

Wake Transit Spring 2021 Combined Community Engagement Strategy

Community engagement in the spring of 2021 seeks input on three Wake Transit planning documents:

1. The draft 10-year Wake Transit Plan Update through 2030
2. The draft FY22 Wake Transit Work Plan
3. The draft Community Engagement Policy

The Public Engagement & Communications Subcommittee participated in the development of this combined engagement strategy. The TPAC will then endorse it and release each planning document for the public review periods described below. The strategy below meets the standards set forth in the currently adopted Wake Transit Public Engagement Policy. The combined engagement effort is anticipated to begin on February 19, 2021.

General Project Information	
Project	Wake Transit Spring 2021 Combined Engagement Effort
Event(s)	Draft FY2022 Work Plan Public Review & Comment Period Wake Transit Plan Update Public Review & Comment Period and Public Hearing Wake Transit Community Engagement Policy Public Review & Comment Period Recommended FY2022 Work Plan Public Review & Comment Period
Date(s)	<p>Wake Transit Plan Update</p> <ul style="list-style-type: none"> • February 19, 2021 – March 31, 2021 (40 days) • March 17, 2021 – Public Hearing <p>FY22 Wake Transit Work Plan (Draft)</p> <ul style="list-style-type: none"> • February 19, 2021 – March 21, 2021 (30 days) <p>Wake Transit Community Engagement Policy</p> <ul style="list-style-type: none"> • February 19, 2021 – April 5, 2021 (45 days)
Background	<p>Every 5 years the Wake Transit Plan, which guides all investment through the Wake Transit Program for a 10-year period, is updated to ensure that the vision of public transportation in Wake County stays current and on track with community needs and future growth expectations. Public and Stakeholder input is a core component of the Update process.</p> <p>Each year in June, an annual Work Plan, which details the proposed service and infrastructure investments to be funded in the upcoming fiscal year (July 1 – June 30), is adopted. As the plan is developed, the</p>

	<p>public has the opportunity to review and comment on both the draft and recommended versions.</p> <p>A review of the Wake Transit Community Engagement Policy, which guides partner execution of public involvement activities related to Wake Transit investment, is conducted annually and the policy is updated as needed.</p>
Purpose	<p>The purpose of the public review period for the Wake Transit Plan Update is to share the draft “vision” for public transportation investment for the next 10-years and to show the community how the feedback received throughout the planning process has been incorporated. Comments and questions received during the review period will be considered and the draft updated as needed before the Plan Update is considered for adoption.</p> <p>The purpose of the public review period on the Annual Wake Transit Work Plan is to inform the community about the investments proposed to be funded in the next fiscal year and to gather feedback. Planning staff receive input on the draft prior to the document being updated and released again for public review as the recommended Annual Work Plan.</p> <p>The purpose for the public review period on the Community Engagement Policy is to ask the community if the draft presented meets their expectations and needs regarding the who, how, when etc. of Wake Transit related engagement and communication activities. The Policy sets the required engagement standards and lets the community know what to expect from Wake Transit project sponsors and lead agencies. Feedback received during the review period will be considered and the draft updated as needed before the policy is considered for adoption.</p>
Project Contact Information	
Lead Agency	GoTriangle
Contact Person	Liz Raskopf, Public Engagement Supervisor, eraskopf@gotriangle.org , (919)-939-0679
Support Agency	CAMPO
Contact Person	Stephanie Planchich, TPAC Administrator, Stephanie.Planchich@Campo-nc.us
Engagement Strategy	
Goals	<ul style="list-style-type: none"> • Promote awareness of the Plans being released for public review. • Provide meaningful opportunity to provide input.

