

## APPENDIX G

Public Engagement Plan dated January  
16, 2025 and Addendum dated May 5,  
2025



Ver. #10

January 16, 2025

**ABSTRACT**

A process and procedures for communicating with the public during the reconstruction of Segment 1 of I-10 through Baton Rouge, Louisiana

# PUBLIC INFORMATION AND OUTREACH PLAN

I-10 BR Widening: West of Washington Street to East of Perkins Road | State Project Number H.004100



# Public Information and Outreach Plan

## BACKGROUND

Interstate 10 through Baton Rouge began as The Baton Rouge Expressway, a local 4-lane highway linking industry north of the city to a workforce within and south of the city. It was conceived during the late 1940s with an initial roadway segment opening during the late 1950s and a general dedication ceremony in 1964. The route was adopted for inclusion as part of the federal interstate highway system, and work commenced on a “new bridge” over the Mississippi River. The I-10 Horace Wilkinson Bridge opened to traffic in 1968, and to the east the interstate was extended into Ascension Parish during the 1970s, fully opening to New Orleans in 1978. Also during this timeframe, I-12 was constructed to the north of Lake Pontchartrain, paralleling the route of old US 190 and providing a bypass of New Orleans.

## I-10 BR Widening

This interstate infrastructure through the core of Baton Rouge is now approximately 60 years old, was designed to now obsolete traffic engineering standards, and on average carries triple the number of vehicles per day as when initially opened. The interstate configuration consists of three lanes in each direction from the I-10/I-110 Interchange eastward to College Drive. Within the I-10/I-110 Interchange area, I-10 EB transitions from the Mississippi River Bridge to one lane as the interstate traverses eastward. I-10 WB transitions from three lanes to two lanes through the I-10/I-110 Interchange area. Congestion is a recurring problem. This traffic volume, aggravated by motor freight carrying heavier loads than during earlier decades, has spurred several initiatives to upgrade I-10 or seek alternate routes around the city. None succeeded until the current process, initiated by DOTD with a feasibility study in 2011, progressed through an environmental assessment and culminated with a Finding of No Significant Impact by FHWA in 2021.

This project, “**I-10: LA 415 to Essen Lane on I-10 and I-12**” is identified as State Project number H.004100 and extends just over 9 miles from LA Hwy. 415 in West Baton Rouge Parish across the Mississippi River and through Baton Rouge to Essen Lane on I-10 and I-12. The intent is to add one additional travel lane to I-10 EB and WB resulting in 4 lanes in each direction while bringing interchange ramps up to modern roadway design and safety standards including more generous shoulders. Through the I-10/I-110 Interchange, I-10 EB will be reconstructed with an additional lane, resulting in two EB travel lanes with shoulders. The project corridor is split into several segments of work, the first being the centrally located 2-mile long Segment 1 through the core of the city. Tackling this most problematic segment of interstate highway first will replace the oldest infrastructure, rectify the most problematic concerns, and yield the greatest benefits.

## CMAR Segment 1

The current work scope is the implementation of Segment 1 of the I-10 Widening project, being the centrally located approximately 2-mile long corridor extending from the I-10 / I-110 interchange eastward through Old South Baton Rouge and across City Park Lake to include the Perkins Road ramps. Beginning

## I-10 Baton Rouge - Segment 1

in 2023 and through a series of work stages, traffic will be shifted several times. After completion of a temporary widening of the existing westbound lanes, the eastbound component will be abandoned, demolished and reconstructed featuring a 4-lane roadway and bridge interstate with shoulders. During the reconstruction of the eastbound infrastructure, two travel lanes will be maintained in each direction separated by a temporary concrete barrier rail on the westbound lanes. Next, all traffic will be shifted onto this new eastbound component, abandoning the old westbound lanes which will then be demolished and reconstructed as a new 4-lane roadway and bridge interstate. During the reconstruction of the westbound lanes, three travel lanes will be maintained in each direction separated by a temporary concrete barrier rail.

Upon completion of Segment 1, there will be four lanes in each direction from the I-10/I-110 Interchange to the Perkins Road ramps, and two lanes in each direction on I-10 WB and EB through the I-10/I-110 Interchange to and from the Mississippi River Bridge approaches. This achieves the goal of one additional through lane of travel in each direction on I-10 through Baton Rouge.

## Work Zone Rule

The instructions set forth in this document will implement and comply with guidance provided by the Federal Highway Administration in the *Work Zone Safety and Mobility Rule* of September 2004 ([69 FR 54562](#).)

## KEY TERMS

Terms and acronyms used in this document are defined accordingly.

**Branding** – the use of a phrase, a mark, specific fonts and colors to produce a distinctive design associated with a product, service, or project.

**Campaign** – a group or series of messages intended to achieve a particular result. For example, a sequence of press releases announcing a future event.

**CMAR** – Construction Manager At Risk is an alternative to the traditional design, bid, build project delivery process where designer and contractor are onboarded by the project owner during the design phase. The contractor reviews and provides feedback on the plans as the design firm, serving as Engineer of Record, completes them. The contractor often acts as the general contractor during construction through the guaranteed maximum price (GMP) process.

**Communication** – the exchange of information or news.

**DOTD** – Louisiana Department of Transportation and Development

**e-blast** – an email message circulated via an email marketing platform providing enhanced control and information about the messages and recipients.

**FHWA** – Federal Highway Administration

**Public Outreach / Public Engagement** – can be defined as the practice of involving members of the public in decision making and policy forming activities of an agency or institution for policy development.

**Public Information** – any information, independent of format, which an agency makes available to the public.

**Public Information Officer** – abbreviated “PIO”, the public information officer is the individual responsible for communicating and documenting correspondence with the public and media concerning a specific project or program.

**Stakeholder** – any person or entity with an interest or concern in something. For this transportation improvement project, stakeholders are grouped according to the level of impact ranging from direct impact and property acquisition to the indirect impact of anticipated increased traffic congestion.

**Press Release** – also referred to as “public service announcements (PSAs), a press release is a narrative statement released intentionally to media and publications serving the region, with the intention of those news outlets further distributing the message to the public.

**Work Zone** – is the geographic area within which construction activity related to infrastructure improvements occurs. Assessment of project impacts will occur to develop processes and procedures which, when implemented, will ensure safety and mobility within the work zone.

## KEY MESSAGES

### I-10 BR Widening

The purpose of the project is to add one additional lane, both east and westbound, to Interstate 10 through Baton Rouge. Project components, including modifications to entrance and exit ramps, will improve safety.

### CMAR Segment 1

CMAR is the acronym for Construction Manager At Risk which is the project delivery model being exercised by Louisiana DOTD for this project. Segment 1 is the geographic extent of the first portion of the overall widening project to be implemented. It occurs within the central portion of the corridor, extending from the I-10 at I-110 interchange in downtown Baton Rouge eastward to include the Perkins Road ramps.

### Lane Closure or Change

Public notification of closures or changes in travel lanes as construction sequencing and activities progress. Messages will vary depending upon location, direction and circumstances.

### Lane Blockage / Accident

Public notification of lane blockage or vehicle accident within the corridor. Message will vary depending upon circumstances. Follow existing DOTD traffic incident messaging procedures.

### Project Milestones

Public announcement of attainment of project milestones. Message will vary according to the milestone achieved and corresponding benefits.

## COMMUNICATION STRATEGIES

### Branding

The Interstate 10 shield logo was initiated during the feasibility and environmental assessment efforts which preceded this CMAR project. The I-10 shield has been carried forward as the project identifier, supplemented by a COREX10 name and logo representing the design team. COREX10 abbreviates "Corridor Expansion 10." The project owner, State of Louisiana Department of Transportation and Development, is represented by the orange DOTD logo, and the project contractor is represented by KIEWIT BOH.



## Mass Media

Regional broadcast television, radio and newspapers continue to be effective means of distributing key messages to the public. DOTD’s Communications staff maintain close relationships with area news reporters, and the project team will draft messages as Press Releases for review by DOTD Communications and distribution to local media. Key local mass media partners include:

Media	email	Contact
The Advocate	newstips@theadvocate.com	
The Advocate	ecouvillion@theadvocate.com	Ellyn Couvillion
WAFB 9	rportier@wafb.com	Rick Portier
WAFB 9	akemker@wafb.com	Austin Kemker
WAFB 9	news@wafb.com	
WBRZ 2	bcasserleigh@wbrz.com	Bess Casserleigh
WBRZ 2	news@wbrz.com	
Fox 44 and NBC 33	news@brproud.com	
WRKF	news@wrkf.org	Adam Vos
Baton Rouge Business Report	editor@businessreport.com	
The Drum	news@thedrumnewspaper.info	
Southern [University] Digest	digest@subr.edu	
Country Roads	calendar@countryroadsmag.com	
Central City News	centralcitynews@hotmail.com	
225 Magazine	editor@225batonrouge.com	
The Reveille	editor@lsu.edu	
The Weekly Press	brweeklypress@yahoo.com	
DOTD	bill.grass@la.gov	Bill Grass

## Social Media & Web

Each of the above listed mass media entities maintain a social media presence and significant news items will be published through news website and social media channels at the discretion of the editor. DOTD and the I-10 project team also have direct control over website and social media channels, which will be utilized.

