

ATTACHMENT B
GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

Wake Transit Planning Advisory Committee

August 2018 – January 2019

Public Engagement & Communications Subcommittee Work Task List (Updated)

Specialized Tasks

1) Public Engagement Policy, Guidebook & Toolkit

The PE&C Subcommittee will continue to serve as the Core Technical Team for the development of a Public Engagement Policy which will be adopted by the governing boards, in addition to a Public Engagement Guidebook and Public Engagement Toolkit.

2) Transit Customer Survey Effort – oversight and coordination

The PE&C Subcommittee will provide feedback and support to GoTriangle for the Transit Customer Survey work.

3) Website Updates

The PE&C Subcommittee will continue to work to determine the website updates needed for Wake Transit efforts, and will ensure web efforts are coordinated with transit agencies and other parties as necessary. This work item will entail decisions on web presence, an online map of Wake Transit projects, TPAC web presence, and ongoing content and maintenance of the site.

4) GoForward Use Standards

The PE&C Subcommittee will work to develop a set of standards and style guide for the use of GoForward on all forms of communication, documents and publications.

Ongoing Tracking/Oversight Tasks

1) Public Engagement and Communications Coordination

The PE&C Subcommittee will work to continue implementation of regional outreach efforts related to Wake Transit funding of projects. The subcommittee will work to create an inclusive structure that fosters regional collaboration on public engagement, press releases, and marketing of the Wake Transit funding. One focus will be to include publication of Wake Transit successes and highlight accomplishments through social media, print media and other channels.

2) Review Project Plans for WT Public Engagement Activities

Serve as a resource to project sponsors and the Lead Agency for Public Engagement for Wake Transit Plan implementation activities related to public engagement and outreach.

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3) Maintain PE Guidebook & Toolkit

4) Host After-Action Reviews of Public Engagement Efforts

Conduct After-Action Reviews following each significant set of outreach activities and at the completion of each major project.