

# Washington Transportation Plan Update

## *Phase 2 Workshop*

### Strong Economy and Good Jobs

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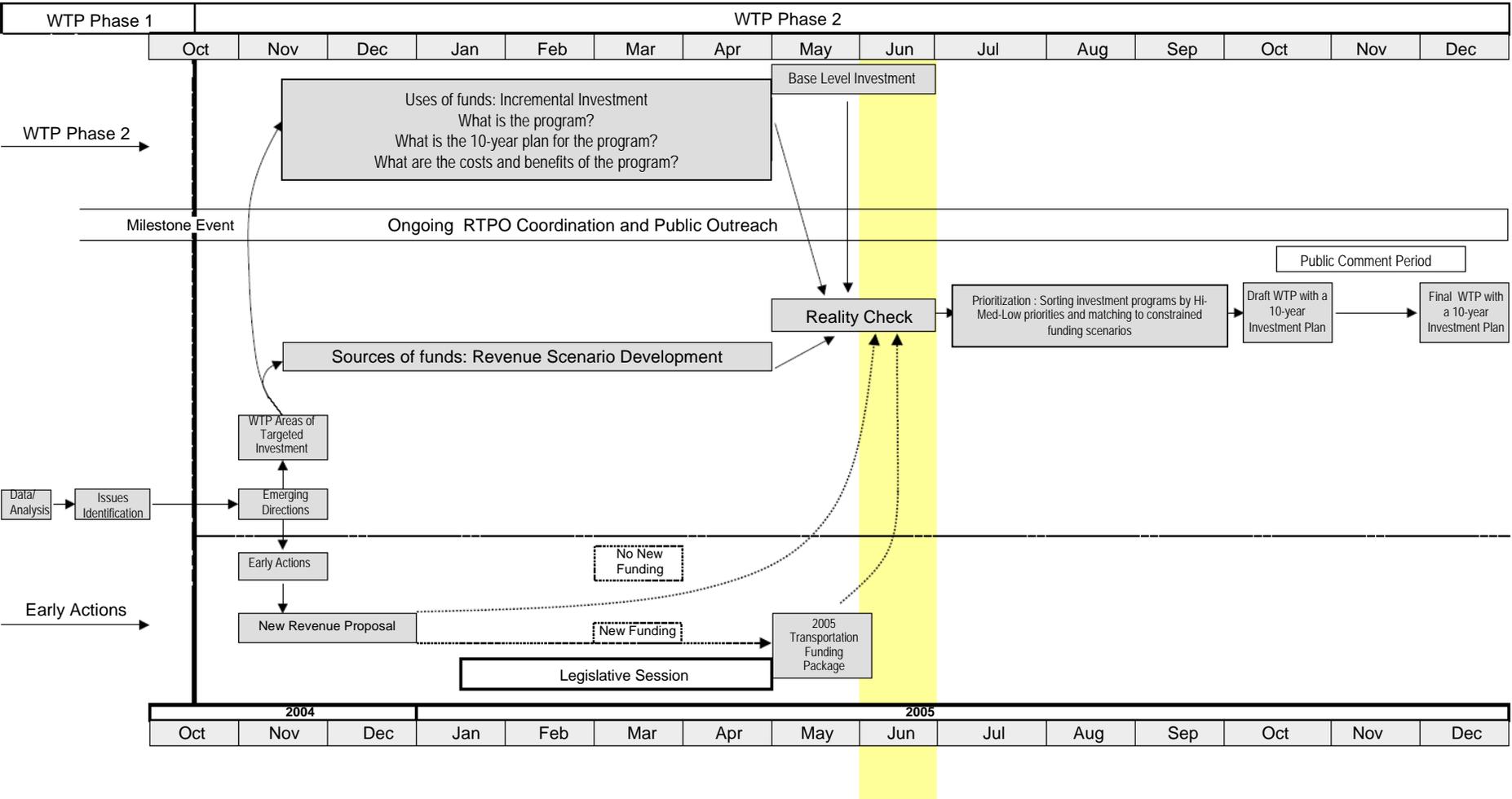
**Guest Speakers**

