



Public Involvement Plan

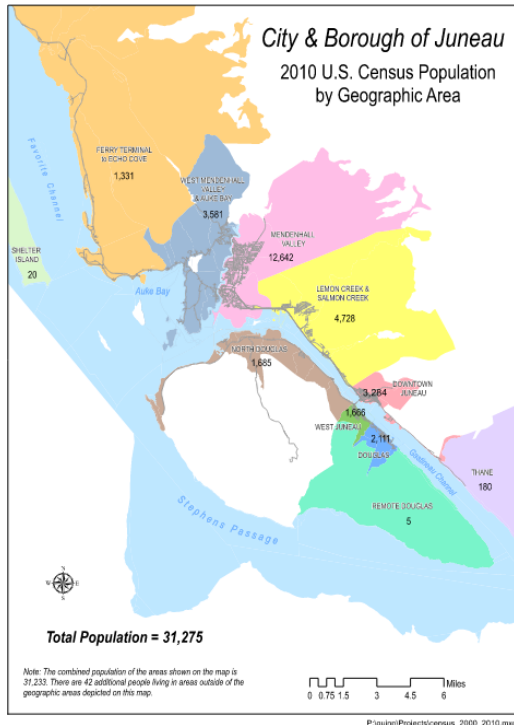
City and Borough of Juneau, Safe Streets for All Roadway Study

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Project Overview

The City and Borough of Juneau (CBJ) is partnering with Kinney Engineering and RESPEC to increase public safety and wellbeing by improving road safety throughout the region. The CBJ will accomplish this by developing a Safe Streets for All (SS4A) Roadway Study to analyze historical crash data, learn about the safety concerns of residents, and develop a plan to create a safer, better connected transportation network.



Project Area:

The Public Engagement Plan will target each Census-designated neighborhood within the City and Borough of Juneau. Below is the grouping that we will use for outreach, including surveys, workshops, and other analysis.

City and Borough of Juneau Neighborhoods:

- Thane
- Auke Bay (West Mendenhall Valley & Auke Bay)
- Downtown
- Mendenhall Valley
- Douglas Island (West Juneau, Douglas, Remote Douglas, and North Douglas)
- Lemon Creek (Lemon and Salmon Creeks)
- Out the Road (Ferry Terminal to Echo Cove)

Project Purpose

The purpose of the SS4A grant is to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries through developing a safety action plan focused on all users, including pedestrians, bicyclists, and

public transportation users, motorists, personal conveyance and micro mobility users, and commercial vehicle operators. The project team will perform a data-driven review of the current state of Juneau's roadway safety for all modes with a focus on fatalities and serious injury crashes based on the requirements of the SS4A Program.

CBJ will utilize SS4A funding to conduct a full road safety analysis, taking inventory of all previous crashes, historical trends, conditions, severity of injuries, community and partner input and other factors across the entire jurisdiction. The safety analysis will produce a list of projects prioritized by these data points to guide the implementation of the Comprehensive Safety Action Plan (CSAP). Analysis conducted will generate per-intersection crash rates and other metrics useful for ensuring a need-based, evidenced-based CSAP. Each project will include recommended proven safety countermeasures addressing the circumstances of previous crashes. CBJ expects recommendations will include low-cost, high-impact solutions related to visibility enhancements, roadway departure countermeasures, and more.

Project Scope

Evaluate current safety, culture, practices, and policies.

Identify effective performance measures for establishing a baseline of fatalities and serious injuries by mode for the Borough using historical trends. The baseline will be used to measure progress made toward improving transportation safety in the region.

Analyze data to identify trends.

Document systemic and specific safety needs discovered through the crash trends analysis, with an emphasis on ways to improve racial equity and reduce barriers to opportunity including, but not limited to, multi-modal access to goods, services, recreation, and job opportunities in the CBJ.

