

Regional Transportation Plan Outreach

Regional Staff Committee • November 5, 2020



2022 Regional Transportation Plan

- Builds from VISION 2050
- Objectives:
 - Make progress on existing challenges, address current and future needs of the transportation system
 - » Provide better data and analysis to support local investment planning (2024 comprehensive plans)
 - Plan for long-term system investments to accommodate future growth
 - » Improve existing system, big picture thinking on future investments (aviation, rail, ferries)



Key Policy Focus Areas

Building from VISION 2050, board identified key policy areas:

- Access to transit
- Forward thinking/future investments
- Local agency needs
- Safety
- Equity
- Climate



Schedule



Public Outreach

- The RTP will learn from the expanded public outreach and innovative tools used during VISION 2050
- In addition to board / committee / stakeholder outreach:
 - End of 2020 - posting of policy briefs and data visualization on state of the system on PSRC's website
 - opportunity for online feedback
 - Early 2021 – public opinion survey
 - initiating further focused outreach in late spring
 - Ongoing - targeted outreach to community partners
 - focused on those with special transportation needs



Goals for Engagement

Goal 1: Engage a wide *range of stakeholders*

Goal 2: Carry out a robust *equitable engagement* strategy

Goal 3: Solicit *substantive input*

Goal 4: Use *new and innovative techniques*

Goal 5: Effectively *communicate public input to the boards*

Goal 6: Raise *awareness of PSRC* to residents across the region



Framework for RTP Outreach

Review of PSRC Outreach & Engagement

- VISION 2050
- 2018 Regional Transportation Plan
- Regional Housing Strategy

Review of Best Practices and New Tools

- Virtual engagement
- Equitable Engagement

Federal, State, and Agency Requirements

- Includes focus on people with special transportation needs



Tools & Techniques in the Virtual World

Technical Support from Existing Stakeholders

- Working groups
- PSRC committees
- Stakeholder workshops

Engaging New Voices

- Public opinion survey
- Focus groups
- New advertisements and social media
- Youth outreach



Tools & Techniques in the Virtual World

Are there other engagement techniques PSRC should be using to engage new audiences?

What outreach and engagement activities have you used recently that have been successful?





Thank you.

