

CTAC III Community Engagement Plan

DRAFT – March 2011

Overview

The Citizens Transportation Advisory Committee III (CTAC III) will advise the Council and the Mayor on transportation funding alternatives and priorities. Seattle's transportation system is integral to the city's economic health, environmental quality, and social and community fabric. Unfortunately, the prolonged recession and declining revenues from the gas tax and other sources has made it difficult to maintain and preserve existing infrastructure, enhance bicycle and pedestrian mobility, support mobility and safety for people with disabilities, and provide transportation choices.

CTAC III is the third committee of its kind. Members are appointed by the Mayor and City Council. The committee is charged with recommending:

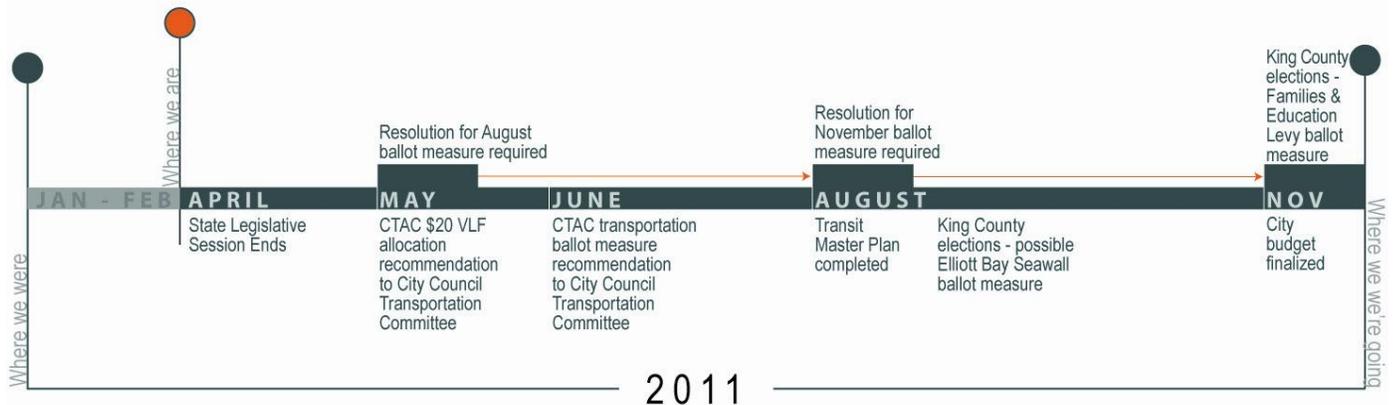
1. How revenue from the Transportation Benefit District established by Council should be spent
2. Priorities for transportation spending in a broader context
3. Revenue sources to ensure we have a safe, equitable and sustainable transportation system that addresses our current and future needs.

The first task of CTAC III is to develop a proposed project list and spending plan for anticipated revenues generated by the \$20 vehicle license fee. The second task is to undertake a full review of the City's transportation needs and funding options and evaluate the potential for a ballot measure asking Seattle voters to fund additional transportation projects.

To inform the committee's work, the Seattle Department of Transportation (SDOT) will be gathering public input on transportation priorities and values, as well as feedback on the CTAC III's recommendations. This plan describes recommended outreach approaches to engage the community in the CTAC III process.

CTAC III Timeline

CTAC III Key Milestones



Community Engagement Objectives

The following objectives will guide the community engagement process:

- Inform the CTAC III's decisions and recommendations regarding allocation of the \$20 vehicle licensing fee and a potential ballot measure
- Gather input from a broad audience and ensure participation from a representative cross-section of Seattle residents
- Tell the transportation story in a compelling way
- Educate on Bridging the Gap, maintenance needs, SDOT's role and responsibilities
- Identify key values that motivate the public to care (safety, mobility, environment, health, cost stewardship)
- Gauge level of interest in specific investments (modes, maintenance/preservation, capital projects, etc.)
- Develop a transportation package that has broad public support

Strategies

These strategies will be incorporated into the community engagement process to help accomplish the objectives:

- Work through community leaders, existing stakeholder groups and social service providers to encourage participation and interest in the CTAC III process.
- Create focused opportunities for community members to discuss issues and ideas directly with the committee, SDOT staff and elected officials.
- Invite participation from a variety of perspectives and stakeholders.
- Provide easy and convenient ways for people to get information and provide comment.
- Create targeted outreach opportunities that allow for participation with minimal time commitment.
- Look for opportunities to share information at places/events where community members are already in attendance.
- Show how the CTAC III will use feedback to guide their work and ways it will be reflected in the final recommendations.

