

## 2035 WAKE TRANSIT PLAN UPDATE

### PUBLIC ENGAGEMENT PLAN

The following Public Engagement Plan (PEP) for the 2035 Wake Transit Plan Update is consistent with the Capital Area Metropolitan Planning Organization (CAMPO)'s Public Participation Plan (PPP) and the Wake Transit Community Engagement (CE) Policy.

#### Introduction

The introduction of the PEP will outline the project understanding, purpose, and anticipated timeline of the Wake Transit Plan Update.

#### Project Understanding

In November 2016, Wake County voters approved a half-cent, transit-dedicated sales tax to invest in the public transportation network in Wake County. The Wake County Transit Plan (Wake Transit Plan) is a financially constrained plan that reflects the public transportation priorities of the community and identifies investments that will improve and expand the transit network over the next ten years.

The Updated Plan will be adopted by the two Wake Transit governing boards: the CAMPO Executive Board and GoTriangle Board of Trustees.

#### Project Purpose

The purpose of the Wake Transit Plan Update is to reassess transit investment priorities associated with the "Four Big Moves" established in the original 2016 Wake County Transit Plan. Public engagement will aim to confirm public priorities associated with transportation investments within each of the "Big Moves," and later, gather feedback related to investment strategies developed and evaluated throughout the plan development process.

The development of the PEP began with an engagement diagnostic. The PEP relied on the information outlined in the Community Engagement (CE) Policy. The CE Policy establishes the engagement requirements for the planning, programming, and development of Wake Transit Plan related documents. It outlines a thoughtful set of guiding principles to assist in the development of community engagement strategies. The 2035 Wake Transit Plan will be built on a foundation of strong, meaningful public engagement.

#### Project Timeline

It is anticipated that the Wake Transit Plan Update will take 18- 24 months to complete. Refer to Public Engagement Phases section for project timeline details (page 5).

## Engagement Principles

The following approach aligns the plan outcomes with the desires of the community. The approach aims to facilitate an equitable planning process that uses a multifaceted approach to reach community members that live, work, and travel throughout Wake County.

### Accountability

- Coordinate with the Transit Planning Advisory Committee (TPAC) members so they may support planning efforts.
- Conduct a performance assessment to ensure engagement efforts meet objectives.

### Report outreach results back to the public Inclusivity

- Provide equitable access and opportunities to contribute meaningful input into the decision-making process.
- Create a variety of options and platforms for the community to engage with.

### Transparency

- Distribute information in a timely manner that outlines the purpose, intent, and relevance of engagement effort.
- Define the community's role in the decision-making process and clearly communicate how community feedback was incorporated into draft and final outcomes.
- Keep all staff and stakeholder groups, as well as the general public, informed of past, current, and future engagement efforts and results.

## People and Parties

The outreach process is meant to facilitate the continuous coordination between the project management team—made up of CAMPO staff and the consultant team—and the stakeholders and community groups as outlined below.

### Core Technical Team

The Core Technical Team (CTT) is composed of staff from CAMPO and other Wake Transit partner agencies. The CTT has two focus areas: technical components and public engagement. Members will have regular meetings and receive updates at key decision-making milestones throughout the course of the project to provide guidance related to the development of technical and public engagement materials. Whenever necessary, review and discussion related to the development of technical materials and public engagement materials will happen at separate CTT meetings. The TPAC Community Engagement (CE) Subcommittee will comprise the engagement member portion of the CTT. Engagement components of the Plan update process will be discussed at the monthly CE meetings whenever the update schedule allows, or at joint or special meetings when needed. The following table outlines the tentative meeting dates and topics.

