

Transportation 2040



Appendix I: Public Involvement and Outreach



MAY 20, 2010

Puget Sound Regional Council

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I. Overview

This document describes the specific outreach efforts undertaken by the Puget Sound Regional Council for Transportation 2040. Public outreach began prior to the 2007 SEPA scoping process for the environmental review and continued through plan adoption in May 2010. The outreach effort was designed to build relationships among partner agencies, enhance understanding of regional transportation planning, and increase participation during the environmental review process and the preparation of the transportation plan.

The PSRC *Public Participation Plan for the Puget Sound Regional Council* (adopted in 1994 and most recently updated in 2007) specifically outlines the public review process the agency must conduct to prepare the Metropolitan (Regional) Transportation Plan pursuant to state and federal laws including SAFETEA-LU, the Revised Code of Washington (RCW), and the State Environmental Policy Act (SEPA).

According to the agency's public participation plan, PSRC may employ a variety of notification and participation procedures to encourage "early and continuous" involvement of citizens, jurisdictions, communities, and other interests in the planning and decision-making processes of the regional council. The agency's public participation plan also allows PSRC to conduct additional outreach efforts as appropriate to provide opportunities for involvement including such activities as workshops, open houses, forums and other events.

Public involvement in regional transportation planning is essential for making good decisions that uphold the region's quality of life and ensure that future needs are met as the region grows. To that end, PSRC is committed to providing opportunities for the public to express concerns and issues during the development of the regional transportation plan. This commitment relies on a variety of methods and techniques to reach out to the wide range of people, groups, organizations, partner agencies, stakeholders, and member agencies with an interest in transportation decisions.

Federal and State Compliance

The outreach effort complies with established and recently adopted federal and state requirements:

- Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) Section 6001 addressing resource agencies and tribes
- Title VI and Executive Order 12898 Addressing Environmental Justice Populations
- The 1994 USDOT Order to Address Environmental Justice in Minority Populations and Low-Income Populations
- The 1998 FHWA Actions to Address Environmental Justice in Minority Populations and Low-Income Populations
- The 1999 FHWA and FTA Memorandum Implementing Title VI Requirements in Metropolitan Planning.

Compliance with SAFETEA-LU Section 6001 Addressing Resource Agencies and Tribes

The following identifies the fundamental principles of Section 6001, the benefits of consultation, and a brief summary of the process used by PSRC to comply with SAFETEA-LU Section 6001 during preparation of Transportation 2040.

The fundamental principles of Section 6001 are:

- Planning process shall be continuing, cooperative, and comprehensive
- Develop plan in consultation with federal, state, tribal, and local agencies in charge of:

- Land use management
- Natural resources
- Environmental protection
- Conservation
- Historic preservation
- Review and comparison of the evolving transportation plan with:
 - State and tribal conservation plans and maps
 - Inventories of natural and historic resources
- Discuss potential mitigation activities in consultation with Federal, State, and tribal wildlife, land management, and regulatory agencies
- Include equity as one of the criteria for evaluating plan alternatives

PSRC made a commitment to engage environmental and resource agencies in the Transportation 2040 plan update prior to and during the SEPA environmental review process. This effort is consistent with the PSRC Public Participation Plan, which promotes the coordinated and open exchange of information; the state's requirement to seek written comments on the environmental analysis, impacts, and mitigation measures; and, with Section 6001 of SAFETEA-LU which requires consultation with resource, tribal and other agencies in the preparation of the metropolitan transportation plan.

PSRC instigated an outreach effort to environmental and resource agencies and advocacy groups during the Transportation 2040 scoping process by inviting agencies to open houses, presentations, and other meetings to help determine what to include in the environmental review. A number of agencies responded with written comment letters that influenced the scope of the review and also informed PSRC about other issues of interest.

Environmental Planning Group

PSRC also convened an Environmental Planning Group (EPG), inviting representatives from Federal, State, local and tribal environmental and resource agencies. The role of this group was to assist staff in gaining an understanding of the major environmental issues facing the central Puget Sound region, and gain a more comprehensive understanding of how they relate to transportation. The group's input helped ensure that the most important environmental issues would be adequately accounted for in the plan update.

The EPG met several times over the course of the plan update, beginning in December 2007 with Scoping, in April 2008 during Criteria and Alternatives Development, and in April 2009 during the Draft Environmental Impact Statement (DEIS) comment period to discuss the six plan alternatives. In addition to these meetings, PSRC prepared three emailed "e-brief" newsletters to keep the EPG current with the planning process. These e-briefs were emailed to the EPG in January 2009, March 2009 and April 2009.

SAGES

In addition to the EPG, PSRC also reached out to SAGES (Statewide Advisory Group for Environmental Stewardship) in June 2008. SAGES is responsible for project level review under NEPA. However, since PSRC was preparing the first SEPA programmatic DEIS under SAFETEA-LU, Section 6001, staff felt that meeting with this group would be beneficial to the SEPA environmental process. PSRC received feedback on how the non-project (programmatic) SEPA process could assist the state or local jurisdictions when doing project level environmental analysis.

Compliance with Environmental Justice Requirements

A full report of the environmental justice outreach efforts undertaken during the Transportation 2040 planning process is available in *Appendix G: Environmental Justice*.

Goals and Objectives

The following goals and objectives guided the outreach activities. In some cases, they apply to a wide range of audiences; in others, specific ones.

Goal 1: Inform, involve, and collaborate with multiple audiences during the preparation of the regional transportation plan.

