



Phase One

(September 23, 2015 – March 18, 2016)

Public Comment Summary Report

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Overview

Public Involvement Objectives

The objectives for the Bright 74 Study's public involvement and outreach efforts are:

- To provide multiple opportunities for stakeholders and the public to review Study-related information and obtain updates on the progress being made to identify and evaluate the feasible transportation alternatives to improve connectivity between the Bright, Indiana area and the I-74 corridor
- To provide stakeholders and the public with multiple opportunities through which they can provide feedback to the Study Team
- To update community members who may have participated in previous planning efforts, while identifying and reaching out to new, previously untapped community members and stakeholders
- To hold three formal public meetings during the 12-month Study. Dates and locations will be posted on OKI's website and shared through numerous other public channels as soon as the information is available. Every public meeting will be followed by a 30-day public comment period with all information available on the website (Bright74.oki.org)

Purpose of this Document

OKI views comprehensive, strategic stakeholder outreach and public involvement essential to the success of the Bright 74 Study. As such, this Public Comment Summary Report has been developed to record public involvement activities undertaken and the input received during the first of three phases of the Study process.

Phase One Deliverables

Phase One of the Bright 74 Study can be summarized as the *Data Collection Phase*. This phase was implemented between September 23, 2015 (date of the signed contract between OKI and AECOM - the consultant team chosen to assist with the Study) and March 18, 2016 (the end date of the Study's first, 30-day public comment period).

During this study phase, the Study Team worked to compile and analyze data covering all aspects of the Study Area. The results of these efforts are presented in two reports (the Data Collection Summary and Red Flag Summary) which will be posted as separate documents on the Bright74.oki.org website under the *Phase One: Data Collection* page.

Data Collection Summary

The purpose of the Data Collection Summary is to examine existing traffic, roadway and safety conditions on existing roadways in the Bright 74 Study Area. This report defines where there are problems or deficiencies in the roadway network and includes mapping, identification and review of other roadway characteristics, existing traffic volumes, Level of Service (LOS), crash analysis, land use, existing and future population and employment data, and environmental and community resources. Along with public input, the Data Collection Summary provides the catalyst for identifying transportation needs to be addressed with the drafting of conceptual solution improvements during Phase Two of the Study.

Red Flag Summary

The purpose of the Red Flag Summary is to identify any major environmental issues or concerns that may affect the planning, development and implementation of transportation improvements in the Study Area. A secondary source review was conducted and supplemented by a windshield survey which examined: air quality, aesthetics, aquatic and terrestrial resources, cemeteries, cultural and historic resources, federal lands, floodplains, farmland, agricultural districts, groundwater resources, hazardous materials, streams/surface waters, threatened and endangered species, underground storage, water, wetlands, noise, socioeconomic overview, Environmental Justice, existing and future land uses, potential relocation and displacements, permits, Section 4(f), and Section 6(f). The Red Flag Summary highlights resources to avoid, if possible, in the conceptual solution improvements that will be drafted during Phase Two of the Study.

Advisory Committee Activities

For this particular level of transportation planning study, OKI established an Advisory Committee (AC). The AC serves as a key element in the Study's public outreach program by communicating information in the community, exchanging ideas and listening to stakeholder feedback. AC members work with one another, the Study's consultant team and OKI staff to review and discuss details and progress updates in order to drive the Study toward an on-time and on-budget conclusion.

Members

The AC consists of Dearborn County OKI Board of Directors members and other key stakeholders who represent 20 diverse and well-established governmental and civic-based organizations in the region, as well as citizens-at-large. Members represent large groups of people with whom they work and correspond regularly, as well as receive feedback. The AC members' broad reach and representation throughout the Study Area and Dearborn County provide information as a working group to the OKI Bright 74 Study Team. AC members serve in an advisory capacity without compensation. A list of the AC members, alternates and agency or affiliation is posted on the Bright74.oki.org website under the *Advisory Committee* subheading found on the *Participants* page (open document by clicking the **green** text).

Responsibilities

- Provide Study updates and disseminate information to community, organization or agency members to encourage an exchange of information
- Share community, organization or agency members' questions, concerns and general feedback with OKI and the Study's consultant team
- Assist with public involvement and outreach efforts, as appropriate

Meetings

Over the course of the Study, it is anticipated that the AC will meet five (5) times at key milestones in the Study's development. During Phase One of the Study, two AC meetings were held at the North Dearborn Branch Library on November 18, 2015 and January 27, 2016. The AC approves prior meeting minutes at their subsequent meeting. Once approved, AC minutes are posted to the Bright74.oki.org website under the *Advisory Committee* subheading found on the *Participants* page (open documents by clicking the **green** text).

Phase One Publicity Activities

Direct Postcard Mailing

OKI sought to ensure that property owners in the Study Area would be made aware of the Bright 74 Study as early in the process as possible. After much review, it was determined that a direct postcard mailing to each property owner would be the most efficient and cost-effective method for this public outreach. Mailing addresses were received via email from the Dearborn County Assessor's Office. The list was reviewed to remove duplicate addresses and owners, cemeteries, public land and other related listings to achieve an efficient mailing. The postcard provided concise, key information on the first Public Open House, Bright74.oki.org, OKI mailing address and contact phone number. The postcard's design was colorful and eye-catching to distinguish the information from other mail items, so that the public would be more likely to see and read the information. 2,255 postcards were mailed on February 8, 2016 -- one week before the open house. Twenty-five of the postcards were returned as "undeliverable" to OKI's office. An image of both sides of the postcard is shown below as a reference.



Public Open House Flyer

OKI staff created and shared a Public Open House flyer with 120 OKI members at the February 9, 2016 OKI Intermodal Coordinating Committee and February 11, 2016 OKI Executive Committee meetings. A stack of the flyers were left at the North Dearborn Branch Public Library on January 27. Multiple copies were made available at the January 27, 2016 AC meeting for AC members to take with them and distribute. Following the meeting, members of the Advisory Committee assisted in notifying their members and contacts of the Public Open House in many ways including, but not limited to the following:

- Superintendent of Sunman-Dearborn Public School District distributed 420 Public Open House flyers to employees (he shared that many live in the Bright Study Area) and placed about 80 flyers in various school offices for parents to see and pick-up. He also sent out a pdf of the flyer via the parent email system and added it to the school's website (<http://www.sunmandearborn.k12.in.us/>). Lastly, he tweeted numerous times about the Open House starting in mid-January.
- The Bright Area Business Association member placed copies of the flyer at commercial establishments around the Bright Area.

- The pdf of the flyer was sent via email to 20 members of the Farm Bureau.
- The flyer was emailed to 40-45 individuals (two different times) by the Dearborn County Director of Planning & Zoning and was posted at the Dearborn County Administration Building and on their website.
- On the day of the open house, the Dearborn Journal Press sent a notice to their subscription list.

Constant Contact and Social Media Communications

Constant Contact Messages

The Advisory Committee members received notice of the Open House via Constant Contact on January 11, 2016. A reminder message was sent on March 17, 2016. Immediately following the Open House, meeting materials and information were posted on the project website and an email notifying recipients of their availability was distributed through Constant Contact to Advisory Committee members on February 18 and an update on March 11, 2016 requesting input on the location for the next Open House.

A general Constant Contact database comprised of emails received during the study from interested citizens has been created. Eighty-seven email addresses were received at the first Public Open House. One hundred eighteen email addresses were received through the online survey. This group of public email addresses will be receiving Study updates as they develop and as new information is made available. New email addresses received as the Study progresses will continue to be added to this database.

