The Washington State Department of Transportation (WSDOT) is committed to keeping the public informed about the SR 520 program every step of the way. Now in its fourth year of engaging citizens at fairs and festivals, we have picked up momentum and doubled the number of citizens reached at community events since 2007.
2008 outreach at a glance

WSDOT is committed to sharing up-to-date program information with the public. Since 2005, we have blazed a trail across the greater Puget Sound area meeting people and providing the latest SR 520 program information at popular community events. To date, the program has successfully reached 25,207 citizens at over 140 events.

<table>
<thead>
<tr>
<th>Year</th>
<th>Citizens reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>2,350</td>
</tr>
<tr>
<td>2006</td>
<td>4,000</td>
</tr>
<tr>
<td>2007</td>
<td>6,180</td>
</tr>
<tr>
<td>2008</td>
<td>12,200</td>
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</table>

In 2008, WSDOT broadened its regional outreach efforts to include communities adjacent to the program corridor. We attended 46 fairs and festivals and shared information with over 12,200 citizens. Outreach was primarily conducted between April and December.

Participating in regional fairs and festivals includes area community fairs, festivals, farmers markets, expos, shows and conferences. Popular events like the University District Street Fair, Dia de Muertos, Seattle to Portland Bicycle Classic Festival and Fremont Fair reached regional constituents, while smaller events, farmers markets and business fairs were valuable for reaching local community members and employees.

This report is a snapshot of our time on the road in 2008, and provides recommendations for continued success in 2009.
The public process is important to WSDOT and is an essential part of keeping a project moving forward. The more accurate and timely program information the public receives, the better informed their input is for a new SR 520 corridor.

We participated in regional fairs and festivals to:

- Educate and engage citizens.
- Gain visibility for the program.
- Provide timely and accurate program information.
- Go where people are already gathering.
- Provide a portal to WSDOT staff through personalized and face-to-face interactions, while providing on-the-spot answers to questions and collecting comments.
- Provide accessible and useful information, including tailored information based on location and public interest.
- Seek out and educate a diverse audience.

Unlike traditional open houses, WSDOT goes to where people are, meeting them at places they frequent and providing convenient and accessible information. Information outposts were set up at fairs and festivals between April and December. Members of the general public attending events had access to a variety of informational materials and discussions with WSDOT staff.

Available materials were presented in the following formats:

- **Display boards**: a visual program snapshot.
- **Folios and fact sheets**: subject-specific information.
- **Translated fact sheets**: select Spanish information.
- **Press releases**: the latest program changes and updates.
- **Draft design renderings**: a visual perspective on the corridor design concepts.
- **Promotional items**: takeaways with Web address.
- **Mailing list sign-up sheet**: for program e-mail updates.
SR 520 on the road
A look at where we've been

LOCATIONS:
1. Bellevue Spring Expo
2. Bellevue Commuter Fair
3. Bellevue Farmers Market
4. Broadway Farmers Market
5. Chinatown International District Festival
6. Chinese Culture and Arts Festival
7. Columbia City Farmers Market
8. Crossroads Mall Farmers Market
9. Fred Hutchinson Cancer Center and Seattle Cancer Care Alliance
10. Fremont Fair
11. Kirkland Farmers Market
12. Lake City Farmers Market
13. Lake Forest Park Farmers Market
14. Madison Valley Farmers Market
15. Magnolia Farmers Market
16. Medina Days
17. Microsoft Commuter Fair
18. Pemco Insurance Commuter Fair
19. Phinney Farmers Market
20. Pro-walk Pro-bike Conference
21. Seafair Marathon
22. Starbucks Transportation Fair
23. University District Farmers Market
24. University District Street Fair
25. Wallingford Farmers Market
26. West Seattle Farmers Market

* Not on map:
- Grays Harbor County Fair
- Grays Harbor Home and Garden Show
- Grays Harbor Loggers Play Day
- Grays Harbor On Track Art Festival
- Seattle to Portland Finish Line Festival

LEGEND:
- Farmers Market
- Regional Fair/Festival
- Business Fair
- Environmental Justice Fair/Festival
- Multiple Environmental Justice Fair/Festival Location

