

PUBLIC INVOLVEMENT / COMMUNICATION PLANNING

Prepared for
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Creative Problem Solving

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PROJECT UNDERSTANDING

Public involvement and community outreach require the ability to think strategically and work collaboratively to develop and implement the most appropriate process to encourage people to become actively involved and disseminate information. The TWC team assesses the client's project goals and targeted outcome, determines the obstacles, and acts to overcome them creatively. Typically, the TWC team develops a strategy in close coordination with the client to ensure implementation is clear, concise, and consistent between the consultant, the client, and the project team.

The TWC team understands that all projects have a targeted audience that has the potential for direct or indirect impact. The consultant team evaluates the project needs based on the community (targeted audience), the client goals, and budget constraints. In some cases, the appropriate public involvement program is limited to providing information to the potentially impacted community to ensure awareness of the proposed project, the project timeline, proposed implementation. Highly complex projects affecting a diverse constituency require more in-depth public involvement programs. For these situations, familiarity with the project, community, and stakeholders, in addition to broad-based public involvement experience, is paramount.

In all instances, regardless of the size of the project, it is imperative to identify and research the project stakeholders to ensure development of a clear, concise, consistent communication plan.

The TWC team proposes to use of a variety of public involvement tools to assist WSDOT in achieving their public involvement and communication goals. The TWC team will develop and implement a public involvement and communications program that is specific to the task order utilizing an appropriate combination of tools and techniques.

The following information is a detailed description of the services that were itemized specifically in the Request for Qualifications (RFQ) each followed by the consultant teams understanding of the required skill.

STRATEGIC PLANNING FOR COMMUNICATIONS

Effective public involvement and community outreach requires an ability to think strategically and work collaboratively to develop the most effective and cost efficient means of providing information and involvement opportunities to community members. Yet this strategy must be also be flexible enough to adapt when project information changes or challenges arise.

For each specific project, the TWC team will look at the client's targeted outcome and project goals and suggest a strategic program that is tailored to the project. A successful project requires development, application, and evaluation of the principles of public information, public education, public affairs, marketing and market research. Each is effective in different situations, depending on the desired outcome. A successful project requires application of these principles in the right combination at the right time. We will create a plan of action in close coordination with the client to ensure implementation is clear, concise, and consistent.

PUBLIC INFORMATION, PUBLIC EDUCATION, PUBLIC INVOLVEMENT

Information, education, and involvement are often used interchangeably. But when the public process is involved they are three distinct fields that provide important components to the overall process. Each is effective in different situations, depending on the desired outcome. A successful project requires application of these approaches in the right combination at the right time. To achieve this, a project strategy must be developed to determine the most effective method of informing, educating, and involving community members to gain community support and trust. Yet this strategy must be also be flexible enough to adapt when project information changes or challenges arise.



Public Education

Often a project, policy, or program requires a strategic and comprehensive information program that educates the targeted audience. Public education is an integral part of any effective public outreach program. In order for all participants to effectively participate in the process they must have equal access to all information. The terms public information and public education are often used interchangeably. Public education is the initial step in a sincere effort to involve the public, whereas, public information informs the public and rarely requires any active response on the audience's part. (i.e. A road closure due to downed power lines is public information. If a jurisdiction wants to underground all power lines they start the public process by educating the community on the whys, whens, hows, and how much as a precursor to an interactive public involvement process.) The consultant team has experience in preparing public information in, but not limited to, the following mediums newspaper advertisements, newsletters, and webpages for use on an existing agency website.

Public Information

The TWC team will employ multi-media public information campaigns based on project needs and scope. Smaller projects may only require printed information like a newsletter or flyer to inform the affected public. Other more complex projects will require the use of a combination of public information tools including, but not limited to, public meetings, newsletters, websites, press releases, public service announcements, stakeholder interviews, surveys, reports, presentations, and visual exhibits.

PUBLIC AFFAIRS

Reinforcement of public policy, through an effective public involvement program, is a key ingredient to the long-term success of public and private projects. Strategic policy development, implementation, and management can achieve desired outcomes. The TWC team works with the client to develop a strategy for leveraging the necessary policy assistance, whether it is at the local, state, or federal level. The consultant team understands that a "one size fits all" program does not exist. Therefore, we specialize in developing strategies that are tailor made to the project.

