



Communication and Engagement Plan

April 22, 2026

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1. Overview and Purpose

The purpose of this Stakeholder and Public Engagement Plan is to ensure meaningful engagement throughout the development of Alpine’s Safe Streets for All (SS4A) Transportation Safety Action Plan and Highway 89 Demonstration Project. Stakeholder and public input will help inform safety priorities, clarify community concerns and help evaluate proposed safety solutions.

This plan is intended to be a living document that will be updated as the project progresses.

The goals for this plan are:

- Build community awareness about the project and purpose
- Gather and document local knowledge about safety issues
- Engage residents, businesses and agency stakeholders to shape potential solutions
- Test and evaluate a potential solution through a demonstration effort
- Ensure compliance with engagement expectations for the SS4A program

1.1. Project Team

Table 1. Project Team List

Name	Role
Eric Green	Mayor
Monica Chenault	Town Clerk, Town Project Manager
Gina Corson	Alpine Planning
Craig Leseberg	Alpine Public Works
Brent Crowther	Consultant Project Manager
Jake Farnsworth	Safety Engineer
Alyssa Blackmon	Safety Analyst
Olivia Bitton	Community Engagement



2. Background

Alpine is a small rural community where US Hwy 26 and US Hwy 89 function as regional corridors and the primary main street, creating conflicts between high-speed regional traffic and local access needs. Tourism, freight activity, winter weather and limited pedestrian and bicycle facilities contribute to the safety challenges on these key corridors.

Given the size and rural character of the community, public engagement will prioritize in-person activities and physical collateral, supported by simple digital engagement.

2.1. Demographics

Population figures provided by the Wyoming Department of Administration and Information's 2024 population update estimate the population of Alpine, Wyoming is 1,360.

Additional demographic insights rely on the American Community Survey's 2024 five-year estimate. ACS estimates are used in this plan to understand general demographic patterns and inform outreach strategies rather than to represent precise counts. This data is intended to support engagement planning, such as identifying potential language needs or communities that may require additional engagement. This summary is intended to be supplemented by local knowledge, stakeholder input, and on-the-ground observations where available.

- Total households: 519
- Age
 - Median age: 33.8
 - Individuals 65 and older: 5.1%
 - Individuals under 18 years: 23.2%
- English only spoken at home: 92.8%
- Income
 - Median household income: 93,942
 - Poverty: 8% (of those reported living in poverty, 19.4% are over the age of 65)
- Commuting
 - 38.6-minute average travel time to work (Wyoming state average is 19.7 minutes)
 - 64.4% drive alone, 20% carpool
- Race and ethnicity
 - 92.2% of the population identify as white
 - 5.1% of the population identify as two or more races



2.2. Key Stakeholders

Engagement efforts will focus on reaching a broad range of users and stakeholders including:

- Alpine residents and property owners
 - Stakeholders from previous Master Plan effort
- Local business owners and employees along Highway 89
 - Specific business owners on the corridor
 - Jenkins
 - Ace
 - KJ's
 - Broulim's
- Seasonal residents and visitors
- Community organizations
 - Alpine Trails and Pathways
 - Top of the Rockies
 - Cushing Terrell (Alpine Master Plan Consultant)
- School representatives and families
 - Lincoln County School District #2
 - Jumpstart Learners Preschool
 - Wyoming Classical Academy – Alpine Campus
 - Children's Development Center (CDC)
 - Playroom Learning Center (Adventure Kids)
- Emergency services and public works staff
 - Lincoln County sheriff
 - Alpine Fire District
 - Star Valley Health EMS
 - Wyoming Highway Patrol
- Partner agencies
 - WYDOT
 - Lincoln County
 - FHWA Wyoming Division
 - Alpine Travel and Tourism Board
 - Alpine Planning and Zoning Commission
 - Bridger Teton National Forest
 - Wyoming Game and Fish
 - Bureau of Reclamation (BOR)



3. Engagement Approach

The engagement approach emphasizes a combination of stakeholder coordination, in-person community engagement, and online participation tools to ensure broad access to the planning process in a small, rural community context.

This engagement process is designed to:

- Engage elected officials, agency partners, and community organizations early and often
- Provide multiple opportunities for public input throughout the project lifecycle
- Ensure engagement findings are documented, summarized, and incorporated into the Action Plan

3.1. Tactics and Strategies

Tactics and strategies in this effort will focus on meeting the community where they are and leveraging project partners to bolster outreach efforts.

