

**EMPOWERING I-80 COMMUNITIES  
TODAY AND TOMORROW**



## **A6. Public Engagement and Social Media**

## EMPOWERING I-80 COMMUNITIES TODAY AND TOMORROW



### Appendix A.6

#### I-80 Corridor System Master Plan: Public Engagement and Social Media

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- 1- Introductory narrative providing context for the work
- 2- Newsflash example
- 3- Twitter screenshot
- 4- YouTube podcast screenshot
- 5- Business card logo
- 6- I80 Brochure

## EMPOWERING I-80 COMMUNITIES TODAY AND TOMORROW

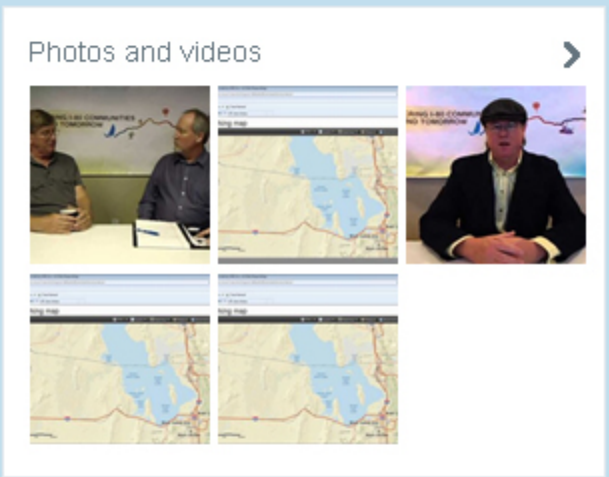





### I-80 CSMP Public Engagements through Social Media – Introduction


Multiple types of virtual meetings were used to involve communities across four states, and social media engagement strategies - including weekly podcast updates, a Twitter feed, and Newsflash eblasts, were implemented to keep participants energized and engaged without face-to-face meetings. Additional branded collateral materials included business cards and magnets, study brochure, study timeline, Implementation Task Force approval process chart, and PowerPoint presentations.

- Tweets** >
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**Tweet to I-80 Master Plan**



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## I-80 Master Plan



@i80MasterPlan

Exploring I-80 communities and the implications of livability principles for this corridor to generate enhanced mobility investment strategies for the future.

CA, NV, UT, WY · [i80vision.org](http://i80vision.org)

TWEETS **89**    FOLLOWING **154**    FOLLOWERS **44**

### Tweets

- 
**I-80 Master Plan** @i80MasterPlan · 1m  
 Looking for I-80 corridor resources? Visit our links page for more than four dozen informative downloads: [i80vision.org/to-dos/file-ca...](http://i80vision.org/to-dos/file-ca...)
- 
**I-80 Master Plan** @i80MasterPlan · 1m  
 Visit us on YouTube! [YouTube.com/i80masterplan](http://YouTube.com/i80masterplan)
- 
**I-80 Master Plan** @i80MasterPlan · 2m  
 Want to know what we've been up to? Check out the I-80 corridor study timeline of events: [i80vision.org/#TOC-Study-tim...](http://i80vision.org/#TOC-Study-tim...)
- 
**I-80 Master Plan** @i80MasterPlan · Mar 20  
 Our #I-80 website has a wealth of information about the study & its goals, task forces, working groups & livability: [i80vision.org](http://i80vision.org)
- 
**I-80 Master Plan** @i80MasterPlan · Mar 20  
 In case you missed it... meet #I-80 Master Plan Project Manager Coy Peacock in



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**I-80 Master Plan Update: Week of December 9, 2013**

12 minutes ago



**I-80 Master Plan Update: Week of October 28, 2013**

17 views 1 month ago



**I-80 Master Plan Update: Week of October 21, 2013**

21 views 1 month ago



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**I-80 Master Plan Update: Week of September 21, 2013**

