



PUBLIC INVOLVEMENT PLAN

Revised April 2020

A stylized, grey and white illustration of the Indiana State Capitol building, showing its distinctive dome and classical architectural elements. The building is set against a dark blue background.

Indiana
Department of
Transportation

www.northsplit.com

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1. INTRODUCTION AND GOALS

1.1. INTRODUCTION

The Indiana The Indiana Department of Transportation (INDOT) is preparing to rehabilitate the I-65/I-70 North Split Interchange to address bridge and pavement conditions in the project area. In addition to the interchange itself, the project stretches approximately one mile south to Washington Street, a half-mile east to just west of Rural/Keystone, and a half-mile west to Meridian Street. The work outside the interchange is only on the I-65/I-70 mainline, not the City streets underneath.

The purpose of the North Split project is to rehabilitate and improve the existing interstate facilities leading to and through the I-65/I-70 North Split interchange in downtown Indianapolis. The project will address the following needs:

- Correcting deteriorated I-65/I-70 bridge conditions
- Correcting the deteriorated pavement conditions on the interstates
- Improving safety by reducing or eliminating conditions that contribute to crashes along I-65 and I-70
- Improving interchange operations and reducing congestion by removing weaving sections and improving level of service now and in 2041

Public safety is the number one driver for this project. The frequent merges, weaves, and lane changes over short distances within the interchange increase the potential for crashes, cause driver confusion, and disrupt traffic flow. By rehabilitating the North Split Interchange to address these safety concerns, INDOT can reconfigure the interchange to provide fewer points of conflict.

Deteriorated bridge conditions are another safety concern. All bridges in the project area have deteriorating components, and 11 have only two to five years of remaining service life. To keep the interstates functional, bridge conditions and safety issues must be addressed as soon as possible.

In addition, the pavement throughout the interchange is well beyond its lifespan and needs constant repair to remain safe and functional. This project will replace all pavement within the project limits.

The North Split Interchange is the second-most-heavily-traveled interchange in Indiana, accommodating more than 214,000 vehicles per day. Studies have shown that most traffic on downtown interstates is local. In fact, I-70 from the east (between I-65 and I-465) has the highest peak-hour volumes in the state. On both I-65 and I-70, twice as much traffic is headed downtown than out of town in the mornings, indicating a heavy commuter pattern.

When the project began its federally-required Environmental Assessment (EA) process as part of the National Environmental Policy Act (NEPA) in September 2017, several community groups



began asking INDOT to pause and consider broader concepts before defining alternatives to be evaluated in the EA for the North Split project. Their concern was the North Split project would limit future system-level options.

In response to this feedback, INDOT decided to look at a range of concepts for the entire downtown Indianapolis interstate system. INDOT published a System-Level Analysis that assessed the performance, cost and impact of seven concepts for I-65 and I-70 through downtown Indianapolis in May 2018. While the analysis provided an initial baseline for public dialogue regarding potential major changes to downtown interstates, it did not make a specific recommendation for a future system. Rather, this analysis informed the preparation of an Environmental Assessment (EA), a project-level National Environmental Policy Act (NEPA) evaluation for the North Split Project.

In September 2018, INDOT released the North Split Alternatives Screening Report, which analyzed a range of preliminary alternatives and identified the preliminary preferred alternative to be evaluated in greater detail in the EA.

The preliminary preferred alternative for the North Split project is a refined version of Alternative 4c of the North Split Alternatives Screening Report. Alternative 4c provided the best balance of function and impact while meeting the project purpose and need to replace deteriorated infrastructure, improve safety, and improve traffic flow.

The preliminary preferred alternative would improve safety by eliminating the weaving sections (locations where traffic is forced to cross paths) on the west leg of the interchange near the Pennsylvania and Delaware Street ramps. Eliminating the weaves would also remove the most severe bottlenecks in the interchange, allowing for improved traffic flow without adding new through lanes.

The current budget to repair/replace the bridges and reconstruct the North Split Interchange is between \$250-\$300 million, funded through INDOT's Next Level Program. About 90 percent will come from federal funding dedicated to interstate highways, while the remaining 10 percent will come from the state highway fund, comprised of funding from fuel taxes, permits, and a portion of vehicle license fees, and driver license fees.

As part of the NEPA process, INDOT and the Project Team are conducting an Environmental Assessment (EA) to look at a wide range of alternatives to address the needs of the North Split interchange.

1.2. PROJECT GOALS

The primary goal of the I-65/I-70 North Split Interchange Reconstruction project is to correct operational and safety concerns with the interchange. There are several deficiencies throughout the project area and this project will address design challenges that have been present for decades.



1.3. PUBLIC INVOLVEMENT GOALS

INDOT and the Project Team are committed to a robust public involvement campaign during this process. The overarching goal of the Public Involvement Plan (PIP) is to proactively educate key stakeholders about the existing conditions of the bridges and pavement, the current concerns with the North Split interchange, the proposed solutions to improve traffic flow and safety, the environmental review process, and the maintenance of traffic plans. There will also be a comprehensive Environmental Justice plan. Throughout this process, INDOT and the Project Team will solicit and consider public feedback to deliver an informed recommendation.