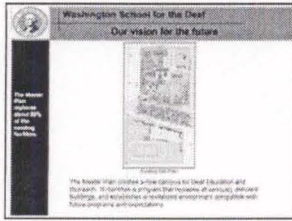
MARKETING

All projects require marketing — getting the information, goods, or services out to the target audience. The TWC team works with the client in developing sound and effective marketing strategies to meet client goals and objectives. The TWC team's public involvement expertise includes planning, design, and implementation of media advertising, web site communication, public workshops and hearings, committee facilitation, open houses, surveys, informational and educational print material, and exhibits. The TWC team expands their expertise in marketing through effective interpersonal skills with the client, media, neighborhood associations, groups and organizations, local officials, and other target audiences.

NEPA/SEPA REQUIREMENT EXPERTISE

The TWC team has prepared a wide variety of environmental documents under Washington's State Environmental Policy Act (SEPA) and the National Environmental Policy Act (NEPA) including EIS's for public and private clients primarily in the Pacific Northwest. The TWC team is particularly skilled at understanding the balance between environmental constraints and the demands of providing for growth and development.

A formula does not exist for how much public involvement to provide in the EIS process. Agencies often work closely with the public, informing them of issues and alternatives, requesting participation in workshops or meetings, and providing frequent updates. When deciding upon a public involvement program for an EIS the consultant team will work with the client to determine what the public involvement objective is, and develop a strategy that is tailored to the objective, whether the objective is to meet regulatory requirements, to satisfy the lead agency requirements or to obtain the public's assistance in decision making.



SEPA

The State Environmental Policy Act (SEPA) is intended to ensure that environmental values are considered during decision-making by state or local agencies. SEPA sets specific public notice requirements and encourages public participation in the development of an Environmental Impact Statement (EIS). For a project which an agency determines does not have significant environmental impacts, the regulations require, at a minimum that the agency post the property and publish notice in a newspaper of general circulation in the area where the project is located. If the agency determines that the environmental impacts of a proposed project are significant and Determination of Significance (DS) is issued, an EIS is prepared. The SEPA regulations require a more intensive public process during completion of an EIS. Specifically, agencies are required to involve the public during scoping, which determines the content of the EIS, and during the draft EIS review period. In addition, agencies are encouraged to think beyond the regulatory requirements to ensure broad public participation in the process.

Involving the public early in the SEPA process is the key to identifying community issues, establishing lines of communication, and facilitating trust. Taking the time to involve the public at the onset, and being responsive to the public's needs throughout the process results in more complete and accurate environmental review, as well as, avoiding later pitfalls and delays.

NEPA

The National Environmental Policy Act (NEPA) requires all federal agencies to consider environmental values in the planning of agency actions and activities that may have an impact upon the human environment, before the action is taken. NEPA also directs federal agencies to consider alternatives to the proposed action. Compliance with NEPA is also necessary if a state or local project has received any federal financial support. The information compiled during the NEPA process and any environmental considerations must be made available to the public as well as to other federal, state and local agencies. The public process that is required under NEPA is typically stipulated within an agency's adopted NEPA procedures.

For example, a state agency, typically requires that the local agency prepare a public involvement plan that outlines the procedures for presenting information to the public, obtaining comments and ensuring consideration of public opinion, while requiring that the program fall within the state agencies guidelines. This process can be implemented for a Categorical Exclusion, an Environmental Assessment (EA) and an EIS which is the most detailed level of NEPA review and focuses across the proposed action and the reasonable alternatives.

As with SEPA, effective public involvement in the process is essential in ensuring successful completion of the NEPA process.

COMMUNICATION TOOLS AND TECHNIQUES

The TWC team's diverse experience allows us to provide a variety of communication tools and techniques developed to meet client and community needs as well as target specific audiences. Our techniques are skills employed by our professional staff, from design and copy writing to facilitation. Our methods are defined by client goals and objectives and can include telephone and print surveys, publications, electronic messaging, web site, media relations, databases, consumer advertisements, workshops, public hearings, advisory committees — all effective tools used to generate as well as relay communication.



CONSUMER ADVERTISING

The TWC team understands the value of advertising. We have the expertise to offer client goods, services, and information to the public through the media as well as other effective outreach opportunities such as schools, public offices, libraries, and community centers. Our professional staff can plan, design, and write advertisements in various formats that call attention to the content in order to attract target audiences and meet client's needs. Whether to introduce a project or product or announce an open house, the TWC team can design, develop and implement advertising programs and campaigns utilizing multiple mediums such as print, radio, television, and the Internet.

