2024 Outreach Activities

Transportation Policy Board





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

Agenda

- Equitable Engagement Guidance
- Overview of initial Regional Safety Action Plan Engagement
- Summary of Engagement for 2022 Regional Transportation Plan & Coordinated Mobility Plan
- Updates to engagement plan for 2026 Regional Transportation Plan & Coordinated Mobility Plan



PSRC Equitable Engagement Guidance

- Updated guidance for PSRC staff and engagement consultants
- Provides guidance for:
 - Content Creation
 - Distribution of Outreach Materials
 - Events
 - Visuals



As part of the Regional Equity Strategy, this guidance document acknowledges the need to lead with equity in everything we do as a Metropolitan Planning Organization. By prioritizing equity in our engagement efforts, we can gather more authentic feedback from historically underrepresented populations, leading to more equitable outcomes in the ways we plan for the future of our communities.

PSRC has a wide range of engagement methods that are outlined in the Public Participation Plan. The following guidance on Equitable Engagement is intended to supplement that plan with internal guidance on how to make our engagement as an agency more consistent and, more importantly, more equitable.

Outreach methods, such as online open houses, public hearings, and online surveys, often only reach a subset of community members. These community members are typically those who are already familiar with the local planning process and have the time to stay up to date with what is happening. As a result, many planning processes fail to adequately consider the perspectives of marginalized communities most impacted by planning decisions. This can lead to additional burdens on impacted communities, exacerbating disparities in the region.

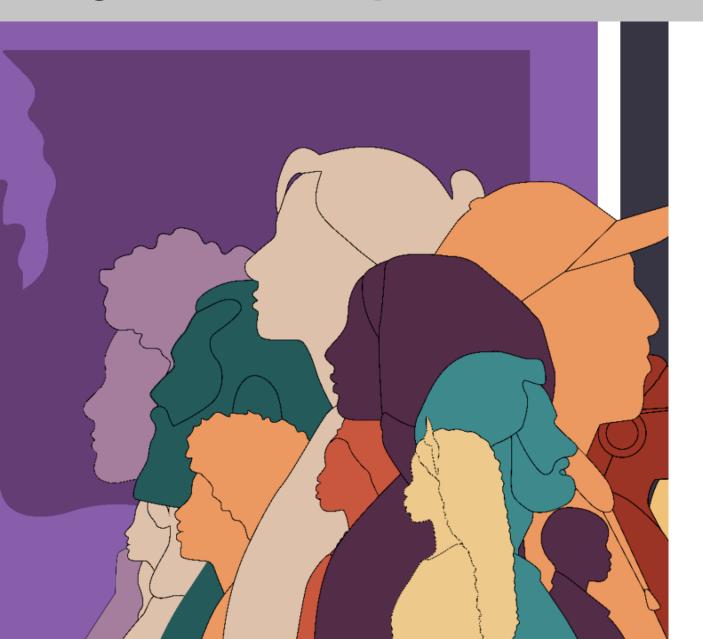
Using This Guide

The guide provides information on best practices for equitable engagement, followed by an inventory of engagement tools and key considerations for each tool. This list is not meant to be exhaustive but is rather a detailed analysis of the most frequently used engagement techniques used at PSRC, with guidance on how to make them more inclusive. This guide is also not meant to be a stand-alone document. Its intended use is for project managers to first review the best practices and engagement techniques, then to co-create and implement an engagement strategy with PSRC's Public Engagement Specialist.

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Regional Safety Action Plan Engagement



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

Uncommon Bridges was selected in March

Experience doing equitable engagement with government partners



Guiding Principles

- Do this work in partnership
- Accountability to those closest to impacts and harms
- Relationships and capacity building are essential to long-term success
- Course correcting is inherent
- Conflict is an important element of growth

