

Appendix J – Project Communication Plan

Revision Log

Date	Revisions	Updates
March 3, 2021	Draft 1	
Oct. 27, 2021	Draft 2	Update with accurate dates and timeframes for meetings based on activity completed
Feb. 1, 2022	Draft 3	Update with accurate dates and timeframes for meetings based on activity completed

1.0 Project Description

The U.S. 69 Modernization and Expansion will include improvements to the U.S. 69 Corridor between 179th Street and 103rd Streets in Johnson County, Kansas. The Project – now branded as 69Express - will utilize a competitive Design-Build alternative delivery model to maximize project scope within an anticipated \$300M construction budget and expedite delivery. Its improvements are anticipated to include:

- Capacity improvements between 179th and 95th Streets;
- Arterial turn-lane and ramp improvements at the 179th Street, 167th Street, 151st Street, 135th Street, 119th Street, College Boulevard and 103rd Street service interchanges;
- Ramp improvements at Blue Valley Parkway and I-435 system-to-system interchanges; and
- Existing infrastructure replacement (pavement, bridge, signs, lighting, etc.).

2.0 Situational Assessment

Safety and congestion issues have been identified along U.S. 69 in a series of studies and related projects conducted over the last 25 years. During that time, commuters and travelers have grown increasingly frustrated with higher accident rates, growing congestion and increasing travel times. The problem is only expected to increase. As development continues, traffic volume is projected to double, and travel times are projected to triple by 2045. Not surprisingly, U.S. 69 improvements were identified as the metropolitan area’s most important priority during local consult meetings held across the State of Kansas in 2019.

As one of the state’s busiest highway segment, U.S. 69 faces challenges in terms of consistently delivering safe, efficient and predictable travel. The corridor:

- Experiences crash rates 53% above the statewide average;
- Averages one crash every 3 days;
- Has existing pavement and bridges that are approximately 50 years old; and
- Is expected to see peak travel times triple by 2040.

The local community shares a widespread, non-technical understanding of the challenges confronting the corridor, as evidenced by the previously submitted results of a series of elected/civic leader interviews, a statistically valid community survey and input from the Project Advisory Group:

- Improving traffic flow on U.S. 69 is the #1 issue for residents;
- 9 of 10 residents think it is important to make improvements to U.S. 69;
- 62% are concerned about travel safety on U.S. 69; and
- 59% are concerned about travel time predictability.

These findings indicate engagement activities will take place in a communication environment in which stakeholders generally believe:

- The need to improve U.S. 69 is undeniable – and the sooner that need is met, the better.
- COVID-19 hasn't diminished the need for expansion.
- Support is most likely to be found around improvements that benefit quality of life and safety.
- Express toll lanes may be the right solution, but questions remain about why specifically they are needed on U.S. 69 and how they will operate.
- Broad-based communication about the Project and potential solution strategies are needed, with a reliance on trusted information sources such as KDOT, the City of Overland Park, employers and membership groups.

However, Project engagement also must assist stakeholders in understanding that:

- Like other projects, U.S. 69 moves out of the Project Development Pipeline for the [Eisenhower Legacy Transportation Program](#) (IKE) into construction using a combination of Kansas taxpayer funds from the State Highway Fund and one or more of three strategies in partnership with KDOT: (1) provide a local contribution; (2) phase the project (build different portions over time); and (3) negotiate the scope of the project to better fit available taxpayer funding.
- Local contributions are funds and other things of value that cities, counties and sometimes the private sector provide to help advance important infrastructure projects. Over the course of the past two decades, for example, Overland Park has contributed about 20 percent of the total cost to advance work on U.S. 69 and I-435. On U.S. 69, a 20 percent local contribution without tolling would range from \$60 million to \$109 million depending upon which alternative among those identified in previous studies is built.
- Kansas has many serious transportation needs that must be addressed, and state funding is limited. State dollars will be a significant source of funding used to improve U.S. 69, but local contributions help advance important projects more quickly and help ensure that such projects more fully meet local transportation needs. Additionally, from a driver standpoint, offering a less-congested alternative for travel where none previously existed provides the driving public with choice.

3.0 Public Involvement Goals

Based on KDOT guidance and the situational assessment conducted in Phase 1, the public involvement goals in Phase 2 are:

1. Provide welcoming, convenient and meaningful participation opportunities to stakeholders and other interested parties.
2. Explain why the Project is being undertaken, its decision-making process, potential solution strategies under consideration and final choices made.
3. Gather and assess stakeholder U.S. 69-related experiences and perceptions of corridor quality of life (especially travel predictability and reliability), safety, roadway conditions and other considerations (equity, environment and other).
4. Secure actionable input from stakeholders regarding potential improvements and their relative importance.

