



Stakeholder and Public Involvement Plan

**Prepared for:
Clayton County**

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Table of Contents

1	Project Background	3
2	Study Area Overview	3
3	Regulatory Requirements	4
3.1	<i>Federal</i>	4
3.2	<i>State</i>	4
3.3	<i>Regional</i>	4
4	Stakeholder and Public Involvement Objectives	5
5	Stakeholder Identification	6
5.1	<i>Target Audience</i>	6
5.2	<i>Environmental Justice</i>	6
6	Stakeholder and Public Involvement Process Participants	8
6.1	<i>Technical Study Committee</i>	9
6.2	<i>Stakeholder Advisory Committee</i>	9
6.3	<i>Public Outreach Activities</i>	10
7	Public Outreach Materials	12
7.1	<i>Study Website</i>	12
7.2	<i>Fact Sheets</i>	13
7.3	<i>Newsletters</i>	13
7.4	<i>Meeting Notification and Flyers</i>	13
7.5	<i>Press Releases and Print, Online, Radio, and Television Media Advertising</i>	13
8	Public Involvement Advisory Group (PAIG) Coordination	16
9	Process Documentation	16
10	Anticipated Plan Development Schedule	17
11	Public Involvement Plan Evaluation	18
	Appendices	20

1 Project Background

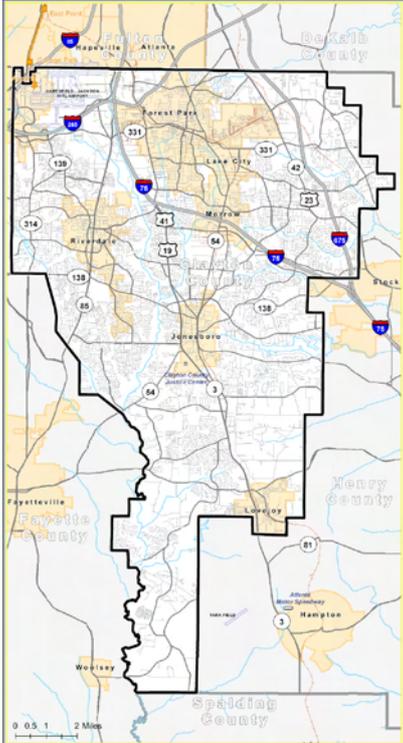
The Clayton County Department of Transportation and Development is preparing a Comprehensive Transportation Plan (CTP) which will outline cost-effective solutions to address multimodal transportation needs both in the short and long term. The CTP development process will include evaluation of future land use, population growth, transportation safety issues, system operational efficiency, economic development opportunities, future travel demand, and system maintenance focused on all current and future modes of travel. Impacts to the natural and built environment and environmental justice communities will be taken into consideration during the plan development. Through this comprehensive study, transportation needs will be identified, a prioritized program of projects to meet travel demand and to enhance mobility through year 2035 will be developed, and an evaluation of potential funding sources to implement these projects will be conducted.

This document, the Clayton County Comprehensive Transportation Plan Stakeholder and Public Involvement Plan (SPIP), is intended to provide an overview of the regulatory requirements, goals, tasks, and timeline associated with stakeholder and public involvement activities in Clayton County during the course of the study.

2 Study Area Overview

The study area for the CTP development will include unincorporated Clayton County as well as the municipalities of College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow, and Riverdale. The CTP Study Area is shown in Figure 2.1.

Figure 2.1 Clayton County Study Area



3 Regulatory Requirements

3.1 Federal

The FHWA and FTA regulations provide guidance on metropolitan planning processes in 23 CFR 450. Specific reference to public involvement is made in section 450.322(c). It states that there must be adequate opportunity for public officials, elected officials, agency representatives, citizens and other interested parties to be involved in the development of the transportation plan. The procedures stipulate that involvement take place in the early stages of the plan development process. The procedures also require publication and availability of the plan for public review and comment.

The 23 CFR 450 regulations also provide guidance on statewide transportation planning processes. For statewide projects, which include metropolitan and rural areas, public involvement should be proactive. It should be initiated in the early stages of the project with reasonable and full public access to information, key decisions, and opportunities for involvement throughout the life of the project. The public involvement for statewide transportation processes must also identify methods for considering the needs of populations traditionally underserved by transportation systems. Reasonable notification of published draft and final documents must be given to ensure ample opportunity to respond and provide input.

U.S. Executive Order 12898 defines environmental justice as the fair treatment and meaningful involvement of all people—regardless of race, ethnicity, income or education level—in transportation decision making. Environmental justice programs promote the protection of human health and the environment, empowerment via public participation, and the dissemination of relevant information to inform and educate affected communities.

3.2 State

The Georgia Department of Transportation conducts public involvement open houses and public hearing open houses under procedures described in *The Plan Development Process* the Department's Manual of Guidance, Section 4055-1 on Public Involvement, and the Official Code of Georgia Annotated.

Additionally, GDOT has adopted a comprehensive Public Involvement Plan and a Public Involvement Policy. These documents represent a conscious effort to create proactive programs and initiatives that form additional partnerships and provide greater opportunities to involve residents and other stakeholders in transportation planning and project development.

3.3 Regional

The Atlanta Regional Commission (ARC) defines its commitment to public engagement in the transportation planning process in its Regional Transportation Participation Plan. ARC has several policy goals and strives for public involvement including opportunities for citizens to engage in early, open and accessible decision-making and for the commission to seek advice and guidance from low-income and ethnic communities. ARC is a regional planning intergovernmental agency serving as the Metropolitan Planning Organization for the Atlanta Metropolitan area which includes Clayton County. Since the 2000 census, ARC has broadened its geographic boundary to include additional counties identified as urbanized areas.