1.4. PROJECT SCHEDULE AND KEY MILESTONES

An approximate schedule of project and public involvement milestones is shown below:

- Late 2017/Early 2018 – NEPA study begins
- May 2018 – Open house about the System-Level Analysis
- Fall 2018 – Open house about the Alternatives Screening Report, preliminary project-level alternative carried forward for more detailed study
- Fall 2018 – Project Screening Report, preferred alternative moves forward for further analysis
- Spring 2019 – Context Sensitive Solutions (CSS) process begins
- Summer 2019 – Alternatives are refined, CSS round 2 workshops are held, and the public survey is launched
- Fall 2019 – The Traffic Noise Technical Report is published, noise neighborhood meetings are held, and noise surveys are mailed to benefited receptors
- Late 2019/Early 2020 – Preliminary preferred alternative is refined, mitigation is proposed, and draft project information is published for contractor team review
- Mid 2020 – Final preferred alternative is presented at a Public Hearing, EA is completed, final contractor proposals submitted, and INDOT selects winning contractor team.
- Late 2020 – Construction may begin



2. PUBLIC ENGAGEMENT TEAM

2.1. AGENCY LEADERS

Name	Title	Employer
Travis Underhill	Deputy Commissioner	INDOT
Kevin Jasinski	Major Project Delivery Director	INDOT
Runfa Shi	Project Manager	INDOT
Scott Manning	Strategic Communications Director	INDOT
Andy Dietrick	Public Affairs Manager	INDOT
Mallory Duncan	Media Relations Director	INDOT Greenfield District
Laura Hilden	Director, Environmental Services	INDOT
Michelle Allen	EA & EIS Specialist	FHWA
Eryn Fletcher	Transportation Engineer	FHWA
Heather Kennedy	Director, Chief Legal Counsel	INDOT

2.2. CONSULTANT LEADERS

Name	Title/Role	Employer
Seth Schickel	Project Manager	HNTB
Austin Hastings	Design Lead	HNTB
Kia Gillette	Environmental Lead	HNTB
John Myers	Transportation Planning Lead	HNTB
Tim Miller	Public Information Lead	HNTB
Jeromy Richardson	Roadway and Maintenance of Traffic Lead	United Consulting
Dave Cleveland	Interchange Access Document Lead	Corradino Group
Amy Hanna	Outreach planning, public meetings, advisory committees, media relations, public inquiries	Borshoff
Megan Gross	Outreach planning, public meetings, advisory committees	Borshoff



Name	Title/Role	Employer
Jennifer Dzwonar	Outreach planning, public meetings, advisory committees	Borshoff
Erin Pipkin	Outreach planning, public meetings, Environmental Justice, social media, digital, website	Compass Outreach Solutions
Mike Murphy	Branding, outreach materials, public affairs	Hirons
Ron Taylor	Visualization, graphics and displays, CSS process	Taylor Siefker Williams
Scott Siefker	Visualization, graphics and displays, CSS process	Taylor Siefker Williams



3. KEY STAKEHOLDERS

3.1. MOTORISTS

- Local/regional commuters
- Interstate commuters
- Trucking and freight companies

3.2. PROPERTY OWNERS

- Those potentially impacted by the project
- Downtown Large Employers
- Angie's List/Home Advisor
- Anthem
- Citizens Energy Group
- Cummins
- Eli Lilly and Company
- Indiana Farm Bureau
- Indianapolis Power & Light
- Large banks (Regions, Chase, PNC, Fifth Third, etc.)
- Large law firms
- Salesforce
- Simon Property Group

3.3. NEIGHBORHOODS AND CULTURAL DISTRICTS

- 16 Tech
- Arsenal Heights
- Bates-Hendricks
- Canal & White River State Park
- Chatham-Arch
- Cole Noble Commercial Arts District
- Cottage Home
- Fall Creek Place
- Fletcher Place & Holy Rosary-Danish Church
- Fountain Square
- Garfield Park
- Hawthorne
- Herron-Morton Place
- Holy Cross
- Indiana Avenue & Ransom Place
- Irish Hill



- Kennedy King
- Lockerbie Square
- Market East
- Martindale-Brightwood
- Mass Ave
- North Meridian
- Old Northside
- Old Southside
- Ransom Place
- Renaissance Place
- St. Joseph Historic Neighborhood
- Stringtown
- Wholesale District
- Windsor Park
- Woodruff Place
- New downtown apartment complex

3.4. CONTRIBUTING AGENCIES

- Federal Highway Administration
- Indiana Department of Environmental Management
- Indiana Department of Natural Resources
- Indianapolis Department of Metropolitan Development
- Indianapolis Department of Public Works
- Indianapolis Metropolitan Planning Organization
- Indianapolis International Airport
- Indianapolis Traffic Management Center
- IndyGo (potential impacts to Red, Purple and Green Lines)
- State Historic Preservation Commission
- US Army Corps of Engineers
- US Environmental Protection Agency
- US Fish and Wildlife

3.5. LOCAL ELECTED OFFICIALS AND AGENCIES

- City of Indianapolis:
 - Mayor Joe Hogsett
 - Department of Metropolitan Development
 - Indy Parks and Recreation
 - Department of Public Works
- IMPD Homeland Security Bureau - Emergency Management Agency
- Indianapolis –Marion County City-County Council members



- State and federal legislators
- The Indianapolis Historic Preservation Commission

