



# APPENDIX C



## I-11 Las Vegas Metropolitan Area

### PEL Study Agency Coordination and Public Involvement Summary

Nevada Department of Transportation  
Las Vegas, Nevada

April 29, 2022



## Contents

1	Study Background and History .....	2
1.1	Agency Coordination and Public Involvement .....	2
2	Identification of Target Audiences.....	3
2.1	Property Owner Database.....	3
2.2	Online Contact Database .....	3
3	Key Messages and Brand Development.....	4
3.1	Brand Development .....	4
4	Outreach and Engagement Tools .....	5
4.1	Social Media.....	5
4.2	Study Website .....	5
4.3	Bilingual Meeting Materials (English and Spanish).....	5
4.3.1	PowerPoint Presentation.....	5
4.3.2	Display Boards .....	6
4.3.3	Handouts .....	6
4.4	Study Email .....	6
4.5	Stakeholder Email Distributions (Eblasts).....	6
4.6	Study Hotline .....	6
5	Bilingual Public Involvement activities .....	7
5.1	In-Person Public Information Meetings .....	7
5.2	Telephone Town Halls .....	8
5.3	Virtual Public Meetings.....	8
5.4	Online Comment Map .....	8
6	Stakeholder and Agency Coordination .....	8
6.1	TAC Participating Agencies .....	9
6.2	CWG Participating Agencies.....	9
6.3	Cooperating and Participating Agencies.....	10
6.4	Individual Agencies and Stakeholders .....	11
7	Key Public Engagement Periods .....	11
7.1	Public and Agency Scoping .....	11
7.2	Corridor Alternatives Development.....	15
7.3	Draft PEL Study Report.....	20
8	Meeting Notifications.....	21
9	Public Comments .....	21

## Tables

Table 3-1.	Study Messaging Matrix .....	4
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## Figures

Figure 3-1 Original TEIS logo and updated I-11 PEL logo .....	5
Figure 4-1 Summary of Public Engagement Tools .....	7
Figure 5-1 Public Information Meeting September 1, 2021 .....	7
Figure 7-1: Key Public Comment Periods .....	11
Figure 7-2: Comment Map Results for the TEIS .....	14
Figure 7-3: Online Meeting Comment Results for the TEIS .....	15
Figure 7-4 Summary of Public Engagement Results .....	16
Figure 7-5: Comment Map Results during PEL Study .....	18
Figure 7-6: Online Meeting Comment Results by Theme: July – August 2021 .....	19
Figure 7-7 Online and In-Person Public Engagement Summary .....	20

## ATTACHMENTS

Attachment A: Public Outreach and Agency Plan

Attachment B: Stakeholder Contact Lists

Attachment C: Social Media Strategy and Posts

Attachment D: Collateral and Print Materials

*By the Numbers*

*Fact Sheet*

*FAQ Sheet*

*Comment Cards*

*Mailer*

Attachment E: Eblasts

Attachment F: Public Meetings

*Meeting Transcripts*

*Attendee Lists*

*Comment Cards*

*Comments Received (Email, Voicemail, Surveys, Web, In-Person, and Comment Map)*

Attachment G: Advertisements and Notices

# 1 STUDY BACKGROUND AND HISTORY

The Nevada Department of Transportation (NDOT), in cooperation with the Federal Highway Administration (FHWA), has determined that a Planning and Environmental Linkages (PEL) Study is an appropriate planning tool for the purpose of identifying and recommending a corridor alternative for the Interstate I-11 through the Las Vegas metropolitan area. A PEL is a study process that is used to identify transportation issues, priorities, and environmental concerns, and to make planning decisions. Originally considered for a Tier 1 Environmental Impact Statement (TEIS), the transition to a PEL Study was made in January 2021.

A broad-based public outreach began in summer 2021 with the completion of the Draft Alternatives Development Report (ADR). The initial public involvement goal was to gather feedback on the corridor alternatives, understand public opinion, and address any community



concerns or issues. The final round of public outreach in spring 2022 provides an opportunity to review the draft PEL Study and study recommendations.

## 1.1 AGENCY COORDINATION AND PUBLIC INVOLVEMENT

The communication tools and tactics created for the I-11 PEL Study addressed the diversity of communities and stakeholders within the study limits, while accounting for communications stressors induced by COVID-19. A combination of traditional media, newer technologies, and grass roots efforts were implemented to ensure a broad reach. Understanding the ideas, perspectives, and questions of key stakeholders throughout the PEL Study was critical to build support and rapport during the public outreach process. Public education and communications were important components of the overall process in achieving the following objectives:

- Maintain an equitable, open, and transparent planning process
- Provide consistent, accurate, and timely communication
- Inform, educate, and seek feedback for all interested stakeholders
- Build and maintain relationships
- Foster understanding about the study
- Address concerns promptly

A *Public Outreach and Agency Plan* (see **Attachment A**) was created as a roadmap to include a timely public outreach approach of key activities and tools to educate and engage audiences at project milestones. The following components were key elements in the *Public Outreach and Agency Plan*.

- **Identification of Target Audiences:** The I-11 study team identified a diverse and equitable group of stakeholders and organizations who were either potentially interested, impacted, and/or influential in the study. These contacts were asked to be proactive partners and disseminate valuable information to their larger audiences to build awareness and understanding.
- **Key Messages & Brand Development:** The I-11 study team established clear and concise key messages and developed a strong brand identity, including creating a study logo and website. As the study evolves, stakeholders will be notified of changes via email, mailers, social media, public information meetings, and other outreach tools.
- **Creation of Outreach and Engagement Tools:** Communication tools included a wide range of traditional tactics such as in-person public meetings, collateral materials, and media relations combined with online tools such as online meetings, an interactive comment map, and social media.
- **Implementation of Public Engagement Activities:** Timely implementation of communication efforts ensured that all parties were effectively educated and informed at key study milestones to offer input, as appropriate, on the corridor alternatives under consideration. These activities have also kept the I-11 discussion going within the Las Vegas region as the study proceeds to the next phase.



