

MAY 2012 :: VERSION I



ILLINOIS
STATE TRANSPORTATION PLAN



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STAKEHOLDER INVOLVELEMENT PLAN

... Transforming Transportation for Tomorrow



Illinois Department
of Transportation

Long Range State Transportation Stakeholder Involvement Plan

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Statewide Long Range Transportation Plan Stakeholder Involvement Plan (SIP)

I. Introduction

Illinois is the 5th most populous of the 50 United States, and transportation has held an important role in creating and shaping the state. With Illinois' vast multi-modal network, residents, visitors, and businesses rely on the transportation system to foster economic, social, educational and cultural activity. This is evident by the millions of travelers that use roads and trails, waterways, airports, inter-city rail and public transportation options within the transportation network across the state.

Proactive and early public involvement in the Long Range State Transportation Plan (Plan) update process is an obligation of government agencies. Not only because of law, but because when properly conducted, public involvement results in improved definition, broader analysis of solutions and increased chances for ultimate implementation. Public involvement in the decision making process requires agency leadership, creative thinking and a vision for the future. Addressing public concerns throughout the process legitimizes the final result and concludes with considerably more popular and sustainable results.

The Long Range State Transportation Plan (Plan) sets forth policies and goals that guide the development of the state transportation system. The Plan will identify key needs and issues that will guide the Illinois Department of Transportation (IDOT) in their investment decisions for the state transportation system over the next twenty plus years.

To comply with Federal and State requirements a master plan for highway, waterway, aeronautic, mass transportation, and railroad systems, including a Freight Mobility Plan will be submitted to the Governor, General Assembly, Federal Highway Administration and Federal Transit Administration by December 31, 2012.

An extensive public outreach effort is a crucial part of the year-long plan update to ensure the identified trends, challenges, and transportation policies reflect the desires of Illinois' citizens and meet the needs of transportation users. The Plan must make a good faith effort to address all federal regulatory requirements. The Plan update has been segmented into milestones.

1. Stakeholder Involvement Kick-off Activities
2. Special Interest/Stakeholder Meetings
3. Public Meetings (There will be two separate rounds of public involvement meetings)
 - a. First round is to get input and direction from the public to guide the department in developing the Draft Plan.

- b. The Second round is to then to present the Draft Plan for further review/input for preparation of the final Plan.
4. Website, Newsletter Development, Surveys
5. Incorporate the Illinois State Rail Plan into the Plan
6. Development of Sub-Reports to address specific areas of interest
7. IDOT Steering Committee oversight prior to major milestones
8. Final Plan (including Sub-Reports) delivered to the Governor, General Assembly, Federal Highway Administration, and the Federal Transit Administration by December 31, 2012.
9. Year-end report documentation and other requirements

The stakeholder involvement plan will seek to increase public awareness and interaction and to provide information to foster an all-encompassing decision-making process. Likely elements of this process include:

- Explore current and emerging problems and concerns interactively with groups who have an interest in the outcome.
- Apply the skills of all relevant disciplines in a synergistic, rather than sequential, process.
- The plan will serve as a framework plan for all other rail, freight, bike, aviation and transit long and short term plans. This multi-modal approach will establish guidance and priorities for state transportation system decisions and will keep pace with changing priorities and challenges.
- Produce outcomes that satisfy the enhancement of the system with particular interest in sustainability, multi-modal availability, human capital investment, increased services in intercity rail and public transportation and improved bike-pedestrian infrastructure.

Ensuring opportunities for the exchange of information and ideas between the public and the Steering Committee requires a variety of strategies to be used. The key objectives of this Stakeholder Involvement Plan include:

- Proactive outreach to stakeholders;
- Early and continuous businesses and community leader participation;
- Reasonable access to information in clear, jargon free language;
- Opportunity for public comment prior to key decisions; and
- Focused stakeholder participation on decisions.

The Plan includes a discussion of anticipated stakeholder activities, participants and intended audiences, and a process schedule. It should be noted that this stakeholder involvement plan is dynamic, and can be adapted to meet new involvement techniques, evolving study circumstances, or other factors.

