

Community Engagement (CE)



WAKE COUNTY TRANSIT PLAN Transit Planning Advisory Committee (TPAC)

Community Engagement (CE) Subcommittee Meeting
Thursday, June 25, 2024 | 2:30-4:00pm

FY 2024 After-Action Review Workshop
Wake Transit Communications & Engagement

Summary Report

The FY 2024 After-Action Review Workshop for Wake Transit Plan Communications and Engagement was called to order by Community Engagement Chair R Curtis Hayes, GoTriangle, at 2:35 p.m. on Thursday, July 25, 2024. The meeting was held virtually through WebEx and concluded promptly at 4 p.m. in accordance with the posted agenda. The accompanying PowerPoint presentation is included as part of this summary report.

Agenda Item #1 – Graphic Design

The Wake Transit Plan introduced a logo during FY24 for the Wake Transit Plan Update. The process that led to the creation of the new logo, along with its color pallet and primary design preferences, were reviewed and discussed by the members of the committee.

Four recommendations were presented to the subcommittee members: 1) Sharpened the edges of the “W” in the existing logo to meet current graphic design standards; 2) Identify the teal and blue logo as the primary logo, but also offer a library of other color options and three versions of the logo, including the Wake Transit Plan Update, Wake Transit Plan, and Wake Transit Plan w/URL for Go Forward > Get Involved Website; 3) Develop “funded by” and “partially funded by” Wake Transit Plan logo options using the new logo design and primary colors; and, 4) Add the new logo and related information to the Community Engagement Policy after final approval by the committee.

Katie Schwing, Apex, spoke in favor of developing the “funded-by” logo to help raise public awareness of Wake Transit’s footprint. Meg Scully, GoTriangle, questioned whether the funded-by logo would require the inclusion of additional logos from other funding sources for projects that are not fully-funded by Wake Transit. A decision was agreed upon by consensus to further develop the funded-by logo to include different versions, such as fully-funded by, partially funded-by, or with support by Wake Transit.

Stephanie Planchich, CAMPO, agreed with sharpening the edges of the W in the logo. She questioned whether the additional colors should be used in the logo. It was determined that a primary logo, the teal and blue, would be the preferred version and colors with options to use additional colors for “special” purposes or design schemes could also be allowed under certain circumstances. Bonnie Parker, CAMPO, voiced concern over the use of the logo in general, as well as it being used going forward. She asked about the overall intention for the logo, how broadly it would be used, and concluded by stating it was incredibly confusing and complex. She also voiced support of the idea for a funded-by Wake Transit logo. She concluded that the new logo and clarifying information should be sent to partners and their graphic design and communications teams.

CE Chair: R Curtis Hayes, GoTriangle
Vice Chair: Andrea Epstein, City of Raleigh

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

Nikki Abija, Wake County, asked whether additional colors could be substituted for the primary colors for marketing purposes and whether hex color codes were available for different transportation services offered by partners. Stephanie Plancich, CAMPO, and Andrea Epstein, Raleigh, added that those options need to be considered for microtransit services. Andrea Epstein noted that it is required as part of the most recent Wake Bus Plan Update. They agreed to research the topic and report back to the subcommittee with their findings.

Agenda Item #2 – FY2024 Wake Transit Plan Quarterly Amendments

A brief review of the activity during FY24 was provided. There were no comments or discussion by committee members. Recommendations for moving forward were to develop and reach demographic goals and to enhance collaboration among partners in terms of social media and email outreach.

Agenda Item #3 – FY 2025 Wake Transit Work Plan

A brief review of the activity and outreach for the Draft and Recommended Work Plan’s public comment periods was provided to and discussed by attendees. In addition, three recommendations were offered to the group: 1) Develop and reach specific demographic goals; 2) Include paid outreach as part of future efforts; and, 3) Increase social media and email collaboration among partners and stakeholders.

Stephanie Plancich, CAMPO, recommended adding specific target dates to help partners raise awareness among their elected officials and other stakeholders. Katie Schwing, Apex, added that the town has informal methods and ways to communicate with their officials and other stakeholders and it can be difficult to schedule more formal engagement with them unless it is tailored information speaking to relevant, specific projects. Stephanie Plancich, CAMPO, recommended that partners use their best communications methods, formal and informal, and do so consistently. Partners were asked how they prefer to receive communications materials that can be tailored and used for their own promotional efforts for Wake Transit Plan outreach. The preferred method by far was receiving that information and documents via emails.

