



PUBLIC INVOLVEMENT ACTION PLAN



MONMOUTH COUNTY
County Route 537, West Main Street, Corridor Roadway Improvements
Between Sentinel Road and U.S. Route 9 Interchange
Township of Freehold, New Jersey

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Public Involvement Action Plan
(PIAP)

Completed Phases: Local Concept Development & Local Preliminary Engineering
Remaining Phases: Final Design & Construction

Prepared by:
Hardesty & Hanover, LLC
M.A. Culbertson, LLC
August 2021



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TABLE OF CONTENTS

A. Purpose..... 1

B. Project Description 1

C. Public Involvement Process Overview 2

D. Public Involvement Process Steps and Community Outreach Initiatives 3

E. Schedule of Public Involvement / Community Outreach Initiatives..... 8

(1) Local Concept Development (LCD) Study Phase 8

(2) Local Preliminary Engineering (LPE) Phase 10

(3) Final Design (FD) Phase..... 11

F. Public Involvement Deliverables 13

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A. Purpose

The purpose of the Public Involvement effort for the Monmouth County Route 537, West Main Street, Corridor Roadway Improvements between Sentinel Road and U.S. Route 9 Interchange Project is to have an informed and involved public who has access to the planning approach, decision-making and engineering design process for proposed improvements during each phase of the project. The Public Involvement Action Plan (PIAP) seeks to provide ample opportunity for public comment regarding the identification and development of proposed improvements. The intention of this document is to establish a public involvement guideline that is dynamic in nature so that it can evolve as the project progresses to keep the public involved and maintain broad-based support for the project.

B. Project Description

In the fall of 2011, the Local Concept Development Study was initiated. The limits of the project for the Local Concept Development Study of the Monmouth County Route 537 (CR537) Corridor extended from a point just west of Gravel Hill Road (MP 48.85) in Freehold Township to a point just east of New Jersey Route 33 Business (MP 51.65) in Freehold Borough. Due to work completed by Monmouth County on the western end of CR537 during the time of the LCD Study phase, the project limits were reduced to west of Iron Bridge Road to NJ Route 9 Interchange. Upon completion of the LCD Study in 2014, a resolution of support was obtained from the Township of Freehold. The Borough of Freehold did not support proposed improvements of the Preliminary Preferred Alternative (PPA) within the Borough limits. Therefore the project limits were modified to County Route 537 corridor roadway improvements only within the Township of Freehold. The project title was thus modified.

The limits of the project for the Local Preliminary Engineering and Final Design phases of County Route 537 (CR 537), West Main Street, Corridor Roadway Improvements are between Sentinel Road (MP 49.35) and the U.S. Route 9 Interchange (MP 51.3) in Freehold Township. The Local Preliminary Engineering phase began in Fall 2015 and was completed in 2019. The project is currently in the Final Design (FD) Phase.

The North Jersey Transportation Planning Authority (NJTPA) was the lead agency administering the contract during the Local Concept Development (LCD) Study working in coordination with Monmouth County and the New Jersey Department of Transportation (NJDOT). Monmouth County is now the lead agency for the Local Preliminary Engineering (LPE), Final Design (FD) and Construction phases of the project with the NJTPA and NJDOT participating as cooperating agencies. As a federally funded project, the Federal Highway Administration (FHWA) provides review and oversight. The project is managed by the Monmouth County Department of Public Works and Engineering under the direction of the County Engineer.

The County Route 537 (CR 537) corridor is an important regional transportation facility in this central area of New Jersey. This facility experiences severe delays and congestion in certain areas. Over the last few decades, various improvements have been advanced in an effort to improve the operational deficiencies along the roadway and at certain intersections. Much of the existing roadway through this section of the CR537 corridor provides for two travel lanes in each direction, with a two way left turning center lane which turns into dedicated left turn lanes at the intersections. Steady growth of western Monmouth County resulted in high traffic volumes that cannot be efficiently processed through the signalized intersections along the corridor especially during peak hours and Saturdays.

