

# Public Participation Plan

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For the Rural Transportation Planning Program

The Appalachian Council of Governments



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The public participation plan for the Appalachian Council of Governments describes tools and strategies to ensure accurate and timely public information and participation in transportation planning. The plan describes the transportation planning process, public involvement methods, and evaluation measures for public involvement activities.

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## I. INTRODUCTION

The Appalachian Council of Governments (ACOG) policy is to support and encourage public participation and to adhere to the principles of the rural transportation planning process. The ACOG's public participation policy is designed to ensure opportunities for the public to express its views on transportation issues and to become active participants in the decision-making process.

## II. BACKGROUND

Although the ultimate responsibility of rural transportation planning in South Carolina lies with the SCDOT, each COG has responsibilities similar to that of the Metropolitan Planning Organizations (MPOs), who are responsible for urban transportation planning. A portion of the SCDOT's State, Planning, and Research (SPR) funding is allocated to the COGs to facilitate an ongoing rural transportation planning process. Each COG, in partnership with the SCDOT, is responsible for implementing a transportation planning process that fully complies with the federal planning requirements established by the Fixing America's Surface Transportation (FAST) Act. Each COG is required to submit a Rural Planning Work Program (RPWP) outlining the planning emphasis areas and planning projects for the year. Through this process, each COG establishes regional goals and objectives, identifies the current condition of the transportation system, provides research and data analysis, and identifies and prioritizes transportation needs for input to the Statewide Multi-modal Transportation Plan and State Transportation Improvement Program (STIP).

The ACOG also maintains a Long Range Transportation Plan (LRTP) that includes the following elements: system upgrade, intersections, safety, maintenance/resurfacing, signalization, mass transit, and bike and pedestrian facilities. Potential projects are ranked and recommended by the advisory committees to the COG boards based on funding availability. The long range plans include both constrained and unconstrained needs. The long range plan is updated every 5 years from the date of adoption, or as needed.

The ACOG receives local input on transportation projects from its regional Rural Transportation Technical Advisory Committee (RTAC), which is a newly established technical committee that consists of ACOG staff and representatives of the SCDOT. This committee plays an important role in identifying, analyzing and prioritizing transportation needs and goals for the ACOG region and makes recommendations to the ACOG Regional Transportation Committee, then to the Board of Directors, which is the policymaking body. Consequently, local governments are directly consulted and given an opportunity to identify transportation needs on the state system. The RTAC meets as needed to review project status, evaluate proposed modifications to the STIP, update long-range plan and funding priorities, comment on rural functional classification changes, receive input on the rural work programs, and coordinate special studies.

## III. GOVERNMENTAL REQUIREMENTS

The previous transportation authorization, MAP-21, describes Federal Planning Factors issued by Congress to emphasize a national perspective. Under the FAST Act these existing planning factors

remain unchanged. However, the FAST Act does add two additional factors to consider. The eight existing planning factors and two newly added factors (in BOLD and italics) are as follows:

1. Support the economic vitality of the United States, the States, nonmetropolitan areas, and metropolitan areas, especially by enabling global competitiveness, productivity, and efficiency;
2. Increase the safety of the transportation system for motorized and nonmotorized users;
3. Increase the security of the transportation system for motorized and nonmotorized users;
4. Increase the accessibility and mobility of people and freight;
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;
6. Enhance the integration and connectivity of the transportation system, across and between modes throughout the State, for people and freight;
7. Promote efficient system management and operation;
8. Emphasize the preservation of the existing transportation system;
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation; and
10. Enhance travel and tourism.