Objectives:

- Ensure that the public and the media have access to available information
- Involve appropriate groups in the data collection, policy and technical analysis, recommendations, plan preparation, and plan adoption stages of the process
- Provide information to PSRC committees and boards for review and feedback
- Keep the public informed about the schedule, tasks, and opportunities for input

Goal 2: Take public inquiries, comments, suggestions, and ideas into account during the review and decision-making process.

Objectives:

- Let participants know how their comments will be used in the process
- Use a variety of methods to obtain comments
- Provide information in easily understood, accessible formats that take into consideration language and literacy needs.
- Provide periodic summaries of input that represent the issues and considerations
- Include a feedback loop for those commenting to know how their comments will be addressed.

Goal 3: Use a variety of communication techniques to reach diverse audiences and publish all proceedings and records for public review

Objectives:

- Employ these and other types of techniques to publicize events and activities:
 - Internet to accept comments, to stream meetings and public service announcements, and to publish email newsletters or bulletins
 - Online and print display advertisements in area publications
 - Newsletters/postcard mailings to stakeholders and Regional VIEW subscribers
 - Fact sheets, website updates, and display boards
 - One-on-one community briefings, meetings with targeted groups, open houses, public events, and presentations to jurisdictions in accessible and convenient locations at convenient times
 - Tie-ins with partner agencies, social service organizations
 - Visualization techniques including maps, displays, hands-on exercises
- Make all proceedings available in both written and electronic formats

Goal 4: Provide the public with many different ways to access information and participate in the process.

Objective:

- Ensure that this outreach effort is in place to provide information to stakeholders, elected officials, partner agencies, interest groups, and the public.

II. Summary of Methods and Techniques

To meet these goals and objectives, PSRC employed a range of tools and techniques which are standard procedure for regional outreach. Communication and outreach activities are organized under four headings: 1) Presentations and Meetings, 2) Written and Printed Materials, 3) Digital and Electronic Materials, and 4) Other. Each of the techniques employed throughout the plan update process are described along with an evaluation of its effectiveness.

1) Presentations & Meetings

Board and Committee Meetings

PSRC provided regular briefings and presentations to boards and standing committees throughout the planning process. The Regional Staff Committee played a key role in the planning process. The committee is composed of the region's lead planning, public works, and transportation professionals and provided valuable insight and recommendations to PSRC staff, as well as providing direct input to the Transportation Policy Board.

In addition, PSRC engaged a number of subject matter experts, selected task forces, and an environmental planning group to review and provide feedback on data and technical materials. Subject matter expert groups began meeting with PSRC staff prior to the scoping process in 2007, and continued to meet at regularly scheduled times to assist with data collection, analysis, and other technical issues. These meetings allowed experts to provide an ongoing feedback loop to PSRC staff on complicated technical and policy issues.

The Transportation 2040 Working Group is a subcommittee consisting of Transportation Policy Board members and representatives from the Growth Management Policy Board (GMPB) and the Economic Development District Board (EDD). It was formed to interact with PSRC staff to review and refine evaluation criteria, alternatives, and other materials in preparation for review by the Transportation Policy Board. This group often met jointly with the Pricing Task Force, whose membership and expertise overlapped with the working group.

PSRC staff also formed an Environmental Planning Group comprised of resource and land management representatives who consulted with staff on the environmental review and as the analysis was performed on the plan alternatives. A particular focus of this group is mitigation activities associated with environmental impacts.

A full list of PSRC boards, committees and groups is included in Table 1.

Table 1. PSRC Boards, Committees and Advisory Groups

<u>PSRC BOARDS & COMMITTEES</u>	<u>OTHER ADVISORY GROUPS</u>
General Assembly	Alternatives Technical Group (ATG)
Executive Board (EB)	Commute Trip Reduction Working Group
Operations Committee (OC)	Congestion Management Process Advisory Committee
Transportation Policy Board (TPB)	Destination 2030 Criteria Committee
Growth Management Policy Board (GMPB)	Environmental Planning Group (EPG) (f.k.a. Environmental Working Group)
Economic Development District Board (EDD)	Freight Strategy Focus Group
	Regional Freight Panel
	Regional Safety Forum
	Regional Transit Service & Facilities Planning Committee
	Regional Transportation Demand Management Steering Committee
	Regional Transportation Plan Integration Committee
	Transit Concepts Working Group
	Transportation Choices Forum
	Transportation Demand Management Alternatives Development Committee
	Transportation Demand Management Steering Committee
	Transportation Operations Program Technical Advisory Committee
<u>PSRC ADVISORY COMMITTEES</u>	
Executive Committee	
Regional Staff Committee (RSC)	
Transportation 2040 Working Group (f.k.a. D2030 Working Group)	
Transportation Operators Committee (TOC)	
Regional Traffic Operations Committee (RTOC)	
Pricing Task Force (PTF)	
Regional Freight Mobility Roundtable	
Bicycle Pedestrian Advisory Committee (BPAC)	
Regional Project Evaluation Committee (RPEC)	
Special Needs Transportation Committee (SNTC)	
Regional Technical Forum (RTF)	
Model Users Group	

Regional Forums

In addition to consulting with the agency's organizational and advisory committee structure, PSRC staff regularly attends other regional policy and advisory group meetings. PSRC staff gave regular briefings to the subarea transportation planning forums in the region: Pierce County Regional Council (PCRC), Regional Access Mobility Partnership (RAMP) Pierce County, Kitsap County Coordinating Council (KRCC), Snohomish County Tomorrow (SCT), and the three King County sub-groups: SeaShore Transportation Forum (SeaShore), South County Area Transportation Board (SCATBd), and Eastside Transportation Partnership (ETP). These forums are composed of elected officials and staff who address transportation planning issues in their subareas. Each of these forums may also have technical and policy subcommittees or advisory groups that inform their work. PSRC staff regularly presented to and met with both the formal forum groups and their subgroups.

