

WASHINGTON STATE TRANSPORTATION COMMISSION

Washington Transportation Plan 2011-2030

PRESENTATION TO THE WSTC

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OCTOBER 20, 2009



I. OVERVIEW

The Commission has Outlined an Ambitious Project that is Important to the State's Future

MEETING THE WSTC'S OBJECTIVES WILL INVOLVE:

1. An Engaging, Inclusive Process and Broad, Creative Outreach
2. A New Vision and a New Strategic Framework
3. A Well-Written Plan with Compelling Visuals
4. Excellent Project Management and Facilitation

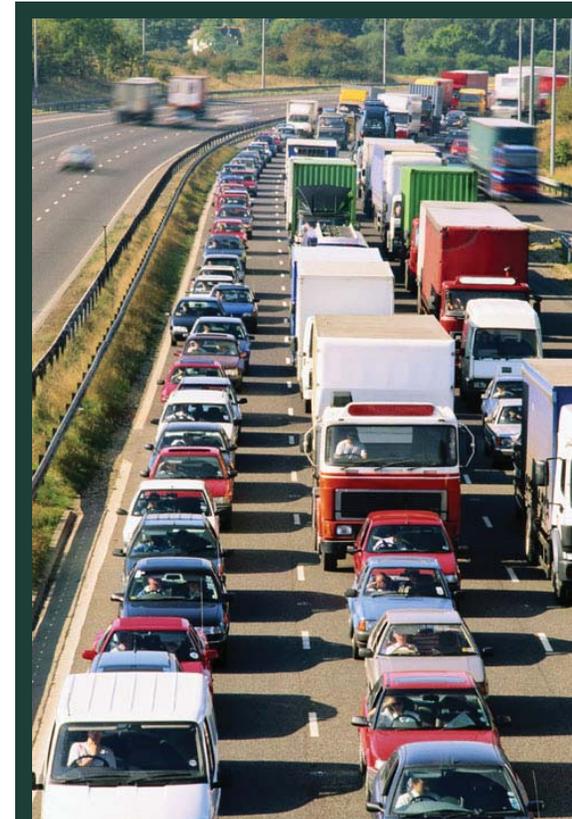
OUR CONSULTANT TEAM

BERK & ASSOCIATES - Bonnie Berk, Michael Hodgins, Allegra Calder, Fauna Doyle, and Julia Warth

Cocker Fennessy - Anne Fennessy and Vanessa Lund

Nelson/Nygaard - Tim Payne and Thomas Brennan

Paul Roberts, LLC - Paul Roberts

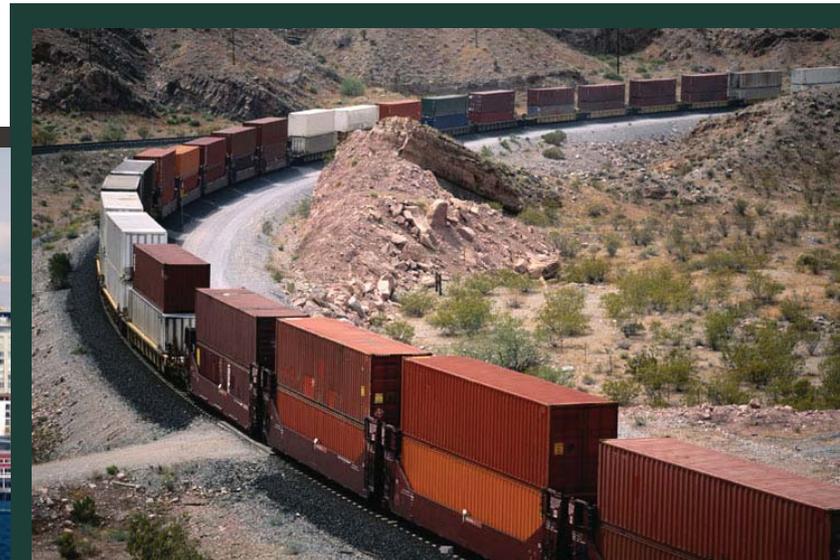
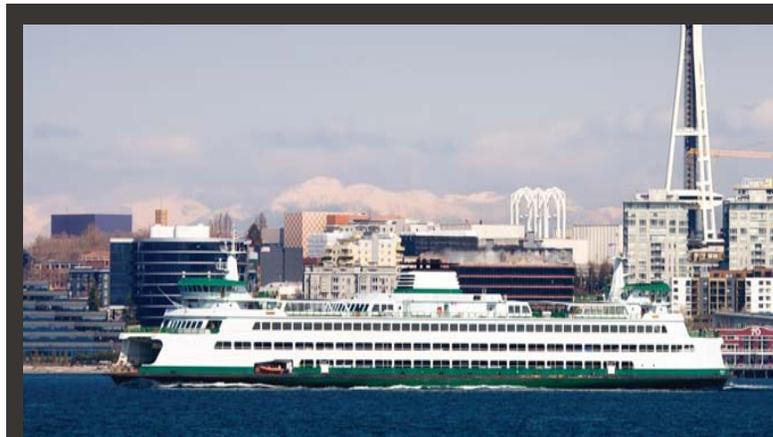


II. THE OPPORTUNITY

The 2011 WTP is an Opportunity for the WSTC to Lead an Important, Statewide Conversation

