

# GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Plan  
Community Engagement Subcommittee  
Regular Monthly Meeting  
February 22, 2024

**ATTACHMENT B**

CONTACT

R Curtis Hayes, Wake Transit Strategic Communications Coordinator, GoTriangle  
[rhayes@gotriangle.org](mailto:rhayes@gotriangle.org) | 919-482-5011

# GO FORWARD

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## Wake Transit Strategy for each Engagement Phase (Level 2 Planning)

February 22, 2024

**Project Name:** FY 2024 Q4 Wake Transit Work Plan Amendment Requests

**Project ID#:**

**Phase Number:** (#4) of (#4)

**Phase Title:** FY 2024 Q4 Wake Transit Work Plan Amendment Requests

**Engagement Activity Date(s):** March 8 – April 5, 2024

**Project Sponsor/Lead Agency:** CAMPO/GoTriangle

**Contact Person:** R Curtis Hayes

**Phone:** 919-482-5011

**Email Address:** rhayes@gotriangle.org

**Select Your Activity Type:** (X) Wake Transit Program-Level Activity (X) Sponsor Project-Level Activity.

**Do you have consultant support for this activity?** Yes (X) No

**Consultant Company/Contact Name:** N/A

**Select purpose of this engagement phase:** Inform, Consult, Involve

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

**Write a brief description of this engagement phase:** In accordance with the Wake Transit Community Engagement Policy, it was determined that the FY 2024 Q4 Wake Transit Work Plan Amendment Requests requires a 30-day public review and comment period. As the entire Wake County community could be impacted by the Amendment Requests, it was determined that a digital engagement strategy was the most appropriate engagement method to successfully meet the specific needs of the effort. It was also determined that a word-of-mouth effort should also be conducted alongside the digital engagement campaign. The engagement strategy will include a PDF of the proposed FY 2024 Q4 Amendment Requests posted on the CAMPO website for community review at <https://www.campo-nc.us/programs->

[studies/transit/wake-transit-plan/annual-work-plans](https://www.waketransit.com/studies/transit/wake-transit-plan/annual-work-plans). The GoForward > Wake website will host an online comment form for the public to use to submit their input. It will also include a graphic design element announcing the comment period. Messaging will be pushed out to the public through the following digital channels:

- 1) CAMPO Website (CAMPO)
- 2) GoForward Website
- 3) Email Campaign (GoTriangle)
- 4) News Release (GoTriangle)
- 5) Social Media: Facebook (GoTriangle)
- 6) Social Media: Instagram (GoTriangle)
- 7) Social Media: X (GoTriangle)
- 8) Social Media: X (Wake Transit)
- 9) Survey (online): (GoTriangle)
- 10) Wake Transit Blog

In addition, Wake Transit partners are encouraged to share the message and opportunity by word of mouth with the community. Communication with stakeholders about the effort during regular, daily interactions, or even while speaking on the agendas of meetings, conferences, and other events, helps with message saturation. Finally, the community review and public comment period includes a couple of weeks of overlap engagement with the Draft FY 2024 Wake Transit Work Plan. It was, therefore, determined that any in-person tabling for the Draft Work Plan can also include word-of-mouth mentions for the FY24 Q4 Amendments Requests as appropriate.

### Phase Schedule

The community review and public comment period is March 8, 2024, through April 5, 2024.

# 2024



### Messaging

- Public Notice: A 30-day public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests is scheduled for March 8, 2024 – April 5, 2024.
- Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy.

- We want to hear from you.
- Your opinion matters and helps.
- April 5, 2024 is the last day to comment.

**Geographic boundary of this project?** (Corridor, countywide, municipal boundary, etc.?)

Countywide and other locations within the county as determined by the Amendment Requests.

**Was an engagement equity analysis completed for this project?** (X) Yes No

In progress.

**Paste your equity analysis findings here:**

In progress.

