

INTERSTATE 380

PLANNING STUDY (PEL)

Public Involvement Plan
Office of Location & Environment, April 2017



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1. INTRODUCTION

Because transportation projects can greatly affect a community, public input is extremely important. Public involvement opportunities allow the public a chance to provide ideas and comments regarding the development of a transportation project. This I-380 Public Involvement Plan (PIP) is the guiding document for the public involvement process. The I-380 Planning Study will follow the Planning Environmental Linkages (PEL) model, (also commonly referred to as the Planning Study), which allows the system decisions made with the planning study to be carried into subsequent project development.

The Iowa Department of Transportation (DOT) is preparing the planning study for Interstate 380 (I-380) which extends from U.S. 30 in Cedar Rapids to just north of I-80. Interstate 380 is vital to the economy providing the infrastructure to move people and goods throughout the region. The purpose of the Planning Study is to determine whether the current infrastructure will meet the demands over the next 30 years and identify the potential improvements necessary in the foreseeable future.

2. PURPOSE OF THE PUBLIC INVOLVEMENT PLAN

The purpose of this document is to outline the PIP for the I-380 Planning Study. It is important to provide outreach to community stakeholders and the public to gather ideas, opinions, and general comments throughout the process. The purpose of the PIP process, as outlined in this document, is to:

- Inform and raise awareness of the study
- Generate interest from the general public and stakeholders
- Solicit feedback such as ideas, question, and comments

Community stakeholders to be included in the public involvement process include state, local, tribal, and federal agencies, special interest groups, and resource agencies. This PIP identifies the stakeholders to provide outreach, and the means to provide them with information and gain their feedback on the study.

Due to the length of the I-380 corridor and the large population base surrounding I-380, it was determined that the most efficient way to reach out to a larger audience would be through online information. A project website will be created (and updated frequently) to display information regarding the study so that one consistent message is being distributed to the public and stakeholders. Additionally, the website will be setup to allow anyone from the public and stakeholders the opportunity to provide feedback and share their opinions with the DOT. When the I-380 Planning Study website is created and ready to go live, the DOT will distribute the link to the identified stakeholders and the public through:

- E-mail
- Social media: Twitter and Facebook
- Media release, local newspapers

Following the I-380 website debut, there will be three additional distributions as outlined below:

- Distribution 1: first online public information meeting (PIM) is available (anticipated date: Summer 2017)
- Distribution 2: second online PIM is available (anticipated date: Winter 2017)
- Distribution 3: I-380 PEL completion and a public meeting (anticipated date: Spring 2018)

3. OUTREACH TO COMMUNITY STAKEHOLDERS

A large component to the I-380 PIP is to identify appropriate stakeholders. A stakeholder is a person or group who is involved in or affected by a course of action. For the I-380 study, stakeholders will include elected and community officials, government agencies, tribal groups, freight groups, and the public. Since I-380 serves such a large population base, a large focus of this PIP revolves around identification of the appropriate contacts in which to distribute information (by e-mail and online).

An official contact list with stakeholders will be compiled by the DOT. The contact list will be compiled electronically, in spreadsheet format, with e-mail addresses for each of the stakeholder groups. A letter or e-mail will be sent to the list of official contacts prior to each of the PIMs to notify them of the upcoming meeting.

The following provides an outline of the contacts to be compiled in the “Officials” contact list:

1. **Environmental:** contacts from federal and state agencies normally included in our early project coordination efforts will be included on the official list of contacts.
2. **Tribal Contacts:** tribal contacts from nations requesting involvement with the I-380 effort will be included on the official list of contacts. They will receive a hard copy letter/notification in the mail.
3. **County Officials:** contacts from Linn County and Johnson County will be included on the official list of contacts.

County contacts will include e-mail/mailling addresses for the following officials if they are available:

- Engineer
- Board of Supervisors
- Sheriff
- Emergency Management
- Zoning

Table 1. List of Counties to Compile for the “Official Distribution List”

Counties
Linn County Johnson County

4. City Officials:

Contacts at cities surrounding the project area will be included in the official list of contacts. Refer to Table 2.

Contacts at a minimum should include the City Clerk and/or Administrator; however, if e-mail addresses are available online for the following officials, they should also be included:

- Mayor
- Clerk
- Council Members
- Police Chief
- Fire Chief
- Chamber of Commerce President (if applicable)

Table 2. List of Cities to Compile for the “Official Distribution List”

Cities	
Cedar Rapids	North Liberty
Coralville	Shueyville
Hiawatha	Swisher
Iowa City	Tiffin

Iowa League of Cities:

In addition, the Iowa League of Cities will be contacted so that they will be informed of the Planning Study as well.

5. MPO/RPA contacts:

Metropolitan Planning Organizations (MPOs) and Regional Planning Association’s (RPAs) which have jurisdiction in counties or cities where I-380 is located will be included on the official list of contacts. The Director and/or Transportation Planner will be represented on the list of contacts. The following provides a list of the MPOs and RPAs will be included:

Table 3. List of MPO's and RPA's

MPO/RPA
Corridor Metropolitan Planning Organization
East Central Iowa Council of Governments
Metropolitan Planning Organization of Johnson County

6. Transit contacts:

Local public transit agencies, intercity bus carriers, BigMo contacts, and other appropriate transit officials will be included on the official list of contacts.

7. Iowa Legislature:

Official legislators whose districts cover the I-380 study area will be included on the official contact list. Refer to **Table 4** for a list of Iowa Legislative Districts that are included on the I-380 stakeholder list.

