

2026

MIFFLIN COUNTY, PA



Public Engagement and Communications Work Plan

Overview

Purpose

Mifflin County, with support from the Mifflin County Office of Planning and Development, is developing its first Comprehensive Safety Action Plan (SAP) through the Federal Highway Administration's (FHWA) Safe Streets For All (SS4A) program. The purpose of the SAP is to develop a shared vision, goals, strategies, and prioritized actions to reduce roadway fatalities and serious injuries and improve transportation safety for all users throughout Mifflin County. This Public Engagement and Communications Work Plan outlines the approach for informing and engaging residents, stakeholders, and community partners throughout plan development. Public input is a critical component of the planning process and will help ensure the Safety Action Plan reflects local safety concerns, priorities, and opportunities. Meaningful engagement throughout the process will build awareness, foster collaboration, and support successful implementation of the plan's recommendations.

To maximize participation, this document recognizes that residents receive information and engage with planning efforts in different ways based on factors such as age, work schedules, access to technology, language, transportation needs, and personal preferences. As a result, the engagement approach includes a variety of outreach methods designed to reach a broad cross-section of County residents and stakeholders. Special attention will be given to populations and areas that may face barriers to participation or transportation access, including low-income households, older adults, people with disabilities, residents without access to a personal vehicle, Plain Sect communities, and residents in areas with limited transportation options or access to technology and broadband services. Outreach methods will be tailored to ensure these populations have meaningful opportunities to participate throughout the planning process.

The Work Plan includes the following sections:

- Project Team
- Transportation Advisory Committee
- Public Engagement Initiatives
- Promotion and Online Engagement
- Plan Adoption Process

Project Team

Project Team

The Project Team is led by the Office of Planning and Development with support from a professional consultant team from Michael Baker International (Michael Baker) and the subconsultant teams of Bowman Consulting Group, Ltd. and Kittelson & Associates, Inc.

The primary staff members for the Project Team are listed below:

ORGANIZATION	TEAM MEMBER
Mifflin County Planning & Development	James Lettiere, Planning Director
Michael Baker International	Steven Thomas, Project Manager
Michael Baker International	Phil Bobitz, Technical Manager
Michael Baker International	Ben Warner, Planner / GIS
Bowman Consulting Group, Ltd.	Randy Waltermeyer, Regional Service Lead
Kittelson & Associates, Inc.	Jeffrey Riegner, Senior Principal

Project Team Meetings

The Project Team will meet monthly via Microsoft Teams to discuss the overall project workplan execution and status and to prepare for upcoming planning tasks, meetings, and key deliverables.

Workflow

All materials prepared by the consultant team will be reviewed by the County before release to the Transportation Advisory Committee, elected officials, and the public. The monthly team meetings will serve as a touchpoint for document review, with email correspondence and virtual meetings used as needed.

Transportation Advisory Committee

Transportation Advisory Committee (TAC)

A Transportation Advisory Committee (TAC) is a critical component of a successful planning process. The TAC, comprised of approximately 14 members representing a broad range of organizations, interests, and perspectives, will serve as an advisory body throughout development of the Safety Action Plan. The TAC will provide guidance, review technical findings, and help ensure the plan reflects local priorities and transportation safety needs.

Committee roles and expectations include:

- Provide diverse perspectives and representation of communities and stakeholder interests throughout Mifflin County.
- Provide guidance and feedback to the Project Team on transportation safety issues, public engagement activities, and plan recommendations.
- Review and comment on key project deliverables and draft plan materials.
- Serve as ambassadors for the planning process and support implementation of the Safety Action Plan.

Meetings and Participation

The TAC will meet up to seven times during the 15-month planning process. Meetings are anticipated to be held in person at the Mifflin County Courthouse. TAC meetings are intended to be working sessions and will not be open to the public.