5. Make clear that express toll lanes are being explored as an alternative that potentially gets the Project done faster and manages congestion longer than other alternatives examined in earlier studies;
6. Assist in determining how the Project's local contribution can be raised to help advance the Project;
7. Report on project progress and decisions, demonstrating how input did or not shape improvements and why; and
8. Support and leverage the Project Communication Plan being implemented by KDOT.

4.0 Key Stakeholders and Target Audiences

This program will engage key audiences throughout the project and includes Project Sponsors, Elected Officials (city, county and state), Corporate and Community Stakeholders, Corridor Users, the Media, and others. Key Audiences are defined for purposes of this Plan as individuals and groups that meet one or more of the following criteria:

- 4.1 Plays a direct role in decision-making to advance or approve a City of Overland Park ETL proposal;
- 4.2 Influences the decision-making to advance or approve a City of Overland Park ETL proposal;
- 4.3 Employs or attracts large numbers of people who travel in or through the Corridor to access employment, amenities or attractions;
- 4.4 Depends on the Corridor to provide or distribute goods and services; and/or
- 4.5 Experiences changes in economic vitality or quality of life based on how well U.S. 69 is maintained and operated.

5.0 Key Messages

Key messages are found in the intersection between the:

- Current situation – what conditions are on the ground that affect content and stakeholder reception of content;
- Project goals – what are we trying to achieve organizationally; and
- Audiences – what information people need and want to act in ways that advance Project goals.

Based on the preceding plan analysis, engagement tools and activities will convey the following messages clearly and consistently to advance the Project and to achieve goals outlined in **Section 3.0**:

- 5.1 U.S. 69 is critically important to the quality of life, safety and economic vitality of Kansas and the City of Overland Park.
- 5.2 The highway's aging design and infrastructure – more than 50 years old - can't keep up with the increasing local and regional demands being put on it.

- 5.3 Congestion will double and travel times in the corridor will triple over the next 25 years without significant improvements and management strategies.
- 5.4 Increasing demands put on the corridor will not be reduced over the next 20 years or more as a result of COVID-19, connected or autonomous vehicles, or other foreseeable economic, technologic or demographic changes.
- 5.5 Without a reliable source of revenue for the local contribution for the Project – such as express toll lanes – U.S. 69 improvements may be fewer in number and take years longer to build.
- 5.6 Express toll lanes empowers motorists to better manage their Corridor travel times and experiences by letting them choose between paying a user fee for access to express lanes or using the non-tolled general purpose lanes.
- 5.7 All motorists benefit from express toll lanes by experiencing less congestion in all lanes.
- 5.8 Project decision-making will reflect technical requirements as well as stakeholder U.S. 69-related experiences and perceptions of corridor quality of life (especially travel predictability and reliability), safety, roadway conditions and other considerations (equity, environment and other).

6.0 Strategies

The following strategies underpin the planning and implementation of engagement activities described in **Section 7.0 – Tactics** and describe how tactics will be implemented in order to achieve key performance indicators (KPIs).

- 6.1 Engage corridor stakeholders frequently and in multiple formats to ensure that they are – and feel – heard regarding U.S. 69 needs and opportunities.
- 6.2 Help stakeholders understand the need for a local contribution in the Project deployment and what benefits and trade-offs exist as a result of decisions made about the Project and its funding.
- 6.3 Show how potential express toll lane strategies and improvements will significantly improve quality of life and travel time reliability and conditions for all Corridor users.

7.0 Tactics

Engagement activities during Phase 2 are designed to produce an ongoing dialog with project stakeholders and audiences described in **Section 4.0**. The dialog will provide them with timely, accurate project information and meaningful opportunities to provide specific, actionable feedback to the Project Team in alignment with the goals detailed in **Section 3.0** and strategies outlined in **Section 6.1**.

7.1 Project Advisory Group Meetings

HNTB will organize seven (7) PAG meetings prior to construction, typically associated with Project and/or NEPA decision points or milestones. The two-hour virtual meetings will enable the PAG to provide local input and perspectives on project issues and decisions and to serve as a sounding board for messaging and content to be presented to key audiences. (Face-to-face meetings will be added when allowed under federal, state and/or local COVID-19 guidance and regulation.) Meetings will include:

7.1.1 December 2, 2020 Meeting 1: Project Introduction-- Purpose; PAG role; Project Schedule; Engagement process; Baseline data.

