

ADOT Communications and Public Involvement

Communications strategies for informing the public and gathering and using public input on projects.

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Communications and Public Involvement

Communications

Public information about transportation and MVD.

- Media outreach in English and Spanish
- Social media
- Constituent inquiries via phone and email

Public Involvement

- Project information shared to local governments, businesses and residents.
- Public meetings
- Business and neighborhood walks
- Meetings with community organizations
- Project info by mail

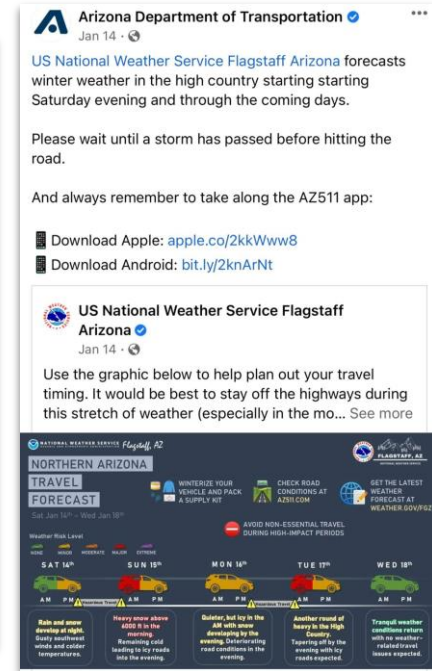
ADOT uses a variety of tools to deliver key messages to the public prior to and during winter storms, including:

- **Overhead message boards**
- **Social media**
- **News releases & media interviews**
- **AZ Traveler Information system**
 - AZ 511 website (az511.gov)
 - AZ 511 app
 - 511 phone line
- **ADOT website**
- **Email subscription lists**



Before winter storms

- Message boards are scheduled in and around the high country.
- News release that urges motorists to be prepared for winter weather conditions; related media interviews.
- Social media posts that:
 - Make the public aware of weather forecasts that can impact travel and urge flexibility in travel plans (delay or alter).
 - Encourage preparedness by traveling with a winter emergency kit and delaying travel during the height of the storm.
 - Encourage downloading the AZ 511 app for real-time highway conditions.
- Amplifying posts from the National Weather Service, Grand Canyon National Park and public safety partners.



Working with stakeholders



- National Weather Service
- Arizona Department of Public Safety
- Local governments, organizations
 - For eight years, ADOT has provided assistance to the City of Flagstaff and Coconino County with heavy traffic through the city and along US 180 to and from Snow Bowl and other winter recreation spots. The plan addresses ways to urge those planning travel to plan ahead and be prepared. It also discourages playing in the snow along highways.

During winter storms

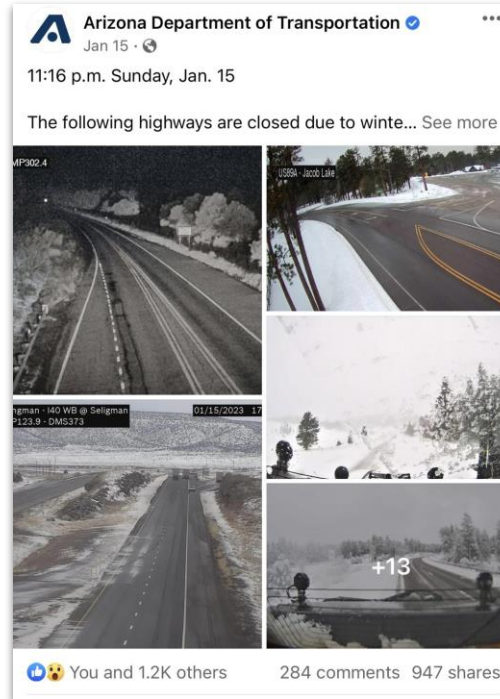
- PIO in the Traffic Operations Center from 5 a.m. to 10 p.m.
- Traffic Operations Center is staffed with a PIO 365 days/year
- Having a PIO in the control room allows ADOT to quickly share important, time-sensitive information about highway conditions with the public.



