

# TRANSPORTATION MASTER PLAN

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## CITY OF GALLUP



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## COMMUNITY ENGAGEMENT

### MEETINGS

During the development of the *Gallup Transportation Master Plan*, several meetings were coordinated to engage local stakeholders and community residents. Details on these meetings are provided below.

#### STAKEHOLDER MEETING 1 – FEBRUARY 1<sup>ST</sup>, 2023

The first stakeholder meeting for the Gallup TMP was held on February 1<sup>st</sup> 2023, at the El Morro Events Center. During the meeting, a presentation was held which detailed the contents and purpose of the TMP and allowed for local stakeholders to shape and influence the content of the plan. Several interactive boards were also made available which allowed for stakeholder input to be provided regarding bicycle and pedestrian facilities, dangerous driving and walking locations, areas of high congestion, and potential development opportunities in and around Gallup.



**Figure 1: Stakeholder Meeting 1**

In addition to the input boards, an interactive poll was provided to the various stakeholders following the overview presentation. When stakeholders were asked to prioritize the elements that would be included in the plan, participants indicated safety as their top priority, followed by efficiency, connectivity, maintenance, and multimodal/complete streets (**Figure x**). When asked to identify their biggest frustration with the current transportation network in Gallup, participants identified issues such as potholes, congestion, railroad crossings, drainage, North-South connectivity, [a lack of] bike lanes, and

a lack of funding as current issues with the transportation network. **Figure X** shows a word cloud of the responses received during this poll. When asked what improvement they would like to see for the future transportation network in Gallup, stakeholders identified several different improvements, including better public transportation, a loop from US 491 to I-40, drainage improvements, safer intersections, and various other projects. The full list of responses is available in **Figure X**.

