

ATTACHMENT B
STAKEHOLDER INPUT

ATTACHMENT B-1
PUBLIC INVOLVEMENT PLAN

SEGMENTS II and III

(Red Bank Corridor to I-275/SR 32 Interchange)

Public Involvement Plan

February 2016

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INTRODUCTION

The Eastern Corridor Program of multi-modal improvements is a comprehensive series of transportation projects designed to improve mobility and connectivity between downtown Cincinnati and communities extending east through Hamilton County and into western Clermont County. The Program consists of four core projects: Segment I (Red Bank Corridor); Segments II and III (Red Bank Corridor to I-275/SR 32 Interchange); Segments IV and IVa (Eastgate Area to Batavia); and Oasis Rail Transit. Outlined conceptually in the 2006 Tier 1 Record of Decision, these projects were recommended for further evaluation based on the results of a comprehensive series of preliminary studies and an extensive public involvement process. These projects are in varying stages of planning, design, and construction. Some, like Segment IVa, are already complete.

Eastern Corridor Segments II and III are located at the center of the Eastern Corridor region. Together, they extend between the Red Bank Corridor (Segment I) and the I-275/State Route (SR) 32 interchange in the Eastgate Area of Clermont County (Segment IV) and encompass the roads in between, including US 50/Wooster Pike, SR 125/Beechmont Levee and SR 32.

Initial recommendations for transportation improvements through this area involved:

- Shifting the western end of existing SR 32 from where it currently ends at SR 125 (Beechmont Avenue) to a new direct connection with US 50 (Columbia Parkway) and the Red Bank business corridor;
- Reshaping SR 32 into a controlled access, four-lane, boulevard-style roadway;
- And constructing a new bridge across the Little Miami River that could support multiple transportation modes (car/truck, rail transit, bike, pedestrian).

After completing in-depth studies to further define the proposed SR 32 Relocation project¹, gather public input and identify possible new alignments and related environmental and cultural impacts, the Ohio Department of Transportation (ODOT) determined in 2015 that relocating SR 32 through the Little Miami River valley (west of Church Road) is not a feasible option due to potentially significant environmental impacts and construction costs.

However, congestion, travel delays and safety issues still exist within this central portion of the Eastern Corridor and transportation improvements are needed to address regional network inadequacies and poor linkage to major economic, recreational and employment centers.

¹ In the 2006 Eastern Corridor Tier 1 Record of Decision, a series of roadway corridor options for relocating SR 32 within the Little Miami River Valley were identified for further evaluation. The results of studies conducted between 2010 and 2013 reduced the number of study corridors, and the remaining options recommended for further analysis were presented in the SR 32 Relocation (Segments II and III) Feasibility Study, March 2012. Comments received were subsequently addressed in an Addendum to the Feasibility Study, completed in December 2012.

Therefore, ODOT recommended the following actions for Segments II and III:

- Do not expend additional time and resources studying previously considered new alignment corridors for SR 32 in the Little Miami River Valley [see the Moving Forward (2015) project area map handout, which is located on the EasternCorridor.org website on the Public Involvement page for the Segments II and III project
- Revisit and update the project's Purpose and Need to verify and prioritize problem areas, redefine the study area as needed, and focus on what can be reasonably addressed by the project given the significant environmental constraints
- Consider alternatives that have the potential for lower overall impacts, focusing on improvements to existing transportation corridors (SR 32, US 50 and other roadways). Options could include: adding turn lanes, interchange improvements, widening to enhance capacity; minor realignments; improving signal timing and/or coordination; installing new signal(s); and other improvements.
- Investigate the possibility of separating Segments II and III of the Eastern Corridor Program into independent projects (up until this point, these two segments were considered together as one project)

Eastern Corridor Segments II and III Public Involvement Plan

In the spring and summer of 2016, ODOT will proceed updating the Purpose and Need for Eastern Corridor Segments II and III to verify and prioritize problem areas, redefine the study area as needed and focus on what can be reasonably addressed by the project given the significant environmental constraints.

