# Skagit 2045
## Regional Transportation Plan
### Plan Regional de Transporte

# PUBLIC ENGAGEMENT ACTIVITIES

## BACKGROUND

This section elaborates on specific public involvement activities conducted as part of the Skagit 2045 Regional Transportation Plan update. These activities are consistent with the adopted Public Involvement Plan. The COVID-19 pandemic necessitated that SCOG staff take a different approach to public involvement than had been done in years past. The following sections outline specific tools created and activities implemented to solicit public feedback for the Regional Transportation Plan update.

## SKAGIT 2045 WEBSITE

Staff created a website at the domain www.skagit2045.org to act as a central landing platform for all virtual public involvement activities for the plan update. The website included a number of avenues for the public to engage with SCOG staff through the planning process. These included:

- E-newsletter subscription for monthly plan updates (also posted at skagit2045.org/updates)
- Interactive transportation priorities survey
- Interactive transportation comment map
- "Contact us" form for comment submission
- Open commenting on all staff posts
- Staff contact details
- Event details for public meetings

All text on the Skagit 2045 website was professionally translated into Spanish, which is consistent with SCOG's Title VI Plan. A Spanish language e-newsletter was also available for those interested. The Spanish language version of the website linked to Spanish language versions of the additional public involvement tools, including the transportation priorities survey and comment map.

A screenshot of the Spanish language homepage of the website is included in Figure 1 below.
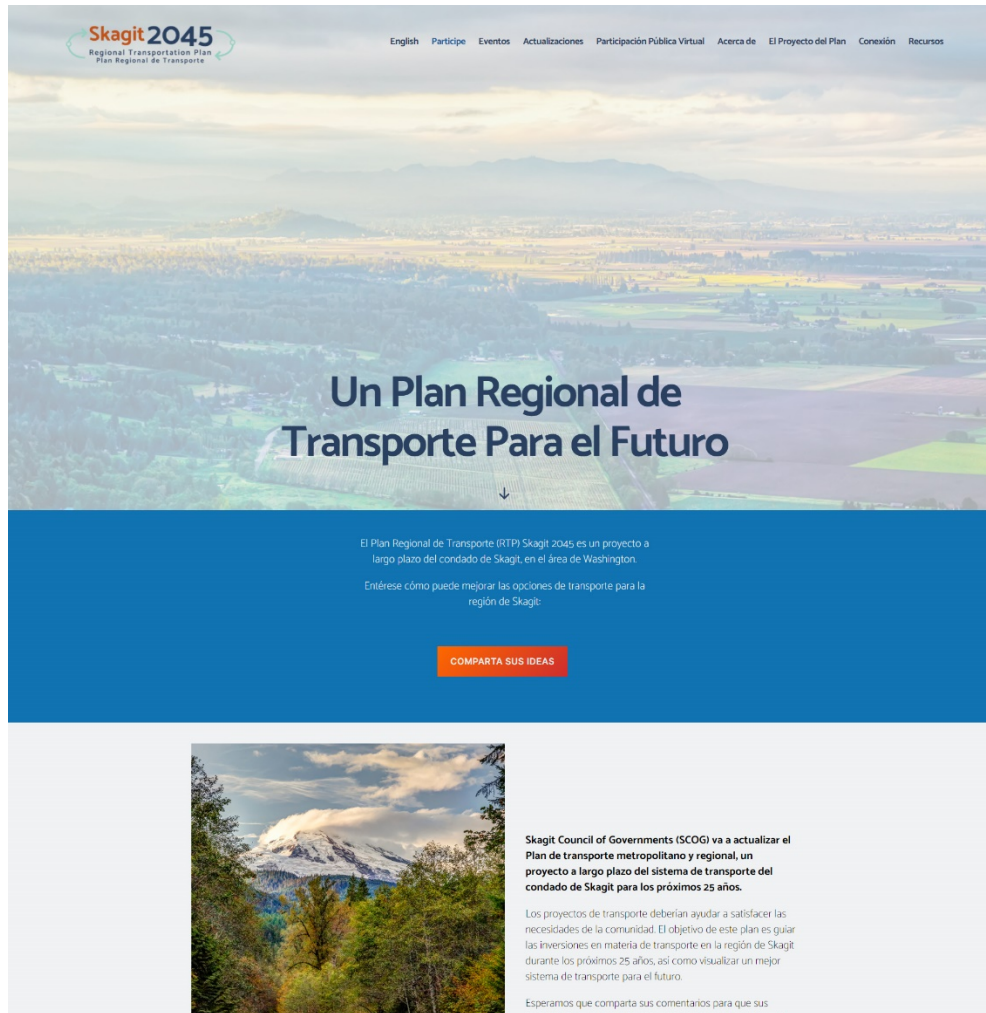
Figure 1: Screenshot of the Skagit 2045 website Homepage