MEDIA RELATIONS

The TWC team has extensive experience in developing and handling effective, inter-personal relations with media representatives in print radio, and television, both in small and large-scale projects, particularly complex, and often controversial transportation and planning projects. The TWC team possesses the knowledge and ability to communicate information through media interviews and inquiries while maintaining client credibility and integrity.

PRODUCT BRANDING AND POSITIONING

The TWC team recognizes the importance of identity, recognition and ownership when it comes to communicating goods, services and information to the public. We know that good product branding comes from understanding the product or service, understanding the needs of the client, and understanding the needs as well as the desires of the community. The TWC team has the experience to research, plan, develop and implement effective advertising, and educational and outreach programs that create visibility, that produce service/goods/name recognition, and can reach specific as well as broad-based target audiences.

ISSUES ANALYSIS

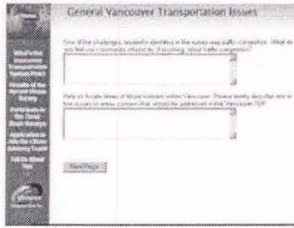
The TWC team is often called upon to work with jurisdictions to identify and analyze issues. This process is a key component in determining the public process strategy. Identifying and interviewing stakeholders, partnering meetings, and project coordination meetings are some of the tools utilized to analyze issues.

MANAGEMENT STRATEGIES

The TWC team's professional staff has depth as well as breadth. We have experience managing small to large scale projects, leading specific project tasks, and providing support to our clients. The TWC team has seasoned senior staff, proficient in management process development and implementation, as well as, the talent and ability to produce products to meet the clients needs.

INTERGOVERNMENTAL RELATIONS AND AGENCY COORDINATION

The TWC team provides policy analysis for public and private sector clients throughout the Pacific Northwest. Our ability to analyze regulatory policies and seek appropriate application is part of our problem solving approach. Our policy analysis most frequently occurs in the areas of growth management transportation programs, state, and local environmental and sensitive lands regulations, development regulations, and comprehensive planning applications. The TWC team is adept at coordinating with multiple agencies for a project, including bringing them together, providing insight and information so that they are all working from the same page, and bringing them to consensus.



MARKET RESEARCH AND ANALYSIS

The TWC team is experienced in conducting research in a variety of executive and consumer populations, from technology users to employee and community stakeholders. We have conducted literally thousands of studies both locally and nationally to explore markets, understand consumer and community perceptions, test concepts and products, measure behavior, evaluate satisfaction and investigate unmet needs.

DATA GATHERING

The TWC team will utilize surveys to obtain opinions from a cross-section of stakeholders. Custom research requires that a methodology is selected that most appropriately addresses the specific needs of the client depending on the type and amount of information sought and the timeline for obtaining and compiling the responses. There are many types of surveys that can be used, including phone, mail, intercept, electronic (Web & Email), focus groups, "Mini-groups", panel research, multi-phased surveys, and Quantitative/Qualitative research. When timeliness is not crucial, direct mail is generally the least expensive survey to administer to large groups, but a low return rate combined with non-response of some group members makes results less meaningful. Mail and/or phone follow-up to non-respondents will yield a more accurate picture.

Study methodologies based upon phone surveys are typically the best way to insure valid, unambiguous results from any survey – this allows the researcher to have a direct, controllable contact with each respondent. A statistically sound sample requires that each respondent understands each question fully, understand it in the same way, and that all respondents answer all relevant questions. In addition, direct contacts minimize non-response bias (that is, the possibility that those who choose not to answer a question are different from those who do) and permit probing and clarification of responses to particularly important questions. Further, we are able to screen to make sure that each respondent is appropriate to include in the study database.

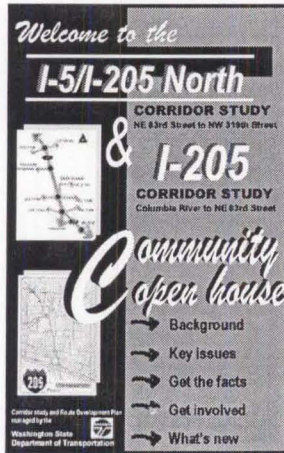
Focus groups may be used to zero in on a particular issue with a small group of key stakeholders. As a general rule, focus groups are an appropriate research vehicle when the goal of the investigation is to gain an understanding of the "why" behind a consumer attitude or behavior.

ANALYSIS

Most client needs can be met effectively and efficiently through basic analysis of computer cross-tabulations, in which sub-groups' answers to specific questions are compared statistically to find significant differences in their answers. However, custom research demands that analysis, like study methodology, be adapted to meet the client's need.

