

## APTA ENTRY FOR BEST MARKETING AND COMMUNICATIONS EDUCATIONAL INITIATIVE: COMPREHENSIVE CAMPAIGN

# 

Please find our educational video about the 37-mile commuter rail project that will connect important points of the Triangle in North Carolina **HERE**.

Visit our campaign website **HERE**.











## **EXAMPLES OF SOCIAL MEDIA POSTS**

Resulting in 2,700 survey respondents leaving 5,000 comments.

## **TWITTER**







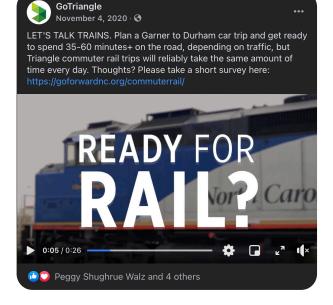




## **FACEBOOK**

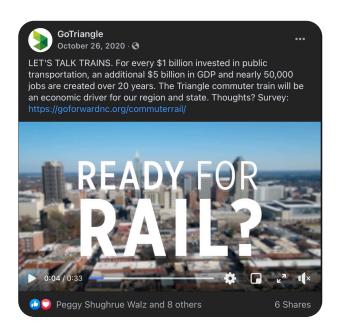


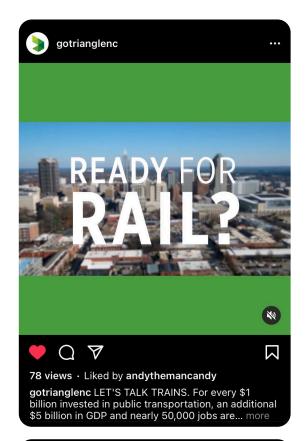


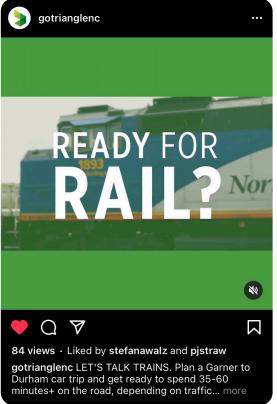


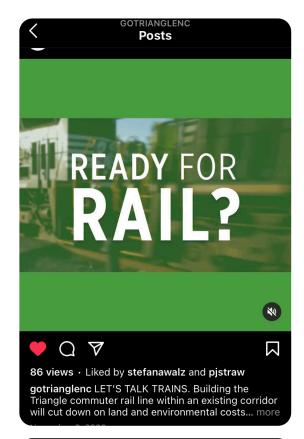










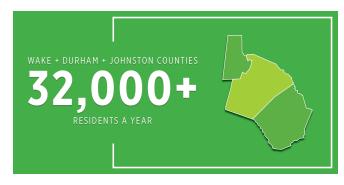














## **EXAMPLES OF PRINT MEDIA**

## **BROCHURE**

Wake, Durham and Johnston counties collectively add more than 32,000 residents a year, resulting in crowded roads and ever-lengthening commute times. A Triangle commuter rail line between West Durham and Raleigh extending to Garner or Clayton presents an opportunity to manage growth and create a truly regional transit network, which will help us build upon our standing as one of the best places to live in the United States.

AS PLANNING FOR THE TRIANGLE COMMUTER RAIL LINE CONTINUES, LEADERS WANT TO KNOW WHAT ELSE YOU HOPE TO **SEE IN A PROJECT THAT WILL OFFER:** 



## A QUICK AND RELIABLE COMMUTE

Plan a car trip between Garner and Durham, and you can expect to spend between 35 and 60 minutes or more on the road, depending on traffic. No matter how crowded the Triangle's roads get, commuters will be able to rely on a Triangle rail line to get them to work, school, health care or play in the same amount of time every day. Instead of gripping a steering wheel, commuters can read, work, sleep, check social media and relax.



## **INCREASED ACCESS AND OPPORTUNITY**

Investing in a Triangle commuter rail line traveling 37 miles or more through major employment areas and connecting to major universities would significantly

increase the geographic range of jobs and educational opportunities for everyone. Commuter rail lines also are more environmentally friendly and offer local governments the opportunity to create affordable housing near station areas for residents who also benefit from having to spend less money on owning vehicles.



