



Phase Three

Public Comment Summary Report

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Overview

Public Involvement Objectives

The objectives for the KY 536 Scoping Study's public involvement and outreach efforts are:

- Provide multiple opportunities for stakeholders and the public to review project-related information and obtain updates on the progress being made towards identifying a preferred alternative to improve safety and east-west connectivity in Northern Kentucky
- Provide stakeholders and the public with multiple opportunities through which they can provide feedback to the Scoping Study Team
- Tie in the KY 536 Scoping Study to the overall purpose and need for improvements to the entire KY 536 corridor to communicate a clear, coordinated and comprehensive public message
- Update community members who participated in the previous study, (performed in 2000), while identifying and reaching out to new, previously untapped community members and stakeholders

Purpose of this Document

OKI views comprehensive, strategic stakeholder outreach and public involvement essential to the success of the KY 536 Scoping Study. As such, this Public Comment Summary Report has been developed to record public involvement activities undertaken and the input received during the third and final of three phases of the Scoping Study's process.



Phase Three Deliverables

Phase Three of the KY 536 Scoping Study can be summarized as the *Refinement of Alternatives and Final Recommendation Phase*. This phase was implemented between August 6, 2015 (the end date of the Study's second public comment period) and November 16, 2015 (the date of the sixth and final meeting of the Study's Project Development Team or PDT).

The data collected and public comments received during Phase One were used in to identify the numerous roadway deficiencies and other transportation-related factors to be addressed by the Study. Phase Two developed eight draft alternatives based on Phase One's findings. PDT guidance and public input received during Phase Two directed the Study Team's work in Phase Three to refine the eight draft alternatives down to two options. PDT and public input was sought a final time to select the final recommendation for the Study.

Alternative Refinement

The two refined alternatives and a master map are provided in Appendix A. A brief text description is provided for each alternative below.

- On-Alignment Alternative – The On-Alignment Alternative follows the existing KY 536 east from KY 17 and shifts north onto a new segment as it approaches KY 16 (redirecting traffic north of White's Tower Elementary School) to realign with KY 536 near Maverick Road. It continues along existing KY 536 until a half mile west of Klein Road (Visalia Road Connector), then turns north onto a new alignment that connects directly with the Visalia Bridge. Between KY 16 and the Visalia Road Connector, this alternative is planned as a three-lane road (a single lane traveling in either direction and a lane in the middle to assist with turns). From the Visalia Road Connector to the Campbell County line, the alternative will remain a three lane road due to the short distance between that point and the 11-foot climbing lane that would be constructed to assist trucks traveling westward from KY 177 to the crest of the Visalia Hill west of Mann Road. The proposed posted speed limits are 45mph (between KY 17 and KY 16) and 55mph (east of KY 16 to the Kenton/Campbell county line). To accommodate bicycle and pedestrian travel, this alternative includes eight-foot multi-use paths on both sides of KY 536 from KY 17 to KY 16 and a 10-foot multi-use path on one side of the roadway east of KY 16.



- Off-Alignment Alternative – The Off-Alignment Alternative follows the existing KY 536 east from KY 17 and shifts north onto a new segment as it approaches KY 16 (redirecting traffic north of White’s Tower Elementary School) to realign with KY 536 near Maverick Road. It follows the existing KY 536 until one-half mile west of Staffordsburg Road (Staffordsburg Road Connector), where it turns north onto a new alignment that connects directly with the existing Visalia Bridge. Between KY 17 and Staffordsburg Road Connector, this alternative is a three-lane road (a single lane traveling in either direction and a lane in the middle to assist with turns). From the Staffordsburg Road Connector to the Campbell County line, this alternative becomes a two lane road (with the exception of an 11-foot climbing lane that would be constructed to assist trucks traveling westward from KY 177 to the crest of the Visalia Hill west of Mann Road). The proposed posted speed limits are 45mph (between KY 17 and KY 16) and 55mph (east of KY 16 to the Kenton/Campbell county line). To accommodate bicycle and pedestrian travel, this alternative includes eight-foot multi-use paths on both sides of KY 536 from KY 17 to KY 16 and a 10-foot multi-use path on one side of the roadway east of KY 16.

In addition, the following factors apply to both of the refined alternatives.

- The lines that are drawn should not be taken as exact. These are preliminary, conceptual planning alternatives, not final design. The lines are intended to be broad, brushstrokes to give an idea of where the road could be located
 - The actual, future roadway could be located and constructed 30 to 50 feet in either direction of the draft alternative lines as presented
 - The next, yet-to-be funded, phase for this segment of KY 536, (following the conclusion of this KY 536 Scoping Study) will include engineered, designed roadway drawings which will pinpoint exact roadway locations and properties impacted
- The proposed posted speed limits are 45mph (between KY 17 and KY 16) and 55mph (east of KY 16 to the Kenton/Campbell county line)
- Both alternatives follow the existing KY 536 east from KY 17, shift north onto a new segment as they approach KY 16 (redirecting traffic north of White’s Tower Elementary School) and realign with KY 536 near Maverick Road
- Between KY 17 and the points east of KY 16 where they leave the existing KY 536 corridor, both are three-lane roads (a single lane traveling in either direction and a lane in the middle to assist with turns)



- Non-motorized travel such as bicycling and walking is accommodated by eight-foot multi-use paths on both sides of KY 536 from KY 17 to KY 16 and a 10-foot multi-use path on one side of the roadway east of KY 16

Finally, differences between the two refined alternatives include:

- The locations points where the road is proposed on a new off-alignment:
 - The On-Alignment Alternative departs the roadway at a point about one-half mile west of Klein Road (Visalia Road Connector)
 - The Off-Alignment Alternative departs the roadway at a point about one-half mile west of Staffordsburg Road (Staffordsburg Road Connector)
- The On-Alignment Alternative will stay a three-lane road once it leaves the existing KY 536 corridor at the Visalia Road Connector due to the short distance between that point and the 11-foot climbing lane that would be constructed to assist trucks traveling westward from KY 177 to the crest of the Visalia Hill west of Mann Road
- At the Staffordsburg Road Connector, the Off-Alignment Alternative will become a two-lane road (with the exception of an 11-foot climbing lane that would be constructed to assist trucks traveling westward from KY 177 to the crest of the Visalia Hill west of Mann Road)

Evaluation Matrix

The evaluation matrix in Appendix B presents how the refined alternatives address the different goals of the Study. Geographic Information Services (GIS) data was used to create the matrix with the exception of the “Maintain Rural Character” which is subjective in nature.