* Not on map: Grays Harbor, WA and Portland, OR outreach locations
## Schedule of events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Approx. Number of Visitors</th>
<th>Mailing List Sign-ups</th>
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<tbody>
<tr>
<td>4/26/08</td>
<td>University District Farmers Market</td>
<td>University Heights Center, Seattle</td>
<td>116</td>
<td>14</td>
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<tr>
<td>4/30/08</td>
<td>Columbia City Farmers Market</td>
<td>4801 Rainier Ave S, Seattle</td>
<td>208</td>
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<tr>
<td>5/15/08</td>
<td>Bellevue Spring Expo</td>
<td>City Hall, Bellevue</td>
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<td>5/16/08</td>
<td>Bellevue Bike to Work</td>
<td>Bellevue Galleria, Bellevue</td>
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<tr>
<td>5/17/08 - 5/18/08</td>
<td>University District Street Fair</td>
<td>University Heights Center, Seattle</td>
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<td>5/17/08 - 5/18/08</td>
<td>Home and Garden Show</td>
<td>Grays Harbor County Fairgrounds, Elma</td>
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<td>5/28/08</td>
<td>Wallingford Farmers Market</td>
<td>Wallingford Center, Seattle</td>
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<tr>
<td>5/31/08</td>
<td>Chinese Culture and Arts Festival</td>
<td>Seattle Center, Seattle</td>
<td>504</td>
<td>3</td>
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<tr>
<td>6/1/08</td>
<td>Broadway Farmers Market</td>
<td>Broadway Ave E and E Thomas St, Seattle</td>
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<td>Columbia City Farmers Market</td>
<td>4801 Rainier Ave S, Seattle</td>
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<td>6/10/08</td>
<td>Crossroads Mall Farmers Market</td>
<td>Crossroads Mall, Bellevue</td>
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<td>6/12/08</td>
<td>Lake City Farmers Market</td>
<td>Albert Davis Park, Seattle</td>
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<td>6/19/08</td>
<td>Bellevue Commuter Fair</td>
<td>Symetra Financial Services, Bellevue</td>
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<td>6/21/08 - 6/22/08</td>
<td>Fremont Fair</td>
<td>Downtown Fremont, Seattle</td>
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<tr>
<td>6/26/08</td>
<td>Bellevue Farmers Market</td>
<td>Bellevue First Presbyterian Church, Bellevue</td>
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<tr>
<td>6/29/08</td>
<td>SeaFair Marathon</td>
<td>Downtown, Bellevue</td>
<td>463</td>
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<tr>
<td>7/12/08 - 7/13/08</td>
<td>Chinatown and International District Festival</td>
<td>International District, Seattle</td>
<td>1,178</td>
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<tr>
<td>7/12/08 - 7/13/08</td>
<td>Seattle to Portland Finish Line Festival</td>
<td>Holladay Park, Portland, OR</td>
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<tr>
<td>7/12/08</td>
<td>Kirkland Farmers Market</td>
<td>Downtown, Kirkland</td>
<td>170</td>
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<tr>
<td>7/25/08</td>
<td>Phinney Farmers Market</td>
<td>Phinney Neighborhood Center, Seattle</td>
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<tr>
<td>7/27/08</td>
<td>Broadway Farmers Market</td>
<td>230 Broadway Ave E, Seattle</td>
<td>167</td>
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<tr>
<td>7/31/08</td>
<td>Bellevue Farmers Market</td>
<td>Bellevue First Presbyterian Church, Bellevue</td>
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<tr>
<td>8/2/08</td>
<td>University District Farmers Market</td>
<td>University Heights Center, Seattle</td>
<td>271</td>
<td>7</td>
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<tr>
<td>8/8/08</td>
<td>Madison Valley Farmers Market</td>
