

Attachment I: Draft outreach and communication materials for the 45-day public comment period on the Wake Transit Community Engagement Policy Update

Adoption Schedule

DATE	ORGANIZATION	TASK	DESCRIPTION
Aug 15	TPAC	Comment Period	Public Comment Period August 15 - September 29
Sept 29	TPAC	Presentation	TPAC Community Engagement Subcommittee Reviews
Oct 12	TPAC	Presentation	TPAC considers recommending for adoption by governing boards
Nov 3	CAMPO	Presentation	TCC review
Nov 16	CAMPO	Presentation	CAMPO Executive Board public hearing and consideration for adoption
Nov 16	GoTriangle	Presentation	GoTriangle Board of Trustees consideration for adoption



*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Email #1_Launch*

Distribution Date: Monday, August 15, 2022

Subject Line: Comment Period Open for Wake Transit CE Policy

Mailing Lists: All relevant Wake Transit listserve members, Wake Transit partners (municipalities), GoTriangle and CAMPO governing boards, TPAC members, Media Outlets.

Graphic: Go Forward logo

Dear Wake Transit Stakeholder:

A **45-day public review and comment period** for the Wake Transit Community Engagement Policy update launches today **Monday, August 15, 2022**. Comments will be accepted through **Thursday, September 29, 2022**.

The purpose of the Wake Transit Community Engagement policy is to build upon, develop, and maintain a thoughtful set of guiding principles to apply to the development of community engagement strategies designed to increase community awareness of the Wake Transit program.

The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County’s transit network in the upcoming fiscal year (July-June). These investments are designed to support the Wake Transit Plan’s “Four Big Moves,” which: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

The Work Plan carefully stewards these taxpayer dollars into intentional capital and operating investment in transit. A total of \$121.7 million in revenue is budgeted in the Recommended Wake Transit Work Plan for FY 2023. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources.

The Wake Transit Community Engagement policy is also designed to maximize communications with the public and other stakeholders related to the services and investments funded through the Wake Transit program. The Wake Transit Community Engagement policy applies to project

sponsors and serves as a guide for engagement practices when delivering program-level and/or project-level services in their area.

The policy seeks to improve Wake Transit's engagement processes and outcomes by encouraging a consistent, transparent approach, and continual learning through evaluation that optimizes engagement methods. This policy acknowledges the fact that public input is a crucial element in planning for effective transit, as well as the prioritization and implementation of public transportation services that meet the needs of residents and the community.

To review the full Wake Transit Community Engagement Policy update, visit: www.goforwardnc.org/wake-county/get-involved/. There are several ways to submit your comments:

- Online at goforwardnc.org/wake-county/get-involved/
- Email: publicengagement@gotriangle.org
- Mail: GoTriangle, ATTN: Wake Transit Community Engagement Policy, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
- Text "Comment" to 73224 (charges may apply)
- Call 855-925-2801 (toll-free) and enter the code 3659 to leave a voicemail.



*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Email #2_Reminder*

Distribution Dates: August 25 and September 1

Subject Line: Comment Period Open for Wake Transit CE Policy

Mailing Lists: All relevant Wake Transit listserve members, Wake Transit partners (municipalities), GoTriangle and CAMPO governing boards, TPAC members, Media Outlets.

Graphic: Go Forward logo

Dear Wake Transit Stakeholder:

The Wake Transit Community Engagement Policy update remains open for public comment through **Thursday, September 29, 2022**.

The purpose of the Wake Transit Community Engagement policy is to build upon, develop, and maintain a thoughtful set of guiding principles to apply to the development of community engagement strategies designed to increase community awareness of the Wake Transit program.

The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County's transit network in the upcoming fiscal year (July-June). These investments are designed to support the Wake Transit Plan's "Four Big Moves," which: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

The Work Plan carefully stewards these taxpayer dollars into intentional capital and operating investment in transit. A total of \$121.7 million in revenue is budgeted in the Recommended Wake Transit Work Plan for FY 2023. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources.

The Wake Transit Community Engagement policy is also designed to maximize communications with the public and other stakeholders related to the services and investments funded through the Wake Transit program.

Public engagement delivers opportunities for our community to participate in Wake Transit's decision-making process, ensuring outcomes that benefit the greater good of the community by reflecting the opinions expressed through the gathering of meaningful input.

