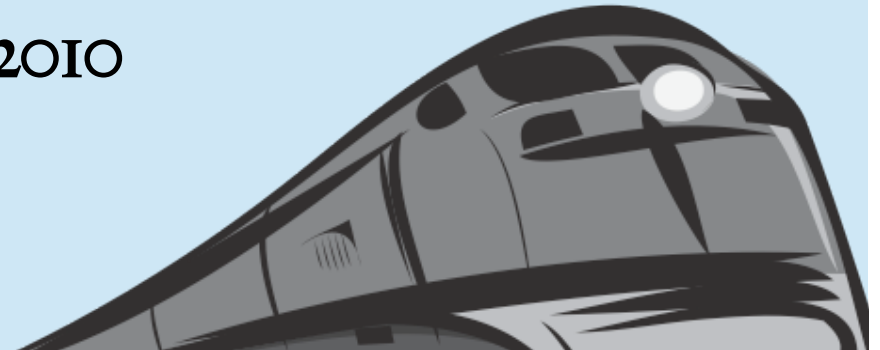


# Springfield Railroad Corridor Study

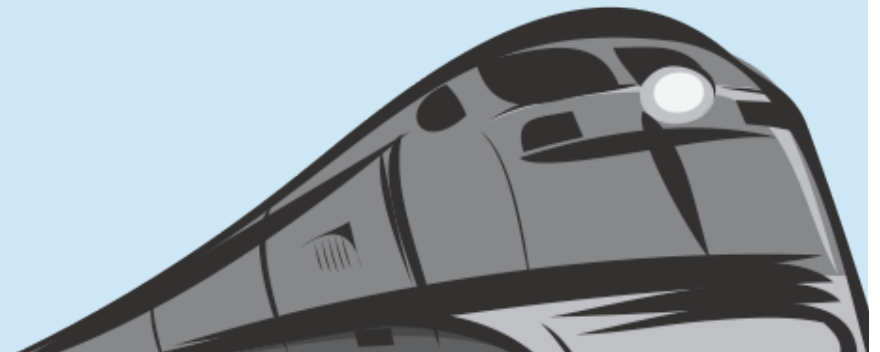
Hanson Professional Services  
and  
Vector Communications Corp.  
February 2010



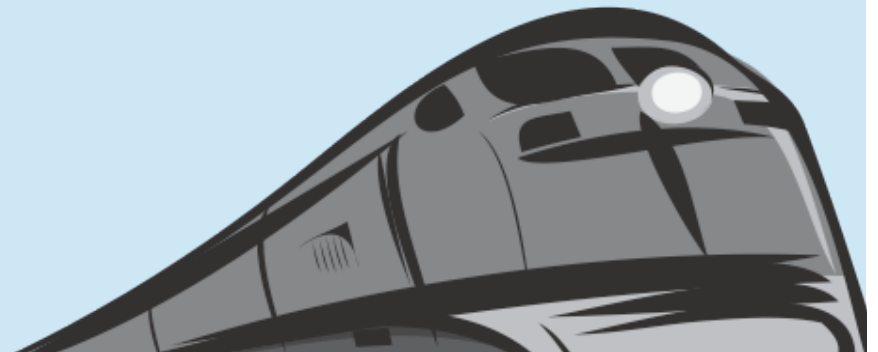
# MEETING OBJECTIVES

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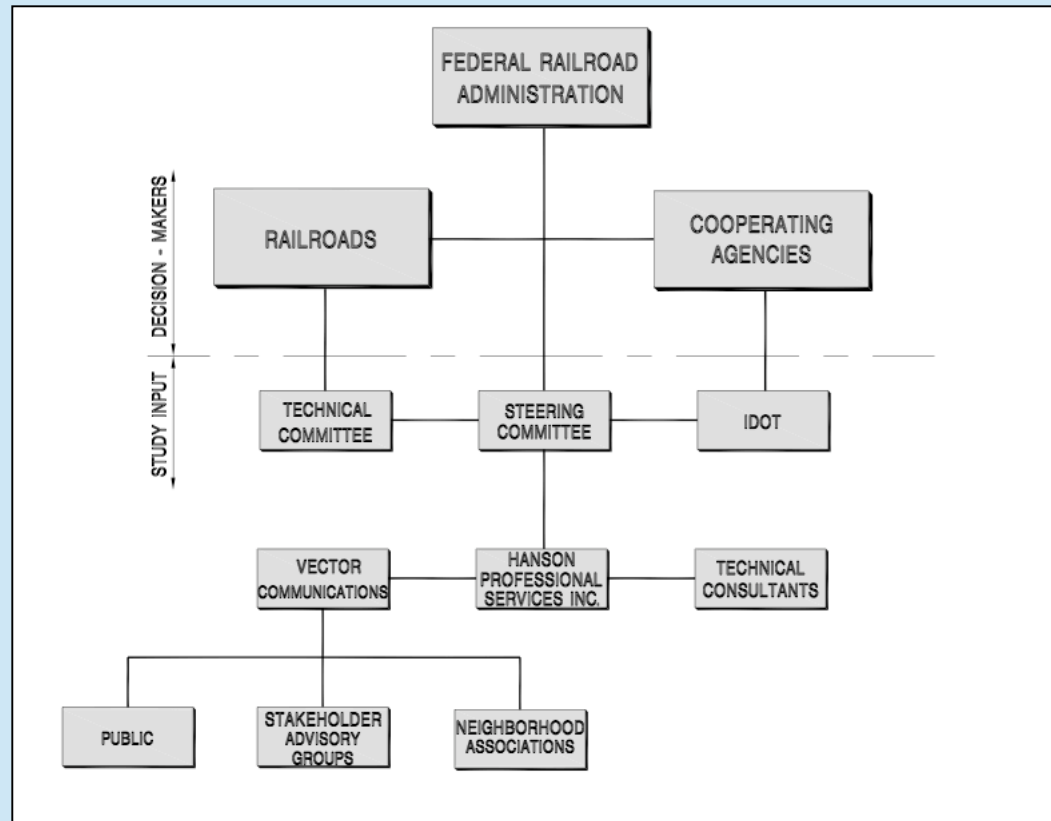
- Acquaint stakeholder advisory groups with study team
- Explain new railroad corridor study's purpose, activities and timeline
- Describe study's public involvement program
- Review roles and responsibilities of stakeholder advisory groups
- Discuss upcoming community outreach activities



# I. Getting to Know the Study Team



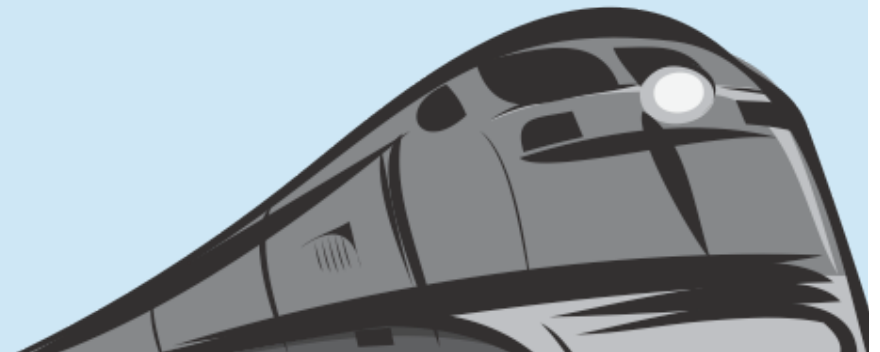
# ORGANIZATIONAL CHART



# HANSON'S TEAM

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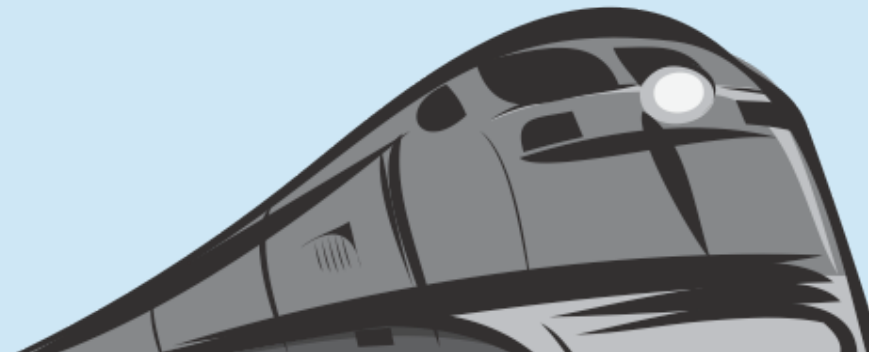
- Jim Moll, P.E., S.E. – Project Manager
- Kirk Brown, P.E. – Senior Policy Advisory
- Kevin Seals, Environmental and Public Involvement Lead
- Jimmie Austin – Senior Technical Lead



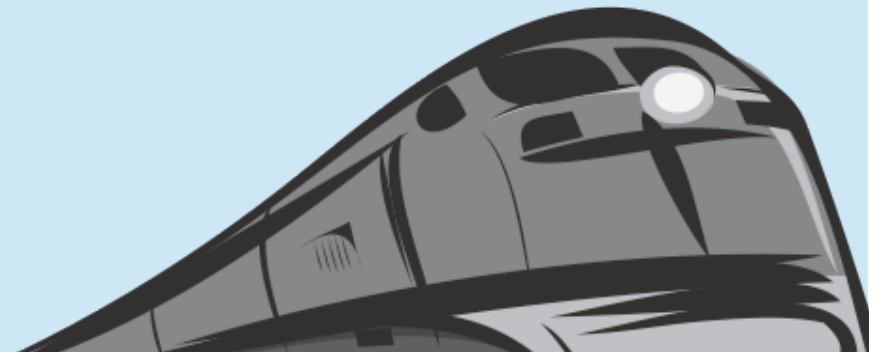
# ADDITIONAL TEAM MEMBERS

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- Vector Communications Corporation
- Springfield-Sangamon County Regional Planning Commission
- Campbell Technology Corporation
- RDG Planning and Design
- Harris Miller Miller & Hanson Inc.
- Fever River Research



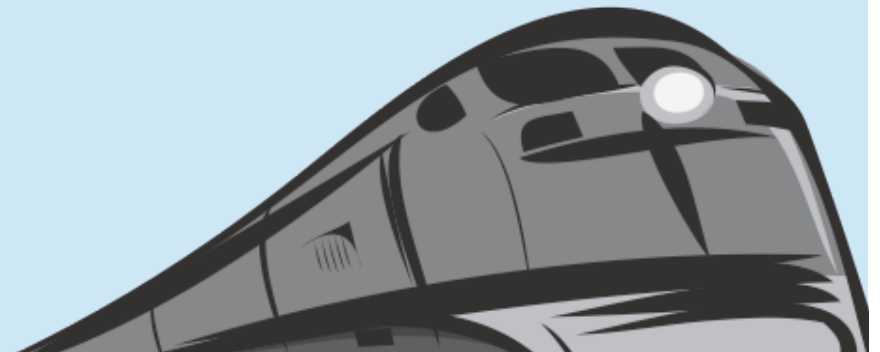
## II. Understanding the Study



# PROJECT HISTORY

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- City has studied consolidation since 1920's
- 2003-2005 Hanson completed consolidation study:
  - Suggested R/UDAT
  - Only considered existing rail traffic
  - Assessed feasibility of consolidation and evaluated 3 corridors
  - Recommended 10<sup>th</sup> Street
- High Speed Rail

