

Washington Transportation Plan Communication Effort -- April 2009

Deliverable/Description	Target Audience(s)	Delivery Method	Delivery Frequency
E-mailed Status Reports -Inform people of strategy and progress being made in monthly meetings	Commissioners Steering Committee	WTP Status Report e-mailed to audience.	Monthly
Regional Awareness Building Sessions - Inform people of the WTP at local meetings. Provide opportunities to receive feedback on topics of interest. Provide comment cards for immediate feedback.	Local meeting attendees	Agenda Item at Commission Meetings Agenda Item at Local Meetings Highlights provided in monthly meeting notes.	Monthly
Commission Website -Post interesting facts and figures on website with links to the blog and other WTP communication venues.	Global and local stakeholders interested in Washington State Transportation policy	Existing internet site	Update as new information is available
Blog - Utilize blog venue to test concepts with interested public and to encourage dialogue on hot topics of interest to steering committee.	Currently engaged stakeholders and new	New Blog site via existing internet site	Monthly topics
Policymaker Check-Ins - Touch base with Governor, legislators, and key local elected leaders on progress and outreach being done. Inform legislators when Commission will be in their areas for local meetings. Ask staff of potentially impacted committees how they would like to be involved.	All elected leaders at federal and state levels with interest and/or impact in transportation policy.	Commissioners and Steering committee members to provide face to face updates in addition to distribution of status reports.	Quarterly minimum
Engagement with stakeholders – Brief major stakeholders on the WTP and its relationship to transportation plans, projects, and services. Receive information and comment from these stakeholder groups.	Stakeholder groups listed in appendix document	Presentations to meetings of these groups (such as AWB Annual meeting), meetings of MPO/RTPOs, and check-ins with individuals working for and representing transportation providers and user.	Presentations as requested; quarterly MPO/RTPO meetings and on-going conversations.
High-level Exchange - When meeting with Advisory Group, get updates on their communication efforts and feedback they've received. Share communication ideas and solicit suggested venues for input.	Advisory Group members and their constituents.	Meetings to take place in Olympia and to be scheduled as soon as possible for the remainder of the planning process.	Frequent meetings at initial onset; adjust as needed.