Between September 2020 and January 12, 2021, the Skagit 2045 website was visited by 677 unique users, over 786 unique sessions. The website was most commonly accessed by those using English and Spanish languages in their internet browsers. The most common user locations identified by Google Analytics for the website include Mount Vernon, Seattle, Oak Harbor, Camano Island, Anacortes, and Sedro-Woolley.

In all, around 51% of users accessed the Skagit 2045 from mobile devices such as smartphones. Around 42% of users accessed the website from desktop computers, and the remainder of users accessed the website via tablets.

## TRANSPORTATION PRIORITIES SURVEY

The main tool for soliciting public feedback during the planning process was the transportation priorities survey, hosted through SurveyHero. This survey included 13 questions outside of demographic questions, and was available in English as well as Spanish. Questions focused on prioritizing project outcomes (related to project types,) along with funding tradeoff questions. The entire survey is available at the end of this section.

### PROMOTION AND ADVERTISING

Promotion and advertising for the transportation priorities survey occurred in September and October, 2020. Advertising strategies included the following:

- An article published in Skagit Valley Herald newspaper;
- A radio interview with KSVR FM on their "Skagit Talks" radio show; and
- Online advertising through Facebook paid advertisements.

As a practice, SCOG does not use social media for public engagement. For the purposes of this planning process, a Facebook page was created with no opportunity for the public to engage with the page. This allowed staff to create paid Facebook advertisements. The target audience selected for the advertisements was those residing in Skagit County, with a minimum age of 16.

Targeted Spanish language advertisements were also created to reach those who were using Spanish as their selected language on Facebook. These advertisements directed respondents to the Spanish language survey. Figure 2 shows the advertisements used to solicit responses to the survey.



Figure 2: Facebook advertising for survey promotion

## TRANSPORTATION COMMENT MAP

Another strategy piloted during the Regional Transportation Plan update was the creation of an interactive comment tool through ArcGIS Online's "Crowdsource Reporter" app. This app allowed staff to create editable GIS layers where the public could drop a pin on a location and submit a themed comment about transportation issues anywhere in the Skagit region.

Comments were divided into six different themed categories. These included:

- Active Transportation
- Freight and Aviation
- Infrastructure and Environment
- Traffic Congestion
- Traffic Safety
- Transit and Ferries