	<ul style="list-style-type: none"> Educate the public on proposed service improvements and planned capital investments. Engage the community in the decision-making process before adoption of the final Wake Transit Plan Update, Wake Transit Annual Work Plan, and Community Engagement Policy. 																																
Target Audience	<ul style="list-style-type: none"> The Wake County community, including individuals, organizations, businesses, interest groups, and other parties affected or interested in the Wake Transit decision-making process, including targeted outreach to traditionally underserved populations. 																																
Staff and Resources	<p>Liz Raskopf, GoTriangle, Public Engagement Supervisor Wendy Mallon, GoTriangle, Marketing Manager Burgetta Wheeler, GoTriangle, Communications Manager Sharon Chavis, GoTriangle, Wake Transit Program Coordinator Stephanie Plancich, CAMPO, TPAC Administrator</p>																																
Budget Estimate	TBD																																
Implementation	<table border="1"> <thead> <tr> <th>Date</th> <th>Engagement Activity</th> </tr> </thead> <tbody> <tr> <td>2/1-2/19</td> <td>Pre-Engagement Emails: 25 Wake Community Organizations, 44 Wake County Minority Churches, Wake County municipal partners</td> </tr> <tr> <td>2/11</td> <td>Community Meeting: Wake Up Wake County</td> </tr> <tr> <td>2/11</td> <td>Community Meeting: NC Society for Hispanic Professionals</td> </tr> <tr> <td>2/12</td> <td>Community Meeting: Dorcas Ministries</td> </tr> <tr> <td>2/15</td> <td>Partner Meeting: Town of Wendell</td> </tr> <tr> <td>2/16</td> <td>Partner Meeting: Town of Apex</td> </tr> <tr> <td>2/16</td> <td>Partner Meeting: Town of Cary</td> </tr> <tr> <td>2/19</td> <td>Email Announcement #1: Wake County GoForward Subscribers</td> </tr> <tr> <td>2/19</td> <td>Email Announcement #1: Wake County Elected Officials</td> </tr> <tr> <td>2/19</td> <td>Email Announcement #1: Wake County Community Contacts</td> </tr> <tr> <td>2/19</td> <td>Email Announcement #1: Wake County Public Libraries</td> </tr> <tr> <td>2/19</td> <td>Email Announcement #1: Wake County Minority Churches</td> </tr> <tr> <td>2/19 or 2/22</td> <td>Facebook Post: Three opportunities to comment</td> </tr> <tr> <td>2/19-4/4</td> <td>@WakeTransit: Tweets rotate through engagement period specific to each plan</td> </tr> <tr> <td>2/19-4/4</td> <td>GoRaleigh: Weekly Newsletter</td> </tr> </tbody> </table>	Date	Engagement Activity	2/1-2/19	Pre-Engagement Emails: 25 Wake Community Organizations, 44 Wake County Minority Churches, Wake County municipal partners	2/11	Community Meeting: Wake Up Wake County	2/11	Community Meeting: NC Society for Hispanic Professionals	2/12	Community Meeting: Dorcas Ministries	2/15	Partner Meeting: Town of Wendell	2/16	Partner Meeting: Town of Apex	2/16	Partner Meeting: Town of Cary	2/19	Email Announcement #1: Wake County GoForward Subscribers	2/19	Email Announcement #1: Wake County Elected Officials	2/19	Email Announcement #1: Wake County Community Contacts	2/19	Email Announcement #1: Wake County Public Libraries	2/19	Email Announcement #1: Wake County Minority Churches	2/19 or 2/22	Facebook Post: Three opportunities to comment	2/19-4/4	@WakeTransit: Tweets rotate through engagement period specific to each plan	2/19-4/4	GoRaleigh: Weekly Newsletter
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2/19-4/4	GoRaleigh: Weekly Social Media Posts
2/19-4/4	GoRaleigh: Commute Smart Monthly Newsletter
TBD	GoRaleigh: RTA Update
2/19-4/4	Town of Wendell: Monthly Newsletter
2/19-4/4	Town of Wendell: Weekly social media posts
2/19-4/4	Town of Zebulon: Social media posts
2/19-4/4	Town of Zebulon: Department webpage update
2/22 - 2/28	Geo-Targeting #1: Southeast Raleigh
2/22 - 2/28	Geo-Targeting #1: Capital Blvd
2/22 - 2/28	Geo-Targeting #1: Eastern Wake County
2/22 - 2/28	Geo-Targeting #1: Ages <18, 18-25, 65+
2/22 - 2/28	Geo-Targeting #1: Spanish Speakers
2/23	Community Meeting: Wake County Habitat For Humanity
2/24	Community Meeting: Wake Tech Community College
2/24 or 3/10	Community Meeting: North Carolina Society of Hispanic Professionals Youth Event
3/2	Facebook Post: Wake Transit 10 year plan focus
3/4	Facebook Post: FY22 Work Plan focus
3/1-3/7	Geo-Targeting #2: Close gaps in participation
3/1-3/7	Geo-Targeting #2: Southeast Raleigh
3/1-3/7	Geo-Targeting #2: Capital Blvd
3/1-3/7	Geo-Targeting #2: Eastern Wake County
3/1-3/7	Geo-Targeting #2: Ages <18, 18-25, 65+
3/1-3/7	Geo-Targeting #2: Spanish Speakers
3/3	Hearing notice posted on CAMPO and GoTriangle websites, 1 st social posts on hearing go out
3/8	Last Chance Email: Wake County GoForward Subscribers
3/8	Last Chance Email: Wake County Elected Officials

