



**2035 Wake Transit Plan Update
Phase 1 Engagement Presentation**



Wake Transit Plan

- **Wake Transit Plan is a revenue stream for public transportation investment**
 - Voters approved funding package in 2016
 - Started collecting taxes and fees in April 2017
 - Wake Transit Plan started funding new transit service in August 2017
- **Wake Transit Plan is updated every four years**
 - Community and stakeholder preferences and priorities
 - Financial and technical data about performance and outcomes



State of the Plan

- Wake Transit Plan revenues have been consistently strong
 - Raised nearly \$750 million to date (2017 – 2023)
- The Wake Transit Plan is expected to raise another \$700 million to \$1 billion over next ten years (2024 – 2035)
- **What are your transit priorities for the next ten years?**



State of the Plan

April 2024

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

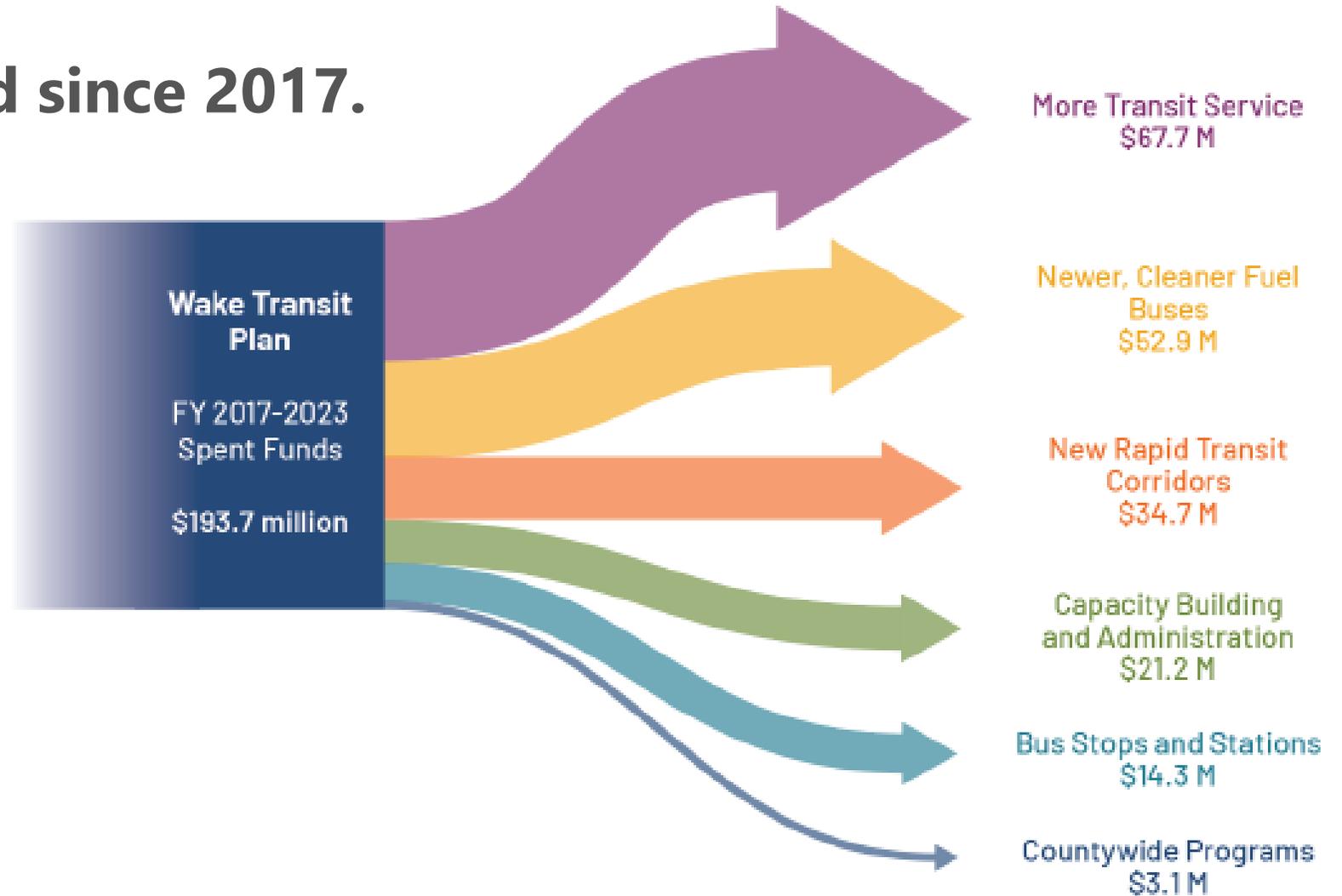


Raleigh

Wake Transit Plan

\$200 million invested since 2017.

