

# ARTS2050

METROPOLITAN TRANSPORTATION  
PLAN UPDATE ► *Future Mobility*

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## TECHNICAL REPORT #1: PUBLIC OUTREACH FOR THE FUTURE TRANSPORTATION IN THE ARTS PLANNING AREA

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Final MTP  
September 10, 2020



The Augusta Regional Transportation Study (ARTS) as a federally-designated agency was established as a bi-state Metropolitan Planning Organization (MPO) in 1970. The ARTS MPO working collaboratively with partner agencies is responsible for making policy about local transportation and deciding how to spend Federal funds for carrying out the transportation planning process. The ARTS MPO is also responsible for overseeing multimodal and long range transportation planning within the ARTS planning area to ensure continued accessibility, connectivity, efficiency, mobility, and safety for the movement of people and freight.

The ARTS planning area includes Richmond County, and the Cities of Hephzibah and Blythe in Georgia; the Fort Gordon Military Reservation; parts of Columbia County, including the City of Grovetown; and, parts of Aiken and Edgefield Counties in South Carolina, including the Cities of Aiken, North Augusta, New Ellenton and Burnetown.

ARTS METROPOLITAN TRANSPORTATION PLAN UPDATE  
*Future Mobility 2050*



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*Prepared in cooperation with the Georgia Department of Transportation, South Carolina Department of Transportation and the Federal Highway Administration.*

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# 1 INTRODUCTION AND OVERVIEW

This Stakeholder Engagement and Outreach Strategy describes the engagement and outreach activities implemented in support of the Augusta Regional Transportation Study 2050 Metropolitan Transportation Plan Update (ARTS MTP or 2050 MTP). Public participation was a critical component of the continuing, cooperative and comprehensive Metropolitan Transportation Planning process as well as community ownership of the 2050 MTP. This is the public's plan, and outputs of the final 2050 MTP process reflect robust engagement with as many population groups as possible. In particular, public outreach efforts ensured that traditionally under-represented population groups were included in the planning process.

Specifically, the purpose of this document is to:

- Identify key individuals, agencies and organizations whose participation will be critical in properly addressing the various elements and emphasis areas.
- Define outreach techniques to effectively involve these stakeholders.
- Establish how members of the public will be engaged throughout the process and contribute meaningful input prior to final decisions being made.

This document contains three major sections: **Public Involvement Plan** presents the plans and goals for the public involvement process. **First Round of Public Engagement** discusses the process and results of the first round of public outreach; and, **Second Round of Public Engagement** discusses the process and results from stakeholder engagement, the second round of public outreach, and the third public involvement presentation. Document appendices contain outreach materials used in promoting and executing engagement activities.

## 1.1 Project Description

The 2050 MTP is the official multimodal transportation plan developed and adopted through the metropolitan transportation planning process for the Augusta Regional Transportation Study (ARTS) planning area. The ARTS Metropolitan Planning Organization (MPO) approved its 2040 Long Range Transportation Plan (LRTP) in 2015.<sup>i</sup> That plan will serve as the basis for this plan update. While some priorities from the 2040 LRTP have changed or been achieved, many of the original priorities remain.

The MTP planning process and policy document are federally mandated and serve as a prerequisite for receiving federal transportation funding.<sup>ii</sup> The MTP is a long range planning document, but it also contributes to the annual Unified Planning Work Program (UPWP)<sup>iii</sup> and the 4-Year Transportation Improvement Program (TIP)<sup>iv</sup>.

The ARTS MTP covers a thirty-year planning horizon and is updated at least once every five years. The MTP can be amended at any time, and the ARTS Policy Committee must approve any update or amendment to the MTP. Interested parties, including the public, have an opportunity to review and comment on the MTP. Projects must be included in the MTP before being placed in the ARTS TIP.

The ARTS MTP includes long-range and short-range strategies and actions that lead to the development of an integrated multimodal transportation system in the ARTS planning area. In addition, the 2050 MTP:

- Identifies near-term demand for passenger and goods movement
- Identifies Congestion Management System strategies
- Identifies pedestrian, walkway and bicycle facilities
- Assesses capital investment and other measures to preserve the existing transportation system
- Reflects a multimodal evaluation of the transportation, socioeconomic, environmental, and financial impact of the Transportation Plan
- Reflects consideration of local plans, goals and objectives
- Outlines, as appropriate, transportation enhancement activities
- Includes a financial plan demonstrating that the identified projects can be implemented using current and proposed revenue sources

A key outcome of this plan update will be identifying or confirming local community visions and priorities.

## 1.2 Project Area Overview

The 2050 MTP update covers the area within the ARTS planning area. This includes all of Richmond County, the eastern portion of Columbia County, most of Aiken County, and a small portion of Edgefield County. Richmond and Columbia Counties are in Georgia, and Aiken and Edgefield Counties are in South Carolina. **Figure 1-1** shows the ARTS MTP update study area.

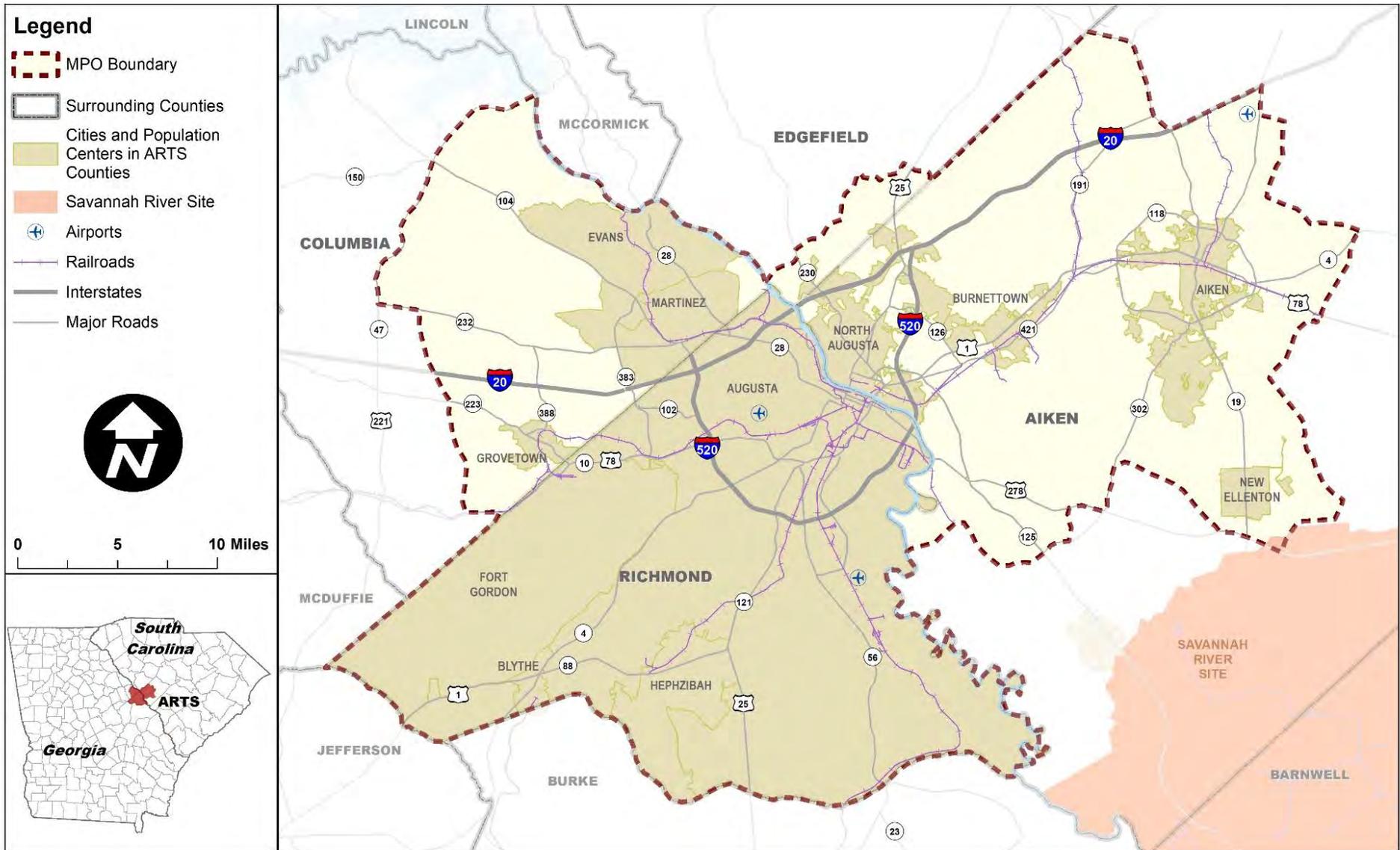


Figure 1-1. ARTS MPO Boundary

## 1.3 Public Involvement Goals

Public engagement took place throughout the 2050 MTP process, and concentrated public coordination occurred during two education and outreach phases. The first phase took place during existing conditions data collection and encompassed an initial set of public meetings and outreach opportunities. The purpose of these preliminary engagement efforts was to outline the 2050 MTP process for the public and gain insight into the public's thoughts on transportation options and desired goals for the 2050 MTP.

The second phase of public involvement took place alongside project prioritization. The purpose of this later outreach effort was to maintain robust engagement with stakeholders and partners, gather more detailed information about potential projects, and seek feedback on proposed recommendations.

The primary goals of the public involvement for this project are:

- **To inform and involve the public throughout the 2050 MTP update process.** Public involvement tools were utilized to: 1) educate, 2) listen to, and 3) learn from the public early and throughout the project schedule. The success of this planning process depended on the cooperation and support of the public. It was our goal to ensure that anyone affected by transportation in the ARTS planning area had an opportunity to provide input at key technical milestones during the Plan's development.
- **To consult with local officials and staff to gather their ideas for transportation solutions.** This process relied heavily upon the knowledge and experience of local officials and staff. These individuals who interact with the community on a regular basis were key sources of local information and insight. These include the four partner counties in the ARTS planning area (Columbia and Richmond Counties, GA, and Aiken and Edgefield Counties, SC), cities within the region (Grovetown, Blythe, and Hephzibah, GA, and North Augusta, Aiken, Burnetown, and New Ellenton, SC), and regional governing groups (Central Savannah River Area Regional Commission (CSRA-RC) and Lower Savannah Council of Governments (LSCOG)). In addition, all local planning and development, building department, and engineering staff were asked to provide valuable information on the region's transportation needs.
- **To consult with community stakeholders and gather their ideas for issue identification and the creation of solutions.** This process was an opportunity for all interested stakeholders and groups to voice their concerns and opinions about the current state of transportation. Coordination must account for agencies that operate within the region including, but not limited to, the Georgia and South Carolina Departments of Transportation (GDOT and SCDOT), the Federal Highway Administration (FHWA), the Federal Transit Administration (FTA), local transit agencies, railway companies such as CSX and Norfolk Southern, local airports, and local bicycle, pedestrian, trails, and accessibility advisory groups. The public involvement process sought input from and consultation with these and all other relevant agencies to gain insight on the region's transportation assets and needs.

## 1.4 The ARTS MPO's Engagement Approach

Although public involvement is a mandatory component of the 2050 MTP process, the ARTS MPO strove to go beyond what is required to seek true engagement with the community about the region's transportation future. Multi-pronged strategies gave constituents ample opportunity to contribute as well as options for *how* to provide

input. Members of the ARTS community could participate through digital media or through pen-and-paper feedback forms, and materials were provided in multiple languages. The ARTS MPO utilized more traditional public meeting formats, but it also engaged with the public at cultural and arts festivals, at meetings for special interest or community groups, through TV segments and social media, and via email outreach.

## 1.5 Schedule of Public Involvement, Education, and Outreach Activities

As depicted in the project schedule presented in **Figure 1-2** the project team reached out to stakeholders and the public throughout the planning process. The 2050 MTP remained visible and accessible to the public through the project webpage, community-based outreach, and updates on social media. At key milestones in the 2050 MTP process, including at the initiation of data collection and the development of goals, objectives, and measures of effectiveness, the public was consulted for input into the decision-making process.

These tasks shown in the project schedule will be discussed in greater detail throughout this report.

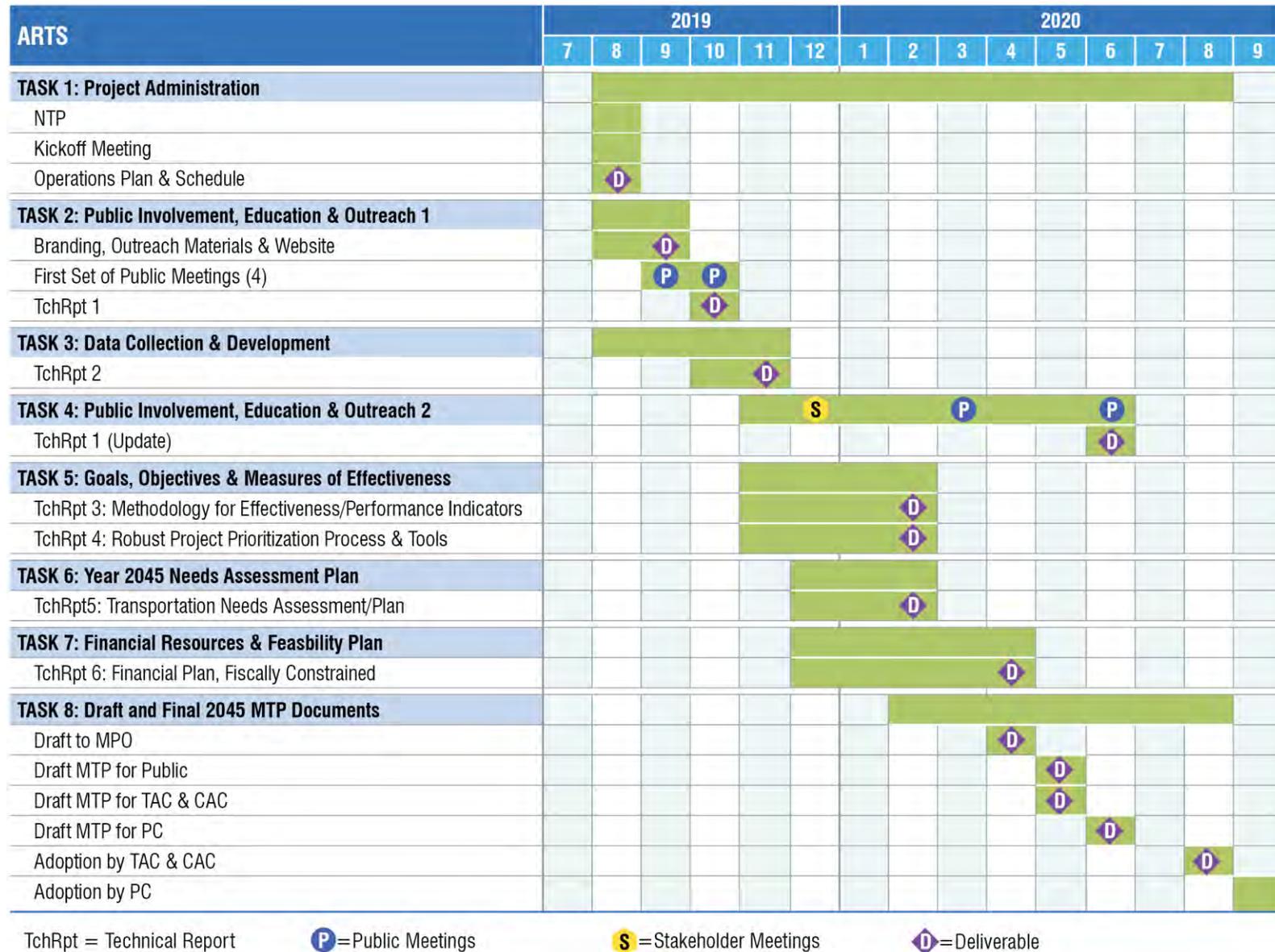


Figure 1-2. Project Schedule

## 2 PUBLIC INVOLVEMENT PLAN

Planned public outreach activities followed the recommendations in the ARTS Public Participation Plan Update, adopted by the ARTS MPO in December 2017. The ARTS Public Participation Plan includes five components, which will form the basis for the 2050 MTP outreach efforts.<sup>v</sup>

### 2.1 Public Engagement Tools

Engagement tools included the following:

- 1) Consultation:** The project team created and initiated a method through census data and area demographics to identify groups that are traditionally underserved in the transportation planning process and those communities with high concentrations of minority, low-income, disabled and elderly populations. In addition, the project team also identified media that serves these communities and maintained a mailing/contact list to notify these media outlets of all regularly scheduled ARTS committee meetings. The 2050 MTP was prepared with due consideration of governmental agencies and nonprofit organizations (including representatives of the agencies and organizations) that receive federal assistance from a source other than the U.S. Department of Transportation. In sum, the MTP update process ensured that plans reflect existing and future plans for the region's transportation development and all interested parties were identified and included.
- 2) Public Access:** The ARTS MPO provided timely and convenient access to agendas, meetings, documents, and other information related to the regional transportation planning process. This included availability of physical plans and documents for review at the ARTS MPO office, a 30-day public review and comment period for document updates, access to technical and policy information used in the development of the 2050 MTP, and an updated website and online public forum ensuring all project information was made available to the public for review, comments, and general knowledge. Access also encompassed assistance to those with special needs at ARTS meetings, public meetings at convenient and accessible locations and times, adequate transportation options to and from meeting venues, safe supervision for children during meetings, and accommodations for persons with disabilities.
- 3) Public Outreach and Education:** The ARTS MPO communicated about the 2050 MTP to the public and other stakeholders in a way that allowed them to provide meaningful input on a regional transportation plan. ARTS maintained an updated list of stakeholders and potential stakeholders for disseminating



Image Source: Project team

information, with special attention given to Environmental Justice population groups, that informed outreach efforts.

**4) Public Input:** Various tools ensured maximum opportunities for public involvement. These included:

**Meeting Notifications:** ARTS meeting agendas were distributed at least seven (7) days in advance to all committee members, area media outlets and other interested parties. Agendas and minutes of meetings were posted on the ARTS web site. All public meeting notices or public review and comment periods were published at least seven (7) days in advance of the meeting date or the start of the review and comment period. The notices were also posted on the ARTS MPO’s web site. Also, the MPO provided the media with information pertaining to the adoption, revision or amendment of all plans at least seven (7) days prior to the date of the final action.

**Print Ads:** Full color formats were considered for print advertisements. Color captures the reader’s attention and has the potential of increasing the readership of the advertisement or announcement. The placing of color ads was weighed against the advertising costs and the return on investment (i.e., the numbers of persons responding to the ad or notice).

**Personal Partnerships:** ARTS MPO staff sought interviews and meetings with local partners to increase their awareness of ARTS and ultimately seek their buy-in as ARTS MPO ambassadors.



*Image Source: Project team*

**Local Events:** Participation was sought in ARTS regional events, e.g., community fairs, church meetings, and cultural festivals. Several of these events occur throughout the year in the ARTS planning area and provided informal speaking engagements for ARTS MPO staff and distribution opportunities for ARTS materials.

**Small-Scale Meetings:** Through dialogue with community associations, ARTS hosted meetings at smaller and more localized venues like churches, neighborhood association meetings, etc. Hosting meetings at localized venues may require fewer resources in terms of person hours and facility set-up, be more conducive to increasing diversity in meeting attendees, and increase ARTS MPO awareness.

**Media Advertisement:** Local television and radio engagements were pursued to increase public awareness about the ARTS MPO’s purpose and initiatives. ARTS MPO representatives were guests on local TV and radio programs to field questions from listeners or viewers.

**Online Engagement:** The ARTS website and social media page were actively updated and monitored. Active input was encouraged through engaging online venues like a website, online surveys, and social media. Throughout the project, all ARTS announcements, documentation, and funding opportunities were available online.

Additional opportunities for public comment will be provided on revised regional transportation plans if changes are made to the draft document provided during the formalized public review and comment

process. This includes both administrative modifications and amendments. The public will have the opportunity to view the changes on the ARTS MPO website and/or the online public forum mapping application. ARTS MPO staff will continue to accept comments through all communication formats identified in the ARTS Public Participation Plan.

- **Evaluation of ARTS Public Participation Plan:** ARTS MPO staff used quantitative and qualitative criteria to determine the effectiveness of public participation tools and techniques used in the 2050 MTP planning process. These included:
- Percentage of meeting attendees who found presentation materials, displays and materials visually appealing
- Number of completed comment forms returned and number of questions asked at community meetings
- Percentage of meeting attendees completing the meeting evaluation form
- Number of persons completing online community transportation survey, and percentage of meeting attendees completing survey
- Percentage of meeting attendees satisfied with venue location
- Number of meetings and attendees
- Number of meetings in Environmental Justice areas
- Percentage of attendees who felt questions were answered adequately
- Number of meetings within ¼ mile of a transit stop
- Number of newspaper advertisements and public notices published
- Percentage of attendees hearing about community meetings from different sources
- Percentage of attendees who had clear understanding of presentations, map displays and materials
- Number of media interviews and appearances



*Image Source: Project team*

## 2.2 Education and Outreach Materials

All public engagement materials contained an introduction to the project based on a standard summary created by the project team:

“The Metropolitan Transportation Plan (MTP), updated every 5 years, envisions and evaluates what the Augusta Regional Transportation Study (ARTS) planning area will look like in the next 10, 20 or 30 years. A key part in securing federal funds, the MTP recommends projects to improve, maintain, and operate roadways, public transit, multiuse trails and sidewalks. As ARTS begins the process of updating the MTP for 2050, we are seeking your initial thoughts on transportation issues in Richmond, Columbia, Aiken, and Edgefield counties. Public input is critical in identifying multimodal transportation and land use investment priorities that will maximize and sustain future livability, create jobs, and boost economic potential. The 2050 MTP Update is expected to be adopted in September 2020.”

A modified version of this summary statement appeared on the MetroQuest survey, the project website, and social media pages. This text version, along with additional information that included the study process, public involvement timeline, and study area map, appeared on the project fact sheet (see **Appendix 1. Public Engagement Materials**). Fact sheets were distributed at Arts in the Heart festival, posted on the project website, and available at all public meetings.

Materials were translated to Spanish, including MetroQuest surveys, fact sheets, and flyers. Key materials were also translated to Korean and any other predominant languages in the region at the discretion of ARTS staff.

## 2.3 Branding

The 2050 MTP branding strategy centered on a logo that represents the forward movement of the ARTS planning area. The logo (see **Figure 2-1**), is reminiscent of the shape of the ARTS MPO boundary and comprising counties.



*Figure 2-1. Project Logo*

The slogan, “Future Mobility 2050,” fits the theme of multi-modal mobility for the future of the ARTS planning area and identifies the planning horizon year. In addition, presence of the website address within the logo itself enhanced public awareness of online resources and project updates. The web URL appeared on all project materials, and all print and digital materials will utilize the colors, motifs, fonts, and slogan from the logo.

The Team produced branded promotional materials, including bags, notepads, and pens. These were available at all public meetings and community engagement events. The Team put project fact sheets in the branded bags to enhance public education about the 2050 MTP. See **Appendix 1. Public Engagement Materials** for images of 2050 MTP and ARTS promotional materials.

## 2.4 Outreach Methods

The community was invited and encouraged to provide input throughout the 2050 MTP planning process. Interested parties were able to provide input via a project website with a contact form and comments solicitation section, a dedicated project email address, and a direct phone number for the City of Augusta Planning & Development Department. The website URL, email address, and phone number were advertised at all public meetings, in all media spots, and on all promotional materials.

### 2.4.1 MetroQuest Survey

The ARTS MPO released two interactive online MetroQuest surveys during the life of the project. The first survey aimed to educate the public about the purpose and process of an MTP. The five survey screens engaged participants in an interactive, quick, and fun exercise that gave the planning team helpful information about people’s general transportation priorities, current transportation modes, frequent destinations to help determine general travel demand within the study area, and demographic information. For screenshots of the survey content, see **Appendix 1. Public Engagement Materials**.

The first MetroQuest survey was available on the project website from late September to November 1, 2019. ARTS MPO staff and project consultants facilitated in-person surveys, available both digitally and in pen-and-paper form, during the Arts in the Heart of Augusta festival and the four scheduled public engagement meetings. The survey was active for approximately three weeks after the first round of public engagement meetings.

The second MetroQuest survey was more specific to funding priorities but followed the same general format as the first survey. Participants were able to allocate funding to different project categories, rank goals for the 2050 MTP planning process, and map key project locations on an interactive map.

### 2.4.2 Website

The project website domain name was FutureMobility2050.com. The project website housed major project documents and was continually updated throughout the 2050 MTP planning process.

The initial website included:

- A “Home” page with a project overview, project area photos, a link to the MetroQuest survey, and a study area map.
- An “About the Plan” page with a process timeline, information about the ARTS MPO, the process strategy, a link to the 2040 LRTP, and Frequently Asked Questions.
- A “2050 MTP Materials” page featuring a repository of project documents.
- A “Get Involved” page with a timeline of the public involvement process, a contact form, and contact information.

See **Appendix 1. Public Engagement Materials** for a representative screenshot from the project website.

### 2.4.3 Social Media

The project had a Facebook page that was continuously updated with events for public meetings, information about ways to get involved, and links to relevant documents. Partner counties, ARTS MPO region cities, and the ARTS MPO were all encouraged to share 2050 MTP events and link to the project page. See **Appendix 1. Public Engagement Materials** for a representative screenshot from the project social media page.

## 2.5 Target Audiences

Key groups for identification and inclusion were:

- Communities with high concentrations of minority, low-income, disabled, and elderly populations
- Agencies and officials responsible for other planning activities in the ARTS planning area. These include representatives from state and local authorities, military bases, and private agencies responsible for planned growth, economic development, environmental protection, airport operations, freight movements, land use management, natural resources, conservation, and historic preservation
- State and local resource agencies likely to be affected by the plan or program
- Governmental and nonprofit organizations that receive federal assistance from a source other than the U.S. Department of Transportation
- Local media outlets
- Georgia and South Carolina Departments of Transportation (GDOT and SCDOT)

## 2.6 Environmental Justice Communities

Historically, Minority and Low Income populations have been underrepresented in the transportation decision-making process. This Stakeholder Outreach and Engagement Strategy describes the methods by which these populations were identified in the ARTS MPO region and how these populations were engaged in the 2050 MTP update process. Specifically, identification of underrepresented population centers helped inform potential sites for public engagement activities and meetings.

The United States Environmental Protection Agency (EPA) requires consideration and inclusion of Environmental Justice (EJ) communities in all federally funded processes, including the 2050 MTP. The EPA defines EJ as follows:

“Environmental Justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies. This goal will be achieved when everyone enjoys:

- The same degree of protection from environmental and health hazards, and
- Equal access to the decision-making process to have a healthy environment in which to live, learn, and work.”<sup>vi</sup>

The ARTS 2050 MTP outreach process went beyond the federal definition of EJ populations for Minority and Low Income to include other groups such as the senior population, population with limited English proficiency (LEP) and households without access to a vehicle.

The concept of Environmental Justice recognizes that minority and low-income populations have historically been underrepresented in the transportation process and have been disproportionately impacted by transportation improvements. The intent of EJ analysis is to identify these populations to the extent possible by their characteristics, permitting special efforts to be made to involve them early and continuously throughout the transportation planning process to minimize and mitigate potential impacts to these population groups.

The US Census identifies **low-income populations** as being below the poverty line based on household size and income.<sup>vii</sup> The percentage of households residing below the poverty line was determined for the ARTS MPO region using census data at the block group level. Census block groups that exceeded the regional average for households in poverty were recognized as EJ communities.

Racial and ethnic **minorities** include non-white residents (African American/Black, Asian, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander) as well as persons of Hispanic or Latino origin. The percentage of racial and ethnic minorities were determined for the ARTS MPO region using Census data at the tract level. Census block groups that exceeded the regional average for minority populations were recognized as EJ communities.

Areas that exceeded the threshold for low-income or minority EJ status were areas of focus for EJ outreach during the 2050 MTP. EJ outreach included coordination with organizations that represented the interests of EJ populations of concern, including churches, neighborhood and advocacy groups. Preliminary inquiry into the ARTS MPO region's population indicated the presence of minority communities consisting of Asian and Hispanic persons.

The EJ component of the engagement strategy also included:

- Distribution of study information via public libraries and social and community organizations as they expressed interest or were identified through the stakeholder process.
- Translation services, as needed, to ensure suitable communication.
- Distribution of notification of public involvement opportunities to EJ media outlets.

## 2.7 Stakeholders

The stakeholder outreach process included key policy and decision-making groups operating within the ARTS area. These included, but were not limited to: city, county, and regional governing bodies; roadway, transit, rail, and aviation agencies; local transportation advocacy groups; community and neighborhood associations; tourism boards, chambers of commerce, and developers; and boards of education and local universities.

The ARTS MPO identified a preliminary group of stakeholders based on past MTP work and ongoing collaboration within local communities. Additional groups were included based on input from partner counties and cities within the ARTS MPO region. These included local media outlets, active community and advocacy groups, and municipal departments interested in the region's transportation future. Further, members of this committee served as champions for the 2050 MTP update process, informing their constituents about the effort and opportunities to get involved. They also provided the Team with useful information on effective ways to engage the public. The momentum generated by this committee will be critical for the future implementation of the plan.

A stakeholder outreach meeting took place at the beginning of the second public involvement period. This occurred after initial data collection and helped inform targeted project recommendations. The outputs of this discussion dictated the priorities that were discussed with the broader public, and ultimately directed the evaluation framework that was applied during the plan’s development.

Stakeholder organizations were contacted in writing with ample notice. The outreach meeting took place in a public meeting space within the ARTS planning area and had a call-in option. Preferable meeting spaces were accessible by transit, but this was not always possible given venue availability.

**Table 2-1** lists the stakeholders who were contacted to attend the outreach meeting.

**Table 2-1. ARTS 2050 MTP Stakeholder List**

Organization/Agency	
Georgia Department of Transportation	Columbia County Planning and Development Department
South Carolina Department of Transportation	Aiken County Planning and Development Department
Federal Highway Administration	Aiken County Health Department
Federal Transit Administration	City of Aiken Planning and Development Department
Columbia County, GA	City of North Augusta Planning and Development Department
Augusta-Richmond County, GA	Edgefield County Building and Planning Department
Edgefield County, SC	Best Friend Express (BFE)
Aiken County, SC	Augusta Transit (AT)
City of North Augusta, SC	Columbia County Commission Transit (CCT)
City of Aiken, SC	Pony Express
City of Burnetown, SC	CSX (State Government Affairs)
City of New Ellenton, SC	Norfolk Southern (Government Relations)
City of Grovetown, GA	Aiken Railway Company
City of Blythe, GA	Augusta Regional Airport
City of Hephzibah, GA	Elected Officials – Commissioners Aiken County
Central Savannah River Area Regional Commission	Daniel Field Airport
Lower Savannah Council of Governments	Aiken Municipal Airport
Augusta Planning and Development Department	Augusta Metro Chamber of Commerce
Augusta Canal Authority	Columbia County Chamber of Commerce
US Army Fort Gordon	Aiken Chamber of Commerce
Bicycle Advocacy Group Wheelers Bike Club	Developers, Real Estate
Accessibility Advisory Group (Richmond County GA)	Community & Neighborhood Associations
Trails Advisory Group	Elected Officials – Commissioners Richmond County
Convention & Visitors Bureau (Augusta)	Augusta University

<b>Organization/Agency</b>	
Columbia County Convention and Visitors Bureau	AARP Age Friendly
Aiken Visitors Center and Train Museum	Columbia County Board of Education (Community Outreach)
Columbia County Parks & Recreation Department	Aiken County Public School District
Richmond County Parks & Recreation Department	Security Federal Bank
Aiken County Parks, Recreation & Tourism Department	Augusta Economic Development Authority
Historic Augusta	Development Authority of Columbia County
Richmond County School Board of Education (RCBOE) Community Outreach	Economic Development Partnership (Aiken County)
Transit Citizens Advisory Committee (Richmond County)	Elected Officials – Commissioners Columbia County
Columbia County Health Department	East Central Health District (Georgia)
Richmond County Department of Public Health	Community Health Services (South Carolina)

## 3 FIRST ROUND OF PUBLIC ENGAGEMENT

The first round of public engagement was a general outreach effort to make the community aware of, excited for, and thinking about the current and upcoming transportation planning process. The primary objective of the first round of engagement was to educate people about the 2050 MTP document and why it is important to the region’s transportation future. A series of public meetings took place throughout the ARTS planning area, and there were additional opportunities to learn and get involved digitally.

Public engagement opportunities were extensively advertised in local print and visual media sources. The project also has a Facebook page with general information and links to specific event pages for each public engagement opportunity. Partner counties and cities linked to these events on their own social media pages. A print flyer appeared on the project website and in local newspapers, and the same flyer appeared as a public announcement on the Augusta-Richmond Municipal Building internal TV network. Copies of outreach materials are in **Appendix 1. Public Engagement Materials.**

### 3.1 Public Meetings

The first round of public engagement workshops took place from Tuesday, October 8 to Thursday, October 10, 2019. On Tuesday, October 8, the Team held two concurrent meetings from 5:30 pm to 8:00 pm. The first meeting took place at the Aiken County Government Complex and there were 14 attendees. Local news station Fox 54 was present and aired a story about the 2050 MTP on the evening’s news. There were also several newspaper reporters in attendance. The second meeting on Tuesday, October 8 took place at TW Josey High School (see **Figure 3-1**). This meeting had 8 attendees.



*Figure 3-1. Public Meeting at TW Josey High School*

The Team similarly held two concurrent meetings on Thursday, October 10 from 5:30 pm to 8:00 pm. These meetings were at the Columbia County Government Center (see **Figure 3-2**) and the First Baptist Church of Augusta (see **Figure 3-3**) and had 10 and 14 attendees, respectively.



**Figure 3-2. Public Meeting at Columbia County Government Center**



**Figure 3-3. Public Meeting at First Baptist Church of Augusta**

The four public meetings had comparable set ups and agendas. Each venue had a sign-in table at the entrance of the room, seating and a screen for a brief presentation, and several stations around the room with interactive display boards. Each location had telephone jacks to allow call-in participation and were along public transit routes to the extent possible.

The meetings were structured as follows:

**Start of meeting:** Sign-in sheets were available to record attendance and collect contact information to keep people informed of plan updates and future opportunities to stay involved. The sign-in table also had fact sheets to provide a brief introduction to the project and project area. All materials included the project logo and associated branding. Large area maps were next to the sign in tables, where attendees could use different colored dot stickers to mark where they live, work/shop/worship, and play.

**Initial presentation:** The first 15-20 minutes were reserved for a brief staff presentation. The presentation explained what an MTP is, the plan update process, why a MTP is important, and what its relationship is to the TIP and future funding. A phone line was available for community members who wanted to call in and listen to the presentation.

**Public Involvement:** There were three interactive stations. For all activities, a staff member was available to assist participants, and there were written instructions posted at each station.

- **Station One: Survey** provided both digital and pen-and-paper forms of the MetroQuest survey. The online version was available on at least two tablets. Paper versions were available along with a plot of the project area. Pens, markers, dot stickers, and sticky notes were provided to substitute for the mapping activity in the MetroQuest survey. The digital and analog forms of the survey contained the same questions, content, and opportunities for public input.
- **Station Two: Prior Plan Accomplishments** highlighted the work that has been done since the 2040 LRTP. Short-term projects were listed along with their completion status, project photos illustrated

progress, and a map showed the locations of short-term efforts. A second component of Station Two presented mid- and long-term projects.

- **Station Three: Goal Setting/Visioning** sought initial input on transportation priorities for the region. Attendees were invited to write their goals and visions for the region – or any other thoughts they had on transportation – using sticky notes on display boards.

**End of meeting:** Prior to leaving the venue, participants passed the original sign-in table to fill out comment cards and meeting feedback forms. The comment cards collected project feedback and transportation-related recommendations, and meeting feedback forms informed staff of the meeting’s effectiveness and areas for future improvement. All materials included the project logo and associated branding.

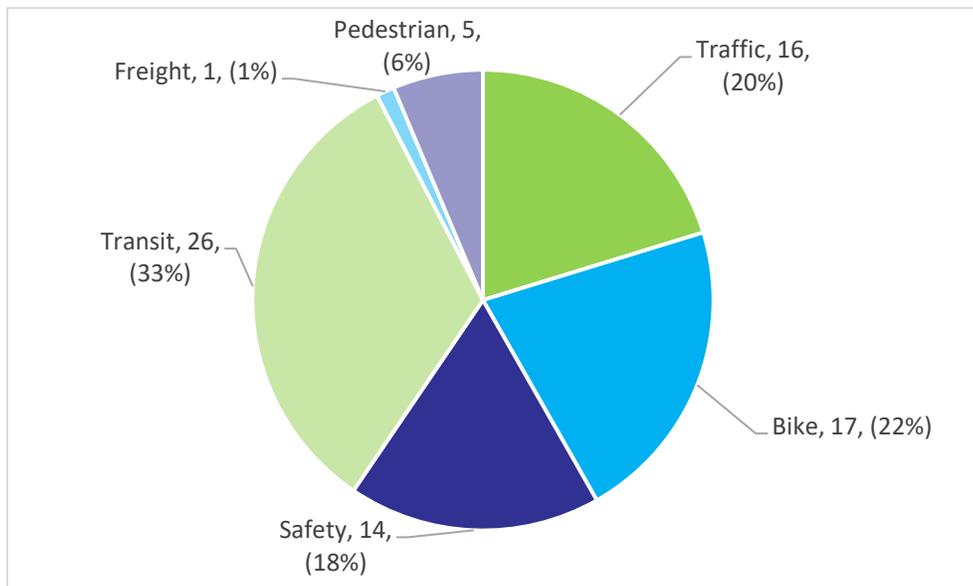
For copies of all public meeting materials, see **Appendix 1. Public Engagement Materials.**

### 3.1.1 Public Feedback

Participants indicated their visions for the ARTS MPO region’s transportation future using sticky notes. The most common visions were for more and improved greenways, transit routes, bike lanes, and sidewalks. People also noted the importance of reducing vehicle congestion and conflict with at-grade trains. Meeting attendees submitted written comments about what they would like to see in the region. These comments were similar to those that appeared on the visioning board: people wrote about the importance of bicycle infrastructure and greenway implementation. Additional topics included a need to consider jobs and development when thinking about transportation needs.

Meeting participants marked areas for improvement in six categories on a regional map. Over the course of the five meetings, participants marked 26 areas to improve transit access, 17 areas to improve bike access, and 16 areas to improve traffic conditions (see **Figure 3-4**).

When presented with the 11 overarching long range transportation goals, the majority of meeting participants agreed that these are, in fact, priorities. However, some people disagreed with the importance of freight movement, mobility and accessibility, and maintaining the system (see **Figure 3-5**).



