2020 UPDATE

PUBLIC PARTICIPATION PLAN

Winston-Salem Urban Area MPO
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Public Participation Plan
LIST OF ACRONYMS

ADA – Americans with Disabilities Act
CTP – Comprehensive Transportation Plan
EJ – Environmental Justice
FAST Act – Fixing America’s Surface Transportation Act
FCAC – Forsyth County Airport Commission
FHWA – Federal Highway Administration
FTA – Federal Transit Administration
HOA – Homeowner’s Association
JARC – Job Access and Reverse Commute
LEP – Limited English Proficiency
MPO – Metropolitan Planning Organization
MTP – Metropolitan Transportation Plan
NCDOT – North Carolina Department of Transportation
NEPA – National Environmental Policy Act
P3 – Public Participation Policy
PART – Piedmont Authority for Regional Transportation
RPO – Regional Planning Organization
SPOT – Strategic Planning Office of Transportation
TAC – Transportation Advisory Committee
TCC - Technical Coordinating Committee
TIP – Transportation Improvement Program
TMA – Transportation Management Area
WSTA – Winston-Salem Transit Authority
WSUAMPO – Winston-Salem Urban Area Metropolitan Planning Organization

*Descriptions are listed in Appendix A
INTRODUCTION

• SUMMARY OF CHANGES

• PURPOSE

• GOALS AND OBJECTIVES

• FEDERAL REQUIREMENTS

• WINSTON-SALEM URBAN AREA MPO

• IMPACTS & INVOLVEMENT
  General Programs and Plan
  Involvement
  Special Studies
  Involvement
SUMMARY OF CHANGES

The previous Public Participation Plan (P3) document was adopted in 2014. This document is an updated version of the 2014 document; some additions and adjustments have been made following research into various layouts and content in plans from other planning organizations. The major changes have been highlighted below.

1. The Outreach Toolkit was removed from the Appendices and split into two sections within the document: Outreach and Engagement.

2. The Measures of Effectiveness and Biennial Evaluation Report Section subheading was placed in the Public Involvement Report Section.

3. The Federal Requirements section has been updated to include the FAST Act (Fixing America’s Surface Transportation) of 2015.

4. All information regarding special populations and communities with Limited English Proficiency were combined and put in one section instead of spread throughout the document.

5. Additions:

   a. A list of Acronyms was added to the beginning of the document to help those readers who are not familiar with planning jargon.

   b. A recommendation for a Public Involvement Proposal was included to help MPO staff organize their public participation strategies at the start of each project.

   c. Recommendations for creating accessible documents, presentations, and websites were added to the Guidelines Section; this will help staff to create user-friendly documents.

   d. A Social Media Policy was added; it is based off of the City of Winston-Salem’s Social Media Policy.

   e. A Table of Implementation Guidelines was included to provide MPO staff with a quick method of determining which Informational Sources, Outreach Tools, and Engagement Methods should be used for each type of plan.

   f. A recommendation for a Project Evaluation Report was added to make the Biennial Analysis process less demanding.
PURPOSE

The Winston-Salem Urban Area Metropolitan Planning Organization (MPO) has a commitment to public participation for all transportation plans and air quality conformity determination reports. The Metropolitan Planning Organization will adhere to the regulations set forth by federal and state government regulations which require all MPOs to demonstrate explicit consideration and response to public input received during the planning and program development processes.

GOALS & OBJECTIVES

It is the policy of the Winston-Salem Urban Area MPO to have a proactive public participation process that provides complete information, timely public notice, and full public access to MPO activities at all key stages in the decision making process. It is also MPO policy to involve the public early in the planning process, and to actively seek out the involvement of communities most affected by particular plans or projects. Furthermore, it is a goal of the P3 that the MPO’s Metropolitan Transportation Improvement Program (MTIP), Metropolitan Transportation Plan (MTP), and other transportation plans and programs, be developed in a manner that assures that the public, and affected communities in particular, are afforded ample opportunity to participate in the development of these plans. The goals and objectives of this policy are:

- Bring a broad cross-section of the public into the policy and planning decision-making process.
- Make special efforts to increase the involvement by groups of people who do not generally participate, particularly low-income and minority populations.
- Provide opportunities to participate in developing the plans and programs for their communities.
- Make information on government activities widely available to the public.
- Maximize the use of communications technology to facilitate the exchange of information, including use of the MPO website and other electronically accessible formats (CDs, e-mail, etc.).
- Ensure that technical information is available in an understandable form and that all segments of the population are afforded access to this information.

The Public Participation Policy consists of levels of public involvement depending on the nature and scope of each project or plan. Special emphasis will be given to engage the public in planning studies that form the basis for later programming decisions. Planning activities include corridor studies and special regional studies, environmental assessment studies, development of the MPO MTP and Comprehensive Transportation Plan (CTP). The MPO shall make every effort to involve the affected community through methods such as local direct mailing, website postings, transportation committees of local jurisdictions, public information meetings, and newsletters.

Programming Activities include project programming and selection through the NEPA Process and project development phases and development and adoption of the MTIP. All methods and technologies will be used to give the public greater access to the transportation planning process including newspapers, television, radio, public notices, websites, newsletters, surveys, workshops & charrettes, public hearings, and input from local member governments and their appointed committees.
FEDERAL REQUIREMENTS

The MPO’s Public Participation Policy is designed to be consistent with the requirements of the following Federal laws and processes detailed in Appendix A – Glossary and Federal Requirements:

- FAST Act – Fixing America’s Surface Transportation Act (2015)
- MAP-21 – Moving Ahead for Progress in the 21st Century
- Title VI of the Civil Rights Act of 1964
- Executive Order 12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (1994)
- Americans with Disabilities Act of 1990
- Rehabilitation Act of 1973, Section 504
- Rehabilitation Act Amendments of 1998, Section 508
- National Environmental Policy Act
- Clean Air Act Amendments of 1990

WINSTON-SALEM URBAN AREA MPO

The Winston-Salem Urban Area Metropolitan Planning Organization is the federally designated regional transportation planning entity for most of Forsyth County and the urbanized portions of northern Davidson County, northeastern Davie County, and southern Stokes County. The MPO is responsible for developing and directing a continuous, comprehensive transportation planning process carried out cooperatively by the local, State and Federal governments in conformance with Federal laws and guidelines. Participation in the Winston-Salem Urban Area MPO by member units of government is handled through two (2) different groups: the Transportation Advisory Committee (TAC) and the Technical Coordinating Committee (TCC). Broad responsibilities of the MPO include, but are not limited to, the following:

- To advise the policy boards within the MPO planning area on the status and needs identified through the transportation planning process.
- To assist the general public in understanding decisions and policies related to the transportation planning and decision-making process.
- Identifying existing and future transportation needs by analyzing existing conditions, data, and trends and making projections of future changes.
- Increase safety and security of the transportation system for motorized and non-motorized users.
- Increasing the accessibility and mobility options available for people and freight.
- Protecting and enhancing the environment and the improving quality of life.
- Enhance the integration and connectivity of the transportation system across and between modes.
- Improving and expanding transit services.
In 2012, after negotiations with the jurisdictions and other MPO’s in the region, the Transportation Advisory Committee (TAC) of the WSUAMPO adopted a new Metropolitan Area Boundary (MAB) based on the Census Bureau’s 2010 defined urbanized area; the MAB may change again in the future, as determined by the decennial census. The communities that make up the MAB (as of the date this document was adopted) are shown below.
IMPACTS & INVOLVEMENT

The various plans and studies covered in this policy impact large groups of people in various different ways. It is best to know what impacts may occur and how to address them as they raise concern within the community. Such impacts may include but are not limited to:

- Safety
- Impacts on utilities (ex. Water, Electricity, Etc.)
- Visual/Noise Impacts
- Taking of property (Permanent or Temporary)
- Effects on protected resources (Historic Landmark, Parks, Etc.)
- Impact to local business
- Impact to pedestrian systems (Ex. Transit, Bike lanes)
- Impact on quality of life
- Project timeline
- Housing stock
- Recurring impacts due to multiple projects

GENERAL PROGRAMS AND PLAN INVOLVEMENT

The MPO will involve residents, member municipalities, affected public agencies, representatives of neighborhood groups, planning committees, public and private providers of transportation, freight handlers, non-motorized transportation users, the disabled, economic development groups, real estate groups and associations, and other parties who express and interest in the process.

SPECIAL STUDIES INVOLVEMENT

For special studies, the MPO will identify and involve persons and groups that might be affected by potential changes to transportation services or facilities under review. Examples include: abutting property owners, neighborhood associations, environmental groups, appropriate federal, State and local agencies responsible for land-use, environmental and economic development, and businesses within the study area.
MPO PLANS AND PROGRAMS

The Winston-Salem Urban Area MPO is responsible for creating and maintaining documents essential to the ongoing transportation planning effort and guiding the prioritization and implementation of transportation projects. As an MPO over 200,000 in population, the Winston-Salem Urban Area is designated a Transportation Management Area (TMA) and must fulfill additional federal requirements. A full description of the documents can be found at www.cityofws.org/987/Plans-Studies.

FEDERALLY REQUIRED DOCUMENTS

METROPOLITAN TRANSPORTATION PLAN (MTP) (formerly known as the Long Range Transportation Plan (LRTP))

The MTP is a multimodal plan with a minimum 20-year planning horizon that is fiscally constrained. The MTP must undergo an air quality conformity analysis determination. The MTP must be updated at least every four (4) years.

AIR QUALITY CONFORMITY DETERMINATION (AQCD) (Clean Air Act (CAA) Amendments of 1990)

Transportation conformity is required for MPOs that are non-conforming or in maintenance for the State Implementation Plan (SIP) air quality standards regulated by the CAA. The MPO must meet conformity requirements or risk a conformity lapse where the use of Federal transportation funds is restricted to projects that do not increase roadway capacity.

METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP)

The MTIP is a seven-year (7) program that schedules State and Federal funding for roadway, bridge, safety, public transportation, passenger rail, bicycle, and pedestrian projects transportation projects in the MPO. The MTIP is a subset of the State Transportation Improvement Program (STIP) and must meet AQCD.

TITLE VI STATEMENT

Title VI of the Civil Rights Act of 1964 protects people from discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. The Federal Transit Administration works to ensure nondiscriminatory transportation in support of our mission to enhance the social and economic quality of life for all Americans. The FTA Office of Civil Rights is responsible for monitoring FTA recipients’ Title VI programs and ensuring their compliance with Title VI requirements.

DISADVANTAGED BUSINESS ENTERPRISE POLICY (DBE)

DOT’s DBE Program seeks to ensure nondiscrimination in the award and administration of DOT-assisted contracts in the Department’s highway, transit, and airport financial assistance programs and to create a level playing field on which DBEs can compete fairly for DOT-assisted contracts. The FTA Office of Civil Rights is responsible for monitoring FTA recipients’ DBE programs and ensuring their compliance with DOT’s DBE regulations found at 49 CFR Part 26.
CONGESTION MANAGEMENT PROCESSES (CMP)

As a TMA, the Winston-Salem Urban Area MPO produces a CMP as an integral part of the MTP. The purposes of the CMP are to identify and address most of the major existing traffic congestion problems and conditions in the urban area and to identify a variety of tools and techniques that can be used to mitigate the identified problems.

ENVIRONMENTAL JUSTICE (EJ) PLAN (Executive Order (EO) 12898, 1994)

The EJ Plan outlines specific goals and procedures the MPO will follow to involve minority and low-income populations in transportation planning processes and avoid disproportionately high and adverse impacts on minority and low-income populations.

PUBLIC PARTICIPATION POLICY (P3)

The Public Participation Policy (P3) details the MPO’s commitment to public participation for all transportation plans and air quality conformity determination reports with clear, timely information; early and continuous involvement; and increased access for citizens, public agencies, providers of public transportation, and low income and limited English segments of the community.

PUBLIC TRANSPORTATION – HUMAN SERVICES COORDINATION PLAN

The Coordination Plan identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, and provides strategies and priorities for meeting these local needs. The plan is integral to sub-allocating Federal Transit Administration (FTA) funds for Job Access and Reverse Commute (JARC) and Enhanced Mobility of Seniors and Individuals with Disabilities programs.

STATE REQUIRED DOCUMENTS

COMPREHENSIVE TRANSPORTATION PLAN (CTP)

The MPO, with the cooperation of North Carolina Department of Transportation (NCDOT), develops a CTP based population growth, economic conditions, and land use patterns. The CTP includes highway, transit, rail, bicycle and pedestrian elements in five maps to guide the development of the transportation system and document all expected projects at build-out with no regard to funding and/or timing constraints.

STRATEGIC PRIORITIZATION PROCESS

The NCDOT Strategic Planning Office of Transportation (SPOT) manages the STIP Project Prioritization process through a transparent, data-driven decision making process for transportation projects along with local MPO input. The prioritization process develops an initial ranking and Statewide projects are prioritized with available funding. Remaining Statewide projects and Regional and Division level projects receive local ranking and points through the MPO and NCDOT Division. Final STIP funding decisions are made using project scores and points along with the application of financial and scheduling constraints.
OTHER MPO PLANS

COLLECTOR STREET PLAN

The Collector Street Plan identifies existing and proposed roads that gather local and deliver it to the closest minor or major thoroughfare. The plan maps may not reflect the actual location of a proposed facility; future alignment decisions are made as a part of the development review process.