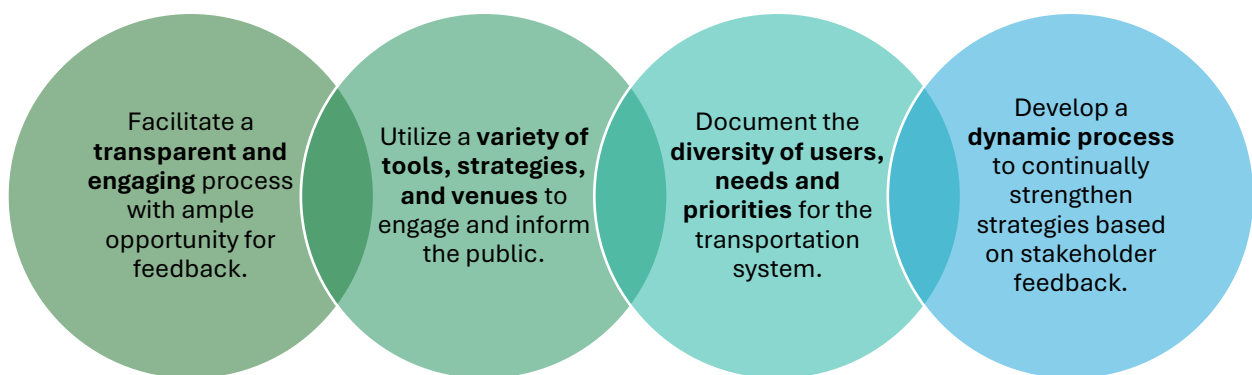
Engage the public to allow for community representation and feedback.

Purpose & Guiding Principles

Purpose of PIP

The purpose of the Public Involvement Plan (PIP) is to lay out a “road map” detailing the steps that the project team will take to involve stakeholders and residents of CBJ in the development of the action plan. The end goal of the PIP is to ensure a final action plan that addresses the needs of all transportation system users. This plan provides CBJ residents and stakeholders with the opportunity to understand the engagement process and how and when they can provide input into the plan as it develops.

The PIP supports the overall action plan by outlining team roles for public engagement, identifying key audiences and stakeholder groups, defining proposed outreach and engagement strategies early in the process, developing a public involvement schedule to guide both the planning team and the public through the process, and describing methods of evaluation to ensure that public involvement activities achieve the desired goals, laid out below:



Guiding Principles

Equity and Inclusion

For the SS4A action plan to be responsive to all CBJ residents, an explicit dedication to equity, inclusion, and environmental justice is required. Public participation is conducted regardless of race, gender identification, religion, nation of origin, marital status, disability, or socioeconomic status. Strategies will be developed and implemented to be inclusive of differently abled residents. Language access will be considered, such as with picture-heavy outreach materials for those whose first language is not English.

By understanding where safety issues exist and then analyzing those data against minority populations' needs, we can begin to spot barriers to opportunity. We will use GIS and US Census data to identify areas with higher minority populations and cross-reference those findings with the crash analysis to determine if unsafe conditions or higher crash rates are correlated to where minority populations live. The stakeholder and public outreach process will also provide input on perceived safety issues that are more likely to impact minority groups. We will also work closely with various organizations and stakeholder groups to understand their constituency's needs and concerns related to racial equity.

Our team will approach this work with the overarching philosophy of diversity, equity, and inclusion throughout the project. We will focus on respectful approaches to community outreach and information exchange that meet the public and underrepresented groups where they are. Underrepresented audiences will be identified including non-English speakers, socially and economically disadvantaged communities, Tribal communities, and vulnerable residents. We will plan this engagement jointly with local groups and Tribal entities as needed to ensure meaningful engagement.

Public Involvement Team

RESPEC will lead the public involvement effort with oversight from the Kinney Engineering team. Patrick Cotter will provide management oversight to RESPEC Planners Natalie Lyon and Kelsey Anderson who will spearhead the public engagement strategy and activities laid out in this PIP.

Consulting Team

Kinney Engineering, LLC

Project Manager: Jeanne Bowie, PE, PhD, PTOE

Traffic Engineer: Scott Thomas, PE

Traffic Engineer: Aiza Miguel, PE

Traffic Safety Analyst: Ron Martindale

RESPEC

Transportation Planner: Pat Cotter, AICP

Public Involvement Lead: Natalie Lyon, AICP

Public Involvement Support: Kelsey Anderson

Peer Review/Local Liaison: Mark Pusich, PE

Action Plan Committee

We will work with CBJ to identify and invite members to participate on an advisory Action Plan committee. We will hold 3 meetings with the Action Plan committee at key points to review work to date and gather guidance for next steps. This group will be charged with oversight, implementation, and monitoring the safety action plan's progress.