4 Stakeholder and Public Involvement Objectives

Stakeholder and public involvement is an essential component of any successful planning process and will be an ongoing effort throughout the study. This effort is designed to involve stakeholder agencies and the public as participants to enable them to provide meaningful input to the development of the Clayton County CTP. The plan strives to establish new forums for information exchange while also taking advantage of existing groups and organizations. Outreach efforts will educate, inform and involve the stakeholders and general public by providing findings and soliciting input regarding local issues, technical considerations, and potential impacts of improvements to the transportation system. The plan provides tools for both disseminating study-related information and gathering public input that reflects community concerns and interests.

The stakeholder and public involvement process includes education of stakeholders to ensure full understanding of the plan development process and outcomes. Generating public awareness and creating partnerships with residents, elected officials, local agencies, businesses, educational organizations and civic associations is critical to the success of development of the CTP.

The goals of the Clayton County SPIP are:

- **To consult with community stakeholders and gather their ideas for solutions to transportation problems.** *This process is an opportunity for the community to voice their concerns and opinions about current and future travel activity in Clayton County. Coordination with the users of the transportation system will provide insight into existing travel conditions and patterns and will serve as a foundation for the study.*
- **To inform and involve the public throughout the process.** *This plan identifies strategies to educate, learn from, and include the public early and throughout the study process. The success of the CTP development depends on the cooperation and support of the public. It is Clayton County's goal to ensure that those impacted, influenced, inconvenienced or enhanced by the CTP are well aware of the goals, timelines and available information throughout the duration of the plan development.*
- **To respond to the public's request for information and on-going involvement.** *In a study of this magnitude and importance, there is no doubt that unanticipated requests may arise. The stakeholder and public involvement program is built to ensure flexibility, and it may be revised throughout the duration of the study as needed to reflect the needs of the community, the traveling public and Clayton County. The stakeholder and public involvement program will be evaluated and refined throughout the plan development process.*

5 Stakeholder Identification

One of the basic principles of public involvement for publicly funded transportation projects is to proactively reach out to the public. It is first necessary to identify the appropriate stakeholders and define the types of “publics” that are the appropriate target audiences.

5.1 Target Audiences

A working relationship will be established with the community through the identification of key stakeholders in Clayton County, including government officials, agency representatives, representatives of major employers in the business community, key civic and advocacy groups, the general public and identified environmental justice populations. For the development of a truly comprehensive plan, it is important to review the outreach efforts of previous studies in Clayton County to identify additional stakeholder groups located in the study area. These include recent GDOT planning studies, the Comprehensive Plan update, the Tara Boulevard Multimodal Corridor Study, Southern Regional Accessibility Study (SRAS), Parks and Recreation Master Plan, and other local initiatives. Given the diverse interests in the County, outreach activities must incorporate a range of techniques designed to reach a diverse public.

The levels of experience and interest in transportation planning vary greatly across key stakeholder groups. The techniques identified and outlined as part of the public involvement process address the needs of all stakeholders interested in the development of the Clayton County CTP, taking into account their varying interest and experience levels.

5.2 Environmental Justice

Special efforts will be made to reach out to Clayton County populations representing racial and ethnic minorities, as well as populations with low educational attainment and income levels. The planning process is also designed to include the growing Hispanic population through outreach materials and activities provided in Spanish.

5.2.1 *Environmental Justice Definitions*

Low income populations are identified as households with annual incomes less than \$20,000. The percentage of households with an annual income less than \$20,000 will be calculated for each census tract. Where a census tract's percentage of low income households exceeded the countywide percentage of low-income households, it is recognized as an environmental justice community.

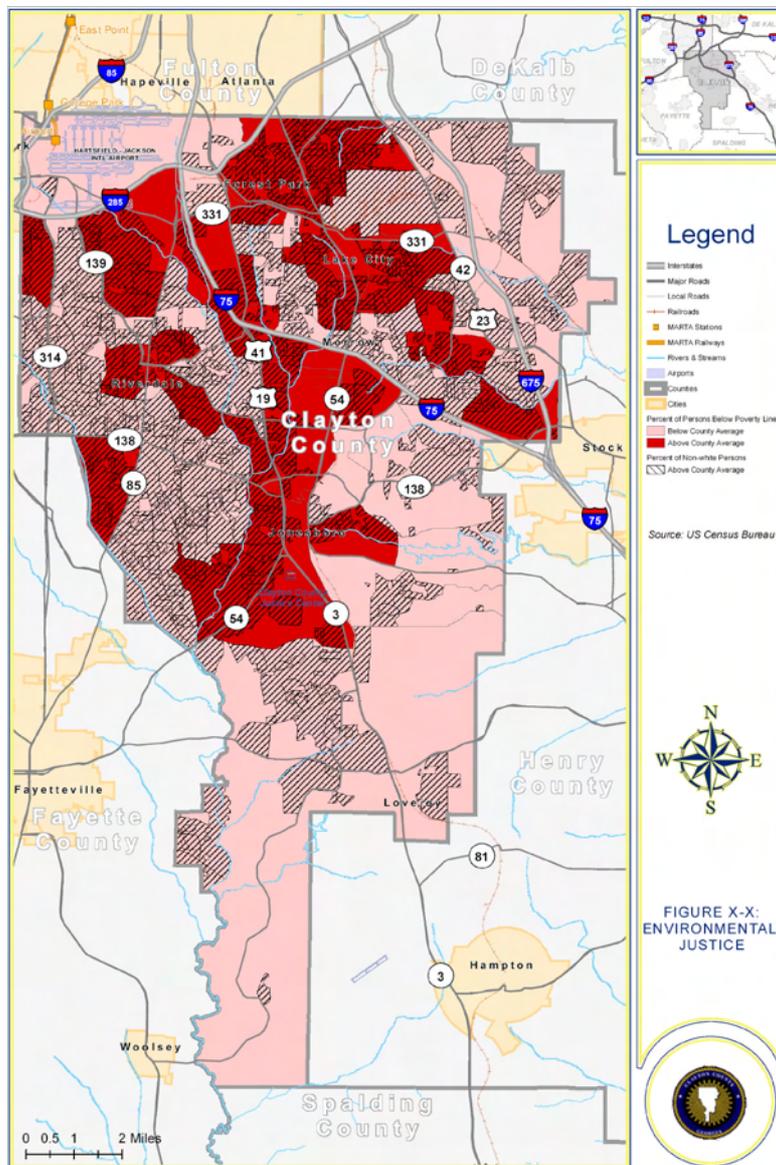
Educationally disadvantaged populations are based on high school diplomas for the population 25 years of age and older. This includes GED holders. The percentage of non-high school graduates will be calculated for each county and census tract. Where the percentage of non-high school graduates in a census tract exceeds the average countywide percentage of non-high school graduates, the tract was considered an environmental justice community.

