



US 52 Bus Rapid Transit Feasibility Study – Public Involvement Plan

Berkeley-Charleston-Dorchester Council of Governments

May 2024

CONTENTS

PROJECT OVERVIEW	5
PUBLIC INVOLVEMENT PLAN GOALS	7
GUIDING PRINCIPLES	7
TARGET AUDIENCES	7
COMMUNITY INTELLIGENCE ANALYSIS	9
TITLE VI, ENVIRONMENTAL JUSTICE & LIMITED ENGLISH PROFICIENCY	11
PUBLIC ENGAGEMENT STRATEGY & PROCESS.....	13
PUBLIC INVOLVEMENT & COMMUNITY ENGAGEMENT STRATEGIES	13
PUBLIC OPEN HOUSES.....	13
BUSINESS & COMMUNITY MEETINGS.....	13
POP UPS & COMMUNITY EVENTS.....	14
SURVEYS	14
ONLINE & DIGITAL ENGAGEMENT	14
STAKEHOLDER MEETINGS.....	14
TIMELINE	16
AGENCY & STAKEHOLDER COORDINATION.....	17
TECHNICAL COMMITTEE.....	17
BRT VISIONING WORKSHOP	17
STAKEHOLDER WORKING GROUP	17
TRI-COUNTY LINK COORDINATION	17
EQUITABLE ENGAGEMENT CONSIDERATIONS.....	19
MEASURING OUTREACH & PERFORMANCE	21
APPENDIX A: STAKEHOLDER LIST.....	23
APPENDIX B: PROJECT MAPS	27
APPENDIX C: CHATS PUBLIC PARTICIPATION PLAN	37

FIGURES

FIGURE 1: PROJECT TIMELINE.....	16
FIGURE 2: STUDY AREA.....	28
FIGURE 3: CIT ANALYSIS.....	29
FIGURE 4: CORRIDOR RACE AND ETHNICITY	30
FIGURE 5: INCOME AND POVERTY LEVELS	31
FIGURE 6: CORRIDOR LANGUAGES.....	32
FIGURE 7: VEHICLE OWNERSHIP.....	33
FIGURE 8: POPULATION AGE.....	34
FIGURE 9: SINGLE PARENT HOUSEHOLDS.....	35

TABLES

TABLE 1-1: MEDIA OUTLETS	8
TABLE 2-1: STAKEHOLDER WORKING GROUP	24

US 52 Bus Rapid Transit Feasibility Study

Non-Discrimination Statement

Berkeley Charleston Dorchester Council of Governments (BCDCOG) operates its programs and services without regard to race, color, and national origin in accordance with the Title VI of the Civil Rights Act. Any person who believes he or she has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with BCDCOG.

For more information on BCDCOGs Title VI Policy and the procedures to file a complaint, contact the Title VI Designee Robin Mitchum at (843) 529-0400; email robinm@bcdcog.com; or write to the Title VI Coordinator at 5790 Casper Padgett Way, North Charleston, SC 29406. For more information visit the Title VI Program document at www.bcdcog.com/transportation-planning.

A complainant may file a complaint directly with the SC Department of Transportation by contacting the Title VI Program Coordinator, P.O. Box 191, Columbia, SC 29201-0191.

If information is needed in another language, contact (843) 529-0400

~Si se necesita información en otro idioma llame al (843) 529-0400

Title VI Statement

The BCDCOG is committed to ensuring that no person is excluded from participation in, or denied the benefits of its services on the basis of race, color, or national origin, as protected by Title VI of the Civil Rights Act of 1964. For more information or to file a written complaint if you believe you have been subjected to discrimination under Title VI, you may contact the BCDCOG by mail 5790 Casper Padgett Way, North Charleston, SC 29406, or by phone at (843) 529-0400, TTY 1-800-735-8583, or by e-mail at robinm@bcdcog.com, or directly to the Office of Civil Rights, Federal Transit Administration, 1200 New Jersey Avenue, SE, Washington, D.C. 20590. For more information on the procedure to file a complaint, please refer to the Title VI Program.

Para obtener más información sobre la Política del Título VI de BCDCOG y los procedimientos para presentar una queja, comuníquese con el Designado del Título VI al (843) 529-0400; correo electrónico robinm@bcdcog.com; o escriba al Coordinador del Título VI en 5790 Casper Padgett way, North Charleston, SC 29406

PROJECT OVERVIEW

The US 52 Bus Rapid Transit (BRT) Feasibility Study (US 52 BRT Study) is an effort by the Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) to address significant growth and improve public transit along the US 52 corridor stretching 22-miles from North Charleston to Moncks Corner. This study will evaluate the feasibility of implementing a BRT system on the US 52 corridor to connect to the planned Lowcountry Rapid Transit System (LCRT) in North Charleston at US 78.

The US 52 corridor is an important connection between North Charleston, Goose Creek and Moncks Corner and is poised for continued growth and development. Its proximity to Charleston and North Charleston makes it attractive for both residential and employment growth. This anticipated population growth will bring increased demand on local infrastructure and impact quality of life in the region.

In 2018 the BCDCOG completed the Regional Transit Framework Plan (RTFP) to identify a network of transit improvements to improve mobility and connectivity throughout the BCD region. US 52 was identified in the RTFP as the second-highest ranked project for transit improvements, including BRT. Following the RTFP, BCDCOG began work on the US 52 Corridor Study to establish a vision and plan for future growth along the US 52 corridor. The US 52 Corridor Study also offered a range of context-sensitive multimodal solutions, such as high-capacity transit (HCT), that attempt to maximize existing infrastructure, improve roadway safety, increase the corridor's accessibility and create new, long-term capacity to accommodate future growth.

The US 52 BRT Feasibility Study (study) will build off the findings of RTFP and US 52 Corridor Study to refine transit recommendations into an implementable action plan and determine the most feasible option to implement rapid transit service along the corridor.

A detailed map of the corridor is included as **Figure 2: Study Area** within [Appendix B](#).

US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

PUBLIC INVOLVEMENT PLAN GOALS

The Public Involvement Plan (PIP) is designed to inform the team about the policies, procedures, expectations and strategies to promote meaningful engagement with stakeholders and communities throughout the study. Given the 22-mile length of the corridor, or study area, includes a diverse array of communities that have evolved over decades of continued growth and economic development in the region, public involvement will play a significant role in the study's success. The PIP will be updated throughout the study to document progress and evaluate effectiveness of public involvement efforts. This PIP will guide the team to ensure compliance to all relevant statues, procedures, policies and requirements relating to public involvement including Charleston Area Transportation Study (CHATS) Public Participation Plan, Americans with Disabilities Act (ADA), Title VI of the Civil Rights Act of 1964 (Title VI) and Executive Orders (EO) 12898 & 13166.

GUIDING PRINCIPLES

The BCDCOG is committed to establishing a framework for informing, educating and engaging stakeholders and the general public throughout the US 52 BRT Feasibility Study. The PIP and all outreach activities will leverage previous efforts and outreach from BCDCOG projects including LCRT, US 52 Study, RTFP and more. The PIP outlines a transparent and inclusive process to engage the public and stakeholders throughout the study. The team commits to providing:

- An easily navigable process in which to get information and become involved in the study.
- An opportunity to review and comment on a variety of areas and milestones along the study timeline.
- A broad understanding of BRT and how it could function with existing transportation modes in the region.
- Clear and concise messaging to inform, educate and engage the public and stakeholders.
- Tailored strategies and materials to promote engagement with diverse communities and stakeholders including Environmental Justice (EJ) and Limited English Proficient (LEP) communities in the region.
- Targeted and specific efforts to increase participation by traditionally underrepresented communities and groups as required by Title VI and to track participation by these groups.
- A framework to demonstrate how feedback will be incorporated into the study.

TARGET AUDIENCES

The communities of the tri-county area are diverse and comprise of varied demographics, preferred methods of receiving information and varying levels of understanding and interest in transit and BRT. To effectively engage and create an inclusive outreach program, the following categories of communities and stakeholders will be targeted for participation in the study:

- Residents (owners and renters along the corridor)
- Homeowner associations, neighborhood and community groups
- Existing transit users
- Traditionally underserved communities
 - Low-income populations

US 52 Bus Rapid Transit Feasibility Study

- LEP populations
- EJ communities
- Persons with disabilities and their advocates
- Senior citizens
- Youth
- College students
- Federal, state and local elected officials and staff
- Federal, state and local partner agencies

The media will be engaged through the BCDOG’s communications team via their media distribution list and will include minority and community media outlets. The table below includes targeted media outlets and notes any minority, EJ, LEP or other communities of note. The table below is not comprehensive of all media outlets or channels that could be used to promote public engagement opportunities.

Table 1-1: Media Outlets

Outlet	Type	Notes
Post & Courier	Print	Daily publication for the Charleston Metro Area and local paper of record.
The Berkeley Independent	Print	Weekly publication for the Moncks Corner area.
The Gazette	Print	Weekly publication for the Goose Creek area.
El Informador	Digital	Spanish language bi-weekly newspaper covering the Charleston area.
Pasa La Voz Noticias	Digital	Spanish language news website covering the Charleston area.
Universal Latin News Charleston	Digital	Spanish language blog covering the Charleston area.
The Minority Eye	Digital	A minority focused digital media outlet focused on African American, Latino and Minority news.
89.3 WSCI	Radio	The local NPR station for the Charleston area.
93.3 WWWZ	Radio	A local radio station with a primarily African American audience.
94.3 WSCC	Radio	A local news talk station for the Charleston area.
105.5 WCOO	Radio	A local radio and news talk show for the Charleston area.

US 52 Bus Rapid Transit Feasibility Study

Live 5 News WCSC	TV	A local television news channel covering the Charleston area.
News 2 WCBD	TV	A local television news channel covering the Charleston area.
News 4 WCIV	TV	A local television news channel covering the Charleston area.
Fox 24 Charleston WTAT	TV	A local television news channel covering the Charleston area.

Community Intelligence Analysis

Understanding the demographics of communities in the study area supports the choices for engagement such as translation needs, platforms to access materials, options for event locations and times and approaches or tools for events. The following sections provide detailed demographic data and analysis that will inform public involvement efforts. The data was captured via HNTB’s Community Intelligence Analysis that uses data from the US Census Bureau and other trusted sources to catalogue and compile updated community data. The following content provides an analysis of the communities within the study area that runs along US 52 from North Charleston to Moncks Corner with a one-mile buffer from US 52’s centerline. Detailed maps of study area are included in [Appendix B: Project Maps](#) highlighting the demographic data discussed in this section.

As shown in **Figure 3: CIT Analysis** within [Appendix B](#), there are 11,646 residents and 31,465 jobs in the communities that are within or partially within the 22-mile study area. Close to 70 percent of residents and 73 percent of the jobs are located within communities in the southern half of the corridor and demographic and socioeconomic characteristics vary across the corridor.

Disadvantaged Communities

Identifying disadvantaged communities helps to ensure that historically underserved populations are engaged and able to provide meaningful input throughout the study. Almost 22 percent of communities within the study area are Justice40 Disadvantaged, all of which are located within the southern portion of the corridor. Nearly all of these communities are identified as areas of persistent poverty (refer to Poverty and Income section below) and also experiencing transportation disadvantages such as traffic safety burdens and transportation cost burdens according to the United States Department of Transportation (USDOT) Equitable Transportation Community (ETC) data.

Race and Ethnicity

Communities within or partially within the study area are nearly 44 percent persons of color, which is higher than Berkeley (30 percent) and Charleston (37 percent) counties. Communities at the southern end of the corridor have the highest concentrations of minority populations and some communities are as high as 87 percent people of color. **Figure 4: Corridor Race and Ethnicity** within [Appendix B](#) outlines the racial and ethnic breakdown of the corridor.

Income and Poverty

The median household income is about \$68,000 per year and household income is the highest in communities centrally located along the corridor.

US 52 Bus Rapid Transit Feasibility Study

About 13 percent of the population is living at or below the federal poverty thresholds which is similar to Berkeley (11 percent) and Charleston (14 percent) counties.

Communities in the southern portion of the corridor have the highest concentrations of in-poverty populations (15 percent) which is about 10 percent higher than the communities in the central areas of the corridor. Many of these communities have been identified as areas of persistent poverty. The highest concentrations of in-poverty populations (46 percent) are the communities near University Boulevard and Northwoods Mall.

Figure 5: Income and Poverty Levels within [Appendix B](#) provides a visual overview of the poverty and income levels along the corridor.

Languages

It is helpful to proactively understand English proficiency and languages spoken at home to facilitate meaningful access for persons within LEP communities, as required by EO 13166, and identify translation needs. Overall, about six percent of the communities speak English less than “very well” and the southern half of the corridor has the highest concentration of LEP populations. Near Joint Base Charleston and Charleston International Airport, up to a third of the overall population over the age of five speaks English less than very well. Spanish and Tagalog (including Filipino) are the most common languages spoken at home for LEP populations. A detailed map of the languages and LEP rates has been included in [Appendix B](#) as **Figure 6: Corridor Languages**.

Internet Access and Vehicle Ownership

Understanding internet access and vehicle ownership can help determine appropriate tools for engaging the public and when to host in person versus online events. Almost 12 percent of households along the corridor do not have internet access and five percent have no computing device at all, including cell phones. In the northern half of the corridor, approximately 21 percent of households do not have internet access. Concentrations of households without a vehicle is low at three percent throughout the corridor but eight percent of households in communities near Whitesville, in the northern portion of the corridor, do not have a vehicle available. **Figure 7: Vehicles Ownership** in [Appendix B](#) shows the rate of vehicle ownership along the corridor.

