

## CHAPTER 4

---

### Public Comments and Coordination

This chapter describes how MoDOT involved and consulted with members of the public and project stakeholders regarding potential improvements along I-70 in Kansas City and Independence, Missouri. The chapter includes a discussion of the tools used to involve the public. Summaries of the public comments from all of the outreach efforts are in **Appendix D.1** along with Study Team responses. **Chapter 4** of the **Draft FTEIS** explains how MoDOT followed the guidelines for public and stakeholder coordination as mandated by SAFETEA-LU. A summary of the coordination actions taken is presented here.

#### How did the Study Team Coordinate with Agencies?

MoDOT held eight regular meetings with representatives from local stakeholder agencies such as:

- City of Independence, Missouri
- City of Kansas City, Missouri
- Kansas City Area Transportation Authority (KCATA)
- Mid-America Regional Council (MARC)

Stakeholders provided feedback on the strategies as they were developed and refined.

MoDOT also held three meetings with environmental agencies to discuss the environmental analysis procedures for the project and the anticipated affects of the project on the environment. A summary of agency comments and the Study Team's responses are in **Appendix D.2**. Letters received from agencies commenting on the Draft FTEIS are in **Appendix D.3**.

---

#### Who are stakeholders?

Stakeholders are individuals and groups who are affected by or have an interest in a particular project or action. Stakeholders include property owners and residents, community groups, business groups, developers, utility companies, school districts, umbrella organizations (chambers of commerce, neighborhood associations, etc.), and elected/appointed officials at the federal, state, county, and local levels.

---

## How Could Members of the Public Learn More About the Project?

MoDOT developed several ways for members of the public to learn more about the project. These included a project website, a project phone number, project newsletters, a speaker's bureau, public meetings and listening posts, and other project interactive activities.



Project Website: MoDOT setup a project website to provide convenient access to project information 24 hours a day, seven days a week. The website went live on August 19, 2008 before the first round of public meetings. The website is located at [www.modot.org/kansascity/metro70](http://www.modot.org/kansascity/metro70).

The website was made known through project meetings, media releases, newsletters, post cards, business cards handed out at events, project flyer, and on variable message signs operated by Kansas City Scout along I-70.

Project Phone Number: The project used the MoDOT information line, 1-888-ASK-MoDOT, as the phone number for the public to get information about the project. Calls were forwarded to the MoDOT Project Manager. In total,

approximately 35 people have called the project phone line from the beginning of the project to June 2010.

Speaker's Bureau: MoDOT established a speaker's bureau for the project. Study Team members are available to attend neighborhood, business, and community organization meetings by request. The Study Team sent an invitation letter to more than 30 organizations along the corridor inviting them to request a speaker. The Study Team also posted a speaker's bureau request form on the project website. As of June 2010, Study Team members have presented at nine community group meetings.

MoDOT staff also attended the public hearing for the I-435/Manchester Interchange project and setup a table to provide information for the I-70 FTEIS project.

Newsletters, Postcards, and Flyers: The Study Team used a series of newsletters, postcards, and flyers to provide information about the project, upcoming public involvement opportunities, to invite people to access the project website, and to invite them to sign-up on the project mailing list. They were made available at meetings and placed on the project website.

### **What Public Meetings did MoDOT hold for the project?**

MoDOT held two rounds of public outreach prior to the publication of the Draft FTEIS and one round prior to the publication of this Condensed Final FTEIS. Public meetings or listening posts allowed members of the public to speak one on one with the Study Team. All meetings were held in an open house format over two to three hours and members of the public could stop by at any time during the meetings.

---

### **What is a Speaker's Bureau?**

The I-70 FTEIS Speaker's Bureau includes designated Study Team members who will attend neighborhood, business, and/or community meetings, by request, to discuss the I-70 FTEIS project.

---



Public Meeting

September 2008 Meetings



Public Meeting

The first series of public meetings were held in September 2008, details are shown in **Table 4.1**. The purpose of the first set of meetings was to:

- Introduce the project
- Explain why improvements are needed
- Discuss environmental constraints
- Provide information on the initial concepts for improving I-70

Members of the public attending the meeting were asked the following three questions:

- What are the problems in the corridor?
- What needs to be fixed and how would you fix it?
- How does the corridor affect your everyday life?

Members of the public were also able to discuss their concerns one on one with Study Team members.

**Table 4.1 Public Meetings**

Meeting Date and Time	Location	Meeting Type
September 9, 2008 4 pm to 7 pm	St. Paul School of Theology, Holter Center Cafeteria (5123 E. Truman Road, Kansas City)	Weekday Evening Public Open House
September 11, 2008 4 pm to 7 pm	Truman High School (3301 S. Noland Road, Independence)	Weekday Evening Public Open House
September 13, 2008 9 am to 11 am	Central High School (3221 Indiana Avenue, Kansas City)	Saturday Morning Public Coffee and Open House
September 27, 2008 9 am to 11 am	Don Bosco Senior Center (580 Campbell Street, Kansas City)	Saturday Morning Public Coffee and Open House

The September 2008 public meetings were promoted through the following methods:

- Approximately 2,700 post cards were distributed to residents and businesses near the corridor. Post cards with Spanish and Vietnamese translations were sent to

encourage participation of these language groups that live in the Study Area.

- Approximately 8,400 newsletters were distributed to residents and businesses near the corridor. These were also translated into Spanish and Vietnamese.
- Approximately 300 flyers were mailed to umbrella organizations, agencies, businesses, and public officials.
- A media release was sent by MoDOT to local media outlets in the Kansas City area.

