

2035 Wake Bus Plan

Engagement Plan (BPEP)

1. Introduction

The 2035 Wake Bus Plan Engagement Plan (BPEP) sets the framework for community engagement and communication efforts to be deployed during the Wake Bus Plan update process. This plan identifies overarching goals, defines roles and responsibilities, guides the planning process, and outlines the planned engagement phases.

The Wake Bus Plan will prioritize and program Wake Transit-funded operating and capital investments through FY35, building on the vision outlined in the 2035 Wake Transit Plan adopted in November 2025. Engagement for the 2035 Bus Plan builds upon feedback received during the development of the 2035 Wake Transit Plan. The community has already provided input regarding the need for bus service improvements. The 2035 Bus Plan will now turn those general ideas and priorities into a year-by-year, project-specific investment strategy.

2. Engagement Goals and Objectives

2.1 Goals

- Ensure transit investments consider resident and rider priorities, including service frequency, reliability, access to transit, and connections between major activity centers
- Engage those who travel to, through, and within Wake County, with targeted efforts focused on transit users
- Provide accessible and equitable opportunities for public participation
- Build awareness and understanding of Wake Transit investments and implementation timelines
- Maintain transparency in the planning and decision-making process

2.2 Objectives

- Collect meaningful feedback at key decision points throughout the planning process
- Reach diverse audiences through multiple channels and formats
- Provide Spanish-language access to all engagement materials and events
- Document activities and outcomes through comprehensive summary reports
- Close the loop with the community by demonstrating how input influenced final plan

3. Roles and Responsibilities

3.1 CAMPO Staff

- Develop initial draft BPEP and support finalization
- Lead Phase 3 and 4 engagement activities
- Coordinate TPAC/Community Engagement (CE) subcommittee/CAMPO/GoTriangle presentations and agenda materials
- Purchase swag items
- Provide staffing support at feedback sessions
- Manage the PublicInput platform and coordinate support services
- Complete Phase 4 Engagement Summary Report

3.2 Consultant Team

- Finalize the BPEP
- Lead Phases 1 and 2 engagement activities
- Provide set-up items/refreshments at feedback sessions
- Develop phase-specific engagement strategies
- Create all outreach materials (electronic and print) in English and Spanish
- Facilitate feedback sessions, pop-up events, and virtual meetings
- Coordinate PublicInput updates and backend organization – PI management meetings
- Prepare presentation materials
- Complete Phase 1, 2 and 3 Engagement Summary Reports
- Develop a compiled, final Engagement Summary Report
- Provide graphics and presentation support for Phases 3 and 4

3.3 Transit Agency Partners

- Participate in Core Technical Team (CTT) meetings
- Share outreach materials through agency communication channels
- Distribute project updates through rider applications (Umo, Transit app)
- Support event promotion through social media and other platforms
- GoCary, GoRaleigh, and GoTriangle: Share Meta Platforms analytics and related metrics for any leveraged engagement

4. Three-Level Engagement Planning Structure

Engagement planning for the Wake Bus Plan follows a three-level structure:

Level 1: Engagement Plan (BPEP)

The overarching plan identifies goals, roles, and responsibilities, tactics, budget, and purpose of the engagement process. It is the framework that guides engagement and communication efforts for the life of the project.

The BPEP will be presented to the CE Subcommittee at least 1-month before engagement is scheduled to begin for input and coordination with the partners.

Level 2: Phase-Specific Strategies

For each engagement phase, the consultant team will develop a detailed strategy document that includes:

- Specific messaging and key questions for the phase
- Detailed event schedule with dates, times, and locations
- Target audiences and outreach tactics
- Social media posting schedule and content plan
- Comment matrix for TPAC input
- Materials development & print list
- Collect partner input on print needs (e.g. quantity) and special material needs (e.g. digital screen)

The BPEP for the entire project will be presented to CE as the overall strategy but will stay flexible as each phase advances. Phase activities and strategies will be shared with the CE Subcommittee at least one month before any scheduled engagement to gather input and coordinate with partners.

Level 3: Engagement Summary Reports (ESR)

Phase-specific reports, including screenshots of posted notices, documenting engagement activities, participation, demographics collected, and feedback received. These will be compiled into a final project ESR that documents the complete engagement effort and demonstrates how public input influenced the final plan.

Each phase ESR will be presented to the CE Subcommittee or TPAC. The final ESR will be presented with the draft Bus Plan when considered for recommendation by the TPAC. The final ESR will also be included as part of the agenda item materials for presentation to CAMPO Technical Coordinating Committee(TCC), CAMPO Executive Board, and GoTriangle Board of Trustees.