Members of the Action Plan Committee are:

Jeffrey Thole, CBJ Engineering Project Manager

Carleton Shorey, CBJ Engineering Project Manager

Suzanne Crabtree, CBJ Utility Billing

Andrew Pantiskas, CBJ CCFR EMS Program Manager

Jeff Redmond, CBJ Capital Transit Operator

Matthew Carpenter, CBJ Lead Transit Operator

Identification of Stakeholders

Identification

Stakeholders will be identified by casting a wide net and will not be limited to those already engaged in transportation and safety planning. The CBJ SS4A Stakeholder List will be a living document that will be continuously updated as new groups are identified and included. US Census and other available demographic data will be utilized to identify multi-cultural outreach needs and inform the stakeholder identification process.

Communication & Outreach

Clear, consistent, and targeted communication is imperative for effective outreach. Communication will be concise and accessible following the PIP's guiding principles of diversity, equity, and inclusion. The final plan document will rely heavily on graphics and easily understood visualizations to communicate plan goals, strategies, and benefits to the widest range of residents, including those with limited English proficiency.

Outreach to the public and stakeholders will begin with the distribution of the survey and online comment map. The survey and comment map will be available on the project website and shared with stakeholder groups with the request that they distribute it to their members to complete.

Public outreach efforts will be carefully coordinated with trusted community partners and organizations that can assist the project team with reaching remote community members, underrepresented groups, and individuals previously unengaged in the transportation safety conversation.

Stakeholder List

The following Stakeholder List has been developed with the help of CBJ staff. The Action Committee, once established, will also review and contribute to this list. The list should be considered a living document and updated frequently throughout the study process.

City and Borough of Juneau

- Community Development, Engineering and Public Works, Parks and Recreation, City Manager, Assembly, Policy Department,
- [Juneau School District](#)
- [Tourism](#)
- Committees/Boards: Planning Commission, Commission on Aging, Parks and Recreation Advisory Committee

Tribes

- Central Tlingit and Haida Indian Tribe
- Douglas Indian Association
- Gold belt, Inc.

State of Alaska

- Alaska Department of Transportation and Public Facilities
- Alaska Department of Health, [Jessie Doherty](#), Public Health Specialist

Economic Development Partners

- [Downtown Business Association](#)
- Juneau Tourism Committee
- Cruise industry representatives
- Travel Juneau
- Local freight companies

Bike and Pedestrian Citizen Groups

- TBD

Community Wellbeing Groups

- AARP
- United Way

Outreach & Engagement Methods

Meetings & Conversations

Public Open Houses/Community Events

Focus: The project team will travel to Juneau the week of February 3, 2025 to facilitate three consecutive public open house-style events to engage with the public and learn from the community. These opportunities will provide an accessible forum for community members to learn about the SS4A study process and provide valuable insights into how they use the transportation system and experiences related to safety.

Purpose: The public open houses will be used to facilitate discussions on community needs and priorities; collect qualitative feedback through interactive displays and informal conversation; and inform the public about the project goals, timelines, and expected outcomes of the project.

Stakeholder Interviews

Focus: The project team will interview stakeholders identified in the Stakeholder List to gain an in-depth perspective into community needs, barriers, and opportunities related to safety and connectivity. Interviews with stakeholders may be held virtually using Microsoft Teams or Zoom, or conducted via phone.

Purpose: Stakeholder interviews will help the project team understand how safety is currently prioritized, what performance measures are currently being used, and ideas for effective performance measures in the future. Stakeholders will be asked to identify current gaps in infrastructure and policy that, if addressed, could increase roadway safety in the CBJ.

Online Outreach

Project Webpage

Focus: The project team will develop a project-specific webpage hosted on the CBJ website to serve as an up-to-date and one-stop information portal for the public about this project. The project webpage will provide access to the online public comment map and survey. The webpage will also include a project timeline updated regularly so that the community can see and follow project progress, milestones, and opportunities to engage. Once the draft Action Plan is complete, it will be available on the project webpage for public review and comment.

Purpose: The project webpage will be designed with accessibility in mind for all users, and will host all project-related information, updates, announcements, and draft and final deliverables throughout (and potentially beyond) the project timeline.