3.6. BUSINESS, EVENT AND TOURISM ORGANIZATIONS

- 500 Festival
- American Legion
- ArtsGarden/Arts Council of Indianapolis
- Bankers Life Fieldhouse
- Biltwell Event Center
- Brewers Guild of Indiana
- Buckingham Companies
- Capital Improvement Board
- Circle Centre Mall (Simon Property Group)
- CSX
- Downtown Indy
- Frank & Judy O’Bannon Soccer Park
- Hendricks Commercial Properties
- Hendricks County Economic Development Partnership
- Indiana Convention Center & Lucas Oil Stadium
- Indiana Repertory Theatre
- Indiana State Fairgrounds
- Indiana War Memorials Commission (Soldiers and Sailors Monument)
- Indianapolis City Market
- Indianapolis Cultural Trail
- Indianapolis Indians/Victory Field
- Indianapolis Public Library
- Indianapolis Symphony Orchestra
- Indy Chamber
- Mass Ave Merchants Association
- Mavis Arts & Event Center
- Milhaus
- NCAA
- Old National Center
- Rathskellar
- Stutz Business Center
- The Children’s Museum of Indianapolis
- The Crane Bay
- TWG Development
- Visit Indy
- White River State Park:



- Indianapolis Zoo
- Indiana State Museum
- IMAX Theatre
- Eiteljorg Museum

3.7. EMERGENCY RESPONDERS AND HOSPITALS

- Indiana State Police
- Indianapolis Fire Department
- Indianapolis Metropolitan Police Department
- Indianapolis Traffic Management Center
- Riley Hospital for Children at Indiana University Health
- Kindred Hospital Indianapolis
- IU Health Methodist Hospital
- Roudebush VA Medical Center
- Indianapolis Emergency Medical Services
- Hoosier Helpers
- Marion County Public Health Department
- Indiana Department of Homeland Security

3.8. NON-GOVERNMENTAL ORGANIZATIONS AND SPECIAL INTEREST GROUPS

- Civic organizations (Rotary Clubs, etc.)
- Hoosier Environmental Council
- Local churches and their governing bodies
- Local Initiatives Support Corporation
- Indianapolis Neighborhood Housing Partnership
- Citizens Action Coalition
- Keep Indianapolis Beautiful
- Historic Urban Neighborhoods of Indianapolis
- Indiana Landmarks

3.9. SCHOOLS

- Indianapolis Public Schools
- Charter schools:
 - Avondale Meadows Academy
 - Carpe Diem Schools – Meridian Campus
 - Christel House Academy
 - Holy Cross Central School
 - Indiana Math and Science Academy South
 - Indianapolis Lighthouse Charter School



- Indianapolis Metropolitan High School
- Sense Charter School
- Paramount School of Excellence
- The Excel Center for Adult Learners
- Tindley Schools
- Butler University
- IUPUI
- Ivy Tech Community College
- Marian University
- Martin University



4. EDUCATION, OUTREACH AND ENGAGEMENT STRATEGY

4.1. BRANDING

Branding and developing key messages for the I-65/I-70 North Split Interchange Reconstruction project is an essential part of public involvement. Branding the project up-front, developing clear and concise messaging, and creating key collateral pieces, is useful in educating stakeholders about the environmental assessment process and collecting their feedback throughout the project development process. Branding and key messaging ensure all communications from INDOT and the project team are consistent.

4.1.1. NAME, LOGO AND SUPPORTING GRAPHICS



Just as North Split Upgrades represents part of the robust agenda of Governor Eric Holcomb and the people of Indiana, many elements work together to reflect the North Split Upgrades brand. Many of these brand elements are visual, such as colors, typefaces, and photos.

Elements of the logo include:

- Growth – Arrow pointing up signifies the continual growth of Indiana.
- Safety – “Upgrades” indicates the need to improve safety and travel conditions.
- Aspirational – “Progress” signifies innovation and looking to the future.

4.1.2. KEY MESSAGING

The brand is also reflected in the language used to describe this project. Understandability is the primary goal of informational materials regarding the North Split Interchange project and associated programs, which are geared to educate people about this initiative and inform them about how they will be impacted. To that end, all materials on behalf of North Split must adhere to the brand’s values and voice.

Clearly articulating the Purpose and Need, and the supporting points, is essential for effectively communicating with stakeholders in a variety of settings.

Key messages are refined by target audience, including the general public, elected officials, consulting parties, resource agencies, and the media. These key messages will be the basis for content on the website, fact sheet(s), PowerPoint presentations, speeches, social media, and digital media assets.

4.1.3. OUTREACH MATERIALS

The brand – including the name and logo – is articulated through design, which complements messaging and visually reinforces the tone and personality of the brand. Branded materials for the project include, but are not limited to:

- Project website
- Business system and templates
- Email template
- Fact sheet(s)
- Maps
- Social media accounts
- Digital assets, such as social media content, e-newsletters and text messages
- Project signage
- Advertisements, fliers and/or postcards promoting public meetings
- Reports and environmental submittals
- Meeting signage and display boards
- PowerPoint presentation(s)

4.2. OUTREACH TOOLS

4.2.1. PROJECT WEBSITE

Perhaps the most important outreach tool is the project website. A robust website allows stakeholders to access information about the project from anywhere at any time. The website layout reflects the project brand with the branded, custom URL of www.northsplit.com.