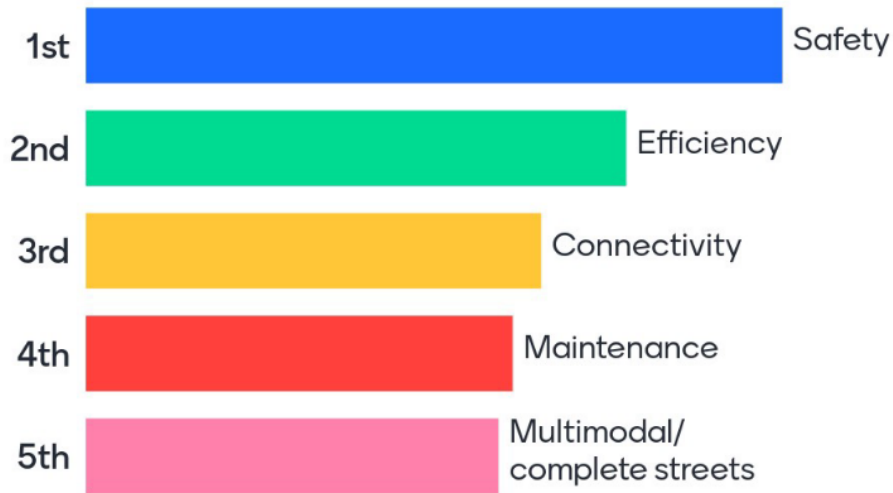


Figure 2: Stakeholder Meeting 1 - Plan Element Prioritization Rankings

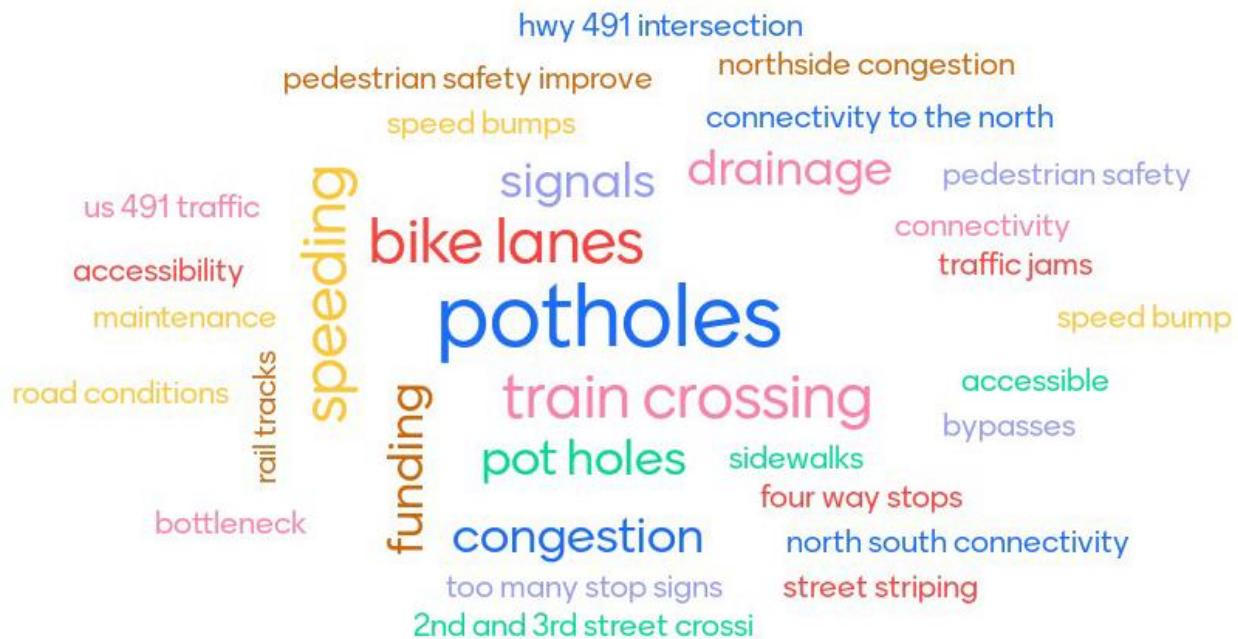
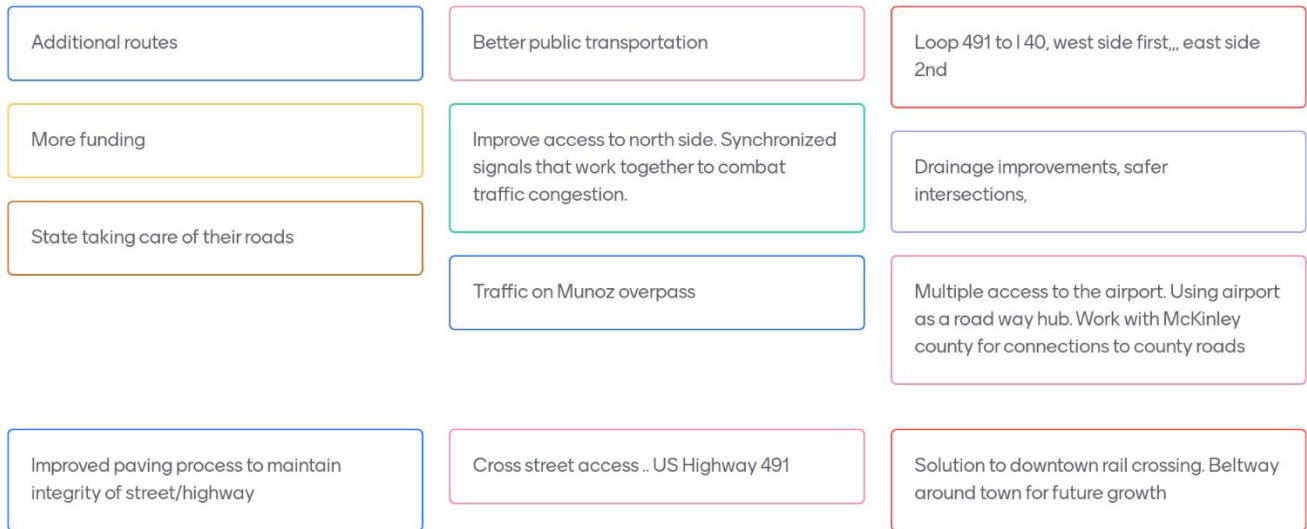