COMPREHENSIVE BICYCLE MASTER PLAN

The Comprehensive Bicycle Master Plan guides current and future bicycle facility improvement efforts in terms of selecting and prioritizing streets segments to receive bicycle accommodations.

SIDEWALK AND PEDESTRIAN FACILITIES PLAN

The Sidewalk and Pedestrian Facilities Plan provides a vision for pedestrian infrastructure, inventories existing conditions, establishes design guidelines, and a process for ranking potential sidewalk projects.

GREENWAY PLAN UPDATE

The Greenway Plan identifies proposed greenways and greenway connectors, provides policies and procedures, as well as a schedule and a prioritized action plan for development of the greenway system construction over the next 10 to 15 years.
Outreach is how MPO staff is able to ensure that the public has been properly informed and is able to participate in the planning process. The outreach tools should be used as a means to reach every portion of the population; this section lists various effective ways to advertise, inform, and communicate with the public.

- INFORMATIONAL SOURCES FOR PUBLIC
  - Fact Sheets
  - Moving Times
  - Newsletter
  - Websites
  - Informational Videos

- OUTREACH TOOLS
  - Media Notices
  - E-Blasts
  - Direct Mail
  - Social Media
  - WSTA/PART
    - Advertisements
  - Utility Bill Notices
  - TCC Members

- IDENTIFICATION OF SPECIAL POPULATION REQUIRING TARGETED PUBLIC OUTREACH
  - Limited English Proficiency Plan
  - Targeted Strategies

- WHERE TO ADVERTISE?
INFORMATIONAL SOURCES FOR PUBLIC

FACT SHEETS
Informational flyers, fact sheets, and brochures may be created to use as handouts at outreach events, or for posting online and in strategic public locations (as permitted by the management at each location). These fact sheets should utilize fonts and colors which are easy to read, they may include any necessary graphics and be published in English as well as any other relevant languages.

MOVING TIMES NEWSLETTER
The Moving Times is the quarterly newsletter that is published by the WSUAMPO to keep the general public and agencies informed of MPO activities and public involvement opportunities; the newsletter is distributed with the TAC packets and posted on the MPO website. Generally, the newsletter should include multiple relevant articles and graphics; staff listing, contact information, and upcoming TCC and TAC meetings should always be included.

WEBSITES
The WSUAMPO website is a regular source of information for the public, providing general information about the MPO as well as news about upcoming events or public input requests. The website supplies information on the MPO committees, including the TCC and TAC, and offers links to relevant transportation plans and studies.

Separate websites may be created for individual plan updates. These websites can be used to provide project-specific information, including but not limited to timelines, maps, event dates, and plan drafts. Project websites should be user friendly, easy to read and uncomplicated to navigate; they should inform the public on how best to provide input and become involved in the process. Staff contact information should always be included on these sites.

All websites should be accessible and compatible with assistive technology tools.

INFORMATIONAL VIDEOS
Short informational videos can be helpful in explaining technical information to the public in a simple, easy to understand format. It is helpful to use graphics in the videos to clarify terms and processes, these videos can be posted on social media, the project website, the MPO website, or used during presentations.

PUBLIC LOCATIONS
Documents are often required to have a public review period of at least 30 days, in these cases the documents will be available at Municipal and County government offices, County Libraries, WSDOT, NCDOT Division 9 office, WSTA and PART offices. MPO Staff should consider making documents available for review at these locations even if it is not required by state or federal law. This provides those with limited technological access a way to review public documents.
OUTREACH TOOLS

MEDIA NOTICES: The WSUAMPO may issue news releases to media outlets to advertise public input opportunities or informational events. The media used may include radio, television stations and Winston-Salem government channel, newspapers, and online newspapers; using this tool is a good strategy for reaching targeted populations by advertising through non-English speaking media.

E-BLASTS: An E-Blast is an email sent to a large number of recipients concurrently; these emails should include a brief description of the project, informational sources, and opportunities for participation and feedback. MPO Staff may create their own distribution list to which citizens may subscribe, or staff may choose to coordinate with large employers or organizations in the area that already have their own distribution lists.

DIRECT MAIL: Some projects may affect a more concentrated area of the MPO rather than the entire MPO, in these cases it may be more appropriate to create a mailing list and send informational notices to those most directly affected by the specific project. The notices should include a summary of the project and its potential impacts, staff contacts, informational sources as well as the date, time and location of any engagement events.

SOCIAL MEDIA: Social media is an excellent method of reaching large portions of the MPO area while at the same time minimizing advertising costs and staff time. Facebook, Twitter, Flickr, and any other social media sites may be used for advertising regular meetings, special events, public comment periods, and more. Local municipal accounts should be used to ensure that the advertisements are reaching all areas of the MPO; other organizations may be used to help in targeting special populations.

WSTA/PART ADVERTISEMENTS: Coordination with both WSTA and PART to advertise public input opportunities will help to ensure feedback from those citizens frequently using public transit. This outreach method may be used for any project but should be a primary tool for those projects which include or directly affect transit operations.

UTILITY BILL NOTICES: Notices for public input opportunities or surveys themselves may be included in utility bill notices if permission is granted by the company or municipality. The public input notices should be no more than one page and the crucial content should be printed in English and any other relevant languages.

TCC MEMBERS: The Technical Coordinating Committee is composed of professionals from several different departments and communities who are specialized in the transportation and planning fields; the members of this committee are good resources for reaching out to smaller communities within the area. MPO staff may ask TCC members to help coordinate the advertisement of events and public input opportunities or in certain instances present information to citizens and officials of their respective municipalities.
IDENTIFICATION OF SPECIAL POPULATION REQUIRING
TARGETED PUBLIC OUTREACH

Certain segments of the MPO population tend to participate less than others for various reasons and the MPO should work to get ensure that all portions of the population have the opportunity to participate in the input process.

During the adoption of transportation plans, policies and programs, the MPO will ensure fair and full participation in the transportation planning process by all citizens who may be potentially affected and be consistent with the Environmental Justice Executive Order guidance from the Federal Highway Administration (FHWA) and Federal Transit Administration (FTA). The MPO will identify low-income and minority populations by traffic analysis zones or by census tracts, so the effects or burdens of transportation programs and on these groups can be reviewed and addressed to ensure transportation programs are distributed throughout the planning area fairly. Public outreach to low-income and minority populations will be made by maintaining a distribution mailing list of community organizations and leaders, inviting them to public meetings or workshops and speaking at community meetings. Public notices for adoption of new or major updates to the MTP or MTIP will be placed in newspapers and media outlets to reach low-income, minority and Spanish speaking communities.

LIMITED ENGLISH PROFICIENCY

The LEP plan was developed to guide the Winston-Salem MPO in its public outreach and comply with Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (2014) and is included in this plan by this reference. The MPO shall also make a special effort to seek out and consider the needs of individuals or communities with Limited English Proficiency.