18 views 2 months ago



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28 views 2 months ago



**I-80 Master Plan Update: Week of September 9, 2013**

44 views 3 months ago



**I-80 Corridor Study Master Plan Update: Week of August 20, 2013**

37 views 4 months ago



**I-80 Corridor Study Master Plan Update: Week of July 23, 2013**

30 views 4 months ago



**I-80 Corridor Study Master Plan Update: Week of July 16, 2013**

31 views 5 months ago



**I-80 Corridor Study Master Plan Update: Week of June 26, 2013**

51 views 5 months ago



**I-80 Master Plan - Meet I-80 CSMP study manager Coy**

67 views 5 months ago



**I-80 Corridor Study Master Plan Update: Week of June 19, 2013**

25 views 6 months ago



**I-80 Corridor Study Master Plan Update: Week of June 12, 2013**

29 views 6 months ago



**I-80 Corridor Study Master Plan Update: Week of May 28, 2013**

22 views 6 months ago



**I-80 Corridor Study Master Plan Update: Week of May 21, 2013**

18 views 6 months ago



**I-80 Corridor Study Master Plan Update: Week of May 14, 2013**

14 views 7 months ago



**I-80 Corridor Study Master Plan Update: Week of May 7, 2013**

12 views 7 months ago



**I-80 Corridor System Master Plan Livability Principles**

57 views 7 months ago



**I-80 Corridor Study Master Plan Update: Week of April 29, 2013**

20 views 7 months ago



**I-80 Corridor Study Master Plan Update: Week of April 22, 2013**

56 views 7 months ago

# I-80 CORRIDOR SYSTEM MASTER PLAN STUDY

MARCH 14, 2014

## NEWS FLASH



### STUDY UPDATES

#### Implementation Task Force kickoff

the Implementation Task Force met Thursday, March 13, to begin the process of identifying and executing strategies for transitioning the study stakeholder group into the ongoing Stakeholder Network. This task force will meet every Thursday until the transition of the network on April 30. The role of this group is to organize the ongoing network structure, support working group initiatives, locate resources and develop the framework for the network. Check our study website in the coming weeks for updates on this important task force!

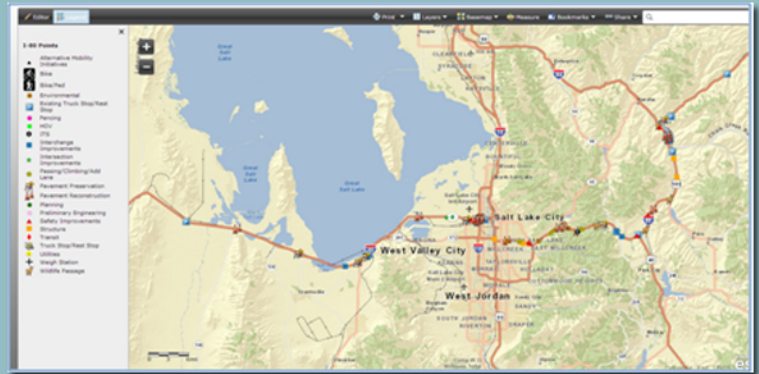
[www.i80vision.org](http://www.i80vision.org).

#### GIS Platform rollout

The I-80 Corridor Study Master Plan leadership team is excited to present the newly updated GIS platform! The GIS team has been working hard to put together an application that puts tons of useful information at your fingertips. This powerful tool will assist the network in our work to enhance the corridor and its communities, now and in the future.

Access the I-80 GIS maps: <http://tinyurl.com/q4bvm4q>

A link to a helpful tutorial will follow in the next few days.



VIA **@NEVADADOT**: Windy where you are today? RT these windy day driving safety tips: <http://bit.ly/1bLGwbl>  
Tips: buckle up; leave extra time to take it slow!

VIA **@UDOTTRAFFIC**: Restrictions: Chains are required for all semis traveling EB/WB I-80 through Parley's Canyon. #utsnow

VIA **@WYOMINGPBS**: 100 Years on the Lincoln Highway: A Wyoming PBS Documentary. <http://tinyurl.com/lx13lqw>

### NEWS & INFORMATION

#### Caltrans entirely rebuilds I-80 from Auburn to Nevada state line

It took 15 years, \$820 million and countless lane closures, but as of later this month, officials of the California Department of Transportation say they will have finished rebuilding I-80, often from scratch, from Auburn to the Nevada state line – 423 miles worth of lanes.

Read more here: <http://tinyurl.com/keazc6c>





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TODAY AND TOMORROW**

# I-80 Corridor System Master Plan



[www.i80vision.org](http://www.i80vision.org)

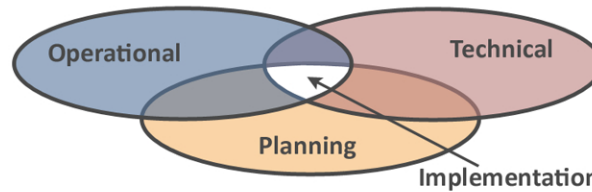
### Vision for the future

The I-80 Corridor System Master Plan (CSMP) Study is a partnership to provide mobility and transportation solutions throughout the I-80 corridor, now and well into the future. The corridor includes partner states California, Nevada, Utah, and Wyoming and extends from San Francisco, California to Cheyenne, Wyoming.

The goal for the study is to identify a consensus-based list of early action strategies based on existing planning information. Stakeholders are working to articulate an agreed-upon vision for the future vitality of corridor communities and the transportation system that will achieve that envisioned future.

