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# Technical Advisory Committee

Monday, June 8, 2015

Regular Session

## Item H2

### Long Range Transportation Public Involvement Plan

*Recommendation to Policy Board Required*

Staff Contact: John Adams, MPO Program Manager

May 28, 2015 Draft

# Public Involvement Plan for JOURNEY 2040

GIAMPO's 25-Year Performance-Based Long Range Transportation Plan



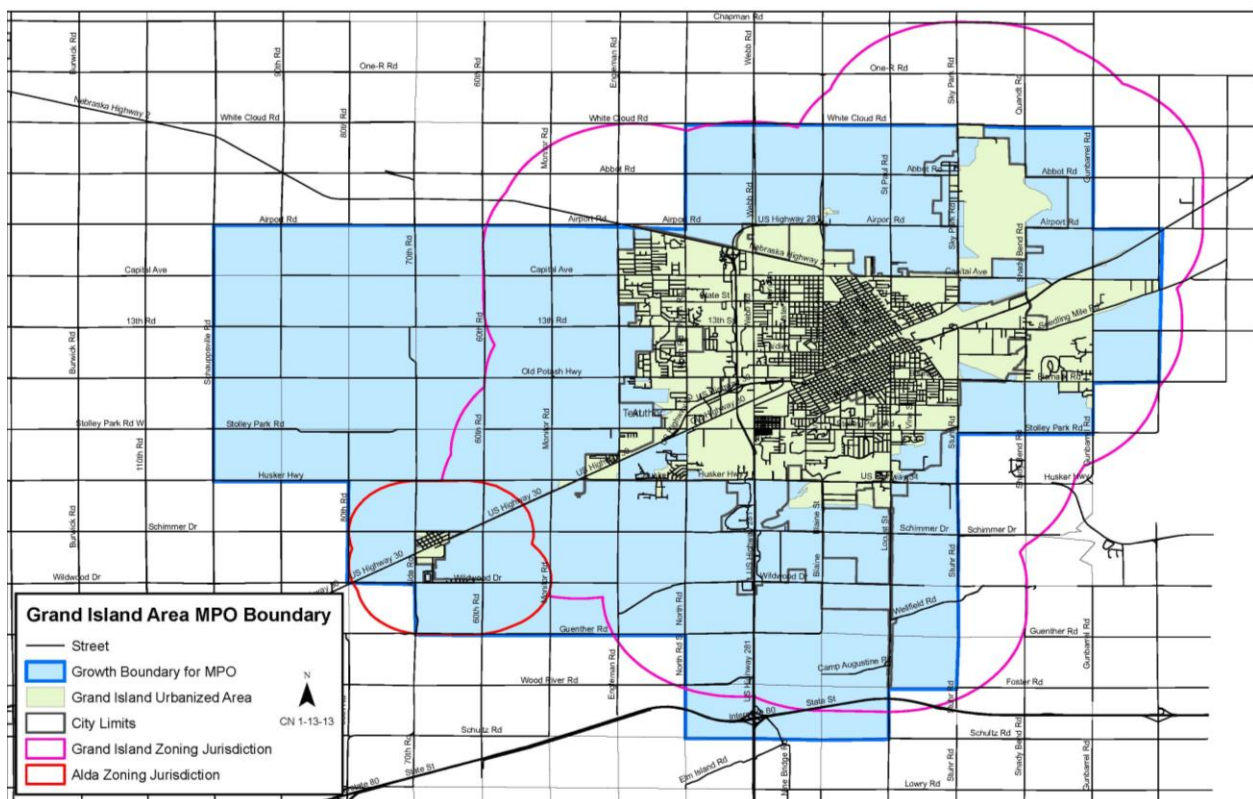
## Introduction

This document describes the public involvement process for the Grand Island Metropolitan Area's (GIAMPO), performance-based Long Range Transportation Plan (LRTP), hereafter referred to as **JOURNEY 2040**.

Urbanized areas with populations of at least 50,000 people may form a metropolitan planning organization through an agreement between the Governor and the local governments representing at least 75 percent of the metropolitan area's population, including the largest incorporated city (according to population) as determined by the U.S. Census. The Grand Island area reached the target population in 2012. The following year, GIAMPO was established for the densely developed or urbanized area consisting of Grand Island and the Village of Alda in Hall County, Nebraska as shown in **Figure 1 – GIAMPO Planning Area**. GIAMPO is a program of the City of Grand Island's Department of Public Works and focuses on planning for transportation and land uses within the planning area.

