Washington State Public Transportation Plan
Partner's Meeting March 12, 2015
PSRC Board Room
1011 Western Avenue, Suite 500, Seattle, WA 98104
10:00 am – 2:00 pm

Attendees

In-Person:

Stan Suchan
Roland Behee
Justin Bergener
Renee Biles
Michael Cardwell
Gil Cerise
Keith Cotton
Tom Hanson
Kathy Johnston
Brian Lagerberg
Brent Meldrum
Karl Otterstrom
Andrea Tull
Evan Olsen
Bruce Tabb
Elaine Wells
Carolyn Newsome
Celeste Gilman
Sarah Shannon
Rita Brogan
Rachel Lee

Call-in:

Dennis Bloom
Dezerae Hayes

Welcome/Safety Orientation/Introductions

- Meeting Summary 12/18/2014 Approval
  - No revisions received
  - Revisions, comments, and discussions are still welcome. Contact Sarah Shannon (sshannon@prrbiz.com)
- Meeting Objectives:
  - Review plan status
  - Check in on goals and action strategies
  - Discuss roles in the public engagement plan

Work to Date

- Defined the vision
- Developed planning principles
- Refined goals
- Researched issues and trends
- Held workshop on emerging technologies
- Held briefings with state agencies and the Tribal Transportation Planning Organization
- Established working groups for goals and objectives

- Developed and finalized the public engagement plan

Briefings:

- State Agency Briefing:
  - Met with State Agencies on February 18 in Olympia
  - Received good feedback, specifically around repetitive language and pointing out issues that should be addressed throughout all of the goals
  - Will follow up with them again with the first draft
- Tribal Transportation Planning Organization:
  - WSDOT representatives attended and presented at the quarterly meeting on February 11
  - Michael Cardwell, the Tribal Transportation Planning Organization chair member and representative for Quinault Indian nation, discussed the briefing and thought it was a great exchange of information

The Big Ideas

1. Recognizes thriving communities and positive customer experience for people of all ages, abilities and geographic locations are the why and wherefore of Washington's transportation system

2. Advances the State's interest and role as a public transportation partner and advocate for integrated system performance for <u>all</u> modes of transportation in Washington State

3. Establishes a new framework for multimodal system integration in planning, design, construction, operations, policy and funding, starting with corridor sketch methodologies

4. Supports innovation, including technological innovations through public private partnerships, to tap into currently underused capacity and otherwise improve the efficiency and resiliency in our public transportation systems

5. Provides direction that investments in the transportation system be based on multimodal performance-driven objectives

Discussion:

- Recognition that thriving communities and customer experience are really the center of the transportation conversation. The purpose is to advance the state's interest and role as a partner and advocate for riders
- The third big idea: looking for clarification on internal organization within the Department of Transportation (DOT). Does it seem to DOT staff that this is a direction that other divisions are wanting to go or are ready to go?
  - A: We are working on four pilot programs, which have been well supported. Regions are facilitating them and engaged completely. People see that this is something that could support integrated transportation solutions
- Q: Is this public transportation's plan or WSDOT's plan?
  - A: The goal is to gain stakeholder support and have it fully adopted by the WTP2. Concurrence from PTAC today will take it to the next level

