

F. PUBLIC ENGAGEMENT PLAN

Western Bardstown Connectivity Study

Nelson County
Item No. 4-8809

Public Engagement Plan

Prepared For:



Consultant Team:



February 2018



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Introduction

The Western Bardstown Connectivity Study Public Engagement Plan (PEP) communicates the expectations for involving the public and stakeholders in the planning and design process *with an emphasis on the initial consensus building phase of the project*. In addition, the PEP memorializes key activities, objectives, and schedule for critical path milestones. The PEP is designed as an internal document for use by the consultant team and core KYTC staff. Relevant information for the public, stakeholders, and project team members will be made available on the KYTC District 4 webpage: <https://transportation.ky.gov/DistrictFour/Pages/default.aspx>.

The engagement strategy for this project includes a balance between communicating project information and gathering community input for consideration as incremental decisions are made. To achieve success and maintain schedule, the overall process for the Western Bardstown Connectivity Study requires a heightened level of coordination between the public, the City of Bardstown, the Kentucky Transportation Cabinet, and consultant team. Therefore, the PEP represents a framework for success and stresses the sequence of events and preliminary schedule for meetings, workshops, and deliverables. While the PEP memorializes the steps and methods of engagement, all parties play a role in achieving consensus within the allotted timeframe. Timely review and concise feedback will be critical between KYTC and the consultant team.

The PEP is organized into the following sections:

[Communication Protocol](#) | [Summary of Activities](#) | [Process and Objectives](#)

Communication Protocol

The high profile of the Western Bardstown Connectivity Study requires efficient communication between staff, the consulting team, elected officials, the community, and stakeholders. The Communication Protocol identifies project contacts and outlines the general strategies that will be employed throughout the project to maintain smooth coordination and enhanced communication among the various parties involved in the creation and implementation of the study.

Team Organization

The project team includes the consultant team, KYTC District 4 staff, KYTC Central Office Planning staff, and Lincoln Trail ADD staff. The consultant team is being led out of the Lexington, Kentucky office of **Kimley-Horn**. Lindsay Walker is serving as the Project Manager with direct support from Aaron Heustess. Stephen Stansbery is serving as the Principal-in-Charge. Kimley-Horn is being assisted by **CDP Engineers** in Lexington, Kentucky.

Consultant Team

The consultant team will be led by the following:

Kimley-Horn	Lindsay Walker lindsay.walker@kimley-horn.com 859 252 6491 Aaron Heustess aaron.heustess@kimley-horn.com 919 653 6634 Stephen Stansbery stephen.stansbery@kimley-horn.com 704 319 5690
CDP Engineers	Kevin Cox kcox@cdpengineers.com 859 264 7500

KYTC

The client team will be led by the following:

Central Office	Mikael Pelfrey mikael.pelfrey@ky.gov 502 782 5073 Shane McKenzie shane.mckenzie@ky.gov 502 782 5070
District 4	Charlie Allen charliea.allen@ky.gov 270 766 5066 Larry Krueger larry.krueger@ky.gov 270 766 5066

Internal Correspondence (Project Team)

The following channels are envisioned for communicating project intent, status, and recommendations throughout the life of the project:

Public Engagement Plan—The Public Engagement Plan (PEP) will be referenced throughout the consensus building process to emphasize process and schedule. If necessary, the PEP will be updated to reflect up-to-date information.

Email—To make email correspondence easier to organize, project emails typically will have a standard subject line prefix followed by details on the content of the email (e.g., Western Bardstown Connectivity Study – Public Engagement Plan). The project points of contact should be copied on all correspondence related to public engagement. Additional team members will be CC'd when necessary to ensure consistent communication.

Project Team Meetings—Up to four meetings with the project team will be scheduled. These meetings will be held prior to and following major public involvement activities that will enable the team to prepare for the meetings and discuss meeting outcomes.

External Communication (Public)

Having a continuous two-way line of communication between the project team and community will be critical to the success of the project. Communication with the public will occur through the following channels:

Social Media—If desired, content can be posted to the KYTC Facebook and Twitter accounts.

Community Events—In addition to outreach activities geared toward specific stakeholders, attendance at 2 community events are planned during the project. These events will allow attendees to actively engage with the project team and fellow community members.

