

PUBLIC ENGAGEMENT & COMMUNICATIONS PLAN

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Lafayette Consolidated Government



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EVANGELINE CORRIDOR INITIATIVE

Funded in part by a federal **TIGER** grant

PREPARED BY:



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INTRODUCTION

OBJECTIVE

Funded in part through the Federal Highway Administration (FHWA) Transportation Investment Generating Economic Recovery (TIGER) Grant, the purpose of the Evangeline Corridor Initiative (ECI) (TIGER Grant) Public Engagement and Communications Plan is to delineate our strategy for community outreach within all five Districts of the proposed Interstate-49 Corridor — a disinvested area of the city of Lafayette. Additionally, this Plan will define our strategy to enlist support for the redevelopment of the Corridor, reaching out to those who live and/or work there.

OVERALL STRATEGY METHOD

Active and sustained participation throughout the entire project process by residents, neighborhood groups, property owners, and business people will be the backbone of the Team's strategies and the implementation plans. While a portion of the Districts could be characterized by certain low-income and underserved demographics, each District is unique in its social, cultural, and physical attributes. The ECI Team wants to highlight and honor these characteristics when engaging with the communities and when formulating context-based strategies that target specific zones and shared visions. We want to establish a transparent and open line of communication between the Team, Lafayette Consolidated Government (LCG), and Corridor stakeholders — both residents and businesses.

Beginning with the Leadership meetings, District workshops, and the Charrette process, the Team will embrace a comprehensive public strategy from beginning to end. Cementing an open forum for information gathering and exchange and the creation and maintenance of an official I-49 Corridor Plan website and social media, the Team will ensure that inclusive awareness and actions remain intact during design production and after the final report and the District Corridor Plans are unveiled. We recognize the necessity of informing and educating the public, especially residents and businesses in the designated Districts, with regard to implementation strategies. For the Plan to be successful, we cannot simply lay down the strategies before people and walk away. Rather, we will first seek ground level or grassroots input. Our implementation goals must be clearly understood from the perspective of ultimately connecting human, social, and financial resources to tangible results. Roles of local government and community leaders must be defined in a manner so that they can both seek input and help steer implementation with their constituents. The strengths and merits of this plan will be established on the grounds of inclusive voices, informed critical thinking, and viability.

Systemization of the neighborhood-based input (statistical data and physical analysis of the area) will serve as the foundation for forming initial concepts and preliminary strategies. This data and analysis will begin to emerge during the pre-Charrette, on-site field engagements. The Team will prepare a holistic checklist of key components including commercial/economic activity, sustainable community resources, and (complete) streetscape design. These preliminary identifiers will be used as particular factors for questioning and refinement during the District Workshops and Charrette. Additionally, information garnered through the first phase will be used to populate and drive the second phase of the process.

EVANGELINE THRUWAY REDEVELOPMENT TEAM

The Evangeline Thruway Redevelopment Team (ETRT) was created in 2002 by the City-Parish Council's adoption of the I-49 Action Plan. The ETRT is an oversight and advisory committee composed of 15 community members. Three members are appointed by the City-Parish Mayor – President; eight members are appointed by the City-Parish Council; one member is appointed by the Lafayette Parish Downtown Development Authority; one member is appointed by the Lafayette Parish Bayou Vermilion District; one member is appointed by the SMILE Community Action Agency; and one member is appointed by the President of the University of Louisiana at Lafayette.

The ETRT's role and responsibility is to shepherd the Evangeline Corridor Initiative (ECI) project and guide the ECI Consultant Team in its efforts and act as a liaison between Lafayette Consolidated Government (LCG), and the Corridor Districts. Members will attend public meetings and events, assist in soliciting public input, and offer support to the ECI Team. The ETRT will be familiar with PlanLafayette and other related neighborhood plans, as well as the Record of Decision (R.O.D.) and other commitments made by DOTD and FHWA.

The ETRT envisions an I-49 Corridor that:

- *Repairs the division caused by the Evangeline Thruway.*
- *Restores connections between neighborhoods and people throughout the corridor, including Downtown and the surrounding areas.*
- *Reverses the decades of disinvestment in Lafayette's urban core, stimulates urban revitalization, and drives investment along the corridor and in adjoining neighborhoods through smart design, careful planning, and best practices.*
- *Remediates environmentally contaminated properties and returns them to safe, productive use.*
- *Establishes a new standard for excellence nationwide for the design and implementation of a context-sensitive urban interstate, and "gets it right the first time."*
- *Improves local and regional traffic safety, increases access to transit, provides meaningful recreational opportunities, and implements crime prevention through environmental design strategies.*
- *Encourages civic and commercial activity in people-friendly, desirable spaces below the elevated spans and along the footprint of the Connector.*
- *Provides creative, three-dimensional solutions for an alternative Connector design that the entire community can embrace.*
- *Demonstrates an exemplary approach to community engagement and collaboration, where all parties place their trust in the process.*

- *Concludes with a plan that provides such remarkable overall value that it drives community consensus.*

Through official adopted resolutions, the ETRT may guide the ECI Team with certain directives and actions pertaining to the achievement of the ETRT vision. Please see Appendix A.

EVANGELINE CORRIDOR INITIATIVE

BACKGROUND

In 2014, LCG was awarded a U.S. Department of Transportation TIGER Federal Planning Grant (Transportation Investment Generating Economic Recovery) to plan in parallel for the Interstate 49 Connector Corridor.

The goals of the grant are to study and produce:

- Detailed preliminary plans for infrastructure improvements that promote connectivity, provide for alternative modes of transit, and drive economic development. This could also include green space and public plazas.
- New land use designations geared toward buffering areas adjacent to the facility and transforming the area to a functional urban character.
- Development of a funding plan to facilitate and effectuate implementation of the new Corridor Plan, including the identification of at least one catalyst project in each identified planning district.

The TIGER Grant was later branded as the Evangeline Corridor Initiative to be representative of and reflect the local area where its planning efforts are to be focused. The Evangeline Corridor Initiative (ECI) is about neighborhood revitalization planning alongside the future I-49 Connector – what we know today as the Evangeline Thruway. Our mission encourages community input to make the Corridor the best it can be. A consultant Team of local and internationally respected experts was assembled to assist LCG with the project.

LCG STAFF

- Carlee Alm-LaBar – Director of Planning and Zoning
- Cathie Gilbert – Planning Manager
- Neil LeBouef – Planner II
- Emily Neustrom – Planner II

ECI CONSULTANT TEAM

- Architects Southwest (ASW) – Urban Planning and Design Team Lead
- Right Angle – Branding, Communications, and Public Outreach
- DPZ Partners – Planning and Design Partner
- Spackman Mossop + Michaels – Landscape Urbanism and Design

- TND Engineering – Traffic Engineering and Complete Streets
- Urban3 – Economic Analysis
- Todd W. Bressi – Public and Civil Art

LAFAYETTE CONNECTOR PARTNERS

BACKGROUND

In 2015, the Louisiana Department of Transportation and Development (LaDOTD), along with federal, state, regional, and local partners, restarted the Context Sensitive Solutions (CSS) process including Community Working Group, Technical, and Executive Committees. The end result from these efforts will be a CSS Guidelines Manual and a Joint Use Development Plan with responsibilities for implementation specified amongst the agencies. Their main tasks will include:

- Develop the roadway/bridge geometric design details in concert with the CSS process.
- Environmental re-evaluation due to elapsed time since the Final EIS. The re-evaluation will reflect changed environmental conditions, if any, or changes to project design features. (Supplemental EIS scope currently being developed.)
- Update traffic-engineering studies.
- Extensive communications and outreach process to keep stakeholders informed and involved.
- Implementation of strategic planning to identify construction delivery methods, funding plan, and timeline.

The Lafayette Connector Partners (LCP) is composed of a team selected through the Request for Qualifications (RFQ) process to perform the tasks briefly outlined above.

The Evangeline Corridor Initiative Team, along with Lafayette Consolidated Government staff will work closely with the LCP Team including the sharing of information and joint participation in public meetings and community outreach events.

ROLES & RESPONSIBILITIES

The I-49 Lafayette Connector is a tremendous opportunity for Lafayette. Two groups are leading the effort to ensure that the proposed structure is an asset for the surrounding community:

DOTD and its Lafayette Connector Partners (LPC) will focus on the overall conceptual design of the highway itself (Level 1), including opportunities for joint use development and increased connectivity.

LCG and the Evangeline Corridor Initiative team (funded in part by a federal TIGER Grant) will focus on neighborhood revitalization along the corridor (Level 3).

Both groups will be actively engaging with the community – often simultaneously – to hear concerns, ideas and discuss the vision for the project, particularly when their efforts overlap in the areas where ramps and interchanges impact the Corridor (Level 2).

For a map illustrating these role responsibility overlaps, please see Appendix B.

PRE-CHARRETTE COMMUNITY OUTREACH AND CHARRETTE

INTRODUCTION

The ECI Team will start with a series of leadership meetings designed to garner support and to ensure that in each of the five Districts stakeholders are reached and encouraged to become involved in the Workshop and Charrette process and beyond. In particular, media notification of these leadership meetings will intentionally be avoided to ensure that participants know they are at the front end or initial stages of our work.

To lay the groundwork for the Charrette, the ECI Team will host a series of District Workshops in order to maximize understanding of the desired scope, visions, and objectives and to engage a cross section of stakeholders from the start. Additionally, the ECI Team will open-mindedly accept input and suggestions from Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), and other key players. This project benefits all of Lafayette as well as the Corridor and it is important to begin with clarity on the objectives for this I-49 Corridor Plan. This will also be a chance for the Team to further explain its vision and approach to the process — an opportunity to share the dynamics of our design and engagement methods by responding to community input.

In preparation for this, a database of residents and business will be acquired for targeted marketing and a postcard for each workshop will be developed and distributed, by District, prior to each District's workshop. Reminder calls and emails (where contact information is available) will be made to those involved in the leadership meetings or who have already expressed an interest in the project. Coteries and other neighborhood organizations will be approached to solicit their members' participation in the process as well. Please see Appendix C.

