

# WAKE TRANSIT PLAN

## April Public Engagement

### Approach / Goals / Focus / Message

- **Bus Plan/MIS: Educate Voters/Residents about the Wake Transit Plan (Educate)**
  - Voters approved the Wake Transit Plan. The Wake Transit Plan is based on Four Big Moves that, collectively, will develop a regional public transportation network.
  - The Wake Transit Plan is two things: 1) Funding for transit service in Wake County; and 2) a network of services based on the Four Big Moves as approved by the voters.
  - Transit agencies in Wake County have started to improve and strengthen existing transit services in their efforts to reach the goals established in the Wake Transit Plan. Show and articulate progress made to date.
  - The Wake Transit Plan includes:
    - Bus services – there are already more buses operating more frequently and for longer periods of time in Wake County. Changes will continue every year until the network is developed.
    - Bus capital projects - bus shelters, vehicles, maintenance facilities, transit centers, and technology (such as improved fare technologies)
    - Investment in service and infrastructure to create higher capacity transit services, such as Bus Rapid Transit and Commuter Rail. We have started to work on these projects, but they take longer to implement.
- **Bus Plan: Share the Plan for Building out the Bus Network in Wake County (Phasing)**
  - The Wake Transit Bus Plan is working towards a specific network of services.
    - Wake County service providers may change the network at the edges, but the concepts included in the Wake Transit Plan, approved in 2016, are guiding the network development
    - Show the Wake Transit Bus Plan
    - Share priorities heard during Fall 2017 outreach
  - We have a draft plan for how the Wake Transit Bus network will be phased in. Specifically:
    - Explain what has been done to date (FY 18 and FY 19) – we have made a lot of changes already and show examples of those that have been very productive.
    - Explain the transition of the network. Level of detail can focus on projects expected for 3-year intervals (or 4-year intervals). Material needs to be able to articulate this in a variety of ways:
      - Overall network – what will it look like in 2021, 2024 and 2027

- Community specific (what is going to happen in Raleigh, Cary, Morrisville, Wake Forest, etc.)
- How will it be the same / different from what we have today
- How will the network changes/enhancements benefit the community and in what timeframe? Ex: people within  $\frac{3}{4}$  mile of bus stop, miles of frequent service, people within 30 minute transit trip to employment, how many cars could potentially be moved off the road
- Changes by service type
  - Frequent Network Corridors –BRT, FTN
  - Local services
  - Regional Services
  - Human Services
- Capital improvements associated with service such as transit centers, transfer facilities, other infrastructure improvements like queue jump lanes or sidewalk connections to bus stops.
- **Bus Plan: Explain our process and values for developing the network in this way (Priorities)**
  - Reflect priorities heard during Fall, 2017 public engagement process
  - Discuss / explain transit planning principles behind the Wake Transit Plan (for example):
    - A few better choices is better than lots of mediocre choices (give examples)
    - Simple is better than complex
  - Guiding principles that determined how we prioritized projects and developed the network (look to Governance Framework from Project Prioritization Policy)
- **MIS: Present initial BRT study findings (Existing Conditions and Peer Review)**
  - Summarize Task 3.1 – what are we trying to accomplish with BRT in the region?
    - Show supporting data from existing conditions
  - Educate community about Bus Rapid Transit (BRT)
    - Differences between BRT and local bus
    - BRT elements that have been successful in other cities
    - Based on adopted design standards, expectations for Wake Transit BRT
- **MIS: Discuss values and trade-offs associated with different BRT options**
  - Explain evaluation process
    - What are the metrics we used and why?
  - Alignment options: summarize results of Phase 1 technical evaluation
    - Within a corridor, what are the pros/cons of each potential alignment?

- Between N/E/S/W corridors, which show up as high performers?

## **Feedback Desired**

### **Wake Transit Bus Plan**

1. Advance understanding of the Wake Transit Plan and its goals
  - Continue education on the trade-offs in the Wake Transit Plan
2. Confirm / discuss proposed timing of service improvements
3. Confirm phasing of network development
  - Is it logical for transit riders?
  - Did we prioritize the right projects?
  - Are benefits distributed appropriately?
  - Are related projects changing at the same time?
4. Will the proposed phasing make it easier for the public to use transit?
  - Do conceptual routings and changes from current system improve system usability?
  - Are capital projects like transit centers and transfer centers in the needed locations?
5. What are some of the other things we can do to make transit more convenient?
  - For example: information systems; fares and fare collection methods; and amenities and pedestrian connections

### **Major Investment Study (MIS)**

1. Advance understanding of the need for/value of BRT infrastructure in the region
2. Continue education on “What is BRT?”
  - Collect feedback on support/opposition to the type of BRT that is being developed for Wake County
3. How does the technical results of the evaluation framework align with the community’s desires?
  - Community feedback on alignments and potential station areas within each corridor
    - What are the major challenges/oppositions to various alignments
  - Which corridors are the most important to communities - North, South East and West?
  - Are there measures we should be using to evaluate projects in Phase 2?

