



**EASTERN CORRIDOR SEGMENTS II and III
Red Bank Corridor to I-275/SR 32 Interchange
(PID 86462)**

**October 24 and 25, 2018 Public Open House
MEETING SUMMARY REPORT**

Prepared For
Ohio Department of Transportation
District 8
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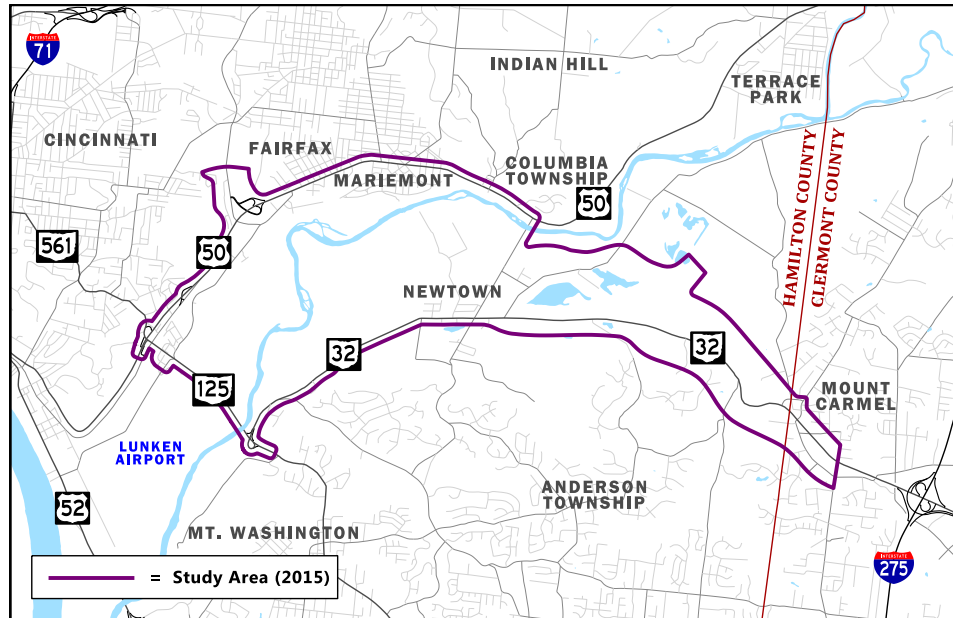
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INTRODUCTION

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 Clermont County (Segment IV), and encompass the roads in between, including US 50/Wooster Pike, SR 125/Beechmont Levee and SR 32 (see Figure 1: Segments II and III Study Area).

Figure 1: Segments II and III Study Area



Previous transportation improvement recommendations for this area focused on shifting the western end of SR 32 from where it currently stops at SR 125 (Beechmont Avenue) to a new, direct connection with US 50 (Columbia Parkway) and the Red Bank corridor. After completing in-depth studies however, the Ohio Department of Transportation (ODOT) determined that relocating the roadway through the Little Miami River Valley has potentially significant environmental impacts, high construction costs and public and resource agency concerns; therefore, it is no longer considering doing so at this time.

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

In 2017, ODOT completed a Transportation Needs Analysis for Eastern Corridor Segments II and III. Based on the results of technical studies and in coordination with local communities and interest groups, the analysis identified transportation needs throughout the Segments II and III study area. ODOT subsequently used information from the analysis to develop possible solutions for the primary transportation needs identified in the report. Secondary needs will be addressed as opportunity and funding allow.

