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# APPENDIX A • PUBLIC INVOLVEMENT & COMMUNICATIONS

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## Executive Summary

Throughout the North South Transportation Initiative study, Public Involvement and Communications efforts have focused on reaching the stakeholders along the I-75 corridor and encouraging participation of various groups at milestones in the decision process. The following is a synopsis of communications initiatives that make up the Public Involvement and Communications Program.

### Stakeholder Interviews

At the onset of the study, the Project Team conducted stakeholder research to gauge general public opinion with regards to transportation issues along the I-75 corridor. The following is a list of research methods used:

- A written survey was developed and distributed to 411 businesses and city government officials. Twenty-six percent of the surveys were returned.
- Personal interviews were conducted with 92 stakeholders along the I-75 corridor.
- Survey boxes were established in 12 locations throughout the Cincinnati and Dayton regions: Dayton Public Library, Piqua City Hall, Cincinnati Main Public Library, Cincinnati Metropolitan Housing Authority Offices (West End), Seven Hills Neighborhood House (West End), Miami County Building, The Enquirer Building (downtown Cincinnati), Troy City Hall, Carlisle Town Hall, Dayton City Hall, Dayton Sunrise Center, Ellison Senior Center (Dayton). These boxes were filled with written surveys, which could be completed and mailed or faxed to the Project Team, and a supply of brochures.
- Interview and survey results were compiled into comprehensive executive summary reports, which were provided to the project team.

### Environmental Justice Communications Plan

An environmental justice communications plan was created at the onset of the study. In order to determine how best to engage impacted constituents, environmental justice groups were identified and surveyed. Many groups completed the surveys and others also participated in one-on-one phone interviews or roundtable discussions. Roundtable discussions were held in the following locations: Northern Kentucky, Downtown Cincinnati, Butler County, Middletown and Dayton. Forty organizations participated, identifying nearly 150 constituents to be engaged.

The information gained through this research was used in the development of a community communications plan, which was regularly used in communications planning and outreach efforts throughout the study.

### Newsletter

Three issues and 32,000 copies of the North South Transportation Initiative newsletter were distributed to government, business and community organizations throughout the region.

- Volume I was produced and distributed in Spring 2001.
- Volume II was produced and distributed in Winter 2002.
- Volume III was produced and distributed in Fall 2003.

### Newsletter Articles

Through the community communications plan, more than 50 entities that produced a community or organizational newsletter were identified. After contacting these entities to

determine their interest in receiving information about the study, the Project Team developed and provided annual progress updates to the following organizations:

- African American Chamber of Commerce
- ARTIMIS (Web site)
- Bond Hill Community Council
- Butler County (Web site)
- Carthage Civic League
- Cincinnati Metropolitan Housing Authority
- Cincinnati NAACP
- Cincinnati Public Schools
- City of Centerville
- City of Covington
- City of Dayton
- City of Fairfield
- City of Franklin
- City of Hamilton
- City of Miamisburg
- City of Middletown
- City of Monroe
- City of Moraine
- City of Sharonville
- City of Springdale
- City of Tipp City
- City of Vandalia
- City of Wyoming
- Community Action Agency of Cincinnati and Hamilton County
- Dayton Job Center
- Hamilton County Job and Family Services
- Inclusion Network
- Metropolitan Area Religious Coalition
- Miami County
- Miami Valley Hospital
- Montgomery County Family Services Association
- Northern Kentucky Community Action Commission
- Piqua Improvement Corporation
- Scope Miami County Senior Services
- Senior Citizens Resource Center
- Seven Hills Neighborhood House
- Sorta
- South East Butler County Chamber of Commerce
- Tipp City Chamber of Commerce
- Troy Development Council
- Urban League of Cincinnati
- Village of Woodlawn
- Warren County
- Washington Township
- West Chester Township
- United Way of Hamilton County

### **Brochure**

The development of a brochure was recommended as an informational piece to provide stakeholders with information about the study's goals and objectives. Included on the back of the brochure was a tear off panel to be completed and mailed to the project team. Through this panel, interested parties had the opportunity to request the project team keep them informed of the study throughout its duration.

The Project Team drafted text, designed and coordinated production of the brochure. Ten thousand copies of the brochure were produced and distributed to stakeholders throughout the OKI and MVRPC regions.

