

## Goals and Objectives of Public Involvement

This Public Involvement Plan for the Rapid TRIP 2050 Metropolitan Transportation Plan (MTP) has been developed in compliance with the Rapid City Area MPO's (RCAMPO) [Public Participation Plan](#) (PPP), adopted in 2016. Below are the purpose and goals from RCAMPO's PPP.

### *Purpose*

The fundamental goal of public participation is to assure that the decisions regarding a proposed plan or project are made only after the public is aware of and has had the opportunity to comment on the proposal. Transportation planning decision-makers must consider concerns of all the public and users who may be affected by a proposed project.

### *Goals*

1. **Educate and Present Information:** The RCAMPO will provide timely and adequate information to the public.
2. **Solicit Public Input:** The RCAMPO will actively seek out input and participation from a wide variety of individuals, groups and organizations affected by the transportation system to identify transportation related needs, desires, issues and concerns.
3. **Facilitate Information Flow Between the Public and Decision-Makers:** The RCAMPO will compile public issues, comments and concerns into complete and concise documents for presentation to the decision-makers.
4. **Consider Public Concerns in Decision-Making:** The RCAMPO consider public concerns presented to them by staff and those presented by individual persons at public meetings.

## Stakeholders and Public Involvement Groups

Stakeholders and public involvement groups are listed in Appendix A.

## Tools and Tactics

### *Website*

The consultant team will provide, maintain, and update a webpage dedicated to the study. The website will help dispense information to the public regarding the status of the study, public meeting announcements, presentations, meeting summaries, and project documents. The website will have four main content sections: Home, Events, FAQ and Resources, and Contact. The website will assist with data gathering by housing a comment form and any project surveys. The website will be active at least 10 days prior to the first public meeting and will stay active at least six months completion of the study to allow public access to the final report. The website will be built as a content management system (CMS) to allow administrative access to the client. HDR will purchase and manage the following URL: [www.RapidTrip2050.com](http://www.RapidTrip2050.com).

## Website Components:

Home	Events	FAQ and Resources	Comment
<ul style="list-style-type: none"> <li>• Plan Description</li> <li>• Plan Goals</li> <li>• Study Area Map</li> <li>• Schedule</li> <li>• Schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Past events and materials</li> <li>• Information about upcoming events</li> <li>• Mailing list sign up link</li> </ul>	<ul style="list-style-type: none"> <li>• FAQ</li> <li>• Previous Plans</li> <li>• Links to partner plans</li> <li>• Links to other resources</li> </ul>	<ul style="list-style-type: none"> <li>• Comment Map</li> <li>• Contact form</li> <li>• Contact information</li> </ul>

*Social Media*

Existing social media pages will be utilized for social media outreach relating to this project. HDR will provide graphics and written content. The following channels and contacts will be utilized:

- Rapid City Municipal Government Facebook Page
  - <https://www.facebook.com/CityofRapidCity>
  - Contact: Darrell Shoemaker ([Darrell.shoemaker@rcgov.com](mailto:Darrell.shoemaker@rcgov.com))
- City of Rapid City Community Development Facebook Page
  - <https://www.facebook.com/RapidCityCommunityDevelopment>
  - Contact: rebel.vanloh@rcgov.org
- Rapid City Public Works Facebook Page
  - <https://www.facebook.com/RapidCityPublicWorks>
  - Contact: shannon.truax@rcgov.org
- Rapid Transit System Facebook Page
  - <https://www.facebook.com/rapidride>
  - Contact: Megan Gould-Stabile ([Megan.Gould-Stabile@rcgov.org](mailto:Megan.Gould-Stabile@rcgov.org))
- Black Hills Mountain Bike Association Facebook Page
  - <https://www.facebook.com/BHMBA>
  - Contact: Brittany Neiles ([brittanyneiles@gmail.com](mailto:brittanyneiles@gmail.com))
- Pennington County, SD – Government Administration Facebook Page
  - <https://www.facebook.com/pennco.sd>
  - Contact: Joseph Miller ([joe.miller@pennco.org](mailto:joe.miller@pennco.org))
- City of Box Elder, SD Facebook Page
  - <https://www.facebook.com/boxelder.us>
  - Contact: Doug Curry ([doug.curry@boxelder.us](mailto:doug.curry@boxelder.us))
- South Dakota Department of Transportation
  - <https://www.facebook.com/southdakotadot>
  - Contact: Julie Stevenson ([julie.stevenson@state.sd.us](mailto:julie.stevenson@state.sd.us))

*Public Meetings*

Three public meetings will take place in Rapid City as part of this plan. The first meeting will be focused on introductory information and data collection. The second meeting will be focused on providing preliminary recommendation, and the final meeting will focus on presenting the draft MTP. The public meetings will take place in a location that is physically accessible and located within reasonable distance

of public transit routes. The comment period for each meeting will extend 7 days past the date of each meeting. Meeting content may include presentations, boards, and handouts.

Pop-up events may be utilized as way to reach the public where they are. The project team will consider the following events:

- City of Box Elder Community Nights
  - June 18, July 16, August 20, evening
  - Contact: Mikki Gubka, 605-923-1404 or [Gubka.Mikki@BoxElder.US](mailto:Gubka.Mikki@BoxElder.US)
- Box Elder Expo (Invite Only)
  - October 3, evening
  - Contact: Mikki Gubka, 605-923-1404 or [Gubka.Mikki@BoxElder.US](mailto:Gubka.Mikki@BoxElder.US)
- City of Summerset Summerfest
  - July 13
  - Contact: Lisa Schieffer 605-718-2189, [lschieffer@summerset.us](mailto:lschieffer@summerset.us)

## Notifications and Promotions

For each public meeting, a public notice will be published in the Rapid City Journal, Black Hills Pioneer, and Native Sun News once at least seven days prior to the meeting date. Flyers will be posted at City Hall, Rapid City Public Library, and other locations as deemed appropriate.

A social media graphic and post copy will be provided to the MPO, City, and SDDOT at least 14 days prior to the meeting date.

## Evaluation of Public Involvement

The public engagement techniques will be evaluated by the completion of the previously listed tools and tactics. Written comments will be included as an appendix in the final report.