

Project Delivery Academy 2021 - Module 5

Project Advertising and Construction

Public Outreach for Construction Projects

May 19, 2021

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Overview

- Principles of Effective Public Engagement
- Community Outreach Before Construction
- Community Outreach During Construction
- Project Documentation



Principles of Effective Public Engagement for Transportation Projects

- Early & ongoing opportunities for affected/interested members of the public to engage in projects *before* decisions are made
- Early identification/resolution of potential project-related issues
- Level of engagement based on level of project impact

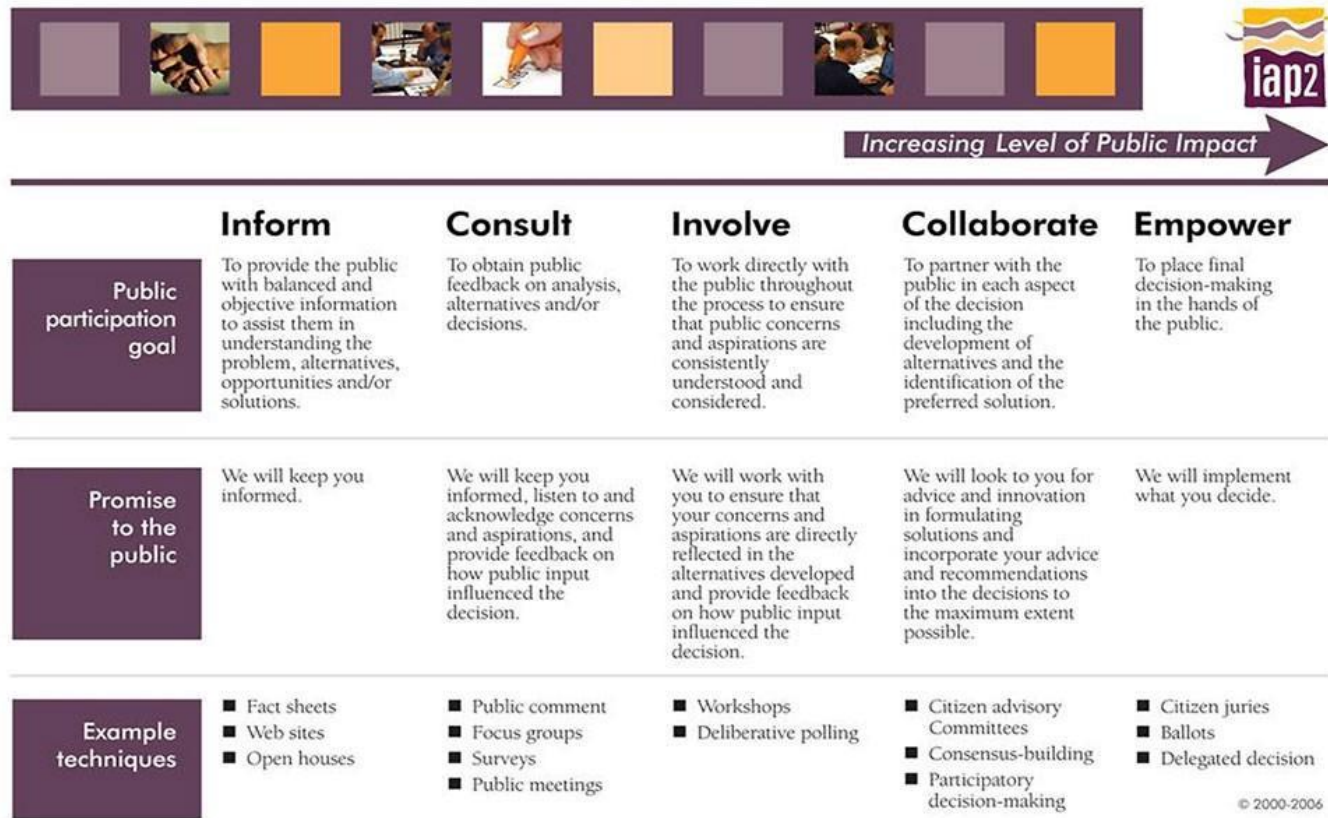


Agency decisionmakers and project teams need internal buy-in on level of public's participation.