This approach to public involvement emphasizes the design and implementation of a flexible stakeholder involvement plan. One that is responsive to the unique conditions surrounding the program, provides for continuing substantive input, ensures that public concerns get a fair hearing, and meets all federal, state, and local requirements. It is based on techniques that have yielded successful results with similar programs.

A. Study Area

The Long Range State Transportation Plan encompasses the entire State of Illinois.

B. Participants and Audience

Defining who the "public" is and identifying all affected parties early in the planning process is key to ensuring that the full range of public opinion is heard during the planning phase guiding the decision making process. For the development of the Long Range State Transportation Plan, there are a number of different participants that will be contacted, consulted and advised. Parsons Brinckerhoff will use IDOT's current database of up to 1,950 interested parties. The Parsons Brinckerhoff Team will review the list and add stakeholders as necessary. Participants and the larger audience in this study include:

- Elected and appointed local, regional, state and federal officials;
- Local, regional, state and federal environmental, economic, historic, cultural and transportation agencies;
- The business community, safety professionals, and professional associations;
- Local, regional and state environmental, community and civic organizations;
- Local, regional and state-wide media firms; and
- The general public.

This list may be modified if new interests are identified. All interested participants will be kept informed via e-blasts and press releases about the Plan, its progress and key decisions. These efforts will increase awareness and information about the Plan and will have a positive outcome for future transportation investments in the State of Illinois.

C. Study Participant Roles and Responsibilities

IDOT is directing this study and will have the final responsibility for all public involvement efforts. The Parsons Brinckerhoff Team will assist IDOT with message development, correspondence, interaction with the public, and other public involvement strategies.

To gain an understanding of the issues and concerns related to a specific issue area, a series of 10 special interest/stakeholder meetings will be held early in the process in order to gauge public opinion on specific topic areas. The special interest/small group meetings will be comprised of stakeholders and individuals with a professional focus or interest in their field(s) of expertise.

Additionally, general meetings will be held with state and federal resource agencies as part of the process to provide input in developing the proposed Plan.

D. Plan Implementation

This report serves as a guide for public involvement in the Plan and the public involvement begins as soon as the Plan starts and continues throughout the process. IDOT welcomes and encourages input on its plans and policies at any time.

Implementation of this Plan requires the commitment and efforts of all Steering Committee participants. As an implementation guide, this plan links specific strategies to the Plan and identifies the audience each strategy is intended to reach, and includes actions, responsibilities, and timing.

The Parsons Brinckerhoff Team will be responsible for the overall development, implementation and coordination of the stakeholder involvement plan in consultation with the Steering Committee

II. Public Involvement Activities

The following activities are proposed as the Stakeholder Involvement Plan (SIP) for the Plan. Unless otherwise noted, the consultant team is the responsible party for activities and coordination. All activity will be approved by the Steering Committee and before proceeding. The Parsons Brinckerhoff Team will coordinate internal reviews and approvals including the consolidation of review comments and resolution of conflicting issues.

Each strategy is described, identifies a target audience, and includes an implementation schedule.

The schedule for the Plan update is as follows:



- April - December: Public Involvement throughout the Plan update
- April - August: Special Interest Group & Stakeholder Meetings

- May - June: Statewide Public meetings to seek early input into the Plan
- June - September: Prepare Draft Plan
- September - October: Statewide Public meetings to seek comment on recommended Plan
- Fall: Illinois State Rail Plan will be incorporated into the Plan
- December: Finalize Long Range State Transportation Plan for submittal to the Governor, General Assembly, Federal Highway Administration and Federal Transit Administration.

A. Stakeholder Activities

Stakeholders are identified as those interested parties who have a vested interest in the outcome of a planning process.

