

# Transport 2020

Environmental Impact Statement  
and New Starts Application

## Public Participation Plan

March 2006



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## 1. INTRODUCTION AND BACKGROUND

The Transport 2020 Alternatives Analysis study, initiated in 2000, is entering a new phase of project development. The study evaluated various transportation system improvements for Madison and Dane County. Transportation improvements evaluated in Transport 2020 ranged from improvements to the existing street/highway system and Madison Metro bus services, to the initiation of new passenger rail and express bus services.

The long-term transportation system vision proposed in Transport 2020 is a multi-modal system consisting of commuter rail, electric streetcars, express bus services, park-and-ride lots and improvements to local bus service. This “Full System” transit vision will represent significant progress toward meeting the regional transportation, economic development and growth management goals established at the outset of the Transport 2020 project (goals that are also reflected in the adopted plans of numerous Dane County communities).

The first piece of this long-term transit vision (the Locally Preferred Alternative, or LPA) recommended to move forward to the next phase of analysis – the Preliminary Engineering/National Environmental Protection Act (PE/NEPA) study – is a 13-mile commuter rail line operating within the existing railroad corridor connecting Greenway Center (in the City of Middleton) and East Towne Mall in Madison. This commuter rail line will traverse central Madison and the University of Wisconsin-Madison campus area, and could potentially be expanded to other Dane County communities. Near-term commuter rail system extensions could include McFarland, the Dane County Regional Airport and Sun Prairie. Additional future extensions might include Fitchburg, Stoughton, Oregon, DeForest, Cross Plains, Waunakee or other interested Dane County communities. The LPA will be reviewed and refined during this PE/NEPA process.

This transit service is expected to be supplemented by new express bus service, park-and-ride facilities and improved local bus services. Some new bus service between Madison and Dane County communities is already being planned, such as service to the cities of Verona and Sun Prairie. The City of Madison, Dane County and the Madison Area Metropolitan Planning Organization (MPO) have all adopted resolutions endorsing the recommendations contained in the Transport 2020 Final Report and have recommended moving forward to the next phases of study – the PE/NEPA environmental documentation process, in accordance with all applicable local, state and federal regulations.

The current phase in the development/implementation of the Transport 2020 Start-Up System is the Preliminary Engineering (PE) and the National Environmental Policy Act (NEPA) environmental documentation as an Environmental Impact Statement (EIS). This process entails more detailed analysis of alternatives, further refinement of the operating plans for the recommended transit system and further evaluation of the funding and management mechanisms under which the new transit system will operate.

The PE/NEPA evaluation will develop detailed information regarding how the recommended system will impact the community and affected environment – including how auto traffic flow will be affected, how existing neighborhoods might

be affected and what mitigation measures might be implemented to help alleviate the impacts. It will also include a detailed analysis of the impacts of transit improvements on a range of environmental and cultural resources, such as air quality and noise. Finally, the PE/NEPA process will also evaluate the governance structure for owning and operating the proposed system (including how Madison Metro transit will be integrated into that entity) and will evaluate funding sources for the proposed system, including levels of participation where appropriate.

### 1.1. Role of Public Participation in this PE/NEPA Study

Public participation is a fundamental component of the Transport 2020 Alternatives Analysis. Giving the public opportunities to guide the study will result in transit system improvements that are directly responsive to the needs and predilections of stakeholders. All components of the public participation activities and the decision-making process are designed to provide information, actively seek and consider public comments, incorporate comments and concerns in feedback to decision makers and ensure the public remains informed throughout the project, from beginning to end. To achieve this, the study must create a transparent, open and understandable process to inform the public in a timely manner and enable them to participate in the study process.

Public involvement is integral to moving the Transport 2020 project through this next planning phase. The input and feedback of elected and appointed officials, business and civic leaders, environmental and community groups, community based organizations and concerned and interested citizens is essential for identifying issues of concern and for making informed decisions.

### 1.2. Purpose of this Report

This plan describes anticipated public participation activities keyed to tasks, issues, and stakeholders. The Public Participation Plan also includes public participation goals and expectations as they relate to project tasks. Table 1 highlights stakeholders and issues as a basis for selecting appropriate public participation tools for the study. Because the public participation component is expected to continuously inform the technical planning and design aspects of the project, the key issues, stakeholders, public participation goals identified in this report and appropriate public participation tools selected to best gain the public input needed at each task may be updated as the study progresses.

Section 2 of this report describes the various public participation tools and activities that will be employed during the course of this study and Section 3 highlights media activities. The public participation program is fully integrated with the study's technical planning and design activities and Section 4 of this report highlights specific public participation goals for each study task.

