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# FY 2019 Passaic County Main Avenue Local Concept Development Study

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## Public Involvement Action Plan



Prepared September 2019

Updated January 2020

Updated March 2020

Updated April 2020

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Bringing life to our streets

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**1. Introduction**

The North Jersey Transportation Planning Authority (NJTPA) and project sponsors Passaic County and the City of Passaic are conducting a Local Concept Development (LCD) Study along Passaic County Route 601 (Main Avenue) in the City of Passaic from Monroe Street to Gregory Street (milepost (MP) 2.29 to MP 3.0). The LCD Study will focus on assessing existing conditions, developing a purpose and need, identifying and assessing design alternatives and strategies, selecting a Preliminary Preferred Alternative (PPA) which will be refined and advanced through the next phases of the Project Delivery Process. A major focus of this project is a robust public involvement effort that will keep the public well informed and involved with the planning and decision-making process. The purpose of this living document is to establish a project-specific public involvement guideline that is dynamic and will evolve and be modified as the project progresses.

**2. Project Description**

The project study area is focused on the 0.71-mile section of Main Avenue (MP 2.29 to MP 3.0), from Monroe Street to Gregory Avenue in the City of Passaic (see **FIGURE 1** below), and includes an approximately 250' offset on each side of the public right-of-way. NJTPA is the lead agency in administering the LCD Study, working in coordination with Passaic County, NJDOT, and the City of Passaic. The project will be managed and is under the jurisdiction of Passaic County. The study corridor is classified as an urban principal arterial and serves as the main artery through the heart of Passaic’s Central Business District (CBD). This vital corridor offers a concentration of public transportation and highway connections between the City of Passaic and the surrounding region, as well as New York City. A summary of roadway facts is included in the table below.

<b>Quick Project Facts</b>	
<b>Route</b>	Passaic County Route 601
<b>Local Name</b>	Main Avenue
<b>Project Length</b>	0.71 mi
<b>Roadway Designation</b>	Urban Principal Arterial
<b>Speed Limit</b>	35 MPH
<b>Lanes</b>	4 lanes (2/direction)
<b>Lane width</b>	12 ft (typ.)
<b>Median</b>	60 ft-wide parking area for CBD
<b>Shoulder</b>	None; On-street parking
<b>Pavement Width</b>	24-33 ft
<b>ROW Width</b>	69-156 ft
<b>Sidewalk</b>	Continuous; 8-15 ft
<b>Transit Connections</b>	Eleven (11) NJ TRANSIT Bus Routes NJ TRANSIT Passaic Train Station located 0.75 miles southwest of project study area.

Improvement alternatives will address needs identified during the existing conditions assessment and from previous studies and will focus on improving the function and performance of the corridor including safety for all roadway users, traffic operations, support for economic development, transit access, walkability, and other priorities. Project goals will be coordinated with those of

several other proposed projects including the NJ TRANSIT Main Avenue Bus Station and Passaic County Smart Signal Project.

**FIGURE 1: Project Study Corridor (Monroe Street to Gregory Avenue)**



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

**Main Avenue Local Concept Development Study** 0 250 500 1,000 Feet

**Project Study Corridor**  
**Monroe Street to Gregory Avenue - Passaic, NJ**

- Main Avenue (Study Corridor)
- City of Passaic Boundary
- Signalized Intersection



### 3. Overview and Purpose of the Public Involvement Action Plan

To capture the needs and input of the community and stakeholders, throughout the LCD and subsequent phases, a robust public involvement effort will be developed and executed. In today's fast-paced and diverse world, outreach should strive to be as accessible, convenient, and engaging as possible. The PIAP considers the varying communications needs of local officials, stakeholders, including businesses, local agencies, advocacy and neighborhood groups, and emergency response, and residents within the study area and the City of Passaic. Through this process, the diverse audiences of the community will be considered, and outreach will be tailored as appropriate. Stakeholder and public feedback resulting from the PIAP will contribute to and shape project needs identified and conceptual alternatives that are developed.

