

Introduction

Project Understanding

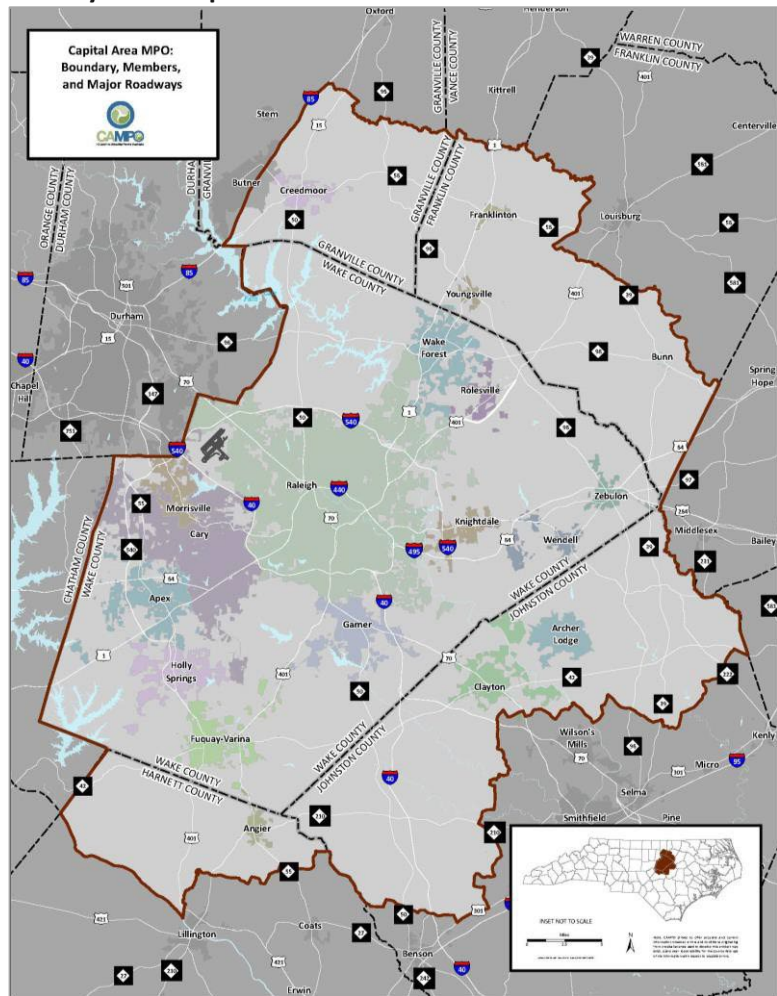
The Capital Area Metropolitan Planning Organization (CAMPO) has initiated this update to the 2018 Coordinated Public Transit Human Services Transportation Plan (Plan). The updated Plan will support the Capital Area MPO’s efforts to prioritize transportation services for funding and implementation so as to 1) optimally meet the transportation needs of seniors, persons with disabilities, and low-income residents throughout the project area; and 2) improve service coordination while identifying opportunities for enhancing operational efficiency for the transportation network and existing transit providers. The Plan includes a robust public and stakeholder engagement element to ensure the coordination strategies and recommendations contained therein will be reflective of the current and anticipated needs of organizations and residents within the CAMPO region.

Purpose

The Public Engagement Plan (PEP) is designed to provide a blueprint for community and stakeholder outreach in support of the update to the Coordinated Public Transit Human Services Transportation Plan (Plan). The PEP is a dynamic document, intended to be flexible based on direct observations from engagement activities as the study progresses. This built-in flexibility allows the PEP to be updated throughout the planning process to be responsive to changing needs and engagement opportunities.

The purpose of the PEP is to detail the approach for engaging the public and stakeholders in the development of the Plan to establish a successful engagement strategy that provides a meaningful connection to the public. A meaningful connection is defined by developing a shared vision for the Plan, receiving input on alternatives/options, and achieving consensus on study findings and final recommendations. This document is also in alignment with the adopted CAMPO Public Participation Plan and Wake Transit Community Engagement Policies.

Study Area Map



Engagement Goals

Three key goals were identified for public engagement specific to the 2024 Plan update:

- Educate,
- Collaborate, and
- Coordinate.

The first goal, Educate, works two ways. First, to educate stakeholders and the community regarding what the purpose of this project is as well as what they can expect the outcome to be. Second, identify stakeholders and members of the community to educate the project team about the needs, challenges, and barriers they face with respect to transportation and mobility.

The second goal, Collaborate, refers to how the project process is viewed. This is not about one person or group coming in with all the answers. Rather, public engagement is a dynamic process that takes input from all participants in order to develop appropriate strategies that solve problems and remove barriers.

