

# ADOT

## Milton Road & US 180 Corridor Master Plan

*Public Involvement Plan*  
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INTERNATIONAL





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## I. PLAN OVERVIEW

The purpose of this Public Involvement Plan (PIP) is to describe how the Project Partners, stakeholders, business owners and residents of Flagstaff and Coconino County will be involved in the Milton Road and US 180 Corridor Master Plans project/process. It is very important to encourage public involvement at all stages of decision making, and is critical at the onset of the study and planning stages.

The Public Involvement Plan will support the already defined study tasks, objectives, and schedule and help assist the study team to understand the issues, concerns, needs, and desires of all project partners, stakeholders, business owners and residents. Given the nature of this project, it is vital that the Project Partners, residents, business owners, and other stakeholders provide input for a successful study.

This PIP is intended to be a working document, and will be updated as needed as the project progresses. This Public Involvement Plan includes goals, communication/engagement methods and tools, project timeline, key messages, and a list of primary stakeholders. Most importantly the PIP will be a set of guidelines, techniques, and examples that ADOT will use to interact and engage the public throughout the study process.

The Arizona Department of Transportation is a multimodal transportation agency responsible for planning, building and operating a complex highway system. ADOT's mission is to provide a safe, efficient, cost-effective transportation system. ADOT recognizes that transportation is personal to users which is why the agency holds this public involvement philosophy: "As ADOT strives to create and maintain a transportation system for Arizona that improves the quality of life and bolsters the state's economy, we will include a diversity of voices and viewpoints from across the state that provide valuable insight to help inform the decision-making process". This public involvement plan for the Milton Road & US 180 Corridor Master Plan reflects this agency philosophy and is designed to engage as many groups as possible who will benefit from, be impacted by or are interested in the transportation project alternatives.

## II. PROJECT PURPOSE

The purpose and goals of the Milton Road and US 180 Corridor Master Plans project as agreed upon by the Project Partners is to:

- 1) Prepare two Corridor Master Plans – one for Milton Road, one for US 180.
- 2) Address year round safety and congestion on Milton Rd. and US 180 (with special emphasis on winter congestion and safety on US 180).
- 3) Identify the Long-Term (20-year) vision of each corridor.
- 4) Obtain public and stakeholder input on the alternatives, including multi-modal alternatives. This will be achieved in part by answering the following questions:

*Are we going to expand Milton Rd?*

*Are we going to expand US 180 or create an Alternate Route?*

- 5) Scope out and further implement previous and new strategies, consistent with the Long-Term vision for each corridor.
- 6) Prioritize implementation projects for design for each corridor.
- 7) Assist NAIPTA in completing its Bus Rapid/High Capacity Transit system design.
- 8) Address snow play parking issues on US 180 during winter weekends.
- 9) Follow the PEL process to carry forward decisions into Design & NEPA.