Phase	Meeting Date	Meeting Topic
<b>Phase 1</b> State of the Plan and Investment Prioritization	February 2024	Discuss project scope and schedule, review draft Public Engagement Plan, and provide input on plan elements.
	March 2024	Review the inventory of investments, outcomes, and spending based on the recommendations of the prior Wake Transit Plan. Review and provide input on draft materials for Phase 1 engagement activities.
	April 2024	Provide support to Phase 1 engagement activities
	June 2024	Receive and discuss the Phase 1 engagement summary report and provide input, as needed, for Phase 2 implementation
<b>Phase 2</b> Draft Prioritization Policy and Investment Scenario Options	September/ October 2024	Review and confirm the draft transit investment scenarios and concepts to be released for public input. Review and finalize the draft Prioritization Policy prior to public comment period.
	November 2024	Provide support to Phase 2 engagement activities

Phase	Meeting Date	Meeting Topic
	January 2025	Review Phase 2 engagement summary and discuss how to craft draft recommended investment strategy.
<b>Phase 3</b> Draft 2035 WTP	March/April 2025	Provide input on preferred investment scenario and discuss how to present the draft 2035 Wake Transit Plan Update to different audiences.
<b>Phase 4</b> Recommended 2035 WTPU	July/August 2025	The draft 2035 Wake Transit Plan Update will be published for public comment and review. This phase will include a public hearing of the 2035 Wake Transit Plan Update.
<b>Phase 5</b> Project Wrap Up	September/ October 2025	Review any comments from public comment and incorporate into the final document. This final phase of engagement will conclude with an adopted 2035 Wake Transit Plan Update.

### Stakeholder Advisory Committee

The Stakeholder Advisory Committee (SAC) will be comprised of a broad group of community and organizational stakeholders. The SAC will be actively engaged in 2035 Wake Transit Plan Update development, including at least one scheduled touchpoint during each phase of the planning process, approximately once per phase. The following table outlines the tentative dates and topics to be covered with the SAC (virtually or in person), to be determined through coordination with PMT for each phase.

Phase	Meeting Date	Meeting Topic
<b>Phase 1</b> State of the Plan and Investment Prioritization	April 2024	Discuss Phase 1 engagement strategies and materials for in-person and online engagement. Solicit support in distribution of engagement materials and surveys.
	June 2024	Discuss Phase 1 engagement results and opportunities to enhance engagement for Phase 2.
<b>Phase 2</b> Draft Prioritization Policy and	September 2024	Discuss Phase 2 engagement strategies and materials for in-person and online engagement surrounding investment scenarios. Solicit support in distribution of engagement materials and surveys.

Phase	Meeting Date	Meeting Topic
Investment Scenario Options	December 2024	Discuss Phase 2 engagement results and opportunities to enhance engagement for Phase 3.
<b>Phase 3</b> Draft 2035 WTP	February 2025	Discuss Phase 3 engagement strategies and materials for in-person and online engagement surrounding recommended investment strategies. Solicit support in distribution of engagement materials and surveys.
	May 2025	Discuss Phase 3 engagement results and how to incorporate input into the final document.
<b>Phase 4</b> Recommended 2035 WTPU	July/August 2025	Review the engagement summary report to be presented along with the draft 2035 Wake Transit Plan Update.
<b>Phase 5</b> Project Wrap Up	September/ October 2025	Provide notice to community members that the 2035 Wake Transit Plan Update has been adopted.

The representatives from the following entities will be included in the SAC:

- Apex
- CAMPO
- Cary
- Central Pines Regional Council
- Downtown Raleigh Alliance (DRA)
- Federal Highway Administration
- Fuquay-Varina
- Garner
- GoRaleigh
- GoTriangle
- GoWake Access Transportation
- Holly Springs
- Institute for Transportation Research and Education (ITRE)
- Knightdale
- Morrisville
- NCDOT Division 5

- NCDOT Rail
- NCDOT Transportation Planning Division (TPD)
- NC State University
- Oaks and Spokes
- Raleigh
- Regional Transportation Alliance (RTA)
- Rolesville
- Shaw University
- Wake County
- Wake Forest
- Wake Technical Community College
- WakeUp Wake County
- Wendell
- Zebulon