The public involvement activities and tools have been selected to maximize public participation and to gather the best quality insights from stakeholders. The public involvement process integrates the NEPA/EIS Scoping and public hearing process with more informal and localized opportunities for involvement. The primary purposes of the various public participation activities supporting the Transport 2020 PE/EIS are as follows:

- Build on the technical work and outreach from the prior studies;
- Actively involve affected parties, including minority and low-income communities, from scoping through submittal of the final study documents by establishing multiple effective sources of communication to encourage and obtain input and provide information;
- Identify issues and provide input from affected parties and the community at large to the City of Madison, Dane County, the Wisconsin Department of Transportation and the Implementation Task Force in a timely, accurate and unbiased manner so it may be considered in making decisions;
- Report findings and alternatives to the public and those affected by the study recommendations; and
- Communicate with others involved in transportation initiatives in the greater Madison Metropolitan to enhance community understanding and build consensus.

If the Transport 2020 plan is to win broad based support and continue forward to implementation, it must build upon lessons learned during prior studies as well as from successful transit initiatives in other cities, identify, involve and address appropriate constituencies and weave these experiences and activities into a successful, consensus-building public involvement program.

### 1.3. Previous Public Participation Activities

The public involvement program during previous study phases encouraged the active participation of public interest groups and involved agencies early in the decision-making process. This element of the study focused on providing elected officials, community groups, governmental agencies, and the public the opportunity to identify issues and concerns and participate in the study progress. Public input was invited and encouraged to help define the study area and design transportation alternatives before considerable time and effort was spent on their technical development and drafting an environmental document. This allowed the public, their elected officials, governmental agencies, and community groups to have information on the study, and provided them with an opportunity to help direct the study's course. Through newsletters, information fliers, public meetings, and Transport2020.net, the public has had ample opportunity to participate in and comment on the study.

Two committees – the Oversight Advisory Committee and the Technical Advisory Committee – were established specifically to give direction to the Transport 2020 study. Both committees played important roles in project development by frequently meeting to review technical information, solicit citizen comment and provide direction regarding alternatives that should undergo detailed analyses. The committees also discussed how the Transport 2020 study and its alternatives might coordinate with other ongoing planning efforts in the greater Madison metropolitan area. David Trowbridge, Transportation Planner for the City of Madison’s Department of Planning and Development, was the Project Administrator.

Over the course of the previous study, many meetings were held in a variety of formats to encourage dialogue by disseminating information to the public and enabling the receipt of comments and concerns from the public by those working on the study, including:

- Stakeholder meetings,
- Community briefings,
- Oversight and Technical Advisory Committee meetings,
- Public information meetings, and
- Technical workshops

Public outreach included publishing newsletters and fact sheets that were distributed to a mailing list of approximately 700 people.

In addition, press releases distributed through the City of Madison, Dane County and the Wisconsin Department of Transportation announced the study and public information meetings. Media coverage included articles in the Wisconsin State Journal and public service announcements on various radio stations. Some committee meetings were broadcast on local access cable television. A local radio station attended one of the public information meetings for live coverage. Committee members wrote editorials to Madison’s local publication the Isthmus. Briefings were held with the Capital Times and the Isthmus.

The consultant team established the Transport2020.net Web site to add another public information tool. This Web site was updated regularly with newsletters, fact sheets (information fliers), meeting dates and past meeting minutes. The Web site linked users to a number of pages discussing the problem, goals and objectives, study corridor, alternatives under consideration, photos of the transit alternatives and maps of the routes under consideration. The maps, which may be enlarged for better viewing, are available for printing or saving from the Website at the click of a button. Updated project meeting information was also included.

This PE/NEPA phase will include all these Public Participation tools and others to reach the broadest possible audience.

#### 1.4. Environmental Justice

On February 11, 1994 the President of the United States signed Executive Order 12898, requiring that each Federal agency, including the Environmental Protection Agency (USEPA) identify and address disproportionately high and adverse human health or environmental effects of its programs, policies and activities on minority and low-income populations in the United States and its territories. During the course of the Transport 2020 PE/NEPA phase, the study team will engage in outreach activities that ensure that such effects are pro-actively identified, addressed and mitigated to the greatest extent practicable. In addition to meeting Federal standards, greater involvement of minority and low-income populations will help in reaching decisions that support the needs of the population within the corridor most dependent on public transportation.

Minority and low-income persons have been documented to have less access to personal vehicles than the general population and to have disproportionately higher dependency on public transportation to access jobs, education and basic services such as healthcare and shopping.