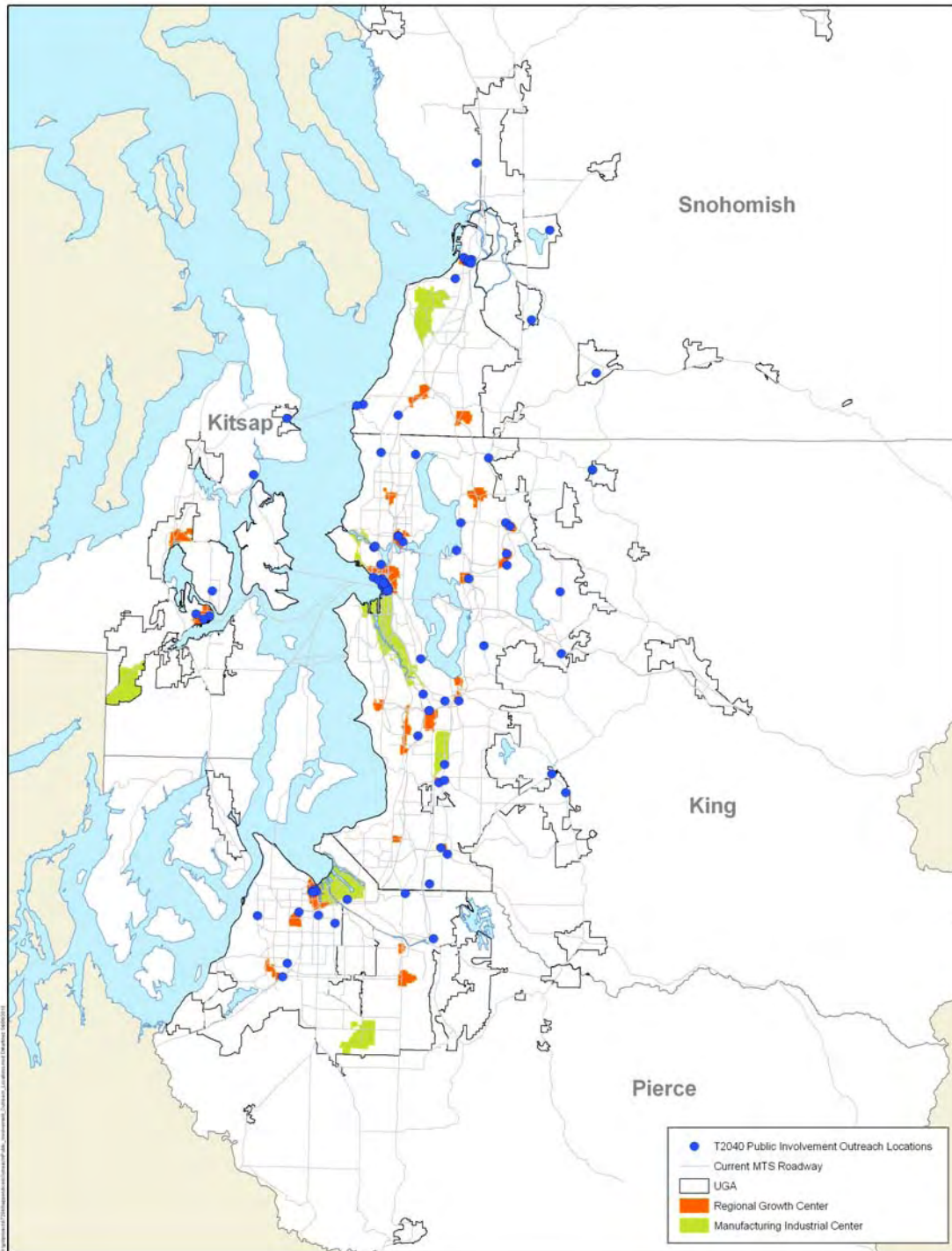
Staff Presentations to Member Jurisdictions and Organizations

Throughout the T2040 planning process, staff regularly made presentations, using PowerPoint slides, to member jurisdictions and interest groups to keep them aware of the status of the planning process, and to gather input. This began with pre-scoping and scoping, and continued through alternatives development, evaluation, and selection of a preferred plan alternative. A larger effort was initiated just prior to the release of the Draft Environmental Impact Statement (DEIS) that invited all members, partner agencies and other interested groups to schedule staff to conduct presentations for their boards, committees, or staff on T2040. There was an overwhelming response to the invitation. From February to July 2009 alone, 10 staff members made 147 presentations across the four-county region. During the entire T2040 planning process, over 475 presentations were made to groups around the region. A full list of those groups appears in Table 2. The map below illustrates all the locations of public outreach during the T2040 planning process.

