ATTACHMENT 3



FY22 Wake Transit Work Plan: Draft and Recommended Community Engagement Report

Prepared by: GoTriangle

June 7, 2021

Table of Contents

Executive Summary	. 3
General Project Information	. 4
Project Contact Information	. 4
Engagement Strategy	4
Analytics	6
Demographics	7
Public Comments	.10
Samples of Engagement Materials	13

Executive Summary

As the FY22 Wake Transit Work Plan moved from a draft to a recommended version, ahead of consideration for adoption in June, community engagement was key to ensuring the plan met the needs of current and future transit users in Wake County.

Two rounds of community engagement sought input on the draft and recommended versions of the FY22 Wake Transit Work Plan. The first period of community engagement sought input on the draft FY22 Wake Transit Work Plan, which lasted 30 days, from February 19-March 21, 2021. The draft FY22 Wake Transit Work Plan then moved into the recommended version of the FY22 Wake Transit Work Plan.

The recommended FY22 Wake Transit Work Plan was publicly available on April 28, for a second 30-day public comment period lasting through Thursday, May 27. The purpose of the recommended FY22 Wake Transit Work Plan public review was to inform the community of the changes to the draft work plan before it is considered for adoption by the governing boards, and upon approval, implemented beginning July 1, 2021 as the FY22 Wake Transit Work Plan.

Through a comprehensive approach including online and virtual engagement as well as distribution of materials in paper form, Wake County community members received information about the opportunity to review both the draft and recommended policy updates and provide comments.

Public engagement conducted on behalf of, and in coordination with, Wake Transit Partners included 8 virtual meetings with community organizations, four email campaigns to 1,100 recipients, 42 Tweets, 8 Facebook posts, 8 Instagram posts, 17 geo-targeted social media campaigns and coverage in 3 local community news sources. In addition, over 800 flyers with information in English and Spanish were distributed to TPAC partners and community organizations throughout Wake County.

The draft FY22 Wake Transit Work Plan garnered six public comments, and the recommended work program garnered eight comments. All of the comments that both versions of the work plan received can be found on the last page of this report. The recommended FY22 Wake Transit Work Plan will go before the Capital Area Metropolitan Planning Organization board June 16 and the GoTriangle Board of Trustees on June 23 for adoption.

General Project Information				
Project	FY22 Wake Transit Work Plan: Draft and Recommended			
Event(s)	Community engagement and Open comment period for both the draft and			
	recommended FY22 Wake Transit Work Plan			
Date(s)	February 19- March 21: 1 st round of public engagement on the draft wo			
	plan			
	April 28- May 27: 2 nd round of public engagement on the recommended			
	work plan			
Background	Each year in June, an annual Wake Transit Work Plan, which details the proposed service and infrastructure investments to be funded in the upcoming fiscal year			
	(July 1 – June 30), is adopted. As the plan is developed, the public has two			
	opportunities to review and comment on both the draft and recommended			
	versions.			
	This year, the FY22 Wake Transit Work Plan was part of a combined engagement			
	effort, which included the Wake Transit Plan Update and an update to the			
	Community Engagement Policy. Public input was requested on all three transit			
	items in the same engagement effort, with a separate comment box for each of			
	the three elements, all hosted on the GoForwardNC.org website. In order to			
	reduce survey fatigue, participants had the option to apply their comments to any of the other transit items available for public comment. The public comments			
	included in the appendix reflect all such comments.			
	metaded in the appendix reflect an sach comments.			
Purpose	The purpose of the public review period on the annual Wake Transit Work Plan is			
	to inform the community about the investments proposed to be funded in the			
	next fiscal year and to gather feedback. Planning staff receive input on the draft			
	prior to the document being updated and released again for public review as the			
	recommended annual Wake Transit Work Plan. Feedback received during the review period for both the draft and recommended versions of the work plan is			
	considered before it is adopted.			
Project Contact Information				
Lead Agency	GoTriangle			
Contact Person	Liz Raskopf, Public Engagement Supervisor, eraskopf@gotriangle.org , (919)-939-0679			
Support Agency	CAMPO			
Contact Person	Stephanie Plancich, TPAC Administrator, Stephanie.Plancich@Campo-nc.us			
Engagement Strat Goals	I			
Juais	 Promote awareness of the work plan being released for public review. Provide meaningful opportunity to provide input. 			
	 Educate the public on proposed service improvements and planned capital 			
	investments.			
	Engage the community in the decision-making process before adoption of			
	the FY22 Wake Transit Work Plan.			
Target Audience	The Wake County community, including individuals, organizations,			
	businesses, interest groups, and other parties affected or interested in the			
	Wake Transit decision-making process, including targeted outreach to			
	traditionally underserved populations.			

