



El Mirage Road: Loop 303 to Jomax Road Design Concept Report and Environmental Assessment

A City of Peoria project administered by the Arizona Department of Transportation
Federal ID PEO-0(213)T ADOT TRACS T0428 03D

PUBLIC INVOLVEMENT PLAN

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Purpose of the Public Involvement Plan

This project Public Involvement Plan (PIP) has been developed to guide how the City of Peoria, Arizona, and the Arizona Department of Transportation (ADOT) will interact with the public and key stakeholders throughout the El Mirage Road: Loop 303 to Jomax Road Design Concept Report (DCR) and Environmental Assessment (EA) and Environmental Assessment (EA) project. This PIP addresses public involvement during the environmental study phase and development of the DCR up to 15-percent plans. This is a living document that will be updated as needed in response to changes in the project schedule, public input received or other new information.

Project Overview

The Arizona Department of Transportation and the City of Peoria are evaluating improvements to El Mirage Road between Loop 303 and Jomax Road to accommodate current and projected future traffic demands as the surrounding area continues to grow. This project includes preparing an EA and DCR.

- » This is a Local Public Agency (City of Peoria) project that is being administered by ADOT because of its federal-funding component.
- » Most of the study area is within unincorporated Maricopa County, but in the City of Peoria's planning area. The northernmost section of the study area is within the City of Peoria.

Two agencies are involved in public involvement and outreach cooperatively and in compliance with this PIP and the ADOT agency PIP. The public involvement hierarchy for this project is:

- » **City of Peoria:** Lead PI efforts.
- » **ADOT:** Review, approve, support and amplify PI efforts.

This PIP refers to the two aforementioned agencies collectively as "The PI Team" unless a specific agency distinction is required.

Project Elements

Major study elements include preparing an EA in compliance with the National Environmental Policy Act (NEPA) and a DCR to evaluate:

1. The two-mile extension of El Mirage Road to connect Loop 303 and Jomax Road with bridge crossings over McMicken Wash and the Beardsley Canal, and
2. The addition of a signalized traffic intersection at Happy Valley Road.

Project Purpose and Need

The formal Purpose and Need statements for the EA are being developed. Currently, the purpose of this project is to prepare an EA and a DCR to evaluate the extension of El Mirage Road between Loop 303 and Jomax Road and select a Preferred Alternative for further action. The need is to meet current and projected traffic demands and provide regional connectivity to Loop 303.

Project Maps

Figure 1: EA Study Area



As Figure 1 illustrates, the study area is a half-mile wide, beginning at Loop 303 to the south and extending north of Jomax Road for about one-third of a mile. Although the study area includes some residential areas, impacts to these areas are not anticipated.

 Study Area Boundary

Figure 2: General Outreach Area



Figure 2 illustrates the *general* outreach area, which includes the communities of Coldwater Ranch, Corte Bella, Crossriver, Dos Rios, Rancho Cabrillo, Sun City West, Vistancia, and other residences in Maricopa County. Outreach is not limited to this boundary and will extend beyond it via electronic communications, newspaper advertising, news media outreach, social media, and virtual public involvement. This area represents a two-mile radius from the intersection of Happy Valley and El Mirage roads and is larger than a one-mile radius around the four EA Study Area boundaries.

○ General Outreach Area

History/Background

With ongoing residential, commercial, and other growth in the vicinity of the Loop 303 and El Mirage Road Traffic Interchange (TI) and in communities in western Maricopa County, improvements to the roadway network are necessary to meet current and projected traffic demands. The Maricopa Association of Governments' (MAG) regional traffic demand models identify the continuous extension of El Mirage Road between Loop 303 and Jomax Road by 2040. According to MAG, previous studies recommended a six-lane urban principal arterial roadway for El Mirage Road with a conceptual layout; also, the City of Peoria General Plan 2040 identifies El Mirage Road as a future arterial between Loop 303 and Jomax Road. In June 2022, MAG completed the *El Mirage Road: SR303L to Jomax Road Feasibility Study*, which evaluated current traffic conditions, projected traffic conditions through 2040, traffic safety conditions, and other key data. The study team developed three design concepts for an alignment of El Mirage Road that would connect Loop 303 and Jomax Road. This EA and DCR will build upon the MAG study and select a Preferred Alternative for further action (or the No-Build Alternative).

Level of Public Involvement/Public Involvement Goals

ADOT follows the [International Association for Public Participation IAP2 Spectrum for Public Participation](#) to identify the anticipated level of public involvement for each phase of a project.

The PI Team's overall public participation goal for this project is to **inform** and **consult** the public and key stakeholders during the EA and DCR process, while striving to reflect their input in the Preferred Alternative. Specific objectives for these goals are:

INFORM

- » Use proactive outreach tools to keep the public and key stakeholders informed.
- » Listen to and acknowledge questions, comments, and concerns from the public and key stakeholders and maintain a record of all interactions.
- » Provide multiple methods for the public to learn about the study, ask questions, and provide their input.
- » Respond to inquiries in a timely manner.
- » Share the study purpose and need, potential improvements, and anticipated study timeline.
- » Provide advance notice of all online, virtual, and in-person public involvement activities, and how to participate and provide input.
- » Share all public involvement materials and information.

CONSULT

- » Welcome public input throughout the study phase.
- » Solicit input during scoping and identify issues that ADOT, Peoria, and their partners should consider throughout the study phase and during development of the DCR.
- » Identify and share with the team specific issues and concerns from community members affected by the project.
- » Determine the community's preferences for widening and bridge crossing alternatives, while openly and transparently communicating that the number of proposed build alternatives might be limited because of pre-existing underground and overhead utilities; the canal system; terrain; and other factors in the study area.
- » If an ADOT Noise Study is warranted, provide information about how the study is done; the ADOT and Federal Highway Administration (FHWA) noise abatement criteria; and the location of new noise abatement measures (such as walls or berms) to determine if there is substantial community opposition.
- » Provide feedback on how public and stakeholder input influenced the project.
- » Host public meetings to share comprehensive information about the EA, the DCR, and potential next steps in project development/implementation, allowing the public to ask questions and voice their concerns and aspirations.

THIS PIP WILL ADHERE TO THE FOLLOWING GUIDING PRINCIPLES:

- » All public information and involvement activities will occur in alignment with Title VI of the 1964 Civil Rights Act (Title VI), the Americans with Disabilities Act (ADA), Executive Order 13166 on Limited English Proficiency (LEP), Executive Order 12898 on Environmental Justice (EJ), and the ADOT Public Involvement Plan (ADOT PIP).
- » Reasonable access to technical and policy information will be available to the public throughout the project.
- » Demonstration of explicit consideration and response to public input obtained whenever possible. When substantive project-related concerns are submitted, an analysis and report will be created.
- » Solicitation and consideration of the needs of traditionally underserved populations to ensure meaningful opportunities for their involvement in decision making, and to prevent disproportionately high and adverse impacts upon these populations. Traditionally underserved populations include, but are not limited to, low-income and minority populations, LEP persons, and individuals with disabilities.
- » Periodic reviews of the effectiveness of the community relations and public involvement program to ensure that full and open access is being provided to all who are interested or who could be interested in the project. For Title VI, EJ, and LEP purposes, demographic data must be collected to determine the effectiveness and evidence of outreach, specifically outreach to those traditionally underserved communities.
- » Coordination with local and regional government agencies and other stakeholders. The PI Team recognizes the importance of collaborating with community leaders to assist with public involvement efforts.
- » Provision of timely information to agencies and/or individuals, including those representing other local jurisdiction concerns.

Community and Stakeholder Assessment

A community and stakeholder assessment was conducted in May 2024 to determine the unique makeup of the community, inform the overall public outreach strategy, and determine if translation and interpretation services are needed.

Community Description

The community in and around north Peoria and Maricopa County is growing quickly and transitioning from a somewhat secluded and primarily residential area to an economic-development hub. Although currently surrounded by undeveloped desert, changes to the landscape are on the near horizon. In the northern part of Peoria, efforts to rezone and develop more than 8,300 acres of state-owned land along Loop 303 are underway. Future plans propose more homes, businesses, a municipal airport, and advanced manufacturing and technology firms.



Loop 303 to Happy Valley Road

The area between Loop 303 and Happy Valley Road is undeveloped desert land. Overhead and underground utilities and an electrical substation are present. Just south of Happy Valley Road are the communities of Corte Bella, Camino Crossing, Crossriver and Dos Rios, which are likely to be interested in this project. The communities of Rancho Cabrillo and Sun City West are also in the project vicinity and those residents are likely to be interested.

Happy Valley Road to Jomax Road

This is primarily a residential area with large parcels of desert where future development will occur. The Beardsley Canal and service road traverse the area just south of Jomax Road. A section of El Mirage Road currently exists between Happy Valley Road and the Beardsley Canal, adjacent to the Coldwater Ranch neighborhood within unincorporated Maricopa County. The potential extension of El Mirage Road between Loop 303 and Jomax Road would primarily impact two residential communities: Coldwater Ranch and the south end of Trilogy at Vistancia, a 55+ master planned community in Peoria that offers resort style living and golf amenities. Both areas are located in ZIP code 85383 where, in the past 12 months, the median household income was \$131,156 and the mean household income was \$160,427, per US Census Data (2022 American Community Survey 5-Year Estimates). Home prices range from approximately \$500,000 to more than \$1 million. Coldwater Ranch and Vistancia are best described as middle/upper middle class to affluent. As noted later in this PIP, these areas are not Limited English Proficient (LEP) or Environmental Justice (EJ) communities.

