



Stakeholder Involvement Plan

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1. INTRODUCTION

The Cook County Department of Transportation and Highways (DOTH) has begun the process of developing a County-Wide Freight Plan, which is made possible through grant funding secured from the Illinois Department of Transportation.

The development of a Cook County Freight Plan (CCFP) is a key recommendation from *Connecting Cook County*, the County's Long Range Transportation Plan (LRTP). The purpose of this CCFP is to create a prioritized list of freight-specific policy, funding, and project recommendations that the County can implement to address existing deficiencies and projected future needs in the movement of goods throughout Cook County. This plan will provide the County with a clear path toward ensuring the region's competitiveness in manufacturing, goods movement, and logistics and preserve our position as the busiest freight hub in the nation.

Stakeholder input will be a key element in the development of the CCFP and will build off the success of stakeholder outreach efforts conducted during the LRTP process. The engagement of targeted stakeholders throughout the freight planning process will be critical for overall project success. Freight movement affects organizations and entities across sectors, industries, and modes of transportation and is ultimately the result of key policy and industry decision-making. This document serves to outline the key goals, objectives, tasks and activities related to the stakeholder engagement process for the CCFP.

2. STAKEHOLDER INVOLVEMENT PLAN GOALS

This Stakeholder Involvement Plan (SIP) outlines the goals, activities and timelines of stakeholder outreach for the CCFP. In addition to outlining the stakeholder involvement process, this SIP also educates stakeholders and project team members on project goals and deliverables. The project team will use the framework established in the SIP to guide the collection and organization of input from all stakeholders. Stakeholder input will be used to identify the best solutions to any issues or problems that arise as the project progresses through its technical analyses. This SIP is a dynamic document that will be revised and updated as necessary throughout the duration of the project.

The CCFP SIP will build off of the wide-range of stakeholder outreach recently conducted as part of the LRTP process. To maintain a connection to the stakeholders who helped craft the LRTP, the project team will provide information and updates to those who were engaged in the LRTP process and fine-tune stakeholder efforts to engage and collect feedback specific to freight-related issues. The project team hopes this will facilitate progress toward creating a freight plan that is consistent with the County's transportation priorities as defined in *Connecting Cook County*.

The following is a list of goals to be accomplished with the engagement efforts described in this plan:

- Engage freight stakeholders, operators, industrial developers, and public entities that represent a diverse group of interests in goods movement within the County.
- Provide a vehicle that enables Cook County to have continuous dialogue with freight system users.
- Gather input, directly from industry representatives on their transportation system priorities, challenges and needs.
- Educate the local, regional and national public and stakeholders on why freight, and freight investments, are important to Cook County and why Cook County is important to the country.

The proposed stakeholder engagement process will include the establishment of an Advisory Committee, an internal work group with key Cook County departments, external work groups with manufacturing industry and freight operators, and one-on-one interviews with private sector developers and municipal leaders. In addition to these stakeholder efforts, a variety of outreach tools including newsletters, contact mailing lists, and website updates will be conducted to keep the general public informed, educated and aware of the CCFP development process.

3. ADVISORY COMMITTEE

An Advisory Committee (AC) will be established to guide the overall freight planning process. The AC will be comprised of key representatives from the public and private sector, including some members of the Cook County LRTP Advisory Committee, freight industry leaders and key personnel from local agencies. See Appendix A for a list of AC members.

The AC's role in the CCFP process is to provide guidance and input for the plan's goals, outcomes and final recommendations. Engaging and soliciting feedback from these members will be important to the success of the CCFP by ensuring that our analysis corresponds to real conditions, asking questions and providing answers to questions within their area of expertise, providing guidance on how our analysis should proceed, and build support for proposed future projects. Their expertise and knowledge of public and private freight issues will assist in positioning Cook County as a freight leader. These members will assist in identifying and vetting priority projects as well as assist with evaluating feasibility of recommendations. The project team will meet with the AC at three key project milestones during the planning process to provide project updates and to solicit member feedback.

4. WORK GROUPS

4.1 Internal Work Group

In recognition of the fact that Cook County is a large unit of government with many departments that often have overlapping interests, DOTD will establish and brief an internal work group consisting of representatives from several Cook County departments, including the Bureau of Economic Development and the Department of Environmental Control. DOTD will meet with this internal work group as needed at key milestones throughout the planning process to keep representatives informed, enable coordination across departments, and to solicit input and feedback. This will ensure that existing County plans and studies are integrated and addressed within the CCFP planning process and that outcomes and investment align with the County's transportation and economic development goals.

4.2 External Work Groups

Two separate external work groups will be established as part of the CCFP process to gather feedback and input from specific sectors within the freight community. These targeted stakeholder work groups will ensure the participation of critical industry decision-makers in the analysis of key issues and the framing of potential solutions and recommendations. The two work groups will consist of:

- Manufacturing industry and;
- Freight operators

Each of these work groups will meet two times throughout this process. The first meeting will be held in the spring 2017 to gather information on concerns, issues and areas of opportunity. A second meeting will be held with each group to present initial recommendations and gather feedback on feasibility of potential projects. Summaries of each of the work group meetings will be prepared and submitted to DOTH.

