Appendix J

Project Communication Plan

K-10 Corridor

Community Engagement Plan

November 2023

K10 CORRIDOR

Kansas Department of Transportation

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Appendices

1.0 Community Engagement Plan Overview

The Community Engagement Plan (Plan) details how information about the K-10 Capacity Improvements Project (Project or K-10 Corridor) will be shared with roadway users, residents and stakeholders from project initiation through construction and into initial Express Toll Lanes operations, should they prove feasible, and or through the Environmental Assessment.

1.1 Project Introduction

The Plan outlines engagement strategies and communication tactics to be used in support of the Project being conducted by the Kansas Department of Transportation (KDOT). The Project will analyze a portion of the K-10 corridor stretching from the Douglas County Line to I-435 at Pflumm Road that has experienced years of growing traffic volume, congestion and safety issues. The Project will:
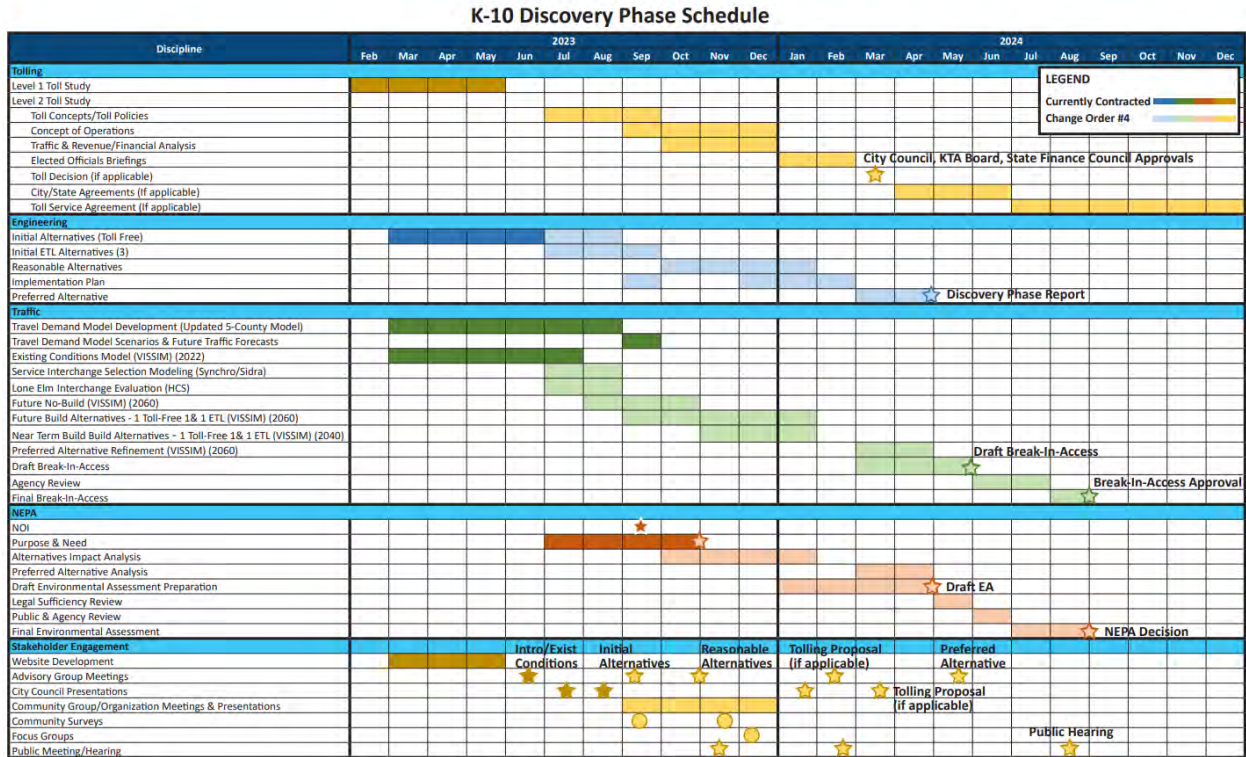
- Identify current and future corridor needs,