Table 4. Iowa Legislature

Iowa Senate	
District 33	
District 34	
District 35	
District 37	
District 39	
District 43	
District 48	
Iowa House	
District 65	District 74
District 66	District 75
District 67	District 77
District 68	District 85
District 69	District 86
District 70	District 95
District 73	

8. Freight/Trucking:

Major truck stops along I-380 between Cedar Rapids and Iowa City will be included in the official contact list. A list of these truck stops is shown in **Table 5**. Additionally, the Iowa Motor Truck Association, Iowa Freight Advisory Council, and Owner Operator Independent Drivers Association (OOIDA) will be included in the list of Freight/Trucking contacts.

Table 5. Truck Stops to Contact

Truck Stops
L Diesel, North Liberty
Casey's Truck Stop, Cedar Rapids
Hawkeye Downs Sinclair, Cedar Rapids
Freight/Trucking
Iowa Motor Truck Association
Iowa Freight Advisory Council
Owner Operated Independent Drivers Association (OOIDA)

9. I-380 Rest Areas:

Iowa DOT staff that is in charge of the I-380, Cedar Rapids rest area will be included on the official list of contacts. They will be forwarded informational material to post at the rest area bulletins.

Table 6. Rest Area Contacts

Iowa DOT Rest Area Contacts	
Rest Area	Rest Area Locations-nearest city (mile marker)
I-380 northbound	Cedar Rapids mile #13
I-380 southbound	Cedar Rapids mile #13

10. Media Contacts:

The DOT will publish a media release to inform local media of the I-380 Planning Study.

11. Internal DOT Contacts:

Internal contacts at the DOT will be included on the official list of contacts in order to keep them notified on the progress and status of the I-380 Planning Study.

4. ADVERTISING/PUBLIC OUTREACH PROCESS

The previous sections focus on the groups that will be included within the public outreach. This section provides a closer look at the actual Outreach Process.

Newspaper Advertisement

Information will be distributed electronically through the project website, e-mail, and social media as much as possible. Additionally, traditional media will be used to reach out, invite, and inform the public who may have been missed with an e-mail distribution, those who are outside of the study area, or those who might not have access to a computer or the internet.

Traditional media such as local newspapers will be used to communicate information about the study. PI staff will work with Department Location Engineer(s) to develop an advertisement for each of the public meetings. The advertisement will be placed in local newspapers in advance of each meeting. The advertisement will also be sent to the Office of Strategic Communications to include on the project website. Along with information about the Planning Study, the ad will include a link to the location or URL of the online PIM's along with a link for comments and feedback.

Advertisements will be placed in the following newspapers:

Table 7. Publications

Advertisements Newspapers-
Cedar Rapids- The Gazette
Iowa City Press-Citizen
Marion Times
The North Liberty Leader

A poster with information about the I-380 study and the related meetings will be developed. The poster will be e-mailed to officials in order to print and distribute throughout their community. Along with information about the Planning Study, the poster will include a link to the location or URL of the online PIM's along with a link to for comments and feedback. The poster will be distributed to the following groups:

- List of Officials
- Iowa DOT District Office
- Iowa DOT Rest Stop Contacts
- Truck Stop Contacts

Social Media

Social media will be utilized to communicate announcements about the study and to publicize meetings. PI staff will coordinate with the Office of Strategic Communications to distribute the information through social media including Twitter and Facebook. Along with information about the Planning Study, the social media blast will include a link to the location or URL of the online PIM's along with a link to for comments and feedback. A hashtag for the study could be produced which allows one to follow any social media related to this project.

5. PUBLIC INFORMATION MEETINGS

It is anticipated that there will be three PIMs held throughout the duration of the I-380 Planning Study. It is anticipated that the first two PIM's will be an online meeting posted to the official webpage, and the final meeting will be an in-person open house style meeting.

Online PIM's

The online meeting would consist of a slide-by-slide presentation or video (with audio) for viewers to watch. At the end of the presentation, there will be a link for stakeholders/public to provide comments and questions. Presentations will be available for the public to view on the I-380 Planning Study website. Each of the PIMs will cover information developed within one of the various technical memoranda developed as part of the Planning Study. The tech memos along with other materials such as maps, scrolls, plans etc. will be available on the PIM website.

- Public Information Meeting 1: Summer 2017
- Public Information Meeting 2: Winter 2017

Public Information Meeting

It is anticipated that the final meeting will be held as an in-person public information meeting (PIM) after completion of the Planning Study. The PIM would be an open house format with informational materials and DOT/consultant staff available to explain the PEL study and answer questions. The public information meeting would be open to the general public and advertised in publications identified in the previous section. Invitations will be sent to the list of officials and property owners immediately adjacent to the project, as well as any online subscribers. A news release and social media will also be used to advertise the PIM. For those who are not able to attend, the project website would be updated to reflect information shown at the PIM and provide a forum for persons to submit questions/comments.

- Public Information Meeting 3: Spring 2018. This public meeting will include a PIM format where the final PEL document is explained through informational materials to the public and can be reviewed. The meeting will provide a format where the public can ask DOT staff questions and comment on the PEL document.

Meeting with Officials

In addition to the online meetings and Public Hearing, the Iowa DOT (District 6 staff) will provide outreach to local officials to keep them informed of the I-380 study and to solicit feedback. Iowa DOT District 6 staff have regular meetings with local officials, such as city staff, city council, county staff and board of supervisors, and MPO's. During these meetings, DOT staff will provide updates to local officials regarding the I-380 study.

6. PUBLIC INFORMATION MEETING SUMMARIES

After each public meeting, a summary booklet containing information regarding the advertising, invitations, content, comments, and responses will be compiled. The following items will be included in the PIM summary booklets:

- Summary of the PIM
- General Content
- Comments & Responses from PIMA

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- Advertising
 - Invitation Letters