

SEMPO Multimodal Freight Study Stakeholder and Public Outreach Plan



Prepared by



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In association with



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1 Introduction and Study Goals

Purpose of the SPOP

The Stakeholder and Public Outreach Plan (SPOP) describes the outreach and engagement activities that support of the development of the Southeast Metropolitan Planning Organization (SEMPO) Multimodal Freight Plan. The SPOP describes stakeholder identification, outreach strategies and milestones, communication methods and tools, roles and responsibilities and how the SPOP will be documented.

Study Vision

The SEMPO Multimodal Freight Study is a 9-month effort designed to develop a multimodal freight profile in coordination with the 2050 Metropolitan Transportation Plan (MTP). The study evaluates all freight modes—highway, rail, water, and air—to address long-term infrastructure needs, market shifts, and system resiliency. The outcome of the SEMPO Multimodal Freight Study is to ensure that SE Missouri's transportation system supports economic development and efficient freight movement, improves vehicular flow, and identifies/addresses safety issues in the Cape Girardeau-Jackson urbanized area related to freight movement.

Regulatory Compliance

This Regional Multimodal Freight Plan is developed in accordance with the metropolitan planning participation requirements of 23 CFR § 450.316, ensuring a "3-C" (Continuing, Cooperative, and Comprehensive) planning process that integrates local insights with regional freight priorities. The SPOP provides an engagement strategy that fulfills federal mandates by providing a proactive venue for "interested parties" to influence regional investment decisions. The SPOP specifically includes freight shippers, local providers of transportation services, and representatives of users of public transportation. To maintain compliance with Title VI of the Civil Rights Act and environmental justice (EJ) principles, this plan ensures that outreach is accessible to all populations, particularly those living near high-volume freight corridors. By aligning stakeholder consultation with the Bipartisan Infrastructure Law (BIL) and the State Freight Plan, this process secures the regional coordination necessary to compete for National Highway Freight Program (NHFP) funds and other federal discretionary grants.

2 Stakeholder Identification

Comprehensive stakeholder identification is the cornerstone of a defensible Regional Multimodal Freight Plan, as it ensures that the technical data is validated by real-world operational expertise and that the resulting investment strategies reflect the diverse needs of the regional supply chain, from global shippers to last-mile delivery providers. Community and stakeholder engagement will be ongoing throughout the duration of the planning process, with activities scheduled to coincide with key milestones. A range of strategies and techniques will reach stakeholders in and around the study area. Outreach efforts will educate, inform, and communicate with the public. The efforts will convey the Freight Plan's purpose and progress by highlighting local issues, technical considerations, and potential impacts. Outreach techniques encourage participation in the process and generate meaningful feedback. Opportunities for engagement will be convenient, strategically planned, and respectful of participants' time commitments. Stakeholders will be categorized into three primary groups to ensure a balanced perspective.

SEMPO Technical Advisory Committee

The SPOP's successful development will rely heavily on the input of local officials and staff. The SEMPO Technical Advisory Committee (TAC) will include SEMPO board members, SEMPO RPC staff, and a SEMPO board member. The TAC will provide input on the identification of needs and proposed solutions. Committee members will serve as champions for the Freight Plan process, informing their networks about the effort and promoting opportunities to get involved. To this end, meetings will be open and hybrid (attendance can be in person or virtual) to provide a place for the public to provide comments.

SEMPO identified the following members to guide in the development of the Multimodal Freight Plan:

- Jeremy Tanz, Executive Director SEMORPC jtanz@semorpc.org
- Drew Christian, Deputy Director SEMORPC dchristian@semorpc.org
- Alex McElroy, Executive Director SEMPO amcelroy@CityofCapeGirardeau.org

Freight Advisory Committee (FAC)

JFA will collaborate with the SEMPO staff to establish a Freight Advisory Committee (FAC) consisting of representatives from public sector agencies, private sector representatives from major freight generators and related operators (trucking, railroads, ports, airports), and representatives from other key organizations. The FAC will meet three (3) times during the Plan's development. Those meetings will coincide with the key milestones listed below to provide insight, guidance, and feedback on key findings and draft recommendations. The FAC will serve as champions of the Plan, informing their constituents about the process and opportunities to participate. Potential FAC members include, but are not limited to:

