

I-77 South Express Lanes

STIP Project I-5718 | Mecklenburg County, NC

Community Engagement Plan Overview

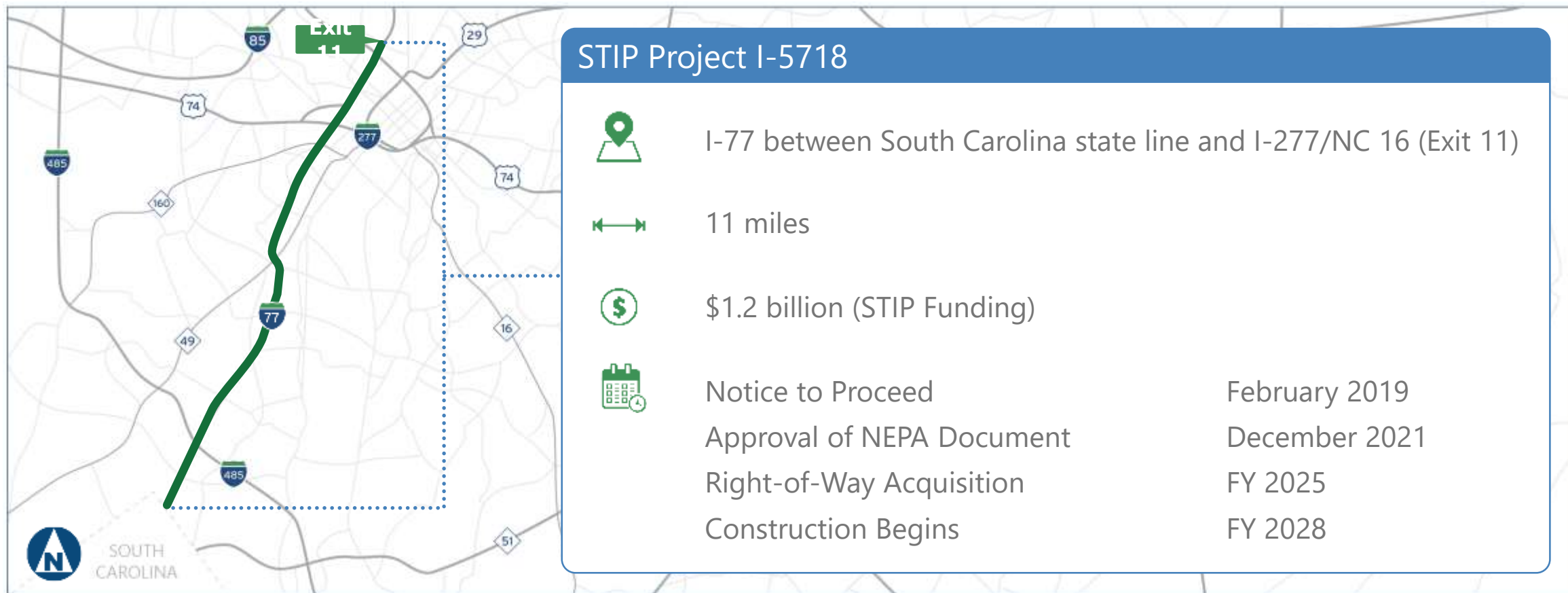
April 10, 2019

Agenda

- Welcome & Introductions
- Present Community Engagement Plan
 - Situation
 - Goals, Challenges, Benefits
 - Key Messaging Framework
 - Target Audiences and Stakeholders
 - Strategies and Tactics
 - Tools and Materials
- Discuss Next Steps



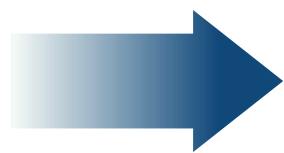
Project Description



Situation

I-77 South Community Engagement

Regional Growth

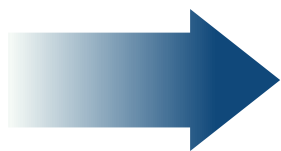


Increased Congestion!

- 16-county Region: 3.0 million residents
 - Metro Charlotte population increased 100% in 25 years
 - 700,000 expected to move here by 2035
- Charlotte commuters spend on average 95 hours per year stuck in traffic
- Costs each commuter \$1,332 per year in fuel and time lost
 - Source: INRIX Global Scorecard, February 2019

