



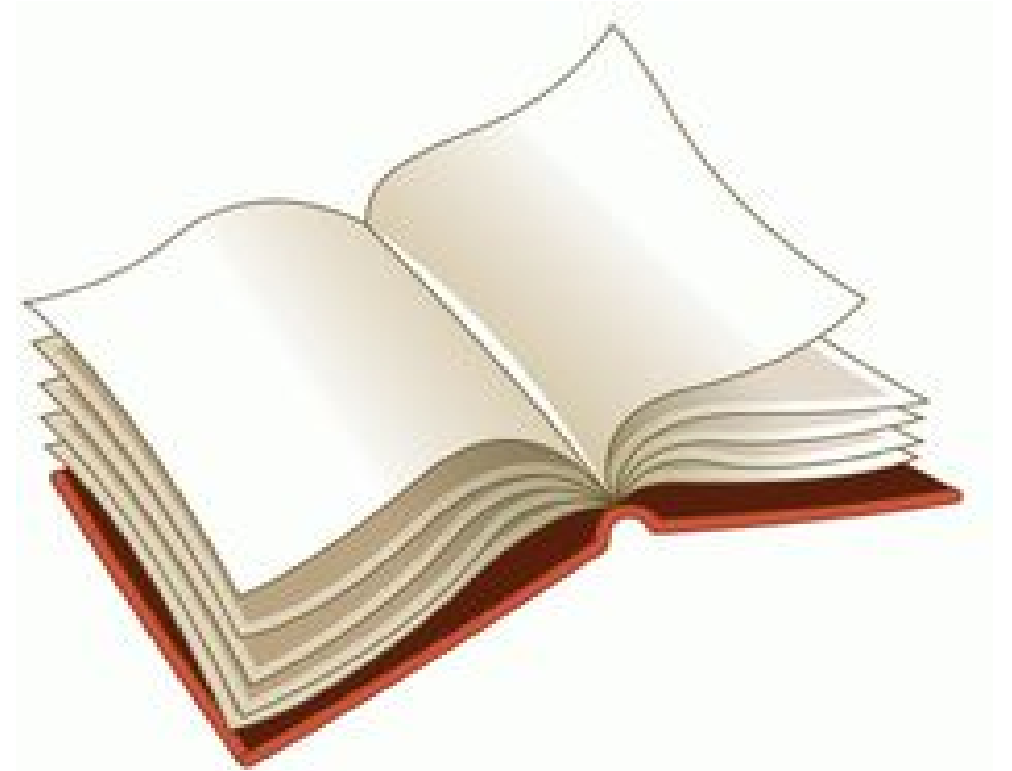
# **Public Involvement: An Evolution**

**Adapting to Meet Customer Needs and Expectations**

**SASHTO 78<sup>th</sup> Annual Meeting**  
**August 19, 2019**

Eric Duff, State Environmental Administrator  
Scott Higley, Director of Strategic Communications

**Tell the Entire Story**



# Tell the Entire Story

## Organizations Must Remain Relevant

- We create a product for public use and consumption
- We are in a position to “sell” that product to the public
- That product must be:
  - Displayed –
  - “Merchandised”
  - Presented
  - Met with Approval

We’re not “selling” but we **are** MARKETING



# Evolution is Key





# What happens if you fail to connect with the public you must reach?





# What happens when you do make that connection?



# How Things Were: Just Ticking Boxes



Limited Advertisements/Meeting Invites:  
Legal notices and Roadway Signs



Meeting AD: Times Courier - Ellijay

# How Things Were: Missing Chapters





# The Response



# Today's Digital World

Meeting Expectations.....



**...while stopping rumor and misinformation in the digital world by providing information from the beginning of the story to the end**

# The Public Demands Options

- In Person
- Virtual / On-Demand
- Participation from Beginning to End of Process





# How to Stay Relevant

## Public Involvement Plan (PIP)

- Utilize Survey Tool
- Conduct Yearly Audits
- Yearly Report to Discuss Needed Changes

