Overview

The Regional Transit Center (RTC) Study aims to identify improvements to current transit service efficiency, functionality and passenger experience at GoTriangle’s central transfer point and bus hub. The GoTriangle Public Engagement Team worked with Capital Development to develop a virtual public engagement plan to share and gather information while identifying needs at the current RTC and establishing improvement priorities.

Outreach Goals

To keep everyone healthy and informed during the coronavirus pandemic, the GoTriangle Public Engagement Team developed a comprehensive virtual public engagement plan. The plan ensured that members of the public could access information about the Regional Transit Center and complete a survey while following local, state and national public health guidelines.

The public engagement effort included the following goals:

- Keep the community healthy and safe by following the guidance of the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and local and U.S. government officials.
- Promote awareness of the Regional Transit Center Study and associated survey.
- Engage a diverse audience using culturally competent materials.
- Actively engage the community in the public input process through a virtual platform.

In addition to virtual engagement materials, a survey asked current and potential transit center users to help identify necessary improvements or additional accommodations (lighting, parking, safety considerations, benches, shelters, waiting areas, etc.) at the RTC. Feedback gathered will inform potential RTC site design concepts.

Outreach Approach

1. **Informational PowerPoint**: The GoTriangle Public Engagement Team collaborated with the Capital Development Team to create an informational PowerPoint with an overview of the Regional Transit Center study purpose and a call to action to complete the survey.
2. **Video Presentations:** To engage audiovisual learners more effectively, the GoTriangle Public Engagement Team collaborated with experts to create recorded video presentations discussing the changes. Videos were available in both English and Spanish.
3. **Social Media Posts and Graphics**: The GoTriangle Public Engagement Team and Marketing & Communications Team created social media language and graphics in English and Spanish.

**Twitter**

**April 24 – June 14 (@GoTriangle & @WakeTransit)**

- Tweets: 15
- Impressions: 30,500
- Engagement: 310

**Instagram**

**April 24 – June 14 (@gotrianglencc)**

- Posts: 2
- Impressions: 555
- Engagement: 30

**Facebook**

**April 24 – June 14**

- Posts: 1
- Impressions: 603
- Engagement: 60
4. **Translained Materials:** In an effort to maintain our commitment to equity and inclusion, all materials were translated into Spanish and existing relationships with Spanish-speaking media outlets and community groups ensured that the information shared reached a diverse audience.

Regional Transit Center Study Survey / Encuesta sobre el Estudio del Centro de Transporte Público Regional

The Regional Transit Center (RTC) Study aims to improve current transit service efficiency, increase the functionality of the transit center, improve passenger experience and provide opportunity for future growth. The focus of the survey is to identify necessary improvements or additional accommodations (lighting, parking, safety considerations, benches, shelters, waiting areas, etc.) at the RTC. Feedback gathered will inform potential RTC site design concepts.

El Estudio sobre el Centro de transporte público regional (RTC, por sus siglas en inglés) apunta a mejorar la eficiencia del servicio de transporte actual, incrementar la funcionalidad del centro de transporte, mejorar la experiencia de los pasajeros y brindar una oportunidad de crecimiento en el futuro. El eje de la encuesta es identificar las mejoras necesarias o arreglos adicionales (iluminación, estacionamiento, cuestiones de seguridad, bancos, casetas, áreas de espera, etc.) del RTC. Los comentarios recopilados revelarán los conceptos de diseño posibles para el sitio del RTC.

5. **Website Updates:** The GoTriangle Public Engagement Team coordinated with communications staff to update the GoTriangle site to include all materials in English and Spanish.

**GoTriangle RTC Page**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>April 24 – June 14</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Views</td>
<td>166</td>
<td>404</td>
</tr>
<tr>
<td>Average time on Page</td>
<td>3:00</td>
<td>2:40</td>
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<tr>
<td>Unique Page Views</td>
<td>140</td>
<td>322</td>
</tr>
<tr>
<td>Entrances</td>
<td>39</td>
<td>256</td>
</tr>
</tbody>
</table>

**Definitions:**

*Page views:* Pageviews is the total number of pages viewed. (Repeated views of a single page are counted.)

*Unique Views:* Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.
6. **Email Blast**: Community organizations, elected officials, individual subscribers for transit plan updates and other contacts received email blasts to inform them of the Regional Transit Center Study.

7. **Press Release**: An official press release at the beginning of the engagement period informed English and Spanish media of the public comment period and provided access to informational materials.

8. **Targeted Outreach Pushes**: *Social media targeting* is the ability to send posts to specific audiences chosen by the advertiser or poster. Utilizing this strategy allowed the GoTriangle Public Engagement Team to share information with communities specifically impacted by the scope of the study or to areas with gaps in participation.

9. **Printable fliers**: To reach riders and other transit staff and users, a printable flier reached people in their own communities through collaboration with the Food Bank of Central and Eastern North Carolina, including adding the flyer to food distribution packages.
Through this partnership, survey responses for the Regional Transit Center study provided 4,400 meals to Triangle residents impacted by COVID19.

10. Virtual Community Meetings: Some organizations have transitioned to conducting their regular meetings in an online format. The Public Engagement Team worked with community partners to establish opportunities to attend virtual community meetings to present to groups virtually, similar to in-person outreach.

11. Survey: A survey embedded on the gotriangle.org/RTC site and hosted on PublicInput.com collected feedback from the community.

