

# WAKE COUNTY TRANSIT PLAN

## Transit Planning Advisory Committee

# GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

**FY2022 After-Action Review of  
Wake Transit Communications & Engagement Activities  
September 22, 2022 (2:00-3:00pm)**

### Agenda

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#### **I. Purpose and Overview** (Liz Raskopf, GoTriangle, 5 minutes)

CAMPO and GoTriangle are the two designated lead agencies tasked with the execution of Wake Transit program management, coordination and planning. One of GoTriangle's roles is to coordinate, develop and implement Wake Transit-related engagement and communications efforts. Part of that responsibility is evaluating the effectiveness of deployed outreach activities to ensure that available resources are being allocated to the most effective community and stakeholder engagement strategies.

This AAR is limited to the engagement and communication (E&C) efforts related to Wake transit program-level activities conducted in the previous fiscal year. Information collected during the review will be used to inform and strengthen future E&C strategies, could identify new opportunities and best practices, should highlight the most successful outreach methods, and provide staff with guidance for any needed policy updates.

#### **a. FY22 Program Level Engagement Periods**

#### **II. Performance Evaluation** (Liz Raskopf and Curtis Hayes, GoTriangle, 20 minutes)

- a. Engagement**
- b. Communications**

#### **III. Open Discussion** (30 minutes)

#### **IV. Next Steps** (Liz Raskopf, GoTriangle, 5 minutes)