The Public Involvement Action Plan (PIAP) serves as the framework for an open and inclusive outreach effort throughout the duration of LCD and subsequent project phases. The PIAP is intended to be a "living" document that is refined and updated throughout the duration of the Main Avenue LCD Study and further phases after CD. The public involvement activities that will be implemented during the LCD phase are highlighted in the sections below.

Local Concept Development (LCD) - The LCD phase includes assessing existing conditions, developing a purpose and need, identifying and assessing design alternatives and strategies, and selecting a Preliminary Preferred Alternative (PPA). This phase involves data collection, outreach and stakeholder coordination, National Environmental Policy Act (NEPA) classification, development of alternatives, and analysis of alternatives.

After the LCD phase, the scope of the subsequent phases will be determined based on the findings from LCD and the PPA selected for advancement. As the project continues to advance the following phases are Preliminary Engineering, Final Design, and Construction. The PIAP will be amended as appropriate to accommodate the outreach strategies of future phases.

Preliminary Engineering – The Preliminary Engineering Design Phase will refine the PPA and identify issues that may require community input and public involvement. Environmental Documentation and NEPA clearance are also part of this phase.

Final Design – During Final Design, the design of the selected alternative will be completed, taking into consideration the input obtained through the public involvement effort to provide an improvement solution that satisfies the project Purpose and Need.

Construction – Public involvement during construction includes notifying the public about traffic patterns and potential delays due to construction activity from implementing the selected improvements. Providing this information in a timely manner will facilitate the formation of positive public perception towards the project, Passaic County, and the City of Passaic.

#### 4. Project Team Members

##### NJTPA Staff

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**5. Stakeholder List**

A stakeholder is an individual or group whose interest and support is needed for the advancement of the Main Avenue LCD Study. In addition to local, county, regional and state officials, stakeholders should include representation from local businesses, cultural organizations, and neighborhood groups. The project team anticipates adding stakeholders throughout the LCD study as pertinent individuals become evident. The stakeholder list will include, but will not be limited to the following:

- Passaic County Officials, Engineering, Planning, Office of Emergency Management
- City of Passaic Elected Officials, Engineering, Police, Fire, Office of Emergency Management and School Board Officials
- Federal Highway Administration
- NJ TRANSIT
- Private jitney services and other transit carriers
- Local and Regional Medical Centers, EMS providers, and healthcare support centers
- Businesses, schools, residential and social service organizations
- Interested groups such as civic organizations, neighborhoods, historical societies and cycling clubs
- Private residential and commercial property owners within the project limits
- Transportation Management Associations

The stakeholders will be organized into a database with contact information, which will allow the project team to inform the stakeholders of project news and upcoming meetings. Arterial developed a stakeholder list for a previous study on Main Avenue and will utilize that list as a foundation for identifying stakeholders.

**6. Community Profile**

A community profile was developed prior to the PIAP and illustrates neighborhood surrounding the Main Avenue corridor. The community profile provides a demographic analysis of the project study area, which includes four census tracts located within 250’ of the center of Main Avenue between Monroe Street and Gregory Avenue. The community profile also provides an inventory of community facilities and transportation facilities. Additionally, the community profile contains an Environmental Justice screening and assessment.

Below is a summary of the main findings of the study area population documented in the community profile:

- The study area contains a high concentration of minority groups, as the ethnic population of Hispanic or Latino is 84.6%, which is more than double the rate of Passaic County.
- The study area has a transit dependent rate of 40.8% of households, which is more than double the rate of Passaic County households. Passaic City is an urban center with public transportation and many residents in the study area may not need to rely on personal vehicles to meet their daily needs.
- Journey-to-work statistics for the study area show that more than half the population does not drive alone to work and is diversified in terms of its transportation modes to work, including public transportation, carpool, and walking.
- Of the 43.2% of the study area who speak English “less than very well,” 95.3% of those residents speak Spanish as their primary language. For this study, Spanish translations of all meeting materials and presentations will be necessary. Spanish translators at public outreach events will also be necessary.
- Those under 18 years old represented 32.2% of the population, compared to 24.1% in Passaic County and 21.9% in New Jersey.
- The poverty rates among the three age groups (Under 18, 18-64, 65 and Older) are higher in the study area compared to Passaic City and Passaic County. 40.4% of the study area population is in poverty, which is more than double the rate of Passaic County.
- Within the study area, 7.1% of the population lives with a disability. This rate falls below the New Jersey average of 10.5% and the United States’ average of 12.6%. 7.8% of Passaic City’s population lives with a disability and 8.8% of Passaic County’s population lives with a disability.

