

# Wake Transit Community Engagement Strategy

**Project Name:** *Recommended FY23 Wake Transit Work Plan*

**Project ID:** *n/a*

**Project Sponsor:** *CAMPO*

**Project Start Date:** *7/1/2022*

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**Date:** *3/17/2022*

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## Opportunity

*What problem is this project attempting to solve? How will the project affect current transit riders and potential transit riders? How will the project impact Title VI protected populations and populations with Limited-English Proficiency? How will engagement address the different needs and concerns of different communities? Include a Title VI analysis or use the recommended Title VI Population Profile (see appendices).*

Each year in June, an annual Work Plan, which details the proposed service and infrastructure investments to be funded in the upcoming fiscal year (July 1 – June 30), is adopted. As the plan is developed, the public has the opportunity to review and comment on both the draft and recommended versions. The purpose of the recommended annual work plan public review is to inform the community of the changes to the draft work plan before it is implemented beginning July 1, pending governing board approval.

## Purpose

*What is the purpose of engagement for this project? How will feedback from the public affect the project? Use Level of Engagement Matrix to determine recommended level of engagement (see appendices).*

Inform the Wake community of the recommended work plan being released for public review before adoption of the final Wake Transit Annual Work Plan. Engagement for the recommended FY2023 Wake Transit Work Plan will focus on informing individuals who commented on the draft plan that there is an updated plan available for final review before adoption, including the creation of a Frequently Asked Questions document to be shared with the public. Beyond those who commented on the draft work plan, engagement will again reach the general Wake County population, bus riders and other transit users in particular, and community groups. Engagement will primarily be an information-sharing effort, including online and paper materials as needed.

## Timeline

*What is the timeline of the project, including deliverables and due dates, for determining key audiences, creating messaging, designing, translating, printing and distributing materials, recruiting for outreach, determining tactics and tools, planning events, conducting outreach, collecting data, creating reports, and evaluating the effort?*

Recommended FY2023 Wake Transit Work Plan engagement efforts will be executed by Wake Transit Program staff, partners and through partnerships with community organizations, media outlets and others. Engagement will include a mix of on-line and in-person activities with targeted outreach conducted to ensure that traditionally under-served populations are aware of the opportunity to review and comment on the recommended FY2023 Wake Transit Work Plan prior to its adoption. Community members can request accommodation to participate in the Wake Transit program engagement efforts by calling 855-925-2801 (toll-free) and entering the code 6723 to leave a voicemail or emailing [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org).

Comments can be submitted in the following ways:

Submit comments online at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput) or email to: [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)

Mail comments to: GoTriangle, ATTN: Draft Work Plan Comments, 4600 Emperor Blvd., Suite 100, Durham, NC 27703

Text “Comment” to 73224 (charges may apply); or, call 855-925-2801 (toll-free) and enter the code 6723 to leave a voicemail.

Follow @waketransit on Twitter.

### Adoption Schedule

Date	Activity
4/20/2022	TPAC considers recommending FY2023 Work Plan for adoption
4/29/2022	30-day public comment period opens for recommended FY2023 Work Plan
5/18/2022	Public hearing on recommended FY2023 Work Plan during CAMPO Executive Board meeting (4 p.m.)
5/29/2022	30-day public comment period closes for recommended FY2023 Work Plan
6/15/2022	CAMPO Executive Board considers recommended FY2023 Work Plan for adoption
6/22/2022	GoTriangle Board of Trustees considers recommended FY2023 Work Plan for adoption

### Recommended FY2023 Wake Transit Work Plan

#### Social Media Posts & Schedule

Instagram, Facebook, Twitter | GoTriangle & Wake Transit accounts

Posting Dates: 4/29 – 5/29

#### 4/29/22

The recommended FY2023 Wake Transit Work Plan is now available for review! Wake Transit partners strategically develop an annual Work Plan that identifies projects that will be funded in the upcoming fiscal year. The goals: improved access, rider experience, connectivity, and travel options throughout the region. Take a look and leave your feedback at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput).