### **Roving Information Display**

As an additional way of providing information about the study to the community, the Project Team produced a self-standing roving information display to use as a public information tool. In total, the display was in rotation for approximately one and one-half years. The roving information display visited the following high-traffic area facilities and community events:

- 17<sup>th</sup> Annual German Picnic
- African American Chamber of Commerce
- Blue Ash Public Library
- Bond Hill Public Library
- Butler County Government Building
- Cincinnati Enquirer Building
- Cincinnati Public Library
- Cincinnati City Hall
- City of Wyoming Fall Festival
- Covington City Hall
- Dayton Courthouse Square
- Dayton South Travel Center
- Evendale Municipal Building
- Fairfield Municipal Building
- Fairfield Public Library
- Florence City Hall
- Fort Thomas Municipal Building
- Glendale Municipal Building
- Hamilton County Administration Building
- Hispanic Job Fair
- I-75 North and I-75 South Travel Information Center
- Kenton County Public Library
- Kroger Company Building
- Lockland Municipal Building
- Mid-Miami Valley Chamber of Commerce
- Midwest Regional Black Family Reunion
- Monroe Municipal Building
- Mountain Days Festival
- Newport Municipal Building
- Northern Kentucky Convention Center (2)
- Northside Public Library
- Ohio-Kentucky-Indiana Regional Council of Governments Building
- Public Service Day on Fountain Square (2000 and 2001)
- Sharonville Municipal Building
- Sharonville Public Library
- Springboro Public Library
- Springdale Municipal Building
- Su Casa Hispanic Festival
- Sycamore Public Library
- Westin Hotel Atrium
- Wright-Dunbar Walking Tour
- Wyoming Municipal Building
- Wyoming Public Library

### **Press Releases and Media Alerts**

Seven press releases and media alerts were prepared and released. Following is a list of those press releases and media alerts that were developed and distributed:

#### **2001**

- Informational Meetings Set to Encourage Public Input
- Open House media alerts: Downtown Dayton, Downtown Cincinnati, Sharonville, Troy
- North South Transportation Initiative Taps Public Sentiment
- Public Feedback Important to Project

## **2002**

- Oversight Committee Recommendations

## **2003**

- Preferred program of projects release
- Public Hearing Media alerts: OKI and MVRPC version

## **Speaking Opportunities**

To introduce and educate community leaders and businesses to the study, The Project Team recommended the creation of a speakers bureau.

- Created presentation template and visuals.
- Developed speakers presentation and conducted a speakers training for team members.
- Developed and distributed a presentation pitch letter, offering organizations the opportunity to schedule a presentation upon request. Letters were distributed to more than 120 organizations throughout Northern Kentucky, Cincinnati and Dayton.
- Scheduled and assisted in giving community presentations throughout the course of the study. A total of 85 presentations were given to various organizations.
- Presentations were given to the following organizations:

### **2000 (7 community presentations)**

- Dayton Chamber of Commerce
- First United Methodist Church of Middletown
- Heatherwood Golf Course
- Land Use Committee
- Miami Valley Planning & Zoning Workshop
- Ohio Department of Transportation Traffic Workshop
- Warren County Planning Commission

### **2001 (52 community presentations)**

- American Society of Civil Engineers
- Bond Hill Community Council
- Boone County Planning Commission
- Brighton Center
- Butler County Commissioners
- Butler County Farm Bureau
- Centerville Men's Club
- City of Dayton Engineers Lunch (2)
- Concerned Citizens of Western Hamilton County
- Council of Citizens

- Dayton Speaks Out
- Deerdoss Senior Center
- Downtown Priority Board
- Fairfield Church of God
- Florence City Council
- Fort Wright City Council
- Glendale Police Department
- Green Township Democratic Club
- Hamilton Economic Development Committee
- Home Builders Association of Cincinnati
- Innerwest Priority Board
- Leadership Miami Valley
- Mainstrasse Village Association
- Mason Kiwanis Club
- Mid-Miami Valley Chamber of Commerce
- Miami Conservancy District
- Midwest Regional Rail Initiative
- Middletown Rotary
- Northern Kentucky Chamber Group of Freight Haulers
- Northside Community Council
- Paddock Hills Assembly
- Real Estate and Land Development Group
- Real Estate in the Miami Valley
- Resident Association of Western Central Warren County
- S.E.L.F.
- Sharonville Community Center
- SouthBank Partners
- Southeast Butler County Leadership 21
- Southwest Priority Board
- Springdale Council
- Tri-Ed
- University of Cincinnati
- WLQT Listeners Appreciation Lunch

