

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

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Wake County Transit Plan Implementation

- The Wake Transit Plan: A Community Investment in Transit
- Engaging A County of 1 Million People: Outreach Strategies, Tactics, Activities and Results
- Next Steps



Wake County is Growing



Photo: @GoTriangle

- The Triangle is one of the fastest-growing regions in the nation.
- Wake County's population exceeds one million and grows by more than **60 people** a day.
- Growth brings new jobs and new opportunities, but also more traffic on already congested roadways.
- A strong regional transit system means better access and opportunities for everyone.



Wake Transit Referendum

Wake County voters approved a transit-dedicated half-cent sales tax investment to expand and better connect the public transit network.

Over 10 years, investments in public transportation will connect the region, connect all Wake County communities, provide frequent and reliable urban mobility and enhance access to transit. The plan includes:



Expanding bus service



Improving bus stops and shelters



Implementing bus rapid transit



Building a 37-mile commuter rail system

A Collaborative Effort



Photos: @GoTriangle

- 2 governing boards:
 - Capital Area Metropolitan Planning Organization (CAMPO), GoTriangle
- 17-member Transit Planning Advisory Committee (TPAC):
 - 12 municipalities, NC State, RTP, CAMPO, Wake County, GoTriangle
- 3 transit agencies:
 - GoCary, GoRaleigh, GoTriangle
- Consultants
- Community members, leaders and organizations

Engaging a County of 1 Million

Summer 2017

Fall 2017

Spring 2018

Summer 2018

Fall 2018



FOCUS:

Wake Bus Plan Study Starts

Develop detailed implementation plans for the Wake Transit Plan funded bus services



FOCUS:

Public Engagement Priorities

Collect values and priorities for what should be implemented first



FOCUS:

Public Engagement Phasing

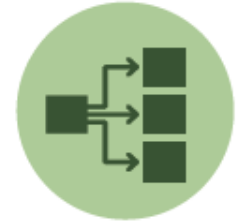
Get feedback on draft ideas for how projects are scheduled and programmed over the next 10 years



FOCUS:

Public Engagement Implementation

Share draft implementation plans for next few years and get public input



FOCUS:

Final Approval Next Steps

Begin implementing the bus plan, and provide additional opportunities for feedback on bus rapid transit and commuter rail projects over the longer term



Outreach Strategies

Wake Transit Partners conducted three rounds of outreach across Wake County, moving from only formal public meetings to include community events and pop-ups in every municipality, using the following strategies:

- Unify and simplify messaging
- Meet people where they are
- Engage Spanish speakers
- Participate in community events

Outreach Tactics

(Behind the Scenes)

- Clearly define strategy:
 - Type of event
 - Activity/Work Items
 - Roles & Responsibilities
- Have a core team in constant contact
- Keep all materials at 1 location
- Use existing connections to advertise locally i.e. community newsletters

Outreach Materials

- Postcards
- Bus Placards
- Doorhangers
- Email blasts
- Media advertisements/interviews
- Videos
- Boards
- Route Change Sheets
- General Transit Plan information
- Comment Card
- Surveys
- QR Codes
- All materials available online



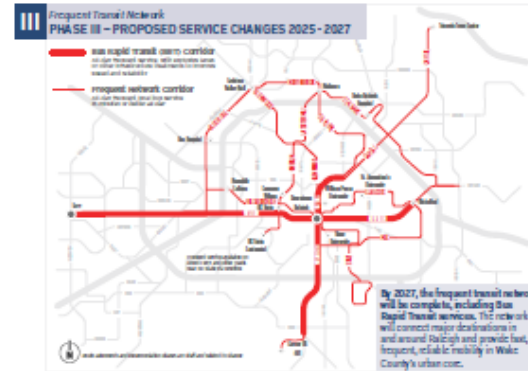
Photo: @GoCary



Photo: @GoTriangle

Collecting Input

- Online (publicinput.com)
- Surveys
- Comment boxes
- Social Media
- Letters from organizations
- Project team debriefs after events



TAKE THE SURVEY:

publicinput.com/Waketransit

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Questions about Phases I-III

- Do you approve of the way the plan adds frequent lines?
 - Approve Disapprove
- Did the Planning maps give you a better understanding of the plan in the next several years?
 - Yes, the maps were helpful No, I don't
 - No, the maps were confusing I don't know
- Share your thoughts and ideas:

Demographics
Please share the demographic information you're comfortable with sharing. All information is kept strictly confidential.

