



WTP 2035 OUTREACH JOURNAL

The Washington State Transportation Commission, with assistance from the Washington State Department of Transportation, and the state’s Metropolitan Planning Organizations/Regional Transportation Planning Organizations, conducted a variety of outreach events during development of WTP 2035. The principal objective was to engage a wide variety of participants and seek their input both in developing the Draft WTP 2035, and following release of the Draft, their reaction to it. Beginning with a broad-based statewide Advisory Group that met four times during development of WTP 2035, the outreach process provided stakeholders and the general public across the state with opportunities to help identify trends, aspirations, constraints, and external influences that should shape transportation policy to meet the needs of the people of this state for safe and efficient transportation services for people and goods.

The various outreach events sought to raise the profile of the WTP 2035 update process and elicit information from a geographically and socioeconomically diverse cross-section of the state’s transportation system users. Through presentations, roundtable discussion, open forums, and electronic Webinars, participants were polled on several key issues, including how regional transportation needs can be addressed through statewide transportation policy, and how the special transportation needs of groups such as the elderly and those with disabilities can be better met through greater statewide transportation policy coordination. Participants were encouraged to discuss their current and likely future transportation challenges, as well as potential solutions, at a systems level, rather than to describe specific infrastructure projects or programs. Finally, outreach participants were given opportunities to express their attitudes about the condition and performance of the state’s existing transportation system, and the most appropriate ways to fund transportation priorities regionally and across the state.

Public Outreach Conducted During Preparation of Draft WTP 2035

Staff from both the Transportation Commission and WSDOT gave a number of presentations around the state in the first half of 2014 to raise awareness about the WTP 2035 update and to solicit information and opinions from a wide range of agency and stakeholder organizations. This included four structured roundtable discussions held with invited stakeholders, conducted in April 2014.

Presentations to Stakeholder Groups, Associations, Government Agencies and Organizations

February 4	Washington Economic Development Association	Olympia
February 25	MPO/RTPO/WSDOT Coordinating Committee	Seattle
March 11	Tribal Transportation Planning Organization	Jamestown-S’Klallam
April 4	Transportation Choices Forum	Seattle
April 15	Washington State University, ASWSU students	Pullman
April 18	Peninsula RTPO	Sequim

Stakeholder Group Presentations, continued

May 19	Western Washington University students	Bellingham
May 20	MPO/RTPO/WSDOT Coordinating Committee	Seattle
May 21	Federal Lands CL RTP Meeting	Bend, OR
May 22	Washington State Ferries Ferry Advisory Committee	Seattle
June 2	Tribal Transportation Planning Organization	Airway Heights
June 5	PSRC Freight Mobility Roundtable	Seattle
June 20	Association of Washington Cities	Spokane
June 25	Washington State Association of County Engineers	Silverdale
June 27	Environmental organizations	Seattle
July 23	Joint Transportation Committee	Renton
July 27	Association of Washington Business	Olympia

Regional Stakeholder Roundtables

April 8	Puget Sound Regional Council	Seattle
April 9	Yakima Valley Council of Governments	Union Gap
April 23	Southwest Washington Regional Transportation Council	Vancouver
April 24	Spokane Regional Transportation Council	Spokane Valley

Public Outreach Conducted After Release of Draft WTP 2035

A second round of outreach was conducted during the period following release of the public review Draft WTP 2035. This included informal presentations of the draft plan and discussions with the groups listed below, as well as six more formal public meetings and webinars held around the state, as shown in the second list below.

Presentations of Draft WTP 2035

August 19	Public Transportation Conference	Yakima
August 26	MPO/RTPO/WSDOT Coordinating Committee	Seattle
September 3	Regional Access Mobility Partnership	Tacoma
September 10	Federal Lands CL RTP Meeting	Conference Call
September 18	Washington Public Ports Association	Richland
September 19	Good Roads and Transportation Association	Richland
October 9	Puget Sound Regional Council	Seattle
October 16	American Planning Association, WA Chapter	Spokane
October 29	Federal Lands CL RTP Meeting	Conference Call
October 30	QuadCo RTPO	Ephrata
November 12	State-Tribal Transportation Conference	Chehalis Tribe

Public Forums: Five In-Person “Town Hall Meetings” and Two Webinars

September 8	WTP Forum	Vancouver
September 9	WTP Forum	Spokane
September 11	WTP Forum	Bremerton
September 17	WTP Webinar	Wenatchee
September 17	WTP Forum	Bellevue
September 25	WTP Webinar	Bellingham

Media Outreach

Release of the Draft WTP 2035 in July 2014 was followed with a media outreach campaign to place news articles about the Plan in TV, radio and print news markets across the state. More than 50 such placements were secured in Washington media outlets across the state. Stories appeared in every targeted region, including publications such as the Everett Herald, The Columbian, Spokesman-Review, Bremerton Patriot, Kitsap Sun, Daily Journal of Commerce and Washington Bikes, and several others. State Transportation Commissioners participated in several conversations with news reporters to discuss the plan. Following release of the final WTP 2035 in January 2015, a second wave of media placements and interviews were conducted. These actions are summarized in the document “WTP 2035 Summary of Secured Media Placements and Calendar Placements.”