It is the interest of Monmouth County, the cooperating agencies of NJTPA and NJDOT, the Township of Freehold and the general public to advance the project with the proposed improvements, intended to eliminate or reduce the congestion and severe delays, as identified in the Preliminary Preferred Alternative (PPA) at the close of the LCD Study and further refined during the LPE phase. Upon

receipt of environmental clearance through the National Environmental Policy Act (NEPA), the Preliminary Engineering plans have now advanced to Final Design and Construction phases with support by the County, cooperating agencies and local community. Resolutions of support for the County Route 537, West Main Street, corridor roadway improvements were provided and have been maintained by the Township of Freehold and Monmouth County Board of Commissioners (*formerly known as Board of Chosen Freeholders*).

C. Public Involvement Process Overview

Public Involvement will be on-going throughout the project. Though the Public Involvement Action Plan (PIAP) is organized by project phases, it will be implemented in such a manner to present the public with a seamless process. The PIAP is organized by project phase to allow its integration with the planning and engineering efforts to facilitate the scheduling of contingent activities. The Final Design (FD) PIAP will take into consideration the CR537 public outreach efforts of the LCD Study and LPE phase such that information and outcomes of each initiative will be reviewed and incorporated as is beneficial for the County and contributes to this project.

The public involvement steps that have been implemented and will continue being conducted during the project phases are presented in the Public Involvement Process Steps Section below, and a schedule of anticipated activities is provided in a matrix following the process steps section. The project phases are as listed below. The PIAP will be amended as necessary to indicate outreach activities of the future phases:

- Local Concept Development
- Local Preliminary Engineering
- Final Design
- Construction

Local Concept Development (LCD). The purpose of the Local Concept Development Phase was to identify and compare reasonable alternatives and strategies that address a well-defined and well-justified Purpose and Need Statement and select a Preliminary Preferred Alternative (PPA). The PPA was selected based on several factors, including environmental impacts, constructability, cost effectiveness, and if the project can be constructed in a timely manner. This phase involved data collection, internal and external stakeholder coordination, and alternatives analysis. Along with the PPA, key products that were produced in this Study included the Purpose and Need Statement, the National Environmental Policy Act (NEPA) Classification, and the Concept Development (CD) Report.

Local Preliminary Engineering (LPE). The CR537 Corridor improvement project completed the Local Preliminary Engineering phase after successful completion of the LCD Study, which obtained resolutions of support for a Preliminary Preferred Alternative (PPA) for roadway and intersection improvements from the municipality of Freehold Township and the Monmouth County Board of Commissioners (*formerly known as Board of Chosen Freeholders*).

During the LPE phase additional engineering was conducted to confirm and/or refine the footprint of the improvements depicted in the PPA. The LPE phase of the project further developed the PPA to address identified issues with community input and public involvement to obtain resolution of support by the local municipality and the County. Environmental Documentation and NEPA clearance has also been part of this phase in which additional cultural resources and archeological efforts were conducted as required.

Final Design (FD). The design of the selected alternative of corridor roadway improvement as refined during the LPE phase will be completed with detailed engineering plans during the Final Design phase of the project, taking into consideration the input obtained through the public involvement efforts of the LPE phase to provide a transportation improvement solution that satisfies the project Purpose and Need and continues to have resolution of support by Freehold Township and Monmouth County. During this phase with the footprint of the corridor roadway and intersection improvements established in the LCD phase and refined during the LPE phase, additional engineering details of the project are developed such as lighting, signage, streetscape elements, landscaping, and traffic signal and staging plans during Final Design.

Construction. Notifying the public about traffic patterns and potential delays due to construction will be important prior to Construction of the identified solution. Providing this information in a timely manner will facilitate the formation of positive public perception towards both the project and Monmouth County. There will be continued community and public involvement efforts to maintain on-going awareness and communication through the construction activities needed for the County Route 537, West Main Street, corridor roadway and intersection improvements.

D. Public Involvement Process Steps and Community Outreach Initiatives

The steps involved for the public outreach efforts held in prior phases and to be continued during the Final Design Phase (FD) are described below with specific activities and dates listed in Section E Schedule of Public Involvement / Community Outreach Initiatives, Tables (1-3). The following steps provide direction for community involvement and public outreach conducted during each phase, that were implemented in coordination with the other engineering and environmental resource project activities for each phase of the project.