June 15, 2005

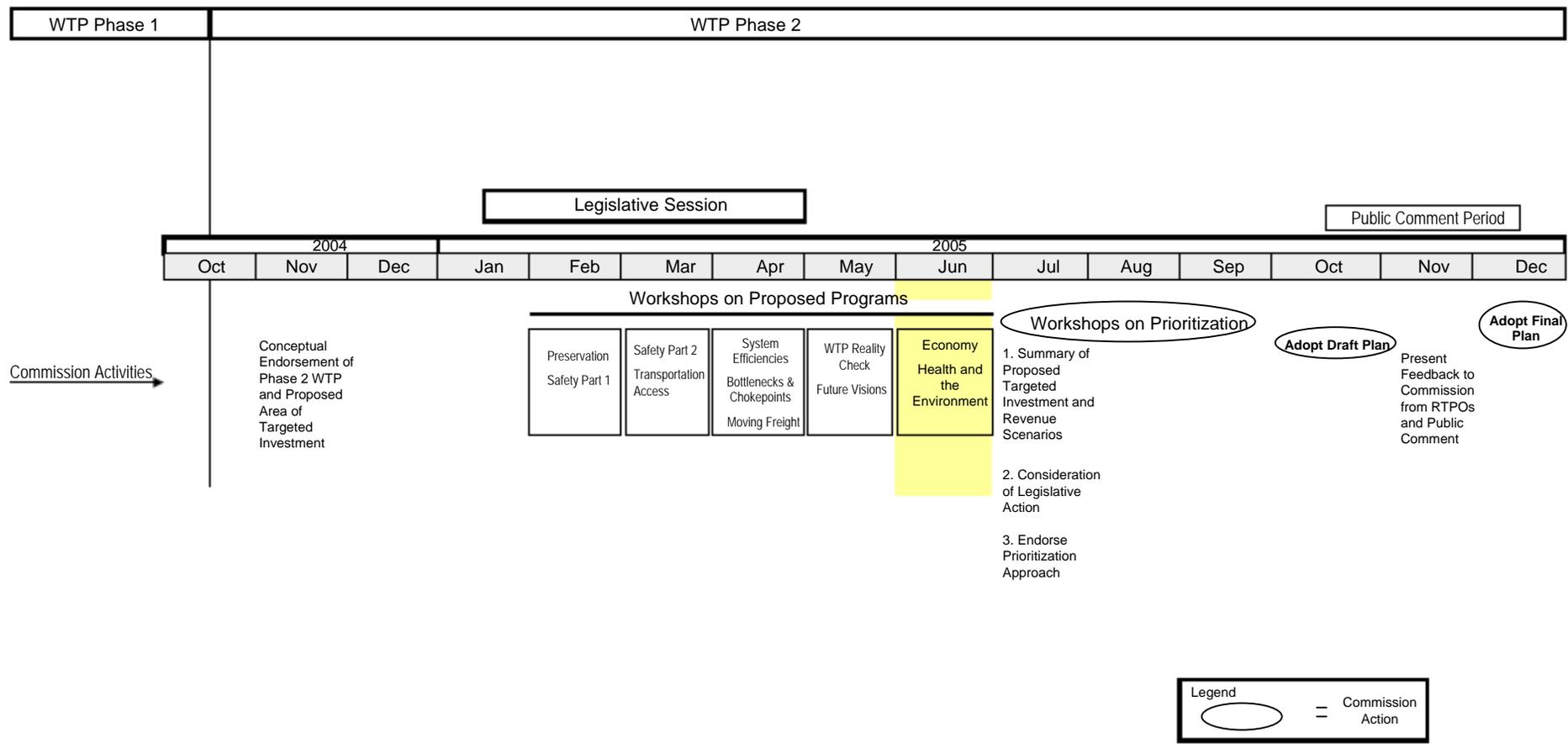


**Washington State  
Department of Transportation**

## WTP Phase 2 Work Plan



# WTP Phase 2 Work Plan



# Strong Economy and Good Jobs

What investments in new facility and system assets can help support the state's economic vitality and strengthen the job picture?



