

**NORTHWEST PIEDMONT RURAL TRANSPORTATION PLANNING  
ORGANIZATION (RPO)**

**PUBLIC PARTICIPATION PLAN**

**March 2003**

Approved by Northwest Piedmont RPO Rural Transportation Advisory Committee, \_\_\_\_\_, 2003.

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Chairman, NWPRPO - TAC

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Secretary, NWPRPO - TAC

**Northwest Piedmont RPO  
400 West Fourth Street, Suite 400  
Winston-Salem, NC 27101  
336-761-2111**

## **Policy Statement**

**Through our philosophy and in our daily practice, it will be the endeavor of the Northwest Piedmont Rural Planning Organization, to actively seek comprehensive public input, into our public transportation planning process.**

### **I. Purpose**

The purpose of the Northwest Piedmont Rural Transportation Planning Organization (RPO) Public Involvement Plan (Plan) is to provide guidance and policy in engaging the public in the transportation planning process. The Plan has the following objectives:

- Create a well-informed public that contributes to transportation decision-making in a meaningful way
- Engage the public early and continuously in the transportation planning process
- Develop a public education program on Northwest Piedmont RPO activities
- Assist the Northwest Piedmont RPO in developing specific transportation projects that reflect the interest and needs of the community
- Gain the support and trust of the public
- Satisfy the requirements of N.C.G.S. § 136-212 regarding duties of a RPO

The Plan is not intended to preempt any public involvement activities conducted by the North Carolina Department of Transportation (NCDOT) or any local governments within the Northwest Piedmont RPO region.

### **II. Forms of Public Involvement**

#### **A. Public Outreach**

Public Outreach is the process of informing the public about the transportation planning process, specific transportation projects, and activities of the Northwest Piedmont RPO. Typical public outreach strategies include, but will not be limited to, the following:

##### Identification of Stakeholders

A stakeholder is any person or group who is affected by a transportation plan, program, or project. Stakeholders may include:

- The general public
- Business/industry organizations
- Environmental organizations
- Neighborhood organizations
- Public agencies
- Civic organizations

- Transit providers
- Motor freight carriers
- Taxicab companies

Stakeholder groups will be identified and will be included on a mailing list for notices of public hearings, workshops, etc. Appendix A contains a maintained list of stakeholders.

#### Identification of Special Populations requiring targeted public outreach

Northwest Piedmont Rural Transportation Planning Organization will actively seek out opportunities for inclusion in the transportation planning public involvement process to those groups or persons that may traditionally or historically not been included or involved. Those groups or persons will included but not be limited to the following:

- The Poor
- The Elderly
- The Disabled
- Minorities
- ESL Population (Latino, Hmong, other)
- Native Americans

#### Press Releases

Northwest Piedmont RPO will periodically issue press releases detailing significant actions of the RPO. These actions may include:

- Adoption of annual Planning Work Program
- Adoption of Long-Range Transportation Plan
- Selection of officers
- Adoption of Highway Project Priority List

All Press Releases shall be approved by either the Chair or Vice-Chair of the Northwest Piedmont RPO's Transportation Advisory Committee (TAC) prior to issuance.

Appendix B contains a maintained list of media contacts that will receive press releases.

#### Web Address

The Northwest Piedmont RPO staff will establish and maintain a Web site hosted by the Northwest Piedmont Council of Governments. This site will contain information relating to Northwest Piedmont RPO activities, dates and times of upcoming meetings, meeting minutes, and any other information the TAC deems necessary.

#### Open Houses

Northwest Piedmont County Advisory Committees will hold periodic open houses to gather input on possible transportation projects and to provide information on current transportation projects within the specific County and throughout the Northwest

Piedmont RPO. Information on the activities of the Northwest Piedmont RPO will also be presented. These meetings will be open to the public in an informal setting. Although open houses will have no fixed agendas or formal presentations, written materials will be provided and staff may give brief speeches orienting the public to technical planning concepts and the transportation planning process. RPO staff and committee members will be available to provide details and answer questions.

#### Posting of Draft and Final Planning Documents

Copies of draft and final versions of certain planning documents will be made available at the following locations in the Northwest Piedmont RPO region:

- All public libraries in Stokes, Davie, Yadkin, and Surry Counties
- The County Administrative offices in Stokes, Davie, Yadkin, and Surry Counties

Copies of draft and final versions of certain planning documents will be posted on the Northwest Piedmont Council of Governments' website, and be distributed to Northwest Piedmont RPO member governments for posting on individual county and town websites.

#### Notification of Meetings

Notification of Northwest Piedmont RPO meetings will be sent to news media in the region.

Appendix B contains a maintained list of media contacts that will receive meeting notification.

Where possible, consider use of transit companies to distribute flyers/ announcements.

Meeting dates and times will also be available on NWPRPO Web Site.

#### Presentation to Civic Organizations

Presentations will be made to interested civic organizations on Northwest Piedmont RPO activities, the transportation planning process in general, or specific transportation projects. Northwest Piedmont RPO staff and/or NCDOT staff will make presentations.

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

- Identifying areas in the Northwest Piedmont RPO region with concentrations of minority, elderly, and low-income populations
- Including organizations that deal directly with minority groups on the Stakeholder list
- Posting notification of meetings, public hearings, and open houses in County Health Departments and Senior Centers

- Publishing notification of meetings, public hearings, and open houses in Spanish

## **B. Public Input**

Public Input is the process of gathering the views, opinions, and ideas of interested individuals and groups in the transportation planning process. Opportunities for public input provided by the Northwest Piedmont RPO include, but are not limited to, the following:

### Public Comment at Northwest Piedmont RPO Meetings

Northwest Piedmont RPO meetings are open to the public and provide opportunity for public comment.

