




Table of Contents

PART II: WTD PUBLIC INVOLVEMENT TOOL KIT

	Introduction.....	II-1
	1. Printed Materials	II-3
	Key Messages.....	II-5
	Fact Sheets.....	II-6
	Newsletters	II-8
	Fliers.....	II-10
	Postcards.....	II-11
	Construction Notices and Updates	II-12
	Brochures.....	II-13
	Issue Papers/Technical Memos/Technical Reports	II-14
	Project Displays.....	II-16
	Project Posters	II-18
	Comment Forms	II-20
	Newspaper Inserts	II-21
	Bill Stuffers	II-22
	2. Signs	II-23
	Project Signs.....	II-24
	Meeting Announcement Signs	II-25
	Special Purpose Signs.....	II-26
	Interpretive Signs.....	II-27
	3. Online Communications.....	II-28
	King County DNRP Website (Internet)	II-29
	Online Surveys	II-31
	Online Comment Forms	II-33
	Electronic Forums	II-35
	Online Libraries.....	II-36
	E-mail Distribution Lists	II-37
	WTD Public Involvement Database.....	II-38
	4. Public Information Distribution	II-39
	Mail Houses.....	II-40
	U.S. Postal Service Bulk Rates.....	II-42
	Zip Code and Carrier Route Mailings	II-44
	Mailing Lists.....	II-46
	Door Hanging	II-48
	Direct Contact.....	II-50
	Public Libraries	II-51
	Grapevine/Word of Mouth	II-52



5. Media	II-53
News Releases	II-56
News Conferences	II-58
Editorial Board Briefings	II-60
Media Briefings	II-62
Feature Stories	II-63
Letters to the Editor	II-64
TV Programming	II-65
Call-In Shows	II-67
Media Kits (Photo and Sound Opportunities)	II-69



6. Advertisements	II-70
Paid Advertisements	II-72
Transit Advertisements	II-73
Legal Notices	II-74
Radio and TV Commercials	II-75
Promotional Items	II-76



7. Public Meetings	II-77
Open Houses	II-79
Public Workshops	II-81
Public Hearings	II-82
Traveling Exhibits	II-84
Focus Groups	II-85
Small Group Discussions	II-87
Design Charettes	II-88



8. Contact Information and Hotlines	II-89
Construction Hotlines	II-90
Central Information Contact (Liaison)	II-92
Project Information Contact	II-93



9. Outreach to Individuals and Groups	II-94
Briefings	II-95
Interviews	II-97
Advisory Committees and Task Forces	II-99
Speakers' Bureaus	II-101
Tours	II-103
Videos	II-104



10. Evaluation Tools	II-105
Statistically Valid Surveys	II-106
Informal Surveys/Questionnaires	II-107
Data Tracking and Reporting	II-108
Case Studies or Lessons Learned Evaluations	II-109
