



Public Engagement Update

Looking Forward – August 2021

Public Notices & Comment Periods (CAMPO)

Item	Req'd # of days	Public Comment Period & Hearing
<i>Executive Board Action in August</i>		
Bus on Shoulder Study Report – Endorsement	-	Public Comment: July 15-August 15
FY 2020-29 TIP Amendment #5	30	Public Hearing: June 16 Public Comment: June 18 – August 15
LAPP FFY 2023 Proposed Changes & Target Modal Investment Mix	30	Public Hearing: June 16 Public Comment: June 18-August 15
<i>Executive Board Action in September</i>		
Northeast Area Study Update Report – Endorsement	-	Public Comment: July 15-Sept. 12

As the pandemic continues to constrain public engagement activities that are in-person, added attention has been given to digital engagement, increasing focus on social media platforms, and a reliance on non-traditional means to connect with both the general public and traditionally underengaged populations. In order to continue moving projects and studies forward, the MPO will need to place additional emphasis on the active support of TCC and Executive Board members, as well as project stakeholder and technical teams in spreading the word about these engagement opportunities. **Please encourage your communications experts to help amplify these messages – thank you!**

CAMPO Projects – Public Engagement Updates

2050 MTP – Scenarios & Alternatives Analysis

Leading up to the Alternatives Analysis phase of MTP development, long-term goals have been established, the bulk of the data collection and analysis has occurred, and scenario variables have been identified (thank you for participating in the scenarios survey for members!). Modelling is underway, and, based on the scenarios being tested, three alternative options will be developed. During the Alternatives Analysis phase of public engagement, the project team will:

- Share project progress and activities to date (journey);
- Describe the data and process used to develop alternatives (this includes an explanation of the Deficiency Analysis process and “tomato maps”); and,
- Consult with the community on preferences related to the alternatives, likely the variables used to develop them, pros and cons of the independent alternatives (avoiding direct voting)

- Updated information on the Deficiency & Needs (“D&N”) Analysis as well as all three alternative options – the Plans & Trends (“Trends”) scenario, Shared Leadership scenario, and All Together scenario - have been posted to the CAMPO website. The D&N analysis will be included in the informational messaging used during the public engagement on the Alternative Options, which began at the end of July and will continue through August. Communication materials will again be shared with all Executive Board and TCC members in hopes that all will assist with spreading the word on the engagement opportunities.

Following engagement on the Alternatives, as part of the rest of the MTP development, two additional phases of engagement are set to occur – one for feedback on the Preferred Option, and the final for the review and comment on the Draft 2050 MTP Recommendations (project lists and policies). [2050 Metropolitan Transportation Plan](#)

U.S. 401 Corridor Study: <https://www.US401CorridorStudy.com>

The corridor study is now underway, with the first round of public engagement concluding in April and the second round anticipated to occur in September. This round of engagement will include print and online materials describing the variety of data and analysis activities that occurred in order to develop potential solutions; descriptions and visualizations of the solutions under consideration; an online survey to gain feedback from the public informing the next phase developing recommendations, and a virtual public meeting on September 14. Following this round of engagement, one additional phase of outreach will occur to encourage the public to review and comment on the refined recommendations.

Triangle Bikeway Study: www.trianglebikeway.com

The second phase of public engagement concluded in July. In addition to popups, two online public meetings, educational videos, and more, over 2,000 people participated in the online survey. Thank you to the Working Group, TCC, communications teams, Executive Board Members for your help in spreading the word about the public engagement!



Northeast Area Study Update:

As this area study nears completion, the final draft report will be posted for public review and comment in conjunction with the Executive Board’s consideration of endorsement at their September meeting. The comment period will conclude on September 12. A study update email has also been sent to the project’s community members distribution list.

Wake Transit Performance Tracker (online dashboard)

The performance tracker is intended to be an online platform where the public can 1) view Wake Transit investment information through an interactive project map, and 2) view a graphic driven dashboard that will display progress toward reaching Wake Transit program goals. The performance

tracker was in development through 2020 and is currently in beta testing. The full tracker is being released this summer.

General Communications:

CAMPO continues to be active on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#). In addition, a quarterly email newsletter is sent to the MPO's general email distribution list consisting of over 1,200 people. The next newsletter is slated to be sent in early August.

Public Engagement Planning (CAMPO)

CAMPO staff are actively engaged with public and stakeholder engagement planning for the following projects/studies. This is in addition to typical technical analysis, reviews, and engagement as key stakeholders for member organization projects (i.e. SPOT process, STIP/TIP project development, local Comprehensive Transportation Plans and transportation studies).

More information can be found in the Project Updates report.

- CAMPO's Strategic Plan Update
- Commuter Rail Studies
- MIS for BRT Extensions
- Southeast Area Study Update (*starting late 2021*)
- Wake Bus Rapid Transit (including "branding" and "stations design")
- Wake Transit Online Performance Tracker
- Non-Motorized Volume Data Program
- Bus on Shoulder Study
- Western Wake Traffic Signal System Integration Study