Planned Development in the Area

Two major developments are anticipated in north Peoria in the vicinity of the proposed El Mirage Road extension project:

- » **Amkor Technology** has committed to develop its largest outsourced semiconductor packaging and test facility in the United States in Peoria at Five North at Vistancia, a 320-acre mixed-use lifestyle and employment core bounded by Lone Mountain Parkway, Loop 303, Vistancia Boulevard and El Mirage Road. The Amkor facility would bring about 2,000 jobs to the area.
- » **The North Peoria Gateway** is proposed on 1,600 acres along Loop 303 north of Happy Valley Road. The city is working with the Arizona State Land Department, which owns the land, to zone it for a mix of commercial and residential uses.

Project Team and Partners

The names and affiliations of Project Team Members and Partners, and their emails, are noted below. This table will be updated, if needed.

Table 1: Project and PI Team

Agency or Affiliation	Name	Contact Information
ADOT Community Relations Project Manager	Gael Luna	gluna2@azdot.gov
ADOT Technical Project Manager	Tricia Brown, PE	tbrown2@azdot.gov
ADOT Environmental Planning Lead	Taylor Zimmer	tzimmer@azdot.gov
ADOT Right of Way Lead	Stacie McKenzie	smckenzie@azdot.gov
Consultant Project Manager	David Lenzer, PE, Burgess & Niple	david.lenzer@burgessniple.com
Consultant PI Lead	Kim Noetzel, Avenue Consultants	KNoetzel@AvenueConsultants.com
Federal Highway Administration Representative	N/A	N/A
MAG Representative	Bradlee Williams	bwilliams@azmag.gov
Maricopa County Communications	Traci Ruth, Coralie Cole	Traci.Ruth@maricopa.gov Coralie.Cole@maricopa.gov
Peoria Project Manager	Craig Bolze, PE	craig.bolze@peoriaaz.gov

Stakeholders

Any person or group who could be affected by this project, or who perceive that their interests could be affected, is a stakeholder. Stakeholders are both external and internal. The list of external stakeholders that follows will be updated as the project and public involvement activities progress.

- » **Residents of the project area:** Ninety-two (92) homes are located adjacent to the existing El Mirage Road alignment (see Figure 3, area highlighted in blue). The PI Team will reach out to the residents of these homes, and also extend outreach throughout Vistancia and other residential areas in the vicinity of the proposed future project, including neighborhoods in Maricopa County and Sun City West south of Loop 303 (see Figure 4, areas identified in yellow).

Figure 3

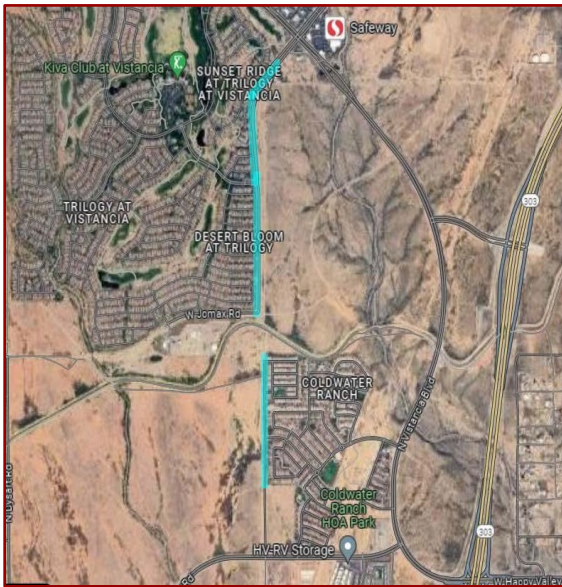
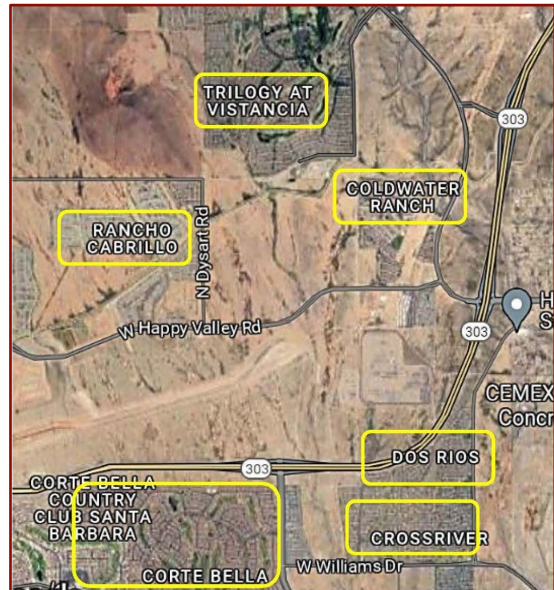


Figure 4



In Trilogy at Vistancia, a landscaped area and wall separate the homes and the existing roadway (see Figure 5). In Coldwater Ranch open desert, fences, and walls buffer homes from the existing roadway (see Figure 6).

Figure 5: Vistancia



Figure 6: Coldwater Ranch



- » **HOAs:** Coldwater Ranch, CorteBella, Crossriver, Dos Rios, Property Owner and Residents Association (PORA) of Sun City West, Rancho Cabrillo, Trilogy at Vistancia.
- » **Businesses/Large employers:** APS WestWing Electrical Substation, Sun City 85373; HV-RV Storage, 12029 W. Happy Valley Road, Peoria, 85383.
- » **Large Event Venues:** N/A
- » **Large Retail Centers:** N/A
- » **Hospitals/Large Medical Facilities:** N/A
- » **Chamber of Commerce:** Peoria Chamber of Commerce, 8715 W Union Hills Dr #115, Peoria, 85382
- » **Large Places of Worship:** The Church of Jesus Christ of Latter-day Saints, 11922 W. Happy Valley Road, Peoria, 85383; Prince of Peace Roman Catholic Parish, 14818 W. Deer Valley Drive, Sun City West, 85375; Christ Church of the Valley, 23601 N. 163rd Avenue, Surprise, 85387.
- » **Museums/Cultural Centers:** N/A
- » **Community Centers:** N/A

- » **Schools and Colleges:** Vistancia Elementary School (Peoria Unified School District), 30009 N. Sunrise Point, Peoria, 85383
- » **Hotels/Resorts:** N/A
- » **Local Municipalities:** City of Peoria, Maricopa County, City of Surprise
- » **Transportation organizations:** N/A
- » **Advocacy and environmental groups:** Trilogy Bicycle Club, Benevilla
- » **Public Safety:** Arizona Fire & Medical Authority (AFMA) and North County Fire and Medical District Station # 104, 24930 N. 119th Ave., Sun City, 85373; the Maricopa County Sheriff's Office - District III Substation, 13063 W. Bell Road, Surprise, 85378; the Peoria Police Department Pinnacle Peak Public Safety Facility, 23100 N. Lake Pleasant Parkway, Peoria, 85383; Peoria Fire Department Station 196, 28251 N. El Mirage Road, Peoria 85383.
- » **Tribal:** N/A
- » **Senior Centers:** Avista Sun City West Memory Care, 12828 W. Beardsley Road, Sun City West, 85375; Brookdale Trail Ridge, 21739 N. 151st Ave., Sun City West, 85375

Known or Anticipated Community Issues/Concerns

(Based upon preliminary project team discussions; this list will be updated as necessary if new issues or concerns are identified.)

Resident/driver concerns:

- » Currently, the limited access to Loop 303 from areas in north Peoria and the surrounding area creates congestion and delays on existing local roads.
- » With ongoing economic, residential, and commercial development in north Peoria, Maricopa County, and Surprise, there is growing regional support to provide more access to Loop 303.
- » If the roadway is built:
 - Additional traffic traveling through neighborhoods.
 - Traffic noise impacts on nearby homes and plans for noise abatement.
 - The roadway's classification and speed limit.
 - Proximity of the roadway to homes.
 - Pedestrian and bicycle accommodations.
 - Impact to desert trails.

