

For all Winston-Salem MPO transportation plans, WSTA and PART Programs of Projects, and Triad regional Air Quality Conformity Determination Reports

Public Participation Policy

2014

Winston-Salem Urban Area MPO

Public Participation Policy (P3)

Winston-Salem Urban Area Metropolitan Planning Organization

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Public Participation Policy (P3)

Winston-Salem Urban Area Metropolitan Planning Organization

Summary of Changes

The current Public Participation Policy (P3) document was adopted in 2014. This document provided an opportunity to make additional corrections and revisions to the P3 document as follows:

1. References were added to the P3 document to indicate that its measures apply to the Program of Projects (POP) for both the Winston-Salem Transit Authority (WSTA) and the Piedmont Authority for Regional Transportation (PART) with specific new references added to the following sections:
 - a. Winston-Salem Urban Area MPO (p.6)
 - b. General Guidelines (p.10)
 - c. Implementation Guidelines (p.11)
 - d. Public Outreach Timelines Table (p.10)
2. In order to conform to Federal requirements, the public review period for the P3 policy was changed from 30 days to 45 days.
3. The policy was reorganized, removing the former “three tier” hierarchy of public involvement in favor more specific guidance:
 - a. **General Guidelines** covering all public involvement activities
 - b. **Strategy and Policy Toolkit** providing numerous strategic ideas for improving our public participation methods. These toolkit ideas are not mandatory, but should be used when possible and provide guidance for additional outreach.
 - c. **Implementation Guidelines** providing specific requirements for public processes, including detailed requirements for each of the major plans regularly produced by the MPO.
4. The policy was also expanded:
 - a. To update the Federal, State, and other requirements for public involvement
 - b. To specifically address Limited English Proficiency (LEP) populations and reference the LEP plan for the MPO adopted March 2014.
5. Appendices were added with:
 - a. Updated Glossary
 - b. Public Outreach Timelines Table
 - c. Media Contacts

The full P3 document can be found at:

[HTTP://WWW.CITYOFWS.ORG/DEPARTMENTS/TRANSPORTATION/PLANNING/PLANS-AND-STUDIES/PUBLIC-PARTICIPATION-POLICY-2014](http://www.cityofws.org/departments/transportation/planning/plans-and-studies/public-participation-policy-2014)

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. Broad responsibilities 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.

The communities that make up the Metropolitan Area Boundary (MAB) are shown below.



Figure 1 - Winston-Salem Urban Area Metropolitan Planning Organization, 2013

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). 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. 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.

MPO Plans and Programs

The Winston-Salem Urban Area MPO is responsible for creating and maintaining documents essential to the on-going 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.DOT.CITYOFWS.ORG.

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. The current MTP is the 2035 Transportation Plan Update approved March 6, 2013.

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.

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 (SPOT P3.0)

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 SPOT P3.0 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 (2007)

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 (2005)

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 (2007)

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 (2012)

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.

Public Participation Policy (P3)

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 regulations which require all MPOs to demonstrate explicit consideration and response to public input received during the planning and program development processes.

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:**

- 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)
- Executive Order 13166 – Improving Access to Services for Persons with Limited English Proficiency (2000)
- 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

Goals and 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 MTIP, 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:

1. Bring a broad cross-section of the public into the policy and planning decision-making process.
2. Make special efforts to increase the involvement by groups of people who do not generally participate, particularly low-income and minority populations.
3. Provide opportunities to participate in developing the plans and programs for their communities.
4. Make information on government activities widely available to the public.
5. Maximize the use of communications technology to facilitate the exchange of information, including use of the MPO web site and other electronically accessible formats (CDs, e-mail, etc.).
6. 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 CTP. The MPO shall make every effort to involve the affected community through methods such as local direct mailing, 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, newsletters, surveys, workshops & charrettes, public hearings, and input from local member governments and their appointed committees.

Members of the Public

General Programs and Plans: 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 and real estate groups and associations, and other parties who express an interest in the process.

Special Studies: 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.

Transportation Equity

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.

