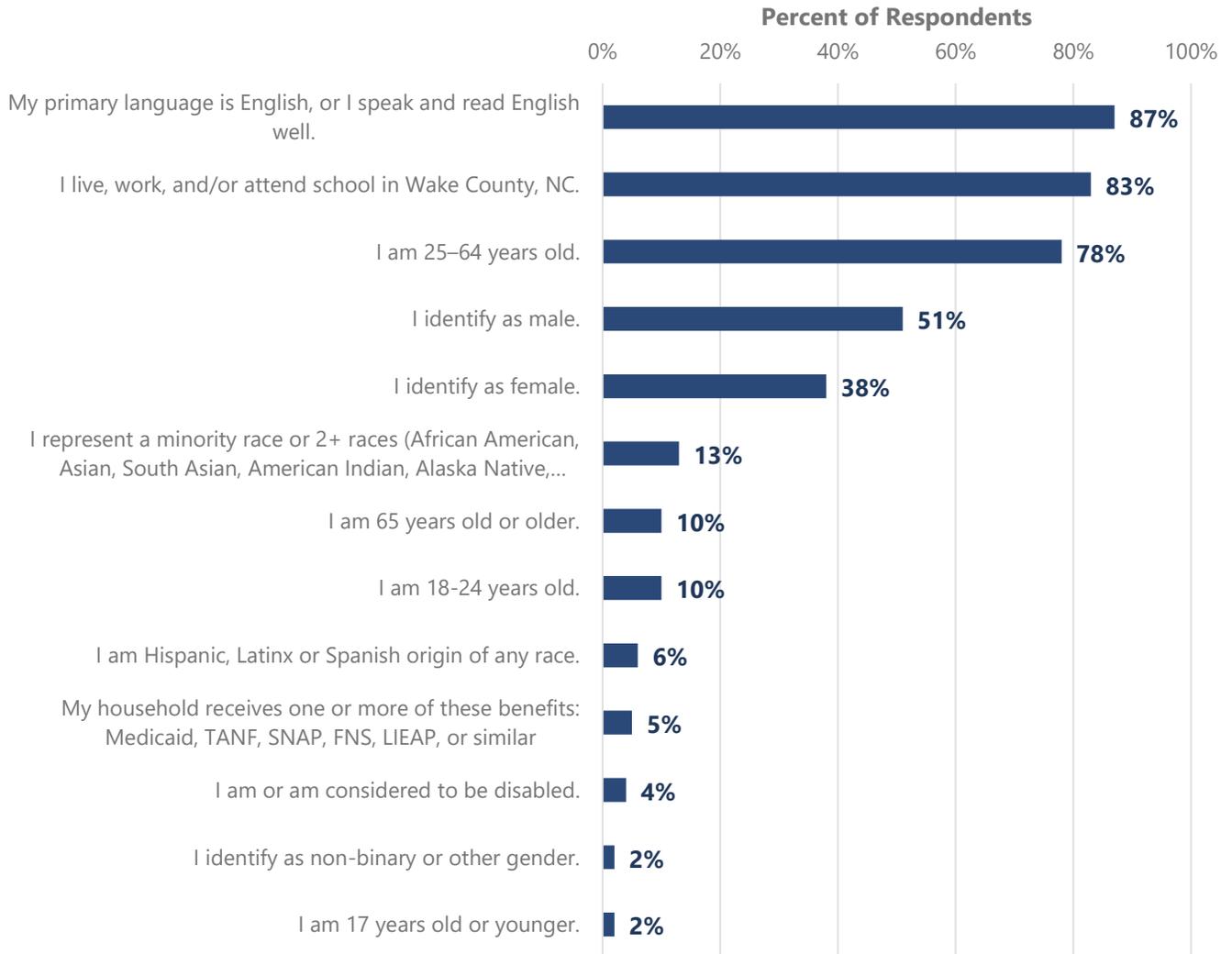


## Survey Responses by Demographics or Transit Use

Online survey respondents were asked demographic questions to capture who participated in the survey and identify groups we may have missed and need to seek out during later phases of engagement. Key statistics from the Phase 2 online survey included:

- 47% of respondents use transit services a lot or occasionally
- 83% live, work, or attend school in Wake County, NC
- 19% are Hispanic or represent a minority race
- 78% are aged 24-64 years, and 10% are aged 65+ years
- 4% identified as a person with a disability

### Survey Demographics



# 3 QUALITATIVE FINDINGS

## Overview

To supplement digital engagement, several in-person events were held to meet the community in locations where events were already planned and have in-depth conversations about transit in Wake County.

## Pop-Up Events

The pop-up events are intended to reach a broad range of community members at targeted locations like transit centers, libraries, and senior centers. At each pop-up event, an interactive activity (coin voting) facilitated discussion about transit investments and priorities. A series of exhibits helped supplement the discussion. Participants were encouraged to fill out a printed version of the survey and provide additional verbal feedback. Various agency partners, CAMPO staff, and the consultant team staffed these pop-up events.

24 events were held across Wake County between December 2024 and February 2025, at the following locations:

- Rolesville Tree Lighting Event (Dec 2)
- Fuquay Varina Tree Lighting Event (Dec 5)
- Apex Annual Tree Lighting (Dec 6)
- Knightdale Tree Lighting Event (Dec 6)
- Wendell Winter Wonderland Event (Dec 6)
- Garner Holiday Block Party (Dec 7)
- Holly Springs Farmers Market (Dec 7)
- Morrisville Tree Lighting Event (Dec 7)
- GoRaleigh Station (Dec 10 and Dec 11)
- Cary Depot (Dec 11)
- Northern Wake Senior Center (Dec 12)
- Garner Senior Center (Dec 13)
- Morrisville Farmers Market (Dec 14)
- Cary Library (Dec 18)
- Zebulon Community Center (Jan 7)
- Wake Forest Mobile Food Market (Jan 9)
- Dorcas Ministries (Jan 14)
- Apex Senior Center (Jan 18)
- Wendell Senior Center (Jan 24)
- Wake Forest Library (Jan 25)
- Regional Transit Center (Dec 17 and Jan 30)
- Raleigh Transit Authority Board Retreat (Feb 5)

In addition, during Phase 2 engagement, CAMPO presented to the following local partner boards, councils, or committees: Knightdale, Raleigh Transit Authority, Apex, Wake Forest, and Rolesville.

## Focus Groups

Four focus group meetings were hosted to provide feedback and hear from different groups. The four groups were:

- Mobility and Human Service Providers (held virtually on 12/13/25 with 11 attendees)
- ADA Transit Riders (held virtually on 1/14/25 with 8 attendees)
- Transit Riders (held in-person at Raleigh Union Station on 1/15/25 with 11 attendees)
- Educational Institutions (held virtually on 1/15/25 with 7 attendees)

## Social Media Engagement

While advertised public meetings, pop-up events, and engaging key stakeholders are essential components of a well-rounded outreach effort, social media was one of the most effective tools for generating responses to the online survey. CAMPO, GoTriangle, and local partner agencies promoted Phase 2 engagement and the online survey through their communication channels. In addition, three short video reels were produced to communicate the Four Big Moves, solicit feedback, and provide awareness about the Wake Transit Plan Update.

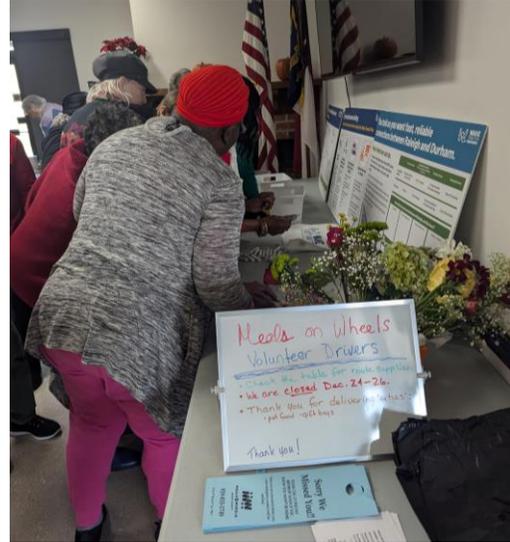
In the second half of the engagement period (January 15-31, 2025), paid social media ads and a partnership with Qué Pasa Media Network increased participation and engagement. In two weeks, Instagram and Facebook engagement **increased from 212 to 66,721**. This significant increase highlights the effectiveness of paid advertisements in spurring public engagement.



## General Feedback

### Rail Service

- Participants typically understood the funding constraints of building a new rail service but were disappointed that commuter rail was no longer a priority. However, there was support for the idea of investing in passenger rail.
- People were excited to learn about S-Line and mobility hub improvements.
- People shared positive experiences about using rail in places like Denver, New York, and California.
- People shared their concerns about the affordability of Amtrak
- The need to support rail connections with good Transit-Oriented Development (TOD) and higher-density development was identified.
- Focus group participants felt that funding in passenger rail should also include improving accessibility at current stations, modernizing cars, and expanding sensitivity training for Amtrak conductors.



### Bus Rapid Transit

- Most people need more information about BRT, and additional education may be needed, such as clearly explaining what BRT is, how it will impact vehicular traffic, and where it will be implemented.
- At in-person events, the service connecting Raleigh and Durham was not a regional priority. Instead, people were interested in connecting smaller towns in Wake County.
- People were skeptical that taking transit in Wake County would be faster than driving a car.
- Regional BRT would require a lot of community involvement to ensure optimal connectivity to frequent services.



