



PUBLIC OUTREACH PLAN



Updated January 2022

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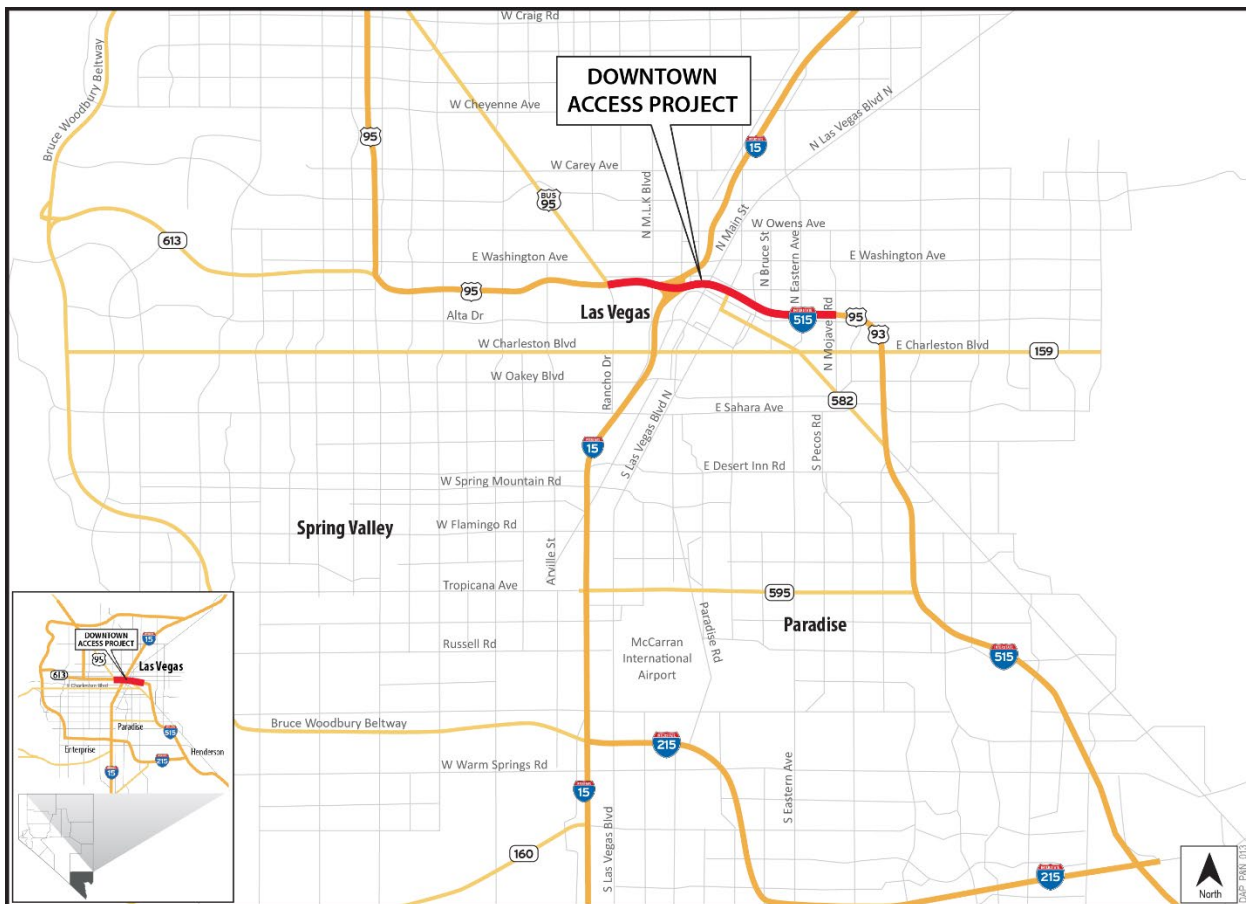
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1.0 Project Description

The Nevada Department of Transportation (NDOT) and the Federal Highway Administration (FHWA) are studying alternatives to address structural issues on the Las Vegas Viaduct, reduce congestion, and improve safety on the 3.5 miles of Interstate 515 (I-515) between Rancho Drive on the west and Mojave Road on the east in Las Vegas, Nevada. A key deficiency is the condition of the 1.6-mile-long Las Vegas Viaduct that carries I-515 over the Union Pacific Railroad and several local streets and parking lots. This project is referred to as the Downtown Access Project (Figure 1).

NDOT is looking for a long-term solution to address the aging infrastructure, improve safety, and reduce travel delay while addressing future travel demand in this corridor.