1. Dupont Interchange, I-5
2. Sunset Interchange, I-90
3. Okanogan Scenic Byway US 97

# Today's Focus

- Existing Guiding Principles for Transportation to Support Economic Development
- The Community Economic Revitalization Board (CERB) Perspective
- The Washington State Department of Community, Trade and Economic Development (CTED) Perspective
- Existing WSDOT Programs that Contribute to the Economy
- Proposed Policy
- Proposed Strategies
- Proposed Areas of Targeted Investment
- Regional Transportation Planning Organization Perspectives
  - Puget Sound Regional Council and the Prosperity Partnership
  - Palouse Regional Transportation Planning Organization & Palouse Economic Development Council

# Strong Economy and Good Jobs

## Guiding Principles (Statutory and Commission Policy) for Strong Economy and Good Jobs

Support U.S., state, and metro area economic vitality global competitiveness, productivity, and efficiency. **(23 CFR 135)**

Recreational travelers have convenient and inviting access to tourist destinations. **(23 CFR 135)**

Support the State's Economy. **(RCW 47.05.010 and RCW 47.05.030)**

Priority programming for improvement program to consider support for development in and revitalization of existing downtowns and planned growth. **(RCW 47.05.051 and RCW 47.06)**

Creation of the Washington Mainstreet Program in Washington State Department of Community, Trade and Economic Development. **(RCW 43 and 82 - 2005)**

Transportation investments should target, attract or accommodate planned population and employment growth. **(RCW 47.06)**

Global Competitiveness Council created to identify issues and propose initiatives, to ensure Washington's preeminent position within the global marketplace. **(Governor Gregoire June 2005)**

Creation of the Economic Development Strategic Reserve Account. **(RCW 67 and 43 - 2005)**

Investments in freight support Washington's strategic trade advantage. **(TC)**

Transportation supports general economic prosperity. **(TC)**

Support transportation investment that supports economic development as measured by economic activities that generate jobs and raise the per capita income of the state. **(TC)**

Establish Funding mechanism for rural economic support and an emergent business development program. **(TC)**

Provide increased assistance to WSDOT Regions for comprehensive plan review and collaboration with locals on economic development investment. **(TC)**

Support those aspects of the transportation system that enhance tourism. **(TC)**

# Community Economic Revitalization Board (CERB) Presentation

Guest Speaker: Judith Boekholder, Immediate Past CERB Chair  
Councilwoman, City of Toppenish

Refer to the 2004 CERB Legislative Report:  
*Investing in Washington's Economic Future*

## *CERB's Primary Goals:*

Encourage business and industry expansion and retention to provide stable employment.

Expand employment opportunities in economically distressed regions.

Strengthen the economies of areas with high unemployment by encouraging private capital investment and development.

Seek opportunities to leverage CERB funds with other **public monies**.

Encourage responsible local government investment in **public facility projects** by requiring local match.

# Washington State Department of Community, Trade and Economic Development (CTED)

Guest Speaker: Dick Larman, Managing Director  
Business and Project Development Unit

## The Business and Project Development Unit (BPD)

Consolidated in the summer of 2004, setting a framework for innovative marketing, site development and strategic service delivery.

This strategic move will positively impact business attraction, retention, and expansion projects and partnerships into the future.

This service is provided to local governmental jurisdictions and local economic development organizations.

BPD builds and maintains partnerships with other **state** and federal agencies to ensure reliable direction for local project development and appropriate technical and financial investments.

BPD is focused on aligning three basic goals: supporting business retention, expansion, and attraction activities through marketing, site development, and program management.

Alignment activities must be tied to other CTED units and divisions, as well as other crucial **state** and federal agencies, and local economic development partners.

[www.choosewashington.com](http://www.choosewashington.com)

# What is a “Cluster Strategy”?

- *Objective:* Improve regional competitiveness
- *Method:* Strengthen the industries that already have a competitive advantage

# Targeted Industries

- Aerospace
- Marine Services
- Tourism
- Forest Products
- Life Sciences
- Energy and Environment
- Technology
- Agriculture and Food Processing

# Past and Current Success

- Economic Development Successes with Transportation
- Commercial Districts
- Industrial Parks
- Rail Projects
- Heritage, Scenic Byways

# Future Success

- Flexibility, in time
- Readiness
- Freight
- Historic Districts
- Tourism

# Summary

- Questions?
- Thank you for the opportunity to expand our partnership.
- Dick Larman, Managing Director  
Business and Project Development  
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[www.choosewashington.com](http://www.choosewashington.com)  
360.725.4057