Racial and ethnic minorities include non-white residents (African American, Asian, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander) as well as persons of Hispanic or Latino origin.

5.2.2 Environmental Justice Preliminary Analysis

In order to determine on the geographic location of environmental justice communities, a basic preliminary GIS analysis was conducted in Clayton County to identify concentrations of persons living below the poverty level and to determine locations with a concentration of non-white populations. This preliminary analysis will allow the study team to identify areas within Clayton County to focus public outreach activities in order to be most accessible to the environmental justice communities who have traditionally been underserved by the transportation system and underrepresented in the planning process. Figure 5.1 illustrates the locations of environmental Justice Communities in Clayton County.

Figure 5.1 Environmental Justice Populations



5.2.3 *Environmental Justice Techniques*

The CTP stakeholder and public involvement process includes an environmental justice program that is designed to build and sustain meaningful participation for the transportation-disadvantaged. Specifically, the technical approach will include:

- Coordination with organizations representing the interests of environmental justice populations of concern, including neighborhood groups, the Georgia Municipal Association and the Georgia Transit Association.
- Distribution of study information via public libraries, Clayton County Public School newsletters, and social and community organizations as they express interest or are identified through the stakeholder process.
- Adherence to Americans with Disabilities Act (ADA) requirements for public information.
- To reach the Hispanic population in Clayton County, a focus group will be established using mailing lists from previous interactions with the Hispanic community in Clayton County. The lists will also be cross referenced with membership list from the Georgia Hispanic Chamber of Commerce, The Mexican American Chamber of Commerce and GALEO. In selecting participants for the Hispanic focus group activity, the study team will ensure a representative cross section Clayton County is captured. The study team will send out all of the notices for the meeting in Spanish. The focus group will be conducted in Spanish and will consist of a presentation of the study area followed by a questionnaire and ending with a group discussion.
- At least five presentations to community groups, with two focused on the Spanish speaking population at Saint Philip Benizi Catholic Church and the other at Mount Zion High School, will be held to address the traditionally underrepresented communities. Advertisement for the Hispanic focused meetings will be posted in several apartment complexes, Churches, and El Mercado.
- Up to ten interviews will be conducted with community leaders representing those populations that are traditionally underrepresented. The focus of the interviews will be to identify common themes and issues that will assist in analysis of potential benefits and burdens of proposed concepts and alternatives.
- Translation services will be provided at general public meetings, as needed, to ensure suitable communication.

In compliance with the Americans with Disabilities Act, Clayton County, if requested, will provide special assistance at the meeting for those persons who are disabled. Those persons requiring special assistance must send written notification at least five days prior to the Public Information Meeting.

6 Stakeholder and Public Involvement Process Participants

The Clayton County SPIP approach will provide ongoing information dissemination to the stakeholders and public and will provide opportunities for input at key study milestones. This focus on timely input allows for stakeholder and public comment to be incorporated into the technical process in a meaningful way. Each stakeholder and public outreach effort will be supplemented by a strong agency coordination component, public outreach and thorough documentation of the public involvement process. The following sections

outline the various groups of people that will participate in the planning process including group memberships, roles, and responsibilities.

6.1 Technical Study Committee

Development of the Clayton County CTP involves a number of federal, state, and local agencies responsible for the formulation of policies and implementation with respect to transportation projects. In order to ensure technical coordination, the Technical Study Committee (TSC) will be convened to provide overall direction and guidance throughout the planning process. Coordination efforts with these various agencies will include reviewing technical materials, identifying key needs and opportunities, reviewing potential solutions to transportation system needs, and providing input regarding measures necessary for successful implementation of the plan's recommendations. The TSC membership including contact information is available in Appendix A.

