

APPENDIX K SUMMARY OF PUBLIC ENGAGEMENT PROCESS

Jackson County, Missouri Commuter Corridors Alternatives Analysis

Public Involvement Report

Overview

Beginning in June 2011, an extensive public involvement process helped educate and communicate with stakeholders throughout the study's corridors. The goal of the process was to develop relationships with stakeholders, instilling trust in and support for the decision-making process. This was accomplished by implementing an engagement process that recognized the unique circumstances of the project, provided for continuing substantive input by stakeholders, ensured that stakeholder concerns received fair consideration and met state and federal requirements. The ultimate goal was acceptance by the local community which, in the end, will pay for and use any identified project.

The public involvement process employed a variety of methods for communicating with stakeholders and was coordinated appropriately with ongoing technical activities. Each engagement method is discussed in more detail on the following pages.

Identity

To maintain continuity and recognition, the project had its own unique identity. The branding was used on all documents, internal and external.



To complement and support the project, previous branding created by MARC was used for certain components of the project when applicable.

Project Partnership Team

A Project Partnership Team (PPT) comprised staff from MARC, FTA, KCATA, Kansas City, Missouri, and Jackson County, Missouri. This technical team, led by MARC and Jackson County, worked with the consultant team on a daily basis and provided overall guidance on the AA. Fourteen meetings of the PPT were conducted.

Stakeholder Advisory Panel

A Stakeholder Advisory Panel (SAP) was formed to help guide the project. Panel members included representatives from affected jurisdictions, transit advocacy groups, transit riders, economic development agencies and the general public. The list of members and organizations is listed in Table 1. The Panel met four (4) times from August 2011 through April 2012.

Table 1: Stakeholder Advisory Panel

Panel Representative	Title	Organization
Steve Arbo	City Manager	City of Lee's Summit
Alexa Barton	City Administrator	City of Grain Valley
John Benson	Senior Planner	City of Raytown
David Bowers	Mayor (alternate)	City of Raytown
Jennifer Clark	CD Director (alternate)	City of Independence
Jim Clarke	Director, Economic Development and Planning	City of Odessa
Steven Craig	City Administrator	City of Oak Grove
Lisa Franklin	Manager, Economic Development	KCPL
Ryan Hunt	Director, Public Works	City of Grain Valley
Lee Ann Kell	District Planning Manager	MoDOT
Tom Lesnak	President	Independence EDC
Kitty McCoy	Alternate	Regional Transit Alliance
Mark McDowell	Alternate	Transit Action Network
John Powell	Public Works Director	City of Independence
Mark Randall	City Administrator	City of Pleasant Hill
Jermaine Reed	City Councilman	City of Kansas City
Randy Rhoads	Mayor (alternate)	City of Lee's Summit
Janet Rogers		Transit Action Network
Chris Sandie	Asst. Director of Public Works	City of Blue Springs
Kite Singleton	Alternate	Regional Transit Alliance
Vicki Turnbow	President	Raytown Chamber of Commerce
Allan Zafft	Alternate	MoDOT

Stakeholder Groups

Regional Transportation Leaders (MARC Technical Committees)

MARC has many transportation policy and technical committees that were informed throughout the process. The committees included: Smart Moves Technical Committee, MARC Transit Committee, Special Transportation Advisory Committee Job Access and Reverse Commute (STAC-JARC), Total Transportation Policy Committee, and the MARC Board. The Project Partnership Team/consultant team made presentations to these groups at their regular meetings. The feedback from these groups was used to inform the work of the Project Partnership Team. In total, more than 20 presentations were made to these groups.

Elected Officials and Local Staff

City and county elected officials were briefed throughout the process so they were informed about the project and could speak with their constituents about it. Separate briefings were scheduled with the Jackson County Legislature and KCATA Board of Commissioners to give them an opportunity to discuss the study first-hand with project team members. The Jackson

County Sports Authority was also included. Other elected officials and governing bodies were briefed as needed. The Project Partnership Team/consultant team made presentations to these groups at their regular meetings. The feedback received from the elected officials helped to inform the work of the Project Partnership Team. Additionally, key local staff members from the public works, planning, and economic development departments were consulted by the Project Partnership Team.