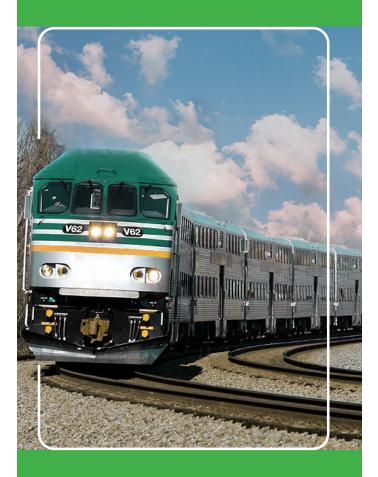
## AN ECONOMIC DEVELOPMENT DRIVER

More than 1.3 million people, or 13 percent of North Carolina's population, already live in Wake, Durham and Johnston counties. A fixed transit line through the

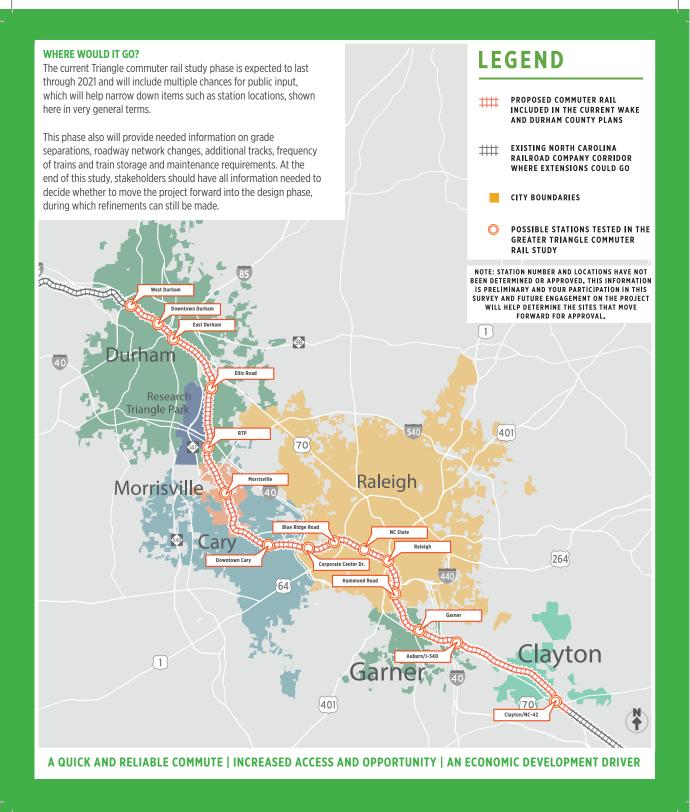
Triangle would give leaders one tool to manage growth by connecting the Triangle's vibrant downtowns and universities and by offering the opportunity to create new dense, pedestrian-oriented communities that include offices, homes, retail space, parks, grocery stores and restaurants near new rail stations. Such development can grow the tax base that supports all of our critical public services. In addition, for every \$1 billion invested in public transportation, an additional \$5 billion in GDP and nearly 50,000 jobs are created over 20 years. according to the American Public Transportation Association.

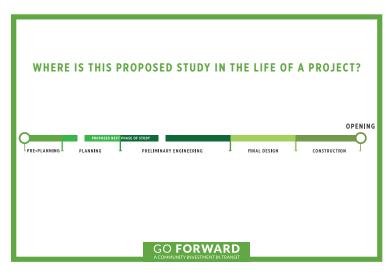
> TO LEARN MORE VISIT GOFORWARDNC.ORG/COMMUTERRAIL