### Help GDOT Improve Future Meetings:

**Advertising:** How Did you hear about the meeting: ☐ Newspaper ☐ Signs ☐ GDOT Website ☐ Radio

☐ Word of mouth ☐ Social Media ☐ Other \_\_\_\_\_

**Attendance:** Did you attend in person? ☐ Yes ☐ No

Questions:	Answer	If answer is no please provide a suggestion/comment
Was the location convenient?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Was the time convenient?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Were your questions answered?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you understand the project?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Were Materials (in person or virtual) understandable	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Please share your suggestions on improving the ways GDOT conducts or advertises Open Houses:

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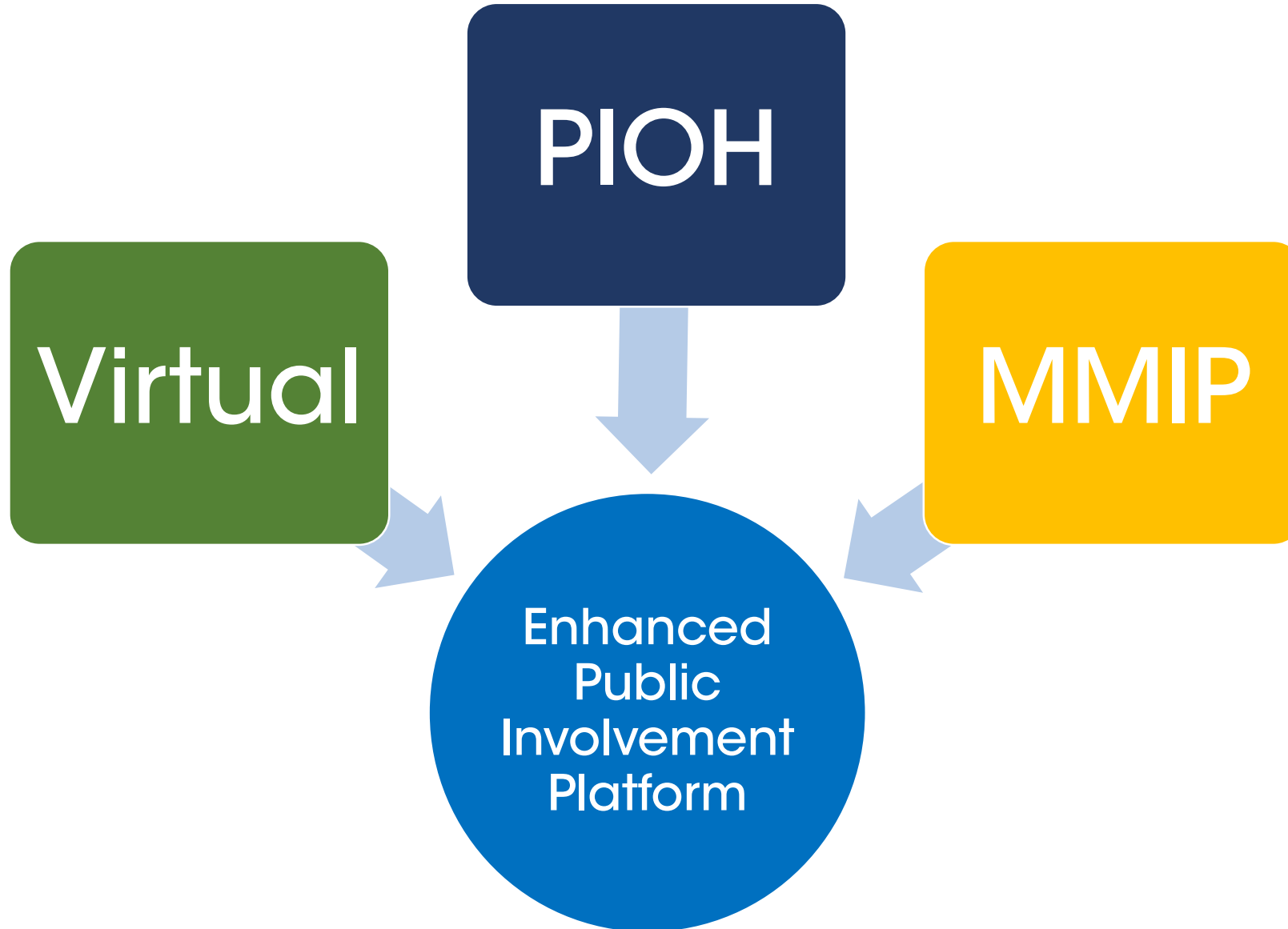
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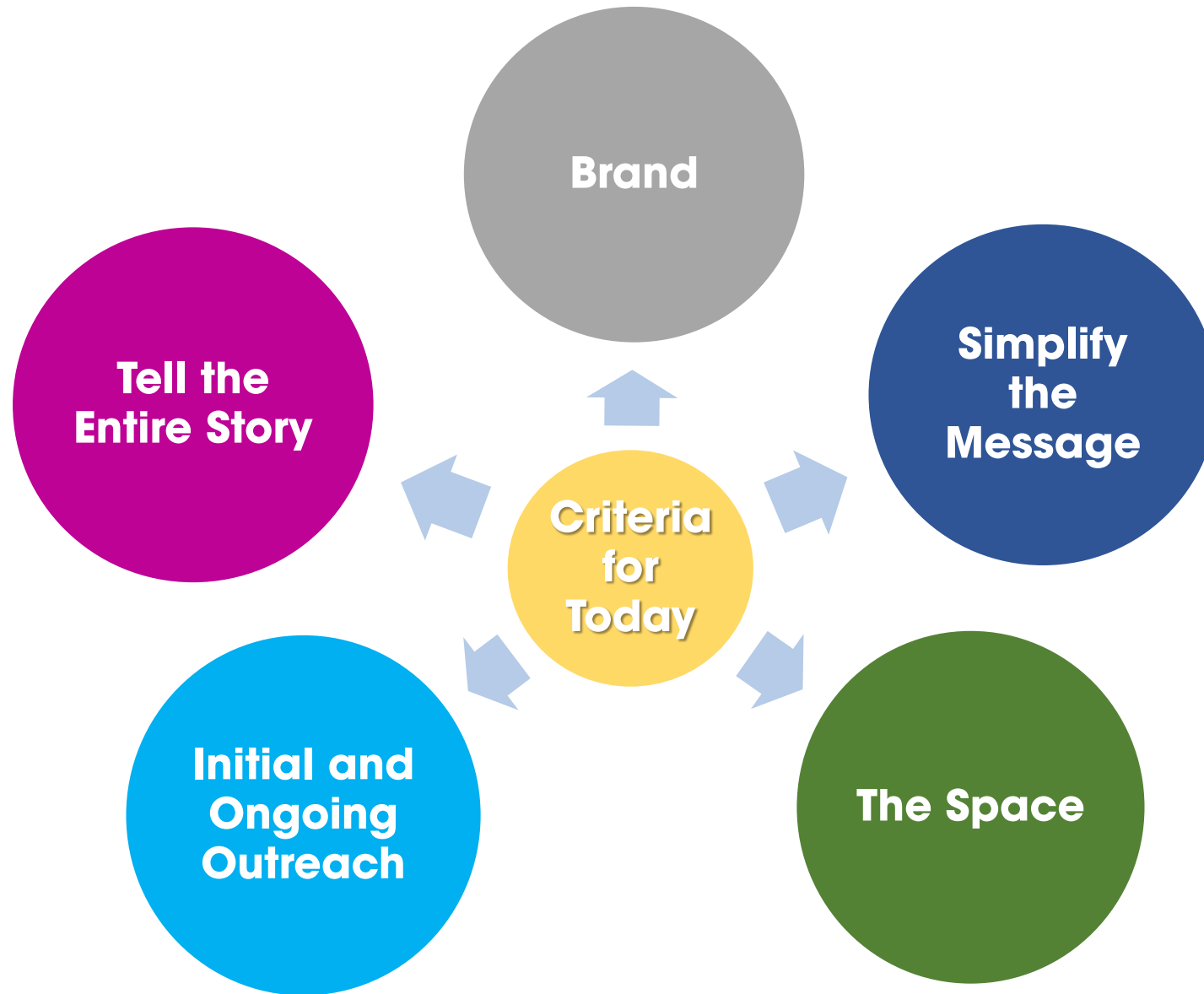
## Public Involvement Plan for NEPA Projects 2016



# Internal Public Involvement Task Force



## 5 Criteria for Consideration Today



# Virtual Public Meeting





# Virtual Public Meeting

ROME-CARTERSVILLE DEVELOPMENT CORRIDOR

[Home](#)