**Figure 3-4. Desired Improvements by Category**

Based on meeting feedback forms, half of participants who responded had found out about the public meetings through email. The rest of respondents found out about the meeting either on Facebook or through other means. Of the people who completed meeting feedback forms, everyone understood the presented information, felt staff was helpful in answering questions and hearing concerns, and felt they had an opportunity to provide input.

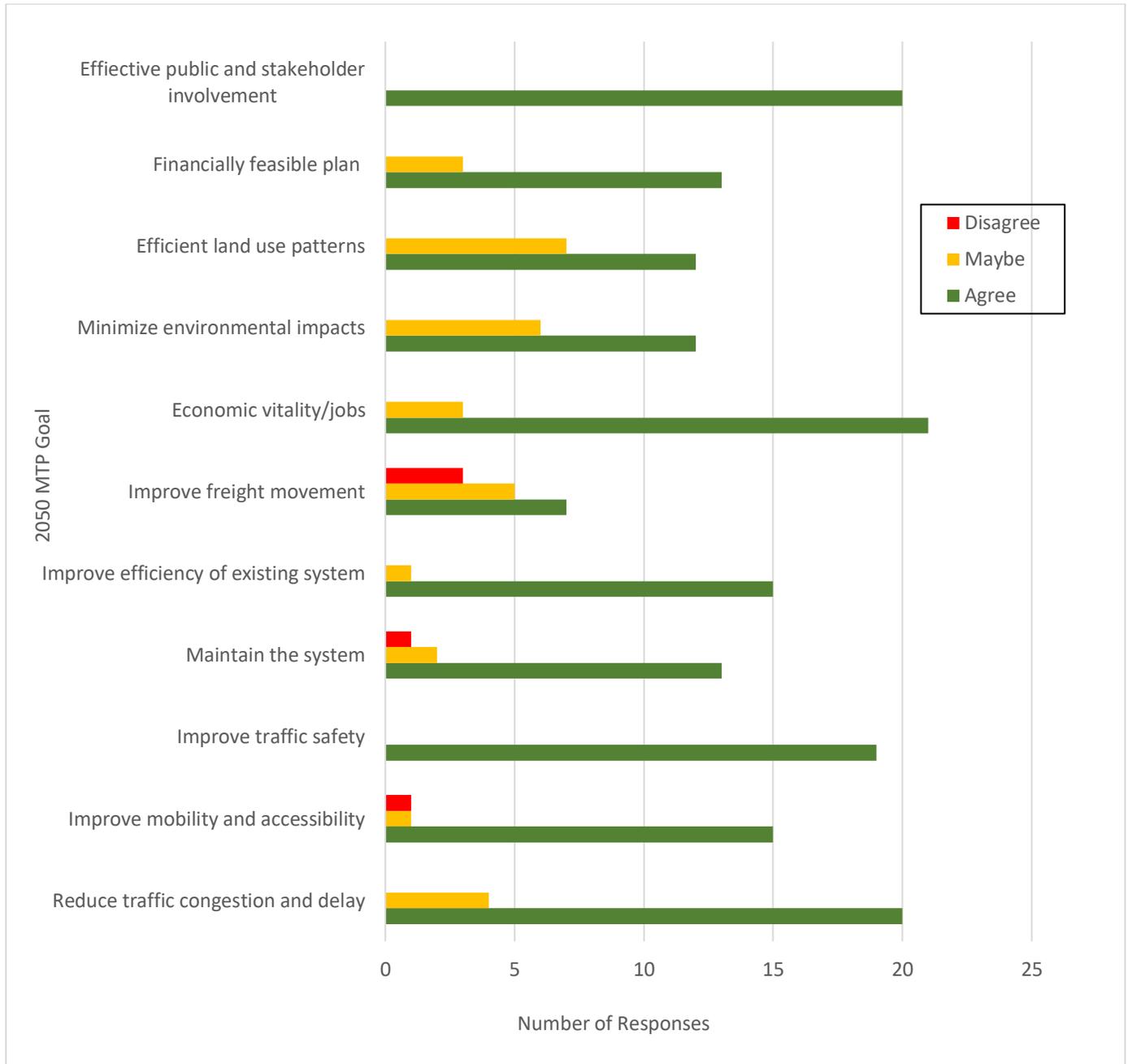


Figure 3-5. Agreement with Goals

## 3.2 Festivals

As a kick-off event for the first round of public involvement, the Team set up a booth at the Arts in the Heart of Augusta Festival on September 20-22 (see **Figure 3-6**). Arts in the Heart is an annual event that celebrates creativity and culture. With food vendors from over 20 countries, a juried arts and crafts market, and ongoing performances on four stages, the Festival regularly draws thousands of visitors. Over the course of the two-and-a-half-day event, over 500 festival attendants visited the ARTS MPO booth to learn about the 2050 MTP planning process. Visitors filled out digital and paper versions of the MetroQuest survey, and to date this event remains the single biggest driver of survey responses: over 360 people completed the survey.



*Figure 3-6. Outreach at the Arts in the Heart of Augusta Festival*

The 2050 MTP booth had informational and promotional materials available, including a Fact Sheet and bookmark. See **Appendix 1. Public Engagement Materials**.

Visitors to the booth had the opportunity to take the MetroQuest Survey either in digital or pen-and-paper form. Visitors also had the option to leave their email address to sign up for public meeting notifications and project updates.

## 3.3 Speaker's Bureaus

The Team attended various special interest meetings and local events to conduct initial outreach and educate the community about the 2050 MTP process and its importance:

- Senior Explosion – September 25
- Age Friendly Augusta – October 10 (see **Figure 3-7**)
- Latin Family Fiesta – October 12
- GDOT Intersection Control Evaluation Workshop – October 22



*Figure 3-7. Age Friendly Augusta Speaker's Bureau*

- Breckenridge Homeowners Association – October 23
- Richmond County Neighborhood Association Alliance – November 2
- Aiken Rotary – November 4

**Table 3-1** shows the venue locations from the first round of in-person public engagement events in the context of Environmental Justice populations. Cells are highlighted where the demographics of the census tract reflects a higher proportion of an EJ population than occurs in the county. For example, Arts in the Heart was held in Census Tract 110, which has higher percentages of minority, elderly, and low income individuals and zero car and Limited English Proficiency (LEP) households than Richmond County as a whole.

**Table 3-1. Engagement Demographics by Event Location**

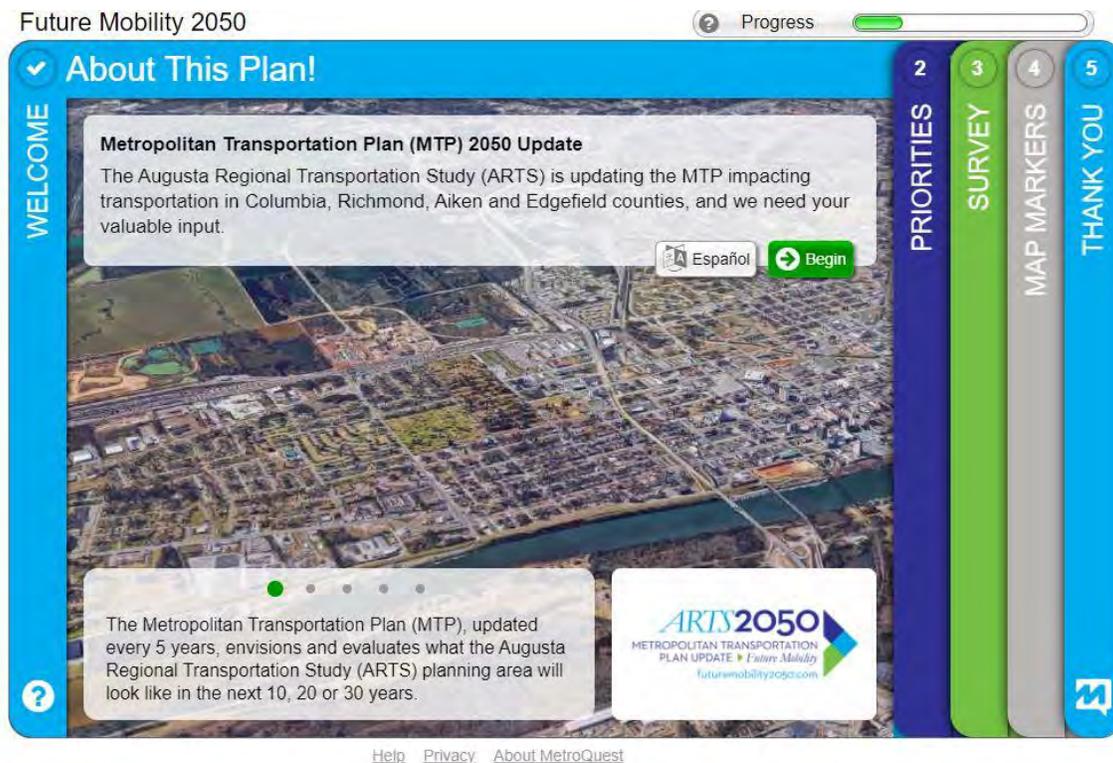
Date	Venue	Census Tract	% Minority	% Elderly	% Low Income	% Zero Car HH	% LEP	# Attendees or Interactions
20-22 Sep	<b>Arts in the Heart: Festival</b> (Richmond County)	110	39.8%	33.0%	36.6%	48.4%	4.1%	500
25-Sep	<b>Senior Explosion: Speaker Bureau</b> (Richmond County)	6	76.5%	11.5%	49.8%	27.1%	0.0%	155
8-Oct	<b>TW Josey High School: Public Meeting</b> (Richmond County)	103	89.7%	9.9%	34.6%	19.4%	2.7%	8
8-Oct	<b>Aiken County Government Center: Public Meeting</b> (Aiken County)	214	75.0%	20.4%	45.2%	21.7%	0.0%	14
10-Oct	<b>Age Friendly Augusta: Speaker Bureau</b> (Richmond County)	3	64.5%	8.2%	37.0%	19.0%	0.0%	29
10-Oct	<b>First Baptist Church of Evans: Public Meeting</b> (Columbia County)	302.01	24.9%	23.6%	8.6%	8.1%	0.0%	14
10-Oct	<b>Columbia County Government Center: Public Meeting</b> (Columbia County)	303.09	24.4%	8.8%	2.6%	1.7%	2.9%	10
22-Oct	<b>GDOT Intersection Control Workshop: Speaker Bureau</b> (Richmond County)	110	39.8%	33.0%	36.6%	48.4%	4.1%	19
23-Oct	<b>Breckenridge Homeowners Association: Speaker Bureau</b> (Richmond County)	207.02	61.4%	11.5%	22.1%	10.0%	1.3%	30

Date	Venue	Census Tract	% Minority	% Elderly	% Low Income	% Zero Car HH	% LEP	# Attendees or Interactions
2-Nov	<b>Richmond County Neighborhood Association Alliance: Speaker Bureau</b> (Richmond County)	105.07	84.3%	19.4%	20.3%	6.2%	0.0%	60
4-Nov	<b>Aiken Rotary Club: Speaker Bureau</b> (Aiken County)	213	25.3%	26.9%	9.1%	10.4%	0.4%	137
								<b>Total: 976</b>

### 3.4 MetroQuest Survey

During the first round of public engagement meetings, festivals and events, residents had the opportunity to talk to the project team and share their feedback through a paper and online survey.

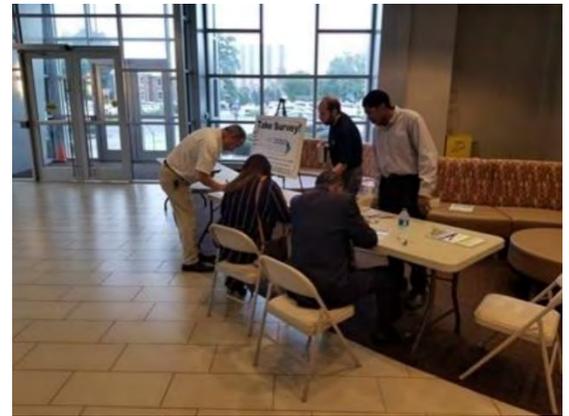
The project team used MetroQuest, an online survey tool to administer the survey (see **Figure 3-8**). The survey was available in English, Spanish, and Korean. A paper survey was developed to be used at events that the project team hosted and attended. The paper surveys were also available in English, Spanish, and Korean.



**Figure 3-8. MetroQuest Survey Welcome Page**

The survey was open from September 20th through November 1st, 2019.

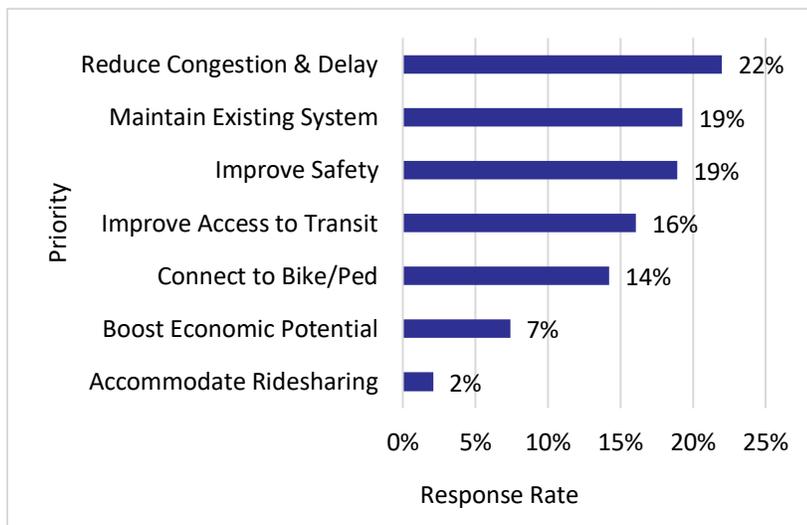
A total of 1,010 surveys were collected during the six-week comment period. A majority of the survey responses, 514, were collected via the online survey, with 496 surveys were collected via paper forms. The largest concentration of survey responses occurred during the Arts in the Heart of Augusta Festival (over 360 surveys) and immediately following a local news feature on WJBF Channel 6 on October 21 (over 85 surveys completed on October 21 and 22). The Team also set up a table in the lobby of the Richmond County Municipal Building on October 29. This resulted in an additional 54 survey responses (see **Figure 3-9**).



**Figure 3-9. October 29, 2019 Survey Distribution**

### 3.4.1 Survey Questions

The first survey screen asked participants to rank their top five priorities out of seven options. Options were: Accommodate Ridesharing, Improve Safety, Improve Access to Transit, Reduce Congestion and Delay, Connect to Bike/Ped, Maintain Existing System, and Boost Economic Potential. The highest percentage of respondents chose “Reduce Congestion and Delay” as their highest priority (see **Figure 3-10**). An analysis of average rankings of the



**Figure 3-10. Priority Percentage of Number 1 Rankings**

seven priority options shows that respondents rated “Reduce Congestion and Delay” and “Improve Safety” as number one and number two priorities, respectively.

The second survey screen asked participants about how they travel. This included questions about transit, sidewalks and trails, bicycle facilities, travel modes, and land use. 87 percent of participants responded that they had not used transit in the past 12 months. When asked which pedestrian facilities were needed in areas where they live, pedestrians most frequently selected sidewalks. In addition, 5 percent of respondents use personal vehicles (cars, trucks, and/or vans) as their primary mode of

transportation. Land use questions asked what type of development residents would like to see. Participants could select multiple options, as well as provide comments about future development. The greatest number of participants responded that they would prefer development that features green space and trails.

The third survey screen featured an interactive map where participants could add markers in locations that need improvements within the study area. Participants could add comments to each marker if they have a specific concern or need. Participants chose from six types of improvement markers: traffic, safety, bicycle, pedestrian, transit access, and freight issues. Over the course of the survey response period, respondents placed 1,367 markers on the map. The greatest number, 363 responses, indicated areas needing traffic improvements, and the second highest number, 308 responses, indicated areas needing safety improvements. **Figure 3-11** shows the desired improvement types placed on the interactive map based on county location.

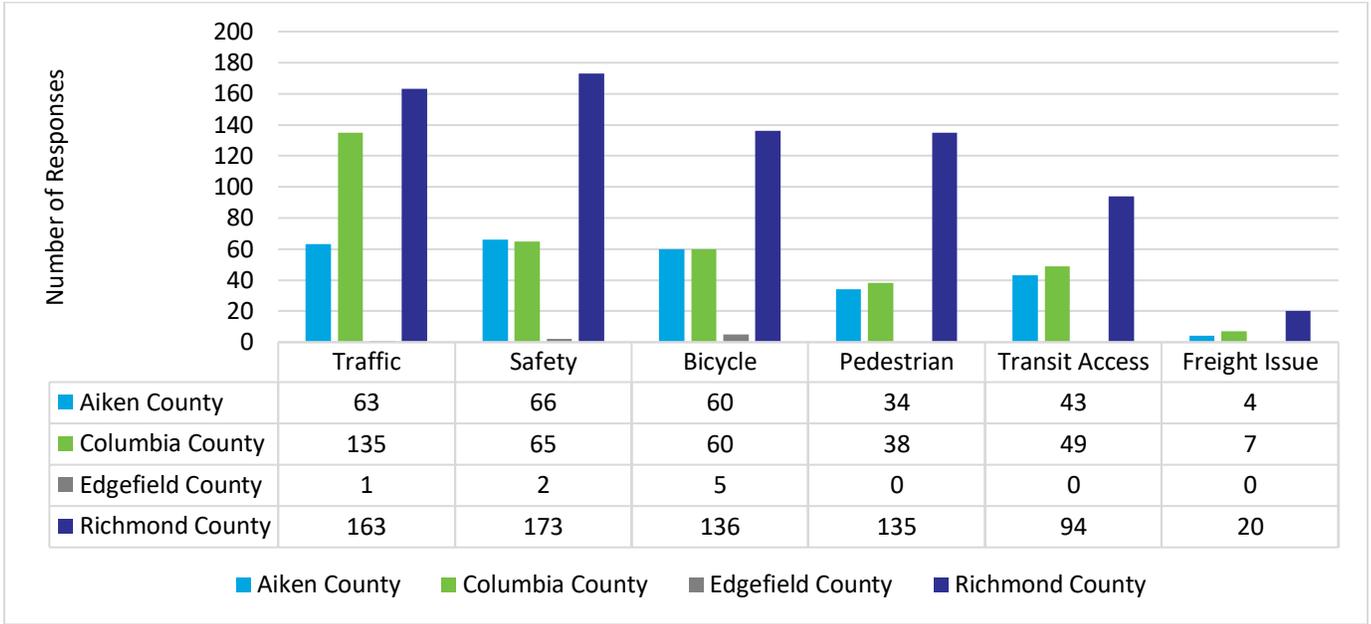


Figure 3-11. Desired Improvement Types by County

The final survey screen asked six questions to understand more about participant demographics. The six optional questions asked about age, gender, home zip code, work zip code, race/ethnicity and email to stay involved with the project. Responses indicated that 60 percent of survey participants were women, age distribution was fairly uniform among respondents over the age of 20, and 57 percent of survey respondents were white (see Figure 3-12 and Figure 3-13).

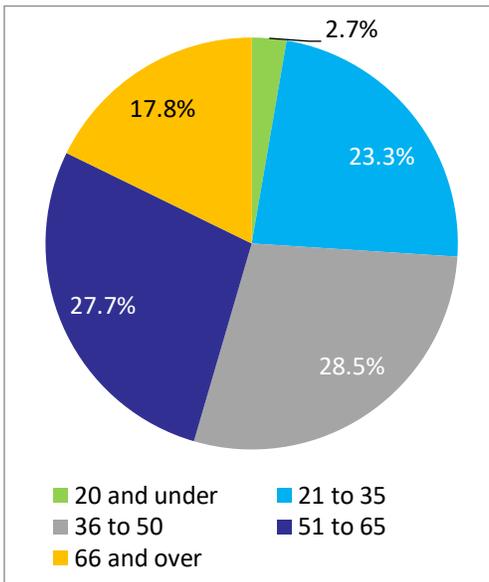


Figure 3-12. Age of Participants

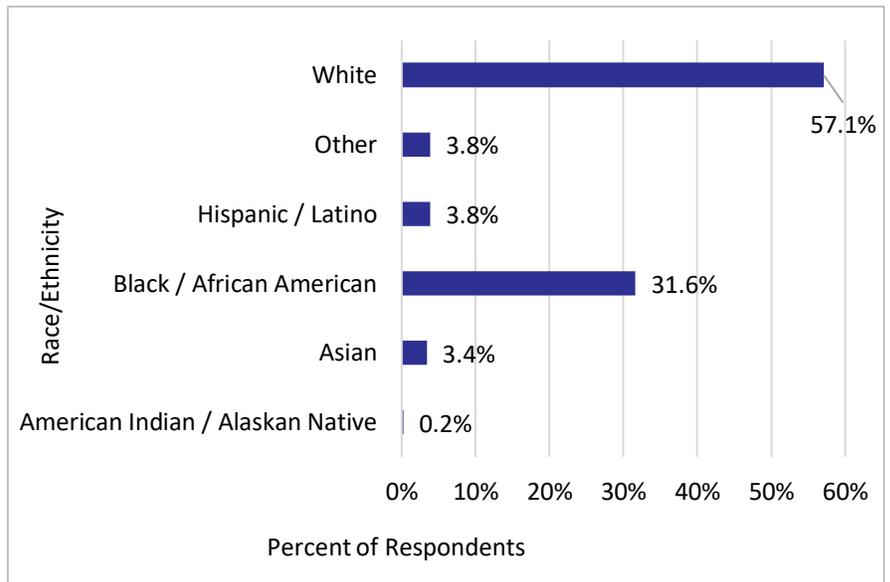


Figure 3-13. Race/Ethnicity of Participants

For a complete report of the MetroQuest survey responses, see **Appendix 2. First MetroQuest Survey Results: Full Report.**

## 3.5 Social Media Outreach

To increase awareness of the upcoming public meetings, the Team purchased advertising space on Facebook from Tuesday, October 1 to Friday, October 11. The advertisements were programmed to show up in someone’s Facebook feed if they were within a certain geography of where each public meeting would be taking place. The results of the advertisements are in **Table 3-2**.

**Table 3-2. Facebook Advertising Statistics**

Community Meeting	Date of Meeting	Reporting Starts	Reporting Ends	Reach	Impressions	Link Clicks
TW Josey High School	8-Oct-19	1-Oct-19	11-Oct-19	1,657	2,418	17
Aiken County Government Building	8-Oct-19	1-Oct-19	11-Oct-19	1,841	3,162	19
Columbia County Government Center	10-Oct-19	1-Oct-19	11-Oct-19	1,667	2,523	14
First Baptist Church of Augusta	10-Oct-19	1-Oct-19	11-Oct-19	1,717	2,450	12
<b>Total:</b>				<b>6,882</b>	<b>10,553</b>	<b>62</b>

For reporting purposes, “reaches” are the number of people who have seen the advertisement, regardless of how many times the advertisement has appeared to each person. On the other hand, an “impression” is the number of times the ads were viewed. This includes multiple views by the same people. For example, an ad on the same person’s screen during two different times is considered two impressions.

## 4 SECOND ROUND OF PUBLIC ENGAGEMENT

A second round of public engagement sought more focused input on project types and locations. This process took place after initial data collection and inventory of existing conditions. Engagement tools included the following:

- The second round of **public meetings** was conducted in a workshop setting to allow attendees the opportunity to interact with, identify, and discuss project-related issues with staff and other participants. Engaging, easy-to-understand materials and exercises were developed and available at the public meetings to provide attendees with knowledge about the 2050 MTP and encourage active participation in the process. The meetings took place throughout the four-county ARTS MPO area. Locations were selected based on geographic spread. There were two meetings in Richmond County, two meetings in Columbia County, two meetings in Aiken County and one meeting in Edgefield county. The Team prioritized venue types that attracted a lot of people during the first public meetings and worked to find alternatives to the types of venues that had lower turnout. Venues for the second round of public engagement were held in areas that were not covered during the first round of public engagement.

Once attendees signed in and were settled, the meetings began with a brief presentation on the 2050 MTP planning process, progress to date, and the timeline moving forward. The remainder of the meeting allowed attendees to interact with proposed project lists and provide feedback. This feedback will shape the universe of recommendations included in the final 2050 MTP document.

Meetings were heavily advertised in area news outlets, and notices were published in English, Spanish, and Korean.

- The Team developed a **new MetroQuest survey** with project-specific questions. The interactive survey allows participants to make decisions about funding and project prioritization. Proposed projects will arise from the first round engagement process as well as existing conditions data analysis.
- Additional **Speaker's Bureaus** solicited input from diverse groups of ARTS constituents, and this strategy is especially important as project-specific feedback was sought.
- The Team continued to use **social media channels** such as Facebook and the project website to advertise meetings, post materials, promote the project survey, and increase awareness about the 2050 MTP process.

### 4.1 Stakeholder Meeting

A stakeholder meeting held on Wednesday, February 12, 2020 provided the study team with insight into stakeholder transportation needs, environmental and cultural concerns, and other issues relevant to the study.

Stakeholders included members of communities identified through the EJ process, members of public agencies and institutions, and special interest groups.

The meeting was structured as follows:

**Start of meeting:** Sign-in sheets were available to record attendance and collect contact information to keep people informed of plan updates and future opportunities to stay involved. The sign-in table also had fact sheets to provide a brief introduction to the project and project area. All materials included the project logo and associated branding.

**Initial presentation:** The first 15-20 minutes were reserved for a brief staff presentation. The presentation explained what an MTP is, the plan development process and status, results from the first round of public engagement, project list development and prioritization methodology, and the next steps in the study.

**Stakeholder Involvement:** There were three interactive stations. For all activities, a staff member was available to assist participants, and there were written instructions posted at the station.

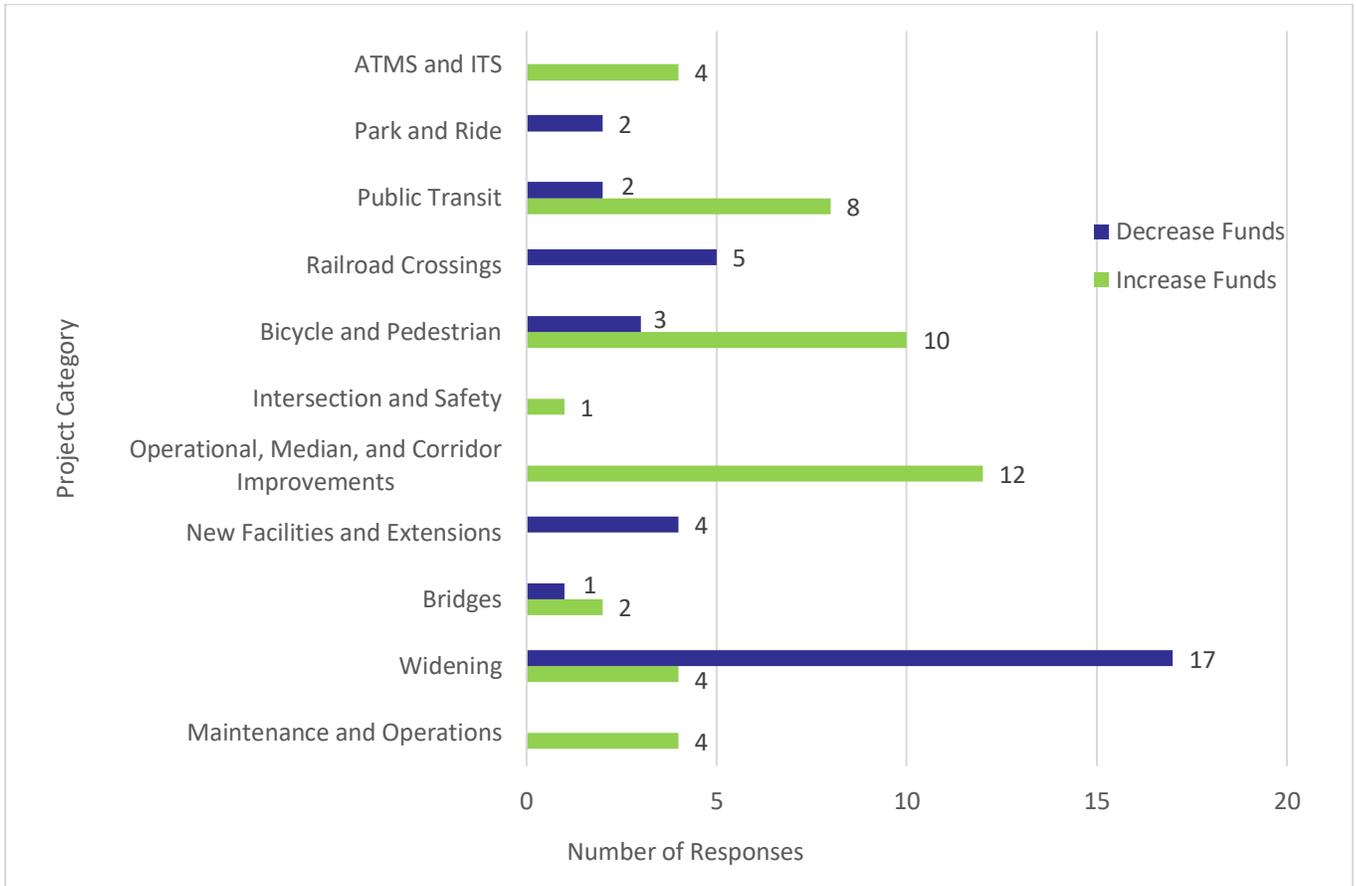
- **Station One: Funding Allocation** presented the 2040 LRTP's funding breakdown by project category and asked participants to vote for funding increases and decreases. Participants received pairs of red and green dots: red dots represented project categories where funding should decrease, and green dots represented project categories where funding should increase. For each green dot (increased funding) a participant placed, the participant also had to place a red dot (decreased funding) to reflect a finite budget.
- **Station Two: Goals Ranking** allowed participants to indicate their preference to increase or decrease the ranking of one of the 2050 MTP's eight stated goals. Participants had arrow stickers that they could place next to a goal facing up to indicate that the goal should increase in priority, facing horizontally to indicate that the goal should remain at the same level of priority, or facing down to indicate that the goal should be set at a lower priority.
- **Station Three: Draft Universe of Projects** presented the unconstrained list of projects that had been generated at this point in the planning process. Projects came from the 2040 LRTP, previously published plans, and a needs assessment process. Participants were asked to comment on projects and give feedback on their priorities, projects they did not like, and any missing data. The Draft Universe of Projects was presented on five map boards based on project type. Project groupings were: roadway widenings and new capacity; aviation, and railroad; roadway safety, operational, and intersection improvements; bike, pedestrian, and transit; bridges and roadway maintenance; and needs based projects.

**End of meeting:** Prior to leaving the venue, participants passed the original sign-in table to fill out comment cards and meeting feedback forms. The comment cards collected project feedback and transportation-related recommendations, and meeting feedback forms informed staff of the meeting's effectiveness and areas for future improvement. All materials included the project logo and associated branding.

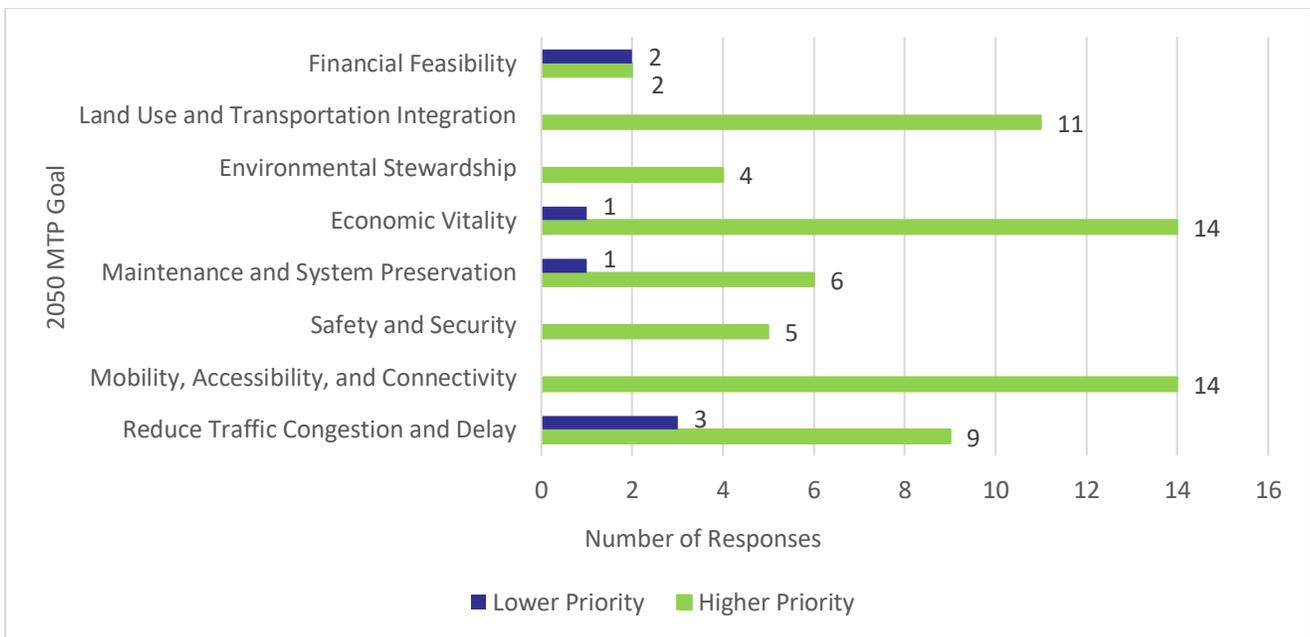
For copies of all public meeting materials, see **Appendix 1. Public Engagement Materials**.

### 4.1.1 Stakeholder Feedback

Stakeholder feedback indicated a desire for less funding for widening projects and more funding for operational, median, and corridor improvements as well as bicycle and pedestrian improvements (see **Figure 4-1**). Highest ranking priorities were given to mobility, accessibility, and connectivity as well as economic vitality (see **Figure 4-2**).



**Figure 4-1. Stakeholder Funding Preferences**



**Figure 4-2. Stakeholder Goal Prioritization**

## 4.2 Public Meetings

During the second round of public engagement, seven workshops took place from Monday, March 9 to Thursday, March 12. All workshops were 4pm – 7pm. On Monday, March 9 a workshop was held at the Sweetwater Community Center in that portion of North Augusta located in Edgefield County and there were 20 people in attendance (see **Figure 4-3**).



*Figure 4-3. Public Workshop at Sweetwater Community Center in North Augusta/Edgefield County*

On March 10, 11 and 12, two meetings were held simultaneously each day. On Tuesday, March 10 workshops were held at First Baptist Church of Augusta, where 11 were in attendance, and Columbia County Water Utility Department in Grovetown where 7 were in attendance. On Wednesday, March 11 workshops were held at North Augusta Community Center where 27 people attended and Grovetown City Council Chambers where 9 people attended. On Thursday, March 12, 19 people attended the workshop at Odell Weeks Activity Center in Aiken (see **Figure 4-4**) and 3 people attended the workshop at Robert Howard Community Center in Hephzibah.



*Figure 4-4. Public Workshop at Odell Weeks Activity Center in Aiken*

The meetings were structured as follows:

**Start of meeting:** Sign-in sheets were available to record attendance and collect contact information to keep people informed of plan updates and future opportunities to stay involved. The sign-in table also had fact sheets to provide a brief introduction to the project and project area. All materials included the project logo and associated branding.



**Figure 4-5. Participants Allocate ARTS Dollars at the Robert Howard Community Center**

proposed funding breakdown for the 2050 MTP based on stakeholder feedback to past funding. At the stakeholder meeting, the Team heard a preference for less project funding for widenings and more for the other project categories. Consequently, the funding allocations presented during the second round of public meetings presented a lower proportion of funds going towards widening projects and a higher proportion for all other project types.

Meeting participants had 100 “ARTS Dollars” to allocate among the project categories (see **Figure 4-5**). Divided into nine “10 dollar” bills and ten “1 dollar” bills, participants put their “money” into paper bags for each project type. In this way, participants expressed their funding preferences for the overall ARTS project budget.

- **Station Two: Goals Ranking** allowed participants to indicate their top five priorities among the 2050 MTP’s eight stated goals. Participants had stickers numbered one through five that they could place next to a goal to rank their top choices, where one represented first choice and five represented fifth choice.
- **Station Three: Draft Universe of Projects** presented the unconstrained list of projects that had been generated at this point in the planning process. Projects came from the 2040 LRTP, previously published plans, and a needs assessment process. Participants were asked to

**Initial presentation:** The first 15-20 minutes were reserved for a brief staff presentation. The presentation explained what an MTP is, the plan development process and status, results from the first round of public engagement, project list development and prioritization methodology, and the next steps in the study. As additional groups of attendees arrived throughout the meeting, staff repeated the presentation to ensure that all attendees had access to the same information.

**Public Involvement:** There were three interactive stations. For all activities, a staff member was available to assist participants, and there were written instructions posted at the station.

- **Station One: Funding Allocation** presented a



**Figure 4-6. Participants Interact with Universe of Projects Map at the Columbia County Water Utility Department**

comment on projects and give feedback on their priorities, projects they did not like, and any missing data (see **Figure 4-6**). The Draft Universe of Projects was presented on five map boards based on project type. Project groupings were: roadway widenings and new capacity; aviation, and railroad; roadway safety, operational, and intersection improvements; bike, pedestrian, and transit; bridges and roadway maintenance; and needs based projects.

**End of meeting:** Prior to leaving the venue, participants passed the original sign-in table to fill out comment cards and meeting feedback forms. The comment cards collected project feedback and transportation-related recommendations, and meeting feedback forms informed staff of the meeting’s effectiveness and areas for future improvement. All materials included the project logo and associated branding.

For copies of all public meeting materials, see **Appendix 1. Public Engagement Materials**.

### 4.2.1 Responses and Feedback

Through the funding allocation activity, participants across the seven meetings indicated a desire for uniform funding divisions among the five project categories. However, preferences at each meeting differed significantly (see **Table 4-1**). For example, while participants at the Robert Howard Community Center allocated 35 percent of their “ARTS Dollars” to public transit, participants at the Grovetown City Council Chambers only allocated 6.4 percent of their “ARTS Dollars” to this same category. Meetings at the seven different locations indicated preferences for different project types: Participants at both the Sweetwater Community Center and the Columbia County Water Utility Department expressed a funding preference for road widening/new capacity projects and bridge and maintenance projects. Participants at the First Baptist Church of Augusta, North Augusta Community Center, and Grovetown City Council Chambers allocated the most funds towards bicycle and pedestrian projects, and participants at the Odell Weeks Activity Center and Robert Howard Community Center allocated the most funds for public transit.