Table 2. Stakeholder Outreach Presentations

<p>Staff presentations were made to the following jurisdictions and organizations:</p> <p><u>Cities</u> Auburn City Council Bellevue City Council Cities of Edgewood, Milton, Fife joint meeting City of Auburn City of Bellevue City of Duvall City of Edmonds City of Everett City of Issaquah City of Issaquah follow up meeting City of Kirkland City of Lake Stevens City of Maple Valley City of Monroe City of Mountlake Terrace City of Newcastle City of Pacific City of Redmond City of Renton City of Sammamish City of Seattle staff City of Shoreline City of Snohomish City of Sumner City of Tukwila City of University Place City of Woodinville Kent Economic & Community Development Committee Kent Planning & Economic Development Committee Kirkland Transportation Commission Maple Valley City Council Renton City Council Seattle City Council Transportation Committee Tacoma City Council Tacoma City Manager and Staff Town of Yarrow Point</p> <p><u>Counties</u> King County Coordinated Special Needs Transportation Committee King County Public Works Directors Meeting King County Staff Pierce County Coordinated Transportation Coalition Pierce County Council Pierce County Executive and Staff Pierce County Growth Management Coordinating Committee Pierce County Public Works Pierce County Transportation Coordinating Committee Snohomish County Council</p> <p><u>State/Federal Agencies</u> Federal Highway Administration Federal Transit Administration National Park Service Planning Office Washington State Department of Ecology Washington State Department of Fish & Wildlife Washington State Department of Transportation Washington State Joint Transportation Committee Washington Transportation Commission</p> <p><u>Ports</u> Port of Edmonds Commissioners Port of Seattle Port of Tacoma</p>	<p><u>Tribes</u> Suquamish Tribe Tribal Transportation Planning Organization</p> <p><u>County Subarea Transportation Forums</u> Eastside Transportation Partnership (ETP) - ETP Technical Advisory Committee Kitsap Regional Coordinating Council (KRCC) - KRCC TransPol and TransTac Meeting Pierce County Regional Council (PCRC) Regional Access Mobility Partnership (RAMP) Pierce County SeaShore Transportation Forum (SeaShore) - Seashore Technical Advisory Committee Snohomish County Tomorrow (SCT) - SCT Infrastructure Coordinating Committee - SCT Steering Committee South County Area Transportation Board (SCATBd) - SCATBd Technical Advisory Committee</p> <p><u>Transit Agencies</u> Pierce Transit Staff Sound Transit Citizens Oversight Panel</p> <p><u>Other Stakeholder Groups</u> American Public Works Association Bellevue Chamber/Bellevue Downtown Association, Joint Transportation Committee BOMA Suburban Cities Committee Eastside Transportation Association Eastside Transportation Association, Technical Advisory Committee Enterprise Seattle Board of Directors Environmental & Local Mobility Groups FedEx/Kinkos Employees Fleet, Industrial and Supply Center (FISC) of Navy Region Northwest Freight Action Strategy Team (FAST) Greater Seattle Chamber of Commerce Greater Seattle Chamber of Commerce, Transportation Committee Institute for a Democratic Future (IDF) Institute of Transportation Engineers (ITE) Intelligent Transportation Systems & Operations Alternative Construction Team Kitsap Information Resources/Referral Network KUOW Radio's Weekday Talk Show League of Women Voters Peninsula Regional Transportation Planning Organization Pierce County Business Roundtable Probus Club of Everett (Rotary) Puget Sound Clean Air Agency Quality Growth Alliance Redmond Chamber of Commerce Rotary Club of Lake Forest Park Seattle/King County Municipal League Seattle/King County Public Health Senior Consortium of Snohomish County Sierra Club, Land Use & Planning Committee Snohomish County Special Needs Transportation Coalition Snohomish County, Council on Aging Snoqualmie Valley Governments Meeting Statewide Advisory Group for Environmental Standards (SAGES) Suburban Cities Association Tacoma/Pierce County Chamber of Commerce Transport Canada Conference University of Washington Valley Cities Association West Coast Corridor Coalition</p>
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Map of Public Outreach: Locations of public outreach during Transportation 2040 planning process



Source: PSRC

Environmental Justice Workshops

PSRC, through its consultant PRR, conducted five environmental justice (EJ) workshops in the region in June 2009, and a follow-up set of five additional roundtable discussions in February-March 2010. The purpose of these workshops was to conduct more focused outreach to EJ communities. PRR worked with local organizations representing EJ communities to ensure good participation at these workshops. A full report of the EJ outreach process is available in Appendix G.

KUOW Radio

On January 23, 2009, KUOW's Weekday radio show hosted by Steve Scher featured Transportation Alternatives as the topic of the program. The speaking panel included Mike Cummings - PSRC Program Manager, Julia Patterson - King County Council Chair and Transportation Policy Board Chair, and Aubrey Davis - former Chair of the Washington State Transportation Commission and Pricing Task Force Chair. Panelists introduced PSRC and the T2040 plan update process and then described the five transportation alternatives that had been released for analysis. The full program can be heard at <http://www.kuow.org/program.php?id=16765>.

Open Houses

During the planning process, several public meetings were held, inviting the public to provide input into the T2040 plan update.

- Scoping Public Meetings - Six public meetings were held during the scoping process – one each in Kitsap, Pierce and Snohomish counties, and three in King County. One of the meetings was held in downtown Seattle during lunch time to allow commuters who worked downtown to have the opportunity to attend a public meeting. All the other meetings were held in the late afternoon/early evening hours at public libraries or city halls in the cities of Auburn, Bellevue, Bremerton, Everett, and Tacoma.
- DEIS Open Houses – Several opportunities were given during the DEIS public comment period to allow the public to hear presentations about T2040 and the DEIS and to provide public comments on the six plan alternatives.
 - South King County Town Hall - Mayor Suzette Cooke of Kent and King County Councilmember Julia Patterson hosted this town hall meeting on June 4, 2009 at the Kent Senior Center. A video of this meeting can be viewed on PSRC's website at www.psrc.org. At least 42 people attended the town hall meeting.
 - Kitsap Open House – The Kitsap County open house was held at Kitsap County Fairgrounds on June 25, 2009. At least 26 people attended the open house.
 - Courtesy Public Hearing – PSRC's Transportation Policy Board took time out of their regularly scheduled board meeting to host a courtesy public hearing on July 9, 2009. This hearing was video streamed live on the PSRC website and all public testimony was transcribed for the record. Seven people gave public testimony during the hearing.

