

Engagement and Communications Plan

Apex Transit Prioritization Study



1. BACKGROUND

In 2024, the Planning Department began a project to determine the next priorities for transit in Apex.

The purpose of the project is not to be a full transit plan for the Town. Rather, it is meant to use existing plans and public feedback, as well as conduct analysis and additional public feedback, to set some clearer priorities for what comes next for local transit in Apex after the launch of GoApex Route 1. When the planning was initially done for Advance Apex, the Town's current long-range transportation plan, several possible transit alignments were identified in Town. The route that became GoApex Route 1 was identified as the top priority. However, there was not a clear order identified for any subsequent routes.

Since GoApex Route 1 has been in service, we've gotten requests for service to other parts of Town, and other service types (ex. service to local parks, and demand response service to areas outside the GoApex Door to Door area). The general sense from Town Council is that there is support for transit expansion, and we have opportunities to apply for grant funding through the Wake Transit funding program, and potentially other programs, to help support expansion projects.

The expected outcome of the project will be to ready ourselves for funding future opportunities. That would include:

- Setting the top priorities and having a ballpark idea of their costs and benefits to the Town.
- Determining if we need to make any edits to the town's Transit Plan Map (or other planning maps).
- Determining if there are smaller projects we can go ahead and apply for FY25 funding, or if we will need to develop projects further in FY24/25 for funding application for FY26.

As far as communication, the overall plan is as follows:

- Build awareness of the project and the feedback opportunities.
- Provide a project webpage that is updated frequently.
- Conduct an onboard and an online public survey.
- Conduct a public comment period for the draft priorities.
- Continue to promote and share information about existing transit services in all communications.

Communication and engagement will take place mainly during two campaigns for this effort.

Campaign 1: Build awareness for the project and encourage people to complete the surveys. The online survey will be live approximately April 1, 2024 – May 15, 2024.

Campaign 2: Build awareness of the draft priorities and encourage feedback – Summer 2025.

2. OVERALL ENGAGEMENT STRATEGY

Gathering public input about local transit preferences and experiences will be a major component of this study and will be critical to developing meaningful recommendations. The overall engagement strategy for this project is to gather as valuable input from on the front end of the project in order to use that timely input to develop recommendations, while maintaining transparency throughout the project.

The major public engagement tasks will include developing a project webpage through PublicInput.com, as well as developing public surveys to capture current GoApex rider experiences and wider community preferences. Results from the feedback will be used to develop draft recommendations. A secondary public

engagement task will be to request review and feedback on the draft recommendations prior to review by Town Council.

3. EXPECTED OUTCOME

Provide clear and accessible information and gather a wide sample of all Apex residents and community members' opinions on their transit priorities for the Town in order to build a set of priorities that are widely understood and accepted. We'd also like to make sure that key audiences are well represented.

4. KEY MESSAGES

Campaign 1: Webpage and public survey

Hey Apex! What's next for transit?

The GoApex Route 1 launch put Apex on the transit map. Now we're looking forward! **We want your feedback on priorities for future transit growth and improvements.**

Take the transit prioritization survey! Available now through May 15th

www.apexnc.org/transitsurvey

Campaign 2: Public Comment Period

Apex Town Staff heard your input from last year's public surveys, analyzed different options, and have developed draft recommendations for transit improvements and expansions in Town over the next few years.

Now we want your feedback on these draft priorities before they are presented to Town Council. Check on the Draft Priorities on the project webpage and let us know what you think!

Hey Apex

What's next in transit?

Town Staff heard the feedback you provided us last year. Now, we have a draft list of priorities to expand and improve local transit service in Apex!

Review the draft priorities and provide your comments at the project webpage, www.apexnc.org/transitstudy

The comment form will be open until August 1st.

Scan this QR

code to visit the project webpage.

www.apexnc.org/transitstudy

5. TARGET AUDIENCES

- Current GoApex riders (both Route 1 and Door to Door)
- Current, past or future GoApex riders
- Riders of other transit service in Town - GoCary ACX or GoTriangle Rt 305
- People who have interacted with transit issues in town previously or shown an interest in transit
- Major stakeholders or groups immediately affected by GoApex service or this project

- Transit-reliant populations
 - Population age 70 and over
 - Population between ages 13-21
 - Population with a Disability
 - Households with No Vehicle Available

- Historically Underserved/Title VI populations
 - Minority population
 - Limited English Proficiency Households
 - Low Income Households