ent Supervisor Nanager			
_			
!aat!aaa Maaaaaa			
nications Manager			
t Program Coordinator			
nistrator			
2 Wake Transit Work Plan will go before			
lanning Organization board for adoption.			
2 Wake Transit Work Plan will go before			
es for adoption.			
The GoTriangle Public Engagement, Marketing and Communications teams			
worked with community organizations and municipal partners to reach county			
residents through trusted sources in the community. This included participating in			
for distribution, targeting			
aging in community touchpoints that			
ring the COVID19 pandemic.			
sitem			
c.org/wakeinput)			
ics- posted in English and Spanish			
stagram			
sentation (draft Work Plan only)			
ft Work Plan only)			
unity organizations in Wake County and 44 os for informing the community of the ns of the Work Plan.			
d contacts, the Public Engagement team community groups in Wake County to them of the upcoming engagement NC Society for Hispanic Professionals, ake Tech Community College, Habitat for			
onals hosts a weekly virtual study hall with s the county. GoTriangle presented at one edback from high school youth and briefed ne bus.			
r			

- GoTriangle, GoCary and Dorcas Ministries partnered to host a virtual "All
 on the Bus" event where the Public Engagement team presented
 information on the open comment period and how to navigate around the
 Town of Cary via public transit. The session was translated to a mostly
 Spanish-speaking audience.
 - Following the virtual "All on the Bus" event, a representative from the YMCA in Cary requested transit information and promotional material to present at another Hispanic community event.

TPAC members assisted in promoting the open comment period via distributing information in their newsletters, websites and social media. Town of Wendell hosted a virtual focus group to discuss transit and the combined engagement effort. Town of Wake Forest distributed print collateral about the engagement effort in food donation bags to the community.

Please see page 12 of this report for samples of the materials that were created for this engagement effort.

Analytics

Draft Work Plan (Feb. 19-March 21)

Comment Box

- 315 views
- 7 participants
- 6 comments

Recommended Work Plan (April 28-May 27)

Comment Box

- 357 views
- 9 participants
- 8 comments

Social Media (Feb. 19-March 21 and April 28-May 27)

Twitter

- 42 Tweets
- 21,768 impressions
- 310 engagements

Facebook

- 8 posts
- 1,212 reached
- 57 engagements

Instagram

- 8 posts
- 781 reached
- 30 engagements

Social media Geo-Targeting

- 17 campaigns
- 79,205 total impressions
- 56,665 people reached
- 348 total link clinks

Website (GoForwardNC.org/wakeinput)

- 1,549 unique views
- 2:14-3:09 average time on page

Local newsletters

- Downtown Raleigh Alliance: 15,000 subscribers
- RALtoday: 41,000 subscribers
- Raleigh Convergence: 2,000 subscribers

Closing Gaps in Participation: Following the first round of Facebook geotargeting campaigns to target hard-to-reach populations, the geotargets were refined to close gaps in participation in the following audiences:

- Non-white populations
- Ages 13-25 + Incomes <\$50k
- Women
- Spanish speakers

Demographics

Of the 14 participants, 10 provided demographic information, 6 from the draft open comment period and 4 from the recommended open comment period. The purpose of collecting this information is to ensure that participation mirrors the Wake County community.

Draft Work Plan (Feb. 19-March 21)

- Gender:
 - o 67% Male
 - o 33% Female
 - o 0% Other
 - o 0% Prefer not to answer
- Age:
 - o 0% Under 18
 - o 0% ages 18-25
 - o 17% ages 26-35
 - o 17% ages 46-55
 - o 0% ages 56-65
 - o 50% ages 66-75
 - o 0% Over 75
 - o 0% Prefer not to answer
- Income
 - o 0% under \$20,000
 - o 17%: \$20,000 to \$24,999
 - o 17%: \$25,000 to \$34,999
 - o 17%: \$35,000 to \$49,999
 - o 0%: \$50,000 to \$74,999
 - o 17%: \$75,000 to \$100,000
 - o 17%: More than \$100.000
 - o 17%: Prefer not to answer