Website Postings

The Bright74.oki.org website went live just prior to the first AC meeting on November 18, 2015. As information develops, it is being posted to the website. All public open house materials, including the exhibit maps and survey, were posted to the website under the *Phase One: Data Collections* page to coincide with the Public Open House on February 17, 2016.

Social Media Postings

OKI uses the agency's Facebook page and Twitter account for all Social Media networking activities. During Phase One, the Bright 74 Study has been the subject of 3 Facebook posts and 2 Tweets. These messages have been shared by numerous staff, AC members and citizens.

Media Relations Summary

Media Outreach

Local print, TV, radio and online media news outlets also received notice of the Public Open House via Constant Contact. The notice was sent to 18 unique media-related email addresses on January 11, 2016. A list of these regional media contacts has been included as Appendix B of the Public Involvement Plan which is available on the Bright74.oki.org website at the top of the *Participants* page (open document by clicking the green **Public Involvement Plan (PIP)** text). The

notice is posted on the Bright74.oki.org website on the *Phase One: Data Collection* page.

Media Coverage

Three members of the media were recorded as attending the February 17, 2016 Open House on the event's sign-in sheets. These reporters represented *The Beacon*, Eagle Country 99.3 WSCH-FM and *The Dearborn County Register & Journal Press*. Their attendance at the Open House resulted in three news article publications.

In addition to coverage of the Public Open House, nine other articles have been published by the media on the Bright 74 Study since its inception and six before OKI initiated the Study. Links to each article are provided on the Bright74.oki.org website under the *Media Coverage* page.

February 17, 2016 Public Open House

Overview

A Public Open House meeting is planned for each of the three phases of the Bright 74 Study. The purpose of the open houses is to share study information with the public and gather their input.

The Phase One Public Open House was held on Wednesday, February 17, 2016 at East Central High School's Performing Arts Center (1 Trojan Place, St. Leon, Indiana 47012) from 4:00 pm to 7:00 pm. The format was open-house style, meaning that visitors could arrive and stay as long as they liked to receive the same information and have the same opportunity to share comments with the Study Team members. Staff greeted visitors at the front registration table where they were invited to sign in. Sign-in provides OKI with the ability to record attendance levels.

Attendance

One hundred seventy-four (174) people signed in at the registration table. More individuals attended the meeting, however, they chose not to sign in for various reasons (his/her partner or spouse signed in for the pair, but listed just one person; he/she was attending with a friend and didn't want to sign in; etc.). Staff managing the registration table approximates that an additional ten (10) people attended the open house, but did not sign in.

Noted below are the members of the Study Team and AC members and alternates that were in attendance at the first open house.

- OKI Staff: Mark Policinski, Robert Koehler, Robyn Bancroft, Lorrie Platt, Karen Whitaker, Ashley Patrick
- Consultant Team Staff: David Wormald, Gary Mroczka, Joe Vogel, Margaret Yocom, Ted Grossardt, Johnny Han
- AC members and alternates: Kevin Lynch, Mark McCormack, Harley Uhlmansiek, Jan Uhlmansiek, Marilyn Hyland, Greg Gronwall, John Stenger, Jeff Stenger, Celeste Calvitto

Summary of Information Presented

Eleven 36" x 48" Information Display Boards were used at the Open House to share key data and Scoping Study information. Staff members were positioned at each display board to answer questions and receive comments from guests. Appendix E contains snapshots of each display board.

Materials Shared with Attendees

Attendees were given a two-sided Bright 74 Study Overview and Dearborn County Transportation Funding Overview sheet. Both overview documents are available on the Bright74.oki.org homepage directly under the Study Area Map (open documents by clicking the **green** text). Attendees were also asked to complete a "Keep Me Updated!" card so they could share their contact information with OKI.

Public Comment Summary

Comment Opportunities Made Available to the Public

The following opportunities were made available to solicit public input during Phase One of the Study.

- The Phase One survey was administered at the Public Open House on February 17, 2016 through use of group polling sessions. Members of the public used handheld electronic devices to respond to each of the survey questions. For open-ended and “Other” responses, people were given sheets of paper to complete and return to Study Team members. Anonymous polling results were gathered from 121 participants in 13 consecutive sessions during the three hour period.
- An online version of the survey, using Survey Monkey, was posted to the Bright74.oki.org website to coincide with the February 17, 2016 Public Open House. The survey closed at midnight on Friday, March 18, 2016.
- Paper copies of the survey were made available through the following outlets:
 - Two (2) were received at the February 17, 2016 Public Open House
 - A display and over 50 paper copies of the survey were made available at the North Dearborn Public Library from February 17 to March 9, 2016. Eleven (11) paper surveys were collected.
 - One (1) survey was shared at the Dearborn County Soil and Water Conservation District Annual Meeting held the evening of March 17, 2016. People were informed that the survey would be open one more day, if they wanted to submit input online.
 - Four (4) surveys were received via mail to the OKI office.
- The Bright74.oki.org/ website also has had an open comment text box available 24/7 since the website went live in mid-November 2015. This channel for public input will remain open throughout the Study and questions and comments may be submitted anytime to OKI staff.
- The website and all printed material provided the OKI Project Manager’s email address (rbancroft@oki.org).
- The website and all printed material provided the OKI Project Manager’s direct office telephone number (513-619-7662).

Documentation of General Comments Received

- General Comments Received via Website: The Study Team received 11 messages via the project website’s general comment box between November 23, 2015 and March 3, 2016. The general subject matter of the messages is summarized in the bullets below. All names and email addresses have been removed to ensure anonymity and privacy.
 - Four of the comments were citizens asking only that their email be added to our contact database for Study updates.
 - One comment was that the individual would “love to have a better route to access the interstate from Bright.”

- One comment supported more quality of life improvements like bike paths and parks than roadways.
- One comment included questions regarding what improvements were planned for State Line Road, voiced concern over potential increase in traffic including tractor trailers and asked if cost estimates were in today's dollars or future (construction year) dollars. Same citizen asked about land ownership which is not a consideration of the Study.
- One citizen voiced their lack of support for a "new road."
- One comment stated that Sand Run Road needed improvement due to high traffic levels.
- One person shared that their top concern was to improve multi-modal safety and suggested "Vision Zero" as a consideration.
- One person shared their biggest concern was regarding safety using the West Harrison ramp onto eastbound I-74. They were also concerned about trucks using a new connector road as a by-pass between I-74 and I-275. Finally, this individual shared that they "like the idea of looking into the cost of doing major improvements to current routes, especially on the hills of Whites Hill and Jamison as well as the entire stretch [of] State Line and much of North Dearborn Road."
- No direct emails from members of the public were received by the Project Manager at rbancroft@oki.org. The Project Manager did respond to numerous emails from members of the media. Timing of emails corresponded to publication of news articles.
- No phone messages from members of the public were left for the Project Manager at her direct office phone number (513-619-7662) during Phase One of the Study. The Project Manager did respond to a few phone calls from members of the media. Timing of the phone calls correspond to publication of news articles.

