



Wake County Transit Plan

TPAC Process Subcommittee

Public Involvement / Communications Straw Dog Proposal

FY 2017 Public Involvement and Communications “Straw Dog Proposal”

Assumes positive vote on the referendum.

1) Communications

Website modifications to change from proposed plan to plan implementation

- Vision Plan and Big Moves still be focus
- Should have place for status updates and working projects (timelines)
- Section on Governance and Contacts
- Story about when to expect what
- Blend to the extent necessary planning process and campaign process (logos, branding, messages)

Social Media Presence

- Regular presence touting progress at all agencies (Blog, Twitter)
- Transparent conduit for input.

Communication Coordination

- Regular discussion between partners to determine schedules and structures

2) Public Involvement / Engagement

Public Involvement Planning RFP

- Monitor / Scope / Influence work products
- Vet that products will work with the different agencies but project a unified effort.

Address Capacity for Outreach

- Technical Staff
- Logistical Staff