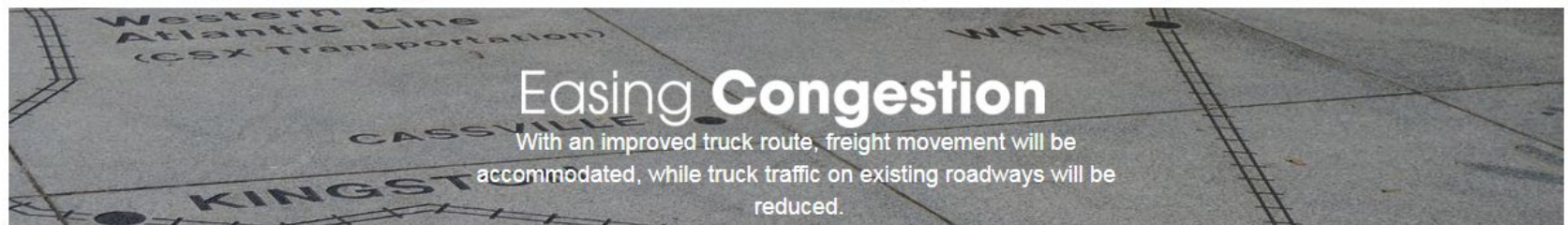
[ABOUT THE PROJECT](#)

[VIRTUAL PIOH](#)

[CONTACT US](#)



## Rome- Cartersville Development Corridor



## Easing Congestion

With an improved truck route, freight movement will be accommodated, while truck traffic on existing roadways will be reduced.

# Virtual Public Meeting

## Learn More About the Project Corridor

To help show the proposed future conditions, GDOT has created a series of videos. See a visualization of the future RCDC corridor and videos about how roundabouts and R-Cut intersections work.






# Virtual Public Meeting

6-hour live chat to  
discuss project,  
answer questions

Official comments  
for the public record  
submitted here

## Environmental

In this video, learn more about the Environmental Process and how it contributes to RCDC's success.



**Chat LIVE with GDOT personnel between  
3 & 9PM, February 26, 2019!**  
Use the chat box to the right, or [click here.](#)

*Note: chat conversations do not constitute official comments on  
the project. To submit an official comment, see the block below.*

## Let Your Opinion Be Heard.

**THE OFFICIAL COMMENT PERIOD IS NOW CLOSED.**



# **Public Information Open House (PIOH)**




# Understanding Retail Philosophy

## Emulating Great Marketers, Merchandisers and Presentation





# Reaching the Public Where They Are



**c/o: EDWARDS-PITMAN**  
**2700 CUMBERLAND PARKWAY**  
**SUITE 300**  
**ATLANTA, GEORGIA 30339**

\_\_\_\_\_

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**SR 146 from US 27/SR 1  
to CR 553/Lakeview Drive  
(GDOT PI # 0013590)  
PUBLIC INFORMATION OPEN HOUSE**

As part of our effort to keep your neighborhood informed of the status of the planning and design for this project, the Georgia Department of Transportation (GDOT) would like to invite your residential complex to attend:

A Public Information Open House on Tuesday, June 18, 2019 from 4 to 7 pm at the Colonnade Civic Center (264 Catoosa Circle, Ringwood, GA 30736).

The purpose of the meeting is to provide information on the status of the project and to gather public input and answer questions.



http://www.dot.ga.gov/PS/Public/Events

MyGDOT Meeting Calendar

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Travelers Business & Government Projects Programs About GDOT

Search...


Home -> Business & Government -> Press Room -> Meeting Calendar

Meeting Calendar


Public Outreach

## Meeting Calendar

Georgia DOT host public information and detour meetings to keep citizens informed about transportation projects in their area.



