



Chapter 03



Public Outreach

- Transportation Advisory Board
- Phase 1 Outreach: Goals & Vision + Project Ideas
- Phase 2 Outreach: Project Review
- Striving for Equity and Racial Justice in Public Outreach

Introductions

Affiliation

List which travel modes you use each week

Share why you are motivated to participate on the TAB

Carla Maloney
Kent
Design E

Brian Bo
Resident

Rosalee Givens
Kent

Hayley Bonstee
Kent Staff - Economic
& Community Development



The overarching principle of the public outreach process was to develop a TMP that reflects the diverse perspectives and transportation needs of the community.

Extensive community outreach through online engagement, pop-ups at community centers, committee meetings, and targeted engagement with traditionally underserved communities was essential to developing the TMP. While outreach with community members throughout the TMP update was a priority, there were three distinct phases. The first phase focused on gaining consensus on the TMP's goals and vision for transportation and on soliciting project ideas. The second phase focused on gathering feedback on the draft project list.

Although the COVID-19 pandemic limited in-person engagement opportunities in 2020, creative engagement tools were deployed to spread the word about the draft project list in the second phase of engagement and solicited feedback from Kent's many diverse communities.

More information is provided in **Appendix D**.

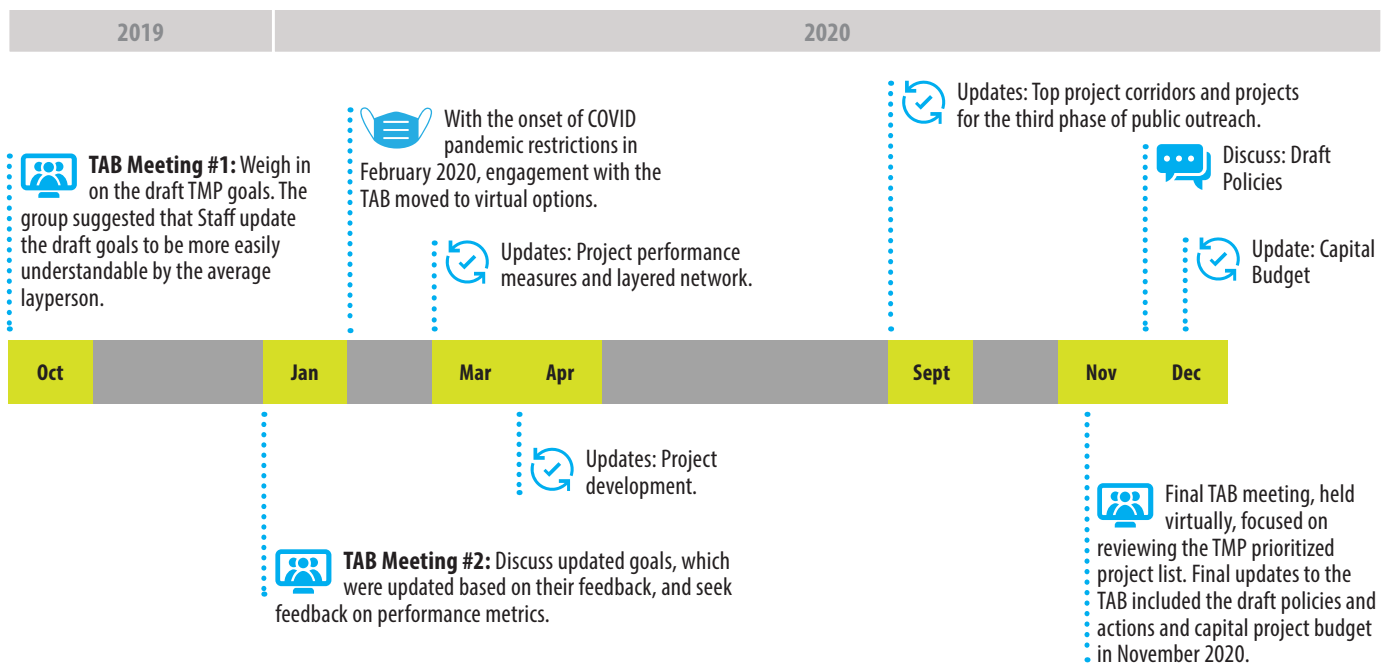


→ Transportation Advisory Board (TAB)

The TAB was established as part of this process to advise and meaningfully shape the TMP, the vision, goals and ultimately the projects. It is composed of a volunteer body consisting of:



TAB Updates and Feedback



→ Phase 1 Outreach: Goals & Vision + Project Ideas

The TMP goals are the product of a robust public outreach process. City staff developed draft goals for the TMP, which were brought to the community for feedback in August and September 2019. The City received feedback through a variety of engagement methods (described below), and the draft goals were revised to incorporate this community-based input.

