



SPOKANE
REGIONAL
TRANSPORTATION
COUNCIL

PUBLIC PARTICIPATION PLAN

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Adopted by the SRTC Board of Directors 12.09.2021

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For more information contact SRTC's Title VI & ADA Coordinator Michael Redlinger at 509.343.6370 or mredlinger@src.org or by visiting the SRTC Title VI and Environmental Justice page at: <https://www.src.org/about-src/title-vi-ej-ada/>.

Any person who believes they have been affected by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with SRTC. Complaints must be made in writing and filed with SRTC within 180 days following the date of the alleged discriminatory occurrence. For more information or to obtain a Title VI Discrimination Complain Form, please go to <https://www.src.org/about-src/title-vi-ej-ada/>.

Americans with Disabilities Act (ADA) Information

All meeting sites are accessible to persons with disabilities. Accommodations for people with disabilities, including written materials in alternate formats, sign language interpreters, or other reasonable accommodations can be arranged by contacting SRTC's Title VI & ADA Coordinator Michael Redlinger at 509.343.6370 or mredlinger@src.org or contact.src@src.org.

**This document can be provided in alternate languages upon request.
Este document se puede proporcionar en idiomas alternativos a pedido.
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SPOKANE REGIONAL TRANSPORTATION COUNCIL

2021 PUBLIC PARTICIPATION PLAN

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CHAPTER 1 INTRODUCTION

A. Purpose of a Public Participation Plan

Why does SRTC have a Public Participation Plan? What's the purpose? SRTC understands that meaningful public input provides essential guidance for effective and inclusive regional transportation planning. The agency's Public Participation Plan (PPP) reflects SRTC's practices, goals, and objectives for public involvement, interagency consultation, and agency governance.

There are two key purposes of this document. The first is to be a guide for community involvement; a place for you to learn how to engage in the regional transportation planning process. The second is to serve as tool for SRTC staff to use to develop tailored public engagement strategies unique to the plan, program, study or project and the community it affects. Additionally, the PPP recognizes the state and federal requirements for a proactive public engagement process.

SRTC is committed to:

- Inform the community about public meetings and create awareness of how the public can get involved in the regional transportation planning process.
- Including all residents and communities in the region in the planning process, focusing on historically excluded and underinvested areas.
- Continually working to identify and incorporate new communication tools to improve and increase public participation at the agency.

B. Goals and Strategies

The following goals and strategies showcase SRTC's commitment to ensuring an equitable and inclusive public engagement process in transportation planning activities. The goals and strategies were developed through a series of in-depth workshops community leaders, planning staff and members of the public. These statements were deliberately crafted with inclusion and community engagement in mind. Additionally, these goals and strategies aim to reduce the barriers and reasons why participation in the regional transportation planning process may be difficult.

GOAL 1 Provide full public access to key decision points early and often on all transportation planning activities with clear, timely, accessible, and accurate information for meaningful participation.

GOAL 1 Strategies

- Identify key decision points and areas of influence where public input is desired on plans, programs, projects, and studies.
- Publicize access points and create avenues for access on plans, programs, projects, and studies.
- Communicate outcomes of public participation opportunities.
- Explain how the public's input will be used.
- Increase public and private intergovernmental communications and coordination.

Potential Barriers to Participation

- People do not know how to engage or know how their feedback is used.
- People may not understand how transportation issues/planning applies to them.
- Public input vs public buy-in on a pre-determined outcome.

GOAL 2 Provide a proactive public participation process in all transportation planning activities, ensuring inclusion and support for participation by historically disenfranchised populations through a variety of communication strategies.

GOAL 2 Strategies

- Identify historically excluded populations, Title VI, and Environmental Justice communities
- Develop relationships with cultural connectors, neighborhood leaders, business associations, and trusted

and develop a plan for reaching each.

- Provide a variety of public participation options to reach a diverse audience.

members of the community to reach hard-to-reach populations.

- Remove barriers for those that experience challenges with in-person access.

Potential Barriers to Participation

- Limited resources, technology barriers, or no technology access.
- Lack of childcare. Meetings held at inconvenient times and/or locations.
- Mistrust/bad previous experiences.
- Language barriers/failure to use multiple literacies.

GOAL 3 Increase public awareness and education of SRTC, regional planning, land use and transportation issues, and activities across Spokane County.

GOAL 3 Strategies

- Provide media packages that include visualizations, text and message for easy distribution through our public and private partners.
- Use creative outreach methods to increase public interest and understanding about transportation plans, programs and projects.
- Provide a variety of methods for receiving questions and feedback from the public
- Provide educational infographics, glossaries, and concise messaging for easy understanding.
- Monitor and evaluate outreach and feedback strategies.

Potential Barriers to Participation

- Difficult concepts/technical jargon.
- Lack of awareness or education about the topic.
- Too much information from different sources.
- Too difficult to give feedback/apathy.
- Lack of advertising/outreach by SRTC
- People don't know what SRTC does.

How to Get Involved in the SRTC Planning Process

CALL US



509-343-6370

Our normal business hours are Mon - Fri
8:00 am - 5:00 pm

EMAIL US



contact.srtc@srtc.org

VISIT OUR WEBSITE

www.srtc.org



WRITE US



SRTC
421 W Riverside Ave
Suite 500
Spokane WA 99201

COMPLETE A COMMENT CARD



Comment cards are provided at all public meetings hosted by SRTC

FOLLOW US ON SOCIAL MEDIA

@SRTCSpokane



Facebook

@SRTC_Spokane



Twitter

Spokane Regional Transportation Council



LinkedIn

SRTC_Spokane



Reddit

SRTC SRTC



NextDoor

PARTICIPATE IN PERSON



Watch for notices on our website, social media accounts, or in local newspapers for details about upcoming public meetings.

CHAPTER 2 AGENCY FUNDAMENTALS

A. About SRTC

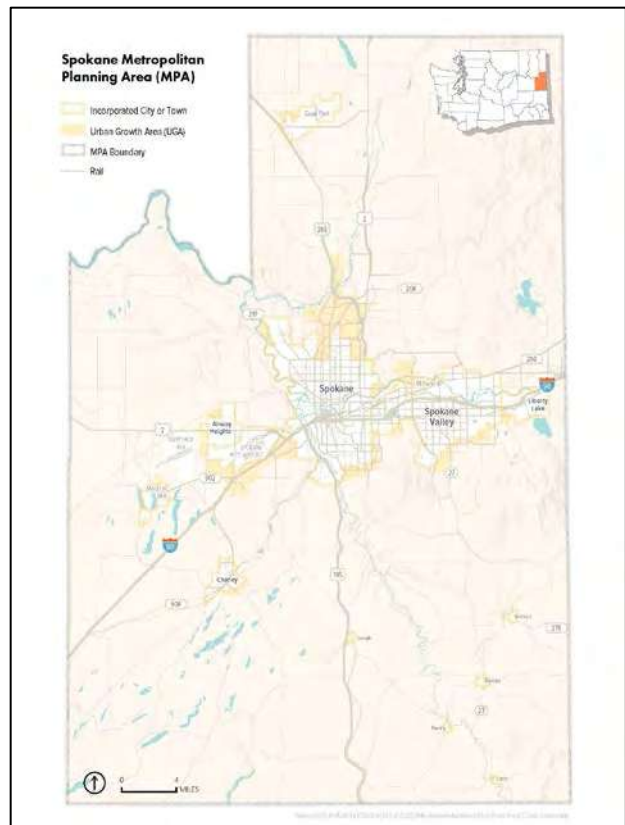
SRTC is a public intergovernmental agency established in 1967 to serve as both a federally designated **Metropolitan Planning Organization (MPO)** and state designated **Regional Transportation Planning Organization (RTPO)** for Spokane County. MPOs and RTPOs work to ensure that regional transportation investments are based on the “3C” planning process (*Continuing, Cooperative and Comprehensive*). Federal and state funds are channeled through this process and awarded to local agencies and jurisdictions to build transportation projects or implement transportation programs.

The SRTC MPO planning area boundaries align with Spokane County lines and serves almost half a million people.

Our primary responsibilities as an MPO and RTPO are:

- Establish a fair and impartial forum for regional transportation decision making.
- Evaluate all transportation options.
- Maintain a long-range regional transportation plan covering a 20+ year time horizon
- Develop a short-term transportation improvement program.
- Engage the public in the transportation planning process.

SRTC’s Public Participation Plan reflects the agency’s practices for public involvement, consultation with interested parties, interagency consultation, and agency governance and operations in one place.



As a local intergovernmental agency, SRTC is dedicated to coordination and collaboration between planning and transportation departments at our member agencies and partners, which are:

- | | | |
|-------------------------------|----------------------------------|---|
| <i>City of Airway Heights</i> | <i>City of Spokane Valley</i> | <i>Town of Latah</i> |
| <i>City of Cheney</i> | <i>Kalispel Tribe of Indians</i> | <i>Town of Rockford</i> |
| <i>City of Deer Park</i> | <i>Spokane County</i> | <i>Town of Spangle</i> |
| <i>City of Liberty Lake</i> | <i>Spokane Transit Authority</i> | <i>Town of Waverly</i> |
| <i>City of Medical Lake</i> | <i>Spokane Tribe of Indians</i> | <i>WSDOT-Eastern Region</i> |
| <i>City of Millwood</i> | <i>Town of Fairfield</i> | <i>WA State Transportation Commission</i> |
| <i>City of Spokane</i> | | |

B. Recurring Public Meetings



Board of Directors

2nd Thursday of each month at 1:00 pm

Transportation Technical Committee (TTC)

4th Wednesday of each month at 1:30 pm

Transportation Advisory Committee (TAC)

