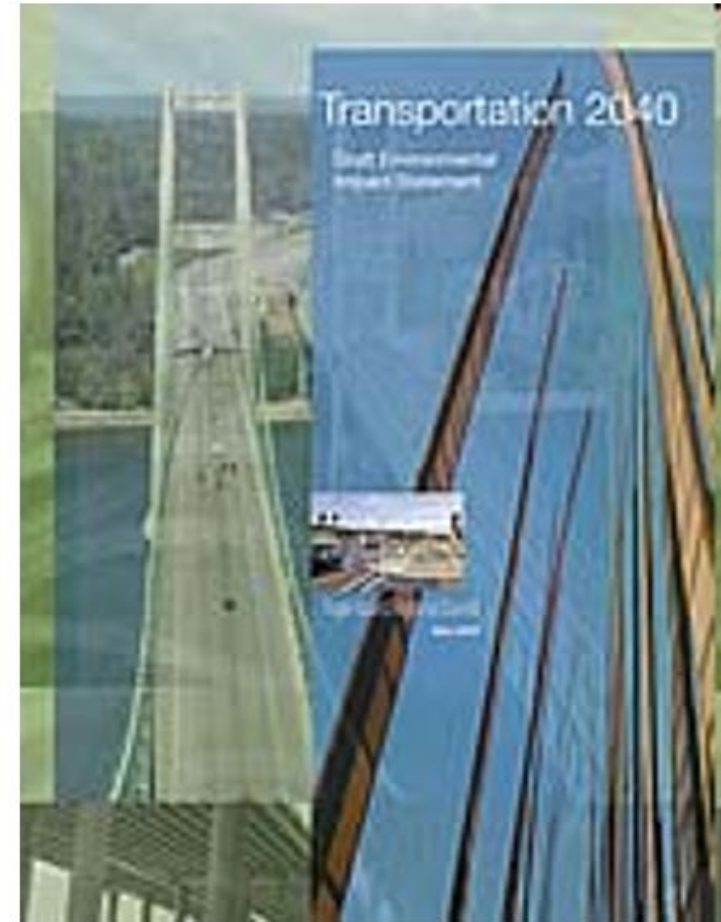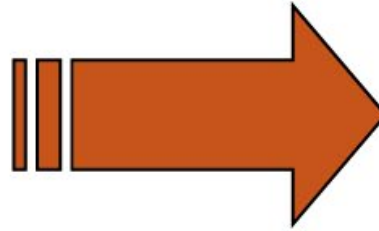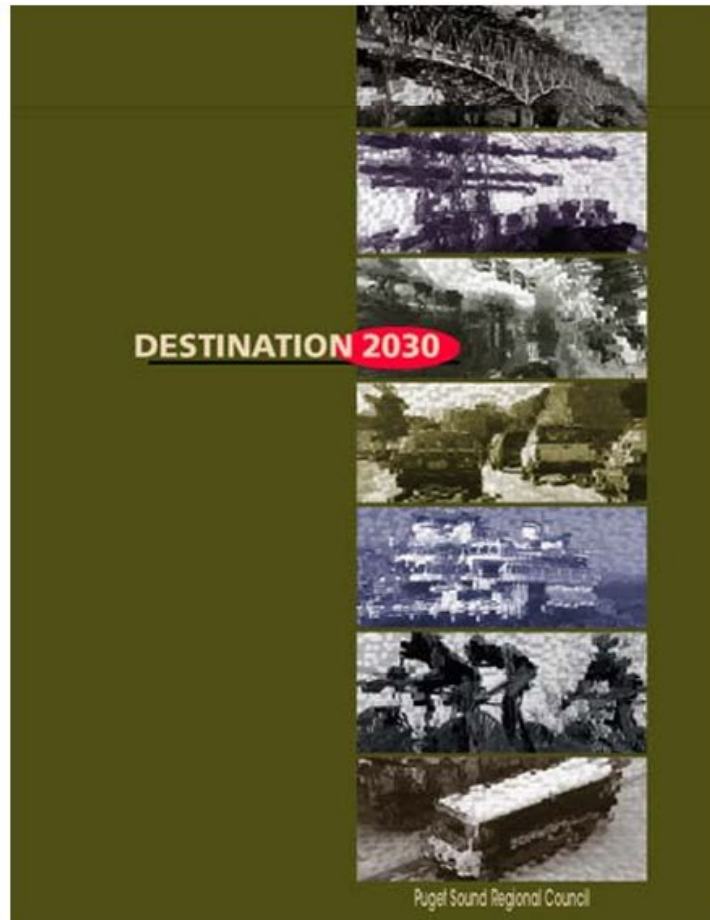# Community-Led Engagement

