

**Recommended FY2022 Wake Transit Work Plan  
*Community Engagement Strategy***

***April 28, 2021 – May 27, 2021***

***Prepared by: GoTriangle***

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## **Executive Summary**

Each year in June, an Annual Wake Transit 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 public has the opportunity to review and comment on both the draft and recommended versions.

The public review and comment period for the Draft FY2022 Wake Transit Work Plan took place from February 19-March 21, 2021. The Recommended FY2022 Wake Transit Work Plan review and public comment period will take place from April 28-May 27, 2021. The purpose is to inform the community of the changes to the draft work plan before the governing boards consider adoption.

In preparation for the Recommended FY2022 Wake Transit Work Plan public review and comment period, the engagement strategy below details plans to share the updated plan with the community.

General Project Information		
<b>Project</b>	Recommended FY2022 Wake Transit Work Plan	
<b>Event(s)</b>	Recommended FY2022 Wake Transit Work Plan Public Review & Comment Period	
<b>Date(s)</b>	April 28-May 27, 2021 (30 days)	
Project Contact Information		
<b>Lead Agency</b>	GoTriangle	
<b>Contact Person</b>	Liz Raskopf, Public Engagement Supervisor, <a href="mailto:eraskopf@gotriangle.org">eraskopf@gotriangle.org</a> , (919)-939-0679	
Engagement Strategy		
<b>Goals</b>	<ul style="list-style-type: none"> <li>Inform the Wake community that the Recommended FY2022 Wake Transit Work Plan is available for public review before adoption of the final Wake Transit Annual Work Plan.</li> </ul>	
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Individuals who submitted comments on the Draft FY2022 Work Plan</li> </ul>	
<b>Staff and Resources</b>	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	
<b>Implementation</b>	3/22	Website Update: Remove FY2022 Work Plan Draft item and replace with recommended Plan place savers.
	4/15 - 4/27	Outreach Planning & Recruitment: <ul style="list-style-type: none"> <li>TPAC partners</li> <li>Community organizations</li> </ul>

	4/19	Outreach Materials available for 4/21 TPAC and 4/22 CE Subcommittee Meetings <ul style="list-style-type: none"> <li>• Language for website update</li> <li>• Email campaign</li> <li>• Social media graphics</li> <li>• Social media posts</li> <li>• Comment box</li> </ul>
	4/27	Website updates and comment box live
	4/28	Send e-mail campaign announcing Recommended FY2022 Wake Transit Work Plan <ul style="list-style-type: none"> <li>• Wake County community contacts</li> <li>• Wake County elected officials &amp; municipal staff</li> <li>• GoForward individual Wake Transit Plan update subscribers</li> <li>• FY2022 Draft Wake Transit Work Plan subscribers</li> <li>• Transit Advisory Committee</li> <li>• GoCrew</li> </ul>
	4/28-5/28	Implement Recommended Work Plan engagement 30-day open comment period <ul style="list-style-type: none"> <li>• Facebook, Twitter &amp; Instagram posts throughout</li> </ul>
	5/11	Social Media Geo-Targeting to close gaps
	5/21	1 week left reminder email
	5/29	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.
	6/16/21	CAMPO Executive Team considers FY2022 Recommended Work Plan for adoption
	6/23/21	GoTriangle Board of Trustees considers FY2022 Recommended Work Plan for adoption

<b>Methods and Materials (English &amp; Spanish)</b>	<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"> <li>1. Website Update (goforwardnc.org/wakeinput)</li> <li>2. Email Campaign</li> <li>3. Social Media Posts and Graphics             <ol style="list-style-type: none"> <li>a. Facebook, Twitter, Instagram</li> </ol> </li> <li>4. 1 Comment Box</li> <li>5. Social Media Targeting</li> <li>6. Translated Materials</li> </ol>
<b>Schedule:</b> 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.	
<b>April</b>	<ul style="list-style-type: none"> <li>• Present the Recommended Work Plan Engagement Strategy to TPAC and Community Engagement Subcommittee.</li> <li>• Kick-off the Recommended Work Plan Review Period.</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• Continue implementing the engagement methods for the recommended Work Plan public comment period.</li> <li>• Track engagement performance and adjust methods as needed.</li> <li>• Compile and share community input with partners.</li> <li>• Publish reminder notifications to the community.</li> <li>• Add a Frequently Asked Questions (FAQs) section and data from the Recommend Work Plan public comment period to the FY2022 Work Plan Community Engagement Report.</li> <li>• GoForward website updates.</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• Finalize the Community Engagement Report.</li> <li>• Provide/present the report to the TPAC, TCC and each Governing Board before consideration of adoption.</li> </ul>

	<ul style="list-style-type: none"> <li>• GoForward website updated on May 29<sup>th</sup> to remove active info for the recommended plan and insert place saver for when/where to come back to view the final Plan.</li> <li>• Post adopted Work Plan and final Community Engagement Report to appropriate webpage.</li> <li>• Update the partner portal and archive pages as needed.</li> </ul>
<b>July</b>	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).