<td>1126 Martin Luther King Jr Way, Seattle</td>
<td>171</td>
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<tr>
<td>8/9/08</td>
<td>Medina Days Fair</td>
<td>Medina City Hall, Medina</td>
<td>100</td>
<td>3</td>
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<tr>
<td>8/10/08</td>
<td>Grays Harbor County Fair</td>
<td>Grays Harbor County Fairgrounds, Elma</td>
<td>170</td>
<td>6</td>
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<tr>
<td>8/10/08</td>
<td>West Seattle Farmers Market</td>
<td>California Ave SW and SW Alaska St, Seattle</td>
<td>58</td>
<td>4</td>
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<tr>
<td>8/13/08</td>
<td>Wallingford Farmers Market</td>
<td>Wallingford Center, Seattle</td>
<td>131</td>
<td>3</td>
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<tr>
<td>8/22/08</td>
<td>Phinney Farmers Market</td>
<td>Phinney Neighborhood Center, Seattle</td>
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<td>2</td>
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<tr>
<td>8/23/08 - 8/24/08</td>
<td>On Track Art Festival</td>
<td>8th St and Levee St, Hoquiam</td>
<td>170</td>
<td>6</td>
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<tr>
<td>8/24/08</td>
<td>Lake Forest Park Farmers Market</td>
<td>17171 Bothell Way NE, Seattle</td>
<td>211</td>
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<tr>
<td>8/26/08</td>
<td>Crossroads Mall Farmers Market</td>
<td>Crossroads Mall, Bellevue</td>
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<tr>
<td>8/28/08</td>
<td>Lake City Farmers Market</td>
<td>Albert Davis Park, Seattle</td>
<td>124</td>
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<tr>
<td>9/6/08</td>
<td>Magnolia Farmers Market</td>
<td>Magnolia Community Center, Seattle</td>
<td>90</td>
<td>0</td>
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<tr>
<td>9/6/08</td>
<td>Loggers Play Day</td>
<td>Olympic Stadium, Hoquiam</td>
<td>100</td>
<td>8</td>
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<tr>
<td>9/10/08</td>
<td>Kirkland Farmers Market</td>
<td>Downtown, Kirkland</td>
<td>200</td>
<td>6</td>
</tr>
<tr>
<td>9/13/08 - 9/14/08</td>
<td>Seattle Fiestas Patrias</td>
<td>Seattle Center, Seattle</td>
<td>300</td>
<td>6</td>
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<tr>
<td>9/18/08</td>
<td>Bellevue Farmers Market</td>
<td>First Presbyterian Church, Bellevue</td>
<td>230</td>
<td>1</td>
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<tr>
<td>9/25/08</td>
<td>Microsoft Transportation Fair</td>
<td>Microsoft campus, Redmond</td>
<td>150</td>
<td>0</td>
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<tr>
<td>9/28/08</td>
<td>Lake Forest Park Farmers Market</td>
<td>17171 Bothell Way NE, Seattle</td>
<td>70</td>
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<tr>
<td>10/15/08</td>
<td>Starbucks Transportation Fair</td>
<td>Starbucks Headquarter, Seattle</td>
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<tr>
<td>10/23/08</td>
<td>Microsoft Transportation Fair</td>
<td>Microsoft campus, Redmond</td>
<td>246</td>
<td>2</td>
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<tr>
<td>10/29/08</td>
<td>Fred Hutchinson Cancer Research Center</td>
<td>Fred Hutchinson Cancer Research Center, Seattle</td>
<td>180</td>
<td>2</td>
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<tr>
<td>11/1/08 - 11/2/08</td>
<td>Dia de Muertos, A Mexican Remembrance</td>
<td>Seattle Center, Seattle</td>
<td>436</td>
<td>10</td>
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<tr>
<td>11/20/08</td>
<td>Bellevue Transportation Fair</td>
<td>Symetra Financial Services, Bellevue</td>
<td>50</td>
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<td>12/10/08</td>
<td>Pemco Insurance Employee Transportation Fair</td>
<td>Pemco, Seattle</td>
<td>175</td>
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</tr>
</tbody>
</table>