State Transportation Board  
Meeting Dates



Public Meeting  
Handouts/Comments

Project	PI #	County	Event	Time	Location	Description
Truman Linear Park Trail Phase IIIB	0015306	Chatham	PIOH	4PM - 7PM	Calvary Baptist Temple - Oasis Building 4625 Waters Ave, Savannah, GA 31404	This project proposes to provide a separate, recreational pedestrian and bicycle facility. We appreciate the public's attendance at this informal open house in order for the public to learn more about the project and to provide their feedback on this proposed design.
State Route (SR) 42 / US 23 Moreland Ave and City Street (CS) 2113 / Arkwright Place	0012596	Fulton	PIOH	5PM - 7PM	First Iconium Baptist Church 542 Moreland Ave, Atlanta, GA 30316	This project proposes to reconfigure the intersection of Arkwright Place and Moreland Avenue, as well as provide sidewalk and ADA-compliant ramp/pedestrian crossing improvements along the corridor from north of Arkwright Place south to Memorial Drive along Moreland Avenue. We appreciate the public's attendance at this informal open house in order for the public to learn more about the project and to provide their feedback on this proposed design.



Today meeting advertisements are more farther reaching

# Inform and Make them Feel Welcome



# The Present

## Adding Chapters to the Story



**Story Boards/Videos**



**Open House Format**



**Interactive Displays**



# The Brand

## Be a Brand the Public Trusts

- Meet or Exceed Expectations
- Tell the Whole Story / Show Transparency
- Room Set Up
- Materials – Brand Consistency
- Staff Preparation / Identification



# Project Examples

Catoosa County 0013590

218 citizens attended

84 comments received

## Survey tool comments from Citizens:

- Excellent Presentation and Video
- Information was Very Helpful
- Handled Extremely Professionally
- Personnel Very knowledgeable



## PROJECT GOALS

### Mobility



Improve merge at Lakeview Drive by extending the through lanes

### Operations



Improved sight distance and the addition of turn lanes. Construct roundabouts at two locations along the corridor

### Connectivity



Realign intersections that currently have a limited line of sight and potentially cul-de-sac access points at various locations

### Safety



Add sidewalks for walkability and safety enhancements for those walking on foot



# Simple, Easy to Understand Displays

## Why are we here?



To discuss and provide comments about proposed improvements to State Route 146 (Cloud Springs Road)

Thank you for coming and we need your input!



## Existing Conditions



- Lack of turn lanes along SR 146/Cloud Springs Road at some intersections



- State Route 146 has a "bottleneck" causing traffic delays at Lakeview Drive



# Simple, Easy to Understand Displays

## Proposed Improvements



- US 27/SR 1 to Cross Street - two lanes (one in each direction)



- Cross Street to Fant Drive – two lanes (one in each direction) with a 2-way left turn lane



- Fant Drive to Colony Circle (East) – two lanes (one in each direction) with a concrete median



- Colony Circle (East) to Lakeview Drive - four travel lanes (two in each direction) with a concrete median



- Shoulders with sidewalks to accommodate pedestrians

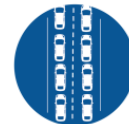


- Turn lanes at intersections



- Roundabouts at Cross Street and Fant Drive

## Without this Project



- Traffic Congestion will worsen



- Travel delays will worsen without addition of turn lanes



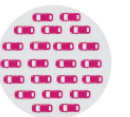
- Lack of sidewalks would not be addressed along the corridor, pedestrians would still utilize the worn walking paths in many locations



- Conflict points and expected crash severity at intersections will not be improved by addition of roundabouts

## Catoosa County Research Data

- Current average travel time to work is **23.3 minutes**
- Population percent change 2010 – 2018 = **5.4%**
- Current population is **67,420**
- More people = more traffic