The website will evolve throughout the study and design process. Sections or tabs on the website may include:

- Facts about the project
- Project maps
- Project schedule
- The Context Sensitive Solutions (CSS) process
- Potential noise barrier identification and benefited receptor surveys
- Information about meetings with key stakeholders and the public, including:
 - Agendas
 - Presentations
 - Handouts



- Meeting summaries
- Frequently Asked Questions
- Graphics, videos and photographs documenting the studies
- Key contact information
- Graphic on home page for stakeholders to sign up for the project e-newsletter and SMS text messaging
- Links to social media accounts
- Links to previous studies, public records and media coverage
- A direct link to email the Project Team

The website is maintained by the Public Involvement Team, with access given to INDOT and HNTB staff and appropriate members of the Project Team. Individuals with access to the site are able to add, edit, and remove content.

The Public Involvement Team works with INDOT to assure emails received through the project website are managed in accordance with the Administrative Record procedures and guidelines outlined in the resident inquiry section of this plan. A monthly analysis of visitors to the website is created for the Project Team at the beginning of each month.

4.2.2. BUSINESS SYSTEM AND TEMPLATES

To support the project name and brand, all internal and external documents are branded. These items include, but are not limited to:

- | | |
|------------------|---------------|
| • Letterhead | • Reports |
| • Business cards | • PowerPoint |
| • Fliers | • Name tags |
| • Comment cards | • Table tents |

4.2.3. FACT SHEET(S), MEETING HANDOUTS AND PROJECT TIMELINES

Branded fact sheets are distributed on the website and at public meetings. The fact sheet is an evolving document, with changes made after each key milestone is completed. The fact sheet includes the project timeline, support graphics and infographics, and contact information for the Project Team. The fact sheet is updated at least quarterly and/or before each public meeting.

4.2.4. MAPS AND DISPLAY BOARDS

Initially, maps include the project area with key landmarks – such state and local roads, parks, bodies of water and schools. These maps will be displayed at public meetings.



4.2.5. E-NEWSLETTERS AND TEXT MESSAGING

Two inexpensive ways to proactively communicate with key stakeholders are e-newsletters and SMS text messaging. Both require that users opt-in and subscribe, so there is a focus on promoting these options at public meetings, on the website, on social media, and in the media. The plan for the e-newsletters is coordinated with the social media plan, ensuring messaging is consistent across all outreach materials and the public is aware of the various ways to receive project updates.

4.2.6. POWERPOINT PRESENTATIONS

A branded PowerPoint template and a general slide deck for this project serve as the basis for all public presentations. The Public Involvement Team maintains the PowerPoint, updating and sharing it with key team members as milestones approach.

Team members who schedule presentations coordinate with the Public Involvement Team to customize the presentation without changing its core content. At least one week will be requested for the Public Involvement Team to review new presentation content.

All PowerPoint presentations are filed on ProjectWise to become part of the Administrative Record.

4.3. MEDIA RELATIONS COMMUNICATIONS PROTOCOL

A robust media relations plan is an integral part of the project. A proactive, continuous flow of information through the news media is a highly-effective, low-cost part of building awareness, understanding, engagement, and support as the study advances.

The Project Team provides information that helps community leaders and residents better understand the project’s purpose, required elements, decision points, and timeline.

The Project Team works closely with reporters and media outlets in central Indiana, providing information to keep stakeholders informed and engaged. This strategy relies on building upon existing relationships— while cultivating new ones — and providing accurate details and regular updates to newspapers, television stations, radio stations, and online publications throughout central Indiana.

Media outlets (reporters, photographers, and editors) are the targets of communications efforts to help reach numerous key audiences and stakeholders.

4.3.1. LOCAL AND REGIONAL MEDIA

Media relations efforts focus on reaching outlets in the Indianapolis Metropolitan Statistical Area (MSA), an area defined by the U.S. Census Bureau based on employment and commuting patterns in and around the city of Indianapolis. This area includes cities and towns in Marion, Hamilton, Hancock, Hendricks, Johnson, Morgan, Boone, Shelby, Putnam,



and Brown Counties. Targeting not only Marion County, but also surrounding counties, allows the Project Team to reach commuters who may travel through the North Split.

A complete media database has been compiled that includes local media for targeted communications. The database includes preferred points of contact, phone numbers, and email addresses.

Targeted outlets include, but are not limited to:

- Marion County
 - Broad Ripple Community Newsletter
 - WRTV-TV
 - WZPL-FM
 - WKLU-FM
 - WTTS- FM
 - WFMS-FM
 - WIBC-FM
 - WLHK-FM
 - WFYI-FM
 - Eastside Voice
 - Franklin Township Informer
 - Indianapolis Business Journal
 - Indianapolis Monthly
 - Speedway Town Press
 - Southside Times
 - The Indianapolis Recorder
 - The Indianapolis Star
 - Urban Times
 - UrbanIndy.co
 - West Side Community News
 - WTHR-TV
 - WXIN-TV
 - WISH-TV
- Statewide
 - Building Indiana
 - Inside Indiana Business
 - La Voz de Indiana
 - Network Indiana
- Hamilton County
 - Current in Carmel
 - Current in Fishers
 - Current in Noblesville



