

AACIDs TRANSIT FEASIBILITY STUDY: PUBLIC INVOLVEMENT PLAN (PIP)

This is the framework or guide that will describe the Public Involvement Plan (PIP) process for the Transit Feasibility Study. It will identify each PIP task, tentative dates, and describe the activities that will support the PIP task. It is intended to solicit and incorporate involvement from affected stakeholders, businesses, agencies and citizens throughout this study. The PIP consists of six (6) elements:

1. **Identification of the involved parties**
2. **Description of the communication tools and techniques**
3. **Presentation of a schedule of activities**
4. **Establishment of the number of meetings**
5. **Description of the type and quantity of informational materials**
6. **Establishment of the communication mechanisms and protocols**

Identification of the involved parties:

Some of the potential stakeholder members are as follows. Additional staff level stakeholders will be identified and engaged after data has been collected and possible solutions are being formed.

Potential Stakeholder Members	
AACIDs Board Members	GA State Representatives (District 62, 64 & 65)
ARC (Executive Director)	GA State Senators (Districts 35 & 39)
City of Atlanta (Mayor and Council President)	GDOT (Commissioner, Board members Districts 5 and 13)
City of College Park (Mayor and City Manager)	Hartsfield-Jackson Atlanta International Airport (General Manager, key staff involved in facilities and ground transportation) Planning and Development Director
City of East Point (Mayor and City Manager)	Local Chambers (South Fulton, ATL Airport, Clayton)
City of Forest Park (Mayor and City Manager)	Local colleges and universities (Presidents)
City of Hapeville (Mayor and City Manager)	Local Development Authorities (Chairs?) (Clayton, Fulton, etc.)
City of South Fulton (Mayor and City Manager)	Local Employment Centers/Local Business Coalitions
Clayton County Board of Commissioners (Commission Chair and COO)	MARTA (General Manager, Planning)
Development Authority of Fulton County (Chair)	Utility Providers (GA Power & Atlanta Gas Light)
Fulton County Board of Commissioners (Commission Chair and County Manager)	

Description of the communication tools and techniques:

The techniques and tools for conducting the PIP will consist of, at a minimum:

- emails
- phone calls
- one-on-one interviews
- stakeholder meetings
- mobile exhibits
- general public meetings.

The Consultant Team will also utilize a website and social media sources as needed (i.e., Facebook & Twitter). For all meetings, activities, etc., collateral material (flyers, brochures, fact sheets, etc.) will be provided by the project team.

To promote the project activities, The Consultant Team will do the following:

- **Email** them via Constant Contact
- Contact them via **phone**
- **In-person visits** when necessary
- Conduct **one-on-one meetings** for stakeholder interviews
- Request **stakeholders promote to their distribution groups** and post the information on their social media pages (as needed)
 - Jurisdictions (e.g. city websites)
 - Community groups
 - Elected officials

Additional tools/sources will include:

- **Press releases** will be sent out at a minimum of two weeks, preferably 4 weeks, prior to the meetings to the local media with follow up to the media sources the week prior to (to ensure coverage the week of the meetings).
- Some of the **local media sources** (just to name a few) are:
 - Clayton News Daily
 - South Fulton Neighbor
 - Atlanta Journal Constitution (AJC)
 - Atlanta Business Chronicle
- **Website and Social Media** – The Consultant Team will develop a website that features background information on the transit feasibility study, maps, contact information, questionnaires, meeting notices; a web-based tool to collect desired points of transit service as well as other relevant information will be posted on the site
- **Survey** – Conducted within the study area, the consultant team will survey residents and business via phone, regular mail, and email to identify their travel habits, needs, and how they

use or would use transit service. The Consultant Team will develop the survey and appropriate sampling plan, conduct the survey, and compute analytics. The survey would gauge preferences such as:

- Acceptability of innovative modes and services;
- Sensitivity to level of service by varying values of access time, travel time, cost;
- Willingness-to-pay; and
- Attitudes and perceptions on safety/security, comfort, and reliability

Presentation of a schedule of activities:

The following describes the proposed schedule of outreach activities for the PIP. These dates and respective activities are tentative (fluid) and can change upon request and coordination with the client.

1. Stakeholder Committee Meeting #1, Transit Visioning Breakfast Kickoff: (March 2018) Kick-off meeting; conduct the survey; give an overview of the project schedule; discuss the role of the steering committee; initial discussion of the project's vision and goals.
 - This will serve as the initial kick-off meeting for the high-level stakeholders and elected officials in the CID area. The purpose for this meeting is to discuss the preliminary vision and goals.
2. Stakeholder Interviews: (March 2018 – April 2018)
 - The stakeholders are the key participants (businesses, agencies and citizens throughout this study area) to help to 'steer' the planning, visioning, and utility of transit service in the study area. They will not be the 'general public' per se, but rather a select group of community leaders that have been active in other CID related activities. As earlier stated, Nickel Works already has an extensive list of participants from previous planning efforts in the Aerotropolis CID area.
 - This will be a brief survey (questionnaire) consisting of questions/statements to gauge the participants initial thoughts, ideas, and recommendations for transit service in the CID area. The Consultant Team will administer the survey during in-person interviews with select stakeholders from March through April, in order to get results back in time for the 2nd Steering Committee Meeting in April.
3. Mobile Pop-Up Exhibit #1: (TBD)
4. Stakeholder Committee Meeting #2: (May 2018) Discussion of vision and goals; give results of the baseline conditions analysis; overview of study area needs assessment; discussion of the evaluation framework