PRESENT INTERESTS & CONCERNS

Research and analysis are only valuable if they are used in the appropriate vehicle to communicate project goals and objectives. Information gathered and analyzed can be presented to a broad audience to promote project goals. The TWC team uses a variety of tools, presentations, written and visual products, and many combinations of these to present interests and concerns. The TWC team specializes in translating technical information to the general public, bridging the gap between project experts and the general public.



CREATIVE CONCEPTS, DESIGN AND CONTENT

To reach specific and multiple target audiences the TWC team can develop and produce a range of project materials designed to convey effective messages through text and graphic images. Utilizing a combination of diverse skills and experience in software application and design, including Adobe PageMaker, Dreamweaver, FLASH4, Corel Draw, GIS and AutoCAD, the TWC team can create a variety of print and visual communication concepts, and design and develop communication methods and devices, that effectively convey client/project identification and understanding.

COMPELLING MESSAGES DEVELOPMENT AND DESIGN

The TWC team works with the client to evaluate the project goals and carefully evaluates the client needs in developing a strategic plan that customizes communications to a specific target audience(s). Customization can include the development and production of a product or promotional message that fits into a variety of media and electronic formats such as print, radio, television, video, and web site. The TWC team works with the client to ensure that messages are compelling — attracting and capturing the target audience's attention. We can design message packages in expanded or abbreviated formats, including headlines, catch-phrase tag lines, bullet points, power point, and audio/visual public service announcements and educational tools.

TEXT AND IMAGES

The TWC team creates whole concepts, incorporating compelling messaging, as well as effective, reader-friendly, understandable text that provides information, relays technical data when required, and captures the attention of the target audience. The TWC team incorporates graphics, images (digital and standard), and color that enhance and illustrate the client/project needs and content to the community. Whether it is the intent of the client to inform or involve, or both, the TWC team works with the client to ensure that the right message is compiled with the right information, assisted by the right graphic is designed, produced and distributed to the appropriate audience. The TWC team has found that well-designed graphics are highly effective in enhancing public understanding of the complex economic, environmental, and mobility issues associated with major transportation investments.

GRAPHICS

Well-designed graphics are highly effective in advancing readers' comprehension of the complex economic, environmental, and mobility issues associated with major transportation investments. Liberal use of graphics in newsletters, open houses, and public meetings ensures that information is presented in a format that is as appealing as possible, thus drawing the attention of the audience. Computer imaging technology is used to accurately create photo realistic design simulation(s) that illustrate the project's design elements, potential visual impacts, and aesthetic enhancements to the surrounding project site. The resulting image(s) can be used in technical reports and as exhibits at public meetings.

PRODUCTION

The TWC team's diversified, professional staff has the ability to produce a wide variety of communication vehicles in-house depending on finished product specifications, quantity and cost. Utilizing various software applications, including Adobe PageMaker/PhotoShop/Illustrator, Corel Draw, GIS, Macromedia Dreamweaver and FLASH4, the TWC team can provide overall production services or bring the product to an outsource or camera ready state. These include one-color to four-color publications, documents, flyers, tent cards, banners, posters and exhibit material. For those products requiring outsourcing, the TWC team has developed strong working relationships with local media service, design, and print companies that allow us to obtain quality production at competitive pricing. Outsourcing relationships include service and production for any type of communication vehicle, from exhibits to billboards and in-between, is also available through long term working relationships.

DISTRIBUTION AND MEDIA

The TWC team has extensive experience in developing and implementing target specific media campaigns, including radio, print, and Internet, in the form of public service announcements, public notices, paid advertisements and one-on-one media relations for project specific news articles. The TWC team expands their expertise in the development, management, and implementation of multiple databases, including residential, business, public entities, local groups/organizations, media, and parties of interest. Incorporating GIS, title search, and other related database sources, the TWC team can create direct mailing, electronic mailing, and fax databases for the distribution of communication products to a specific or broad based target audience.

MEDIA RELATIONS

Depending upon client needs the TWC team can facilitate the media process based on project specific protocol developed in conjunction with the client. The TWC team has broad experience in developing and handling effective, inter-personal relations with media representatives in print, radio, and television for, both small and large-scale projects. The TWC team excels at developing campaigns for particularly complex and controversial transportation and planning projects. The TWC team possesses the knowledge and ability to communicate information through media interviews and inquiries while maintaining client credibility and integrity.