Flyers with date, time, and place for each workshop will be developed, printed, and distributed at businesses and churches in each District. And, at each workshop, there will be flyers for the remainder of the workshop schedule. Please see Appendix D.

The most useful device for active community engagement, feedback, and understanding in the design process, is the Charrette. It is the moment of intense design action where the roots of strategies emerge and are refined through a series of activities, meetings, and discussions. During this week, the ECI Team will work with local residents, government, stakeholders, and within the collaborative Team itself to address all aspects of the plan's scope in critical detail. Through open houses and final unveiling of the Charrette's weeklong work, the platform of strategies will be made clear to those in attendance as well as those viewing online. While these strategies will continue to be shaped and finalized, they will offer an indication of the course of direction the Final Report and Corridor Plans will take.

Using the same database of contact from the workshops, a postcard will be developed, printed, and distributed to residents and businesses to make them aware of the Charrette and its schedule. Please see

Appendix E. Additionally, everyone who registers at a leadership meeting, coterie or neighborhood meeting, or workshop will receive either a reminder telephone call or reminder e-blast, which will include the Charrette schedule. Please see Appendix F.

Outreach to raise awareness by the general public (as well as residents and businesses in the five Districts) will be supported by radio and television interviews and appearances, press release distribution to the local media, Editorial Board meetings with the three major publications in the city, and social media posts and boosts. Major organizations such as One Acadiana, Lafayette Economic Development Authority (LEDA), Lafayette Convention and Visitors Commission (LCVC), Downtown Development Authority (DDA), and Lafayette Regional Airport (to its staff, commission, and tenants) will also be asked to distribute the e-mail to their members/databases.

Charrette fliers and posters will be designed, printed, and distributed at the workshops and posted at locations within each District and around the city in general to raise awareness and to encourage community-wide participation. Please see Appendix G.

The ECI Team will also use of a variety of social media channels in advance of and during the Charrette to help keep the public informed and to again encourage participation. Eventbrite will be used to register participants for two breakfast and two luncheon talks where experts from the ECI Consultant Team will speak about specific topics such as The Value of Complete Streets, Landscape and Revitalization, Implementing Economic Development, and Civic Art and Community to add another dimension of learning and community involvement to the Charrette process. Please see Appendix H.

STEP 1: LEADERSHIP MEETINGS

Critical to the Team's Outreach Process are initial meetings with Corridor Leadership for their valuable insights and input into our methodology: A sample list of groups and individual to be targeted in Steps 1 through 3 is included as Appendix I.

As a first step in public outreach, Right Angle will identify key leaders among each segment of the corridor population for advance, one-on-one meetings to define and guide the outreach conversation – particularly its language and tone.

For underserved populations, Team members have learned outreach that begins through traditional media can feel fixed, immovable, and give the impression decisions are perceived as having already been made. By quietly beginning the conversation with visible and non-visible leaders through advance outreach within the five Districts, we can more effectively anticipate participation. Insight from leadership helps us guide the discussions. (For example, we've learned that single-issue messages rarely work with underserved populations.)

The format of those meetings will be somewhat informal – not a “stand up and lecture” process. Each of the leadership meetings will begin with an introductory statement of our inclusive and insight-seeking approach. We also want people to know that we are beginning with a clean slate and to have an understanding that “We’re here to help develop a plan,” and that we are here to listen.

Small, one-on-one Kitchen Table or Backyard Meetings will serve as “when necessary” intermittently scheduled opportunities to either reach out to resident stakeholders in a more intimate setting or in order to follow up on particular actions of the Team. They also help address issues or individuals who were missed in the engagement process or they may double as the initial Leadership meetings.

We will define the TIGER Grant/Evangeline Corridor Initiative and explain what it is and, perhaps just as important, what it is not. We will also be prepared to answer the tough questions are consistently asked but not answered. (See Appendix J) Our goal is to have everyone on our Team sharing the same information and providing consistent information. This will help us to “clear the air.”

Proper execution of Step 1 will set the framework of our three-step Outreach Process that includes: Step 1: Corridor Leadership Meetings, Step 2: District Workshops: These Workshops include hearing residential and commercial neighborhood voices to define neighborhoods for corridor/neighborhood brainstorming; and Step 3: Formal Charrettes process.

We intend to seek guidance on framing our questions with a list of conversation starters. A copy of those questions is included in Appendix K. We do not intend for every group to answer every question. They are simply questions about a variety of different subjects that the moderator can employ to solicit feedback.

The Team will also provide the Leadership Groups with our rationale for our new branding and explain why we’re stepping away from the TIGER label (see Appendix L). Additionally, we will seek assistance in identification of neighborhood groups and individuals who reside in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

With each leadership meeting, we will express our sincere appreciation for their guidance and insight; commitment to availability and access to our Team; and reporting throughout the planning process.

Information gathered at each of the Leadership Meetings will be reported to the Team and included in the process for the development of the District Workshops and into the Charrette process. See Appendix M for a template that will be used for leadership reports. The success and benefit of the Leadership Meetings will be gauged by the number of participants that attend each Workshop and the manner in which participants and local residents have been notified through word of mouth (beyond postcards and online).

STEP 2: DISTRICT WORKSHOPS

Hearing residential and commercial neighborhood voices to define neighborhoods and/or Small Group Workshops will be critical for corridor/neighborhood brainstorming in each of the Districts:

- Gateway
- Sterling/Simcoe/LaPlace
- Downtown/Freetown-Port Rico
- McComb-Veazey
- Bayou Vermilion

Recognizing the nuances of the five Districts and the desired assurance that all resident groups are represented during this process, the Team will work at engaging each District directly in the months leading up to the Charrette. Through our three-stepped approach, the Team will come to understand concerns and insights targeting the specific Districts. This will not only provide the opportunity to preemptively engage communities prior to the Charrette, but also allow the Team to cross-examine the feedback among the different Districts. At this point, a public feedback loop will be established in order to generate consistent intrigue in the project and offer the public the ability to stay informed. These activities will greatly influence aspects of the Charrette process

DISTRICT WORKSHOP OUTREACH

Outreach for each District Workshop will build upon the input provided in the Leadership Meetings. Leaders from those meetings will be asked to continue to encourage participation and will help to inform people about the date, time, and location for each Workshop.

Additionally, using the database previously described, postcards will be sent to each address – residential or business – in each of the Districts inviting them to attend and participate in their District’s Workshop.

Also, telephone calls will be made and emails will be sent to those who attended any of the Leadership Meetings or who have communicated their interest to the ECI Team. Social media will also be used to solicit attendance and report on each Workshop as it is happening.

WORKSHOP FORMAT

The format of each of the Workshops will include the following:

- As people arrive, they will be asked to sign in and place a colored pin on the map of the District to indicate where they live, work, or own property.
- A member of the ECI Team will personally welcome each participant and escort them to a table where they will be introduced to a trained facilitator and scribe who will guide and document the exercises.

- As each table is filled, an LCG employee will give a brief background of the project and describe the ECI Team’s inclusive engagement approach – explaining that we are beginning with a clean slate.
- Facilitators have an agenda with key questions and information about that particular District. (Appendix N) The facilitator will begin the Workshop with the *Power of 10* exercise. Participants are encouraged to list elements that they like or that define their neighborhood. This can include wishes and desires for new or changed places or activities. Responses are quickly written and collated on a flip chart for easy reference and dynamic dialogue. See Appendix N for sample *Power of 10* questions.
- Facilitators and participants then move to *Asset Mapping* – comments and ideas will be transferred to blank District Maps, creating a visual diagram that represents values, perspectives, and opportunities.
- A series of I-49 Connector questions and its impact on that District will complement the *asset maps*.
- An ECI Team member will give a closing statement of sincere appreciation for their guidance and insight; confirming our commitment to availability and access to our Team, and to report what is upcoming throughout the planning process.

After each Workshop, notes for each table will be transcribed and using those notes as well as maps and flip chart notes, a results report document will be produced for each of the District Workshops. The reports document will categorize comments based on opportunities and challenges as well as planning themes. This data will lay the groundwork for the analysis of the information received at each of the District Workshops.

WORKSHOP NOTES:

In each Leadership Meeting, the Team requests the assistance from leaders for encouraging Workshop participation from a variety of ages and ethnicities as well as a mix of residents and business owners who live and/or work in their specific District(s).

Additionally, as participants are checking in for each Workshop we will capture contact information from them to confirm residential versus commercial participation. (For those who prefer not to share their address and contact or other personal information, a pushpin placement on the map will identify their location within the District. Also upon check-in, participants can request foreign language translation of content collected during the Workshop as well as Braille translations for the visually impaired.)

The check-in process will allow the ECI Team to gauge the success of our outreach efforts from a perspective of visitor participation numbers, area(s) of residence and demographic data. Beyond capturing this informational data for official archival report purposes, each Workshop will act as a learning curve for improvement from Workshop to Workshop and as we plan for the separate Charrette outreach process.

Information on display will include; Frequently Asked Questions (FAQ), a District Map, a Corridor Map, and a Levels Map which will define the areas of responsibility between the ECI and LCP Team (Appendix O). Fliers and Yard Signs for participants to take with them to put out at their homes or businesses showing support for the project. Samples are shown in Appendix P.

STEP 3: CHARRETTE

STRUCTURE

The Charrette is the primary mechanism of the ECI Team for public engagement strategy. It is also a dynamic phase of the planning process, for it invites public participation into the most intense moments of design dialogue and conceptualization. The phase revolves around the preparation and hosting of a multi-day inclusive design session, held on-site within the corridor. ASW and DPZ will lead the Planning Team in a series of public exchanges, design sessions, interviews, and technical meetings to quickly engage the community. This rapid, comprehensive method of public involvement will urge stakeholders to come together and develop consensus over specific strategies for the future of the I-49 Corridor. The hands-on nature of the design studio and the opportunity to interact with diverse perspectives allows issues to be quickly identified and addressed. In addition, the workshops provide an informational opportunity for all participants. The format of the Charrette will be tailored with LCG to obtain the best possible community input.

