

# Public Involvement Plan

## 2040 Metropolitan Transportation Plan and Downtown Huntington Access Study



Prepared for:



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# 2040 Metropolitan Transportation Plan and Downtown Huntington Access Study

## *Huntington-Ironton Transportation Study Area KYOVA Interstate Planning Commission*

### **Public Involvement Plan (PIP)**

January 17, 2011

#### **INTRODUCTION**

##### **Purpose of 2040 Metropolitan Transportation Plan and Downtown Huntington Access Study Public Involvement**

In today's economy, our citizens and community leaders are looking for tangible results from the transportation planning process. The creation of realistic transportation solutions through the development of a comprehensive Metropolitan Transportation Plan must be forward thinking. Plan recommendations must be interrelated (land use, economic development, and multimodal transportation) and will certainly impact long-term regional growth potential and quality of life issues. With this in mind, the outcome of this study will impact citizens, businesses, and visitors to the KYOVA region. The purpose of the public involvement plan (PIP) is to promote and provide a variety of meaningful forums for Plan stakeholders to learn about and comment on the proposed findings, recommendations, and Action Plan of this study. A list of known stakeholders and issues of interest is detailed later in this plan. The outcome of the public involvement will be that businesses, citizens, property owners, institutions, agencies and other stakeholders will have had meaningful opportunities to provide feedback regarding the Plan recommendations as well as associated impacts.

##### **Public Outreach Philosophy**

Based on our discussions with representatives of the KYOVA Interstate Planning Commission, state DOTs, municipal representatives, transit operators, and other transportation agencies, it is clear there are a multitude of issues that will need to be addressed and prioritized within the region. Successful solutions will come only through a comprehensive approach that includes design, policy, land use integration, and modal alternatives. However, developing a multimodal plan may not be the biggest challenge: getting all the respective stakeholders to endorse and implement the recommended plan could prove to be the biggest hurdle. For this reason, we are proposing a preemptive planning approach that includes all stakeholders right from the start. They will play a role in establishing the rules for the development of transportation alternatives as well as the

means by which alternatives will be evaluated — all with the hope of gaining their endorsement of the final outcome.

### **2040 MTP Public Involvement Objectives**

- Educate and inform the public on a timely basis regarding the Plan scope, schedule, findings, and recommendations.
- Provide for a continuous communication strategy among Plan constituents in an effort to establish “informed consent” on project philosophy, guiding principles, and recommendations.
- Identify and actively solicit input from stakeholder groups most affected by and interested in the Plan improvements
- Actively solicit input from the public, local agencies, and stakeholders to aid in key decision-making.
- Distribute and disseminate public information regarding the project progress, findings, and key decisions made by KYOVA staff, elected officials, and regional agencies.

### **Principles Guiding the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study* Public Involvement**

The Project Team recognizes and embraces the important role of public involvement in the transportation planning process. Team members will be guided by the following principles when dealing with constituencies interested in and/or impacted by possible Plan recommendations:

- The *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study* will incorporate all aspects of transportation (highways, bicycle, pedestrian, freight, maritime, rail, and air) balanced against land use considerations and economic development interests.
- The Project Team represents the Consultant Team members as well as the KYOVA staff.
- Those groups likely to influence the outcome of the Plan will receive early identification and communication. A more personal approach may be required for these groups to avoid controversy later (ex: small group meetings, one-on-one sessions).
- Two-way communication (i.e., the free exchange of information, ideas, and values between the Project Team and citizens/stakeholders) will be sought. A specific methodology to solidify two-way communication will be established early and used routinely (face-to-face meetings, e-mail contact, comment forms, etc.)
- Plan information will be communicated to known stakeholders through a variety of forums: project webpage, community briefings, quarterly meeting updates, Project Steering Committee work sessions,

Transportation Leadership Symposium, stakeholder interviews, public questionnaire, and information provided to local newspapers, radio, and television stations.

- All reasonable input from the citizens and communities will be given consideration by the Project Team.
- Citizen/public questions will be followed up within two business days. This quick action builds trust and confidence and conveys our respect towards discourse and discussion.
- All public involvement activities and input will be documented.
- A series of public outreach actions, both formal and informal, are necessary. Formal actions such as the public workshops, the Downtown Huntington Access Study design charrette, and the Transportation Leadership Symposium will be timely and responsive. Quarterly updates to the project webpage and monthly progress updates will also seek to convey information in a timely fashion. Informal actions include responses to citizen phone calls and e-mails. Team members will be mindful of non-technical language, different cultures, and the need for simple illustrations where possible.
- Opportunities for multiple forms of input will be illustrated from the beginning. Interested citizens and Steering Committee members will be given Project Team telephone numbers, addresses, and e-mail identification.

