

Comprehensive Outreach Program

Ensure stakeholders have a voice in the process

- Stakeholder Working Group
 - Neighborhood and business leaders
- Elected Officials Roundtable
 - Brief elected officials at key milestones throughout the process
- Community open houses
 - Introduce study & process
 - Review alternatives findings
 - Gauge acceptance
- Conduct Business Impact Assessment

Business Impact Assessment

Objective

- Use market research to define effects of alternatives on local businesses

Process

- Conduct local business interviews
 - Business conditions
 - Circulation/access
- Market Research
 - Economic data, such as employment and sales

Schedule

- Conduct Market Research Report on baseline conditions (fall 2011)
- Combine assessments of possible business impacts with study alternatives (early 2012)
- Finalize report (fall 2012)

Study Schedule

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Data Collection.....	> Mid/Late 2011
Business Interviews	> Mid/Late 2011
Convene Stakeholder Committees	> Mid/Late 2011
Initial Public Meeting	> Late 2011
Alternatives Development/Analysis	> Early 2012
Preliminary Environmental Study	> Late 2012
Follow-Up Public Meetings	> Mid 2013
Preparation of Final Report	> Mid 2013