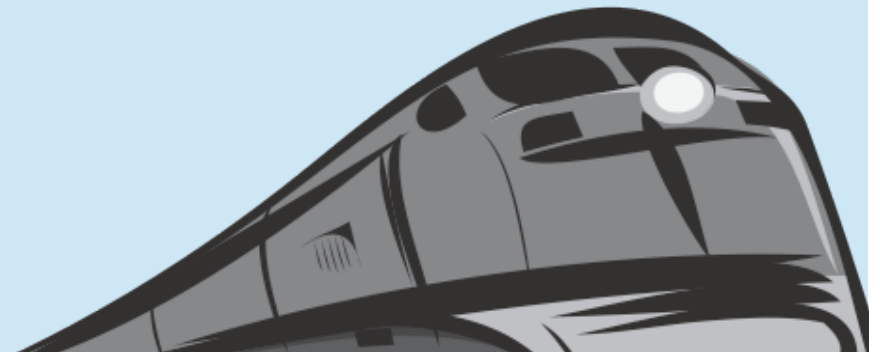




# PURPOSE & NEED

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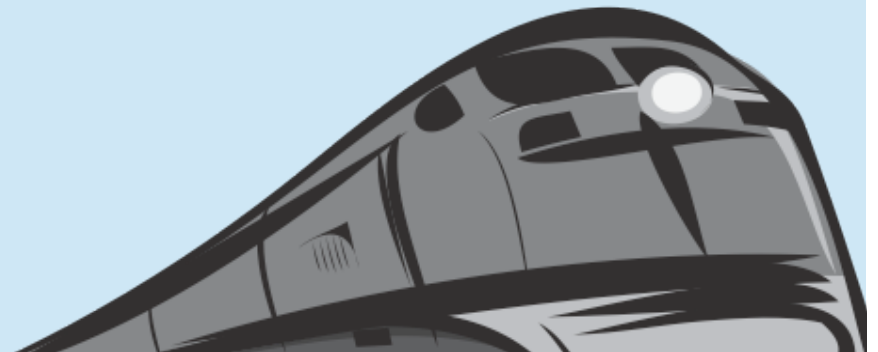
- **Changing Conditions**
  - Increased rail traffic on UP track (3<sup>rd</sup> Street) is likely
  - 40 trains per day will require two tracks
- **Study Purpose**
  - Determine best location to accommodate increased rail traffic through Springfield
- **Study Limits**
  - Stanford Avenue to Sangamon Avenue



# DELIVERABLES

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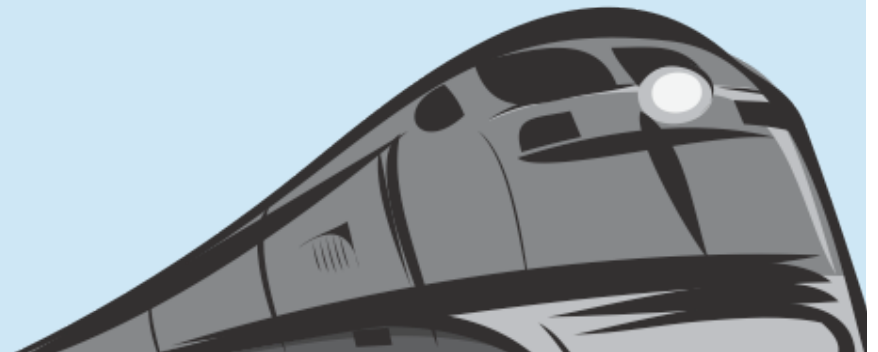
- Tier II Environmental Document
- Design Report
  - Plan & Profile
  - Bridge Drawings
  - Cost Estimates
  - Preferred Alternative



# STUDY COMPONENTS

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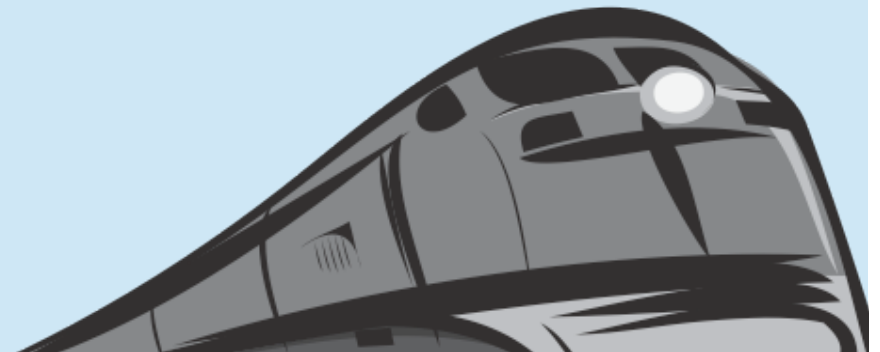
- Purpose and Need Statement
- Alternatives Analysis
- Affected Environment
- Environmental Consequences
- Preferred Alternative



# ENVIRONMENTAL RESOURCES

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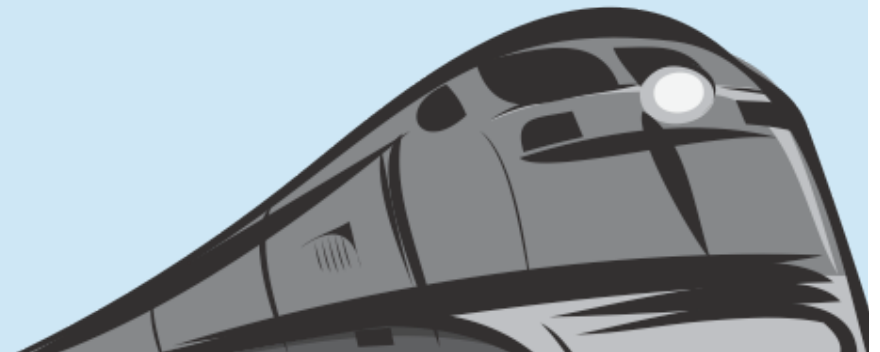
- Community impacts
- Historic structures and archaeological sites
- Noise & vibration analysis
- Section 4(f) impacts
- Special waste sites
- Natural resources



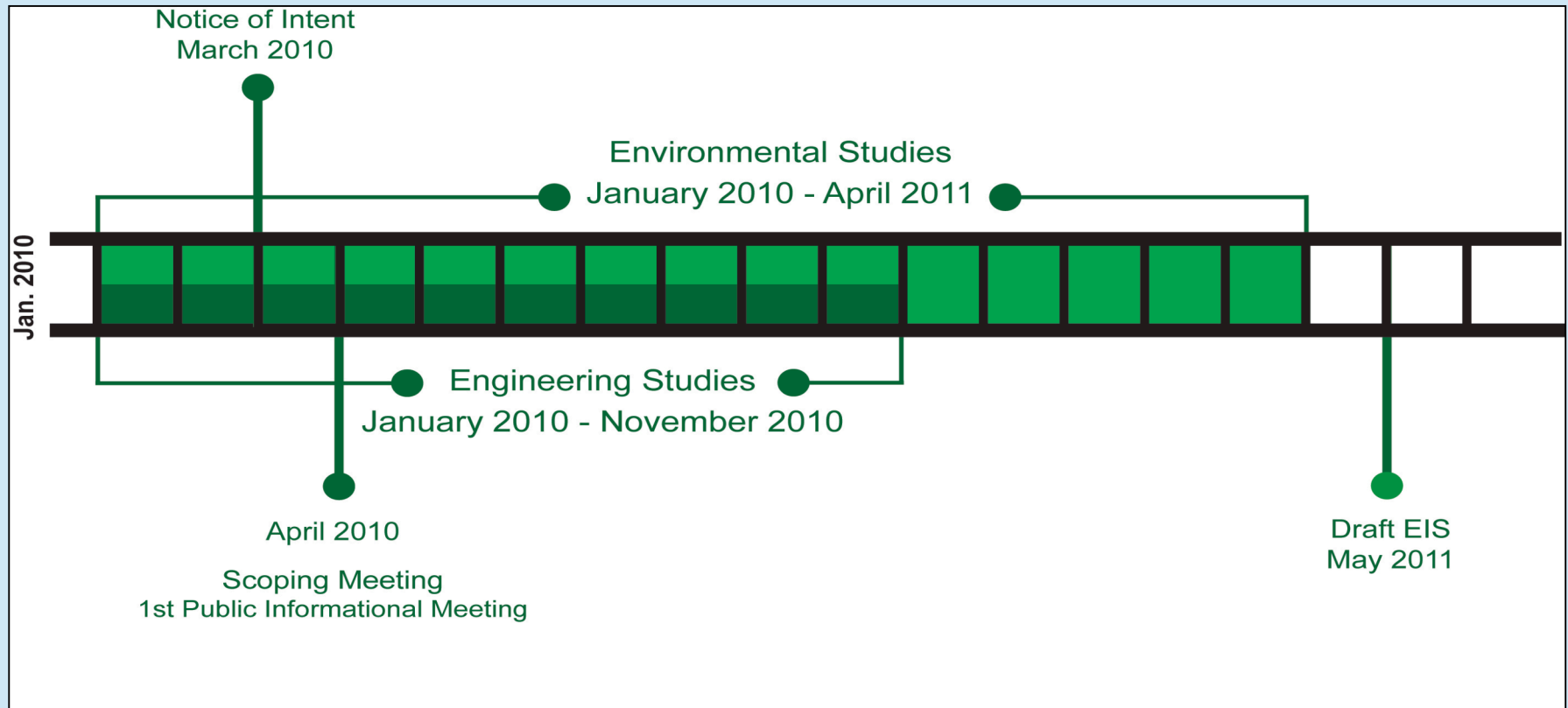
# STUDY PROCESS

---

- 1) Notice of Intent
- 2) Identify Cooperating Agencies
- 3) Scoping Meeting
- 4) Draft EIS
- 5) Public Hearing
- 6) Final EIS
- 7) Record of Decision



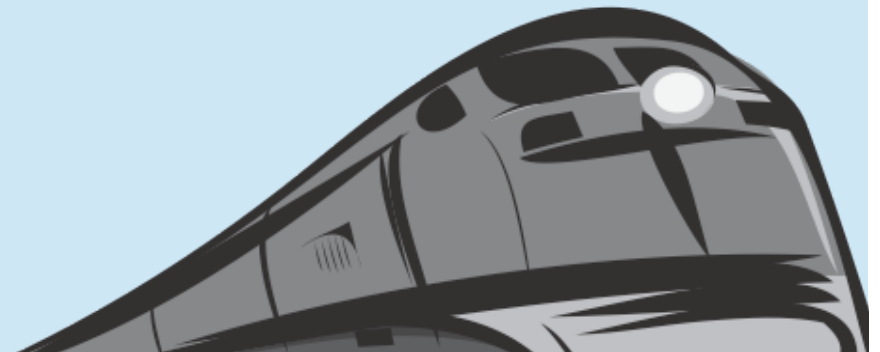
# STUDY SCHEDULE



# CURRENT TECHNICAL ACTIVITIES

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- Environmental and engineering data collection
- Meetings with railroads
- Train counts
- Existing rail and street geometry