### Project Website

The project website is **i10br.com**. Initially launched in 2011 by DOTD’s contractor during the project feasibility study step, it was completely rebuilt in 2020, transitioned to DOTD ownership and COREX10’s communication consultant at Franklin Associates was provided editing access.

## I-10 Baton Rouge - Segment 1

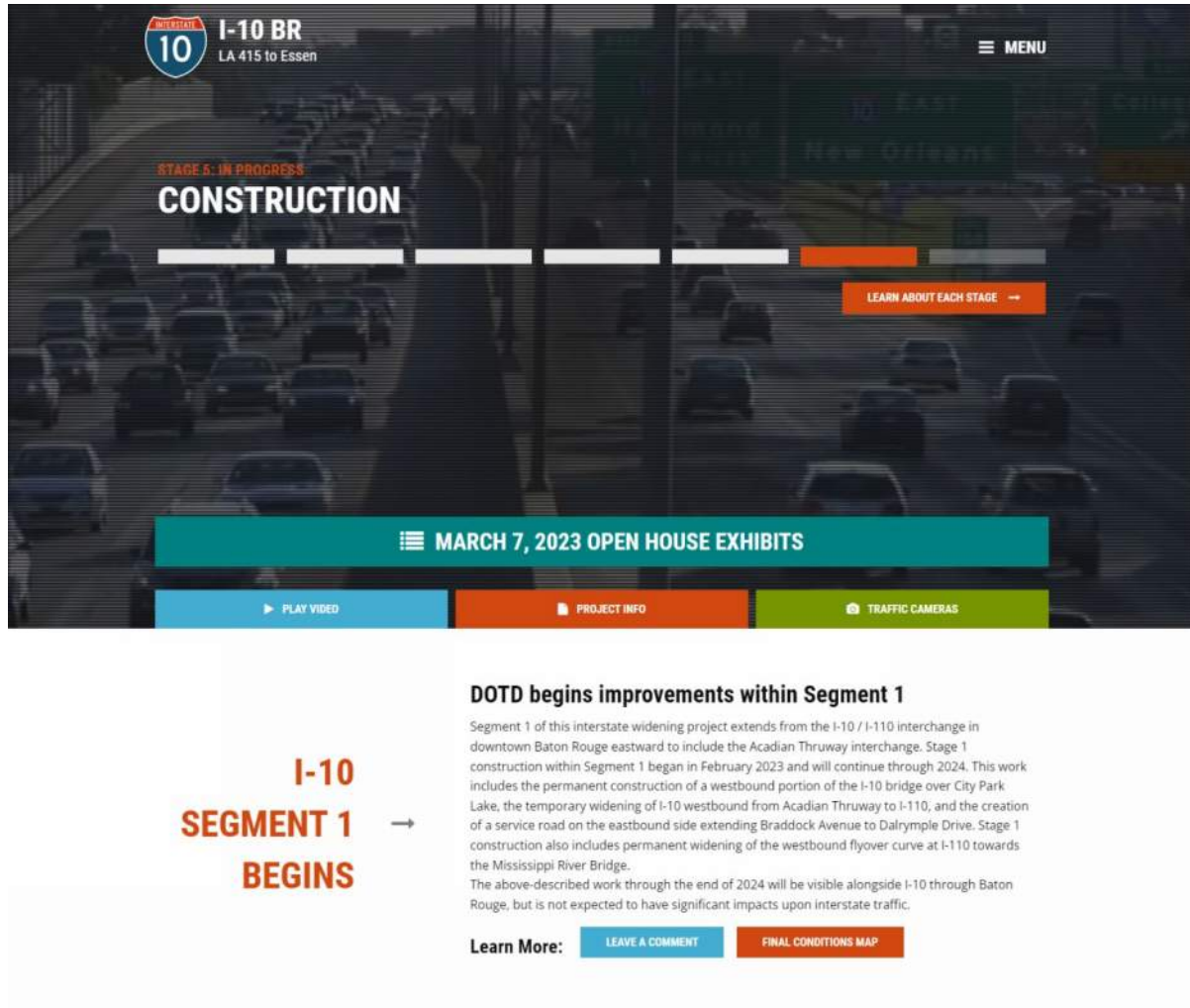


Figure 1 - Project Website Homepage i10br.com

Currently, the website content is dominated by documents, exhibits and meetings related to the planning and design process. As the project is now shifting to construction, the website is being revised to emphasize construction and traffic management content of greater interest to drivers and regional residents.

### Email Distribution Lists

Similarly, and commencing in 2011, the Design team's communications consultant began aggregating an email distribution list for the I-10 project, consisting of several subset lists for groups including agency contacts, user groups such as businesses or commuters, elected officials, faith-based groups, schools, and general e-list subscribers. This email list now exceeds 1,200 contacts and grows as persons subscribe via the project website or submit questions or comments.

## I-10 Baton Rouge - Segment 1

This email marketing platform, featuring messages branded with project and agency logos, will continue to be used for distribution of project news including meeting announcements, press release news, and similar messages. It is not intended for emergency notifications.

As the project transitions from design to construction, list subscribers managed by the design team will be supplied to the Contractor's PIO. (This occurred November 28, 2023.)

### Facebook and Twitter Posts

Social media platforms including Facebook and Twitter offer a more public, sharable and instantaneously delivered message conduit. The project Facebook account exists at [www.facebook.com/i10br](http://www.facebook.com/i10br) and this mode offers an efficient means of circulating project news both of a previously scheduled nature and for immediate and urgent notices. Lightly used since the environmental study phase, this project Facebook account will be transitioned to control by the Contractor's PIO, refreshed, and posts launched periodically as construction activity begins.

A project Twitter (now "X") account could be created, with DOTD approval, for use in distribution of timely project messages. Alternately, DOTD's existing @BR\_Traffic account could be utilized. A social media post calendar identifying timing and content of messages – for all platforms used – will be created and maintained by the Contractor's PIO. Social posts will be drafted and reviewed by project leads. Only approved messages will be published.



Figure 2 - Example Email Graphic



Figure 3 - Facebook Page Screen Capture

## I-10 Baton Rouge - Segment 1

### 511 App

DOTD's 511 app provides pertinent route information to travelers statewide. The department populates the app with live statewide traffic data, making its route mapping capability very timely and effective. Messages related to traffic incidents, construction-related congestion and notices of upcoming lane closures or changes are appropriate for distribution through the 511 app.



Figure 4 - Louisiana 511 smartphone app

## Print Materials and Signage

Printed and physical messaging is also an important component of the communications strategy. Various audiences will be reached through appropriate modes as follows.

### Dynamic Message Signs

Across the state of Louisiana, a number of dynamic messaging signs will be deployed along interstates and major highways as motorists enter the state. These dynamic signs will inform motorists of the construction activity on I-10 in the capital region and identify alternate routes for avoidance. Dynamic signs will be placed at strategic intervals along major routes within the state, particularly in advance of access point to alternate routes. The project Contractor has a detailed list of the sign locations and specific text messages to be displayed on each.



## I-10 Baton Rouge - Segment 1

### Static Signs

Simpler static signs may be deployed across the state in addition to the roadside dynamic signs. Messages on these static signs will inform motorists of construction activity on I-10 in Baton Rouge and direct them to sources of additional information such as the project or DOTD websites. Appropriate locations for pedestrian-scale static signs include State rest areas on interstates where the signs may be exhibited within facility lobbies, possibly along pedestrian routes to restrooms. Additional information may be provided electronically through website links and QR codes, or as hard copy flyers.

Static message signs may be installed at approaches to traffic queues near the construction zone to warn motorists of possible congestion, lane shifts and similar information.

### Printed Materials

Printed flyers, brochures, posters and fact sheets are effective means of distributing more detailed information than is possible on a highway sign. Also, these materials may be restocked with new versions as the information changes throughout the course of the project. These printed materials will be branded so that they are recognizable as official sources of information and can feature website addresses and QR codes for additional, perhaps more up to date information.

Examples of printed materials used to date include postcards and business card sized “for more information” card. These were distributed by field survey crews when members of the public inquired of the workers’ activity. Posters and flyers promoting upcoming public meetings have been prepared and distributed at public libraries, houses of worship, schools, restaurants, service stations, retail shops and other businesses. Quantities of flyers have been provided to civic association representatives for distribution to their members. These methods will continue as future public events and significant construction announcements are made.