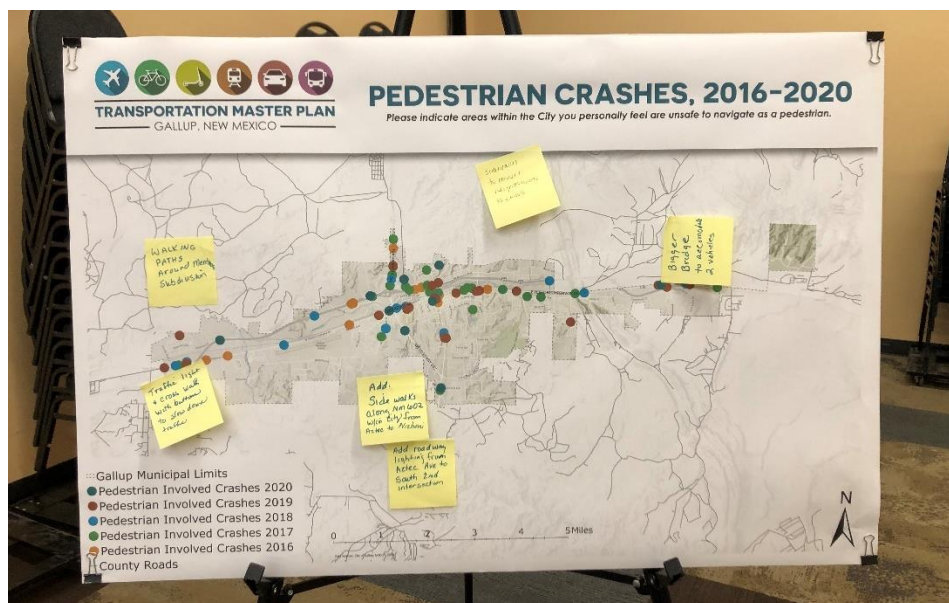
Figure 3: Stakeholder Meeting 1 - Current Transportation Frustrations Word Cloud



**Figure 4: Stakeholder Meeting 1 - Desired Future Transportation Improvements**

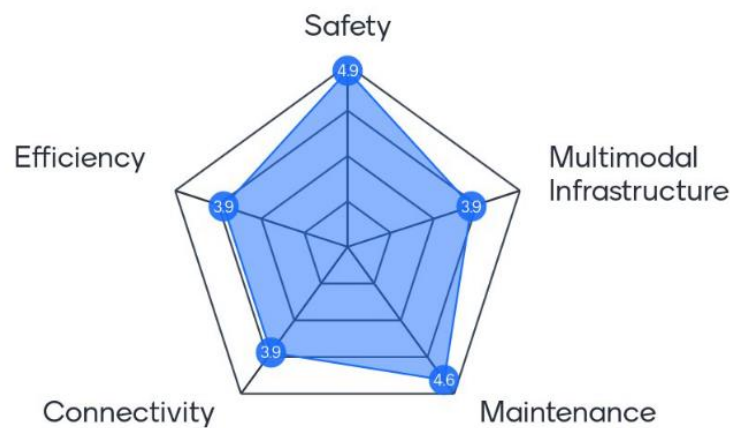
**PUBLIC MEETING - MARCH 13<sup>TH</sup>, 2023**

A public meeting was held on March 13<sup>th</sup>, 2023, at the El Morro Events Center to facilitate input from Gallup residents regarding the TMP. The meeting included a presentation by the project team which provided an overview for the TMP, along with interactive activities designed to obtain input on how to shape Gallup's transportation system going forward. The meeting also allowed for the opportunity for residents to talk directly with the project team and city staff about the TMP, and to share thoughts about Gallup's transportation future.

