

# IMPLEMENTING THE ASPIRATIONAL INITIATIVES

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TPB Citizens Advisory Committee  
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Thank you!!!

# Discussion Agenda

1. Quick Overview of Visualize 2045 Aspirational Initiatives
2. Brief review of CAC Mission
3. Review of the Questionnaire Results and Discussion
4. Next steps (1 minute)



# Aspirational Initiatives

## Why now?

The previous long-range transportation plan was not anticipated to provide satisfactory future performance nor move us close enough to our regional goals.



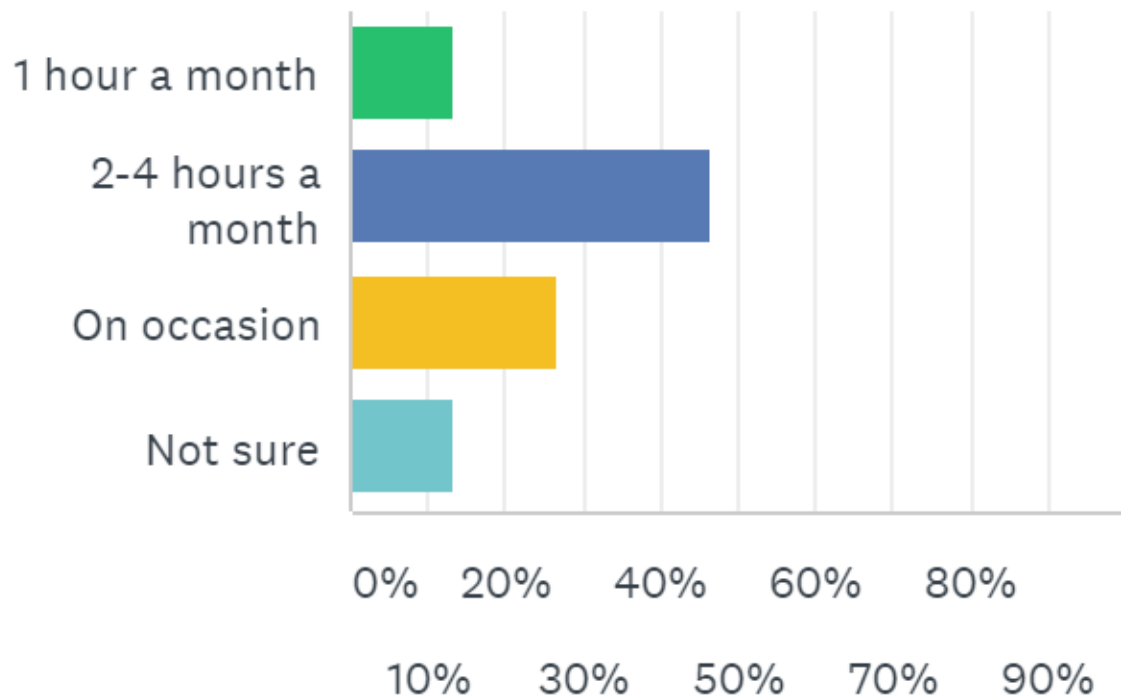
An aerial photograph of a city, likely Seattle, showing a large river (the Duwamish River) winding through the urban landscape. The city is densely packed with buildings, roads, and green spaces. The sky is blue with scattered white clouds. A semi-transparent blue box is overlaid on the upper portion of the image, containing white text.

The mission of the CAC is:

- 1.) *to promote public involvement* in transportation planning for the region, and
- 2.) *to provide independent, region-oriented citizen advice to the TPB* on transportation plans and issues.

