



## Plan for Engagement Phase (level 2 Form)

**Date Form is Completed:** 2/2/26

**Project Name:** FY27 Wake Transit Work Plan

**Phase Title:** Draft Work Plan Public Review & Comment Period

**Project ID#:** N/A

**Phase Number:** 1 of 2

**Engagement Activity Date(s):** Feb 25 – Mar 25

**Project Sponsor/Lead Agency:** CAMPO

**Contact Person:** Stephanie Plancich

**Phone:** 984-542-3606

**Email Address:** stephanie.plancich@campo-nc.us

**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:** N/A

**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?

Each year the Wake Transit TPAC develops a Work Plan that describes the Operating and Capital project budget and specific transit projects scheduled to receive funding in the upcoming fiscal year (July-June). The Community Engagement Policy requires a 30-day public comment period for the draft plan and a 14-day comment period for the TPAC recommended plan. This strategy is for the draft review period only.

**Phase 3 Schedule**

Process Step	Deliverable(s)	Due Date/Timeline Details
Level 2 Planning	Level 2 strategy, communication, and engagement checklists.	-L2 draft drafted in January, Finalized in February
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan.	- Draft materials will be presented to TPAC in February
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 3	- A FY27 Work Plan project page will be created, accessed at WakeTransit.org - Engagement tools will be posted for partner use - News item/press release will be posted for media contacts - Social media outreach schedule will also be posted
Strategy Execution	Conducting engagement and communications activities, tracking performance, and measuring participation.	-Engagement will run from Feb 25-Mar 25, -CAMPO 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 drafted for the Draft engagement phase, later add the recommended phase
Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve.	Work Plan outreach will be evaluated as part of the program-wide AAR

**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)
2/25	Static	Launch Post – 30-day review period open through March 25
3/10	Static	Budget highlights – Total/Ops/Cap breakdown
3/23	Static	Last Chance - 2 days to share your feedback

**Event Schedule:**

Date/Time	Location
	No events planned this year-still in transition and have no staff dedicated to engagement yet
	In future would want to plan events in areas impacted by requested projects, and target areas for population groups to include Bus Chats and Pop Ups

**Support Requested from TPAC Partners:** Add rows if needed.

<b>Partner Support Description</b>	<b>Specific Dates</b>
Reshare social media posts	See above schedule
Inform planning committees and local staff	Share email/news item internally
Share notice on website, newsletter, rider app, etc.	

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

January 29 – notice to CE, February 19 - present at TPAC with drafted materials

Materials and Tasks

Talking Points		
News/Press Release		
Web banner images		
Printable flier 8.5x11 (Eng/Spa)		
TV Ads		
Rider Apps		
Social Media: FB, Insta (Eng/Spa)		
Web Blurb		
Public Hearing notice		
Content for web page		
Feedback Form		