

# Southeast Area Transportation and Land Use Study

## PUBLIC INVOLVEMENT PLAN

*Davidson/Rutherford/Williamson/Wilson Counties, Tennessee*

April 2013



Prepared for the Nashville Area  
Metropolitan Planning Organization



G R E S H A M  
S M I T H   A N D  
P A R T N E R S



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# PUBLIC INVOLVEMENT PLAN

## 1. PROJECT BACKGROUND

The southeast area of metropolitan Nashville has been the site of enormous growth and change over the past 25 years, affecting not just the local jurisdictions, but also the economic success of the region and Tennessee as a whole. These changes have placed additional pressures on the transportation system and have created increased competition for funding resources within the Nashville metropolitan planning organization (MPO) area. Good transportation systems are critical to the social and economic well-being of all communities. Active, informed public input can lead to better decisions as communities adapt to their changing economic and social environment.

The *Southeast Area Transportation and Land Use Study* began in March 2013 and will be completed over an 18-month period through July 2014. The Nashville MPO is the lead agency and project manager, and it has retained a consulting team, led by Nashville-based Gresham, Smith and Partners (GS&P), to conduct the study. Funding for the study comes primarily from state and federal funding sources.

The purpose of the *Southeast Area Transportation and Land Use Study* is to plan for growth in the southeastern portion of the metropolitan region through 2040. Drawing together state, regional, and local partners, the study provides an important opportunity to develop a preferred vision for growth and development in the area paralleling I-24 between I-40 and I-65 in portions of Davidson, Rutherford, Williamson, and Wilson Counties.

The planning process for the study will result in four key outcomes. These outcomes are:

- A shared preferred vision for growth and development;
- General land use recommendations to advance the preferred vision that can aid local governments in their decision-making;
- Multimodal transportation recommendations that can assist city, county, regional, and state partners in transportation system development; and
- A growth management toolbox that the Nashville Area MPO and local community partners can use to implement the preferred vision.

The MPO will use the study's outcomes as the basis for land use and transportation recommendations in the development of the region's *2040 Regional Transportation Plan (RTP)*. Local governments will be able to use the study outcomes to update the land use and



*Early Rutherford County Court House – downtown Murfreesboro.*



Falls along greenway trail – Murfreesboro

transportation elements of their comprehensive plans. Importantly, local, regional, and state transportation agencies will be able to use the recommendations for roadway, traffic management, and public transit initiatives. The plan will include detailed transit recommendations to determine new transit services or service improvements within and along the corridor.

## 2. PURPOSE OF THE PUBLIC INVOLVEMENT PLAN

Constant communication, public outreach, and consensus among the key stakeholders are essential throughout the planning process. It is important that those intended to benefit from the project as well as those who may be impacted by the study, including individuals that live, work or otherwise have an interest in the project area, fully support and commit to the implementation of the recommended alternative. More so than anyone else, these individuals understand the dynamics of the places they call home, and the stakes that today's decisions place on the future success of their communities.

The Public Involvement Plan (PIP) presents a strategy for how and when the project team will facilitate communication and obtain input from decision-makers, subject matter experts, interested groups and organizations, and the general public during the development of the study. The PIP will guide outreach efforts throughout the planning process and address all of the necessary elements, including the identification of a Project Coordination Committee, comprised of local government representatives and other key stakeholders in the study area, target audiences, outreach tools and techniques, and the strategic messaging and media outreach strategy.

This plan has been developed to ensure that all citizens, regardless of race, color, religion, income status, national origin, age, gender, disability, marital status, or political affiliation have an equal opportunity to participate in the *Southeast Area Transportation and Land Use Study* planning process. To accomplish this, the Nashville Area MPO will ensure that all meeting locations, meeting materials, and presentations are accessible to the public; that meeting locations are held in multiple locations throughout the study area, and that any non-English speaking or English as Second Language (ESL) populations in the study area are identified and appropriate outreach strategies implemented to include them in the process.

### 3. PROJECT COORDINATION COMMITTEE

The Project Coordination Committee (PCC) will serve as the steering committee for the study and will support the work of the project team, providing invaluable local knowledge from project start-up to the final study document.

The PCC represents the local governments and agencies that have a role in funding, permitting, and/or implementing any proposed transportation improvements within the study area. The responsibilities of the PCC members are to:

- Offer policy recommendations and guide the development of the study;
- Receive and assess reports on progress and schedule;
- Coordinate with their respective agencies; and
- Provide a sounding board for the project team to prepare for public outreach activities.

The PCC will be comprised of the following partners:

#### Local & Regional Partners

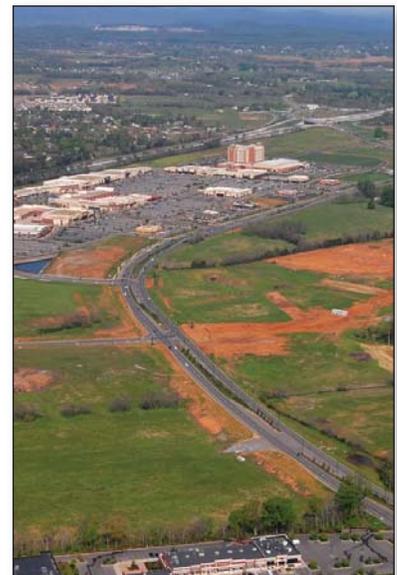
- Metropolitan Government of Nashville-Davidson County
- Rutherford County
- City of LaVergne
- City of Murfreesboro
- Town of Smyrna
- Williamson County
- Wilson County
- Nashville Metropolitan Transit Authority (MTA)
- Murfreesboro Rover
- Regional Transportation Authority
- Greater Nashville Regional Council

#### State & Federal Partners

- Tennessee Department of Transportation
- Federal Highway Administration
- Federal Transit Administration

#### Non-Profit Partners

- Transit Alliance of Middle Tennessee
- Cumberland Region Tomorrow



Medical Center Parkway, Murfreesboro



*I-24 eastbound at Sam Ridley Parkway, Smyrna*

The committee will play a primary role in providing project direction and the buy-in needed to move forward at each stage of the study. They will also play a key role in the preferred vision. Members of the PCC will act as a sounding board at key phases of project development, will provide guidance on policy, will seek input from other community leadership at key decision points, and will communicate project status and progress to their organization, leaders, and constituents. The PCC members will represent the decision making authority of their agency or community.

The PCC will meet five times during the study process. The MPO will serve as host for these meetings and GS&P will serve as the primary meeting facilitator. GS&P will assist the MPO Project Manager in developing meeting agendas and formats, attending and facilitating the sessions, preparing and delivering presentations and related materials, and documenting the discussions and decisions of the PCC. GS&P will assist the MPO in consensus-building among the group members.