Figure 1. Project Location





- Actively reach out to businesses, residents, potentially affected stakeholders, and the traveling public to provide them with the most up-to-date, accurate information;
- Seek input from the public — including business owners and operators, residents, commuters, government representatives, visitors and other corridor users — to help develop solutions that will best meet the needs of those who use this corridor;
- Work collaboratively with corridor stakeholders, residents, and businesses to receive feedback and comments regarding this project;
- Respond to inquiries and concerns regarding the project, and forward inquiries and concerns to the proper NDOT public information official(s) for follow-up and response; and
- Become an active steward of the Downtown Access Project.

2.0 Public Outreach Team

The primary members of the Downtown Access Project who provide public outreach direction, management, planning, implementation and support include the following individuals:

Name	Title	Phone	Email	Outreach Role
Ryan Wheeler	NDOT Project Management	702.671.8876	rwheeler@dot.nv.gov	Program Oversight
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Joey Paskey	City of Las Vegas Lead	702.229.2212	jpaskey@lasvegasnevada.gov	Program Oversight
Debi Bohnet	Public Outreach Lead	702.953.1239	debi.bohnet@jacobs.com	Public Outreach Lead
Ericka Aviles	Minority Outreach	702.300.7670	ericka@erickaaviles.com	Public Outreach Support

3.0 Public Outreach Program Goals

The goals of this outreach strategy are outlined below. Project strategies and tactics will be evaluated based on how they meet the following goals and objectives and will be redirected as necessary. Note: These broader plan elements are subject to change based on changes in project direction or client needs.

Goals:

- To successfully accomplish NDOT's outreach requirements and expectations;
- To successfully accomplish all FHWA National Environmental Policy Act (NEPA) and Title VI federal outreach standards;
- To provide accurate and timely information regarding the environmental study, potential impacts, and benefits to affected stakeholders, residents and businesses;
- To provide abundant avenues through which stakeholders can actively obtain information, provide feedback, ask questions, or voice concerns;
- To successfully address, mitigate, and/or resolve questions or concerns from the public;
- To keep representatives of local governing bodies and stakeholder groups involved and informed of the study and its progress; and
- To become an active steward of the environmental study.

4.0 Project Stakeholders

This project will impact a wide variety of stakeholders along the corridor, from residential and businesses to casino/hotels, community facilities, and the traveling public.

Large-Campus Facilities

There are business and government facilities along the corridor with large footprints that have a large stake in this process (i.e., City of Las Vegas Fire Station 1, City of Las Vegas Parks & Recreation facilities, Zappos campus, Boyd Gaming, etc.). It is imperative to have continuous dialogue with these facilities and ensure they are active in the environmental process. We will foster relationships with these larger stakeholders in the stakeholder working group, as well as meeting with their administrations and planning staff one-on-one as needed.

Corridor Residents

There are many single-family residences along the corridor, as well as a large number of apartment buildings. Many of the residents living in this corridor are long-time residents, with large components of low-income, minority, and senior populations. Learning more about their transportation habits and needs for everyday living will provide important information necessary for the process and to help inform decisions. We will reach out to residents and seek their input through public meetings, other outreach efforts as needed, and a door-to-door survey as part of the Environmental Justice outreach efforts.

Corridor Businesses

Retail and commercial facilities are sprinkled throughout the corridor. Seeking input from them will provide valuable insight into how their customers use the corridor to reach their establishment, transportation and transit needs, and what is needed to maintain flow into and out of their establishments. Our interaction with them will be through public meetings, direct mailers to addresses directly affected by the project, fliers distributed in person to corridor businesses, and email blasts sent during project milestones to provide information to and seek input from those stakeholders who have provided contact information.

Schools and Recreation Facilities

The corridor includes several community recreation facilities and schools. Our interaction with them will be through public meetings, direct mailers to addresses directly affected by the project, fliers distributed in person, and email blasts sent during project milestones to provide information and seek input. We will also use these facilities as an avenue for communicating with the larger community.

Traveling Public/Commuters

The traveling public will be a valuable resource during the study, providing insight into current corridor use and needs. Again, because of the large numbers of stakeholders, we will reach out to them through public meetings and posting notices at appropriate locations, including stores and restaurants in the corridor with high traffic volumes.

Emergency Service Providers

Emergency service providers such as CLV Fire, LVMPD, NHP, and local ambulance carriers, can provide information about their use of the corridor, issues, and needs. We will include them in our stakeholder meetings and engage the Traffic Incident Management (TIM) Coalition to learn about their needs and specific use of the corridor.

Individual Stakeholders Impacted by the Project:

The agencies and companies below will be informed of the project and asked to participate in the project's environmental process. Participation will include, at a minimum, meetings of the Downtown Stakeholder Group, individual meetings and presentations, and public meetings.

