

PUBLIC ENGAGEMENT PLAN

Technical Memorandum
FINAL



October 2, 2015



prepared by:

**Robert Peccia &
Associates**

www.rpa-hln.com

prepared for:

City of Bozeman & Montana Department of Transportation

TABLE OF CONTENTS

Table of Contents..... i
 List of Figures.....ii

Abbreviations / Acronyms iii

1.0. Introduction..... 1
 1.1. Planning Process 1
 1.2. Study Area Boundary..... 2
 1.3. Goals of Community Engagement and Outreach Effort..... 2

2.0. Participation Procedures 4
 2.1. Study Contacts 5
 2.2. Publications 5
 2.3. Radio and Television..... 6
 2.4. Stakeholder Contact List 6
 2.5. Document Availability 7

3.0. Engagement Opportunities 8
 3.1. Easy Access 8
 3.2. Personal Contacts 9
 3.3. Published Information..... 9
 3.4. Community Transportation Survey..... 9
 3.5. Monthly TWG Meetings 9
 3.6. TWG Workshop..... 10
 3.7. Quarterly TCC Meetings 10
 3.8. Stakeholder Meetings 10
 3.9. Meetings with the City Commission and County Commission..... 11

The City of Bozeman, MDT and RPA attempt to provide accommodations for any known disability that may interfere with a person participating in any service, program, or activity associated with this study. Alternative accessible formats of this information will be provided upon request. For further information, call (406) 447-5000 or (406) 582-2280. Accommodation requests must be made at least 48 hours prior to the scheduled activity and / or meeting.

3.10. Public Meetings..... 12

3.11. Public Hearings..... 12

3.12. Management Techniques..... 12

3.13. Information 13

3.14. Response To Public Input..... 13

3.15. Advisory Committees To The TMP 13

3.16. Consideration for Traditionally Underserved Populations..... 13

3.17. Study Schedule..... 14

4.0. Overall Study Communication 16

LIST OF FIGURES

Figure 1: Study Area Boundary 3

Figure 2: Study Schedule 15

ABBREVIATIONS / ACRONYMS

ADA	Americans with Disabilities Act
FHWA	Federal Highway Administration
MDT	Montana Department of Transportation
PEP	Public Engagement Plan
RPA	Robert Peccia and Associates
TCC	Transportation Coordinating Committee
TMP	Transportation Master Plan
TWG	Technical Working Group

Public Engagement Plan

1.0. INTRODUCTION

The City of Bozeman and the Montana Department of Transportation (MDT) have initiated a community transportation planning process to develop a Transportation Master Plan (TMP). A previous Transportation Plan was completed in 2007 which provides a blueprint for guiding transportation infrastructure investments based on system needs and associated decision making principles. Rapid growth, changes in land use, substantial upgrades to the community's transportation system, and the community's increasing interest in transportation related matters have necessitated a new examination of transportation issues within the Bozeman area.

The development of the TMP will be overseen by a Technical Working Group (TWG) specially appointed for this effort. The TWG will guide work, review deliverables, and provide general oversight capacity on all matters related to the TMP. In addition, the Bozeman Area Transportation Coordinating Committee (TCC) will be apprised of the TMPs development and provide additional guidance as warranted. The TCC is comprised of a multitude of individuals representing various departments of the City of Bozeman, Gallatin County, MDT, Federal Highway Administration (FHWA), and other area stakeholders.

An initial step in the transportation planning process is to develop a Public Engagement Plan (PEP) that will guide public opportunities and input as the TMP develops. This PEP builds on historical processes that the planning partners have used on past planning efforts, and utilizes several traditional and non-traditional public participation strategies. It is the intent of this PEP to identify the appropriate strategies to be used, define the sequencing within which the various strategies will be implemented, and chart out a course of action to be followed as the planning process commences. The process is expected to take approximately twelve (12) months to develop the TMP document.

