

**SCOPE OF WORK**  
**La Paz County Transportation Study Planning Assistance for Rural Areas (PARA)**  
**Public Involvement Plan**

Contract No. TO649C0018  
Purchase Order PG SS3733  
LSD Project No.: 095070  
LSD Task Order 007

**1.0 INTRODUCTION**

The Arizona Department of Transportation (ADOT) Communication and Community Partnerships (CCP) has requested that Logan Simpson Design Inc. (LSD) develop and implement a Public Involvement Plan (PIP) for the La Paz County Transportation Study Planning Assistance for Rural Areas (PARA), facilitated by the ADOT Multimodal Planning Division (MPD). The purpose of the study is to prepare a transportation plan with short-, mid-and long-range elements and a Transportation Improvement Program (TIP) to guide La Paz County, the Towns of Parker and Quartzsite, and the Colorado River Indian Tribes (CRIT) in implementing improvements to ensure a safe and efficient transportation system. Transportation plans will be devised for 2015, 2020, and 2030 to serve the study area. The plans, which will include multimodal and freight elements, will address improvements to meet resident, visitor, and commercial travel demand on study area roadways that has resulted from population growth and economic development.

**2.0 PURPOSE**

This PIP is designed to outline the strategy to obtain meaningful input from the public, government agencies, non-governmental organizations, and other stakeholders on the improvements that would be appropriate for the La Paz County Transportation Study. The plan identifies the roles and responsibilities of the ADOT Project Team; the types, number, and purpose of the recommended meetings; and the methods by which the community will be notified and kept up to date on project developments. The plan includes a preliminary schedule of public involvement activities, although it is recognized that public outreach components need to be timed based on overall project status and deliverables.

Effective public participation facilitates understanding and improves decisions by providing a reasonable opportunity for all interested parties to provide input, identify issues and concerns from all perspectives in response to the PARA. Both the public and the decision makers shall be given an opportunity to fully understand the problems, opportunities, and available options for planning acceptable solutions for the transportation plan.

The purpose of this PIP is to:

- Clarify specific public involvement objectives for the project.
- Develop a preliminary schedule for the process concurrent with the planning process.
- Establish a process for communicating with and obtaining input from the stakeholders who will or may be impacted by this transportation project.
- Identify appropriate communication tools and techniques that will be used in the process.

**3.0 GOALS AND OBJECTIVES**

The goal of this PIP is to identify what is important for transportation planning in the project area and to seek agreement and suggestions from the general public, stakeholders, and agencies for long-range transportation plans. The objectives of the PIP include:

- Assist ADOT and the consulting team in developing a well planned and researched, legally defensible, and publicly acceptable public outreach program.
- Provide on-going information to the stakeholders and obtain meaningful input from the stakeholders about the project.
- Identify key issues and concerns of the public.
- Develop and implement a process that maintains open and continuing two-way communication between the public and the ADOT project team.

#### **4.0 APPROACH**

This Scope of Work reflects decisions made during a project meeting held on March 13, 2009, with representatives from ADOT (MPD and CCP) and ADOT MPD's engineering consultant, Lima & Associates (LIMA). At this time no formal governmental relations efforts are needed ADOT CCP will be responsible for media relations for the project. The project is expected to be completed in approximately 15 months starting in January 2009. The PIP is presented in a series of tasks developed to provide information about the project to elected officials, key stakeholders, and the local community and to gather input from them about issues, problems and opportunities to be involved in the process.

#### **5.0 TASKS**

The following describes the task associated with the development and implementation of the PIP.

##### **Task 1 – Public Involvement Plan, Project Meetings, and Project Coordination**

Two LSD team members will meet with the ADOT and LIMA representatives to discuss the scope of work, schedule, and plan the public involvement for the project. The meeting will take place at ADOT's Phoenix office.

One LSD staff member will attend two technical advisory committee (TAC) meetings. It is assumed one TAC meeting will occur prior to the first round public meeting and the second TAC meeting will occur prior to the second round of public meetings. The purpose of these meetings will be to plan public meeting strategies and objectives, format, and team roles. LSD assumes the two public involvement strategy meetings will be held in the Phoenix metropolitan area. If the meetings are held outside of the Phoenix metropolitan area, LSD staff will attend via teleconference. LSD will be responsible for preparing the agenda for the public involvement strategy session, taking meeting notes and distributing them to the ADOT project team.

LSD assumes on-going coordination with ADOT and project management and coordination activities throughout the length of the project.

##### **Task 2 – Identify Stakeholders and Maintain Stakeholder List**

Working with ADOT and LIMA, LSD will prepare a list of stakeholders for the project area. LSD will utilize existing stakeholder lists for La Paz County and will update the list with current elected officials, tribal agency staff, community leaders, business leaders, and special interest group representatives. LSD will provide the list to the ADOT project team for review in electronic format. The ADOT project team will provide any additional contact information to LSD identified as the project progresses. LSD will maintain the stakeholder list and update after each public meeting.