- Boyd Gaming
- Cashman Field
- CIM Group
- City of Las Vegas, including City Council members and Neighborhood Advisory Boards
- City of Las Vegas Fire Station 1
- City of Las Vegas Parks & Recreation
 - Dula Gym
 - LV Senior Center
 - East LV Community Center
- Clark County, including Commission members and Citizen Advisory Boards
- Department of Public Safety
- Derek Stevens Properties
 - The D
 - Golden Gate
 - Circa
- Downtown Boys & Girls Club
- Downtown Project
- Fremont Street Experience
- Future development planned in the surrounding area
- International Market Centers
- Nevada Trucking Association
- La Bonita Supermarket
- Las Vegas Chamber of Commerce
- Las Vegas Convention & Visitors Authority
- Las Vegas Lights FC
- Las Vegas Metropolitan Police Department
- Las Vegas Rescue Mission
- Latin Chamber of Commerce
- Metro Chamber of Commerce
- Molasky Group
- Nevada Highway Patrol
- UPRR
- RTC of Southern Nevada
- Southern Nevada Regional Housing Authority
- Southern Nevada Water Authority
- The Mob Museum
- The Smith Center
- Zappos

5.0 Public Outreach Program Strategy

In order to meet and exceed the goals of the public outreach program for the Downtown Access Project, as well as follow the federal NEPA requirements, the following strategies will be used. Some of these strategies may be redirected and altered during the project to better fit the project and client's needs.

Specific public outreach activities will include a variety of activities developed to create the best opportunity to meet the goals of the public outreach program.

Project Branding & Messaging

In order to create a visible, recognizable project, all project materials, collateral and communication tools will convey the pre-approved brand and messaging. This will ensure consistency of design and message for easier project identification. All materials will be reviewed and approved by NDOT.

Project Website

A stand alone, project-specific website has been developed and will be maintained for the duration of the project. The website includes project photographs, maps, comment forms, community information, and other current and relevant information related to the project. The site is linked to NDOT's main website and will be advertised on project materials, public announcements, and at public venues. This site was designed and developed prior to the first public meeting, with NDOT oversight, input and approval.

Task	Start Date	Frequency
Email updates	Spring 2020	Quarterly
Website hosting	February 2020	Duration of project
Website updates	March 2020	Up to 2 x per month

Project Outreach Materials & Collateral

We will work with project management and the NDOT communications office to develop, update, and distribute printed and electronic versions of project educational materials (in both English and Spanish) to study-area stakeholders in the effort to provide accurate and timely information on the study and offer opportunities to participate. All materials will be properly branded and messaged and consistently reviewed for accuracy and timeliness of information. These items will be available online, at public meetings (for this project and adjacent projects) and distributed at events deemed appropriate by NDOT.

Social Media

Outreach staff has worked with NDOT to develop a social media plan for the project, including the use of Twitter, Facebook and Instagram. This plan includes posting of social media content in Spanish. These accounts and their messages will be in accordance with NDOT standards and practices. We will work with NDOT to create messages and appropriate tagging and hashtags for posts.

Online Meetings

Online meetings will be hosted on the project website. These meetings are not live. They are a series of interactive pages that include materials that would typically be shown at a public meeting. The public meeting materials including video, animation, and other visuals are included in an online format that is easy for the audience to digest. NDOT to determine the period of time the online meeting is available (i.e. 30 days, 90 days, etc.) and, during the determined length of time, the online meeting is open for anyone to access at any time and includes an online comment card for feedback. Online meetings are transparent, convenient, and efficient and an ideal medium through which to engage a broader audience and capture increased participation, as not everyone can attend a meeting in person. In addition, they are compliant with the Americans with Disability Act of 1990 as they highlight audio and visual components along with offering closed captioning capabilities. Typically, online meetings have tremendous engagement before work hours, during lunch, or after 10 pm, which are not typical times public meetings are held.

Community Stakeholder Notification

Outreach staff notified large stakeholders directly affected by the study in an Intent to Study letter. In January 2020, this initial introductory letter (in both English and Spanish) was mailed to 9,000 stakeholders, businesses, and property owners within 1/4-mile of the study area. The letter detailed the study, its goals and objectives, an invitation to learn more and participate, and the project lead's contact information. Ongoing communication was established with stakeholders that may be affected by the project.