5. Stakeholder Committee Meeting #3, Transit Innovation Summit: (August 2018) Discussion of the overall vision for the transit supportive development; conduct a charrette on the dynamics of the Aerotropolis economic impact (and the role of transit)
6. Mobile Pop-Up Exhibit #2: (TBD)
7. Public Meeting #1: (June 2018) Meet with the general public to bring them up to speed on the vision and goals, baseline conditions, and overall study area assessment for transit
8. Stakeholder Committee Meeting #4: (August 2018) Define the transit scenarios; review the results of the evaluation framework; discussion of the prioritized or optimal transit scenario
9. Mobile Pop-Up Exhibit #3: (TBD)
10. Stakeholder Committee Meeting #5: (November 2018) Conduct a tour of the AACID area to view locations for final recommendations; presentation of the implementation plan; review of the next steps
11. Mobile Pop-Up Exhibit #4: (TBD)
12. Public Meeting #2: (December 2018) Meet with the general public to describe the study's final recommendations, implementation plan, and timeline and/or next steps

Establishment of the number of meetings:

In terms of the proposed/tentative number of meetings, the following list provides the type, number, and description of the tasks for the proposed meetings/outreach activities for the study:

- **Stakeholder Interviews** - The Consultant Team will conduct up to fifteen (15) one-on-one interviews with key stakeholders in the Aerotropolis area as well as key interest/focus groups. The interviews will be used to provide information about the transit feasibility study and to obtain information about how the plan can best serve the area as a whole
- **Stakeholder Committee (SC) Meetings** – The Consultant Team will organize and conduct up to six (6) Stakeholder Committee meetings. Stakeholders will be appointed by the consultant team and AACIDs staff to serve on the SC. The committee will meet up to six times at key study milestones to provide input over the course of the study process. Three major milestones that will be designed to engage the SC in a workshop fashion will include:
 - Visioning Breakfast Kick-off
 - Transit Innovation Summit
 - AACID Tour of Study Recommendations

- **Mobile Exhibits/Pop-up Activities** – The Consultant Team will conduct up to four (4) pop-up activities over the course of the study. Each activity will be held in different locations throughout the study area to maximize exposure and opportunities for participation. Every event will have engaging activities and opportunities to talk with The Consultant Team as well as online interaction using tablets for online surveys and/or exercises.
- **Public Meetings** – The Consultant Team will organize and participate in up to two (2) public meetings or workshops devoted to a detailed discussion of the transit feasibility study. The meetings will be a collaboration of the AACIDs staff and the consultant team. The initial meeting will be scheduled as soon as the existing and planned transit services have been identified and mapped. The final meeting will take place towards the end of the study to present the final findings.

Description of the type and quantity of informational materials:

In conducting the public outreach activities for this effort, The Consultant Team will be responsible for the creation and distribution of all informational materials to promote and conduct the meeting. The following describes the type of informational materials/items to be used to promote the activities and meetings:

- Before the meetings/activities, The Consultant Team will provide to the client the following information at least a week in advance of the event:
 - Drafts of all meeting handouts, presentations, and collateral material
 - Drafts of all updates to the website and social media sources
 - Survey instruments and questionnaires
 - Press releases (where applicable)
 - A checklist to show all logistics for the facility/location are in order
- After the meetings/activities, The Consultant Team will provide the following to the client within two weeks of the event:

○ Interview summaries;	○ Public meeting summaries
○ Stakeholder Meeting summaries;	○ Survey methodology and results

Establishment of the communication mechanisms and protocols:

For this study effort, The Consultant Team will lead a project kick-off meeting between Aerotropolis CID staff and key team members to discuss the project, schedule, and protocols for communication and/or outreach. Additionally, there will be two project team meetings every month with the AACID staff to

discuss progress and needs from the client for moving forward. For all meetings, The Consultant Team will prepare the agenda and supporting documents.

Further, The Consultant Team will hold bi-weekly coordination conference calls for the consultant team, and more frequent coordination calls for various tasks as needed. The Consultant Team will prepare the logistics (i.e., call-in number and agenda) for each conference call.

For all public outreach meetings and activities, The Consultant Team will be responsible for the overall logistics including:

- Securing the facilities and appropriate materials (i.e. writing tools, water, food, etc.)
- Coordinating the registration/sign-in process
 - Follow up correspondence, reminders
 - Maintaining stakeholder contact list
- Facilitation of the meeting dialogue
- Preparation of the meeting summaries