



## Level 2 - Engagement Phase Strategy

**Date:** January 16, 2025

**Project Name:** Draft FY 2026 Wake Transit Work Plan

**Project ID#:** TO002

**Phase Number:** Phase 1

**Phase Title:** Draft

**Engagement Activity Date(s):** February 25 to March 28, 2025

**Project Sponsor/Lead Agency:** GoTriangle

**Which month do you plan to present to the Community Engagement Subcommittee?** January 2025

**Contact Person:** Curtis Hayes

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**Activity Type:** Wake Transit Program-Level Activity

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

**Consultant Company/Contact Name:** N/A

**Select purpose of this engagement phase (choose all that apply):** Inform, Consult, Involve

<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>	<b>Close the Loop</b>
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

**Description of Engagement Phase:** The purpose of Phase 1 of community engagement is to ensure that all members of the Wake Transit community receive notice and are informed about the Draft FY2026 Wake Transit Work Plan. An additional objective is to effectively communicate with the entire community about the opportunities available to receive more information and participate in Draft Work Plan development through the review and commenting process.

In accordance with the Wake Transit Community Engagement Policy, it was determined that the Draft FY 2026 Wake Transit Work Plan requires a 30-day public review and comment period. As the entire Wake County community could be impacted by the Draft Work Plan, it was determined that a multichannel digital engagement strategy conducted with a time series framework of in-person, tabling events is the most appropriate engagement method to successfully meet the specific needs of the effort. It was also considered that a word-of-mouth effort could also be conducted alongside the digital engagement and in-person campaigns. The strategy will include a PDF of the proposed Draft Work Plan posted online for community review, an online and print comment form for the public to use to submit their input, a graphic element announcing the comment period, and messaging distributed through the following digital and print channels:

- 1) Email Campaign
- 2) GoForward Website
- 3) One page handout, flyer, rack card, talking points
- 4) Social Media: Facebook (GoTriangle)
- 5) Social Media: Instagram (GoTriangle)
- 6) Social Media: X (GoTriangle)
- 7) Social Media: X (Wake Transit)
- 8) Survey (online and print)
- 9) Tabling/In-Person Events
- 10) Talking Points
- 11) Wake Transit Blog
- 12) Wake Transit Progress Report

In addition, Wake Transit partners are encouraged to share the message and opportunity by word of mouth with the community. Communication with stakeholders about the effort during regular, daily interactions, or even while speaking on the agendas of meetings, conferences, and other events, helps with message saturation.

## **Messaging**

This section includes the following messages:

- Public Notice: A 30-day public comment period for the Draft FY 2026 Wake Transit Work Plan is scheduled for February 25, 2025 – March 28, 2025.
- We need your input to help make Wake Transit a system that is safe, accessible, and adds to the quality of life of all residents.
- Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.
- We want to hear from you.
- Your opinion matters and helps.
- We need your input.
- Only 3 days left.
- March 28, 2025 is the last day to comment.

**Phase 1 Schedule**

<b>Process Step</b>	<b>Deliverable(s)</b>	<b>Timeline</b>
Level 2 Planning	Level 2 strategy form Communication checklist Engagement checklist	Complete Complete Complete
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan	Under development
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 1	In the works
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation	February 25 to March 28, 2025
Summary Report	The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project	April 4, 2025 target deadline
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve	April 4, 2025 target deadline

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

Wake County

**Was an engagement equity analysis completed for this project?** Yes

**Social Media Schedule**

<b>Post Date</b>	<b>Post Type</b>	<b>Key Message(s)</b>
Post 1 - 02.25.25	Social Media	Comment Period Open
Post 2 - 02.27.25	Social Media	Call to Action
Post 3 - 03.02.25	Social Media	Call to Action
Post 4 - 03.05.25	Social Media	Call to Action
Post 5 - 03.08.25	Social Media	Call to Action
Post 6 - 03.11.25	Social Media	Call to Action
Post 7 - 03.13.25	Social Media	Call to Action
Post 8 - 03.17.25	Social Media	Call to Action
Post 9 - 03.10.25	Social Media	Call to Action
Post 10 - 03.21.25	Social Media	Call to Action
Post 11 - 03.25.25	Social Media	Call to Action
Post 12 - 03.28.25	Social Media	Last Day to Comment

## Tabling Events Schedule

### In-Person Tabling Scheduling

Location	Date	Time
Cary Depot	February 26	11am-1pm
GoRaleigh Station	March 4	8am-10am
Triangle Town Center	March 6	3pm-5pm
Wendell Falls	March 11	10am-Noon
Cary Depot	March 13	1pm-3pm
RTC	March 19	10am-Noon
GoRaleigh Station	March 25	3pm-5pm
Holly Springs Community Library	March 28	10am-Noon

### Support Requested from TPAC Partners (add rows as needed)

Partner Support Description	Date(s)
Share, like, and comment on social media posts	February 25 to March 28, 2025
Inform boards, councils, committees, and staff	February 25 to March 28, 2025
Host at least one event in your community	February 25 to March 28, 2025
Share notices on websites and in newsletters	February 25 to March 28, 2025
Post notice at stops, on buses, and in high traffic areas	February 25 to March 28, 2025
Word of mouth—tell everyone!	February 25 to March 28, 2025

### Audience Engagement Objectives (add rows as needed)

Target Audience Group	Performance Target
African American	Target is 21% of survey and event participation (US Census Bureau, 21%)
Asian	Target is 10% of survey and event participation (US Census Bureau, 10%)
Hispanic/Latino	Target is 12% of survey and event participation (US Census Bureau, 12%)
Disabled	Target is 9% of survey and event participation (US Census Bureau, 9%)
LEP	Target is 20% of survey and event participation (US Census Bureau, 20%)
Low Income	Target is 7% of survey and event participation (US Census Bureau, 7%)