



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

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.

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

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

Phase Number: 2 of 2

Phase Title: Post Pilot and Ongoing Engagement Strategy

Engagement Activity Date(s): TBD

Project Sponsor/Lead Agency: Town of Wake Forest

Contact Person: Emma Linn

Phone: 919-435-9514

Email Address: elinn@wakeforestnc.gov

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: Via Transportation, Inc

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: Phase 1 focused on pre-launch and launch engagement with current Wake Forest Loop (A&B) and paratransit riders, seniors (55+), and the Northeast Community. Community-wide postcard notices informing residents about the new transit service in Wake Forest we mailed. Phase 1 Launch engagement will continue after October 1st (service launch) with additional pop-ups and presentations throughout the community. Since we will be engaging residents throughout the month of October, we have dedicated October as “Launch Month” to celebrate the launch of Go Wake Forest and an organized launch celebration will be coordinated with partners, media, community organizations, and elected officials.

Phase 2, which will occur following the pilot phase (~ April 2025), will prioritize on implementing rider surveys that were collected during the pilot. This will be primarily coordination between Town of Wake Forest staff and transit partner Via to implement any changes or updates to the Go Wake Forest Service. Change that directly impact the riders will be communicated through Town channels which may include but is not limited too; Town-hosted Go Wake Forest webpage, Town of Wake Forest app, email notifications, and Town social media platforms. We will continue rider education and sharing information about the Go Wake Forest transit service.

Phase Schedule

Process Step	Deliverable(s)	Due Date/Timeline Details
Level 2 Planning	Level 2 strategy, communication, and engagement checklists. Refer to equity analysis results.	~ February 2025 (prior to end of pilot phase)
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan.	
Partner and Support Recruitment	Identify and define support needs of Wake Transit Partners, GoTriangle as lead agency, local organizations, etc.	Assist in sharing service-related engagement and marketing media as necessary
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation.	
Summary Report	The draft engagement summary report for each phase of engagement should be added at the end of the project.	
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve.	~ October 2025 (after first full year of service and engagement)

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

Town of Wake Forest limits and a portion of Raleigh’s neighborhood, Wakefield.

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

If no, please complete the [Equity Analysis Worksheet](#) prior to submitting this form.

If yes, please insert your summary findings below, and use the [Engagement Tactics and Communications Checklists](#) to identify how you plan to engage the traditionally underserved and other target audiences in your project area. Attach both checklists to this phase strategy form.

Paste your equity analysis findings here:

Step 2: List the population groups that will receive targeted outreach	Step 3: List the specific locations to reach each group	Step 4: Materials and methods to be utilized for each group
Wake Forest Loop (A&B) riders	Town of Wake Forest social media, bus stops	Bus stop signs, 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 to Wake Forest paratransit
Northeast Community	Northeast Community Coalition (NECC) meeting, Community Table meal program	Printed materials, project presentation

Support Requested from TPAC Partners: Add rows if needed.

Support Description	Specific Dates

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

The CE Subcommittee typically meets the 4th Thursday of each month. It is recommended that project sponsors present their community engagement strategy at least one month prior to launching their engagement activities.

GoTriangle representatives are available to discuss opportunities to collaborate with Wake Transit partner agencies on engagement support for transit-plan funded projects. To request specific support from GoTriangle, please email info@goforwardnc.org and upload the relevant forms to the Wake Transit SharePoint site>WT Engagement Folder.

As a reminder, please review the Engagement Summary Report outline at the beginning of the project to help determine which engagement activity information you will want to capture and track for the summary report.

Thank you!