A list of work group members will be developed by the project team with input from DOTH, AC members, and the internal work group. The project team will strive to ensure participation from a diverse group of representatives from within each work group.

Manufacturing work group members will be derived from each of these sub-clusters:

- Export-oriented logistics;
- Freight drivetrain companies;
- Fabricated metal companies;
- Food manufacturers;
- Pharmaceutical;
- Primary metal; and
- General warehousing and storage.

The freight operator work group members will be derived from these sub-clusters:

- Trucking companies;
- Logistics operators/third party logistics operators;
- Commodity shippers (Coal, Oil, Agriculture);
- Air freight carriers;
- Barge operators;
- Rail/intermodal operators (including Class I, short line and belt railroads);
- Couriers and express delivery operators; and
- Short and long-distance haulers.

Each work group meeting will include up to 20 representatives. Work groups may be further divided by sub-cluster, depending on work group participation, interest and plan feedback needed. A complete list of work group members is included in Appendix B.

5. INDUSTRIAL DEVELOPMENT STAKEHOLDER INTERVIEWS

Interviews with the industrial development community will be necessary to gain specific insight into the use of the freight system, expansion/contraction plans, future investment plans, needs of system-users, strategic truck routes, and the overall context of freight as it relates to development opportunities and economic development potential. Due to the sensitivity of market trends and potential proprietary information, one-on-one interviews will be the most beneficial medium for soliciting honest and meaningful information on how development decisions are being made as it relates to the freight network in Cook County.

Approximately 15 interviews will be conducted with industrial developers, industrial property owners, investors, large employers, and City of Chicago Local Industrial Retention Initiative organizations. A full list of interviewees will be developed in coordination with Cook County and is included in

Appendix C. Additional suggestions for industrial development interview participants will be solicited from AC and work group participants.

6. MUNICIPAL OUTREACH

The project team will provide regular updates on the CCFP progress to the 135 municipalities in Cook County through the project newsletter and website updates. In addition, the project team will conduct two targeted municipal outreach efforts: interviews with communities where freight operations are concentrated and municipal survey data review.

6.1 Interviews

The project team will conduct approximately 15 one-on-one interviews with targeted Cook County communities that are most affected by the main freight and manufacturing hubs in the region. These targeted freight corridor communities include those that have key freight infrastructure, manufacturing nodes that are freight reliant and large underutilized industrial properties targeted for redevelopment, including:

- South Cook
- Greater O'Hare
- Core/Midway

A list of municipal outreach interview participants from each of these community areas is included in Appendix D.

6.2 Surveys

The project team will review existing CMAP municipal survey data and analyze the data specifically related to freight and freight concerns. The project team will work closely with DOTD to determine if additional data may be needed. In this case, the project team would either work with CMAP to request additional freight-specific questions be included in subsequent surveys or create a separate CCFP survey that would be distributed to Cook County municipalities.

7. BRANDING

A CCFP logo will be developed as part of the project to create consistent branding. The logo and branding will complement the LRTP logo and color scheme in order to strengthen its connection to the LRTP goals and objectives. The logo will be used on all project materials, presentations, newsletters, and webpage.

8. COMMUNICATION TOOLS

8.1 Website

A dedicated CCFP page will be developed and hosted on the existing DOTD website (<https://www.cookcountyil.gov/agency/transportation-and-highways-0>). The webpage will be used to keep the general public and freight stakeholders informed and engaged in the planning process. It will be used to post reports, project materials and project updates, including newsletters.

8.2 Social Media

DOTH will utilize the existing Cook County LRTP Facebook and Twitter accounts to disseminate information about the CCFP to social media users. The project team will provide content to be posted on these mediums, which will include notices when new information and documents are posted on the CCFP webpage, along with newsletters, and media articles related to the freight industry in Cook County.

8.3 Newsletters

Up to three freight plan newsletters will be issued to keep stakeholders who were involved during the LRTP process informed of progress on the freight plan. The newsletter will initially be sent to recipients from the existing LRTP database using Constant Contact. Additional stakeholders will be added through the CCFP process. Potential topics and themes include an overview and introduction of the freight planning process; overview of baseline data and existing conditions; and key recommendations and action plan highlights. The information will be presented using a combination of text and graphics to make it accessible and easy to understand.

8.4 Media Relations

The project team will support DOTH communications staff to develop press releases, potential stories for media outreach and project information sheets that highlight key pieces of information and recommendations from the CCFP. All media inquiries will be directed to DOTH staff and will not be addressed directly by project team members.

9. ANTICIPATED SCHEDULE OF ACTIVITIES

Below is the anticipated timeframe and expected topic areas for committee meetings and stakeholder outreach activities.