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## Outreach Tactics and Methods

A successful engagement campaign includes a variety of events that work harmoniously to effectively share and collect information needed while reaching both a broad and targeted sample of the community. The PEP provides an outline of the engagement process planned for the 2035 Wake Transit Plan update process. It provides the broad framework for when the community can expect to be communicated with and have opportunity to provide input into the planning process. Specific tactics and methods for how the engagement for each phase will be executed will be outlined in a unique strategy document developed closer to each phase kickoff. There are many available strategies to ensure successful, impactful, clear, cooperative and meaningful engagement both in-person and virtually.

A priority of the PM Team is to make events and activities designed to gather public feedback, as accessible and available as possible. As such, events will be planned at days and times most likely to be convenient for target audiences and intended event participants, online options to view and react to information shared at in person events will be developed, translation will be incorporated into the project website, key materials and notices will be published in English and Spanish, locations of public events will be ADA accessible and be located near transit routes whenever possible. There will also be an email and call-in option provided for those who need to request accommodation to be able to participate in the planning process.

The PEP proposes that the following outreach tactics and methods be utilized in support of appropriate engagement phases.

### Public Events (Meetings, Open-houses, and Workshops)

Public events are designed to be interactive in nature; to engage the community in the planning process. They are facilitated using a blend of informational stations and participatory activities designed to gather input from participants. Public events will be held in engagement phases 1-4 with consultant support from Kimley-Horn and P3. At least one member present from the consultant team will be able to speak Spanish.

Prior to the public events, Kimley-Horn will prepare an engagement abstract as part of the engagement phase strategy outlining the intended purpose and details of the event including staff, stations, questions, and materials needed. The consultant team will also prepare advertising materials and content. GoTriangle staff will be responsible for sending the advertising material out to the public through established channels. CAMPO staff will secure the date, time, and location of the public workshop and disseminate the invitation through TPAC, CTT and SAC. The public events will be summarized in the engagement summary report to be included in the appendix of the adopted Plan.

### Pop-Up Events

Pop-up events will be strategically held at transit centers, key activity centers, and community events across Wake County. These events are meant to meet community members where they already are, including, but not limited to:

- Transit Riders
- Limited English Proficiency (LEP) populations
- Spanish-Speaking Community
- Racial and Ethnic Minority Populations
- People with Disabilities
- No Vehicle Households
- Low-Income Populations
- Foreign-Born Populations
- Older Adult Populations

There will be a maximum of six pop-up events planned to support engagement phases 1-3, six events per each phase. It is anticipated that there will be a total of eighteen pop-up events.

Kimley-Horn, P3, and the CTT will work to identify the dates, times, and locations of the pop-up events at the onset of the project's engagement planning process to establish points of communication that will be used throughout the project lifecycle. Kimley-Horn will prepare and produce the pop-up event materials in both English and Spanish (in-person translation will be provided on an as-needed basis). The materials will contain information relevant to each stage of the project as well as any known future opportunities for engagement in the form of flyers, brochures, postcards, etc. P3 will be responsible for facilitating, gathering input, and summarizing the pop-up events. The pop-up events will be summarized in a brief memo format to be included in the engagement summary report.

Additional pop-up events could be facilitated by Wake Transit Partners after attending the "train the trainer" event (see below).

### **Train the Trainer Event**

A "train the trainer" event will be held for Phases 1-4. The purpose is to leverage resources and involve Wake Transit partners in the Plan update communications process. These events will train partner and lead agency staff to effectively explain technical materials, communicate goals and objectives of each phase of the project, respectively, successfully facilitate surveys, gather input from the community, and discuss potential outcomes with community stakeholders and members of the public at pop-up events, public events, at meetings with their elected officials, chambers, boards, community groups, etc.

