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November 13, 2003

Don Wagner
Washington State Department of Transportation
Vancouver, WA

Dear Don:

Identity Clark County proposes a follow-up program to our 2002-2003 Transportation Priorities Project (TPPI), to be known as TPPII. What we learned in TPPI was that: 1) citizens throughout Clark County have genuine concern for identifying solutions and funding for major transportation system development needs and choices for the near and long-term, 2) jurisdictions consistently expressed concern for engaging citizens in the process, and 3) citizens are more likely to become engaged through a "grass roots" effort to educate and inform; citizen awareness and understanding builds support.

The conclusion drawn was that the need for better communication, understanding, and information are all keys to a more collaborative and effective effort to address the region's transportation challenges and future. Enter TPPII. The attached Action Plan illustrates the objective, goals, and program proposal that we offer for your consideration. The scope of this project is huge . . . but the benefits of connecting the transportation professionals/jurisdictions and the citizens/voters are immense. What must be considered as well, are the interrelated components of economic development, i.e., jobs, land use planning, education and community development. Transportation is the primary fiber that affects all else. Without the transportation piece, we cannot plan for the rest. The process will help prepare our citizens, through education, to make the decisions that guide the future of transportation in Clark County.

Financially, the project exceeds the resources of Identity Clark County, however we feel it is of significant importance to the economic future and livability of our region and are proposing a public / private financial partnership with the Washington State Department of Transportation, the Regional Transportation Council and all of the jurisdictions (county, cities and ports) throughout Clark County.

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The project cost (not including ICC staff time) is \$150,000. The Identity Clark County board of directors supports the project and will fund the initial expenses. Further, ICC has budgeted additional "investment" in the project as it progresses as we recognize much of the success of the project lies with the broad support of the public and private sectors. At this point, we anticipate ICC's participation at \$25,000 to \$35,000. Our request is that the Washington State Department of Transportation participation level be \$50,000.

Sincerely,

Ginger Metcalf
Executive Director

Bob Byrd, Chairman
ICC Transportation Committee

Enc.

Identity Clark County (ICC)
Transportation Priorities Project II (TPP II)
ACTION PLAN

Objective

The objective of this project is to equip citizens, through an interactive educational process, to be able to identify a mechanism to solve foreseeable transportation needs in Clark County.

Goal 1: Develop an **interactive educational process** to provide critical information to citizens so that they may make informed choices about the future direction of transportation in Clark County. The content will consist of the following components:

1. How the road design-through-build process works;
2. The status of current transportation planning;
3. Source of funds to maintain and improve transportation systems and how they can be used;
4. How trade-offs between projects and funding work;
5. How transportation relates/affects jobs and economic development.

Goal 2: Develop a parallel process that **facilitates the collaboration of transportation jurisdictions** within Clark County in the design of a transportation system and transportation funding package that will enhance the economic health and vibrancy of our community and the region.

TPP II is eager to initiate this process that will stimulate and gather citizen input on transportation projects and potential funding, and disseminate that feedback to the agencies in charge of improving and maintaining the health of the regional transportation system.

BACKGROUND

The Transportation Priorities Project (TPP) was conducted as a progressive series of community meetings, forums, and a community-wide summit to foster understanding and discern transportation system development and funding priorities for the Clark County region. TPP utilized a keypad polling system to engage, inform and record the perceptions, opinions, and preferences of participants at 40 events. (TPP events and the keypad polling process were not conducted as scientific public opinion research and thus the results and the findings are not meant to represent the opinions of Clark County citizens as a whole).

Throughout the TPP process, participants from all areas of the Clark County region expressed a **moderate level of concern about mobility issues and much deeper concern about finding solutions and funding for major transportation system development** needs and choices looming on the horizon. During the TPP **jurisdictions**

interviews almost all the government officials expressed a sincere desire to know what citizens wanted, what they were willing to pay for, and how they preferred to pay for it. Many pointed to the **difficult challenge of engaging citizens** and providing them with good information related to transportation choices, decision making, and funding options. Similarly, government officials lamented getting mixed messages from citizens about wanting transportation improvements but not wanting to have to pay for them. Citizens and government officials agreed that the need for **better communication, understanding, and information are all keys to a more collaborative and effective effort to address the region's transportation challenges and future.**