## Markets, Strategies and Methods

Nelson\Nygaard recommends the following public engagement strategies and methods to ensure a successful outreach effort in April (see also Tables 1 and 2). As part of finalizing the outreach plan, NN and the Wake Transit Partners will set goals for the engagement effort and define success:

- **Up to four** community meetings targeted near the BRT and CRT corridors and areas most impacted by the Bus Plan. Locations and meeting times to be determined as part of the next steps in planning for the engagement process.
  - o Assume meetings in Raleigh and Cary, plus location outside of urban core, such as Knightdale (for example)
  - o Meetings will be scheduled to include a diversity of days of the week and times of day to increase opportunities for participation by people with different schedules
- **Up to ten** presentations at neighborhood meetings (Citizen Advisory Committees or equivalent) targeted near/or on the BRT and CRT corridors and areas most impacted by the Bus Plan. Neighborhood meetings are different from community meetings because they are events scheduled for other purposes. In most cases, they will be part of ongoing forums for citizen input and public comment, such as Raleigh's Citizen Advisory Committees. Specific neighborhood meetings will be determined as part of planning for the engagement process
  - o Assume most meetings will be in Raleigh, plus meetings in Cary and outside of Raleigh/Cary
- **Up to ten pop-up** events to include tables at major transit centers and/or other events or activities identified by the stakeholders. Public engagement team will consider use of incentives to encourage participation.
  - o Assume half of events will be at GoRaleigh Station, Crabtree Valley Mall, Triangle Town Center and Cary Transit Center (for example)
  - o Remaining half will be based on scheduled events (to be determined)
- **Organize a "Wake Transit Plan Bus"** – that will be deployed for one week and organized into a traveling meeting with planning staff, maps, posters, video and materials to share with members of the public. Wake Transit Plan Bus will make appearances at for example, area Walmart stores (or other grocery store), Senior Centers, Chik Fil A restaurants and other events.
  - o Wake Transit Plan Bus events will be focused on areas outside of Raleigh and Cary
- Prepare **short promotional video** on Wake Transit Plan, with specific information about Wake Bus Plan and BRT/CRT elements. Video will also tell people why their input is important to the process and how it will be incorporated into the plan. Distribution of the video will be through a variety of formats, including web-based and social media but also posting at critical locations, like public buildings and transit centers.
- Share material with community and non-profit groups and ask them for help disseminating materials and information. Assistance should be requested even if Wake Transit Partners are not able to make a formal presentation at each site. Information may

include (for example) videos, surveys, map exercises, presentation materials and schedule of events.

- Prepare online materials including:
  - o Schedule of events (Come find us!)
  - o Short Survey for BRT/CRT study
  - o Interactive Map Exercises for Bus Plan
  - o Presentation materials
- Distribute information and materials via utility bills and CAC newsletters
- Prepare advertisements, posters, tri-folds and post cards advertising the events and activities

**The final decision about how many meetings to have and where the meetings, including pop-up events, community meetings, etc. to hold will to be a joint decision made by GoTriangle, GoRaleigh, GoCary and CAMPO.**

**Once public engagement activities are finalized, but before they are released to the public, the event schedule and material will be sent to all Wake County municipalities for their reference.**

In addition, after the public engagement activities, the Bus Plan and MIS team will each write a blog about what we learned from the engagement activities. Blog will focus on what was interesting, surprising and how it changed the way we think about our respective projects. Author can be from NN, byline can be NN or one of the CTT team members.

**Table 1: Outreach Activities by Market and By Strategy Effectiveness Type**

Target Market	High Volume Strategies (Reach a lot of people, but time with each may be low)	High Touch Strategies (Reach fewer people but more time with each)	Strategies to Reach Under Engaged Communities
Existing Riders	Transit Center coffee stop / table / booth Materials on buses and at transit centers driving riders to web materials Short promotional video	Neighborhood Meetings Outreach with Community Groups and Non-Profit Organizations Pop Up Events	Neighborhood Meetings Outreach with Community Groups and Non-Profit Organizations Pop Up Events
Non-Riders	Wake Transit Plan Bus – drive to public spaces and targeted locations Distribute materials via utility bills and CAC newsletters (plus other strategies) Links to web-based materials (distribute through social media) Short promotional video Blog (post engagement activities)	Community Meetings Neighborhood Meetings Pop Up Events	Neighborhood Meetings (may include rural communities if appropriate) Wake Transit Plan Bus to community events (Walmart, Chick Fil A, etc.) Pop Up Events
CRT / BRT Corridor residents, employers, employees	Wake Transit Plan Bus – stops can be directed/organized around CRT /BRT corridors Pop up events at transit center locations	Community and Neighborhood Meetings targeted to CRT/BRT corridors	Neighborhood Meetings targeted to CRT/BRT corridors Wake Transit Plan Bus – stops can be directed/organized around CRT /BRT corridors Pop up events