#### Stakeholders and Issues of Interest

Public involvement activities will target influential audiences, including industry and business leaders, local institutions, community groups, local agencies, service providers, economic development and chamber representatives, elected officials, state DOT representatives, and the general public. The following chart summarizes audiences and issues of consequence already known. These groups will need to be informed on an ongoing basis of the project's progress and will be invited to provide input at various stages of the process.

## Citizens and Neighborhood Groups

The neighborhood groups and their member residents have perhaps the most vested interests in the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study*. Their intimate knowledge of the efficiency of the transportation system as well as the need for system and infrastructure will be instrumental in the success of the Plan. For some, issues may relate to safety, transportation choices (bike, pedestrian, modal), or quality of life.

Conflicting views within communities may arise as individual property owners may oppose elements of the Plan, while the broader community may benefit. However, they have a desire to protect the cohesiveness of their neighborhood and their relation to the area businesses and institutions must be maintained. Outreach actions of this Plan will provide these residents with timely information and afford opportunities to provide the Project Team with feedback at public meetings, design charrette and personal communication.

Media relation activities and the project webpage will help the general public to stay informed about the 2040 MTP process and provide feedback to the Project Team.

## Emergency Service Providers and Transportation Providers

- Cabell County EMS
- Wayne County EMS
- Lawrence County EMS
- Tri-State Airport Authority
- Lawrence County Airpark
- Lawrence County Public Transit System
- Tri-State Transit Authority
- Norfolk-Southern & CSX Railroads
- AMTRAK
- Port of Huntington Tri-State
- Huntington District Waterways Association
- WV Public Port Authority
- Lawrence County Port Authority
- Cabell-Wayne Port District

Response time, quality of service, routing and travel delays are all critical factors that play an important role in emergency services and for transportation service providers. Unlike the average traveler, these services rely on time of delivery as a standard measure of their performance. It will be imperative to ensure that emergency and service routes are protected while improving mobility and convenience.

Communication with service providers will be important to establish at the outset of the planning process. The sharing of information will be facilitated through stakeholder interviews as well as performance plan reviews. Major freight stakeholders will be also be contacted to gain an enhanced understanding of the needs and opportunities for this community in the region.

Chamber of Commerce and Economic Development

- Greater Lawrence County Area Chamber of Commerce
- Lawrence Economic Development Corporation
- Wayne County Economic Development Authority
- Huntington Regional Chamber of Commerce
- Cabell Huntington Convention & Visitors Bureau

Creating a better place to live and do business is one of the core values to our chambers of commerce and economic development agencies. Most often, these groups are interested in bolstering the awareness and marketing of regional organizations, business services and development opportunities.

These organizations actively promote area member businesses, work on community and regional issues, and advocate for businesses on governmental and legislative issues. To that end, it will be important for representatives of these organizations to voice their opinion and share their ideas about the impact that transportation has on local businesses and regional commerce.

As the old adage goes – “time is money”. For new industries looking to locate in the Tri-State region, quick access to a range of transportation facilities is essential. Economic development agencies that have a desire to attract a new industry are very interested in supporting a robust multimodal system.

With this in mind, it will be important to establish a healthy level of communication between chamber and economic development agencies. Steering Committee representation and involvement in the Transportation Leadership Symposium will ensure continuous communication so that the needs of local business are recognized, while at the same time creating an environment that is conducive to economic growth and prosperity.

Industry, Businesses, and Major Property Owners

- Cabell Huntington Hospital
- St. Mary's Medical Center
- VA Medical Center
- Ironton-Lawrence County Area Community Action Organization
- Marathon Petroleum
- Pullman Square
- Liebert
- McGinnis Inc.
- Dow Chemical
- Superior Marine Engines, Inc.
- ACF Industries
- Special Metals
- Marathon Petroleum Kenova Terminal
- Allevard Sogefi
- Nippon Tungsten
- South Point Industrial Park
- FedEx

A primary focus for the *2040 Metropolitan Transportation Plan* is a desire to enhance economic vitality within the region. This requires that public involvement actions seek to keep study area businesses and property owners, as well as citizens and customers, informed of plans and progress.