1.1. PLANNING PROCESS

The planning process involves early communication with interested parties to help identify needs, constraints and opportunities to determine reasonable improvements given available resources and local support. Community, stakeholder, agency and other interested party involvement are important components in any successful planning process. For this planning process, a number of strategies are proposed to disseminate information and elicit meaningful participation. These opportunities will include:

- Providing information on the critical elements included in the transportation planning process within the TMP study area;
- Providing input and asking questions throughout the planning process; and

- Presenting findings and recommendations.

1.2. STUDY AREA BOUNDARY

A map showing the study area boundary for the TMP is shown as **Figure 1**. The study area includes the Bozeman city limits, as well as those areas with potential to be annexed into the city at a future time. The study area boundary is important as it defines the limit of what will or will not be considered in developing the TMP. Although a travel demand model will be developed which utilizes land use considerations outside of the study area boundary, analysis of “on-the-ground” transportation system conditions on the city’s transportation system will only occur within the boundary limits.

The goal of the TWG, TCC and the consultant team is to have significant and ongoing public engagement for this transportation planning process.

1.3. GOALS OF COMMUNITY ENGAGEMENT AND OUTREACH EFFORT

The goal of the TWG, TCC, and the consultant team is to have significant and ongoing public engagement throughout the transportation planning process. Education and public outreach are essential parts of fulfilling the local entities responsibility to successfully inform the public about the transportation planning process. Both the City of Bozeman and MDT seek to empower the public to voice their ideas and values regarding transportation issues. The entities strive to ensure early and continuous public involvement in all major actions and decisions.