Disabilities

It can be helpful to understand where there are higher concentrations of people with disabilities to ensure effective communication and opportunities for engagement. Event locations need to be ADA compliant and accessible, and information must be available to people with vision or hearing disabilities. Overall, about 11 percent of the adult population between the ages of 18 to 64 has self-reported as having a disability.

Other Demographic Topics

Using event tools such as games or hosting transportation fairs can be helpful to engaging community members that may not otherwise participate or are difficult to reach, including seniors or youth populations. Overall, 25 percent of households, totaling thirteen percent of the corridor’s population include someone over the age of 64. **Figure 8: Population Age** in [Appendix B](#) highlights the breakdown of age along the corridor.

Single parents may have different time constraints and availability to engage in outreach events versus non-single parent households. About 60 percent of households are one to two person households, and most communities in the corridor include between 20 to 40 percent single-parent households with children under 18. There are communities in the southern part of the corridor where over 60 percent of

the households are single parent families with children under 18. For a visual representation of this data see **Figure 9: Single Parent Households** in [Appendix B](#).

Employment and Mobility

Ensuring that meetings are held at convenient and accessible locations is an important step in engaging with the public and can be supported by an understanding of the types of jobs and shifts in the area as well as travel times to destinations such as parks, schools, medical facilities and grocery stores.

Approximately 73 percent of jobs are located in the communities in the southern portion of the corridor. The most common sectors for jobs include retail trade, administration and support, health care and social assistance and accommodation and food services. Residents in the southern end of the corridor have short drive times to destinations such as schools, parks, grocery stores and medical facilities.

Job industries in the communities centrally located along the corridor differ from other areas and 50 percent of jobs are construction and manufacturing. The central and northern portions of the corridor have highest concentration of residents with a commute of one-hour or longer to work. Residents in the central portion of the corridor travel about 30 to 60 minutes to reach schools, parks, grocery stores and medical facilities.

TITLE VI, ENVIRONMENTAL JUSTICE & LIMITED ENGLISH PROFICIENCY

Based on the CIT analysis in the previous section, the team has identified several communities, primarily in the southern end, which qualify as Title VI, LEP, EJ and disadvantaged in the study area that will require additional outreach efforts. The team's additional outreach efforts will focus on reaching these communities and encouraging their participation through targeted advertising to reach minority groups, engaging community leaders and stakeholders, targeted pop-up and attendance at events within these communities and translating outreach materials as needed.

Further, the team will work to make all materials accessible to individuals throughout the study area in appropriate formats and languages. Outreach materials will be available for download as PDFs and hard copies can be sent to individuals when requested. All materials, websites, tools and other materials developed by the team will be comply with all ADA, Title VI, EJ, LEP and relevant EO requirements and standards.

US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

PUBLIC ENGAGEMENT STRATEGY & PROCESS

Proactive and responsive public engagement efforts will be conducted throughout the study. There will be three rounds of public outreach activities in which the team will inform and solicit public input during the existing conditions, TriCounty/Local Transit Routing Analysis, and BRT Feasibility phases.

PUBLIC INVOLVEMENT & COMMUNITY ENGAGEMENT STRATEGIES

The following tactics will be used to achieve the goals of this PIP. The following list is not comprehensive and will be updated throughout the study based on performance and results of public engagement efforts.

Public Open Houses

The team will hold one round of engagement with two public meetings to discuss the study and collect feedback from the general public. These meetings will be open house style to allow greater accessibility for the public to attend and participate without scheduling conflicts. The public meetings will invite participants to engage with the team and learn more about the specific topics important to them. Each meeting will include detailed and accessible materials to educate the general public and solicit feedback. The team will develop detailed meeting plans and engaging public facing materials for each meeting. The public meetings and other engagement opportunities will be advertised and promoted using the methods outlined below. The following list of tools will be updated as needed based on engagement results and event attendance.

- Traditional Media via press releases and legal advertisements
 - Local Newspapers
 - Radio
 - Television
- Social Media to be shared on BCDCOG's existing channels and project stakeholders.
- Stakeholder Committees
- Partner Organizations and Community Advocates

Based on the CIT analysis, the team will include targeted efforts to promote public meetings and engagement opportunities to Title VI, EJ, LEP and disadvantaged communities identified in the southern end of the corridor.

Business & Community Meetings

In addition to the public meetings, additional opportunities will be identified to engage businesses and community organizations through presentations, briefings and updates with community groups and businesses along the corridor. These opportunities could include speaking events with local chambers of commerce, neighborhood meetings or speakers bureau events. The team will develop engaging and educational materials like presentations or handouts to share key information and updates relevant to audiences throughout the study.

US 52 Bus Rapid Transit Feasibility Study

Pop Ups & Community Events

The team will plan to participate in targeted meetings or events occurring within the study area to further engage community members. This type of outreach could include tabling at farmers markets, neighborhood/homeowner meetings, events planned/organized by third-party organizations or any event that requests a speaker from the team. The goal of these activities is to increase public participation by bringing the study and team to the community in more approachable settings and engage individuals that may not otherwise participate in the study. The team could also identify key destinations along the corridor like grocery stores, community centers, large employers and other gathering places to reach target audiences. These events can be used to target specific communities or areas based on engagement results and needs of the team.

Surveys

Surveys will be developed to collect feedback from the public on a variety of topics to guide and inform the study. The surveys are an important component of the study to measure the public's perceptions and support for existing transit service in the corridor as well as potential improvements. Surveys will be developed via Survey Monkey, but printed versions will be provided to accommodate individuals that have little to no computer or internet access. Surveys will request demographic and geographic information to measure participation and allow the team to take additional steps to increase access from different communities if needed. The surveys will include questions for respondents on the following topics:

- Demographic information
- Geographic information
- Existing transit service
- Opinions for and on transit improvements
- Frequency of public transit use
- Barriers to increase public transit use.

Online & Digital Engagement

Online and Digital tools will create additional engagement opportunities for a large audience throughout the corridor. The team will utilize online and digital tools to promote surveys, advertise public meetings, educate followers on the study and increase overall participation. The following online and digital tools can be utilized for the study:

- BCDCOG's existing social media channels
- Online surveys
- Digital advertisements

In addition to the tools above, the team will create social media content to share with appropriate stakeholders and local agencies to publish on their social and digital channels to further increase public participation.

Stakeholder Meetings

In coordination with BCDCOG, the team will hold one-on-one meetings with key stakeholders to provide additional engagement opportunities and expand public involvement efforts. These meetings can be either in-person or virtual to accommodate schedules and availability of key staff and stakeholders. These meetings will inform stakeholders of important study information, collect feedback, provide opportunities to engage with the team and allow stakeholders to ask questions and clarify information. Materials for these meetings will be developed as needed to provide educational and engaging content

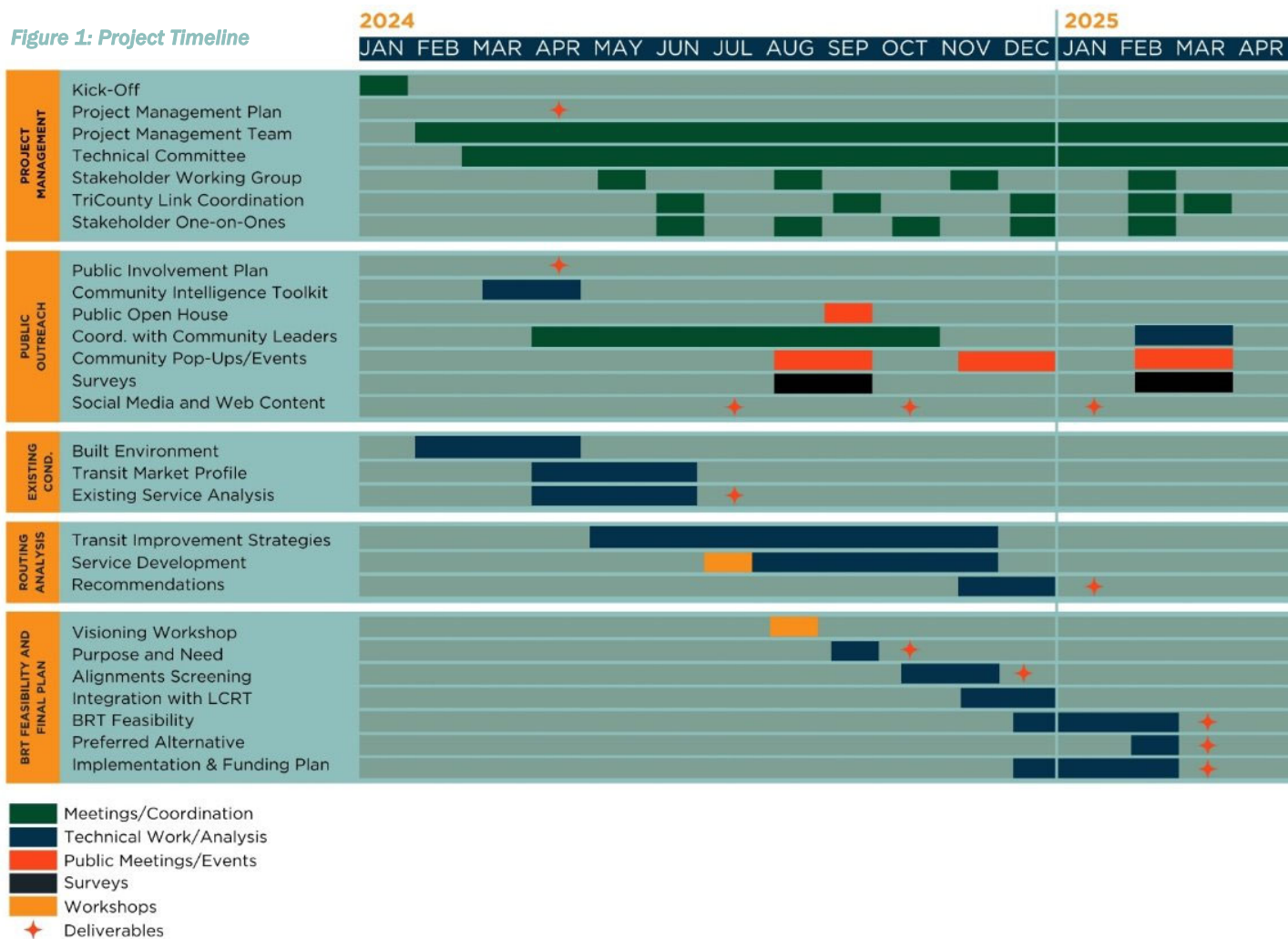
US 52 Bus Rapid Transit Feasibility Study

that is relevant to stakeholders and provides up-to-date information on the study. Additional information on stakeholder meetings is included in the Agency & Stakeholder Coordination section.

US 52 Bus Rapid Transit Feasibility Study

TIMELINE

The team has developed the following timeline to highlight key milestones and proposed public engagement periods. The timeline will be updated throughout the study to reflect changes as the study progresses.



AGENCY & STAKEHOLDER COORDINATION

The team will utilize a committee structure in addition to one-on-one engagement efforts to coordinate and facilitate feedback from all relevant agencies and stakeholders throughout the study. The individual committees are detailed further in this section but will include a diverse and holistic representation of all stakeholders for the US 52 corridor.

TECHNICAL COMMITTEE

The Technical Committee (TC) is comprised of technical staff from BCDCOG and local agencies. This committee's focus will be on reviewing technical information and providing feedback on member's respective areas of technical expertise. The TC will review and comment on the public engagement content. This committee will also assist the team with identifying relevant project stakeholders who will be included in the Stakeholder Working Group membership. The TC will hold meetings monthly.

BRT Visioning Workshop

A "Visioning Workshop" will be held with the TC to establish expectations and a common understanding of what a feasible BRT investment along the US 52 corridor could entail. The workshop will conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to better understand transit services and potential transit investments along the corridor. The feedback collected during the workshop will be used to inform the final study findings and recommendations. The workshop will be a collaborative activity facilitated by the team to create a genuine and valuable engagement point with TC members.

STAKEHOLDER WORKING GROUP

A Stakeholder Working Group (SWG) will be established to bring together key stakeholders and community leaders along the corridor. Members of the SWG will provide insight to the team on the needs and conditions along the corridor and collaborate to move the study forward. Members of the SWG will be determined through a collaborative process with BCDCOG staff, TC and the team to establish a diverse SWG representative of the corridor. The purpose of the SWG is to work collaboratively with the team to provide feedback throughout the study and advocate for various communities and interests along the corridor. The SWG will hold regular quarterly, or as needed, meetings either virtually or in-person. The SWG list will be updated throughout the study to reflect any changes or updates as they occur. The SWG list is included in [Appendix A](#).

TRI-COUNTY LINK COORDINATION

Due to the existing Tri-County Link (TCL) services in large parts of the corridor and the long-term goal of transitioning to a more efficient transit service in the future, the team will coordinate engagements with TCL stakeholders to better understand the existing services and incorporate the needs of TCL users into any future plans. In coordination with BCDCOG staff, the team will identify key stakeholders and other TCL advocates to solicit, collect and incorporate feedback on system improvements and needs into the study. The team will hold up to five meetings in-person or virtual meetings with TCL stakeholders to advance the TCL/Local Transit Routing Analysis and collect feedback for the final study report. TCL stakeholders will also participate in the BRT Visioning Workshop mentioned previously.

