



Citizen Input Summary

Impacts and Benefits Assessment

May 2010



A GEORGIA DOT-GRTA



Table of Contents

| | |
|--|----------|
| 1. Introduction | 1 |
| 2. How the PI Team Sought Involvement and Input | 1 |
| 2.1 In the News | 1 |
| 2.2 Website Activity | 2 |
| 2.2.1 Interactive Mapping Tool | 3 |
| 2.2.2 Alternatives Video | 3 |
| 2.2.3 Online Advertising | 3 |
| 2.2.4 Message Board | 4 |
| 2.2.5 Reciprocal Link and Online Posting Efforts | 5 |
| 2.3 Social Media | 5 |
| 2.3.1 Facebook | 5 |
| 2.3.2 Twitter | 6 |
| 3. Public Involvement Activities | 6 |
| 3.1 How Citizens Provide Input | 7 |
| 3.2 What Their Concerns Focus On | 7 |
| 3.3 Summary of Public Input Received | 8 |
| 3.4 How the Public Will be Engaged in the Future | 9 |
| 3.4.1 Facebook and Twitter | 9 |
| 3.4.2 Website Updates | 9 |
| 3.4.3 Environmental Justice (EJ) Outreach | 9 |
| 3.4.4 Development of Educational Video | 10 |
| 3.4.5 Other | 10 |



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

1. INTRODUCTION

The Citizen Input Summary is designed to provide the project team with an overview of the issues, concerns, and suggestions provided by the public during separate phases of the project. It provides information to the project team to consider when making key decisions. During the Impacts and Benefits Assessment phase of the project, tools were geared toward receiving input on the impacts and benefits assessment of the alternatives (combination of strategies) under consideration.

Overall, the majority of public input indicating concerns, questions, and preferences was generated in response to public information open house (PIOH) activity, Citizen Advisory Committee (CAC) activity, transit planning workshops, and related Georgia Department of Transportation (GDOT) events/activities, such as the P3 managed lanes workshop, coordination with the City of Sandy Springs on Roswell Road improvements, the North by North-West P3 procurement, etc. This document indicates how the Public Involvement (PI) Team sought involvement and input, how citizens provided input, what their concerns focused on, and how we plan to engage them in the future.

Additional details and specifics on any information presented below will be provided to project team members by the PI team upon request.

2. HOW THE PI TEAM SOUGHT INVOLVEMENT AND INPUT

2.1 In the News

The media can reflect on and generate issues and concerns for the community and the project as a whole. The bullets below summarize media activity in newspapers, newsletters, other websites, and message boards that reference the *revive285 top end* project, related projects, or discussions relevant to the project.

→ Total Coverage:

- Between April 2009 and April 2010, there have been 68 items published in regards to the campaign.

→ Type of Media:

- Nineteen blog postings, one college newspaper, seven e-newsletters/newsletters, 22 newspapers, and 23 websites



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

➔ Content of Media:

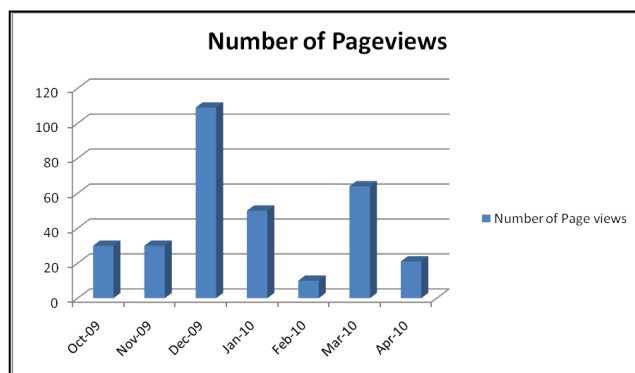
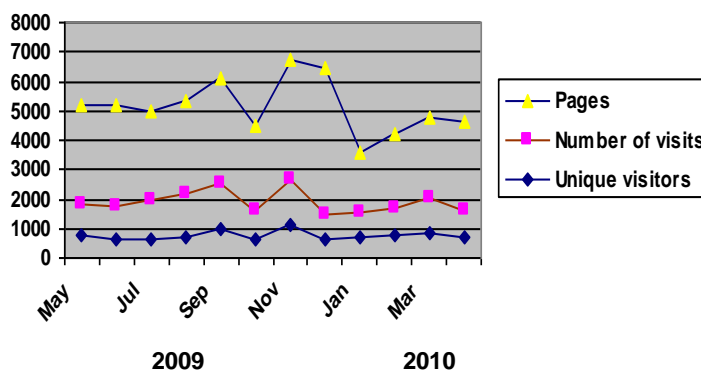
- Forty campaign-written post-PIOH “blurb” placements summing up the Round 5 PIOH held in November of 2009 inviting the public to review and comment
- Two CAC-related pieces
- Seven specifically pre- and during Round 5 PIOH pieces
- Four transit planning pieces
- Fifteen I-285-related pieces covering topics including: the Roswell Road bridge, mini-express lanes, Atlanta traffic/congestion ranking, GDOT budget-related issues, etc.