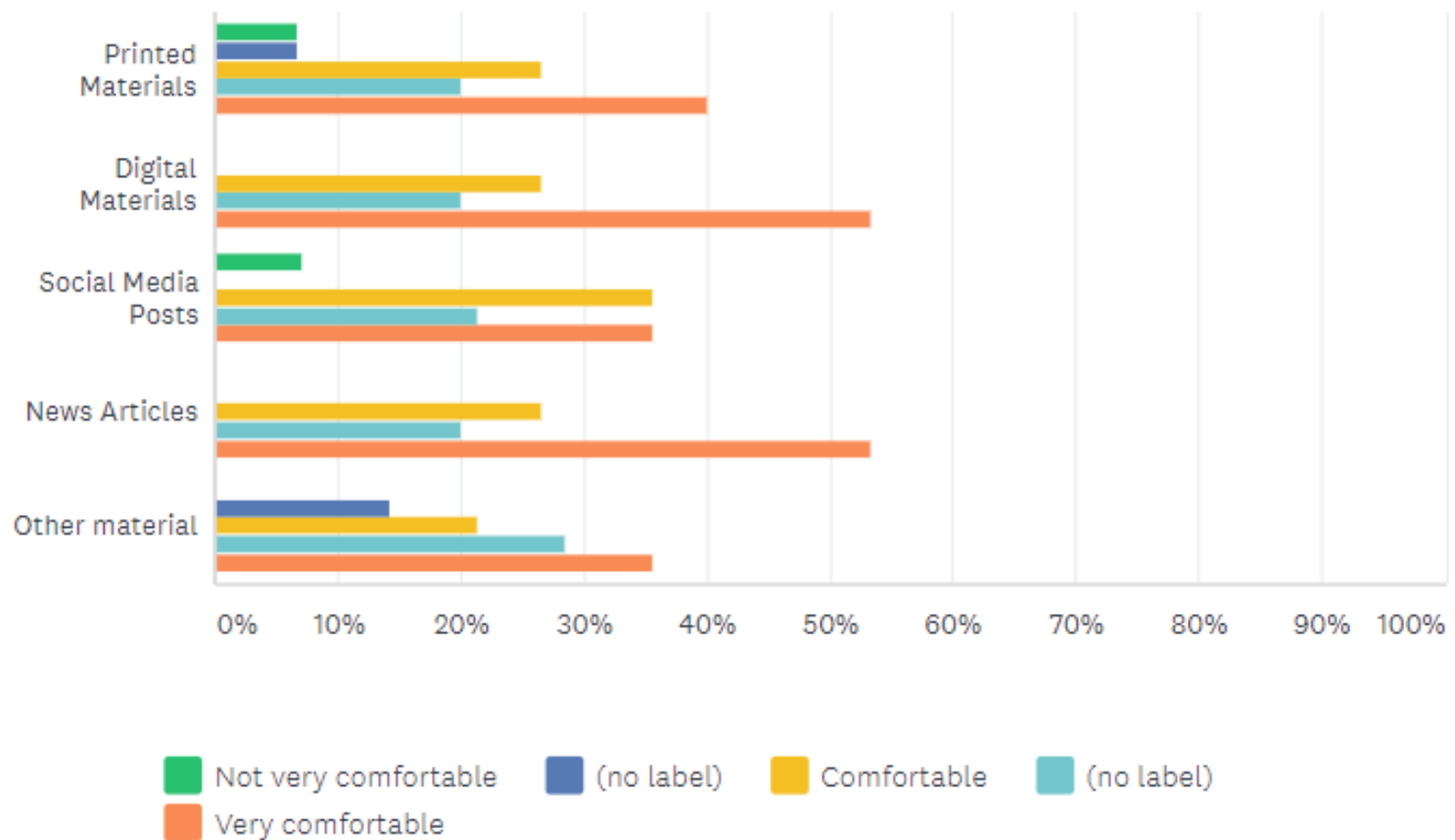
# Questionnaire Feedback

*Questions: Are you willing to help promote public involvement in local and regional planning process outside your time at the CAC meeting? If so, how much time?*