### **Focus Groups**

Focus groups or stakeholder interviews will serve as an opportunity to get more targeted feedback from select community members. There will be up to three, 60-minute interviews (that could be held virtually or in person) scheduled for each phase of engagement. Kimley-Horn and P3 will work with CAMPO staff to identify focus group

members at the onset of the planning process. The focus groups could consist of members from the following groups:

- Transportation disadvantages populations
- Choice transit riders
- Local business community (non-profit and for profit)
- College/University student groups

A list of draft questions for the focus groups will be reviewed and confirmed by the Project Management Team (PMT) and CTT. CAMPO will secure the venue and will email meeting invitations to focus group members.. P3 will be responsible for providing the necessary materials, facilitating, gathering input resulting from group discussion, and summarizing the focus groups' conversations and key outcomes. The focus group summary will consist of a brief memo to be included in the ESR for the related engagement phase.

## Online Campaign

The online campaign will complement the in-person engagement efforts. As a standing, dedicated website, stakeholders and community groups can find information on the status of the project, past and next steps of the process, and resources pertaining to the 2035 Wake Transit Plan Update. For every phase of engagement, an ESR will be created and posted as information on the project webpage. A combined project ESR will be included in the appendix of the adopted 2035Plan.

## Project Website

The project website—hosted on PublicInput.com—is intended to be the engagement hub for the duration of the project. It will include project information, a project schedule, public-facing documents, engagement and outreach notices and progress updates. On the project website, participants will be able to sign-up to receive project updates, view project scope, schedule and progress information including notice on major milestones and engagement opportunities, as well as submit questions and comments to the planning team.

Kimley-Horn will create appropriate content to post on the website for each phase of engagement. Kimley-Horn and P3 will work with CAMPO staff to develop and maintain the project website, making updates as needed to coincide with current project activities. Kimley-Horn will also prepare engagement advertisements for the project website. All print materials used for other types of engagement will include the project website or a QR code directing people towards the site. Accommodation requests can be submitted through the website or by phone.

## Virtual Open-House

Content for a virtual open house meeting room will be developed by Kimley-Horn to be posted by CAMPO staff in each phase of engagement. Information posted will be a virtual representation of what is being provided at in-person events. The virtual room will

serve as a branded space where both the general public has the ability to “attend” a public meeting to view information, and SAC members can “meet” in the lobby to review materials. CAMPO staff will be responsible for collecting and documenting any public comments gathered via the virtual open house space and will provide the feedback collected to Kimley-Horn to be included in the public engagement summary.

### Online Survey

Three online public surveys will be created (one for each phase of engagement). Kimley-Horn will create an abstract that describes the purpose and intent of the survey, including recommended platform, initial survey content, and development timeframe. Kimley-Horn will also provide the survey in a print format to be distributed by the PMT, CTT and SAC and TPAC members. . The surveys and all associated materials will be provided in both English and Spanish and will be developed into a printable version for use at in-person events and for other appropriate locations and activities

Kimley-Horn will be responsible for creating print and web advertisements for each survey. The consultant team will print all handout materials, posters and fliers and GoTriangle will distribute electronic massaging to Wake Transit stakeholders and Wake County community members through established channels including email notice and on social media. CAMPO and other partner will also promote and advertise engagement opportunities through their agency channels.

### Social Media

Social media posts and email content will be shared at key points identified in the strategy or each engagement phase to share relevant materials, surveys, and information regarding opportunities for engagement. Kimley-Horn and Nelson Nygaard will develop materials to include graphic design support including infographics, email banners, e-posters and flyers to support outreach and engagement activities. The materials will be formatted for ease of sharing on social media platforms and the project website. Social media advertisements will be provided in both English and Spanish.

Kimley-Horn will develop a social media posting schedule and share it as part of the train the trainer materials. GoTriangle will be responsible for posts being published on both GoTriangle and GoForward/Wake Transit social media accounts, CAMPO staff on their accounts and other partners will be asked to support through their accounts.