Table 2. Tactics and Strategies Matrix

Tactics	Purpose	Audience	Outputs/Deliverables	Due
Bi-weekly project manager meetings	Maintain alignment on scope, schedule, and budget	Alpine Project Manager, Consultant Project manager	<ul style="list-style-type: none"> • Meeting summary notes 	Bi-weekly throughout project
Monthly Project Management Team Meeting	Review progress, resolve issues, coordinate tasks	Alpine Project Manager, Consultant Project manager, other task leaders as needed	<ul style="list-style-type: none"> • Meeting summary notes 	Monthly throughout project
Agency Coordination (WYDOT / FHWA)	Confirm data, NEPA requirements, and demonstration compliance	Town of Alpine, WYDOT, FHWA, Consultant	<ul style="list-style-type: none"> • Meeting summary notes • Documents/data review 	As needed throughout project
Develop a Communications and Public Involvement Plan	Establish a clear framework for engagement and communications	Town of Alpine staff, Project management team (PMT)	<ul style="list-style-type: none"> • Communications Plan Document 	April 17, 2026
Develop stakeholder list	Stakeholder list to identify key stakeholders, build invitation list for stakeholder workshops and key community influencers	Town of Alpine staff, Project management team (PMT)	<ul style="list-style-type: none"> • Key stakeholder list 	April 17, 2026



Tactics	Purpose	Audience	Outputs/Deliverables	Due
Safety Action Plan Stakeholder Kickoff Workshop (virtual)	Introducing project purpose, SS4A requirements, and Safe System Approach	Alpine staff, WYDOT, Lincoln County, law enforcement, schools, businesses, residents	<ul style="list-style-type: none"> Email invite using stakeholder list Workshop materials Meeting presentation slides Summary of input to inform analysis 	May 7, 2026
Online engagement and ongoing input	Establish an online PublicCoordinate map to support workshops and open houses	General public, residents, agencies, community representatives, decision makers	<ul style="list-style-type: none"> PublicCoordinate Map Comment summary and data export 	Ongoing throughout project
Project awareness and advertising	Make engagement opportunities and comment opportunities widely available to all residents and stakeholders		<ul style="list-style-type: none"> Informational flyer share with partners and posted in town Postcard to each household within Alpine Social media content Written content for our Town Newsletter and The Palisades Post 	Ongoing throughout project
Stakeholder workshop #1 (in-person)	Identify safety challenges, priorities, and high risk locations	Alpine staff, WYDOT, Lincoln County, law enforcement, schools, businesses, residents	<ul style="list-style-type: none"> Email invite using stakeholder list Summary of input to inform analysis 	May 21, 2026
Community open house #1	Gather community perspectives on safety issues and connectivity needs	General public, key stakeholder group, corridor stakeholders	<ul style="list-style-type: none"> Meeting plan Advertising materials Meeting materials (maps, boards, presentations) Summary of participant feedback 	May 21, 2026



Tactics	Purpose	Audience	Outputs/Deliverables	Due
Stakeholder workshop #2 (in-person)	Review and refine strategies, project types, and demonstration concepts	Alpine staff, WYDOT, Lincoln County, law enforcement, schools, businesses, residents	<ul style="list-style-type: none"> Email invite using stakeholder list Stakeholder feedback on strategies and demonstration alternatives 	July 2026 (not yet scheduled)
Community open house #2	Share proposed solutions and gather public feedback	General public, key stakeholder group, corridor stakeholders	<ul style="list-style-type: none"> Meeting plan Advertising materials Meeting materials (maps, boards, presentations) Summary of participant feedback 	July 2026 (not yet scheduled)
Community open house #3	Present draft Safety Action Plan and gather final input	General public, key stakeholder group, corridor stakeholders	<ul style="list-style-type: none"> Meeting plan Advertising materials Meeting materials (maps, boards, presentations) Summary of participant feedback 	March/April 2027 (not yet scheduled)
Town Council/Planning & Zoning Meeting #1	Share progress and receive policy direction	Town Council, Planning & Zoning Commission	<ul style="list-style-type: none"> Meeting presentations Feedback summary 	TBD – Town Council meetings take place on the first and third Tuesday
Town Council/Planning & Zoning Meetings #2	Share progress and receive policy direction	Town Council, Planning & Zoning Commission	<ul style="list-style-type: none"> Meeting presentations Feedback summary 	TBD – Town Council meetings take place on the first and third Tuesday
Demonstration Project Engagement	Evaluate public experience with temporary safety treatments	General public, key stakeholder group, corridor stakeholders	<ul style="list-style-type: none"> Advertising materials Demonstration feedback summary 	September – October 2026 (not yet scheduled)
Documentation and report	Final reporting and ensure SS4A compliance	FHWA, Town of Alpine, general public	<ul style="list-style-type: none"> Packaged notes, surveys, maps and engagement summaries 	March/April 2027



3.2. Documenting and Incorporating Input

All engagement activities will be documented through meeting notes, attendance records, survey results, and summaries of public and stakeholder feedback. The consultant will track how input is considered and incorporated into technical analysis, strategy development, demonstration evaluation, and final Action Plan recommendations. Engagement documentation will be included in the Safety Action Plan and SS4A reporting materials.