Railroads

Conversations with railroad companies directed effected by this project were conducted throughout the study process. The companies included KC Southern, Union Pacific, Burlington Northern Santa Fe, and the owners of the Kansas City Terminal Railway.

State & Federal Agencies

Meetings with the Federal Transit Administration (Region 7 office and national headquarters office) and the Missouri Department of Transportation (MoDOT) occurred on several occasions throughout the study process.

Methods of Communication

A variety of methods were used to communicate messages to the targeted audiences, including:

- Fact sheets/E-Newsletters
- Media relations
- Website
- Stakeholder interviews
- Open houses/public meetings
- Speakers bureau presentations
- Social media
- Online engagement

Fact Sheets/E-Newsletters

Over the course of the study, three (3) fact sheets were developed. The fact sheets were distributed at public meetings and through email via a comprehensive stakeholder distribution list.

Media Relations

Members of the consultant team and members of the Project Partnership Team met with the Kansas City Star editorial board, the Independence Examiner, and the Lee's Summit Journal in September 2011 to inform them about the project. Jackson County staff members also maintained regular contact with the Jackson County Advocate and the Independence Examiner.

Media outlets in the study area were informed about public meetings and special events through press releases and media advisories. Print advertisements were developed and purchased to promote two of the public meetings.

Website

As part of MARCS's existing SmartMoves website, a separate page was developed for the JCCCA study- www.kcsmartmoves.org/projects/jacksoncounty.aspx. The consultant team worked with MARC staff to post detailed project information and updates on the site. The site was also used to post meeting announcements, and all public meeting materials were posted on the site.

During one of the comment phases, website users were encouraged to participate in an online meeting where they could review materials and provide instant feedback. The feedback received from the online participants was included as part of the feedback from the first public meeting.

The website allows for people to sign up to receive additional information and to post comments and ask questions. MARC staff forward all comments and questions to the consultant team to include in other comments received.

Stakeholder Interviews

At the beginning of the study process, ten (10) stakeholder interviews were conducted. A standardized list of questions was developed by the consultant team with assistance from the Project Partnership Team. Stakeholder interviews were beneficial to gather key background information early in the process. The interviews not only were information-gathering opportunities for the consultant team, but also provided an opportunity to educate the stakeholders about the project and helped to manage expectations about the process. Table 2 below lists the stakeholders that were interviewed.

Table 2: Stakeholder Interviews

Organization	Date
Transit Action Network	June 28, 2011
Truman Plaza Area Plan	July 29, 2011
Regional Transit Alliance	August 8, 2011
Kansas City Area Transportation Authority	August 11, 2011
City of Kansas City, Missouri	August 11, 2011
City of Lee's Summit	August 11, 2011
City of Blue Springs	August 15, 2011
City of Raytown	August 15, 2011
Jackson County, Missouri	August 16, 2011
Downtown Council	September 9, 2011

Open Houses/Public Meetings

During the course of the study, the general public was given four opportunities for feedback through public meetings. The meetings were promoted primarily through emails to an extensive distribution list maintained by the consultant team and by lists maintained by members of the Project Partnership Team. The website was also promoted on Facebook and on the project website, and in some instances, with advertisements in local media. At each meeting, attendees were encouraged to talk to the Project Partnership Team representatives and the consultant team and were asked to provide feedback in a variety of ways.

Public Meeting #1- September 2011: The first opportunity for public feedback occurred September 27-29, 2011, where attendees were asked to provide feedback on transit options along the I-70 and Rock Island corridors and preferred transit options.

More than 100 people attended a formal open house on September 27. The meeting was from 4:00 to 7:00 p.m. at the Ennovation Center in Independence. The room was set up with display boards at which attendees could view the information at their own pace and talk to the Project Partnership Team/consultant team. Presentations about the project were given twice throughout the meeting by Jackson County Executive Mike Sanders and members of the consultant team.