- Focus group participants discussed the following:

- Increased frequency for regional service is a high priority, but BRT seems like a short-term fix along major corridors
- Investing in pedestrian infrastructure (safe crossings, better stops, etc.) is a major safety issue for impaired mobility users
- Mobility hubs were identified as a top priority
- Students rely on regional transit connections
- A bus on the shoulder is not sufficient and is not mandatory for drivers. BRT infrastructure would improve the reliability and safety of regional services, but Wake Transit should be open to other services.



## Serving People versus Serving Places

- People generally supported improving the existing bus service but were concerned about access and reliability.
- At in-person events, prioritizing between serving more people and serving more places was typically a difficult question for the community to answer. Most people requested an option to pick both and did not want an “either/or” option.
- There was a clear interest in expanding regional transit access without transfer in Raleigh, for instance, a connection from Apex to Chapel Hill.
- Responses varied by location, with rural areas interested in a new service that serves more places. However, most users who participated were from rural areas and were not regular transit riders.
- Students prioritized serving more people with improved frequency.



## Comments Received from Stakeholders

- **Staff Resources:** Many larger municipalities and transit providers have dedicated staff working solely on transit projects and helping to advocate/develop transit policy for the region. The communities in Eastern Wake County do not have this dedicated staff, and stakeholders felt that augmenting these staff resources via a dedicated transit staff member at CAMPO, Wake County, or a transit operator could benefit the tax district.
- **Funding Allocations:** Look for opportunities to wholly fund the NE Smart Ride by the Wake Tax District versus the Community Funding Area Program. This regional service includes Wendell, Zebulon, Knightdale, Raleigh (via Route 33), and unincorporated Wake County.
- **Signal Prioritization:** Knightdale Boulevard should be explored through the Eastern Wake/Raleigh ITS project or the NextGen BRT Extension MIS.
- **Safety:** Funds should be utilized for sidewalks, crosswalks, and access to transit.
- **Land Use:** Transit-supportive land use plans should be prioritized.

## Comments Received through Social Media

- **Support for Light Rail:** Many people strongly support light rail, emphasizing its potential benefits for connectivity, reducing traffic, and improving access to jobs and amenities. However, concerns about high costs and long timelines (e.g., 20+ years for approval and construction) were frequently mentioned.
- **Frustration with Delays:** Numerous commenters were frustrated with the slow progress, noting that plans for rail have been discussed for decades (15-35 years) without significant action. Some feel that the region has been taxed for projects that never materialized.
- **Airport Connectivity:** Several people highlight the importance of connecting the rail system to RDU Airport, arguing it would boost ridership and make the system more practical.
- **Cost Concerns:** Many people were worried about the high price tag of rail projects, with some suggesting that investing in buses, Uber-like services, or improving existing transit options might be more cost-effective and flexible.
- **Alternative Suggestions:** Ideas like high-speed rail, express routes to cities like Charlotte or Myrtle Beach, and improved bus services (e.g., smaller, more frequent buses, sheltered stops, and dedicated lanes) were proposed.

# 4 LESSONS LEARNED

## Overview

Phase 2 of the Wake Transit Plan Update engagement had two goals: increasing awareness about the plan and encouraging people to complete a short survey about some key investment decisions. The team used a variety of engagement strategies to reach out to and talk with Wake County taxpayers about the transit plans. Generally speaking:

- People were interested in learning more about the Wake Transit Plan and appreciated the opportunity to provide feedback.
- Paid advertisements and video reels posted to social media were the most effective ways of reaching people and encouraging them to visit the project website to complete the survey.
- Pop-up events effectively reached different demographic and socioeconomic groups and reached people across Wake County. These events focused on increasing awareness about the Wake Transit Plan Update and the planning process.
- The success of pop-ups at transit centers and community facilities, like senior centers, depended on the location and organization of the events. For example, GoRaleigh Station and Wake senior centers produced some of the highest engagement, while the Regional Transit Center and Zebulon Recreation Center had low engagement rates.
- Focus groups require more planning and time to organize and arrange, but they provide the most detailed and nuanced input. Virtual and in-person focus groups were successful.



For several reasons, including a national and statewide election in November, engagement on the Wake Transit Plan was postponed until after the holiday season. While this was a deliberate strategy, it had consequences:

- Conducting engagement during the holiday season is challenging because daylight hours are short, temperatures are unpredictable, and people are busy. The team attended multiple tree-lighting events with limited success.
- Events held in January were also hampered by unpredictable weather, which was colder than usual. As a result, fewer people were willing to stay outside to talk about Wake Transit.

General findings about the engagement process included:

- One of the successes of this round of engagement was the use of simple, clear, and short surveys that people could complete quickly and easily.
- Qualitative experience suggested that demographic questions were challenging and/or time-consuming for people to answer in person. There is no evidence to suggest this was also the case for people completing the survey online. However, roughly 17% of survey responses did not complete the demographic portion of the survey.
- The online survey should have an open-ended response option to capture general thoughts about recommendations or the Wake Transit Plan.





Phase 3 | Engagement Summary

# Wake Transit Plan

June 2025

**N** NELSON  
NYGAARD

**W** WAKE  
TRANSIT PLAN  
UPDATE

# Table of Contents

	<b>Page</b>
<b>1 Overview .....</b>	<b>1-1</b>
<b>2 Survey Key Takeaways .....</b>	<b>2-2</b>
<b>3 Stakeholder meetings .....</b>	<b>3-5</b>
<b>4 Pop-Up Events .....</b>	<b>4-5</b>

# 1 OVERVIEW

## Summary

In 2024, Wake Transit Plan (WTP) stakeholders initiated an update to revisit the strategic direction and investment priorities established in the 2016 Wake Transit Plan. This plan—the WTP Update—was designed to include significant public and stakeholder engagement throughout the process.

The third phase of the engagement, conducted in May 2025, was focused on sharing the draft investment strategy and gathering feedback from the public. An online survey was distributed through social media, pop-up sessions, and scheduled events to garner feedback on the draft 10-year investment strategy. A copy of the survey results can be found in Appendix A.

The survey also included a series of demographic and socioeconomic questions used by Wake Transit Plan Community Engagement team on previous efforts, to better ensure consistency and ability to measure trends in engagement over time. The demographic questions helped the team track responses across key resident groups as well as geographically. The demographic and socioeconomic data analysis was also helpful in identifying differing priorities between some of the key respondent groups. For the purpose of this summary, results will be framed in the context of overall survey responses and responses of transit riders who indicate using transit “regularly.”

The survey was available online between May 1, 2025, and May 31, 2025.

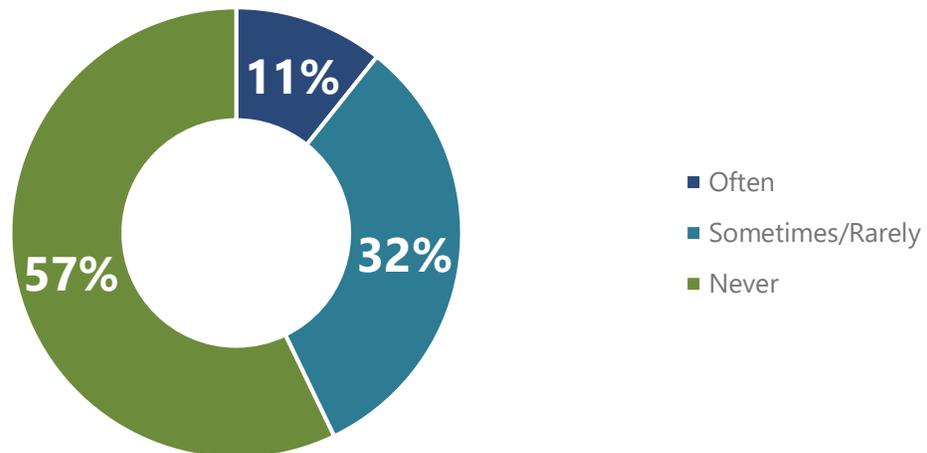
## 2 SURVEY KEY TAKEAWAYS

### Summary of Findings: Survey

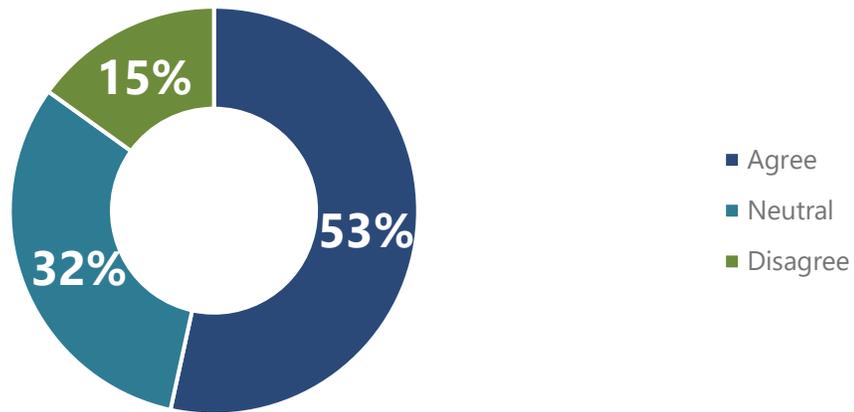
The public survey developed for Phase III was focused on understanding broad understanding and support for the final Wake Transit investment strategy. The summary of findings below, outlines the major data points collected by the close of the survey.

