

Appendix J.5: Media Coverage and Website Usage

Durham-Orange Light Rail Transit Project



August 2015

CONFIRMED PLACEMENTS OF PAID MEDIA OUTREACH PRIOR TO PUBLIC MEETINGS	2014	SPECIFICATIONS
N&O Mobile App	Oct. 13 - Nov. 21	
N&O - Durham News	Oct. 15, 18, 22, 25, 29; Nov. 1, 5, 8, 12	
N&O - Chapel Hill News	Oct. 15, 18, 22, 25, 29; Nov. 1, 5, 8, 12	
N&O - Website Takeovers	Nov. 5, 9, 12, 16	
Mix 101.5 - Online Streaming	Nov. 1 - Nov. 21	15s
Mix 101.5 - Radio Spots	Nov. 5 - Nov. 17	15s
Triangle Tribune	Oct. 5, 12, 19, 26; Nov. 2, 9, 16	10.625" x 10"
La Conexion	Oct. 29-Nov.4; Nov.5-11; Nov. 11-20	1/4 Page
La Conexion Online	Oct. 29 - Nov. 20	Leaderboard
The Herald Sun	Oct. 31-Nov. 2; Nov. 7-9; Nov. 14-16	1/4 Page
INDYWeek	Nov. 5; 12	1/4 Page
INDYWeek Online	Oct. 27-Nov. 2; Nov. 10-16	Leaderboard
INDYWeek Online	Nov. 3-9	Top Box
Duke Chronicle	Nov. 3, 6, 10, 13, 17, 18, 19, 20	1/4 Page
Daily Tar Heel	Oct. 31; Nov. 3, 7, 10, 14, 17, 18	1/8 Page
Campus Echo	Nov. 5	1/6 Page
ESPN 99.9 - The Fan, The Ticket, The Buzz		
ESPN 1550am - Deportes		
wralSportsfan.com		
Audience Network		
High School OT - Holiday Tournament		

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 Join us for one of four public meetings.
November 18 – 20



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Public will get to learn about Wake County's transit-planning process

BY MARTHA QUILLIN
 mquillin@newsobserver.com October 20, 2014




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RALEIGH — Wake County is moving ahead with transit planning in hopes of crafting a strategy by next summer, in time to hold a fall 2015 referendum on a tax increase to pay for improvements.

The public will get a chance to hear about the process at a Dec. 8 meeting at the Raleigh

Natural gas.
 More jobs, revenue and clean
 power for North Carolina.