Figure 2 illustrates how demographic information could also be collected about those who responded to submit their comments. This allowed staff to better understand which areas of Skagit County had the most and least involvement in the planning process, and where future planning efforts may prioritize better outreach.
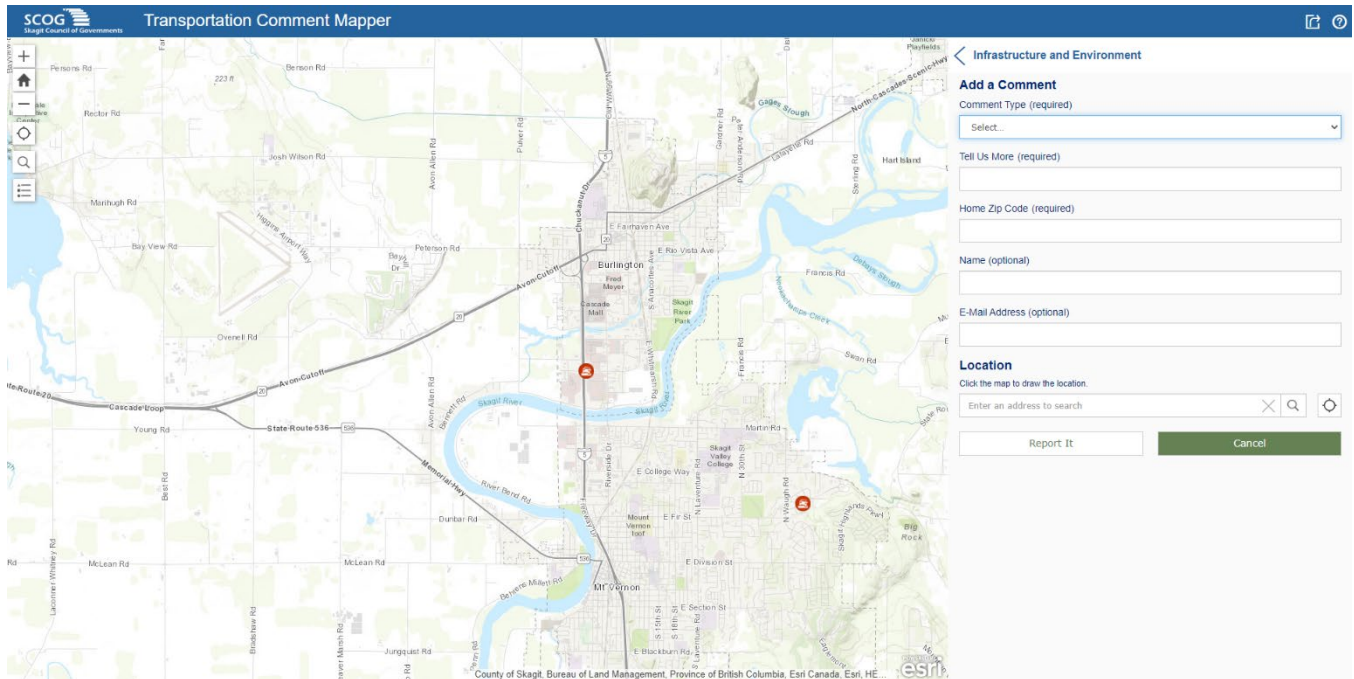


Figure 3: Transportation comment map displaying "add a comment" fields

Comments were further classified by comment type under each category. Each category was defined by a separate comment layer with a unique legend for comment types. An example of the "Infrastructure and Environment" comment legend is included in Figure 4 below.
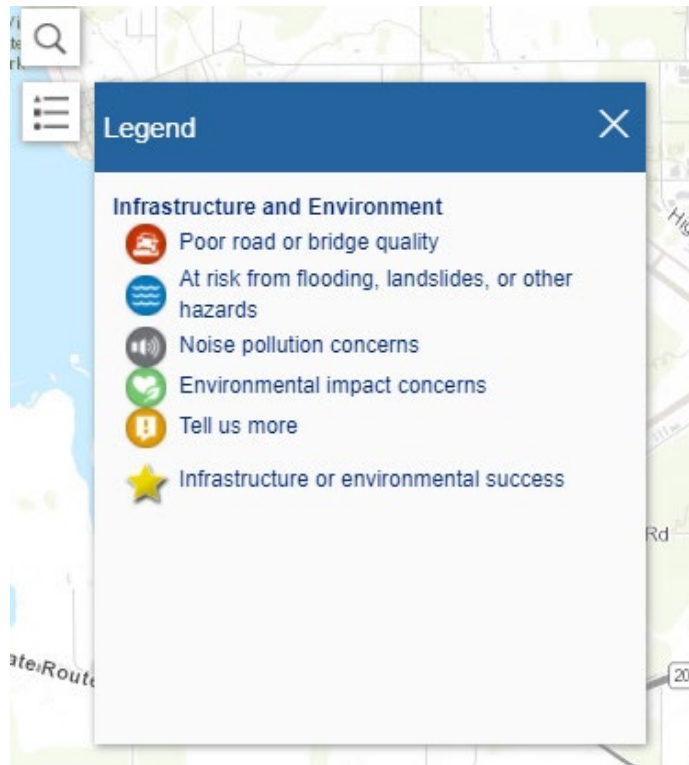
Figure 4: Transportation comment map legend illustrating available comment types

Input received through the English and Spanish Transportation Comment Map tools is included in Appendix D.

TRANSPORTATION PRIORITIES SURVEY QUESTIONS

The following pages include the Skagit 2045 Transportation Priorities Survey questions. Input received through the survey process and transportation comment tool is included in Appendix D.

## Share Your Ideas for Skagit County's Transportation Future



Skagit Council of Governments want to know your input on what Skagit County's transportation system should look like between now and 2045.

Please share your transportation-related values and priorities to help SCOG develop our long-range Regional Transportation Plan.