US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

EQUITABLE ENGAGEMENT CONSIDERATIONS

The team recognizes and commits to making every reasonable and practical effort to accommodate individuals with special needs and include members of historically disadvantaged groups, including minority, low-income, LEP, EJ and other communities. Targeted and unique approaches to engage members of these communities include:

- Coordinating with members of the TC and SWG to incorporate accessibility and inclusive strategies into outreach efforts.
- Conduct all outreach and engagement events in accessible and inclusive locations whenever possible.
- Host engagement opportunities in targeted areas to increase participation within these communities.
- Develop clear and concise messaging and engaging materials that are accessible to these communities to convey key information including how to engage with the team, opportunities for public involvement, contact information and schedules.
- Advertise public meetings in appropriate local publications to reach these communities including non-English publications and/or publications that focus on minority communities.
- Post updated information on the BCDCOG website including upcoming public meetings and engagement opportunities.
- Share all public materials in accessible formats as soon as possible through the BCDCOG's website.
- Place updates and advertisements in public transit vehicles.
- Engage community organizations and other entities in the area that can share or promote the study and public meetings to these targeted communities through their own communications channels.
- Determine any translation services needed based on demographic analysis and provide public facing materials in the necessary additional languages.

US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

MEASURING OUTREACH & PERFORMANCE

All outreach efforts will be tracked and documented in accordance with state and federal requirements, and reasonable efforts will be made to evaluate the effectiveness of outreach tools and activities including, advertising methods, meeting notification/communication methods, Environmental Justice/Title VI outreach methods, stakeholder outreach and public meetings. These tools and activities will be evaluated through the following:

- All online and paper survey respondents will be asked to provide zip code and voluntary Title VI demographic data to identify the level of participation of targeted groups.
- Survey respondents who provide geographic and demographic data will be mapped using ArcGIS to identify gaps in participation.
- Study website and social media activity will be tracked and analyzed for effectiveness.
- All public meeting comment forms will include questions assessing the effectiveness of meeting presentations and materials in conveying information in a clear and comprehensible manner.
- All content written for the public will undergo a readability analysis to ensure that it is written at a maximum of an 8th grade reading level or less.
- Participation of all online surveys will be assessed to determine if participation targets are being reached. If targets are not being reached, additional outreach methods will be implemented to target low participation groups.

Further, the team will work with the SWG to identify additional outreach methods to improve public engagement efforts. SWG members will be provided communications materials to share through social media, email, in-person events and more to expand the study's reach and audience.

To create an accessible and welcoming opportunity for engagement, all public meetings will:

- Take place near public transit stops (when possible).
- Take place in ADA compliant locations.
- Have language accessible materials (as needed).
- Be properly advertised in appropriate publications and shared online.

Following each stakeholder and public meeting, a general summary will be developed. These summaries will detail all public outreach and engagement activities, any feedback or comments received and any additional information needed to thoroughly document and track outreach and engagement activities as needed. The summaries will include, but is not limited to the following topics:

- Public Engagement Events and Attendees
- Public Meetings
- Stakeholder Meetings
- Public Comments
- Outreach Activities
- Pop-Up Events
- Community Presentations
- Digital Analytics
- Social Media Analytics

US 52 Bus Rapid Transit Feasibility Study

- **Advertisements**
- **Media Coverage**
- **Mailings**
- **Other Promotional Efforts**
- **EJ, Title VI & LEP Outreach**
- **Community Events**
- **In-person Engagements**
- **Mailers**
- **Flyers**
- **Signs**
- **Targeted Advertisements**
- **Stakeholder Meetings**
- **Presentations**

The summaries will be included in the final study report.

APPENDIX A: STAKEHOLDER LIST

US 52 Bus Rapid Transit Feasibility Study

Table 2-1: Stakeholder Working Group

Organization
Berkeley County
City of Goose Creek
Town of Moncks Corner
Berkeley County Chamber of Commerce
Charleston Metro Chamber of Commerce
Berkeley County EMS
Berkeley County Library
Berkeley County School District
Charleston Homebuilders Association
Charleston Moves
Charleston Trident Association of Realtors
Charleston Regional Development Alliance
City of Goose Creek
Charleston County
Coastal Conservation League
CSX
Dominion Energy
Fire Chiefs Association
Google
Lord Berkeley Conservation Trust
Norfolk Southern
Santee Cooper
SCDOT
SCDOT

US 52 Bus Rapid Transit Feasibility Study

SCDOT
Town of Moncks Corner
City of North Charleston
Berkeley County
Berkeley County

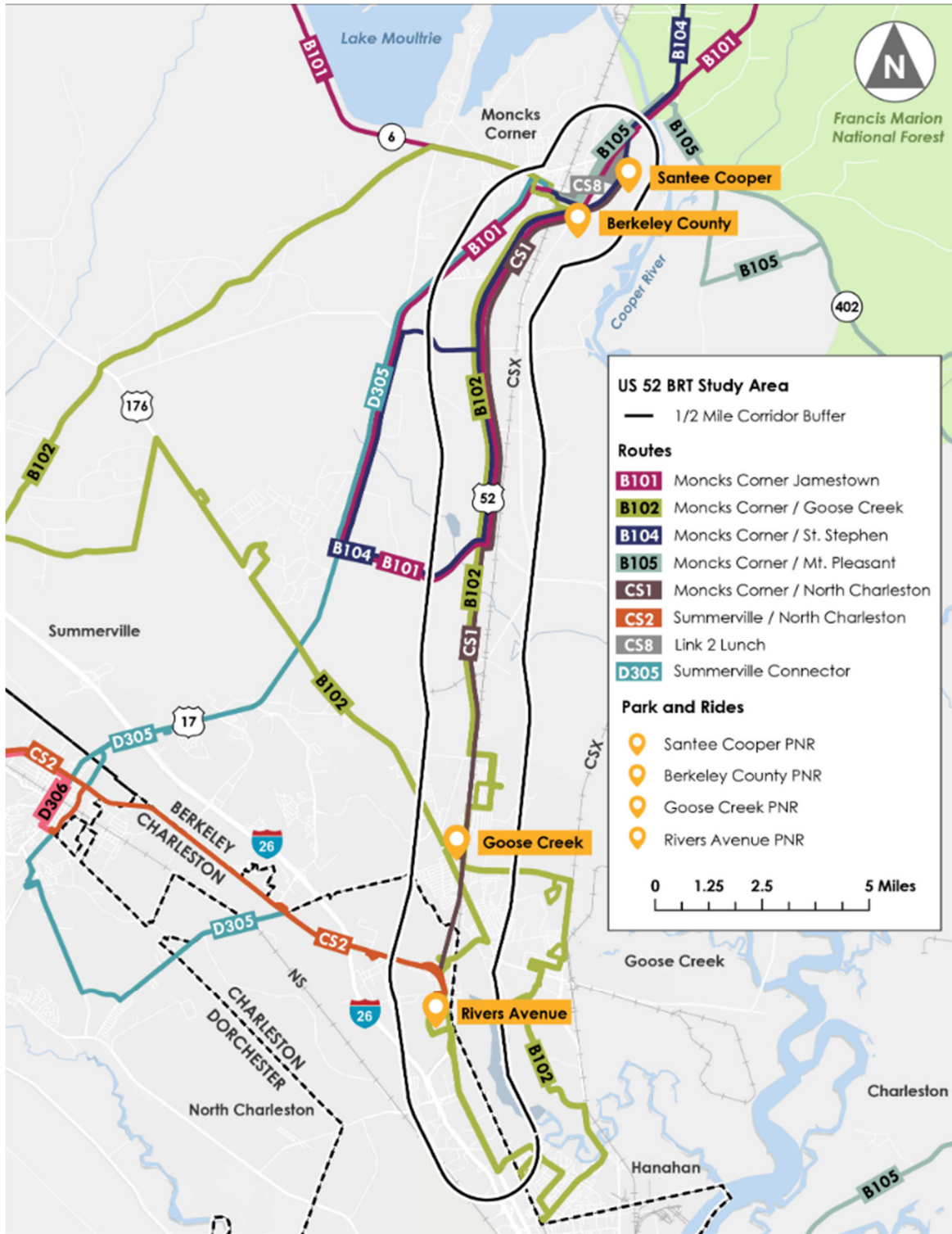
US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

APPENDIX B: PROJECT MAPS

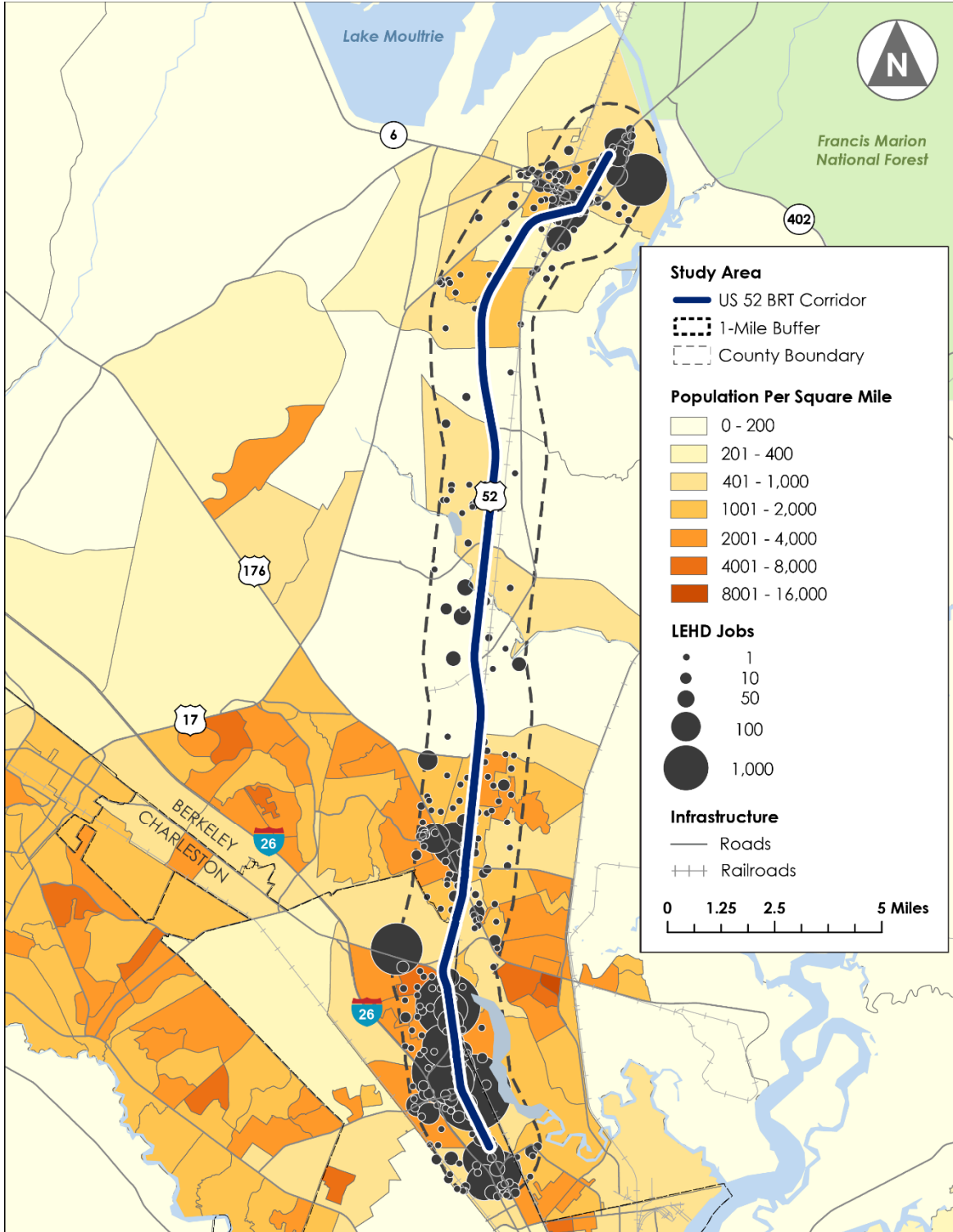
US 52 Bus Rapid Transit Feasibility Study