Online Public Comment Map and Survey

Focus: The project team will develop an interactive comment map to be hosted on the project webpage so that community members can provide georeferenced information regarding their experiences of road safety and key areas of concern. A survey will also be included to understand the community's perceptions of safety across the Juneau transportation network for all modes, and to gather supporting contextual information about current safety conditions, policy, and practices.

Purpose: The survey will provide detailed community responses to help CBJ understand how the road network is currently functioning for all user groups, focusing especially on vulnerable road users: pedestrians, cyclists, motorcyclists, and children. This data can help identify underserved areas and safety issues across the transportation system. Comment map data and survey responses will be shared back at the public open houses to garner additional conversation and feedback related to safety concerns and gaps.

Local Media & Outreach Materials.

Focus: The project team will provide updates in a variety of forms including KTOO public radio announcements, ads and perspective pieces in the Juneau Empire, printed flyers in well-trafficked community locations, social media announcements, and CBJ public service announcements (PSAs).

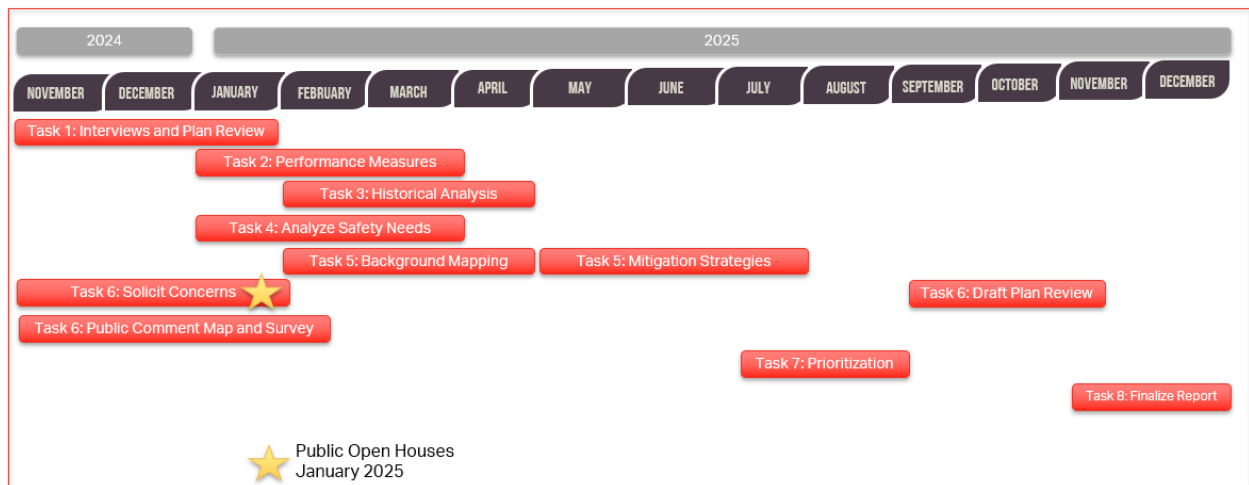
Purpose: The best way to promote widespread community awareness about a planning process is through multiple communication modes and venues. Local media and outreach materials will focus on bringing information to those residents who may not be able to or know how to engage online.

Social Media

Focus: Consultants will create social media posts for CBJ to share on their official Facebook account. Posts will provide information for meeting notices; public feedback opportunities, including the comment map and survey; and other project updates. Consultants will leverage citizen groups to cast a wider social net for greater impact.

Purpose: Social media can be a useful tool to reach a larger audience and keep them engaged and informed about a planning process. Sharing small bits of information regularly can increase participation with public meetings, the online survey, and the comment map.

Public Involvement Schedule



ALL WORK SHALL BE COMPLETED BY DECEMBER 2025

Evaluation of Efforts

The public involvement team will use the PIP as a guiding document throughout the planning process to ensure that engagement goals are met. RESPEC Planning Staff will record notes for each project team meeting, working group presentation, one-on-one interview, and public open house event to record stakeholders' feedback into the process. All records and deliverables of outreach and engagement activities including meeting notes, online and in-person stakeholder comments and feedback, meeting invites and fliers, documentation of social media posts and presentation summaries will be included as an appendix to the final PIP document once completed to make up the PIP Engagement Report. This report will be evaluated by the project team to ensure that all public involvement goals are met during the process.