TARGETED STRATEGIES

To ensure participation from these special populations, the Winston-Salem Urban Area MPO will use special strategies in special situations for engagement, including but not limited to the following:

- Identify areas in the WSUAMPO region with concentrations of minority, elderly, and low-income populations
- Engage faith-based groups
- Go door-to-door in communities
- Ensure public meetings are transit accessible
- Make certain that online information is easily accessed and available for translation, websites should be easy to read and navigate
- Make translation services available for meetings without requiring a request, and advertise them
- Use advisory boards and community organizations whose members represent low-income or minority groups
- Publish notifications of meetings, public hearings, and open houses in Spanish as well as English
• Post notifications and/or hold meetings, workshops, and open houses in government or other public facilities, senior centers, major retail centers, recreation centers, and public schools
• Public notices in minority or low-income targeted media outlets
• Targeted mailing list
• Developing outreach and educational programs to inform various parties of the public involvement process for particular projects or to provide technical framework

WHERE TO ADVERTISE?

Websites and social media can reach many people with very little effort from staff, but certain segments of the population do not frequently use or have access to technological sources, so staff should not abandon previous methods of outreach such as posting physical advertisements and notices in various locations throughout the MPO.

Recommended locations are listed below:

- Health Departments
- Senior Centers
- YMCA & YWCA
- Major Retail Centers
- Public Schools
- Churches
- Community Centers
- Libraries
- Government Buildings
- Transit Accessible Locations
- Agencies that work with the Non-English speaking population
A Table of Implementation Guidelines has been included on page 30 of this document to aid MPO staff in determining which Informational Sources and Outreach Tools are appropriate for each type of document.
Engagement describes how and through which methods MPO staff is to interact with the public. Providing a variety of ways for the public to offer input helps to ensure as much feedback as possible. There are many avenues for the public to provide comments including mail, email, comments at meetings, surveys, and more. The recommended methods of engagement are listed in this section.
EVENTS

PUBLIC MEETINGS

These events are held to inform and educate citizens and business owners about specific projects or plan updates. The meetings shall include a presentation on the project, the presentation should elaborate on the project scope and explain any technical information in an easy to understand format, visual aids are always helpful. The presentation may be followed by discussion, interactive activities, and surveys to help solicit public input.

VIRTUAL MEETINGS

Virtual meetings may be used in situations that do not allow for in-person public meetings to take place, or in cases where MPO staff feels that they may be able to reach a larger population than an in-person meeting. In some cases, it may be beneficial to use both virtual and in-person meetings. Virtual meeting should be programed similarly to the in-person meetings allowing for, at minimum, a presentation by staff, followed by a discussion or question and answer session. The presentation should include instructions on how to submit formal comments and links to any other public input opportunities.

OPEN HOUSES

Open Houses provide citizens with an opportunity to drop-in anytime during the posted hours with no set agenda. These events will have materials, such as maps, draft plans, or fact sheets laid out for public review and MPO staff should be present to answer any questions or respond to concerns.

WORKSHOPS

Informational workshops are designed to educate participants on specific topics, such as air quality, associated with the transportation planning process and provide a means for allowing participants to express their ideas and concerns in an informal setting. Though these events are informal, they should be structured and have a set agenda; presentations should be brief as feedback is the goal at this event. Break-out sessions are commonly used at workshops and are beneficial at the start of the planning process while goals and objectives are being developed.

CHARRETTES

A charrette, a meeting to resolve a specific problem or issue, may also be a useful public participation technique. Within a specified time limit, participants work together intensely to reach a resolution. The sponsoring agency usually sets the goals and time limit and announces them ahead of time. A leader’s responsibility is to bring out all points of view from concerned local residents as well as agency representatives and experts. The usual components of a charrette are issue definition and analysis, data collection, small group development of alternatives, presentation and consensus on final solution.

OUTREACH AT OTHER EVENTS

Staffing an information table at events hosted by organizations other than the MPO creates an opportunity to reach targeted populations and citizens who might not usually attend MPO events. The table should display informational materials and the MPO staff should be available to answer questions and distribute fliers.

TAC & TCC MEETINGS

Formal MPO business is conducted during TAC and TCC meetings. MPO TAC and TCC meetings allot time for public comment at the beginning of the meeting. These public comments are documented and become a part of the
meeting minutes. In the event that an individual seeks to address a specific agenda item, they may contact the secretary prior to the meeting or sign up at least ten minutes prior to the meeting to comment on that specific agenda item. The chair has the discretion to address anyone wishing to speak on a particular agenda item whose name is not on the list previously mentioned. In the event that the public is unable to make comments during a meeting time, comments may be submitted in written or electronic form.

SITE VISITS & TOURS

It is recommended that the MPO utilize site visits when possible. Site visits are trips taken by community residents, officials, agencies, and consultants to proposed or actual project areas, corridors, impacted areas, or affected properties. Site visits show the physical environment of a proposal, give participants a common frame of reference, and help people understand each other’s point-of-view. Site visits also improve media coverage and accuracy of reporting, and can help gain credibility for the agency by going into the community.

SURVEYS

Using public surveys is an excellent technique for gathering information for projects and plan updates. This technique allows staff to pinpoint the type of feedback they are looking for, whereas simply using comment cards may yield broad, vague, or misdirected responses. Websites and social media can be used to publicize online surveys, and paper surveys may be mailed or may be handed out at public meetings, open houses, or other events.

INTERACTIVE MAPPING

Project websites may include online interactive maps that allow the public to view information on the project as well as leave comments on the map. Using interactive mapping helps in receiving feedback from those members of the public who are visual learners. Staff should consider using a program that will automatically enter the responses into a spreadsheet making data analysis easier and faster than sifting through individual paper comments that might be received at an open house.

STAKEHOLDER TASK FORCE

A stakeholder task force is a useful tool to obtain feedback from those community members who are to be directly affected by a certain project or specific component of a plan. The task force may be comprised of citizens, developers, non-elected officials, transportation professionals, or any others persons deemed relevant to the project or plan. The group should be diverse and when possible include members from across the MPO and those in minority populations or low-income areas. The task force would not be permanent and would be dismissed once its assigned work had been accomplished. The MPO should maintain a stakeholder database, but members of each task force must not necessarily come from the list maintained by staff, members may be drawn from anywhere in the MPO.
ADVISORY COMMITTEES

The MPO will create advisory committees as an opportunity to increase public participation in and ownership of the transportation planning process. These committees could include citizens or interest groups which would meet to discuss transportation issues or project-specific topics when needed. Current MPO committees include:

- Street and Highway Planning Subcommittee
- Bicycle and Greenway Planning Subcommittee
- Sidewalk and Pedestrian Facilities Planning Subcommittee