- Hispanic/Latino Origin
 - o 83% No
 - o 0% Yes
 - o 17% Prefer not to answer
- Race/ Ethnicity:
 - o 17% African American or Black
 - o 0% American Indian or Alaska Native
 - o 17% Asian
 - o 0% Native Hawaiian or Pacific Islander
 - o 50% White or Caucasian
 - o 0% Two or more races
 - o 0% Other
 - o 17% Prefer not to answer
- Primary Language Spoken at Home:
 - o 83% English
 - o 0% Spanish
 - o 17% Other
 - o 0% Prefer not to answer

Recommended Work Plan (April 28-May 27)

- Gender
 - o 50% Male
 - o 50% Female
 - o 0% Other
 - o 0% Prefer not to answer
- Age
 - o 0% Under 18
 - o 0% ages 18-25
 - o 25% ages 26-35
 - o 0% ages 36-45
 - o 0% ages 46-55
 - o 75% ages 56-65
 - o 0% ages 66-75
 - o 0% Over 75
 - o 0% Prefer not to answer
- Income
 - o 0%: Less than \$10,000
 - o 0%: \$10,000 to \$14,999
 - o 0%: \$15,000 to \$19,999
 - o 25%: \$20,000 to \$24,999
 - o 0%: \$25,000 to \$34,999
 - o 0%: \$35,000 to \$49,999
 - o 0%: \$50,000 to \$74,999
 - o 25%: \$75,000 to \$100,000
 - 50%: Prefer not to answer

	Hispanic/ Latino Origin	
	o 75% No	
	o 25% Yes	
	o 0% Prefer not to answer	
	Race/ Ethnicity:	
	o 25% African American or Black	
	o 0% Asian	
	o 0% American Indian or Alaska Native	
	o 0% Native Hawaiian or Pacific Islander	
	o 50% White or Caucasian	
	o 0% Two or more races	
	o 0% Other	
	o 17% Prefer not to answer	
	Primary Language Spoken at Home:	
	o 75% English	
	o 25% Spanish	
	o 0% Other	
	o 0% Prefer not to answer	
Public	The draft work plan garnered six comments, while the recommended work plan	
Comments	received eight. The table below contains the 14 comments received on the FY22	
	Wake Transit Work Plan. These 14 comments did not generate the volume of	
	input to develop frequently asked questions.	

Public Comments

Draft Work Plan Comments

I am concerned that all transfers occur in a part of Raleigh that I do not feel safe. It adds an incredible amount of travel time to have to go to Raleigh first and then transfer. There is no parking lots for those who wish to do most of their commute by bus. And unless the train station has a substantial increase in parking, the new station is also a waste. To pick up somone at the old station you had to double park or circle around with the cabs. I never went there that there was a parking spot avilable. It would make more sense to have the station outside and a bus connection to downtown. With longterm parking available, people could use the light rail or bus system to go to the airport. Rapid transit is a joke if it takes substationally longer to get to work than driving does. Rapid transit should start out in Clayton with a stop for more in Garner and then shoot on to RTP and the airport. Not stop in Raleigh and transfer. If Raleigh has to be included, same bus could make a short stop and continue on. ANd why not let some company put in busstops with advertising so people don't have to stand and wait in the wind, rain and cold.

Recommended Work Plan Comments

No increase in taxes. Wake County needs to be affordable to young families, retirees, and low income individuals as well as businesses to have a better quality of life. A high quality life is a happy life and affordability is where it all starts. Property taxes over the past several years have skyrocketed as well as electricity, water, food, etc. NC residents are paying sales taxes on items (like electricity) that we never had to before. High taxes on items that are a necessity is cruel to all.

Overall the FY22 work plan looks good. However I strongly encourage moving the implementation of the proposed reroute for bus #16 forward as soon as possible since it will improve overall service at a modest increase in cost. We need more busses on the road in Raleigh NC, Also more flexible schedule's, Thank you.

This looks great to me. Looking forward to the "shovels in the ground" year that we were hoping for in FY21 (pre-pandemic, of course). Very excited about the Glenwood Package. Also love seeing that the Trinity route (GoCary 9A) has been moved forward to sync up with with the launch of the Hillsborough (GoRaleigh 9) and Buck Jones (GoCary 9B) routes in FY23. Excited for that park-and-ride lot in West Raleigh as well (finally, an easier option for getting to the airport).