D-O LRT Media Articles	Date	News Outlet	
Light Rail Rounting Advocacy for Meadowmont	1-Jan-12	Orange Politics	http://orangepolitics.org/2012/01/light-rail-routing-advocacy
Wake and Orange mull their options on transit tax and regional light rail	15-Feb-12	Indy Weekly	http://www.indyweek.com/indyweek/wake-orange-mull-their-options-on-transit-tax-and-regional-light-rail/Content?oid=2816617
With light-rail on life support, a Wake County plan for mass transit: #buses	20-Feb-13	Indy Weekly	http://www.indyweek.com/indyweek/with-light-rail-on-life-support-a-wake-county-plan-for-mass-transit-buses/Content?oid=3317306
Triangle Transit gets approval for Durham-Orange Light Rail Transit Project	26-Feb-13	Daily Tar Heel	http://www.dailytarheel.com/article/2014/02/triangle-transit-gets-approval-for-durham-orange-light-rail-transit-project
McCrory not sold on Durham-Orange light rail plan	26-Mar-13	Daily Tar Heel	http://www.dailytarheel.com/article/2013/03/mccrory-not-sold-on-light-rail-plan
Transit takes a curve	29-Mar-13	Chapel Hill Watch	http://chapelhillwatch.com/2013/03/29/transit-takes-a-curve/
Public get virtual tour of Light Rail project	14-Nov-13	The Durham News	http://www.thedurhamnews.com/welcome_page/?shf=/2013/11/14/3371326_residents-get-virtual-views-of.html
N.C. Triangle Transit offers LRT vision	15-Nov-13	Railway Age	http://www.railwayage.com/index.php/passenger/light-rail/nc-triangle-transit-offers-lrt-vision.html
The Tussle Over Transit in the Triangle	15-Nov-13	Natural Resources Defense Council Staff	http://switchboard.nrdc.org/blogs/rperks/the_tussle_over_transit.html
Light Rail Advisory Committee Holds First Meeting On Orange-Durham Corridor	22-Nov-13	WUNC 91.5	http://wunc.org/post/light-rail-advisory-committee-holds-first-meeting-orange-durham-corridor-video
Transit Experts: Orange, Durham not ready for light rail	3-Dec-13	Chapel Hill News	http://www.chapelhillnews.com/2013/12/03/3429542_transit-experts-orange-durham.html?rh=1
Feds approve Durham-Orange light rail project development	25-Feb-14	The Herald Sun	http://www.heraldsun.com/news/x112097405/Feds-approve-Durham-Orange-light-rail-project-development
Durham, Orange light rail project green lighted	25-Feb-14	WRAL	http://www.wral.com/durham-orange-light-rail-project-green-lighted/13429188/
With federal OK, Triangle Transit starts planning Durham-Orange light rail	25-Feb-14	News & Observer	http://www.newsobserver.com/welcome_page/?shf=/2014/02/25/3654185_wit-h-federal-ok-triangle-transit.html
Feds give Triangle Transit approval to plan Orange-Durham light rail	26-Feb-14	WNCN	http://www.wncn.com/story/24829744/triangle-transit-given-federal-approval-to-develop-or-ange-durham
CH town Council "Wonk" Praises Federal Light Rail Approval	26-Feb-14	WCHL 97.9 FM	http://chapelboro.com/news/development/ch-town-council-wonk-praises-federal-light-rail-approval/
Durham Orange Light Rail Plan Gets Federal Thumbs Up	26-Feb-14	WCHL 97.9 FM	http://chapelboro.com/news/development/durham-orange-light-rail-plan-gets-federal-thumbs-up
FTA approves North Carolina LRT projects	27-Feb-14	International Railway Journal	http://www.railjournal.com/index.php/north-america/fta-approves-north-carolina-lrt-projects.html
Transit Update Meeting Announcement	16-Jun-14	Chapel Hill Downtown Partnership	http://www.downtownchapelhill.com/businessinfo/
Is Transit the answer for congestion?	1-Jul-14	Planners Web	http://plannersweb.com/2014/07/is-transit-the-answer/
Durham leaders consider affordable housing along the proposed light rail	20-Aug-14	WNCT 9	http://www.wnct.com/story/26329019/durham-leaders-consider-affordable-housing-options-near-light-rail-stations
Durham-Orange Light Rail Workshop Announcement	8-Sep-14	Orange Politics	http://orangepolitics.org/tags/light-rail
Durham focuses on affordable housing near the proposed light-rail system	24-Sep-14	Indy Weekly	http://www.indyweek.com/news/archives/2014/09/24/durham-focuses-on-affordable-housing-near-the-proposed-light-rail-system
Fulfilling Transit Promises	28-Sep-14	The Herald Sun	http://www.heraldsun.com/opinion/x1154807925/Fulfilling-transit-promises
New rail systems under construction: A Passenger Rail at a Glance supplement	Oct-14	Progressive Railroading	http://www.progressiverailroading.com/passenger_rail/article/New-rail-systems-under-construction-A-Passenger-Rail-at-a-Glance-supplement--42199
Rail projects rise on the urgency meter for North Carolina's Triangle Transit	Oct-14	Progressive Railroading	http://www.progressiverailroading.com/passenger_rail/article/Rail-projects-rise-on-the-urgency-meter-for-North-Carolina39s-Triangle-Transit-Authority--42226
Rail projects rise on the urgency meter for North Carolina's Triangle Transit	1-Oct-14	Progressive Railroading	http://www.progressiverailroading.com/passenger_rail/article/Rail-projects-rise-on-the-urgency-meter-for-North-Carolina39s-Triangle-Transit--42226