Public Meetings – Two meetings each are to be held with the local officials/stakeholders and the general public. The first meeting will be held following completion of the existing conditions analysis. This meeting will focus on identifying community values through a variety of interactive exercises, educate the public on constraints and opportunities associated with connectivity in the study area, and gather feedback on a variety of potential tradeoffs. The second meeting will be held to present a refined set of corridors and the associated impacts and analysis for each. Input will be requested on preferred location, facility type, access, and prioritization. Meetings with the local officials/stakeholders will be held prior to the general public meeting on the same day. Meeting materials will be provided to the project team for review two weeks prior to the scheduled meeting date.

Online Engagement—MetroQuest will be used as an interactive online survey to target participation, in part, from those that normally do not participate in workshop-like activities. One survey will occur in conjunction with each public meeting (anticipated to be Spring and Fall 2018).

Local Officials Briefing – Following the completion of the draft final report, Kimley-Horn will provide a review of the study process, focusing on the decisions and steps that led to the study recommendations. The recommendations will be presented to enable those in attendance to understand the study process and outcome. This will aid in their ability to use the information for further project advancement.

Deliverables—Project deliverables will be made available through KYTC and will be designed to communicate project information to specific audiences.

- **Final Report**—The Final Report will be inclusive of the study process, documenting significant actions and conclusions pertinent to the study and recommendations. The report will have an emphasis on maps, graphics, and illustrations to convey concepts and results.
- **Executive Summary**—The Executive Summary will be designed as a stand-alone document that will include the project description and cost estimate, presented in an easy to read, graphically oriented format. The summary will serve as a quick reference to the plan with an emphasis on maps, graphics, and brief supporting narrative.
- **GIS Map Packages**—GIS and CADD data used during the study will be made available for future use.

Project Branding

To distinguish this planning study from previous efforts, the Western Bardstown Connectivity Study includes a branding theme (e.g. project moniker, color scheme, and design templates). The purpose is to create a unifying theme that will be maintained through the various phases of the design process. The phrase “Western Bardstown Connectivity Study” will be prominently featured in components of the brand, including the logo palette. An emphasis will be placed on simplicity at the outset, though branding components (e.g. graphics, taglines, etc.) may be added as input and materials are gathered from the public and project team.

Summary of Activities

The planning and design of the Western Bardstown Connectivity Study should occur, in part, through a community engagement process that generates information equal in value to technical data. Explaining why decisions were made and being able to point to milestones in the planning process that led to the resulting decisions will be important. The Public Engagement Plan was created to help ensure outcomes of the design will be defensible and implementable.

Targeted Outreach

Creating a robust and implementable plan will require a continuous and inclusive process that brings residents, business owners, and stakeholders to the table with local staff and elected officials. The underlying principle for understanding local dynamics will be collaborative planning and consensus building through a process that recognizes the intimate knowledge of these groups and the current and expected issues facing the study area. The Lincoln Trail ADD, with support from KYTC District 4 staff, will help develop a contact list for involvement in outreach activities. Key interests that should be targeted or invited to participate in outreach activities include:

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|---|--|--|
| <ul style="list-style-type: none"> ● Municipal staff ● Nelson County staff ● KYTC ● FHWA ● Elected officials ● State and Federal agencies | <ul style="list-style-type: none"> ● Public transportation providers ● Freight operators ● Nelson County Fire and EMS ● Nelson County schools ● Major employers | <ul style="list-style-type: none"> ● Chamber of Commerce ● Economic development agencies ● Bicycle and pedestrian advocates ● Community leaders ● Minority and low income communities |
|---|--|--|

A variety of community events, meetings, surveys, and media channels will be used. Each technique will target specific stakeholders and/or the community at-large. Special consideration has been given to reaching a balanced cross-section of the community with the intent to accomplishing the following objectives:

- Engaging key community leaders
- Offering decision points for citizens
- Ensuring representation from a wide range of demographics
- Sequencing engagement activities to build support and participation
- Using the engagement process to raise awareness to regional transportation issues