ODOT recognizes that proactive communications efforts enhance the outcome of project development studies. Further, public involvement is required as part of the National Environmental Policy Act (NEPA) process as input from local communities, project stakeholders and interest groups provides valuable feedback and information to be considered when assessing possible alternatives and making decisions. To that end, ODOT will implement a comprehensive public outreach and involvement effort to give those who regularly travel through the Segments II and III study area, including those who reside, work or own businesses there, multiple opportunities to:

- Identify their transportation priorities
- Identify problem areas
- Suggest improvements to be made

The following plan outlines the Public Involvement activities that ODOT will undertake as part of this effort. This plan was prepared in accordance with ODOT's public involvement requirements for the 14-step PDP for Major Projects and *Public Involvement Guide* and focuses on revisiting PDP Step 1: Confirm/Clarify Problem, Goal and Need.

PUBLIC INVOLVEMENT TEAM

The team responsible for developing and implementing the Public Involvement Plan (PIP) is as follows:

ODOT Project Management Team

Tammy Campbell – Deputy Director, District 8

Stephan Spinosa – Planning and Engineering Administrator, District 8

Tom Arnold – Planning Engineer, District 8

Andy Fluegemann – Planning Engineer, District 8

Keith Smith – Environmental Engineer, District 8

Charlie Rowe – Transportation Engineer, District 8

Brian Cunningham – Communications Manager, District 8

Sharon Smigielski – Public Information Officer, District 8

Liz Lyons – Public Information Officer, District 8

Tim Hill – Administrator, Central Office OES

Heather McColeman – Major Project Coordinator, Central Office OES

Stantec, Engineering Team

Steve Shadix – Project Manager and Sr. Transportation Engineer, Stantec Engineering

Caroline Ammerman – Deputy Transportation Manager

Jesse Binau – Environmental Manager

Consensus Building Institute

Carri Hulet – Facilitator

Doug Thompson – Facilitator

Eric Roberts – Facilitator

Razor Marketing Communications

Laura Whitman – Community Relations Lead

Betty Hull – Public Affairs Consultant and Implementation

Monica Humphrey – Implementation

Kaitly Dunn – Implementation

Haley Taylor – Project Management

Mimi Razor – President

DECISION MAKING ROLES AND RESPONSIBILITIES

The Ohio Department of Transportation (ODOT) will make the final project-related decisions during the PDP process. The Stantec Team, in consultation with ODOT representatives supported by Razor Marketing Communications, will be responsible for conducting the technical studies, evaluations and public involvement activities necessary for formulating recommendations in regards to determining next steps for Segments II and III. While input received from stakeholders and the general public will be integral to the evaluation process, their roles will be advisory only.

APPROVAL PROCESS

Throughout the implementation of this Public Involvement Plan (PIP), the Public Involvement team will develop information materials to be presented to the public, stakeholders and the media. Approvals and distribution of these materials will be coordinated through the ODOT Project Manager, Tom Arnold (or other person appointed by Mr. Arnold) prior to dissemination. In greater detail, the approval process for all communications materials is as follows:

- Rasor Marketing Communications (Rasor) will develop recommendations and/or specific materials and submit them to the Stantec project manager, Steve Shadix, for consideration and review.
- Once Stantec approves the recommendations/materials, Rasor or Stantec (to be determined by task) will submit them to Tom Arnold at ODOT for review and approval.
- Once materials have been approved by ODOT, an ODOT representative will distribute them as appropriate, or, provide written distribution instructions to Stantec and Rasor.

Individuals responsible for reviewing materials will be provided a timeframe in which the review must be completed and comments/edits be provided. If a response is not received during the specified timeframe, Stantec and Rasor will proceed with finalizing and distributing the materials as appropriate.

PROJECT STAKEHOLDER ORGANIZATIONS/GROUPS

Eastern Corridor stakeholders specific to Segments II and III are the individuals and business, civic, political and other groups to whom outreach efforts will be targeted. Below is a listing of the key stakeholder organizations/groups that have been identified for Segments II and III as of February 2016; individual contacts are detailed in the Eastern Corridor Stakeholder Database. Organizations/groups included in the database were identified by the project team as those likely to have an interest in transportation issues in Segments II and III and how they may affect residents, businesses, communities and the surrounding area. The stakeholder database also includes elected officials and individuals who have attended Eastern Corridor public meetings since 2011, participated in surveys, submitted requests to be included on information distribution lists and who have sent emails to the Program team through the Eastern Corridor email system. Additional contacts are expected to be added to the database added as outreach efforts advance and their contact information becomes available.