The following list identifies the general categories of stakeholders that will be identified. The various involvement activities will be focused on communication with these stakeholders:

Stakeholder Categories

Public Works Directors	Mayors/Village Presidents	County Officials
General Assembly	Environmental	Economic
Business	Human Services	MPO's
Mobility	Transit	Associations
Safety	Security	Industry Partners
Underserved Populations	Community Organizations	Regional Planning Councils
State Agencies	Tourism	Social Services

B. Stakeholder Meetings - Segment I of Public Involvement

Partnering opportunities with groups such as, State and Federal Resource Agencies, County and Municipal officials, Metropolitan Planning Organizations, Illinois Association of Regional Councils, and Regional and County Planning Agencies will occur throughout the Plan update.

Additionally, in order for IDOT to understand issues and concerns related to specific issue areas, IDOT will be conducting 10 special interest/stakeholder meetings early in the process in order to gauge public opinion on specific topic areas. The meetings will be comprised of stakeholders and individuals with a professional focus or interest in the related topic, including civic and advocacy groups. Topic areas include, but not limited to:

- Urban Mobility and Job Access
- Environment and Sustainable Community Development
- Economic Development / Global Competitiveness

- Rural Mobility
- Underserved Populations
- Freight Mobility
- Safety and Security
- System Maintenance and Preservation
- Human Capital and Workforce Development
- Transportation Funding

As opportunities arise, IDOT and the Plan team will participate in individual meetings regarding the Plan and/or to present the Plan update at other group meetings. These meetings may include but not limited to the Regional Transportation Authority (RTA) with Chicago Transit Authority (CTA), Metra and Pace, Metro Transit, the Interagency Coordinating Committee on Transportation (ICCT), the Lieutenant Governor’s Rural Affairs Council, other state agencies and a joint staff meeting with the Township Officials of Illinois (TOI), Illinois Municipal League (IML), Illinois Association of County Engineers (IACE), Workforce Boards and Economic Development Organizations.

Additionally, general one-on-one meetings will be held with state and federal resource agencies as part of the process to gather input for developing and discussing the vision for the Plan.

At the special interest/stakeholder meetings, a brief overview presentation will be made, tailored to the stakeholder groups. These presentations will ensure that a consistent message is delivered. Summaries of all meetings – interviews and briefings – will be prepared, to ensure follow up on any thoughts and ideas that could be incorporated into the overarching framework of the Plan.

Action/Parsons Brinckerhoff Team Responsibility:

- Design and distribute invitations
- Prepare exhibits, presentation, handouts, and comment form
- Conduct 10 special interest/small group meetings
- Draft a meeting summary for each special interest/stakeholder meetings

Timing:

- Mid-May early June, 2012

C. Steering Committee

The Steering Committee is expected to meet periodically throughout the project.

To guide the study and message development, IDOT will serve as the project Steering Committee. This committee has been designated to provide guidance on the conduct and findings of the project. Typically, the Steering Committee will meet prior to major milestones and before moving onto the next steps.

D. Public Information Meeting - Segment II of Public Involvement

In addition to special interest/small group meetings, kick-off public meetings will be held to introduce the study, seek input regarding issues, and collect information on the public's overarching vision for the transportation network in the state. Initial public meetings will be held in May and June, 2012 (see schedule below).

There will be a series of **six (6) project kick-off meetings**. The series of meetings will be in open house format, to allow for one-on-one conversation between the public, and Steering Committee representatives. Exhibits will provide background information, with IDOT and Parsons Brinckerhoff team representatives available to answer questions and listen to comments and concerns.

Comment forms will be provided at the meetings to obtain feedback. Other feedback opportunities include the project's website at www.IllinoisTransportationPlan.org.