## **IV. PUBLIC PARTICIPATION PROCESS**

### **A. General Guidelines**

The ACOG Rural Transportation Public Participation Plan is intended to provide direction for public participation activities and contains the vision, goals, objectives, and techniques used by ACOG for public participation. In its public participation process, the ACOG will strive to:

1. Provide timely information about transportation issues and processes to citizens, local governments, affected public agencies, representatives of transportation agencies, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties and segments of the community affected by transportation plans, programs and projects.
2. Provide reasonable public access to technical and policy information used in the development of the LRTP, STIP, RPWP, and other appropriate transportation plans and projects, and conduct open public meetings where matters related to transportation programs are being considered.
3. Give adequate public notice of public participation activities and allow time for public review and comment at key decision points, including but not limited to, the approval of the LRTP, STIP, RPWP, and other appropriate transportation plans and projects.
4. Respond to all applicable public input. When significant written and oral comments are received on the draft transportation plan (including the financial plan) as a result of the public participation process, a summary, analysis, and report on the disposition of comments shall be made part of the final plan.
5. Provide a public comment period of not less than 21 calendar days prior to adoption of the LRTP, STIP, RPWP, any amendments or updates, and other appropriate transportation plans and projects.
6. Coordinate its Public Participation Process with statewide Public Participation Processes wherever possible to enhance public consideration of the issues, plans and programs, and reduce redundancies and costs.
7. Periodically review the Public Participation Process to ensure it provides full and open access to all. Portions of the process which are found not to meet the needs of the constituency will be revised.

## **B. Public Participation Plan Vision, Goals & Policies**

The vision for the public participation plan is that the public will be provided thorough information on transportation planning services and project development in a convenient and timely manner. The following goals and policies have been established.

**Goal 1:** To actively engage the public in the transportation planning process according to the policies contained in Federal and State law as well as in this Public Participation Plan.

- A. The ACOG shall maintain an up-to-date database of contacts including at a minimum the following persons:
  - Federal, state, local agencies responsible for planned growth, economic development, environmental protection, airport operations, freight movements, land use management, natural resources, and historic preservation

- Elected Officials
- Local Government Staff
- Transportation Agencies (freight, port, airports, transit, etc.)
- Representatives of Users of Public Transportation
- Representatives of Users of Pedestrian and Bicycle Transportation
- Representatives of the Disabled
- Local Media
- Homeowners' Associations
- Civic Groups
- Special Interest Groups
- Individuals expressing an interest in transportation planning activities

- B. The ACOG shall, when feasible, electronically send and/or mail meeting announcements (invitations) to SCACOG contact list or to targeted groups upcoming activities.
- C. The ACOG shall employ visualization techniques to depict transportation plans. Examples of visualization techniques include: charts, graphs, photo interpretation, maps, use of GIS, artist's renderings, physical models, and/or computer simulation.

**Goal 2:** The ACOG shall keep the public informed of on-going transportation related activities on a continuous basis.

- A. SCACOG shall make all publications and work products available to the public via Internet, staff office, and employ visualization techniques to describe transportation actions as part of the LRTP.
- B. Staff shall be available to provide general and project-specific information at a central location during normal business hours and after hours at the request of groups with reasonable notice.
- C. The ACOG shall maintain a Transportation section on its website and maintain transportation related maps on its mapping website.
1. The website shall be updated and maintained to provide the most current information available.
  2. The website shall, at a minimum, contain the following information:
    - Current ACOG Transportation Planning Staff contact information (i.e. name, title, mailing address, phone, fax, and e-mail)
    - Meeting calendars and agendas
    - Brief descriptions of current projects
    - Work products and publications (TIP, LRTP, RPWP, PPP)
    - Comment/Question form
    - Links to related agencies (e.g. the SCDOT)
    - Transportation maps

**Goal 3:** The ACOG shall encourage the participation of all citizens in the transportation planning process.

- A. Target audiences shall be identified for each planning study conducted by the ACOG, including residents, business and property owners and those traditionally underserved and underrepresented populations, including but limited to, low income and minority households, within the study area.
- B. The ACOG shall, whenever feasible, hold public meetings at a scheduled time, location, and building facility convenient to potentially affected citizens.
- C. The ACOG will provide an additional opportunity for public comments, if the final LRTP or STIP differs significantly from the version that was initially made available for public comment.

