

Wake Transit
FY21 Recommended Wake Transit Work Plan
Public Engagement Plan

The health and safety of transit riders, employees and the public are a top priority during the coronavirus pandemic. With both statewide and county mandated stay-at-home orders in place, it is critical to adjust public engagement strategies to ensure the community is involved in transit planning decision-making processes in a way that is both safe and effective. Wake Transit Partners recognize the value of ongoing public engagement and remains committed to keeping the community informed of transit improvement progress and investment planning in Wake County.

In January, the Transit Planning Advisory Committee (TPAC) released the draft FY2021 Wake Transit Work Plan for public review and comment receiving development feedback from partners and members of the community.

Since then, the coronavirus pandemic has emerged and efforts to curb its health impacts has led to business closures and a statewide stay-at-home order, which will understandably impact the sales tax revenue estimates originally expected to pay for future transit investments.

Out of an abundance of caution, the TPAC has modified the draft and is recommending a revised FY21 Work Plan that places most new transit investments in unbudgeted reserve until the pandemic's financial impact data becomes available and can be reassessed later in the year.

In deciding what would still move forward July 1, strict criteria including a project's time sensitivity, transit riders' most pressing needs and public comments received in January were all considered.

To keep everyone healthy and informed, GoTriangle, the Wake Transit lead agency for Public Engagement & Communications (PE&C), has worked with the TPAC's PE&C Subcommittee to develop a comprehensive virtual public engagement plan to ensure that TPAC partners, community stakeholders and members of the public are aware that changes have been made to the FY21 Wake Transit Work Plan between its draft and recommended versions and that there is a scheduled 30-day public comment period scheduled for May 15 – June 14, 2020. After which, the Wake Transit governing boards – CAMPO Executive Board and GoTriangle Board of Trustees – will each hold public hearings at their June meetings and consider adoption of the Plan for FY21.

Outreach Goals

The goals of the outreach effort are:

- Keep the community healthy and safe by following the guidance of the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and local and U.S. government officials.
- Promote awareness of the rationale, criteria and specific changes between the FY21 Draft Wake Transit Work Plan released in January and the FY21 Recommended Wake Transit Work Plan published in May.
- Effectively communicate new changes, improvements, and their impact.
- Engage a diverse audience using culturally competent materials.
- Actively engage the community in the public input process through a virtual platform.

Outreach Approach and Materials

The GoTriangle Public Engagement Team will coordinate with the Public Engagement & Communications subcommittee, TPAC representatives, partner transit agencies, municipal staff, and community organizations to push out information and to ensure outreach materials reach a variety of networks.

The Public Engagement Team will conduct spring outreach being fully aware that outreach practices require innovation, forced by an unfortunate and unpredictable situation currently affecting the community at-large. With in-person interactions being limited, the public engagement team has developed a comprehensive virtual engagement plan that aims to meet the needs of various learning styles including visual, audiovisual and kinesthetic. Incorporating engagement strategies that cater to different types of learners is essential to reaching a diverse audience, clearly communicating messaging and effectively engaging the community through a virtual lens. In addition, standard considerations will be made to accommodate participants with different abilities and needs such as people with low or no vision, and those who are deaf and hard of hearing. To accomplish this goal, virtual outreach will utilize a variety of visual, audiovisual and interactive components including:

- 1. Informational PowerPoint:** The public engagement team will collaborate with Wake Transit Partners through the Public Engagement & Communications subcommittee to create an informational PowerPoint with the latest updates found in the FY21 Recommended Wake Transit Work Plan.
- 2. Video Presentation:** To engage our audiovisual learners more effectively, the public engagement team will collaborate with experts to create recorded video presentations discussing the changes.
- 3. Social Media Posts and Graphics:** The GoTriangle Public Engagement Team and Marketing & Communications Team will create social media language and graphics for distribution and use by all Wake Transit Partners. Material will be available in English and Spanish for use on any social media platform. Posts will be shared on @WakeTransit twitter and Wake Transit Partners will be encouraged to post as well.