- Roughly 90 completed surveys
  - 40 completed both the demographic and draft investment strategy feedback sections
  - 44 completed draft investment strategy feedback section only
- 57% of respondents never use public transit
- 53% of respondents agree with the proposed 10-year investment strategy

How often do you ride public transit (the bus)?



## Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy?



### Summary of Findings: All Responses

Overall, transit expansion was supported among survey respondents, however there were two main themes in the survey responses – those who support transit expansion in the form of bus service and those who prefer a larger focus on rail. Of those supportive of bus service expansion, survey respondents expressed the desire to expand bus transit in areas that are not focused on in the 10-year investment strategy, specifically eastern and southern areas of Wake County, while others express the desire to increase the frequency of existing high demand routes, rather than create new routes and increase connection opportunity between Wake County communities. Others believed that transit expansion should focus on rail, rather than new bus routes.

The majority of respondents agreed with the proposed changes to the Community Funding Area Program Management Plan (CFA PMP). Those who did not agree with the proposed changes believed the cap for a single applicant should be increased or removed. Feedback on the proposed Microtransit Guidelines was primarily positive. The majority of concerns about Microtransit were related to the cost of service.

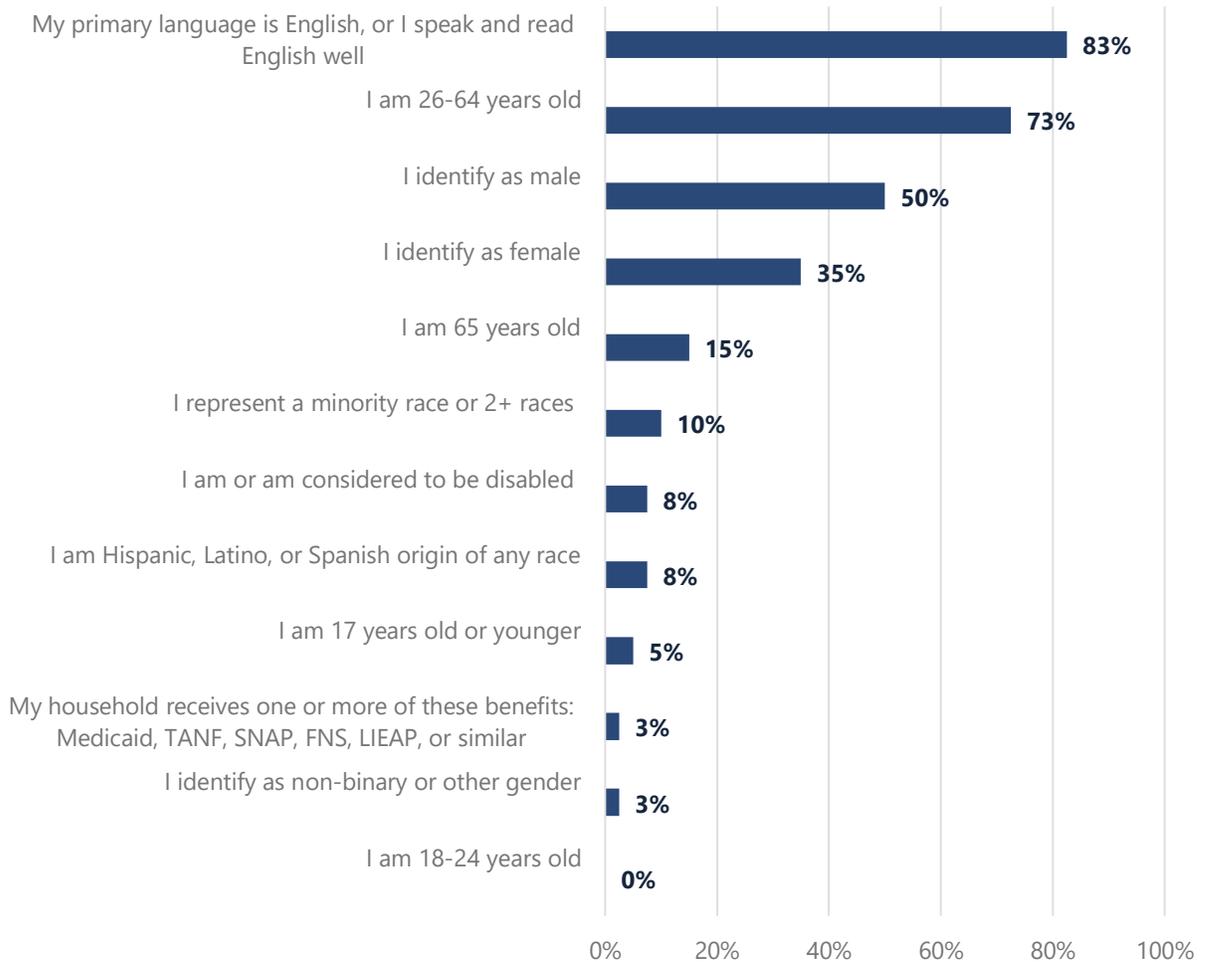
Although there was skepticism from some survey respondents about whether the proposed service expansions would be enough to increase transit ridership in Wake County, overall, feedback on the proposed Wake Transit investment strategy was positive.

## Demographics

### Key Demographic Statistics:

- **43%** are regular or sometimes users of transit services
- **73%** are aged 26-64 years old and **15%** are 65 years or older
- **10%** are a minority race
- **8%** identified as a person with a disability

### Target Demographics



## 3 STAKEHOLDER MEETINGS

Several meetings with community stakeholders and elected officials were held between May 3, 2025, and May 27, 2025. Each meeting included a presentation of the proposed Wake Transit Plan Investment Strategy and allowed for feedback from the stakeholders. Meetings were held with the Town of Apex, Town of Garner, Town of Knightdale, Town of Rolesville, Town of Wendell, and the Raleigh Transit Authority.

## 4 POP-UP EVENTS

To supplement and expand the reach of the online survey, pop-up events were held around Wake County to meet residents in their respective communities at locations where events were already planned. At each pop-up event, boards with the proposed Wake Transit Plan Investment Strategy were displayed. Participants were invited to ask questions and fill out the online survey with comments. In total, there were 10 pop-up events held from May 3, 2025, to May 31, 2025. Below are several key takeaways from the pop-up events:

- There is interest in expanding transit service to connect to the southern and eastern areas of Wake County.
- Increasing the frequency of existing bus routes, specifically on weekends is supported.
- Participants were curious about how route change communications would be made.
- Future rail expansion was discussed at most events.
- Many expressed interest in expanding connections to major employers, the airport, the Town of Apex, the Town of Fuquay-Varina, the Town of Holly Springs, and the town of Morrisville.
- Frequent transit riders expressed the desire for better conditions at existing stations. Such as improved services for those with disabilities, more shelters, and increased cleanliness.



The following table includes the list of pop-up events held in May 2025.

Event	Location	Date
2025 Meet in the Streets	350 S White St, Wake Forest, NC 27587	May 3, 2025
PeakFest	237 Salem St, Apex, NC 27502	May 3, 2025
Wake Forest Toll Public Engagement	405 Brooks St, Wake Forest, NC 276587	May 5, 2025
Ritmo Latino Festival	316 N Academy St, Cary, NC 27513	May 10, 2025
NCSU Bike to Work Day Pit Stop	363 Dan Allen Dr, where Rocky Branch Trail crosses Dan Allen Drive	May 15, 2025
GoRaleigh Station Pop-Up	Wilmington Street at Hargett Street	May 15, 2025
SpringFest	101 Town Hall Dr., Indian Creek Trailhead, Morrisville, NC 27560	May 17, 2025
GoTriangle Pop-Up	901 Slater Rd, Durham, NC 27703	May 22, 2025
Famers Market	300 W Ballentine St, Holly Springs, NC 27540	May 24, 2025
Amazon Pop-Up	Garner Amazon Distribution Center	May 31, 2025

Detailed event summaries were developed for each pop-up session and can be found in Appendix B.

**Appendix A:**  
**Survey Results**



# FEEDBACK FORM

1. What is your home zip code? \_\_\_\_\_

---

2. How often do you ride public transit (the bus)?

- Often
  - Sometimes/rarely
  - Never
- 

3. The 2035 Wake Transit Plan will be the region's 10-year transit investment strategy, setting the vision for improving and expanding the public transit network in Wake County. We have developed this plan to be consistent with the Wake Transit Plan's

**Four Big Moves:**

- Connect the Region
- Connect All Wake County Communities
- Create Frequent, Reliable Urban Mobility
- Enhance Access to Transit

Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?

- Agree
  - Neutral
  - Disagree
- 

4. Do you have any feedback on the proposed changes to the project prioritization policy?

---

---

5. Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

---

---

---

6. Do you have any feedback on the proposed Microtransit Guidelines?

---

---

---

7. Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.

---

---

---

8. If you have an extra minute, we'd like to learn more about you! Please select all that apply.

- I am 17 years old or younger
- I am 26-64 years old
- I am 18-24 years old
- I am 65 years old
- I identify as female
- I identify as male
- I identify as non-binary or other gender
- My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar
- I am Hispanic, Latino, or Spanish origin of any race
- I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander)
- My primary language is English, or I speak and read English well
- I am or am considered to be disabled

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
	Often	Agree
27610	Sometimes/rarely	Agree
27592	Often	Agree
27526	Sometimes/rarely	Agree
27502	Never	Agree
27605	Sometimes/rarely	Agree
27502	Never	Agree
27502	Sometimes/rarely	Agree
27502	Sometimes/rarely	Agree
27606	Never	Agree
27502	Sometimes/rarely	Agree
27502	Sometimes/rarely	Agree
	Sometimes/rarely	Agree
27502	Sometimes/rarely	Agree
27502	Sometimes/rarely	Agree

Do you have any feedback on the proposed changes to the project prioritization policy?