In general, the PCC will meet at the following milestones to provide essential information and local, regional, and state perspectives:

- **Meeting # 1** – this session will be the PCC project kick-off meeting when the members are introduced and the project scope, schedule, key milestones, and deliverables will be reviewed with the committee. The methods for involving the community at large will be discussed. Additionally, the session will be used to gather data on key issues that are now or are likely to impact desirable transportation and land use systems in the study area.
- **Meeting # 2** – this session will focus on the results of the assessment of existing conditions and trends in the study area. It will also introduce the topic of defining subarea transportation and land use scenarios for evaluation by the project team.
- **Meeting # 3** – this session will focus on reviewing the alternative growth scenarios that will be evaluated by the project team.
- **Meeting # 4** – this session will focus on reviewing the results of the scenario evaluation and the project team will discuss the “best performing” scenarios for the PCC’s review. The project team will work closely with the PCC to reach agreement on its preferred or recommended scenario.
- **Meeting # 5** – this session will fully describe the draft study, along with its associated list of recommended transportation projects and supporting land use and other public policies to achieve the shared vision for the southeast area. This is a critical meeting prior to the presentation of the study to the MPO’s Executive Board.

## 4. MPO BOARD

At the discretion of the MPO project manager, the project team will present study updates and/or findings to the MPO Board at the beginning, midpoint, and end of the project. The board will serve as the central policy making agency for the project.

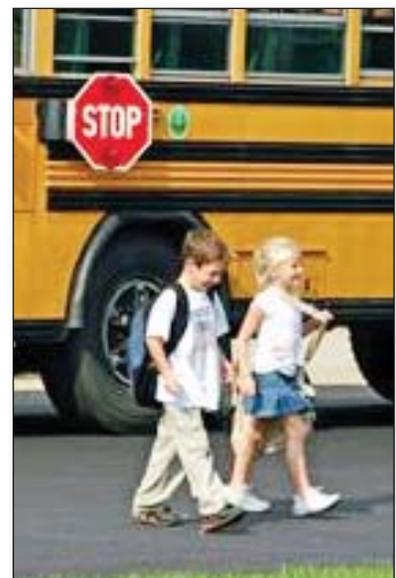
## 5. STAKEHOLDERS AND TARGET AUDIENCES

The southeast area of metropolitan Nashville has a growing and diverse population, both in terms of race and ethnicity, but also in terms of age, lifestyle, areas of interest, educational background, and income level. The PIP recognizes this diversity and is aimed at providing multiple opportunities for the public at large to learn about, comment on, and provide feedback on the study's recommendations.

### Southeast Area Stakeholders

The following list identifies the range of stakeholder groups in the southeast area:

- Neighborhoods, residential developments
- K-12 schools and Middle Tennessee State University
- Regional medical centers and wellness facilities
- Local jurisdictions, including transit systems
- Local chambers of commerce
- Convention and visitors bureaus (Nashville and Rutherford County)
- Business and technology parks
- Major employers, including Nissan North American Headquarters
- Service agencies for seniors, people with disabilities, and low income groups
- Faith-based organizations
- Transportation advocacy groups (bike/pedestrian/transit)
- Airports (Nashville and Smyrna)
- National Park Service and state and local recreation areas
- Environmental Justice areas (areas that are below the federally-defined poverty level)





In order for the study to be effective, the outreach process will need to address three general types of stakeholders: individuals and groups actively engaged in planning in their communities; individuals and groups who may not be active participants and are harder to reach; and special interest groups.

### Engaged Public

These are individuals or groups who are actively involved in the community. They attend public meetings, participate in blogs, use the internet to learn about events in their community, and actively engage their elected officials. Only a small number of people fall into this category. For example, according to a study commission by the National Conference on Citizenship, only ten percent (10%) of Americans say they have ever attended a public meeting. This number is even smaller for African-Americans (8%) and Hispanic Americans (4%). The PIP has been designed to reach out to this group and to increase its numbers using a variety of in-person events and web-based tools.



*Engaged individuals or groups are actively involved in the community.*

### Unengaged Public/Hard to Reach Populations

Most people do not actively participate in public planning initiatives. They may have schedules or family responsibilities that keep them from participating, do not have an interest, or may feel that the “system” does not work for them. Traditional outreach efforts have failed to effectively reach segments of the population, including minorities and youth. This group includes the 90 percent (90%) of Americans who have never attended a public meeting. Despite these challenges, the PIP includes strategies to draw as many people as possible into the planning process for the southeast area.

### Special Interest Groups

These are organized groups who convene on a regular basis and are focused on specific interests. This could include local chambers of commerce, environmental advocates, transportation advocacy groups, civic groups, and other organizations. The PIP includes strategies to bring these individuals and organizations in the planning process, both through in-person events and on-line resources.

## 6. OUTREACH OBJECTIVES

The *Southeast Area Transportation and Land Use Study* is organized around several distinct tasks or milestones. Accordingly, the dialogue with stakeholders and citizens will involve different strategies, depending on the objective. Included in the PIP are five unique objectives, each with its own approach to involving the public.

### Listen

The first step in any effective outreach process is to understand what makes our citizen base tick. The only way for this to happen is to listen carefully. What do people like about the southeast area of metropolitan Nashville? What do they dislike? What kind of changes in their built environment and transportation systems would they like to see in the next 30 years? What are the most meaningful ways to engage them?



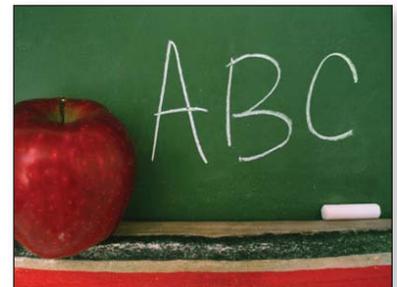
### Create Awareness

This objective is intended to raise awareness of the *Southeast Area Transportation and Land Use Study* and serves as a call to action for their participation. Key questions include: What are the critical issues facing the southeast area of metropolitan Nashville and how do they affect me? Why should I get involved? How can I get involved?



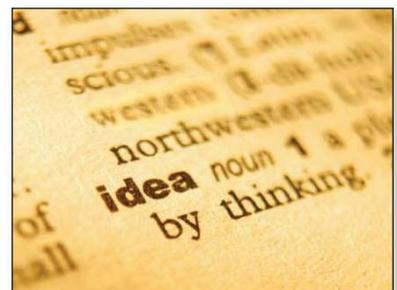
### Educate

Informed citizens and stakeholders are more likely to stay engaged and can contribute more meaningfully to the process. This objective arms stakeholders with the information they need to make knowledgeable decisions. For example: How do transportation decisions affect land use and vice versa? How can the southeast area of metropolitan Nashville become more livable? How can infrastructure investments spur economic development and job creation?