**Table 4-1. Funding Allocation Activity Results**

Community Meeting	Bicycle & Pedestrian	Road Widening & New Capacity	Bridges & Maintenance	Public Transit	Safety & operations
Sweetwater Community Center	162 (9.5%)	519 (30.4%)	487 (28.6%)	157 (9.2%)	380 (22.3%)
First Baptist Church of Augusta	217 (27.5%)	111 (14.1%)	123 (15.6%)	154 (19.5%)	185 (23.4%)
Columbia County Water Utility Dept	67 (16.3%)	108 (26.3%)	115 (28.0%)	78 (19.0%)	42 (10.2%)
North Augusta Community Center	483 (27.6%)	195 (11.1%)	382 (21.8%)	381 (21.8%)	308 (17.6%)
Grovetown City Council Chambers	301 (37.2%)	217 (26.8%)	122 (15.1%)	52 (6.4%)	117 (14.5%)
Odell Weeks Activity Center	289 (19.0%)	301 (19.8%)	270 (17.8%)	353 (23.2%)	306 (20.1%)
Robert Howard Community Center	15 (5.0%)	35 (11.7%)	62 (21.4%)	105 (35.0%)	83 (27.7%)
<b>Total:</b>	<b>1,534 (20%)</b>	<b>1,486 (20%)</b>	<b>1,561 (21%)</b>	<b>1,280 (18%)</b>	<b>1,421 (21%)</b>

Results of the priority ranking activity indicated that meeting participants prioritize reducing traffic and feel that promoting economic vitality is of least importance (see **Table 4-2**).

**Table 4-2. Priority Ranking Activity Results (Lower Number Indicates Higher Ranking)**

	Reduce Traffic	Mobility, Accessibility and Connectivity	Safety & Security	Maintenance	Economic Vitality	Environmental Stewardship	Land Use	Financial Feasibility
Sweetwater Community Center	1.50	3.60	2.91	1.56	4.00	3.00	4.55	4.00
First Baptist Church of Augusta	1.73	3.64	3.08	1.82	3.75	3.00	4.00	3.71
Columbia County Water Utility Department	1.75	5.00	2.75	2.00	5.00	4.33	3.67	N/A
North Augusta Community Center	2.30	2.80	2.20	2.80	3.70	3.50	3.70	4.70
Grovetown City Council Chambers	2.14	3.33	2.33	3.57	3.33	4.25	2.40	3.50
Odell Weeks Activity Center	2.27	2.10	2.09	3.38	3.40	4.33	3.78	4.00
Robert Howard Community Center	2.60	1.00	3.00	2.50	4.30	N/A	5.00	3.00
<b>Average Ranking:</b>	<b>2.04</b>	<b>3.07</b>	<b>2.62</b>	<b>2.52</b>	<b>3.93</b>	<b>3.74</b>	<b>3.87</b>	<b>3.82</b>

## 4.3 Media Outreach

Prior to the second round of public meetings, ARTS staff and the project Team advertised public involvement opportunities through a variety of media strategies. Prior to the meeting at Sweetwater Community Center, the Team used the **United States Postal Service’s Every Door Direct Mail®** feature to send post cards to every delivery address within the meeting location’s zip code (see **Appendix 1. Public Engagement Materials**). Post cards were delivered to a total of 3,407 addresses, specifically targeted to generate attendance by Edgefield County residents. Nearly half of the attendees at the Sweetwater Community Center indicated that they heard about the meeting from the post card sent through Direct Mail.

On March 7, 2020, **Local News Channel 6** aired a story about the 2050 MTP purpose, public engagement plan, and next steps (see **Appendix 1. Public Engagement Materials**). At the end of the story, the list of upcoming public meeting locations, dates, and times were posted. In a more in-depth local media story, the Team appeared on local podcast **Makin’ A Difference** in a segment called “Transportation Talks.” This 30-minute special focused on the 2050 MTP process in an in-depth interview and is posted on the Makin’ a Difference SoundCloud site. This interview functioned as an advertisement for upcoming public meetings and promoted the second MetroQuest Survey, discussed in **Section 4.4** of this report.

**Table 4-3** shows the venue locations from the second round of in-person public engagement events and media advertisements for public meetings in the context of EJ populations. Cells are highlighted where the demographics of the census tract reflects a higher proportion of an EJ population than occurs in the county. For example, Arts in the Heart was held in Census Tract 110, which has higher percentages of minority, elderly, and low income individuals and zero car and Limited English Proficiency households (LEP) than Richmond County as a whole.

**Table 4-3. Engagement Demographics by Event/Advertisement Location**

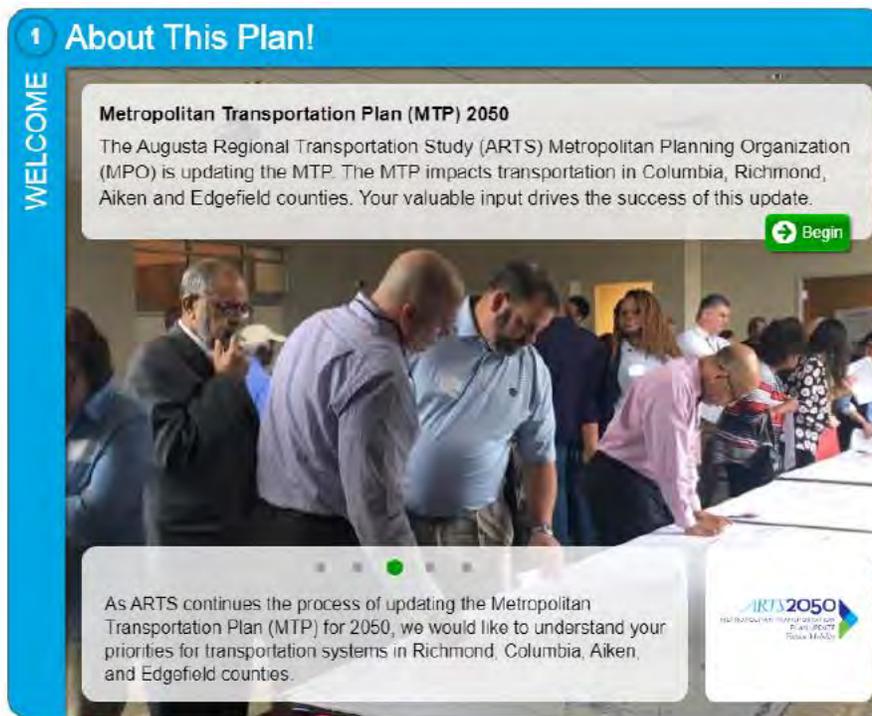
Venue	County	Census Tract	% Minority	% Elderly	% Zero Car HH	% LEP
Aiken County Family YMCA	Aiken	203.02	54.7%	14.7%	5.3%	1.6%
Aiken County Public Library	Aiken	213	24.5%	26.9%	10.4%	0.4%
Burnettown Town Hall	Aiken	210.01	21.5%	14.7%	4.0%	5.4%
Family Y of North Augusta	Aiken	207.01	22.7%	20.9%	5.5%	1.8%
Midland Valley Library	Aiken	210.01	21.5%	14.7%	4.0%	5.4%
Nancy Carson Library	Aiken	207.02	41.4%	11.5%	10.0%	12.4%
Odell Weeks Activity Center	Aiken	212.02	24.5%	16.7%	4.0%	2.0%
Riverview Park Activities Center	Aiken	208.02	26.0%	16.4%	4.4%	1.8%
Smith Hazel Recreation Center	Aiken	214	72.3%	20.4%	21.7%	0.8%
City of Grovetown City Hall	Columbia	305.06	45.2%	7.6%	1.6%	3.0%
Columbia County Library	Columbia	303.09	22.3%	8.8%	1.7%	3.2%
Columbia County Water Utility Building	Columbia	304.02	25.9%	7.7%	1.5%	2.8%
Euchee Creek Library	Columbia	305.03	32.1%	9.2%	3.4%	0.4%
Liberty Park Community Center	Columbia	305.06	45.2%	7.6%	1.6%	3.0%
Marshall Family YMCA	Columbia	303.07	18.4%	14.4%	1.6%	3.0%
Sweetwater Community Center	Edgefield	9705.02	16.4%	16.9%	2.7%	1.8%
Appleby Branch Library	Richmond	11	7.1%	17.6%	3.4%	0.7%
Augusta South Family YMCA	Richmond	107.09	90.8%	10.8%	2.1%	3.3%
Augusta-Richmond County Municipal Building	Richmond	110	36.2%	33.0%	48.4%	3.4%
Augusta-Richmond County Public Library	Richmond	110	36.2%	33.0%	48.4%	3.4%
Bernie Ward Community Center	Richmond	105.1	50.7%	13.3%	4.7%	2.9%
Carrie J. Mays Family Life Center	Richmond	104	87.2%	10.0%	32.8%	0.4%
Diamond Lakes Library	Richmond	107.12	89.4%	10.5%	6.3%	0.4%
Friedman Branch Library	Richmond	102.03	67.6%	11.5%	2.8%	2.6%
Henry Brigham Community Center	Richmond	105.07	84.3%	19.4%	6.2%	0.9%
Jeff Maxwell Branch Library	Richmond	105.1	50.7%	13.3%	4.7%	2.9%

Venue	County	Census Tract	% Minority	% Elderly	% Zero Car HH	% LEP
KROC Center	Richmond	3	60.0%	8.2%	19.0%	2.5%
May Park Community Center	Richmond	6	73.6%	11.5%	27.1%	0.0%
McDuffie Woods Community Center	Richmond	105.04	69.9%	10.3%	5.4%	4.6%
Riverfront YMCA	Richmond	110	36.2%	33.0%	48.4%	3.4%
Sand Hills Community Center	Richmond	1	43.0%	22.0%	20.0%	3.0%
TW Josey High School	Richmond	103	86.1%	9.9%	19.4%	1.9%
Wallace Branch Library	Richmond	7	95.1%	19.8%	32.2%	0.0%
Warren Road Community Center	Richmond	101.05	20.9%	21.7%	2.0%	2.6%
Wilson YMCA	Richmond	102.03	67.6%	11.5%	2.8%	2.6%

## 4.4 MetroQuest Survey

During the second round of public engagement, the project team used a second MetroQuest survey to gather additional input (see **Figure 4-7**). The survey was available in English, Spanish, and Korean. A paper survey was developed to be used at events that the project team hosted and attended. The paper surveys were also available in English, Spanish, and Korean.

The survey was open from March 9th through March 30th, 2020, and a total of 200 surveys were collected during the three-week comment period. All survey responses were collected via the online survey.

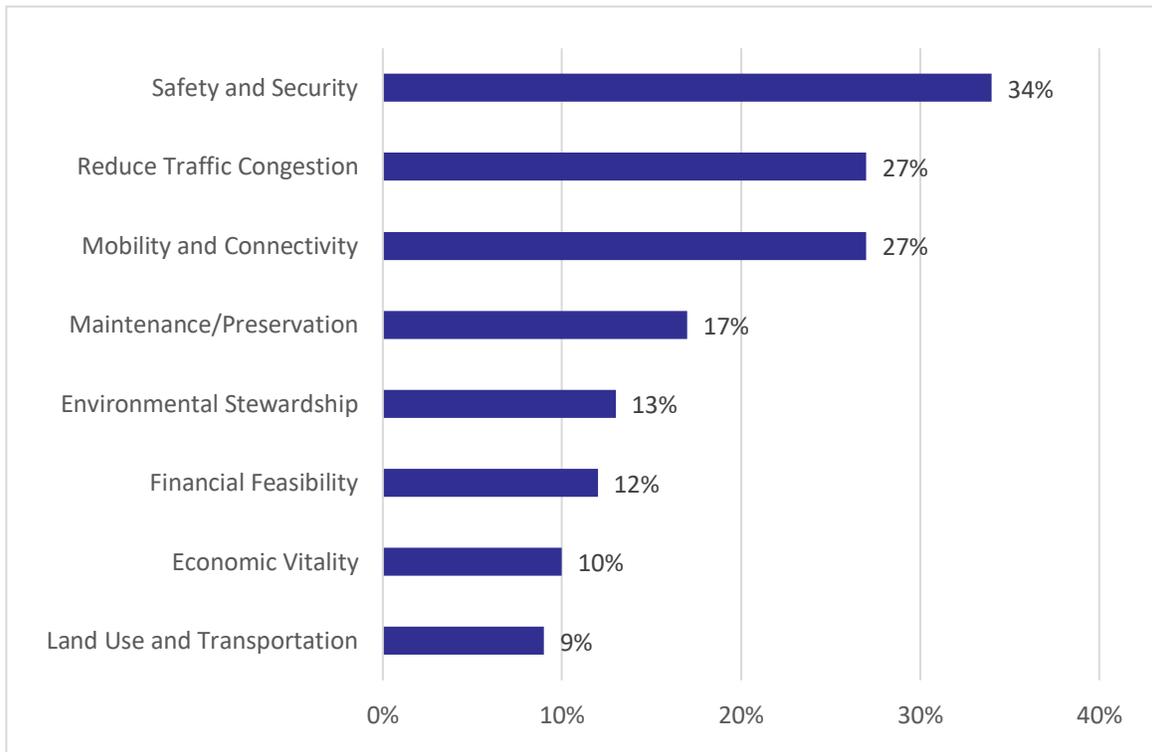


**Figure 4-7. Second MetroQuest Survey Welcome Page**

Throughout the month of March, the Team planned to go into the community with paper and digital versions of the MetroQuest survey along with the funding allocation and priority ranking activities from the second round of public meetings. ARTS staff were going to engage members of the public at area libraries and transit stations, local events, and community group meetings. Unfortunately, the COVID-19 (The 2019 Novel Coronavirus Disease) pandemic resulted in shelter-in-place orders and social distancing guidelines which made it unsafe and impractical to convene in large groups. Therefore, these supplemental outreach efforts, initially planned throughout the ARTS planning area to engage traditionally underrepresented populations, were forced to be cancelled. Despite the project Team’s efforts to promote the survey via the project website and social media, the Team acknowledges that in-person engagement likely would have solicited more responses and a more diverse set of respondents.

#### 4.4.1 Survey Questions

The first survey screen asked participants to rank the eight 2050 MTP transportation goals. The highest percentage of respondents chose “Safety and Security” as their highest priority (see **Figure 4-8**). An analysis of average rankings of the seven priority options shows that respondents rated “Safety and Security” and “Reduce Traffic Congestion” as number one and number two priorities, respectively.



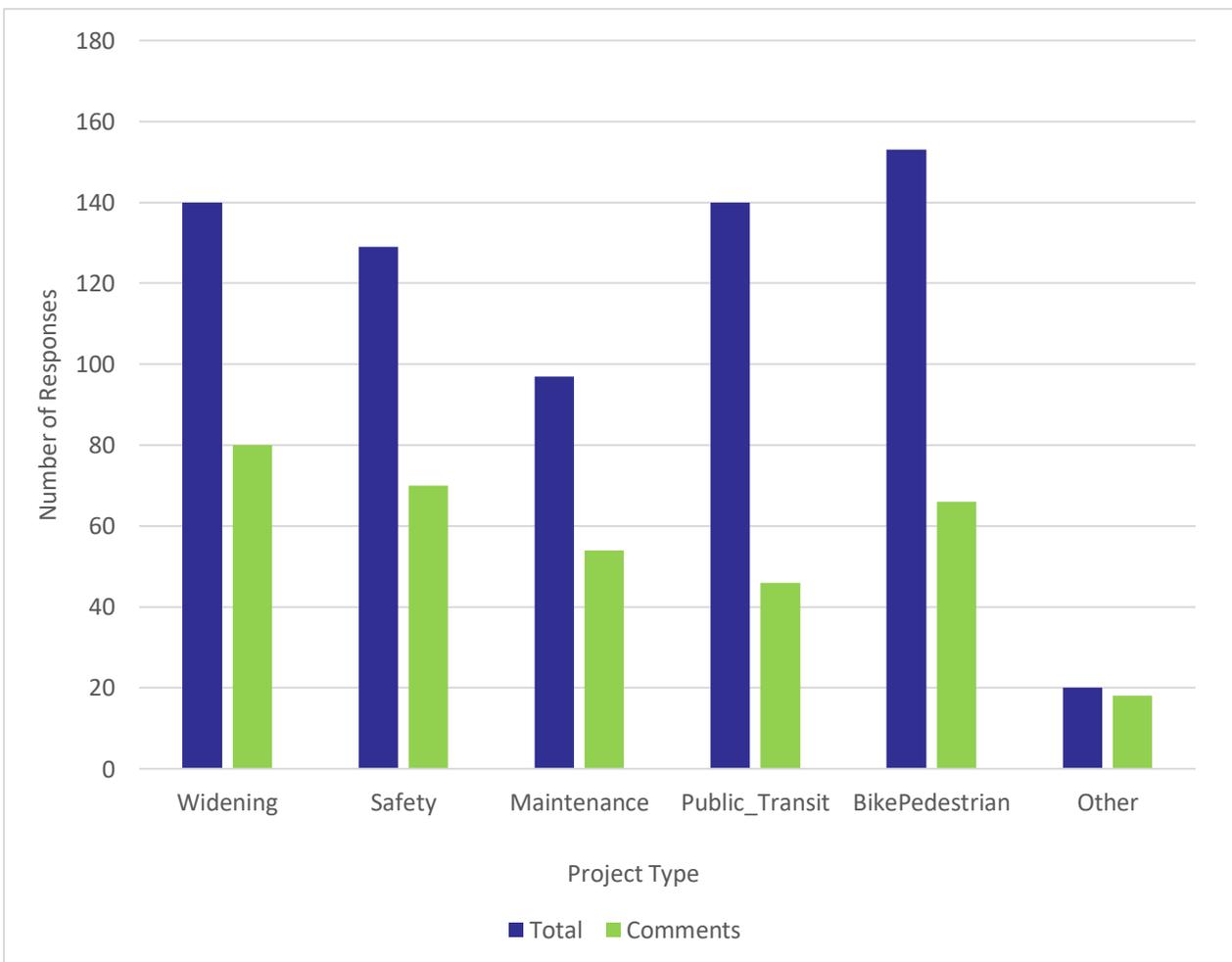
**Figure 4-8. Priority Percentage of Number 1 Rankings**

The second survey screen asked participants to distribute funds to the different project categories. Each participant was directed to drag coins to invest in Widening/Capacity, Safety/Operations, Bridges/Maintenance, Public Transit, and Bicycle/Pedestrian. Each user had a total of 100 “ARTS coins” to distribute based on personal preference. **Table 4-4** shows that MetroQuest respondents generally wanted far less investment in road widenings and new capacity and more investment in all other project categories.

**Table 4-4. MetroQuest Funding Activity Results**

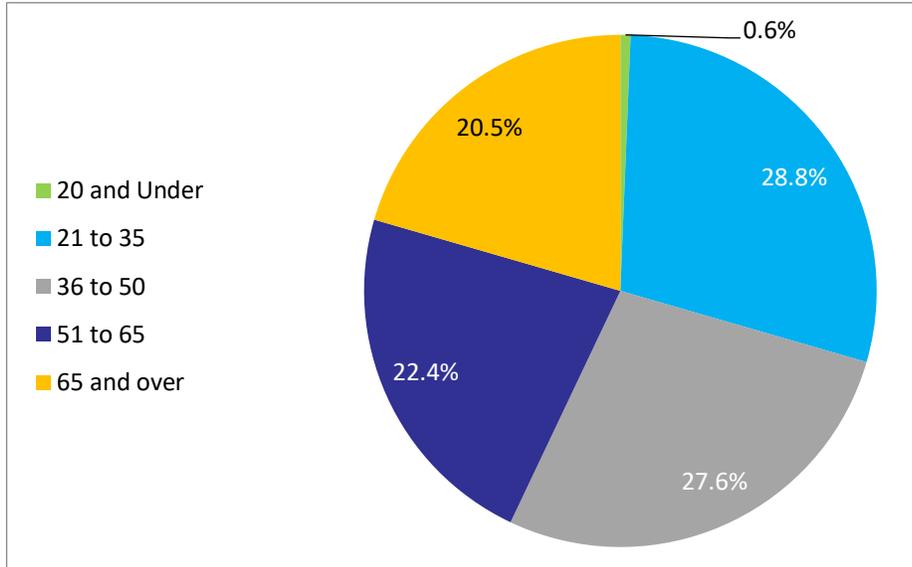
Project Category	MetroQuest: Average Funding Proportion	Actual 2040 LRTP Funding Proportion	Difference between 2040 Funding and MetroQuest Allocation
Widening/Capacity	27.5%	55%	-27.5%
Safety/Operations	19%	17%	+2%
Bridges/Maintenance	20.8%	15%	+5.8%
Public Transit	15.3%	9%	+6.3%
Bicycle/Pedestrian	13.4%	4%	+9.4%

The third survey screen featured an interactive map where participants could add markers in locations that need improvements within the study area. Participants could add comments to each marker if they have a specific concern or need. Participants chose from six types of improvement markers: widening, safety, maintenance, public transit, bike/pedestrian, and other. Over the course of the survey response period, respondents placed 679 markers on the map. Locations needing bike and/or pedestrian improvements received the highest number of responses (153). **Figure 4-9** shows the desired improvement types placed on the interactive map based on county location.

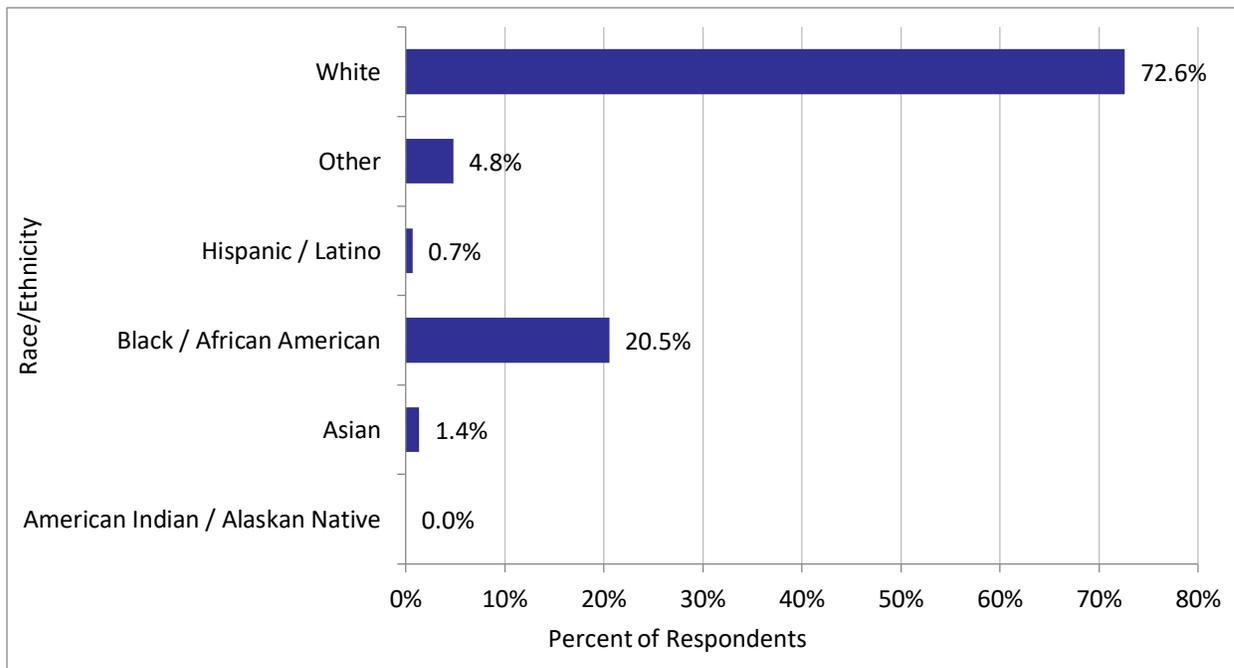


**Figure 4-9. Map Markers and Comments by Project Type**

The final survey screen asked six questions to understand more about participant demographics. The six optional questions asked about age, gender, home zip code, work zip code, race/ethnicity and email to stay involved with the project. Responses indicated that 55 percent of survey participants were women. Additionally, over half of respondents were between the ages of 21 and 50, with 28.8 percent of participants between the ages of 21 and 35 and 27.6 percent of participants between the ages of 36 and 50 (see **Figure 4-10**). Nearly 73 percent of survey respondents were white (see **Figure 4-11**).



**Figure 4-10. Age of Participants**



**Figure 4-11. Race/Ethnicity of Participants**

For a complete report of the MetroQuest survey responses, see **Appendix 3. Second MetroQuest Survey Results: Full Report.**

## 4.5 Social Media Outreach

To increase awareness of public meetings, the Team purchased advertising space on Facebook from March 2nd to March 12th, 2020. The advertisements were programmed to show up in someone’s Facebook feed if they were within a certain geography of where each public meeting would be taking place. The results of the advertisements are in **Table 4-5**.

**Table 4-5. Facebook Advertising Statistics**

Community Meeting	Date of Meeting	Reporting Starts	Reporting Ends	Reach	Impressions	Link Clicks
Sweetwater Community Center	9-March-20	2-March-20	9-March-20	1,914	4,418	33
First Baptist Church of Augusta	10-March-20	2-March-20	10-March-20	2,551	4,590	20
Columbia County Water Utility Dept	10-March-20	2-March-20	10-March-20	2,190	4,762	24
North Augusta Community Center	11-March-20	2-March-20	11-March-20	2,520	5,158	25
Grovetown City Council Chambers	11-March-20	2-March-20	11-March-20	2,095	4,387	13
Odell Weeks Activity Center	12-March-20	2-March-20	12-March-20	1,959	5,105	31
Robert Howard Community Center	12-March-20	2-March-20	12-March-20	2,137	5,026	34
<b>Total:</b>				<b>15,366</b>	<b>33,446</b>	<b>146</b>

For reporting purposes, “reaches” are the number of people who have seen the advertisement, regardless of how many times the advertisement has appeared to each person. On the other hand, an “impression” is the number of times the ads were viewed. This includes multiple views by the same people. For example, an ad on the same person’s screen during two different times is considered two impressions.

# 5 FINAL ROUND OF PUBLIC ENGAGEMENT

A three week (21 days) public review period of MTP document was provided between July 15, 2020 and August 4, 2020. During this period, a total of 39 people provided their feedback through the project email account (67 percent) and the project website (33 percent). Hard copies of the MTP document were available for review at 28 different locations such as local libraries and government buildings. The public comments received ranged from commendations, general observations and suggestions, and specific types of transportation improvements in their neighborhoods. The ARTS MPO carefully reviewed every comment, categorized them in multiple themes for further consideration, and prepared a response to each commenter. Most prominent comment categories were suggestions regarding transit; equity and EJ considerations; carpooling and transportation demand management (TDM) programs; adding an Executive Summary; and sidewalks. Eighty six percent (86%) of the points that commenters brought up belonged to these top five (5) categories as shown in **Table 5-1**.

**Table 5-1. Public Review Comments Summary**

Comment Category	%	Count
<b>Transit</b>	20%	25
<b>Equity, Environmental Justice (EJ) Consideration</b>	20%	25
<b>Carpooling and Travel Demand Management (TDM) Program</b>	20%	24
<b>Adding an Executive Summary</b>	20%	24
<b>Sidewalks</b>	6%	8
Bike lanes	2%	3
Consideration of the elderly, young, or disabled	2%	3
Outreach to veterans, rural areas	2%	3
Electric vehicles, electric buses, light rail	2%	2
Traffic calming	2%	2
Include existing greenway plan	1%	1
New road/connector	1%	1
Road congestion	1%	1
Crash and safety	1%	1
<b>TOTAL</b>	<b>100%</b>	<b>123</b>

# Appendices



# A1. PUBLIC ENGAGEMENT MATERIALS

## FACT SHEET



**What's going on?**

Augusta Regional Transportation Study (ARTS) Metropolitan Planning Organization (MPO) is updating its Metropolitan Transportation Plan (MTP) for 2050. MPO is an agency that develops long-range multimodal transportation plans. The MTP, updated every 5 years, envisions and evaluates what the ARTS planning area will look like in the next 10, 20, or 30 years. Securing federal funds, the MTP recommends transportation projects to improve, maintain, and operate roadways and bridges, public transit, multi-use trails, and sidewalks.

**What is the Study Process?**

As shown in the illustration below, the MTP Update will engage the public continually and;

1. **Inventory** existing transportation conditions in the ARTS planning area
2. **Assess** existing and future transportation needs
3. **Recommend** projects to address identified needs
4. **Prioritize** projects using study goals, needs and public input
5. **Draft** short-, medium-, and long-term **project programs** based on available and potential funding

**Public Involvement**



**We are listening!**

The ARTS 2050 MTP Update needs to hear from the people who use the ARTS planning area's transportation network - its drivers, walkers, bus riders, bikers, truckers, joggers.... **You!**

### Contact Us

To provide your input, email [Contact@FutureMobility2050.com](mailto:Contact@FutureMobility2050.com) or call (706) 821-1796. Learn more about the study by visiting our webpage: Go to [FutureMobility2050.com](http://FutureMobility2050.com)



Click on "Take Survey" from our webpage to take our survey before November 1, 2019!

Photo Sources: ARTS MPO



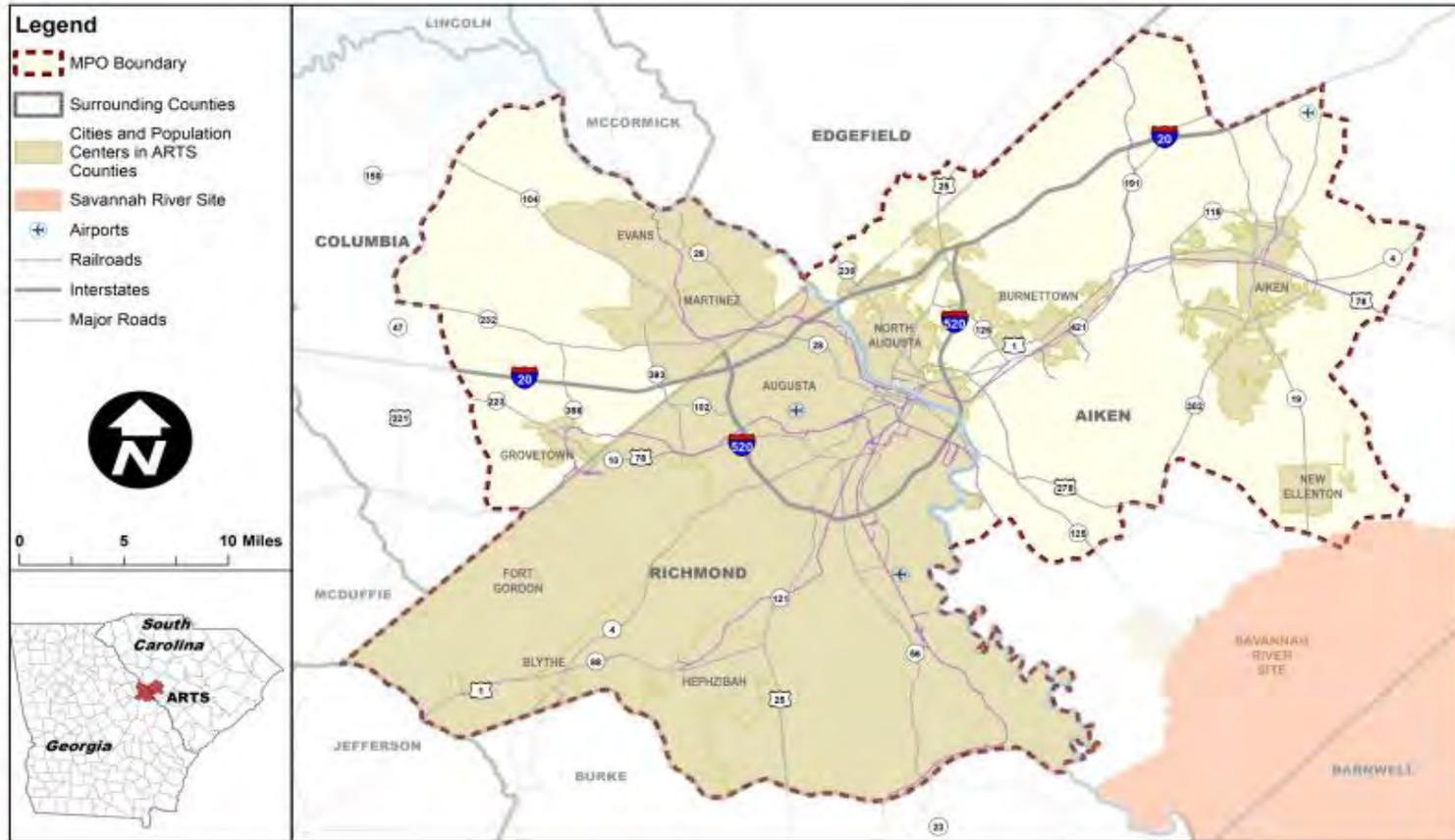


ARTS 2050 Metropolitan Transportation Plan (MTP) Update

Figure A1-1. Fact Sheet #1 Side A

A1-1

# STUDY AREA



FutureMobility2050.com

Figure A1-2. Fact Sheet #1 Side B

# FACT SHEET

## MARCH 2020



### What's going on?

Augusta Regional Transportation Study (ARTS) Metropolitan Planning Organization (MPO) is updating its Metropolitan Transportation Plan (MTP) for 2050. MPO is an agency that develops long-range multimodal transportation plans. The MTP, updated every 5 years, envisions and evaluates what the ARTS planning area will look like in the next 10, 20, or 30 years. Securing federal funds, the MTP recommends transportation projects to improve, maintain, and operate roadways and bridges, public transit, aviation, multi-use trails, and sidewalks.

*Our goal for the ARTS 2050 Metropolitan Transportation Plan Update is to include recommendations that will provide economic, environmental, and quality of life benefits to the ARTS planning area (Aiken, Columbia, Edgefield, and Richmond Counties), and reflect input from all transportation users through a continuing, cooperative, and comprehensive public engagement process.*

### What is the Study Process?

As shown in the illustration below, the MTP Update will engage the public continually and;

1. **Inventory** existing transportation conditions in the ARTS planning area
2. **Assess** existing and future transportation needs
3. **Recommend** projects to address identified needs
4. **Prioritize** projects using study goals, needs and public input
5. **Draft** short-, medium-, and long-term **project programs** based on available and potential funding

### Public Involvement



### We are listening!

The ARTS 2050 MTP Update needs to hear from the people who use the ARTS planning area's transportation network - its drivers, walkers, bus riders, bikers, truckers, joggers....  
**YOU!**

Photo Sources: ARTS MPO



### Contact Us

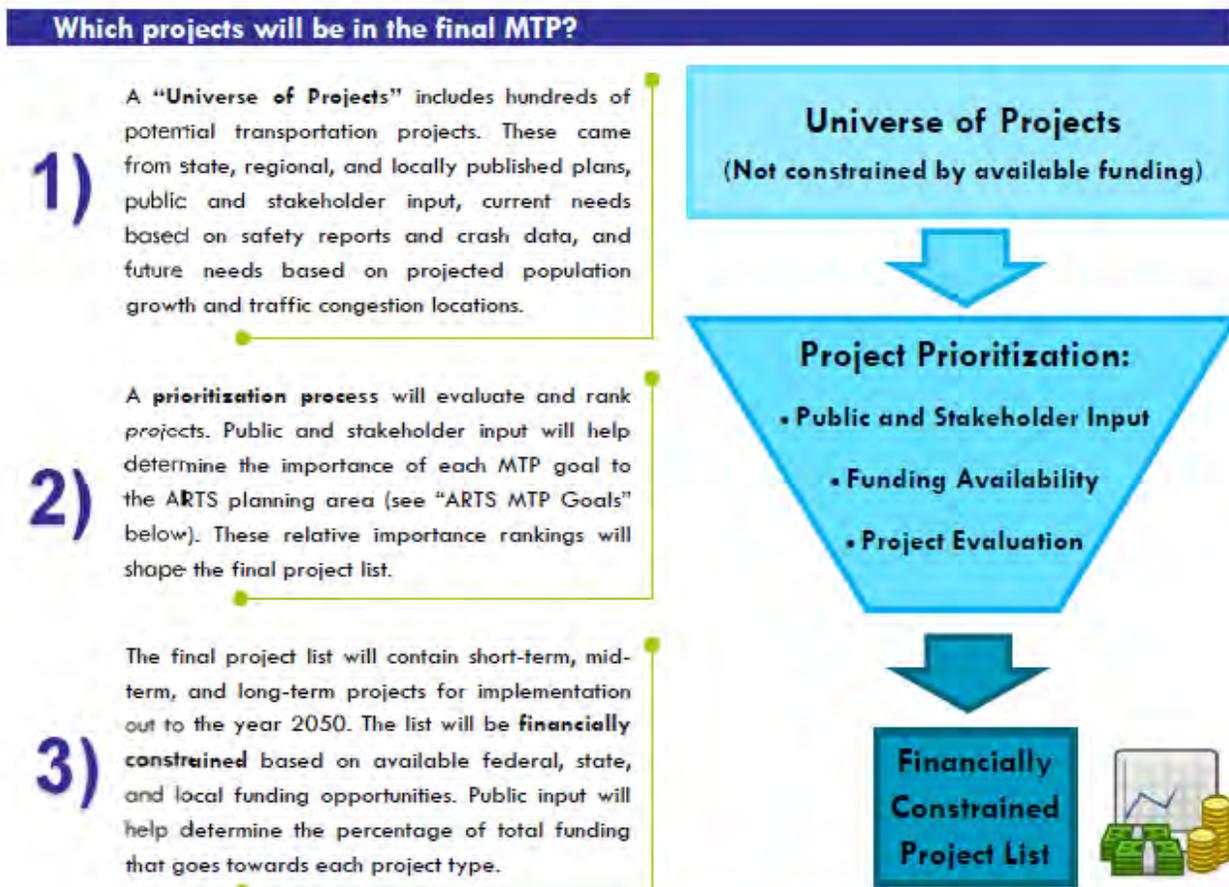
To provide your input, email [Contact@FutureMobility2050.com](mailto:Contact@FutureMobility2050.com) or call (706) 821-1796. Learn more about the study by visiting our webpage: Go to [FutureMobility2050.com](http://FutureMobility2050.com)



Click on "Take Survey" from our webpage to take our survey before April 3, 2020!