## Transportation Priorities

**Your Top Priorities**

Which transportation issues in the Skagit area are most important to you? Please drag the items to the right in your preferred order. **Scroll down for descriptions of each category.**

| | |
|---|---|
| Safety → | 1. |
| Transit → | |
| Environment → | |
| Mobility → | |
| Non-Motorized → | |
| Maintenance → | |



### Non-Motorized

Build or rebuild streets and trails to accommodate and safely serve pedestrians and bicyclists

### Mobility

Create long-term solutions to traffic delays and slow commutes

### Transit

Maintain or improve bus and ferry transit by increasing frequency of service and/or expanding service where needed.

### Environment

Reduce transportation impacts on people and the environment, such as removing fish-blocking culverts in streams

### Maintenance

Keep roadways in good condition, such as fixing bumps and potholes. Replace roads and bridges when needed.

### Safety

Reduce crashes that cause injuries, fatalities, or substantial property damage

## Transportation Preferences

Click the green box to drag the slider towards the tradeoff you prefer.

### Safety

In general, which is more important for you?

**Faster travel**                                              **Fewer serious crashes**

Faster travel                                                         Fewer Serious Crashes



## Transportation Preferences

Click the green box to drag the slider towards the tradeoff you prefer.

### Road Priorities

In general, what is more important to you?

**More space for cars**              **More space for bikes, pedestrians, and transit**

More space for cars                       More space for bikes, pedestrians, and transit

## Transportation Preferences

Click the green box to drag the slider towards the tradeoff you prefer.

### Spending

In general, which tradeoff do you prefer?

**Better road quality**                                                    **More roadway lanes**

Better road quality



More roadway lanes



## Transportation Preferences

Click the green box to drag the slider towards the tradeoff you prefer.

### Daily Travel

In general, what is more important to you?

**Faster trips**                                                              **Fewer miles**

Faster trips



Fewer miles

# Transportation Preferences

Click the green box to drag the slider towards the tradeoff you prefer.

## Transit

Choose the tradeoff that is more important to you:

**More frequent transit service**                                    **Expand transit service to new areas**

More frequent transit service



Expand transit service to new areas



# Transportation Preferences

## How Would You Invest?

How would you invest in transportation issues around Skagit County? Click to use coins to show how you value investments to address these issues. **You have 30 cents to spend.** (Amounts do not represent actual dollars or budgets.)

### Categories

**Maintenance -** Maintain or improve road quality
**Mobility -** Reduce traffic jams
**Non-Motorized-** Improve facilities for walking & bicycling
**Transit -** Maintain or improve bus and ferry transit service
**Safety -** Reduce serious crashes
**Environment -** Protect air quality and natural resources



Transit: 5 Cents
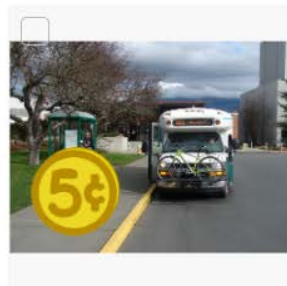


Transit: 5 Cents
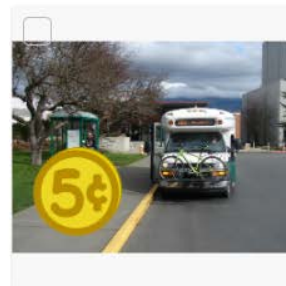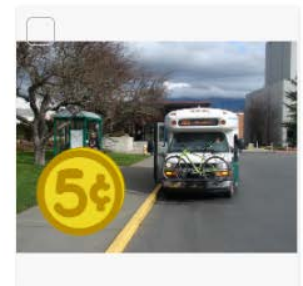


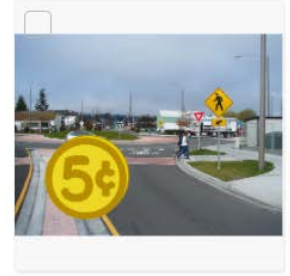Transit: 5 Cents



Transit: 5 Cents
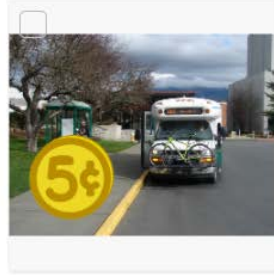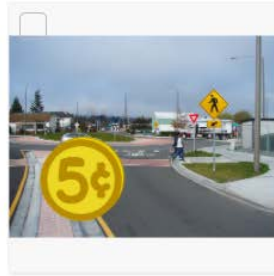
Transit: 5 Cents