Eastern Corridor Implementation Partners

Hamilton County Transportation Improvement District (HCTID)
Clermont County Transportation Improvement District (CCTID)
Ohio Kentucky Indiana Regional Council of Governments (OKI)
City of Cincinnati
Southwest Ohio Regional Transit Authority (SORTA)

Ohio Department of Transportation (ODOT)

Hamilton County

Board of County Commissioners
Economic Development Office for Hamilton County
Hamilton County Department of Community Development
Hamilton County Engineer
Hamilton County Environmental Services
Hamilton County Park District
Hamilton County Regional Planning Commission
Hamilton County Transportation Improvement District (HCTID)

Clermont County

Board of County Commissioners
Clermont County Chamber of Commerce
Clermont County Engineer
Clermont County Transportation Improvement District (CCTID)
Clermont Transportation Connection
Office of Economic Development
Office of Environmental Quality
Water Resources Department

City of Cincinnati

Office of the Mayor
Office of the City Manager
Cincinnati City Council
Cincinnati Recreation Commission
Department of Community Development
Department of Transportation and Engineering
Department of Economic Development
Department of Environmental Quality
Office of Environment and Sustainability
Park Board

Additional Political Jurisdiction/Communities

Amelia Village
Anderson Township
Batavia
Batavia Township

City of Cincinnati

California

Columbia Tusculum

Downtown Residents

East End

Hyde Park

Kennedy Heights

Linwood

Madisonville

Mt. Lookout

Mt. Washington

Oakley

Pendleton

City of Milford

Columbia Township

Miami Township

Pierce Township

Union Township

Village of Fairfax

Village of Indian Hill

Village of Mariemont

Village of Newtown

Village of Terrace Park

Project Area Residents

Residents living in communities located within the project area corridor

Project Area Businesses

Businesses located and operating within the project area corridor

Environmental and Greenspace Organizations

Green Umbrella-Regional Greenspace Alliance

Hillside Trust

Little Miami, Inc.

Little Miami Partnership

Mariemont Preservation Foundation

The Nature Conservancy

Ohio Department of Natural Resources, Division of Wildlife & Scenic Rivers

Ohio Environmental Protection Agency

Ohio River Way

Rivers Unlimited
The Sierra Club, Miami Group

Historical Organizations

Anderson Township Historical Society
Archaeological Society of Ohio
Cincinnati Historical Society & Museum of Natural History
Cincinnati Preservation Association
Clermont County Historical Society
Fort Salem Chapter of the ASO
Harriet Beecher Stowe House
Indian Hill Historical Society
Mariemont Preservation Foundation
Miami Valley Council for Native Americans
Miami Valley Chapter of the ASO
Ohio Archaeological Council
Ohio Historical Preservation Office
Ohio Historical Society
Village of Newtown Veteran's Memorial Association

Other Community/Business Organizations and Interest Groups

Ancor area businesses
Anderson Area Chamber of Commerce
Anderson Township Transportation Advisory Committee
Blue Ash Business Association
Cincinnati USA Regional Chamber
Clermont County Chamber of Commerce
Eastside Rotary
Greater Cincinnati African-American Chamber of Commerce
Greater Cincinnati Hispanic Chamber of Commerce
Hamilton County Development Corporation
Hyde Park Business Association
Little Miami Fire & Rescue District (Community Center)
Lunken Airport Businesses
Meridian Bioscience
Mt. Lookout Business Association
Mt. Washington Business Association
Newtown Business Association
Uptown Consortium