The consultant will actively seek the participation of minority and low-income populations in all public involvement activities. The Transport 2020 mailing list will be reviewed for inclusion of groups within the corridor providing services to minority and low-income population. If available, the City of Madison's and WisDOT's current list of environmental justice organizations will be incorporated and input sought from community representatives and the Implementation Task Force to identify key organizations.

In addition, the study team will seek out neighborhood leadership to identify individuals for early stakeholder interviews. These individuals may then serve as community liaisons that can participate in meetings, including any targeted in a particular community as well as be a local contact for community concerns.

As the study proceeds, information regarding the study alternatives will be made available to minority and low-income populations. The public scoping meeting will be held at a well known, readily accessible location within the corridor. All meeting facilities will be handicapped accessible. Meeting notices will be placed in mainstream publications as well as those smaller outlets serving minority and non-English speaking populations. Mailings and publications produced by the study team will offer to provide, upon request, meeting translation services for non-English speaking attendees or sign language interpreters for the hearing impaired. Mailings and publications will also provide information about locations such as libraries providing free internet access to the study Website. Special outreach activities will seek out opportunities for one-on-one and community group briefings in minority and low-income neighborhoods.

## 2. PUBLIC PARTICIPATION TOOLS AND ACTIVITIES

A number of Public Participation tools activities will be incorporated into the planning process. The matrix shown in Table 1 outlines stakeholders, issues and public involvement tools and strategies that may be incorporated during the study.

### 2.1. Study Committees

Table 2 lists membership of the Implementation Task Force. The Transport 2020 Implementation Task Force provides policy oversight for the PE/NEPA study, in order to ensure that the study is adequately addressing the range of issues, policy choices and other study elements identified by the sponsoring agencies and included in the Consultant's Scope of Services. The Implementation Task Force includes representatives of Dane County, the City of Madison, the Wisconsin Department of Transportation, the University of Wisconsin-Madison, and the Madison Area Metropolitan Planning Organization.

The ITF has also formed four subcommittees:

- Finance and Governance Subcommittee
- T2020 Management Team
- Travel Modeling Subcommittee
- Transit Operations Subcommittee

As appropriate, the study team will work closely with the ITF and their subcommittees.

Table 1 – Public Participation Plan Tools and Activities

Stakeholders		Local Issues						Involvement Tools						Information Tools						Evaluation Tools					
		Cost & Funding	Noise	Safety	Land Use	Traffic	Bus System Impacts	Focus Groups	Walking Audits	Small-Group Meetings	Scoping Meeting	Open Houses	Information Center	Public Hearing	Web Site	Newsletters	Cable TV	Press Releases	Editorial Briefings	Events	Visual Presentations	Project Video	Comment Forms	Community Survey	Feedback Log
General Public	General Public	■	■	■	■	■	■				■	◆	■	■	■	■	■	■	■	■	■	■	■	■	■
	Students & Youth					■	■	◆	■	■			■							■	■	■	■	■	
	Employers	■			■	■		◆	■	■					■	■					■	■	■	■	
	Self-identified Interested Parties	■	■	■	■	■	■		■			◆	■	■	■	■				■	■	■			■
Community Interest Groups	Developers & Real Estate Professionals				■	■		◆	■	■				■							■	■	■	■	■
	Low-income & Transit-dependent Travelers			■			■	◆	■	■			■			■					■	■	■	■	■
	Elderly & Disabled Travelers			■			■	◆	◆	■			■			■				■	■	■	■	■	■
	Neighborhood Groups	■	■	■	■	■			◆	■			■			■				■	■	■	■	■	■
	Civic Groups	■	■	■	■	■	■		■	◆										■	■	■	■	■	■
	Bicyclists & Bike Groups			■		■	■		◆				■		■		■			■	■	■	■	■	■
Organizations & Agencies	Business Organizations	■			■	■		◆	■	■										■	■	■	■	■	
	Agency Officials	■	■	■	■	■	■		■		◆			■							■	■			■
Units of Local Government	Governmental Bodies	■	■	■	■	■	■		■				◆								■	■			■
	Elected Officials	■	■	■	■	■	■		■	◆				■		■					■	■			■
Media	Regional & Local Newspapers, Electronic Media	■		■	■	■			■	◆	■	■			■	■			◆	◆	■	■			

