

Regional Transportation Plan Outreach

Transportation Policy Board • November 12, 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



Goals for Outreach and 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



Outreach for VISION 2050

- Over 600 commenters on VISION 2050 draft plan
- Elevated conversations on certain topics to the GMPB



العربية | 中文 | Deutsch | Française | 한국어 | Русский | Español | Tagalog | Tiếng Việt



Framework for RTP Outreach

Other PSRC Outreach & Engagement

- 2018 Regional Transportation Plan
- Regional Housing Strategy
- Regional Equity 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
- TPB and PSRC committees
- Stakeholder workshops

Engaging New Voices

- Public opinion survey
- Focus groups
- Advertisements and social media
- Youth outreach



Next Steps for Outreach

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



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?



Gil Cerise
(206) 971-3053

GCerise@psrc.org

Maggie Moore
(206) 464-6171

MMoore@psrc.org

Thank you.