### **Task 3 –Public Meetings**

Two rounds of public meetings are assumed. The first round, scheduled for early June 2009, will be held in conjunction with the completion of the Draft Working Paper. It is assumed that the meeting will be held in two locations, the first session will be held in Quartzsite in the afternoon. The second session will be held in Parker that same evening. A second meeting, planned for November or December 2009, will be held in Parker upon completion of the final plan.

LSD will coordinate with ADOT and LIMA to determine meeting locations, dates, and times. LSD will:

- Arrange meeting logistics (facilities, set-up, refreshments)
- Draft letter of invitation and agenda for ADOT and LIMA review
- Mail and/or email invitation letters to stakeholders (letters will be printed on ADOT letterhead and signed by ADOT); up to 50 letters will be mailed per meeting. Any quantity over 50 will be billed at an additional rate of \$2.50 per letter.
- Prepare meeting materials (name badges, sign-in sheets, comment forms)

LIMA will provide LSD with ADOT-approved technical information that LSD will use in creating one double-sided 8½ x 11-inch color handout. Technical information will be provided to LSD at least 21 calendar days prior to each series of the meetings to allow time for layout and review. LSD will prepare and submit an electronic draft of the handout for ADOT review and approval. The final handout will be submitted for approved by ADOT prior to printing of the handout material. LSD will provide up to 50 copies of the handout for each round of public meetings.

LIMA will prepare presentation exhibit and submit to LSD the ADOT –approved exhibit at least five days prior to the meeting to allow time for printing and mounting. LSD will print and mount up to five exhibit boards up to 36 by 40 inches. ADOT will provide the signs to direct people to the meeting location.

LSD will develop a brief PowerPoint presentation targeted to last approximately 15 minutes and up to 30 slides. LIMA will provide project photographs and technical project information for the PowerPoint presentation. The draft presentation will be reviewed by the ADOT project team; comments will be incorporated and addressed in a final PowerPoint presentation.

It is assumed the meeting format will be an open house format, with a presentation by the technical team, followed by a facilitated discussion of issues and concerns. One LSD representative will attend the meetings to take meeting notes of the discussion. It is assumed that an ADOT CCP staff will facilitate the discussion. The meeting is expected to last up to two hours.

### **Task 4 – Public Meeting Comment Collection and Public Involvement Reporting**

LSD will prepare a brief meeting summary report within 14 calendar days after each of the two rounds of public meetings. The summary report will include a brief description of the meeting date, location, and format; copies of the sign-in sheets; copies of any handouts made available to the public; copies of any advertisements and press releases distributed prior to the meetings; mailing lists; a summary of discussion notes from the meeting and copies of written comments submitted to ADOT. ADOT MPD, ADOT CCP, ADOT Yuma District, and LIMA will be responsible for comment analysis and any necessary follow-up. The meeting summary will be submitted to ADOT in electronic format.

## **Task 5 – Public Outreach Materials**

### **5.1 Web site**

LSD will output public involvement materials to a web-ready format for inclusion in ADOT's Web site. It is assumed these materials will consist of the items prepared by LSD, including the newspaper advertisements, newsletters and project updates, public meeting handouts, and PowerPoint presentations. Project documents, such as the Draft Working Paper and Final Plan, and the public meeting exhibits will be posted by ADOT or LIMA, with links provided on the project Web site.

### **5.2 Newspaper Advertisements and Press Releases**

LSD will develop a draft and final newspaper advertisement for ADOT project team review and approval at least 30 calendar days prior to the first round of public meetings. The newspaper advertisement will be formatted as a camera-ready display advertisement that announces the location, date, and time of each public meeting and the purpose of the meeting. The advertisements will be up to 20 column-inches in size. The advertisement will be developed in English.

Following ADOT approval of the advertisement, LSD will arrange to have the advertisement published one time, approximately two weeks prior to the meeting, in the following newspapers:

- *Quartzsite Times*
- *Parker Pioneer*

Any media releases, features, and interview requests will be coordinated through and by the direction of ADOT CCP.

### **5.3 Fliers**

The purpose of the fliers will be primarily to provide another method to encourage the public to participate in the public meetings. LSD will develop a flier prior to each set of public meetings for a total of two fliers, (each consisting of one page, 8½ x 11", single-sided, black and white, printed on color paper). The text of the flier will be the approved newspaper advertisement prepared prior to each public meeting/hearing. LSD will provide 25 copies of each flier to ADOT. ADOT will distribute the fliers to public facilities and/or major businesses in the project area.