

**GoTriangle**  
**Regional Transit Center Study**  
**Public Engagement Outreach Summary**  
**April 22, 2020 – June 14, 2020**

**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.

1
2
3
4
5
6

## WHAT ARE THE GOALS OF THE STUDY?

- Provide a better experience for riders
- Make it more efficient for buses to enter and leave the Regional Transit Center
- Improve access to transit



**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

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.

Zooming into Transit: Regional Transit Center Study
Watch later
Share

Estudio Sobre El Centro De Transporte Público Regional
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**Zooming** into  
**Transit**

**Zooming** en  
**Tránsito**

*feat. Jay Heikes*  
Transportation Planner

*presentadora Liz Raskopf*  
especialista en compromiso público

Zooming into Transit: Regional Transit Center Study
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What is the RTC Study? Goals of the Study? Next Steps? Project Timeline

### PROJECT TIMELINE

COMPLETE	NOW			FALL 2020
1	2	3	4	5
EXISTING CONDITIONS REPORT	SURVEY	IMPROVEMENT AND RELOCATION OPTIONS	CONCEPTUAL DESIGN OPTIONS	FINAL FEASIBILITY STUDY REPORT

MORE VIDEOS

Andy Willard: So I think you walked through some of the next steps in this timeline when Jay and I were at that and I guess we

7:38 / 10:17

YouTube

Estudio Sobre El Centro De Transporte Público Regional
Watch later
Share

### ¿QUÉ ES EL ESTUDIO SOBRE EL CENTRO DE TRANSPORTE PÚBLICO REGIONAL?

- Conexiones de autobuses entre los condados de Wake, Orange y Durham
  - 10 rutas
  - 1,000 personas abordan cada día
- Mejorar la seguridad, la funcionalidad y la comodidad

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MORE VIDEOS

1:48 / 3:32

YouTube

**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**

<b>April 24 – June 14 (@GoTriangle &amp; @WakeTransit)</b>	
Tweets	15
Impressions	30,500
Engagement	310



**Instagram**

<b>April 24 – June 14 (@gotrianglenc)</b>	
Posts	2
Impressions	555
Engagements	30



**Facebook**

<b>April 24 – June 14</b>	
Posts	1
Impressions	603
Engagements	60



4. **Translated 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

 Translate

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.

Survey Questions

Demographic Questions

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***

<b><i>April 24 – June 14</i></b>	<b>2019</b>	<b>2020</b>
Page Views	166	404
Average time on Page	3:00	2:40
Unique Page Views	140	322
Entrances	39	256

### **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.*

*Entrances: Entrances is the number of times visitors entered your site through a specified page or set of pages.*

*Average time on Page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.*

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.

The screenshot shows the iCinput.com project management interface for a project titled "Regional Transit Center Orange County - WRAL". The interface includes a top navigation bar with a search bar and a user profile. Below the title, there is a summary table with the following data:

VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS	SOCIAL VIEWS
8,154	98 <a href="#">Details</a>	147	0	0	0

Below the summary table, there is a horizontal menu with tabs: Page & Survey, Email, Text, Phone, Social, Meetings & Offline, Comments, Subscribers, Participants, Results & Data, and Settings. The "Page & Survey" tab is selected. The main content area shows the project status as "Live" (indicated by a blue arrow) and "Closed" (indicated by a grey arrow). There are buttons for "Return to draft" and "Close Project to Responses". Below these, there are checkboxes for "List on GoTriangle home" and "Feature on GoTriangle home". At the bottom, there is a section for "Close at a specific time" with a date and time selector set to "(UTC-05:00) Eastern Time (US & Canada)" and a "Schedule Close Date" button. A blue chat bubble icon is visible in the bottom right corner.

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.



## LOOKING FOR A WAY TO GIVE BACK TO THE COMMUNITY?

We're here to help! Give us your input on future transit investments and for each response received, we can help the Food Bank of Central and Eastern North Carolina provide 50 meals to Triangle residents impacted by COVID-19! To learn more and participate visit [goforwardnc.org/give-feedback](https://goforwardnc.org/give-feedback) and follow us on social media to retweet and reshare using the #GoForward hashtag!



@GoTriangle



@GoTriangle



@GoTriangleNC

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](https://gotriangle.org/RTC) site and hosted on PublicInput.com collected feedback from the community.