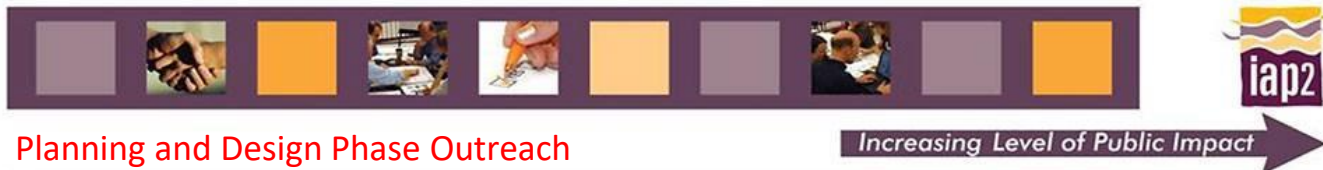
Which project elements can the public influence and how much?

Be clear with public on their level of input to manage expectations.

IAP2's Public Participation Spectrum



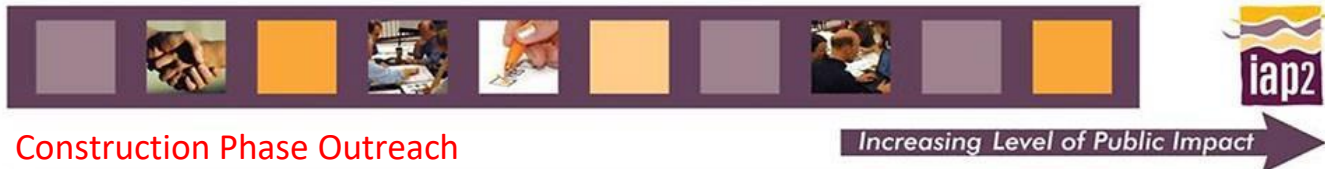
IAP2's Public Participation Spectrum



Planning and Design Phase Outreach

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory Committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

IAP2's Public Participation Spectrum



Construction Phase Outreach

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
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Preparing for Project Construction Outreach

- Document engagement efforts during project development
- Prepare a community assessment to determine outreach approach
- Prepare construction communications plan
- Develop outreach materials
- Ensure construction plans/specs reflect community commitments
- Prepare project notification list



Documenting Previous Engagement

How to avoid: “This is the first we’re hearing about this!”

- Document the outreach process during project development
 - Notification: Who, how and when did you notify people of the project outreach?
 - Engagement Conducted: What methods did you provide for input?
 - Input Received: What did the public tell you? How did you use that input?
 - Decisions: How/when/to whom did you communicate made, and final plans? What commitments were made to the public?



Conducting a Community Assessment

- Identify the community characteristics that affect how you will implement outreach for a project:
 - Demographics (age, income, ethnicity, etc.)
 - Limited English Proficiency
 - Other factors (internet/smart phone use, home ownership, existing communications)
- Sources of information
 - Census data/American Community Survey/MPOs
 - Community interviews
 - Field/other online research



Determining Whether Translation is Required

- Conduct research to **identify LEP persons**
 - U.S. Census Bureau's "American Community Survey" and the Environmental Protection Agency's EJ page tool, which report data on "language spoken at home".
- Utilize the **Safe Harbor Threshold** as a guide to determine when translation for each eligible LEP language group is necessary.
 - Eligibility is met if the LEP language group constitutes **5% or 1,000 persons, whichever is less**, of total population of persons eligible to be served, likely to be affected or encountered, by program/activity.