4th Monday of each month at 3:00 pm

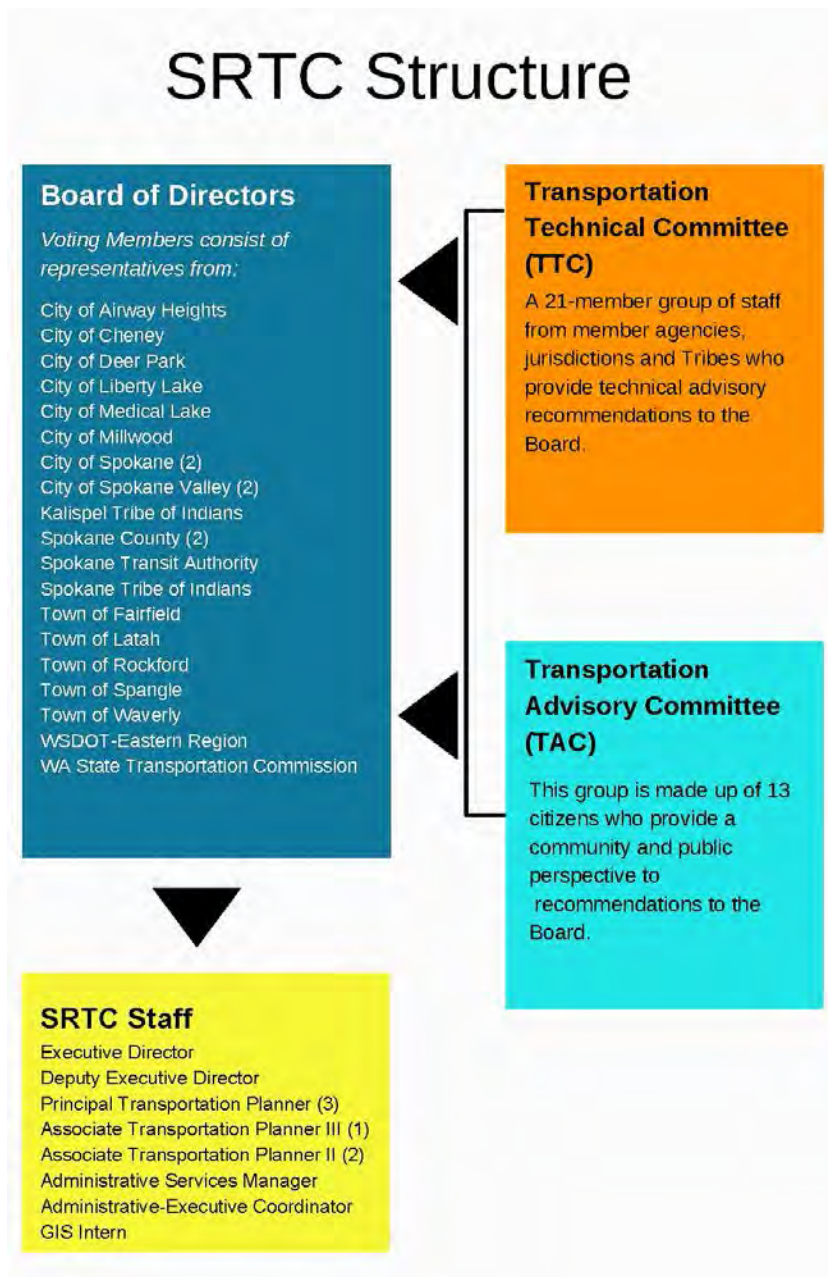
All meetings are open to the public and meeting agendas, packets and minutes are posted to the SRTC website. Audio recordings are available upon request by calling **509-343-6370** or emailing **contact.srtc@srtc.org**.

Meetings may be held:

- In-person at the SRTC office, located in the Paulsen Center Building, 421 W Riverside Ave, Suite 500, Spokane WA. This is two blocks east of the STA Plaza, which is served by the majority of STA bus routes.
- Virtually on Zoom. Sign-in information available at on the meeting agenda.
- As a hybrid in-person/virtual meeting.
- Meeting agendas are generally posted one week prior to the meeting and will specify the venue.

All meeting dates/times/locations subject to change.

C. Organizational Structure



SRTC is governed by the Board of Directors which is the decision-making body of the agency. The Board is comprised of local elected officials or appointed leadership of SRTC member agencies; the Board meets monthly to make policy/project decisions and provide direction to SRTC staff.

SRTC also has two standing advisory committees which meet monthly and provide recommendations to the Board.

The Transportation Technical Committee (TTC), whose representatives are member agency engineers, traffic engineers, transportation planners, etc. The 21 members of the TTC are appointed by their agency/jurisdiction and provide technical input.

The Transportation Advisory Committee (TAC) is a 13-member group of citizens with interest in various facets of the regional transportation system; they provide a public perspective to the Board.

All meetings of the Board of Directors, TTC and TAC are open to the public and have opportunity to provide public comments. Agendas, packets and minutes from all meetings are posted to the SRTC website. Paper copies are available upon request. SRTC also has various ad-hoc committees, topic specific work groups and other subcommittees that meet as needed.

D. Federal and State Requirements

Public involvement and participation in the metropolitan transportation planning process has been a federal requirement for many years. The Washington State Department of Transportation (WSDOT) also has a number of regulations for MPOs to follow as part of regional transportation planning. See Chapter 4 Section B for a comprehensive list of outreach strategies applicable to the regulations below.

- Title 23 United State Code (USC) Sections 145 & 135
- Federal regulation Title 23 Code of Federal Regulations (CFR) Section 450
- Federal regulation Title 49 Code of Federal Regulations (CFR) Section 613
- Fixing America’s Surface Transportation (FAST) Act (Pub. L. No. 114-94), 2015
- Executive Order #13166 – Improving Access to Services for Persons with Limited English Proficiency, 2000
- Executive Order #12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994
- Americans with Disabilities Act of 1990, Updated in 2010
- Title VI of the Civil Rights Act of 1964
- State Environmental Policy Act (SEPA), RCW 43.21C
- Growth Management Act (GMA), RCW 36.70A
- Open Public Meetings Act, RCW 42.30
- Public Records Act, RCW 43.56
- Washington Clean Air Act, RCW 70.94

Additionally, an Interlocal Agreement between SRTC and its member agencies is a fundamental element of the agency structure and guides work and operations. The current ILA was developed and approved by member agencies in 2021.

CHAPTER 3 PUBLIC INVOLVEMENT AND KEY PLANNING DOCUMENTS

As an MPO, we are required to produce four essential planning documents:

1. Metropolitan Transportation Plan (MTP)
2. Transportation Improvement Program (TIP)
3. Unified Planning Work Program (UPWP)
4. Public Participation Plan (PPP)
5. Other documents, programs, and studies are also developed as part of the regional planning process

<p>Metropolitan Transportation Plan</p> <p>Long-range plan. 20 year outlook.</p> <p><i>Updated every 4 years</i></p>	<p>Transportation Improvement Program</p> <p>Short-range plan. Projects and programs to be implemented in the next 4 years.</p> <p><i>Updated annually</i></p>	<p>Unified Planning Work Program</p> <p>MPO, STA & WSDOT Work Plan.</p> <p><i>Updated every 2 years</i></p>	<p>Public Participation Plan</p> <p>Involvement process for all stakeholders.</p> <p><i>Updated as needed, at least every 4 years</i></p>

HOW CAN THE PUBLIC GET INVOLVED?

Tailored Engagement:

- Social Media
- Topic specific public meetings
- Participation at community events
- Surveys & questionnaires

At SRTC Regular Meetings

- Board of Directors
- Transportation Technical Committee
- Transportation Advisory Committee

Throughout the update process, public meetings are held where comments are accepted on agenda items.

Submitting Comments

MTP updates have a 45-day period during which public comments can be submitted online, by email or by mail.

A. Metropolitan Transportation Plan

Horizon 2045 is SRTC's long-range transportation plan for the Spokane region and is also referred to as both a Metropolitan Transportation Plan (or MTP) and a Regional Transportation Plan (RTP).

Horizon 2045 is a multi-model "blueprint" aimed at meeting the transportation needs of the Spokane region through the year 2045. It is based on projects for growth in population, housing and employment and takes into consideration all modes of transportation, including private vehicles, public transit, bicycling, walking, freight movement, rail, and air travel.

This plan establishes Guiding Principles and Policies for achieving the collaboratively set regional transportation vision. Horizon 2045 identifies implementation strategies to overcome challenges to the transportation system that our region could face in the next two decades. Both short-term and long-term strategies of projects and programs are included in the plan.

The MTP is updated every four years and components of the plan include;

- Assessments of capital investments
- A financial plan
- Pedestrian and bicycle facilities
- Public transit improvement activities
- Congestion management processes and strategies, both current and projected
- Existing and proposed transportation facilities
- Strategies to maintain and operate existing transportation facilities
- Projected transportation demand of people and goods

REVIEW AND PUBLICATION SCHEDULE FOR MTP

- Reviewed by Board, TTC and TAC
- Interagency Coordination and Collaboration review
- Minimum 30-day public comment period prior to adoption
- Legal advertisement published including notice of public meeting
- Notice of public comment period sent to extensive email distribution list
- Public meeting hosted during 30-day comment period
- Draft document posted for review and comment on SRTC web site
- Provide draft to Federal, State and member agencies for review and comment
- Document approved or accepted by SRTC Board
- Distribute final adopted copies to member, Federal and State agencies
- Post adopted document on the SRTC website

B. Transportation Improvement Program

SRTC's Transportation Improvement Program, or TIP, is a comprehensive four-year program of regional transportation projects of all types that come from cities, towns, and agencies throughout Spokane County. Examples of projects include maintenance and preservation of existing roads, construction of new roads, public transit improvements, bicycle and pedestrian facilities, bridge replacement projects, etc.

All transportation projects in the region that receive federal funding are required to be included in the TIP. SRTC updates the TIP annually and after it is approved by the Board, it becomes part of the Washington State Transportation Improvement Program.

Other purposes of the TIP are to:

- Demonstrate fiscal constraint for the projects contained in the plan
- Demonstrate that the projects meet conformity with state air quality standards
- Identify other planned transportation projects adopted in local agencies own TIPs

The TIP is amended throughout the calendar year from January to October, typically on a monthly basis, as project sponsors submit requests to add, modify, or delete projects from the TIP. Each proposed amendment goes through a 10-day public comment period and is reviewed by the Transportation Technical Committee. Final decision to approve or deny the amendment is made by the Board of Directors.

REVIEW AND PUBLICATION SCHEDULE FOR TIP

- Required to be updated at a minimum every two years. SRTC updates it annually.
- Reviewed by Board, TTC and TAC
- Minimum 30-day comment period prior to adoption of new TIP
- Legal advertisement published for TIP public comment period, includes public meeting notice
- Notice of public comment period sent to extensive email distribution list & social media
- Public meeting hosted during 30-day comment period
- Provide new TIP to Federal, State and member agencies for review
- Document approved by resolution by SRTC Board
- Document posted on the SRTC website

REVIEW AND PUBLICATION SCHEDULE FOR TIP AMENDMENTS

- Reviewed by Transportation Technical Committee
- Minimum 10 calendar day comment period prior to acceptance by SRTC Board
- Notice of public comment period sent to extensive email distribution list
- Legal advertisement published
- Notice of amendment posted for review/comment on SRTC web/social media sites
- Amendment approved or accepted by SRTC Board

SRTC | Public Participation Plan | Adopted 12/09/2021
Post amended document on the SRTC website

HOW CAN THE PUBLIC GET INVOLVED?

Tailored Engagement:

- SRTC hosts at least one public meeting to share information about the TIP and to take public feedback.

At SRTC Regular Meetings

- Board of Directors
- Transportation Technical Committee
- Transportation Advisory Committee

Throughout the update process, public meetings are held where comments are accepted on agenda items.

Submitting Comments

Each new TIP has a 30-day period during which public comments can be sent to SRTC online, by email, phone, or mail.

Each amendment to the TIP has a 10-day period during which public comments can be sent to SRTC online, by email, phone, or mail.

C. Unified Planning Work Program

HOW CAN THE PUBLIC GET INVOLVED?

At SRTC Regular Meetings

- Board of Directors
- Transportation Technical Committee
- Transportation Advisory Committee

Throughout the update process, public meetings are held where comments are accepted on agenda items.

The Unified Planning Work Program, or UPWP for short, serves as the annual work plan for the agency and is produced every two years. It describes SRTC's plans, programs and duties to be completed, plus outlines how state and federal funds will be used by SRTC for transportation planning.

SRTC's regional transportation programs must fulfill federal urban transportation planning regulations as outlined in 23 USC 134 and state requirements per RCW 47.80, WAC 486 and WSDOT Regional Planning Standards. The UPWP helps to ensure compliance with the requirements and provides transparency in work products.