Documentation of Survey Responses Received

A total of 453 comment forms were submitted to the Study team during the 30-day public comment period. Of these:

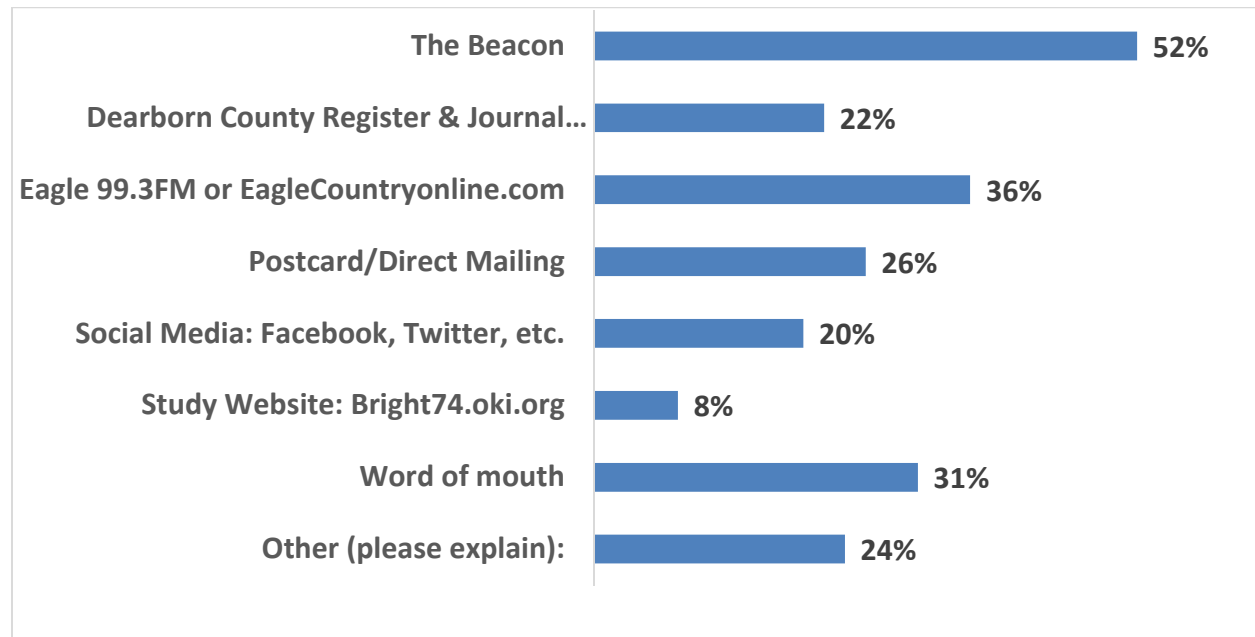
- 119 surveys were completed via the electronic poll at the February 17, 2016 Public Open House. To facilitate tabulation of the data received, staff entered the information submitted with the polls into the Survey Monkey database.
- 318 surveys were completed online using the Survey Monkey link on the Bright74.oki.org website.
- 11 paper surveys were collected from the North Dearborn Public Library. The content of these surveys was entered into the Survey Monkey database.
- 1 paper survey was collected at the Dearborn County Soil and Water Conservation District Annual Meeting and was entered into the Survey Monkey database.
- 4 paper surveys were received by mail at OKI's office. The content of these forms was entered into the Survey Monkey database.

Comprehensive Summary of All Responses Received

The following several pages consist of a comprehensive summary of all responses received for each of the ten survey questions. A separate document containing each of the 453 individual surveys received is available on the Bright74.oki.org website under the *Phase One: Data Collection* page. Names and email addresses have been removed to ensure anonymity and privacy.

Question 1: How did you hear about this study? (please check all that apply to you)

Over half (52% or 235 people) of the respondents indicated that they heard about the Study from The Beacon. A third of the respondents listed Eagle radio or website (36% or 162 people) or “Word of mouth” (31% or 138 people) as their Study information source. The table below shows responses for all the other categories. A total of 450 respondents answered this question. Three respondents skipped this question. Survey takers could respond to as many of the multiple choices as they desired.

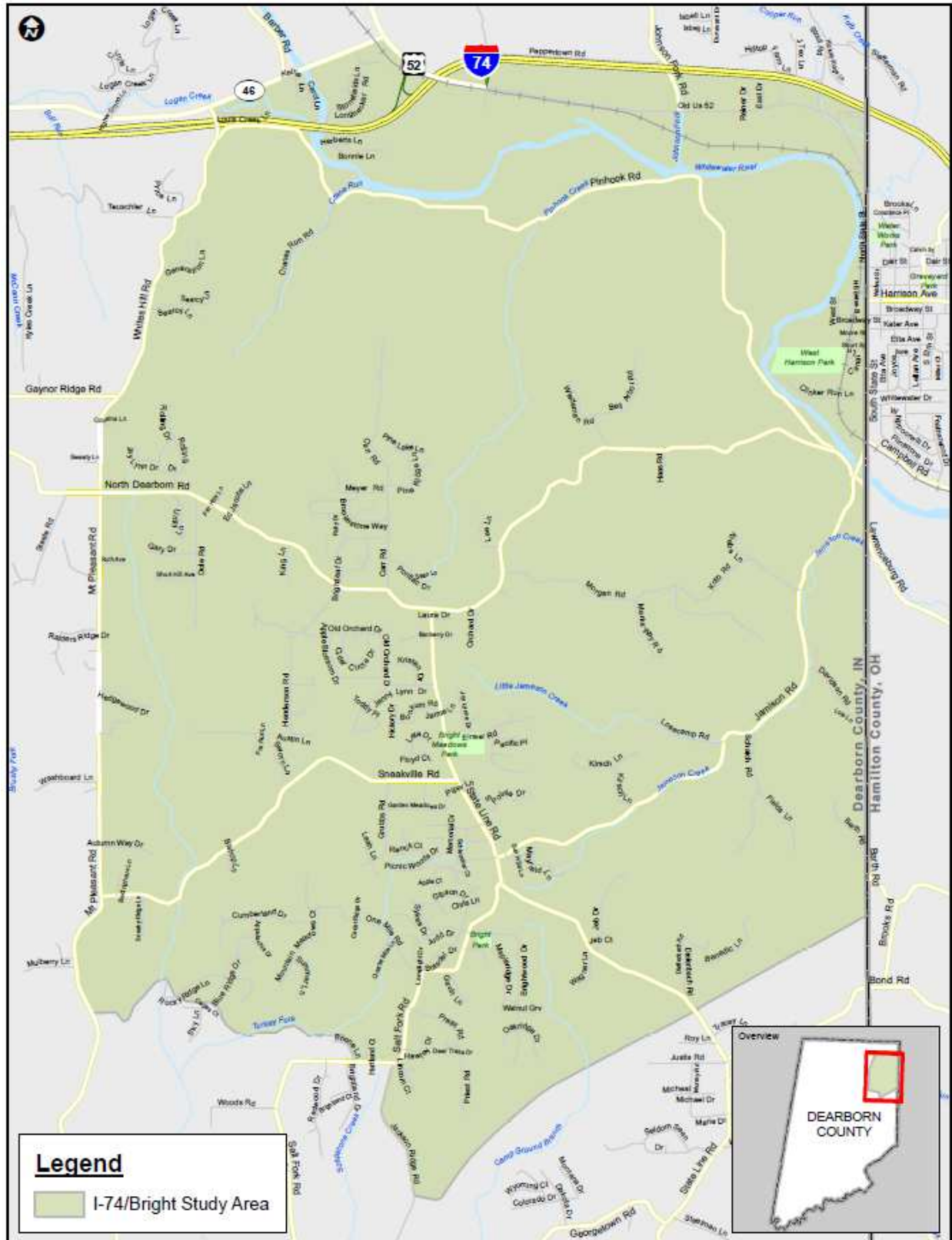


Answer Choices	Responses	
The Beacon	52%	235
Dearborn County Register & Journal Press	22%	100
Eagle 99.3FM	36%	162
Postcard/Direct Mailing	26%	119
Social Media: Facebook, Twitter, etc.	20%	89
Study Website: Bright74.oki.org	7%	33
Word of mouth	31%	138
Other (please explain):	26%	106

In addition to the seven multiple choices, survey takers could choose “Other” and share additional ways they heard about the Study that were not listed.* One hundred and six people chose the “Other” option. Survey takers could share as many different ways they heard about the Study as they liked. People very often shared more than one method in their “Other” comment. A summary of all the “Other” comments is in the chart. The most frequent source shared by “Other” respondents to this question was a generic “Newspaper” (31% or 17 people). The public schools and the Superintendent in particular was the next most common source listed for hearing about the Study at 11% or six people.