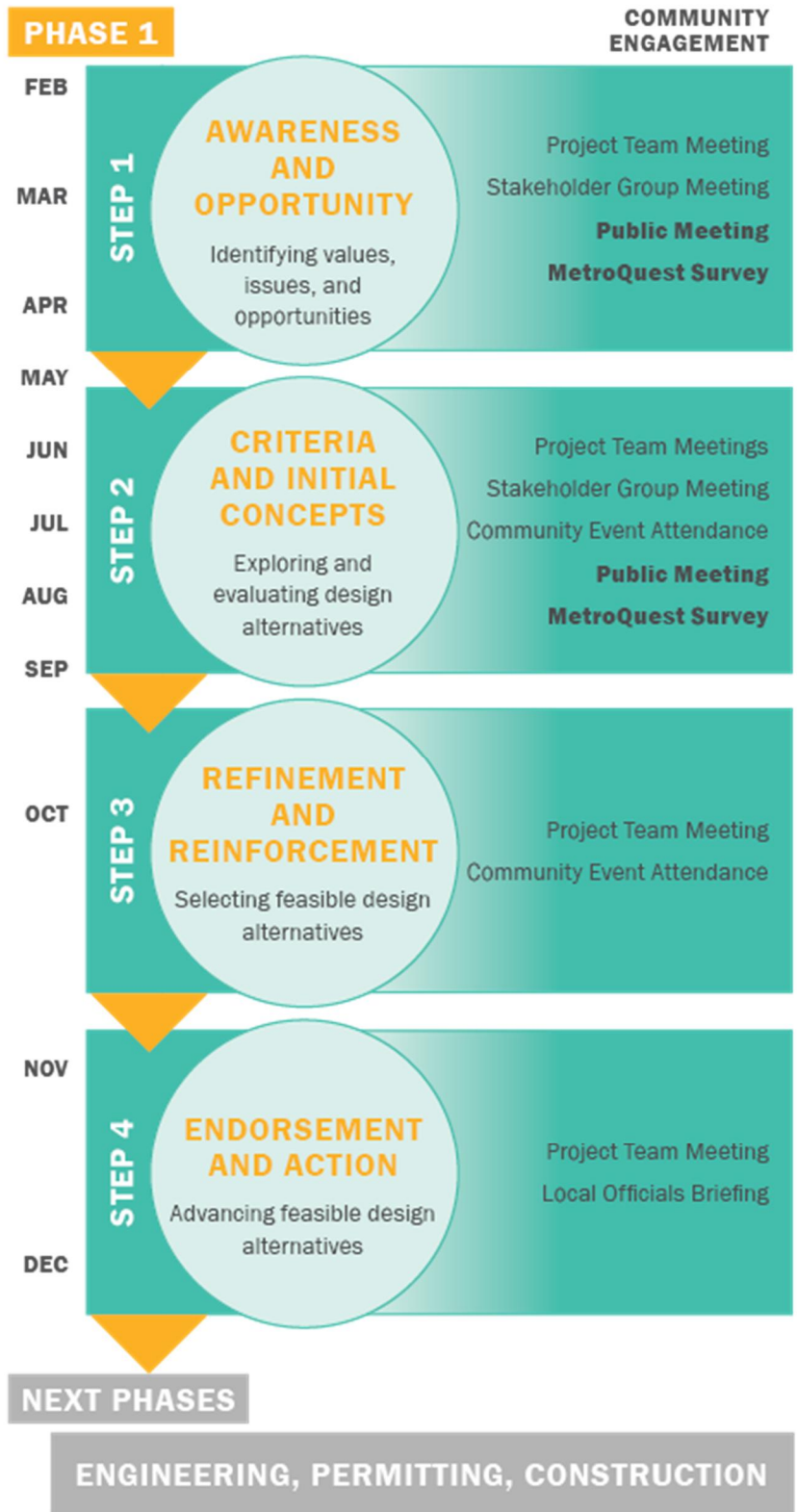
Elements for Participation

The table below provides additional detail on the various elements for public participation.

