

US 20 at Shales Parkway Phase I Engineering Study

P-91-027-20

Virtual Public Outreach #1 Event Summary September 29 – October 20, 2021

The Illinois Department of Transportation (Department) hosted the first Virtual Public Outreach event for the Preliminary Engineering and Environmental Study (Phase I) for the improvement of US Route 20 at Shales Parkway. Due to COVID-19 uncertainties and the safety of the stakeholders, the Department shared details on the study through the [study website](#) and encouraged public participation from September 29, 2021, to October 20, 2021. The study website and [Virtual Public Outreach #1](#) materials went live on September 3, 2021.

During the engagement period, participants provided their contact information via the outreach sign-in, provided comments, signed up for the Community Advisory Group (CAG) and requested study updates via the study website. The public also submitted comments via email to the study email address, posted comments on social media and no comments were received by phone. The comments received cover a variety of topics with the most predominant themes including safety, homeowner impacts, truck traffic, improvement suggestions and bicycle and pedestrian considerations. *(Public participants sign-ins and participants' website activity are documented in Attachment 1, Participant List and Engagement. Public comments are documented by topic in Attachment 2, Public Comments Summary. CAG applications are documented in Attachment 3, CAG Application Submissions).*

The study website acted as an all-inclusive resource for public education by providing study information, existing conditions and data through various landing pages and a dedicated Public Meetings page which featured Virtual Public Outreach #1 materials. Materials for the first Virtual Public Outreach included a presentation in both audio-visual format and PDF format and was presented in both English and Spanish. Other materials included exhibits presenting the project location, study area, crash history, and existing and future traffic exhibits. The first Virtual Public Outreach event was promoted on the study website's Home page with a call-to-action button in the homepage banner and listed in the What's Happening section. Both Home page promotion elements were hyperlinked and if clicked on, brought participants to the Virtual Public Outreach #1 materials located on the Public Meetings page. The website tracked both site visits and unique first-time visitors between September 3, 2021, and October 20, 2021. The following public officials were in attendance during the public outreach period: the Village of Bartlett Public Works Department and the Kane County Division of Transportation. *(Study website metrics are documented in Attachment 4, Website Summary).*

VIRTUAL PUBLIC OUTREACH PARTICIPATION



115

participants provided
contact information



43

people provided comments
via the study website

3

people sent comments
to the study email address

11

people posted comments
on social media



2,235

study website visits

1,046

unique or first-time
study website visitors

11

Community Advisory Group
(CAG) applications submitted

4

people signed-up
for study updates

Documentation of public participation and comments were captured using various methods positioned throughout the website. The first method was a pop-up form on the Home page that allowed attendees to virtually sign in and provide the study team with their contact information. Completing the contact form was not a requirement to view the public outreach materials. The second method located on the Public Meetings page provided participants an opportunity to submit comments digitally via an embedded comment form and non-digitally via a downloadable form for mailing. Digital and non-digital comment forms were also made available to the public on the Contact Us page. Comments could also be submitted via mail and email to the study team. The final method for documenting public participation was through the (CAG) online application form located on the Community Advisory Group page. The CAG was also promoted on the Home page via a hyperlinked call-to-action graphic that brought participants to the Community Advisory Group page for more information.

Invitation mailings for the virtual public outreach were sent via letter and postcards notifications. Letter invitations were sent to elected officials, resource agencies and representatives of local jurisdictions. Postcard invitations were sent to public members including property owners, residents and businesses along the corridor. *(Public invite materials are documented in Attachment 5, Invitation Mailings).*

Paid advertisements were published in the September 8 and September 22, 2021, editions of the Elgin Courier-News and the Daily Herald newspapers. *(Newspaper advertisements are documented in Attachment 6, Public Newspaper Advertisements).* Three unpaid media articles promoting the outreach event were published. Two articles were published on September 24, 2021, in the Chicago Tribune Elgin-Courier News Digest and the Kane County Connects newsletter and the third was published on September 29, 2021, by the Bartlett Examiner newspaper. Kane County promoted the virtual public outreach on its website home page from September-October 2021. The City of Elgin-Government, City Services and Community News Facebook page, which has 23,000 followers, published posts promoting the virtual public outreach and comment period on October 7 and October 18, 2021. *(Social media and media articles are documented in Attachment 6, social media and Unpaid Media).*

MEDIA

4

paid advertisements
published

3

unpaid media
articles published

SOCIAL MEDIA

3

posts published promoting the
virtual public outreach & comment
period, resulting in:

21 likes

14 comments

28 shares

MAILED INVITATIONS

60

letters sent to elected officials,
resource agencies & local
jurisdictions representatives

3,600

postcards sent to public members
including property owners,
residents & businesses along the
corridor