

ATTACHMENT H

Wake Transit Annual Work Plan Community Engagement Strategy

The following strategy details the basic requirements for community engagement for Wake Transit Annual Work Plans. The Public Engagement & Communications Subcommittee reviews and recommends the engagement strategy to the TPAC. The TPAC endorses the engagement plan and schedule and releases for the public review period, ultimately recommending Governing Board adoption. The strategy below meets the standards set forth in the Wake Transit Public Engagement Policy.

General Project Information	
Project	Annual Work Plan
Event(s)	Draft Annual Work Plan Public Review & Comment Period Recommended Work Plan Public Review & Comment Period
Date(s)	February – March (Draft) May – June (Recommended)
Background	Each year in June, the Transit Planning Advisory Committee approves the Annual Work Plan detailing proposed investments for the coming fiscal year (July – June). As the plan is developed, the public has the opportunity to review and comment on both the draft annual work plan and the recommended annual work plan.
Purpose	In accordance with the adopted Wake Transit Public Engagement Policy, the Annual Work Plan offers a 30-day review and comment period for interested community members to review the draft and to provide comments and ask questions about the projects detailed in the draft work plan. The purpose of the review period is to inform the public of proposed investments for the upcoming fiscal year.
Project Contact Information	
Lead Agency	GoTriangle
Contact Person	Liz Raskopf, Public Engagement Specialist, eraskopf@gotriangle.org , (919)-939-0679
Support Agency	CAMPO
Contact Person	Stephanie Plancich, TPAC Administrator, Stephanie.Plancich@Campo-nc.us , (919) 996-4401
Engagement Strategy	
Goals	<ul style="list-style-type: none"> • Promote awareness of the Wake Transit Annual Work Plan and opportunities to provide input. • Educate the public on proposed service improvements and planned capital investments. • Engage the community in the decision-making process before adoption of the final Wake Transit Annual Work Plan.
Target Audience	<ul style="list-style-type: none"> • The Wake County community, which includes; individuals, organizations, businesses, interest groups, and other parties affected or interested in the Wake Transit decision-making process. Partners provide targeted outreach to affected traditionally underserved populations.
Staff and Resources	Liz – Community Engagement Lead Wendy – Marketing/Web Management Burgetta – Communications Management Stephanie/Sharon – TPAC Coordination
Budget Estimate	TBD

Implementation	<ul style="list-style-type: none"> • Create a Community Engagement Strategy that details the specific engagement targets and activities that will be implemented • Work with partners to ensure contact rosters are updated, annually • Coordinate and plan virtual and/or in-person events • Host a partner preparation workshop for dissemination support • Publish and post materials for staff and partner use • Promote the public comment period through all channels • Collect, compile and share comments received, weekly • Track progress toward meeting participation targets and mitigate as needed, • Produce and present a Community Engagement report following the draft and recommended review periods • Conduct an after-action performance review
Methods and Materials (English & Spanish)	<p><u>Methods:</u></p> <ul style="list-style-type: none"> • Social Media (Facebook and Twitter) • GoForward/Wake Website • Mass Email (Mail Chimp and Outlook) • Presentations • Local Media Outlets • On-Site/On-Bus Notifications • Partner Announcements (Word-Of Mouth) • Community Newsletters • Partner/Community Re-Posts • Virtual and In-Person Events • Comment Submission Form <p><u>Materials:</u></p> <ul style="list-style-type: none"> • Talking Points • Social Media Content • Email Messaging • Presentation with captions • Posters/Fliers/Rack Cards • Video, as appropriate
Schedule: Dates are tentative and can shift according to the TPAC annual Work Plan development schedule or as requested by the TPAC. This schedule reflects general timeframes for deliverables and tasks.	
November	Coordinate the review and update process of the Wake Transit community contact roster to ensure the list is complete and accurate; Start drafting the specific engagement details for the upcoming Work Plan development cycle.
December	Present the Annual Work Plan Community Engagement Strategy with specific engagement methods, materials list and implementation schedule for the draft and recommended comment periods to the PE&C and TPAC.
January	Presentation of final engagement strategy and supporting documents to TPAC; Host a partner preparation workshop; Kick-off the public comment period for the draft; Begin performance tracking; Finalize and launch the engagement specific webpage on GoForward website to be ready for kick-off.
February	Implement the engagement methods for the draft public comment period; Track engagement performance and adjust methods as needed; Compile and share

	community input with partners; Start drafting the Community Engagement Report; Publish reminder notifications to the community; Website updates at the end of the draft public comment period (Remove all draft dates and materials and shift to recommended information).
March	Finalize engagement report for the draft public comment period and provide to TPAC as information; Confirm engagement methods, materials list and implementation schedule for the recommended Work Plan public comment period; Begin drafting materials for the recommended Work Plan comment period.
April	Present the engagement report from the draft public comment period and materials for the recommended period to the TPAC; GoForward website updates (post all finalized information and materials for the recommended public comment period).
May	Implement the engagement methods for the recommended Work Plan public comment period; Track engagement performance and adjust methods as needed; Compile and share community input with partners; Publish reminder notifications to the community; Add Frequently Asked Questions (FAQs) section and data from the recommend Work Plan public comment period to the Community Engagement Report; GoForward website update at the end of the public comment period (remove active engagement info and materials then post notice of the joint hearing).
June	Ensure the Community Engagement Report is updated with any input received during the joint hearing; Provide/present the report to the TPAC and to each Governing Board prior to consideration of adoption; GoForward website updated after the new Work Plan is adopted (Engagement specific webpage shuts down, adopted Work Plan and final Community Engagement Report are posted, update the partner portal, if needed).
July	Conduct after-action review process and make recommendations for the next year's engagement process (Coincides with annual review of the Wake Transit Community Engagement Policy).