

I-11 & Intermountain West Corridor Study

Public Involvement Plan

Prepared for



In partnership with

Maricopa Association of Governments

**Regional Transportation Commission
of Southern Nevada**

Federal Highway Administration

Federal Railroad Administration



I-11 AND INTERMOUNTAIN WEST CORRIDOR STUDY

Public Involvement Plan

Prepared for

Nevada Department of Transportation

and

Arizona Department of Transportation

Prepared by:

CH2MHILL®

In association with:

Partners for Strategic Action, Inc.

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Background

The Intermountain West (for purposes of this study, the geographic region of Western United States located between the Rocky Mountains on the east and the Cascade Range and Sierra Nevada on the west) is confronted with a rapidly growing population, expanding global trade, and a sparse aging transportation infrastructure that is reaching capacity.

Transportation networks provide important connections that join together urban areas, encouraging cultural, social, and economic exchanges. Las Vegas and Phoenix are the two largest proximate metropolitan areas in the United States not directly linked by an Interstate (I), with a highway connection that is not expected to sustain future growth. In addition to the early policy designation of the CANAMEX High Priority Corridor, the recently enacted federal transportation legislation, Moving Ahead for Progress in the 21st Century (MAP-21) designates Interstate 11 (I-11) as a future Interstate between the Phoenix and Las Vegas metropolitan areas. In approving the I-11 designation, Congress recognized the need for and importance of an Interstate link between Phoenix and Las Vegas.

The *I-11 & Intermountain West Corridor Study* is a high priority for the Nevada Department of Transportation (NDOT) and the Arizona Department of Transportation (ADOT), which have pooled their resources and are jointly managing this study. The metropolitan planning organizations in the greater Las Vegas and Phoenix areas (the Regional Transportation Commission of Southern Nevada [RTCSNV] and the Maricopa Association of Governments [MAG]), the Federal Highway Administration (FHWA), and the Federal Railroad Administration (FRA) are actively involved in the study, and together with the sponsoring agencies of NDOT and ADOT form the Core Agency Partners.

The *I-11 & Intermountain West Corridor Study* is more than a traditional corridor study for a potential new north-south Interstate highway. The project, once completed, is intended to serve as a critical piece of infrastructure to help build the foundation to diversify and support the economies of Nevada and Arizona. As the states and their large metropolitan areas rebuild from the recent economic downturn, a renewed focus on strengthening assets to build a strong, thriving economy is required, including sustainable regional development patterns, investments in transformational infrastructure (e.g., investments that are catalytic in nature and whose impacts transcend the geographic confines of the project itself), and the creation of innovative collaborations to enable expeditious implementation.

I-11 is intended to be a new high-capacity, multimodal transportation facility connecting the metropolitan areas of Las Vegas and Phoenix. The Intermountain West portion of the Corridor could potentially extend north and south to Canadian and Mexican ports and activity centers, traversing Arizona, Nevada, and other northwestern states. The Corridor would connect major cities, existing and future trade hubs, existing and future domestic and international deep-water ports, and intersecting Interstate highways and railroads. The Corridor might include an access-controlled highway, freight and passenger rail, and other major infrastructure (e.g., energy, telecommunications), co-located or not.

Developing a new north-south trade corridor through Nevada and Arizona could supplement the existing system and relieve freight congestion on I-5, one of only two (I-5 and I-25) continuous north-south Mexico-to-Canada routes west of Texas. The CANAMEX corridor, established under the North American Free Trade Agreement, has been designated as such a

parallel route, spanning the western U.S. between Mexico and Canada through the states of Arizona, Nevada, Utah, Idaho, and Montana. However, this corridor is composed of a myriad of Interstate corridors and state highways, and is not a continuous route due to a gap in the designation between I-10 and US 93. While the routes can be connected in various ways, there is no direct connection without zigzagging within or around the Phoenix metropolitan area and the Grand Canyon. The implementation of I-11 and the Intermountain West Corridor can fill this gap and increase corridor efficiency.

This corridor has the potential to become the new north-south, high-capacity route through the Intermountain West. This would greatly improve commerce, tourism and international trade opportunities across the western U.S.