Figure 2: Study Area



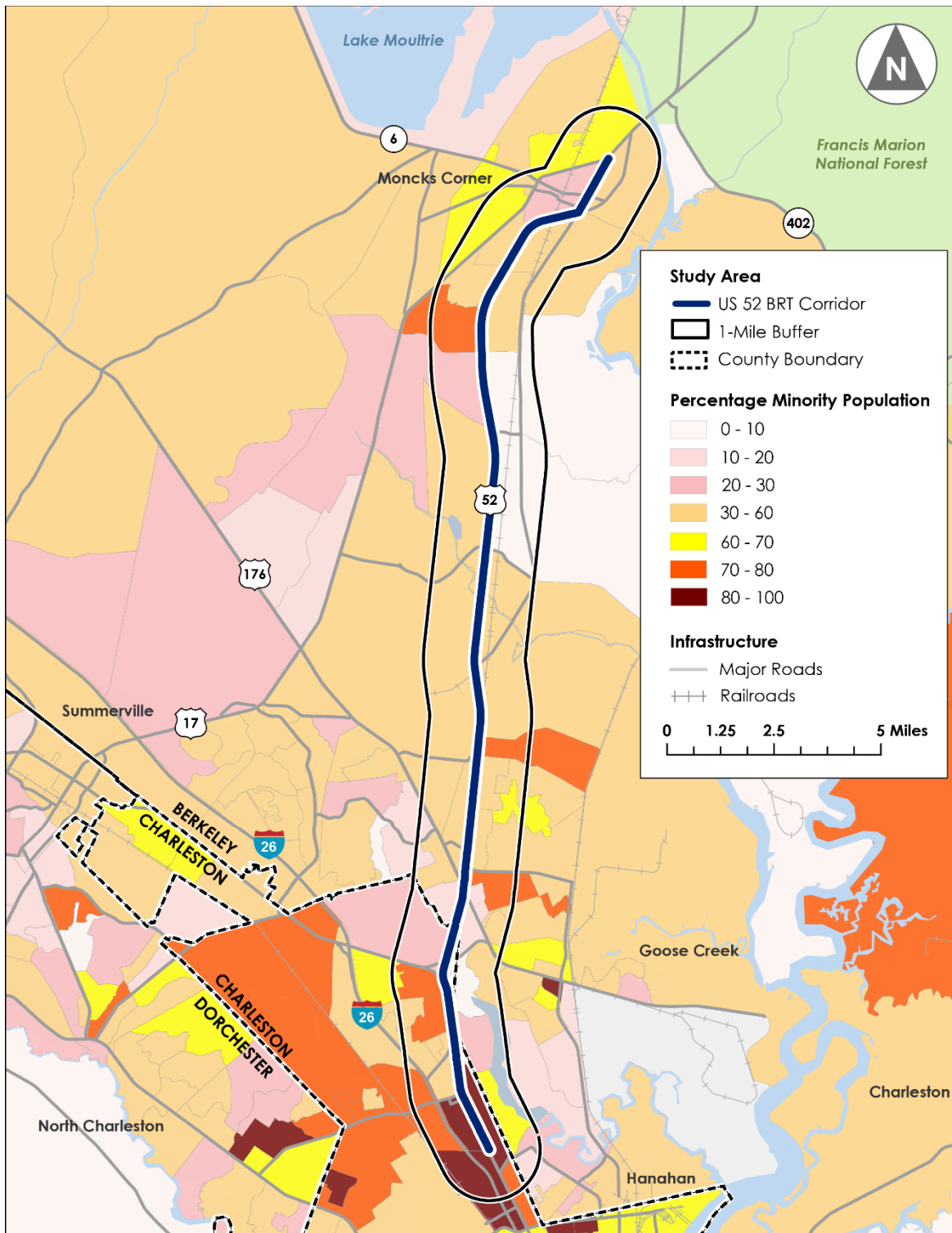
US 52 Bus Rapid Transit Feasibility Study

Figure 3: CIT Analysis



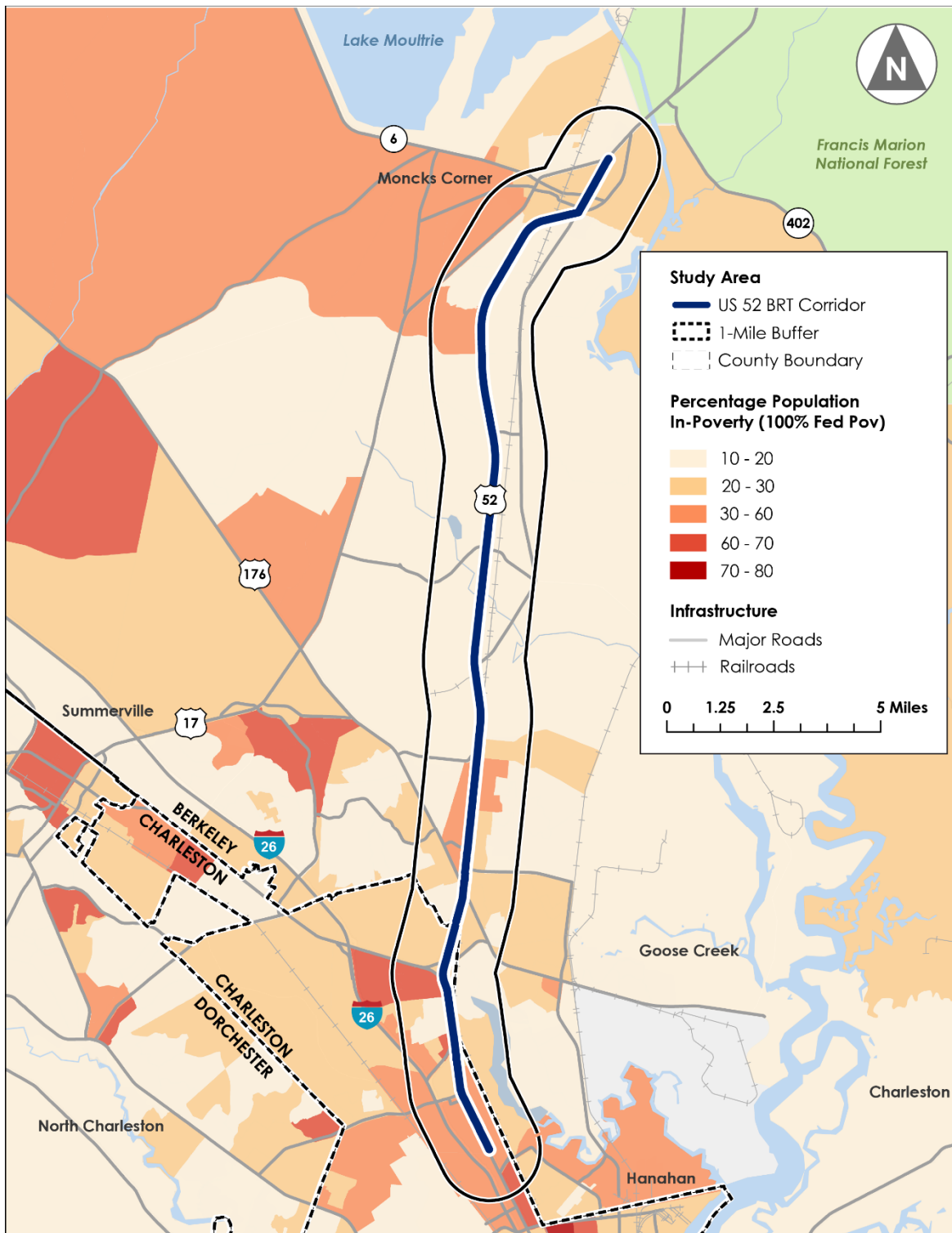
US 52 Bus Rapid Transit Feasibility Study

Figure 4: Corridor Race and Ethnicity



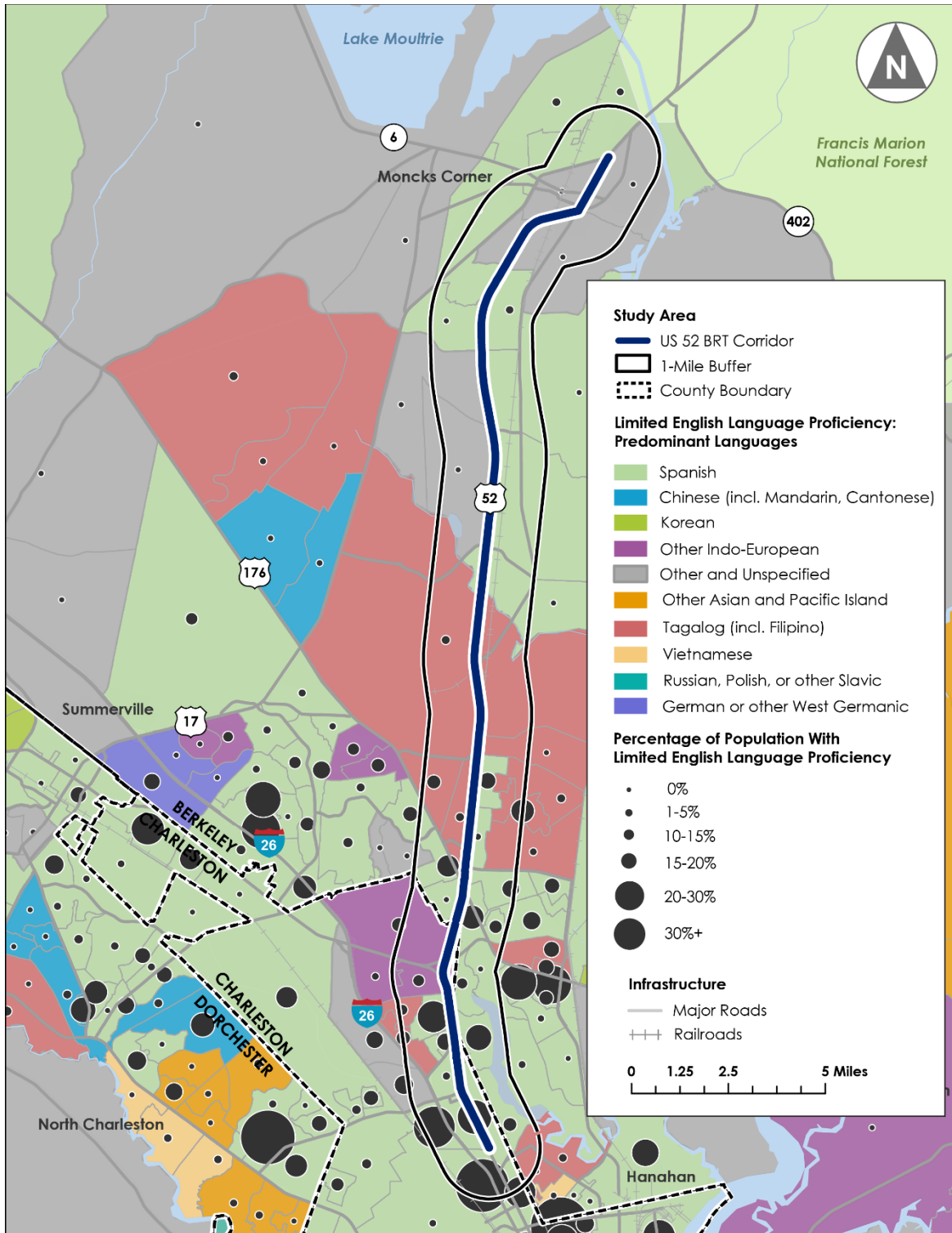
US 52 Bus Rapid Transit Feasibility Study

Figure 5: Income and Poverty Levels



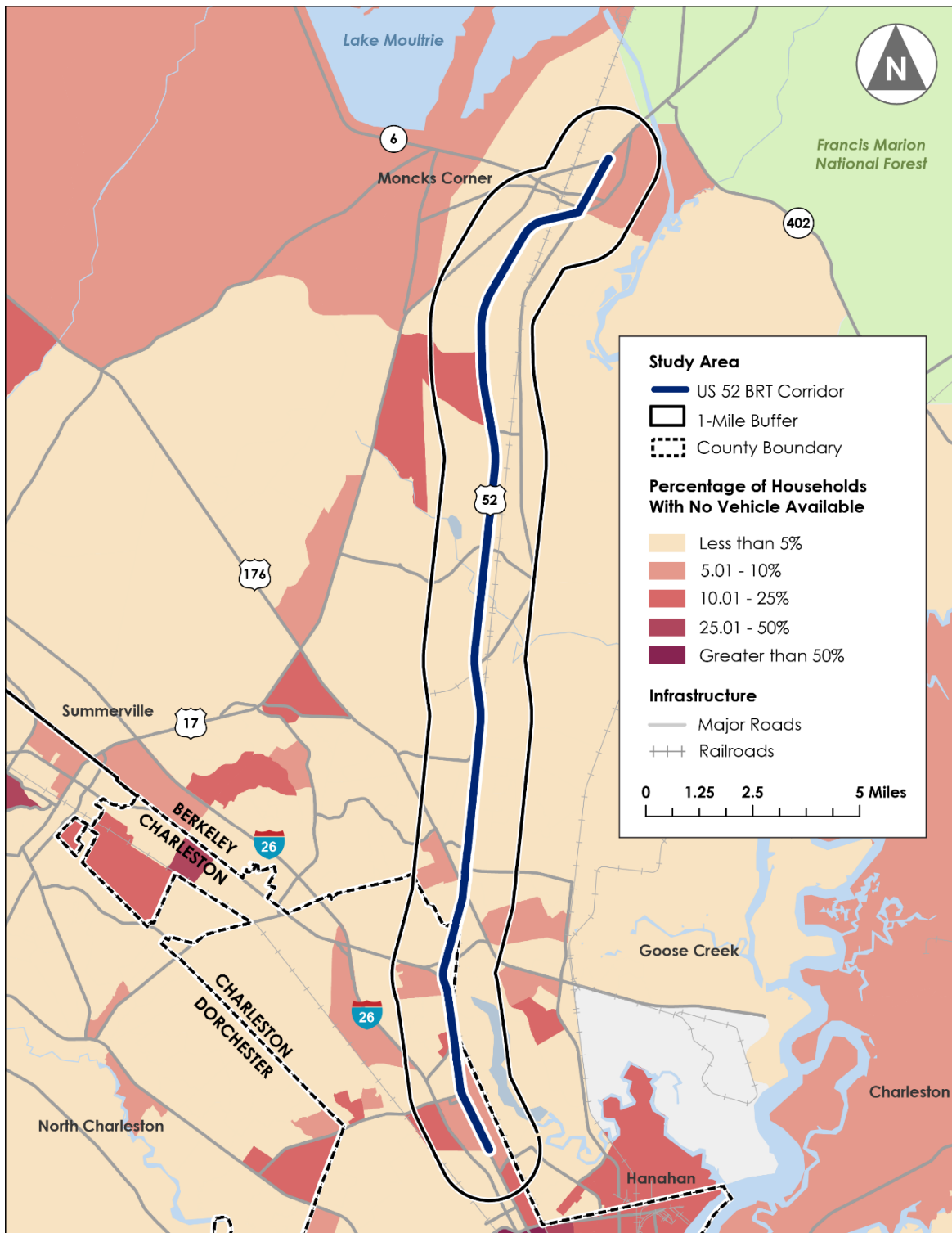
US 52 Bus Rapid Transit Feasibility Study