Waterways

- Mike Kessler, Osage Marine Services Inc (Barge) mike.kessler@osagemarine.com
- Cary Harbison, Port Director Semo Port cary.harbison@semoport.com
- Paul Koch, Girardeau Stevedores gsci@bigrivertel.net
- Russ Mothershed, MidWest Agri-Chemico ram@midwestagri-chemco.com
- Andrew Frank, Consolidated Grain & Barge andrew.frank@cgb.com

Stakeholder and Public Outreach Plan

- Eric Chutorash, Semo Milling echutorash@semomilling.com
- Jay Foster, Missouri Fibre jay@fosterbros.com
- Kurt Johnson, Midwest Terminals kjohnson@midwesttrans-load.com

Air Cargo

- JoJo Stuart, Cape Girardeau Airport jstuart@cityofcape.org

Railroads

- Lester Respondek, Motive Rail Inc les@motiverail.com
- John Rider, BNSF john.rider@bnsf.com
- Kate Betsworth, Union Pacific kbetsworth@up.com

Trucking

- Mark Retherford, Logistics Manager Capital Sand Transportation mretherford@capitalsand.com
- Curt Buchheit, Havco Wood Products cbuchheit@havco.com
- Eric Hasty, Buchheit Logistics, Inc eric.hasty@buchheits.com
- Robert Cisneros, PAJCO, Inc DBA Rhodes 101 rcisneros@rhodes101.com
- Candice Camp-Seabaugh, Proctor & Gamble camp.cm@pg.com
- Robert Spurlock, Trans-America Corridor Robert.spurlock@transamericacorridor.com
- Earl Norman, Trans-America Corridor enorman@bhinv.com
- David Herbst, Capital Sand dherbst@capitalsand.com
- Craig Conklin, Buzzi Unicem USA craig.conklin@buzzunicemusa.com
- Mark Arbeiter, SIMX mark_arbiter@simxtrucking.com
- Jordan Janet, Division Sales Manager, Delta Companies jjanet@deltacos.com
- Seth Stevens, Delta Companies sstevens1@deltacos.com
- Roger Lang, Byron Lang, Inc roger@blangtrucking.com

Public and Community Agencies

Successful implementation of the SEMPO Regional Multimodal Freight Plan relies on a robust network of public and community partners who bridge the gap between high-level logistics and local quality of life. The SPOP will engage a diverse cross-section of agencies from the Southeast Missouri Regional Port Authority and MoDOT to local economic development councils and neighborhood advocacy groups. This collaborative framework allows the MPO to align industrial growth with community safety and infrastructure preservation, fostering a resilient transportation network that supports the unique bi-state identity of the Cape Girardeau and Jackson metropolitan area. In addition to the organizations and agencies mentioned above, the team will contact:

- **Core Planning & Economic Partners**
 - **SE MO REDI (Regional Economic Development Inc.):** The primary liaison for new industrial developments and warehouse site selection in the region.

- **Logistics & Infrastructure Agencies**
 - **Cape Special Road District:** Essential for discussing "last-mile" pavement wear and geometric issues on heavy-haul routes near the urban core.
 - **Cape Girardeau County Transit Authority (CTA):** While primarily passenger-focused, they are key for identifying conflicts between freight movement and public transit routes.
- **Community & Equity Stakeholders**
 - **United Way of Southeast Missouri:** Their "Transportation Coalition" is a great entry point for reaching workers who rely on safe, reliable corridors that often overlap with freight routes.
 - **SEMO Alliance for Disability Independence (SADI):** Critical for ADA compliance and ensuring that freight facility expansions do not create barriers for pedestrians or residents with disabilities.
 - **PORCH (People Organized to Revitalize Community Healing):** A local community group that can provide perspective on the livability impacts (noise, safety) of freight corridors in historic or residential areas of Cape Girardeau.
 - **Southeast Missouri State University (SEMO):** Specifically, their Department of Public Safety or Campus Planning, as the university is a major traffic generator and its campus is bisected by several major thoroughfares.
- **Safety & Regulatory Agencies**
 - **Cape Girardeau Safe Communities:** A multi-jurisdictional initiative that can provide crash data specific to heavy trucks and high-volume freight intersections.
 - **MoDOT (Southeast District) & IDOT (District 9):** Since SEMPO is a bi-state MPO, both state DOTs are primary stakeholders for the National Highway Freight Program (NHFP) funding and Interstate 55 operations.

