

# Public Participation Plan Update

Equity Advisory Committee

December 1, 2022



Puget Sound Regional Council



# Agenda

1. Process Update
2. Amendments to Goals, Desired Outcomes, and Guiding Principles Discussion and Feedback
3. Best Practices for Equitable Engagement
4. Next Steps





# Questions for the Equity Advisory Committee

- What additional edits should be made to the goals, desired outcomes, and guiding principles?
- Are there edits to the Best Practices, or additional items that should be added?
- How can we best leverage our public comment period?



# Process Update

- PSRC staffed have worked to create a draft of the Public Participation Plan.
- Key updates will be shared with the EAC.
- Public comment period this spring to last for a minimum of 45 days.

# Leveraging the Regional Equity Strategy



## Capacity Building

- ▶ Learning Opportunities
- ▶ Prioritizing Equity
- ▶ Inclusive Procurement
- ▶ Hiring and Retention



## Data and Research

- ▶ Equity Tracker Data
- ▶ Data and Analysis
- ▶ Legacy of Structural Racism Interactive Report



## Community Engagement

- ▶ Equity Advisory Committee
- ▶ Anti-Displacement Organizations
- ▶ **Equitable Engagement Guidance**



## Best Practices

- ▶ Racial Equity Impact Assessment
- ▶ Equity Planning Resources

# Amended Goals

- Articulate how the agency approaches public engagement.
- Increase overall awareness of regional planning activities, paying specific attention to communities that have been adversely impacted by past planning decisions.
- Ensure early, continuous, and broad public notification about and participation in major actions and decisions by PSRC.
- Receive meaningful public input to inform the decision-making process.
- Seek to conduct PSRC work program and outreach in an equitable and inclusive manner.

# Amended Desired Outcomes

- Gather public input on PSRC's activities and decisions.
- Share information with a broad and inclusive cross-section of the public.
- Ensure notification and participation of all resident populations, including Black, Indigenous and people of color, LGBTQIA2S+, low-income, people with disabilities, older people, people with limited English proficiency or veterans.
- Ensure planning decisions incorporate the concerns, needs, and visions of the region.

# Amended Guiding Principles

- Effective public notification and participation takes time, effort, and resources, yet is essential to sound decision-making.
- Early involvement of stakeholders and the public improves information and direction for regional planning decisions.
- Using a variety of public outreach techniques and providing information in multiple formats will help involve a wider and more inclusive audience of interested parties.



# Amended Guiding Principles

- Strong solutions are developed through collaboration.
- Public policy decisions and transportation projects have significant impacts on people's lives.
- Even if a project or policy decision is sensible and beneficial, it must be arrived at through an open process.
- Public processes that are open, objective and consider all viewpoints are more likely to lead to satisfactory outcomes for the public.

# Best Practices for Content Creation

- **Use multiple social media channels to approach different communities.**
- **Create a variety of outreach materials.**
- **Translate materials into common languages.**
- **Keep text brief and use simple or appropriate language.**



# Best Practices for Content Creation

- **Tailor material text to focus on impacted communities.**
- **Create responsive content.**
- **Collaborate with internal staff to create content and messages.**
- **Ensure inclusive and representative messaging.**

# Best Practices for Distribution

- **Facilitate partnerships with CBOs that serve impacted communities.**
- **Address mailings for postcards in specifically impacted communities.**
- **Seek out specific community events.**
- **Establish relationships with local jurisdictions' communications staff.**
- **Conduct pre-emptive outreach to diverse audiences.**



# Best Practices for Events

- Feature diverse presenters that are representative of the community.
- Provide compensation for a community interpreter to translate at events.
- Allow for audience feedback to be confidential.
- Hold flexible meeting times to accommodate stakeholders.

