



Public Involvement Process

Citizens Advisory Committee

July 13, 2020

Paki Rico, Community Affairs Administrator

Public Outreach

Sharing RTA's Story Since Late 2016

- Education of current RTA and new RTA plan development
- Presented to more than 162 groups
- Reached more than 4,341 people across the region
- Educating to highlight RTA's success through:
 - Social media (Facebook, Twitter, LinkedIn, YouTube)
 - Website
 - Newsletter articles
 - Videos and photos

Public Outreach (cont.)

Goal/Objective

- Goal: Community members gain a realistic understanding of the region's transportation funding climate, potential funding options, and economic benefits of investing in transportation infrastructure.
- Short-term Objective: Build awareness of the RTA Next plan development efforts and seek to understand what voters will support in a plan when an election is held to extend the tax.

Public Outreach (cont.)

Facts we can share

The RTA delivers

- Economic swings impact transportation funding
- Federal and state funding options are stagnant
- RTA flexible funding option supports the economy



RTA Investments Benefit All of Us

Silent Generation (1928-1945)

- A quality transportation system helps you stay connected
- Self-funding offers flexible option to meet regional priority transportation needs
- The RTA delivers on your investment
- The RTA improve safety, offers travel mode choices, embraces technology for all generations

RTA Investments Benefit All of Us (cont.)

Baby Boomers (1946-1964)

- The RTA provides transportation options
- The RTA will deliver what you ask for
- Help us make the right choices in plan development

RTA Investments Benefit All of Us (cont.)

Gen X (1965-1980)

- Project details are in the plan
- We want your feedback
- The RTA gets results
- The RTA is working for you

RTA Investments Benefit All of Us (cont.)

Millennials (1981-1996)

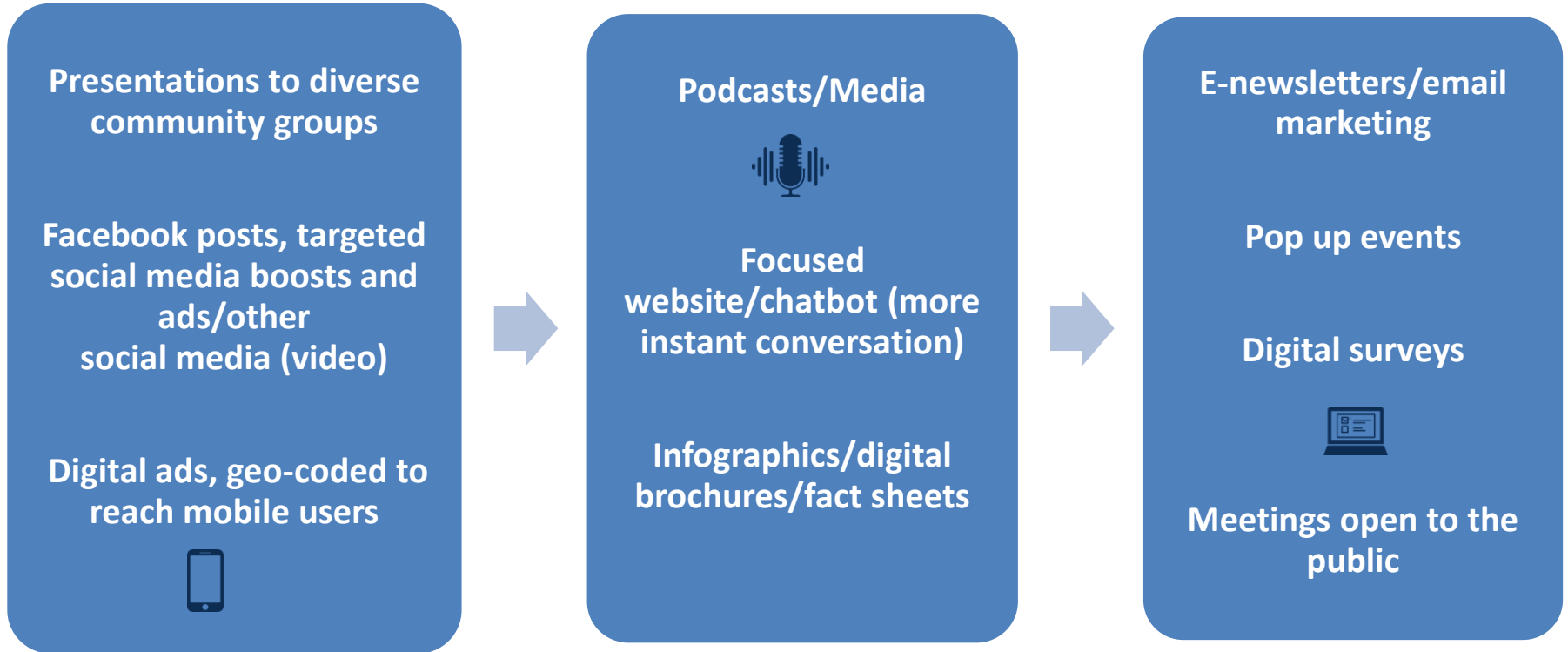
- Collaborate with us
- Be on the team to advance our transportation system
- The RTA offers multimodal choices – tell your friends
- This transportation plan offers projects that are meaningful to you

RTA Investments Benefit All of Us (cont.)

