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Columbia River Crossing Project
Communications and Outreach Scope of Services
WSDOT Work Order Contract #Y-8671 with HNTB Corporation
W.O. AA, Amendment 3 – Implementation Through Project Scoping (August 15,
2004 – June 30, 2005)

WSDOT Project Director: Dale Himes, WSDOT Southwest Region, 360-905-2007

Lead Communications and Outreach Contractor: Patricia Serie, EnviroIssues
Principal, 206-269-5041

Project Name and Location: Columbia River Crossing Project; Communications and
Outreach; WSDOT Southwest Region (Project Director: Dale Himes, 360-905-2006)

A. Work Order Overview: The purpose of this work order is to obtain support for communications and public outreach for the remainder of the pre-EIS phase of the project. The joint WSDOT/ODOT team is engaged in developing a project working relationship and regional decision-making framework, and conducting a variety of technical analyses to support moving into the draft environmental impact statement (DEIS) process. The project has prepared a draft communication and outreach plan, and is moving ahead in conducting communication and outreach to regional leadership within the project area and, to a greater degree beginning in early 2005, to the general public in the area of bridge influence (the I-5 corridor between SR 500 in Vancouver to Columbia Boulevard in Portland, to the west as far as the industrial areas, and to the east to the I-205 corridor). Development of the draft communication and outreach plan, structuring of the communication and outreach team, and support to development of a project definition and implementation structure, have all been covered by preceding work orders under this contract. Implementation of the communications and outreach task will be coordinated closely with the results of the regional decision-making and advisory frameworks, still under development by WSDOT and ODOT with input from regional leadership.

This Work Order Amendment 3 covers the period from August 15, 2004, through completion of the pre-EIS phase of the project, June 30, 2005. It describes the services to be provided by the communications and outreach team, led by EnviroIssues. This scope is complementary to and performed in coordination with the scope of other project contractors, including those led by the Larkin Group (Underhill Company, David Evans and Associates, Kittelson and Associates, Steve Siegel).

Completion of this statement of work is intended to accomplish the following:

- Support a common understanding within the DOTs and the project team, and with regional leadership and the corridor public, of the project's goals and objectives, structure, outcomes, and products. Build credibility for the process, and ensure that the project serves the public interest.

- Integrate federal and state guidance on context-sensitive and sustainable design and environmental justice into the project's communications and outreach activities.
- Engage project constituents, decision makers, and the public in identifying issues and opportunities, weighing tradeoffs, and identifying the most promising project alternatives through the scoping process. Support clear definition of project alternatives, with broad and fully documented input from all key interests, to carry forward into a next project phase of formal environmental review.

B. Project Tasks Covered by This Scope of Services

This section describes each task that will be accomplished for communications and outreach support, including specific activities, products, and schedule for the Contractor and Agency. The following conventions and principles will apply to all tasks:

- The scope includes both consultation and coordination activities (meetings, communications) and development of products (deliverables). Each task specifies the mix of those activities, and the timeframe addressed for the coordination efforts as well as deliverable due dates.
- For product development, the scope assumes development a draft; two review cycles to encompass the project team and joint DOT management review, and preparation of final products for production. Unless requested otherwise, Contractor will provide one electronic and one hard copy of all formal deliverables to Agency for production.
- Agendas and meeting summaries will be prepared for formal team and outside meetings. Informal or ad hoc communications will be shared through email and telephone contacts.
- Contractor will provide regular monthly progress reports, submitted with prime contractor invoices.
- The budget shown for each task is the best estimate possible at this time. AS the study progresses, it may dictate that more funding may be applied to some tasks and products and less to others. Contractor will monitor such needs and, when needed, propose budget refinements within the limits of the not-to-exceed amount established for this task) to the prime contractor and WSDOT for approval.
- No informational materials will be released to the public prior to written approval from both WSDOT and ODOT project staff. Contractor will provide an internal review and approval plan/schedule for production and approval of specific work activities.
- Contractor will strive to meet both Washington and Oregon communications standards, protocols, templates, and guidelines. WSDOT and ODOT staff and management will ultimately lead communication and outreach efforts, and will review and approve all public outreach materials.

Task 1 – Communications and Outreach Team Coordination

website

Purpose

The purpose of this task is to manage and coordinate the activities of the communications and outreach team, and to coordinate with DOT and technical consultants' activities and products. EnviroIssues leads the communication and outreach strategic team, which includes representatives of WSDOT, the Larkin Group contract, J.D. White Company, Markgraf Associates, and Jeanne Lawson Associates. This task provides time for needed meetings, coordination, communication, and reporting.