6. STRATEGIC OUTREACH IDEAS FOR KEY AUDIENCES

Audience	Strategies/Tactics
All Audiences	<ul style="list-style-type: none"> • Project Website • Town Social Media Posts • All in Apex email newsletter • Utility bill mailer – print and email
Riders or Potential Riders:	
Current GoApex riders	<ul style="list-style-type: none"> • Channel Card on the Bus • Service Updates on real-time app from GoCary • Request that the GoWake Access reservation team inform Door to Door customers about the project
Past or future GoApex riders	<ul style="list-style-type: none"> • Send emails using the Transit Plans and Services email list and Long Range Planning email list • In-person events
People who have interacted with transit issues in town previously or shown an interest in transit	<ul style="list-style-type: none"> • Send info to people who have made requests over email
Transit-Reliant Populations:	
<ul style="list-style-type: none"> • Population age 70 and over 	<ul style="list-style-type: none"> • Utility bill mailer • Messaging in the Senior Center/senior newsletter
<ul style="list-style-type: none"> • Population between ages 13-21 	<ul style="list-style-type: none"> • Channel Card on bus • Social Media
<ul style="list-style-type: none"> • Population with a Disability 	<ul style="list-style-type: none"> • Reach out to partners to spread the word (GoApex Door to Door, CAMPO Mobility Coordination Committee, Apex Parks and Rec specialized recreation programs)

Audience	Strategies/Tactics
<ul style="list-style-type: none"> Households with No Vehicle Available 	<ul style="list-style-type: none"> Utility bill mailer
Historically-Underserved Populations:	
<ul style="list-style-type: none"> Minority population 	<ul style="list-style-type: none"> In-person Town Events, flyers to places of worship
<ul style="list-style-type: none"> Low Income Households 	<ul style="list-style-type: none"> Utility Bill Mailer Leave flyers with Western Wake Crisis Ministries and White Oak Foundation, affordable housing developments
<ul style="list-style-type: none"> Limited English Proficiency Households 	<ul style="list-style-type: none"> Translate key documents into Spanish Ensure the website and survey are translatable
Major stakeholders:	
Apex Transit Advisory Committee	<ul style="list-style-type: none"> Provide updates at in-person quarterly meetings Send email updates directly to the group as needed
Town Leadership	<ul style="list-style-type: none"> Use Council email updates to provide project updates as needed Plan for a Planning Board and Town Council presentation prior to acceptance
Town Staff	<ul style="list-style-type: none"> Review project ideas with key department staff
CAMPO/Wake Transit Partners	<ul style="list-style-type: none"> Provide an update at a TPAC meeting
GoCary	<ul style="list-style-type: none"> Encourage all main staff to join the Transit Plans and Services email list Plan to coordinately bi-weekly starting in July
GoWake Access	<ul style="list-style-type: none"> Encourage all main staff to join the Transit Plans and Services email list
Local Non-profit Organizations	<ul style="list-style-type: none"> Encourage all main staff to join the Transit Plans and Services email list Encourage them to pass survey info on to their clients
Other	
Local News Media	<ul style="list-style-type: none"> Post a news item on main Town webpage when the survey opens - Consult with Apex Communications team for ideas

7. TACTICS FOR CAMPAIGN 1

Tactic	Category	Description	Due
Suburban Living Ad	Print	Place an ad for the survey in the April/May issue of SL	2/25/24
Public Input Project Page	Digital	Managed by Planning Dept staff	Go Live needed ahead of 3/20/24
Utility Bill Insert	Print	Buckslip size while survey is live. Planning would develop the content and Communications would need to do the design. Planning can also get the translation done. Ideally would be in color on white paper, but could be in gray-scale. Run 4/1/24 and 4/15/24	3/20/24
GoApex Channel Card (11x24)	Print	Develop a channel card for the GoApex bus letting people know about the project and providing a QR code to the project webpage and/or survey. This channel card could stay on the bus for the duration of the project	3/27/24
GoApex Channel Card (11x24)	Print	Basic info channel card letting riders know they may be asked to take the rider survey	4/1/24
Flyer	Print	1,000 Double-sided (English and Spanish), color, postcard-sized flyers with invitation for online survey, distributed at in-person events, town facilities, multi-family apartment communities and area businesses	4/1/24
Homepage Square	Digital	Place homepage square on the apexnc.org website for the duration of the survey.	4/1/24
eBill	Digital	Placed in eBill, which reaches approximately 15,000 email addresses across 2 cycles.	4/1/24 & 4/15/24
Email	Digital	Email sent to listserv on Public Input that would be interested in transit. Planning to manage email.	4/1/24
Library Pop-Up	In-Person	Work with Eva Perry Library to host a bus reading event with information on the transit survey	4/16/2025
Social Media	Social	Facebook, Instagram, post promoting the survey	4/5/24
eNewsletter	Digital	Distributed to approximately 2,600 email addresses.	4/1/24 & 5/1/24
Apex EarthFest	In-Person	Town Dept booth with project information and survey flyer	4/20/24
Apex PeakFest	In-Person	Town Dept booth with project information and survey flyer	5/4/2024
Social (last call)	Social	Reminder post for a “last call” to get last survey completions	5/10/24

