

Community Engagement (CE) Equity Analysis:

The purpose of a CE equity analysis is to determine if targeted outreach efforts are required to reach specified population groups within the activity geographic boundary.

Step 1: Determine if a CE equity analysis is required for this effort.

If no, explain why here:

Ex. NO – it’s a Wake Transit administrative document subject to the countywide engagement performance goals

Ex. NO – it’s an effort directed only to a specific audience (Ex. Board members, City planner managers, bus operators, members of local chambers, etc.) Rider surveys may be a different story.

If yes or unsure, use the CAMPO communities of concern map, local knowledge and/or other relevant data to identify where high concentrations of traditionally underserved populations are located.

NOTE: You can use the [Engagement Tactics Checklist](#) to identify the most appropriate outreach methods to use for your activity.

| <u>Step 2: List the population groups that will receive targeted outreach</u> | <u>Step 3: List the specific locations to reach each group</u> | <u>Step 4: Materials and methods to be utilized for each group</u> |
|---|---|---|
| Ex. Riders on Rt. 3 | In-Person, On-Board Q&A, pop-up event at Rt 3 bus stop at Main & Walnut, TV notice on bus and at stations, GoForward social media | Bus placards, notice for TV and social media posts, survey, fliers for bus stops |
| Ex. Seniors and disabled | Partner with senior center staff, assisted living facilities and advocate groups within ¼ mile of Western BRT corridor, Door-to-door flier drop off, special meetings, onsite surveys | Printable fliers, printable survey, set up a special meeting, project presentation, tabling on-site |
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Explain how you completed the equity analysis:

Overlaid project map with CAMPO COC maps, spoke with project team to identify vulnerable populations located along the corridor that maybe weren’t shown on the maps but were important to involve in the decision making process, and asked the CTT if they had any additional target goals that the project team should include.