Work Activities

1.1 Communication and Coordination with Communications and Outreach Team

Contractor will establish and maintain weekly coordination conference calls with the communications and outreach team, including preparation and dissemination of meeting agenda, summary of highlights, and followup of issues or questions raised. Other discussions will take place on an ad hoc basis as needed. Contractor will provide quality assurance and quality control guidance to team, and will ensure that electronic and hard copy versions as requested of all final documents are provided for the project filing system.

1.2 Communication and Coordination with Columbia River Crossing Team

Contractor will participate in bi-weekly task lead meetings with the combined DOT and consultant team, providing summary information on communications and outreach plans and activities and accomplishing overall project coordination. Contractor will contribute to and review overall project schedules to ensure communication and outreach activities are fully integrated with other project activities. Other coordination meetings will take place on an ad hoc basis as needed.

1.3 Project Management for Communications and Outreach Tasks

Contractor will prepare monthly invoices, supporting data, and progress reports that track project scope, schedule, and budget. Change management requests will be prepared, submitted, and negotiated if project changes so require.

Products and Schedule for Task 1

- Weekly coordination meeting agendas and summaries
- Bi-weekly participation in task lead meetings
- Monthly invoices and progress reports

Task 2 – Finalize and Maintain Communications and Outreach Plan

Purpose: The purpose of this task is to bring to completion the draft communications and outreach plan developed under a previous task order, and review it regularly for any

required updates or modifications. This plan will guide communications and outreach activities of the integrated project team. This task also covers implementation of the communications and outreach plan during the period from September 2004 through June 30, 2005.

Work Activities:

2.1 Finalize and Implement Communications and Outreach Plan

Contractor will revise the draft plan for further team review, based on results from August and early September management decisions. Contractor will circulate revised draft plan for communications and overall team review, and will work with other team members to refine schedule and product assumptions. Contractor will work with external leadership (e.g., RCC) to obtain review and input into communications and outreach plan. Final plan will be developed, incorporating all input received, and made available to guide implementation activities and inform regional leadership about project plans. At a minimum, the plan will address:

- Specific methods to address federal and state regulations and guidance on environmental justice and context-sensitive and sustainable design principles, and both agencies' public involvement and communication guidelines, throughout the project's communications and outreach activities.
- Analysis of public involvement performed to date within the corridor during earlier phases.
- Analysis of issues related to outreach to regional leadership to determine appropriate outreach and involvement strategies.
 - Coordination with agencies/jurisdictions as indicated by bi-state project structure and decision-making process, and their roles/responsibilities in supporting communications and outreach for the project.
 - Project advisory structure and tools needed to establish, maintain and support any such bodies.
 - Collaborative bi-state agency media strategy, including support for implementation as needed (draft and final strategy identifying all relevant media, including localized publications; database-driven system for outreach to media and results tracking; identification of media contacts and team media training; preparation of background materials as needed; scheduling and support for editorial board visits, tours, etc.).
 - Development and dissemination of public information on the project.
 - Development and implementation of public involvement tools and resources
 - Strategies to assess public perceptions and preferences.
 - Facilitation and mediation plan as may be needed.
 - Other issues as identified by integrated project team and supporting WSDOT/ODOT personnel.

2.2 Implement Communications and Outreach Plan

Based on the WSDOT and ODOT approved communications and outreach plan, Contractor will support the project team by implementing the following activities:

- Prepare materials, provide status reports, and seek input regularly on project outreach plans and implementation with regional leadership bodies, to include at least RCC and Bi-State Coordination Committee.
- Consult with regional leadership through interviews with 30-40 business and interest group leaders. Summarize results and analyze regional leadership issues, concerns, and ideas for communication, outreach, and participation in a potential project advisory structure.
- Support design and implementation of project advisory structure, including analysis of options, formation of groups as indicated, and support and facilitation of advisory body activities.
- Update and refine project tracking database to allow tracking of interested parties, their contact preferences and methods, comments and other input received, followup required, etc. *IS Partnership List*
- Develop project speakers bureau approach, including analysis of target groups and topics/timing. Schedule and support presentations to groups; document activities and input received.
- Conduct updated environmental justice demographic analysis and prepare to implement outreach activities to low-income and minority populations within the corridor.
- Prepare and distribute project informational materials, including "Just the Basics" package in fall 2004; and beginning in early 2005, electronic and print project newsletter; technical information summaries; presentations; factsheets; and other information as needed to communicate project messages and background information.
- Support WSDOT and ODOT in implementing media outreach strategy as described above.
- Assist WSDOT and ODOT in design of a joint project-specific website, including design and content development, in coordination with agency web personnel. Conduct regular reviews of web activity, and support regular updates. Coordinate posting of emerging project information materials on web as appropriate.
- Design and conduct one-day team and regional leadership forum on requirements and guidance for delivering the project under context-sensitive and sustainable solutions and environmental justice principles. Identify and invite participants, design and prepare for presentations and exercises, facilitate and document workshop, and prepare an analysis report.
- Establish and support project toll-free hotline to announce project information, seek input, and answer questions. Maintain documentation and responsiveness summaries; integrate input into project planning.
- Conduct public opinion research via surveys or focus groups in spring 2005.
- Conduct outreach to low-income and minority populations, focusing on working with existing ODOT Environmental Justice Working Group and expanding to broader community in spring of 2005.