Stephanie Plancich, CAMPO, asked if a recent “Train the Trainer” workshop was useful for partners. Andrea Epstein, Raleigh, said being able to preview informational PowerPoint slides prior to any scheduled in-person activities, such as tabling, or other presentations was the most useful tool in her opinion.

Nikki Abija, Wake County, asked whether partners had experienced trouble getting their municipalities to post Wake Transit Plan information on the municipal website. It was recommended that there might be a higher chance of them working those items into their social media and email feeds and schedules. Curtis Hayes, GoTriangle, offered to meet with municipal communications teams to help pitch the Wake Transit Plan content. Another recommendation was to develop a letter, survey, or information packet to inform and gauge the needs of municipal communications teams.

Agenda Item #4 – Wake Transit Plan Update

Curtis Hayes, GoTriangle, provided a brief review of the activity and outreach for Wake Transit Plan Update. In addition, three recommendations were offered to the group: 1) Develop and reach specific demographic goals; 2) Include paid outreach as part of future efforts; and, 3) Increase social media and email collaboration among partners and stakeholders.

Curtis Hayes also briefly discussed the impact of earned and the effectiveness of paid ads through social, print, radio, and TV, which resulted in a near doubling of public comments in a matter of a few weeks at the end of the recent engagement period, which concluded July 21, 2024. He then turned over the discussion to the lead agency for the outreach, CAMPO.

A discussion topic was proposed by Stephanie Plancich, CAMPO, regarding when and what types of program level efforts do we want to advertise? She also recommended there was a need to gain a better understanding of the available

CE Chair: R Curtis Hayes, GoTriangle
Vice Chair: Andrea Epstein, City of Raleigh

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

budget. She also said there was a concerted in-person effort to get back in front of people in the post pandemic world and that those efforts were increased and worked well. She thanked all Wake Transit partners for their support.

Chris Garcia, Holly Springs, described how the Town's in-person events were effective, and added that the social media outreach was very effective. Chris Garcia said he wants to continue to have the ability to adjust media kit materials to tailor it to their audiences, which was effective.

Curtis Hayes, GoTriangle, commented that engagement teams are making sure iPads are available at in person events to help members of the public submit comments on the spot. It was also suggested that it was a good idea to increase efforts to work with community partners and the business community.

Agenda Item #5 - Levels 1, 2 & 3 Reporting Forms

The purpose of these forms was briefly reviewed by Curtis Hayes, GoTriangle, and a request for comments on these pilot/draft documents was requested. Stephanie Plancich, CAMPO, noted that the forms had been piloted for almost two years and have been used for nine (9) different projects and efforts. She noted there is potential to call a workgroup or special session together in order to conduct a final review of the forms. Recommendations also included: 1) Receive final comments on draft forms from partners; 2) Incorporate partner comments into recommended forms; and 3) Present recommended forms to CE subcommittee; and, 4) Included the final forms into the Wake Transit Community Engagement Policy. There were no questions or further discussion.

Agenda Item #6 – Project Sponsor Presentations

It was noted by Curtis Hayes, GoTriangle, that the Level 1, 2 & 3 forms discussed in the previous agenda item are designed to feed into this project and provide an enhanced system for presentations of engagement, as well as a database of those efforts. He also noted this task is part of the Community Engagement Work Task List. Because the position that is currently responsible for this task is vacant, it was recommended that it should be followed up on with GoTriangle's new Public Engagement Planning Manager when the position is filled to enhance coordination of this item with the Wake Transit Partners and the Community Engagement Subcommittee. Stephanie Plancich, CAMPO, requested additional information from GoTriangle on who will be working with Wake Transit in terms of engagement.

Agenda Item #7 – Annual Progress Report

Curtis Hayes, GoTriangle, was identified as the new lead individual for coordination of this item as the individual previously responsible had moved to a new position. It was noted that email notification had been sent and reminders were forthcoming as the project was getting underway in earnest as a priority. Stephanie Plancich, CAMPO, said the report should have the same structure as last years, but to expect changes to come through the Wake Transit Plan Update, which will likely include the establishment of new goals and program measures.