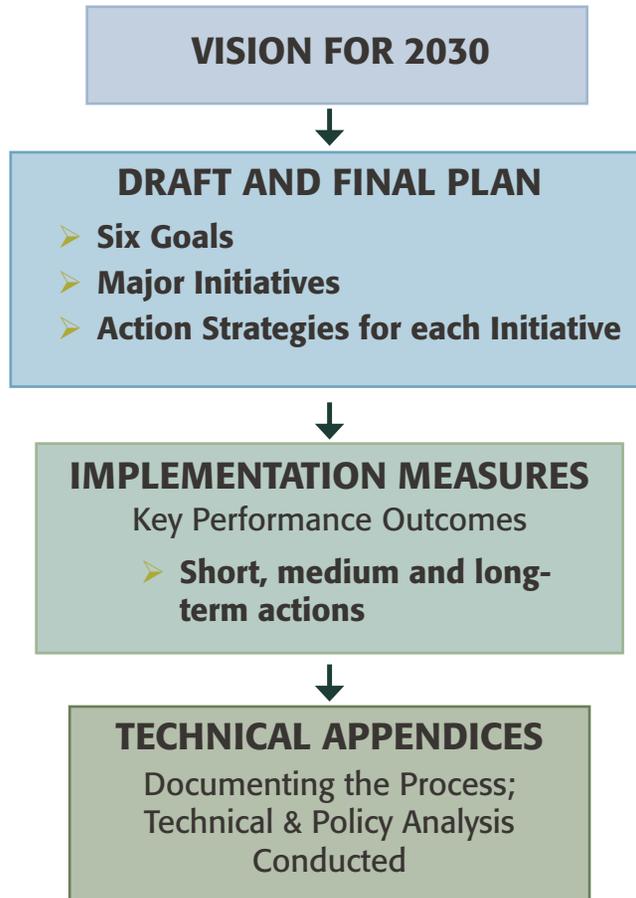
AN OPPORTUNITY TO:

- **Articulate and build consensus around a clear Vision for the State's transportation future**
- **Solidify an important role for WSTC – convener, facilitator, policy leader**
- **Respond effectively to rapidly shifting economic, policy and environmental conditions**
- **Apply a new, strategic approach to the WTP – a succinct, energizing roadmap for the whole state**
- **Create a new identity for the Plan – vibrant, elegant, accessible – using words, numbers, pictures, maps**



III. PLAN FRAMEWORK AND PRODUCTS

The 2011 WTP will be a Statewide Strategic Plan that is Vision-based, Actionable and Measurable



The Plan will Build on Current Transportation Policy Goals (RCW 47.04)

- **Preservation.** Preserve and extend prior investments in existing transportation facilities and the services they provide to people and commerce
- **Safety.** Target construction projects, enforcement and education to save lives, reduce injuries, and protect property
- **Mobility.** Facilitate movement of people and goods to contribute to a strong economy and a better quality of life for citizens
- **Environmental Quality and Health.** Bring benefits to the environment and our citizens' health by improving the existing transportation infrastructure
- **Stewardship.** Continuously improve the quality, effectiveness, and efficiency of the transportation system

Plus One More:

- **Economic Vitality.** Improve freight movement and support economic sectors that rely on the transportation system, such as agriculture, tourism, and manufacturing

IV. DEFINING THE VISION: THE BASIS FOR A NEW PARADIGM

The 2011 WTP Vision will Inspire and Guide the Plan's Development

APPROACH

- **Work with the Commission and Advisory Group to support creation of a Draft Vision Statement**
- **Craft the Vision Statement to be concise, compelling, memorable**
- **Establish the Draft Vision early in the process (October-November)**
- **Refine the Vision as needed in the Draft Plan review period**
- **Use the finalized Vision to inform Plan goals and Initiatives – “a North Star” for the Plan**



V. OUTREACH APPROACH AND PLAN

*The Project's Outreach Will Start Early and Be Ongoing,
Using Innovative Approaches to Engage People Who Would Not Otherwise Participate*

OUTREACH OBJECTIVES

- Raise understanding, awareness, and support for the WTP
- Broaden input into the Plan
- Expand methods to increase participation; gather robust input in cost effective ways
- Build ownership and credibility for the Vision and the Plan

THREE-PHASED OUTREACH APPROACH

Each Phase includes Both Traditional and Social Media

1. Ongoing – throughout the project
2. Targeted outreach – Round 1 and Round 2
3. Plan roll-out and communication



VI. OUTREACH PLAN ELEMENTS

REGIONAL LISTENING SESSIONS

- Plan and facilitate 4 to 5 stakeholder meetings (Round 2 targeted outreach)
- Model the sessions on WCTC's Rail Capacity & Needs Study

SOCIAL MEDIA

- Conduct online surveys (Round 1 targeted outreach)
- Hold 4 statewide Webinars - electronic town meetings
 - 2 – (Round 1 targeted outreach)
 - 2 – (Round 2 targeted outreach)
- Develop Facebook presence (Ongoing)
- Issue Twitter updates at key points in WTP process (Ongoing)
- Post photos on Flickr (Ongoing)
- Ask partners to blast E-news to their constituents (Ongoing)
- Place video interviews for website (Ongoing)



VI. OUTREACH PLAN ELEMENTS (CONTINUED)

TRADITIONAL MEDIA

- **Engage the Media throughout Plan development (Ongoing)**
 - Develop media list
 - Issue media releases at key points in process
 - Pitch media attention for both rounds of public input
 - Brief key reporters, columnists & bloggers on WTP process
- **Create publicity for the final WTP (Plan roll-out and communication)**
 - Create media tool kit; talking points, collateral materials
 - Place Op-Eds
 - Engage in editorial board visits and talk shows
 - Solicit 3 or 4 key speaking engagements in key media markets on Final WTP
 - Prepare materials for speakers to use in speaking engagements
 - Garner media attention at speaking engagements