3 Outreach Objectives and Milestones

The outreach objectives are tied to the milestones below - identify the problems, evaluate and rank solutions and validate the SPOP. Outreach efforts will educate, inform, and communicate with the public to reach the objectives. They will convey the Freight Plan's purpose and progress by highlighting local issues, technical considerations, and potential impacts. Outreach techniques will encourage participation in the process and generate meaningful feedback. Opportunities for engagement will be convenient, strategically planned, and respectful of participants' time commitments. Outreach activities include stakeholder committees, input surveys, interviews, public forums, and presentations. Outreach will be conducted both virtually and in-person as deemed appropriate by the project management team. Engagement is structured around three critical milestones shown below. Where this effort is placed in the Study can be seen in project schedule shown in section 7.

Milestone 1 (May 2026): Problem Identification

Goal: Validate findings from the initial market assessment and inventory.

Focus: Discuss infrastructure bottlenecks, aging freight infrastructure for all modes, and impacts the workforce may have on freight operations.

Milestone 2 (June 2026): Solutions & Ranking

Goal: Review the "Universe of Solutions" and finalize ranking criteria for projects.

Focus: Evaluate smart logistics, ITS signalization, and cargo-oriented development.

Milestone 3 (August 2026): Plan Validation

Goal: Present final findings for a concluding round of public review and comment before adoption of the Plan.

Focus: Review of the Fiscally Constrained Short-Term Action Plan and the Fiscally Unconstrained Long-Term Vision.

4 Communication Methods and Tools

Interactive Project Website and Social Media

The JFA team will develop a project-specific mobile-friendly website to house information about the SEMPO Multimodal Freight Plan. It will include an overview of the freight plan process, opportunities for stakeholders and community members to get involved and provide input through surveys, study materials and interactive maps. A section of the website will clearly list upcoming public-facing activities. Recordings of presentations made at public meetings will be posted.

Targeted Stakeholder Interviews

The consultant team will lead up to ten (10) interviews—primarily virtual but may include site visits or roundtables—with key stakeholders to gather one-on-one input on freight-related challenges and opportunities, how the stakeholders' facilities or programs operate, and broader trends in freight and logistics that will impact regional freight mobility and operations. Planners, economic development officials, and community members may shed light on freight traffic impacts in local communities, investments that can support business operations, truck parking, and other challenges and potential solutions.

Interviews will focus on private freight operators, industrial businesses, and institutional representatives, but may include planners and economic development officials or select key community members. Specific individuals to be interviewed will be identified in consultation with SEMPO and SEMO RPC staff.

Hybrid Public Meetings

The consultant team will hold three (3) sessions to coincide with the three (3) milestones. These meetings will be held in physical locations in Jackson and Cape Girardeau with virtual participation options. Feedback gathered during these meetings will inform the ranking and prioritization of potential improvements and the universe of potential projects to be further evaluated.

The first public meeting will present the draft vision, goals, and objectives; findings from the Inventory and Assessment, including identified needs/opportunities, and will gather input and feedback from community members.

The second public meeting will present draft recommendations and gather feedback from community members. This feedback will inform the development of the short-term fiscally constrained action plan and the long-term vision project list. They will shed light on the relative priorities among community members.

The third public meeting will present the final report and validate all findings with the public and local stakeholders. The presentation will also provide an overview of any recommended projects and seek validation that these projects reflect the needs of the community.

The consultant will work with SEMPO staff to identify and secure a location/venue for each of the public meetings. We will prepare draft outreach/advertising materials for review to help promote the meetings and encourage attendance by a broad range of community members. SEMPO staff can post outreach notifications, including on their website, newspaper, and social media. The JFA team will prepare materials for use during the public meetings, document proceedings of the meetings, and summarize key takeaways or themes, including comments received from attendees.

Traditional Media

To ensure broad regional coverage and accessibility, SEMPO will leverage the established local familiarity and communication networks of the SEMO RPC. This partnership focuses on a "hyper-local" approach to reach traditionally underserved populations who may not engage with digital-only platforms. Key tactics include:

- **Print and Digital News:** Strategic placement of project updates and public meeting notices in the *Southeast Missourian*, which serves as the primary news source for a 20-county region, ensuring visibility across the entire freight catchment area.
- **Broadcast Coordination:** Utilizing the **Cape Girardeau television market (KFVS/DKA)** and local radio clusters to broadcast high-level project goals and meeting invitations, particularly during peak commuting hours when freight-related congestion is most top-of-mind for the public.
- **Localized Newsletters:** Partnering with municipal and county governments to include freight plan briefs in physical or digital newsletters, providing a direct line to residents in Jackson and Cape Girardeau.
- **Integrated Campaigning:** All traditional media efforts will be synchronized with the digital and social media strategies to provide a consistent "One-Voice" message, ensuring that residents see the same information whether they are reading the morning paper or scrolling through their social feeds.