MEDIA PLANNING AND PURCHASE

The TWC team incorporates media planning with communications strategy, targeting audience profiles, and client needs in order to assess and develop the most efficient, yet cost effective, method of disseminating client information via print, radio, television, or Internet. The TWC team has varied experience in planning and developing both simple and comprehensive media packages, including paid and sponsored advertising.

DATABASE MANAGEMENT AND USE

Utilizing Microsoft Access, Excel, and Project software, the TWC team can prepare and manage mail lists, charts, schedules, demographics, budgets and other data. The TWC team has wide-ranging experience in the development and management of various database formats for the compiling, sorting, and identification of various statistics and lists to meet client/project needs.

TARGET SPECIFIC AUDIENCES

Identification of specific target audiences is an integral part of any public information campaign. The TWC team has identified targets and implemented effective campaigns for a wide range of transportation and planning projects. The TWC team works with the client to identify the target audience and develop and implement an appropriate outreach strategy to reach the selected audience.

MEDIA MANAGEMENT AND PROTOCOL

Clients may require support and assistance in media management for individual projects. The TWC team has provided media relations management for construction and transportation projects as well as unexpected critical situations such as accidents and acts of God. The TWC team can provide back up for WSDOT field personnel, background information for staff to prepare press releases and interviews, or any combination thereof. Due to the sensitive nature of funding and agency responsibilities, a media protocol plan is typically suggested to ensure project contacts and spokespersons are clearly identified.



PRODUCT DEVELOPMENT AND PRODUCTION

The TWC team's multi-disciplinary team can develop and produce a wide range of communication products that address and meet client and community needs. We employ professional skills, technical expertise, and software to design creative and effective products to meet every medium, from complex web site design and maintenance, utilizing Dreamweaver and FLASH4 (high-impact web sites with supplementary vector-based graphics), to two-color brochures and newsletters. The TWC team has the ability to create, design, and develop communication products in-house in an efficient and cost-effective manner.

The TWC team can employ multi-media public information campaigns based on project needs and scope. Smaller projects may only require printed information such as a newsletter or flyer to inform the affected public. More complex projects will require the use of a combination of public information tools including, but not limited to, public meetings, newsletters, websites, press releases, public service announcements, stakeholder interviews, surveys, reports, presentations, and visual exhibits. Frequently, organizations or situations require well-crafted written communications. The TWC team provides a unique and comprehensive package of individual communication services. Client, community, or organization issues and perspectives are communicated through policy and advocacy documents, task force reports, white papers, and targeted written communications. The TWC team works closely with our clients to insure thoroughly planned, researched, and analyzed documentation.

PRINT MATERIALS

The TWC team has extensive experience in the creation, development, and implementation of various print materials, including flyers, announcements, invitations, posters, questionnaires, brochures, technical documents, and multi-page newsletters. Utilizing our skills with a variety of software, including Adobe PageMaker, PhotoShop/Illustrator, Corel Draw, GIS, Microsoft Word, Excel, and PowerPoint, the TWC team's professional staff has the ability to convey simplistic and creative messaging, or translate technical or complex material into easy to understand print copy, to meet client and community needs.

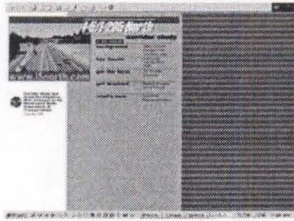
VIDEO

The TWC team is experienced in designing and producing video products that meet a wide range of client needs. The use of video is a proven method as a medium for communications of nearly every type, and certainly public information, public education, and public involvement are no exception. The combination of motion pictures, sound, music, graphics, and animation, and the control over all of these elements to tell a story, provides the communicator with a powerful set of tools. Video gives the audience an emotional, visual, and aural experience not available in most other mediums, and can occupy a "stand-alone" or "support" role to other presentation forms.

Video can be re-purposed and re-conveyed to other formats (DVD, Web, Print) or other programs (conversion of public relations video to public information program, training programs, etc.), making it an extremely versatile, cost-effective choice. It can be shown to individuals, small groups, or large gatherings in a live format. It can be broadcast or cablecast for extremely wide distribution, or used as a direct mail offering.

DIRECT MAIL

The TWC team is efficient in determining the most efficient and cost effective methods for direct mailing, including direct mail/bulk mail houses and in-house mail alternatives. The TWC team has broad experience in the creation, development, implementation and distribution of direct mail pieces, including flyers, announcements and notices, surveys, and newsletters. Our print and distribution requirements are designed to meet client as well as community needs, whether the outreach is to several hundred or several thousand. Utilizing GIS, local title companies, listing agencies, and client mailing lists, the TWC team can determine effective target reach areas that are project and /or product specific, including individuals, residences, businesses, organizations, or a combination of all the preceding.



