

SR 520 Legislative Workgroup

Public Outreach and Engagement Plan – **DRAFT 7/29/09**

This plan outlines the public outreach and engagement plan for the SR 520 Legislative Workgroup. ESHB 2211, which established the Workgroup, requires that the Westside Subgroup “consult with neighborhood and community groups impacted by the potential design options.”

The public will have opportunities to provide comments directly to Workgroup and Subgroup members as well as through outreach efforts planned as part of the SR 520 Corridor Program’s ongoing public engagement activities. During WSDOT-sponsored public outreach, information about the Workgroup and a separate way to comment directly to the workgroup will be provided.

The Workgroup is tasked with recommending design options and a financing strategy for the SR 520 Bridge Replacement and HOV Program following consultation with impacted neighborhood groups. This plan recommends ways to engage a broad range of neighbors, corridor users, and community organizations.

Outreach and engagement goals

- Expanded public understanding of the purpose and activities of the SR 520 Legislative Workgroup.
- Workgroup understanding of public preferences for:
 - SR 520 design features, particularly the west side interchange.
 - SR 520 program financing options.
 - Workgroup draft recommendations.
- Communities have sufficient opportunities to provide input on the recommendations of the Workgroup.

Outreach and engagement tools

Successful public outreach and engagement utilizes a variety of tools. These will include the following:

- Utilize traditional media to publicize Workgroup, Subgroup and SR 520 project meetings and comment opportunities.
- Utilize online tools to disseminate information and receive comments. Specific online tools will include:
 - a Web page on the WSDOT Web site:
www.wsdot.wa.gov/partners/sr520legislativeworkgroup

- a dedicated SR 520 Legislative Workgroup e-mail address (SR520LegislativeWorkgroup@wsdot.wa.gov) to track and receive inquiries and feedback throughout the process.
 - periodic e-mail updates using the existing SR 520 program e-mail list.
- Integrate information about the workgroup with SR 520 Bridge Replacement and HOV Program to leverage planned outreach opportunities along the entire corridor, including:
 - Fairs and festivals.
 - Community briefings.
 - Staffed information tables at neighborhood gathering places.
 - Public meetings.

Outcomes

- Summary of public preferences on design attributes and features.
- Summary of public preferences on financing options.
- Summary of public feedback on the workgroup's draft report.

Key dates

- **May – October 2009**
SR 520 project briefings, drop-ins, fairs and festivals – information sharing outreach campaign about the three design options (using animations), the environmental process and how to comment.
- **July – December 2009**
SR 520 Legislative Workgroup meetings, West side subgroup meetings and working sessions with community members invited to give input.
- **Late October 2009**
Public open house featuring preview of environmental documents.
- **Late October – Early November 2009**
Online questionnaire to solicit comments on design and financing options.
Draft Workgroup recommendations report and online public comment period.
- **Late November – Early December**
Online comment form and outreach to SR 520 program e-mail list soliciting feedback on Workgroup's recommendations.
- **December 30, 2009**
Release and distribute supplemental draft environmental impact statement.

- **January 1, 2010**

Workgroup recommendations report submitted to Legislature and Governor.

Target audiences

Successful outreach and engagement will target feedback from a broad range of constituents. These include the following:

West side communities and jurisdictions adjacent to the SR 520 corridor

- City of Seattle – Council and Mayor
- Eastlake
- Laurelhurst
- Madison Park
- Montlake
- North Capitol Hill
- Ravenna/Bryant
- Roanoke Park/Portage Bay
- University District

Eastside communities and jurisdictions adjacent to the SR 520 corridor

- Bellevue
 - Bridle Trails
 - Crossroads neighborhood
 - Northwest Bellevue
- Clyde Hill
- Hunts Point
- Kirkland
 - Bridle Trails/South Rose Hill
 - Central Houghton
- Medina
- Yarrow Point

Interest organizations

- AAA
- Arboretum Foundation
- Cascade Bicycle Club
- Friends of Seattle's Olmstead Parks
- Seattle Boating Community
- Sierra Club
- Transportation Choices Coalition

SR 520 corridor users

- Commuters
- Transit riders
- PSRC Freight roundtable

Business groups

- Bellevue Chamber of Commerce.
- Greater Seattle Chamber of Commerce
- Redmond Chamber of Commerce
- Capitol Hill Chamber of Commerce
- University District Chamber of Commerce
- Washington Trucking Association
- Washington Roundtable
- Commute Trip Reduction – employers networking groups

Major employers

- Amazon
- Bellevue Square
- Boeing
- Microsoft
- Starbucks
- University Village
- University of Washington