The *Downtown Huntington Access Study* will also be an opportunity to provide residents and business owners with detailed information and input opportunities.

Their concerns regarding ingress and egress maintenance, changes in travel patterns, business visibility, street aesthetics, utilities, and parking are all important issues to consider as a part of the public design charrette.

These groups contribute to promoting the region's quality of life by providing needed services, employment and amenities to the citizens and visitors to the region. They have a desire to protect their visual presence within their community through enhanced access, aesthetics/gateways and modal choices.

Outreach actions of this study will provide these groups with opportunities for direct involvement through public workshops and the design charrette as well as continuous opportunities for feedback through public surveys and web-based information.



#### Elected Officials

- City of Huntington
- City of Ironton
- City of Kenova
- Town of Milton
- Town of Ceredo
- Town of Wayne
- Village of Chesapeake
- Village of Proctorville
- Village of Barboursville
- Village of South Point
- Village of Coal Grove
- Village of Hanging Rock
- Village of Athalia
- Wayne, Lawrence, and Cabell Counties
- State and Federal Legislators

It is important to keep elected officials briefed on the Plan actions and findings. More than simply providing information, our approach is to effectively engage this group through an inclusive process. Elected officials will have opportunities for input through a variety of stakeholder collaboration events including Steering Committee participation, stakeholder interviews, quarterly meeting updates, and the Transportation Leadership Symposium. As the transportation policy-makers for the region it will be important to effectively engage this group at the outset of the planning process to develop Plan goals, objectives and a clearly defined vision statement. Final Plan findings and recommendations will be vetted towards the end of the Plan development stage and memorialized through the development of a comprehensive prioritization process and Action Plan.

#### DOTs and Review Agencies

- West Virginia Department of Transportation
- Ohio Department of Transportation
- Federal Highway Administration
- Federal Transit Administration
- West Virginia Department of Environmental Protection
- Ohio Environmental Protection Agency
- US Environmental Protection Agency

The *2040 Metropolitan Transportation Plan* is a federal requirement of the metropolitan planning process. This Plan will assess and present the multimodal analysis, land use integration, system and capacity deficiencies, modal recommendations, prioritization and financial strategies. Therefore, agencies such as the state DOTs, state environmental agencies, and federal review agencies will need to be informed of details and provided with plans and recommendations for review to maintain the project schedule.

#### Institutions and Educational Boards

- Marshall University/Nick Rahall Transportation Institute
- Ohio University Southern
- Lawrence County Board of Education
- Wayne County Board of Education
- Cabell County Board of Education

Several major institutions are located within the KYOVA region. It will be of utmost importance to contact these university and school officials throughout the process for both information gathering and dissemination purposes. Schools and other community organizations will be provided timely information and afforded opportunities to provide the Project Team with feedback at public meetings, stakeholder meetings, and through personal communication.

#### Media

- Huntington Herald-Dispatch
- The Cabell Standard
- Ironton Tribune
- Chesapeake Tribune
- Proctorville Tribune
- Tri-State Living Magazine
- The Parthenon (Marshall University)
- WSAZ TV 3, WCHS TV 8, WVAH TV 11, WOWK TV 13, & WPBY TV 33
- Local broadcast stations

Members of the media have an interest in receiving prompt, factual information on the 2040 MTP and its recommendations. The Project Team and local constituents will want to achieve positive visibility for the Plan. Therefore, information will be provided to the media via press releases and one-on-one interviews. Part of the purpose of coordinating with media outlets is to disseminate information to and solicit input from the public.

## COMMUNICATIONS STRATEGIES

To be effective, outreach efforts need to be tailored to the needs and concerns of specific constituent groups in a manner conducive to their involvement. Some communications can meet the diverse needs of all stakeholders, such as through the use of newspaper columns. Other times, different strategies are more effective in accomplishing project objectives.

The strategies of the public involvement plan are to:

- Establish the purpose and need for the Plan recommendations in clear and concise terms.
- Provide a context in which transportation needs and economic opportunities are addressed in a manner that is compatible with community expectations.
- Design public questionnaires and website elements for the general public so they can better respond to the Project Team and Steering Committee.

- Conduct quarterly briefings or small group discussions to constituent groups so they can better respond to the Project Team and Steering Committee as well as inform their members.
- Provide forums to encourage discussion and dialogue between the public and Project Team members.
- Establish an expected schedule of meetings with the Steering Committee, project stakeholders, and elected officials to report the planning process and crucial issues, as well as build “Informed Consent” and reach the necessary approvals to move the study along on its expected schedule.