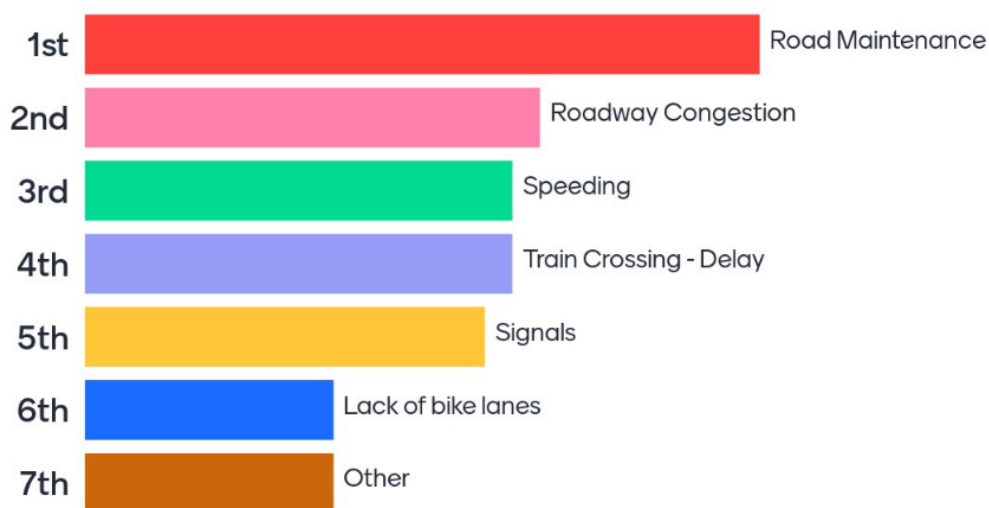


**Figure 5: An Interactive Board with Public Comments**

As with the stakeholder meeting, an interactive poll was provided to the attendees following the overview presentation. When asked to indicate their level of concern for different transportation elements (**Figure x**), participants identified safety as their primary concern, followed closely by maintenance. Efficiency, multimodal infrastructure, and connectivity were identified as less concerning. When asked to rank their biggest frustration with the current transportation network in Gallup, participants identified road maintenance as the number one issue, followed by roadway congestion, speeding, delays caused by trains, signals, and lack of bike lanes as current issues with the transportation network (**Figure X**). Participants were then asked to indicate the type of improvements they would like to see for the future transportation in Gallup, to which respondents indicated additional roadway improvements as the number one improvement, followed by increased roadway maintenance, safer intersections, better roadway drainage, and better public transportation connections (**Figure X**).