Purpose

The Corridor has several purposes and potential benefits, including:

- 1. Improve Goods Movement Reliability.** The Corridor can facilitate rapid long-distance transport of natural resources, raw materials, produce, partial assemblies, finished goods, energy and information between economic activity centers (existing and future). Since more than 60 percent of truck shipments passing through Arizona and Nevada originate in California or Mexico, the corridor can provide relief to the congested I-5 corridor from California to Washington, the inland I-15 corridor from California to Utah, and the Mariposa Land Port of Entry (LPOE) in Nogales, Arizona one of the busiest crossings along the U.S./Mexican border.
- 2. Create New Western Crossroads.** The Corridor can provide future economic development opportunities at the junctions with east-west corridors and intermodal terminals. Freeway connectors, railroads, airports, inland ports, and value-added manufacturing can take advantage of the proximity to high-value, multimodal transportation corridors. A north-south corridor creates alternative routes that can add value to east-west freight movement and to communities located at transportation junctions.
- 3. Promote Economic Diversity.** Globalization, evolving trade relationships, and technology advances continue to change economies around the world. These changes can affect commodity flows throughout the West, increasing demand for port access at POLA and POLB, and for enhancement and creation of ports in Mexico and Canada. Access to Mexican deep-water ports on the Sea of Cortez and to a potential new deep-water port on the Pacific Ocean is critical to economic diversification.
- 4. Connect Communities.** Connecting regions and communities by way of a high-capacity transportation corridor can improve interregional travel time, reliability, and safety for people and goods, while improving security and emergency linkages. The Corridor is also envisioned to carry energy, telecommunications, and other vital flows.
- 5. Set the Standard for International Mobility.** This Corridor can strengthen the Intermountain West's transportation infrastructure and provide international, national, regional, and local approaches to improving multimodal mobility. Innovative techniques such as congestion pricing and intelligent transportation systems (ITS) will be explored to advance the application of efficient travel demand management.

The study will include two levels of analysis over a 24-month period. The first will be detailed corridor planning for the high priority segment between (and including) the Las Vegas and Phoenix metropolitan areas. The second will be a high-level visioning approach to identify possible future connectivity segments from metropolitan Las Vegas to Canada, and from metropolitan Phoenix to Mexico.

In addition to the corridor alternatives analysis to establish a preferred alignment(s), this study effort will also establish the foundation for a corridor “business case.” As federal funding becomes more and more competitive, it will be the responsibility of both states to acquire the necessary funding to implement the corridor. Developing this business case will establish estimated corridor costs, who the corridor serves, who will accrue benefits from the corridor, and provide options for potential project partners and financing alternatives. Ultimately, this corridor has the potential to increase trade and commerce opportunities for Nevada and Arizona, allowing the U.S. West to realize economic benefits, redundancy in north-south movements, and less congestion overall.

Public Involvement Plan Purpose

This high-level study of a potential connection between Las Vegas and Phoenix will involve a discussion of multiple stakeholders and individuals. The potential interstate corridor could increase the movement of people, goods, and services through local communities and from state to state – connecting them to a broader region – Intermountain West. Therefore, this Public Involvement Plan (PIP) has been developed to ensure the process and ultimately the final study accurately reflects regional needs and outlines a process for encouraging community and stakeholder participation in the study. The following sections include a description of the study process, the public involvement goals, and strategies for achieving those goals.

This plan is consistent with the requirements for public involvement from the departments of transportation in Nevada and Arizona. The following guidelines and documents were reviewed in preparation for developing this plan:

- Statewide Transportation Planning Public Involvement Process, Nevada Department of Transportation
- Participation Plan for What Moves You Arizona, Arizona Department of Transportation