- Examine viable improvements for addressing corridor concerns and

- Present recommendations for future K-10 improvement strategies
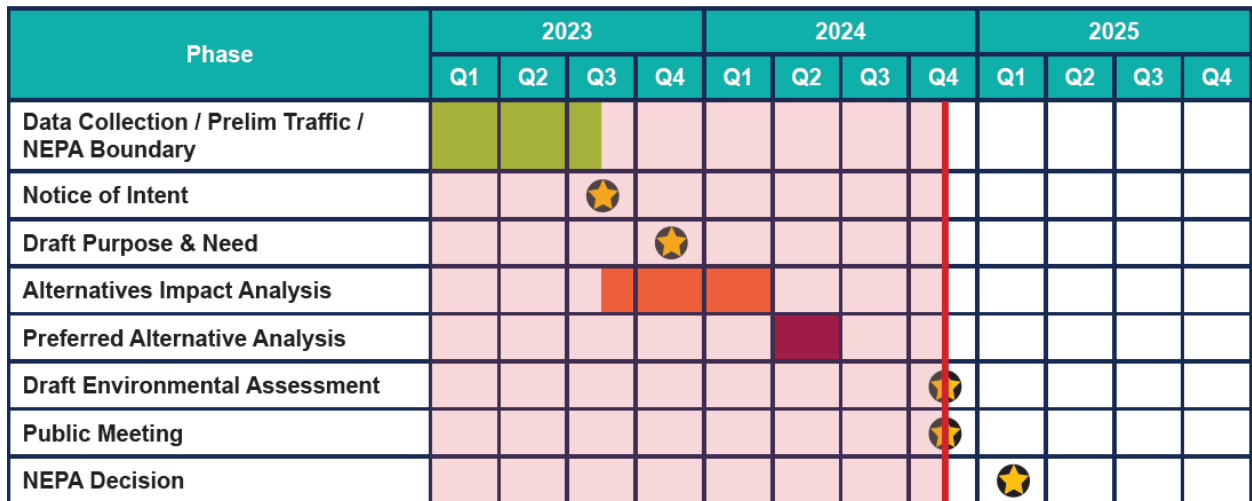
1.2 Project Phasing

The Project will be conducted in four phases (*Figure 1*):

- **Phase A1: Discovery Phase and Phase 1 Toll Study**
  Phase A1 will consist of a Phase 1 Toll Study that will analyze the potential revenue to be generated by K-10. Additional Discovery Phase startup activities will take place as well including analyzing Existing Conditions, Project Initiation, developing the Purpose and Need and other Preliminary Engineering activities.

- **Phase A2: Completion of Discovery Phase and Preliminary Engineering Activities**
  Phase A2 will continue Discovery Phase, Preliminary Engineering Activities, develop and evaluate initial alternatives. One of the primary goals of this phase is to prepare and complete the NEPA process. If the Phase 1 Toll Study shows that tolling is a viable improvement option, a Phase 2 Toll Study analyzing revenue collection overtime will be completed.

- **Phase B and C: Preliminary Design, Right of Way activities and Final Design**
  Phase B will include Preliminary Design work and Right of Way activities. Final Design (Phase C) will be contracted when determined by KDOT.

- **Phase D: Design Services during Construction** Phase D will involve construction activities and Design Services. The Project will progress into this phase when authorized by KDOT.

Figure 1: Project Schedule

K-10 Discovery Phase Schedule

Figure 2: NEPA Schedule

Phase	2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Data Collection / Prelim Traffic / NEPA Boundary												
Notice of Intent			⭐									
Draft Purpose & Need				⭐								
Alternatives Impact Analysis												
Preferred Alternative Analysis												
Draft Environmental Assessment								⭐				
Public Meeting								⭐				
NEPA Decision									⭐			

1.3 Community Engagement Management

As part of the Project, KDOT will oversee all Project-related engagement and communication program decisions, implementation, and content creation. KDOT will be supported by the HNTB Engagement and Communication Team (E&C Team), which will be responsible for anticipating Project engagement and communication needs, developing appropriate recommendations for KDOT consideration, implementing KDOT-approved recommendations, and maintaining a record of reviews and approvals.

E&C Team activities and materials will be reviewed and approved by the KDOT Project Leads. KDOT reviews and approvals may include any or all the following individuals or groups:

- Secretary of Transportation
- KDOT Project Manager
- KDOT KC Metro Public Affairs Managers
- KDOT Public Involvement Team
- Project Partners
    - Federal Highway Administration
    - Lenexa
    - Olathe
    - De Soto
    - Johnson County

Project Partners will be responsible for working in consultation with KDOT to identify their representative to be engaged in updates, reviews and approvals as appropriate in alignment with KDOT organizational and Project policies, procedures and schedules.