At the renewal of each UPWP, the Federal Highway Administration, Federal Transit Administration and WSDOT provide feedback as to areas they would like SRTC to focus on in the two-year period. The UPWP document is reviewed by the Transportation Technical Committee and Transportation Advisory Committee and approved by the Board of Directors.

The eight primary task categories outlined in the UPWP are:

- Task 1: Program Administration & Coordination
- Task 2: Public & Stakeholder Participation & Coordination
- Task 3: Data Management & Systems Analysis
- Task 4: Metropolitan Transportation Planning & General Long-Range Planning
- Task 5: Transportation Improvement Program
- Task 6: Congestion Management
- Task 7: Planning Consultations & Studies
- Task 8: Regional Transportation Organization Planning Functions

REVIEW AND PUBLICATION SCHEDULE FOR UPWP

- Required to be updated every two years.
- Reviewed by Board, TTC and TAC
- Distributed to member agencies, local jurisdictions, and other organizations for review and comment
- Interagency review meeting of the program with representatives from WSDOT, STA, FHWA and FTA
- Document approved by SRTC Board
- Document posted on the SRTC website

D. Public Participation Plan

While SRTC is guided by multiple policies and regulations to produce and update a PPP, the agency does not maintain this document only because it is a requirement. Having a plan which clearly lays out the available tools and methods for outreach gives SRTC a tool to continuously improve public involvement efforts. It allows staff to periodically check our efforts and make sure the agency is on the right track and using all available resources.

In accordance with 23 CFR 450.316(a)(1)(x) of the Code of Federal Regulations, this PPP will be reviewed periodically for effectiveness of the procedures and strategies contained within it and to help determine ways to expand or adapt SRTC's outreach process in future updates.

All major updates to the PPP include a review by SRTC's advisory committees, the TTC and TAC, plus a 45-day public comment period with wide release and notification of the public about proposed changes or updates. Public notice will be published in local newspapers, sent out to SRTC partner jurisdictions for comment and multiple email distribution lists of individual and group stakeholders.

REVIEW AND PUBLICATION SCHEDULE FOR PPP

- Update as needed or in conjunction with the MTP update
- Minimum 45-day public comment period prior to adoption
- Board, Transportation Technical Committee and Transportation Advisory Committee review
- Legal advertisement published
- Notice of public comment period sent to extensive email distribution lists
- Draft document posted for review and comment on SRTC website
- Provide draft to partner agencies
- Board adopts or accepts final document
- Distribute final adopted copies to partner, Federal and State agencies
- Post adopted document on the SRTC website

HOW CAN THE PUBLIC GET INVOLVED?

Tailored Engagement:

- Social Media
- Topic specific public meetings
- Participation at community events
- Surveys & questionnaires
- Workshops

At SRTC Regular Meetings

- Board of Directors
- Transportation Technical Committee
- Transportation Advisory Committee

Throughout the update process, public meetings are held where comments are accepted on agenda items.

Submitting Comments

PPP updates have a 45-day period during which public comments can be submitted online, by email or by mail.

E. Other documents and Special Studies

HOW CAN THE PUBLIC GET INVOLVED?

Tailored Engagement:

- Project
- Tabling at community events
- Surveys & questionnaires

At SRTC Regular Meetings

- Board of Directors
- Transportation Technical Committee
- Transportation Advisory Committee

Throughout the update process, public meetings are held where comments are accepted on agenda items.

SRTC produces many documents on a yearly basis, such as the *Annual Listing of Obligated Projects*, *TIP Guidebook*, *Budget*, *Indirect Cost Plan*, and many others. Other documents are produced on an as-needed basis; for example, the *Title VI Plan*, *Limited English Proficiency Plan*, *SRTC Employee Handbook*, etc. These documents are of a more routine and administrative nature and while they are reviewed in a public meeting setting by the Board and committees, there are not typically any public outreach activities completed.

Work at SRTC frequently involves topic specific studies or one-time projects or plans, which can sometimes involve the use of consultants. The *US 195-I-90 Study* and the *DivisionConnects Study* are recent examples of this. Public outreach for these kinds of projects can be frequent and wide-ranging, as it has been for the two examples above, or may not have any at all, depending on the type of work. See Chapter 4 Section B for a comprehensive list of outreach strategies.

REVIEW AND PUBLICATION SCHEDULE FOR TIP GUIDEBOOK

- Updated at a minimum every two years; usually done annually
- Reviewed by TTC and Approved by SRTC Board in December or January
- Post adopted document on the SRTC website and distribute to TTC members

REVIEW AND PUBLICATION SCHEDULE FOR TITLE VI PLAN

- Updated as needed
- Board, Transportation Technical Committee and Transportation Advisory Committee review
- Legal advertisement published including notice of public meeting
- Public comment period notice sent to extensive email distribution list
- Draft document posted for review and comment on SRTC website
- Provide draft to Federal, State and member agencies for review and comments
- Board adopts or accepts final document
- Final adopted copies distributed to partner, Federal and State agencies
- Post adopted document on the SRTC website

REVIEW AND PUBLICATION SCHEDULE FOR ANNUAL LISTING OF FEDERAL OBLIGATIONS

- Board, TTC and TAC review no later than March 31 each year
- Posted on SRTC website and distributed to partner, federal and state agencies no later than March 31 each year

CHAPTER 4 EQUITABLE & TAILORED OUTREACH STRATEGIES

A. Stakeholder Engagement Matrix

The stakeholder engagement matrix is a useful resource for SRTC staff and partners including committees, the Board, etc. to help develop appropriate engagement strategies for general public involvement. Planners are encouraged to reference the matrix to develop appropriate and tailored engagement strategies for projects, plans, and programs.

Stakeholder Engagement Matrix

	Inform	Consult	Involve	Collaborate	Empower
Purpose	Provide information	Obtain and incorporate input	Consideration of specific needs and interests	Work together and mutual decision making	Support and follow the community's lead
	One-way communication	One-way communication	Two-way communication	Two-way communication	Two-way communication
Methods	<ul style="list-style-type: none"> • Social Media • Media • Public meetings • Printed materials 	<ul style="list-style-type: none"> • Surveys • Interviews • Open houses • Public comments • Community events 	<ul style="list-style-type: none"> • Advisory groups • Focus Groups • Workshops 	<ul style="list-style-type: none"> • Community partnerships • Discovery phase of new study effort 	<ul style="list-style-type: none"> • Crowd-sourced data and information
Promise	We will keep stakeholders informed about the project	We will listen and incorporate feedback into the project	We will ensure concerns and needs are reflected in the project	We will work with stakeholders throughout the project	We will implement what the stakeholders decide
	<ul style="list-style-type: none"> • UPWP • TIP Development • MTP • PPP • TIP Amendments • TIP Guidebook • Title VI Plan • Limited English Proficiency Plan • Call for Projects • Transportation studies 	<ul style="list-style-type: none"> • MTP • PPP • Title VI Plan • Limited English Proficiency Plan • Call for Projects • Transportation studies 	<ul style="list-style-type: none"> • MTP • PPP • Title VI Plan • Limited English Proficiency Plan • Call for Projects • Transportation studies 	<ul style="list-style-type: none"> • PPP • Title VI Plan • Limited English Proficiency Plan • Transportation studies 	
Planning Products					

Adapted from Spokane Regional Health District's Community Engagement Guide and IAP2

Though many of SRTC’s large planning efforts fall within the “inform”, “consult”, and “involve” categories, it is important to note that SRTC’s Board of Directors is composed of officials elected by the public. Prior to inclusion, projects and programs contained within the Metropolitan Transportation Plan (MTP) and Transportation Improvement Program (TIP) go through separate public involvement processes at the jurisdiction level. For more information on the MPO organizational structure, see Chapter 2 Section C. For more information and how to get involved please see chapter 3 and follow us on social media.

B. General Outreach

The purpose of this section is to outline the basic and generally expected outreach methods used for most plans, programs and projects at SRTC. The following outreach methods are also found in the “Review and Publication Schedule” tables found throughout Chapter 3. Community members can expect that each of the following methods will be used in public outreach for nearly all planning products and efforts.

Legal Notices

Notices are published in The Spokesman Review for all Board and Committee meetings, as well for any document or plan undergoing a public comment period.

Press Releases

Formal press releases are sent to regional media outlets and member agencies to provide official statements and announcements for distribution to the public.

Public Meetings & Open Houses

Prior to March 2020, the majority of SRTC public meetings were held at the SRTC office, which is Americans with Disabilities Act (ADA) accessible. Due to the COVID-19 pandemic, SRTC moved to holding Board and Committee meetings on a virtual platform. At the time of this document’s publication, staff is working on implementing the technology to hold meetings in a hybrid in-person/online format.

Social Media

SRTC has accounts with Facebook, Twitter, LinkedIn, Reddit, NextDoor and YouTube. Staff posts to these accounts regularly about SRTC projects/plans, member agency news, or other transportation related news.

SRTC Website

All key information about the regional transportation planning process is posted to the website, which is updated almost daily. The site includes a feature to translate any page into Spanish, Russian, Vietnamese, and Filipino.

Printed Material

Flyers, handouts, maps and other visualizations are used at in-person meetings and events.

Email Distribution

Email blast notifications about public meetings, open houses, other SRTC events, and public comment periods are sent out to a list of interested members of the public, community-based organizations, public agency staff, committee members, state and federal partner agencies, and general stakeholders

Public Comment Period

Nearly all planning efforts require either a 30-day or 45-day comment period. Community members will be notified of a public comment period using every general outreach method listed above. Public comment cards are available at in-person meetings and events. General comments are encouraged and always welcomed any time of year. For more information on how to contact SRTC, please visit Chapter 1, section C titled, “How to Get Involved in the SRTC Planning Process.” Additionally, members of the public can sign up to make a public comment at the following board or committee meetings.

Committee/SRTC Board Meetings

The Transportation Advisory Committee (TAC), the Transportation Technical Committee (TTC) and the SRTC Board of Directors are monthly reoccurring meetings and are open to the public. All planning efforts, projects, plans, programs, and policies are discussed in detail at these meetings. Any member of the public can attend the meetings. Meeting details can be found in Chapter 2 in section B, title “Reoccurring Public Meetings.”

C. Tailored Strategies – Title VI & Environmental Justice Populations

Historically, certain communities and demographics have disproportionately suffered the burdens of the transportation network while seeing fewer of the benefits. Minorities, those with low income, non-English-speaking communities, those with disabilities, and others have endured displacement, increased exposure to pollution, vibration, noise, and safety hazards as a result of inequitable transportation planning practices and lowest-cost land acquisition.

As both an MPO and an RTPO, SRTC is empowered by Washington State and the federal government to ensure that the burdens and benefits of Spokane County’s transportation system are distributed equitably. While we value all input from and engagement with the public, it is important to dedicate resources to specifically reach out to historically underserved groups.

Building relationships with people and organizations in our communities is important to SRTC and takes time. By striving to connect with various groups at least four times a year ensures that SRTC continues to build those mutually beneficial relationships in our community.