- Second big idea: it doesn't say for all modes of transportation at WSDOT. It says WA State. It's a state idea that needs integration, not just in WSDOT but in all providers in transportation systems in the state. The word "integrated" is an important word - key to multimodal
    - Within the Indian Nation, there's an opportunity to increase signage and knowledge for public transportation. It is important to look at opportunities in the big metro counties for large employers to perform a project in which they can get their employees to and from work. This can be done within Indian Nations by partnering with tribes and asking how they are getting people to and from work
- Emerging technologies workshop: there are new tools available that can increase awareness of existing capacity
- Q: Everyone has their own plan. How do we implement these plans in such a way so that we are achieving performance throughout the entire transportation system?
    - A: Utilize public-private partnerships, making the system completely integrated
- Q: There are currently missing links, capacity issues, and underused capacity. How are we defining performance?
    - A: Key piece of the corridor sketch planning.
    - Inefficiencies are currently defined as delay, which doesn't say anything in regards to the various modes used (special needs, biking, walking, etc.). This is not an assessment of what we are trying to accomplish as a system, it is just addressing one segment and doesn't tie back to supporting communities
- Need clarification on the WSDOT process, as the term "corridor sketch methodology" can be interpreted as a siloed process. If we are talking about modes and networks:
    - We need to define "corridors" in a broad sense
    - Perhaps the term should be changed from "corridor sketch planning" to "community sketch planning" or "planning sketch methodologies"
    - Third big idea: shifting from a corridor focus to a community, market, travel shed, or market based approach
    - Need to clarify how we use the word "community." It's a connection of all those neighborhoods and used as the main backbone of the transportation system. It ties it to customers who use facilities

Schedule

- The draft will be provided in two parts
    - 1: Introduction and State of Public Transportation in Washington
        - These will be sent out for review on April 3 and will be the focus of the April 9 meeting
    - 2: Planning Framework and Goals and Objectives
        - These will be sent out on May 8 for review and will be discussed at the meeting in May
- Draft Plan Structure
    - Rita Brogan presented the plan structure, and asked PTAC if it was missing anything.
        - It was suggested that the document should include data and clarify how the process has been documented

Refined Working Goals

- Rita Brogan presented changes in the working goals
    - The word "transportation" has been added into Access (now Transportation Access), Adaptive Capacity (now Adaptive Transportation Capacity), and Stewardship (now Transportation System Stewardship) to clarify the intent of the goals
        - Proposed that thriving communities be moved to be the first goal and "equity" be added into this goal
        - All agreed
    - Reframed Adaptive Capacity to focus more on system, adaptability, and resilience
        - The system is designed and managed in a way that makes it work. This section considers how to convey that concept in terms of customer experience and managing a market

- Comments
    - With regard to the concept of multimodal, do we have a strong structure to address capacity?
        - There is an openness to saying we will address capacity in a variety of ways, including demand management and new service concepts such as Uber
    - Concern that the word "customer" isn't shining through enough in the Adaptive Transportation Capacity goal, as it might not be just an emerging market, it might also be an existing market
        - It could be that this is highlighted enough in the customer experience goal and there just needs to be a connection made between the two.
        - Do people see the elements and modes of capacity relevant to their travel needs? If not, we lose them as an audience
    - The customer experience goal is missing "understandable" and/or "relevant"
    - It was shared that there can be more focus on buses and billion dollar projects, without considering lower cost options like bikes. Bicyclists need to be part of the plan, especially as Seattle is integrating them into downtown via bike lanes now

Goal Discussion

Overview

- Objectives have been broken out into sub-categories:
    - Inventory/Research
    - Test and Analyze
    - Implement/Invest/Enact
    - Evaluate/Report Outcomes

Goals

Thriving Communities

- Comments regarding how to measure thriving communities
- Thriving Communities frames a larger context than some of the other goals; more of a meta-goal

    - It naturally gravitates toward the core goal of the plan, which is mobility and transportation access. All of the goals are required to achieve a thriving community
    - Thriving Communities is the WHY to the big ideas
- This goal integrates transportation into the community and the objectives should justify why investments in public transportation should be made → need to call this out more clearly in the narrative. The key objectives are focused on more than what the outcomes/measures are indicating
    - There is currently a group of people at WSDOT working on identifying current data available and where gaps exist. If there are ideas/ways to support this please contact Sarah Shannon (sshannon@prrbiz.com) so it can be incorporated