Figure 6 - Typical Hand-Out for Field Crews

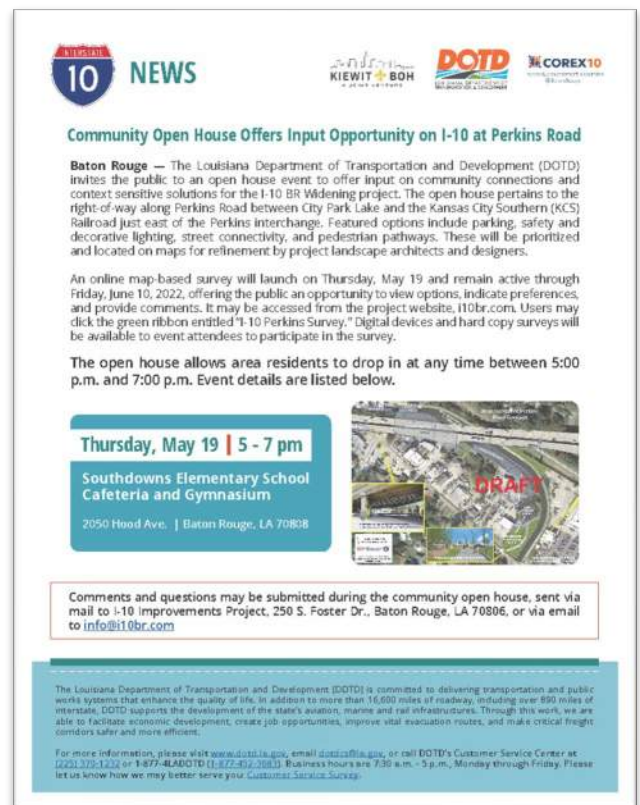


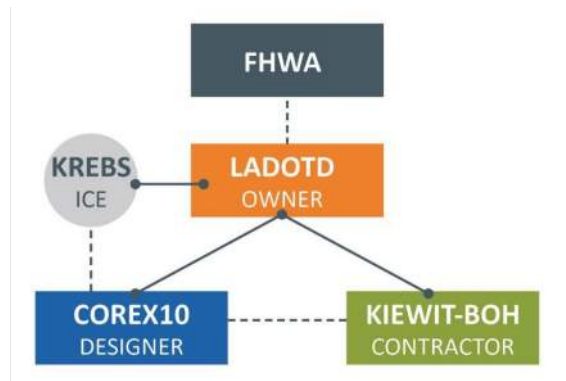
Figure 5 - Flyer for CC/CSS Public Meeting



Figure 7 - Door hanger used to promote Open House event.

## COMMUNICATIONS TEAM

A complex project such as urban interstate highway reconstruction requires a diverse team of professionals. This I-10 Baton Rouge project is being delivered through the CMAR process and there are three key entities as identified below:



1. Project Owner – Louisiana DOTD, having Communications and Public Information officers
2. Project Designer – COREX10, with Franklin Associates serving as planning & design PIO
3. Project Contractor – Kiewit-Boh, having a construction PIO

Coordination among the three entities is essential to ensure a uniform and consistent message is delivered to the public and to ensure the workload of message development and delivery is allocated according to the contractual agreement. This will be clarified in the “Messaging Protocols” section below.

### LADOTD Communications

The DOTD Communications Director will have oversight on outbound messages to the general public and particularly to mass media channels. Content shall also be reviewed by DOTD’s project manager.

#### EXAMPLES OF KEY PROJECT ANNOUNCEMENTS

- Upcoming Public Meetings or Events
- Launch of Significant, Visible Construction Activities
- Announcement of Construction Activity Impacting Traffic or Travel Lanes
- Achievement of Construction Milestones
- Announcement of Significant Traffic Incident

#### PERSONNEL

<i>Title</i>	<i>Name</i>	<i>Email</i>	<i>Phone</i>
<i>Project Manager</i>	Nicholas Olivier, PE	<a href="mailto:Nicholas.olivier@la.gov">Nicholas.olivier@la.gov</a>	(225) 379-1133
DOTD Director of Communications	Rodney Mallett	<a href="mailto:rodney.mallett@la.gov">rodney.mallett@la.gov</a>	(225) 379-1275 (225) 329-9743 (m)
Public Information Officer	Bill Grass	<a href="mailto:bill.grass@la.gov">bill.grass@la.gov</a>	(225) 379-1266
Assistant to the Secretary for Policy & Governmental Affairs	Gregory Hardy	<a href="mailto:greg.hardy@la.gov">greg.hardy@la.gov</a>	(225) 379-1023
TMC & ITS Engineer	Lucy Kimbeng, PE	<a href="mailto:Lucy.kimbeng@la.gov">Lucy.kimbeng@la.gov</a>	(225) 379-2528

## Planning Team

### COREX10

The team of engineers, architects, cost estimators, planners and other professionals for the I-10 Baton Rouge project is identified as COREX10 and consists of several firms. Staff of Franklin Associates served as the communications officer for COREX10 during the planning and design phase, and this role will continue even after initiation of construction as certain aspects of project design will continue to progress even as other fully designed components go to construction. James Taylor, the Design PIO, is the point of contact and historically has been recipient of all inbound messages through the project website and project email address. Mr. Taylor has been charged with drafting and distributing the approved messages to the public and project stakeholders related to the planning, design and overall schedule of the project.

<i>Title</i>	<i>Name</i>	<i>Email</i>	<i>Phone</i>
President & Principal In Charge, Franklin Associates	Perry Franklin	<a href="mailto:perry@franklinassociates.com">perry@franklinassociates.com</a>	(225) 768-9060
PIO for Design, Franklin Associates	James Taylor	<a href="mailto:james@franklinassociates.com">james@franklinassociates.com</a> <a href="mailto:i10brinfo@la.gov">i10brinfo@la.gov</a>	(225) 768-9060 (225) 250-6070 (m)

## Construction Team

### Kiewit-Boh

The team of three contracting firms, Kiewit, Boh Brothers and James Contractors is identified as Kiewit-Boh, AJV (A Joint Venture) and abbreviated K-B or KBJV. The Contractor’s PIO is charged with receiving inbound public inquiries and comments, responding to inquiries about construction and traffic, and drafting and distributing approved messages to the public about project construction. The contractor is developing their own Public Engagement Plan describing their responsibilities, and it should agree with this Public Engagement Plan.

<i>Title</i>	<i>Name</i>	<i>Email</i>	<i>Phone</i>
Kiewit-Boh	Clay Williams	<a href="mailto:clayton.williams@kb-jv.com">clayton.williams@kb-jv.com</a>	(402) 689-3009
PIO for Construction, Kiewit-Boh	Brandy Richardson Bordelon	<a href="mailto:Brandie.Bordelon@kb-jv.com">Brandie.Bordelon@kb-jv.com</a>	(225) 954-5126

## Messaging Roles

Roles of the above entities are further clarified by the nature of the messages. Proactive messages are those drafted and released by any member of the project team or owner as a notification of an upcoming event or activity, or to indicate a policy position. Reactive messages are responses sent to an individual, a group or to the general public which answer a question, address a comment or state a policy. All PIOs will be drafting both types of messages.

Similarly, messages may be generally grouped into one of three categories: policy, design or construction. Responses will be allocated to team members according to contractual roles:

Message Type	Responding Party
Program, Policy & Funding	DOTD
Project Planning, Design & Environmental	COREX10, Franklin Associates
Project Mobilization, Preconstruction and Construction & Traffic Management of all Early Works Packages and Segment 1 GMP	Contractor, Kiewit-Boh

## STAKEHOLDERS

Many persons are affected by an interstate construction project, but to varying degrees. Individuals and organizations are grouped into tiers according to project impact. Franklin Associates has been collecting and maintaining a database of project stakeholders since launch of the project feasibility study which now exceeds 200 contacts. As a database, this is a “living” list to which individuals are added and removed as their roles change. Contacts in this online database are categorized and tagged so that they may be sorted and grouped for efficient access.

Stakeholders Grouped by Category: <https://airtable.com/shrtxhzeiv6PUvB6f>

### Stakeholder Tiers

#### Tier 1

Tier 1 Stakeholders are the “decision makers” or executive level leaders including elected officials, appointed officials and agency heads, law enforcement and emergency response, and leaders of regional business and industry.

#### Tier 2

Tier 2 Stakeholders are “local” or “community” representatives. They are also persons directly impacted by project construction due to the location of their home, business, or property within or along the interstate corridor. Tier 2 representative Stakeholders can serve as conduits for information distribution to the groups and interests they represent. These stakeholders include businesses and employers located along the corridor, trucking and delivery services utilizing the corridor, schools and institutions near the corridor, civic associations along the corridor, private property owners directly impacted by project construction and/or right-of-way acquisition, local news media, and public transit providers. Tier 2 Stakeholders can influence decisions as their lives, properties and businesses are directly affected by the project.

Tier 3

Tier 3 Stakeholders are regular users of the interstate corridor as commuters. Smaller scale commercial users such as local delivery services, skilled trades persons, students and similar users are Tier 3 stakeholders because they regularly and repeatedly rely on access to this interstate corridor. The opinions of Tier 3 Stakeholders are reviewed and considered, and their questions answered.