TOOLBOX• July 18, 2025

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

Evolving Perspective

DESTINATION **2030**

Puget Sound Regional Council

Transportation 2040

Draft Environmental Impact Statement

Evolving Perspective

PSRC serves a convener of governments:

- Previous eras of the agency did not consider engagement a direct responsibility

- Local governments should engage with community

- PSRC provides data, policy direction, and information sharing

Racial Equity Strategy

Post-pandemic effort the led to significant shift in outreach

- Led to the creation of the Racial Equity Action Plan
- Created a full-time staff position to exclusively focus on engagement

Racial Equity Action Plan

The Strategy includes a suite of resources co-created with the Equity Advisory Committee. It will provide guidance to help members and staff work towards the region's equity goals.

Community Engagement

- ► Equity Advisory Committee
- ► Anti-Displacement Organizations Report
- ► Equitable Engagement Guidance

Capacity Building

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

Best Practices

- ► Racial Equity Impact Assessment
- ► Equity Planning Resources

Data and Research

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

Regional Equity Strategy

The Strategy includes a suite of resources co-created with the Equity Advisory Committee. It will provide guidance to help members and staff work towards the region's equity goals.

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Equity Advisory Committee

Co-create products with staff and the Executive Board, as well as advise PSRC committees and boards on policies and programs with an equity lens.
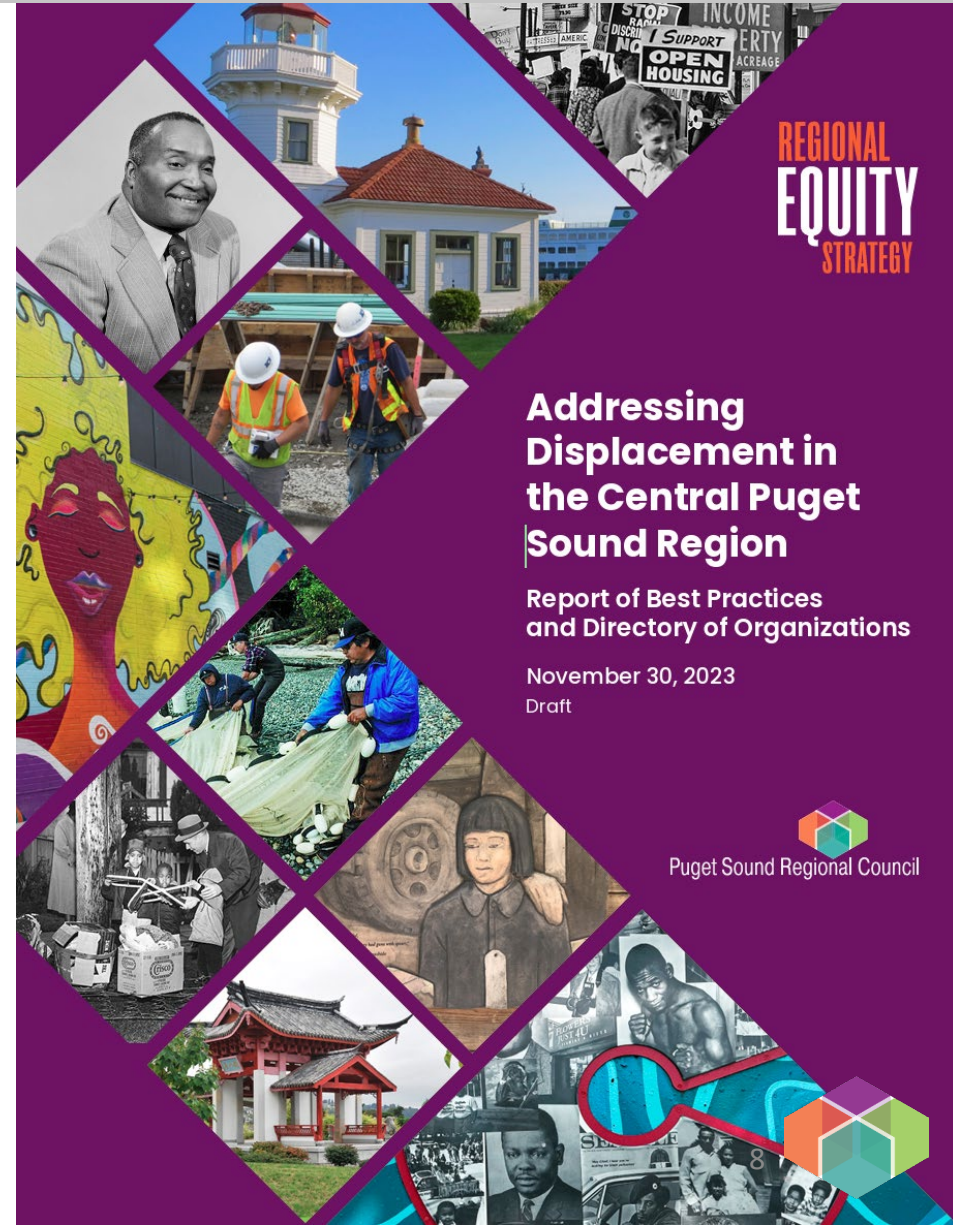
- Monthly meetings
- Subcommittees for certain projects
- Representation across sectors