Figure 6: Corridor Languages



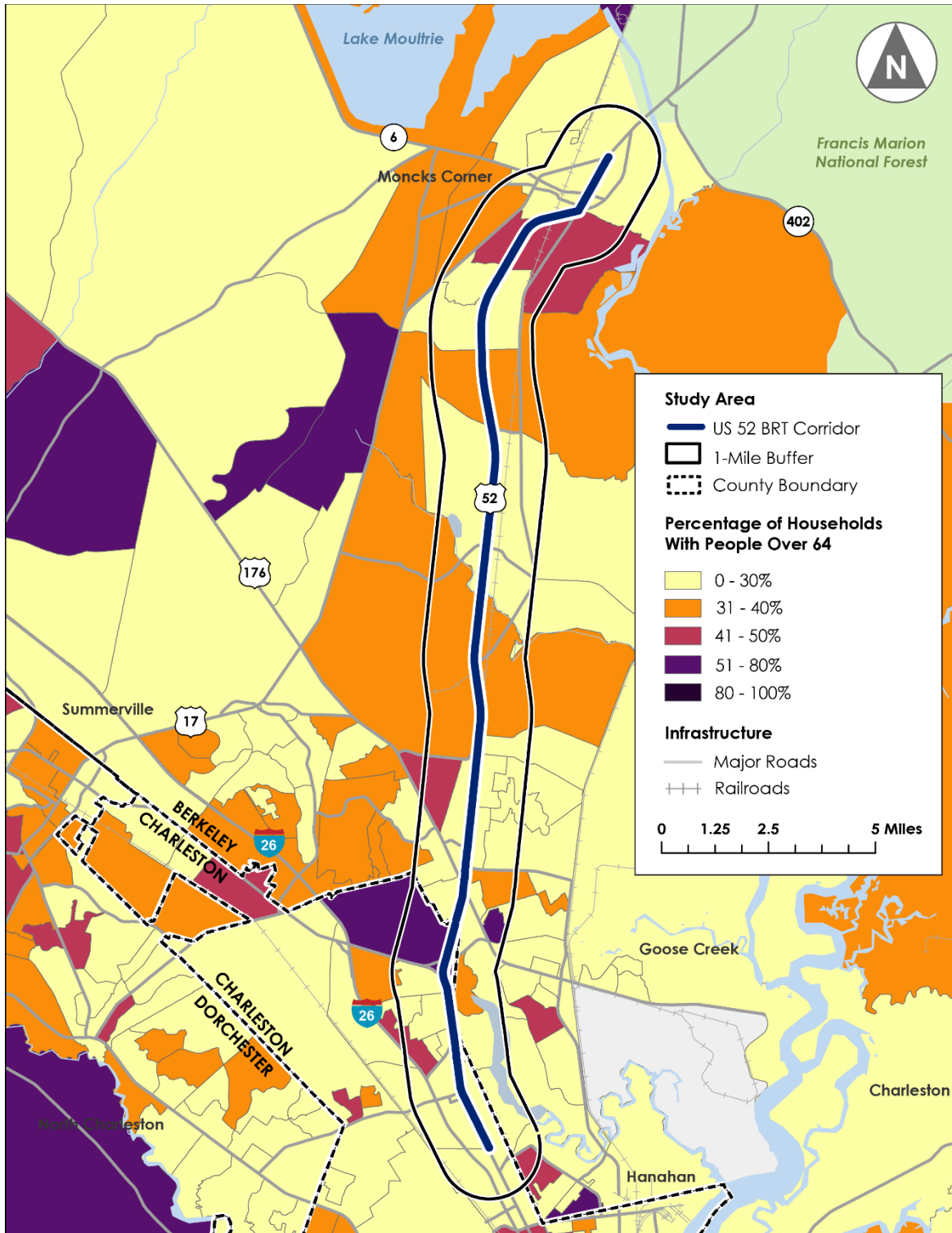
US 52 Bus Rapid Transit Feasibility Study

Figure 7: Vehicle Ownership



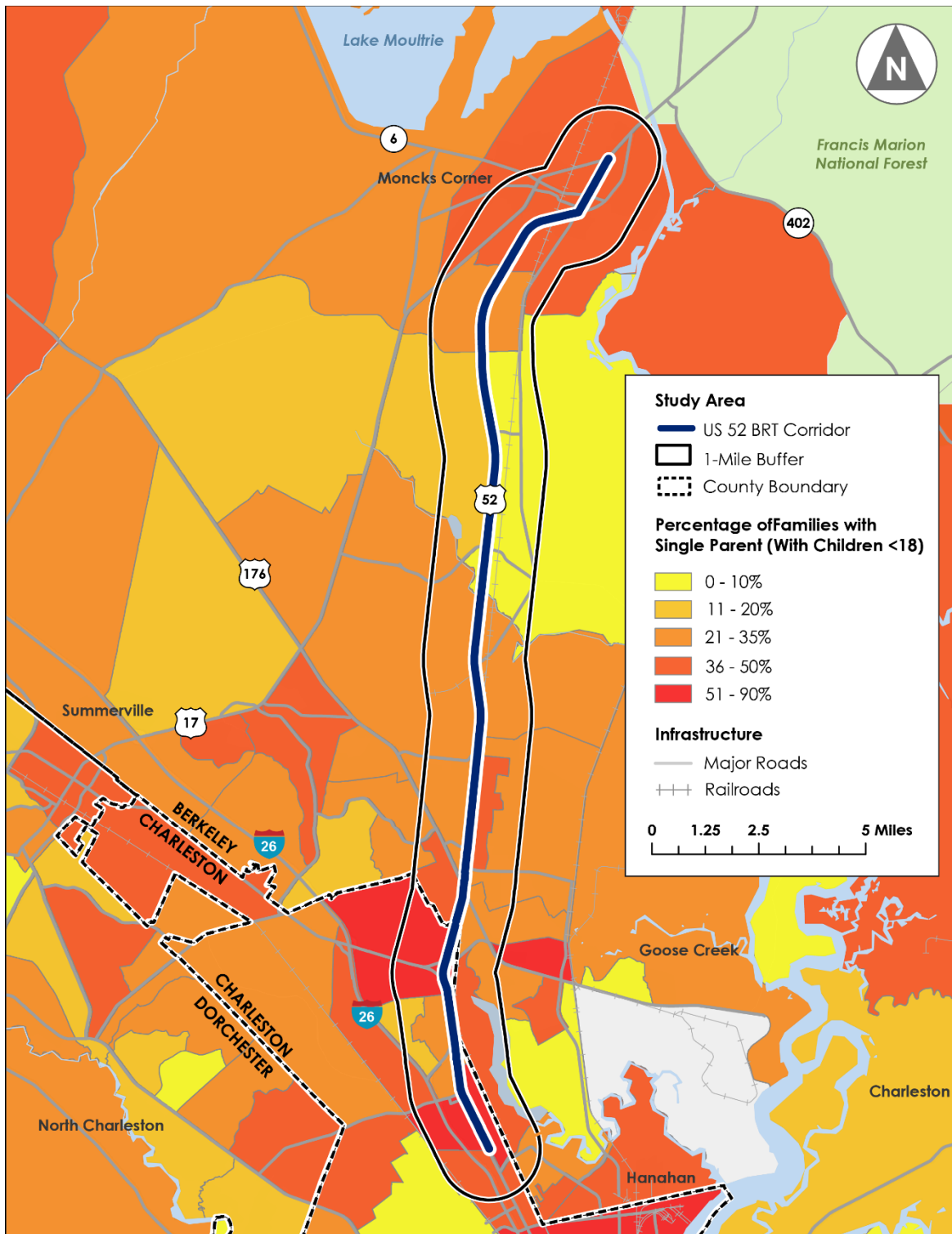
US 52 Bus Rapid Transit Feasibility Study

Figure 8: Population Age



US 52 Bus Rapid Transit Feasibility Study

Figure 9: Single Parent Households



US 52 Bus Rapid Transit Feasibility Study

This page intentionally left blank.

APPENDIX C: CHATS PUBLIC PARTICIPATION PLAN



CHATS

CHARLESTON AREA
TRANSPORTATION STUDY



PUBLIC PARTICIPATION PLAN

2019

Acknowledgments

Preparation of this document has been financed in part through funding from the Federal Highway Administration, the Federal Transit Administration, the South Carolina Department of Transportation, and the local government members that consist of the Charleston Area Transportation Study Metropolitan Planning Organization.

Non-Discrimination

Berkeley Charleston Dorchester Council of Governments operates its programs and services without regard to race, color, and national origin in accordance with the Title VI of the Civil Rights Act. Any person who believes he or she has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with BCDCOG.

For more information on BCDCOGs Title VI Policy and the procedures to file a complaint, contact the Title VI Designee Robin Mitchum at (843) 529-0400; email Robinm@bcdcog.com; or write to the Title VI Coordinator at 5790 Casper Padgett Way, North Charleston, SC 29406. For more information visit the Title VI Program document at www.bcdcog.com/transportation-planning.

A complainant may file a complaint directly with the SC Department of Transportation by contacting the Title VI Program Coordinator, P.O. Box 191, Columbia, SC 29201-0191.

If information is needed in another language, contact (843) 529-0400

~Si se necesita información en otro idioma llame al (843) 529-0400

Table of Contents

<i>Purpose</i>	4
<i>Fixing America’s Surface Transportation Act</i>	4
<i>Public Participation Plan Goals</i>	5
<i>Plans, Programs, and Projects</i>	6
<i>Monitoring and Evaluation</i>	6
<i>Policy Meetings Procedures</i>	18
<i>Public Meeting Principles</i>	19
<i>Outreach Methods</i>	20
<i>Title VI and LEP Outreach</i>	24
<i>Interested Parties and Consultation</i>	25
<i>Public Input</i>	26

Charleston Area Transportation Study Metropolitan Planning Organization (CHATS)

RESOLUTION ADOPTING THE CHATS PUBLIC PARTICIPATION PLAN

WHEREAS, a comprehensive, cooperative, and continuing transportation planning process is to be carried out in the CHATS Planning Area; and

WHEREAS, the Public Participation Plan describes a public review process of transportation planning activities to be undertaken by local, regional, or state agencies pertinent to CHATS; and

WHEREAS, the various state, local and regional agencies involved with transportation planning activities for CHATS have cooperatively developed a Public Participation Plan to be in compliance with FAST ACT requirements; and

WHEREAS, it is the function of the CHATS Policy Committee to adopt and approve a Public Participation Plan for the CHATS Metropolitan Planning Organization,

NOW THEREFORE, BE IT RESOLVED that the CHATS Metropolitan Transportation Planning Organization does hereby adopt and approve the Public Participation Plan.

READ AND ADOPTED the 23rd day of September 2019.


George Bailey, Chairman

Certified true and correct copy of a resolution adopted by the Charleston Area Transportation Study Policy Committee on September 23, 2019


Ronald E. Mitchum

Executive Director
Title

9/23/19
Date

Introduction

Federal law requires all metropolitan areas with populations greater than 50,000 people to designate a Metropolitan Planning Organization (MPO) to develop transportation plans for the region. It also requires that a Public Participation Plan be created to ensure adequate opportunities for the public to express its views on transportation issues and to become active participants in the decision-making process. This plan is intended to fulfill those requirements outlined in 23 Code of United States Federal Regulations (CFR) Part 450.316.

In 1977, Governor James Edwards appointed the Berkeley Charleston Dorchester Council of Governments (BCDCOG) to perform the planning and programming functions of the Charleston Area Transportation Study (CHATS) planning area as the region's MPO. BCDCOG/CHATS work with the South Carolina Department of Transportation (SCDOT), the Federal Highway Administration (FHWA), and the Federal Transit Administration (FTA) to ensure that transportation planning in the region is a continuing, cooperative, and comprehensive process.

The BCDCOG region includes all of Berkeley, Charleston, and Dorchester counties, while the CHATS planning area currently serves approximately 1,000 square miles spanning all three counties. The CHATS study area is comprised of the tri-county region's most urbanized areas as designated by the latest (2010) United States Census and other land expected to be urbanized within the next 20 years. Figure 1 shows both the BCDCOG and CHATS planning areas.