Funding for more bus service began in 2017 – with more service on weekends, in the evenings, and more frequent bus routes.

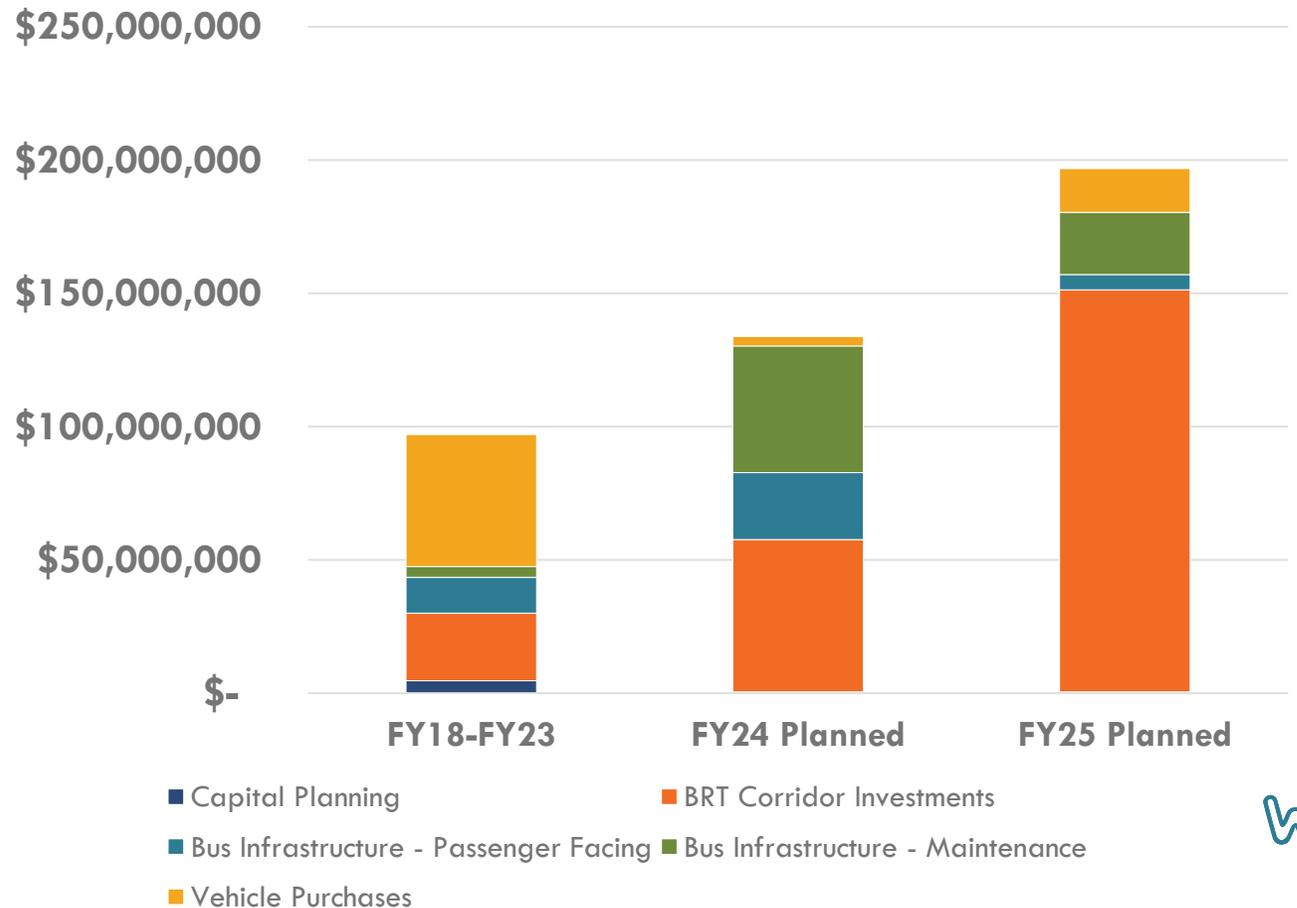


Wake Transit Plan

\$350 million will be spent in next few years.