1.4 Community Engagement Framework

The Project will require the use of extensive, flexible engagement and communication strategies reaching inter- and intra-corridor communities and users throughout its four phases. While specific engagement and communication needs may change from phase to phase and from group to group, the main goals underpinning Project strategies and tactics will remain relatively constant and will include:

- Broadly informing K-10 travelers, stakeholders, and general public about the Project and its purpose, activities and potential outcomes;

- Conveniently providing target audiences with multiple opportunities to provide specific, actionable feedback to KDOT and its Project team that can be reflected in KDOT decision making; and
- Effectively anticipating and addressing potential stakeholder concerns in a fair and credible fashion.

1.5 Communication and Engagement Research

The E&C Team will collaborate with KDOT in periodically conducting research to identify and assess stakeholder perceptions about K-10's current and future operational issues, timing and type of preferred solutions, and awareness of and perceptions about express lanes.

All research will be conducted in a fashion consistent with normal professional practices and designed to provide accurate, unbiased information and insights to KDOT, Project Partners and the E&C Team. Groups and individuals contacted for research purposes will be demographically and geographically representative to K-10 usage and impacts. Research results will be used to develop overall Project engagement and communication strategies for achieving Project goals and guide in the refinement of:

- Target audiences
- Messaging
- Tactics
- Outcomes

Research Tools
Research tools to be used will include:

- Previously conducted studies
- Phone and face-to-face interviews with:
    - Project Partners
    - Elected officials surrounding the corridor
    - Civic leaders
- Focus group interviews
- Electronic and paper surveys
- Feedback generated via:
    - Social media responses
    - Community presentations
    - Public meetings

Project Advisory Group

Additionally, the E&C Team will organize and host on behalf of KDOT a Project Advisory Group that will meet periodically to provide KDOT with ongoing, meaningful input on potential solutions for safety, congestion, economic growth and other issues affecting K-10. It will be comprised of a demographically and geographically diverse group of individuals representing interest groups and organizations who are directly or indirectly affected by K-10 and how it operates.

1.6 Media and Communications Guidelines and Protocols

All media relations and public communications developed by the E&C team will be in full partnership with KDOT.

1.6.1 Media Relations (Traditional and Social)

Project-related media (traditional and social), communication contacts and requests will be handled by following the K-10 Media Protocol (**Appendix A**).

Such contacts and requests, and the response to them, can be characterized in two ways:

- **Proactive** - Outreach to media and/or other groups will be requested by KDOT or by its approval of an E&C Team recommendation to initiate specific outreach. Interaction will be handled by KDOT or by the E&C Team at KDOT's request. Content review and approvals will be handled as outlined in the Media Protocol and in **1.3 Community Engagement Management.** Departures from this process can only be authorized by KDOT's Public Involvement Team, KDOT's Metro Public Affairs Team, or the KDOT K-10 Project Manager.
- **Reactive** - Media inquiries and responses will be handled by KDOT's KC Metro Public Affairs Managers or by the E&C Team at KDOT request. Responses will be handled in alignment with KDOT direction and the KDOT Project Communications Plan.

1.6.2 Additional Social Media Guidance

Social media requires additional guidance in terms of approach given its ever-growing importance as a communication channel, speed of primary and secondary transmission, risk of misunderstanding from its limited ability to convey detail and nuance, and potential for multiplicity of inaccurate counter sources.

KDOT and the E&C Team will ensure that the Project engages with the community in a timely, effective manner by responding to comments and questions, liking posts, sharing valuable content, and fulfilling the needs of the online audience. These forms of engagement will be monitored on Project-specific channels and relevant KDOT channels and tiered into three levels:

Low-Level Standard Questions/Non-controversial Comments
Non-controversial social media questions or events that require a response and for which there is existing approved content will be handled by the E&C Team, including on monitored non-Project social media. KDOT's social media comment policy will serve as guidance for the Project's social media user community and standards of behavior.

Mid-Level or New Questions/Issue Comments
Social media questions or events that require a response, and for which there is no existing approved content, will be approved by KDOT. The E&C Team will, within 24 hours, formulate and recommend a response to KDOT's Public Involvement Team, relevant Public Affairs Managers, and Project Manager for approval. The recommendation will be based on Project Goals, prior KDOT direction, contemporary best practices and guidance found in the most current edition of the AASHTO State DOT Social Media Survey (update in progress).

