STAKEHOLDER ADVISORY GROUP

ENCOMPASS 2045

PUBLIC OUTREACH

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PUBLIC PARTICIPATION

• Public participation is a key component of any government process and is a federal requirement under FAST Act legislation

• Goals of public participation:
  - Inform and educate
  - Reach out and build connections
  - Engage the public
  - Use input to shape policies, plans, and programs
ENCOMPASS 2045 OUTREACH PLAN

1. Stakeholder Advisory Group
2. Surveys
3. Virtual Meetings and Events
4. Website
5. Social Media
6. Access
7. Visualization
8. Press Outreach
9. Public Comment
1. STAKEHOLDER ADVISORY GROUP

- ACOG established an Encompass 2045 Stakeholder Advisory Group (SAG) in 2020
- Group comprised of elected officials, city and county staff, state and federal partners, public transit providers, local advocacy groups, private businesses, and residents
- Four SAG meetings held
- Periodic communications
- Mentimeter activities and surveys
2. SURVEYS

• First public survey
  - September 2020
  - Transportation goals and priorities
  - Over 500 responses received

• Second public survey
  - October 2021
  - Feedback on the plan and financial strategies
3. VIRTUAL MEETINGS/EVENTS

• Lunch and Learn webinar
• Evening events
  - Facebook Live
  - Reddit AMA (Ask Me Anything)
  - Twitter hashtag event
4. WEBSITE

- ACOG website
  - www.acogok.org

- Encompass 2045 subpage
  - www.acogok.org/transportation-planning/encompass-2045-plan

- ACOG blog
  - www.acogok.org/blog
5. SOCIAL MEDIA

- Twitter
- Facebook
- Instagram
- Nextdoor
- Reddit
6. ACCESS

• Plan flyer
  - For print and digital distribution

• Translation
  - Plan summary, flyer, and other important messages to be translated

• Web accessibility
  - For both web content and documents
  - Accessibility plug-in, Userway
7. VISUALIZATION

• Graphics
  - Anglin PR

• Videos
  - Summarize and inform

• ArcGIS Online
  - Resource Hub: https://encompass-2045-acog.hub.arcgis.com/
  - Project map: https://arcg.is/1Paifa
  - Story map
8. PRESS OUTREACH

- Print and digital news
  - Advertisements
  - Articles
  - Notices
- Radio
  - Advertisements
  - Interviews

ACOG eyes $10 billion regional transit plan

BY BRIAN BRUS
The Journal Record

OKLAHOMA CITY - The projected costs associated with the Association of Central Oklahoma Governments' next big undertaking gave Executive Director John Johnson pause.

"$10 billion was a bit of sticker shock for me," Johnson said. "That's a pretty significant investment in our transportation infrastructure. So I think it's important that the public participates with feedback, and they understand there is a plan and what it contains.

"We want people to comment, complain, critique, whatever, as we go forward with this," he said.

ACOG recently posted a schedule of public forums on Encompass 2040, the draft plan for an Oklahoma City regional transportation study. The plan will serve as central Oklahoma's guide for investing more than $10 billion in a multimodal transportation system through 2040. The meetings begin at 1 p.m., Sept. 16 at Capitol Hill Library in Oklahoma City and will run through October.

Johnson said his organization and its member municipalities are trying to get ahead of the residential and business projections for the metro area. Although people might be intimidated by a large cost for the system now, it will be far more expensive if civic leaders wait and react to population growth as it occurs.

A multimodal system must allow for pedestrian traffic, bicycles, rail, buses and streetcars, as well as seamless transitions between each - being able to load bicycles on buses, for example, or dedicating street lanes to high-occupancy vehicles.

The plan has been in the works for five years. Participants include the Central Oklahoma Transportation and Parking Authority, Cleveland Area Rapid Transit, the state Department of Transportation, the Oklahoma Turnpike Authority, Federal Highway Administration and Federal Transit Administration.

The draft provides an outline of major projects, the largest of which will be street and highway maintenance at $5.2 billion. New street and highway construction will cost $2.6 billion, with public transportation systems next at $1.8 billion.

The smaller cost portions of the plan include $332 million for right-of-way property acquisition, $273 million for bicycle and pedestrian projects and $58 million for information technology system improvements.

Johnson said the ACOG group has already identified several probable sources of revenue for the work, such as Federal Highway Administration programs, turnpike revenue, public transportation revolving funds, fuel taxes returned to cities, bonded debt and dedicated sales taxes. Many of those options will require matching local funds.

"We can't put a list of projects in the plan unless there is a reasonable way to ascertain where that money is going to come from," he said.

ACOG's Intermodal Transportation Policy Committee will consider final adoption of Encompass 2040 on Oct. 27.
9. PUBLIC COMMENT

• At least a 30-day public comment period will be held
  - Comments can be emailed to transportation@acogok.org or mailed to our office

• Other ways to receive feedback:
  - Digital outreach platform, Konveio
  - Public survey
WE NEED YOUR HELP!
WHAT YOU CAN DO

SOCIAL MEDIA
Share our posts on Twitter and Facebook

PUBLIC SURVEY
Tell your colleagues, family, friends, and constituents to complete the survey

PUBLIC COMMENT
Help us get the word out about the public comment period
THANK YOU!

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ASSOCIATION OF CENTRAL OKLAHOMA GOVERNMENTS