The **JOURNEY 2040** planning document and process is GIAMPO's first major initiative. It is also the planning area's first experience engaging in comprehensive discussions that are focused solely on planning for the range of multimodal, transportation improvement projects that could serve the community over the course of the coming 25 years.

**Figure 1 – GIAMPO Planning Area**



## The **JOURNEY 2040** Plan

The final **JOURNEY 2040** plan will be a vision and policy document whose recommendations can be adjusted over time to reflect changes within the planning area. It will outline a range of recommended, transportation improvement projects for an interconnected network of roads, pedestrian and/or bicyclist paths, transit, and rail that are either fiscally or non-fiscally constrained. Each project will be based on public involvement, performance measures, preferred improvement scenarios, growth projections, existing conditions, and the overall transportation vision for the planning area. **JOURNEY 2040** will also include a financial plan that describes how fiscally-constrained improvement projects could be funded through anticipated federal, state, and/or local resources for implementation.

The **JOURNEY 2040** plan is anticipated to be adopted by the GIAMPO Policy Board by March 27, 2016, and is mandated to be updated every five-years or when significant changes occur in the planning area. Thereafter, a more detailed, short-range version of the plan, known as the GIAMPO's Transportation Improvement Program (TIP), will be developed and revised annually in five-year intervals. The regionally significant projects that are described in the TIP will be consistent with the goals, objectives and projects identified in the LRTP will be incorporated into the State Transportation Improvement Program (STIP) for the Nebraska Department of Roads (NDOR), so they may be eligible for federal obligation of funding for more detailed planning, environmental study, design, and/or construction. **JOURNEY 2040** projects will also be incorporated into the 1-6 year street improvement program for Grand Island as another funding source for implementation.

## The Planning Process

The purpose of the **JOURNEY 2040** planning process is to fulfill identified goals and performance measures by developing transportation improvement strategies that will meet stated needs. Recommended strategies are intended to address current and future land uses, economic development trends, the traffic demands of multiple modes of transportation, public safety, social needs, and health considerations.

The GIAMPO Technical Advisory Committee (TAC) provides technical advice and recommendations to the Policy Board and staff. The TAC is leading the **JOURNEY 2040** planning process with assistance from a consultant team that consists of Olsson Associates for transportation planning/engineering and Vireo for community engagement.

The process will begin during the spring of 2015 and will continue through the winter of 2016. During the process, the study team will:

- Engage stakeholders in the GIAMPO planning area.
- Review and analyze demographic data related to population and employment.
- Develop the vision, goals, objectives and performance measures for the plan.

- Identify and analyze existing conditions and key transportation issues.
- Determine and analyze future conditions for the planning area.
- Conduct a comprehensive analysis of the various modes of transportation within the planning area and the connections between them.
- Build a transportation model that reflects both existing and future conditions as well as connectivity among transportation modes in order to forecast future traffic demands and potential improvement needs for motorists, bicyclists, pedestrians, transit, and rail.
- Prepare a financial plan that identifies reasonable funding sources for recommended implementation projects.
- Gather feedback and input from public agencies, local jurisdictions, and other area partners throughout the planning process.
- Coordinate with the GIAMPO Policy Board to adopt the final **JOURNEY 2040** plan.

### Goals for Public Involvement

Public involvement is an integral part of the transportation planning process and ensures that **JOURNEY 2040** decisions are made in consideration of and to benefit public needs and preferences. Early and continuous public involvement; reasonable public availability of technical and other information; collaborative input on alternatives, evaluation criteria and mitigation needs; open public meetings where matters related to Federal-aid highway and transit programs are being considered; and open access to the decision-making process helps bring diverse viewpoints and values into the planning process. As a result, public involvement for **JOURNEY 2040** will focus on the following goals:

- Responding to and remaining consistent with the MAP-21 requirements and those outlined in CFR 450.316 – Interested partners, participation, and consultation.
- Building on the outreach and engagement successes of the recent Grander Vision and Grow Grand Island community visioning efforts, now collectively known as **GROW GRAND ISLAND**, during which “transportation” was a discussion item and/or priority.
- Supporting timely, useful, and used public participation.
- Purposefully seeking input from targeted and interested parties about the goals, objectives, existing conditions, performance measures, improvement scenarios, potential projects and environmental concerns that could be included in the **JOURNEY 2040** plan.
- Engaging citizens, the business and economic development community, freight and rail operators, transit providers, advocacy groups, limited or non-English

speakers, environmental justice and underserved populations, and those who use transit, pedestrian walkways, and/or bicycle facilities.