Meetings will be scheduled to coincide with major project milestones beginning in July 2026. Every effort will be made to provide advance notice and meeting materials to TAC members. Depending on project needs and the timing of technical analyses and plan development, there may be several months between meetings. Tentative TAC meeting topics will include:

- Meeting #1 Project Introduction and Existing Conditions
- Meeting #2 Vision Zero Initiatives
- Meeting #3 Safety Findings
- Meeting #4 Safety Priorities
- Meeting #5 Safety Tools & Implementation
- Meeting #6 Draft Safety Action Plan
- Meeting #7 Final Safety Action Plan

Following each meeting, Michael Baker will prepare and distribute a meeting summary documenting key discussion items, feedback received, and action items.

Public Engagement Initiatives

Overview

The Project Team is committed to engaging the public throughout the planning process. Public engagement activities are designed to build upon one another, allowing information gathered during earlier phases of the project to inform subsequent discussions and analyses. Accordingly, public engagement will be organized around the following initiatives:

- Online Public Survey (Wikimapping)
- Public Open House(s)
- Municipal Roundtable
- Pop-Up Events
- Walk Audit
- Plain-sect Engagement Session

The dates/times and formats for these initiatives will be determined by the Project Team in consultation with the Transportation Advisory Committee and added to this Work Plan as an Appendix throughout the planning process. Generally, public meetings are anticipated to include a short public presentation, open house format with stations to view/discuss different topics/elements of the plan, and ample opportunity to ask questions and engage with the Project Team.

Throughout the planning process, the Project Team will maintain a Public Engagement Summary documenting outreach activities, participation levels, key themes, comments received, and how public input informed plan development and recommendations.

Notification

All public engagement opportunities and events will be widely advertised using a variety of media tools to maximize participation. All events will be advertised at least two weeks before the event date. Please see “Promotion and Online Engagement.”

Online Public Survey (Wikimapping)

Public surveys are an effective way of gathering information from the residents within a designated period of time. Michael Baker will develop an online survey instrument via Wikimapping to gather public input on transportation safety concerns, bicycle and pedestrian issues, vulnerable road user needs, roadway conditions, and improvement opportunities throughout Mifflin County.

The survey and WikiMap will serve as a foundational public engagement activity early in the planning process and will be promoted through the project website, public events, municipal partners, and other communication channels. The survey will allow participants to identify safety

concerns and improvement opportunities, while the WikiMap will enable users to pinpoint locations where transportation safety issues are occurring.

The final survey instrument will be reviewed by the Transportation Advisory Committee. Results from the survey and WikiMap will be compiled and used to inform the safety analysis, identify priority locations, support High Injury Network development, and guide subsequent public engagement activities.

Public Open House

Public open houses will provide opportunities for residents and stakeholders to learn about the project, review findings, and provide feedback at key stages of plan development. Open houses may be conducted in conjunction with major project milestones, including the review of existing conditions and safety trends, identification of priority locations, and development of recommended strategies. Activities may include presentations, interactive exhibits, mapping exercises, and opportunities for direct conversation with the Project Team.

The public survey noted above will also be promoted during this time frame.

Municipal Roundtable

Municipal officials and roadmasters possess valuable firsthand knowledge of local roadway conditions, recurring safety issues, maintenance concerns, and community priorities. To leverage this knowledge, the Project Team will organize and facilitate a Municipal Roundtable focused on gathering input from local municipal representatives throughout Mifflin County.

The Municipal Roundtable is anticipated to occur in October or November 2026, following completion of the public survey, WikiMapping, pop-up engagement activities, and initial safety analysis. This timing will allow the Project Team to present survey results, public input themes, and preliminary safety findings for discussion and validation.

Because municipalities will play a critical role in implementing many of the plan's recommendations, the Municipal Roundtable will be positioned as an opportunity for municipal officials and roadmasters to directly influence project priorities, identify local safety concerns, and help position their communities for future transportation safety funding opportunities. Prior to the meeting, the Project Team will distribute a formal invitation outlining the purpose of the roundtable, the importance of municipal participation, and how local input will shape future implementation efforts. Additional participation strategies may include scheduling the meeting at a convenient time and providing light refreshments or lunch, as appropriate, to encourage attendance and discussion.

