

Community Impact Assessment

Strategies for Effective Public Involvement:

*Route 21 "Missing Link"
Public Outreach Project*



Presented by:
Wanda Webster Stansbury
President & CEO
Management Interventions, Inc.

Summary of Experience

- 25 years experience in public outreach and involvement
- Providing community outreach services including:
 - ▶ Public involvement action plans
 - ▶ Community outreach strategies
 - ▶ Relocation services for residents and businesses
 - ▶ Bilingual support services
 - ▶ Community Impact Assessments



Principles of Effective Public Outreach

- ☑ Clear and honest communication with the public
- ☑ Recommendations stemming from dialogue with the public
- ☑ Inclusive platform to foster public confidence and support
- ☑ Research-supported message of ecological and social benefit
- ☑ Cost-effective delivery based on project timelines



Route 21 Scope of Work

The FA/DEIS effort begins with public outreach. Identification of community organizations and groups within the surrounding communities aids in the solicitation of input and provides information regarding issues related to the proposed project. This project has the potential to incorporate enhancements that will minimize the impacts to the surrounding neighborhoods, which requires consensus-building. Electronic base mapping and numerous environmental review tools will be used to ensure a context sensitive design is adopted for this major north-south Urban Principal Arterial in Newark, NJ.

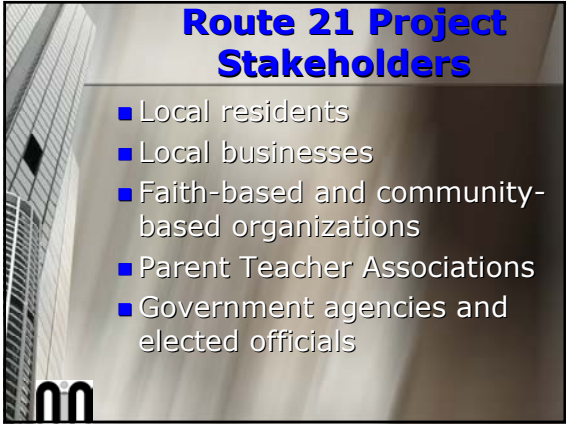
Route 21 Area Snapshot

- Project area located in Newark, NJ, about ten miles from NYC.
- Major link to Newark's central business district from, I-78, Routes 189, 22, and Newark Liberty International Airport.
- City of Newark population: 277,911 (2003 Census Bureau estimate).



Route 21 Project History

- Concept Development initiated in 2001 and completed in 2002.
- Feasibility Assessment/ Draft Environmental Impact Statement (FA/DEIS) process began in 2002.
- FA led to a range of alternatives developed including traffic analyses for four- and six-lane alternatives.



Route 21 Project Stakeholders

- Local residents
- Local businesses
- Faith-based and community-based organizations
- Parent Teacher Associations
- Government agencies and elected officials



Key Issues

- Safety and operational problems
- Physical constraints
- New development
- Politically volatile region
- Civic engagement
- Cultural diversity



Community Outreach & Involvement Goals

- Inform stakeholders of overall project objective and scope
- Inform stakeholders of design team's progress over the duration of the project
- Address specific impacts, positive and negative on key stakeholder groups produced by the project
- Document Environmental Justice concerns
- Support the development of an Initially Preferred Alternative (IPA)

Fostering Civic Engagement among Low-Income and Minority Communities

- Addressing historical barriers
 - Fostering inclusion
 - Dismantling distrust
 - Building consensus
- Addressing alienation from the transportation planning process
 - Maintaining corporate accountability
 - Emphasizing the importance and value of community input
 - Creating long-term rapport with the community

Summary of Route 21 Project Deliverables

- ◆ Government Briefings
- ◆ Community Roundtable
- ◆ Public Information Centers
- ◆ Direct Mailings
- ◆ Project Website
- ◆ Web-Based Newsletter
- ◆ Help Desk
- ◆ Public Information / General Advertising

Conclusion

- NJDOT is a leader in adopting CIA methods for all public projects.
- MII encourages public agencies and private consultants to develop strategies for public involvement in order to fully engage community stakeholders.





Thank You!

Management Interventions, Inc.

Wanda Webster Stansbury,
President

20 Nassau Street, Suite 22

Princeton, NJ 08652

(609) 921-8813 Phone

(609) 921-8839 Fax

mail@managementinterventions.com

www.managementinterventions.com
