

Washington Transportation Plan

Phase 1 Policy Plan

presented to

Washington State Transportation Commission

presented by

Cambridge Systematics, Inc.

with

BERK & Associates, Inc.

Alta Planning + Design

Natalie Quick Consulting

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Agenda

- **Introductions**
- **Overview of CS Team**
- **Proposed Approach**
- **Key Themes**
- **Proposed Schedule**
- **Questions and Discussion**
- **Concluding Remarks**

Introduction of Key Staff

Cambridge Systematics, Inc.

Steve Pickrell, Project Manager
Mike Snavelly, Deputy Project Manager

BERK & Associates, Inc.

Allegra Calder

Natalie Quick Consulting

Natalie Quick

Alta Planning + Design

Steve Durrant

Qualifications and Strengths of the CS Team

- **National leaders in statewide long-range plans, modal plans, and performance-based planning**
- **Extensive experience in Washington State**
- **Previous outreach experience at all levels in Washington**
- **California-based project management, Seattle-based task leads for outreach, media, and modal specialization**
- **Continuity from 2030 combined with fresh perspective**

Plan 2030 Review

Foundational Themes

- **Need for revenue**
- **Focus on integrated, multimodal network**
- **Preservation & Maintenance as most critical needs**

Strategic Drivers

- **Transportation policy to support and reinforce other State objectives**
- **Relationship between Land Use & Transportation is key**
- **One size doesn't fit all; regions and populations differ**
- **Outreach & public education is critical**
- **Continue the evolution to performance-based programs**

Policy Goals

- **ECONOMIC VITALITY**
- **PRESERVATION**
- **SAFETY**
- **MOBILITY**
- **ENVIRONMENT**
- **STEWARDSHIP**

Plan Update: Challenges

- **Lack of funding for transportation programs**
- **Uncertainty regarding federal requirements/funding**
- **Competing for the attention of public and stakeholders**
- **Evolving travel behavior and policy across regions**
- **Coordination with WSDOT on plan elements and outreach**

Highlights of Proposed Approach

- **Existing conditions and needs assessment**
- **Vision and strategy refinement**
- **Public outreach and stakeholder engagement**
- **Communications and media campaign**

Existing Conditions and Needs Assessment

- **Phase 1 Existing Conditions largely an update of 2010**
- **Important developments to consider, for example**
 - » **Acceleration of interest in nonmotorized travel**
 - » **Rapid technological change in certain areas, e.g., energy, telecommunications**
- **Reassess factors most likely to influence transportation needs and investments for next 20 years**
 - » **Consult with regional partners, private sector customers**
 - » **Take advantage of national research in driving factors**

Vision and Strategy Refinement

- **Review of foundational themes from 2010 update**
 - » **“Structural” funding problem**
 - » **Integrated, connected multimodal system**
 - » **Preservation and maintenance “is the most critical need”**
- **Identify changes in leadership direction, public opinion and travel behavior, performance, and regulatory context**
- **Advisory Group as sounding board and ambassadors**
- **Combining “Vision” with “Needs” to determine Strategies and Actions is the crux of the plan update**

Public Outreach and Stakeholder Engagement

- **Define what WSTC/WSDOT want to get from the public, then develop refined outreach plan**
- **Leverage ongoing outreach activities of regional and local agencies to expand input while managing burden**
- **Draw on stakeholder forums to develop accurate sense of priority issues**
- **Voice of Washington Surveys & Statewide Listening Sessions will be used to assess public opinion**

Communications and Media Campaign

- **Important to get out ahead of public and political chatter and proactively establish the dialogue**
- **Leverage WSTC staff, Steering Committee and Advisory Group to spread message through variety of channels**
- **Early burst of activity to ensure our spokespeople are prepared to respond and establish the desired messages**

Key Themes of the WTP Update

- **Incorporate broad public input in cost-effective way**
- **Use the Voice of Washington and other ongoing outreach**
- **Maintain a policy-level focus**
- **Create effective strategies that acknowledge proper role of different levels of government**
- **Integrate and balance state and regional needs, plans**
- **Promote multimodal balance**
- **Address MAP-21 requirements**
- **Anticipate and prepare for technological and behavioral changes of next 20 years**

Incorporating Public Input

- **Define objectives of outreach more clearly**
 - » **What do we hope to learn from outreach?**
 - » **What are the key questions we want feedback on?**
- **Craft general policy direction or even specific strategies around feedback to targeted questions**
- **Develop overarching themes that reappear throughout process and refine strategies/actions**
- **Apply public opinion to the process of balancing state and local priorities to develop integrated plan**

Using the Voice of Washington

- **VOWS is key component of outreach effort**
 - » **Statistically valid sample, statewide coverage**
 - » **Cost-effective method to obtain quality information**
- **Scan past surveys for useful responses, e.g., past survey of “willingness to pay” and transportation priorities**
- **We will craft questions for next one or two VOWS cycles depending upon timing**

How to Keep Discussion at Policy Level?