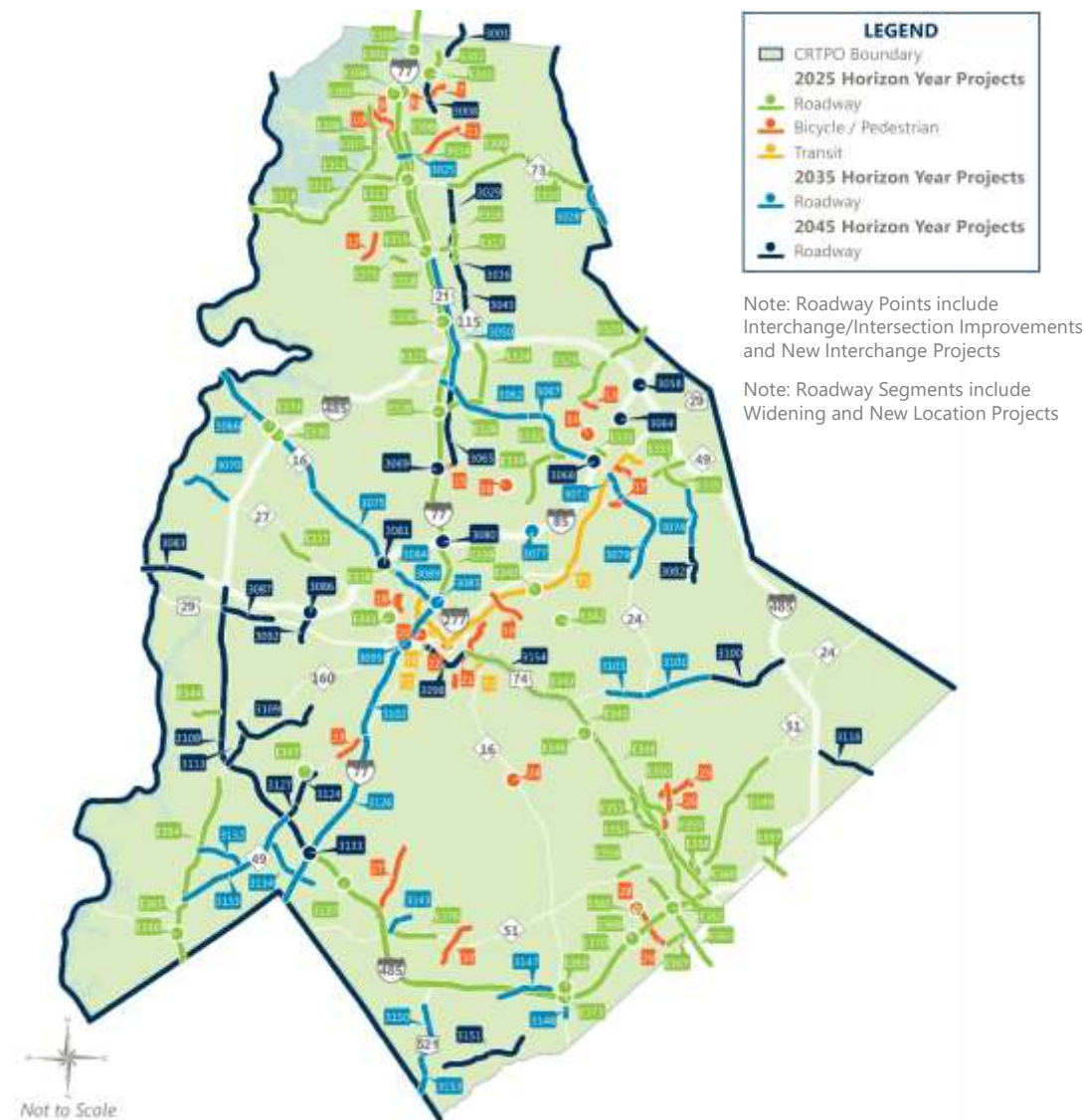


Solutions



Improve Mobility

- Fast Lanes Study
 - Three phases: 2007 to 2013
- CRTPO 2045 MTP
 - 209 projects with total funding of \$8.5B
 - Includes bicycle and pedestrian, transit, and highway widening projects
- 2020-2029 Draft TIP
 - Includes five express lanes projects in the region



Communications Goals, Challenges and Benefits

I-77 South Community Engagement

Communications Goals

- Early Stakeholder Engagement and Education
 - Minimize negative perceptions, maximize positive outcomes
- Lay a Foundation of Public Awareness
- Build Support for the Project
- Maintain Community Trust in NCTA
 - Deliver successful project
 - Differentiate from I-77 North Express Lanes
 - Build on success of I-485 Express Lanes
- Uphold environment of mutual trust, respect of project team, NCTA and stakeholders