Examples of graphics used for Campaign 1 are below.

Postcard Flyer Side 1 (English) and Side 2 (Spanish):



The English side of the postcard flyer features a background image of a white GoApex bus on a city street. The text is as follows:

Hey Apex

What's next in transit?

The GoApex Route 1 launch put Apex on the transit map. Now we're looking forward!
We want your feedback on priorities for future transit growth and improvements.

Take the Transit Prioritization Survey!
Available now through May 15th
www.apexnc.org/transitsurvey



The Spanish side of the postcard flyer features the same background image of a white GoApex bus. The text is as follows:

Hola Apex

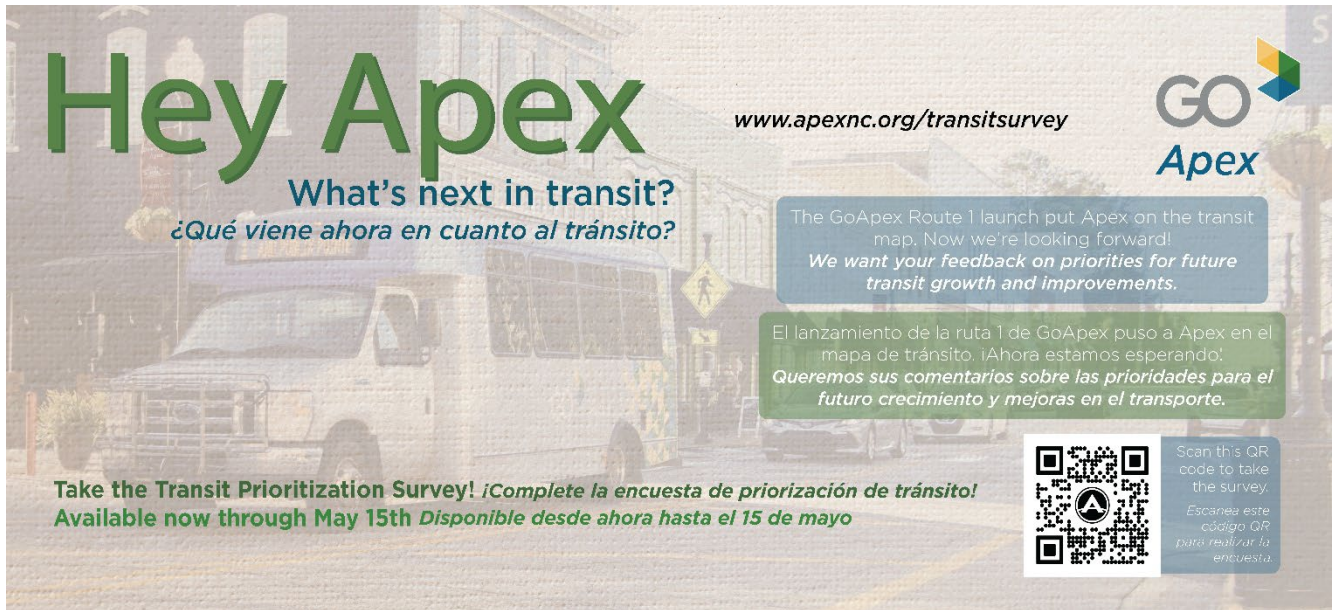
¿Qué viene ahora en cuanto al tránsito?

El lanzamiento de la ruta 1 de GoApex puso a Apex en el mapa de tránsito. ¡Ahora estamos esperando!
Queremos sus comentarios sobre las prioridades para el futuro crecimiento y mejoras en el transporte.