- Coordinating meeting times and locations with sensitivity to environmental justice groups.
- Strengthening and creating new partnerships with a wide variety of stakeholders.
- Developing a graphic identity for **JOURNEY 2040** that compliments GIAMPO's existing brand identity as a regional metropolitan planning program through the City of Grand Island's Department of Public Works.
- Building support for **JOURNEY 2040** adoption and future implementation, while gathering feedback early and often during the planning process.
- Utilizing innovative and customizable tools, such as the **Digicate™** "app" for online surveying, a transportation edition of the Grand Vision's Make It Grander card game for community workshops, and more.
- Remaining sensitive to the fact that, according to the 2010 U.S. Census, 23% of Hall County's 58,607 residents are Hispanic or Latino. Further, city-data.com indicates that English and Spanish were the top two languages spoken at home by Hall County residents in 2012. Other, individual languages, such as Asian, Pacific Island, and others were spoken by less than one percent of their representative groups.
- Providing bilingual (English/Spanish), informational and educational materials in a range of formats (in person, print, digital, and/or augmented reality) and without technical jargon.

### Potential Stakeholders

Stakeholders are individuals and groups who are affected by or have an interest in a particular project or action. A wide variety of stakeholder groups may have an interest in the multimodal, transportation issues, improvement strategies, and other items that would be discussed during the **JOURNEY 2040** planning process, including:

- GIAMPO's TAC with representation from the following partnering agencies:
  - City of Grand Island
  - Village of Alda
  - Grand Island Area Chamber of Commerce and Economic Development Corporation
  - Hall and Merrick Counties
  - Central Nebraska Airport
  - Nebraska Department of Roads
  - Union Pacific Railroad
  - Burlington Northern Santa Fe Rail Road

- Federal Highway Administration
- Federal Transit Administration
- Transportation stakeholders, e.g. elected and/or appointed officials, trucking/freight, rail, transit providers, those who use transit, pedestrian walkways, and/or bicycle facilities, business/economic development organizations, faith-based institutions, school districts, **GROW GRAND ISLAND** Steering Committee members, Central District Health Department, Multicultural Coalition and/or other advocacy and umbrella groups
- General public
  - Residents
  - Property owners
  - Limited or non-English Proficiency (LEP) speakers
  - Environmental justice and underserved populations
- News outlets (television, newspaper, and radio)
- Social media followers and fans
- Others

A detailed spreadsheet of existing and potential **JOURNEY 2040** stakeholder groups and their contact information is attached to this report (available upon request). It will serve as the project contact list.



## Process and Schedule for Public Involvement

**JOURNEY 2040's** wide range of stakeholders will be engaged four meaningful and impactful times during the planning process as described in **Figure 2 – JOURNEY 2040 Estimated Timing for Public Involvement**.

**Figure 2 – JOURNEY 2040 Estimated Timing for Public Involvement**



- **Outcomes:** Defining vision, goals and objectives.
- **Conditions/Measures:** Determining what is meaningful and important to measure based on existing conditions.
- **Scenarios:** Identifying the preferred improvement trend(s) for the planning area based on preferred outcomes, existing conditions, and performance measures
- **Priorities:** Selecting key projects based on how they are anticipated to perform within the preferred improvement scenarios.

## Tools and Activities for Public Involvement

A variety of tools and activities will be used to involve stakeholder groups in the **JOURNEY 2040** planning process and to share information with them. The use of each tool and activity will be coordinated to ensure that it:

- Informs the community of the project, its timeframe, challenges, decisions to be made, and how it will impact transportation routes.
- Builds community understanding, support, and advocacy for project funding and implementation.



- Solicits community input on outcomes, performance measures, improvement scenarios, and priority projects.