2025
Equity Advisory Committee

Puget Sound Regional Council

Anti-Displacement Organizations Report

Develop a directory to connect member agencies and interested parties to organizations that are developing locally appropriate and community-driven solutions for displacement.

- Large outreach push with CBOs

- Ongoing engagement with some of these groups now

Addressing Displacement in the Central Puget Sound Region

Report of Best Practices and Directory of Organizations

November 30, 2023
Draft

Puget Sound Regional Council

Equitable Engagement Guidance

Guidance document that details how to increase equity in engagement.

- Two iterations: Comprehensive Plans and internal PSRC document

- Details Best Practices for Equitable Engagement
  - Content Creation
  - Distribution
  - Events
  - Visuals

Summer Planning Academy

Youth Leadership Development Academy that introduces the planning professions to high school students.

- Establish in 2023 as part of the Hiring and Retention REAP team

- 25 students take place annually in the 4-day Academy

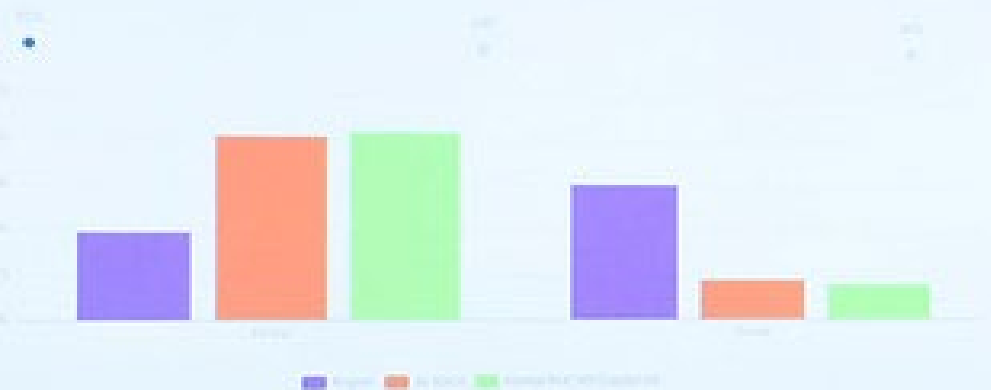- Students are further involved in PSRC work