Up to two representatives from each municipality, including elected officials and roadmasters, will be invited to participate. The session is anticipated to last approximately two hours and will begin with a project update and presentation of key findings from the survey, WikiMapping, pop-up engagement activities, and preliminary safety analysis. Participants will then engage in a facilitated discussion focused on:

- Recurring transportation safety issues within their communities
- Locations and concerns that may not be reflected in crash data
- Challenges municipalities face in addressing transportation safety issues
- Resources, information, partnerships, or tools that would help municipalities improve safety
- Potential safety priorities and implementation opportunities
- Issues that may fall outside the scope of the Safety Action Plan but warrant future consideration

The Municipal Roundtable will provide an opportunity for local officials to validate technical findings, share firsthand knowledge of transportation safety concerns, identify implementation opportunities, and help position their communities for future funding opportunities. Information gathered during the session will help inform the development of safety priorities, strategies, and implementation actions for the Safety Action Plan.

Pop-Up Events

Pop-up engagement events provide an opportunity to meet residents where they are and encourage participation from individuals who may not otherwise engage in the planning process. Consistent with the project scope, the Project Team will conduct two pop-up engagement events during the same period that the online survey and WikiMapping are available to the public.

Given the limited number of events, the goal is not to visit every municipality but rather to select locations that collectively provide strong attendance, diverse participation, and reasonable geographic representation across Mifflin County. The Project Team will prioritize established community events and gathering places that provide opportunities to engage residents from a broad range of backgrounds, geographic areas, and transportation needs. Particular consideration will be given to reaching populations and areas that may face barriers to participation or transportation access, including residents in communities with limited transportation options, limited access to technology or broadband services, and populations that may not traditionally participate in transportation planning activities.

Potential event locations include:

- Mifflin County Youth Fair
- Rec Park Farmers' Market
- Kish Park Farmers Market
- Two Brothers Bike Company (TAC member)
- Community events in Milroy, Yeagertown, or McVeytown
- Other locations identified by the Transportation Advisory Committee and County staff

Based on the Project Team's review of available community events and anticipated attendance, the Mifflin County Youth Fair and the Rec Park Farmers' Market are currently recommended as the preferred locations, subject to Transportation Advisory Committee and County input. Final event

selection will consider anticipated participation, geographic coverage, schedule, and local knowledge of underserved populations, and opportunities to engage residents in parts of the County that may otherwise have limited opportunities to participate in the planning process.

Each pop-up engagement event will include interactive materials designed to gather location-specific transportation safety feedback and promote participation in the online survey and WikiMapping. Materials will include a county map for participants to identify locations of concern, an issue board allowing residents to highlight common safety concerns such as speeding, crossings, lighting, and roadway conditions, a one-page project summary, and QR code or tablet stations for direct survey participation.

To ensure information can be effectively incorporated into the safety analysis, a standardized intake form will be used to document the location, concern type, severity or frequency of the issue, and optional demographic information. This approach will allow input collected during the pop-up events to be integrated with survey and WikiMapping results and incorporated into subsequent safety analyses.

Project Team members will document and digitize comments, map annotations, and other feedback received during each event to ensure information is accurately captured and incorporated into the planning process. Information gathered through the pop-up engagement events will be used to validate safety concerns identified through the survey and WikiMapping efforts, identify locations requiring additional analysis, and support development of the Safety Action Plan's safety priorities and recommendations.

Pop-up engagement events are anticipated to occur during August 2026 while the public survey is active, allowing input from these events to inform subsequent safety analyses and Municipal Roundtable discussions. Additional opportunities may be coordinated with local businesses, community organizations, and stakeholder groups to engage specific user groups. For example, a pop-up event coordinated with Two Brothers Bike Company could provide an opportunity to gather input directly from bicyclists and active transportation users on a major commercial corridor in Lewistown.

Walk Audit

The walk audit is anticipated to occur between late September and late October 2026, with completion targeted prior to the end of Daylight Saving Time to maximize daylight availability for field observations. A weekday mid-morning or early-afternoon timeframe will be utilized to minimize potential conflicts associated with school drop-off and pick-up periods and to provide consistent observation conditions.

