



Wake Transit Project Engagement Plan (Level 1 Planning)

Every Wake Transit-funded project that includes a public engagement component is required to develop a unique engagement strategy that details how the engagement will be conducted, by whom and when so the results can be considered in the planning process. Effective engagement processes include 3 steps. Wake Transit staff have provided an outline of each step to support the planning work of program partners.

Level 1 – Draft your engagement plan for the life of the project. Each project will have at least two phases. The active engagement phase and the wrap up. Larger and longer projects will include more active phases.

Level 2 – The specific engagement strategy for each phase as they near. This step includes, budget, dates and deadlines and assigns responsibilities to partner agencies as needed.

Level 3 – Drafting an engagement summary report (ESR) to share with the TPAC, internal decision-makers, the community and any others who may be interested in the results of your project.

This Level 1 outline can be used as a fillable template or used as a guide for consultants or others who may want to draft their public engagement plan in a different format. The information can be presented to the Community Engagement Subcommittee (CE) Subcommittee at any time after it is completed, but at least 1 month prior to the launching planned engagement activities. If only 1-2 months in advance, it should be presented along with the Level 2 strategy document for the 1st phase of engagement.

Download the Level 1-3 planning templates and you can choose to save your materials on the Wake Transit SharePoint site (<https://gotriangle.sharepoint.com/sites/WakeTransit>) in the “WT Engagement” folder.

Contact stephanie.plancich@campo-nc.us with any questions, to request assistance and to submit your information for inclusion on an upcoming CE or TPAC agenda.

Section 1: Project overview

Project Name: FY2027 Wake Transit Work Plan

Project ID#:

Project Timeline: August 2025-June 2026

Project Sponsor/Lead Agency: CAMPO

Contact Person: Steven Mott

Phone:

Email Address: steven.mott@campo-nc.us

Select Activity Type: ☒ Wake Transit Program-Level Activity

☐ Sponsor Project-Level Activity

Do you have consultant support for this activity? Yes ☐ No ☒

Consultant Company/Contact Name: n/a

Section 2: Engagement Plan

Please write in your project specific information for each heading below.

Project Description

General description of the project, what problem is it attempting to solve, what is the scope and schedule (can be attached), how will the project impact a process, the community, etc.

One of the most important tasks of the Wake County Transit Planning Advisory Committee (TPAC) is the development of the annual Wake Transit Work Plan. The Work Plan is the annual budget for both capital and operating expenditures through the Wake Transit program.

Development of the FY 2027 Work Plan will begin with a kick-off meeting in August 2025 and will culminate with governing board (CAMPO Executive Board and GoTriangle Board of Trustees) adoption of the plan anticipated to occur in June of each year.

Each development cycle include two (2) active engagement phases: Draft Review and Recommended Review periods. This Engagement Plan will outline each active phases as well as the community wrap up phase.

Engagement Purpose & Summary

How will participation and feedback from the community inform this project and how will you report out the results to the community?

Public and partner involvement in the development and finalization process of each annual Work Plan is critical to ensure that the projects and services being funded meet public needs, address emerging priorities for Wake County communities and further the goals of the adopted Wake Transit Plan.

The public is asked to review and provide feedback on the draft plan, and they input received is considered first by Wake Transit staff and then by the TPAC members as they work to edit the draft and publish an updated, recommended version for adoption. Public and partner comments submitted during the draft phase will be reflected in the recommended version.

The purpose of the recommended engagement phase is to share information about changes made to the initial draft document and to make sure that we heard the community currently. Feedback in this phase is reported to the governing boards prior to their vote to approve and adopt the Plan.

Title VI Analysis

If conducting a Wake County-wide engagement effort, use the Wake County Equity Analysis already completed to guide your engagement planning efforts. If not, use the Equity Analysis Worksheet to conduct an equity analysis applicable to your project's specific geographic boundary. Summarize the findings here and attach the analysis worksheet.

The Title VI analysis for Wake County was completed in 2025 using the CAMPO Community of Concern maps. The maps reflect data collected and decisions resulting from the 2020 Census and subsequent ACS data updates. The analysis identified numerous Wake County zip codes with high concentrations of transitionally underserved populations. To ensure that we reach those groups with Wake Transit program-level information, staff target social media efforts to those identified areas within the larger county-wide outreach effort. They provide translation by working with partners to translate printable and use PublicInput for web posted information which has built in translation features.

To help staff understand who is participating, the demographics question is included in the Work Plan feedback form, but these planned engagement phases do not solicit feedback so no target percentage or other demographic-related performance goals are applicable to this project.

