

Public Involvement and the Art of the Sell

Ohio Transportation Engineering Conference

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ODOT District 5



Discussion Points

- What is Access Management?
- Why is it Necessary?
- Trials and Tribulations to Overcome
- Assembling Project Team and Message
- Addressing Public and Property Owners
- MUS-60 Experience



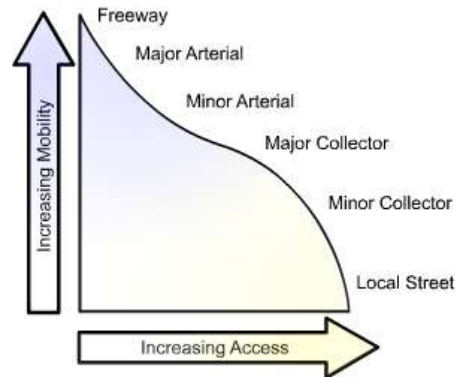
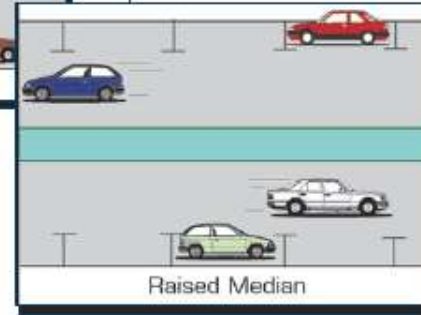
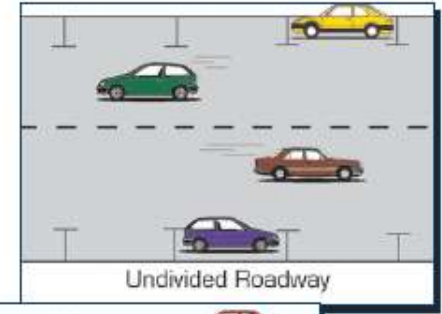
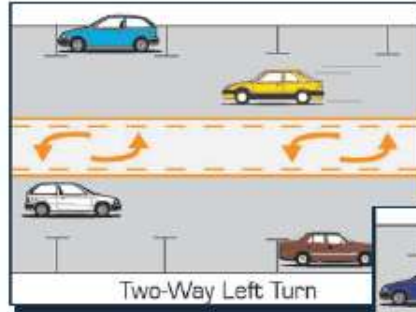
What is Access Management?

- Planning, design, and implementation of land use and transportation strategies...
 - Location, spacing, and design of drives
 - Operation of drives
 - Median construction and placement
 - Street connections
 - Traffic signal operations
- Agencies are also expanding activities
 - Multi-modal facilities (Complete Streets)
 - Streetscape Enhancements



Balancing Access and Mobility





Why is Access Management Necessary?

- Increased Numbers of Crashes
- Reduction in Roadway Efficiency
- Unsightly Development Patterns
- Cut-through Traffic in Residential Areas
- Road-widening is Long and Intense Process
- Commuting Time, Fuel Consumption, Vehicle Emissions



Trials and Tribulations (Identifying Possible Hazards)

- Access Management in Highly Developed Areas
- Working with City Hall
- Working with the Chamber of Commerce
- Working with Property Owners/Developers



Access Management in Urban Corridors

- Right-of-Way Intensive
- High Costs with Commercial Development
- Multiple Property Owners
- Multiple Jurisdictions (City vs. Township/County)
- Varying Zoning Regulations and Standards
- Introduction (*or Reintroduction*) of Pedestrian Facilities



Working with City Hall

- Addressing Concerns from City Government
- Inclusion of Local Government in Recommendations
- Illustrate Benefits and Address Misconceptions



Working with Chamber of Commerce

- ***“It’s the economy, stupid”*** – Access Management Deters Business/Development
- **TTI Study – *Economic Impacts of Raised Medians (Eisele and Frawley, 2000)***
 - Patron Decision Factors
 - Property Values and Worker Numbers
 - Before and After for sales and customer numbers



Working with Public/Property Owners

- Evaluation of Drive/Access Configuration
 - Crash History, Location, Site Layout
- Fit in Overall Access Management Plan
- Address Issues with Loss of Business and Property Value
- Open Lines of Communication



Gaining Local Support

- Get Locals Involved Early and Often
- Illustrate Need for Access Management
 - Reduction of Crashes, Improved Traffic Flow
 - Improved Property Values and Aesthetics
- ODOT is a Partner
 - Safety Funding
 - Tech Support



Project Team and Message

- ODOT and LPA must be a **Team**
 - Develop Plan or Recommendations Together
 - Understand Evaluation Process and Need for Access Management
 - Understand Limitations
- Create Unified Message
 - Implementing Safety Countermeasures
 - Addressing Current Condition (Future in Mind)
 - Countermeasures **CAN** Increase Business



Addressing Public/Property Owners

- Open and Constructive Public Involvement
 - Meeting with Property Owners/Developers
 - Property Owner Letter
 - Public Involvement Meetings
 - Website Materials
- Inform Property Owners of Evaluation Process (Drives, Signals, Median Barrier)
- Listen to Concerns/Issues



MUS-60 Experience

- Primary Corridor in City of Zanesville
- 1355 Crashes over 3 years in 4-mile Study Area
- Areas Identified for High Crash Frequencies
- Poor Access Management
- Substandard Geometric Issues



MUS-60 Experience (cont.)

- Tied to Corridor-Wide Improvements and to Specific High-Crash Locations
- Focused Primarily on Correcting Access Management and Operations Issues
- Tiered Approach – Short, Medium, and Long Term
- Provide City with Plan for Implementation as Area Redevelops



MUS-60 Coordination

- Involved City Officials Early in Process
- ODOT and City Agreed to Phased Approach
 - Phase 1: Signs, Signals, Median, Access Points
 - Phase 2: Hospital Access , Signal Upgrade, Service Roads
 - Phase 3: TBD
- On-going and Continual Process



MUS-60 Public Involvement

- ODOT and City Met Early in Study Phase
- Continual Coordination between Entities
- Separate Informational Meetings
 - City Transportation Committee
 - Property Owners and Developers
 - Letters and Mailings
- Public Involvement Meeting



Selling Access Management

- Goal is to Provide a Safer and More Efficient Roadway
- Access Management can Increase Business and Property Values
- Work with LPAs to Implement Strategies and Address Concerns of Stakeholders



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