5 Roles and Responsibilities

- **Vincent Matheney, Project Manager** – As the Project Manager, Mr. Matheney will be the primary point of contact for the client, SEMPO, and other agencies or interested parties. His responsibilities include overseeing all the tasks within the scope and ensuring all tasks are completed fully within the schedule and budget associated with each task.
- **Mike Lawrence, Principal in Charge** – Mr. Lawrence will be responsible for ensuring responsible business practices between the JFA team and SEMPO. This includes ensuring client satisfaction, timely delivery of quality work products, and the provision of the full range of services as defined within the Scope of Services.
- **Chandler Duncan, Deputy Project Manager** – Mr. Duncan will serve as an advisor and analyst and assist Mr. Matheney with the direction and development of the Study.
- **Gabrielle Westcott, Project Handler** – Dr. Westcott will focus her efforts on administrative issues such as invoices, progress reports and coordination with the team members on project deliverables to ensure adherence to scope, schedule, and budget. She will oversee the production of all major deliverables and assist Mr. Matheney with project management, coordination, and outreach activities.
- **Cheryl Ball, Public Involvement Lead** – Ms. Ball will be responsible for overseeing the stakeholder identification process, which will include the formation of the FAC, coordinating with SEMPO on the set up and participation in targeted stakeholder interviews, creation of surveys and identifying local media. She will ensure that all outreach meets FAST Act, BIL, and Title VI civil rights requirements.
- **Barbara Frost, Stakeholder and Public Outreach** – Ms. Frost will assist in putting together a comprehensive list of stakeholders and participating in meetings and targeted stakeholder interviews.
- **Alden Copley, Interviewer** – Mr. Copley will assist in the creation and distribution of survey materials and will assist in targeted stakeholder interviews.

6 Documentation and Summary

Documentation of Outreach Activities

To ensure a transparent and defensible planning process, SEMPO will maintain a comprehensive administrative record of all engagement activities. Every stakeholder meeting, public open house, and digital interaction will be documented to track how qualitative input informs the final technical recommendations. Documentation will include:

- **Participation Logs:** Sign-in sheets, virtual attendance exports, and a database of stakeholder contact information.
- **Communication Records:** Copies of all published notices in the *Southeast Missourian*, press releases, social media analytics, and copies of newsletters distributed via the SEMPO RPC.
- **Comment Tracking Matrix:** A formal ledger categorizing all public and stakeholder comments, the MPO's internal evaluation of those comments, and a record of how each piece of feedback was—or was not—incorporated into the final Multimodal Freight Plan.

- **Visualization Materials:** Archiving all maps, infographics, and presentation decks used to communicate complex freight data to the public.