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Just the Basics

Products and Schedule for Task 2:

Specific lists of deliverables and due dates will be assembled and incorporated by reference into this work order by reference when the communications and outreach plan is finalized and approved by WSDOT and ODOT. Products are assumed at this point to include two draft versions and a final, and will include:

- Revised draft and final communications and outreach plan
- Briefing packages for regional leadership bodies
- Interview summaries from regional leadership interviews
- Plan and implementation approach for project advisory structure, including supporting materials
- Refined project tracking database, updated regularly
- Speakers bureau plan and ongoing tracking and coordination materials; baseline and regularly updated presentations and handouts
- Updated demographic analysis of low-income and minority populations within corridor; specific outreach plan and reporting for outreach to those populations
- “Just the Basics” kit for regional decision makers, updated in early 2005 for general public use
- Media background kit, prepared in fall 2004 and updated regularly
- Project newsletter, issued in late 2004 and at key points in 2005 (electronic and print)
- User-friendly summaries of technical work products (see Larkin Group matrix for details and timing)
- Project factsheets as needed to address frequently asked questions
- Joint agency project website, with regular updates and posting of key project information as it is developed
- Toll-free hotline protocol and monthly summaries of results
- Public opinion research plan and results (spring 2005)
- Materials to support outreach to low-income and minority populations, including translations of some project information for non-English-speaking populations, special formats, etc.

Task 3 – Project Environmental Scoping

Purpose:

The purpose of this task is to prepare for, conduct, and document resource agency and general public input into the scope of the environmental review process for the project. This task complements the efforts of the technical consulting team and both WSDOT and ODOT project personnel, and will contribute to definition of project alternatives and scope of environmental review to carry forward into the next project phase.

Work Activities:

Contractor will complete all activities needed to plan, publicize, conduct, facilitate, and document project scoping within the corridor area. Activities will include:

- In coordination with project team, design agency and public scoping meeting structures and define information available to support public understanding of the project conceptual options and background information. Support preparation of project purpose and need statement, and coordinate with the environmental contractor on lead agency issuance of the scoping notice of intent, which will define the public comment period and announce the public meetings.
- Obtain appropriate venues for meetings (one agency scoping meeting and two public scoping meetings assumed for planning purposes), including accessible space planning, parking availability, transit access, etc.
- Develop a detailed scoping meeting plan that defines all needed meeting objectives, staff resources, information material production schedules and responsibilities, refreshments, security, special needs, audio-visual equipment, assembly and breakdown, logistics, etc.
- Design, produce, and disseminate publicity for the meetings, including inviting agency personnel to agency scoping meeting in conjunction with project team, and disseminating information about the public meetings through a variety of media, including mailings, posters, website postings, public service announcements, banners, community networking, media releases, advertising, etc.
- Conduct specific outreach to low-income and minority populations, in coordination with the Environmental Justice Working Group, including work with ethnic media and other specialized neighborhood resources.
- Conduct project area tours, both guided and independent, prior to scoping meetings.
- Staff and facilitate the scoping meetings; support technical and policy presentations; facilitate discussion and capture all input for inclusion in comment database; prepare a detailed meeting report as well as a "key themes" summary and fully document both the outreach and the results in coordination with project team.

Products and Schedule for Task 3:

The scoping activity is currently estimated to begin in spring 2005; a detailed schedule for activities and deliverables will be developed in conjunction with the approved communications and outreach plan and outstanding project development decisions. Products will be developed in draft and final form, and are expected to include:

- Scoping implementation plan
- Input to scoping notice of intent
- Meeting publicity materials, including mailings, posters, web information, public service announcements, banners, media releases, display advertisements, etc.
- Translated publicity and meeting materials to address non-English-speaking populations
- Project tour invitations and packages

- Scoping meeting materials, including agendas, presentations, graphic displays, signage, comment forms, etc.
- Scoping meeting report and key themes summaries

Task 4 – Alternatives Design Workshop

Process Overlap?? Regional by in

Purpose:

The purpose of this task is to design and conduct a corridor alternatives design workshop following scoping, to gain understanding of evolving alternatives and receive input into how they are defined and characterized.