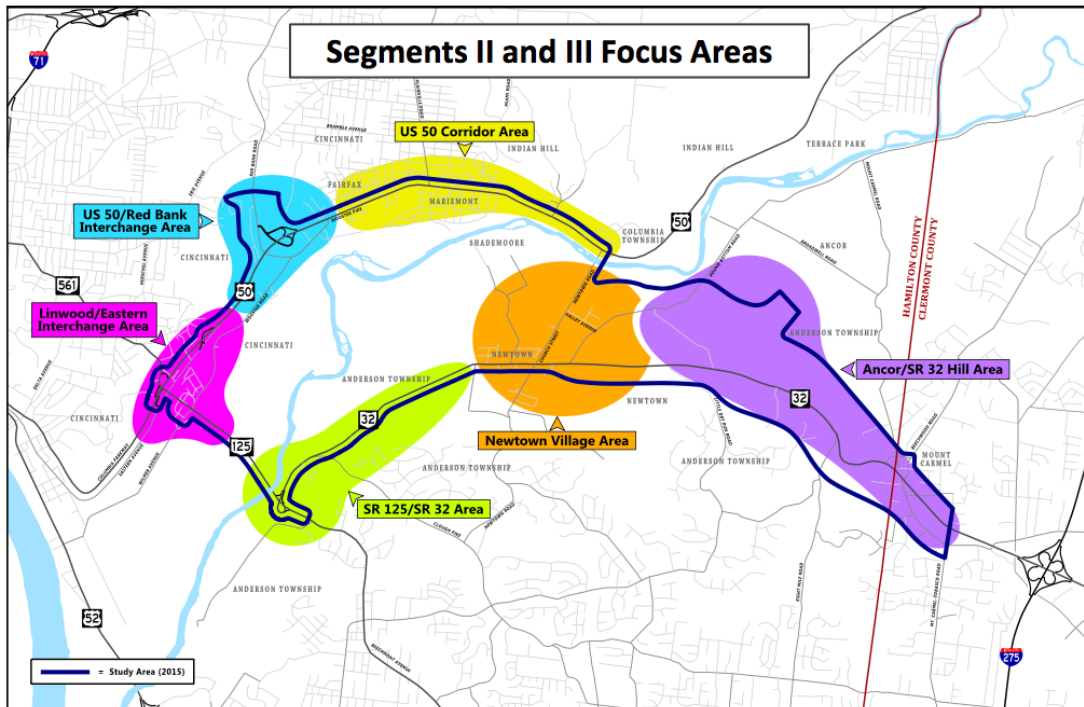
To help guide these efforts, ODOT formed five* Advisory Committees to provide local input for six focus areas in Segments II and III (see Figure 2):

- SR 125/SR 32 Focus Area

- Village of Newtown Focus Area
- ANCOR/SR 32 Hill Focus Area
- Linwood/Eastern Interchange Focus Area
- US 50/Red Bank Interchange Focus Area
- US 50 Corridor Focus Area

* One Advisory Committee covered both the Linwood/Eastern Interchange and US 50/Red Bank focus areas

Figure 2: Focus Area Map



Advisory Committee members included elected officials, transportation planning professionals, and community and interest group representatives. Each Advisory Committee met with ODOT three times (totaling 15 meetings) and together, they identified and reviewed nearly 150 different concepts to address transportation needs in the study area. Following three rounds of analysis and discussion, many concepts were eliminated from further review based on evaluations results, projected costs, and/or impact concerns.

On October 24 and 25, 2018, the remaining 54 concepts were presented to the public for review and input at two Open House public meetings. Materials shared at the meetings were also posted on the Segments II and III Public Involvement pages of the Eastern Corridor website. The public was encouraged to share feedback on the concepts using a comment form provided by ODOT (hardcopies were passed out at the meetings and a digital version was posted online along with the meeting materials), however, comments were accepted in any format submitted including by email and written letter.

The following report documents the content and format of the meetings, materials shared with the public, efforts made to notify the public about the Open Houses and feedback received.

OPEN HOUSE OVERVIEW

The purpose of the October 24 and 25, 2018 Open House meetings were to share Segments II and III transportation improvement concepts vetted with the Advisory Committees with the public, and to gather public feedback. ODOT will use input received to inform its final recommendations for improvements to be made within the corridor. These improvements will be compiled into an Implementation Plan that local jurisdictions can use as a tool to assist future transportation planning efforts.

Information shared at the Open House meetings focused on the 54 transportation improvements concepts developed by ODOT in coordination with its five local Advisory Committees. They also included an overview of the Segments II and III study effort and next steps.

