



January 31, 2007

To: Citizen Advisory Committee

From: Kathi Wiederhold

Subject: Item 5: Public Outreach Strategy for Regional Transportation Plan Update

Action Recommended: Review Draft Public Outreach Strategy for the Update.

Issue Summary

The purpose of the agenda item is to review a draft public outreach strategy for the Update of the Regional Transportation Plan which staff compiled based on comments made by the committee at previous meetings.

Overall guidance for the outreach:

- The limited nature of the update does not warrant extensive public outreach
- Use the outreach to build community contacts and interest for the future
- Design the outreach to educate and inform—a first step that will lead to more involved work in future years on the Regional Transportation Plan
- Develop an enhanced website to use as the primary public outreach tool for the Update

Brainstormed the following messages for the outreach:

- Transportation planning has a big effect on your life
- Here's what the Regional Transportation Plan does and what the update includes
- We're inviting you to learn more about this process
- It's how we get there that matters
- We're building anticipation for the future
- We appreciate your input—it can make a difference

Attachment 1, Public Outreach Strategy, summarizes the outreach for the Update.

Background

This Update will not re-examine the plan's policy set, performance measures or other elements. The goals of the Update are limited to the following:

- Extend the plan horizon beyond 2025, preferably to 2031, to maintain a minimum 20-year planning horizon – this mainly involves the following activities to account for the shift from a 2004-2025 plan horizon to a 2006-2031 plan horizon:
 - Adjust population, employment, land use and transportation assumptions and forecasts
 - Adjust the project lists
 - Update project costs as appropriate from a 2004 basis to a 2007 basis
- Reflect the requirements of SAFETEA-LU, the federal transportation act

Attachments

Attachment 1 – RTP Public Outreach Strategy (a form)