

ATTACHMENT E

Wake Transit Plan Update

Marketing, Communications & Engagement Strategy

January 22, 2021 – March 3, 2021

Overview

With tax collections lower than anticipated because of the COVID-19 pandemic and the anticipated costs of projects increasing, Wake Transit planners needed to reschedule some transit investments that had already been planned through 2027 into future years. In August, Wake Transit Partners asked for the public's help in determining what the priorities should be before completing a revised plan through 2030, which is now available for public review.

The purpose of this engagement period is to thank the community and stakeholders for their input throughout the update process and let them know the draft is ready for review. The revised plan will be available to the public for comment beginning January 22 through March 3, 2021.

Timeline

- The public comment period will occur from January 22, 2021 to March 3, 2021.

Outreach Approach & Activities

The public engagement team will utilize online outreach methods, including email communications and targeted social media campaigns to inform the Wake County community that the Draft Wake Transit Plan through 2030 is available for review.

Partner Coordination	Date
PE&C Subcommittee	1/7, 1/28, 2/25 mtgs
GoTriangle TDM Partners	1/12
TPAC Members	1/13 & 2/17 mtgs
Email Campaigns	Date
Wake County GoForward Subscribers	1/22
Wake County Elected Officials	1/22
Wake County Community Contacts	1/22
Wake County Public Libraries	1/22
Wake County Minority Churches	1/22
Targeted Social Pushes	Date
Southeast Raleigh	1/22 – 3/3
Capital Blvd	1/22 – 3/3

Ages <18, 18-25, 65+	1/22 – 3/3
Spanish Speakers	1/22 – 3/3

Outreach Materials

- 1. Press Release:** An official press release at the beginning of the engagement period will inform media contacts of the outreach effort and provide access to informational materials. Spanish media contacts will receive a translated press release.
- 2. Website Updates:** The GoForward website will include materials in English and Spanish.
- 3. Email Campaigns:** Wake County community organizations, elected officials, individual subscribers for plan updates and other relevant contacts will receive an announcement via email to inform them of the public comment period.
- 4. Social Media Posts and Graphics:** GoTriangle will create social media language and graphics, for distribution across multiple platforms.
- 5. Translated Materials:** The Public Engagement team will utilize existing relationships with media outlets and community groups to ensure information shared reaches a diverse audience. Materials will be available in English and Spanish, and other languages as needed.
- 6. Call Center Phone Number:** Community members requiring information in languages other than English can reach an interpreter through the GoTriangle Regional Information Center at 919-485-7433.
- 7. Public Input Method:** A comment box hosted on PublicInput.com, and embedded in the GoForward site, will collect comments from the public.
- 8. Social Media Targeting:** Social media targeting is the ability to send posts to specific audiences chosen by the advertiser or poster, ensuring information reaches underrepresented groups and/or relevant geographic areas.

Ongoing Engagement

Throughout the comment period, the Public Engagement team will work with partners to identify geographic and demographic gaps in survey responses in order to further refine and target outreach and communications.

Engagement Summary

In the week following the close of the public comment period, the Public Engagement Team will create a summary of outreach conducted in support of the Wake Transit Plan Update.