

APPENDIX A: COMMUNICATION PLAN

A.1 Introduction

The Kentucky Statewide Interstate and Parkway Plan (SWIPP) identified current and future statewide needs regarding interstate and parkway corridor performance, including safety, mobility, reliability, equity/accessibility, freight, and system preservation. These corridors are vital to quality of life and economic development as they move people, goods, and services.

Per KYTC's guidance, 19 interstate and parkway corridors were identified for analysis in the SWIPP. These corridors were divided into 60 segments based on logical termini such as major crossings, major cities, area type (urban/rural), traffic volume, and level of congestion. The Project Team invited feedback from Planning Partners and Key Stakeholders (Grasstops), focused on the most crucial road segments, gathered stakeholder feedback, and ultimately developed a plan.

After prioritizing interstate and parkway segments with the greatest potential for improvements, the SWIPP developed practical visions for the corridors by identifying intermediate (2030) and long-term (2045) transportation needs, possible improvements to address the needs, and implementation strategies. The final report is a tool for the Kentucky Transportation Cabinet (KYTC) and state leaders to assist with the development of the Six-Year Highway Plan. This project supports and complements other KYTC planning studies.

A.2 Communications Goals

The primary communications goal was to educate and engage Key Stakeholders (Grasstops) and Planning Partners to gather feedback that would help guide decisions on interstate and parkway priorities. Through this process, in close coordination with KYTC, the project team built greater support for improvements and an overall vision.

A.3 Communications Objectives

- Present the study goals, objectives, and findings to Grasstops and Planning Partners in a transparent, straight-forward manner, and clearly state the study scope, requirements, and timeline.
- Educate Grasstops about the need for statewide/regional connectivity and its impact on economic development and the benefit to quality of life.
- Gather input from Grasstops to help identify which segments are most important and to learn more about interstate and parkway issues and needs.
- Define the benefits in safety, equity/accessibility, mobility, reliability, freight/logistics, and economy that will come from key interstate and parkway segments improvements.
- Report supporting data and findings.

A.4 Target Audiences

Target Audiences were identified to provide feedback to help narrow the list of SWIPP corridors. **Table A.1** summarizes the Target Audiences and study phases they expect to be engaged with.

Table A.1 – Target Audiences in SWIPP

TARGET AUDIENCES	GROUPS INCLUDED	PROJECT PHASE ENGAGED
Project Team	<ul style="list-style-type: none"> • KYTC Central Office • KYTC District personnel • MPO/ADD representatives 	<ul style="list-style-type: none"> • Study Goals • SWIPP 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 • TRIMARC 	<ul style="list-style-type: none"> • SWIPP Network • Tier 1 • Tier 2 • Visioning
Key Stakeholders (“Grasstops”)	<ul style="list-style-type: none"> • State legislators (senators and representatives) • County judge-executives; county road supervisors • Mayors and city managers • Sheriffs and police chiefs • KY Board of Emergency Medical Services; local EMS officials • Paid and volunteer fire chiefs • KY Cabinet for Economic Development • Chambers of Commerce • KY Manufacturers Association • KY Trucking Association • Kentuckians for Better Transportation • KY Association of Counties • KY League of Cities • KY Magistrates and Commissioners Association • Kentucky Public Transit Association • Public transit agencies with interstate/parkway routes (i.e., TANK, TARC) • Greyhound 	<ul style="list-style-type: none"> • Tier 1 • Tier 2 • Visioning

A.5 Strategies and Tactics

- Develop Grasstops database by KYTC District. Develop a contact/email database of Grasstops in each KYTC district as connections to receive information and updates on the project. The Grasstops will be a critical resource for disseminating information and obtaining input and buy-in.
- Develop and support KYTC messaging. The Consulting Team works with the KYTC Office of Public Affairs to coordinate messaging to help inform and educate stakeholders and address questions about the plan development process.