# TRAIN TRAFFIC

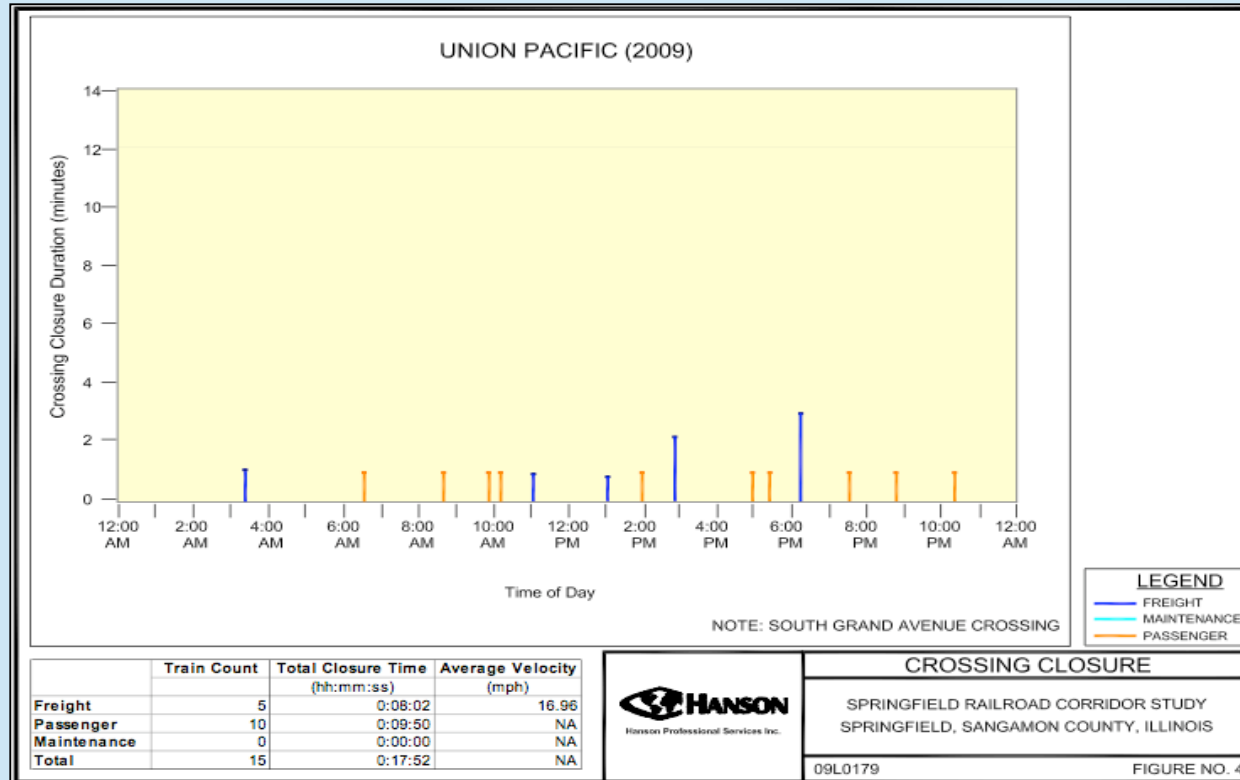
Projection based on current traffic and information from railroads.

Actual traffic in 2020 could vary.

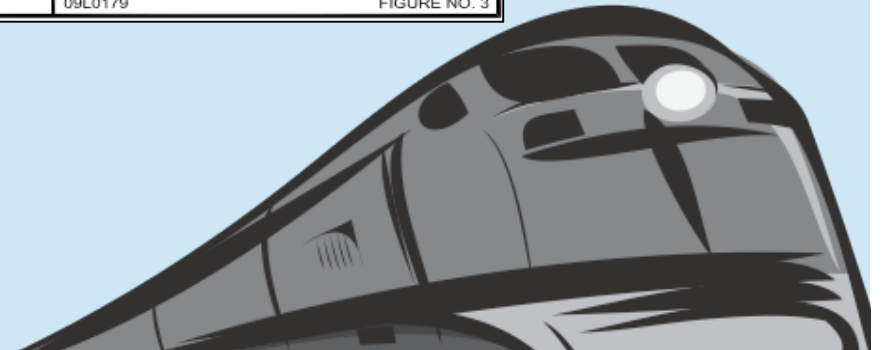
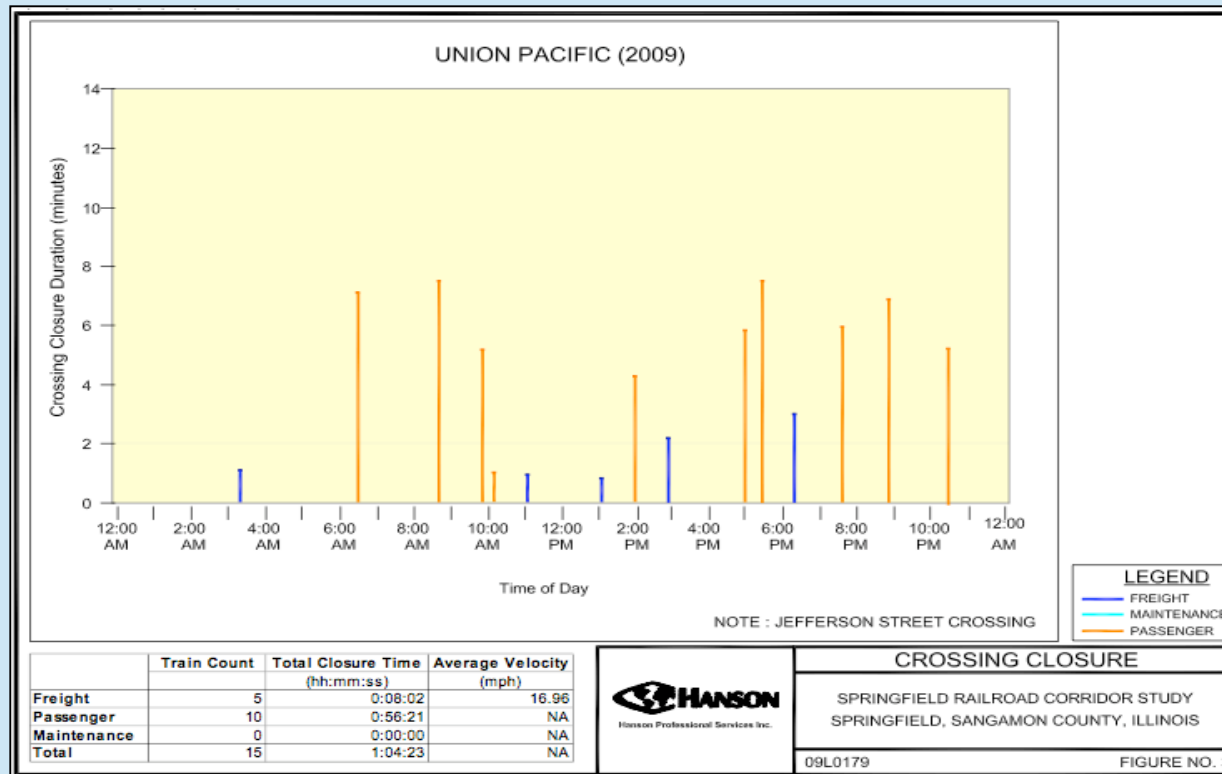
	Current 2010 Traffic	Projected 2020 Traffic
<b>Union Pacific</b>	•10 Passenger •5 Freight	•18 Passenger •22 Freight
<b>Norfolk Southern</b>	•16 Freight	•24 Freight
<b>Canadian National</b>	•4 Freight	•8 Freight
<b>TOTAL</b>	<b>•35 Trains</b>	<b>•72 Trains</b>