The final goal, Coordinate, looks to participants to be a part of the solution. The recommendations and strategies included in the final Plan are not intended to be imposed upon the CAMPO region, but instead developed with the participation of the parties involved. The greater the ownership in the Plan and its recommendations, the more likely implementation will be.

Public Engagement Phases

There are three overall components that make up engagement for this Plan.

1. **Ongoing oversight** – this component primarily consists of meetings with and review of project deliverables by CAMPO staff, the Mobility Coordination Committee, the Wake Transit Communications Engagement (CE) Sub-Committee, the Technical Partner Advisory Committee, the Technical Coordinating Committee, and the CAMPO Executive Board. Activities within this element will occur throughout the project.
2. **Data collection** – the first half of the project will be characterized by activities designed to gather input regarding transportation needs, resources, gaps, and duplications. Key activities include stakeholder and community surveys, interviews, and meetings with stakeholders and the MCC, and community workshops and pop-up events.
3. **Recommendations for coordination** – the latter portion of the project will seek to aggregate all of the information collected into a series of strategies and recommendations. These will be presented to the MCC and stakeholders as well as posted to the project webpage for public comment.

Based on the WT CE policies, public engagement for the plan is also organized into three phases:

Phase 1 – Stakeholders Outreach

Phase 2 – Community/Public Outreach

Phase 3 - Recommendations and Presentations



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A matrix of the proposed engagement activities is provided below.

Outreach Activity	Schedule	Intended Audience	Purpose and Outcome
MCC Meeting	October 19, 2023	MCC	(Virtual participation) Introduce the project and consultant team, review key activities, and discuss upcoming site visit.
Familiarization Tour	October 24-25, 2023	MCC/stakeholders	Tour operator and stakeholder facilities; meet with transit operators and human services providers.
Project Webpage	November 2023	General public	Launch webpage with general project information.
Stakeholder Survey	November - December 2023	Stakeholders	Distribute link to Stakeholder Survey to stakeholder list via email.
Stakeholder Interviews	December 2023 - January 2024	Stakeholders	Conduct follow-up interviews with transit providers and other key stakeholders.
Project Webpage	February 2024	General public	Update webpage with link to Community Survey and information about community workshops and pop-up events.
Community Survey	February 2024 - March 2024	General public/ targeted groups	Distribute community survey (paper and web link) to stakeholders for distribution to target populations.
Community Workshops	February 2024	General public/ stakeholders	Host 60-to 90-minute workshops (tentatively two in Raleigh and one in Cary). Participants will be invited to complete a survey, learn about the project, and have an opportunity to discuss their transportation needs with the consultant team.
Project Webpage	January 2024	General public	Update webpage with workshop presentation.
Pop-Up Events	February 2024	General public	Host 30- to 60-minute informal pop-up events (tentatively in Wake Forest, Fuquay-Varina, Clayton, and Creedmoor). Participants will be invited to complete a survey, learn about the project, and have an opportunity to discuss their transportation needs.

Outreach Activity	Schedule	Intended Audience	Purpose and Outcome
MCC Meeting	January 18, 2024	MCC	Provide an update on the public and stakeholder engagement; discuss Tech Memo #1: Literature Review. Finalize February 6 th /7 th Pop-up events
Project webpage	Early February 2024	General public	Update webpage with Tech Memo #1: Literature Review
MCC Meeting	April 2024	MCC	Discuss Tech Memo #2: Existing Conditions and Service Inventory; Tech Memo #3: Summary of Stakeholder and Public Input; Tech Memo #4: Needs Assessment and Service Analysis; and Tech Memo #5: Service Gap and Overlap Analysis.
Project Webpage	Early May 2024	General public	Update webpage with Tech Memo #2: Existing Conditions and Service Inventory; Tech Memo #3: Summary of Stakeholder and Public Input; Tech Memo #4: Needs Assessment and Service Analysis; and Tech Memo #5: Service Gap and Overlap Analysis.
MCC Meeting	May 2024	MCC	Discuss Tech Memo #6: Strategies and Recommendations.
Project Webpage	Early June 2024	General public	Update webpage with Tech Memo #6: Strategies and Recommendations.
MCC Meeting	June 2024	MCC	Review draft final report.
Project Webpage	Late June 2024	General public	Update webpage with draft final report.
TCC Presentation	June or July 2024	TCC/general public	Presentation of final report.

People and Parties

CAMPO Technical Coordinating Committee and Executive Board

The Technical Coordinating Committee (TCC) is comprised of staff from member and stakeholder organizations. The TCC provides technical recommendations to the CAMPO Executive Board. The CAMPO Executive Board will be the endorsing body of the Coordinated Public Transit Human Services Transportation Update.

