WAKE COUNTY TRANSIT PLAN
Transit Planning Advisory Committee

Community Engagement (CE) Subcommittee Meeting
Thursday, April 28, 2022 • 1:30pm-3:00pm
Meeting Link: https://cormp.webex.com/cormp/j.php?MTID=mb3f2be0ea7bfd52277837b0fddc73f4b
Call in: 650-479-3208   Meeting Code: 2309 596 6929

Agenda

1. **Welcome and Introductions** (Andrea Epstein, Chair)

2. **Adjustments to the Agenda**

3. **Previous Meeting Highlights** (Andrea Epstein, Chair)

   - **Activities Calendar for Wake Transit Communications and Engagement** – Add any engagement activities/events, popups, public comment periods, etc. (Wendy Mallon/Curtis Hayes, GoTriangle)
     - Submit activities: https://gotriangle.wufoo.com/forms/wake-transit-calendar/
     - View calendar: https://goforwardnc.org/county/wake-county/events-activities/

   - **Engagement Summary Report Outline** – Following the February presentation to the subcommittee and the March email with final draft for comments, the Engagement Summary Report Outline is now finalized and available for use. (Liz Raskopf, GoTriangle)
     - The Outline will be housed under Public Engagement in the TPAC Document Library

   - **GoForward/Wake Website Update -** This is underway and being set up offline. The site is expected to go "live" after the Recommended Work Plan engagement period is over (shooting for end of June – new fiscal year) so not to confuse users with a new site while we have multiple comment periods active. (Curtis Hayes, GoTriangle)

   - **Community Engagement Policy Update –** GoTriangle is planning to present to subcommittee in May for action (recommending adoption to TPAC and Governing Boards), and possibly to TPAC in June. The Working Group is reviewing the draft (comments due by 4/29). (Curtis Hayes, GoTriangle)

   - **Communications Plan Development -** A Working Group has been formed. The target date for presentation of a draft Wake Transit Communications Plan to the CE Subcommittee is June 23, 2022. (Curtis Hayes at GoTriangle)

4. **Member Presentations: Engagement Strategies, Activity Updates, Performance Reports, etc.**

   - *Recommended* **FY2023 Wake Transit Work Plan engagement and communications strategy**
   (Information Item: Curtis Hayes, GoTriangle) **Attachment A**

   "We Heard You," has been established as the theme for the engagement and communications effort. A news release, a calendar of social media posts, social media graphics, a flyer, a postcard, an email, a one-pager, and website content have been developed. The materials will be made available on the GoForward webpage as a media toolkit.

Chair: Andrea Epstein – City of Raleigh Andrea.Epstein@raleighnc.gov
Vice Chair: Bonnie Parker – CAMPO Bonnie.Parker@campo-nc.us

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- **Wake Bus Plan Update – Phase 2 engagement and communications strategy**
  (Information Item: Jenny Green, GoTriangle) **Attachment B**

  Phase 2 engagement activities will take place from April 29 and May 29, 2022. Popups, an online survey, and more have been programmed for this phase. Partners are asked to share the engagement materials starting April 29.

- **Wake Bus Rapid Transit Southern and Western Extensions Study**
  (Information Item: Bonnie Parker, CAMPO)

  Phase 2 engagement activities began on April 4th and will end on April 30th. Activities include popups, and online town hall, and more. Please continue to help spread the word – targeted to the southern and western study areas (Garner to Clayton and Cary to RTP).
  - [Partners Communications Toolkit](#)

- **Morrisville Smart Shuttle Update**
  (Information Item: Caleb Allred, Morrisville)

  Morrisville staff will provide an update on the new Morrisville Smart Shuttle, including ridership statistics for Q3 and future plans to expand the service.

5. **Review Project Sponsor Presentations Schedule for FY2018-2023**
   (Action Item: Liz Raskopf, GoTriangle, 5 min) **Attachment C**

   GoTriangle staff has reviewed prior year work plans to identify projects that have had or may have potential community engagement components. GoTriangle is collaborating with project sponsors to finalize the schedule for moving forward with summaries of past, present, and future engagement activities for Wake Transit-funded projects.

6. **Adjourn**

   <u>Next Meeting:</u>
   May 26th – Regular Monthly Meeting

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