Project Development Team Activities

For this particular level of transportation planning study, OKI established a Project Development Team (PDT) at the Study's onset. The PDT serves as a key element in the Study's public outreach program by communicating information in the community, exchanging ideas and listening to stakeholder feedback. PDT members work with one another, the Study's consultant team and OKI staff to review and discuss details and progress updates in order to drive the Study toward an on-time and on-budget conclusion -- a final alternative recommendation.

Members

The PDT consists of Northern Kentucky OKI Board of Directors members and other key stakeholders who represent diverse and well-established governmental and civic-based organizations in the region. Members represent large groups of people with whom they work and correspond regularly, as well as receive feedback. The PDT members' broad reach and representation throughout the project area and region provide information as a working group to the KY 536 Scoping Study Team. PDT members serve in an advisory capacity without compensation. Appendix C lists the PDT members, alternates, their agency or affiliation and title.

Responsibilities

- Providing Scoping Study updates and disseminating information to your community/organization/agency to encourage an exchange of information.
- Sharing your community/organization/agency's questions, concerns and general feedback with OKI and the Study's consultant team.
- Assisting with public involvement and outreach efforts, as appropriate.

August 17 Site Tour

After the July 31, 2015 PDT meeting concluded, a few members asked the Study's lead consultant if they would be available to join them for a driving tour of the study area. The PDT members thought a site tour might be the best and



easiest way to share vital information that might help refine the Off-Alignment Alternative. The tour was held on August 17, 2015. Four PDT members, a PDS staff representative and a PB consultant team staff member participated in the tour. PDT member Kathy Donohoue assisted greatly in organizing the event and provided a summary to the KY 536 Scoping Study Project Manager which is included as Appendix D.

PDT Alternative Refinement Input

At the July 31, 2015 PDT meeting, members gave great input to the Study Team via group discussion. To provide more time for reflection and the most input possible, the Study Team asked that PDT members provide their final feedback regarding the elements to include in the Off-Alignment Alternative (refinement of Draft Alternatives 5 through 8) to the Study Project Manager by August 21, 2015. An email reminder of the deadline for input was sent to the PDT members and alternates on August 19, 2015. Appendix E is a summary of all the PDT comments received after the July 31 meeting and by the August 21 deadline.

Meetings

Over the course of the Scoping Study, it was anticipated that the PDT would meet four (4) times at key milestones in the Study's development. However, in May 2015, it was determined that an extra meeting held in late July would provide PDT members with a full month to review the Draft Alternatives before meeting again with the Study Team to assist in refining the eight draft alternatives. A late July meeting date also allowed for the Study Team to present a comprehensive report on public comments received on the draft alternatives for the PDT members' consideration. Therefore, during Phase Two of the Study, two PDT meetings were held. Similarly, during Phase Three an additional, final meeting was held following the 30-day public comment period. This enabled the Study Team to thoroughly inform the PDT members of the public's responses and confirmation of the final recommendation. Therefore, during Phase Three of the Study, two PDT meetings were held as follows.

The fifth PDT meeting was held at the Independence Senior and Community Center on September 25, 2015. It was at this meeting that the PDT reviewed the two refined alternatives and recommended that the Off-Alignment be advanced by the Study. At this meeting, there was much discussion regarding how non-motorized travel such as bicycling and walking should be addressed by the Study. A vocal majority of the PDT supported the inclusion of a separate, 10-foot multi-use path on one side of the roadway for the segment east of KY 16. PDT



members suggested that a question be added to the public comment form, so that feedback could be collected on the public's opinion regarding bike/ped accommodations. In addition, posted speed limits were another point of interest. A question was added to the comment form to solicit the public's opinion on this issues as well. Minutes for this meeting can be found in Appendix F.

The special sixth and final PDT meeting was held in the OKI Board Room at 720 East Pete Rose Way, Suite 420, Cincinnati, Ohio on November 16, 2015. At this meeting, the Study Team provided a summary report on all the public comments received as of October 5, 2015. After group discussion, the PDT recommended approval of the Off-Alignment Alternative and that it be moved forward in the Final Report with the separate multi-use path included and a request that KYTC review posted speed limits for the corridor during the Design Phase. Minutes for this meeting can be found in Appendix G.



October 5, 2015 Public Open House

Overview

A Public Open House meeting was planned and held for each of the three phases of the KY 536 Scoping Study. The purpose of the Open Houses is to share study information with the public and gather their input.

The Phase Three Public Open House was held on Monday, October 5, 2015 at city of Independence Senior and Community Center (2001 Jackwoods Parkway) in Independence, Kentucky from 4:00 pm to 7:00 pm. The format was open-house style, meaning that visitors could arrive and stay as long as they liked to receive the same information and have the same opportunity to share comments with study representatives. Staff greeted visitors at the front registration table where they were invited to provide their contact information.

Materials Shared with Attendees

Several printed informational materials were made available to guests at the Open House to take for later use and/or to share with family members, friends and neighbors unable to attend the event. Printed materials available to the public included a Phase One and Two Public Comment Summary Flyer (Appendix H), Public Comment Form (Appendix I), map of the On-Alignment Alternative (Appendix A), map of the Off-Alignment Alternative (Appendix A), an Evaluation Matrix (Appendix B), and a flyer with text descriptions of both alternatives (Appendix J).

Attendance

171 people signed in at the registration table. More individuals attended the meeting, however, they chose not to sign in for various reasons (his/her partner or spouse signed in for the pair, but listed just one person; he/she was attending with a friend and did not want to sign in; etc.).