Work Activities:

Contractor will work with overall project team to design specific workshop objectives and format, which is expected to include participation by technical resources, regional and community leadership, environmental justice representatives, agency and jurisdictional personnel, and others. The workshop will synthesize available information, scoping input, and project objectives to allow for collaborative input to development of proposed project alternatives. To support this activity, Contractor will:

- Consult with team members and regional leadership and develop detailed workshop plan, assigning roles and responsibilities, detailing supporting materials and workshop activities, as well as form of resulting outcomes.
- Obtain a venue, coordinate preparation of materials, handle invitations and logistics, obtain needed technical and policy resources, facilitate and document workshop for consideration by team in defining project alternatives for the EIS phase.

Products and Schedules for Task 4:

This workshop will be one of the last activities under this project phase. A detailed schedule will be determined when scoping is scheduled. Products will include:

- Detailed workshop plan, drafted with broad input and reviewed by project team and approved by WSDOT/ODOT before implementation begins
- Workshop materials, developed in conjunction with team
- Invitations to participate, participant database, plan for assembling needed technical resources
- Workshop summary and results for use by alternatives development team

Task 5 – EIS-Phase Communications and Outreach Strategy

Purpose:

The purpose of this task is to evaluate communications and outreach activities during the pre-EIS phase, with input from involved people and groups, and refine the approach for implementation during the EIS phase.

Work Activities:

Following scoping and implementation of the communications and outreach plan to that point, the communications and outreach team will conduct outreach (interviews, informal survey) to key interests in the corridor, agencies and jurisdictions, and the integrated team, to evaluate communications and outreach effectiveness to date. Added to this will be input received from regular event-based evaluation questionnaires requested from participants in the outreach process. Based on input received, the team will use the existing plan as a foundation, modified as needed, to prepare a detailed plan for EIS-phase communications and outreach. The plan will address all of the areas in the plan for this phase, and will be prepared in draft and final form for team and agency review.

Products and Schedule for Task 5:

The draft EIS-phase communications and outreach plan will be available in early June 2005, to be finalized and approved by WSDOT and ODOT by June 30, 2004.

Task 6: Support Project Administration and Policy Activities

Purpose:

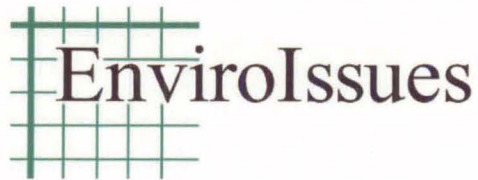
In addition to outreach to external leadership and the public, the communications and outreach team will serve as an in-house resource for WSDOT and ODOT project management.

Work Activities:

The communications and outreach team will be available to WSDOT and ODOT project management to assist in analyzing technical and policy information, preparing graphic and text information to support project decision-making, facilitating internal or external meetings and decision sessions, providing evaluation and advice on project activities, and other support as required.

Products and Schedule for Task 6:

As determined by management requests.



DATE: July 9, 2004
TO: Dale Himes and Rob DeGraff
FROM: EnviroIssues
CC: Amy Echols

SUBJECT: Columbia River Crossing Project, Public Communications Plan

Attached for your review and comment is the public communications plan for the Columbia River Crossing Project.

WSDOT communications staff as well as public involvement consultants, with experience on both sides of the river, led the development of this plan. While the Columbia River Crossing Project's goal is to ultimately select and make highway and high-capacity transit improvements to the Interstate Bridge, this plan covers only the first phase of that effort. The first phase encompasses alternatives development and environmental scoping.

As you review this plan, there are several key decisions that are outside the scope of the communications team, but may influence the implementation of the plan. These decisions include:

- How is the Columbia River Crossing Project defined?
- What is the schedule of the alternatives development and environmental scoping phase? As you review the plan, you will note no specific reference to schedule. While we understand the workflow and what outreach activities will occur to support it, we need further direction on the exact schedule of activities.
- What role and involvement will regional decision-making structures have in the project? How will these entities communicate with each other, and how will their respective authorities be defined? What are their respective roles and functions, how will their coordinating mechanisms be established, and how will they impact the communications plan?
- How will WSDOT and ODOT work together to make decisions? Will the two agencies co-locate?
- What technical products will be available, when, and what information will be included?
- What role will the communications team will play in addressing the above decisions?

We will review the public communications plan to determine how the decisions outlined above will affect this plan. The plan may be modified to take on additional communications responsibilities, but at this time focuses entirely on external public communications.

Please send your initial comments on this plan to Amy Echols by Friday, July 16.