2.2 Website Activity

Website activity appears to be typical for the site for the past year with peaks in visits, page views, and unique visitors occurring in tandem with outreach activities. The site appears to remain relatively consistent with activity.

However, it is to be cautioned that the website provider switched statistics providers in May 2009, which altered the statistics formulas and resulted in slightly different statistics. Also, issues with spam pinging have been a continuous problem over the past several months, resulting in artificially inflated statistics.

These issues make it very difficult to compare statistics year-to-year and render this range of traffic data unreliable compared to years past. The other online-related statistics, which are compiled separately from this provider, paint a more accurate, focused picture of online activity.



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

While the broad visitor traffic numbers may be unreliable, other aspects of the statistics do paint a positive picture. For example, referral traffic is dominated by campaign-placed advertising, media placements, or outreach, indicating that these efforts are achieving their intended goals. Likewise, the addition of quality, interactive content, such as the online PIOH survey and the newly developed mapping tool and video, has helped draw visitors and keep them online longer.

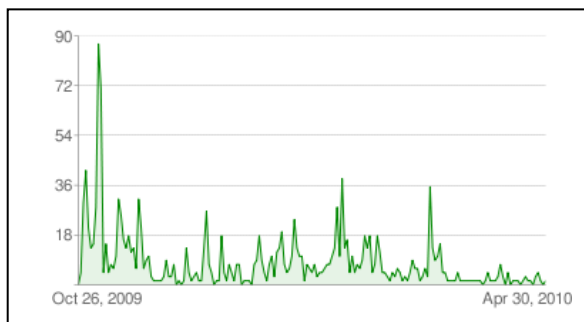
In addition to regular updates and website activity, the *revive285 top end* website launched two new interactive features in Fall 2009 designed to inform and engage citizens. They are described below.

2.2.1 Interactive Mapping Tool

This tool allows visitors to explore each alternative in words, impacts, and maps as they virtually “walk the corridor.” It allows visitors to zoom in and out on sections of the top end and examine the effects of lane reconfigurations, ramp changes, transit additions, and more. Since it was launched, the tool has received more than 300 visitors.

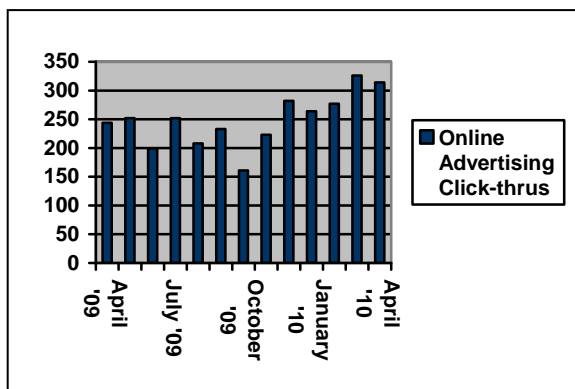
2.2.2 Alternatives Video

This video was developed as a concise way to present the eight alternatives under consideration to the public. It sought to simplify the alternatives and increase understanding of them and the project. The video was used as a tease leading to the Round 5 PIOH and used during the PIOH as an on-site tool that briefed all attendees prior to their PIOH experience. The video is shared via website, email and “blurb” blasts, YouTube, Facebook, and Twitter and has even been re-posted on citizen, media, and organization blogs and websites. Since the launch in late fall 2009, there have been more than 1,500 views of the video.



