

March 13, 2024

Year:	2024	TPAC Subcommittee Work Task List - <u>MONTHLY REPORT FORM</u>	
Period:	February-July	Community Engagement	
Task Type	Task Month(s)	Description	Progress Notes
Recurring/Annual	Feb-May	Participate in the development of engagement strategies for the FY25 Wake Transit Work Plan and support the community outreach process	Feb: Work Plan strategy finalized and materials created for in-person and digital engagement. Public comment period runs 2/26-3/26/24.
Recurring/Annual	May-June	Receive an update to the Wake Transit project sponsor engagement strategy presentations schedule to include applicable FY2018-2025 projects	
Recurring/Annual	March - June	Receive the draft and recommended FY25 Work Plan engagement summary report	
Recurring/Annual	June-July	Participate in the annual engagement & communications after-action review process, including recommendations for CE Policy updates when needed	
Recurring/Annual	Feb-July	Receive project sponsor engagement activity presentations including CE Strategies and Engagement Plans, as well as launch updates.	Feb: Received strategy presentation for FY24 Q4 Work Plan amendment requests, and for the Wake Transit Plan Update PEP.
Recurring/Annual	Feb-July	Review and provide feedback on Wake Transit program-level print and electronic materials developed for public distribution or partner use.	Feb: Sample materials were ordered and will be revised to include Wake Transit specific brand identification.
Recurring/Annual	Feb-July	Provide strategic support and promotion of Wake Transit program-level engagement and communications activities, and project-level as requested (Ex. Wake Transit Plan Update, return to fares, rider technology updates, etc.)	Feb: Partners were asked to help amplify the Draft Work Plan and the FY24 Q4 review periods.
Recurring/Annual	Feb-July	Receive notice when the Wake Transit Tracker is updated to help promote the site	
Recurring/Annual	Feb-July	Receive updates on transit related survey plans, processes and final reports (Ex. household survey, onboard results, ridership input, etc.)	Jan: Results of the 2023 Onboard Customer Survey were presented.
Specialized	March-July	Develop a policy statement that addresses the use of Wake Transit funds for incentivizing community engagement participation	Feb: GoT consulted with its legal team. Discussion with TPAC members is the next step.

Specialized	Feb-March	Receive access to and instructions for utilizing the Wake Transit SharePoint site, specifically the WT Engagement folder that includes the strategy and reporting templates and other resources	Jan: Introduced the WT Engagement SharePoint file and reviewed uploaded documents.
Specialized	Jan-March	Review methodology for establishing a project's engagement specific performance targets and receive the basic countywide, ACS data backed, equity performance targets.	Feb: received countywide equity analysis results using ACS data released in December.
Specialized	Jan-March	Receive instructions on how to conduct an engagement-focused equity analysis for various project geographic boundaries	
Specialized	Feb-July	Participate in engagement planning and implementation activities for the FY2035 Wake Transit Plan Update process including the rebranding of Wake Transit	
Specialized	Feb-July	Participate in ongoing development of Wake Transit's boilerplate language for use in outreach materials	
Specialized	Feb-July	AAR Recommendation: Create variety of Wake Transit communication materials (Ex. video script, The Ride, website updates, PowerPoint presentations, etc.	Feb: Discussed idea to develop a new animation video and related marketing campaign for Wake Transit awareness campaign.
Specialized	Feb-July	AAR Recommendation: Community Engagement Strategy Forms: Update in progress (Level 1 & Level 2)	Jan: Level 1-3 forms presented and are in use. Will be finalized and incorporated into CE Policy, summer 2024.
Recurring/Annual	June-July	Develop and adopt the CE Aug-Jan Work Task List	
Recurring/Annual	Nov-Dec	Receive presentations on Wake Transit-funded engagement-related expenditures (Ex. project #TO002-D)	
Specialized	March-July	Finalize recommendations for CE Policy updates and incorporate as needed into the Work Plan Funding Request and Amendment Request application materials	