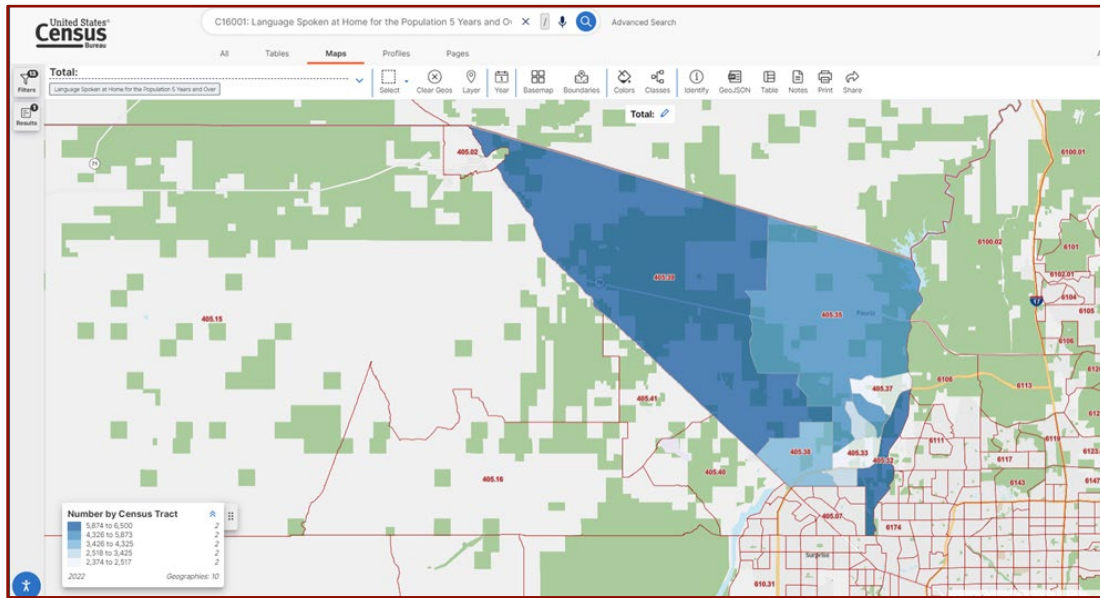
Local jurisdiction concerns

- » The City of Peoria and Maricopa County want to ensure their residents are well informed and have opportunities to provide input throughout the study process.

Title VI, Environmental Justice and Limited English Proficiency Evaluation

Demographics of the affected project area were assessed using the US Census, 2022 American Community Survey (ACS) 5-Year Estimates Detailed Tables. The Census tracts to be evaluated were determined using a two-mile radius around the existing intersection of Happy Valley and El Mirage roads; this area is larger than a one-mile radius around the four boundaries of the defined study area and yielded 10 Census tracts in Peoria and Maricopa County that extend well beyond the EA study area (see Figure 7). The total population is estimated between 43,841 and 46,136 (estimates provided by US Census data differ). For purposes of the LEP evaluation, based on US Census Table C16001, the population is 43,841 people.

Figure 7: Census Tracts*



**For consistency, these Census tracts were used for all other categories of the Stakeholder Assessment.*

LEP Four Factor Analysis

LEP stands for Limited English Proficiency. An LEP person is defined as being over the age of five years with a limited ability to speak, read, or write in English.

An LEP Four-Factor Analysis was completed to measure and document LEP needs of the project area using the US Census, 2022 ACS 5-Year Estimates Detailed Tables. Data for 10 Census Tracts in Peoria and Maricopa County was evaluated and the results yielded the following:

Table 2: LEP Analysis Data

Total Population:	43,841
Number of People Who Speak English "Less Than Very Well":	805
Percentage of Total Population Who Speaks English Less Than Very Well:	Less than 2%

The analysis indicated that 805 people, or less than 2 percent of the population in the analysis area, speak English Less Than Very Well. None of the LEP languages meet the Safe Harbor Threshold for translation of project documents (exceeding 1,000 people or 5 percent of the eligible affected population). Based on this data, project-related materials do not require translation into non-English languages, and interpretation for non-English languages is not required at public meetings. The PI Team will include ADOT's Notice of Availability of Reasonable Accommodations on study materials and accommodate reasonable requests for language assistance.

Minority Populations

Minority Population refers to any readily identifiable groups of minority persons who live in geographic proximity, and if circumstances warrant, geographically dispersed/transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed program, policy or activity.

The Federal Highway Administration (FHWA) defines the five minority groups as:

- » **Black** (a person having origins in any of the Black racial groups of Africa).
- » **Hispanic or Latino** (a person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race).
- » **Asian American** (a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent).
- » **American Indian and Alaskan Native** (a person having origins in any of the original people of North America, South America, including Central America, and who maintains cultural identification through tribal affiliation or community recognition).
- » **Native Hawaiian or Other Pacific Islander** (people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands).

For purposes of the Minority Population analysis, based on Census on Table B03002, the population is 46,136 people. The total minority population of the analysis area (see Figure 7) is 9,048 people, or approximately 20 percent of the population. The population by race (see Table 3) indicates a higher-

than-average White alone population and a lower-than-average minority population compared to the rest of the state.

Table 3: Minority Population Data

RACE	TOTAL	%	STATE%
White alone	37,088	80%	53%
Hispanic/Latino	4,280	10%	30%
Black	1,627	4%	4.5%
Native American	27	> 1%	3.75%
Asian	1,231	3%	3.5%
Pacific Islander	0	0	0.2%
Some other race	541	> 2%	.45%
Population reporting two or more races	1,342	2%	3.75%
Total	46,136	100%	100%

Age

For purposes of the Age analysis, based on Census Table S0101, the population is 46,136 people. The median age of the analysis area (see Figure 7) is 52 years. Table 4 provides the age breakdown:

Table 4: Age Data

Age in Years	Total	Age in Years	Total
Under 5	2,295	45 to 49	2,801
5 to 9	2,723	50 to 54	2,279
10 to 14	2,153	55 to 59	2,631
15 to 19	2,380	60 to 64	3,226
20 to 24	1,470	65 to 69	4,760
25 to 29	1,636	70 to 74	3,912
30 to 34	2,379	75 to 79	3,338
35 to 39	2,923	80 to 84	1,426
40 to 44	2,379	85 and older	1,426

This data indicates that although the population includes children and young families, it skews older and includes retirees. This is to be expected given the presence of 55+ communities (Trilogy at Vistancia, Sun City West).

Household Income

Low income refers to a person whose median household income is at or below the US Department of Health and Human Services (HHS) poverty guidelines as noted in Table 5:

Table 5: Poverty Guidelines per the US Department of Health and Human Services (2024)

2024 Poverty Guidelines for the 48 Contiguous States and District of Columbia	
Persons in family or household	Poverty guideline
1	\$15,060
2	\$20,440
3	\$25,820
4	\$31,200
5	\$36,580
6	\$41,960
7	\$47,340
8	\$52,720
<i>For families/households with more than eight people, add \$5,380 for each additional person.</i>	

The Household Income analysis is based on Census Table B19013. The median household income is \$97,677, which is above the median household income of \$68,649 for Maricopa County. None of the block groups in the analysis area (see Figure 7) have median incomes at or below the US Department of Health and Human Services 2024 Poverty Guidelines and/or qualify as low income.

Disability

The Disability analysis is based on Census Table DP02. The analysis area (see Figure 7) report shows 6,036 individuals with a disability, or 13.1 percent of the population. This is slightly higher than the county average of 11.7 percent based on ACS Five-Year Census Data. Two assisted-living centers (Brookdale Senior Living and Avista Sun City West Memory Care) are located within the analysis area. Both provide care for individuals with Alzheimer's and other forms of dementia. Contact information for these facilities will be added to the stakeholder database. Several proactive measures to facilitate involvement by people with disabilities are already being taken, such as:

- » The website will comply with Section 508 of the Rehabilitation Act.

- » Two public meetings will be virtual.
- » Information is available by email and by standard mail, and the study team will answer questions and track comments received by email and mail.
- » The in-person public meeting facility will be ADA compliant.
- » The PI Team will proactively communicate with senior centers in the area, as well as with HOAs and community groups that cater to older populations and those with disabilities. This will include, but not be limited to, Benvilla, a nonprofit family services agency in Sun City West that assists West Valley residents by providing care services for older adults, adults with disabilities, children, and families.
- » ADOT's Notice of Availability of Reasonable Accommodations will be included on materials shared with the public, and the PI Team will accommodate reasonable requests.

Public Involvement Plan During the Study Phase

The PI Team will inform the community—including those who would be directly impacted and others in Peoria, Surprise, and Maricopa County—about the study; the proposed project's formal Purpose and Need (once developed); planned design elements; noise abatement (if relevant); the study schedule; and the potential next steps for construction based on available funding (pending completion of the EA with a Finding of No Significant Impact [FONSI]). Outreach efforts will also focus on informing the public about how to be involved and have their voices heard, such as by participating in the scoping process, public meetings, the public hearing, or otherwise providing input and asking questions.

Public Involvement Tools and Tactics

The PI Team will take a multi-channel, multi-agency approach using traditional and digital tactics and targeted outreach when appropriate and feasible to ensure the maximum number of stakeholders and members of the public know about the EA and DCR process and the ways to provide input, ask questions, or otherwise engage in public involvement opportunities generally and during formal comment periods. The Public Involvement Tools and Tactics outlined in this PIP comply with Section 6.5 of the ADOT PIP, *Public Involvement Requirements for an Environmental Assessment*, and reflect industry and IAP2 best practices for the public and stakeholders to be aware, educated, and engaged in the decision-making process.