6.1.1 Technical Study Committee Meetings

The Technical Study Committee (TSC) will meet six times throughout the plan development period. The TSC will meet at milestones during the study as follows:

1. Kickoff Meeting (mid-August 2007)
2. Existing and Future Conditions and Model Documentation Review (late October 2007)
3. Review multimodal needs assessment (early January 2008)
4. To review a range of alternatives to address the issues and opportunities in Clayton County (late March April 2008)
5. To review draft improvement recommendations (late June 2008)
6. To review final recommendations and plan development documentation ((mid-August 2008)

6.2 Stakeholder Advisory Committee

An essential component of the planning process will be the formulation of a Stakeholder Advisory Committee (SAC) comprised of elected officials, transportation, environmental, civic, and business organizations, residents and property owners, transportation providers, environmental justice organizations, the media, and other interested groups and individuals as identified through the outreach process or as interest is shown during plan development. The SAC will meet regularly throughout the study and will be used to disseminate information about the study, such as the study fact sheet and notification of meetings related to the studies. The SAC database will build upon the existing contacts from Clayton County and the other local jurisdictions and will be used to facilitate the flow of information regarding the projects. The SAC database will be updated throughout the planning process as new stakeholders are defined. A final database will be provided to Clayton County at study completion. The SAC membership including contact information is available in Appendix B.

6.2.1 Stakeholder Interviews

Stakeholders will be selected for interview by the study team to gain information in the areas of government coordination, roadway needs, multimodal needs, and land use. They may include county elected officials, area agency staff, municipality staff and elected officials, business leaders, chambers of commerce representatives, and/or civic organization representatives.

The format for interviews will vary, depending on the availability of interviewees. Where face-to-face interviews are not feasible, other interview methods may include an email/fax back survey or telephone interviews. Interviews with key stakeholders will be conducted at the onset of the study prior to the first stakeholder meeting. Documentation will include an interview report that includes all responses to interview questions.

6.2.2 Stakeholder Meetings

The SAC will meet as one group four times during the study period. The four meetings will occur at key milestone points during the study as follows:

1. Kickoff Meeting (late August 2007)
2. To review existing and future conditions in Clayton County and to identify needs, issues, and opportunities. (mid November 2007)
3. To review a range of alternatives to address the needs, issues, and opportunities in Clayton County (mid April 2008)
4. To review draft recommendations for multimodal transportation improvements to be included in the Comprehensive Transportation Plan (early July 2008)

Stakeholder Advisory Committee Meetings will include a formal presentation and interactive activities to gain input and feedback into the plan development and recommendations prior to presenting the materials to the general public.

6.3 Public Outreach Activities

Generating public awareness and ultimately public acceptance, is critical to the success of the Clayton County Comprehensive Transportation Plan.

6.3.1 Public Outreach Meetings and Events

The study team will conduct three rounds of public outreach during the course of the study. Each round of outreach will include a meeting or activity in each of the four County Commission Districts. Some of the public outreach activities may occur as stand-alone activities; however, the team will make every effort (availability and timing permitted) to collaborate with other existing meetings and activities that the public is already engaged in throughout Clayton County. Below is a list of potential types of outreach activities that may be conducted throughout the study period. Some examples are stand-alone activities and some are in conjunction with existing events and meetings. The sample list below will expand as stakeholders express other opportunities available in the County.

- Presentations at Clayton Board of Commissioners meetings on the 1st, 2nd, and 3rd Tuesday of each month;
- Presentation or workshop at School Board meetings on the 2nd Tuesday of each month;
- Presentations at The Forest Park Business Coalition meetings on the 2nd Wednesday of each month;
- Booth or interactive activity at the Farmer's Market on a Saturday during high activity period

- Meetings during high activity periods at The Virginia Burton Recreation Center and the Carl Rhodenizer Recreation Center on Rex Road;
- Booth or a meeting at The Clayton County Natatorium on Tara Blvd during high activity periods;
- Presentations to the Clayton and Lake Spivey Rotary Clubs meetings on Wednesdays;
- Clayton County Parks and Recreation Department sponsored events;
- A booth or workshop at Villages of Ellenwood Development;
- Presentations to Neighborhood Association meetings;
- Presentation in conjunction with C-Tran public meetings;
- Presentation or booth at Chamber of Commerce sponsored events;
- Presentations to faith-based organizations that represent a large sector of Clayton County.

The three outreach rounds of activities will be conducted in each of the County Commission Districts at key milestone points during the study as follows:

1. To review existing conditions in Clayton County and to identify needs, issues, and opportunities. (mid September 2007)
2. To review future conditions and needs and to make suggestions for improvements to the system (mid January 2008)
3. To review and help select from a range of alternatives to address the needs, issues, and opportunities in Clayton County (mid May 2008)

The Public Involvement consultant will schedule and book meetings/facilities. The methodology for meetings/facilities scheduling is as follows:

- Contact study team for a range of ideal meeting dates and availability
- Check with study area municipalities to ensure no major conflicts on calendars
- Contact meeting venues to inquire about facility availability for selected dates
- Report to study team the availability of venues for selected dates; confirm meeting date & location with team
- Contact meeting venues to confirm date; complete application process
- Receive confirmation of meeting location and date in writing

6.3.2 Focus Groups

In addition to regular public outreach activities, the study team will conduct two focus groups (guided small group discussions) during early to mid December 2007 to gain focused feedback on existing and future conditions in Clayton County. Potential improvement alternatives will be discussed during the focus group as well. The information gathered during the focus group meetings will provide valuable input in the planning process as alternatives for improvement are selected for evaluation in early 2008.

One focus group will target a cross section of the general population and the second focus group will target the Hispanic population and will be conducted in Spanish. Each of the focus groups will likely be comprised of 12 to 15 people brought together in one room to engage in a guided discussion about the transportation system's deficiencies, strengths, and potential improvements. The participants for the focus groups will be selected to ensure a cross section of the community is represented. The use of focus groups early in the study process will also allow the study team to gain insight into the interests of the public and will ultimately aid in tailoring future general outreach activities.