TPP II is a key step in furthering the progress made in TPP I. This second phase is focused on educating the region's citizens about how the design-build process works, the extent of ongoing transportation planning, the source of funds to maintain and improve transportation systems, where money comes from and how it can be used, and how trade-offs between projects and funding work. In the education process, TPP II will include information on **how land use and transportation are related to each other, jobs, and development**—particularly transit oriented development. In addition, the process will be interactive—citizens' responses to current issues, particularly as they become more informed about how the system works, will be relayed back to the people and agencies that make decisions on which projects get funded. This phase is meant to **close the loop between the users and the designers and funders** of Clark County's transportation network so that projects that receive a high level of support from citizens are put at the top of the implementation list.

Transportation Priorities Project II—Dream It, Fund It, Build It

In order to keep the Transportation Priorities Project (TPP) momentum going, Phase II must synthesize the information gathered in Phase I from all sources—citizens, businesses, jurisdictions, elected officials—to **create universal messages.** The input needs to be reformulated into a common language so that a meaningful dialogue between different perspectives can be facilitated—**ultimately resulting in development of a fundable community-wide plan.** TPP Phase I clearly identifies a confused public and private sector, both of whom, although trying to work together for years, still complain of mixed messages from each other when it comes to transportation. **Although everyone seems to want the same thing—a comprehensive Clark County transportation package that is multi-modal, serves urban, suburban and rural areas, and can be funded using local, state and federal dollars—no one entity has been able to take action and implement a plan.**

TPP Phase II can be the catalyst. **Phase II of the TPP process must both educate and facilitate collaboration.** Phase II will educate the community on how transportation works, how it is funded, and most importantly, what Clark County wants and how we will pay for it. In the last five years nearly every agency, jurisdiction and organization even remotely tied to transportation has gathered information and put together a transportation plan. Some were even fundable. What was missing was a coordinated, community wide effort to collaborate and partner, rather than compete, to get the plans implemented. If all of the plans and ideas out there are not brought together, five years from now Clark County will still be looking for a the key to a healthy transportation future. ICC TPP II Design Committee members are the perfect coordinators for such an effort. The grass roots effort of Phase I has identified a core group of citizens who have made finding solutions to Clark County transportation problems their priorities.

Let's turn the tables.....

Building on the grass roots momentum of Phase I and the solid, credible reputation of Identity Clark County, we are proposing to turn the tables and have the community take a leadership role and the jurisdictions act as resource and audience. The jurisdictions all have elected officials and specific criteria under which they work. Jurisdictional staff is expected to provide the officials with the information to make policy decisions, develop and implement plans, AND involve the public. Often the effective involvement of the public is missing from the process. Thinking out of the box is not encouraged. Moving forward quickly is difficult under the current rules. What the jurisdictions and agencies do have are excellent technicians who have created feasible plans, but lack the internal structure to communicate and implement them. TPP II proposes to facilitate coordination of the efforts of the experts, jurisdictions and agencies with the goal of creating the ultimate transportation package that meets a wide variety of needs.

Implementation Program Proposal

Task 1: Design Committee Coordination (Will run through May 2004)

The JD White Company, Inc. (TWC) will coordinate with the Design Committee to develop and fine-tune the education and facilitation program. The collaboration between the Design Committee and the facilitator will be a critical component of successfully employing the education and facilitation process. To ensure success, we recommend:

- Monthly meetings with the Design Committee.
- Weekly electronic progress reports.
- Identification of key grass roots participants.

Task 2: Data Analysis

Karen Ciocia and TWC have access to, and will compile, the information for use in the community education program. TWC will identify the target audience—who they are, where they are, what they want—as well as develop the methodology for the target sample.

Task 3: Facilitation Process (Will run through May 2004)

Jurisdiction think tank—This think tank will be comprised of “technicians with decision making authority” who will work with a “packaging sub-committee” of the TPPII Design Committee. An example of jurisdictional members would be Thayer Rorabaugh, City of Vancouver and Bart Gernhart, Washington State Department of Transportation. This group, who all have a plan of some sort on their shelves, will be brought together by the design committee and grass roots participants to develop three transportation packages by collaborating and compiling their existing information. The packages will be three visions of a transportation vision – no change option, moderate revenue increase, and full revenue increase. The role of the design committee and grass roots participants is to host the discussion and assure the “think tank” that the community will support the right plans. TWC will coordinate this task, act as meeting facilitator, and bring the group to consensus on transportation packages that can be supported by the community.