Outreach Summary: A Mix of Methodologies to Expand and Amplify Reach and Participation

- » According to the US Census Bureau (2018-2022) 96.3 percent of households in Maricopa County have a computer and 91.1 percent have a broadband Internet subscription; the statistics for Peoria are slightly higher at 96.7 percent and 93 percent, respectively. According to the Pew Research Center, 90 percent of adults in the U.S. own a smartphone. As such, the PI Team agrees that a project website, email alerts, and social media are highly efficient, effective ways to share information about the EA and DCR and public engagement opportunities with large numbers of people. Also, given the large number of community members who have access to

and already use technology and the internet, the PI Team will use some elements of Virtual Public Involvement (VPI) to share information and gather input.

- » The PI Team will optimize opportunities for grassroots outreach, such as engaging homeowners' associations (HOAs) in Peoria and Maricopa County such as Coldwater Ranch, Cortebella, Crossriver, Vistancia, and residents of Sun City West. The PI Team also will communicate with The Sun City West Property Owners and Residents Association (PORA) and other identified community groups, such as the Trilogy Bicycle Club and Benvilla, as well as local senior centers and recreation facilities, and request they share information with their members.
- » The PI Team will use traditional methods, such as direct mail and paid advertising in local newspapers of general circulation in Peoria and Sun City West, to create awareness about the scoping process, public meetings, and the public hearing.
- » While the PI Team will encourage the public and stakeholders to provide input and ask questions at *any* time, ADOT and the City of Peoria agreed on the following more formal engagement opportunities: a web-based scoping process; two public meetings—one virtual and one in-person—to review the Build and No-Build alternatives; and one virtual public hearing. Given the low risk of a digital divide in this project area, one virtual meeting and a virtual public hearing are favored because of the many benefits as cited in Section 13.2 of the ADOT PIP, *Benefits of VPI*: increased and convenient engagement; efficiency and low cost; enhanced public understanding; improved civil discourse; and better input data.

The PI Team will use the tools and tactics that follow to inform and engage the public and stakeholders throughout the EA and DCR process. Any additional public involvement efforts made as a result of feedback received from the public will be documented and updated in this PIP. The PI Team will seek to identify and address barriers to public participation in the transportation planning process and to better understand community-specific issues.

Advertising

At least 15 days prior to the in-person and virtual public alternatives meetings, and the virtual public hearing, the PI Team will place one half-page print newspaper ad in the *Peoria Times* and one half-page print newspaper ad in the *Sun City Independent*. Each ad will include the content noted in Section 12.6.11 of the ADOT PIP, *Public Meeting Advertisements and Notices*. All newspaper ads will include ADOT's Notice of Availability of Reasonable Accommodations.

Amplification and Information Sharing

The City of Peoria is the PI lead and will collaborate with ADOT, Maricopa County, and the City of Surprise to amplify information and reach larger, more diverse audiences. Efforts will begin at least 30 days prior to scoping (projected for fall 2024) and continue for the life of the project. Email alerts and social media messages (including targeted Nextdoor posts) are examples of information that can be amplified through this type of multi-agency partnership, as the number of people who receive the messaging grows exponentially the more that messages are shared.

Branding

PI materials will reflect the approved study logo (pictured at right) and brand standards. The logo effectively identifies the City of Peoria as the lead agency, while conveying its partnership with ADOT, MAG, and Maricopa County. It also succinctly identifies what action is being studied, and where. The design also lends itself to longevity; that is, it could be used for potential future stages of the project (such as completion of design and construction) allowing for continuity throughout project delivery. To ensure consistency of the brand by all users, the following standards for colors and fonts are in place:



Generally, branding creates a familiar “look and feel,” establishes an identity and builds trust. Branding also conveys professionalism, which boosts credibility. For this study, consistent use of branding throughout the life of the project is important to increase recognition of project-related emails, mailers, advertisements, and other outreach materials. The unique design of the study logo and consistent use of colors and fonts stand out. As such, target audiences are less likely to overlook information shared with them (such as public meeting invitations sent via direct mail and newspaper ads).

Channel 11

Peoria Channel 11 is the city’s official public access television station. It broadcasts city news and events daily. Peoria residents can watch Channel 11 on Cox Cable. Those who do not have Cox Cable can watch on YouTube or through online streaming. The City of Peoria can utilize Channel 11 and to provide study-related information as it deems appropriate at any time during the study.

Community Events

The City of Peoria may participate in local events during the life of this project to share study-related information with the public and others in attendance. If feasible, city representatives who are knowledgeable about the study might also attend events hosted by other project partners.

Community/Stakeholder Database

Developing and maintaining a database that includes up-to-date names and contact information is critical so the PI Team can proactively share information with residents and key stakeholders in the region. The PI Team will collaborate to create the database with key contacts, HOAs, individuals known to be active in the community and/or involved in transportation issues, community groups, and residents and send information directly to them. The City of Peoria and ADOT will promote sign-ups for the database through Nextdoor and their other social media channels and email lists. Examples of when emails would be sent to stakeholders in the database include but are not limited to the start of the scoping process; prior to the public and virtual alternatives meetings; prior to the public hearing; and when the draft and final EA and DCR are available for review. In accordance with Section 12.6.10 of the ADOT PIP, *Public Meeting Notification*, emails about public meetings will be sent at least 14 days in advance and will include ADOT's Notice of Availability of Reasonable Accommodations.

Direct Mail

The PI Team will use direct mail via Every Door Direct Mail (EDDM) to notify approximately 6,100 residents/other addresses in the outreach area about the Alternatives Public Meetings and virtual public hearing. The PI Team will schedule the mailers to arrive in recipients' mailboxes at least seven to 14 days before the Public Alternatives Meetings and at least 15 days, but no more than 30 days, before the virtual public hearing. Mailers will include the contents noted in Section 12.6.11 of the ADOT PIP, *Public Meeting Advertisements and Notices* and ADOT's Notice of Availability of Reasonable Accommodations.

Email Address

The PI Team created and will widely promote an email address (Info@ElMirageRoadExtension.com) so residents, businesses, stakeholders, and others can submit questions or comments at any time, and request to be added to the aforementioned Community/Stakeholder Database. Avenue Consultants will check the email inbox Monday through Friday (except holidays) at least once daily, with the frequency increasing when significant activity is scheduled to or has occurred (including but not limited to the week and days before a public meeting or the days after a public meeting).

Email Alerts

The PI Team will share important information including but not limited to the start of the scoping process, public and virtual meetings, the public hearing, availability of the draft and final EA and DCR, and other study milestones via study-branded email alerts. Avenue Consultants will send email alerts to individuals in the Community/Stakeholder Database previously noted; the City of Peoria and ADOT will extend the reach of these alerts by sharing them with individuals in their respective email databases. Per Section 12.6.10 of the ADOT PIP, *Public Meeting Notification*, emails will be sent at least 14 days in advance when they are used to promote public meetings and will include ADOT's Notice of Availability of Reasonable Accommodations. The PI Team will share email alerts with representatives from Maricopa County and encourage distribution to individuals in their appropriate email databases.



Informational Flier

The PI Team will develop an informational flier to hand out at the in-person Public Alternatives meeting and post it on the project website prior to the virtual Public Alternatives meeting to share information about the Build and No-Build alternatives. Such information may include the proposed project alignment, preliminary design features, and information about how to provide input, participate in a survey, ask questions, and stay informed throughout the study process. The flier will be written in Plain Language for ease of readability and use maps and graphics to convey information. The PI Team will translate the flier into Spanish (or other non-English languages) upon receipt of a reasonable request.

Interpretation/Translation Services

The PI Team will accommodate reasonable requests for interpretation and translation of project-related information into Spanish or other non-English languages and American Sign Language.

Mailing Address

The PI Team understands that some people might prefer to communicate by mail and will therefore accept and respond in a timely manner to such correspondence. The mailing address will be included on the project website and other public-facing materials when outreach begins. The address is: **Avenue Consultants/El Mirage Road Extension, 5353 N. 16th Street, Suite 380, Phoenix, AZ 85016**. Upon receipt of a reasonable request, the PI Team will accommodate languages other than English when corresponding by mail. If sharing information about opportunities for public involvement by mail, the correspondence will include ADOT's Notice of Availability of Reasonable Accommodations.

News Media

The PI Team will engage news media by sending press releases at least seven days in advance to announce the start of the scoping period; the dates, times, and locations of the virtual and in-person public meetings/public hearing; and other project milestones. The city of Peoria will lead news media outreach and provide a subject matter expert to serve as a spokesperson. If required, the ADOT Office of Public Information will supplement these efforts; and the ADOT Public Information will accommodate requests for interviews or other information from Spanish language news media.

Public Inquiry Database/Comment Log

The public will be able to comment on the study in the following ways:

- » By email at: Info@ElMirageRoadExtension.com
- » By sending mail to: Avenue Consultants/El Mirage Road Extension, 5353 N. 16th Street, Suite 380, Phoenix, AZ 85016.
- » Through an online survey shared in conjunction with the public alternatives meetings.
- » Before, during, and after the in-person and virtual Public Alternatives Meetings.
- » Before, during, and after the virtual public hearing.