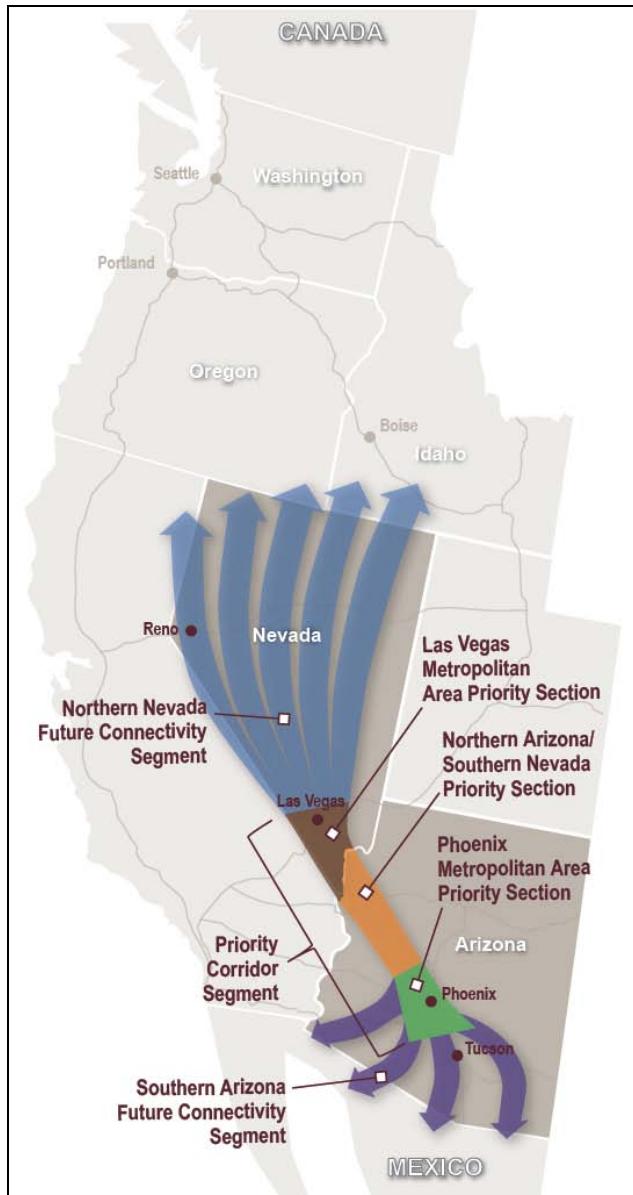
Planning Area

The study area for this project includes the entire states of Nevada and Arizona, although more detailed planning will occur in concentrated study segments. The principal goal of this project is to identify and establish the most feasible route(s) and transportation connections for

the portion of the study corridor between the Las Vegas and Phoenix metropolitan areas, with options for extensions to the north and south. Because of the length and varying characteristics of the priority corridor segment, the study corridor is divided into three sections. Breaking the priority corridor into sections allows separate (but closely coordinated) teams to work on different sections concurrently, providing more efficiency and earlier delivery. Two additional corridor segments will allow higher-level visioning for the potential extensions beyond the Las Vegas and Phoenix metropolitan areas (see Figure 1).

The corridor divisions are described below:

- Southern Arizona Future Connectivity Segment: Mexico to Casa Grande
- Priority Corridor Section 1: Phoenix Metropolitan Area (Casa Grande to Wickenburg)
- Priority Corridor Section 2: Northern Arizona/ Southern Nevada (Wickenburg to the Las Vegas Metropolitan Area)
- Priority Corridor Section 3: Las Vegas Metropolitan Area
- Northern Nevada Future Connectivity Segment: Beyond the Las Vegas Metropolitan Area



Study Partners

The *I-11 & Intermountain West Corridor Study* is a high priority for NDOT and ADOT, which have pooled their resources and are jointly managing this study (Exhibit – Study Partners). The metropolitan planning organizations in the greater Las Vegas and Phoenix areas (RTCSNV and MAG), Federal Highway Administration (FHWA), and Federal Rail Administration (FRA) are actively involved in the study, and together with the sponsoring agencies NDOT and ADOT form the Core Agency Partners.

Vision Statement

Striving to serve the multimodal transportation needs of commerce, commuters, and tourists throughout the Intermountain West.

Timeline of Activities

The study activities, graphically illustrated in Figure 2, will occur in three phases: Corridor Vision, Focused Corridor Concepts, and Corridor Justification Report.

During the **Corridor Vision** phase we will meet with the Core Study Partners to create a brand, message points, communication strategy, and vision for the *I-11 & Intermountain West Corridor Study*. Characteristics of the corridor and everything that can impact mobility decisions will be collected and cataloged.

Analysis of all of the issues, current and forecasted, facing the study area will be conducted during the **Phase 1: High-Level Corridor Vision Summary**. This is the heart of the planning effort. The intent is to create a concise description of the project's intent and a summary of past visionary planning efforts. Phase 1 will be completed within the first month after Notice to Proceed (NTP)

Phase 2: Corridor Justification Report will form a solid foundation for the remainder of the work effort. This work effort will identify national and international trends and forecasts for travel and freight movements, existing and projected future transport characteristics, and opportunities and constraints facing the entire Corridor. The resulting draft purpose and need statement will, in turn, feed into the preliminary business case for the Corridor.

Phase 3: Focused Corridor Concept Report will include planning steps and deliverables to develop and evaluate alternatives and recommend preferred corridor(s) for further consideration. A detailed corridor study of the high-priority segment between Las Vegas and Phoenix, and comparative analysis of the two proposed future connectivity segments (from the Las Vegas metropolitan area north to the Canadian border and from metropolitan Phoenix south to the Mexican border) through a joint visioning effort.