# Example of Existing WSDOT Programs that Support Washington's Economy

## Infrastructure

- Highways – general and freight mobility, safety, and FAST corridor
- Scenic Byways and Viewpoints
- General Aviation - airport assistance
- Washington State Ferries – general and freight mobility and tourism
- Rail – Freight and Amtrak Cascades
- Safety Rest Areas – safety and tourism promotion
- Bicycle Touring Routes
- Intelligent Transportation Systems
- Columbia River Dredging
- Transit Assistance – Job Access/Reverse Commute Program

## Information and Interpretation

- Traveler Information
- Traffic Cameras
- Commercial Vehicle Information Systems Network
- Highway Interpretive Panels
- Interactive Communications
- [www.wsdot.wa.gov](http://www.wsdot.wa.gov)
- Maps (Official Highway, Bike, and Byways)
- Folios and Publications

## Highway Signing for Businesses and Traveler Destinations

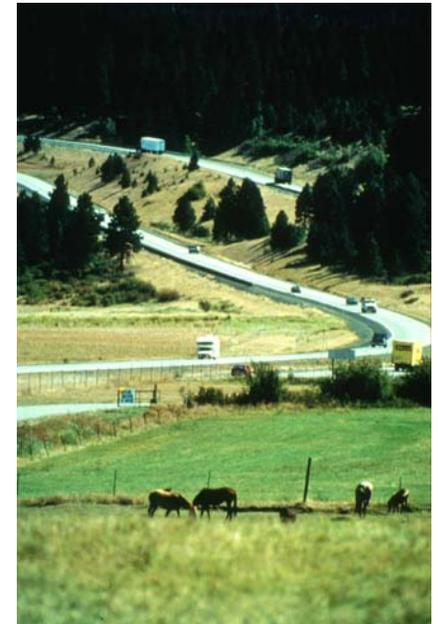
- Watchable Wildlife Signs
- Tourist Oriented Directional Signs
- Signing to Visitor Information Centers and Museums
- Byway Logo Signing