The September public meetings attracted 54 members of the public. In an effort to increase the public's participation, the Study Team changed their approach for the next round of public outreach. In January 2009, MoDOT held an on-line meeting and a Listening Post.

January 2009 On-line Public Meeting

MoDOT posted the First Tier Strategies on the project website for public review and comment from January 2<sup>nd</sup> to January 31<sup>st</sup> as part of an on-line public meeting. The on-line meeting provided an interactive PowerPoint presentation that each visitor could view at their pace, provide blog comments, and e-mail comments to MoDOT. More than 940 individuals visited the on-line public meeting.

January 6, 2009 Listening Post

MoDOT held an open house listening post on January 6, 2009 at the Holter Center, St. Paul's School of Theology. This listening post allowed members of the public to view and comment on the First Tier Strategies for improving I-70. The listening post included displays as well as laptop computers that members of the public could use to access the on-line public meeting.

---

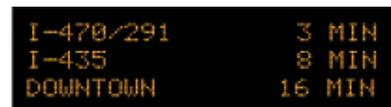
**What is an umbrella organization?**

An umbrella organization is an association of industry specific business, groups, or companies who work together. Example – Chambers of Commerce.

---



Listening Post



KC SCOUT message sign

The on-line meeting and listening post were promoted through the following methods:

- Approximately 3,070 post cards were distributed to residents and businesses near the corridor. Post cards with Spanish and Vietnamese translations were sent to encourage participation of these language groups that live in the Study Area.
- Newsletters were sent to prior meeting attendees and members of the project mailing list.
- A media release was sent by MoDOT to local media outlets in the Kansas City area.
- Details of the meeting were posted on the Kansas City Scout electronic variable message signs along the corridor from December 31, 2008 to January 31, 2009.

---

### What is Kansas City Scout?

Kansas City Scout is the metropolitan region's traffic management system that provides traveler information to the public through the local media, variable message signs, and the internet.

---

The website has an online comment and question form that can be filled out and sent to the Study Team. The comment form is also available in Spanish and Vietnamese, two languages spoken in the Study Area. More than 120 people have sent comments or requested information from the website.

### April 2010 Public Hearings

MoDOT held two open house public hearings on April 12, 2010 and April 13, 2010 from 4 pm to 7 pm. The first public hearing was held at the Noland Road Baptist Church, 4505 S. Noland Road, Independence. The second was held at the Gregg/Klice Community Center, 1600 John "Buck" O'Neil Way, Kansas City. The hearings provided an opportunity for formal public review of the Draft FTEIS. The information presented provided an overview of the study's major findings, the strategies considered to improve I-70, and the Preferred Strategy.

In addition, MoDOT posted the information presented at the public hearings on the project website for public review and comment from April 1, 2010 to May 7, 2010 as part of an on-line public hearing. The on-line hearing provided an interactive PowerPoint presentation that each visitor could view at their pace, provide blog comments, and e-mail comments to MoDOT.

The on-line meeting and listening post were promoted through the following methods:

- Approximately 8,860 post cards were distributed to residents and businesses near the corridor. Post cards with Spanish and Vietnamese translations were sent to encourage participation of these language groups that live in the Study Area. A copy of the postcard is in **Appendix D.4**.
- Newsletters were sent to prior meeting attendees and members of the project mailing list. A copy of the newsletter is in **Appendix D.4**.
- A media release was sent by MoDOT to local media outlets in the Kansas City area. The media release is in **Appendix D.4**.
- A single English, Spanish, and Vietnamese legal notice was placed in the *Examiner*. A copy of the legal notice is in **Appendix D.4**.
- English/Spanish and English/Vietnamese newspaper advertisements were published in the *Examiner*, *Dos Mundos*, *Kansas City Star*, *Kansas City Globe*, and *Kansas City Call* newspapers. Copies of the advertisements are in **Appendix D.4**.
- Radio ads were announced via *News Radio KMBZ 980*. The radio ad script is in **Appendix D.4**.

Informational notices of the hearings were posted on the Kansas City Scout electronic variable message signs along the corridor from April 1, 2010 to April 11, 2010 and April 13, 2010 to May 7, 2010.

More than 90 individuals attended one of the public hearings and 2,013 visits were made to the on-line public hearing.

## What Other Activities and Meetings Did MoDOT Use to Involve the Public?

### Mobile Voice Van



Mobile Voice Van Event

MoDOT vinyl wrapped an existing 12-passenger van, provided a display tent, and backdrop to share information about the First Tier strategy packages with the community. The van was stationed for two-hours at the following events:

- Kansas City Chiefs Football Game on December 21, 2008
- Wal-Mart Super Center on Blue Ridge Boulevard in Independence, MO on January 9, 2009.
- Kansas City Royals Baseball Game on April 8, 2010 (mobile voice van not used)
- Metro Bus Stop at 31<sup>st</sup> and Prospect on April 9, 2010 (mobile voice van not used)
- River Market on April 17, 2010
- Bass Pro Shops in Independence, MO on May 3, 2010



Members of the Study Team circulated the event location to talk with the community about the project and distributed "Contact Us" business cards.



Front of the “Contact Us” business card



Back of the “Contact Us” business card

## How Did MoDOT Provide Information Through the Media?

MoDOT uses a variety of media outlets to provide public meeting information. For the I-70 FTEIS, press releases were sent to 87 representatives of Kansas City area newspapers, television stations, and radio stations.