A.6 Stakeholder Engagement

Engagement of stakeholders was a critical part of the SWIPP, and involved two main groups:

- Planning Partners
- Grasstops

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

Planning Partners was engaged by KYTC first for input. The Consulting Team then sought input on the SWIPP Network. Once the SWIPP Network was established, the Consulting Team sought input from Planning Partners and Grasstops via emailed online surveys for Tier 1 and Tier 2 analysis and corridor visioning.

A.6.1 Grasstops

The Consulting Team compiled a database of other stakeholders throughout Kentucky. These Grasstops include leaders in transportation, commerce, economic development, manufacturing, county/municipal government, public safety, and public transit services, etc.

The Consulting Team developed a summary detailing the study purpose, describing which corridors are included and why. The summary also conveyed why this study is important, how it will benefit Kentucky, and what feedback the Project Team was asking for from Grasstops, now and over the next year.

A.6.2 Engagement Action

The study summary along with an online survey (MetroQuest) was distributed via email to Grasstops and Planning Partners. Developed by the Consulting Team in conjunction with KYTC, the survey consisted of 10-12 questions and determined preferences for which Tier 1 criteria are more valuable (e.g., mobility, accessibility, safety, freight) in selecting corridors for improvements. The survey results supported the development of weighting factors for a rating system in Tier 1 Screening. After the input was gathered, the Tier 1 Screening was conducted to identify 30 interstate and parkway segments for further consideration.

As part of Tier 2 Prioritization, Planning Partners and Grasstops were asked to provide feedback via a second survey (MetroQuest) that was used to develop criteria for identifying 21 priority segments for visioning. During Tier 2, a separate crowdsourcing survey (VeraVoice) was also planned to solicit location-specific inputs from Planning Partners and Grasstops, regarding corridor issues, needs, and potential improvement concepts. The collected information supported corridor scoping and prioritization in Tier 2 and the development of corridor visions. A corridor review workshop (regional forums) was held during Tier 2 prioritization.

A.6.3 Engagement Timeline

SWIPP Network

- Project Team & Planning Partners reviewed the draft SWIPP Network in **December 2021** and finalized 60 segments in **January 2022**.

Tier 1

- Tier 1 online survey (MetroQuest) was distributed to Project Team, Planning Partners, and Grasstops in **January 2022**. This survey helped identify Tier 1 criteria and rating system.
- Survey inputs were reviewed. Tier 1 criteria and rating system were finalized 1-2 months after the Tier 1 survey.
- Project Team and Planning Partners reviewed and finalized Tier 1 scores and top corridors (30 segments) around **May 2022**.

Tier 2

- Project Team and Planning Partners reviewed draft Tier 2 criteria in **May 2022**.
- Tier 2 online survey (MetroQuest) were distributed to Project Team, Planning Partners, and Grasstops in **May 2022**. This survey helped identify Tier 2 criteria and rating system.

- Survey inputs were reviewed. Tier 2 criteria and rating system were finalized around **July 2022**.
- A crowdsourcing survey (VeraVoice) was distributed to Project Team, Planning Partners, and Grasstops in **August 2022**. This survey helped identify location-specific corridor issues, needs, and potential improvement concepts.
- Project Team and Planning Partners had an in-person Tier 2 Corridor Review Workshop in **October 2022**, as part of Tier 2 corridor scoping. This workshop helped recommend improvement strategies to meet corridor needs.
- Project Team and Planning Partners reviewed draft Tier 2 results and priority corridors (21 segments) starting at **February 2023**.
- Finalized Tier 2 priority corridors (21 segments) for Visioning by **May 2023**.

Visioning

- The crowdsourcing survey (VeraVoice) that engaged Project Team, Planning Partners, and Grasstops in **August 2022** supported the development of corridor visions.
- A draft visioning outline was shared with the Project Team in **January 2023**.
- A draft GIS Online Tool was shared with the Project Team in **February 2023**.
- A final GIS Online Tool was delivered to **KYTC in June 2023**.