### Outreach Activities

Materials Added to GoTriangle Site (English & Spanish)	Website Update	4/23/20
Public Comment Period Opens	Public Comment Period	4/24/20
Press Release (English & Spanish)	Press Release	4/24/20
Email Blast: Durham, Wake & Orange Community Contacts	Mailchimp Email Blast	4/24/20
Email Blast: GoForward List	Mailchimp Email Blast	4/24/20
Email Blast: Transit Advisory Committee	Mailchimp Email Blast	4/24/20
Email Blast: GoCrew	Mailchimp Email Blast	4/24/20
Email Blast: Durham, Wake & Orange County Elected Officials	Mailchimp Email Blast	4/24/20



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	Public Comment Period	6/14/20

### 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](#).

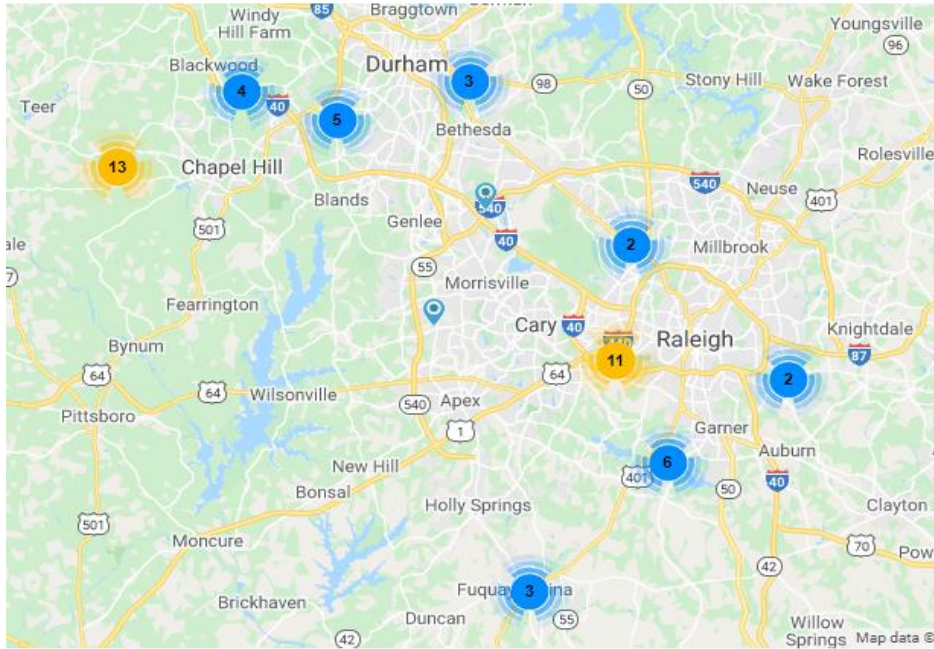
## Public Participation

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.

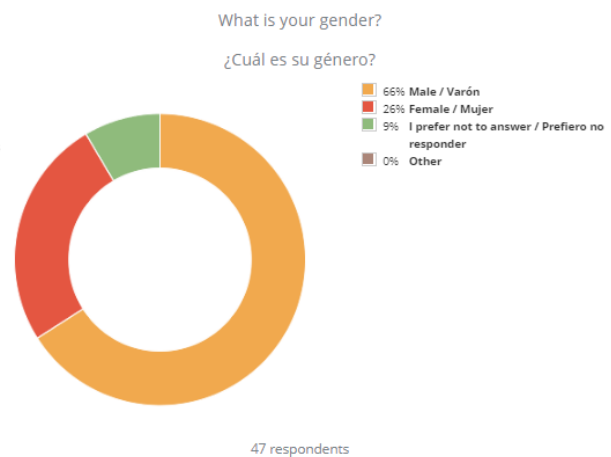
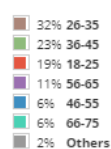
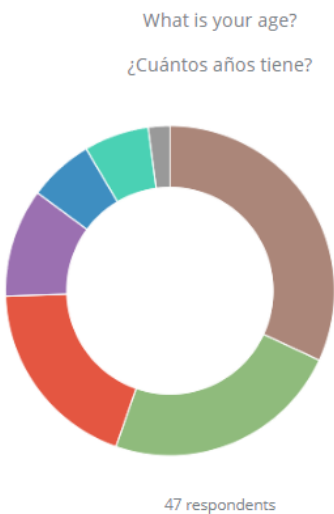
## Geographic Distribution of Responses

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.”



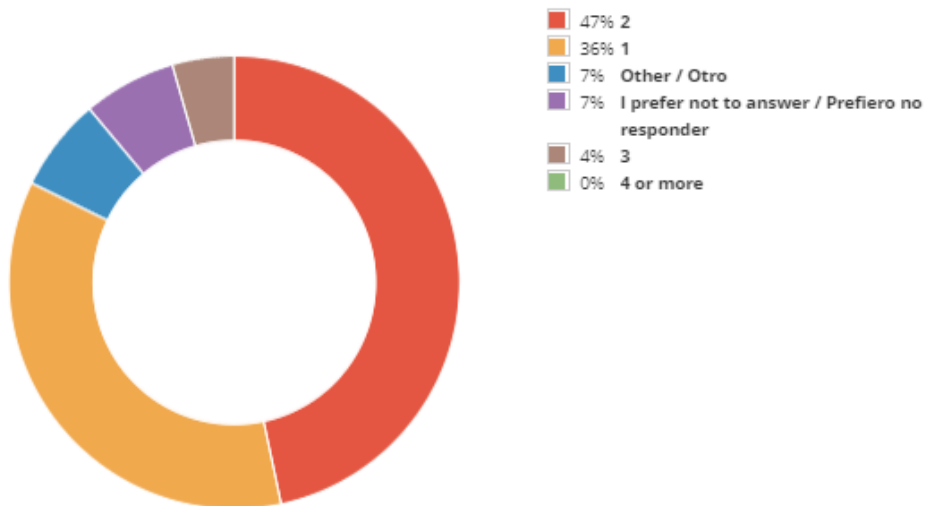
What is your race/ethnicity?

