

# 2027–2029 Consolidated Grant Regional Priority Rankings: Engagement Factor

January 21, 2026 | Coordinated Mobility and Accessibility Committee



Puget Sound Regional Council



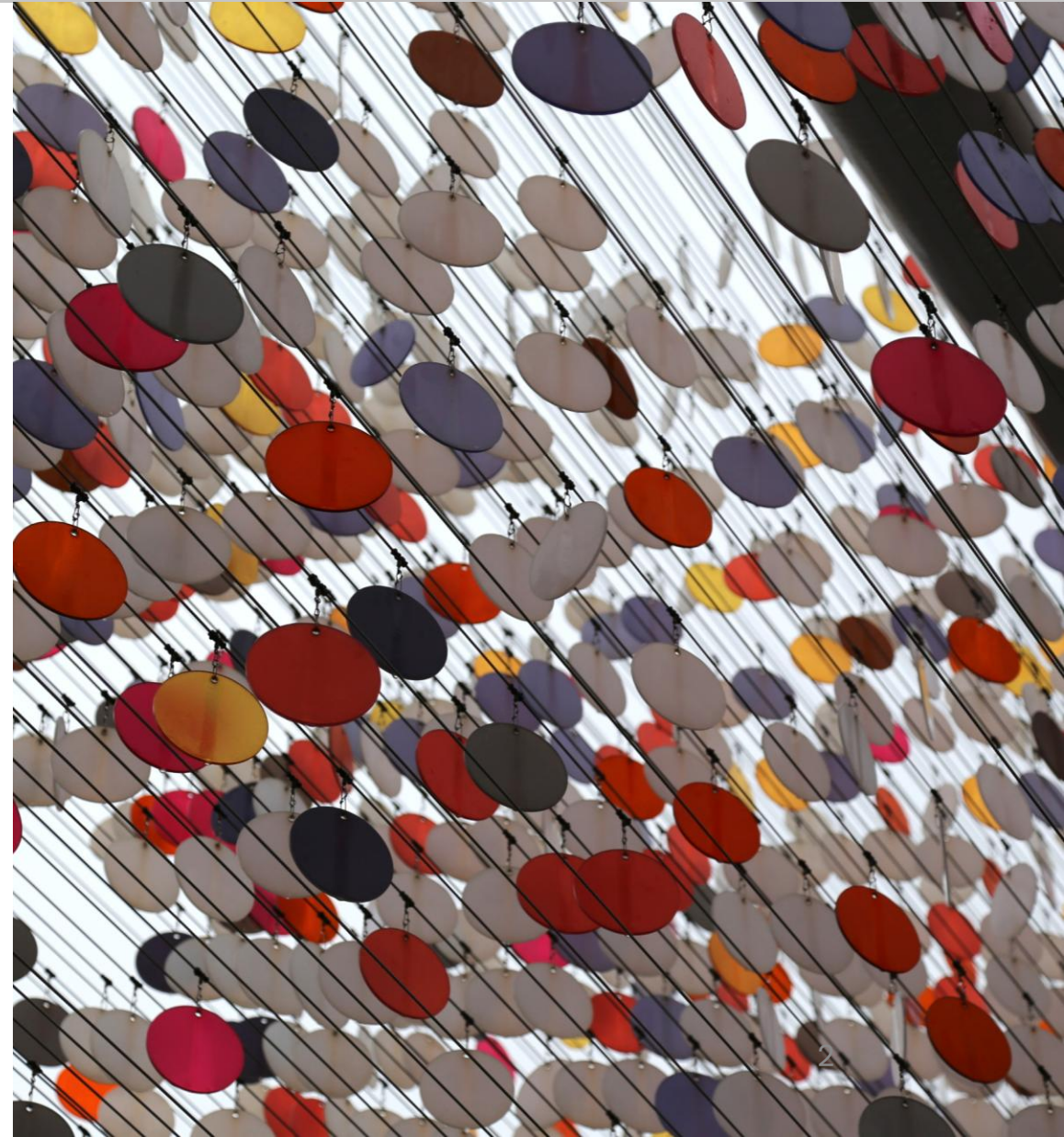
*We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.*

[psrc.org/equity](https://psrc.org/equity)



# Today's Agenda

- Review purpose of engagement factor
- Review guidance from last cycle and examples
- Discuss lessons learned and proposal for this cycle
- Share next steps