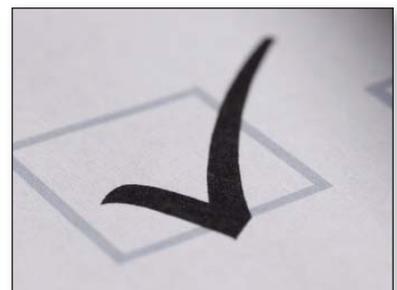
### Collect Feedback

Armed with awareness and knowledge, stakeholders can provide specific feedback on how the southeast area of Greater Nashville should grow and change over the coming decade. This could include preferences on preferred growth areas (urban, suburban, or rural areas) or how residents will get around the region in the future (automobiles, buses, bicycles, sidewalks, and trails).



### Prioritize

This objective engages stakeholders to set priorities for the region. They could be asked to make specific choices affecting the future of the southeast area through ranking or voting exercises. These choices may include a range of growth and development scenarios or preferred public infrastructure investment strategies. This element recognizes that often there are trade-offs between what we desire for our communities and what we can afford.



## 7. INTEGRATION WITH OTHER PLANNING EFFORTS

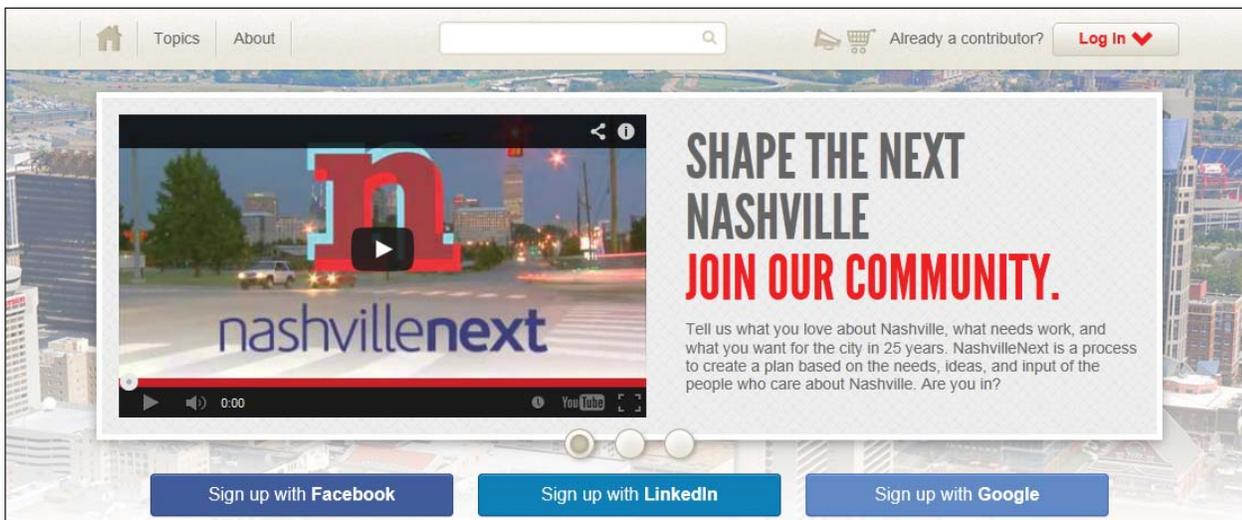
The project team will work closely with the Nashville MPO, TDOT, local jurisdictions, and other entities currently working on or expected to update plans so that regional and local decisions can be aligned as closely as possible.

### NashvilleNext (Metro Nashville)

The project team will closely coordinate outreach efforts in Davidson County for the Southeast Area Transportation and Land Use Study with the *NashvilleNext* effort by the Metropolitan Nashville Planning Department. *NashvilleNext* is a two-year community-driven process for creating a countywide plan to guide Metro Nashville through 2040. Any public engagement efforts in Davidson County for the *Southeast Area Transportation and Land Use Study* will be conducted with *NashvilleNext*. The public outreach efforts for *NashvilleNext* are scheduled as follows:

- Community Visioning (Round 2 - July and August 2013): Working primarily through MindMixer (online) and public meetings, the public will work together to synthesize and prioritize key vision elements.
- Growth and preservation mapping exercise (October and November 2013): This round of public outreach proposes a smaller round of public engagement structured around an in-person growth mapping exercise. Working in small groups, participants identify a suitability base map (selecting what kinds of areas are available for development) and identify the key driving forces they are responding to. Participants review the “Nashville Futures” report and allocate Nashville’s anticipated

*The [www.nashvillenext.org](http://www.nashvillenext.org) website invites community members to contribute their ideas.*



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growth, while identifying areas for preservation. If possible, their scenario is imported into CommunityViz, with an immediate report on indicators. Growth mapping meeting will also be held at *NashvilleNext* Community Plan meetings.

The community meeting areas for *NashvilleNext* are divided into five sectors of Nashville-Davidson County. Community meeting area #3 is a natural overlap with the study area for the Southeast Area Transportation and Land Use Study. Every effort will be made to coordinate and consolidate public meetings (material and locations) for both studies in the southeast sector of Davidson County. The study will also benefit from Metro Planning's media outreach plans for *NashvilleNext* with The Tennessean and Channel 5 News.

### Interstate-24 Multimodal Corridor Study (Tennessee Department of Transportation)

The purpose of the *I-24 Multimodal Corridor Study* is to identify potential solutions that address deficiencies and opportunities for improvements along the I-24 corridor in Tennessee, and to provide public input to prioritize the recommended solutions. The project teams for both studies will share information from public outreach on transportation needs in the I-24 corridor.

The public outreach efforts for the *I-24 Multimodal Corridor Study* are proposed as follows:

- **Regional Stakeholder Meetings and Public Meetings (Round 1 - April 2013):** The first round of regional stakeholder and public meetings is intended to provide a project overview, a listing of corridor deficiencies and an initial array of potential solutions. In each of the three regions (Clarksville, Nashville, and Chattanooga), the regional stakeholder meetings will be held during the morning/afternoon and the public meetings will be held on the same day in the evening.
- **Regional Stakeholder Meetings (Round 2 - tentative date of 4th Quarter 2013/1st Quarter 2014):** The second round of regional stakeholder and public meetings is intended to gather input on the draft prioritization of projects. It is anticipated that the regional stakeholder meetings with MPOs and TPOs will occur during the month prior to the regional public meetings.

The project team will also gather information on standing meetings of local government jurisdictions and groups to make its best efforts to schedule outreach events in a manner that does not conflict with other initiatives.



*Eastbound I-24, Exit 64, LaVergne*



## 8. A MULTI-PLATFORM APPROACH TO OUTREACH: TOOLS AND TECHNIQUES

The PIP has been developed to engage the community at large through a robust set of tools and techniques.

