

<b>Year:</b>	<b>2024</b>	<b>TPAC Subcommittee Work Task List - <u>MONTHLY REPORT FORM</u></b>	
<b>Period:</b>	<b>February-July</b>	<b>Community Engagement</b>	
<b>Task Type</b>	<b>Task Month(s)</b>	<b>Description</b>	<b>Progress Notes</b>
Recurring/Annual	Feb-May	Participate in the development of engagement strategies for the FY25 Wake Transit Work Plan and support the community outreach process	<b>Feb:</b> Work Plan strategy finalized and materials created for in-person and digital engagement. Public comment period runs 2/26-3/26/24. <b>March:</b> Public Comment period ended. Nearly 200 comments received.
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	<b>April:</b> Draft FY25 Work Plan summary report scheduled for submission and presentation to CE Sub and TPAC.
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.	<b>Feb:</b> 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.	<b>Feb:</b> Sample materials were ordered and will be revised to include Wake Transit specific identification along with WTP Update logo items. <b>April:</b> Tablecloths and popular "swag" items were quoted through the vendor. A purchase order was created and should be placed week of April 8. Items to be emblazoned with the new Wake Transit Plan logo.

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.)	<b>Feb:</b> Partners were asked to help amplify the Draft Work Plan and the FY24 Q4 review periods.  <b>March &amp; April:</b> Partners supported in person events and digital engagement efforts as the Draft FY25 engagement period and the FY24 Q4 Wake Transit Work Plan Amendment Requests continued and concluded.
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.)	<b>Jan:</b> 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	<b>Feb:</b> GoT consulted with its legal team. Discussion with TPAC members is the next step.  <b>April:</b> A policy statement was developed by lead agency personnel and will be presented to CE subcommittee for consideration.
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	<b>Jan:</b> 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.	<b>Feb:</b> received the 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.)	<b>Feb:</b> Discussed idea to develop a new animation video and related marketing campaign for Wake Transit awareness campaign. <b>April:</b> GoTriangle staff has received proposals from three Wake County production companies for an animated video.
Specialized	Feb-July	AAR Recommendation: Community Engagement Strategy Forms: Update in progress (Level 1 & Level 2)	<b>Jan:</b> 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	