In this section, we identify outreach strategies that are of particular importance when engaging Title VI and environmental justice communities. The tailored outreach strategies are a collection of methods derived from the multiple workshops, feedback from practitioners in the Spokane region, and best practices.

Tailored Outreach Methods

OUTREACH METHOD	TAILORED APPROACH
TRANSLATION	Printed materials and online materials are translated in various languages. Individuals can request a translator for meetings, workshops or any SRTC related event. Additionally, closed captions are available for virtual events.
CONSISTENT BRANDING	By staying consistent with presentation and slide deck design, color scheme, printed collateral, online screen backgrounds, etc. staff can help individuals and groups recognize SRTC related projects, plans, and programs. People who are newly engaging with SRTC or learning about SRTC for the first time will benefit from consistent branding.
SURVEY/ QUESTIONNAIRE	Surveys and questionnaires are one way to gather public feedback or input regarding a planning effort. Ensure the survey or questionnaire uses all applicable “general outreach” methods, is widely distributed on multiple platforms, and is shared with public agency partners and community-based organizations. Consider boosting social media posts, and ensure the survey or questionnaire is open for a sufficient number of days.
FOCUS GROUP	Focus groups can help staff understand perspectives from various groups in the community. Consider reaching out to service providers of historically excluded populations, racial and ethnic groups, the tribes, youths and the aged populations, neighborhoods, and rural communities. The best practice for deciding meeting time and location is to defer to the focus group members or individual.
WORKSHOP	Workshops should be an interactive and engaging listening and/or learning opportunity for SRTC staff and the community. Scheduling workshops at appropriate times and locations is crucial for public involvement. Consider advertising on a variety of platforms and all applicable “general outreach” methods.
LIVE STREAM	Meetings, workshops, open houses and other SRTC events can be live streamed on the SRTC YouTube or Facebook through the Zoom platform. Meeting recordings are available upon request. <ul style="list-style-type: none"> • SRTC Facebook - @SRTCSpokane

	<ul style="list-style-type: none"> • SRTC YouTube - SRTCSpokane
PARTNERING AT COMMUNITY EVENTS	<p>Throughout the year there are events and locations SRTC can set up a table to engage with a varied audience and reach those who have been historically excluded. Some examples of these events are:</p> <ul style="list-style-type: none"> • Toms Turkey Drive • Avista’s Energy Fair • Food banks • Unity in the Community • Cultural events • Neighborhood events
PARTNERING WITH ORGS/AGENCIES	<p>By connecting with various agencies that serve historically excluded communities, we can better understand their unique needs related to transportation. These organizations can help spread messages or SRTC staff can give a presentation to these groups/organizations. Some examples are listed below:</p> <ul style="list-style-type: none"> • Special Mobility Services (SMS) • Spokane Public Libraries, • School counselors • Churches • Community Assembly – Neighborhood groups • Chambers of Commerce • Business owners • Community Health Workers of Eastern Washington • Neighborhood Councils • Racial and ethnic organizations.
PARTNERING ON SOCIAL MEDIA	<p>Ask public agencies to share our posts on social media. Share events and posts from partner agencies on SRTC social media platforms. Some examples are listed below:</p> <ul style="list-style-type: none"> • Spokane Transit Authority (STA) Communications • Washington State Department of Transportation – Eastern Region Communications • Spokane Regional Health District Communications • Spokane County Communications • City of Spokane Communications
MEDIA & VISUALIZATIONS	<p>Use a variety of easy-to-understand visualizations and media for in person and online events.</p> <ul style="list-style-type: none"> • Reader boards • Trade show displays • Videos • Infographics • Maps
PRINTED MATERIAL	<p>Flyers, handouts, announcements, and posters that hung in strategic locations throughout the region can draw in individuals who have been historically underrepresented. Consider placing printed materials at locations listed below:</p> <ul style="list-style-type: none"> • Community Centers • Libraires • Cultural food grocery stores • Community Colleges of Spokane

	<ul style="list-style-type: none"> • Churches • Community bulletin boards
FUTURE APPROACHES	<p>Future tailored engagement methods for consideration:</p> <ul style="list-style-type: none"> • SMS text messaging for meeting updates/reminders, • text to email options for public comments during or after an SRTC meeting or during a public comment period. • Consider reimbursements for focus group, workshop, and/or survey participants especially underrepresented populations • Provide refreshments at in-person meetings, workshops, and events • Provide free bus passes to those who participate who attend in-person meetings or events. • Guided tours of SRTC office space • E-News letter • SRTC Staff volunteer with local community-based organizations.

Contact information for the organizations and agencies listed in the table above are available to SRTC staff for SRTC communication and outreach purposes only.

Engaging Title VI and Environmental Justice Communities

SRTC employs a variety of communication and outreach techniques to engage the region’s Title VI and Environmental Justice communities. Though you can see a full list of engagement techniques on page X, additional care must be taken when reaching out to historically underserved populations.

Historically underserved communities, such as minorities and those with low incomes, may have less flexibility to travel to meetings, making digital media such as smartphone-based messaging and web-based meetings a key communication tool. On the other hand, fewer people may have access to a stable internet connection. A mix of digital, phone, and in-person communication techniques is recommended.

*For a full list of historically excluded communities, Environmental Justice, and Title VI communities people see appendix A.

Engaging Tribes

There are two federally recognized American Indian tribal governments with trust lands in Spokane County – the Spokane Tribe and Kalispel Tribe. SRTC encourages full participation of the tribes in all major activities, including development of the TIP and MTP.

Both Tribes also have positions on the Transportation Technical Committee (TTC) and both also manage inter-regional transit operations. The Kalispel Tribe operates KALTRAN, a fixed route service from Usk, Washington to North Spokane that operates six days a week and service to Lone, Washington two days a

week. The Spokane Tribe operates the Moccasin Express, a free service that serves the Spokane Reservation; Ford, Washington; and Airway Heights.

SRTC works with the Tribal Liaison in the WSDOT Planning Office. SRTC also maintains a Tribal Liaison on staff, a position filled by one of the agency's senior planners. The Tribal Liaison communicates with the tribes both digitally and via in-person meetings and events on tribal.

Engaging Limited-English Proficient Populations

SRTC translates public outreach materials and other important documents such as the MTP into the two most prevalent languages other than English (LOTE) in Spokane County – Spanish and Russian.

CHAPTER 5 – EVALUATING AND REPORTING

Every planning effort at SRTC includes a tailored engagement strategy based on the community it will or could potentially affect. Planning efforts may have consultant assistance for the work and implementation of the engagement strategy. Some engagement strategies are designed and implemented by SRTC staff. At the onset of a planning effort, SRTC develops a scope, timeline, milestones, and goals for public engagement. During the study, plan update or program, SRTC evaluates the goals of the engagement effort and adjusts as necessary. By utilizing a variety of outreach methods, having conversations with trusted members and representatives from of Spokane County’s diverse communities, SRTC can help to ensure that environmental justice communities and historically excluded populations are engaged throughout the planning effort.

SRTC recognizes that successful public engagement is more than counting the number of people who come to, or tune in, to an open house or public meeting. While it is important for SRTC to track the quantifiable public engagement interactions, SRTC also tries to understand the qualitative outcomes.

Outcomes are the key end-results that SRTC is hoping to achieve. Some outcomes, however, may be difficult to quantify. Outputs, in contrast, are measurable actions or items that may correlate or contribute to desired outcomes. Outputs are more quantifiable, but also more limited.

A. Outcomes

Outcomes are the big picture goals of our engagement efforts, such as raising awareness, building community relationships, improving a perception with education. These outcomes can be difficult to track and often do not follow a linear behavior. The success of the particular outcome is measured by conversations with community members. Community leaders, cultural connectors, and trusted members of the community can shine a mirror on the perception of SRTC’s public engagement efforts on a given plan, program, or study. SRTC relies on the relationships that have been built with these leaders as catalysts to disseminate information and bring together voices have been historically excluded.

For the TIP, MTP, and other major planning products, SRTC publishes a summary of public comments and feedback. SRTC also participates in public events where it may be difficult to record each conversation with the public. In any setting, SRTC listens to the public and makes an effort to respond to public feedback.

Additionally, SRTC monitors comments, reactions and feedback on our social media platforms that help us understand if our big picture engagement goals are being met. The successes or shortcomings of any given engagement outcome are internally documented and assessed to learn and continue improving SRTC’s engagement strategy development and implementation.

Example Outcomes:

- **Raise awareness** about SRTC plans and policies
- **Educate** stakeholders and the public about engagement opportunities
- **Build relationships** within the community
- **Increase participation and engagement** from historically excluded communities (e.g. people of color, those with disabilities, low-income) *

B. Outputs

Outputs are quantifiable connections with community members. Although outputs are easy to track and measure, they may not be *direct* indicators of success. For example, SRTC tracks the number of public comments received about any given project, plan, or program. Though the volume of public comments and website visits indicates participation and engagement with SRTC content, they don't directly indicate successful or meaningful engagement. Despite limitations, the outputs listed below provide SRTC critical information on public engagement that helps inform our tailored strategies and future PPP updates.

TOOL	WHAT/HOW MONITORED	MEASUREMENT & INDICATOR
SRTC WEBSITE	<ul style="list-style-type: none"> • Number of site visits • Most-viewed pages and downloads • Time spent on site 	<ul style="list-style-type: none"> • Website use levels • If use is growing
SRTC SOCIAL MEDIA PLATFORMS	<ul style="list-style-type: none"> • Number of “likes”, “followers”, etc. • Number of comments, replies or “retweets” 	<ul style="list-style-type: none"> • How many people are being made aware of SRTC’s activity in the community • If SRTC is effectively engaging people
NEWS RELEASES	<ul style="list-style-type: none"> • Number of releases sent out • Number of articles/media pieces published or broadcast following releases • Website analytics day after news article or broadcast 	<ul style="list-style-type: none"> • If adequate information is being sent to the media • If information is easily understood and presented in a way that engages the public • If news releases, articles or broadcasts led readers to SRTC’s website
PUBLIC COMMENTS AND PUBLIC COMMENT PERIODS	<ul style="list-style-type: none"> • Number of comments received 	<ul style="list-style-type: none"> • If members of the public are interested in the comment period topic • If the public understand the comment period topic • If the number of comments received continues to increase, demonstrating that an increasing number of people are being reached
BOARD, COMMITTEE, AND OTHER PUBLIC MEETINGS	<ul style="list-style-type: none"> • Number of meetings and public events • Number of citizen attendees • Number of comments received at meetings • Substance of comments received at meetings 	<ul style="list-style-type: none"> • If the public is receiving meeting notifications • Public interest in agenda items • Sign-in sheets can reveal if members of traditionally underserved populations are attending • If attendees understand meeting content • Which topic areas are of interest to the public • If meeting attendees are being appropriately educated on topics
EMAIL DISTRIBUTION LISTS	<ul style="list-style-type: none"> • Number of people receiving emails from SRTC announcing activities • Number of people receiving monthly meeting agendas and packets 	<ul style="list-style-type: none"> • Interest in SRTC activities • That staff is making new connections and adding new contacts to email blast lists

*For a full list of historically excluded communities, Environmental Justice, and Title VI communities people see appendix A.