No

The plan is bold. It is good. Infrastructure like this is necessary to connect our communities. I endorse transit expansion and I seek increased use of tolls to keep sprawling roads costs in check. I also hope to see long distand future plans mapped with local zoning authorities to lay the known map for where rail will eventually have to be placed. I know it can't be immediate, but it has to become inevitable. Plan for it.

Recommendation: We have seen our county grow at a very fast phase since we lived here for the past 25 years. We need Public Transportation grow and be available for people visiting just as we look for Public transport when we visit other Metros like New York, DC, LA etc.

I like that you are connecting the major universities and the downtowns of the cities.

Expanded service is the only way citizens will use the service. This a must

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

I can't really say. Although I live across the county line in Harnett. I wonder how people like me will eventually be accounted for while the system is in infancy and still needs to be seen as subsidized.

Do you have any feedback on the proposed Microtransit Guidelines?

I suggest an interactive map for citizens to place desired date/time destinations. Perhaps with the help of AI, microtransit routes could be created to optimize ridership where routes match up.

The potential map would benefit from addressing parents with children for drop-off or pickup.; As self driving cars become more feasible, I *\*strongly\** suggest collaborating with Tesla and the state/local government. Self Driving vehicles are a close to perfect answer for microtransit. It would be ideal to create a welcoming and collaborative environment for this technology which can drive real new connections.

This may be the quickest way to increase the service.

Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
	My primary language is English, or I speak and read English well ; I identify as male; I identify as non-binary or other gender; I am 26-64 years old
It is good to see CAMPO trying. I approve these, but you need even more. Transit is necessary for a healthy city. We are lacking but we're better than some and getting lucky with wealth pouring in. We need to take steps NOW to last foundational opportunities in the future. Zone, blueprint, and design the future we need. I suggest a small but persistent public facing campaign that depicts "transit we need" and it's constantly updated with an optimistic future or alternate form of life in our existing city if it was already connected with transit. It's important to help people understand why long term planning is important. We will fail if all we can do is think about short term solutions. Which are also necessary solutions. I get it. The campaign is just an idea.	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old
	I am 65 years old; I identify as female ; My primary language is English, or I speak and read English well
	I am 65 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 65 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27518	Never	Agree
	Sometimes/rarely	Agree
27502	Never	Agree
27502	Never	Agree
27502	Never	Agree
27523	Sometimes/rarely	Agree
27502	Never	Agree
	Never	Agree
27562	Never	Agree
27523	Sometimes/rarely	Agree
27502	Never	Disagree

Do you have any feedback on the proposed changes to the project prioritization policy?

Shortening wait times between busses to 15 minutes or less, especially during peak usage hours is important.

I would also suggest investing in smaller busses that get reasonable gas mileage (non-plug in hybrid). Many of the current busses can hold 50+ passengers and the most that I see riding are 2-3. ; Continue to make this project a priority.

Growth is good, but it needs to be tightly managed. The past 5 years have been insane in Apex, large growth extremely quickly...would hate to see that continue at the current rate and change the charm of the town.

This won't directly affect us as we live outside the projection area in New Hill. However, I believe in public transportation and have used it in every city I lived in prior to the Wake County. Go Public Transport!

Wake County has spent hundreds of millions of dollars on rail with no track laid and I don't see a future where government forces a solution looking for a problem (light rail to S Line). Electric busses would meet the people where they are and solve any environmental and congestion problem at a much better cost and complexity. I am tired of trains (19th century technology) being sold as a solution for 21st century life. Electric busses solve whatever problems new development and construction train service claims it will.

Door to door only for any Apex only bussing. Make it \$1 and any Apex resident can ride from point a to point b in Apex.

To relieve traffic, there should be a downtown shuttle to and from the following:

- RDU Airport
- Cary Regional station
- Downtown Raleigh
- RTP

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

Agree with the proposed changes.

no; When Horton Ridge Road is complete, it will span all of New Hill from Horton Road to Humie Olive Road. many of the new residents of New Hill live along that corridor.

Do you have any feedback on the proposed Microtransit Guidelines?

This sounds like a good idea.

Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
Sounds like a good plan for the future. ; No additional comments.	I identify as female ; My primary language is English, or I speak and read English well
	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well ; I am or am considered to be disabled
I think this commitment to public transportation is worthwhile and a good use of funds, despite my limited use.	I am 26-64 years old; My primary language is English, or I speak and read English well ; I identify as male
	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	My primary language is English, or I speak and read English well
no	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well
I support the plan update. Apex needs frequent daily connector service to Downtown Raleigh, downtown Cary, RDU airport and strong connections to Chapel Hill and Durham.	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27502	Never	Disagree
27502	Never	Disagree
	Never	Disagree
27502	Never	Disagree
27523	Never	Disagree
27591	Never	Neutral
	Sometimes/rarely	Neutral
27597	Never	Neutral
27562	Never	Neutral
27502	Never	Neutral

Do you have any feedback on the proposed changes to the project prioritization policy?

It would be better to implement rail system to follow inner and outer belt lines with feeder rail to RDU. Existing and future bus line routes should feed to the rail system.

Mass transit does not work in areas like Apex. The current Apex bus rides around empty most of the time and is a total waste of taxpayer money. You would be better off paying for ubers for the amount of people that use it.; We need out taxes lowered and to cut out all of the nice to have programs.

There needs to be more connectivity between RDU and the network. For example linking the RDU shuttle to transit hubs or park and rides in Cary, Apex and Holly Spring's and Fuquay's via an express service. Currently Apex, Holly Springs, and Fuquay all need to connect via downtown and take between 2 and 3 hours.

More attention needs to be paid to the eastern and southern areas of wake county. More transit options are needed to connect residents within and in between communities.

I don't ride public transit because it's not available in my town.

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

Actual funding is unclear considering Federal budget cutting

We need our taxes cut and not another dog park, 'free' trees, or skate parks.

Do you have any feedback on the proposed Microtransit Guidelines?

This makes the most sense to me, but I am concerned with the cost. I would like to see the cost per mile for this service, and who will be responsible for paying it.

Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
	I identify as male; My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar ; My primary language is English, or I speak and read English well
Three billion dollars is a huge amount to spend for this. This area is historically against mass transit, and most people that are from here will not use it. Are there enough new people to make this worth while? I don't believe that there are. For example, the bus route in Apex. Every time I see the bus it is empty. This is a colossal waste of money. Please reconsider.	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well
	I am 17 years old or younger ; I identify as female ; I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander)
	I identify as female ; I am 26-64 years old; I am Hispanic, Latino, or Spanish origin of any race; My primary language is English, or I speak and read English well ; I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander)

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27502	Never	Neutral
	Never	Neutral
27562	Never	Neutral
27502	Sometimes/rarely	Neutral
27523	Never	Neutral
27502	Never	Neutral
27594	Never	Neutral
27312	Never	
27502	Never	

Do you have any feedback on the proposed changes to the project prioritization policy?

Do not support additional bonds or coats that will burden tax payers.

You are forgetting a BIG population off of Rt64, west of 540 in Apex. We need transportation to town from here, especially for Seniors living in developments who may not have adequate transportation in the future. Thank you

No

I'm not really interesting in having my tax money go towards public transportation beyond what is essential.

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

No additional bonds or burden to tax payers.

See above comments

No

Do you have any feedback on the proposed Microtransit Guidelines?

See above comments

No

Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well
See above comments	My primary language is English, or I speak and read English well ; I identify as female ; I am 65 years old
No	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
I do not agree with the proposed Apex Mobility Hub/S-line model. There has not been adequate response to how the S Elm St parking, access, facade, traffic flow will be managed. Currently, when there are any town events and even weekend church services, S Elm basically becomes a one-way street making access extremely limited and often risky.	I am 26-64 years old; I am or am considered to be disabled
	My primary language is English, or I speak and read English well ; I identify as male; I am 65 years old
	I am 26-64 years old
	I am 65 years old; I identify as male; My primary language is English, or I speak and read English well
	I identify as female ; I am 26-64 years old; My primary language is English, or I speak and read English well
	I am 26-64 years old; I identify as male; I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander); My primary language is English, or I speak and read English well

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
	Sometimes/rarely	Agree
27603	Often	Agree
27713	Often	Agree
27606	Never	Agree
	Often	Agree
27592	Never	Agree
27591	Never	Agree
27587	Sometimes/rarely	Agree
27502	Sometimes/rarely	Agree
27545	Sometimes/rarely	Agree
27713	Often	Agree
27607	Sometimes/rarely	Agree
27614	Sometimes/rarely	Agree
27591	Never	Agree

Do you have any feedback on the proposed changes to the project prioritization policy?

No

Please prioritize I-40 BRT in Tier 3. Coordinate with emergency services to build a functional emergency lane for their vehicles, as well as buses. Repave to standard lane size and move the rumble strip slightly.

None; N/A

I'm concerned that projects featuring development of passenger facilities, BRT projects, and rail track improvements are relegated to Tier 3. I feel that these are some of the most important transportation projects that could be funded, and being in Tier 3 I feel like it's setting these up for getting funding kicked down the road to "never". If we can't get an LRT or commuter rail, we should have far more BRTs than is even currently planned. And rail improvements should be a priority, unless it's the goal to steadily reduce ridership on trains through uncomfortable trips.