Both Open House meetings were held in the evening between 5 p.m. and 7 p.m. The meetings were hosted at the following locations:

Wednesday, Oct. 24

Miami Valley Christian Academy
6830 School Street
Newtown, OH 45244

Thursday, Oct. 25

R.G. Cribbet Recreation Center
5903 Hawthorne Avenue
Fairfax, OH 45227

Attendees could arrive any time to review material displayed and to speak directly with ODOT and project team representatives. No formal presentation was given. The locations chosen for the Open House were ADA accessible. Anyone needing special assistance or interpretation services had the opportunity to call ODOT prior to the meeting to arrange for assistance. However, no requests were received.

Welcome Table and Handouts

Upon entering the meeting, attendees were greeted by project team representatives who asked them to sign in and explained the layout of the Open House. Attendees were also provided with a Segments II and III Fact Sheet (with a focus area map on the back) and comment form. Copies of these materials are provided in Appendix B: Meeting Materials.

An automated, repeating presentation was on exhibit near the Welcome Table. This presentation provided an overview of the Eastern Corridor Program and the Segments II and III study, its status and next steps. It also introduced the six focus areas as well as the Advisory Committees and their role in helping to develop the transportation improvement concepts being shared for review. The presentation concluded with information about how attendees could submit their input to the project team.

Focus Area and Traffic Modeling Stations

Transportation improvement concepts were presented by focus area and six stations were set up around the room dedicated to each of the focus areas. At each station, a series of three to six concept boards illustrated how each of the proposed concepts would look and/or operate (Copies of the concept boards are provided in Appendix B of this report). Project team representatives were positioned at each of stations to discuss the information on display, answer questions and receive comments.

The Focus Area stations were color-coordinated (through tablecloths and colors on the concept exhibit boards) with the focus area map distributed to each attendee to help better orient them with the subject areas and room layout. Attendees were invited to visit all Focus Area stations or to go to the focus areas in which they were most interested. Below are photos that were taken at the Oct. 24 meeting at the Miami Valley Christian Academy.



A separate traffic modeling station was also set up in the meeting space. At this station, a project team representative was available to show and discuss with attendees computer simulations of how traffic flow would be impacted with the implementation of various proposed concepts.

Project team representatives who staffed the meetings included:

ODOT

Tommy Arnold (District 8)
Scott Brown (District 8)
Andy Fluegemann (District 8)
Alex Genbauffe (District 8)
Cody Havlin (District 8)
Brienne Hetzel (District 8)
Tom Mazza (District 8)
Charlie Rowe (District 8)
Anthony Pankala (District 8)
Stefan Spinosa (District 8)

Consultant Team

Caroline Ammerman (Stantec)
Matt Crim (Stantec)
Paul Durham (Stantec)
Steve Shadix (Stantec)
Laura Whitman (Rasor Marketing Communications)

Attendance

A combined total of 175 people signed in at the two meetings (excluding project team members). Some visitors opted not to sign in so the actual number of attendees was somewhat higher than 175, but was not captured.

NOTIFICATION

Notifications publicizing the Open House meetings were distributed using multiple communications channels including:

- Email notices sent to Eastern Corridor stakeholders (Eblasts)
- Website postings
- Social media networking
- Traditional media relations
- Ad placement in *The Cincinnati Enquirer* and *Community Press papers*

Copies of all notification materials are provided in Appendix C: Notification Materials.

Email Notifications (Eblasts)

Three announcements about the Open House meetings were distributed to more than 1,500 Eastern Corridor stakeholders. Eastern Corridor stakeholders include regional and local community and business leaders, Eastern Corridor community and interest group representatives, resource agencies, representatives of environmental justice organizations, individuals who have attended Eastern Corridor public meetings, past Eastern Corridor survey participants, and individuals who have signed up to receive Eastern Corridor Program updates. The Eblasts were sent out on the following dates:

- Tuesday, September 24 (initial announcement)
- Wednesday, October 10, 2018 (Section 106 notification)
- Monday, October 22, 2018 (meeting reminder)
- Tuesday, November 20, 2018 (comments due reminder)

Copies of the Eblasts distributed are included in Appendix C: Notification Materials

Website and Social Media Postings

Announcements about the Open House meetings were posted on multiple pages of the Eastern Corridor Program website including the Eastern Corridor homepage, the Eastern Corridor Public Involvement page, the Segments II and III Overview page and the Segments II and III Public Involvement page. Copies of the Eblast and a news release were also posted in the News section of the website. ODOT also requested that Advisory Committee members post information about the meetings on their websites as well as send information directly to their constituents; ODOT provided them with content that they could use and/or adapt for this purpose.