**5/07/22**

Dedicated bus rapid transit routes, more frequent service, enhanced transit centers, and improved bus stops are just some of the proposed investments available for review in the recommended FY2023 Wake Transit Work Plan! Check out the details and leave your comments at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput).

**5/18/22**

The recommended FY2023 Wake Transit Work Plan allocates funds to keep bus services rolling, add new services, improve bus stops, advance the planning for new transit centers, and other exciting projects. Review the plan and submit comments at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput).

**5/24/22**

Act now before it's too late to provide your input on the recommended FY2023 Wake Transit Work Plan. Review what's being considered for funding in FY2023 to improve access and the transit experience for riders in Wake County. [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput)

**5/28/22**

Tomorrow is the final day to make your voice heard by reviewing and leaving comments on the recommended FY2023 Wake Transit Work Plan! Your feedback is critical to help ensure that our transit plans are meeting community needs and expectations. Review and submit comments at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput).

## Key Audiences

*Using the Title VI analysis or Title VI Population profile, determine key audiences for the engagement effort. How does this project ensure non-discrimination based on Title VI? How will engagement ensure non-discrimination? Whom do you need to reach?*

Key audiences for the Annual Wake Transit Work Plan engagement include the general Wake County population, current transit riders, low-income community members, and members of historically under-represented populations, including those with Limited English-Proficiency. Engagement will focus on reaching these audiences by connecting with community members via trusted sources in the community and providing materials in multiple languages. Title VI policies for each agency apply.

## Messaging

*What message is being shared with the public? Include talking points.*

## **Recommended FY23 Wake Transit Work Plan available for community review**

The recommended FY2023 Wake Transit Work Plan is available for community review during a 30-day comment period from April 29 to May 29. The recommended Work Plan is located online, along with additional information at: <https://goforwardnc.org/wakeinput/>

The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County's transit network in the upcoming fiscal year (July-June). The "Four Big Moves" of the Wake Transit program are designed to accomplish the following goals: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

A total of \$121.7 million is budgeted in the recommended Work Plan for FY23. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources. Ongoing and completed project studies have provided updated cost and schedule information that planning partners used to evaluate and rebalance the FY23 Work Plan budget, as well as multi-year investment strategies through FY2030.

Overall, the Work Plan balances the careful use of taxpayer dollars with thoughtful investment in transit. The \$29.8 million operating budget provides the necessary funding to administer the Wake Transit program and to continue bus operations that were funded in previous years. It also includes just over \$2 million dollars for new [Community Funding Area Program](#) applications, as well as previously established CFAP-funded operations, such as [Morrisville's new Smart Shuttle service](#), the [Wake Forest Circulator](#), and the [upcoming GoApex Route 1](#). It is also proposed that the City of Raleigh will receive \$670,680 to establish the first portion of Route 9, which is a new high-frequency bus service along the busy Hillsborough Street corridor through downtown.

Capital projects in the draft Work Plan will result in the construction of new transit stations, centers, and transfer points; continued improvements to park-and-ride lots and local bus stops; the expansion and construction of system support facilities; and, the purchase of alternative fuel buses and other vehicles. Two of the larger proposed capital expenditures are for the construction phase of the Raleigh Union Station project and the final design phase of the [Wake BRT: Southern Corridor](#) project. Combined, Wake Transit's investment in capital projects will improve service reliability, access to transit, and the rider experience while providing new and enhanced travel options to meet evolving customer needs. A total of \$91.9 million is included in the FY23 capital budget. About \$47 million is proposed to be allocated to specific FY23 projects with the remainder placed in fund balance to support future efforts.

## Let your voice be heard!

Submit your comments online at [goforwardnc.org/wakeinput](https://goforwardnc.org/wakeinput) or email to: [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)

Mail comments to: GoTriangle, ATTN: Draft Work Plan Comments, 4600 Emperor Blvd., Suite 100, Durham, NC 27703

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Follow us on Twitter @waketransit

## Outreach Planning & Recruitment

*Which community organizations will you work with to reach your key audiences through trusted sources in their daily life? What is their expectation of you and what is your expectation of them? Do they need specific materials to reach their community in ways that will resonate? Will you provide those, including translating and printing?*

Promotion of the recommended FY2023 Wake Transit Work Plan is supported by both internal and external partners, including TPAC members, non-profit organizations, public libraries and others. The following community organizations will support the distribution of both print and digital materials during the engagement period. Staff will provide all materials in a toolkit prior to the start of the engagement period, with additional copies of print material available upon request.

