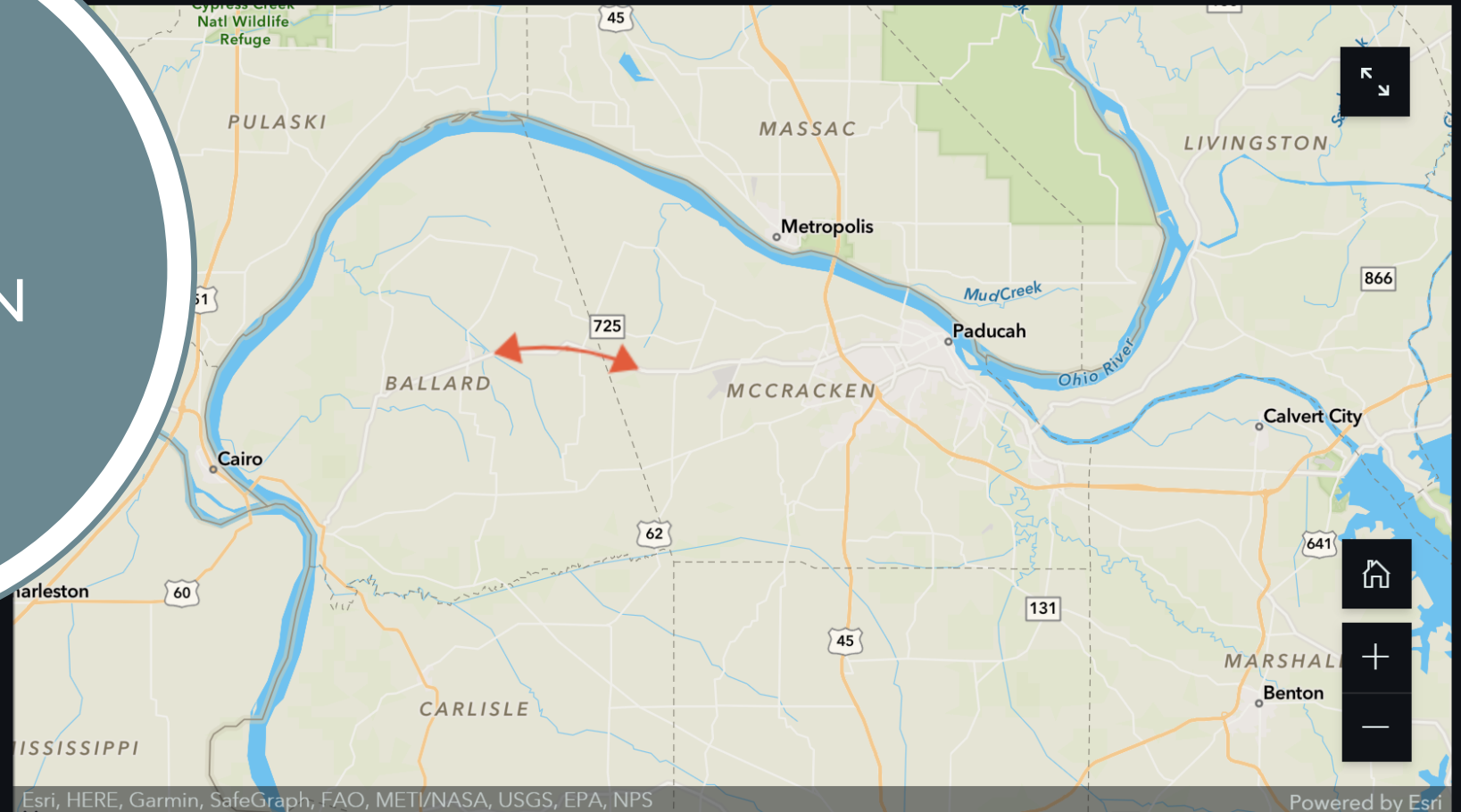
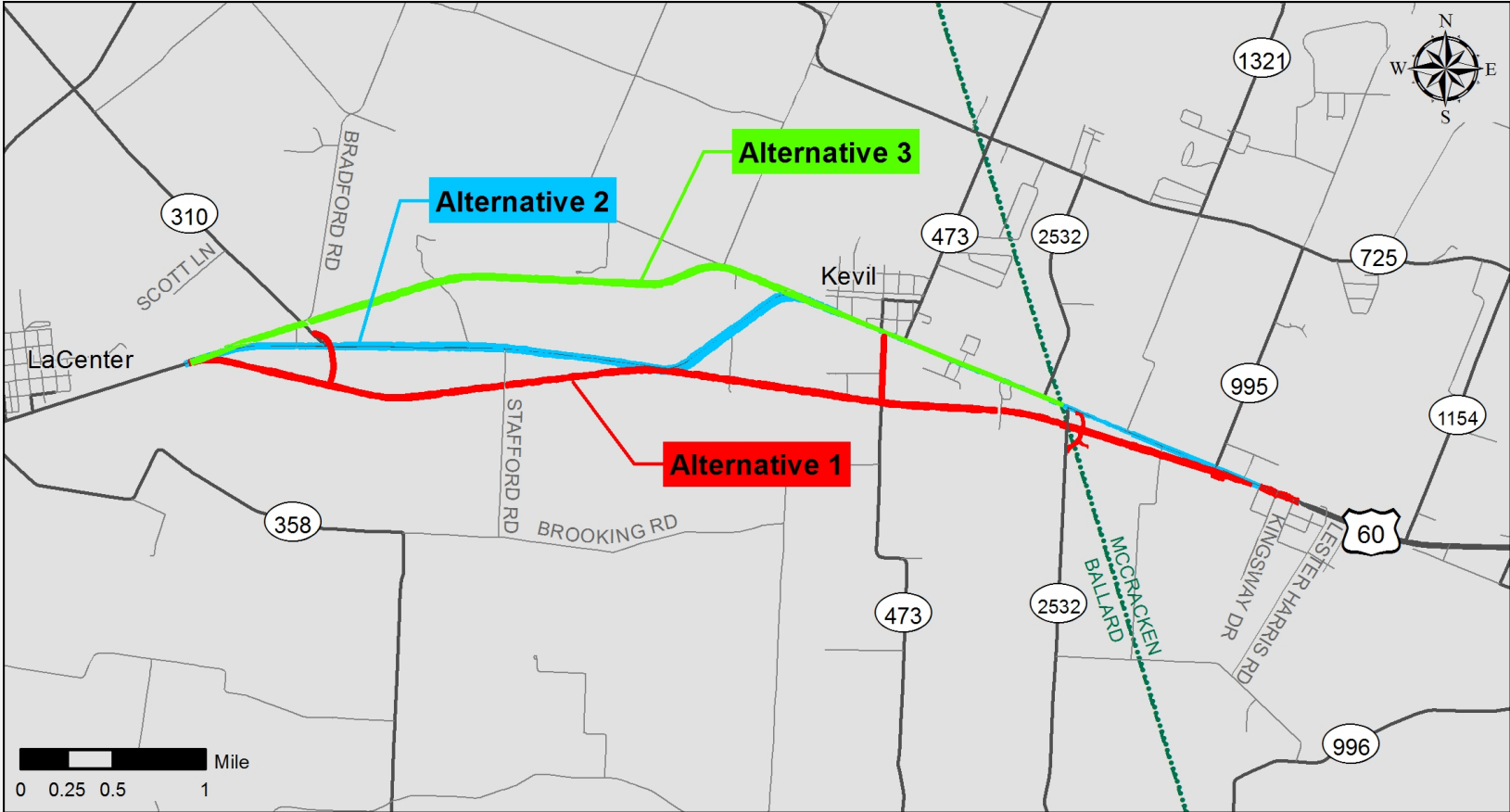