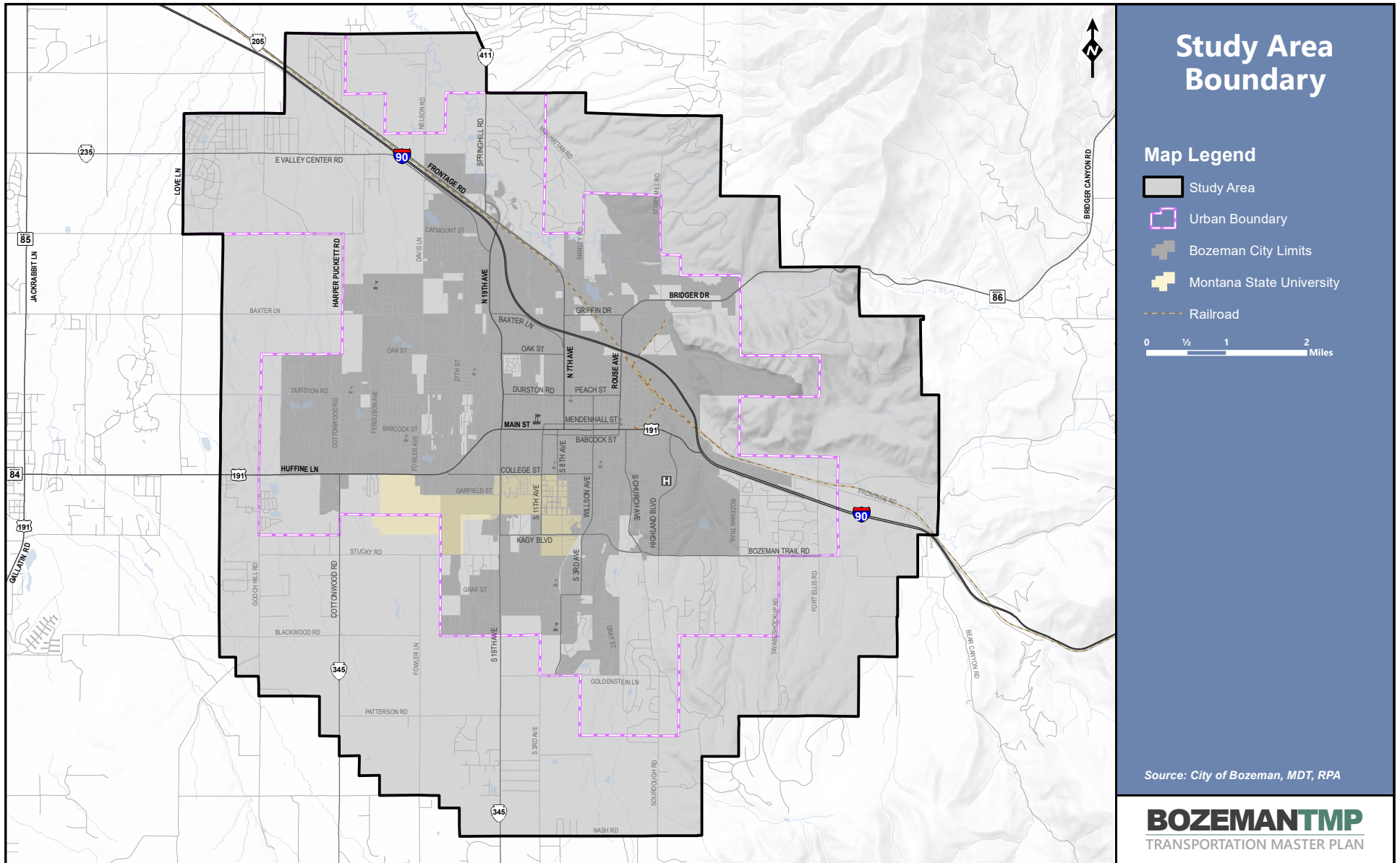


Figure 1: Study Area Boundary

2.0. PARTICIPATION PROCEDURES

The PEP describes the information and input opportunities that will be provided as part of the development of the TMP. This PEP encourages active participation in identifying and commenting on transportation issues at every stage of the planning process. Participant involvement includes:

- The general community – residents of the City of Bozeman and adjacent areas;
- Landowners and business;
- Governmental agencies;
- Stakeholders and outreach groups; and
- Other interested parties.

Methods for notification of informational meetings and other outreach opportunities, are detailed in this document. The community and interested parties will be kept informed of all aspects of the planning study, and their input will be sought throughout the process via the methods detailed herein.

To participate is to express one's self at the proper time and in the proper forum. Public participation means participation in planning by people (the public) within the Bozeman community, its citizens and entities, by planning and engineering professionals, and by those who are not professional planners or government officials. It is a process of taking part in the transportation planning and decision-making that affects the community.

Efforts to secure participation will be targeted to stakeholders, who are individuals or entities that could be significantly affected by the TMP recommendations or could significantly influence implementation. Stakeholders include, but are not limited to: the general public; low income, minority and disabled communities; neighborhood representatives; business interests; emergency services providers; special transportation interests (such as freight shippers, transit users and bicycle organizations); local officials; private developers; and federal and state transportation agencies.

Bozeman needs the public to be involved in transportation planning because the public has the right to have a strong voice in all matters of public policy, including planning. Additionally, the public can provide varied and unique information needed to develop, maintain, and carry out an effective planning process. Planning staff, consultants, and local officials need comments from those who know the community best: the people who live, work and play there. Public involvement informs and educates the public about transportation planning and creates an informed community, which in turn leads to better planning. Public participation gives the public a sense of ownership of the Plan and fosters cooperation among the public and the project partners.

Bozeman needs the public to be involved in transportation planning because the public has the right to have a strong voice in all matters of public policy, including planning.

This PEP contains the following elements:

- **Involvement Opportunities** – Provides the opportunity for the public to be involved in all phases of the planning process;
- **Communication** – Establishes mechanisms for maintaining communications between the public and local officials such as processes like mailings, legal ads, displays and newsletters;
- **Information** – Assures that technical information is available and in a simplified, understandable form;
- **Response to Public Input** – Describes the methods used to respond to comments from the public; and
- **Advisory Committee(s) to this TMP** – The use of the TWG and TCC, and the means of providing input from a cross-section of affected citizens through the TWG and TCC, and various other groups of interest.

2.1. STUDY CONTACTS

Contact information for the City of Bozeman (the contracting authority) and the consultant will be provided in all information that is published. This information is provided below.

