



Wake Transit Project Engagement Plan (Level 1 Planning)

Every Wake Transit-funded project requiring engagement will complete a Level 1- Engagement Plan packet and at least one Level 2 engagement phase packet. The Level 1 packet includes, at minimum, the engagement plan for the project and a completed equity analysis. Project sponsors and consultants can use this outline as a fillable template for developing the project’s overarching engagement plan or refer to it to ensure these required components are documented in whatever document format they prefer to use. The Level 1 packet can be presented to the Community Engagement Subcommittee at any time after it is completed, but at least 1 month prior to the launching any planned engagement activities.

Note: If the first engagement phase will start shortly after the engagement plan has been drafted, the project sponsor can consider submitting and presenting both their Level 1 packet and Phase 1 Level 2 strategy at the same meeting.

Please submit your materials to GoTriangle at info@goforwardnc.org, for inclusion on an upcoming Community Engagement Subcommittee meeting agenda and save a copy of your materials within the Wake Transit SharePoint site. <https://gotriangle.sharepoint.com/sites/WakeTransit> Find you agency folder under “WT Engagement” create a new folder for your project, and upload your Level 1 (Engagement Plan), Level 2 (Phase Descriptions) and Level 3 (Summary Report) materials there as they are completed.

Section 1: Project overview

Project Name: Triangle Mobility Hub

Project ID#: TC002-N

Project Timeline: May – July 2024

Project Sponsor/Lead Agency: GoTriangle

Contact Person: Liz Raskopf

Phone: 919-939-0679

Email Address: eraskopf@gotriangle.org

Select Activity Type: **Wake Transit Program-Level Activity** X **Sponsor Project-Level Activity**

Do you have consultant support for this activity? Yes No

Consultant Company/Contact Name: STV – Anne Lenart-Redmond, Project Management, Kimley-Horn – Mary Kate Marookian and Betty White, Technical and Public Engagement

Section 2: Engagement Plan

Please write in your project specific information for each heading below.

Project Description

The Triangle Mobility Hub is a planned regional transit center in Research Triangle Park (RTP) at a proposed site located at 4135 E NC 54 Highway, Research Triangle, North Carolina. The Triangle Mobility Hub will be a multi-modal transportation center, positioned in the heart of a new transit-oriented district in the Research Triangle Park (RTP). The project will support frequent and high-quality transit by providing a safe, convenient, and accessible place to transfer seamlessly between transportation modes.



Anticipated Schedule:	Feasibility Study	2021-2022 <i>(complete)</i>
	Schematic Design	Fall 2023 – Summer 2024 <i>(current phase)</i>
	Preliminary Engineering	Summer 2024 – Spring 2025
	Final Design	Spring 2025 – Spring 2026
	Construction/Pre-Revenue Service	Spring 2026 – Winter 2028
	Open for Revenue Service	Spring 2028
	<i>Preliminary project milestones. Project schedule updated following schematic design.</i>	

See attached plan for more details.

Engagement Purpose & Summary

How will participation and feedback from the community inform this project and how will you report out the results to the community?

The goal of this Stakeholder Involvement and Communications Plan is to identify priority audiences and strategies to inform key stakeholders about the proposed Triangle Mobility Hub, and to invite input (consult) on plans for the Triangle Mobility Hub at key phases in project development.


Based on the [Spectrum of Public Participation framework](#) defined by the International Association for Public Participation ([IAP2](#)), the expected level of participation from the public is:

- Primary Public Audiences will be informed & consulted about this project
- Secondary Public Audiences will be informed about this project
- Third Party Stakeholders will be involved or collaborate on the development of the project, as defined below and as appropriate given their responsibilities and jurisdictions

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 2. Spectrum of Public Participation (IAP2)

Primary Audience:

Existing Riders are the primary audience for general community outreach about this project, and the priority audience for soliciting input on passenger facilities and amenities for the planned Triangle Mobility Hub.

The **goals** of engagement with transit riders will be to inform and solicit input (consult) on key elements of the project such as passenger amenities in the future transit facility or desired amenities that could be included in the surrounding development in the future.

Secondary Audiences:

These stakeholders are also valued partners who will receive briefings on the plans and status of the Triangle Mobility Hub and invitations to participate in public involvement opportunities. These stakeholders will also have a responsibility to the project and supporting engagement by sharing the information about the TMH with their member networks.

The **goals** of engagement with these secondary audience public networks will be to inform about the project and, when appropriate, share opportunities to participate in wider public engagement about the Triangle Mobility Hub.

Third Party & Partner Agency Stakeholders:

The **goals** of engagement with these partners will be to involve them in the schematic design decisions for the Triangle Mobility Hub and to collaborate with them on key design decisions within their jurisdiction. For example, collaboration with NCDOT will determine the siting and options for a new intersection, signaling, transit signal priority and a protected pedestrian crossing of NC 54 – all key components of the Triangle Mobility Hub that will be defined during Schematic Design.

See attached plan for more details.

Equity Analysis

If conducting a Wake County-wide engagement effort, use the Wake County Equity Analysis already completed to guide your engagement planning efforts. If not, use the Equity Analysis Worksheet to conduct an equity analysis applicable to your project's specific geographic boundary. Summarize the findings here and attach the analysis worksheet.

As a recipient of federal funds, GoTriangle is required to comply with Title VI of the Civil Rights Act. The agency also considers Environmental Justice and Limited-English Proficiency populations when planning public engagement and outreach activities. The primary audience for this engagement effort is existing transit riders. Recent onboard customer satisfaction survey data was used to identify demographic targets.