### ARTS 2050 Metropolitan Transportation Plan (MTP) Update

Figure A1-3. Fact Sheet #2 Side A



**ARTS MTP Interactive Map**

To view all projects and leave your comments, visit the Interactive Map at [FutureMobility2050.com](http://FutureMobility2050.com)

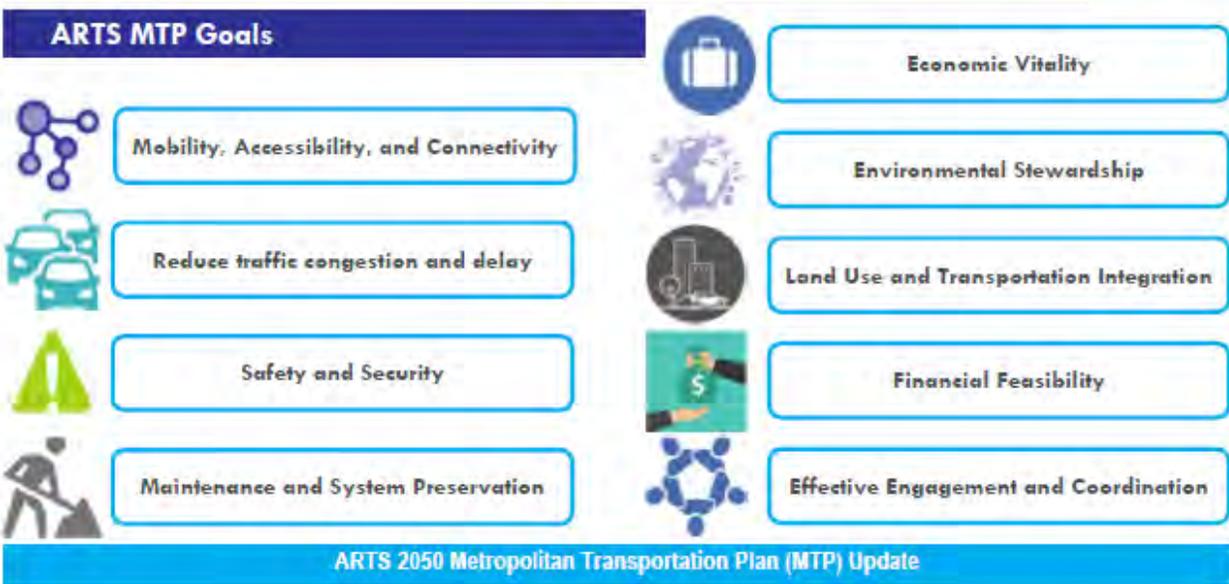


Figure A1-4. Fact Sheet #2 Side B



Figure A0-5. Promotional Bookmark



Figure A0-6. Additional Promotional Materials

Meeting Date: \_\_\_\_\_ Location: \_\_\_\_\_


  
**ARTS2050**  
 METROPOLITAN TRANSPORTATION  
 PLAN UPDATE ▶ *Future Mobility*  
 futuremobility2050.com

**PLEASE SIGN IN – Thank You!!!**

Name	Email Address	Phone Number	How did you hear about the meeting?




Figure A1-7. Meeting Sign-In Sheet

**Public Meeting Date:** \_\_\_\_\_



### PROJECT INPUT FORM

Location where you attended the meeting: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Optional: If you would like us to follow up with you so that we may respond to your comments, please provide the following information.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Please return this form to a staff member at the meeting  
or place in the comment box at the sign-in table.

*Figure A1-8. Project Input Form*

**Meeting Feedback Form**

Date of the meeting you attended: \_\_\_\_\_

Location of meeting: \_\_\_\_\_

How did you hear about this meeting?

Flyer     Email     Newspaper     Radio     Facebook

Other (Please explain) \_\_\_\_\_

Do you understand the project and process better now than before the meeting? Yes  No

If not, suggestions for improvement: \_\_\_\_\_

Was the presented information easy to understand? Yes  No

If not, suggestions for improvement: \_\_\_\_\_

Was staff helpful in answering your questions and hearing your concerns? Yes  No

If not, suggestions for improvement: \_\_\_\_\_

Do you feel like you have an opportunity to provide input? Yes  No

If not, suggestions for improvement: \_\_\_\_\_

If you would like us to follow up with you so that we may respond to your comments, please provide the following information (optional).

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Please return this form to a staff member at the meeting or place in the comment box at the sign-in table.

Figure A1-9. Meeting Feedback Form

Home | About the Plan | MTP Materials | Get Involved

**ARTS 2050**  
 Metropolitan Transportation Plan Update

Augusta Regional Transportation Study (ARTS) Metropolitan Planning Organization (MPO) is updating its Metropolitan Transportation Plan (MTP) for 2050. The MTP recommends projects to improve, maintain, and operate roadways and bridges, public transit, multi-use trails, and sidewalks.

**Get Involved**

Take a look at the projects in your area and share your input by leaving your comments for the project team.

[View Interactive project map](#)

## Thank you for attending our Public Meetings

The Augusta Regional Transportation Study (ARTS) invited you to share your thoughts on roadways, public transit, multiuse trails, bikeways, and sidewalks. If you did not attend our public meeting you can still help identify long-term, priority projects! Take the [survey](#) and share your thoughts.



Visit us on Facebook [@futuremobility2050](#) or by clicking the button at the top right of this page.

## Call or Email the project team

The Augusta Metropolitan Planning Organization welcomes your comments. To submit a comment or to receive MTP communications, please complete the form.

Name
Email
Phone
Write your message here ...

**Submit**

Contact Us or Request Alternative Accessible Formats  
[Contact@FutureMobility2050.com](mailto:Contact@FutureMobility2050.com)  
 535 Telfair Street, Suite 300,  
 Augusta, Georgia 30901  
 (706) 821-1796

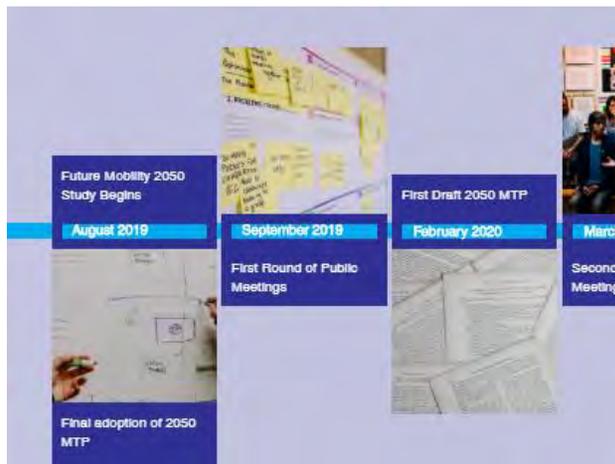


Figure A0-10. Selected Website Contents

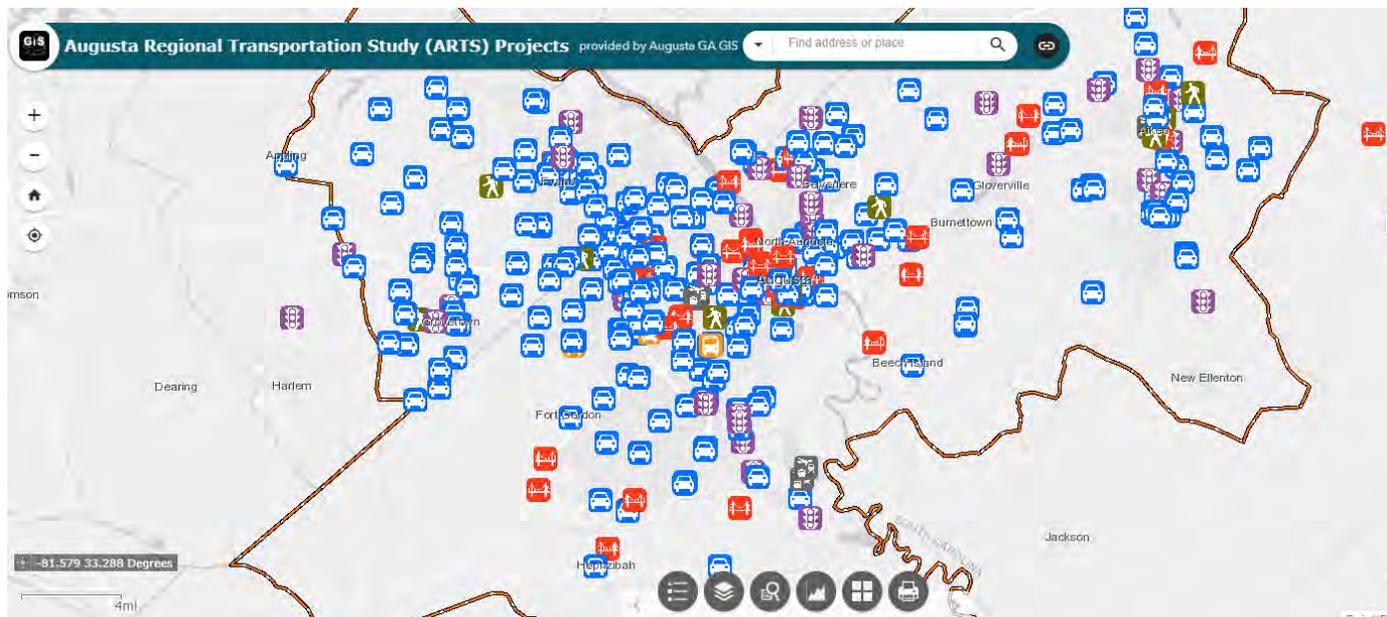


Figure A1-11. The ARTS Projects Interactive Map Allows for Public Comment and Full Project Inventory



Figure A1-12. Project Facebook Page

# COMMUNITY MEETINGS

## CURRENT & FUTURE TRANSPORTATION IMPROVEMENTS

Provide your initial thoughts on transportation issues in Richmond, Columbia, Alken, and Edgefield counties



The Augusta Regional Transportation Study (ARTS) invites you to share your thoughts on roadways, public transit, multiuse trails, bikeways, and sidewalks. Help identify long-term, priority transportation projects!



You have a choice of two dates and four locations! Choose the one that's convenient for YOU!

### Tuesday, October 8<sup>th</sup> – 5:30pm to 8pm

**Alken County Government Complex**  
 Sandlapper Room  
 1930 University Parkway  
 Alken, SC 29801

**TW Josey High School**  
 Media Center  
 1701 15<sup>th</sup> Street  
 Augusta, GA, 30901

### Thursday, October 10<sup>th</sup> – 5:30pm to 8pm

**First Baptist Church of Augusta**  
 3500 Walton Way Ext  
 Augusta, GA 30909

**Columbia County Government Center**  
 Auditorium, Building A  
 630 Ronald Reagan Drive  
 Evans, GA 30809

Please contact the City of Augusta Planning & Development Department at (706) 821-1796 for more information about the meetings. Persons who require special accommodations under the Americans with Disabilities Act or those requiring language translation services may contact the Planning office for assistance or visit our webpage at [FutureMobility2050.com](http://FutureMobility2050.com)

To learn more about the project, visit [FutureMobility2050.com](http://FutureMobility2050.com), email [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), or call (706) 821-1796

Figure A1-13. First Public Meeting Notice (English)

# ENCUENTROS CON LA COMUNIDAD



El Estudio de Transporte Regional de Augusta (ARTS) lo invita a compartir sus ideas sobre carreteras, transporte público, carriles multilínea, ciclovías y aceras. ¡Ayúdenos a definir los proyectos prioritarios en materia de transporte!



Nos encontramos en dos fechas y cuatro sedes, y puede elegir la opción que más le convenga.

**Martes 8 de octubre – 5.30 p.m. a 8 p.m.**

**Centro del gobierno del condado de Alken**  
 Salón Sandlapper  
 1930 University Parkway  
 Alken, SC 29801

**Escuela secundaria TW Josey**  
 Centro multimedia  
 1701 15<sup>th</sup> Street  
 Augusta, GA, 30901

**Jueves 10 de octubre – 5.30 p.m. a 8 p.m.**

**Primera Iglesia bautista de Augusta**  
 3500 Walton Way Ext  
 Augusta, GA 30909

**Centro del gobierno del condado de Columbia**  
 Auditorio, Edificio A  
 630 Ronald Reagan Drive  
 Evans, GA 30809

*Póngase en contacto con el Departamento de Planificación y Desarrollo de la Ciudad de Augusta (706) 821-1796 para conocer más información sobre estos encuentros. Quienes necesiten adaptaciones especiales previstas en la Ley de Estadounidenses con Discapacidades o servicios de traducción pueden comunicarse con la oficina de Planificación para solicitar asistencia o visitar nuestro sitio web en [FutureMobility2050.com](http://FutureMobility2050.com)*

Para conocer detalles del proyecto, visite [FutureMobility2050.com](http://FutureMobility2050.com), comuníquese por correo electrónico a la dirección [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com) o llame al (706) 821-1796

Figure A1-14. First Public Meeting Notice (Spanish)

# 지역사회 회의 (커뮤니티 미팅)

현재와 미래의 교통 시스템 개선

리치몬드, 콜럼비아, 에이켄, 예지퍼드 카운티의 교통 문제에 대한 당신의 생각을 들려주세요



어거스타 지역 교통국 (ARTS - Augusta Regional Transportation Study)은 도로교통, 대중교통, 다용도 트레일 (multiuse trails), 자전거 도로, 보행자 도로 등에 대한 당신의 생각을 알고 싶습니다. 우선순위를 두어야 할 장기 교통 프로젝트를 선별하는데 당신의 도움이 꼭 필요합니다!



본 커뮤니티 회의는 10 월 8 일과 10 일 이틀에 걸쳐 아래의 네 곳에서 시행됩니다!  
당신에게 가장 편리한 날짜와 장소를 골라 참석해주세요!

10 월 8 일, 화요일 - 오후 5:30 - 8:00

**Aiken County Government Complex**  
Sandlapper Room  
1930 University Parkway  
Aiken, SC 29801

**TW Josey High School**  
Media Center  
1701 15<sup>th</sup> Street  
Augusta, GA, 30901

10 월 10 일, 목요일 - 오후 5:30 - 8:00

**First Baptist Church of Augusta**  
3500 Walton Way Ext  
Augusta, GA 30909

**Columbia County Government Center**  
Auditorium, Building A  
630 Ronald Reagan Drive  
Evans, GA 30809

본 회의에 대한 자세한 내용은 어거스타 계획 및 개발 부서 (City of Augusta Planning & Development) 전화번호 (706) 821-1796 으로 문의하시기 바랍니다. 핸디캡 (disability) 이나 외국어와 관련된 도움이 필요하신 분은 부서에 직접 문의하시거나 프로젝트 웹사이트 [FutureMobility2050.com](http://FutureMobility2050.com) 을 방문해주세요!

이 프로젝트에 대한 더욱 자세한 내용을 알고 싶으신 분은 웹사이트를 참고하시고 [FutureMobility2050.com](http://FutureMobility2050.com) 이메일 [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), 또는 전화 (706) 821-1796 을 통해 연락해주세요!

Figure A1-15. First Public Meeting Notice (Korean)

# COMMUNITY MEETINGS

## Updating the Region's 30-Year Transportation Plan

### Review, Discuss, and Share Your Transportation Priorities for Richmond, Columbia, Aiken, and Edgefield Counties



The Augusta Regional Transportation Study (ARTS) invites you to help plan regional transportation projects. Give your input on roadways, public transit, multiuse trails, bikeways, aviation and sidewalks!

Choose the date and location that's convenient for YOU!

<b>Monday, March 9<sup>th</sup> – 4pm to 7pm</b>	
<b>Sweetwater Community Center</b> 296 Sweetwater Rd, North Augusta, SC 29860	
<b>Tuesday, March 10<sup>th</sup> – 4pm to 7pm</b>	
<b>First Baptist Church of Augusta</b> 3500 Walton Way Ext Augusta, GA 30909	<b>Columbia County Water Utility Dept.</b> 2140 William Few Pkwy, Grovetown, GA 30813
<b>Wednesday, March 11<sup>th</sup> – 4pm to 7pm</b>	
<b>Grovetown City Council Chambers</b> 1040 Newmartown Rd, Grovetown, GA 30813	<b>North Augusta Community Center</b> 495 Brookside Ave, North Augusta, SC 29841
<b>Thursday, March 12<sup>th</sup> – 4pm to 7pm</b>	
<b>Robert Howard Community Center</b> 103 Diamond Lakes Way, Hephzibah, GA 30815	<b>Odell Weeks Activity Center</b> 1700 Whiskey Rd, Aiken, SC 29803

*Please contact the City of Augusta Planning & Development Department at (706) 821-1796 for more information about the meetings. Persons who require special accommodations under the Americans with Disabilities Act or those requiring language translation services may contact the Planning office for assistance or visit our webpage at [FutureMobility2050.com](http://FutureMobility2050.com)*

To learn more about the project, visit [FutureMobility2050.com](http://FutureMobility2050.com), email [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), or call (706) 821-1796

Figure A1-16. Second Public Meeting Notice (English)

# REUNIONES COMUNITARIAS

## Actualización del Plan de Transporte de la Región de 30 Años

### Repase, debata y comparta sus prioridades de transporte para los Condados de Richmond, Columbia, Aiken y Edgefield



El Estudio de Transporte Regional de Augusta (Augusta Regional Transportation Study, ARTS) lo invita a participar en la planificación de proyectos de transporte regionales. ¡A nosotros nos interesa su opinión sobre las calzadas, el transporte público, los senderos multipropósito, las bicisendas, la aviación y las aceras!

**¡Escoja la fecha y el lugar que le resulten convenientes a usted!**

<b>Lunes, 9 de marzo, de 4 pm a 7 pm</b>	
Sweetwater Community Center 296 Sweetwater Rd, North Augusta, SC 29860	
<b>Martes, 10 de marzo, de 4 pm a 7 pm</b>	
First Baptist Church of Augusta 3500 Walton Way Ext Augusta, GA 30909	Columbia County Water Utility Dept. 2140 William Few Pkwy, Grovetown, GA 30813
<b>Miércoles, 11 de marzo, de 4 pm a 7 pm</b>	
Grovetown City Council Chambers 1040 Newtown Rd, Grovetown, GA 30813	North Augusta Community Center 495 Brookside Ave, North Augusta, SC 29841
<b>Jueves, 12 de marzo, de 4 pm a 7 pm</b>	
Robert Howard Community Center 103 Diamond Lakes Way, Hephzibah, GA 30815	Odell Weeks Activity Center 1700 Whiskey Rd. Aiken, SC 29803

Comuníquese con el Departamento de Desarrollo y Planificación de la ciudad de Augusta al (706) 821-1796 para obtener más información sobre las reuniones. Las personas que necesitan adaptaciones especiales, conforme a la Ley de Protección de Personas Discapacitadas de Estados Unidos (ADA), o aquellas que necesitan servicios de intérpretes, se pueden comunicar con dicha oficina para solicitar ayuda, o ir a nuestra página web [FutureMobility2050.com](http://FutureMobility2050.com).

**Para obtener más información sobre el proyecto, vaya a la página web [FutureMobility2050.com](http://FutureMobility2050.com), o envíe un mensaje electrónico a [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), o llame al (706) 821-1796.**

*Figure A0-17. Second Public Meeting Notice (Spanish)*

# 지역사회 회의 (커뮤니티 미팅)

## 30년 지역 교통계획 업데이트

리치몬드, 콜럼비아, 에이켄, 에지필드 카운티의 교통문제 우선순위를 검토하시고  
 당신의 의견을 들려주세요



어거스타 지역 교통국 (ARTS - Augusta Regional Transportation Study)이 지역 교통 프로젝트를 계획하는데 당신의 도움을 필요로 합니다. 도로, 대중교통, 다용도 트레일, 자전거도로, 항공, 보행자 도로 등에 대한 당신의 생각을 들려주세요!

다음 중 당신에게 가장 편리한 날짜와 장소를 골라 참석해주세요!

<b>3월 9일, 월요일 - 오후 4:00 - 7:00</b>	
Sweetwater Community Center 296 Sweetwater Rd. North Augusta, SC 29860	
<b>3월 10일, 화요일 - 오후 4:00 - 7:00</b>	
First Baptist Church of Augusta 3500 Walton Way Ext Augusta, GA 30909	Columbia County Water Utility Dept. 2140 William Few Pkwy. Grovetown, GA 30813
<b>3월 11일, 수요일 - 오후 4:00 - 7:00</b>	
Grovetown City Council Chambers 1040 Newmantown Rd, Grovetown, GA 30813	North Augusta Community Center 495 Brookside Ave. North Augusta, SC 29841
<b>3월 12일, 목요일 - 오후 4:00 - 7:00</b>	
Robert Howard Community Center 103 Diamond Lakes Way, Hephzibah, GA 30815	Odell Weeks Activity Center 1700 Whiskey Rd. Aiken, SC 29803

본 회의에 대한 자세한 내용은 어거스타 계획 및 개발 부서 (City of Augusta Planning & Development Department) 전화번호 (706) 821-1796 로 문의하시기 바랍니다. 핸디캡 (disability) 이나 통역과 관련된 도움이 필요하신 분은 부서에 직접 문의하시거나 프로젝트 웹사이트 [FutureMobility2050.com](http://FutureMobility2050.com) 에 방문해주시기 바랍니다.

이 프로젝트에 대한 더욱 자세한 내용을 알고 싶으시면 웹사이트를 방문하시거나 [FutureMobility2050.com](http://FutureMobility2050.com), 이메일 [community@futuremobility2050.com](mailto:community@futuremobility2050.com), 또는 전화 (706) 821-1796 를 통해 연락해주세요!

Figure A0-18. Second Public Meeting Notice (Korean)



# PRESS RELEASE

Monday October 21, 2019

## THE PUBLIC IS INVITED TO PARTICIPATE!

***VISION: SUSTAIN REGIONAL ECONOMIC GROWTH THROUGH A TRANSPORTATION SYSTEM THAT REDUCES CONGESTION, IMPROVES TRAFFIC SAFETY; AND PROVIDES ROAD MAINTENANCE, PUBLIC TRANSIT, SIDEWALKS, BIKE AND PEDESTRIAN PATHS LINKING JOBS, EDUCATION, HEALTHCARE, AND RECREATIONAL FACILITIES FOR ALL CITIZENS AND VISITORS IN RICHMOND, COLUMBIA, AIKEN AND EDGEFIELD COUNTIES.***

Augusta, GA – Every five years the Metropolitan Transportation Plan (MTP) is updated. The MTP presents future transportation improvements, which affect sustainable and livable communities. Public input determines what these improvements are where they will be located, whether it be roadways, bridges, public transit, multiuse trails, aviation, bikeways or sidewalks.

During the month of October 2019, the public has an opportunity to learn about the planning process and provide important input on the region's transportation needs. All community members are invited to provide their thoughts and ideas about highways, road maintenance, public safety, public transit, bike and pedestrian, and multi-use trail projects.

With jobs and population projected to grow exponentially over the next twenty years in the Augusta GA – Aiken SC Metropolitan region (Columbia, Richmond, Aiken and Edgefield Counties), a resilient multimodal transportation system will be crucial to sustain anticipated growth.

The public can provide input or share their thoughts by completing a short survey found here <https://futuremobility2050.metroquest.com/>

For more information on the ARTS 2050 MTP, please visit <https://www.futuremobility2050.com/>, email [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), or call (706) 821-1796.

Oliver Page, Ph.D.  
Augusta Regional Transportation Study  
525 Telfair Street, Suite 300  
Augusta GA 30901  
(706)-821-1796

Figure A1-19. Press Release Issued by the ARTS MPO: October 21, 2019



# PRESS RELEASE

March, 2020

## THE PUBLIC IS INVITED TO ATTEND COMMUNITY MEETINGS!

***VISION: SUSTAIN REGIONAL ECONOMIC GROWTH THROUGH A TRANSPORTATION SYSTEM THAT REDUCES CONGESTION, IMPROVES TRAFFIC SAFETY; AND PROVIDES ROAD MAINTENANCE, PUBLIC TRANSIT, SIDEWALKS, BIKE AND PEDESTRIAN PATHS LINKING JOBS, EDUCATION, HEALTHCARE, AND RECREATIONAL FACILITIES FOR ALL CITIZENS AND VISITORS IN RICHMOND, COLUMBIA, AIKEN AND EDGEFIELD COUNTIES.***

**Augusta, GA – The Augusta Regional Transportation Study Metropolitan Planning Organization (ARTS MPO) invites the public to participate in a round of community meetings throughout the region during the month of March 2020. The public will have an opportunity to provide important input on regional transportation priorities for the next 30 years. All community members are invited to review, discuss, and share thoughts about funding priorities and goals for the region’s highways, road maintenance, public safety, public transit, bike and pedestrian, and multi-use trails. With jobs and population projected to grow exponentially over the next thirty years in the Augusta GA – Aiken SC Metropolitan region, a resilient multimodal transportation system will be crucial to sustain anticipated growth.**

Augusta Regional Transportation Study (ARTS) is a bi-state Metropolitan Planning Organization (MPO) that covers all or part of Columbia and Richmond Counties in Georgia and Aiken and Edgefield Counties in South Carolina. The ARTS MPO is responsible for developing local transportation policies and deciding how to spend federal funds to implement the transportation planning process. ARTS is currently developing the 2050 Metropolitan Transportation Plan (MTP), a federally-mandated policy document to identify and evaluate existing and new transportation solutions and mobility options over the next 10, 20, and 30 years. An essential part of this planning process is the public’s participation in developing a shared vision and long-term goals that will establish priorities to identify and address multimodal transportation and mobility needs for transportation infrastructure improvements in the region.

With jobs and population projected to grow exponentially over the next 30 years in the Augusta Metropolitan region, how will our transportation system be impacted? What will be the issues: increasing traffic congestion, traffic safety, mobility, access or costly transportation infrastructure? To address these issues, do we need more highways and traffic signals? Will improved public transit systems be the answer? Do we provide more pedestrian sidewalks and bikeways? How will this impact our region and how do we fund transportation infrastructure? Now it’s your chance to voice your concerns on traffic, growth, public transit, cycling and walking.

ARTS will hold seven community meetings during March 2019. During each meeting, a formal presentation will focus on: 1) the content and purpose of an MTP; 2) findings from an initial public input period and needs assessment process; 3) proposed funding allocations for different transportation project types. The public is encouraged to attend one of the meetings in their community. Your participation is a vital component in the transportation planning decision-making process and a necessary step in selecting projects that will be funded with federal, state, and local tax dollars.

*Figure 0-20. Press Release Issued by the ARTS MPO: February 27, 2020 (Pg. 1)*



# PRESS RELEASE

March, 2020

Persons who require special accommodations under the Americans with Disabilities Act or those requiring language translation services may contact the office of the Augusta Planning and Development Department at (706) 821-1796 or send an e-mail to [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com) at least 48 hours before the meeting they plan to attend.

For more information on the ARTS 2050 MTP, please visit [FutureMobility2050.com](http://FutureMobility2050.com), email [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), or call (706) 821-1796.

**Oliver Page, Ph.D.**  
**Augusta Regional Transportation Study**  
 525 Telfair Street, Suite 300  
 Augusta GA 30901  
 (706)-821-1796

### MEETING DATES AND TIMES:

Choose the one that's convenient for YOU!

<b>Monday, March 9<sup>th</sup> – 4pm to 7pm</b>	
Sweetwater Community Center 296 Sweetwater Rd, North Augusta, SC 29860	
<b>Tuesday, March 10<sup>th</sup> – 4pm to 7pm</b>	
First Baptist Church of Augusta 3500 Walton Way Ext Augusta, GA 30909	Columbia County Water Utility Dept. 2140 William Few Pkwy. Grovetown, GA 30813
<b>Wednesday, March 11<sup>th</sup> – 4pm to 7pm</b>	
Grovetown City Council Chambers 1040 Newmantown Rd, Grovetown, GA 30813	North Augusta Community Center 495 Brookside Ave, North Augusta, SC 29841
<b>Thursday, March 12<sup>th</sup> – 4pm to 7pm</b>	
Robert Howard Community Center 103 Diamond Lakes Way, Hephzibah, GA 30815	Odell Weeks Activity Center 1700 Whiskey Rd, Aiken, SC 29803

Figure 0-21. Press Release Issued by the ARTS MPO: February 27, 2020 (Pg. 2)

LOCAL NEWS

## Augusta Regional Transportation Study kicks off their 2050 metropolitan transportation plan



Figure A1-22. Fox 54 News: September 5, 2019

LOCAL NEWS

## The Augusta Regional Transportation Study holds two 2050 Metropolitan Transportation Plan Update meetings



Figure A1-23. Fox 54 News: October 8, 2019

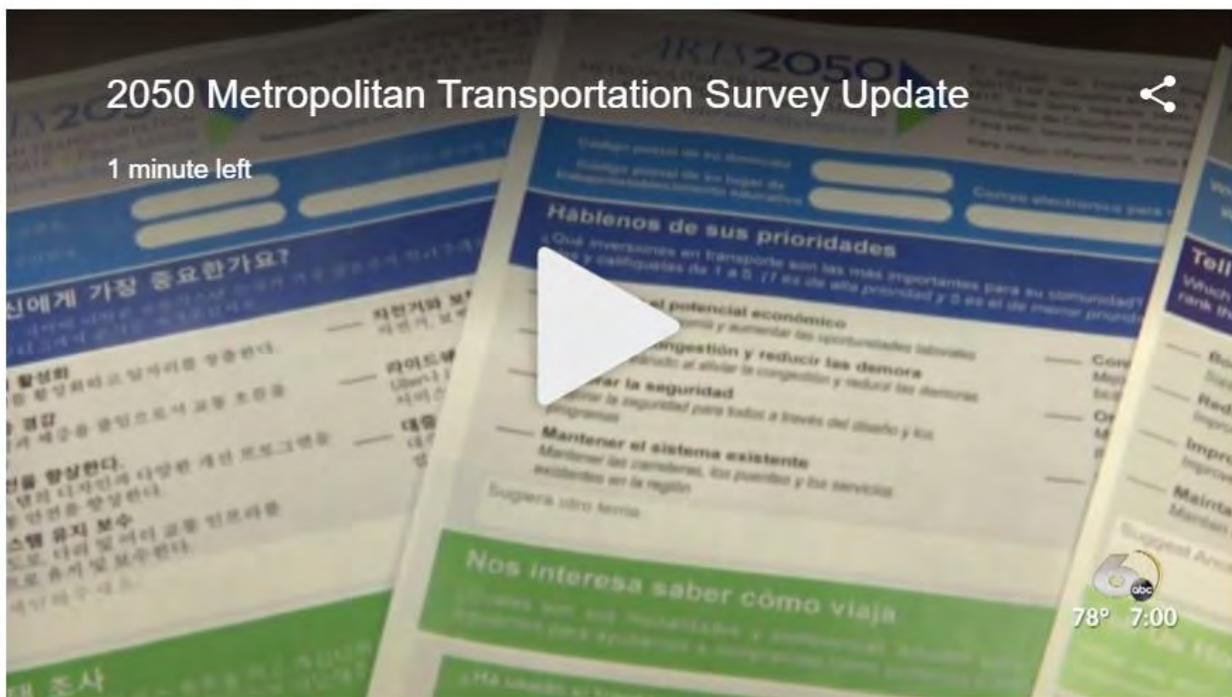


Figure A1-24. News Channel 6: October 21, 2019



Figure A1-25. News Channel 6: March 9, 2020

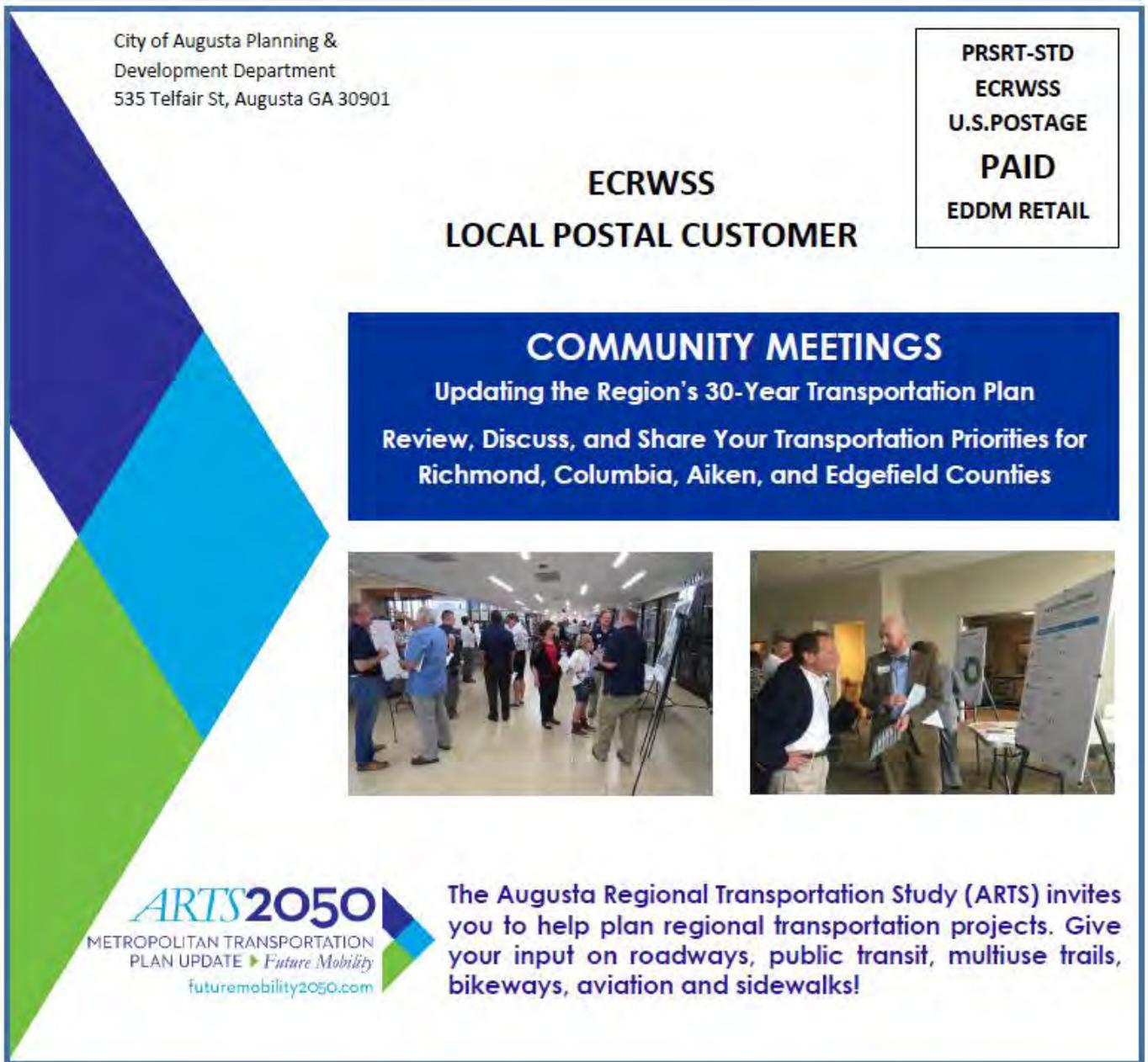


Figure A1-26. USPS Every Door Direct Mail Post Card, Front

## You're invited to a **COMMUNITY MEETING**

Review, Discuss, and Share Your Transportation Priorities for  
Richmond, Columbia, Aiken, and Edgefield Counties

**Monday, March 9<sup>th</sup> – 4pm to 7pm**

**Sweetwater Community Center**  
296 Sweetwater Rd,  
North Augusta, SC 29860

**Wednesday, March 11<sup>th</sup> – 4pm to 7pm**

**North Augusta Community Center**  
495 Brookside Ave,  
North Augusta, SC 29841

**Thursday, March 12<sup>th</sup> – 4pm to 7pm**

**Odell Weeks Activity Center**  
1700 Whiskey Rd,  
Aiken, SC 29803

To learn more about the project, visit [FutureMobility2050.com](http://FutureMobility2050.com),  
email [contact@FutureMobility2050.com](mailto:contact@FutureMobility2050.com), or call (706) 821-1796



*Please contact the City of Augusta Planning & Development Department at (706) 821-1796 for more information about the meetings. Persons who require special accommodations under the Americans with Disabilities Act or those requiring language translation services may contact the Planning office for assistance or visit our webpage at [FutureMobility2050.com](http://FutureMobility2050.com)*

Figure A1-27. USPS Every Door Direct Mail Post Card, Back

## Every Door Direct Mail®

Select Routes | Find a Printer | Using EDDM®

Mallpiece  
 Size Checker

29860

ROUTE	RESIDENTIAL	TOTAL	AGE 25-44	SIZE	INCOME	COST
[Map showing route distribution with a yellow square highlighting a specific area]						

### Order Summary

Individual Routes Selected: 5

Post Office™ Drop-Offs: 1

Total Delivery Addresses: 3407

Approximate Cost: \$650.74

Buttons: Continue, Save

Figure A1-28. USPS Every Door Direct Mail Distribution

Makin' A Difference

1 month ago

**Transportation Talks**

0:05 24:50

ARTS  
MPO

Arkansas Regional Transportation Study  
 Metropolitan Planning Organization

Figure A1-29. Makin' A Difference: ARTS MPO Episode

Directions: Use stickers to mark where you **Live** **Work/Shop/Worship** **Play**

