

# Public Involvement Plan



GRICE  
& ASSOCIATES



# Spalding County Comprehensive Transportation Plan

## Public Involvement Plan

### 1. Introduction

Spalding County Georgia is preparing to produce a Comprehensive Transportation Plan (CTP) that will estimate various transportation system improvements needed over the next 20-years. The CTP will have a horizon year of 2030 and will assess Spalding County's existing transportation system, its relation to land use and future development, its condition and operations. The CTP planning process will engage county citizens and stakeholders alike in discussion of desired changes for the future. The plan will promote policies, programs and projects that lead to desired future transportation system improvements. As part of this long range planning process it is vital to secure public involvement in the plans development. The Public Involvement Process (PIP) is critical to gaining acceptance of and support for the plan, vision, and related policies and projects.

### 2. Purpose and Intent

The purpose of the public involvement plan is to ensure that members of the community have adequate opportunity to provide meaningful input and feedback in the planning process, the desired outcomes and ultimately the final document. The PIP is also intended to help participants understand the process, directives, policies and projects identified in the plan.

Public involvement is a required component of federally funded transportation projects and planning processes regulated by the Metropolitan Planning Organization (MPO) under 23 CFR parts 450 and 500 and 49 CFR part 613. The Atlanta Regional Commission (ARC) is the MPO for the 20-county Atlanta region, which includes Spalding County.

As the Spalding County CTP is prepared, there will be ample opportunity for public involvement in the planning process to ensure that resident and stakeholder concerns are accounted for and that the final CTP supports overall community objectives for the transportation system.



Particular attention will be paid to obtaining input from minority and low-income communities. The PIP will be consistent with Executive Order 12989, which refers to low-income areas as environmental justice (EJ) communities. Every effort will be made to involve the entire community in general public involvement meetings, however outreach or focus group meetings will also be conducted to ensure that EJ communities understand the planning process and have ample opportunity to share their vision, voice their concerns and have them addressed.

### **3. Community Participation**

The Spalding CTP process will provide numerous opportunities for community participation. Public participation methods to be included in the planning process are described below.

#### **3.1 Public Meetings**

The public will be invited to participate directly in the Comprehensive Transportation Planning Process through five (5) public meetings and one (1) Workshop/Charrette during the Spalding CTP. Exact dates, times, and locations shall be determined and publicized far enough in advance to allow ample time for the public to make arrangements to attend. The meetings are tentatively scheduled as follows:

- Public Meeting 1/Kick Off October 2006
- Public Meeting 2 November 2006
- Workshop/Charrette January 2007
- Public Meeting 3 March 2007
- Public Meeting 4 May 2007
- Public Meeting 5/Open House October 2007

Public Meetings will be publicized in several ways to ensure maximum participation:

- Advertisements and public service announcements will be placed through several local media outlets, including:
  - Griffin Daily News and two local radio stations (WKEU & WHIE)
- A mailing list will be developed which will draw from mailing lists developed for other current and recent planning initiatives.
- Meeting invitations and flyers will be distributed through postal mail and email, as well as posted on the project web site, newsletters and distributed at key locations within the county.
- Meeting notification procedures will be in compliance with DCA notification requirements.



### **3.2 Stakeholder Interviews**

To ensure that Spalding County's Comprehensive Transportation Plan is truly comprehensive and addresses the needs, reflects the visions and consensus of the community, the planning team will be conducting interviews with stakeholders and community leaders across Spalding County to gain additional insight about the needs and priorities regarding the County's transportation system, policies and procedures.

The Project Management Team has identified Stakeholders which represent a broad cross section of entities with interest in the Spalding County transportation system. The planning team will conduct detailed stakeholder interviews with each of Spalding County's five County Commissioners, and 10 to 12 stakeholder organizations recommended by the Project Management Team, including but not limited to:

- Spalding County Commissioners (5)
- Griffin-Spalding County School System
- Griffin-Spalding Development Authority
- University of Georgia – Griffin Campus
- Spalding County
- City of Griffin
- CAT/Caterpillar logistics
- Spalding County Regional Hospital
- Emergency Medical Service Provider
- Norfolk Southern Railroad

### **3.3 Survey**

To gather broad-based public input, the CTP Planning team will distribute a survey along with Griffin Power Utility mailings, which are sent monthly to an estimated 22,000 Spalding County households and businesses. Surveys will also be distributed at all public meetings and presentations and available through the project web site. Survey results will be compiled and incorporated into the planning process. The survey results will help the CTP team gauge community perceptions about the current transportation system and anticipate what changes may be needed or desired to improve the system and what projects will be needed to accommodate growth and change within the county.