During Storms: Social media

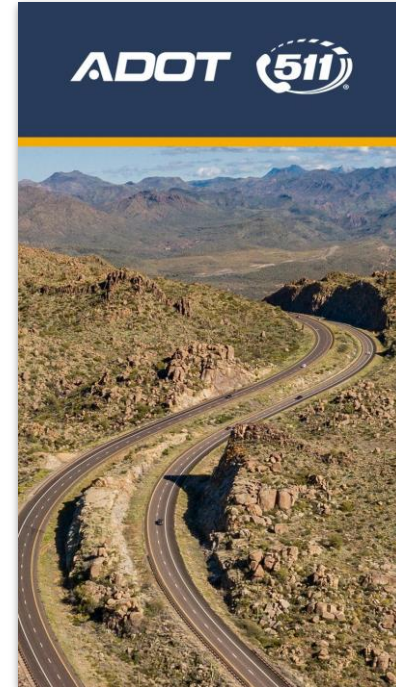
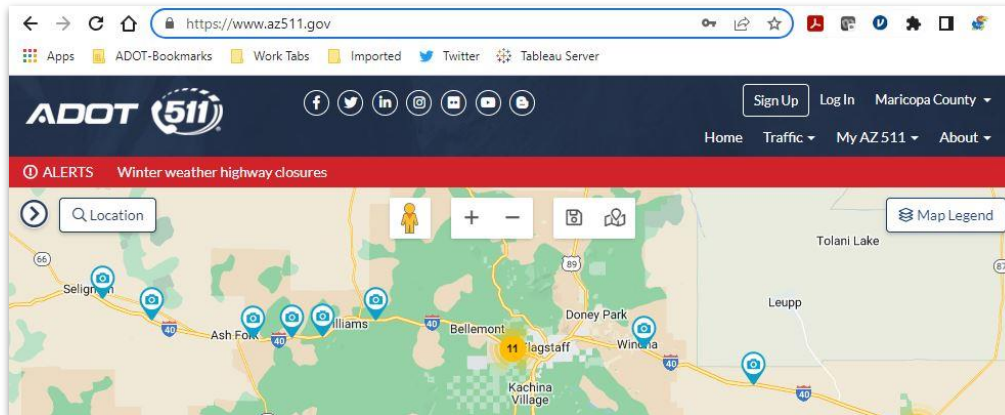
ADOT is very active on social media during weather events.

- Social media posts are updated when highways close or reopen.
- Preparedness tips like what to pack in a winter emergency kit are shared.
- Safety tips like how to safely drive near snowplows are posted.



During Storms: AZ 511 app, website, phone line

- The public has access to real-time highway conditions on the AZ 511 app, az511.gov and 511 phone line.
- ADOT's statewide network of highway cameras can be viewed on AZ 511.



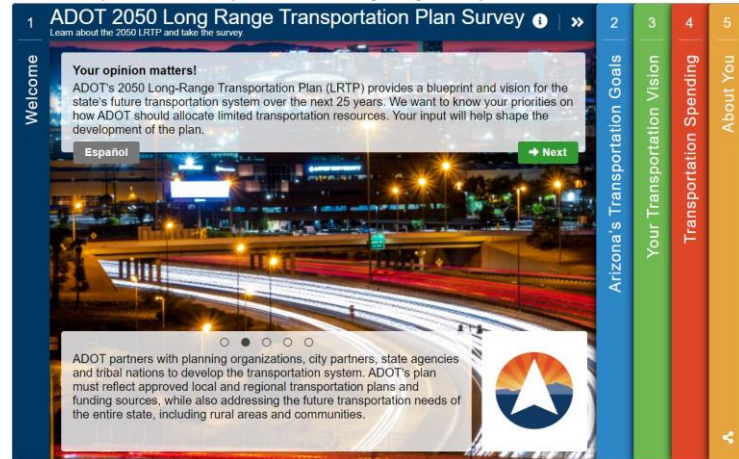
ADOT Public Involvement Plan (PIP)

- ADOT's **Public Involvement Plan (PIP)** documents public involvement guidelines & processes.
- **Includes PI requirements** at a program, study and project-level.
- Complies with **federal & state requirements**.
 - National Environmental Policy Act (NEPA)
 - Non-discrimination (Title VI, ADA, Environmental Justice, etc.)
- Updated every five years, **approved by FHWA**.



Methods for Receiving Public Input

- Formal comment periods (Environmental studies, Five Year Program, LRTP)
- Public hearings & public meetings (including Board meetings)
- Surveys
- Stakeholder workshops & committees
- 1:1 meetings
- Grassroots outreach
- General public inquiries/issues

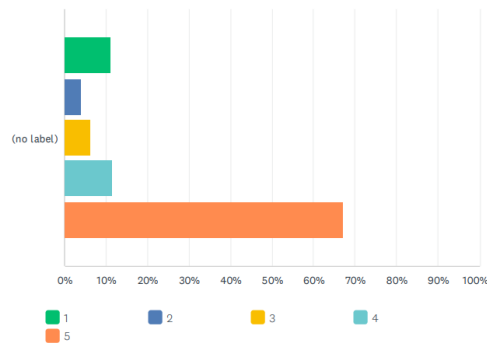


Documenting and Summarizing Input

- **Comment logs**
 - Categorize comments (by topic, corridor)
 - Provide overview of comment themes
- **Inquiry logs**
 - Topics
 - Total number/total number by topic
- **Formal public involvement summaries**
 - Document outreach activities and input received through each study/project phase
- **Survey summaries**

Q8 Using a scale of 1 to 5 (Where 1 is Strongly Oppose, 2 is Somewhat Oppose, 3 is Neutral/No Preference, 4 is Somewhat Support and 5 is Strongly Support), please indicate your level of support for Alternative 3.