Community engagement 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.

Please invest time in your community by reviewing the full Wake Transit Community Engagement Policy update. It is available by visiting: www.goforwardnc.org/wake-county/get-involved/. There are several ways to submit your comments:

- Online at goforwardnc.org/wake-county/get-involved/
- Email: publicengagement@gotriangle.org
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*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Email #3_Final Chance*

Distribution Date: September 27

Subject Line: Comment Period Open for Wake Transit CE Policy

Mailing Lists: All relevant Wake Transit listserve members, Wake Transit partners (municipalities), GoTriangle and CAMPO governing boards, TPAC members, Media Outlets.

Graphic: Go Forward logo

Dear Wake Transit Stakeholder:

Thursday, September 29, 2022 is the final day for the public to review and submit comments on the Wake Transit Community Engagement Policy update.

The purpose of the Wake Transit Community Engagement policy is to build upon, develop, and maintain a thoughtful set of guiding principles to apply to the development of community engagement strategies designed to increase community awareness of the Wake Transit program.

The goal of public engagement is to acquire feedback from all sectors of the community in order to identify the transit needs and priorities that ensure transportation plans are fair across all levels of society. Public input helps planning staff increase their awareness of potential adverse effects and implement efforts to mitigate the costs in favor of benefits that serve the greater good.

The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County’s transit network in the upcoming fiscal year (July-June). These investments are designed to support the Wake Transit Plan’s “Four Big Moves,” which: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

The Work Plan carefully stewards these taxpayer dollars into intentional capital and operating investment in transit. A total of \$121.7 million in revenue is budgeted in the Recommended Wake Transit Work Plan for FY 2023. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources.

Public input remains as vital as ever to the mission of improving the quality of life of residents by connecting people and places through safe, reliable, and easy-to-use travel choices. Community engagement 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.

Please invest time in your community by reviewing the full Wake Transit Community Engagement Policy update. It is available by visiting: www.goforwardnc.org/wake-county/get-involved/. There are several ways to submit your comments:

- Online at goforwardnc.org/wake-county/get-involved/
- Email: publicengagement@gotriangle.org
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*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period / August 15, 2022 – September 29, 2022
Face-2-Face Engagement*

- Wake Transit partners are encouraged to make relevant print materials available in their municipal offices and at any tabling or other events scheduled during this timeframe.
- Maintain two (2) print copies of the Wake Transit Community Engagement Policy update for community members to review. Make copies available to the public upon request in accordance with North Carolina’s Public Records Law, found in Chapter 132 of the North Carolina General Statutes.
- Maintain two (2) print copies of the Talking Points for the Wake Transit Community Engagement Policy update for community members to review. Make copies available to the public upon request in accordance with North Carolina’s Public Records Law, found in Chapter 132 of the North Carolina General Statutes.
- A **45-day public review** and comment period for the Wake Transit Community Engagement Policy update is scheduled for **August 15, 2022 – September 29, 2022**.
- To review the full Wake Transit Community Engagement Policy update, visit: goforwardnc.org/wake-county/get-involved/
- There are several ways to submit your comments:
 - Online at goforwardnc.org/wake-county/get-involved/
 - Email: publicengagement@gotriangle.org
 - Mail: GoTriangle, ATTN: Wake Transit Community Engagement Policy, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
 - Text “Comment” to 73224 (charges may apply)
 - Call 855-925-2801 (toll-free) and enter code 3659 to leave a voicemail.
 - Typed or handwritten comments with name and contact information.

GoTriangle’s Scheduled Community Engagement Events

- La Fiesta del Pueblo – 12 p.m. – 6 p.m., Sunday, September 18
- Tabling at Cary Depot/RTC – September 22-30



*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period / August 15, 2022 – September 29, 2022
Social Media Briefs*

Facebook, Instagram, and Twitter

All posts will include a visual and brief.

To be posted to GoTriangle and Wake Transit social media on the following schedule.