Date	Activity
<b>March 17</b>	Draft Work Plan public comment period closes.
<b>March 18</b>	<ul style="list-style-type: none"><li>• Remove draft Work Plan Draft content and replace with recommended Plan place savers.</li><li>• Close draft Work Plan comment box to responses.</li><li>• Distribute final public comments to TPAC Partners.</li></ul>
<b>March 24</b>	Distribute draft Work Plan Engagement Summary Report to CE Subcommittee.
<b>By April 19</b>	Collect technical responses to draft Work Plan public comments and create Frequently Asked Questions document and post on GoForwardNC.org.
<b>April 20</b>	TPAC considers recommending Work Plan to the Governing Boards for adoption.

<b>April 28</b>	Send recommended Work Plan public comment period reminder to CE Subcommittee/TPAC members with link to Partner Portal.
<b>April 29</b>	Recommended Work Plan public comment period opens: <ul style="list-style-type: none"> <li>• Direct email to individuals who commented on the draft Work Plan with recommended plan information and link to FAQs.</li> <li>• Social media begins.</li> <li>• Email announcement to Wake County contacts.</li> </ul>
<b>May 3</b>	Post Public Hearing announcement on GoFowardNC.org, GoTriangle and CAMPO websites. Begin social media posts.
<b>May 5</b>	Wendell Market - confirmed
<b>May 7</b>	Ritmo Festival (Cary) – confirmed
<b>Apex – May 12 Cary – May 20 Raleigh – May 19 Garner – May 27 Glenwood S – May 11</b>	Night Markets – Cary, Apex, Garner, and Raleigh (2)
<b>May 7</b>	PeakFest (Apex)
<b>Saturdays (weekly)</b>	Western Wake Farmers Market (Morrisville)
<b>May 14</b>	Morrisville Springfest
<b>TBD</b>	Wake County Public Library System
<b>TBD</b>	StepUp Ministries (Raleigh)
<b>TBD</b>	Crosby-Garfield Advocacy Group
<b>TBD</b>	Wake Habitat for Humanity
<b>TBD</b>	El Pueblo
<b>TBD</b>	El Centro Hispano
<b>TBD</b>	Dorcas Ministries
<b>May 18, 4 pm</b>	Public hearing hosted at regular CAMPO Executive Board Meeting.
<b>May 29</b>	Recommended Work Plan public comment period closes.
<b>May 30</b>	<ul style="list-style-type: none"> <li>• Remove active recommended Work Plan content and replace with adopted Work Plan place savers.</li> <li>• Update the partner portal and archive pages as needed.</li> <li>• Close recommended Work Plan comment box to responses.</li> <li>• Distribute final public comments to TPAC Partners.</li> </ul>



<b>June 8</b>	Distribute recommended Work Plan engagement summary to CE Subcommittee/TPAC.
<b>June 15</b>	CAMPO Executive Board considers recommended FY2023 Work Plan for adoption.
<b>June 22</b>	GoTriangle Board of Trustees considers recommended FY2023 Work Plan for adoption.

### Goals and Metrics

*Based on the Title VI Population Profile, the technical needs of the project, and the level of engagement for the project, what are your goals for participation in the engagement effort? Effective engagement generates participation that mirrors the community served. Refer to Title VI analysis or Title VI Population Profile.*

The following data outlines general goals for engaging different segments of the population in Wake County, based on current population levels.