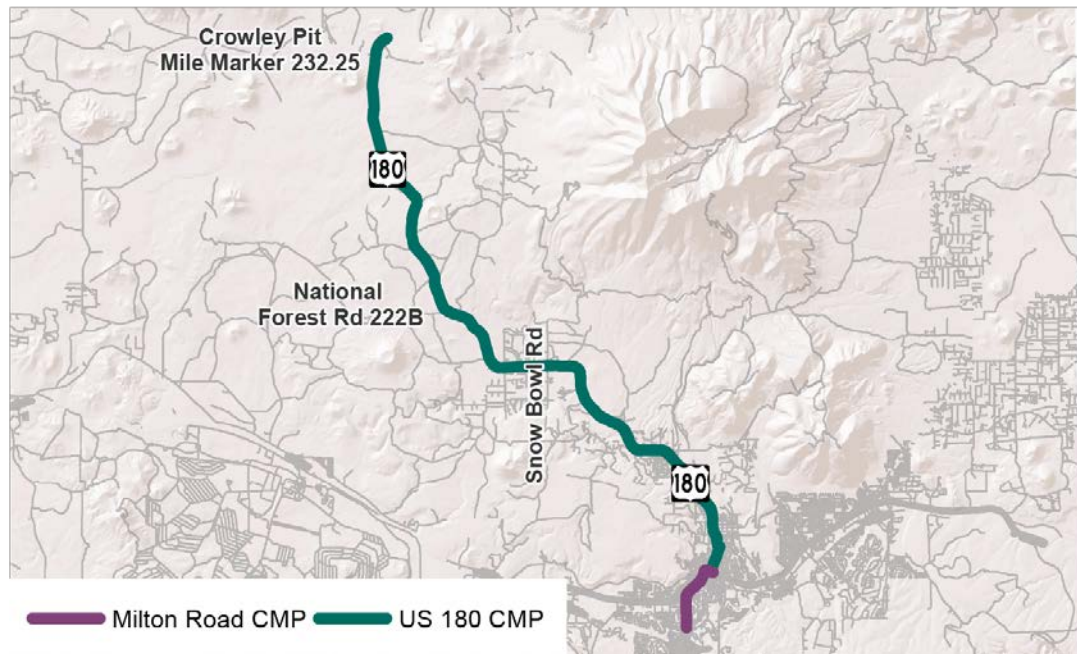
### III. STUDY AREA

The Milton Road CMP study area consists of a 1.8 mile segment that includes begins at W. Forest Meadows Street (MP 402.16) to the south to Beaver Street (MP 180.2) to the north.





The US 180 CMP study area consists of a 17.4 mile from segment from its intersection with Milton Road near downtown (MP215.44) to the Crowley Pit Snow Play Area (MP 232.25).



## IV. PUBLIC INVOLVEMENT GOALS & OBJECTIVES FOR THIS PROJECT

The primary goals of the Public Involvement Plan are to:

- Enhance and broaden the awareness of this project.
- Promote an understanding of purpose and need for the Milton Road and US 180 Corridor Master Plans.
- Provide ample opportunities for residents, business owners and stakeholders of Flagstaff and Coconino County to provide input during the study process, and prior to recommendations being made.

## V. PROJECT PARTNERS & AGENCY STAKEHOLDERS

### I. Project Partners

The ADOT Multi-Modal Planning Division is conducting this study in cooperation with several Project Partnering Agencies committed to preparing a long-term Corridor Master Plans (CMPs) for Milton Road and US 180. A Project Partner is a stakeholder who is actively engaged in the leadership of the project by helping develop the project charter that includes a mission statement, values, goals and objectives. Project Partners will meet at least bi-monthly, review deliverables, provide strategic direction, and input through the duration of the CMPs. The Project Partnering Agencies for this project include:



ADOT FMPO  
Coconino County  
NAIPTA

USFS  
City of Flagstaff  
FHWA  
NAU

## II. Project Stakeholders

Project stakeholders include representatives from the Partner agencies, but also include an expanded group of representatives from other agencies and organizations. The Project Stakeholders will meet with Project Partners at key milestones to review and provide input on major deliverables. An Agency Stakeholder list will be provided to the Project Partners for review.

The Project Partners and Project Stakeholders are tasked with overseeing the project study team’s efforts over the course of the entire process. They will review draft documents, attend meetings at key project milestones and offer feedback and guidance to ensure that the CMPs meet desired project goals and objectives. Project Stakeholders will also assist the study team in advertising, communicating and delivering public notices for public open house meetings and scheduled meetings with elected officials to receive project updates at key project milestones.

## VI. KEY PROJECT MESSAGES

Responses to frequently asked questions regarding the study will be updated below. These messages will be revised and refined as project objectives and concerns and public outreach evolves. These responses should generally be used by the Project Partners, Stakeholders, and Study Team, over the course of the study.

### *Where will this project be conducted?*

The Milton Road CMP study area consists of a 1.8 mile segment that includes begins at W. Forest Meadows Street (MP 402.16) to the south to Beaver Street (MP 180.2) to the north.

The US 180 CMP study area consists of a 17.4 mile from segment from its intersection with Milton Road near downtown (MP215.44) to the Crowley Pit Snow Area turnoff (MP 232.25).

### *There have been previous studies evaluating these issues – how will this study be different?*

A key objective of this project is to address year round safety and congestion on Milton Rd. and US 180 (with special emphasis on winter congestion and safety on US 180). The project will identify the Long-Term (20-year) vision of each corridor and prioritize implementation projects for design for each corridor. Residents, business owners and other stakeholders of Flagstaff and Coconino County will be encouraged to participate in the study process at key project milestones.

The analysis and various alternatives from the previous studies will be useful for the study team to evaluate a variety of existing alternatives and perhaps generate additional alternatives for the potential widening of Milton Road. The project will investigate and how those alternatives (and their respective right-of-way needs) may impact adjacent properties today and in the future.