Mobility Coordination Committee (MCC)

The Mobility Coordination Committee (MCC) was created to provide the infrastructure and an entity to manage and guide ongoing coordination activities in the urbanized area and to assign this group responsibility for implementing goals and recommendations identified in the 2018 Plan and future plans. The MCC provides policy recommendations, serves as a sounding board for stakeholders, and helps provide oversight to transportation agencies/providers while deploying the recommendations outlined in the 2018 Plan.

The MCC also serves as the technical steering committee for the 2024 Plan update. Members of the MCC include CAMPO, public transit providers operating in the region, local jurisdictions, and CAMPO-area human service agencies. The MCC will soon be expanding as the region formalizes the committee. Current MCC members represent the following organizations:

- Alliance of Disability Advocates
- Arc of the Triangle
- BCBS of North Carolina
- CAMPO
- CAMPO – Wake Transit
- Center for Volunteer Caregiving
- Central Pines Regional Council
- Eastern Regional Center
- GoCary
- GoRaleigh
- GoRaleigh Paratransit
- GoTriangle
- GoTriangle Paratransit
- GoTriangle TDM
- GoWake Access
- Habitat for Humanity
- Harnett Area Rural Transit System (HARTS)
- Harnett County
- Housing Authority of Wake County
- Johnston County Area Transit System (JCATS)
- Kerr Area Transportation Authority (KARTS)
- North Carolina Blind
- Northern Regional Center
- Southern Regional Center
- Town of Apex
- Town of Cary
- Town of Wendell
- Transformation Exchange/Community Partnership Network
- Wake County
- Wake County Veterans Administration
- WeMoov

Local Jurisdiction Members

Representatives of local jurisdictions will participate in the project, primarily through participation in the MCC, but also as part of stakeholder outreach. Local jurisdictions include, but are not limited to:

- Angier
- Apex
- Archer Lodge
- Bunn
- Cary
- Clayton
- Creedmoor
- Franklinton
- Fuquay-Varina
- Garner
- Holly Springs
- Knightdale
- Morrisville
- Raleigh
- Rolesville
- Wake Forest
- Wendell
- Youngsville
- Zebulon

Key Community Stakeholders

The stakeholder engagement will include representatives of the various service providers including public, private, and non-profit transportation providers; human services providers; healthcare organizations; representatives of persons with disabilities, seniors, low-income and unhoused individuals, and veterans; workforce agencies; advocacy groups; educational institutions; and others as identified by previous Plan, CAMPO’s project manager and the Mobility Coordination Committee. Stakeholders will include entities which contract with a third-party to provide such services, subsidize use of public transportation, or offer other forms of mobility support as well as those providing transportation services. Stakeholder engagement will also include organizations that do not currently offer any mobility support but for whom transportation may be a barrier to accessing services. For stakeholder outreach, the project team will seek to identify additional stakeholder participants that are not already represented on the MCC.

The full list of stakeholders is currently under development and will be shared with CAMPO staff and the MCC upon completion.

General Public in the CAMPO region

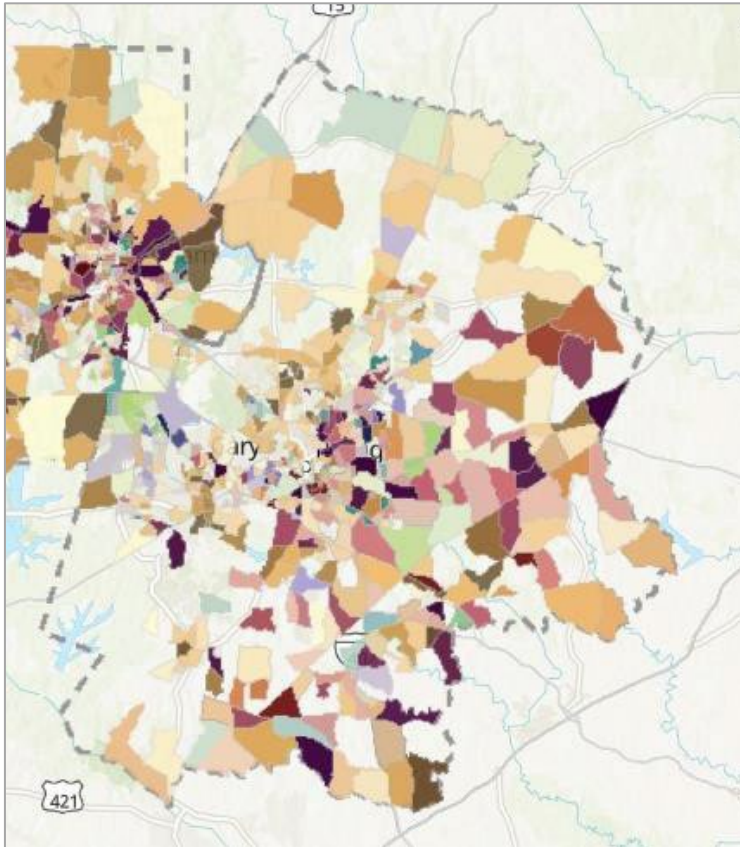
While all members of the general public living and working in the CAMPO region will be eligible to participate in the Plan’s public engagement activities, the primary focus will be on individuals that are historically considered to be transportation disadvantaged. These include seniors, persons with disabilities, youth, veterans, low-income individuals, unhoused individuals, and households without access to a vehicle.