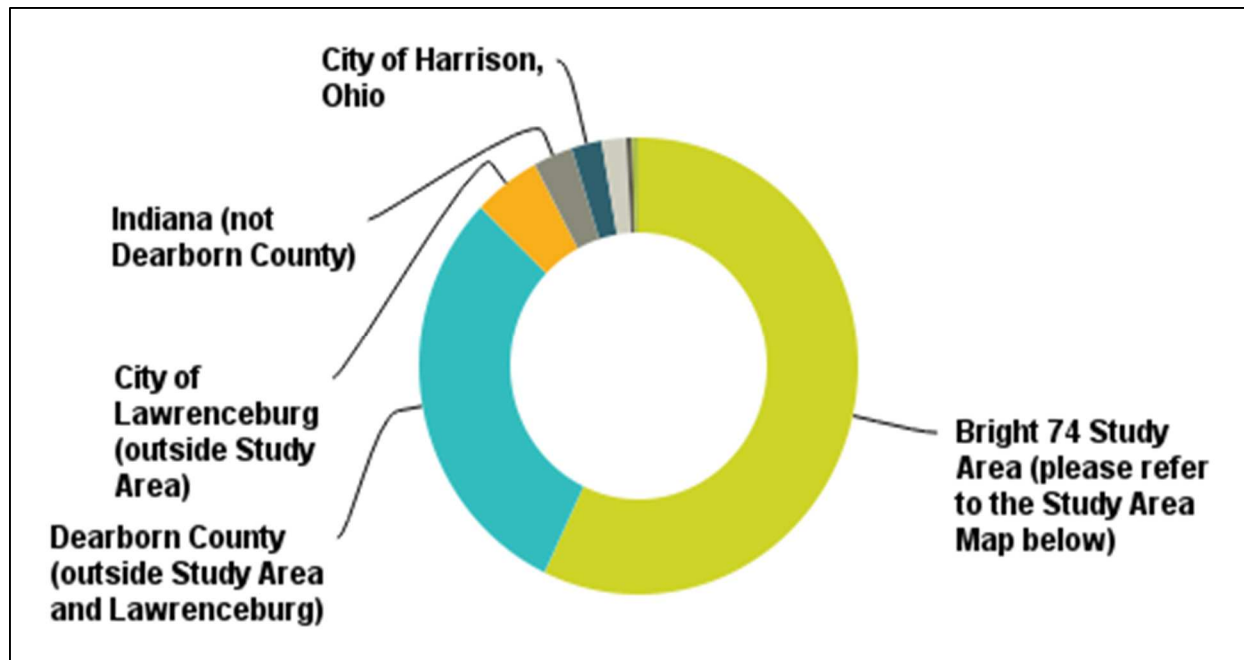
Explanations for Answer Choice "Other"		Responses	
	Other: Newspaper	31%	17
	Other: Superintendent's email or public school-related source	11%	6
	Other: Commissioners Meeting, County elected official	9%	5
	Other: Email	6%	3
	Other: Library	6%	3
	Other: Advisory Committee	4%	2
	Other: Bright Area Business Association	4%	2
	Other: Dearborn County Planning & Zoning	4%	2
	Other: Dearborn County Farm Bureau	4%	2
	Other: Misc. (listed once each)	22%	12

*NOTE: The summary of Question 1 includes the results from all surveys received through the Study website using Survey Monkey and the February 17 Public Open House’s survey poll. For the 82 people who chose “Other” at the Public Open House for Question 1 and provided a comment, there was no way to link their written paper comment sheet to their electronic survey poll responses. Therefore, OKI staff reviewed all “Other” responses received and added them to Survey Monkey results. Seventy-three written "Other" responses received at the Public Open House were duplicates of multiple choice answers and thus already included in the table and chart above. An additional 54 “Other” Public Open House responses were summarized with 10 “Other” responses received via Survey Monkey to result in the table above.



Question 2: Where do you live? (please check the one option that best applies to you)

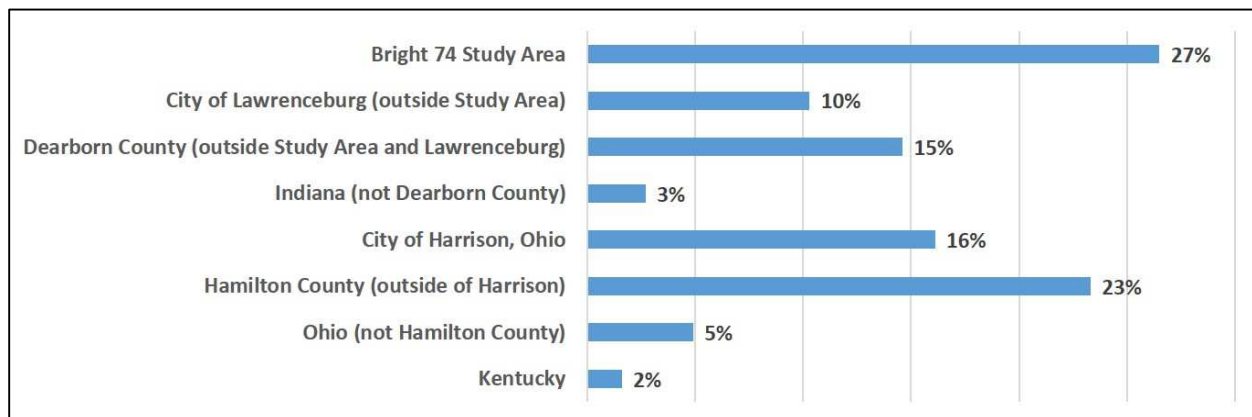
Using the Study Area map on the previous page, people were asked where they currently reside. A majority of respondents indicated that they live in the Study Area (57% or 255 people). The next most frequent response was that they lived in Dearborn County outside the Study Area and City of Lawrenceburg (30% or 135 people). A total of 447 people responded to this question. 5 people skipped this question. Respondents were permitted only one answer.