- | | |
|--|--|
| <ul style="list-style-type: none">➤ City of Bozeman – Engineering Department
20 E. Olive
P.O. Box 1230
Bozeman, MT 59771-2263
<u>Contact:</u> Rick Hixson, PE – <i>City Engineer</i>
 (406) 582-2280
 rhixson@bozeman.net | <ul style="list-style-type: none">➤ Robert Peccia and Associates (RPA) – Consultant
P.O. Box 5653
825 Custer Avenue
Helena, MT 59604
<u>Contact:</u> Jeff Key, PE – <i>RPA Project Manager</i>
 (406) 447-5000
 jeff.key@rpa-hln.com |
|--|--|

2.2. PUBLICATIONS

Meeting announcements will be developed and advertised at least three weeks prior to informational meetings. The ads will announce the meeting location, time, and date, the format and purpose of the meeting, and the locations where documents may be reviewed (if applicable). The following print newspaper will carry the display ads:

- **Bozeman Daily Chronicle** – print and online: <http://www.bozemandailychronicle.com/>

In addition, newsletters and/or flyers will be made available approximately one month prior to each informational meeting. The newsletters will describe work in progress, results achieved, preliminary recommendations, and other related topics. Each newsletter and flyer will be delivered to the City of Bozeman, MDT, and select stakeholders for their use in distribution and posting to their individual internet sites.

2.3. RADIO AND TELEVISION

Meetings may also be announced on local radio and/or television stations. This may include the following: KUSM (Montana PBS), KTVM (NBC), KBZK (CBS) and KWYB (ABC/FOX). The TWG will identify the most popular radio and television stations on which announcements will be made. Public television interviews about the TMP may be provided.

2.4. STAKEHOLDER CONTACT LIST

A stakeholder contact list will be developed and will include individuals, businesses, or groups identified by the TWG and through the public involvement process. The intent of developing the stakeholder list is to identify individuals and groups with likely project interests and to actively seek out and engage them in the study process. Individuals who attend informational meetings will also be added to the stakeholder list. The groups or businesses (at a minimum) listed below will be included in the initial list, providing that addresses and/or emails are obtainable from each respective group for these purposes.

- Bozeman Deaconess Health Services
- Montana State University
- Bozeman School District
- Gallatin Valley Land Trust
- Downtown Bozeman Partnership
- Bozeman Area Chamber of Commerce
- Gallatin Valley Bike Club
- Bozeman Area Bicycle Advisory Board
- Pedestrian Traffic Safety Committee
- Oracle
- Engineering Consultant Community
- Bike Kitchen
- Streamline
- TIF Boards

- Western Transportation Institute
- Inter-Neighborhood Council
- Bogert Park Neighborhood Association
- Bozeman Creek Neighborhood Association
- University Neighborhood Association
- Marwyn-Lindley Neighbors
- New Hyalite View Network
- Northeast Neighborhood Association
- South Central Association
- Southeast Neighborhood Association
- Others as requested

2.5. DOCUMENT AVAILABILITY

Electronic copies of study deliverables and technical memorandums will be posted on the study website at the following address:

www.BozemanTMP.com

In addition, updates and notifications will be posted to the study Facebook page at the following address. Users may type “BozemanTMP” in their respective search engines to locate the page.

www.facebook.com/BozemanTMP

Hard copy materials will also be made available at the following location:

- **City of Bozeman**
Engineering Department
20 E. Olive
Bozeman, MT 59771-2263

The following Americans with Disabilities Act (ADA)-required statement will be included on all published materials:

“The City of Bozeman, MDT and RPA attempt to provide accommodations for any known disability that may interfere with a person participating in any service, program, or activity associated with this study. Alternative accessible formats of this information will be provided upon request. For further information, call (406) 447-5000 or (406) 582-2280. Accommodation requests must be made at least 48 hours prior to the scheduled activity and / or meeting.”

3.0. ENGAGEMENT OPPORTUNITIES

A proactive approach will be taken to provide an opportunity for the public to be engaged early and with a continuing involvement in all phases of the planning process. For this project, a number of public engagement strategies are proposed to work together to reach the most people possible and elicit meaningful participation. RPA’s project manager will be responsible for implementing this Plan and disseminating accurate information and responding to questions. RPA’s project manager will have primary responsibility for facilitating the various meetings, setting up the meeting venues, and maintaining an accurate database of interested citizens and officials, and facilitating larger meetings.

