

Regional Transportation Investment District Proposed Communications Strategy

Introduction

This communications strategy covers the period between June 1, 2006 and May 31, 2007. The strategy is based on three phases over this period which is linked to signification milestones.

Goals

The goal is to develop and implement a communications and outreach program which:

- Establishes early credibility for RTID and the RTID/Sound Transit process, and builds upon it over the next year.
- Builds awareness and momentum for the RTID/ST work among stakeholders, media, elected officials and the public.
- Undertakes new and innovative approaches to communicate with and involve stakeholders and the public.

Timing

Three phases to organize input, education, outreach and messages

- Phase I: Creating the Vision: educating and gathering input
(June – November 2006)
 - ST issues options July 2007
 - WSDOT expert review panel
 - RTID cost review
 - ST/RTID preferred investment plans released in Nov/Dec 2006
- Phase II: Shaping the Proposed Package
(December 2006- March 2007)
 - 2007 Legislative Session – Jan-Apr 2007
 - ST Expert Review Panel – March 2007
- Phase III Reaching Consensus
(March – May 2007)
 - Sound Transit board chooses package April 2007
 - RTID Planning Committee recommends package March -April 2007
 - County councils' approval May -June 2007

Proposed messages for Phase I

- Leaders of the Central Puget Sound region have come together to create a regional road and transit traffic solution
- We are looking at an integrated freeway and transit system that works for our citizens and business
- RTID and Sound Transit board leaders and staff are meeting regularly to put together the integrated package.
- RTID and Sound Transit will be soliciting input from the public and key stakeholders as they work on their projects within the integrated roads and transit package
- Over the summer and fall RTID and Sound Transit will work to refine the road and transit investment cost estimates and construction schedules.
- The goal is to have by the end of the year a preferred package will be the most significant transportation improvements in a generation,

Immediate Actions

Actions taken in the first 90 days are intended to establish and build consensus and support among key stakeholders. This effort will tie –in with companion RTID intergovernmental relations plan. This is not an inclusive list but are illustrative of tactics which we will immediately embark on

- Refine and implement outreach plan
- Develop key messages for phase I
- Draft 'stump speech', update fact sheet, other materials and website
- Hold stake holder briefings to solicit their ideas. Have key board members attend.
- Prepare update reports to RTID/ST board members
- Develop coordination protocol between WSDOT, PSRC and Sound Transit communications personnel. Develop and launch integrated public outreach program with Sound Transit
- Develop and launch an integrated public outreach program with Sound Transit
- Create news media and stakeholder database

Audiences/Stakeholders

Elected officials

- Congressional delegation
- Mayors and City councils
- Executives and County councils
- Governor/State legislators
- Port commissions

Labor

- County labor councils
- Washington State Labor Council

Environmental groups

Transit users

Business

- Chamber of commerce
- Downtown Seattle Association
- Downtown Bellevue Association
- Washington Association of Business

Local transportation groups/TMAs

Community/neighborhood councils

Other opinion leaders

News media