■ Applicable or Relevant      ◆ Primary Method

**Table 2 – Implementation Task Force Members**

Organization	Reps	Name, representing
University of Wisconsin	1	<b>LaMarr Billups</b> , Special Assistant to the Chancellor University of Wisconsin
		(*UW alternate: Lori Kay)
Governor	1	<b>Chris Klein</b> , Executive Assistant to the Secretary, WisDOT
Metropolitan Planning Organization	2	<b>Ken Golden</b> , District 10 Alderman, City of Madison Common Council
		<b>Supervisor Al Matano</b> , Dane County Board of Supervisors, District 11
Joint City/County Appointment	1	<b>Jesse Kaysen</b> , Transit-Dependent Citizen
City of Madison Mayor	4	<b>John DeLamater</b> , Professor of Sociology, UW-Madison
		<b>Dick Wagner</b> , Citizen Representative, City of Madison
		<b>James Berkenstadt</b> , Vice President and Corporate Counsel The Wisconsin Cheeseman
		<b>Alderman Warren Onken</b> , City of Madison Common Council, District 3
Dane County Executive	4	<b>Supervisor Chuck Erickson</b> , Dane County Board of Supervisors, District 13
		<b>Atty. Kristine A. Euclide</b> , Madison Gas and Electric Company
		<b>Supervisor Michael Blaska</b> , Dane County Board of Supervisors, District 20
		<b>Supervisor Scott McDonell</b> , Dane County Board of Supervisors, District 1
WisDOT – Secretary	1	<b>Sandy Beaupre</b> , Director, Bureau of Planning, WisDOT
WisDOT – District Director	1	<b>Rose Phetteplace</b> , Director, WisDOT – Southwest Region

## 2.2. Public Information Meetings

The first public information meeting will be the Scoping meeting, which is described more fully in Section 2.10. The Scoping meeting provides an early formal forum for the public to comment on the breadth of the study and initial information.

A second open house meeting will present Alternatives for public review and refinement. This is the second major event of the study for the general public, and the primary venue for multiple stakeholders to come together to review and help shape alternatives. The public will be able to directly engage planners, engineers, staff and officials in a dialogue concerning the Transport 2020 PE/EIS process and results to this point. Data and comments gathered at the open houses will directly affect the following phase of the study — the evaluation of Alternatives.

A third open house will be held at the evaluation phase of study. The open house meeting at this stage will have substantive information to present to the public, and will be an opportunity for citizens to understand the costs, benefits and impacts of the Alternatives and provide detailed comments on a draft LPA. The study team will provide comment forms for open house meetings and at other meetings if deemed appropriate. Summaries of responses will be shared among the study team.

## 2.3. Focus Groups

The study team will conduct up to four focus groups to provide an opportunity for specific populations to understand additional issues of importance. These are anticipated during the alternatives refinement phase, so there will be specific alternatives to weigh, rather than discuss abstract concepts. By conducting sessions with various groups, the team can clarify issues, opinions, and measure reaction to various alternatives. The focus group discussions of the relative merits of various proposals will thus be an indicator of project acceptability. Focus groups participants will likely include:

- Development and real estate professionals
- Elderly and disabled members of the community and individuals representing their interests
- Low-income and transit-dependent populations, including youth and individuals representing their interests
- Employers located in the LPA corridor or other corridors representing strong potential for high-capacity transit

## 2.4. Small-Group Meetings

The study team will work with the ITF to develop base presentations to be made to stakeholders throughout the study. Designed to present consistent, clear messages that answer the public's questions and address their concerns as

outlined in the preliminary stakeholder interviews, these presentations will be expanded and adjusted as more information is developed during the course of the study.

The presentation may be used as part of up to 60 small-group meetings during the preliminary definition of alignment alternatives phase. Less formal and structured than focus groups, the small-group meetings provide a way to gather input from more loosely-affiliated stakeholders, such as the members of civic organizations who may wish to learn about and comment on Transport 2020. These two-way conversations have the benefit of being relatively intimate and personalized, while also allowing for the dissemination of targeted information about the study.

At the evaluation phase, a second round of up to 15 meetings with neighborhood and other groups will help to inform the public of benefits, costs and impacts of the alternatives. These meetings are an important way for the project to bring information to various constituencies and to garner reactions.

## 2.5. Stakeholder Meetings

The study team will interview selected key stakeholders (such as the Mayors of Madison and Middleton, the Dane County Executive, and the Secretary of the Wisconsin Department of Transportation) early in the project to identify issues, determine the best means of working with them, and tailor the public involvement approach to various constituents.

As the study progresses, the study team will continue to interview representatives from key stakeholder groups, including elected officials, business and neighborhood associations, and others. The information obtained at these meetings will enable the team to develop a list of frequently asked questions to be addressed in project presentations and in the scoping meetings, and establish relationships with stakeholder groups as we develop methods for public involvement outreach.