Study Team members in attendance were:

- OKI Staff: Robyn Bancroft, Regina Brock, Robert Koehler, Florence Parker, Ashley Patrick, Lorrie Platt and Mark Policinski
- PB Staff: Jim Brannon, Chris Clemons, and Jeff Wallace
- Other Staff: Laura Whitman, Razor Marketing Communications



PDT members in attendance were:

- Mayor Dan Bell, city of Taylor Mill
- Gailen Bridges, Kenton County Planning Commission
- Carol Callan-Ramler, KYTC District 6
- Nick Hendrix, Kenton County Fiscal Court
- Judge Executive Kris Knochelmann, Kenton County Fiscal Court
- Mayor Chris Reinersman, city of Independence

Summary of Information Presented

Six 36" x 48" display boards were used at the Open House. Three boards were used to show the Master Map and each of the two refined alternative maps. The Evaluation Matrix was on a separate display board. Two display boards from the first open house were used again to share valuable information (Study Goals and Other KY 536 Segment boards). Staff members were positioned at each display board and throughout the room to answer questions and receive comments from guests.

Comment Forms

A total of 56 comment forms were received by the close of the October 5 Open House. OKI staff entered each form's responses and written comments directly into Survey Monkey following the open house, so that these comments could be combined with those received electronically via the www.oki.org/536 website during the 30-day 24/7 public comment period.



Public Comment Summary

Comment Opportunities Made Available to the Public

The following opportunities were made available to solicit public input during Phase Three of the Study.

- Copies of the Comment Form were made available at the Public Open House on October 5, 2015
- An online version of the Comment Form identical to the printed version and created using Survey Monkey, was posted on the www.oki.org/536 "Phase 3: Refined Alternatives & Final Recommendation" page to coincide with the Public Open House. Direct links to this page and survey were placed on the website's homepage and the Stay Connected/Contact pages. The survey went "live" on the website at approximately 1:00 pm on October 5, 2015. A Constant Contact message was emailed to PDT members on October 8 and the general contact database on October 8 to notify all of the 30-day comment period, and the availability of Open House materials, including the two refined alternative maps, master map, Evaluation Matrix and online comment form. A Constant Contact reminder of the pending close of the public comment period was sent to the general contact database on October 29, 2015. The survey closed at midnight on November 5, 2015
- www.oki.org/536 also had an open comment text box available 24/7 since the website went live on December 15, 2014. This channel for public input will remain open throughout the KY 536 Scoping Study and questions and comments may be submitted anytime. By the conclusion of Phase Three, email addresses received via this comment box assisted in amassing 389 individuals in the general contact database to receive updates as the Study progresses
- Almost 400 individual letters were mailed on September 4, 2015 to KY 536 property owners in the study area to notify them of the October 5, 2015 Public Open House and to request their input. See Appendix K for a copy of the flyer that was mailed
- The website and all printed material provided the OKI Project Manager's email address (rbancroft@oki.org), direct office telephone number (513-



619-7662), fax number (513-621-9325) and mailing address (OKI, 720 East Pete Rose Way, Suite 420, Cincinnati, OH 45202)

Documentation of Comments Received

- General Comments Received via Website: The Study Team received 17 messages via the project website's general comment box between August 6, 2015 and November 16, 2015. Appendix L lists the date, time and content shared by each individual. Names and email addresses have been removed from Appendix L to ensure anonymity and privacy
- Comment Forms: A total of 184 Comment Forms were submitted during the Study's Phase Three public comment period. The Comment Forms were distributed and collected at the October 5 Public Open House and were available online using Survey Monkey between October 5, 2015 and November 5, 2015. A copy of the Comment Form is provided as Appendix I. A summary of the feedback received is provided in the Comment Form Summary section of this report. Appendix M includes each of the 184 individual Comment Form submissions. Names and email addresses have been removed from Appendix M to ensure anonymity and privacy
- Twelve phone messages from members of the public were received by the Project Manager at her direct office phone number (513-619-7662) during Phase Three of the Study. A summary of the issues discussed in these calls is found in Appendix N
- 2 phone messages from KY 536 property owners were received by the Project Administrator at her direct office phone number (513-619-7664) during Phase Three. Each of the 2 calls requested that the Comment Form and draft alternative maps be mailed to them
- Five direct emails from a members of the public were received by the Project Manager at rbancroft@oki.org during Phase Three of the Study. Copies of the emails and Project Manager's responses are included as Appendix O. Names and email addresses have been removed from Appendix O to ensure anonymity and privacy

Comment Form Summary

Comment Forms were distributed to Public Open House attendees on October 5, 2015. An online version of the same form, created using Survey Monkey, was also posted on the project website on October 5 and kept online until the Phase



Three public comment period closed on November 5. A copy of the printed version of the Comment Form is provided in Appendix I.

A total of 184 comment forms were submitted to the Study Team during the public comment period. Of these:

- 56 were completed at the October 5, 2015 Public Open House. To facilitate tabulation of the data received, staff entered the information submitted on these forms into the Survey Monkey database
- 4 comment forms were received by mail between October 5 and November 5, 2015. The content of this form was entered by staff into the Survey Monkey database
- 124 comment forms were completed online using the Survey Monkey link provided on the project website (www.oki.org/536)

A copy of each of the 184 comment forms received is included as Appendix M. Names and email addresses have been removed to ensure anonymity and privacy.

Following is a summary of all the feedback received from each of the comment form questions.



Question 1: Please identify the degree to which you agree or disagree with the following statements about the On-Alignment Alternative:

“Strongly Disagree” was the top response for every sub-question (A through H). Combined with the “Disagree” responses, there was a very strong majority of comment form respondents who did not agree with the On-Alignment Alternative. One hundred seventy-four responses were received for this question. Ten respondents skipped this question.