Byway Logo



Seattle Waterfront

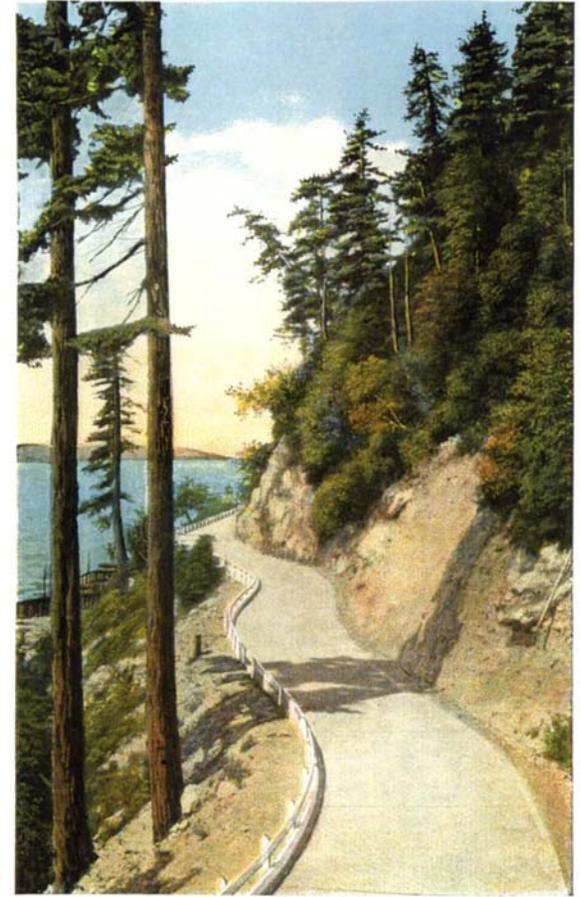


I-90 Mountains to Sound Greenway

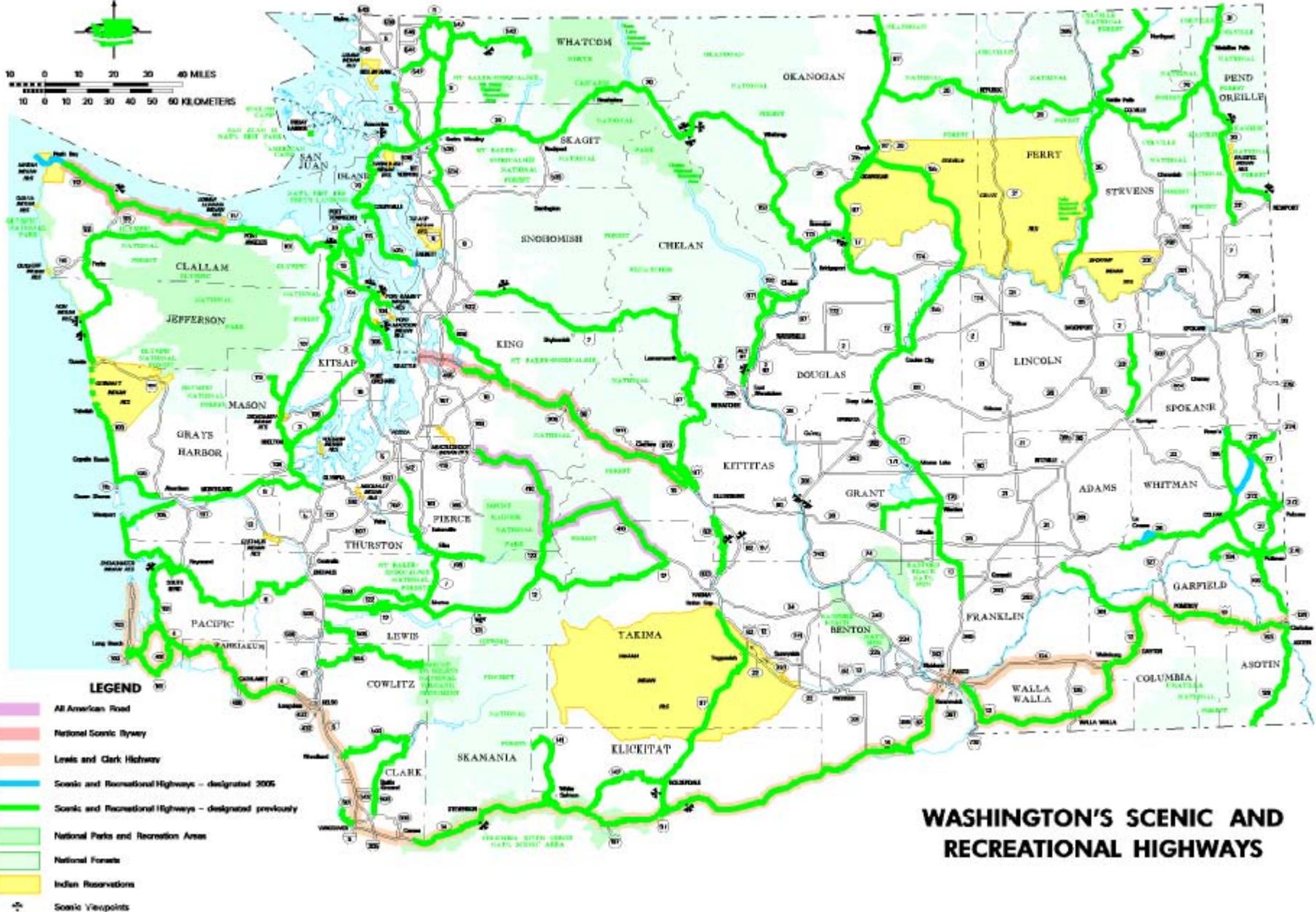
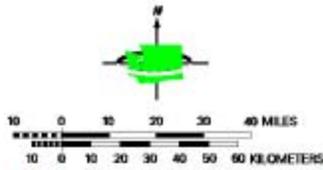
# Scenic Byways: Model Example

Provides technical and financial assistance to preserve and enhance routes designated for their scenic, cultural, historic, natural, recreational, and archaeological qualities.

- Washington's byway network includes 61 routes; 25 routes are "active" meaning they have implemented byway improvement projects.
- Designation and funding help communities implement traveler amenities along their scenic byways which in turn increases tourism.
- Since 1998, Scenic Byways have provided \$5.9 million for over 40 projects on 25 routes.
- Enhancement funds have added another \$10.3 million in support of byway projects.
- Current revision of the long term Scenic Byways Program will strengthen the economic support WSDOT delivers to byway communities.
- Refer to the Scenic Byways Map for a listing of Byway Organizations with Corridor Management Plans completed or under development.