Answered: 1,407 Skipped: 13

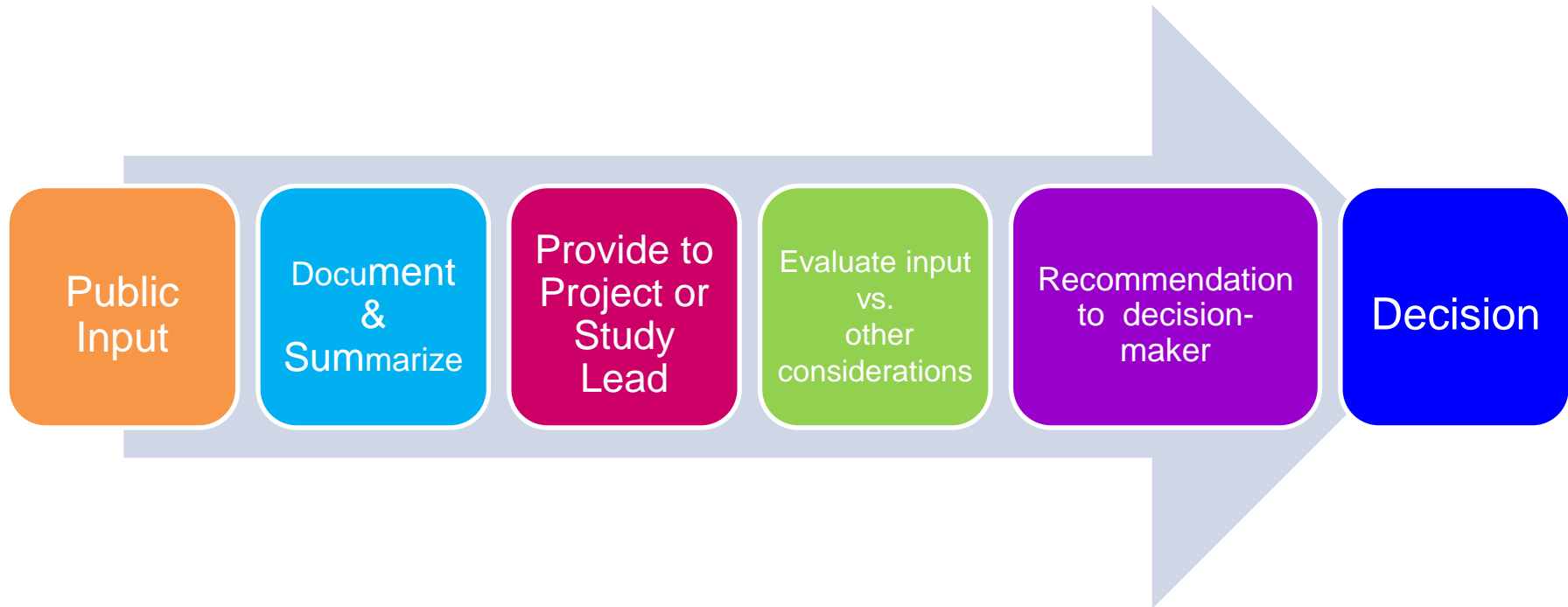


ADOT Five Year Program Public Comments

- Provide multiple methods for public comments
- Maintain comment spreadsheet
- Respond to all comments
- Provide monthly and final report for Board with comment summary and full spreadsheet

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|--------------|-------------------|---|
| Corridor(s) | Location | Comment |
| SR 347 | Maricopa | I would like to have the 347 widened from Maricopa to the 10. Currently only 2 lane highway. Substantial growth is taking place in Maricopa, AZ. It's dangerous and the only main from Maricopa, AZ to Phoenix. Thank you for your consideration. |
| SR 347; I-10 | Maricopa | SR 347 and I-10 interchange needs to be flyover on off ramps and widen SR 347 and reduce lights on SR347 at Riggs rd, the concrete plant and Casa Blanca rd. |
| SR 377 | Heber to Holbrook | In your plans for construction, you also need to add several passing lanes along AZ State Route 377 to/from Heber to Holbrook. This would help control accidents when people are passing on a double yellow line and not getting themselves or others injured/killed. Thank you very much for considering this. |
| SR 51 | I-10/Loop 202 | Why isn't the widening of state route 51 ever on the plan? The I-10, 202, and 51 is always chock full of traffic. When are you going to do something about it? Sucks until it starts including widening the 51 and makes the exit lanes 2 lanes not one from the 51 to the 202. Please widen state route 51. It's always a full of traffic and should be considered a major choke point in daily traffic. |
| SR 564 | Navajo Nation | Replacement of the existing road. AZ Route 564 is located on the Navajo Nation and it leads to one of the National Monument (Navajo National Monument). The road has many potholes forming and erosion is wearing on the shoulder. Many tourists travel this road and so do many people living in the area. It would be great to get it re-paved or replace. |

Evaluating Public Input



Addressing public requests for future projects

- ADOT often can't address a public request or concern in the near-term:
 - Funding
 - Scope of the project or study
 - Timing of a request in the planning, programming, design or construction process
- Documenting public input helps ADOT consider and prioritize future projects and studies.



Questions?