Avenue Consultants will respond to comments received through various methods noted above and will maintain the public inquiry database/comment log. The PI and study teams will collaborate to develop a

document with Frequently Asked Questions (FAQs) and approved responses to facilitate timely, accurate, and consistent replies to questions and comments. Avenue Consultants will acknowledge the receipt of an inquiry and respond, such as by referring the individual to the website and/or FAQ document. If comments or questions are received through social media, a representative from the City of Peoria or ADOT (depending on which agency's social media account receives the question or comment) will address it as quickly as possible using information approved by the study team and/or the aforementioned FAQ document. The database will be included in the Public Involvement summary report(s). Any personally identifiable information (PII) will be removed from publicly shared documents.

Public Alternatives Meeting (in-person and virtual)

The PI Team will host one virtual and one in-person public meeting to share the Build and No-Build Alternatives and design concept(s) with the public and stakeholders and provide an opportunity for them to make comments and ask questions. These meetings will be planned and implemented in alignment with Section 12.6 of the ADOT PIP, *Public Meetings* and Section 12.6.3, *Virtual Public Meetings*. The Public Alternatives meetings are tentatively set to occur in winter or spring 2025, with the specific times and dates to be determined as the project progresses. The PI Team will make every effort not to schedule either of the meetings in conflict with religious observations; holidays; large and regionally significant special events; or other city, county, state or Peoria Unified School District meetings or events. The in-person and virtual meetings will not be concurrent. They will provide the same information and opportunities for questions and comments. Both meetings will include a brief presentation by subject-matter expert(s) from the study team; graphics and other visual displays to acquaint the public and stakeholders with the design concept(s) and potential future actions; and opportunities for attendees to ask questions and make comments verbally, via comment forms, or through an online survey that will be available on the project website for 30 days.

The location of the in-person meeting is yet to be determined, but it will be in the study area and in a facility that is compatible with the Americans with Disabilities Act. ADOT Civil Rights Office Self-ID cards will be available for meeting participants to fill out and return at the meeting. Signage will provide information about meeting participants' rights in compliance with Title VI and the ADA.

The format for the virtual meeting is yet to be determined, but will be Webex, Zoom, or something similar, with language-interpretation capabilities via captioning. The meeting moderator will invite meeting participants to complete and submit ADOT Civil Rights Office Self-ID surveys electronically and will verbally share information about their rights under Title VI and the ADA. Avenue Consultants will post the meeting recording to the project website within 24 hours of the meeting conclusion.

Those who may have difficulty participating in the virtual or in-person meeting may request reasonable accommodations by contacting the City of Peoria. A telephone number will be provided in meeting notifications and on the project website. Accommodations may include mailing printed public meeting materials to include in alternative languages to stakeholders, mailing or providing a thumb-drive with public meeting documents, or offering a location for stakeholders to view study documents.

Public Hearing (virtual)

The PI Team will plan and implement one virtual Public Hearing in alignment with section 12.6.3 of the ADOT PIP, *Virtual Public Meetings*. The purpose of the public hearing is to provide the public and stakeholders with an opportunity to review and comment on the draft EA and DCR, both of which will be posted to the website before the public hearing. The comment period will last 30 days. Those who cannot or choose not to provide questions or comments at the public hearing can still do so via email or by mail. The virtual public hearing is tentatively set to occur in summer 2025, with the specific time and date to be determined as the project progresses. The PI Team will make every effort not to schedule the public hearing in conflict with religious observations; holidays; large and regionally significant special events; or other city, county, state, or Peoria Unified School District meetings or events. The format for the virtual public hearing is yet to be determined, but will be Webex, Zoom, or something similar, with language-interpretation capabilities via captioning. The meeting moderator will invite meeting participants to complete and submit ADOT Civil Rights Office Self-ID surveys electronically and will verbally share information about their rights under Title VI and the ADA. Avenue Consultants will post the public hearing recording to the project website within 24 hours of its conclusion. Comments on the draft EA and DCR will be recorded and substantive comments will be addressed in the final EA document, either individually or collectively as a group of similar comments. All PII will be redacted from publicly shared documents. After the public hearing and in the event of a FONSI, the Avenue Consultants will post the final EA and DCR on the website. The PI Team will use email alerts, news and social media, and other outreach tools identified in this PIP to notify the public and stakeholders of the availability of the final documents. Those who may have difficulty participating in the virtual public hearing may request reasonable accommodations by contacting the City of Peoria. A telephone number will be provided in meeting notifications and on the project website. Accommodations may include mailing printed public hearing materials (in a non-English language, if required) to stakeholders, mailing or providing a thumb-drive with public hearing documents, or offering a location for stakeholders to view the public hearing documents.

Scoping

Through public scoping, the PI Team will seek the public's input on current issues and conditions in the study area that the team should be aware of as work on the EA and DCR gets underway. The scoping process is expected to occur in fall 2024 [specific dates to be determined]. Scoping-related materials will be posted on the project website for review and public comment. The comment period will begin when the materials are posted on the website and last for 30 days. The PI Team will create awareness about the scoping process through various outreach tactics. The City of Peoria will notify news media by sending a press release. The City and ADOT will post messages on social media. The City, ADOT, and Avenue Consultants will send email alerts; and ask community groups and HOAs to share information with their members/residents. Avenue Consultants will post information on the project website.



Social Media

The City of Peoria will implement social media outreach efforts, which ADOT will amplify to reach target audiences. Platforms may include Facebook, Instagram, YouTube, Nextdoor, and X. Social media is a highly effective way to share content with thousands of people in and around the proposed project area; in some instances—such as Nextdoor—it can target specific neighborhoods where the greatest impacts could occur and/or there is a higher level of interest or concern. As noted, if comments or questions are received through social media, a representative from the City of Peoria or ADOT (depending on which agency’s social media account receives the question or comment) will address it as quickly as possible using information approved by the study team and/or the aforementioned FAQ document. Following are the social mediums that the PI Team will use for the duration of the project:

ADOT Social Media	<ul style="list-style-type: none"> ● Nextdoor ● Twitter/X (twitter.com/ArizonaDOT) ● Facebook (facebook.com/AZDOT) ● Blog (azdot.gov/blog) ● YouTube (youtube.com/ArizonaDOT)
Peoria Social Media	<ul style="list-style-type: none"> ● Twitter/X: @PeoriaAZ ● Facebook: @CityofPeoriaAZ ● You Tube: @DigitalPeoria ● Instagram: @peoriaazcam

Survey

The PI Team will develop an online survey in conjunction with the Public Alternatives meetings. In addition to being posted on the website 14 days prior to the first public meeting, the PI Team will use email alerts, social media, and news media to share it with the public and stakeholders. The purpose of the survey is to ascertain how community members feel about the proposed Build and No-Build Alternatives and design concepts and gather their feedback for review and consideration prior to development of the draft DCR and associated EA.

Website

The study website is ElMirageRoadExtension.com. It will go live at least 30 days prior to the start of the scoping process and be the primary information hub throughout the study process. The site will comply with Section 508 of the Rehabilitation Act so individuals with disabilities have equal access to electronic information and data comparable to those who do not have disabilities and will provide a link to accommodate languages other than English via online translation. Website content will include information about the EA and DCR; FAQs; dates/times/locations of public meetings and other opportunities for public involvement; and ways to submit questions or comments to the study team. It will house the project visualization, photos, maps, and other graphics to convey the size, scope, and location of the study area and proposed project. It also will house public meeting materials so they are accessible to anyone at any time, as well as the draft and final EA and DCR and other study-related

materials deemed necessary. The PI Team will update the site daily or as necessary throughout the life of the study to ensure information is accurate and up to date.

Visualization

The visualization will convey the proposed Build Alternative and initial phase of the proposed project, including project features, proposed right-of-way, and 360-degree views from any point, as well as a “bird’s eye view” flythrough of the area. The visualization will be used to educate the public about the size and scope of the proposed El Mirage Road extension project and preliminary design concepts. It will be housed on the website so it is available for viewing at any time.

Outreach to Minority, Low Income, Disabled and Other Underserved Populations

The following will be used to ensure all interested and affected members of the public have an opportunity to learn about and provide input on the project:

- » Information will be accessible for persons with vision, hearing, or other disabilities. In addition to providing ADA accommodations upon request, the following will be provided: project materials in digital and accessible formats; posting project materials including the presentation in PDF and video format on the website and alt text for graphics, maps and photos; using simple/clear visuals, closed captioning (with instructions provided), and having speakers leave their cameras on when presenting/speaking.
- » The website will comply with Section 508 of the Rehabilitation Act.
- » Accommodations for materials and interpretation in languages other than English, and ADA accommodations, will be provided upon reasonable request.
- » The meeting venue for the in-person public meeting will be ADA accessible.
- » The public will have an opportunity to provide comments via multiple methods, including by mail, email, and in person at public meetings.
- » ADOT’s Notice of Reasonable Accommodations will be included on all digital or printed material created for public dissemination.

Project/Public Involvement Timeline

The initial timeline follows and is subject to change. Updates will be made accordingly.

