

Public Involvement Plan

Durham-Orange Light Rail Transit Project

The NEPA Preferred Alternative for the D-O LRT Project would generally follow NC 54, I-40, US 15-501, and the North Carolina Railroad (NCRR) Corridor in downtown Durham and east Durham. The alignment would begin at UNC Hospitals, parallel Fordham Boulevard, proceed east on NC 54, travel north on I-40, parallel US 15-501 before it turns east toward the Duke University campus along Erwin Road, and then follow the NCRR Corridor parallel to NC 147 through downtown Durham, before reaching its eastern terminus near Alston Avenue. The alignment would consist of at-grade alignment, fill and cut sections, and elevated structures. In two sections of the alignment, Little Creek and New Hope Creek, multiple Light Rail Alternatives are evaluated in the DEIS.

This technical report contains information for all alternatives analyzed in the DEIS. However, pursuant to MAP 21, the Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), a NEPA Preferred Alternative has been developed, which recommends C2A in the Little Creek section of the alignment, NHC 2 in the New Hope Creek section of the alignment, the Trent/Flowers Drive station, and the Farrington Road Rail Operations and Maintenance Facility.

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EXECUTIVE SUMMARY

ES 1. PROJECT BACKGROUND

Over the last two decades, the Triangle area has experienced explosive growth and consistently attracts new residents to the region. The Triangle currently has a population of approximately 1.5 million residents and is expected to reach 2.5 million by 2030. This growth will nearly double the current number of residents in Raleigh, Durham, Cary, and Chapel Hill.

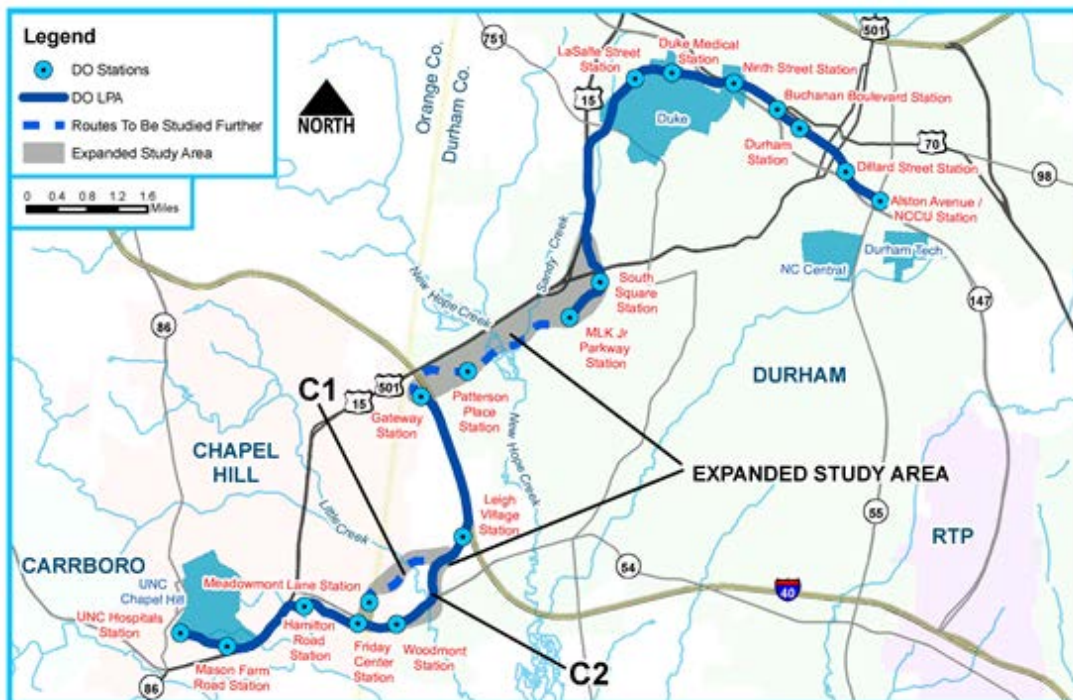
In order to address the mobility demands of these additional residents, it is critical to improve the local transportation system, including improvements to both the roadway and transit networks. Doing so will help maintain the high quality of life that Triangle residents currently enjoy and will serve as a major factor in attracting new industry, jobs, and residents.

With these improvements in mind, the region has undertaken a series of steps over the last 15 years with the goal of creating a regional transit network to address the region’s transportation needs – needs that include a fixed guideway system and significant expansion to the regional busway network.

ES 2. PROJECT DESCRIPTION

The Durham-Orange Light Rail Transit (D-O LRT) Project corridor begins in Chapel Hill at the University of North Carolina (UNC) Hospitals, generally follows NC 54, I-40, and the North Carolina Railroad corridor, serves major activity centers, and ends at a proposed station known as Alston Avenue/North Carolina Central University (NCCU). On February 8, 2012, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO) Transportation Advisory Committee (TAC) unanimously adopted the LRT as the Locally Preferred Alternative (LPA) which is referred to as the D-O LRT.

Figure ES- 1 LPA Map



ES 3. PUBLIC INVOLVEMENT EFFORT

To ensure the success of the planning of the D-O LRT Project, it is vital to establish and implement a broad-reaching Public Involvement Plan (PIP). As with proven transit-plan, public-involvement efforts around the nation, the PIP for this project outlines all public involvement efforts, incorporates the reliance upon continued collaboration with the identified stakeholders, identifies specific tools and techniques that will be used to engage impacted communities, and designates opportunities for education and feedback.

The overarching goal of the PIP for the D-O LRT is twofold: 1) to create a living document that outlines specific public involvement techniques designed to engage and educate stakeholders in the D-O LRT corridor; and 2) provide a platform for the cooperation and collaboration of committees, stakeholders, and agencies during the project planning process.

This PIP has put forth the following objectives in order to ensure a successful implementation throughout the life of the program:

- Collaboration - Enhance trust and promote lasting relationships with businesses, residents, agencies, government officials and other stakeholders.
- Education - Enhance awareness and understanding of the project to enable informed involvement and meaningful participation.
- Inclusion - Engage stakeholders representing a full range of interests, values, and opinions.
- Transparency - Provide information in a clear, open, and timely manner.
- Accountability - Be visible and accessible to the public and other project stakeholders. Review, document, and incorporate stakeholder input.
- Responsiveness - Respond to public inquiries in a timely manner.
- The Triangle Regional Transit Program will involve and engage the public during every step of the planning process. However, public involvement activities will be specifically coordinated in conjunction with key project development milestones during the development of the Environmental Impact Statement (EIS). The team will work with project stakeholders to develop objectives and measures of effectiveness in order to provide tangible targets for success. These targets will be used to ensure the PIP goals are being met and to determine which strategies are most effective.

ES 4. PREFACE

This plan outlines the public involvement process, its reliance upon continued collaboration with the corridor's stakeholders, and the specific tools and techniques that will be used to engage stakeholders and the public. It describes how public comment and input in the project development process will be documented and considered in the decision-making process.

The study area contains two municipalities, three universities, and a collection of individual neighborhoods, each with a unique relationship to the proposed D-O LRT project. This plan seeks to identify public involvement opportunities to specifically address these stakeholders and create a base of understanding and support for public engagement.

