

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Strategy for each Engagement Phase (Level 2 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 2 packet for each phase includes, at minimum, this strategy form, Engagement Tactics Checklist, Communication Tools Checklist, and the GoTriangle Support Request Form. Project managers should plan to complete and present their Level 1 plan and each Level 2 strategy packets to the Community Engagement Subcommittee at least one month prior to the launching planned engagement activities.

Please submit your materials to GoTriangle at info@goforwardnc.org, for inclusion on the 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 your 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.

Project Name: Triangle Mobility Hub

Project ID#: TC002-N

Phase Number: 1 of TBD **Phase Title:** Schematic Design Public Engagement

Engagement Activity Date(s): May – July 2024

Project Sponsor/Lead Agency: GoTriangle

Contact Person: Liz Raskopf

Phone: 919-939-0679

Email Address: eraskopf@gotriangle.org

Select Your Activity Type: Wake Transit Program-Level Activity Sponsor Project-Level Activity

Do you have consultant support for this activity? Yes No

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

Select purpose of this engagement phase:

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

Write a brief description of this engagement phase: Who, what, where, when and why you are launching this engagement effort or activity.

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.

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 Schedule

Process Step	Deliverable(s)	Due Date/Time Line Details
Level 2 Planning	Level 2 strategy, communication and engagement checklists, refer to equity analysis results	April 2024
Material Development	Electronic and print materials, translation services, distribution plan and collection plan	May 2024
Partner and Support Recruitment	Identify and define support needs of Wake Transit Partners, GoTriangle as lead agency, local organizations, etc.	May 2024
Strategy Execution	Conducting engagement and communications activities, tracking performance and participation	May – July 2024
Summary Report	Draft engagement summary report for each phase of engagement, combine at end of project	August 2024
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve	August 2024

Geographic boundary of this project? (Corridor, Countywide, municipal boundary, etc.)

GoTriangle service area (between Wake, Durham and Orange counties) and in proximity to the site located at the Research Triangle Park.

Was an engagement equity analysis completed for this project? Yes No

If no, please complete the [Equity Analysis Worksheet](#) prior to submitting this form.

If yes, please insert your summary findings below, and use the [Engagement Tactics and Communications Checklists](#) to identify how you plan to engage the traditionally underserved and other target audiences in your project area. Attach both checklists to this phase strategy form.

See attached checklists.

Paste your equity analysis findings here:

Existing transit riders are the primary audience for this engagement effort. 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

Support Requested from TPAC Partners: Add rows if needed.

Support Description	Specific Dates
Share invitation to in-person and online open houses	Exact dates in May / June 2024 TBD

Complete the [GoTriangle Engagement Support Request Form](#) to request specific support from the GoTriangle Engagement and Communications Team.

What month do you plan to present this form and your activity information to the Community Engagement Subcommittee. Month: April 2024

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

As a reminder, please review the Engagement Summary Report outline to help you determine what engagement activity information you will want to capture and track to include in the final report.

Checklist: Communication Tools and Tactics

Project Name: Triangle Mobility Hub	Project ID#: TC002-N
Contact Name: Liz Raskopf	Phone: 919-939-0679
Email Address: eraskopf@gotriangle.org	

Communications Tools - Check all that apply to this project/phase			
Content	Material	Check	Notes
Communications	Talking Points	X	
	News Release	X	
	News Item	X	
Social Media Posts (Paid or Unpaid)	Facebook	X	
	Instagram	X	
	Twitter	X	
	LinkedIn	X	
	Next Door		
	Social Media Geo-targeting	X	
Print Materials	A-frame poster		
	Flyers	X	
	Postcard		
	Brochure		
	Rack Card		
	Yard Signs		
	Bus Placards		
Events	Surveys	X	
	Public Meetings	X	
	Ribbon Cutting		
	Webinar	X	
Website Updates	Promo Items / Giveaways	X	
	Custom Landing Page	X	
	Updates to existing content	X	
	News Item	X	
Video	Graphics /Header/Icons	X	
	Full length (1:00+)		
	Social Snippet(s) from Full (~0:15-1:00)		
	Social Informer/Call to Action (~0:15-1:00)		
	Ad (0:15/0:30)		
Rider Messaging	Presentation (5:00+)		
	On-bus announcements		
	Rider alerts		
Paid Advertising	Flyers @ bus stops/stations	X	
	Radio Advertising		
	Digital Advertising		
	Print Advertising		
	Newspaper Advertising		
Digital Media	Magazine Advertising		
	PowerPoint Presentation	X	
	Public Input Graphic	X	
Other: Write in	Email Graphic	X	

Comments:

Checklist: Engagement Tactics by Target Audience

Project Name: Triangle Mobility Hub	Project ID#: TC002-N
Contact Name: Liz Raskopf	Phone: 919-939-0679
Email Address: eraskopf@gotriangle.org	

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	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	Print surveys / comment cards	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	SMS surveys	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	Voicemail box	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	In-person / virtual focus groups																			
	In-person / virtual trainings																			
	Pop-ups at bus stops, transit centers & community sites	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	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	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		
	Translation & interpretation	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X		

Please add additional lines if needed.