REVIEW DRAFT
Columbia River Crossing Project
Public Communications Plan
Alternatives Development and Environmental Scoping Phase

Introduction

The Columbia River Crossing Project is a collaborative, bi-state effort, led by the Washington State Department of Transportation (WSDOT) and Oregon Department of Transportation (ODOT), to evaluate highway and high-capacity transit improvements in the area of influence of the Interstate Bridge. The purpose of these improvements is to reduce congestion, increase safety, and contribute to the regional economy and interstate commerce.

These potential improvements address a portion of recommendations that were made in the *Final Strategic Plan* of the I-5 Transportation and Trade Partnership (June 2002). The *Final Strategic Plan* reflects substantial study done since 1998, when WSDOT partnered with ODOT and other local stakeholders in Washington and Oregon to plan and implement improvements along the I-5 corridor from I-84 in Oregon to I-205 in Washington.

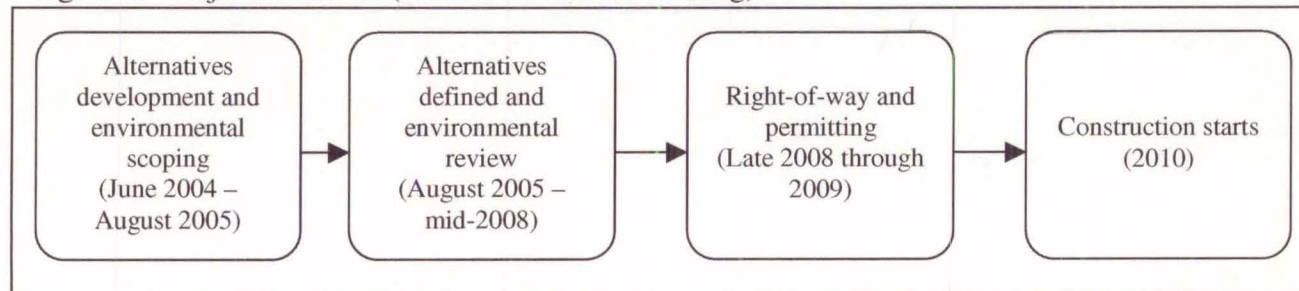
The Columbia River Crossing Project will take place under the guidance of a joint subcommittee of the Oregon and Washington State Transportation Commissions. Key participants also include:

- Bi-State Coordinating Committee
- Federal Highway Administration
- Federal Transit Administration
- Portland Metro
- Southwest Washington Regional Transportation Council
- TriMet
- C-Tran
- Cities of Portland and Vancouver
- Counties of Clark and Multnomah
- Ports of Vancouver and Portland

Two studies, the *Portland/Vancouver I-5 Trade Corridor Freight Feasibility and Needs Assessment Study* (2000) and the *Portland/Vancouver I-5 Transportation and Trade Partnership Study* (2002), served as the basis for developing the *Final Strategic Plan* recommendations. Other *Final Strategic Plan* recommendations addressing freight, rail, and land use are being advanced by a range of regional partners, in coordination with this effort.

This plan describes the public communications that will occur during the alternatives development and environmental scoping phase of the project. Once WSDOT and ODOT project managers, as well as the Bi-State Coordinating Committee staff have reviewed this strategy, a detailed work plan will be developed.

Figure 1. Project Schedule (based on available funding)



Alternatives Development and Environmental Scoping – Activities and Timeline

The alternatives development and environmental scoping phase of the Columbia River Crossing Project involves consideration of scoping, funding, and implementation studies that were not previously addressed in the *Partnership Study*. This public communications plan will support the following tasks that will be accomplished during this phase:

1. Define a bi-state project delivery and decision structure, and agree on a bi-state working agreement to guide the project.
2. Conduct technical and policy studies to provide background information needed to define realistic, fundable river crossing options for environmental review, including:
 - Compiling existing and new information on traffic and travel demand,
 - Investigating tolling and other funding options,
 - Comparing preliminary engineering concepts,
 - Defining early cost and schedule ranges for a field of project options, and
 - Building the procedural basis for beginning the environmental review process in mid-2005.
3. Consult with regional decision makers and community leadership to facilitate an understanding of the project process, and to support framing the economic, technical, environmental, social, and community values and parameters that will lead the project through its next steps.
4. Conduct outreach with the public at large to continue those discussions as above, analyze the communities to identify tailored outreach to low-income and minority populations, scope the issues and ideas to be addressed in the environmental review process, and define a detailed EIS-phase communications and outreach plan.

