

# Springfield Downtown Street Conversion Study

## Public Involvement Plan – January and February 2011

### Purpose

The purpose and goal of this additional public involvement plan is to increase public participation during the 2<sup>nd</sup> and final Public Involvement Meeting. The additional efforts outlined in this document are intended to meet a goal of 100 people in attendance.

### Definitions/Clarifications

For the purpose of this document, and generally applied to the entire study, the term “steering committee” shall refer to the collaboration of staff members that are undertaking the study. This includes TCC staff, city of Springfield staff, ODOT staff, Chamber of Commerce staff, and Center City Association staff.

The term “stakeholders” shall generally refer to the public at-large and specifically refer to individuals that are the intended recipients of the information produced throughout the study. This includes officials and representatives from local government, downtown businesses, downtown non-government/non-profit associations, and neighborhood associations.

### Steering Committee and Public Involvement Tentative Meeting Dates

Steering Committee Meeting – Wednesday, February 2, 10:30 am, Springview Room 151  
Public Meeting – Tuesday, February 15, 10 am-12 pm and 6 pm-8 pm, City Hall Forum

The public meeting will be a hybrid format that will consist of a formal presentation by the consulting team, followed by small break-out sessions, and concluded with a full group recap. Time remaining at the end of the session will be used for a Q&A session and/or full group public comments.

### Newspaper Advertisements

TCC staff will work with the consulting team to put together a series of retail advertisements for the Springfield News-Sun. Generally, TCC advertises public meetings on three non-consecutive days leading up to a public meeting. For this public meeting, a series of 3 Monday advertisements will be used in addition to the regular 3, for a total of 6 retail ads.

The first three ads will be run on Monday’s (1/24, 1/31, and 2/7). The ads will be created by TCC staff using content supplied by the consulting team. The run order of the ads will be used to build anticipation of the public meeting; the first will be a general save the date concept, the second will give some information that was collected from the first public meeting, and the third will give the most detail about the current status of the study. An example would be a heading such as, “70% of locals surveyed would be willing to trade more congestion downtown for a two-way street system... What do you think?”

The final three ads will be run on Thursday 2/10, Sunday 2/13, and Tuesday 2/15 (day of public meeting). These three ads would be identical and similar in nature to those run for the first public meeting. The ads will be created by TCC staff using content supplied by the consulting team. Content would be more limited in scope to date/time/venue for the meeting.

TCC staff will work with the Springfield News-Sun advertising staff to ensure that the ads are run on the days outlined above. The costs for a ¼ page full color ad are approximately \$150 for

Monday-Wednesday runs and \$450 for Thursday through Sunday runs. The total estimated cost for the advertisements is \$1,500, which will be paid for by the TCC.

### Press Release

TCC staff will create a press release using content supplied by the consulting team. The press release will be routed in accordance with the TCC's Public Participation Plan, which includes delivery to the Springfield News-Sun, the New Carlisle News, the Dayton Daily News, Dayton television stations WDTN and WHIO, Cox Radio, Kiss Country, and WEEC. TCC staff will release the information via e-mail on 2/7.

### Web Content

The consulting team will deliver "camera ready" information to TCC staff to post directly to the project's webpage, <http://www.clarktcc.com/streetsconversion.htm>. This information should be received by and uploaded by TCC staff on or about 1/14. The consulting team will continue to make revisions and add content throughout the public involvement period.

TCC staff will update the [www.clarktcc.com](http://www.clarktcc.com) front page to alert visitors to new information that will be posted. TCC staff will also update the upcoming public meetings page on the website.

The City of Springfield's webpage currently has a link on the front page to the TCC's project webpage. City staff will work to add information to that link that indicates that the TCC's webpage has been updated.

TCC staff will contact Center City Association and the Springfield Chamber of Commerce to request similar links on their respective webpages and electronic calendars.

### Stakeholders Directory and Contact

The consulting team and City of Springfield staff will work to develop/refine a directory of stakeholders of the downtown area. The directory will be divided into stakeholders that will be contacted by phone, by e-mail, or by US mail.

The consulting team and City of Springfield staff will contact stakeholders by phone. The consulting team, City of Springfield staff, and TCC staff will contact stakeholders by e-mail. TCC staff will prepare US mail letters for stakeholders using content supplied by the consulting team. US mail will be limited to 100 pieces maximum at \$0.44 per piece. The total estimated cost for the mailing is \$44, which will be paid for by the TCC.