**Support Requested from TPAC Partners:** Add rows if needed.

Support Description	Specific Dates
Repost/Share Social Media Content	March 8 – April 5, 2024
Email Distribution	March 8 – April 5, 2024
Websites, newsletters, emails, social media	March 8 – April 5, 2024
Word-of-Mouth	March 8 – April 5, 2024

**Which month do you plan to present this form and other engagement information to the Community Engagement Subcommittee.** February 2024

**Checklist: Communication Tools and Tactics**

Project Name: FY 2024 Q4 Wake Transit Work Plan Amendment Requests		Project ID#:	
Contact Name: R Curtis Hayes		Phone: 919-482-5011	
Email Address: rhayes@gotriangle.org			
Standard Operating Practices (SOP) strategy		Yes/No	
Communications Tools - Check all that apply to this project/phase			
Content	Material	Check	Notes
Communications	Talking Points		
	News Release	X	
	News Item		
Social Media Posts (Paid or Unpaid)	emails	X	
	Facebook	X	
	Instagram	X	
	Twitter	X	
	LinkedIn		
	Next Door		
Print Materials	Social Media Geo-targeting	X	
	A-frame poster		
	Flyers		
	Postcard		
	Brochure		
	Rack Card		
	Yard Signs		
	Bus Placards		
Surveys	X		
Events	Public Meetings		
	Ribbon Cutting		
	Webinar		
Website Updates	Promo Items / Giveaways		
	Custom Landing Page	X	
	Updates to existing content		
	News Item		
	Graphics /Header/Icons	X	
	Full length (1:00+)		

## FY2024 Wake Transit Work Plan Amendment Schedule

Cycle	Amendment Type	Submission Deadline	Public Review Period	PD Subcommittee Review	TPAC Recommends Work Plan Amendment(s) to Governing Boards	CAMPO TCC Recommendation of TIP* & Work Plan Amendment(s)	CAMPO Executive Board Approves TIP* & Work Plan Amendment(s)	GoTriangle Board of Trustees Approves Work Plan Amendment(s)
2nd Qtr	Major	August. 25, 2023	Sept 1-30, 2023	September 26, 2023	October 11, 2023	November 3, 2023	November 16, 2023	November 16, 2023
	Minor		Sept 1-15, 2023					
3rd Qtr	Major	December 1, 2023	Dec 8-Jan 5, 2024	December 19, 2023	January 18, 2024	February 2, 2024	February 15, 2024	February 22, 2024
	Minor		Dec 8-Dec 22, 2023					
4th Qtr	Major	February 23, 2024	Mar 8-Apr 5, 2024	March 26, 2023	April 17, 2024	May 2, 2024	May 15, 2024	May 22, 2024
	Minor		Mar 8 - Mar 22, 2024					
POP	Special POP Cycle **	May 24, 2024	No public or subcommittee review for special POP amendment cycle		June 12, 2024	August 1, 2024	August 21, 2024	August 28, 2024

\* Some Wake Transit Work Plan amendments will also require a CAMPO Transportation Improvement Program (TIP) amendment. In the event that the TIP amendment schedule does not align with the Work Plan amendment dates, or other factors, such as required air conformity determinations, will delay TIP amendment considerations, the CAMPO TCC and Executive Board will consider those amendments for approval at the soonest opportunity.

\*\* The special amendment request cycle for Period of Performance (POP) extension requests was approved as part of the Wake Transit Work Plan Amendment Policy update in 2022. This 4th scheduled amendment cycle ONLY allows POP extension requests for projects with agreements set to expire in the upcoming fiscal year. These requests are not subject to the public or subcommittee review processes prior to TPAC consideration.

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*FY 2024 Q4 Wake Transit Work Plan Amendment Requests*  
*March 8 - April 5, 2024*  
***Communications Schedule***

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**Website**

- Website content on GoForward (March 8 - April 5, 2024)
- Public Input Comment Box on GoForward (March 8 - April 5, 2024)
- PDF of Amendment Request Details on CAMPO website (March 8 - April 5, 2024)

**Graphics**

- Website (March 8 - April 5, 2024)
- Social Media (March 8 - April 5, 2024)

**Emails**

- Email 1 on March 8, 2024
- Email 2 on April 1, 2024
- Email 3 on April 5, 2024

**Social Media**

- Social Media Post 1 on March 8, 2024
- Social Media Post 2 on March 13, 2024
- Social Media Post 3 on March 20, 2024
- Social Media Post 4 on April 1, 2024
- Social Media Post 5 on April 5, 2024

**News Release**

- March 15, 2024

**Metrics**

- Email analytics (ASAP after the comment period)
- News Release metrics (ASAP after the comment period)
- Social Media analytics (ASAP after the comment period)
- Survey Comments (ASAP after the comment period)
- Website analytics (ASAP after the comment period)

