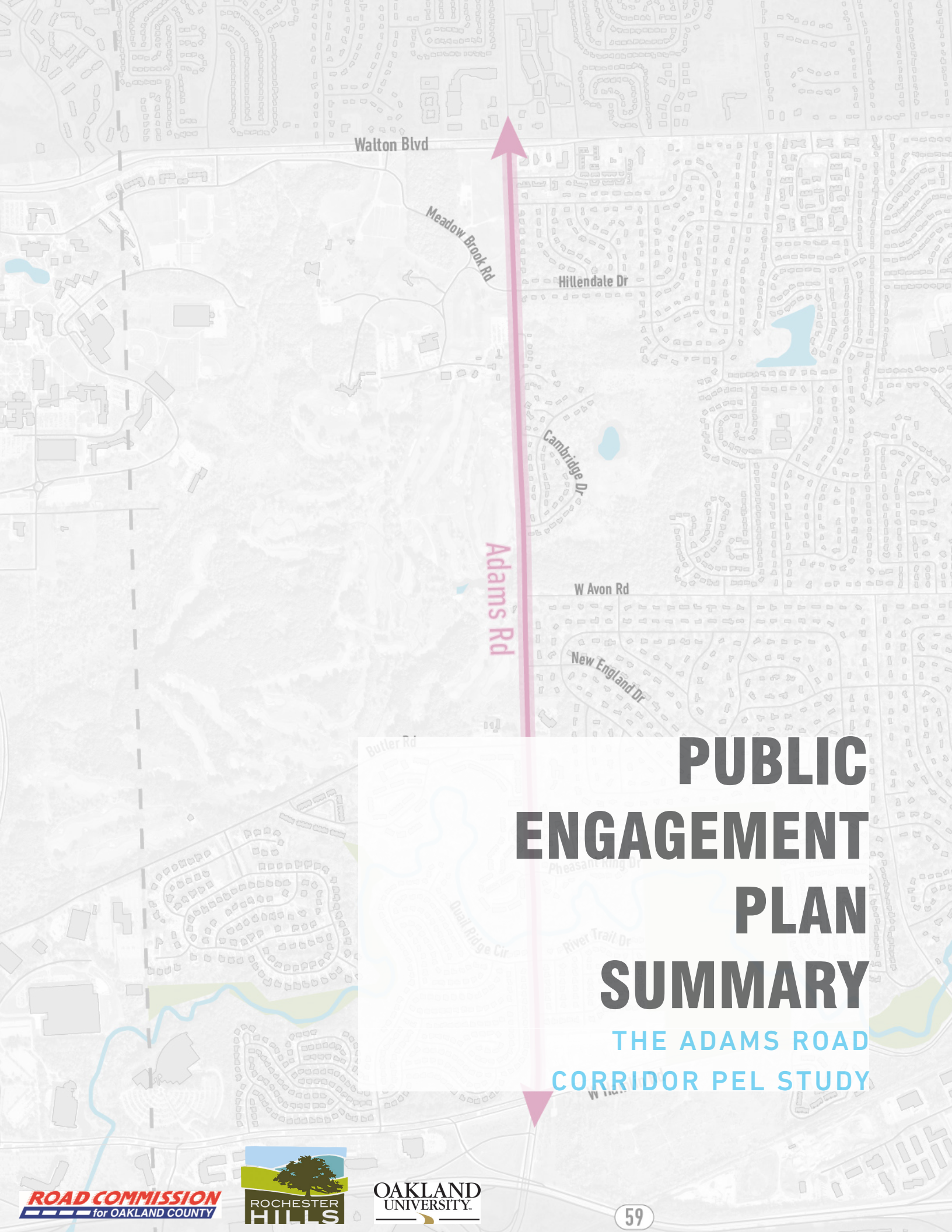




PUBLIC ENGAGEMENT PLAN SUMMARY

**THE ADAMS ROAD
CORRIDOR PEL STUDY**

INTRODUCTION

PROJECT OVERVIEW AND ENGAGEMENT APPROACH



The purpose of this document is to provide a framework for planning and tracking engagement for the Adams Road Corridor Planning and Environmental Linkage (PEL) Study process. The process will bring together a diverse group of experts and specialists to develop and offer comprehensive solutions that will be grounded in engagement with stakeholders and the public.

This project involves the preparation and development of a PEL Study and an Environmental Assessment on Adams Road from Hamlin Road to Walton Boulevard (approximately 2.22 miles) in Rochester Hills. The outcome of the project will be shaped by public input which will be used to craft goals to evaluate alternative improvements along Adams Road. The alternatives could include a variety of improvements and may include no changes.

One of the keys to this project's success is to ensure that there are opportunities for stakeholders and the public (i.e. people who live along the roadway, Oakland University, churches, businesses, and people who drive along Adams Rd) to be involved, not only to obtain information, but also to provide input that helps shape the outcomes of the project.

Stakeholder Groups

A variety of stakeholder groups will be invited to discuss project needs and solutions. This will include property owners, business owners, Homeowners Association presidents, churches, schools, homeowners, Oakland University, Rochester Hills City Council, the City of Rochester Hills' Green Spaces Committee, Gatehouse Society, Historic District Commission, Clinton River Watershed Council, school districts, and others identified by the Technical Team. These meetings will take the form of primarily one-on-one conversations, but could also be the form of small focus group meetings. These groups will be engaged to allow the opportunity for more in depth conversations to take place between the project team and the representatives of these groups to better address challenges that arise.

Public Workshops and Presentations

Up to five public workshops will take place during the course of the project process. Presentations will focus on brevity and be highly visual and provide ample time for questions and discussion. In addition to presentations, the workshops will focus on gathering input through interactive exercises. Project staff will help facilitate and prompt discussion and participation through visuals and maps.

