

## Communication Protocol

### Introduction

The Capital Area Metropolitan Planning Organization, partnering with the Upper Coastal Plain Rural Planning Organization and the North Carolina Department of Transportation and building on the work completed through the Southwest Area Study and Northeast Area Study, has initiated the Southeast Area Study. This study includes all or part of seven municipalities (Raleigh, Garner, Clayton, Archer Lodge, Smithfield, Selma, and Wilson's Mills) and portions of Wake and Johnston counties. The Southeast Area Study will serve as a valuable tool to update the Comprehensive Transportation Plans for CAMPO and member jurisdictions and will produce project priorities to be included in the next Metropolitan Transportation Plan.

The planning process will be guided by a Core Technical Team and Stakeholder Oversight Team and will result in several deliverables, including a Summary Workbook, Project Inventory, Best Practices Toolbox, and Title VI Compliance Notebook. Interim deliverables will include a Land Use, Environmental, and Transportation Inventory; a Preferred Land Use Scenario; a Street Design-Context Matrix; a Capacity Analysis Technical Memorandum; and project sheets.

The Southeast Area Study requires efficient communication between CAMPO, UCPRPO, NCDOT, the project team, the Core Technical Team, the Strategic Oversight Team, and the public. The **Communication Protocol** identifies project contacts and outlines the general strategies that will be employed throughout the project to maintain effective coordination and enhance communication among the parties involved in the development and implementation of the plan.

## Consultant Team Organization

This project team is being collaboratively led out of the Cary and Charlotte offices of **Kimley-Horn**. Allison Fluitt, P.E., AICP is serving as the Project Manager with direct support from Trung Vo, P.E. and Stephen Stansbery, AICP. RS&H, Nelson\Nygaard Consulting Associates, and Clarion Associates are assisting Kimley-Horn.

## Project Contacts

The following individuals will have leadership roles in management and production of the Southeast Area Study:

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### Internal Correspondence

The success of this plan will rely heavily on clear communication between CAMPO, UCPRPO, the project team, the Core Technical Team, and the Strategic Oversight Team. The following channels have been identified for communicating project intent, status, and recommendations throughout the development of the Southeast Area Study:

- ◆ **Email** – To make email correspondence easier to organize, internal emails typically will have a standard subject line prefix (e.g. “SEAS”) followed by details regarding the content of the email. Additional team members will be CC'd when necessary to ensure consistent communication.
- ◆ **Core Technical Team Meetings** – A total of ten meetings with the Core Technical Team will provide regular touch points for the project team to provide updates and obtain direction and input throughout the planning process.
- ◆ **Stakeholder Oversight Team Meetings** – A total of four meetings with the Stakeholder Oversight Team will ensure targeted communication at key milestones in the planning process.
- ◆ **Website** – While geared toward an external audience, the project website will include information critical to internal correspondence such as details on the process and schedule. The website also will serve as a clearinghouse for community engagement methods and summaries, project data, and deliverables. The web address will be [www.southeastareastudy.com](http://www.southeastareastudy.com).
- ◆ **Social Media** – To assist in organizing and documenting social media discussions about the Southeast Area Study, the inclusion of the hashtag **#SEareastudy** is strongly encouraged for tweets posted by members of the project team, CTT, and SOT.