Final corridor selection will be informed by findings from the safety analysis, public survey and WikiMapping, pop-up engagement activities, and municipal feedback. Selection criteria will include crash history and severity, systemic risk factors, community-reported concerns, and demographic and vulnerable road user considerations. Based on preliminary discussions, the

Highland Park area of Lewistown may warrant further evaluation due to the co-location of Mifflin County High School, Geisinger-Lewistown Hospital, and other community destinations, which create a concentration of pedestrian activity and potential conflict points. Additional candidate locations may include portions of Yeagertown, Burnham, Reedsville, Milroy, McVeytown, and other areas identified through the planning process. Final selection will be based on review of both technical findings and public input.

The audit area will generally encompass a corridor or district equivalent to approximately 9 to 12 blocks and may be divided into smaller segments to facilitate efficient review. Participants may be organized into two or three teams to evaluate different portions of the study area simultaneously before reconvening for a facilitated discussion of key observations and findings.

The walk audit will bring together agency staff, stakeholders, and community representatives to experience the corridor from multiple perspectives. Consistent with the Safe System Approach, participants will evaluate both documented crash patterns and proactive indicators of risk, including speeding, visibility limitations, crossing challenges, signage and lighting conditions, accessibility barriers, and observed conflicts among roadway users. The audit will document conditions affecting people walking, bicycling, using mobility devices, riding in horse and buggies, and driving.

Documentation will follow a standardized evaluation process that includes fixed observation points, field assessments of roadway and crossing conditions, review of sight distance and accessibility considerations, photo documentation, and structured observation checklists. Findings will be summarized in a corridor assessment memorandum that documents key safety concerns, opportunities for improvement, and potential countermeasures to improve safety, comfort, and accessibility for all users.

Plain-sect Engagement Session

Amish, Mennonite, and other plain-sect residents comprise a significant proportion of the overall population of Mifflin County with that population residing mostly within the Big Valley portion of the County (Allensville – Menno – Belleville – Naginney). Their primary modes of transportation are horse and buggy and bicycle which provide unique transportation methods and as such can be considered vulnerable road users. The Project Team has prioritized gathering input and feedback from leaders within the Amish population as part of the Safety Action Plan. The Project Team will coordinate and host an engagement session with bishops of the Amish population to gather their feedback on safety concerns, roadway concerns, and traffic issues.

Promotion and Online Engagement

Overview

Effective communication and promotion are critical to ensure residents, stakeholders, and community partners are aware of opportunities to participate in the Safety Action Plan process. The Project Team will utilize a mix of traditional and digital communication methods to maximize participation and keep the public informed throughout plan development. The Project Team will use the following promotional tools:

1. Project Website / StoryMap
2. Mifflin County Webpage
3. Social Media
4. Print Media and Press Releases
5. Email Distribution Lists
6. Radio Interviews

The Project Team will be responsible for developing content, promotional materials, and messaging related to public engagement activities. Mifflin County will support distribution efforts through its website, communication channels, media contacts, and partner networks.

Project Website / StoryMap

The Project Team will develop and maintain an online project website that serves as the primary source of information for the Safety Action Plan. Depending on County preferences and technical capabilities, this may consist of a dedicated webpage within the County's website, an interactive StoryMap, or another web-based platform.

The project website will provide information about the Safety Action Plan, project schedule, public engagement opportunities, safety analysis findings, draft recommendations, and final plan materials. The website will also serve as a central location for public participation opportunities, including the online survey, WikiMapping, meeting information, and project updates.

Content will be updated throughout the planning process to communicate progress, share findings, and encourage participation at key project milestones. Upon project completion, the website will remain available as a resource providing access to the final Safety Action Plan, supporting data, and implementation recommendations.

Mifflin County Webpage

The County website will play an important role in promoting the Safety Action Plan and directing residents to project information and engagement opportunities. Information related to the project

may be posted within the County's News and Announcements section, Planning and Development webpages, or other locations identified by County staff.

The Project Team will provide content, graphics, and updates for County staff to post throughout the planning process and will coordinate with the County regarding the preferred approach for hosting and maintaining project information online.