STUDY AREA



Walton Blvd

Meadow Brook Rd

Hillendale Dr

Cambridge Dr

Adams Rd

W Avon Rd

New England Dr

Butler Rd

Pheasant Ring Dr

River Trail Dr

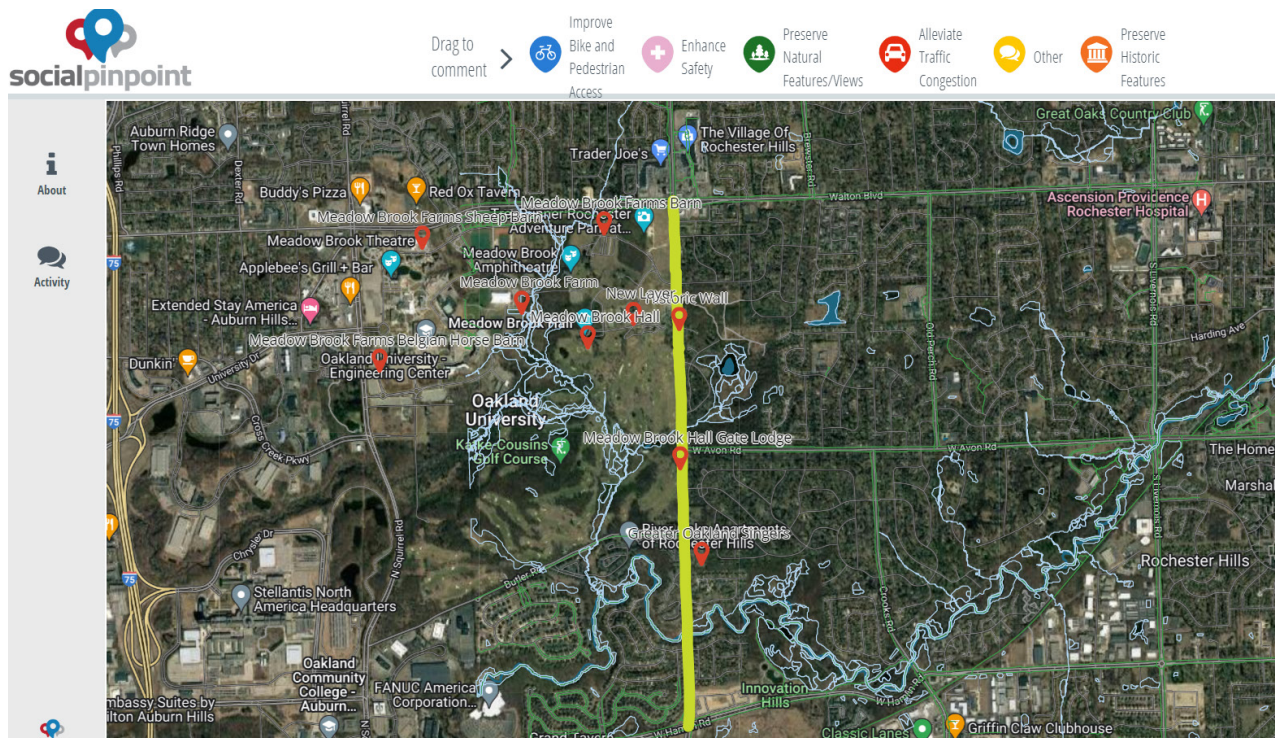
Quail Ridge Cir

W Hamlin Rd

59

ONLINE ENGAGEMENT

PROJECT WEBSITE AND ONLINE ENGAGEMENT TOOLS



Online Engagement

An interactive project website has been created which will have frequent project updates, online surveys, and an interactive mapping tool to get locational feedback. The surveys will be used to get feedback on the main issues and concerns along the Adams Road corridor as well as input on design alternatives.

Getting the Word Out

Additionally, social media can be used to inform the public about the project and provide quick updates, occasional polling, and event invitations to public workshops. The RCOC, Rochester Hills, and Oakland University Communications Staff will post updates and invites to events on their digital and social media platforms.

ADAMS ROAD PEL CORRIDOR STUDY WEBSITE

<https://mksk.mysocialpinpoint.com/visioningadamsroad>

PUBLIC WORKSHOPS

AGENDAS AND FORMAT FOR MEETINGS

WORKSHOP	TIMING IN PROCESS	ANTICIPATED AGENDA
#1	FALL 2022	KICK OFF THE PROJECT WITH AN OVERVIEW OF THE PROJECT AND PROCESS, BRIEF DATA EVALUATION, AND COLLECT PRIORITIES ON ISSUES TO INFORM THE DRAFT PURPOSE AND NEED
#2	SPRING 2023	REVIEW PURPOSE AND NEED OF THE PROJECT WITH INPUT
#3	WINTER 2024	REVIEW OF THE ALTERNATIVES
#4	WINTER 2025	PRESENTATION OF THE PEL PLAN
#5	SUMMER 2025	FORMAL PUBLIC HEARING OF THE ENVIRONMENTAL ASSESSMENT

The Public Workshops will occur during key points of the process to gain insight and build support for the project's outcomes.

Meeting Format: The typical format will consist of a presentation followed by topic stations where the public will be asked to provide direct feedback and have one-on-one conversations with the project team and RCOC staff.

Venue: These meetings will be held at a mutually agreed upon location that is highly accessible and welcoming to the community. Ideally, the location of the workshops will be along the Adams Road corridor. Meetings should occur at convenient and accessible locations and times as well as making materials available in alternative formats. Accommodations can be made for persons with disabilities and limited English-speaking ability. Large print materials, auxiliary aids or the service of interpreters, signers, or readers are available upon request to RCOC.