6.3.3 Presentations to Interested Area Groups

Local groups and organizations will be contacted to identify meetings or events that can be utilized to communicate the study progress and to disseminate information about upcoming planned events. The study team will accept invitations as well as seek opportunities to appear on the agendas of regularly scheduled meetings or organized groups. A minimum of five presentations will be conducted to special interest groups desiring to learn about the planning process or the study recommendations.

7 Public Outreach Materials

Several public outreach materials will be developed to aid in informing the public and to gain public input into the planning process. A study website, informational fact sheets, newsletter articles, display advertising, and press releases will be prepared throughout the plan development process. All materials will be submitted to the Clayton County Project Manager prior to release.

7.1 Study Website

Webpage materials for the Clayton County Comprehensive Transportation Plan development will be created and maintained by the study team. This webpage will be posted to Clayton County's web site (www.co.clayton.ga.us) and other websites for organizations in the study area will be encouraged to link to the CTP webpage in order to gain more exposure. Materials from each public meeting will be made available on the site. The fact sheet, press releases, newsletter articles, and public meeting announcements will also be posted on the web site. The web site address will be displayed on all study public informational materials, including fact sheets, newsletters, comment forms, and displays. A mechanism for public comment will be included and the study team will prepare responses to all public comments within one week of receipt for review by Clayton County staff prior to issuing a response.

7.2 Fact Sheets

A plan development Fact Sheet will be produced in both hard copy and electronic formats and will be designed and disseminated so that any interested party can access and duplicate the material. Materials will convey the study purpose and incorporate information at an appropriate level of detail for the general public.

The consultant team will prepare an initial fact sheet to describe the effort and its purpose during the early stages of public outreach activities. The initial fact sheet will be disseminated among the Stakeholder Advisory Committee (SAC). The fact sheet will be updated as the study progresses and as information becomes available for distribution. The fact sheets will include the date so they can be distinguished as updates are made. The Fact Sheets will be available in English and Spanish.

7.3 Newsletters

At four key milestones (existing and future conditions, needs assessment, and recommendations) and prior to each round of public outreach activities, a newsletter will be prepared for distribution to the Stakeholder Advisory Committee and other interested parties. Persons who attended previous study public outreach activities will also receive the newsletter. The newsletter will allow the study team to keep the stakeholders and public engaged during meetings and will serve as another reminder for upcoming meetings. The newsletter will also be translated into Spanish for distribution to the Hispanic Community.

7.4 Meeting Notification and Flyers

Meeting notifications will be distributed to the study's Stakeholder Advisory Committee database before each public meeting. The SAC will be asked to post the flyer in a conspicuous place in their office building in an effort to further to reach the public prior to public meetings. A mailing of the meeting notices will also be mailed to key public locations such as libraries, apartment complexes, large employment centers, and government buildings prior to each of the three rounds of public outreach activities.

7.5 Press Releases and Print, Online, Radio, and Television Media Advertising

The study team will work with Clayton County staff on media and public relations efforts, including press releases and briefings of local media representatives at appropriate study milestones. A proactive approach to these efforts will make accurate, up-to-date information available to the public and should minimize misconceptions or misinformation. All information released to the public and media must be approved by the Clayton County Project Manager, unless otherwise specified.

Information dissemination will include press releases, paid display advertisements, and study webpage announcements. Existing publications such as Stakeholder Advisory Committee member's organizational newsletters will also be utilized to promote meetings.

7.5.1 Press Releases and Print and Online Media Advertising

Advertising for the three rounds of public outreach activities will be conducted two times prior to the date of the events. The first round of advertising will occur 10-14 days prior to the first event and the second round of advertising will occur 2-5 days prior to the first event in each round. The following print and online media will be utilized for advertising. Prior to each of the

three rounds of public outreach activities, a press release will also be prepared and submitted to all of the media listed in this section.

Clayton News Daily

Contact:

Monica Allen
138 Church Street
P.O. Box 368
Jonesboro, GA 30237
Phone: 770-478-5753 x234
Fax: 770-473-9032
mallen@news-daily.com

Publish Date	Advertising and Payment Deadline	Rate
Monday	Friday noon	1/4 page - \$387 per run; 1/8 page - \$192 per run
Tuesday	Friday noon	1/4 page - \$387 per run; 1/8 page - \$192 per run
Wednesday	Monday noon	1/4 page - \$503.10 per run; 1/8 page - \$249.60 per run
Thursday	Tuesday noon	1/4 page - \$387 per run; 1/8 page - \$192 per run
Friday	Wednesday noon	1/4 page - \$387 per run; 1/8 page - \$192 per run

Atlanta Latino Newspaper

Contact:

Jane Lamas
770-416-7570
www.atlantalatino.com

Publish Date	Advertising and Payment Deadline	Rate
Thursday	Friday prior	1/8 page - \$212.16 per run (price includes 20% non-profit discount)

Georgia Latino News

www.galatinonews.com

Mundo Hispanico

Contact:

Betty

405-982-5829 or 678-378-8361

www.mundohispanico.com

Publish Date	Advertising and Payment Deadline	Rate
Thursday Core Paper	Thursday one week prior for reservation of space; Monday 5 pm for materials	1/8 page - \$159.91 per run; 1/4 page \$319.82 (prices includes 25% non- profit discount)

La Vision Newspaper

Contact:

Miguel Nagi

404-542-8182

www.lavisionnewspaper.com

Publish Date	Advertising and Payment Deadline	Rate
Friday	Wednesday 7 pm	1/8 page - \$125 1/4 page \$250

7.5.2 Television Advertising

TV 23

TV 23 is the Clayton County access channel that will be utilized to advertise upcoming public outreach events. Advertisements can run up to one month ahead to the scheduled event. The Public Involvement consultant will prepare materials for inclusion on TV 23 and will submit them to Jeff Metarko for submittal to TV 23. These materials will be submitted to Farrar Wood at farrar.wood@co.clayton.ga.us by Jeff Metarko to ensure County approval of items being posted.