Stakeholder Types by Tier

Tier 1 Executive Stakeholders	Tier 2 Community Stakeholders	Tier 3 Commuters & Travelers
<ul style="list-style-type: none"> <li>• La DOTD Executives &amp; Administration</li> <li>• State of Louisiana Executive Branch</li> <li>• La DOTD Communications</li> <li>• LA DOTD District 61</li> <li>• State Elected Officials</li> <li>• City-Parish Elected Officials: East Baton Rouge</li> <li>• West Baton Rouge Parish Elected Officials</li> <li>• City-Parish Department of Public Works &amp; Transportation</li> <li>• BREC</li> <li>• Baton Rouge Green</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Corridor Businesses</li> <li>• Corridor Residents &amp; Property Owners</li> <li>• First Responders</li> <li>• Corridor Institutions</li> <li>• Regional Industry, CRISIS</li> <li>• Motor Freight Carriers, Commercial Travelers</li> <li>• Mail &amp; Parcel Delivery Services</li> <li>• Schools: Primary, Secondary, Public &amp; Private</li> <li>• Universities &amp; Colleges</li> <li>• Downtown Development District</li> <li>• Civic Association Representatives of Contiguous Neighborhoods</li> <li>• Churches and Faith Groups</li> <li>• University Lakes Project Representatives</li> <li>• Bike-Ped Groups</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Regional Commuters for Work or School</li> <li>• Local Tourists</li> <li>• Civic Association Representatives from the Region (further away)</li> <li>• News Media</li> <li>• Non-Profits &amp; Institutions</li> <li>• Regional Attractions Outside the Corridor</li> <li>• Through-Travelers</li> <li>•</li> </ul>

### MESSAGING PROTOCOLS

For purposes of this project, protocols are rules or conventions which govern the treatment of information and messages pertaining to the project. Protocols affect the public perception of the transportation improvement project and of the agency implementing it. Timely and proactive public outreach through established relationships with mass media contribute to broader public acceptance and support for the project. Outlined below are protocols for handling information with various audiences.

#### Mass Media Communications Protocols

The intent is to drive a positive project message through in-kind and earned media. To achieve this, the messaging must be trusted, consistent, well-timed, and useful.

Media Tools– Various media tools and communication modes will be used for both project design and construction/traffic related messaging.

Item	Responsible Party		
	DOTD	COREX10 - Franklin	Contractor - KBJV
<b>Media Kits</b> – Collections of information related to a particular messaging campaign. Kit contents may include press releases, fact sheets, photography, graphics, list of key contacts, and possibly pre-recorded video and audio statements.	DOTD shall review and approve all public-facing content.		Kits of information in various formats will be created and distributed to media contacts at project construction kickoff and construction milestone events. Content will be available on the project website.
<b>Website</b> – The project website i10br.com is owned by DOTD and developed / hosted by a 3 <sup>rd</sup> party consultant through a direct agreement with DOTD. Specific project team members may be granted editor access to the website, enabling them to post approved content.	DOTD shall review all content prior to going live on the project website. DOTD shall provide Contractor PIO with editor access to project website. DOTD shall provide Contractor PIO with access to the project email account.	The Design team will post and maintain documentation of the Environmental and public engagement process, design refinements, and the project high level Purpose and Need.	The Contractor shall post construction announcements, work schedule, traffic announcements, and deploy a map-based tool identifying construction activity.
<b>Press Release</b> – Formal press releases in print and digital format will be developed and distributed to media contacts, and to project stakeholders and email list subscribers.	DOTD shall review all press releases before made public. DOTD Communications will circulate all approved Press Releases to their standard media contacts lists on behalf of the project team.	The Design team will draft and upon approval circulate Press Releases pertaining to design and CC/CSS related public meetings.	The Contractor will draft and upon approval circulate Press Releases pertaining to project groundbreakings, construction milestones, lane closures or shifts, ramp closures, and new infrastructure openings.
<b>Traffic Reports</b> – Current and anticipate traffic information and	Traffic mitigation information can be released through social media channels and DOTD’s 511 app.		The Contractor, in coordination with LA DOTD and local highway patrol, will draft and release pertinent corridor

			traffic information to local traffic reporters.
<b>Earned Media</b> – is media coverage acquired at no cost, such as guest appearances on morning local news or talk radio.	DOTD to consider and review opportunities for scheduled interviews with local media news reporters and talk radio hosts. DOTD will approve project spokespersons, which may include State officials.		Contractor’s PIO may schedule and appear on local television and radio news shows to secure favorable editorial coverage in advance of significant project milestones, pending DOTD approval.
<b>Social Media</b> – Project information will be tailored for social media platforms, both text and accompanying graphics, with the intention of widening distribution through organic shares to reach a broad audience.	DOTD will review and approve social media content. DOTD will post approved content on the agency’s social media channels. DOTD already issues local traffic social media posts on the Twitter (X) feed @BR_Traffic To maintain interest in a project-specific social media channel, DOTD may periodically post general informational, seasonal or historical fact messages and images.	The Design team will prepare social media post content pertaining to announcements of public meetings involving project design and CC/CSS topics.	The Contractor will prepare social media post content pertaining to construction activity announcements and traffic mitigation measures.
<b>Email Newsletters</b> – Project email marketing campaigns. Project email inbox: info@i10br.com	DOTD to review and approve content prior to distribution. DOTD to provide State email account access to inbound project messages to info@i10br.com.	The Design team will prepare narrative and graphic content for emails pertaining to project design and CSS topics, including public meeting notices for such.	The Contractor will prepare construction-related narrative content and photos or graphs, as required, for email campaign distribution to the database of project subscribers.
<b>Audio Podcast</b> – A recurring audio podcast channel is available for the project. Commitment to a regular schedule of ~20-minute audio interviews would be necessary to maintain	DOTD will review and approve interview guests and project representatives, and discussion topics and talking points.	With Owner approval, the Design Team is available to provide guidance on creating and publishing an audio podcast.	The Contractor may schedule spokespersons, prepare talking points for construction-related topics, and record and publish podcast audio.

interest in the podcast channel.			
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Overlapping the modes of delivery is key to the success of project messages. Unless targeted to a very narrow audience, project messages should be replicated and repeated on multiple channels and modes concurrently, often referencing each other. This cross-referencing allows recipients choice in selecting how they wish to receive information about the project.

Metrics and Evaluation

On a monthly basis the occurrence, tone, and reach of media coverage will be summarized and documented. Social media reach and tone will be monitored and documented by holders of project social media accounts.

**Tier 1 Stakeholder Communications Protocols**

The project communications team will coordinate with Tier 1 Stakeholders with the overarching goal of securing positive relationships, as Tier 1 contacts can facilitate the proactive distribution of information through their networks. This can be highly advantageous in case of an emergency or unscheduled closure.

Information shared with Tier 1 Stakeholders will include:

Item	Responsible Party		
	DOTD	COREX10 - Franklin	Contractor - KBJV
<b>Construction Notifications</b>	DOTD shall review and approve all public-facing content.		Draft messages and provide Tier 1 Stakeholders with advance notice of project construction activities including road or lane closures, ramp closures, re-openings, utility interruptions, etc. Contractor will also notify Tier 1 stakeholders of any significant departures from previously described schedule changes or lane or ramp closures. Modes include letters or emails, in-person or virtual meetings.

<p><b>Public Inquiries and Comments</b></p>	<p>DOTD shall review and approve all responses to public inquiries.</p>	<p>Design PIO will draft responses to questions pertaining to the Environmental Assessment, project design, or CSS amenities.</p>	<p>Contractor PIO will receive and sort inbound questions and comments, appending to existing project comment database. Contractor will respond to questions pertaining to construction activity and traffic mitigations. Questions pertaining to the Environmental Assessment, project design or types of CSS amenities will be sent to Franklin and Associates for response.</p>
<p><b>Recurring Stakeholder Meetings</b></p>	<p>DOTD to participate as needed in recurring Tier 1 stakeholder and project partner (DPW, BREC, BR Green, Public Safety, etc.) meetings to facilitate information exchange.</p>	<p>Design Team to participate as needed in recurring Tier 1 stakeholder and project partner (DPW, BREC, BR Green, Public Safety, etc.) meetings to facilitate information exchange.</p>	<p>Contractor PIO to participate as needed in recurring Tier 1 stakeholder and project partner (DPW, BREC, BR Green, Public Safety, etc.) meetings to facilitate information exchange.</p>

Approach

- Identify a point of contact representing each Tier 1 entity (building upon existing list created by COREX10.)
- Meetings in-person or virtual are necessary for establishment of the relationship. Afterwards, phone calls or email may suffice.
- Provide Media Kits to each entity.
- Share information in formats conducive to their internal distribution modes.
- Compile and maintain a project event calendar and share with entity representatives.

**Tier 2 Stakeholder Communications Protocols**

Outreach will occur to Tier 2 Stakeholders with the overarching goal of establishing positive relationships, understanding Stakeholder needs and issues, and strategizing methods of mitigating inconveniences caused by project construction. Tier 2 are stakeholders generally in close proximity to the interstate corridor and who rely on it regularly. Many of these stakeholders can assist in sharing and forwarding project news.