Answer Choices	Responses	
Bright 74 Study Area	57%	255
City of Lawrenceburg (outside Study Area)	5%	22
Dearborn County (outside Study Area and Lawrenceburg)	30%	135
Indiana (not Dearborn County)	3%	13
City of Harrison, Ohio	2%	10
Hamilton County (outside of Harrison)	2%	8
Ohio (not Hamilton County)	0%	2
Kentucky	0%	2

Question 3: On an average WEEKDAY, what area do you travel to the most for work, school, shopping, etc.? (please check the one option that best applies to you)

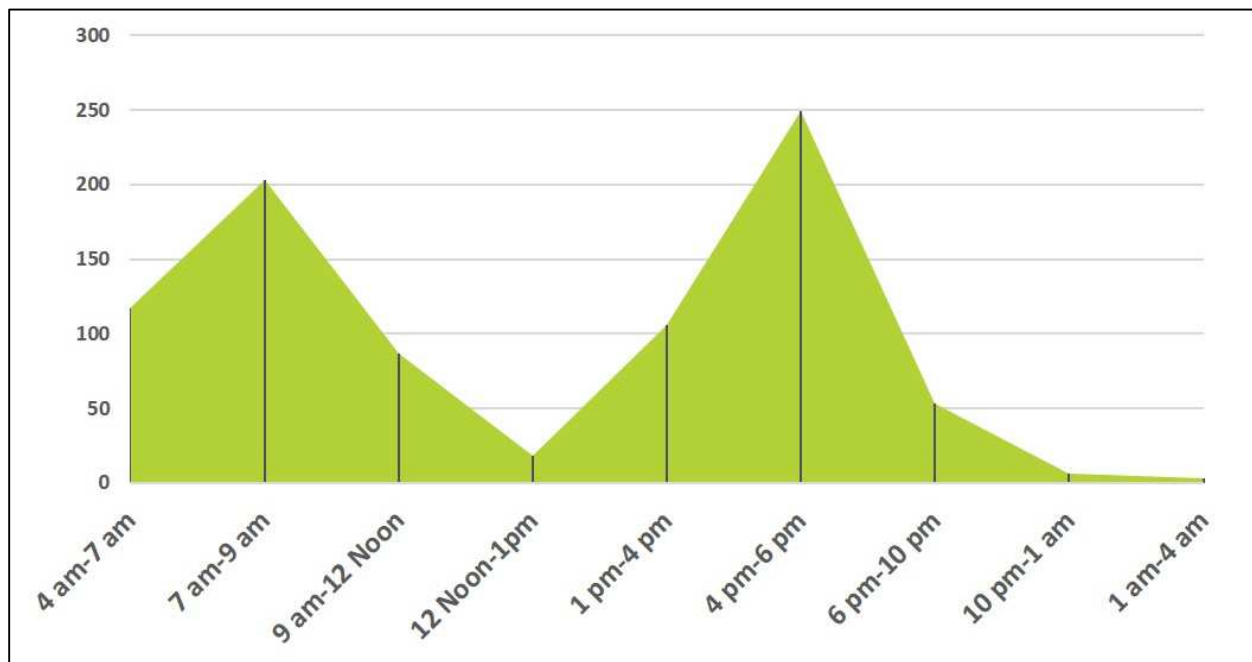
The two locations that people travel to the most during the week are the Study Area (27%) and Hamilton County outside of the City of Harrison (23%). The places least traveled to during the week by survey takers are Ohio (outside of Hamilton County) (5%), Indiana (outside of Dearborn County) (3%), and Kentucky (1.6%). A total of 446 respondents answered this question. Seven people skipped this question. Respondents were permitted only one response. This question used the Study Area Map found on page 12.



Answer Choices	Responses	
Bright 74 Study Area	27%	118
City of Lawrenceburg (outside Study Area)	10%	46
Dearborn County (outside Study Area and Lawrenceburg)	15%	65
Indiana (not Dearborn County)	3%	12
City of Harrison, Ohio	16%	72
Hamilton County (outside of Harrison)	23%	104
Ohio (not Hamilton County)	5%	22
Kentucky	2%	7

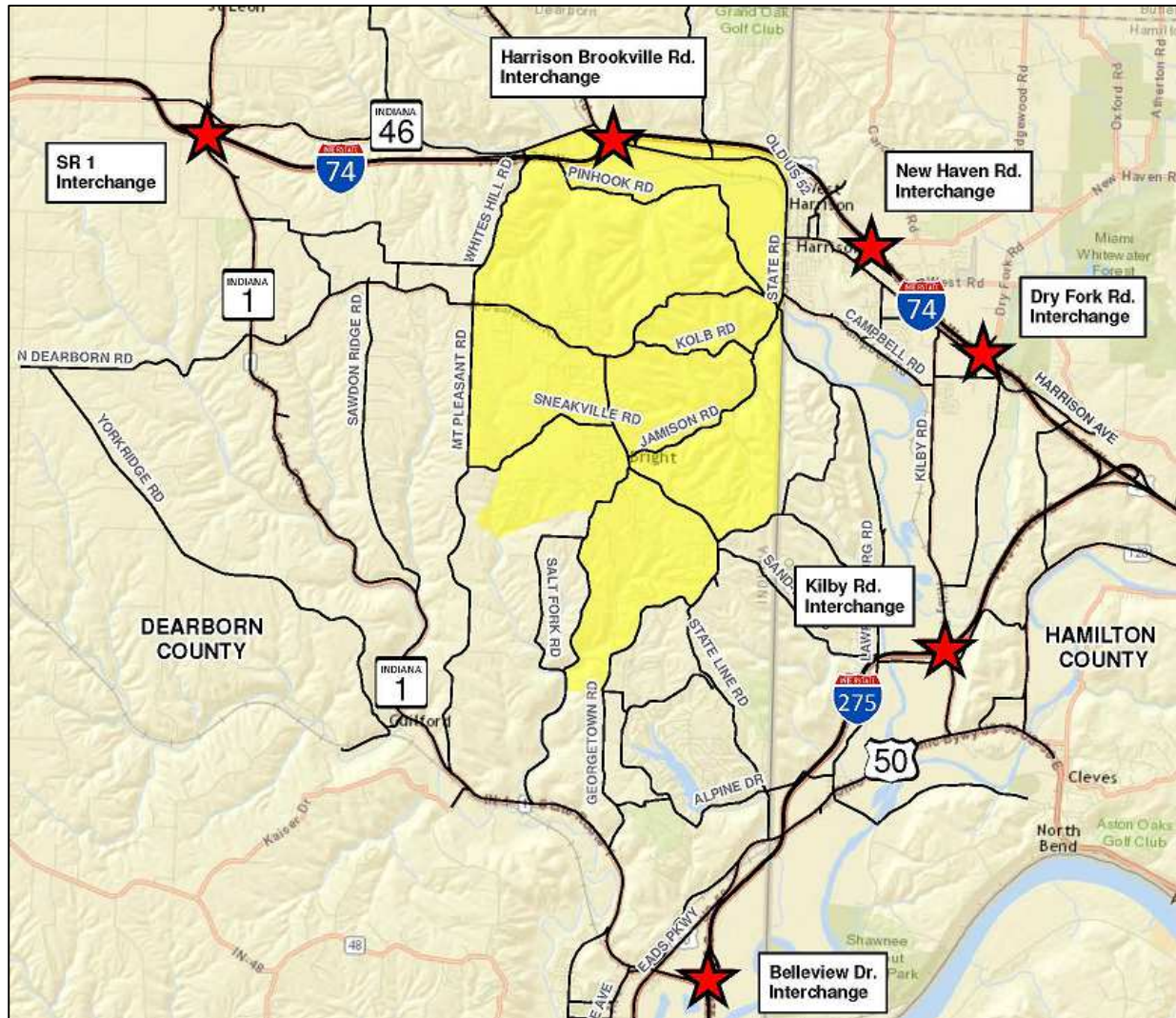
Question 4: On an average WEEKDAY, what times of day are you most likely to be traveling?
(please check your top two)

The two times people are likely to be traveling during the week are 4pm to 6pm (55%) in the afternoon and 7am to 9am (45%) in the morning. These are typical peak commute travel times for the OKI region overall. The times of day survey takers are least likely to be traveling during the week are noon to 1pm (4%) and late night (10pm to 1am and 1am to 4am both received only 1% of the responses to this questions). A total of 450 respondents answered this question. Only three people skipped this question. Respondents were permitted only two responses.