The project approach will incorporate the principles of “Context-Sensitive and Sustainable Solutions” as defined by federal transportation bodies (*Flexibility in Highway Design, FHWA-PD-97-062*, and *Building Projects that Build Better Communities – Recommended Best Practices, WSDOT 2003*) and emerging as policy guidance in both Oregon and Washington. Both agencies will also comply fully with federal regulatory and guidance to ensure that minority and low-income populations are appropriately involved and protected in implementation of the project. Applicable guidance also exists from the U.S. Environmental Protection Agency and Federal Highway Administration, and will serve as a foundation for the project’s analysis of and outreach to environmental justice communities.

Public Communications Plan -- Goal and Objectives

The overall goal of the communications plan, in support of the alternatives development and environmental scoping phase of the project, is to involve key bi-state constituencies through a variety of mechanisms by building on the existing relationships, level of interest, and momentum already demonstrated during the work of the I-5 Partnership Task Force.

Specific objectives for communication during this phase of the project include:

- Engage actively and systematically with representatives of affected communities and a representative spectrum of interested citizens to create understanding of the project’s goals and strategic importance.

- Clearly describe the objectives of the alternatives development and environmental scoping phase and the options to engage the affected communities in an interactive and meaningful way to understand and address public ideas and preferences.
- Provide forums for discussing issues and opportunities identified during this phase of the project, weighing potential tradeoffs, and developing promising options.
- Create a feedback loop to demonstrate how public input shapes project activities and decisions in this phased project approach.
- Systematically gather and document input to help shape project options and influence project decisions, setting the stage for the next phases of design, environmental review, and funding discussions.
- Lay the groundwork to develop an understanding of the communities' histories, values, and priorities for the future, in accordance with the principles of designing context-sensitive and sustainable solutions.
- Assemble the communications and outreach tools needed to inform and involve a broad set of interests, including tailored outreach to low-income and minority populations within the project area.

Public Communications Approach

The project team will work with regional and local leadership as an early activity, through focused interviews, to determine issues and ideas that exist today within the bridge influence area, and to update project information in terms of parallel and contributing activities that may be under way. Through those interviews and other research, the team will build on the existing base of identified public segments, adding depth to the contact database for short-term and longer-term outreach activities. Input will be sought on how business, local government, interest groups, and community leadership view the project and how they prefer to participate as the project moves ahead.

Two basic information and outreach "waves" of communication and outreach activities will occur during this phase of the project. During the first "wave," as basic project information is under development, communications and outreach will target regional and local leadership. The project will also work with local and regional media to build a base of understanding of how some of the I-5 recommendations are being implemented. An important aspect of this targeted outreach will be to communicate the scope of the Columbia River Crossing Project relative to the total scope of recommendations included in the *Strategic Plan*. Targeted groups will include:

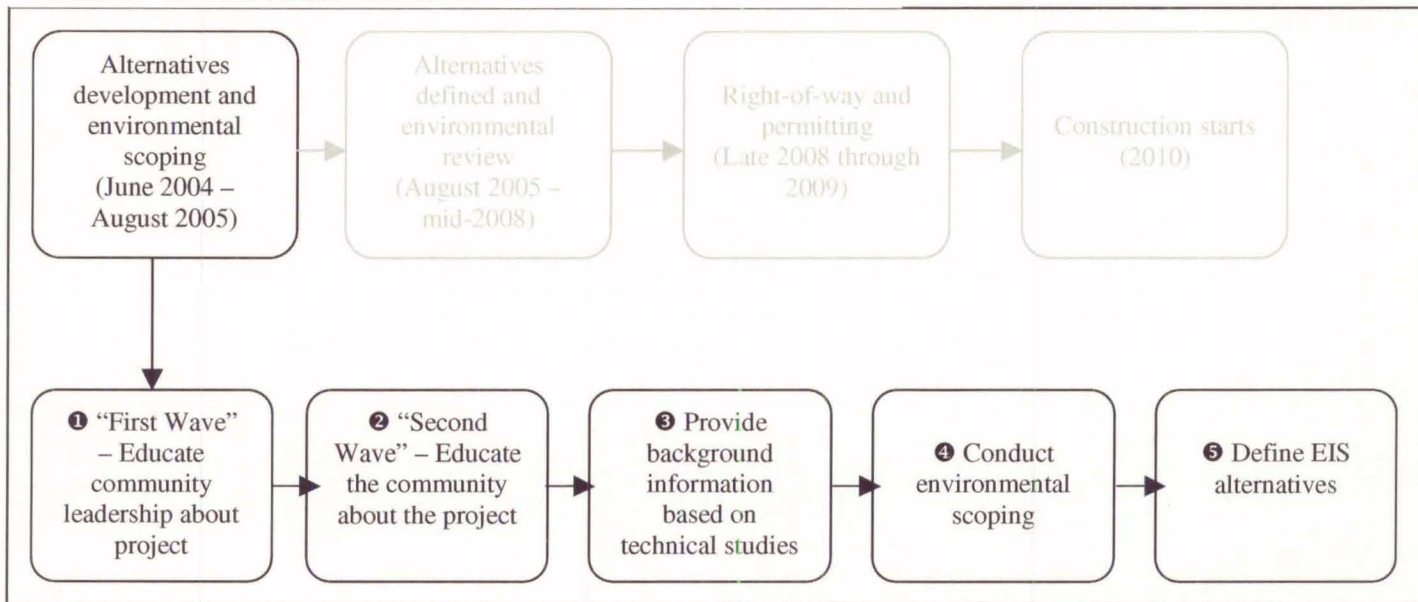
- Federal officials
- Tribal governments
- State and local officials
- Business and economic development interests, including ports
- Transportation and land use interests
- Community leadership