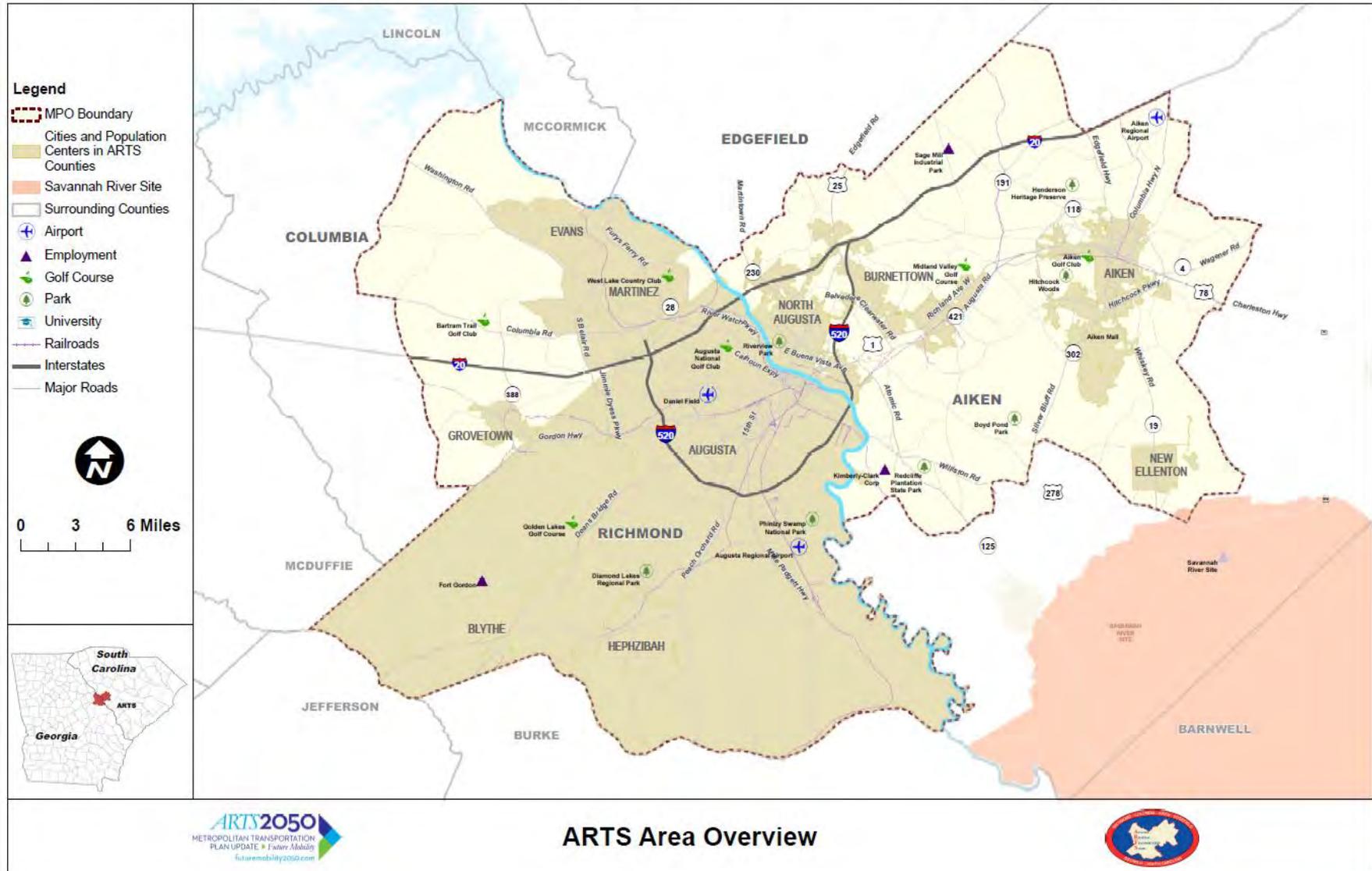


Figure A1-30. First Public Meeting, Board at Sign-In Table

**Directions: Use stickers to mark where you want to improve**

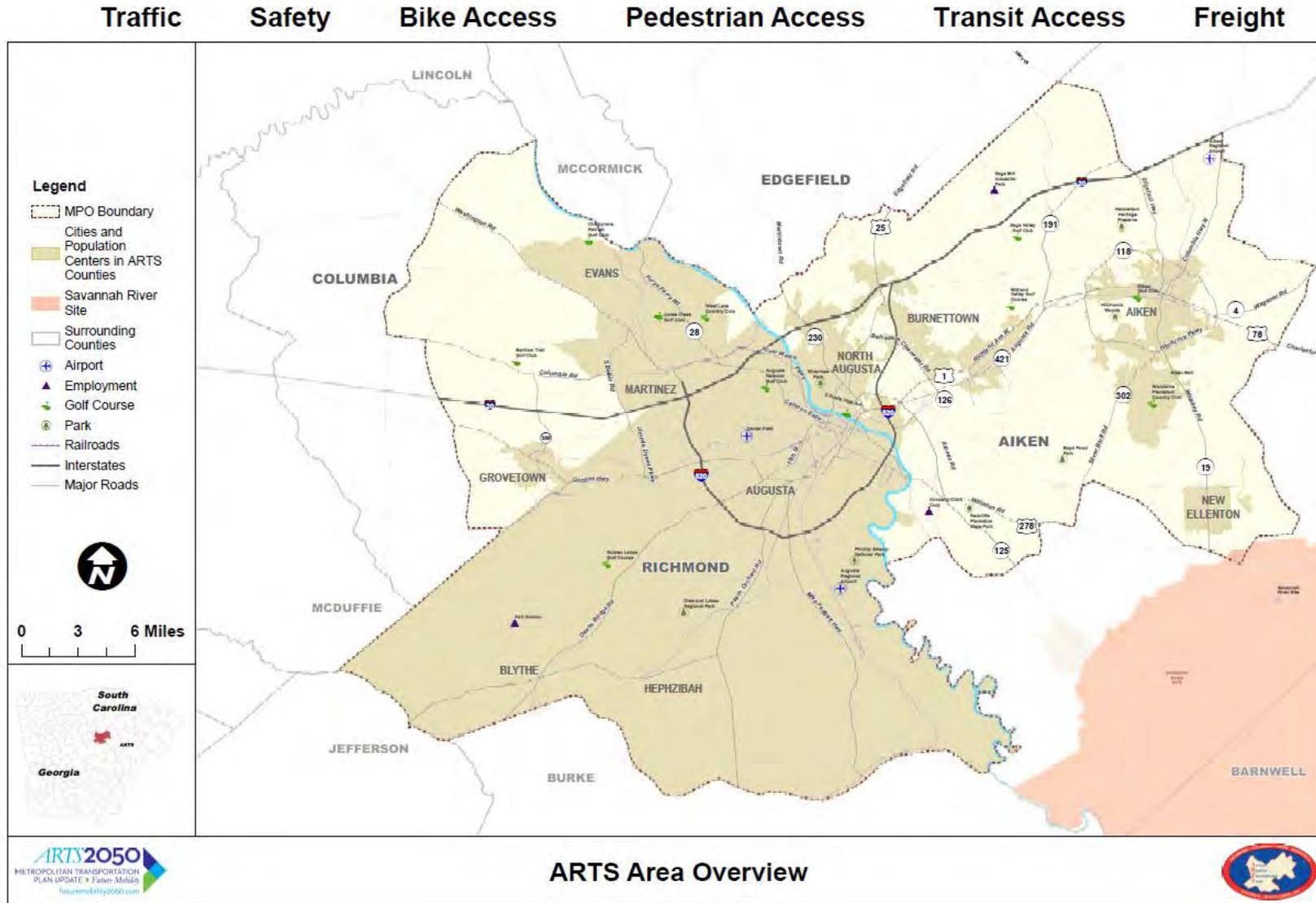
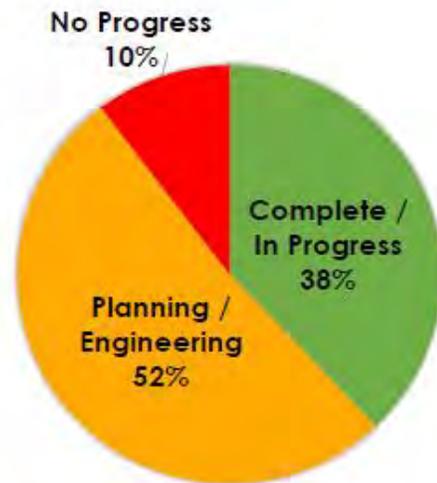


Figure A1-31. First Public Meeting, Board at Station 1

## Progress since Transportation Vision 2040 was adopted in 2015

- ▶ Transportation Vision 2040 included
  - ▶ 29 projects in **short-term** (2015-2019)
  - ▶ 70 projects in **mid-term** and **long-term** (2019-2040)
- ▶ Progress on **90%** of the projects recommended in **short-term**

### STATUS OF SHORT-TERM PROJECTS



### Windsor Spring Road: Phase V Widening



### Riverwatch (SR 104) at I-20: Operational Improvements



Figure A1-32. First Public Meeting, Board 1 at Station 2

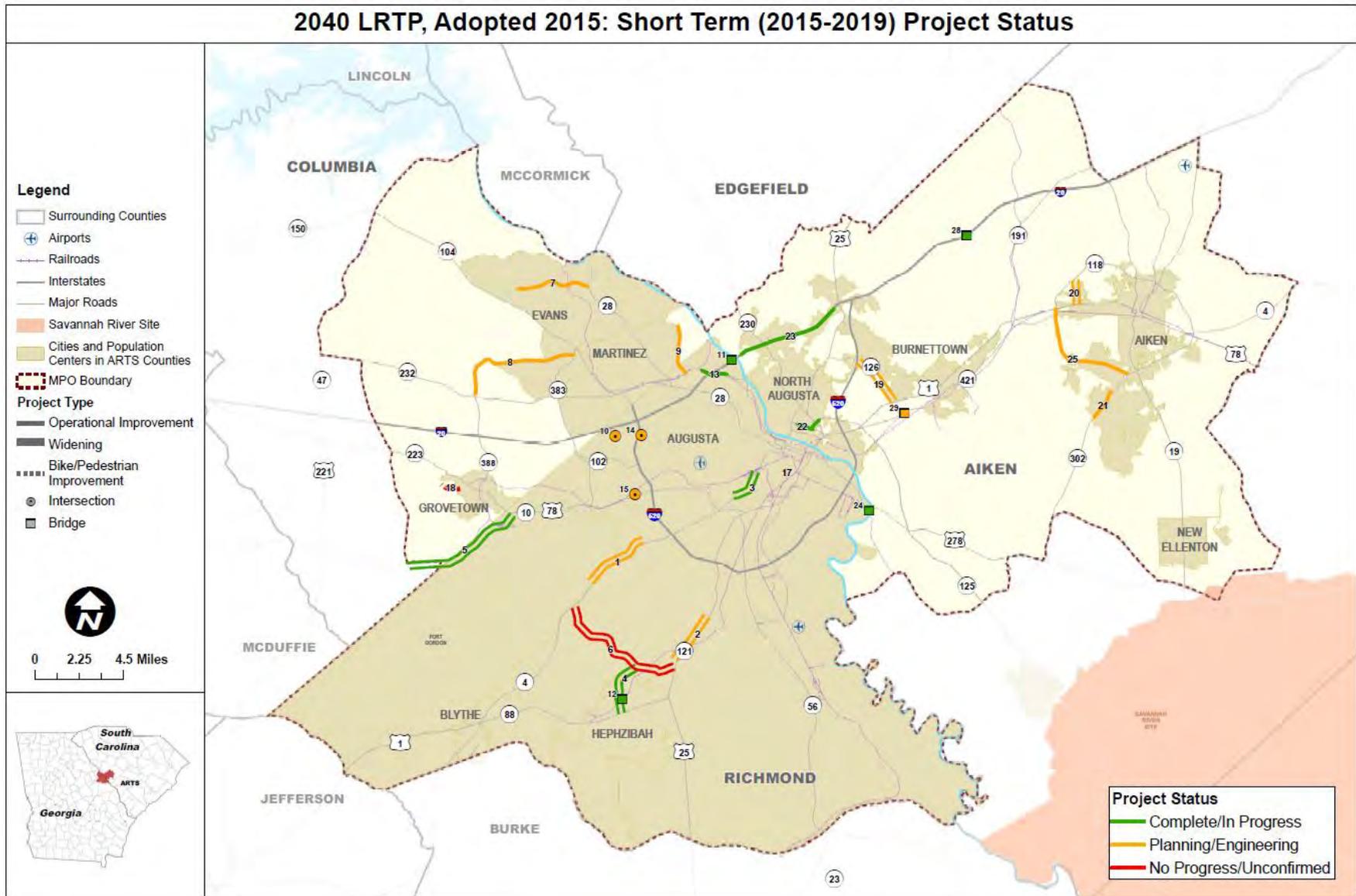


Figure A1-33. First Public Meeting, Board 2 at Station 2

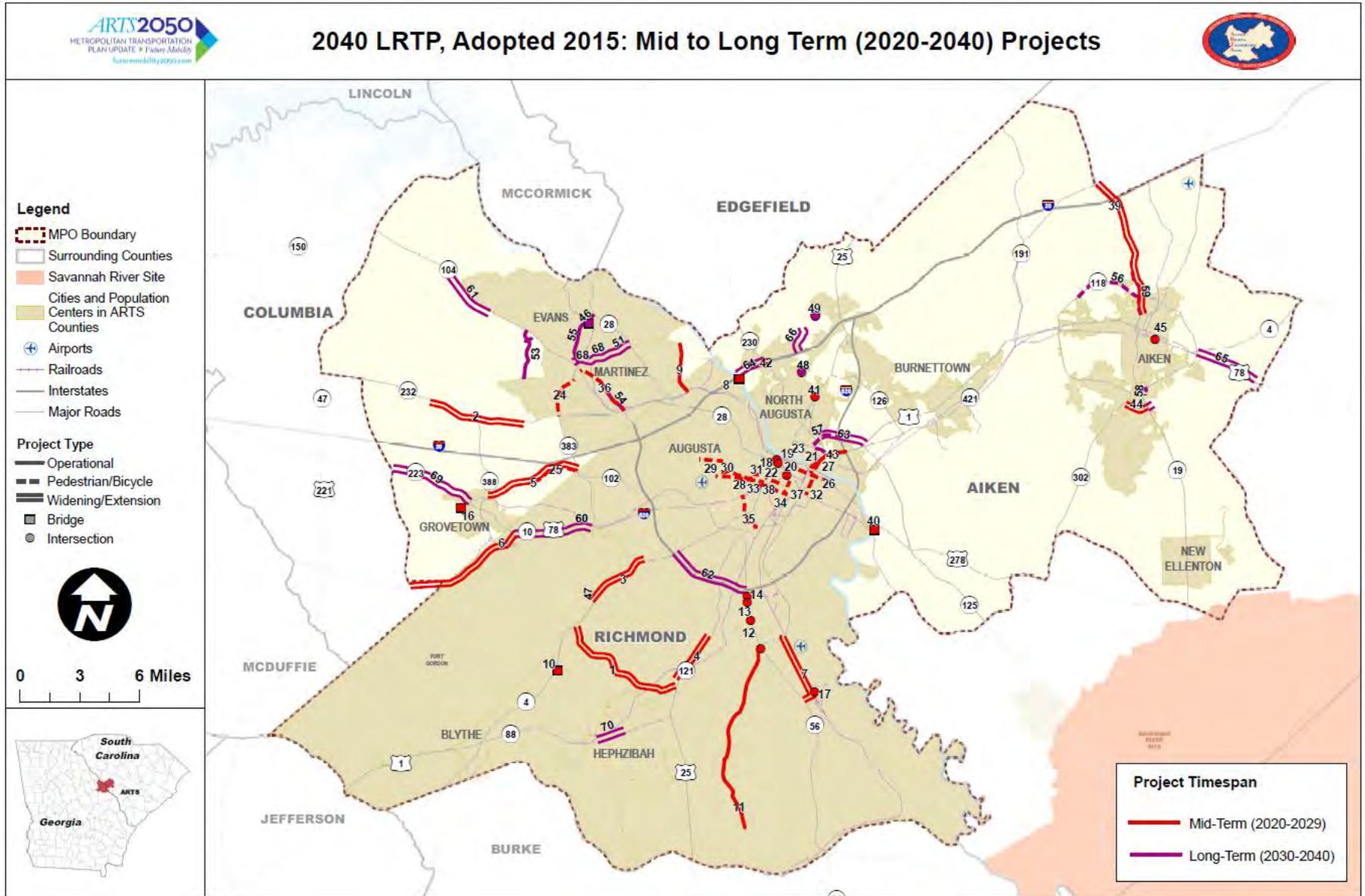


Figure A1-34. First Public Meeting, Board 3 at Station 2

**Please place one dot next to each goal**

● Agree     
 ● Maybe     
 ● Disagree

---

- 
Reduce traffic congestion and delay
- 
Improve mobility and accessibility
- 
Improve Traffic Safety
- 
Maintain the system
- 
Improve efficiency of existing system
- 
Improve freight movement
- 
Economic vitality/Jobs
- 
Minimize environmental impacts
- 
Efficient land use patterns
- 
Financially feasible plan
- 
Effective public and stakeholder involvement

---

ARTS2050  
 METROPOLITAN TRANSPORTATION  
 PLAN UPDATE ▶ Future Mobility  
 futuremobility2050.com

**GOALS**



Figure A1-35. First Public Meeting, Board 1 at Station 3

## What is your **vision** for transportation system in your community in **2050**?

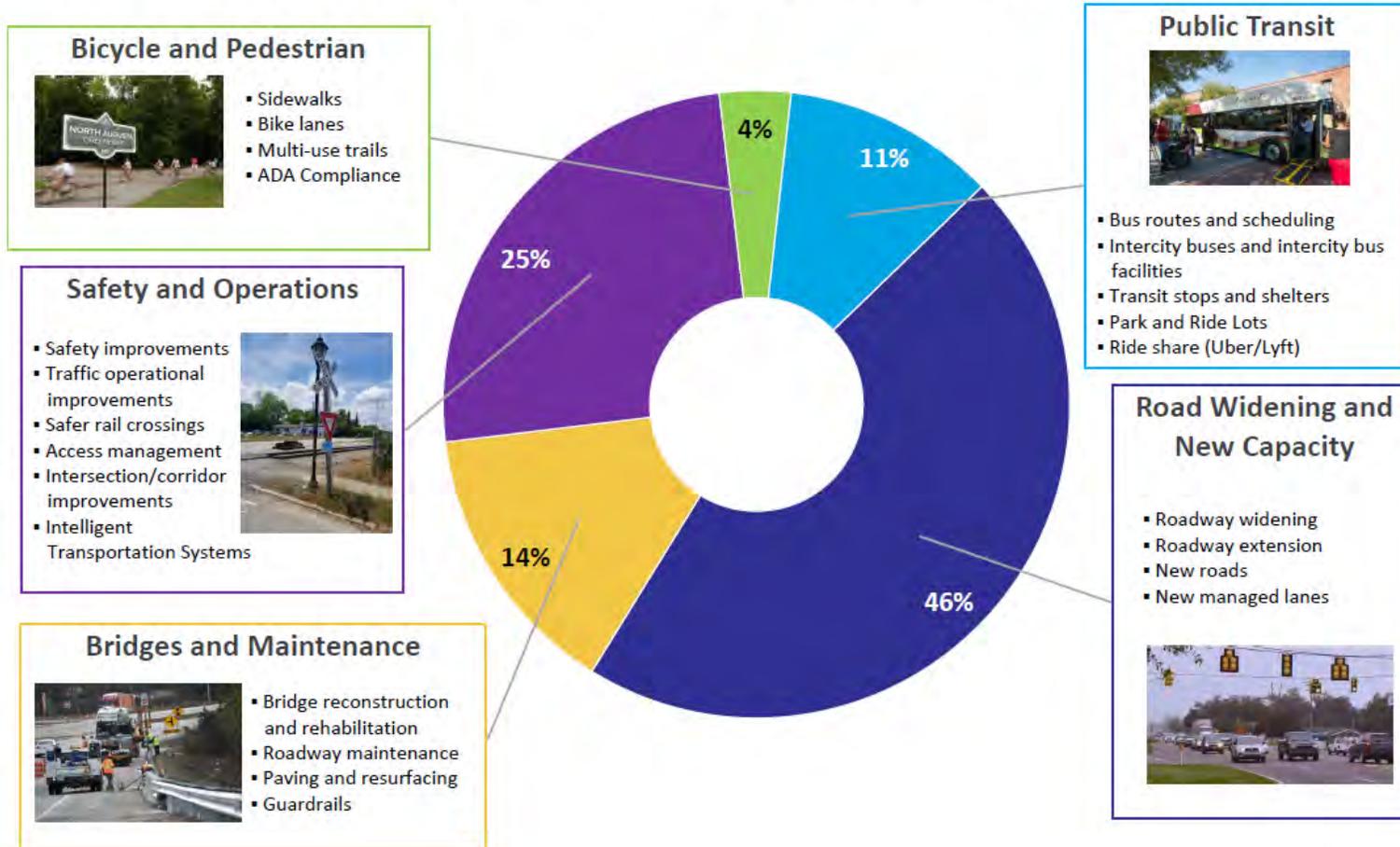
Please put a post-it with your vision on this board.



Figure A1-36. First Public Meeting, Board 2 at Station 3

## Funding Trade-Offs

Please use your “ARTS dollars” to indicate how you want to allocate total transportation funding. Place your “ARTS dollars” into the project category containers below. The percentages given reflect the currently proposed funding break-downs.



March 2020

Figure A1-37. Stakeholder and Second Public Meeting, Board at Station 1

## Prioritize Goals



Please use numbers 1 through 5 to rank the goals in order of importance: 1 is the most important, and 5 is the least important. Multiple goals cannot have the same rank.

Goal	Ranking (1 through 5)
 <p><b>Reduce Traffic Congestion &amp; Delay</b>            Reduce traffic congestion and delay by improving operational efficiency and reliability. Promote transportation system that reduces travel delays and congestion.</p>	
 <p><b>Mobility, Accessibility and Connectivity</b>            Improve mobility, accessibility, and connectivity for all users of the transportation network including public transit and non-motorized modes.</p>	
 <p><b>Safety and Security</b>            Improve traffic safety by reducing crashes, injuries, and fatalities and improve transportation system resiliency in case of extreme weather events.</p>	
 <p><b>Maintenance and System Preservation</b>            Maintain and preserve the existing transportation systems to provide safe and reliable movement of persons and goods/freight.</p>	
 <p><b>Economic Vitality</b>            Enhance the economic vitality of the region and promote job opportunities.</p>	
 <p><b>Environmental Stewardship</b>            Enhance the social and environmental fabric of the region by minimizing disruption or displacement and adverse environmental impacts.</p>	
 <p><b>Land Use and Transportation Integration</b>            Promote efficient land use and development patterns to meet existing and future multimodal transportation needs.</p>	
 <p><b>Financial Feasibility</b>            Develop a financially and politically feasible plan and gain broad support by prioritizing projects with high project readiness and available funding.</p>	

March 2020

Figure A1-38. Stakeholder and Second Public Meeting, Board at Station 2

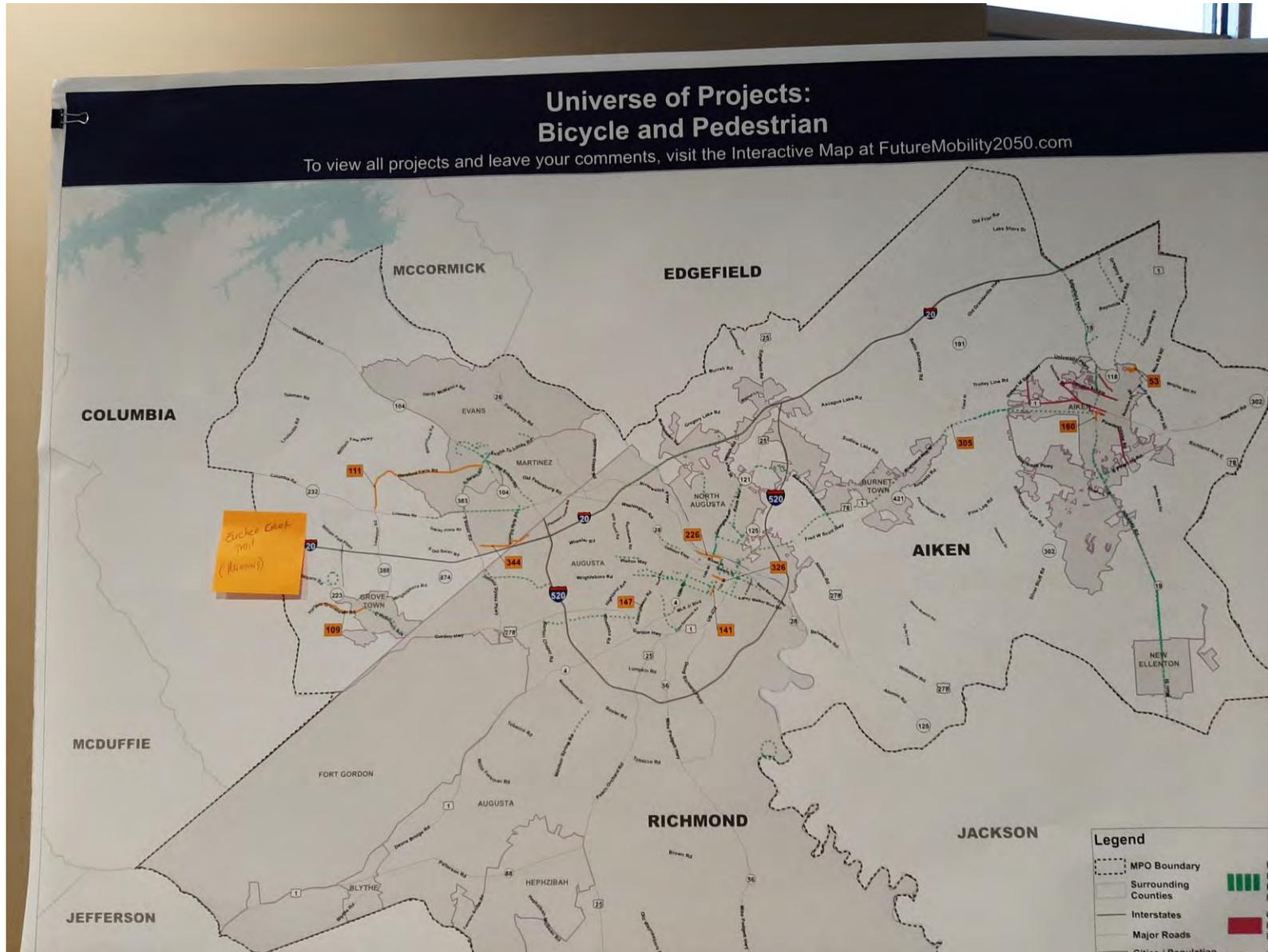


Figure A0-39. Representative Project Board at Stakeholder and Second Public Meeting

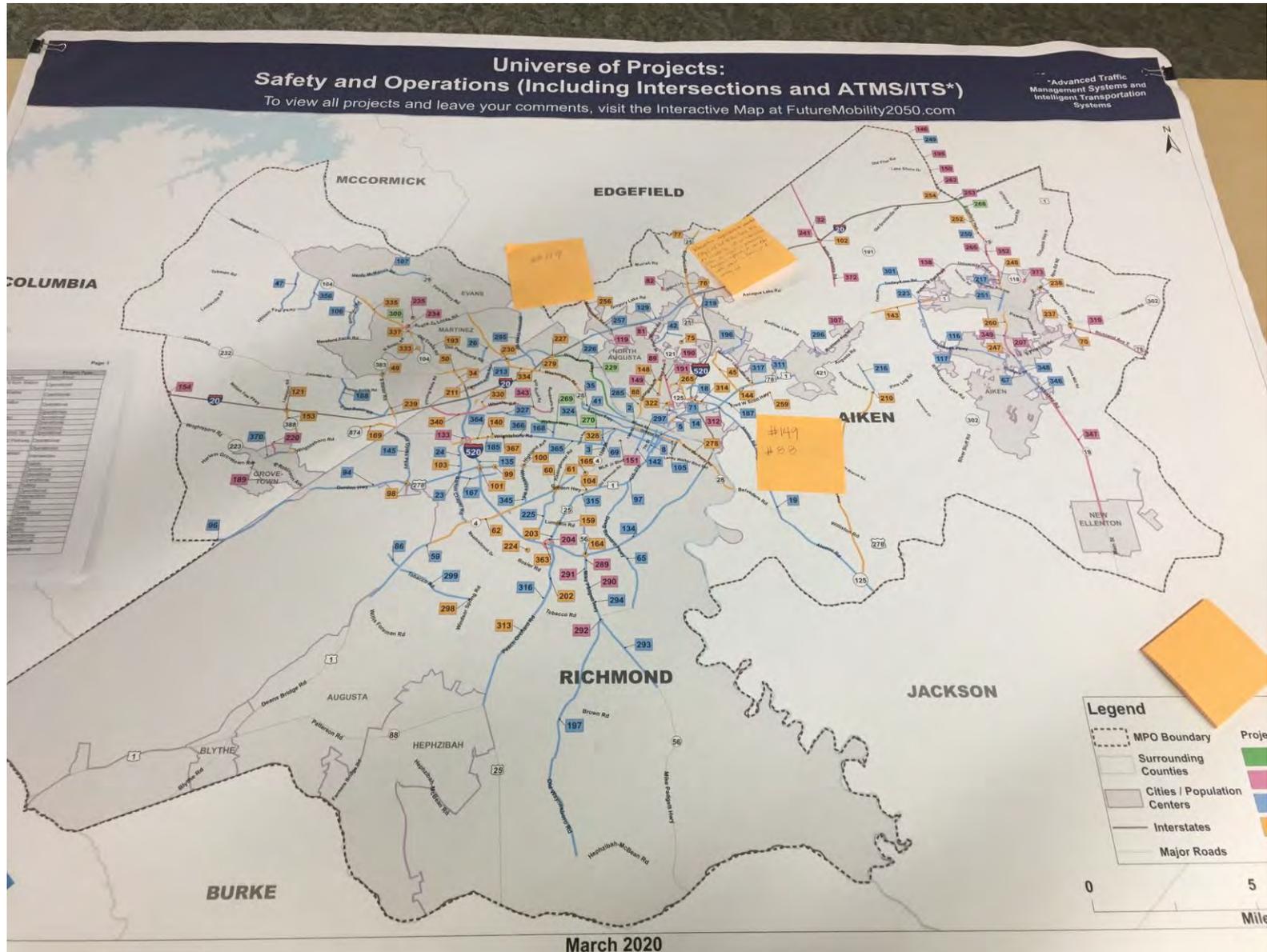


Figure A1-40. Representative Project Board at Stakeholder and Second Public Meeting (B)