The D-O LRT Public Involvement Plan provides a guiding framework for outreach strategies for the corridor study area, as well as the unique attributes and populations of each of the communities within

the corridor area. This PIP describes specific strategies, tools and techniques that best fit the corridor characteristics. The plan has been crafted with sensitivity for the unique nature of each community.

An objective of the PIP and the proposed process is continued collaboration and education and feedback in the public involvement process. Every effort has been made to capture and address the characteristics of public involvement strategies for the D-O LRT Project study area. The plan will be updated as needed to reflect changes in the project development process, milestone accomplishment, and current opportunities and challenges related to community engagement.

ES 5. SCHEDULE

The schedule for public involvement activities and milestones reflects regular efforts to engage the public and a continuous campaign to inform the public of project updates. In addition small group meetings will be scheduled, as well as meetings to engage vulnerable populations that may potentially be affected in the project study area. The schedule will be updated as meeting times and locations are determined.

1. PUBLIC INVOLVEMENT REQUIREMENTS

This Public Involvement Plan (PIP) outlines public involvement considerations and procedures to be used for the Durham-Orange (D-O) Light Rail Transit (LRT) Project in accordance with federal requirements, as outlined by the Federal Transit Administration (FTA) and other applicable agencies. These requirements are outlined below.

In accordance with 23 CFR 450.212 and 49 CFR Part 613 regulations, this document will be used during the project development process to provide a strategy for communicating the decision-making process between the general public, resource agencies, and local, state, and federal government officials. These regulations stipulate that public participation processes must provide the following:

- Early and continuous opportunities for participation
- Public workshops and meetings at convenient and accessible locations and times
- Timely information on transportation issues, processes, and procedures
- Reasonable access to technical and policy information
- Electronically accessible and available public information via the Internet
- Adequate notice for participation opportunities at key decision points
- Methods for considering and responding to public input
- A course of action for seeking out and considering the needs of traditionally underserved groups
- Periodic review and evaluation of the participation process

The Americans with Disabilities Act of 1990 (ADA) states that “no qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity.” Sites for participation activities, as well as the information presented, must be accessible to persons with disabilities. ADA requires specific participation such as the following:

- Accessible formats and facilities
- Web site accessibility
- The development of contacts, mailing lists and other means of outreach notification
- Consultation with disabled individuals
- The opportunity for public comment
- Public hearings
- Summaries of significant issues raised during the public comment period
- Ongoing efforts to involve persons with disabilities in planning

Title VI of the *Civil Rights Act of 1964*, together with related statutes and regulations, provide that “no person shall on the ground of race, color, and national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal funds. The entire institution, whether educational, private, or governmental must comply with Title VI and related federal civil rights laws, not just the program or activity receiving federal funds.” Executive orders regarding environmental justice and outreach to persons with limited English proficiency (LEP) are also regulated under Title VI of the Civil Rights Act.

Executive Order 12898, *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations*, 1994, states that “each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and

adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations.” Traditionally underserved groups such as low-income and minority populations must be identified and given increased opportunity for involvement in order to ensure effective participation.

Executive Order 13166, *Improving Access to Services for Persons with Limited English Proficiency*, 2000, requires that recipients of federal financial aid must ensure that the programs and activities normally provided in English are accessible to persons with LEP.

2. OVERVIEW OF OUR TRANSIT FUTURE PLANNING EFFORT AND THE D-O LIGHT RAIL TRANSIT PROJECT

2.1 Program Background

Despite the recent challenging economic times impacting the nation, the Triangle area of North Carolina is continuing to experience explosive growth and new residents. Currently, the Triangle has a population of about 1.5 million residents, and it is expected to reach 2.5 million by 2030.

As the population increases, so will infrastructure and mobility demands of the area; therefore, it is imperative that the local transportation system be improved to meet residents' needs – including roadways and transit networks. Because the area's high quality of life entices those relocating to the Triangle, an improved transportation system in the area will help maintain that quality, thereby continuing to attract new industry, jobs, and residents.

Travel between the City of Durham and Town of Chapel Hill is becoming increasingly difficult as more people move to the Research Triangle Park region (RTP). The high growth rates are projected to continue over the next twenty years, along with increasing traffic congestion and decreasing reliability of the transportation system.

Approximately 15 years ago, local leaders and transportation planners began studying the need for predictable and dependable alternatives to the congested corridor between Durham and Chapel Hill, two of the Triangle's prominent municipalities. The 1998-2001 US 15-501 Major Investment Study (MIS) was completed and a transit corridor was adopted and continues to be protected and preserved for transit use. In March 2010, a Transitional Analysis was completed that analyzed rail transit corridors identified in the 2035 Long Range Transportation Plan (LRTP) to determine the most appropriate initial major investment. As a result, the Durham-Orange (D-O) corridor was identified as a priority transit corridor to be evaluated in further detail through the Alternatives Analysis, the first step in the FTA Project Planning and Development process.

An Alternative Analysis (AA) was completed in February 2012 for the D-O corridor. The analysis evaluated alternative transit technologies and alignments that met the identified transit needs of the corridor. The AA defined the alternatives that will be evaluated in an Environmental Impact Statement (EIS) to be prepared in accordance with the National Environmental Policy Act (NEPA). In accordance with this guidance, the alternatives evaluated in the AA for the D-O corridor included No-Build, Transportation System Management (TSM), and Build Alternatives along with various alignments and transit technologies such as Bus Rapid Transit (BRT) and Light Rail Transit (LRT). The AA concluded with project stakeholders selecting a Locally Preferred Alternative (LPA), which defined the locally preferred transit vehicle technology, the general route, and termini of the proposed transit project. Potential station locations were also identified during the AA process.

2.2 Project History

As a next step to analyzing the future of regional rail in the Triangle, a partnership between Triangle Transit (formerly Triangle Transit Authority or TTA), Capital Area Metropolitan Planning Organization (CAMPO), Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO), North Carolina Department of Transportation's Public Transportation (NCDOT) Division, and Triangle J Council of Governments (TJCOG) jointly conducted The Transit Blueprint Technical Analysis Project. This 2007

effort was a collaborative effort between agencies to provide the technical basis for analyzing both future transit corridors and the planned or potential transit infrastructure investment within those corridors. The results of the Blueprint analysis have been used to set priorities for major transit investments based on land use, travel market, and cost characteristics.

The Special Transit Advisory Commission (STAC), which met between May 2007 and April 2008, was a broad-based citizen group with 38 members from across the Research Triangle Region. The STAC was appointed by CAMPO and DCHC to assist in the joint development of a plan for a regional transit system and to craft recommendations for the transit component of their respective Long Range Transportation Plans (LRTPs), with a focus on major transit investments. The Commission presented its final report to the metropolitan planning organizations (MPO) at a joint meeting on May 21, 2008.

In 2009, the region's two MPOs, CAMPO and DCHC, completed work on the 2035 long range transportation plans (LRTP). The formation of the Triangle Regional Transit Program (TRTP) in 2010 was to focus on regional transit solutions in accordance with the 2035 LRTP. An Alternative Analysis (AA) was completed in February 2012 for three corridors including the D-O Corridor. The analysis evaluated alternative transit technologies and alignments that met the identified transit needs of the corridor.