The proposed highway project involves the improvement of roughly six miles of US 60 near the Ballard/McCracken County line in western Kentucky, from east of LaCenter to the existing four-lane section east of Kevil. A range of build alternatives were analyzed to improve mobility and provide a safe connection for the traveling public.

US 60 IN BALLARD & MCCRACKEN COUNTIES



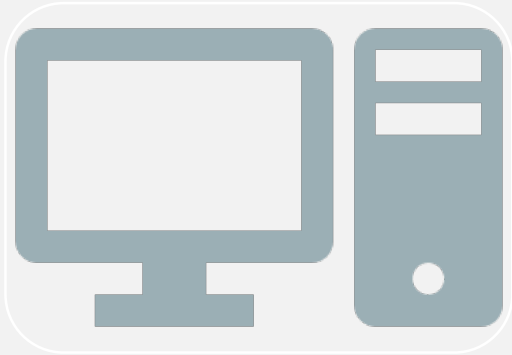
BUILD ALTERNATIVES



PUBLIC INVOLVEMENT TIMELINE

Phase	Timeline	Milestone Event
Planning	June 2000	Local Officials/Stakeholders Meeting
	Sept 2001	Public Meeting
State-funded Design	February 2004	Public Meeting
	December 2006	Public Meeting
	2007+	As-needed coordination with individual property owners as part of preliminary design process
NEPA Process	June 2019	Public Meeting on three Build Alternatives
	February 2020	EA Signed, identifying Alternative I as Preferred
	May 2020	EA Published on District I website
	June 2020	Press Release, publicizing EA with opportunity to request hearing
	March 2021	Virtual Hearing

EA/FONSI = PUBLIC HEARING THREE-PRONG APPROACH



Online StoryMap

• <https://arcg.is/CGLa1>



Live Virtual Meeting

• 3/9/21 via Zoom



In-Person Follow Ups

• March 2021



THE STORYMAP

US 60 Improvement Project

Ballard and McCracken Counties, KY

KYTC Items 1-115/118 | March 16, 2021

- Purpose & Need
- Alternatives
- Environment
- Your Comments

The proposed highway project involves the improvement of roughly six miles of US 60 near the Ballard/McCracken County line in western Kentucky, from east of LaCenter to the existing four-lane section east of Kevil. A range of build alternatives were analyzed to

<https://arcg.is/CGLa1>

- Purpose and Need
- 6YP Funding/Timeline
- Alternatives Considered
- Link to 2019 Exhibits
- Identification of Preferred
- Interactive Map of Preferred
- Environmental Overview
- Link to Published EA
- Options to provide Comments
- March 9 Transcript/Summary

OUTREACH METHODS

- Legal Ads in Newspapers of Record, 30 and 15 days out
- Press Release with extensive local coverage
- Social Media Campaign
- Direct Mailing to 2,100 residents via USPS EDDM



RESULTS BY THE NUMBERS

- 1,100 website hits in 2 months
- 77 Registrants for Zoom call
- 38 Public Participants
- 3 In-Person Follow ups

*...for a 15+ year project
with lots of community
engagement throughout*

KEY TAKEAWAYS

Accessible

Don't just rely on the internet

- With low-income and elderly populations, we mailed invitation postcards with a phone number for questions and provided mailed paper materials upon request

Consistent

Be consistent in messaging

- The StoryMap formed the basis of all engagement venues so everyone heard same points. The recording and transcript were posted online for anyone who couldn't join the initial virtual session.

Practiced

Practice makes perfect(ish)

- Use more speakers than in-person to keep remote audiences engaged
- Know your technology options – like how to mute the unruly
- Designate cohosts to combat glitches and enable quick responses