Agenda Item # 8 – Communications Plan

Curtis Hayes, GoTriangle, reviewed the nine (9) objectives from the FY24 Communications Plan and discussed the nine (9) recommendations for FY25. Stephanie Planich, CAMPO, stated that additional print materials should be considered and budget numbers should be applied to the plan. Bonnie Parker, CAMPO, voiced support for continued paid ads on social media and a video. She recommended developing a two year budget and said that the anticipated high cost of an animation video might be scheduled for the second year of the budget. She recommended review of additional communications tools and said that there might be a way to agree on Spanish translations of some "universal documents." Matthew Cecil, Cary, also voiced support for the production of a Wake Transit video and recommended the possibility of working with local colleges with video production programs.

Agenda Item #9 – Community Engagement Policy

A brief review of the items recommended for inclusion into the next update of the Wake Transit Community Engagement Policy was presented and discussed by GoTriangle and CAMPO.

CE Chair: R Curtis Hayes, GoTriangle

Vice Chair: Andrea Epstein, City of Raleigh

Adjusting the income data question format found in the demographics question used in surveys was a particular point of interest. Mason Chamblee, Raleigh, recommended using alternative question methods in order to enhance responses. Nikki Abija, Wake County, recommended using Census and Title VI data. Other ideas included using GoPass data and other alternatives.

A variety of other recommendations were discussed, including the new graphic design elements, three levels of reporting forms, recently approved Financial Incentives Policy, and the need to identify available budget in Communications efforts.

Next Steps for Community Engagement Subcommittee

- 1) Demographics Survey Question – Income Level, “Do you and/or your family currently receive SNAP, WIC, TANF, Medicaid, CHIP, or a similar benefit?”
- 2) Levels 1, 2 & 3 Reports – Develop the finalized documents as both printable and online forms. Determine what language and requirements should be included in the Community Engagement Policy.
- 3) Equity Analysis – Consider CAMPO’s recommendation to rename it, “Engagement Equity Analysis,” rather than simply “Equity Analysis” or “Demographics Analysis.”
- 4) Graphic Design – Examine adjusted logos, including “funded by” options, available RGB and HEX color codes, and recommended usage language regarding primary, secondary, tertiary, and microtransit options.
- 5) Wake Transit Work Plan – Develop a priority list of the preferred methods for reaching elected officials.
- 6) Train the Trainer workshop – Develop a schedule and protocols.
- 7) Partner Communications Priorities – Develop a survey requesting the needs of partner communications teams.
- 8) Communications Plan – Present recommended strategy and associated budget.
- 9) Annual Progress Report – Follow up and consider future needs resulting from the Wake Transit Plan Update.

FY 2024 AFTER-ACTION REVIEW

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT



Thursday, July 25, 2024

R Curtis Hayes, GoTriangle, Wake Transit Strategic Communications Coordinator

AGENDA (10 minutes, or less, per item)



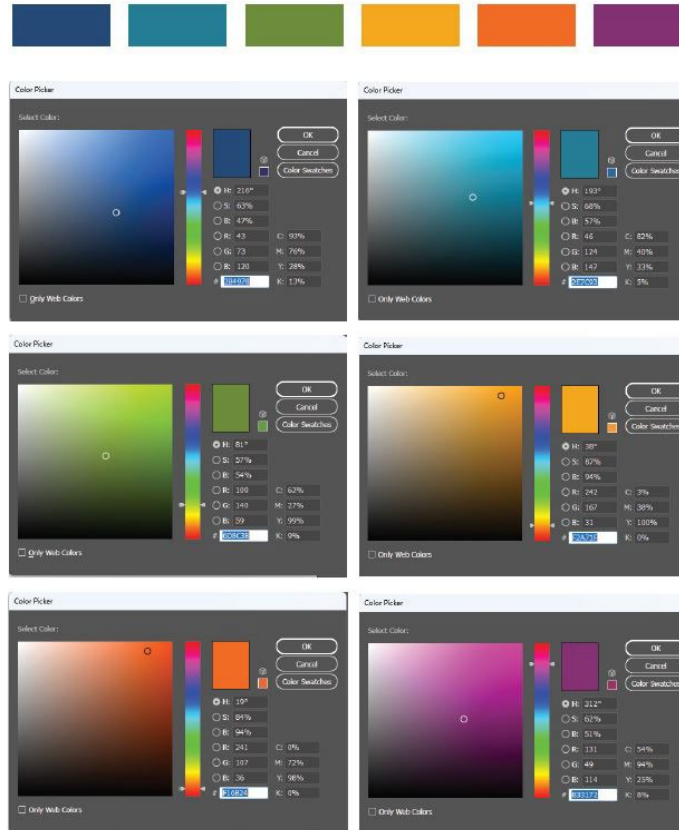
- 1) Graphic Design
- 2) FY 2024 Wake Transit Plan Quarterly Amendments
- 3) FY 2025 Wake Transit Work Plan
- 4) 2035 Wake Transit Plan Update, Phase 1
- 5) Levels 1, 2 & 3 Reporting Packets/Forms
- 6) Project Sponsor Presentations
- 7) Annual Progress Report
- 8) FY 2025 Communications Plan
- 9) Community Engagement Policy Updates