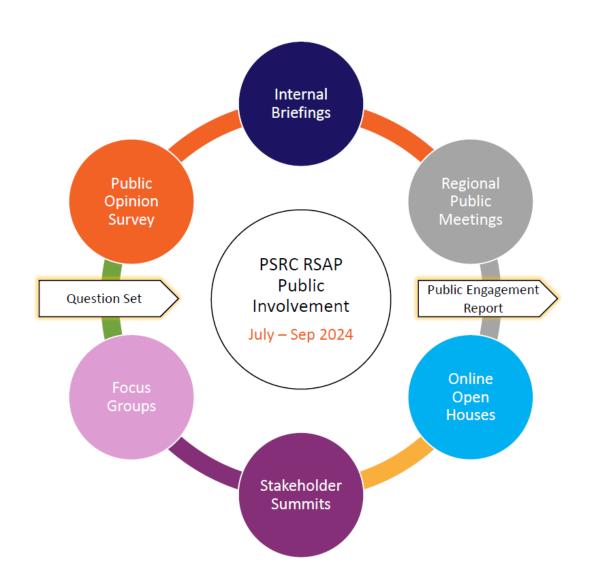




RSAP Public Involvement Framework

Inputs

- Existing research
- PSRC Safety
 Summit
- CommitteeEngagement



Outputs

- Stakeholder Engagement Report
- Priority Policies& Interventions
- Risk Tolerance for Policies & Interventions



RSAP Public Involvement Timeline

Engagement	Timeline
Stakeholder Briefings	Ongoing
Regional Public Meetings	June-September
Online Open Houses	June-September
Stakeholder Summits	June-August
Focus Groups	July-September
Public Opinion Survey	September-October
Circle Back with Engaged Groups	November-December
Final Engagement Report	January 2025

Key Stakeholders

Community	Issue Specific Interests
Community members and leaders	Transportation access and safety advocates
Local and regional businesses	Washington Traffic Safety Commission
Local Media	National Transportation Safety Board
Civic leaders	Advocates for Highway and Auto Safety
Community councils	World Health Organization
Transportation access and safety advisory councils	Public Safety Advocates
	Emergency Response Groups