## 2.6. Walking Audits

The study will conduct up to 6 walking audits in the corridor, which help to define desirable characteristics of station area design. They provide an effective means for identifying pedestrian issues early in the planning process.

Because all transit trips begin and end with walking, careful consideration of pedestrian concerns and needs in station design can be essential to the success of a transit system. Walking Audits are a fun and effective way to engage community members, professional staff, elected officials, and other stakeholders when analyzing and planning pedestrian systems. Walking Audits also provide planners, engineers and decision-makers with a walker's-eye view of the world, a view that often holds a number of "surprises" that cannot necessarily be predicted from conventional data analysis in pedestrian planning.

Identifying these “surprises” and incorporating stakeholder response to them is at the heart of any public participation plan. Walking audits are particularly effective because they are based on the best principles of public involvement: collaboration among a very broad base of stakeholders, physical as well as intellectual engagement with the built environment, and creative and imaginative thinking.

Wisconsin has a history of success with Walking Audits – they are the centerpiece of the Walking Workshop program administered by the planning and advocacy group Wisconsin Walks. The format for Walking Audits grew out of initiatives of the Federal Highway Administration’s Pedestrian Roadshow. The Pedestrian and Bicycle Information Center characterizes the elements of a “typical” Walking Audit this way: “Although every walking audit is a little different, they usually include the following key elements:

- A visual introduction to walkability drawing on national and local examples
- A local presenter who describes particular local problem or situation
- A walk in the community to identify good and bad conditions
- A discussion of people's observations on the walk, and
- Agreement on possible action items and/or proposed improvements”

Walking Audits work because they allow stakeholders to “show” the immediacy of their concerns rather than just “tell” them to planners. Accommodating 25-40 stakeholders – broad representation is essential, bringing together seniors and students, elected officials and commuters, neighbors and engineers – a Walking Audit usually lasts about 3 to 4 hours, and can be used to focus on specific geographic areas and/or specific issues; in order to be truly community-driven, it is important that the scope of any particular Audit is defined by the participants.

For the PE/NEPA phase of Transport 2020, walking audits would be a crucial tool to gather stakeholder input on the location and design of transit stations. Walking Audits provide an effective means for identifying pedestrian issues early in the planning process; because they rely on collaborative input from the most inclusive possible range of stakeholders, Walking Audits synthesize a range of viewpoints and concerns and lay the groundwork for joint problem-solving and consensus-building on priority issues for walkability.

## 2.7. Newsletters

The study team will prepare four newsletters during the course of the study, and each newsletter will be timed in conjunction with study milestones. They will precede the scoping meeting and open houses, and each will coincide with a major Web site update and a press release, providing similar information. The newsletter timing includes newsletters at the following key points:

- **Study Initiation.** The first newsletter will introduce the draft Purpose and Need Statement and solicit input to help generate alternatives.
- **Detailed Alternatives.** As the detailed alternatives are developed, a second newsletter will be prepared.
- **Evaluation.** The third newsletter will present evaluation information regarding the final alternatives.
- **Public Hearing.** The fourth newsletter will summarize analyses and will help to announce the public hearing.

As part of this task, the study team will review and update the mailing list and develop a database of interested parties that will be maintained throughout the project. The list will be updated for recently elected officials and will be checked for inclusion of various groups and stakeholder leadership. A separate e-distribution list will also be developed and maintained.

## 2.8. Web site

The Web site will be maintained with the posting of meeting information and project documentation at regular intervals, including updates to the Web site with substantial information at key project points, such as preparation for the scoping meeting. Comments received from the Internet will be summarized and shared with the technical team and the Implementation Task Force. The study team will monitor Web site activity, and regular reports will be provided to quantify Web traffic.

## 2.9. LPA Summary Video/Visualization

The team will develop a short video (estimated 5 minutes) summarizing the key findings of the project study and elements of the LPA. The team will incorporate images produced from Keyhole 2 PRO technology. The technology would be used to develop the flyover simulation of the study area environment and detailed alternatives. Up to four typical station area animations also will be developed.

## 2.10 Events

The team will seek and participate in up to 10 community events to further disseminate project information to the community.

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### 2.11. Scoping Meeting

Scoping meetings are an opportunity to formally announce the study and to provide agencies, local governments, specific stakeholder groups and the general public an opportunity to identify key study issues. Input from this meeting will be used to refine the Purpose and Need, identify study issues, and develop transit alternatives.

In tandem with the agency scoping meeting, the study team will conduct an open house meeting for the public. Presentations at the public scoping meeting will be based on data gathered in the previous task's preliminary stakeholder meetings. Data and comments generated by the scoping meetings will be used to define the extent of the study and to refine the study area and range of issues to be evaluated.