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

no

I would strongly encourage the funding to be tripled to 60 million over the next ten years with the local match requirement reduced to 20-25% for operating and capital projects. Because some communities like Apex might really want to invest in transit going forward, I'd also strongly encourage the 30% cap for a single applicant to be removed. I think these changes would go a long way in getting buy-in from communities that are paying the sales tax but don't see themselves in the Wake Transit Plan right now.

Do you have any feedback on the proposed Microtransit Guidelines?

no

Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
As a 6 year local of the town of Fuquay-Varina, I have watched the town sky rocket from 2017 when me and my family first moved down here. Whenever I drive through the general area of Fuquay the only thing on my mind is the potential that this town has to offer with more transit. I loved the idea of seeing a Go Transit bus running through my home town. Plans for more service to and around Fuquay will not only benefit the Triangle Transit Authority, but as well as the local businesses but part of Raleigh's greater economy. The people of Fuquay-Varina can all agree that better bus services will generate great ridership and endless possibility for the town and Raleigh.	I am 17 years old or younger ; I identify as male
I love the location of the new RTC on the north side of Hwy 54 at Wilkinson Farm Rd. The originally proposed south side of Hwy 54 would destroy too many trees.	I identify as female ; I am 26-64 years old; My primary language is English, or I speak and read English well
It's 10 years but we keep beating the growth numbers check your margins are large enough	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old; My primary language is English, or I speak and read English well ; I identify as male
While I appreciate the overall strategy, I feel that the current plan for the BRT in Raleigh has insufficient coverage even when completed. In particular, seeing high traffic along Knightdale Blvd I think the plan should attempt to incorporate a BRT with dedicated transit lanes through Knightdale to help reduce car dependancy in the area.	I am 26-64 years old; I identify as male; My primary language is English, or I speak and read English well
	I am 26-64 years old
	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27560	Never	Disagree
	Often	Disagree
27603	Never	Disagree
27529	Never	Disagree

Do you have any feedback on the proposed changes to the project prioritization policy?

Idea 1: (near term)

Invest in a high-speed rail corridor connecting major North Carolina hubs—Raleigh, Cary, RDU Airport, Charlotte Downtown, and CLT Airport—to significantly reduce travel time, boost regional connectivity, and encourage eco-friendly long-distance travel.

Idea 2: (immediate)

Enhance existing bus accessibility and visibility by partnering with rideshare platforms (like Uber or Lyft) to integrate GoTriangle and local bus services directly into their apps. This allows users to easily locate, plan, and request public transit trips through familiar technology, reducing barriers to entry and improving ridership.

Idea 3: (longer term)

Explore multi-state collaboration to develop a Southeast high-speed rail line from Atlanta to Washington, D.C., with stops in Greenville, Charlotte, Greensboro, Raleigh, and Richmond. This long-term vision supports regional economic development, reduces traffic congestion, and offers a sustainable alternative to car and air travel.

Make Duke pay their fair share in property taxes and be accountable for killing the Triangle light rail project.

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

Make Duke pay their fair share in property taxes and be accountable for killing the Triangle light rail project.

Do you have any feedback on the proposed Microtransit Guidelines?

Make Duke pay their fair share in property taxes and be accountable for killing the Triangle light rail project.

<p>Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.</p>	<p>If you have an extra minute, we'd like to learn more about you! Please select all that apply.</p>
	<p>I am 26-64 years old; I identify as male</p>
<p>there is so little additional investment in Raleigh...why? Almost all the proposed new service already exists in Raleigh...meanwhile Cary is proposed to get a Cadillac level of service...I don't understand that at all, when the riders are in Raleigh. There needs to be more investment in Raleigh on this plan.</p>	
<p>Make Duke pay their fair share in property taxes and be accountable for killing the Triangle light rail project.</p>	<p>I am 26-64 years old; I identify as male; My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar ; I represent a minority race or 2+ races (African American, Asian, South Asian, American Indian, Alaska Native, Middle Eastern, Hawaiian Pacific Islander); My primary language is English, or I speak and read English well ; I am or am considered to be disabled</p>

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27603	Often	Disagree
27587	Often	Neutral
27518	Never	Neutral

Do you have any feedback on the proposed changes to the project prioritization policy?

I don't support the I-40 BRT project, and I don't understand the basis for the project other than it being some attempt to connect to Durham to make up for the failed Commuter Rail. During most time, the congestion on I-40 does not warrant additional dedicated facilities. The solution could be an operation improvement, to increase frequencies to 15-minutes. The current ridership does not compare to the GoRaleigh routes being converted to BRT, and should first show proven high ridership before this is even considered. This is an operations solution, not a capital solution. Also it was a bit insulting by CAMPO staff to say at the RTA meeting that people who don't support the project, need more more education and information because we simply don't agree with CAMPO's push for the project.

I am disappointed at the lack of commitment to support a high-frequency network. The lack of potential routes shown in the Raleigh region is unacceptable. There are routes that are above the wake transit thresholds, and for CAMPO staff to say that 1 new frequent route is expected to be added each year is unacceptable. High frequent routes is how we build ridership, which increases support for bus service. I also question some of the potential GoCary routes. Based off the Short Range Transit Plan FY2025-FY2027, the local ridership and boardings for routes such as the 4 and 7 seem very questionable. Hopefully, the ridership has increased, but the narrative says in June 2022, there were 138 riders per day. I would hate for the prioritization to be based on geography, and that because Raleigh has frequent routes, then other places must have them, even if they have lower ridership.

I think go cary needs a route that just goes up and down cary parkway and maybe some other main cary roads every day. But mostly cary parkway.

Do you have any feedback on the proposed changes to the Community Funding Area Program Management Plan (CFA PMP):

I don't agree with the shift from 50% to 35%. I view the match as a serious commitment to changing your land use and transportation policies to support transit. There needs to be a better look at the increasing use of micro-transit as a CFA project. There is no scale in these projects, and these projects should not be getting blank checks for more operations to keep adding more expensive vehicles.

Do you have any feedback on the proposed Microtransit Guidelines?

These operators often deliberately misrepresent ridership to show only when they are active, upping the real per hour ridership. Are we going to actually use real data that fixed bus operators have to use to understand the performance and make comparisons to fixed service.

<p>Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.</p>	<p>If you have an extra minute, we'd like to learn more about you! Please select all that apply.</p>
<p>I don't support transit facilities and hubs in the suburbs, what are we creating hubs for. What is the transfer options. Often these places don't have supportive land use policies to actually create transit demand. And then municipalities like Wake Forest actually have in the code of ordinances policies to ban multi-modal solutions such as scooters. So call me skeptical that these have any utility and are dollars that should go towards operations.</p>	
	<p>I am 26-64 years old; My household receives one or more of these benefits: Medicaid, TANF, SNAP, FNS, LIEAP, or similar ; My primary language is English, or I speak and read English well</p>

What is your home zip code?	How often do you ride public transit (the bus)?	Do you agree with the proposed 2035 Wake Transit Plan 10-Year Investment Strategy (see our storymap)?
27540	Sometimes/rarely	Neutral
27603	Sometimes/rarely	Neutral
27502	Never	Neutral
27560	Sometimes/rarely	
27612	Sometimes/rarely	
27545	Sometimes/rarely	
27591	Never	
27502	Sometimes/rarely	

Do you have any feedback on the proposed changes to the project prioritization policy?

I have comments on the proposed 2035 Wake Transit Plan 10-yr investment strategy:

1. Regarding the proposed rail projects:

a. Please clarify that NCDOT Rail Division and the state are making considerable contributions to these projects - not all of the funding from the Wake Transit Plan.

b. Please take the commuter rail project off the 10-yr plan. It is hugely expensive at over \$3B; not endorsed by the state or federal governments; ridership is too low as more people are working from home and it would only serve a limited area of the county; the freight railroads control the corridor and do not want more passenger rail traffic; the freight railroads will keep driving up the project cost with more demands; Durham County does not have the funds for their part of the system; and there are technical issues in the Durham area that are extremely difficult and expensive to resolve.

2. Has NCDOT approved the plans for BRT on I-40?

3. Need more direct service to RDU from all around the county, without multiple bus changes to get there.

4. Regarding the Community Funding Area Program, pg 5/6 notes that it is budgeted for \$40M over 10 yrs. This amount should be significantly increased, and the local match significantly decreased.

5. Before spending \$3B over 10 yrs mainly on bus projects:

a. Has GoTriangle and CAMPO determined how to get people out of their cars to use the increased bus service? With gas cheap and parking costs low, how to get people to take public transportation?

b. What ridership studies have been performed to substantiate the expenditure of \$3B on bus projects? More people are working from home or drive their cars to work. Bus ridership has not reached the pre-pandemic levels yet.