TRANSIT

The TWC team's professional staff has the ability to develop and implement effective public information campaigns/programs designed to compliment existing transit systems, including, buses, light rail, and standard rail. The TWC team can work in coordination with the client, the client advertising agency and /or transit media agency to meet client and project specific needs while addressing and meeting community outreach and informational objectives.

OUTDOOR

The TWC team has experience in coordinating and developing project related/specific outdoor signage designed to communicate project awareness and recognition, solicit community buy-in, provide project interpretative drawings/maps, etc., and project contact information.

INTERNET

The TWC team utilizes all available technological mediums to create enhanced web sites that not only convey vital information to the public, but incorporate sound design. This is achieved through use of Macromedia's Dreamweaver 3.0 and Flash 4.0 software, which enable useful and interactive web sites. In this manner, the web site serves as a utilitarian implement, while also reflecting a mix of creativity, superb graphic design, and up-to-date knowledge of current technology that only the TWC team can provide.

DISPLAY

The TWC team has experience in the design, development and implementation of display materials, including maps, photographs, simulations, charts, graphs, workshop and committee criteria, directional and door signs, table tents, kiosks, etc. the TWC team incorporates a variety of display mediums, including foam core, posters, banners, hard signage, specialty display units, easels, and wall mounts all designed to meet the client's needs and effectively convey information.

RADIO

The TWC team has experience in developing and coordinating multi-media community awareness/informational programs, including local and regional radio campaigns that incorporate paid spots, public service announcements, on-air interviews and commentaries.



PUBLIC MEETINGS

In addition to the skills specifically requested by the RFQ, the TWC team is also very accomplished in the arena of public meeting creation, implementation and facilitation. The TWC team has diverse experience in meeting design and implementation. The following services are offered by the TWC team and have been provided to clients throughout the region.



PUBLIC MEETING DESIGN

Depending on specific project needs, there are various public meeting formats that can be utilized to help accomplish project goals. The format of the meeting is determined by the objectives of the public involvement strategy. Small group presentations are a sufficient way to disseminate information for some projects. Complex projects, however, may require public presentations, meetings that are interactive with the audience or workshops, large forums, or open houses where project information and project team members are available to provide information and answer questions.

FACILITATION

All meetings need facilitation to ensure client and public expectations are met, the meeting is efficient and productive, and all parties understand the next steps. The TWC team specializes in public process facilitation ensuring that resources are utilized wisely and are used to ensure the greatest impact. For projects with diverse constituencies, good public process facilitation is the most important tool in keeping projects on schedule while addressing issues and concerns. The TWC team's specialized facilitation services allow clients to access a wide array of group, organizational, and project management expertise. Services include planning, execution, and analysis of focus groups, issue based task forces, and special projects. Project goals are also advanced through experienced public/private liaison efforts.

OPEN HOUSES

Open houses provide an opportunity for interested citizens to learn about the project, provide feedback to the project team, and become part of a mailing list for future distribution of public outreach materials. Open houses allow the consulting team to present a large amount of detailed technical information to the public. Because the public is invited to open houses through press releases, project newsletters, and newspaper ads, open houses have the potential to attract a wide range of participants. Typically, open houses are held at milestones during a project and are located to provide the greatest accessibility to the community.

PUBLIC WORKSHOPS

The purpose of public workshops is to bring people together to clarify project goals and objectives, to identify roles and responsibilities, discuss the project timeline, identify potential conflicts early in the project planning process, and develop a process by which these conflicts can be resolved. Public workshops are usually held when alternatives are varied. Workshops are one tool that can help build consensus.

STAKEHOLDER IDENTIFICATION AND INTERVIEWING

STAKEHOLDER IDENTIFICATION

All projects have a variety of people who are impacted, directly or indirectly. The consultant team has vast experience in reviewing existing information, identifying key players or stakeholders in the project area, and encouraging those stakeholders to be involved in the project. By contacting, for example, jurisdictions, business associations, and neighborhood organizations, a list can be developed of interested parties who can then be contacted for further information, additional contacts, and input. Before initiating the public involvement program, a stakeholder outreach process is necessary to determine public and agency involvement objectives, identify stakeholders, and determine critical issues.