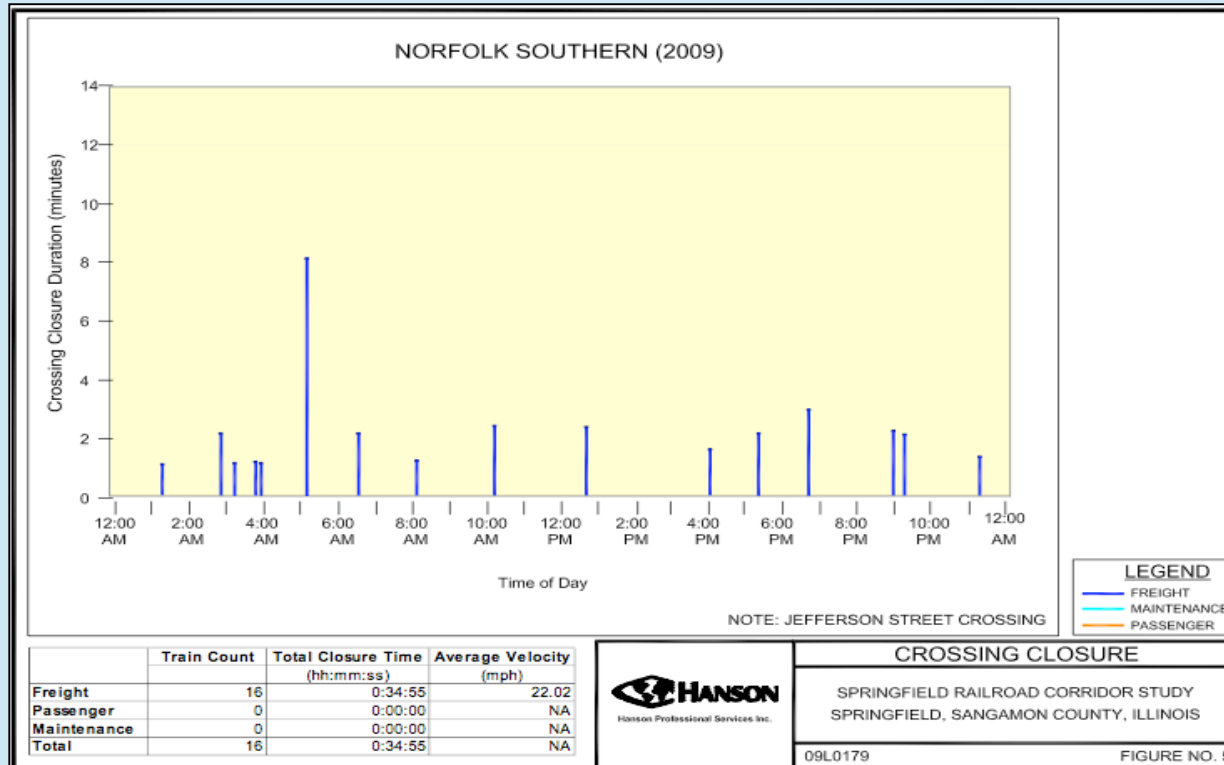
# UNION PACIFIC at SOUTH GRAND - 2009



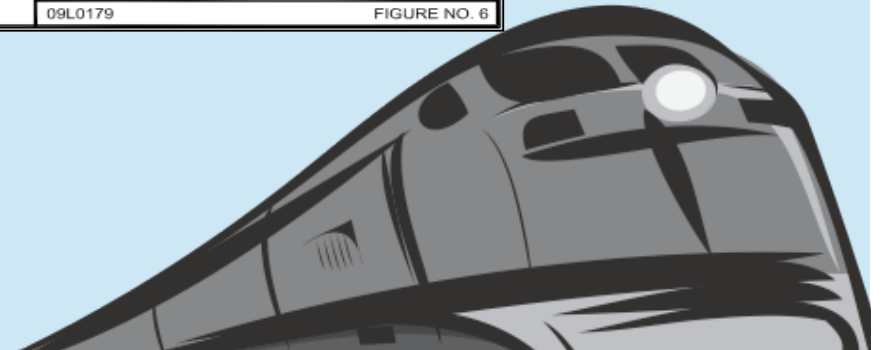
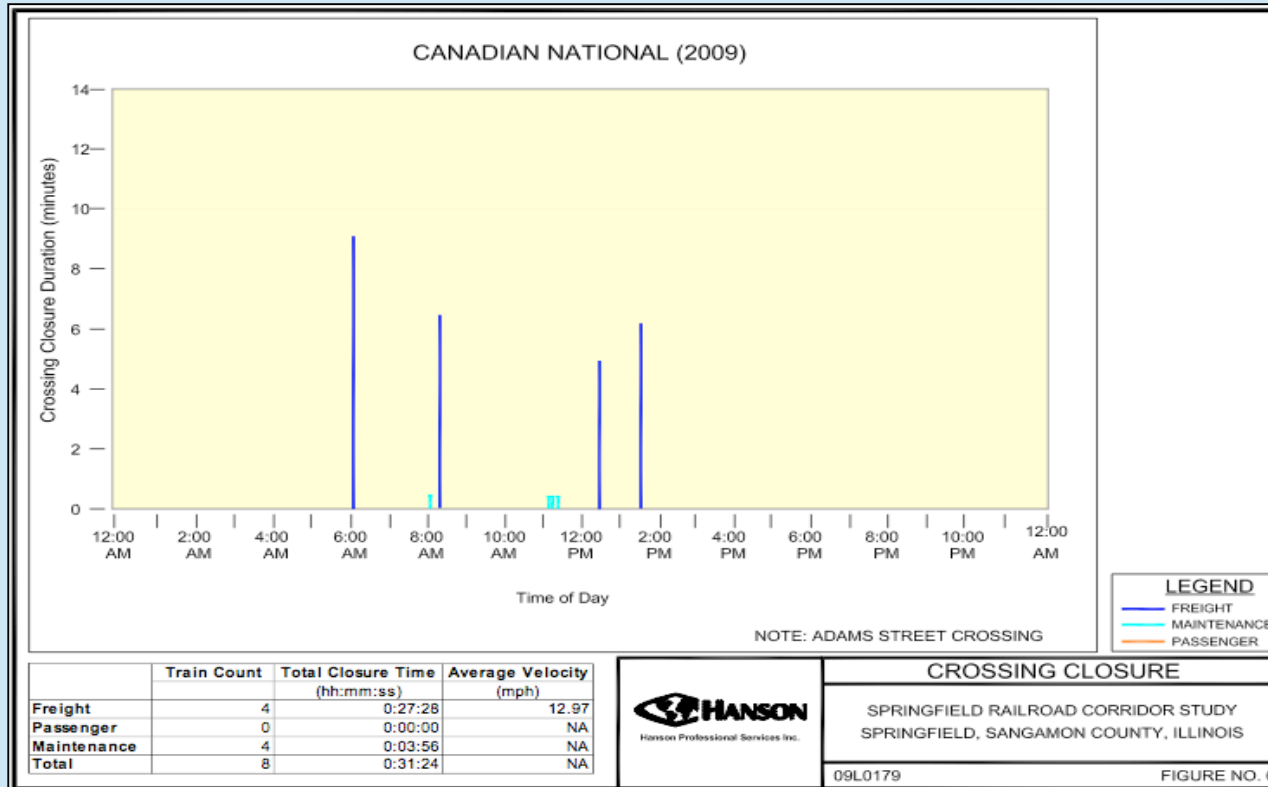
# UNION PACIFIC at JEFFERSON - 2009



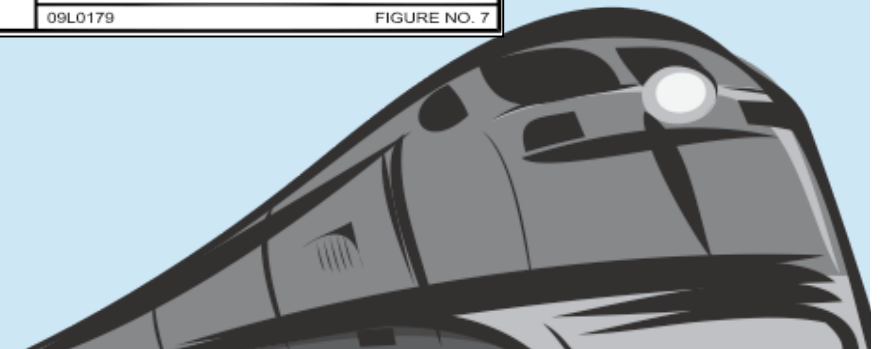
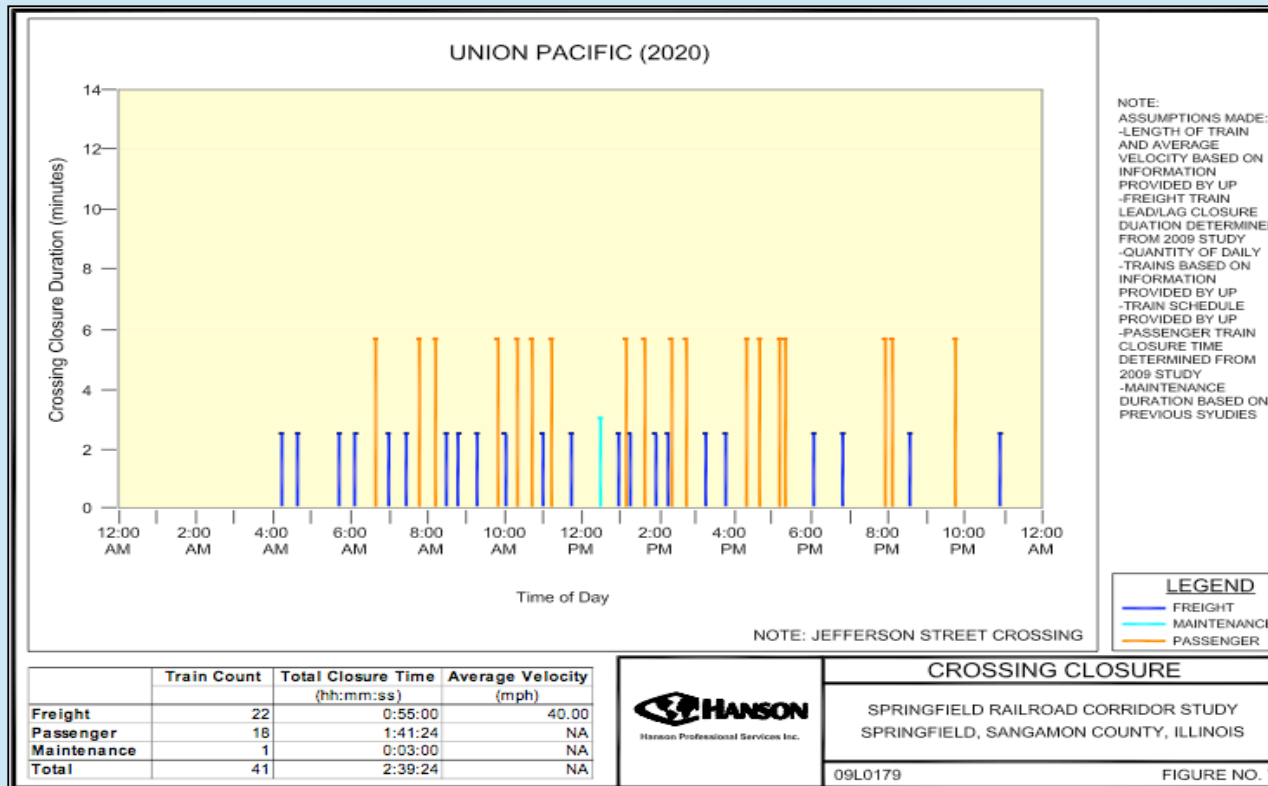
# NORFOLK SOUTHERN at JEFFERSON - 2009