Announcements about the Open House meetings were also posted on the Eastern Corridor's Facebook site and Twitter feeds. The Facebook post for October 22 was boosted to reach users within a 10-mile radius of the Miami Valley Christian Academy (6830 School Street). This boosted post reached 13,937 people, collected 198 reactions and resulted in 1,101 post clicks. A table containing the content of posts placed on the Eastern Corridor social media sites is provided in Appendix C: Notification Materials.

Due to the large number of possible communications channels available, the project team did not actively track meeting notification placements. However, the following website and social media placements were observed:

- Anderson Township website
- Anderson Township Facebook
- Cincinnati.com
- Eastern Corridor website
- Eastern Corridor Facebook and Twitter
- Clermont County Transportation Improvement District (TID) Facebook and Twitter
- Ohio Department of Transportation, District 8 Facebook and Twitter
- Mt. Lookout Community Council E-newsletter
- Nextdoor.com platform (posts covered Hyde Park, East End, Columbia Tusculum, Fairfax, Mariemont, Mt. Lookout, Linwood, Signal Hill, Oakley Anderson Township)
- Ohio-Kentucky-Indiana Regional Council of Governments Facebook and Twitter
- Village of Newtown website
- WVXU.org

Traditional Media Outreach

An initial news release announcing dates, times and purpose of the October 24 and 25 Open House meetings was distributed to Cincinnati-based print, radio, digital and broadcast media on September 24, 2017. A second release, which provided additional information about work that has been completed to date in the Eastern Corridor was distributed on October 22, 2017. Copies of the two releases are included in Appendix C.

Coverage was confirmed through the following media outlets:

- Cincinnati Enquirer, online (Cincinnati.com) – Oct. 10
- Cincinnati.com calendar - ongoing
- Cincinnati.com press release publisher - ongoing
- Community Press papers (article) – Oct. 17
- WCPO (Ch. 9, CBS)
- WCPO.com (online)
- WKRC (Ch. 12, ABC)
- WLWT (Ch. 5, NBC)
- WSTR (Star 64)
- WVXU 91.7FM

Ad placement

A quarter page advertisement was placed in the Cincinnati Enquirer and the local Community Press newspapers. The Enquirer ad ran on a Sunday, which is the highest circulation day for the daily newspaper. There are 26 weekly Community Press papers and together, they cover the entire Greater Cincinnati metropolitan region. The ad ran once in each of the 26 Community Press papers. Placement dates are provided below:

- Enquirer: Sunday Sept. 30, 2017
- Community Press: Wednesday Oct. 17, 2018

The configurations of the ads differed slightly between the Enquirer and Community Press papers due to the size and shape of each publication. Sizes of the printed ads are provided below. Images of the ads are included in Appendix C: Notification Materials.

- Enquirer ad: 4.68" x 6.6"
- Community Press ad: 6.62" x 6.0"

PUBLIC INPUT SUMMARY

The public was invited to share comments with ODOT and the project team by completing a comment form packet distributed at the Open House, completing an online version of the comment form (links to which were provided with meeting materials on the Eastern Corridor website), or by sending an email or letter to project team members or to ODOT project manager Tommy Arnold. The public comment period was open for 30 days and closed at midnight on November 25, 2018.

The comment form packet provided by ODOT was divided into several parts:

Respondent Information: This section collected general information about the respondent including name, zip codes of where the respondent lives and works, email address and how they heard about the open house meetings.

