

CTR Strategic Plan 2019-2023: Concept Development and Short-list

Recent outreach - generating ideas and engaging more people in the conversation

We are nearly done with our first phase of strategic planning, which was designed to generate ideas and engage more people in our conversations about how to make transportation work better. The results of this engagement are available at <http://ctrboard.ning.com> in the 2017 meeting materials section under the July/August heading. These include results from the summer 2017 transportation workshops and interview notes. We will add more interview notes as we complete more interviews.

For the next phase, we will move from ideas and themes to more specific and actionable concepts for consideration in the 2019-2023 strategic plan. Before the end of September, we are working to produce a short list of most promising concepts for more in-depth consideration for the plan.

September 7 to 15 – develop draft concepts suitable for the CTR strategic plan

CTR stakeholders and WSDOT staff are converting ideas into one-page draft concepts, which will be used at a workshop on September 22 in Olympia. Workshop participants will consider the concepts and select a few for further development and consideration.

The concepts were developed using ideas and themes from five recent workshops, implementer interviews, and from forums like CTR Board meetings, the PSRC TDM Steering Committee, Practical Solutions, grant call for ideas, etc. The concepts are intended to fit within the realm of the CTR Board's sphere of influence and be reasonable for the 2019-2023 strategic plan timeframe. Each concept includes a title and information to illustrate how the concept might be developed into a more specific concept should it move forward. Detailed information in the concept papers is provided for illustrative purposes only; we'll work through the details when we work with stakeholders to refine concepts into more definitive proposals in October.

We need a few stakeholders to review and comment on the draft concepts before the September 22 workshop. We need your help to:

- > Revise and improve draft concepts: We have drafted concepts and could use your help to improve them. Is each concept clear enough that you and your colleagues can assess whether or not it merits additional development? Does it focus on a single concept? Will the illustrative example help people better assess the merits of the concept?
- > Develop new draft concepts: Did we miss a great idea? If so, we'd like help drafting additional one page concepts for consideration.

If you wish to help, visit <http://ctrboard.ning.com> in the 2017 meeting materials section under the September heading. You'll find:

- > the 23 one-page concepts we drafted based upon previous input
- > a summary list of the titles of the draft concepts
- > a Word template for additional concepts

September 22 – consider concepts and choose a few for additional development

At a CTR Board workshop in Olympia on Friday, September 22 from 9 a.m. to 1 p.m. stakeholders will consider concepts and choose a few for additional development and consideration for the CTR strategic plan.

Who: CTR Board members, CTR and TDM implementers, transportation influencers

What: At this workshop we will develop a deeper understanding of the current state of CTR and TDM, review and rate concepts for the CTR Strategic Plan and narrow the field of concepts for additional consideration in October.

How: Highly interactive group discussion and decision-making. In-person participation is required; call-in and Skype will not be available for this meeting. If you can't attend the meeting you are welcome to review the results and provide your input as we continue this iterative strategic planning process.

Please RSVP for the September 22 workshop and provide your recommendations on concepts to Kathy Johnston at johnstk@wsdot.wa.gov or [360-705-7925](tel:360-705-7925) by September 15.