Traditionally marginalized/hard-to-reach populations

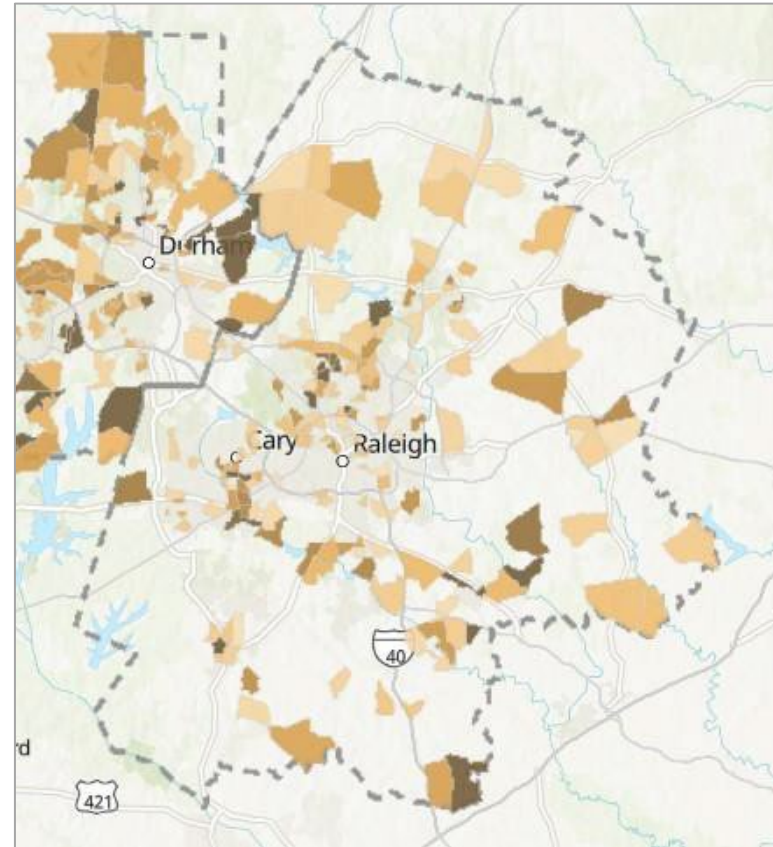
Many of the target populations identified above do not participate in efforts such as the Plan update. This may be due to lack of awareness of the project, distrust of the entities administering the project, lack of transportation to participate in in-person activities, frustration with planning efforts that fail to solve their individual challenges, or simply the inability to take on any more responsibilities. To that end, public outreach will seek to identify such populations and work through stakeholders and community partners to engage them at the level they are comfortable participating in. This includes targeting stakeholders that serve these populations as part of stakeholder outreach, providing bilingual (English/Spanish) and visually impaired outreach materials, and offering Spanish interpretation at in-person events as warranted.

Key “communities of concern,” as identified through CAMPO’s Environmental Justice mapping tool, are shown on the following pages.

