

**APPENDIX E:  
Public Involvement**

**Heartland Expressway Communication and Public  
Involvement Plan**

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**HEARTLAND EXPRESSWAY  
COMMUNICATIONS AND PUBLIC INVOLVEMENT PLAN**

**June 27, 2011**

**Purpose, Objectives and Emphasis of the Plan**

The purpose of this Public Involvement Plan (PIP) is to describe the intent and scope of the public involvement effort to be implemented for the Heartland Expressway Corridor Development and Management Plan (CDMP). The objectives of the communications and public participation effort for the project are to: efficiently and effectively obtain useful input from a broad, inclusive, and representative set of informed community members. The emphasis of the PIP is to engage stakeholders with specific business and economic interests in corridor improvements. The plan is designed in compliance with the NDOR public participation/involvement manual "*Pursuing Solutions through Public Involvement*" and the other applicable requirements. This plan is customized for the Heartland Expressway project.

**Project Phases**

The plan will be delivered in the two primary phases:

Phase I	Defining the Corridor Improvement Plan
Phase II	Cost, Benefit, and Funding Implementation

**Opportunities for Public Input**

Opportunities to provide input will include: 1) direct feedback during two public meetings and six Steering Committee meetings, 2) online feedback via the project website and email, hardcopy feedback via project surveys, letters and notes sent to the project team. All input will be compiled and be presented and/or summarized. Responses to substantive comments on technical and procedural issues will be prepared.

**Steering Committee Meetings**

A Steering Committee will be formed. The Steering Committee will meet three times during Phase I and three times during Phase II. The subjects for each meeting are as follows:

**Phase I**

Meeting 1	Kickoff: Roles and Responsibilities, Establish Processes and Protocol, Refine the Project Management Plan (PMP) and PIP
Meeting 2	Review Task 3 Development Plan Progress and Updated PIP
Meeting 3	Review Corridor Assessment, Environmental Review, Gap Analysis, Maintenance, Operations and Implementation Plans and Priorities*

## **Phase II**

Meeting 4	Review Public Meeting and Outreach Input
Meeting 5	Corridor Costs and Benefits and the Project's Finance Plan*
Meeting 6	Review: Risk Assessment * and Draft CDMP, Review Phase II Public Meeting Plan

\*Draft chapters of the Corridor Development and Management Plan (CDMP)

## **Contact Databases**

Existing contact information databases from NDOR, NDOR projects, and other agencies and organizations will be obtained. A master database for the project will be developed for sharing information and opportunities to participate. Email messages are proposed for distributing project information.

## **Public Communications**

The public communications will be developed in a collaborative and interdisciplinary process to make sure the messages are appropriate for the public and accurate from a technical perspective. The newsletters will match formats for Fact Sheets previously used by NDOR, with some added graphics.

## **Public Meetings**

Two public meetings will be held. Both meetings will be held in the Scottsbluff/Gering area. Meeting minutes and a Public Meeting Recap Video will be prepared. The public meeting will be presented in an open house format from 4:00 PM to 6:00 PM. The minutes and a meeting recap the video will be made available via the project website.

## **Website**

The website will go live in early July with basic information such as project goals and objectives, key participants, corridor details, an overall process summary and the schedule. The website will also clarify how and when the public can participate. The website, public meeting graphics and newsletter will use common messages, text, graphics and maps to unify and streamline project communications. The first newsletter, news releases and other meeting invitations will be prepared and delivered in August. The project team will provide website content to the NDOR WebMaster to add to the existing NDOR website. Three website updates will occur as shown on the project schedule. A website update, newsletter #2 will be released in February and March of 2012. These materials will provide the results of Phase II of the study.

## **Industry Outreach**

Interviews and a survey process will be used to supplement previous data gathering efforts. The emphasis of this work will be on direct interaction with business and industry interests in the corridor area. The focus will be on issues such as anticipated future growth, statewide, corridor and nationwide trade growth, reliance on transportation infrastructure and freight movement and the need for and benefits of improved safety and capacity of transportation systems and interconnectivity.

Major industrial activity in the region such as the ongoing development of the Bakken and Niobrara oil and gas fields will be evaluated. Special efforts will be made to reach key industry participants. Specifically, the project team will attend a special session of the American Association of Petroleum Geologists, Rocky Mountain Section, 2011 Annual Meeting: "Energy on the Rocks" in Cheyenne, Wyoming on June 29<sup>th</sup> from 1:30 to 4:30. [http://www.rms-aapg.org/2011\\_meeting/](http://www.rms-aapg.org/2011_meeting/)

### **Comment Compilation, Analysis, Tracking, Advocacy and Reporting**

All comments will be compiled, analyzed and tracked. Website use statistics, video view counts, and available information on document downloads will also be compiled on a monthly basis by the NDOR Web Communication Office. The public involvement team will make sure substantive comments are addressed and will prepare summaries of public input during the course of the project.

### **Deliverables**

The primary deliverables and activities of the PIP include:

Communications and Correspondence  
Project Messages, Information Packets, Presentations, Displays and Project Documents  
Public Information Meetings #1 and #2, Minutes and Public Meeting Recap Video  
Outreach: Other Consultation and Coordination  
Media Relations and Press Releases #1 and #2  
Project Newsletters #1 and #2 (NDOR Fact Sheet Format)  
Project Website  
Project Survey  
Comment Compilation, Analysis, Tracking, and Reporting

### **Schedule**

See Attachment 1