Figure 1. Comment Form Question 1 Responses

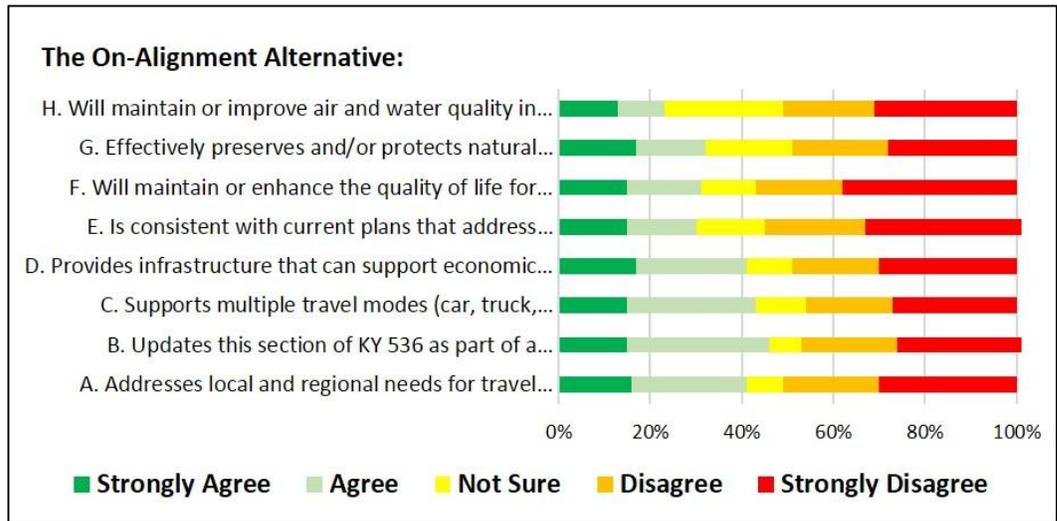


Table 1. Comment Form Question 1 Responses

The On-Alignment Alternative:	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
A. Addresses local and regional needs for travel safety and reducing accident rates.	16% (28)	25% (43)	8% (13)	21% (37)	30% (52)
B. Updates this section of KY 536 as part of a modern, continuous transportation corridor that connects to a regional, multi-county roadway system.	15% (25)	31% (52)	7% (11)	21% (36)	27% (46)



C. Supports multiple travel modes (car, truck, bus/transit, bike, farm equipment, foot).	15%	28%	11%	19%	27%
	(26)	(49)	(19)	(33)	(46)
D. Provides infrastructure that can support economic prosperity in the region through efficient transportation connectivity.	17%	24%	10%	19%	30%
	(30)	(41)	(17)	(33)	(51)
E. Is consistent with current plans that address existing and future land use to efficiently accommodate growth in urban and suburban sections while maintaining the rural, agricultural character of the eastern portion of the study area.	15%	15%	15%	22%	34%
	(25)	(26)	(25)	(37)	(58)
F. Will maintain or enhance the quality of life for residents, business owners and other stakeholders located within the study area.	15%	16%	12%	19%	38%
	(25)	(27)	(21)	(32)	(65)
G. Effectively preserves and/or protects natural resources and hillsides while providing for mobility needs.	17%	15%	19%	21%	28%
	(29)	(26)	(33)	(35)	(48)
H. Will maintain or improve air and water quality in the area while providing for mobility needs.	13%	10%	26%	20%	31%
	(22)	(17)	(45)	(34)	(53)



Question 2: Please identify the degree to which you agree or disagree with the following statements about the Off-Alignment Alternative:

In direct opposition to Question 1 and the public’s strong disagreement with the On-Alignment Alternative, the response of “Strongly Agree” was the top response for every sub-question (A through H) in Question 2. Combined with the “Agree” responses, there was an overwhelming majority of comment form respondents who agreed with the Off-Alignment Alternative. One fifty-nine responses were received for this question. Twenty-five respondents skipped this question.

Figure 2. Comment Form Question 2 Responses

The Off-Alignment Alternative:

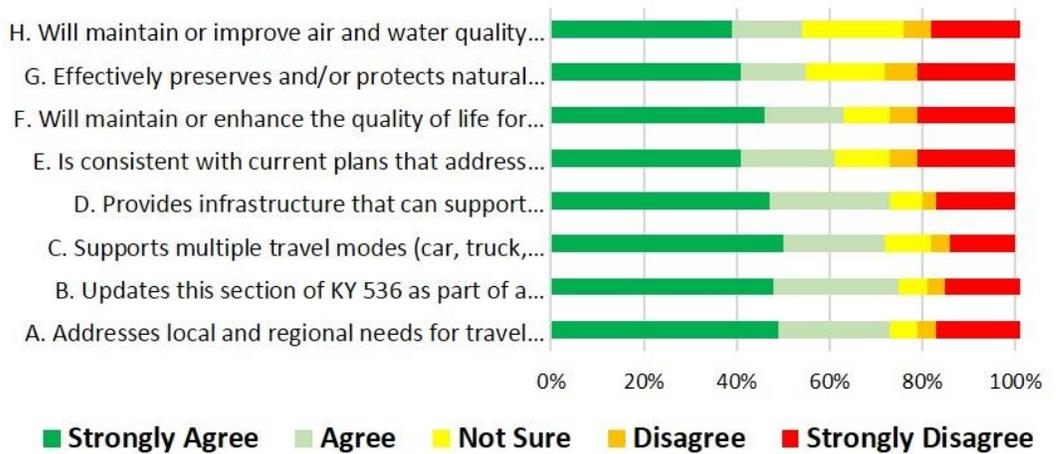


Table 2. Comment Form Question 2 Responses

The Off-Alignment Alternative:	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
A. Addresses local and regional needs for travel safety and reducing accident rates.	49% (77)	24% (38)	6% (9)	4% (6)	18% (28)
B. Updates this section of KY 536 as part of a modern, continuous transportation corridor that connects to a regional, multi-county roadway system.	48% (76)	27% (42)	6% (9)	4% (6)	16% (25)



