



*Wake Transit Community Engagement Policy / Update 2022*  
*Public Comment Period*  
*Talking Points*

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- A **45-day public review** and comment period for the Wake Transit Community Engagement Policy update is scheduled for **August 15, 2022 – September 29, 2022**.
- To review the full Wake Transit Community Engagement Policy update, visit: [goforwardnc.org/wake-county/get-involved/](http://goforwardnc.org/wake-county/get-involved/)
- There are several ways to submit your comments:
  - Online at [goforwardnc.org/wake-county/get-involved/](http://goforwardnc.org/wake-county/get-involved/)
  - Email: [publicengagement@gotriangle.org](mailto:publicengagement@gotriangle.org)
  - Mail: GoTriangle, ATTN: Wake Transit Community Engagement Policy, 4600 Emperor Blvd., Suite 100, Durham, NC 27703
  - Text “Comment” to 73224 (charges may apply)
  - Call 855-925-2801 (toll-free) and enter code 3659 to leave a voicemail.
- The purpose of the Wake Transit Community Engagement policy is to build upon, develop, and maintain a thoughtful set of guiding principles to apply to the development of community engagement strategies designed to increase community awareness of the Wake Transit program.
- The Wake Transit Community Engagement policy is also designed to maximize communications with the public and other stakeholders related to the services and investments funded through the Wake Transit program.
- The Wake Transit Community Engagement policy applies to project sponsors and serves as a guide for engagement practices when delivering program-level and/or project-level services in their area.
- The policy seeks to improve Wake Transit’s engagement processes and outcomes by encouraging a consistent, transparent approach, and continual learning through evaluation that optimizes engagement methods.

- This policy acknowledges the fact that public input is a crucial element in planning for effective transit, as well as the prioritization and implementation of public transportation services that meet the needs of residents and the community.
- Project sponsors are committed to engaging the community in planning and decision-making through the use of appropriate, effective, and inclusive practices.
- Public engagement focuses on gaining meaningful public input and feedback to inform the development of a Wake Transit-funded investment including any associated outreach, promotion, marketing, advertising, public relations, relationship building, or communications activities.
- The goal of public engagement is to acquire feedback from all sectors of the community in order to identify the transit needs and priorities that ensure transportation plans are fair across all levels of society. Public input helps planning staff increase their awareness of potential adverse effects and implement efforts to mitigate the costs in favor of benefits that serve the greater good.
- Public engagement provides a strong foundation for understanding and working with our community to establish a system of shared responsibility for decisions and develop trust in the decision-making process.
- Public engagement delivers opportunities for our community to participate in Wake Transit's decision-making process, ensuring outcomes that benefit the greater good of the community by reflecting the opinions expressed through the gathering of meaningful input.
- Public input remains as vital as ever to the mission of improving the quality of life of residents by connecting people and places through safe, reliable, and easy-to-use travel choices.
- Input from the communities impacted by transit plans and activities allows Wake Transit to serve their needs and plan effectively for the future.
- Community engagement allows Wake Transit to create transit solutions by drawing upon and implementing local knowledge provided by diverse groups, thereby creating solutions that are inclusive, practical, and effective.
- The annual Wake Transit Work Plan allocates projected revenues to fund service investments and capital projects that will improve and expand Wake County's transit network in the upcoming fiscal year (July-June). These investments are designed to support the Wake Transit Plan's "Four Big Moves," which: 1) Connect the region; 2)

Connect all Wake County communities; 3) Create frequent and reliable urban mobility; and, 4) Enhance access to transit.

- The Work Plan carefully stewards these taxpayer dollars into intentional capital and operating investment in transit. A total of \$121.7 million in revenue is budgeted in the Wake Transit Work Plan for FY 2023. It is estimated that \$107.5 million of that total will be collected through the transit-dedicated, half-cent sales tax, with the balance derived from a mixture of other funding sources.
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