Identifying and meeting with key community and agency stakeholders early in the project will help frame the most appropriate approach to meeting the project goals and timelines, community needs and client budget.

The TWC team believes that the input stakeholders' add to the decision making process is most insightful when all participants share a common knowledge base. To this end, factual, clear, and engaging communications pieces form an essential element of our stakeholder identification, interview, and summary process.

STAKEHOLDER INTERVIEWS

Identifying and meeting with key community and agency stakeholders early in the project will help frame the most appropriate approach to meeting the project goals and timelines, community needs and client budget. The TWC team works with the client to develop project background information and questionnaires for the stakeholder interviews to solicit meaningful and insightful

THE CONSULTANT TEAM



THE JD WHITE COMPANY, INC.

The JD White Company, Inc. (TWC), consulting in land use planning, natural resources, and public involvement/facilitation services, has offices in Vancouver, Washington and Portland, Oregon. In providing professional services throughout the Pacific Northwest since 1976, TWC has developed a thorough understanding of policies, regulations, and growth management programs affecting our clients. Knowing that problem solving is one of the keys to a successful project, TWC looks to hire professionals who seek solutions.

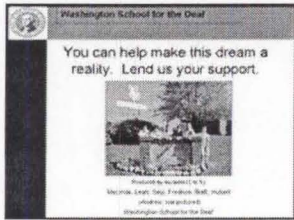
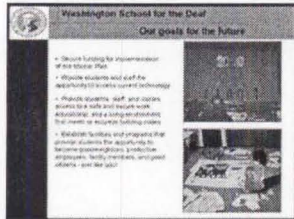
The firm's unique blend of professional disciplines provides a creative, integrated, and comprehensive approach to client's issues. The net result, we believe, is great value and appropriate and realistic solutions. TWC employs professionals who bring to each project their enthusiasm, responsiveness, and creativity. In addition, TWC has the technology and ability to use innovative tools such as Global Positioning Systems (GPS) and Geographical Information Systems (GIS) to achieve client goals.

In its 24-year history, TWC has had the opportunity to work on several transportation related projects throughout the Pacific Northwest. TWC is currently providing public involvement, land use planning, and natural resource services as part of a consultant team on the I-5/I-205 North Corridor Study for WSDOT in the Southwest Region. Additionally, TWC has worked on transportation related projects for the City of Vancouver, Battle Ground, Olympia, as well as, Clark County, Skamania County, and in the Tri-Cities.

REPRESENTATIVE PROJECTS

In providing professional services throughout the Pacific Northwest since 1976, the TWC team has developed a thorough understanding of issues and strategies surrounding the development and implementation of successful public involvement programs. Following is a list of recent projects that have similar public involvement components to those that are being solicited in this RFQ.

THE JD WHITE COMPANY, INC.



WASHINGTON SCHOOL FOR THE DEAF STUDENT PRESENTATION

TWC's public involvement team facilitated a unique approach to educate and inform community members, elected officials, and interested parties about the schools' master plan and to build a constituency of local and statewide officials to grant approval for funding. Working with deaf and hard of hearing volunteer students and staff interpreters, TWC coached and assisted students in the development of a student-driven power point presentation demonstrating the school's innovative implementation of technology. Under TWC's guidance and hands-on training, students created and produced a pictorial CD ROM (power point) presentation incorporating the school history, project involvement, master plan design elements, structural deficiencies and issues, all of which incorporated a personal message from the students for support funding. The students were able to showcase their final product at a master planning community open house. CD ROM and hard copies of the presentation were presented to Governor Locke and members of the state legislature.

TWC enabled the Washington School for the Deaf to achieve a milestone in student and public education through this cooperative project. This project was the school's first venture into introducing students to developing a project using state of the art technology. With TWC's guidance and assistance, the school achieved its first funding proposal product in an electronic assessable format.

The benefits of this project were many. Students were introduced to new technology and provided training. Students learned how to work through a creative and result-oriented process. Students were involved in helping to determine the future of their own environment. Washington School for the Deaf directorship received the benefits of student involvement and input. The school master planning project and funding strategy received another tool for promoting and educating public officials and the community as to their master plan and the critical needs required within that plan. This project set the stage for future educational projects involving students and staff.

Start Date: 4/2000 End Date: 5/2000

TWC was able to meet the project schedule, and deadline.

