

Attachment H

Wake Transit Community Engagement Strategy

Project Name: Community Engagement Policy Update

Project ID: TO002-D

Project Sponsor: GoTriangle

Project Start Date: 8/15/2022

Prepared by: GoTriangle

Date: 8/5/2022

Contents

Opportunity	3
Purpose	3
Engagement Schedule	4
Key Audiences: Title VI Population Profile	5
Messaging	5
Outreach Planning & Recruitment	5
Goals and Metrics	7
Tactics and Tools	7
Appendix A: Title VI Population Profile	8
Appendix B: Tactics and Tools Checklist	10

Opportunity

Community Engagement in the summer of 2022 seeks input on the draft update to the Wake Transit Community Engagement Policy. The 45-day public comment period is scheduled for August 15, 2022 through September 29, 2022. Following public comment, the TPAC will receive a report on engagement and any recommended updates to the document before considering the Community Engagement Policy Update for recommendation to the governing boards. Consideration for adoption by the governing boards will take place at regularly scheduled meetings of the CAMPO Executive Board and the GoTriangle Board of Trustees. The following strategy meets the standards set forth in the currently adopted Wake Transit Public Engagement Policy.

Purpose

The Wake Transit Community Engagement Policy guides execution of public involvement activities related to Wake Transit investments. The policy sets standards for engagement and lets the community know what to expect from Wake Transit project sponsors and lead agencies. The first Wake Transit Community Engagement Policy (formerly known as the Wake Transit Public Engagement Policy) was adopted by the Governing Boards in 2018. This policy is reviewed annually and updated as needed, with revisions requiring a public comment period prior to consideration for adoption.

The purpose of the public review period for the Wake Transit Community Engagement Policy is to raise awareness of the policy among community members and provide an opportunity to submit feedback as to whether the policy meets expectations regarding engagement and communication activities.

Project Contact Information:

Lead Agency	GoTriangle
Contact Person(s)	Liz Raskopf, Public Engagement Manager eraskopf@gotriangle.org , (919) 939-0679
	R. Curtis Hayes, Wake Transit Strategic Communications Coordinator rhayes@gotriangle.org , (919) 482-5011
	Michelle Peele, Wake Transit Program Coordinator mpeele@gotriangle.org , (919) 559-2036
Support Agency	CAMPO
Contact Person	Stephanie Plancich, TPAC Administrator Stephanie.Plancich@Campo-nc.us

Engagement Schedule

Phase	Deliverable	Features	Roles & Responsibilities	Due Date
Plan	Community Engagement Strategy	Engagement Schedule, Messaging, Key Audiences	GoTriangle	8/5/2022
Develop	Materials	Translation, Print, and Distribution plan	GoTriangle	8/10/2022
Recruit	Community Partnerships	Recruitment strategy to work with community partners to reach people where they are	GoTriangle	8/10/2022
Execute	Outreach Activities	Community meetings, tabling, canvassing, town halls, etc.	GoTriangle	8/15/2022

July	<ul style="list-style-type: none"> Begin drafting specific engagement details for the comment period.
August	<ul style="list-style-type: none"> Present Community Engagement Policy Update with specific engagement methods, communications materials list, and implementation schedule for the draft updated comment period to the CE Subcommittee and TPAC. Present proposed engagement strategy and supporting documents to TPAC. Finalize and launch the engagement-specific webpage on the GoForward website. Launch the public comment period for the draft. Prepare for the virtual public hearing on November 16. Implement the engagement strategy. Begin performance tracking. Track engagement performance and adjust strategies as needed.
September	<ul style="list-style-type: none"> Continue execution of engagement and communications activities. Compile and share community input with partners. Begin drafting the Community Engagement summary report.
October	<ul style="list-style-type: none"> Finalize and present the Community Engagement Report for the comment period to the TPAC. Amplify notice of the scheduled November 16 public hearing.
November	<ul style="list-style-type: none"> Participate in the CE Policy Public Hearing
December	<ul style="list-style-type: none"> If approved for adoption by the Governing Boards, announce the new policy to the public.

	<ul style="list-style-type: none"> • Conduct an After-Action Review to establish areas of success and improvement for this type of engagement effort.
--	--

Key Audiences: Title VI Population Profile

Key audiences for the Community Engagement Policy Update include 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.

Messaging

The community engagement policy update is available for review and comment. Public input allows Wake Transit to create transit solutions by drawing upon and implementing local knowledge provided by diverse groups, thereby creating solutions that are inclusive, practical, and effective.

