



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

Every Wake Transit-funded project requiring engagement requires a unique engagement plan outlining the planned events and activities for community outreach. Forms are provided to assist agencies in the planning, implementation and reporting of engagement efforts. There is an engagement plan (level 1 planning) template that can be used, a strategy worksheet (level 2 planning) available, and a checklist to help guide the development of an engagement summary report (3rd level of planning). Level 1 and 2 information should be presented to the Community Engagement Subcommittee at least one month prior to launching planned engagement activities. The summary report can be presented once compiled and ready to share.

Please submit your packet materials to stephanie.plancich@campo-nc.us for inclusion on the Community Engagement Subcommittee meeting agenda and save a copy in your folder at <https://gotriangle.sharepoint.com/sites/WakeTransit>.

Date Form is Completed: 7/20/25

Project Name: 2035 Wake Transit Plan Update – Phase 4 Engagement

Project ID#: TC003-F

Phase Number: 4 of 5

Phase Title: Public Comment for Recommended 2035 Plan

Engagement Activity Date(s): Sept 5-Oct 5

Project Sponsor/Lead Agency: CAMPO

Contact Person: Stephanie Plancich

Phone: 984-542-3606

Email Address: stephanie.plancich@campo-nc.us

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: n/a

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: Who, what, when, where, why, and how are you launching this engagement effort or activity?

There are five (5) engagement phases for this project: **1-Transit Priorities**, **2-Funding Scenarios**, **3-Draft Plan & Policies**, **4-Recommended review**, and **5-Wrap Up**. Phase 4 is the first time that the public and stakeholders will be seeing a fully compiled draft document for review and feedback. In addition to the draft 10-year investment strategy shared in Phase 3, reviewers will have access to updated maps, can comment on planned performance measures and other content of the 2035 Plan. This engagement effort provides another opportunity to further increase community awareness of Wake Transit program-level activities and planned investments.

The consultant team from earlier phases worked with CAMPO staff to help develop material templates that will be used to finalize outreach materials for Phase 4. CAMPO will lead the engagement effort with support from TPAC partners. Unique to Phase 4 is the inclusion of a public hearing in the engagement strategy. This is a jointly held CAMPO and GoTriangle governing board event that will take place at the start of the CAMPO Executive Board agenda at 3:00pm on September 17, 2025.

CAMPO staff will lead the planning, coordination and execution of all outreach activities. This includes the development of printable materials, digital collateral, community partner coordination, event planning and staffing, performance tracking, as well as updates and postings to the CAMPO web pages and PublicInput project web page. GoTriangle is responsible for advertising the joint hearing, at least 2-weeks in advance, through its agency channels and ensuring quorum of GoTriangle Board of Trustees members at the event (in person or virtual attendance). Similarly, CAMPO will provide 2-week advance notice. Each TPAC partner is tasked with supporting the effort within their own communities and amongst area stakeholder groups. A commitment of support by each partner agency will be a critical component of this Phase's success.

Phase 3 Schedule

Process Step	Deliverable(s)	Due Date/Timeline Details
Level 2 Planning	Level 2 strategy complete and presented	June – Strategy drafting July 31 – present to CE
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan.	June 30 - Receive templates and drafts July - Drafting complete July 31 - CE reviews strategy & materials

		August - Refine all materials and finalize strategy elements August 28 - Present/provide toolkit and overview to TPAC and CE
Partner Support Planning	Work with partners to establish a presentation schedule and identify other support they will each provide	July/August - Compile event schedule August 28 - Partner prep workshop, web site is live, toolkit uploaded, etc. Sept/Oct - Provide support to partners as needed, track activities
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation.	-Engagement will run from Sept 1-30, 2025 -Partners and CAMPO staff will track activities for later inclusion in ESR
Summary Report	The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project.	Oct - Compile Ph 4 ESR, present to TPAC Nov –TPAC Recommended Plan with supporting documents incl. ESR presented to TCC and governing boards
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve.	PM Team and staff level discussion at CE

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

All of Wake County

Was a Title VI analysis completed for this project? **Yes** No

Resulting activity, plans or actions based on analysis? We will conduct paid advertising through Facebook and Instagram to ensure that we reach identified Community of Concern areas throughout the county.

9/1/2024 11:00 AM **Web Notice and Social Media Schedule** and GoTriangle webpages (2-week notice)

Post date	Post Type	Key Message(s)
9/5	Static Graphic	Notice of review period and public hearing on 9/17 (Eng/Spa)
9/9	Video #1	Reel – Evergreen, Eng & Spa *early for 2 nd hearing notice
9/16	Video #2	Reel – Accessibility (Paid on Facebook)
9/23	Video #3	Reel – Connectivity (Paid on Facebook)
9/29	Static Graphic	Last Chance – review the plan today ()

Social Media Plan and Budget:

The budget for paid advertising in Phase 4 is \$2500.

We will conduct paid advertising through Meta platforms (Facebook and Instagram) as was done in previous phases, pushing the videos out to all of Wake County with emphasis on zip codes identified as CAMPO Community of Concern areas; the areas where traditionally underserved populations have been identified and mapped.

Paid social media outreach, to ensure that underserved populations and target communities are aware of the opportunity to participate in the Wake Transit decision-making process, has become a best practice. Recent lessons learned encourage staff to get the word out often enough to inform recipients, but not so often that it becomes a burden or contributes to “survey fatigue” feelings. Generally, the Community Engagement (CE) Subcommittee members agree that one (1) post per week meets our programmatic needs while not overwhelming the public. We have followed that guidance in developing the Phase 4 social media plan.

CAMPO staff worked with the consultant team to develop a set of 4 video reels (3 English and 1 Spanish) prior to their contract completion. They will be used to expand community awareness and drive participation in Phase 4. Two static graphic posts will need to be ready for sharing as well. All items, digital or print, will be posted to the project website “toolkit” for partner access.

Proposed budget:

The Phase 3 outreach budget was over \$8000. That was deemed a bit extreme by CE members who recommended staff pair it back in future phases. For Phase 4, we propose a \$2500 budget. We will not engage Que Pasa (\$3400) in this phase since it is not actively soliciting input and we will cut the social media budget in half to not overwhelm the audience. CAMPO will pay for 4 social media campaigns, one for each of the English videos and one for the Spanish translated video and will work with GoCary staff to ensure accurate Spanish translation of materials.

Support Requested from TPAC Partners: Add rows if needed.

Partner Support Description	Specific Dates
Reshare social media posts	Schedule to repost/share all 5 planned posts
Inform board members/town council, planning committees and staff	Place notice on agendas, in newsletters, on community pages, internal email notice, etc.
Coordinate a presentation to your council/board	Work with CAMPO staff to set up a presentation date
Share notice on your website, transit pages, etc.	Place notice on web pages from Sept 1-30
Distribute digital notice where applicable	Town TV notices, rider apps, on board TVs, etc.
Post printed notice at high visibility locations	Share flyer on buses, at stops and stations
Host at least one event in your community	Set up a table at high traffic location, i.e. transit station

Which month do you plan to present this form and other engagement information to the Community Engagement Subcommittee. June 2025 (L1), July 2025 (L2), February 2026 (L3)