

Route N Corridor Great Places Engagement Plan

Project Description

This plan outlines the strategy for stakeholders and community engagement for Route N Great Places; a local initiative developed through the East-West Gateway Great Streets Initiative. It serves as a roadmap for a two-way exchange of information, ensuring the project team both shares clear, accessible information and actively listens to the people who live, work, travel, invest, and worship in the Route N project area.

The Route N Great Places project area is a 2-mile corridor along Route N, beginning 0.4 miles west of Perry Cate Blvd extending east to 0.5 miles east of Duello Rd. In addition to the Route N roadway, the study area encompasses adjacent neighborhoods, parcels, and activity centers; key intersections and access points; and connections to schools, churches, businesses, open spaces, and other community destinations. The project area extends beyond the roadway itself to capture the broader land-use, development, and environmental context, recognizing that the function and character of Route N are shaped by both transportation conditions and the surrounding built and natural environments.

Through a combination of targeted stakeholder engagement and broad public outreach, the process will support a community-driven vision for Route N as a Great Place, balancing mobility, safety, economic vitality, and quality of place. Engagement will be closely coordinated with technical and design milestones so that public input meaningfully shapes outcomes.

This plan is organized around the following topics:

- Engagement Objectives and Desired Outcomes
- Audiences: Who Will Be Engaged
- Engagement Questions and Methods
- Roles and Responsibilities
- Engagement Schedule
- Engagement Coordination and Tracking

Engagement Objectives and Desired Outcomes

To clearly communicate how engagement will inform decision-making, this section summarizes engagement objectives, methods, and desired outcomes. Objectives align with the International Association for Public Participation (IAP2) Spectrum and are listed in order of influence on the project outcomes.

Objective 1: Inform the public and stakeholders about the Route N Great Places Project, its purpose, scope, and timeline.

Outcomes:

- Increased awareness of the project and its relationship to growth and development along Route N
- Clear understanding of what the plan will and will not do

Objective 2: Consult corridor users and the broader community to develop a shared vision and guiding goals for Route N for the future development or improvements of the Route N corridor.

Outcomes:

- Community-informed vision and goals
- Clear priorities to guide design concepts

Objective 3: Collaborate with developers, property owners, and institutional stakeholders to understand constraints, opportunities, and implementation considerations.

Outcomes:

- Trust-building with impacted stakeholders
- Identification of feasible, aspirational place-making strategies
- Assess appetite to deviate from current development patterns that dominate the area to support broader community goals

Objective 4: Collaborate closely with project sponsors and partner agencies to align priorities, responsibilities, and implementation opportunities.

Outcomes:

- Shared understanding of roles and next steps
- Defined funding pathways and policy alignments for key project elements that are consistent with partner organization goals and implementation capacity

Audiences: Who Will Be Engaged

Engagement will follow a multilayered approach, recognizing that the project area on Route N serves people living in, going to, and traveling through the corridor. Targeted methods will be used for each audience group. These audience groups will include:

- Project Partners
- Decision Makers and Influencers
- Property Owners and Developers
- Corridor Users and General Public

Project Sponsors and Partners

Project sponsors and institutional partners are responsible for planning, funding, and implementation. Project sponsors are East-West Gateway and St. Charles County. And project partners may include MoDOT, Wentzville, Lake St. Louis, O'Fallon and potentially others.

Targeted Methods:

- Project management and coordination meetings
- Involvement in the Project Advisory Team (PAT)
- Milestone briefings
- Stakeholder interviews
- Charrette working sessions

Decision Makers and Influencers

Decision makers are elected officials and agencies with approval or funding authority. Influencers are organizations and leaders who shape public opinion and long-term

outcomes. Decision makers and influencers identified to date include Great Rivers Greenway, Missouri Department of Conservation, St. Charles County Economic Development Council, St. Charles County Parks, Trailnet, Western St. Charles Chamber of Commerce, Stone Meadows homeowner's association, St. Gianna Catholic Church, Hopewell Missionary Baptist Church, Immanuel Lutheran Church/School, and Wentzville School District leadership.

Targeted Methods:

- Involvement in the PAT (elected officials will not participate in the PAT)
- Briefings and stakeholder interviews
- Small-group discussions during key milestones
- Charrette working sessions

Property Owners and Developers

We will work with current and prospective property owners and developers with a direct interest in the corridor to identify their needs and ideas. They will include Autumn Hollow (Lombardo Homes), Harvest (McBride Homes), and Trailside Farm (Kolb Grading). Property owners, such as Toedebusch Family Partnership, will also be included. There are 313 unique property owners now, and a total of 560 parcels in the project area.