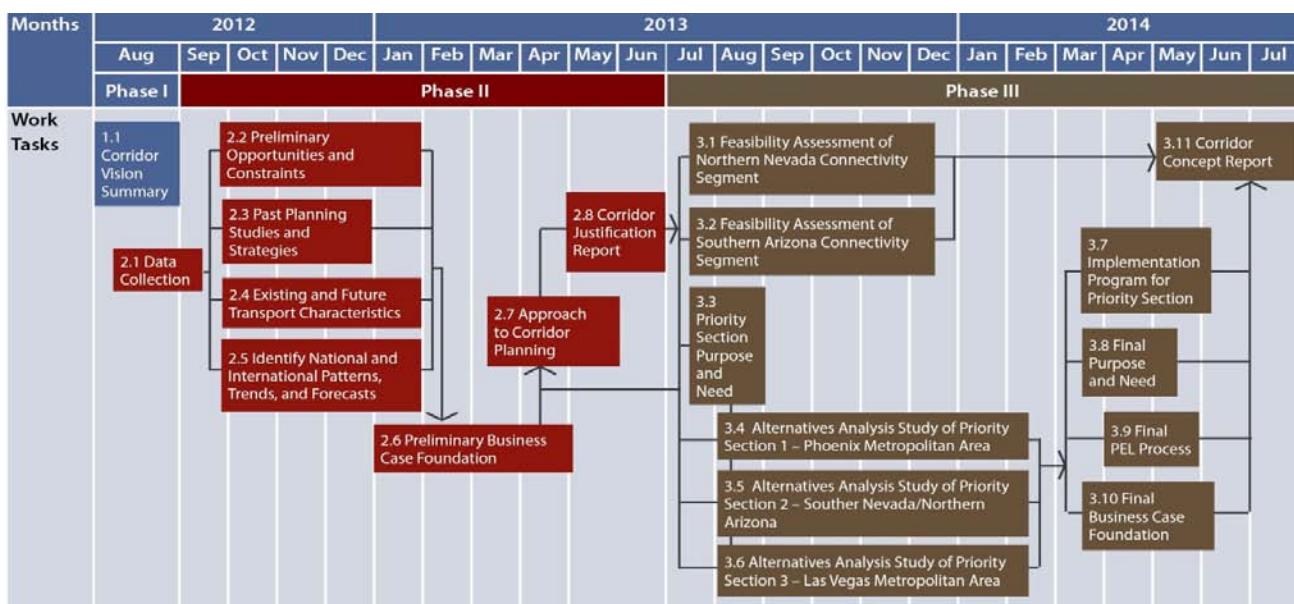
This Public Involvement Plan outlines the outreach activities that are proposed during the study.

Goals and Objectives

Establish the purpose and need for the entire corridor, supported by a business case.

Provide a high-level, multimodal, systems-level assessment of corridor viability for the future connectivity corridors between the Canadian and Mexican borders through Arizona and Nevada.

Provide a detailed analysis of the priority corridor segment according the Planning and Environmental Linkages (PEL) process, between and including the Las Vegas and Phoenix metropolitan areas.

Figure 2: Work Program and Schedule

Public Involvement Goals and Objectives

Federal and State Requirements

Each of the participating states in the Study is committed to engaging the stakeholders at every level of project development. In addition, Federal laws and regulations require public involvement during the transportation planning and decision-making process. These laws and regulations flow from legislation typically passed every six years that accompanies “reauthorization” of new federal transportation funding. The most recent reauthorization in MAP-21, affirms the emphasis on providing early and continuous opportunities for public comment. Other laws and policies that support public involvement include Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act (ADA), and Context Sensitive Solutions, a collaborative, inter-disciplinary approach to transportation decision making that involves all stakeholders, including the public.

Public Interest and Participation Preferences

One of the key activities during the study's initiation is to ascertain the public's interest in this process and their preferred avenues of communication and involvement. In the absence of direct feedback, this Public Involvement Plan relies on a 2010 survey conducted by ADOT regarding their citizen's interest in transportation planning and preferred method of involvement.

Some of ADOT findings with relevance to the I-11 & Intermountain West Corridor Study are:

- 45% of the residents surveyed think ADOT's funding should be increased above its current level during the next two years; only 3% of residents think ADOT's funding should be reduced; 31% think ADOT's funding should stay the same and 21% did not know.
- More than three-fourths (77%) of the leaders surveyed think ADOT's funding should be increased above its current level during the next two years; only 1% of leaders think ADOT's funding should be reduced; 19% think ADOT's funding should stay the same and 3% did not know.

The graphic features a green header with the text "What Moves You Arizona | Let's talk. Let's listen. Let's decide." Below this is a grid of four images: two people in a car, a group of people at a table, a group of people in a vehicle, and a family walking. To the right of the images is a section titled "Participation Plan" with a bulleted list: "Statewide Long-Range Transportation Plan and Statewide Transportation Improvement Program". At the bottom right is the date "June 2010".

Challenges to Public Involvement

The primary obstacle to public involvement is created by the length of the corridor. Holding traditional public meetings in locations convenient to everyone along the corridor is cost prohibitive, especially during this time of fiscal constraint when the wise use of public funds is so important.

Additionally, people need an opportunity to hear and respond to the comments of their peers. Attendees at a public meeting in Las Vegas, Nevada for instance, will not be able to exchange ideas and information with residents in Phoenix, Arizona. This physical barrier, if not overcome, can lead to regionalization and ultimately be an obstacle to achieving consensus on key decisions.

