

Greenville Urban Area Metropolitan Transportation Plan

Public Involvement Plan

Overview

The Public Engagement Plan for the Greenville Urban Area Metropolitan Transportation Plan (MTP) outlines Kimley-Horn's and Greenville Urban Area Metropolitan Planning Organization's (MPO) approach to providing opportunities for the public to be informed about the project, engage in the planning process, and provide meaningful feedback. The PIP will also highlight how the information collected from public participants will guide and inform the planning process.

A robust Public Involvement Plan will guide the development of an updated Transportation Plan that reflects the needs of the community and is both defensible and implementable. The PIP includes a variety of strategies that intend to capture feedback from a cross-section of those who live, work, recreate, or have a stake in the Plan's recommendations. The public engagement strategies for the Greenville Urban Area MTP include:

Public Engagement Strategies	
Community Event Outreach	Social Media/Website
Steering Committee Meetings	Online Survey Tool
Advisory Committee Meetings	Plan update presentations
Stakeholder and Small Group Interviews	Public Outreach Summary
Public Workshops	Branding

Goals

The two primary goals of the MTP's public engagement strategies are to inform and engage the public.

Informing the public requires the thoughtful translation of engineering and planning vernacular into common English. The initial step of informing the public is to communicate the purpose of the MTP and how it affects them. Once the public understands the value of the plan and its goals and objectives, they can then engage the planning process.

Engaging the public necessitates empowering them to speak up paired with listening to their thoughts and opinions. Those who have the most to gain or lose from investments in the transportation system have perspectives that must be valued when developing project, policy, and program recommendations. The planning process should include several avenues of public engagement to improve the likelihood that the feedback obtained is representative of the entire community.

Key Stakeholders

In addition to the general public, the PIP aims to engage several key stakeholders. Among the public engagement strategies in this PIP, the Steering Committee meetings, and stakeholder group meetings should be specifically leveraged to reach these key stakeholders:

Local, State, and Federal Agencies	Community Leadership
City of Greenville	Places of worship
Town of Winterville	ECU Student Government
Town of Ayden	Neighborhood associations
Town of Simpson	Sensitive Populations
Pitt County	Minority
NC DOT	Low income
Mid-East RPO	Children and students
Down East RPO	Elderly
Eastern Carolina RPO	Economic Development
Federal Railroad Administration	Greenville-Pitt County Chamber of Commerce
Elected Officials	Uptown Greenville
Mayor and Town Council	Greenville Office of Economic Development
Pitt County Board of Commissioners	Pitt County Economic Development
Major Employers/Institutions	
East Carolina University	
Vidant Medical Center	
Pitt Community College	
Transportation Representatives	
Transit riders	
Bicycling and walking advocates	
ECU Transit	
Greenville City Transit	
North Carolina Railroad	
Freight operators	

Engagement Strategies

The table below describes each strategy included in the MTP's Public Involvement Plan, target audiences, the general approach of each, and their intended outcomes. MPO staff may choose to participate in additional engagement activities throughout the development of the MTP exclusive of Kimley-Horn's involvement.

Strategy	Tentative Date	Audience	Approach	Outcomes
Community Event Outreach	Varies	Community at large	Set up booth, distribute surveys, and/or pass out flyers at a community event in the Greenville area.	The public will be informed about the plan's current status and upcoming milestones. Feedback from the engagement exercises will guide the development of the Plan's goals, objectives, and recommendations.
Steering Committee Meetings (up to 4)	7/25/2018; all others TBD	Steering Committee members	Report plan progress to members, conduct activities to refine concepts, and confirm direction of recommendations development.	Input contributed by members will guide the direction of the Plan's public engagement efforts, technical analysis, and recommendations development.
Advisory Committee Meetings (up to 4)	TBD	Advisory Committee members	<i>Led by MPO</i> – Presenting big picture items and major milestones and soliciting feedback on key decision points.	Input contributed by members will be combined with public feedback and will be used to support or inform input from the Steering Committee.
Stakeholder Group Meetings (up to 2)	08/2018	Key stakeholders	Interview groups of key stakeholders to identify existing transportation issues and opportunities.	Feedback from these meetings will highlight areas and corridors that should be addressed by the Plan's recommendations.
Public Workshops	08/2018, 12/2018	Member of the public	Facilitate a workshop and invite members of the public to participate in order to inform them about the plan and engage them in the process.	This will yield feedback from the community that will be vital for the development of recommendations for the plan.

Strategy	Tentative Date	Audience	Approach	Outcomes
Social Media/Website	Ongoing	Community at large	Information for the Plan will be delivered to the Greenville MPO to be posted on their existing website and social media platforms.	Social media content will promote the MTP and aim to generate public discussion.
Online Survey Tool	08/2018 – 10/2018	Community at large	Provide an online interface to collect public feedback on the vision of the Transportation Plan and issues that its recommendations should seek to address.	The results of the online survey tool will influence the development of the Plan's vision statement and identify locations that need transportation improvements.