

# WAKE COUNTY TRANSIT PLAN

## Transit Planning Advisory Committee

### PUBLIC ENGAGEMENT & COMMUNICATIONS SUBCOMMITTEE

FRIDAY, FEBRUARY 14, 2019

CAMPO OFFICES

#### Agenda

- 1. Update on FY2020 Draft Work Plan communications and outreach efforts (GoTriangle overview)**
  - a. GoRaleigh specific workplan outreach/ communication effort updates
  - b. GoCary specific workplan outreach/ communication effort updates
  - c. CAMPO workplan outreach/ communication effort updates
  
- 2. Update on community surveys (GoTriangle)**
  
- 3. Discussion of Work Plan Draft projects and public engagement needs.**
  - a. Public engagement project plan requirements for each agency as we look ahead to implementation over the next year or so, including big capital projects (Bonnie Parker)
  
- 4. Discussion about maximizing efficiency and productivity of PE&C Subcommittee**
  - a. Proposal to move to a monthly email update to the group summarizing all outreach and communication activities related to the Wake Transit plan and those coming up instead of a bi-weekly meeting. GoRaleigh, GoCary and CAMPO will send GoTriangle a summary of their public outreach and communication activities each month by a specific date. GoTriangle staff will draft and send the detailed email summarizing overall activity as the lead agency as well as each other agencies' specific updates to members for review, before sending a final each month to TPAC. The Public Engagement/ Communication subcommittee will hold-in person group meetings as needed when developing strategy or materials for a specific public comment period or other milestone in implementing the Wake Transit plan.
  
- 5. Next Meeting of Subcommittee**
  - a. FY20 Work Plan Working Session - Thursday, Feb. 28, 2019, 1 p.m. at CAMPO
  - b. Full Subcommittee – Thursday, March 11, 2018 (Tentative)

#### Upcoming Tasks

1. Website future (geo map, etc.)
2. PE Policy – Supplemental Guidebook and Toolkit
3. Connect with TDM staff – joint meeting

3/5/2024

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

# Transit Planning Advisory Committee

## Public Engagement & Communications Subcommittee

### Work Task List

February – July 2019 - APPROVED

#### 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.

##### **5) Informational Brochure about Wake Transit for 2019**

The audience of the brochure would be the general public who have little or no knowledge about the Wake Transit Plan and its implementation. Objective is to provide a primer on the Initiative, accomplishments so far, overview of activities anticipated in 2019. Distributors of the brochure include the Wake Transit outreach team, all local transit agencies and Wake County municipalities, elected officials, TDM outreach specialists, area transportation advocates, etc. Goal will be to make design fit brochure holders on all transit vehicles in Wake County

## 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 and Document 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.