The team understands that the interest of the public in transportation issues has increased, and that developing the TMP will provide public outreach opportunities that will:

- Educate the public on the critical elements of planning and engineering the community’s transportation system;
- Respond to the increasing interest of the general public to participate in planning of the community; and
- Increase the public’s investment in the TMP.

The following sections describe the public outreach activities that will be utilized as part of the public engagement program.

3.1. EASY ACCESS

RPA’s lead project staff will be available to all interested parties for the purposes of receiving comments and answering questions. This will be accomplished by several methods, including:

- Telephone number to RPA - published in all materials;
- E-mail access to our lead engineers - published in all materials;

- Website dedicated to the Bozeman TMP (www.BozemanTMP.com);
- Facebook page dedicated to the Bozeman TMP (www.facebook.com/BozemanTMP);
- Direct mailing of TMP materials (as defined) to stakeholders, as requested;
- Regular attendance at all TWG and TCC meetings during the planning process;
- Attendance at City Commission meetings as noted in **Section 3.9** and by special request; and
- Attend other local group meetings as requested.

3.2. PERSONAL CONTACTS

RPA will make its project manager and lead engineers available for personal contacts or meetings with smaller groups such as emergency services personnel and school district officials for one-on-one communications about the planning process. These interactions will be developed and conducted on a case-by-case basis. Routine contacts for information will not need to be recorded; however, any items of importance will be recorded and passed on to the City and MDT as appropriate.

3.3. PUBLISHED INFORMATION

Newsletters and flyers will be produced that describe work in progress, results achieved, preliminary recommendations, and other related topics. These newsletters will be user-friendly, with little or no engineering jargon. They will be expected to closely mimic technical memorandums, at a lower level of technical content. Each newsletter will be published on the study website. Each newsletter will include an invitation to the public to submit their comments and ideas to the team using any of the easy access methods discussed previously.

3.4. COMMUNITY TRANSPORTATION SURVEY

A comprehensive community transportation survey will be prepared to focus on issues that are critical to the overall transportation planning process. The survey will cover all travel modes – automobile, bicycle, walking and transit – and will garner community opinions on future policy and goals, possible funding mechanisms, and information about barriers to residents using alternatives to driving. The comprehensive community transportation survey is an important mechanism to validate the direction of the TMP and provide justification to staff and elected officials for the eventual recommendations that will be contained in the TMP.

3.5. MONTHLY TWG MEETINGS

The TWG is technically oriented and has been established to guide work and review deliverables produced by the consultant team. Monthly TWG meetings will be held to discuss the progress of the study, make presentations, and obtain guidance as appropriate. RPA's project

manager, and any necessary support staff, will attend monthly meetings with the TWG, as scheduled, to make regular presentations covering the current work effort. This element is considered the most important aspect of the exchange of information and ideas during the development of the Plan. During these meetings the issues, problems, and possible solutions will be identified and discussed. These meetings will provide RPA with essential feedback during the development of the Plan. These meetings will also provide the TWG with numerous opportunities to guide the consultant team through the process. It is expected that regular, monthly TWG meetings will be held on the first Thursday of every month, from 2:00 pm to 4:00 pm, for the 12-month duration of the project. This will result in twelve (12) TWG meetings in total. All meetings will be held at City Hall (121 N. Rouse) in the Commission Chambers. The first TWG meeting was held on September 10, 2015.

3.6. TWG WORKSHOP

There will be two TWG workshops held during the planning process. The first TWG workshop will occur after we develop preliminary recommendations. The second will occur near the end of the planning process to discuss priorities and implementation strategies. These workshops will be more detailed than the regular TWG meetings and are an important part of the TWG review process.