The AA defined the alternatives that will be evaluated in an Environmental Impact Statement (EIS) to be prepared in accordance with the National Environmental Policy Act (NEPA). With FTA guidance, the alternatives evaluated in the AA for the D-O Corridor included No-Build, Transportation System Management (TSM), and Build Alternatives along with various alignments and transit technologies such as Bus Rapid Transit (BRT) and LRT. The AA concluded with project stakeholders selecting a Locally Preferred Alternative (LPA), which defined the LPA as a 17-mile LRT alignment between UNC Hospitals in Chapel Hill and Alston Avenue / North Carolina Central University (NCCU) in East Durham. Potential station locations were also identified during the AA process.

2.3 Public Involvement History

The AA public involvement effort consisted of broad input from stakeholders and the general public through a multi-faceted outreach program. The AA process included 19 public workshops, targeted communication with traditionally underserved groups, a Public Involvement Steering Committee, coordination with the two local MPOs and elected officials, and convening of working groups as necessary to review project alternatives. Outreach efforts also included a project website (www.ourtransitfuture.com), a project hotline for telephone calls, a postal service mailing address, interior bus ads, news stories, a dedicated e-mail account, and social media outlets.

The comprehensive process yielded more than 1,100 public workshop attendees, several additional meetings with regional stakeholders, and receipt of over 500 comments through the various means of communication available. The website received more than 1.8 million hits and 500,000 page views in a two-year period with increased web traffic during public comment period. Web statistics also showed that the most frequently downloaded file was the Durham-Orange Corridor map.

Project scoping was conducted after adoption of the LPA. The purpose of the scoping process was to provide an opportunity for the public and agencies to comment on and provide input to the D-O Corridor EIS as it is initiated. A Notice of Intent (NOI) was published in the Federal Register on April 3, 2012 to initiate the D-O Corridor EIS. This effort built upon the planning and public outreach activities previously conducted as they relate to development of goals and objectives, screening of alternatives, and evaluation of impacts.

The environmental scoping process provided the public, their elected officials, and interested government agencies with information about the LPA in order to assist in shaping the course and direction of the environmental review process and ultimately the project which will be implemented. The following four formal scoping meetings were held in May of 2012:

- Regulatory Agency Meeting, May 2, 2012
- Public Meeting #1: Chapel Hill, May 2, 2012
- Elected Officials and Partners Meeting, May 3, 2012
- Public Meeting #2: Durham, May 3, 2012

The Comment Period on scoping for the D-O LRT Project concluded on June 18, 2012. A Regulatory Agency Scoping Summary Meeting was held in August 12, 2012 where all of the input received during the scoping process was reviewed with the regulatory agencies.

The purpose of the scoping process was to inform the public and governmental review agencies that the FTA (as the federal project sponsor) and Triangle Transit (as the local project sponsor) would be preparing an EIS for this project; to present information about the project, and to formally request input from these groups on the alternatives under consideration and the impacts to be evaluated. The Scoping Report (September 2012), which documents the scoping process, can be found on the project website, www.ourtransitfuture.com.

3. PUBLIC INVOLVEMENT PLAN

The D-O LRT's PIP is intended to be a living, iterative document. Throughout the project, this plan will be refined to meet the needs of stakeholders and the major milestones in the planning and project development process. This PIP will be synchronized with the Agency Coordination Plan, which serves as a framework for regular communication between the FTA, Triangle Transit, and participating agencies involved in the environmental review process. Both the PIP and the Coordination Plan are dynamic documents that are subject to change over the life of the project planning process. If new issues, constraints, interested parties, etc. become known during the environmental review process, both of these documents will be revised and updated to reflect such changes and will become final with the Record of Decision (ROD).

This proactive, comprehensive and ongoing PIP will engage the public and offer opportunities for meaningful participation during the planning and environmental review process. The primary goal is to foster a public involvement process throughout the Project Development Phase of the D-O LRT Project.

The PIP provides a framework for conducting public involvement and includes tools and techniques to inform and engage the public, identify and address issues, collaborate on project planning and development, and obtain and document public input and feedback

3.1 Public Involvement Early Preparation

Early public involvement planning and development activities were conducted to set the stage for the overall vision, goals, objectives, strategies, and other components presented in this plan. Prior to the first series of public workshops and small group meetings, the Public Involvement Team will conduct the following activities:

- Develop key messages, frequently asked questions and other program materials.
- Continue the Stakeholder Identification Process.
- Update social media tools, techniques and process for updates.
- Contribute to press releases to announce the project, public meetings, and other developments.
- Develop a PowerPoint presentation for use in briefings and small group meetings.
- Assist in formation and establishment of Advisory Committees and their organization
- Refine and implement strategies to engage low-income, minority and limited English proficiency communities.
- Re-new the project hotline, refine e-mail and mailing lists and develop the comment database.

Facilitation plans, work plans, and event-specific communications plans will be developed to outline the purpose, strategy, implementation schedule, target audiences, and evaluation measures for each key public involvement effort.

3.2 Public Involvement Program Roles and Responsibilities

A variety of groups and organizations will play a role in the development and implementation of the public involvement program.

3.2.1 Triangle Transit

Triangle Transit is the lead local agency for the proposed project and will serve as the Project Sponsor, managing the planning process and implementation of the project's public involvement program.

Specifically, Triangle Transit will continue its effort of engaging local stakeholders, convening and facilitating the project Steering Committee process, and managing agency communications, public relations and governmental/legislative activities. In addition, Triangle Transit management and technical staff will provide oversight of the Public Involvement Program as it relates to the Project Development Process.

3.2.2 Federal Transit Administration

The FTA will provide funding and oversight for this project and will serve as the Lead Federal Agency. As reaffirmed by MAP-21, Section 6002 of the *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)* created a new Section 139 of Title 23 of U.S.C. mandating, among other requirements, that the Lead Federal Agency establish a plan for coordinating public and agency participation during the environmental review process. The process established in the plan will ensure the requirements of the NEPA and Section 404 of the Clean Water Act can be satisfied as part of a single process.

3.2.3 Steering and Advisory Committees

As identified and described in the D-O Project Management Plan several steering and advisory committees will be assembled to lead and guide the project during the project development process and beyond. Project public involvement activities will be periodically reported to project steering committees. Efforts of the various project advisory committees will be used to inform the public involvement process.

3.3 Agency Coordination

Triangle Transit established a Coordination Plan (September 2012) for the D-O Light Rail Transit Project. The purpose of the plan is to provide a framework for early and on-going coordination with interested agencies and to facilitate permitting and construction for the long-term. Stakeholder / Partner Identification

A diverse array of citizens, organizations and groups will have a vested interest in providing support as well as in the development of the D-O LRT Project. In addition, there are a number of citizen organizations and groups that will be affected by the project.

The following is an initial list of project stakeholders. Specific stakeholders will be identified in this PIP and they will continue to be identified throughout the project development process. Additional public stakeholders will be identified by various methods including county tax map information, contacts with local businesses, contacts with community organizations and groups, and field reviews of the project area.