As a centerpiece of the Charrette, Right Angle will facilitate two events: the Kickoff Event and the District Workshop Feedback Presentation. The Kickoff Event will introduce the community to the Charrette process and to the ECI Consultant Team. A presentation to set expectations and outline the work to be performed during Charrette Week will help to set the stage. The presentation will be followed by a question and answer period to begin this phase of community engagement. The District Workshops Feedback Presentation will be a one-stop public event open to community members from all Districts and the community-at-large to view and understand synthesis compiled from the District Workshops. The presentation will highlight and illustrate diversity and commonality. We will share key findings of the Workshops and encourage refined questions and comments to give further direction to the process.

OPEN DESIGN STUDIO

The Team will set-up a centrally located Open Design Studio at Rosa Parks Transportation Center, easily accessible by all Corridor residents, businesses, stakeholders, and the general public. Additionally, AOC Community Media will set up a live stream of the Design Studio on their website. Local stakeholders and the community will be encouraged to stop in throughout the week as new issues come to mind and to check on the project's status. The Team will schedule various technical meetings with Lafayette Consolidated Government (LCG), Evangeline Thruway Redevelopment Team (ETRT), fire and police, local business groups, key property owners, nonprofit organizations, external governmental agencies, real estate brokers, One Acadiana, the Greater SWLA Black Chamber of Commerce, neighborhood associations, historic preservation organizations, and environmental groups. These meetings are in addition to initial Leadership Meetings and will assist in the Team's continued understanding of the physical, economic, environmental, and organizational forces that shape the area.

At midway point of the Charrette, the Team will share the work generated to-date at two "work in progress" Open House presentations. Sketches and visualizations will be presented illustrating the hypothetical strategies for the I-49 Corridor. These interim presentations will keep a desired creative pace and allow for

feedback of the design direction. The Team will take heed of comments and recommendations as they work towards refining the output for the final presentation.

During the final presentation, the Team will share all synthesized work in the form of refined analysis and strategies. These concepts will serve as examples of how the various areas along the proposed I-49 Corridor could take shape. Also, a summary of development and implementation strategies will be presented, highlighting the various opportunities for quality interventions, and will take into account information received at Leadership Meetings and District Workshops, in addition to the Charrette. AOC Community Media will record the presentation and will make it available for viewing on its website.

CHARRETTE OUTREACH PARTICIPATION NOTES

Beyond sharing of Charrette dates and details with Workshop participants, we will employ the following mechanisms for saturated outreach:

- Website calendar
- Social media postings and invitations
- News media outreach for
 - News stories
 - Community calendar postings
 - Public Service Announcements
- Leadership Outreach
 - Social media sharing
 - Fliers for distribution in each District

Additionally, the previously referenced database of all residential and commercial addresses throughout the corridor will be utilized; broken down by District. Each of these addresses will receive a postcard inviting them to attend the Charrette multi-day process. This direct mail effort, combined with ongoing Leadership outreach along with traditional media and social media is designed to maximize attendance during the multi-day Charrette process.

As with the District Workshops, the ECI outreach success will be gauged by the number of participants who attend the main events and visit the open design studio. As mentioned, there will be sign in sheets to capture participant information that will allow us to construct a database to be used for further outreach.

POST-CHARRETTE ACTIVITY

CONTENT AND REPORTING FOR STEPS 1, 2, AND 3

Content development and reporting for Steps 1, 2 and 3 will consist of development of a Leadership Report for each of the Leadership Meetings conducted in Step 1. These reports will be shared with ECI Team members and LCG staff to ensure that all involved in the administrative level have an understanding of the feelings of each of the Districts going into the District Workshops and Charrette Week. Each of the reports will include an overview of the group and a synopsis on content gained from the meetings.

Following each of the Workshops, notes will be scribed verbatim with anonymity for those participating so that each participant feels free to speak their mind. This will allow for accurate comments and feelings to be shared. A matrix will be developed to categorize comments into Opportunities and Challenges.

The subcategories under Opportunities will include:

- Safety
- Economic Development
- Culture/History
- Activities
- Entertainment
- Community
- Beautification
- Access/Mobility/Connectivity
- Housing
- Infrastructure

Subcategories under Challenges will include:

- Urban/Social Development
- Environmental
- Community Health/Healthcare
- Racial/Cultural Divide
- Safety and Security
- Dilapidation/Sewage/Litter
- Education
- Connector

Results will be analyzed and compiled into 5 District Workshop Reports, which will be used as background for the Charrette process. Images of flip charts and maps from each table will be included in the appendices. Reports will be approved by the ETRT and subsequently shared with each District. Members of each District will be given the opportunity to add addendum comments to its specific District Report.

SUMMATION/VALIDATION

In our summation and validation of work conducted in Steps 1, 2, and 3, we will provide:

- Leadership Reports for each of the Leadership Meetings
- District Workshop Reports including:
 - Summation of information received
 - Tally of numbers of push pins on the locator map for each category
 - Copies of sign-in sheets
 - Copies of scribe notes
 - Copies of maps with sticky notes
 - Copies of facilitator notes
- Charrette Workshop Report including:
 - Tally of numbers of people who signed in at each of the Charrette events
 - Copies of sign-in sheets
 - Summation of findings and feedback

DISTRICT DESIGN MANUALS AND FOLLOW UP DISTRICT MEETINGS

District Design Manuals will summarize the background analysis, urban design strategies, and ways in which the overall Corridor Plan will impact each district. Appropriate transportation, marketing, and economic data will be included in the manual. Similar to the LCG Neighborhood Toolkits, the idea of these manuals is to ease understanding and suggest specific district implementation strategies, including step by-step actions, potential funding sources, and relevant public-private partnership structures to achieve community visions. A key element of the implementation section will be the recommendations about particular regulatory changes to the built environment and landscape. This will be crucial in the implementation of the I-49 Corridor Plan.

Because of the anticipated level of community involvement in the pre-Charrette process, it is recommended that a second set of District Meetings be held to present each of the District's Design Manuals. Meetings will be announced through social media and through emails and telephone calls to those who attended previous meetings. Additionally, we will also reach out to the Leadership Groups for their assistance in letting people know of the meeting and its purpose.

CATALYST PROJECTS AND FUNDING

The District Design Manuals and Final Report will highlight potential components and strategies that the ECI Team in conjunction with LCG will recommend to take forward as Catalyst Projects. These projects will be highlighted and vetted at the follow up District Meetings to gain consensus and feedback from the community that will implement the projects. Recommendations for LCG and private funding strategies will be

identified for each of these projects. All projects and funding will go before the City-Parish Council for ultimate approval.

APPROVALS PROCESS

At the completion of the strategy plan refinement and Final Report production, the team will present a first draft to the Lafayette Consolidated Government (LCG) staff for review followed by necessary rounds of edits and revisions before submitting a final official draft for public unveiling and adoption.

Once we have completed the design strategies and coding package, our team will submit an “administrative draft” for LCG, the Evangeline Thruway Redevelopment Team (ETRT), and other officials to review. LCG will, in return, provide a consolidated set of comments and revisions to the planning team and outline their preferred method for public dissemination. Once a first draft has been reviewed and commented by LCG, the next step will be to share a “public draft” with the community groups to solicit public comment. This feedback, along with that of LCG officials, would provide a satisfactory level of response and assurance. After revisions, we will submit a “second administrative draft” for final review and adoption.

COMMUNITY-WIDE MARKETING PLAN

To build public support for funding mechanisms that will be proposed in the completed and delivered plan, public outreach will continue, and a mass media advertising and public relations campaign will be conducted for introduction to the larger Lafayette Parish community. Throughout the advanced outreach process, relationships developed throughout the process will be leveraged to build support. Tactics will include a rollout press conference (for example, an idea presented by a youthful member of the charrette could be highlighted while thanking everyone for their participation). This announcement phase will include communications management, media outreach (fact sheets, story and editorial pitches, news alerts), presentation materials, press releases, photography, media tracking, and reporting.

Issues management will be ever-present as we strive to recognize both the public input as well as the design program deliverables. Positioning the project as a proactive effort – “for the people and of the people” – for preserving and improving the corridor will be crucial for public support.

Partnerships between LCG, the ECI Outreach Team, and key corridor leaders can become visible parts of this rollout process. In tandem with ECI economic development components, co-branded partnerships can be identified to demonstrate immediate action on the recommendations. Using branding and iconography developed in the primary program of work, a variety of promotional items for use by LCG for designated awareness and education initiatives will be developed. This could include a Neighborhood Action Packet.

Special on-site public relations events and marketing are ideal for district-by-district rollout, as well as larger venue options. These could include:

- Block parties (for example, at the Creole Mardi Gras Historic Marker)
- Time capsules buried at school sites to commemorate the start
- Building exterior projections (video/animation in conjunction with AIE) as the project goes forward
- Performing arts/crafts shows, local makers
- Cook-offs/farmers market

These formats lend themselves to excellent social media engagement, which has become the new norm for all local traditional media engagement. Media opportunities could include:

- Traditional media (print, outdoor, television, radio)
- Digital media (e-newsletters, website sponsorships/ads, social media campaigns through platforms, such as, but not limited to, Facebook, Twitter, Instagram, and LinkedIn)
- Alternative media (billboard graphics on the side of distribution trucks, etc.)