Three routes I'd like to see come online sooner, if possible: Raleigh Blvd (GoRaleigh 10), Atlantic (GoRaleigh 14), and New Hope-Crabtree

Very exciting about adding new DRX routes, improved bus stops is great, better transit hubs (and new one on Cary) is fabulous, and glad that the BRT project is still moving along (though I wish it would happen a lot quicker!). My only comment is: please go faster and think bigger in order to free Raleigh and the Triangle from our subservience to and dependency on cars! In order to become a vibrant, inclusive, sustainable, people-centered, beautiful community, we need to act fast and aggressively to break us free from our car-centricity. The way of the future is a multi-modal, human scale world, and this requires eliminating cars and the expensive infrastructure that it requires. Please build a city

(GoRaleigh 24). These corridors are getting a lot of focus from the City of Raleigh in terms of development and therefore will see an uptick in demand. Additionally, the Raleigh Blvd route runs through an often-overlooked part of Raleigh that has a lot of folks who already depend on transit. The sooner, the better.

and region where people are prioritized, not cars. Please!

No tax increase. Road improvements more important than public transportation that no one uses.

Lastly, I've been hearing a lot of buzz about a fare-free weekends pilot. I think this is a fantastic idea for drawing more folks into trying transit and should be implemented when fares are reinstated. Please take this into consideration.

Work towards eliminating the region-wide dependence on the car as their primary source of transportation. Please add rail (not just for commuter and commuter hours, but as a way to connect individuals to sociocultural events, churches, friends/family, and other activities.

Additionally, expand express bus service so that it runs outside of 9-5 business hours. Many individuals who rely on public transportation do not work standard 9-5 hours, so trying to make transit work for them is very frustrating.

I would love to see rail connect Raleigh, Durham, and Chapel Hill. This region has so much potential to be an economic powerhouse and public transportation should be in the forefront.

There needs to be better connection to the outer suburbs. The southern BRT corridor needs to go to Fuquay Varina. The town has several higher density developments under construction/in planning. You could use that corridor to connect Raleigh to Wake Tech in Garner and Fuguay. You claim low ridership interest in Fuguay, but what choices do we have?? One outdated bus that is only designed to transport commuters! But, what is the benefit? The travel time is just as long as by car. Also, why would you have the FRX bus go along the same route as the proposed BRT? That's nonsensical! Extend the BRT and incorporate that from the beginning. We are wayyy behind other cities and are starting to become non-competetive (why did Amazon pick NY over us??)!

It looks like the stops on the Bus Rapid Transit/West Raleigh route haven't been altered despite several rounds of public comment. There needs to be a stop at Western & Ashe.

There is no point in making these types of promotions if in most of the suggestions they ignore the needs of the passengers. Personally, I have seen some problems and I have called them to comment on them and at the same time suggest possible solutions that benefit the majority (and I have shown them that small changes are positive). In many cases, the solutions are not solved on the desktop, but in the field of action. I have attended events that they do, but they no longer make them so frequent or accessible. The intention is good but you have to find a way to make it better for the majority, the subject is extensive but you can get benefits for everyone.

Also, why doesn't every road have a sidewalk yet? Inexcusable! Me and my family will leave Wake County in 5 years if I see one more highway expansion project without a simultaneous transit/pedestrian project being started. Become competitive or we will go somepkace that is. Btw, Mecklemburg County is smaller (in population) than Wake, and they have LRT!! You don't even have that planned!	I am very pleased with TOC002 and the implementation of mobile ticketing. I am also
	please with GoCary Rt 8. I still hope one day you will extend GoCary Rt 5 to TenTen Rd. Fortunately for me I will be turning 60 next year so I can finally get GoCary to take me to the Millpond Shopping Center and back without having to drive a car anymore.
	No tax increase. Road improvements more important than public transportation that no one uses.

Samples of Engagement Materials:

News Release



FEB. 22, 2021 - Wake Transit engagement staff members are inviting the community to offer feedback on three important transit items

The 10-year Wake Transit Plan is being updated, and the draft is ready for public review and comment. At the same time, the draft FY2022 Wake Transit Work Plan, which outlines what will be spent in the next fiscal year to accomplish the long-range goals of the Wake Transit Plan, and a proposed update to the Community Engagement Policy that guides how transit partners communicate with the public about transit activities also are available for review.

Here is a look at the three items available for comment at goforwardnc.org/wakeinput:

WAKE TRANSIT PLAN UPDATE

The Wake Transit Plan outlines the long-term vision for public transportation investment in Wake County. Community input received during the 18-month update process confirmed that connecting all Wake County communities, connecting the region, creating frequent and reliable urban mobility and enhancing access to transit - "The Four Big Moves" outlined in the plan - will remain the program's goals moving forward. The update extends the planning period from 2027 through 2030.

The 40-day public review and comment period for the Wake Transit Plan update will be open from Feb. 19 to March 31. A public hearing is scheduled for 4 p.m. March 17. Find more information there.