## **READY** FOR



TO LEARN MORE VISIT GOFORWARDNC.ORG/COMMUTERRAIL





## GO FORWARD STUDY FINDINGS OUND TRIPS FEDERAL SCORE RIDERSHIP\* Durham-Garner 20 \$1.4B - \$1.8B \$29M 7.5K - 10K MEDIUM \$1.4B - \$1.8B \$20M 5K - 7.5K Durham-Garne 12 WEAK MEDIUM\*\*\* \$1.4B - \$1.7B \$13M 4.5K - 6K Durham-Garner WEAK MEDIUM\*\*\* Mebane-Selma 20 MEDIUM-LOW \$2.5B - \$3.2B \$57M 8K - 11.5K \$2.5B - \$3.2B MEDIUM-LOW Mebane-Selma MEDIUM-LOW \$2.3B - \$3.1B 5K - 7.5K \$1.8B - \$2.4B \$44M 8K - 11.5K Hillsb.-Clavto 20 WEAK MEDIUM\*\*\* Durham-Clavtor 20 MEDIUM \$1.6B - \$2.1B \$37 M 7.5K - 10K

TO BE ELIGIBLE FOR FEDERAL FUNDING, PROJECT MUST SCORE A MEDIUM RATING

\*Cost: Year-of-Expenditure Dollars (YOE\$)

\*\*Daily Ridership: Average of Base Year (2018) and Horizon Year Forecast (2040)

\*\*\*Scenarios rated as "Weak Medium" are projected to score at the bottom of the medium range, meaning that a drop in any single sub-score could cause the project to be ineligible for funding





## NEXT STEPS

In the coming weeks, the governing bodies listed below will vote on whether the preliminary results warrant further study and whether to invest additional funds for the next phase of study: The Durham and Wake Boards of County Commissioners, the Capital Area Metropolitan Planning Organization (CAMPO), the Durham – Chapel Hill – Carrboro Metropolitan Planning Organization (DCHC MPO), and the GoTriangle Board.

GO FORWARD

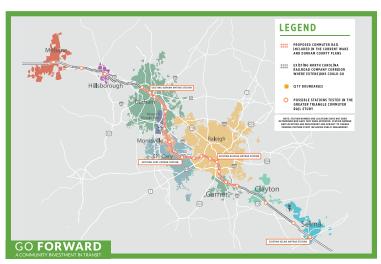


- Proactive and comprehensive community engagement to share information and get feedback from the public needed to update transit plans in all three counties.
- Evaluation of what railroad infrastructure improvements and construction would be needed.
- Further evaluation of potential risks to the project and their potential solutions.



## **COORDINATION WITH OTHERS**

Build consensus on project responsibilities, cost share and other characteristics of a feasible commuter rail system through coordination among GoTriangle, counties, railroads, municipalities, metropolitan planning organizations, North Carolina Department of Transportation, and other key stakeholders.





