

Local CTR Plans

Qualitative Engagement Review

WSDOT TDM Team

June 2025

Today's agenda

1. Background of Review
2. Presentation Preface
3. Outreach and Engagement Trends
 - i. Survey and Data Collection Practices
 - ii. Accessibility Measures
 - iii. Feedback Relevance and Integration
 - iv. Partnerships with Community-Based Organizations (CBOs)
4. Definition of Vulnerable Populations
5. Resources Available
6. Discussion Next Steps



Background of Review

PLANS & ENGAGEMENT SVU

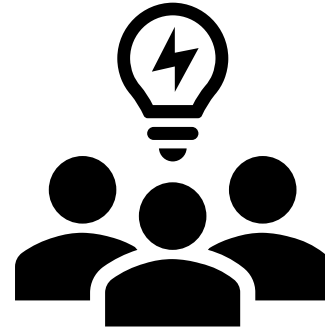
(Subcommittee Values Unit)



- The TDM Technical Committee convened a subcommittee to discuss the Local CTR 4-Year Plans review process.
- Subcommittee deferred approval to WSDOT's compliance review but asked that WSDOT complete a qualitative review of the engagement section of the CTR 4-Year Plans.
- WSDOT staff reviewed a sample size of 24 plans and grouped them based on geography, population, and budget size.
- ... dun dun

Preface

- This qualitative review is not an assessment of good or bad in the engagement process.
- The variability of methods and data shared does not give us a consistent parameter to highlight any one jurisdiction.
- Grouping of budget size, geography, and population did not yield any noticeable trends.
- The information presented is meant to be used to improve the quality of engagement methods in the future.



What did the Engagement Plans have in common?

1. Surveys as Primary Engagement Tool

- Nearly every jurisdiction used surveys. Some were online, other were in-person, and some had both.
- Surveys were often the main mechanism to collect feedback.



2. In-Person Outreach Events

- Cities frequently used tabling, open houses, and community events to reach residents.
- Many attended **existing community events** to meet people where they already gather.



What did the Engagement Plans have in common? Cont.

3. Variability in Identifying Vulnerable Populations

These groups were often defined as a mix or a selection of the following:

- Low-income
- LEP (Limited English Proficiency)
- People of color
- Seniors, youth
- Disabled individuals



Methods to identify them included equity indices, census overlays, or referencing underserved census tracts.

4. Desire for More Transit Options

A **universal feedback theme** from communities:

- More frequent and reliable public transit
- Better bike/pedestrian infrastructure
- Safer streets and more inclusive commuting options



Where did the Engagement Plans contrast?

1. A Lack of Demographic Data Collection

- Few cities collected meaningful demographic breakdowns.
- Most surveys lacked demographic questions or had incomplete data.

2. Translated Materials or Language Access

- Spanish translation was offered by some, it was **infrequent and inconsistent**.
- Some cities mentioned interpreters, ASL, or resources for other LEP groups.



3. Partnerships with Community-Based Organizations (CBOs)

- There were 3 plans that had **clear, strategic partnerships** with CBOs.
- Others mentioned outreach “with CBOs” but provided **no detail on how** or whether it produced engagement results.

Where did the Engagement Plans contrast?

Cont.

4. Direct Engagement with Vulnerable Populations

- Most cities relied on **general outreach** and then inferred vulnerable population feedback through location or zip codes.
- There were 2 cities that stood out for doing **direct discussions** with vulnerable communities.

5. Post-Engagement Tracking

- There were 3 cities that clearly linked feedback to action.

6. Length of Outreach Period

- Most jurisdictions averaged 3 weeks of survey opening, while others conducted engagement for over a year.

7. Quantitative Data Collection

- Less than half of the jurisdictions shared the number of attendees at events, number of survey respondents, or any other measurements of engagement.

Vulnerable Populations

- Defining vulnerable populations was a considerable inconsistency in the process
- Many jurisdictions did not define vulnerable populations (WSDOT would return plans and require a follow-up in these cases)



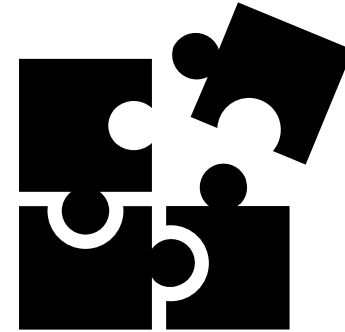
Vulnerable Populations, Cont.

- The Public Transportation Division is asked to report on whether our projects serve vulnerable populations or not.
- All our projects serve vulnerable populations, but we don't necessarily decide who's "in" and who's "out" of that group.
- Folks with disabilities, low-income, people of color, youth/seniors, other transit-dependent users, etc. could all be included in the definition of vulnerable populations.
- WSDOT does not supersede what local jurisdictions deem a vulnerable population in their community.



Resources Available

- [Engagement section in Guidance for 2025-2029 City, County, Regional Commute Trip Reduction Plans](#)
- [WSDOT Community Engagement Plan](#)
- Peer-sharing opportunities at the TDM Technical Committee and Implementer's Roundtable
- [CCA \(Climate Commitment Act\)](#)
- [Washington State Legislature's Definition of Vulnerable Populations](#)
- [Overburdened Communities of Washington State | Washington State Geospatial Open Data Portal](#)



Alert: Resource Update

WSDOT's 2025 Community Engagement Plan is open for public comment

Send feedback on the plan through Sunday, June 8

During the 45-day public comment period, please send Bill Bennion your plan feedback:

Email: WSDOTCEP@wsdot.wa.gov

Phone: 360-878-0727

Postal mail:

WSDOT

Attn: Bill Bennion,

P.O. Box 47373

Olympia, WA 98504

Small Group Discussion Activity

Instructions

- 10 minutes to discuss in groups of 4.
- Answer both questions as best as possible – even if you didn't do this work directly share an engagement experience you have.
- Return to the larger group to share out.

Small Group Discussion Topics

- What did implementers find the most valuable during their engagement process? (if you did not participate in this process directly is there something you found valuable in engagement processes you've seen)
- How do you think the committee should use this information to inform the next planning cycle?

Questions?
You can always reach us at
TDM@wsdot.wa.gov