Targeted Methods:

- Involvement in the PAT
- Direct outreach and stakeholder interviews
- Charrette working sessions

Corridor Users and General Public

We will actively seek input from students, residents, employees, commuters, and regional travelers who use Route N to ensure their input meaningfully informs and advances the project.

Targeted Methods:

- Direct outreach
- Online engagement and surveys

- Public meetings and open charrette hours

Targeted Methods:

- Involvement in the PAT
- Direct outreach and stakeholder interviews
- Charrette working sessions

Potential Engagement Questions and Methods

Engagement will be structured around project phases, with questions evolving as concepts are refined.

Potential Engagement Questions

Vision and Values

- How should the Route N Great Places project area be experienced in 20 years?
What should it look and feel like?
- What does a “Great Place” mean in this context?

Mobility and Safety

- Where are the biggest challenges today?
- How should the Route N Great Places project area balance moving traffic with safety and access?

Land Use and Development

- How should development evolve?
- What types of destinations or amenities are missing?
- What would create more of a neighborhood feel at key points along the corridor?

Tradeoffs and Priorities

- What tradeoffs are acceptable to achieve long-term goals?
- What should happen first?

Engagement Methods

Online Content: Create a stand-alone interactive website as a center for project information, communication, and public input.

Direct Outreach: Communications Kits: This will include e-newsletter language and social media posts at key milestones and activities.

Online Digital Engagement (may include a survey, mapping exercises, and an online comment section): Developed before the charrettes to inform early concepts. These activities will be hosted on Social Pinpoint.

Project Advisory Team: This group will guide the process and will include project partners, decision makers, influencers, property owners, and developers, over the course of the project through five meetings, first one being virtual.

Charrette-Based Engagement: A five-day charrette with open public access and targeted stakeholder sessions to test ideas and scenarios.

Public Meetings: Two public meetings will be held during the process. The first will be held during the charrette to gather feedback on concepts and priorities; the second will be held at the end of the project to share concepts and priorities and to share with participants how their feedback was included throughout the process.

Roles and Responsibilities

Engagement is a collaborative effort among Shockey Consulting, RDG, East-West Gateway, St. Charles County, and project partners.

	Shockey	RDG	EWG/St. Charles County
Engagement Plan	Lead	Review	Review
Contact Database	Lead/maintain	Support	Support
Online Content	Lead Content	Post on Social Pinpoint	Review content
Online Digital Engagement	Draft engagement materials	Assist with engagement	Review content

		materials/post on Social Pinpoint	
Communications	Lead (Content)	Review	Review/Distribute
Project Advisory Team (PAT)	N/A	Lead/Invite PAT Members (after Mtg 1)	Co-Host/Invite PAT Members (Mtg 1 only)
Stakeholder Interviews	N/A	Lead/Debrief	Invite/Review Debriefs
Charrette-Based Engagement	Support	Lead	Review materials/promote/attend
Public Meetings	Mtg 1 – Full support during charrette process Mtg 2 – Promo support	Lead	Review materials/promote/attend

Engagement Schedule

Timeframe	Purpose	Engagement Tasks/Milestones
Jan 2026	Preparing to Engage	Contacts Database Community Engagement Plan Project Website Development
Feb 2026	Visioning, Opportunity Identification & Project Introduction	Project Advisory Team Kick-off Stakeholder Interviews Online Engagement and Survey Launch
March 2026	Charrette and Public Mtg	5-day workshops with targeted groups and public access session
April 2026	Preferred Plan Development	Preferred Development Concept Workshop
May 2026	Draft to Final Plan	Final Plan Open House

Engagement Coordination and Tracking

Shockey will serve as the engagement coordinator, ensuring activities are implemented as planned and aligned with project milestones. Engagement effectiveness will be evaluated using both quantitative and qualitative measures, including:

- Representation across target audiences
- Clear integration of input into the vision and recommendations
- Documentation of how feedback influenced decisions

For each public engagement activity, the project team will complete [East West Gateway's engagement tracker form](#).

The Engagement Plan will remain flexible and may be updated as needed, in coordination with the project team, to address emerging needs. It will be formally reviewed at the conclusion of each engagement phase and after major public activities. The project team will assess participation metrics, stakeholder feedback, and progress toward engagement objectives to determine whether adjustments are needed. Any changes will be documented and coordinated with the client to ensure continuity and accountability. Engagement success will be measured using defined metrics such as participation levels, audience diversity, quality of feedback, and stakeholder awareness.