3.3.1 Local and Regional Governments and Councils

- Town of Chapel Hill
- City of Durham
- Orange County
- Durham County
- Local housing authorities
- DCHCMPO

3.3.2 Cultural Interests

- Historic preservationists
- Places of worship
- Local cultural centers and organizations

3.3.3 Recreational Interests

- Local sporting teams (Durham Bulls)

3.3.4 Transportation Agencies and Interest Groups

- Amtrak
- Carolina Association for Passenger Trains (CAPT)
- CSX Rail
- Norfolk Southern
- Rail only advocates
- Opponents of transit
- National transit experts
- NCDOT
- North Carolina Railroad Company
- Local transit agencies (Chapel Hill Transit, Durham Area Transit Agency [DATA])
- Transit trade publications
- Bicycle enthusiasts
- Transportation-planning outreach groups (Regional Transit Authority (RTA), NC Go)
- Transportation-planning professional organizations (American Council of Engineering Companies [ACEC], American Society for Healthcare Engineering [ASHE], Professional Educators of North Carolina [PENC], Women in Transportation Seminar [WTS])

3.3.5 Transportation System Users

- Commuters
- Local emergency services providers
- Transit users

3.3.6 Interest Groups and Institutions

- Residents
- Persons with disabilities
- Transit-dependent Populations
- Department of Social Services (DSS) clients
- Elderly citizens
- Homeowners
- Homeowners associations
- Minority groups and communities
- Low-income populations
- Environmental interest groups
- Non-English speaking/LEP populations
- Youth and young adult populations
- Environmental groups including Sierra Club and New Hope Creek Corridor Advisory Committee

3.3.7 Business and Economic Development Interest Groups

- Business associations
- Business owners
- Chambers of commerce
- Land owners
- Local developers
- Local entertainment venues (performing arts centers)
- North Carolina Board of Realtors
- Visitor and convention bureaus

3.3.8 Community Organizations

- Non-profit groups
- Community centers
- Boys and Girls Clubs
- YMCA
- Community service organizations

3.3.9 Schools, Universities & Community Colleges

- Area colleges and universities (UNC-Chapel Hill, Duke, NCCU, and Durham Tech Community College)
- Local school districts

3.3.10 General Public

The public will be engaged at key milestones of the Project Development planning process in order to facilitate an adequate understanding of the project, the DEIS project process, project alternatives and impacts, and opportunities for public involvement. Through participation in a series of public workshops, the public, at a minimum, will be asked to provide input regarding project purpose and need, alternatives, DEIS Studies, and Station Area Planning.

Triangle Transit understands the importance of involving and engaging the public during project development. Triangle Transit's commitment to openness, transparency, accountability and responsiveness will serve as the foundation for this PIP.

The following goals, objectives, and strategies provide a framework for engaging the public in the D-O LRT Project. For the purposes of this document, "goal" refers to the ultimate purpose of the plan, "objectives" are components of the goal and "strategies" are the recommended tools and techniques planned to meet each objective. Measures of Effectiveness, outlines how each of the strategies described below will be evaluated using specific and measurable criteria.

3.4 Public Involvement Tools and Techniques

A variety of tools and techniques will be utilized to involve the public in the project development phase of the D-O LRT Project. A matrix of potential tools and techniques for the Regional Transit Program is available at the end of this plan. As public outreach activities use tools which are designed to reach the full spectrum of stakeholders in the project vicinity, a number of tools/techniques will be further refined.

3.4.1 Public Workshops

Triangle Transit has decided to characterize the public meetings as public workshops. The project team will host public workshops for each corridor project. The public workshops will provide an opportunity for the public to obtain information, make comments, and speak directly with project team members. Visualization tools (including informational boards and presentations) and handouts will be used to provide information on various topics, and project representatives and technical specialists will be available to explain project elements and answer questions.

Various advisory committees may be consulted to review content for and to promote the public workshops.

Participants will be encouraged to provide feedback about the project by completing comment cards or by submitting comments via e-mail or mail after the meetings. The project team will develop a public comment summary for posting to the project Web site following the workshops.

The public workshops will be scheduled at times and locations that support maximum involvement. Translation and interpretive services will be provided, as appropriate. All public workshop materials will be posted on the project Web site after the event.

3.4.2 Small Group Meetings

The project team will initiate or respond to requests for community briefings as a proactive way to extend the reach of the public outreach efforts. The project team will hold a meeting or host a speaker at a regularly scheduled meeting with professional organizations, neighborhood and business associations, minority associations, faith-based organizations and other community groups. Any of the Advisory Committees may suggest that the project team reach out to small groups. Resources permitting, the project team will arrange for a small group meeting with recommended and/or interested groups.

These meetings will include the use of an agenda, handouts and graphics (boards and/or a presentation) tailored to the interests, location or experience level of the targeted small group.

Appendix A is a list of community organizations in the project area that the Advisory Committees and Project team may consult. The list is meant to be expanded as residents and organizational representatives in the project area asked to be involved and stay informed. Small Group Meetings will be planned for only a subset of this list.

3.4.3 Community Events

Public meetings often result in low attendance and are often held infrequently at major milestones. To ensure project visibility and awareness, the project team seeks community events such as local fairs, farmers markets, shopping areas, and festivals as opportunities to distribute information in places where people frequent. Project displays, take-away materials, and mailing list sign-up sheets may be used at the events.

3.4.4 Business Briefings

In consultation with the Business and University Advisory Committee, the project team may contact businesses and chambers of commerce to disseminate information to small business owners or employees. This will include briefings and distribution of project information using list serves, intranet

site, and/or other areas accessed by employees and customers. The Public Involvement Team will determine which businesses should be approached for briefings. A listing of anticipated briefings will be added to this PIP once developed.

3.4.5 Elected Officials and Jurisdictional Briefings

The project team will engage elected officials and jurisdictional staff in federal, state, and local governments. As key milestones approach, the project team will meet with and inform elected officials and jurisdictional staff of project updates to support the planning process. The project team will also request specific feedback at these meetings.

The local officials' briefings will include the use of an agenda, handouts, and graphics (boards and/or a presentation). The Public Involvement Team will determine which elected officials/jurisdictional staff will be approached for briefings. A listing of anticipated briefings will be added to this PIP once developed.

3.4.6 E-mail Announcements

Public participants interested in receiving project updates will have opportunities to join an e-mail distribution list when attending public workshops, small group meetings, or through the project Web sites. Ongoing announcements will be sent to the e-mail list to keep members engaged with the project and to provide information on upcoming public participation activities.

3.4.7 Informational Materials

Informational materials, including project fact sheets, will be used to update project stakeholders about project decisions, public meetings, and key milestones. The fact sheets will include the project description, project schedule, contact information, and Web site address, and will be distributed at public meetings, small group meetings, community and jurisdictional briefings, Steering Committee meetings, and other events. All materials will be available on the project Web sites and various public facilities in the project vicinity.

The Public Involvement Team will provide messaging materials to the project team throughout the project. The materials will include key messages, frequently asked questions, and scripts/talking points to ensure all project team members are on the same page. Facilitation plans will be used for Public Workshops, Public Hearings and more formal public participation opportunities. The facilitation plan will outline the meeting purpose, key objectives and potential methods/exercises to be used. Public Workshop pre-packages and logistics plans will also be developed.

3.4.8 Interactive Mapping and Renderings

Photographs of similar projects, images of current existing conditions, maps, and projected images of the corridor or project will help communicate details of the project and its challenges. The project team will use cost-effective tools to help illustrate the project and engage the public.

One such tool is interactive mapping (geographic information systems or GIS) that will allow stakeholders (agencies, organizations, and the public) to view community features, environmental features, and the D-O LRT Project on the same map.

Renderings will be from a computer-generated model of the project. Such images will be used to give the public an idea of what construction or finished phases of the project may look like. Renderings will most likely be used in station planning.