For US 180, the study team will also utilize information from previous studies and evaluate potential methods to enhance safety and reduce congestion on US 180. Methods to be evaluated will generally include capacity of existing roadway, alternative transportation methods and an alternative route.

*As a resident of Flagstaff/Coconino County, how can I be involved in this project, and what ways will I be notified of project information and meetings?*

This process will include two public open house meetings, as well as briefings to the Flagstaff City Council and Coconino County Board of Supervisors at key project milestones. Information on dates/times of public meetings will be broadly distributed through; public service announcements and local newspapers such as the Arizona Daily Sun and Flagstaff Business News, through a project link on the ADOT, City of Flagstaff and Coconino County websites; emails to Flagstaff and Coconino County list serve subscribers; Chamber of Commerce members/subscribers; and ADOT, Flagstaff and Coconino County social media outlets such as Twitter and Facebook.

## VII. PUBLIC OUTREACH TOOLS & METHODS

### a. Project Website(s)

An inviting, user-friendly website will be important to this project. ADOT will host a project webpage on the ADOT existing website which will serve as the hub for all project information. The website will serve as a repository for project documents as well as a virtual notice board for upcoming meetings, surveys, and social media. Other participation tools can be embedded in or linked to from the main project webpage. The project consultant will be responsible for preparing and providing website content material (based on deliverables prepared in association with relevant project tasks such as working papers and maps) and public meeting notices. ADOT staff will be responsible for posting said material and maintaining the project website. The Study Team will periodically review website content to ensure consistency of project information and collaborate with ADOT staff to identify any possible modifications to enhance the effectiveness of this outreach tool.

## b. Media Relations

The study team will periodically develop press release content and supply it to ADOT for disbursement to necessary print and online media outlets. There will be up to three press releases that will promote the Milton Road/US 180 CMP study process, milestones, and public open house meetings. These press releases will help to increase exposure of the study with a goal to gain more public input and participation. Confirmation of the preferred print and online media organizations will be coordinated with ADOT, Flagstaff and Coconino County staff, however, preliminary outlets likely include:

1. Arizona Daily Sun: <http://azdailysun.com/>
2. Flagstaff Business News: <http://www.flagstaffbusinessnews.com/>
3. Greater Flagstaff Chamber of Commerce Blog: <https://www.flagstaffchamber.com/blog-feed/>
4. ABC 15-Flagstaff: <http://www.abc15.com/flagstaff>
5. ABC 15 Northern Arizona: <http://www.abc15.com/northernarizona>
6. KAFF News: <https://gcmaz.com/category/news/flagstaff/>

In addition to the press releases, the study team will also prepare advertisements/flyers for each community meeting. These advertisements and flyers will consist of the purpose of the meetings, date, location, and time to be clearly conveyed. As well as complying with Title VI and NEPA. The study team will public an advertisement and news release at least seven business days prior to any open house/public meetings. Not only will the public get these notifications, elected officials will also be invited to any open house/public meeting. These advertisements/flyers may also be placed by ADOT/City/County staff in:

1. Electronic notifications
2. Posted on project website
3. Local non-profit groups
4. Faith based organizations
5. Email blast to City and County list serve subscribers
6. Included in local utility mailers
7. HOA Newsletters
8. City and/or County Newsletters
9. Posted in other public places that are identified by the study team

## c. Social Media

During the course of this process, the use of ADOT, Flagstaff and Coconino County's current social media platforms to inform residents of any public meetings, events, project status updates, and milestones. Content and scheduling will be provided by the study team, and ADOT/City/County to be tasked with the dispersal of information to necessary social media accounts.





1. Facebook
  - a. <https://www.facebook.com/CityofFlagstaff/>
  - b. <https://www.facebook.com/CoconinoCounty>
  - c. <https://www.facebook.com/AZDOT/>
2. Twitter
  - a. <https://twitter.com/CityofFlagstaff>
  - b. <https://twitter.com/coconinocounty>
  - c. <https://twitter.com/ArizonaDOT>
3. YouTube
  - a. <https://www.youtube.com/user/coconinocnty>
  - b. <https://www.youtube.com/user/ArizonaDOT>
4. Board of Supervisor Meeting Videos
  - a. <http://www.coconino.az.gov/1589/BOS-Video-Stream>

#### **d. Community Contacts list**

A contact list/ mailing lists will be created for any residents or stakeholders that wish to stay continuously updated throughout the project. These contacts will be collected at each public meeting. In addition to the community contact list, any comments received will be logged in a data base noting the day/time of comments, who the comment was from, the comment, and any follow up/explanation/answers to the comments.