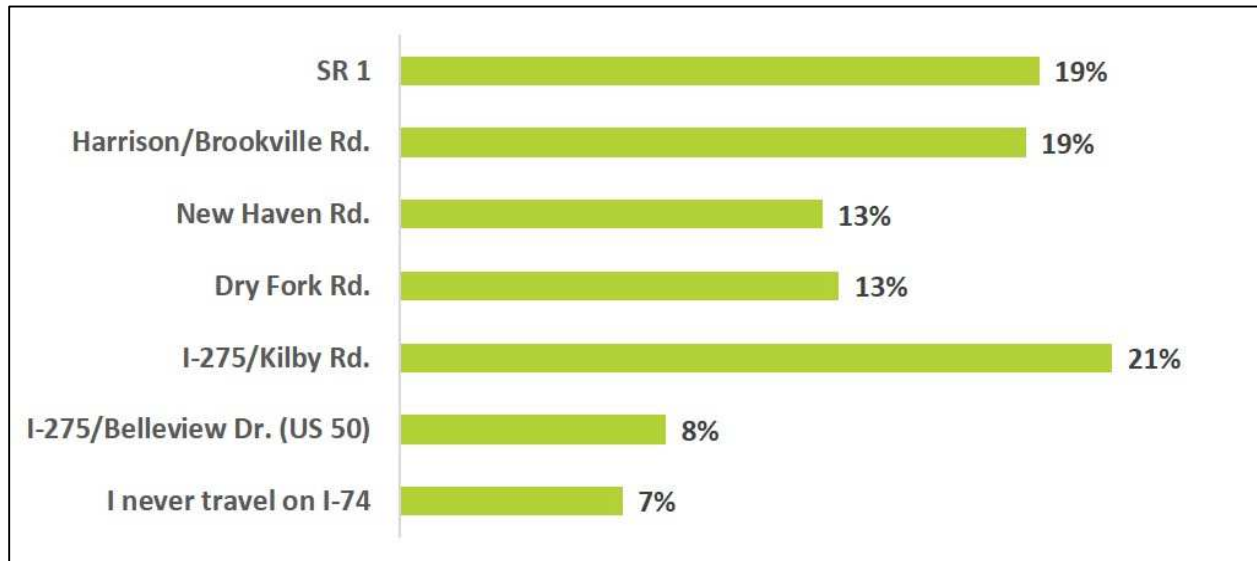
Answer Choices	Responses	
4 am-7 am	26%	117
7 am-9 am	45%	203
9 am-12 Noon	19%	87
12 Noon-1pm	4%	18
1 pm-4 pm	24%	106
4 pm-6 pm	55%	249
6 pm-10 pm	12%	53
10 pm-1 am	1%	6
1 am-4 am	1%	3

Interchange Map



Question 5: On an average WEEKDAY, which interchange do you use most frequently to travel on Interstate 74? (please check the one option that best applies to you)

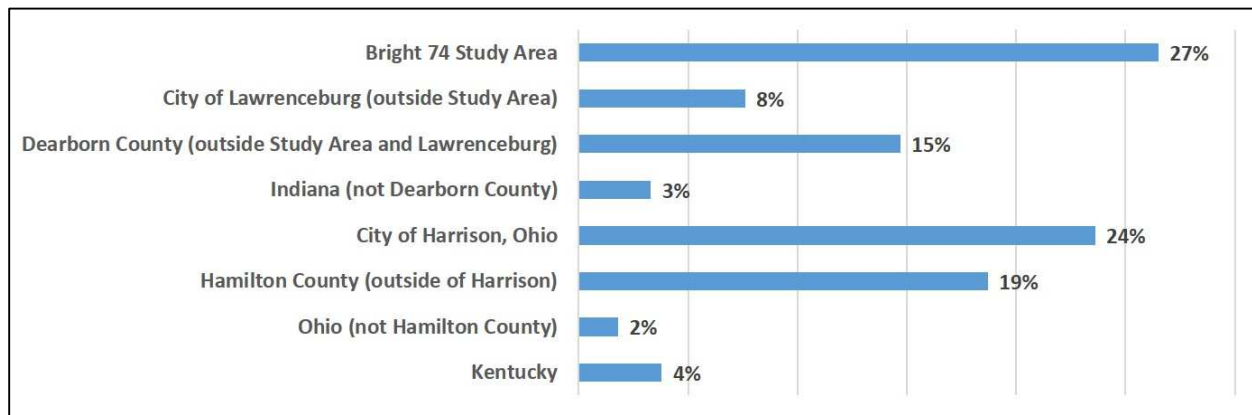
Using the Interchange Map on the previous page, people were asked which interchange they most frequently use to travel to I-74 during the week. Three interchanges received a very similar percentage of the responses. These three interchanges were I-275/Kilby Road (21%), State Route 1 (19%) and Harrison/Brookville Road (19%). A total of 448 respondents answered this question. Five people skipped this question. Respondents were permitted only one response.



Answer Choices	Responses	
SR 1	19%	86
Harrison/Brookville Rd.	19%	84
New Haven Rd.	13%	57
Dry Fork Rd.	13%	59
I-275/Kilby Rd.	21%	96
I-275/Belleview Dr. (US 50)	8%	36
I never travel on I-74	7%	30

Question 6. On an average WEEKEND day, what area do you travel to the most for work, school, place of worship, shopping, etc.? (please check the one option that best applies to you)