Transportation Access

- Is "access" referring to geography? Or "access" in terms of things like the internet?
    - Suggestion that "transportation access" is too limiting as improving access isn't just in regards to transportation, it is in regards to getting things
    - Transportation is a subcategory that provides access
    - Suggested that the title might be changed to "Access and Mobility"
        - Push back around the term "mobility" as it is a subcategory to achieve access
        - Proposed that transportation is removed then, and it is just called access
    - Proposed name options:
        - Access
        - Transportation Access
        - Access and Mobility
    - "Access" was agreed upon as the name of the goal
- Question about using "all" in the goal statement → can we really do all? Is there a hierarchy?
    - Funding is limited, and this goal may be too aspirational
    - It's not saying everyone gets a bus, but rather it's giving context-appropriate transportation solutions
    - It's a good big-picture goal. Local communities who have not previously been involved may get involved

Customer Experience

- Is the value added implied? It was suggested to improve satisfaction and add "value" to clarify this point
- Clarify the difference between just sharing information and training/professional development
- It was suggested to add the words "understandable" "safe' "seamless" "present" and "relevant" within this goal and subsequent objectives

Objectives:

- 3.1: Substitute the word "intervention" with "actions"
- 3.5: the word "deploy" means training. It needs to be there

Adaptive Transportation Capacity

- One of our strategies should be to make this concept explicit

- Demand
    - Demand modeling might be an important piece. Consider future demand and emerging markets, such as Uber
        - This point might fall under objective 4.6
- Language
    - Simplify the language: resiliency means not putting all your eggs in one basket
    - Resiliency includes preserving the express bus system in the event that growth happens faster than planned, in case it needs to supplement what other modes won't be able to cover
    - Flexibility and resilience mean different things
- Emergency Planning
    - Part of transit resiliency is emergency planning, crisis response
    - Think about peaks and how they are managed and addressed, whether they are planned or unplanned peaks. Test and analyze them, implement plans accordingly, so the peaks can be supported. Understanding the role of public transportation in supporting and addressing those peaks is crucial
    - Emergency planning is one of the most difficult parts of planning. More coordination is necessary, as the work being done here isn't being transferred. Restoring the system, prioritization, and communications all make it difficult
        - This should be addressed in a standalone objective. Follow-up with Brent Meldrum for additional feedback
- The outcomes seem very dependent on external partners
    - Emissions belongs under thriving communities and shouldn't be a specific measure as there are too many variables, but rather something to track as transportation should influence it
    - Add energy consumption or conservation

Objectives:

- Objective 4.6: look at where all the charging stations are. If there is a range of 30 miles, the public transportation system should expand beyond that limit
- Objective 4.4: this objective needs clarification. The idea came out of prioritized transportation services. It would be beneficial to test strategies for prioritizing public transportation, including HOV lanes

Transportation System Stewardship

- This section addresses maintenance, preservation, and funding
    - Maintenance and preservation could be addressed in the test and analyze section
    - Maintenance and preservation is one of the biggest threats to the system but hardest to address (e.g. the viaduct and replacing it in timely reasons)
        - If we have to start restricting transit use on structures because we aren't addressing maintenance issues, this is a problem
        - Transit agencies have facilities and maintenance for preservation that are struggling
        - Show cost benefits for maintenance

- There isn't a culture or process for preservation
  - How can we facilitate this through a plan like this?
  - Bridges and roads are dependent on transit agencies and vice versa
  - How do you prioritize operations and facilities when they are dependent on each other?
  - Who most needs the shift in behavior? Determine the audience and tailor messages
- What can we do to eliminate the political barriers to prioritizing maintenance?
  - Show the decline in customer service etc.
  - Look at WSDOT policy goals → stewardship in that context is about maintenance
    - What would be the next level of legislation to get these things to happen?
- Consider that the word "care" be used instead of maintenance (e.g. road care, bridge care, commute care, etc.)
  - People understand this word
  - Simple and speaks something to everyone

Action Strategies:

- 5.3: Some questioned why this strategy is here rather than under access
  - ACTION: move 5.3 to access

Public Engagement Plan

Overview

- The purpose of this section is to educate the public and engage constituencies
- WSDOT will be providing on-going opportunities for people to send in comments and engage on the plan