FY 2024 After-Action Review

1) Graphic Design



WAKE
TRANSIT PLAN



Wake Transit Logo (2024) Font styles

Wake Transit Plan/Program General Logo



Wake Transit Plan Update Logo



Wake Transit Swag Orders Logo



GoForwardNC.org/WakeCounty/GetInvolved

The fonts used in the logo itself are:

- **Wake** – Barlow Black
- **Transit Plan** – Acumin Variable Concept Extra Condensed Light
- **Update** – Swis721 Ex BT Bold

Font used for GoForward web address:

- GoForwardNC.org/WakeCounty/GetInvolved – Amasis MT Pro Medium (Size 10.5, not bold, in example above)

Review...

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

1) Graphic Design



1) Adjust the "W"



2) Expand the Options



3) Promote the Funding



4) + Community Engagement Policy

Table of Contents

1.0 Purpose & Context	2
2.0 What is Community Engagement?	3
3.0 Why is Community Engagement Important?	3
4.0 Guiding Principles	4
5.0 Policy Statement	4
6.0 Community Engagement Framework	5
7.0 Standards and Requirements	6
Appendix 1: Regulations	9
Appendix 2: Glossary of Terms	10

Recommendations...



2) FY 2024 Wake Transit Plan Quarterly Amendments



FY24 Q2 (7 amendment requests)

Public Comment Period, September 1-30, 2023, Digital Outreach

33 Comments | 1,355 Web Views | 995 Emails Opened | 4,212 Social Media Impressions

FY24 Q3 (2 amendment requests)

Public Comment Period, December 8, 2023 – January 5, 2024, Digital Outreach

35 Comments | 308 Web Views | 1,661 Emails Opened | 2,339 Social Media Impressions

FY24 Q4 (4 amendment requests)

Public Comment Period, March 8, 2024 – April 5, 2024, Digital Outreach

11 Comments | 123 Web Views | 1,061 Emails Opened | 2,527 Social Media Impressions

Review...

2) FY 2024 Wake Transit Plan Quarterly Amendments



- 1) Develop and Reach Specific Demographic Goals, Survey
- 2) Increase Social & Email Collaboration Among Partners

Recommendations...

3) FY 2025 Wake Transit Work Plan



Draft FY 2025 Wake Transit Work Plan

Public Comment Period, February 26 – March 26, 2024

Digital, In-Person, and Traditional Outreach

194 Comments | 858 Web Views | 1,426 Emails Opened | 7,851 Social Media Impressions | 381 Blog Page Views | 11 Tabling Activities | 163 In-person Interactions | 19% Minority | 8% Latino

Recommended FY 2025 Wake Transit Work Plan

Public Comment Period, May 30 – June 12, 2024

Digital, In-Person, Traditional, and Paid Outreach

53 Comments | 779 Web Views | 578 Emails Opened | 1,340 Social Media Impressions | 37 Blog Page Views | 6 Tabling Activities | Targeted Paid Outreach to COC Zip Codes (FB & IG, June 4-12, \$423): 58,249 Reach, 793 Engagements and 748 Clicks | 14% Minority | 14% Latino

Review...

3) FY 2025 Wake Transit Work Plan



- 1) Develop and Reach Specific Demographic Goals, Survey
- 2) Include Paid Outreach (Social and Traditional Media)
- 3) Increase Social & Email Collaboration (Partners, Stakeholders)

Recommendations...