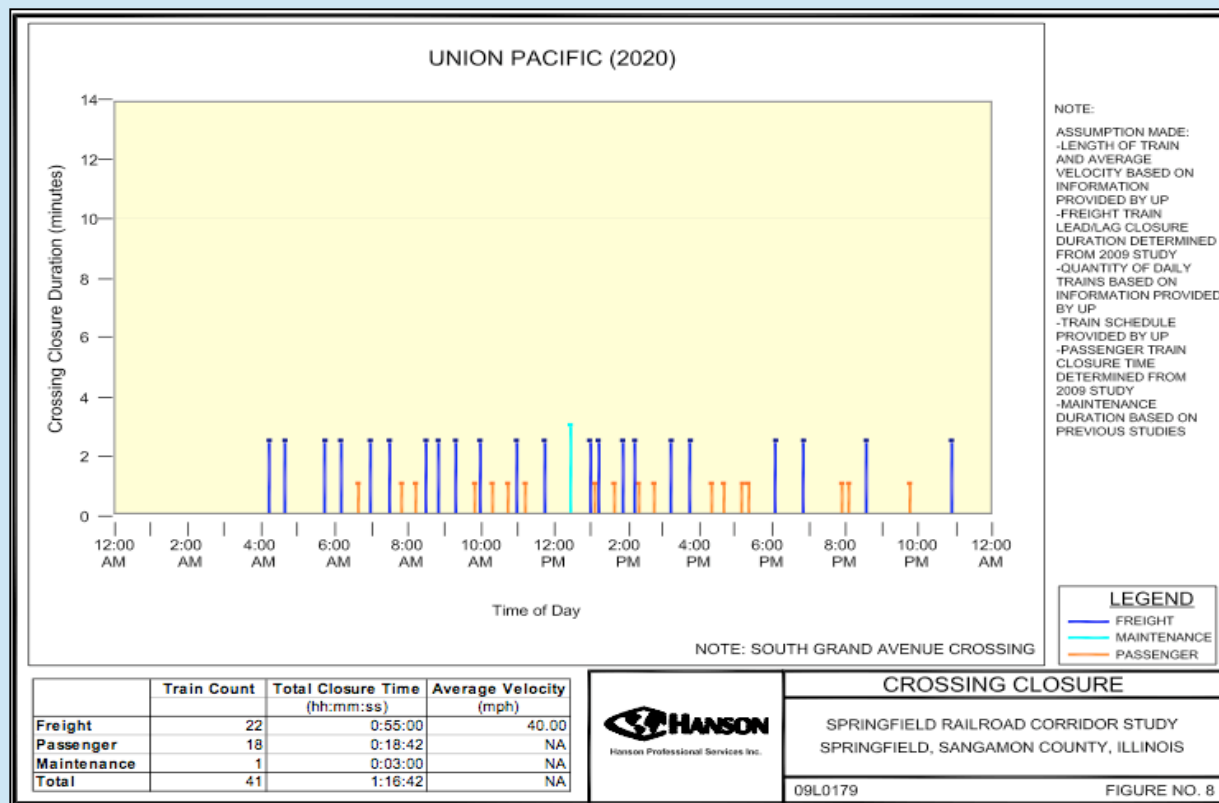
# CANADIAN NATIONAL at ADAMS - 2009



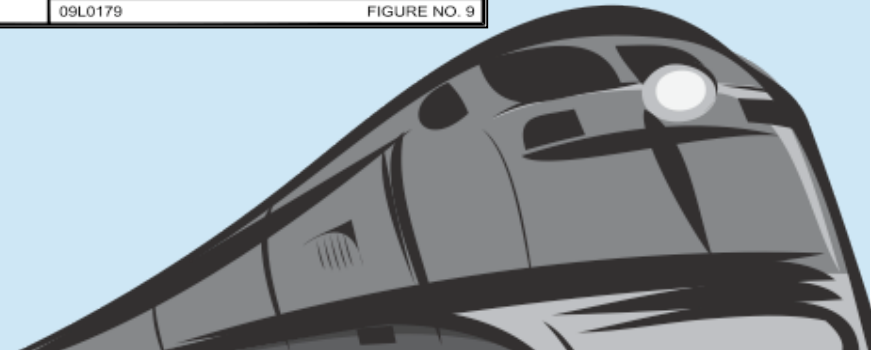
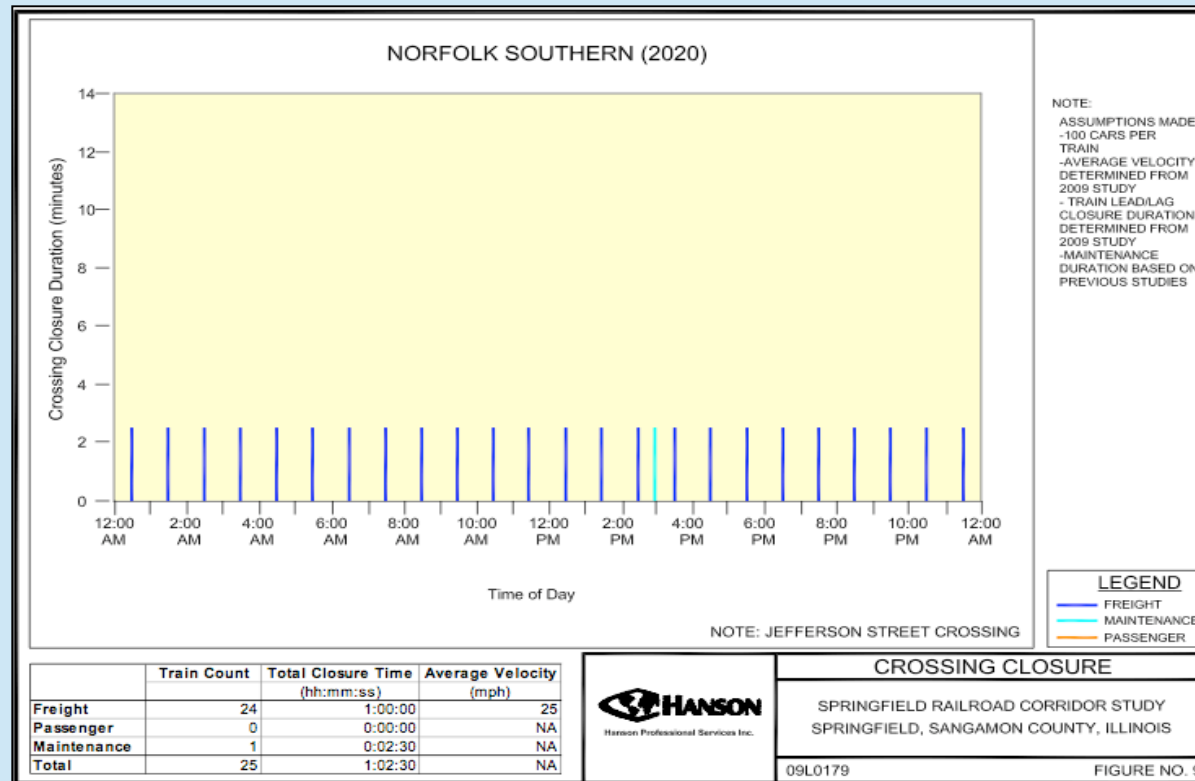
# UNION PACIFIC at JEFFERSON - 2020



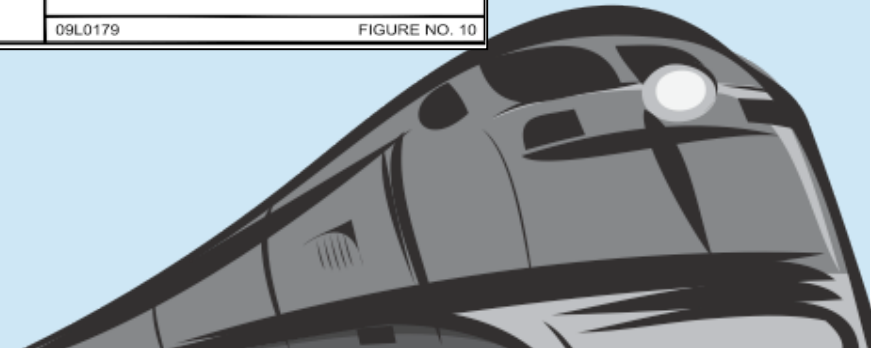
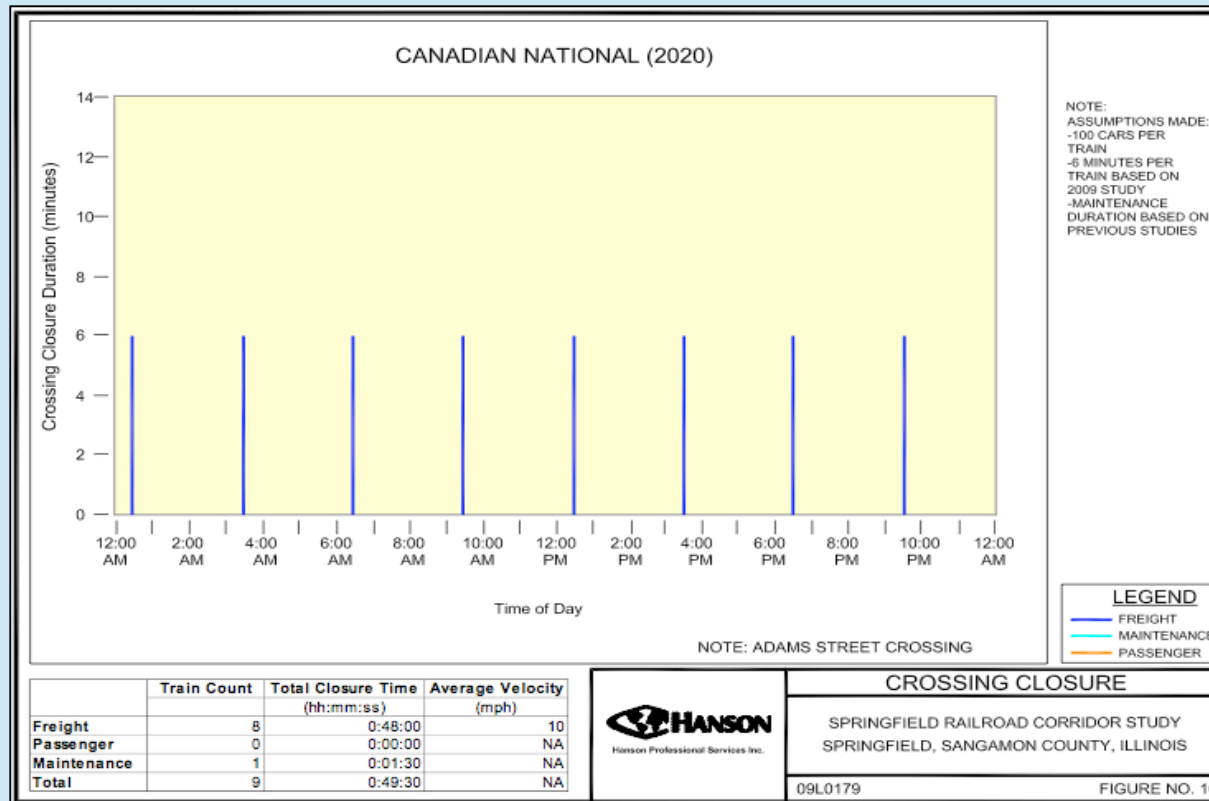
# UNION PACIFIC at SOUTH GRAND - 2020



# NORFOLK SOUTHERN at JEFFERSON - 2020



# CANADIAN NATIONAL at ADAMS - 2020

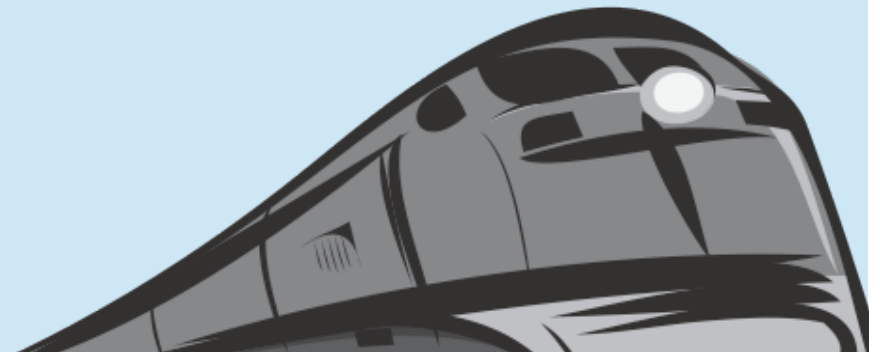




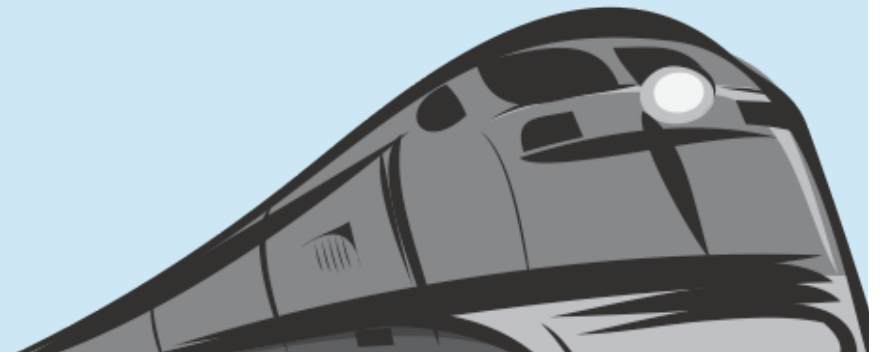
# STUDY NEXT STEPS

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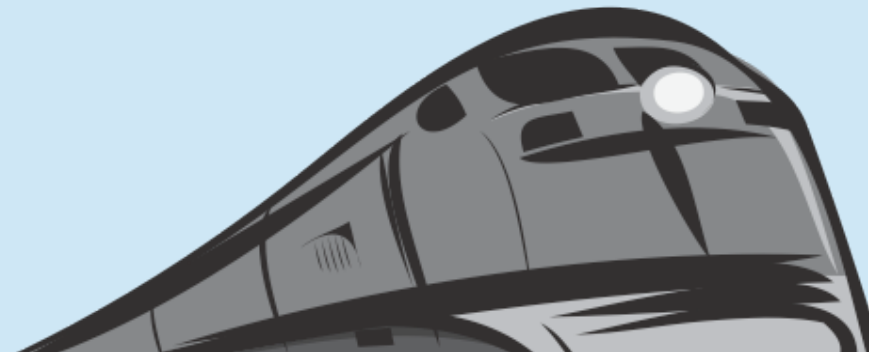
- Meet with Federal Railroad Administration
- Determine traffic delays at crossings
- Identify preliminary alternatives
- Determine costs and impacts
- Conduct environmental studies