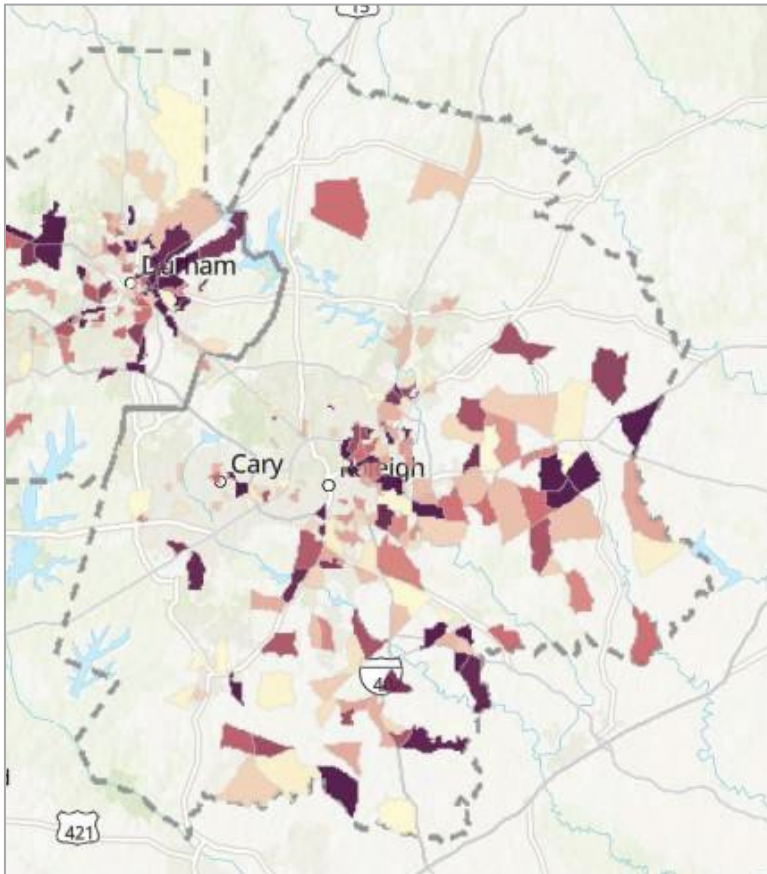
Communities of concern – All populations



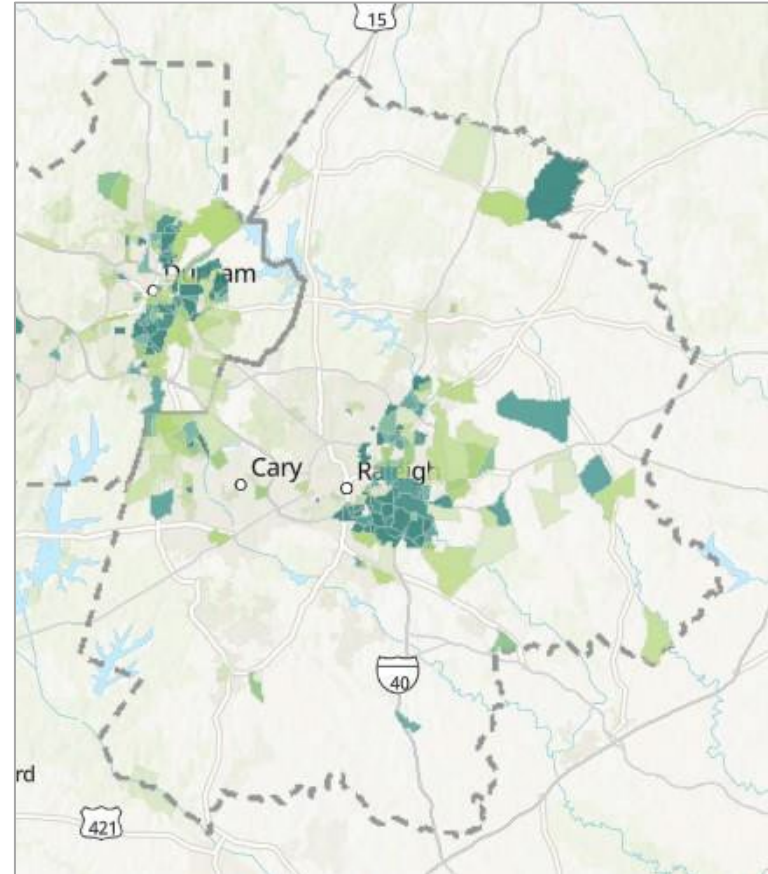
Communities of concern – Individuals 70 years and older