Ultimately, this effort will include establishing the ongoing network necessary for implementing and adapting those strategies.

### Building a network



In order to develop the initiatives embodied in the CSMP, the study is organized into task forces. The task forces bring together stakeholders with similar interests across the states into four groups: Operational, Technical, Planning, and Implementation. Each task force will collaborate internally and with the other task forces to accomplish four main tasks: fact finding, evaluation and identification of long-term infrastructure and multimodal needs, initiatives to meet identified needs, and strategies for implementation. Undoubtedly, this will include ideas that can be implemented quickly.

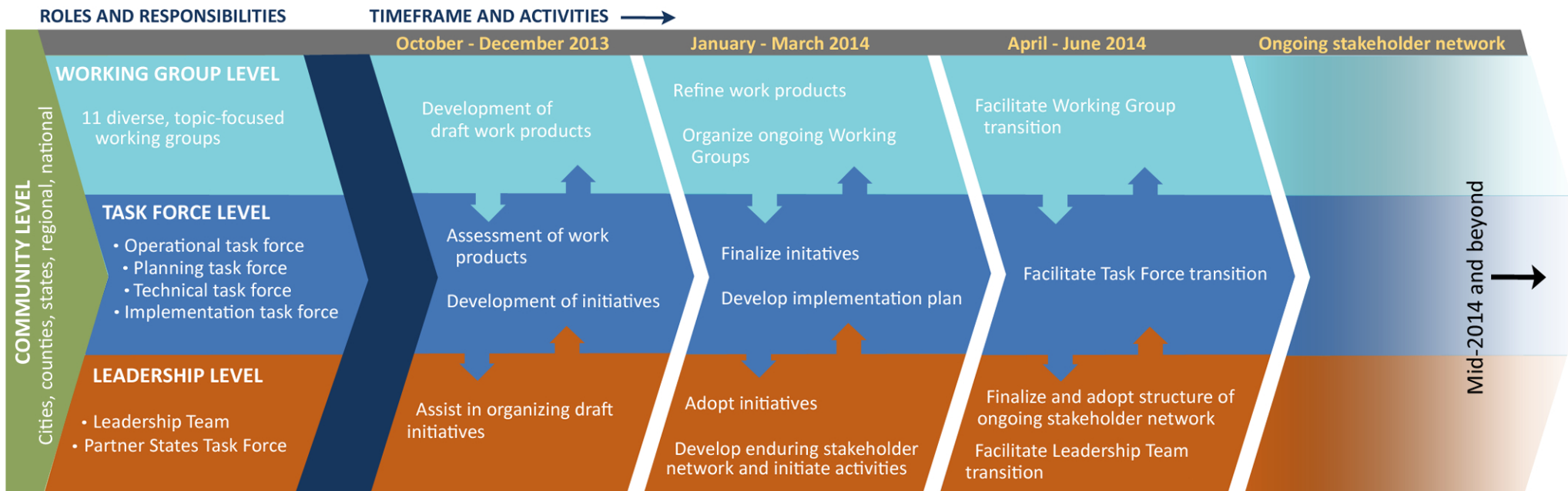
EMPOWERING I-80 COMMUNITIES TODAY AND TOMORROW



### Conversations lead to initiatives

The strength of this multi-state dialogue lies with the focused discussion occurring in the working groups. Diverse groups of stakeholders are exploring multiple dimensions of the I-80 corridor communities and the implications these different dimensions imply for supporting infrastructure.

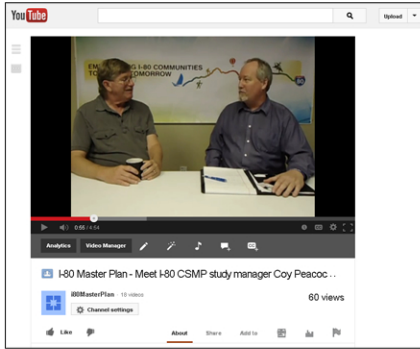
Topics under discussion include: energy infrastructure, freight and logistics, geographic information systems, mobility, rural planning, safety, tourism, and wildlife crossings, to name a few. The products produced within these working groups provide the basis for the broader work undertaken by the stakeholder network task forces.





## WANT TO LEARN MORE?

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Email [engage@i80vision.org](mailto:engage@i80vision.org)



## JOIN THE CONVERSATION!

Visit our project website at [i80vision.org](http://i80vision.org) if you're interested in any of the topics below.

- Energy Infrastructure
- Freight & Logistics
- MAP 21
- Safety
- Maintenance



- Rural Planning
- GIS
- Tourism
- Program/Project Delivery
- Truck Parking
- Wildlife Crossings