#### **e. Public Open House Meetings**

During the course of the study there will be two public open house meetings. It is important to provide the Flagstaff and Coconino County community – those who are affected by actions – an opportunity to participate in this important study. These meetings will be important to collect, exchange, and provide information to and from residents and stakeholders. During these meetings the public will be provided with printed materials of fact sheets that will help enhance the public involvement, and encourage more public participation. The public will The following are the two public open house meetings proposed for this project:

##### **1. Public Open House Meeting #1: Project Introduction, Existing/Future Conditions Overview & Tier 1 Evaluation Criteria on Proposed Alternatives**

The Study Team will facilitate the first public open house meeting to review the findings of Working Paper #1. A high level summary review of previous studies, existing and future conditions of land use patterns, traffic data and crash history, roadway/pavement conditions, existing rights-of-way, demographic and socioeconomic characteristics, and general environmental conditions overview will be provided. In addition to introducing

the overall project to the community and providing existing conditions information, the workshop will engage attendees in a discussion about its assets, issues, and objectives for the project in a brief high-level understanding.

The majority of the meeting will cover the first tier of the two-tiered Alternatives Analysis Screening process. This meeting will solicit input on the evaluation criteria and weighting used to develop the first tier of alternatives for consideration as recommended projects. Attendees will receive a presentation on the methodology that went into creating the Tier 1 evaluation criteria and proposed alternatives and have an opportunity to rank each proposed alternative themselves. The opportunities and constraints of each alternative will be presented and discussed with meeting attendees.

The workshop portion of the public meeting will be conducted using state-of-the-art Interactive Audience Response Technology that will electronically survey the attendees over preferences of evaluation criteria used as well as each of the alternatives presented.

## **2. Public Open House Meeting #2: Tier 2 Evaluation Criteria & Recommended Alternatives**

The second public open house meeting will review the methodology and results of the evaluation criteria for the Tier 2 screening of alternatives. The Study Team will review the conceptual engineering plans with environmental, utility, and R/W and Tier 2 “Planning Level” evaluation criteria and weighting. Attendees will have the opportunity to rank each of the final recommended alternatives. The opportunities and constraints of each alternative will be presented and discussed with meeting attendees.

The workshop portion of the public meeting will be conducted using state-of-the-art Interactive Audience Response Technology that will electronically survey the attendees over preferences of evaluation criteria used as well as each of the alternatives presented.

### **f. Elected Official Project Briefings**

Similar to the timing of the public open house meetings, the City of Flagstaff City Council and Coconino County Board of Supervisors will each receive project briefings in advance of the public open house meetings to receive progress updates and obtain input on draft Working Paper #1 (Existing and Future Conditions Overview/Tier 1 Alternatives) and draft Working Paper #2 (Tier 2 Evaluation Criteria and Proposed Alternatives). Each meeting will consist of a presentation and dialogue with the elected officials to solicit their input and guidance on draft Working Paper elements and recommendations prior to the scheduling of each public open house meeting.



### **g. Business Outreach**

As the planning process evolves and the spectrum of alternatives are narrowed through the Tier 2 alternatives review and analysis process, outreach to local businesses with property frontage upon Milton Road will occur.

The Study Team may utilize one or more methods of outreach to local business owners. The precise approach will be dependent upon the nature, location and impact of the recommended alternatives for Milton Road.

Business outreach methods will likely consist of one or more of the following options; business workshops, focus group meetings, one-on-one meetings, distribution of flyers, door to door surveys or some combination of these methods.

The Study Team will coordinate closely with the City of Flagstaff and other Agency Stakeholders to refine the precise business outreach approach as the Tier 2 alternatives analysis is completed.

### **h. Intergovernmental Collaboration**

The collaboration of other government agency's his highly encouraged, and every effort to include the applicable governmental agencies will be made.

### **i. Title VI, Environmental Justice& Limited English Proficiency**

In order to comply with Title VI of the Civil Rights Act, Environmental Justice, and Limited English Proficiency (LEP), socioeconomic data was collected from the Environmental Protection Agency's EJ Screen Tool. As 579 persons (or 5% of the total population) within the CMP areas Speak English "less than very well", it is anticipated that public outreach materials will be translated and include language to contact ADOT if a translator is required. It is not anticipated that public meeting translators or other CMP materials would be translated at this time, pending confirmation from Local Officials and the ADOT Civil Rights Office.