



WAKE COUNTY TRANSIT PLAN Transit Planning Advisory Committee (TPAC)

Community Engagement (CE) Subcommittee Meeting

Tuesday, January 21, 2025 • 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 engagement for the 2035 Wake Transit Plan update is running December 2-January 31.
 - b. The comment period for FY25/3rd Quarter Wake Transit Work Plan Amendment request ran through December 22nd. TPAC will review on January 23rd.
4. **2025 Subcommittee Chair and Vice Chair Election Update**
(Action Item: Stephanie Plancich, TPAC Administrator, 10 minutes)

Nominations for the 2025 TPAC Subcommittee Chair and Vice Chair positions opened on November 25, 2024. At that time, individuals interested in serving as a leader of the Community Engagement (CE) Subcommittee were asked to email their interest or nomination of another member to stephanie.plancich@campo-nc.us. Nominations have been fielded and the election will be held during this meeting. As a reminder, to be eligible to serve as a subcommittee Chair or Vice Chair, nominees must be formally designated as a primary or alternate voting member of the TPAC.

Requested Action: Elect a Community Engagement Subcommittee Chair and Vice Chair for the 2025 term.

5. **Recommendation of a Temporary Subcommittee Structure**
(Action Item: Stephanie Plancich, CAMPO, 30 minutes)

As part of the FY26 Wake Transit Work Plan call for projects, GoTriangle notified the TPAC that it will continue to support required lead agency-level engagement and communications efforts through the end of FY25 but does not wish to carry the responsibility into future years. As a result, discussions have begun to determine the best way for those lead agency responsibilities to be completed beginning in July. At this time no decisions have been made about how the program will be managed, by whom, and what the role of the CE subcommittee may be in the future. What we do know is that we have an adopted Community Engagement Policy that must continue to be implemented while we are in this transition phase, and that it makes sense to pause on several planned

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action items assigned to the committee until the new management plan and staff are in place to lead the discussions and implement the updated program. Staff are recommending a revised Subcommittee Structure be established during this lead agency period of transition.

Subcommittee Structure Recommendation for Lead Agency Transition Phase

1. The Subcommittee will remain intact and will be kept informed of Wake Transit program-level engagement and communications activities and opportunities to support them primarily via email.
2. CE meetings will be called when needed to address action items, to provide in-person training, or for other necessary discussions. Regular business notices and updates will be shared via email.
3. A 2025 Chair and Vice Chair will be elected to preside over any called meetings, to contribute to email communications sent to the CE membership, and to participate in any appropriate future planning discussions for the subcommittee.
4. Lead agency staff, the Chairs and TPAC Administrator will continue to meet monthly to determine if a meeting is needed or if an email update will be sufficient to meet CE update needs.
5. We will retain the 4th Thursday, 1:30-3:30pm time slot on member calendars to allow for meetings when needed, but those events will be cancelled at least 1 week in advance if no meeting is needed.
6. CE members will continue to be provided the materials needed to support Wake Transit engagement and communication efforts. For example; the Work Plan, Wake Transit Plan Update, Bus Plan development, after action reviews, etc.
7. The subcommittee will review recommendations for the future structure of the group and provide a recommendation for TPAC consideration.
8. This revised structure is expected to be in place through June 2025. Based on needs that arise, the CE members can vote to extend the structure into the new fiscal year or vote to modify it sooner.
9. In lieu of adopting a 2025 January-June Work Task List, the lead agency staff and CE Chairs are asked to ensure that Community Engagement Policy requirements continue to be met and that CE members are made aware of those activities in a timely manner.

Requested Action: Consider adopting a modified meeting structure during the lead agency transition period.

6. **Wake Transit Plan Update, Phase 2 Engagement Final 2 Weeks**

(Information Item: Stephanie Planchich, CAMPO, 15 minutes) **Attachment A**

There are just 2 weeks left of Phase 2 engagement for the 2035 Wake Transit Plan Update. The consultant team has forwarded copies of the last 3 video reels and each TPAC partner agency. Please work with your communications team to get them scheduled to go out through your local social media channels. Staff will provide an update on general engagement progress, the Spanish language targeted effort, focus group findings, and other project information. Findings from this phase will be used to draft our 10-year investment strategy and to inform other areas of the plan. Phase 3, release of the draft for public comment, will launch in April/May.

Requested Action: Receive as information.

7. **FY2026 Wake Transit Work Plan Engagement Strategy**

(Information item: Curtis Hayes, GoTriangle, 10 minutes) **Attachment B**

GoTriangle staff will present the FY26 Wake Transit Work Plan engagement strategy and any associated general materials designed for the effort. The Work Plan outreach process has been developed and honed over the past few years. Staff intend to deploy this year's efforts in alignment with the strategies proven to be effective for the process. Staff will discuss the strategy and activity schedule with CE members. This review and comment period is scheduled to run from February 25 – March 28, 2025.

Question for group: *Is any other Wake Transit or regional transportation outreach also scheduled for this time?*

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Requested Action: Receive as information.

8. Wake Transit Video Animation

(Information item: Curtis Hayes, GoTriangle, 10 minutes)

GoTriangle staff presented the initial character design recommendations from the consultant team for the Wake Transit animation video and potential branding campaign. Several draft versions of Wakely and the Half-Cent Hero were previewed by the subcommittee during its December 5, 2024 meeting. Based upon feedback received, Wakely (Attachment X) is the character moving ahead in the development process for use in future Wake Transit campaigns. All information is saved and ready to be picked up by the new lead agency staff.

Requested Action: Receive as information.

9. Other Business (or agenda items)

- a. Hope to have final FY2024 Wake Transit Progress Report available to view and share in February. CE Members will be asked to help ensure that it is provided to local board and council members.

10. Adjourn

Next Meeting is scheduled on Thursday, February 27, 2025 at 1:30pm

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