### **3.4 Workshop**

The CTP Planning Team will conduct a half day public workshop, or Charrette, to help define a community vision regarding transportation goals and objectives, and develop and define transportation and land-use alternatives for evaluation. This shall be an interactive, hands-on event geared toward promoting a better understanding of community objectives and the interplay and trade-offs between land use and the transportation.



### **3.5 Newsletters**

The CTP Planning team will produce four periodic newsletters providing highlights from the CTP Planning process, a status report and update on the plan, along with information detailing additional opportunities for community input. The newsletter will also contain information regarding forthcoming meetings and events.

### **3.6 Website**

Spalding County will host a CTP project web page and provide a link on the County's official website. Content will be provided by the CTP Planning team. The web pages will include information about the overall planning process, project schedule, current planning status, draft information and deliverables, and project documentation. The web pages will also be used to inform the public of forthcoming meetings and public involvement opportunities, and provide a conduit for continuous public input and comments on the plan and planning process.

### **3.7 Focus/Outreach Groups**

In order to ensure adequate participation from residents and area stakeholders, the CTP Planning Team will conduct focus group meetings with targeted segments of the community that have particular interest in specific aspects of the transportation planning process or segments that might not otherwise participate in the planning process. Focus groups and targeted outreach will be conducted with the guidance of the Project Management Team and Steering Committee. Outreach and Focus group meetings will be conducted with environmental justice communities to ensure that all citizens and stakeholders of Spalding County are presented with an opportunity to participate in the Comprehensive Transportation Planning process.

### **3.8 Media**

Local media such as the Griffin Daily News, WKEU AM/FM Radio Station, WHIE AM Radio Station and other media outlets will be used to distribute information about forthcoming public meetings and engage the community in the CTP process. Public service announcements and flyers will be prepared and distributed prior to all public meetings. Project staff will offer to provide interviews or articles for publication by local media.

### **3.9 Poster Contest**

To introduce children to the concept of transportation planning and encourage them and their parents to be involved in the Spalding CTP, we will sponsor a poster contest through the Griffin-Spalding School System. Elementary, Middle School and High School classes will be given the opportunity to prepare a picture of a future transportation system in Spalding County that includes all modes of travel. Winners will be selected and given



awards by the Spalding County Commission.

#### **4. Committee Structure**

There will be three (3) committees involved in the preparation of the Spalding CTP: a Project Management Team, a Steering Committee, and a Technical Committee.

##### **4.1 Project Management Committee**

The Project Management Team (PMT) will be comprised of representatives from the following agencies:

- Atlanta Regional Commission (ARC)
- McIntosh Trail Regional Development Council (MTRDC)
- Spalding County Commission Chairman
- Spalding County Manager
- Spalding County Public Works Director
- Spalding County Community Development Department
- City of Griffin City Manager
- City of Griffin Planning & Development

The PMT will ensure that the CTP stays on schedule and on task. The PM Committee will meet monthly during preparation of the CTP.

##### **4.2 Steering Committee**

The local Griffin-Spalding Area Transportation Committee (G-SATC) will provide the core membership for the Spalding CTP Steering Committee. The G-SATC is a long-standing, joint City of Griffin/Spalding County committee comprised of locally elected and appointed officials and staff, to include school system officials and staff, and citizen representatives. The municipalities of Orchard Hill and Sunny Side are also invited to participate on the Steering Committee. The committee will be comprised of approximately 30 members.