## **PUBLIC INVOLVEMENT ACTION STEPS**

**Information Gathering • Information Distribution • Establishing Informed Consent**

### Information Gathering

#### **Contact Database and Public Contact**

We will establish a mailing list/database, obtained through KYOVA staff from previous efforts and existing mailing lists, and will distribute project emails/mailings to those on the list. All participants in the public workshops and those who requested information about the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study* will be included in the Plan's database. The database will be used to distribute targeted information important to the Plan and to track public comments and questions. A database of emailing addresses will be maintained through the completion of the project.

Deliverable: Contact database

Responsible: Consultant team

#### **Public Questionnaire**

To ensure that the general public, community leaders, regional agencies, local business, and property owners are provided ample opportunities for providing insight and feedback on issues related to transportation, economic development, and land use considerations, an online public questionnaire will be developed at the beginning of the planning process for mass distribution. This questionnaire will cover a range of topics, asking citizens for their views on the existing transportation system, future multimodal recommendations, funding source preferences, and land use integration. The questionnaire will be provided in an online format, with a link available from the KYOVA website and associated webpage. Hard copies of this questionnaire will also be available during public outreach sessions. The Project Team will tabulate results of this questionnaire, using feedback as a guide for influencing the direction of transportation and land use recommendations in the region.

Deliverable: Create Public Questionnaire for email, webpage, and hardcopy distribution  
Responsible: Consultant team

## Information Distribution

### **Project Webpage**

Working with the KYOVA staff, we will develop a webpage link to the main KYOVA website specifically tailored to the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study*. We will load content to the webpage and provide a web-link to constituent websites. Project-related content will be added bi-monthly. Materials that may be posted on this webpage include periodic updates of the status and progress of the plan, mapping depicting existing conditions or future recommendations, plan documentation, and public outreach materials.

Deliverable: Design and maintenance of project webpage  
Responsible: Consultant team in collaboration with KYOVA staff

### **Media Relations**

Press release information for select public events (i.e., workshops and/or Design Charrette) will be provided to local media. The KYOVA staff will be responsible for coordination with the media. Media interviews with select KYOVA staff and public officials will be encouraged to bolster the project awareness and encourage public participation. A media distribution list that is broad based and pays special attention to include universities, the business community, and special interests will be encouraged.

Steering Committee members will receive courtesy copies of all media communication and associated flyers, and may be called upon to assist with follow-up to individual media contacts as necessary.

Deliverable: Press release information to local print and broadcast media  
Courtesy copies of media releases to Steering Committee members  
Responsible: Press release development - Consultant team  
Press packet distribution and media coordination – KYOVA staff

### **Steering Committee**

A project Steering Committee has been established to help guide the development of project goals, and to validate recommendations during the planning process, in an advisory role. The Committee will include citizens and agency representatives at the federal, state, regional, and local levels who represent a broad cross-section of the community. KYOVA staff has identified members of the Steering Committee and will handle communications with this group throughout the life of the project.

The Steering Committee will meet with the Project Team on an approximately bi-monthly basis during the timeframe of this study. Each meeting will be conducted as a work session to enable the best use of time by volunteer participants.

Deliverable: Steering Committee Work Sessions  
Responsible: Schedule and publicize Steering Committee meetings – KYOVA staff  
Facilitate Steering Committee meetings - Consultant team

### **Public Workshops/Meetings**

KYOVA has a history of sponsoring public workshops to facilitate community participation. For the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study*, workshops will be held at a variety of locations within the region to encourage participation from a spatially diverse group of interested citizens. The purpose of these workshops is to present and receive feedback/community affirmation regarding current issues and deficiencies, preliminary findings, and recommended strategies that address multimodal transportation while supportive of economic development and commerce. The public workshops will be interactive and structured to provide multiple opportunities for attendees to express their preferences and ideas, both verbally and in writing.

The format for the public workshops will be a combination of interactive work sessions staffed by the Project Team, a formal presentation (including slide show), facilitated breakout table exercises (maps, markers, etc.) and question and answer sessions.

Announcement of the public workshops will be provided to media outlets by press release as well as direct contact by the KYOVA staff. Flyers announcing the workshop will be provided to KYOVA staff by the Consultant team for their distribution.