<b>Metric</b>	<b>2020 Census Data</b>
<b>Population</b>	
Total Population	1,129,410
<b>Age and Sex</b>	
Persons under 5 years	6%
Persons under 18 years	23.6%
Persons 19-64 years	58.4%
Persons 65 years and over	12.0%
Female persons	51.4%
Male persons	48.6%
<b>Race &amp; Hispanic Origin</b>	
White alone, percent	67.9%
Black or African American alone, percent	21.0%
White alone, not Hispanic or Latino, percent	59.6%
American Indian and Alaska Native alone, percent	0.8%
Asian alone, percent	7.7%
Native Hawaiian and Other Pacific Islander alone, percent	0.1%
Two or More Races, percent	2.6%
Hispanic or Latino, percent	10.4%

<b>Limited English Proficiency</b>	
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	17.2%
<b>Disability</b>	
With a disability, under age 65 years, percent, 2015-2019, 5.8%	5.80%
<b>Additional Population Characteristics</b>	
Veterans, 2015-2019	51,269
Foreign Born persons, percent	13.5%
<b>Computer and Internet Use</b>	
Households with a computer, percent, 2015-2019	96.1%
Households with a broadband Internet subscription, percent, 2015-2019	91.4%
<b>Car Ownership</b>	
No vehicle	1.9%

Source: <https://www.census.gov/quickfacts/fact/table/wakecountynorthcarolina/POP010220#POP010220>

## Tactics and Tools

*How will the public receive information and provide feedback, if applicable, on this project? Tactics refers to the method of engagement, tools refers to the collateral and materials used.*

The public will receive information in a variety of ways, with all methods and materials pushing people to the GoForward website's Wake Input page. Materials include the following items. Public-facing materials will be available on GoForwardNC.org for partners to access and distribute via the Partner Portal. Content from the news release and the one-pager will populate the email campaign.

- News release
- Website content
- Social media posts/schedule
- Social media graphics
- Comment process
- Engagement strategy
- Flyer
- Email

## Appendix A: Tactics and Tools Checklist

Engagement Tactics		
Engagement Effort	Tactic	Check all that apply
Outreach Activities	Online surveys / comment boxes	X
	Print surveys / comment cards	X
	SMS surveys	X
	Voicemail box	X
	In-person / virtual focus groups	
	In-person / virtual trainings	
	Pop-ups at bus stops, transit centers & community sites	X
	Tabling at festivals, parades, job, resource & health fairs, and other community events	X
	Educational events	
	Major holiday celebrations	X
	Community meetings	X
	Group presentations	
	Public hearings	X
	Town halls	
Translation & interpretation	X	
Monitoring & Analysis	Ongoing participant analysis	X
	Social media geo-targeting	X
Engagement Report	Participant demographics	X
	Web & social analytics	X
	Public comments	X
	After-Action Review	X
Liaison to government, community and NGO partners	Campaign to share engagement results with decision-makers and stakeholders	X
	Close the loop with participants	X
	Presentations	
Other	Write-in additional tactics	
Communications Tools		
Content	Material	Check all that apply
Communications	Talking Points	
	News Release	X
	Facebook	X

Social Media Posts (Paid or Unpaid)	Instagram	X
	Twitter	X
	LinkedIn	
	Next Door	
Print Materials	A-frame poster	
	Flyers	X
	Postcard	
	Brochure	
	Rack Card	
	Yard Signs	
	Bus Placards	
	Surveys	
Events	Public Meetings	
	Ribbon Cutting	
	Webinar	
	Promo Items / Giveaways	
Website Updates	Custom Landing Page	X
	General copy changes to existing content	X
	Graphics/Header/Icons	X
Video	Full length (1:00+)	
	Social Snippet(s) from Full (~0:15-1:00)	
	Social Informer/Call to Action (~0:15-1:00)	
	Ad (0:15/0:30)	
	Presentation (5:00+)	
Rider Messaging	On-bus announcements	
	Rider alerts	
	Flyers @ bus stops/stations	
Paid Advertising	Radio Advertising	
	Digital Advertising	
	Print Advertising	
	Newspaper Advertising	
	Magazine Advertising	
Digital Media	PowerPoint Presentation	
	Public Input Graphic	
	Email Graphic	