

Public Involvement Report

in support of the
Federal Highways Environmental Study

Woodside Boulevard Improvements Project

City of Hailey



February 16, 2011





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PURPOSE of PUBLIC INVOLVEMENT REPORT

Hailey's 35-year-old Woodside Boulevard is one of the busiest streets in Hailey, second only to Main Street (SH-75). The large amount of activity comes from a variety of users – Woodside-area residents, businesses, commuters, students, cyclists, pedestrians, recreationists and more.

The City and residents have recognized the importance of making this a safe transportation corridor. Improving Woodside has been in the City's Capital Improvement Plan for many years, and in 2008, it was identified as the number one priority for residential street improvements by citizens responding to a community-wide survey.

In fall 2010, the City of Hailey was awarded a \$3.5 million grant from the U.S. Department of Transportation to make improvements to Woodside Boulevard. This grant is funded through the Transportation Investment Generating Economic Recovery (TIGER) II Discretionary Grant program. It is one of 42 awarded nationwide and one of only two in Idaho.

The goal of these improvements is to provide a safe corridor for all types of users on Woodside Boulevard, using multi-modal design principles – which means safely accommodating motorists, transit passengers, bicyclists and pedestrians.

The purpose of the environmental study is to identify and implement improvements that are an asset to the community and compatible with the natural and built environment.

Public participation is essential in evaluating and developing possible improvements. The public helps determine needs, objectives, resources, constraints and potential alternatives in support of the environmental study. The purpose of this report is to summarize the public involvement outreach efforts. The report also provides a comprehensive overview of the public feedback received before the February 15, 2011 public comment period deadline.



SUMMARY of PUBLIC INVOLVEMENT ACTIVITIES

The City of Hailey and J-U-B Engineers/The Langdon Group employed a comprehensive public outreach strategy that relied on public comments to help identify issues and gauge public sentiment about the proposed improvements. Because some of the proposed improvements could affect adjacent property owners, multiple methods were used for notified stakeholders about the project and inviting them to participate in the process. Below is a comprehensive list of public involvement activities through the conclusion of the February 15 public comment period, followed by summaries of key outreach events.

Stakeholder Interviews & Workshops

In November 2010, individual property owner meetings and small group workshops were scheduled with residents adjacent to Woodside Boulevard, the local business community, transportation and group representatives, and individuals with connections to the Hispanic community. In total, 21 stakeholders were visited – both in facilitated group conversations and individual interviews. Valuable insights were gathered about potential communication venues, current feelings and concerns about the improvements, and how to communicate with the Hispanic community.

Following these meetings, a project letter was mailed to the Woodside area (printed double-sided in English and Spanish), information was posted on the city website, and project details were printed in the “Our Town” Newsletter.

Ongoing meetings were scheduled as needed and requested. If technical information was needed to address stakeholder concerns, project team members were involved as appropriate.



Summary of Public Open Houses

*January 26, 2011 • Community Campus
Information focused on improvements between Fox
Acres Road and Countryside Boulevard.*

*January 27, 2011 • Woodside Elementary School
Information focused on improvements between
Countryside Boulevard and SH-75*

The purpose of the open house meetings was to share information about the proposed improvements and to solicit public input. Two meetings were held, one at each end of the corridor. Each meeting used an open house format and was held from 5:30 p.m. to 8:00 p.m.

- In total, an estimated 120 people attended both meetings, with 116 people signing in and 67 returned comments:
January 26: 62 participants signed in, 38 comments returned (1 in Spanish, 1 person submitted 2 comments)
January 27: 54 participants signed in, 29 comments returned (1 in Spanish, 2 people submitted 2 comments)
- Meeting participants were primarily residents and property owners in and surrounding the project area. Also attending were representatives from Hailey City, notably members of the City Council, and Planning and Zoning Commission. Staff from Mountain Rides Bus Service also attended and helped staff each meeting.
- The public was encouraged, but not required to sign in at the registration desk. Extra project newsletters were available.
- A translator was available at each meeting for Spanish-speaking stakeholders. At both meetings, she provided verbal translations and written translations of comment cards submitted in Spanish.
- Displays included project information and scope, renderings of what Woodside Boulevard might look like (section view, aerial view, 3-D rendering), roundabout, how improvements were identified, landscaping and structures in the right-of-way, community impacts, project schedule, and details on how to participate.
- Large plot maps were placed on long tables in the center of the room for attendees to locate their properties and make notations for consideration by the project team. Also set up was a station with computerized animation of how a roundabout functions. The purpose of this was to help stakeholders visualize the experience of driving through the roundabout, understand traffic flow and how large vehicles operate in the roundabout.
- Project staff members were positioned near stations of their area of expertise to help answer questions and provide information.
- Attendees were encouraged to view the display materials and ask questions of staff and make comments or notes on corridor maps.
- A specific location was designated at each meeting site where the public could record and submit comments. Forms were made available to them for this purpose. Comment forms also included contact information for the Spanish-language project translator.