# Questions??



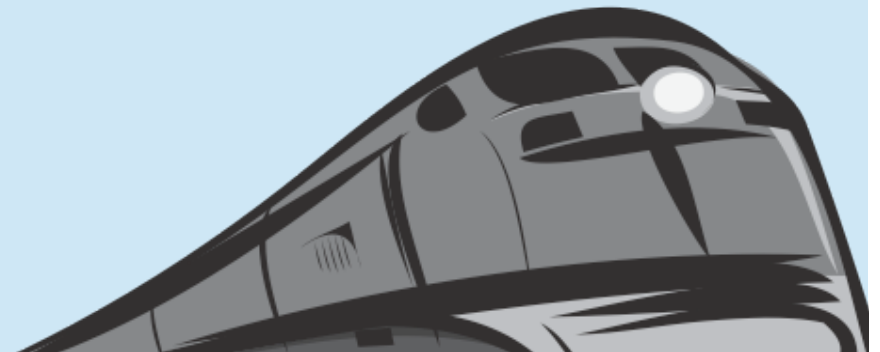
# III. Engaging the Public



# ABOUT VECTOR

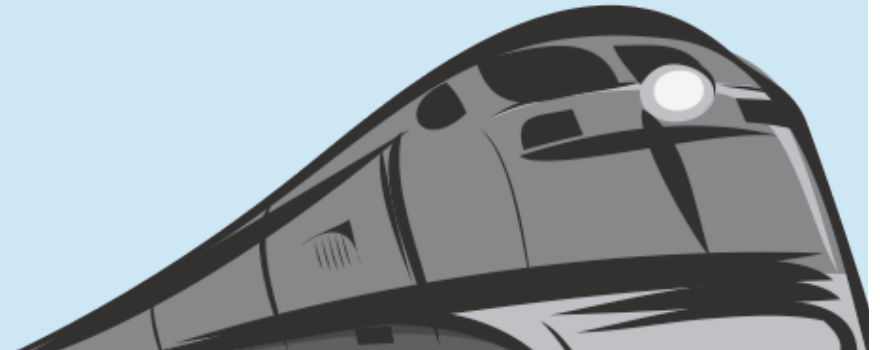
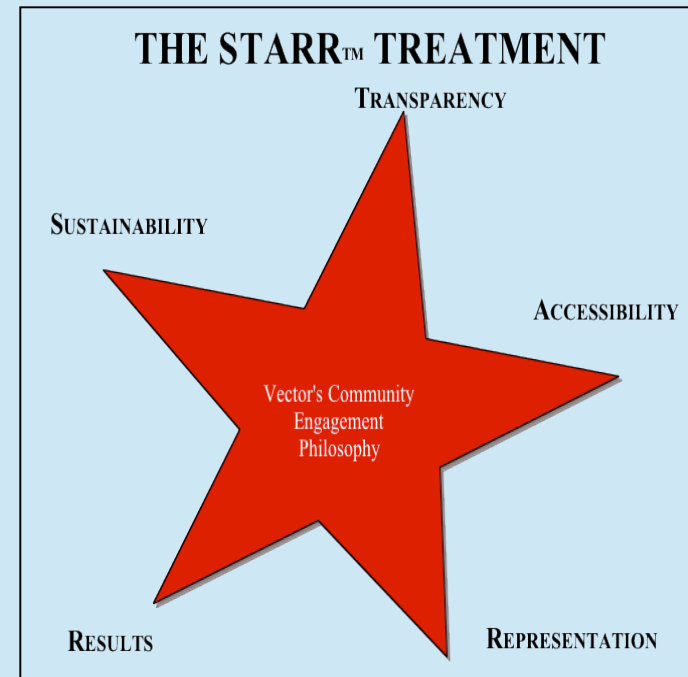
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- More than 12 years of public engagement experience
- Complementary competencies
- Expertise in several policy areas
- Process specialists
- Content generalists



# VECTOR'S ENGAGEMENT PRINCIPLES

- **Sustainability** – use existing communications and outreach channels
- **Transparency** – guarantee study process is clear and easy to understand
- **Accessibility** – provide multiple opportunities for participation and input
- **Representation** – include all affected publics in process
- **Results** – achieve study's desired outcomes



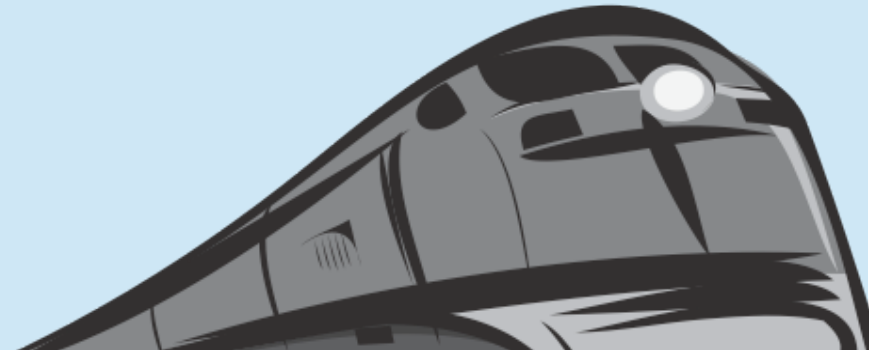
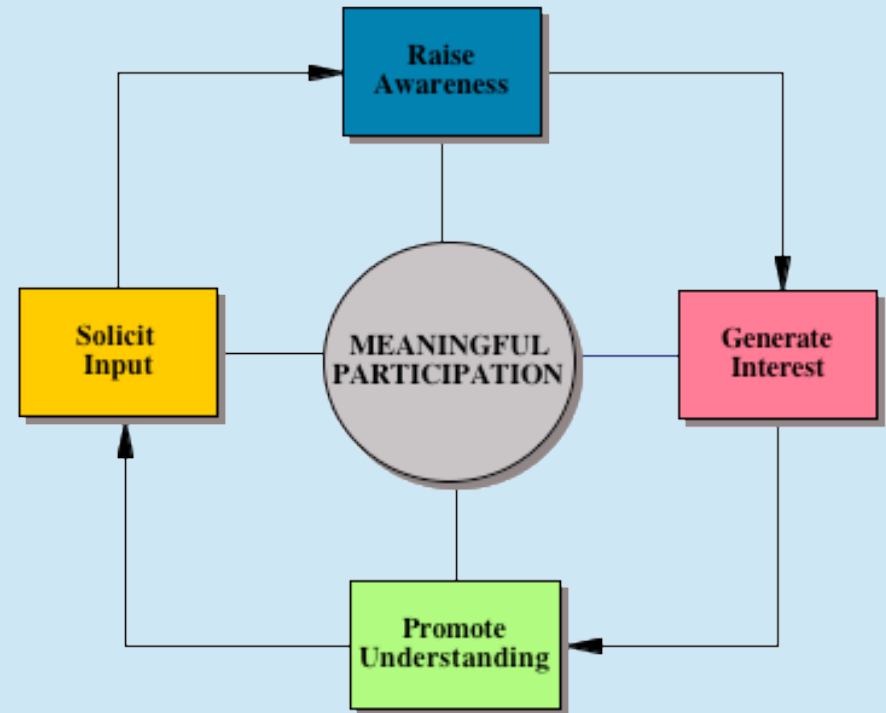
# ENGAGEMENT GOALS

Public engagement program's central aim is to obtain community's meaningful participation in study activities and decision-making.

## Step 1: Raise Awareness

Provide clear, accurate and easily attainable information on study activities, alternatives and decisions.

- Strong connections with stakeholders
- Good working relationship with media
- Variety of communications tactics

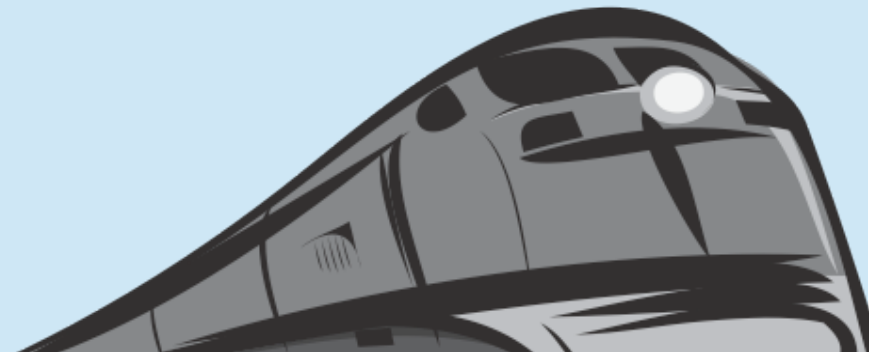
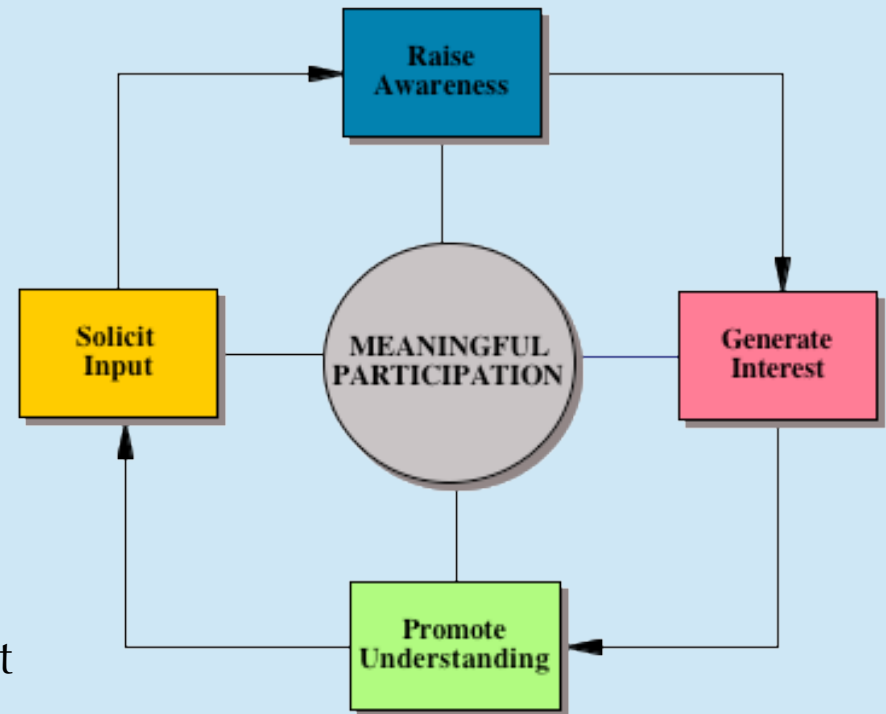


# ENGAGEMENT GOALS

## Step 2: Generate Interest

Understand community's values and use them to shape study's branding and communications.

- Compelling visual cues to help people make connections
- Value-based messaging that speaks to what people care about
- Outcome-focused communications that reinforces study's relevance

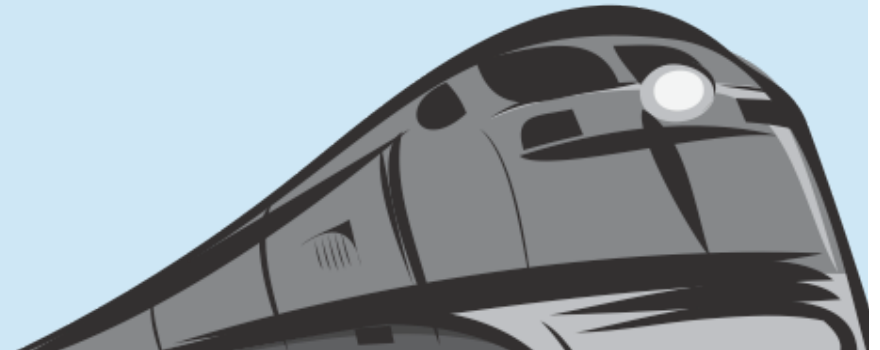
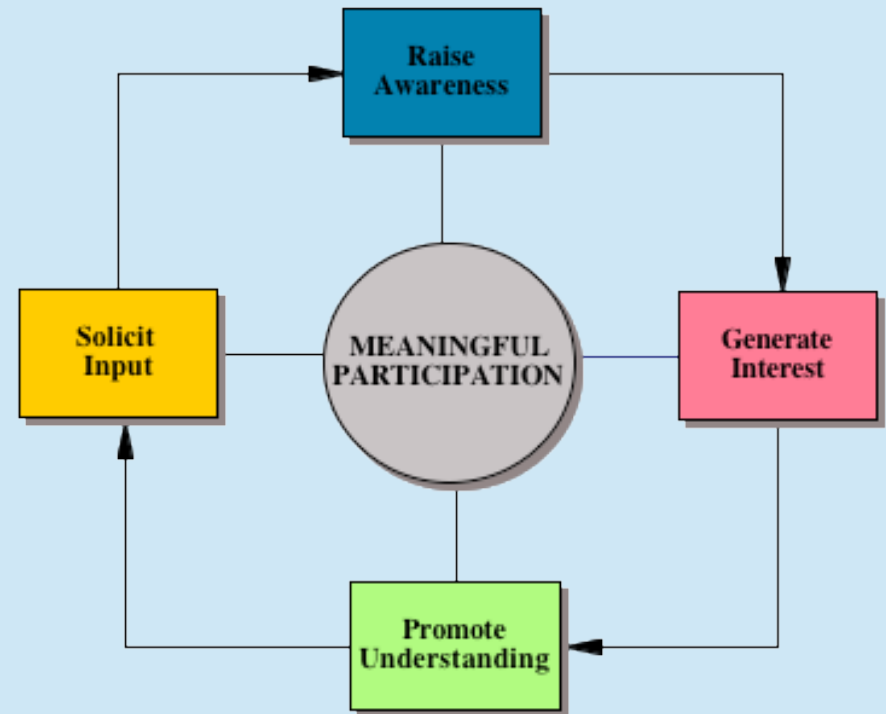


# ENGAGEMENT GOALS

## Step 3: Promote Understanding

Help public understand how increased rail traffic along different corridors could impact their lives.

