



4.0 Public Involvement

4.1 General Public Involvement Strategy

Public involvement for the EWCTS focused on meaningful opportunities for public and agency participation. The public involvement activities were designed to ensure that the process identified the most important needs and to involve the public and key stakeholders in a manner that helped identify potential transportation solutions.

In general, public involvement activities included opportunities to review materials, one-on-one interviews, and electronic participation opportunities through the study website. Public participation opportunities were augmented by tools that included corridor-wide mailings to up to 1,500 corridor residents, a series of media releases to inform and invite participation at study events, and information distribution on the UDOT website and websites of cities in the study area. Table 4-1 lists the public involvement support tools.

Table 4-1. Public Involvement Support Tools

Tool	Purpose
Media coverage	As needed to support public involvement plan
Comment forms	To provide opportunities for public and agency involvement; web-based and as part of public involvement events
Informational Handouts	To provide project information and study updates at public events and for distribution by project team
Study brochure	To summarize results of study
Posters	To display information about the study and preliminary findings at public events
Bulk mailings (electronic and hard copy)	To advertise events and to provide updates
Website	To provide project information, reports, schedules, and contact information

Public involvement activities began at project kick-off and continued through the summer of 2008. Table 4-2 shows the timeline of public involvement activities.

Table 4-2. Public Involvement Timeline

Activity	Date(s) Completed
Website launch	December 2007
Initial mailing	December 2007
Transportation Expo Booth (St. George)	February 2008
Agency and stakeholder interviews	January 2008 through May 2008
Update mailings (electronic and hard copy)	May and June 2008
Website and media advertisements	May and June 2008
Public open house (Hurricane)	May 2008
Website updates	Ongoing
Final study summary brochure (mailing)	September 2008

4.2 Public Involvement Goals and Objectives

As it developed the public involvement plan for the EWCTS, UDOT developed goals and objectives to guide the public involvement process.

4.2.1 Public Involvement Goals

UDOT understands the importance of developing public involvement plans that provide meaningful opportunities for participation. Specific goals for the EWCTS included the following:

- To create a high degree of public awareness of the study's purpose, the study process, and opportunities for public involvement
- To develop public trust in the process, the consultant team, and UDOT
- To accommodate area residents' needs and expectations for participation
- To identify and address the most important public and user concerns
- To foster understanding of and support for the final study recommendations among residents, local governments, and key stakeholders
- To effectively involve agencies in the formation of the EWCTS 2035 corridor plan



4.2.2 Public Involvement Objectives

To meet the public involvement goals, UDOT and the study team focused on the following objectives:

- To produce and distribute clear study information that meets public needs
- To keep the study website up to date
- To update interested residents and stakeholders by mailings as needed
- To clearly communicate study information to the local media through the UDOT point of contact as needed
- To share results of public involvement activities with other UDOT offices to ensure that the study meets expectations and stays on track

4.3 Stakeholder and Agency Interaction

UDOT sought stakeholder and agency input in two ways: through one-on-one interviews and through public involvement events. UDOT worked with representatives of city and county governments, state and federal agencies, and interest group representatives (such as those associated with local planning initiatives and advocacy groups).

Because the highways are different geographically and serve different communities, UDOT chose to hold one-on-one interviews with stakeholders and agency representatives. By holding interviews, UDOT was able to discuss issues with the stakeholders and agency representatives in depth. UDOT also attended and participated in the meetings of established groups, such as the Zion Canyon Corridor Committee and the Southern Utah Trucking Association, so that the agency could understand the overall concerns of the stakeholders and how the individual concerns—such as bicycle and pedestrian access and roadway safety—were related.

The study team conducted interviews between January and May 2008. UDOT contacted stakeholders by telephone or in person. At the interviews, UDOT introduced the study and gathered input regarding perceived needs along the study corridors. Several stakeholders also provided input at the 2008 St. George Transportation Expo. As the study progressed, the study team contacted stakeholders as necessary for follow-up questions.