¡Complete la encuesta de priorización de tránsito!
Disponible desde ahora hasta el 15 de mayo
www.apexnc.org/transitsurvey



Channel Card poster to place on GoApex Bus (English and Spanish):



Hey Apex

What's next in transit?
¿Qué viene ahora en cuanto al tránsito?


www.apexnc.org/transitsurvey

GO Apex

The GoApex Route 1 launch put Apex on the transit map. Now we're looking forward!
We want your feedback on priorities for future transit growth and improvements.

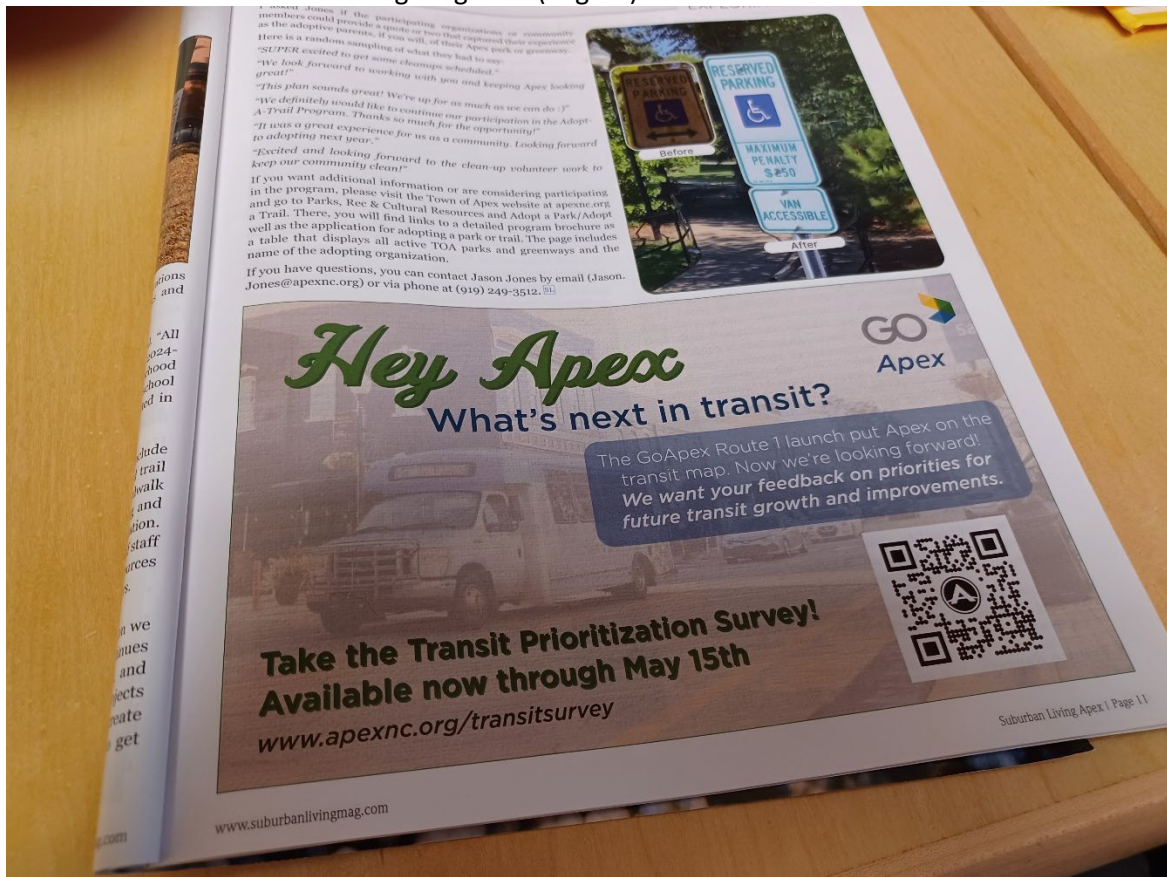
El lanzamiento de la ruta 1 de GoApex puso a Apex en el mapa de tránsito. ¡Ahora estamos esperando!
Queremos sus comentarios sobre las prioridades para el futuro crecimiento y mejoras en el transporte.

Take the Transit Prioritization Survey! ¡Complete la encuesta de priorización de tránsito!
Available now through May 15th *Disponible desde ahora hasta el 15 de mayo*



Scan this QR code to take the survey.
Escanee este código QR para realizar la encuesta.