4) 2035 Wake Transit Plan Update



2035 Wake Transit Plan Update

WTPU Engagement Phase 1, May 6 – July 21, 2024

Digital, In-Person, Traditional, and Paid Outreach

1,600 + Completed Surveys | 40+ Events | Social =

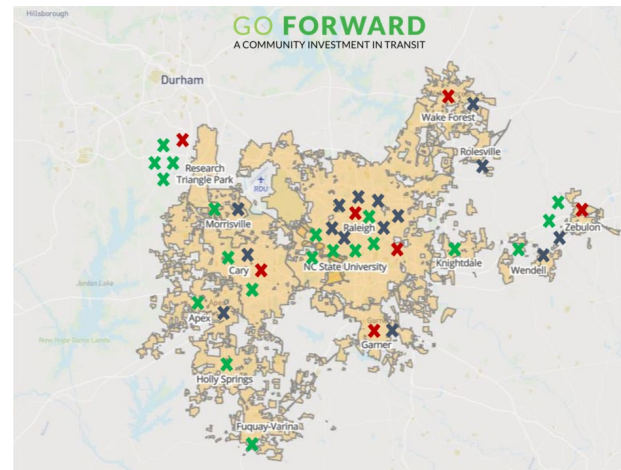
3,367 Impressions, 176 Engagements, 51 Link Clicks |

381 Email Clicks | Paid Social = 179,313 Reach, 6,028

Engagement, 3,162 Link Clicks, \$0.67 Cost Per Click |

18% Minority/Latino

- Wake Transit Partners
- Consultant
- GoTriangle



Review...

4) 2035 Wake Transit Plan Update



1) Add and Reach Specific Demographic Goals

2) Include Paid Outreach (Social and Traditional Media)

3) Increase Social & Email Collaboration Among Partners

Recommendations...

5) Levels 1, 2 & 3 Reporting Forms



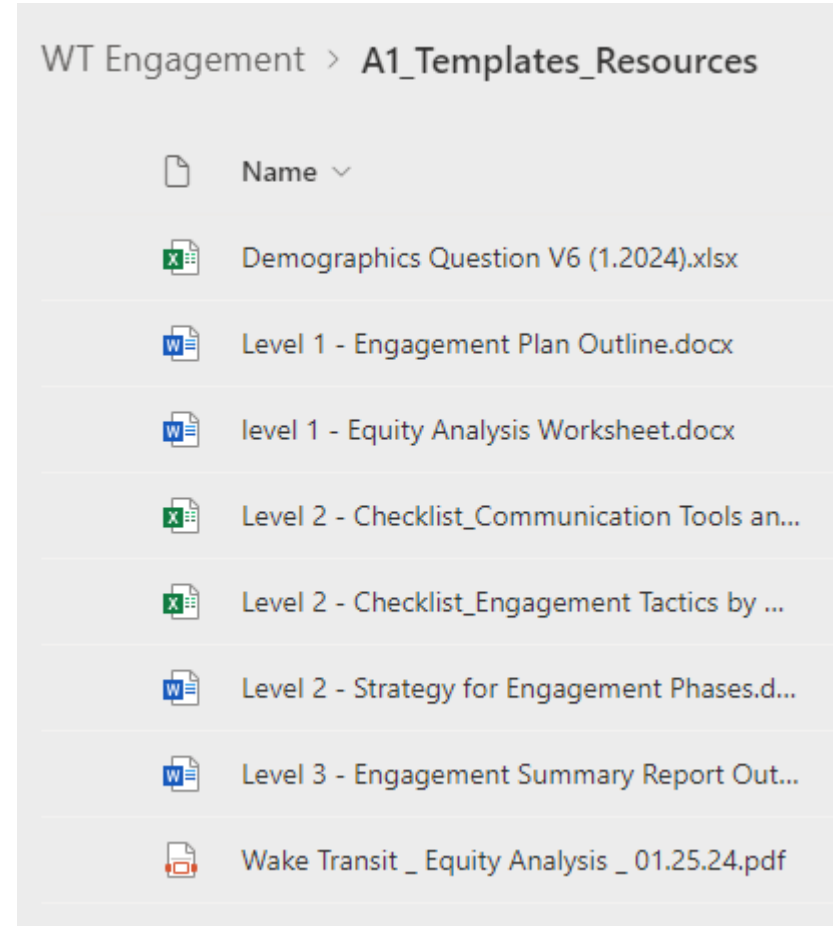
Level 1 – Engagement Plan Packet

Level 2 – Engagement Phase/Strategy Packet

Level 3 – Engagement Summary Report

Every Wake Transit-funded project requiring engagement will complete a Level 1- Engagement Plan packet and at least one Level 2 engagement phase packet. The Level 2 packet for each phase includes, at minimum, this strategy form, Engagement Tactics Checklist, and the Communication Tools Checklist. Project managers should plan to complete and present their Level 1 plan and each Level 2 strategy packet to the Community Engagement Subcommittee at least one month prior to launching planned engagement activities.