A summary of one-on-one stakeholder and agency interviews is included in Appendix A, Summary of Stakeholder and Agency Interviews. Other stakeholder comments received by mail or e-mail are included in the summary of public comments in Appendix B, Summary of Public Comments.

4.4 Public Outreach

UDOT provided two formal opportunities for the public to review study information and provide comments. These were a booth with informational materials at the St. George Transportation Expo and a public open house at Hurricane Middle School. The public was informed about the opportunities to learn about the study through an initial introductory bulk mailing, media releases before the events, advertisements in local newspapers and on city websites, and a bulk mailing to everyone on the project mailing list inviting them to the events. The public was also invited to participate in the process through the study website, where they could read current study information and provide comments.

The following sections summarize the two public outreach events.

4.4.1 St. George Transportation Expo – February 4, 2008

The first event was held at the Dixie Center in St. George in conjunction with the St. George Transportation Expo. The event provided the public with updates on transportation studies, planning, and projects throughout the region with a special booth dedicated to the EWCTS. Information at the booth included maps and displays summarizing the study area, and project representatives were available to answer questions, listen to concerns, and gather ideas for safety and traffic improvements along the study corridors. About 75 people visited the EWCTS booth during the Expo.

4.4.2 Public Open House – May 28, 2008

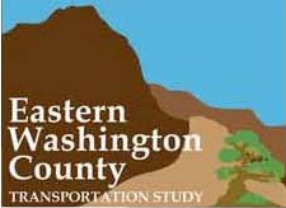
In May 2008, UDOT sponsored a public open house at Hurricane Middle School. The purpose of this meeting was to give residents a chance to learn more about the corridor study, review information that had been gathered to date, and provide comments on safety and congestion problems. About 55 people attended the meeting. A summary of comments is included in Appendix B, Summary of Public Comments.



4.5 Public Involvement Tools/Mailings and Media

As listed above in Table 4-1, Public Involvement Support Tools, UDOT used several methods to distribute information about the study. Examples of some of the materials used are included below.

4.5.1 Initial Postcard



You're Invited To Participate!

The Utah Department of Transportation (UDOT) is conducting a Corridor Study for Eastern Washington County. This study includes SR-9 from Hurricane to Zion National Park, all of SR-17 through Toquerville, and all of SR-59. The purpose of the study is to identify needs and potential improvements through the year 2035. You are encouraged to participate in the process through a variety of opportunities beginning with the first public meeting in February as shown below. Additional opportunities will be announced in future mailings.

Public Open House #1 – Study Information and Issues Identification:


Where: Held in conjunction with the St. George Transportation Expo
1835 S. Convention Center Dr. at the Dixie Center in St. George

When: February 5, 2008

To sign up on the project mailing list and keep informed on project activities, please do the following:

- Join the study mailing list by filling out the reverse side of this card, then detach and return it.
- Visit the study website at www.udot.utah.gov/EWCTS.

PLEASE NOTE: This will be your last mailing unless you sign up on the project mailing list.



4.5.2 May 28, 2008, Print Advertisement

Eastern Washington County Transportation Study Public Open House

Wednesday, May 28, 2008 4:30 PM – 7:00 PM

Hurricane Middle School, 395 North 200 West in Hurricane

If you use SR-9 from Hurricane to Zion National Park,
SR-17 through Toquerville, and/or SR-59,
we want to hear from you regarding
potential transportation and safety improvements to these highway segments.

UDOT is sponsoring an open house to present what we have learned so far, answer questions,
and most importantly...
gather your input!

Please drop in anytime between 4:30 and 7:00 PM.
For more information about the study, please visit our website at

www://udot.utah.gov/ewcts





4.5.3 Informational Postcard



EASTERN WASHINGTON COUNTY TRANSPORTATION STUDY PUBLIC OPEN HOUSE

Wednesday, May 28, 2008 4:30 PM – 7:00 PM
Hurricane Middle School, 395 North 200 West in Hurricane

If you use SR-9 from Hurricane to Zion National Park, SR-17 through Toquerville, and/or SR-59, we want to hear from you regarding potential transportation and safety improvements to these highway segments.

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