U. S. Bank
Port of Greater Cincinnati Development Authority

Other State & Federal Elected Officials and Resource Agencies

Ohio Governor John Kasich
Congressman Steve Chabot, OH – 1st District
Congressman Brad Wenstrup, OH – 2nd District
United States Senator Sherrod Brown
United States Senator Rob Portman
State Representative Thomas Brinkman, Jr., Ohio House District 27 (Hamilton County)
State Representative Jonathan Dever, Ohio House District 28 (Hamilton County)
State Representative Denise Driehaus, Ohio House District 31 (Hamilton County)
State Representative John Becker, Ohio House District 65 (Clermont County)
State Representative Doug Green, Ohio House District 66 (Clermont County)
United States Senator Bill Seitz, Ohio Senate District 8 (Hamilton County)
United States Senator Joseph Uecker, Ohio Senate District 14 (Clermont County)
United States Department of Transportation
Federal Highway Administration (FHWA)
Federal Transit Authority (FTA)
Ohio Department of Natural Resources, Division of Wildlife & Scenic Rivers
Ohio Environmental Protection Agency
Ohio Historic Preservation Office
U.S. Fish and Wildlife Service
U.S. Army Corps of Engineers

ENVIRONMENTAL JUSTICE POPULATIONS

Several populations of diversified racial and socio-economic construct are located within the Segments II and III study corridor. Efforts will be taken to ensure that all populations are treated without discrimination and given equal opportunity for participation including:

- Producing easy-to-read project information materials (written at an elementary school reading level with minimal to no jargon)
- Providing in-person project update opportunities, upon request
- Conducting public meetings in non-threatening environments (schools, community centers, churches, etc.)
 - Selecting meeting locations that are on or near public transit corridors
 - Selecting meeting locations that are ADA accessible
 - Offering language and hearing-impaired assistance at public meetings upon request
 - Scheduling public meetings at times that the majority of people can attend
- Sending public meeting notices to community council representatives and posting notices in public places
- Distributing project information and meeting notices to organizations that support EJ populations within and near the study area

Organizations supporting Environmental Justice populations within the study area were identified during public outreach efforts conducted for Tier 1 and Tier 2 of the Eastern Corridor Transportation Improvement Program. The Segments II and III project team will continue to include all organizations identified during these earlier project phases in its communications outreach efforts and will make any needed modifications as the study proceeds. The list of organizations identified is provided below.

Alliance for Immigrant Women
Better Housing League
Carnegie Center of Columbia Tusculum
Center for Independent Living Options
Cincinnati-Hamilton County Community Action Agency (CAA)
Cincinnati Area Senior Services (CASS)
Cincinnati Human Relations Commission
Center for Independent Living Options
Cincinnati Metropolitan Housing Authority
Cincinnati Public Schools
Cincinnati Recreation Commission
Commission on Hispanic-Latino Community Affairs
Community Action Agency

East End Adult Education Center
East End Community Council
Family & Children First Initiative, Batavia
Family & Children First Initiative, Felicity
Greater Cincinnati African-American Chamber of Commerce
Greater Cincinnati Coalition for Homeless
Greater Cincinnati Coalition/People with Disabilities
Greater Cincinnati Hispanic Chamber of Commerce
Hamilton County Economic Development Office
Hamilton County Job and Family Services
Housing Opportunities Made Equal

Inclusion Network
League of United Latin American Citizens
Madisonville Emergency Assistance Center
Metropolitan Area Religious Coalition of
Cincinnati (MARCC)
Mt. Carmel Baptist Church
Mt. Washington Church Christ Outreach

National Association for the Advancement of
Colored People (NAACP)
Ohio Commission on Hispanic/Latino Affairs
The Salvation Army
The Arc
United Way
Urban Appalachian Council
Urban League of Cincinnati

KEY MESSAGES

Key messages set the tone for a project and when used regularly by project spokespersons, ensure that consistent and accurate information is being communicated regardless of the time, place or person communicating. Below are the core messages to be used during the Segments II and III public outreach effort. These messages will be incorporated into communications materials and will be updated as needed to ensure the information is current. The bolded statements are the primary messages; the bulleted statements are to be used as further explanation and support.