ACTION ITEMS AND DELIVERABLES

- Answers to Community Questions
- Question Guide for Leadership
- Signage, Collateral, and Outreach Materials
- Leadership Meeting Reports
- District Workshop Scribe Notes
- District Workshop Results Documents
- Charrette Report
- Community-Wide Marketing Materials
- District Design Manuals
- Final Report
- Kick-off Media Plan

APPENDIX

- A. ETRT Resolution (Pre-Charrette)
- B. ECI/LCP District “Levels” Map
- C. Workshop Postcard Example
- D. Workshop Flyer Example
- E. Charrette Week Postcard
- F. Charrette E-blast
- G. Charrette Flyer and Poster
- H. Charrette Social Media Graphics Examples
- I. ECI Potential Outreach List
- J. Project Frequently Asked Questions
- K. Workshop Conversation Starter Questions
- L. Branding Rationale
- M. Leadership Meeting Report Form
- N. District Workshop Facilitator Packet Example
- O. Charrette Q&A
- P. Yard Signs

APPENDIX A

ETRT RESOLUTION (PRE-CHARRETTE)

Evangeline Thruway Redevelopment Team RESOLUTION NO. 2016-002

DIRECTING THE EVANGELINE CORRIDOR INITIATIVE CONSULTANT TEAM TO STUDY CERTAIN DESIGN VARIABLES IN THE UPCOMING CHARRETTE PROCESS

WHEREAS, the Evangeline Thruway Redevelopment Team (ETRT) is an advisory committee of the Lafayette City-Parish Council created by the Corridor Preservation and Management Action Plan to Preserve the I-49 Alignment (Action Plan); **AND**

WHEREAS, the Lafayette City-Parish Consolidated Government (LCG) applied for and received a federal Transportation Investment Generating Economic Recovery (TIGER) Grant with the ETRT providing oversight and guidance to the LCG TIGER grant effort; **AND**

WHEREAS, the LCG TIGER grant has been re-branded as the Evangeline Corridor Initiative (ECI); **AND**

WHEREAS, the ECI is responsible for neighborhood planning adjacent to the Lafayette Connector; **AND**

WHEREAS, several of the design alternatives contemplated by the LaDOTD have significant neighborhood impacts; **AND**

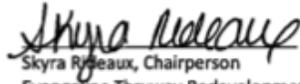
WHEREAS, regional mobility, local economic development and neighborhood vitality can be integrated and complementary through good design; **AND**

WHEREAS, in an open and public meeting the ETRT has deliberated and voted on specific direction for the consultant team during their charrette process held from May 21-27;

NOW THEREFORE BE IT RESOLVED, the Evangeline Thruway Redevelopment Team does hereby request the ECI team to utilize the charrette process to explore various specific elements of the Lafayette Connector alternatives that impact the neighborhoods including but not limited to:

- Ability for residents to easily reach Rosa Parks using all modes of travel to provide access to job centers, medical services and recreational opportunities
- Impact of railroad underpasses on vehicles and pedestrians and bicycles for travel parallel to and across the Interstate
- Impact of the depression of Simcoe Street on pedestrians, bicycles, and the historic district
- Inclusion/elimination of at-grade, limited access frontage roads between the Downtown and McComb Veazey districts
- Character of the Evangeline Thruway as it relates to its potential for neighborhood-scale economic development
- How the respective geometric elements under consideration can be executed to maximize connectivity within the neighborhoods and between the neighborhoods
- The "4 series" that includes 4A, 4B, 4C, and 4D
- From the "6 series" only 6B

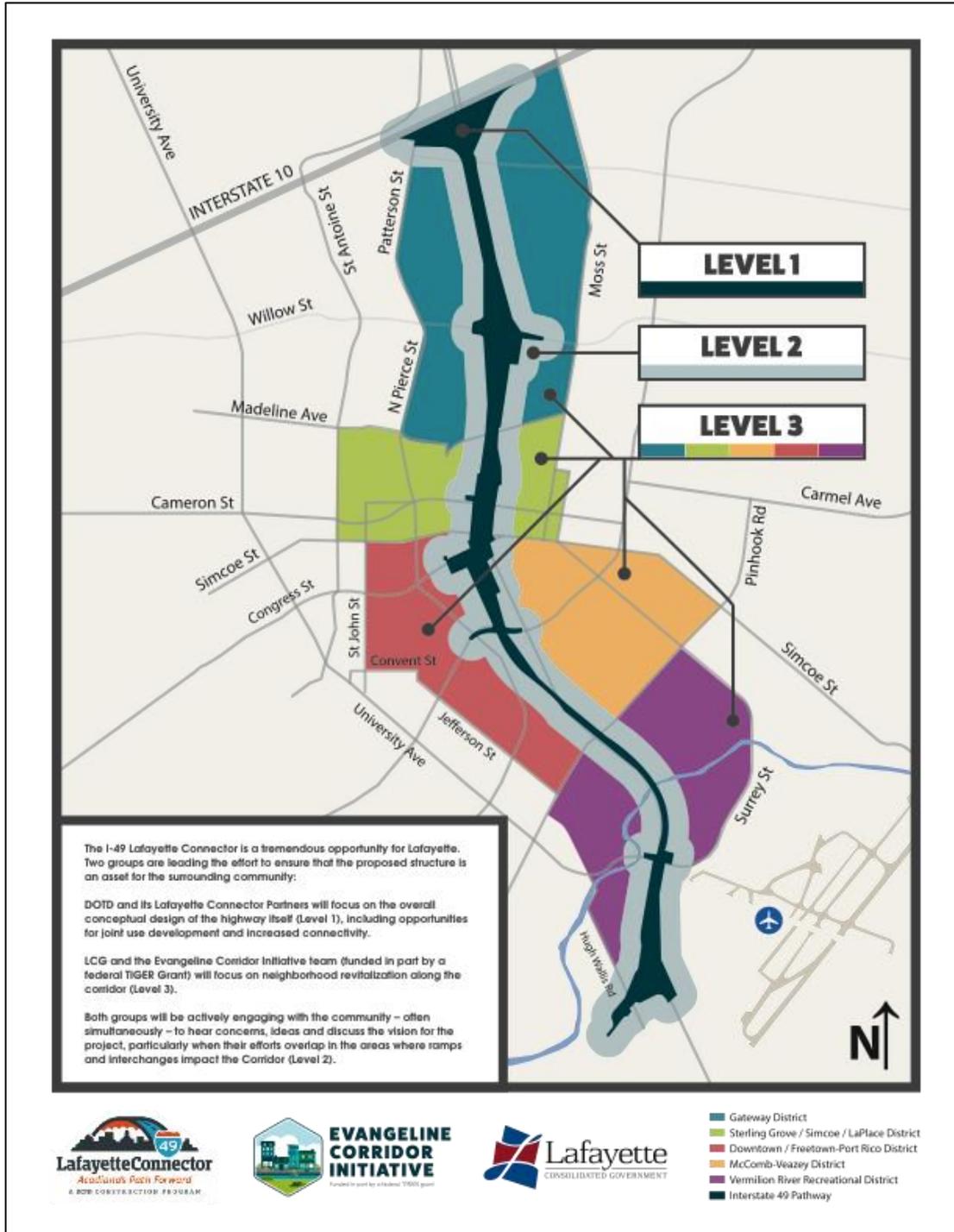
THIS RESOLUTION BEING VOTED ON AND ADOPTED ON THE 16th DAY OF MAY IN THE
YEAR TWO THOUSAND AND SIXTEEN.



Skyra Riibeaux, Chairperson
Evangeline Thruway Redevelopment Team

APPENDIX B

ECI/LCP DISTRICT "LEVELS" MAP



APPENDIX C

WORKSHOP POSTCARD EXAMPLE

The Senior Pastoral Alliance, the NAACP and other groups encourage you to attend the

Gateway District Design Workshop

WHO Those who live and work in the Gateway District. (See map on back.)
WHAT An opportunity for you to tell planners what you want in your neighborhood.
WHEN Saturday, May 14, 2016 • 10:00am - 1:00pm
WHERE Philadelphia Christian Church • 200 W. Willow St. • Lafayette, LA

WHAT'S NEXT?
PUBLIC CHARRETTE
May 21-27 at the Rosa Parks Transportation Center.

The charrette is a week-long community engagement series of design workshops and public presentations where residents and urban planning professionals will address challenges, opportunities and strategies for the Evangeline Corridor neighborhoods.



**EVANGELINE
CORRIDOR
INITIATIVE**
Funded in part by a federal TIGER grant

evangelinecorridor.com **Our voice. Our vision.**

Join us for the
Gateway District Design Workshop



Mailing Address:
Lafayette Consolidated Government
Routing Code 5901
P.O. Box 4817-C
Lafayette, LA 70502

In-Person Contact:
Neil Lehouel
Rosa Parks Transportation Center
181 Jefferson Street • Lafayette, LA 70601
337-291-7196 • ETR@lafayette.gov

APPENDIX D

WORKSHOP FLYER EXAMPLE



EVANGELINE CORRIDOR INITIATIVE

McComb-Veazey District Design Workshop

WHO Those who live and work in the McComb-Veazey District are invited. Please see map on reverse side.

WHAT An opportunity for you to tell planners what you want in your neighborhood.

WHEN Saturday, April 30, 2016
10:00am - 1:00pm

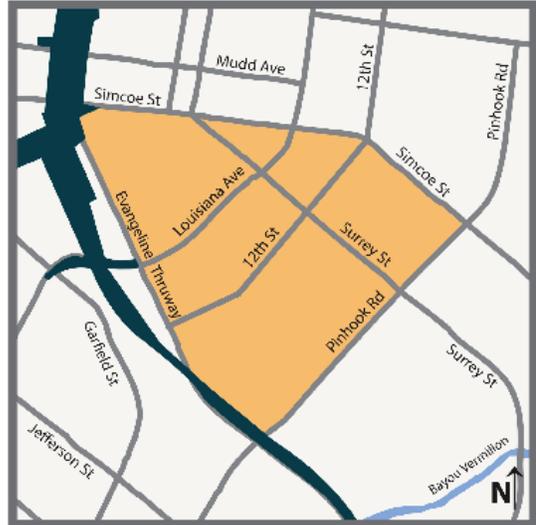
WHERE Immaculate Heart of Mary Church
818 12th Street • Lafayette, LA

What's next?
Ideas and requests from this workshop will move forward to professional design charrettes at the end of May 2016.