Concept Evaluation: Comment sheets were developed for each of the six focus areas. Each sheet asked respondents to indicate the degree to which they supported implementing the proposed transportation improvements, using a scale of 1 to 5:

- 1 – Strongly Oppose
- 2 – Dislike
- 3 – Neutral
- 4 – Like
- 5 – Strongly Support

Open Comment: On each of the focus area comment sheets, respondents were invited to share any additional thoughts they may have regarding the proposed concepts for the subject focus area or comments they have in general about the study.

A total of 125 comment forms were collected. Fifty-one forms were collected at the meetings, three were sent in via mail and the remaining forms (71) were submitted online. Twenty-three individuals also submitted written comments via email and two letters were received. The content of all comment form packets submitted at the Open House meetings and via mail was entered into the online comment form program (Survey Monkey) to facilitate analysis. All comments, including those submitted on the comment forms and received via email and mail, were compiled into a Comment Log and organized by focus area and concept number.

A summary of responses from the Respondent Information collected is provided on the following pages.

A presentation of the concept evaluation results and comments received is provided in Appendix A: Concept Evaluation and Comment Summary. Also included are Ohio Department of Transportation's responses to all comments received.

Respondent Information Collected

Respondent Names and Email Addresses

The majority (99%) of comment form respondents, as well as those who submitted comments via mail and email, provided their names and email addresses. Names and addresses are not documented in this report to protect respondents' privacy. However, they are on file at the Ohio Department of Transportation.

Sixty-six respondents said they would like to receive Eastern Corridor email updates. Their email addresses have been added to the Eastern Corridor email update distribution database.

Respondent Zip Codes

Nearly all comment form respondents (122) provided zip codes for the areas in which they live. Of these, the most frequently reported zip codes were 45227 (Mariemont, Madisonville, Fairfax) and 45244 (Newtown, Union Township, Milford, Anderson Township), which shows that the majority of respondents come from the Segments II and III study area. A summary of zip codes reported is provided in Figure 3. Fewer people (104) identified the area in which they work (Figure 4). Of these, the most frequently reported zip code was 45227 (Mariemont, Madisonville, Fairfax), followed by 45244 (Newtown, Union Township, Milford, Anderson Township) and 45202 (downtown Cincinnati). Zip code information was not collected from respondents who submitted comments by mail and email.

Figure 3. Distribution of Responses to "In which zip code do you live?"