Federal Requirements

Public agencies must implement public involvement efforts in accordance with federal regulations/guidelines:

- National Environmental Policy Act of 1964 (NEPA)
- Title VI of the Civil Rights Act
- Environmental Justice (EJ)
- Limited English Proficiency (LEP)
- Americans with Disabilities Act (ADA)



Developing a Communications Plan

- Plan should identify notification methods, timelines and responsible parties
- The more impactful the project, the earlier and more notice needed
- Target communication to those affected and methods likely to reach them
- Example: street widening project with bike lanes, new sidewalks and driveways. Target audiences:
 - Drivers/bicyclists/pedestrians
 - Immediately adjacent businesses/ residents



Construction Communication Tools

- Construction flyer/ newsletter
- Email alerts and updates
- Partner organization/elected official emails
- News releases
- Paid advertising
- Utility bills
- Text alerts and geofencing
- Signage, posters, banners, transit shelters
- Social media - especially Nextdoor
- Community booths
- Public meetings / virtual Town Halls
- Informal gatherings (Coffee with the Contractor)
- Mobile apps



Construction Notices

- Send at beginning of project
- Also for major restriction/closure or impact

I-10 LED Lighting Conversion
19TH AVENUE TO 16TH STREET

BACKGROUND

Beginning in late January 2021, ADOT will be converting the existing outdated High Pressure Sodium (HPS) fixtures along the I-10 freeway corridor between 19th Avenue and 16th Street to energy-efficient LED fixtures. The light replacement is part of an ongoing effort to modernize the state's highway system and reduce ADOT's energy consumption and maintenance costs. LED fixtures use less energy and have a much longer life than the existing HPS fixtures, which are no longer being manufactured. The lighting being replaced is located within the freeway median, along the outside edge of the freeway and at the interchange ramps.

LIGHTING DETAILS

Because the new LED fixtures provide more illumination, ADOT will be able to eliminate approximately half the existing light fixtures and still provide safe, adequate lighting. The fixtures are the individual lights and housing at the top of light poles.

- At 19th Avenue, two poles will be removed and 10 lighting fixtures will be eliminated.
- At 16th Street, three light poles will be removed, and 25 lighting fixtures will be eliminated.
- At 15th Avenue, 15 poles will be removed and 37 lighting fixtures will be eliminated.
- At 14th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 13th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 12th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 11th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 10th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 9th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 8th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 7th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 6th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 5th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 4th Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 3rd Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 2nd Street, two light poles will be removed and 18 lighting fixtures will be eliminated.
- At 1st Street, two light poles will be removed and 18 lighting fixtures will be eliminated.

WHAT TO EXPECT

- The lights will be replaced in sections beginning in late January through spring 2021.
- The first section to be replaced will be the Deck Park Tunnel, located between Third Avenue and Third Street. Replacement of the lighting in the tunnel will require six directional weekend closures of I-10 between the I-17 Stack interchange and I-10/88 S1 interchange. I-10 traffic will be detoured onto I-17 between the I-10/I-17 Stack and the I-17/I-10 Split during the closures.
- Light replacement will continue for the remaining two segments, beginning with the segment between the Deck Park Tunnel and 16th Street, followed by the segment from 19th Avenue to the Deck Park Tunnel. Most of these light fixtures can be replaced with minor lane restrictions.
- A light analysis has been conducted to determine the light pattern of the new fixtures to minimize light spillover into adjacent properties. If after installation an adjacent residential property owner has a concern about the lighting levels, they can contact ADOT and we will verify whether the lighting levels are within the allowed levels, or whether adjustments need to be made.

MORE INFORMATION

- Call the ADOT Bilingual Project Information Line at 855.712.8530.
- Email Daina Mann, ADOT Community Relations at DMann@adot.gov.