Due to COVID-19 and limitations on large gatherings of people, project status meetings and public outreach meetings may be held online in lieu of in-person as the current situation may require or direct. The online engagement software to be used will be determined by the County in coordination with the cooperating agencies to ensure ease of use and active, effective participation by local officials, the community and general public. If in-person meetings are permitted and scheduled, the physical social distance requirement and masks will be applied according to current mandates.

Step 1. Project Team Status Meetings, Public Involvement Coordination

An overall strategy for the development and presentation of information to key Local Officials and County representatives was developed along with steps for public outreach efforts during the LCD Study and continued through the LPE phase as an agenda item discussed at the beginning of each phase and would continue during the FD and Construction phases through regularly scheduled project team status meetings.

The Public Involvement agenda items for status meetings and coordination include a brief project status update, the proposed public participation strategy, and opportunity to identify and discuss community issues, logistics, meeting formats, next steps for public involvement, action items and the project schedule.

Project Team Status Meetings were held during prior phases and will continue during the FD phase as conference calls or in-person meetings as appropriate, and in preparation prior to Local Officials Briefings, Community Stakeholders Meetings and Public Information Center (PIC) meetings.

Step 2a. Project Stakeholders Contact/Mailing Lists

(Local Officials, Property Owners, Key Community Stakeholders, Agencies and General Public)

Project contact and mailing lists were developed and will be maintained in coordination with Monmouth County and the Project Team. The contact lists include local and state officials as well as municipal engineers, planners, property owners within 250' set-back of the roadway and community stakeholders' representation from businesses, hospital, schools, historic and other cultural organizations and neighborhood representatives within the project area as identified by the Project Team and recommended by local officials. A separate list of stakeholder agencies was created and will also be maintained for communication and coordination.

Stakeholders may be added throughout the project duration as pertinent individuals become evident. Environmental and cultural resource agencies involved in the delivery process will be amended to the stakeholder list at the appropriate phase for those work activities originally initiated in the transportation development process. The community and agency stakeholders list includes representation from the following municipality, local and regional organizations:

County and Municipal Officials and Civic/Cultural Organizations

- Monmouth County Officials, Engineer, Planner, OEM, Parks
- Legislative Representatives, State Senate and Assembly
- Township of Freehold Elected Officials, Engineers, Police, Fire, Planning and OEM providers
- Business chamber of commerce, bus companies, schools, hospitals, historical society, and cultural/civic associations
- Private residential and commercial property owners
- Interested groups in the area, such as cycling organizations, neighborhood and condo associations

Federal and State Agencies

- FHWA (Federal Highway Administration)
- NJDOT (Divisions: BEPR, ROW and Pedestrian Bicycle Program)
- NJDEP, Land Use Regulation Program, Green Acres Program
- NJDEP, State Historic Preservation Office (SHPO)
- NJ TRANSIT

In coordination with Monmouth County, NJTPA, NJDOT and Freehold Township, the project contact lists from the LCD phase of local officials and community stakeholders were updated along with the mailing list of property owners (residences and businesses) within a 250-foot radius of the project during the LPE phase. The contact lists will continue to be maintained for future community and public outreach communication and meeting notifications during FD and Construction phases.

Step 2b. Socioeconomics and Environmental Justice

Environmental Justice efforts must be integrated into the planning phase of transportation project development according to the National Environmental Policy Act of 1969, Title VI of the Civil Rights Act of 1964, and Executive Order 12898, Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations in 1994. There are three fundamental principles to effective environmental practices:

- Avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;

- Ensure the full and fair participation by all potentially affected communities in the transportation decision-making process; and
- Prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

Based upon a Community Profile assessment of the cultural and economic population residing in the project improvement area, and consistent with Environmental Justice guidance, notification of residents and consideration of potential property impacts within 250’ of the project has been indicated.

The Project Team will consult with the local officials to determine what additional efforts may be needed to address any potential concerns of Environmental Justice during the FD phase such as language and mobility elements as the project progresses. Based upon the Demographic Profile of the area and consultation with County and local officials, the Public Information Center (PIC) meeting notifications will be disseminated as directed. Public Information Center (PIC) meeting announcements will be distributed to County and local officials to post on their municipal web sites and printed to post on any community display boards to supplement standard public meeting postal mailings and website posting as appropriate.