- Maintain consistency with other City planning efforts by using the “Four Cities model” (i.e. sustainable, equitable, productive, and livable) when discussing key values.
- Provide information in alternative and accessible formats.
 - City’s standard accessibility language will be added to written outreach materials

Audiences

SDOT and the CTAC III will reach out to a wide range of stakeholders to ensure broad participation. Audiences and general groups that will be specifically included in the community engagement process include:

- Seattle residents and voters
- Businesses and freight interests
- Historically under-served populations
- Neighborhood interests
- Community groups and opinion leaders

As part of the community engagement process, SDOT will reach out to stakeholder groups to offer briefings and invite comments. A preliminary list of groups that will be invited to participate include:

Pedestrian/Bicycle/Transit Groups

Group	Contact	Responsible CTAC III Member
Bicycle Alliance of Washington	Barbara Culp	
Cascade Bicycle Club	David Hiller	
Feet First	Lisa Quinn	
King County Metro Transit	Kevin Desmond	
Seattle Bicycle Advisory Board	Doug Cox	
Seattle Pedestrian Advisory Board	Brian Dougherty	
Sound Transit	Joni Earl	
Transit Master Plan Advisory Group	Tony Mazzella	

Groups Representing Minority, Limited-English Proficient or Low-Income Populations

Group	Contact	Responsible CTAC III Member
Seattle Immigrant and Refugee Advisory Board	Elliott Bronstein	
Filipino Community Association	Alma Kern	
Horn of Africa	Tsegaye Gebru	
El Centro de la Rasa	Estela Ortega	
Vietnamese Friendship Association	Vu Le	
Citywide Inclusive Outreach and Public Engagement Group	Glenn Harris	
Urban League of Metropolitan Seattle	Tony Benjamin	
Seattle Housing Authority	Tom Tierney	
Environmental Groups (Sierra Club, Futurewise)	Tim Gould/Brock Howell	

Neighborhood Groups

Group	Contact	Responsible CTAC III Member
Neighborhood Community Groups (Mt. Baker Community Club, West Seattle Junction Association, Phinney Neighborhood Association)	Separate list	
Department of Neighborhoods District Coordinators	Pamela Banks	
District Councils/Community Councils	DON District Coordinators	

Business Interests

Group	Contact	Responsible CTAC III Member
Columbia City Business Association	Rob Mohn	
Building Owners and Managers Association	Rod Kauffman	
Seattle Chamber of Commerce	George Allen	
Downtown Seattle Association	Kate Joncas	
Local Chambers of Commerce	Separate list	
Urban Enterprise Center	Dr. Leon F. "Skip" Rowland	
Office of Economic Development	Steve Johnson	
MLK Business Association	Julie Pham	
Union Representatives	Candice Inagi	

Health and Human Services Groups

Group	Contact	Responsible CTAC III Member
King County Public Health	David Fleming	
Seattle Department of Human Services	Dannette Smith	
Seattle Commission for People with Disabilities	Felicia Yearwood	
Senior Services	Joanne Donohue	

Freight Groups

Group	Contact	Responsible CTAC III Member
Freight Advisory Board	Ruth Harper	
Port of Seattle	Mike Merritt	
North Seattle Industrial	Eugene Wasserman	