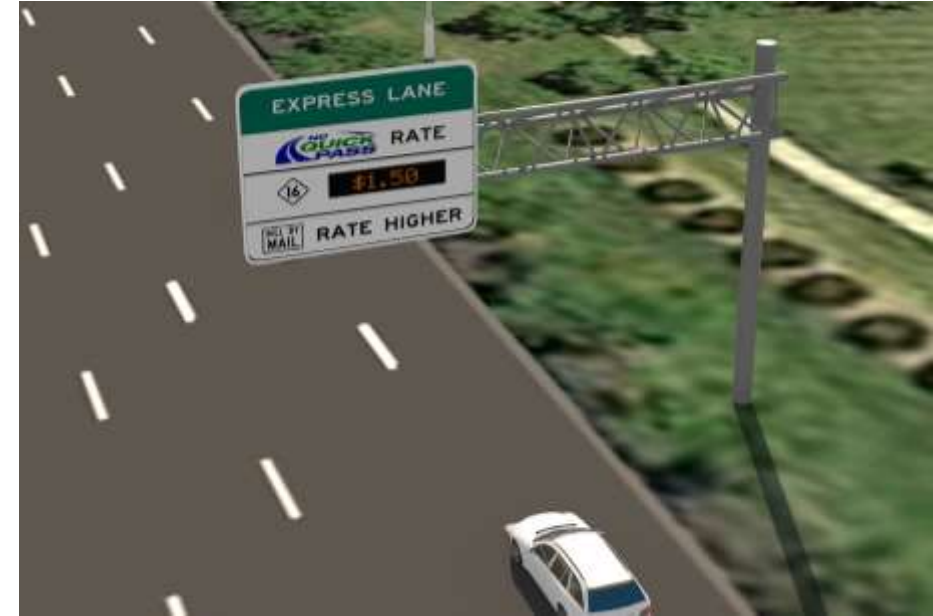
Potential Challenges

- Residents, businesses oppose impacts to their properties.
- If project is not explained early, public will be frustrated and opposed.
- Stakeholders may associate I-77 North project challenges with I-77 South project.
- Confusion about tolling strategies and messaging among various projects.
- Remain flexible in I-77 South messaging.
- Maintain public interest and involvement through multi-year planning process.



Project Benefits

- Emphasize the benefits of the project to build and sustain public support.
- Support environmental justice.
- Studies will show other benefits:
 - Improved mobility through I-77 corridor
 - Improved design elements and widening of I-77
 - Provide an option for more reliable travel times
 - Tolls to help fund improvements within project corridor
 - Connection to other express lanes projects in region
- The project's success will help build and maintain community confidence and trust in NCTA.



Key Messaging Framework

I-77 South Community Engagement

Key Messaging Framework

- I-77 South project is a top priority of NCTA, part of long-term plan for region.
- I-77 South Express Lanes will provide more reliable travel times and reduced commute times.
- I-77 South Express Lanes will give travelers choices.
- Revenues raised from express lanes tolling will help to fund maintenance, operations and future projects.
- I-77 South Express Lanes will accept NC Quick Pass.





Target Audiences and Stakeholders

I-77 South Community Engagement

Target Audiences

- Users
 - Motorists, Employers, Residents, EJ Communities

Top-Tier Stakeholders

- Elected Officials, State/Local Agencies
 - Mayor, City Council, Legislators, Agency Directors

Second-Tier Stakeholders

- Community & Business
 - Major Employers, Neighborhoods, Retailers, Entertainment Venues, Hospitals, News Media





Communications Strategies and Tactics

I-77 South Community Engagement

Strategies and Tactics



Engage Charlotte Leadership

- Early Education
- Engage Elected Leaders
- Build Trust and Support



Engage Charlotte Community

- Direct Outreach
- Small-Group Community Meetings
- Pop-Up Meetings



Media Relations Program

- Proactive Media Relations
- Utilize Key Messaging and Activities around Key Milestones

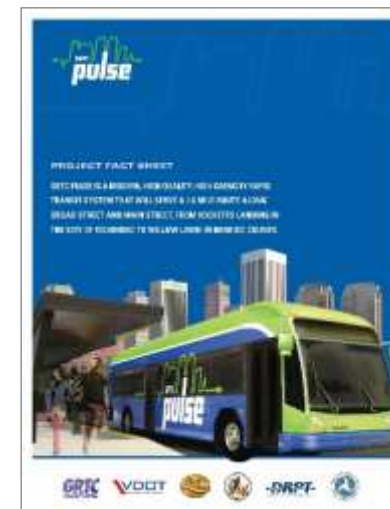


Social Media Program

- Innovative Strategy to Ensure Public Engagement
- Digital Survey Tools and Virtual Scoping Meetings
- Twitter, Facebook, Nextdoor, PublicInput.com

Communications Tools

- Materials can be tailored to audiences
- Designed with consistent messaging, graphics
- All materials will be approved by NCTA
 - Brand development
 - Website content
 - Project progress updates
 - Email updates
 - Newsletters, Fact Sheets
 - Social Media
 - Video and Photography
 - Project presentations / PowerPoint
 - Project Boards



Be Prepared for the Unexpected

Crisis Communications Plan

- Develop a detailed crisis communications plan, to include various scenarios that may occur during project development
- Plan would provide procedures, response protocols and contact chains to manage response to concerns or negative perceptions voiced by the public



Proposed Community Engagement Schedule

- April 2019 Approve and Finalize CEP
- April 2019 Finalize Regional Express Lanes Video
- Summer 2019 Stakeholder Meetings
- Fall 2019 Pop-Up Meetings
- Late 2019 / Early 2020 Public Meeting #1
- 2020-2021 Continue Community Outreach

Measuring Project Success

Measurements and Metrics

- Tactics designed to ensure goals are met
- Ongoing measurement of public engagement tactics:
 - Stakeholder / Community Engagement
 - Subscribers / Followers
 - Social Media
 - News Media / Earned Media
- Sort, categorize and report results of public outreach – quarterly, etc.





Questions?

Community Engagement Plan