CHUCKANUT DRIVE  
State Route 11



- LEGEND**
- All American Road
  - National Scenic Byway
  - Lewis and Clark Highway
  - Scenic and Recreational Highways - designated 2005
  - Scenic and Recreational Highways - designated previously
  - National Parks and Recreation Areas
  - National Forests
  - Indian Reservations
  - Scenic Viewpoints

## WASHINGTON'S SCENIC AND RECREATIONAL HIGHWAYS

# Examples of Partnership and Federal Funding Programs that Support Economic Development

- Federal Surface Transportation Program funds that are passed through to Planning Organizations and Local Governments
- Transportation Enhancement Program
- Rural Economic Vitality (REV) Program
- Scenic Byway Program
- Transportation Improvement Board's (TIB) Program includes criteria for economic development
- Community Economic Revitalization Board (CERB)
- Airport Aid Grant Program

# Strong Economy and Good Jobs

## Statewide Economic Development – Develop a policy to define the state's role in meeting the transportation needs of specific economic sectors and clusters

### What is the Problem?

As the Washington State economy changes over time, additional data on the needs of industry cluster and sectors is needed. There is not a comprehensive list of industry-specific transportation infrastructure needs available at this time. In order to maximize transportation's positive contribution to the state's economy and increase our global competitiveness, better data is needed to pinpoint how and where investments could be most effective.

### Description of Proposal

Continue to work with the Washington State Department of Community, Trade and Economic Development, local governments, tribes, and economic development councils to understand the needs of specific industries and determine the state's role in meeting these needs.

### Description of Benefits/Impacts of Implementing the Proposal

Currently in Washington there are 281 cities, 39 counties, 14 RTPOs, 29 federally recognized tribes, dozens of economic development councils, and several state agencies that focus on making a positive contribution to Washington's economy. With the recent creation of the Governor's Global Competitiveness Council, an opportunity for increased communication and data sharing exists. Having a better understanding of industry needs and the initiatives of other entities will assist in aligning common goals. Transportation entities at the local, regional, tribal, and state levels can then focus on discussing their "share" of the responsibility in meeting industry needs. This policy conversation will assist in determining how WSDOT's involvement at the local and regional level could increase economic vitality with existing programs and new concepts.

Type of Proposal	
<input checked="" type="checkbox"/>	Policy
<input type="checkbox"/>	Strategy
<input type="checkbox"/>	Capital
<input type="checkbox"/>	Operating

Expected Benefits	
<input type="checkbox"/>	Preservation
<input type="checkbox"/>	Safety
<input type="checkbox"/>	Transportation Access
<input checked="" type="checkbox"/>	System Efficiencies
<input type="checkbox"/>	Future Visions
<input checked="" type="checkbox"/>	Bottlenecks & Chokepoints
<input checked="" type="checkbox"/>	Moving Freight
<input checked="" type="checkbox"/>	Economy
<input checked="" type="checkbox"/>	Health & Environment

# Strong Economy and Good Jobs

## Regional Economic Development – Develop a Strategy that Supports Economic Development

### What is the Problem?

At WSDOT there are many programs and investment decisions that occur which have a secondary benefit to economic development. Generally WSDOT does not track investments for economic benefits, but when we do we do not track them uniformly. A strategy is needed to both track performance of investment planned for other primary purposes such as safety, freight, or system efficiencies as well as creating a strategy to target investment with a primary purpose of economic development at a regional scale. Different projects yield different investment outcomes. There is a need to understand the differences and evaluate the benefits/outcomes with appropriate criteria.

### Description of Proposal

There are two parts to this proposal:

- Determine a way to measure investment outcomes
- Identify examples of projects that contribute differently to regional economies.



Tiger Store Jct. SR20 and SR31

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### Description of Benefits/Impacts of Implementing the Proposal

By assessing the economic performance of investments made in transportation, we will have a better understanding and basis for making decisions about future investments. Improved coordination and availability of future capital funds can promote investments in job-producing private development and help expand the tax base for other necessary public services and facilities.

# US 395 Roundabout: City of Colville, Stevens County

**Colville** was awarded a WSDOT Project Excellence Award in 2001 for its successful strategic downtown revitalization public and private partnership. This project was initiated as a result of WSDOT repaving US 395 through its downtown. For Colville, this proved to be a very significant economic development and transportation enhancement project.

The project consisted of four phases of a community-based strategy to combine local economic development with regional transportation improvements. The project helps focus future economic and industrial development inside the downtown.