High Controversy/High Importance Comments
In the case of controversial social media questions or events that do not fit the criteria for Levels 1-2, The E&C Team will convene a Rapid Response Team the same day as the comment to formulate and recommend an appropriate course of action.

The Rapid Response Team will consist of such people as KDOT requires, but for this Plan is assumed to be initially composed of as many of the following individuals as can be gathered for immediate consultation:

- KDOT Special Projects Manager, or designee
- KDOT Metro Public Affairs Manager
- KDOT Public Involvement Specialist
- HNTB K-10 Engagement Manager and designees
- HNTB K-10 Project Manager
- KDOT K-10 Project Manager- especially for technical questions, will coordinate as necessary

This group will be tasked with rapidly developing responses and strategies to social media-driven questions, comments, and concerns to preempt or mitigate emerging

issues before they can affect Project progress, or to better advise KDOT as to potential changes in Project processes and decision making.

1.6.3 Content Development

All Project-related materials will be developed to conform with the Project Style Guide (**Appendix C**), which is informed by KDOT's brand standards. Project-specific branding is created on a case-by-case basis as requested and approved by the Public Involvement Team. Project Partner organizations may have specific branding requirements in addition to what is contained in the Guide; these should be accommodated as possible within the guidelines for this Project. Issues not addressed in the Guide should be resolved as possible by referring to the following sources in the order shown:

1. Associated Press Style Guide
2. Merriam-Webster Dictionary
3. U.S. Department of Transportation Resources

2.0 Messaging

For purposes of the K-10 Project, engagement and communication activities will strategically deliver messaging to corridor users, stakeholders and those potentially affected in terms of:

- **Project need** - The corridor is aging and challenged by growing development surrounding the corridor, congestion and safety considerations.
- **Project purpose** - The Project will examine a wide range of potential solutions to determine what remedies make sense now and in the future for Kansas residents, businesses and travelers.
- **Express Toll Lane (ETL)** - Express lanes are an effective solution to short- and long-term congestion issues and will be one of several potential solutions studied to determine what will work best and what local communities prefer.
- **Project Timeline –** Environmental clearances are the first step in moving toward a construction improvement project.
- **Engagement** - Stakeholders will have many ways to learn about the Project and help the E&C Team find solutions that make sense for them, the corridor and others who are directly and indirectly affected.

Over time, messaging will be refined and expanded as events and needs dictate using:

- Ongoing Project and input described in **Section 1.5 Communication and Engagement Research**.
- Lessons learned from messaging, content and tactics utilized with other similar projects.
- The E&C Team will follow KDOT procedures for any language translation or interpretation based on stakeholder and community needs.

3.0 Tools

As described elsewhere in the Plan, the type of tools and the frequency with which they are deployed will be continually refined through ongoing research and stakeholder input. However, several specific tools will be created and deployed prior to and at Project initiation to ensure early, effective engagement of stakeholders. These include:

- **Advisory Committee** – This group will participate in up to five (5) Advisory Group meetings and be utilized to help disseminate messaging via established channels. Members will be recruited from local government entities, businesses, and not-for-profits to ensure personal, locational, organizational and usage diversity among representatives.
- **Elected Official/Community Leader Outreach and Information Sharing, Presentations**
    - The E & C team, in coordination with KDOT, will conduct up to fifteen (15) presentations during the development of the EA. The team will present to various elected and public officials on the status of the project, as well as partner communities to provide additional information on the express tolling alternatives and funding options. The E&C team will develop all materials as requested by KDOT.
- **eNewsletters** – Project update emails will be distributed to the Public Involvement Management Application (PIMA) database and will deliver key messaging as appropriate in a timely manner. A regularly scheduled project newsletter will be used if the project moves into Phase II of the tolling study.
- **Website** – The Project website is set up, maintained and updated with the most up-to-date information and messaging. It will provide direct links to visit the ksdot.gov and IKE websites, register for public meetings, sign up for updates, submit comments, and share materials such as maps and fact sheets. Project partners will also add links from their websites to the project website to ensure cohesion amongst Project messaging. K-10 is approved for project-specific branding because of the high-profile nature of the project, level of community engagement, and the potential tolling component of messaging.