## Public Engagement Phases

This section outlines the three phases of outreach with one optional phase. Each phase details the intended audience, anticipated outcomes, roles and responsibilities, and timeframe for each outreach event, activity, or advertisement. The phases each have an overarching purpose with defined outcomes to guide outreach events. The three phases include:

### **Phase 1: State of the Plan and Investment Priorities**

*January – June 2024*

In this Phase, the “state of the Wake Transit Plan” will be shared with stakeholders and community members for their input and comment. The goal of this phase will be to educate stakeholders and the public on the status of Wake Transit Plan implementation, including successes, challenges, and new opportunities. The goal will be to collect feedback on satisfaction with progress towards the original Wake County Transit Plans “Four Big Moves,” as well as insights into regional investment priorities.

### **Phase 2: Draft Prioritization Policy and Transit Investment Scenario Options**

*July – December 2024*

In Phase 2, the planning team will share the results from the first phase of engagement, present the draft Prioritization Policy update for review and comment, review revenue projections and discuss the choices and tradeoffs process, educate participants on various project types and investment scenarios to gather input on investment options that will be used to develop a preferred scenario for the draft 2035 Wake Transit Plan,

### **Phase 3: Draft 2035 Wake Transit Plan**

*January – May 2025*

In Phase 3, the draft Wake Transit Plan will be shared with the public. The focus of this Phase will be to collect feedback on the proposed investment strategy extending out through FY2035. Participants will be asked to confirm that the draft investment strategy and other plan components reflect their priorities from for Wake County transit network improvement and expansion through FY2035.

### **Phase 4: Recommended 2035 Wake Transit Work Plan**

*July – August 2025*

The TPAC recommended Wake Transit Plan will be released for a 30-day public comment period. During that time, a public hearing will be held jointly by the CAMPO and GoTriangle governing boards. The compiled engagement summary report will be presented with the recommended plan to the governing boards for adoption.

### **Phase 5: Community Wrap Up**

*September – October 2025*

The final engagement phase is digital, providing notice to Wake County community members, the CTT and SAC members as well as notice to member boards and committees that the 2035 Wake Transit Plan Update has been adopted and is now available. A final edit to the project webpage will be completed and the page will become static.

The 2035 Wake Transit Vision Plan Update is a multi-agency-led effort. The table below details the type and number of activities planned for each phase of engagement. CAMPO is the project manager for the Wake Transit Plan Update process and leads the technical and engagement strategy development with support from the consultant team. GoTriangle is the designated lead agency for Wake Transit communications and outreach. Consultant staff will be responsible for the development of messaging, materials, visuals, with review and guidance provided by CAMPO staff. GoTriangle staff will play a key role in disseminating project information to the community utilizing established technologies and methods, staffing in-person events, and supporting distribution efforts, as well as posting the project links on both their agency website and the GoForwardNC website. GoTriangle staff are members of the PMT and CTT to ensure they are aware of development timelines and engagement strategies early.

### Phase I: State of the Plan and Investment Prioritization

The goal of Phase 1 will be educating stakeholders and the public on the status of the Wake County Transit Plan including successes, challenges, and opportunities. The results of this phase will be used reprioritize the Wake County Transit Plan goals and objectives.

**Notes:**

*PMT meetings occur bi-weekly and are not shown on the schedule.*

*Not all CTT meetings are shown as some CTT meetings will not be related directly to engagement.*

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Kickoff	December 2023	PMT	Introduce the PMT to the overarching plan goals and process	Send meeting invitation, prepare materials, summarize feedback	Identify PMT members
Branding	January 2024	General Public	Create project branding guidelines to establish project brand and feel	Create branding materials	Approve and finalize branding concepts
CTT	January 2024	CTT	Introduce the CTT to the overarching plan goals and process	Send meeting invitation, prepare materials, summarize feedback	Provide support
Project Website	February 2024	General Public	Launch the public website as the project's engagement hub	Create content, upload to project website	Maintain site as needed