Major projects include:

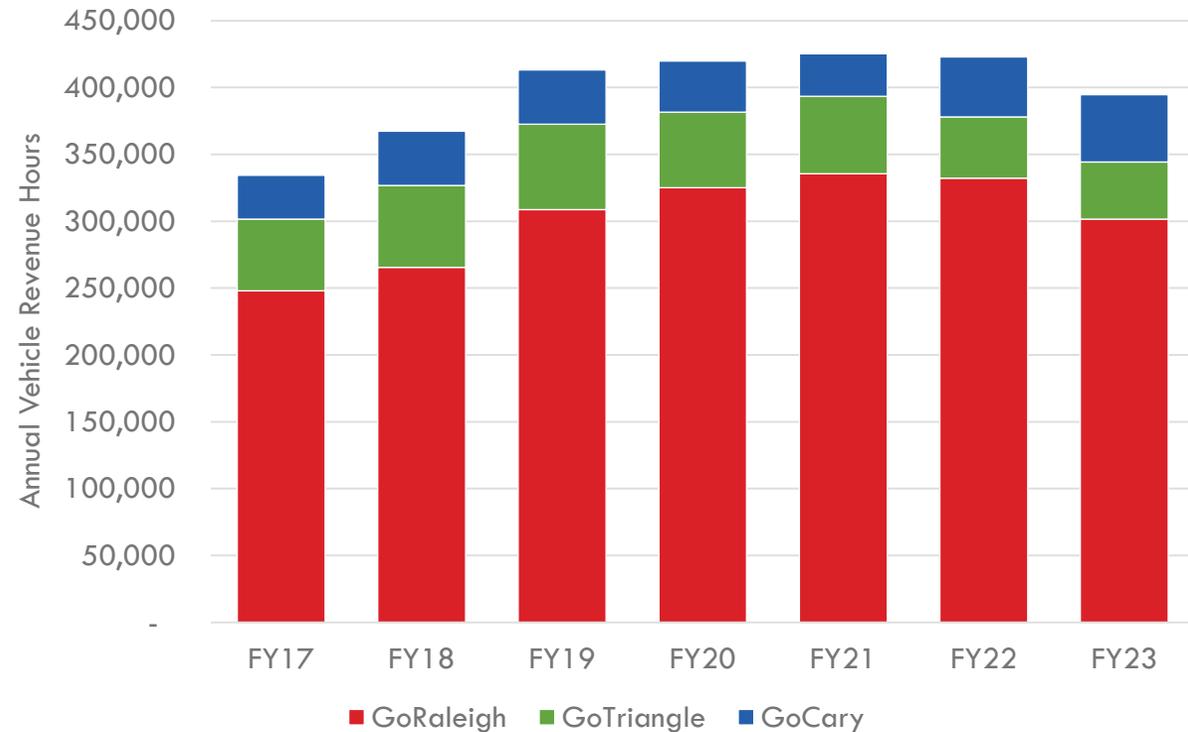
- New Bern BRT
- Design Southern BRT
- Design Western BRT
- GoRaleigh/GoWake Access ADA Maintenance Facility and Call Center
- Cary Multimodal Center
- RUS Bus



Wake Transit Plan

Strengths and Success: **Bigger, more convenient bus network**

- More weekend service
- More evening service
- More frequent routes
- New bus routes
- New transit service models



Wake Transit Plan

Newer, Cleaner Vehicles

- Since 2016, the Wake Transit Plan has purchased 137 vehicles
- Average transit bus in Wake County is ~6 years old
- 80% of all transit fleet vehicles are using clean fuel technology

Bigger, More Convenient Network

- Increasing access to transit for more of Wake County residents. People within $\frac{3}{4}$ mile of transit to double by 2027
- Frequent service
- Later service
- More weekend service

More Comfortable, Safer Facilities for Passengers

- New and improved bus stops
- Raleigh Union Station Bus (RUSBUS)
- GoTriangle Regional Transit center
- Cary Multimodal Center
- Park and Rides

Wake Transit Plan

Staffing, Capacity, and Financial Health

- 10% of Wake Transit funds spent to date have been spent on management of the program
- Public engagement
- Ensuring financial compliance
- Investing unspent funds wisely to earn revenue