Summer Planning Academy

Summer Planning Academy

Regional Safety Action Plan

- Safe Streets and Roads for All Grant

- Comprehensive list of strategies to promote safety

- Local Jurisdiction Policy Inventory

- Comprehensive Engagement Report

Regional Safety Action Plan

May 2025

Puget Sound Regional Council

Engagement Consultant-Uncommon Bridges

PSRC interviewed several firms to assist with large-scale public engagement

Uncommon Bridges was selected in March

Experience doing equitable engagement with government partners

Building Equity into the RFP

Best Practices for Equitable Engagement

Content Creation

- Utilize multiple social media channels to approach different communities, paying attention to how different communities utilize different platforms such as Facebook, Instagram, and others.
- Create a variety of outreach materials to appeal to a broader, more diverse range of community members.
- Translate materials into common languages in most impacted communities.
- Keep text brief and use simple or appropriate language. Avoid acronyms and planner language, and do not make assumptions about a community's awareness with planning or the public process.
- Tailor material text to focus on impacts to impacted individuals, households, and communities.
- Create responsive content for multiple devices.
- Collaborate with internal staff to create/strategize/review content and messages.
- Ensure inclusive and representative messaging.

Distribution

- Establish and maintain partnerships with CBOs (Community-Based Organizations) that serve impacted communities to help reach community members through outreach and information distribution.
    - Coordinate with CBOs to identify community interpreters who can speak directly with residents.
    - Regularly maintain these relationships to keep two-way communication ongoing.
    - Utilize PSRC compensation policies to reimburse CBOs for their time.
- Address mailings for post cards in specifically impacted communities.
- Seek out specific community events attended by intended audiences such as cultural events and street festivals.
- Establish relationships with local jurisdictions' Public Information Office or Diversity Equity and Inclusion Office for assistance in targeted distribution.
- Conduct pre-emptive outreach to diverse audiences to ensure recipients are representative of intended audiences.
- Reference VISION 2050 Outreach Toolkit.

Events

- Feature diverse presenters that are representative of the community the engagement process is taking place in.
- Provide compensation for a community interpreter to translate at events. This should be a trusted source from the community.
    - Including American Sign Language.
- Allow for audience feedback or responses to be collected anonymously.
- Hold flexible meeting times to accommodate stakeholders.

Visuals

- Post QR codes at popular locations of intended audiences.
- Use photos and visuals that are representative of communities.
- Use visualizations following the World Wide Web Consortium guidelines for web content accessibility and other federal guidelines from the ADA (Americans with Disabilities Act).
- 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.

Other

- Be flexible about how interviews are held to accommodate stakeholders, including for individuals with limited sight or other accessibility needs.
- Include opportunities for virtual participation to allow people to take less time out of their day and continue personal responsibilities.
- Utilize compensation policies where applicable.