Table 6: Estimated PI Timeline and Milestones

Milestones	Dates
Study logo and branding approved (Team)	May 2024
Email address and website URL purchased (Consultant)	May 2024
Public Involvement Plan approved (Team)	August 5, 2024
Website approved and live (Consultant and Team)	August 2024
Complete initial stakeholder database (Consultant and Team)	August 2024
Begin planning for scoping and create a workback schedule; prepare the notifications and materials (Consultant)	August 2024
Visualization completed and posted to the website	September 2024
Scoping materials finalized/approved/posted on the website (Consultant)	September 2024
Scoping notifications (news release; social media; email alerts; targeted emails to HOAs, churches, community groups, businesses) (Consultant, Team)	September 2024
Gather, acknowledge, respond to comments received during scoping. (Consultant)	September/ October 2024
Comment log finalized (Consultant)	October 2024
Begin planning for public alternatives meetings and develop workback schedule; prepare the notifications (Consultant)	Winter/Spring 2025
Public meeting materials and survey finalized/approved/posted on the website (Consultant)	Winter/Spring 2025
Public meeting notifications (newspaper ads; direct mail; news release; social media; email alerts; targeted emails to HOAs, churches, community groups, businesses) (Consultant, Team)	Winter/Spring 2025
Public alternatives meeting (in person, virtual) (Consultant)	Winter/Spring 2025

Milestones	Dates
Submit Civil Rights Meeting Summary (Consultant)	Winter/Spring 2025
Gather, acknowledge, respond to comments received. (Consultant)	Winter/Spring 2025
Collect and analyze survey data and share with PI and technical teams (Consultant)	Winter/Spring 2025
Public Meeting Summary finalized and posted to website, provided to technical PMs, emailed to attendees (Consultant)	Winter/Spring 2025
Begin planning for virtual public hearing and develop workback schedule; prepare the notifications (Consultant)	Spring/Summer 2025
Public hearing materials finalized/approved/posted on the website (Consultant)	Summer 2025
Public hearing notifications (newspaper ads; direct mail; news release; social media; email alerts; targeted emails to HOAs, churches, community groups, businesses) (Consultant, Team)	Summer 2025
Draft EA and DCR uploaded to website (Consultant)	Summer 2025
Draft EA and DCR distributed to public review areas (TBD)	Summer 2025
Virtual Public Hearing (Consultant)	Summer 2025
Submit Civil Rights Meeting Summary (Consultant)	Summer 2025 (within 2 weeks post meeting)
Gather, acknowledge, respond to comments received. (Consultant)	Summer 2025
Public Meeting Summary finalized and posted to website, provided to technical PMs, emailed to attendees (Consultant)	Summer 2025
Pick up draft EAs from public review areas (TBD)	Summer 2025
Post final EA and DCR to website	Summer 2025
Notifications about availability of final EA and DCR	Summer 2025
Website deactivation	30 days after the last comment period

Public Involvement Measures of Success



The public involvement/outreach goal is to achieve a high level of public engagement during the EA and DCR phase of this proposed project. The PI Team will use the following metrics to determine if public involvement was successful:

Measure	Target Goal
Number of people who sign up to receive study updates by email	50
Number of people who complete the scoping survey	50
Number of people who attend the in-person and virtual alternatives meetings	75
Number of people who attend the virtual public hearing	50

Appendix A: Responsibilities Matrix

Key:

- » **Lead:** Prepares document/information for review and input from the project team.
- » **Participate:** Has direct participation in activities and assists with the preparation of documents/information for review and input from the study team.
- » **Review:** Reviews information for technical accuracy, readability, grammar, punctuation, etc.
- » **Approve:** Approves final documents/information.

Table 6: PI Responsibilities Matrix

TASK	Consultant PM David Lenzer	Consultant PI Lead Kim Noetzel	Peoria PM Craig Bolze	ADOT PM Tricia Brown	ADOT Comm Rel PM Gael Luna	ADOT Civil Rights Office
Meet as needed	P	L	P	P	P	P
Stakeholder Assessment/ LEP Analysis	R	L	R,A	R,A	R,A	R,A
Create database of community contacts		L	P, R, A	R,A	P, R	
Send email alerts		L	R, A, P		R, A, P	
Send GovDelivery alerts					L	
Presentations (community, HOAs, key stakeholders)			L	P	P	
Public Inquiry and Comment Log	R	L	R	R	R	
Develop FAQs and Approved Responses	R	L	R,A	R,A	R	
Respond to questions/comments		L	R,P,A	R,P,A	R,P,A	
Spanish Translation		L				
Other Non-English Translations			L			
Secure URL	R	L	A	A	A	

TASK	Consultant PM David Lenzer	Consultant PI Lead Kim Noetzel	Peoria PM Craig Bolze	ADOT PM Tricia Brown	ADOT Comm Rel PM Gael Luna	ADOT Civil Rights Office
Create and maintain approved content	R	L	R,A	R,A	R,A	
Secure email address		L	R,P,A		R,P,A	
Check email inbox		L				
Spanish Translations		L				
Other Non-English Translations			L			
American Sign Language Accommodations			L			
Direct Mail	R	L	R,A	R,A	R	
Newspaper Ads	R	L	R,A	R,A	R	
Identify Locations/Set up/Tear down	R	L	R,A	R,A	R	
Identify Virtual Public Meeting date, time, platform; host; moderate	R	L	R,A	R,A	R	
Meeting Presentation	R	L	R,A	R,A	R	
FAQs/Messaging	R	L	R,A	R,A	R	
Develop Notices and Materials	R	L	R,A	R,A	R	
Distribute Meeting Notices		L				
Upload content to website		L				
Graphics/cross sections/roll plots	L		R,A	R,A		



TASK	Consultant PM David Lenzer	Consultant PI Lead Kim Noetzel	Peoria PM Craig Bolze	ADOT PM Tricia Brown	ADOT Comm Rel PM Gael Luna	ADOT Civil Rights Office
Social Media Content & Monitoring			L		P	
Comment Forms	R	L	R,A	R,A	R	R
Self-ID Forms		L				R
Civil Rights Report	R	L	R	R	R	R,A
Outreach Summary Report	R	L	R,A	R,A	R	R
Write press releases and route for approval	R	L	R,A	R,A	R	
Send press releases and serve as spokesperson		P	L		P	

ADOT'S NONDISCRIMINATION NOTICE TO THE PUBLIC

The Arizona Department of Transportation (ADOT) hereby gives public notice that it is the Agency's policy to assure full compliance with Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act of 1990 (ADA), and other related authorities in all of its programs and activities. ADOT's Title VI and ADA Programs require that no person shall, on the grounds of race, color, national origin, or disability, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. Any person who believes his/her Title VI or ADA rights have been violated, may file a complaint. Any such complaint must be in writing and filed with the ADOT Civil Rights Office within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For additional information about ADOT's Civil Rights programs and the procedures to file a complaint contact ADOT Civil Rights Office via the information listed below:

Danielle Valentine, Title VI Program Coordinator, dvalentine@azdot.gov
ADOT Civil Rights Office, 206 S. 17th Avenue, Mail Drop 155-A Phoenix, AZ 85007
602.712.8946
civilrightsoffice@azdot.gov

AVISO PÚBLICO DE LA LEY DE NO-DISCRIMINACIÓN DE ADOT

El Departamento de Transporte del Estado de Arizona (ADOT) informa al público que esta agencia tiene como regla asegurar el cumplimiento total del Título VI de la Ley de los Derechos Civiles de 1964, del Título II de la Ley de ciudadanos Americanos con Discapacidades de 1990 (ADA) y otras normas relacionadas con todos sus programas y actividades. Los programas del Título VI y ADA de ADOT exigen que a ninguna persona se le excluya de participar, se le nieguen beneficios o de ninguna otra manera sea sujeta a discriminación en ningún programa o actividad de ADOT por motivo de raza, color, país de origen, o discapacidad. Cualquier persona que crea que se han violado sus derechos bajo el Título VI o el ADA, puede presentar una queja. Esta queja debe presentarse por escrito a la Oficina de Derechos Civiles de ADOT dentro de ciento ochenta (180) días a partir de la fecha en que se alega que ocurrió la discriminación. Para recibir más información sobre los programas de Derechos Civiles de ADOT y los procedimientos para presentar una queja, por favor póngase en contacto con la Oficina de Derechos Civiles de ADOT a través la información que aparece abajo:

Danielle Valentine, Title VI Program Coordinator, dvalentine@azdot.gov
La Oficina de Derechos Civiles de ADOT, 206 S. 17th Avenue, Mail Drop 155-A Phoenix, AZ 85007
602.712.8946
civilrightsoffice@azdot.gov



Appendix B: LEP Four Factor Analysis Worksheet

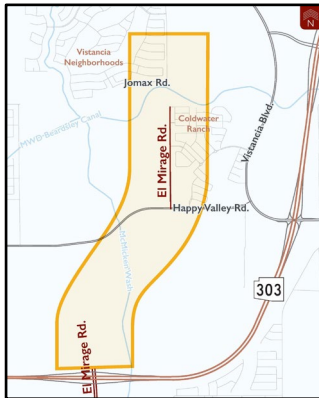
Project Name: El Mirage Road: Loop 303 to Jomax Road DCR and EA

