

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Project Engagement Plan (Level 1 Planning)

September 20th, 2024

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 engagement 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 the components listed are documented in their format of choice. The Level 1 information can be presented to the Community Engagement Subcommittee at any time after completion, but at least 1 month prior to 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 plan and Phase 1 Level 2 strategy at the same meeting.

Please submit your materials to stephanie.plancich@campo-nc.us and info@goforwardnc.org for inclusion on an upcoming Community Engagement Subcommittee meeting agenda. Please save a copy of your materials to your agency folder on the Wake Transit SharePoint site. <https://gotriangle.sharepoint.com/sites/WakeTransit./WTEngagement>.

Simply create a new folder for your project and upload your Level 1 (Engagement Plan), Level 2 (Phase Strategies), and Level 3 (Summary Report) materials as they are completed.

Section 1: Project overview

Project Name: Go Wake Forest - Town of Wake Forest On-Demand Transit

Project ID#: N/A - Project is not currently funded by Wake Transit

Project Timeline: Now through service launch (October 1st)

Project Sponsor/Lead Agency: Town of Wake Forest

Contact Person: Emma Linn, Planner II – Long Range Planning

Phone: 919-435-9514

Email Address: elinn@wakeforestnc.gov

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

Engagement Budget for project: \$__N/A__

Project/Engagement Contacts:

Do you have consultant support for this activity? **Yes** No

Consultant Company: Via Transportation, Inc

Contact Name:

Contact Email:

List all agencies and organizations who will have an execution role in this project’s engagement activities:

Agency/Organization	Name	Role/Responsibility
CAMPO		Support with sharing information
GoTriangle		Support with sharing information
GoRaleigh		Support with sharing information

Section 2: Engagement Plan

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

Project Description

Go Wake Forest, the Town of Wake Forest’s new on-demand transit service will replace the Wake Forest Loop (WFL A&B) beginning October 1st. The Wake Forest Loop (WFL A&B) in FY24 had an average of 2.42 riders per hour. As recommended by the Wake Forest Public Transit plan, we looked to reimagine transit in Wake Forest that would help increase ridership and improve overall accessibility and reliability of transit in Wake Forest. This process yielded a townwide on-demand door-to-door microtransit service, Go Wake Forest, that replaces the WFL A&B. Go Wake Forest, increases the coverage and flexibility from the existing fixed-route WFL A&B. The new service area will include the entirety of the Town of Wake Forest corporate limits and a portion of Raleigh’s neighborhood, Wakefield. The project kicked-off July 2024 and engagement began August 2024. In coordination with our partner, Via, engagement efforts will prioritize WFL A&B riders, riders who currently use Go Raleigh Access paratransit, seniors (55+), and the Northeast Community. We will engage riders and residents through social media, Go Wake Forest webpage, pop-ups, in-person presentations, and a variety of physical materials (Brochures, pamphlets etc.).

Engagement Equity Analysis

An Engagement Equity Analysis Worksheet has been completed and attached to this document. We have identified the following populations to focus on and prioritize engagement efforts; Wake Forest Loop A&B riders, seniors (55+), riders who currently use paratransit services, and the Northeast Community. Since the overall transit service area has been expanded, the number of vulnerable populations has also increased. We will connect with residents and riders through various methods of engagement prior to and after the launch Go Wake Forest. Focused engagement includes in-person presentations and pop-up tabling events. The Town will have an ongoing social media presence and will update the Go

Wake Forest webpage as needed. We have created a spreadsheet to track our engagement efforts which notes the number of Communities of Concern and the type.

Target Audiences and Performance Measures

On the table below, list all of the target audiences identified for this project. This includes population groups identified through the engagement equity analysis process as well as other groups that the project team has identified as important to the decision-making process. For each audience, set one or more performance measures to gauge your effectiveness in involving them in the planning process.

Target Audience Group	Performance Target
Residents 55+	Provide at least two in-person pop-ups or presentations at senior-oriented facilities (Senior center, 55+ residential communities, etc.)
Current Wake Forest Loop (A&B) Riders	Engage with existing riders at bus stops, on-board, and/or through GoRaleigh media outlets. Capture at least 5-10% of the estimated monthly boardings in unique visits from the bus stops announcements.
Northeast Community	Provide at least two in-person pop-ups or presentations in the Northeast Community.
Riders currently using paratransit	Send informational pamphlets to all Wake Forest paratransit riders.

Section 3: Engagement Phase Outline

Phase 1 Description:

Anticipated timeline for execution: Now through launch day (ongoing)

Budget for this phase of engagement: N/A

Who is the lead/point of contact for this phase: Emma Linn

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

Provide an overview of this phase: The purpose of this phase it to engage and inform current and potential transit riders and about the service change. We will be hosting in-person outreach events that will feature a combination of informational posters and a slideshow that relays the details about the new transit service. We began outreach in

August 2024 and will continue in-person engagement through 2024 for Phase 1. The first six to eight months of operation will serve as a pilot phase. During this phase we will be encouraging and collecting rider feedback. The information we receive will help us improve the service after the completion of the pilot phase.

Phase 2 Description

Anticipated timeline for execution: After Pilot Phase (April 2025)

Budget for this phase of engagement: N/A

Who is the lead/point of contact for this phase: Emma Linn, Town of Wake Forest, Planner II – Long Range Planning

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

Provide an overview of this phase: Phase 2 of engagement includes continuing rider education (i.e. How do I book a ride?) and closing the loop following the pilot phase of Go Wake Forest. Using the feedback received from we will make the necessary service updates and share new information with riders and the community.

Section 4: Project Wrap Up with the Community

An example Engagement Summary Report and a Level 3 outline is provided in the WT Engagement SharePoint folder. Each phase of engagement will be included as a section of the project’s final summary report. The project sponsor will determine which engagement progress information will be shared throughout the project life cycle and how it will be communicated and 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 explaining the contributions they made and the impacts their feedback may have had on 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 may include the following channels and activities: social media posts, website content, newsletter articles and briefs, news releases, word-of-mouth efforts like announcements at community events and board meetings, email blasts, and celebration signs at project locations.

Method of Communication	Person/Organization Responsible
Go Wake Forest Webpage	Town of Wake Forest
Town of Wake Forest Social Media	Town of Wake Forest

Submission and Presentation Information

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

Fiscal year/month that Level 1 information is expected to be presented to CE Subcommittee: ___09___/___26___

If known, expected fiscal year/month that the Phase 1 Level 2 strategy will be presented: _____/_____

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

1. Engagement Equity Analysis
2. Other supporting documentation
3. Level-2 strategy materials, if launching within 1-2 months

Please email your completed forms to stephanie.plancich@campo-nc.us and GoTriangle at info@goforwardnc.org, for placement on the appropriate Community Engagement Subcommittee meeting agenda.