Public Involvement Goals and Objectives

The primary goals and objectives for public involvement are to ensure that stakeholders understand and can participate in the planning process. Additionally, it is critical that the public involvement process support the technical work and ultimately the study recommendations. To achieve this, the PIP goals and objectives include the following:

Transparency: Every effort will be made to clearly define and communicate the decision-making process and ensure that input being received is documented and informs decisions.

Goal: Provide opportunities for broad stakeholder involvement and input opportunities.

Objectives:

1. Track and document all feedback/input and demonstrate how stakeholder input is applied to the plan and how their feedback adds value.
2. Clearly articulate the importance of involvement and the need for active stakeholder deliberation throughout the project.
3. Maintain communication mechanisms that allow for consistent communication with stakeholders and the public throughout the study process.

4. Implement methods that clearly show stakeholders and the public how their comments, feedback, and concerns will be reflected in the study.

Education: The factors influencing each decision, policy, or priority will be clearly explained so that people can make informed choices and comments. As required by federal regulations, visualization techniques such as diagrams, pictures, maps, three-dimensional models, computer simulations, interactive geographic information system (GIS) mapping, or similar methods will be used as much as possible to supplement and enhance oral and written descriptions and facilitate the public's understanding of issues, concepts and implications.

Goal: Ensure stakeholders have the information needed to provide meaningful process input.

Objectives:

1. Facilitate a comprehensive, two-way information exchange with stakeholders through formal and informal meetings, project website, communication tools, and targeted speaking engagements and presentation opportunities.
2. Develop easy to use and understand informational tools and collateral materials that stakeholders will be able to evaluate.
3. Create communication methods, materials, and public outreach processes that clearly articulate the purpose and intent of the study.
4. Proactively generate study awareness through new media and community speaking engagements and presentation opportunities.
5. Emphasize the importance of long-term transportation planning and manage expectations by consistently communicating the study purpose and expected product.

Involvement Opportunities: Effective and equitable avenues for distributing information and encouraging comments will be utilized throughout the study process to ensure that a diverse public is well informed and involved.

Goal: Engage stakeholders and the public in meaningful ways.

Objectives:

1. Develop processes where stakeholders can provide comments, feedback, and recommendations at critical planning milestones.
2. Provide opportunities for stakeholders and the public to learn about the study and to procure information about multimodal transportation planning.

Roles and Responsibilities

Project Sponsors

ADOT and NDOT are the project sponsors. The two agencies are responsible for the overall study guidance and approvals regarding the study. The Project Sponsors have entered into Memorandum of Understandings (MOUs) and have agreed to a working relationship for the study.

Core Agency Partners

The Core Agency Partners include representatives from ADOT and NDOT, FHWA, FRA, MAG, and RTC. The Core Agency Partners will be involved in all aspects of the study process, provide review of interim reports, provide appropriate data and study input, and make recommendations to the Project Sponsors at key milestones.

Communications Team

The I-11 & Intermountain West Corridor Study is a high profile study with a multitude of elected official, stakeholder, and media interest in two states. It is critical to ensure an effective and consistent communication approach. ADOT, NDOT and representatives from the Core Agency Partners will serve as the Communications Team. The role of the Communications Team is to provide input regarding the project communication strategy to ensure consistency and effectiveness.

Stakeholder Partners

Stakeholder Partners include representatives from Northern Nevada, Southern Nevada, Northern Arizona, Phoenix, and Southern Arizona. These stakeholders include public jurisdictions, private entities, and other interested stakeholders. Stakeholder Partners will assist in the development of the corridor vision, segment alternatives, and review/comment on technical reports and analysis. These partners will also assist in public input solicitation and ensuring that the public's input is incorporated into interim and final study products.

The Stakeholder Partners will include a broad group of interested parties in both states, an illustrative list is below:

- Affected public agencies
- Freight shippers and providers of freight transportation services
- Providers and users of public transportation services
- Representatives of the disabled
- Environmental groups and resource agencies

The development of the stakeholder database will be joint effort between the Core Agency Partners and consultant team. It is intended to be an ever growing group as the study evolves. The Stakeholder Partners' database creation started in September 2012 and will be augmented throughout the process.