Post #1

Monday, August 15, 2022

A public review and comment period for the Wake Transit Community Engagement Policy update opens today, August 15, and concludes on September 29. The policy is designed to maximize communications with the public and other stakeholders related to the services and investments funded through the Wake Transit program. Learn more:

www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #2

Thursday, August 18, 2022

The Wake Transit Community Engagement Policy update is available for review and public comment until September 29. The policy is designed to optimize communications with the public and other stakeholders related to the \$121.7 million budgeted in the Wake Transit Work Plan for FY 2023. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

****Also, geo-target post #2 for Spanish speakers***

Post #3

Tuesday, August 23, 2022

Community input is critical to optimizing public transit in Wake County. The public is asked to review and comment on the Wake Transit Community Engagement Policy through September 29. Transit partners are committed to engaging the community in planning related to the \$121.7 million budgeted for the FY23 Work Plan. Your input will help guide the policy governing

Wake Transit's use of appropriate, effective, and inclusive community engagement practices. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #4

Wednesday, August 31, 2022

The community review and input period for the Wake Transit Community Engagement Policy has been open for more than two weeks. With less than four weeks left, the time is now to submit your comments. The policy guides Wake Transit's engagement efforts that seek to optimize community awareness of the program's Four Big Moves: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #5

Wednesday, September 7, 2022

You still have time to review and comment on the updated Wake Transit Community Engagement Policy. The public input period closes September 29. Take a few minutes now to review the document and add your relevant comments. The policy guides the Wake Transit Plan's community engagement efforts that seek to optimize public input on the program's \$121.7 million budgeted for FY23. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #6

Wednesday, September 14, 2022

With just over two weeks left in the public comment period, community members are encouraged to take time now to learn more about the Wake Transit Community Engagement Policy update and submit relevant comments. Public input remains as vital as ever to the mission of improving the quality of life of residents by connecting people and places through safe, reliable, and easy-to-use travel choices. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #7

Wednesday, September 21, 2022

The public comment period for the Wake Transit Community Engagement Policy update ends in just nine days. Your input is vital to ensuring the Wake Transit Plan's community outreach efforts remain appropriate, effective, and inclusive. The FY23 Wake Transit Work Plan includes

an estimated \$107.5 million to be collected through the transit-dedicated, half-cent sales tax. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

**Also, geo-target post #7 for Spanish speakers*

Post #8

Wednesday, September 28, 2022

Tomorrow is the final day for community members to review and provide their input on the Wake Transit Community Engagement Policy update. The goal of Wake Transit's public engagement program is to acquire feedback from all sectors of the community in order to identify the transit needs and priorities that ensure transportation plans are fair across all levels of society. Your input is critical to the effort. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit

Post #9

Thursday, September 29, 2022

Today is the final day to review and submit comments on the Wake Transit Community Engagement Policy update. Input from the communities impacted by the Wake Transit Plan is vital to effective planning for the future of public transportation in the area. The policy guides the Wake Transit Plan's community engagement efforts that seek to optimize public input on the program's \$121.7 million budgeted for FY23. Learn more: www.goforwardnc.org/wake-county/get-involved/ #GoForward #WakeTransit



WAKE TRANSIT COMMUNITY ENGAGEMENT POLICY READY FOR
PUBLIC REVIEW

*LA POLÍTICA DE PARTICIPACIÓN COMUNITARIA DEL SERVICIO DE TRANSPORTE
PÚBLICO DE WAKE SE ENCUENTRA A DISPOSICIÓN PARA DEL PÚBLICO*

GOFORWARDNC.ORG/GETINVOLVEDWAKE



WAKE TRANSIT COMMUNITY ENGAGEMENT POLICY READY FOR
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*LA POLÍTICA DE PARTICIPACIÓN COMUNITARIA DEL SERVICIO DE TRANSPORTE PÚBLICO
DE WAKE SE ENCUENTRA A DISPOSICIÓN PARA DEL PÚBLICO*

[GOFORWARDNC.ORG/GETINVOLVEDWAKE](https://goforwardnc.org/getinvolvedwake)



*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Survey Questions*

- A **45-day public review** and comment period for the Wake Transit Community Engagement Policy update is scheduled for **August 15, 2022 – September 29, 2022**. Is this enough time for the public to review and provide input on the policy?
- How do you prefer to receive communications concerning your bus routes and other public transportation options?
 - Advertisements
 - Blog Posts
 - Bus or Bus Stop Messaging
 - Community Event
 - Email
 - Facebook
 - Government Newsletter
 - Instagram
 - News Organizations
 - Newspaper
 - Online Meeting Forum
 - Other Social Media Platform (Please List)
 - Phone Call
 - Public Hearing
 - Radio
 - Television
 - Twitter
 - Website
- How do you prefer to submit comments to the government concerning policies, services, and projects related to bus and other public transportation options that are funded by tax revenue?
 - Email
 - Text Message
 - Traditional Mail
 - Online Survey