Action/Parsons Brinckerhoff Team Responsibility:

- Develop and maintain a mailing list of interested participants
- Organize and advertise public meeting(s)- including newspaper advertisements
- Design and distribute e-blast invitations
- Prepare and print exhibits, handouts, and comment form
- Draft a list of anticipated questions and answers
- Hold meetings in Rockford, Peoria, Moline, Carterville Springfield, , and downtown Chicago
- Draft a meeting summary for each public meeting
- Draft responses to meeting comments

Timing:

- May 2, 2012 - IDOT Project Initiation Letters sent to approximately 1950 stakeholders
- May 8, 2012 - Announcement of Public Meetings via Press Release and first Ad Display
- May 22 2012 - Public Meeting in Rockford
- May 23, 2012 - Public Meeting in Peoria
- May 24, 2012 - Public Meeting in Moline
- June 5, 2012 - Public Meeting in Carterville
- June 6, 2012 - Public Meeting in Springfield
- June 13, 2012 - Public Meeting in downtown Chicago

E. Public Information Meetings - Segment III of Public Involvement

There will be a second series of **six (6) public meetings** to seek feedback from stakeholders on the

DRAFT Plan which will reflect to the greatest extent possible, input received during the previous public outreach efforts.

The series of meetings will be in open house format, to allow for one-on-one conversation with the public. Exhibits will provide preliminary ideas and facts regarding the state's transportation system, topics of interest, and visions for the Long Range State Transportation Plan, with IDOT and Parsons Brinckerhoff team representatives available to answer questions and gather comments and concerns.

Comment forms will be provided at the meetings to obtain feedback. In addition to the public meetings, those wishing to provide comments or feedback can do so in a variety of ways. For tracking purposes IDOT encourages you to submit your comments through the project's website at www.IllinoisTransportationPlan.org. In addition, comments can be mailed to IDOT at the following address:

Illinois Department of Transportation
Statewide Program Planning, Room 307
2300 South Dirksen Parkway
Springfield, Illinois 62764

Attn: Long Range State Transportation Plan Coordinator

Action/Parsons Brinckerhoff Team Responsibility:

- Develop and maintain a mailing list of interested participants
- Organize and advertise public meeting(s)- including newspaper advertisements
- Design and distribute e-blast invitations
- Prepare and print exhibits, presentation, handouts, and comment form
- Draft a list of anticipated and commonly asked questions and answers
- Hold meetings in Rockford, Peoria, Springfield, Carterville, and downtown Chicago.
- Draft a meeting summary for each public meeting
- Draft response to meeting comments

Timing: Phase III of the Public Involvement Meetings will take place mid-September to early October. Exact dates will be published on the Plan website once they have been determined.

It should be noted that the findings from the Illinois State Rail Plan, which is being developed under a separate contract, will be incorporated into the Plan amendments. For information on the Illinois State Rail Plan please refer to, <http://www.dot.il.gov/ilrailplan/index.html>.

F. Project Website and Comment Management System

In an effort to utilize electronic resources, a website is a useful tool to disseminate information to the public and to receive input and comments. A website can provide a centralized source of information, available to anyone with access to the internet at any time. A website also has the capability of maintaining a history of the project in a cost-effective manner.

To facilitate access to project information, a website has been developed for the Plan, www.IllinoisTransportationPlan.org. During the Plan development, this website will be hosted and maintained by Parsons Brinckerhoff. The website will include the plan update process, schedule, reports, and presentations, public meeting information, fact sheet/newsletter, 2007 State Transportation and Special Reports, frequently asked questions and answers, glossary of terms, how to get involved, related web links, comment form and mailing list sign-up. The website will be updated as appropriate when new information is available and at major milestones. Comments will be distributed weekly to the consultant's Project Manager for action.

G. Project Branding and Newsletters

The Parsons Brinckerhoff Team created a project branding and logo for increasing public awareness, interaction, and information through the identity of the study. For consistency, the project logo will be used on all printed or electronic communications.

A common communication tool for a project is the use of fact sheets/newsletters. These newsletters will not only expand upon the basic information found on the website, but also updates readers on the study's progress. It is anticipated that two (2) project fact sheets/newsletters will be developed during the course of the project to coincide with the public involvement meetings.

Distribution techniques for newsletters will include limited distribution of paper copies. Distribution will rely primarily on email distribution and distribution via the project website.

Fact sheet/Newsletters will be posted on the website as well as available at the special interest/small group meetings, industry meetings, MPO's and the public meetings.