- 1. The results of studies completed for Segments II and III in 2015 indicate that relocating SR 32 in the Little Miami River valley (west of Church Street) is not feasible due to potentially significant environmental impacts and construction costs. However, the roadway problems within the Segments II and III study area still exist.**
 - a. The Eastern Corridor team has worked with community and stakeholder representatives during previous program development and public involvement phases to identify needs and propose solutions with the public. The public input contributed to the decision not to relocate SR 32 Relocation at this time.
 - b. Moving forward, ODOT will reconfirm the purpose and need for change in the Segments II and III study area. Public input will be an integral part of this process and feedback received will help guide the decisions to be made.
 - c. Final decisions won't be made until the Eastern Corridor Implementation Partners and stakeholders have reviewed transportation needs and wants, identified and studied preferred alternatives, and fine-tuned the possible project alternatives.

- 2. Reconfirming the Purpose and Need for Segments II and III is an opportunity for the public to help shape the future of transportation through the Eastern Corridor region. Public involvement has been and will remain an integral part of the Eastern Corridor Program development process.**
 - a. Public involvement meetings will be held to update the public on project status and to gain public input. More details about these meetings will be posted on www.EasternCorridor.org.
 - b. Comments and questions can be submitted to the project planning team anytime on the Eastern Corridor website, at EasternCorridor@EasternCorridor.org or through the Eastern Corridor hotline at (513) 888-7625.

- 3. The Purpose and Need phase of work will thoroughly examine the transportation improvement needs and opportunities for Segments II and III. The Purpose and Need phase of work will:**
 - a. Gather public input and data on transportation needs and opportunities for Segments II and III, specifically between US 50 and Newtown Road and from Newtown Road to Bells Lane.

- b. Collect feedback on new alternatives for controlled access between US 50 and Newtown Road and from Newtown Road to Bells Lane.
- c. Evaluate the needs, opportunities and suggested alternatives proposed for Segments II and III in terms of function, context, constructability and affordability.
- d. Refine and narrow down the feasible alternatives; analyze environmental impacts, and complete preliminary engineering for the alternatives.
- e. Gather public input throughout the alternative analysis process.

4. Eastern Corridor Segments II and III is one of four components of the Eastern Corridor Program of integrated, multi-modal transportation improvements. The Eastern Corridor Program is designed to enhance our regional transportation network by improving travel and connections between central Cincinnati and the communities extending east through Hamilton County and into western Clermont County:

- a. The Segments II and III study will consider the use of multiple modes of transportation to enhance mobility within the Eastern Corridor by providing new rail transit, expanded bus routes, improvements for pedestrians and cyclists, new and expanded roadways and improvements to existing road networks.
- b. The program is about preparing our communities for the future and strengthening the connections between them.

PUBLIC INVOLVEMENT PLAN GOALS

The primary goals of the Eastern Corridor Segments II and III Purpose and Need project are to:

Goal 1

Engage the community in discussions about access and mobility through the Little Miami River Valley and multimodal improvements they would like to have made, if any.

- Hear from all communities and neighborhoods in and around the study area

Goal 2

Engage the business community in discussions about transportation issues in the Eastern Corridor's Segments II and III study area

Goal 3

Establish that the previous recommendations for the relocating SR 32 have been eliminated based on studies completed and public feedback received as part of the Tier 2 Public Involvement Plan.

- Reiterate that the public's feedback has been heard
- Determine what opportunities and transportation issues currently exist.

Goal 4

Manage stakeholder and public expectations for the Segments II and III Purpose and Need phase of work. Clearly define the stages of the process, project timelines and anticipated end products.

PUBLIC INVOLVEMENT PLAN STRATEGIES

Strategies and implementation activities are the core of any Strategic Communications Plan. While strategies express in general terms what will be done, the implementation activities give more detail and explain how the strategies will be executed. The strategies recommended for the project are presented below and the planned implementation activities are outlined in the following section.

