



Wake Transit Engagement Strategy Form (Instructions)

Each Wake Transit funded program or project-level activity, identified by GoTriangle as requiring 1 or more community engagement components, is required to develop a unique engagement strategy and present it to the TPAC Community Engagement Subcommittee as a meeting discussion item at least 1 month, preferably 2 months, before launching your planned engagement efforts.

There are two (2) Wake Transit engagement strategy forms available for project sponsors to use.

Engagement Strategy – Level 1 Form

Unless determined otherwise by GoTriangle, all Wake Transit-funded projects require a Level 1 strategy or a consultant prepared engagement plan that includes the Level 1 strategy components (see Level 1 strategy checklist). This includes program and project-level tasks that have a regional impact, are of local significance, will require 30+ days of community engagement and/or impact the community in another way.

Engagement Strategy – Level 2 Form

The Level 2 strategy form was developed for projects that require only a 14-day community engagement period, have been pre-qualified as recurring public outreach activities, and to provide a short-form option for planning and presenting the separate engagement phases outlined in the projects Level 1 strategy.

Examples

Projects requiring a long form/plan as well as 1 or more short forms:

- Town of Cary's new Downtown Multimodal Center should have one overarching engagement strategy/plan that outlines the intended community involvement points/phases of engagement for the project. As each phase or point is defined a Level 2 form should be completed to share the specific activities tied to that effort.
- CAMPO-led Wake Transit Plan Vision Update scope includes setting overarching goals and general information on planned engagement efforts within the project's participation plan. A Level 2 form would be prepared and presented throughout the planning process as specific dates, methods, strategies and other details become known for each outreach phase.

Projects only requiring a level 1 strategy:

- A transit provider is making service or fare changes and will be conducting a 30-day comment period for members of the community to ask questions and provide feedback on the proposed changes.
- A marketing campaign is being launched to educate and inform the public about a new mobile ticketing system being deployed across the region.

Projects only requiring a Level 2 strategy:

- GoTriangle Update to the Wake Transit Financial Policies.
- CAMPO update to the Community Funding Area Program Management Plan.
- Wake Transit Work Plan Quarterly Amendment Cycles.

Contact GoTriangle at info@gotriangle.org for help completing and submitting your engagement strategy forms.