¿Cuál es su raza/etnia?

80%	White / Blanco/a	33 ✓
7%	Black or African-American / Negro/a o afroamericano/a	3 ✓
7%	Asian / Asiático/a	3 ✓
7%	I prefer not to answer / Prefiero no responder	3 ✓
2%	Hispanic, Latino, or Spanish / Hispano/a, latino/a o español/a	1 ✓
0%	American Indian or Alaska Native / Amerindio/a o nativo/a de Alaska	0 ✓
0%	Native Hawaiian or Other Pacific Islander / Nativo/a de Hawái u otro isleño/a del Pacífico	0 ✓
0%	Other / Otro	0 ✓

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

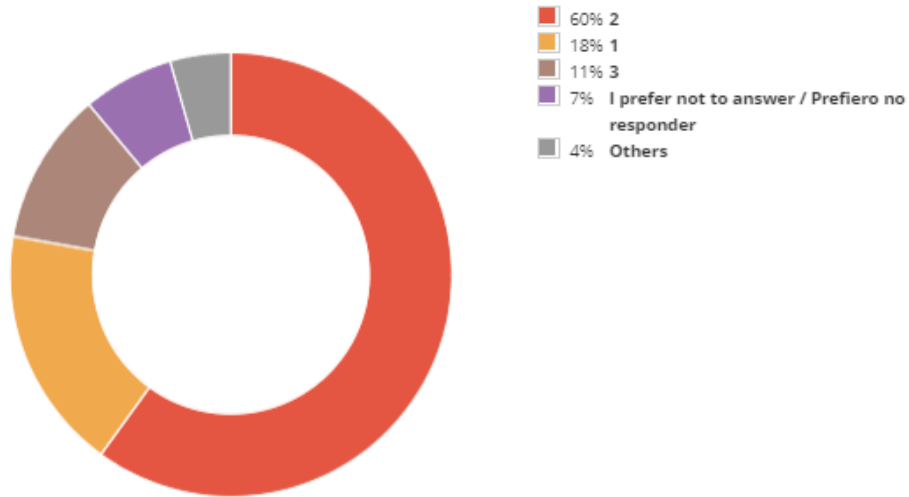
¿Cuántos automóviles hay disponibles para que usen los conductores de su hogar?



45 respondents

How many licensed drivers are there in your household?

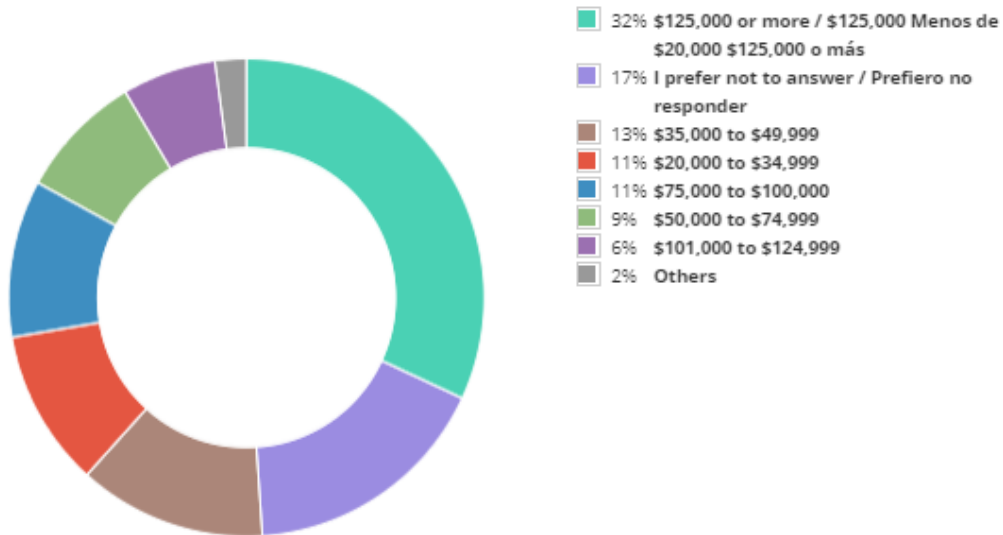
¿Cuántos conductores con licencia hay en su hogar?



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