Project Costs: \$4,659.00

Creative Development: \$1,525.00

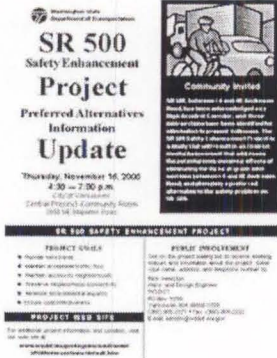
Planning: \$2,334.00

Production: \$700.00

Distribution: \$100.00

Client: SRG Partnership, Inc. 621 SW Morrison Street, Suite 200, Portland, OR 97205-3894

Contact: Paschal Johns, (503) 222-1917



SR 500 AT GRADE INTERSECTION REMOVAL

WSDOT is currently conducting an Environmental Assessment of design options to improve safety at three major intersections along SR 500 in Vancouver, Washington. Some options include overpasses, interchanges, or design improvements to existing intersections. As a subcontractor to Parsons Brinkerhoff, TWC designed and implemented a public involvement program to inform and update the community on the status of the SR 500 At-Grade Intersection Removal Project proposed for St. Johns Road, Falk Road, and Stapleton Road in the City of Vancouver. The public involvement program utilized stakeholder interviews, general mailings, meeting notices, newspaper advertisements, public meetings, a speakers' bureau, and a project website. Most of the tools used in this program are common; however, the use of a speakers' bureau is less common. A speakers' bureau allows for a trained group of individuals to present prepared information to different groups, e.g., neighborhood and civic associations, and to provide them clear, consistent information. TWC was responsible for preparing the speakers' presentations and handout materials, training speakers as necessary, and making presentations.

Start Date: 9/1999 Projected End Date: 5/2000

TWC was able to meet the project schedule, and deadline.

Project Costs: \$57,441.00

Creative Development: \$9,890.00

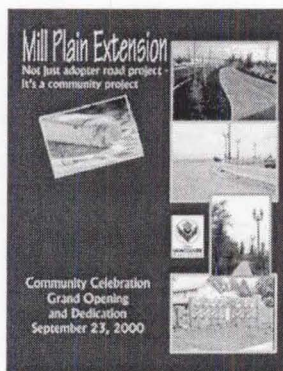
Planning: \$22,823.00

Production: \$13,148.00

Distribution: \$11,572.00

Client: Washington State Department of Transportation, PO Box 1709, Vancouver, WA 98668-1709

Contact: Mr. Bart Gernhart, WSDOT Project Manager, (360) 905-2012; Mr. Mike Traffalis, Parsons Brinkerhoff, Project Manager, (503) 274-7225



MILL PLAIN EXTENSION PROJECT

TWC's public involvement manager developed and implemented the public involvement program for the Mill Plain Extension Project which now serves as the model for public processes on capital facilities planning and design, as well as land use planning in the City of Vancouver. The Mill Plain Extension Project was the largest roadway project in the City's history. The project directly affected neighborhoods, the downtown commercial district, two of Vancouver's largest industries, and the Port of Vancouver, USA. The project design team was assisted by a Community Resource Team (CRT) that offered feedback, suggestions, and asked questions resulting in a well balanced, comprehensive project. The public was invited to participate at public meetings, at neighborhood meetings, and at business association presentations throughout design and construction of the project. The community was kept apprised of project schedule and milestones through project newsletters, a project website, project signage, direct mailings, and a broad-based media campaign.

Start Date: 9/1996 Projected End Date: 9/2000

TWC was able to meet the project schedule, and deadline.

Project Costs: Total Project Cost – \$34 million; Public Involvement Task \$250,000.00

Creative Development: \$31,525.00

Planning: \$64,374.00

Production: \$70,000.00

Distribution: \$85,000.00

Client: City of Vancouver Transportation Services, PO Box 1995, Vancouver, WA 98668-1995

Contact: Ms. Connie Kratovil, Transportation Services, (360) 735-8858 xtn. 8102

AVAILABILITY TO WORK STATEWIDE

The consultant teams offices are located in downtown Vancouver, Washington and downtown Portland, Oregon. The principal-in-charge is based in Vancouver, and all team staff are readily available out of the Vancouver office. The project will be managed in the TWC team's Vancouver office. Using staff from the Vancouver and Portland office locations means that the consultant team is within fifteen minutes of WSDOT's SW Region Offices. Additionally, the consultant team can accommodate project locations throughout the state through the use of Portland International Airport, which is located within 15 minutes of the TWC team's headquarters in Vancouver. The consultant team can accommodate statewide project locations with minimal notice, project team members are able to travel to any location in the state, and are available for day, evening, and weekend project responsibilities.