

Press Release for KY 32 Public Meeting

Project Item Number: 9-192.00

County and Route: Rowan and Elliott, KY 32

Project Description: Improvements for highway access and safety along KY 32 from Sandy Hook to Elliottville in Elliott and Rowan counties

Project Manager Contact information (Cabinet): Thomas Witt, Central Office-Planning, 502-564-7183

Project Manager Contact Information (Consultant): Wilbur Smith & Associates, 859-254-5759

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Approximate dates: July 31, 2008

Comments (number of people reached, effectiveness of the technique, what you would do differently, etc.): Local media in the study area, including three newspapers and three radio station news departments received a press release. In addition, the release was used by Morehead State University on its Web site and posted to District 9's Web site. The release generated a total of four newspaper articles and several days of radio announcements prior to the event. Two members of the media also attended the event. Key factors in press release on public meetings: Conversational "neighborly" tone and clear delineation of expectations or what information we want, i.e., "Kentucky Transportation Cabinet needs your help" and "Should it be reworking short sections of the route? Building a completely new highway? A combination of the two, or do nothing?"



Department of Highways District 9

**For Immediate Release
July 14, 2008**

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KY 32 focus of transportation study, public meeting

Have your say July 31

FLEMINGSBURG, Ky. – It's a study to find out what, if anything, should be done to improve KY 32 through rural Rowan and Elliott counties.

And the Kentucky Transportation Cabinet needs your help with it! At a public meeting this month, state engineers and consultants want ideas on how to make the KY 32 drive a better one.

Should it be reworking short sections of the route? Building a completely new highway? A combination of the two, or do nothing?

Whatever your answer, bring it to the KY 32 Alternatives Study meeting July 31. It's from 5-7 p.m. at the Elliottville Baptist Church Meeting Facility at 8100 Hogtown Hill road (KY 32) in Elliottville.

The purpose of the meeting is to provide information about the project and to solicit ideas, concerns and opinions from the public that will help the Transportation Cabinet make decisions about the design of future improvements to the roadway.

It will be an "open format" meeting, which means if you come you will receive handouts and see maps that outline the project study area and that describe potential environmental, community, traffic and engineering impacts. Also, officials will be available in the exhibit area to answer questions and listen to comments from area residents, business owners and highway users.

"That's why these public meetings are so important," said Deanna Miller, planning engineer for Department of Highways District 9. "We have traffic crash data, measurements of the roadway and maps of the terrain. Now we need data from the most important source – those who drive the roadway and use it every day."

The KY 32 study began in 2007 with a \$300,000 contract awarded to Wilbur Smith Associates, a Lexington engineering firm, for an alternatives study of the state route from

Elliottville in Rowan County to Newfoundland in Elliott County.

Since then, engineers have been gathering data and talking with stakeholders such as local officials and area industry. Public input is being gathered this year, beginning with the July 31 meeting. The project will culminate with the identification of alternatives and a second public meeting this fall.

For those unable to attend the July 31 meeting, various maps showing the project study area will be available for viewing from 8 a.m. to 4:30 p.m. for 15 days after the meeting at the Kentucky Department of Highways District 9 office at 822 Elizaville Ave., in Flemingsburg. Information can also be found on the district's Web site at <http://transportation.ky.gov/d9>, by following the link to "KY 32 Study."

Comments will also be accepted for 15 days after the public meeting through comment forms distributed at the meeting, by email to kytc.comments@ky.gov, or by writing to Mr. Steve Ross, P.E., Acting Director, Division of Planning, Kentucky Transportation Cabinet Office Building, 200 Mero Street, Frankfort, KY 40622.

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