Phone Survey

Phone Submission

Website

Written Submission at an Event or Location

- How would you rate your awareness or knowledge about bus and public transportation options in your community? Poor, Good, Excellent
- How would you rate your knowledge of the Wake Transit Plan?
I have never heard of it
I know a little about it
I am fully aware of it
- How can the government best keep the public aware of bus and public transportation opportunities in Wake County and your community?



Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Talking Points

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- The purpose of the Wake Transit Community Engagement policy is to build upon, develop, and maintain a thoughtful set of guiding principles to apply to the development of community engagement strategies designed to increase community awareness of the Wake Transit program.
- The Wake Transit Community Engagement policy is also designed to maximize communications with the public and other stakeholders related to the services and investments funded through the Wake Transit program.
- The Wake Transit Community Engagement policy applies to project sponsors and serves as a guide for engagement practices when delivering program-level and/or project-level services in their area.
- The policy seeks to improve Wake Transit’s engagement processes and outcomes by encouraging a consistent, transparent approach, and continual learning through evaluation that optimizes engagement methods.

- This policy acknowledges the fact that public input is a crucial element in planning for effective transit, as well as the prioritization and implementation of public transportation services that meet the needs of residents and the community.
- Project sponsors are committed to engaging the community in planning and decision-making through the use of appropriate, effective, and inclusive practices.
- Public engagement focuses on gaining meaningful public input and feedback to inform the development of a Wake Transit-funded investment including any associated outreach, promotion, marketing, advertising, public relations, relationship building, or communications activities.
- The goal of public engagement is to acquire feedback from all sectors of the community in order to identify the transit needs and priorities that ensure transportation plans are fair across all levels of society. Public input helps planning staff increase their awareness of potential adverse effects and implement efforts to mitigate the costs in favor of benefits that serve the greater good.
- Public engagement provides a strong foundation for understanding and working with our community to establish a system of shared responsibility for decisions and develop trust in the decision-making process.
- Public engagement delivers opportunities for our community to participate in Wake Transit's decision-making process, ensuring outcomes that benefit the greater good of the community by reflecting the opinions expressed through the gathering of meaningful input.
- Public input remains as vital as ever to the mission of improving the quality of life of residents by connecting people and places through safe, reliable, and easy-to-use travel choices.
- Input from the communities impacted by transit plans and activities allows Wake Transit to serve their needs and plan effectively for the future.
- Community engagement 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.
- The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County's transit network in the upcoming fiscal year (July-June). These investments are designed to support the Wake Transit Plan's "Four Big Moves," which: 1) Connect the region; 2)

Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

- The Work Plan carefully stewards these taxpayer dollars into intentional capital and operating investment in transit. A total of \$121.7 million in revenue is budgeted in the Wake Transit Work Plan for FY 2023. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources.
- Follow us on Twitter to stay up-to-date @waketransit



*Wake Transit Community Engagement Policy / Update 2022
Public Comment Period
Website Content*

A **45-day public review** and comment period for the Wake Transit Community Engagement Policy update is scheduled for **August 15, 2022 – September 29, 2022**.

The policy document is available now on this webpage for your review. Your comments may also be submitted at the designated space on this page. Your input is vital to helping guide this policy so that Wake Transit can better serve your community and plan effectively for the future.

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Public engagement focuses on gaining meaningful public input and feedback to inform the development of a Wake Transit-funded investment including any associated outreach, promotion, marketing, advertising, public relations, relationship building, or communications activities.

The goal of public engagement is to acquire feedback from all sectors of the community in order to identify the transit needs and priorities that ensure transportation plans are fair across all levels of society. Public input helps planning staff increase their awareness of potential adverse effects and implement efforts to mitigate the costs in favor of benefits that serve the greater good.

Public engagement delivers opportunities for our community to participate in Wake Transit's decision-making process, ensuring outcomes that benefit the greater good of the community by reflecting the opinions expressed through the gathering of meaningful input.

There are several additional ways to submit comments on the policy:

- Email: publicengagement@gotriangle.org
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