STAY CONNECTED
evangelinecorridor.com

McComb-Veazey District



Mailing Address:
Lafayette Consolidated Government
Routing Code 6901
P.O. Box 4017-C
Lafayette, LA 70502

In-Person Contact:
Neil LeBoeuf
Rosa Parks Multimodal Transportation Center
101 Jefferson Street
Lafayette, LA 70501



EVANGELINE CORRIDOR INITIATIVE
Created in part by grantee TIGER grant

APPENDIX E

CHARRETTE WEEK POSTCARD

You are invited to the

Evangeline Corridor Initiative PUBLIC CHARRETTE WEEK

**MAY 21-27
2016**

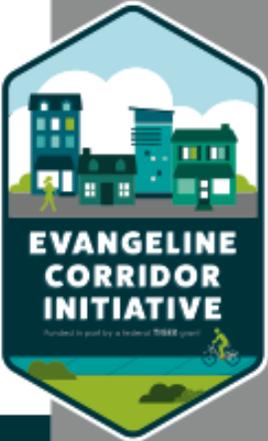
Please join us all week as we envision the future of the Evangeline Corridor in our Charrette — a public brainstorming and design studio. Come by to meet with our Charrette Team and make comments or ask any questions. You ARE part of the Team!

KICK-OFF EVENT
Saturday, May 21
 4:30 – 6:30 p.m. | Lafayette Public Library
 301 W. Congress Street

OPEN CHARETTE STUDIO: Visit with our designers.
Sunday, May 22 – Friday, May 27
 8 a.m. – 6 p.m. | Rosa Parks Transportation Center

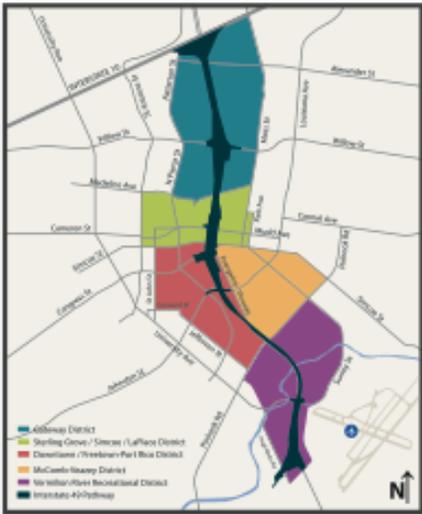
OPEN HOUSES: View and comment on work-in-progress.
Monday, May 23 6 – 8 p.m. | Rosa Parks Transportation Center
Tuesday, May 24 6 – 8 p.m. | Rosa Parks Transportation Center

CHARRETTE PLANNING / DESIGN PRESENTATION
Friday, May 27 5:30 – 7:30 p.m. | Immaculate Heart of Mary School Cafeteria
 corner of 12th & Surrey



evangelinecorridor.com

f t i



Mailing Address:
 Lafayette Consolidated Government
 Routing Code 5801
 P.O. Box 4017-C
 Lafayette, LA 70502

In-Person Contact:
 Neil LeBouef
 Rosa Parks Multimodal Transportation Center
 101 Jefferson Street • Lafayette, LA 70501
 337-291-7196 • ENR@lafayettela.gov

This material is based on work supported by the FHWA under Grant Agreement P-8. Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the Author(s) and do not necessarily reflect the view of the FHWA.

APPENDIX F

CHARRETTE WEEK E-BLAST GRAPHIC

You are invited to the

Evangeline Corridor Initiative

PUBLIC CHARRETTE WEEK MAY 21-27, 2016

Please join us all week as we envision the future of the Evangeline Corridor in our Charrette — a public brainstorming and design studio. Come by to meet with our Charrette Team and make comments or ask any questions. You ARE part of the Team!



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Saturday, May 21
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301 W. Congress Street

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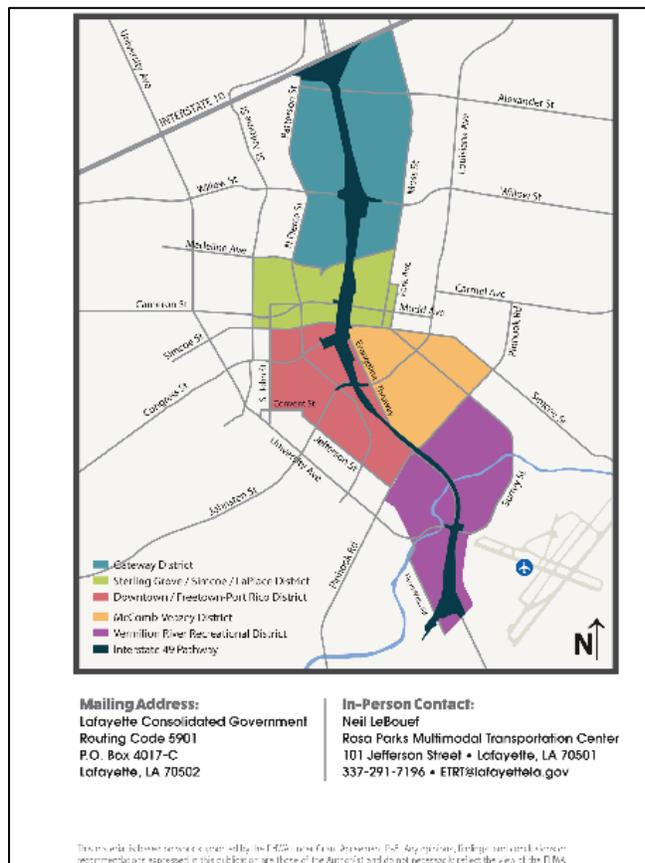
CHARRETTE PLANNING / DESIGN PRESENTATION
Friday, May 27 5:30 – 7:30 p.m. | Immaculate Heart of Mary School Cafeteria
corner of 12th & Surrey



EVANGELINE CORRIDOR INITIATIVE
Funded in part by a federal TIGER grant

APPENDIX G

CHARRETTE WEEK FLYER AND POSTER



You are invited to the

Evangeline Corridor Initiative PUBLIC CHARRETTE WEEK

MAY 21-27, 2016

Please join us all week as we envision the future of the Evangeline Corridor in our Charrette — a public brainstorming and design studio. Come by to meet with our Charrette Team and make comments or ask any questions. You ARE part of the Team!

KICK-OFF EVENT
Saturday, May 21
4:30 – 6:30 p.m. | Lafayette Public Library
201 W. Congress Street

OPEN CHARRETTE STUDIO: Meet with our designers.
Sunday, May 22 – Friday, May 27
8 a.m. – 6 a.m. | Rosa Parks Transportation Center

OPEN HOUSES: View and comment on work-in-progress.
Monday, May 23 6 – 8 p.m. | Rosa Parks Transportation Center
Tuesday, May 24 6 – 8 p.m. | Rosa Parks Transportation Center

CHARRETTE PLANNING / DESIGN PRESENTATION
Friday, May 27 5:30 – 7:30 p.m. | Inmaculate Heart of Mary School Cafeteria
corner of 12th & Surrey

EVANGELINE CORRIDOR INITIATIVE

Funded in part by a federal TIGER grant

evangelinecorridor.com   

You are invited to the

Evangeline Corridor Initiative

PUBLIC CHARRETTE WEEK MAY 21-27, 2016

Please join us all week as we envision the future of the Evangeline Corridor in our Charrette — a public brainstorming and design studio. Come by to meet with our Charrette Team and make comments or ask any questions. You ARE part of the Team!



KICK-OFF EVENT

Saturday, May 21
4:30 – 6:30 p.m. | Lafayette Public Library
301 W. Congress Street

OPEN CHARETTE STUDIO: Visit with our designers.

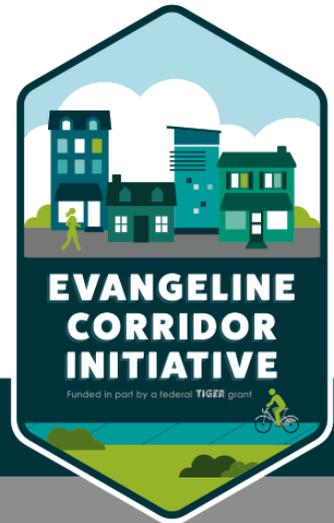
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CHARETTE PLANNING / DESIGN PRESENTATION

Friday, May 27 5:30 – 7:30 p.m. | Immaculate Heart of Mary School Cafeteria
corner of 12th & Surrey



Mailing Address:
Lafayette Consolidated Government
Routing Code 5901
P.O. Box 4017-C
Lafayette, LA 70502

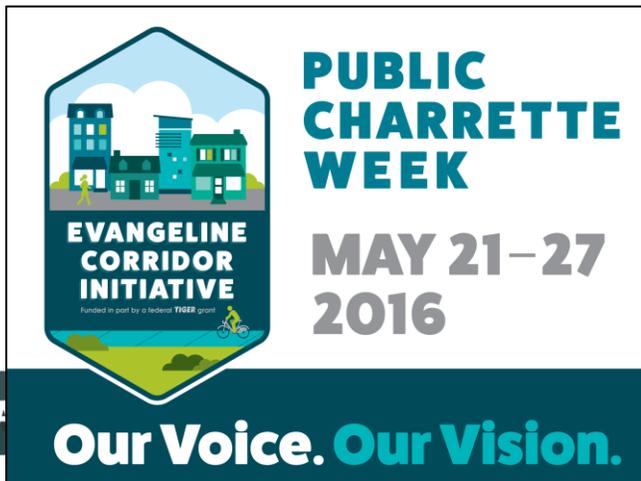
In-Person Contact:
Neil LeBouef
Rosa Parks Multimodal Transportation Center
101 Jefferson Street • Lafayette, LA 70501
337-291-7196 • ETRT@lafayettela.gov

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evangelinecorridor.com   

APPENDIX H

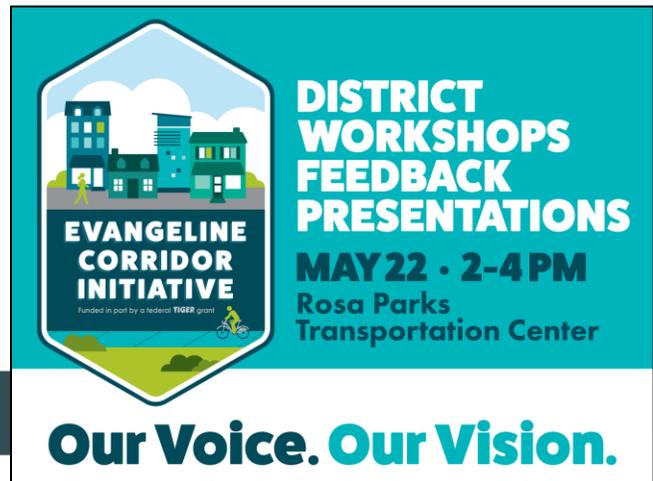
CHARRETTE SOCIAL MEDIA GRAPHICS EXAMPLES



PUBLIC CHARRETTE WEEK

MAY 21-27 2016

Our Voice. Our Vision.