### 2.12. Public Hearing

DEIS results will be presented at a public hearing at the appropriate time. The team will staff an open house prior to the start of the official hearing to give attendees time to review the project. The official transcript and written material received on the project will be prepared for publication in the Final EIS.

## 3. MEDIA PLAN

The study team will work closely with the City of Madison media relations staff, as well as public outreach staff of Dane County and the Wisconsin Department of Transportation.

### 3.1. Press Releases

Press releases are planned at key points in the study, with the first press release announcing the start of the PE/EIS phase of the study to the public and previewing the scoping meeting. Up to two additional press releases will coincide with project milestones.

### 3.2. Media and Public Notices

Preparation and distribution of meeting notice for each of the public meetings will be coordinated with the study sponsors' media relations staff. Press releases and display advertising for each of the meetings will be conducted to help advertise the meetings.

### 3.3. Editorial Briefings

The study team will assist the City of Madison as needed to prepare for and participate in up to 3 editorial briefings. General public awareness of the study early on will generate community and stakeholder interest so decisions regarding alternative preferences may be debated in a timely and public fashion. The study sponsors' consideration of editorial briefings at key study points, particularly as a means to raise awareness and engage the general public, could be useful to the project. Suggested timing of briefings would be concurrent to two key points: scoping and selection of the LPA.

### 3.4 Other Media

As the study progresses, the study team may seek opportunities for local community radio appearances and/or local cable access such as "For the Record." ITF meetings are often aired on the local cable access channel.

## 4. INTEGRATING PUBLIC PARTICIPATION ACTIVITIES WITH STUDY TASKS

This section details the approach to public involvement activities and outreach for Tasks 3 through 10, highlighting how public input will be obtained at key points of the project. Figure 1 details how the public participation program interrelates with each of the study work tasks. Appendix A includes a working table that may be used as the study progresses to keep decision-makers current regarding public participation activities.

Figure 1 – Public Participation Activities with Study Tasks

Tasks	Phase I (months)												Phase II (months)																	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
<b>3. Review of Previous Planning Work and Identification of Existing and Future Year Conditions</b> Objective: Update public on study status, develop early data on stakeholder information needs, prepare for and invite public to scoping meeting Tools: ■ Web site update ■ Mailing list update ■ Press release ■ Project presentations ■ Stakeholder interviews	█																													
<b>4. Scoping Meeting and Purpose and Need Statement</b> Objective: Generate stakeholder input for project coping, identify issues to help define the Purpose and Need Tools: ■ Agency scoping meeting ■ Editorial briefing ■ Public scoping mtg/open house #1 ■ Newsletter	█			★																										
<b>5. Preliminary Definition of Alignment Alternatives</b> Objective: Identify values and concerns of various constituent groups, help generate and refine alternatives, help determine acceptability of various alternatives Tools: ■ Focus groups ■ Small-group meetings	█																													
<b>6. Detailed Definition of Alignment Alternatives</b> Objective: Develop best possible alternatives and continue public engagement Tools: ■ Workshops ■ Newsletter ■ Walking audits ■ Presentation materials ■ Press release ■ Open house #2 ■ Web update			█																											
<b>7. Evaluation of Alignment Alternatives</b> Objective: Inform public of benefits, costs and impacts; incorporate data gathered in public involvement Tools: ■ Speakers bureau/open house #3 ■ Newsletter ■ Focus groups/neighborhood meetings ■ Web update ■ Press release		█					█					█																		
<b>8. Draft Environmental Impact Statement</b> Objective: Satisfy NEPA requirements; document agency cooperation; provide opportunity for public comment and document public participation Tools: ■ Public hearing ■ Web update ■ Press release ■ Newsletter										█									★	█										
<b>9. LPA and New Starts Report</b> Objective: Informed consent Tools: ■ Events ■ Project video ■ Speakers bureau ■ Focus groups and/or sm-group mtgs ■ Editorial briefing										█																				
<b>10. Refine LPA / FEIS</b> Objective: Report back Tools: ■ Editorial briefing ■ Small-group meetings																	█													

- **TASK 3: Review of Previous Planning Work and Identification of Existing and Future Year Conditions**

After development of the project management plan and this public participation plan, the team will work with City staff and the ITF to inform the public of work activities to date and how the current study relates to previous work efforts. Outreach materials will include a study newsletter, Web site update and a press release. Project presentation materials will also be developed.