Step 2c. Conduct Issues Assessment/Tracking – Stakeholders’ Community Input Surveys

The issues assessment is an essential step and public involvement strategy, which provides the means to identify stakeholders (*defined as individuals and organizations with a vested interest in the project*) and acknowledge issues relevant to all affected parties and their underlying interests. It is critical to developing and maintaining a successful public outreach program for this project. Issues identification prior to meetings allows for more effective planning so to design the appropriate meeting format and agenda to accomplish the goals of the public outreach meetings and the overall project effort.

During the LCD Study phase, stakeholder surveys or referred to as community input surveys, were conducted to identify stakeholders and their interests. They also provided information on preferred times for scheduling outreach meetings and if any ADA, mobility, hearing or visual requirements were needed by individuals interested in attending outreach meetings. The surveys were conducted via mailings and email and completed surveys could be submitted by mail, email and fax. A survey summary report of the information received in the completed surveys was created and distributed to the project team and shared at the community stakeholders meeting and public information center meetings.

Step 3. Conduct Local Officials Meetings

Local Officials Meetings were held in each municipality to brief officials on the project. During the LCD Study the purpose of the meetings were to present the status, introduce the project team and the process, share information collected and to obtain input on purpose and need, conceptual alternative and the preliminary preferred alternative (PPA). During the LPE Phase, the meetings were held to provide an overview of the PPA refinements to the Local Officials, and to obtain information on the concerns/comments, requirements/guidelines for engineering and environmental studies, right-of-way (ROW) and traffic signal operations for the corridor roadway intersection improvements along County Route 537.

During the LPE phase, a Local Officials Meeting was held at the Freehold Township municipal building to provide an overview of the PPA refinements to the Local Officials, and to obtain information on the concerns/comments, requirements/guidelines for engineering roadway and intersection access, right-of-way (ROW) and traffic signal operations for the corridor improvement project.

Key Local Officials and support staff were invited from the Township of Freehold in addition to Project Team members to introduce the Project Team, present the LPE Phase Project Delivery Process, the footprint of roadway improvements with refinements to the PPA, and to obtain community input from officials in preparation for future community stakeholders meeting and public meeting.

Given the additional cultural resources and archeological efforts required for the project, an additional Local Officials Meeting was held to review roadway and intersection refinements to the PPA and present the findings of the environmental and cultural resources work effort in preparation for a community stakeholders meeting and later public meeting to be scheduled once input from the stakeholders meeting is reviewed and any engineering or environmental issues are addressed.

Additional Local Officials Meetings will be held during the FD phase as needed to review engineering design considerations and environmental requirements for the roadway and intersection improvements proposed for the CR537 corridor roadway improvements and maintain the Resolution of Support for the project obtained at the end of the LPE phase.

For all Local Officials Meetings, meeting logistics, including email notification, will be provided and telephone follow-up calls will be made as necessary. The Project Team will provide an agenda, meeting facilitation, meeting summary and action items.

Step 4. Facilitate Community Stakeholders Meetings

During the LPE phase, a Community Stakeholders Meeting was held to review the CR537 Corridor proposed roadway and intersection improvements. The Community Stakeholders Meeting provided an opportunity for exchange of project information and community interests so to reconcile the various community interests represented in the project area and provide Monmouth County and the cooperating agencies (NJTPA & NJDOT) with input into the process of formulating suggestions for proposed refinements to the PPA.

The Community Stakeholders Meetings that were held in the past phases and for those to be scheduled during the FD Phase, include invitations for participation to community leaders representing local municipal government (planning and engineering, traffic safety, and OEM), civic organizations, businesses, hospitals, schools, EMS providers, environmental and historic preservation agencies, and affected neighborhood representatives. Federal and State agencies involved in the transportation process may attend meetings and are provided meeting summaries.

For the Community Stakeholders Meeting to be held during the FD phase to present design elements such as proposed lighting, signage, signalization or landscaping, a meeting agenda will be prepared, meeting notice distributed via email, and reminder phone calls for attendance will be conducted as needed. The Community Involvement Facilitator will provide facilitation for the meeting and the Project Team will design and create presentation meeting materials such as agendas, sign-in sheets, name-tags, handouts, display boards and if requested by the County, a brief PowerPoint presentation as needed.