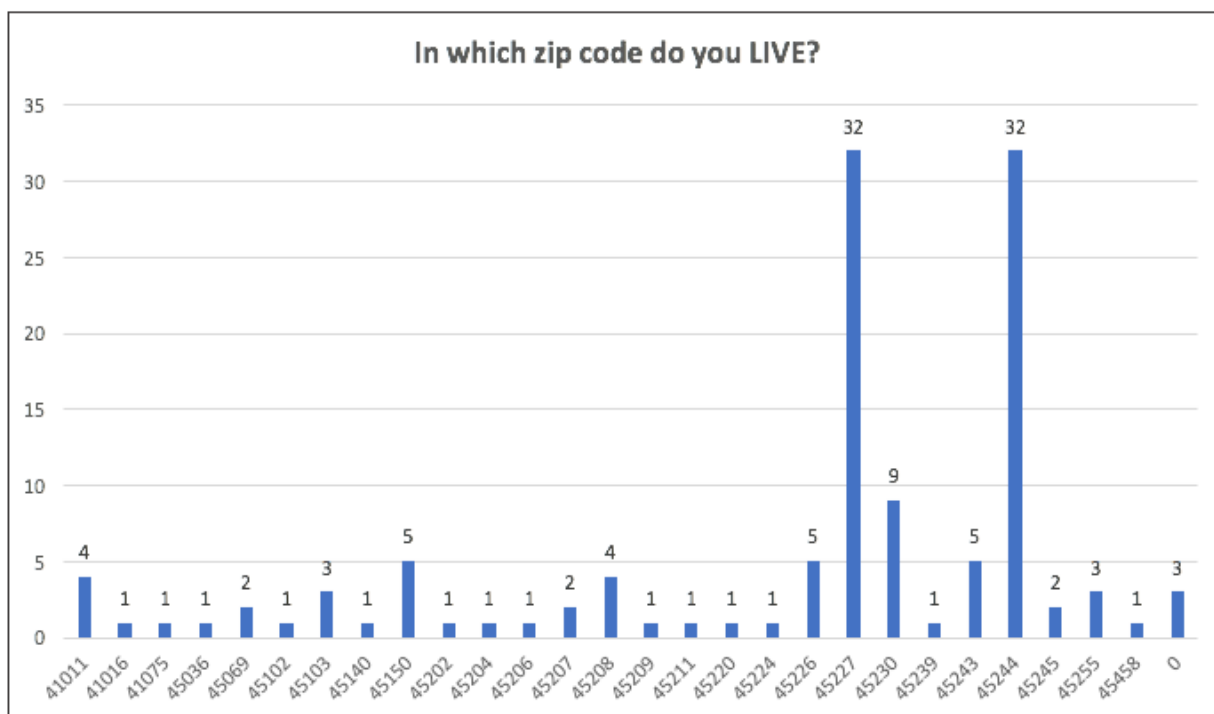


Figure 3a. Following are the primary communities located in the top five zip codes in which respondents live:

| Zip Code | Community | Respondents |
|----------|---|-------------|
| 45227 | Mariemont, Madisonville, Fairfax | 32 |
| 45244 | Newtown, Union Township, Milford, Anderson Township | 32 |
| 45230 | Mt. Washington, Anderson Township, California | 9 |
| 45150 | Milford, Clermont County | 5 |
| 45226 | Fairfax, Columbia-Tusculum, Linwood | 5 |
| 45243 | Indian Hill, Madeira | 5 |

Figure 4. Distribution of Responses to "In which zip code do you work?"