APPENDIX A

TITLE VI & ENVIRONMENTAL JUSTICE POPULATIONS

As the federally designated MPO for the Spokane Region, SRTC is required to ensure that equity issues are evaluated in its transportation planning efforts. Title VI of the Civil Rights Act of 1964 prohibited discrimination on the basis of race, color, and national origin. During the decade after passage of the Civil Rights Act, Congress passed a series of laws extending civil rights protections in federally assisted programs and activities – such as the Age Discrimination Act of 1975. Title VI has been expanded more recently with the addition of the Americans with Disabilities Act (ADA) of 1990. In 1994, Executive Order 12898 was issued to address environmental justice in minority and low-income populations. Agencies receiving federal funds were called upon to make achieving environmental justice part of their mission by identifying and addressing disproportionately high and adverse human health and environmental impacts of their programs, policies, and activities on minority and low-income populations. In 2000, Executive Order 13166 was issued requiring that agencies receiving federal funding undertake proactive efforts to ensure meaningful access to federally funded programs for persons with limited English proficiency.

Spokane County is home to a diverse community of residents. It includes both a large urban core and numerous rural communities. Its diverse landscape and economy rely on an equally diverse population in order to thrive. According to a 2017 report by Spokane Regional Health District (SRHD), Spokane County is home to a large set of cultural groups. More than 30 languages other than English are spoken in Spokane County households (SRHD 2018). The area also includes American Indian tribes, such as the Kalispel Tribe and Spokane Tribe, members of SRTC's Board of Directors.

SRTC tracks potentially disadvantaged populations by Census geography in Spokane County. To analyze potential planning impacts on potentially disadvantaged populations, SRTC pursued a methodology based on the procedure followed by Delaware Valley Regional Planning Commission (DVRPC) in the greater Philadelphia area (DVRPC 2020).

SRTC's analysis defined environmental justice populations through six indicators of potential disadvantage: individuals with low incomes, minorities, limited English proficiency (LEP), limited vehicle access, age dependency (elderly and youth), and disabilities. SRTC's indicators of potential disadvantage are intended to capture groups especially vulnerable to negative transportation impacts – such as groups included in Title VI, the ADA, and Executive Orders 13166 and 12898. The six indicators are displayed in Figure 1 along with the definition of each measure and countywide, state, and national averages.

Racial and ethnic minorities, as well as people with lower incomes, have been disproportionately exposed to transportation-related hazards such as pollution. People with disabilities, who (by choice or necessity) don't have vehicle access, or who cannot speak English well are likewise especially vulnerable to negative transportation impacts. Children and the aged may be unable to drive and are more vulnerable to transportation-related safety hazards.

Figure 1. Indicators of Potential Disadvantage

IPD	Metric	Spokane County	WA State	United States
Low Income	% of individuals with incomes below 200% of the Federal Poverty Level	32.2	26.9	31.9
Minority	% of Population Belonging to a Racial or Ethnic Minority Group	15.4	30.9	38.9
Language	% of Households with Limited English Proficiency	1.2	3.8	4.4
Vehicle Access	% of Households with No Vehicle Access	7.2	6.9	8.7
Elderly and Youth	Age Dependency Ratio; Under 18 or 65 and Over	61.3	59	61.4
Disabled	% of Non-institutionalized Population with a Disability	14.5	12.6	12.6

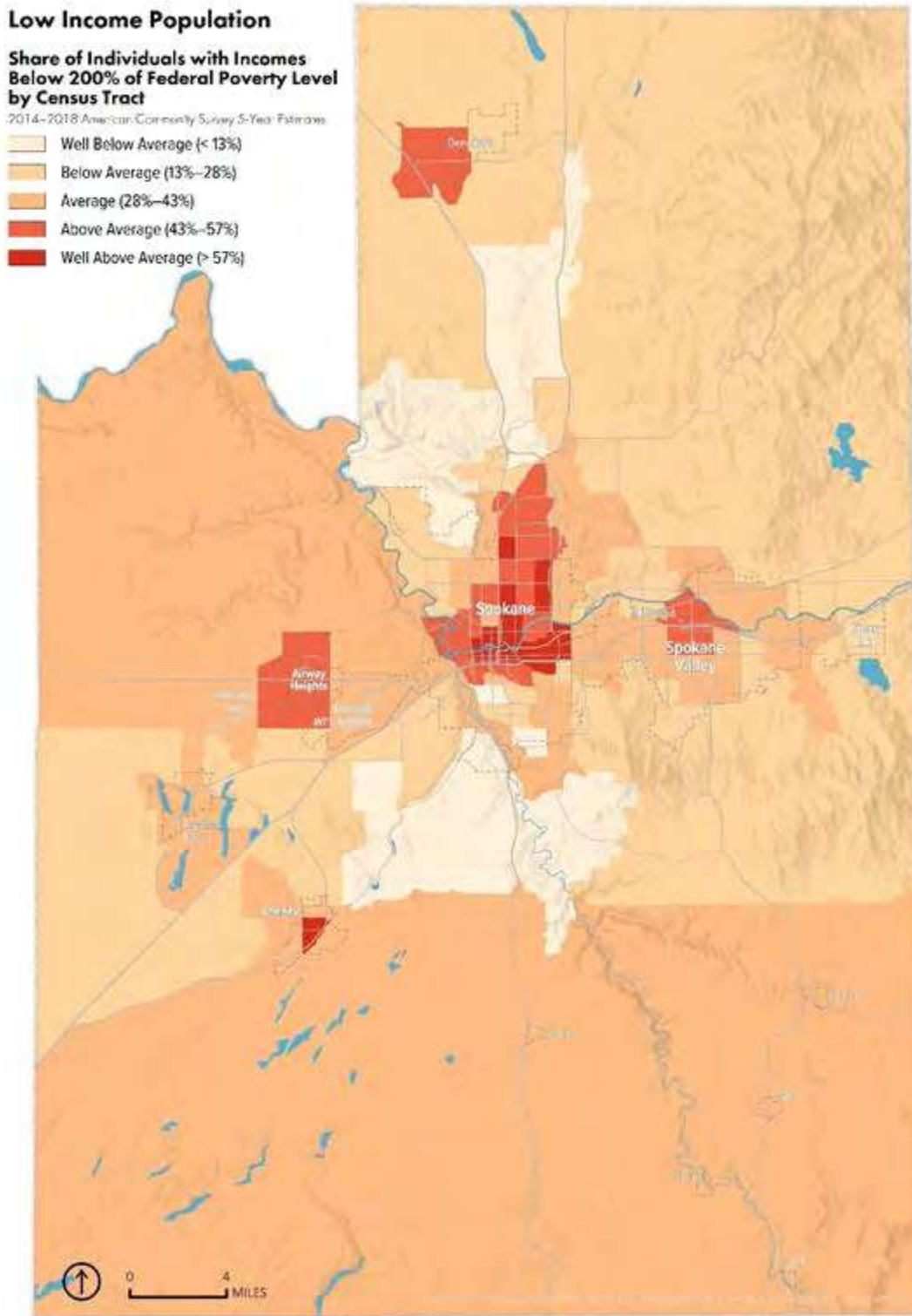
SRTC analyzed each of the six indicators of potential disadvantage at the census tract level. For each IPD category, every census tract was assigned a score indicating the level of similarity or difference from the average value for Spokane County (based on standard deviations from the mean). The scores for each individual IPD category were converted to an overall IPD score. Tracts with values within + 0.5 standard deviations of the countywide average were considered to be average and assigned a score of 2. Tracts between + 0.5 and 1.5 standard deviations of the countywide average were considered to be above or below average and assigned a score of 3, while tracts between – 0.5 and -1.5 standard deviations were considered below average and assigned a score of 1. Tracts more than 1.5 standard deviations greater than the countywide average were considered to be well above average and assigned a score of 4. Tracts more than 1.5 standard deviations below the countywide average were considered well below average and assigned a score of 0. Table 1 illustrates the conversion of z-score values to IPD score for each IPD category.

Table 1. Z-Score to IPD Score Conversion

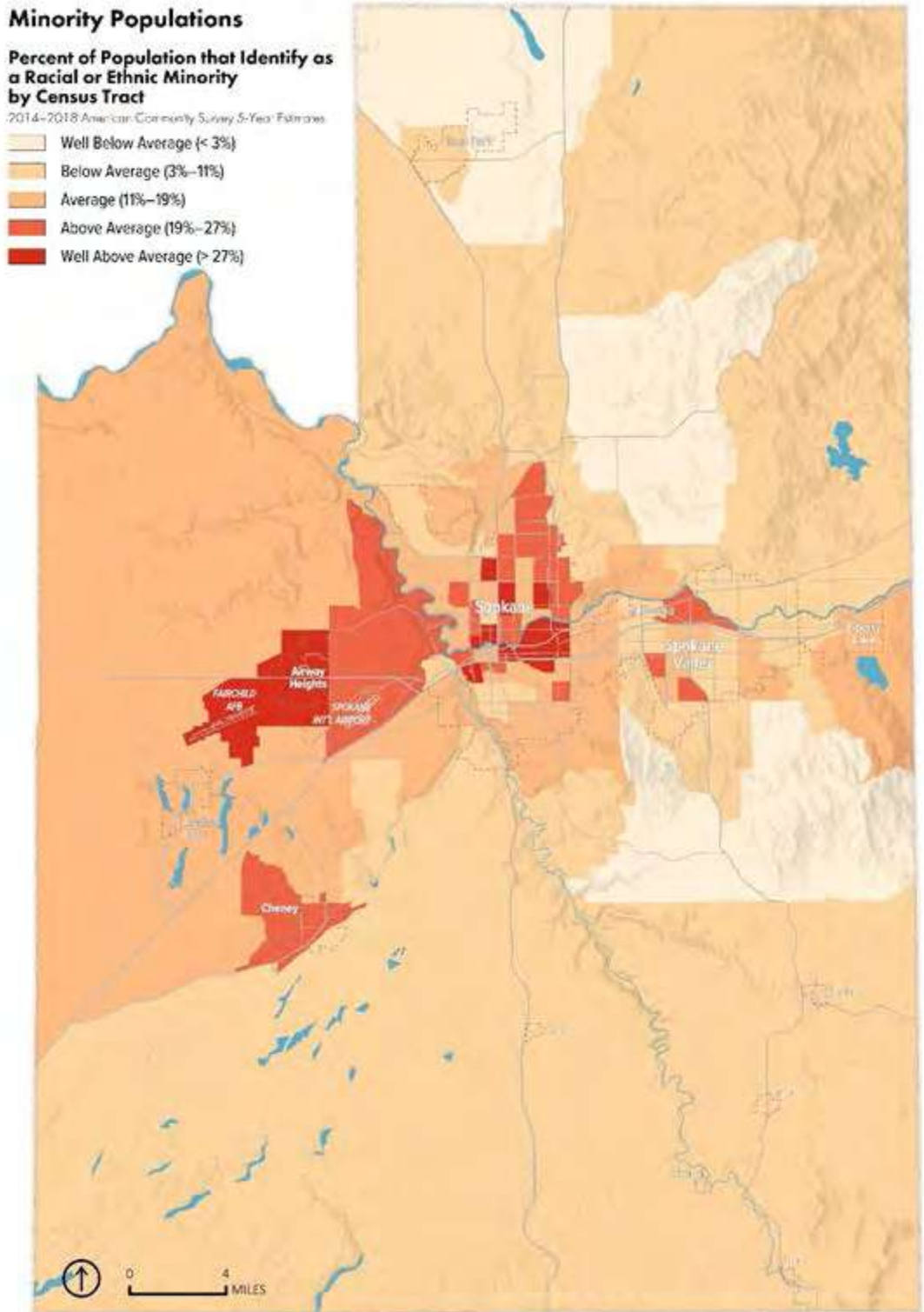
Standard Deviations from Countywide Mean	IPD Score
< -1.5	0 (Well below average)
-1.5 to -0.5	1 (Below average)
-0.5 to 0.5	2 (Average)
0.5 to 1.5	3 (Above average)
> 1.5	4 (Well above average)

Each tract’s IPD scores for each IPD category were then added to produce an overall IPD score value. The total IPD scores were again normalized and compared countywide to identify which tracts were above average or well above average overall. Maps 1.1 – 1.6 display the comparative IPD scoring values for each Spokane County census tract for each individual IPD category.