Social Media

Social media platforms provide an effective means of reaching residents and promoting public engagement opportunities. While the County does not currently use any social media platforms, the Project Team will encourage Transportation Advisory Committee members and partner agencies to share updates and information as related to the SAP development.

Print Media and Press Releases

The Project Team will prepare press releases at key project milestones, including major engagement opportunities and plan development milestones. Press releases will be provided to Mifflin County for distribution to local media outlets, including:

- Lewistown Sentinel
- Other local and regional media outlets identified by the County

Email Distribution Lists

Email communications can provide direct notifications regarding project updates, public meetings, surveys, and other engagement opportunities. The Project Team will work with Mifflin County, municipalities, partner organizations, and stakeholder groups to identify and utilize available email distribution lists throughout the planning process.

Radio Interviews

Local radio programming provides an opportunity to reach residents who may not engage through digital platforms. Similar to previous County planning initiatives, members of the Project Team and County staff may participate in local radio interviews or other media opportunities to discuss the project, share findings, and encourage public participation.

Plan Adoption Process

Safety Action Plan Adoption Process

Prior to consideration by the Mifflin County Commissioners, Michael Baker will present the draft Safety Action Plan at a regularly scheduled meeting of the Mifflin County Planning Commission and facilitate discussion on key findings, recommendations, implementation priorities, and proposed Vision Zero goals. The anticipated adoption process includes the following steps:

1. Transportation Advisory Committee Review – Review the final draft Safety Action Plan and provide feedback prior to plan finalization.
2. Public Review of Final Draft Plan – Make the final draft Safety Action Plan available to the public and stakeholders for review.
3. Plan Finalization – Incorporate final comments and prepare the Safety Action Plan for adoption.
4. Mifflin County Planning Commission Presentation and Recommendation – Michael Baker will present the draft Safety Action Plan at a regularly scheduled Planning Commission meeting and receive feedback and a recommendation for consideration by the County Commissioners.
5. County Commissioner Consideration – Present the Safety Action Plan to the Mifflin County Commissioners and summarize the planning process, findings, and recommendations.
6. Adoption by Resolution – The Mifflin County Commissioners will consider adoption of the Safety Action Plan through resolution. This resolution will affirm the County's commitment to improving roadway safety and pursuing the goal of eliminating traffic fatalities and serious injuries in Mifflin County. Upon adoption, the Safety Action Plan will become the County's guiding framework for transportation safety investments, policies, and implementation activities.

Following adoption, the Safety Action Plan will be made publicly available through the County's website and shared with project partners, municipalities, and stakeholders. Because implementation of many recommendations will involve local governments and partner agencies, municipalities will be encouraged, but not required, to endorse the Safety Action Plan and support implementation efforts within their respective jurisdictions. This will support ongoing implementation, performance tracking, and future funding and grant opportunities.

Appendix A: Mifflin County Safety Action Plan - Transportation Advisory Committee (TAC) Members

Name	Organization	Title
Steve Herman, AICP	SEDA-COG	Program Director
Laura H. Lettiere	GIS-Department	Director
Matthew H. Kenepp	PennDOT	Municipal Services Rep.
Samantha Pearson	PA-Downtown Center	Healthy Communities Program Manager
Jamie Biblehimer	PennDOT	District Planner
Mark A. Schultz	PennDOT	Transportation Planning Manager
Kristen McLaughlin, AICP	SEDA-COG	Principal Transportation Planner
Julie Brooks	Lewistown Borough	Borough Manager
Nick Johnston	Two Brothers Bike Co.	Owner operator
Reid Hannon	Mifflin County Industrial Development Corporation	Board Member
Jim Zubler	Downtown Lewistown Inc. (DLI)	Executive Director
Joeseeph E. Ughetto II	Derry Township	Township Supervisors
Bill Houpt	FHWA - Pennsylvania Division Office	Safety Engineer
Jeff Engle	FHWA - Pennsylvania Division Office	Safety Engineer
Brandy Stone	FHWA - Pennsylvania Division Office	Program Coordinator