1. Provide fact-based information to project stakeholders (area neighbors/businesses and neighboring communities, and interest groups) about Segments II and III.
2. Keep the project as transparent as possible by maintaining a flow of information to the public. Be responsive to public comments and concerns; provide feedback when necessary.
3. Engage stakeholders in the study process and ensure that their comments, suggestions and concerns are conveyed to the project planning team to be considered as part of the decision making process.
4. Provide stakeholders with multiple channels through which information related to the project can be exchanged.
5. Work with key media outlets to provide opportunities for well-informed, positive project coverage and to promote public engagement opportunities.

PUBLIC INVOLVEMENT PLAN IMPLEMENTATION ACTIVITIES

The public involvement activities recommended for the Purpose and Need for the Segments II and III project are outlined below. All relevant materials will be updated as new information becomes available to keep the materials accurate and up-to-date. Since public involvement is a fluid process, all communications activities outlined in this plan must remain flexible to meet changing project and stakeholder needs.

Activity	Description	Tasks	Timing
Development of Fact Sheet(s)	A fact sheet on Performance-based Design will be created to provide education on the approach being used for Segments II and III. This fact sheet will be designed using Eastern Corridor branding to ensure it is cohesive with all other materials. It will be widely distributed throughout the project, used during the Focus Area Workshops, and shared electronically via the Eastern Corridor website and Eblast system	Research and develop content for a fact sheet to be distributed to stakeholders; design and manage fact sheet distribution	February – March 2016
ECDT Meeting	<p>An Eastern Corridor Development Team (ECDT) meeting will be held to:</p> <ul style="list-style-type: none"> ▪ Inform ECDT members about the current status of Eastern Corridor projects, with a specific focus on next steps for Segments II and III ▪ Gather ECDT input on recommended outreach efforts ▪ Engage support for promoting the input opportunities <p>As part of this effort, the Public Involvement team will update the ECDT member contact list.</p> <p>Meeting Notification</p> <ul style="list-style-type: none"> ▪ Meeting notifications will be sent to current and new ECDT members via email 	<p>Coordinate concept, timing locations and content of meetings among ODOT, Stantec, CBI and Rasor; manage notification process; manage on-site logistics (identify and secure meeting location; set-up and break-down meeting; secure A/V equipment if needed, etc.) and materials production; prepare meeting summary reports.</p> <ul style="list-style-type: none"> • Develop and produce handouts and sign-in sheets as needed • Develop presentation 	February – March 2016
Focus Area Workshops	<p>ODOT and the Public Involvement team will plan and coordinate six focus area meetings designed to gather specific feedback from affected communities about transportation improvement needs within the Segments II and III study area.</p> <p>Facilitated by ODOT’s mediation partner CBI, the purpose of these meetings will be to transition from the concept of relocating SR 32 to identifying lower impact improvements to be made to the existing transportation network.</p>	<p>Coordinate concept, timing locations and content of meetings among ODOT, Stantec, CBI and Rasor; manage notification process; manage on-site logistics and materials production; prepare meeting summary reports.</p>	January – June 2016

Activity	Description	Tasks	Timing
	<p>Participants will be given the opportunity to:</p> <ul style="list-style-type: none"> ▪ Identify their transportation priorities ▪ Identify locations at which they thought improvements are needed ▪ Suggest improvements to be made <p>The meetings will be held at different locations (focus areas) throughout the study area. Anticipated areas include:</p> <ul style="list-style-type: none"> ▪ Anderson Township ▪ Fairfax/Mariemont ▪ Newtown ▪ Clermont County ▪ City of Cincinnati (Linwood, Mt. Lookout, Columbia Tusculum and Hyde Park) <p>Notification</p> <p>Notification efforts for the Workshops will include:</p> <ul style="list-style-type: none"> ▪ News release announcements distributed to local print, radio and TV channels ▪ Email updates (Eblasts) sent to Eastern Corridor stakeholders ▪ Social media posts, EC website, information provided for ODOT's website ▪ Flyers shared and posted throughout the project area ▪ Networking with local community, business organization and interest group representatives 	<p>Coordinate concept, timing locations and content of meetings among ODOT, Stantec, CBI and Rasor; manage notification process; manage on-site logistics (identify and secure meeting location; set-up and break-down meeting; secure A/V equipment if needed, etc.) and materials production; prepare meeting summary reports.</p> <ul style="list-style-type: none"> ▪ Develop and produce handouts and sign-in sheets as needed ▪ Develop presentation 	
<p>MetroQuest Feedback Tool (Survey)</p>	<p>Survey Tool Development, Management and Coordination</p> <p>The MetroQuest online feedback tool will be used as a primary mechanism to gather the public input used to inform the Segment II and III Purpose and Need statement. The tool will be designed to gather feedback from the public on a variety of topics including:</p> <ul style="list-style-type: none"> ▪ East side transportation challenges and priorities ▪ Travel mode preferences (current and future) ▪ Improvements that must be made ▪ Improvements that would be nice to have ▪ Identification and location of problem areas within the study area ▪ Identification of possible business-retail related challenges pertaining to the existing transportation network ▪ Respondent demographics <p>The Public Involvement team will develop the content and work with MetroQuest to design the survey, monitor participation and assess the results. The MetroQuest</p>	<p>Coordination of content and design of MetroQuest feedback tool</p> <p>Coordination of all logistics with MetroQuest, QA test and prepare for distribution of survey</p> <p>Distribution of survey via electronic channels through economic development and partner organizations (regional chambers, municipalities, etc.), media, meetings, speaking engagements, etc.</p>	<p>February – June 2016</p>