### Primary Elements

#### *Stakeholder and Citizen Forums*

Given the importance of the southeast area to the Nashville region and the location of so many regionally-significant activities there, two forums will be set up to serve as special purpose sessions with business, freight, and economic development stakeholders and with community and environmental interest groups. In order to enhance the transparency of the planning process, the forums will be open to the public.

The Freight, Business, and Economic Development Forum is intended to bring shippers, trucking industry representatives, and business owners reliant on freight transport together with economic development interests focusing on new locations for job creation and/or expansion in the study area. The forum will identify which transportation facilities (highway and rail) are most critical to the economic success of the study area, including “last mile” facilities that may be owned by local government.

The Environment, Sustainability, and Livability Forum is intended to bring together advocates of environmental protection, sustainability, and community livability. This forum will focus on identifying portions of the study area that should be shielded from the negative impacts of urban development and/or expansion of transportation facilities.

#### *Public Meetings*

Two rounds of public meetings will be held at up to two locations in the project study area and will be tied to key project milestones. It is anticipated that each round of public meetings will be held on consecutive evenings: one at one location and the second at another location (at central locations in the study corridor). An effort will be made to make sure meeting dates do not conflict with major public events. The date/time/location/duration of the public meetings will be determined by the MPO staff, with input from the consultant, *NashvilleNext*, and the PCC. The public meetings will be approximately one to two hours in length and will allow participants to provide input, offer feedback, and prioritize/make decisions. The MPO will be responsible for handling meeting notifications and/or

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advertisements, as appropriate. Notifications will primarily be made via e-mail, through news releases to the media, and through the MPO website.

The first round of public meetings are slated to be held in late October or early November 2013 during Task 4. The methods for gathering input and locations will relate to and overlap with the *NashvilleNext* growth mapping meetings in Davidson County. Stakeholders and the public will describe what they like and do not like about different places in the southeast area and will describe areas that should be preserved and protected as well as those where change is needed.

The second round of public meetings are slated to be held in late February or early March 2014 during Task 5. The “Business As Usual” or “Trend” scenario is presented, along with the alternative growth scenarios. The meetings will focus on getting the stakeholders and the public to determine and select a preferred growth vision for the study area.

Materials provided for meetings will include displays and maps, hand-outs, comment forms, sign-in sheets, fact sheets, and PowerPoint or other presentations. The public meetings will focus on providing multiple methods for obtaining public input. Meeting attendees will have an opportunity to ask questions and receive information from the project team. Comment cards will be made available at each meeting in order to allow the public to submit comments or can also be submitted via the website following the public meeting. Computerized graphics (visualizations) will be used as much as possible to explain concepts. A sign-in sheet will be used at each meeting in order to collect additional contacts for inclusion in the stakeholder and public outreach database.

Special provisions for those with disabilities or those that do not speak English may be made at public meetings if the MPO meeting contact person is notified at least five days in advance of scheduled meeting dates. Provisions could include, for example, large print or audio versions of documents, sign language, or translators.

### Website

The website for the study will be managed by the Nashville Area MPO and hosted on their website. The website will serve as an additional forum for providing timely and easily accessible project information to all interested parties. The Nashville Area MPO will be responsible for uploading project information and announcements to the project website. The website address will be included on project publications and announcements. It will be an interactive site allowing interested parties to submit comments via e-mail and to allow groups to request a speaker.

In addition to public participation, the website will provide a wide range of project information, such as project manager contact information, meeting announcements, maps, project schedule, key



Nashville Area MPO website



study outcomes and other materials, such as study-related technical memorandums, graphics, maps, fact sheets, presentations, and brochures.

### *Social Media*

Social media will be used to create awareness on a continual basis throughout the study process. Activities to be performed by the Nashville Area MPO include: providing notification tweets in advance of the stakeholder and citizen forums and public meetings (with a series of three tweets, such as the week before, the day before and the day of), providing tweets with website and Facebook updates, updating the Nashville MPO's Facebook page to include details of the project, and including links on the Facebook page to the project website.

## Secondary Elements

### *Speakers Bureau*

To enhance the public's ability to learn more about the study, a speaker's bureau will also be available, staffed by the Nashville Area MPO, to provide presentations to local and community groups interested in the project. Speakers can be requested through the project website or through the PCC members.

### *Visualization*

Visualization techniques will be used to make outreach and public meeting materials more understandable to citizens and decision-makers. These can include:

- Infographics and other graphics that illustrate ideas, concepts and information.
- Photo enhancements, 3D renderings using SketchUp, and similar techniques to "cast a vision" for what the area, and places in it, could become.

## Supporting Elements

### *Print Media*

- **Meeting Notices/Flyers** – Notices and flyers similar to the documents appearing in social media materials and on the website may also be posted on bulletin boards or distributed in high traffic areas throughout the study area.
- **Project Fact Sheet** – As appropriate, project Fact Sheets will be prepared and periodically updated to keep stakeholders, the public, local agency officials, and local public officials informed on the status of the study. The Fact Sheets will be prepared for distribution via the project website and at public meetings,

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providing an overview of the project and summarizing specific outcomes of the study at key milestones.

- **Brochures** – Reader-friendly brochures presenting the Preferred Growth Vision and summarizing the study findings and recommendations will be created.
- **Comment Cards** – Comment cards will be available in print at the stakeholder and citizen forums and at each of the public meetings. They will also be available online at the project website. The comment cards serve as a tool for collecting ongoing input, and will allow for the ongoing maintenance of the public outreach database of interested parties and stakeholders throughout the course of the study.
- **Surveys** – Surveys will be provided at the conclusion of the stakeholder and citizen forums and at each of the public meetings for attendees to evaluate the effectiveness of the outreach techniques.

As necessary, public outreach print materials can include information in other languages for populations for whom English is a second language.

### *Stakeholder and Public Outreach Database*

The project team will work with the Nashville Area MPO to create a list of agencies, businesses, advocacy groups, community centers, places of worship, and other groups and individuals with an interest in the study. As a starting point, the project team will utilize any stakeholder information available from the MPO for similar projects in the region. The project team will supplement the database with individuals and organizations in the study area that should be informed about the study. The database will serve as the basis for disseminating information on the project during the course of the study. Along with notices regarding stakeholder forums and public meetings, the database may be used as a tool to provide periodic updates of study progress and key outcomes.

### *Strategic Messaging and Media Support*

Beyond the use of the website and project database to disseminate information, a proactive media campaign will publicize project news and promote project-related meetings. Media releases will be prepared for traditional newspaper, radio, and television media sources. Media releases will also be distributed to appropriate non-traditional and web-based media, including online news sites and social media sites focused on public information. A targeted media list will be developed, in conjunction with MPO staff, to leverage existing media relationships into good media coverage for the project. The media contact list will be included in the project database.