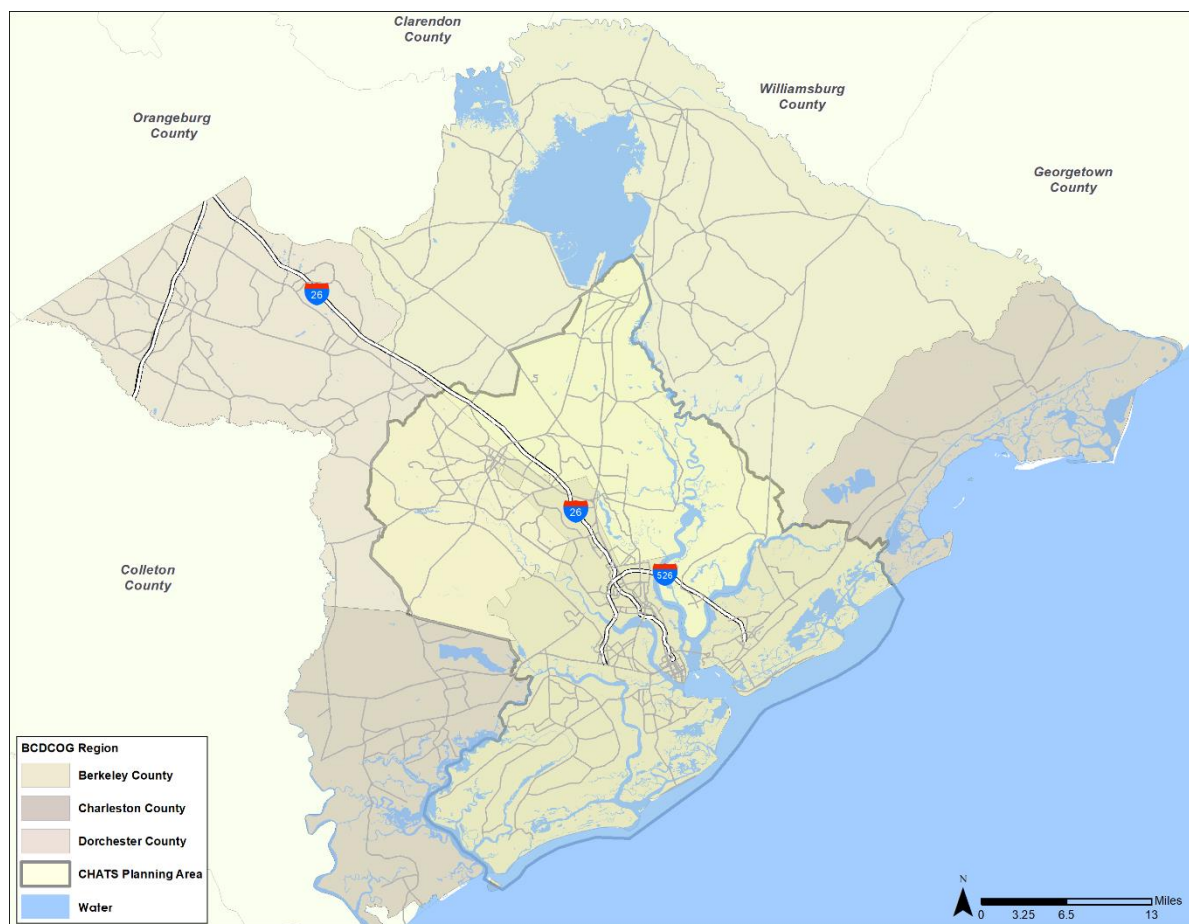


Figure 1 BCDCOG Region & CHATS Planning Area

Purpose

This document serves as the Public Participation Plan (PPP) for transportation planning activities by both the BCDCOG in the rural areas and the urbanized CHATS planning area. The regional transportation planning process is carried out by BCDCOG and its planning partners. The PPP describes the opportunities that will be made available to members of the general public and other interested parties to participate in planning activities and decision-making processes pertaining to the local expenditure of federal transportation funding. The plan sets forth guidelines that will be followed by BCDCOG/CHATS for public notification, the conduct of public meetings, and the adoption of federally-required transportation plans and programs. BCDCOG administers the transportation planning process on behalf of a federally-designated CHATS Policy Committee comprised of local elected leadership and state and regional transportation officials. The successful adoption of this plan, following a 45-day public review and comment period, satisfies the requirements set forth by Title 23 of the U.S. Code of Federal Regulations, part 450.316 (23 CFR 450.316).

Fixing America's Surface Transportation Act

Fixing America's Surface Transportation Act (FAST Act) was passed by the United States Congress and signed into law by President Obama in 2015. The FAST Act authorizes long-term federal funding towards transportation projects in the United States. The FAST Act defines ten specific planning factors to be considered when developing regional transportation plans and programs to ensure consistency with national goals and objectives.

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
2. Increase the safety of the transportation system for motorized and non-motorized users;
3. Increase the security of the transportation system for motorized and non-motorized users;
4. Increase the accessibility and mobility options available to people and for freight;
5. Protect and enhance the environment, promote energy conservation, improve 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, 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 storm water impacts of surface transportation; and
10. Enhance travel and tourism.

The FAST Act is codified in the U.S. Code of Federal Regulations (CFR) and published in the Federal Register by executive departments and agencies of the federal government. Title 23 of the United States Code contains rules and regulations for the regional transportation planning carried out by BCDCOG on behalf of the CHATS MPO (23 CFR Part 450, subpart C) with additional provisions provided in Title 49.

Public Participation Plan Goals

Goal 1: Inform the Public of its Role in the Transportation Planning Process

BCDCOG will educate and present information about the regional transportation planning process to the public as needed or requested. The transportation planning process includes plans, programs, and projects such as, but not limited to, the following:

1. **Plans** – Long Range Transportation Plan or the Congestion Management Process
2. **Programs** – Transportation Improvement Program or the Enhanced Mobility of Seniors & Individuals with Disabilities (Section 5310)
3. **Projects** – Any specific transportation project of regional significance and/or that has federal funding attached, such as an interstate capacity project¹

Goal 2: Solicit Public Input and Facilitate the Information Flow between the Public and Decision-Makers

BCDCOG will strategically identify opportunities for public participation in the development of all transportation plans, programs, and projects. BCDCOG will schedule and organize meetings where the public can provide feedback on transportation plans, programs, or projects. BCDCOG is responsible for compiling public comments into complete and concise documents for presentation to the decision-makers. Likewise, all policy meetings, where decision-making is conducted, will be public and provide the opportunity for public comment.

Goal 3: Develop, Maintain, Evaluate, and Improve Outreach Methods

BCDCOG will employ strategies and techniques that ensure meaningful public participation, while establishing a process for evaluating and improving these outreach methods over time.

¹ While BCDCOG does not manage these projects, BCDCOG can help facilitate meetings between the lead agencies when appropriate.

Plans, Programs, and Projects

The BCDCOG Board of Directors and the CHATS Policy Committee are the decision makers for federally funded transportation projects in the region. Transportation decision-makers must take into account information that is brought forth by the public regarding transportation plans, programs, or projects.² The PPP formalizes the methods by which communication will occur and aims to enhance capturing public sentiment for transportation plans, programs, and projects. All transportation plans, programs, or projects can be found at <https://bcdcog.com/transportation-planning/> or by visiting the Berkeley Charleston Dorchester Council of Governments at 5790 Casper Padgett Way in North Charleston, SC 29406. The following items are the recommended minimum public participation strategies that should be followed during the planning process.³ BCDCOG has developed this PPP to reference both the urban and rural programs that it administers. “R” will delineate rural for all plans, programs or projects such as the Rural Transportation Improvement Program (RTIP).

Monitoring and Evaluation

Transportation planning outreach activities will include an evaluation technique that will be used to determine the effectiveness of existing public involvement strategies. On an annual basis, the information collected through monitoring public outreach will be compiled and evaluated to assess the effectiveness of each type of outreach activity. This will include both a quantitative assessment of the number of participants, as well as a qualitative assessment of the level of interaction and information exchanged. The assessment will note the public involvement techniques used, the public’s response, the public involvement objectives that were met (or not) by the activity, and any changes to consider when conducting similar transportation activities in the future. The evaluation will include recommendations for improvements, which will be implemented over the course of the following year.

Key

PC - CHATS Policy Committee

M - Minority Groups

P – Public

R – Rural

EJ - Environmental Justice

ISG - Industry Specific Groups

BOD – BCDCOG Board or Directors

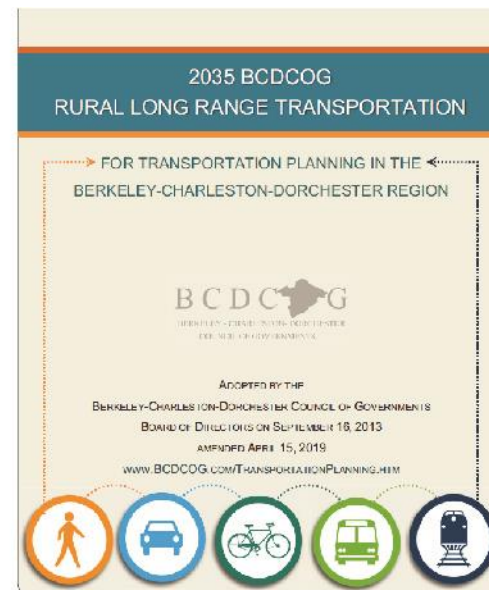
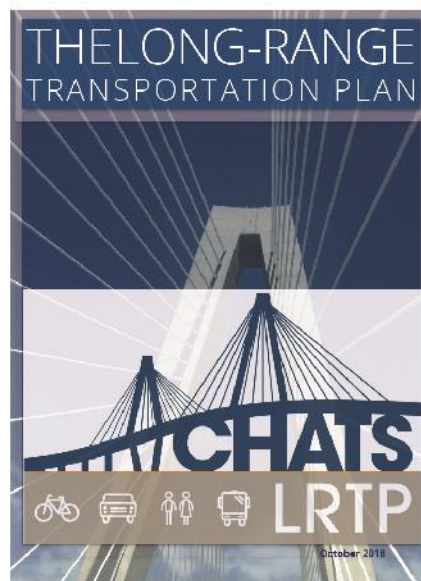
² Any plan, program, or project that receives substantial public comment that alters the information significantly, may need to go back through public comment period again. The Executive Director will make the determination if it needs to be resubmitted for public review.

³ Improved public participation techniques may be used in place of the prescriptions established in this PPP. If the PPP established processes are to be altered, they must first be approved by the BCDCOG Planning Director with written justification and signed off on by the Executive Director.

Long Range Transportation Plan

The Long Range Transportation Plan (LRTP) is a 20-year multimodal strategy and capital improvement program developed to guide the effective investment of public funds for transportation projects. The LRTP ultimately determines a list of fiscally constrained transportation projects that are ranked against various metrics. The fiscally constrained list of projects is then considered to be ready for submittal into the Transportation Improvement Program. The LRTP is updated at least every five years; however it may be amended as needed.

The Rural Long Range Transportation Plan (RLRTP) is a document used to prioritize federally funded projects in the rural areas of Berkeley, Charleston, and Dorchester Counties. The BCDCOG Board of Directors is responsible for approving the RLRTP. The following tables present the activities and the techniques used to foster public involvement for each plan.



LRTP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	PC	Project Introduction / Public Comment	BCDCOG / 1 Meeting	Email, Website, Social Media	21 Days
	Kickoff	Public Project Ideas / Existing Conditions	1 per County / 3 Meetings	Social Media, Website, Press Release	21 Days
	Pop Up	M/EJ Project Ideas / Existing Conditions	1 per County / 3 Events	Social Media, Website, Press Release	21 Days
	Stakeholder	ISG Project Ideas / Existing Conditions	BCDCOG / TBD	Email	N/A
	PC	Adopt Prioritization Metrics	BCDCOG / 1 Meeting	Email, Website, Social Media	21 Days
	P	Draft Review / Public Comment	1 per County / 3 Meetings	Social Media, Website, Press Release	21 Days
	PC	Document Adoption / Public Comment	BCDCOG / 1 Meeting	Email, Website, Social Media	21 Days
	PC	Amend LRTP / Public Comment	BCDCOG / As Needed	Email, Website, Social Media	21 Days
RLRTP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	BOD	Project Introduction / Public Comment	BCDCOG / 1 Meeting	Email, Website, Social Media	21 Days
	Kickoff	Public Project Ideas / Existing Conditions	1 per County / 3 Meetings	Social Media, Website, Press Release	21 Days
	Pop Up	M/EJ Project Ideas / Existing Conditions	1 per County / 3 Events	Social Media, Website, Press Release	21 Days
	Stakeholder	ISG Project Ideas / Existing Conditions	BCDCOG / TBD	Email	N/A
	P	Draft Review / Public Comment	1 per County / 3 Meetings	Social Media, Website, Press Release	21 Days
	BOD	Document Adoption / Public Comment	BCDCOG / 1 Meeting	Email, Website, Social Media	21 Days
	BOD	Amend RLRTP / Public Comment	BCDCOG / As Needed	Email, Website, Social Media	21 Days

Significant written or oral comments received on draft Plans as a result of the participation process or the interagency consultation process will be summarized, analyzed, and responded to as part of the final LRTP document. Comments received from the public will be acknowledged as received and a response will be provided, if warranted. Substantive comments will be summarized and included in a memo to the Policy Committee or Board of Directors, as applicable for consideration during adoption of Plan.