5. Phase Overview

Engagement will be organized into four distinct phases aligned with key project milestones:

Phase	Schedule	Key Questions	Target Audience	Lead
Phase 1: Project Identification	<ul style="list-style-type: none"> June-Aug 2026 	<p><u>Part 1 Digital Launch (June)</u> Introduce Wake Bus Plan digitally and educate around project timeline and Wake Transit planning and products</p> <p><u>Part 2 In-person + Interactive Engagement (July/Aug)</u> Dive deeper into transit priorities: (e.g. Where should the multimodal transportation hubs go, which proposed routes are more important to you, etc)? Are supporting policies (Prioritization Policy, Service Standards) appropriate?</p> <ul style="list-style-type: none"> Multimodal Hubs Frequency & Span Access to Transit 	Transit riders, transit agencies, Wake Transit partners	Consultant
Phase 2: Draft Recommendations	Oct-Nov 2026	Are you comfortable with draft recommendations for the Bus Plan and Short-Range Plans before they are finalized?	Transit riders, transit agencies	Consultant
Phase 3: Compiled Document Review	Feb 2027	Last chance to weigh in before adoption. Did we miss anything? TPAC recommendation and public hearing.	Transit riders, transit agencies, local jurisdictions	Consultant & CAMPO

Phase 4: Close Out	Spring 2027	Close the loop. Share final plan (ESR included). Thank community for participating.	General public, local partners	CAMPO
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6. Phase Activities

6.1 Phase 1: Project Identification and Prioritization

Target: June 1 - August 2026

Lead: Consultant Team

Events

- Up to 3 in-person general feedback sessions (2 hours each, open attendance)
- Up to 3 virtual feedback sessions (2 hours each, invited/targeted attendance) with one session offered in Spanish
- Pop-up events at high-ridership locations and Bus Chats on high-ridership routes (20 total hours of staff time)

Materials and Outreach

- Website content and graphics
- Recorded presentation video for online viewing
- Online feedback forms coordinated with event topics (3-5 topics)
- Graphics and GIFs for social media and rider app promotion (English and Spanish)
- Printable materials: flyers, posters, rack cards, bookmarks, sign-in sheets, comment forms
- Partner and media toolkit posted to project website
- Phase-specific news release/talking-points and stakeholder communications

Partner Preparation

Partner preparation will be incorporated into CTT meetings to demonstrate outreach methods, educate participants on materials, and detail topics for community feedback. This should be provided a few days before engagement launches to show web pages, user experience, etc.

6.2 Phase 2: Draft Recommendations Review

Target: October-November 2026

Lead: Consultant Team

Events

- 2 virtual feedback sessions

- 1 virtual Spanish feedback session (to be coordinated with local agency support and relationship building)
- Pop-up and/or bus chat events at high-ridership locations (20 total hours of staff time)

Materials and Outreach

- Website content and graphics
- Recorded presentation video for online viewing
- Online feedback forms coordinated with event topics (3-5 topics)
- Graphics and GIFs for social media and rider app promotion (English and Spanish)
- Printable materials: flyers, posters, rack cards, bookmarks, sign-in sheets, comment forms
- Partner and media toolkit posted to project website
- Phase-specific news release/talking-points and stakeholder communications
- Rider app promotion through transit agency applications

6.3 Phase 3: Compiled Document Review

Target: February 2027

Lead: CAMPO Staff (with consultant support)

Events

- 2 virtual feedback sessions with Spanish interpretation
- Pop-up and/or bus chat events (20 total hours of staff time)
- Public hearing (2-week notice required on CAMPO, GoTriangle, and project websites)

Consultant Support

- Phase strategy slide presentation
- Graphics, presentation materials, and, if resources allow, an evergreen project video (3-5 minutes)
- Project summary presentation for governing board and partner meetings (up to 4 meetings)
- Public hearing promotional materials, including an updated project flyer (English and Spanish)
- Staffing at two virtual feedback sessions (two consultant staff per event, and potentially host one in Spanish)
- Staffing for pop-up and/or bus chat events (Assume 1-2 consultant staff per event, one bilingual; 20 total hours of event staff time)

6.4 Phase 4: Close Out and Wrap Up

Target: Spring 2027

Lead: CAMPO Staff (with consultant support)

Activities

- Final graphics, including adoption announcement GIF
- Summary materials (e.g., tri-fold flyer summarizing Bus Plan and SRTPs)
- Website cleanup and setup for evergreen use
- Final Engagement Summary Report published to document library (with adopted Bus Plan and associated materials)
- Close-out email to stakeholders
- Rider app "thank you" message