C. Supports multiple travel modes (car, truck, bus/transit, bike, farm equipment, foot).	50% (79)	22% (35)	10% (15)	4% (7)	14% (22)
D. Provides infrastructure that can support economic prosperity in the region through efficient transportation connectivity.	47% (73)	26% (40)	7% (11)	3% (5)	17% (27)
E. Is consistent with current plans that address existing and future land use to efficiently accommodate growth in urban and suburban sections while maintaining the rural, agricultural character of the eastern portion of the study area.	41% (64)	20% (31)	12% (19)	6% (10)	21% (32)
F. Will maintain or enhance the quality of life for residents, business owners and other stakeholders located within the study area.	46% (73)	17% (26)	10% (16)	6% (10)	21% (33)
G. Effectively preserves and/or protects natural resources and hillsides while providing for mobility needs.	41% (64)	14% (22)	17% (27)	7% (11)	21% (32)
H. Will maintain or improve air and water quality in the area while providing for mobility needs.	39% (60)	15% (23)	22% (34)	6% (10)	19% (29)



Question 3: Please identify the degree to which you agree or disagree with the following statements:

- A. The On-Alignment Alternative should be advanced as the Recommended Alternative for improvements to be made along KY 536 between KY 17 and the Kenton/Campbell county line.
- B. The Off-Alignment Alternative should be advanced as the Recommended Alternative for improvements to be made along KY 536 between KY 17 and the Kenton/Campbell county line.

The responses to Question 3 directly supported those of both questions 1 and 2. The result being the overwhelming majority of responses (48 percent) saying that the Off-Alignment Alternative should be advanced as the recommendation. One hundred fifty-three responses were received for this question. Thirty-one respondents skipped this question.

Figure 3. Comment Form Question 3 Responses

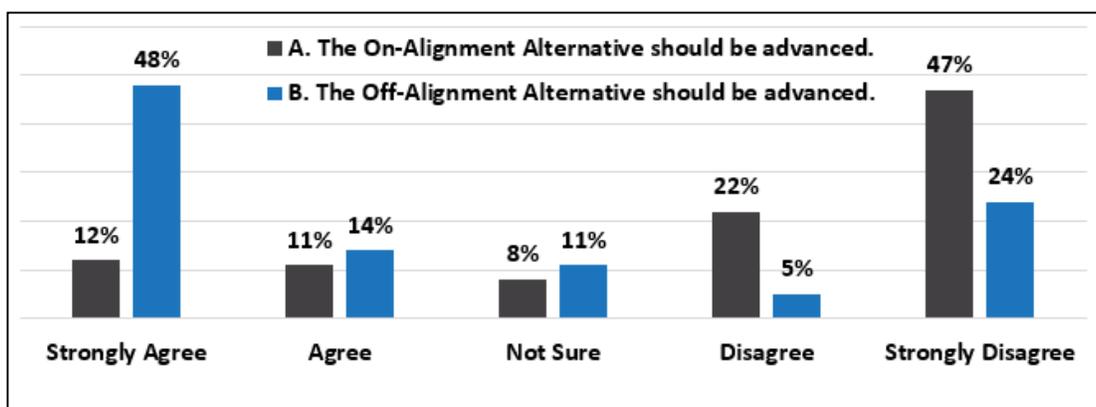


Table 3. Comment Form Question 3 Responses

The _____ Alternative should be advanced as the Recommended Alternative for improvements to be made along KY 536 between KY 17 and the Kenton/Campbell county line.

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
A. The On-Alignment Alternative	12% (18)	11% (17)	8% (12)	22% (32)	47% (70)
B. The Off-Alignment Alternative	48% (73)	14% (21)	11% (16)	5% (7)	24% (36)



Question 4: For the section of KY 536 between KY 16 and the Kenton/Campbell county line, please identify the degree to which you agree or disagree with the following statements:

- A. the posted speed limit should be 55 mph
- B. non-motorized travel such as bicycling and walking should be accommodated by 12-foot, paved shoulders on each side of the road
- C. non-motorized travel such as bicycling and walking should be accommodated by a separate, 10-foot multi-use path on one side of the road

Respondents were almost evenly divided on the issue of posted speed limit with another 16 percent “Not Sure.” Between the two bike/ped facility options, the separate, 10-foot multi-use path received the clear majority of public support. One hundred fifty-five responses were received for this question. Twenty-nine respondents skipped this question.

Figure 4. Comment Form Question 4 Responses

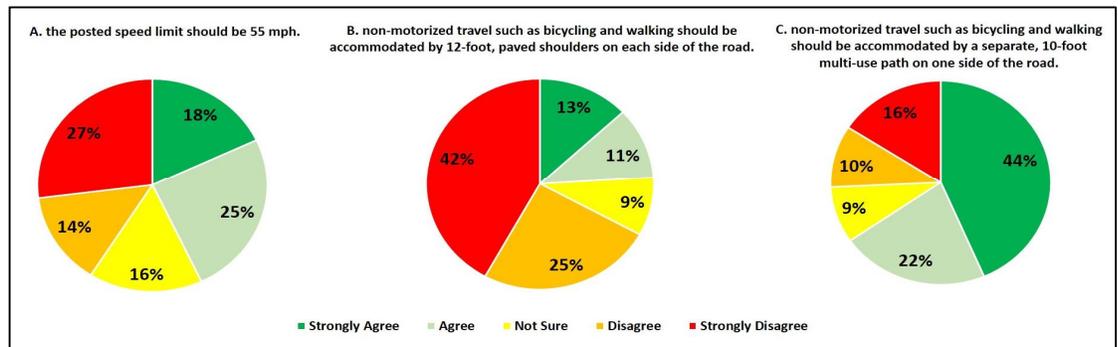


Table 4. Comment Form Question 4 Responses

For the section of KY 536 between KY 16 and the Kenton/Campbell county line,	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
A. the posted speed limit should be 55 mph.	18% (28)	25% (38)	16% (25)	14% (22)	27% (41)
B. non-motorized travel such as bicycling and walking should be accommodated by 12-foot, paved shoulders on each side of the road.	13% (20)	11% (16)	9% (14)	25% (37)	42% (62)



C. non-motorized travel such as bicycling and walking should be accommodated by a separate, 10-foot multi-use path on one side of the road.	44%	22%	9%	10%	16%
	(68)	(33)	(13)	(15)	(24)



Question 5: Please identify the degree to which you agree or disagree with the statement: The KY 536 corridor is an important east/west connection and investing in the improvement of the corridor between KY 17 and the Kenton/Campbell county line is a high priority to me.