	Activity	Purpose	Duration
RLRTP & LRTP	Establish Project Website	Project and Meeting Updates	Entire Project Cycle
	Establish Project Specific Email List	Collect Public Input	Entire Project Cycle
	Comment Cards	Collect Public Input	Public Meetings
	Web Surveys	Collect Public Input	As Needed
	Report Public Feedback	Provide PC or BOD with Information	PC or BOD Meetings
	Public Input Appendix	Document Public Input / Show How it Influenced Plan	Draft & Final Document

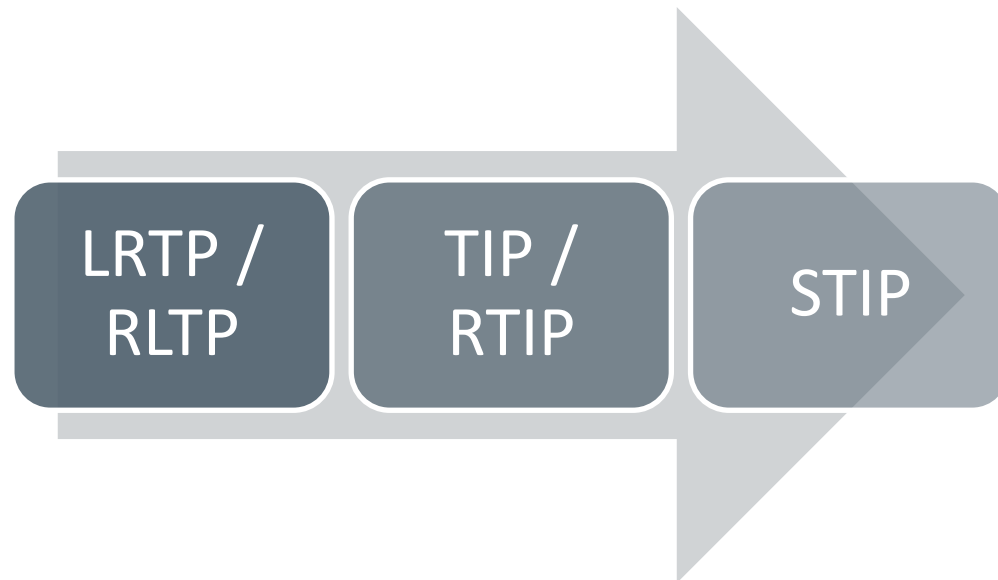
	Activity	Evaluation Technique
RLRTP & LRTP	Project Website	Use Website Analytics to Track Monthly Activity
	Project Email	Document Number of Emails Per Month
	Comment Cards	Document Number of Comments After Meeting
	Web Surveys	Document Number of Responses After Survey
	Pop Up Events	Document Number of Comments Received
	Stakeholder Meetings	Document Attendance / Number of Ideas
	Public Meetings	Track Attendance Through Software or Sign-Ins
	PC/COG Meetings	Track Number of Comments After Meeting

Transportation Improvement Program

The Transportation Improvement Program (TIP) is a six-year plan that lists all regionally significant and federally funded projects in the CHATS planning area. The six-year plan is updated every four years to move the program fiscal years forward. Projects that are included in the TIP are highway and roadway projects, public transit projects, major corridor studies, complete streets projects, transportation alternative; i.e. bicycle/pedestrian, projects, and other transportation related studies. Projects that are included in the TIP must be selected from the approved Long Range Transportation Plan. The projects in the TIP must be fiscally constrained and have funding mechanisms in place. For the TIP to be amended, the CHATS Policy Committee must approve the changes. Administrative corrections can be made to the TIP by BCDCOG staff and do not require a specific public participation process.

The Rural Transportation Improvement Program (RTIP) is a six-year plan that lists regionally significant and federally funded projects in the BCDCOG rural areas. The RL RTP feeds the RTIP, which in turn pushes projects to the Statewide Transportation Improvement Program (STIP) ⁴. The same project categories that are allowed in the TIP are allowed in the RTIP. Amendments must be approved by the BCDCOG Board of Directors and administrative corrections can be done at the staff level with no public participation.

SCDOT maintains the STIP which shows the financial outlays for transportation projects across the state. Before a project can receive federal funds, it must be approved in the STIP. SCDOT will carry out public involvement in accordance with the SCDOT Public Participation Plan. The following tables present the activities and the techniques used to foster public involvement.



⁴ <https://www.scdot.org/inside/planning-stip.aspx>

TIP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	PC	Approve Amendments to be placed in STIP; Allow Public Comment	BCDCOG / 1 Meeting	Website and Social Media	21 Days
RTIP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	BOD	Approve Amendments to be placed in STIP; Allow Public Comment	BCDCOG / 1 Meeting	Website and Social Media	21 Days

RTIP & TIP	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	21 Days before PC or BOD
	Report Public Feedback	Memo to PC or BOD, Summarize Public Comments Received	Day of PC or BOD
	STIP	DOT Commission Meeting - Follow State's PPP	TBD

RTIP & TIP	Activity	Evaluation Technique
	Draft TIP on Website	Use Website Analytics to Track Activity
	Memo Report	Track Number of Comments
	PC & BOD Meetings	Track and Count Public Comments Received

Significant written or oral comments received on draft Transportation Improvement Programs as a result of the participation process or the interagency consultation process will be summarized, analyzed, and responded to as part of the final TIP document or amendment to the document. Comments received from the public will be acknowledged as received and a response will be provided, if warranted. Substantive comments will be summarized and included in a memo to the Policy Committee or Board of Directors, as applicable for consideration during adoption of Plan.

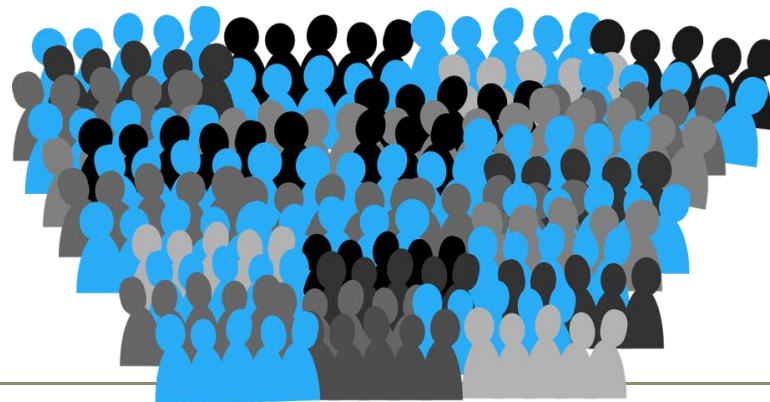
Public Participation Plan

The Public Participation Plan (PPP) outlines the strategies used to provide and receive information from the public on transportation planning and programming processes including funding for projects, studies, plans, and committee actions. The PPP will guide all urban and rural transportation programs. The PPP should be evaluated annually to see if the methods for receiving public input are working. The document should be minimally updated every five years or as needed.

PPP	Meeting	Focus	Host / Frequency	Advertisement Options	Public Comment Period Length (Days)
	PC	Allow Public Comment / Adopt Plan	BCDCOG / 1 Meeting	Website and Social Media	45

PPP	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	45 Days
	Report Public Feedback	Memo to PC, Summarize Public Comments Received	Day of PC

PPP	Activity	Evaluation Technique
	Draft PPP on Website	Use Website Analytics to Track 45-Day Activity
	Memo Report	Track Number of Comments
	PC Meeting	Track and Count Public Comments Given



Unified Planning Work Program

The Unified Planning Work Program (UPWP) is a two-year plan developed to outline the focus of work efforts and use of planning funds anticipated over the next two fiscal years. The UPWP is updated annually to ensure financial feasibility of planning work on an annual basis. All federally funded planning activities have to be included within the UPWP. The UPWP is approved by the CHATS Policy Committee annually.

The Rural Planning Work Program (RPWP) mirrors the UPWP in the application and adoption process.

UPWP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	PC	Approve Amendments; Allow Public Comment		BCDCOG / 1 Meeting	Website and Social Media
RPWP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	BOD	Approve Amendments; Allow Public Comment		BCDCOG / 1 Meeting	Website and Social Media

RPWP & UPWP	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	21 Days before PC or BOD
	Report Public Feedback	Memo to PC or BOD, Summarize Public Comments Received	Day of PC or BOD

RPWP & UPWP	Activity	Evaluation Technique
	Draft Document on Website	Use Website Analytics to Track Activity
	Memo Report	Track Number of Comments
	PC & BOD Meetings	Track and Count Public Comments Received

Annual List of Obligated Projects

The Annual List of Obligated Projects (ALoOP) is mandated by Title 23 Section 450.334 of the US Code of Regulations. The Federal Highway Administration defines an obligation as the federal government’s legal commitment to pay or reimburse states or other entities for the federal share of a project’s eligible costs. Projects are not necessarily initiated or completed during the year their funding is obligated. The Annual List of Obligated Projects will be presented to the CHATS Policy Committee for informational purposes only. The document must be made publicly available no later than December 30th (ninety days after the end of the fiscal year) each year. Public comment is welcomed and will be recorded.

ALoOP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	PC	Notify PC of the Annual List	BCDCOG / 1 Meeting	Website and Social Media	21 Days

ALoOP	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	21 Days before PC
	Report Public Feedback	Memo to PC, Summarize Public Comments Received	Day of PC

ALoOP	Activity	Evaluation Technique
	Draft Document on Website	Use Website Analytics to Track Activity
	Memo Report	Track Number of Comments
	PC Meeting	Track and Count Public Comments Received

Disadvantaged Business Enterprise Program & Goal

The United States Department of Transportation's (US DOT) Disadvantaged Business Enterprise (DBE) Program provides a vehicle for increasing participation by Minority Business Enterprise (MBEs) in state and local procurement. As a result, BCDCOG has established a DBE Program in accordance with regulations of the United States Department of Transportation (US DOT), 49 CFR Part 26. BCDCOG should strive to update the DBE Program every 5 years. The DBE Goal must be updated and is submitted to FTA by August 1st every three years.

DBE Program or Goal	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	BOD	Obtain Public Comment; Have BOD Approve to Submit to FTA	BCDCOG / 1 Meeting	Website and Social Media	30 Days

DBE Program or Goal	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	30 Days before BOD
	Report Public Feedback	Memo to BOD, Summarize Public Comments Received	Day of BOD

DBE Program or Goal	Activity	Evaluation Technique
	Draft Document on Website	Use Website Analytics to Track Activity
	Memo Report	Track Number of Comments
	BOD Meeting	Track and Count Public Comments Received

Title VI Program and LEP

BCDCOG is committed to integrating Title VI of the Civil Rights Act of 1964 as part of the planning process in all its programs so that it may serve as a guide for public participation efforts. BCDCOG maintains a Title VI Program that ensures that it will not discriminate against any person on the grounds of race, color, creed, national origin, gender, age or disability. The Title VI Program includes a Limited English Proficiency Plan as well to aid those who do not have English as a first language. The combined plan can be found at <http://bcdcog.com/transportation-planning/> and must be updated every four years.

Title VI & LEP	Meeting	Focus	Host / Frequency	Advertisement Options	Notice
	BOD	Obtain Public Comment; Have BOD Approve to Submit to FTA	BCDCOG / 1 Meeting	Website and Social Media	30 Days

Title VI & LEP	Activity	Purpose	Duration
	Draft Document	Use Email, Website, or Social Media to Notify Public that Draft is on Website for Public Review/Comment	30 Days before BOD
Report Public Feedback	Memo to BOD, Summarize Public Comments Received	Day of BOD	

Title VI & LEP	Activity	Evaluation Technique
	Draft Document on Website	Use Website Analytics to Track Activity
Memo Report	Track Number of Comments	
BOD Meeting	Track and Count Public Comments Received	

FTA Programs

FTA programs consist of, but are not limited to, transit grants from CFR Sections 5310, 5307, and 5339. The grants can either be a direct allocation or competitively awarded. Section 5310 is the transit program that funds activities in support of the mobility of seniors and individuals with disabilities. Section 5307 can be used for eligible planning activities, engineering, design, capital investments, maintenance, and operations. The Section 5339 transit funding program supports capital projects in which replacement, rehabilitation, purchasing buses, and constructing bus-related facilities are eligible. These grants are awarded annually and will follow the procedures established for the TIP/RTIP. A program of projects (POP) will be used to advertise Section 5307 and Section 5310 projects during the current Federal Fiscal Year.

FTA Programs	Activity	Purpose	Duration
	Program of Projects (POP)	Use Email, Website, or Social Media to Notify Public that the POP is on Website for Public Review/Comment	21 Days before BOD
	Report Public Feedback	Memo to BOD, Summarize Public Comments Received	Day of BOD

General Transportation Related Studies & Plans

If the need arises to conduct additional studies, such as a corridor study or an access management plan, then the public procedures used for the LRTP should be followed. If there are other federal regulations such as NEPA that guide the public participation process in more depth, then those rules must be adhered to and would supersede any written policies herein.

Policy Meetings Procedures

Policy meetings consist of the CHATS Policy Committee and the BCDCOG Board of Directors. All meetings are open to the public and will conform to the following procedures:

- A minimum of seven days' notice will be given to all members and interested parties (any citizen, affected public agency, representative of a transportation employer, private provider of transportation, and others who wish to be included upon request) for each meeting. An agenda will be sent out with the notice.
- Public Comment will be sought prior to each meeting for agenda items involving a plan, programs, or project, generally 21 days in advance of the meeting (See the Plans, Programs, and Projects Section) depending on the item that is set for review.
- All meetings will provide an opportunity during the meeting for public comment. The Chairperson may limit these comments to three minutes per individual. If more than one person is present representing an organization or group, the Chairperson may ask that the group select a spokesperson. In addition, whenever possible, individuals or spokespersons wishing to be recognized should alert the Chairperson or staff prior to the meeting.
- All meetings shall conform to the BCDCOG agency policy concerning the American Disabilities Act of 1990 (Pub. L. 101-336, 104 Stat. 327, as amended).
- Notices for these meetings will include:
 - “Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact **(insert staff name)** within two days of public meeting notice being published.”
 - “Si usted necesita la ayuda de un traductor del idioma español, por favor comuníquese con la **(insert staff name)** al teléfono (843) 529-2589, cuando menos 48 horas antes de la junta” which asks persons who need Spanish language assistance to make arrangements with the BCDCOG within two days of a public meeting notice being published.
- All efforts will be made to hold meetings in transit **and handicapped-accessible locations or accessible online meeting platforms.**

Public Meeting Principles

Public meetings are held for a variety of reasons, and different levels of public input are expected for transportation plans, programs, and projects. Public meetings are generally considered ad hoc and will be scheduled as needed. The purpose of these public meetings is threefold:

1. To confirm the purpose and intent of the plan, program, or project;
2. To present the trends and forecasts for the region; and
3. To gather public input.

Early Involvement

Early involvement with local community leaders will help to determine suitable meeting forums and information formats to foster valuable input, especially when soliciting input from target populations.

Accessible Language

Meeting notices and materials will use appropriate, understandable language — acronyms and other technical jargon will be avoided to the extent that is possible to the subject matter. Efforts will be made to tailor advertising, project campaigns, and slogans to generate the most interest possible.

Inclusivity

Public meetings will be held at transit **and handicapped-accessible locations or accessible online meeting platforms**, and convenient times in an effort to garner as much input by the affected populations as possible.