Advertisement in Suburban Living Magazine (English):



...ment thing if the participating organizations or community members could provide a space or two that captured their experience. Here is a random sampling of what they had to say:
"SUPER excited to get some cleanups scheduled!"
"We look forward to working with you and keeping Apex looking great!"
"This plan sounds great! We're up for as much as we can do!"
"We definitely would like to continue our participation in the Adopt a Trail Program. Thanks so much for the opportunity!"
"It was a great experience for us as a community. Looking forward to adopting next year!"
"Excited and looking forward to the clean-up volunteer work to keep our community clean!"
If you want additional information or are considering participating in the program, please visit the Town of Apex website at apexnc.org and go to Parks, Rec & Cultural Resources and Adopt a Park/Adopt a Trail. There, you will find links to a detailed program brochure as well as the application for adopting a park or trail. The page includes a table that displays all active TOA parks and greenways and the name of the adopting organization.
If you have questions, you can contact Jason Jones by email (Jason.Jones@apexnc.org) or via phone at (919) 249-3512.

Hey Apex

What's next in transit?

GO Apex

The GoApex Route 1 launch put Apex on the transit map. Now we're looking forward!
We want your feedback on priorities for future transit growth and improvements.

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Available now through May 15th
www.apexnc.org/transitsurvey



Suburban Living Apex | Page 11

www.suburbanlivingmag.com

Utility Bill Mailer Side 1 (English) and Side 2 (Spanish):



Hey Apex
What's next in transit?

The GoApex Route 1 launch put Apex on the transit map. Now we're looking forward!
We want your feedback on priorities for future transit growth and improvements.

Take the Transit Prioritization Survey!
Available now through May 15th
www.apexnc.org/transitsurvey



Hola Apex
¿Qué viene ahora en cuanto al tránsito?

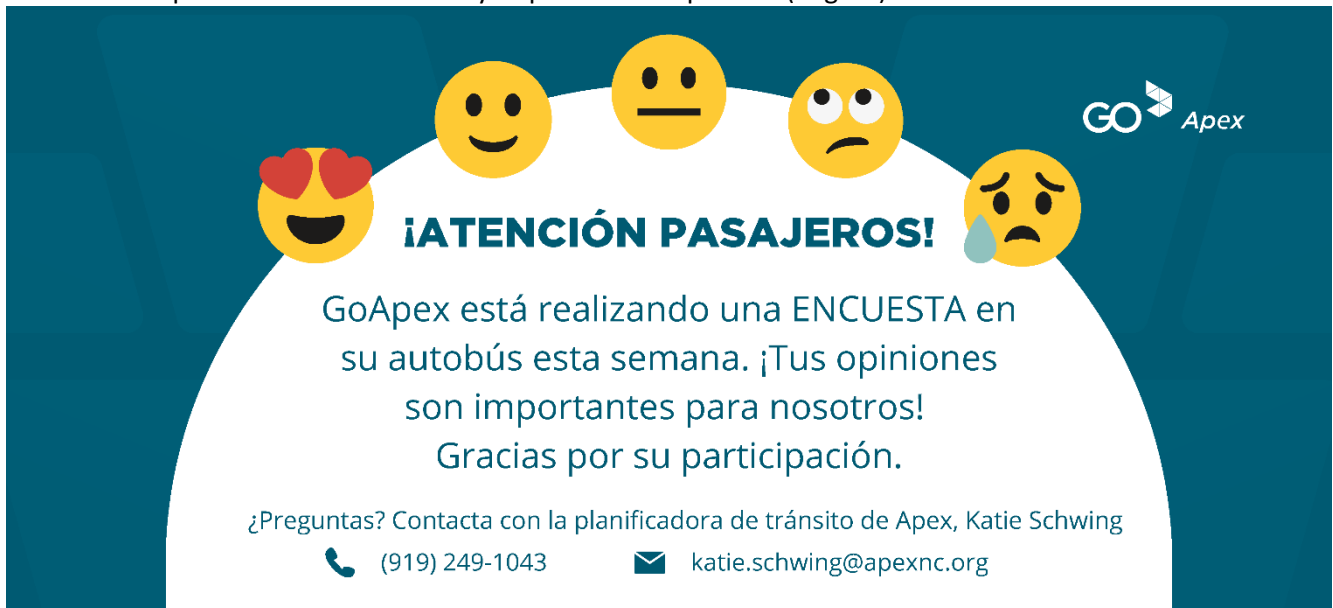
El lanzamiento de la ruta 1 de GoApex puso a Apex en el mapa de tránsito. ¡Ahora estamos esperando!
Queremos sus comentarios sobre las prioridades para el futuro crecimiento y mejoras en el transporte.

