

*PUBLIC, STAKEHOLDER AND MEDIA
OUTREACH PLAN AND PROGRAM
SR 109 Access Management Study*

August 2014

Prepared for the Nashville Area
Metropolitan Planning Organization



G R E S H A M
S M I T H A N D
P A R T N E R S

1

3

615

CONTRACTOR SHALL
URB SEPTIC TANK
NES.

PROP. R.O.W.

PROP. R.O.W.

FILL

PTC2+02.19

FIELD LINES

SEPTIC TANK
1-ST-FR.

B.M. NO. 3
BM-S7756
P/T/CATV

10

FIELD LINES

SEPTIC TANK

MOBILE HOME

SHED

INV-873.21
INV-871.18

PXT/CATV

MOBILE HOME

SEPTIC TANK

FIELD LINES

EXIST. 18" RCP

EXIST. E.O.P.

GRAVEL

W.M.

W.M. W.M.
W.M.

GUY

MB INV-873.80
TO BE REMOVED

INV-875.96
CP-S84

EXIST. 18" RCP

P/T/CATV
INV-872.93

18" CMP

INV-872.90

GUY PRES. R.O.W.
18" RCP

24" RCP

SC 612+29.11

CUT

PROP. R.O.W.

CUT

PROPOSED R.O.W. (BY OTHERS)

BEGIN PROJ. NO. NHE-16(45) R.O.W.
S.P. 02005-2244-14
608+60.54 S.R. 16 (U.S. 41-A)

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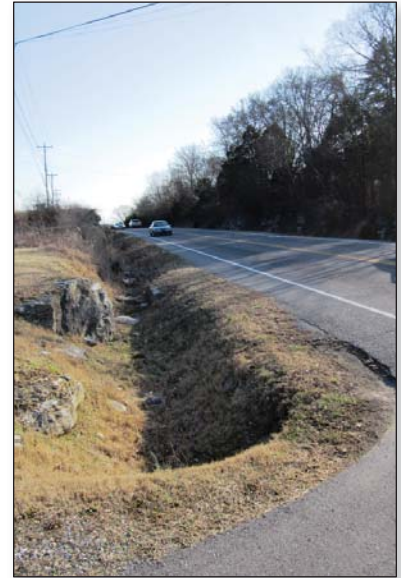
PUBLIC, STAKEHOLDER AND MEDIA OUTREACH PLAN AND PROGRAM

1. PROJECT BACKGROUND

Building on the work completed in the *Tri-County Transportation & Land Use Study* and the *SR 109 Corridor Management Agreement*, the *SR 109 Access Management Study* represents a unique opportunity to establish corridor-wide access management standards and practices that will simultaneously support local, regional, and state transportation and economic development goals.

The SR 109 Access Management Study began in June 2014 and will be completed over a 12-month period through May 2015. The Nashville Area Metropolitan Planning Organization (MPO) is the lead agency and project manager, and it has retained a consulting team, led by Nashville-based Gresham, Smith and Partners (GS&P), to conduct the study.

The purpose of the study is to provide the MPO, state and local community partners with a set of customized access management strategies and a plan for coordinating access management decisions along SR 109, stretching from SR 840 in Wilson County northward to I-65 near the Robertson/Sumner County line. The project approach builds on the considerable amount of planning work already completed in the corridor and is focused on achieving the project's key outcome – the access management plan.



2. PURPOSE OF THE PUBLIC INVOLVEMENT PLAN

The Public Involvement Plan (PIP) presents a strategy for how and when the project team will facilitate communication and obtain input from the steering committee, legislative bodies and planning commissions, and the general public during the development of the study.



GS&P will lead the public involvement process, with the assistance of Kimley-Horn & Associates (KHA), Phil Demosthenes (PD), and Younger Associates (YA).

The PIP includes project responsibilities and an approach to five levels of participation, offering multiple opportunities and avenues for public input and information sharing:

- Project Steering Committee & Project Technical Committee
- Public Meetings
- Elected Officials and Stakeholder Group Meetings
- Project Website and Social Media
- New Media

3. PROJECT STEERING COMMITTEE & PROJECT TECHNICAL COMMITTEE

The SR 109 Corridor Management Committee will serve as the Project Steering Committee (PSC) for the study and will consist of members of the SR 109 Corridor Management Committee or their designees. The PSC will meet up to four (4) times during the study process, following closely the regularly scheduled quarterly meetings for the SR 109 Corridor Management Committee.