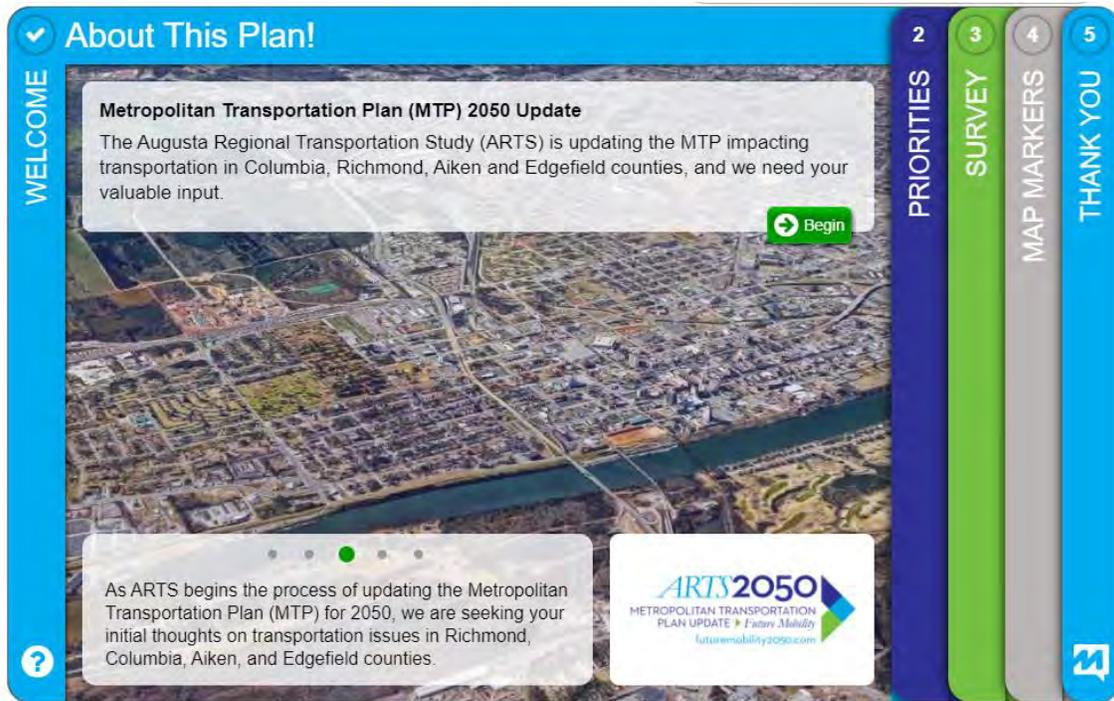


Figure A0-42. First MetroQuest Survey: Screen 1

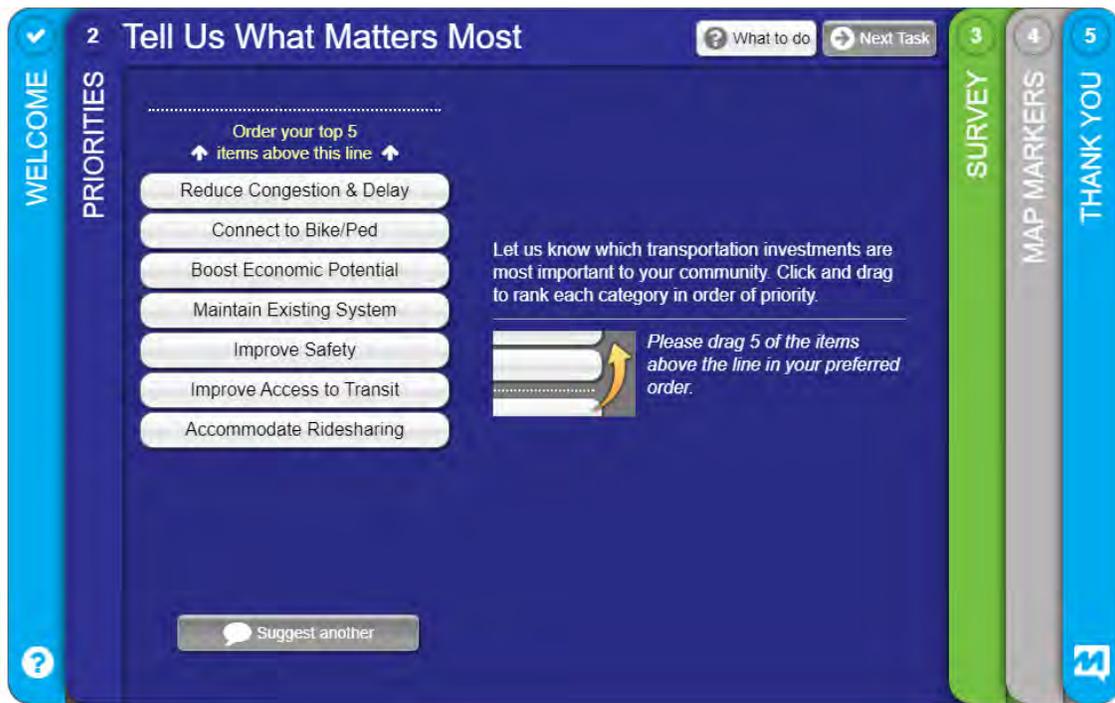


Figure A0-43. First MetroQuest Survey: Screen 2

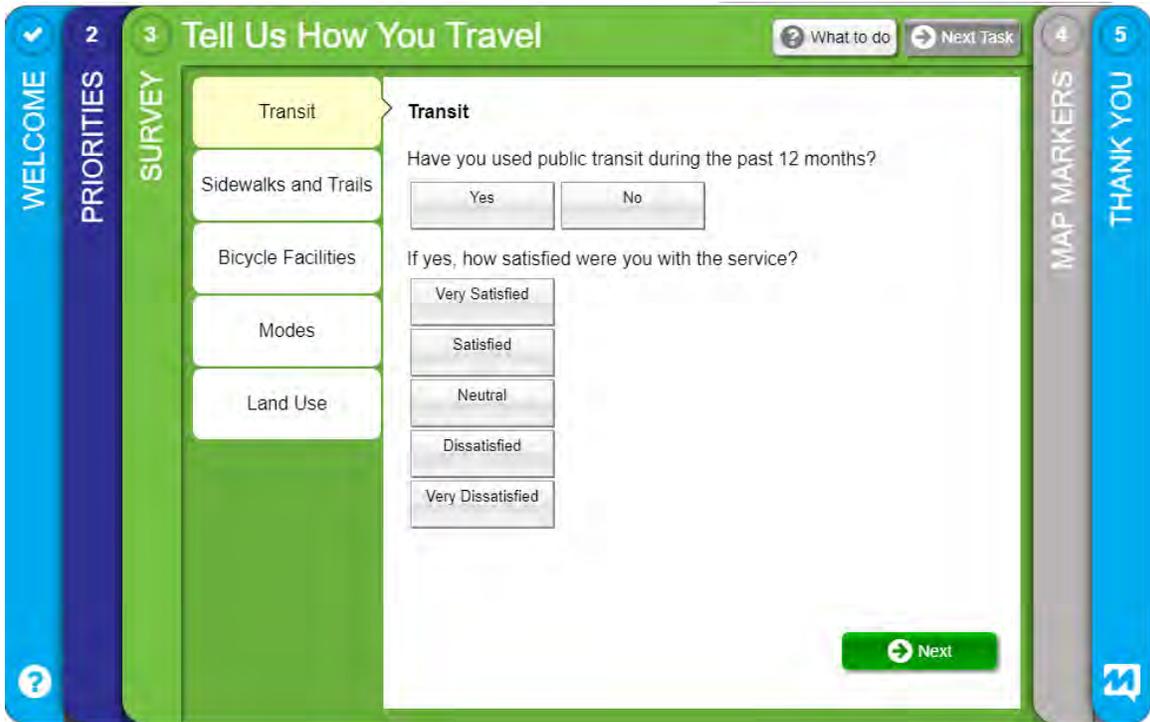


Figure A0-44. First MetroQuest Survey: Screen 3

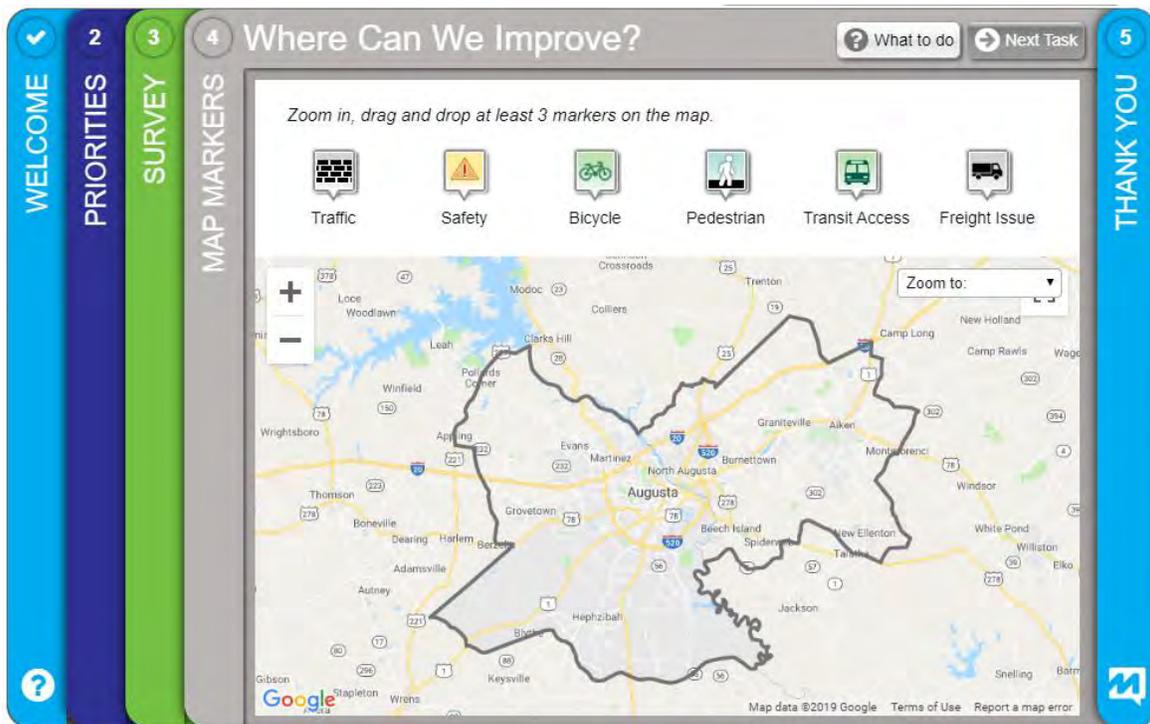


Figure A0-45. First MetroQuest Survey: Screen 4

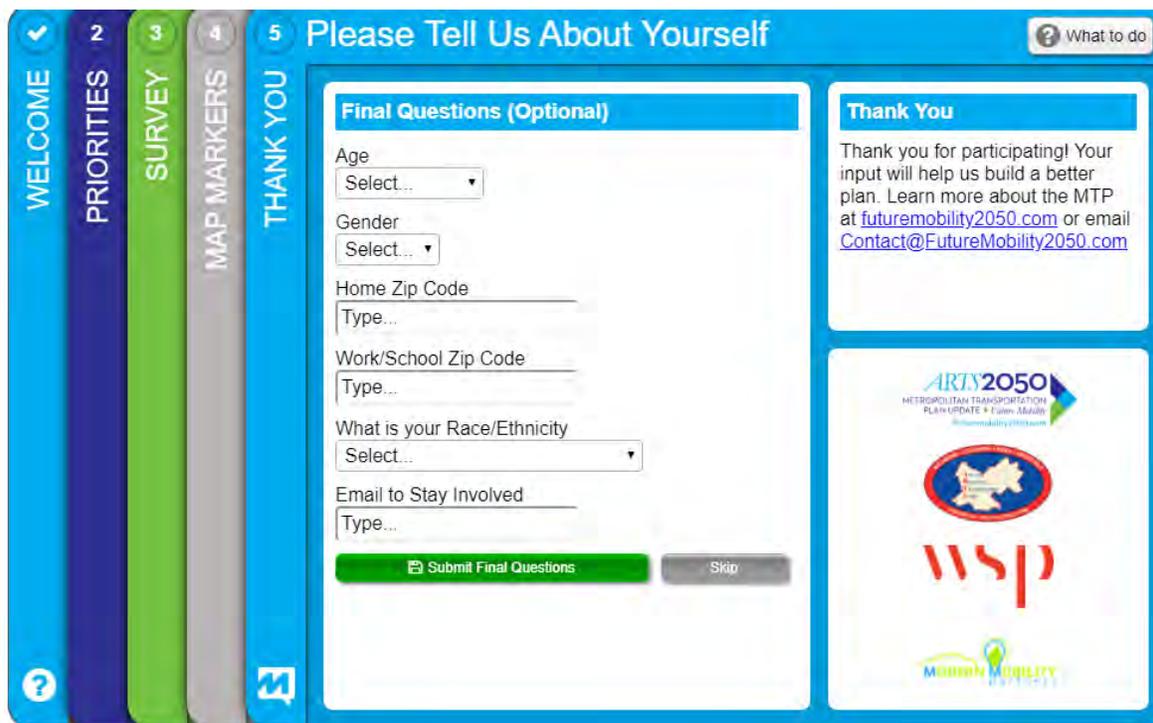


Figure A0-46. First MetroQuest Survey: Screen 5

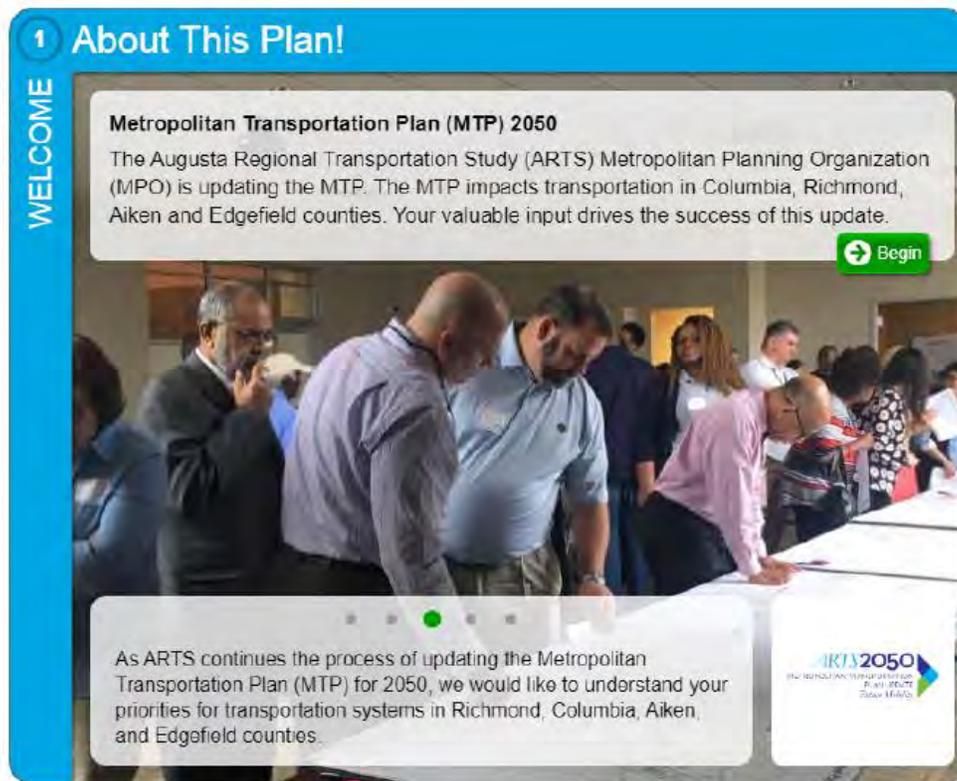


Figure A0-47. Second MetroQuest Survey: Screen 1



Figure A0-48. Second MetroQuest Survey: Screen 2

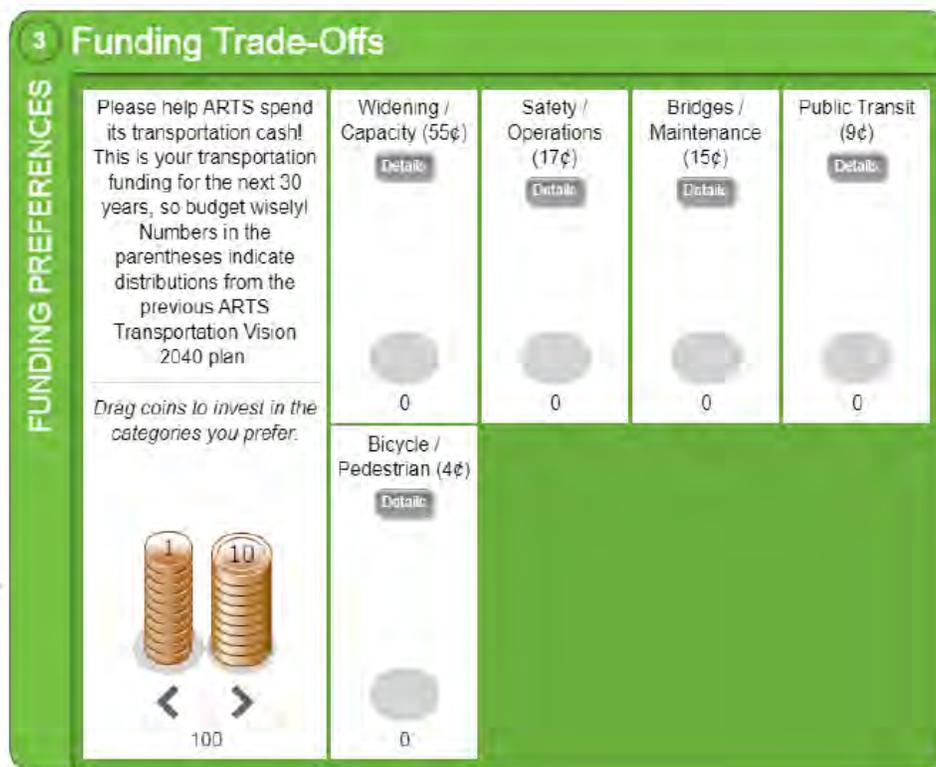


Figure A0-49. Second MetroQuest Survey: Screen 3

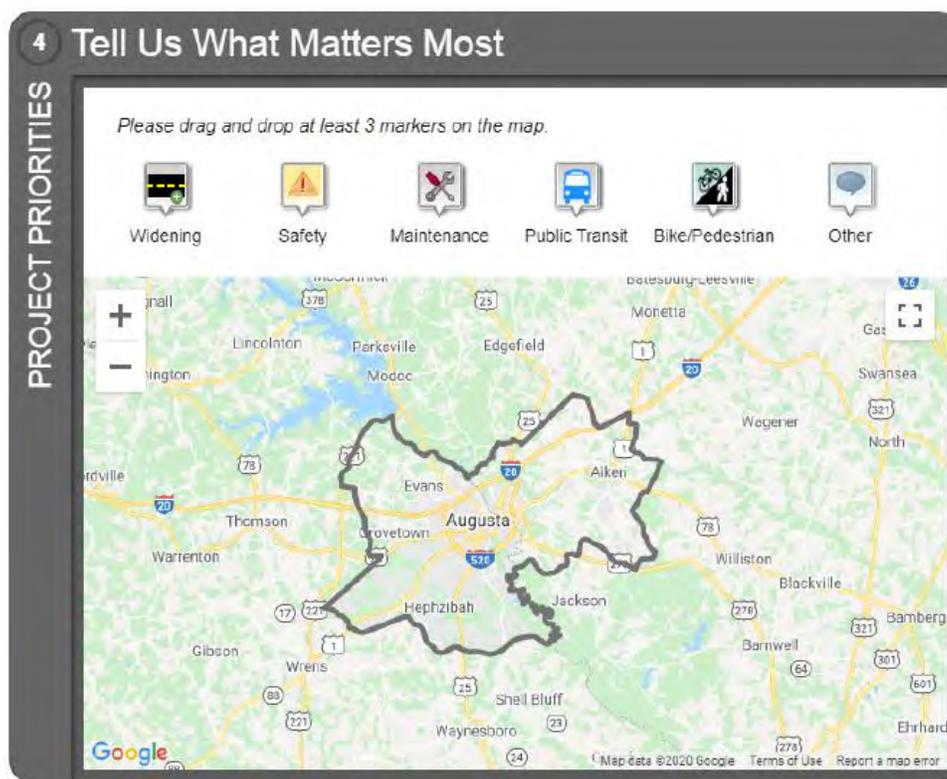


Figure A1-50. Second MetroQuest Survey: Screen 4

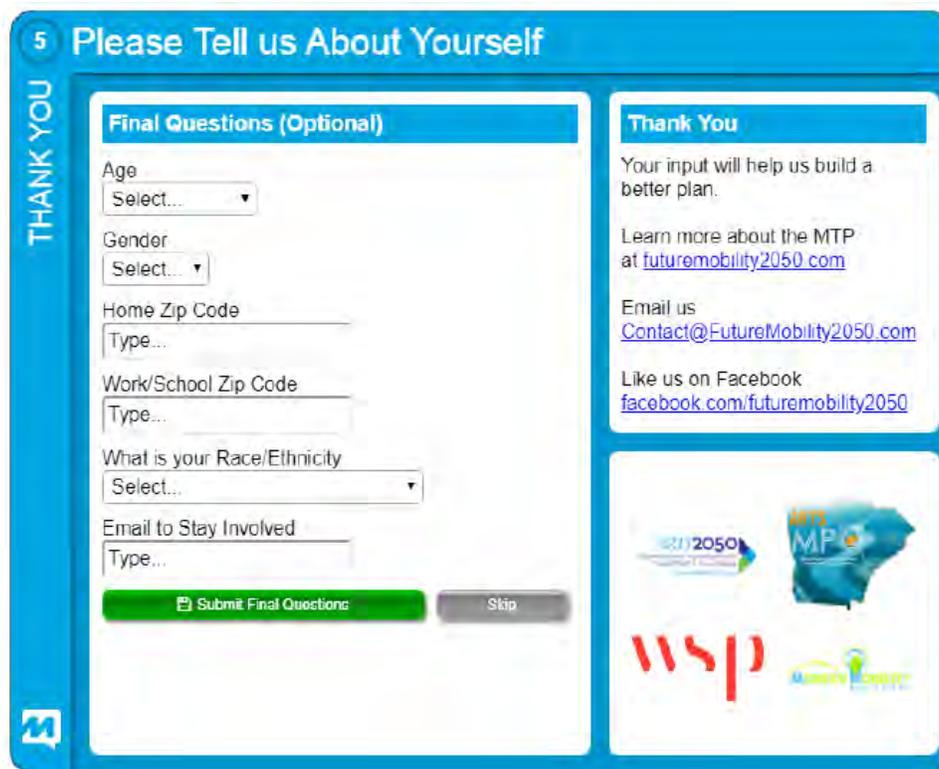


Figure A1-51. Second MetroQuest Survey: Screen 5

# A2. FIRST METROQUEST SURVEY RESULTS: FULL REPORT

## 1 Survey Description

The Metropolitan Transportation Plan (MTP) is the official multimodal transportation plan developed and adopted through the metropolitan transportation planning process for the Augusta Regional Transportation Study (ARTS) planning area. The ARTS Metropolitan Planning Organization (MPO) approved its 2040 Long Range Transportation Plan (LRTP) in 2015. That plan will serve as the basis for this plan update. While some priorities from the 2040 LRTP have changed, or been achieved, many of the original priorities remain.

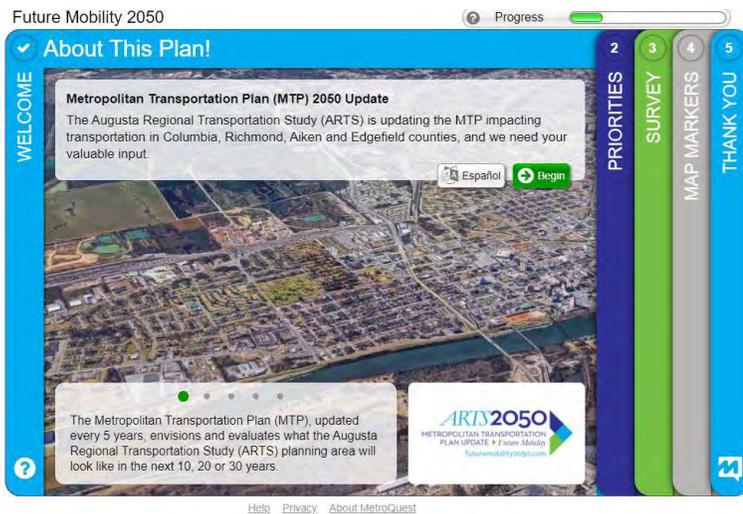


Figure A2-1-1. Survey Welcome Page

A key outcome of this plan update is identifying and/or confirming local community visions and priorities. ARTS conducted phase one of their public involvement plan from during October, 2019. During this time ARTS hosted four public meetings, attended several festivals and events, and presented at community meetings.

During the meetings, festivals and events, residents had the opportunity to talk to the project team and share their feedback through a paper and online surveys.

The project team used MetroQuest, an online survey tool to administer the survey (see **Figure A2-1-1**. Survey Welcome Page

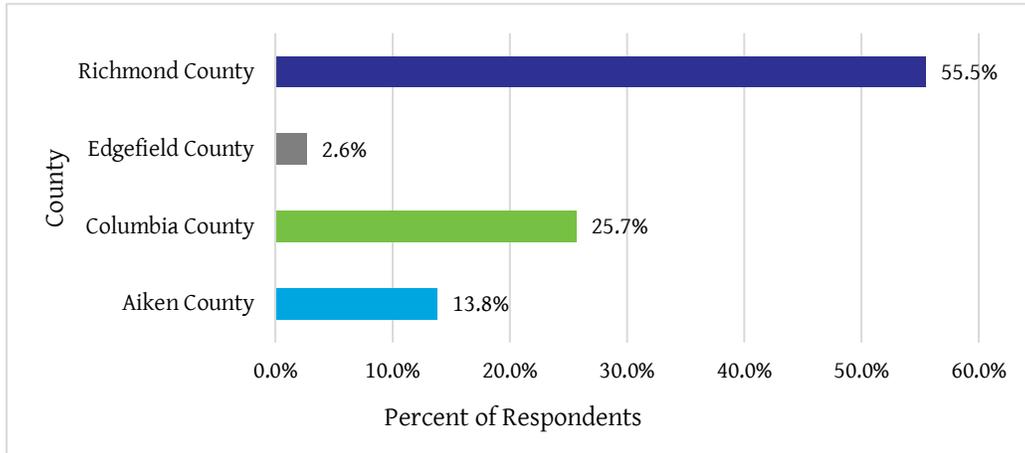
Figure A2-1-2). The survey was available in English, Spanish, and Korean. A paper survey was developed to be used at events that the project team hosted and attended. The paper surveys were also available in English, Spanish, and Korean.

The survey was open from Friday, September 20th through Friday, November 1st, 2019.

## 2 Survey Outreach Results

A total of 1,010 surveys were collected during the six-week comment period. This document provides a summary of public input during this phase.

A majority of the survey responses, 514, were collected via the online survey, with 496 surveys collected via paper forms. Eight hundred and sixty-nine participants provided their zip code on the survey. **Figure A2-2** shows participants by counties within the ARTS urbanized area; Richmond County had the most participants.

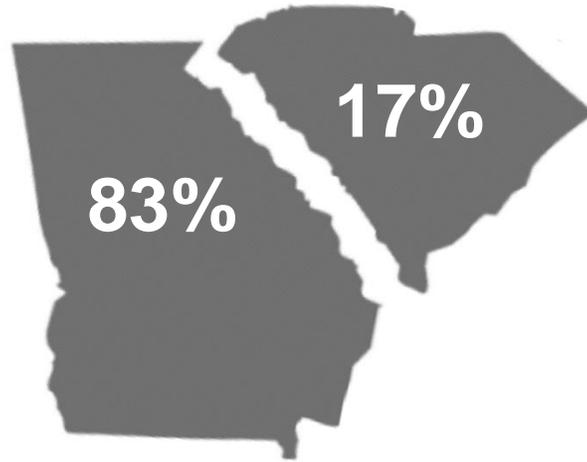


*Figure A2-2. Home Zip Codes by County*

Additionally, there were participants from 12 counties outside of the ARTS urbanized area including:

- |                      |                      |
|----------------------|----------------------|
| Burke County, GA     | Gwinnett County, GA  |
| Choctaw County, AL   | Lexington County, SC |
| Clark County, WA     | Lincoln County, GA   |
| Fayette County, GA   | Marion County, GA    |
| Glascock County, GA  | McDuffie County, GA  |
| Greenwood County, SC | Richland County, SC  |

These counties received four or less participants. Georgia residents represented 83 percent of survey responses.



*Figure A2-3. Responses by Home State*

# 3 Survey Results

## 3.1 Priorities

The first survey question asked participants to rank their top five priorities out of seven options **Figure A2-4**. **Figure A2-5** shows the percentage of times each priority was ranked. **Figure A2-6** displays how many times each priority was ranked first.

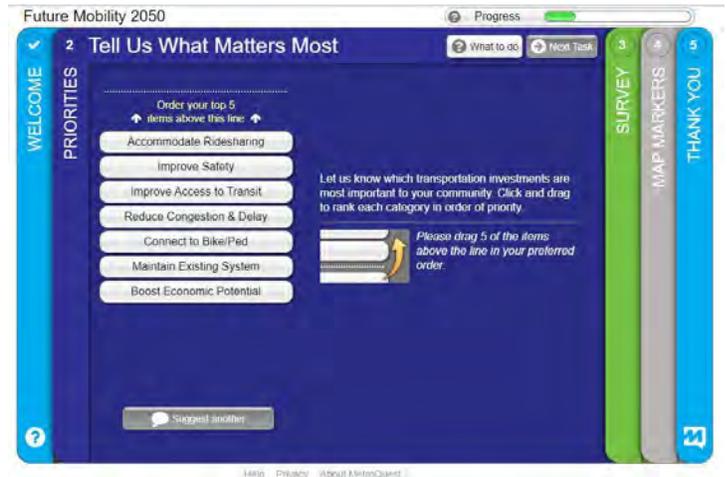


Figure A2-4. Survey Priorities Page

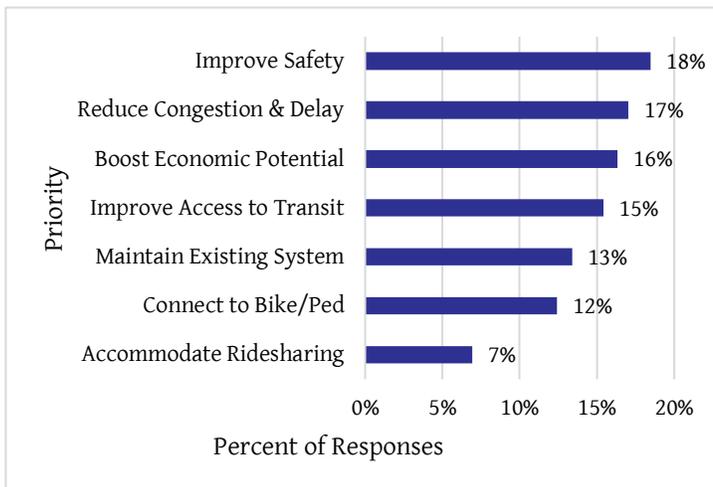


Figure A2-5. Priority Ranking

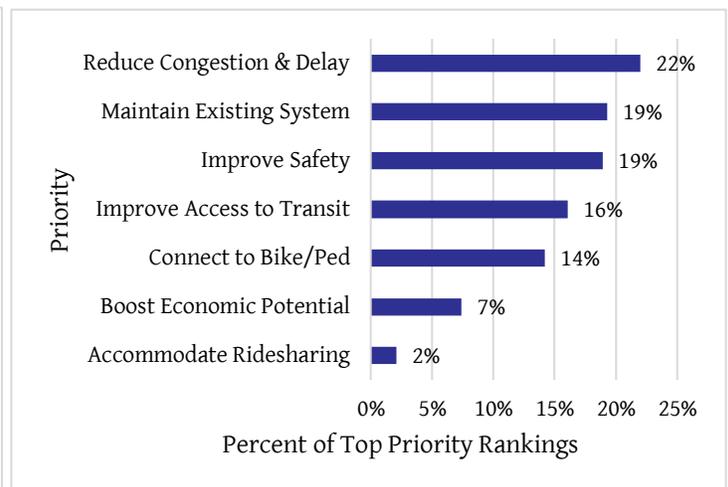


Figure A2-6. Percentage of Number 1 Priority Ranking

\* Percentages were rounded to nearest whole number

**Figure A2-6** shows public results for ranking the priorities. On average, Reduce Congestions and Improve Safety were consistently ranked as the number one and number two priorities for residents. The graph in **Figure A2-7** displays the average number each priority was ranked. This means that the lower the number the most important the priority is to residents. **Figure A2-8** shows how often each county ranked the priorities.

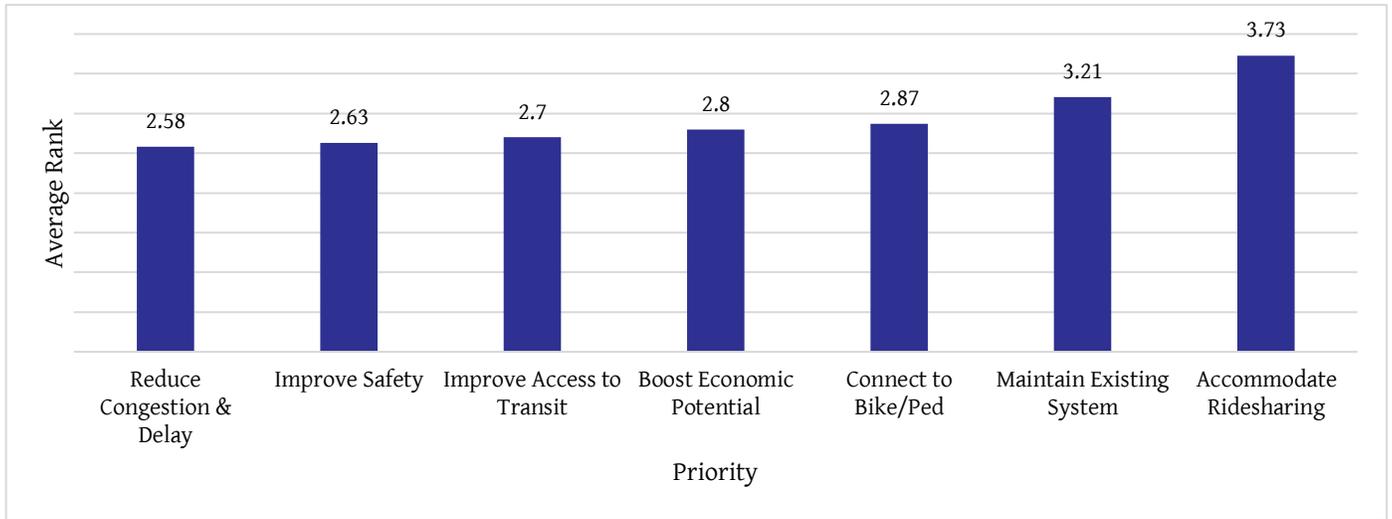


Figure A2-7. Priority Ranking Average (Lower Number is Higher Priority)

Participants could provide comments on each priority or suggest another priority not listed. There were 128 comments for this section. Fifty-eight percent of comments were associated with priorities that were not initially listed. Figure A2-9 shows the suggested priorities, although access to transit was listed as a priority option, 48 percent of “suggest another” comments mentioned public transportation.

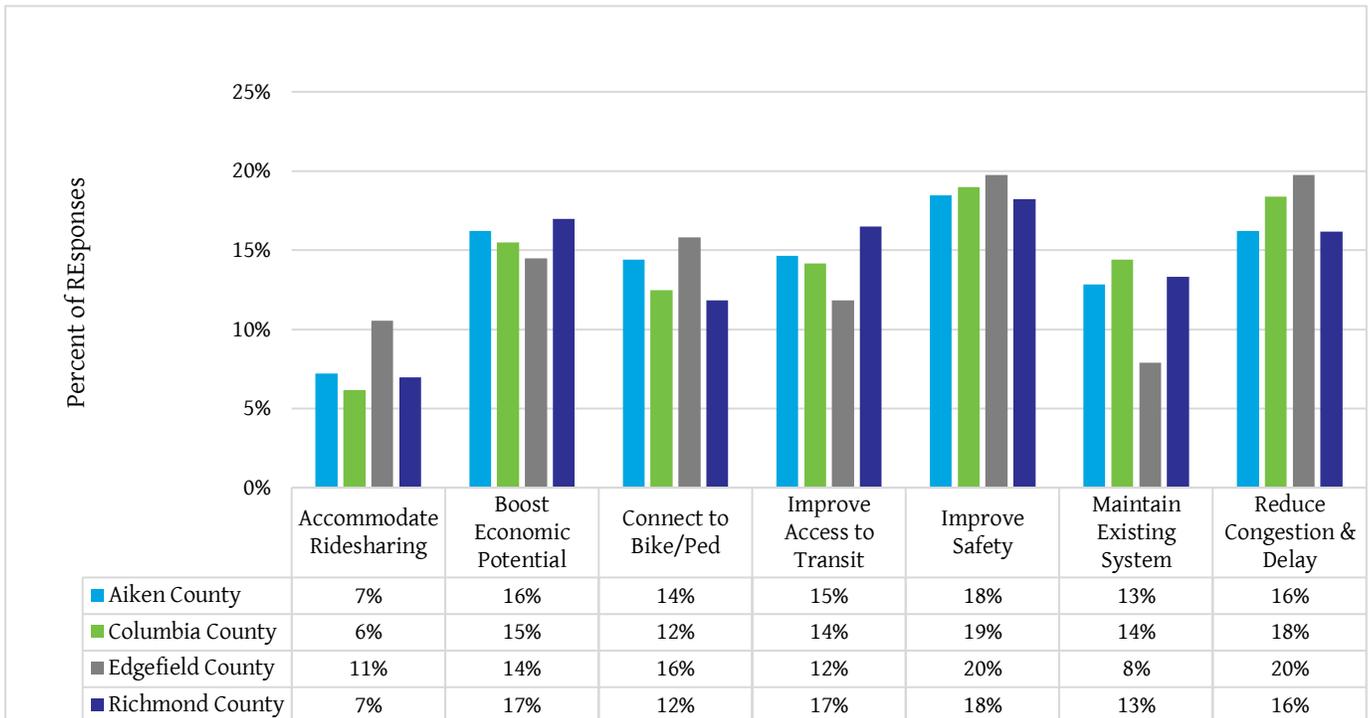


Figure A2-8. Priority Ranking by County

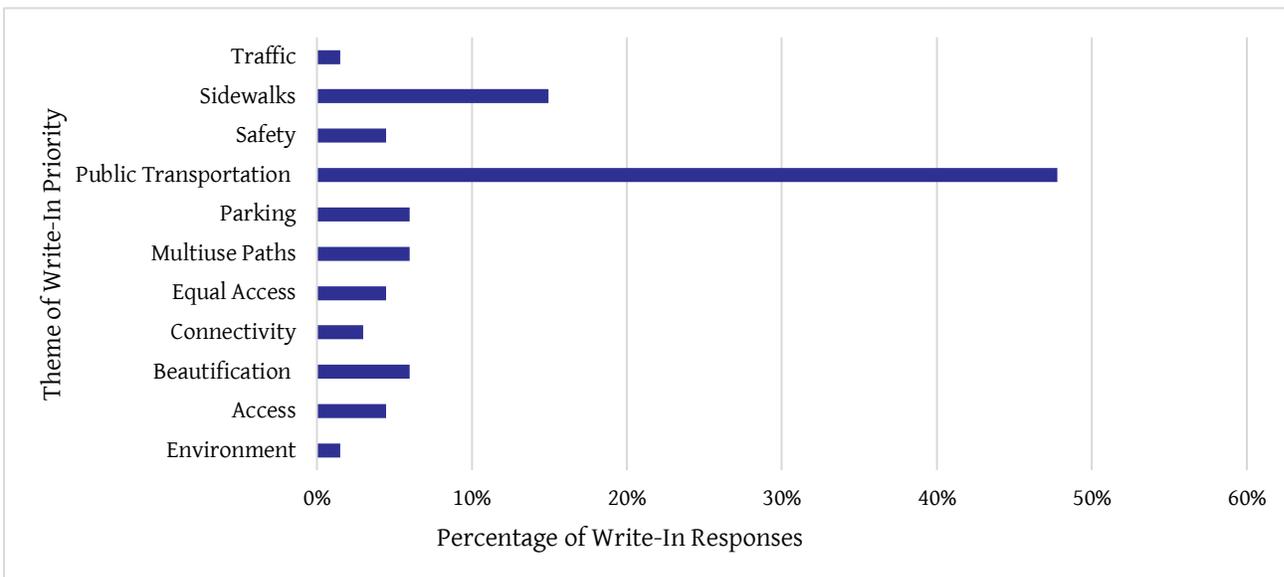


Figure A2-9. Priority Comment "Suggest Another" Themes

## 3.2 Transportation Related Questions

The survey asked participants questions about five categories: transit, sidewalks and trails, bicycle facilities, modes, and land use. This section describes input received for each category (Figure A2-10).

### 3.2.1 Transit

As shown in Figure A2-11, 87 percent of participants have not used transit in the past 12 months. Of the 13 percent who have used transit, only 7 percent were "Very Satisfied" with the service.



Figure A2-10. MetroQuest Travel Mode Survey Screen

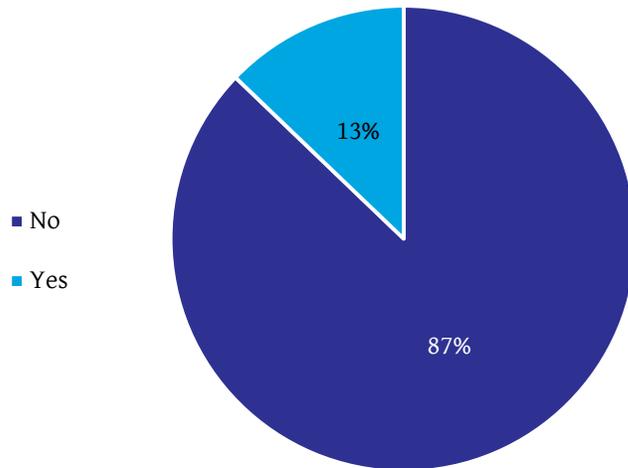


Figure A2-11. Transit Use in the Past 12 Months

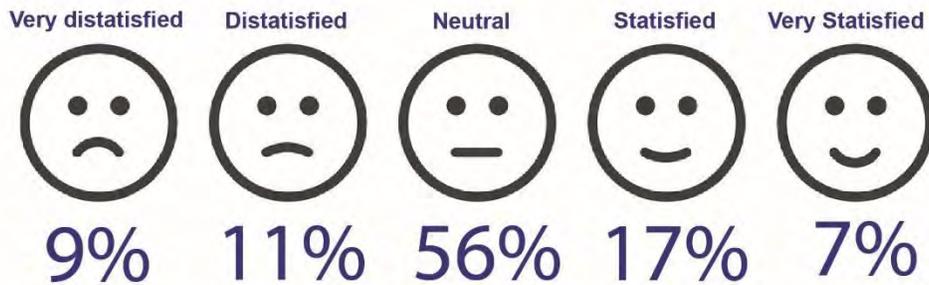


Figure A2-12: Satisfaction with Transit Service of Respondents who used Transit in last 12 months

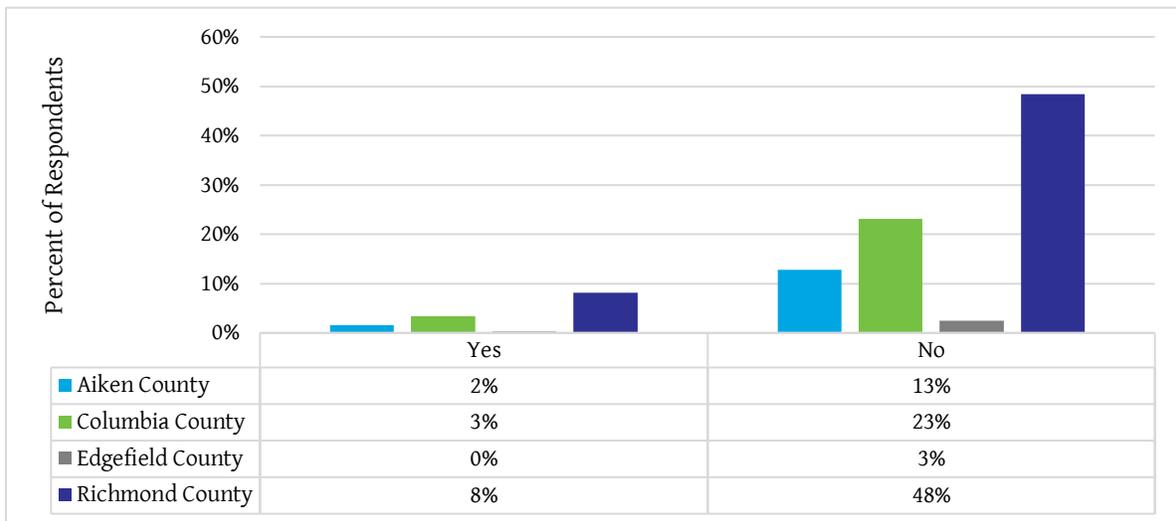
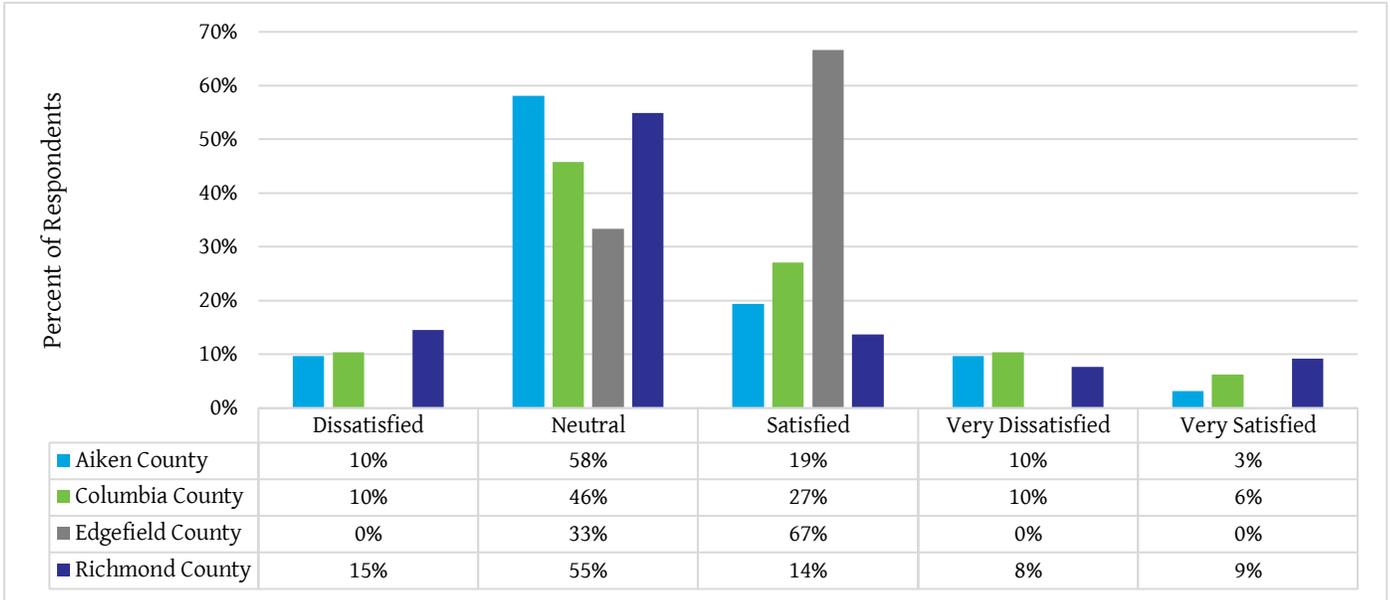


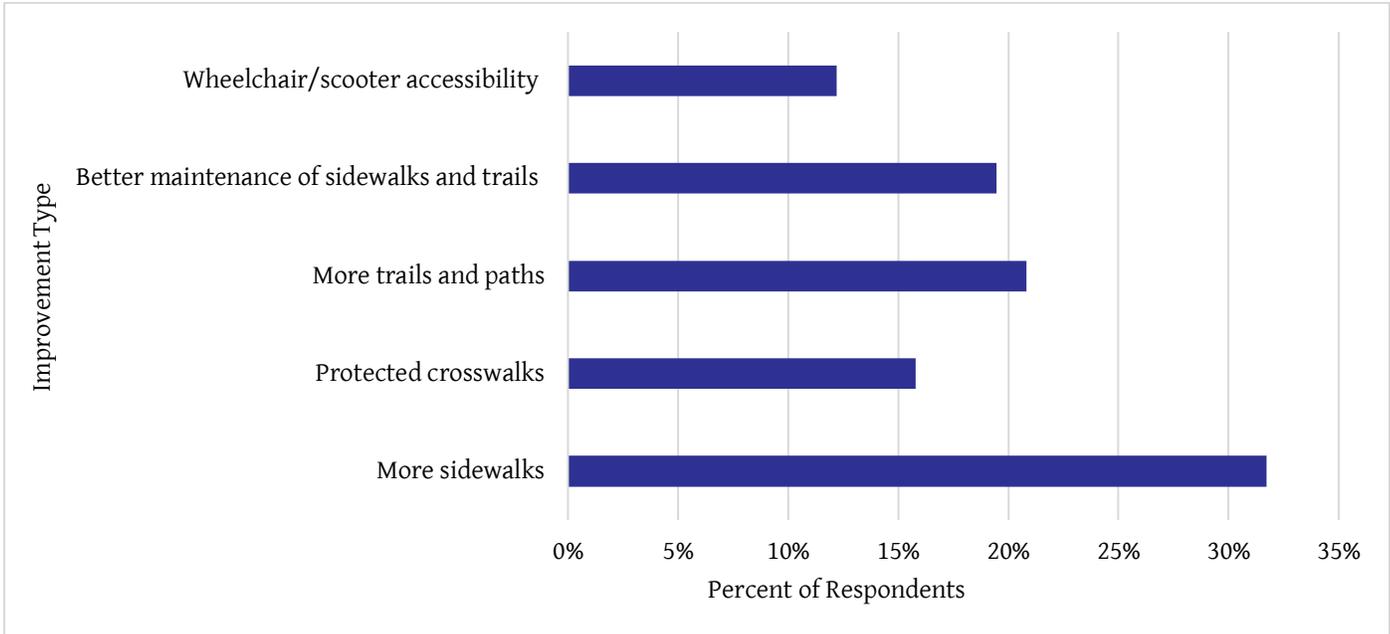
Figure A2-13. Transit Use in the Past 12 Months by County

Figure A2-13 and Figure A2-14 look at transit use and satisfaction by county. Figure A2-13 shows that most respondents from this question reside in Richmond County and they have not used transit in the past 12 months. Figure A2-14 shows that of the users in Richmond County, most of riders were neutral about their transit experience.