- Facilitate learning about:
  - Existing and future rail traffic and corridor conditions
  - Study team's responsibilities and deliverables
  - Study requirements, process and activities
  - Different corridor alternatives and their implications
  - What happens after study's completion



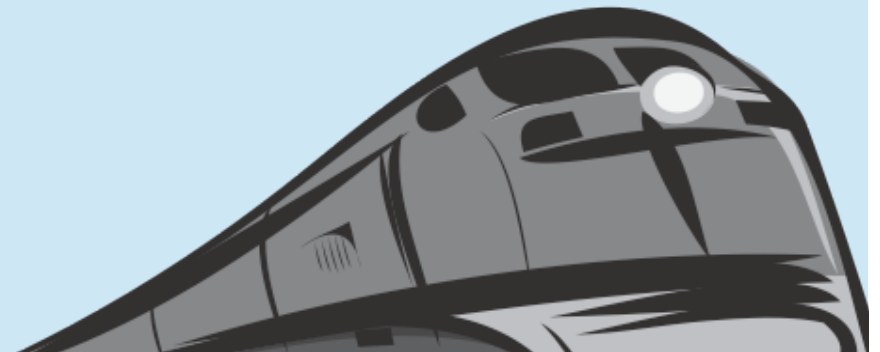
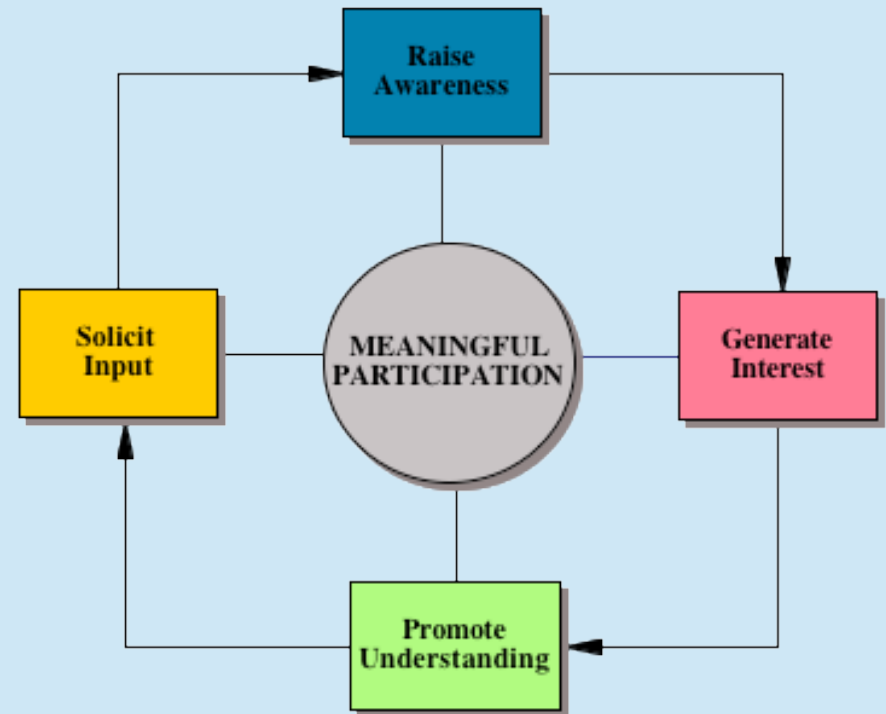


# ENGAGEMENT GOALS

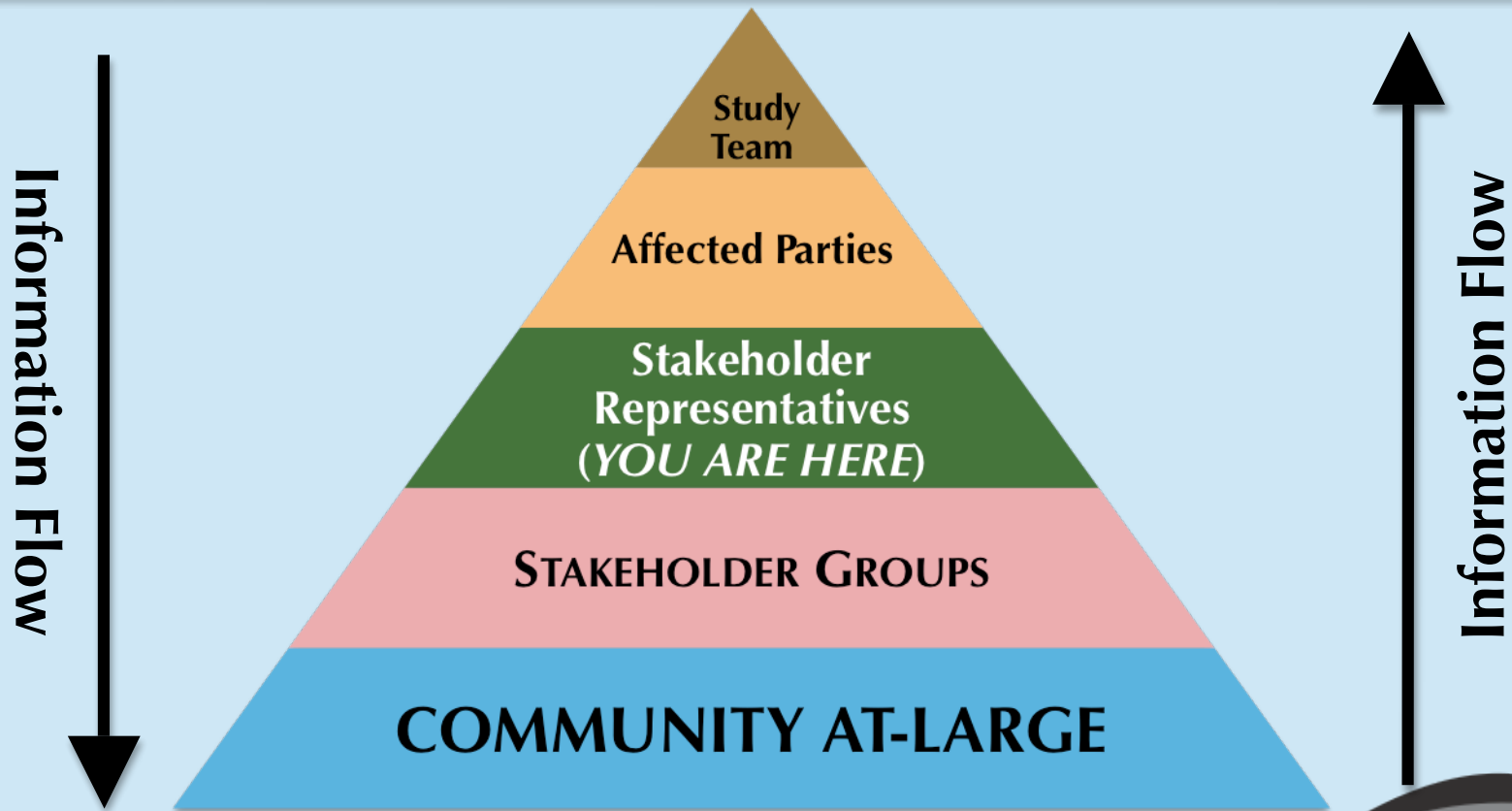
## Step 4: Solicit Input

Obtain feedback on study's findings from impacted and interested stakeholders and public.

- Open lines of communication to and from study team
- Relationship-building with stakeholders and affected public
- Multiple opportunities for public participation and comment
- Incorporation of input into study decision-making



# TARGET AUDIENCES

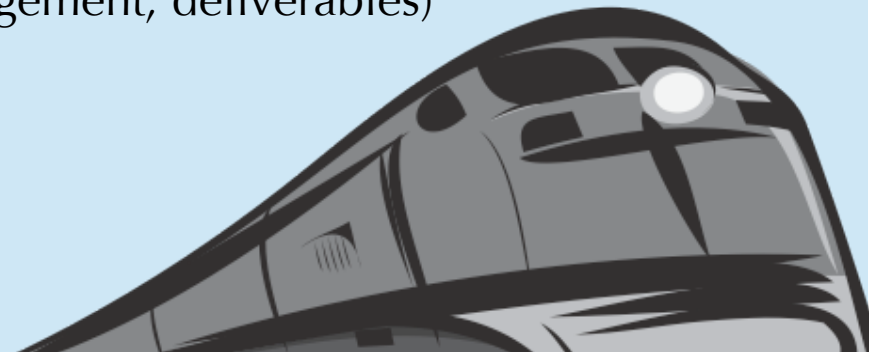


# APPROACH:

## Internal Stakeholder Relations

---

- **Audiences**
  - Study team, City, County, IDOT, FRA, railroad companies
- **Outcomes**
  - Share knowledge and information efficiently
  - Understand local, state, and federal government plans, resources, constraints and needs. Same for railroad companies
  - Standardize communication protocols and practices
  - Monitor study progress and adjust proactively
- **Tactics**
  - Team coordination meetings
  - Steering committee, technical advisory committee
  - Study tracking (schedule, public engagement, deliverables)



# APPROACH:

## External Stakeholder Relations

---

- **Audiences**

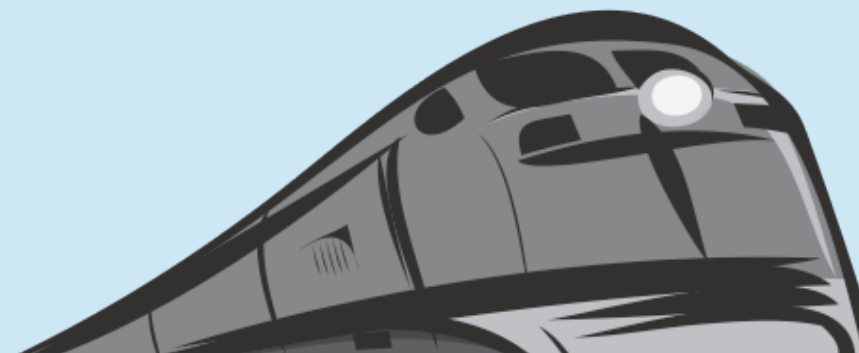
- Community and neighborhood leaders, public officials, legislators, business owners / operators, medical district representatives

- **Outcomes**

- Increase awareness of and support for study
- Advance knowledge of public and constituency interests
- Obtain input on analysis of alternatives

- **Tactics**

- Stakeholder interviews, briefings and presentations
- Advisory groups: BAG, CAG, MAG, POAG
- Reporting at project milestones