4. **Email Blast:** Wake County community organizations, elected officials, individual subscribers for plan updates and other contacts will receive email blasts to inform them of the latest updates for the FY21 Recommended Wake Transit Work Plan.
5. **Targeted Outreach Pushes:** *Social media targeting* is the ability to send posts to specific audiences chosen by the advertiser or poster. Utilizing this strategy will help us push information out to communities specifically impacted by a change in the plan or to areas where we see gaps in engagement.
6. **Press Release:** We will send out an official press release at the beginning of the engagement period to let the community know where to access informational materials.
7. **Website Updates:** We will coordinate with communications staff to update the GoForward site to include all materials in English and Spanish.
8. **Translated Materials:** In an effort to maintain our commitment to equity and inclusion, all materials will be translated into Spanish and existing relationships with Spanish-speaking media outlets and community groups will ensure that the information shared reaches a diverse audience.
9. **Printable fliers:** to reach riders and other transit staff and users, a printable flier will be produced to be placed at transit centers, on board transit vehicles and other places that the partners choose in their own communities.
10. **Virtual Community Meetings:** Some organizations have transitioned to conducting their regular meetings in an online format. The Public Engagement Team will work with community partners to establish opportunities to attend virtual community meetings to present to groups virtually, similar to in-person outreach.
11. **Comment Box:** A comment box embedded on the GoForward site and hosted on PublicInput.com.

Planned Outreach Efforts

Description	Type	Date
TPAC Considers Recommending Work Plan for Adoption	TPAC Meeting	4/22/20
Update on Engagement/Communications Approach for FY21 Recommended Work Plan	Presentation to TPAC	5/13/20
Public Comment Period Opens	Public Comment Period	5/15/20
Materials Added to GoForward Site (English & Spanish)	Website Update	5/14/20
Press Release (English & Spanish)	Press Release	5/15/20
Email Blast: Wake Community Contacts	Mailchimp Email Blast	5/15/20
Email Blast: Wake GoForward List	Mailchimp Email Blast	5/15/20
Email Blast: Transit Advisory Committee	Mailchimp Email Blast	5/15/20

Email Blast: GoCrew	Mailchimp Email Blast	5/15/20
Email Blast: Wake County Elected Officials	Mailchimp Email Blast	5/15/20
Email Blast: TPAC Administrator for Distribution	Mailchimp Email Blast	5/15/20
Email Blast: PE&C Chair/Co-Chair for Distribution	Mailchimp Email Blast	5/15/20
Close the Loop: Direct contact with organizations that hosted meetings to review the FY21 Draft Wake Transit Work Plan (Jan – Feb 2020) GoTriangle Transit Advisory Committee WakeUP Wake County / CAFT Crosby-Garfield Advocacy Group Wake County Public Libraries Raleigh/Wake Partnership to End Homelessness GoTriangle TDM Microsoft Live Well Wake Town of Garner Centro Para Familias Hispanas – Catholic Charities of Raleigh Town of Knightdale ONE Wake League of Women Voters of Wake County Step Up Raleigh US Committee for Refugees and Immigrants Consulado General de Mexico en Raleigh Community Partner Network	Email / Phone Calls	5/15/20 – 6/14/20
Public Comment Period Closes	Public Comment Period	6/14/20
Public Hearing: CAMPO Executive Board Meeting	Public Hearing	6/17/20
Public Hearing: GoTriangle Board of Trustees Meeting	Public Hearing	6/24/20

Culturally Competent Communication

In the face of a public health crisis, it is more important than ever to continue to provide culturally competent communication to speakers of languages other than English. In the Triangle region, Spanish translation is becoming standard for transit agencies and public sector communications. The Public Engagement team will work with the contracted translation provider Lit Language to ensure all social media blurbs, press releases, emails, website updates and supporting materials are available in both English and Spanish. The Spanish-speaking community and speakers of other languages include a large number of people who are undocumented and may not be interacting with the government systems that provide up to



date information. It is imperative that opportunities to engage about the future of the region are accessible to all.

Outreach Timeline

The GoTriangle Public Engagement Team and Wake Transit Partners will conduct virtual outreach from **May 15 – June 14, 2020** in order to engage the community and promote awareness of the changes between the FY21 Draft Wake Transit Work Plan released in January and the FY21 Recommended Wake Transit Work Plan published in May. The outreach plan coordinates with the CAMPO Public Comment Period scheduled for May 15 – June 14, 2020, following the Wake Transit Public Engagement Policy, which requires a minimum of a 14-day public comment period prior to adoption. As we continue to monitor the impact of COVID-19, our team will work to identify additional opportunities for engagement both virtually and in-person if regulation guidelines permit.

This outreach strategy includes the expectation that supplemental activities will be needed to support the planned reassessment of projects placed in unbudgeted reserve later in the year. Activities will be executed in-person based on the progression of the public health situation and the efficacy of the recent online efforts.

Outreach Evaluation

To measure the effectiveness of the engagement plan and activities associated with it, the GoTriangle Public Engagement Team will collect demographic information and social analytics in order to identify gaps in outreach and develop strategies to close the loop on an ongoing basis.

Staff will also facilitate an after-action discussion with the PE&C Subcommittee to gather member feedback and generate an after-action report on the engagement implemented in support of the Work Plan for use in strengthening subsequent year efforts.