

Checklist: Engagement Tactics by Target Audience

Project Name:		Project ID#:																			
Contact Name:		Phone:																			
Email Address:																					
Engagement Effort	Tactic	General Public	Elected Officials	Wake Transit Partners	Wake Transit Stakeholders	Bus Riders	Youth <17	Age 18-32	Age 65+	Disabled Community	Low Income	LEP - Spanish	LEP-Other _____	Minority _____	Business Community	Higher Education Facilities	K-12 Representatives	Non-Profit/NG Organizations	Other _____	Other _____	
Events and Activities	Online surveys / comment boxes																				
	Print surveys / comment cards																				
	SMS surveys																				
	Voicemail box																				
	In-person / virtual focus groups																				
	In-person / virtual trainings																				
	Pop-ups at bus stops, transit centers & community sites																				
	Tabling at festivals, parades, job, resource & health fairs, and other community events																				
	Educational events																				
	Major holiday celebrations																				
	Community meetings																				
	Group presentations																				
	Public hearings																				
	Town halls																				
	Translation & interpretation																				
Please add additional lines if needed.																					