3.7. QUARTERLY TCC MEETINGS

The TCC is a permanent committee that is composed of technical, planning and/or managerial staff representatives from various governmental agencies (City of Bozeman, MDT, Gallatin County, etc.). There are also citizen and business interests represented, at-large members of the community, and FHWA. Quarterly TCC meetings will be held to discuss the progress of the study, make presentations, and obtain guidance as appropriate. RPA's project manager, and any necessary support staff, will attend these quarterly meetings with the TCC, as scheduled, to make regular presentations covering the current work effort. It is expected that quarterly TCC meetings will be held on the fourth Wednesday of the first month of each quarter beginning at 10:00 am. This will result in four (4) TCC meetings in total. All meetings will be held in the Commission Chambers at City Hall (121 N. Rouse). An introductory TMP presentation was made to the TCC on July 22, 2015.

3.8. STAKEHOLDER MEETINGS

Additional meetings will be scheduled with local stakeholders and facilitated by RPA, including but not limited to the following:

1. Bozeman Deaconess Health Services
2. Montana State University
3. Bozeman School District

4. Gallatin Valley Land Trust
5. Downtown Bozeman Partnership
6. Bozeman Area Chamber of Commerce
7. Gallatin Valley Bike Club
8. Bozeman Area Bicycle Advisory Board
9. Pedestrian Traffic Safety Committee
10. Oracle
11. Engineering Consultant Community
12. Bike Kitchen
13. Streamline
14. TIF Boards
15. Western Transportation Institute
16. Inter-Neighborhood Council
17. Bogert Park Neighborhood Association
18. Bozeman Creek Neighborhood Association
19. University Neighborhood Association
20. Marwyn-Lindley Neighbors
21. New Hyalite View Network
22. Northeast Neighborhood Association
23. South Central Association
24. Southeast Neighborhood Association

3.9. MEETINGS WITH THE CITY COMMISSION AND COUNTY COMMISSION

Four project status meetings with the City Commission will be held to ensure that the goals, objectives, and decisions are acceptable with the elected officials. A fifth project meeting – the public hearing – will occur with the City Commission when the final TMP is ready for adoption. A presentation to the Gallatin County Commission will occur early in the planning process to inform the County elected officials and staff of the scope of the TMP development.

3.10. PUBLIC MEETINGS

Three formal public meetings will be held for this study. The **first public meeting** will be used to discuss and identify the issues and visioning that will help define community perceptions and goals, as well as identifying issues that should be addressed as part of the planning effort. This meeting will be in the form of a highly participatory community planning workshop known as a charrette. The charrette is an intensive, broad-based, community driven process that has a record of success by crafting meaningful community engagement and acceptance. This initial effort will consist of a 2- or 3-hour workshop that will be very interactive. The purpose will be to define the transportation planning process, and then engage the community through the execution of the charrette workshop.

The **second public meeting** will occur after completion of all field studies and the identification of the transportation-related problems. The purpose of this gathering will be to review the identified problems with the public to assure that all of the major transportation problems have been included in the analysis. This meeting will be more of a typical public meeting, whereby an informal open house will be held where attendees could visit with study personnel at several displays, followed by a formal presentation and questions and answers.

The **third public meeting** will be in the form of a formal presentation regarding the preliminary recommendations and findings. Individual work stations will be set up for participants to move about to their areas of interest and review and comment on the preliminary findings. This will allow participants to become fully engaged and alleviate possible "confrontational" situations that can occur in large, traditional public forums. The purpose of this venue will be to present the types of recommended improvements and receive initial feedback from the community.

3.11. PUBLIC HEARINGS

One public hearing with the City Commission will be held when the TMP is ready for adoption. The public hearing will occur at a regular City Commission meeting, and will be designed to obtain official comment from the public and City Commission prior to final approval of the document and production of the final report.

3.12. MANAGEMENT TECHNIQUES

All of the public participation components described will be conducted using sign-up lists, to make sure that everyone interested in the process can provide contact information for future notifications. Public comments will be collected either by requesting written comments, or writing notes as verbal comments are offered. All such records will be accumulated, reviewed by the TWG, TCC and consultant team, and incorporated into the planning process if appropriate.