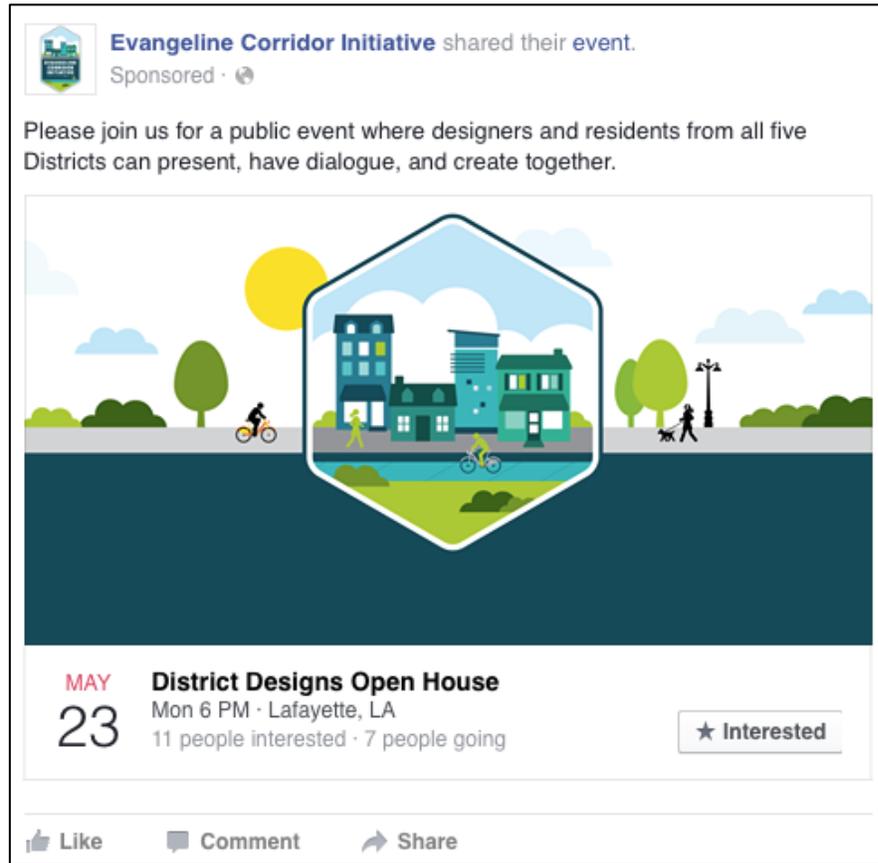


DISTRICT WORKSHOPS FEEDBACK PRESENTATIONS

MAY 22 • 2-4 PM

Rosa Parks Transportation Center

Our Voice. Our Vision.



APPENDIX I

ECI POTENTIAL OUTREACH LIST

The following is a list of potential groups and individuals for community outreach. This is not a complete list and will be a continuous work-in-progress throughout the process.

GATEWAY DISTRICT

ETRT Members: Mitzi Moss Duhon, Ben Berthelot, Alex Lazard

Groups to be Contacted:

- Pastoral Alliance
- Ladies Auxiliaries
- Congregations
- Greater SWLA Black Chamber of Commerce

- SMILE
- NAACP
- 100 Black Men
- Alphas

Northside Alliance for Progress
North Lafayette Redevelopment

Other Organizations for Consideration:

Northgate Mall
Quiet Town Neighborhood
Barber shops/beauty salons
Businesses

STERLING GROVE/SIMCOE/LaPLACE DISTRICT

ERTT Members: Kendall Wiltz, Harry Weiss, Skyra Rideaux

Groups to be Contacted:

Pastoral Alliance
Ladies Auxiliaries
Congregations
Greater SWLA Black Chamber of Commerce
SMILE
NAACP
100 Black Men
Alphas
Simcoe residents and businesses
LaPlace Coterie
Town Folk
SMILE
Linda Boudreaux: kitchen table meeting
Working Together as One

Other Organizations for Consideration:

Barber shops/beauty salons
Lafayette Parish Sheriff's Office
The Greenhouse
Sterling Grove residents

DOWNTOWN/FREETOWN-PORT RICO DISTRICT

ERTT Members: Nathan Norris, John Petersen, Robert Guercio

Groups to be Contacted:

Pastoral Alliance
Ladies Auxiliaries
Congregations
Greater SWLA Black Chamber of Commerce
SMILE
NAACP

100 Black Men
Alphas
DDA/DLU administrators and board
 DDA
 DLU
Freetown-Port Rico Coterie
Downtown Restaurant and Bar Association
Other Organizations for Consideration:
 Barber shops/beauty salons
 University of Louisiana at Lafayette
 Businesses

THRUWAY/McCOMB-VEAZEY DISTRICT

ETRT Members: Tina Bingham, Kevin Blanchard, Stephen Bartley

Groups to be Contacted:

Pastoral Alliance
 Ladies Auxiliaries
 Congregations
Greater SWLA Black Chamber of Commerce
SMILE
NAACP
100 Black Men
Alphas
Citizen Action Council
McComb-Veazey Coterie
McComb-Veazey Non-Coterie Members

Other Organizations for Consideration:

Lafayette Parks and Recreation Dept
Neighborhood Pride
Southern Consumers
Lafayette Housing Authority
Habitat for Humanity
Barber shops/beauty salons

VERMILION RIVER RECREATIONAL DISTRICT

ETRT Members: David Cheramie, Stephen Picou, Gretchen Vanicor

Groups to be Contacted:

Pastoral Alliance
 Ladies Auxiliaries
 Congregations
Greater SWLA Black Chamber of Commerce

SMILE
NAACP
100 Black Men
Alphas
Bayou Vermilion District
Vermilionville
Lafayette Airport Commission

Other Organizations for Consideration:

Pack and Paddle (McComb-Veazey participation as well)
Trees of Acadiana
Lafayette Regional Airport Tenants
Acadiana Pilot Training Center
Acadiana Tap House
Air Med Services
Air Traffic Control Tower
Airport Fire Department
Alamo Rent-A-Car
American Airlines
American Aviation Charters
Avis Car Rental
Blue Sky Partners
Budget Car Rental
Delta Airlines
Enterprise Rent-A-Car
Executive Aircraft Charter Service
FedEx
Hertz Rent-A-Car
Knight Aviation
Lafayette Regional Technical Airframe and Powerplant School
National Car Rental
Noble Flight
PHI
Private Aircraft Hangar/Chuck Vincent
Republic Parking
Signature Aviation (Formerly Landmark Aviation)
ULL Marine Training Survival Center
United Airlines
UPS
Western Airways

Lafayette Parish School System
Beaver Club
Barber shops/beauty salons
Lafayette Parks and Recreation
Businesses

FREQUENTLY ASKED QUESTIONS

Q: What is the TIGER Grant?

A: The Transportation Investment Generating Economic Recovery (TIGER) Grant is federal Department of Transportation funding awarded through a competitive process. Lafayette Consolidated Government applied for one of the grants and was one of only a few communities in the country to receive one. These funds are intended to help improve areas in the future interstate corridor: neighborhoods and businesses along the path of and adjacent to the planned interstate highway.

Q: What will this project be called?

A: The Evangeline Corridor Initiative (ECI) — based upon early neighborhood input we received "to preserve and enhance our unique cultures" while envisioning the future along this Corridor.

Q: How will the Evangeline Corridor Initiative work?

A: Small group meetings will be held in each of the five districts or neighborhood areas in the corridor from those who live and work there about their needs and wishes followed by district-specific workshops. Next, people from each district will be brought together for a series of brainstorming sessions (charrettes) with planners and architects who will create sketches for neighborhood improvements that will become part of a plan. A draft of the plan will be presented for additional community input before the final plan and report are presented to Lafayette Consolidated Government for implementation.



Q: Who is holding these small group, workshop, and charrette meetings?

A: Lafayette Consolidated Government with the ECI team is leading the community outreach and planning efforts. The outreach team is composed of and led by local planners at Architects Southwest. Communication is being handled by Right Angle, a marketing and public relations firm. Both are located in downtown Lafayette.

Q: What kinds of things can be done within the Evangeline Corridor Initiative?

A: Planners can recommend a wide variety of things based upon community needs and neighborhood requests. These could include landscaping, pedestrian and bicycle paths, parks, amphitheaters, transportation and security improvements, attraction of new businesses to the area, and much more. Sources for funding of each of these ideas will also be identified in the plan.

Q: I live near the I-49 Connector. How can I find out if my property will be acquired?

