



## Engagement Strategy for Project Phase (Level 2 Form)

**Date Form is Completed:** 6/15/2026

**Project Name:** 2035 Wake Bus Plan

**Phase Title:** Phase 1 Engagement

**Project ID#:**

**Phase Number:** 1 of 4

**Engagement Activity Date(s):** July 20 – Sept 4, 2026

**Project Sponsor/Lead Agency:** CAMPO

**Contact Person:** Steven Mott

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**Email Address:** steven.mott@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:** Nelson\Nygaard, Three Oak Engineering, Kimley-Horn

**Select the 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?

Phase 1 of the 2035 Wake Bus Plan engagement process will take place from July 20<sup>th</sup> through September 4<sup>th</sup>, 2026, and focus on rider needs, SRTP concepts, mobility hub locations, project identification, and prioritization. The effort will

engage transit riders, residents, community partners, transit agencies, and other stakeholders across Wake County to gather feedback on future transit investments and priorities. Key elements of this phase include:

- Introducing the 2035 Wake Bus Plan and educating participants on the relationship between the Wake Transit Plan, the Wake Bus Plan, and transit providers' Short-Range Transit Plans. Engagement activities will focus on understanding community priorities related to transit service improvements, mobility hubs, access to transit, service frequency and span, and future transit investments.
- Conducting engagement through a combination of online and in-person opportunities, including a project website, online surveys, social media outreach, partner communications, virtual feedback sessions, public meetings, pop-up events, and bus chats at high-ridership locations. Materials and activities will be offered in both English and Spanish to support broad participation.
- Collecting feedback to help guide the development of the 2035 Wake Bus Plan, inform future transit investment recommendations, and ensure that proposed improvements reflect the needs and priorities of communities throughout Wake County.

### 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 June; finalized in July
Material Development	Electronic and print materials, translation services, distribution plan, and collection plan.	- Draft materials will be presented to TPAC in June
Partner and Support Recruitment	Educate and provide materials and guidance to partners who will support Phase 3	- A 2035 Wake Bus Plan project page will be created, accessed at WakeTransit.org - Engagement tools will be posted in a partner toolkit prior to July 20 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 July 20 – Sept 4 -In-person focus groups and targeted engagement planned in August -CAMPO and the consultant team will track participation and performance metrics throughout Phase 1 for ESR
Summary Report	The draft engagement summary report (ESR) for each phase of engagement should be added at the end of the project.	- Draft ESR prepared following completion of Phase 1 engagement -Findings presented to TPAC/CE and incorporated into future project phases

Engagement Evaluation	Conduct an after-action review to note what went well and identify opportunities to improve.	-Mid-phase evaluation conducted during engagement to assess participation and identify any needed adjustments -Lessons learned documented and carried forward into Phase 2 engagement
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**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 blogs.

Post date	Post Type	Key Message(s)
7/20	Reel #1: Campaign Launch (20-30 sec)	Launch Phase 1 Engagement. What is the 2035 Wake Bus Plan? Help shape the future of bus service in Wake County. Promote website, survey, and engagement opportunities.
7/24	Static	What is the 2035 Wake Bus Plan? Explain how the plan helps prioritize future bus service improvements, investments, and mobility hubs across Wake County.
7/29	Reel #2: What Would Better Bus Service Look Like? (15-20 sec)	Highlight key topics being discussed: more frequent buses, longer service hours, better weekend service, improved transit access, and community mobility hubs. Invite people to share their priorities.
8/3	Reel #3: What is a Community Mobility Hub? (20-30 sec)	Explain mobility hubs as transportation "one-stop shops" that connect buses, walking, biking, ride-share, microtransit, and park-and-ride facilities. Encourage participation in the mobility hub mapping activity.
8/7	Static	Upcoming engagement opportunities. Promote public meetings, virtual sessions, pop-up events, bus chats, and online engagement opportunities.
8/12	Animated GIF	Transit Tradeoffs: Which investments matter most? Highlight survey questions related to bus stop amenities, transit access, local service, regional connections, and service expansion.
8/17	Reel #4: Getting to the Bus Stop (20-30 sec)	Showcase how people reach transit today by walking, biking, getting dropped off, ride-sharing, or driving. Explain the importance of first- and last-mile connections and transit access improvements.
8/21	Static	Have You Shared Your Feedback Yet? Help shape the future of bus service in Wake County by sharing your priorities for bus service, mobility hubs, and transit access. Promote remaining engagement opportunities and online survey.
8/28	Reel #5: What's your bus priority? (15-20 sec)	Quick animation featuring the four major service improvement options: more frequent buses, longer service hours, better weekend service, and service to more places and communities. Encourage participation in the survey.
9/2	Static	Final Days to Participate. Engagement closes September 4. Share your feedback today.
9/4	Static	Thank You, Wake County! Phase 1 engagement closes today. Thank participants and explain how feedback will be used to develop future bus service recommendations.

**Event Schedule:**

<b>Event</b>	<b>Date/Time</b>	<b>Location</b>
Virtual Kickoff Presentation	Week of July 20 <sup>th</sup>	Online
Public feedback sessions/focus groups	TBD – likely August	One meeting for each service provider (formats could vary)
Spanish-Language Virtual Feedback Session	TBD – likely August	Online
Stakeholder presentations and/or focus groups	TBD – likely August	Online or in-person
Pop-up Events	Late July	In-person with one event for each service provider
Bus Chats	Late July	In-person (high ridership route or transit facility)

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

<b>Partner Support Description</b>	<b>Specific Dates</b>
Complete partner survey and identify planned outreach activities, communication channels, and engagement needs.	June
Provide feedback on draft materials, messaging, and engagement tools as requested.	Prior to engagement launch and as needed
Participate in targeted "blitz week" outreach efforts and coordinate engagement support with the project team.	Dates TBD
Reshare project social media posts and engagement announcements through agency and organizational channels.	Throughout engagement period, targeted blitz weeks TBD
Share project information through websites, newsletters, rider apps, email lists, and other communication channels.	Throughout the engagement period
Inform planning committees, advisory boards, elected officials, and local staff about engagement opportunities.	Throughout the engagement period
Display project materials at public facilities, transit centers, vehicles, libraries, community centers, and other appropriate locations.	Throughout the engagement period
Promote public meetings, virtual sessions, pop-up events, and bus chats through local networks and community partners.	Prior to each engagement event
Help identify opportunities to reach historically underrepresented communities, transit riders, and other key audiences.	Throughout the engagement period

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

June 25 - present at TPAC with draft strategy and materials

**Materials and Tasks**

<b>Materials and Tasks</b>	<b>Status</b>
Talking Points	Done
News/Press Release	In Progress
Website Content	In Progress
Website Graphics and Banner Images	In Progress
PublicInput Page Setup and Configuration	In Progress
Feedback Form and Interactive Mapping Activities	In Progress
Print Collateral: Phase 1 Flyer, bookmark, bus stop sign (English/Spanish)	In Progress
Social Media Graphics and GIFs (English/Spanish)	In Progress
Instagram/Facebook Reels (Phase 1 Educational Series)	In Progress
Digital Screen Graphics (English/Spanish)	In Progress
Rider App Messaging (Transit App, Umo, etc.)	In Progress
Partner Toolkit	In Progress
Stakeholder Email Template	In Progress
Printable Meeting Materials (Boards, Handouts, Comment Forms, Sign-In Sheets)	In Progress
Spanish Translation and QA/QC Review	Ongoing