Adding together those who responded “Strongly Agree” and “Agree,” 69 percent of respondents believe this section of KY 536 is important and worthy of improving. One hundred fifty-two responses were received for this question. Thirty-two respondents skipped this question.

Figure 5. Comment Form Question 5 Responses

The KY 536 corridor is an important east/west connection and investing in the improvement of the corridor between KY 17 and the Kenton/Campbell county line is a high priority to me.

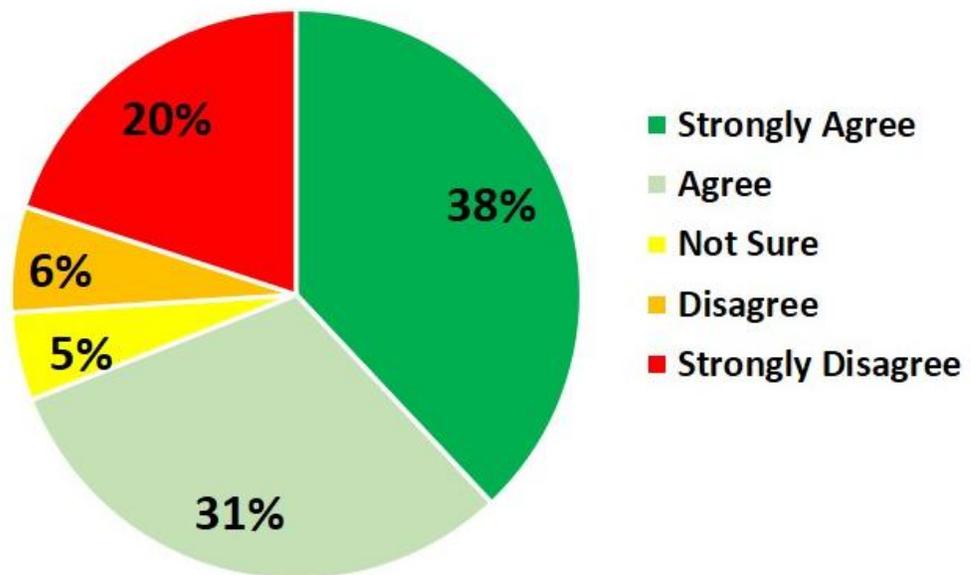


Table 5. Comment Form Question 5 Responses

The KY 536 corridor is an important east/west connection and investing in the improvement of the corridor between KY 17 and the Kenton/Campbell county line is a high priority to me.	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
	38%	31%	5%	6%	20%
	(57)	(47)	(8)	(9)	(31)



Question 6. Please use the space below to share any additional comments you may have.

This question provided the public an opportunity to share any and all comments. Ninety-eight people provided a comment. Eight-six people skipped this question. A complete list of every comment is included as Appendix P. Names, house numbers and email addresses have been removed from Appendix P to ensure anonymity and privacy.



Question 7. Please indicate which of the following best describes you.

A majority of respondents indicated that they “live within or near the study area” (47 percent). A total of 144 respondents answered this question. Forty respondents skipped this question.

Figure 6. Comment Form Question 7 Responses

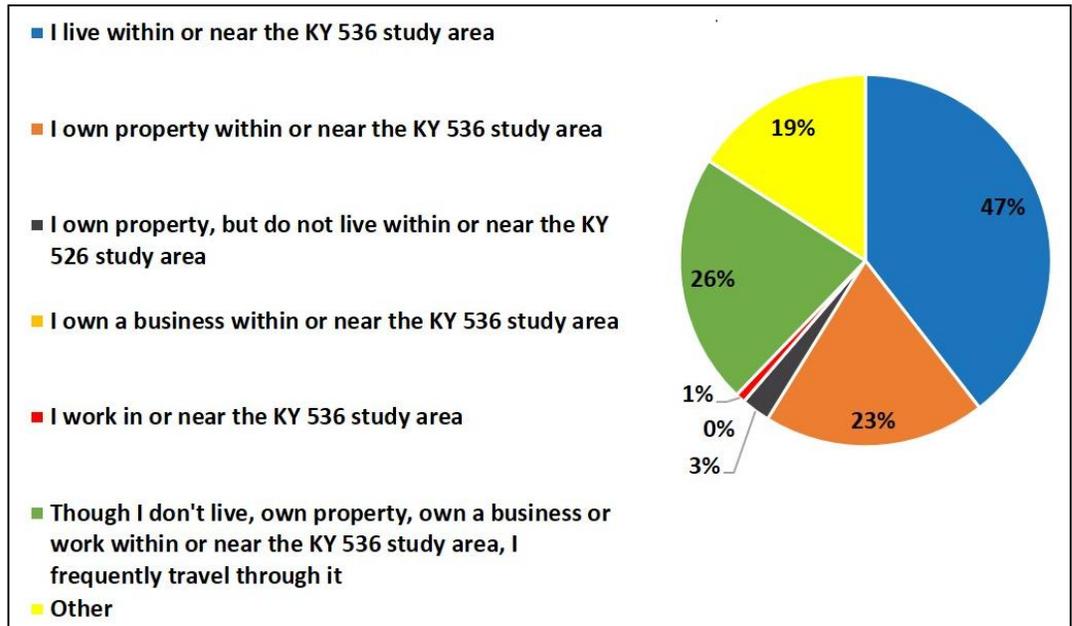


Table 6. Comment Form Question 7 Responses

Please indicate which of the following BEST describes you:	
I live within or near the KY 536 study area	47% (68)
I own property within or near the KY 536 study area	23% (33)
I own property, but do not live within or near the KY 526 study area	3% (4)
I own a business within or near the KY 536 study area	0% (0)
I work in or near the KY 536 study area	1% (2)



Though I don't live, own property, own a business or work within or near the KY 536 study area, I frequently travel through it	26% (37)
Other (open comment responses)	19% (28)



Question 8: In general, how frequently do you travel on KY 536 between KY 17 and the Campbell County line?