Study Meetings

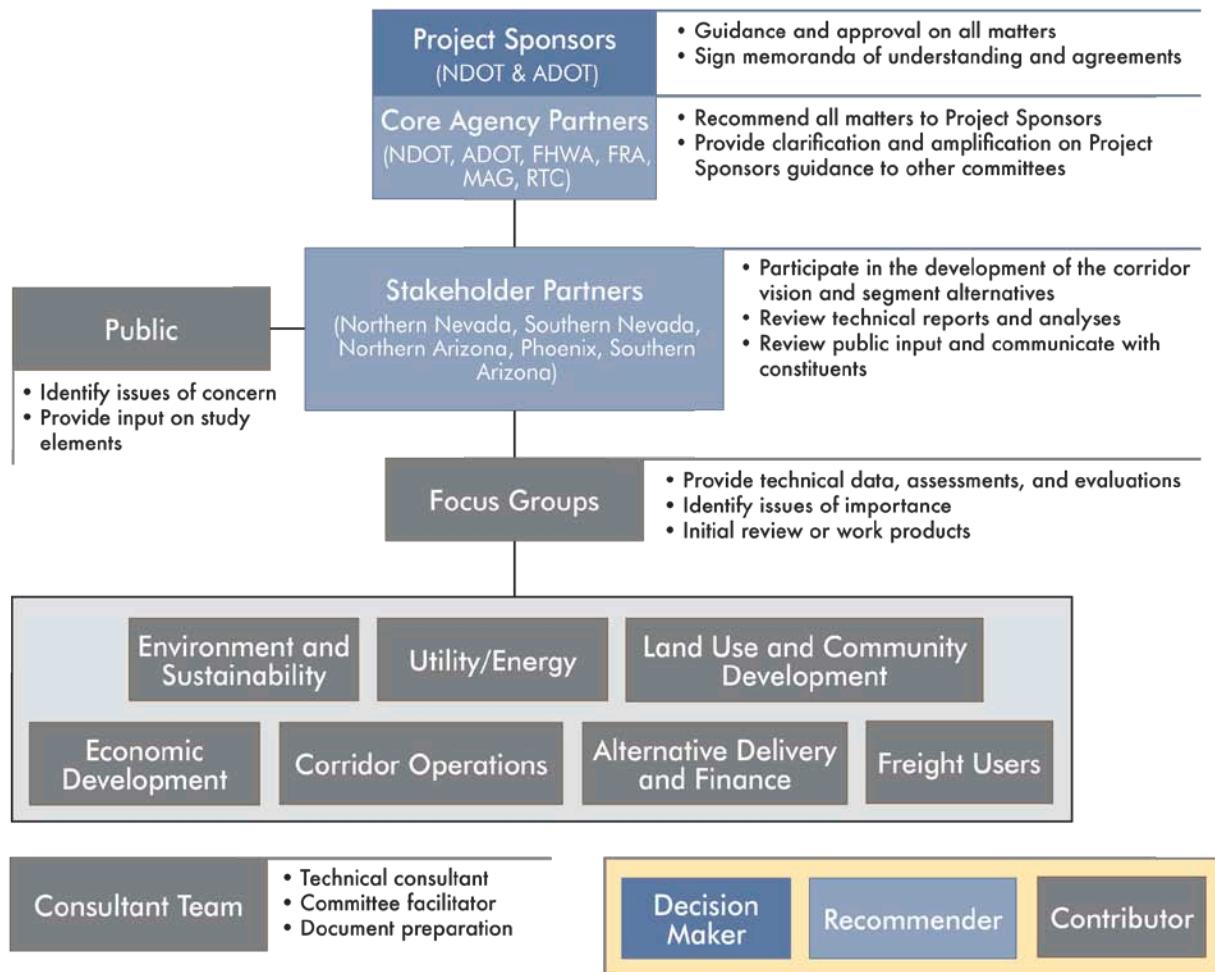
The meetings described above will be mostly held via conference call and include all members of each committee. Due to large distances, several partners will congregate in various meeting locations and then join the conference calls. This approach will help break down geographic boundaries and foster communication amongst the participants.

Public

The general public will assist in identifying issues of concern early in the process and provide critical input on study elements. The study will have a comprehensive website where anyone interested can learn about various study aspects, review interim documents, and provide input.

The organizational structure is shown in Figure 3.

Figure 3: Organizational Structure



The public is encouraged to share ideas with any of the partnership organizations they belong to—such as a local MPO, chamber of commerce, or other association—as well as through other avenues described in this Public Involvement Plan. Public input will be incorporated into the recommendations made by the Core Agency and Stakeholder Partners.

During the *I-11 & Intermountain West Corridor Study*, the stakeholder involvement strategies most appropriate to meet the outreach goals and overcome the obstacles are described below. All interested public agency and private organizations are invited to participate in a

Stakeholder Partners group that will be asked to provide data and other input, and to share their opinions and ideas on decision points throughout the process.