Community Based Programs

- Funding to support local transit options in 11 Wake County Towns and RTP
- 15 grants awarded for planning assistance, capital projects, and service operations
- Funding local service in Apex, Morrisville, and Wake Forest

Bus Rapid Transit (BRT)

- Four corridors in Raleigh running north, south, east, and west
- 22 miles of BRT across Raleigh
- Dedicated stations and roadway improvements
- Frequent, fast, reliable service

Wake Transit Plan

Four Big Moves



Connect Regionally

- New Commuter Rail
- Work with Existing and Planned Train Service
- More Regional Bus Service



Connect all Wake County Communities

- More Connections to Raleigh, Cary, and RTP
- More Town to Town Bus Service
- Funding to Towns



Create Frequent, Reliable, Urban Mobility

- Bus Only Lanes
- More Night and Weekend Service
- More Frequent Bus Service



Enhance Access to Transit

- Improve Amenities at Bus Stops
- Make Sidewalks, Crosswalks, and Bike Lanes
- Expand On-Demand Transit Program

Outreach Phase I



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Purpose

The Content

What is being shared?

- **Wake Transit Plan** progress since 2016
- Collected nearly **\$750 million**
- Anticipated to generate **\$700 million** to **\$1 billion**
- **What improvements should we be investing in over the next 10 years?**

The Materials

How is it being shared?

- **Pop-up events and public meetings/workshops**
- **Public-facing technical presentation**
- **Social media** advertisements
- **Print materials** for email distribution

The Message

What is the ask?

- **Stakeholders** will receive information, participate in the survey, provide feedback and assist in the distribution of information and outreach materials
- **The Public** will receive information, participate in the survey, and provide feedback

Purpose and Goals

- Raise awareness of WTP
- Presentation Content
- Report Card
- Rack Cards
- Flyer
- Social Media Post
- Pop-Up Activity
- SWAG



Rack Cards

Use: Quick hand out to folks at pop-up events, directing them to the website and survey

Features:

- GoForward URL
- Survey QR Code
- English and Spanish



Flyers

Use: Provides more detailed information for specific event or engagement activity.

Flyer Types:

- Public meeting
- Online survey
- Pop-up event

Editable format available in Illustrator



Social Media Posts

Use: Boost engagement for meetings, surveys, or other project related information.

Types:

- Facebook
- X or Twitter
- Instagram

**Editable format available in Illustrator*

Facebook Example

Facebook Example

My Profile
News Feed 16
Friends
Groups 1
Market 3
Events 17
Games
Bookmarks
More ...

What would you like to share?

Evelyn on Vacation Bali, Indonesia
Life is better by the pool :) Enjoying sunset together with @Andrew

Join us for our public meeting!

The Wake Transit Plan is a transit investment strategy for improving and expanding transit service across Wake County. There is an estimated \$700 million available for projects over the next 10 years. Your responses will help identify community needs and transit priorities. For more information and to follow the Plan Update process, visit:
<https://www.GoForwardNC.org/GetInvolvedWake>

When?
Thursday, May 16th
6:00 PM - 8:00 PM

Where?
Chavis Community Center
505 Martin Luther King Jr Blvd

Join us at a pop-up event!

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When?
INSERT DATE
INSERT TIME

Where?
INSERT LOCATION

Friends Online
Smiling Belinda
Evelyn on Vacation
Charming Andrew
Young Christina
Lady Anna
Anonymous
Relaxed Enya
Happy Chrissy

Pop-Up Activity

To leverage community event or high-priority locations to engage transit riders.

Materials:

- In-Person Activity Board & Dots
- Info Board
- State of the Plan
- Report Card
- Rack Cards
- SWAG



Public Meeting and Pop-Up Events

WAKE TRANSIT PLAN

AROUND THE COMMUNITY

We want to hear from you!