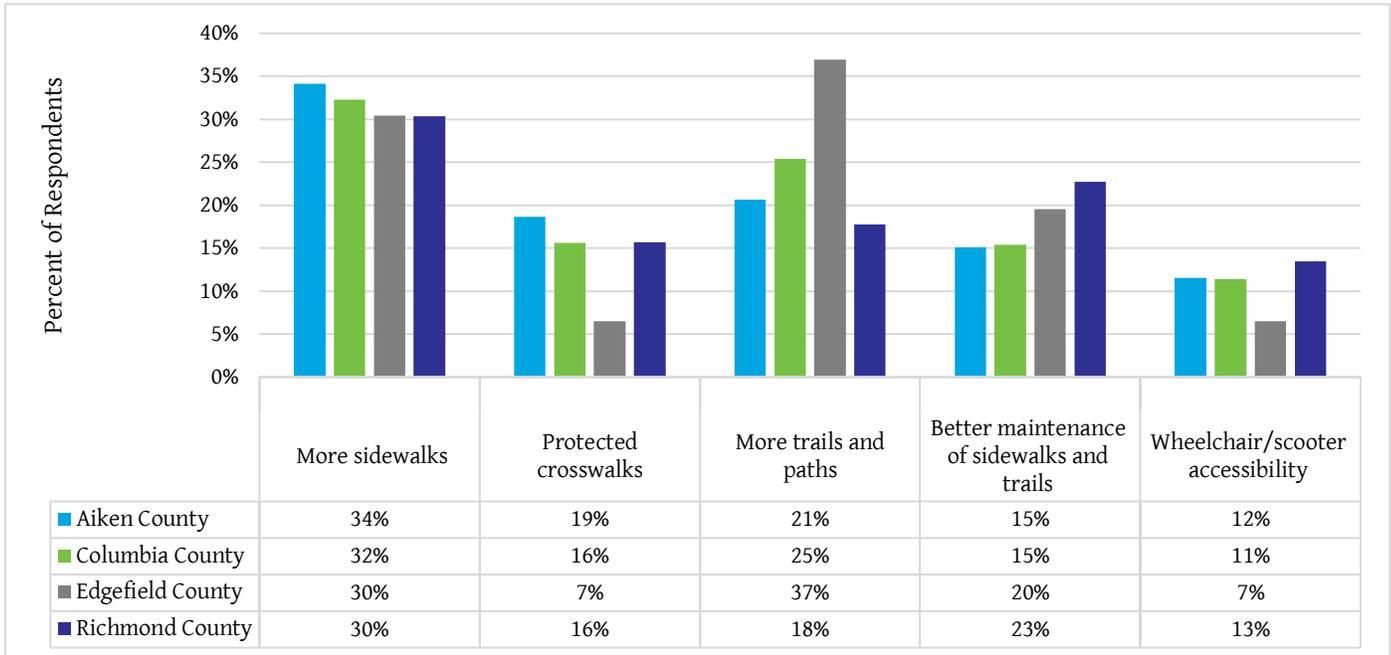


### 3.2.2 Sidewalks and Trails

The survey asked what type of pedestrian facility is needed where participants live. **Figure A2-15** shows the results. **Figure A2-16** shows the results by county. Participants had the option to select multiple responses; on average participants only selected two options.



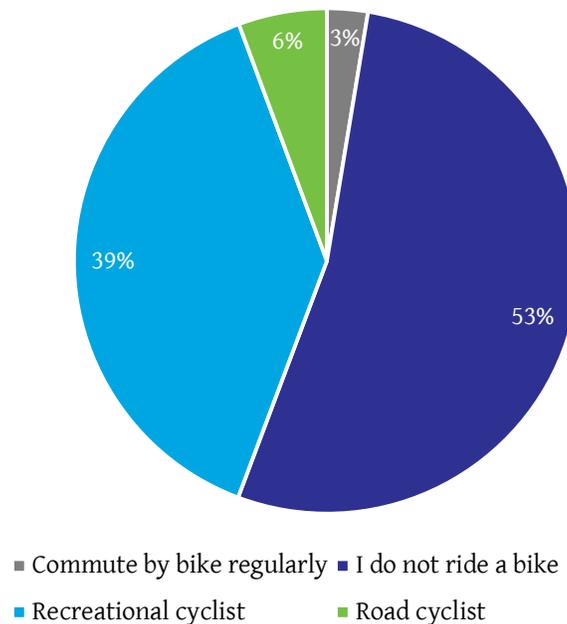
**Figure A2-15. Pedestrian Facility Needs**



**Figure A2-16. Pedestrian Facility Needs by County**

### 3.2.3 Bicycle Facilities

The survey had two questions related to bicycling. The first question asked residents which best described them and gave four options. Most residents replied that they do not ride a bike. The results are shown in **Figure A2-17**. The following question asked what type of bicycle facility participants prefer as bicycle facilities impact all roadway users. A separate multi-use trail for cyclists and pedestrians is the preferred bike facility as shown in **Figure A2-18**.



**Figure A2-17. Respondent Bicycling Experience**

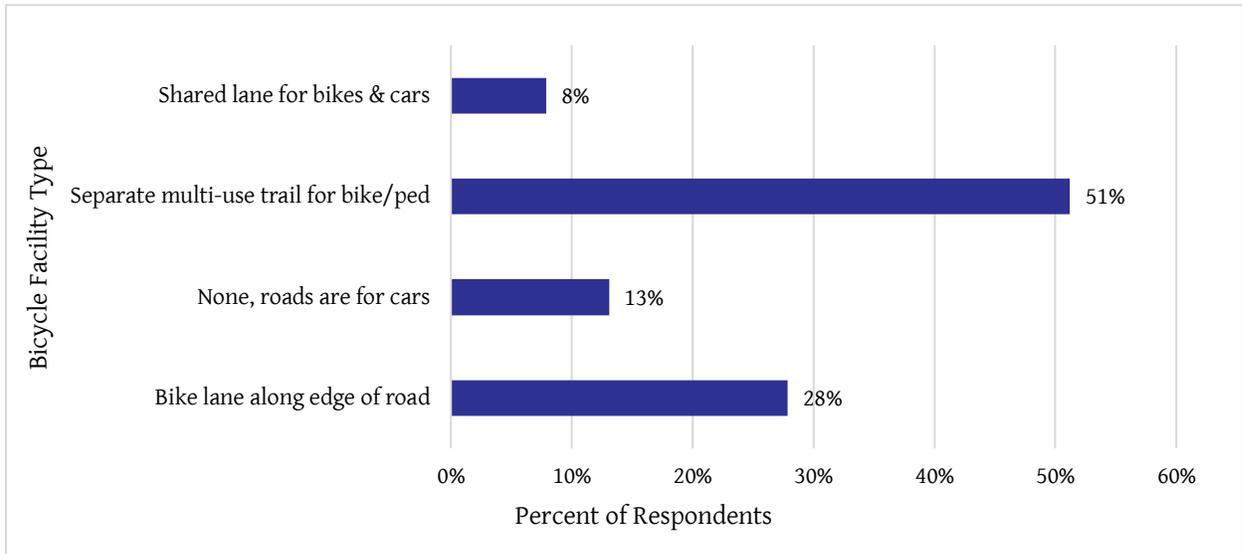


Figure A2-18. Bike Facility Preference

### 3.2.4 Modes

The survey asked participants about their primary mode of transportation. Ninety-five percent of participants selected Car/ Truck/Van. **Figure A2-19** shows the breakdown of responses. The following question asked what types of facilities are within two blocks of where participants live. The results are shown in **Figure A2-20**.

95%

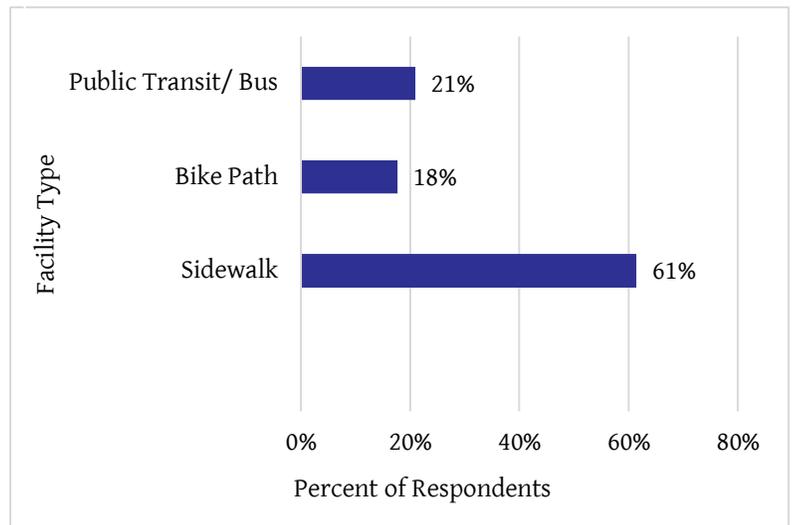
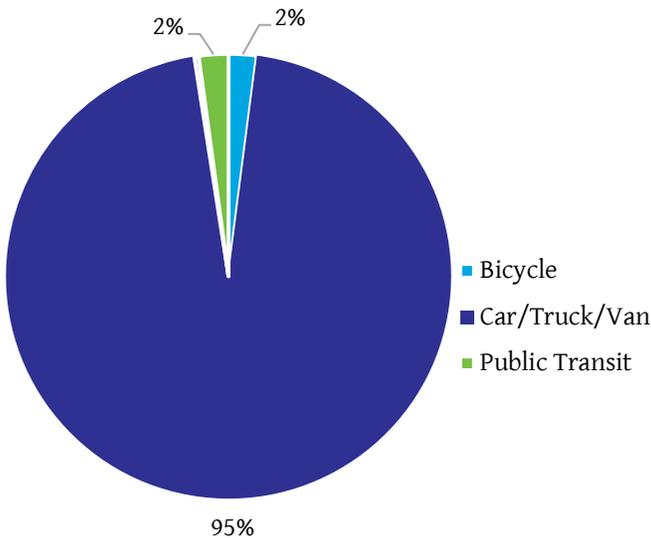
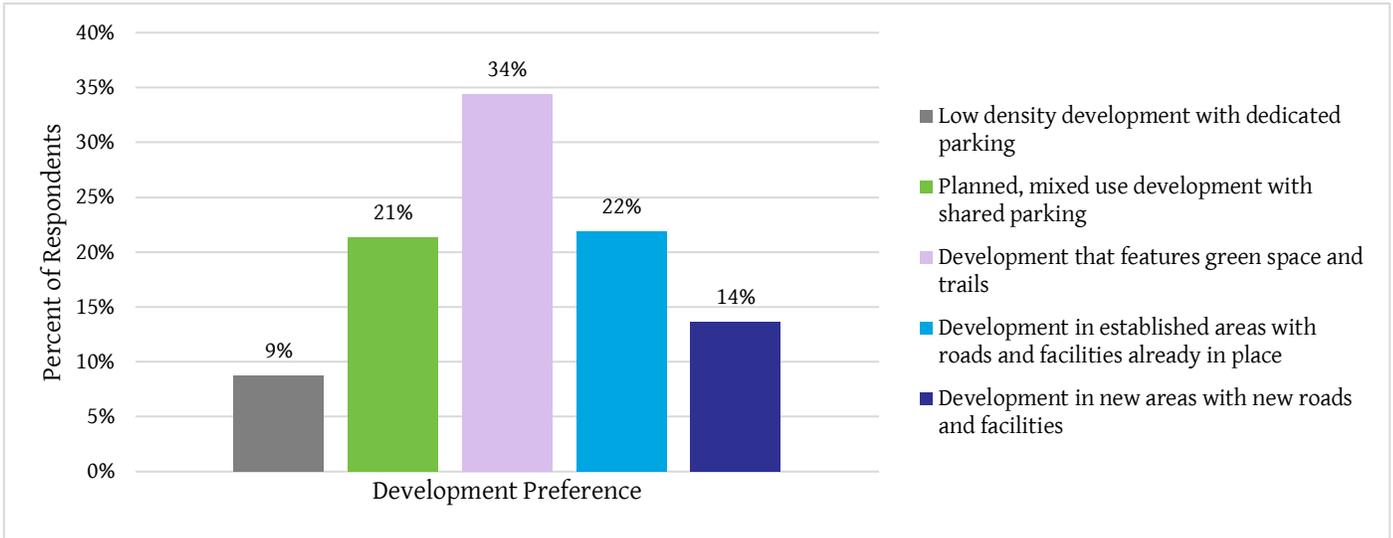


Figure A2-20. Facility Access within Two Blocks of Respondents' Homes

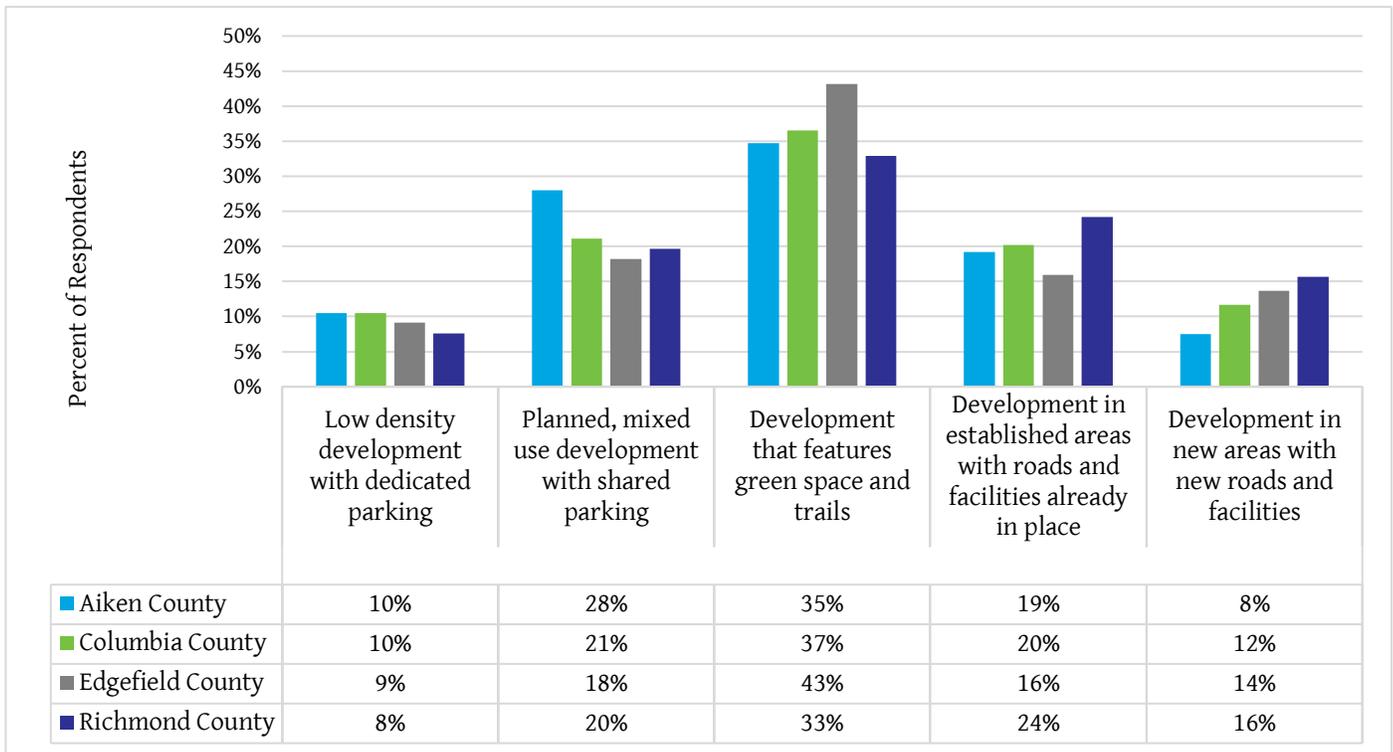
Figure A2-19. Primary Mode of Transportation

### 3.2.5 Land Use

Land use questions asked what type of development residents would like to see. Participants could select multiple options, as well as provide comments about future development. **Figure A-21** shows the responses. **Figure A-22** displays the responses by county. One hundred and forty-three comments were received about development. These comments were categorized and are shown in **Figure A2-23**.



**Figure A2-21. New Development Land Use Preference**



**Figure A2-22. New Development Land Use Preference by County**

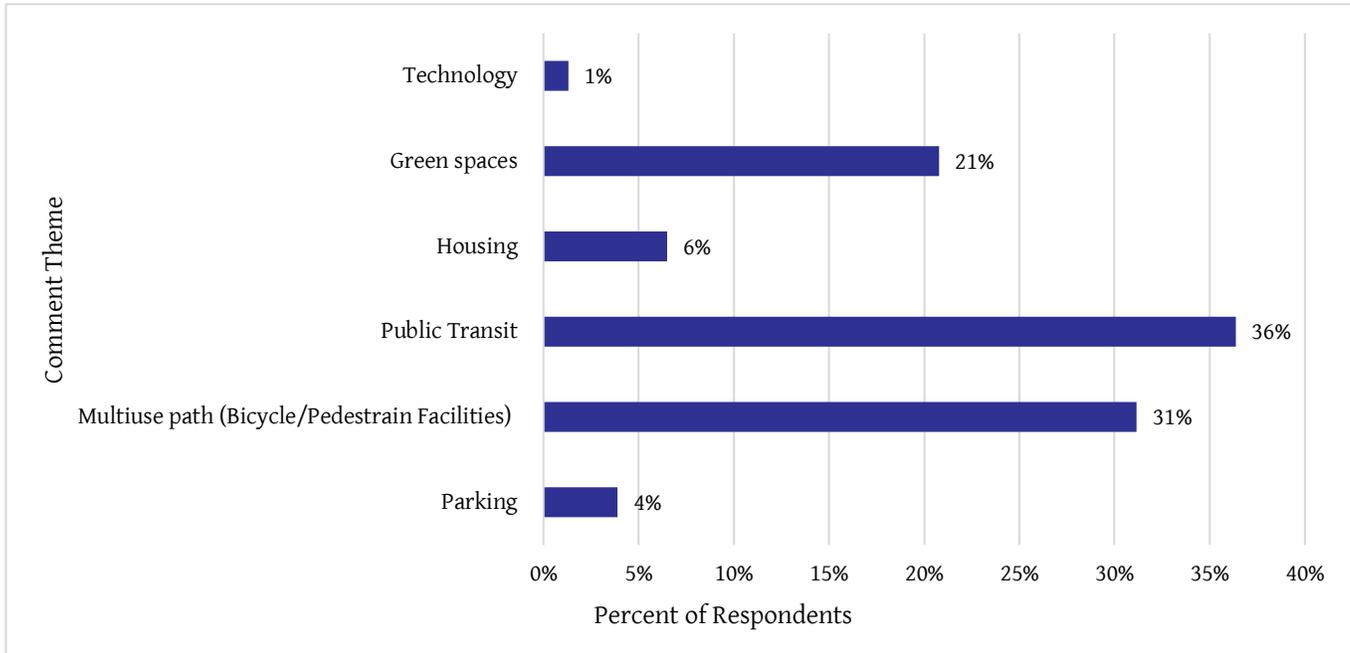


Figure A2-23. Land Use Comments by Theme

### 3.3 Map Markers - Where Can We Improve?

The online survey featured an interactive improvements map (Figure A2-24). Participants were asked to add markers in locations that need improvements within the study area. Participants chose from six types of improvement markers:

- Traffic;
- Safety;
- Bicycle;
- Pedestrian;
- Transit Access, and;
- Freight Issue.

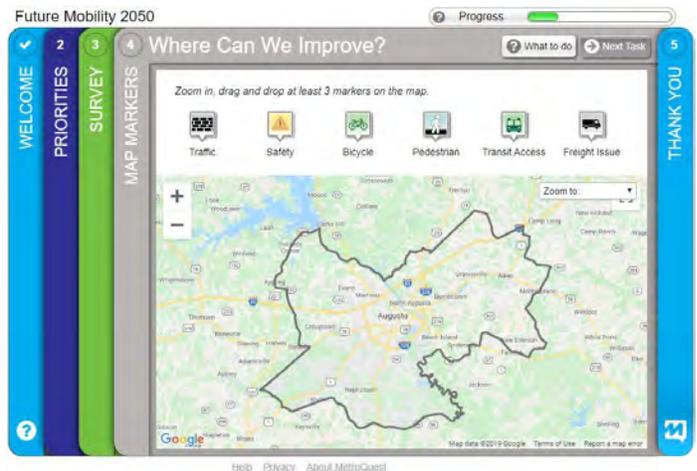


Figure A2-24. Interactive Map: Improvement Markers

Participants could add comments to each marker if they have a specific concern or need. There were 1,367 markers on the map shown in Figure A2-25. Figure A2-26 shows the how many times each type of improvement was added to the map. Figure A2-27 shows the improvements by county.

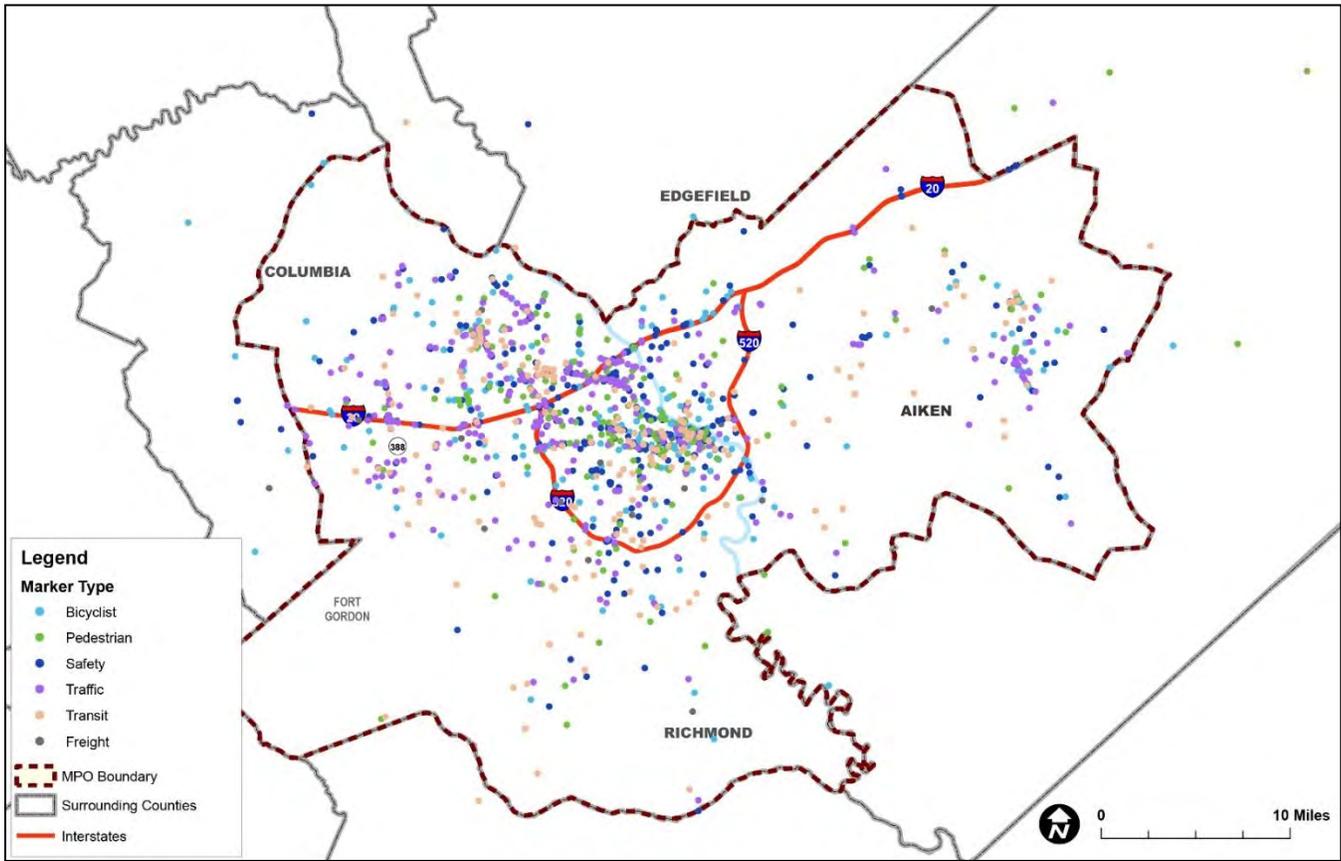


Figure A2-25. Map Marker Locations and Types

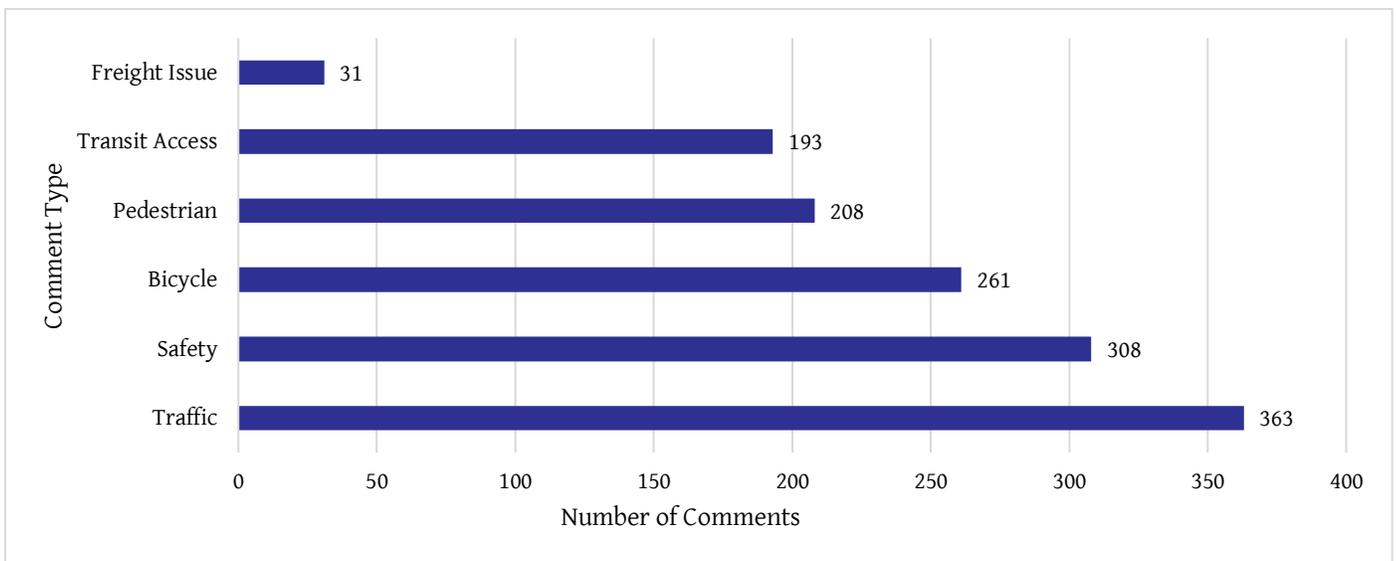


Figure A2-26. Number of Comments by Improvement Category

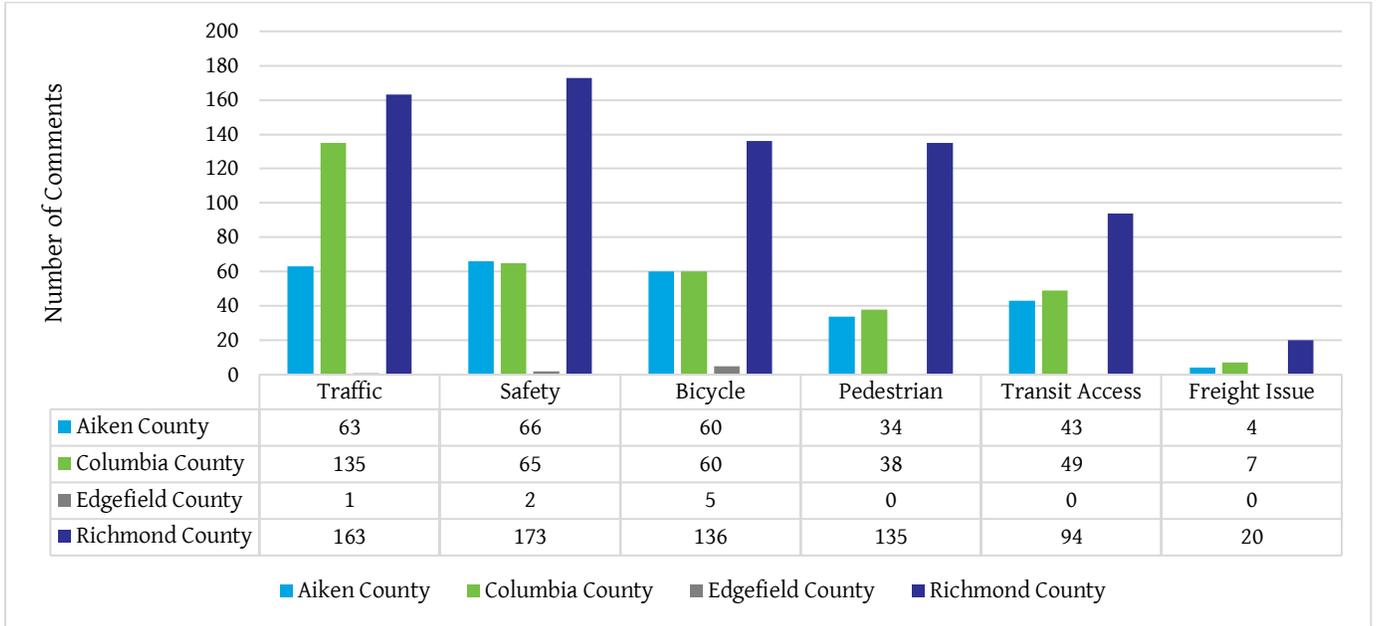


Figure A2-27. Improvements by County

In Aiken County, traffic, safety and bicycle facilities had a similar amount of responses. In Columbia County, traffic concerns substantially outweighed other improvements. In Richmond County, traffic and safety concerns top the chart while bicycle and pedestrian needs are nearly tied following the two major concerns. **Figure A2-28** and **Figure A2-29** show the two most selected comment categories: traffic and safety, respectively, by zip code.

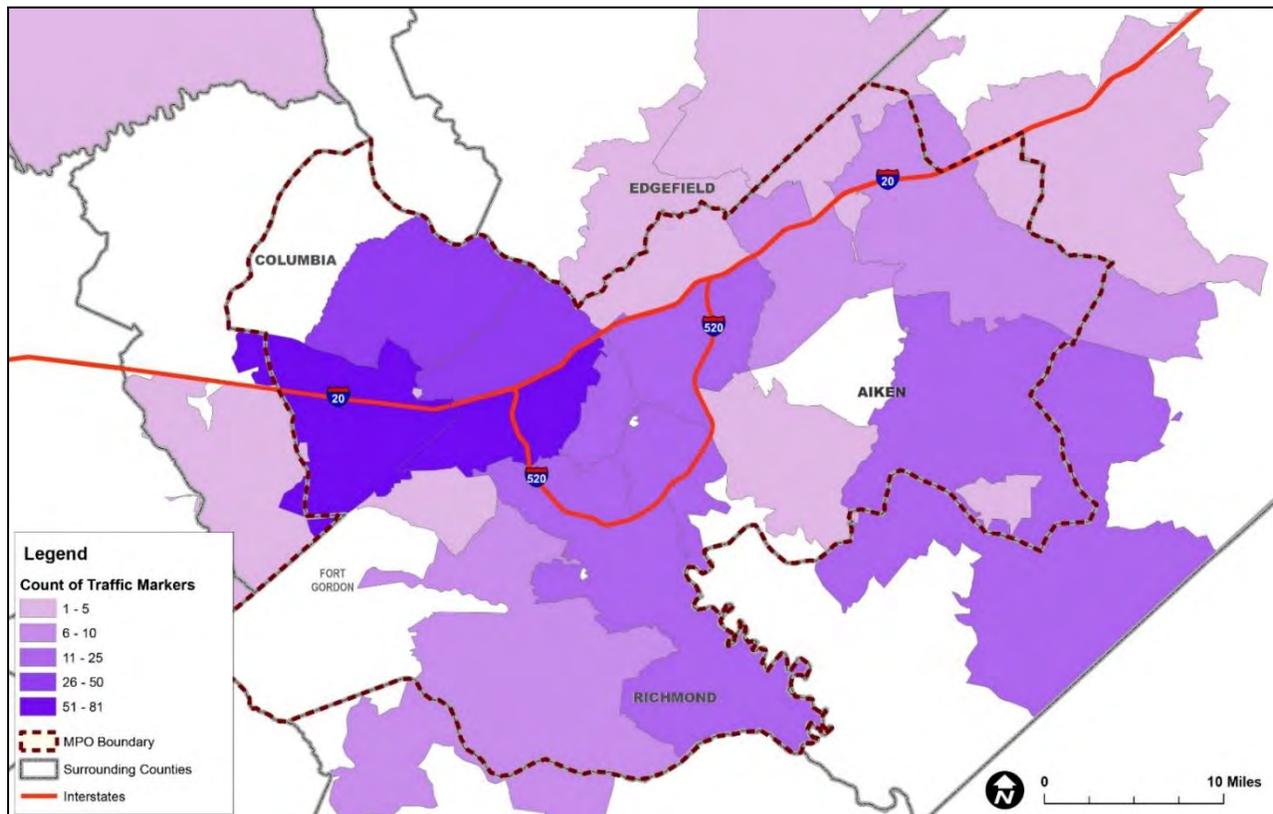


Figure A2-28. Traffic Marker Locations by Zip Code

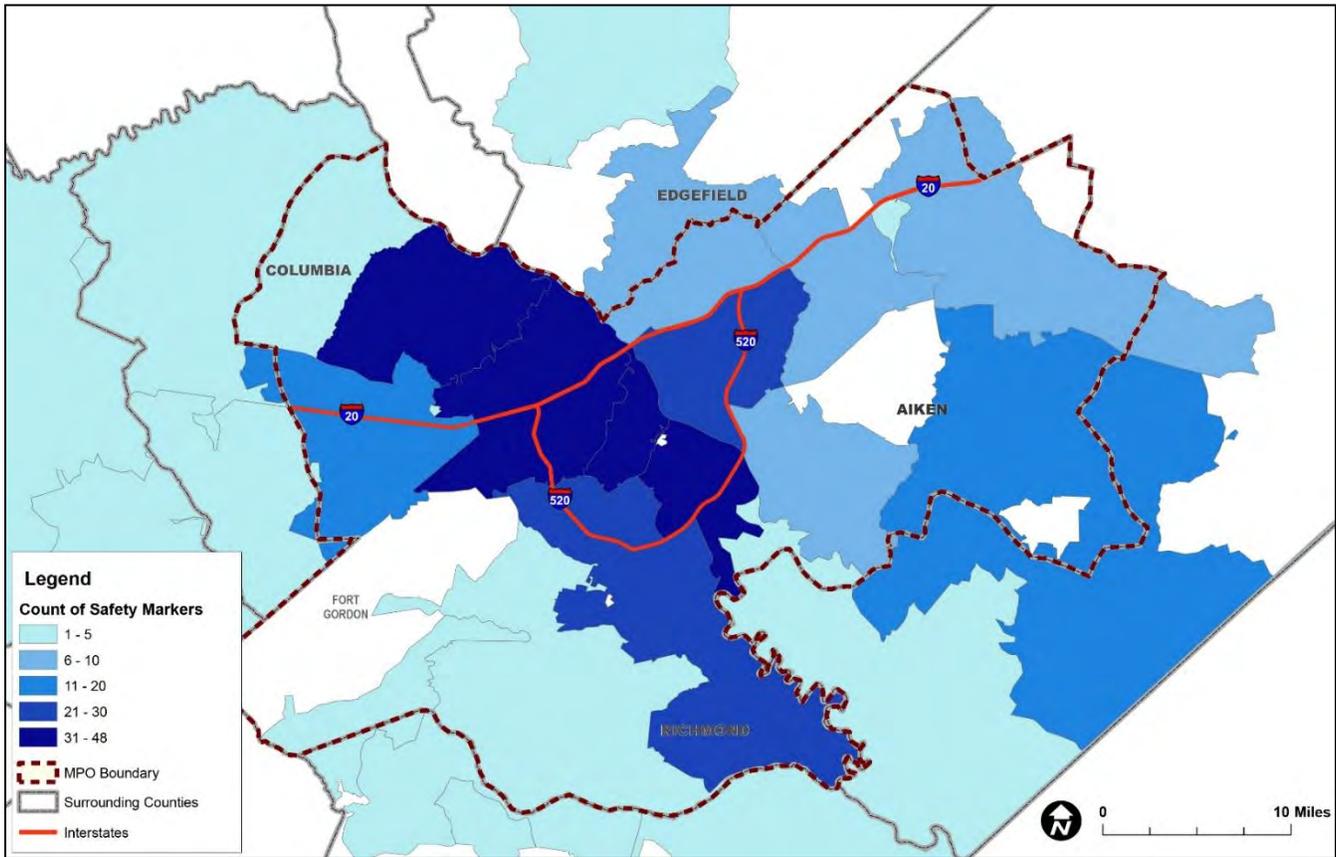


Figure A2-29. Safety Marker Locations by Zip Code

### 3.4 Demographics

The survey asked six personal questions to understand more about each participant (Figure A2-30). The six optional questions included, age, gender, home zip code, work zip code, race/ethnicity and email to stay involved with the project. Women accounted for 60 percent of responses. As shown in Figure A2-31, there was an almost even spread among the age groups, except for “20 and younger,” who accounted for only three percent of the 884 participants who answered this question. Figure A2-32 shows participation by race/ethnicity. Eighty-five percent of respondents answered this question.