### Communications

In addition to the above, City of Springfield staff and TCC staff will forward the following communications:

City of Springfield staff will forward a memo to the Springfield City Commission announcing the date and venue for the public meeting. Commissioners will announce the reminder to the general public at their 1/11, 1/25, and 2/8 Commission meetings.

TCC staff will forward a memo to the TCC Policy Board announcing the date and venue for the public meeting. The TCC chair will announce the reminder to the general public at the 1/14 and 2/11 Policy Board meetings.

TCC staff will request that the Center City Association post an announcement/reminder of the public meeting in all future e-newsletters/newsletters. TCC staff will similarly request the same for the Chamber of Commerce/Convention and Visitor's Bureau and will also ask that the public meeting be announced via social networking sites.

City of Springfield staff and City of Springfield staff will attend 1-2 local service organization meetings, such as Kiwanis or Rotary, to discuss portions of the study and to encourage attendance at the Public Meeting.

TCC staff will contact reporter Samantha Sommers at the Springfield News-Sun directly and request a news story prior to the public meeting to generate interest.

## **Introduction**

The Clark Co-Springfield Transportation Coordinating Committee (CCSTCC) is conducting a feasibility study to convert several downtown Springfield streets from 1-way to 2-way traffic.

The goal of the **Springfield Downtown Street Conversion Study** is to improve the economic competitiveness and mobility throughout downtown Springfield by recommending a “complete” street system that improves multimodal interaction, way finding, walk ability, and quality of life, while maintaining acceptable parking and traffic operations. The study deliverable will be a document that outlines transportation concerns, impacts and trade offs, livability and walk ability issues, potential economic benefits, costs and a record of public involvement. The study process will follow ODOT Project Development Process (PDP) guidelines, which includes a documented plan for public involvement. Public participation from residents, property owners, the business community as well as agency coordination is important to the success of this study if the final implementation plan is going to be comprehensive and offer benefits to all types of users.

## **Purpose**

Public involvement during a transportation planning study serves two basic purposes; it is necessary to disseminate information and to solicit input. It is important that the components of the Public Involvement Plan address both objectives. The Public Involvement Plan for the **Springfield Downtown Street Conversion Study** offers ways to:

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- Educate the public about the study's purpose, the project needs, the planning process, and the importance of public involvement,
- Solicit public input to identify potential issues and prioritize study objectives,
- Provide the public with information on the study's progress,
- Provide information about the potential impacts and benefits of each alternative under consideration, and
- Solicit input for a recommended alternative solution.

**Methods**

***Steering Committee Briefings/Workshops.*** The steering committee consists of select stakeholders that agree to represent the interests of other stakeholders and the general public. Bird-Houk will host steering committee briefings before public meetings and throughout the study, as necessary, to keep the steering committee updated regarding the study's schedule, budget, and deliverables. Steering committee members include personnel from the Clark Co-Springfield Transportation Coordinating Committee (CCSTCC), City of Springfield, ODOT and any downtown business, neighborhood or specialty groups who the committee feels should be involved.

There will be briefing meetings about one week before each of the scheduled public meetings. The steering committee will be notified of the meeting date, time and location by Bird-Houk. The purpose of these briefings is to present the public involvement materials to the group prior to the public meetings. This allows the steering committee to review and comment on the public notices, displays, handouts, comment sheets, and meeting format. Preparation tasks and responsibilities for the briefings will be the same as for the public meetings detailed below in Table 1.

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After the public meetings there will be workshop style meetings scheduled to review the outcome of the meetings and make decisions regarding the comments collected at the meeting, alternatives and selection of the preferred (after 2<sup>nd</sup> public meeting).

***Mailing List.*** Bird-Houk, with the assistance of the CCSTCC and the City of Springfield, will develop a stakeholder list that will serve as the basis for notifications and mailings. The stakeholder list will include the name, address, and other pertinent contact information for community resources and businesses within the downtown study area. The stakeholder list will also include various organizations and interested individuals. The list will be updated throughout the project with the names and contact information from meeting attendance sheets and submitted comment forms.

***Stakeholder calls/interviews.*** Bird-Houk will contact various stakeholders to discuss the study and the stakeholders' issues/interests in the study as deemed necessary. These interviews may be conducted by phone, in person, or even in small group meetings when appropriate. Interviews will include, but will not be limited to, businesses (such as owners of downtown parking facilities, the hospital), various public officials, and emergency and law enforcement personnel. Bird-Houk will document the information obtained from these interviews as part of the public involvement record, and Bird-Houk will use the information as part of the planning process.