7.1.2 January 26, 2021 Meeting 2: Project Scope & Costs-- (Ultimate vs. near-term project); Funding expectations; Initial ETL concepts; Preliminary toll policies, Concepts from US 69 corridor study; ETL Concepts from pre-planning analysis; Toll policy direction and responsibility matrix; Explain local contribution and expectations.

7.1.3 February 23, 2021 Meeting 3: ETL alternatives--Refined toll policies; Updated costs; Public feedback, changes in roadway section, access points, access type; Revised/more detailed toll policies; Input from OP City Council and community presentations.

7.1.4 March 30, 2021 Meeting 4: Preferred ETL configuration-- Anticipated toll rates; environmental impacts/considerations; Public/stakeholder feedback Preferred roadway configuration; Results from stated preference surveys; conservative grading limits, likely R/W needs, Key environmental impacts; Input from community presentations.

7.1.5 April 12, 2021 Meeting 5: Preliminary Traffic & Revenue estimates--Sensitivity scenarios, Gross revenue estimates; How does this compare to pre-planning analysis? Explain any differences.

7.1.6 May 4, 2021 Meeting 6: Final Traffic & Revenue estimates & Sensitivity Analysis-- Public feedback (Public Meeting Summary); Recommendations Final T&R with sensitivity analysis; Net revenue analysis (how much local contribution can be generated from toll revenue); PAG recommendation to OP City Council.

7.1.7 December 6, 2021 Meeting 7: Review Proposed Action --(Project scope, noise analysis and procurement update; Equity subcommittee update); Funding partnership; Updated project schedule; Alternative Delivery Procurement; Noise analysis results; Detailed environmental impacts; Proposed R/W acquisitions; Overview of DB evaluation criteria; Update on equity subcommittee and approach.

Key Performance Indicators

1. Advisory Group self-assessment of meetings/process via periodic surveys
2. Secondary dissemination of Project information through communication channels members individually control
3. Advisory Group support for City of Overland Park ETL proposal

7.2 Stakeholder Meetings and Presentations

HNTB will conduct three tiers or categories of stakeholder meetings and presentations. Content will be tailored to advance project goals and to address specific needs of the groups in each category that will be generated by the focus of the groups, status of project progress and emerging issues or questions. These meetings will be designed to help elected and other community leaders to understand where the Project stands, how it might affect their constituents, levels of support or concern about Project decision

making among their constituents and what steps are being taken to mitigate concerns or strengthen support.

- 7.2.1. HNTB will schedule ≤ 24 presentations and listening sessions with Rotary, Kiwanis, Chambers of Commerce, Homeowners Associations, Businesses Groups and major corridor employers with significant numbers of employees drawn into the corridor from non-corridor locations.

Purpose: In addition to addressing their specific needs and interests, the meetings will be designed to leverage the communication channels these groups control to expand the communication and engagement reach of the Project to individuals and organizations that rely on the corridor but may be located elsewhere in the region.

- 7.2.2 HNTB will meet individually with ≤ 16 impacted or concerned stakeholder groups to present the project process, alternatives, and project impacts in order to discuss group- or location-specific concerns and clarify issues.

Purpose: These meetings will be designed, to the fullest extent possible, to anticipate and respond to concerns that might negatively affect the public dialog about the Project.

- 7.2.3 HNTB will prepare for ≤ 24 monthly or milestone presentations and updates with the Overland Park City Council, Johnson County Commission, KTA Board and State Finance Council as needed, as well as with other elected officials and groups where appropriate. For all briefings, meetings and presentations, HNTB will work with KDOT and its partners to identify presentational opportunities and develop pertinent agendas and materials, as well as handle logistical arrangements as needed.

Key Performance Indicators

1. Groups' self-assessment of meetings/process via periodic surveys
2. Secondary dissemination of Project information through communication channels groups individually control
3. Groups support for City of Overland Park ETL proposal

7.3 Public Meetings

HNTB will coordinate, promote and conduct five open-house public meetings associated with Project/NEPA milestones. It will recommend and produce upon KDOT approval associated meeting logistics and materials and monitor, analyze and report stakeholder attendance and feedback. All meetings will be organized to be held virtually with in-person accommodations provided where needed and appropriate within KDOT/CDC guidelines. The meetings will include:

- 7.3.1 January 20, 2021 Meeting 1: Purpose and Need; initial improvement concepts; T&R inputs
- 7.3.2 April 20, 2021 Meeting 2: Alternatives evaluation and screening
- 7.3.3 December 8, 2021 Meeting 3: Proposed Action/Draft EA
- 7.3.4 TBD Meeting 4: NEPA completion/Right-of-Way
- 7.3.5 TBD Meeting 5: Pre-Construction

Key Performance Indicators

1. Participant self-assessment of how welcoming, convenient and meaningful they found participation opportunities to be through periodic PIMA and website surveys.
2. Project Team assessment of how well attendees understand why the Project is being undertaken, its decision-making process, potential solution strategies under consideration and final choices made based on PIMA feedback tenor, specificity and actionability.
3. Project Team assessment of acceptance of express toll lanes as a solution based on PIMA, focus group and survey assessments.
4. Public levels of support for express toll lanes as reported by Advisory Group and local elected officials based on their constituent interactions.

7.4 Surveys and Focus Groups

Levels of stakeholder engagement, process understanding and satisfaction and support for ongoing Project decision making will be measured using several techniques. The opinion measurements will enable Project decision makers to monitor transportation users' perceptions of alternatives, knowledge gaps and messaging opportunities, as well as help inform other aspects of the engagement program:

- 7.4.1 Community opinion survey (~800 completed surveys)
- 7.4.2 One series of seven (7) focus groups (~≤70 participants)
- 7.4.3 One issue-specific quick response survey
- 7.4.4 Multiple single-issue electronic surveys conducted through the Project website

Key Performance Indicators

1. Participation levels.
2. Changes in Project knowledge, perceptions and ETL support over time.
3. Expressed public levels of support for express toll lanes.

7.5 Electronic Engagement

7.5.1 Website

The Project website will be positioned as the foundational platform for informing stakeholders about the Project. It will be updated weekly or more frequently to ensure stakeholders receive meaningful Project information; enjoy opportunities for substantive interaction and dialogue to occur between

them and the Project team; and create transparency in the Project and in the NEPA Process. To reach a wider, more diverse audience, the website display will be adaptive to the device it is viewed on; Section 508 compliant; and publicized and promoted via geofenced social media outreach and advertising.

Key Performance Indicators

1. Average time on page.
2. Average session duration.
3. Changes in number of returning visitors.
4. Changes in number of unique visitors.
5. Abandonment rate.
6. Number of shares.
7. Number and tone of comments.

7.5.2 Electronic Newsletters and Other Collateral

Monthly electronic newsletters will be prepared for target audiences to distribute project information and project status, with content tailored for inclusion in the monthly City of Overland Park electronic newsletter. Other additional outreach material will also be prepared which is not required to support specific engagement meetings. To leverage the impact of these materials, they will be repurposed and redistributed two to three times a week in various social media updates to broaden project understanding and to keep stakeholders engaged with the Project.

Key Performance Indicators

1. Number of subscribers versus unsubscribes.
2. Number of forwards.
3. Number and tenor of follow-up subscriber questions.

7.5.3 Social Media

Updates and informational graphics will be developed and distributed through Project and Project Partners social media outlets as audiences, content and timing dictate; usually two to three times a week on average. 69Express social media will focus primarily on Facebook, Twitter and Nextdoor as platforms extensively used by key corridor stakeholder groups. A Project-specific text messaging service will be set-up to share information about Project progress; but it is expected to be used more extensively as the Project transitions to construction and the need for immediate information updates (such as detours or delays) may grow. Social media will be monitored and responded to using HootSuite. As with the Project website, Project social media will be publicized and promoted via geofenced social media outreach and advertising. A social media posting content and schedule will be shared with the Project Engagement Team regularly, at least monthly if not more.

Key Performance Indicators

1. Number of impressions.
2. Number of shares.
3. Number of subscribers versus unsubscribes.
4. Number of unique viewers.

7.5.4 Visualizations

Two visualizations depicting the Corridor, anticipated growth and associated issues and potential solutions under consideration will be developed to help stakeholders visualize the complexity of the corridor, the potential solutions to issues and how issues and solutions affect stakeholders individually and as a community. The visualizations will combine 3D modeling, animation and still frame photography to provide “stationary” camera animations of each scene identified. HNTB will utilize camera matching technology to match the camera angle / perspective of the photographs taken on site.

Key Performance Indicators

1. Participant self-assessment of how convenient and meaningful they found visualizations to be.
2. Number of shares and forwards.
3. Number and tenor of comments.