By using WSDOT paving dollars, the community was able to leverage \$13.1 million federal, state and local funds for this project.



US 395 in downtown Colville: Before



Colville US 395: After (*Actual*)



US 385 in downtown Colville: After (*Artist's Rendering*)

# I-5/88<sup>th</sup> Street Interchange: Marysville/Tulalip, Snohomish Co.

The goal of this project was to improve the level of service at two interchanges with direct access to the Tulalip Indian Reservation off I-5. Another goal was to enhance economic development for the reservation and create additional capacity and access for general traffic bound for the Marysville area.



I-5/88<sup>th</sup> Street before interchange 1993



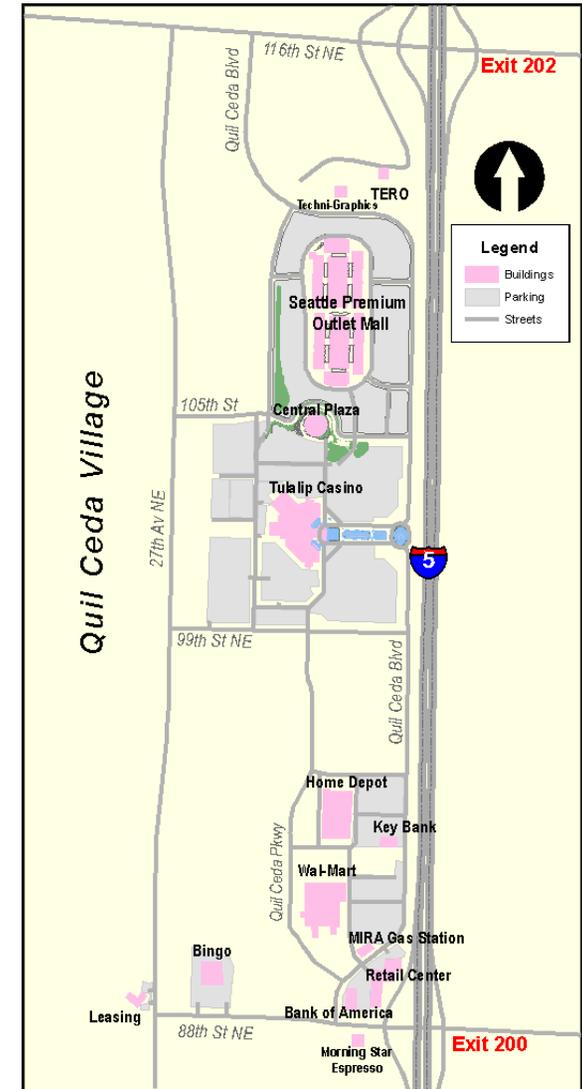
The Completed Interchange

Construction of the interchange at 88<sup>th</sup> Street was completed Jan. 9, 1998.

The partners include:

- The Tulalip Tribes
- WSDOT
- Snohomish County
- The City of Marysville
- Transportation Improvement Board
- Federal Highway Administration

The outcome of the project includes improved access to the Tulalip Reservation and the Quil Ceda Village, an 800-acre, multimillion dollar retail center and business park near I-5.



Map showing Quil Ceda Village

# SR 20 / Downtown Newport Mainstreet Project

In Newport a paving project helped to foster new civic pride. After a long economic decline, Newport is now seeing new investments into the community, after WSDOT repaved the town's main street (SR 20). The community, through extensive outreach and redevelopment efforts, was able to leverage \$3.7 million. This project also focused on creating a more walkable and attractive downtown streetscape to increase potential to capture tourism dollars.



SR 20 in downtown Newport

# Strong Economy and Good Jobs

## Events of Statewide Significance

### What is the Problem?

Events of statewide significance are few and far between and they create challenges for completing transportation improvements. The World's Fair, the Lewis and Clark Bicentennial Commemoration, and being a neighbor to the 2010 Winter Olympics in British Columbia are events of statewide significance. Prior to these events taking place there is a need for coordinated planning, partnership development, fundraising and collaboration among many local, tribal, state and federal entities and organizations.

Current WSDOT planning and programming processes cannot easily incorporate these into the long range plan or the biennial budget. Once the event's timeframe is known WSDOT must begin to work with other state agencies, the Governor's office, the Legislature and the event sponsors to adjust existing plans and, if necessary, pursue funding.