The intent of pairing traditional outreach tools and newer technologies was to reach as many stakeholders as possible and to proactively seek input from traditionally under-represented groups and those who are historically unlikely to participate in public engagement dialogue.

## 2 IDENTIFICATION OF TARGET AUDIENCES

### 2.1 PROPERTY OWNER DATABASE

The property owner database was established consisting of all property owners/occupants who resided within ¼-mile of each side of a corridor alternative. The contacts in the database received information about the I-11 study efforts and were encouraged to participate in public outreach opportunities.

### 2.2 ONLINE CONTACT DATABASE

An online contact database was created to include and manage a diverse group of regional and local stakeholders, organizations, study partners, and property owners who may be interested, impacted, and influential. The team used Zoho, an online customer relationship management (CRM) software program, as the study's contact management tool to add, update, and track comments from stakeholders. Following is a sampling of key study stakeholders.

- Nevada Department of Transportation Board & Management, Title VI, Environmental Justice (EJ), and Limited English Proficiency (LEP)
- Traditionally underserved communities
- Businesses and economic development
- Agency & government officials
- FHWA
- Regional Transportation Commission of Southern Nevada
- Clark County
- City of Las Vegas
- City of North Las Vegas
- City of Henderson
- Boulder City
- National Park Service (NPS)/Lake Mead National Recreation Area
- Nellis Air Force Base
- Las Vegas Convention and Visitors Authority
- Bureau of Reclamation (USBR)
- Bureau of Land Management (BLM)
- Nevada Resort Association
- Property Owners
- Major employers and their staff
- Community/civic organizations
- Environmental leaders
- Historic preservation groups
- Active transportation advocates
- Neighborhood associations
- Chambers of Commerce
- Educational institutions and their students and staffs
- Special interest groups
- Resource agencies
- Healthcare facilities
- First responders
- Local and regional media
- Jurisdictional, partner agency and utility Public Information Offices (PIOs)



The complete stakeholders contact list for the I-11 PEL Study (including the TEIS phase) can be found in **Attachment B**.

### 3 KEY MESSAGES AND BRAND DEVELOPMENT

A matrix of high-level messaging was created initially for the TEIS and later amended for the Las Vegas metropolitan area PEL Study with broad messaging for all audiences. The public comment period for the draft PEL Study will educate the community on the findings related to each corridor alternative, and potential changes necessary to meet interstate system design standards. Table 3-1 shows the overarching benefit statements for this study.

**Table 3-1. Study Messaging Matrix**

Topics/Issues	Primary Audience Messaging and Goals
Background	<ul style="list-style-type: none"> <li>I-11 corridor is envisioned as a new major north-south multimodal corridor that will provide the following:                             <ul style="list-style-type: none"> <li>Enhanced transportation mobility and goods movement</li> <li>Create a foundation for robust economic vitality for the region</li> <li>Create one contiguous I-11 corridor</li> </ul> </li> </ul>
Public Comment Period	<ul style="list-style-type: none"> <li>Identify and define corridor alternatives</li> <li>Identify potential impacts to our community's resources</li> <li>Identify study-related concerns through the proactive partnership of various agencies and local entities</li> </ul>
Goal	<ul style="list-style-type: none"> <li>Identify a recommended I-11 corridor extending through the Las Vegas metropolitan area, between the Arizona border on US 93* and the vicinity of Kyle Canyon Road on US 95</li> <li>Identify a single corridor along which to designate the future I-11</li> </ul>
High-Capacity Corridor Transportation Corridor	<ul style="list-style-type: none"> <li>Provide a high-capacity, access-controlled transportation corridor</li> </ul>
Improved Access	<ul style="list-style-type: none"> <li>Improve access to activity centers within the Las Vegas Valley</li> </ul>
Reducing Travel Congestion**	<ul style="list-style-type: none"> <li>Support enhanced regional mobility by reducing congestion and improving travel efficiency</li> </ul>
Efficient Mobility	<ul style="list-style-type: none"> <li>Facilitate efficient mobility for emergency access, evacuation, and national defense</li> </ul>
Continuous I-11	<ul style="list-style-type: none"> <li>Provide the congressionally mandated link through the Las Vegas valley for a continuous I-11 corridor that connects major metropolitan areas and markets in the Intermountain West Corridor with Mexico and Canada</li> </ul>

**Notes**

\*This message changed in October 2021 to the "Henderson Interchange"

\*\*This message changed in late 2021 to explain to stakeholders that the identification of I-11 did not warrant additional lanes, rather the project may include updated signage and construction improvements to upgrade roadways to meet Interstate System design standards.

#### 3.1 BRAND DEVELOPMENT

HDR worked closely with the I-11 study team to develop several options for a study logo and color palette that was narrowed down to an approved brand logo. Once established, the new brand was used on the study website and all project materials (e.g., meeting minutes, agendas, fact sheets, eblasts, etc.). The logo and materials were updated upon initiation of the PEL Study. Figure 3-1 includes both project logos from the inception of the project as the TEIS.





Figure 3-1 Original TEIS logo and updated I-11 PEL logo

## 4 OUTREACH AND ENGAGEMENT TOOLS

Study outreach involved a wide spectrum of engagement tools to interact with and gather feedback from stakeholders and the overall public. Each engagement tool had a specific goal to reach audiences within the study area, diverse populations, and disadvantaged or disabled groups. Discussion of the engagement tools used in the outreach process follows.

### 4.1 SOCIAL MEDIA

Existing NDOT district social media accounts were leveraged to dispense key messages and encourage engagement with target audiences using zip codes to advertise to areas near the corridor alternatives. The social media strategy also communicated public engagement opportunities and educated stakeholders on the study's progress. Social media activity was scaled up and down according to the study milestones and types of activities occurring. A copy of the social media strategy, posts, and schedule can be found in **Attachment C**.