On September 28 and 29, display boards were exhibited from 9:00 a.m. to 5:00 p.m. at two sites: the Mid-Continent Library in Raytown and at the Kansas City, Missouri Union Station. From 5:00 to 7:00 p.m., the site was staffed by members of the Project Partnership Team and consultant team. At least 50 people attended these two auxiliary meetings.

Public Meeting #2- November/December 2011: The second opportunity for public feedback occurred November 29-December 1, 2011. Once again, a formal open house was conducted and two auxiliary meetings were conducted. During this round, attendees were asked to review a refined set of potential transit options along the two study corridors. During the open houses, participants were given an opportunity to indicate which measure of effectiveness was most important to them by participating in a dot exercise.

A formal open house held on November 29 from 4:00-6:00 p.m. at the Gamber Center in Lee's Summit. The room was set up with 20 display boards where attendees could view the information at their own pace and talk to the Project Partnership Team/Consultant Team. Presentations about the project were presented twice throughout the meeting by Jackson County Executive Mike Sanders and members of the consultant team.

On November 30 and December 1, display boards were exhibited from 9:00 a.m. to 4:00 p.m. at two sites: the Mid-Continent Library in Blue Springs and the Southeast Community Center in Kansas City. From 4:00 p.m. to 6:00 p.m., the site was staffed by members of the Project Partnership Team/consultant Team. Over the three days, more than 120 people attended the events.

Public Meeting #3- April 2012: The third opportunity for public feedback occurred April 24-26, 2012; attendees were asked to provide feedback on the refined set of alternatives.

A formal open house was held April 24, which more than 25 people attended. The meeting was held from 4:00 p.m. to 6:00 p.m. at St. Paul's School of Theology in Kansas City. The room was set up with 17 display boards, at which attendees could view the information at their own pace and talk to the Project Partnership Team/consultant Team. A presentation about the project was given by Jackson County Executive Mike Sanders and a member of the consultant team.

On April 25 and 26, display boards were exhibited from 9:00 a.m. to 4:00 p.m. at two sites: the John Knox Village in Lee's Summit and Rockhurst University in Kansas City. From 4:00 p.m. to 6:00 p.m.; the site was staffed by members of the Project Partnership Team/Consultant Team.

Public Meeting #4- November 2012: The final opportunity for public feedback occurred November 27, 2012. Attendees were asked to provide feedback on the draft locally

preferred alternative. The open house was held in conjunction with the U.S. 71 Transit Study to promote the need for an overall transit system in the metropolitan area.

More than 100 people attended the joint meeting, held at the River Market Event Place in Kansas City. The room was arranged to mimic the corridors that were being discussed. Meeting attendees were encouraged to visit each of seven stations and to take a tour of a BRT vehicle parked outside the meeting site. The draft LPA was presented on display boards and through a video, which attendees could sit down and watch. As always, the attendees were encouraged to view the information at their own pace and talk to the Project Partnership Team/consultant team.

Charrettes

On February 6 and 8, 2012, municipal staff from each of the study area communities were invited to meet with consultant urban designers to discuss conditions around potential station areas and understand opportunities and next steps for economic development related to transit. Over the course of the two-day charrette process, fifty people were in attendance.

Social media

Mid-America Regional Council promoted meetings on its existing Facebook page. In addition, MARC staff members would create Facebook events and would invite “friends” of MARC to attend the meetings. By word of mouth, people would share the Facebook updates and event notices.

Jackson County also promoted events through its Facebook page and through Twitter.

Online Engagement

Mid-way through the study process, Jackson County developed a MindMixer page devoted to transit issues in the County. MindMixer is an online, interactive engagement tool used to spark conversations about a particular issue. The MindMixer page devoted to the overall comprehensive transportation system in Jackson County is called www.transitworksforus.org. The site also links to Twitter, promotes related videos, and links back to the study’s website through MARC.