Also, in accordance with NDOT and FHWA specifications, our outreach team will notify

property owners, residents, and businesses directly adjacent to any upcoming outreach activities. The outreach team developed a stakeholder database and will continue to update and maintain the database. The current project contact list contains more than 1,000 stakeholders. Notices and posters (in both English and Spanish) will also be displayed prominently in public locations throughout the corridor prior to any meetings or outreach activities.

Participation in Corridor Events & Activities

It is important that the project team become an active member of the study-area community. A yearly schedule of local events will be created, and outreach staff will work with NDOT to determine which events to participate in, and the most effective participation method. These venues will be important conduits to the project community and will provide opportunities to have stakeholders learn more about the study and its benefits, and to offer input.

Media Relations

The public outreach team will assist the NDOT communications office — who will serve as the media relations lead — with any media-relations tasks, as directed. The team will develop an archive of related news stories for project documentation.

We will actively develop news releases, advisories, public service announcements, community calendar items, and other information relevant to the media regarding the study. These items will be developed on an as-needed basis in conjunction with major project activity/impacts and milestones. As directed, bilingual team members will participate in Spanish language media outreach. All media items and relations will be pre-approved by NDOT, with NDOT disseminating the message(s) to the media.

Community Partnerships

The project outreach team has forged partnerships with area coalitions and community groups. These relationships will be vital to success in the study's subsequent phases. In addition, the outreach team will work with these groups to attend their meetings periodically and update the groups on the study's progress, as well as invite them to participate.

Public Information Meetings

The outreach team organized one public meeting during the initial environmental phase between August 24 to September 22, 2020. This meeting was held online only. This meeting informed potential stakeholders of the project and solicited feedback for the NEPA process. This meeting was announced in English and Spanish via postcard to residents and businesses near the project corridor, print and digital advertising, social media, morning traffic anchors on the local news, and extensive grassroots outreach to the community. In preparation for this meeting, three dimensional visualizations of all three alternatives were created to help communicate the potential improvements to the public. Over 1,300 new users participated in the meeting, and

NDOT received more than 100 public comments. The meeting will be documented and included in the project administrative record.

NDOT will host another virtual online public information meeting between January 17 and February 15, 2022, as well as an in-person public meeting on January 25, 2022. NDOT will also host a public hearing in November 2022 upon release of the Draft EIS.

Public Outreach Surveys

NDOT completed a street closures outreach campaign in March and April 2021. During this survey, NDOT simulated the proposed street closures for a period of five weeks and requested feedback from the public about the street closures during this time. The public could provide feedback in English or Spanish via an interactive online survey, a phone hotline, during stakeholder meetings before and during the test closures, or to project team members that distributed information to the public in-person. NDOT received approximately 450 comments during this survey. Although the feedback generally opposed closing the streets, most respondents supported improving I-515.

Subsequently, in May and June 2021, NDOT surveyed all of the households within a quarter mile of the project's right-of-way, excluding the areas west of I-15 where no right-of-way acquisition or displacements would occur. The purpose of this survey was to 1) ensure adjacent residents were aware of the proposed project, 2) confirm the accuracy of Census data for the area, and 3) learn how often adjacent residents use I-515.

A survey (in English and Spanish) was mailed to approximately 8,900 homes. Several weeks later the project team visited 1,300 of the households closest to I-515. During the door-to-door survey, the project team made contact with 135 residences. Overall, 701 households responded to the survey via mail, phone, website, and in person during the door-to-door survey. The survey inquired about:

- Number of individuals that lived within each residence
- Age of residents
- Whether the residents have a disability
- How long the residents have lived in their home
- Race and ethnicity of the residents
- Predominant language spoken at home
- Whether the home is owned or rented
- Annual household income
- Mode of travel to work/school
- Number of cars the household has access to
- Where residents regularly visit within the I-515 corridor

- Frequency residents travel on I-515

The survey data does not dramatically differ from the most recent census data; however, the survey did find a lower percentage of Black residents and a higher percentage of Hispanic residents. Also, about 2/3 of those who responded to the survey use I-515 at least weekly.

From December 17, 2021, through January 17, 2022, NDOT surveyed adjacent residents and businesses regarding potential mitigation measures for the project. NDOT will continue to conduct extensive outreach to elected officials, stakeholders, and neighborhoods throughout the duration of the project.

Community Stakeholder Meetings

Community meetings will be held during the study to provide updated information to stakeholders, inform them of potential benefits and impacts, and seek input into the environmental recommendations.

Government Affairs

Because of the dynamic nature of this project and its significance, a solid government affairs strategy is prudent to project success. We will work with NDOT and project management to develop briefing materials for the project to be presented to local boards, city councils and commissions, as requested.

6.0 Project Schedule

This schedule is preliminary and subject to change.