### 4.2 STUDY WEBSITE

The study website [i11NV.com](http://i11NV.com) was developed, launched, and updated as the study's main source of information, offering the public and project team 24/7 access to current information and documents related to the study. It provided a central, consistent source of information and updates intended to educate the public about the study and provided an opportunity for input, including information on how to participate in public meetings.

### 4.3 BILINGUAL MEETING MATERIALS (ENGLISH AND SPANISH)

#### 4.3.1 PowerPoint Presentation

The I-11 study team developed PowerPoint presentations for use at the public information meetings and stakeholder meetings. These were also made available on the study website after each meeting.



### 4.3.2 Display Boards

Nearly twenty display boards were created for the in-person public meeting during the PEL Study and included a variety of information, including the purpose of the study, study area maps, and information related to how to comment and engage during the study.

### 4.3.3 Handouts

The I-11 study team created handouts, comment cards, frequently asked questions (FAQs), and fact sheets available online and at in-person events that were available in English and Spanish. Copies of the handouts are included in **Attachment D**.

## 4.4 STUDY EMAIL

For additional feedback and ideas, the public was encouraged to communicate with the I-11 study team via the study-specific email at [info@i11nv.com](mailto:info@i11nv.com). A matrix of the comments received via email is included in **Attachment E**.

## 4.5 STAKEHOLDER EMAIL DISTRIBUTIONS (EBLASTS)

The TEIS and I-11 PEL Study were supported by the development and distribution of mass emails to more than **900 stakeholders** on the study's distribution list to inform them of public engagement opportunities, educate them of corridor alternatives and any updates, and how to comment on the study. Copies of eblasts are included in **Attachment E**.

## 4.6 STUDY HOTLINE

A study hotline (702-472-8018) was established and set up for interested stakeholders and the local public to call for project information. The hotline hosted a pre-recorded message and directed callers to the website to stay informed regarding the timeliest information. Each inquiry was added to the Zoho tracking management system for monitoring and documentation. Figure 4-1 summarizes stakeholder engagement analytics, noting metrics shown are for the duration of the study which began in 2019.







Figure 4-1 Summary of Public Engagement Tools

## 5 BILINGUAL PUBLIC INVOLVEMENT ACTIVITIES

### 5.1 IN-PERSON PUBLIC INFORMATION MEETINGS

To meet the intent, guidelines, and requirements of Title VI, environmental justice, the Americans with Disabilities Act (ADA), and Limited English Proficiency (LEP), several standards were in place for each public meeting. Every public meeting was recorded by a court reporter. Individual comments to the court reporter were encouraged before and during the meeting. Materials at the meetings were provided in English and Spanish and a translator was available throughout each in-person meeting. Anyone needing assistance with ADA accommodations or limited English proficiency were accommodated by contacting NDOT’s public involvement specialist.

Figure 5-1 includes photos from the in-person public information meeting held at the Centennial Hills Community Center and YMCA.



Figure 5-1 Public Information Meeting September 1, 2021

## 5.2 TELEPHONE TOWN HALLS

Bilingual telephone town halls were used to engage the various communities in the Las Vegas metropolitan area, specifically those without internet access. These events are conducted remotely, making them an ideal tool for participants working from home or in separate locations to simply call-in the phone line in either English or Spanish to have their questions answered and submit comments.

## 5.3 VIRTUAL PUBLIC MEETINGS

COVID-19 presented many challenges for public outreach and engagement when most public gatherings were halted. To keep the study moving forward, virtual meetings were implemented to allow users a safe place that they could access study information from the comfort of their home or office. ADA requirements ensured accessibility by all audiences as each online meeting site was designed with color-contrast, type size, and assistive technology in mind. A translation widget was also incorporated to allow each user to select the language of their choice.

## 5.4 ONLINE COMMENT MAP

Visitors are more likely to stay on a website and remain engaged when there are interesting and playful elements, therefore an interactive comment map was provided where guests could leave a general comment or a corridor-specific comment. Moreover, visitors were able to view previously entered comments and identify if they agreed or disagreed with the comments made.

- Online Public Information Meeting 2020: **386 map comments**
- Online Public Information Meeting 2021: **124 map comments**

# 6 STAKEHOLDER AND AGENCY COORDINATION

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The communications program was designed to engage technical experts, elected officials, key community members, and stakeholders at essential decision points or milestones before extending the discussion to the regional public. The tiered strategy allowed the I-11 study team to better set expectations, control study messaging, and use key stakeholders as a conduit to the greater public. Stakeholder coordination, the heart of the program, was managed by working with a Technical Advisory Committee (TAC) that includes study team and agency representatives, a Community Working Group (CWG) that includes community, business, advocacy, residential representatives; a group of cooperating and participating agencies; local jurisdiction Public Information Officers (PIOs); and district liaisons. The study team continued to meet with key stakeholders to assemble as much data as possible and to inform and seek feedback from all interested parties regarding study updates and refinements to the corridor alternatives and options.



## 6.1 TAC PARTICIPATING AGENCIES

The TAC includes representatives from key agency stakeholders in the study area, including engineers, planners, and technical representatives, as well as resource agency representatives from federal, state, local agencies, and potentially affected tribes. The TAC included, but was not limited to, representatives from the following organizations:

- NDOT (Project Management, Environmental Services, Planning, Roadway, Structure, Hydraulics, Right of Way, Multimodal/Programming, Traffic Operations, Traffic Information, and Communications)
- Federal Highway Administration (FHWA), Bureau of Land Management (BLM), and Regional Transportation Commission of Southern Nevada (RTCNS)
- Boulder City, Henderson, North Las Vegas, City of Las Vegas, and Clark County Public Works
- Nellis Air Force Base
- NPS/Lake Mead National Recreation Area
- Regional Flood Control District, USBR, Southern Nevada Water Authority