Outreach Planning & Recruitment

Date	Engagement Activity
8/8 – 8/15	Pre-Engagement Emails: Wake Transit Listservs
8/15	Share communication kit with Wake Transit Partners and request reposts on social media following schedule below
8/15	Email #1, Social Media Post #1 (GoT & WT), and Website Update
8/15	Email Announcement #1 to the following lists: <ul style="list-style-type: none"> - Wake County GoForward - Wake County Elected Officials & Town Staff - Wake Community Contacts - Media Outlets
8/18	GoTriangle Social Media Post #2 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
8/18	Wake Transit Twitter Post #2
8/18	Geo-Target Social Media Post #2: Spanish Speakers
8/23	GoTriangle Social Media Post #3 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
8/23	Wake Transit Twitter Post #3
8/25 & 9/1	Email Announcement #2: <ul style="list-style-type: none"> - Wake County GoForward - Wake County Elected Officials & Town Staff - Wake Community Contacts - Media Outlets
8/29	Email Announcement #3:

	<ul style="list-style-type: none"> - Wake County GoForward - Wake County Elected Officials & Town Staff - Wake Community Contacts - Media Outlets
8/31	GoTriangle Social Media Post #4 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
8/31	Wake Transit Twitter Post #4
9/7	GoTriangle Social Media Post #5 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
9/7	Wake Transit Twitter Post #5
9/14	GoTriangle Social Media Post #6 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
9/14	Wake Transit Twitter Post #6
9/18	La Fiesta del Pueblo Tabling
9/21	GoTriangle Social Media Post #7 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
9/21	Wake Transit Twitter Post #7
9/21	Geo-Target Post #7: Spanish Speakers
9/22 – 9/30	Tabling at Cary Depot/RTC
9/27	Email Announcement #3: <ul style="list-style-type: none"> - Wake County GoForward - Wake County Elected Officials & Town Staff - Wake Community Contacts - Media Outlets
9/28	GoTriangle Social Media Post #8 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
9/28	Wake Transit Twitter Post #8
9/29	GoTriangle Social Media Post #9 <ul style="list-style-type: none"> - Facebook - Instagram - Twitter
9/29	Wake Transit Twitter Post #9
TBD	Additional outreach as necessary
11/16	Virtual Public Hearing

Goals and Metrics

The goals for the engagement effort are to surpass the previous year's number of comments (10) and match the comments received for the FY23 draft and recommended Wake Transit Work Plan's engagement (60 combined). Submitted comments will be measured through the Public Input comment platform. Social media analytics will be measured through Twitter, Facebook, Instagram, and webpage data through Google Analytics and the site's web hosting provider, GoDaddy. These combined data will be evaluated throughout the comment period to determine whether additional outreach efforts need to be implemented.

Tactics and Tools

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 underrepresented populations, and engaging in community touchpoints that comply with public health guidelines during the COVID19 pandemic. Materials include the following items:

1. Website Update (goforwardnc.org/getinvolvedwake)
2. Email Campaign
3. Social Media Posts and Graphics
 - a. Facebook, Twitter, Instagram
4. Social Media Targeting in Spanish
5. Translated Materials
6. Wake Transit Rack Cards
7. Online, mail, and print comment platforms
8. Talking Points for Face to Face events

Appendix A: Title VI Population Profile

Metric	2020 Census Data
Population	
Total Population	1,129,410
Age and Sex	
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%
Race & Hispanic Origin	
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%
Limited English Proficiency	
Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	17.2%
Disability	
With a disability, under age 65 years, percent, 2015-2019, 5.8%	5.80%
Additional Population Characteristics	
Veterans, 2015-2019	51,269
Foreign Born persons, percent	13.5%
Computer and Internet Use	

Households with a computer, percent, 2015-2019	96.1%
Households with a broadband Internet subscription, percent, 2015-2019	91.4%
Car Ownership	
No vehicle	1.9%

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

Appendix B: 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
Outreach Activities	Online surveys / comment boxes	x
	Print surveys / comment cards	x
	SMS surveys	
	Voicemail box	x
	In-person / virtual focus groups	
	In-person / virtual trainings	
	Pop-ups at bus stops, transit centers & community sites	
	Tabling at festivals, parades, job, resource & health fairs, and other community events	
	Educational events	
	Major holiday celebrations	
	Community meetings	
	Group presentations	
	Public hearings	x
	Town halls	
	Translation & interpretation	x
Monitoring & Analysis	Ongoing participant analysis	x
	Social media geo-targeting	x
Engagement Report	Participant demographics	x
	Web & social analytics	x
	Public comments	x
	After-Action Review	x
Liaison to government, community and NGO partners	Campaign to share engagement results with decision-makers and stakeholders	
	Close the loop with participants	
	Presentations	
Other	Write-in additional tactics	
Communications Tools		
Content	Material	Check all that apply
Communications	Talking Points	x
	Email Campaign	x

	News Item	x
	Talking Points	x
Social Media Posts (Paid or Unpaid)	Facebook	x
	Instagram	x
	Twitter	x
	LinkedIn	
	Next Door	
Print Materials	A-frame poster	
	Flyers	
	Postcard	
	Brochure	
	Rack Card	x
	Yard Signs	
	Bus Placards	
	Surveys	x
Events	Public Meetings	
	Ribbon Cutting	
	Webinar	
	Promo Items / Giveaways	
Website Updates	Custom Landing Page	
	General copy changes to existing content	x
	News Item	x
	Graphics/Header/Icons	x
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	x
	Email Graphic	x
Other	Write-in additional tools	