

# Community Engagement (CE)



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

Community Engagement (CE) Subcommittee Meeting  
Thursday, September 26, 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 2 of the 2035 Wake Transit Plan Update is scheduled for November 11 – December 31, 2024.
  - b. CE meeting schedule through February
    - a. 10/24 – Regular business (1:30-2:30pm) and CTT review meeting (2:30-3:30pm) for Wake Transit Plan Update (WTPU) engagement materials
    - b. 11/7 – Partner preparedness workshop and material pick up for WTPU events and activities.
    - c. 11/19 – Joint review of FY24 Progress Report and ACFR
    - d. 12/5 – Regular business (WTPU progress, FY26 Work Plan strategy)
    - e. 1/16 – Regular business (FY26 Work Plan, CE Policy Update)
    - f. 2/13 - Regular business (FY26 Work Plan, WTPU Ph 2 and 3)
4. **Meeting Schedule Adjustment – Community Engagement Subcommittee**  
(Information item: Stephanie Plancich, CAMPO, 5 minutes)

Due to the amount of business that needs to be completed during the next six and 12 month periods, it is recommended that the length of CE Subcommittee meetings mirror those of the PD subcommittee, which begin at 1:30 p.m. and conclude at 3:30 p.m. This recommendation will be discussed and appropriate action taken. If approved, recurring meetings on member calendars will be updated and resent for the October meeting cycle.

**Requested Action:** Take Action.

5. **Demographics Question**  
(Information item: Stephanie Plancich, CAMPO, 10 minutes) Attachment E

CAMPO staff will continue the discussion on developing a low-income data collection methodology that reflects living wage/transit propensity income levels. Stephanie Plancich will present options for review and discussion. Please submit any comments or questions to [stephanie.plancich@campo-nc.us](mailto:stephanie.plancich@campo-nc.us).

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

**GO FORWARD**  
A COMMUNITY INVESTMENT IN TRANSIT

**Requested Action:** Receive as information.

**6. 2035 Wake Transit Plan Update – Phase 2 Engagement Strategy**  
(Information item: Stephanie Plancich, CAMPO, 10 minutes) Attachment A

The Phase 1 engagement for the 2035 Wake Transit Plan update concluded on July 21. CAMPO will present the Phase 2 Engagement Strategy (L2 form) along with other planning activity updates and an updated schedule. Phase 2 engagement is scheduled from November 11-December 31. Please submit any comments or questions to [stephanie.plancich@campo-nc.us](mailto:stephanie.plancich@campo-nc.us).

**Requested Action:** Receive as information.

**7. After-Action Review Next Steps – Graphic Design**  
(Information item: Curtis Hayes, GoTriangle, 15 minutes) Attachment B

GoTriangle staff will present information on Wake Transit graphic design. Phase 1 of the 2035 Wake Transit Plan Update included a new logo. The logo and its color pallet and primary design preferences were reviewed and discussed during the After-Action Review workshop. A next step was a recommendation to sharpened the edges of the “W” in the existing logo to meet current graphic design standards; identify the teal and blue version as the primary logo, and offer a pallet of other RGB specific color options for three versions of the logo, including the Wake Transit Plan Update, Wake Transit Plan, and Wake Transit Plan w/URL. In addition, a recommended next step was to develop “Funded By” and “Partially Funded By” Wake Transit Plan logo options using the new logo design and primary colors; and, finally, it was recommended that the new logo and related information be included in the Community Engagement Policy during its next update. Contact: [rhayes@gotriangle.org](mailto:rhayes@gotriangle.org)

**Requested Action:** Receive as information.

**8. Wake Transit Communications Plan**  
(Information item: Curtis Hayes, GoTriangle, 15 minutes) Attachment C

GoTriangle staff will provide a preliminary update on the Wake Transit Communications Plan for FY 2025 program-level activities, which includes the Annual Progress Report, Quarterly Amendment Requests, Annual Work Plan, Community Engagement Policy, and Wake Transit Plan Update. Attachment B provides a general outline of the FY 2025 Wake Transit Communications Work Plan. More details are being developed and will be part of the meeting presentation, which include audience, channels, messaging, and metrics. Contact: [rhayes@gotriangle.org](mailto:rhayes@gotriangle.org)

**Requested Action:** Receive as information.

**9. Partner Presentations – Go Wake Forest Level 1 and 2 Engagement**  
(Information item: Emma Linn, Wake Forest, 10 minutes) Attachment D

On October 1st, the Town of Wake Forest will launch a town-wide microtransit program called “Go Wake Forest.” Go Wake Forest is a door-to-door public transit service that will operate within the entire Town of Wake Forest limits and a portion of Raleigh’s neighborhood, Wakefield. Since kicking off the project in July 2024, the Town has strategized engagement opportunities and continues engaging the community through varying methods. This item will review the Level 1 and Level 2 engagement documents related to the new Go Wake Forest transit service.

**Requested Action:** Receive as information.

**10. Other Business (or agenda items)**

- a. Update regarding microtransit branding as outlined in the Wake Bus Plan and possible next steps.
- b. Update on the FY 2024 Wake County Transit Progress Report.

**11. Adjourn**

Next Meeting is on Thursday, October 24, 2024 at 1:30 pm.