**2002 – (29 community presentations)**

- Bond Hill Community Council
- Camp Washington Community Council
- Clifton Heights, University Heights, Fairview Heights Council

- Clifton Town Meeting
- City of Dayton
- Corryville Community Council
- Dayton Planning Board
- Downtown Dayton Partnerships
- East Price Hill Improvement Association
- Elmwood Place
- Elmwood Place City Council
- English Woods Civic Association
- Hamilton County Trustees
- Hartwell Improvement Association
- Millvale Community Center
- Montgomery County Transportation Improvement District
- North Avondale Neighborhood Association
- North Main Street Business Association
- Northeast Priority Board
- Northside Community Council
- Over-the-Rhine Community Council
- Sharonville City Council
- Sinclair Community College
- South Cumminsville Community Council
- Southwest Dayton Priority Board

**2003 (1 community presentation)**

- Mid-Miami Valley Chamber of Commerce Public Affairs Committee (Judi Craig)

**Public Meetings**

A series of public information forums were held to allow individuals to obtain study information, provide input and speak with the project team. More than 450 people attended the 26 forums.

- The first round of public meetings was organized and executed in 2000. A total of nine meetings were held at the following locations: Lakota West High School, Cincinnati City Hall, Fairfield First United Methodist Church, Evendale Recreation Center, Tri-County Assembly of God Church, Northern Kentucky Community Center, Troy High School, Miamisburg High School and Sinclair Community College.
- A second round of meetings was held in May 2001. A total of 91 people attended four meetings held at the following locations: Downtown Dayton Public Library, Troy County Commissioners Building, Westin Hotel Lobby and the Sharonville Municipal Building.
- The third round of meetings was held in May 2002. A total of 364 people attended a series of eight meetings held at the following locations: Millvale

Community Center, Towne Mall, Swifton Commons Mall, Kenton County Library, Miami County Courthouse, Lockland Elementary School, One Stop Center in downtown Dayton, West Chester Public Library and the West Carrollton Civic Center.

- Finally, two public meetings were held in the MVRPC region during August 2003 and three public meetings were held in the OKI region during September 2003 to provide the public with the results of the study. A total of 54 people attended the public meetings, which were held at the following locations: Troy Municipal Building Council Chambers, West Carrollton Civic Center, Lakota West dining hall, Lockland Elementary School cafeteria and the Erlanger Municipal Building hearing room. *\*Additional details were summarized in previous wrap-up reports and can be provided upon request.*

### **Media Kit**

A media kit was developed at the study's onset and The Project Team continued to update as needed. Media kit components created by The Project Team include:

- OKI and MVRPC Fact Sheet
- Project Team Fact Sheet
- Major Investment Study Frequently Asked Questions
- NSTI Process and Goals Fact Sheet
- Glossary of Terms
- I-75 History Fact Sheet
- NSTI Frequently Asked Questions
- Preferred Program of Projects

### **Web site**

A project Web site, [www.nsinitiative.com](http://www.nsinitiative.com) was created and regularly updated to provide study information and solicit public feedback. The site received well over 150,000 hits.

### **Promotional Materials**

Promotional materials were recommended to increase study visibility.

Designed and coordinated production of give-a-way items including first-aid packets, coasters, squeezable construction barrels and other materials.

### **Community Cable Access**

Guest appearances on various community cable access programs were placed by the Project Team. In total, seven appearances were scheduled as follows:

#### **2001**

Campbell County Cable Access, Inside Campbell County  
ICRC, Community Report  
Insight Communications, Northern Kentucky Magazine  
Telecommunications Board of Northern Kentucky, Judge Executive's Show  
WCC-TV, Chamber Vision

#### **2002**

Insight Communications, Northern Kentucky Magazine

#### **2003**

Waycross Community Media

## Media Monitoring

Media coverage was regularly monitored and the Project Team provided weekly media coverage reports to the project team. Between 2000 and 2003, the Project Team logged a total of 1,369 media placements including 1,140 print and 229 broadcast. A complete media report is included following this summary report.

\*Note: Tracking services to monitor cable access stations or radio broadcast are not available to the Project Team and, as a result, are not included in the above figures.

- 66 media placements, including 45 print and 19 broadcast in 2000
- 48 media placements, including 23 print and 25 broadcast in 2001
- 54 media placements, including 29 print and 25 broadcast in 2002
- 158 media placements, including 102 print and 56 broadcast in 2003