Outreach Summary				
Event	Target Audience	Objective/Description	Responsibilities	
			Consultant Team	KYTC
Project Team Meetings (up to 4)	<ul style="list-style-type: none"> Project team 	<ul style="list-style-type: none"> Offer hands-on work sessions to engage the project team about the process, outcomes, and recommendations 	<ul style="list-style-type: none"> Identify and notify attendees Create agenda Provide materials Facilitate meeting Summarize results 	<ul style="list-style-type: none"> Approve agenda Secure locations Identify and notify attendees Distribute meeting agendas
Community Events (two events)	<ul style="list-style-type: none"> Community at large Project team 	<ul style="list-style-type: none"> Create widespread interest and participation in the plan by engaging participants in active and meaningful ways 	<ul style="list-style-type: none"> Create agenda Develop marketing materials Provide materials Attend event Summarize results 	<ul style="list-style-type: none"> Approve materials Identify events and locations Attend event
Public Meetings (two local officials / stakeholders and two general public)	<ul style="list-style-type: none"> Community at large Project team Local officials 	<ul style="list-style-type: none"> Engage local officials/stakeholders and members of the general public through targeted workshop-style meetings 	<ul style="list-style-type: none"> Create agenda Provide materials Facilitate up to two meetings each Summarize results 	<ul style="list-style-type: none"> Approve agenda Secure locations Identify and notify attendees Help facilitate
Local Officials Briefing	<ul style="list-style-type: none"> Local officials 	<ul style="list-style-type: none"> Presentation of draft plan, summary of decision making process, and presentation of recommendations 	<ul style="list-style-type: none"> Help identify local officials Provide materials Facilitate briefing Summarize results 	<ul style="list-style-type: none"> Approve presentation Help identify and notify local officials Secure location
MetroQuest (two iterations)	<ul style="list-style-type: none"> Community at large Local officials 	<ul style="list-style-type: none"> Gather feedback on priorities and potential corridors 	<ul style="list-style-type: none"> Develop content Work with MetroQuest to create survey Summarize results 	<ul style="list-style-type: none"> Review content Help distribute link
Social Media	<ul style="list-style-type: none"> Community at large Local officials 	<ul style="list-style-type: none"> Educate the public; Engage in conversations about issues 	<ul style="list-style-type: none"> Provide content and information 	<ul style="list-style-type: none"> Utilize social media accounts Publish content

Process and Objectives

The Public Engagement Plan focuses on Phase 1 of the Western Bardstown Connectivity Study, which emphasizes fact finding and consensus building. The process is presented in four sequential steps shown in the diagram and described on the pages that follow.



Step 1 – Awareness and Opportunities

The public engagement process will begin by forming the project team and communicating the work plan. Step 1 focuses on two objectives: raising public awareness and identifying values, issues, and opportunities. Key engagement events include project team meetings, a public meeting, and an interactive online platform. Information collected during this step will inform Steps 2 and 3.

Information and Communication:

KYTC D-4 Website | Email | Postcard

Active Engagement:

Project Team Meeting | Local Officials/Stakeholders
Public Meeting | Online Engagement

Meeting Objectives

Project Team

Meeting No. 1 (PT1)

Timing: 2/13/18 – 10:00am (KYTC District 4 Office)

Objectives:

- Discuss scope, schedule, and existing conditions data
- Review public relations and communication protocols
- Identify local officials and stakeholders for future outreach

Local Officials / Stakeholders

Stakeholder Meeting (LO/S1)

Timing: April 17, 2018 – 2:00-3:30 pm (Nelson County Civic Center)

Objectives:

- Explain planning study process and provide baseline data
- Identify community values, priorities, and vision through a series of interactive stations
- Engage small stakeholder groups and other targeted invitees
- Collect feedback

General Public

Public Meeting No. 1 (PM1)

Timing: April 17, 2018 – 5:00-7:00 pm (Thomas Nelson High School)

Objectives:

- Explain planning study process and provide baseline data
- Identify community values, priorities, and vision through a series of interactive stations
- Collect feedback

MetroQuest

Online Engagement No. 1 (OE1)

Timing: April 2018

Objectives:

- Explain planning study process
- Identify community values, priorities, and vision through an interactive online tool
- Collect feedback

Step 2 – Criteria and Initial Concept

Step 2 will refine the project purpose and need to guide a project design that closely aligns with community values and desired outcomes. While based on community input, the purpose and need will ultimately be determined by the project team. Step 2 features many opportunities for public involvement and their input into the planning process. The alternatives developed through this step will be evaluated against the agreed upon purpose and need.