## 6.2 CWG PARTICIPATING AGENCIES

The CWG includes representation from low-income, disabled, and minority communities, limited English proficiency speakers, major businesses, minority chambers of commerce, educational institutions, healthcare facilities, and other key stakeholder groups representing sectors of the community and multiple jurisdictions. The CWG included, but was not limited to, representatives from the following:

- Regional Transportation Commission
- Nevada Trucking Association
- Southern Nevada Enterprise Community (SNEC)
- Las Vegas Global Economic Alliance
- Nevada Resort Association
- Las Vegas Metro Chamber
- Boulder City Chamber of Commerce
- North Las Vegas Chamber of Commerce
- Henderson Chamber of Commerce
- Urban Chamber of Commerce
- Las Vegas Latin Chamber
- Las Vegas Asian Chamber of Commerce
- Homeowners' Associations (HOAs)
- District and Community Liaisons
- Jurisdictional and Agency Partner Public Information Officers



## 6.3 COOPERATING AND PARTICIPATING AGENCIES

Appropriate agencies were invited as Cooperating or Participating Agencies regarding the Environmental process. These groups include the following.

### Cooperating Agencies

- U.S. Environmental Protection Agency (EPA), Region 9
- BLM
- U.S. Department of the Interior (DOI), NPS and Lake Mead National Recreation Area
- U.S. Department of Defense (DOD), Nellis Air Force Base
- U.S. Army Corps of Engineers (USACE)
- DOI, U.S. Fish and Wildlife Service (USFWS)
- USBR
- Bureau of Indian Affairs
- Federal Transit Administration (FTA)
- Federal Aviation Administration (FAA)
- Federal Emergency Management Agency (FEMA)
- U.S. Department of Housing and Urban Development (HUD)
- Nevada Department of Conservation and Natural Resources, State Historic Preservation Office
- Regional Transportation Commission of Southern Nevada
- City of Las Vegas
- City of Henderson
- City of North Las Vegas
- City of Boulder City
- Clark County

### Participating Agencies

- Clark County Regional Flood Control District
- Clark County Department of Air Quality and Environmental Management
- Clark County Department of Aviation
- Southern Nevada Water Authority
- Las Vegas Valley Water District
- Las Vegas Convention and Visitors Authority
- Nevada Department of Wildlife
- Nevada Department of Conservation and Natural Resources Division of Environmental Protection
- Nevada Department of Conservation and Natural Resources, Division of State Lands
- Nevada Department of Conservation and Natural Resources, Division of State Parks
- Nevada Department of Conservation and Natural Resources, Division of Forestry
- Nevada Highway Patrol
- Nevada National Guard
- Governor's Office of Economic Development



- Moapa Band of Paiutes
- Las Vegas Paiute Tribe
- Department of Energy, Western Area Power Administration
- Public Utilities Commission of Nevada

## 6.4 INDIVIDUAL AGENCIES AND STAKEHOLDERS

- First Solar
- Henderson Development Association
- Landwell Company
- Las Vegas Wash Coordination Committee
- Nevada Freight Advisory Committee

# 7 KEY PUBLIC ENGAGEMENT PERIODS

There were several opportunities for stakeholder and public engagement during the TEIS and PEL (see Figure 7-1) at key decision-making stages though ongoing local/regional stakeholder engagement, using a series of public engagement activities.

Planning for the online meeting, telephone town hall, and all public meetings was a collaborative effort between the I-11 study consultant public involvement team and NDOT staff to ensure the meeting format, time, and date were aligned to fulfill the intended purpose of the meetings. Although the PEL is not a NEPA study, the public involvement efforts mirrored the process used by FHWA and NDOT for NEPA projects as it related to the study.



Figure 7-1: Key Public Comment Periods

## 7.1 PUBLIC AND AGENCY SCOPING

**November 2019 through December 2020:** The initial goal of public engagement was to educate and build awareness for the study, build support for the TEIS, and initiate conversations with local agencies and the community regarding the three initial corridor alternatives (Western,



Central, and Eastern). In total, **437 comments** were received during this phase which included comments during the online and telephone meeting, website inquiry form, project email, and hotline.

## **Individual Agency Stakeholder Meetings**

### **NATIONAL PARK SERVICE / LAKE MEAD NATIONAL RECREATION AREA**

March 26, 2020

August 27, 2020, and September 3, 2020

### **NELLIS AIR FORCE BASE**

March 27, 2020

July 21, 2020

### **CITY OF LAS VEGAS**

April 8, 2020

December 2, 2020

January 21, 2021

### **BUREAU OF LAND MANAGEMENT**

June 4, 2020

July 15, 2020

August 21, 2020

August 26, 2020

### **BUREAU OF RECLAMATION**

June 5, 2020

July 22, 2020

### **FIRST SOLAR**

June 11, 2020

August 24, 2020

### **HENDERSON DEVELOPMENT ASSOCIATION**

June 25, 2020

### **CLARK COUNTY DEPARTMENT OF AVIATION**

July 2, 2020 (written communications)

### **CITY OF HENDERSON**

August 4, 2020

### **CITY OF NORTH LAS VEGAS**

August 5, 2020



**CLARK COUNTY**

August 12, 2020

November 24, 2020

**LANDWELL DEVELOPMENT MEETING**

September 16, 2020

**SOUTHERN NEVADA WATER AUTHORITY AND LAS VEGAS VALLEY WATER DISTRICT**

September 24, 2020 (written communications)

**BUREAU OF INDIAN AFFAIRS**

September 28, 2020

October 5, 2020

**NEVADA FREIGHT ADVISORY COMMITTEE**

November 3, 2020

**NEVADA DEPARTMENT OF INTERIOR BUREAU AGENCIES**

November 12, 2020

**Group Stakeholder Meetings**

- **TAC Meeting #1 TEIS**
  - November 12, 2019
  - Location: RTC Southern Nevada – This meeting was in preparation for a meeting with Arizona Department of Transportation (ADOT) and to discuss the approach to the study from NTP to NOI in Nevada.
- **TAC Meeting #2 TEIS**
  - March 12, 2020
  - Location: RTC Southern Nevada – This meeting was to educate and build awareness and support for the EIS and alternatives, develop purpose and need, and to set TAC roles and expectations.
- **C&P Agency Meeting #1 TEIS**
  - May 12, 2020
  - Virtual Meeting: The purpose of this first meeting was to educate, build awareness and support for TEIS and alternatives, further develop purpose and need, and to set C&P roles and responsibilities.
- **CWG Meeting #1 TEIS**
  - May 28, 2020
  - Virtual Meeting: The discussion with the CWG provided the study team deeper insight into local interests and concerns with a future I-11, such as congestion relief, economic development, and preservation of communities.