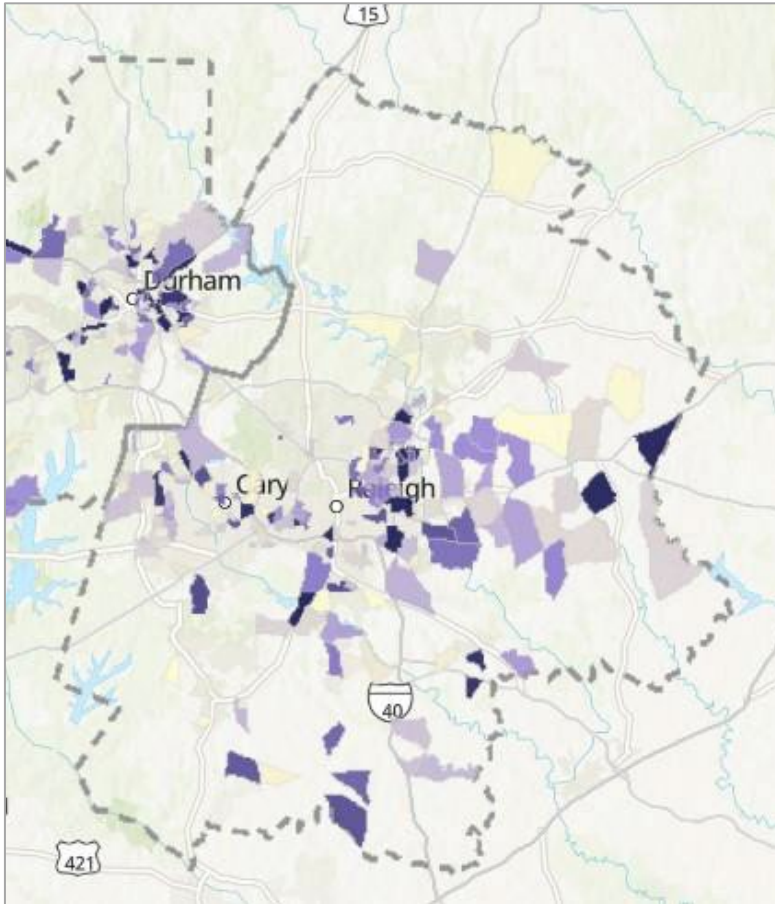
Communities of concern – Hispanic/Latino



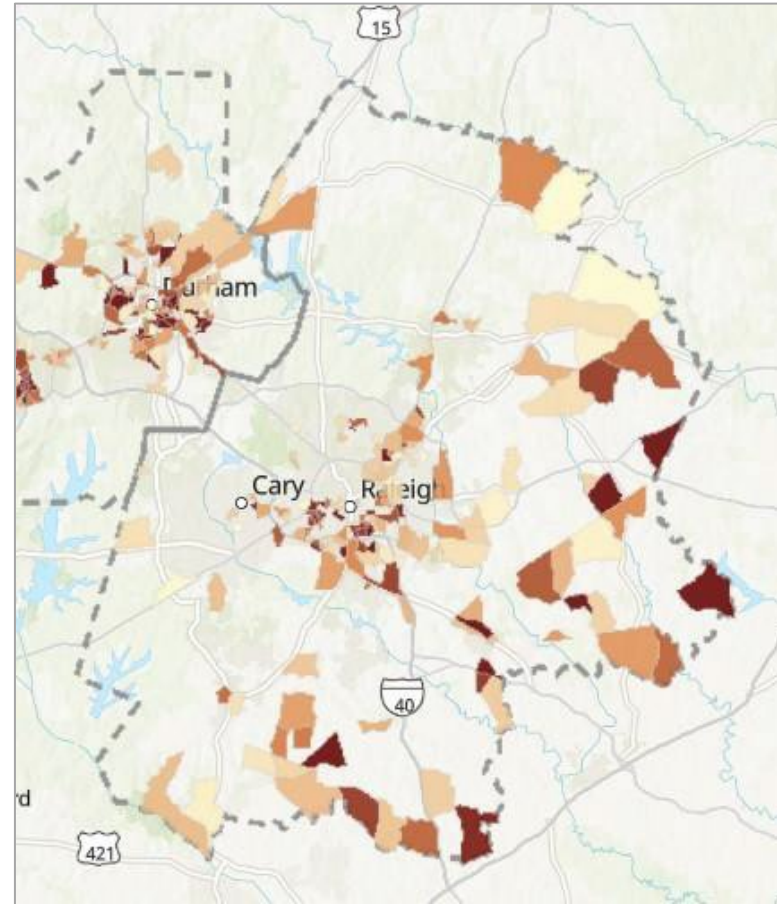
Communities of concern – Minority (non-white)