# Best Practices for Visuals

- **Post QR codes at popular locations.**
- **Use photos and visuals that are representative of communities.**
- **Use accessible visualizations.**
- **Use icons and infographics to support audience members who have difficulties reading or language barriers.**
- **Consult Graphics for best practices to create flyers that are more easily read by people with vision difficulties.**



# Additional Best Practices

- **Be flexible about how interviews are held to accommodate stakeholders.**
- **Include opportunities for virtual participation.**
- **Use compensation policies.**

# Questions for the Equity Advisory Committee

- What additional edits should be made to the goals, desired outcomes, and guiding principles?
- Are there edits to the Best Practices, or additional items that should be added?
- How can we best leverage our public comment period?





# Next Steps

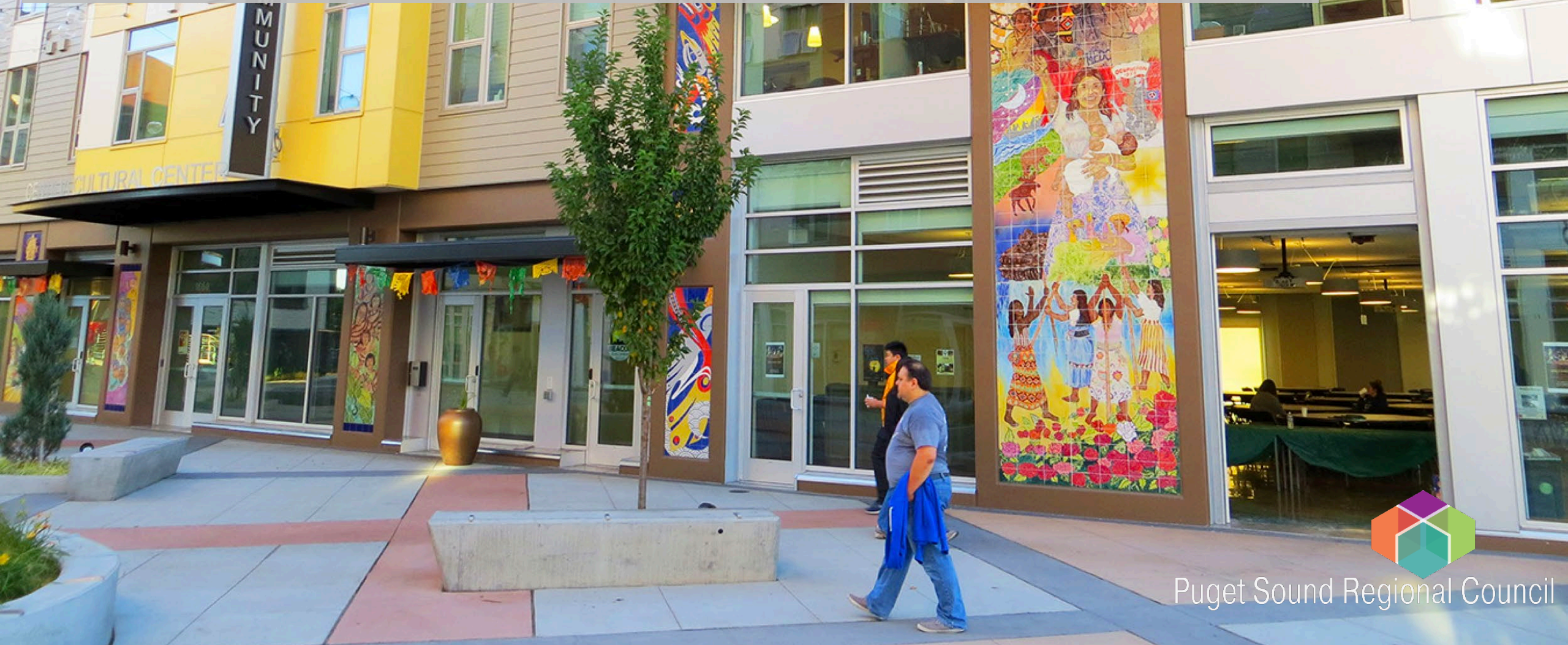
- Incorporate edits based on EAC feedback.
- Finalize draft and open public comment period in March.
- Circulate draft with EAC as part of public comment period.
- Finalize and publish.





# Thank you

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