Workshops

Workshops were scheduled primarily in the Preliminary Preferred Alternative phase to allow board and committee members more focused time with staff to discuss specific issues of concern, such as the financial plan, preliminary preferred alternative analysis, and project lists. A list of workshops held is in Table 3.

Table 3. Public Hearings, Open Houses and Workshops

<u>PUBLIC MEETINGS</u>	<u>WORKSHOPS</u>
Public Meeting on Scoping, Auburn	Benefit Cost/Least Cost Planning Workshop
Public Meeting on Scoping, Bellevue	Workshop for Executive Board Members
Public Meeting on Scoping, Bremerton	Workshop for Regional Freight Mobility Roundtable
Public Meeting on Scoping, Everett	Workshop for T2040 Working Group and Pricing
Public Meeting on Scoping, PSRC	Task Force - Finance Discussion
Public Meeting on Scoping, Tacoma	Workshop for Transportation Policy Board Members
Courtesy Public Hearing at PSRC	
Kitsap County Open House	
South King County Town Hall Meeting	
<u>Environmental Justice</u>	
King County Workshop at Rainier Beach Library	
King County Roundtable Discussion	
South King County Workshop at Auburn Library	
South King County Roundtable Discussion	
Kitsap County Workshop at United Way of Kitsap County	
Kitsap County Roundtable Discussion	
Pierce County Workshop at Korean Women's Association	
Pierce County Roundtable Discussion	
Snohomish County Workshop at United Way of Snohomish County	
Snohomish County Roundtable Discussion	

2) Written and Printed Materials

EIS Documents.

The Draft EIS was distributed on CD and in hard copy form, as well as on the PSRC website. In addition, the DEIS was made available in libraries and other convenient locations. The Final EIS was made available to the public in the same manner. Notification postcards were also created and mailed to stakeholders.

Comment Form.

Paper comment forms were made available during public meetings during the scoping process and the DEIS public comment period. In addition, an online comment form is available on the PSRC website to accept the public's comments on the Draft Plan. Commenters have used both paper and online comment forms.

Posters & Handouts.

During the scoping process, several posters were designed and displayed that described the transportation planning process, the role of PSRC, the purpose of scoping and the range of potential issues an update to the transportation plan could address. These were used during the six public scoping meetings as well as at workshops held prior to board meetings for the benefit of board members.

During the alternatives development and analysis phases, maps illustrating transportation infrastructure and the major corridor projects planned in the region were developed for use as a visual tool to give stakeholders a better context for their input and decision making. In addition, legal-sized corridor maps along with project lists were developed in order to help members match locations to projects. These maps and handouts were used during workshops held for the Executive Board, Transportation Policy Board, and Regional Staff Committee.

Handouts

Over the course of the three-year plan update, several color handouts were prepared for different phases of the update. These served as visualization tools, including maps, charts and diagrams that helped illustrate the information being presented:

- **2010 Destination 2030 Update: Scoping Notice and Determination of Significance (DS)** *November 2007* -- Official document announcing the decision to update the plan and prepare an Environmental Impact Statement (EIS) on the proposed update
- **Destination 2030 Update: Scoping, Regional Transportation Plan Update -- Keeping the Region Moving** *January 2008* – Handout announcing the purpose of scoping, schedule, and key issues to be addressed in the plan
- **Transportation 2040: Developing the region’s new long-range plan -- Keeping the Region Moving** *September 2008* – An updated handout with description of identified scope, updated schedule, and key issues to be addressed in the plan
- **Transportation 2040: The Region’s New Transportation Plan - Executive Summary: A Snapshot of the Alternatives** *January 2009* – An executive summary of the six plan alternatives
- **Transportation 2040: DEIS Release and Public Comment Period** *June 2009* – A handout announcing the DEIS release and comment period and inviting stakeholders to schedule presentations or attend a courtesy public hearing
- **Transportation 2040: Building and Sustainable Transportation System** *November 2009* – A two-page handout describing the framework of the draft plan
- **Transportation 2040: Draft Preferred Alternative – Frequently Asked Questions** *December 2009* – A handout answering key questions about Transportation 2040, its purpose, priority issues, process and strategy
- **Draft Transportation 2040 Plan Executive Summary** *January 2010* – An executive summary of the draft Transportation 2040 Plan

These were made available by mail (in some instances), at board and committee meetings, on the PSRC website and through the PSRC Information Center kiosks.

Regional VIEW.

The Regional VIEW is a monthly newsletter distributed to approximately 10,000 subscribers throughout the region. The newsletter provides brief project updates, feature articles, and ongoing information about how to stay informed and involved. PSRC has been successful with having readers return comment cards when asked to respond to information. The Regional VIEW may be handed out at events and meetings and is posted on the PSRC website for easy access. Of particular value is the newsletter’s ability to include maps, illustrations, and graphic depictions of numeric and statistical information as visualization techniques for conveying information.

During the 3-year planning process the Regional VIEW contained regular information and updates to keep the region informed about Transportation 2040. Feature articles about Transportation 2004 included:

- “Region’s Transportation Plan Looks Ahead to 2040: Help Shape the Region’s Long-Range Transportation Priorities” *December 2007*
- “Scope of Region’s Long-Range Transportation Plan Update Takes Shape Through Public Participation” *April 2008*
- “Region Looks Ahead to 2040 – Transportation Plan Alternatives Set” *February 2009*
- “Transportation 2040: DEIS Release and Public Comment Period” *June 2009*
- “New Survey Informs Transportation 2040” *November 2009*

- “PSRC is Seeking Comment on Transportation 2040, the Region’s Long-Range Transportation Plan” *February 2010*

Media Relations.

