**Wake Transit**

**Community Engagement Strategy**

**Project Name: *Click to enter text***

**Project ID: *Click to enter text***

**Project Sponsor: *Click to enter text***

**Project Start Date: *Click to enter text***

***Prepared by: Click to enter text***

***Date: Click to enter text***

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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).

Click or tap here to enter text.

**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).

Click or tap here to enter text.

**Engagement Schedule**

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?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Phase** | **Deliverable** | **Features** | **Roles & Responsibilities** | **Due Date** |
| Plan | Community Engagement Strategy | Engagement Schedule, Messaging, Key Audiences | Project Sponsor, consultant, etc. | XX/XX/XX |
| Develop | Materials | Translation, Print and Distribution plan | Project Sponsor, consultant, etc. | XX/XX/XX |
| Recruit | Community Partnerships | Recruitment strategy to work with community partners to reach people where they are | Project Sponsor, consultant, etc. | XX/XX/XX |
| Execute | Outreach Activities | Community meetings, tabling, canvassing, town halls, etc. | Project Sponsor, consultant, etc. | XX/XX/XX |
| Report | Engagement Results | Report on participant demographics compared to population data, input received and impact on project development | Project Sponsor, consultant, etc. | XX/XX/XX |
| Evaluate | After-Action Review | Did the effort meet the stated goals? What went well? What can improve? | Project Sponsor, consultant, etc. | XX/XX/XX |

**Key Audiences: Title VI Population Profile**

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?

Click or tap here to enter text.

**Messaging**

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

Click or tap here to enter text.

**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?

Click or tap here to enter text.

**Goals and Metrics**

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

Click or tap here to enter text.

**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.

Click or tap here to enter text.

**Appendices**

Title VI Population Profile

Tactics and Tools Checklist

**Title VI Population Profile**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **County Population** | **Project Area Population** | **Participation Goal** | **Actual Participation** |
| Age |  |  |  |  |
| Gender |  |  |  |  |
| Income |  |  |  |  |
| Hispanic/Latino |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| LEP |  |  |  |  |
| Disability |  |  |  |  |
| Car Ownership |  |  |  |  |
| Internet Access |  |  |  |  |
| Other |  |  |  |  |

**Tactics and Tools Checklist**

Which of the following tactics and tools will be part of this project’s community engagement strategy? Check all that apply.

|  |  |  |
| --- | --- | --- |
| Engagement Tactics | | |
| Engagement Effort | **Tactic** | **Check all that apply** |
| Outreach Activities | Online surveys / comment boxes |  |
| Print surveys / comment cards |  |
| SMS surveys |  |
| Voicemail box |  |
| In-person / virtual focus groups |  |
| In-person / virtual trainings |  |
| Pop-ups at bus stops, transit centers & community sites |  |
| Tabling at festivals, parades, job, resource & health fairs, and other community events |  |
| Educational events |  |
| Major holiday celebrations |  |
| Community meetings |  |
| Group presentations |  |
| Public hearings |  |
| Town halls |  |
| Translation & interpretation |  |
| Monitoring & Analysis | Ongoing participant analysis |  |
| Social media geo-targeting |  |
| Engagement Report | Participant demographics |  |
| Web & social analytics |  |
| Public comments |  |
| After-Action Review |  |
| Liaison to government, community and NGO partners | Campaign to share engagement results with decision-makers and stakeholders |  |
| Close the loop with participants |  |
| Presentations |  |
| Other | Write-in additional tactics |  |
| Communications Tools | | |
| Content | **Material** | **Check all that apply** |
| Communications | Talking Points |  |
| News Release |  |
| News Item |  |
| Talking Points |  |
| Social Media Posts (Paid or Unpaid) | Facebook |  |
| Instagram |  |
| Twitter |  |
| LinkedIn |  |
| Next Door |  |
| Print Materials | A-frame poster |  |
| Flyers |  |
| Postcard |  |
| Brochure |  |
| Rack Card |  |
| Yard Signs |  |
| Bus Placards |  |
| Surveys |  |
| Events | Public Meetings |  |
| Ribbon Cutting |  |
| Webinar |  |
| Promo Items / Giveaways |  |
| Website Updates | Custom Landing Page |  |
| General copy changes to existing content |  |
| News Item |  |
| Graphics /Header/Icons |  |
| 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 |  |
| Other | Write-in additional tools |  |