**Goal 4:** The ACOG shall strive to continuously improve public participation.

- A. The ACOG shall continuously evaluate public participation techniques, according to the procedures contained in this Public Participation Plan.
- B. The Public Participation Plan shall be reviewed and adopted, with revisions if necessary, at least every three (3) years.

**Goal 5:** The ACOG shall participate in public participation activities for individual transportation improvement projects from the planning phase through construction.

- A. The ACOG shall actively assist SCDOT, local governments and transportation agencies in the development and implementation of public participation techniques for planning and other studies.
- B. The ACOG shall keep local elected officials apprised of projects in their jurisdictions and will help coordinate communication between SCDOT and local governments through all project stages, including but not limited to planning, funding, design, materials, ROW acquisition, and construction.

## V. CURRENT PUBLIC PARTICIPATION TECHNIQUES

Public participation is an ongoing activity of the SCACOG RTAC. An effective public participation plan is characterized by techniques and procedures that enable citizens to become well informed. This section contains descriptions of public participation tools of which SCACOG currently uses and proposes to use in the future. These tools are as follows:

### A. Charrettes

Description: Charrettes are typically intense, possibly multi-day meetings involving municipal officials, planning officials and local residents. A charrette is instrumental in identifying key

issues early, promotes joint ownership of the solution and attempts to diffuse traditional confrontation between stakeholders.

Activities: Project specific meetings, corridor studies, sub-area studies, other planning studies and workshops.

## **B. Consultation**

Description: The ACOG will consult, as appropriate, with agencies and officials responsible for other planning activities that are affected by transportation within the ACOG region. To coordinate the planning function to the maximum extent practicable, such consultation will entail comparing LRTPs and TIPs as they are developed with the plans, maps, inventories, and planning documents developed by other agencies. This consultation will include, as appropriate, contact with the following groups: State, local, Metropolitan Planning Organizations (MPO), and private agencies responsible for planned growth, economic development, environmental protection, airport operations, freight movements, land use management, natural resources, and historic preservation. The ACOG maintains an open consultation policy, whereby any private citizen or entity responsible for transportation in the ACOG region may contact ACOG and be included in the consultation process.

Activities: Public hearings/meetings, copies of this plan on the CRCOG website (for viewing/downloading purposes), meetings with ACOG Staff.

## **C. Display Ads**

Description: These ads are used to promote meetings that are not regularly scheduled, such as corridor study workshops. They are published on the ACOG website in order to reach a larger audience than those that typically read legal ads.

Activities: Project specific meetings, workshops, open houses or hearings.

## **D. Direct and Electronic Mailings**

Description: Direct Mailings are used to announce upcoming meetings or activities or to provide information to a targeted area, group of people, or the media. Direct mailings are usually letters, but can be post cards, fliers, or email notification. An area may be targeted for a direct mailing because of potential impacts from a project. Groups are targeted that may have an interest in a specific issue, for example cyclists/cycling clubs and pedestrians may be targeted for pathways and trail projects.

Activities: Project specific meetings, workshops, open houses, corridor studies, small-area studies, other planning studies or major activities.

## **E. Legal Advertisements**

Description: The SCDOT requires a minimum thirty (30) day advertisement of any public meeting where a decision could be made that would make a significant change to an existing plan or program. Ads are published to solicit public comment and/or review of the requested



change or plan update. The ads provide a description of the meeting agenda, including contact information.

Activities: Corridor studies, sub-area studies, other planning studies funded with federal or state transportation funds, major TIP amendments, updates of the LRTP and RPWP, and other major ACOG TAC activities.

## **F. ACOG Databases**

Description: Staff maintains databases of all contacts, both business and public, on a continuous basis. The database includes committee membership, mailing information, phone numbers, fax numbers, and e-mail addresses. The database is used for maintaining up-to-date committee membership lists and lists of individual with a special interest in ACOG activities including the media and public interest groups. Membership mailing lists generated using the database may be provided to the public, municipalities and other agencies upon request or as appropriate. The databases are used to establish and maintain a list of e-mail contacts for electronic meeting notification and announcements.

