



Wake Transit Strategy for each Engagement Phase (Level 2 Form)

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, and the Communication Tools Checklist. Project managers should plan to complete and present their Level 1 plan and each Level 2 strategy packet to the Community Engagement Subcommittee at least one month prior to launching planned engagement activities.

Please submit your packet 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>. Your agency's folder is listed under WT Engagement. Simply create a new folder for your project and upload your Level 1 (Engagement Plan), Level 2 (Phase Descriptions), and Level 3 (Summary Report) materials as completed.

Date Form is Completed: 9/16/24 Draft

Project Name: 2035 Wake Transit Plan Update – Phase 2 Engagement

Project ID#: TC003-F

Phase Number: 2 of 5

Phase Title: Funding Scenario Development

Engagement Activity Date(s): Nov 11 – Dec 31 (6 weeks)

Project Sponsor/Lead Agency: CAMPO

Contact Person: Stephanie Plancich

Phone: 984-542-3606

Email Address: stephanie.plancich@campo-nc.us

Select Your Activity Type: (1) Wake Transit Program-Level Activity (2) Sponsor Project-Level Activity

Do you have consultant support for this activity? Yes No

Consultant Company/Contact Name: Bethany Whitacker, Nelson-Nyygard

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, when, where, why, and how are you launching this engagement effort or activity?

There are five (5) engagement phases for this project: **1-Transit Priorities, 2-Funding Scenarios, 3-Draft Plan/PMP/Policies, 4-Recommended, and 5-Wrap Up.** Where Phase 1 was focused on collecting public input on transit investment priorities for FY26-35, Phase 2 is designed with two main focuses: providing project-level education and increased Wake Transit program-level awareness that will result in community feedback to narrow down funding scenario options. More Specifically,

- 1) Provide education of various funding types/project categories to prepare public to provide input on funding scenarios
- 2) Present FY26-35 investment scenario options for community review and input

Feedback received will be used to develop a recommended FY26-30 funding scenario and to draft an update to the Project Prioritization Policy before Wake Transit governing board adoption.

This will be a countywide engagement effort designed to solicit meaningful input from community members. The consultant team will take the lead on materials creation, web management and will staff at least 6 targeted in-person events as well as facilitating scheduled focus group meetings. GoTriangle, as lead agency for Wake Transit program-level engagement, will conduct digital outreach, email communications, staff in-person events with partner municipalities, print long-term and phase-specific educational materials as well as manage the GoForwardNC website. CAMPO staff will manage the engagement process, provide planning and coordinative support, provide staff for events where gaps are identified, will manage communications through the CAMPO and TPAC web pages, social media, email notices and other agency-maintained outreach methods.

Specific task assignments in Attachment A.

Phase Schedule

| Process Step | Deliverable(s) | Due Date/Timeline Details |
|----------------------|---|---|
| Level 2 Planning | Level 2 strategy, communication, and engagement checklists. | -L2 draft reviewed in August -Summary report for Ph.1 and L2 for Ph.2 finalized and presented in September |
| Material Development | Electronic and print materials, translation services, distribution plan, and collection plan. | -Some materials can be drafted in September -All drafts presented to CE in October |

| | | |
|---------------------------------|---|---|
| Partner and Support Recruitment | Educate and provide materials and guidance to partners who will support Phase 2 | -Compile event schedule with all partners and staff -Partner Prep/Train the Trainer Nov. 7 th -Provide social media schedule and other tools for partner awareness/use |
| Strategy Execution | Conducting engagement and communications activities, tracking performance, and measuring participation. | -Engagement will run from November 11 through December 31 -GoTriangle and Consultants will track activities for later inclusion in ESR |
| Summary Report | The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project. | - ESR, Summary report will be compiled by consultants in January 2025, for TPAC presentation in February/March |
| Engagement Evaluation | Conduct an after-action review to note what went well and identify opportunities to improve. | PM Team and staff level discussion as we prepare for Phase 3 |

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

All of Wake County

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

Social Media Schedule: *Each day will include posts to all CAMPO, GoTriangle and Wake Transit Social Pages and blog.

| Post date | Post Type | Key Message(s) |
|-------------|-----------|---|
| Wk 1- 11/11 | Video | \$1.6 Billion to spend, what are your priorities? |
| Wk 2- 11/18 | Static | |
| Wk 3- 11/29 | Video | Thanksgiving/holiday break “what’s important to your family?” |
| Wk 4- 12/5 | Static | |
| Wk 5- 12/9 | Static | |
| Wk 6- 12/16 | Static | |
| Wk 7- 12/23 | Video | (2 days before Xmas) Humor video/sleigh ride for transit/Elf commute/etc. |
| Wk 8-12/30 | Static | Happy New Year – last chance to weigh in |

Support Requested from TPAC Partners: Add rows if needed.

| Partner Support Description | Specific Dates |
|--|---------------------------------|
| Reshare social media posts | See above |
| Inform planning committees and staff | |
| Inform board members/town council | |
| Host at least one event on your community | Word of mouth- tell everyone :) |
| Share notice on website, newsletters, etc. | |
| Post signs at stops and on buses | |
| Place fliers in high traffic areas | |
| *Report form for in-person events, other report back | |
| | |

Which month do you plan to present this form and other engagement information to the Community Engagement Subcommittee. September/October 2024

| Target Audience | Performance goal | # | % | Tactics |
|--------------------------------|---|----------|----------|--|
| | Review participation rates mid-way and apply more resources to ensuring target groups have opportunity to participate | | | |
| | Increase number of clicks from social media | | | |
| | Increase email clicks and website visits | | | |
| | In person field reports/people reached | | | |
| | | | | |
| | | | | |
| | | | | |
| Age 18-32 | Wake Tech, NCSU bus stops, | | | Mobile apps, social media, pay ads targeted to post-grads, focus group |
| Age 65+ | Senior center tabling | | | In-person events |
| Disabled | Engage stakeholders to serve as ambassador, present at at least 2 disabled committees/groups | | | Targeted letter to reps of disabled people, disabled highlight social media post |
| Low Income | Conduct at least 4 targeted methods to low-income COC areas, assign budget for paid ads | | | Targeted social media, in-person events, rider app notices |
| LEP - Spanish | Engage stakeholders to serve as ambassador, translated materials and 1 translated social post | | | translated materials, video/digital ad |
| LEP- Other | | | | |
| Hispanic/ Latino | | | | |
| Minority: African Americans | | | | Radio station, in person events, transit champion |
| Minority | | | | |
| K-12 Elementary | | | | |
| K-12 Middle/Junior | | | | |
| K-12 High School | Create pic/post campaign for transit | | | |
| College/ University | | | | |
| Business Community | Focus Group, RTA email notice, Chamber letters | | | |
| Non-Profit Organizations | Hold an ambassador training workshop | | | |

| | | | | |
|--------------------------|---|---|--|--|
| Advocacy Organizations | Engage stakeholders to serve as ambassadors | | | |
| Wake Transit Partners | Hold partner preparation event | | | |
| Boards/Elected Officials | Focus Group "Welcome to Wake Transit" | | | |
| Media Outlets | Articles covering the phase | 3 | | |