3.4.9 Considerations for Minority, Low-Income, and LEP Populations

The public involvement program will use strategies to engage members of communities that historically have been under-represented in public involvement processes. The project team will be committed to being inclusive of all populations in the project vicinity and will meet or exceed environmental justice and limited-English proficiency guidance. LEP and non-traditional community based outreach will be provided throughout all PIP activities and events.

The project team will review census and demographic data and interview local planners and community leaders to determine which under-represented communities are in the project vicinity. The public involvement program will implement the following strategies to engage historically under-represented populations:

- Offer translated materials at public workshops, on the web, at festivals, and small group meetings, as appropriate.
- Staff informational tables at fairs and festivals in neighborhoods known to house minority, low-income, and LEP populations.
- Provide appropriate materials to agencies that serve environmental justice populations.
- Place informational kiosks in facilities, such as libraries, churches, community centers, and on-board existing bus routes, in traditionally underserved and low-income neighborhoods.
- Place newspaper advertisements announcing the project in media outlets that target minority and low-income populations.
- Evaluate transportation services to the transit dependent population.

Additional strategies to engage minority, low-income, and LEP populations may include the following:

- Hold public meetings at non-traditional hours in order to avoid work conflicts.
- Welcome children to attend and participate in events by setting up a Kid's Area.
- Use sign-language interpreters, FM sound amplification systems, telecommunications device for the deaf (TDD), and written forms of communication for persons with hearing disabilities.
- Provide materials printed in large-type font, audio tapes or personal readings, or Braille conversion of documents for persons with visual disabilities.
- Assign designated seating areas for disabled citizens.
- Use alternate language media to announce public involvement opportunities including the Web site (ourtransitfuture.com) and public workshops schedules.

Other methods of identification and specific outreach to these populations may be implemented as the public involvement program progresses.

3.4.10 Media Relations

Area newspapers, radio and television broadcast stations, and online forums provide a useful outlet for dissemination of project information. The project team will work with local reporters to develop a positive working relationship and to ensure that the media goes to the project team as the first source of information. Press releases and media advisories will be used to provide information on key project

milestones and invite the public to upcoming public participation events. Media kits will be developed for distribution at public meetings, briefings, media availability days and other events.

Local and regional newspapers, television stations, and radio stations will receive a copy of the press releases and media advisories. An updated media list is included in Appendix B of this document.

Media may be used to distribute or amplify project updates and opportunities for public engagement. Some media coverage will be paid media (advertisements about public involvement opportunities) while other media will be earned media; fostered through regular news releases, media availability, and relationships maintained with writers and editors.

3.4.11 Presentations

A standardized PowerPoint presentation will be developed for use in briefings, meetings and other stakeholder events. The PowerPoint presentation will be refined, as needed, to correspond to audience interests, needs, and concerns. The presentation will incorporate the project identity and will include photos, maps, multi-media tools, visualizations, text, and script/talking points. Information on the project's purpose and need, goals and objectives, vision/values, schedule, planning process, design elements, potential effects, opportunities and constraints, and contact information may be included.

3.4.12 Web site

A single Web site, ourtransitfuture.com will serve as an integral part of the public involvement program to ensure public transparency. The site will serve as an education tool, as a means for engaging the public in the project, and as a repository of project documentation available for public viewing and comment.

Users will be able to subscribe to a "Rich Site Summary" (RSS) feed to receive Web updates. The Web site will also be linked to the Triangle Transit Web site (triangletransit.org) and updated prior to, during, and following major project milestones, as appropriate.

3.4.13 Social Media

Social media has become an effective public involvement tool to disseminate public information and allow real-time conversations to exchange ideas, discuss a wide-range of topics and solicit feedback. These tools are highly accessible by the public and easy to use. When used in conjunction with other communication and outreach methods, social media tools will provide a free to medium-cost communication method which maximizes public awareness and participation. All information received as a result of the viral marketing campaign will be presented to all applicable project team members and recorded in a project communication comment database.

- Social Networking/Message Boards – Free online Web sites can be used to connect with those interested in the project. The level of interaction will be controlled, monitored and maintained by a member of the Public Involvement Team. Interaction on these sites can range from content/information based to interactive which will allow online discussion and information exchanges from members of the public. Based on direction received from the Steering Committee and Communication Advisory Committee, the most appropriate setting will be made.

- Social Media/Videos – Video has become a more affordable and effective method of engaging and educating the public. An overview video of the project and ‘flyovers’ of the D-O LRT Project corridor can be posted securely on YouTube.com and linked on the project Web site (ourtransitfuture.com). Spokespeople for the project can provide personal greetings on video as well.

3.4.14 Communication database and E-mail List Serves

A web-based communications spreadsheet will be used to maintain the project mailing lists and to track stakeholder participation and comments. The spreadsheet is for internal project team use. The database will track project contact information, events and event attendance, comments received, action items, and other information to maintain a record of each contact’s involvement in the project.

E-mails and contact information appearing in this database will be used to augment the distribution lists for sending news releases, project materials, and project announcements.

3.5 SCHEDULE

The following presents the schedule for public involvement activities and milestones through the completion of the EIS process and ending with the Record of Decision. A series of three sets of public workshops and a formal public hearing is proposed to be held within the study area. In addition small group meetings will be scheduled, as well as meetings to engage vulnerable populations that may potentially be affected in the project study area. The schedule will be updated as meeting times and locations are determined.

Table 3-1 PIP Proposed Timeline*

| Meetings | Timing | Purpose/Milestone |
|---|--|--|
| Scoping Meetings | May 2012 <i>(Note: At the time of this PIP, Scoping was completed)</i> | Gather agency and public input on environmental issues to consider in the Draft EIS (DEIS) process. |
| Round 1 – 2 public workshops and online materials for comment | November 2013 | Introduce project, and public involvement process, review the purpose and need for the D-O LRT Project, and existing conditions. |
| Small group meetings | February 2014 | Engage targeted audiences, conduct focus groups or interviews |
| Round 2 – 2 public workshops and online materials for comment | October 2014 | Review all alternatives, project design, station design, and TOD elements. |
| Round 3 – 2 public workshops and online materials for comment | January 2015 | Publish/release the Draft EIS. Review project impacts. |
| Public hearing; notice of public availability of document; document for review and comment online | A notice of the public hearing will be published in local newspapers of general circulation and posted on the project website. TBA | Provide for public comment period for DEIS and incorporate into Final EIS; Select Preferred Alternative |
| Circulate Final EIS (FEIS) issue ROD | TBA | Make FEIS available to the public |

*This timeline is subject to change.

4. PUBLIC COMMENTS RESPONSE AND DOCUMENTATION

Throughout project development, as comments are solicited and received from various stakeholders, the Public Involvement Team will catalog each comment received in a secure database and ensure that each comment is considered, responded to, and documented in the EIS process.

Comments will be accepted via postal mail, e-mail, Web-based forms, as verbal comment and transcribed. Comments may be in the form of written or spoken narrative as well as computer generated or hand-drawn maps and images. By using latest technology, the PI Team is able to accept geographically referenced comments as well.