PSRC uses media relations to get the word out to a broad and diverse audience of readers throughout the four counties. During several crucial junctures of the planning process, print and online advertisements with the regional newspapers were used to announce the release of new documents, solicit public comments, invite people to attend public meetings, and direct the public to the PSRC website for additional information. In addition, press releases are distributed to area media outlets.

During the scoping period of the plan update, print advertisements with six papers were used to announce the scoping period and dates and times of public meetings. For the release of the DEIS in May 2009, and the Draft Plan in January 2010, both print and online advertisements were used. Print advertisements in the five major newspapers were used to announce the release of the Final EIS.

Periodic Mailings and Postings.

As the planning process evolved, PSRC prepared and distributed fact sheets, meeting notices, invitations, and comment cards to keep the public informed and to elicit interest and attendance at events. When the DEIS was released, PSRC distributed the documents on CD and in hard copy form, as needed. When the draft transportation plan was released, hard copies were mailed to Executive Board, Transportation Policy Board and Growth Management Policy Board members, along with an Executive Summary. Regional Staff Committee members were emailed an Executive Summary in electronic format. All documents are made readily available on the PSRC website. The five major area libraries received hard copies of all PSRC documents. All area libraries received hard copies of documents that require public comment. This includes the DEIS and the Draft Plan. The five major libraries also received a copy of the Final EIS.

3) Digital and Electronic Materials

PowerPoint Presentations.

PowerPoint presentations are the primary visual medium for communicating information about T2040 to boards, committees, and outside stakeholder groups. Throughout the planning process, a PowerPoint slide presentation featuring bullet points, diagrams, tables, and charts was used to illustrate information about the process, schedule, analyses, and alternatives.

Media Relations.

As mentioned previously, online advertisements with area newspapers were used to announce the release of the DEIS, solicit public comments, and direct the public to the PSRC website for additional information. Online ads were found to have a greater reach than print advertising, which is the reason only online ads were used for the release of the Draft Plan in January 2010. Online web ads are sold by the number of “impressions,” which are unique visitors to a website. Web ads are also online for longer periods of time – a week or a month compared to just one day for print ads – making them much more cost effective. Although statistics were not available for all the newspapers, the click-through rate from the PSRC ad at the Seattle PI website in May 2009 was three times the average - 0.16% compared to the average 0.05%. The click-through rate is the percentage of visitors that click on the ad to be taken directly to the PSRC website.

Email.

PSRC maintains distribution lists for every board and committee, including interested stakeholders who have chosen to be added to those mailing lists. There is also a SEPA mailing list composed of 510 local, state and federal agencies and other interested individuals. In addition, PSRC assembled distribution lists

for tribes, environmental groups and environmental justice groups for a total of over 800 email recipients (inclusive of SEPA list).

Email is widely used as the primary communication tool to inform and remind members of meeting times, distribute agendas and documents, announce the release of important documents and request their review and comment during comment periods, direct members to the website, and provide additional information related to the T2040 planning process.

At Work.

PSRC publishes *Executive Board At Work* and *Policy Boards At Work* which are brief, emailed summaries of what occurred at the Executive Board meeting and at the Transportation Policy Board and Growth Management Policy Board meetings each month the boards meet. They are distributed via email to all members and are also available on the PSRC website.

E-brief.

Three “e-brief” newsletters were emailed to the Environmental Planning Group mailing list to keep the group informed of progress during the environmental review process. The Environmental Planning Group is composed of federal and state natural resource and environmental agencies and nonprofit environmental group representatives. This group was formed to help comply with SAFETEA-LU Section 6001.

Web Site.

The PSRC website at www.psrc.org offers a variety of resources to inform the public and invite their participation in the outreach effort. In addition to using the website to announce meetings, events and key junctures in the planning process schedule, PSRC also uses the website to solicit written comments and distribute an online survey for public input. In addition, the website offers links to related background materials, and draft and final reports and plans.

Web Streaming of Meetings.

In February 2009, PSRC upgraded the audio/visual equipment in its boardroom and conference room to allow for real-time video web streaming of board meetings via the PSRC website. The public is now able to view meetings as they occur. There is also archived video of past meetings available on the PSRC website 24 hours a day. From February 2009 thru March 2010, the web streaming function has been accessed nearly 500 times for Transportation Policy Board and other T2040 related meetings.

4) Other

Phone Survey.

A statistical survey of 1,200 residents was conducted by phone from September 23 to October 4 2009. A representative share from each of the four counties was sampled. The goal of the survey was to learn opinions from all parts of the region about transportation priorities, environmental issues related to transportation, sources for future funding, and perceptions and support for tolling.

The survey results were presented during an open meeting that was also streamed on the website. That presentation is available on the PSRC website at www.psrc.org. A summary of the results was also reported in a feature article in the November 2009 issue of Regional VIEW.

Systematic Documentation of Public Comments.

Throughout the planning process, public comments were solicited, documented, and managed for easy access and publication. In total, 1,767 written and documented comment letters were received from organizations and individuals throughout the three-year planning process. The written comments received

during the scoping period are available on the PSRC website at www.psrc.org. All written responses from the DEIS comment period are published in the Final EIS and are also available on the PSRC website.