Advance Stakeholder Notification

The following methods were used to notify the public about the open houses:

- Early Jan.** Project information & Open House information posted to City website
Project information & Open House information published in “Our Town” newsletter (mailed with resident utility bills)
- Jan. 11** Email update/open house invite sent to stakeholders
- Jan. 12** Display advertisement and legal advertisement appeared in Idaho Mountain Express
News release prepared and provided to city for distribution to media; prior to the open houses, stories about the meetings were aired on KMVT-TV, appeared in the Idaho Mountain Express, and aired on KECH 95.3 radio.
- Jan. 14** Project newsletter mailed to Woodside area (1,475 mailed)
Information sent home with Woodside Elementary students announcing open houses
- Jan. 15** Radio messages aired on Spanish language program KECH 95.3
- Jan. 19** Display advertisement and legal advertisement appeared in Idaho Mountain Express
Project update/presentation to Woodside Elementary PTA

Additional Public Involvement

The project team also coordinated directly with stakeholders along Woodside Boulevard using various methods. The list below describes some of the other outreach methods used for this project:

Mailings

- Individually-addressed letters sent to 1,475 residents and property owners in the Woodside area (including side streets that feed into Woodside Boulevard) in early December 2010; the letter was printed double-sided, one side in Spanish, the other in English

Personal Contact with Stakeholders

- Door-to-door visits to residents and businesses adjacent to Woodside Boulevard allowed staff to hand-deliver project information regarding potential landscaping impacts, right-of-way and public open house notification (January 19-20, 2011)
- Individual property owner meetings at the residences potentially impacted by the roundabout (November 17, 2010; January 20 and January 26, 2011)
- One-on-one contacts were made between project representatives and area stakeholders including personal visits, phone conversations and email exchanges



Small Group Meeting: Woodside Elementary PTA

- Project team members were invited to present information at the Woodside Elementary School PTA, January 19, 2011. The regularly-scheduled meeting was held in the school library of Woodside Elementary School, one week prior to the public open houses.
- A meeting announcement was sent home with Woodside Elementary students during the week prior in students' Friday folders. School staff posted meeting announcements on the school doors.
- Mayor Davis informed the group on project funding and stressed the importance of the project to the community. Project staff from Hailey City Public Works and J-U-B Engineers reviewed the project area and the proposed improvements. Project staff from The Langdon Group, along with other staff members, took questions and answers from the group.
- Attendees expressed strong support for the project, especially for sidewalks and lighting at bus shelters. Additional questions and discussion items included snow removal from sidewalks, drainage, lighting at bus shelters, loss of on-street parking, consider list of approved plantings in landscape strips and construction scheduling to do improvements near the school first.
- A Spanish translator was available at the meeting. A sign-in sheet and comment forms were provided.
- Displays included an aerial map of the corridor and a typical section.

City of Hailey Website

At the City of Hailey website, www.haileycityhall.org, information regarding the project has been posted throughout the public involvement process and allows the public to view current project information.

The website is updated periodically as new information becomes available. Contact information is provided so that comments can be submitted to the project public involvement coordinator at any time. Different elements that have been posted include:

- Announcement of Public Open House
- Project Background Information
- Proposed Improvements
- How this Project may Affect You
- Landscaping and Structures in the Right-of-Way
- Project Schedule
- What is Happening
- Public Open House Displays
- Photos of Citizens at Public Open Houses
- Contacts information and How to Make a Comment (including contact information for Spanish-speaking translator)
- Original grant application



Guide to Comments

There will be additional opportunities for public input during the environmental review process and comments will continue to be solicited.

All comments received at the open houses on January 26 and 27, 2011 are included in this report. Copies of all written comments are included in Appendix H, Copies of Stakeholder Comments. The sign-in sheet of open house attendees is listed as Appendix I, Open House Sign-in Sheets.

The formal comment period closed on February 15, 2011 (extended from the February 12, 2011 to allow for a Hailey City Council Meeting, at which public comment was taken). In total, 90 stakeholders submitted comments, several on multiple occasions.

All issues raised by the public are being considered by the project team. The City of Hailey reviewed these comments and grouped them into 12 categories based on common themes. These categories are:

- | | |
|---|------------------------------|
| 1. Existing Landscape Impacts | 7. Irrigation and Drainage |
| 2. Property Impacts | 8. Roundabout |
| 3. Landscaping and Sidewalk Area | 9. Traffic |
| 4. Landscaping and Sidewalk Maintenance | 10. Parking |
| 5. Snow Removal | 11. Bus Stops |
| 6. Pedestrian and Bicyclist Safety | 12. General Project Comments |

Table 1.1, Comment Matrix, categorizes all comments received.

Table 1.2, Stakeholder Identification, lists the stakeholder and a number that attributes their comment to them.

CONCLUSION

The public plays an important role in identifying potential issues that may arise with future improvements to Woodside Boulevard. Residents and businesses on and near Woodside Boulevard directly impacted by these improvements possess local knowledge regarding traffic, safety hazards, pedestrian accesses, bicycle usage, property impacts, etc.

The City of Hailey understands that stakeholder concerns still exist, including long-term landscaping maintenance, snow removal, on-street parking, right-of-way impacts, and traffic calming. The City of Hailey will continue to facilitate and encourage involvement from the community to identify such issues and develop solutions to mitigate them.