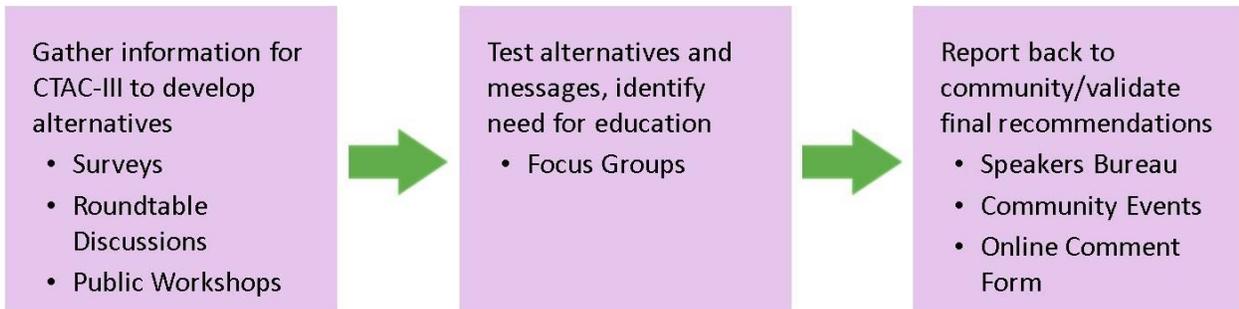
Association		
Ballard Interbay Northend Manufacturing Industrial Council	Rob Mattson	
Manufacturing Industrial Council	Dave Gering	
Seattle Marine Business Coalition	Peter Phillips	

Transportation Policy Groups

Group	Contact	Responsible CTAC III Member
Transportation Choices Coalition	Shefali Ranganathan	
<i>Bridging the Gap</i> Oversight Committee	Ref Lindmark	
City Council	Tracy Burrows	
King County Council	Councilmember Larry Phillips	

Approach

The following approach, or sequence of events, will guide community engagement for the CTAC III process. The approach will be tailored to align with key milestones of the process.



Activities and Tools

Activity/Tool	Purpose and Benefits	Tools
Surveys ¹	<ul style="list-style-type: none"> • Gather information on transportation priorities and perceived needs from the general public • Identify values that affect how people weigh public investments in transportation, such as environmental protection, safety, equity, convenience • Test how much people would be willing to pay for their priorities and test which funding sources resonate with people (user fees, property levy, etc.) • Determine public understanding and perceptions of Bridging the Gap, SDOT, and the funding crisis 	<ul style="list-style-type: none"> • Phone survey • Online survey

¹ All surveys and focus groups will follow the Guidelines for Local Government Agencies in Election Campaigns as well as general applications of RCW 42.17.130

Activity/Tool	Purpose and Benefits	Tools
<p>Focus Groups</p>	<ul style="list-style-type: none"> • Probe deeper on survey results and complicated policy issues (i.e. the relationship of the current effort to BTG) • Test how specific alternatives or packages would be received by the general public, especially in light of simultaneous ballot initiatives • Determine public understanding and perceptions of Bridging the Gap, SDOT, and the funding crisis • Test messages (i.e. how we tell the “story”) 	<ul style="list-style-type: none"> • To be determined
<p>Roundtable Discussions</p> <ul style="list-style-type: none"> • Facilitated discussions with community and neighborhood groups, social service providers, etc. • In most cases, we will try to get on the agenda of an existing community meeting, rather than create our own stand alone discussion. By going to community members instead of asking them to come to us, we are likely to get better participation than community meetings and workshops. 	<ul style="list-style-type: none"> • Reach groups that are not well-captured with polling (i.e. limited-English, minority, low-income) • Educate public about CTAC-III decision process • Test values, priorities and needs, understanding of the issue, how much people are willing to pay, and which funding sources resonate with people (user fees, property levy, etc.) • We can select and coordinate the discussions, and we can also offer to hold discussions by request 	<ul style="list-style-type: none"> • PowerPoint presentation • Informational handouts (i.e. fact sheet)

Activity/Tool	Purpose and Benefits	Tools
<p>Speakers Bureau</p> <ul style="list-style-type: none"> • Presentation followed by a Q&A session. 	<ul style="list-style-type: none"> • Target and gather feedback from specific interest groups, such as community leaders and people deeply engaged in transportation, community and policy issues • Educate stakeholders on the CTAC-III process, BTG performance, and the funding crisis • Build secondary support for the CTAC III's recommendations • Opportunity for CTAC III members to be engaged in community outreach 	<ul style="list-style-type: none"> • Letter to stakeholder groups and City of Seattle boards (i.e. freight, pedestrian, bicycle, etc.) offering a briefing and inviting groups to submit a comment letter outlining projects and priorities that they would like the CTAC III to consider. • PowerPoint presentation • Informational handouts (i.e. fact sheet)