A Table of Implementation Guidelines has been included on page 30 of this document to aid MPO staff in determining which Engagement methods are appropriate for each type of document.
GENERAL GUIDELINES
- Public Notice
- Documents
- Public Review
- Meetings

SCHEDULE

PUBLIC INVOLVEMENT PROPOSAL
- Identification of Stakeholders

ACCESSIBILITY
- Recommendations for documents, presentations & websites
- Locational Presentation

VISUALIZATION POLICY

SOCIAL MEDIA POLICY
- Deleting Comments
- Public Comment

IMPLEMENTATION GUIDELINES
- Full Updates of Plans
- Minor Items
- MTP
- CTP
- AQCD
- MTIP & AQCD
- P3
- PART/WSTA POP
- Prioritization List
- Table of Implementation Guidelines
GENERAL GUIDELINES

The following are general minimum requirements for all plans and projects requiring public involvement:

PUBLIC NOTICE

1. A public notice inviting comments at the beginning of the review period containing the following:
   a. Locations where the document can be reviewed;
   b. Instructions for submitting comments;
   c. Contact information for questions or additional information, noting that comments on the public participation process are also welcome;
   d. The due date for comments;
   e. Date, time, location and special accommodations for any scheduled public meetings;
   f. A link for additional information on the Internet;
   g. When possible, staff should include maps, photos, or renderings to attract interest.
2. The public notice (ad, fact sheet, or website notification) may be executed using Outreach Tools, the public notice should be updated with any significant developments during the public review period.
   a. For major updates of the MTP, CTP, MTIP or AQCD only, at least one major newspaper, with one display or legal ad per major newspaper, to include publications serving minority communities. MPO staff will maintain the list of newspapers.

DOCUMENTS

1. Documents shall be available for public review for 30 calendar days at the following locations:
   a. Municipal and county government offices;
   b. WSDOT office, NCDOT Division 9 office, WSTA and PART offices;
   c. Forsyth County libraries, North Davidson Branch, Davie County, and King Libraries
2. The document shall also be available on the MPO website for the duration of the public review period.
3. Documents should contain maps, photos, renderings, or other visualization tools to aid in understanding and shall be as jargon-free and succinct as possible.
4. Project or Plan documents shall be available to individuals on CD, DVD, portable USB drive, or other media formats upon request.

PUBLIC REVIEW

1. During the public review period, comments should be submitted:
   a. in writing;
   b. via standard mail, e-mail and fax or Internet forms, if available.
2. Public comments received will be:
   a. Acknowledged with a written or e-mailed receipt message;
   b. Responded to as appropriate, which could include a direct communication to the commenter or a response in the revised document;
   c. Documented and presented to the MPO’s TCC and TAC, in summary form or verbatim, before a vote is taken to adopt the plan or document in question; and
   d. Included in summary form or verbatim with final documents, if sufficiently significant.
MEETINGS

1. All TAC meetings are open to the public and subject to the North Carolina Open Meetings Law. All materials presented during MPO committee meetings will be public record and made available for review at the Winston-Salem Department of Transportation. Copies of archived records are available upon request.

2. The MPO will provide at least a week notice to citizens and media outlets of meetings in accordance with North Carolina Open Meetings Law. Meeting notices will be posted on the Winston-Salem Department of Transportation website and publicized during MPO events. The TAC meeting schedule for the year is posted on the MPO website and in the newsletter.

3. When public meetings are necessary, the MPO will hold multiple meetings at various locations throughout the planning area. At least one will be in the evening or on a weekend to allow those with traditional work schedules to attend, and at least one will be during the traditional work day to allow those who work in the evenings or on weekends to attend. A single drop-in session running from afternoon through evening satisfies this time-of-day but not the multiple meeting goal. As appropriate, meetings will be held in minority communities.

4. Virtual meetings may be used in place of in-person public meetings when necessary. These types of meetings should be advertised and formatted similar to in-person meetings. MPO staff may use whichever application they deem best for hosting the meeting, but meetings should be recorded so that they are available for playback by citizens who could not attend virtually. Call-in numbers should be available to the public for those who do not have internet access.
The MPO shall allow reasonable time for public review and comment at key decision points. Minimum **public review and notification** periods shall be as follows:

- Amendments to the MPO’s Public Participation Policy (P3) – 45 days
- Adoption of the MTIP & major MTIP amendments, Air Quality Conformity Determination, MTP/CTP & major amendments – 30 days
- TAC & TCC Meetings – 7 days

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<th>Planning Document</th>
<th>Update</th>
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<th>Administrative Modification</th>
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<td>Public Review and Comment Period to last 30 days prior to approval</td>
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<td>No public participation required for correcting small, non-substantial items</td>
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<td>At least one public meeting during the 30 days public review period prior to approval</td>
<td>Public comment period on the MTP during the TAC Meeting prior to final approval</td>
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<td>Air Quality Conformity Determinations (AQCD)</td>
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<td>Prioritization List</td>
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<td>Unified Planning Work Program (UPWP)</td>
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<td>Piedmont Authority for Regional Transportation (PART) Program of Projects (POP)</td>
<td>Public Review and Comment Period to last 30 days prior to approval by PART Board</td>
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<td>Winston-Salem Transit Authority (WSTA) Program of Projects (POP)</td>
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PUBLIC INVOLVEMENT PROPOSAL

At the start of each project or plan update, MPO staff should create a public involvement proposal; this proposal should be an informal document used by staff, intended to act as a plan and guide for public participation. The public involvement proposal should identify key stakeholders, special populations, the schedule to be used, meeting requirements, and the outreach and engagement methods to be used.

IDENTIFICATION OF STAKEHOLDERS

Being able to identify key stakeholders and concerns early on helps determine which outreach techniques will be most appropriate. As an example, if disruption of business during a project is a concern, the public involvement proposal should lay out a plan for how businesses will be involved in discussions of scheduling to help minimize impacts that may arise.

ACCESSIBILITY

RECOMMENDATIONS FOR DOCUMENTS, PRESENTATIONS, & WEBSITES

- Use easy to read fonts, such as sans serif fonts, and larger print to accommodate visually impaired and aging populations. For the body of documents, it is recommended to use a font size no smaller than 12pt.
- For the visually impaired, provide documents in braille or an audio file when requested.
- Use left-aligned text when possible; right-aligned, centered, and justified can hamper legibility.
- Avoid relying too heavily on color coding; this can create difficulties for those who are color blind. Test the document by printing in black and white; if charts or other crucial items are not showing the intended effect, increase the contrast.

LOCATIONAL

All TAC, TCC and other MPO meetings must be held in facilities that are accessible to people with disabilities. Whenever possible, these meetings should also be held in locations that are transit accessible, so as not to exclude those lacking personal transportation.

PRESENTATION

The Winston-Salem MPO website will be in compliance with the Rehabilitation Act Amendments of 1998 (Section 508).