3.13. INFORMATION

Technical and planning level information related to the data or content used in the development of the TMP will be provided to the public within a reasonable and timely manner. Technical memorandums, meeting announcements, project graphics, and other miscellaneous materials will be available on the study website. In addition, links to the website will be provided via the City of Bozeman website.

3.14. RESPONSE TO PUBLIC INPUT

Responses to questions and comments from the public concerning the public participation process, technical memorandums, the draft TMP document and other work products will be made via written response in an Appendix to the actual Plan. In some circumstances, the planning consultant team may respond directly to an individual or group by letter or telephone call, or by way of a periodic newsletter.

3.15. ADVISORY COMMITTEES TO THE TMP

Advisory groups and/or committees that oversee transportation related matters in the community are listed below, and will have some level of involvement as this planning process develops. This list isn't "all-inclusive", as there are numerous other organizations with a high interest in transportation matters. All meetings will operate under the following general parameters:

1. All meetings are open to the public.
2. All committee members and interested members of the public, and the news media (if warranted), will receive agendas and associated documentation by email at least seven (7) days prior to all TWG and TCC meetings. The agendas and associated materials will be distributed by RPA (for the TWG) and the City of Bozeman's assigned project manager (for the TCC).
3. Committee members may propose topics for future meetings.
4. The TWG and TCC are to help guide the TMP development and be fully engaged in the planning process, and participate in a concerted effort with the public.

3.16. CONSIDERATION FOR TRADITIONALLY UNDERSERVED POPULATIONS

It is recognized that additional efforts must be made to involve traditionally underserved segments of the population, including the disabled, minorities, and low-income residents. Including these groups helps to ensure planning that reflects the needs of everyone. The steps listed below will help with these efforts.

- **Plan Meeting Locations Carefully** – Informational meetings will be held in locations that are accessible and compliant with the ADA. If a targeted population is located in a certain geographic part of the City, then the meeting location should be in the proximity of the area for convenience.
- **Seek Help from Community Leaders and Organizations** – To facilitate involvement of traditionally underserved populations, community leaders and organizations that represent these groups will be consulted about how to most effectively reach their members.
- **Be Sensitive to Diverse Audiences** – At informational meetings, study partner staff and the Consultant will attempt to communicate as effectively as possible. Technical jargon will be avoided and appropriate dress and conduct will be adhered to.

3.17. STUDY SCHEDULE

Strict adherence to the TMP schedule is important to stay on track and keep all interested parties engaged. The schedule for this planning process is shown in **Figure 2**.