Information and Communication:	KYTC D-4 Website Email Postcard
Active Engagement:	Project Team Meetings Local Officials/Stakeholders Community Event Public Meeting Online Engagement

Meeting Objectives

Project Team

Meeting No. 2 (PT2) Timing: May 2018 – TBD Objectives: <ul style="list-style-type: none"> Review outcomes from Public Meeting No. 1 Discuss alternatives development 	Meeting No. 3 (PT3) Timing: July 2018 – TBD Objectives: <ul style="list-style-type: none"> Review alternative design concepts
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Community Event No. 1 (CE1)

Timing: TBD Objectives: <ul style="list-style-type: none"> Explain planning study process Present process and findings to date Collect feedback and discuss next steps

Local Officials / Stakeholders

Stakeholder Meeting No. 2 (LO/S2) Timing: September 2018 – TBD Objectives: <ul style="list-style-type: none"> Present process and findings to date Collect targeted feedback on refined corridors (e.g. location, facility type, access, and prioritization) Discuss next steps

General Public

Public Meeting No. 2 (PM2) Timing: September 2018 – TBD Objectives: <ul style="list-style-type: none"> Present process and findings to date Collect targeted feedback on refined corridors (e.g. location, facility type, access, and prioritization) Discuss next steps
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MetroQuest

Online Engagement No. 2 (OE2) Timing: September 2018 Objectives: <ul style="list-style-type: none"> Present process and findings to date Collect targeted feedback on refined corridors
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Step 3 – Refinement and Reinforcement

The third step of Phase 1 will task the project team with applying outcomes from Step 2 to identify final details and ultimately endorse a feasible bypass alternatives. Confidence in this selection will come from making decisions consistent with the identified community values from Step 1 and the purpose and need established during Step 2. The third step will culminate with the completion of the draft planning study report.

Information and Communication:

KYTC D-4 Website | Email

Active Engagement:

Project Team | Community Event

Meeting Objectives

Project Team

Meeting No. 4 (PT4)

Timing: October 2018 – TBD

Objectives:

- Review outcomes from Public Meeting No. 2
- Review alternative design concepts
- Discuss prioritizations

Community Event No. 2 (CE2)

Timing: TBD

Objectives:

- Present process and findings to date
- Collect feedback on planning study
- Discuss next steps

Step 4 – Endorsement and Action

This final step of Phase 1 will include presentation of the draft report summarizing the planning process and refined alternatives analysis through the end of Step 3. Prior to finalization of the report and executive summary, a briefing of the planning study to local officials will occur.

Information and Communication:	KYTC D-4 Website Email
Active Engagement:	Project Team Presentation to Local Officials

Meeting Objectives

Local Officials
Local Officials Briefing No. 3 (LO/S3)
Timing: December 2018 – TBD
Objectives:
<ul style="list-style-type: none"> ● Explain planning study process ● Present draft report ● Collect feedback on draft report

Summary of Step 4 Process

- Draft Report submittal to project team –**November 2018**
- Comments from project team on draft report –**Two weeks from submittal of draft report**
- Presentation of draft report to local officials – **Late November 2018**
- Final Report submittal to project team –**December 2018**
- Executive Summary submittal to project team –**December 2018**

Activity Matrix

The following matrix summarizes current and anticipated dates for Phase 1 community engagement activities.

Phase 1 Community Engagement Activities				
	Step 1	Step 2	Step 3	Step 4
	Awareness & Opportunities	Criteria & Initial Concept	Refinement & Reinforcement	Endorsement & Action
Project Team				
Team Meetings	2/13	May July	October	
Community Events				
Public Workshop No. 1	4/17			
Community Events		TBD	TBD	
Public Workshop No. 2		September		
Stakeholders				
Local Officials/Stakeholder Meeting	4/17	September		
Local Officials Briefing				December
Online Engagement				
MetroQuest No. 1	April			
MetroQuest No. 2		September		