A majority of respondents indicated that they travel the corridor “Daily or almost daily” (30 percent). Adding these responses with those who said that they travel KY 536 “Several times a week” (24 percent), represents over half of the respondents. A total of 145 respondents answered this question. Thirty-nine respondents skipped this question.

Figure 7. Comment Form Question 8 Responses

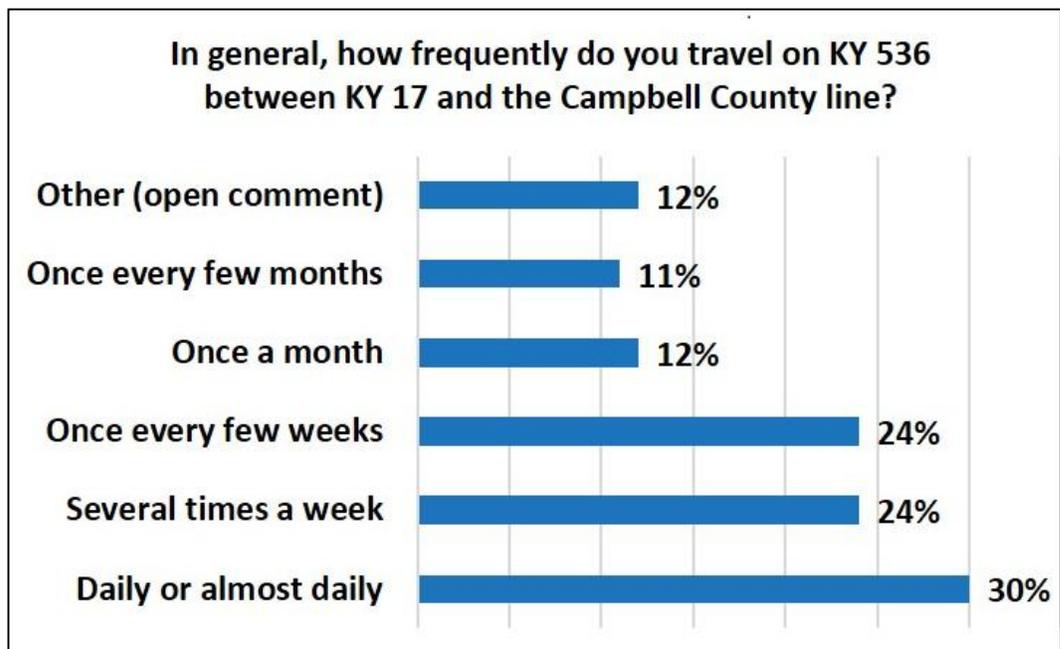


Table 7. Comment Form Question 8 Responses

In general, how frequently do you travel on KY 536 between KY 17 and the Campbell County line?	
Daily or almost daily	30% (42)
Several times a week	24% (35)
Once every few weeks	24% (35)



Once a month	12% (17)
Once every few months	11% (16)
Other	12% (17)



Open House Publicity Summary

Public Open House Flyer

OKI staff created and shared a Public Open House flyer with 120 OKI members at the September 8, 2015 OKI Intermodal Coordinating Committee and September 10, 2015 OKI Executive Committee meetings. Multiple copies of the flyer were made available at the September 25, 2015 PDT meeting for PDT members to take with them and distribute. Appendix K shows the second Public Open House flyer.

Legal Ad Placement

Notices were placed in several key regional newspapers prior to the public Open House meeting including the *Cincinnati Enquirer* (Cincinnati.com) and the Community Press newspapers. Appendix Q presents the text submitted to these outlets. The ads were published September 2015. Cost incurred by OKI for this ad placement was \$596.35.



Constant Contact and Social Media Communications

Constant Contact Messages

A general email database comprised of OKI Kentucky contacts identified through previous studies and new project-specific contacts obtained through the project website (www.oki.org/536) is maintained by OKI staff as part of this Scoping Study. The PDT members received notice of the Open House via Constant Contact on August 31 to “mark your calendars.” Open House “save the date” notices were sent via Constant Contact to the general database on August 31. A reminder about the Open House was made at the September 25 PDT meeting. A reminder Constant Contact message was sent to the general database on September 18. Meeting materials and information were posted on the study website and an email notifying recipients of their availability was distributed through Constant Contact to PDT members on October 8 and the general database on October 8 and October 29.

Website Postings

Notice of the final Public Open House was posted on www.oki.org/536 on September 4, 2015. All Public Open House materials were posted on www.oki.org/536 by 1:00 pm on October 5, 2015. OKI monitored the number of visits to the Study website reporting in October 2015 alone, the “Phase 3: Refined Alternatives & Final Recommendation” page received 1,932 views. This was the page where the comment form was posted along with the two refined alternatives and evaluation matrix. During Phase 3, the entire www.oki.org/536 site received a total of 6,387 page views from people clicking around the site to get information on the Study.

Social Media Postings

OKI uses OKI’s Facebook page and Twitter account for all Social Media networking activities. During Phase Three, the KY 536 Scoping Study was the subject of four Facebook posts reaching a total of 1180 people and two Tweets for a total of 612 impressions. Reach and impressions are the terms used to identify the number of people who saw the posts and/or tweets. These messages have been shared by numerous staff, PDT members and citizens.