Advisory Committee Meetings		
Meeting #	Anticipated Timeframe	Topics Covered
Meeting #1	Winter 2016/2017	<ul style="list-style-type: none">• Project overview and introduction• Overview of baseline data, existing and future conditions• Obtain understanding of concerns, issues and areas of opportunity• Discussion regarding positioning Cook County as regional freight leader• Initial discussion on plan framework and evaluation process• Collect feedback and input
Meeting #2	Summer 2017	<ul style="list-style-type: none">• Work group and stakeholder interview results summary/overview

		<ul style="list-style-type: none"> • Project evaluation process and alternatives analysis overview • Solidify plan framework and review evaluation process • Initial recommendations and considerations
Meeting #3	Winter 2017/2018	<ul style="list-style-type: none"> • Present draft plan, action plan, and financial analysis • Obtain feedback on plan elements, recommendations, project feasibility • Discuss next steps and actions

**External Work Group Meetings
(Manufacturing Industry and Freight Operators)**

Meeting #	Anticipated Timeframe	Topics Covered
Meeting #1	Spring 2017	<ul style="list-style-type: none"> • Project overview and introduction • Overview of baseline data, existing and future conditions • Obtain understanding of concerns, issues and areas of opportunity
Meeting #2	Fall 2017	<ul style="list-style-type: none"> • Present project evaluation process and alternatives analysis overview • Present initial recommendations and solicit feedback on feasibility of potential projects

Stakeholder Interviews

Meeting #	Anticipated Timeframe	Topics Covered
Industrial Development Interviews	Winter/Spring 2017	<ul style="list-style-type: none"> • Project overview and introduction • Brief overview of baseline data, existing and future conditions • Gain specific insight into the use of the freight system, expansion/contraction plans, future investment plans, needs of system-users, strategic truck routes, and the overall context of freight as it relates to development opportunities and economic development potential.

Municipal Interviews	Winter/Spring 2017	<ul style="list-style-type: none"> • Project overview and introduction • Brief overview of baseline data, existing and future conditions • Solicit feedback on specific freight-related issues affecting communities • Gain understanding of potential plans and projects for underutilized industrial properties targeted for redevelopment
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Newsletters		
Newsletter #	Anticipated Timeframe	Topics Covered
Newsletter #1	Winter 2016/2017	<ul style="list-style-type: none"> • Project overview and introduction • Link to Connecting Cook County • Overview of baseline data and existing conditions • Project process/timeline • Stakeholder input overview
Newsletter #2	Summer 2017	<ul style="list-style-type: none"> • Advisory Committee, Work Group and Stakeholder Interview results summary/overview • Project evaluation process and alternatives analysis overview • Initial recommendations and considerations
Newsletter #3	Winter 2017/2018	<ul style="list-style-type: none"> • Financial analysis summary and highlights • Action plan overview • Draft report overview • Next steps

Project Webpage		
Task	Anticipated Timeframe	Topics Covered
Webpage Creation Strategy Discussion	Fall 2017	<ul style="list-style-type: none"> • Project team meets with DOTD and Cook County IT Department to discuss mechanics and parameters of creating CCFP webpage on existing Cook County website

Initial Webpage Content Development	Fall 2017	<ul style="list-style-type: none"> Project team develops content for: project overview & introduction; project scope/key deliverables overview; stakeholder outreach summary; and anticipated timeline.
Webpage Goes Live	December 2016	<ul style="list-style-type: none"> Initial webpage content (project overview & introduction; project scope/key deliverables overview; stakeholder outreach summary; and anticipated timeline) posted to webpage.
Update #1	Winter 2017	<ul style="list-style-type: none"> Existing and future conditions overview and infographics
Update #2	Spring/Summer 2017	<ul style="list-style-type: none"> Stakeholder input summary/results overview; alternatives analysis overview and plan framework
Update #3	Fall/Winter 2017	<ul style="list-style-type: none"> Draft plan overview and key recommendations/actions
Update #4	Winter 2017/2018	<ul style="list-style-type: none"> Final plan and key actions/next steps
*Additional webpage content and updates to be determined in consultation with DOTH and added throughout planning process		

10. SUMMARY AND KEY FINDINGS

Stakeholder feedback and input will be an integral part of the CCFP. All feedback received throughout the planning process will be reviewed and considered by the project team. At a high-level, work group meeting summaries and interview results will be shared with the Advisory Committee for consideration. The feedback and input gathered throughout will help inform the overall goals, policies, and recommendations of the CCFP.

In addition, a summary of stakeholder outreach activities will be prepared at the end of the planning process. This summary will include key findings and input received through the AC, work group meetings with the manufacturing industry and freight operators, as well as interviews with key municipalities and industrial development representatives.

APPENDIX

- A. Advisory Committee
- B. Work Group Members
- C. Industrial Development Interview Participants
- D. Municipal Interview Participants

Appendix A: Advisory Committee

[To be added].

Appendix B: Work Groups

[To be added].

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Appendix C: Industrial Development Interview Participants

[To be added].

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Appendix D: Municipal Interview Participants

[To be added].

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