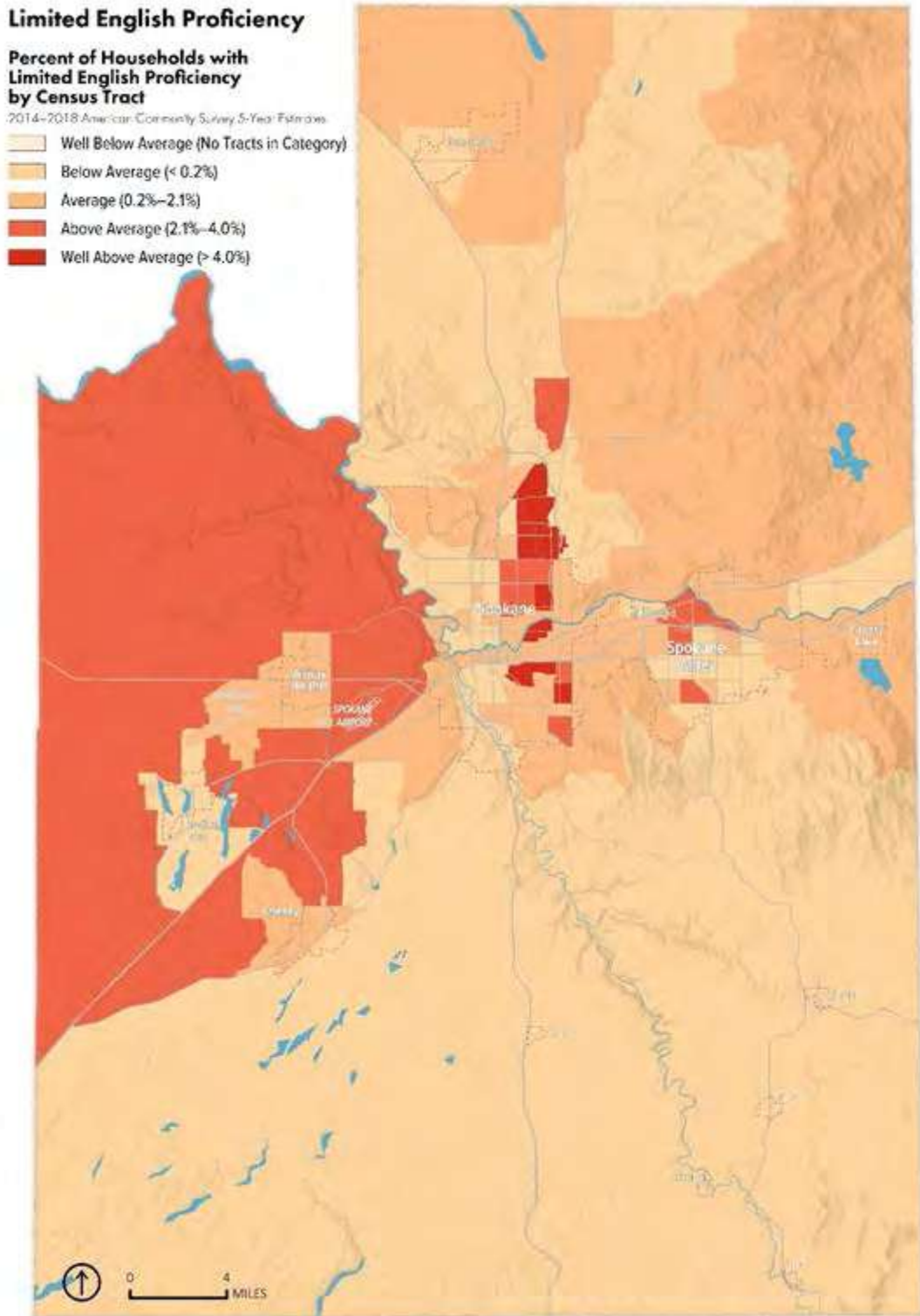
Map 1.1. Low Income Population



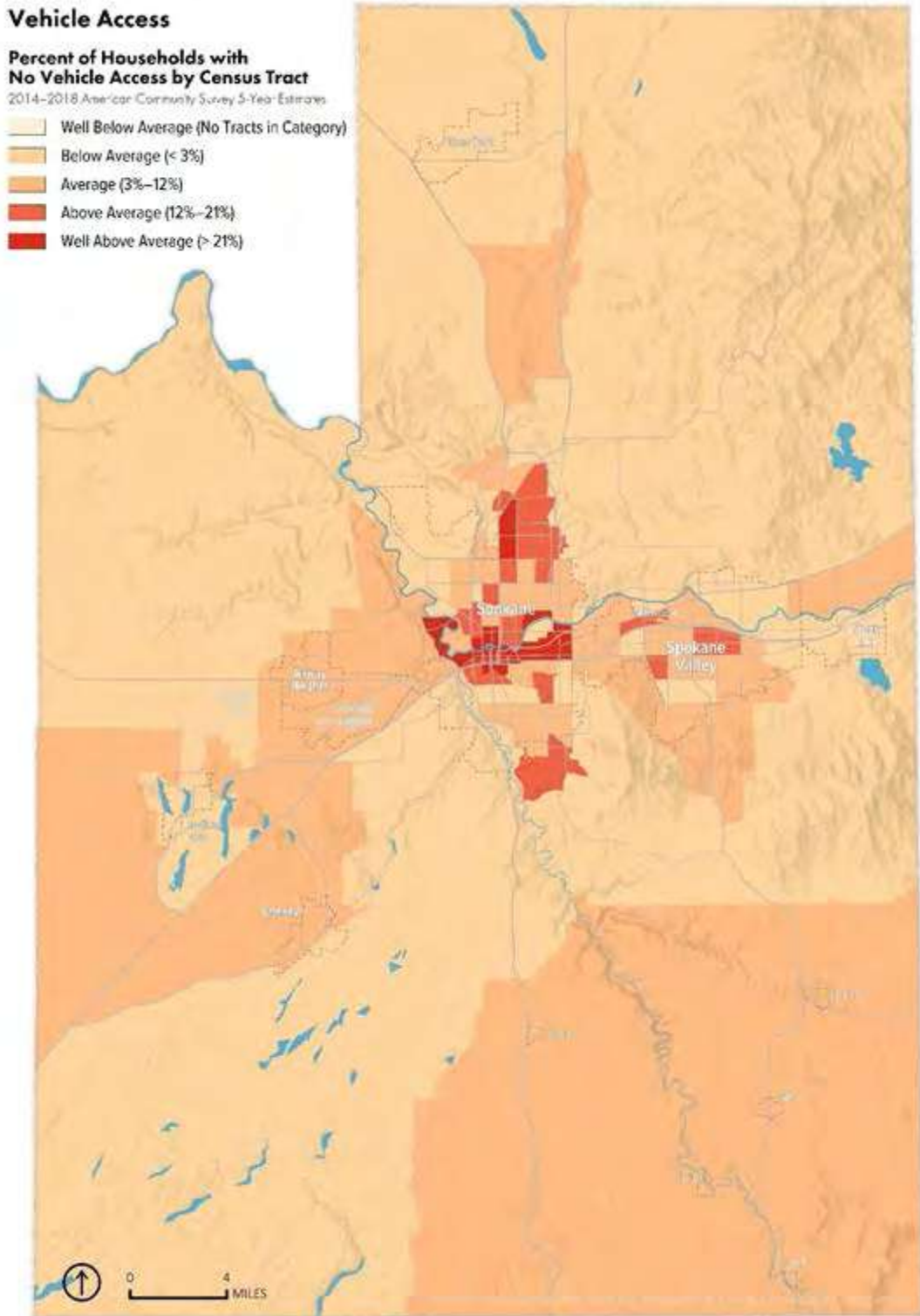
Map 1.2. Minority Populations



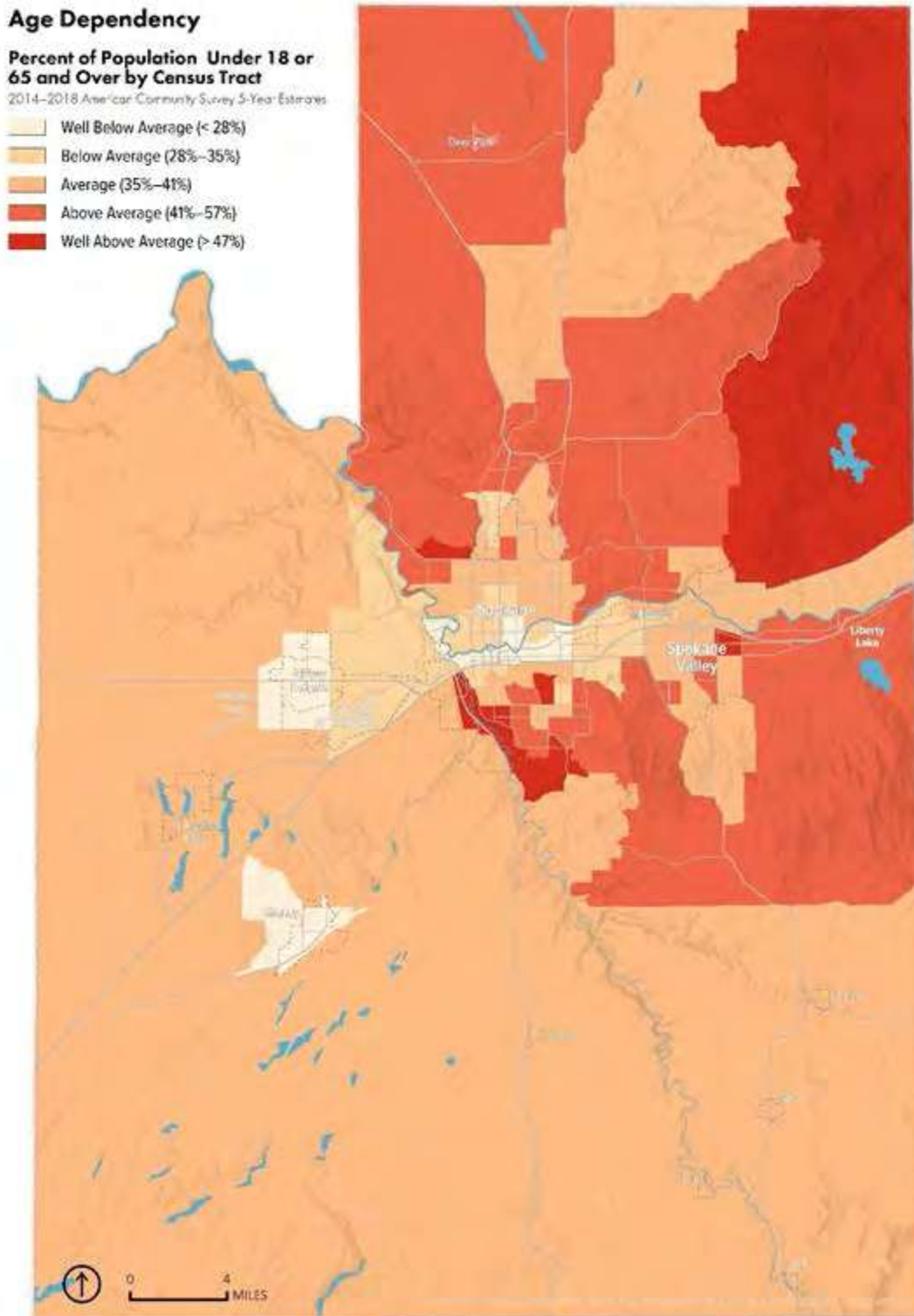
Map 1.3. Limited English Proficiency



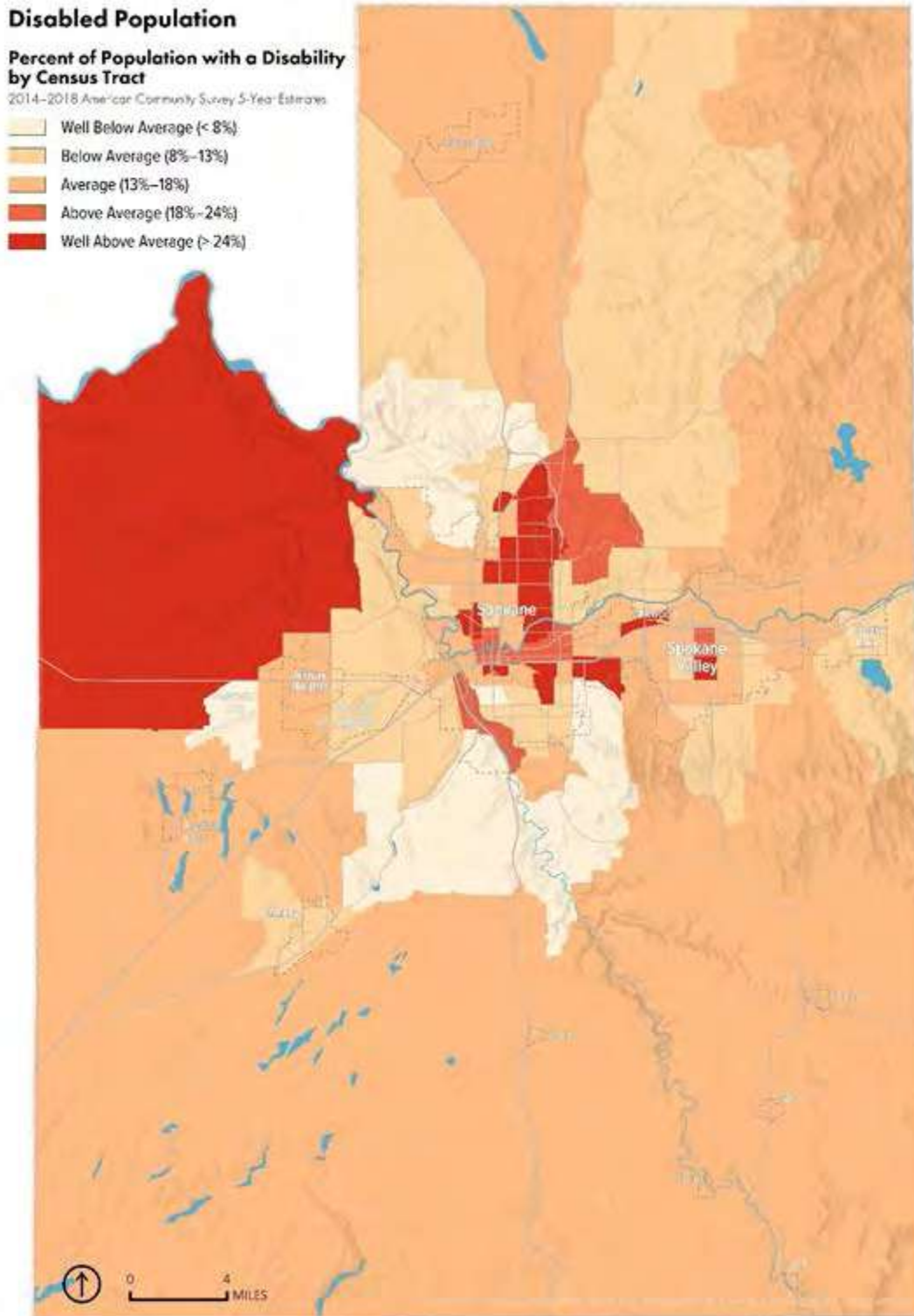
Map 1.4. Vehicle Access



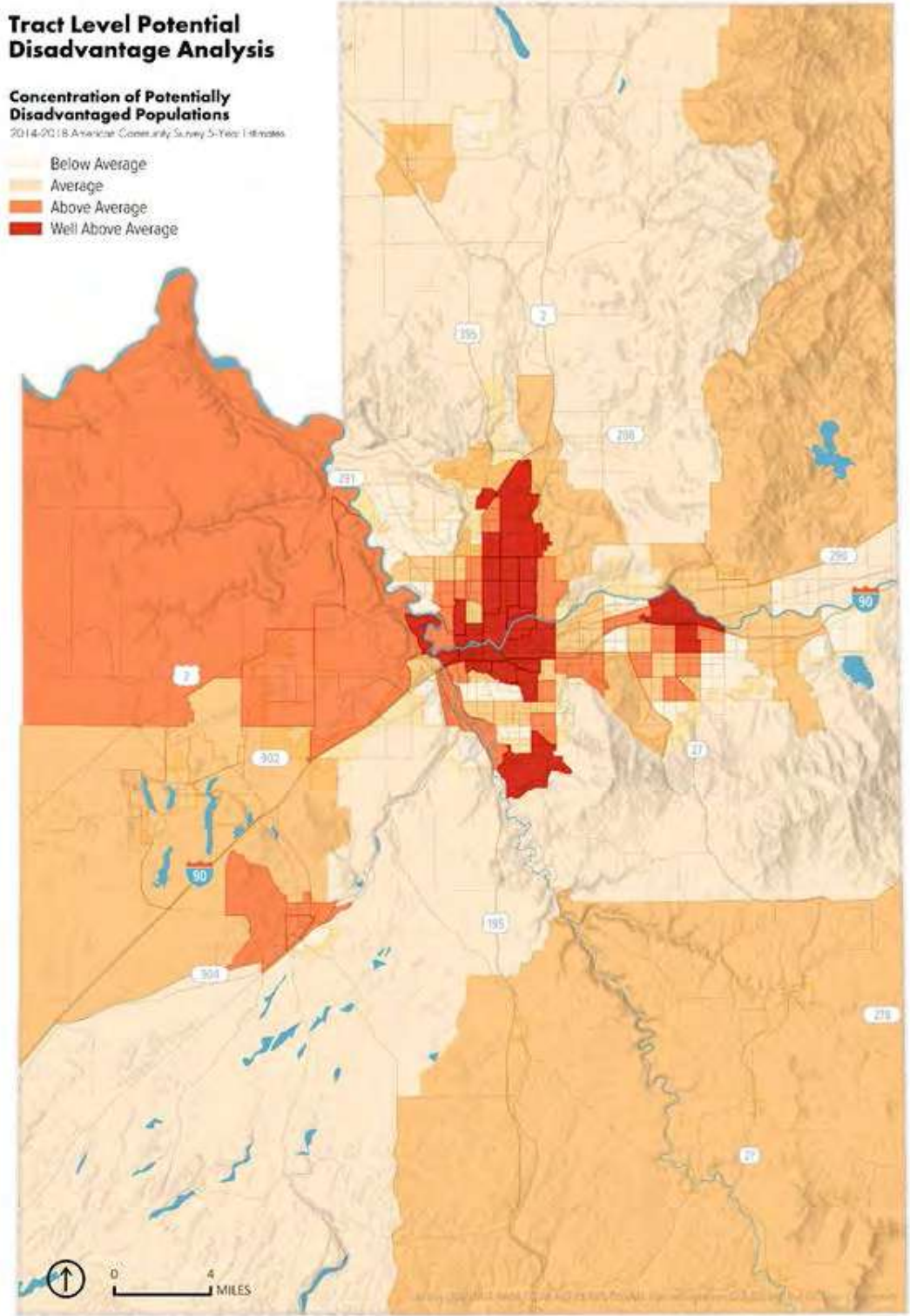
Map 1.5. Age Dependency



Map 1.6. Disabled Population



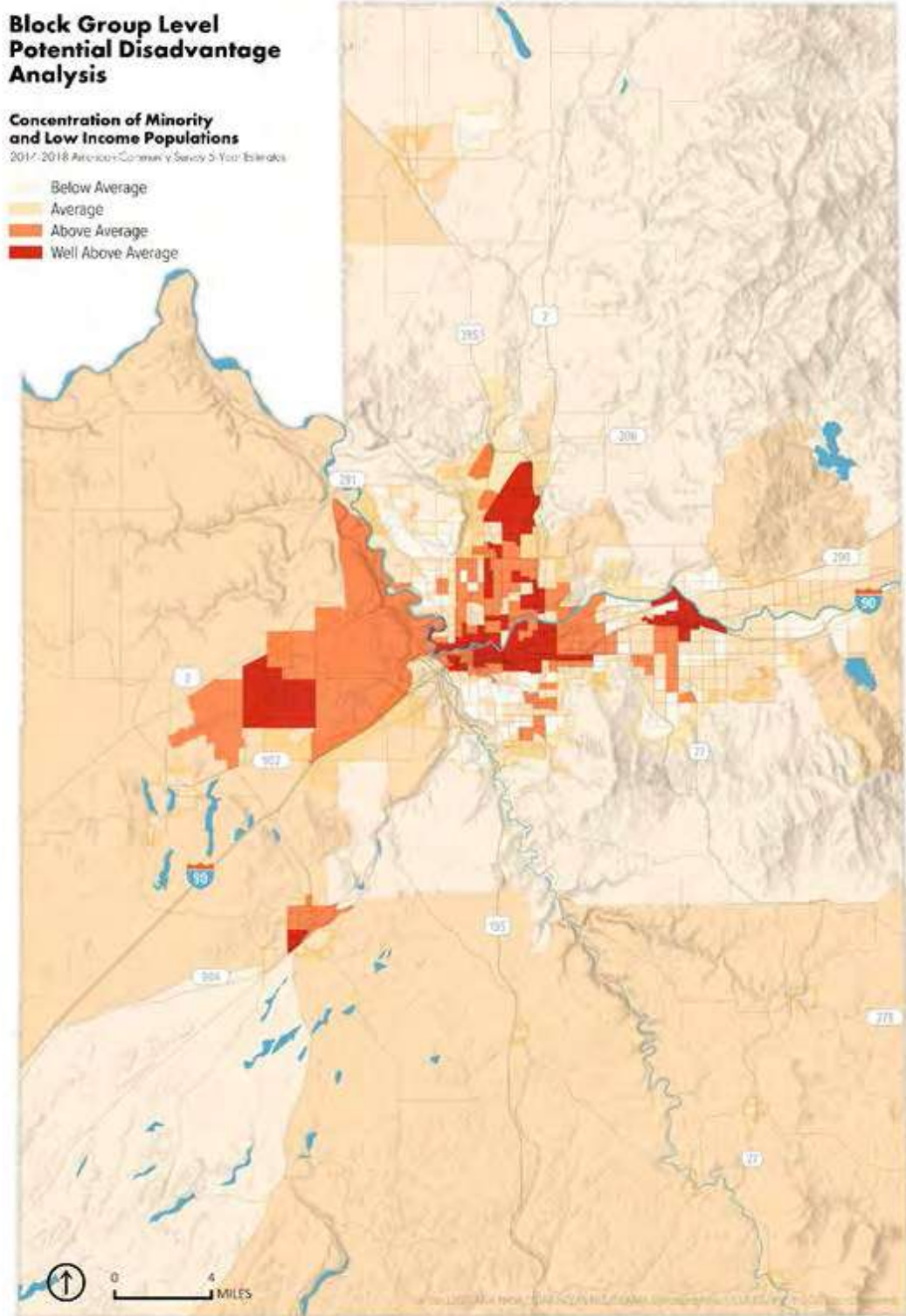
Map 1.7. Tract Level Potential Disadvantage Analysis



Map 1.7 displays the combined outcome of the tract-level potential disadvantage analysis. Notably, much of Eastern Central, North Central, and Northeast Spokane scored highly for potential disadvantage. The lower Moran Prairie area was elevated primarily due to high scores for age dependency and limited vehicle access.

Though the tract-level analysis highlighted some clear areas of potential disadvantage, there are instances where potentially disadvantaged communities exist as a smaller subarea of an otherwise affluent tract. To capture some of these areas, SRTC performed a secondary analysis at the block group level. Due to larger margins of error for certain IPD categories and certain census block groups, the block-group level analysis focused exclusively on income and minority status. Map 1.8 shows the outcome of the block group level analysis.

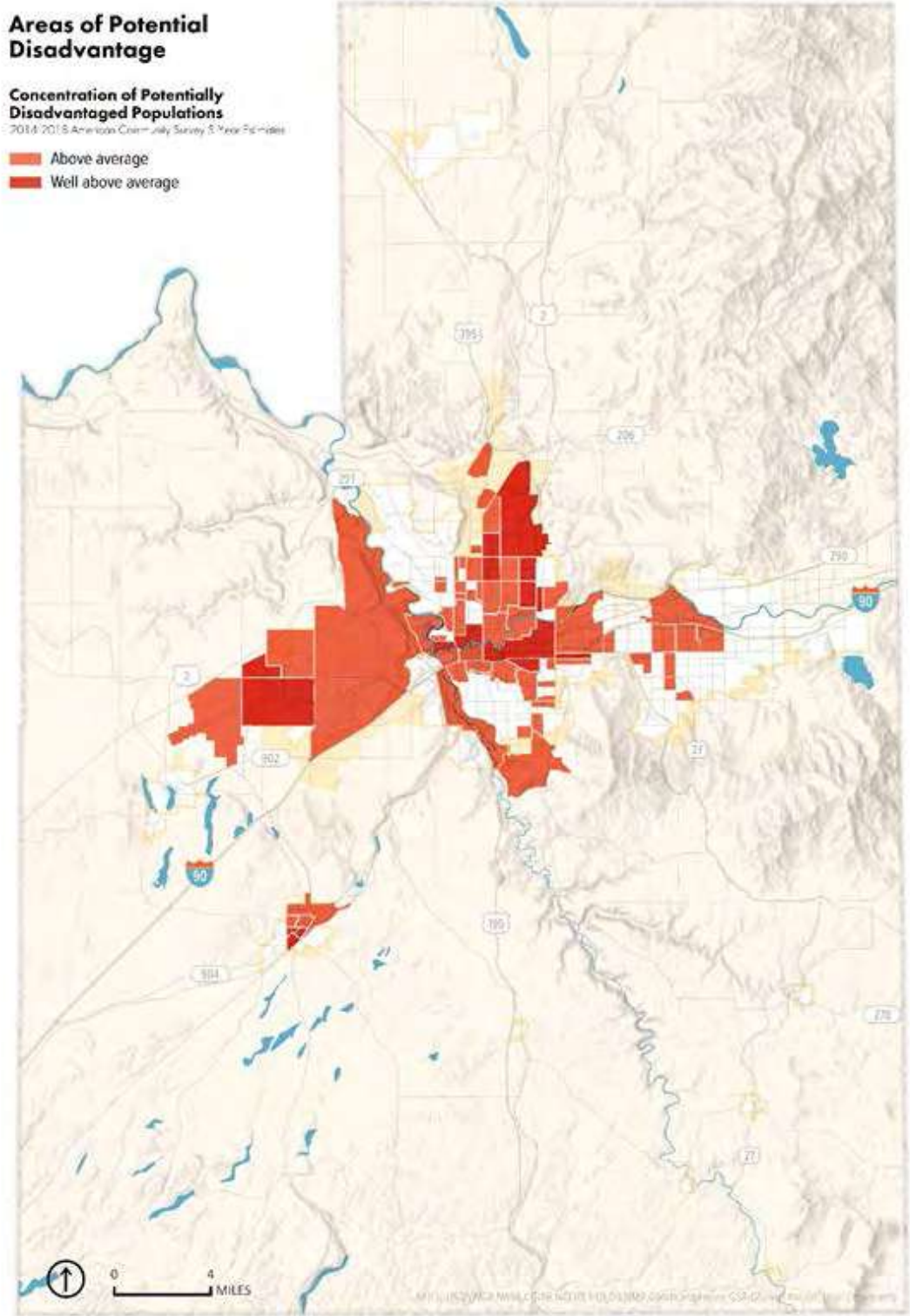
Map 1.8. Block Group Level Potential Disadvantage Analysis



As with tract-level IPD category scores, block group-level scores for minority and low income were added and compared to the countywide average to produce an overall IPD score.

Both the block group and tract level analyses were combined to help map areas of potential disadvantage within SRTC's planning area. Areas of Potential Disadvantage IN Spokane County are distributed throughout most of the urbanized area with the exclusion of Liberty Lake and Deer Park (see Map 1.9).

Map 1.9. Areas of Potential Disadvantage



APPENDIX B

WHO DO WE ENGAGE WITH?

Some examples of groups that SRTC engages with include:

LOCAL MEDIA	LOCAL AGENCIES & GOVERNMENTS	COMMUNITY ORGANIZATIONS	PRIVATE SECTOR	SPOKANE AREA RESIDENTS through
General Outreach				
<ul style="list-style-type: none"> • Spokesman Review • Cheney Free Press • Liberty Lake Splash • Deer Park Tribune • The Inlander • Local broadcasters; KXLY, KREM, KHQ, KPBX • Spokane Valley Current • Valley News Herald 	<ul style="list-style-type: none"> • Cities of Cheney, Deer Park, Liberty Lake, Medical Lake, Millwood, Spokane, and Spokane Valley • Spokane Transit Authority • Spokane County • Spokane Health District • WSDOT • WA State Patrol 	<ul style="list-style-type: none"> • City of Spokane Neighborhood Councils • City of Spokane Community Assembly • PeTT Committee • Local universities and community colleges 	<ul style="list-style-type: none"> • Greater Spokane Inc. • Spokane Valley Chamber of Commerce • Downtown Spokane Partnership • Rail/Freight companies • 	<ul style="list-style-type: none"> • Transportation Advisory Committee • Social Media platforms • Surveys • SRTC website • SRTC hosted public meetings • Citizens who have signed up to be on email notification lists
Tailored Outreach				
<ul style="list-style-type: none"> • The Black Lens • Rawhide Press • The Fig Tree 	<ul style="list-style-type: none"> • Kalispel and Spokane Tribes • Towns of Latah, Fairfield, Rockford, Sprague & Waverly • Other RTPOs in eastern WA 	<ul style="list-style-type: none"> • Northeast Community Center • Martin Luther King Jr Center • West Central Community Center • Bicycle Advisory Board 	<ul style="list-style-type: none"> • East Sprague Business Improvement District • Local faith-based organizations • Area wide bicycle businesses 	<ul style="list-style-type: none"> • Community events & festivals

APPENDIX C

2021 UPDATE METHODOLOGY