Action/Parsons Brinckerhoff Team Responsibility:

- Produce a project brand/logo
- Write, publish, edit, print and distribute fact sheet/newsletters

Timing:

- April/May 2012 - Newsletter #1 - Segment I and II of the Public Involvement
- September/October- Newsletter #2 - Segment III of the Public Involvement

H. Final Special Reports and Final Plan for the Governor, General Assembly, Federal Highway Administration and Federal Transit Administration

Action/Parsons Brinckerhoff Team Responsibility:

- Write, edit and publish and print the FINAL Special Reports
- Write, edit and public and print the Final Plan and summary book for the Governor, General Assembly, Federal Highway Administration and Federal Transit Administration

Timing:

- December 17, 2012 Deliver Final Plan, Special Reports and Summary Book to IDOT

I. Media Outreach

An effective method of informing the general public about a project and its results is through broadcast and print media. To effectively use the media, a number of media strategies must be employed to get accurate and frequent coverage of the project and the study; these strategies press releases, media briefings, publication pieces, media correspondence, and one-on-one briefings with agency-designated spokespersons.

The approach is to issue a number of press releases throughout the study period. Incorporating the key message, these press releases will announce public meetings, study progress to date, important results, and next steps. Overall, this will be an approach that is complementary to the public involvement tools.

Policies and procedures for working with the media will be established by IDOT. Media contacts are to be coordinated through IDOT.

Action/Parsons Brinckerhoff Team Responsibility:

- Develop message statements throughout study
- Write and place ad displays (English and Spanish) for public meetings and other events as required
- Write and distribute press releases
- All media inquiries are to be directed to IDOT

Timing:

- May 8, 2012 Press Release announcing 1st round of 6 Public Meeting Dates/Locations
- May – June 2012 – Ad displays to be run in print media based on geographic area of the Public Meetings
- September/October , 2012 – Press Release announcing 2nd round of Public Meetings

Dates/Locations

- September/October 2012 – Ad displays to be run in print media based on geographic area of the Public Meetings

In addition, third party websites will be used to post ad displays, press releases and project newsletters.

J. Public Response and Communication

To support public meeting invitations, newsletter distribution and other direct public contact, a mailing list has been developed and will be updated on a continuing basis. Additional contacts and contact information will be added to the list, as they become available or at their request.

Throughout this study, direct public comment will come in the form of e-mail (via a direct link from the web site), standard mail, phone calls and comment forms from meetings and small group meetings. Indirect public comment will come through the media and non-agency sponsored meetings. It is important to monitor and address all sources of public comment so that the public understands that its concerns and opinions are being recognized. This also enables the Plan team to be able to respond to potentially problematic issues and address any misconceptions about the Plan.

Mail and e-mail responses offer the time to develop a personalized response, yet timeliness is important as well. Two weeks for developing, editing, approving and mailing the response is a proposed time frame, throughout the study process, but will vary depending on the nature and complexity of the response required. Phone calls and standard mail will be answered by IDOT and/or the Project Team as appropriate.

Monitoring media reports will continue throughout the study. Reports on the activity will be detailed as they occur.

The Parsons Brinckerhoff Team's project manager will chair bi-weekly progress meetings (weekly meetings may be required during critical periods). These meetings will be conducted via phone conference.

Action/ Parsons Brinckerhoff Team Responsibility:

- Develop and maintain mail list through sign-in sheets, e-mail and phone contacts
- Write, edit, submit for review and mail responses to public comment
- Monitor and report on media reports

Timing:

- Ongoing throughout study process
- Comments will be responded to in a timely fashion

Summary

This SIP details the public involvement activities that will be carried out during the development of the Plan. These activities are consistent with the overall scope and budget for this project. During the course of the project, flexibility will be maintained to ensure that the most efficient and effective approaches are being used at the appropriate time during the project to secure stakeholder participation.

During the course of the project, if it is determined that the emphasis should be changed among these techniques, or that other approaches will be more productive, then the SIP will be modified, as agreed to by the Project Team.