Activity/Tool	Purpose and Benefits	Tools
<p>Public Workshops</p> <p>As an alternative to a traditional open house, a meeting with a workshop format allows attendees to interact with elected officials, committee members and staff. After an opening presentation a lead facilitator would walk participants through each focus area one-by-one and break for small group discussions on each topic.</p> <p>Format:</p> <ul style="list-style-type: none"> • After signing-in to the meeting participants would be assigned or invited to join a table with a small discussion group. • The meeting format would begin with a brief presentation to review the purpose and goals of the CTAC III process. A lead facilitator would then walk through each focus area, pausing for small group discussions after each one. • Each small group would be assigned a facilitator and scribe. The facilitator would prompt the discussion by asking questions such as: <ul style="list-style-type: none"> ▪ What do you think about this topic? What are your ideas? ▪ What are your priorities related to transportation in Seattle? ▪ Is there anything we're missing? • Attendees would have the option to provide comment by talking to staff in their small groups, providing written comment via comment forms, or submitting comments after the meeting. 	<ul style="list-style-type: none"> • Educate the public about the CTAC-III process, BTG performance, and the funding crisis • Interact directly with interested members of the public • Provide opportunity for community members to talk directly to elected officials and CTAC III committee members who are making recommendations • Ask for specific input on priorities and packages • Demonstrate public outreach was available to all • Report "what we've heard" 	<ul style="list-style-type: none"> • PowerPoint presentation • Informational handouts (with link to online survey) and worksheets • Comment form

Activity/Tool	Purpose and Benefits	Tools
<p>Community Events (i.e. festivals and farmer’s markets)</p> <ul style="list-style-type: none"> • Booth or information table at neighborhood events (such as the Fremont Fair) and farmer’s markets. 	<ul style="list-style-type: none"> • Tailor outreach to specific neighborhoods • Provide education and engage the general public • Gather input on final recommendations • By going to community members instead of asking them to come to us, we are likely to get better participation than community meetings and workshops • Opportunity for CTAC III members to be engaged in community outreach 	<ul style="list-style-type: none"> • Informational handouts • Comment form <p>(Other materials to be determined)</p>
<p>Listserves message/Online comment form</p>	<ul style="list-style-type: none"> • Provide the opportunity to comment on the final alternatives • Opportunity for stakeholders to learn about the priorities of others and to see how their input is reflected in the CTAC III’s recommendations 	<ul style="list-style-type: none"> • E-mail message to project contact list • Content for distribution via CTAC III members’ social media networks (i.e. posted on Facebook fan pages) and websites • Online comment form on the CTAC III page on Seattle.gov

Schedule of Activities: March-September 2011

	March	April	May	June	July	August	September
Surveys	■	■	■				
Roundtable Discussions		■	■				
Public Workshops			■				
Focus Groups				■			
Speakers Bureau							■
Community Events				■	■	■	■
Listserve message and online comment form						■	■

Checklist

Do the public engagement tools and activities meet our objectives and reach all desired audiences?

	Online survey	Phone survey	Roundtable Discussion	Speakers Bureau	Community Meetings/ Workshops	Community Events	Focus Groups	Google Map
Community Engagement Objectives								
Gather information on values and priorities	✓	✓	✓				✓	✓
Provide education and background information (i.e. BTG, maintenance needs, etc)			✓	✓	✓	✓		
Test messages – how to tell the story			✓				✓	
Gather input on specific packages and investments					✓		✓	✓
Gather feedback on final recommendations				✓	✓	✓		
Gauge support	✓	✓					✓	
Audiences								
General public	✓	✓			✓	✓	✓	✓
Historically under-served populations			✓					
Neighborhood interests			✓	✓	✓	✓		
Statistically-valid sample		✓					✓	
Community opinion leaders and groups			✓	✓				
Typical voters	✓	✓			✓	✓		