Activity	Description	Tasks	Timing
	<p>feedback tool will be hosted on the Eastern Corridor website and remain in place for a period of three months with a comprehensive outreach effort implemented to drive people to the tool (see below).</p> <p>Notification The Public Involvement team will implement a comprehensive outreach campaign to drive target audiences to the online survey. Outreach efforts will be made using a variety of channels including the following:</p> <ul style="list-style-type: none"> ▪ Networking among ECDT (community council leaders, business associations and interest groups) ▪ Media relations ▪ Email notifications sent to Eastern Corridor stakeholders (Eblasts) ▪ Website postings ▪ Social media networking ▪ Speakers bureau ▪ Direct mail ▪ Automated phone messages <p>Networking The Public Involvement team will call upon the ECDT members to assist with notifying their communities/organizations about the upcoming input opportunities. Requests will be made in person at the ECDT meeting and other meetings that may be scheduled, via email and by telephone call as needed.</p> <p>Media Relations ODOT will manage media relations pertaining to media efforts (including development, distribution and follow-up for news releases) with support from Rasor as needed.</p> <p>Email Notifications (Eblasts) Rasor will develop and distribute a series of up to four Eblasts to stakeholders. The initial Eblast will highlight the availability of the feedback tool and its purpose and include links to the tool itself. Subsequent reminder Eblasts will contain similar content but will alert recipients as to how much time they have left to complete the survey.</p>	<p>Monitoring, compiling and posting of final results</p> <p>Rasor will prepare content of messages to ECDT members and coordinate with ODOT on distribution timing and method.</p> <p>ODOT will prepare news release(s) and manage distribution and follow ups with media. Rasor will provide as-needed support.</p> <p>Prepare Eblasts; coordinate with ODOT on approval. Distribute Eblasts using the Eastern Corridor stakeholder database and Constant Contact email system.</p>	