2.2.3 Online Advertising

Online Google and Yahoo advertising was used to reach new audiences and draw traffic to the site. Campaigns throughout the year focused on generating general, survey, comment, pre-/during/post-PIOH, mapping tool, and video traffic. A new campaign will be developed to support 2010 social media activities.

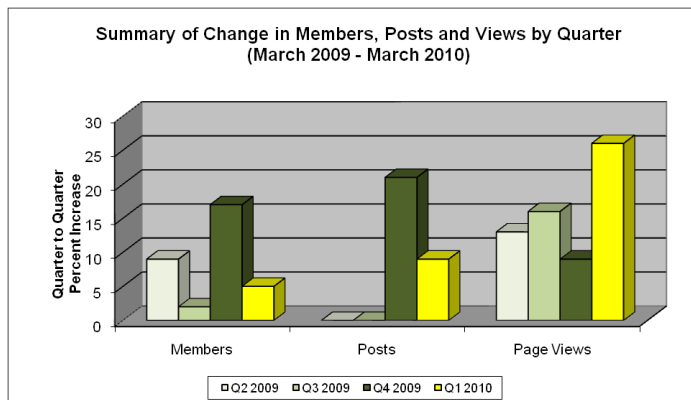


revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

2.2.4 Message Board

Message board activity was slow on average but increased substantially around public meeting dates. The chart to the right summarizes activity from March 2009 to March 2010. Membership increased during all four quarters, although the rate of increase slowed during the most recent quarter. Posting activity declined after Q4 2009 but remained above Q2 and Q3 2009 levels.



Based on the recent trends in new views, message board visitors are most interested in making improvements to the I-285 top end, registering complaints about the corridor, and discussing funny sightings along the corridor.

The following tables provide forum-level statistics.

Forums Sorted by Total Views as of March 31, 2010

| Forum | Total Views |
|---------------------------------------|-------------|
| If You Build It, They Will Come | 9,010 |
| Are We There Yet? | 5,505 |
| Funniest Thing Seen On The Top End | 3,690 |
| Why Are They Braking? | 1,809 |
| 2006-12-07 PIOH Chamblee Civic Center | 1,773 |
| Citizens Advisory Committee (CAC) | 222 |



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

Forums Sorted by New Views as of March 31, 2010

| Forum | New Views This Quarter |
|---------------------------------------|------------------------|
| If You Build It, They Will Come | 1,252 |
| Are We There Yet? | 409 |
| Funniest Thing Seen On The Top End | 325 |
| Why Are They Braking? | 106 |
| 2006-12-07 PIOH Chamblee Civic Center | 99 |
| Citizens Advisory Committee (CAC) | 0 |

2.2.5 Reciprocal Link and Online Posting Efforts

Several pushes of *revive285 top end* written-for-online posts were disseminated via email to community, partner, and business databases with the intention of achieving posts on outside websites linking back to the *revive285 top end* website. Pushes focused on generating general, survey, commenting, pre-/during/post-PIOH, mapping tool, and video traffic. A new campaign will be developed to support 2010 social media activities.

2.3 Social Media

Revive285 *top end* Facebook and Twitter websites were launched in March 2010 to help:

- Educate the public about the project
- Inform the public of opportunities to provide input
- Inform the public of upcoming public events and announcements
- Generate interest in the *revive285 top end* project website

2.3.1 Facebook

| Month | Fans this Month | Fans Total to Date | Fan Interactions | Our Posts | Click-Throughs |
|-------|-----------------|--------------------|------------------|-----------|----------------|
| April | 25 | 25 | 6 | 10 | 2 to web |



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

2.3.2 Twitter

| Month | Followers this Month | Followers Total to Date | Retweets of Our Content | Our Tweets/Retweets | Click-Throughs |
|-------|----------------------|-------------------------|-------------------------|---------------------|------------------------|
| April | 73 | 73 | 3 | 12 | 4 to web, 2 to YouTube |

3. PUBLIC INVOLVEMENT ACTIVITIES

Public involvement activities completed since issuance of the previous Citizen Input Summary are listed below. These tools are supplemented with a variety of tools for information dissemination and raising awareness.

