

APPENDIX A: COMMUNICATION PLAN

A.1 INTRODUCTION

The Kentucky Statewide Corridor Plan (“Linking Kentucky”) will identify current and future statewide mobility, accessibility and safety needs for transportation corridors and will prioritize those statewide and regional corridors that have the greatest potential to improve safety, reduce travel time, improve system reliability, and provide economic benefits to Kentucky by better moving people, goods and services.

These are vital corridors that drive the state’s economy, connect citizens to jobs and attract business and investment.

Once the most impactful corridors have been prioritized, the project will establish practical visions for the highest priority corridors to identify intermediate (2030) and long-term (2045) transportation needs, possible improvements to address the needs, and implementation strategies.

The project will support the Kentucky Transportation Cabinet (KYTC)’s next Long-Range Statewide Transportation Plan (LRSTP) and future Six-Year Highway Plans.

The project will be unrolled in two phases. The Project Team will identify corridors for analysis, invite feedback from Planning Partners and Key Stakeholders (Grasstops), focus on the most crucial corridors and segments, gather public feedback and ultimately develop a plan. The first phase (Tier 1) will start with 52 corridors (Statewide Corridor Network) and narrow them to 26 corridors, with 45 corridor segments. The second phase (Tier 2) will further narrow the lists to identify 20 priority segments. The Project Team will develop visions for these 20 corridor segments to help guide current and future long-range transportation plans.

A.2 COMMUNICATIONS GOALS

The primary communications goal will be to educate and engage Key Stakeholders (Grasstops) and Planning Partners and to gather feedback that will help guide decisions on corridor priorities. Through this process, in close coordination with KYTC, we will build greater support for improvements and an overall vision.

A.3 COMMUNICATIONS OBJECTIVES

- Present the project’s goals, objectives and findings to Key Stakeholders (Grasstops) and Planning Partners in a clear, easy-to-understand manner, and clearly state the project’s scope, requirements and timeline.
- Educate Key Stakeholders (Grasstops) about the need for statewide/regional connectivity and its impact on economic development and the benefit to quality of life.
- Define the tremendous benefits in safety, accessibility and mobility that will come from improving key corridors.
- Display supporting data and findings.
- Gather input from Key Stakeholders (Grasstops) to help identify which segments are more important and to learn more about corridor issues and needs.

A.4 TARGET AUDIENCES

The Target Audiences will provide feedback to the Project Team to help narrow the list of corridors.

TARGET AUDIENCES	GROUPS INCLUDED	PROJECT PHASE ENGAGED
Project Team	<ul style="list-style-type: none"> • KYTC Central Office • Kentucky Highway District Personnel • MPO/ADD representatives 	<ul style="list-style-type: none"> • Study Goals • Study Network • Tier 1 • Tier 2 • Visioning
Planning Partners	<ul style="list-style-type: none"> • All other MPO and ADD planners • All KYTC Chief District Engineers • All KYTC District Project Development Branch Managers • All KYTC District Planners 	<ul style="list-style-type: none"> • Study Network • Tier 1 • Tier 2 • Visioning
Key Stakeholders (“Grasstops”)	<ul style="list-style-type: none"> • State legislators (senators and representatives) • Chambers of Commerce • County judges-executive; county road supervisors • Mayors and city managers • Sheriffs • Paid and volunteer fire chiefs • KY Cabinet for Economic Development • KY Manufacturers Association • Kentuckians for Better Transportation • KY Association of Counties • KY League of Cities • KY Magistrates and Commissioners Association • KY Board of Emergency Medical Services; local EMS officials 	<ul style="list-style-type: none"> • Tier 1 • Tier 2 • Visioning

A.5 STRATEGIES AND TACTICS

A.5.1 DEVELOP BRANDING

- In coordination with KYTC, develop a branded, cohesive look for the website and other informational material that builds on KYTC’s already established SHIFT theme.

A.5.2 DEVELOP KEY STAKEHOLDER (GRASSTOPS) DATABASE BY KYTC DISTRICT

- Develop a contact/email database of Key Stakeholders (Grasstops) in each KYTC district as connectors to receive information and updates on the project. These Key Stakeholders (Grasstops) will be a critical resource for disseminating information and obtaining input and buy-in.

A.5.3 DEVELOP & MAINTAIN WEBSITE

- Develop and maintain a standalone, mobile-friendly website to serve as an informational hub for the project. The project website link will be posted on KYTC's website or used to host detailed information for the Project Team and Planning Partners. The website will be updated frequently with clear information relevant to the project's vision, goals and objectives, criteria for corridor consideration, and will display supporting data and findings. The website will include:
 - o Relevant information such as maps, photos, FAQs, timelines, news updates and contacts.
 - o A list of studied corridors and ultimately, prioritized corridors and the final corridor segments for statewide vision.
 - o Online surveys to collect input.
 - o The GIS Online Tool to integrate corridor visions.

