

**Public Information Center
Rt. 139
September 15, 2005
Minutes**

A Public Information Center (PIC) was held on Thursday, September 15, 2005, from 4 p.m. to 7 p.m., in the Newport Centre Mall, lower level, center court, adjacent to Guest Services. The location worked well, as this is a high-traffic, visible area. A variety of people and agencies attended including a legislative aide to Assemblywoman Quigley, a member of the Jersey City Planning Board, a representative from NYCDOT, and private citizens who had received the postcard mailing. Other visitors included shoppers and those who worked in the mall.

The space was thoughtfully arranged in order to accommodate graphic displays and respond to questions and concerns. Representatives from NJDOT, DMJM Harris, D'Annunzio and Sons (including the owner, his engineer and a lead field person), Reichman Frankle Inc. (RFI), MBI GluckShaw and Vision Media were available to meet the public, explain the project and address concerns.

A number of posters (48' x 60") were on display. Three depicted aerial views of the 12th and 14th Street Viaducts, which are to be rehabilitated and reconstructed. Additional posters provided photographs of the decaying and crumbling covered roadway, overview map and outreach information. On two draped tables were handouts in both English and Spanish explaining the project and providing information on its historic nature. NJDOT provided signup sheets; two NJDOT staff manned the tables. Business card-sized magnets provided a Website location (www.njcommuter.com) for information. Passersby were encouraged to take a handout and magnet, to be placed on their home refrigerator or office file cabinet, in order to have up-to-date, accurate Internet information at their fingertips for the duration of the project. People were also encouraged to add their names to the mailing list.

Throughout the three-hour Public Information Center, area officials responded to questions and explained the project in various levels of detail to inquirers, who expressed various concerns.

- One individual expressed concern with the level of noise that will be created while doing night work.
- Another visitor opposed the idea of using the Grand Street exit as an alternative, since motorists will be "cutting through" Hamilton Park to access the tunnel. She expressed little faith in the local authorities' ability to enforce the noise ordinance or issue summonses to motorists for "cutting through."

As part of the outreach process, two representatives from RFI walked the mall distributing materials and magnets and speaking to people. They specifically approached store managers to distribute the handouts to their employees. At the same

time signatures and addresses were collected from those individuals wishing to be included on the project mailing list.

Many individuals commented on the attractive and professional set-up of the Public Information Center. Approximately 200 magnets and 250 fliers were distributed during the three-hour period. Overall, the PIC was a success and provided a good beginning to the four-year rehabilitation and reconstruction project in Jersey City.

Addendum:

Sandra Gutarra, the onsite liaison for the project, suggested that in the future public information centers take place during high-traffic days/hours. She thinks that commuters would more likely visit on weekends than on workdays. For example, two upcoming festivals, one in Hoboken and one in Jersey City (both on Sundays), might be considered for PICs as they would allow access to a broad audience.

Lisa Ginther from MBI GluckShaw stated that a representative from the Jersey City Planning Board mentioned that members of the Board may not have received invitations. The mailing list was checked, and it was found that the following members of the Board were sent postcards: Sebastial D'Amico, Mary Donnelly, Robert Cotter, Joan D'Nardo, Joan D'Souza, Larry Eccleston, Vincent LaPaglia, Leon Yost and Jeni Braun.