Public Involvement Activities

| Type | Activity | Audience | Purpose | Date |
|---------|-------------------------------|---|--|--------------------------------------|
| Inform | Speakers Bureau | Murphy Candler HOA | Introduce project and purpose and provide information on progress, status, and next steps | April 27, 2009 |
| | Speakers Bureau | Ashford Community Alliance | Introduce project and purpose and provide information on progress, status, and next steps | May 21, 2009 |
| | Speakers Bureau | Embry Hills Civic Association | Introduce project and purpose and provide information on progress, status, and next steps | April 19, 2010 |
| Consult | EJ Outreach | Community Appreciation Day (Dorothy Benson Senior Center) | Introduce project and purpose; provide information on progress, status, and next steps; and gather input | May 16, 2009 |
| | General Public Meeting (PIOH) | General Public | Increase public understanding of concepts, impacts, and benefits of alternatives under consideration; obtain feedback on alternatives; and explain the next steps in the project process | November 3, 2009 to November 5, 2009 |
| Involve | Interagency Scoping Session | Upper Agency Management Team | Gather input on methodology for the environmental impact analysis | August 13, 2009 |
| | Committee Meeting | Technical Advisory Committee (TAC) | Provide a project update, review alternatives recommended for additional study, and discuss project direction | October 13, 2009 |

revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

Public Involvement Activities

| Type | Activity | Audience | Purpose | Date |
|---------|---------------------------------|------------------------------|--|-------------------|
| Involve | Committee Meeting | CAC | Provide CAC with updated project information and CAC members with an overview of the draft concept plans and footprints of the alternatives under consideration | October 20, 2009 |
| | Interagency Work Session | Upper Agency Management Team | Review the results of the evaluation of the revive285 alternatives under consideration, develop conclusions, and identify recommendations to forward to upper management | December 12, 2009 |
| | Committee Meeting | TAC | Discuss which alternatives will be included in the written Draft Environmental Impact Statement (DEIS) and review potential hurdles to project schedule | January 12, 2010 |
| | Committee Meeting | CAC | Seek participants' comments and input regarding the evaluation of the eight alternatives and advancement of alternatives into the DEIS document | January 14, 2010 |
| | Upper Agency Management Meeting | Upper Agency Management Team | Review evaluation of alternatives and discuss which alternatives will be included in the written DEIS | January 19, 2010 |

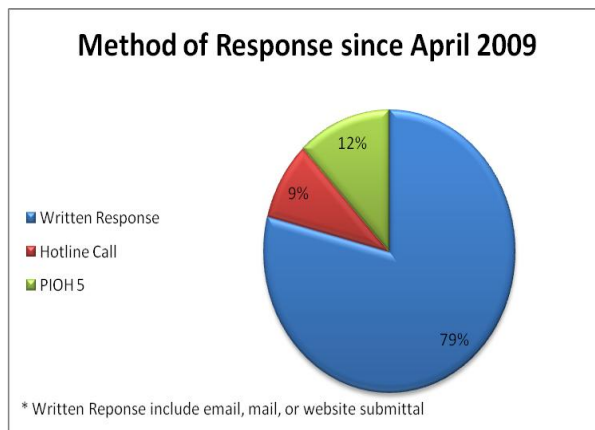
Input received during these activities and comments received via U.S. mail, email, and the website have been taken into consideration. Comments received are responded to by the PI team.

3.1 How Citizens Provide Input

Since April 2009, citizens submitted comments by three primary methods. The majority of comments received are submitted through the project website.

3.2 What Their Concerns Focus On

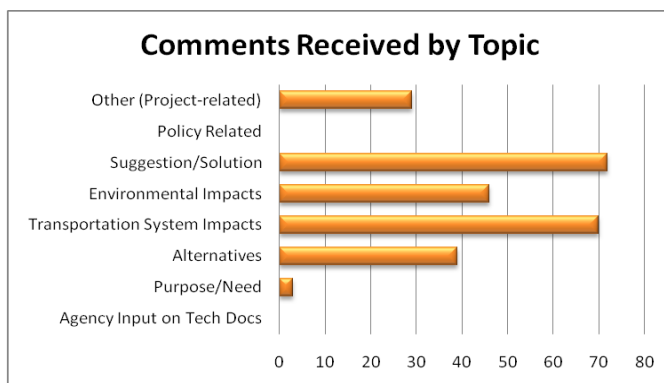
Comments received have focused on relatively few areas of concern and topic areas: building a northern arc or outer perimeter, expanding/implementing transit along the corridor, disapproval of converting



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

general-purpose lanes to managed lanes, right-of-way impacts to property directly adjacent to the corridor, current and future impacts of truck traffic, and implementing a cost-effective solution.