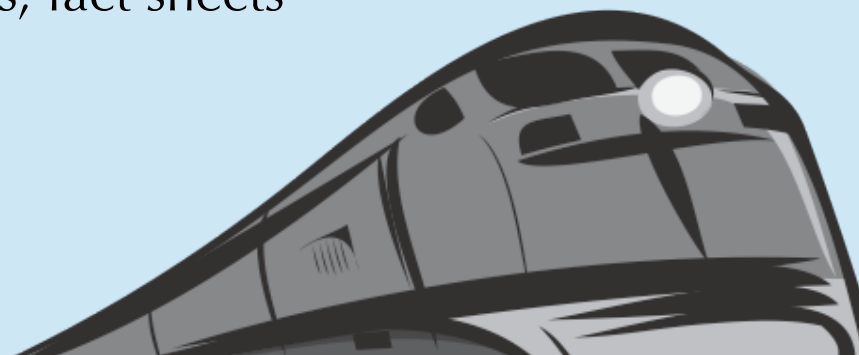


# APPROACH:

## External Community Relations

---

- **Audiences**
  - Residents, neighborhood and community groups, public-at-large
- **Outcomes**
  - Raise awareness
  - Deepen public's understanding of study issues
  - Obtain meaningful public input and participation
- **Tactics**
  - Community presentations, public open houses, public hearing
  - Comment forms, email, telephone information line, tours
  - Video, informational kiosks, webinars, website
  - Newsletters, flyers, bulletins, FAQs, fact sheets

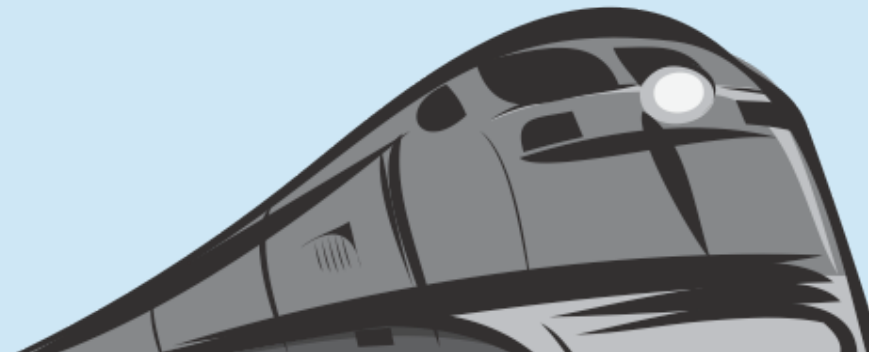


# APPROACH:

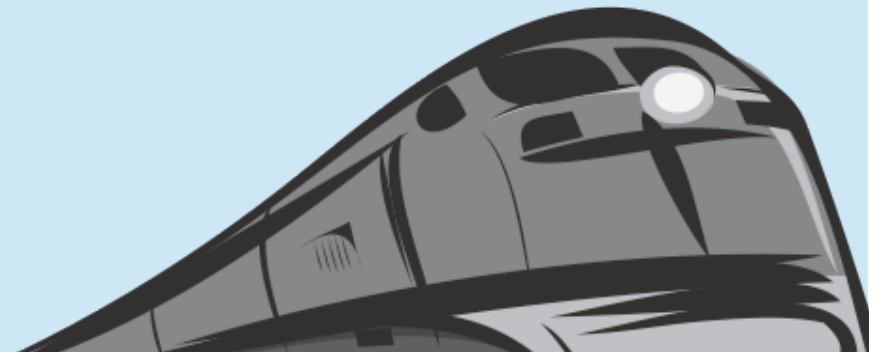
## External Media Relations

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- **Audiences**
  - Traditional media, community information outlets, electronic media, social media
- **Outcomes**
  - Increase public awareness
  - Reach more diverse audiences
  - Encourage positive and accurate reporting
  - Respond effectively to unanticipated crises
- **Tactics**
  - Editorial briefings, media appearances
  - PSAs, advertising, Facebook profile, YouTube postings
  - Crisis communications (if needed)



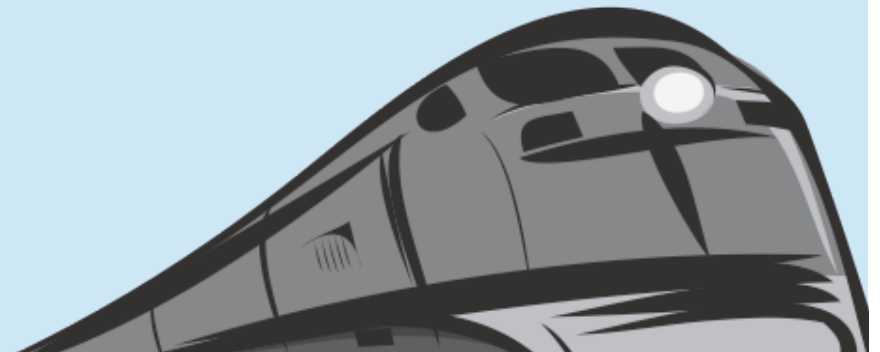
# IV. Working with Advisory Groups



# GROUP RESPONSIBILITIES

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- **Purpose**
  - Help study team obtain community input; identify and address local concerns; and build public interest and involvement in study
- **Roles**
  - Liaisons between affected communities and study team
- **Responsibilities**
  - Review technical findings and offer feedback
  - Provide guidance on public information and outreach efforts
  - Serve as ambassadors to constituents, colleagues and community at-large

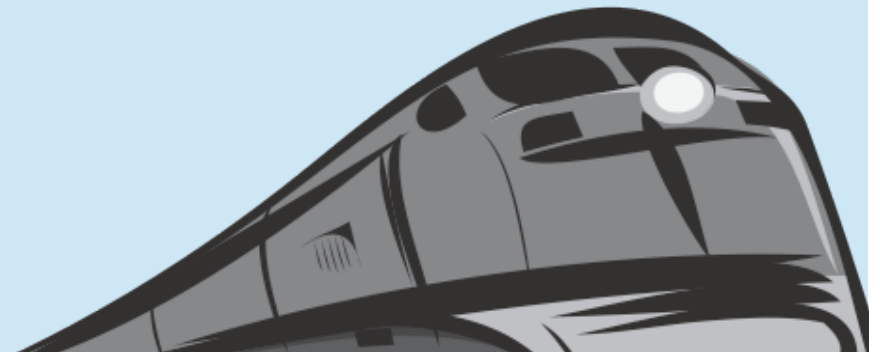




# STUDY TEAM SUPPORT

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- **Study team will:**
  - Coordinate and facilitate meetings
  - Help members understand study process, data and findings
  - Supply agendas, materials and notifications
  - Welcome and consider different opinions
  - Incorporate input into approach and findings
  - Maintain and share meeting records



# RULES & STRUCTURE

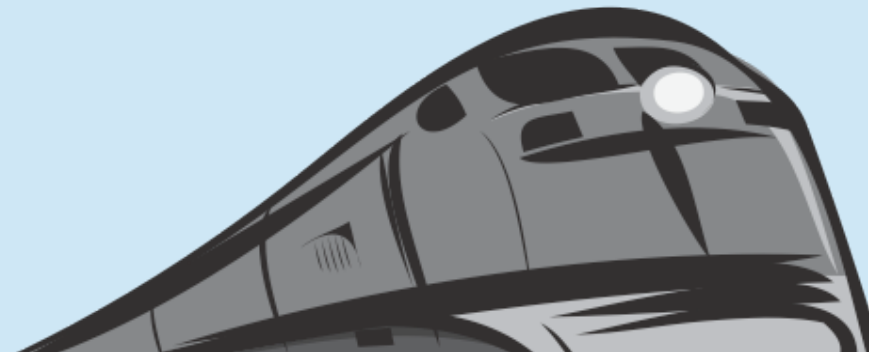
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- **Ground Rules**

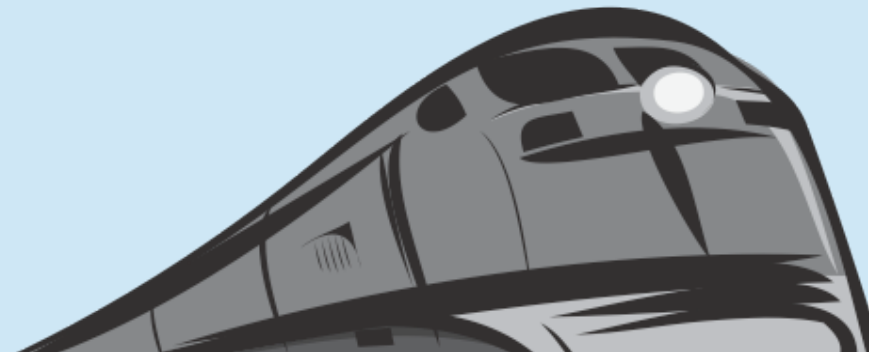
- Arrive prepared
- Respect differences
- Avoid side talk
- Ask questions
- Share speaking time
- Strive for consensus
- Voice concerns at meetings
- Put phones on silent

- **Meeting Structure**

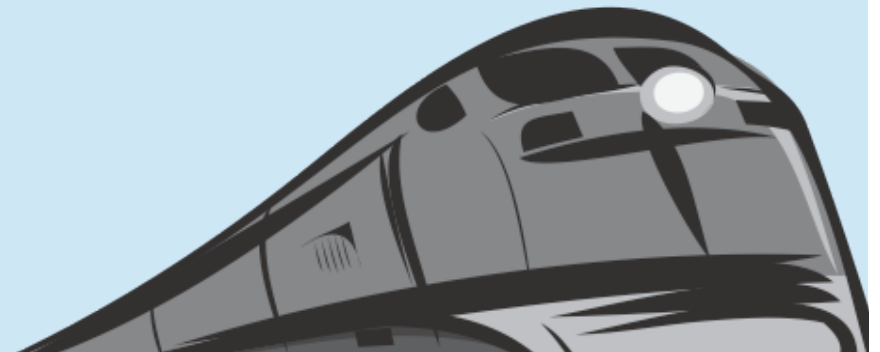
- 5 meetings between February 2010 and May 2011
- Meetings 2 hours in length



# Questions??



# V. Upcoming Outreach Activities



# MONTHLY ACTIVITIES

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- **February 2010**

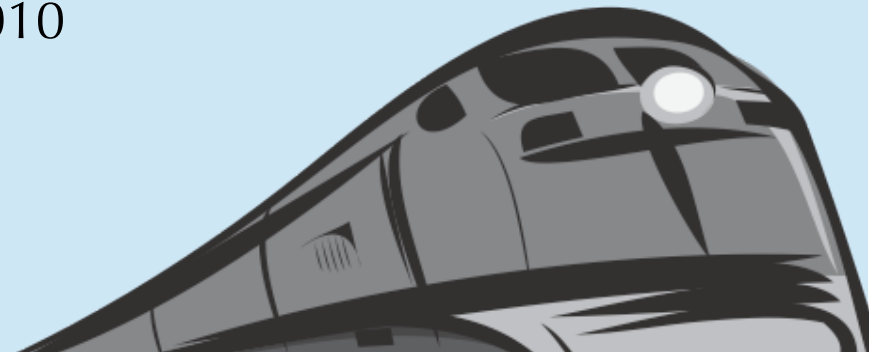
- Stakeholder interviews
- Editorial briefings
- Advisory group meetings

- **March 2010**

- Neighborhood presentations
- Community presentations

- **April 2010**

- Advisory group meetings – April 15 & 16, 2010
- Public Open House – April 20, 2010



# CONTACT US

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- **Call Us**
  - 1-877-552-5505
- **Email Us**
  - [info@springfieldrailroad.com](mailto:info@springfieldrailroad.com)
- **Visit Us**
  - [www.springfieldrailroad.com](http://www.springfieldrailroad.com)