Table 8-1. Overview of Outreach Tools &amp; Techniques

Primary Elements	Engaged Public	Unengaged Public	Special Interest Groups
Stakeholder and Citizen Forums	x		x
Public Meetings	x		
Website	x	x	
Social Media	x	x	
Secondary Elements			
Speaker's Bureau			x
Computer Graphics/Visualization	x	x	x
Supporting Elements			
Print Media	x	x	
Stakeholder and Public Outreach Database	x	x	x
Strategic Messaging and Media Support	x	x	

Advertisement of the stakeholder and citizen forums and the public meetings will help engage as many members of the public and other interested parties as possible in the planning process. In order to reach traditionally underserved populations, efforts will be made to contact and invite representatives of community-based organizations and organizations supporting special needs groups. Specific follow-up will be conducted for press releases distributed to newspapers, radio, and organizational newsletters serving traditionally underserved populations to ensure that the information is clearly communicated to the audiences.

In addition, notices advertising the forums and public meetings may be distributed, via the Nashville Area MPO, to local libraries, churches, and civic groups and placed in other appropriate public locations in order to create broad public awareness of meeting locations, dates, and times. The notices will include references to the project website.

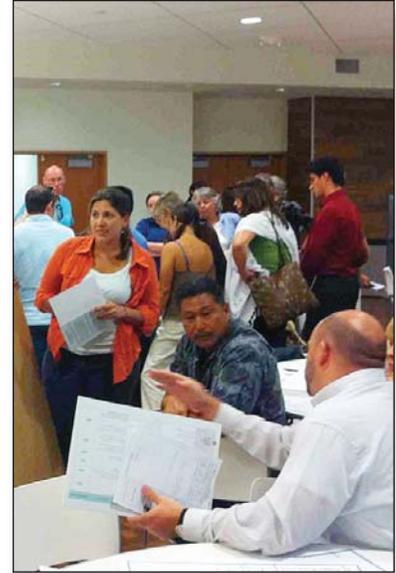
Strategic messaging will be utilized to develop messages that are targeted to the engaged public audience, the unengaged public audience, and special interest groups. This messaging will help the various audiences understand the project and how to become engaged with the planning process.

Messaging will help the public understand how the study works in conjunction with the *NashvilleNext* plan as well as the *I-24 Multimodal Corridor Study*. The PCC will be provided with key messages or "talking points" so that communications will be consistent to all media and public audiences. Messaging for meetings and forums will also be reviewed based upon the best practices of national-level resources.

## 9. OUTREACH AND ENGAGEMENT STRATEGY

The outreach and engagement strategy for the *Southeast Area Transportation and Land Use Study* takes the recommended tools and strategies and uses them to achieve the five outreach objectives: listen, create awareness, educate, collect feedback, and prioritize. The framework for this strategy revolves around five major milestones in the planning process:

- I. Kickoff/Listening/Educating
- II. Assessing Current and Future Needs
- III. Building the Alternative Growth Scenarios
- IV. Selecting a Preferred Growth Vision
- V. Plan Implementation



*"... stakeholders will learn more about the the challenges and opportunities facing the area."*

### I. Kickoff/Listening/Educating

This initial phase is focused on awareness building of the study and analyzing the existing conditions and trends. The two fundamental questions will be raised: "Where are we now (in terms of transportation, land use, and economic conditions)?" and "Where are we going given current trends?" There is also an educational component in which stakeholders will learn more about the the challenges and opportunities facing the area. Specific outreach elements include:

	<b>Web:</b> The project website is launched. It includes basic information about and how to get involved, key contacts, project team partners, events, documents, FAQs, and ways to stay involved. The site is integrated with Facebook and Twitter.
	<b>Email:</b> An initial e-blast is sent by the Nashville Area MPO that announces the project, driving people to website and to social media. It is focused on growing the subscriber list.
	<b>Social Media:</b> Notifications (tweets, Facebook posts) are sent out by the Nashville Area MPO that drive people to the study website.
	<b>Print media:</b> Flyers or meeting notices are created that can be emailed or placed at strategic locations throughout the study area, pointing people to the website, and the announcement of Round 2 of public meetings. The promotional brochure presenting the Preferred Growth Vision is created.
	<b>Face-to-Face:</b> Project Coordination Committee Meeting #1 is held.



Eastbound I-24 at Exit 74B in Murfreesboro

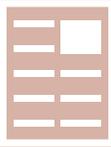
## II. Assessing Current and Future Needs (coincides with Task 3: Analysis of Existing Conditions and Trends)

This phase is focused on working closely with the PCC and citizens to understand the existing transportation, land use, economic, and environmental conditions, and then to identify the factors that currently and will continue to influence the growth trends and transportation systems in the study area. This information will be used by the project team to prepare a trend growth scenario depicting the location and pattern of future development and its related impacts over the next 10, 20 and 30 years, and to assess the trend scenario against performance measures. Specific outreach elements include:

	<p><b>Web:</b> The website will be used to post announcements about the stakeholder and citizen forums and to post the technical memo on the Analysis of Existing Conditions and Trends.</p>
	<p><b>Email:</b> An e-blast is launched announcing the stakeholder and citizen forums.</p>
	<p><b>Social Media:</b> Notifications (tweets, Facebook posts) are sent out by the Nashville Area MPO that announce the stakeholder and citizen forums.</p>
	<p><b>Print media:</b> Flyers are created that can be emailed or placed at strategic locations throughout the study area, pointing people to the website, and announcing the stakeholder and citizen forums. Comment cards and surveys will be provided at the stakeholder and citizen forums.</p>
	<p><b>Face-to-Face:</b></p> <ul style="list-style-type: none"> <li>• Project Coordination Committee Meeting #2 is held.</li> <li>• Stakeholder and Citizen Forums (2): The Freight, Business and Economic Development Forum and the Environment, Sustainability, and Livability Forum are held.</li> <li>• Speaker's Bureau: Introductory materials on the study are developed and the MPO staff is available to speak at requesting organizations.</li> </ul>
	<p><b>Press relations:</b> A press release is issued announcing the stakeholder and citizen forums. Public relations are coordinated through the Nashville Area MPO staff to the relevant press channels.</p>

### III. Building the Alternative Growth Scenarios *(coincides with Task 4: Analysis of Alternative Growth Scenarios)*

During this phase, stakeholders are engaged to provide more specific feedback on “How will we grow?” and “Where will we grow?” Stakeholders and the public will describe what they like and do not like about different places in the region and describe areas that should be preserved and protected as well as those where change is needed. In addition, stakeholders and the public are engaged to identify where future growth will occur in areas where growth can be properly supported by infrastructure. This information will be used by the project team to develop and evaluate alternative transportation and land use scenarios. Specific outreach elements include:

	<p><b>Web:</b> The project website is updated with presentations and results from PCC meetings and the stakeholder and citizen forums. The website will also be used to post announcements about Round 1 of public meetings and to post the technical memo on the Analysis of Alternative Growth Scenarios.</p>
	<p><b>Visualization:</b> Materials are developed for the public meetings as necessary.</p>
	<p><b>Email:</b> An e-blast is sent by the Nashville Area MPO that announces Round 1 of public meetings.</p>
	<p><b>Social Media:</b> Notifications (tweets, Facebook posts) are sent out by the Nashville Area MPO that continue to drive people to the study website and that announce Round 1 of public meetings.</p>
	<p><b>Print media:</b> Flyers or meeting notices are created that can be emailed or placed at strategic locations throughout the study area, pointing people to the website, and the announcement of Round 1 of public meetings. Comment cards and surveys will be provided at the public meetings.</p>
	<p><b>Face-to-Face:</b></p> <ul style="list-style-type: none"> <li>• Project Coordination Committee Meeting #3 is held.</li> <li>• Round 1 of Public Meetings (2): Two meetings are held at two central locations.</li> <li>• Speaker's Bureau: Presentation materials are refreshed as needed and the presentation team is available for presentations.</li> </ul>
	<p><b>Press relations:</b> A press release is issued announcing Round 1 of public meetings. Public relations are coordinated through the Nashville Area MPO staff to the relevant press channels.</p>



Route signage in Murfreesboro

#### IV. Selecting a Preferred Growth Vision (coincides with Task 5: Preferred Growth Vision and General Land Use Recommendations)

The final step in the scenario planning process asks, “How will we get there?” A series of distinct future scenarios are derived from the feedback collected during the previous phase. The trend scenario and the alternative growth scenarios will be presented to stakeholders and the public to determine and select a Preferred Growth Vision for the study area. Specific outreach elements include:



I-24 eastbound at Exit 74A in Murfreesboro

	<p><b>Web:</b> The project website is updated with presentations and results from PCC meetings and Round 1 of public meetings. The website will also be used to post announcements about Round 2 of public meetings and to post the technical memo on the Preferred Vision and Land Use Recommendations, as well as the promotional brochure presenting the Preferred Growth Scenario.</p>
	<p><b>Visualization:</b> Materials are developed for the public meetings as necessary.</p>
	<p><b>Email:</b> An e-blast is sent by the Nashville Area MPO that announces Round 2 of public meetings.</p>
	<p><b>Social Media:</b> Notifications (tweets, Facebook posts) are sent out by the Nashville Area MPO that continue to drive people to the study website and that announce Round 2 of public meetings.</p>
	<p><b>Print media:</b> Flyers or meeting notices are created that can be emailed or placed at strategic locations throughout the study area, pointing people to the website, and the announcement of Round 2 of public meetings. The promotional brochure presenting the Preferred Growth Vision is created.</p>
	<p><b>Face-to-Face:</b></p> <ul style="list-style-type: none"> <li>• Project Coordination Committee Meeting #4 is held.</li> <li>• Round 2 of Public Meetings (2): Two meetings are held at two central locations.</li> <li>• Speaker's Bureau: Presentation materials are refreshed as needed and the presentation team is available for presentations.</li> </ul>
	<p><b>Press relations:</b> A press release is issued announcing Round 2 of public meetings. Public relations are coordinated through the Nashville Area MPO staff to the relevant press channels.</p>

## V. Plan Implementation (*coincides with Tasks 6, 7 and 8*)

Once a preferred growth vision is selected, stakeholders are shown the results of the vision and what it will take to get there. Included are multimodal transportation recommendations and a toolkit of implementation strategies, such as a growth management toolbox, that the Nashville Area MPO and local community partners can use to implement the preferred vision. Specific outreach elements include:

	<p><b>Web:</b> The project website is updated with presentations and results from PCC meetings and Round 2 of public meetings. The website will also be used to post announcements and to post the technical memo on Transportation Needs and Recommendations, the technical memo on Transit Capital and Service Recommendations, the Growth Management Toolbox and Demonstration Program, the Executive Summary and Final Report, and the promotional brochures summarizing the study findings and recommendations.</p>
	<p><b>Email:</b> An e-blast is sent by the Nashville Area MPO that announces final study recommendations and documents.</p>
	<p><b>Social Media:</b> Notifications (tweets, Facebook posts) are sent out by the Nashville Area MPO that continue to drive people to the study website and that announce final study recommendations and documents.</p>
	<p><b>Print media:</b> Flyers or meeting notices are created that can be emailed or placed at strategic locations throughout the study area, pointing people to the website, and the announcement of Round 1 of public meetings. Comment cards and surveys will be provided at the public meetings.</p>
	<p><b>Face-to-Face:</b></p> <ul style="list-style-type: none"> <li>• Project Coordination Committee Meeting #5 is held.</li> <li>• Speaker's Bureau: Presentation materials are refreshed as needed and the presentation team is available for presentations.</li> </ul>
	<p><b>Press relations:</b> Public relations are coordinated through the Nashville Area MPO staff to the relevant press channels.</p>



Smyrna / Rutherford County Airport

Table 9-1. Public and Stakeholder Involvement Milestones

Meeting	Anticipated Key Topics	Projected Date / Task Timing
Project Coordination Committee Meeting #1	Orientation to the Study Process, Public, Stakeholder, and Media Outreach Plan, and Study Area Boundaries – This first meeting introduces the PCC to the study process, planned public involvement activities, and study area boundaries. The group will also review its roles and responsibilities.	Late February 2013 (Project Kick-off)
Project Coordination Committee Meeting #2	Discussion of Existing Transportation and Land Use Conditions and Trends – The second meeting will focus on the existing conditions of transportation and land use in the study area to provide a foundation for discussion of future plan recommendations. Next the group will be guided through an “issue identification” process, resulting in a number of priority issues.	Late May/early June 2013 (Task 3)
Freight, Business, and Economic Development Forum	The forum will identify which transportation facilities are most critical to the success of economic engines in the study area, including “last mile” facilities that may be owned by local government	May/June 2013 (Task 3)
Environment, Sustainability, and Livability Forum	The forum will identify portions of the study area that should be shielded from the negative impacts of urban development and/or expansion of transportation facilities.	May/June 2013 (Task 3)
Project Coordination Committee Meeting #3	Definition and Evaluation Criteria for Alternative Growth Visions – This third meeting will be guided by the project team in the development of up to three (3) alternative visions of growth for the study area, including transportation and land use considerations. Elements of each “strawman” alternative will be discussed and presented to the PCC for comment. Potential evaluation criteria for assessing the performance of each alternative vision will be finalized.	Mid-September 2013 (Task 4)
Round 1 of Public Meetings	A growth mapping and preservation exercise will be used to engage the public to provide more specific feedback on “How will we grow?” and “Where will we grow?”	Late October / early November 2013 (Task 4)
Project Coordination Committee Meeting #4	Performance Comparison of Alternative Growth Scenarios and Refinement of Preferred Vision – This fourth meeting will focus on how the alternative growth scenarios performed and an assessment of the best-performing alternatives. Following this session, the preferred scenario will be defined and evaluated, as appropriate.	Mid-January 2014 (Task 5)
Round 2 of Public Meetings	The “Business as Usual” or “Trend” Scenario and alternative growth scenarios are presented for public input on a Preferred Growth Vision.	Late February / early March 2014 (Task 5)
Project Coordination Committee Meeting #5	Presentation of the Final Draft Plan – This fifth meeting will recap the features of the preferred vision and the supporting project priorities and supportive public policies and regulatory tools, if appropriate. The meeting will also be used to frame the presentation of the preferred vision to the public at the last round of workshops.	Mid-May 2014 (Task 6)