The PSC represents the state and local governments and agencies that have a role in funding, permitting, and/or implementing any proposed transportation improvements within the study area. The responsibilities of the PSC members are to:

- Provide overall direction to the study
- Offer policy recommendations and provide guidance to the study
- Serve as the primary spokesperson for their respective jurisdiction on the study

The PSC will be comprised of the following partners:

- Sumner County
- Wilson County
- City of Gallatin
- City of Lebanon
- City of Portland
- Nashville Area MPO
- Tennessee Department of Transportation
- Tennessee Department of Environment and Conservation

The Project Technical Committee (PTC) will be comprised of designees from each jurisdiction representing the corridor who have technical expertise and familiarity with the unique characteristics and challenges of the project area. This group will meet up to four (4) times during the study process and will:

- Receive and review technical memoranda
- Coordinate with their respective agencies
- Provide a sounding board for the consulting team to prepare for public outreach activities

The MPO will serve as the official host for both the PSC and PTC meetings and GS&P will serve as the primary meeting facilitator. GS&P will assist the MPO Project Manager in developing meeting agendas and formats, attending and facilitating the sessions, preparing and delivering presentations and related materials, and documenting the discussions and decisions of the PCC and PTC

At each of these meetings, the consulting team will provide a project progress report and overview of the technical work to date. The PSC will play a primary role in providing project direction and the buy-in needed to move forward at each stage of the study.

Consistent with the SR 109 Corridor Management Committee meeting rules, the PSC meetings will be open to the public, and therefore, the public will be invited to ask questions or make comments regarding major issues or concerns with study. The MPO and local jurisdictions will be responsible for handling PSC meeting notifications. As appropriate, the MPO or local jurisdictions will notify stakeholder groups, such as chambers of commerce, neighborhood associations, civic organizations, and the media, of the meetings.

Lead: GS&P
Support: KHA, PD

4. PUBLIC MEETINGS

Two rounds of two (2) public meetings will be held to discuss particular findings and issues in the study with all interested individuals. During each round of meetings, a public meeting will be held in both Sumner and Wilson counties. It is anticipated that the two meetings in each round of public meetings will be held on consecutive evenings.

First Round of Public Meetings

- The first round of public meetings will focus on the corridor vision and discuss how access management can help achieve that vision through improved operational performance and safety. Included in the introduction to access management will be an overview of access categories and how and where they can



be applied across the length of the corridor. Issues or areas of particular concern will also be identified.

- The first round of public meetings are slated to be held in October 2014 during Tasks 3 and 4.

Second Round of Public Meetings

- The second round of public meetings will present the draft access categories for the corridor and also identify potential short- and medium-term improvements that address access management “hotspots” – such as areas with high crash rates, traffic operation concerns, or significant development potential. Color-coded categories will visually identify corridor segments of different performance and provide a way to easily view their length and frequency. The input will be used by the consultant team to help shape the access management plan.
- The second round of public meetings are slated to be held in January 2015 during Tasks 5 and 6.

The date/time/location/duration of the public meetings will be determined by the MPO staff, with input from the PSC and consultant team. The public meetings will be approximately two hours in length and will allow participants to provide input, offer feedback, and prioritize/make decisions. The MPO and local jurisdictions will be responsible for handling meeting notifications and/or advertisements, as appropriate. Notifications will primarily be made via e-mail, through news releases to the media, and through government websites.

Below is a list of suggested locations where meetings can be held, but sites are not limited to this list:

- Sumner County Administration Building
- Wilson County Courthouse



Materials provided for meetings will include displays and maps, hand-outs, comment forms, sign-in sheets, fact sheets, and PowerPoint or other presentations. The public meetings will focus on providing multiple methods for obtaining public input. Meeting attendees will have an opportunity to ask questions and receive information from the project team. Comment cards will be made available at each meeting in order to allow the public to submit comments or can also be submitted via the website following the public meeting. Computerized graphics (visualizations) will be used as much as possible to explain concepts. A sign-in sheet will be used at each meeting in order to collect additional contacts for inclusion in the stakeholder and public outreach database.