7. Engagement Tactics

7.1 Website Development

The project website will be created on PublicInput and accessed through WakeTransit.org. The site will include up to 6 pages/tabs. Information on the site should include:

- Project information and overview
- Document library
- Feedback forms
- Event calendar/schedule
- Partner and media toolkit
- Contact information

Website Management Procedures

- Two rounds of review per phase (CAMPO staff and CTT)
- Screenshots archived by phase for ESR documentation
- Consultant coordinates updates and backend organization for all four phases (including coordination calls with PublicInput)
- CAMPO creates website and provides consultant administrative access
- CAMPO completes final edits and updates for Phase 4/project wrap-up

7.2 Social Media

Social media outreach will focus on existing platforms utilized by CAMPO, GoRaleigh, GoCary, and GoTriangle. Content will be distributed through Facebook, Instagram, and other channels where riders receive transit-related updates.

Content Development

- Average of 4 graphics/GIFs/social media videos per phase
- Core messages translated into Spanish GIF/graphic
- Posting schedule determined in each phase-specific strategy
- Analytics collected and reported in ESR for CAMPO, GoT, GoR, and GoC

7.3 Demographics Collection and Performance Tracking

Demographic information will be collected during active feedback phases through online feedback forms (PublicInput) and in-person event sign-in processes.

Collection Procedures

- Demographics question included in PublicInput survey with instructions
- Print version used for in-person event sign-in
- Results documented in ESR

Mid-Phase Evaluation

Progress toward reaching performance metrics will be evaluated midway through Phase 1. If outreach is not meeting targets, additional or modified efforts may be deployed. Up to 40 hours is budgeted for Phase 1 review and pivoting as needed. Consultant budget leftover from the mid-phase evaluation will be used to conduct additional bus chat events.

7.4 Advertisement

Advertising will be conducted at various levels in Phases 1-3 through:

- Facebook and Instagram ads
- Google ads
- Triangle media outreach
- Other platforms where riders receive transit-related updates

The consultant will create all advertising materials in English and Spanish, support partners with outreach efforts, and collect analytics for inclusion in the ESR.

7.5 ADA Compliance and Accessibility

All outreach materials will undergo internal review for ADA compliance and accessibility.

Review Procedures

- Up to 8 hours of ADA compliance review per phase (including all requirements to meet new Technical Standard—WCAG 2.1 Level AA compliance)
- Up to 8 hours of mobile-friendly/user-friendly review per phase
- Covers both digital and print media
- Assesses elements related to visual, auditory, and cognitive accessibility

7.6 Partner and Media Toolkit

Electronic and printable materials supporting each phase will be posted to the project website as a toolkit for media and partner staff to use for local outreach and educational efforts.

Toolkit Contents

- Finalized graphics, videos, and GIFs
- Printable posters and flyers
- Sample social media posts and messaging
- Social media post schedule
- Event information
- Talking points
- News Release
- Contact information for questions
- QR Code to project webpage/WakeTransit.org (Dynamic QR codes to be used)

8. In-Person Event Logistics

8.1 General Feedback Sessions

General feedback sessions are open to all attendees and follow a structured agenda of interactive activities.

Format: 2-hour meetings with no limit on attendance

Staffing: Consultant staff with bilingual capacity; CAMPO staff support for sign-in and event logistics

Spanish Interpretation: In-person interpreter available at all general feedback sessions

8.2 Virtual Feedback Sessions

Targeted sessions focus on specific audiences through invited attendance. More details to be defined in the detailed approach and workback schedule.

Format: 2-hour meetings (target audiences will receive invitations to attend).

8.3 Pop-Up and Bus Chat Events

Pop-up events at high-ridership locations and/or bus chats on high-ridership routes to promote participation in feedback sessions and other online options.

Staffing: 1-2 consultant staff per event, with one bilingual; 20 total hours of event staff time per phase

8.4 Materials and Supplies

Swag Items

Wake Transit-branded giveaway items will be provided at each in-person event. CAMPO will purchase all swag items.

Print Materials

The consultant will design and print all materials needed to support in-person events, including: Evergreen bookmark, poster boards, educational tools, sign-in sheets, comment forms, and informational handouts.

Refreshments

\$500 expense budget allocated for Phase 1 for snacks and beverages at feedback sessions.

9. Video Production

9.1 Phase 1 Recorded Presentation

A recorded video presentation (clips for each topic area/question) will be developed for Phase 1 to allow online viewing of feedback session content. The presentation will be translated into Spanish.