All notices for planning activities of the Winston-Salem Urban Area Metropolitan Planning Organization will include an announcement that states that persons with disabilities will be accommodated. Special provisions will be made if notified 48 hours in advance (i.e. having available large print documents, audio material, someone proficient in sign language, a translator or other provisions requested).
MPO staff will utilize the North Carolina Department of Health and Human Services database of sign language interpreters in our region to secure a sign language interpreter for a scheduled meeting upon request. Currently the database is available at HTTP://WWW.NCDHHS.GOV/DSDHH/DIRECTORIES.HTM.

**Visualization Policy**

Visualization is the formation of visual images to describe information. Examples of visualization techniques include sketches, graphs, drawings, artist renderings, physical models and maps, simulated photos, videos, computer modeled images, interactive mapping, photo manipulation and computer simulation. The Winston-Salem Urban Area MPO will use visualization techniques to clearly present information relating to MPO long range transportation plans, MTIPs and other planning projects. The goal of the MPO visualization policy is to help the public and decision makers visualize and interact with transportation plans and projects, alternatives, large data sets and land-use information more effectively.

**Social Media Policy**

The WSUAMPO does not have its own social media accounts, so it is up to local municipalities as to how their social media is managed. Social media should be used as a tools to advertise public input opportunities and provide information to the public. The MPO cannot regulate how municipalities or other organizations manage their social media, however, it is recommended that organizations follow these guidelines when the MPO is referenced in posts.

**Deleting Comments**

Organizations should welcome public participation but ask that the public recognize these guidelines. Once posted, the organization should consider deleting comments that:

- Contain vulgar language
- Are personal attacks of any kind
- Are offensive comments
- Are prejudiced or hurtful remarks made toward groups of a certain ethnicity, race, religion, or sexual orientation
- Are spam
- Are clearly off-topic
- Advocate illegal activity
- Promote particular services, businesses, products, or political organizations/candidates/ideas
- Infringe on copyrights or trademarks

Organizations should ensure that the public has been notified that comments meeting these criteria will be deleted when deemed appropriate.

**Public Comment**

Social media sites are not forums for submitting public comment. If citizens would like to comment on projects or plans they should be provided with links to the appropriate websites, MPO staff contact information, or the next available public input opportunity.
IMPLEMENTATION GUIDELINES

FULL UPDATES

Full updates of the MTP, CTP, MTIP and major MTIP amendments with Air Quality Conformity Determinations, or other major projects, studies, plans, or amendments, especially those impacting much of the urban area or substantially affecting minority or low-income populations, will have additional involvement to increase public participation:

1. The MPO will ensure that as many people as possible receive information including:
   - Progress/update newsletters to provide timely notice at project kick-off, at the beginning of public comment periods, and otherwise as appropriate;
   - Postal mailings to generate interest and announce public meetings or workshops; and surveys to elicit comments that might not otherwise be volunteered.

2. Public notices (announcements, ads or posters) may be placed in the following additional locations:
   - PART administrative offices, transit hub, and onboard buses, where possible;
   - WSTA administrative offices and onboard buses;
   - Bulletin boards in City-operated parking deck and recreation centers, especially those in minority or low-income communities impacted by the item in question; and
   - Places of worship in affected areas.

3. Piedmont Triad MPOs, Rural Planning Organizations and other regional agencies outside the MPO will receive notices for informational purposes.

4. An electronic notice will be sent to a list of interested parties, including representatives of neighborhood and community organizations, especially in minority and low-income communities, to provide timely information about public comment periods and meetings.

5. TCC meetings will include additional agency invitees to ensure adequate consultation with interested parties.

6. Multiple public meetings will be held in transit-accessible locations during regular service hours.

7. Special services will be provided upon five business days advance notice, when practical and subject to availability, of services and resources including translation for non-English speakers, materials for the visually impaired, and services for the deaf and hard of hearing, in accordance with City policies. The availability of these services should be mentioned in public notices.

8. Targeted mailings should be sent to the WSTA and PART community organizations mailing lists.

ADMINISTRATIVE MODIFICATION / MINOR ITEMS

Minor items are performed administratively with limited public involvement outside the regular meeting structure of the MPO. Members of the TAC will represent citizens in making decisions, and materials will be distributed to inform stakeholders and implementing agencies of changes. Residents may also attend and speak at the beginning of each TAC meeting upon recognition by the TAC Chair, who may impose a reasonable time limit for speakers. Items in this category would include:

- Administrative modifications to the MTIP, MTP or CTP;
- Small projects with few impacts; and
- Technical/preliminary/exploratory studies.
METROPOLITAN TRANSPORTATION PLAN (MTP)
Additional public involvement at key decision points may include:

- Formulation of vision, goals and objectives
- Review and approval of socio-economic and demographic projections
- Review and determination of transportation deficiencies and evaluation of alternatives

COMPREHENSIVE TRANSPORTATION PLAN (CTP)
Additional public involvement at key decision points may include:

- Formulation of vision, goals and objectives
- Coordination of socio-economic and demographic projections with land use planning agencies

AIR QUALITY CONFORMITY DETERMINATION (AQCD)
Additional public involvement at key decision points may include:

- Formulation of vision, goals and objectives
- Review and approval of socio-economic and demographic projections
- Review and determination of transportation deficiencies and evaluation of alternatives

METROPOLITAN TRANSPORTATION IMPROVEMENT PROGRAM (MTIP) & AIR QUALITY CONFORMITY DETERMINATION (AQCD)
Additional public involvement at key decision points may include:

- Formulation of the prioritized project list for submission to NCDOT
- Amendments and amendments or modifications requiring AQCD
- Meeting FTA standards for public involvement in transit planning for WSTA and PART
- A public comment period before the TAC meeting on the Draft

MTIP Amendments:

- Change in project cost beyond a predetermined threshold; increases in highway projects that exceed both $2 million and 20% of the original cost and may affect fiscal constraint
- Change in federally-funded or state-funded regionally significant transit, bicycle or pedestrian project that exceeds either $1 million or 20% of the project cost
- Any addition or deletion of a federally funded or state funded regionally significant project or project schedule shifts that move ROW, major capital acquisitions, or construction authorization dates either in or out of to the first 4 years of the TIP
- Project schedule shifts in years 1 through 4 that move project completion dates across Horizon Years as determined by the Metropolitan Transportation Plan
- Project schedule shifts to incorporate the project from an out-year into the current (four-year) TIP
- Change in the project design or scope that significantly changes the termini or project type, purpose, or number of through lanes on a non-exempt (for transportation conformity purposes) project
- Any addition, deletion or significant modification of non-traditional funding sources to a project
  - (Nontraditional sources include state bonding and/or private participation)
  - Public comment on project additions or deletions of less than $1 million may be sought at the discretion of the TAC by majority vote.
TIP Modifications

When a TIP change is not substantial enough to trigger a TIP amendment, a TIP administrative modification takes place. A public hearing and 30-day public notice is not required for a TIP administrative modification; however, there will be a public comment opportunity provided at the TAC meeting where the TIP modifications are being adopted. A TIP administrative modification takes place under one of the following criteria:

- Any change to projects in years 5 or later
- Minor change to project descriptions, scopes, sponsor funding
- Minor cost increases in highway projects that do not exceed both $2 million and 20% of the original project cost
- Addition to the TIP or changes to locally-funded bicycle or pedestrian projects
- Schedule changes that move project authorization dates within the first 4-year TIP time window and do not affect local air quality conformity findings
- Funding source changes between traditional funding sources (i.e. substituting available Congestion Mitigation Air Quality (CMAQ) funds for FTA section 5307 formula transit funds)
- Projects approved for Emergency Relief funds do not generally have to be included in the TIP, so any changes made for emergency projects may be considered minor modifications.