Special provisions for those with disabilities or those that do not speak English may be made at public meetings if the MPO or local government meeting contact person is notified at least five days in advance of scheduled meeting dates. The consultant will work

with the MPO and local jurisdictions to ensure that minority and low-income populations receive meeting notifications and that meeting locations are readily accessible.

Lead: GS&P
Support: KHA, PD

5. ELECTED OFFICIALS AND STAKEHOLDER GROUP MEETINGS

Stakeholder Database

The consultant team will work with the MPO and the PSC to develop a database of stakeholder groups and interested parties. As a starting point, the consultant team will utilize any stakeholder information available from the MPO for similar projects in the region. The consultant team will supplement the database with individuals and organizations in the study area that should be informed about the study. The database will serve as the basis for disseminating information on the project during the course of the study. Along with notices regarding public meetings and invitations to stakeholder group meetings, the database may be used as a tool to provide periodic updates of study progress and key outcomes.

Presentations to Elected Officials

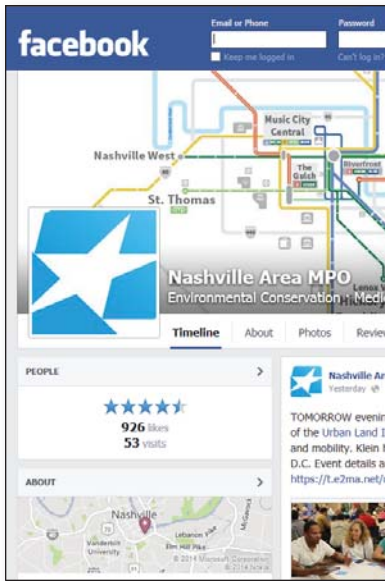
An important part of the approval process for the SR 109 Corridor Management Agreement was a series of presentations made to legislative bodies and public commissions in the corridor. The consultant team will make up to seven (7) presentations to elected officials after the second round of public meetings or prior to finalizing the study.

Stakeholder Group Meetings

The consultant team will conduct up to six (6) meetings with stakeholder groups. These may be presentations and/or working sessions with property owners, residents and businesses along the corridor, or with larger groups such as chambers of commerce, neighborhood associations, or non-profit organizations representing a variety of interests, especially traditionally underserved populations.

Lead: GS&P
Support: KHA, PD





6. PROJECT WEBSITE AND SOCIAL MEDIA

The goal for the project website and social media is to ensure that there is a relatively fast and easy way for individuals to keep abreast of the study's progress and to make comments or raise concerns in a timely manner. The consultant will work with the MPO to provide periodic updates for posting on the MPO project study webpage and social media at key project milestones, such as in advance of and following public meetings and when study deliverables are available.

Website

The website for the study will be managed by the MPO and hosted on their website. The website will serve as an additional forum for providing timely and easily accessible project information to all interested parties, and to provide the public a number of ways to learn about the study and to provide input. The MPO will be responsible for uploading project information and announcements to the project website. The website address will be included on project publications and announcements. It will be an interactive site allowing interested parties to submit comments via e-mail.

Social Media

Social media will be used to create awareness on a continual basis throughout the study process. Activities to be performed by MPO include: providing notification tweets in advance of public meetings, providing tweets with website and Facebook updates, updating the Nashville MPO's Facebook page to include details of the project, and including links on the Facebook page to the project website.

Lead: MPO
Support: GS&P

7. NEWS MEDIA

Press Releases and Newspaper Advertisements

The consultant team will develop drafts for the MPO to distribute to local and regional media for press releases and newspaper advertisements. Advertisement of the public meetings will help engage as many members of the public and other interested parties as possible in the planning process. In order to reach traditionally underserved populations, efforts will be made to contact and invite representatives of community-based organizations and organizations supporting special needs groups.