2022 RTP Outreach

2022-2050





Online Engagement Platform Virtual Outreach Meetings





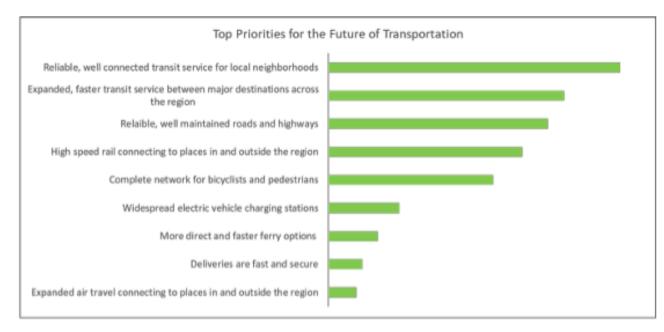


Survey

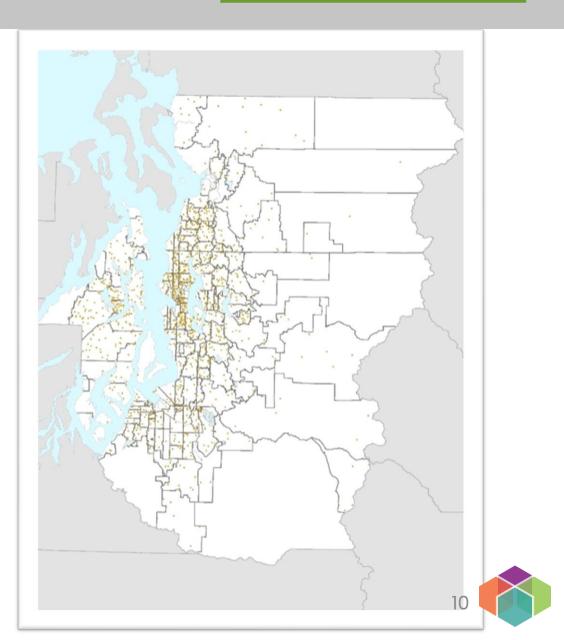


2022 RTP Survey

REGIONALTRANSPORTATIONPLAN



Source: PSRC Online Future of Transportation Survey, 2021



Coordinated Mobility Plan Outreach

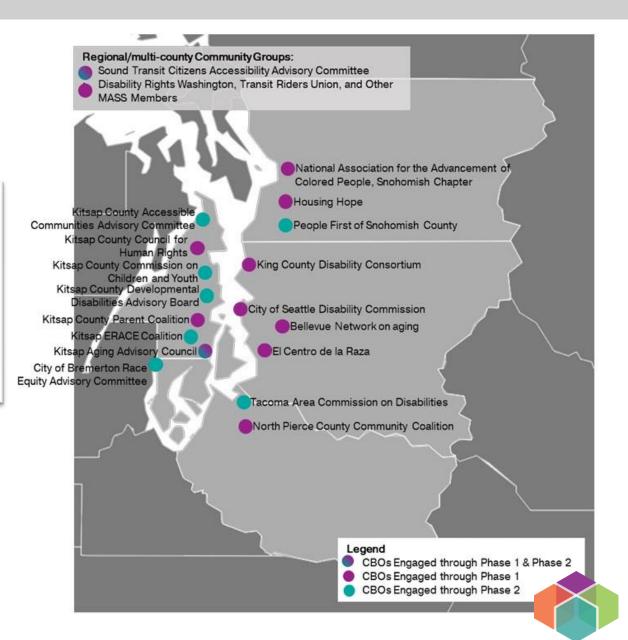


Coordinated Mobility Plan Outreach

"There are people who need dialysis who must travel more than an hour to get to the clinics. Some are going almost two hours per direction by transit, and they need to go to clinics 2-3 times a week." -Participant representing rural residents, King County

"Students must travel more than two hours from Snoqualmie Valley using 2-4 different buses to get to Bellevue College for AP courses. If they have a car, it's a 20-minute drive." -Participant representing rural residents, King County

"I needed to take transit from Bainbridge Island to Bremerton. My transit agency app suggested to take ferries which takes 2-2.5 hours (can take up to 3 hours including waiting) but it takes 60 mins via car." -Participant representing older adults, Kitsap County



Preparation and Next Steps: RTP (2026-2050)



Ongoing Public Outreach Informs the Plan

Outreach Plan 2026 RTP

- Public Opinion Survey
- Stakeholder Interviews
- Focus Groups
- Online Open House
- Community Workshops & Events
- Board & Committee Engagement
- Public Comment Period





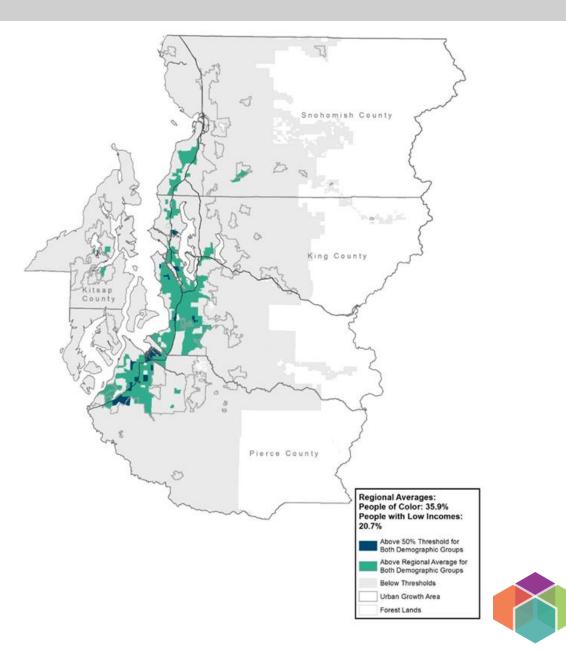






Expanded Outreach for 2026 RTP

- Prioritizing Equity Focus Areas
- Building on the extensive RSAP Outreach
- Leveraging PSRC's Equitable Engagement Guidance & Compensation Policies



Expanded Outreach for 2026 RTP

- Continuing to build relationships Community-Based Organizations
- Deepening with Tribal Partners
- Expanding outreach to people with accessibility and mobility needs including young people