¡Complete la encuesta de priorización de tránsito!
Disponible desde ahora hasta el 15 de mayo
www.apexnc.org/transitsurvey



Channel Card poster for Onboard Survey to place on GoApex Bus (English):



8. TACTICS FOR CAMPAIGN 2

Tactic	Category	Description	Due
Email Banner	Digital	Banner updated from 2024 project with new wording	6/20/25
Public Input Project Page updates	Digital	Managed by Planning.	6/25/25
Informational Video	Digital	To embed/link on the project webpage. A recorded PowerPoint presentation with staff going through the recommendations and maps.	6/25/25

Transit News and Updates page	Digital	Planning to place an update and link to project page.	6/25/25
E-blast	Digital	Email sent to listserv on Publicinput Transit Plans and Updates and All Long Range Plans lists. Planning to manage email. Wording for banner: Provide comments on the draft recommendations through August 3rd!	6/25/25
GoApex Channel Card (11x24) OR Ground signs	Print	Develop a channel card for the GoApex bus letting people know about the project and providing a QR code to the project webpage. OR Since it's been difficult to ensure that channel cards remain up in the bus, another tactic could be placing ground signs in strategic locations around key bus stops. This could work multi-purpose with both riders and those that live near the bus stops frequently seeing the signage	Designed by 6/30/25
Postcard	Print	Have available for events, front desks, etc. Need assistance from Comms for the design, Planning can print.	6/30/25
"All in Apex" eNewsletter	Digital	Distributed to approximately 3,600 email addresses.	7/1/25
Social Media	Social	Facebook, Instagram posts promoting the public comment period	7/3/25
Town Employee eNewsletter	Digital	Distributed to approximately 650 email addresses.	7/15/25
Town News	Web	Project notification on the Town homepage points people to project page	7/15/25
Utility Bill Insert	Print	Buckslip size while survey is live. Planning would develop the content and Communications would need to do the design. Planning can also get the translation done. Ideally would be in color on white paper, but could be in gray scale. Run 6/15/25 and 7/1/25	Unavailable for this project timeline
eBill	Digital	Placed in eBill, which reaches approximately 15,000 email addresses across 2 cycles.	Unavailable for this project timeline

Examples of graphics used for Campaign 2 are below.

Postcard Flyer Side 1 (English) and Side 2 (Spanish):

Hey Apex

What's next in transit?



We heard your feedback and have draft priorities to expand and improve local bus service in Apex!

Review the draft priorities & provide your comments now through August 3rd.

www.apexnc.org/transitstudy



Scan this QR code to visit the project webpage.

Hola Apex

¿Qué viene ahora en cuanto al tránsito?



¡Hemos escuchado sus comentarios y creamos un borrador de las prioridades para ampliar y mejorar el servicio de autobuses locales en Apex!

¡Revise el borrador de las prioridades y envíe sus comentarios! El formulario para hacer comentarios estará abierto hasta el 3 de agosto de 2025.

www.apexnc.org/transitstudy



Escanee este código QR para visitar la página web del proyecto.

Channel Card poster to place on GoApex Bus (English and Spanish):

Hey Apex

What's next in transit?

¿Qué viene ahora en cuanto al tránsito?

www.apexnc.org/TransitStudy



We heard your feedback and have draft priorities to expand and improve local bus service in Apex!

¡Hemos escuchado sus comentarios y creamos un borrador de las prioridades para ampliar y mejorar el servicio de autobuses locales en Apex!

Review the draft priorities and provide your comments!

¡Revise el borrador de las prioridades y envíe sus comentarios!

The comment form will be open until August 3rd, 2025.

El formulario para hacer comentarios estará abierto hasta el 3 de agosto de 2025.



Scan this QR code to visit the project webpage.

Escanee este código QR para visitar la página web del proyecto.

9. BUDGET

Item	Creative	Print	Produced By
Channel Cards	internal	\$150	Communications
Flyers	internal	\$500	Planning/Communications
Posters	internal	\$100	Planning/Communications
Utility Bill Mailers	internal	\$1,250	Planning/Communications
Total Estimated Budget		\$2,000	

10. EVALUATION

- Include socioeconomic questions in the online and onboard survey
- If we are particularly low on responses halfway through the survey period, we may need to ramp up outreach