PUBLIC PARTICIPATION POLICY (P3)

Additional public involvement for the Public Participation Policy (P3) will include:

- A 45-day public comment period
- The draft P3 will be available for public review at PART and WSTA offices and websites.

PART PROGRAM OF PROJECTS/WSTA PROGRAM OF PROJECTS (POP)

The public participation processes for the Piedmont Authority for Regional Transportation (PART) Program of Projects (POP) and for the Winston-Salem Transit Authority (WSTA) POP will be established by their respective boards, but shall at a minimum include a 30-day public review period and at least one public hearing before board adoption.

PRIORITIZATION LIST

The TCC will develop a draft prioritization list from the local project priorities of the MPO jurisdictions using the approved local ranking criteria and point assignments process. Public participation for the prioritization list will include:

- Public input will be sought in the development of the prioritization criteria and local point assignments for regional and division level projects through the Strategic Transportation Initiative (STI)
- The draft prioritized list will be available for public comment for 30 days prior a final prioritization list approval by the TAC. The prioritization list will be submitted to the NCDOT for fiscal constraint prior to the release of the draft STIP.
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<th><strong>TABLE OF IMPLEMENTATION GUIDELINES</strong></th>
<th>Metropolitan Transportation Plan (MTP)</th>
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<th>Disadvantaged Business Enterprise (DBE)</th>
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PUBLIC INVOLVEMENT REPORT
EVALUATION GUIDE

MEASURES OF EFFECTIVENESS AND BIENNIAL ANALYSIS

Evaluation is a key component of any successful plan. The MPO’s public involvement work is evaluated through the several measures listed below. The sources of data for these measures are meeting attendance logs, surveys distributed at public meetings and “How-To” seminars records of public comments for each certification document, and data on the total number of hits on the MPO’s website and hits by unique visitors. Among the measures the MPO may track are the following:

- Number of meeting attendees
- Share of attendees at an MPO meeting who are attending for the first time
- Number of Comments on the TIP, MTP, UPWP, and other plans
- Geographic distribution of meeting attendees and comments
- Share of municipalities visited during a rolling four-year period
- Meeting attendees and comments from low-income or high-minority areas
- Unique visitors to MPO website and public review documents
- Performance on survey questions
- 100% of meetings are handicapped accessible
- 100% of meetings are within one-fourth of a mile of a transit service

Every two years, the MPO should perform an analysis of results from the surveys and evaluation criteria listed above, and changes to the Public Participation Policy will be initiated based on the results of the analysis.

PROJECT EVALUATION REPORT

When possible, it is recommended that MPO staff produce a project evaluation report once each project or plan update has been finished. This report serves to aid in the ease and swift execution of the Biennial analysis. Staff may also want to include the information from the report in various plan updates.

The project evaluation report should entail analysis only for the project at hand. The report should list all outreach and engagement methods used; and for each method list any relevant dates, statistics, or descriptions.
APPENDIX A: GLOSSARY

ADA – Americans with Disabilities Act; Federal legislation passed in 1990 prohibiting discrimination on the basis of disability. The act requires all transportation facilities and services must be accessible to individuals with physical handicaps.

Rehabilitation Act of 1973, Section 504 - Section 504 states that “no qualified individual with a disability in the United States shall be excluded from, denied the benefits of, or be subjected to discrimination under” any program or activity that receives Federal financial assistance.

Rehabilitation Act Amendments of 1998, Section 508 - Section 508 states that Federal agencies must ensure that electronic and information technology is accessible to employees and members of the public with disabilities to the extent it does not pose an “undue burden.”

CAAA – Clean Air Act Amendments of 1990; The original Clean Air Act from 1963 was revised in 1970, instituting the national air pollution control program. The 1990 Clean Air Act Amendments are the most far-reaching revisions of the 1970 law and include transportation conformity.

Enhanced Mobility of Seniors and Individuals with Disabilities (FTA Section 5310) - The Federal Transit Administration (FTA) Section 5310 grant program, formerly called New Freedom, supports additional transportation service options to Americans with disabilities to overcome barriers to employment and seeks to expand the transportation mobility options available to people with disabilities beyond the requirements of ADA.

FAST – Fixing America’s Surface Transportation Act (2015) - The FAST Act includes provisions to support and enhance the reforms set in place by MAP-21. The statewide and metropolitan long-range plans must describe the performance measures and targets that States and MPOs use in assessing system performance and progress in achieving the performance targets. It requires that the planning process include public ports and private transportation providers, and further encourages MPOs to consult during this process with officials of other types of planning activities, including tourism and natural disaster risk reduction. The FAST Act also changed criteria for MPO officials to provide transit provider representatives with equal authority and allow the representative to also serve as the representative of a local municipality.

JARC – Job Access Reverse Commute (FTA Section 5307) - The JARC program was established to address the unique transportation challenges faced by low-income persons seeking to obtain and maintain employment.

LEP – Limited English Proficiency - Federal regulations define Persons with Limited English Proficiency as individuals with a primary or home language other than English who must, due to limited fluency in English, communicate in that primary language if the individuals are to have an equal opportunity to participate effectively in or benefit from any aid, service or benefit in federally-funded programs and activities.

MAP-21 – Moving Ahead for Progress in the 21st Century - MAP-21 regulations require that an opportunity for public involvement be provided throughout the planning process. Metropolitan area plans include a public participation plan, with a minimum public comment period of 45 days required when a public participation plan is updated. Specific provisions should give affected parties a reasonable opportunity to comment on transportation plans. These parties include, but are not limited to, those identified as stakeholders.