During Community Stakeholders meetings, the facilitator will monitor the communication to ensure balanced participation and clear understanding of information by all participants and observers during the meetings. The facilitator will record issues and provide meeting summaries. The agenda and meeting report will be distributed as determined by the Project Team. The Project Portfolio of information, which was provided during the LCD Study and LPE phase, will continue to be updated during the FD phase as appropriate to provide local officials and community stakeholders to maintain clear, concise, and consistent project information to report such information accurately to their constituents.

Step 5. Conduct Public Information Center Meetings

The purpose of Public Information Center (PIC) meetings is to obtain feedback on project information and plans for the proposed roadway and intersection improvements which were held during the LCD Study, the LPE Phase and will be scheduled at the appropriate time during the FD phase. The layout of PIC meetings is designed for the exchange of information in an open house format with support staff available to answer questions. A brief presentation is done at a specific time during the open house using PowerPoint slides to provide an overview for interested attendees.

For public meetings held during prior phases, a Monmouth County Invitation Letter and PIC Meeting Notice with blank PIC Comment Form were generated for distribution in the form of a mailing to local and County officials, Community Stakeholders, and property owners within a 250' set-back of the project area. A general public mailing list was created from attendance at prior PIC meetings in addition to the municipal and project contact lists (tax map property owners within 250 feet of the project and other interested parties who provided contact address information). The PIC Meeting Notice was posted on the Monmouth County website and sent to Freehold Township to encourage posting to their municipal website and to print hard copies to post on their community display boards.

For the PIC Meeting, as an open house format, display boards of the engineering plans and environmental studies were available for viewing at any time during the duration of the meetings. Sign-in sheets were used to record attendance and PIC Comment Forms were available to obtain input from the general public and officials who wished to provide comments, recommendations or questions in writing. A 30-day comment period was provided after each PIC meeting, during which the general public could submit written comments to the Monmouth County Project Manager. A summary report of each PIC meeting was created that notes the attendance, participation and written comments received.

- During the LCD Study two PIC meetings were held with two sessions (afternoon and evening sessions held in Freehold Borough and Freehold Township as noted in Section E Table (1).
- During the LPE phase, a PIC meeting was held at the Freehold Township Municipal Building in Freehold, New Jersey (4-7 pm) to present the project information as defined by the PPA with any refinements based upon the engineering footprint and environmental/cultural resource findings during the LPE phase [Section E Table (2)].
- A Public Information Center (PIC) meeting will be held during the FD phase as needed to present final design plans, traffic staging and environmental mitigation information for the project.

For future public meetings, a PIC meeting notice will be created. A general public mailing will be posted that includes municipal representatives and stakeholders. Property owners within 250 feet of the project and other interested parties such as the community stakeholders and general public who attended prior meetings providing addresses would be included in the mailing. The Project Team will work with Monmouth County in the legal posting of the PIC meeting and assist with any press release. A Project Information Handout will be generated for distribution to attendees and a blank PIC Comment Form for submitting written comments to the County with-in a 30-day comment period after the PIC meeting. A summary report of the PIC meeting noting the attendance, participation and written comments received will be created.

Step 6. Obtain Resolution of Support

Upon completion of the LCD Study Phase, the Project Team and County asked for resolutions of support for the Preliminary Preferred Alternative (PPA) from Freehold Township. To advance the project to the FD Phase from the LPE Phase, the Project Team and County asked for a resolution of support from Freehold Township for the preliminary engineering plans for improvements to CR537

between Sentinel Road and U.S. Route 9 Interchange. The County and municipal resolutions received are listed in Section E, Item 6 in each phase respectively.

E. Schedule of Public Involvement / Community Outreach Initiatives

Monmouth County supports a public involvement process with outreach on multiple levels working with local officials, community stakeholders and the general public during each phase of the project. The PIAP, which was developed during the LCD Study and updated for LPE and FD phases, is the plan that will continue as the design progresses and into construction.

Monmouth County will continue community involvement communication and coordination during FD and the Construction phases. Meetings are scheduled when appropriate to share information and obtain input into proposed transportation improvements for County Route 537, West Main Street corridor roadway and intersections within the project limits between Sentinel Road and the U.S. Route 9 Interchange.

The public involvement steps and outreach meetings held during the LCD Study Phase and the LPE Phase, in addition to those anticipated for the FD Phase, are listed in the three matrices below.

