Overview

- Framework for the Engagement Plan
- Goals
- Tools & Techniques
- Next Steps
Dear planners: I love you, but our meetings suck. That might hurt a little to hear, but the good news is I’m here to tell you why it’s not our fault (entirely), why we suck (specifically), and how we can do better.

I am a regional transportation planner. Before that, I worked in the sales world for 10 years. As an inside sales rep I grew $10 million in national accounts to $145 million over three years. As a local sales rep I grew a $600,000 local territory into $1 million in one year, and I managed $6 million as a national eventually became so successful that they went to Home Depot. I’ve distilled the most important lessons into this article.

THE PUBLIC HATES PLANNERS BUT IT DOESN’T HAVE TO BE THAT WAY.
Framework for the Plan

Review of Past PSRC Engagement Efforts

- VISION 2020+20
- Growing Transit Communities
- Regional Transportation Plan

Review of Best Practices and New Tools

- Social Media
- Equitable Engagement
- Tribal Consultation Best Practices Guide

Federal, State, and Agency Requirements
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 on the VISION update

**Goal 4:** Use new and innovative techniques

**Goal 5:** Effectively communicate public input to the boards
## Tools & Techniques

### Direct Engagement – PSRC Hosted Events

<table>
<thead>
<tr>
<th>VISION 2050 Direct Engagement Timeline</th>
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<tbody>
<tr>
<td><strong>Scoping</strong></td>
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<tr>
<td>JANUARY – APRIL 2018</td>
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<tr>
<td>- Public opinion survey*</td>
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<tr>
<td>- Countywide scoping listening sessions*</td>
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<tr>
<td><strong>Research &amp; Planning</strong></td>
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<td>MID 2018 – MID 2019</td>
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<tr>
<td>- PSRC board event</td>
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<td>- Peer Networking Series work sessions</td>
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<td>- GMPB work sessions</td>
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<tr>
<td>- Regional engagement events*</td>
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<tr>
<td><strong>SEPA Review &amp; Draft Plan</strong></td>
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<tr>
<td>SUMMER 2019</td>
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<tr>
<td>- Online open house*</td>
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<td>- Countywide draft plan feedback sessions*</td>
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<td><strong>Finalize &amp; Adopt</strong></td>
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<td>LATE 2019 – SPRING 2020</td>
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<tr>
<td>- Public hearing</td>
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<td>- PSRC General Assembly adoption</td>
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**Ongoing:**
- Board and Committee meetings, website, email communications, PSRC participation at countywide and regional forums, PSRC General Assemblies.

* Equity outreach opportunities identified. Note that an equity lens will be applied to the entire engagement plan and process. The events identified with an asterisk present ideal opportunities to better engage and connect with equity communities.
Tools & Techniques

Direct Engagement – PSRC at Community Events

• Community Partners
• Regional Equity Network
• Mobility Coalitions
• Groups identified during Regional Transportation Plan update

Meetings and Presentations

• PSRC Board and Committee meetings
• Countywide forums
Tools & Techniques

Materials – Printed + Digital
- PSRC “At Work”
- Website

Social Media and Fun Activities
- Facebook, Twitter, Instagram
- Photo Contest

Technical Support
- Regional Growth Strategy
- Equity Policy Analysis Tool
Next Steps

Engagement Plan Development
• February 1 Growth Management Policy Board
• Update and refine the plan as needed

Participation outside of Committee
• Scoping listening sessions
• Peer Networking Series work sessions
Thank you.