A.5.4 SUPPORT MEDIA RELATIONS

- The Consulting Team (C2 and Corradino) will work with the KYTC Office of Public Affairs to coordinate messaging and seek media coverage, as directed by KYTC.
- The Consulting Team may draft materials such as news releases and talking points, and coordinate with KYTC on news conferences and interviews with key project managers and officials.
- KYTC will take the lead in distributing media materials and in responding to media inquiries.

A.6 STAKEHOLDER ENGAGEMENT

Engagement of stakeholders will be a critical part of Linking Kentucky, and will involve two main groups:

1. Planning Partners (Area Development Districts and Metropolitan Planning Organizations)
2. Key Stakeholders (Grasstops)

Input from these stakeholders will help guide decisions on corridor priorities and corridor visioning.

Planning Partners (ADDs and MPOs) will be engaged by KYTC first for input. The Consulting Team will then seek input on the Study Network. Once the Study Network is established, the Consulting Team will then seek input from Planning Partners and Key Stakeholders (Grasstops) via online surveys. Key Stakeholders (Grasstops) will receive surveys via email. Regional forums may also be held for Key Stakeholders (Grasstops) during Tier 2, should the Consulting Team determine at that time that additional input and dialogue is needed.

A.6.1 KEY STAKEHOLDERS (GRASSTOPS)

The Consulting Team has compiled a database of other stakeholders throughout Kentucky, the Key Stakeholders (Grasstops), that includes leaders in transportation, commerce, economic development, manufacturing, county/municipal government and emergence response.

To engage these Key Stakeholders (Grasstops), the Consulting Team will develop a summary detailing the project's purpose, describing which corridors are included and promoting the website. The summary will also convey why this project is important, how it will benefit Kentucky, and what feedback the Project Team is asking for from Key Stakeholders (Grasstops), now and over the next year.

The summary along with an online survey will be distributed via email to Key Stakeholders (Grasstops) and Planning Partners. The survey and website are intended to help build support for the project and explain its connection to KYTC's SHIFT initiative.

The online survey for Key Stakeholders (Grasstops), developed by the Consulting Team in conjunction with KYTC, will consist of 10-12 questions and determine preferences for which Tier 1 criteria are more valuable (e.g. mobility, accessibility, safety) in selecting corridors for improvements. The survey results will support the development of weighting factors for Tier 1 criteria.

After the input is gathered, the Tier 1 Screening will be conducted to identify 26 long corridors for further consideration. Then, those corridors will be segmented into 45. As part of Tier 2, Key Stakeholders (Grasstops) will be asked to provide feedback via a second survey. Should the Consulting Team determine regional forums are needed, they would be held at this time.

A.6.2 SUMMARY OF ENGAGEMENT ACTION

Tier 1

1. ADDs and MPOs ("Planning Partners") will receive the study corridors (52 corridors in the Statewide Corridor Network, 10 flagged corridors, and 5 "gap" corridors) and give feedback on corridors **by Jan. 15, 2020**.
2. Planning Partners and Key Stakeholders ("Grasstops") will receive the study corridors (52 corridors in the Statewide Corridor Network, 10 flagged corridors, and 5 "gap" corridors) and be asked to give input on which criteria are most important. This will help guide the project team's decisions on corridor priorities among the Statewide Corridor Network for Tier 2. **Survey launches March 2, 2020, input due by March 23, 2020.**
3. Input from Key Stakeholders (Grasstops) will be reviewed, and the project team will narrow the Statewide Corridor Network list to approximately 25 corridors (with 45 segments) for Tier 2 **by June 26, 2020**.

Tier 2

4. Through KYTC, Planning Partners (ADDs and MPOs) will receive the Tier 2 corridors (25 corridors, 45 segments) and Tier 2 criteria to review and give input on prioritization **by July 10, 2020**.
5. Key Stakeholders (Grasstops) will receive the Tier 2 corridors and Tier 2 criteria and be asked to give input on criteria and which segments in their district and statewide are most important. If additional input is needed, the Consultant Team and KYTC may consider regional forums. **Survey launches July 21, 2020, input due by August 4, 2020.**
6. The Project Team will develop draft Tier 2 prioritization and share the results with Planning Partners by December 15, 2020.
7. The Project Team and Planning Partners will participate in a poll to identify priority corridors based on draft Tier 2 scores and statewide needs. Survey launches December 15, 2020, input due December 23, 2020.
8. The Project Team will finalize Tier 2 prioritization and the final 20 visioning segments **by January 19, 2021**.

Visioning

9. The Project Team will utilize a map-based online survey (VeraVoice) to show 20 visioning segments and solicit detailed comments from Planning Partners and Key Stakeholders (Grasstops). Survey launches **January 19, 2021**, input due **by March 15, 2021**.
10. A draft Corridor Visioning Outline will be shared with the Project Team **by December 31, 2020** , and will be finalized based on Project Team's comments **by March 2, 2021**.
11. A draft GIS Online Tool for corridor visioning will be shared with the Project Team by April 9, 2021. The final GIS Online Tool will be completed **by April 30, 2021**. KYTC will publish the final tool to the general public.
12. A final SWCP report will be submitted to KYTC after the project is completed. The report will include rankings of Tier 1 and Tier 2 corridors as well as scoring on criteria.