*\*The public meetings will involve up to two meetings at various locations in the study area. The same material will be presented at each meeting.*

## 10. EVALUATION OF THE PUBLIC INVOLVEMENT PROCESS

Public involvement is an integral aspect of planning studies. To this end, it should be ensured that the information outlets, outreach tools, and materials produced are effectively gathering the public's feedback on each aspect of the *Southeast Area Transportation and Land Use Study*.

At the first round of public meetings, attendees will receive a survey asking for their direct feedback about the public involvement process and techniques being utilized. Attendees will be asked how they learned about the public meeting, whether the information was presented was clear and informative, which materials/displays they liked the most, and how they would rate the public meeting overall. The results of this survey will be used to refine the tools and materials presented in the second round of meetings. The same survey will be given at the second set of public meetings, and the results will be used to guide further public involvement activities and serve as a resource for the Nashville Area MPO for other current and future planning efforts. Attendees of the two citizen forums will also have the opportunity to comment on the outreach process and the survey will also be available at the project website.

Even when people cannot attend public meetings or other events due to time constraints or other limitations, many are interested in learning about the study as well as how it has been received by the attending public. To this end, the results of the surveys and any feedback received on the study will be published on the website following each public meeting.

The effectiveness of each public involvement technique will be analyzed throughout the course of the study, and outreach methods will be refined and adjusted as needed. The following table presents a summary of public involvement tools for the *Southeast Area Transportation and Land Use Study*, and how each tool will be evaluated for effectiveness.



*Public involvement is an integral aspect of planning studies.*

Table 10-1. Public Involvement Tool Evaluation Matrix

Public Involvement Tool	Evaluation Criteria	Performance Goal(s)	Methods to Meet Goal(s)
Stakeholder and Citizen Forums	Attendance and Feedback	At least 30% of those listed in the stakeholder database in attendance. Feedback from the forums indicating whether those in attendance were appropriate for the discussion, and whether the discussion was beneficial to the efforts.	Project team will develop and vet a comprehensive list of stakeholders to assemble for each forum. A meeting agenda will be sent in advance so that attendees can anticipate topics to be discussed, and to generate interest and participation in the process prior to the meeting.
Public Meetings	Attendance and Feedback	The range of attendees geographically throughout the corridor. Feedback indicating that the information and materials presented at the meeting gave them a better understanding of the planning effort.	Schedule public meetings at times and locations convenient to the public. Use a variety of outreach tools to publicize the public meetings.
Website	Number of "hits" on the project website, particularly following project milestones. Feedback indicating whether website is user-friendly and effective at informing visitors about the planning effort.	Minimum of 25 hits per month with increases of 10% after each round of public meetings.	The MPO is responsible for the project website and the project team will regularly monitor the "hits" to determine if other strategies are needed to increase the level of activity.
Speaker's Bureau	Feedback from the audience	These meetings are held at the request of local and community groups, Feedback will indicate whether the presentation met the expectations of the requesting group.	Information about the Speaker's Bureau will be available on the study website
Visualization	Feedback received	Feedback from stakeholders and citizens indicating whether visualization methods produced graphics that were easy to understand and effective in presenting study information.	Visualization tools will employ the latest technologies and utilize best practices in presenting information pertinent to the study. Visualization products will be displayed at public meetings, stakeholder and citizen forums, included in print media, and available on the study webpage.
Meeting Notices and Flyers	Number of persons reached by meeting notice or flyer	Minimum of 15% of meeting attendees/ survey respondents indicating that they learned of the meeting through a meeting notice or flyer	Increase distribution to common areas where meeting notices and flyers will be more visible to the general public, such as schools, libraries, and community centers.
Comment forms	Responses from attendees	Minimum of 40% of meeting attendees fill out the comment cards	Ask attendees who are leaving why they did not complete a comment form. Use answers to better design future comment forms.
Stakeholder and Public Outreach Database	Update to include all attendees at forums and public meetings	Update database within two weeks of the last meeting.	Correct any returned addresses immediately.
Strategic Messaging and Media Support	Number of attendees at the meetings who learned of the meetings from media outlets	10% of the attendees indicate that they learned of the meetings through media outlets.	Provide information to media outlets in a timely manner.