**Totals:** 46 events  
12,269 visitors  
196 sign-ups
2008 was a busy year for the SR 520 Corridor Program. From Gov. Gregoire announcing an accelerated schedule, the release of the SR 520 Catastrophic Failure Plan and mediation process participants selecting three new west side interchange design options, we were out in force sharing information and able to respond to public inquiries.

The team was able to respond quickly to unfolding actions and events such as:

- Gov. Gregoire announcing an accelerated schedule for the SR 520 Corridor Program.
- The SR 520 project becoming a corridor program made up of four distinct projects, each with its own design and environmental process.
- Gov. Gregoire’s support for tolling-related legislation, which included the formation of a tolling implementation committee to work with the public to evaluate different approaches to tolling.
- Mediation process participants selecting three new west side interchange design options to further analyze.
- Releasing the SR 520 Catastrophic Failure Plan which highlighted short-term and long-term communications and traffic management strategies in the event of a catastrophe.
- Introducing the Eastside Transit and HOV Project that would complete and improve the HOV system from Evergreen Point Road to the SR 202 interchange.
- Announcing the updated cost estimates for the SR 520 Corridor Program.
- Conducting geotechnical drillings along the SR 520 corridor.
What we’ve heard

One reason WSDOT participates in area fairs and festivals is to gather feedback through our face-to-face interactions with the public. Our knowledgeable staff can provide on-the-spot answers or collect comments that are forwarded to technical staff for response.

The following is a collection of the most frequently asked questions and comments we received in 2008:

General

- Is this project really going to happen?
- Why is WSDOT replacing the bridge?
- What is the latest update?

Construction

- What is the construction schedule?
- Where will the new bridge be built?
- Will the bridge be closed during construction?
- Build a new bridge soon.

Corridor design

- The new bridge needs more general purpose lanes.
- What form of high capacity transit will be on the new SR 520?
- Put light rail on the new SR 520.
- Will the new bridge be a floating bridge?

Funding

- Is the program fully funded?
- How will the bridge be funded?

Tolling

- Will the bridge be tolled? If so, when?
- Will there be toll booths?
- How much will tolls be?
- Will I-90 be tolled?
- If the bridge is tolled, what will happen to traffic around the corridor?
- Stop tolling when the new bridge is paid for.
Environmental

- What will happen to the Arboretum and Foster Island?
- When will the supplemental draft environmental impact statement be released?
- What are the environmental concerns?

Pontoon construction

- What are pontoons?
- Has WSDOT decided on a construction site?
- How will pontoons be transported?
- How many jobs will the project create for Grays Harbor County?
- This will be great for Grays Harbor County.

Bicycle and pedestrian path

- Will there be a bicycle and pedestrian path?
- I am glad to see that WSDOT is incorporating a bicycle and pedestrian path on the new SR 520.
- How will pedestrians and bicyclists be protected from debris from vehicles?
- Will the new path connect with trails?

West side design decision

- What is the plan for the west side of the corridor?
- When will a decision be made about which interchange option is selected?
Looking ahead and improving outreach in 2009

In 2008 the number of people visiting our booth nearly doubled from last year. More citizens are asking questions about the program and commenting on decisions ahead. Public involvement continues to be valuable and as a public agency, we are always looking for ways to improve.

There are two key areas of focus for the SR 520 program:

**Improve customized outreach**

Earlier this year, we became a program made up of four distinct projects each having its own environmental process. The program is moving towards construction on the Eastside, a west side design decision and moving forward with pontoon construction. Therefore, in addition to sharing general programmatic information, tailored public information based on project and location will become more important. The outreach team can customize materials based on location using more specific tabletop display boards, folios and fact sheets. Identifying the best staffing for project-specific information will be key to ensuring that WSDOT can answer more detailed questions.

**Enhance environmental justice outreach**

In compliance with the principles of environmental justice, the program has made strides to conduct outreach to underrepresented, low-income, and/or minority communities. We will add multi-cultural events to our 2009 schedule, translate additional materials, customize promotional items, and continue to provide a translator for major environmental justice events.

WSDOT looks forward to a new year of outreach about the SR 520 corridor with the residents of the Puget Sound region. As we work to publish major environmental documents and make important decisions, our fairs and festivals outreach will continue to be a useful tool for sharing information and gathering feedback.