Media Relations Summary

Press Release

A media or press release was prepared for the Public Open House and submitted to local print, TV, radio and online media news outlets. A copy of the release is included in Appendix R. The release was sent to 21 unique media-related email addresses initially on September 22 (Community Press/Recorder) and then on October 5 including: *The Cincinnati Enquirer*, *Cincinnati Business Courier*; *Community Press/Recorder* newspapers; *The River City News*, *Northern Kentucky Business Journal*, *Soapbox Media*, *CityBeat*, Northern Kentucky Chamber of Commerce, Northern Kentucky USA, WCPO, WLWT, Local 12, FOX 19, 700 WLW-AM, WNKU-FM and WVXU-FM.

The Community Press/Recorder & Cincinnati.com is the only media outlet known to have shared the press release information on September 28, 2015. The article (*And then there were 2: State to detail KY 536 options*) was shared by 26 people on Facebook. A link to the article is provided on www.oki.org/536's Media Page.

Media Coverage

One member of the media is known to have attended the October 5, 2015 Open House. This reporter was Melissa Stewart with *The Community Recorder*. Her attendance at the Open House and a pre-Open House conference call with the Study's Project Manager resulted in two media postings on September 28 and October 7. Links to each are provided on www.oki.org/536's Media Page.

- October 7, 2015 (CINCINNATI.com) *Ky. 536 residents, travelers view alternatives for road*
- September 28, 2015 (CINCINNATI.com) *And then there were 2: State to detail KY 536 options*



Other Outreach

KY 536 Property Owners

On September 4, 2015, OKI sent a direct mailing to every property owner on KY 536 within the Study Area. Addresses along a portion of Taylor Mill Road and all of Mann Road within the study area were also included. The mailing consisted of the October 5 Public Open House flyer (Appendix K).

PDS E-Newsletter

Planning and Development Services of Kenton County (PDS) area also a member of the PDT. From their work throughout Kenton County, PDS has an extensive email database of contacts. Every month, PDS sends out an electronic newsletter to their email contacts. PDS was unable to share their email contacts directly with OKI, so the Study Team utilized their newsletter to reach out to people throughout Kenton County with information about the Study website, October 5 Public Open House, refined alternatives and online comment form. Appendix S shows the article that was included in the July/August PDS e-newsletter that went out electronically on August 27, 2015.

Tri-State Trails Alliance

The Project Manager met with five members of the Tri-State Trails Alliance on Wednesday, September 23. The meeting was requested by KY 536 PDT member and Regional Trail member Mayor Sherry Carran to answer questions and discuss trail facilities in relation to the study's alternatives. Copies of the two, refined alternatives were shared along with the evaluation matrix, Phase Two Fact Sheet and October 5 Public Open House flyer. The Project Manager encouraged the group to have their members visit the website and complete the online comment form to share their input. The following people attended the meeting: Sherry Carran, Wade Johnson, Jason Reser, Frank Henson, Richard Hunt, Mark Policinski, Summer Jones and Robyn Bancroft. The group included an article on the KY 536 Scoping Study in their Autumn Quarterly Meeting Recap publication which is included as Appendix T.

U.S. and Kentucky Elected Officials

On September 23, the Project Manager worked with Kenton County Fiscal Court staff to draft and send an email to US and Kentucky elected officials. This email



provided a status report on the KY 536 Scoping Study which included a summary of the activities and two, refined alternatives provided in Phase Three of the study. The Public Comment Summary Report for Phase Two, Phase Three maps and evaluation matrix, and October 5 Public Open House flyer were attached to the email. The website address was also included along with mention of the online comment form which would remain open until November 5, 2015. A sample copy of the email is included as Appendix U. The email was sent to the following elected officials or their staff representatives:

- Rob Porter, District Field Director for US Congressman Thomas Massie
- Shane Noem, Field Representative for US Senator Mitch McConnell
- Billy Mathews, Field Representative for US Senator Rand Paul
- KY Representative Brian Linder
- KY Representative Thomas Kerr
- KY Senator, Chris McDaniel
- KY Senator Damon Thayer

After receiving the email, Shane Noem from Senator McConnell's office requested a general informational meeting with OKI staff to discuss the KY 536 Scoping Study and other agency activities. This meeting was held at OKI on October 14, 2015.



Conclusion

Final Overview

The KY 536 Study Team actively reached out to stakeholders (regional and local civic leaders and elected officials, business and community organization representatives, neighborhood groups, property owners, residents and more) in Phase Three of the KY 536 Scoping Study to ensure that community members were informed about the Study and its goals, and had multiple opportunities to exchange information with the Study Team, share their comments, questions and concerns and provide input on the refined alternatives and final recommendation. Feedback received helped inform and guide the Study Team reach a final recommendation for the Study.

As with the other study phases, extensive and invaluable public input was received during Phase Three. Members of the public clearly expressed that improvements are needed along KY 536 between KY 17 and the Kenton/Campbell County line and agreed with the PDT's September 25 meeting recommendation that the Off-Alternative be advanced by the KY 536 Scoping Study's Final Report.

Two other key components were recommended for further review and consideration by the Kentucky Transportation Cabinet as improvements are advanced to the Design Phase. These components were posted speed limit(s) and non-motorized transportation accommodations. Opinions heard during Phase Three of this Study were split down the middle regarding 45mph versus 55mph. With the topic of non-motorized facilities, the greatest majority of support from the public was for the inclusion of a separate, multi-use path for the KY 536 section east of KY 16. The PDT agreed and included the multi-use path in their final, November 16 meeting recommendation for the Off-Alignment Alternative.

Next Steps

This Public Summary Report for Phase Three concludes the Study's public involvement process. As this report is being completed, the Study Team is also drafting the KY 536 Scoping Study's Final Report. These two final documents along with an Executive Summary will be posted to the Study's website (www.oki.org/536) by December 31, 2015. The KY 536 Scoping Study Manager will present the KY 536 Scoping Study to the OKI Board of Directors on January



14, 2016 for adoption. The OKI 2040 Regional Transportation Plan (2016 Update) will consider for inclusion the improvement recommendations as identified by the KY 536 Scoping Study subject to air quality and fiscal constraint requirements. The timing of future project phases (Design, Right of Way, Utilities and Construction) for the improvement recommendations as identified by the KY 536 Scoping Study are dependent upon funding availability.