To assure adequate participation of these groups, the MPO shall use tools such as advisory boards whose members represent low-income or minority groups, target mailing list, workshops, and public notices in minority or low-income targeted media outlets. 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 - Where a participation strategy is intended to help reach minority or low-income communities, it is marked with this symbol: ➞

General Guidelines

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

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.
2. Staff will include maps, photos, or renderings on public notices to attract interest, when possible.
3. The public notice (ad, poster or website notification) may be submitted to the following outlets, which will also be advised of 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; ➡
 - b. Local access cable television station;
 - c. MPO Web site;
 - d. Press release to media outlets. MPO staff will maintain the list of media contacts; ➡
 - e. Local newspapers and representatives of the MPO municipalities based on the project;
 - f. TCC and TAC members, as well as representatives of stakeholder agencies.
4. 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.
5. Documents should contain maps, photos, renderings, or other visualization tools to aid in understanding and shall be as jargon-free and succinct as possible. ➡
6. The document shall also be available on the MPO website for the duration of the public review period. The website should be accessible and compatible with assistive technology tools. ➡
7. 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.
8. 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.

Implementation Guidelines

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.

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:
 - a. Progress/update newsletters to provide timely notice at project kick-off, at the beginning of public comment periods, and otherwise as appropriate;
 - b. 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:
 - a. PART administrative offices, transit hub, and onboard buses, where possible;
 - b. WSTA administrative offices and onboard buses; ➡
 - c. 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
 - d. Places of worship in affected areas. ➡
2. Piedmont Triad MPOs, Rural Planning Organizations and other regional agencies outside the MPO will receive notices for informational purposes.
3. 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. ➡
4. TCC meetings will include additional agency invitees to ensure adequate consultation with interested parties.
5. Multiple public meetings will be held in transit-accessible locations during regular service hours. ➡
6. 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. ➡
7. Targeted mailings should be sent to the WSTA and PART community organizations mailing lists. ➡

Metropolitan Transportation Plan (MTP) and Air Quality Conformity Determinations (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) and 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

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.

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.

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

Public Participation Policy

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

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.

Open Meetings

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.

Adequate Notice

The Winston-Salem 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 meeting schedule for the year is posted on the MPO website and in the newsletter.

Access by Persons with Disabilities

All TAC, TCC and other MPO meetings will be held in facilities that are accessible to people with disabilities. 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](http://www.ncdhhs.gov/dsdhh/directories.htm).

Format of Public Meetings

Public meetings allow MPO staff the opportunity to interact with citizens that may be directly affected by specific transportation plans. The general format of public meetings may include: a presentation by MPO staff; a question and answer period, and a summary of materials covered. Meetings may also incorporate using maps to identify where citizens are located, and an interactive activity. The Winston-Salem MPO will hold multiple public 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. ☺

Visualization Techniques

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. See the definition of visualization in the glossary (appendix A) for examples of visualization techniques.

Time Period for Public Comments

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

Public Outreach Timelines and Actions Table

Planning Document	Update	Amendment	Administrative Modification
Metropolitan Transportation Plan (MTP)	Public Review and Comment Period to last 30 days prior to approval	Public Review and Comment period to last 30 days prior to approval	No public participation required for correcting small, non-substantial items
Metropolitan Transportation Improvement Program (MTIP)	At least one public meeting during the 30 days public review period prior to approval	Public comment period on the MTP during the TAC Meeting prior to final approval	
Air Quality Conformity Determinations (AQCD)	Public comment period during the TAC Meeting prior to final approval		
Prioritization List	Public Review and Comment Period to last 30 days after initial TAC list approval	Public Review and Comment Period to last 30 days after initial TAC approval	No public participation required
Comprehensive Transportation Plan (CTP)	Public Review and Comment Period to last 30 days prior to approval	Public Review and Comment period to last 30 days prior to approval	No public participation required for correcting small, non-substantial items
Public Participation Policy (P3)	Public Review and Comment Period to last 45 days prior to approval	Public Review and Comment Period to last 45 days prior to approval	No public participation required for correcting small, non-substantial items
	Public comment period during the TAC Meeting prior to final approval		
Unified Planning Work Program (UPWP)	Public comment period during the TAC Meeting prior to final approval	Public comment period during the TAC Meeting prior to final approval	No public participation required
Piedmont Authority for Regional Transportation (PART) Program of Projects (POP)	Public Review and Comment Period to last 30 days prior to approval by PART Board	Public Review and Comment period to last 30 days prior to approval by PART Board	No public participation required for correcting small, non-substantial items
Winston-Salem Transit Authority (WSTA) Program of Projects (POP)	Public Review and Comment Period to last 30 days prior to approval by WSTA Board	Public Review and Comment period to last 30 days prior to approval by WSTA Board	No public participation required for correcting small, non-substantial items