**Table 2: Outreach Activities, Related Materials and Advertisement Strategy**

Activity	Number of Events	Materials Needed Spanish and English	Advertisement Strategy
Community Meetings	Up to 4	Presentations Video Information Boards	Existing mailing lists / contacts database Press release Posters Post cards dropped off at key locations Pop up events Social media
Presentations at Neighborhood Meetings	Up to 10	Presentation materials Leave behind materials to direct people to website Maps showing any service changes in neighborhood where meeting is held	Coordinate with existing organizations and TDM coordinators
Pop Up Events	Up to 10	Advertisement materials Information Boards Paper copies of presentations and surveys Postcards with links to website	Social media
Video	1	Video	Social media
Wake Transit Bus	One Week	Presentation Materials Video Information Boards	Social media Posters
Online survey	1	TBD	Social media Posters / Postcards
Online interactive exercise	1	TBD	Social media Posters / Postcards/ Trifolds
Presentations with Elected Officials	TBD	Presentation List of FAQs	Determined by Wake Transit Plan Communications Team / TPAC
Press Release	1	Press Release	Wake Transit Plan Communications Team
Blog	2	One for each project	Press Social media

**Table 3: Outreach Activities, Goals, Measures and Targets (DRAFT)**

Goal	Measure	Measurement Method	Target
Conduct a professional engagement process. Successfully match the type of activities with the type of information shared.	Participants' satisfaction with the outreach.	Random survey after each event*	At least 70% of responses say they are satisfied or very satisfied with events and materials presented
Reach an adequate number of people, including Limited English Proficiency and traditionally under engaged populations  Reach individuals most affected by proposed changes to the Wake Transit Bus Plan and BRT corridors.	Overall number of participants / individuals reached.  Participation by members of disadvantaged communities ( measured by geography)  Participation by community  Number of riders and non-riders reached by community	Count / record observations by location and by community  Use geography/ community as proxy for disadvantaged population	Reach at least 200 individuals through in person activities and 1,000 through online participation.  Collect at least 100 views/responses of the Spanish language materials.  Measure change over Fall 2017 engagement by activity type
Increased understanding of the Wake Transit Plan.  Satisfaction that they had an opportunity to express their opinion and it was valued by staff.	Participants know more after participating in the outreach event.	Random survey after each event*	At least 70% of responses say they know more about Wake Transit Plan after participating in the event

Note: \*Survey administration should provide opportunities to comment online and paper formats. May include tools such as publicinput.com.

## Summer (July) Public Engagement

### Approach / Goals / Focus / Message

- **Bus Plan/MIS: Educate Voters/Residents about the Wake Transit Plan (Educate)**
  - Continue education about the Wake Transit Plan. The Wake Transit Plan is two things: 1) Funding for transit service in Wake County; and 2) a network of services based on the Four Big Moves as approved by the voters approved.
  - Review accomplishments of 2018 and 2019.
  - Present next steps for 2019 and 2020
- **Bus Plan: Confirm Proposed Phasing of Bus Services (Phasing)**
  - The Wake Transit Bus Plan is working towards a specific network of services.
    - Wake County service providers may change the network at the edges, but the concepts included in the Wake Transit Plan, approved in 2016, are guiding the network development
    - Show the Wake Transit Bus Plan
  - Show the plan for phasing in the Wake Transit Bus network will be phased in:
    - Explain what has been done to date (FY 18 and FY 19) – we have made a lot of changes already and show examples of those that have been very productive.
    - Explain the transition of the network. Level of detail can focus on projects expected for 3-year intervals (or 4-year intervals). Material needs to be able to articulate this in a variety of ways:
      - Overall network – what will it look like in 2021, 2024 and 2027
      - Community specific (what is going to happen in Raleigh, Cary, Morrisville, Wake Forest, etc.)
      - How will it be the same / different from what we have today
      - Capital improvements associated with service such as transit centers, transfer facilities, other infrastructure improvements like queue jump lanes or sidewalk connections to bus stops.
- **MIS:**
  - Under development
- **Community Funding Areas Program: Proposed Program**
  - Under development
- **Public Engagement Policy: Proposed Program**
  - Under development

**Feedback Desired**

Confirm the recommended phasing of projects and services in Bus Plan

Comments on the Community Funding Areas Program

Comments on the Public Engagement Policy