Deliverable: Coordinating, promoting, and facilitating public workshops  
Responsible: Workshop advertising – KYOVA staff  
Workshop coordination and facilitation – Consultant team

### **Transportation Leadership Symposium**

The symposium will be a half-day work session with agency leaders and decision-makers that will include a review of existing and future conditions; an issue identification exercise and development of a position statement; and a discussion of lessons learned elsewhere. This symposium will be a unique opportunity early in the planning process to get input from area leaders to establish the vision of the planning process.

KYOVA staff will lead the effort to identify attendees for the symposium. The Consultant team will provide KYOVA staff with materials describing the symposium for distribution to potential attendees. During the symposium, the Consultant team will lead the guided discussion, assisted by KYOVA staff.

Deliverable: Coordinating, promoting, and facilitating the Transportation Leadership Symposium  
Responsible: Identifying and inviting attendees – KYOVA staff  
Symposium coordination and facilitation – Consultant team

### **Stakeholder Interviews/Coordination**

The complexity, environment, and schedule of the Plan necessitate constant coordination with KYOVA staff, business and development community, educational and medical institutions, transportation providers, DOTs, and interested agencies throughout the planning process. This coordination will include regular transmittals of project correspondence and records as well as telephone/email contact for items requiring immediate attention. The Project Team will maintain coordination with the KYOVA staff as required for review of analyses, documents and recommendations.

Deliverable: Facilitating stakeholder interviews  
Responsible: Scheduling interviews – KYOVA staff  
Conducting interviews – Consultant team

### ***Downtown Huntington Access Study Public Charrette***

As an independent effort being conducted concurrently with the *2040 Metropolitan Transportation Plan*, the Project Team will be responsible for conducting a Downtown Accessibility and Mobility Assessment for the central business district of the City of Huntington. With this in mind, the approach to the *Downtown Huntington Access Study* will respect transportation's contribution to urban form and community character. The plan will include a review of goals and initiatives for downtown Huntington, an assessment of existing transportation and parking conditions, and a study of land use and development characteristics. Much of this work will be conducted through an interactive 3-day public design charrette process. The recommendations contained in the downtown element will reinforce the concept that multimodal transportation infrastructure works with, rather than against, the goal of maintaining and enhancing the downtown core of the City of Huntington.

This charrette — held in the downtown area — will allow business owners, students, policymakers, and other stakeholders to partner with the Project Team as we establish the vision for this effort and develop

preliminary recommendations. Presentations held at the beginning and end of this charrette will allow the public to help shape the direction of the study and validate the findings.

Deliverable: 3-day Public Design Charrette  
Responsible: Advertise Charrette - KYOVA staff  
Conduct and facilitate charrette – Consultant team

### Meetings and Coordination

Opportunities to present information to project partners and community leaders about the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study* will be numerous and ongoing through the planning process. Quarterly meetings/briefings will be conducted for select council presentations at key milestones throughout the process. These presentations will be developed to conform to a two-part format – with the first part presenting Plan information and the second soliciting feedback from elected officials and the audience. As with other dialogue opportunities, participants will also be provided comment forms to encourage written as well as verbal feedback.

Responsible staff members from the Project Team will be available at reasonable times throughout the process to meet, present, and coordinate the Plan.

### RESPONSES TO INQUIRIES

All incoming mail will be responded to by mail (or by telephone, if requested) within two business days. All telephone calls received will be returned within two business days. A summary log of public contact will be kept and transmitted to the KYOVA staff at periodic intervals throughout the planning process.

**THE 2040 METROPOLITAN TRANSPORTATION PLAN AND  
DOWNTOWN HUNTINGTON ACCESS STUDY**

**PROJECT TEAM**

The KYOVA Interstate Planning Commission serves as the primary agency overseeing the *2040 Metropolitan Transportation Plan and Downtown Huntington Access Study*. Key KYOVA staff on this study includes:

**Michele Craig**, Project Director

**Saleem Salameh**, Project Manager

Staffing assistance for the 2040 MTP project is being provided to KYOVA staff by a team of consultants.

The Kimley-Horn & Associates Consultant Team members are led by the following project leaders:

**Mark Dunzo**, Project Director

**Allison Fluitt**, Project Manager

**Mike Rutkowski**, Planning Team Leader

**Tim Padgett**, Technical Team Leader

The following Subconsultant groups are also part of the Consultant Team:

Michael Baker Jr., Inc.

HDR Engineering, Inc.

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Caliper, Inc.

NuStats