3.3 Summary of Public Input Received

Input received from the Round 5 PIOH *Tell Us What You Think* Survey:

- Most respondents travel the corridor more than five times each week and are somewhat dissatisfied or very dissatisfied with the current travel conditions.
- When asked whether it would be best to expand the current facility or build new routes, there was not an obvious preference for either. A plurality responded that building new routes would be the better option.
- The two most important benefits that a solution should offer for the corridor were closely ranked, with both focusing on lessening the impact of traffic congestion, current and future, on daily commutes and travelers.
- When asked to grade each alternative on how well it met the project Need and Purpose, the highest grade was given to Alternative 8 (LRT, Operational Improvements, and Managed Lanes), followed closely by Alternative 7 (LRT and Operational Improvements). Both of these alternatives had the highest GPAs but also received several Fs. The lowest average grade given to any alternative was Alternative 1 (No Build). In general, there was little consensus on the grading of each alternative.
- The most important factor influencing the grades given the alternatives is its ability to reduce traffic congestion. Additional factors included the cost of alternative/availability of funding cost per person.

revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

Average Citizen Alternative Grades

| | | |
|----------------|---|----|
| Alternative 1 | No Build | C- |
| Alternative 2 | Transportation System Management | D+ |
| Alternative 3 | BRT and Operational Improvements | C- |
| Alternative 4 | Express Bus and Operational Improvements | D+ |
| Alternative 5 | BRT, Operational Improvements, Managed Lanes | C- |
| Alternative 6 | Express Bus, Operational Improvements, Managed Lanes | C- |
| Alternative 6e | Express Bus, Operational Improvements, and Reversible Managed Lanes | D+ |
| Alternative 7 | LRT, Operational Improvements | C+ |
| Alternative 8 | LRT, Operational Improvements, and Managed Lanes | C |

3.4 How the Public Will be Engaged in the Future

3.4.1 Facebook and Twitter

Facebook and Twitter accounts for the revive285 top end project were launched in the spring of 2010. When the four-week 'live' trial period has been successfully completed, a campaign will be launched to get the word out about the accounts. This will include an email campaign to project partners, involved citizen groups, and other stakeholders; announcements on the project website; a limited-run Google advertising campaign; and requests for like-minded groups to post information on their sites.

3.4.2 Website Updates

The website has been and will continually be updated when new project information is available. The website will also be reorganized and structured to ensure that it is user-friendly and offers the public project information quickly and efficiently.

3.4.3 Environmental Justice (EJ) Outreach

Communities with racial and ethnic minorities and populations with limited-English proficiency, low educational attainment, and low income levels are recognized as key stakeholders for the revive285 top end project. Special outreach efforts have been made to disseminate project material to increase project awareness and solicit input. Data from the EJ analysis of the Community Impact Assessment will be used to determine the locations of potentially impacted EJ populations, businesses, and neighborhoods throughout the corridor. Previous efforts to inform and educate EJ populations such as newsletter, fact sheet, and PIOH flyer distribution will continue and targeted outreach techniques will be added, including coordination with



revive285 top end Citizen Input Summary

Impact and Benefits Assessment of Alternatives (April 2009 through May 2010)

community and social service groups; small group meetings; staffed kiosks at popular meeting places, residential locations, or community events; surveys; translation and interpretation services; and a speakers bureau.

3.4.4 Development of Educational Video

Building upon the success of the video produced for the eight alternatives being evaluated, a new video will be produced about the alternatives identified to move forward through the environmental impact documentation process.

3.4.5 Other

The PI Team will continue to publish issues of the Project Vital Signs newsletters, update fact sheets, conduct speakers bureaus and field briefings, and distribute new information through the project contact database.