Project TRACS Number: T0428 03D

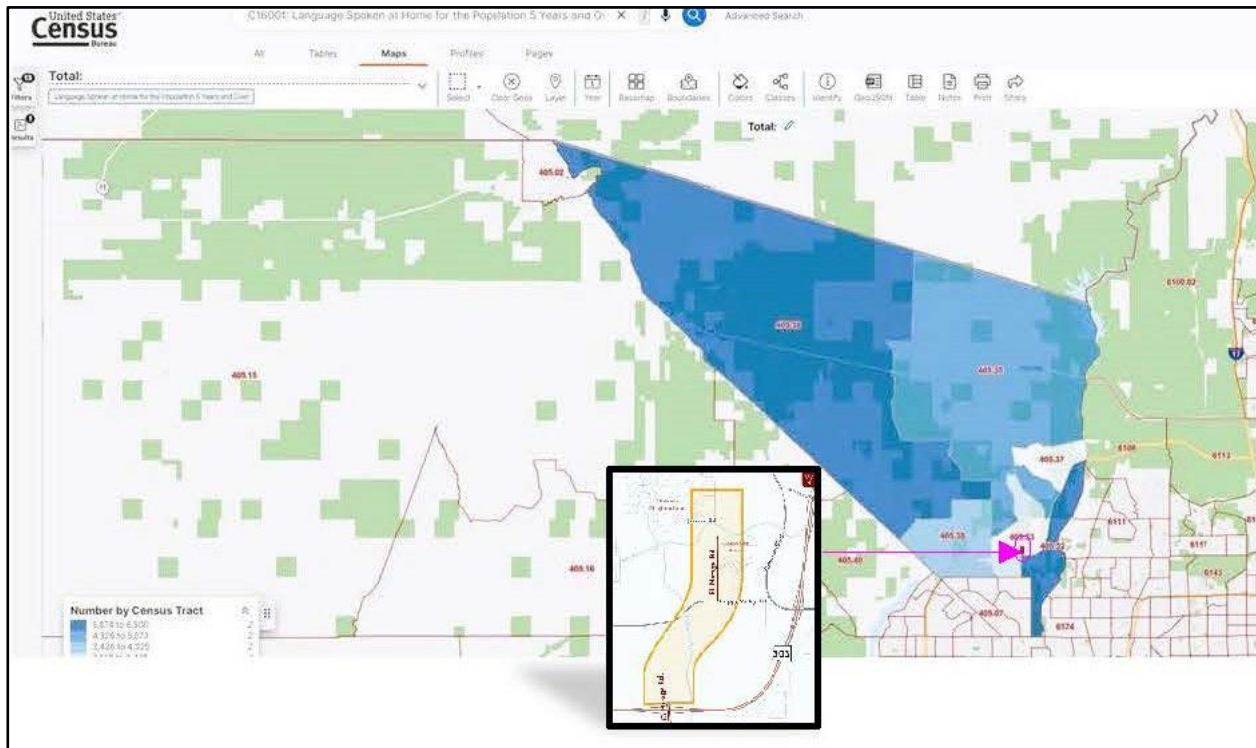
Date: May 28, 2024

Boundaries of the project/study area used for the LEP analysis (attach map).

EA/DCR Study Area:



Census Tracts Reviewed for LEP Analysis:



Factor 1: The number or proportion of LEP persons eligible to be served or likely to be impacted by the project, activity or service.

1A - Prior Experiences: *Have other languages been previously identified in the area that have met the threshold?*

- Yes
- No. The consultant requested this information from ADOT and was advised that no such information was available.

If Yes, list languages previously identified, along with the corresponding project. Note: If an LEP analysis has been completed for the project area within the past five years and used current Census data it does not need to be updated.

Language	Project
N/A	

1B - Identify languages spoken in the program/project area and number/# of LEP individuals.

Directions: Use the U.S. Census data tool at data.census.gov to gather LEP demographic data. Use tables C16001 (by census tract) or B16001 (for statewide data ONLY) for Language Spoken at Home by LEP persons 5 years old and over. Use the [instructions here](#) for collecting and reporting data. After the spreadsheet is exported, list the languages that meet the thresholds in the chart below. If more than three languages meet the threshold, please add additional rows.

LEP Language(s) in project/study area that meet the threshold	Number of LEP persons that speak this language (threshold: 1,000 people)	Percent of LEP persons that speak this language (threshold: 5%)
None	N/A	N/A

1C - Interviews: *Interviews and review of local materials are not a requirement. They should be conducted to determine if other languages that don't meet the threshold should be translated. Review the standard work document for examples of when to consider conducting interviews. Consult with organizations that serve and work with LEP populations to get an accurate assessment of the existing and emerging LEP communities in the area. Collect and review available data from federal, state and local government agencies, and community and faith-based organizations.*

Date	Name	Organization	Language Needs Identified	Notes
April 18, 2024	Jennifer Doan	City of Peoria	None	Advised that languages other than English likely would not be encountered during this EA/DCR.

1D - Local Material Reviewed:

Website	Description	Language	Other
https://www.peoriaunified.org/vistancia	Website for Vistancia Elementary School/Peoria Unified School District	Spanish	The website provides a Translate Language tab at the top that links to Google Translate.
https://www.peoriaunified.org/domain/1592	Website for Lake Pleasant Elementary School/Peoria Unified School District	Spanish	The website provides a Translate Language tab at the top that links to Google Translate.
https://www.mytrilogylife.com/vistancia/golf/#	Website for Trilogy Golf Club	None	The website provides an Accessibility Link at the bottom right that provides an Accessibility Menu; one of the menu options allows users to search for/select a non-English language.
https://www.peoriaaz.gov/home	Website for the City of Peoria	None	The website provides an Accessibility link at the bottom of the page. It links to a page that provides resources regarding the ADA. The website does not have a link for language translation. Peoria's Channel 11 provides online content (videos) in English. Viewers can select English subtitles. The city's DEI page provides contact information for the DEI Inclusion Chair, the ADA coordinator, and the Lesbian, Gay, Bisexual, and Transgender liaison. Public Notices are posted in English only (as of the most recent dated March 31-April 6, 2024).
https://www.afma.gov/	Website for the Arizona Fire and Medical Authority, the Buckeye Valley Fire District, the North County Fire and Medical District, and the South County Fire and Medical District	None	There is not a link for language translation. There is an online option to request ADA accommodations in advance of public meetings.
https://www.maricopa.gov/	Website for Maricopa County	None	The website provides a Translate Language tab at the bottom that links to Google Translate. It also provides an Accessibility link which provides information about website accessibility. Public meeting notices on this website are in English only.

Factor 2: The frequency with which LEP Individuals come into contact with the project.

Likelihood of contact: Select likelihood of contact with LEP individuals for this project:

- Very unlikely
- Unlikely
- Likely
- Highly Likely

List the types of interactions and activities LEP persons have in the project area:

An LEP person might want to participate in scoping, one or all of the public meetings, otherwise ask a question or make a comment, or review study-related information. If so, the PI Team would accommodate a reasonable request for language translation and/or interpretation services and/or otherwise ensure that meeting materials and information were readily available in the appropriate language to meet this person’s needs.

Factor 3: The nature/importance of the study/project provided by ADOT to LEP person's lives.

<p><i>Impacts: Check box if impacts of any level are expected.</i></p>	<p><i>Please elaborate on the checked impact(s):</i></p>
<p>Mode of transportation</p>	<p>This project is currently in the study phase. Based on the findings of the prior feasibility study completed by the Maricopa Association of Governments, it is anticipated that members of the cycling community would be consulted during the development of the design concept and that sidewalks or bike paths would be included in the design.</p>
<p>Community property (i.e., Places of Worship, Parks, Recreation Centers, or Cemeteries)</p>	<p>This project is currently in the study phase. If a new roadway is constructed in the future it would not impact community property. Conversely, it would improve access to community property by providing another, more direct travel route and a connection to Loop 303.</p>
<p>Hospitals or Access to Medical Services</p>	<p>This project is currently in the study phase. If the new roadway is constructed in the future it would not impact hospitals or access to medical services. Conversely, it would</p>

<i>(i.e., Hospitals, pharmacies)</i>	improve access to such services by providing another, more direct travel route and a connection to Loop 303.
<i>Bus Routes or airports</i>	There are no transit routes or an airport in the study area.
<i>Private residential or commercial properties</i>	This project is currently in the study phase. If the new roadway is constructed in the future it would increase traffic in an area where some residential development has occurred between Jomax and Happy Valley roads. The new roadway would also improve transportation for those who live and/or work in the area by providing another, more direct route and a connection to Loop 303. It would reduce traffic congestion they currently experience in their community.
<i>Access to services (i.e., Grocery Stores, Retail Stores, Pharmacies, Restaurants)</i>	This project is currently in the study phase. If the new roadway is constructed in the future it would not impact access to services; conversely, it would improve access to services by providing another, more direct travel route and a connection to the Loop 303.