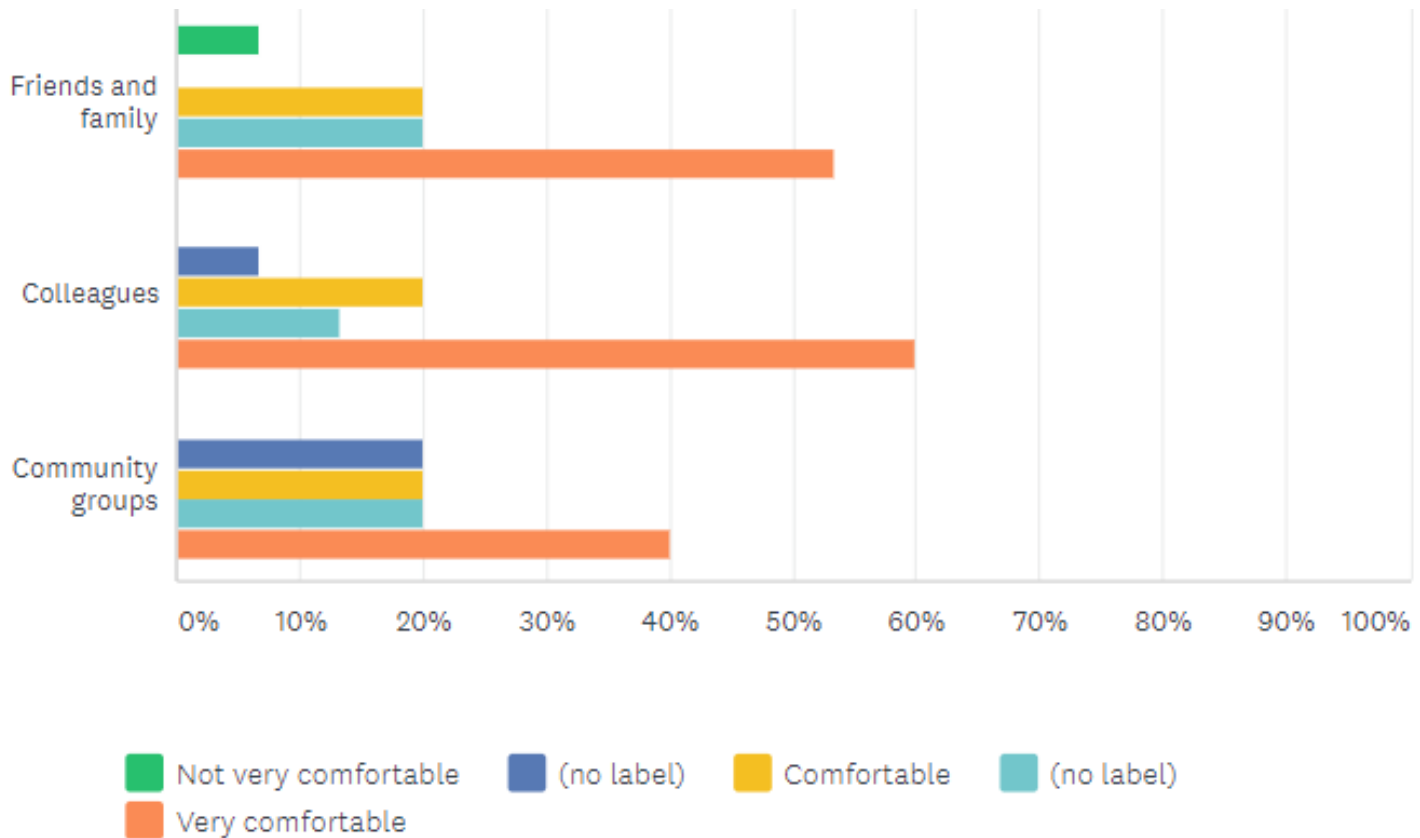
# Questionnaire Feedback

*Question: What is your comfort level sharing printed and digital materials, social media posts, news articles, etc.?*



# Questionnaire Feedback

*Question: What is your comfort level speaking publicly about the initiatives?*





# Questionnaire Feedback

*Question: What more do you need to know about the aspirational initiatives so that you are comfortable sharing materials or speaking about them?*

Summarized responses:

- A briefing and overview on all of the aspirational initiatives
- Talking points and a slideshow with a script to use for the specific audiences we are trying to reach
- Postcards
- Information about the desired outcomes



# Questionnaire Feedback

Summarized responses (continued):

- What is necessary to shift these from aspirational to reality over the next 20 years?
- What do Aspirational Initiatives mean in practice?
- Most folks want to see specifics for their neighborhood or area and for jurisdictions to be responsive to their concerns. Follow up is critical to ensure trust and support.

And...

- More information/resources to track these projects
- More information on progress made, or what is needed to make progress



# Questionnaire Feedback

*"How is public participation is taken into consideration for upcoming projects? People want to know their opinions are considered."*

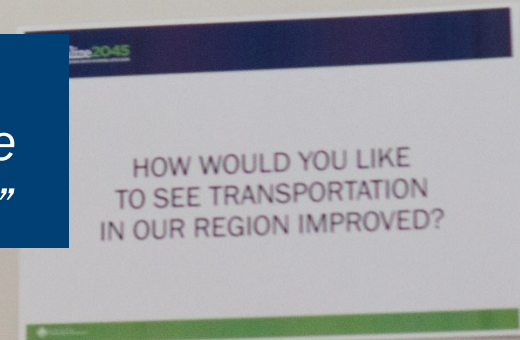
The public wants to know..

"How does this impact me?"

"When is this going to happen?"

"What's in it for me?"

*"As a CAC member I would need to know how the locality is impacted by the aspirational initiatives. People in our communities want to feel that they have a voice that is heard, and can contribute to the planned initiatives, in the form of feedback and practical considerations."*



# Questionnaire Feedback

*Question: Based on the CAC's mission to promote public involvement, what are some ways that you want to help?*

I want to .....

We  
received a  
lot of great  
feedback,  
let's  
discuss!



# Questionnaire Feedback

*Question: What are some things that you would like to do to help raise awareness about the aspirational initiatives?*

Summarized responses:

- Talk to people at events, focus groups
- Hand out materials and answer questions
- Promote via social media
- Engage residents in my community
- Visit schools
- Help distill the information currently available
- Obtain regional contact's info to share with participants



# Questionnaire Feedback

*Question: What are some things that you would like to do to help raise awareness about the aspirational initiatives?*

Summarized responses (continued):

- Testify at government hearings
- Lead or co-lead transportation meetings
- Work with editors and news outlets in our region
- Bring awareness to the community and at work
- Put the various state plans out there for comment
- Develop KPI's (Key performance measures)



# Questionnaire Feedback

*Question: How can we empower you to be confident in your involvement?*

Summarized responses:

- Help make sure I am knowledgeable/have the facts (with resources: *print, digital resources, talking points, script, presentation, up to date website*)
- Share ideas of places where CAC members have done this in the past
- Share information about priority groups that need to be informed
- Help me practice my elevator pitch
- Offer support initially to observe or be on standby to answer questions should I be unable
- Help set up venues for outreach



# Questionnaire Feedback

*Question: Tell us about a successful public engagement activity or process that you experienced IN YOUR COMMUNITY? Why was it successful? And can we learn from that activity?*

We received great  
feedback! Let's discuss!





# Next Steps



Thank you!!!



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