Target Audiences and Performance Measures

On the table below, list all of the target audiences identified for this project including those identified through the equity analysis process. For each, set one or more performance measures to gauge your effectiveness in involving them in the planning process. Complete and attach the Engagement Tactics and Communication Tools Checklists to identify the specific methods of outreach you will use.

Target Audience Group	Title VI or Other	Performance Target
Existing Riders	Title VI	Meet transit riders where they are, at transit stops and centers, prioritizing high ridership stops to increase access to information.
Third Party & Partner Agency Stakeholders	Other	Conduct charrettes to involve stakeholders in the design of the site.

Section 3: Engagement Phase Outline

Phase 1 Description: Public Engagement for the Schematic Design phase of the Triangle Mobility Hub project. Additional phases to be added as needed through 2028 expected operation date.

Anticipated timeline for execution: May – July 2024

Highlight the purpose of this engagement effort:

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

Define what you hope to accomplish by engaging the community and describe how it will inform the project.

The purpose of engagement during schematic design is to collect information from the public about what features and amenities they want to see on the site of the new Triangle Mobility Hub location. Stakeholder input is sought to inform the design of the site itself, particularly around the interaction of multiple modes.

Phase 2 Description:

Anticipated timeline for execution:

Highlight the purpose of this engagement effort:

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

Define what you hope to accomplish by engaging the community and describe how it will inform the project.

***Add more phase sections as needed for your project.**

Section 4: Project Wrap Up with the Community

An example Engagement Summary Report outline is provided in the WT Engagement SharePoint folder. Each phase of engagement will be included as a section of the project’s final report. The project sponsor will determine what engagement progress information will be shared throughout the project life cycle and how the project will be closed out with the community.

For most projects, it is suggested to add the Engagement Summary Report as an appendix to the final document(s). It is important to circle back with the community and targeted audiences the contribution they made and impact they may have had on the final results of the project.

Please list all of the ways in which you plan to share the results of your project or announce the completion of the project to the community, stakeholders, boards, etc. Examples include; social media post, post on website, newsletter, press release, announcement at community events and board meetings, email blast, celebration sign at project location, etc.

Information will be shared with the community, stakeholders, and boards via the following:

- Community Contacts Mailing List
- Transit Plan Updates Mailing List
- Project webpage
- Media
- Social Media
- Additional methods as needed

Submission and Presentation Information

What month do you plan to give your Level 1 presentation (your Engagement Plan) to the Community Engagement Subcommittee. They typically meet on the 4th Thursday of each month. We suggest at least 2 meetings prior to launching your first engagement phase, but at minimum of one (1) month before.

Month April 2024

Attachments to include with your Level 1 – Engagement Plan document.

1. Equity Analysis
2. Other supporting documentation
3. Level-2 strategy packet if launching with in 1-2 months

Please email your completed forms to Curtis Hayes, info@goforwardnc.org, for GoTriangle review and place on the appropriate Community Engagement Subcommittee meeting agenda.

What month do you plan to give your Level 1 presentation to the Community Engagement Subcommittee.

Month: April 2024

They typically meet on the 4th Thursday of each month. It is suggested to present at least 1 month prior to launching engagement activities.

Please email this completed form and all supporting materials to info@goforwardnc.org, and upload the packet to the Wake Transit SharePoint site/WT Engagement folder. All Level 1, Level 2 and Level 3 reference documents are uploaded there for your use.

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.

As a recipient of federal funds, GoTriangle is required to ensure compliance with Title VI of the Civil Rights Act. The agency also considers Limited-English Proficiency and Environmental Justice populations when planning projects and conducting public engagement. For this project, GoTriangle ridership data as well communities of concern were both considered when planning public engagement. GoTriangle serves customers traveling between Wake, Durham and Orange counties, providing fixed-route, demand-response paratransit, and microtransit services. Therefore, the needs of passengers with different levels of physical ability, familiarity with and access to transit and command of English must be considered. According to the most recent onboard customer satisfaction survey, GoTriangle customers have the following self-identified demographic characteristics:

- 53% employed full time, 17% employed part time, 28% students
- 32% reported annual household incomes less than \$15,000, 15% \$15,000 to \$24,999, 21% \$25,000 to \$49,999, and 32% greater than \$50,000
- 41% female, 56% male
- 42% African American, 30% White, 15% Asian, 7% Hispanic, 4% Other, 1% Native American Indian
- 49% aged 35 or less
- 60% of riders report no access to a vehicle, 26% access to one vehicle, 11% access to two vehicles, 3% access to three or more vehicles

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>
<i>Existing Riders</i>	<i>Meet transit riders where they are, at transit stops and centers, prioritizing high ridership stops to increase access to information.</i>	<i>Printable fliers, printable survey, project website, invitation to in-person and online open houses</i>
<i>Third Party & Partner Agency Stakeholders</i>	<i>Conduct charrettes to involve stakeholders in the design of the site.</i>	<i>Charrettes to involve stakeholders in the design of the site, ongoing meetings</i>

Explain how you completed the equity analysis:

Agency staff considered the geographic location of the project, the intended users of the future facility, and the current phase of the project. The focus in the schematic design phase is to inform the potential features of the transit center so the primary audience is current riders. Demographic information from recent onboard customer satisfaction surveys identify current riders as representing a majority of Title VI protected classes and as such engagement must include equal access to information. Engagement plans prioritize meeting existing riders in their daily commutes and everyday travel to decrease barriers to receiving information about the project, including but not limited to printed informational materials as well as print surveys.