NC Public Meetings Law (Telephone and Videoconferencing) - A public body may hold a meeting by telephone or videoconferencing, but it must provide a location and way for the public to listen to the meeting. The public body may charge each member of the public a fee (maximum of $25) to defray the cost of providing a location.
and equipment. See N.C. Gen. Stat. § 143318.13(a). An email exchange or other electronic communications could constitute an "official meeting" if public body members used electronic communications to engage with each other simultaneously. N.C. Gen. Stat. § 143-318.10(d) (definition of "official meeting" includes "simultaneous communication by conference telephone or other electronic means")

**NEPA – National Environmental Policy Act of 1969** - An Act to establish a national environmental policy to provide for the establishment of a Council on Environmental Quality, and to promote efforts to prevent or eliminate damage to the environment and biosphere and stimulate the health and welfare.

**Nonattainment Area** – An urbanized area which does not meet federal air quality standards defined in the Clean Air Act.

**Public participation** – The active and meaningful involvement of the public in the development of transportation plans and programs.

**SAFETEA-LU - The Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users** - Enacted August 10, 2005, SAFETEA-LU expanded the list of interested parties to be engaged during public participation (see “stakeholders” below). Provisions of SAFETEA-LU expanded consultation and cooperation with Federal, State, Local and Tribal agencies responsible for land use, natural resources and other environmental issues and promoted consistency of transportation plans with state and local planned growth and economic development patterns during the adoption of long and short-term plans. Additional requirements included methods to better communicate transportation plans with the general public by the use of visualization techniques and the integration of transportation and air quality planning in the areas designated by the U.S. Environmental Agency (EPA) as non-attainment or maintenance areas.

**Stakeholders** - An individual or organization involved in or affected by the transportation planning process. In order to create and implement transportation plans with long-lasting benefits, appropriate stakeholders must be identified. In accordance with MAP-21, stakeholders will include “citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties”. Citizens include the general public, environmental health, neighborhood, citizen, and civic organizations, and traditionally underserved communities such as people with disabilities, and /or low-income, minority, and elderly.

**TAC – Transportation Advisory Committee** - The TAC is comprised of at least one (1) elected official from each of the member units of government, as well as the NCDOT Board Member for the area and the Winston-Salem Transit Authority (WSTA). Non-voting, ex-officio members include representatives from the City-County Planning Board (CCPB), the Forsyth County Airport Commission (FCAC), and the Federal Highway Administration (FHWA). The TAC is responsible for approving the transportation planning documents and reports prepared by the MPO staff and developing policies on various transportation conditions and issues.

**TAZ – Traffic Analysis Zone** - The unit of geographic area, generally small and with similar development characteristics, used in travel demand modeling.

**TCC – Technical Coordinating Committee** - The TCC is comprised of member government managers, technical staff from local, state and federal governments and surrounding MPO’s and other experts from major modes of transportation. The TCC makes recommendations to the TAC.

**Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d-1)** - Title VI of the 1964 Civil Rights Act states, “No person in
the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be
denied the benefits of, or be subjected to the discrimination under any program or activity receiving federal
financial assistance. The Executive Order issued on Environmental Justice in 1999 further amplifies Title VI by
providing that “each federal agency shall make achieving Environmental Justice part of its mission by
identifying, as appropriate, disproportionately high and adverse human health or environmental effects of its
programs, policies, and activities on minority populations and low-income populations.” The Executive Order
requires all federal agencies to establish internal policies to meet the requirements of Environmental Justice.

Executive Order 12898 requires federal agencies and their sub recipients achieve environmental justice as part
of its mission. MPOs must identify and address as appropriate disproportionately high and adverse human health
or environmental effects, including interrelated social and economic effects of its programs, policies, and
activities on minority populations in the United States.

Executive Order 13166 requires public outreach to include people of limited English proficiency. Combined with
nondiscrimination statutes, meaningful access would extend to people who cannot read and understand what
is read: thus the need to include outreach to low-literate populations is needed as well. MPOs must work to
provide “meaningful access” to their limited English proficiency applicants and beneficiaries.

Unique Visitor – A user who has visited a specific webpage at least once in the designated time period.

Urbanized Area – An urbanized area is a statistical geographic entity designated by the Census Bureau, consisting of
a central core and adjacent densely settled area that contain at least 50,000 people with an overall population
density of at least 1,000 people per square mile.

Appendix A Sources:

Atlanta Regional Commission, CITIZEN’S GUIDE TO REGIONAL LAND USE & TRANSPORTATION PLANNING, 2005
Federal Highway Administration, TRANSPORTATION CONFORMITY REFERENCE GUIDE, 2006
Federal Highway Administration, VISUALIZATION IN PLANNING, 2006
United States Code, 42 § 4321.
Federal Highway Administration, FIXING AMERICA’S SURFACE TRANSPORTATION ACT: A SUMMARY OF HIGHWAY
PROVISIONS, 2016
APPENDIX B: LIST OF ADVERTISING OUTLETS AND PARTNERS

NEWSPAPERS

Clemmons Courier  
(336) 766-4126  
COURIERB@BELLSOUTH.COM

Davie Enterprise  
(336) 751-2120  
ERADS2@DAVIE-ENTERPRISE.COM

Kernersville News  
(336) 993-2161  
AD_DIRECTOR@KERNERSVILLENNEWS.COM

Lexington Dispatch  
(336) 249-3981

Qué Pasa  
(336) 714-7516

Stokes News  
(336) 591-8191

Winston-Salem Chronicle  
(336) 722-8624

Winston-Salem Journal  
(336) 727-7492  
CONTACT@WSJOURNAL.COM

TELEVISION STATIONS

WXII  
721-9944

WXLV  
722-4545

WGHP  
(336) 821-1185

WFMY  
(336) 379-9369

RADIO STATIONS

WFDD  
(336) 758-8850  
WFDD@WFU.EDU

WMFR/WSJS  
(336) 777-3900

WSNC  
(336) 750-2321

WJMH  
(336) 605-5200

CALENDAR/CLASSIFIEDS

Clemmons Courier/Davie Enterprise  
CLASSADS@SALISBURYPOST.COM

Kernersville News  
CLASSIFIEDS@KERNERSVILLENNEWS.COM

Lexington Dispatch  
CLASSIFIED@THE-DISPATCH.COM

Qué Pasa  
(336) 714-2823

Winston-Salem Chronicle  
ADV@WSCHRONICLE.COM

Winston-Salem Journal  
(336) 727-7425
LIBRARIES

Forsyth County Public Libraries
   Central Library (336) 703-2665
   Carver School Road Branch (336) 703-2910
   Clemmons Branch (336) 703-2910
   Paddison Memorial Branch (Kernersville) (336) 703-2910
   Lewisville Branch (336) 703-2940
   Malloy/Jordan East Winston Branch (336) 703-2950
   Reynolda Manor Branch (336) 703-2960
   Rural Hall Branch (336) 703-2970
   Southside Branch (336) 703-2980
   Walkertown Branch (336) 703-2990

King Public Library
   (336) 983-3868

North Davidson Branch Library
   (336)242-2050

Davie County Public Library
   (336)753-6030