4.1 Comments Database

The PI team will create a searchable database that includes the following fields:

- Urgency of response:
- The comment (verbatim)
- Where the comment was collected – public workshops, at festival, via e-mail, etc.
- Name of commenter
- Nature of commenter (private citizen, organization, federal agency, state agency, local agency)
- Category of interest (environmental, design, cost, social justice)
- Advisory Committee to whom the comment was referred
- Action needed (as determined by the committee)
- Response/action taken and date
- Decision/resolution with supporting file (copy of e-mail, letter, or meeting)
- Final outcome with references to the EIS document (including chapter or page number of the EIS addressing the comment)

4.2 Responding to Comments

Each comment may be assigned to one of the Advisory Committees for a decision on how to address the comment. Some comments require immediate and direct response in the DEIS. Other comments will be part of a series of comments that can be considered and addressed by the final design. Response to comments will be tracked individually and as transparently as possible.

4.3 Documentation of Comments and Responses

A summary of the comments and response database will be documented as an appendix in the DEIS.

5. LOCAL ELECTED OFFICIALS

For the purposes of this PIP, the information included in this section represents a general overview of the jurisdictions that the proposed rail corridor traverse (Durham and Orange counties and both Chapel Hill and Durham located on or adjacent to the proposed corridors).

This assessment plus data, information, and analysis from the DEIS will provide information on existing community conditions, which will be used to determine the appropriate public involvement strategies for stakeholders affected by the proposed transit improvements. Refinements to the community assessments for the D-O LRT corridor will be made as more detailed information concerning the area of influence is attained. Information such as land use, cultural resources, demographics, existing transportation network, consistency with regional plans and other factors will be evaluated.

5.1 Durham County

The City of Durham is located in the northeast central region of North Carolina, is the county seat for Durham County and extends into Wake County. Durham County is comprised of a total area of 298 square miles, of which, 7 square miles is comprised of water bodies.

Durham County is home to the City of Durham, Duke University, Duke Medical Center, the former Bull Durham Tobacco Company, and North Carolina Central University, the first publicly supported liberal arts college for African-Americans. Durham County grew from 181,835 residents in 1990 to 267,587 in 2010, representing a growth rate of 47%. According to American Community Studies (ACS) estimates, Durham County has a total population of 279,641 in 2012, an increase of 4.5% in 2 years. In contrast, the state's population growth from 8,049,313 in the year 2000 to 9,535,471 in 2010 (18.5% increase) to 9,752,073 in 2012 (estimated) (another 2.3% increase).

Government - The Durham County Board of Commissioners is the governing body of Durham County. Each of the five commissioners is elected by the people of Durham for a four-year term for the purpose of enhancing the livability of the community and providing more efficient and effective county services.

Table 5-1 Durham County Government Officials*

| Role | Government Official |
|---------------------|-------------------------|
| Chair | Fred Foster, Jr.* |
| Vice Chair | Brenda Howerton* |
| County Commissioner | Ellen Reckhow* |
| County Commissioner | Wendy Jacobs* |
| County Commissioner | Michael Page* |
| County Manager | Mike Ruffin (appointed) |

*These terms expire in November 2016.

5.2 Orange County

Orange County, located in the northeast central region of North Carolina. The county is 401 square miles, consisting of 400 square miles of land and one square mile of water bodies.

Orange County has maintained its economic vitality, growth, and quality of life despite the recent economic crisis, failing housing prices, and high unemployment rates experienced by other southeastern US communities. Orange County is home to three incorporated municipalities, Hillsborough, Carrboro, and Chapel Hill and also to the University of North Carolina at Chapel Hill.

Orange County's population grew from 118,227 in 2000 to 133,801 persons in 2010, a rate of 13.2% growth, according to the US Census. The 2012 population for Orange County was estimated at 137,941, a 3% rate of growth in two years, according to ACS data. Orange County has maintained its economic vitality, growth and quality of life despite the recent economic crisis, failing housing prices and high unemployment rates experienced by other southeastern US communities.

Government - Orange County is governed by a seven-member Board of Commissioners, elected by district and at-large in partisan countywide elections for four-year terms. The primary duties of the Board include adopting an annual budget, establishing the annual property tax rate, appointing various officials and representatives to advisory boards and commissions, planning for county needs, and enacting local ordinances.

Table 5-2 Orange County Government Officials

| Role | Government Official |
|---------------------|-----------------------------------|
| Chair | Barry Jacobs ¹ |
| Vice Chair | Earl McKee ¹ |
| County Commissioner | Mark Dorosin ² |
| County Commissioner | Alice M. Gordon ¹ |
| County Commissioner | Bernadette Pelissier ² |
| County Commissioner | Renee Price ² |
| County Commissioner | Penny Rich ² |
| County Manager | Vacant as of 9-1-2013 (appointed) |

¹ = term expires in 2014

² = term expires in 2016

5.3 Durham – Orange Corridor

Many of the Stakeholders and partners unique to the D-O LRT corridor have been identified. Strategies and outreach performance measures have been developed. These will be updated following further discussions with the project team, Steering Committee, and other stakeholders.

The community profiles in this document will also be updated as the demographic analysis and Environmental Justice analysis are conducted for the DEIS. Neighborhood and Community information will also be collected and analyzed and will provide additional information that will inform the public involvement and outreach teams during the project development process.

As more information regarding the demographic and environmental justice analysis is developed in the DEIS, and expressed interest from individuals, agencies and/or municipalities becomes available, this document will be updated.

5.3.1 Outreach Tools and Techniques

The D-O LRT project will utilize a variety of outreach tools and techniques tailored to meet the needs of stakeholders in the project vicinity. Strategies unique to the D-O LRT project will follow discussions with the project team, Steering Committee, and other stakeholders such as friends of transit groups. Stakeholders, effective tools and techniques, and outreach opportunities will be evaluated and refined as the project progresses.

Durham and Orange counties have concentrated populations dependent on public transit; the Public Involvement team has strategically selected public facilities including the Durham Public Library and the Durham Station Transportation Center to reach the transit-dependent populations. The Public Involvement Team will reach out to community leaders for smaller targeted meetings.

5.3.2 Outreach Performance Measures

Outreach performance measures unique to the Durham/Orange Corridor will be developed in concert with the project team, Steering Committee, and other stakeholders and will be refined as the project progresses. Performance measures unique to the D-O County corridor project include the number of transit riders who attend public workshops, inclusion of community specific public events, and new groups receiving communication about the D-O LRT activities.

6. PROJECT-WIDE GOALS, OBJECTIVES, STRATEGIES AND MEASURES OF EFFECTIVENESS

This project team will involve and engage the public during every step of the planning process. Triangle Transit's commitment to openness, transparency, accountability and responsiveness will serve as the foundation for this PIP.

Objectives and measures of effectiveness will be developed with the Steering Committee and other project stakeholders to provide tangible targets for success. These targets will be used to ensure the objectives of this plan are being met and to determine which strategies are most effective. The Measures of Effectiveness table on the following pages outlines each goal/objective and strategies with identified measures for project milestones. Specific measures will be identified with input from the Steering Committee.

Measures will include the levels of participation in Public Workshops and community meetings, as well as feedback on the effectiveness of outreach (feedback from participants, targeted question on comment forms). Public comment summaries prepared at various points during the process will be reviewed by the Steering Committee, and assessed with respect to the goals identified in the plan. The project team will also review public comments to determine the pulse of the community and identify future public involvement needs.

The Public Involvement program design will be modified, as needed, throughout the project to respond to stakeholder feedback and to meet project needs. Additional outreach activities may be incorporated or planned activities may be modified as needed.

