

CTAC III Community Engagement Plan Framework

For Discussion

Community Engagement Objectives

The following objectives will guide the community engagement process and development of the Community Engagement Plan:

- Inform the CTAC III's decisions and recommendations regarding allocation of the \$20 vehicle licensing fee and a potential ballot measure
- 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 public to care (safety, environment, health, cost savings)
- Gauge level of interest in specific investments (transit/mode/location, pedestrian, maintenance, etc.)
- Develop a transportation package that has broad public support

Activities and Tools

Activity/Tool	Purpose and Benefits	Cons
Survey (phone and online)	<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 • Determine public understanding and perceptions of Bridging the Gap, SDOT, and the funding crisis 	<ul style="list-style-type: none"> • Does not do a good job of reaching low-income (transient) and limited-English proficient populations, unless we set quotas
Focus Groups	<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"> • Does not do a good job of reaching low-income (transient) and limited-English proficient populations • Provides feedback from a very small sample

Activity/Tool	Purpose and Benefits	Cons
<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 	<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 We can select and coordinate the discussions, and we can also offer to hold discussions by request 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"> Without other outreach strategies, these may not be perceived as inclusive because we select the groups with which to do Roundtables
<p>Speakers Bureau</p> <ul style="list-style-type: none"> Presentations followed by a Q&A session with specific interest groups, such as bike/ped advocates, freight mobility group, etc. In most cases, we will try to get on the agenda of an existing meeting 	<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"> Without other outreach strategies, these may not be perceived as inclusive because we select the groups with which to do presentations
<p>Community Meetings and Workshops</p> <ul style="list-style-type: none"> Interactive public meetings 	<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 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"> Because we are asking the public to come to us, these will only engage those who are willing and able to attend. Since this is not a project that will have immediate or tangible impact on people or property, it may be difficult to generate broad interest in these meetings.
<p>Community Festivals and Farmer's Markets</p>	<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"> Labor and staffing intensive

Activity/Tool	Purpose and Benefits	Cons
Google Map *	<ul style="list-style-type: none"> Gather input with geographic context to understand the priorities of different neighborhoods Provide the opportunity to comment online (for those that can't attend other events) 	

* Visit <http://endlessline.webfactional.com/wsdot/map/orb/EndlessMap.php> to try one out

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 leaders and groups			✓	✓				