WUVG-TV Univision 34 Atlanta

The free community service board will be used to advertise upcoming public outreach activities throughout the study.

7.5.3 Radio Advertising

Advertising on local radio stations will also be utilized to promote upcoming public outreach activities throughout the study.

8 Public Involvement Advisory Group (PAIG) Coordination

Due to the high volume of public outreach activity in the Atlanta Metropolitan region, the Atlanta Regional Commission (ARC) has formed a Public Involvement Advisory Group (PAIG) to ensure that public outreach activities do not conflict, and that they coordinate, when possible. The study team will provide ARC with a calendar of public outreach activities a month before scheduling each outreach activity for PAIG review. The information will be submitted to:

Judith B. Dovers, Manager
Comprehensive Planning Community Outreach
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
Voice: 404-463-3272, Fax: 404-463-3254
jdovers@atlantaregional.com

9 Process Documentation

Comprehensive documentation and accurate interpretation and analysis of findings are essential to the successful implementation of the Clayton County Comprehensive Transportation Plan Stakeholder and Public Involvement Plan. Documenting all aspects of the public involvement process will help Clayton County to maintain continuity in decision-making.

The public involvement process deliverables include the following:

- Stakeholder and Public Involvement Plan
- Stakeholder and Public Meeting Summaries and evaluation

- Stakeholder Interview Reports
- Public Comment Summary & Response
- Fact Sheets
- Press Releases
- Study Website Content
- Summary of Media Advertising
- Public Meeting Materials and Documentation
- Final Public Involvement Plan Evaluation

Public Comments

Any comments received from the public by Clayton County staff should be forwarded by mail, e-mail, or fax to:

Mary P. Huffstetler
MPH and Associates, Inc.
218 Pebblebrook Lane
Macon, GA 31220
Phone: (478)-477-3688
Fax: (478) 477-7332
e-mail: mary.hufstetler@bellsouth.net

All comments will be addressed within one week and will be submitted to the Clayton County Project Manager for review before a response is issued.

The public comments received during the plan development process will be documented and provided to the study team, Technical Study Committee, and Stakeholder Advisory Committee to ensure that each group is aware of the feedback gained from the public during the planning process. The study team will utilize all comments as input into the plan development process. Public comments from previous outreach activities will be summarized and available at the following round of public outreach activities and on the study webpage. All public comments will be recorded in a comprehensive document as an appendix to the plan.

10 Anticipated Plan Development Schedule

The Clayton County Comprehensive Transportation Plan development is a 15-month process that began in June 2007 and is anticipated to conclude in August 2008. A schedule of public involvement activities relative to the technical tasks of the study is included Appendix C (all dates are tentative and subject to change based on the progress of the study).

11 Public Involvement Plan Evaluation

Evaluation of the effectiveness of public involvement efforts is a key aspect of developing a public involvement plan. Spurred by federal interest, regional planning organizations and other agencies have started evaluating all public involvement efforts in order to determine which public involvement tools are effective for specific uses and under what circumstances they are not. Evaluation measures are also important in documenting the level of public involvement achieved. Table 9-1 outlines the major tasks and key performance measures.

The following information will be collected throughout the planning process in an effort to provide the necessary information to Clayton County staff to evaluate the effectiveness of public involvement activities throughout the process.

Table 11.1 Public Involvement Plan Performance Measures

Technique	Performance Measures
Stakeholder and Public Involvement Plan	Successful implementation of strategies and techniques Participant feedback Comprehensiveness of the identification of stakeholders
Stakeholder Advisory Committee	Number of members and percentage that attend meetings Number of outreach mailings
Stakeholder Interviews	Number of interviews completed Variety in stakeholders contacted Benefit of information gathered
Technical Study Committee	Number of meetings Attendance of Committee members Inclusion of information/guidance provided
Public Outreach Activities	Number of attendees Number of comments received Types of comments received Participant Feedback
Media Partnerships	Amount of media coverage Accurate information was delivered to citizens Accessibility of public to the variety of media outlets
Fact Sheets	Number of fact sheets distributed Reader feedback Number of avenues used to reach the public
Study Website	Number of visitors to the site Number of comments received Types of comments received
Meeting Notification & Flyers	Number of notifications/flyers distributed

	Timeliness of distribution Variety in posting locations Notification/flyers are translated as needed Number of avenues used to reach the public
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Based on plan performance, existing communication and outreach techniques will be modified and new techniques will be added to ensure plan success. In order to evaluate the effectiveness of the outreach efforts, a debriefing will be held with the team after each meeting and input will be solicited from appropriate Clayton County staff regarding the meeting outcomes. A brief summary of each meeting will also be developed. An overview of the success of the public involvement program will be presented in the final public involvement report, in addition to supporting documentation.

Evaluation surveys will be provided at each of the public outreach activities to gather input regarding the quality of each activity (an example of the evaluation form is included in Appendix C). Evaluation surveys will also be available for download via the study website. These surveys will ask participants to evaluate the Stakeholder and Public Involvement Plan and will ask for feedback on how to better reach the community. This is an internal tool used to measure the effectiveness of the public involvement activities and will be separate from the comment sheets which will ask for public input on the plan development.