- Current in Westfield
- The Times
- Hancock County
 - Fortville-McCordsville Reporter
 - Greenfield Daily Reporter
- Hendricks County
 - Hendricks County Flyer
 - Westside Flyer
- Johnson County
 - Daily Journal
 - Greenwood Challenger
 - Times-Post
- Morgan County
 - The Mooresville/Decatur Times
 - The Reporter-Times
- Boone County
 - Current in Zionsville
 - Lebanon Reporter
 - Zionsville Times-Sentinel
- Shelby County
 - Shelbyville News

4.3.2. TACTICS AND DELIVERABLES

Tactics and deliverables include:

- Creating and updating a local media database
- Developing a media relations plan, including a media relations calendar for the year
- Creating a news release template and standards for external communications
- Gathering visuals (photos, videos, etc.) to support media pitches
- Identifying and training a project spokesperson(s)
- Engaging with key media members to educate and build support
- Drafting key messaging for approval by leaders of the Project Team and INDOT, including key project milestones, talking points for all public/media events
- Providing media training for key Project Team members
- Drafting and distributing news releases and advisories
- Providing routine updates on the project, including regular media availabilities, when appropriate
- Monitoring and reporting on media coverage



4.3.3. PROJECT SPOKESPERSON(S)

Identifying a clear, consistent and trusted voice for the project is an essential part of developing trust, understanding and support of members of the local media and community stakeholders.

INDOT serves as the primary media liaison to proactively share project information, respond to media inquiries/requests and meet the communications needs of the project.

All media requests should be directed to Scott Manning and Andy Dietrick at INDOT to ensure consistency in messaging. INDOT will either respond or, if a member of the Project Team is needed, contact Borshoff to coordinate a response. All requests and responses will be shared with leaders of the Project Team and appropriate communications directors for INDOT in advance of the response.

4.4. SOCIAL MEDIA

With the demand for 24-hour access to information, residents expect social media to be a utilized communications tool to relay information about today's infrastructure projects. Pew Research reveals that more than 60 percent of people turn to social media to get their news.

Social media engages key stakeholder groups and provides messaging that's fast and easy for them to share with their followers. And, recent Environmental Justice outreach reveals that social media is an effective way to reach Hispanic residents who access information via their mobile phones.

Social media channels are carefully monitored, with approved responses posted in a timely fashion and tracked in the public inquiry log.

4.4.1. SOCIAL MEDIA CHANNELS

Initially, the team plans to launch Facebook and Twitter accounts. Those channels are:

Facebook – North Split

Twitter – North Split

4.4.2. REACHING KEY STAKEHOLDERS

Social media is used to engage local and regional stakeholders, educating them about the project, alerting them to public meetings, and building support for the development and financing of the project.

Key benefits include:

- Providing direct, timely and accurate information about the project
- Reaching people who are not engaged with traditional news outlets or interested in attending public meetings



- Reaching motorists and businesses who travel the North Split often, but do not live in central Indiana
- Creating a “listening” portal to gauge public concerns or frustrations before they bubble up through other channels
- Providing a low-cost, effective means of interacting with stakeholders.

4.4.3. TACTICS AND DELIVERABLES

Facebook and Twitter are the primary channels for engagement, but the Public Involvement Team will consider future social channels as the project advances. Tactics and deliverables include:

- Securing and developing social media channels (Facebook and Twitter)
- Developing a social media plan, including a monthly posting schedule/calendar
- Building followers among existing local and regional groups, with targeted posts, likes, etc.
- Preparing and posting content (four to six times a month, more around public meetings)
- Monitoring and responding to relevant posts
- Developing visuals (photos, illustrations, video clips) to support posts and build engagement
- Providing social media analytics on a monthly basis to track progress and engagement
- Coordinating with INDOT’s Office of Communications and Greenfield District social media managers for content interaction.

4.4.4. CONTENT

In addition to providing an overview of the project and outlining a timeline and expectations, social media is used to promote and support public meetings and key milestones.

Examples of additional content include:

- Project updates
- Media-produced content about the project
- Information about neighborhood and public meetings
- Stories relating to similar infrastructure projects
- Videos, photographs, and renderings produced during the project

4.4.5. PROTOCOL

Social media accounts were launched in March 2018. The Public Involvement Team develops a social media plan each month, which includes protocols for how posts are tracked and comments responded to. Posts and public comments will be documented according to the procedures for the Administrative Record.



Approved messaging is used to respond to posts on social media. Responses not included in the pre-approved messaging are shared in advance with project leaders for their approval.

Social media channels are closely monitored. Any posts that include profanity, nudity, depictions of violence, threatening language, inappropriate, or indecent content are removed.

4.5. PROPERTY OWNER CONTACT

4.5.1. PROACTIVE PROPERTY OWNER CONTACT – PHONE/EMAIL

The team developed a stakeholder database to connect with neighborhood representatives via phone/email when necessary regarding impacts to individual properties. All contact via phone and email is documented for the Administrative Record.

4.5.2. PROACTIVE PROPERTY OWNER CONTACT – LETTERS/POSTCARDS

The team will proactively reach out to residents and businesses at selected key milestones in the study process via mailed letter/postcards. The team will develop a stakeholder database and use it to connect with individual property owners/residents through the United States Postal Service Every Day Direct Mail service.

4.5.3. REACTIVE PROPERTY OWNER CONTACT – INQUIRY DATABASE

The team maintains an inquiry database, routing and coordinating responses from the Project Team via email or phone. A monthly report is assembled with all public inquiries, including property owner/resident inquiries.

