

May Update

Year:	2024	TPAC Subcommittee Work Task List - <b><u>MONTHLY REPORT FORM</u></b>	
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	<p><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.</p> <p><b>March:</b> Public Comment period ended. Nearly 200 comments received.</p> <p><b>May:</b> Developed and presented engagement strategy for the Recommended FY25 Wake Transit Work Plan to the CE Subcommittee on 5.23.24.</p> <p><b>June:</b> The public comment period for the Recommended FY25 Work Plan concluded on June 12 with 56 total comments.</p>
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	<p><b>April:</b> Draft FY 2025 Wake Transit Work Plan Summary Report presented to the TPAC during its meeting on 4.17.24.</p> <p><b>June:</b> Presented the Recommended FY 2025 Wake Transit Work Plan engagement summary report to the CE Subcommittee on 06.27.24.</p>
Recurring/Annual	June-July	Participate in the annual engagement & communications after-action review process, including recommendations for CE Policy updates when needed	<p><b>June:</b> After Action Review Workshop scheduled for July 25 during the CE Subcommittee meeting.</p>

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Recurring/Annual	Feb-July	Receive project sponsor engagement activity presentations including CE Strategies and Engagement Plans, as well as launch updates.	<p><b>Feb:</b> Received strategy presentation for FY24 Q4 Work Plan amendment requests, and for the Wake Transit Plan Update PEP.</p> <p><b>April:</b> Received updates from GoTriangle staff on the Return to Fare engagement strategy and the Triangle Mobility Hub/Regional Transit Center project engagement.</p> <p><b>June:</b> Received Return To Fare updates from GoTriangle and GoRaleigh during the June 27 CE Subcommittee meeting.</p>
Recurring/Annual	Feb-July	Review and provide feedback on Wake Transit program-level print and electronic materials developed for public distribution or partner use.	<p><b>Feb:</b> Sample materials were ordered and will be revised to include Wake Transit specific identification along with WTP Update logo items.</p> <p><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.</p> <p><b>May:</b> Wake Transit Plan branded swag was distributed to partners and the public. Additional branded swag items were ordered due to popular demand.</p> <p><b>June:</b> Reviewed and advised on additional and revised content for the 2035 Wake Transit Plan Update.</p>

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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.)	<p><b>Feb:</b> Partners were asked to help amplify the Draft Work Plan and the FY24 Q4 review periods.</p> <p><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.</p> <p><b>May:</b> Partners supported engagement efforts for the 2035 Wake Transit Plan Update.</p>
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.)	<p><b>Jan:</b> Results of the 2023 Onboard Customer Survey were presented</p>
Specialized	March-July	Develop a policy statement that addresses the use of Wake Transit funds for incentivizing community engagement participation	<p><b>Feb:</b> GoT consulted with its legal team. Discussion with TPAC members is the next step.</p> <p><b>April:</b> A policy statement was developed by lead agency personnel and will be presented to CE subcommittee for consideration.</p> <p><b>May:</b> The recommended Wake Transit Incentives Policy was presented to the CE Subcommittee during its May 23 meeting and was approved by motion and consensus.</p>
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	<p><b>Jan:</b> Introduced the WT Engagement SharePoint file and reviewed uploaded documents.</p>
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.	<p><b>Feb:</b> received the countywide equity analysis results using ACS data released in December.</p>

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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	<p><b>May:</b> Partners participated in the Project Management Team.</p> <p><b>June:</b> Reviewed and advised on the extension and improvement of the strategy for the 2035 Wake Transit Plan Update.</p>
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.	<p><b>Feb:</b> Discussed idea to develop a new animation video and related marketing campaign for Wake Transit awareness campaign.</p> <p><b>April:</b> GoTriangle staff has received proposals from three Wake County production companies for an animated video.</p>
Specialized	Feb-July	AAR Recommendation: Community Engagement Strategy Forms: Update in progress (Level 1 & Level 2)	<p><b>Jan:</b> Level 1-3 forms presented and are in use. Will be finalized and incorporated into CE Policy, summer 2024.</p>
Recurring/Annual	June-July	Develop and adopt the CE Aug-Jan Work Task List	<p><b>June:</b> Work Task List was reviewed and updated.</p>
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	