Appendices

- A: Technical Study Committee List
- B: Stakeholder Advisory Committee List
- C: Study Schedule
- D: Public Outreach Evaluation Form

Appendix A: Technical Study Committee List

Last	First	Title	Organization
Keyes	Laura	Principal Planner	Atlanta Regional Commission
Johnston	Bill	City Planner	City of College Park
Myers	Jackson	Traffic Engineer	City of College Park
Pearson	Stephen	Director	City of Forest Park Planning & Zoning
Tuttle	Mike	Building Inspector	City of Forest Park Planning & Zoning
Whitley	Mark	City Engineer	City of Lovejoy
Bean	Joyce	Planning and Zoning Director	City of Morrow
Eady	Jeffrey	Public Works Director	City of Morrow
Manning	Doug	Community Development and Public Works Director	City of Riverdale
Spell	Dervin	Planner	Clayton County Planning and Zoning
Ramsey	Beverly	Long Range Planner	Clayton County Planning and Zoning
Hood	Donnie	Community Development Director	Clayton County Community Development
Hardy	Paul	Chief Building Inspector	Clayton County Community Development
Legvold	Terry	SPLOST Program Manager	Clayton County SPLOST Program
Rholing	Keith	Traffic Engineer Project Manager	Clayton County SPLOST Program
Adams	Andrew	Deputy Director	Clayton County Transportation & Development
Metarko	Jeff	County Traffic Engineer	Clayton County Transportation & Development
Patterson	Wayne	Director	Clayton County Transportation & Development
Bray	Richard	Public Transit Coordinator	C-Tran Public Transit System
Crabtree	Ted	District Seven Planning and Programming Engineer	Georgia DOT
Walker	Steve	Planner	Georgia DOT
Kish	Steve	Transit Program Manager	Georgia DOT, Intermodal
VanDyke	Cindy	Assistant State Transportation Planning Administration	Georgia DOT, Planning
Cassell	David	Senior Planner	Georgia Regional Transportation Authority
Parker	Jeffrey	Senior Director of Transportation	MARTA
Gippert	Mike	Public Works Director	City of Forest Park
Nettleton	Joe	Public Works Director	City of Jonesboro

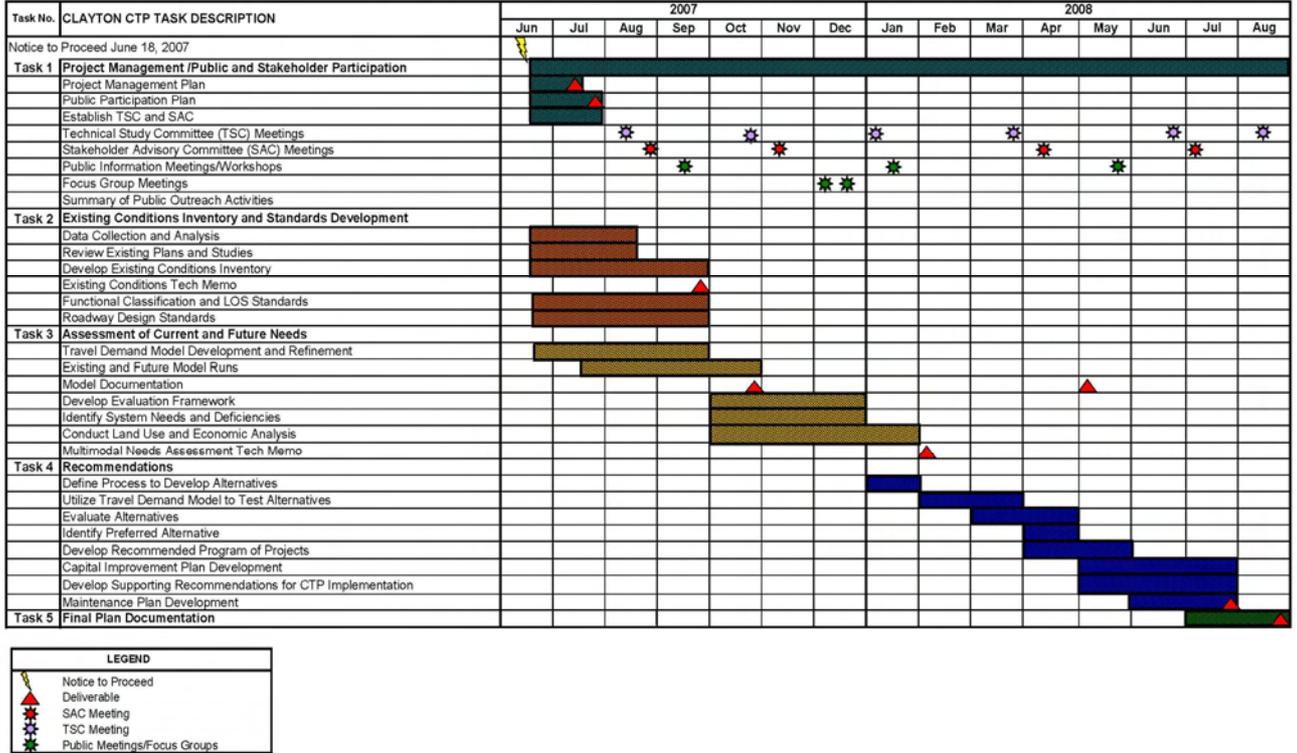
Appendix B: Stakeholder Advisory Committee List