FISCAL YEAR 2022 WORK PLAN

Each winter, transit partners put together and approve a work plan that outlines the service improvements and infrastructure investments that will be funded in the next fiscal year (July-June). The draft FY2022 Wake Transit Work Plan is available for a 30-day public review and comment period from Feb. 19 to March 21.

Website update



Email campaign

Last day to comment on the FY22 Wake Transit Work Plan is Thursday, May 27!

Plan will go before CAMPO + GoTriangle Boards for adoption in June.



The deadline to submit comments on the FY22 Wake Transit Work plan is Thursday, May 27.

Read the recommended work plan here.

Important dates:

May 27: Deadline to comment.

June 16: The recommended FY22 Wake Transit Work Plan will go before the Capital Area Metropolitan Planning Organization board.

June 23: The Plan will go before the GoTriangle Board of Trustees for adoption.

Add your comments on the plan here.

Background:

Each winter, Wake Transit partners put together and approve a work plan that outlines the service improvements and infrastructure investments that will be funded in the next fiscal year (July-June).

From Feb. 19 to March 21, the public was invited to comment on the draft FY2022 Wake Transit Work Plan.



Thanks for your feedback! Here's another chance to comment.



Each winter, Wake Transit partners put together and approve a work plan that outlines the service improvements and infrastructure investments that will be funded in the next fiscal year (July-June).

From Feb. 19 to March 21, the public was invited to comment on the draft FY2022 Wake Transit Work Plan, and the recommended plan is now ready for review through May 27.

Find a link to a PDF of the recommended work plan here.

Flyers distributed to community groups



THREE WAKE TRANSIT ITEMS AVAILABLE FOR YOUR COMMENTS



WAKE TRANSIT PLAN UPDATE

WAKE TRANSIT PLAN UPDATE

The 10-year Wake TransIP lan is being updated through 2030. The plan outlines the long-term vision for public transportation investment in Wake County. Investments funded in 2021-2030 will build upon the growth and improvements already realized in the first three years of plan implementation. Community input received during the 18-month update process confirmed that connecting all Wake County communities, connecting the region, creating frequent and reliable urban mobility and enhancing access to transit, "The Four Big Moves" outlined in the plan, will remain the program's goals moving forward. The 40-day public review and comment period for the Wake Transit Plan Update is Feb. 19-March 31.



FISCAL YEAR 2022 WAKE TRANSIT WORK PLAN

To accomplish the goals of the Wake Transit Plan, each year transit partners put together and approve a work plan that outlines the service improvements and infrastructure investments that will be funded the next fiscal year (July-June). The draft FY22 Work Plan is available for a 30-day public review and comment period Feb. 19-March 21.

Comments received on the draft plan will be collected and considered by the planning team. The final recommended plan will be made available for additional community input in April, prior to its adoption in June.



WAKE TRANSIT COMMUNITY ENGAGEMENT POLICY

One of the priorities of the Wake Transit program is that all Wake County community members have meaningful opportunities to participate in the decision-making process for investments through continuous, cooperative and comprehensive engagement.

As part of our regular program performance review process, staff saw opportunities to update the policy to reflect current best practices, to offer clearer guidance to partners and to establish a set of standards that align well with the many activities of Wake Transit. The draft policy update is available for a 45-day public review period Feb. 19-April 5.

GOFORWARDNC.ORG/WAKEINPUT

Social media graphics and posts



¡Wake Transit quiere su opinión! Puede brindar su opinión sobre las tres áreas en goforwardnc.org/wakeinput. La actualización sobre el plan a largo plazo, la política de participación comunitaria revisada y el plan de trabajo para año fiscal 2022 que describe las inversiones del próximo año ya están listos para que los revise.

Wake Transit wants your opinion! You can give your opinion on the three areas at goforwardnc.org/wakeinput. The update on the long-term plan, revised Community Participation Policy and the Work Plan for Fiscal Year 2022 that describes next year's investments are already ready for you to review.

Translated

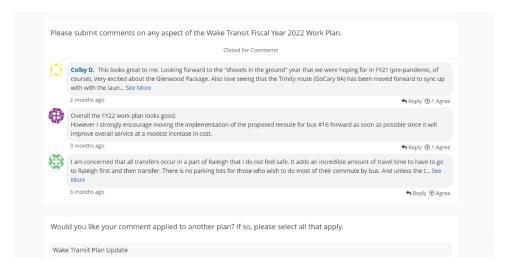








Comment Box



Screenshot of "All on the Bus" event with Dorcas Ministries + GoCary