During the second "wave," the focus will broaden to include the general public and other interested groups, in addition to interests involved earlier. By this point, the project developmental work will have answered some key technical questions, and framing the public

discussion will have a strong basis in current information. As technical information becomes available, environmental scoping will begin, followed by the definition of the EIS alternatives.

These “waves” of outreach and the subsequent project activities are illustrated in Figure 2 below.

Figure 2. Current Phase Activities



On the following page, Table 1 summarizes public events, information materials, and outreach tools to be developed and used during this phase. These strategic communication products will dovetail with plans and timelines for technical work products, regional decision making, and project planning activities. The activities and products summarized in Table 1 may bear adjustment as management policy and/or technical progress is made, and input from targeted group interviews and other project inputs are assimilated.

Communications Team Organization

WSDOT and ODOT staff, the technical team, and the communications team support the project. The communications team will consist of WSDOT and ODOT communications managers and communication consultants with experience on both sides of the river. The communications team coordinates through weekly conference calls or meetings, sharing of electronic communications, and other dialogue as needed. Communication team leadership will consult with the agency project staff and the technical team through regular meetings and monthly written status reports. As the project moves ahead, the team will seek input and participation from communications and outreach staff at partner agencies.

Task 1

Table 1. Public Communications Plan

DOTS
RTC
Feds
Metro
BiState

① Education Public Leadership about the project	① "First Wave" -- Educate community leadership about the project	② "Second Wave" -- Educate the community about the project	③ Provide background information based on technical studies	④ Conduct environmental scoping	⑤ Define EIS alternatives
Events					
Community Leadership Interviews	Conduct interviews to determine issues and ideas, update project information, and establish how to involve leaders				
Community Leadership Forum	Establish project approach to address context-sensitive and sustainable solutions and environmental justice				
Speakers Bureau	Establish target groups and speakers bureau plan, and prepare presentation materials and speaking points (building on "Just the Basics" packet)	Begin speakers bureau	Continue speakers bureau	Continue speakers bureau	Continue speakers bureau
Environmental Justice Outreach	Compile and analyze existing demographic information. Conduct interviews with community leaders to develop environmental justice strategy.	Begin implementing environmental justice strategy	Continue implementing environmental justice strategy	Continue implementing environmental justice strategy	Continue implementing environmental justice strategy
Project Tours	After project has been defined, develop project tour route and content for community and business leadership. Begin offering tour opportunity to interested parties targeted in first wave.	Begin to offer tour opportunity to corridor resident organizations and other interested parties, and continue to offer the tour to community and business leadership.	Continue to offer tour opportunity to all interested parties.	Continue to offer tour opportunity to all interested parties.	Continue to offer tour opportunity to all interested parties.

	❶ "First Wave" -- Educate community leadership about the project	❷ "Second Wave" -- Educate the community about the project	❸ Provide background information based on technical studies	❹ Conduct environmental scoping	❺ Define EIS alternatives
Agency Scoping Meeting				Hold scoping meeting to involve all relevant resource and permitting agencies.	
Public Scoping Meeting				Hold public scoping meeting to share available project background and information and gather scoping input.	
Post-Scoping Communications and Outreach					Develop package of materials that analyzes key themes heard during the scoping process, explains how the alternatives will be structured, and what information will be available as the EIS begins. Identify groups and venues to share material, and develop an outreach schedule.
<i>Task 1</i>					
Materials					
"Just the Basics" Information Packet	Prepare core set of existing information describing the project, schedule, decision process, context-sensitive and sustainable solutions principles, environmental justice, frequently asked questions, and opportunities for involvement		Update existing "Just the Basics" information packet with information from technical studies, as appropriate	Update existing "Just the Basics" information packet to reflect scoping information.	Update existing "Just the Basics" information packet to reflect EIS alternatives.
Project Newsletter				Publish newsletter to announce scoping period	Publish newsletter to announce EIS alternatives
Technical Information Summaries			As technical studies become available, and as appropriate, a 2-page summary of results will	Continue to prepare summaries of technical studies as they become available.	Continue to prepare summaries of technical studies as they become