Measures of Effectiveness and P3 Revision

Effectiveness Surveys and Biennial Evaluation Report

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 will 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.

Limited English Proficiency Plan (LEP)

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 (2000) and is included in this plan by this reference.

In addition, the Winston-Salem Urban Area MPO will use special strategies in special situations for engaging low-income, low-literacy, or limited-English-proficiency populations, including but not limited to the following: ➡

- Engage faith-based groups
- Go door-to-door in communities
- Make translation services available for meetings without requiring a request, and advertise them

Appendices

Appendix A – Glossary and Federal Requirements

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.”

CAA – 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.

Charrette – A meeting to resolve a problem or issue. Within a specified time limit, participants work together intensely to reach a resolution.

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.

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.

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.

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

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.

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.

Visualization – The formation of visual images to describe information. Examples of visualization techniques include sketches, drawings, artist renderings, physical models and maps, simulated photos, videos, computer modeled images, interactive mapping, photo manipulation and computer simulation.

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.

Appendix B – Public Outreach Toolkits

The following tools are listed to provide a range of methods to more effectively engage the public in the transportation planning process. Not all of these tools are required, but should be considered as part of the public participation efforts of the Winston-Salem MPO.

Non-Participating Minority and Low-Income Populations ➡

Public Outreach activities will include efforts to involve traditionally underserved groups (i.e., minorities, elderly, low-income persons) in the transportation planning process. These efforts may include, but not be limited to, the following:

- Identifying areas in the Winston-Salem MPO region with concentrations of minority, elderly, and low income populations;
- Including organizations that deal directly with minority groups on the Stakeholder List;
- Posting notification and/or holding meetings and open houses in county health departments, senior centers, major retail centers and public schools;
- Publishing notification of meetings, public hearings, and open houses in Spanish.

Outreach and Education Program

Public involvement is at its best when the general public is thoroughly informed of the issues surrounding a project. Such outreach will also including informing the public and other agencies about the roles and responsibilities of the MPO. When necessary, the MPO will develop outreach and educational programs to inform various parties of the public involvement process for a particular project or to provide technical framework. English and Spanish materials will be a part of this program. ➡

Outreach Professionals

To promote increased levels of public participation, MPO staff will collaborate with outreach professionals with long-standing relationships with target communities and are aware of the various concerns expressed by the citizens they represent.

Reverse Flow

In order to reverse the traditional flow of information, interested parties or groups could be invited to make presentations to the TAC, TCC, or other policy boards.

Newsletters

The MPO will provide information to be included as part of the *Moving Times* newsletter to keep the general public and agencies informed of MPO activities and public involvement opportunities. The newsletter is distributed through e-mail on an “as needed” basis. The MPO will consider providing the newsletter on a quarterly basis.

Data Storage Devices

It is the policy of the Winston-Salem MPO to make project or plan documents available to individuals on CD, DVD, portable USB drive, or other media formats upon request.

Advertisements, Press Releases and Media Outlets

The Winston-Salem MPO will post advertisements and press releases in newspapers, on radio and television stations including WSTV 13, the Winston-Salem city government channel, at community centers, YMCA and YWCA locations, major retail centers, public schools, churches, and agencies that work with the non-English-speaking population, based on a project’s location and impacts. ➡

Briefings and Presentations

Briefings and presentations will be used as a method of delivering information to the public, key individuals, civic groups, professional organizations, neighborhood associations, and other groups about

the regional transportation planning process and transportation plans. Elected officials, business leaders, the media, regional groups, or special interest groups can participate. Briefings usually involve issue-focused communication and are held at critical times in plan development or project schedule.