A: Contact Neil LeBouef with Lafayette Consolidated Government at 337-291-7196 or nlebouef@lafayettega.gov.

DEFINITIONS

I-49 Connector: The 5.5-mile stretch of Interstate Highway between I-10 and Lafayette Regional Airport.

I-49 Corridor: Is both the Interstate itself and the adjacent neighborhoods alongside the Interstate.

Environment Impact Study (EIS): A document prepared to describe the effects for proposed activities on the environment.

"Environment," in this case, is defined as the natural and physical environment and the relationship of people with that environment.

Record of Decision (ROD): the formal court decision document, which is recorded for the public.

U.S. DOT: Federal Department of Transportation in Washington, D.C.

FHWA: Federal Highway Administration: A department in the U.S. DOT focused on highways.

LaDOTD: Louisiana Department of Transportation and Development in Baton Rouge, LA.

Lafayette Connector Partners team: A team headed up the international engineering firm based in Edmonton, Canada with offices around the world that was awarded the I-49 Connector project.

Evangeline Corridor Initiative Team: A Team Lead by Architects Southwest

ECI Team Contact: Architects Southwest, 337-237-2211

ECI Community Outreach Contact: Right Angle, 337-235-2416

evangelinecorridor.com   

This material is based on work supported by the FHWA under Grant Agreement P-B. Any opinions, findings, and conclusions or recommendations expressed in this publication are those of the Author(s) and do not necessarily reflect the view of the FHWA.

APPENDIX K

WORKSHOP CONVERSATION STARTER QUESTIONS

1. The three words that best describe my neighborhood are:
 1. _____
 2. _____
 3. _____
2. I wish my neighborhood was _____.
3. I wish my neighborhood wasn't _____.
4. I want more _____.
5. I want less _____.
6. My neighborhood used to be _____.
7. My neighborhood needs better _____.
8. My neighborhood is unique because _____.
9. I wish that people knew that _____.
10. What I fear most about the I-49 Connector is _____.
11. What I am most hopeful about the I-49 Connector is _____.
12. I wish I didn't leave my neighborhood to _____.
13. The most important things in my neighborhood are _____.
14. People, places, and features of my neighborhood that we don't take advantage of are _____.
15. Places I could walk to are _____, but I don't because _____.
16. My neighborhood wouldn't be the same without _____.
17. _____ is holding my neighborhood back.
18. The most important issues in my neighborhood are _____.
19. I'm proud of my neighborhood because _____.
20. I'm disappointed by _____ in my neighborhood.
21. What I want most for my neighborhood is _____.
22. Lafayette wouldn't be Lafayette without my neighborhood because _____.

APPENDIX L

BRANDING RATIONALE

TIGER GRANT NAMING RATIONALE

GOAL:

Create a branded name and tagline for the planning process enabled by the TIGER Grant.

SUMMARY OF THE CREATIVE PROCESS:

Right Angle and Architects Southwest held a joint creative meeting Friday, March 4. We evaluated three name/tagline combinations previously drafted by Right Angle:

Lafayette's CORE Plan
Dialogue. Design. Development.

Evangeline Corridor Plan
Neighborhoods. Commerce. Connectivity.

Neighborhood Heritage Plan
Values. Vision. Voice.

SUGGESTED NAME AND TAGLINE:

Evangeline Corridor Initiative
Vision. Voice. Vitality.

RATIONALE FOR SUGGESTED NAME AND TAGLINE:

We determined that this name and tagline should:

- serve as a geographic locator; and
- identify the process that will take place in the coming weeks and months (community engagement, design, and delivery of planning documents and other materials).

In addition to answering the questions of "what and where," it should:

- be consistent with the ETRT vision statement;
- create a foundation for branded communications to multiple audiences; and
- have longevity (This plan will be a guide for improvements, projects and investment for many years to come.).

We also considered some of its qualitative aspects. For example, this name and tagline should convey that planning will be context-sensitive, occurring at street level. It should also inspire confidence in the planning process and hope for the future.

WORD CHOICE/CONSIDERATIONS

Evangeline

Pros

- The phrase "Evangeline Thruway" is established and in use. It efficiently communicates geography. If someone says, "I live near the Evangeline Thruway," the general location of the corridor is generally understood.
- Is related to Acadiana's cultural identity

Cons

- May be too strongly connected to one of Acadiana's cultures (Acadian/Cajun), rather than the broader, multicultural aspects of Acadiana as a whole

Corridor

Pros

- Readily identifies the area

Cons

- May be confused with the word "connector"

Initiative

Pros

- Conveys a sense of beginning a new process and of forward movement

Cons

- Sounds official/governmental/technical

Plan

Pros

- Conversational

Cons

- Does not convey much action

Neighborhood

Pros

- People-scaled

Cons

- Does not relate to business/economic activity

Dialogue

Pros

- Descriptive of planning process

Cons

- Technical, somewhat cold ("Let's have a dialogue" is more officious than "I'd like to talk with you about ...")

APPENDIX M

LEADERSHIP MEETING REPORT TEMPLATE



**EVANGELINE
CORRIDOR
INITIATIVE**

Funded in part by a federal TIGER grant

LEADERSHIP MEETING REPORT

DISTRICT: _____

LEADER(S): _____

TIGER TEAM MEMBER(S): _____

DATE OF MEETING: _____

REQUESTS/QUESTIONS/COMMENTARY: _____

PARTICIPATION RESPONSE: _____

Lafayette Consolidated Government | Routing Code 5901 | P.O. Box 4017-C | Lafayette, LA 70502

APPENDIX N

DISTRICT WORKSHOP FACILITATOR PACKET EXAMPLE

McComb-Veazey Workshop Facilitator Packet

Guidelines for Facilitators

- Smile and encourage everyone at your table to talk.
- Make sure your phone is muted or stored away.
- Ask questions. Never interject your own opinion.
- Try to refer to them by name; take note if they are a Resident or a Business Owner
- If someone begins monopolizing the conversation, call on someone from the opposite side of the table by saying "Sarah, what do you think about that?"
- If their responses are vague or unclear ask: "Please say some more about that!" or "That's interesting. Can you tell us why?"
- Thank them along the way -- "Thanks for saying that!" and also at the end -- "All of your comments are very valuable. Thank you for being here today."

Guidelines for Scribes (Note-takers)

- Stay quiet. Don't interject your own opinion.
- Do politely ask someone to repeat an answer if you didn't understand them.
- Write everything down!
- Ask for their permission to record on your phone (to help with your notes). If anyone objects, put your phone away. Make sure your phone is muted.

Introduction by LCG

Who we are and why LCG got us to this point: Good morning and thank you for coming today. I'm _____ and I work for Lafayette Consolidated Government. I want to give you a brief introduction to the work of the Evangeline Corridor Initiative or as we call it, ECI.

Last year, Lafayette Consolidated Government applied for and received a TIGER grant from the federal government for planning in the neighborhoods that are near the proposed I-49 Interstate through Lafayette. Also, The Louisiana Department of Transportation and Development or the DOTD hired a team of consultants to design this section of the highway. Based on what they heard already from the people of Lafayette they have 13 different ideas of what that road could look like.

Today's Exercise: With _____'s help, you are going to go through exercises to get your ideas about what you want for your neighborhood. Today, we will take you through a brainstorming and a mapping exercise. We will take all of the information we get and put it into our charrette process.

What can I expect from the charrette? A charrette — or design session — is a seven-day-long workshop that will take place from May 21 until May 27. The charrette is the primary planning tool of the ECI process and with the help of nationally recognized designers and planners we will take all the information and ideas we collect from these workshops, community leaders, community events and open houses, to identify ideas that can quickly be developed into model projects. We really want you to stay involved and participate at the charrette.

Is this just a plan? After the charrette, we will develop a plan for each district and once developed we'll come back to your neighborhood to show you the plan and get any other comments you have. But these are much more than just plans. Putting the plan into action is very important and, with the help of the ECI team, we will identify funding sources and partners to begin, before the interstate project even begins, to do projects and programs in your neighborhood.

The relationship between this project and the I-49 effort: Although this is a neighborhood planning effort, we can't ignore that there are different ideas about what this interstate looks like. We want to get your feedback during the last exercise today about specifics for your neighborhood. The number one question will be "How do you see the Evangeline Thruway as it runs through your neighborhood after I-49 is built?" If you have any questions about the interstate project and the various options, we will direct you to some folks who can get into the details but for this exercise we are only going to address the interstate from the perspective of your neighborhood and your vision for the future. Finally, the DOTD is also holding some neighborhood workshops that will address the interstate options and how they impact your neighborhood specifically.

Power of 10 CONVERSATION STARTER QUESTIONS

Power of Ten Brainstorm Dialogue (35 min) – led by ASW / Right Angle core facilitator

Idea: Great neighborhoods have at least 10 things to do. Places to sit, places to play, art to look at, music to hear, food to eat, history to experience, people to meet.

1. What are three words that best describe your neighborhood?
2. What do you want more of in your neighborhood?
3. What do you want less of in your neighborhood?
4. Is there somewhere you can walk to but you don't? Why?
5. What did your neighborhood have before that it does not have now?
6. What could be better about your neighborhood? What is holding it back from being better?
7. What is different about your neighborhood?
8. What are some things, for example, shopping, work, entertainment, that you wish that you didn't have to leave the neighborhood for?
9. Are there people, places, and features of your neighborhood that people don't take advantage of? Do you know why?
10. What do you want most for your neighborhood?

Action Break (5 min) – Finalize lists. Explain next step.

Example Projects Visual Flipbook (20) – TBD (this can be used as soon as is necessary)

******This approach, widely requested by community Leaders in our advance outreach meetings, could help open up further discussion.

Idea: Imagery of example projects at various scales will motivate discussion on potential themes and allow people to start visualizing the Power of 10 concepts.

Action: Facilitators will exhibit in a visual flipbook examples of interesting projects from around the world and country that highlight urban regeneration and neighborhood engagement at very grassroots levels.