Per these findings, public outreach throughout the length of the LCD study and future phases will accommodate communication needs specific to the community’s demographics.

### 6.1 Environmental Justice

Title VI of the Civil Rights Act of 1964 and the 1994 President’s Executive Order (EO) on Environmental Justice (#12898) states that no person or group shall be excluded from participation in or denied the benefits of any program or activity utilizing federal funds. It is the policy of the FHWA that discrimination on the grounds of race, color, national origin, disability/handicap, sex, age, or income status shall not occur in any of its programs and activities regardless of whether or not those programs and activities are FHWA funded. Government agencies receiving Federal funding are required to address discrimination as well as the consequences of all of their decisions or actions that might result in disproportionately high and adverse environmental and health impacts on minority and low-income communities.

The essence of effective environmental justice practice is summarized in three fundamental principles:



- Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
- Ensure the full and fair participation by all potentially affected communities in the transportation decision-making process; and
- Prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

An Environmental Justice (EJ) assessment was conducted along with the development of the Main Avenue LCD Study Community Profile. Based on the EJ assessment, the study area ranks high in state, EPA region, and nation percentiles. The project study area contains minority and low-income populations that could disproportionately suffer from potential project-induced efforts. However, the Main Avenue LCD Study will focus on alternatives for implementing recommended improvements to improve functions of the corridor including travel safety, traffic flow, support for economic development, transit access, walkability, and other priorities. Based on the scope of work for this study, it is suggested that the Preliminary Preferred Alternative (PPA), when developed, will not result in disproportionately high and adverse impacts on the community.

## **7. Planned Outreach Efforts**

### General

A range of outreach efforts will be conducted throughout the LCD Phase and subsequent project phases to keep local officials, stakeholders, and the community engaged and well informed. Community outreach should strive to be as accessible, convenient, and engaging as possible. Traditional outreach, such as stakeholder meetings and Public Information Centers will be supplemented with interactive, innovative techniques like Pedestrian Safety Road Audits and temporary demonstration projects. Social media and a project website will be utilized to disseminate information as conveniently as possible. For all meetings, agendas, meeting summaries, handouts, PowerPoint presentations, and/or display boards will be prepared, as appropriate, to visually engage the audience. Comment cards will be distributed, collected, and summarized. To accommodate those with disabilities, all public events including PICs, stakeholder meetings, local officials' meetings, and road audit events will be held at ADA-accessible locations.

Per the key findings of the community profile, the study area contains a high concentration of minority groups reside within the project study limits. The ethnic population of Hispanic or Latino is 84.6%, which is more than double the rate of Passaic County. Of the 43.2% of the study area who speak English "less than very well," 95.3% of those residents speak Spanish as their primary language. For this study, Spanish translations of all meeting materials and presentations will be provided and a Spanish translator will be present at public meetings and outreach events, as necessary. EJ populations and youth engagement will also be a focus of outreach efforts.

As the study area contains an overrepresentation of residents in poverty, special attention will be made towards reaching residents of that demographic. Advertising and notifications for public events and project information will be posted in well-traveled public locations including bus stops, the train station, local businesses, and the local library. Paper copy mailings of

public meeting notifications and project information will also be sent to residents within 250' of the study corridor. The project team will also canvas door to door along Main Avenue and hand out meeting notices in advance of public events. Additionally, a link to the project website will be included on the local public library's main webpage and the City's website.