Final Outreach Summary and Project Close-out

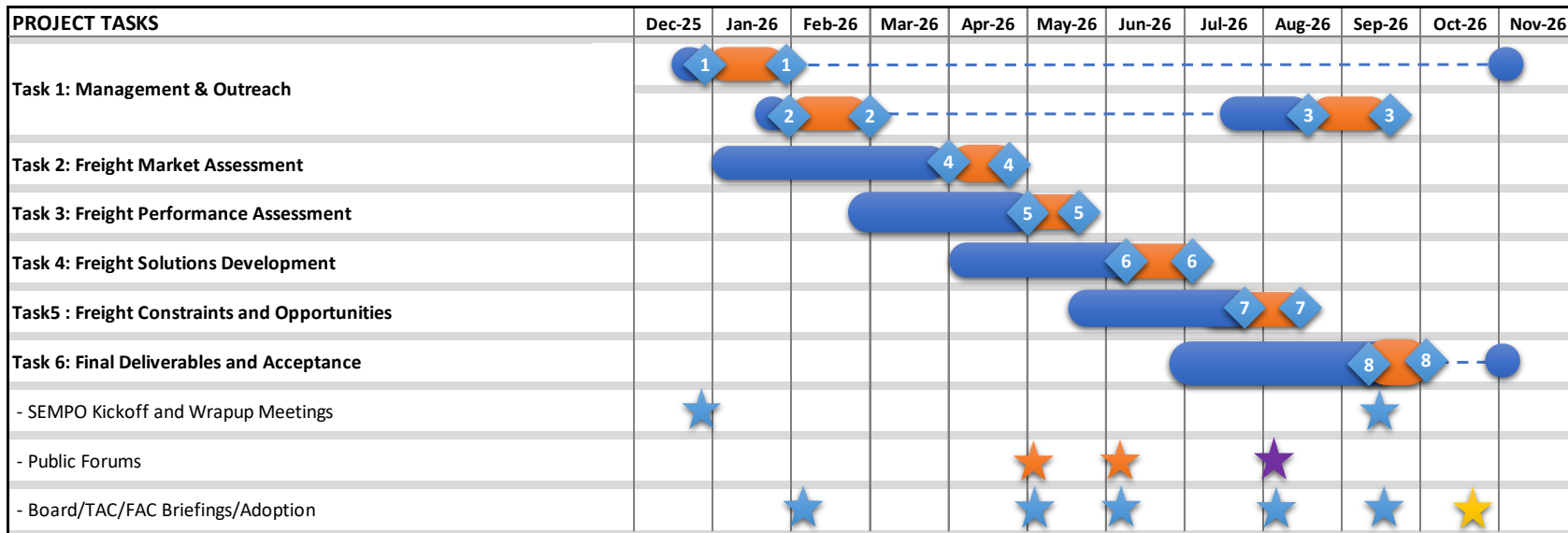
Upon completion of the engagement phase, a Public Engagement Summary Report will be compiled as a formal appendix to the Regional Multimodal Freight Plan. This report will provide a narrative overview of the outreach (e.g., total impressions, meeting attendance, and geographic distribution of participants) and a thematic analysis of the key freight concerns raised by the community.

The final close-out process involves a formal 45-day public comment period on the draft plan, followed by a public hearing before the SEMPO Board of Directors. By synthesizing technical freight data with this documented public record, the final plan will reflect a regional consensus that balances industrial efficiency with the safety and livability goals of the Southeast Missouri region.

7 Project Schedule

The following schedule identifies proposed milestones and completion dates for a 9 month period of performance. The JFA team will work closely with SEMPO staff to review and adjust this schedule accordingly throughout the project.

SEMPO Multimodal Freight Study - Project Schedule



★ Steering/Freight Advisory Committee Meetings

★ Hybrid Public Forums

★ Final Presentation to Public for Input

★ Adoption by Board/Committee

--- Ongoing Tasks

1 Project Management Plan

2 Stakeholder Engagement and Public Outreach Plan

3 Summary of Public Involvement Activities

4 Technical Memorandum on Freight Markets

5 Technical Memorandum on Freight Performance & Needs

6 Technical Memorandum on Solutions & Improvements

7 Technical Memorandum on Constraints, Opportunities & Recommendations

8 Final Study Document

Denotes Active Task Period

Denotes Review & Comment Period

Appendix A

Roles and Contact Information for Key Team Members

Roles and Contact Information of Key Team Members

Client and Partner Agency Contacts*

Name	Organization	Role	Phone #	Email
Jeremy Tanz	SEMORPC	Executive Director/PM	573-547-8357	jtanz@semorpc.org
Drew Christian	SEMORPC	Deputy Director	573-547-8357	dchristian@semorpc.org
Alex McElroy	SEMPO	Executive Director	573-339-6734	amcelroy@CityofCapeGirardeau.org

* Please reference communication protocol specified in the PMP when reaching out to client and agency contacts.

Core Internal Team Members

Name	Organization	Role	Phone #	Email
Vincent Matheney	Jack Faucett Analytics	Project Manager	330-983-3030	vincent@metroanalytics.com
Tony Furst	Jack Faucett Analytics	QA/QC Officer	703-606-7007	tfurst@metroanalytics.com
Chandler Duncan	Jack Faucett Analytics	Deputy Project Manager	704-280-7858	cduncan@metroanalytics.com
Mike Lawrence	Jack Faucett Analytics	Principal In Charge	301.467.7642	lawrence@jfaucett.com
Stephanie Cupp	Jack Faucett Analytics	Freight Analyst	704.273.0876	scupp@jfaucett.com
Rob Schiffer	Jack Faucett Analytics	Travel Demand Modeling Lead	850.570.8958	rob@jfaucett.com
Cheryl Ball	GFT	Public Involvement Lead, Freight Analysis	573-418-7907	crball@gftinc.com
Greg Kelahan	GFT	Inland Ports Specialist	561-306-6383	gkelahan@gftinc.com