Transit: 5 Cents
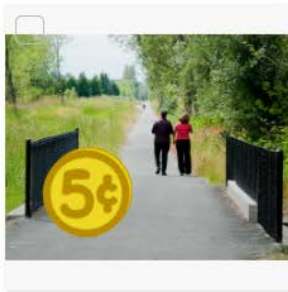

Safety: 5 Cents


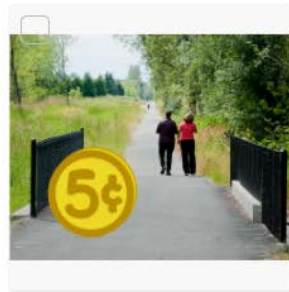Safety: 5 Cents


Safety: 5 Cents
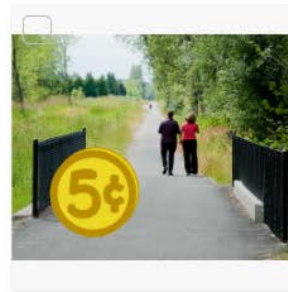

Safety: 5 Cents


Safety: 5 Cents
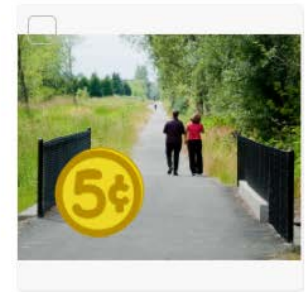

Safety: 5 Cents


Non-Motorized: 5 Cents


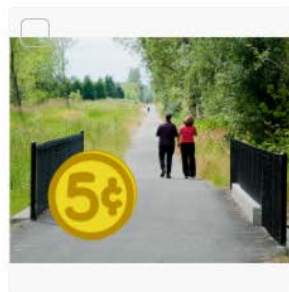Non-Motorized: 5 Cents


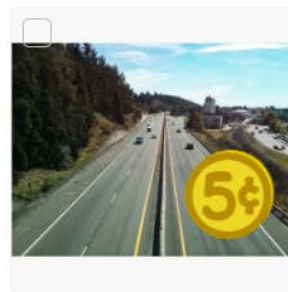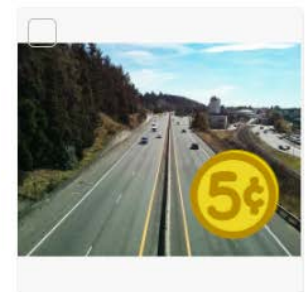Non-Motorized: 5 Cents


Non-Motorized: 5 Cents


Non-Motorized: 5 Cents


Non-Motorized: 5 Cents


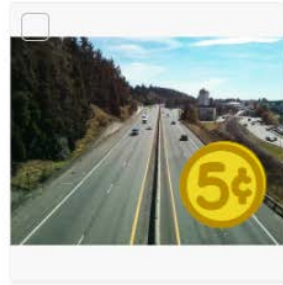Mobility: 5 Cents


Mobility: 5 Cents

Mobility: 5 Cents


Mobility: 5 Cents


Mobility: 5 Cents


Mobility: 5 Cents


Maintenance: 5 Cents


Maintenance: 5 Cents


Maintenance: 5 Cents


Maintenance: 5 Cents


Maintenance: 5 Cents


Maintenance: 5 Cents


Environment: 5 Cents


Environment: 5 Cents


Environment: 5 Cents


Environment: 5 Cents


Environment: 5 Cents


Environment: 5 Cents

## Wrap Up Questions

Thank you for making your voice heard! These questions help us to ensure we hear from all groups in Skagit County. **Your answers are anonymous.**

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### What is your home zip code? *

```
#  [                    ]
```
0 / 5

### How old are you?

```
Please choose...  ▼
```

### How would you identify your race?

```
Please choose...        ▼
```

### Do you identify as Hispanic or Latino/a?

```
Please choose...  ▼
```

### What is your household's annual income?

```
Please choose...     ▼
```

### Do you have any other comments?

```
[                                    ]
```

### Do you want to receive project updates?

◯ Yes                    ◯ No

### Email address to receive project updates (optional)

```
@ [                                                    ]
```