17 Construction Update

Southbound I-17 frontage road, ramp closures between and Cactus Rd. and Peoria Ave. to begin Sept. 28

Beginning Sept. 28 and continuing through early 2021, the following closures will be in place around the clock for the Interstate 17 Drainage Improvement Project:

- The southbound I-17 off-ramp at Peoria Avenue will be closed.
Detour: Drivers can exit I-17 at Cactus Road and use 35th or 19th avenues to access Peoria Avenue.
- The southbound I-17 on-ramp at Cactus Road will be closed.
Detour: Drivers can use 35th or 19th avenues to Peoria Avenue to access southbound I-17.
- The southbound I-17 frontage road between Cactus Road and Peoria Avenue will be closed.
Detour: Drivers can use 35th and 19th avenues as alternate routes. Local access will be available via 28th Drive.
- Periodic weekend and overnight closures of Cactus Road will also be required. ADOT will provide more details prior to these closures.

The closures are needed to install a new storm drain along the frontage road and connect it to the Arizona Canal Diversion Channel north of Dunlap Avenue.



ABOUT THE PROJECT

The Interstate 17 Drainage Project will improve the storm water drainage system between Greenway Road and Dunlap Avenue in Phoenix to reduce the potential for flooding at the cross streets. The improvements include constructing a new storm drain system to direct storm water into the Arizona Canal Diversion Channel, new drainage basins at Thunderbird Road, and removing the existing pump stations at the cross streets.

MORE INFORMATION

Sign Up for Email Alerts

Visit the project website at adot.gov/I17Drainage and click on Subscribe for Updates to receive traffic alerts and other information by email.

ADOT Bilingual Project Information Line 855.712.8530

Online

Learn more about the project at adot.gov/I17Drainage

Question or Comment?

Go to adot.gov/contact and select Projects from the drop-down menu.

Para recibir esta carta en Español, favor de contactar 855.712.8530

Email Notices

- Traffic Alerts
- Email progress updates

SHARE

Early morning lane restrictions planned on westbound Interstate 10 near Ruthrauff Road May 13

Motorists on westbound Interstate 10 near Ruthrauff Road in Tucson should expect early morning lane restrictions Thursday, May 13, for pavement work.

Westbound I-10 will be reduced to two lanes between 3 and 6 a.m. All ramps will remain open. Drivers should proceed through the work zone with caution, slow down and watch for construction personnel and equipment.

More information about the project to reconstruct the interchange of I-10 and Ruthrauff Road is available at azdot.gov/RuthrauffI.

*Schedules are subject to change based on weather and other unforeseen factors. For more information, please call the ADOT Bilingual Project Information Line at 855.712.8530 or go to azdot.gov/contact and select **Projects** from the drop-down menu. For real-time highway conditions statewide, visit ADOT's Traveler Information Site at www.az511.gov, follow ADOT on Twitter ([@ArizonaDOT](https://twitter.com/ArizonaDOT)) or call 511, except while driving.*



Westbound SR 24 on-ramp at Ellsworth Road weekend closures scheduled March 12-29

Construction of an extension of State Route 24 (Gateway Freeway) east of Ellsworth Road in Mesa will require weekend closures of a freeway ramp starting Friday night, March 12.

The westbound SR 24 on-ramp at Ellsworth Road is scheduled to be closed from 9 p.m. to 5 a.m. Fridays through Mondays between March 12 and March 29 for a dirt hauling operation. Crews will be working with large equipment to haul dirt in the area, including across the closed ramp.

- **Detours:** Drivers can travel north on Ellsworth Road and access Loop 202 (Red Mountain Freeway) via westbound Elliot Road or by using westbound Ray Road to northbound Hawes Road.

Ellsworth Road

- Brief stops in traffic on north- and southbound Ellsworth Road near the intersection with SR 24 are scheduled from 7 p.m. to 5 a.m. Sunday through Thursday nights through June. Law enforcement officers or flag crews will hold traffic as needed while heavy

Public Meetings

ADOT hosting virtual public meetings on SR 69 widening project

Public can get information on project, ask questions at May 12 meetings

May 5, 2021

PHOENIX – The Arizona Department of Transportation is going to host two virtual public meetings on Wednesday, May 12, to provide information on the upcoming project to widen State Route 69 between Prescott Lake Parkway and Frontier Village in Prescott.