D-O LRT Media Articles	Date	News Outlet	
NC: DCIA Looks at Affordable Housing by Proposed Light Rail (Natalie interview)	22-Oct-14	Mass Transit Magazine	http://www.masstransitmag.com/news/11747974/dcia-looks-at-affordable-housing-by-proposed-light-rail
	26-Oct-14	Durham Skywriter	http://youtu.be/6Lo7fVRm/Vk
Announcement: Latest D-O LRT virtual tour has been uploaded by Triangle Transit	26-Oct-14	Trulia Agent	http://truliaagent.com/?p=31436
Getting Business to Buy into Transit (presentation without date)	1-Nov-14	Durham Chamber of Commerce	http://newpartners.org/2014/wp-content/plugins/schedule-viewer/data/presentations/Thursday/2-3.30pm/Creating%20Competative%20Communities/White.pdf
Event Calendar: D-O LRT Public meeting announcement	3-Nov-14	Town of Chapel Hill	http://www.townofchapelhill.org/Home/Components/Calendar/Event/7248/15
Reminder: Durham-Orange Light Rail Transit Project meetings	6-Nov-14	UNC Health Care	http://news.unchealthcare.org/empnews/2014/nov-6/dolt-project-meetings
Chapel Hill, Durham Look Forward to Welcoming Wake as a Transit Partner	11-Nov-14	Chapelboro	http://chapelboro.com/news/state-news/transit-plan/
Announcement: PUBLIC MEETINGS SCHEDULED ON DURHAM-ORANGE LIGHT RAIL PROJECT	15-Nov-14	EnvironmentGuru	http://www.environmentguru.com/pages/elements/element.aspx?id=1758818
Raleigh-Durham: Residents get second look at light-rail to run from Durham to Chapel Hill	16-Nov-14	News & Observer	http://dilemma-x.net/2013/11/16/raleigh-durham-light-rail-rapid-transit-durham-to-chapel-hill-line/
Announcement: PUBLIC MEETINGS SCHEDULED ON DURHAM-ORANGE LIGHT RAIL PROJECT	16-Nov-14		http://www.thedurhamnews.com/2014/11/15/4316477_daybook-nov-16.html?sp=/99/586/928/934/&rh=1
Take A 3D Virtual Tour Of Proposed Light Rail From Durham To Chapel Hill	17-Nov-14	WUNC 91.5	http://wunc.org/post/take-3d-virtual-tour-proposed-light-rail-durham-chapel-hill
Public comments will help planners settle Orange-Durham light rail route	18-Nov-14	News & Observer	http://www.newsobserver.com/2014/11/18/4333890_public-comments-will-help-fix.html?sp=/99/100/&rh=1
NCDOT plan fights urban congestion with light-rail and freeway upgrades	4-Dec-14	News & Observer	http://www.newsobserver.com/news/local/community/chapel-hill-news/article10184387.html
Light rail plan makes Pettigrew Street a 'transitway'	15-Jan-15	Durham News, News & Observer	http://www.newsobserver.com/news/local/community/durham-news/article10222940.html
triangle Transit proposes major canges to light rail in Durham	15-Jan-15	Indy Weekly	http://www.indyweek.com/indyweek/triangle-transit-proposes-major-changes-to-light-rail-in-durham/Content?oid=4318468
DOT Secretary Foxx in Durham	19-Feb-15	WNCN (NBC television)	http://www.wncn.com/story/28151346/sec-foxx-durham-orange-light-rail-important-for-economic-growth
Biden in NC: America must rebuild its infrastructure (Foxx in Durham)	19-Feb-15	WRAL (CBS)	http://www.wral.com/biden-will-visit-nc-to-tout-plan-to-rebuild-infrastructure/14457052/
US Secretary of Transportation Encourages Triangle Leaders to Build	19-Feb-15	Time Warner Cable News	http://www.twcnews.com/nc/triangle-sandhills/news/2015/02/19/us-secretary-of-transportation-encourages-triangle-leaders-to-build.html