The community profile also indicated an overrepresentation of youth (under 18 years) within the study area. Special attention will be given to youth engagement including activities during public events and in-school outreach. Pedestrian Road Safety Audits performed will be held at schools within the study area as both a learning experience for students and to provide insight from the perspective of students and parents travelling the corridor.

### Public Survey

An online public survey will be developed to gather input on the public's experiences traveling along Main Avenue. The survey will include questions on how users of Main Avenue feel about walking, biking, driving and taking public transportation along the corridor. The survey will also prompt the respondents to share their ideas about what they would like to see on Main Avenue in the future. The survey will be available online through its own URL link and the project website in English and Spanish. To accommodate the needs of those without a computer or familiarity with the internet, paper copies in English and Spanish will be mailed to properties within 250 feet of the study corridor, which will be mailed along with the Public Information Center #1 meeting notice. The survey will also be posted on the Passaic City website and shared on social media through the City, County, and NJTPA with the intent of gathering responses via online presence.

A summary of the survey responses will be provided for the Project Team and presented at the Community Stakeholders Meetings and Public Information Center Meetings; and will be posted to the project specific web site. Results of the survey will be utilized to identify additional issues and public concerns of the public and stakeholders and assist with development of the purpose and need.

### Outreach to the Business Community and Property Owners

As this study encompasses Main Avenue in the Central Business District of Passaic, input from the property owners and business owners throughout the corridor is important for designing alternatives that appropriately meet the needs of the business community. Per the Passaic Enterprise Zone Development Corporation (PEZDC), there are approximately 200 businesses located on Main Avenue between Monroe Street and Pennington Avenue, and then approximately 50 businesses located on cross streets that are within 250 feet of Main Avenue. NOTE: these businesses are registered with PEZDC. Between Pennington Avenue and Gregory Avenue, which is not in the PEZDC limits, there are approximately 15-20 businesses. Additionally, there are approximately 190-200 property owners within 250 feet of the project limits, which does not include properties owned by the City of Passaic, New Jersey Schools Development Authority, or other local, county or state government agencies.

The project team determined that more input was needed from the business community and property owners after Stakeholder Meeting #1 (held December 2019) and Public Information Center #1 (held January 2020). To gather input exclusively from businesses and property owners, a survey will be developed and administered by mail, phone calls, and/or e-mail. This is a different survey from the public survey. Questions on the survey will be asked to

understand the needs of the business community and the future of Main Avenue from their perspective. The survey will also prompt the property owners and business community to share their ideas about what they would like to see on Main Avenue in the future.

#### Local Officials Meetings

In order to keep local leaders abreast of the projects development and obtain support for the recommended improvements, three (3) meetings will be held with local officials from the County and City of Passaic during the LCD Phase. The first meeting will serve as a project kickoff meeting and will introduce the project and preliminary existing conditions analysis to local officials. The second meeting will present findings from public outreach and data collection efforts and occur prior to the development of alternatives. The third meeting will present the selected PPA, in order to obtain resolutions of support.

#### Stakeholder Coordination Meetings

Identified project stakeholders will be asked to serve as an advisory body that will collaborate with the project team to provide guidance, input, and local insight. It is anticipated that two (2) stakeholder coordination meetings during the LCD phase at critical stages of the study: during development of the project purpose and need and during development of conceptual alternatives. At the first Stakeholder coordination meeting, the project approach and findings from the existing conditions analysis will be presented and project vision and goals will be discussed. After the meeting, the project team will understand project needs from the perspective of a wide range of stakeholders, which will be incorporated into the study's Purpose and Need. The second stakeholder coordination meeting will be held after the development of draft conceptual alternatives to solicit feedback and obtain input. Conceptual designs and recommendations will be revised based on stakeholder comments. It is anticipated that Stakeholder Coordination Meetings will be held directly in advance of Public Information Centers.

