

WAKE COUNTY TRANSIT PLAN

Transit Planning Advisory Committee

PUBLIC ENGAGEMENT & COMMUNICATIONS SUBCOMMITTEE

THURSDAY, DECEMBER 13, 2018
CAMPO OFFICES
1PM

Agenda

1. **Introductions**
2. **Lead Agency Updates, *GoTriangle***
 - a. Community Survey Update
 - b. GoForward Campaign/Logo Standards
 - c. 2018 Accomplishments, December 2018 (Annual Report +)
3. **Committee Logistics for 2019, *Bonnie Parker, CAMPO***
 - a. Elections – Chair & Vice Chair (required to be TPAC Member or Alternate)
 - b. Tasks List (February-July 2019)
 - c. Meetings Schedule (2nd & 4th Thursdays @ 1PM? – Jan. 10, Jan. 24)
 - i. Next subcommittee meeting
4. **2019 Communications, Public Engagement – What lies ahead**
 - a. Draft WT Work Plan, Capital and Operating Plans
 - b. January/Early 2019 Service Changes
 - c. Fares – overall strategy + individual providers
 - d. MIS completion and what's next for CRT
 - e. Bus Plan completion
 - f. Bus Rapid Transit
5. **After Action Review of Spring + Summer 2018 Public Engagement, *Bonnie Parker, CAMPO***
6. **Round Robin Update, *All***

Future Meetings and Upcoming Agenda Items

1. Review of Draft FY 2020 Annual Work Plan items for PE needs – Feb./Mar. 2019
2. Website future (geo map, etc.)
3. PE Policy – Supplemental Guidebook and Toolkit
4. Lead Agency for Public Engagement Guidelines
5. Connect with TDM staff – joint meeting

DRAFT PE&C WORK TASKS LIST - 2019

Specialized Tasks

1) **Complete Public Engagement Policy, Guidebook & Toolkit**

The PE&C Subcommittee will continue to serve as the Core Technical Team for the development of a Public Engagement Policy which will be adopted by the governing boards, in addition to a Public Engagement Guidebook and Public Engagement Toolkit.

2) **Transit Community Survey Effort – oversight and coordination**

The PE&C Subcommittee will provide feedback and support to GoTriangle for the Transit Customer and Community Surveys work.

3) **Website Updates – review and coordination**

The PE&C Subcommittee will continue to provide feedback on website content for Wake Transit efforts, and will facilitate coordination among transit agencies and other parties as necessary. This work item will entail decisions on web presence, an online map of Wake Transit projects, TPAC web presence, and ongoing content and maintenance of the site.

a) Online Map Interface FY 2020 Work Plan submittal – Bonnie Parker, CAMPO

4) **GoForward Use Standards – oversight and coordination**

The PE&C Subcommittee will work to develop a set of standards and style guide for the use of GoForward on all forms of communication, documents and publications.

Ongoing Tracking/Oversight Tasks

1) **Public Engagement and Communications Coordination**

The PE&C Subcommittee will work to continue implementation of regional outreach efforts related to Wake Transit funding of projects and following the approved Public Engagement Policy. The subcommittee will work to create an inclusive structure that fosters regional collaboration on public engagement, press releases, and marketing of the Wake Transit implementation. One focus will be to include publication of Wake Transit successes and highlight accomplishments through social media, print media and other channels.

2) **Review Project Plans for WT Public Engagement Activities**

Serve as a resource to project sponsors and the Lead Agency for Public Engagement for Wake Transit Plan implementation activities related to public engagement and outreach.

Review elements of the annual Wake Transit Work Plan Recommendation to provide advice to TPAC on anticipated public engagement and communication needs.

3) Maintain PE Guidebook & Toolkit

4) Host After-Action Reviews of Public Engagement Efforts

Conduct After-Action Reviews following each significant set of outreach activities and/or at the completion of each major project.