Table 6-1 Goal 1 - Collaboration

| GOAL 1 - COLLABORATION: Enhance trust and promote lasting relationships with businesses, residents, agencies, government officials, and other stakeholders. | | |
|---|---|---|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Build upon established relationships and create partnerships to promote completion, implementation, and long-term success of the program. | Strategies to meet this objective: <ul style="list-style-type: none"> Public Involvement Steering Committee Community briefings | Measures to meet this objective: <ul style="list-style-type: none"> Number of regularly held Steering Committee meetings during core project phases Number of community and business briefings held |
| Provide opportunities for the public to engage in meaningful dialogue that ensures consideration of their interests. | Strategies to meet this objective: <ul style="list-style-type: none"> Public workshops within ¼ mile of public transportation, in well-known public facilities, in various geographic locations Public events and festivals Critical materials available in various languages English-Spanish interpretation at public workshop | Measures to meet this objective: <ul style="list-style-type: none"> Number of public workshop Number of visitors per hour at Triangle Transit exhibits at public events and festivals Number of additions to community E-mail database Number of non-English participants, visitors, and public comments. |
| Keep legislators, local officials and community leaders informed about project progress. | Strategies to meet this objective: <ul style="list-style-type: none"> Elected officials and jurisdictional briefings E-mail invitations and updates to public officials, community leaders, and their staff Public Involvement Steering Committee | Measures to meet this objective: <ul style="list-style-type: none"> Number of conducted elected officials and jurisdictional meetings Number of e-mail updates sent to project listserv Number of Public Involvement Steering Committee meetings |
| Communicate the process and schedule related to public participation opportunities and project milestones. | Strategies to meet this objective: <ul style="list-style-type: none"> Press releases Project Web site All public workshop handouts and boards posted on the Project Web site Use of video, maps, and social media to further explain the process | Measures to meet this objective: <ul style="list-style-type: none"> Number of press releases/press kits prepared and release at least 4 weeks prior and after key project milestone, public meeting and/or event Number of Web site updates Number of boards, maps, videos produced for public education |

Table 6-2 Goal 2 - Education

| GOAL 2 - EDUCATION: Enhance awareness and understanding of the project to enable informed involvement and meaningful participation. | | |
|--|---|---|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Use a variety of tools and methods to provide relevant, accurate, clear, and timely information. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Project Web site ■ Videos explaining public's role, the process, status, and results of Alternatives Analysis ■ Social media ■ Program guide for public workshops | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Use at least three separate non-traditional techniques to inform, get information from and collaborate with the public |
| Provide information to help the public better understand the project's purpose and need, benefits, issues, and potential effects. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Displays ■ Transit Quick Facts (demographic information and the need for transit) ■ Community Outreach Kit include CD of workshop materials and a special "newsletter" to capture essential facts of the project and publicize the round of workshops | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Use visualizations and displays to create awareness of the project and to convey project information easily ■ Number of exhibits that are developed for public workshops and festivals (e.g., a poster board display, interactive game, and slide show) ■ Number of Community Outreach Kits distributed |
| Develop contacts with the media and keep the media informed of key project issues and milestones. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Maintain a media list ■ Media advisories ■ Media kits ■ Media interviews or roundtable | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Distribute press releases to print, radio and television media outlets at key project milestone ■ At least three (3) media outlets (print, radio and television) will run for each press release distributed in each project area ■ Number of interviews conducted |
| Increase awareness and educate the public about transit, land use development policies and other issues related to the project. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Printed materials and handouts for distribution beyond workshops ■ Slide shows, maps, and video that present visual information to demonstrate patterns of development and expected growth | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Develop at least two (2) project-related fact sheets ■ Develop at least two (2) slide shows ■ Number of distribution outlets |

Table 6-3 Goal 3 - Inclusion

| GOAL 3 – INCLUSION: Engage stakeholders representing a full range of interests, values and opinions. | | |
|--|--|--|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Make information available, accessible and relevant to target publics through use of effective, context-specific communications and outreach tools and techniques. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Community Outreach Kit with essential information and plain English newsletter ■ Information ■ Select public evens/festivals to reach broader audience ■ Translate critical information into Spanish for print and use at workshops ■ Small group meetings will be offered to typically under-represented groups (minority, limited English proficiency individuals) | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Breadth and number of kits distributed ■ Post 100% of public review documents in information repositories for at least 3-45 days (centrally located and ADA accessible) ■ All Public workshop materials will be within ¼ mile distance from existing public transit ■ 100% of disabled persons requesting accommodations will be provided accommodations to meet their needs ■ Persons with Limited-English proficiency will have interpreter and extra guidance at workshop |
| Proactively seek the participation and views of project stakeholders to ensure that planning efforts reflect the needs of the community. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Comment forms for public input ■ Comments accepted non-stop after start of first round of public workshops ■ Public Involvement Steering Committee ■ Social media | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Comment forms will be made available at 100% of public workshops and online ■ Provide the PI Steering Committee opportunities to shape and refine PIP ■ Allow public comment on social media unless inaccurate or misleading |
| Engage diverse populations early in the planning and development process by tailoring tools and techniques to meet unique community needs. | <p>Strategies to meet this objective</p> <ul style="list-style-type: none"> ■ Media relations with Spanish-speaking audience ■ Create program guide for each workshop (to explain public’s role at each stage) ■ Small group meetings will be offered to targeted community groups ■ Workshops will be held after typical office hours | <p>Measures to meet this objective</p> <ul style="list-style-type: none"> ■ Response about program guide ■ Attend at least two (2) community events for underserved groups including the elderly, disabled, low-income and other minorities in each project area ■ Accept public comment on time and location for workshops |

| GOAL 3 – INCLUSION: Engage stakeholders representing a full range of interests, values and opinions. | | |
|--|---|--|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Use a variety of communication vehicles to engage the diverse communities within the project vicinity and meet environmental justice requirements and limited English proficiency needs. | Strategies to meet this objective : <ul style="list-style-type: none"> ■ Post flyers in various neighborhood ■ Request community leaders to assist in notification ■ Translate project materials | Measures to meet this objective: <ul style="list-style-type: none"> ■ For specific communities, 100% of collateral will be translated ■ For specific communities, collateral will be simplified to remove unnecessary detail |

Table 6-4 Goal 4 - Transparency

| GOAL 4 – TRANSPARENCY: Provide information in a clear, open and timely manner. | | |
|--|---|---|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Be the first and best source of information about the project and agency. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Coordinate messages and roles between the TRTP, MPOs, Triangle Transit, and GoTriangle ■ Implement a prompt and helpful Information & Referral service between partners above | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Provide a single point of contact for all media communications for the project ■ Web links between various Web sites ■ Zero 'lost' or misguided inquiries. |
| Get the word out early and often to enhance project awareness. | <p>Strategies to meet this objective</p> <ul style="list-style-type: none"> ■ Publicize TRTP via variety of communication channels ■ Use paid and free communication channels ■ Find champions/transit-interested individuals to amplify our message ■ Ask PI Steering Committee to help disseminate messages | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Number of channels ■ Number of pitches and resulting feature articles ■ Distribute workshop fliers 1-4 weeks ahead of meetings. ■ Request and ensure community calendars show workshop dates. ■ Distribute monthly e-mail updates to project listserv |
| Create targeted media for transportation-focused reporters in the tri-county area. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Provide updates to transportation-focused reporters ■ Designate a Triangle Transit spokesperson responsible for covering transit/transportation and this project. ■ Create media kits | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Bimonthly outreach e-mails or calls. ■ Provide press releases ■ Create or posted media kits |
| Educate the public if unexpected events occur and explain how the issues will be resolved. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Project Web site ■ News advisory ■ PI Steering Committee | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Provide news advisory in prompt manner ■ Provide Web site updates in a timely manner when project changes direction |