**Online Public Information Meeting**



July 31 – August 31, 2020  
 Location: [i11nv.com](http://i11nv.com)

**COVID-19 and local mandates required all public engagement during 2020 to be held virtually.** On July 31, 2020, NDOT launched a 30-day comment period including an online public information meeting to obtain comments on the initial set of corridor alternative options under consideration for I-11, including the Western Corridor Alternative (I-215 and CC 215), the Central Corridor Alternative (I-515 and US 95), and the Eastern Corridor Alternative. The online meeting, hosted on i11nv.com, was active and live 24/7 for 30 days from July 31, 2020, through August 31, 2020. There were more than 1,300 on-line meeting visitors during the 30-day period and 188 on-line surveys were completed. Figure 7-2 shows the interactive comment map that was available at the online meeting on i11nv.com during the public comment period, while Figure 7-3 shows primary themes of comments received.

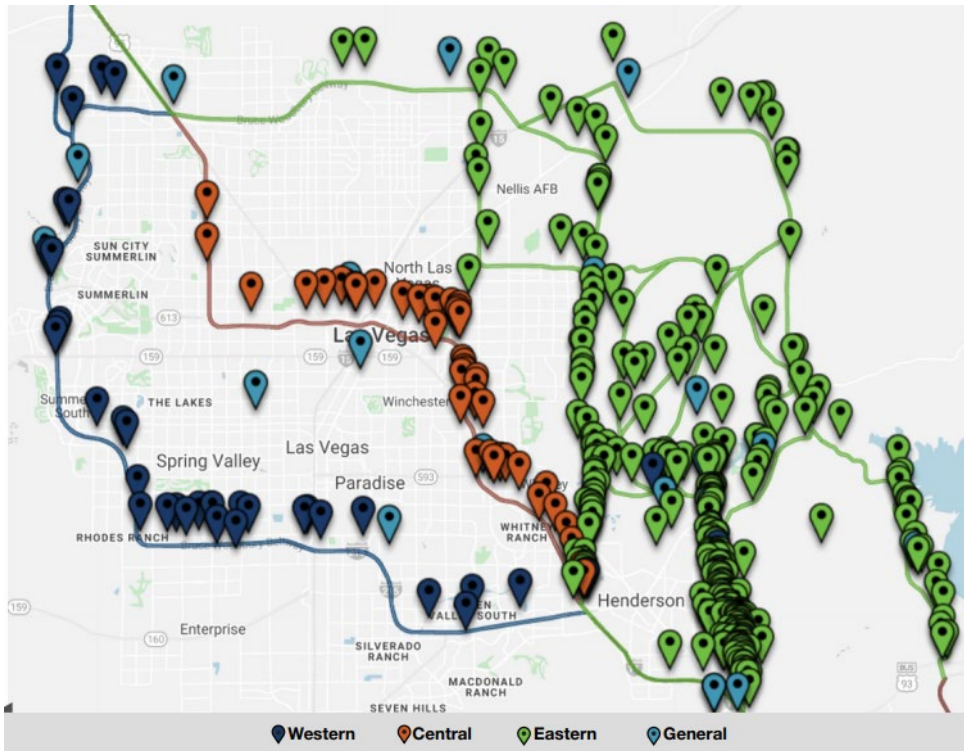


Figure 7-2: Comment Map Results for the TEIS



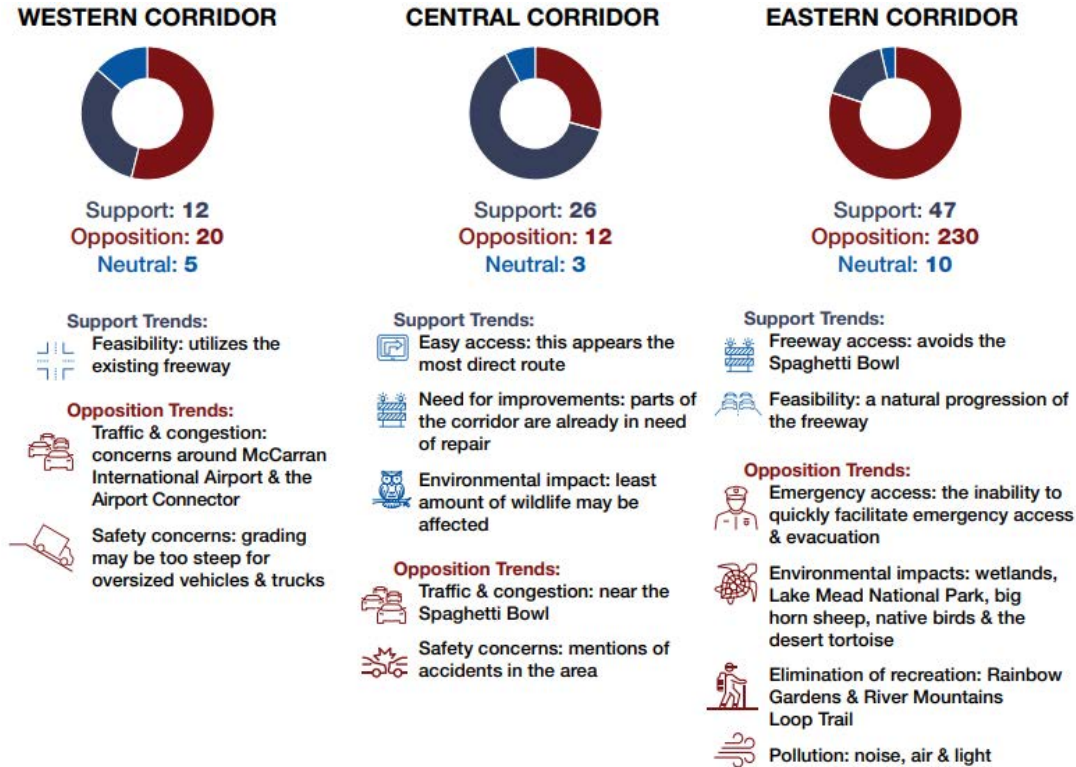


Figure 7-3: Online Meeting Comment Results for the TEIS

### Bilingual Telephone Town Hall

August 27, 2020  
95 Attendees

This tool was used to engage the various communities in Las Vegas, specifically those without internet access to interact with the Study team, ask questions, and submit feedback.

## 7.2 CORRIDOR ALTERNATIVES DEVELOPMENT

**January 2021 through September 2021:** Upon completion of the Draft Alternatives Development Report (ADR) which identified a Central and Western corridor alternative to advance in the PEL analysis, NDOT commenced broad-based public outreach in Summer 2021.

Starting in Spring 2021, ongoing coordination with stakeholders began with virtual meetings to inform them about the transition from the TEIS to a PEL study and the elimination of the Eastern Corridor Alternative. The public had a variety of ways to submit feedback on the corridor alternatives such as email, regular mail, through the online meeting and comment map, voicemail, and using various methods at the in-person public meetings. In total, **306 comments** were received during this key phase of engagement. A summary of all the public engagement tools used during the study is shown in Figure 7-4.



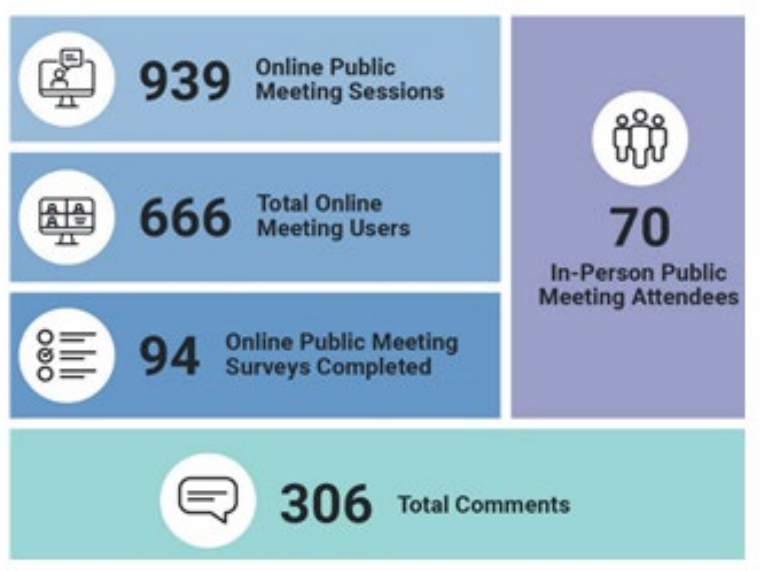


Figure 7-4 Summary of Public Engagement Results

### Individual Agency Stakeholder Meetings

#### LAS VEGAS WASH COORDINATION COMMITTEE MEETING

January 26, 2021