Figure A2-30. Survey Thank You Page

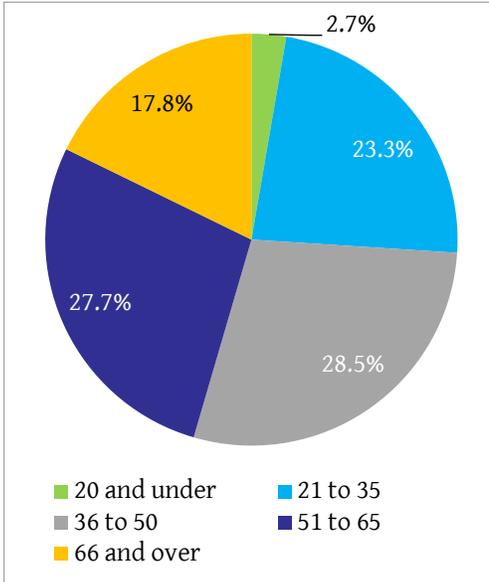


Figure A2-31. Participant Age

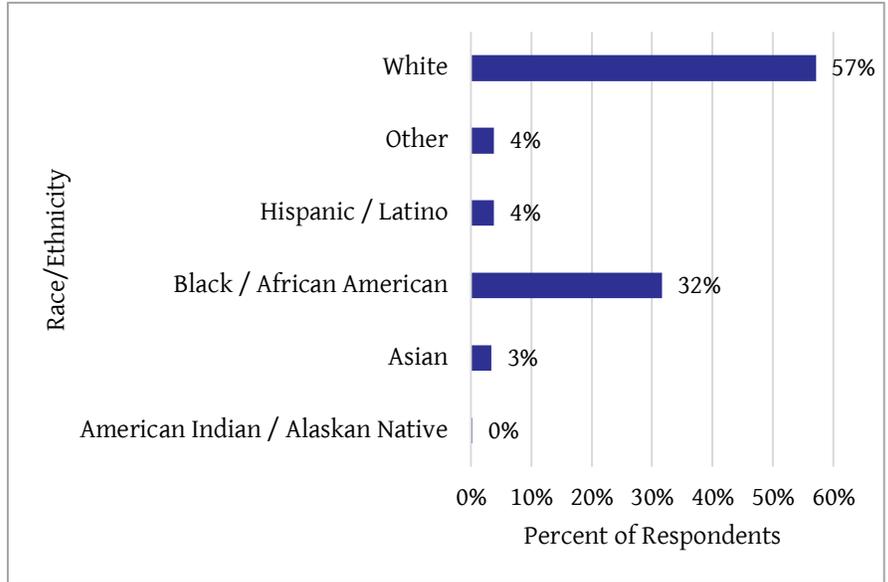


Figure A2-32. Race/Ethnicity of Participants

## 4 Conclusion

Improving safety and reducing congestion are common themes throughout survey responses. Participants ranked “improve safety” the most number of times during priority ranking, it was also among the top priorities. Only 13 percent of residents have used transit in the past 12 months and only 24 percent of them were satisfied or very satisfied.

More than 50 percent of respondents said that they would prefer separate multi-use trails for bicycles and pedestrians.

Safety as a top priority is also evident in the results from the interactive comment map. There were over 1,300 markers added to the map regarding improvements; traffic markers were used the most, followed closely by safety markers. Bicycle concerns and improvements are a concern in all counties.

# A3. SECOND METROQUEST SURVEY RESULTS: FULL REPORT

## 1 Survey Description



Figure A3-1. Survey Welcome Page

A key outcome of this plan update is identifying and/or confirming local community visions and priorities. ARTS conducted phase two of their public involvement plan during March, 2019. During this time ARTS hosted seven public meetings, appeared on local media outlets, and presented at community meetings. Residents had the opportunity to talk to the project team and share their feedback through a paper and online survey.

The project team used MetroQuest, an online survey tool to administer the survey (see **Figure A3-1**). The survey was available in English, Spanish, and Korean. A paper survey was developed to be used at events that the project team hosted and attended. The paper surveys were also available in English, Spanish, and Korean.

The survey was open from March 9th through March 30th, 2020.

The survey had a total of 5 screens and 3 screens that gathered project related feedback. The first screen welcomed users and gave information on the project. The second screen asked participants to prioritize goals. Out of the 8 project goals participants were asked to rank their top 5 with 1 being the highest or most important to 5 being the lowest or least important. The third screen asked participants to allocate funds to different project categories, and the fourth and final screen asked participants demographic questions so the Project Team could understand who was taking the survey.

A total of 200 surveys were collected during the three-week comment period. This document provides a summary of

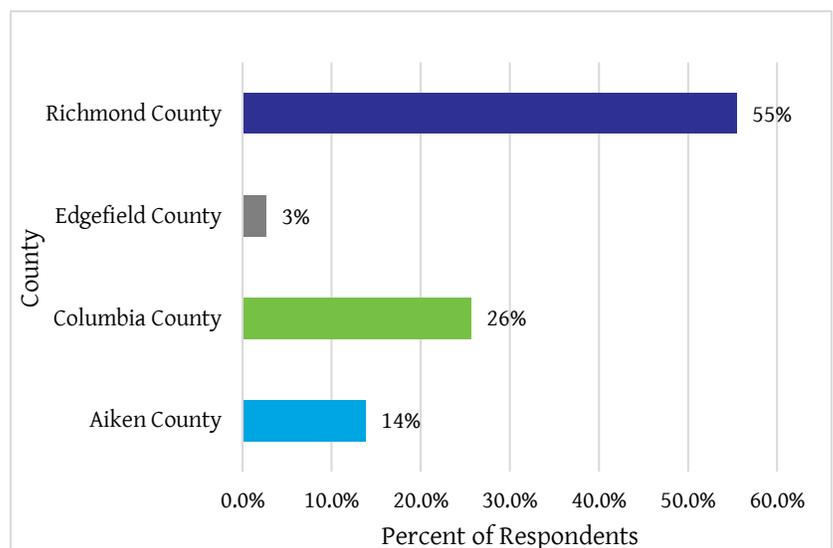


Figure A3-2. Survey Participants by County

public input during this phase. **Figure A3-2** shows participants by counties within the ARTS urbanized area; Richmond County had the most participants.

## 2 Survey Results

### 2.1 Priorities

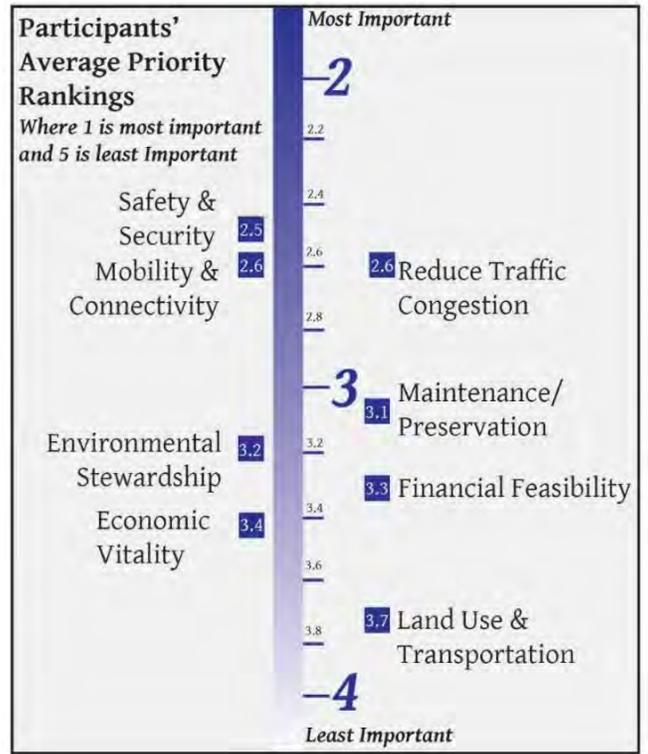
The first survey question asked participants to prioritize goals. Out of the 8 project goals participants were asked to rank their top 5 with 1 being the highest or most important to 5 being the lowest or least important (see **Figure A3-3**).



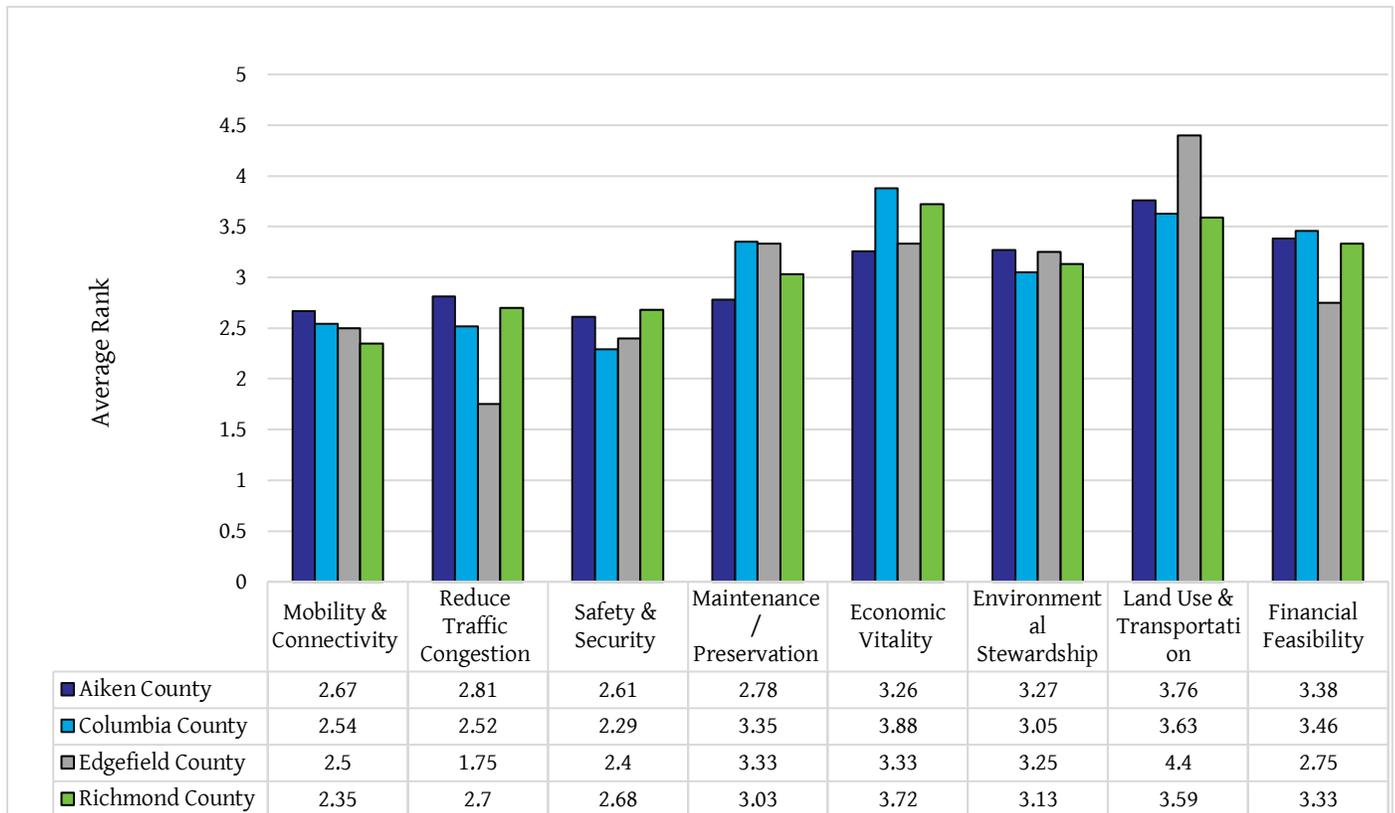
Figure A3-3. Survey Screen 2

The overall results show that the highest priority among participants is ‘Safety and Security’. This priority was ranked the most often and it was consistently ranked as a top priority (see **Figure A3-4**). The lowest ranking average was ‘Land use and Transportation.’

**Figure A3-5** shows the ranking by which county the participant lives in. The lower the bar the more important that particular goal is to the county.

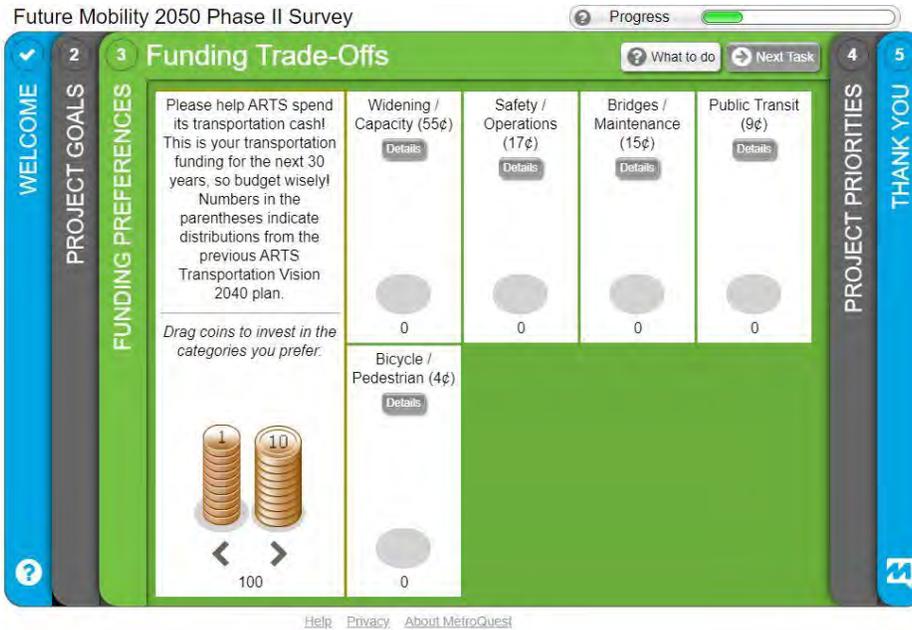


**Figure A3-4. Project Category Rankings Based on Survey Response (Lower Number Indicates Higher Priority)**



**Figure A3-5. Priority Ranking by County**

## 2.2 Funding Trade-Offs



After ranking the goals, each participant had a chance to help ARTS spend its cash. Participants had 100 “ARTS coins.” Their objective was to divide the money the way they saw fit (see **Figure A3-6**). The results show that people want the most funds allocated to ‘Widening and Capacity’. On average participants allocated 28 ARTS coins into the Widening and Capacity category. Bridges maintenance was second in regards to how people allocated their funds, with an average of 21 ARTS coins (see **Figure A3-7**).

Figure A3-6. Survey Screen 3

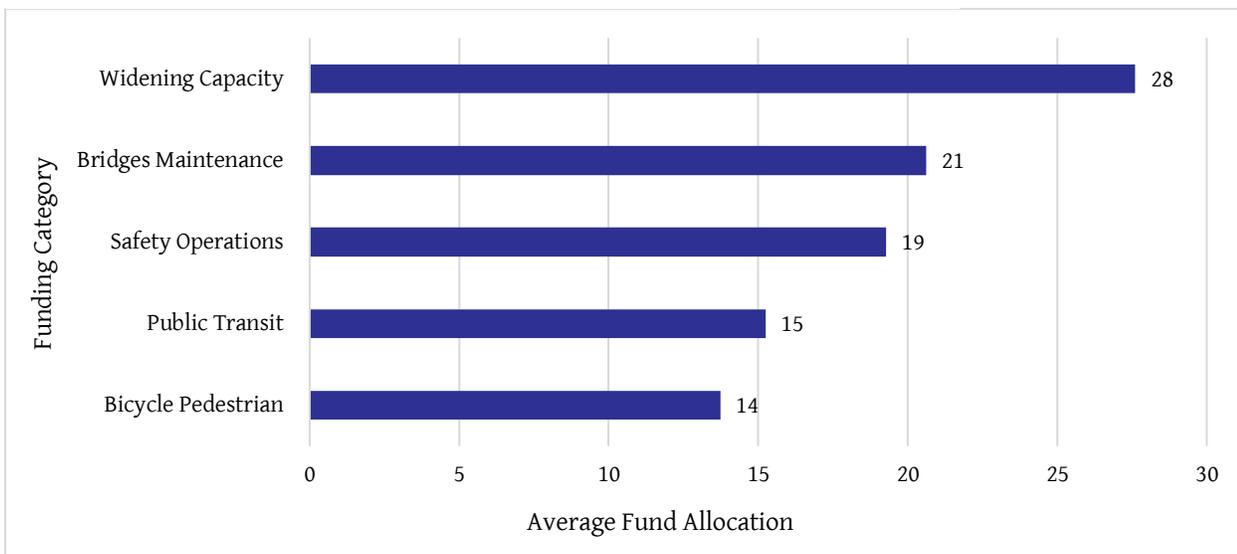


Figure A3-7. Funding Preference Averages

When looking at the funding allocation exercise by county, Widening and Capacity is still the top choice for all counties. However, for some counties Safety and Operation received more funds than Bridges and Maintenance. (see **Figure A3-8**).

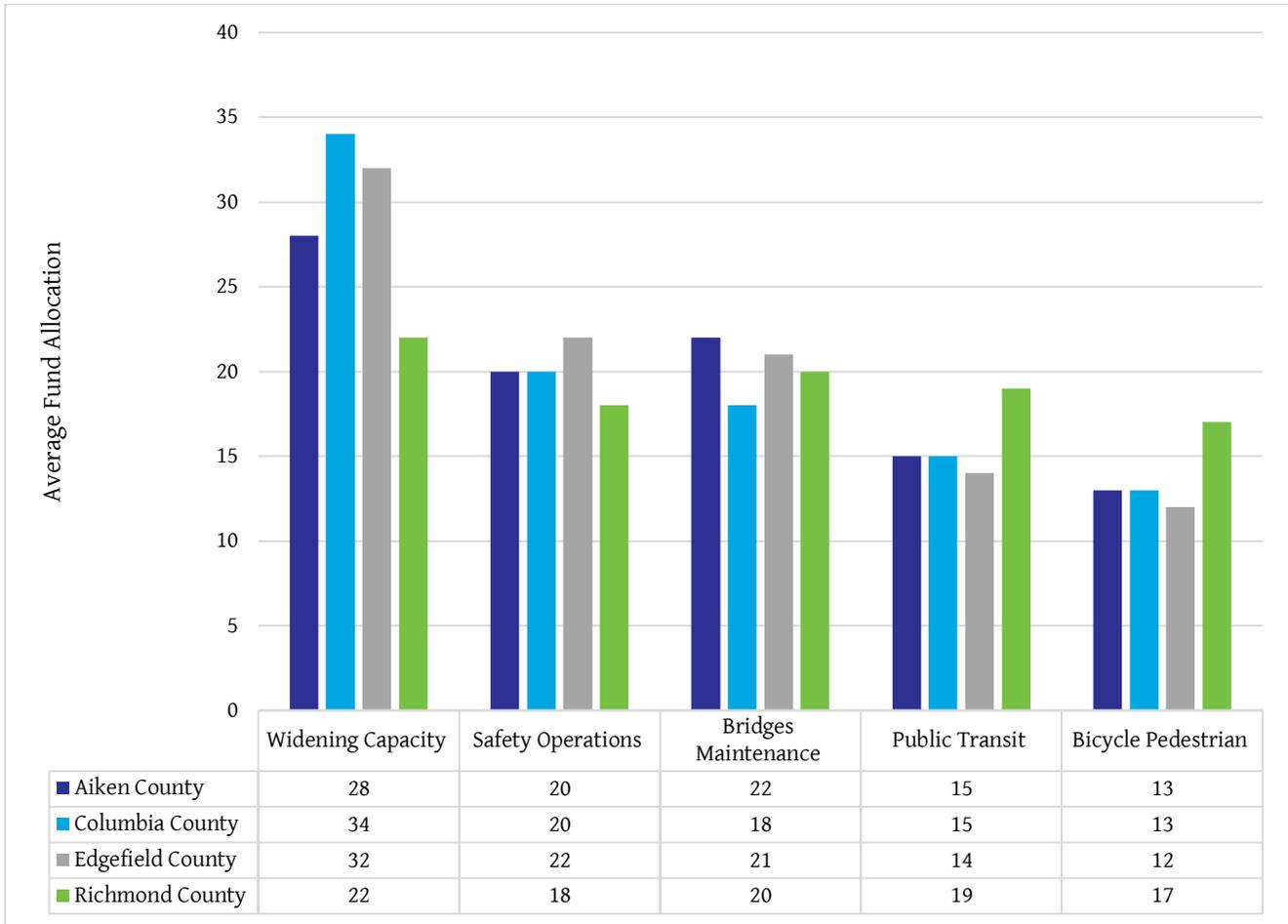


Figure A3-8. Funding Preferences by County

## 2.3 Map Markers – What Matters Most?

The fourth screen took the same categories from the funding exercise and asked participants to place markers on the project area map to indicate area where projects should be top priorities (see Figure A3-9). The most used markers were Bike/Pedestrian and Public Transit (see Figure A3-10).

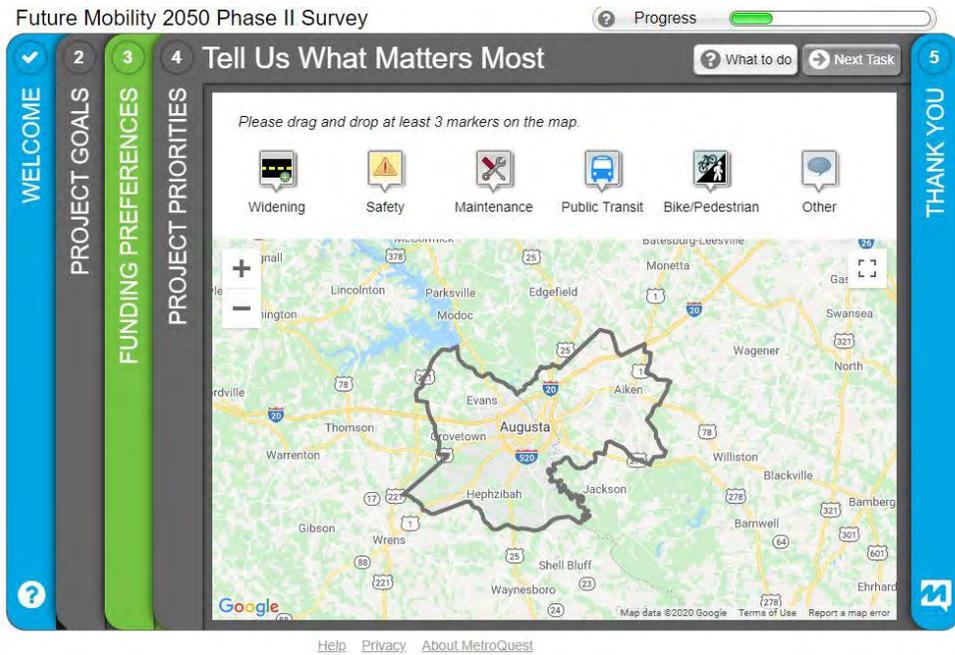


Figure A3-9. Survey Screen 4

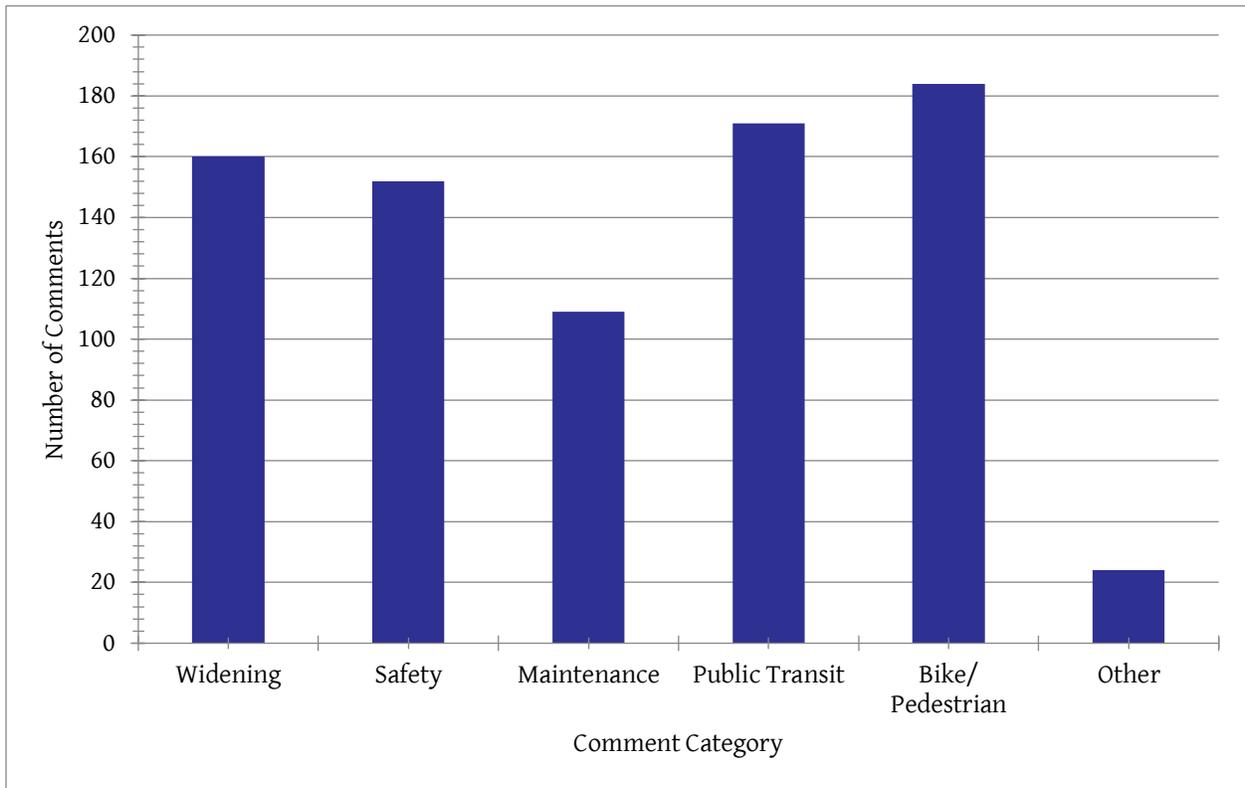


Figure A2-10. Map Marker Summary

## 2.4 Demographics

The Final Screen is dedicated to demographics data (see **Figure A3-11**). Participants had the option to share their age, gender, race/ethnicity, home zip code, and work zip code. **Figure A3-12** shows that age groups over the age of 20 were almost evenly divided. We also see in **Figure A3-13** that more females participated than males. **Figure A3-14** shows that much more than half of the participants were White (73 percent). The second largest race demographic was Black/African American, making up 20 percent of participants. Finally **Figure A3-15** illustrates that the highest number of participants live in Richmond County than any other county of the study area.

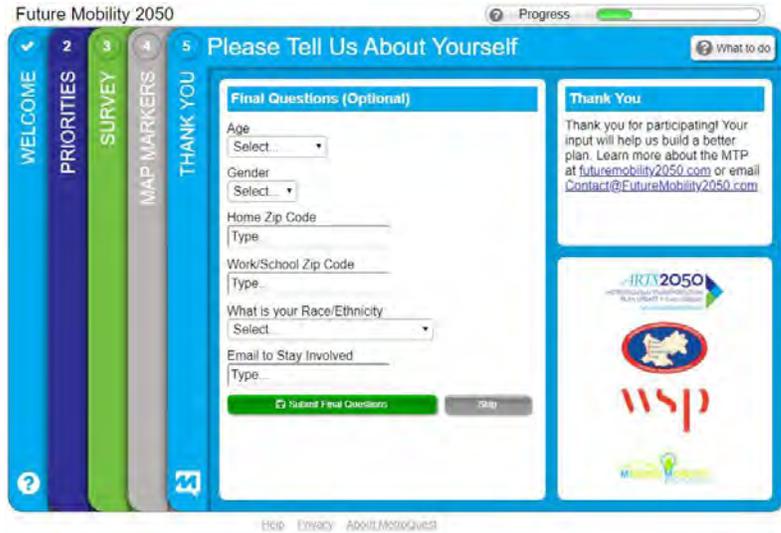


Figure A3-11. Survey Screen 5

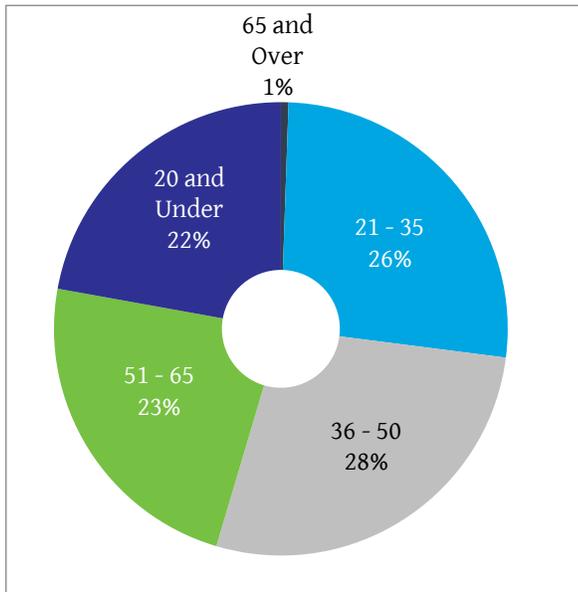


Figure A3-12. Participant Age

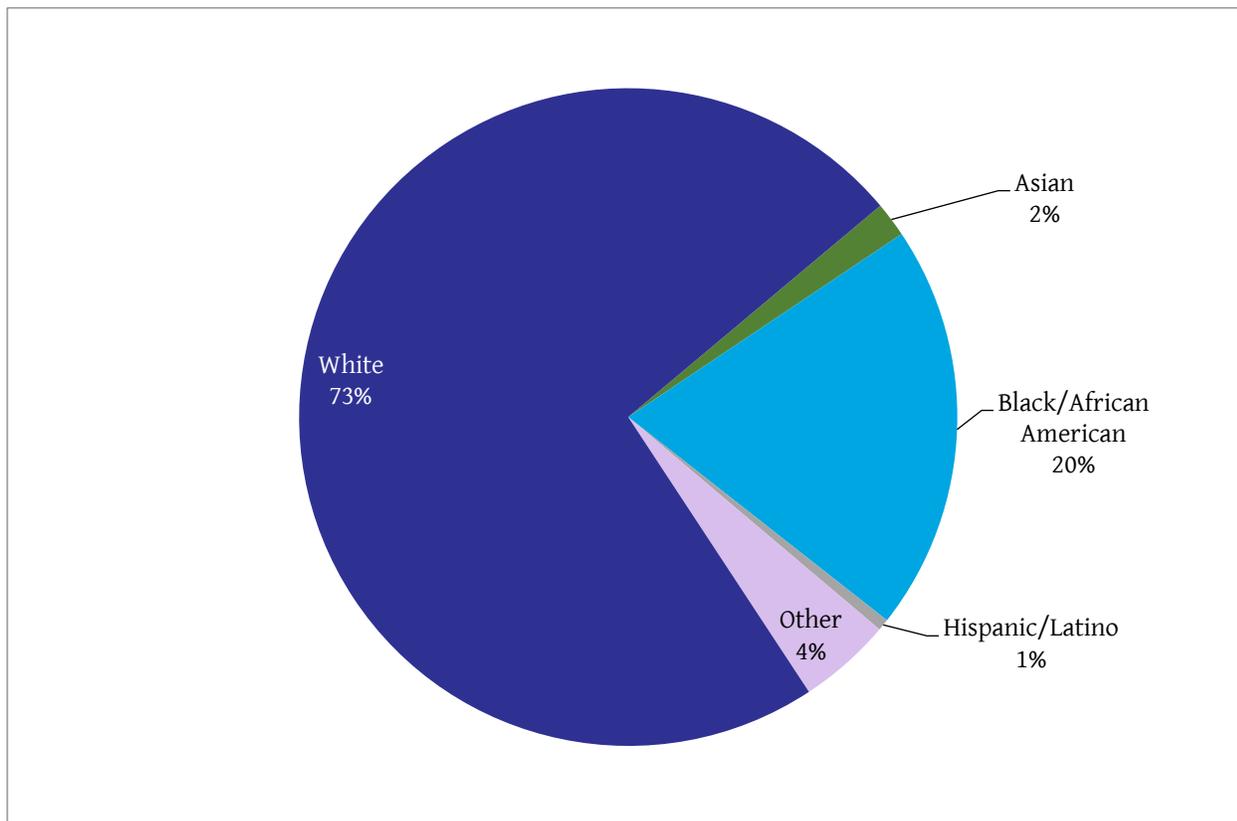


41%  
Male

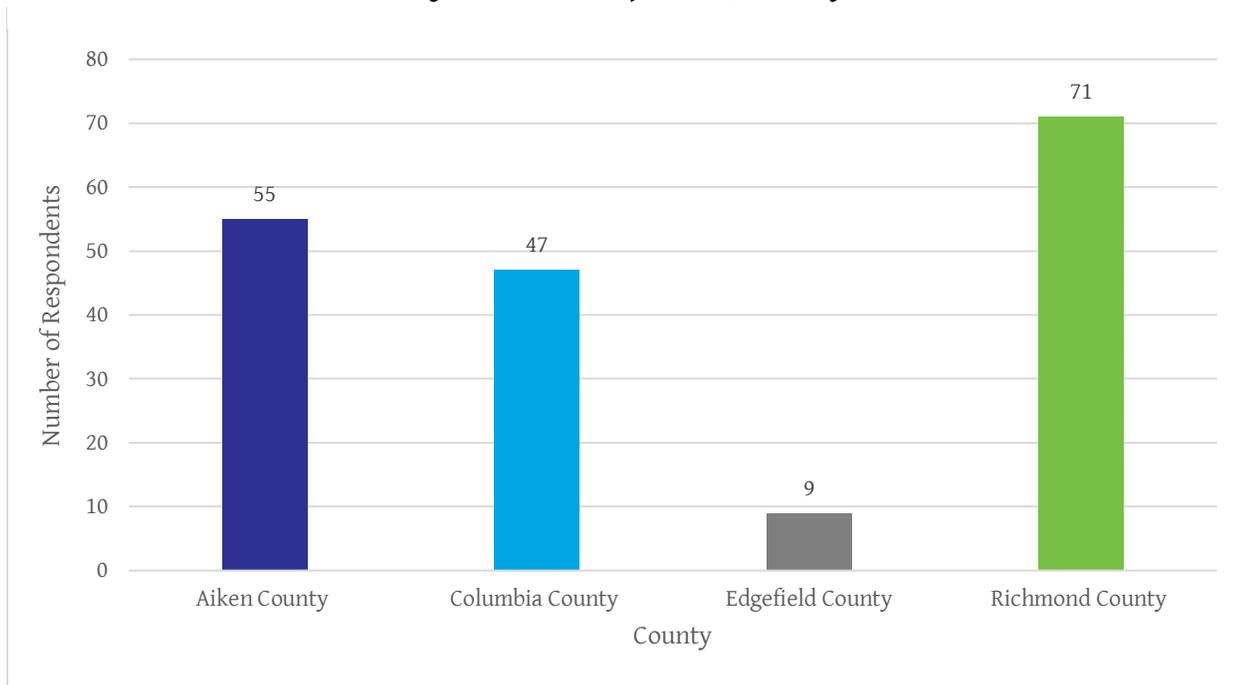


59%  
Female

Figure A3-13. Participant Gender



**Figure A3-14. Participant Race/Ethnicity**



**Figure A3-15. Participant Home County**

## 3 Conclusion

Improving safety, reducing congestion, and increasing mobility were common themes throughout the Phase Two survey responses. Participants ranked “Safety and Security” as the most important priority. When allocating funds, participants were more likely to favor higher funding levels to widening and capacity projects than to any other project category.

Although participants made over 150 comments about widening and capacity, bike/pedestrian and public transit projects received the greatest number of map markers.

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<sup>i</sup> The 2040 LRTP is available on the ARTS MPO’s website: <https://www.augustaga.gov/2120/Transportation-Vision-2040>

<sup>ii</sup> Federally mandated process is established in the US Code of Regulations, Title 23- Highways, Section 134: Metropolitan Transportation Planning. <https://uscode.house.gov/view.xhtml?req=granuleid:USC-prelim-title23-section134&num=0&edition=prelim#effectivedate-amendment-note>

<sup>iii</sup> Copies of the most recent UPWP are located on the ARTS MPO’s website: <https://www.augustaga.gov/2086/Unified-Planning-Work-Program>

<sup>iv</sup> Copies of the most recent TIP are located on the ARTS MPO’s website: <https://www.augustaga.gov/1994/Transportation-Improvement-Program>

<sup>v</sup> This document summarizes all public involvement strategies. For more detail, see the ARTS Public Participation Plan Update, 2017.

<sup>vi</sup> Definition from the US EPA’s website: <https://www.epa.gov/environmentaljustice>

<sup>vii</sup> Definition from the United States Census Bureau: <https://www.census.gov/topics/income-poverty/poverty/guidance/poverty-measures.html>