Information shared with Tier 2 Stakeholders will include:

Item	Responsible Party		
	DOTD	COREX10 - Franklin	Contractor - KBJV
<b>Construction Notifications</b>	DOTD shall review and approve all public-facing content.		Draft messages and provide Tier 2 Stakeholders with advance notice of project construction activities including road or lane closures, ramp closures, re-openings, utility interruptions, etc. Modes include letters or emails, doorhangers, and in-person or virtual meetings.
<b>Public Engagement Opportunities – meetings, online</b>	DOTD shall review and approve all public-facing content.	Design PIO will organize and facilitate general public or smaller stakeholder group meetings or input opportunities where project design or CSS amenities will be considered. Design PIO will collect and analyze public input.	Contractor PIO will organize and facilitate general public or smaller stakeholder group meetings or input opportunities where project construction activities, schedule or traffic impacts will be considered. Contractor PIO will collect and analyze input.
<b>ROW Acquisitions – and private property egress requests.</b>	DOTD shall assess the need for and negotiate acquisition of ROW. DOTD will assess need for access onto private property, review correspondence, and ensure Contractor obtains necessary right of entry.	Design PIO will assist with identification, contact, and scheduling of in-person meetings with property owners for ROW conversations led by DOTD staff.	Contractor PIO will inform DOTD of needed ROW or servitude and will secure necessary right of entry permissions.

Approach

- Identify points of contact representing each entity, and desired mode of correspondence.
- Provide links to sources of project news: website, social media, e-newsletters,
- On-the-ground community canvassing and flyer distribution when warranted. (Example, Perkins Road corridor, Valley Park and Old South Baton Rouge communities)

- Respond to formal project inquiries made through the project website and project email address info@i10br.com.

### Tier 3 Stakeholder Communications Protocols

Outreach to Tier 3 Stakeholders is focused on providing advance notice of the overarching project schedule prior to construction, and then timely information about traffic conditions within the project work zone during the construction period.

Information shared with Tier 3 Stakeholders will include:

Item	Responsible Party		
	DOTD	COREX10 - Franklin	Contractor - KBJV
<b>Pre-Construction Notifications</b>	DOTD shall review and approve all public-facing content.		Contractor PIO will draft messages and provide the general public with advance notice of upcoming construction activity and implications for routine travel. Appropriate modes of communication include press releases, email campaigns to project lists, project website and social media posts, audio podcasts and news media interviews.
<b>Construction Notifications</b>	DOTD shall review and approve all public-facing content.		Contractor PIO will draft messages and provide the general public with advance notice of project construction activities including road or lane closures, ramp closures, re-openings, and utility interruptions. Advance notice should be provided of construction activities likely to impact traffic patterns and

			<p>congestion levels. Appropriate modes of communication include press releases, email campaigns to project lists, project website and social media posts, audio podcasts and news media interviews.</p>
<p><b>Public Engagement Opportunities</b> – including in-person meetings, virtual meetings, and online polls.</p>	<p>DOTD shall review and approve all public-facing content.</p>	<p>Design PIO will draft messages for press releases, website and social media posts pertaining to project design changes and CSS amenities. Design PIO will receive and analyze public feedback on project design changes and CSS amenities.</p>	<p>Contractor PIO will draft messages for press releases, website and social media posts pertaining to engagement events focused on construction milestones, schedule changes, or anticipated impacts to traffic patterns and congestion levels. Contractor PIO will receive and analyze public feedback pertaining to construction and traffic.</p>
<p><b>Pre-Construction Corridor Neighborhood and Business Engagement</b></p>	<p>DOTD shall review and approve all public-facing content.</p>		<p>Contractor PIO will organize and facilitate meetings with neighborhoods and businesses within and along the project corridor, informing them of specific impacts to their location. Modes of promoting these events include door hangers, direct mail, and email campaigns.</p>

## Public Correspondence Management and Reporting

Correspondence forms within the project website – i10br.com – are the preferred means of submitting formal comments and questions concerning the I-10 BR project. All are captured within the website database itself and automatically forwarded to a State of Louisiana email account [i10brinfo@la.gov](mailto:i10brinfo@la.gov) accessed and sorted by the Contractor’s PIO. Additionally, the published project email address [info@i10br.com](mailto:info@i10br.com) is an alias forwarding to [i10brinfo@la.gov](mailto:i10brinfo@la.gov). Incoming comments or questions are logged in a database by the Contractor’s PIO, and questions requiring a response are advanced for action. Inquiries may be forwarded to specific project personnel based on topic. When an approved response is available, it is appended to the corresponding Public Comment Database record and the response is appended to the document. Upon final approval by FHWA the documents including comments and responses are posted on the project website. All inquiries and responses can be sorted by date, by inquirer name, and may be fully searched by word or phrase. The process is described in greater detail below.

### Message Capture

All inbound comments and questions related to the project are directed to the Contractor’s PIO who logs them in a cloud-based relational database (Airtable.) Views and subsets of this data may be shared electronically with members of the project team by URL through email.

Note that due to the nearly decade-long history of this project, staff on the Design team may continue to receive public questions or comments via telephone or emails to their company accounts. These Design team staff will forward construction-related inquiries to the Contractor’s PIO, copying the project email address [i10brinfo.com](mailto:i10brinfo.com) for redundancy.

<https://airtable.com/shr6ONg2N9DJTxs4e>

Date Received	Inquirer	Location	Question	Response
1/9/2023	Hayes ,Beverly		Inquired of status of the real estate acquisition process fo...	James indicated DOTD Real Estate appraiser would begin their process d...
1/4/2023	Carlin ,Marshal	70820	Will additional traffic lanes be added to the I 10 Mississip...	Thank you for your question Mr. Carlin, No. The I-10 Horace Wilkinson "...
1/2/2023	Lillard ,Phillip	70809	Please post this document to the I-10br.com website : "I-...	[forwarded to team 1/4/23]
12/15/2022	Roberts ,Trey	70808	Mr. Roberts recently discussed this corridor with Lamar c...	[James relayed inquiry to DOTD and COREX10]
12/14/2022	Russell ,Ryan	Hollydale Condo unit 4A	Responding to certified letter... Concern about impacts to...	Franklin Associates scheduled Mr. Russell for a virtual meeting to discuss...
12/13/2022	Belcher ,Michael	Hollydale Condo 4D	We own unit 4-D in the Hollydale Condominiums. We wo...	I've received your response Mr. Belcher. I am seeking a time slot for a m...
12/12/2022	Fetterman ,Phillip		Sherri, this past Saturday I traveled the best interstate hig...	Please direct project-related comments to us through the project websit...
12/9/2022	Kirkpatrick ,Scott		Please provide a copy of the community briefing present...	Link to presentation is at <a href="https://i10br.com/wp-content/uploads/2022/0...">https://i10br.com/wp-content/uploads/2022/0...</a>
12/8/2022	Brown ,Coleman	70806	If for six years you posted on your project website that th...	[forwarded to DOTD for consideration and response]

**Figure 8 – An Example Screenshot of the Project Public Inquiry Database**

### Message Assignment

Messages are received by the I-10 BR project team through several modes: website form, email, letter, or telephone being most common. The preferred mechanism is through the “Submit A Comment” form of the project website [[i10br.com/contact/submit-a-comment/](http://i10br.com/contact/submit-a-comment/)]. These are captured within the website’s database, and automatically forwarded to the State email account [i10brinfo@la.gov](mailto:i10brinfo@la.gov). As the project has now moved into the construction phase, most inquiries are likely to pertain to construction and traffic topics, thus DOTD will provide the Contractor PIO with access to the above State email account, allowing

the Contractor PIO to review and draft responses to inquiries; and to forward messages not pertaining to construction or traffic to the Design PIO or DOTD as appropriate by topic.

The project inquiry receipt, tracking and response process is diagrammatically portrayed in the series of figures below.