When building the alliances on previous projects, several factors contributed to the success. The following techniques will be employed during this study:

- **Personal contacts to recruit partners.** Personal phone calls and emails from people that the partner agencies know and trust is more effective than sending out a blanket request.
- **Responding immediately to requests.** All information will flow through and be tracked in a database.
- **Respecting partners' time and limited resources.** To minimize travel expenses and optimize efficiency, we will conduct most meetings via conference call or video conference. Face-to-face meetings and workshops will be effective at critical milestone points.
- **Providing meaningful content at each meeting.** The Team will use our comprehensive library of corridor resources and will query participants before the call, as necessary, to assist in structuring the content to each meeting.
- **Employing appropriate and effective communication technology.** Although there are numerous free communication technologies, we have found these often cause technical difficulties. Presentations will be emailed in advance of each meeting and larger documents will be posted to a password protected website.

Involvement Strategies

Stakeholder and public involvement is encouraged through a variety of techniques. In-person active meetings as well as electronic interactive mechanism will be engaged to provide stakeholders and the public to keep informed about the project and to provide their ideas, impressions, concerns, and recommendations.

Stakeholder Involvement Activities

To ensure that the project reaches to a broad network of stakeholders in Nevada and Arizona, it is anticipated that the multi-disciplinary interest groups will meet at least three times during the process.

1. Early in the process to share the preliminary Corridor Vision and gain stakeholders insight
2. Receive input during the Corridor Justification phase.
3. Solicit input to the Focused Corridor Concept Report phase

Stakeholder Partners Kick Off Meeting On September 26, 2012, the first Stakeholder Partners meeting will be held at five different locations throughout study area; two meetings in Nevada and three in Arizona. Each of the five locations will be connected via telecommunications and have a moderator leading the location discussion. Additionally, stakeholder partners will be able to join the meeting through a conference call number. The purpose of this first meeting is

to provide a project overview, discuss how to get involved in the study, stakeholder partners expectations, and present the corridor vision. An opportunity to provide input to opportunities and challenges for the corridor will also be discussed.

Focus Groups An important study input activity is stakeholder focus group meetings. The stakeholder focus groups will be held at two intervals, each consisting of a series of workshops held over a multiday period. Stakeholders are encouraged to participate in one of several focus groups organized around key specific issues listed below. The focus groups will be structure so stakeholders with certain common objectives or affinities can deliberate on specific topics and providing a greater level specificity.

The focus group meetings include:

- Utility/Energy
- Economic Development
- Freight Users
- Environment and Sustainability
- Land Use and Community Development
- Corridor Operations
- Alternative Delivery and Finance

Public Information Meetings

Engaging the public and getting them excited about long-range planning projects is always a challenge. The public will be invited to participate early in the process at two meetings – one in Nevada and one in Arizona.

Round #1: The purpose of this first round of meetings was to solicit input on issues, concerns, and corridor ideas that can be addressed in the Corridor Vision. These initial meetings were held on:

- October 18, 2012 – Nevada Public Information Meeting
- October 23, 2012 – Arizona Public Information Meeting



Round #2: Another round of public meetings will be held later in the process when input will be solicited regarding the alternatives and prior to fine-tuning any project recommendations.

Each of the public information meetings will be open house format that includes a brief presentation and displays for the public to review and discuss with study consultants and

partners. These meetings will be advertised, email announcements will be distributed using the study database, and media outreach.

Community Presentations and Speaking Opportunities

Public meetings are held regularly along the I-11 corridor for a variety of projects and studies. To help reduce the number of meetings citizens are asked to attend, and the cost of hosting them, representatives of the Stakeholder Partners will “piggy-back” on other transportation related public meetings held along the corridor – when appropriate and when permitted by the host agency. A representative will be in attendance and an informational board, project fact sheets, and comment box will be available. This technique was used

successfully during the 4-state I-15 Corridor System Master Plan to reach a number of stakeholders that would not have otherwise been exposed to the study. This approach is intended to function as a targeted approach to public involvement, engaging unique constituencies in formats that are familiar to them, such as trade association luncheons, membership meetings, etc. ADOT and NDOT will designate internal representatives to attend the community presentations and speaking opportunities.



Periodic Briefings

Periodic briefings and updates will be provided to Governor Jan Brewer's Transportation and Trade Corridor Alliance to receive input on such items as Study Corridor issues and opportunities, existing and forecasted travel demand and trade flow, and corridor vision and development concepts. Coordination with adjacent state DOTs will also occur as part of this outreach element. Coordination with, and input from, Mexico will rely on the FHWA and Arizona-Mexico Commission. Milestone briefings will be scheduled as needed and requested throughout the study, and will include presentations of progress, findings, and recommendations to decision-makers based on their interest and availability. Potential audiences include the Nevada and Arizona State Transportation Boards, Nevada and Arizona state legislative committees, Nevada and Arizona congressional delegations, and governing boards of RTCs, COGs, and MPOs.