#### NEVADA DIVISION OF ENVIRONMENTAL PROTECTION

January 27, 2021

#### LOW LEVEL WASTE STAKEHOLDERS' FORUM

February 3, 2021

#### Regional Flood Control District

July 15, 2021

#### Southern Nevada Water Authority

July 28, 2021

#### Henderson Development Association

September 9, 2021

### Group Stakeholder Meetings

- **Agency Meeting #1 I-11 PEL Study**

- June 16, 2021
- Virtual Meeting: Discussion with the agencies provided them with updated information on the study and let them know about the upcoming engagement opportunities.



- **TAC Meeting #1 I-11 PEL Study**
  - June 24, 2021
  - Virtual Meeting: Discussion provided the TAC with updated information on the study and let them know about the upcoming engagement opportunities.
  
- **CWG Meeting #1 I-11 PEL Study**
  - June 29, 2021
  - Virtual Meeting: Discussion provided the CWG with updated information on the study, let them know about the upcoming engagement opportunities, and encouraged them to let their constituents and colleagues know.
  
- **Stakeholder Meeting #2 (TAC and C&P combined) I-11 PEL Study**
  - October 12, 2021
  - Virtual Meeting: Meeting presented findings on public comment period and further discussed and identified gaps to inform the draft PEL.
  
- **CWG Meeting #2 I-11 PEL Study**
  - October 19, 2021
  - Virtual Meeting: Meeting presented findings on public comment period and further discussed and identified ways the working group could assist in helping NDOT reach a broader audience.
  
- **Commissioner Michael Naft Briefing**
  - November 9, 2021
  - Virtual Meeting: Discussion at the request of Clark County Commissioner Naft's office to provide more insight as he was unsure that the Eastern Corridor Alternative had been eliminated.
  - Outcome: Agency noted they would follow up as needed

### Online Public Information Meeting

August 17 – September 30, 2021

In August 2021, NDOT launched an online public information meeting to obtain additional comments on the remaining corridor alternatives under consideration for I-11, the Western Corridor Alternative, and the Central Corridor Alternative. The online meeting, hosted on i11nv.com, was active and live 24/7 for 45 days from **August 17, 2021, through September 30, 2021**. The meeting had more than **939 meeting visitors** during the 45-day period and 95 online surveys were completed. Figure 7-5 shows the interactive comment map that was available during the online meeting on i11nv.com, while Figure 7-6 displays primary themes of comments received.