### Description of Proposal

Continue to look for opportunities for successful partnering and participation in events of statewide significance. Seek funding through grant programs and federal sources to deliver priority projects needed for these events. Document and share lessons learned and creative solutions.

WSDOT should continue to work with groups to understand the potential impact on existing facilities and services as well as regional needs for specific projects. WSDOT should also consider the benefits of corridor-wide planning to identify priority projects and secure funding for partnerships projects.

### Description of Benefits/Impacts of Implementing the Proposal

Transportation can be viewed as a positive factor or a detractor for visitors attending an event of statewide significance. Beginning the coordination process as far in advance as possible will make securing funding more likely. WSDOT is an engaged partner as these events come along. The state's economy benefits from transportation improvements and efficiencies.

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# Regional Transportation Planning Organization Perspectives

# Strong Economy and Good Jobs

Guest Speaker: Charlie Howard, Transportation Planning Director, Puget Sound Regional Council



## The Prosperity Partnership is:

- A four-county initiative, led by the Puget Sound Regional Council, that began in July of 2004.
- Working to understand the implications of the changing global competitive environment;
- Bringing together the forces of business, labor, government and community resources to adapt to these changes and set a regional economic agenda;
- Integrating growth management and transportation planning into the region's economic strategy;
- Ensuring coordination with existing local efforts and that short-term actions are consistent with the strategy;
- Mobilizing the entire region behind the strategy; and
- Taking action to implement the changes.

## The Prosperity Partnership is based on three simple assumptions:

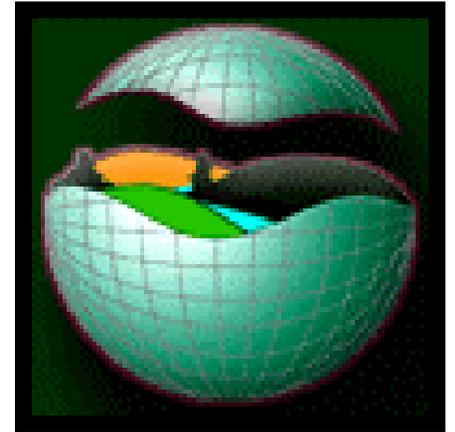
- The central Puget Sound metropolis is a single economic unit.
- The competitive environment has changed.
- Our region must respond as one to that change, and change the way we do business.

# Strong Economy and Good Jobs

Economic Development and Transportation

Guest Speaker: Ken Olson, CED,  
Executive Director, Palouse Economic  
Development Council and Palouse Regional  
Transportation Planning Organization

[www.palouse.org](http://www.palouse.org)



# Economic Development (ED)

- ED is not a one person show
- ED involves partnerships
- ED is not turned on and off
- ED is a continuous process
- ED is not a point of sale activity
- ED can take years to make the sale

# Economic Development (ED)

- ED is not a single event
- ED is the combination of successes
- ED is not a cookie cutter
- ED needs to be tailored to the community

# Economic Development (ED)

- ED takes place at the local level
- ED is impacted by state policies

# Economic Development (ED)

- International Economic Development Council definition
  - Objective - to create jobs
  - Process - influence growth
- Three major areas
  - Government policies with broad objectives
  - Services like building highways
  - Specific efforts to improve business climate

# Economic Development (ED)

- Main Goal
  - improving economic well being of a community
- No single strategy, policy or program for successful ED
- ED takes place at the local level and each community is different

# ED and Transportation

- What does this mean to transportation planning?
- Transportation Planning and Policies need to be sensitive to local needs.

# ED and Transportation

- ED involves clusters, tourism and more.
- Different areas pursuing different targets
  - Such as: basic industrial, back office, downtown revitalization, distribution

# ED and Transportation

- ED occurs at the local level
- Character and purpose of transportation infrastructure changes
- Policies - adaptable to meet local opportunities

# ED and Transportation

- 'One Washington'
- Growth and expansion throughout the state

# ED and Transportation

- Adaptability versus 'One Size Fits All'
- Measuring Success

# ED and Transportation

- Limited Resources
  - Local Staffs
  - State dollars

# ED and Transportation

- Commission Opportunity
  - Set the course for the future
  - Be the Keepers of the Torch
  - Insure the policy makers ‘stay the course’

# ED and Transportation

THANK YOU