

Public Engagement Plan

Introduction

A coordinated public involvement strategy, detailed in this **Public Engagement Plan**, allows for the free exchange of ideas about the future transportation needs of the region. The public involvement strategy encourages participation throughout the process so that the Southeast Area Study will reflect and respect the needs and values of the region. The opportunities and methods to achieve broad-scale representation require a variety of strategies and techniques. The activities should challenge participants not only to identify possibilities but also to contemplate the tradeoffs between competing interests. In addition to the 10 Core Technical Team and 4 Stakeholder Oversight Team meetings, the outreach process for the Southeast Area Study will include:

- ◆ Public Symposia (2)
- ◆ Stakeholder and Local Government Interviews
- ◆ Newsletters / Email Blasts, Media Spotlights, and Informational Posters (6)
- ◆ Project Webpage
- ◆ Questionnaire / Interactive Map
- ◆ Social Media
- ◆ Local Briefings
- ◆ CAMPO Endorsement / Hearings and Meetings

Core Technical Team

The project team will meet frequently with the Core Technical Team (CTT) to provide members the opportunity to review and participate in technical analyses related to the study. Ten CTT-exclusive meetings are scheduled to occur over the course of the planning process. Four additional meetings with the Stakeholder Oversight Team will yield a total of fourteen points at which the project team will meet with members of the CTT. The CTT will include representatives from the following entities:

- ◆ Capital Area Metropolitan Planning Organization
- ◆ City of Raleigh
- ◆ Johnston County
- ◆ North Carolina Department of Transportation Division 4
- ◆ North Carolina Department of Transportation Division 5
- ◆ North Carolina Department of Transportation Planning Branch
- ◆ Town of Archers Lodge
- ◆ Town of Clayton
- ◆ Town of Garner
- ◆ Town of Selma
- ◆ Town of Smithfield
- ◆ Town of Wilson's Mills
- ◆ Upper Coastal Plain Rural Planning Organization
- ◆ Wake County

Stakeholder Oversight Team

The Stakeholder Oversight Team (SOT) will include the CTT membership as well as participants from the larger stakeholder community. The SOT will serve as a sounding board for the findings and recommendations developed as part of the study. The SOT will convene a total of four times, and these meetings will be scheduled to take place shortly after major milestones that might include the project symposia, the completion of the questionnaire and interactive map, and the production of project deliverables. In addition to members of the CTT, the SOT will include representatives from the following entities:

- ◆ GoRaleigh
- ◆ GoTriangle
- ◆ Johnston County Area Transit System
- ◆ Johnston County Economic Development
- ◆ Johnston County Public Utilities Department
- ◆ Johnston County Schools
- ◆ North Carolina Department of Environment and Natural Resources
- ◆ North Carolina Department of Transportation Units (Bicycle/Pedestrian, Transit, etc.)
- ◆ Triangle J Council of Governments
- ◆ Upper Coastal Plain Council of Governments
- ◆ Wake County Environmental Services
- ◆ Wake County Parks
- ◆ Wake County Public School System
- ◆ Wake County Transportation and Rural Access

Outreach Activities

Public Symposia

Target Audience	Community at large, CTT, SOT
Description	Primary opportunity for the community at large to meet with the project team in-person
Frequency/Duration	Two meetings occurring in Fall 2015 and Spring 2016
Purpose	Distribute information and obtain public input

Stakeholder and Local Government Interviews

Target Audience	Targeted stakeholders and local government officials
Description	Engagement of stakeholders to discuss transportation issues and needs
Frequency/Duration	A series of interviews occurring in July and August 2015
Purpose	Obtain information related to area-specific issues and needs

Newsletters / Email Blasts, Media Spotlights, and Informational Posters

Target Audience	Community at large
Description	Educational material regarding the project's purpose, process, milestones, and upcoming engagement opportunities
Frequency/Duration	Six newsletters, email blasts, or information posters paired with media spotlights occurring at regular intervals
Purpose	Distribute information and promote upcoming events

Project Webpage

Target Audience	Community at large, CTT, SOT
Description	Online source of project details, mapping and graphics, upcoming engagement opportunities, links to the online questionnaire and interactive map, and other pertinent information
Frequency/Duration	Launched in advance of the first public symposium; maintained and updated regularly during the planning process
Purpose	Distribute information and present results and findings from other outreach activities

Questionnaire / Interactive Map

Target Audience Community at large, CTT, SOT

Description Online questionnaire and map allowing participants to provide thematic and location-specific preferences and opinions via an interactive interface

Frequency/Duration Two public input periods launched in advance of the public symposia and closing a month afterward

Purpose Obtain public input

Social Media

Target Audience Community at large

Description Posts via Twitter and Facebook to maintain communication with the public; will utilize the Twitter hashtag #SEareastudy

Frequency/Duration In advance of public engagement opportunities and project milestones

Purpose Promote project and inform followers

Local Briefings

Target Audience Community at large

Description Presentations at local jurisdiction meetings to update elected officials and members of the public about the study development and related milestones

Frequency/Duration Agenda item for existing meetings periodically through the planning process

Purpose Distribute information

CAMPO Endorsement / Hearings and Meetings

Target Audience CAMPO TAC and TCC; community at large

Description Final presentations of the Southeast Area Study

Frequency/Duration Two meetings, held at the conclusion of the study development

Purpose Present Southeast Area Study for discussion and endorsement