#### Public Information Centers

Public Information Centers will be held to keep the public well-informed of project developments, obtain public input, and keep the community involved in the project planning process. It is anticipated that two (2) Public Information Centers will be held following each Stakeholder Outreach Meeting, one after data collection/existing conditions analysis during development of the project Purpose and Need, and another during development of conceptual alternatives, prior to selecting a PPA. Public Information Centers will be advertised appropriately utilizing social media, website notifications, and mailed notifications. Notifications will be mailed to residents located within 250 feet of the project limits, along with anyone who signs up for notifications on social media or the project website. To maximize convenience and turnout, Public Information Centers may be held in conjunction with well-established and attended public events that will draw much broader community participation. Public Information Centers will include interactive activities for Limited-English Proficiency (LEP) populations, EJ populations, and children. The activities will be illustrative, interactive, hands-on, and provide Spanish translations for these populations.

#### Pedestrian Road Safety Audits

Pedestrian Road Safety Audits (PRSA) are a FHWA endorsed method to gather the local community and Subject Matter Experts to identify areas of concern and develop

recommendations within a roadway segment. The highlight of a PRSA is a walking audit of the corridor where the audit team evaluates conditions and develops potential treatments to improve conditions for bicyclists and pedestrians. As the youth in the study area (those under 18 years of age) was an overrepresented population group, PRSAs will be geared towards student and youth involvement. Youth involvement will not only allow the project team to understand the unique perspective the students are able to provide, but it will also give the students something to talk to their parents about, advancing the dissemination of information about the project and providing the students with the opportunity to be engineers and planners for the day. It is anticipated that two (2) PRSAs will be held during the data collection phase of the project, one specifically for students and another open to students, their parents and other community members. A presentation, handouts, and worksheets will be provided to participants in English and Spanish.

**Demonstration Project**

After development and refinement of conceptual alternatives, a temporary project will be implemented to demonstrate the benefits to stakeholders and the public. Demonstration projects are an exciting and fun way to engage the community and build support for the project. Residents, students, project stakeholders, and subject matter experts will be encouraged to participate and experience the benefits or challenges associated with a particular improvement. The project team will construct a temporary “pop-up” version of an improvement concept. To maximize public participation, this temporary installation double as the location of an information center or public event where boards are displayed, and the team members are present to answer any questions. The demonstration project is anticipated to be performed as part of the selection of the Preliminary Preferred Alternative.

Event	Anticipated Date	Major Objectives
Milestones: Project Kickoff, Begin Data Collection & Analysis		
Local Officials Meeting #1	October 2019	<ul style="list-style-type: none"> <li>- Introduce project, schedule, and Concept Development Process</li> <li>- Review approach to stakeholder outreach</li> <li>- Obtain input for Purpose and Need Statement</li> </ul>
Stakeholder Meeting #1	December 2020	<ul style="list-style-type: none"> <li>- Status update</li> <li>- Discuss Local Officials Briefing #1</li> <li>- Discuss Pedestrian Road Safety Audit dates and invitees</li> </ul>
Public Information Center #1	January 2020	<ul style="list-style-type: none"> <li>- Introduce project, schedule, existing conditions analysis, and findings from outreach efforts</li> <li>- Obtain input on potential alternatives and feedback on Draft Purpose and Need Statement</li> </ul>
Pedestrian Road Safety Audit (PRSA) Two (2) Events	November/December 2019	<ul style="list-style-type: none"> <li>- Public outreach walking event to identify community needs and safety concerns</li> <li>- Educate community and students about roadway safety</li> </ul>
Milestone: Project Purpose and Need Statement		
Milestone: Prepare Draft Conceptual Alternatives		
Local Officials Meeting #2 (See following section for alternatives for virtual engagement)	June 2020	<ul style="list-style-type: none"> <li>- Provide overview of Potential Alternatives and process of analysis</li> <li>- Provide update on schedule and public outreach efforts</li> </ul>
NJDOT Subject Matter Expert Meeting	June 2020	<ul style="list-style-type: none"> <li>- Provide overview of Potential Alternatives and process of analysis</li> <li>- Identify fatal flaws and revisions to conceptual alternatives based on SME input</li> </ul>