SRTC updated the Public Participation Plan (PPP) between December 2020 and December 2021. The update process included workshops with local experts from both the public and private sector as well as internal discussion and review. Then, the draft document was made available for 45 days for public comments. The draft document was also reviewed and approved by SRTC’s Transportation Advisory Committee, Transportation technical Committee, and Board of Directors. Based on feedback, final changes were made prior to the adoption of the plan in December 2021.

WORKSHOPS

SRTC held a series of workshops in spring and summer of 2021 to collect feedback from local subject-matter experts including public and private sector professionals with outreach and equity-related experience. Workshops covered key topics related to the PPP, including the 2021 update plan and schedule; plan goals and objectives; engagement tools and resources; outreach to environmental justice and Title VI communities; and how to measure the relative success of outreach tools and efforts.

WORKSHOPS BY FOCUS AREA

WORKSHOP 1	WORKSHOP 2	WORKSHOP 3	WORKSHOP 4	WORKSHOP 5
<i>KICK-OFF</i>	<i>GOALS & OBJECTIVES</i>	<i>ENGAGEMENT MATRIX</i>	<i>EQUITY AND OUTREACH METHODS</i>	<i>MEASURING SUCCESSFUL ENGAGEMENT</i>

Members of the subject matter expert team included representation from local organizations such as Spokane County Libraries, Aging and Long-Term Care of Eastern Washington, and the Northeast (Spokane) Community Center, as well private sector experts from local utilities, freight, and civil and structural engineering. Contributing guests included planning and outreach experts from the Cities of Spokane and Spokane Valley, Eastern Washington University, Gonzaga University, Spokane Regional Health District, Special Mobility Services, and Washington State Department of Transportation.

COMMITTEE REVIEW AND PUBLIC COMMENT TIMELINE

The PPP update draft was completed in August and September 2021. The draft was presented to the Transportation Advisory Committee and Transportation Technical Committee at their September meetings. The draft document was made available for public review and comments from September 9 to October 23, 2021.

PLACEHOLDER FOR APPENDIX D ENGAGEMENT STRATEGY TEMPLATE TOOL

PLACEHOLDER FOR APPENDIX E
PUBLIC COMMENTS