

ATTACHMENT C

Wake Transit Communications/ Marketing Plan and Guidelines for Fiscal Year 2018

About the Wake Transit Plan

In November 2016, voters in Wake County approved a transit-dedicated half-cent sales tax to fund transformative projects that will better connect residents and visitors to jobs, schools, health care providers and other important places while providing greater opportunities for all. Additional funding for the Wake Transit Plan comes from a \$7 Wake County vehicle registration tax and a \$3 regional registration tax as well as from the state and federal governments.

The Wake Transit Plan is a 10-year investment in transit that will connect all Wake County communities and increase access to frequent, reliable mobility options. Over the next decade, the Wake Transit Plan includes:

- Tripling bus service throughout the county.
- Implementing bus rapid transit (BRT) in some of the most highly congested corridors.
- Building a 37-mile commuter rail transit system connecting Garner and Durham with stops that include downtown Raleigh, N.C. State University, Cary, Morrisville and Research Triangle Park.

Communications, Marketing and Engagement for Wake Transit

As plans for new and expanded service are made, it is critical to keep our community engaged in the process. We must provide robust public involvement and feedback opportunities so residents can help shape the future investments and ensure transit reaches the places where it is needed most. It is equally important to keep Wake County residents informed about new travel options and share how their tax dollars are being invested, highlighting the benefits for all regardless of whether they plan to use transit.

Keeping the community informed, connected and engaged must be a collaborative effort among the Wake County Transit Planning Advisory Committee (TPAC), the Capital Area Metropolitan Planning Organization (CAMPO), Wake County and Wake TRACS, GoCary and the Town of Cary, GoRaleigh and the City of Raleigh and GoTriangle as well as the towns of Apex, Fuquay-Varina, Garner, Holly Springs, Knightdale, Morrisville, Rolesville, Wake Forest, Wendell and Zebulon.

The final Communications, Marketing and Public Involvement plans adopted by TPAC for FY 2018 and years following will serve as a guide for GoCary, GoRaleigh, GoTriangle, Wake County, Wake TRACS, CAMPO and the other municipal and agency partners to execute the Wake Transit Plan's communications and public engagement efforts, led by GoTriangle in FY 2018.

Additionally, GoCary, GoRaleigh, GoTriangle, Wake County, Wake TRACS, CAMPO and the other municipal and agency partners will work together to form a Communications Steering Committee that will develop a more detailed communications and marketing plan ahead of each new fiscal year.

This steering committee will meet monthly to discuss ongoing communications and marketing strategies as well as upcoming opportunities to ensure we our maximizing our reach and amplifying our shared key messages. This group will also work collaboratively to create the final draft of each year's Wake Transit Communications and Marketing plan to bring to the process subcommittee and TPAC for approval.

Each of the partners will take turns in rotation leading the collaborative process for developing the next year's Communications and Marketing Plan and leading the Communications Steering Committee for the next year. Members of the Communications Steering Committee will discuss, agree upon and vote if necessary to determine which organization will lead each year. This model is more consistent in recognizing that all partner agencies have equal voice in shaping and communicating the Wake Transit Plan. Since no agency has any staff dedicated 100% to the marketing and communications of Wake Transit, all partner agencies will continue to support the yearly plan with staff and resources.

The committee will identify specific activities, strategies and resources needed to successfully promote service, shelter and stop improvements and other enhancements within each year's work plan and the larger plan. The Communications Steering Committee will be composed of communications and marketing representatives from the county, transit agencies and interested municipal partners and will be established upon TPAC's approval of this communications document. Each partner will appoint one of its communications/marketing representatives to serve on the committee. The steering committee will set a regular meeting schedule and work annually to refine communications/marketing plans once the next year's work plan has been approved.

The Communications Steering Committee will use the guiding technical document created by Quest Corporation of America to help shape the more detailed annual communications plan.