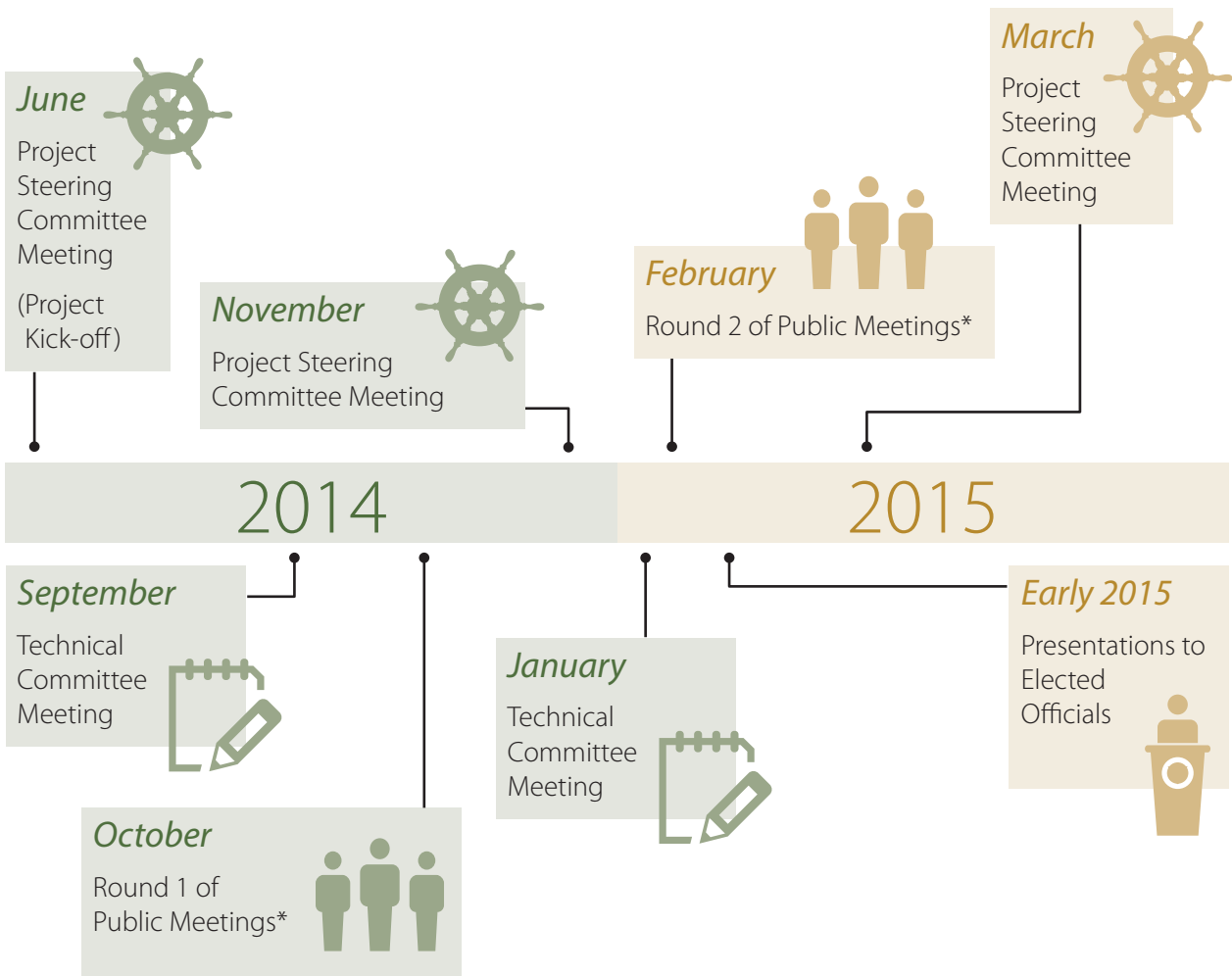
Strategic Messaging and Media Support

To maximize everyone’s time and resources, PSC members will be asked at each committee meeting to identify any issues that require broader community attention and potential news media coverage. Strategic messaging will be utilized to aid the general public and interest groups’ understanding of the project and how to become engaged with the planning process.

The PSC will be provided with key messages or “talking points” so that communications will be consistent. Strategic messaging will help the public understand the vision, access categories, and recommended improvements, and ultimately, the final access management plan.

Lead: GS&P
Support: YA

Table 7-1. Public and Stakeholder Involvement Milestones



*The public meetings will involve up to two meetings at various locations in the study area. The same material will be presented at each meeting.