

Community Engagement (CE) Equity Analysis:

The purpose of a CE equity analysis is to determine if targeted outreach efforts are required to reach specified population groups within the activity geographic boundary.

Step 1: Determine if a CE equity analysis is required for this effort.

If no, explain why here:

If **yes** or unsure, use the CAMPO communities of concern map, local knowledge and/or other relevant data to identify where high concentrations of traditionally underserved populations are located.

NOTE: You can use the [Engagement Tactics Checklist](#) to identify the most appropriate outreach methods to use for your activity.

<u>Step 2: List the population groups that will receive targeted outreach</u>	<u>Step 3: List the specific locations to reach each group</u>	<u>Step 4: Materials and methods to be utilized for each group</u>
Wake Forest Loop (A&B) riders	Town of Wake Forest social media, bus stops	Bus stop announcements, Go Wake Forest video, social media posts
Seniors (55+)	Partner with Northern Wake Senior Center and 55+ residential communities to give in-person presentations	Printed materials, project presentation
Riders currently using paratransit	Contact paratransit riders directly via mail	Mailed pamphlets
Northeast Community	Northeast Community Coalition (NECC) meeting, Community Table meal program	Printed materials, project presentation

Explain how you completed the equity analysis:

The project area covers the entire town limits of Wake Forest and a portion of Raleigh’s neighborhood, Wakefield. We referenced the CAMPO COC maps to identify areas that have vulnerable populations. Since the project area has expanded, we made sure to include the areas that may have not previously had access or safe and reasonable access to transit.

We have uploaded our Go Wake Forest engagement spreadsheet that lists the planned / proposed outreach locations and 1.) If there is a Community of Concern present, 2.) Number of Communities of Concern, and 3.) Type of Community of Concern.