7.6 Media Outreach

The Project’s engagement-related media outreach will create a positive public perception of – and conversation about – the Project and the roles of the Project Partners. This will be accomplished by conveying messaging, content and feedback opportunities underscoring engagement process transparency and Project benefits delivered locally, regionally and for the state. Elements will include:

- 7.6.1 ≤24 media releases or advisories to mark Project and NEPA milestones or other significant Project-related issues or events as appropriate.
- 7.6.2 Media monitoring and analysis, along with recommendations regarding responses, if needed, and development or revision of Project materials to improve amount or tenor of coverage.

Key Performance Indicators

1. Number and tenor of Project coverage.
2. Size of reach into total potential Corridor audience.
3. Changes in amount of engagement with the Project website based on specific coverage.
4. Number and tenor of coverage of Project Partners by local and regional media.

8.0 Schedule

Engagement activities will be scheduled in association with Project milestones and emerging information needs or stakeholder engagement issues identified in real time. Engagement activities will be initially scheduled in six-month blocks based on need and content focus, then refined and extended weekly (see **Table 1**). The social media schedule will be provided in advance of project milestones and will be expanded into a rolling fortnightly “look-ahead” schedule organized around project milestones, emerging stakeholder questions and the specific needs of social media platforms as the 69Express presence expands on Twitter, Facebook and Nextdoor.

Table 1 – Engagement Schedule

<u>Timeframe</u>	<u>Group</u>	<u>Purpose</u>
Nov. 30, 2021	Advisory Group (AG) 1	Introduce project goals and approach
Jan. 8, 2021	OP Chamber	Community Presentation - OP Board
Jan. 2021	OP Chamber	Community Presentation - Public Policy & Advocacy Comm.
Jan. 21, 2021	NE JOCO CC	OVP Councilman Curt Skoog 5-min Presentation
Jan. 20, 2021	PIM 1	Project Introduction
Jan. 26, 2021	AG 2	ETL concepts, alternatives and funding implications
Feb. 5, 2021	KC Chamber	Community Presentation – KC Chamber (combo)
Feb. 10, 2021	Johnson County Legislative Delegation	Project introduction
Feb. 15, 2021	OP COW	Project Update
Feb. 16, 2021	MARC TTPC	Project Update and Introduction
Feb. 23, 2021	AG 3	Discuss ETL and alternatives evaluation; public feedback on funding options and alternatives.
February 2021	South JoCo Republicans	Community Presentation - Project Introduction and Update
March 13, 2021	Lions Club	Community Presentation - Project Introduction and Update
April 1, 2021	AG 4	Discuss environmental considerations, ETL & public feedback
April 1, 2021	Advent Health	Project Update
April 9, 2021	OP Chamber	Community Presentation – Public Policy and Advocacy Committee
April 12, 2021	OP Ward Meetings (1, 4, 6)	Project Updates
April 13, 2021	AG 5	Refinements of alternatives and final public meeting details
April 19, 2021	OP Rotary	Project Updates alternatives and ETL
April 19, 2021	OP COW	Project Update
April 20, 2021	PIM 2	Alternatives
April 23, 2021	Lenexa Rotary	Project Updates
April 28, 2021	OP Ward Meetings (2,3,5)	Project Updates

May 4, 2021	AG 6	Discussions of alternatives and ETL before going to SFC
May 6, 2021	OP chamber EDC	Project Updates and ETL
May 10, 2021	Tallgrass Senior Living Community	Community Presentation—project update
May 11, 2021	OP Chamber	Board of Directors project update
May 18, 2021	Nottingham Forest HOA	Community Presentation Project Update
May 18, 2021	MARC TTPC	Project Update
May 27, 2021	OP Ward Meetings (6)	Project Update
June 2, 2021	OP Ward Meetings (1,2,3,4)	Project Update
June 14, 2021	OP City Council COW Meeting	Presentation on ETL and City Proposal
June 16, 2021	KTA	Presentation of Community Request
June 21, 2021	SFC	State Finance Council Action
Sept. 22, 2021	HOA Leadership on Corridor	Community Presentation Status of Noise Study
Oct. 13, 2021	South OP Rotary	Community Presentation Project Update
Oct. 27, 2021	Nottingham Forest HOA	Community Presentation Project Update
Oct. 27, 2021	OP Public Works Committee	Project Update Presentation
Nov. 15, 2021	OP City Council	Project Update Presentation
Dec. 6, 2021	AG 7	Project Update and Discussion of the Draft EA
Dec. 8, 2021	PIM 3	Draft EA
Dec. 9, 2021	OP Environmental Advisory Council (EAC)	Project Update Presentation
Dec. 23, 2021 – Jan. 22, 2022	EA Public Review and Comment Period	EA Public Review and Comment Period
Jan. 24, 2022	Noise Wall Meeting #1: Walls 12, 13,16, 17 &20	Noise Wall Presentation and Discussion
Jan. 24, 2022	Noise Wall Meeting #2: Walls 15 & 19	Noise Wall Presentation and Discussion
Jan. 25, 2021	Noise Wall Meeting #3: Walls 8 & 9	Noise Wall Presentation and Discussion
Jan. 26, 2022	Noise Wall Meeting: Tallgrass	Noise Wall Presentation and Discussion
Jan. 26, 2022	Noise Wall Meeting #4: Walls 10 & 11	Noise Wall Presentation and Discussion
Jan. 27, 2022	Noise Wall Meeting #5: General Session 1	Noise Wall Presentation and Discussion
Jan. 28, 2022	Noise Wall Meeting #6: General Session 2	Noise Wall Presentation and Discussion