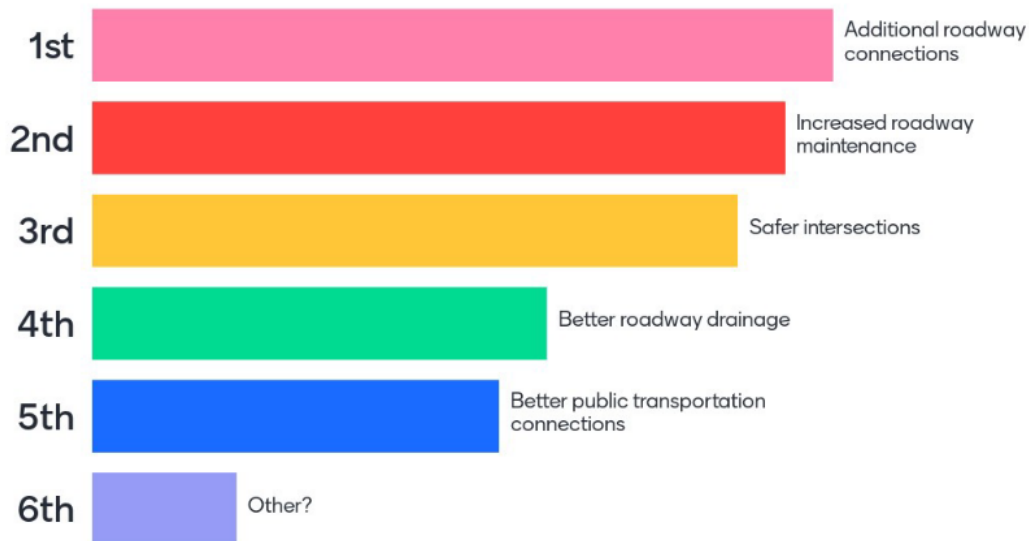


**Figure 6: Public Meeting 1 - Level of Concern Spider Chart**



**Figure 7: Public Meeting 1 – Current Transportation Frustrations Ranking**

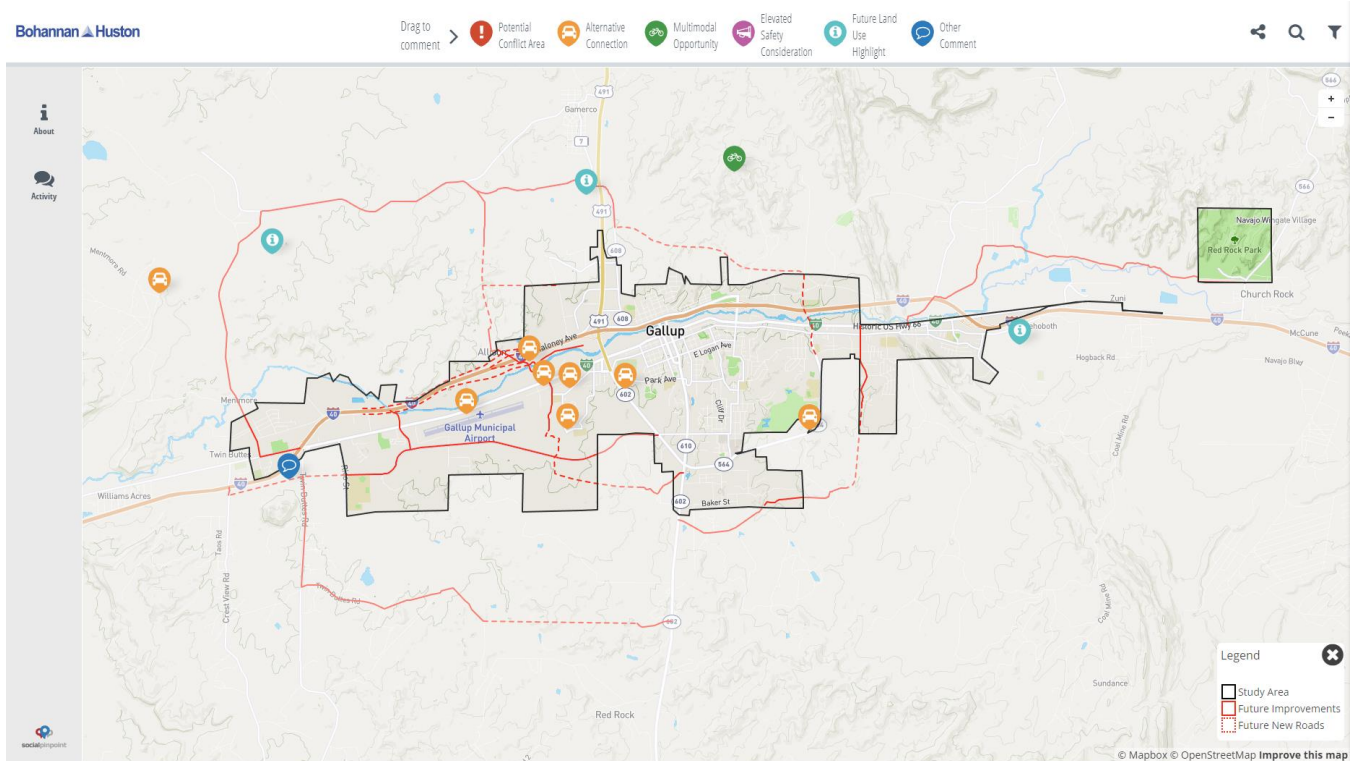




**Figure 8: Public Meeting 1 - Future Transportation Improvements Ranking**

#### STAKEHOLDER MEETING 2 – MAY 17<sup>TH</sup>, 2023

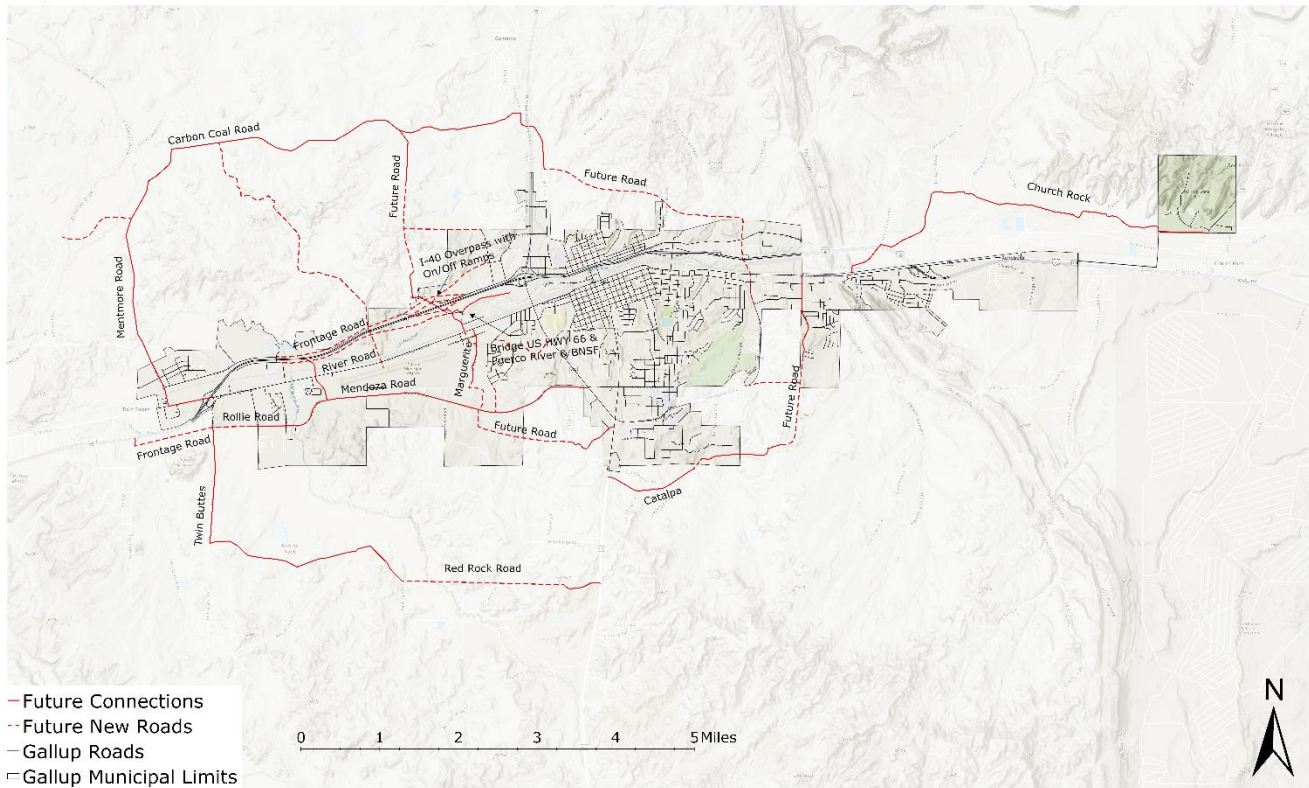
The second stakeholder meeting for the Gallup TMP was held virtually on May 17<sup>th</sup>, 2023, over Zoom. During the first meeting, stakeholders were asked what improvements they would like to see for the future transportation network in Gallup, where we received several suggestions. Enough so that BHI developed a separate interactive map specifically for these stakeholders to draw their suggested improvements in filling in some of the Gallup-area Road gaps. Stakeholder input helped to "finalize" a future roadway map to support current roadway improvements and future new road implementation. Prior to opening this interactive map for comment, the project team made sure that the stakeholders understood what the purpose of the activity was: 1) let us know about anything development-related as it relates to the Travel Demand Model and 2) vetting and adding to the future road network. The majority of pins dropped on this map were "Alternative Connection" pins, accompanied by a line drawn in to show where about a future new road would make sense to relieve traffic congestion, travel time, etc. The Future Roadway Network interactive map, with stakeholder comments, is shown below:



**Figure 10: Gallup TMP – Future Connections Stakeholder Interactive Map**

### STAKEHOLDER MEETING 3 – SEPTEMBER 21, 2023

The third stakeholder meeting mostly revolved around the outcomes of the stakeholder-only interactive map and the results of the travel demand model. In between the second and third stakeholder meetings, with the help of the City, the stakeholder interactive map was vetted out based on the feasibility of the possible future road connections within Gallup. From this, a map was created showing all proposed roads (see below).



**Figure 10: Gallup TMP – Future Connections Map**

These future new roads and connections were then analyzed through the Travel Demand Model to show their use and functionality. These results are shown and explained in the "Travel Demand Modeling" of this plan.

Preliminary recommendations were also shared with the stakeholders. These included bicycle and pedestrian safety recommendations based on crash analysis that was done prior to this meeting. Transportation network recommendations were also shared after identifying priority corridors and how new future roads would fit into the current network.

#### PUBLIC MEETING 2 – OCTOBER 26, 2023

The final public meeting, held in person at the El Morro Events Center, focused on a presentation primarily discussing outcomes of the planning process and the connection between early public input and the development of recommendations included in this plan. The presentation guided participants through the outcomes of the technical analysis – travel demand modeling and safety analysis – and the ensuing recommendations.