# APPENDIX A. MEDIA LIST

Southeast Area Transportation and Land Use Study  
Regional Media Contact List

	<i>Name</i>	<i>City</i>	<i>Website</i>
<b>Newspapers</b>	The Daily News Journal	Murfreesboro	<a href="http://www.dnj.com">http://www.dnj.com</a>
	The City Paper	Nashville	<a href="http://www.nashvillecitypaper.com">http://www.nashvillecitypaper.com</a>
	Nashville Business Journal	Nashville	<a href="http://www.bizjournals.com/nashville/">http://www.bizjournals.com/nashville/</a>
	Nashville Ledger	Nashville	<a href="http://www.nashvilleledger.com/">http://www.nashvilleledger.com/</a>
	Nashville Scene	Nashville	<a href="http://www.nashvillescene.com">http://www.nashvillescene.com</a>
	Tennessean, The	Nashville	<a href="http://www.tennessean.com">http://www.tennessean.com</a>
	Murfreesboro Post	Murfreesboro	<a href="http://www.murfreesboropost.com">http://www.murfreesboropost.com</a>
	El Crucero de Tennessee	Nashville	<a href="http://new.onepaper.com/png/">http://new.onepaper.com/png/</a>
	El Suceso News	Nashville	<a href="http://elsucesonews.com/">http://elsucesonews.com/</a>
	insideOut Nashville	Nashville	<a href="http://www.insideoutnashville.com/">http://www.insideoutnashville.com/</a>
	Jewish Observer, The	Nashville	<a href="http://jewishnashville.org/">http://jewishnashville.org/</a>
	La Noticia	Nashville	<a href="http://la_noticia.tripod.com/">http://la_noticia.tripod.com/</a>
	Murfreesboro Vision	Nashville	<a href="http://new.onepaper.com/png/">http://new.onepaper.com/png/</a>
	National Baptist Union Review	Nashville	<a href="http://www.rhboydpublishing.com">http://www.rhboydpublishing.com</a>
	Out & About Newspaper	Nashville	<a href="http://www.outandaboutnewspaper.com">http://www.outandaboutnewspaper.com</a>
	Tennessee Tribune	Nashville	<a href="http://tntribune.com/">http://tntribune.com/</a>
<b>Radio</b>	WGNS-AM	Murfreesboro	<a href="http://www.1450wgns.com">http://www.1450wgns.com</a>
	WMOT-FM	Murfreesboro	<a href="http://wmot.org">http://wmot.org</a>
	WAMB-AM	Nashville	<a href="http://www.wambradio.com/">http://www.wambradio.com/</a>
	WAMB-FM	Nashville	<a href="http://www.wambradio.com/">http://www.wambradio.com/</a>
	WBOZ-FM	Nashville	<a href="http://www.solidgospel105.com/">http://www.solidgospel105.com/</a>
	WBUZ-FM	Nashville	<a href="http://www.1029thebuzz.com/">http://www.1029thebuzz.com/</a>
	WCJK-FM	Nashville	<a href="http://www.963jackfm.com">http://www.963jackfm.com</a>
	WCRT-AM	Nashville	<a href="http://www.bottradionet.com/station_nashville/nashville_home.asp">http://www.bottradionet.com/station_nashville/nashville_home.asp</a>
	WENO-AM	Nashville	<a href="http://www.760thegospel.com">http://www.760thegospel.com</a>
	WFFH-FM	Nashville	<a href="http://www.94fmthefish.net/">http://www.94fmthefish.net/</a>
	WFFI-FM	Nashville	<a href="http://www.94fmthefish.net/">http://www.94fmthefish.net/</a>
	WFSK-FM	Nashville	<a href="http://www.fisk.edu">http://www.fisk.edu</a>
	WGFX-FM (104.5 The Zone)	Nashville	<a href="http://www.1045thezone.com/">http://www.1045thezone.com/</a>
	WHRS-FM	Nashville	<a href="http://www.wpln.org">http://www.wpln.org</a>
	WJXA-FM	Nashville	<a href="http://www.mix929.com/">http://www.mix929.com/</a>
	WKDA-AM	Nashville	<i>Not Available</i>
	WKDF-FM	Nashville	<a href="http://www.103wkdf.com/">http://www.103wkdf.com/</a>
	WLAC-AM	Nashville	<a href="http://www.wlac.com">http://www.wlac.com</a>
	WMDB-AM	Nashville	<a href="http://www.elsol880.com">http://www.elsol880.com</a>
	WMGC-AM	Nashville	<a href="http://www.lasabrosita810am.net/">http://www.lasabrosita810am.net/</a>
	WNAH-AM	Nashville	<a href="http://www.wnah.com">http://www.wnah.com</a>
	WNFN-FM	Nashville	<a href="http://www.i106hits.com/">http://www.i106hits.com/</a>
	WNQM-AM	Nashville	<a href="http://wnqm1300.com">http://wnqm1300.com</a>
	WNRQ-FM	Nashville	<a href="http://www.1059.com">http://www.1059.com</a>
	WNSR-AM	Nashville	<a href="http://www.wnsr.com">http://www.wnsr.com</a>
	WPLN-AM (Nashville Public Radio)	Nashville	<a href="http://www.wpln.org">http://www.wpln.org</a>
	WPLN-FM (Nashville Public Radio)	Nashville	<a href="http://www.wpln.org">http://www.wpln.org</a>
	WPRT-FM (The Game)	Nashville	<a href="http://1025thegame.com">http://1025thegame.com</a>
	WQQK-FM (92 Q)	Nashville	<a href="http://www.92qnashville.com">http://www.92qnashville.com</a>
	WQZQ-AM (830 AM - Sports Talk)	Nashville	<a href="http://sportstalk830.com">http://sportstalk830.com</a>
	WRLT-FM (Lightning 100)	Nashville	<a href="http://lightning100.com/">http://lightning100.com/</a>
	WRVU	Nashville	<a href="http://www.wrvu.org">http://www.wrvu.org</a>
	WRVW-FM	Nashville	<a href="http://www.1075theriver.com">http://www.1075theriver.com</a>
	WSIX-FM	Nashville	<a href="http://www.wsix.com">http://www.wsix.com</a>
	WSM-AM	Nashville	<a href="http://www.wsonline.com">http://www.wsonline.com</a>
	WSM-FM	Nashville	<a href="http://www.955fmwsm.com/">http://www.955fmwsm.com/</a>
WTML-FM	Nashville	<a href="http://www.wpln.org/">http://www.wpln.org/</a>	
WUBT-FM (101.1 The Beat)	Nashville	<a href="http://www.101thebeat.com/">http://www.101thebeat.com/</a>	
WVOL-AM	Nashville	<a href="http://www.wvol1470.com/">http://www.wvol1470.com/</a>	
WVRY-FM	Nashville	<a href="http://www.life1051.com">http://www.life1051.com</a>	
WVCR-AM	Nashville	<a href="http://www.wvcr.com/wnqm.html">http://www.wvcr.com/wnqm.html</a>	
WWTN-FM	Nashville	<a href="http://www.997wtn.com">http://www.997wtn.com</a>	
WYXE-AM	Nashville	<a href="http://radiovida1130.com">http://radiovida1130.com</a>	
<b>Television Stations</b>	WKRN-TV	Nashville	<a href="http://www.wkrn.com">http://www.wkrn.com</a>
	WNAB-TV	Nashville	<a href="http://www.cw58.tv/">http://www.cw58.tv/</a>
	WNPT-TV	Nashville	<a href="http://www.wnpt.net">http://www.wnpt.net</a>
	WSMV-TV	Nashville	<a href="http://www.wsmv.com">http://www.wsmv.com</a>
	WTVF-TV	Nashville	<a href="http://www.newschannel5.com">http://www.newschannel5.com</a>
	WUXP-TV	Nashville	<a href="http://www.mytv30web.com/">http://www.mytv30web.com/</a>
WZTV-TV	Nashville	<a href="http://www.fox17.com">http://www.fox17.com</a>	





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