Please submit your packet materials to GoTriangle at info@goforwardnc.org for inclusion on the Community Engagement Subcommittee meeting agenda and save a copy of your materials within the Wake Transit SharePoint site. <https://gotriangle.sharepoint.com/sites/WakeTransit>. Your agency's folder is listed under WT Engagement. Simply create a new folder for your project and upload your Level 1 (Engagement Plan), Level 2 (Phase Descriptions), and Level 3 (Summary Report) materials as completed.



Review...

5) Levels 1, 2 & 3 Reporting Forms



- 1) Receive Final Comments on Draft Forms from Partners
- 2) Incorporate Partner Comments into Recommended Forms
- 3) Present Recommended Forms to CE Subcommittee

Recommendations...

6) Project Sponsor Presentations



Work Task List Items:

1. Receive project sponsor engagement activity presentations including Level 1 engagement plans, Level 2 strategies for project phases, and Level 3 engagement summary reports.
2. Receive the updated Project Sponsor Engagement Presentations Schedule with FY2025 Work Plan additions and previous project status updates. (New list covers FY2018-2025).

Review...

6) Project Sponsor Presentations



1) Follow up on these Work Task List assignments with GoTriangle's new Public Engagement Planning Manager when the position is filled to enhance coordination of this item with the Wake Transit Partners and the Community Engagement Subcommittee.

Recommendations...

7) Annual Progress Report



Work Task List Item:

Support the development and publication of the annual Wake Transit financial update and progress report for distribution in December.

Review...

7) Annual Progress Report



1) Follow up on this Work Task List assignment with GoTriangle to continue to enhance coordination of this item with the Wake Transit Partners and the Community Engagement Subcommittee.

Recommendations...

8) Communications Plan



OBJECTIVE 1: Survey (Increase Public Participation)

OBJECTIVE 2: Advertising (Culturally Nuanced Channels)

OBJECTIVE 3: Advertising (Social Media & Search Engines)

OBJECTIVE 4: Translations (Print Materials)

OBJECTIVE 5: Email & Social Media (Build Lists and Add Users)

OBJECTIVE 6: Demographic Analysis

OBJECTIVE 7: Increase In-Person Events

OBJECTIVE 8: Visual Storytelling

OBJECTIVE 9: Graphic Design (Motion Graphics)

Review...

8) Communications Plan



1. Survey (User Friendly) and Other Comment Vehicles (Email, Phone Calls, Letters, Social Media)
2. Video Script
3. Animation Video (budget) \$15k-\$20k
4. Advertising | Social Media and Search Engines
5. Advertising & Sponsorships | Traditional (Culturally Nuanced)
6. Translations
7. Establish and Achieve Demographic Goals (Minority, Latino, Youth)
8. Improve Relations with Community Groups and Stakeholders (ONE Wake, etc.)
9. Email & Social Media (Partner Collaboration, Build Lists, Increase Users)

Recommendations...

9) Community Engagement Policy



1. Graphic Design, including microlink & microtransit
2. Demographics Question
3. Levels 1, 2 & 3 Reporting Packets/Forms
4. Financial Incentives Policy
5. Technical Updates

Review...

9) Community Engagement Policy



1. Finalize these recommendations for CE Policy updates in accordance with the Community Engagement Subcommittee's Work Task List and Protocols.

Recommendations...

8) Communications Plan & 9) Community Engagement Policy



Recommendation	Revise income data collection method on Demographics Question	Include use of demographics question in CE Policy	Include the 3-level engagement planning process in CE Policy	Include reference to Wake Transit funding applications in the policy	Include mention of Communications Plan in CE Policy	Revise Communications Plan to include annual budget info and main allocations
Issue/Problem/Guidance	Household income and household size need to go together or new questions developed	Piloted for 2 years, include demo question requirement in the CE Policy	Need to include the 3-level planning process in the Policy	Need to determine how equity specific question will be incorporated into funding applications	Establish a relationship between the two documents and note it in the adopted Policy	No budget is with the Communications Plan
		Include the sample demo question on WT Engagement SharePoint file	Include definitions in glossary and worksheets in WT SharePoint file	Then note process/requirement in CE Policy		Update for FY25 and tie tactics to available budget and known activities

CAMPO Recommendations...