

Inland Port Public Outreach SOW

Phase 1: Listening (months 1-2)

- Individual stakeholder meetings (political jurisdictions, landowners, residents, transportation agencies, interest groups, etc.)
- Public workshops/open houses
- Branding
- Online survey/input
- Topic area focus groups to explore issues and choices (traffic/air quality, economics, wetlands/wildlife, etc.)
- Earned media/media relations focused around inviting people to participate and give input
- Deliverables:
 - Goals based on public and stakeholder input
 - Issues of concern to be explored in Phase 2
 - Key choices to be explored in Phase 2
 - Brand and public-friendly website
 - Input and findings shared with consultants developing the Inland Port Business Plan to inform that process and report

Phase 2: Scenarios and Vision (months 2-5)

- Topic area focus groups help structure scenarios based on input from Phase 1
- Scenarios explore choices, modeled for their impact on the goals and issues identified in Phase 1 (e.g., air quality, traffic, economic benefits)
 - As an option, a “baseline” scenario (modeling what happens if no inland port is created) could be released prior to the other scenarios
- Public and stakeholder input on the scenarios through meetings/workshops and online survey
- Input informs a vision and key strategies
- Continued earned media/media relations focused on inviting people to participate and give input
- Deliverables:
 - Vision that’s supported by stakeholders and the public
 - Key strategies
 - Input and findings shared with consultants developing the Inland Port Business Plan to inform that process and report

***Phase 3: (Optional) based on findings in Phases 1 and 2 and integration of Business Plan RFP
(months 2-7)***

- More detailed strategies, including funding strategies
- More detailed work on impacts (air quality, traffic, etc.)
- Meetings with stakeholders to obtain input on funding and other strategies
- Continued earned media/media relations
- Deliverables:
 - Business plan for the next 1 year, 2 years, 5 years