Bozeman Master Transportation Plan

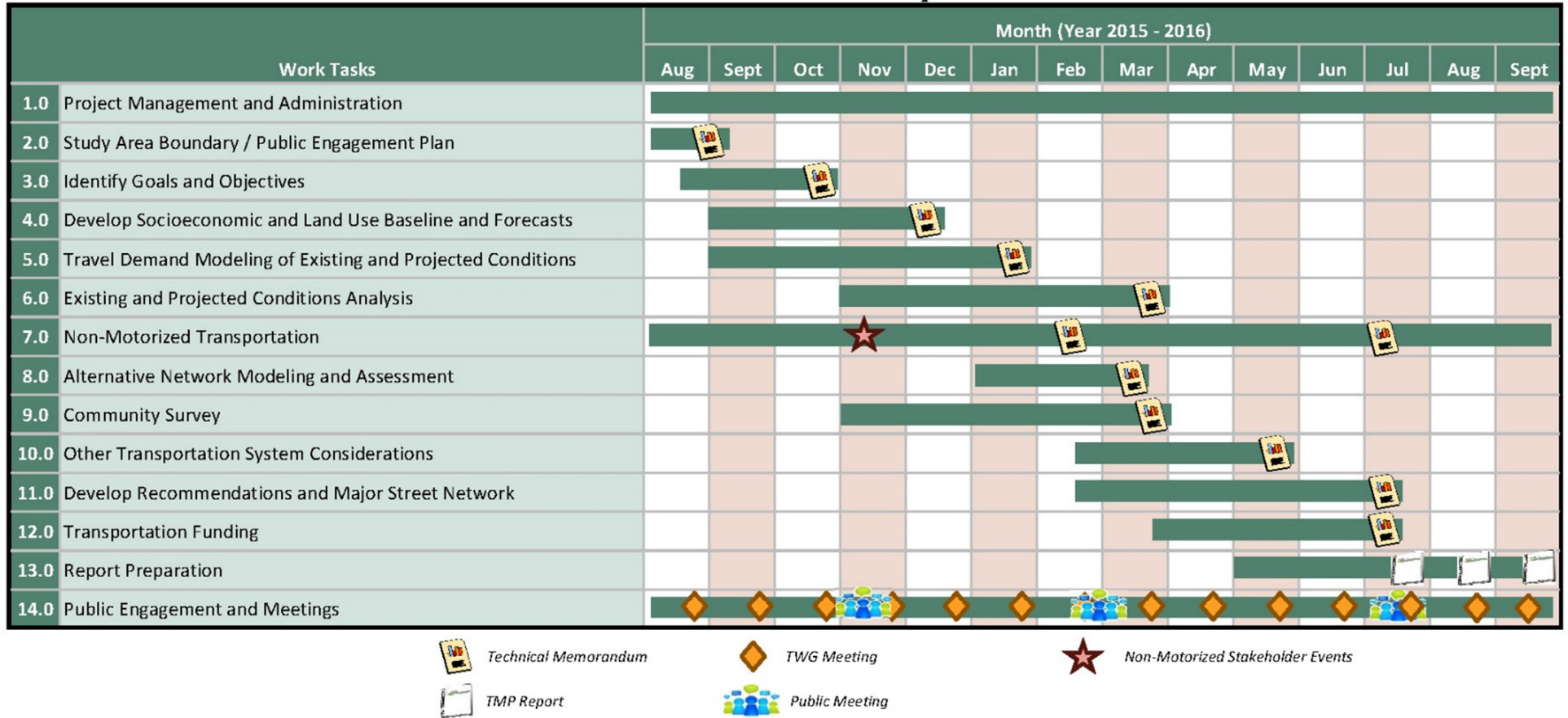


Figure 2: Study Schedule

4.0. OVERALL STUDY COMMUNICATION

This PEP establishes guidelines and procedures for encouraging public participation. The following communication strategies and techniques may be used in their entirety (or partially) to distribute the information to the community at large and seek a higher level of engagement. As many of these techniques that best suit the transportation planning process will be utilized.

- RPA will create and maintain a study website. In addition, the City of Bozeman will have appropriate links to the TMP website from their respective web pages.
- RPA will create and maintain a dedicated Facebook page for the TMP.
- Public service announcements and interviews on radio and television will be conducted to explain the subject matter and promote participation.
- Articles and press releases for the newspaper or other widely circulated publications will be developed.
- Informal presentations will be made at regional sites, open houses, round tables, or other community forums to receive input from the affected community.
- Formal presentations will be made to various service clubs, civic and professional groups.
- Mailings will be made to select individuals, groups or interests that have expressed interest or made comments at meetings.
- "Draft" technical memorandums will be provided on the TMP website and distributed to the TWG and TCC to provide a better understanding of proposed transportation issues and recommendations and, in return, to provide the TWG and TCC representatives with feedback and an opportunity for continual comment.
- Special presentations will be made upon request of community groups and organizations.
- Fact sheets may to be used to explain transportation related issues.
- Special issues "technical memorandums" will be announced or reported at meetings and/or via email on relevant transportation issues.

Public Involvement Key Concepts

Know the Strategy

Ensure that there is a clear strategy for involving the public during the planning process, and will follow through on that process!

Utilize New Approaches and Techniques

New strategies and techniques must be used to improve the Plan's public involvement results.

Be Realistic with Participants

In public meetings, emphasize the long-range nature of the transportation planning process, helping people understand that results may not be seen quickly.

Questions and comments from the interested parties concerning the participation process, draft technical memorandums, draft transportation planning documents, and other work products will be addressed via written response and included in an Appendix to the actual TMP document.