Briefings and training for core group— The design committee and grass roots participants will be key in assuring the jurisdictions that the support for collaborative packages is real. The design committee will be instrumental in opening the doors to the different jurisdictions. TWC will take the lead in coordinating logistics, beginning the discussions, and coordinating and facilitating package development. TWC will brief the design committee at regular monthly meetings and weekly via electronic progress reports. TWC will provide training for presentations to elected officials and other decision makers.

Task 4: Education Process (Will run through May 2004)

The Design Committee and TWC will design and implement an education program that will include, but is not limited to:

- **How transportation planning works**—simplify and sort information, condense details, include local, state, and federal information, describe how priorities are set and who sets them.
- **How transportation funding works**—include local, state, and federal information, include information on dedicated funding and “strings” attached, discuss funding driving the projects.
- **How transportation and land use planning relate to each other, development and jobs**—consider bringing in an outside planning guru, sort projects and layers of projects to identify a possible standard.
- **Where funding for transportation currently comes from and how it is used**—include local, state, and federal information, include information on dedicated funding and “strings” attached, discuss funding driving the projects, focus on operational aspects, explain the erosion of dedicated funds.
- **Other funding options that merit consideration and might be supported**—explain list from TPP I, include pros / cons, identify options not currently legislated, make sure local option list is complete.
- **Current and proposed transportation projects**—help people understand how projects are prioritized and funded, include TIP (transportation improvement plans), arterial plans, highway plans, and identify potential frequently asked questions.

The education component of the project will satisfy citizens’ demand to be involved in decisions that directly affect them, accurately frame and communicate significant information, and engage the citizens in a structured, solution-oriented process.

The program will include:

Public Involvement

- **Training grass roots participants for an outreach team**
- **Utilizing the grass roots network for dissemination of information**
- **Coordinating conversations in key activity areas**—areas where people already are such as grocery stores, malls, fairs, neighborhood, church and school events, and transportation events—using the outreach team
- **Event tie-ins**—take the opportunity to tie into existing community events to spark conversations and disseminate information.

- **Summit** – at the end of the phase, organize and host a summit meeting to have a milestone event validating the work to date.

Public Information

- **Development of a project “brand”**
- **FAQ / Fact Sheet**—to further ensure that we are listening and that the community is being heard, on a monthly basis we will develop a sheet that covers the most frequently asked questions. Previous months will be placed on the web. The key to the education process is responsive, consistent, and clear communication. We do not recommend a project newsletter. Fact Sheets and FAQ’s that can be updated quickly and printed inexpensively will be more responsive to the constant flow of information.
- **Web site and on-line survey**—TWC creates enhanced web sites that convey vital information and incorporate cutting edge design. TPP Phase II will communicate electronically in addition to print and verbal communication. TWC will employ up to four web site surveys to reformulate input into understandable transportation packages.
- **Expert chat rooms** (then converted to written FAQ)—up to six times over the course of the project, TWC will feature a transportation expert on funding, specific modes, and overall transportation planning. The times and dates will be advertised using regular project advertising channels. The transcript of the “chats” will become part of the next month’s fact sheet.
- **Random Sample Surveys**—used up to two times to supplement information gathered during the keypad polling of phase one. Random samples will ensure that what we are hearing and formulating is, indeed, representative of the Clark County community.
- **Newspaper insert / questionnaire**—TWC recommends development of a project brochure / insert that can be inserted into The Columbian and The Oregonian. The insert will have general project information, contact information, calendar of events, and a questionnaire seeking input from another target sample that is missed elsewhere. The inserts are delivered to the front door and don’t get lost in a pile of mail with direct mail pieces. The piece will have a long shelf life and, with a print over run, can be distributed at events and activities.
- **Media management and advertising**—TWC will coordinate with newspaper, radio, cable and broadcast TV communication. Media management includes development of press kits and releases. Advertising key milestones, events and / or activities will be developed as budget allows.
- **Coordination, briefings, and training for jurisdictions**—TWC will provide monthly briefings for interested jurisdictional representatives to close the loop between designers and funders.

