

Memo

Subject: BCC MAP Public Outreach Framework Summary

Introduction

The purpose of this memo is to outline the public engagement activities, timing, and materials to be delivered for Task 2 (Outreach and Engagement) of the Big Cottonwood Canyon Mobility Action Plan (BCC MAP). This information is meant to supplement the Detailed Work Plan dated October 2022. Note that the Central Wasatch Commission (CWC) Transportation Committee, Stakeholder Council, and Commission Board updates are outlined and described in the Detailed Work Plan; this memo focuses specifically on the methods assumed for the general public. The public engagement activities will take advantage of existing communication channels and distribution methods in place through the CWC and its partners, including the existing CWC website, email distribution lists and newsletters, and regular updates to the CWC Transportation Committee, Commission Board, and Stakeholder Council.

Methods and Activities

The following table summarizes the methods and their timing/frequency for the public outreach components of the BCC MAP.

Outreach Method	Description	Timing / Frequency
BCC MAP Branding	<ul style="list-style-type: none"> • New BCC MAP logo • Overall branding, colors, styles to match existing CWC branding • CWC and funding partner logos to be incorporated into branded materials (e.g., document covers, footers, etc.) • Media packet will be provided to partner jurisdictions/agencies in December 	<ul style="list-style-type: none"> • Available for use first week in December
CWC Website	<ul style="list-style-type: none"> • The existing CWC website will host a page for BCC MAP information/updates – to be “live” in early December • Will have section for BCC MAP updates on home page rolling credits • CWC will post content, with AECOM support developing content 	Key Project Milestones: <ul style="list-style-type: none"> • Project introduction (early December) • Mid-process update/survey period (January) • Draft MAP update (late March/early April) • Final MAP posting (May)

Outreach Method	Description	Timing / Frequency
Social Media	<ul style="list-style-type: none"> Utilize existing CWC social media accounts CWC will post updates with AECOM support developing content 	<ul style="list-style-type: none"> Project introduction (early December) Mid-process update/survey period (January) <ul style="list-style-type: none"> Survey reminders (mid-survey period, final week/day to respond reminder) Post-survey, pre-Draft MAP update (February) Draft MAP available notice (late March/early April) Final MAP available notice (May) Updates when new materials posted to website
CWC Newsletter	<ul style="list-style-type: none"> CWC will incorporate, distribute BCC MAP updates into existing CWC newsletter at key milestones, with AECOM support for content development 	<p>At a minimum:</p> <ul style="list-style-type: none"> Project introduction (early December) Mid-process update/survey period (January) Draft MAP update (late March/early April) Final MAP posting (May)
Partner e-Kits	<ul style="list-style-type: none"> CWC to distribute partner e-kits/media packets to partner jurisdictions/agencies 	<ul style="list-style-type: none"> To be provided to CWC partners early December
CWC Email Blasts	<ul style="list-style-type: none"> CWC to send email updates through existing distribution lists at key milestones, with support from AECOM for content development 	<p>At a minimum:</p> <ul style="list-style-type: none"> Project introduction (early December) Mid-process update/survey period (January) <ul style="list-style-type: none"> Survey reminder(s) (mid-survey period, final week/day to respond reminder) Draft MAP update (late March/early April) Final MAP posting (May)
Public Survey	<ul style="list-style-type: none"> Mid-process online survey to gather public feedback on both gaps/issues being addressed through BCC MAP process and potential recommendations Links to survey to be provided through various methods: CWC website, newsletter, email blast, social media; partner email lists, websites, etc. Provide QR codes at park & rides, other transit-specific locations in the valley, ski resorts (to be coordinated with resorts, CWC partners as appropriate) Potential distribution through 2-3 community organizations In-person surveys and project fact sheets provided at pop-events in the community and/or key physical locations to capture input from those less likely to use virtual options, and to better capture the broader community, transit users, etc. Input received will be documented in final outreach memo and BCC MAP; public sentiment and considerations will be included as a component of the implementation strategy for each recommendation 	<ul style="list-style-type: none"> Post in January, available for at least 30 days
Project Fact Sheet / Infographic	<ul style="list-style-type: none"> To be developed in tandem with website updates at key milestones Simple one-pagers, infographic style 	<ul style="list-style-type: none"> Mid-process, in tandem with survey release Corresponding with Draft MAP rollout and Final MAP availability
City Council Updates	<ul style="list-style-type: none"> If city requests MAP representative to present, CWC Project Manager to present with AECOM-provided materials, and AECOM Project Manager in attendance, as needed, to field questions 	<ul style="list-style-type: none"> As requested by CWC partners