# **Major Mobility Investment Program Public Involvement**





# MMIP Projects and Locations



3 Major Interchange Projects



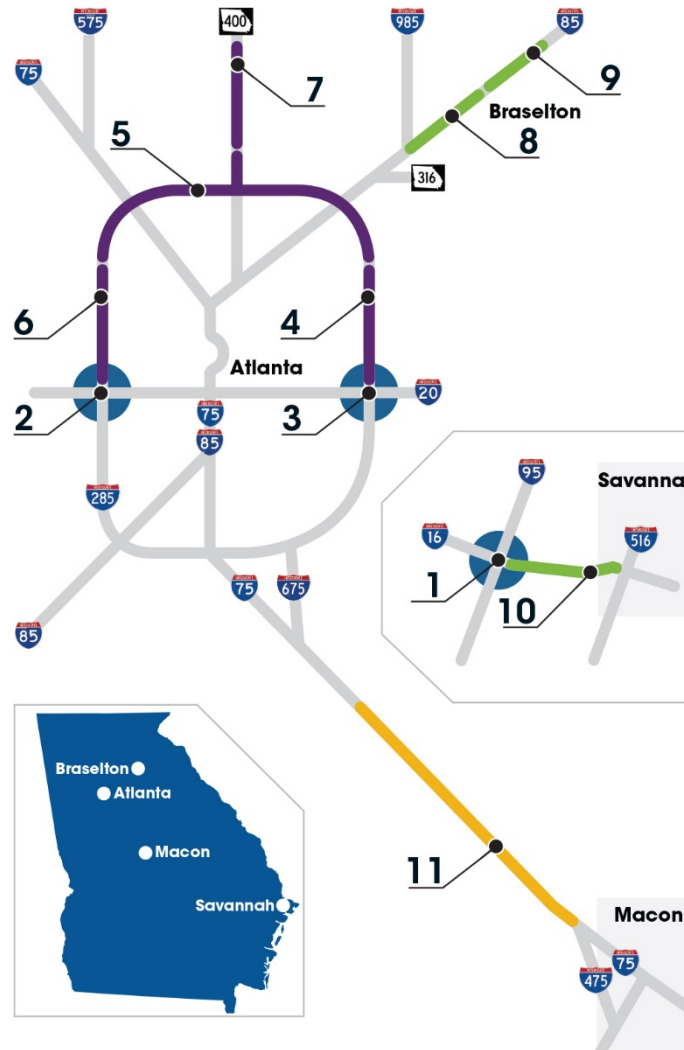
4 Major Express Lanes Projects



3 Major Interstate Widening Projects



1 Commercial Vehicle Lanes Project



## Interchange Reconstruction:

1. I-16/I-95
2. I-285/I-20 West
3. I-285/I-20 East

## Express Lanes:

4. I-285 Eastside
5. I-285 Top End
6. I-285 Westside
7. SR 400

## Interstate Widening:

8. I-85 Phase I
9. I-85 Phase II
10. I-16

## Commercial Vehicle Lanes:

11. I-75

# Elements



Robust and proactive  
communications and  
outreach strategies



Leveraging digital  
and social media



Developing and  
utilizing program/  
project champions



Retail approach: Strong consideration of  
location, brand, merchandising, marketing

# Mitigating Opposition

300-plus properties could be affected by I-285 'top end' toll

## **Perimeter city officials are building lobby against pricey I-285 toll lanes project**

*The controversial highway expansion is an effort to curb traffic congestion, state leaders say*

FEATURED

Residents: Rail preferred over 285 express lanes project

Letter: No to Ga. 400 toll lanes, yes to MARTA

Officials seek ways to influence toll lanes projects

# Robust and Proactive Communications



## Your Opinion and Your Voice

Share your thoughts at an Open House for the SR 400

[Click here for more information](#)



## Opinion: Ga.'s pushing hard on mobility infrastructure

May 17, 2019

By Russell R. McMurry

Last summer, GDOT and the State Road and Tollway Authority (SRTA) opened what is perhaps the most transformative transportation project in Georgia's history, the reversible Northwest Corridor (NWC) Express Lanes on Interstates 75 and 575 in Cobb and Cherokee counties. In just eight months of operation, more than 4.2 million trips were registered in the NWC Express Lanes, with speeds 30 percent faster than the general-purpose lanes. The GP lanes, open to all vehicles without a toll, have seen up to a 20 mph speed increase compared to speeds before the opening of the express lanes. As a result, rush hour in the corridor has been reduced significantly. Not only do users of express lanes see a time savings, drivers in the general purpose lanes realize reduced congestion as well.

Transit benefits also abound in express lanes, with bus commuters enjoying a leisurely ride and more-reliable trip times. The SR 400 Express Lanes will include infrastructure supporting Bus Rapid Transit, which can be described as a "train on rubber tires". GDOT is committed to working closely with our fellow agencies including SRTA, The ATL and other transit partners to realize these transit benefits for commuters.

### TRANSPARENCY

- Federal laws mandate open communication which includes engaging, informing, and documenting public feedback.
- Five SR 400 Express Lanes Public Information Open Houses (PIOH) were held in early 2019. These open forums answer questions, show project details and impacts, and encourage and accept all public comments.
- Georgia DOT has also responded to requests from civic groups, HOAs, local communities, and school administrations to present information. Over the past two years, 150+ meetings and presentations have occurred – most included open dialogue with attendees who were given the opportunity to ask questions.

