

“Revive I-75” Neighborhood Study

OPPORTUNITY:

The Cincinnati I-75 corridor is a dynamic area with key transportation routes and infrastructure, major industry and established neighborhoods. It’s also the current focus of the Ohio Department of Transportation, the Metropolitan Sewer District, GO Cincinnati, Agenda 360 and multiple community renewal projects. The City of Cincinnati wanted to capitalize on these efforts and rework, renew and revive the neighborhoods surrounding four main I-75 areas: Mitchell Avenue Interchange, I-74 Interchange, Hopple Street Interchange and the Queensgate/Central Business District.

The City of Cincinnati engaged Urban Design Associates (UDA) to study the areas and develop a plan for future economic development, neighborhood revitalization, green infrastructure and transportation improvements.

SOLUTION:

Vehr Communications was engaged by UDA to develop and assist with a clear, consistent and concerted communications program to educate key stakeholders about the study and to encourage broad community participation in a series of public meetings. The goal was to ensure the final plans considered the input of the community. In conjunction with UDA-led focus groups and on-the-ground research, Vehr Communications developed an easily recognizable “Revive I-75” brand; created a Web site populated with information about the study, urban design resources and feedback opportunities; designed and distributed postcards and fliers to all neighborhoods impacted by the study; solicited support from community councils and the City of Cincinnati council members through letters and meeting attendance and informed local media.

RESULT:

The targeted communications outreach to stakeholders, as well as more than 30 media placements in print (i.e., *Soapbox Media*, *Cincinnati Enquirer*, *Urban Cincy*, *Building Cincinnati*), television and radio (i.e., WVXU-FM), resulted in approximately 300 attendees for all three public meetings. UDA has been able to incorporate the community feedback throughout the “Revive I-75” plan development process. The plan is expected to be final in Spring 2010.

