

1.1 STRATEGIC PLANNING AND FACILITATION SUPPORT

OBJECTIVE: The CONSULTANT shall provide project management and ongoing coordination meetings as requested within all divisions of the Office of Urban Mobility and Access (UMA), including Toll Division, Regional Transit Coordination, Management of Mobility, and WSDOT Headquarters. CONSULTANT will also assist with ongoing planning and coordination with partner agencies as requested by offices within UMA or by the Assistant Secretary. UMA has multiple ongoing initiatives which require in-depth knowledge of and understanding of continuity of these efforts, potential impacts on each division, and appropriate resourcing. CONSULTANT will continue and expand upon work previously conducted during the formation of UMA to assist with ongoing planning and facilitation efforts at the request of the Assistant Secretary.

Approach:

CONSULTANT activities will include but not be limited to:

- Development of and implementation of facilitation or initiative plans, building from previous work and knowledge of ongoing UMA initiative and activities
- Assistance with UMA short- and long-term planning
- Plan, facilitate, and participate in internal and external meetings related to UMA activities or priorities as necessary, continuing ongoing work began during UMA transition
- Ongoing coordination with WSDOT HQ, divisions within UMA, other WSDOT offices, and WSTC as requested

Deliverables:

- Meeting plans and materials for any meetings facilitated
- Facilitation of planning meetings
- Meeting minutes for any meetings facilitated by CONSULTANT or meeting notes for any meeting attended.
- Monthly progress reports detailing CONSULTANT activities during previous billing period
- Weekly meetings with Assistant Secretary

1.2 STRATEGIC COMMUNICATIONS SUPPORT

OBJECTIVE: The CONSULTANT shall provide on-call communications support as requested within all divisions of the Office of Urban Mobility and Access (UMA), including Toll Division, Regional Transit Coordination, Management of Mobility, and WSDOT Headquarters. CONSULTANT will continue previous activities begun prior to UMA formation (under auspices

of Toll Division), providing oversight, strategic advice, and coordination of all communications activities within UMA. CONSULTANT will continue assistance with ongoing communications efforts with partner agencies (begun prior to UMA formation) as requested by offices within UMA or by the Assistant Secretary, ensuring coordination of efforts on regional transportation communication activities.

Approach:

CONSULTANT activities will include but not be limited to:

- Serve as single lead for strategic communications support to Assistant Secretary
- Development of, review of, and assistance with implementation of communication and outreach plans related to UMA initiatives
- Assistance with UMA short- and long-term communications planning
- Plan, facilitate, or attend internal and external meetings related to UMA activities or priorities as necessary
- Incorporate ongoing support of Toll Division communications staff into broader UMA communication needs, ensuring accurate and seamless coordination and transition of activities where necessary
- Ongoing coordination with WSDOT HQ, divisions within UMA, other WSDOT offices, and WSTC as requested

Deliverables:

- Communications and outreach strategies as requested, including media strategy
- Meeting minutes for any meetings facilitated by CONSULTANT or meeting notes for any meeting attended.
- Incorporation of UMA communication goals and priorities in regional transportation agency communication coordination meetings and/or communication materials

1.3 GOVERNMENT RELATIONS STRATEGY AND IMPLEMENTATION SUPPORT

OBJECTIVE: The CONSULTANT shall provide on-call local, state, or federal government relations support as requested within all divisions of the Office of Urban Mobility and Access (UMA), including Toll Division, Regional Transit Coordination, Management of Mobility, and WSDOT Headquarters. This work will include continuation of government relations efforts begun prior to formation of UMA and ensure consistent support to legislative staff, local and state elected officials, and other civic leaders involved in or important to UMA initiatives.

Approach:

CONSULTANT activities will include but not be limited to:

- Analysis of bills introduced by legislators during legislative sessions which have potential impact on all UMA divisions
- Continue ongoing coordination with partner agencies regarding regional transportation initiatives and priorities, leveraging and building upon previous efforts and relationships
- Attendance at internal and external meetings related to UMA activities or priorities as necessary
- Ongoing coordination with WSDOT HQ, divisions within UMA, other WSDOT offices, and WSTC as requested

Deliverables:

- Bill analysis for identified legislation
- Draft legislation if requested
- Draft government relations strategies to support UMA initiatives