**Tools for gathering feedback and input** include:

**Online Surveys:** Use the **Digicate™** “app” to create two online surveys for the **JOURNEY 2040** planning process, distributing them via e-blast to the project contact list and by posting a link on the GIAMPO web page. The surveys will offer 24/7 commenting ability and include Google Translate for LEP speakers. The focus of each survey would be as follows:

- **Survey No. 1 – Outcomes:** Discover community opinions about ideal outcomes (vision, goals, and objectives), greatest issues affecting transportation in the planning area, and strategies that might help improve the problems. (Deploy for Workshop No. 1)
- **Survey No. 2 – Priorities:** Discover community opinions about the projects that could be included with the preferred improvements scenarios and the potential priorities associated with them. (Deploy for Workshop No. 2)
- **Workshops:** Coordinate a series of interactive workshops for the **JOURNEY 2040** planning process in order to discuss:
  - Important transportation goals, key issues affecting the planning area, and initial thoughts on priority improvements (Workshop No. 1 – Outcomes).
  - Existing conditions and potential performance measures associated with mobility, livability/quality of life, and other items (Workshop No. 2 – Conditions/Measures).
  - Preferred direction of desired trends and the priorities that should be placed on them in order to improve the planning area’s future transportation network (Workshop No. 3 – Scenarios).
  - Projects that could be included with the preferred scenarios and the potential priorities associated with them (Workshop No. 4 – Priorities).

Discussion questions, bilingual (English/Spanish) handout, and invitations will be developed for each of the four workshops. A Spanish translator will be secured for the workshops and meeting materials placed on the GIAMPO web page.

- **Briefings for Elected Officials:** Present the **JOURNEY 2040** planning process during regularly scheduled and publically advertised City Council meetings or study sessions to provide elected officials with the information they may need to respond to comments and/or questions from constituents; thereby keeping them informed of **JOURNEY 2040** milestones and offering them formal and/or informal opportunities to offer constituent or personal input related to transportation needs and possible improvements for the plan.
- **Meetings with Partners:** Obtain input from planning partners who are not part of the TAC in order to gather their input on needs and possible improvements.

- **Presentation for Adoption:** Present the **JOURNEY 2040** plan to the GIAMPO Policy Board for adoption.

**Tools for information sharing** include:

- **Contact List:** Use the **GROW GRAND ISLAND** contact list and the GIAMPO Policy Board roster as guides to develop a similar list for **JOURNEY 2040**. It will include contact information for a broad range of stakeholders and updated as necessary during the planning process.
- **GIAMPO Web Page:** Develop a graphic concept for the GIAMPO web page. The concept will be based on the graphic identity of the City of Grand Island and developed to fit within the existing dimensions and page-format of [www.grand-island.com](http://www.grand-island.com). Content for the GIAMPO's main page and potential subpages will be developed to provide visitors with answers to the following questions:
  - What is GIAMPO?
  - What is the planning area for the GIAMPO?
  - Who's involved with the GIAMPO?
  - What is an LRTP?
  - Why is an LRTP necessary?
  - What is the process and schedule for **JOURNEY 2040**?
  - What's new related to **JOURNEY 2040**?
  - How can the website be shared via social media networks?
  - Who can be contacted for more information?
  - Other
- **Presentation Materials and Visualization Techniques:** Slideshows and other visualization techniques will be developed for the project as appropriate, e.g. to demonstrate key project elements to the technical advisory committee, local officials, general public, and other stakeholder groups.
- **Project Fact Sheet:** One bilingual (English/Spanish) handout will be developed for each of the four **JOURNEY 2040** workshops.
- **E-Blasts:** Develop and deploy two, bilingual (English/Spanish) e-blasts for **JOURNEY 2040** that announce Workshops 1 and 4.
- **E-mails/Letter Invitations:** Develop and distribute simple, email invitations to targeted, transportation stakeholder groups for Workshops 2 and 3. Letter invitations will be sent via traditional mail to project contacts that are without email addresses.
- **Invitation Cards:** Develop simple, invitation cards that the TAC can distribute in person to its contacts, inviting those stakeholders to attend Workshops 1-4.

- **Press Releases:** As the project progresses, two, bilingual (English/Spanish) press releases will be developed to keep media outlets, such as the **Grand Island Independent**, **Buenos Dias Nebraska**, KRGI News/Talk Radio, and KGIN Channel 11, and thereby the public, up-to-date on the project. The releases will announce the online surveys and Workshops 1 and 4 and be distributed to GIAMPO's media contacts and placed on its web page.
- **Social Media:** Develop one social media content outline for GIAMPO to reference as the agency shares the planning process on social media. The outline will include a schedule and posts related to project start-up and key periods during which public input is being sought via the online surveys and Workshops 1 and 4. Facebook will also be leveraged, so two paid ad sets can be served to Facebook account holders within the GIAMPO planning area. The ads will correspond to the surveys and workshops, providing meeting notice and encouraging social media engagement.
- **Information Channel 12:** Consider announcing the online surveys plus Workshops 1 and 4 on "Info Channel 12", which is made possible through the Grand Island TV request form here: <http://www.grand-island.com/your-government/administration/public-information/grand-island-television/info-channel-12>.
- **Grand Island TV:** Explore the potential of leveraging the existing resources in Grand Island's Communications Department to broadcast portions of Workshops 1 and 4 on Grand Island TV and then provide information about how listeners could give their input via online surveys.