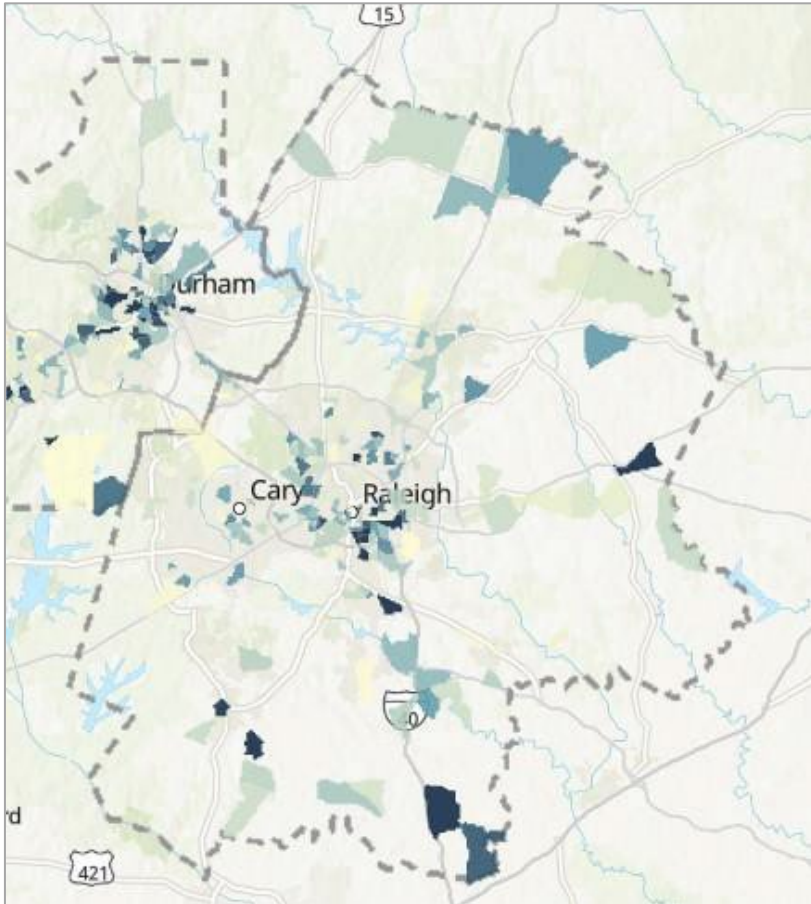
Communities of concern – Limited English Proficiency



Communities of concern – Low-income



Communities of concern – Zero-car households



Outreach Events and Methods

Mobility Coordination Committee meetings

CAMPO's Mobility Coordination Committee (MCC) will provide oversight to all phases of this project. Quarterly meetings will include presentations on the status of the project, review of project deliverables, and input about outreach activities. The consultant team will meet with the MCC at least four times, through a combination of in-person and virtual participation attendance.

Wake Transit Community Engagement Sub-committee meetings

The WT CE Sub-committee will provide community outreach guidance for this project. Each phase of the project will be presented to the committee for feedback including Level 1 – this PEP including the Level 1 outreach matrix and Level 2 forms for each phase that identify detailed engagement tactics and tools and request agencies support for the outreach strategy.

Level 2 documents include:

1. L2 Strategy Template
2. WT Engagement Support Request Form
3. Checklist Engagement Tactics by Audience
4. Checklist: Communications Tools & Tactics

Phase 1 - Stakeholder engagement

Stakeholder surveys

The first component of stakeholder engagement is the development of survey instruments designed to capture information about transportation services provided by public transit operators, social service agencies, schools, healthcare facilities, and other stakeholders throughout the project area. They will also capture information about the mobility needs of and transportation services utilized by customers/clients, especially for entities which do not operate their own transportation services. Separate surveys will be used for known transportation providers (such as public transit operators) and human services organizations. The data collected via the stakeholder survey will be used to inform the needs assessment, identify service gaps, and support compilation of the inventory of currently available transportation services.

The stakeholder survey will serve as a broad information-gathering tool, collecting valuable information while minimizing the impact on the stakeholders themselves. Initial survey outreach will be via email and will direct participants to an online survey. Upon request, a printed version of the survey along with a postage-paid envelope will be provided. Telephone and email follow up will be utilized for stakeholders not responding to the initial outreach effort. Stakeholders contacted as part of the follow up will be offered an opportunity to complete the survey during the follow-up call.

Stakeholders will also be invited to share the survey with other organizations within the CAMPO region



that they feel would benefit from participation in the project. This will also overcome some barriers with respect to stakeholder outreach, as the information will be delivered by a known entity/partner.

Stakeholder interviews

Where appropriate, one-on-one interviews will be conducted with key stakeholders, such as public transportation providers, social service transportation providers, or key healthcare or social services providers. Such interviews often support a more in-depth conversation with key stakeholders, and will likely be conducted virtually to minimize the impact on the stakeholder while also encouraging participation. These interviews may occur at any point in the project, and are not limited to follow-up to the stakeholder surveys.

Collaboration with stakeholders

As part of the stakeholder engagement, we will work with individual stakeholders to provide materials to encourage participation in the community survey and other engagement activities by the clients of or populations represented by their organizations. These may include paper surveys, flyers with QR codes,

digital content for social media, links to the online survey, or other promotional collateral. Enlisting the assistance of stakeholders will help bring the message from a trusted advocate. All promotional collateral will be submitted to CAMPO for review and approval prior to distribution.