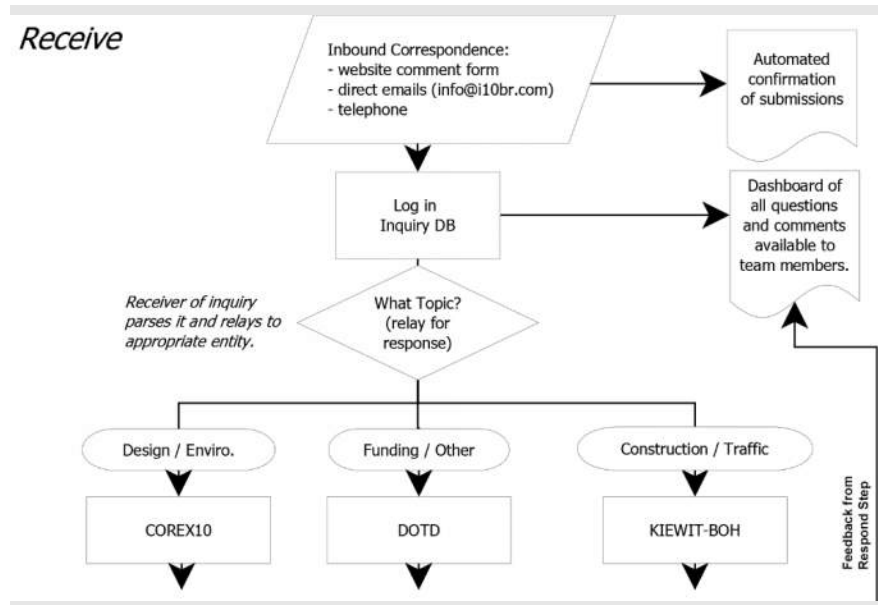


Figure 9 - Project Inquiry Process: Step 1: Receive

1. Inquiries are received through forms on the project website, through emails directed to a) the published project email address [info@i10br.com](mailto:info@i10br.com), b) to DOTD staff, or c) to business emails of the consultant team. All will be received by or forwarded to the Contractor’s PIO who logs them into the project inquiry tracking database (DB).
2. Persons submitting a question or comment through the project website receive an automatic confirmation response email. Similarly, the project email address [info@i10br.com](mailto:info@i10br.com) auto-responds with a confirmation.
3. Views of the inquiry database can be shared among the project team and project owner through data dashboards. Example of possible database views are:
  - a. All listed chronologically
  - b. A subset by project phase (such as only inquiries since CMAR contract initiated)
  - c. All by name of sender (self-identified person submitting the inquiry)
  - d. Subset of unanswered which require a response
4. Inbound and logged inquiries requiring a response are then examined by topic area and forwarded to appropriate project team member for a response and final review by DOTD.

Message Response

The diagram below picks up from the previous and describes how topical inquiries are handled.

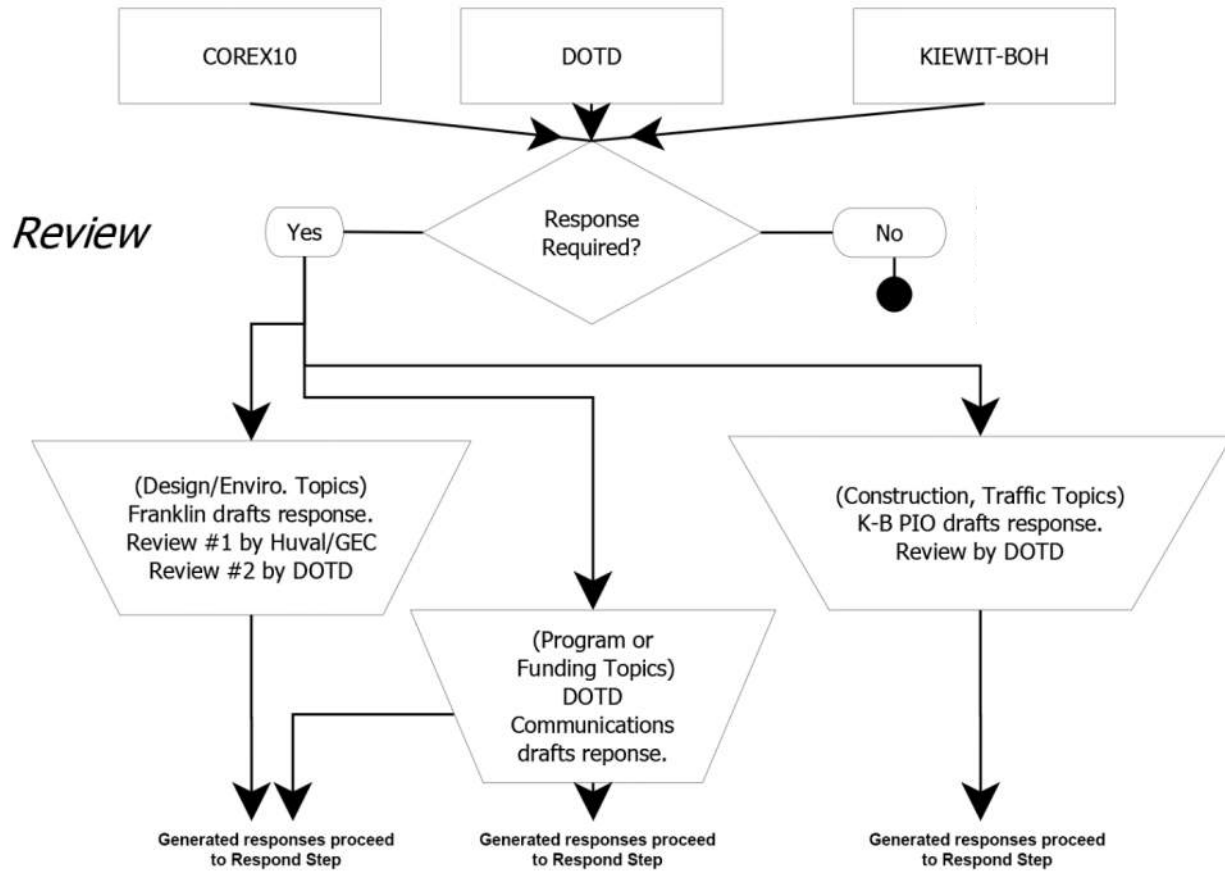


Figure 10 - Project Inquiry Process: Step 2: Review

Inquiries related to project planning, design, and overarching schedule are addressed by the COREX10 team, with review by DOTD. COREX10’s PIO will obtain an approved response from DOTD, respond to the inquiring party and log it in the database.

Inquiries related to high-level project funding or policy are addressed by DOTD, with the COREX10 PIO sending the approved response to the inquiring party and logging it in the database.

Inquiries related to construction activities and work-related traffic issues are addressed by the contractor’s PIO at Kiewit-Boh. Contractor’s PIO will send the response and log it in the comment log database.

Message Response and Reporting

Approved response narratives are then ready for transmittal back to the inquiring party and to be logged in the tracking database. As the project progresses from design into construction it is anticipated that the ratio of inquiry topics will shift similarly, with the contractor’s PIO eventually handling a majority of

responses. The diagram below picks up where the previous left off, with approved responses processed by the appropriate team member depending upon the topic.