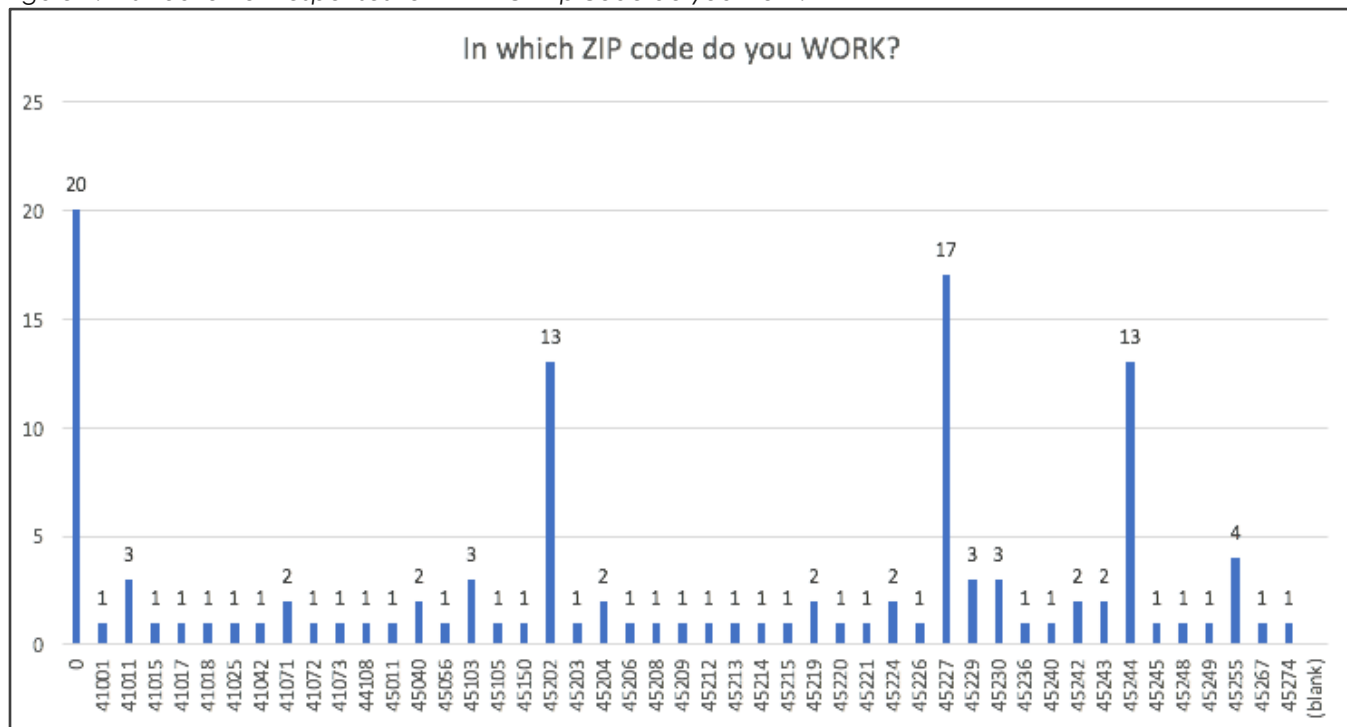


Figure 4a. Following are the primary communities located in the top five zip codes in which respondents work:

| Zip Code | Community | Respondents |
|----------|---|-------------|
| 0 | Left blank or retired | 20 |
| 45227 | Mariemont, Madisonville, Fairfax | 17 |
| 45244 | Newtown, Union Township, Milford, Anderson Township | 13 |
| 45202 | Downtown Cincinnati | 13 |
| 45255 | Anderson Township, Clermont County | 4 |

