

# Wake Transit Community Engagement Strategy

## Annual Wake Transit Work Plan

Fiscal Year: 2023 (July 1, 2022 – June 30, 2023)

## Public Review Process

TPAC Draft Public Comment Period: February 14, 2022 – March 16, 2022

Joint CAMPO & GoTriangle Public Hearing: May 18, 2022

TPAC Recommended Public Comment Period: April 29, 2022 – May 29, 2022

## Anticipated Adoption

CAMPO Executive Board: June 15, 2022

GoTriangle Board of Trustees: June 22, 2022

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## Opportunity

*What problem is this project attempting to solve? How will the project affect 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).*

The Annual Wake Transit Work Plan provides the project-level plan and budget for project development in support of the Wake Transit Program and its goals and objectives. The FY23 Draft Wake Transit Work Plan affects transit riders by proposing new operating projects including new and continuing increases in service hours and span, service on nights and weekends, and new service to parts of Wake County with limited or no access to public transit. The plan also includes capital projects from the study phase to the execution phase, including bus stops, park and ride lots, transfer centers and bus rapid transit and commuter rail. This document provides the details for planning, developing and executing an engagement effort to collect public input on the development of draft work plan. While this effort happens every year, each draft work plan provides a new opportunity to engage with current and potential transit riders, community groups, elected officials and other Wake County stakeholders to increase awareness of, and participation in, the transit planning process. Engagement for the FY23 Draft Work Plan will follow the recommendations from the After-Action Review conducted on September 23, 2021, which collected Wake Transit partner feedback regarding the successes and areas of improvement from the prior year's engagement effort. Three items were identified for improvement: 90% of After-Action Review survey participants indicated they would like municipality-specific materials to promote the work plan locally; 55% indicated they would like to be provided with demographic statistics for their municipality in order to better target promotion of the draft work plan; and by consensus, participants agreed that engagement for the draft FY23 Work Plan would benefit from providing a review of accomplishments and any look-ahead items that are applicable and available to talk about at the time of the draft plan's release.

## 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).*

The purpose of engagement for this project is to bring the draft FY23 Wake Transit Work Plan to the public and offer the opportunity to provide comments and feedback on the specific investments included in the proposed plan. The recommended level of engagement for this effort is "Consult," on the IAP2 Public Participation Spectrum (see Appendices). Input from the public can have an impact on the plan, however, the scope of the impact is limited to projects which have room for changes to be made in scope and/or budget and varies by project timeline and deliverables. A Consult level of engagement provides the opportunity to share information

and educate the public about the contents of the draft plan, focusing on items that are particularly impactful to current and future riders or that are high profile and public facing.

### 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?*

The following schedule is for the draft FY23 Work Plan. An additional schedule for the recommended work plan will be available as a separate strategy.

<b>Deliverable</b>	<b>Features</b>	<b>Date</b>
Draft Community Engagement Strategy & Materials	Engagement Schedule, Key Audiences, Messaging, Plan for Materials	12/2/2021
Final Community Engagement Strategy & Materials		2/9/2022
Digital & Print Kits, Partner Support Schedule	Translation, Print, Distribution	2/11/2022
Community Partnerships	Recruit community partners to reach key audiences	12/1/2021
Outreach Activities	Community meetings, tabling, canvassing, town halls, etc.	2/14/2022
Draft Engagement Summary Report & Comments	Participation, key takeaways, comment analysis	3/30/2022
Final Engagement Summary Report & Comments		4/20/2022
After-Action Review Survey	Survey of CE Subcommittee members	7/21/2022
After-Action Review Session	Did the effort meet the stated goals? What went well? What can be improved?	7/28/2022
After-Action Report	Summary of After-Action survey results, recommendations for improvement	8/22/2022

## Key Audiences

*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?*

With new 2020 Census data available, the draft FY23 Work Plan presents an opportunity to ensure goals and metrics for engagement align with the actual population of Wake County. Key audiences for Wake Transit engagement include transit riders, low-income community members, and members of historically under-represented populations, including those with Limited English-Proficiency. Engagement will ensure non-discrimination by mirroring the population served, connecting with community members via trusted sources in the community and by providing materials in multiple languages.

## Messaging

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

The message for the FY23 Work Plan is that Wake Transit has provided new and improved transit to date and will continue to do so within the constraints of COVID recovery, driver shortages, and a changing work and commuting culture. More specific talking points will be available with the final engagement strategy.

## 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?*

In support of this effort an engagement audit will be conducted to review the current list of organizations that receive Wake Transit Plan updates to ensure all opportunities are being pursued to work with each organization as well as to determine new opportunities. The goal will be to add 15 new organizations to the outreach effort which have not yet been directly contacted by public engagement staff or directly involved in Wake Transit to-date. Specific needs for materials will be addressed in the final engagement strategy.

Activity	Date
Direct outreach to 65 organizations	December
Raleigh Housing Authority	Meeting 1/12/22

Consulado de Mexico	Tabling beginning 2/14/22
Crosby-Garfield Advocacy Group	Attending March meeting
Wake County	2/14/22 email and print distribution
Farmers markets	Tabling 2/14 – 3/16
Transit hubs	Tabling 2/14 – 3/16

**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.*

The goal for engagement is to mirror the population served. In addition, engagement needs to involve hearing from transit riders as well as potential transit riders and the general community. Specific goals will be developed with the final engagement strategy.

**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.*

The public will receive information in a variety of ways, with all methods and materials pushing people to the GoForward website's Wake Input page. Methods will include online, virtual and in-person engagement as appropriate. More details will be available in the final engagement strategy.

Appendix A: Level of Engagement Matrix

IAP2 is an internationally recognized leader and resource on public engagement. The chart below presents a spectrum of engagement with corresponding goals and example techniques for reference when planning engagement for Wake Transit funded projects.