# Regional Priority Ranking Factors for PSRC Assessment

- Regional Priority Ranking Factors:
  - Preservation of Existing Programs
  - Addressing High Priority Strategies in the Coordinated Mobility Plan
  - Service Coordination
  - Performance Measures and Targets
  - Equitable Engagement and Communications
- Additional Considerations for Deliberation



## REGIONAL TRANSPORTATION PLAN

2026–2050

DRAFT

COORDINATED MOBILITY PLAN

December 2025



# Purpose of the Engagement Factor



- Addresses the question: how does the proposed project demonstrate it meets community needs?
- Community needs should be grounded in communication and engagement with priority populations
- Priority populations for the region are identified in the Coordinated Mobility Plan:
  - Youth
  - Older Adults
  - People with Low Incomes
  - People with Disabilities
  - People with Limited English Proficiency



# Engagement Factor in the Completed 2025–2027 Process

## Factor #5 Equitable Engagement and Communications

Does the project adequately describe its engagement and communications effort and its alignment with strategies included in [PSRC's Equitable Engagement Guidance](#) to better serve priority populations within the service area?

### Key Questions from Evaluation Methodology:

- Does the application describe engagement with priority populations?
- Does the application adequately explain how the project was shaped by input from priority populations and commit to continuously making improvements based on feedback from priority populations by using inclusive engagement strategies?

Applications must address both of these components to receive a “yes.”



# Examples from 2025–2027 Process

*These groups are already are engaged by us. Every day. Outreach efforts have told us clearly that what everyone wants is fast, direct, affordable service to wherever they want to go. The clearer (more realistic) needs are these: We need several more bus routes in this area. We need demand response during extended hours in Carnation and Duvall, we need a deviated fixed route from 5am – 9pm to the Edgewick area. We need to increase the frequency on our current deviated route between North Bend and Snoqualmie, the current Cedar Falls Loop needs to run every hour from 5am – 9pm.*

*Everyone is very happy we started weekend service (WSDOT/Metro – different grant) and now we must start the demand response aspect of this on the weekend. We also need a transit station but that's in the future. The battle between convenience and cost will always be the main discrepancy between the needs of the public and the services that are provided. So we keep listening and doing all we can.*

## Notes:

Identified needs heard from the community, however, it is unclear if the feedback is from priority populations. Missing details about outreach: Who provided the feedback? What were the outreach strategies or methods?

## Outcome:

**Received “no” for this factor** because response did not clearly identify strategies for engaging with priority populations and the feedback from these specific populations that informed the project/service.



# Examples from 2025–2027 Process

*Our project meets a need identified by vulnerable members of the community. The need for door-to-door demand response service was identified through a series of focus groups held this past year with older adults from the following communities: Russian, Latinx, Indian and Chinese.*

*Our eastside service will provide door-to-door demand respond service to riders who are not able to use Access in three communities which do not have this service.*

*The DART service operated by Hopelink works well for people who are mobile enough to leave their home and walk to one of the stops on the deviated fix route. It doesn't work well for people who live further away from one of the stops or can't leave their home without assistance.*

## Notes:

Outlines that there is a need for this service among priority populations identified through equitable engagement (focus groups).

Additional information about focus groups (representing priority populations) was provided when PSRC asked during sponsor presentations.

## Outcome:

Received “yes” for this factor.





# Lessons Learned from 2025–2027 Process



- Of the 24 projects, 10 received a “yes” for this factor.
  - Fewer in initial assessment, some achieved “yes” through sponsor presentation content.
- There seemed to be varying interpretations of the purpose and intent of the factor.
- We heard that not all programs have the capacity to conduct engagement specific to one project—especially for a new project or capital investment, like vehicle replacement





# Proposal for 2027–2029 Process

- Clarify the purpose and intent of this factor in the PSRC guidance document.
  - Does the project meet community needs of priority populations in a meaningful way (as expressed through engagement opportunities)?
- **Provide example responses in the PSRC guidance document.**
  - Does the application include a reference to a community engagement process?
  - Could cite needs identified through another agency's planning process (AAA, mobility coalitions, etc.)?
- Any additional questions or resources we should share in guidance?



# Next Steps

- PSRC is also working on how equitable engagement is addressed in other funding evaluation criteria.
- Some of the recommendations from this broader agency work may be incorporated for this Consolidated Grant cycle or the next cycle.
- Conversation with CMAC can continue over the next few months, as we address other factors.







# Thank you!

**Jean Kim**

Senior Planner

[JKim@psrc.org](mailto:JKim@psrc.org)

**Erin Hogan**

Associate Planner

[EHogan@psrc.org](mailto:EHogan@psrc.org)



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