Agency and Tribal Consultations

Resource agencies, non-metropolitan planning agencies, and Native American Tribal Governments will be consulted on substantive issues of importance to them. These groups will be invited to participate in Stakeholder Partners' meetings. Additionally, one-on-one consultations or presentations will be provided upon request.

Communication Strategies

Effective and meaningful communications about the project and process will be critical for success. The communication approach identifies the various methods that will be used to communicate about the project and process. Effective communication programs recruit participants into the process; provide good information and education when needed; inform people about the process and recommendations; and provide feedback about how input has been solicited, documented, and utilized. Following are the communication strategies that will be employed during the process.

Interactive Website

Because involvement for the study covers a large planning area in two states, the Internet offers the most practical communication method. Arizona residents confirmed this assumption during recent outreach activities, as when they actively participated in the *What Moves You Arizona Long Range Transportation Plan* process via electronic mechanism. Therefore, a comprehensive web portal (www.i11study.com) will provide the focus for public involvement efforts. The web portal will include the following features:

- User-friendly and attractive interface
- Clear information about *I-11 & Intermountain West Corridor Study*
- Fact sheets, online newsletters and/or a Frequently Asked Questions (FAQ) page
- A calendar and schedule of events
- Minutes from Partner committee meetings
- Timelines and “next steps” outlining the planning process
- Links to other planning and programming documents of interest to the public
- Public comment forms (with immediate acknowledgment of receipt and timely response)
- Signup forms for further information and updates via email or webfeed
- Contact names and phone numbers
- A format that can be linked to software for the visually impaired
- Availability of alternative formats (e.g., a printed and mailed version of the website material)
- Continual updating

Email Blasts

Interested individuals can sign up to receive email blasts to notify them of upcoming events or new information posted on the website.

Fact and FAQ Sheets

Fact and FAQ sheets will be prepared at intervals throughout the planning process, for distribution via the project website or at public events.

Response to Comments

The public wants to know what impact their input will have and how it will be addressed. Appropriate follow-up responses will be prepared for every comment received. Comments may be addressed either individually or as part of a more general response, and made available for viewing on the website as appropriate.

Media Relations

Media Point of Contacts ADOT and NDOT Study Project Managers will serve as the key point of contact for the study.

Message Points The Core Agency Partners will maintain an up-to-date list of study message points and protocols. The study is anticipated to be very visible with stakeholders, elected officials, and the general public. Therefore, it is critical that the study's messaging be very consistent and effective. ADOT and NDOT Study Project Managers will serve as the key point of contact for the study.

Media Inquiries Once an inquiry is received, it will be circulated to the ADOT and NDOT Study Project Managers and primary communication team points of contacts for review and agreement on the messaging to be implemented. Determination of the appropriate agency or person to respond to the inquiry as well as the response will be made. All inquiries will be documented. For inquiries that go beyond the established message points, the core agency partners will meet to develop appropriate messages within the deadline constraints.

Media Releases Periodic media advisories and press releases will be used to broadcast key decisions, events, or milestones in the study process. These are anticipated at study milestones. ADOT and NDOT project managers and communications staff will identify the appropriate media outreach opportunities and techniques to be used. The consultant team will provide support as needed.

Collateral Materials The consulting team will compose informative materials such as FAQs, fact sheets, e-briefs, meeting packets for focus groups and public meetings, media packets, and other materials as necessary to support outreach and communication efforts. All of these collateral materials will be clear and succinctly articulated to resonate with a general public audience. All collateral materials will be reviewed by the Core Agency Partners and approved by ADOT and NDOT project managers before being distributed.

Appendix A: List of Acronyms

ADA	Americans with Disabilities Act
ADOT	Arizona Department of Transportation
DOT	Department of Transportation
FAQ	Frequently Asked Questions
FHWA	Federal Highway Administration
FRA	Federal Railroad Administration
GDP	gross domestic product
GIS	geographic information system
I	Interstate
I-11	Interstate 11
ITS	intelligent transportation systems
LPOE	Land Port of Entry
MAG	Maricopa Association of Governments
MAP-21	Moving Ahead for Progress in the 21 st Century
MOU	Memorandum of Understanding
MPO	Metropolitan Planning Organization
NDOT	Nevada Department of Transportation
NTP	Notice to Proceed
PIP	public involvement plan
POLA	Port of Los Angeles
POLB	Port of Long Beach
RTCSNV	Regional Transportation Commission of Southern Nevada
UDOT	Utah Department of Transportation
US	United States

Appendix B: Works Cited

Arizona ADOT 2010 - Participation Plan: Statewide Long-Range Transportation Plan and Statewide Transportation Improvement Program (http://www.whatmovesyourarizona.gov/your_library.asp)

NDOT 2009 - Statewide Transportation Planning Public Involvement Process
(http://www.nevadadot.com/pub_involvement/Participation_Process/)