## PRINTED SURVEYS

## GO FORWARD The main goal of the current phase of study is to give decision-makers enough information and public input to determine whether to proceed with the project. Specifically, project partners hope to reach agreement on an initial project concept that includes station locations, a possible extension to Calyron, new thin tracks, bridges, changes to the readway network, how often the trains would run and train storage and maintenance needs. Let us know what you think by answering the following questions: PROPOSED COMMUTER RAIL INCLUDED IN THE CURRENT WAKE AND DUBHAM COUNTY 91144 GREATER TRIANGLE COMMUTER RAIL The Greater Triangle Commuter Rail Study is evaluating a commuter rail train that would run primarily at rush hours betwe Garner or Clayton and West Durham within an existing rail corric stopping at downtown Raleigh, N.C. State, Cary, Morrisville and EXISTING MORTH CAROLINA EALEGAD COMPANY CORNIDOR WHERE EXTENSIONS COULD GO STATIONS TESTED IN THE GREATER TRIANGLE COMMETER RAIL STUDY WHAT WOULD YOU LIKE IN A COMMUTER RAIL TRAIN THAT CONNECTS DURHAM AND WAKE COUNTIES? Research Triangle Park along the way. Several initial transit studies showed that providing a fast and several minuti nations studies showed untal provinting nosts diu reliable transit alternative between downtown Durham and downtown Raleigh should be a priority and that commuter rail likely would be the best option. No matter how bad traffic gets, the time it takes to ride the train across the Triangle will never change. Ra**l**eigh DEMOGRAPHICS Morrisville DEMOGRAPHICS Transit partners arcosts the Triangle are committed to going forward together. Completing the demographic information below helps GoTrangle meate our data collection requirements and public involvement obligations under Title VI of the Civil Rights Act of 1964. The Information collected will help involve how we serve the public. Please answer the demographic questions (which will not be associated with your contact information) to help us ensure we are reaching representatives WHAT DO YOU SEE THE COMMUTER RAIL TRAIN DOING FOR YOUR COMMUNITY? Garner Clayton of the region we serve and advancing equitable outcomes for this phase of study. HOW WOULD YOU PREFER TO RECEIVE INFORMATION REGARDING THE PROGRESS OF A TRANSIT PROJECT? WHAT IS YOUR AGE? **18-25** 36-45 56-65 Over 75 46-55 66-75 WHAT IS YOUR GENDER? Male Other Female I prefer not to answer WHAT IS YOUR RACE/ETHNICITY? ☐ White Asian Other ☐ Black/African-American American Indian or Alaska Native I prefer not to answer ☐ Hispanic/Latino/Spanish ☐ Native Hawaiian or Other Pacific Islander CONTACT INFORMATION WHICH OF THE FOLLOWING GROUPS DOES YOUR TOTAL ANNUAL HOUSEHOLD INCOME FALL INTO? Please provide your preferred method of contact to receive updates related to the Greater Triangle Commuter Rail and other investments across the Triangle Less than \$20,000 \$50,000-\$74,999 \$101,000-\$124,999 Name: Phone: \$35,000-\$49,999 \$75,000-\$100,000 \$125,000 or more Email: Zip: GO PA'LANTE de tomar decisiones para determinar si se continúa o no con el proyecto. En especial, las partes interesadas esperan llegar a un acuerdo sobre el concepto inicial del proyecto que incluya ubicaciones de estaciones, una extensión posible hasta Clayton, nuevas vías ferroviarias, puentes, cambio en la red vial, con qué frecuencia deberían pasar los trenes y las necesidades de almacenamiento y mantenimiento de los trenes. Déjenos saber su TREN SUBURBANO DEL TRIANGLE THE STREET, PROPERTY, BOXIES IN LIST. | UNITED IN LA COMM. El Estudio del Tren Suburbano del Gran Triangle està evaluando la posibilidad de sumar un tren suburbano que transitaria principalmente a las horas pico entre Gamer o Clayton y West Durham dentro de un corredor ferroviario existente con paradas en el centro de Raleigh, N.C. State, Cary, Morrisville y Research Triangle Park a lo largo del camino. ¿QUÉ LE GUSTARÍA ENCONTRAR EN UN TREN SUBURBANO QUE CONECTA LOS CONDADOS DE DURHAM Y WAKE? COMMENS OF IL ROWSELF PURPOSED LICYAL COMMENS OF THE PROPERTY OBJETVACÇUS (CO MÔNTINOS Y LAS ENTICAÇUMES DE LAS ESTRICORES NO RES SIDO DEFINIDOS NI APPORADOS, ESTA INFORMAÇÕES ES PRELIMENTAR Y SO PARTICIDAÇÃO ESTA ENCRESA Y DE EL PROVECTO A PUTERO ATROARÍA A DEPINI U Varios estudios de tránsito preliminares mostraron que ofrece una alternativa rápida y confiable entre el centro de Durham y el centro de Raleigh debería ser una prioridad y que el tren suburbano, probablemente, sería la mejor opción. Por más complicado que se ponga el tráfico, el tiempo de viajar en tren por el Triangle no EN QUÉ PIENSA QUE SERVIRÍA UN TREN SUBURBANO A SU COMUNIDAD? Raleigh DATOS DEMOGRÁFICOS DATOS DEMOGRAFICOS Las partes interesadas que gestionan los servicios de transporte en el Triangle se comprometen a avenzar juntos. Completar la información demográfica que se encuentra a confunción ayudará se ofiniangle a umplir los requisitos de recolección de información y participación publica en virtud del Titulo VI de la ley de Demochos Civiles de 1964. La información recopilada será de ayuda para mejorar los servicios que se le ofrecen al público. Sirvase responder las preguntas demográficas (que no están relacionado con su información de contacto) para aseguramos que le brindaremos a los representantes de la región que assistimos en este proyecto la información en necesaria y obtener así resultados equitativos durante la etapa de estudio. Clayton ¿CÓMO PREFIERE RECIBIR LA INFORMACIÓN CON RESPECTO AL PROGRESO DE UN PROYECTO DE TRANSPORTE PÚBLICO? 18-25 36-45 **56-65** Más de 75 26-35 ☐ 46-55 ☐ 66-75 SEXO Hombre ☐ Otro Prefiero no responder Muier RAZA/GRUPO ÉTNICO ☐ Blanco/a ☐ Asiático/a Otro □ Negro/a o afroamericano/a □ Nativo/a de América del Norte o de Alaska □ Prefiero no responder NFORMACIÓN DE CONTACTO ☐ Hispano/a/Latino/a/Español/a ☐ Nativo/a de Hawái u otra isla del Pacífico Sírvase informar de qué forma desea recibir novedades sobre este u otros proyectos de inversión relacionados con el Tren Suburbano del Triangle:

¿A CUÁL DE LOS ESTOS GRUPOS PERTENECE EL TOTAL DE SUS INGRESOS FAMILIARES ANUALES? \$101,000-\$124,999

\$50,000-\$74,999 \$35,000-\$49,999 \$75,000-\$100,000 \$125,000 o más

Menos de \$20,000

## **EXAMPLES OF THE WEBSITE**

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

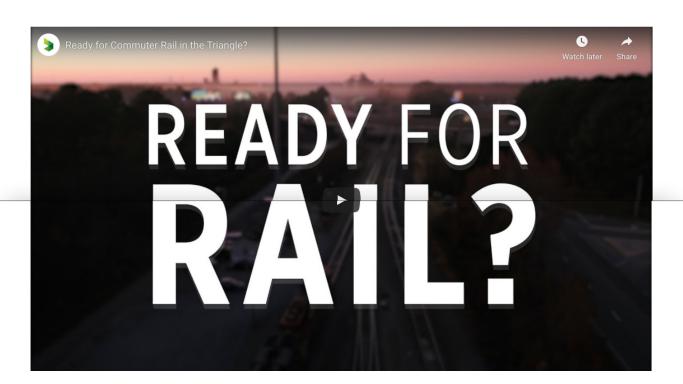
WAKE COUNTY DURHAM COUNTY ORANGE COUNTY GIVE FEEDBACK



## A QUICK AND RELIABLE COMMUTE | INCREASED ACCESS AND OPPORTUNITY | AN ECONOMIC DEVELOPMENT DRIVER

Wake, Durham, Orange and Johnston counties collectively add more than 32,000 residents a year, resulting in crowded roads and ever-lengthening commute times. A Triangle commuter rail line between West Durham and Raleigh extending to Garner or Clayton presents an opportunity to manage growth and create a truly regional transit network, which will help us build upon our standing as one of the best places to live in the United States.

To create that transit network, voters in Wake, Durham and Orange counties approved a dedicated sales tax, and Wake and Durham counties have included a 37-mile commuter rail line with stops in Durham, Research Triangle Park, Morrisville, Cary, NC State, downtown Raleigh and Garner in their transit plans. Additionally, Johnston County has committed money to evaluate extending the route to Clayton.



## **QUESTIONS YOU MAY HAVE**

What is commuter rail?	+
How is that different from light rail?	+
Are there other reasons commuter rail makes the most sense for this project?	+
Who decided that the Triangle should pursue a commuter rail project?	+
Who is in charge of the project?	+
Who would build the project?	+
How would we pay for the commuter rail line?	+
Who will ride the Triangle commuter train and where would it go?	+
How will final station sites be determined?	+
Would the project require the purchase of land?	+
What's a commuter rail station like?	+
How much does it cost to ride?	+
How is commuter rail different from Amtrak service?	+
Anything else I should know?	+
Can I take commuter rail to the airport?	+
1111	+
I'll never take the train. Why should I care?	
What other regions are investing in commuter rail?	+

Do you have a suggested FAQ?

**Additional Materials?** 

Ask your question

Stakeholder Materials

## **EXAMPLES OF THE VIDEO**