Phase 2 - Community engagement

Community survey

An important component of public engagement is direct outreach to individuals within the community. A community survey, while available to anyone who wishes to participate, will focus on historically transportation-disadvantaged populations. Where possible, community survey efforts will coordinate and collaborate with other entities (such as planning entities and transit operators) to share information and minimize survey fatigue. Doing so will ultimately shape the approach to the proposed community survey.

Working with community stakeholders and community partners, bilingual (English/Spanish) surveys will be distributed throughout the project area. The survey will be available online as well as in paper versions ~~hard copy~~ at all community information-sharing sessions. Paper surveys will be provided to stakeholders and community partners as appropriate. Participation incentives will be included as permitted.

Information-sharing sessions

Information-sharing sessions will be hosted to introduce the project to interested persons residing within the project area as well as organizations located within the project area. These sessions may include informal pop-up events, round tables, focus groups, or other activities identified through discussion with the Mobility Coordination Committee. The goal here will be to obtain input regarding transportation and mobility needs as well as service or coverage gaps. No less than five in-person sessions will be held to encourage participation by a broad cross-section of the community. Spanish-language project materials will be available, and real-time Spanish interpretation will be provided upon request. In-person activities will be supported by virtual materials and information available online.

As of November 2023, the project team envisions conducting two 60- to 90-minute workshops in Raleigh and one in Cary. Participants will have the opportunity to complete a survey, learn about the project, and discuss needs with the consultant team and other attendees in a workshop setting. Supplemental pop-up events, each 30 to 60 minutes in duration, would be held throughout the county, tentatively in Wake Forest, Fuquay-Varina, Clayton, and Creedmoor. Participants in pop-up events will also have the opportunity to complete a survey, learn about the project, and discuss needs with the consultant team, though in a more informal setting. Specific locations within each area will be identified in conjunction with CAMPO and stakeholders to ensure workshops and pop-up events are conducted within a community of concern.

The information-sharing sessions will be promoted through public transit operators and municipal and county governments throughout the project area. Working with the Mobility Coordination Committee, we will create bilingual promotional materials including posters, flyers, electronic content (social media, web, and electronic communications), onboard notices, and advertisements that can be provided to project stakeholders for their use in promoting engagement activities. All proposed outreach materials will be submitted to CAMPO for review and approval prior to dissemination.

CAMPO's project manager and the Mobility Coordination Committee will assist with the securing of locations for the various information-sharing sessions. As appropriate, we will provide CAMPO's project manager and the MCC a public meeting notice for review and approval prior to its publication/dissemination to ensure such noticing complies with CAMPO and Wake Transit requirements. Further, given the regional scope of this project, the consultant team will confer with CAMPO's project manager and the MCC to ensure it is aware of, and takes into consideration, other regional outreach activities where practical.

Online presence

A bilingual (English/Spanish) project website will be developed to inform interested persons about the Plan update and provide a clearinghouse for project-related information. The website will have a stand-alone URL for ease-of-use, and this URL will be provided to all project partners so they may link to the page from their respective websites. The Plan website will feature links to the online stakeholder and community surveys, provide background information about the Plan and the update process, include details regarding all information-sharing/outreach activities, and offer an online comment mechanism. Other project-related materials will be added to the website as the project progresses, including informational materials, presentations, project documents, and promotional materials.

The URL used for the project website will be determined through coordination with CAMPO staff.

In addition to the project website, the consultant team will prepare bilingual social media content that can be shared by CAMPO, local jurisdictions, stakeholders, and project partners throughout the project to promote outreach activities, encourage participation, and communicate information.

Phase 3 – Engagement Summary and Recommendations

Phase 3 of the engagement strategy is to capture all information in an updated plan - analyzing and developing recommendations for the region. Phase 3 includes providing findings to the stakeholders and public and allowing participants to comment on the work. A complete summary of stakeholder and public engagement will be provided in Technical Memo #4. It will reflect all engagement conducted up to that point in the project, and will include stakeholder surveys, stakeholder interviews, the community survey, community workshops, and pop-up events. Any outreach subsequent to that memo (including material posted to the website and presentations and public comments) will be detailed within the project final report.

Measures of Success

The success of the public engagement strategies identified within this Public Engagement Plan will be measured using the following metrics:

- Active participation by the MCC



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- Number of stakeholder survey participants
- Number of community survey respondents
- Number of stakeholder partners for community outreach
- Number of workshop attendees
- Number of pop-up event attendees
- Number of visitors to the project webpage
- Number of comments submitted via the project webpage



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