



OVERVIEW

Metro Strategies Group is leading public outreach and stakeholder engagement efforts to gather feedback on potential multimodal improvements along an approximately nine-mile stretch of Randall Road. Stakeholder engagement is critical for this project, as the study area includes a variety of municipalities and townships, as well as a substantial number of residential and commercial property owners.

OUTREACH STRATEGIES

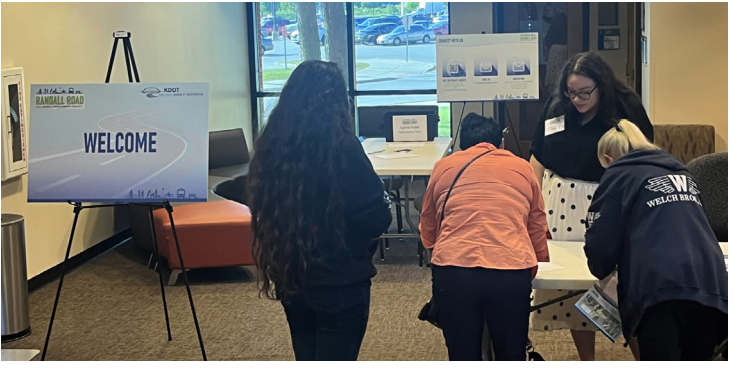
- ✔ Robust engagement with local governments, transit agencies and other key stakeholders
- ✔ Identify coordination opportunities along the corridor
- ✔ Unique project branding and social media content
- ✔ Educational website with project materials available in English and Spanish

KEY TAKEAWAYS TO DATE

Local stakeholder coordination has been essential in guiding the project and supporting outreach efforts. As a result of public input, the project team has enhanced initial design concepts to include details about local transportation plans, travel patterns, safety comments and connections to regional transit and trails. The team was also able to utilize through these connections municipal and county social media channels to share information about the project's first public meeting, resulting in almost 900 unique visitors engaging with the project's website prior to the meeting.



Project Fact Sheet (Spanish Version),
Postcard Invitation & Project Logo



Project Website