Online Input

The project website (KentTMP.com) hosted fact sheets and an interactive survey on its draft goals, which were available in English, Spanish, Somali, Ukrainian, and Vietnamese. Approximately five-hundred unique inputs were recorded on an online web map requesting feedback on potential project ideas, and 175 people completed the online survey. To engage the public, the Kent communications team posted social media messages on Facebook, Twitter, and Instagram to advertise this opportunity for residents to weigh in on the draft goals and submit project ideas. These social media posts and advertisements incorporated demographic targeting strategies to draw in audiences from community members in Kent and included invitations to participate in the five languages above. In addition, notifications were sent through the City of Kent transportation email list, the Mayor’s weekly newsletter and neighborhood blogs.

In-Person Engagement

City staff organized and attended nine in-person community events and two City of Kent Board meetings in August and September 2019 to collect input on the draft goals. A variety of locations, days of the week, and times were selected to get broad participation. Events included a booth at the Kent Downtown Farmer’s Market, participating in a Health Fair at the Kent Senior Activity Center, attending the Journey to Peace community storytelling event, and tabling at both the Kent and Panther Lake public libraries. During these in-person events, participants commented on draft goals, provided input on how to prioritize them, perused flyers in five languages, talked with staff, and reviewed materials about the TMP.



→ Phase 2 Outreach: Project Reviews

In August/September 2020 the City embarked on the difficult task of soliciting public feedback on the draft project list in an unprecedented time due to the COVID-19 pandemic. Unable to meet in person, the project team had to get creative to spread the word about the draft project list. With a focus on getting the word out far and wide, posters and flyers were disseminated across the City to direct traffic to an online survey and webmap.

Getting the Word Out

The following strategies were used to spread the word about the online survey and webmap:

Posters



At Ethnic and Specialty grocery stores



Grocery & Retail Stores



Parks & Trails

Partnerships

- Neighborhood Councils
- Cultural Communities Board
- Kent Bicycle Advisory Board (KBAB)
- Land Use and Planning Board (LUPB)
- TMP Transportation Advisory Board (TAB)
- King County Metro
- Community Organizations
- Apartment Complexes
- School Districts

Digital Promotions



Social Media: TMP advertising reached 70,784 people (saw an ad at least once)



E-Connect (Email Distribution)

Getting Feedback

The following tools were developed to get as much feedback as possible online at a time when people had many competing distractions and difficult challenges to face related to impacts of the pandemic.



Incorporating Feedback

The online survey and webmap were useful tools in identifying gaps in the project list. The public outreach process identified opportunities to include more of the following project types into the project list:

- » Pedestrian crossing improvements
- » Pedestrian facilities near schools
- » Pedestrian facilities near transit
- » Intersection and signal improvements to decrease traffic congestion

→ Striving for Equity and Racial Justice in Public Outreach

Equity was at the forefront of the outreach campaign.

Phase 1

Two Cultural Communities Boards workshops were held to get feedback on the draft goals. City staff organized and attended nine in-person community events and two City of Kent Board meetings, as well as one-on-one outreach to fifteen low-income housing complexes, and fifteen Black-owned businesses, organizations, and places of worship.

A variety of locations, days of the week, and times were selected to get broad participation and to meet people where they naturally frequented, rather than request they take time out of their schedules to attend an event.

Library “pop-ups” were timed to coordinate with events happening at the library that drew diverse audiences, such as:



Bilingual story times



English as a Second Language (ESL) practice classes



Citizenship classes

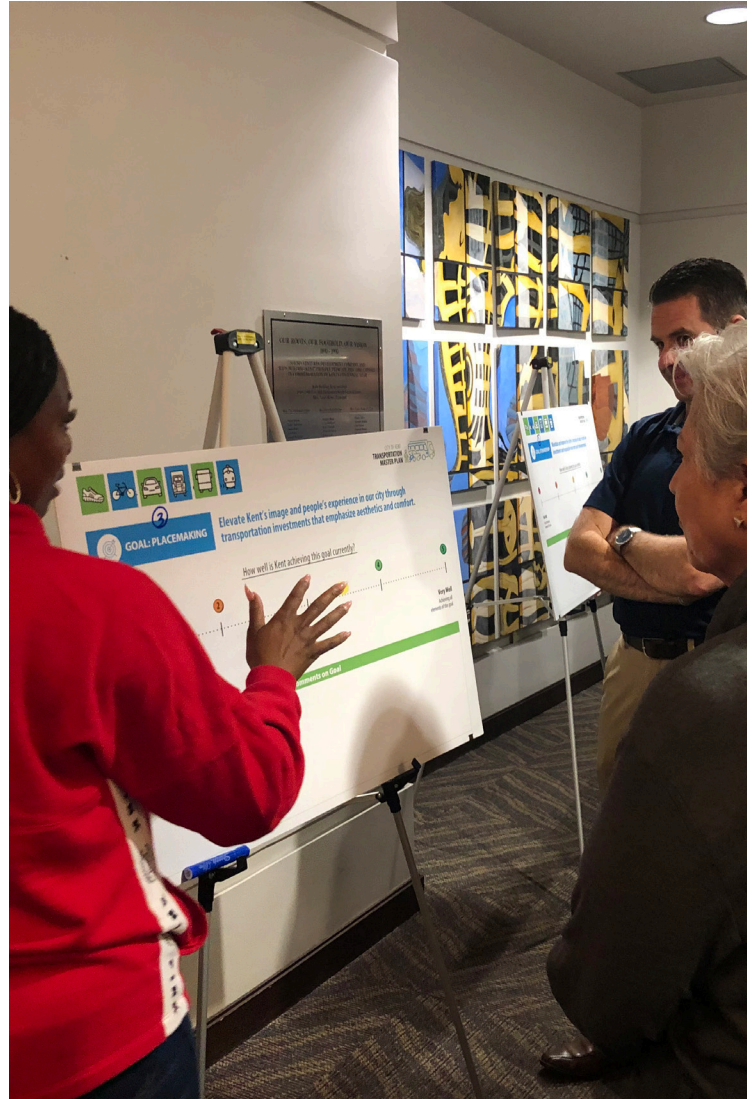


Computer help clinics



Immigration law clinic

Flyers were provided in five languages and translators were available at ESL events.



With 23 members, the Transportation Advisory Committee was structured to represent a broad cross-section of Kent's business and neighborhood interests.



Phase 2

Strategies used in the second phase of outreach were shaped by COVID-19. Staff sought to engage with underserved populations through interviews and the online survey and webmap, and spread the word through old school print mediums such as posters and flyers. An updated factsheet was distributed online and via social media and was translated into Somali, Ukrainian and Spanish.



Example fact sheet translated into Ukranian

**CITY OF KENT
TRANSPORTATION
MASTER PLAN**

ЩО ТАКЕ ГЕНЕРАЛЬНИЙ ТРАНСПОРТНИЙ ПЛАН?

Генеральний транспортний план (ГТП) — це план покращеного обслуговування поточних та майбутніх транспортних потреб громадськості. Він встановлює цілі, якими керуватиметься місто при інвестуванні коштів у транспорт впродовж наступних 20 років.

Зокрема ГТП слугуватиме для:

- Розвитку транспортних мереж для всіх користувачів: водіїв, транзитного транспорту, пішоходів та велосипедистів.
- Прогнозування того, наскільки добре система працюватиме в майбутньому, та прогнозування вдосконалень.
- Встановлення нових цілей та політик, якими керуватиметься місто при прийнятті рішень.
- Розробки пріоритетованого списку транспортних проектів з підтримки велосипедистів, пішоходів, транзитного транспорту та автомобілів.
- Надання рекомендацій відносно того, як платити за транспорт.

Вам слід взяти участь в ГТП, тому що:

- Місту потрібна допомога при прийнятті рішень, пов'язаних з безпекою та ефективністю транспортної мережі.
- Нам потрібно знати, які вдосконалення для вас важливі.
- Нам потрібні ваші ідеї з приводу того, як підтримувати безпеку та ефективність транспортної мережі.
- Цей план впливатиме на рішення впродовж наступних 20 років

ЦІЛІ ГЕНЕРАЛЬНОГО ТРАНСПОРТНОГО ПЛАНУ ПЛАНУ (TRANSPORTATION MASTER PLAN, TMP)

- ЕФЕКТИВНЕ КЕРУВАННЯ**
Підтримка й поліпшення наявної інфраструктури та концентрування ресурсів на проєкти, які мають довгострокові громадські й економічні вигоди.
- СТРАТЕГІЯ**
Використання грантів, партнерства й технологій для максимального збільшення ресурсів і підвищення ефективності.
- ОБЛАШТУВАННЯ СЕРЕДОВИЩА**
Інвестиції, які представляють Kent як гостинне місце й підкреслюють характер спільноти.
- БЕЗПЕКА Й ЗДОРОВ'Я**
Сприяння охороні здоров'я спільноти за допомогою підвищення безпеки, їзди на велосипеді, а також використання громадського транспорту як життєздатної та зручної альтернативи водінню.
- РОЗВИТОК МЕРЕЖІ Й ВАРІАНТИ**
Розширення та зміцнення мультимодальної мережі, особливо для ходьби, їзди на велосипеді й громадському транспорті, щоб розширити можливості

ДЛЯ ОТРИМАННЯ ДОДАТКОВОЇ ІНФОРМАЦІЇ:

- Відвідайте KentTMP.com (регулярно оновлюється інформацією про останні події та подробиці проєкту) або зв'яжіться з керівником проєкту в місті Kent: Еспрін Делшампс (April Delchamps): TMP@KentWA.gov, 253-856-5564.
- Бажаєте залишатися на зв'язку та отримувати новини про розробку плану? Надішліть електронного листа на адресу: TMP@KentWA.gov та вкажіть "Add to Mailing List" в рядку теми, щоб потрапити до списку електронної розсилки проєкту, або підпишіться на нашому веб-сайті: KentTMP.com.

KENT WASHINGTON

