
**TPB CITIZENS ADVISORY COMMITTEE
MONTHLY REPORT**

September 21, 2018

Katherine Kortum, CAC Chair

The CAC met on Thursday, September 13 at the Visualize 2045 Open House in the District of Columbia to discuss the long-range plan, Visualize 2045, and reflect on the overall public engagement for the plan.

VISUALIZE 2045

The CAC has been involved with Visualize 2045 throughout its development. The committee participated in discussions around changes to the plan and was involved in task forces and groups that resulted in the aspirational element. Members have participated in the public opinion survey in 2017 and attended the forums and open houses in 2018.

The CAC met at the Visualize 2045 Open House in the District of Columbia where they reviewed plan materials and interacted with staff and the public. The committee then broke into small groups to discuss their reaction to the draft Visualize 2045 plan and the outreach process. They were asked to talk about what went well, what could be improved, and if there were suggestions for improving public engagement in the future. After sharing small group discussions with the committee, the following were identified as the top comments:

- The committee believes that Visualize 2045 is a more open and engaging process than the TPB's past long-range plans. They think that the new plan title and branding set a tone that helps Visualize 2045 stand out from past TPB planning efforts. The committee also feels that Visualize 2045 information—including the website, handouts, and social media—have made it easier to share the plan with others. They said that staff have done a good job at writing and producing materials that are accessible and easy to understand.
- The committee applauds the inclusion of the aspirational element in the plan, though they feel that it is too modest, and they would like it to be more visionary in future iterations of the plan. The committee also suggested providing more context around the aspirational element to help people better understand the degree of change that is possible over 27 years. One member suggested including a description about how different the region was in 1991 to help grasp how much will change by 2045. They also thought there could be more discussion around challenges that the region is facing beyond population and employment growth. In particular, they identified changes in transportation technology as a real challenge that ought to be addressed by the aspirational element.
- The committee encourages staff and the board to continue working to identify ways to implement the aspirational element of the plan. Regarding the implementation of the aspirational element, the committee felt that a clear implementation plan for the aspirations should be included in the plan and not developed as an afterthought. One member suggested the lack of an implementation plan reflects a disconnect between whether the initiatives of the aspirational element are meant to guide short-term actions or bold long-term changes.
- Finally, the committee recognized staff's effort to make the Visualize 2045 process more open and accessible. They thought that the public opinion survey, the forums, and the open

houses all reinforce the TPB's commitment to public engagement. With that in mind, they encouraged staff to start outreach sooner in the future. They also think that an increased presence in communities across the region will help to build relationships and get more people from diverse backgrounds engaged.

THE COMMITTEE ALSO DISCUSSED

- Lyn Erickson, TPB Plan Development & Program Coordination Director, reviewed the agenda for the September TPB meeting.

ATTENDEES

MEMBERS PRESENT	ALTERNATES	TPB STAFF AND GUESTS
Katherine Kortum, chair	Theodore Wilhite	Lyn Erickson, staff
Rob Jackson, vice-chair	Vicki Lancaster	John Swanson, staff
Ricky Tejada	Justin Lini	Bryan Hayes, staff
Veronica Lowe		Abigail Zenner, staff
Meredith Howell		Lori Zeller, staff
Stephen Still		Matthew Gaskin, staff
Lorena Rios		Hiba Bawardi, staff
		Peter Espinoza, resident
		Bill Orleans, resident