Milestone: Prepare Refined Conceptual Alternatives		
Stakeholder Meeting #2 (See following section for alternatives for virtual engagement)	September 2020	- Introduce Alternatives to Stakeholders, obtain input necessary to refine Alternatives and select a Preliminary Preferred Alternative - Provide information on safety improvements considered and assessment methods.
Public Information Center #2 (See following section for alternatives for virtual engagement)	September 2020	- Introduce Alternatives to the Public, obtain input necessary to refine Alternatives and select a Preliminary Preferred Alternative - Provide educational information on safety improvements considered
Temporary Demonstration Project	To be determined per state of COVID-19 Pandemic*	- Implement demonstration project highlighting an improvement that is included in the PPA - Obtain input and feedback on concepts implemented -*This is an outdoor event and will take place once COVID-19 pandemic is no longer restricting public outdoor activities
Local Officials Meeting #3	November 2020	- Present and obtain feedback on PPA - Discuss request for resolution of support
Milestones: Finalize Preliminary Preferred Alternative, Complete LCD, Advance Project to LPE		

## 8. Potential Virtual Engagement Strategies

Beginning in March 2020, the COVID-19 Pandemic temporarily changed the methods in which public involvement events and public meetings can be held, as people are required to be “socially distant” from others in their communities. This challenge has spurred conversation on how remaining meetings for this project are to be held if in-person meetings aren’t allowed.

### Virtual Public Engagement – Local Officials Meetings

If Local Officials Meeting #2 (LOM), scheduled to be held in June, requires project team members and invitees to continue to be socially distant, this meeting can be held remotely via a video conference call service. Sam Schwartz uses Microsoft Teams for video conference calling and can hold online meetings with the ability to share the meeting presentation with local officials. Alternatively, Zoom, another video conferencing application can be used to hold virtual meetings. Project team members can take turns controlling the presentation, and a live Q&A session can be held between the project team members and local officials. During the presentation and Q&A session, Sam Schwartz can encourage local officials to type their questions or comments into the live chat room, and then each question or comment will be addressed in the order received. As LOM #2 is invite-only, local officials will receive a link to the video conference call by email.

### Virtual Public Engagement – Stakeholder Meetings

If Stakeholder Meeting #2, scheduled to be held in September, requires project team members and invitees to continue to be socially distant, this meeting can be held remotely via Microsoft Teams, similar to the Local Officials Meeting. Alternatively, Zoom can be used to hold virtual meetings. Project team members can take turns controlling the presentation, and a live Q&A session can be held between the project team members and stakeholders. During the presentation and Q&A session, Sam Schwartz can encourage stakeholders to type their questions or comments into the live chat room, and then each question or comment will be addressed in the order received. As Stakeholder Meeting #2 is invite-only, stakeholders will receive a link to the video conference call by email. As local residents and

businesses within 250 feet of the Main Avenue corridor are to receive an invitation by mail, the invitation will contain a URL link to gain access to the meeting. Sam Schwartz will evaluate if access to this meeting will require a password.

#### Virtual Public Engagement – Public Information Centers

Virtual public engagement can be utilized to disseminate information and gather feedback for certain public meetings that remain for this project. Passaic's Mayor Hector Lora has a large Facebook following with thousands of followers. Mayor Lora uses his Facebook to post photos, news, share his thoughts, and conduct live broadcasts via Facebook Live. The project team could work with the Mayor to hold a virtual Public Information Center #2 via his Facebook Live, a meeting that was originally scheduled as an in-person meeting with the goal of introducing Main Avenue conceptual alternatives to the public and obtaining input necessary to refine the alternatives. Alternatively, Zoom, can be used to hold virtual meetings. To allow the public to provide their input on the alternatives, Facebook Polls could be available during the virtual meeting, giving the public the opportunity to "vote" on their preferred alternatives. The virtual meeting attendees would be encouraged to provide any comments regarding the alternatives by visiting the project website's comment form or sending an email to the project Gmail. This meeting would be no more than one hour, and people will be encouraged to submit questions or comments for six weeks after this meeting is held.