- **Media Relations** – Proactive media outreach will happen around key milestones press releases, including the public meeting, in coordination with KDOT communications.
- **Social Media** – The Project will use existing social media channels to reach a broad and diverse audience to share general information about the project. Since tolling is being considered as a solution of the project, the development of project specific social media channels will be executed in order to focus the tolling conversation on those forums and allow for quick responses. Social media content will be posted approximately one time per week or more often as needed around key messages, tolling information, public meetings and input opportunities. Select posts will be shared with the Advisory Committee and key stakeholders, such as Project Partners, for reposting. The Rapid Response Team will be engaged as need for these responses.
- **Audience & Content Public Opinion Research (ETC)** – Two opinion surveys, focus groups and six issue response surveys will be conducted to monitor transportation users' perceptions of alternatives, knowledge gaps and messaging opportunities.
- **Surveys**– Up to two online surveys to gather additional feedback on project alternatives and preferred recommendations. E&C Team with KDOT will draft language for KDOT review and will provide an executive summary of responses along with the results document.
- **Public Involvement Management Application (PIMA)** – A PIMA link will be developed to collect and manage stakeholder comments from public meetings, through the website and email sign-ups. It allows the E&C team to document and manage stakeholder interactions and comment responses.
- **Paid Advertising** – Paid advertising may be utilized as needed and is tentatively planned for use leading up to the public meeting to reach a broad and diverse audience.
- **Public Meetings**–There will be two meetings and one public hearing that will provide a presentation and exhibits for the general public. The public meetings and public hearing will be held in person and have a virtual, or on-demand component. The public meetings and public hearing will be promoted through multiple channels:
  - Meeting details distributed to the database via email/PIMA
  - Social media
  - News release
  - Utilize Advisory Group members and their distribution channels
  - Paid advertising
  - Project Website
- **Kiosks or Community Displays at Events**

- o At two key milestones, the E & C Team will develop kiosks or community displays which would be transitioned between two to three community locations – on site for 1-2 weeks in each location. During two events or festivals up to one staff member and a display will be available to promote the project and capture public input.
- **Community/Stakeholder Presentations** will continue to be given to interested and impacted stakeholders upon request. All meetings will be either in-person or virtual. Up to 8 (eight) presentations will be conducted during this phase.
- **Small Group Community Meetings/Meetings In A Box**
  - o The E & C team will develop materials for community groups or residents to gather and share their thoughts on the K-10 alternatives and tolling options. Once responses are returned the team will summarize and log responses, providing a report to KDOT.
- **Stakeholder and Public Engagement Project Management**
  - o HNTB will track and document communications using PIMA, documenting key messages, activities, comments, and public sentiment, providing a final engagement report/log digitally.
  - o HNTB will conduct regular coordination and status meetings with KDOT and management meetings with oversight of the subconsultant team.

Tools and content will be deployed as appropriate in support of the following engagement schedule (**Figure 2**).

Figure 3: Engagement Milestones
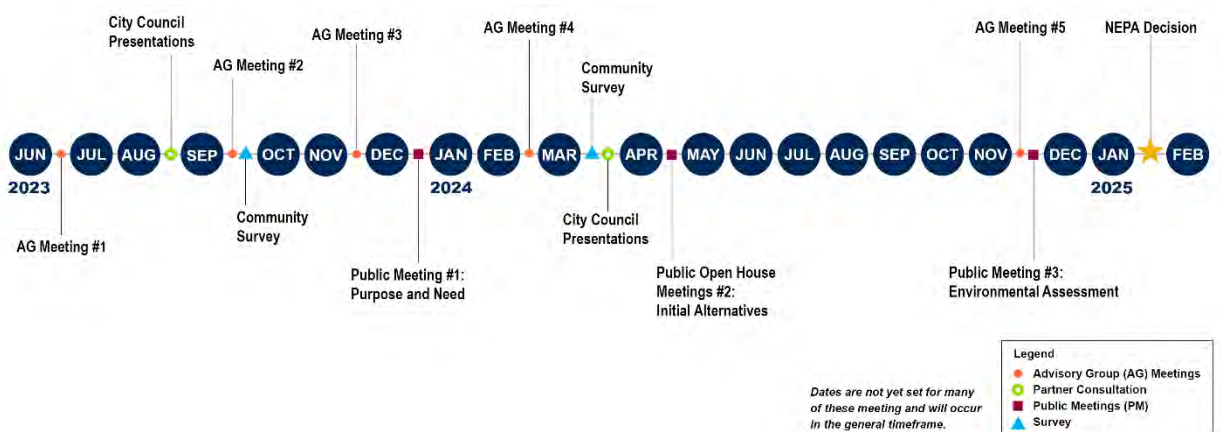
4.0 Performance Measures

Engagement activities are designed to create an ongoing dialogue between the E&C Team and stakeholders. The E&C Team will provide stakeholders with timely, accurate information and purposeful opportunities to offer specific, actionable feedback.

