

Memorandum



To: Study Advisory Committee Members
From: Sylvia Ciborowski, JLA Public Involvement
Date: January 5, 2016

Subject: Public Engagement on Transportation Investment Ideas

At the January 15, 2016 Study Advisory Committee meeting, the study team will provide a brief overview of the online open house contents and upcoming public outreach activities. This memo outlines the engagement strategy.

Purpose and Overview of early 2016 Public Outreach Effort

In January 2016, the study team will initiate the second of three public outreach efforts envisioned for the Study. The main goal of this round of outreach is to get input to help shape the transportation investment packages. The intent is to give the public an opportunity to review and provide input on transportation investment ideas to be studied, and to help them envision what the County might look like in 2055 in order to promote long-term thinking. This round of outreach will also help prepare the public for the third outreach point (planned for fall 2016) which will include public opinion polling and other outreach on the study results and trade-offs between the options.

Outreach materials will include a description of the future land use scenarios and how we might grow, and proposed transportation investment ideas to study.

Outreach Questions

Public activities during the fall outreach period will be geared towards gathering input on two main topics/questions:

1. **How we will grow in the future:** The Study team has reviewed local plans and policies and worked with national and local experts to identify trends that might shape the way we grow and travel in the long-term future. What do you think the future might look like in 2055 and beyond? What trends do you think will change the way we get around?
2. **Transportation investment ideas:** The Study team has developed a list of potential transportation investment ideas for evaluation. These ideas will be evaluated to see how well they meet community values and respond to future transportation opportunities. The investment ideas were developed using input from Study Advisory Committee members, technical advisors, and key stakeholders. Do these seem like the right investment ideas to Study? Is there anything else that should be considered?

Outreach Activities

The outreach activities envisioned for the outreach period include:

- **Online open house:** An online open house will be the main portal for learning about where we are in the Study and for providing public input. The online open house will include background information on the land use scenarios, transportation investment ideas and evaluation measures, as well as maps or illustrations to visually present the investment ideas. The online open house will collect information on the primary residence of participants and collect other Demographic information including if they work in Washington County, on a voluntary basis.
- **Notification and invitation to participate in the online open house:** A variety of methods will be used to invite the public to participate in the online open house, including:
 - Email invitations to stakeholder list
 - Press releases and meetings with reporters
 - County social media outlets (Twitter and Facebook)
 - Encourage agencies, organizations and stakeholders to publish open house invitations through their media channels (newsletters, email blasts, social media, etc.)
- **Meetings with stakeholders and organizations:** The Study team will meet with some organizations (at their standing meetings) and individuals to provide an update on the Study and engage in discussion.
- **Informational materials:** Develop and update informational materials for use with the online open house and meetings with stakeholders and organizations. This will include web updates and development of factsheets (update on the Study and explanation of the land use scenarios and transportation investment ideas).
- **Outreach to underserved populations:** The Study team is working with community based organizations to develop an approach for engaging low-income, minority and other underserved populations.