(1) Local Concept Development (LCD) Study Phase

The public outreach efforts conducted during the LCD Phase were as follows:

	STEPS – LCD Study Phase	DATE	PURPOSE
1	Conduct Project Team Status Meetings / Public Involvement Coordination	Project Team – Mthly Kick-off November 21, 2011 On-going 2012	<ul style="list-style-type: none"> • Present approach and updates. • Discuss PI strategies. • Review stakeholders and support status.
2	Identify Stakeholders and Develop Community Stakeholders Group (CSG) / Develop Project Contact Lists / Maintain PIC Mailing Lists Conduct Issues Assessment and Tracking (Stakeholders Community Input Survey	Dec 2011 - Mar 2012	<ul style="list-style-type: none"> • Identify stakeholders for CSG. • Develop and maintain contact information for stakeholders, local officials, and agencies. • Identify issues/interests. • Assess stakeholders. • Develop issues matrix.

	STEPS – LCD Study Phase	DATE	PURPOSE
3	Conduct Local Officials Meetings	<p>LCD – LO Mtg. No.1 Friday, January 20, 2012 Borough of Freehold (2 pm)</p> <p>Friday, January 20, 2012 Township of Freehold (4 pm)</p> <p>LCD – LO Mtg. No. 2 February 22, 2013 Borough of Freehold and Township of Freehold (10 am)</p>	<ul style="list-style-type: none"> • Present project status and schedule. • Review goals and objectives. • Identify issues and concerns. • Review logo and portfolio materials. • Discuss CS meeting preparations. <ul style="list-style-type: none"> • Present project status and schedule. • Discuss conceptual alternatives and comparison matrix • Obtain input and/or concurrence for proposed Preliminary Preferred Alternative (PPA).
4	Facilitate Community Stakeholders (CS) Meetings	<p>LCD - CS Mtg. No.1 March 20, 2012 Freehold Township</p> <p>LCD - CS Mtg. No. 2 December 17, 2012 Freehold Township</p>	<ul style="list-style-type: none"> • Introduce team and LCD Study. • Present project status and schedule. • Obtain input for project purpose and need (P&N). <ul style="list-style-type: none"> • Present P&N Statement. • Obtain input for presented proposed conceptual alternatives for roadway improvements.
5	Conduct Public Information Center (PIC) Meetings	<p>LCD - PIC Mtg. No.1 April 24, 2012 Borough of Freehold (2-4pm) Township of Freehold(6-8pm)</p> <p>LCD - PIC Mtg. No.2 February 26, 2013 Borough of Freehold (2-4pm) Township of Freehold (6-8pm)</p> <p>Presentation to Freehold Borough Council September 16, 2013 (7:30pm)</p> <p>LCD - PIC Mtg. No. 3 October 30, 2013 Township of Freehold (4-7pm)</p>	<ul style="list-style-type: none"> • Present project information, history, current status, studies & concepts. • Obtain input for project purpose and need, provide blank PIC comment form. • 30-day comment period to submit written comments to the County. <ul style="list-style-type: none"> • Present alternatives and PPA. • Obtain public comments and provide blank PIC comment forms. • 30-day comment period to submit written comments to the County. <ul style="list-style-type: none"> • Presentation of LCD Study & proposed improvements in response for request of resolution of support for PPA. <ul style="list-style-type: none"> • Present alternatives and PPA with change in project limits. • Obtain public comments and provide written comment forms for 30-day comment period.

	STEPS – LCD Study Phase	DATE	PURPOSE
6	Obtain Resolutions of Support	<p>Township of Freehold Resolution of Support April 9, 2013</p> <p>Borough of Freehold Resolution of No Support November 4, 2013</p> <p>Township of Freehold Resolution of Support November 12, 2013</p> <p>County of Monmouth Resolution of Support November 14, 2013</p>	<ul style="list-style-type: none"> • Resolution No. R-13-81 Resolution Supporting a PPA for transportation improvements from West of Iron Bridge Road to a point West of NJ Route 33 Business in Freehold Borough • Resolution No. 168-13 Resolution Of No Support for CR537 Concept Plan in Freehold Borough • Resolution No. R-13-238 Resolution Updating Resolution R-13-81 and Supporting a PPA for transportation improvements of 2.5 miles (M.P. 48.85 to M.P. 51.30) of CR537 from West of Iron Bridge Road to a point west of the U.S. Route 9 Interchange in Freehold Township