Activities: The databases are used to enhance other public participation activities.

## **G. Transportation Planning Website**

Description: The transportation planning website is found within ACOG's website, under the drop-down menu "Services," then "Planning Services," then "Transportation Services." The site provides basic information about the ACOG, transportation planning process, and staff contact information. ACOG publications and work products, such as the RPWP, TIP, and LRTP are available for downloading from the site. The site is maintained and updated by ACOG staff. The website address is [www.scacog.org](http://www.scacog.org).

Activities: The site is used to promote regular and special meetings, planning studies, publications and work products.

## **H. Public Information Meetings**

Description: These are public meetings that are generally open and informal, with project team members interacting with the public on a one-on-one basis. Short presentations may be given at these meetings. The purpose of public informational meetings is to provide project information to the public and to solicit public comment.

Activities: Corridor studies, sub-area studies, other planning studies, project priority process, certification review, LRTP update, and other major ACOG activities.

## **I. Public Notices**

Description: The SCACOG regularly advertises COG Board of Directors meetings.

Activities: Regular meetings, other public meetings.

## **J. Small Group Meetings**

**Description:** During projects such as planning studies, meetings are held with small groups that have an interest in the project. Meetings could be with homeowners or neighborhood associations, civic groups, special interest groups, or other groups of affected or interested parties.

**Activities:** Corridor studies, sub-area studies, other planning studies, and other ACOG activities.

## **K. Surveys**

**Description:** Surveys are used when very specific input from the public is desired. A survey can be used in place of comment cards to ask very specific questions such as whether a person supports a specific alignment in a corridor study. Surveys are also used to gather technical data during corridor and planning studies. For example, participants may be asked about their daily travel patterns.

**Activities:** Corridor studies, sub-area studies and other planning studies.

## **L. Visualization**

**Description:** The ACOG recognizes that an important element to public participation is to provide the public, when possible, visual as well as written descriptions of transportation projects. Through visual imagery, the complex features of proposed transportation plans, policies, and programs can be portrayed at appropriate scales—region, local, project architecture, etc.—and from different points of view. To this end, the ACOG will utilize various visual design techniques; some of which may include: sketches, drawings, artist renderings, photography, aerial photography, mapping, simulated photos, videos, computer modeled images, interactive geographical information system (GIS), GIS-based scenario planning tools, photo manipulation and computer simulation.

**Activities:** Planning Studies, STIP amendments, and other ACOG activities.

# **VI. EVALUATION METHODS, PERFORMANCE GOALS, AND IMPROVEMENT STRATEGIES**

In order to determine the effectiveness of the public participation tools, they must be evaluated and compared to established performance goals and or desired outcomes. The typical methods for evaluating the effectiveness of public participation tools are surveys and quantitative statistical analysis.

## **A. Surveys**

Surveys typically consist of short, specific questions regarding public participation tools that are ongoing or that were used on a specific project. Surveys can be conducted in person, by phone, mail or e-mail. Face-to-face and telephone surveys provide quick responses and can be used when a respondent's answer may lead to a follow-up question. Mail and e-mail surveys

(SurveyMonkey and other) may be used to provide written record of respondent's answers. Mailback surveys can be distributed at meetings, inside other publications, or by mailing directly to potential respondents. Surveys will be used to evaluate citizens' responses on the effectiveness of the tools.

## **B. Statistical Analysis**

Statistics can be used to determine the "return on the investment" or outcomes of public participation tools. This type of evaluation can be an indicator of whether or not the tools used for public participation are actually reaching the intended audience or which tools had a greater response rate. Statistical analysis will be used to evaluate survey responses and most tools' rates of success will be compared with evaluation measures.

The ACOG continually strives for improved public participation. Improvements should be made to increase public awareness and to improve the quantity and quality of information provided to the public. The decisions made by the ACOG affect the entire population, both residents and visitors. Therefore, seeking public input on those decisions is vital to the success of the ACOG as the organization responsible for rural transportation planning in the Upstate Region of South Carolina.