The following Organizations and Institutions are represented on the Griffin-Spalding Area Transportation Committee:

- Spalding County Commission
- Spalding County Administration
- City of Griffin Commission
- City of Griffin Administration
- Griffin-Spalding Chamber of Commerce
- Griffin-Spalding County School System



- Griffin-Spalding Development Authority
- City of Orchard Hill
- City of Sunny Side
- Appointed Citizen Representatives

It is anticipated that representation from counties adjacent to Spalding will be invited to attend and participate in Steering Committee meetings. The Steering Committee will provide guidance, review and oversight for the CTP process and ensure that the community's vision is reflected in the final CTP. The Spalding County Comprehensive Transportation plan will require two-part meetings on a quarterly basis in coordination with regularly scheduled or specially called G-SATC meetings throughout the course of the CTP Process. Steering Committee meetings will be held on a bi-monthly basis as scheduled below. Two distinct meetings may be held on the following dates indicated by bold text.

- August 16, 2006
- September 20, 2006
- **November 15, 2006**
- January 17, 2007
- **March 21, 2007**
- May 16, 2007
- **July 18, 2007**
- September 19, 2007
- **November 21, 2007**

#### 4.3 Technical Committee

The Technical Committee will be comprised of representatives from following agencies:

- Atlanta Regional Commission (ARC)
- Georgia Department of Transportation (GDOT)
- Georgia Regional Transportation Authority (GRTA)
- McIntosh Trail Regional Development Council (MTRDC)
- Spalding County
- City of Griffin
- Neighboring Counties

The Technical Committee will provide review of the CTP process from a regional perspective and ensure coordination with regional transportation planning efforts. The Technical Committee will meet four (4) times during preparation of the CTP, tentatively scheduled for September 2006, December 2006, April 2007, and June 2007.



## 5. Evaluation of Public Involvement Efforts

The Public Involvement Plan will be evaluated to review the program’s overall success and effectiveness in achieving public participation goals. Evaluation of public involvement efforts helps to determine whether the planning process has successfully engaged the public and the efficacy of the public involvement methods employed. Effective public involvement ensures active participation, diversity of input, and significant breadth of community interaction with the overall objective of public inclusion in the comprehensive transportation planning process.

Table 1, below, describes the evaluation measures that have been developed for the Public Involvement methods to be used for the Spalding County Comprehensive Transportation Plan.

**Table 1 – Public Involvement Evaluation Measures**

Public Involvement Method	Evaluation Measure	
	Quantitative	Qualitative
1. Public Meetings	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Diversity of representation</li> <li>• Quantity of input</li> </ul>	<ul style="list-style-type: none"> <li>• Use of input in plan</li> </ul>
2. Stakeholder Interviews	<ul style="list-style-type: none"> <li>• Number of interviews</li> <li>• Number of different types of stakeholders interviewed</li> </ul>	<ul style="list-style-type: none"> <li>• Use of input in plan</li> </ul>
3. Survey	<ul style="list-style-type: none"> <li>• Number of surveys distributed</li> <li>• Number of surveys returned</li> </ul>	<ul style="list-style-type: none"> <li>• Usefulness of survey in identifying issues and helping to craft goals and objectives</li> </ul>
4. Workshop	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Diversity of representation</li> <li>• Quantity of input</li> </ul>	<ul style="list-style-type: none"> <li>• Use of input in plan</li> </ul>
5. Newsletters	<ul style="list-style-type: none"> <li>• Number of newsletters distributed</li> </ul>	<ul style="list-style-type: none"> <li>• Participation and awareness generated by newsletters</li> </ul>
6. Website	<ul style="list-style-type: none"> <li>• Number of webpage hits</li> <li>• Number of comments received</li> </ul>	<ul style="list-style-type: none"> <li>• Use of comments in the plan</li> </ul>



	<b>Evaluation Measure</b>	
<b>Public Involvement Method</b>	<b>Quantitative</b>	<b>Qualitative</b>
7. Focus/Outreach Groups	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Diversity of representation</li> <li>• Quantity of input</li> </ul>	<ul style="list-style-type: none"> <li>• Use of input in plan</li> </ul>
8. Media	<ul style="list-style-type: none"> <li>• Extent and quantity of media coverage</li> <li>• Number of media outlets participating</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of media coverage</li> <li>• Public awareness of media coverage</li> <li>• Public participation generated by media coverage</li> </ul>
9. Poster Contest	<ul style="list-style-type: none"> <li>• Participation by schools</li> <li>• Participation by students</li> </ul>	<ul style="list-style-type: none"> <li>• Public participation generated by contest</li> </ul>

