

# Community Engagement (CE)



## WAKE COUNTY TRANSIT PLAN Transit Planning Advisory Committee (TPAC)

Community Engagement (CE) Subcommittee Meeting  
Thursday, June 27, 2024 | 1:30-3:30pm

WebEx Link: <https://campo-nc.webex.com/campo-nc/j.php?MTID=md36a74297cad7c744c327bee265efab0>

Call-In: 650-479-3208      Pass Code: 2530 084 3725

### Meeting Agenda

1. **Welcome and Introductions (Curtis Hayes, Chair)**
2. **Adjustments to the Agenda**
3. **Reminders/Wrap-Up/Highlights**
  - a. Phase 1 engagement for the 2035 Wake Transit Plan Update has been extended to July 21<sup>st</sup>. The Project Management Team did not feel that enough survey participation (885 at time of discussion) was an adequate representation of the needs and priorities of Wake County. It will be critical for TPAC members and stakeholders to encourage survey taking for the next month.
  - b. July meetings of the CAMPO and GoTriangle committees and boards have been cancelled.
  - c. The TPAC will vote on a revised FY25 meeting schedule to shift the recurring monthly meeting from the 2<sup>nd</sup> Wednesday to the 3<sup>rd</sup> Thursday of each month during its June meeting.
  - d. Deloitte has completed its audit of GoTriangle's budget and finance processes. The TPAC is scheduled to receive a presentation of the results on August 15<sup>th</sup>.
  - e. SAVE THE DATE: July 25<sup>th</sup>, 1:30pm, for the annual After-Action Review. The AAR will evaluate FY24 engagement and address its impact on the CE Policy and Communications Plan.
  - f. GoTriangle and GoRaleigh are returning to fares July 1, 2024.
  - g. FY24/Q3 Progress Report is published and available for review on the Wake Transit SharePoint site. If you do not have access, please let staff know.
4. **Marketing & Strategic Communications Update – Return to Fare**  
(Information item: Wendy Mallon and Liz Raskopf, GoTriangle; Andrea Epstein, GoRaleigh, 30 minutes)

After suspending fares during the COVID-19 pandemic, GoTriangle and GoRaleigh will return to collecting fares on July 1, 2024. Agency representatives will discuss their strategies for keeping the public in the loop regarding the changes, including messaging, platforms, activities, and the technologies that make it work.

**Requested Action:** Receive as information.

**CE Chair:** R Curtis Hayes, GoTriangle  
**Vice Chair:** Andrea Epstein, City of Raleigh

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

**5. FY 2025 Wake Transit Work Plan — Engagement Summary Report**  
(Information item: R Curtis Hayes, GoTriangle, 10 minutes) **Attachment A**

The Draft FY 2025 Wake Transit Work Plan’s community review and public comment period was held February 26, 2024-March 26, 2024. The public responded to the call for input with nearly 200 comments submitted online, in-person, and through email. The next step in the process was the public comment period for the Recommended FY 2025 Wake Transit Work Plan. It was held from May 30, 2024-June 12, 2024. GoTriangle staff will review the engagement summary for the Recommended Work Plan. The term significant change,” which is found in the Wake Transit Community Engagement Policy, will also be reviewed and briefly discussed.

**Requested Action:** Receive as information.

**6. After-Action Review Scope and Schedule**  
(Information item: R Curtis Hayes, GoTriangle, 5 minutes)

GoTriangle staff will briefly discuss the schedule and format of the annual After-Action Review scheduled for Thursday, July 25, 2024. The AAR will evaluate FY24 engagement and address its impact on the Wake Transit Community Engagement Policy and the Wake Transit Communications Plan.

**Requested Action:** Receive as information.

**7. Wake Transit Brand Update**  
(Information item: Ben Howell, CAMPO, 5 minutes) **Attachment B**

CAMPO staff will provide an update on use of the Wake Transit Plan branding including an example of the color palette in use for a Four Big Moves graphic, Attachment B. Link to the draft update to the TPAC presentation slide deck can be viewed here: <https://www.campo-nc.us/about-us/committees/wake-county-transit-planning-advisory-committee-tpac/archives>

**Requested Action:** Receive as information.

**8. Work Task List Development - Draft**  
(Information item: Ben Howell, CAMPO, 10 minutes) Attachment C

In accordance with the Subcommittee Guidelines, each TPAC subcommittee develops a Work Task List that describes the work anticipated to be started and/or completed over the next 6-month period. Attachment C, is the draft 2024 August-January Work Task List for the CE Subcommittee. Comments and questions should be emailed to [ben.howell@campo-nc.us](mailto:ben.howell@campo-nc.us) by Friday, July 5<sup>th</sup>. The revised list will be presented for adoption in July.

**Requested Action:** Receive as information.

- 9. Other Business (or agenda items)**
- a. The update to our regional Coordinated Public Transit-Human Service Transportation Plan is being finalized and will be presented to the TPAC on August 15<sup>th</sup>.
  - b. CAMPO staff noticed empty flier space at Union Station. Any other places to be aware of?

**10. Adjourn**  
Next Meeting is on Thursday, July 25, 2024 at 1:30 pm.

**CE Chair:** R Curtis Hayes, GoTriangle  
**Vice Chair:** Andrea Epstein, City of Raleigh