Activity	Description	Tasks	Timing
	<p><i>Website Postings</i> Rasor will prepare and post links to the survey on the Eastern Corridor website. The team will also work with ODOT and the Eastern Corridor Partners to ensure also post information and links to the feedback tool on their websites.</p> <p><i>Social Media</i> Rasor will prepare and post series of Facebook and Twitter announcements that will inform readers about the feedback and use links to drive them to the survey site. Posts will be distributed at least once per week, with more posts distributed when the survey is first launched and as it comes to a close. The team will also work with ODOT and the Eastern Corridor Partners to ensure that the posts are shared through their various social media networks.</p> <p><i>Speakers Bureau</i> Rasor will coordinate a Speakers Bureau strategy focused on reaching out directly to community councils, major businesses and civic groups (i.e., the Rotary, etc.). Speaking engagements/meetings will focus on providing an update on Segments II and III (and other Eastern Corridor projects as appropriate) and driving traffic to the online feedback tool.</p> <p><i>Direct Mail</i> Rasor will develop a postcard mailer designed to drive recipients to the online feedback tool, as well as publicize other ways to provide input into the current process. The mailer will be sent to property owners and residents in key neighborhoods such as Newtown, Anderson Township, Mariemont, Fairfax, Eastgate, Milford and possibly City neighborhoods of Linwood, Mt. Lookout, Hyde Park and Columbia Tusculum. Rasor will coordinate distribution of the mailers through the US Postal service using their Every Door Direct Mail service, which delivers items based on parameters defined by the project team and does not require purchasing mailing lists.</p> <p><i>Automated Phone Messages</i> Rasor will coordinate with a service to place automated calls to phone lines within the study area informing recipients of the availability of the MetroQuest survey and communicating key messages about Eastern Corridor Segments II and III. Rasor will work with Stantec and ODOT to determine desired reach and will manage the relationship with the automated phone message provider.</p>	<p>Prepare content and post with links to survey on the Eastern Corridor website; coordinate postings on Partner websites</p> <p>Draft and post social media postings on Facebook and Twitter accounts at least once weekly; coordinate sharing posts with Partners to expand reach through social media channels</p> <p>Coordinate with ODOT on meetings to schedule; identify locations; assist with content development, logistics coordination and documentation, as needed.</p> <p>Coordinate with ODOT to determine desired circulation; obtain cost estimates; develop content and mailer design; manage distribution.</p> <p>Coordinate with and manage automated phone messaging service; determine distribution range; prepare content of messages; manage</p>	

Activity	Description	Tasks	Timing
Public Involvement Meetings	<p>The team will hold one public involvement meeting at the conclusion of the Purpose and Need development process at a central location within the study area.</p> <p>The meeting will be designed to inform the public about the current status of project work, share information gathered from the Focus Area Workshops as well as the online feedback tool, share the draft Purpose and Need statement and recommendations for next steps, and gather public input.</p> <p>Upon conclusion of the meeting, the team will create a report summarizing the comments received.</p> <p><u>Meeting Notification</u></p> <ul style="list-style-type: none"> ▪ News release announcements will be distributed to local print, radio and TV channels. ODOT will prepare, distribute and follow up on releases distributed with support from Rasor as needed. ▪ Multiple email updates (Eblasts) will be sent to project stakeholders. Rasor will prepare and distribute the Eblasts once approved by ODOT. ▪ Information will also be distributed via Eastern Corridor social media and the Eastern Corridor website (Rasor will also work with the Eastern Corridor Partners to share posts via their social media channels and websites.) 	<p>implementation.</p> <p>Coordinate concept, timing locations and content of meetings among ODOT, Stantec and Rasor; manage notification process; manage on-site logistics (identify and secure meeting location; set-up and break-down meeting; secure A/V equipment if needed, etc.) and materials production; prepare meeting summary reports.</p> <p>Additional tasks include:</p> <ul style="list-style-type: none"> • Develop and produce handouts and sign-in sheets as needed • Develop presentation • Develop and produce information/exhibit boards • Prepare and post relevant updates to the Eastern Corridor website 	Fall 2016

PUBLIC INVOLVEMENT PLAN STRATEGIES

A key element to a successful communications plan is evaluation. The plan and tasks contained therein must be evaluated on a regular basis to ensure that efforts made are achieving the desired results. If the plan is not achieving those results, then changes must be made.

Several informal evaluation measurements can be taken throughout the plan implementation process, including the following:

- Number of comments/questions received through established communications channels (phone, website, etc.)
- Number of visits to the Eastern Corridor Program website
- Number of media inquiries received per month
- Number of media articles printed/aired and tone of the stories
- Level of engagement in social media networking
- Number of community council meetings attended/presented (number of people addressed at meetings)
- Level of engagement in the online feedback tool
- Number of attendees at community meetings

Evaluation of the Segments II and III Public Involvement Program will be an on-going process. Should the values of measurements listed above (other measurements to be determined) not meet with ODOT's satisfaction, the Public Involvement team will make the necessary adjustments to ensure that overall communications efforts are effective and successful.