“Shoe Leather” Public Involvement Strategies for a Collaborative Corridor Study

Robert Terragno
Envision Utah, Salt Lake City
"Shoe Leather" Public Involvement Strategies for a Collaborative Corridor Study
The ENVISION UTAH Process

- Local control of land use decisions is not challenged
- The process is bottom-up vs. top-down
- Broad public participation is emphasized
- Engage all stakeholder interests in the process
- Rely on education and persuasion vs. advocacy
Quality Growth Strategy

- Enhance Air Quality
- Promote Mobility & Transportation Choices
- Preserve Critical Lands
- Conserve Water Resources
- Provide Housing Opportunities for a range of income & family types
- Maximize Efficiency in Public Infrastructure Investment
- Address Tax Structure Barriers to Quality Growth
Mountainview Corridor Project

Background:

• The Legacy Highway lawsuit

• Governor’s office: a proactive approach

• Potential Benefits:
  1. integrate land use and transportation planning
  2. carefully consider – and, perhaps, revise – land use plans *before* they are locked-in to the EIS
  3. improve performance and utility of the transportation facilities eventually constructed
  4. increase public participation
  5. involve broad range of stakeholders
Mountainview Corridor Project

Convening Agencies & Collaborating Partners

• Utah Department of Transportation
• Utah Transit Authority
• Wasatch Front Regional Council (MPO 1)
• Mountainland Association of Governments (MPO 2)
• Envision Utah
• local governments
• Federal Highway Administration
• Federal Transit Administration
“Growth Choices Process”

• “Separate but parallel” processes

• Stakeholder Committee
  a) develop process guidelines; b) refine scope of work; c) approve consultant; d) create evaluation criteria for growth scenarios; e) select scenario

• Public Workshops

• Consultant: a) designs and conducts workshops and synthesizes results; b) develops & analyzes land use and transportation scenarios

• Stakeholder Committee will select scenario for inclusion in the UDOT EIS process
Public Involvement Process: Phase I

- Low-tech, “shoe leather” approach
- Secure local elected official “ownership”
  1. Initial meetings with mayors, county commissioners – to notify them of project, cultivate their interest, answer questions
  2. Repeat with city councils, township councils, planning commissions, community councils
  3. Follow-up meetings with mayors, county commission chairs and city managers – presented and explained PI packet with all required documents
Public Involvement Process: Phase II

Stakeholder categories list

• active citizens and neighborhood leaders
• businesses, corporations and financial and lending institutions
• conservationists and wildlife advocates
• developers, contractors and realtors
• ethnic minorities and advocacy organizations
• farmers and ranchers
• fishing and hunting interests
• low-income and/or disabled people and advocacy organizations
• open space, trails, bicycle, parks and recreation advocates
• planners, architects, landscape architects and engineers
• religious leaders
• school board members, administrators and principals
**Invitation Lists by Stakeholder Category**

**MOUNTAIN VIEW CORRIDOR - Growth Choices Process:**
Prospective Workshop Participants
Community: **EAGLE MOUNTAIN**
Stakeholder Category: **Fishing and Hunting Interests**

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May 12, 2003

Dear Ms. Jorgenson,

I am writing to invite you to take part in a public workshop to help preserve and enhance the quality of life we enjoy in our community. The workshop will generate ideas to help us plan for the considerable growth that will affect future patterns of transportation and development in and near our city....

Sincerely,

Mayor Gregory
RSVP
Due by: May 22, 2003

MOUNTAIN VIEW CORRIDOR - Growth Choices Process
Public Workshop for Residents of WEST JORDAN

Date: Thursday, May 29, 2003
Time: 6:00 to 8:30 pm
Location: West Jordan High School Auditorium
8136 South 2700 West
West Jordan

Please complete all information
Name: ____________________________ Community: ________________________
Address: ____________________________ Zip Code: _______
E-Mail Address: _____________________

Please mail or fax to:
Results

• 250+ stakeholders participated in the five sub-regional workshops

• 35 additional stakeholders participated in the Latino community workshop

• UDOT was pleased with the participation level

• Other regional players now want to collaborate to improve public involvement
“Growth Choices” Process: Current Status

• The alternative scenarios are in the final phase of development by the consultant

• The Stakeholder Committee will select a “preferred” scenario, which UDOT will then include in the EIS process

• Envision Utah will follow up with individual corridor communities on general plan changes