Creating an Atmosphere of Trust to Enhance Communications – I-70 East Corridor Outreach

Southeast Region Community Impact Assessment Workshop

June 7, 2005
Agenda

- Panel introductions
- Project overview
- Outreach process/tools
- Panel perspectives
  - Outreach program organizer
  - Community member
  - Federal agency
- Questions/Answers
Panel members

- Jumetta Posey – President, Neighborhood Solutions
- Amanda Champany – Director, COPEEN
- Shaun Cutting – Operations Engineer, FHWA Colorado Division
Who is involved in the I-70 East Corridor EIS?
Who is involved in the I-70 East Corridor EIS?
What is the I-70 East Corridor EIS?

- Multi-modal transportation project
- Highway improvements
- New rapid transit line to airport
- Case study
  - Community impact assessment
  - Environmental justice
When will the EIS end?

1. Scoping
   Mirando
   7/03 - 12/03

2. Purpose and Need
   Propósito y Necesidad
   12/03 - 2/04

3. Evaluation Criteria
   Criterio de evaluación
   12/03 - 2/04

4. Alternative Development
   Desarrollo alternativo
   1/04 - 5/04

5. Alternative Screening
   Vista alternativa
   3/04 – 1/05

6. Draft EIS (DEIS) Evaluation
   Bosquejo EIS (DEIS) de evaluación
   11/04 – 12/05
   We are here
   Estamos aquí

7. Formal Public Comment on DEIS
   Comentario Público formal en DEIS
   12/05 – 2/06

8. Final EIS (FEIS)
   EIS final (FEIS)
   TBD

9. Formal Public Comment on FEIS
   Comentario Público formal de FEIS
   TBD

10. Record of Decision (ROD)
    Registro de Decisión (ROD)
    TBD

--- Community Outreach --- Alcance a la Comunidad ---

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Where is the I-70 East Corridor?
### Why a case study?

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Denver</th>
<th>Corridor Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent minority</td>
<td>51.9%</td>
<td>55.4 – 95.3%</td>
</tr>
<tr>
<td>Percent children in poverty</td>
<td>20.8%</td>
<td>4.3 - 39% (1)</td>
</tr>
<tr>
<td>Average annual household income</td>
<td>$55,129</td>
<td>$35,519 - $64,401 (2)</td>
</tr>
</tbody>
</table>

1. Only one neighborhood below Denver average
2. Only two neighborhoods above Denver average

Source: Piton Foundation
History of distrust

- Overall governmental mistrust and neglect
- I-70 original construction
  - Split two communities
  - Condemnation issues
- RTD demonstration line
  - Compromises made
  - Promises made
How to overcome distrust?

- Build on existing relationships
- Include everyone
- Contact early and often
- Be committed
- Ask, don’t tell
- Low-tech solutions
Outreach program overview

- **Goals**

- **Approach/tools**
  - Branding
  - Training
  - Door to door outreach
  - Scoping meetings
  - On-going outreach
Outreach process goals

- Solicit participation from every segment of the corridor
- Reach previously underserved residents and businesses
- Fulfill our NEPA requirements
Overall outreach approach

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Branding the project

- Logo
- “Yellow shirts”
- Outreach bags
- Name tags
- Flyers
- Business cards
- Advertising
Outreach training

- Requirement for outreach
- History of neighborhoods
- How to go “door to door”
- Ethnic courtesy
- Lose the “techno-speak”
Door to door outreach

- Pass the test!
- Specialists from the neighborhoods
- Bilingual teams
- Administer questionnaire
- Educate and invite
- Information on services
Block meetings

- 8-16 block radius
- Hosted by neighbor in backyard or park
- Intimate – 10-15 people
- Discuss block issues
- Meals and translation
Neighborhood meetings

- Larger meetings – up to 120
- Flyers
- Food, translation, child care
- Discuss neighborhood issues
Corridor-wide meetings

- Largest meetings – up to 250
- Flyers, newsletters, and advertisements
- Food, translation, and child care
- Bring together all perspectives
- Dynamic format
On-going outreach

- Working groups
- Website (www.i-70eastcorridor.com)
- Neighborhood specific meetings
- Stakeholder presentations
- Project office
Lessons learned

- Reduced level of acrimony
- Removed agency bias
- Eliminated team hierarchy
- Many aspects can be used anywhere
  - Engage people
  - Communicate
  - Educate
  - Treat people with respect
Panel perspectives

- Jumetta Posey – other lessons learned
- Amanda Champany – community acceptance
- Shaun Cutting – federal agency insights
Questions?
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