Action Break (5 min) – Wrap up dialogue. Explain next step.

SPECIFIC IDEAS

- bus stops, benches
- grocery stores
- retail stores
- restaurants
- trees, landscaping
- more sidewalks/better sidewalks
- jogging trails
- sit and talk on the porch
- play basketball
- removal of dilapidated buildings
- improvement of old buildings (which ones?)
- parks
- security cameras, safety issues
- bicycle rental
- slower traffic; easier to cross the street
- noise abatement
- litter problems
- signage/gateway entrances
- street lighting
- amphitheater for performances
- walkability problems/traffic problems
- parking problems
- fishing dock/boat launch

LARGER/CONCEPTUAL IDEAS

- public transportation
- economic development (assistance opening small businesses, attracting businesses)
- sports facilities
- more security
- parks
- sculpture/murals/public art
- removal of adjudicated properties
- affordable residential options
- assistance for displaced residents
- assistance for new business development
- connectivity (easier access to other areas of town, adjoining neighborhoods; stronger social and cultural)
- zoning issues
- mixed-use development (retail/office + residential)

Community Values Mapping and Connector Impact (70 minutes) – led by ASW / Right Angle core facilitators

Idea: Community Values Mapping involves informing concepts and action through the creation of a ‘map’ of the community’s resources – tangible and aspirational. The process is intended to mobilize a community to focus on what matters most by identifying and using its assets. The goal is to visually identify and note key opportunities in the neighborhood as well as ideas for improvement.

Action: Each table will have a large map. The facilitators will lead the table in taking the SWOT/Power of 10 lists and feedback from the Example Project Visuals and start translating them directly to a map. Facilitators will encourage the group to actually draw or place a post-it note with ideas on specific areas. Together the table will generate a visual map of the District highlighting community resources already in place and begin to discuss how the resources can be improved, connected, and expanded to address challenges.

1. What excites you about where you live? We want to understand what you think about your neighborhood? What happens there?
2. When you step out your front door, what do you want to see?
3. Where do you go to exercise or play sports? At your house? At a court? A gym?
4. If you go to a park, what park do you use?
5. Are you happy with the options for sports and recreation for kids?
6. So spending time with neighbors is a good thing? Are there places outside the home to meet up?
7. Is there public place to meet and where your kids can play?
8. How do you get around? If you take the bus (which we will talk about more later), how well does the bus system serve you?
9. Do you feel safe walking around? Can you walk to the store, to work?
10. What kind of shopping do you need and where would you like that shopping to go?

Connector Impact (part of values mapping)**

Idea: Turning attention to the Connector following the neighborhood values should help digest and discuss the impact on the community – feedback which can be passed on to DOTD.

Action: Through a series of questions, Facilitators will lead participants in a dialogue about the elements of the Connector that would directly impact the McComb Veazey* neighborhood. The Values maps and additional visuals could possibly be used to discuss particular impacts.

McCOMB-VEAZEY DISTRICT*

Connector Exercise Facilitator Questions

1. Connectivity: Do you walk or bike when you cross the Thruway? Why or why not?
2. Economic Development: Where do you shop? Do you have to get in a car to shop or can you walk? What types of businesses would you like to see in your neighborhood?
3. Connectivity: Do you ever walk or bike down the Jefferson Street underpass? How would you improve that?
4. Connectivity: Do you take the bus to travel where you need to go in Lafayette?
5. Connectivity: If yes, do you catch the bus at Rosa Parks or near your house? How could Rosa Parks be additionally utilized by your neighborhood?
6. Connectivity: What is your primary mode of transportation and what are your most frequent routes (e.g. grocery, school, church)? If you bike or walk can you do it safely?
7. Ped/Bike circulation/safety: Are there places in your neighborhood or the city you would like to go to more often but don't because it is hard to get there?
8. Economic Development Support: What types of businesses do you see adjacent to the interstate?
9. Land Use: Talk about the footprint of the interstate. What are your priorities as it relates to the size, location, and interaction of the structure as it relates to your neighborhood.
10. Safety: Let's talk about crime and safety. Do you have any current concerns? Are you concerned about safety being negatively affected by the Interstate structure, as far as lighting, line of sight, and hidden places?
11. Noise: "Do you find the noise of the train objectionable, if so, are you concerned about additional noise from the interstate?"

Group sharing and presentation dialogue / lunch (30 min)**

Action: Each small group would have the opportunity to share their results of their tables work focusing mainly on the Maps.

Closing remarks (10 min) – LCG

Thank participants for their time and great input. Re-explain the Charrette and invite. (Flyers and other material at tables and the door). Yard signs available. Turn their optional attention to the DOTD table.

*THESE FACILITATOR NOTES ARE TO BE USED AT EACH DISTRICT WORKSHOP AND MAY VARY ACCORDING TO DISTRICT.

APPENDIX 0

CHARRETTE Q & A

CHARRETTE Q & A

Q: What is a charrette?

A: An intensive planning session where architects, designers, and citizens collaborate to envision a community plan. This format allows the public to provide immediate feedback to the designers, making everyone who participates an author of the plan.

Q: Who is producing the charrette?

A: The Evangeline Corridor Initiative (ECI), created by Lafayette Consolidated Government (LCG) and funded in part by a federal TIGER grant, is producing the charrette. The ECI has hired a team of national and international consultants led by Lafayette-based Architects Southwest to conduct the charrette.

Q: Why are we conducting this charrette?

A: After collecting input from citizens in five districts along the I-49 Corridor, this charrette is the opportunity to envision the best possible solutions for the relationship between the I-49 Interstate Connector and its adjacent neighborhoods.

Q: What do you hope to accomplish?

A: An implementable master plan for the entire Evangeline Corridor as well as district-specific guidelines that can empower the neighborhoods.

Q: How can the public participate?

A: Show up at Rosa Parks Transportation Center any day between May 22-27 and interact with the architects and designers while they sketch, draw, and create the plan. The charrette will be open until at least 6:00 pm every evening.

Q: Where can the public find more information, or submit comments or questions?

A: Visit evangelinecorridor.com or Evangeline Corridor Initiative on Facebook or by contacting Neil LeBouef, LCG Planner at 337-291-7196 or emailing ETRT@lafayettela.gov.



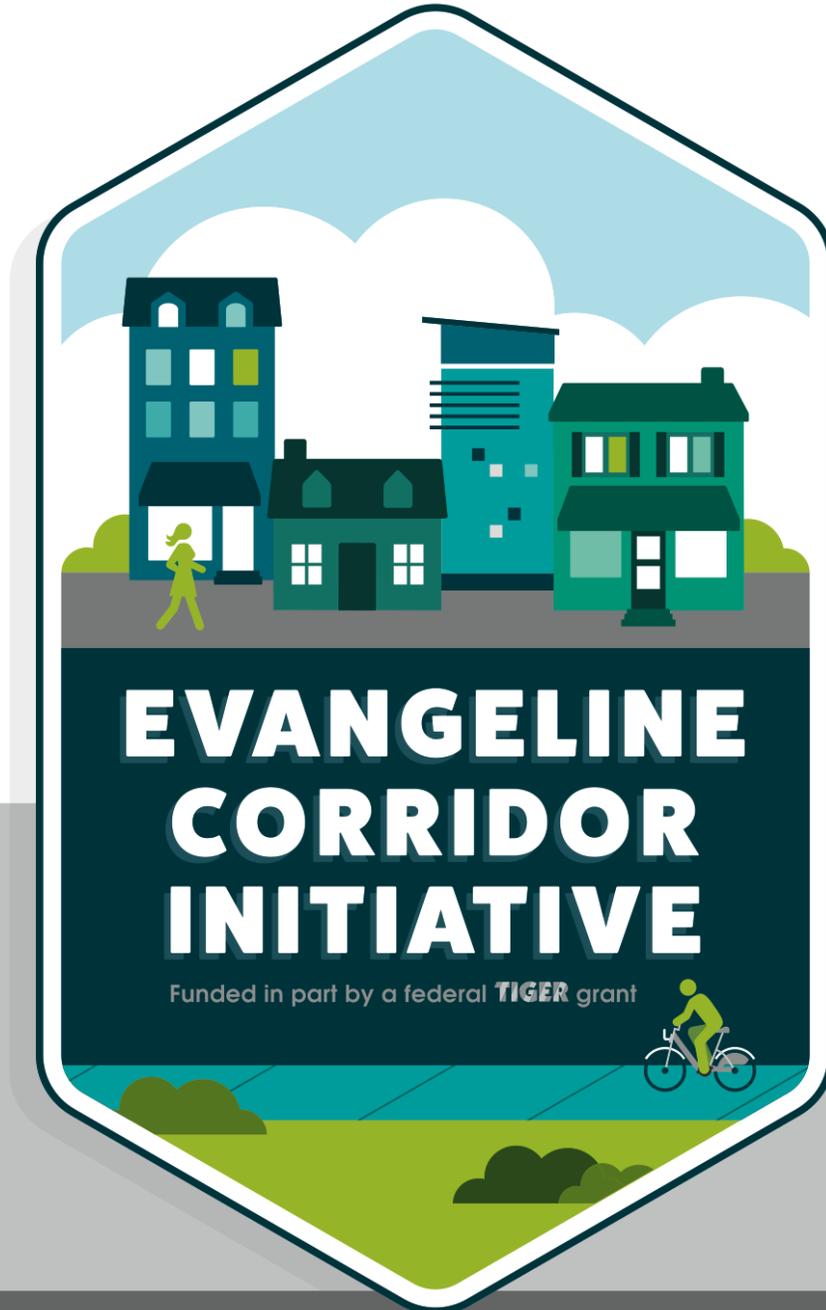
Evangeline Corridor Initiative Team: A Team Lead by Architects Southwest
ECI Team Contact: Architects Southwest, 337-237-2211
ECI Community Outreach Contact: Right Angle, 337-235-2416

evangelinecorridor.com   

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