The intent is to make sure that we are reaching all population groups across Wake County with the opportunity to review the Work Plan and share input and insight on the investments being proposed for funding in the next fiscal year.

Target Audiences and Performance Measures

On the table below, list the target audiences identified for this project including those identified through the Title VI analysis process. For each, set one or more performance measures to gauge your effectiveness in involving them in the planning process. Review the Engagement Tactics and Communication Tools Checklists to help identify the specific methods of outreach you will use.

Target Audience Group	Title VI or Other	Performance Target
Traditionally Underserved Populations	Title VI	Paid advertising on Facebook and Instagram to reach target zip codes. Offering translated information.
Bus Riders	Other	Posting to rider apps, onboard TVS, other transit station screens
General Community	Other	Submit a press release to media outlets, notices on CAMPO, GoTriangle and TPAC webpages, partner social media posts, printable informational flier
Partners/Stakeholders	Other	Agenda blurb/notice for both engagement phases, social media post that can be shared on local channels

Section 3: Engagement Phase Outline

Phase 1 Description: Draft Review and Comment Period

Anticipated timeline for execution: March 2-April 3, 2026

Highlight the purpose of this engagement effort:

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

Define what you hope to accomplish by engaging with the community and describe how it will inform the project.

Phase 1 is the draft Work Plan review and comment period. The anticipated time frame will be from March 2nd to April 3rd, 2026. The draft FY27 Work Plan including the updated Multiyear Operating Program and Capital Improvement Plan will be made available for review and comment. Concerns, questions and other input received will be documented and discussed and resulting changes will be incorporated into the recommended Work Plan.

The intent of this phase is to hear from the community to ensure that the Plan is meeting expectations and to update it where there are gaps or identified issues. The feedback received will shape the final Plan.

Phase 2 Description: Recommended Review and Comment Period

Anticipated timeline for execution: May 6-20, 2026

Highlight the purpose of this engagement effort:

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

Define what you hope to accomplish by engaging with the community and describe how it will inform the project.

In Phase 2, the community has another opportunity to review the FY27 Work Plan prior to the governing boards considering it for adoption. Changes between the draft and recommended versions will be listed for ease of review and comments and questions will be compiled and any needed additional changes to the Plan will be made.

The governing boards receive both the final updated Work Plan and the engagement summary report for their discussion and consideration as they consider adoption.

NOTE: For the wrap up phase, describe who will draft the engagement summary report (ESR), where it will be saved and when it will be shared with decision-makers and the public.

Phase 3 Description: Community Wrap Up

Anticipated timeline for execution: July/August 2026

Highlight the purpose of this engagement effort:

Inform	Consult	Involve	Collaborate	Empower	Close the Loop
Share information; educate	Obtain and consider public feedback	Public input is integrated into decision-making	Partner with public in shared decision-making	Public input makes final decision	Sharing process results with the community

Define what you hope to accomplish by engaging with the community and describe how it will inform the project.

The FY27 Work Plan is expected to be adopted in June 2026. The ESR will be drafted and finalized by the CAMPO team and included as an appendix of the document to be saved to the Annual Work Plan webpage for anyone to review.

The primary activity supporting the community wrap up phase is with the summer update to the Wake Transit Performance Tracker. The projects selected for funding and any updates to existing projects will be incorporated into the Tracker. This update is expected to be completed by July 31st. After the Tracker is updated, the TPAC will be notified and a digital communications effort will take place to inform partners, stakeholders and the general community that the Work Plan has been adopted and that those interested can follow Wake Transit project progress on the Tracker. This may include social media posts, an email notice and TPAC/subcommittee presentations.

Section 4: Submission and Presentation Information

When do you plan to present your plan and phase information to the Community Engagement Subcommittee? (They typically meet on the 4th Thursday of each month). We suggest at least 2 meetings prior to launching your first engagement phase, but at least one month before.

Adjust the table below to list your project presentation needs. There will be presentations of your Level 1 (Plan) and Level 3 (Wrap Up) including the engagement summary report. The number of Level 2 phases will be unique to your project.

Planned Presentation Schedule			CE Presentation Date		
Level	Task Description	Task Date(s)	Year	Month(s)	Day *
L1	Engagement/Participation Plan	N/A	2025	August	28
L2	Draft Review Period	March 2 – April 3	2026	January	29
L2	Recommended Review Period	May 6 - 20	2026	April	30
L3	Project Wrap Up/Close Out	In Q1 Activity Report-Sept	2026	September	24

* Specific meeting days are subject to change by action of the subcommittee chairs.

Please email this completed form to stephanie.plancich@campo-nc.us to be placed on the appropriate Community Engagement Subcommittee and/or TPAC meeting agenda.