***Public Meetings.*** Two public meetings will be held throughout the course of the study. The first public meeting will solicit input from the public for the purpose and need document and red flag summary for the study. It will also introduce the public to the study process and establish goals for the study in relation to traffic operations, livability and walk ability downtown. The second meeting will present to the public the alternative solutions and solicit feedback.

The Public Meeting Plan is included in Table 1 below.

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**Table 1. Public Meeting Tasks and Responsibilities**

<b>ACTIVITY</b>	<b>DATE/ DEADLINE</b>	<b>RESPONSIBILITY</b>
Develop Mailing List	Ongoing	BH
Secure Public Meeting Site	No later than 1 month prior to PI Meeting	BH with Assistance from City
Secure Public Meeting Time	3 weeks prior to PI Meeting	BH with CCSTCC approval
Announce Public Meeting time and location (website)	2 weeks prior to PI Meeting	CCSTCC
Place Public Meeting Notice in Local Newspaper	2 weeks prior to PI Meeting	CCSTCC
Complete drafts of public meeting handouts (project info sheet, comment sheet)	1 week prior to PI Meeting	BH
Develop exhibits for public meeting	Ongoing	BH
Obtain CCSTCC approval of meeting exhibits and handouts	1 week Prior to PI Meeting	CCSTCC
Hold steering committee briefing meeting	1 week Prior to PI Meeting	BH
Send notice of PI Meeting to mailing list	2 weeks before PI Meeting	BH with CCSTCC approval
Hold Public Meeting	Sept 2010 and Dec 2010	BH
Summarize PI meeting activities	1 week after PI Meeting	BH
Compile and summarize PI Meeting comments	1 week after close of comment period	BH
Incorporate full Public Involvement Summary into final report	March 2011	BH

The public meetings will be held at a public location within the downtown Springfield study area, when possible. Recommended location is the City Commission Forum at 76 E High Street. Recommended times include between 10:00 A.M and 12:00 P.M. and between 6:00 P.M. and 8:00 P.M. to accommodate people both during and after normal business hours. Public meetings will be held in September 2010, and December 2010. Bird-Houk after consultation with the CCSTCC will coordinate the specific time and location.

Those businesses and individuals on the study's stakeholder mailing list will receive notice of the public meeting dates, times, and locations by a newsletter sent via U.S.

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mail at least two weeks prior to the meeting dates. The general public will be notified of public meetings by notices placed in the Springfield News-Sun. In addition, the public meeting dates, times, and locations will be posted on the CCSTCC website, [www.clarktcc.com](http://www.clarktcc.com).

All public meetings will offer attendees an opportunity to ask questions or comment either in writing on available comment forms or orally to a project representative who will record the comment or question for the record.

Written comments will be accepted for 14 days from the official public meeting date printed in the Springfield News-Sun. These comments can be sent to:

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c/o Bird-Houk  
600 Creekside Plaza  
Gahanna, Ohio 43230

Telephone comments will be accepted by calling Bryan Newell at (614) 418-0600 ext. 14 and can be faxed to (614) 418-0614. Comments will also be accepted by e-mail at: [SpringfieldStreets@birdhouk.com](mailto:SpringfieldStreets@birdhouk.com). Contact names, numbers and information will also be provided on the comment sheet. The comment sheet will clearly note that all comments are part of the project's official record and are available to all open requests.

Bird-Houk will compile all comments received and provide a summary of all comments. Bird-Houk will develop a general response letter to be sent out acknowledging receipt of the comment, its consideration and documentation. General response letters may be sent via U.S. mail or email as appropriate. A copy of all correspondence will be included in the final report and as an addendum to this document.

***Schedule outline***

The following is an outline of the schedule of events described above:

- Pre-Public meeting strategy workshop (steering committee) – Sept 21, 2010
- Public Meeting #1 – October 5, 2010
- Post public meeting workshop – TBD
- Pre-Public meeting workshop (steering committee) – Dec 2010
- Public Meeting #2 – Dec/Jan, 2010-11
- Post public meeting workshop (steering committee)
- Announce preferred alternative

***Website Content***

Bird-Houk will provide CCSTCC with content for a project webpage through the CCSTCC's website. Content will include information related to the public involvement process, schedule, contact information, goals of the study, alternatives and announcement of the preferred.

***Coordination and Reporting***

Bird-Houk is responsible for implementing the Public Involvement Plan. In addition, Bird-Houk will coordinate with the CCSTCC all public involvement activities, including but not limited to the distribution of electronic information, the setting of steering committee and public meeting times and locations, and the design of public meeting materials.

***Modifications to the Plan***

A Public Involvement Plan is never final until the project is complete. The approaches being used for this project will be examined during the progress of the work and adjusted as necessary.