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
CE Subcommittee	February 2024	CE Subcommittee	Review the PEP and Phase 1 Engagement Strategy	Prepare materials, summarize feedback	Send meeting invitation, send meeting materials
Train the Trainer	March 2024	Trainers	Train trainers to understand content, objectives, and facilitation of public survey content	Send meeting invitation, prepare materials	Secure meeting location
CTT Meeting	March 2024	CTT	Review State of the Plan.	Send meeting invitation, prepare materials, summarize feedback	Provide support
SAC	April 2024	SAC	Discuss Phase 1 outreach materials	Send meeting invitation, prepare materials, summarize and incorporate feedback	Identify SAC members, secure meeting location
CE Subcommittee	April 2024	CE	Provide support to Phase 1 engagement activities.	Prepare materials	Provide support
Social Media	April 2024	General Public	Advertise the first public workshop and survey on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	April 2024	General Public	Hold one public workshop to collect input on goals and priorities	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting
Public Survey	April 2024	General Public	Target online feedback to collect input on goals and priorities	Draft and create survey content, prepare advertisement materials, and summarize feedback	Promote survey
Pop-Ups (6)	April 2024	General Public	Target in-person feedback on goals and priorities	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
CTT	June 2024	CTT	Discuss engagement results	Send meeting invitation, prepare materials	Secure meeting location
SAC	June 2024	SAC	Discuss engagement results	Send meeting invitation, prepare materials	Secure meeting location

## Phase 2: Draft Prioritization Policy and Investment Scenario Options

The goal of Phase 2 is to report on the results of the first phase of engagement. This phase of engagement will focus on identifying and confirming tradeoffs based on the established priorities of Phase 1. The outcomes of Phase 2 will be used to create investment strategies in Phase 3.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	September 2024	General Public	Update the project website with Phase 2 information	Create content, upload to project website	Maintain site as needed
CTT	September 2024	CTT	Review draft transit investment scenarios and concepts.	Send meeting invitation, prepare materials, summarize and incorporate feedback	Provide support
CE Subcommittee	September 2024	CE Subcommittee	Review draft transit investment scenarios and concepts.	Prepare materials, summarize feedback	Send meeting invitation, send meeting materials
SAC	September 2024	SAC	Discuss Phase 2 outreach materials	Send meeting invitation, prepare materials, summarize and incorporate feedback	Identify SAC members, secure meeting location
Train the Trainer	October 2024	Trainers	Train trainers to understand content, objectives, and facilitation of public survey content	Send meeting invitation, prepare materials	Secure meeting location
Social Media	October 2024	General Public	Advertise the second public workshop and survey on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	October 2024	General Public	Hold one public workshop to collect input on draft transit investment scenarios and concepts	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting
Public Survey	October 2024	General Public	Target online feedback to collect input on draft transit investment scenarios and concepts	Draft and create survey content, prepare advertisement materials, and summarize feedback	Promote survey

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
CE Subcommittee	November 2024	CE Subcommittee	Provide support to Phase 2 engagement activities	Prepare materials	Provide support
Pop-Ups (6)	November 2024	General Public	Target in-person feedback on draft transit investment scenarios and concepts	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Focus Group (3)	November 2024	Focus Group	Interview focus groups on draft transit investment scenarios and concepts	Create content and facilitate group discussions	Identify focus group members and participants
SAC	December 2024	SAC	Discuss engagement results	Send meeting invitation, prepare materials	Secure meeting location
CTT	January 2025	CTT	Discuss engagement results	Send meeting invitation, prepare materials	Provide support