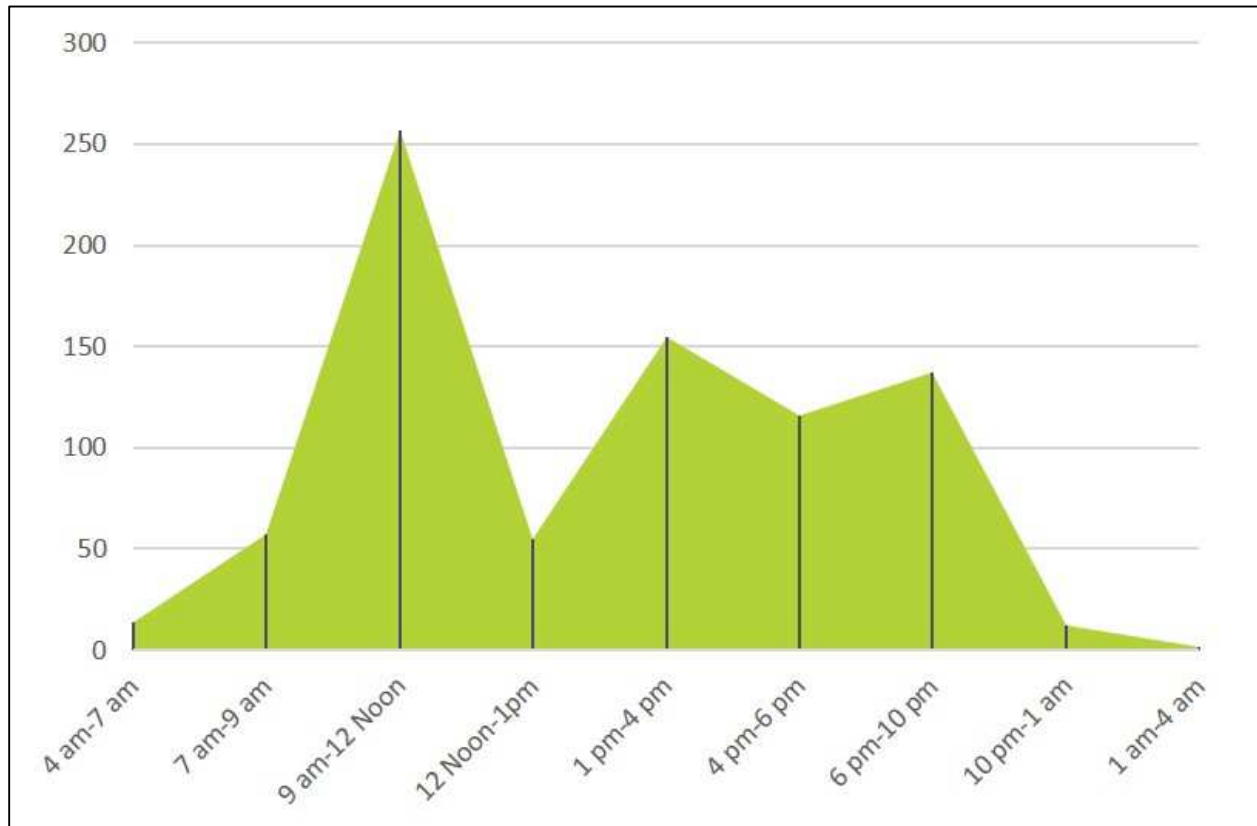
Similar to where survey takers travel to the most during the week, people stated that during the weekends they most frequently travel to the Study Area (27%). Coming in second as the most frequented area during the weekends was the City of Harrison, Ohio (24%). Just as during the week, the places least traveled to during the weekend by survey takers are Kentucky (4%), Indiana (outside of Dearborn County) (3%), and Ohio (outside of Hamilton County) (2%). A total of 449 respondents answered this question. Only four people skipped this question. Respondents were permitted only one response. This question used the Study Area Map found on page 12.



Answer Choices	Responses	
Bright 74 Study Area	27%	119
City of Lawrenceburg (outside Study Area)	8%	34
Dearborn County (outside Study Area and Lawrenceburg)	15%	66
Indiana (not Dearborn County)	3%	15
City of Harrison, Ohio	24%	106
Hamilton County (outside of Harrison)	19%	84
Ohio (not Hamilton County)	2%	8
Kentucky	4%	17

Question 7. On an average WEEKEND day, what times of day are you most likely to be traveling?
(please check your top two)

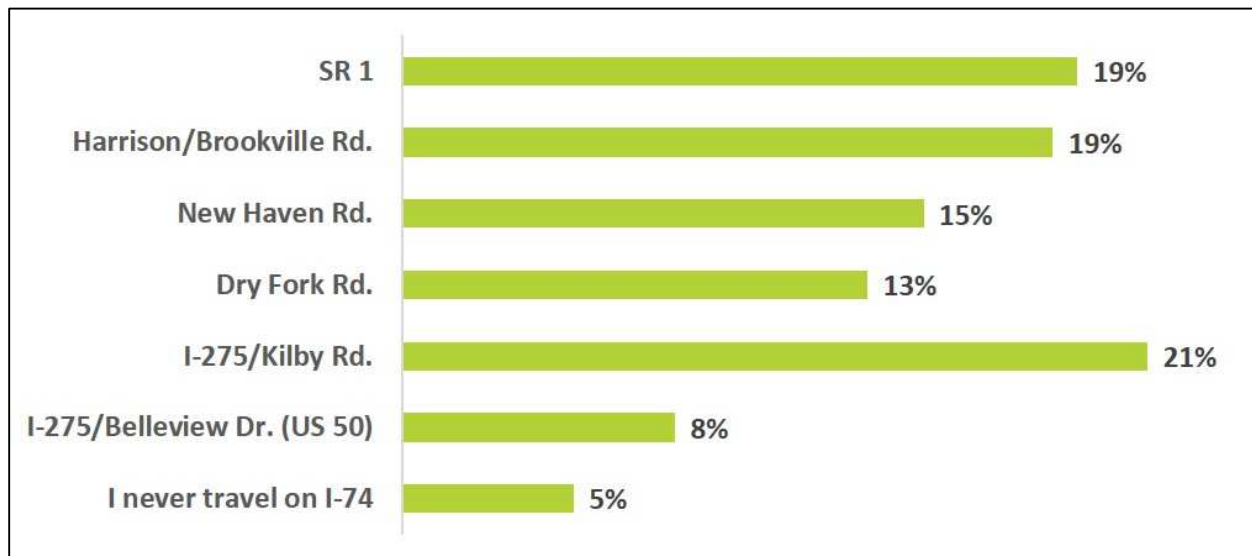
The time of day during the weekend that survey takers are most likely to be traveling was 9am to noon (57%). Mid- and late-afternoon/evening time spans received the next highest amount of responses with 1pm to 4pm at 34%, 6pm to 10pm at 30% and 4pm to 6pm with 26% of survey responses. A total of 451 respondents answered this question. Only two people skipped this question. Respondents were permitted only two responses.



Answer Choices	Responses	
4 am-7 am	3%	14
7 am-9 am	13%	57
9 am-12 Noon	57%	257
12 Noon-1pm	12%	55
1 pm-4 pm	34%	155
4 pm-6 pm	26%	116
6 pm-10 pm	30%	137
10 pm-1 am	3%	12
1 am-4 am	0%	2

Question 8. On an average WEEKEND day, which interchange do you use most frequently to travel on Interstate 74? (please check the one option that best applies to you)

Using the Interchange Map on page 16, people were asked which interchange they most frequently use to travel to I-74 during the weekend. Three interchanges received a very similar percentage of the responses. These three interchanges were the same three that survey takers most frequently reported using during the week and received the same exact percentage of responses each. The three interchanges are I-275/Kilby Road (21%), State Route 1 (19%) and Harrison/Brookville Road (19%). A total of 451 respondents answered this question. Only two people skipped this question. Respondents were permitted only one response.



Answer Choices	Responses	
SR 1	19%	87
Harrison/Brookville Rd.	19%	84
New Haven Rd.	15%	67
Dry Fork Rd.	13%	60
I-275/Kilby Rd.	21%	96
I-275/Belleview Dr. (US 50)	8%	35
I never travel on I-74	5%	22