4.5.4. REACTIVE PROPERTY OWNER CONTACT – INDOT4U

In addition, the Project Team receives, monitors and responds to regular reports from INDOT's Transportation Services Call Center, or INDOT4U. Customer inquiries can be submitted online at www.indot4u.com, via phone at 855-indot4u (855-463-6848), or via email at indot@indot.in.gov.

Requests for information from property owners will be handled according to the policies outlined in the Internal and External Communications Protocols portion of this plan.

4.6. ENVIRONMENTAL JUSTICE

Minority and/or low-income populations or communities identified through public involvement activities will be considered as a part of the EJ analysis. Public involvement is necessary to help identify small clusters or dispersed populations that may not be identifiable with Census data. Public involvement that engages all members of the community is vital to the project's success, meeting FHWA and INDOT requirements for full and fair participation by all individuals. These efforts will be thoroughly documented as part of the EA.



Environmental Justice outreach includes specific measures to identify and engage neighborhoods or communities where minority or low-income populations may be concentrated. These efforts may include EJ-related surveys, targeted stakeholder interviews, and neighborhood meetings, as well as small group presentations and on-demand meetings in churches, community centers, and local schools.

By committing to this breadth of public involvement, concerns from EJ communities can be more effectively integrated into the project development process, which meets the basic intent of providing “full and fair participation by all potentially affected communities in the transportation decision making process,” as stated in the DOT’s Environmental Justice Strategy (March 2, 2012). The integration of these activities will also “provide meaningful opportunities for public involvement by members of minority populations and low-income populations” (U.S. DOT Environmental Justice Order 5610.2(a)).

The North Split public survey, which was available from July 17, 2019, to August 31, 2019, aimed to determine potential impacts and benefits of the North Split project, especially those to low-income and minority individuals. The information collected via that survey is used in the environmental justice analysis for the project.

4.7. ADVISORY COMMITTEES

4.7.1. COMMUNITY ADVISORY COMMITTEE

The team established a Community Advisory Committee (CAC) to discuss the project’s progress and decisions. The CAC is comprised of more than 50 individuals and/or organizations, including, but not limited to:

- Civic organizations
- Businesses and large employers
- Advocates for minority groups
- Advocates for low-income populations
- Environmental interest groups
- Residents
- Facility users, incl. freight, bicyclists and pedestrians
- Delegates selected by elected representatives
- Religious leaders
- Education leaders

The CAC met to gain stakeholder feedback, identify and resolve local concerns, and build community support during the decision-making process. It is an effective means of addressing specific issues and hearing a variety of stakeholder views.

CAC meetings are scheduled at key project milestones, including:

- Early 2018 – Begin of NEPA study
- May 2018 – System-Level Analysis
- Fall 2018 – Preliminary project-level alternative or alternatives carried forward for more detailed study



- Summer 2019 – Refined preliminary preferred alternative, the CSS process and the public survey
- Early 2020 – Project update and proposed mitigation
- Mid 2020 – Final preferred alternative and Public Hearing
- Late 2020 – Prior to construction

While not advertised as public meetings or presentations, non-CAC members are permitted to observe the meetings. Non-members will be given the opportunity to comment and ask questions at the end of the meetings.

At the first CAC meeting, a handout was distributed with purpose of a CAC, guidelines on how CACs are established, requirements of CAC members, and additional information pertinent to the formation of CACs.

Meeting minutes are shared with CAC members, and more general meeting summaries are posted on the project website www.northsplit.com.

4.7.2. ENVIRONMENTAL JUSTICE (EJ) WORKING GROUP

The Environmental Justice (EJ) Working Group was formed to advise the project team on elements of the project that may impact minority and low-income residents. The overarching goal is to focus on EJ community concerns, identify potential EJ communities, determine the best outreach methods for those individuals, and identify possible impacts. EJ Working Group members include government representatives, low-income advocates, minority organizations, and representatives from all affected EJ block groups.

EJ Working Group members were told to expect five to six meetings to be held near key milestones of the project. Topics of the first three meetings are described below:

- Spring 2018 – Project overview, role of EJ Working Group, System-Level Analysis of Downtown Interstates Report, EJ and NEPA process overview, breakout session for feedback on potential additions to the EJ Working Group and how to reach EJ populations
- Fall 2018 – EJ and NEPA review, Public involvement summary, Review of Targeted EJ Outreach Plan, North Split Interchange Alternatives Screening Report
- Summer 2019 – Project update, Refined Preliminary Preferred Alternative, Context Sensitive Solutions (CSS), public survey, group exercise on promotion of public survey

4.7.3. SECTION 106 CONSULTING PARTIES

Section 106 of the National Historic Preservation Act of 1966 (NHPA) requires consideration of historic preservation for any project receiving federal funding. Federal agencies must give Consulting Parties – key stakeholders with a tie to historic preservation – an opportunity to comment on such projects prior to the agency’s decision on them.



Section 106 review encourages, but does not mandate, preservation. Sometimes there is no way to construct a project without affecting historic properties. If there is an adverse effect to historic properties, the Project Team will work with the Consulting Parties on a Memorandum of Agreement about how effects to those properties will be mitigated.

Consulting Parties are expected to meet up to eight times through March 2020. Meeting minutes and presentation slides are sent to the Consulting Parties following each meeting.