- **Coach the Advisory Group, use them as trainers/reporters to keep stakeholder commentary on point**
- **Engage stakeholders at appropriate level as well**
- **Conduct existing conditions and needs analyses to collect all readily available data, take advantage of fully mobilized team for data collection and assessment**
- **Prepare data archives for ready application to Phase 2 plan**
- **Refer more detailed comments to appropriate agencies, and see that there is follow-through**

How to Define Role of Various Levels of Government, as Required by Statute

- **Push-pull relationship between State and local plans**
- **State should set out clear priorities for strategies and actions of *statewide significance***
- **Regional and local plans need to support progress on those policies and goals of state and national interest**
- **Consistency requires interactive, collaborative and iterative approach**
- **High-level consistency on goals of significance will become even more imperative under MAP-21**

Balance State and Regional Plans

- **Look to modal and regional plans for broad themes and priorities, rather than projects**
- **Understand regional priorities for investment at program or subregional level**
- **Poll WSDOT and MPO/RTPOs as to their top legislative priorities for coming sessions**
- **Use stakeholder forums to tap into opinion of those who have most at stake, broadest perspective**
- **Reconcile regional interests with strategic state priorities**

Promoting Multimodal Balance

- **Can take a corridor-based approach to policies as well as to the Federally compliant WTP**
- **Define policies that guide decisions within a corridor as well as between different corridors**
- **Review existing policies that favor roadway capacity solutions to most problems**
- **Ultimately, managing demand on the roadway system will be essential to achieving any real modal balance**

Addressing MAP-21 Performance Measurement

- **The goal areas are known, and we have a good idea of many of the likely measures**
- **Will work with WSDOT to ensure Policy Plan reflects WSDOT's response to U.S. DOT**
- **What may impact Phase 2 is delay of target setting, specific guidance on additional required plans**

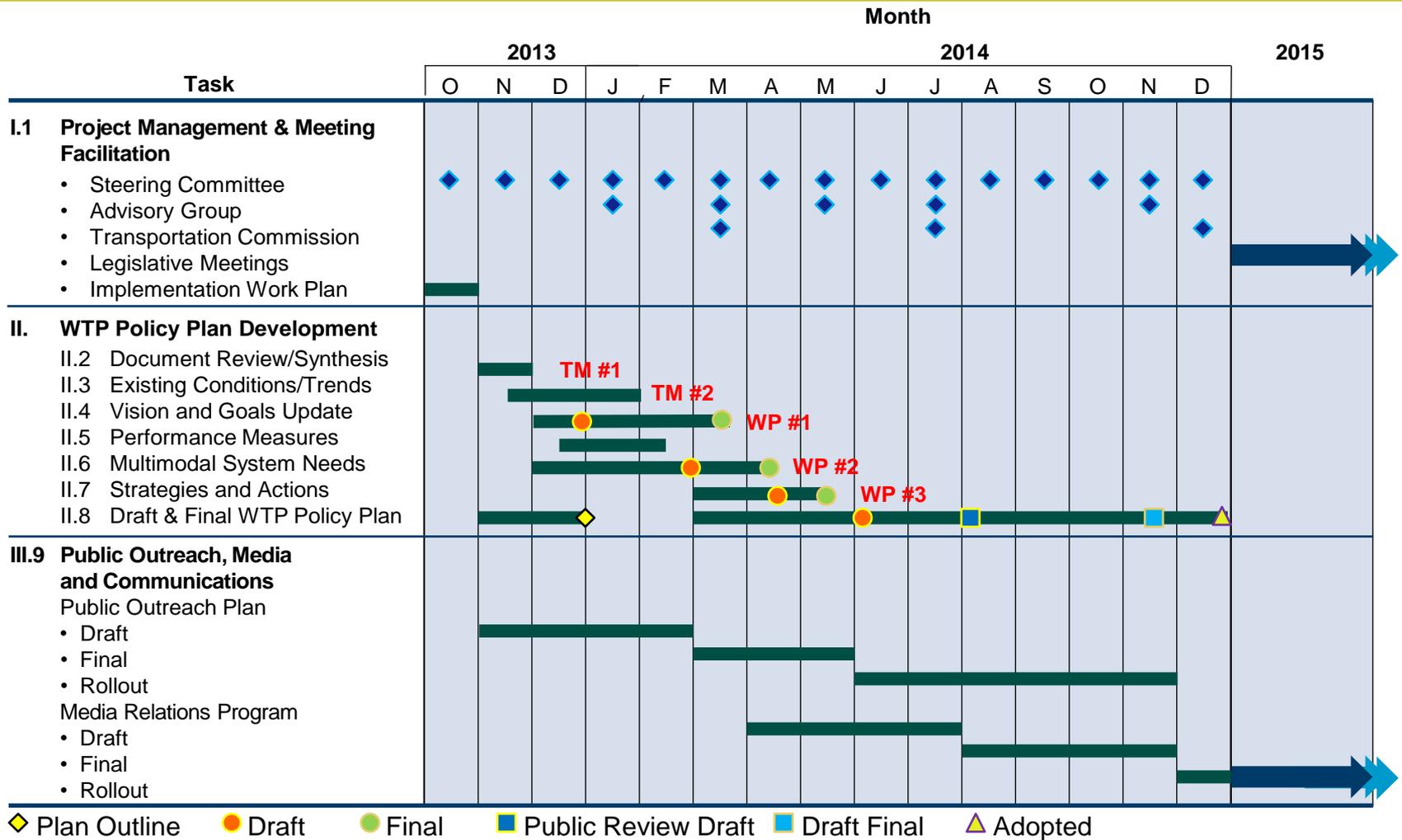
Preparing for Technological & Behavioral Changes of Next 20-25 Years

- **Utilize existing research rather than starting from scratch**
- **Consider state's role in accommodating and even accelerating change to our advantage**
- **Incorporate notable behavioral trends such as lower VMT per capita among younger generation**
- **Identify the potentially significant impacts and benefits of cutting-edge technology (e.g. “connected vehicles”) and communicate with public and stakeholders to develop proactive policies**

Key Phase 1 Deliverables

- **Tech Memo #1: Document Review & Synthesis**
- **Tech Memo #2: Existing Conditions & Trends**
- **White Paper #1: Vision and Goals Update**
- **White Paper #2: Needs Assessment**
- **White Paper #3: Actions & Strategies**
- **Outreach & Communications Plan**
- **WTP 2035 – Public Review Draft and Final**

Proposed Phase 1 Schedule



Questions & Discussion