More rail

More focus should be on rail solutions than buses






Please share any additional feedback regarding the 2035 Wake Transit Plan 10-Year Investment Strategy.	If you have an extra minute, we'd like to learn more about you! Please select all that apply.
<p>I have comments on the proposed 2035 Wake Transit Plan 10-yr investment strategy:</p> <ol style="list-style-type: none"> <li>1. Regarding the proposed rail projects: <ol style="list-style-type: none"> <li>a. Please clarify that NCDOT Rail Division and the state are making considerable contributions to these projects - not all of the funding from the Wake Transit Plan.</li> <li>b. Please take the commuter rail project off the 10-yr plan. It is hugely expensive at over \$3B; not endorsed by the state or federal governments; ridership is too low as more people are working from home and it would only serve a limited area of the county; the freight railroads control the corridor and do not want more passenger rail traffic; the freight railroads will keep driving up the project cost with more demands; Durham County does not have the funds for their part of the system; and there are technical issues in the Durham area that are extremely difficult and expensive to resolve.</li> </ol> </li> <li>2. Has NCDOT approved the plans for BRT on I-40?</li> <li>3. Need more direct service to RDU from all around the county, without multiple bus changes to get there.</li> <li>4. Regarding the Community Funding Area Program, pg 5/6 notes that it is budgeted for \$40M over 10 yrs. This amount should be significantly increased, and the local match significantly decreased.</li> <li>5. Before spending \$3B over 10 yrs mainly on bus projects: <ol style="list-style-type: none"> <li>a. Has GoTriangle and CAMPO determined how to get people out of their cars to use the increased bus service? With gas cheap and parking costs low, how to get people to take public transportation?</li> <li>b. What ridership studies have been performed to substantiate the expenditure of \$3B on bus projects? More people are working from home or drive their cars to work. Bus ridership has not reached the pre-pandemic levels yet.; What is the schedule for the 2035 Wake Transit Plan to be adopted?</li> </ol> </li> </ol>	
	I am 26-64 years old; I identify as female ; My primary language is English, or I speak and read English well



# PHASE 3 ENGAGEMENT – EMAILS

**April 24, 2025 – Comments from Austin Stanion, GoTriangle, [AStanion@gotriangle.org](mailto:AStanion@gotriangle.org)**

Regarding the microtransit guidelines, I think this is going to be a challenge for many Microtransit programs. I'd recommend the guidelines set a goal for average wait time, and use actual average wait times from partners currently operating Microtransit as a reference.

---

**May 28, 2025 – Comments from Scott Levitan, Research Triangle Foundation, [levitan@rtp.org](mailto:levitan@rtp.org)**

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 28, 2025 – Comments from Matt West, PE, Dewberry, [mwest@Dewberry.com](mailto:mwest@Dewberry.com)**

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 28, 2025 – Comments from Matthew J. Waligora, Martin Marietta, [matt.waligora@martinmarietta.com](mailto:matt.waligora@martinmarietta.com)**

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

**May 29, 2025 – Comments from John M. Boylan, The Spectrum Companies**

[JBoylan@SpectrumCos.com](mailto:JBoylan@SpectrumCos.com)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 29, 2025 – Comments from Mark Lawson, Cary Chamber of Commerce**

[mlawson@carychamber.com](mailto:mlawson@carychamber.com)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

These initiatives are critical to our community and the entire region.

Thanks again to each of you for your tireless efforts to bring about constant improvements in transportation.

---

**May 29, 2025 – Comments from Cheryl R. Howard, MSPH, Howard Consulting, LLC**

[choward@howardconsultingllc.org](mailto:choward@howardconsultingllc.org)

Thank you for the opportunity to comment.

Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 29, 2025 – Comments from Greg S. Purvis, PE, Wetherill Engineering**

[GPurvis@wetherilleng.com](mailto:GPurvis@wetherilleng.com)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

Thanks for all your hard work improving transportation in the Triangle area.

**May 29, 2025 – Comments from Yovannie Rodriguez, Esq. A.A.E, Raleigh-Durham Airport Authority** [yovannie.rodriguez@rdu.com](mailto:yovannie.rodriguez@rdu.com)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 29, 2025 – Comments from Michael Haley, Raleigh Chamber of Commerce** [mhaley@raleighchamber.org](mailto:mhaley@raleighchamber.org)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 30, 2025 – Comments from Dennis Edwards, Greater Raleigh Convention and Visitors Bureau** [dedwards@visitraleigh.com](mailto:dedwards@visitraleigh.com)

The Greater Raleigh Convention & Visitors Bureau strongly supports the proposed Wake Transit 2035 plan, including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the Lenovo Center area, and a funding pool to accelerate targeted regional rail investments and service. Wake County had 18.5 million visitors who generated \$3.2 billion in direct spending in 2023 and generated \$307 million in state and local tax revenues. We are investing millions of dollars in tourism infrastructure throughout the county over the next five years which will bring in additional visitation year-round and have a positive economic impact for the region. In order for our past and future tourism investments to be successful, it is critical we give our visitors easy access to our various points of interest and the Wake Transit 2035 plan will help do that. We encourage rapid implementation by regional transit partners and the NCDOT.

---

**May 30, 2025 – Comments from Adrienne Cole, The Greater Raleigh Chamber of Commerce** [acole@raleighchamber.org](mailto:acole@raleighchamber.org)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

**May 30, 2025 – Comments from Joe Milazzo II, PE, Regional Transportation Alliance**

[Joe@letsgetmoving.org](mailto:Joe@letsgetmoving.org)

Great speaking with you earlier this week, and thank you for the opportunity to comment.

As the voice of the regional business community on transportation for more than two decades, RTA has focused extensively on advancing the progress of rapid transit across our market.

Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service.

We encourage rapid implementation by regional transit partners and NCDOT.

One “granular” request for your team’s consideration: To the extent that there is any flexibility in the plan, we would suggest incorporating or denoting as BRT at least the Harrison Avenue portion of the Cary north-south Harrison-Kildaire BRT corridor in the 10 year plan, perhaps as a “BRT light” corridor. In addition to current and future development along Harrison, that section will link I-40 and RDU Airport with Downtown Cary and the multimodal center/intercity rail station. Our understanding is that only the portion from Maynard to I-40, just over 2 miles, would be likely for dedicated lanes or significant queue jumps, so hopefully at least a BRT light corridor from Downtown Cary to I-40 would be deliverable in the plan.

The regional business community is grateful for the work of each of our regional transit partners in making the accelerated progress of Wake Transit a reality.

---

**May 30, 2025 – Comments from Bryan Fox, IOM, Durham Chamber of Commerce**

[BFox@durhamchamber.org](mailto:BFox@durhamchamber.org)

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 30, 2025 – Comments from Annie Drees, Holly Springs Town Councilmember**

[annie.drees@hollyspringsnc.gov](mailto:annie.drees@hollyspringsnc.gov)

Thank you for the opportunity to comment. Holly Springs strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

I also appreciate your presence at the Holly Springs Farmers Market last weekend to share details of the new plan. I am excited to see the increase in connectivity to our community.

---

**May 30, 2025 – Comments from Susan Amey, CDME, Discover Durham**

[susan@discoverdurham.com](mailto:susan@discoverdurham.com)

Thank you for the opportunity to comment.

We may be outside of Wake County, but we know in Durham that connecting our region with forward-thinking transit plans is critical for our broader community's prosperity. Discover Durham and Durham Next support the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**May 31, 2025 – Comments from Aaron M. Nelson, IOM, The Chamber For a Greater Chapel Hill-Carrboro** [anelson@carolinachamber.org](mailto:anelson@carolinachamber.org)

Thank you for the opportunity to comment.

Please include The Chamber for a Greater Chapel Hill-Carrboro among the organizations that support the proposed Wake Transit 2035 plan – including new freeway BRT along I-40 and an RDU airport exchange station over I-40, and we encourage rapid implementation by regional transit partners and NCDOT.

---

**June 3, 2025 – Comments from Craig Albanese, MD, MBA, Duke University Health System** [craig.albanese@duke.edu](mailto:craig.albanese@duke.edu)

Wake leadership,

Thank you for the opportunity to comment. Our organization strongly supports the proposed Wake Transit 2035 plan – including new freeway BRT along I-40, an RDU airport exchange station over I-40, a BRT extension that would directly serve the arena/stadium area, and a funding pool to accelerate targeted regional rail investments and service – and we encourage rapid implementation by regional transit partners and NCDOT.

---

**Appendix B:**  
**Event Summaries**

## **Summary Worksheet for Public Events & Activities**

**Date: 5/03/2025**

**Location: Peakfest, Downtown Apex**

**Staff/Partners Present: Steven Mott (CAMPO), Suvir Venkatesh (CAMPO), Three Oaks Staff, Apex Staff**

**Time set-up at event: Three Oaks set up at 9am and staffed til 11. Steven was there from 11-1 and Suvir was there from 1-3.**

**Indoor/Outdoor: Outdoor**

**Weather conditions of note: Sunny, Clear**

**Site conditions of note: Pop-up hosted in the Town of Apex's Planning Department tent, located opposite of a music stage. The location was very popular but made discussions with the public very difficult due to the overwhelming noise from the stage. Being hosted in the Town of Apex tent offered cross-appeal due to GoApex being a large focus.**

**General description of the people at the event: The crowd was not very observably diverse outside of a range of ages being present. Estimates for overall attendance at Peakfest were around 22,000 people.**

**Questions/comments you heard from attendees: Attendees were very interested in transit, but the majority of them have not tried to ride transit and many had not heard of Wake Transit (or even GoApex for that matter). Most discussions with the public were focused on issues directly related to the Town of Apex, rather than broader transit and transportation topics.**

**Things we should know/do/keep in mind for future events: Proximity to areas of festivals that may be loud and provide a difficult environment for conversation.**

## **Summary Worksheet for Public Events & Activities: Apex**

**Date:** 5/3/2025

**Location:** PeakFest, Apex

### **Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago
- CAMPO – Suvir Venkatesh
- Local Partner: Shannon Cox

**Time set-up at event:** 9:00 am – 11:00 am (11:00 am-1:00 pm, CAMPO)

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Excellent

**Site conditions of note:** N/A

### **General description of the people at the event:**

Event was a joint effort to receive public feedback on various proposals for the Town of Apex. Wake Transit shared a table with GoApex to provide information and receive public input on whether they agree or disagree with the Wake Transit Plan. Most attendees were residents of Apex and surrounding towns – approximately 75 people attended.