- All public meetings shall conform to the BCDCOG agency policy concerning the American Disabilities Act of 1990 (Pub. L. 101-336, 104 Stat. 327, as amended).
- Notices for these public meetings will include:
 - “Persons who require special accommodations under the Americans with Disabilities Act or persons who require translation services (free of charge) should contact **(insert staff name)** within two days of public meeting notice being published.”
 - “Si usted necesita la ayuda de un traductor del idioma español, por favor comuníquese con la **(insert staff name)** al teléfono (843) 529-2589, cuando menos 48 horas antes de la junta” which asks persons who need Spanish language assistance to make arrangements with the BCDCOG within two days of a public meeting notice being published.

Document & Implement Public Feedback

Public input that is gathered will be documented and placed in an appendix in the final plan (ex. LRTP, PPP, etc.). All efforts should be made to show how the input that was received helped to affect the plan, program, or project.

Outreach Methods

The type of public outreach efforts employed will be determined based on the plan, program or project's overall local and regional impact. Highly localized projects may require more specialized outreach within the project's area of influence, rather than the broad outreach efforts required by others. Extensive outreach efforts throughout all areas of the region are conducted in order to assemble a broad cross-section of input into the decision-making process, including traditionally underserved areas. BCDCOG/CHATS outreach efforts in these areas will continue to provide residents with an opportunity to voice their opinions and concerns. BCDCOG/CHATS will continue to conduct, sponsor, and participate in special and community events that reinforce the mission and strategic plan of the organization, educate the public, and provide opportunities for public input. Visualization techniques will be used when necessary to enhance the public's understanding of transportation activities. The primary tools to disseminate information and garner public input will be used the most frequently, while the secondary tools will be used less frequently. BCDCOG/CHATS approach in publicizing its public meetings and sharing information may include the following outreach methods:

Primary Tools

Website

The BCDCOG website, <http://www.bcdcog.com>, will be used to disseminate information and collect public input regarding all transportation activities. The website may contain, but is not limited to:

- Meeting calendar and agendas
- Procurement opportunities
- Current project descriptions, with available maps, photos, or renderings
- Work products such as the TIP, UPWP, LRTP, PPP etc.
- Regional statistics
- Geographic Information Systems (GIS)
- Newsletter and information for sign up
- Links to social media sites (Facebook, Twitter, etc.)
- List of standing committees and a regional directory of participating jurisdictions
- Listing of BCDCOG staff and contact information

Project specific websites may be built and used for activities such as an LRTP update as well. These sites are used to attract a larger audience for specific topics and will be linked to from the BCDCOG website.

Social Media

Social media is an excellent tool to cultivate two-way digital communication which can lead to awareness of transportation plans, programs, and projects. The primary forms of social media that may be used are Facebook, Twitter, Instagram, and YouTube. If other forms of social media transcend the current formats, those will be explored as well. Social media can be used to augment other efforts, such as building email lists as well.

Email Lists

Email is an effective tool to communicate quickly for transportation related activities. During public meetings, members of the public will be asked if they would like to be included on a mailing list to receive more information about the specific topic they are attending. Lists will be created and maintained for specific plans, programs or projects that are seeking public feedback. A specific email address for an individual transportation activity may be established on a project by project basis if needed.

Press Releases

Press releases will be released to local media to ensure the press is up-to-date on news and information concerning transportation activities and to prompt assistance with promoting events to a larger audience.

Newsletters

BCDCOG produces and distributes a periodic electronic newsletter that includes articles and other information of interest on MPO plans, programs, and projects.

Comment Cards

Comment cards will be used to gather feedback at public meetings.

Pop Up Meetings

Pop Up Meetings will be used to gather public input at events or locations that attract people for a different reason. For instance, a high-school football game or a farmer's market could be a great way to solicit public feedback on a nearby transportation activity.

Secondary Tools

Advisory Committees

From time to time, an advisory committee may be established to help work through a transportation planning activity.

Paid Advertising

Various projects may require additional paid advertising in the form of newspaper, radio, or television ads.

Flyers/Posters

When appropriate, participation from target populations will be sought by posting flyers/posters and meeting notices in locations such as government centers, neighborhood shops, religious institutions, social service agencies, employment centers, bus stops/transit hubs, senior centers, public health clinics, public libraries, community centers and popular meeting places. Postcards and flyers may also be used to garner public feedback.

Surveys

Transportation activities may require surveys to understand public sentiment. Different applications may be used such as statistically valid telephone surveys and online surveys.

Online Interactive Maps

Interactive maps that are hosted online may be used to gather public feedback from time to time. An example of an online interactive map would be one where end users could draw preferred bicycle routes across a specific geography in an effort to either show the most used facilities or to add new facilities.

Public involvement needs to encompass the full range of community interests, yet people underserved by transportation often do not participate. Not only are they frequently unaware of transportation proposals that could affect their daily lives, but they also may have no means to get to a public meeting or have long work hours that preclude them from attending. Many citizens do not participate in public involvement activities, even though they have important, unspoken issues that should be heard. Some may have a deep mistrust for public officials and government offices, while others may be discouraged from participating due to cultural values. The following strategies for engaging minority and low-income populations (FTA Circular 4702.1B) will be employed.

- Scheduling meetings at times and locations that are convenient and accessible for minority and LEP communities
- Employing different meeting sizes and formats
- Coordinating with community- and faith-based organizations, educational institutions, and other organizations to implement public engagement strategies that reach out specifically to members of affected minority and/or LEP communities

- Considering radio, television, or newspaper ads on stations and in publications that serve LEP populations. Outreach to LEP populations could also include audio programming available on podcasts
- Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments

Virtual/Online Engagement

Virtual or online meeting platforms may be used to supplement, but should not replace in-person engagement. Virtual meetings can serve as a cost-effective tool to increase public engagement, since they allow individuals increased flexibility to participate and provide a viable option to persons with limited transportation options. In circumstances where in-person meetings cannot be conducted safely (public health emergencies or disaster recovery) virtual meetings may be deemed necessary and should be utilized temporarily until conditions allow for in-person meetings to resume safely. Information/instructions on how to participate in virtual meetings, including opportunity to provide comment, will be made available to the public.

Title VI and LEP Outreach

In an effort to consider the needs of the traditionally underserved, low-income, minority, and limited-English speaking populations with regards to transportation plans, programs, and projects within the region, BCDCOG maintains a separate Title VI and LEP Plan.⁵ The plan demonstrates BCDCOG's commitment to preventing discrimination, provides grievance procedures, discusses potential outreach methods, and provides options for those with limited-English speaking abilities.

It is imperative to conduct additional outreach to these affected communities to garner feedback. The Title VI and LEP Plan outline a table of the BCDCOG Board of Directors and the CHATS Policy Committee memberships by race. In an effort to communicate more efficiently by each community, those members may be reached to discuss the best opportunities that they think would be effective in their respective community. Opportunities to gather more feedback from disadvantaged and LEP communities that have been used in the past and will continue moving forward are, but are not limited to:

- Meetings held transit **and handicapped-accessible** locations **and/or accessible online meeting platforms**
- Meetings held that are handicap accessible locations
- Meetings are setup at convenient times
- Meetings held with the opportunity for multi-lingual assistance
- Pop-up events such as the Black Expo, Churches, Latin American Festival, and High School Football Games
- Seeking out community leaders or representatives to garner more participation (Church Leader, Council Member, etc.)
- Promoting events in other languages such as the flyer that was used in the 2040 LRTP (see image)
- Attending local community meetings within low income communities
- Providing presentations to affected communities by request
- Promoting engagement at public transit stops
- Minimizing transportation jargon to improve communication
- Continuously seeking creative methods to engage affected populations

UN PLAN POR ADELANTE

El Consejo del Gobierno de Berkeley-Charleston-Dorchester (BCDCOG) está en proceso de desarrollar el 2040 Plan de Transportación a Largo Plazo (LRTP) para la región y le gustaría su aporte.

CHATS LRTP

2040 LONG RANGE TRANSPORTATION PLAN

El LRTP es un plan multimodal que establece prioridades para gastar los fondos federales en proyectos de transportación durante los siguientes 25 años. Incluye carreteras, calles, puentes, facilidades de tránsito, servicio de tránsito, senderos peatonales y ciclistas, y otras mejoras en el transporte. El LRTP incluirá el área urbanizada de los condados de Berkeley, Charleston y Dorchester.

Tome la encuesta. Por favor, comparte sus ideas en cómo mejorar la movilidad de nuestro sistema de transporte para todos en la región de Charleston por tomar una encuesta breve. Sus respuestas serán confidenciales. Los datos de esta investigación serán agregados. Para tomar la encuesta visita: <http://chats2040.questionpro.com>

Queremos su aporte. Su participación es importante. Por favor, denos su opinión sobre cómo podemos mejorar el transporte regional en el futuro. La información del público se usará para desarrollar las prioridades del LRTP. El grupo del proyecto está dispuesto a reunirse con grupos interesados si se solicita.

Manténgase informado. Visita a www.chats2040.com para mantenerse informado con el proceso del LRTP y participar en una actividad con un mapa interactivo. Con el mapa, se puede enfocar en áreas específicas de interés. La página de internet se actualizarán hitos claves.

BCDCOG BERKELEY-CHARLESTON-DORCHESTER COUNCIL OF GOVERNMENTS
PLANNING, PARTNERSHIP & PROSPERITY

For more information about the Plan, please visit:
WWW.CHATS2040.COM
or contact Kathryn Basha, Planning Director, BCDCOG
843.529.0400 kbasha@bcdkog.com

⁵ <http://bcdkog.com/transportation-planning/>

Interested Parties and Consultation

The PPP will target these parties in the BCDCOG region: citizens, affected public agencies (federal, state and local), transit and freight entities, users of public transportation, users of pedestrian and bicycle facilities, military installations, land management agencies, and the disabled, elderly, low-income, and limited English speaking populations with reasonable opportunities to be involved in the metropolitan transportation planning process. Inclusiveness only stands to improve transportation facilities for all users and promotes the well-being of society over the long term.

Consultation with agency partners and interested parties will utilize many of the outreach methods contained within this PPP. Consultation with agencies to review and comment on plans, programs, and projects administered by CHATS/BCDCOG will be, at a minimum, subject to the comment period presented within each category. The goal will be to maintain a symbiotic relationship that ultimately crafts better transportation outcomes for all involved. When proper consultation is continuous and evolving, better outcomes occur. When better outcomes are achieved, project delivery is expeditious and judicious.

Ongoing coordination with interested parties and agencies will help identify effective mitigation strategies for potential impacts of transportation projects in the region. Interagency agreements may be maintained between CHATS/BCDCOG and other local and regional agencies. The interagency agreements will describe CHATS/BCDCOGs role and responsibilities in relation to the other agencies' work.

Public Input

AFFIDAVIT OF PUBLICATION

The Post and Courier

State of South Carolina
County of Charleston

Personally appeared before me the undersigned advertising Clerk of the above indicated newspaper published in the City of Charleston, County and State aforesaid, who, being duly sworn, says that the advertisement of

_____ copy attached _____

appeared in the issues of said newspaper

on the following day(s): 8/8/19

Subscribed and sworn to before me this 9th day

of August

A.D. 20 19

[Signature]
NOTARY PUBLIC, SC
My Commission expires Sept. 24, 2023

THE CHARLESTON AREA TRANSPORTATION STUDY (CHATS) POLICY COMMITTEE

The Metropolitan Planning Organization (MPO) for the Berkeley-Charleston-Dorchester Region announces availability of the following document for public review:

2019 PUBLIC PARTICIPATION PLAN

This document is available for public review and comment from **August 8, 2019 to September 22, 2019** Monday-Friday between the hours of 9:00 am to 5:00 pm at the Berkeley-Charleston-Dorchester Council of Governments 5790 Casper Padgett Way, North Charleston, SC 843-529-0400 Or at <http://www.bcdco.org/transportation-planning/>

Contact Person: Kathryn Basha

The Berkeley-Charleston-Dorchester Council of Governments does not discriminate on the basis of age, race, color, religion, sex, national origin familial status or disability in the admission or access to, or treatment or employment in, its federally-assisted programs or activities. Persons needing assistance in obtaining information can call: RELAY SC #1-800-735-2905

C22-1811298-1



Throughout the forty-five day comment period, no comments were received. Staff will continue to use these outreach techniques to engage the community and foster public participation.

THE CHARLESTON AREA TRANSPORTATION STUDY (CHATS) POLICY COMMITTEE

The Metropolitan Planning Organization (MPO) for the Berkeley-Charleston-Dorchester Region announces availability of the following documents for public review:

CHATS FY 2021-2027 TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

CHATS 2040 LONG RANGE TRANSPORTATION PLAN (LRTP) AMENDMENT #4

2019 PUBLIC PARTICIPATION PLAN AMENDMENT

These documents are available for public review and comment
from **July 12, 2021 to August 2, 2021**

Monday-Friday between the hours of **9:00 am to 5:00 pm**
at the

Berkeley-Charleston-Dorchester Council of Governments
5790 Casper Padgett Way, North Charleston, SC
843-529-0400

Or at <http://www.bcdcog.com>

Contact Person: Sarah Cox

The Berkeley-Charleston-Dorchester Council of Governments does not discriminate on the basis of age, race, color, religion, sex, national origin, familial status or disability in the admission or access to, or treatment or employment in, its federally-assisted programs or activities. Persons needing assistance in obtaining information can call: RELAY SC #1-800-735-2905

Amendment to the CHATS PPP was advertised for public comment during which no comments were received. Staff will continue to use these outreach techniques to engage the community and foster public participation.