During the earlier phase of the plan update, comments were recorded using an Access database. During the DEIS comment period, PSRC worked with consultants at Parametrix who have a proprietary comment management tool called CMART (Comment Management and Response Tool). The CMART system allows public comment to be accurately delineated in a way that makes the response process as efficient as possible. As each comment is delineated, it is assigned to the appropriate staff person for response and final review. One of the benefits is that you can set up standard responses for comments received numerous times and these responses can be modified all at once should the need arise. Once the response and review process is complete, it is very simple to produce the final report. CMART was only used for the DEIS comment period, and not for anything before or after the designated period.

III. Summary of Activities by Phase

Phase 1: Pre-scoping Discussions

June 2007- December 2007

Purpose

- Present preliminary materials to committees and PSRC boards for review and feedback
- Reinforce "integrating growth management, transportation, the economy and the environment" in draft plan materials

Activities

During this pre-scoping phase of the planning process, staff spent time refining Transportation 2040 messages and outreach strategy based on insight from VISION 2040 outreach and from the 2007 Destination 2030 Update outreach and survey. Distribution lists to be used for the update process were organized and updated and a draft outreach effort plan was prepared.

Staff met with boards, advisory committees, member jurisdictions, interest groups, and representatives from resource agencies and tribal groups to begin the conversation on an update of the Destination 2030 plan, later termed Transportation 2040.

Phase 2: Scoping

November 15, 2007 to January 30, 2008 Scoping Public Comment Period

Purpose

Scoping is the public process in which PSRC specifies the range of issues, alternatives, and environmental analysis to be included in the planning process. PSRC asked the public to help define the issues the plan update will address, identify reasonable alternatives, help define the criteria used to evaluate the plan alternatives, and focus the EIS.

Activities

In November 2007, PSRC released the Scoping Notice and Determination of Significance, which was the official announcement of the decision to update the metropolitan transportation plan and prepare an Environmental Impact Statement (EIS) on the proposed update. The Scoping Notice document describes the process that will be used to develop the updated plan.

In order to solicit public comment on the extent and details of the plan update, and on the scope of the EIS, PSRC held six public meetings in late 2007 and early 2008. The meetings were held at libraries or

city halls in Auburn, Bellevue, Bremerton, Everett, and Tacoma, and at PSRC in Seattle. These public meetings attracted 182 attendees.

The public was informed of the scoping process and the public meetings through a variety of sources.

- Scoping Notice Postcard – The postcard was mailed to 11,000 recipients consisting of Regional VIEW subscribers and the VISION 2040 SEPA mailing list. (After the EIS process officially began, a specific Transportation 2040 SEPA mailing list was created).
- Print advertisements in six area newspapers with a total circulation of 647,000.
- Letter mailed to PSRC members announcing the public comment period, plan update schedule, Scoping Notice and Determination of Significance.
- Feature article in the Regional VIEW newsletter.

In addition to the six public hearings, PSRC staff also made presentations to member jurisdictions and interest groups around the region. The public comment period extended from November 15, 2007 to January 30, 2008 and garnered over 950 comments, helping to focus the Transportation 2040 planning effort.

For further information about Scoping, please refer to the [Destination 2030 Plan Update – Final Scoping Report](#) which summarizes the scoping effort, the agency and public comments received, and the responses to the comments. The final Scoping Report is available on the PSRC website at www.psrc.org.

Phase 3: Alternatives Development

January 2008 - May 2009

Purpose

The Alternatives Development phase of the planning process was the most intensive analytical phase of the planning process. Staff spent this 18-month period completing modeling and analysis work to develop what would become the six plan alternatives included in the Draft Environmental Impact Statement (DEIS). An intensive public outreach effort was initiated during the latter part of this phase to allow staff to present the plan alternatives to as many member jurisdictions and interest groups as possible.

Activities

In February 2009, prior to the release of the DEIS, member jurisdictions, partner agencies and other interested groups received an invitation letter from Executive Director Bob Drewel to schedule PSRC staff presentations to their boards, committees or staff on the Transportation 2040 plan alternatives. There was an overwhelming response to this invitation. Between February and July, staff made presentations to 147 member jurisdictions and interest groups.

Notice of the plan alternatives was also communicated via website updates, along with an online comment form, a KUOW radio program featuring Transportation 2040, and a Regional VIEW newsletter featuring information about the alternatives.

Phase 4: Draft Environmental Impact Statement Release and Public Comment Period

May - July 2009

Purpose

The purpose of the DEIS public comment period is to solicit and obtain written comments on the alternatives and the environmental analysis. This fulfills SEPA requirements for outreach and provides valuable feedback to staff and boards.

Activities

In late May 2009, PSRC announced the release of the Draft Environmental Impact Statement. The Notice of Availability (NOA) was published in the media and a NOA postcard was sent to the SEPA mailing list instigating the written comment period that continued into early July. In addition to giving notice about the release of the DEIS, the notices also informed the public about opportunities to hear presentations from staff at several open meetings. An Executive Summary of the DEIS was written and the full document was burned onto CDs. The Executive Summary and CDs were mailed to the SEPA mailing list. All other interested groups were referred to the website where .pdf documents of all materials were made available for download. The website also had an online comment form.

The June 2009 issue of the Regional VIEW highlighted the environmental findings and promoted the comment period. Both print and online advertising in six papers were used to announce the release of the DEIS and solicit comments.

During the DEIS comment period, staff continued making presentations to member jurisdictions and interest groups. PSRC also conducted three regional open houses, and five environmental justice workshops. The regional open houses took place in South King County, Kitsap County and at PSRC. The PSRC open house was a courtesy public hearing during the July 8, 2009 Transportation Policy Board meeting. The purpose of the hearing was to give the public the opportunity to provide testimony on the findings of the DEIS to members of the Transportation Policy Board. All comments were transcribed by a court reporter and were included as official comments on the Draft EIS.