The meetings will be held over Zoom. The first meeting will be at 10:30 a.m. The second will be held at 5 p.m. The public meetings will provide information on the project and take questions and comments from the public. The links to the Zoom meetings can be found online at azdot.gov/SR69frontiervillage.

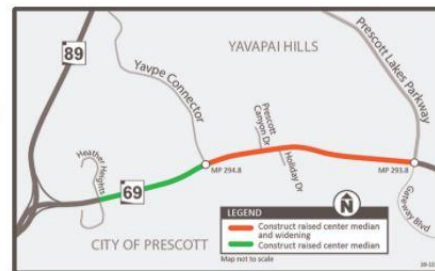
The meetings will be followed by a 30-day public comment period. Members of the public are encouraged to submit comments by June 12 using the following ways:

- By phone at 855-712-8530
- Through the ADOT website at azdot.gov/contact
- By mail at ADOT Communications, 1109 E. Commerce Drive, Prescott, AZ 86305

The project will add one new travel lane in each direction with a raised center median on SR 69 between Prescott Lakes Parkway and Yavpe Connector. A new raised center median will also be constructed from Yavpe Connector to Heather Heights. The purpose of this project is to improve safety and traffic flow.

The project is currently in the final design phase and construction is scheduled to begin in fall of 2022.

For more information, visit azdot.gov/SR69frontiervillage.

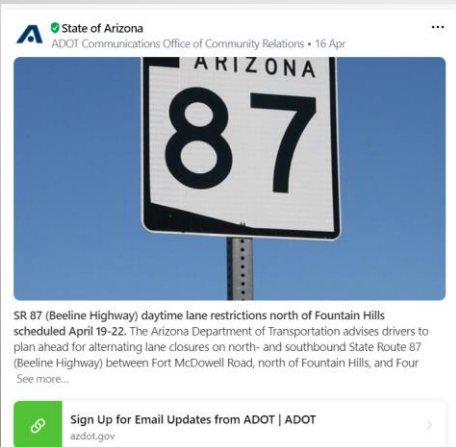
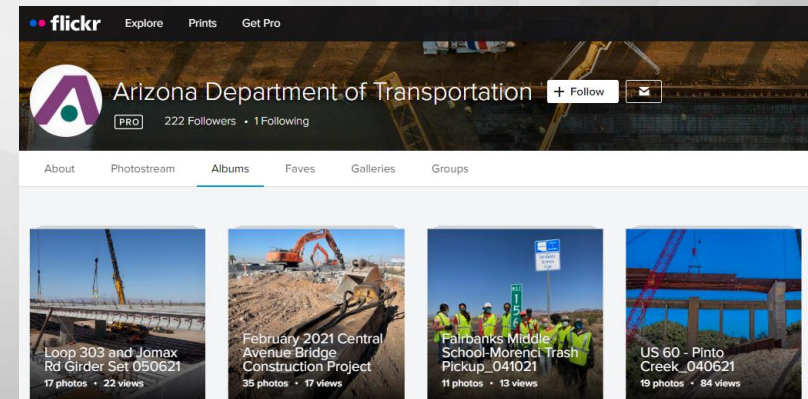


Social Media



Arizona DOT @ArizonaDOT

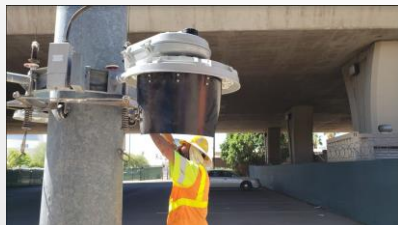
Weekend closures of WB SR 24 on-ramp at Ellsworth Rd start Feb. 19! The WB SR 24 on-ramp at Ellsworth is scheduled to be closed from 9 p.m. Fridays to 5 a.m. Mondays on weekends between Feb. 19 and March 29. More: <https://bit.ly/36YdwNZ>



Direct Outreach



Keep it Visual



State of Arizona
ADOT Communications Office of Community Relations • 2 days ago



ADOT selects design for 75th Avenue/Loop 101 Interchange. After considering input from more than 1,500 community members, as well as engineering and cost factors of three potential design options, the Arizona Department of Transportation has selected the preferred design concept to the interchange at 75th Avenue and See more...