US transportation chief Foxx spotlights Orange-Durham light-rail plans	19-Feb-15	News & Observer	http://www.newsobserver.com/news/local/counties/durham-county/article10880411.html
DOT Blog "Fast Lane"	19-Feb-15	DOT blog	http://www.dot.gov/fastlane/durham-orange-light-rail-connecting-people-jobs-education-and-opportunity
DOT Twitter	19-Feb-15	Secretary Foxx's Twitter feed	https://twitter.com/SecretaryFoxx
Secretary Foxx Facebook page	19-Feb-15	Secretary Foxx's Facebook page	https://www.facebook.com/sec.transportation
U.S. Transportation Secretary Foxx Calls for Transportation Investment During Visit to Durham	19-Feb-15	Transportation.gov news	http://www.dot.gov/briefing-room/us-transportation-secretary-foxx-calls-transportation-investment-during-visit-durham
Triangle Transit To Unveil Latest Light Rail Plans In Chapel Hill, Durham	16-Mar-15	WUNC 91.5	http://wunc.org/post/triangle-transit-unveil-latest-light-rail-plans-chapel-hill-durham
Public weighs in on Durham-Orange light-rail line route	19-Mar-15	Durham News, News & Observer	http://www.newsobserver.com/news/local/community/durham-news/article15351731.html
Regional Transit Plan	1-Apr-15	Capital Area Friends of Transit	http://www.capitalareafriendsoftransit.org/pages/regional-transit-plan
New life for an old rail transit idea	13-Apr-15	News & Observer	http://www.newsobserver.com/news/local/news-columns-blogs/article18435236.html
NC: Officials to Get Ideas on Housing Along Durham-Orange Light Rail Project	4-May-15	Mass Transit Magazine	http://www.masstransitmag.com/news/11946998/officials-to-get-ideas-on-housing-along-durham-orange-light-rail-project
Durham Officials Weigh Affordable Housing Options Along Planned Light Rail Line	6-May-15	WUNC 91.5	http://wunc.org/post/durham-officials-weigh-affordable-housing-options-along-planned-light-rail-line
Wake transit plans pose issues in Durham, Orange	13-May-15	The Herald Sun	http://www.heraldsun.com/news/showcase/x219728047/Wake-transit-plans-pose-issues-in-Durham-Orange

D-O LRT Media Articles	Date	News Outlet	
Durham neighborhood opposes light rail routes	22-May-15	News & Observer	http://www.newsobserver.com/news/local/community/chapel-hill-news/article21572043.html
Fast-Growing North Carolina Region at Odds Over Traffic Jams	26-Jun-15	New York Times	http://www.nytimes.com/aponline/2015/06/26/us/ap-us-infrastructure-growing-gridlock-carolina-conflict.html?_r=1
Fast-Growing North Carolina Region at Odds Over Traffic Jams	26-Jun-15	Associated Press	22 outlets nationwide
Memorandum Linking Affordable Housing and Transit	no longer available on web	Ganicus - Durham County	http://durhamcounty.granicus.com/MetaViewer.php?view_id=3&clip_id=795&meta_id=45796
(Questions and Answers about the Durham Bus & Rail Investment Plan)	no longer available on web	Durham Orange Friends of Transit	http://www.durhamorangefriendsoftransit.org/files/QAInvestmentPlan.pdf

Appendix J.5 Website Usage: Website usage as tracked by Google Analytics www.ourtransitfuture.com Oct. 2013*-June 2015. *The earliest date using Google Analytics on this website.