Gen Z (1997-2012)

- Get involved to improve transportation choices
- You can help decide
- Our transportation needs are many – you can help address them
- Make a difference
- Your ideas count

Communication Channels/Interactive Methods Available to Use as Public Outreach Ramps Up

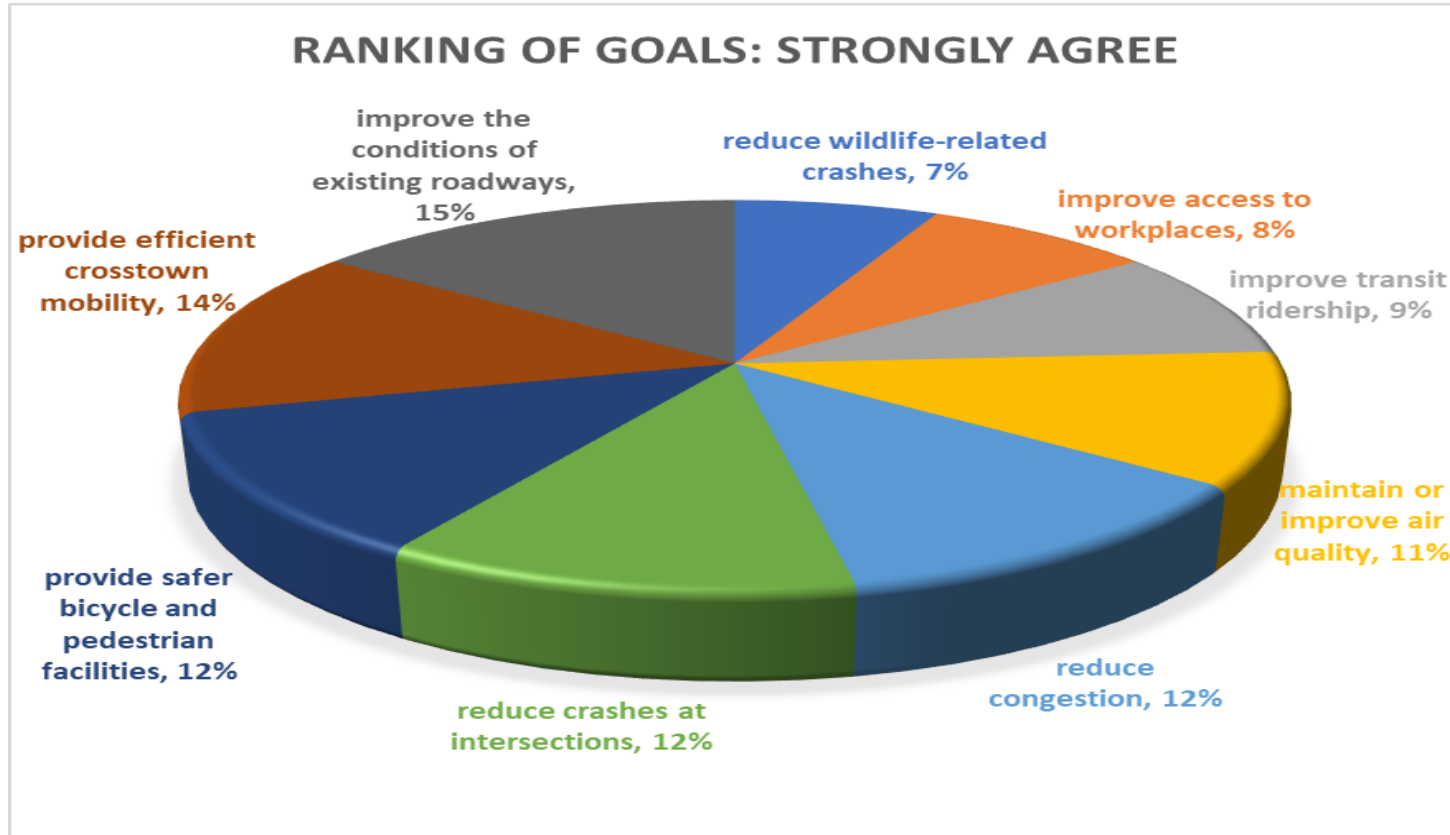


Informed Plan Development

Additional public input opportunities

- CAC drafts new RTA plan based on early public input on goals
- **RTA seeks extensive public feedback on draft plan elements and plan projects**
- CAC finalizes draft using public feedback
- CAC recommends draft for RTA Board approval
- RTA seeks broad regional endorsements of the plan
- RTA Board approves plan and sets election date for RTA plan and tax ballot initiatives

Informed Plan Development (cont.)



Working Together to Tell our Story

Investing in our Future

- Let's work together to gain broad community support of an RTA investment plan that ensures we will have a safe and reliable regional transportation system that meets our mobility and accessibility needs of the future.