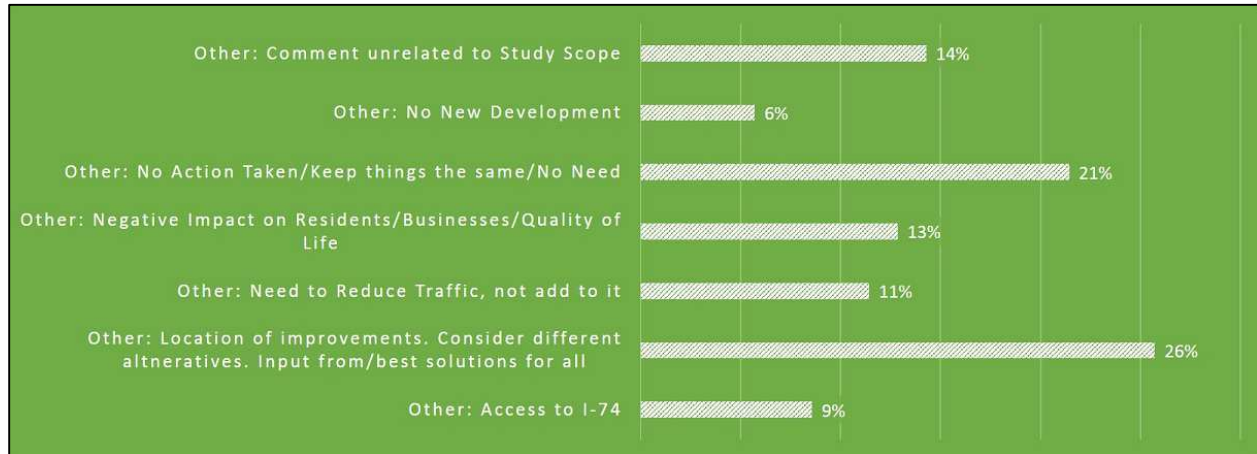
Question 9. What potential outcomes from this study are most important to you? (please check your top three)

A majority of respondents indicated that the outcomes most important to them are to “Preserve the rural quality of the area” (55% or 248 people) and “Maintain current roads (paving, striping)” (45% or 203 people). The next most frequent responses were “Protect environmental resources” (36% or 163 people) and “Improve travel safety” (31% or 140 people). Only one person skipped this question. Respondents were permitted to respond to as many as three answers to this question.



Answer Choices	Responses	
Create more opportunities to bike and walk	10%	45
Improve travel safety	31%	140
Maintain current roads (paving, striping)	45%	203
Minimize public costs	29%	129
Preserve the rural quality of the area	55%	248
Protect environmental resources (streams, hillsides, forests, wildlife, etc.)	36%	163
Reduce emergency response times	15%	66
Shorten my travel time	24%	110
Support new investment/economic development opportunities	22%	98
Other (please explain)	15%	70
Total		1272

In addition to the nine multiple choices, survey takers could choose “Other” and share additional issues that are important to them that were not listed.* Seventy people chose the “Other” option. A summary of their comments is in the charts that follow. The most frequent comments shared by “Other” respondents to this question were “Location of improvements. Consider different alternatives. Input from/best solutions from all” (26% or 18 people) and “No action taken/keep things the same/no need” (21% or 15 people).



Explanations for Answer Choice "Other"	Responses	
Other: Access to I-74	9%	6
Other: Location of improvements. Consider different alternatives. Input from/best solutions for all	26%	18
Other: Need to Reduce Traffic, not add to it	11%	8
Other: Negative Impact on Residents/Businesses/Quality of Life	13%	9
Other: No Action Taken/Keep things the same/No Need	21%	15
Other: No New Development	6%	4
Other: Comment unrelated to Study Scope	14%	10
Total		70

*NOTE: The summary of Question 9 includes the results from all surveys received through the Study website using Survey Monkey and the February 17 Public Open House's survey poll. For those who chose "Other" at the Public Open House, there was no way to link paper comment sheets to people's electronic survey poll responses. Therefore, OKI staff reviewed all "Other" responses received and added them to Survey Monkey results. Twenty-one written "Other" responses received at the Public Open House were duplicates of multiple choice answers and thus already included in the tally. An additional 65 "Other" Public Open House responses were summarized with five "Other" responses received via Survey Monkey to result in the table above.

Question 10: Please use the space below to share any other issues or opportunities we should be mindful of during the Bright 74 Study?

Survey Question 10 was an open-ended question and 129 individuals (about 29%) provided responses. This means that 324 people or about 72% of all respondents did not share additional comments with this question. Seventy-nine or 61% of people who answered this question live in the Study Area.

All comments were grouped into the general categories or “Answer Choices” listed below. People often mentioned one or more issues. The categories are listed in order of the number of times they were mentioned. The top three responses stressed a priority for improving existing roads, the lack of support to construct a new road and the desire to preserve the rural quality of the area. Twenty-nine people said two or more of these top three comments. In terms of the level of response for other issues, two fell in the middle range and six concerns received mention, but in much less frequency.

Answer Choices	Responses
Priority should be on Maintaining, Making Safer the existing roads and interstate access /Widening, Straightening, Improving / sometimes specific roads were referenced	42
No New Roads/highway access in Bright/Don't want new road!/Can use other interstate access points/It's not needed/no benefit/What's the problem?/It makes no sense	42
Preserve Rural, "Secluded, quiet " Small Town "Feel," farmland, open spaces, natural beauty/environment and safety of the Area	41
Concerned about High Cost/Funding. County can't afford. How pay for it? Don't squander/waste money.	22
Don't want more traffic/congestion/higher speeding traffic/noise/dirt/litter. Don't want increased crime/undesirable traffic/drugs (7 people). Don't want increased truck traffic (5 people).	20
Easier Access to I-74	10
Don't want increased commerce. Development should occur where it is. Control growth.	6
Improve Safety/Create Facilities for Bike/Ped. Attract alternative travel options like Uber/Lyft (1 person)	5
Don't want to lose property, decrease property values. Concerned about proximity and impact of improvement to my property.	4
Good for jobs, property values. More stores/retail would be nice.	3
Improve EMS Response Time	2

Question 11: If you would like to receive updates about this study, please provide us with the following information (name and email address).

Of the 453 surveys received, 118 respondents provided their email address and 88 provided their names. Names and email addresses have been removed to ensure anonymity and privacy.

Answer Choices	Responses	
Name (optional):	74%	88
Email Address:	99%	118

Conclusion

The Bright 74 Study Team actively reached out to stakeholders (regional and local civic leaders and elected officials, business and community organization representatives, neighborhood groups, property owners, residents and more) in Phase One of the Bright 74 Study to ensure that community members were informed about the Study, its goals and had multiple opportunities to exchange information with the Study Team; share their comments, questions and concerns; and provide input. Feedback received will be used to help inform and guide the development of project alternatives to be considered in Phase Two of the Study development process.

Suggestions for Transportation Improvements

- **Preserve rural, small town feel.** Overall, the largest outcome stakeholders want to see from the Study is the preservation of the rural quality, natural resources and small town atmosphere of the Bright Area. Approximately 10% of survey respondents voiced opposition to construction of a new road. Some people shared concerns about the potential for increased traffic, speeding and noise.
- **Priority should be on maintaining existing roads.** The survey showed that people recognize that improvements are needed to maintain current roads in the Bright Area. To this end, interest was voiced in improving travel safety and shortening travel time. At the same time Due to the lack of funding, many people spoke to minimizing public costs and investing scarce resources wisely. Some also see value in supporting new investments and economic development opportunities.
- **Widen, straighten and improve existing roads to improve safety.** Due to the topography of the area, many existing roadways consist of winding curves, steep grades and narrow travel lanes. The public noted that these features can be difficult to navigate, especially in bad weather.

Next Steps

Following the Phase One public comment period which closed on March 18, 2016, the Study Team has been reviewing the feedback received and making any necessary edits to finalize the Data Collection Summary and Red Flag Summary. These two documents will be made available on the Study website in late April/early May.

During Phase Two, the Study Team will use data contained in these documents as well as input from stakeholders to draft a Purpose and Need Statement, as well as develop and evaluate a series of conceptual transportation improvements. The results of this process will be shared with the public for review and comment during summer 2016. In fall 2016, a recommendation for specific improvements to be made will be presented. Should the improvement recommendation entail construction, the timing of any construction will be dependent upon funding availability.