### PUBLIC MEETINGS

- Georgia DOT hosts public meetings for projects once a design concept is finalized enough to present a comprehensive plan; however, at that stage it is still only a plan.
- The federally-mandated National Environmental Policy Act (NEPA) process requires public meetings where input is gathered to aid decision-making.
- As part of the NEPA process, both a preferred and "no-build" alternative is presented to the Federal Highway Administration (FHWA). As one of the primary funding sources, FHWA reviews the document and all public comments from the PIOHs and Public Hearing Open Houses (PHOHs).
- The ultimate project decision, including approval of the preferred alternative or selecting the "no-build" alternative, lies with the federal government.

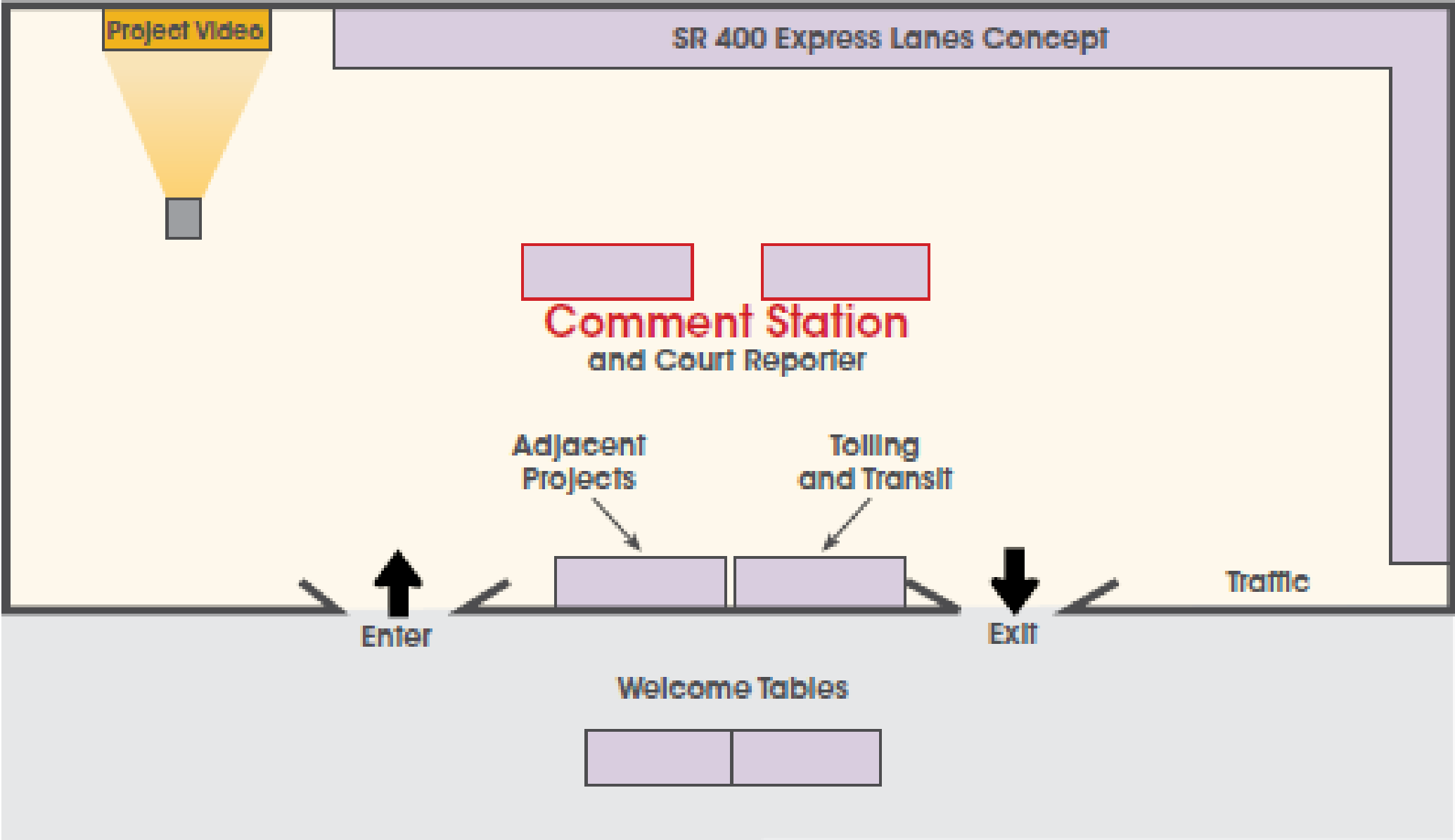
### TRANSIT

- Georgia DOT's funding is only allocated for surface transportation; however, the Department works with transit agencies to develop solutions that benefit everyone.
- All Georgia Express Lanes offer more reliable travel times for BOTH motorists and bus/transit users.
- \$100 million bond from Governor Deal allows the widening of SR 400 to accommodate four potential bus rapid transit (BRT) stations.
- Transit customers can use express lanes at no additional cost.

### RIGHT-OF-WAY (ROW) ACQUISITION

- In rare instances, highway expansion requires private property acquisition.
- Georgia DOT makes every effort to design projects to avoid or mitigate these impacts. When acquiring private property is necessary, Georgia DOT follows a federally-mandated process.
- Georgia DOT understands that acquiring property can be stressful for property owners. As a result, the Department keeps the public and property owners informed and adheres to the Code of Federal Regulations Section 49, Part 24, determined by the U.S. Congress regarding ROW acquisitions. This code section was created to protect property owners and tenants in situations requiring government entities to obtain their property.
- Each property is independently appraised and property owners are offered fair market value. A negotiation process can also occur – similar to a typical home/property sale.
- To be respectful of privacy, only property owners who have parcels, or portions of parcels, being purchased are contacted.





# Consideration of the Brand

**Everyone's Commute is Different**

Just like no two people are the same, everyone's commute is different. Georgia Express Lanes provide a mobility choice that offers more reliable trip times and improves traffic flow for motorists and bus transit customers.