Mayor Lora and/or a member of the project team who speaks Spanish, would be needed for Spanish translation throughout the broadcast.

As local residents and businesses within 250 feet of the Main Avenue corridor are to receive an invitation to the Public Information Center by mail, the invitation will contain instructions on how to access the Facebook Live broadcast, including how to follow the Mayor's Facebook page, and the date and time of the broadcast.

Public involvement for this project has equitable approaches for all populations, including low income and minority. Studies by the Pew Center for Research and Transportation Research Board show that use of smart phones is higher among these populations.

### **9. Resolutions of Support**

At the end of the LCD Study, the project team will work with NJTPA to request a Resolution of Support for the PPA from the County and City of Passaic. The project team will introduce the requirements for obtaining Resolutions of Support for the PPA early in the process and maintain close coordination with local officials through regular meetings. Sample language will be provided for to consider when drafting resolutions.

## 10. Project Website, Social Media, and Project Branding

Public outreach must provide two-way communication strategies to foster stakeholder and public dialogue with the Project Team. Websites and internet-based media have become quick and easy-to-use resources that can facilitate a high-level of public engagement to support and enhance traditional in-person outreach methods. The project team will rely on the following platforms/strategies for effective outreach:

Project Website – A public facing project website will be created and function as a portal for all communications materials and serve as a comprehensive resource for LCD related activities, the latest news and updates, and meeting announcements. It is anticipated that the following deliverables will be made available on the project website:

- Project information, including a Project Information Sheet, project map, and background information
- Bilingual meeting notifications and project updates
- Meeting summaries and materials (including handouts, presentations, and display boards) from public and stakeholder meetings
- Mechanisms for public feedback
- Summaries of public feedback
- Project purpose and need statement
- Visual concept sketches of alternatives
- Alternatives Matrix

The website will be regularly maintained and updated to display the latest study information and will provide a mechanism for public feedback. The project website will also include an interactive Wikimap of the project limits that will allow users to identify locations of concern along the Main Avenue Corridor. Users can identify exact locations along the corridor where issues are occurring and describe the issue through a series of user-friendly entry fields.

Social Media – The use of social media will be leveraged to communicate with the public and provide a convenient, accessible source for public feedback. Project-specific social media accounts are not anticipated, but the project team will prepare a detailed schedule of social media posts that will be shared by NJTPA, Passaic County, the City of Passaic, and other appropriate organizations. The NJTPA will support and supplement outreach for the project through announcements and posts on its own social media accounts and website. Additionally, social media outreach will be coordinated with City of Passaic Honorable Mayor Hector C. Lora's active and known social media presence when appropriate. The combination of a project website and a project social media feeds allows for 24/7/365 community access to the project. It is important to note that any comments or issues sent through Twitter, cannot be accepted as public comments as determined by FHWA. As such, any issues received via Twitter will be sent a response to go to the project web site to submit written comments or to submit comments by mail, fax or email to the Passaic County project manager.

During the COVID-19 Pandemic, the project team is working with Mayor Lora to advertise this project through his Facebook Live account. As Mayor Lora notably uses Facebook Live for happenings around Passaic and announcements regarding COVID-19, Mayor Lora can utilize his strong social media following to gain public input on this project. In April 2020, the project team coordinated with the Mayor to produce a Facebook Live stream where he will provide

viewers an overview of the project website, including directions on how to access the Wikimap and public survey.

Branding – The project team will also establish consistent project branding, graphic design standards and design templates for each of the project's communications tools including social media, the project website, meeting materials, and presentations. This will include a project logo, which will be approved by NJTPA, the County, and the City. Graphic design standards maintain the overall visual and design consistency across all communications materials.