### Timing for Deployment, Materials Review, and Commenting

The table below describes the tools and activities for public involvement in terms of timing for notifications and materials available for public review and commenting. Substantive comments will be addressed and the responses included in a summary document that is made part of the draft and final **JOURNEY 2040** LRTP documents that are presented to the GIAMPO Policy Board for approval. Copies of the approved LRTP will be provided to the FHWA and the FTA for informational purposes and shall be posted to the GIAMPO web page on [www.grand-island.com](http://www.grand-island.com).

Tool/Activity	Meeting Notification	Meeting Materials Available for Public Review	Public Comment Period
Contact list	N/A	N/A	N/A
GIAMPO web page	N/A	N/A	N/A
Presentation materials/visuals	N/A	1 week prior to meetings, workshops, briefings	30 days post meetings, workshops,

			briefings
Fact Sheet	N/A	1 week prior to meetings, workshops, briefings	30 days post workshops
E-Blast	N/A	N/A	N/A
E-mail/Letter Invitations	N/A	N/A	N/A
Invitation cards	N/A	N/A	N/A
Press releases	N/A	N/A	N/A
Social media	N/A	N/A	N/A
Information Channel 12	N/A	N/A	N/A
Grand Island TV	N/A	N/A	N/A
Survey No. 1	N/A	2 weeks prior to workshop	30 days post workshop
Survey No. 2	N/A	2 weeks prior to workshop	30 days post workshop
Workshop No. 1	2 weeks prior to workshop	1 week prior to workshop	30 days post workshop
Workshop No. 2	2 weeks prior to workshop	1 week prior to workshop	30 days post workshop
Workshop No. 3	2 weeks prior to workshop	1 week prior to workshop	30 days post workshop
Workshop No. 4	2 weeks prior to workshop	1 week prior to workshop	30 days post workshop
Briefings for elected officials	2 weeks prior to briefings	1 week prior to briefings	2 weeks days post briefings
Meetings with partners	2 weeks prior to meetings	1 week prior to meetings	2 weeks post meetings
Presentation of Draft LRTP for adoption	20 days prior to presentation	20 days prior to presentation	10 days post presentation
Presentation of Final LRTP for adoption	20 days prior to presentation	20 days prior to presentation	10 days post presentation

### Evaluation and Tracking of Public Involvement Efforts

As the **JOURNEY 2040** planning process progresses, the consultant team, GIAMPO TAC, and project management team will evaluate public involvement activities, especially during the outcomes, outcomes/ measures, scenarios, and priorities phases of the public involvement process. Evaluation will happen through:

- **Conference Calls:** To be discuss the status of the project, including public involvement.

- **Face-to-Face Meetings:** To be discuss the status of the project, including public involvement and next steps, with the TAC, elected officials, and others.
- **Implementation of New Outreach Ideas:** To include study team consideration of new ideas for public involvement, such as online mapping (wikimapping.net) and town hall meeting tools (mySidewalk.com), mobile meetings, display boards, and/or stenography, that develop through the implementation and management of public involvement for **JOURNEY 2040** in one of two ways: 1) as replacements for other tools and activities described in the public outreach plan; or 2), as supplements to aforementioned tools and activities.

Further, all public involvement activities will be recorded in a log that can be referenced during the **JOURNEY 2040** planning process. Specifically collected information will include the following:

- **Meetings:** Dates, locations, times, and attendants.
- **E-Blasts:** Number of contacts in the mailing list and open rates.
- **Social media:** Impressions and interactions for social media advertisements.
- **Press releases:** Resulting media coverage, e.g. news articles.
- **Comments:** Written and verbal comments received.
- **Other:** To be determined.

A minimum public comment period of 45 calendar days shall be provided before the initial or revised participation plan is adopted by the GIAMPO Policy Board. Copies of the approved participation plan shall be provided to the FHWA and the FTA for informational purposes and shall be posted on the World Wide Web, to the maximum extent practicable.