- How often do you ride the bus?
 - Every day Once or twice a week Once or twice a month
 - Less than once a month Never Prefer not to answer
- Do you typically have a vehicle available for your use?
 - Yes No Prefer not to answer
- Which of the following applies to you? (Check all that apply)
 - I live in Wake County I live and work or study in Wake County
 - I live in Wake County, but work or study elsewhere I work or study in Wake County but live elsewhere
 - I don't work, study, or live in Wake County
- How would you describe yourself?
 - African American/Black Asian Caucasian/White Hispanic/Latino
 - Native American Other Prefer not to answer
 - Private response: _____
- What is the primary language you speak at home?
 - English Spanish Other Prefer not to answer
 - Private response: _____
- What is your age?
 - Under 18 18-24 25-34 35-44 45 and older Prefer not to answer
- What is your household income?
 - Less than \$30,000 \$30,000 to \$74,999 \$75,000 to \$149,000
 - \$150,000 or more Prefer not to answer
- What is your employment status?
 - Employed (full-time) Employed (part-time) Student (full or part-time)
 - Unemployed Retired or unemployed and not looking for work
- What is your zip code? _____
- Stay in the know! Sign up to receive email updates about your community investment in transit.

Email: _____

Esta primavera ayuda a dar forma a tu inversión comunitaria en tránsito

El Plan de Tránsito de Wake incluye:

Expansión del servicio de autobús

Mejoras a las paradas y refugios de autobuses

Implementación del autobús de tránsito rápido

Construir un sistema de ferrocarril de 37 millas

Visite GoForwardNC.org/Wake

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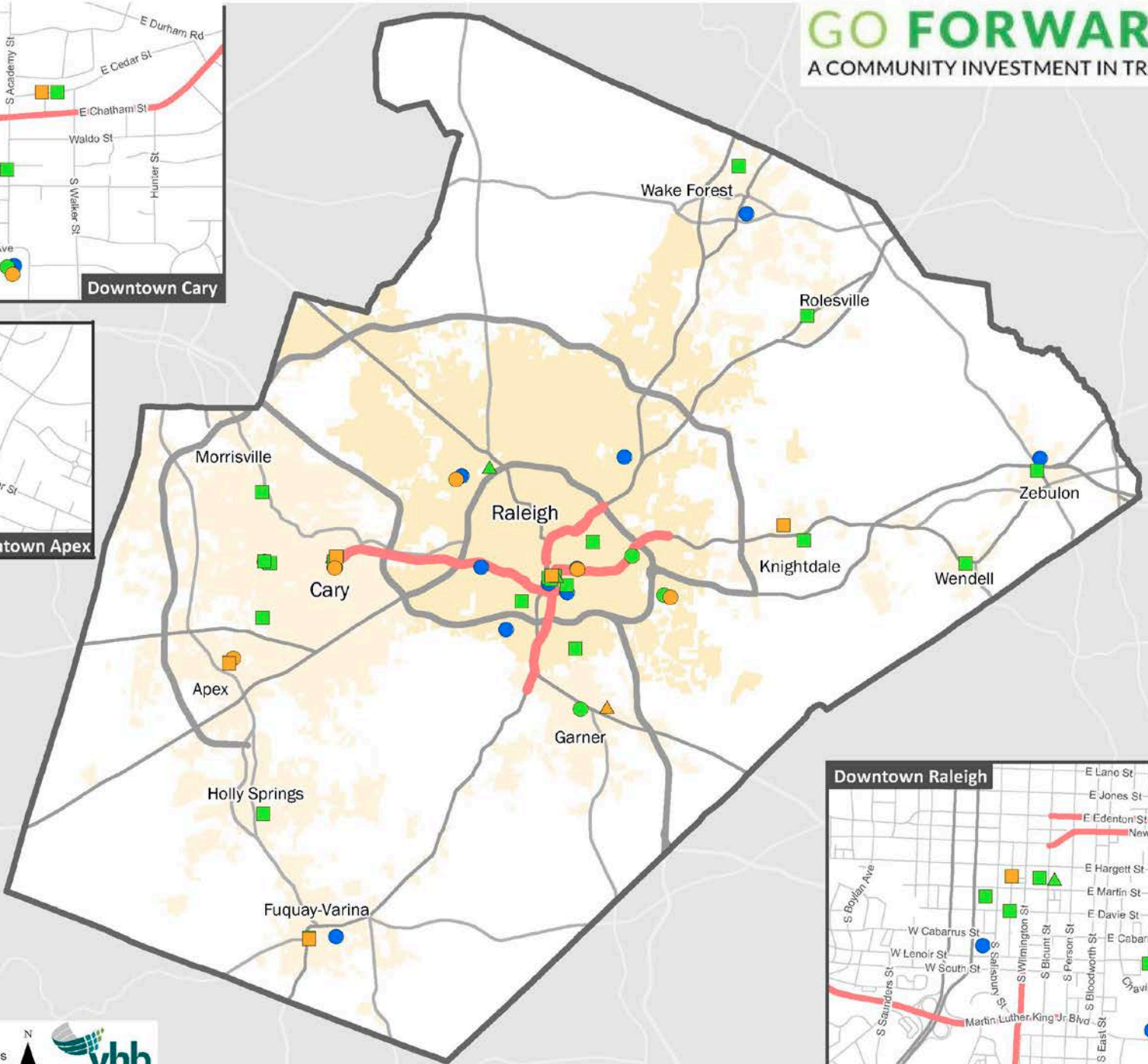
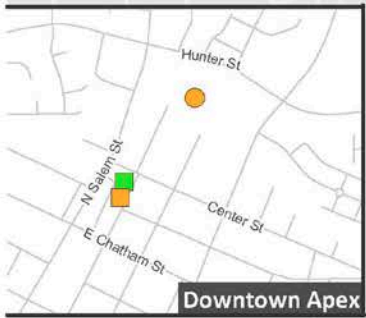
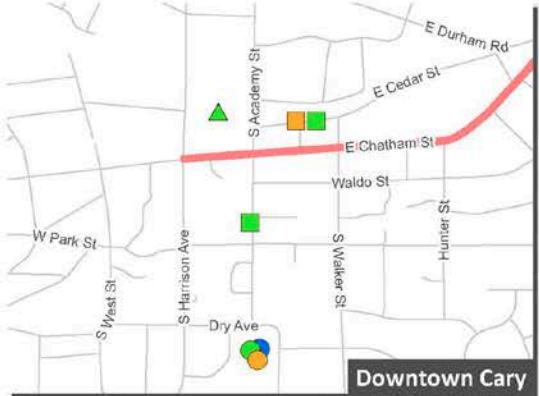
Engaging the Community

Wake Transit partners, agencies and stakeholders conducted outreach including presentations and events in all 12 municipalities

- 5,200 in-person “touches”
- 3,226 survey participants
- 23 public meetings (263 attendees total)
- 102 community events and presentations
- 1,350 comments received



Photos: @GoTriangle



-  BRT Corridor
- Fall 2018 Outreach**
-  Pop-up
-  Community Event
-  Public Meeting
- Spring 2018 Outreach**
-  Pop-up
-  Community Event
-  Public Meeting
- Fall 2017 Outreach**
-  Public Meeting

What We Heard

In meetings and surveys, the public asked for:

- Expanded service to underserved locations and new transit routes.
- Improved transit services through increased frequency, longer service spans and additional Sunday service.
- Additional service on express routes.
- More connections to RTP and RDU airport.
- Better passenger facilities, including more bus stops with benches, shelters and better signage.



Photos: @GoTriangle

Lessons Learned

- Develop a simple and consistent message and branding campaign
- Online engagement essential
- Proactively develop relationships with community organizations to share information through trusted sources
- Interact with people in their daily life at a variety of events:
 - Festivals
 - Pop-ups
 - Local government meetings
 - Transit centers
 - Community events



Photo: @GoRaleigh



Photo: @GoTriangle

Next Steps



- Continue engaging the community to educate riders and non-riders about new services
- Collect feedback on and implement a yearly work plan
- Continue improving bus service, stops and amenities
- Continue building relationships with community organizations
- Bus Rapid Transit: Project Development & Preliminary Design
 - led by GoRaleigh
- Commuter Rail Major Investment Study & Alternatives Analysis: Project Development & Preliminary Design
 - led by GoTriangle



Questions



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