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RALEIGH BIKE BANAZA

Friday, May 3 | 4:00 PM - 7:00 PM

RALEIGH ASIAN AMERICAN FESTIVAL

Saturday, May 18 | 11:00 AM - 4:00 PM

APEX PEAKFEST

Saturday, May 4 | 9:00 AM - 5:00 PM

MORRISVILLE SPRINGFEST

Saturday, May 18 | 2:00 PM - 6:00 PM

WAKE FOREST MEET IN THE STREET

Saturday, May 4 | 10:00 AM - 4:00 PM

GARNER CAREER EXPO

Saturday, June 8 | 10:00 AM - 4:00 PM

ZEBULON SPRING CONCERT SERIES

Friday, May 10 | 6:00 PM - 9:00 PM

MORRISVILLE BIKE RODEO

Saturday, June 8 | 10:00 AM - 12:00 PM

WENDELL NEIGHBORHOOD CLEAN-UP

Saturday May 11 | 7:00 AM - 12:00 PM

ZEBULON JUNETEENTH CONCERT

Friday, June 14 | 6:00 PM - 9:00 PM

FUQUAY-VARINA GROWER'S MARKET

Saturday, May 11 | 9:00 AM - 1:00 PM

KNIGHTDALE AFRICAN AMERICAN FESTIVAL

Saturday, June 15 | 4:00 PM - 9:00 PM

CARY RITMO LATINO FESTIVAL

Saturday, May 11 | 12:00 PM - 6:00 PM

ROLESVILLE JUNETEENTH

Wednesday, June 19 | 5:00 PM - 8:00 PM

CHAVIS COMMUNITY CENTER

PUBLIC MEETING

Thursday, May 16 | 6:00 PM - 8:00 PM

HOLLY SPRINGS COMMUNITY LIBRARY

Thursday, June 20 | 4:00 PM - 6:00 PM



- Equity analysis identified key locations for touchpoints across Wake County
 - Need diverse demographic and socioeconomic representation
- Goal to have good representation across the County
- Mix of public info sessions at community centers and sharing info at community events

The Website & Survey



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The Survey Background

URL: <https://publicinput.com/r0270>

- **\$50** to spend on transit services and programs
- List of **potential transit investments** gives idea of impact to ridership, speed and reliability, passenger comfort, and time to build
- Some improvements have a **higher cost** than others
- People can **build their own menu** of preferred transit options

Wake Transit Plan Update Phase I Translate

State of the Wake Transit Plan

The Wake Transit Plan was set in motion after voters in Wake County approved new taxes in 2016 to improve local transportation. Despite challenges like the COVID-19 pandemic and a shortage of bus drivers, the plan has made significant strides, raising \$747.9 million to enhance transit services, introduce cleaner buses, and upgrade transit facilities. While dealing with rising costs and evolving travel habits remains a challenge, the future of the plan focuses on providing reliable and efficient services. Between 2025 and 2035, there is an expected investment of between \$700 million and \$1 billion to continue improving the transit system in Wake County.

Please review the State of the Plan report for more information on the plan's achievements, financial management, and future outlook.

[State of the Plan Report](#)

About You / Demographic Questions

Design Your Transit Future

The Wake Transit Plan outlines a vision for the future of transit services in Wake County.

This survey lets you tell us your thoughts on the plan.

If you want to learn more about the plan, you can view the [Wake Transit Plan Report Card](#) or the [Wake Transit Plan](#).

This survey lists different transit options and asks you to choose between different options. It also asks you to build a better transit system for Wake County and asks you to choose between different options. Do you think passenger rail is the best option? Or do you think we should focus on other options? How do you think Wake Transit revenues to build a better transit system?

Here's how the survey works:

- Scroll down to see a list of transit options.
- You have a total budget of \$50 for the county or program provide a scale for how much it costs. For example, investing in combined bus and light rail would cost \$25.
- In addition to costs, the survey gives you an idea of the impact of each program or service according to four factors:
 - Ridership – the number of people using transit services.
 - Safety and Comfort – riders' feeling of safety and comfort.
 - Speed and Reliability – making transit faster and more reliable.
 - Time to Build – time it takes to get project up and running. Remember a longer time to build will show up as more bars, but it means **you will have to wait longer for the project to be done.**
- Mix and match the different transit services and programs until you have spent your money on the best possible option scenario for the county.
- Spend your \$50, but be careful, clicking on one option might mean you can't afford something else. You get to decide where the money goes.

If you need help completing this survey, please call: 855-925-2801 and enter Project Code 10242

The Survey Activity

Survey Goals:

- Gauge awareness/understanding of the Wake Transit Plan
- Understand attitudes about existing Wake Transit Plan progress
- Explore priorities for future transit investments
- Identify differences in priorities based on key demographics





Thank You