**Public Participation Objectives:**

- Update public on study status
- Develop early data on stakeholder information needs
- Prepare for and invite public to scoping meeting

**Public Participation Activities:**

*Web Site Update.* The project Web site will be maintained, with the posting of meeting information and project documentation as it becomes available. In addition to ongoing Web site maintenance, the team will update the Web site with substantial information at key project points, such as preparation for the scoping meeting. Comments received from the Internet will be summarized and shared with the technical team and ITF.

*Press Release.* For this task, the press release will announce the start of the PE/DEIS phase of the study to the public and will preview the scoping meeting.

*Stakeholder Interviews.* To prepare for the scoping meeting and early issues identification efforts, the team will conduct initial interviews with representatives from key stakeholder groups, including elected officials, business and neighborhood associations, and others. The information obtained at these meetings will enable the team to develop a list of frequently asked questions to be addressed in project presentations and in the scoping meetings, and establish relationships with stakeholder groups as we develop methods for public involvement outreach.

*Project Presentations.* The team will work with the ITF to develop the base presentations to be made to stakeholders throughout the PE/DEIS phase. Designed to present consistent, clear messages that answer the public's questions and address their concerns as outlined in the preliminary stakeholder interviews, these presentations will be expanded and adjusted as more information is developed during the course of the study.

*Newsletter Mailing List.* As part of this task, the team will obtain, review and update the project mailing list and develop a database of interested parties that will be maintained throughout the project. The list will be updated for recently elected officials and will be checked for inclusion of various groups and stakeholder leadership.

- **TASK 4: Scoping Meeting and Purpose and Need Statement**

During this phase of the project, it is important to identify key issues of the project to help develop the Purpose and Need, better defining the overall goals of the project. The Scoping meeting is the first formal public event for this study and will be an opportunity to generate stakeholder input for project scoping.

**Public Participation Objectives:**

- Generate stakeholder input for project scoping
- Identify issues to help refine the Purpose and Need
- Generate Awareness of Study and its Objectives

**Public Participation Activities:**

*Agency Scoping Meeting.* The scoping meetings are an opportunity to formally announce the study and to provide agencies, local governments, specific stakeholder groups and the general public an opportunity to identify key study issues. Input from this meeting will be used to refine the Purpose and Need, identify study issues, and develop transit alternatives.

*Public Scoping Meeting/Open House.* In tandem with the agency scoping meeting, the team will conduct an open house meeting for the public. The presentation at the public scoping meeting will be based on data gathered in the previous task's preliminary stakeholder meetings. Data and comments generated by the scoping meetings will be used to define the extent of the study and to refine the study area and range of issues to be evaluated.

*Editorial Briefing.* General public awareness of the study early on will generate community and stakeholder interest so decisions regarding alternative preferences may be debated in a timely and public fashion. Study sponsors consider editorial briefings at key study points, particularly as a means to raise awareness and engage the general public.

*Newsletter.* The first study newsletter will precede the scoping meeting. The first newsletter will introduce the draft Purpose and Need Statement and solicit input to help generate alternatives.

- **TASK 5: Preliminary Definition of Alignment Alternatives**

In addition to the technical components of this task, it is important the technical work incorporate the issues of the community and the alternatives reflect its values. Focus groups will be conducted at this point in the study to provide an opportunity for in-depth discussions of the relative strengths and weaknesses of various alternatives.

**Public Participation Objectives:**

- Identify values and concerns of various constituent groups
- Help generate and refine alternatives
- Help determine acceptability of various alternatives with respect to various stakeholders

**Public Participation Activities:**

*Focus Groups.* A series of focus groups will provide an opportunity for various groups to understand issues of importance. By this point in the study, there will be specific alternatives to weigh, rather than discuss abstract concepts. By conducting sessions with various groups, the team can clarify issues, opinions, and measure reaction to various alternatives. The focus group discussions of the relative merits of various proposals will thus be an indicator of project acceptability. Focus groups participants will likely include:

- Development and real estate professionals
- Elderly and disabled members of the community and individuals representing their interests
- Low-income and transit-dependent populations, including youth and individuals representing their interests
- Employers located in the LPA corridor or other corridors representing strong potential for high-capacity transit

*Stakeholder Meetings.* Less formal and structured than focus groups, stakeholder meetings will gather input from more loosely-affiliated stakeholders, such as the members of civic organizations who may wish to learn about and comment on Transport 2020. These two-way conversations have the benefit of being relatively intimate and personalized, while also allowing for the dissemination of targeted information about the study.

- **TASK 6: Detailed Definition of Alignment Alternatives**

In addition to the project's ongoing efforts of informing the public, including Web site maintenance, newsletters, press releases, and the second project open house, public involvement activities for this work task will focus on refining specific aspects of the alternatives.