Comments

- Engaging with a broad audience:
  - Generally, it is challenging to talk to the users of this system. We have broad goals and strategies. It might be good to have a supplementary and complementary focus group in a controlled environment. This could enable a discussion around long-range concepts. People at open houses may be more focused on their own situation rather than on statewide policies
  - It will be important to articulate to the legislature how the plan will work so they can take appropriate action
  - Suggest we bring in all the transportation people, even bus drivers. This is where the rubber meets the road – bring it down to their level
  - Taking what we are working on here and making it tangible for everyone, will help to engage members of the public on an ongoing basis
- Roles:
  - The state, agency, and local roles all need to be identified. Specifically, we need to articulate the local role in this plan and present it when we go to the public

    - During the engagement process, it could be beneficial to invite some service providers in the area with the team. Give them the opportunity to introduce the plan to their constituents. People don't usually understand how it will affect them when they see a big broad plan. The local representative can point out tangible issues
    - Focus groups may not be necessary at this point. It is more important to identify roles and responsibilities
- Organization:
    - Put the third point before the second point. We want input for how we want to make it better and then we want their support after that
    - There should be an outreach and engagement process for the people that will actually be looking to implement the plan. This should occur before they can be part of the process in engaging with the rest of the groups
    - Before you take your show on the road, make sure everyone understands their roles. The community wants to know if this is going to help them – yes or no. Simple answer is yes. But make sure it's clear HOW it will help them. We have to make clear what services are available and provide those options
- Outreach opportunities in June and July, as the plan will be finalized in September:
    - Summertime
    - Public Transit Symposium Conference in August
        - Educate people who can talk to other people
        - It can start there and then go further
    - Local communities usually have community resource fairs
    - The Indian nation has its own transit sub-group. They have a quarterly meeting
    - Statewide conference held in Yakima to share information to senior citizens
- The purpose of public outreach:
    - Looking for feedback
        - Give the public the opportunity to come and give comments, but there is no expectation of any large shift
    - Inform the people that use public transportation of the plan
    - Outreach isn't about a dramatic change in direction, it's about pushing out the new way to do things and showing a new way to implement projects and communicate. Teach them about the new outreach process
- The big idea: multimodal integration
        - It was shared that Idaho DOT created vignette videos introducing a personable character and how she uses public transportation to get to work. It created a vision that transportation is multimodal and shows how it is personable
- PTAC Involvement and Speakers Kit
    - We can't be everywhere. So we need help from PTAC to identify opportunities and to see where people can get involved
        - Look at each level and make it clear what they are doing for each kind of community
    - PTAC members need training and need to understand the information fully before sharing it. They need a focused optimum outcome
    - Items to include:

        - Folios outlining the ideas and major points
        - Questionnaires
        - Community surveys
    - Focus on engaging with the public, empowering them, and assisting them in making a decision
    - Implementation of the plan begins now. The public involvement portion of the plan needs to start now. Adoption, coordination, and integration are the next steps

Roles and Responsibilities:

As we integrate public involvement and PTAC into the plan, we need to know your capacity for spreading the work

- Messaging
    - We will be developing some messaging and will send it to get feedback
    - Float overarching ideas toward us
    - We will provide a conceptual framework for this plan, how it fits with transit agencies, and transit development plans
    - PRR will create the key messages for PTAC to introduce to their agencies
- Involvement
    - Tell us when you can be at certain events in June, July, and August
    - Tell us how you communicate with the public and how we can get involved
    - Aim for buy-in from your local agencies ahead of time
- Process:
    - Next two meetings will go through half the plan
    - It would be helpful to have part of the next meeting used as a rehearsal. Teach PTAC how to start getting engaged and go over key messaging
- Marketing:
    - The future is already here. This is how you can be involved. Be part of it and create a marketing campaign, as we need something that engages individuals to come out
    - Nobody cares about 11.5 cents over the next 5 years on the fuel tax. But they do care about how to get their kids to school, how to continue on if they lose their job, or get to the baseball game if they live outside the city

Next Steps

- April: The draft plan will be sent out for review in early April
- Next meeting is April 9 at PRSC