### Public Hearings

Public hearings will be held by the Northwest Piedmont RPO's transportation Advisory Committee (TAC) prior to taking formal action on specific planning documents. These actions may include:

- Adoption of annual Planning Work Program
- Adoption of Long-Range Transportation Plan
- Amendment to Long-Range Transportation Plan
- Adoption of Highway Project Priority List

### Open Houses

Northwest Piedmont County Advisory Committees will hold periodic open houses to gather input on possible transportation projects and to provide information on current transportation projects within the specific County and throughout the Northwest Piedmont RPO. Information on the activities of the Northwest Piedmont RPO will also be presented. These meetings will be open to the public in an informal setting. Although open houses will have no fixed agendas or formal presentations, written materials will be provided and staff may give brief speeches orienting the public to technical planning concepts and the transportation planning process. RPO staff and committee members will be available to provide details and answer questions.

### Surveys

Surveys will be developed, administered, and analyzed to gauge the opinions and values of all potentially affected citizens on specific transportation planning issues and/or projects. Survey content, distribution methods and geographic target area will be dependent on the specific transportation planning issues or project and the demographic profile of the citizens likely to be impacted.

### **III. Schedule of Public Involvement**

#### **A. Regular Public Involvement Opportunities**

- Planning Documents - All documents, resolutions, meeting minutes, etc. adopted by the Northwest Piedmont RPO are kept at the Northwest Piedmont Council of Governments (LPA) offices at 400 West Fourth Street, Suite 400 in Winston-Salem. These documents will be made available for public review upon request.
- Meetings - Regular meetings of the Northwest Piedmont RPO's Transportation Coordinating Committee (TCC) and Transportation Advisory Committee (TAC) are open to the public, and will include opportunity for public comment. Notification of the meetings will be sent to news media in the region.
- Public Hearings - Notification of all public hearings held by the Northwest Piedmont RPO will be sent to news media in the region.
- Press Releases - All press releases issued by Northwest Piedmont RPO will be sent to news media in the region.

#### **B. Public Involvement for Specific Activities**

Public involvement strategies will vary depending on the particular issue or project for which public comment is desired. Typical actions for specific activities of the Northwest Piedmont RPO may include, but are not limited to:

##### **1. Long-Range Transportation Plan**

- County Advisory Committee Public Forums
- Regular Meetings of TCC and TAC
- Public Hearing
- Posting of Draft and Final Document
- Presentations to Civic Organizations

##### **2. Prioritization of Projects for Recommendation to State's TIP**

- County Advisory Committee Public Forums
- Regular Meetings of TCC and TAC
- Public Hearing
- Posting of Draft and Final Document

##### **3. Specific Projects/Issues**

- Press Releases
- County Advisory Committee Public Forums
- Regular Meetings of TCC and TAC
- Presentations to Civic Organizations
- Surveys

#### **IV. Response to Public Input**

Public involvement may be documented in a variety of ways. Any comments (written or oral) received during a meeting of the Northwest Piedmont RPO's TCC or TAC will be included in the meeting minutes. Also, any comments (written or oral) received during a public hearing held by the Northwest Piedmont RPO's TAC will be included in the meeting minutes. Comments (written or oral) received during workshops, open houses, or presentations to civic organizations will be summarized, presented to the TCC and TAC, and kept on file. Results of surveys will be compiled, summarized, presented to the TCC and TAC, and kept on file.

Public comments may be included as appendices in formal documents or plans for which they were made.

The TCC or TAC may direct Northwest Piedmont RPO staff to respond directly to public comments via letter.

#### **V. Appendices**

**Appendix A: Stakeholders**

**Appendix B: Media Contacts**

## **Appendix A: Stakeholders**

### **Local Governments**

Davie County  
Bermuda Run  
Cooleemee  
Mocksville  
Stokes County  
Danbury  
King  
Walnut Cove  
Surry County  
Dobson  
Elkin  
Mount Airy  
Pilot Mountain  
Yadkin County  
Boonville  
East Bend  
Jonesville  
Yadkinville

### **Other Governmental**

North Carolina Department of Transportation

### **Chambers of Commerce**

Davie County Chamber of Commerce  
Yadkin County Chamber of Commerce  
Stokes County Chamber of Commerce  
Greater Mount Airy Chamber of Commerce  
King Chamber of Commerce

### **Economic Development Commissions**

Davie County Economic Development Commission  
Yadkin County Economic Development Commission  
Stokes County Economic Development Commission  
Surry County Economic Development Commission

### **Regional Organizations**

Northwest Piedmont Council of Governments

## **Public Transportation Providers**

YVEDDI

Piedmont Authority for Regional Transportation (PART)

## **Taxicab Companies**

## **Motor Freight Carriers**

## **Other Stakeholders**

Senior Service Providers

Service Providers for the Disabled

Public Safety

    Police Departments

    Sheriff's Departments

    Fire Departments

    EMS

    911 Communications

Cycling & Walking Groups

Recreation Departments

School Systems

Community Colleges

Downtown Associations

Historical Societies

Planning Boards

NAACP

Farmer's Markets & Cooperatives

Realtors

## **Appendix B: Media Contacts**

### **Radio Stations**

### **Newspapers**

Davie County Enterprise Record

Mt. Airy News

Winston-Salem Journal

The Pilot (Pilot Mountain)

The Stokes News

The Tribune (Elkin)

The Yadkin Ripple