(2) Local Preliminary Engineering (LPE) Phase

The public outreach efforts conducted during the LPE Phase were as follows:

	STEPS – LPE Phase	DATE	PURPOSE
1	Conduct Project Team Status Meetings / Public Involvement Coordination	<p>Project Team – Mthly Kick-off Mtg. Oct. 4, 2015</p> <p>On-going 2015-2018</p>	<ul style="list-style-type: none"> • Present approach and updates - PPA. • Discuss PI strategies for LPE phase. • Review stakeholders, issues and support status.
2	Review Stakeholders and Update Community Stakeholders Group (CSG) Update Project Contact Lists / Maintain PIC Mailing Lists	Fall 2015 – Spring2018	<ul style="list-style-type: none"> • Update stakeholders for CSG. • Develop and maintain contact information for community stakeholders, local officials, and agencies.

	STEPS – LPE Phase	DATE	PURPOSE
3	Conduct Local Officials Kick-Off Meeting and Follow-up Meeting	LPE – LO Mtg. No. 1 February 9, 2016 Freehold Township LPE – LO Mtg. No. 2 February 1, 2017 Freehold Township	<ul style="list-style-type: none"> • Present project status and schedule. • Review goals and objectives. • Introduce LPE phase. • Obtain input on refinements to PPA, roadway and intersection improvement options along corridor. <ul style="list-style-type: none"> • Review project status and schedule. • Review preliminary engineering design plans. • Discuss PPA refinements of roadway and intersection improvements of the PPA.
4	Facilitate Community Stakeholders (CS) Meeting – LPE Phase	LPE – CS Mtg. No.1 February 1, 2017 Freehold Township	<ul style="list-style-type: none"> • Introduce LPE phase. • Review project status and schedule. • Obtain input on refinements to PPA, roadway and intersection improvement options along corridor.
5	Conduct Public Information Center (PIC) Meeting - LPE Phase	LPE - PIC Mtg. September 19, 2017 Freehold Township (4-7pm)	<ul style="list-style-type: none"> • Present project information and current status (LPE phase) via display boards & brief power point presentation including cultural resource study findings. • Obtain input on PPA Preliminary Engineering plans including roadway and intersection improvements.
6	Obtain Resolution of Support - LPE Phase	Township of Freehold Resolution of Support June 25, 2018 Monmouth County Resolution of Support for Preliminary Engineering Plans November 8, 2018	<ul style="list-style-type: none"> • Resolution No. R-18-160 Resolution Supporting Preliminary Engineering Plan for Roadway Improvements to the Monmouth County Route 537, West Main Street, Corridor between Sentinel Road (M.P. 49.35) and Route 9 Interchange (M.P. 51.30) in the Township of Freehold, New Jersey

(3) Final Design (FD) Phase

The public outreach efforts anticipated during the FD Phase include estimated dates for scheduling of the community and public outreach meetings depending on engineering design and environmental mitigation efforts and findings to present. This phase includes the right-of-way process for determining proposed impacts, easements and acquisition of properties adjacent to the CR537 corridor which require notification and completed agreements prior to the close of the FD phase:

	STEPS – FD Phase	DATE	PURPOSE
1	Conduct Project Team Status Meetings / Public Involvement Coordination	Project Team – Mthly Kick-off Mtg. Fall 2020 On-going 2020-2022*	<ul style="list-style-type: none"> • Present approach and updates. • Discuss PI strategies. • Review stakeholders and support status.
2	Review Stakeholders and Update Project Contact Lists / Maintain PIC Mailing Lists	Fall 2020 – Spring 2022	<ul style="list-style-type: none"> • Identify stakeholders. • Develop and maintain contact information for local officials, community stakeholders, agencies and property owners.
3	Conduct Local Officials Meetings	FD – LO Mtg. No. 1 February 4, 2021 Online* FD– LO Mtg. No. 2 Fall 2021 / Spring 2022 Freehold Township (or online*)	<ul style="list-style-type: none"> • Present project status and schedule. • Introduce FD phase. • Obtain input on specific design elements (lighting, signage) as part of roadway and intersection improvements. • Status of ROW and Cultural Resource Studies/Permits. • Discuss project website and future community stakeholders meeting. <ul style="list-style-type: none"> • Review project status and schedule. • Review final design plans. • Discuss community stakeholders and public outreach.
4	Facilitate Community Stakeholders (CS) Meeting – FD Phase	FD – CS Mtg. No.1 Fall 2021 Freehold Township (or online*)	<ul style="list-style-type: none"> • Introduce FD phase. • Review project status and schedule. • Obtain input on specific design elements (lighting, signage, landscape) for roadway and intersection improvements along corridor.
5	Conduct Public Information Center (PIC) Meeting - FD Phase	FD - PIC Mtg. No. 1 Winter/Spring 2022 Freehold Township (or online*)	<ul style="list-style-type: none"> • Present project information. • Obtain input on specific design elements (lighting, signage, landscape) for roadway and intersection improvements. • Obtain public comments and provide written comment forms – can be submitted during 30-day comment period.

**Due to COVID-19 and limitations on large gatherings of people, project status meetings and public outreach meetings may be held online in lieu of in-person as the current situation may require or direct. The online engagement software to be used will be determined by the County in coordination with the cooperating agencies to ensure ease of use and active, effective participation by local officials, the community and general public. If in-person meetings are permitted and scheduled, the physical social distance requirement and masks will be applied according to current mandates.*

F. Public Involvement Deliverables

Project Information Sheet/Handout. A project fact sheet or Project Information Handout has been and will continue to be prepared and distributed to local officials at the initial local officials meeting, community stakeholder meetings, and later to the general public at Public Information Center (PIC) meetings at each phase of the project. Fact sheets or Project Information handouts may include project status and schedule, and other information such as brief project history, project description, project location map, and proposed improvements as appropriate and approved by the Project Managers at the County, NJDOT, and NJTPA. The Project Information/Fact Sheet will be updated as the project progresses to reflect the most up-to-date project information available during each phase of the project. Information contained in the Project Information Sheet can be adapted and used as a PIC Meeting Handout, or web site posting.

Project Portfolio. Project Portfolios have been developed and will be updated and maintained in each project phase to provide clear and consistent hard copy materials to Project Team members, government agency representatives and key stakeholders from Monmouth County and local municipalities. The materials include project team contact information list, regional map, map of project study area, project schedule, project information sheet, meeting agendas and summary meeting reports. The Portfolio Handouts will also be posted on the Project Website.

Display Boards. Display boards have been and will continue to be utilized to convey the proposed improvements to the public throughout the project. Project display boards include a project deficiency display, purpose and needs display, concept displays, project aerials or renderings as appropriate. In LPE phase, a PPA display of preliminary engineering plans and in later phases of FD and Construction (as necessary) would include a display of the final design configuration and traffic staging plans.

Comment Forms. Monmouth County/NJTPA/NJDOT blank Public Information Center (PIC) comment forms have been made available and will continue to be distributed at PIC meetings and at the Local Officials briefings so on-going written comment and input opportunity is available to the public and the community through each phase of the project.

Public Outreach Meeting Reports. For the local officials meetings, community stakeholders meetings and the Public Information Center (PIC) meetings, summary reports are drafted, circulated for review by the Project Team members and finalized as pdf files upon approval of the County for the public outreach documentation.

PIC Mailing List. For PIC Handout mailings as meeting notifications for the PIC meetings, a file containing the mailing address labels with the PIC Handout as one pdf file are provided to the County for their records and to the Project Team members for each PIC mailing that is implemented.

Project Web Site. Certain public outreach handouts, meeting reports and public documents have been posted to the Monmouth County project specific web site that resides under the Engineering Department's Bridges and Roads section, as approved by the County and Project Team. During the FD Phase a project specific web site is being developed to enhance sharing of project information and to obtain input via online submissions. The project specific web site will include additional information such as: project overview information, maps and plans, community outreach meetings and documentation, photo gallery, contact us, FAQs (*Frequently Asked Questions*), glossary and helpful links may be posted as necessary and approved by the Project Team and County. Google Translate will be in upper right corner of home page to allow translation to any language.

The website address: www.cr537westmainstreet.com
and the email address: info@cr537westmainstreet.com