4.7.4. RESOURCE AGENCY MEETINGS

Conducting the environmental process on a project of this size requires coordination and cooperation with many state, local, and Federal resource and permitting agencies. Given the potential impact the environment, neighborhoods, businesses, recreational lands, and historic properties, these organizations provide critical input on nearly every aspect of the project.

Resource agencies may include:

- Federal Aviation Administration
- Federal Highway Administration
- Indiana Department of Environmental Management
- Indiana Department of Homeland Security
- Indiana Department of Natural Resources
- Indiana Geological Survey
- INDOT
- National Park Service
- US Army Corps of Engineers
- US Department of Energy
- US Department of Housing and Urban Development
- US Department of Interior
- US Environmental Protection Agency
- US Fish and Wildlife Service
- US Forest Service

The resource agencies meet at strategic points throughout the project, and meeting minutes are distributed to the resource agencies. The resource agencies met in November 2017, May 2018, and October 2018.

4.7.5. EMERGENCY RESPONDERS

An important group of stakeholders who will provide essential feedback on maintenance of traffic plans is emergency responders. The Project Team first met with this group in October 2018 to discuss the Alternatives Screening Report. Additional meetings will be held prior to and during construction.



4.7.6. TRANSPORTATION AND LOGISTICS

Another important group of stakeholders that can have a significant impact on the project are local transportation and logistics organizations. The Project Team will update these organizations on the project's progress regularly as the project advances.

4.8. PUBLIC MEETINGS

Educating residents and collecting public input is very important for the I-65/I-70 North Split Interchange Reconstruction project. The Project Team will host public meetings at key project milestones to keep the public engaged and to gather public feedback.

4.8.1. KEY MILESTONES

Public meetings are proposed for the following key milestones in the North Split project:

- May 2018 – Open house about the System-Level Analysis
- Fall 2018 – Open house about the Alternatives Screening Report, preliminary project-level alternative carried forward for more detailed study
- Fall 2018 – Project Level Screening Report, preferred alternative moves forward for further analysis
- Spring 2019 – CSS process begins
- Summer 2019 – Alternatives are refined, CSS round 2 workshops are held, and the public survey is launched
- Fall 2019 – The Traffic Noise Technical Report is published, noise neighborhood meetings are held, and noise surveys are mailed to benefited receptors
- Early 2020 – Project update is provided and the results of the CSS process are presented
- Mid 2020 – Final preferred alternative is presented at a Public Hearing; Environmental Assessment completed; final contractor proposals submitted; and INDOT selects winning contractor team
- Late 2020 – Construction may begin

4.8.2. MEETING FORMAT

Each public meeting will be held in a public space that is accessible and provides free parking and/or proximity to a bus route when possible.

During each of the public meetings, the public will have an opportunity to get project information regarding the project details to date and to ask questions. Spanish-language interpretation will be available upon request. This will be promoted by public notices in Spanish-language newspapers.

Opportunities to give input and comments will also be available at all public meetings. Meetings will be an open house format with various stations focused on topics or elements of the project. The goal is to provide interactive exercises to gain input while also allowing the public to ask questions of the Project Team.



Public meetings could include the following stations:

- Welcome station – Sign in, collect handouts, information on how to stay informed (website/webpage, social media), and place to provide general feedback
- Overview station – General information about the overall project including schedule, process, funding, and next steps
- Context analysis station – Base map (existing conditions shown) exercise where attendees can identify areas of interest
- Route identification and alternative analysis station – Large base maps where attendees can identify and/or provide feedback about potential travel routes

4.8.3. PUBLIC INVOLVEMENT DELIVERABLES

- Planning and logistics
- Agendas and run-of-show for the meetings
- Directional signage and parking signs, when necessary
- Display boards
- PowerPoint presentations, which will be posted on the public website
- Handouts/brochures, which will be posted on the public website
- Comment sheets, and surveys
- Interactive displays, whenever possible and appropriate
- Follow Our Progress cards that allow the team to sign residents up for the e-newsletter and text messaging program, and publicize the website URL and potential social media channels
- Preparation document for INDOT and the Project Team, including updated key messages and answers to frequently asked questions
- Meeting attendance and sign-in coordination
- Meeting minutes, which will be posted on the public website

4.8.4. PUBLIC MEETING AND LEGAL NOTICES

In addition to using all tools supporting the project, the Public Involvement Team works with INDOT to promote public meetings via agency ListServes, social media accounts, media relations, and websites.

All public meetings are advertised according to federal guidelines. These paid advertisements typically run in the Classifieds section of newspapers.

*In accordance with FHWA and INDOT guidelines, a formal public hearing format will be used to present and collect feedback about the Environmental Assessment.



4.9. REACTIVE REQUESTS FOR PRESENTATIONS

4.9.1. PROTOCOL

All communication on behalf of the North Split Project is limited to approved, project speakers to ensure controlled, consistent messaging for the project.

Identifying a clear, consistent, and trusted voice for the project is an essential part of developing trust, understanding, and support of the local media, residents, and community stakeholders.

INDOT serves as the primary project media liaison to proactively share project information, respond to media inquiries and requests, and respond to the communications needs of the project. Borshoff will serve as an additional resource to INDOT.