To ensure this dialog is taking place and is helping KDOT make informed Project-related decisions that best serve Kansas residents, businesses and travelers, the E&C Team will use the following performance measures to review results monthly, to determine the effectiveness of its actions and to refine engagement activities throughout the Project:

Advisory Group

1. Advisory Group self-assessment of meetings/process via periodic surveys from Summer 2023 through Fall of 2024.
2. Secondary dissemination of Project information through communication channels which members individually control.
3. Advisory Group understanding and awareness of NEPA process and project issues and opportunities.

Stakeholder Meetings and Presentation

1. Groups' self-assessment of meetings/process via periodic surveys
2. Secondary dissemination of Project information through communication channels which stakeholders individually control, (i.e., open house style meetings, feedback forms, etc.)
3. Groups' understanding and awareness of NEPA process and project issues and opportunities

Public Meetings

1. Participant self-assessment of how welcoming, convenient, and meaningful they found participation opportunities to be through periodic PIMA and website surveys
2. E&C Team assessment of how well attendees understand why the Project is being undertaken, its decision-making process, potential solution strategies under consideration and final choices made based on PIMA feedback tenor, specificity and actionability

Surveys and Focus Groups

1. Participation levels
2. Changes in Project knowledge

Website

1. Average time on page
2. Average session duration
3. Changes in number of returning visitors
4. Changes in number of unique visitors
5. Abandonment rate
6. Number of shares
7. Number and tone of comments

Electronic Newsletters

1. Number of subscribers versus those who unsubscribe
2. Number of forwards
3. Number and tenor of follow-up subscriber questions

Social Media

1. Number of impressions
2. Number of shares
3. Number of subscribers versus those who unsubscribe
4. Number and tone of comments

Media Outreach

1. Number and tenor of Project stories
2. Size of reach into total potential corridor audience
3. Changes in amount of engagement with the Project website based on specific coverage

Revision History

The revision history log will be used to identify changes to the Community Engagement Plan.

Version	Date	Document Name	Revision description and why it was needed.
1	October 17, 2024	Community Engagement Plan	Update stakeholder engagement schedule

Appendix A

K-10 Media Protocol

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K-10 CAPACITY IMPROVEMENTS PROJECT
PROTOCOL FOR MEDIA CONTACTS AND QUERIES

August 2022

Overview
KDOT's Communications Team and HNTB's E&C Team (members of each listed-on p. 5) are designated as the point of contact for media queries, whether direct or indirectly requested. External media requests should be redirected to members of these teams, who will evaluate the potential benefits and risks, respond prior to the reporter's deadline and, as appropriate, identify and prepare spokespeople, coordinate interviews and provide relevant collateral materials.

Key Contacts
Media inquiries or requests about K-10 Capacity Improvements Project should be directed for handling to either:

Delaney Tholen
KC Metro Public Affairs Manager
785-296-0192
Delaney.Tholen@ks.gov

Or:
Robyn Arthur
HNTB Public Involvement Manager
rarthur@hntb.com

Process

Media inquiries or requests will be managed as follows:

1. When KDOT or HNTB project or communication leads receives a media or community inquiry, the following information will be obtained for discussion and documentation in the PIMA media contact log:
   a. Name, Title, Contact information (phone and email)
   b. Media Outlet or Community Organization
   c. Story angle or presentation/issue response sought and purpose
   d. Requested interview will be directed to the correct spokesperson based on story angle, response sought and purpose.
   e. Whether interview or community presentation will be live, hybrid or recorded (for broadcast outlets)
   f. Available interview or presentation slots
   g. Deadline for response
   h. When story will run, if a media inquiry