Specific outreach targeted to environmental justice populations was scheduled to coincide with the DEIS written comment period. The five workshops were conducted throughout the region in locations and at times accessible and convenient to the targeted participants. There was one workshop each in Kitsap, Pierce, and Snohomish counties, and two in King County. Additional EJ outreach occurred in February-March 2010 to solicit comment on the Draft Plan. A full report of the EJ outreach effort is available in Appendix G.

PSRC boards and advisory committees meeting during this period received presentations by staff about the DEIS and were urged to provide written comments.

For a more detailed discussion of the DEIS comment period, comments received, and responses to comments, please refer to the Final Environmental Impact Statement (FEIS), published in mid-March 2010 and available at the PSRC website at www.psrc.org.

Phase 5: Preliminary Preferred Alternative Development

(Alternatives Analysis)

August - December 2009

Purpose

During this phase of alternatives analysis, staff continued to meet with board and advisory groups and present to interested groups to refine the preferred alternative for the draft plan. PSRC committees and boards began the final review and decision process.

Activities

During this phase, several workshops were conducted to allow more in-depth discussion of the preliminary preferred alternative and project lists. The Regional Staff Committee held three all-day workshops in August 2009. The Transportation Policy Board and Executive Board were invited to participate in workshops prior to their regularly scheduled meetings in October. The Special Needs Transportation Committee conducted a workshop that addressed both the Transportation 2040 plan update and the Coordinated Transit-Human Services Transportation Plan update. In addition, a Finance workshop for T2040 Working Group members was held to provide more in-depth discussion of the financial strategy.

In late September through early October, PSRC contracted with a consultant to conduct a phone survey to learn opinions from all parts of the region about transportation priorities, environmental issues related to transportation, sources for future funding, and perceptions and support for tolling. The statistically valid telephone survey collected the opinions of 1,200 residents from around the region. Survey results were reported to PSRC boards and are available on the PSRC website at www.psrc.org.

PSRC staff continued to make presentations to member jurisdictions and interest groups, and meet with regularly scheduled groups to report and discuss refinements to the draft plan.

Phase 6: Draft Plan Public Review

January - March 2010

Purpose

The Draft Transportation 2040 Plan was released for final public review to ensure that the final draft reflects concerns gathered during the comment period and subsequent board review. The Final EIS was also released during this phase.

Activities

The Draft Transportation 2040 Plan was released for public review on January 22, 2009. Public comments received by March 9 were reported at the March 11 Transportation Policy Board meeting. An Executive Summary of the Draft Plan was also prepared. Executive Board, Transportation Policy Board and Growth Management Policy Board members were mailed a letter inviting them to provide final comments on the Draft Plan. They received a print copy of the full Draft Plan and Executive Summary.

All other board and advisory group members, the SEPA mailing list, and the Environmental Planning Group received an email announcing the release of the draft plan and directing them to the website, where all documents were available for download, and where an online comment form is available.

The Regional VIEW newsletter featured the Draft Plan and included information for providing comments. In addition, online web ads were placed with four newspapers with up to a month long circulation for each.

In mid-March 2010, the Final EIS document was completed. An Executive Summary and CD of the full document were mailed to the SEPA mailing list and members of the Transportation Policy Board, Growth Management Policy Board, and Economic Development District Board. It was also mailed to all organizations and individuals who submitted written comments on the DEIS and provided an address. A postcard notification was sent to the rest of the General Assembly. Print ads in five newspapers were used to announce the release of the FEIS.

A full copy of the FEIS was sent to the five major area libraries in the region. The document is also available on the PSRC website at www.psrc.org.

Phase 7: Plan Adoption

March – May 2010

Purpose

The General Assembly adopted the Final Transportation 2040 Plan on May 20, 2010.

Activities

Following the public review period of the Draft Plan, the PSRC staff reviewed comments received and suggested additional edits on the Transportation 2040 Plan. After the Transportation Policy Board reviewed the comments and edits, they took action to proceed and recommended the plan for adoption by the Executive Board. At its March meeting, the Executive Board approved additional edits and then voted to recommend the plan for adoption at the General Assembly. The General Assembly convened on May 20, 2010 and adopted the Transportation 2040 Plan.

IV. Evaluation

PSRC staff conducted an extensive and effective public involvement and outreach process during the Transportation 2040 planning process that succeeded in reaching a broad audience of members, partners and interested stakeholders. Boards and committees were given regular updates and progress reports throughout the plan update process. Outreach to member jurisdictions and other interest groups reached all parts of the region. PSRC staff designed a focused Section 6001 resource and tribal agency outreach effort which allowed PSRC to engage knowledgeable environmental experts in the region to inform the planning process. Targeted outreach to environmental justice communities ensured that low-income and minority populations were not left out of the process.

Over the course of the three-year process, PSRC adapted some outreach methods in response to their perceived effectiveness. For example, the comment forms designed during the scoping process included example issue areas as part of the questions. It was observed that providing examples may have inadvertently influenced the types of comments received. Therefore, in future comment forms, the questions were designed to be more open-ended in order to avoid leading the responders.

In terms of advertising in the media, online web advertising with the local papers was found to be more effective than traditional print advertising. In addition to being more cost effective, web ads guarantee a certain number of “impressions” and provide a longer circulation time than more expensive one-day print ads. The Communications department of PSRC received several phone calls from stakeholders reporting that they had seen the online ads.

Other technological advancements improved PSRC’s outreach as well. The video streaming capability of PSRC board meetings has helped improve public access and exposure to these public meetings. It provides an option for members, alternates and other interested stakeholders to view a meeting that they might otherwise miss due to schedule conflicts.