

WAKE TRANSIT PLAN

Transit Planning Advisory Committee

TPAC REGULAR MEETING

May 13, 2020

9:30 AM – WebEx Meeting

GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

I. Welcome

WebEx Meeting Information

Meeting link:

<https://cormp.webex.com/cormp/j.php?MTID=md8690932bc3dbf7a775bd482e47619f3>

Meeting Password: MEET

Join by phone: 1-650-479-3208

Access code: 470 491 502

Shannon Cox, TPAC Chair

Introductions Roll Call

WAKE COUNTY

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II. Adjustments to the Agenda

Shannon Cox, TPAC Chair

III. General Public or Agency Comment

Any written comments received?

Any additional comments on the phone?

Shannon Cox, TPAC Chair

IV. Meeting Minutes

Attachment A

Requested Action:

Consider approval of the
April 22nd, 2020 TPAC Meeting Minutes.

Stephanie Plancich, TPAC Administrator

V. TPAC Subcommittee Administrative Update

Requested Action:

Consider confirmation of Liz Raskopf as the new Chair for the Public Engagement & Communication Subcommittee 2020 term.

Stephanie Plancich, TPAC Administrator

VI. FY21 Wake Transit Work Plan (May-June) Outreach Plan

Liz Raskopf, GoTriangle

FY21 Recommended Wake Transit Work Plan

PUBLIC ENGAGEMENT
SPRING 2020

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THE NEED FOR VIRTUAL ENGAGEMENT

- The health and safety of our employees and riders is a top priority for Wake Transit Partners. As the number of cases of **Coronavirus Disease 2019 (COVID-19)** continue to grow, we have taken steps to ensure that we engage the community in a way that is both **safe** and **effective**.
- We recognize the value of ongoing public engagement and remain committed to keeping the community informed of major transit improvements and investments!



CREATING A COORDINATED EFFORT

In an effort to keep our community healthy and informed, we have developed a comprehensive virtual public engagement plan in coordination with the following partners:

1. Public Engagement & Communications Subcommittee
2. TPAC Representatives
3. Partner Transit Agencies

Upon implementation, the GoTriangle Public Engagement Team will coordinate with partner transit agencies, municipal staff, community organizations and Spanish language media to push out information and to ensure outreach materials reach a variety of networks!

FY21 WORK PLAN OUTREACH GOALS

The goals of the FY21 Wake Recommended Work Plan outreach efforts are:

To keep our community healthy and safe by following the guidance of the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and our 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 released in April.

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.

OUR VIRTUAL ENGAGEMENT APPROACH

To accomplish our outreach goals, we will utilize a mixed-method approach including:

Informational PowerPoint

Video Presentation

Social Media Posts

Email Blasts

Comment Box



Translated Materials

Targeted Outreach Pushes

Promo Video

Website Updates

Press Release

ENGAGING ALL TYPES OF LEARNERS

With in-person interactions being limited, we developed a comprehensive virtual engagement plan that aims to meet the needs of various learning styles including:



VISUAL

"I see what you mean."



KINESTHETIC

"It feels to me like..."

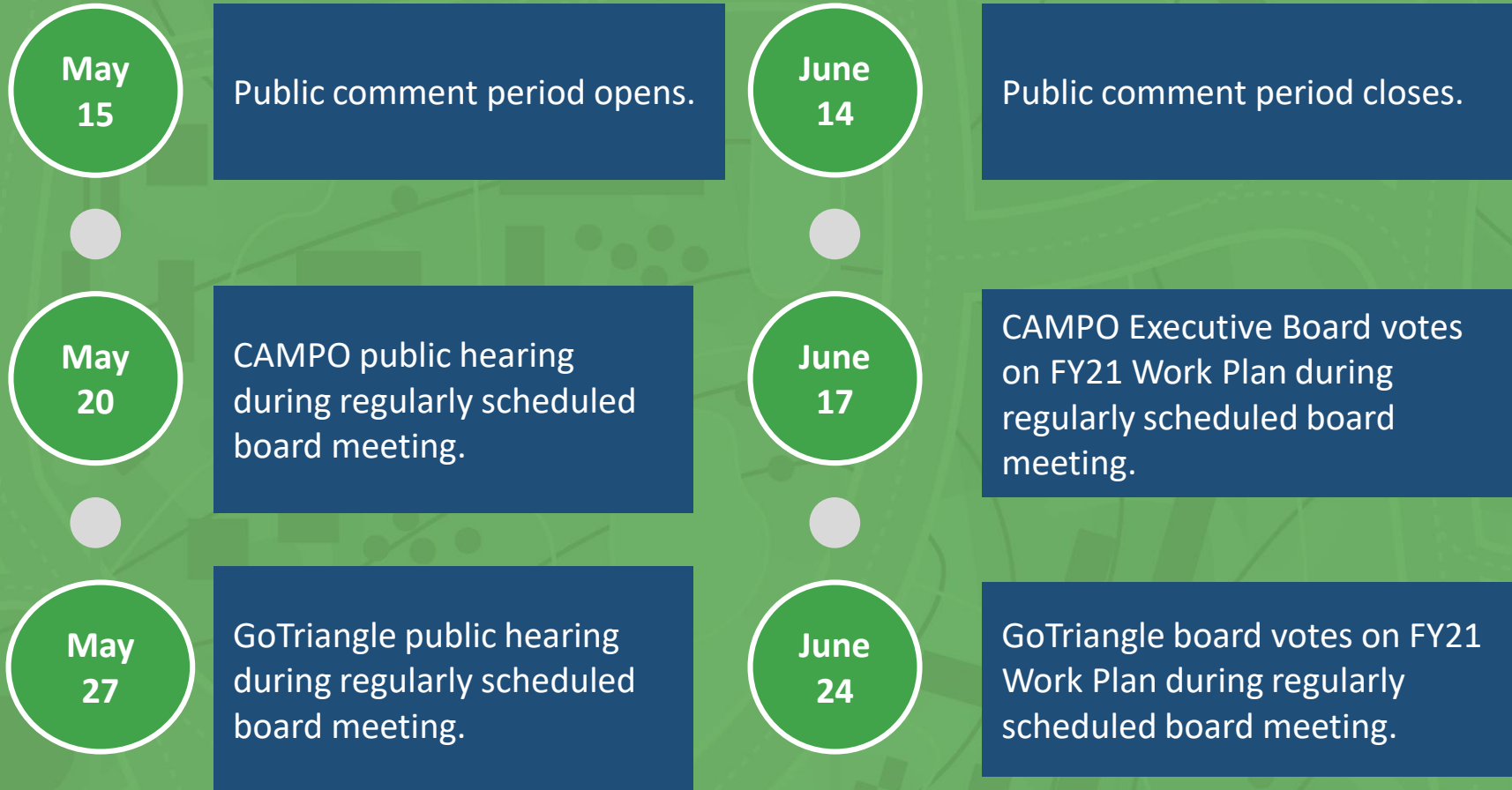


AUDITORY

"I hear what you're saying."

Incorporating engagement strategies that cater to different types of learners is essential in ensuring we reach a diverse audience, clearly communicate our messaging and effectively engage the community through a virtual lens!

FY21 WORK PLAN OUTREACH TIMELINE



VI. FY21 Work Plan (May-June) Outreach Plan

Requested Action:

Receive as Information

XII. Informational Reports

- Subcommittee Report

XII. Adjourn

Next TPAC Meeting:
June 10, 2020, 9:30am