Workshops

Informational workshops designed to educate participants on specific topics, such as air quality, associated with the transportation planning process provide a means for allowing participants to express their ideas and concerns in an informal setting. Information workshops will be conducted on an as needed basis.

Focus Groups

Focus groups allow MPO staff to directly collect feedback from the general public. MPO staff may also gather small groups of citizens or residents of affected project area neighborhoods to create focus groups that will provide feedback regarding a specific topic or transportation plan.

Surveys and Response Sheets

Surveys also allow MPO staff to directly collect feedback from the general public. Strategies for disseminating surveys will consider differences in language and technology access among affected citizens. Some methods may include inserting surveys in water or power bills, providing links to surveys on government websites, and having available comment sheets at public events and hearings.

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.

Open Houses

Open houses provide an informal setting for the public to access general information on the transportation planning process. Open houses have no fixed agendas and no formal presentations. MPO technical staff will be on hand to answer questions and provide details on a one-on-one basis. Open houses may precede public meetings.

Neighborhood Meetings

The MPO may consider the use of neighborhood meetings, usually at a person's home. While not applicable for all types of plans or projects, a neighborhood meeting can be very effective at maximizing two-way communication due to the relaxed setting.

Web-Based Meetings

The Winston-Salem MPO will also use online webcasts, wikis, and community forums to augment face-to-face meetings. In the future, it may also be possible to create podcasts of MPO minutes or highlights of meetings.

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.

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

Interagency Consultations

The MPO also consults with officials and agencies that are affected by transportation to gather input and coordinate between MPO planning and planning underway by others. The MPO consultations include air quality conformity processes, notification of the development of certification documents, as well as requests for reviews and comparisons of information during the development of the MTP such as state and local planned growth, economic development, environmental protection, historic resources, airport operations, freight movements, and federal land management.

Website

The Winston-Salem Department of Transportation website is a tool that provides timely information to the public. Interested parties have the ability to review all MPO documents, technical information, access updates on the status of specific plans and projects, as well as make public comments. An online calendar provides dates of upcoming meetings and public involvement opportunities. Anyone can access the DOT website at WWW.DOT.CITYOFWS.ORG.

Social Media

MPO staff seeks to use all available forms of media in an effort to increase public involvement. Strategies to encourage public input may include social marketing mediums such as Facebook, Twitter and blogs and efforts to include them will be made when deemed appropriate. The MPO will consider using an online project journal (blog) and podcasts for projects where progress updates will be frequent and important in sustaining momentum.

TAC and 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.

Related Outreach Conducted by Individual MPO Members

The MPO agencies and municipalities conduct public participation activities related to MPO activities and their particular agency and program needs. Agencies are encouraged to coordinate their outreach plans, when possible, with MPO events to consolidate public involvement activities.

Appendix C – Media Contacts

NEWSPAPERS

Clemmons Courier

(336) 766-4126

COURIER8@BELLSOUTH.COM

Davie Enterprise

(336) 751-2120

ERADS2@DAVIE-ENTERPRISE.COM

Kernersville News

(336) 993-2161

AD_DIRECTOR@KERNERSVILLENEWS.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

CALENDAR/CLASSIFIEDS

Clemmons Courier/Davie Enterprise

CLASSADS@SALISBURYPOST.COM

Kernersville News

CLASSIFIEDS@KERNERSVILLENEWS.COM

Lexington Dispatch

CLASSIFIED@THE-DISPATCH.COM

Qué Pasa

(336) 714-2823

Winston-Salem Chronicle

ADV@WSCHRONICLE.COM

Winston-Salem Journal

(336) 727-7425

TELEVISION STATIONS

WXII

(336) 721-9944

WXLV

(336) 722-4545

RADIO STATIONS

WFDD

(336) 758-8850

WFDD@WFU.EDU

WMFR/WSJS

(336) 777-3900

WSNC

(336) 750-2321

WSNCFM@WSSU.EDU

LIBRARIES

Forsyth County Public Libraries

(336) 703-2665

King Public Library

(336) 983-3868

North Davidson Branch Library

(336) 242-2050

Davie County Public Library

(336) 753-6030