WAKE TRANSIT
COMMUNITY ENGAGEMENT STRATEGY

GO **FORWARD**
A COMMUNITY INVESTMENT IN TRANSIT

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OPPORTUNITY

What problem is this project attempting to solve? How will the project impact current transit riders and potential transit riders? How will the project impact Title VI protected populations and populations with Limited-English Proficiency? How will engagement address the different needs and concerns of different communities? Include a Title VI analysis or use the recommended Title VI Population Profile (see appendices).

PURPOSE

What is the purpose of engagement for this project? How will feedback from the public affect the project? Use Level of Engagement Matrix to determine recommended level of engagement (see appendices).

ENGAGEMENT SCHEDULE

What is the timeline of the project, including deliverables and due dates, for determining key audiences, creating messaging, designing, translating, printing and distributing materials, recruiting for outreach, determining tactics and tools, planning events, conducting outreach, collecting data, creating reports, and evaluating the effort?

PHASE	DELIVERABLE	FEATURES	ROLES & RESPONSIBILITIES	DUE DATE
PLAN	Community Engagement Strategy	Engagement Schedule, Messaging, Key Audiences		
DEVELOP	Materials	Translation, Print and Distribution plan		
RECRUIT	Community Partnerships	Recruitment strategy to work with community partners to reach people where they are		
EXECUTE	Outreach Activities	Community meetings, tabling, canvassing, town halls, etc.		
REPORT	Engagement Results	Report on participant demographics compared to population data, input received and impact on project development		
EVALUATE	After-Action Review	Did the effort meet the stated goals? What went well? What can be improved?		

KEY AUDIENCES: TITLE VI POPULATION PROFILE

Using the Title VI analysis or Title VI Population profile, determine key audiences for the engagement effort. How does this project ensure non-discrimination based on Title VI? How will engagement ensure non-discrimination? Whom do you need to reach?

MESSAGING

What message is being shared with the public? Include talking points.

OUTREACH PLANNING & RECRUITMENT

Which community organizations will you work with to reach your key audiences through trusted sources in their daily life? What is their expectation of you and what is your expectation of them? Do they need specific materials to reach their community in ways that will resonate? Will you provide those, including translating and printing?

GOALS AND METRICS

Based on the Title VI Population Profile, the technical needs of the project, and the level of engagement for the project, what are your goals for participation in the engagement effort? Effective engagement generates participation that mirrors the community served. Refer to Title VI analysis or Title VI Population Profile.

TACTICS AND TOOLS

How will the public receive information and provide feedback, if applicable, on this project? Tactics refers to the method of engagement, tools refers to the collateral and materials used.

APPENDICES

Title VI Population Profile
Level of Engagement Matrix
Tactics and Tools Checklist

TITLE VI POPULATION PROFILE

METRIC	COUNTY POPULATION	PROJECT AREA POPULATION	PARTICIPATION GOAL	ACTUAL PARTICIPATION

LEVEL OF ENGAGEMENT MATRIX

The following levels of engagement, based on the IAP2 Public Participation Spectrum, are recommended for plans, projects and programs receiving Wake Transit funding.

PROJECT TYPE	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PROJECTS CONTINUING FROM PREVIOUS YEARS OR FUNDED IN PREVIOUS YEARS THAT ARE NOW BEING IMPLEMENTED	X				
PROGRAMS CONTINUING FROM PREVIOUS YEARS THAT HAVE NOT CHANGED	X				
CONTINUING PROJECTS WITH A CHANGE TO: PROJECT SCOPE DECISION-MAKING PROCESS IMPLEMENTATION SCHEDULE		X			
NEW OPERATING PROJECTS			X		
NEW CAPITAL PROJECTS			X		
LARGE CAPITAL PROJECTS				X	
PROJECTS WITH MULTIPLE PHASES				X	
PROJECTS IMPACTING MULTIPLE GEOGRAPHIES OR COMMUNITIES				X	
PROJECTS IMPACTING TITLE VI PROTECTED POPULATIONS				X	
IMPLEMENT ON A CASE-BY-CASE OR PILOT PROGRAM LEVEL					X

TACTICS AND TOOLS CHECKLIST

Which of the following tactics and tools will be part of this project's community engagement strategy? Check all that apply.

ENGAGEMENT TACTICS

PHASE	DELIVERABLE	FEATURES	CHECK ALL THAT APPLY
PLAN	Community Engagement Strategy (Wake Transit template or in-house/ consultant-created)	Technical project details	
		Title VI Population Profile	
		Messaging	
		Key Audiences	
		Project-specific goals, metrics, tactics & tools	
		Engagement Schedule	
DEVELOP	See Communications Tools below	Translation needs	
		Printing	
		Distribution	
RECRUIT	Community partnerships	Meetings with community organizations	
		List of community partners distributing materials with quantities	
EXECUTE	Outreach activities	Online surveys/comment boxes	
		Print surveys/comment cards	
		SMS survey	
		Voicemail box	
		In-person / virtual focus groups	
		In-person / virtual trainings	
		Pop-ups at bus stops, transit centers & community sites	
		Tabling at community events	
		Educational events	
		Major holiday celebrations	
		Community meetings	
		Group presentations	
		Public hearings	
		Town halls	
		Translation & interpretation	
	Monitoring & analysis	Ongoing participant analysis	
		Social media geo-targeting	
REPORT	Custom engagement report	Participant demographics	
		Web & social analytics	
		Public comments	
	Liaison to government, community and NGO partners	Report engagement results to decision-makers and stakeholders	
		Presentations	
EVALUATE	After-Action Review	Goals, Results, Areas for improvement, Areas of success	
OTHER	Write-in additional tactics		

COMMUNICATIONS TOOLS

CONTENT	MATERIAL	CHECK ALL THAT APPLY
COMMUNICATIONS	Talking Points	
	News Release	
	News Item	
SOCIAL MEDIA POSTS (PAID OR UNPAID)	Facebook, Instagram, Twitter, LinkedIn, Next Door	
PRINT MATERIALS	A-frame poster	
	Flyers	
	Postcard	
	Brochure	
	Rack Card	
	Yard Signs	
	Bus Placards	
	Surveys	
EVENTS	Public Meetings	
	Ribbon Cutting	
	Webinar	
	Promo Items / Giveaways	
WEBSITE UPDATES	Custom Landing Page	
	General copy changes to existing content	
	News Item	
	Graphics/Header/Icons	
VIDEO	Full length (1:00+)	
	Social Snippet(s) from Full (~0:15-1:00)	
	Social Informer/Call to Action (~0:15-1:00)	
	Ad (0:15/0:30)	
	Presentation (5:00+)	
RIDER MESSAGING	On-bus announcements	
	Rider alerts	
	Flyers @ bus stops/stations	
PAID ADVERTISING	Radio Advertising	
	Digital Advertising	
	Print Advertising	
	Newspaper Advertising	
	Magazine Advertising	
DIGITAL MEDIA	PowerPoint Presentation	
	Public Input Graphic	
	Email Graphic	
OTHER	Write-in additional tools	