Brand Guidelines and Collaborative Strategy

As part of the campaign to educate voters about the transit plan before the 2016 referendum, Wake County created the Wake Transit brand and logo. The goal was to help community members link an affirmative vote to specific transit proposals by giving them an easily identifiable visual cue.

As the partners work collaboratively to implement the plan's new transit service, it is important that the community continues to recognize that its tax investment is paying for the improvements.

Wake County and the existing transit agencies (GoCary, GoRaleigh, Wake TRACs and GoTriangle) each has its own brand identity, marketing strategies, communication plans and public involvement processes. So as not to confuse current and future customers, it is imperative that each of the transit agencies maintains its individual brand identity. In the early years of the transit plan, improvements mostly will come from existing Go-branded transit providers adding or expanding service. As GoCary, GoRaleigh, Wake TRACs and GoTriangle make these improvements, there are opportunities to include language in communications and marketing material referencing:

“This new service (additional service or project) is funded by (or in part by) the community investment in Wake Transit”

On certain print or digital materials, partners can include with their own brand identity an approved visual cue to help residents tie a project to its funding source similar to this:



More detailed “boilerplate” information can be added to certain material as needed referencing: “In November 2016, voters in Wake County approved a transit-dedicated half-cent sales tax to fund transformative projects that will better connect residents and visitors to work places, schools, health care providers and other important places while providing greater opportunities for all. Additional funding for the Wake Transit Plan comes from a \$7 Wake County vehicle registration tax and a \$3 regional registration tax as well as from the state and federal governments.

The collaborative Communications Steering Committee will be responsible for monitoring and evaluating the Wake Transit investment messaging and visual cue for effectiveness and adapt as needed to ensure that the community remains excited about improvements and engaged in the process.

The Wake Transit Plan includes the creation of four bus rapid transit corridors as well as a commuter rail service. As required by the Federal Transit Administration, each of these projects will need its own specific brand identity. The brand process will be led by the transit agency building the project, with guidance from the Communications Steering Committee to ensure consistency.

Wake Transit Brand Usage

The transit agencies, Wake County, CAMPO and other municipal partners will use the “funded by (or in part by) the community investment in Wake Transit” language and/or the corresponding logo for the following:

- All joint news releases related directly to the Wake Transit Plan projects, service, public announcements and key updates or milestones.
- Updates and other content posted to the current or future Wake Transit website.
- Public presentations about the plan, new service and projects and during general public involvement/outreach efforts.
- Shared factsheets, brochures and other printed material created through the collaborative process specifically to inform and educate our community about the Wake Transit Plan.
- In all printed and digital material created for community outreach, public involvement and public input sessions related to the general Wake Transit Plan or specific projects.
- Included in the header of the @WakeTransit Twitter and in some posts as needed.
- Print or digital marketing/advertising material created by GoCary, GoRaleigh, GoTriangle or others paid for by Wake Transit funds and used to communicate specific service changes or projects funded through the Wake Transit investment.
- As a reference in news releases, social media posts, web blog stories or other communications material created by the individual transit agencies to share information about Wake Transit-funded projects.
- Other communications, marketing and outreach opportunities identified, agreed upon and approved by the Process Subcommittee, TPAC, Wake County and the transit agencies.

NOTE: The creation of collaborative Wake Transit communications and outreach plans including the use of the “funded by (or in part by) the community investment in Wake Transit” language and/or the corresponding logo will not replace any individual agency’s marketing, communications, outreach or branding strategies and plans.

Wake Transit News Releases, Blog Posts and Communications Plans

For all Wake Transit milestones, public involvement processes, service and project announcements and other major news events, GoCary, GoRaleigh, GoTriangle, Wake County, Wake TRACs, CAMPO and the other municipal partners will work collaboratively through the Communications Steering Committee to create and implement a strategic communications plan to include news releases, social media elements, web content, multimedia elements, media opportunities and other appropriate vehicles and strategies. As the lead communications agency, GoTriangle will organize planning meetings, create first draft materials and launch the collaborative approval process.