	① “First Wave” -- Educate community leadership about the project	② “Second Wave” -- Educate the community about the project	③ Provide background information based on technical studies	④ Conduct environmental scoping	⑤ Define EIS alternatives
			be prepared and shared with appropriate audiences		available.
Scoping Notification			Develop detailed draft and final plan to support the scoping process and manage plan implementation. Assist the technical team in preparing the purpose and needs statement and notice of intent to enter into scoping process.	Publish the purpose and need statement and notice of intent in local and regional publications.	
Outreach Tools					
Project Website	Update project website using information contained in “Just the Basics,” and include project calendar, project library, contact information, registration for project information, and comment form		Update project website with results of technical studies, as available	Update project website with environmental scoping information, including proposed purpose and need statement, scoping meeting, and opportunities for comment	Update project website with environmental scoping results, final purpose and need statement, and EIS alternatives
Project Toll-free Hotline	Establish toll-free hotline for project	Maintain toll-free hotline for project, updating as necessary with new project information and events	Maintain toll-free hotline for project, updating as necessary with new project information and events	Maintain toll-free hotline for project, updating as necessary with new project information and events	Maintain toll-free hotline for project, updating as necessary with new project information and events
Comment Database	Develop a database to compile all comments received and track responses	Continue to maintain comment database	Continue to maintain comment database	Continue to maintain comment database	Continue to maintain comment database
Public Opinion Survey					Conduct a statistically significant public opinion survey to support finalizing alternatives and funding options and identify strategic

	❶ "First Wave" -- Educate community leadership about the project	❷ "Second Wave" -- Educate the community about the project	❸ Provide background information based on technical studies	❹ Conduct environmental scoping	❺ Define EIS alternatives
					project issues.
Other					
EIS-Phase Communications and Outreach Plan					Prepare an EIS-phase communications and outreach plan. Conduct interviews and a public involvement survey to assess efforts to date. Include analysis of lessons learned in EIS-Phase plan.
Evaluate Project Advisory Roles	Further analysis of corridor issues and of available models for working with representative advisory bodies will be conducted to determine whether a citizen/interest advisory structure is appropriate			Re-visit the potential need for a citizen/interest advisory structure.	Re-visit the potential need for a citizen/interest advisory structure.

As a bi-state project, the project will entail meeting all substantive requirements of both WSDOT and ODOT in terms of communications standards, protocols, and styles. Those requirements will be integrated and applied consistently, with regular oversight and feedback from communications management at both agencies. Project materials will be clearly identified as to their bi-state and partnership nature, with appropriate use of logos, contact information, etc.

A bi-state strategy team will be identified to assist in identifying type and content of public information materials and outreach, to help insure that communication and outreach activities meet both informational and protocol objectives. No materials will be distributed to the public without prior approval from both WSDOT and ODOT, and agency personnel will be primary "faces" for the public and speak publicly for the joint project and for their respective agencies.

Project Media Strategy

Print and electronic media will be important communication channels for the project. WSDOT and ODOT, and the joint project team agency members, will serve as spokespersons for the project and their respective agencies. The overall media strategy will consist of:

- Identify all relevant media in the project area and regionally, including localized publications that may be especially suitable for reaching local, minority, and low-income populations. Develop a database-driven system for outreach to media and track results.
- Identify key points in the process when media releases, press conferences, press backgrounders, editorial board visits, project area tours, and other events will be appropriate. Arrange and support media interviews and tours, as well as editorial board briefings (augmenting project personnel with appropriate officials as needed).
- Prepare media information kits and train a project policy level team to be media contacts, including maintaining and updating the information, preparing teams for the contacts, and debriefing and tracking the efforts.

At key points in the process (launching of scoping, release of developing information on issues such as traffic or tolling, agreement on alternatives, etc.) a specific media strategy will be developed, briefed to the project team, and support provided for agency implementation of the strategy.

Communications and Outreach Documentation

The communications team will consolidate and analyze all public involvement documentation prepared for earlier phases of work in the corridor to produce an administrative record of public involvement to date. Stringent documentation standards and systems will ensure that information and interaction records during this phase will supplement that base of public involvement documentation. As the project assembles more of a base of information on traffic and travel demand, engineering design concepts, tolling options, cost estimates, etc., that information will also be integrated into outreach activities.