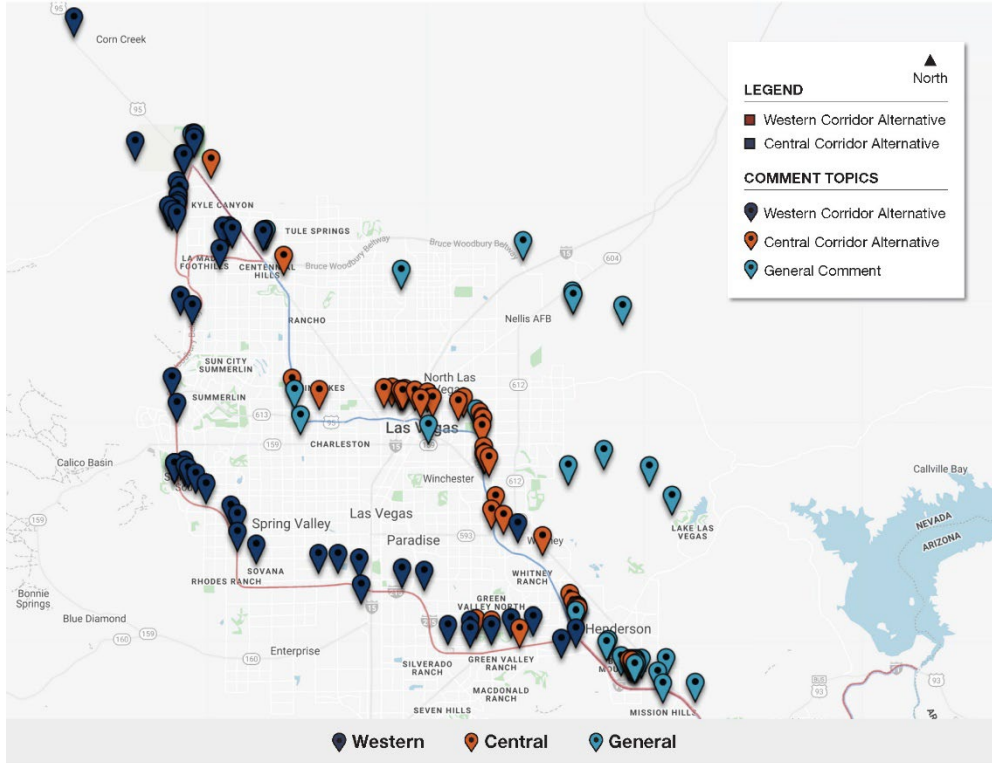


Figure 7-5: Comment Map Results during PEL Study

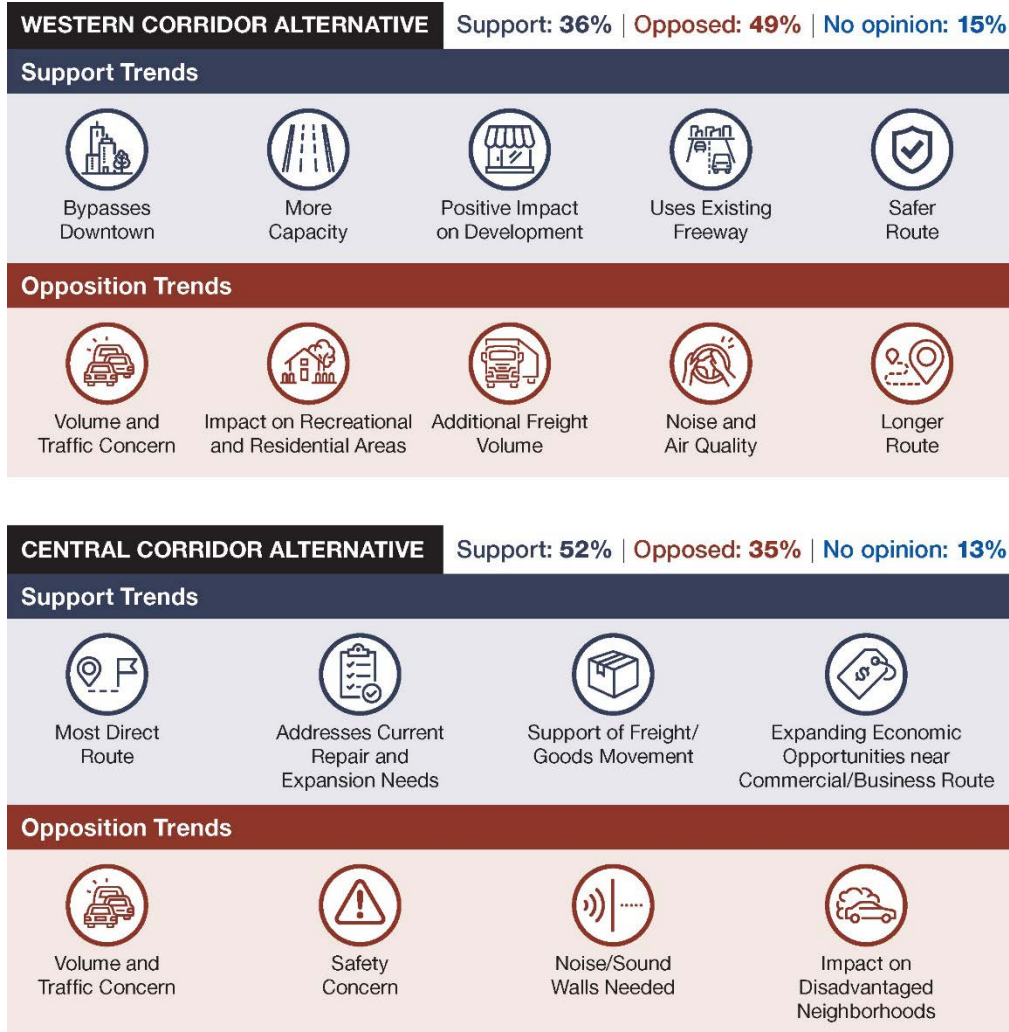


Figure 7-6: Online Meeting Comment Results by Theme: July – August 2021

**In-Person Public Information Meetings**

- August 31: 4 – 7 p.m. | Sahara West Library
- September 1: 4 – 7 p.m. | Centennial Hills Community Center YMCA; Fun Zone
- September 7: 4 – 7 p.m. | Lifeguard Arena, Center Ice Room
- September 14: 4 – 7 p.m. | RTC Southern Nevada, Conference Room 108
- September 16: 2:30 – 5:30 p.m. | Windmill Library