## **11. Public Outreach Summary**

Outreach activities and efforts will be transcribed in an outreach summary document that describes the activities and articulates community concerns, needs, correspondence, and preferences identified through the outreach efforts related to the Main Avenue corridor. The outreach summary document will be included in the Concept Development Report (CDR). Arterial will prepare the outreach summary document. The following are a list of anticipated public involvement deliverables:

- Project website - A public facing project website will be created and function as a portal for all communications materials and serve as a comprehensive resource for LCD related activities, the latest news and updates, and meeting announcements. The website will be regularly maintained and updated to display the latest study information and will provide a mechanism for public feedback.
- Project Information Sheet and Location Map - A Project Information Sheet handout will be prepared and distributed to attendees at the initial local officials meeting, community stakeholder group meetings, and Public Information Centers. Project Information Sheets include project status and schedule, and other information such as brief project history, project issues, project location map, project purpose and needs statement, and proposed concepts as appropriate and approved by the Project Managers from NJTPA and Passaic County. The Project Information/Fact Sheet will be updated as the project progresses to reflect the most up-to-date project information available and posted on the project website.
- Community Profile - A community profile was developed prior to the PIAP and illustrates neighborhood surrounding the Main Avenue corridor. The community profile provides a demographic analysis of the project study area, which includes four census tracts located within 250' of the center of Main Avenue between Monroe Street and Gregory Avenue.
- Comment forms – Blank comment forms will be made available for Public Information Center meetings, the project web site, community stakeholder meetings, and at the Local Officials Briefings so on-going public comment and input can be submitted and shared with the Project Team through this phase of the project.
- Presentations – Slideshows and associated handouts that are presented at public meetings and outreach events will be posted to the project website in English and Spanish.
- Reports/meeting minutes (for LOM, stakeholder, PRSA, PIC) – Meeting summaries will be prepared for all public meetings including local officials, stakeholder, PRSAs, and PICs. Meeting summaries will be reviewed by NJTPA and Passaic County before being made available on the project website.



- Wikimap – An interactive Wikimap of the project limits will be available for the public on the project website. The Wikimap will allow users to identify locations of concern along the Main Avenue Corridor.
- Survey – An online public survey will be developed to gather input on the public's experiences traveling along Main Avenue. The survey will be available online through its own URL link and the project website in English and Spanish and through paper copies mailed to residents within the project area. A summary of the survey responses will be provided for the Project Team and presented at the Community Stakeholders Meetings and Public Information Center Meetings; and will be posted to the project specific web site.
- Survey for Property Owners and Business Community – An additional survey will be developed to exclusively gather input from property owners and Main Avenue businesses to understand the needs of the business community and the future of Main Avenue from their perspective. The survey will also prompt the property owners and business community to share their ideas about what they would like to see on Main Avenue in the future. A summary of the survey responses will be provided for the Project Team and presented at the Community Stakeholders Meetings and Public Information Center Meetings.
- Summary of public comments – Throughout the study, the Project Team will summarize public responses and comments, report findings to NJTPA and Passaic County, and post public comment summaries to the project website.
- Materials for PRSA – PRSA materials including a presentation, workbook, and informational materials will be deiminated at PRSA events and posted to the project website.
- Bilingual notices of public meetings – Meeting notices will be prepared in both English and Spanish and will be mailed to stakeholders and residents within the project area, posted at public locations throughout Passaic, and posted to the project website and appropriate social media.
- Materials for Demonstration project – Near the conclusion of the project, the project team will plan for, construct, and implement a temporary demonstration project, which incorporates a physical improvement recommended as part of the Preliminary Preferred Alternative. The project team will coordinate with NJTPA, Passaic County, the City of Passaic, and local law enforcement to implement the project. The public will be given an opportunity to learn about and provide input on the demonstration project.
- Database of stakeholders – A database of stakeholder contact information will be developed and maintained by the project team. The database will be modified as additional relevant stakeholders are identified.
- PIAP Document – This Public Involvement Action Plan will be updated as appropriate throughout the course of Concept Development. At the end of the local CD Phase, the project team will modify the PIAP to include activities for the Preliminary Engineering Phase.