Design Committee Role – The design committee members will be asked to chair different facets of the implementation program. Sub-committees will include, but not be limited to:

- **Packaging and Jurisdiction/Elected Official Coordination** – Target of four meetings to design the components of the three transportation package options that will be presented to the public for review and comment. This committee will also co-ordinate the interaction with the jurisdictions.

- Public Information – to include print, electronic, and website materials. Responsible for oversight and final review of all public information materials.
- Outreach Team – Oversight of education process including, but not limited to, recruitment, training, and supervision of the grassroots participants who are out in the community listening and asking questions.
- Media Management - Oversight of the media management plan.
- Marketing and Advertising – includes Expert Chat Room – The committee described this committee as the place that “sells” the program.

The design committee will be responsible for oversight of programs, key messages and materials, and presentations. TWC will facilitate the education and collaboration process, coordinate logistics, create materials, and perform other duties as directed by the design committee.

Task 5: Phase II Education and Facilitation Process Report

TWC will be responsible for preparing a Public Involvement Report that documents the public involvement program and its goals and objectives, the list of interested and affected parties, efforts to involve the public, an assessment of the response of citizens to the educational component, how and at what level they have indicated they will support various transportation funding, comments received and responses, and all materials used in any public meeting.

Process over view

Interactive Education Process

- How transportation planning and funding works
- How land use planning and transportation impacts development and jobs
- Where funding for transportation comes from and how it is used
- Other funding options



Show possible transportation vision and associated funding, established through collaboration with various interested agencies.



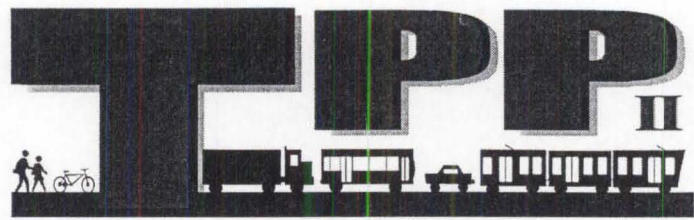
Interactive feedback from citizens on options.



A preferred option by citizens showing the scope of a transportation plan, how they would pay for it, and how much they would be willing to pay.



Citizen's choice
"Holy Grail of Transportation"



Transportation Priorities Project

Presented by Identity Clark County, Vancouver, Washington

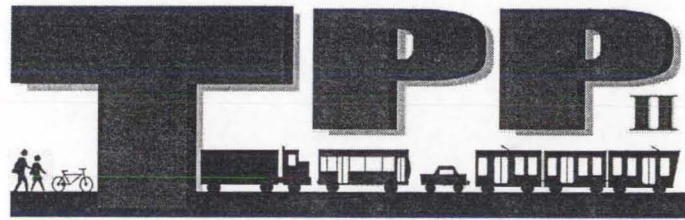
Objective: To equip citizens, through an interactive educational process, to be able to identify a mechanism to solve foreseeable transportation needs in Clark County.

What should be addressed:

- How transportation planning and funding works
- How transportation impacts land use planning, development, and jobs
- Where funding for transportation currently comes from and how it is used
- Other funding options that merit consideration and might be supported
- Current and proposed transportation projects
- What are the next steps
- Who needs to participate

Goal 1: Development of an interactive educational process to provide critical information to citizens so that they may make informed choices about the future direction of transportation in Clark County.

Goal 2: Develop a parallel process that facilitates a collaborative implementation program to finalize and support a transportation package that ensures our community remains healthy and vibrant.



Transportation Priorities Project

Presented by Identity Clark County, Vancouver, Washington

Process

Fall 2002	Summer 2003	Summer 2004
TPP Phase I	TPP Phase II	
<p>Series of community meetings to foster understanding and determine the public's transportation system development and funding preferences.</p>	<p>Public education and outreach process to determine public preferences for 3 transportation packages and a funding strategy. TPP will share findings with transportation agencies.</p>	<p>Transportation agency action on findings.</p>