Recommended levels of engagement, based on the IAP2 Public Participation Spectrum, for plans, projects and programs receiving Wake Transit funding are as follows.

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		X			

Decision-making process Implementation schedule					
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



## Appendix B: Title VI Population Profile

Source: <https://www.census.gov/quickfacts/fact/table/wakecountynorthcarolina/POP010220#POP010220>

Metric	2020 Census Data	
<b>Population</b>		
Total Population	1,129,410	
<b>Age and Sex</b>		
Persons under 5 years	6%	
Persons under 18 years	23.6%	
Persons 19-64 years	58.4%	
Persons 65 years and over	12.0%	
Female persons	51.4%	
Male persons	48.6%	
<b>Race &amp; Hispanic Origin</b>		
White alone, percent	67.9%	
Black or African American alone, percent	21.0%	
White alone, not Hispanic or Latino, percent	59.6%	
American Indian and Alaska Native alone, percent	0.8%	
Asian alone, percent	7.7%	
Native Hawaiian and Other Pacific Islander alone, percent	0.1%	
Two or More Races, percent	2.6%	
Hispanic or Latino, percent	10.4%	
<b>Population Characteristics</b>		
Veterans, 2015-2019	51,269	
Foreign Born persons, percent	13.5%	
<b>LEP</b>		
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	17.2%	

## Appendix C: 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		
Engagement Effort	Tactic	Check all that apply
<b>Outreach Activities</b>	Online surveys / comment boxes	<input checked="" type="checkbox"/>
	Print surveys / comment cards	<input checked="" type="checkbox"/>
	SMS surveys	<input type="checkbox"/>
	Voicemail box	<input type="checkbox"/>
	In-person / virtual focus groups	<input type="checkbox"/>
	In-person / virtual trainings	<input type="checkbox"/>
	Pop-ups at bus stops, transit centers & community sites	<input checked="" type="checkbox"/>
	Tabling at festivals, parades, job, resource & health fairs, and other community events	<input checked="" type="checkbox"/>
	Educational events	<input type="checkbox"/>
	Major holiday celebrations	<input type="checkbox"/>
	Community meetings	<input checked="" type="checkbox"/>
	Group presentations	<input checked="" type="checkbox"/>
	Public hearings	<input type="checkbox"/>
	Town halls	<input type="checkbox"/>
	Translation & interpretation	<input checked="" type="checkbox"/>
<b>Monitoring &amp; Analysis</b>	Ongoing participant analysis	<input checked="" type="checkbox"/>
	Social media geo-targeting	<input checked="" type="checkbox"/>
<b>Engagement Report</b>	Participant demographics	<input checked="" type="checkbox"/>
	Web & social analytics	<input checked="" type="checkbox"/>
	Public comments	<input checked="" type="checkbox"/>
	After-Action Review	<input checked="" type="checkbox"/>
<b>Liaison to government, community and NGO partners</b>	Campaign to share engagement results with decision-makers and stakeholders	<input checked="" type="checkbox"/>
	Close the loop with participants	<input checked="" type="checkbox"/>
	Presentations	<input checked="" type="checkbox"/>
<b>Communications Tools</b>		

<b>Content</b>	<b>Material</b>	<b>Check all that apply</b>
<b>Communications</b>	Talking Points	<input checked="" type="checkbox"/>
	News Release	<input checked="" type="checkbox"/>
	News Item	<input checked="" type="checkbox"/>
<b>Social Media Posts (Paid or Unpaid)</b>	Facebook	<input checked="" type="checkbox"/>
	Instagram	<input checked="" type="checkbox"/>
	Twitter	<input checked="" type="checkbox"/>
	LinkedIn	<input type="checkbox"/>
	Next Door	<input type="checkbox"/>
<b>Print Materials</b>	A-frame poster	<input type="checkbox"/>
	Flyers	<input type="checkbox"/>
	Postcard	<input type="checkbox"/>
	Brochure	<input type="checkbox"/>
	Rack Card	<input type="checkbox"/>
	Yard Signs	<input type="checkbox"/>
	Bus Placards	<input type="checkbox"/>
	Surveys	<input type="checkbox"/>
<b>Events</b>	Public Meetings	<input type="checkbox"/>
	Ribbon Cutting	<input type="checkbox"/>
	Webinar	<input type="checkbox"/>
	Promo Items / Giveaways	<input type="checkbox"/>
<b>Website Updates</b>	Custom Landing Page	<input checked="" type="checkbox"/>
	General copy changes to existing content	<input checked="" type="checkbox"/>
	Graphics /Header/Icons	<input checked="" type="checkbox"/>
<b>Video</b>	Full length (1:00+)	<input type="checkbox"/>
	Social Snippet(s) from Full (~0:15-1:00)	<input type="checkbox"/>
	Social Informer/Call to Action (~0:15-1:00)	<input type="checkbox"/>
	Ad (0:15/0:30)	<input type="checkbox"/>
	Presentation (5:00+)	<input type="checkbox"/>
<b>Rider Messaging</b>	On-bus announcements	<input type="checkbox"/>
	Rider alerts	<input type="checkbox"/>
	Flyers @ bus stops/stations	<input checked="" type="checkbox"/>
<b>Paid Advertising</b>	Radio Advertising	<input type="checkbox"/>
	Digital Advertising	<input type="checkbox"/>
	Print Advertising	<input type="checkbox"/>
	Newspaper Advertising	<input type="checkbox"/>

	Magazine Advertising	<input type="checkbox"/>
<b>Digital Media</b>	PowerPoint Presentation	<input checked="" type="checkbox"/>
	Public Input Graphic	<input checked="" type="checkbox"/>
	Email Graphic	<input checked="" type="checkbox"/>