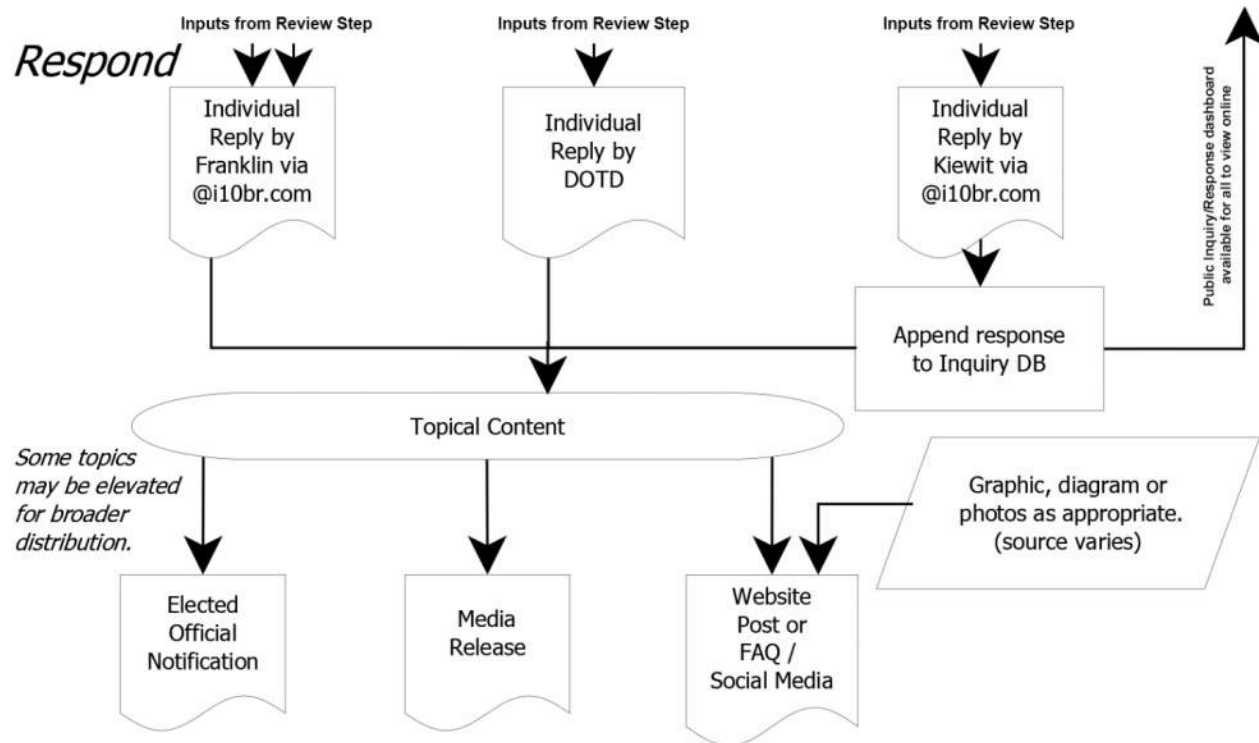


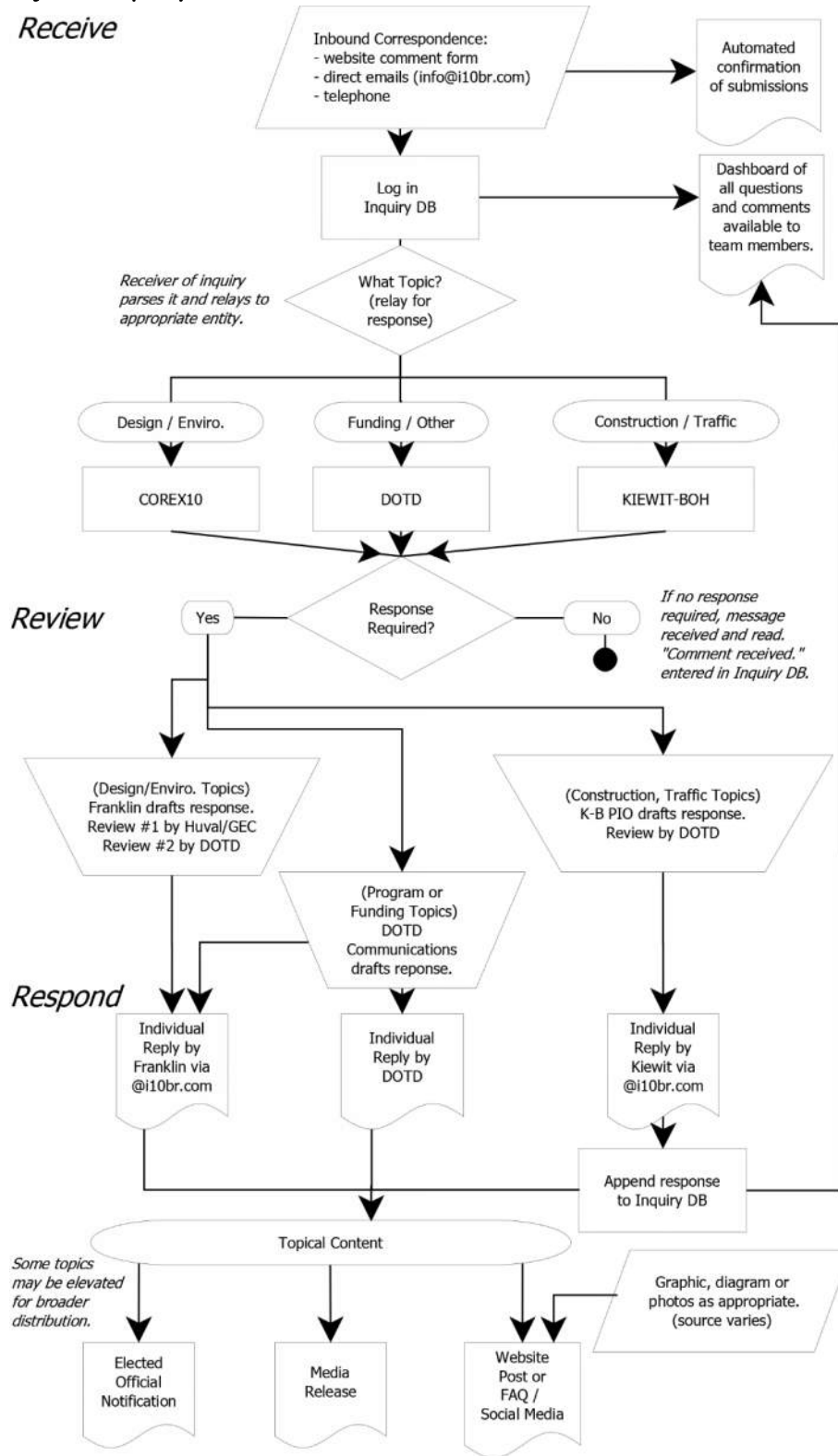
Figure 11 - Project Inquiry Process: Step 3: Respond

The PIOs of both the design team (Franklin) and the contractor (Kiewit) have access to the project’s State email account. This account will be used to send responses to inquiring parties by email. In certain circumstances, certified letter may be required which will be handled by the Contractor and drafted on DOTD letterhead.

Inquiries and responses are entered into the corresponding record of the public inquiry tracking database where it is easily retrievable by project team members. Responses to inquiries received during the timeframe of public meeting events are provided corporately as an appendix to the meeting documentation. Individual responses are not sent to persons making inquiries. Certain comments or inquiries may generate information deserving broader distribution. This “topical content” may become a project FAQ entry, may be distributed to elected officials or key Tier 1 Stakeholders, and could become the basis of a general press release to the public. Graphics, photos or illustrations may be included to better explain or emphasize the news release or FAQ.

## APPENDICES

### I. Project Inquiry Flowchart



## II. Stakeholder Lists

This list is subject to change and is available online: <https://airtable.com/shrtxhzeiv6PUvB6f>

# I-10 CMAR: Public Engagement Addendum

May 5, 2025

Segment 1: West of Washington Street to the Perkins Road On/Off Ramps

Adjacent Community Focus (I-10 Eastbound and Westbound Refinements from the I-10/I-110 Interchange to Dalrymple Drive)

## Contents

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## Purpose

This addendum to the project’s public engagement plan is necessary to ensure the community adjoining the interstate is informed of design refinements to the I-10 transportation infrastructure between the I-110 interchange and Dalrymple Drive.

## Schedule

The public outreach and engagement activities are proposed to occur during the first quarter of 2025 with the intention that results will be incorporated into an Environmental Assessment

Reevaluation Document anticipated to be submitted to FHWA during the second quarter of 2025 by LA DOTD in satisfaction of NEPA requirements. The timing of specific tasks will be described below.

## Revised Limits of CMAR Segment 1

The limits of Segment 1, expanded in March 2023 to extend from west of Washington Street eastward to include the Acadian Thruway interchange, have now been effectively restored to the original limits which extend from West of Washington Street to the Perkins Road on/off Ramps.

## Engagement Actions

Public and stakeholder engagement is required due to design refinements to Segment 1 of the I-10 capacity improvement project.

### 1. What has changed and why?

- a. There are two key changes to the I-10 Segment 1 preliminary plans as described in the Environmental Assessment which received a Finding of No Significant Impact from FHWA in February of 2021.
  - i. The westbound interstate on-ramp from E. Washington Street is being removed.
  - ii. The consolidated E. Washington/Dalrymple Drive exit ramp is being reconfigured to remove the exit to E. Washington Street.

### 2. Who is being informed, when and how?

Information about these changes will be communicated to stakeholders and the public according to the anticipated impact.

Note: Due to safety concerns for project staff, the previously anticipated task of door-to-door neighborhood canvassing is no longer being considered.

- a. First, key elected officials and agency heads will be informed of the project design refinements.
- b. Secondly, owners of private property along the corridor from which public right-of-way is required will be contacted and offered individual meetings to initiate the negotiation process offered by DOTD's Office of Right of Way. In-person meetings will be offered at DOTD Headquarters, or virtual meetings for non-local property owners.
- c. An informative flyer will be mailed to owners of properties within approximately ¼ mile of the Segment 1 project corridor. This mailer will:
  - i. Describe the Design Refinements to the project,
  - ii. Offer links to additional information and project contact information,
  - iii. Identify "office hour" of project representative availability at public venues located within the adjacent community (at least two sessions), and

- iv. Offer opportunity for submitting comments and feedback concerning the Design Refinements.
- d. Hard copies of plans, illustrations, and narrative descriptions will be made available within the community at the Carver Branch Public Library and at the Dr. Leo S. Butler Community Center – both of which are within ¼ mile of the project corridor.

**3. What information is being provided?**

- a. Narrative and visual representations of each of the above changes will be provided for the public. Digital versions will be published through the project website [i10br.com](http://i10br.com). Exhibits will include both a plan view and artist’s renderings of street level “profile” views of the proposed transportation infrastructure.
- b. Flyers providing a high-level description of the proposed changes will be produced and mailed to corridor property owners, as identified by Parish property records. They will include notice of two community drop-in events at local venues.
- c. A high-level timeline for interstate construction project milestones and anticipated completion will be provided.
- d. Detailed “engineer’s drawings” of land boundaries identifying current and required rights-of-way will be exhibited to affected corridor property owners to initiate the ROW negotiation process offered by DOTD. These comprise the “Section 4(f)” issues relevant to Title 23, Chapter I, Subchapter H, Part 774 of the Code of Federal Regulations pertaining to historic districts.
- e. Corridor property owners from whom additional ROW is required will be provided copies of LA DOTD’s [“Acquisition of Right of Way and Relocation Assistance”](#) brochure.
- f. Results of the noise study by DOTD.

#### **4. What are the community's comments and concerns?**

- a. Public and stakeholder comments will be received in writing, via email, via website data form (at i10br.com), and voiced comments will be noted (paraphrased) by project representatives during in-person contact, as might occur during community drop-in events or individual stakeholder meetings.
- b. The team will capture:
  - i. Date of interaction
  - ii. Name of commenter (if provided)
  - iii. The comment or question
  - iv. Email, phone number or address through which to provide a response, as required.