For FY 2018, GoTriangle will create first drafts of collaborative news releases and distribute final approved releases under the Wake Transit brand to announce all Wake Transit milestones, projects, service updates, news, public meetings and other key information.

GoCary, GoRaleigh, Wake County, Wake TRACs, CAMPO and the other municipal partners will share any individual news releases and feature stories related to Wake Transit with GoTriangle for distribution through the Wake Transit news release process.

In addition to news items, GoTriangle will produce at least one monthly Wake Transit feature story to post on the Wake Transit blog, share through social media and distribute through the news release process as needed.

GoCary, GoRaleigh, Wake County, Wake TRACs, CAMPO and the other municipal partners will have access to post any additional Wake Transit-related stories and news items from their agencies directly to the Wake Transit blog. All of the partner agencies will share content calendar information to avoid duplication.

Wake Transit Social Media

As part of the collaborative communications and engagement process, GoTriangle will take the lead in sharing all Wake Transit milestones, projects, service updates, news, public meetings and other key information through the @WakeTransit Twitter handle.

GoTriangle staff also will lead customer/ community service and engagement through Wake Transit social media including answering questions and sharing related posts and articles.

GoCary, GoRaleigh, Wake County, CAMPO and the other municipal partners will have equal login access to @WakeTransit to post related content specific to Wake Transit-funded projects for their agencies.

Wake Transit Website

Recognizing the importance of sharing information and multimedia projects online, the joint partners will continue to maintain and update a Wake Transit website. This site will contain news and information, Wake Transit plan details and documents, maps, images, visualizations, videos and other resources, links to specific project details, contact information and a dashboard to show project and plan progress. The website also will house documentation related to the TPAC, such as meeting notices, agendas and other documents.

Initially, the existing website at waketransit.com will remain live and will be update in the near-term by staff from GoTriangle, GoCary, GoRaleigh, Wake County, Wake TRACS, CAMPO and the other municipal partners to reflect progress on the Transit Plan. All partners will add their news and blog posts and update their specific project information.

The Process Subcommittee and TPAC will explore whether to employ a company to build a more robust and comprehensive website or to invest collaborative partner time and resources into making minor additions and enhancements to the existing website.

Wake Transit Service Marketing

Each transit partner will continue its individual service-marketing plans, strategies and media buys and integrate new Wake Transit-related service as appropriate.

As indicated in the brand guidelines, each agency will maintain its primary brand while including in any print or digital marketing/advertising material used to communicate specific service changes or projects funded through the Wake Transit investment the appropriate messaging or visual cue to note: “funded by (or in part by) the community investment in Wake Transit.”

Partner agencies will work together to identify joint opportunities to urge more Triangle residents to try transit instead of driving alone in a car, pointing them to transit planning tools and resources including Wake Transit information.

GoCary, GoRaleigh, GoTriangle and Wake County marketing teams will work together to identify ways to amplify the shared messaging and pool funding and resources where possible to maximize the reach through media buys and other paid marketing for Wake Transit-funded service.

Wake Transit Community Engagement/ Public Involvement

Active community engagement and robust public comment are critical elements of giving voice to Wake County residents in shaping the Wake Transit Plan, future projects and service. We want our community to remain actively involved in the planning and to fully understand the investments being made through its support.

Each transit agency is following similar FTA-approved public involvement plans to implement or change service and to build new projects.

GoCary, GoRaleigh, GoTriangle, Wake County, CAMPO and the other municipal partners will continue to work with Nelson Nygaard to create shared, collaborative community engagement/public involvement plans and criteria separate from this communications and marketing plan.

The plans developed by Nelson Nygaard and its partners will serve as the guidelines for all future public involvement and community engagement activity related to service planning, projects, studies, annual work plans and other Wake Transit-related plans and processes that require public input. The collaborative process for all communications planning, strategy and implementation outlined in the adopted Wake Transit Communications and Marketing Plan will serve as the foundation for all communications activities related to future community engagement and public involvement processes.