2. The KDOT Director of Communications (in case of interview request.), KDOT Public Affairs Managers and KDOT Project Manager will confer regarding whether to accept or decline the request based on KDOT policies and preferences.
   a. If the decision is made to decline the request, KDOT – or HNTB at KDOT's request – will inform the group making the request.
   b. HNTB will document the deliberation and results in the PIMA media contact log.
3. If KDOT decides to respond to the media inquiry or to the community request, then:
   a. KDOT – or HNTB at KDOT's request – will draft a response.
   b. The draft response is reviewed by HNTB, the KDOT Public Involvement Specialist and KDOT Public Affairs Managers and approved in alignment with their respective internal policies.
   c. KDOT – or HNTB at KDOT's request – issues response.
   d. HNTB documents in Log.
   e. If the response involves providing a spokesperson or presenter:
      i. KDOT – or HNTB at KDOT's request – identifies the spokesperson or presenter along with potential content.
      ii. The Draft response is reviewed and approved sequentially by HNTB and KDOT project leadership in alignment with their respective internal policies.
      iii. KDOT and HNTB collaborate to provide the individual with appropriate background information, exhibits or other informational support. This includes but is not limited to:
         1) Providing the requesting organization, purpose, membership, questions or topics of interest.
         2) Presenting the reporter's name, media outlet, requested topic/story angle, deadline and availability, coverage.
         3) Supplying talking points and other guidance.
         4) Discussing potential risks and help the spokesperson anticipate and prepare for challenging questions, when needed.
         5) Having someone present at the interview or presentation to provide material support.

Other notes and requirements

   A. Written responses will be distributed to media only after agreement from KDOT.
   B. The team member assigned to respond to the query will provide KDOT's approved, written response or coordinate the spokesperson interview.
   C. No spokesperson's direct contact information will be released to a reporter unless authorized by the spokesperson.
   D. The E&C team member assigned to respond to the query will update information in the media query log as the response process progresses. After the completion of a story, interview or a statement is published, the team member will add a link

or PDF of the story in the log, along with any comments about interactions with the reporter that would be useful for the team to know going forward.

E. The E&C team will consider whether relevant media queries warrant additional, proactive communications or response. For example, the topic of an inquiry might inform newsletters, FAQ or other content.

Kansas Open Records Act

Any media request for project records under the Kansas Open Records Act (KORA) should be submitted to KDOT through the following steps:

1. Go to the Access to Kansas Open Records request website [KDOT: https://www.ksdot.gov/bureaus/offchiefcoun/openrecords.asp](https://www.ksdot.gov/bureaus/offchiefcoun/openrecords.asp)
2. Complete the general online records request form under General Request.
3. When a team member is made aware of a potential KORA request, the team member should send an email with the following information:
   - Name of requestor or organization
   - Date/time of Request
   - Subject of and/or records requested at that time in request.
   - Email should be sent to the following:
     A. KDOT Project Manager
     B. KDOT Public Involvement Specialist lead
     C. KDOT Public Affairs Manager
     D. KDOT Legal
     E. HNTB Project Manager

Proactive Media Outreach

All K-10 Capacity Improvements Project materials developed by the HNTB E&C Team will be created in cooperation with the KDOT Public Involvement team and the Engagement and Communications team. Media materials, including news releases, advisories, fact sheets and story or interview pitches will, whenever possible, use previously approved messaging.

Prior to pitching interviews to the media, KDOT will identify the proposed spokesperson and confirm the individual's willingness and availability to participate in any interviews the pitch generates.

For any media materials that may be politically sensitive, KDOT will confirm facts and approve content before distribution. KDOT will also identify which team or team members are responsible for distribution and, if needed, who will follow up with media.

Media Materials

Media interaction should be accompanied, whenever possible, with relevant data, imagery and messaging that is aligned with the K-10 Capacity Improvements Project narrative and communication strategy.

The KDOT communications team, KDOT Public Involvement team, and the HNTB E&C Team will regularly maintain and develop new and timely project information, including topical fact sheets, graphics, and newsletters. As relevant to story angles, team members may direct media to fact sheets or newsletters on the website or provide approved materials electronically via email along with select graphics and images deemed appropriate.

Reporting

HNTB's E&C Team will monitor news coverage and provide KDOT with links to stories about the K-10 Capacity Improvements Project as they appear. At the end of each month, HNTB will also provide KDOT with a report of media coverage garnered that month, overall tone of the coverage, potential reach of and key themes communicated in each story and a cumulative account of overall tone of stories year-to-date.

Appendix B

K-10 FAQs

K10 CORRIDOR

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What is the K-10 Expansion Project?

