

ATTACHMENT F

**Wake Transit Annual Work Plan  
Community Engagement Strategy **DRAFT #2****

The following strategy details the basic requirements for community engagement for Wake Transit Annual Work Plans. The Public Engagement & Communications Subcommittee reviews and recommends the engagement strategy to the Transit Planning Advisory Committee (TPAC). The TPAC endorses the engagement plan and schedule and releases for the public review period, ultimately recommending Governing Board adoption. The strategy below meets the standards set forth in the Wake Transit Community Engagement Policy.

General Project Information	
<b>Project</b>	Annual Work Plan
<b>Event(s)</b>	Draft Annual Work Plan Public Review & Comment Period Recommended Work Plan Public Review & Comment Period
<b>Date(s)</b>	February – March (Draft) May – June (Recommended)
<b>Background</b>	Each year in June, the TPAC approves the Annual Work Plan detailing proposed investments for the coming fiscal year (July 1 – June 30). As the plan is developed, the public has the opportunity to review and comment on both the draft annual work plan and the recommended annual work plan.
<b>Purpose</b>	In accordance with the adopted Wake Transit Public Engagement Policy, the Annual Work Plan offers a 30-day review and comment period for interested community members to review the draft and provide comments and ask questions about the projects detailed in the draft work plan. The purpose of the review period is to inform the public of proposed investments for the upcoming fiscal year.
Project Contact Information	
<b>Lead Agency</b>	GoTriangle
<b>Contact Person</b>	Liz Raskopf, Public Engagement Supervisor, <a href="mailto:eraskopf@gotriangle.org">eraskopf@gotriangle.org</a> , (919)-939-0679
<b>Support Agency</b>	CAMPO
<b>Contact Person</b>	Stephanie Plancich, TPAC Administrator, <a href="mailto:Stephanie.Plancich@Campo-nc.us">Stephanie.Plancich@Campo-nc.us</a> , (919) 996-4401
Engagement Strategy	
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Promote awareness of the Wake Transit Annual Work Plan and opportunities to provide input.</li> <li>• Educate the public on proposed service improvements and planned capital investments.</li> <li>• Engage the community in the decision-making process before the adoption of the final Wake Transit Annual Work Plan.</li> </ul>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• The Wake County community, including individuals, organizations, businesses, interest groups, and other parties affected or interested in</li> </ul>

	the Wake Transit decision-making process. Partners provide targeted outreach to affected traditionally underserved populations.
<b>Staff and Resources</b>	Liz Raskopf, GoTriangle, Public Engagement Supervisor Wendy Mallon, GoTriangle, Marketing Manager Burgetta Wheeler, GoTriangle, Communications Manager Sharon Chavis, GoTriangle, Wake Transit Program Coordinator Stephanie Plancich, CAMPO, TPAC Administrator
<b>Budget Estimate</b>	TBD
<b>Implementation</b>	<ul style="list-style-type: none"> <li>• Create a Community Engagement Strategy that details the specific engagement targets and activities that will be implemented;</li> <li>• Work with partners to ensure contact rosters are updated, annually;</li> <li>• Coordinate and plan virtual and/or in-person events;</li> <li>• Host a partner preparation workshop for dissemination support;</li> <li>• Publish and post materials for staff and partner use;</li> <li>• Promote the public comment period through all channels;</li> <li>• Collect, compile and share comments received, weekly;</li> <li>• Track progress toward meeting participation targets and mitigate as needed;</li> <li>• Produce and present a Community Engagement report following the draft and recommended review periods; and</li> <li>• Conduct an after-action performance review.</li> </ul>
<b>Methods and Materials (English &amp; Spanish)</b>	<p><u>Methods:</u></p> <ul style="list-style-type: none"> <li>• Social Media (Facebook and Twitter)</li> <li>• GoForward/Wake Website</li> <li>• Mass Email (Mail Chimp and Outlook)</li> <li>• Presentations</li> <li>• Local Media Outlets</li> <li>• On-Site/On-Bus Notifications, as appropriate</li> <li>• Partner Announcements (Word-of-Mouth)</li> <li>• Community Newsletters</li> <li>• Partner/Community Re-Posts</li> <li>• Virtual and In-Person Events</li> <li>• Comment Submission Form</li> </ul> <p><u>Materials:</u></p> <ul style="list-style-type: none"> <li>• Talking Points</li> <li>• Social Media Content</li> <li>• Email Messaging</li> <li>• Presentation with captions</li> <li>• Posters/Fliers/Rack Cards</li> <li>• Video, as appropriate</li> </ul>
<b>Schedule:</b> Dates are tentative and can shift according to the TPAC annual Work Plan development schedule or as requested by the TPAC. This schedule reflects general timeframes for deliverables and tasks.	
<b>FY22 Work Plan - December</b>	Coordinate the Wake Transit community contact roster review and update process to ensure the list is complete and accurate; Start drafting the specific engagement details for the upcoming Work Plan development cycle.

<b>FY22 Work Plan – January &amp; February</b>	Present the Annual Work Plan Community Engagement Strategy with specific engagement methods, materials list and implementation schedule for the draft and recommended comment periods to the PE&C and TPAC.
<b>FY22 Work Plan - February</b>	Presentation of final engagement strategy and supporting documents to TPAC; Host a partner preparation workshop; Kick-off the public comment period for the draft; Begin performance tracking; Finalize and launch the engagement specific webpage on GoForward website to be ready for kick-off.
<b>FY22 Work Plan – February-March</b>	Implement the engagement methods for the draft public comment period; Track engagement performance and adjust strategies as needed; Compile and share community input with partners; Start drafting the Community Engagement Report; Publish reminder notifications to the community; Website updates at the end of the draft public comment period (Remove all draft dates and materials and shift to recommended information).
<b>FY22 Work Plan – early April</b>	Finalize engagement report for the draft public comment period and provide update to TPAC as information; Confirm engagement methods, materials list and implementation schedule for the recommended Work Plan public comment period; Begin drafting materials for the recommended Work Plan comment period.
<b>FY22 Work Plan - April</b>	Present the engagement report from the draft public comment period and materials for the recommended period to the TPAC; GoForward website updates (post all finalized information and materials for the recommended public comment period).
<b>FY22 Work Plan - May</b>	Implement the engagement methods for the recommended Work Plan public comment period; Track engagement performance and adjust methods as needed; Compile and share community input with partners; Publish reminder notifications to the community; Add a Frequently Asked Questions (FAQs) section and data from the recommend Work Plan public comment period to the Community Engagement Report; GoForward website update at the end of the public comment period (remove active engagement info and materials then post notice of the joint hearing).
<b>FY22 Work Plan - June</b>	Ensure the Community Engagement Report is updated with any input received during the joint hearing; Provide/present the report to the TPAC and each Governing Board before consideration of adoption; GoForward website updated after the new Work Plan is adopted (Engagement specific webpage shuts down, adopted Work Plan and final Community Engagement Report are posted, update the partner portal if needed).
<b>FY22 Work Plan - July</b>	Conduct an after-action review process and make recommendations for the next year’s engagement process (Coincides with an annual review of the Wake Transit Community Engagement Policy).