Perspective	Last Name	First Name	Title	Organization
Faith Based Organization	Jury	David	Youth Pastor	Apolistic Tabernacle
Business/Commerce	Razdan	Subash	President	Asian American Chamber of Commerce
Minority	Jee	Connie	Executive Director	Asian American Resource Center
Bicycle	Hoffarth	Dennis	Executive Director	Atlanta Bicycle Campaign
Minority	Kim	Chaiwon	Executive Director	Center for Pan Asian Community Services
Leadership	Longino	Jack P.	Mayor	City of College Park
Leadership	Deyton	Corine	Mayor	City of Forest Park
City	Parker	John	City Manager	City of Forest Park
Leadership	Day	Joy	Mayor	City of Jonesboro
City	Garr	Gerald	City Manager	City of Lake City
Leadership	Oswalt	Willie	Mayor	City of Lake City
Leadership	Murphy	Joseph L.	Mayor	City of Lovejoy
City	Lampl	John	City Manager	City of Morrow
Leadership	Millirons	Jim	Mayor	City of Morrow
Leadership	Graham	Phaedra	Mayor	City of Riverdale
City	Jessie	Iris	City Manager	City of Riverdale
Economic Development	Roberts	Robin	Director, Economic Development	Clayton County
Senior Services	Hall	Brenda	Program Manager	Clayton County Aging Program
Leadership	Bell	Eldrin	Chairman	Clayton County Board of Commissioners
Leadership	Edmondson	Michael	Commissioner District 4	Clayton County Board of Commissioners
Leadership	Gray	Virginia	Commissioner District 2	Clayton County Board of Commissioners
Leadership	Ralph	Wole	Commissioner District 3	Clayton County Board of Commissioners
Leadership	Singleton	Sonna	Commissioner District 1	Clayton County Board of Commissioners
Business/Commerce	Will	Pat	Membership Consultant	Clayton County Chamber of Commerce
Business/Commerce	Duncan	Patrick	Director	Clayton County Convention & Visitors Bureau
Safety	Cohilas	Alex	Fire Chief	Clayton County Fire Department
Recreation	Stanford	Detrick	Director	Clayton County Parks and Recreation
Safety	Turner	Jeffrey	Police Chief	Clayton County Police Department
Student Transportation	Gloria	Duncan	Interim Superintendent	Clayton County Public Schools
Senior Services	Weber	Anne		Clayton County Senior Advisory Council
Homeowners	Baldwin	Synamon	President	Clayton County Wide Homeowners Associaton
University	Harden	Thomas	President	Clayton State University
Business/Commerce	Arnau	Remedios Gomez	Consulate General	Consultate General of Mexico

Federal	Morton	Jonathan	Environmental Specialist	Environmental Protection Division
Business/Commerce	Gonzalez	Sarah	President & CEO	Georgia Hispanic Chamber of Commerce
Airport	Lamar	Shelley		Hartsfield-Jackson International Airport
Airport	Sherwood	Ron		Hartsfield-Jackson International Airport
State Leadership	Abdul-Salaam	Roberta	District 74 Representative	House of Representatives
State Leadership	Jordan	Darryl	District 77 Representative	House of Representatives
Environmental/Aesthetics	Yongue	Edie	Director	Keep Clayton County Beautiful
Minority	Hoyos	Patricia	HR Director	Latin American Association
Growth/Development	Maximuk	John	Program Director	Livable Communities Coalition
Commerce/Real Estate	Raymer	Ann	Executive Vice President	Metro South Association of Realtors
Business/Commerce	Gasiba	Beatriz	President	Mexican American Business Chamber
Faith Based Organization	Riley	Harry	Chairman	Ministerial Alliance of Clayton County
Minority	Matthews	Dexter	President	NAACP - Clayton
Development	Morton	Hugh	Developer	Peachtree Homes
Development	Oliver	Max	Developer	Realty Development Partners
Major Employer/Activity Center	Bonn	Ed	President/CEO	Southern Regional Medical Center
Major Employer/Activity Center	Crissey	James	VP of Facilities and Support Services	Southern Regional Medical Center
Business/Commerce	Pritchett	Judy	General Manager	Southlake Mall
Transit	Belser	Deryl	Chairman	Transit Advisory Board

Appendix C: Study Schedule

Clayton County Comprehensive Transportation Plan Project Schedule



Appendix D: Public Outreach Evaluation Form

Let Us Know What You Think!

We don't want miss to an opportunity to hear your opinion! Please take a few minutes to let us know any last thoughts, and how our public involvement efforts are working for you.

Public Involvement Process

- 1) How would you rate this event overall?
 Very Good Good Average Poor Very Poor

- 2) Are the presentations and display boards informative and easy to understand? If not, please explain.

- 3) Has project staff been helpful in answering your questions? If not, please explain.

- 4) What did you like most about the event?

- 5) In what areas do you feel the event could have been improved?

- 6) What do you think this project is trying to accomplish? Do you agree?

- 7) Regarding what you have learned, how would you rate the following statements?
(1 = strongly agree, 2 = agree, 3 = neither agree nor disagree, 4 = disagree, 5 = strongly disagree)

 ___ I learned new information.

 ___ I was given an opportunity to provide input.

- 8) How did you find out about today/tonight's meeting?

- 9) Please provide any additional comments on any aspect of the Clayton County Comprehensive Transportation Plan development below.

<p>Please provide your contact information if you would like to be added to the project mailing list. Name:</p>			
<p>Address:</p>	Street:		
	City:	State:	Zip:
<p>Phone:</p>		Email:	