Progress is in the pavement with SR 24 construction project

Crews are building extension of Valley's newest freeway in east Mesa area

April 13, 2021

PHOENIX – A project to add five miles of travel lanes to the Phoenix area's newest freeway is advancing in the southeast Valley with some of State Route 24's concrete pavement already in place.

The Arizona Department of Transportation's \$77 million Gateway Freeway project, which started just four months ago, will add an interim four-lane divided roadway between Ellsworth Road and Ironwood Drive when it is completed by fall 2022.

A stretch of SR 24 is now paved between Meridian Road and Ironwood Drive, near the boundary between Maricopa and Pinal counties. The paving is part of an initial phase to build the future intersection between SR 24 and Ironwood Drive. Current restrictions along Ironwood Drive are scheduled to wrap up by early this summer.



Arizona Department of Transportation

10h

Work continues on Historic Route 66 in Flagstaff through May 23. Please try to use alternate routes or plan for extra travel time!

Details on the lane restrictions and traffic shifts:
<https://content.govdelivery.com/.../AZDOT/bulletins/2d88689>



Signage



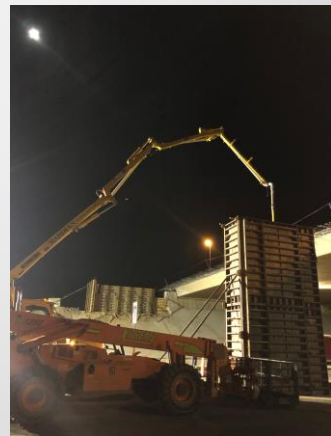
Building a Contact List

- Extent of list based on project impact and duration
- Secure emails, phone if many traffic restrictions or direct property impacts
- Ways to capture contacts:
 - County assessor websites
 - Look up businesses on Google map and call
 - Mail/hand canvass notice & ask for info
 - Social media- point them to sign up directly
- Include churches, HOAs, community organizations, elected officials on list and ask them send out info on your behalf to their email lists



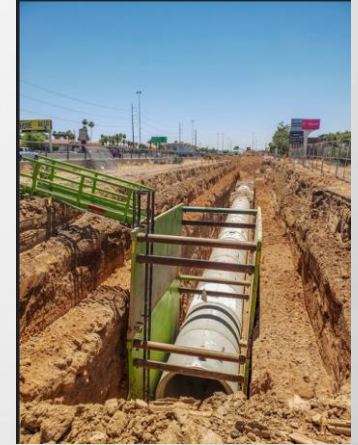
Review Plans & Specs

- Ensure **construction specs reflect community commitments**
 - Closure/restriction times and allowed durations
 - Holiday / event moratoriums
 - Minimum timeframes for contractor notification of restrictions/closures
 - Allow adequate time to notify those affected
 - Driveway reconstruction / access
 - Replacement of hardscaping/landscaping/irrigation
 - Overnight construction/noise limits/mitigation
 - Business access or other specialty signage



During Construction

- Provide advance notice of construction activities and restrictions
- Provide progress updates /photos
- Touch base regularly with affected residents/businesses
- Be accessible, address issues quickly
- Document outreach efforts and issues
- Brief electeds and key staff on progress and issues



Documentation

- Document notification and outreach during construction
- Include log of individual inquiries/complaints and responses