### **Questions/comments you heard from attendees:**

Most questions from the public centered around new/potential rail and bus service to Apex and popular destinations, including rail stations, hospitals, and the airport. Overall, comments were positive regarding transit expansion. Still, many attendees wished there was a projected service connection between Apex and major employers, such as the University of North Carolina (UNC) and Duke University Hospitals, as well as Research Triangle Park (RTP). Many attendees took bookmarks to review the website and provide input.

### **Things we should know/do/keep in mind for future events:**

Attendees were confused about the difference between the Wake Transit Plan and other initiatives, such as the local bus service, since the materials were on the same table. Unless they were prompted to do so, attendees did not voluntarily write and add feedback to the comment box.

### **Feedback:**

- **Agree:** 8
  - People focus vs vehicle focus
  - Just add a stop in Apex!
  - Would like to see public transit to and from big employers like UNC Chapel Hill Hospitals and Duke Hospitals and RTP for commuting to and from work
  - More public transit connecting the area is critical!

- **Disagree: 1**
  - Must have a stop at the airport.
  
- **Neither Agree or Disagree or Partial: 1**
  - Agree with the Connect All Communities if it connects to Fuqua
  
- **General Comments**
  - The GoCary and GoApex buses go from Town Hall to Town Hall, but I would like to see stops in Fuqua and Holly Springs.
  - Connect to Apex! Increase our opportunities for public transportation to Raleigh.
  - Need bus service to airport.
  - We'd love the 80-20 match for the CFA.
  - Fix the potholes.

## **Summary Worksheet for Public Events & Activities: Cary**

**Date:** 5/10/2025

**Location:** Ritmo Latino, Cary

**Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago
- CAMPO: Steven Mott

**Time set-up at event:** 3:00 pm – 5:00 pm (1:00 pm – 3:00 pm, CAMPO)

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Excellent

**Site conditions of note:** N/A

**General description of the people at the event:**

Event was held to receive public feedback on various proposals for the town of Cary. Wake Transit shared a table with GoCary to provide information and receive public input on whether they agree or disagree with the Wake Transit Plan. Most attendees were residents of Wake County and part of the Spanish-speaking community. Interacted with approximately 30 participants.

**Questions/comments you heard from attendees:**

Comments overall were positive toward transit expansion, with most attendees agreeing that any expansion of public transit in the area is good and necessary. Most questions centered on potential connections to Cary and the airport, as well as expansions to the rail service. Many attendees took fliers, bookmarks, and other materials to review at home and provide input.

**Things we should know/do/keep in mind for future events:**

Many attendees were unaware of the Wake Transit Plan. The materials geared towards children were popular at this event, attracting attendees to the table. Unless prompted to do so, attendees did not voluntarily write and add feedback to the comment box; however, they were willing to share their comments once engaged by the staff.

**Feedback:**

- **Agree:** 9
  - Would like a connection to Apex
  - We should have more transit in Wake County
  - We need more transit
  - Any expansion is good, but needs to connect to the airport.
  - This is a good idea for the citizen and people who don't have their own transport, like the old or young.

- Agree with being able to have more accessible public transport. (Comment provided in Spanish)
- **Disagree: 0**
- **Neither Agree or Disagree or Partial: 2**
  - Agree with everything except trains. Tracks are mostly privately owned, must work around cargo trains, and since Amtrak can't operate well, how can Wake County? Trains also cannot be expanded easily or quickly.
  - More bus security in Downtown Raleigh is needed.

## **Summary Worksheet for Public Events & Activities**

**Date:** May 31, 2025

**Location:** Garner, Amazon Distribution Center

**Staff/Partners Present:** Will Anderson, Kimley-Horn

**Time set-up at event:** 5:00pm-6:30pm

**Indoor/Outdoor:** Indoor

### **Weather conditions of note:**

Raining outside but did not impact engagement. All engagement was held indoor, and all amazon employees were indoors.

### **Site conditions of note:**

Location was set up outside of the break room in the Amazon facility. Heavy traffic from employees.

### **General description of the people at the event:**

Only Amazon employees. Were able to visit the table during their shift changes.

### **Questions/comments you heard from attendees:**

- Asked for increased frequency of existing bus routes in Wake County
- Would like to see a direct bus connection to the Amazon Fulfillment Center
- HR coordinator mentioned many employees asking for Amazon to cover the costs of uber/lyft charges to get to the fulfillment center. Amazon's policy does not cover these costs. Expanding transit services to connect to the fulfillment center would help these employees.
- Multiple employees mentioned having to walk home since there are no bus services in the area
- More bus stops in Apex
- Expand train services to connect to Fuquay-Varina and Garner
- Improved access to bus services in Fuquay-Varina and Garner. Include a stop at the fulfillment center
- Program a bus stop at White Oak Crossing in Garner. Would provide better access to fulfillment center and local commercial spaces.

### **Things we should know/do/keep in mind for future events:**

Employees asked us to come back on a weekday to give other shift teams a chance to participate. Most people are very indifferent and just wanted to determine why we were there. The giveaways and the QR code handout were popular.

## **Summary Worksheet for Public Events & Activities: GoRaleigh**

**Date:** 5/15/2025

**Location:** GoRaleigh Station, Raleigh

**Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago, Adrienne Lambert

**Time set-up at event:** 7:00 am – 9:00 am

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Excellent

**Site conditions of note:** Normal

**General description of the people at the event:**

The event was held to receive public feedback on the updated Wake Transit Plan. Wake Transit set up a table to provide information and receive public input on whether they agree or disagree with the Wake Transit Plan. Most attendees were residents of Raleigh and bus riders, with approximately 130-150 people in attendance.

**Questions/comments you heard from attendees:**

Comments were overall positive towards transit expansion, with most attendees agreeing that improvements to the transit system are desirable and beneficial. Most questions and comments centered around bus service issues such as a need for better services for the handicapped, improved communication about services offered, improved safety at bus stops, more frequent services, especially on the weekends, better cleanliness and sanitation, and more shelters. The disagreements centered on the desire for more trains and concerns about affordability with the new plan. A few attendees took printed materials to review at home.

**Things we should know/do/keep in mind for future events:**

Many attendees at this location were familiar with the transit system and were interested in learning more about the proposed improvements and in providing feedback about the service. The promotional items were very popular at this event, attracting attendees to the table where they were informed about the Wake Transit Plan, and most were willing to provide their feedback and comments.

**Feedback:**

- **Agree:** 47
  - Transit is doing a good job
  - Need more regular buses on the weekends
  - Need more routes at night
  - Need more stops in more places
  - If you live far, you can miss the bus and must wait a long time

- Need more shelters out of the rain
  - This is a good system for the homeless and the poor
  - The screens on the buses do not display the time often enough
  - The old cloth seats are unsanitary and need to be replaced with seats that can be cleaned
  
- **Disagree: 3**
  - Disagree, need more trains
  - Disagree with the approach if it means they are going to start charging more or get rid of the card
  
- **Neither Agree or Disagree or Partial: 0**
  
- **General Comments:**
  - Need better service for the handicapped, as they are often left on the side of the road
  - Need better customer service by the drivers; drivers are often rude to riders
  - Need more buses
  - Need new buses
  - Need to go to new places
  - Need earlier service in RTP
  - Need improved safety at the stops
  - Need better communication of services offered

## **Summary Worksheet for Public Events & Activities: Holly Springs**

**Date:** 5/24/2025

**Location:** Holly Springs Farmer's Market, Holly Springs, NC

**Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago

**Time set-up at event:** 8 am – 10:30 am

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Excellent

**Site conditions of note:** N/A

**General description of the people at the event:**

The event was an effort to provide information and receive public feedback on the Wake Transit Plan from the residents of Holly Springs. Wake Transit set up a table at the Farmer's Market to educate and receive public input on whether they agree or disagree with the Wake Transit Plan. Most attendees were residents of Holly Springs and surrounding towns – approximately 50 attended.

**Questions/comments you heard from attendees:**

Most questions centered around expanding service to Holly Springs and other options such as light rail or high-speed trains. Overall, comments were positive regarding any transit expansion, but many attendees wished for a projected service connection to Holly Springs and more transit options. Many attendees took materials to review the website and provide input.

**Things we should know/do/keep in mind for future events:**

Attendees were not familiar with the Wake Transit Plan but were very interested in learning about it. Unless prompted to do so, attendees did not voluntarily write and add feedback to the comment box. At this event, participants were eager to learn about the plan and shared their feedback verbally. Only a few participants shared their written comments.

**Feedback:**

- **Agree: 2**
  - I like how you added more stops
  - I agree with the expansion, if done correctly. I disagree with a light rail because it's too expensive.
- **Disagree: 1**
  - Disagree with the approach; we need light rail.

- **Neither Agree or Disagree or Partial: 0**

- **General Comments:**

- Need more options in Holly Springs besides weekday bus service
- It is a struggle to get transportation from Durham to Raleigh for the homeless. Taking transit to work is difficult due to the numerous connections and switches that must be made.
- I would like Holly Springs to be included in the bus plan. We need public transportation here.