Speakers include:

- Runfa Shi, INDOT, project manager
- Scott Manning, INDOT, strategic communications director
- Andy Dietrick, INDOT, public affairs manager
- Seth Schickel, HNTB, design lead
- Kia Gillette, HNTB, environmental lead
- John Myers, transportation planning lead
- Ron Taylor, CSS process co-lead
- Scott Siefker, CSS process co-lead

4.9.2. PROMOTING THE AVAILABILITY OF PROJECT TEAM MEMBERS

In addition to meetings with the advisory groups and the general public, the Project Team – upon request – presents to small groups to help educate them about the project. These organizations may include:

- Neighborhood associations
- Civic groups (Rotary, Kiwanis, etc.)
- Special interest groups
- Business and economic development organizations
- Chambers of commerce

The presentation content for these small-group meetings mirrors the most recent information presented at public meetings and on the website.

The availability of speakers is publicized through the website, general media, social media and the e-newsletter. It is also anticipated that several groups will reach out to the Project Team requesting similar presentations. Every effort will be made to accommodate those requests.



The Public Involvement Team will keep meeting summaries for each of these presentations, including the day and time of the presentation, handouts that were distributed, and the presentation itself. Pertinent questions and comments at those presentations will also be added to the public comment log.



5. INTERNAL AND EXTERNAL COMMUNICATIONS PROTOCOLS

5.1. INTERNAL COMMUNICATIONS

The North Split Project requires clear, continuous communications among members of the Project Team, including the Consultant, INDOT, and FHWA. To ensure the project stays on schedule and on budget, it is important for team members to stay informed, share pertinent information and participate in scheduled meetings and conference calls as required.

Project Team leaders are listed in Section 2, Public Engagement Team.

5.1.1. TACTICS

- Weekly team coordination meetings/calls
- Bi-weekly progress meetings/calls
- Email updates (as warranted)
- Monthly progress reports

5.1.2. PROTOCOL AND FILE MANAGEMENT

- Administrative Record – All files will be stored according to the procedures defined for the Administrative Record.
- Documents – All preliminary documents for internal review should include the word “DRAFT” in the file name and document header along with a date.
- Email – Email will be archived according to the guidelines of the Administrative Record.
- Media inquiries – All media inquiries and requests will be directed to Andy Dietrick and Scott Manning at INDOT, copying Amy Hanna and Megan Gross, to ensure consistency in messaging. Requests and responses will be shared with leaders of the Project Team and INDOT. Borshoff will document media coverage, sharing articles with the team immediately and in a monthly report that will be added to the Administrative Record.

5.2. EXTERNAL COMMUNICATIONS

For public involvement team contact information, refer to the Agency leader and consultant leader charts in Section 2 of this plan.

5.2.1. ROUTING AND ANSWERING RESIDENT INQUIRIES

- Written requests (letters or emails) – All written requests should be forwarded to Amy Hanna and Megan Gross at Borshoff to be logged into the inquiry database. Borshoff will then route it to the appropriate team member to assist in drafting a response. All written inquiries will be acknowledged within one business day with either an answer or an estimate on when an answer will be provided. The team will make every effort to



respond to all inquiries within three business days. All responses will be carbon-copied to Seth Schickel, Kia Gillette, John Myers, and Runfa Shi, with additional team members copied according to the subject matter.

- Phone requests – Any Project Team member who fields a question must fill out the Public Inquiry Tracking Template or route it to Amy Hanna or Megan Gross, who will log the request, then route it for response. Whenever possible, the team will respond in writing so it can be properly tracked. The team will make every effort to respond to all inquiries within three business days.
- Requests at meetings or public information centers – Residents who approach team members with questions the team member cannot answer will be encouraged to fill out a comment form. Once complete, those forms should be routed to Amy Hanna or Megan Gross. They will log the request, then route it for response. Whenever possible, the team will respond in writing so it can be properly tracked. The team will make every effort to respond to all inquiries within three business days.
- All requests from reporters should be sent to Borshoff.
- All written and documented correspondence will be filed according to Administrative Record procedures.

Internally sharing answers to commonly asked questions in the form of FAQ or Tough Q&A documents will streamline responses and assure that everyone is receiving the same answers to their questions, especially when questions are asked in person.

If Amy Hanna and Megan Gross are both unavailable for more than 24 hours, Erin Pipkin or Jennifer Dzwonar will assume the role of tracking and managing inquiry responses. The inquiry database and Public Inquiry Tracking Forms will be saved in ProjectWise and routed as part of the Public Involvement Report each month.

5.2.2. TRACKING RESIDENT INQUIRIES

Collecting and maintaining an organized record of resident inquiries is imperative throughout the study process. Managing resident inquiries quickly will promote confidence in the project.

Resident information is gathered and submitted as part of the inquiry database. When possible, the team gathers information including:

- Name
- Email
- Home address
- Phone number
- Question asked
- Team member who responded
- Response
- Date of response



APPENDIX A - GLOSSARY OF TERMS AND ABBREVIATIONS

CAC – Community Advisory Committee

CSS – Context Sensitive Solutions

DPW – Indianapolis Department of Public Works

EA – Environmental Assessment

EJ – Environmental Justice

FHWA – Federal Highway Administration

FONSI – Finding of No Significant Impact

IHPC – Indianapolis Historic Preservation Commission

INDOT – Indiana Department of Transportation

MPO – Metropolitan Planning Organization

NEPA – National Environmental Policy Act

NHPA – National Historic Preservation Act

PI – Public Involvement

PIP – Public Involvement Plan