Status	Topic(s)	Date Received	Stakeholder Name	Email	Phone	Address	Request Light Testing	Inquiry or Complaint - actual or summary	Method Received	Date of Response	Response to Citizen _ actual or summary	Response Method	Response
Closed	Lighting	1/21/2021	Elyse Espinosa	seselez@gmail.com	480-818-1804	1621 W Culver St. Phoenix		<p>I live at 1621 W Culver St. Phoenix, AZ 85007. We received a flyer on our front gate today detailing an upcoming I-10 LED Lighting Conversion project, stretching from 16th Ave to 16th St, scheduled to start later this month and continue thru the spring. We have lived in our house for 5 years now and were here when a similar project took place a couple years ago. The LED lighting that was installed at that time was so bright that it completely illuminated our backyard which is right along the outside edge of the north side of the I-10. We, along with several of our FQ Story neighbors (particularly those along Culver St), immediately filed complaints which prompted a light analysis and subsequent removal of the LED lights, reverting it back to what is there now. Since then, we have had an addition built on our house which extends the household further into our backyard and positions our master bedroom window and a french door opening (out to the backyard) where they could be drastically affected by the two outside edge lights on the I-10 becoming any brighter. Could you provide a more detailed plan on how this might affect my area, particularly the houses positioned on Culver St from 16th Ave to 16th Dr? We all are along the outside edge of the north side of the I-10 and already have a large amount of light coming from the yard positioned directly underneath the I-10. (We are also not the only household that's recently built an addition with a master bedroom positioned at the back of the house.)</p> <p>The flyer does note that three light poles will be removed at 16th Street, do you know if this includes the outside edge light poles on the north side? I have attached a photo of the flyer that we received for your reference.</p> <p>Any more information on this project would be greatly appreciated. Thank you and take care!</p> <p>Follow up email sent later that day. Hello again Daina,</p> <p>I just wanted to correct an error I made in my previous email. In the second paragraph I referred to a note in the flyer about the light poles being removed on "16th Street" when I was actually thinking of the light pole that I can see positioned on 16th Avenue. So just to clarify, the light poles I am most concerned about are those positioned on the outside edge between 16th Ave and 16th Ave. Viewable from West Culver Street and the FQ Story neighborhood.</p>	Email	01/22/2021	<p>Hello Elyse,</p> <p>Thank you for reaching out about the LED lighting. We knew that the community would be concerned about the lighting due to the previous experience five years ago. To address anticipated community concerns ADOT is doing the following:</p> <ul style="list-style-type: none"> - Using lower wattage LED bulbs - 3000k watt instead of the 4000k watt - Conducted a light analysis to determine where we could eliminate lighting with the new LED fixtures. We are eliminating 30 poles altogether. Every location where we have multiple fixtures we are reducing them in half (e.g. the median lights in the freeway near you currently have 4 fixtures and that will be reduced to 2 fixtures), resulting in the removal of 90 fixtures in this area. <p>Regarding your question about which poles/lights will be removed near you:</p> <p>Between 7th Ave & 16th Ave we are removing the following: Five poles along the westbound 7th Avenue on-ramp. The pole furthest west is approximately 11th Avenue. One pole along the 16th Avenue off-ramp. Two of the four fixtures on each of the high-mast median lights along I-10 will be removed (aerial photo attached). If the lighting levels seem high, you and other residents can contact us and we will come out and verify that the lighting levels are within the allowed levels outside of the immediate freeway area.</p> <p>I do want to emphasize a few things. We can no longer get new High Pressure Sodium fixtures or any replacement parts. We have multiple lights that are currently burnt out along I-10 in this area, so we are in a position where we need to replace the lighting to have adequate lighting along the freeway for safety reasons. Because we have several lights out now, it will automatically appear to be somewhat brighter than before, even with half the number of light fixtures. Additionally, the LED fixtures have a different, whiter light quality. Even with the same level of illumination</p>	Email	Daina Ma

Questions/Comments

Thank you!

A large, faint, light gray starburst graphic is positioned in the lower right quadrant of the slide. It features a central five-pointed star with numerous rays emanating from it, creating a sunburst effect.