### Phase 3: Draft 2035 Wake Transit Plan Update

Phase 3 will focus on sharing the draft Wake County Transit Plan investment strategies. This phase will gather feedback from community members on the investment strategies.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	February 2025	General Public	Update the project website with Phase 3 information	Create content, upload to project website	Maintain site as needed
CTT	March 2025	CTT	Provide input on preferred investment scenario	Send meeting invitation, prepare materials, summarize and incorporate feedback	Provide support
CE Subcommittee	March 2025	CE Subcommittee	Discuss how to present the 2035 Wake Transit Plan Update to different audiences	Prepare materials, summarize feedback	Send meeting invitation, send meeting materials

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
SAC	March 2025	SAC	Discuss materials for final phase of engagement	Send meeting invitation, prepare materials, summarize and incorporate feedback	Identify SAC members, secure meeting location
Social Media	March 2025	General Public	Advertise the third public workshop on social media/email	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Public Meeting	March 2025	General Public	Hold public workshop to collect input on draft Vision Plan Update document	Create meeting content, create advertisements, and staff meeting	Secure meeting location and advertise meeting
Pop-Ups (6)	April 2025	General Public	Target in-person feedback on draft Vision Plan Update document	Create content, translate materials into Spanish	Promote and advertise on networks and listservs
Focus Group (3)	April 2025	Focus Group	Interview focus groups on draft Vision Plan Update document	Create content and facilitate group discussions	Identify focus group members and participants
SAC	May 2025	SAC	Discuss engagement results	Send meeting invitation, prepare materials	Secure meeting location

#### Phase 4: Recommended 2035 Wake Transit Plan Update

In Phase 4, the draft 2035 Wake Transit Plan Update will be published for public comment and review. This phase will include a public hearing of the plan.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	July 2025	General Public	Update the project website with Phase 4 information	Create content, upload to project website	Maintain site as needed

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
CTT	August 2025	CTT	Review public comments received and determine how to incorporate	Send meeting invitation, prepare materials, summarize and incorporate feedback	Provide support
CE Subcommittee	August 2025	CE Subcommittee	Review public comments received and determine how to incorporate	Prepare materials, summarize feedback	Send meeting invitation, send meeting materials

### Phase 5: Project Wrap Up

Phase 5 will conclude the public comment period. The comments will be incorporated into the final 2035 Wake Transit Plan Update. This phase will include the adoption of the final plan.

Outreach Event	Schedule	Intended Audience	Purpose and Outcomes	Responsibilities	
				Consultant Team	CAMPO
Project Website	September 2025	General Public	Update the project website with Phase 5 information	Create content, upload to project website	Maintain site as needed
CTT	October 2025	CTT	Review final presentation to adopting governing bodies	Send meeting invitation, prepare materials, summarize and incorporate feedback	Provide support
CE Subcommittee	October 2025	CE Subcommittee	Review final presentation to adopting governing bodies	Prepare materials, summarize feedback	Send meeting invitation, send meeting materials

## Measures of Success

To monitor the success of the engagement strategy identified in this PEP, the following measures are defined below. These measures will be evaluated during each of the three phases of engagement and be included in the final engagement summary.

### Quality

- Intentional timing of engagement with project milestones to ensure feedback aligns with critical decision-making points.
- Evaluate feedback for its value added to the planning process and planning outcomes.
- Provide opportunities for input to be open-ended and transit-adjacent to understand the holistic transportation network context.

### Quantity

- Total number of active participants reached through events and social media.
- Total number of active participants by demographic subsets reached through events and social media.
- Total number of project email updates sent at the beginning and end of each public engagement phase.
- Total number of events held in each geographic location.

### Inclusivity

- Ensure engagement materials are available in the following ways:
  - Across mediums (i.e., online, in-person, and passively).
  - Across geographies (i.e., urban and rural areas of the study area).
  - Available with cognizance of user (i.e., commuter, visitors, residence, renters, recreational users, etc.)
  - Accessible for diverse audiences regardless of sex, race or ethnicity, educational level, disability, or language.
- Select outreach locations based upon county equity analysis results
- Adjust engagement activities as necessary to provide meaningful ways to engage if previous methods fall short.