**How do you commute? Do you. . .**



Drive alone?



Ride the bus?



Carpool or vanpool?


Public transit providers are able to operate in an express lane corridor and state-registered vanpools and carpools are able to use express lanes for no additional fee.

**GEORGIA Express Lanes**  
Get in. Get going.


**GDOT**  
Georgia Department of Transportation


**Crayola**  
INTRODUCING BLUETIFUL  
64 CRAYON COLORS  
Sharpener Included!


**All About Transportation**  
Georgia Department of Transportation


 **Hi!** I'm Coney. Today we are going to learn about transportation. Complete each activity and have a parent or guardian sign the back of the workbook to get your Road Warrior certificate for increasing your knowledge about transportation and roads.


**Word Jumble**  
The letters of the words below are jumbled. Figure out what the word is and write it in the blank line provided.

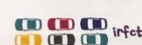
 droa  
1. road


 ldebrg  
2. bridge

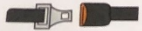
 rtkuc  
3. bus

 sbu  
4. bus

 ostop gani  
5. stop sign

 infetfa  
6. traffic

 dgshaileth  
7. headlights

 esta lbet  
8. seat belt

**Word Bank**  
bus  
stop sign  
traffic  
road  
truck  
headlights  
seat belt  
bridge

**Georgia Department of Transportation**

# Merchandising and Marketing





# Developing Project Champions

## RON SIFEN: Managed lanes helping alleviate Atlanta's PCIDs director speaks about support for Ga. 400 toll lanes in GDOT video

Posted by Evelyn Andrews | Mar 20, 2019

Appearing in a new video supporting the proposed Ga. 400 toll lanes is the director of the Perimeter Center Improvement Districts, a self-taxing district of major companies that funds infrastructure projects.

"The new capacity and express lanes on Ga. 400 is really going to be one of the critical steps that helps solve congestion relief and traffic coming into the Perimeter market from lots of other parts of metro Atlanta," said Ann Hanlon, the PCIDs executive director, in the Georgia Department of Transportation's video.

Ron Sifen

by using the managed lanes.



# Evolution

- Expectations are never static
- As technology and people change, so do their expectations
- Read the writing on the wall, control the narrative, and EVOLVE





# **Public Involvement: An Evolution**

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