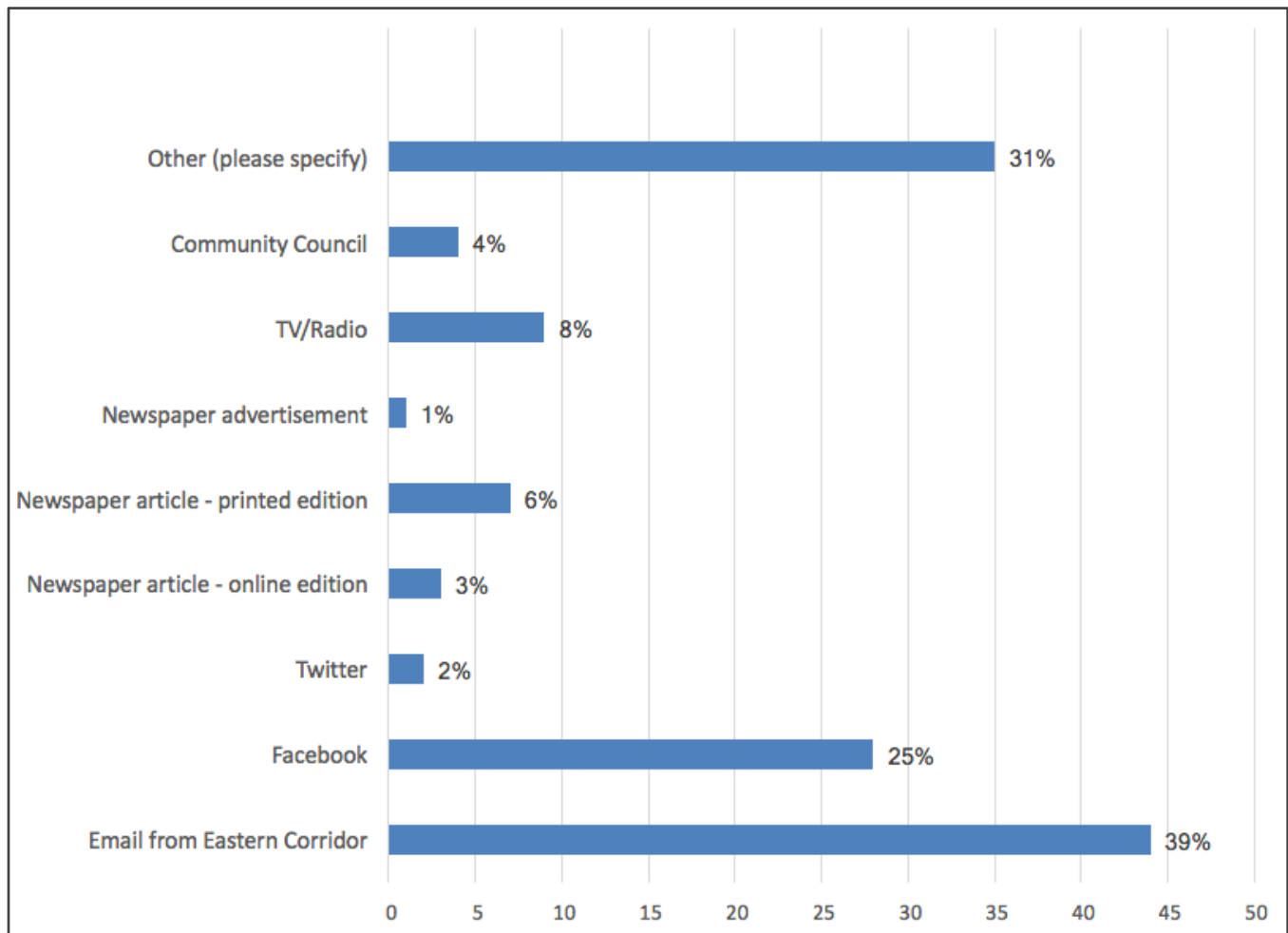
Public Meeting Attendance

Slightly more than half of the respondents who submitted comment forms (54%) attended one of the Open House meetings. This data was not captured for those who submitted written comments via mail or email.

Meeting Notification Source

When asked how they heard about the Oct. 24 and 25 public Open House meetings, comment form respondents most frequently cited emails from Eastern Corridor (39%), "Other" (31%) and Facebook posts (25%) as their sources (Figure 5). Emails from community councils and/or community representatives, friends/relatives, the Nextdoor community-based social network, and a local bike shop were most frequently cited as information sources for "Other." This data was not captured for those who submitted written comments via mail or email.

Figure 5: Meeting Notification Sources



| ANSWER CHOICES | RESPONSES | |
|-------------------------------------|-----------|----|
| Email from Eastern Corridor | 38.60% | 44 |
| Facebook | 24.56% | 28 |
| Twitter | 1.75% | 2 |
| Newspaper article - online edition | 2.63% | 3 |
| Newspaper article - printed edition | 6.14% | 7 |
| Newspaper advertisement | 0.88% | 1 |
| TV/Radio | 7.89% | 9 |
| Community Council | 3.51% | 4 |
| Other (please specify) | 30.70% | 35 |
| Total Respondents: 114 | | |

Responses received for "Other" included:

- A friend told me
- Colleague
- CORA
- CORA announcement on Facebook
- Coworker who lives in the Village
- Cycle shop/advocacy email
- Email from Don Carrol
- Email from friend and neighbor
- Email from Wade Johnston of Tri-State Trails
- Friend
- Gmail from Newtown Councilman
- I didn't
- I didn't until now.
- I didn't, actually
- I was unaware.
- Linwood Community Council
- Members of my community
- Mt. Lookout Community Council
- Mt. Lookout Community Council email.
- MY HUSBAND
- My husband is a Village of Newtown council member and he knew about it.
- Neighbor
- Nextdoor.com
- Nextdoor.com
- Nextdoor.com Mariemont
- Nextdoor.com Mariemont
- Nextdoor.com

- Private email
- Reser bike shop
- Reser email
- Someone who attended the Red Bank/Madison meeting
- Spouse (Facebook)
- Spring Hill Condo Assoc.
- Village of Newtown, Village Council
- Word of mouth

Concept Evaluation and Open Comment

A presentation of the concept evaluation results and comments received is provided in Appendix A: Concept Evaluation and Comment Summary. Also included are Ohio Department of Transportation's responses to all comments received.

Appendix A: Concept Evaluation and Comment Summary

Appendix B: Meeting Materials

Concept and Information Boards

Automated Presentation

Segments II and III Fact Sheet

Comment Form Packet

Appendix C: Notification Materials

Eblasts
Social Media Posts
News Releases