



Wake Transit Strategy for each Engagement Phase (Level 2 Form)

Date Form is Completed: 2/24/25 Draft

Project Name: 2035 Wake Transit Plan Update – Phase 3 Engagement

Project ID#: TC003-F

Phase Number: 3 of 5

Phase Title: Draft Recommendations Review

Engagement Activity Date(s): May 1 – May 31 (4 weeks)

Project Sponsor/Lead Agency: CAMPO

Contact Person: Stephanie Plancich

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Select Your Activity Type: (1) Wake Transit Program-Level Activity (2) Sponsor Project-Level Activity

Do you have consultant support for this activity? Yes No

Consultant Company/Contact Name: Bethany Whitacker, Nelson-Nyygard; Jennifer Baldwin, Three Oaks Engineering

Select purpose of this engagement phase:

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

Write a brief description of this engagement phase: Who, what, when, where, why, and how are you launching this engagement effort or activity?

There are five (5) engagement phases for this project: **1**-Transit Priorities, **2**-Funding Scenarios, **3**-Draft Plan & Policies, **4**-Recommended, and **5**-Wrap Up. Phase 3 is designed with two main focuses: present the proposed 10-year funding strategy and supporting documentation for public review and increase Wake Transit program-level awareness. Feedback received will be used to refine the FY26-35 funding scenario and inform the recommended 2035 Wake Transit Plan.

The consultant team will take the lead on materials creation, publication and printing, web management and will staff at least 6 targeted in-person events. GoTriangle, as the lead agency for Wake Transit program-level engagement, will execute the digital outreach plan, fund printing and paid advertising activities, send email communications, and manage communications through the GoForwardNC website. CAMPO staff will manage the engagement process, provide planning and coordinative support, provide staff for events where gaps are identified, and manage communications through the CAMPO and TPAC web pages, social media, email notices, and other agency-maintained outreach methods.

Phase 3 Schedule

Process Step	Deliverable(s)	Due Date/Timeline Details
Level 2 Planning	Level 2 strategy, communication, and engagement checklists.	-L2 draft reviewed in February, Finalized in March
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan.	-Some materials can be drafted in March 2025 CE March 27 th – bring what we have (shared messaging & graphics) -All drafts presented to CE/CTT on April 24 th 2025
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 3	-Compile event schedule with all partners and staff -Partner Prep April 24 th 2025 -Provide social media schedule and other tools for partner awareness/use
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation.	-Engagement will run from May 1 through May 31, 2025 -GoTriangle and Consultants will track activities for later inclusion in ESR
Summary Report	The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project.	- ESR, Summary report for Ph 1-3 presented to TPAC June 26 th . (Slides due 23 rd , report by end of month)
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve.	PM Team and staff level discussion as we prepare for Phase 4

Geographic boundary of this project? (Corridor, countywide, municipal boundary, etc.?)

All of Wake County

Was an engagement equity analysis completed for this project? Yes No

Social Media Schedule: *Each week will include posts to all CAMPO, GoTriangle and Wake Transit Social Pages and blog.

Post date	Post Type	Key Message(s)
5/1	Static	Launch Post
Wk 1- 5/5	Video	Recommendation overview of four big moves
Wk 2- 5/12	Video Eng/Spa	Promote the project and the feedback form (Spanish target push)
Wk 3- 5/19	Video	Summary of where we've been and where we're headed by 2035
Wk 4- 5/26	Static	Promote the project

Support Requested from TPAC Partners: Add rows if needed.

Partner Support Description	Specific Dates
Reshare social media posts	See above
Inform planning committees and staff	
Inform board members/town council	
Host at least one event on your community	Word of mouth- tell everyone :)
Share notice on website, newsletters, etc.	
*Report form for in-person events, other report back	

Which month do you plan to present this form and other engagement information to the Community Engagement Subcommittee. February 2025 and April 2025

For March/April CE Agenda:

1. Digital Outreach Plan/Schedule
2. Materials List
3. Event Schedule
4. 3 Eng reels and 1 Spa reel
5. Share story map
6. Feedback Form