Factor 4: Resources available to ADOT and associated costs

- ADOT's standard practice is to provide written translation of materials and oral interpretation when an LEP language meets the Safe Harbor Threshold (1,000 persons or 5% of the affected project population, whichever is less), when specific needs have been identified for other LEP languages that don't meet the threshold through other factors above, or upon request.
- Project teams should carefully explore the most cost-effective means of delivering accurate language services before limiting services due to project budget financial constraints. Be advised the total amount of federal financial aid to ADOT as an agency is considered and not only the federal financial aid of a specific project.
- ***No individual will be denied participation in ADOT-sponsored activities due to their Limited English Proficiency.***
- Contact the Civil Rights Office at 602.712.8946 or civilrightsoffice@azdot.gov for LEP guidance.

RECOMMENDATIONS

Based on the data contained on this LEP Four Factor Analysis Worksheet and the [ADOT LEP Plan](#), the following language services will be provided for this project (check all that apply):

LEP languages to be served:

Note: If services vary by language please note languages for each service provided.

- Written Translation
 - » Consultant is scoped to provide Spanish-language translation of materials, if needed. The City of Peoria would provide translation of materials into other languages if needed.
 - » ADOT Bilingual Staff*
 - » Community Volunteers*
- Oral Translation
 - » Consultant is scoped to provide Spanish-language interpretation, if needed, and will provide captioning during virtual public meetings. The City of Peoria would provide interpretation of other languages if needed.
 - » ADOT Bilingual Staff*
 - » Community Volunteers*
- Web Tools
 - » Translation widget.
 - » Written translation upon request.
 - » Oral interpretation upon request.
 - » Alternative text for photos or other graphics.
- Title VI LEP language on materials only Language(s): [English](#)

*Verified able and available

Civil Rights Office Review

Date submitted to Civil Rights Office:

- This document has been reviewed by the Civil Rights Office.

July 3, 2024

Joanna Lucero

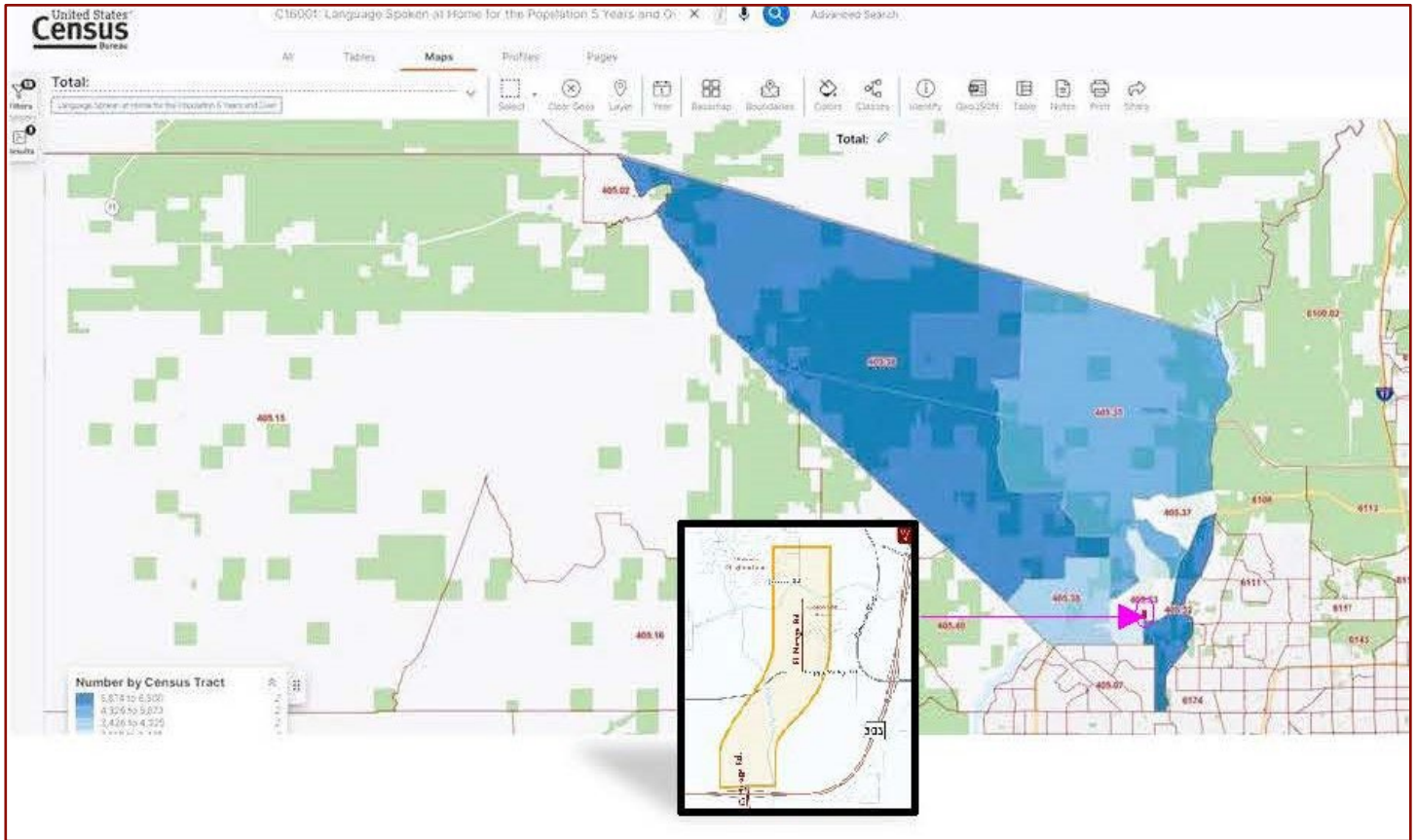
Date of review

Staff who reviewed

LEP recommendations approved by the Civil Rights Office. If approved with modifications list below:



Demographic Analysis Area Map



Appendix C: Applicable Federal Regulations

This section describes the federal statutes and regulations for public involvement. Approaches to the degree of public involvement will vary with the complexity and impact of each study. The Arizona Department of Transportation (ADOT) will implement public involvement efforts in response to federal guidelines under Title VI of the Civil Rights Act of 1964, Environmental Justice (EJ) Executive Order 12898, Limited English Proficiency (LEP) Executive Order 13166, the Americans with Disabilities Act (ADA) and the National Environmental Policy Act of 1969 (NEPA).

1. **Title VI of the 1964 Civil Rights Act (Title VI):** Title VI is a federal law that protects individuals and groups from discrimination on the basis of their race, color, and national origin in programs and activities that receive federal financial assistance.
2. **Environmental Justice (EJ):** Executive Order (EO) 12898 on Environmental justice requires “the fair treatment and meaningful involvement of all people, particularly minority and low-income populations, in the environmental decision-making process.” All of ADOT’s projects that include Federal funding follow the NEPA process, which is an environmental decision-making process. The United States Department of Transportation (USDOT) Order 5610.2(a) and Federal Highway Administration (FHWA) Order 6640.23A require compliance with Executive Order 12898. This includes the full and fair participation by all potentially affected communities in the transportation decision-making process.
3. **Limited English Proficiency (LEP):** Executive Order 13166 for Limited English Proficiency is a requirement of recipients of Federal financial assistance to provide language services (oral or written) to ensure meaningful access for all persons. Identification of LEP persons is informative for the purpose of devising appropriate strategies for meaningful public involvement and ensuring access pursuant to this Executive Order.
4. **Americans with Disabilities (ADA):** The Americans with Disabilities Act of 1990 (ADA) stipulates that people with disabilities be involved in developing and improving public services. In highway planning, collaboration with persons with disabilities is essential for developing access points beyond those that are required. All events held for programs or projects with federal-aid funds and open to the public must be made accessible to everyone, including persons with disabilities. Special efforts are required to comply with the statutory requirements of MAP-21 and the ADA.
5. **National Environmental Policy Act of 1969:** The NEPA process requires environmental analysis of proposed actions prior to making decisions, including constructing highways and other publicly owned facilities. Agencies must evaluate the environmental and related social and economic effects of their proposed actions and also provide opportunities for public review and comment on those evaluations. ADOT has assumed the Federal Highway Administration’s responsibility for carrying out the National Environmental Policy Act environmental reviews and approvals per the executed agreement dated April 16, 2019, between the Federal Highway Administration and ADOT. As part of this project ADOT serves as the lead agency and has the authority to approve this project. ADOT Environmental Planning (EP) will work closely with ADOT Communications to provide for NEPA compliance for meaningful public involvement when assessing the environmental effects of the proposed actions.
6. **NEPA Assignment:** The environmental review, consultation and other actions required by applicable Federal environmental laws for this project are being or have been carried out by ADOT pursuant to 23 USC 327 and a Memorandum of Understanding dated 04/16/2019 and executed by FHWA and ADOT.



Appendix D: Census and Other Data

[2024 Poverty Guidelines \(US Department of Health and Human Services\)](#)

[Age Data](#)

[Disability Data](#)

[Household Income Data \(ZIP Code 85383 - Peoria and Maricopa County\)](#)

[Limited English Proficiency Data](#)

[Median Household Income Data](#)

[Race and Minority Data \(Arizona\)](#)

[Race and Minority Data \(Assessment area\)](#)

[ZIP Code Tabulation Area 85383](#)