PSRC RSAP Public Involvement Calendar

Community Events

July 2024 – Sep 2024

Online Engagement Hub

Sep 2024 – Spring 2025

Regional Public Meetings

Sept 18 – Oct 1

Focus Groups & Interviews

Late 2024

Internal Briefings

Through 2024

Public Comment Process

January 2025

Public Opinion Survey

Spring 2025

PSRC RSAP Public Involvement Calendar

Community Events

Promote awareness of the project

Online Engagement Hub

Cast a wide and accessible net

Regional Public Meetings

Collaborate with community and workshop approaches

Focus Groups & Interviews

Dive deep into unique perspectives

Internal Briefings

Bring our boards and committees along

Public Comment Process

Review draft plan

Public Opinion Survey

Reset baseline understanding of system

Regional Public Meetings
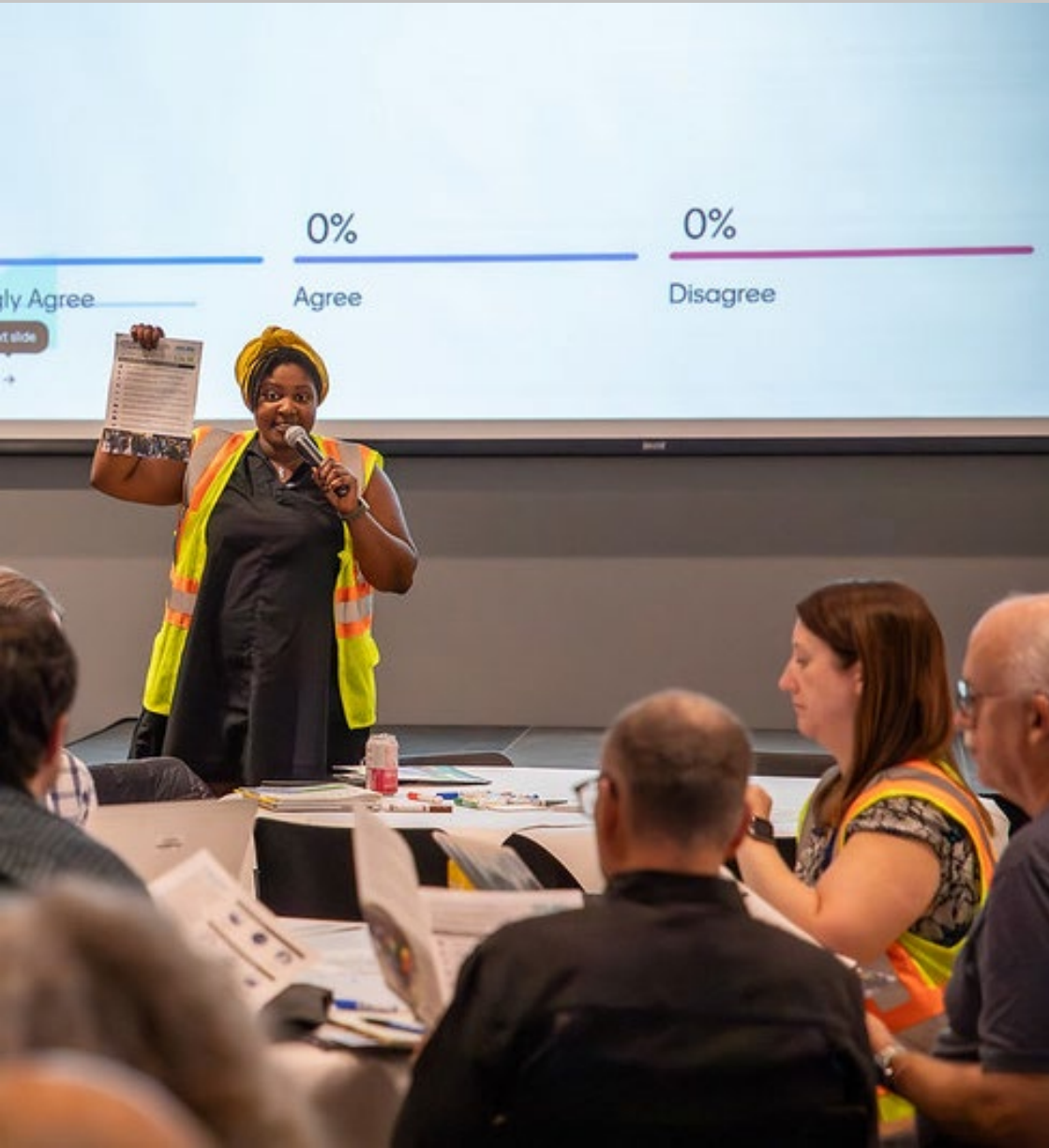
Regional Public Meetings

Lessons Learned

- Connecting with disengaged community members remains a challenge

- In-person workshops prevent great opportunities to co-create solutions

What's Next?

- Expanding connection to community with two new initiatives
  - Regional Transportation Plan Underway Now
  - Quick-Build Implementation projects across region coming next year

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Quick Build Implementation Pilot

RSAP direct PSRC to look at Quick-Build Project as an Implementation project

- Partnering with communities impact by safety concerns

- Guiding them through development of an engagement strategy

- Replicating the EAC subcommittee model at the local level

Quick Build Implementation Pilot

Green cycle track marking along Cass Street: N Boulevard to W of Tyler Street.

Protected bike lane along 14th Street.

Thank You!

Noah P. Boggess

Senior Public Engagement
Specialist

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Puget Sound Regional Council