#### **5. What are the Agency's responses to public and stakeholder questions?**

- a. The project team will maintain – as has been practiced throughout the project – a public comment database which will include at a minimum the agency / project team response to each inquiry, and the date the response was provided to the inquirer / commenter.
- b. Public comments, questions and responses may be categorized according to topic, simplifying future reference and analysis.
- c. Comments and questions will be analyzed and summarized at the close of the comment period and attached to the Environmental Assessment Reevaluation Document as an appendix.

## **Narrative Description of Project Changes**

The previously approved (February 2021) Environmental Assessment for I-10 BR Widening project must be revised through the Reevaluation process provided through NEPA in the following areas.

### **1. Removal of the Westbound On-Ramp from Lorri Burgess Avenue**

The westbound interstate on-ramp from E. Washington Street is being removed. This accomplishes the goal of improving safety by eliminating weaving movements caused by vehicles entering from Lorri Burgess Ave. (formerly E. Washington Street) and crossing at minimum two lanes of traffic within a short distance to access I-10 west across the Mississippi River. Drivers from within the neighborhood seeking access to I-10 west will have access via the I-10 west on-ramp at Dalrymple Drive, which in the future will feature a traffic circle where Dalrymple meets E. Lakeshore Drive. From this same on-ramp drivers will have access to I-10 east by utilizing the “Texas U-turn” beneath the interstate at Lorri Burgess Avenue. A noise wall analysis was performed for the refined design and the results according to DOTD policy are that noise walls from the I-10/I-110 Interchange to east of the City Park Lake Bridge that were previously eligible for federal funding no longer qualify. The DOTD commits to seeking special state appropriation for noise barriers that do not qualify for federal funding.

When CMAR Segment 1 is complete, the I-10 westbound traffic on I-10 will have access to entrance ramps to I-10 westbound from College Drive, Acadian Thruway, Perkins Road (until removed in a future Segment of interstate work), and Dalrymple Drive.

## 2. Closure of the Lorri Burgess Avenue Exit from I-10 Eastbound

NOTE: The I-10 exit #156A to Lorri Burgess Avenue is still signed as “E. Washington St.” as the local street’s name change is relatively recent.

The consolidated E. Washington/Dalrymple Drive exit ramp is being reconfigured to remove the exit to Lorri Burgess Avenue (E. Washington Street). FHWA is requesting that the gore<sup>1</sup> to the exit be moved further to the east out of the I-10/I-110 System Interchange, which allows for an exit to Dalrymple Drive only. The exit to E. Washington Street (Lorri Burgess Ave.) from eastbound I-10 will be permanently removed from the system. This refinement requires acquisition of additional right of way. A noise wall analysis was performed for the refined design and the results according to DOTD policy are that noise walls from the I-10/I-110 Interchange to east of the City Park Lake Bridge that were previously eligible for federal funding no longer qualify. The DOTD commits to seeking special state appropriation for noise barriers that do not qualify for federal funding. When CMAR Segment 1 is complete, the exits in the eastbound direction after crossing the Mississippi River Bridge will be: Nicholson Drive/Highland Road, I-110 NB, Dalrymple Drive, Perkins Road (until removed during a future Segment of work,) Acadian Thruway, and College Drive.

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<sup>1</sup> A “gore” is a triangular area remaining when a road forks at an intersection with a second road, or merges on and off from a second road.

# Community Outreach

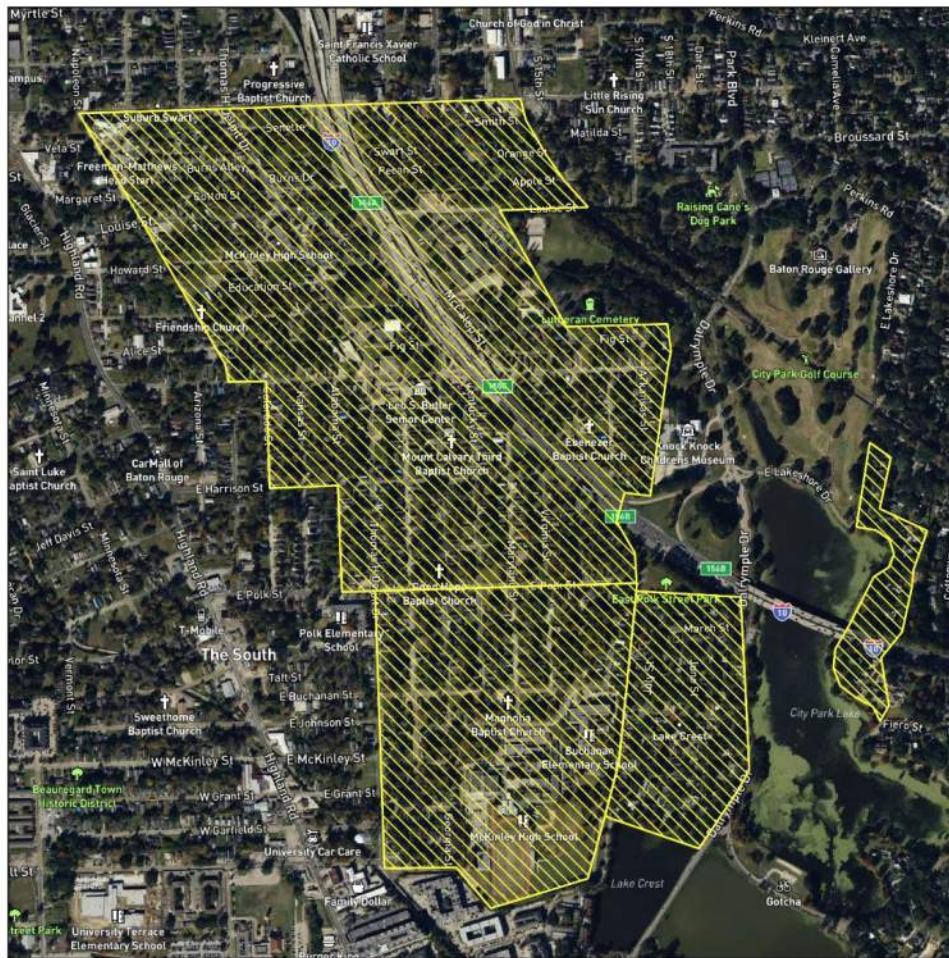


Figure 1 – Map of areas for activities to inform the community.

The above map (Figure 2) represents the recommendation of the project design team (COREX10) and agreement from DOTD’s Environmental Section, to deliver project flyers via US Mail.

## Proposed Stakeholder and Public Outreach Materials

### Hard Copy Items

#### Mailer / Flyer

- Produced by Franklin with inputs from the project team.
- Large-format multi-fold mailer offering a layout of the Phase 1 corridor (Mississippi River to I-10 / I-12 Split, with project design refinement descriptions and sources of additional information online and at library and community center drop-in events.

- Notice of Interstate Design Refinements:
  - The westbound interstate on-ramp from E. Washington Street is being removed.
  - Consolidated exit design refinement will result in no E. Washington Street (Lorri Burgess Avenue) exit from I-10 eastbound.
- Additional information with exhibits describing these changes will be available on the project website i10br.com; and hard copies will be available during community drop-in events at the Carver Branch Public Library and at the Dr. Leo S. Butler Community Center.

### Maps & Exhibits

- Pavement markings “roll plans” view - by Waggoner. Produced to be legible.
- Required ROW drawings, I-10 eastbound - by Waggoner
- Street level artistic rendered views from adjoining neighborhoods – created by Reich
- Map of vantage point locations on surface streets from which illustrations depict future conditions.
- Summary of new noise analysis – by DOTD

### Project Timeline

- A high-level estimate of project milestones and anticipated completion dates – by COREX10 / DOTD
- Communication to the public of when changes will occur, and when the new permanent condition can be expected.

### Comment Cards / Forms

- Created by Franklin based on DOTD examples
- Multiple modes of submission: hard copy mail-in, online survey, email.
- A deadline date for submission to be included in consideration with this Environmental Assessment Reevaluation will be clearly provided on all comment materials. Recommend: midnight June 1, 2025 which allows 10 days following the second community drop-in event.

### Letters to Required ROW Property Owners

- Letter drafted by Franklin, review by DOTD.
- Database of recipients researched by Franklin based on drawings by Waggoner

## Digital Items

### Website News Post / Info Page

- content drafted by Franklin
- Substantial updates and revisions to existing project website pages, text, maps and possibly exhibits.

### Mobile-friendly digital maps and exhibits

- Original graphics by others (noted above) reformatted by Franklin
- Use “juxtapose”, a before-and-after image comparison slider tool.

### Contact Lists

List will be aggregated by Franklin

- Stakeholders: Corridor residents, businesses, institutions, and property owners
- The corridor is identified as properties approximately 0.25 mile from the Phase 1 corridor extending from west of Washington Street to east of City Park Lake. (Figure 2 above)