The Kansas Department of Transportation (KDOT) will study how best to modernize and expand state highway K-10 in Johnson County and surrounding areas beginning in the summer 2023 and tentatively complete by winter 2025. The study will examine current and future traffic, safety, and condition issues on K-10 between I-435 and the Johnson/Douglas County line and identify an alternative to move into the design phase. The design phase will take place after the environmental documentation is complete.

Why is the Project needed?

State highway K-10 in Johnson County and surrounding areas and individual elements of it, such as interchanges, have been under study since at least 1999, with the Kaw Connects Study and the K-10 Transportation Study in 2005. Since the early 2000s, the need to rebuild and expand K-10 to safely serve the region, address congestion and support economic vitality and quality of life was identified. However, budget challenges stopped the project from progressing. KDOT will take a fresh look at what will best serve Kansas residents, businesses and travelers and make sure current and emerging information and technology is used to thoughtfully plan future corridor actions.

Why is the Project being undertaken now?

Nearly 700 Northeast Kansas residents and organizational leaders met with KDOT in December 2021 to identify their regional transportation priorities. The Local Consult meeting participants expressed concern over increasing traffic and congestion on K-10. KDOT responded by adding the K-10 expansion project to its Eisenhower Legacy Transportation Program (IKE) development pipeline. Since then, Governor Kelly announced plans to open a $4 billion Panasonic electrical vehicle battery plant adjacent to K-10. This announcement adds additional momentum to identify improvements, so the highway continues to function safely with the anticipated traffic growth.

What will the Project examine?

KDOT will examine ways that the K-10 project can:

- Improve safety;
- Reduce congestion and improve traffic operations to meet existing and future travel demands;
- Promote sustainability by addressing infrastructure condition and ongoing operations and maintenance needs;
- Support environmental stewardship;
- Improve long-term traveler reliability;
- Provide flexible mobility choices for all users and modes; and
- Accommodate local and regional growth.

How will the Project be conducted?

In addition to significant data collection and technical analysis, KDOT will conduct continuous community discussions with Kansas residents, businesses, travelers, and other stakeholders to better understand their K-10-related transportation priorities and preferences. Public input will be used to help shape the decisions about potential future improvements to K-10. This feedback from those who rely on K-10 will be gathered through a variety of methods, including face-to-face meetings, community presentations, surveys, public meetings, traditional media, and social and electronic communication.

What happens once design of the Project is complete?

KDOT has not committed to funding construction at this time. That decision will be made when the study is complete, and KDOT can assess the potential project cost in the context of statewide transportation priorities and available local, state, and federal funding.

How can people learn more about the Project as it progresses?

A project website has been established at: https://k10.ksdot.gov.

Appendix C

K-10 Style Guide

K10 CORRIDOR

All logos will be used together on all materials viewed by the public or media.

Other logos may include FHWA and municipal logos as needed. Municipal logos may include Olathe and Lenexa.

A media kit or template will be provided for media materials and press releases including all approved logos. This kit may be made available on the project website as needed.

The KDOT logo will be used in accordance with the KDOT Graphic Standards Guide. The standard IKE logo will be used unless otherwise requested by KDOT.

Fonts for the K10 project will include:

FUTURA for Print

Futura is the dominant font for the majority of uses such as ads, collateral, signage, banners, etc. The Futura family fonts will be limited to two types in any printed piece.

Times New Roman

Times New Roman is the preferred font for body copy in collateral materials and other printed long text documents.

Arial for Electronic

Arial is the preferred font for use in electronic media such as websites, e-newsletters and email. Verdana is an acceptable substitute. If an item has both an electronic and printed component, Arial will be the default font.

Appendix D

Branding

K10 Corridor Project Logos – Same Color Specifications as KDOT

Color and Black and White Logo Treatments

LOGO COLORS

The examples shown on this page and the following page are the **ONLY** acceptable color combinations permitted.

LOGO COLOR SPECIFICATIONS

KANSAS GOLD
(or PANTONE® 7409 C/U)
Process   0c 33m 98y 0k
RGB   241r 173g 2b

KANSAS BLUE
(or PANTONE® 281 C/U)
Process   100c 85m 0y 20k
RGB   0r 37g 105b

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

If a one-color logo is used on a color background (not white), it is permissible to use the one-color logo with a solid banner reversing out the Ad Astra Per Aspera.

PREFERRED

ALLOWED

ALLOWED

ALLOWED