	3/8	Last Chance Email: Wake County Community Contacts
	3/8	Last Chance Email: Wake County Public Libraries
	3/8	Last Chance Email: Wake County Minority Churches
	3/8-3/14	Last Chance Geo-Targeting #3: Close gaps in participation
	3/8-3/14	Last Chance Geo-Targeting #3: Southeast Raleigh
	3/8-3/14	Last Chance Geo-Targeting #3: Capital Blvd
	3/8-3/14	Last Chance Geo-Targeting #3: Eastern Wake County
	3/8-3/14	Last Chance Geo-Targeting #3: Ages <18, 18-25, 65+
	3/8-3/14	Last Chance Geo-Targeting #3: Spanish Speakers
	3/9	Facebook Post: Engagement policy focus
	3/9	Focus Group: Wendell, 7-8 pm via Zoom
	3/13	Facebook Post: Three opportunities to comment
	3/17	Facebook Post: FY22 Work Plan final days
	3/17	Public Hearing reminder social post
	3/22	Website Update: Remove FY22 Work Plan Draft item and replace with recommended Plan place savers.
	3/29	Facebook Post: Wake Transit Plan final days post
	4/1	Facebook Post: Engagement policy final days
	4/1	Website Update: Remove Wake Transit Plan Update active engagement items and replace with a notice for Board meetings and for when to come back to view final Plan.
	4/6	Website Update: Remove Community Engagement Policy active engagement items and replace with a notice for when to come back to view final Policy.
	TBD April	Community Meeting: Town of Zebulon Comprehensive Plan and Transportation Draft Event
	TBD May – June	Implement Recommended Work Plan engagement.
	TBD June	Website Update: Remove active information for the recommended plan and insert place saver for when/where to come back to view the final Plan. Update the partner portal and archive pages as needed.

<p>Methods and Materials (English & Spanish)</p>	<p>The Public Engagement Team will work with community organizations and municipal partners to reach county residents through trusted sources in the community. This includes participating in virtual meetings, sharing print materials for distribution, targeting under-represented populations and engaging in community touchpoints that comply with public health guidelines during the COVID19 pandemic.</p> <p>Materials</p> <ol style="list-style-type: none"> 1. News Release & 3 tailored news items 2. Website Update (goforwardnc.org/wakeinput) 3. Email Campaign 4. Social Media Posts and Graphics <ol style="list-style-type: none"> a. Facebook, Twitter, Next Door, Reddit 5. 3 Separate Comment Boxes 6. Social Media Targeting 7. Public-facing PowerPoint Presentation 8. One-page Printable Flyer 9. Translated Materials
<p>Schedule: Dates are tentative and can shift according to the TPAC annual Work Plan development schedule or as requested by the TPAC. This schedule reflects general timeframes for deliverables and tasks.</p>	
<p>December</p>	<ul style="list-style-type: none"> • Coordinate the Wake Transit community contact roster review and update process to ensure the list is complete and accurate. • Start drafting the specific engagement details for the upcoming Work Plan development cycle.
<p>January & February</p>	<ul style="list-style-type: none"> • Present the Annual Work Plan Community Engagement Strategy with specific engagement methods, materials list and implementation schedule for the draft and recommended comment periods to the PE&C and TPAC.
<p>February</p>	<ul style="list-style-type: none"> • Presentation of final engagement strategy and supporting documents to TPAC. • Host a partner preparation workshop. • Kick-off the public comment period for the draft. • Begin performance tracking. • Finalize and launch the engagement specific webpage on GoForward website to be ready for kick-off. • Prepare for March 17 joint public hearing.
<p>February- April</p>	<ul style="list-style-type: none"> • Implement the engagement strategy. • Track engagement performance and adjust strategies as needed. • Compile and share community input with partners. • Co-Host the public hearing for the Wake Transit Plan Update.

	<ul style="list-style-type: none"> • Start drafting the Community Engagement Report. • Publish reminder notifications to the community. • Make website updates as detailed above.
April	<ul style="list-style-type: none"> • Present the engagement report from the draft public comment period and materials for the recommended period to the TPAC. • GoForward website updates (post all finalized information and materials for the recommended public comment period). • Kick-off the Recommended Work Plan Review Period.
May	<ul style="list-style-type: none"> • Continue implementing the engagement methods for the recommended Work Plan public comment period. • Track engagement performance and adjust methods as needed. • Compile and share community input with partners. • Publish reminder notifications to the community. • Add a Frequently Asked Questions (FAQs) section and data from the recommend Work Plan public comment period to the FY22 Work Plan Community Engagement Report.
June	<ul style="list-style-type: none"> • Finalize the Community Engagement Report. • Provide/present the report to the TPAC, TCC and each Governing Board before consideration of adoption.
July	<ul style="list-style-type: none"> • Post adopted Work Plan and final Community Engagement Report to appropriate webpage. • Conduct an after-action review process and make recommendations for future engagement processes (Coincides with an annual review of the Wake Transit Community Engagement Policy). • Will support upcoming outreach for Bus Plan and next year’s work plan. • Will be great to get feedback on how people think the combined engagement actually went and if we should try to do it again.