

CITY OF BISBEE COMPREHENSIVE TRANSPORTATION PLAN
ARIZONA DEPARTMENT OF TRANSPORTATION

PUBLIC INVOLVEMENT PLAN
TASK ASSIGNMENT MPD 34-10
SEPTEMBER 2010

INTRODUCTION

The City of Bisbee's current General Plan calls for the creation of a Comprehensive Transportation Master Plan. This general plan is to include and address all streets, bridges, sidewalks, public stairs, shared-use pathways, transit, public parking, airport, and transportation-related drainage facilities. The principle product of the study will be a final report that contains a plan for recommended improvements over the next five, ten, and twenty-year periods. The final report will also include all supporting data and a complete summary of the public participation program. This is an Arizona Department of Transportation (ADOT) Planning Assistance for Rural Areas (PARA) study.

PURPOSE

This Public Involvement Plan (PIP) is designed to support and contribute to sustainable long-range planning by ADOT for improvements to the transportation situation in the City of Bisbee and contains elements that would be useful during the study phase of the project expected to take approximately 18 months beginning in August 2010. Both the public and decision makers need to fully understand the problems, opportunities and available options to finding acceptable solutions. Effective public participation facilitates understanding and improves decisions by bringing all issues and perspectives to the table.

The purpose of the PIP is to:

- Clarify specific public involvement objectives for the project
- Establish a process for communicating with and obtaining input from project stakeholders
- Ensure a clear understanding of the level of public influence and public involvement goals and tools
- Identify the appropriate communication tools and techniques that will be used in this process

GOALS AND OBJECTIVES

One of the main goals of the City of Bisbee Comprehensive Transportation Plan public involvement process will be to seek general public, stakeholder and agency suggestions and agreement for long-range improvement concepts for the City of Bisbee.

The objectives of the public involvement process will be to:

- Inform and involve project stakeholders so they become active in the decision-making process utilizing individual interviews, public meetings and other methods of communication
- Assist in developing project materials that provide information and feedback opportunity for the public
- Schedule public meetings, develop meeting materials, summarize meeting minutes, and document feedback from the public
- Keep stakeholders engaged by reporting back on how their input influences project decisions
- Document the outreach process in a Public Involvement Summary report at the end of the project

APPROACH

The intent of public participation is to provide information about this project to the stakeholders of the City of Bisbee and to gather information from them regarding issues, problems and opportunities. The approach will be adapted to reach various groups of stakeholders. Each of these groups has distinct issues, concerns and needs. The intent is to ensure that each group's priorities are addressed:

- Elected officials and key local leaders
- Local residents and business owners
- Regional travelers and highway users
- Agency staff from the City of Bisbee and Cochise County, area law enforcement and public safety agencies
- Representatives of special-interest groups, i.e. Chambers of Commerce, Rotary and Kiwanis Clubs, Parks & Recreation and Tourism departments, Economic Development department, area schools and community college, and other citizen groups as identified

TASKS

- Public Involvement Plan, Kickoff Meeting and Project Management:
Team members assigned to this project will meet for the project kickoff and discuss and agree on a scope of work and approach to public involvement. In addition to the kickoff meeting, four additional Technical Advisory Committee (TAC) meetings will be held to discuss and share project information, public concerns, develop or modify public outreach strategies, and review progress. This task involves ongoing contact with the ADOT project manager and Communication and Community Partnerships (CCP) public information officer for contract and budget management and coordination of assignments as needed. Kaneen will attend the initial kickoff meeting and possibly two additional TAC meetings directly before the two scheduled public meetings.

- Identify Stakeholders and Communication with Public:

Kaneen will work together with CCP to assist the team in identifying “stakeholders” whom we define as people and organizations that represent the general public in some way. They may include elected officials, community, business and public safety leaders and representatives of special-interest groups. Community outreach will be conducted in various ways including press releases, public meetings and other methods as needed. A comprehensive list of contact information for communication will be continuously developed throughout the project. The team may schedule individual stakeholder meetings when specific project information needs to be discussed and are typically scheduled on an as-needed basis. These small group meetings often serve as a goodwill gesture and an opportunity for vital stakeholders to learn about project impacts and establish a strong relationship with ADOT representatives. All stakeholders will also be invited to the public meetings to ensure that their input is solicited and evaluated. Any media releases, features, and interview requests will be coordinated by ADOT CCP.

- Public Meetings:

Two rounds of public meetings will be scheduled over the duration of this project. Currently these meetings are planned for May and September of 2011. Kaneen Advertising and Public Relations will arrange for reserving facilities, creating and printing a postcard notice to be distributed by City of Bisbee personnel to various frequented venues in Bisbee, and will provide meeting materials to currently include sign-in sheets and name tags as needed. Electronic notification by email may be used to announce meetings and events if deemed appropriate. Kaneen will be responsible for taking minutes and preparing and distributing a Public meeting Summary report to the project team electronically within ten days of the conclusion of each meeting. All notification and/or advertising for the meeting will be coordinated through and by the direction of ADOT-CCP.

Kaneen will be responsible for the collection and documentation of comments received at all public meetings or other means of communication. This may be by questionnaire or open-ended comment form that the public will fill out at the public meetings. Comments will be directed to the team and ADOT for review and the public involvement team will be responsible for composing the appropriate response letters to the respective agency representatives and members of the public. A final report outlining the public involvement activities associated with the project will be prepared and will include copies of all notices, contacts made, stakeholder interview notes (conducted and provided by the technical team), comment forms and/or questionnaires. This report will be provided electronically to the ADOT project manager and WilburSmith Associates for inclusion in the final report.