

WAKE COUNTY TRANSIT PLAN

Transit Planning Advisory Committee

PUBLIC ENGAGEMENT & COMMUNICATIONS SUBCOMMITTEE
THURSDAY, SEPTEMBER 26, 2019
CONFERENCE CALL: 919-996-8344

Agenda

Informational Items

Projects/Plans

1. BRT Public Engagement & Outreach Update (Mila Vega/Het Patel) **After 2pm**
 - a. New Bern Corridor
 - b. Equitable Development Around Transit
 - c. Western Corridor
2. Community Attitudinal Surveys Update (GoTriangle)
3. Development of website map/dashboard in FY 2020 (Stephanie Plancich)

Education/Outreach

4. Try Transit Week Updates (All providers)
5. FY 2019 WT Annual Report Development (GoTriangle)
6. Regional Ridership Promotional Campaign (GoTriangle)

Administrative

7. Lead Agency Guidelines for PE&C Update (Stephanie/Bonnie)
8. Regional Mobility Coordination Committee "MCC" (Stephanie)
9. Equity, Race, Environmental Justice Training (Bonnie)

Discussion Items

Projects/Plans

1. FY 2021 WT Work Plan – Community Engagement Plan
2. WT Vision Plan October/November Activities (Stephanie)
 - a. Before/After Images Request

Education/Outreach –

3. State Fair 2019 (GoTriangle)

Administrative –

None

Upcoming Tasks

- PE Policy – Supplemental Guidebook and Toolkit

NEXT PE&C MEETING:
Thursday, October 24, 2019
@ 1:00 p.m.

9/24/2019

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

Transit Planning Advisory Committee

Public Engagement & Communications Subcommittee

Work Task List

August 2019 – February 2020 (APPROVED)

Specialized Tasks

1) Complete Public Engagement Guidebook & Toolkit –

The PE&C Subcommittee will continue to serve as the Core Technical Team for the development of a Public Engagement Guidebook and Public Engagement Toolkit, which are supplemental to the adopted Public Engagement Policy.

2) Transit Community Attitudinal 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) Online Map Interface FY 2020 Work Plan submittal – Stephanie Plancich, CAMPO

The PE&C Subcommittee will continue to provide feedback on website content for Wake Transit efforts, including the development of (and user testing of) an online map of Wake Transit projects.

4) 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.