## PROJECT WEBSITE

As part of the engagement process, BHI developed a project website to allow for Gallup residents to contribute to the planning process without the need to attend public meetings. On the project website, visitors can view an overview of the project, a timeline of the planning process, as well as additional resources like links to previous planning efforts. The project website also allowed for direct feedback through project contacts and an interactive map, which is described below. Over the course of the project, the website attracted 541 unique visitors and 1488 total visits.

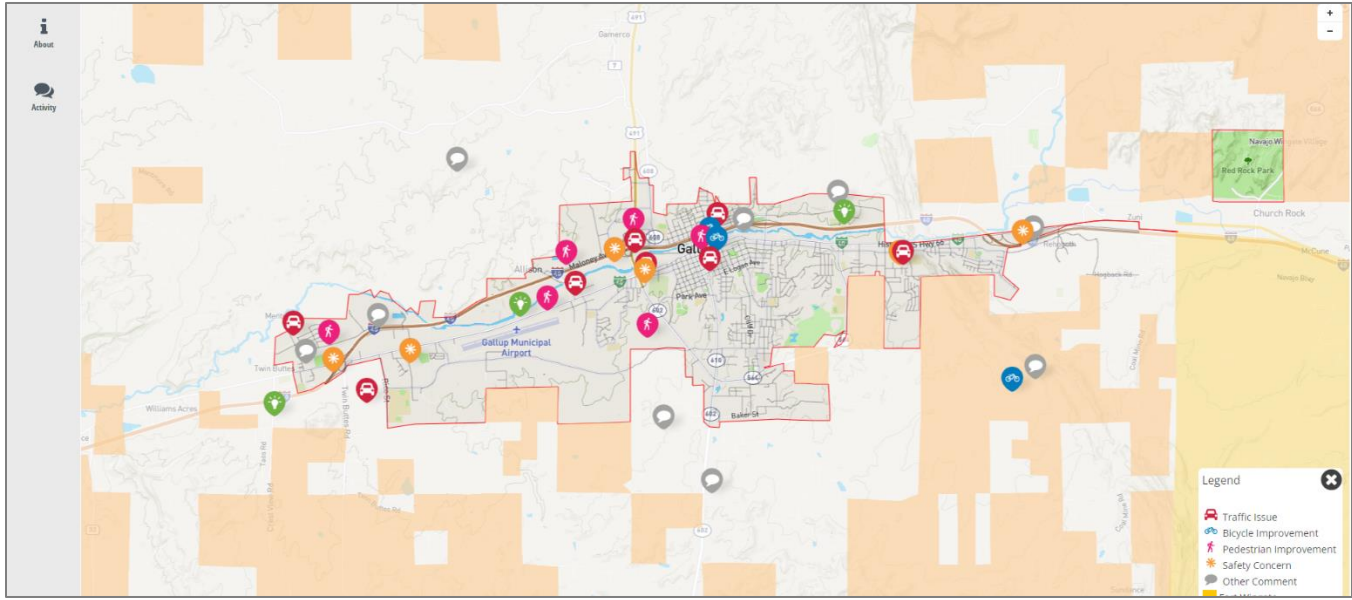


## INTERACTIVE MAP

To encourage informal input from Gallup residents, an interactive map was made available which allowed for users to place various pins on the map to identify transportation-related issues and potential improvements. In total, 6 different icons were able to be placed on the map, which were:

- Traffic Issue
- Bicycle Improvement
- Pedestrian Improvement
- Safety Concern
- Major Destination
- Other Comment

Upon placing an icon, users can then describe the particular concern, improvement needed, destination, or other comment, which could then be liked or disliked by other users. In total, 35 comments were left utilizing the interactive map. A full list of these comments is available in the Appendix of this document.



**Figure 9: Gallup TMP Interactive Map**

## SOCIAL MEDIA

Throughout the Public and Stakeholder Engagement process of this project, many different Social Media Toolkits were created for the City of Gallup to support posts on their social media platforms in an attempt to spread awareness about the project as well as upcoming public meetings and input opportunities. These toolkits provided the City with draft text copy for Facebook including website links encouraging visitation to the project website and interactive map. These toolkits were updated for every public meeting.