*FY 2024 Q4 Wake Transit Work Plan Amendment Requests  
March 8 – April 5, 2024*

*Email Campaign*

**March 8, 2024**

Wake Transit Stakeholder,

**City or Town** has requested # amendments to the FY2024 Q4 Wake Transit Work Plan. Public Notice is given that the amendment requests are available for public review and comment from **Friday, March 8, 2024**, through **Friday, April 5, 2024**. A summary of the # amendment requests, along with documentation for each individual request, is available at the link below. <https://www.campo-nc.us/programs-studies/transit/wake-transit-plan/annual-work-plans>

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels:

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

Mail: GoTriangle, C&PA, Wake Transit, 4600 Emperor Blvd., Suite 100, Durham, NC 27703

Text: **????** to 855-925-2801 (charges may apply)

Call: 855-925-2801 (toll-free) and enter code **????** to leave a voicemail

Regional Call Center: GoTriangle, (919) 485-RIDE (7433)

Thank you,

The Wake Transit Team

**April 1, 2024**

Wake Transit Stakeholder,

Your comments help ensure a public transit system that is safe and accessible, while adding to the quality of life of all residents. There is a 30-day public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests that extends through April 5, 2024.

The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network. There are "Four Big Moves" that guide all investment decisions: 1) Connect the region; 2) Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels.

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

Mail: GoTriangle, C&PA, Wake Transit, 4600 Emperor Blvd., Suite 100, Durham, NC 27703

Text: **7777** to 855-925-2801 (charges may apply)

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Regional Call Center: GoTriangle, (919) 485-RIDE (7433)

Thank you,

The Wake Transit Team



**April 5, 2024**

Wake Transit Stakeholder,

Today is the final day of the community review and public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests. Please take a few moments now to add your opinion on the future of transit in Wake County.

Input from community members and other Wake Transit stakeholders is vital to the planning process. There are several ways for individuals and groups to submit their input. Public comments are accepted through the following channels.

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

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Thank you,

The Wake Transit Team

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*FY 2024 Q4 Wake Transit Work Plan Amendment Requests*  
*March 8 - April 5, 2024*  
*Social Media*

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**March 8, 2024**

Public Notice is given that # amendments requested of Wake Transit for FY24 Q4 are available for public review and comment from **Friday, March 8, 2024**, through **Friday, April 5, 2024**. Learn more and comment through the following link: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit

**March 13, 2024**

The FY 2024 Q4 Wake Transit Work Plan Amendment Requests are available for community review during a 30-day comment period through April 5, 2024. Your opinion matters and helps Wake Transit stay in sync with local communities, the environment, and the economy. Learn more: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit

**March 20, 2024**

Public Notice: the 30-day public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests extends through April 5, 2024. The goal of the Wake Transit Plan is to improve and expand upon Wake County's transit network. Learn more: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit

**April 1, 2024**

We want to hear from you during the 30-day community review and public comment period for the Draft FY 2025 Wake Transit Work Plan, which runs through March 26, 2024. [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) #WakeTransit

**April 5, 2024**

Today is the last day of the public comment period for the FY 2024 Q4 Wake Transit Work Plan Amendment Requests. Add your voice to the future of transit in Wake County by visiting [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake) and submitting comments. #WakeTransit

## **# amendments requested of Wake Transit for FY2024 Q4**

**Location:** [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

**Timing:** Friday, March 8, 2024 through Friday, April 5, 2024

**Document Link/PDF:** <https://www.campo-nc.us/programs-studies/transit/wake-transit-plan/annual-work-plans>

### **Public Input Survey (Demographic Questions and Comment Box Options):**

**City or Town** has requested # amendments to the FY2024 Q4 Wake Transit Work Plan. Public Notice is given that the amendment requests are available for public review and comment from **Friday, March 8, 2024**, through **Friday, April 5, 2024**. A summary of the # amendment requests, along with documentation for each individual request, is available at the link below:

<https://www.campo-nc.us/programs-studies/transit/wake-transit-plan/annual-work-plans>

Public comments are also accepted through the following channels and the online link below:

Online: [goforwardnc.org/getinvolvedwake](https://goforwardnc.org/getinvolvedwake)

Email: [info@goforwardnc.org](mailto:info@goforwardnc.org)

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