Using Interactive Media in Preliminary Design

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Improving Mobility for Central Kentucky
Too Good to Be True

- On-again off-again project
- ‘08 Scoping study – little public concern
- Focus on transparency
- Project team included a strong communication component
Listening is key

- Previous experience set the bar
- One part of the Public Involvement approach
- Risks and rewards
- Adopted policy/plan
  - Monitor
  - Respond
  - Evaluate
Why Social Media

• 65% of adult internet users engage in social media.
• 46% of all American adults own a smart phone.
• People post about the things they care about.
• We want to “be” where the public is.
Welcome

The Kentucky Transportation Cabinet (KYTC) has undertaken the preliminary design and environmental study for a new link between Jessamine and Madison Counties, commonly referred to as the I-78 Connector.

People who live or work in and around Jessamine and Madison Counties can provide valuable input that is important to creating the best possible project. For that reason, KYTC encourages the public to stay informed and engaged in the project as it moves forward. This phase of the design process is expected to take about two to three years, with the completion scheduled in January 2014. For more information, visit the website [here](http://www.i-75connector.com/).

Study Area Corridor

The highlighted section in the map is the preliminary design study area. The actual area needed for construction and maintenance would likely be much smaller, but the project moves towards the right-of-way purchase phase. This specific location within the corridor is yet to be determined.

Most Recent Updates

Public Workshops were held August 21 in Jessamine County and August 23 in Madison County to enable the I-78 Connector Team to share information with and receive input from the public in an open house format. Hundreds of people attended each session.

Meetings were held in June with agency representatives and interested individuals who have knowledge of historical and other resources that may be relevant to the design of a connector road within the study area.

The second quarterly meeting of the Citizens' Advisory Committee (CAC) was held July 24, 2012 in Madison County. Open at the top of the page to receive meeting information and updates via mail or email, or visit the meetings page on this website for meeting summaries.
Facebook

I-75 Connector is on Facebook.
To connect with I-75 Connector, sign up for Facebook today.

I-75 Connector

102 likes - A talking about this

Government Organization

Improving mobility in Central Kentucky through a US 27 to I-75 Connector in Jessamine and Madison Counties.

About

Also On:

Project Summary: The Kentucky Transportation Cabinet (KYTC) has undertaken the preliminary design and environmental study for a study between Jessamine and Madison Counties.
I-75 Connector

@I75Connector

The I-75 Connector team's goal is to identify constructible, affordable and environmentally sound road alternatives to improve the region's mobility and safety.

Central Kentucky, USA   http://www.i-75connector.com

Tweets

I-75 Connector @I75Connector

Comprehensive Plans, which outline a community's goals and aspirations for land use, generally cover a 20-year timeframe.

Expand

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Mitigation -- Steps taken to avoid, minimize, offset, or compensate for negative environmental impacts.

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The Federal Historic Preservation Act of 1966 requires states to establish historic records through surveys like Connector ones taking place.

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NEPA (The National Environmental Policy Act) A law applied to projects requiring agencies to consider the environmental impact.

Expand
Quantitative Results

• 102 Facebook Likes
  – Activity tracking
• 23 Twitter Followers
• 105 opt-in requests on website
Qualitative Results

• Keeps project in the public—they see new info without having to look for it.
• Better able to answer questions in a public forum, 24/7.
• Helps keep us apprised of concerns
  – Develop responses
  – Add to material promptly
• Provides information followers can share with their friends.
Conclusion

• So far, it’s been helpful.
• Keep Social Media in Perspective
• Find the Right Voice
• Listen, Listen, Listen
• Set Social Media Policy
Contact Information

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