### Outreach Activities

<table>
<thead>
<tr>
<th>Materials Added to GoTriangle Site (English &amp; Spanish)</th>
<th>Website Update</th>
<th>4/23/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Comment Period Opens</td>
<td>Public Comment Period</td>
<td>4/24/20</td>
</tr>
<tr>
<td>Email Blast: Durham, Wake &amp; Orange Community Contacts</td>
<td>Mailchimp Email Blast</td>
<td>4/24/20</td>
</tr>
<tr>
<td>Email Blast: GoForward List</td>
<td>Mailchimp Email Blast</td>
<td>4/24/20</td>
</tr>
<tr>
<td>Email Blast: Transit Advisory Committee</td>
<td>Mailchimp Email Blast</td>
<td>4/24/20</td>
</tr>
<tr>
<td>Email Blast: GoCrew</td>
<td>Mailchimp Email Blast</td>
<td>4/24/20</td>
</tr>
<tr>
<td>Email Blast: Durham, Wake &amp; Orange County Elected Officials</td>
<td>Mailchimp Email Blast</td>
<td>4/24/20</td>
</tr>
</tbody>
</table>
**Close the Loop: Direct contact with organizations that hosted meetings to review the FY21 Draft Wake Transit Work Plan (Jan – Feb 2020)**

- GoTriangle Transit Advisory Committee
- WakeUP Wake County / CAFT
- Crosby-Garfield Advocacy Group
- Raleigh/Wake Partnership to End Homelessness
- GoTriangle TDM
- ONE Wake
- League of Women Voters of Wake County
- US Committee for Refugees and Immigrants

**Email / Phone Calls**

4/24/20 – 6/14/20

**Public Comment Period Closes**

6/14/20

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### Culturally Competent Communication

The Public Engagement team worked with the contracted translation provider Lit Language to ensure all social media blurbs, press releases, emails, website updates and supporting materials were available in both English and Spanish. In the face of a public health crisis, it is more important than ever to continue to provide culturally competent communication to speakers of languages other than English. In the Triangle region, Spanish translation is becoming standard for transit agencies and public sector communications. The Spanish-speaking community and speakers of other languages include a large number of people who are undocumented and may not be interacting with the government systems that provide up to date information. It is imperative that opportunities to engage about the future of the region are accessible to all.

### Outreach Timeline

The GoTriangle Public Engagement Team conducted virtual outreach from **April 24 – June 14, 2020** in order to engage the community and promote awareness of the Regional Transit Center Study. The team coordinated with the Capital Development Department and as the impact of COVID-19 continues, our team will work to identify additional opportunities for engagement both virtually and in-person if regulation guidelines permit. Activities will be executed in-person based on the progression of the public health situation and the efficacy of the recent online efforts.

### Online Communication

Between April 24 and June 14, 2020, the Regional Transit Center Study page on the GoTriangle website received **322 unique page views**. Social media efforts promoting the study included **15 tweets, 1 Facebook post and 2 Instagram posts**. The number of page views and social media impressions indicates that the information reached a wider audience beyond the number of survey responses. Given the unprecedented nature of the COVID-19 pandemic requiring a
pause in in-person outreach, this metric provides a benchmark for virtual efforts and future comment periods.

**Survey Response Themes**

Responses to the Regional Transit Center Survey included the following themes:

- The majority of respondents (69%) take the bus to travel to and from the Regional Transit Center. 23% drive alone, 15% walk, 11% use Uber, Lyft or Taxi, 8% drive or ride with others, and 5% bicycle. 2% indicated “Other”.
  
  *Please note, respondents chose all that apply (could be more than one answer).*

- Out of the respondents who indicated they ride the bus, 61% use route 100, 34% route 700, 33% route 800, 28% route 105, 14% route 300, 9% route 805, 9% GoDurham Route 12, 6% NRX, 5% route 311 and 3% route 310.
  
  *Please note, respondents chose all that apply (could be more than one answer).*

- Frequency of visits to the Regional Transit Center was spread fairly evenly across occasionally (33%), a few times per month (24%), daily (19%), a few times per week (19%) and never (4%).

To view the full report of responses, please [click here](#).

**Public Participation**

To measure the effectiveness of the engagement plan and activities associated with it, the GoTriangle Public Engagement Team collected demographic information in order to identify gaps in outreach and develop strategies to close the loop on an ongoing basis.

**Geographic Distribution of Responses**

Survey responses recorded by IP address are as follows:
The demographic section of the survey begins with the statement in both English and Spanish: “To help ensure we are reaching all members of the community please consider answering the following optional demographic questions. Para asegurarnos de que estamos llegando a todos los miembros de la comunidad, considere responder las siguientes preguntas demográficas optativas.”
### What is your race/ethnicity?

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>White / Blanca/a</td>
<td>80%</td>
<td>33</td>
</tr>
<tr>
<td>Black or African-American / Negra/a o afroamericana/a</td>
<td>7%</td>
<td>3</td>
</tr>
<tr>
<td>Asian / Asiática</td>
<td>7%</td>
<td>3</td>
</tr>
<tr>
<td>I prefer not to answer / Prefiero no responder</td>
<td>7%</td>
<td>3</td>
</tr>
<tr>
<td>Hispanic, Latino, or Spanish / Hispana/o, latina/o o española/a</td>
<td>2%</td>
<td>1</td>
</tr>
<tr>
<td>American Indian or Alaska Native / Amerindio/a o nativo/a de Alaska</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander / Nativo/a de Hawaií u otro isleño/a del Pacífico</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Other / Otro</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
</table>

### How many cars are available for drivers in your household to use?

- 47% 2 cars
- 26% 1 car
- 7% Other / Otro
- 7% I prefer not to answer / Prefiero no responder
- 4% 3 cars
- 0% 4 or more cars

45 respondents
How many licensed drivers are there in your household?
¿Cuántos conductores con licencia hay en su hogar?

45 respondents

Which of the following groups does your total annual household income fall into?
¿Cuál de los siguientes grupos representa el ingreso total anual de su hogar?

47 respondents