**Public Participation Objectives:**

- Develop the best possible alternatives
- Continue public engagement

**Public Participation Activities:**

*Workshops.* Further workshops and focus groups will be held to address issues that arise as the detailed definition of alternatives is developed.

*Walking Audits.* Walking audits will aid the team in defining desirable characteristics of station area design. They provide an effective means for identifying pedestrian issues during the planning process because they rely on collaborative input from the most inclusive possible range of stakeholders. The walking audits will synthesize a range of viewpoints and concerns, and lay the groundwork for joint problem-solving and consensus-building on priority issues concerning walkability, access, safety and connectivity.

*Open House.* This is the second major event of the study for the general public, and the primary venue for multiple stakeholders to come together to review and help shape alternatives. This open house will make extensive use of a variety of tools to engage and inform attendees. The public will be able to directly engage planners, engineers, staff and officials in a dialogue concerning the Transport 2020 PE/DEIS process and results to this point. Data and comments gathered at the open houses will directly affect the following phase of the study – the evaluation of alternatives.

*Cable Television Broadcasts.* Continuing broadcast of ITF meetings (coordinated by City staff) may supplement the team's dissemination of primary information about the Transport 2020 PE/DEIS study.

- **TASK 7: Evaluation of Alignment Alternatives**

Public involvement activities for this work task will focus on informing the public on the overall costs, benefits and impacts of the project, helping to eliminate surprises in later tasks.

**Public Participation Objectives:**

- Inform public of benefits, costs, and impacts
- Effectively incorporate data gathered in public involvement activities in the evaluation of alternatives
- Minimize surprises in Task 8

**Public Participation Activities:**

*Stakeholder Meetings.* During this technical phase of the PE/DEIS, the team will continue small-group meetings present updates on and details about the Transport 2020 project to neighborhood, civic, business and government groups. This tool will be utilized through the remainder of the project.

*Open House.* The open house meeting at this stage will have substantive information to present to the public, and will be an opportunity for citizens to understand the costs, benefits and impacts and provide detailed comments.

*Focus Groups.* The project team will continue its Focus Group contact with a second round of meetings with neighborhood and other groups will help to inform the public of benefits, costs and impacts of the alternatives. These meetings are an important way for the project to bring information to various constituencies and to garner reactions.

- **TASK 8: Draft Environmental Impact Statement**

Upon issuing the DEIS, the public hearing(s) will provide a formal opportunity for the public to comment on the project.

**Public Participation Objectives:**

- Satisfy NEPA requirements
- Document agency coordination, as appropriate
- Provide formal opportunity for public comment
- Document public participation activities

**Public Participation Activities:**

*Public Hearing.* The team will conduct one public hearing at two times on the DEIS results. The team will hold and staff an open house prior to the start of the official public hearing to give attendees time to review the project. This task includes preparation for the hearing, including proper notification, display advertising, press releases, preparation of exhibits and making arrangements for the location. This task also assumes making arrangements for court reporters and signing personnel, if requested. Key team members will attend public hearings and review all written comments. The official transcript and written material received on the project will be prepared for publication in the Final EIS.

- **TASK 9: LPA and New Starts Report**

As the study gets closer to a LPA, increased community interest will be evident. During this phase of study, we will proactively seek opportunities to participate in community events to further disperse information about the study.

**Public Participation Objectives:**

- Attain informed consent

**Public Participation Activities:**

*Project Video.* The team may develop a short video for use throughout the study area. The team will seek and attend opportunities to participate in up to 10 community events to further disseminate project information to the community.

*Stakeholder Meetings.* Again, the small-group meetings are an important element of the overall public participation plan and it is expected that these efforts will be used to help finalize the LPA.

*Editorial Briefing.* Editorial briefings are proposed at key study milestones, including this task so that the media may reach out to the greater community as important study decisions are being undertaken.

- **TASK 10: Refine LPA/FEIS**

Tools used successfully throughout the study will also be used to report findings to the public. Expected public participation tools to be used include an editorial briefing.

**Public Participation Objectives:**

- Report findings to the public

**Public Participation Activities:**

Editorial Briefing. An editorial briefing will be prepared so the media can further disperse key decisions to the public.

**Appendix A – Summary of Public Participation Progress**

DATE: \_\_\_\_\_

Public Participation Activity/Tool	Recent Activities	Upcoming Activities	Issues and Opportunities
Study Committees			
Public Information Meetings			
Press Releases			
Editorial Briefings			
Focus Groups			
Small-Group Meetings			
Stakeholder Meetings			
Walking Audits			
Newsletters			
Web Site			
Project Video			
Events			
Scoping Meeting			
Public Hearing			