## **Summary Worksheet for Public Events & Activities: Morrisville Spring Fest**

**Date:** 5/17/2025

**Location:** Springfest, Morrisville, NC

### **Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago
- CAMPO: Suvir Venkatesh
- Local Partner: Bret Martin

**Time set-up at event:** 12:00 pm – 2:00 pm (10:00 am-12:00 pm)

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Rainy, then good but windy

**Site conditions of note:** N/A

### **General description of the people at the event:**

Event was a joint effort to receive public feedback on various proposals for the town of Morrisville. Wake Transit shared a table with the Morrisville Smart Shuttle Service to provide information and receive public input on whether they agree or disagree with the Wake Transit Plan. Most attendees were residents of Morrisville and surrounding towns – approximately 200 people attended.

### **Questions/comments you heard from attendees:**

Most questions centered around the idea of adding new and potential rail service to Morrisville and popular destinations, including the airport and local universities. Overall, comments were positive toward Transit expansion, but many attendees wished there was a projected service connection to Morrisville. Some participants expressed skepticism about the completion of the proposed plan and its funding. Many attendees took materials to review the website and provide input.

### **Things we should know/do/keep in mind for future events:**

Attendees were unfamiliar with the Wake Transit Plan but showed great interest in learning about rail service and its expansion. Unless prompted to do so, attendees did not voluntarily write and add feedback to the comment box. Therefore, staff engaged the public to obtain the desired feedback. At this event, very few participants expressed interest in sharing their views on whether they agreed or disagreed with the Wake Transit Plan.

### **Feedback:**

- **Agree:** 2
- **Disagree:** 1
  - The plan doesn't benefit the people of Morrisville. Safe and free transport to the local universities and airports (both RDU and Charlotte) with high-speed trains would be more useful.

- **General Comments:**

- Some participants disagreed with the approach to rail service because they wanted to see specific stops and service to and from Morrisville.
- Some participants expressed skepticism regarding the completion of the proposed plan and its funding.
- Most participants agreed with any expanded transit for the area.

## **Summary Worksheet for Public Events & Activities**

**Date:** May 15, 2025

**Location:** NC State University (363 Dan Allen Dr.)

**Staff/Partners Present:** Brian Graham, Kimley-Horn

**Time set-up at event:** 7:30am-9:00am

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:**

Cloudy morning with occasional light rain.

**Site conditions of note:**

The table was set up adjacent to a well trafficked bike route named the Rocky Branch Trail during the City of Raleigh's Bike to Work Day. The engagement table was set next to a biker's pit stop with signs directing bikers and pedestrians to the tables.

**General description of the people at the event:**

Most people interacted with were bikers commuting to work. Most often also use the transit system to get around and seemed familiar with the system's existing routes.

**Questions/comments you heard from attendees:**

- Will this improve the transit system's connection to the airport?
- The NC State to North Hills connection is expected to be well trafficked
- Is there a Gorman Street to Downtown connection?
- How will changes to routes be communicated?
- Is there any additional plans to expand to the southeast of Raleigh instead of primarily to the West?
- Will there be an Umstead Park connection?
- Does this consider other systems such as Go Cary and the Wolfline

**Things we should know/do/keep in mind for future events:**

All of the participants from this engagement event were participants in Raleigh's Bike to Work Day, as such this group may not be representative of the entire population of this area.

## **Summary Worksheet for Public Events & Activities**

**Date: 5/10/2025**

**Location: Ritmo Latino Festival, Academy St., Cary**

**Staff/Partners Present: Steven Mott (CAMPO), Ana (Three Oaks Staff), Fabian (GoCary Staff)**

**Time set-up at event: CAMPO set up at 1 and staffed til 3, Four Oaks staffed from 3-5**

**Indoor/Outdoor: Outdoor**

**Weather conditions of note: Sunny, Clear**

**Site conditions of note: The tent was located away from the main stage, which was very helpful for engaging with the community due to lack of loud environmental distractions.**

**General description of the people at the event: The festival focuses on highlighting and celebrating the culture and people from Latin America. The crowd was very diverse on all observable accounts. Staff engaged with approximately 200 people. It was remarked by several festivalgoers that the attendance was much lower than typical, likely due to current political circumstances.**

**Questions/comments you heard from attendees: Attendees were very engaged in transit and the growth of transit in Cary. Many had ridden GoCary or other transit systems in Wake County. They expressed disappointment in the pivot away from prioritizing commuter rail but were excited about the potential for BRT throughout Cary and Wake County in the 2035 Wake Transit investment strategy. People were disappointed about rail not being as big of a priority. Some also commented and asked about the light rail situation in Durham and Orange Counties. People who hadn't ridden transit were excited to try it out. Having a big sign highlighting the Downtown Cary Loop was very beneficial to this, as it is very popular (at least in concept, unsure about specific ridership figures for the Downtown Cary Loop at this time, though GoCary ridership has been increasing overall). Many are excited about transit growth for congestion management purposes.**

**Things we should know/do/keep in mind for future events: N/A**

## **Summary Worksheet for Public Events & Activities**

**Date: 5/10/2025**

**Location: RTC, GoTriangle, RTP**

**Staff/Partners Present: Steven Mott (CAMPO), Suvir Venkatesh, Ana Santiago (Three Oaks Staff), Adrienne Lambert (Three Oaks)**

**Time set-up at event: Set up at 6:45am and staffed til 9am**

**Indoor/Outdoor: Outdoor**

**Weather conditions of note: Sunny, Clear**

**Site conditions of note: Nothing particular of note.**

**General description of the people at the event: The general population were commuters coming into RTP or transferring.**

**Questions/comments you heard from attendees: There were not a lot of questions of comments from people present. There were not many people there, and those that were present were not typically interested in engaging.**

**Things we should know/do/keep in mind for future events: I believe it is important to capture this type of transit ridership, this was not a successful event that I would recommend doing again due to the lack of people there. It was very empty and sparse. Ana and Adreinne were amazing, and I would work any event with them again!**

## **Summary Worksheet for Public Events & Activities: RTC**

**Date:** 5/22/2025

**Location:** Regional Transit Center, Durham, NC

### **Staff/Partners Present:**

- Three Oaks Engineering: Ana Santiago, Adrienne Lambert
- CAMPO: Suvir Venkatesh, Steven Mott
- Local Partner: Robert Hayes

**Time set-up at event:** 7:00 am – 9:00 am

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:** Excellent

**Site conditions of note:** N/A

### **General description of the people at the event:**

The event aimed to provide information and gather public feedback from passengers at the Regional Transit Center. Wake Transit set up a table to educate and receive public input on whether they agree or disagree with the Wake Transit Plan – approximately 25 people attended.

### **Questions/comments you heard from attendees:**

Participation at this location was generally passive, but we received feedback about the need for buses to run later in the evening and early hours of the morning, as well as about transit service to Morrisville and the airport. Many attendees took materials to review the website and provide input.

### **Things we should know/do/keep in mind for future events:**

Most attendees were unfamiliar with the Wake Transit Plan but were interested in learning more about it. In general, attendees at this location did not approach the table or add any feedback to the comment box. The project team needed to move around the stops to engage the public. At this location, participants did not express interest in sharing whether they agreed or disagreed with the Wake Transit Plan.

### **Feedback:**

- **Verbal Comments:**
  - I agree and am happy that the BRT goes to Morrisville. Morrisville doesn't show up on the GoTriangle map. It would be good to have service from North Hills to RDU.

## **Summary Worksheet for Public Events & Activities**

**Date:**

5/5/2025

**Location:**

Renaissance Centre, Wake Forest

**Staff/Partners Present:**

CAMPO – Ben Howell from Wake Transit Team

**Time set-up at event:**

4:30pm – 7:30pm

**Indoor/Outdoor:**

Indoor

**Weather conditions of note:**

N/A

**Site conditions of note:**

N/A

**General description of the people at the event:**

Event was held to receive public feedback on proposals for tolling US 1. Wake Transit had table set up to provide information and publicize public engagement period for Wake Transit Plan. Majority of attendees were residents of Wake Forest – approximately 150 attended.

**Questions/comments you heard from attendees:**

Most questions centered around potential rail service and Wake Transit investment in rail. Comments were overall positive towards Transit, with many attendees taking copies of Executive Summary and stating they will review website and provide input.

**Things we should know/do/keep in mind for future events:**

## **Summary Worksheet for Public Events & Activities**

**Date:** May 3, 2024

**Location:** Wake Forest, NC Meet in the Street Festival

**Staff/Partners Present:** Ross Whipkey, Kimley-Horn

**Time set-up at event:** 12:00pm-2:00pm

**Indoor/Outdoor:** Outdoor

**Weather conditions of note:**

Beautiful day, slight wind made the poster hard to display but the tent helped offset challenges.

**Site conditions of note:**

Location was slightly easy to miss as it was a free standing tent in a parking lot with the bike rodeo.

**General description of the people at the event:**

Wide range of people interacted with. Some regular transit users, some familiar, and many unfamiliar with Wake Transit.

**Questions/comments you heard from attendees:**

The bulk of the questions pertained to the S-Line. Some people asked about if certain fixed route locations were being considered. A majority of people to engage were excited and took a survey card to share thoughts. Generally, people just wanted to stop by quick and hear about it without many comments.

**Things we should know/do/keep in mind for future events:**

Some form of an activity would be helpful to facilitate conversation. Most people are very indifferent and just wanted to hear what was going on but an activity to elicit feedback could help. The giveaways and the poster were nice and effective for what it was.