**Bilingual Telephone Town Hall**

September 2, 2021  
7 Attendees

Bilingual telephone town halls were used to engage the various communities in the Las Vegas metropolitan area, specifically those without internet access.



### 7.3 DRAFT PEL STUDY REPORT

**October 2021 through July 2022:** The final phase of public engagement will allow for preparation and public review of the draft PEL study. This will allow interested parties the opportunity to review the draft PEL study online, view a hard copy, or to speak with a I-11 study team member via the telephone town hall and submit feedback during the 30-day review period. The public may submit feedback on the corridor alternatives and options to inform the recommendation and identification of a corridor to be designated as the future I-11 for the Las Vegas Valley. The goal of this stage of engagement is to gather feedback, data, and to better understand public opinions prior to finalizing the evaluations and recommendations contained within the draft PEL Study.

#### Online Public Information Meeting 2022

Spring/Summer, 2022: *tentative*

NDOT will launch an online public information meeting for the public to review the draft PEL Study report. The online meeting will be hosted on i11nv.com and will be active and live 24/7 for 30 days.

#### Bilingual Telephone Town Hall 2022

Spring/Summer: *tentative*

Figure 7-7 includes analytics and results from all public involvement activities in the TEIS and PEL study from its inception in 2019.

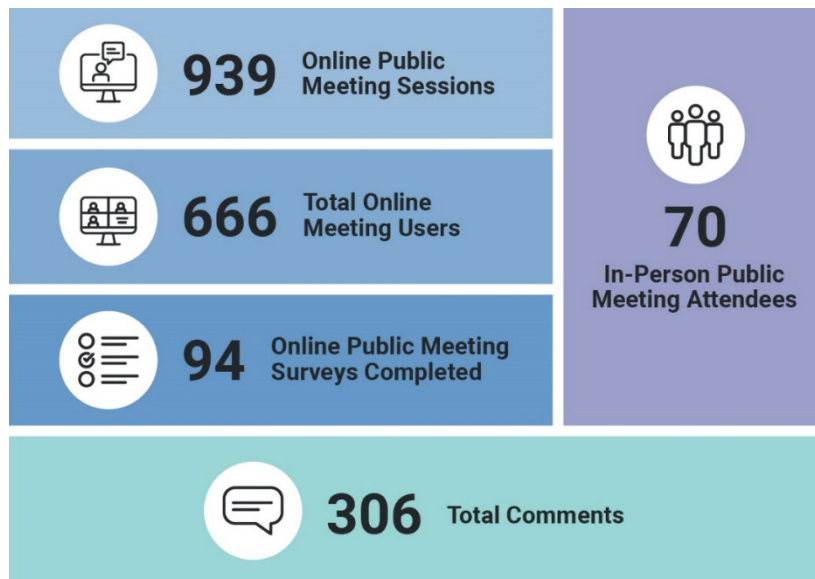


Figure 7-7 Online and In-Person Public Engagement Summary

## 8 MEETING NOTIFICATIONS

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Using the study website (i11nv.com) and the NDOT social media following (@nevadadot), the I-11 study team posted key information online to drive viewers to the study website and used social media posts to notify stakeholders and promote the public and virtual meetings. The team also reached out to local media publications via press releases, sent multiple electronic notices, and sent mailers to business and property owners regarding the upcoming meetings. See all meeting notices and advertisements in **Attachment G**.

In 2020, **16 ads (English and Spanish)** were placed in the following newspapers to advertise the online public meeting.

- Las Vegas Review Journal (and El Tiempo)
- El Mundo
- Urban Voice

In 2021, **20 ads (English and Spanish)** were placed in the following newspapers to advertise the online public meeting and telephone town hall.

- Las Vegas Review Journal (and El Tiempo)
- El Mundo
- Urban Voice

The advertisements were published typically the week of the public meeting, but no more than 7 calendar days, before the public meetings. The study website was updated prior to the public meetings to provide all the meeting information.

In 2022, **8 ads (English and Spanish)** will be placed in the below publications after the online meeting and telephone town hall.

- Las Vegas Review Journal (and El Tiempo)
- El Mundo
- Black Image Magazine

A trifold direct mailer (English and Spanish) was sent to a list of **44,203 property and business owners** within ¼ mile of the corridor alternatives on August 9, 2021, to promote the 2021 in-person public information meetings for the PEL Study. The database was provided by the GIS Office of Clark County. A copy of the trifold mailer can be found in **Attachment D**.

## 9 PUBLIC COMMENTS

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All comments received during public comment periods are included in **Attachment F**. Documents in the attachment list also include comment cards received and in-person meeting transcripts.



## **ATTACHMENTS**

Attachment A: Public Outreach and Agency Plan

Attachment B: Stakeholder Contact Lists

Attachment C: Social Media Strategy and Posts

Attachment D: Collateral and Print Materials

*By the Numbers*

*Fact Sheet*

*FAQ Sheet*

*Comment Cards*

*Mailer*

Attachment E: Eblasts

Attachment F: Public Meetings

*Meeting Transcripts*

*Attendee Lists*

*Comment Cards*

*Comments Received (Email, Voicemail, Surveys, Web, In-Person, and Comment Map)*

Attachment G: Advertisements and Notices

