

RESULTS SUMMARY

CORRIDOR CAPACITY REPORT ENGAGEMENT PROCESS

Thank you for your participation in the Corridor Capacity Report Stakeholder Engagement process.

We are re-designing the Corridor Capacity Report (CCR) in order to better understand customer and business needs. We interviewed over 130 stakeholders from March through June 2019. This feedback will directly shape the development of the new product.

Who did we interview?

Our internal stakeholder group included representatives from all six WSDOT Regions as well as the Planning, Public Transportation, Active Transportation, Communications, Traffic, Environmental Services, Rail Freight and Ports, Ferries, Design, Local Programs and Capital Program Development and Management divisions. Externally, we spoke to members of Legislative staff, MPO/RTPOs, transit agencies, Oregon Department of Transportation, Texas Transportation Institute, University of Washington and more.

Within each group, project team members from WSDOT's TSSA spoke to data analysts, policy makers and leadership.

Interviewees by category



What did we want to know?

Key questions included,

- Who are our customers?
- What are they using the CCR for?
- What are their multimodal mobility analysis needs?
- Is the current content meeting needs? If not, how can we improve?
- How can we package the information so it's easy to use?

Who uses the CCR?

Roughly two-thirds of stakeholders use the CCR in their work. However, over half of respondents said that their use is limited to once a year. The CCR is most often used as a reference guide. Many stakeholders use the statewide and corridor analysis sections to find out how our systems are performing in their region and to compare performance with other areas of the state.

How can the CCR be improved?

- **Plain talk it.** The most frequent complaint was that the report is too technical and confusing.
- **Focus on multimodal mobility,** rather than vehicular congestion. The report focuses heavily on how congestion is bad and continues to worsen. The report should also discuss how WSDOT policies and strategies are helping people to move through our system to reach their destinations using all modes

More of the top suggestions are listed in the table below.

What we're doing well

The most popular sections in the CCR are regional corridor analyses and the visuals and infographics in the report, followed by the rail and/or marine corridor analyses, the Incident Response report, and information on HOV lanes. Many stakeholders also commented that they like the high-level focus of the information contained in the report.

Respondents clearly want the future report to remain an annual publication – two thirds said they thought an annual release made the most sense, while a quarter wanted even more frequent reporting.

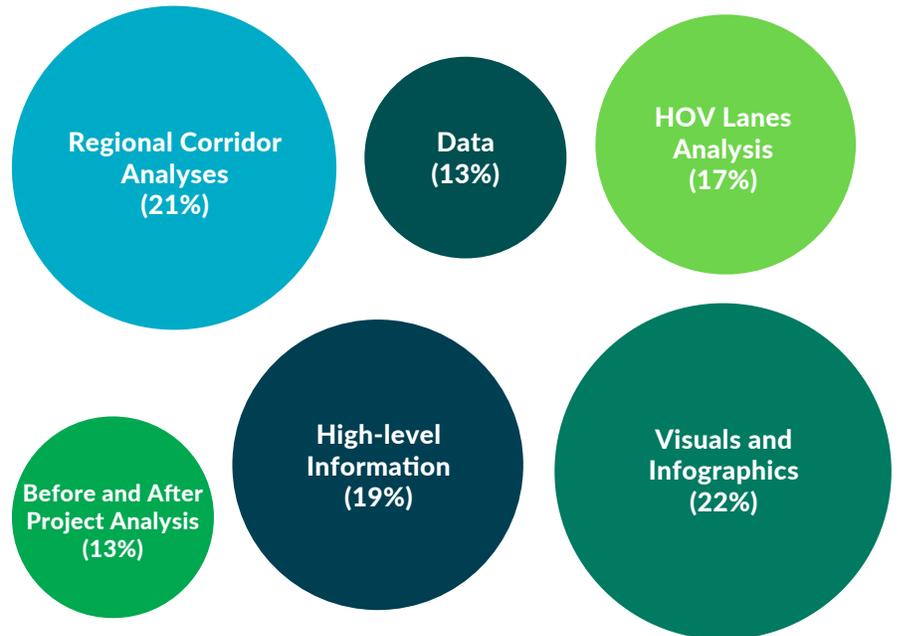
Next steps

We will work with a group of interested stakeholders to develop a new product in Fall 2019. This work will include examining new avenues for data, aligning the content with other agency initiatives, providing information that leads to decision-making and packaging the content in an easy-to-use format.

If you have any questions regarding the CCR design process, please contact Lisa Mikesell at MikeselL@wsdot.wa.gov.

What do you like about the CCR?

Percent of total interviewees who responded positively to a type of CCR content. Number of positive responses indicated by bubble size



What changes do different stakeholders want to the CCR?

Top five suggested changes to the CCR for three groups: Data Contributors, WSDOT Leadership and Regional Staff

Data Contributors	WSDOT Leadership	WSDOT Regional Staff
Tailor to different audiences	Align messaging with agency priorities	Shorter report
Make web-based	Make truly multimodal by integrating modes	Expand interactive online map
Expand interactive online map	Focus on solutions	Create high-level summaries
Create high-level summaries	Less narrative and text	Write in "plain talk"
Write in "plain talk"	More infographics for presentations	Better Active Transportation data