9.0 Engagement Protocols and Guidelines

To ensure consistency and effectiveness in engagement activities, the following protocols and guidelines are proposed to govern how, when and by whom engagement content will be produced, reviewed, approved and disseminated.

9.1 Program Oversight, Roles and Responsibilities

KDOT will oversee all engagement program decision making in collaboration with the Project Partners. The HNTB Engagement Team will implement that decision making as well as be responsible for anticipating engagement needs and recommending potential courses of action to KDOT for approval. All proposed actions and content will integrate with and support the successful implementation of the KDOT Project Communication Plan.

9.2 Engagement Plan Implementation

The HNTB Engagement Team will develop content and implementation steps for all elements of the Engagement Plan. These will go through reviews and approvals as determined by Ann Melton, KDOT Community Relations Manager, and may include (but not be limited to):

- Project Partners
 - KTA Rachel Bell, Director of Business Services and Customer Relations
 - OVP Sean Reilly, Communications Manager
- Steve Rockers, KDOT U.S. 69 Project Manager
- Lindsey Douglas, Deputy Secretary of Transportation
- Julie Lorenz, Secretary of Transportation

Content will be developed in alignment with KDOT direction, the KDOT Project Communication Plan and the Project’s editorial and graphic guidelines (see attached).

9.3 Traditional Media

Media relations and responses will be handled by KDOT unless HNTB is requested to handle. If HNTB handles such matters, it will do so in alignment with KDOT direction and the KDOT Project Communication Plan. Kelly Kultala, as the KDOT District 1 Public Affairs Manager, will take the lead on media responses related to U.S. 69.

9.4 Social Media

It will be important to engage with our community on social media in a timely manner by responding to comments and questions, liking posts, sharing valuable content and overall fulfilling the needs of our online audience. To facilitate this process, HNTB will tier social media into three levels as follows:

Level 1

Non-controversial social media questions or events that require a response and for which there is existing approved content will be handled by HNTB, including on monitored non-Project social media. [KDOT's social media comment policy](#) will serve as guidance for the Project's social media users community and standards of behavior.

Level 2

Social media questions or events that require a response and for which there is no existing approved content will be handled by HNTB in consultation with KDOT and Project Partners as appropriate. HNTB will within 24 hours formulate and recommend an answer and/or response to KDOT for approval. The recommendation will be based on Project Goals, prior KDOT direction, contemporary best practices and guidance found in the most current edition of the [AASHTO State DOT Social Media Survey](#). It will be implemented upon KDOT approval as soon as practicable.

Level 3

In the case of controversial social media questions or events that do not fit the criteria for Levels 1-2, HNTB will convene a **Rapid Response Team** the same day as the occurrence comes to light to formulate and recommend an appropriate course of action. The Rapid Response Team will consist of such people as KDOT requires, but for this plan is assumed to be initially composed of as many of the following individuals as can be gathered together for immediate consultation:

- Ann Melton, KDOT Community Relations Manager
- Robyn Arthur, HNTB Environment and Engagement Director
- Michael DeMent, Engagement Task Lead
- Suze Parker, Parker Communications Group
- Michaela Pearce, Pearce PR & Marketing
- Mary Birch, Lathrop GPM

This group will be tasked with developing real- and near-real-time responses for KDOT approval to social media-driven questions, comments and concerns in order to pre-empt or mitigate emerging issues before they can affect Project progress or to better advise Project decision makers as to potential changes in Project processes and decision making.

Attachments

- 69Express Style Guide
- 69Express Initial Social Media Calendar