

# Milestone Minute

Develop stakeholder engagement plan.

## **TDM Technical Committee**

WSDOT TDM Team

March 2024

# Planning Timeline:

## **June 2023 – October 2023**

- Develop performance measurements.

## **November 2023 – January 2024**

- Develop a workplan and timeline.

## **January – December 2024**

- Identify and review resources.
- Engagement plan.
- Develop plan content and draft plan.
- Integrate city, county, and regional 4-year plans.
- Obtain Transportation Demand Management Technical Committee approval.

**You are here!**



# Engagement Plan:

## **26. Describe stakeholder engagement.** (Guidance, Template, p. 30)

- a. Who did you talk to?
  
- b. When did you talk to them?
  
- c. What did they have to say?
  
- d. How did what they said influence the plan?

# Engagement Plan:

**27. Describe vulnerable populations considered.**

**28. Describe engagement focused on vulnerable populations.**

a. Who did you talk to?

b. When did you talk to them?

c. What did they have to say?

d. How did what they said influence the plan?

# Engagement Planning

Some basic steps:

- What are you trying to achieve?
- How does your audience want to be engaged?
- Advertise and market
- Schedule and conduct
- Communicate back what you heard
- Rinse and repeat

Some basic considerations:

- What input are you asking for?
- How can input influence decision making?
- How are you accountable to the input you receive?
- Who is the final decision maker?
- Trusted community representatives.
- Establish relationships before and after you need something.



# Engagement Planning Resources

- Fill in the blanks (WSDOT Public Transportation Division – email [PTDengage@wsdot.wa.gov](mailto:PTDengage@wsdot.wa.gov) to request these resources):
  - Low barrier communications and engagement training power point
  - Communications and engagement plan template
- Overburdened communities are made up of people and organizations that have overlapping focus areas and networks – they’re not monolithic. Finding partners can be challenging but try: [search.wa211.org](http://search.wa211.org)
- Bigger picture with tools and methods
  - [WSDOT Community Engagement Plan](#)
  - [USDOT Promising Practices for Meaningful Public Involvement in Transportation Decision Making](#)

Questions?  
Send us an email:  
**TDM@wsdot.wa.gov**