9.2 Evergreen Project Video

If budget allows, a 3-5 minute evergreen video will be produced for Phase 3/4 providing a project overview suitable for long-term use. The video will:

- Be translated into Spanish
- Be posted to YouTube
- Use transferable or open-source music licensing

9.3 Licensing

All video productions will use transferable or open-source licenses for media assets (music, stock footage) to ensure CAMPO can use materials after the project ends.

10. Public Hearing Procedures

A public hearing will be held during Phase 3 as part of the TPAC recommendation and adoption process.

10.1 Notice Requirements

A 2-week public notice is required on CAMPO, GoTriangle, and project websites. CAMPO will be responsible for updated website content.

10.2 Responsibilities

Consultant: Draft material presentation.

CAMPO: Finalize presentation materials (same set for TCC, CAMPO, and GoTriangle updates, abbreviated version of virtual session slides), submit agenda information, present at hearing, and collect notes.

11. Spanish Translation

All outreach materials across all four phases will be translated into Spanish.

Materials: Consultant will create English/Spanish outreach materials whenever possible and individual Spanish versions when needed in Phases 1, 2, and 3. CAMPO will be responsible for any necessary Spanish translations corresponding to Phase 4.

Videos: Phase 1 recorded presentation and Phase 3/4 evergreen video will be translated (if produced)

In-Person Events: In Phase 1, a Spanish-only feedback session will be facilitated virtually. If successful, that approach will continue for the remaining phases. If unsuccessful, a Spanish interpreter will staff each scheduled general feedback session to guide Spanish-speaking participants through the events in Phases 2 and 3.

Targeted Outreach: CAMPO will fund Spanish-targeted advertising in Phases 1-3

12. Native Files and Transferability

All engagement outreach materials will be developed using platforms accessible to CAMPO (Canva, PublicInput, ESRI, etc.) or using CAMPO accounts. If this is not possible, materials will be developed using CAMPO credentials.

12.1 Transfer Requirements

At project completion, the consultant will transfer all native files to CAMPO, including:

- Original editable files (e.g., Canva designs, InDesign files)

- PublicInput configurations and templates
- Video source files with transferable music licenses
- Graphics and GIF source files

12.2 Licensing

Materials using licensed assets (stock images, music, video) will utilize transferable or open-source licenses to ensure CAMPO can continue using materials after the project concludes.

13. Email Communications

A reusable email template will be developed within PublicInput for use throughout the project. CAMPO will insert drafted email content and send it for each phase – the consultant won't have access beyond project pages.

13.1 Use Cases

CAMPO will be responsible for the following:

- Project news and updates
- Event announcements and reminders
- Stakeholder notifications
- Media advisories

14. TPAC Coordination

Materials will be prepared for Community Engagement (CE) Subcommittee review and discussion before and after each engagement phase.

Consultant Attendance: One consultant staff member will attend up to eight TPAC/CE subcommittee meetings

Materials: Consultant will provide slides and attachments; CAMPO will determine appropriate venue and publish agenda with attachments

Presentations: CAMPO staff will support or provide TPAC presentations as needed

15. Deliverables Summary

The following deliverables will be produced as part of engagement activities:

- 2035 Wake Bus Plan Engagement Plan (BPEP)
- Phase-specific engagement strategies (Phases 1-4)
- Phase-specific engagement summary report & slides (Phases 1-3)

- Final Engagement Summary Report (Phase 1-4 into final compiled report)
- Project website with subpages
- Online and print feedback forms
- Recorded presentation video(s)
- Social media graphics and GIFs (English and Spanish)
- Printable outreach materials
- Partner and media toolkit (on project website)
- Printable demographics checklist, sign-up cards, and feedback forms
- Email template for project updates
- Project summary presentation
- Native files transfer record

16. Engagement Budget Summary

The following budget items are allocated for engagement activities:

Item	Budget/Hours
Phase 1 Refreshments	\$500
Phase 1 Pop-up/Bus Chat Events	20 hours
Phase 2 Pop-up/Bus Chat Events	20 hours
Phase 3 Pop-up/Bus Chat Events	20 hours
ADA Compliance Review (per phase)	8 hours
Mobile-Friendly Review (per phase)	8 hours
Phase 1 Mid-Phase Review and Pivot	Up to 40 hours
TPAC and CE Meetings (consultant attendance)	Up to 8 meetings
Phase 3 Project Summary Presentations	Up to 4 meetings

Note: Any unused consultant expense budget can be used to support Phase 3 and 4 efforts and/or to produce an evergreen video or to conduct additional “bus chats” outreach, with CAMPO's approval.