Table 6-5 Goal 5 - Accountability

| GOAL 5 – ACCOUNTABILITY: Be visible and accessible to the public and other project stakeholders. Review, document and incorporate stakeholder input. | | |
|---|---|--|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Evaluate the effectiveness of the public participation program and refine, as appropriate, to respond to public needs and concerns. | Strategies to meet this objective: <ul style="list-style-type: none"> ■ Public Involvement Plan ■ Frequently Asked Questions (FAQ) guide ■ Comment forms as feedback on quality and utility of project information | Measures to meet this objective: <ul style="list-style-type: none"> ■ Review the Public Involvement Plan following each public workshop series ■ Provide follow-up to groups in the form of meetings, flyers and/or Web site updates ■ Review and analyze public comments ■ Analyze hotline and digital inquiries and comment. |
| Meet all federal and state requirements for public involvement, including notification and public hearing requirements. | Strategies to meet this objective: <ul style="list-style-type: none"> ■ Public notices ■ Target transit-dependent where they travel ■ Comply with ADA | Measures to meet this objective: <ul style="list-style-type: none"> ■ Announce public meetings at least four (4) weeks in advance ■ Distribute fliers on busses, in transfer stations |

Table 6-6 Goal 6 - Responsiveness

| GOAL 6 – RESPONSIVENESS: Respond to public inquiries in a timely manner. | | |
|---|---|--|
| OBJECTIVES | STRATEGIES TO MEET THIS OBJECTIVE | MEASURES TO MEET THIS OBJECTIVE |
| Establish project communicators to correspond with the public in person, by phone and through written correspondence. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Multiple methods to gather public input ■ Acknowledge all workshop participants and individuals who provide public input ■ Respond to every public comment ■ Project Hotline | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Develop a project hotline and mailing address for the program ■ Keep log of hotline and P.O. box activities ■ 100% response rate to all people who comment and provide email address |
| Establish protocols to ensure that responses are timely and accurate. | <p>Strategies to meet this objective:</p> <ul style="list-style-type: none"> ■ Protocol for acknowledging participants of workshops ■ Protocol and FAQ for responding to public comments ■ Protocol for Triangle Transit and | <p>Measures to meet this objective:</p> <ul style="list-style-type: none"> ■ Develop a secure comments database ■ Develop internal tracking mechanisms to log, analyze, and respond to public inquiries |

APPENDIX A

LIST OF COMMUNITY ORGANIZATIONS



| Organization | First Name | Last Name | E-mail |
|---|------------|------------------------------|---|
| AKA Sorority of Hillsborough | Marie | Spencer | maries46@aol.com |
| ALPHA KAPPA ALPHA | April | Wall | awall655@yahoo.com |
| Orange County Commissioner and Sierra Club | Bernadette | Pelissier | bpelissier@juno.com |
| American Labor/Durham Interneighborhood Council | Mike | Shiflett | mwshiflett@hotmail.com |
| American Tobacco Campus | Michael | Goodmon | mgoodmon@cbc-raleigh.com |
| Association For Retarded Citizens | Robin | Baker | info@arcoforange.org |
| Blue Cross Blue Shield of NC | Mike | Keohane | michael.keohane@bcsnc.com |
| Carolina Asphalt | Christie | Barbee | christieb@carolinaasphalt.org |
| Chinese American Friendship Association | Lun | Xiao | presidentofcafa@cafanc.org |
| Cisco | Ed | Paradise | eparadise@cisco.com |
| Diamante Inc. | Rafael | Osuba | Info@diamanteinc.org |
| Director of Parking, Housekeeping, and Transportation | Sam | Veraldi | sam.veraldi@duke.edu |
| Downtown Durham Inc. | Bill | Kalkhof | bkalkhof@downtowndurham.com |
| Duke Medical Center and Health System Architect | Greg | Warwick | gregory.warwick@duke.edu |
| Duke Univ. Medical Ctr and Health Systems | Penny | Blanks | penny.blanks@duke.edu |
| Duke University | Richard | Brodhead | president@duke.edu |
| Duke University | Beth | Campbell | beth.campbell@duke.edu |
| Duke University | Chuck | Catotti | chuck.catotti@duke.edu |
| Duke University | Peter | Lange | peter.lange@duke.edu |
| Duke University | Peter | Murphy | peter.murphy@duke.edu |
| Duke University | Bill | Holman | weh9@duke.edu |
| DUKE UNIVERSITY-HOUSING SERVICES | Donald | Love | donald.love@duke.edu |
| Duke University, Intergovernmental Affairs | Phail | Wynn | duke-community-engagement@duke.edu |
| Duke University, Parking and Transportation | Joe | Honeycutt, acting in transit | joseph.honeycutt@duke.edu |
| Durham Chamber of Commerce | Patrick | Hannah | phannah@durhamchamber.org |
| Durham Chamber of Commerce | John D. | White | jwhite@durhamchamber.org |
| Durham convention and Visitors Bureau | Shelly | Green | SHELLY@DURHAM-CVB.COM |
| Durham Orange Friends of Transit | Bo | Glenn | boglenn@nc.rr.com |
| Durham Technical Community College | William | Ingram | ingramb@durhamtech.edu |
| Durham Technical Community College | Tom | Jaynes | jaynest@durhamtech.edu |
| Durham Technical Community College | Penny | Gluck | gluckp@durhamtech.edu |
| Eisai | Dave | Gouveia | david_gouveia@eisai.com |
| El Centro Latino | Ilana | Dubester | acceso@centrolatino.org |
| El Pueblo | Tony | Asion | info@elpueblo.org |
| HBA-Durham/Orange | Nick | Tennyson | nick@hbadoc.com |
| IBM | Susan | Clarke | clarkes@us.ibm.com |
| IBM | Rusine | Mitchell-Sinclair | rusine@us.ibm.com |
| Interfaith Council | Judy | Klimcheck | iklimcheck@ifcmailbox.org |
| International Focus Inc | Clodagh | Bastian | info@internationalfestival.org |
| INTER-NEIGHBORHOOD COUNCIL | Matt | Dudek | matt.dudek@gmail.com |
| INTER-NEIGHBORHOOD COUNCIL of Durham | John | Martin | interneighborhoodcouncil@gmail.com |
| La Conexion | Roby | | sales@laconexionusa.com |
| League of Conservation Voters of NC | Carrie | Clark | carrie@nclcv.org use email on |
| League of Women Voters of Orange-Durham-Chatham | Elisabeth | MacNamara | http://www.lwv.org/content/about-league |
| Lenovo | Karen | Ondrick | kondrick@us.lenovo.com |
| Longistics | Duane | Long | duane@longistics.com |
| Meadowmont Community Association | Hank | Rodenburg | hankrodenburg@yahoo.com |
| Meadowmont Community Association | Bill | Ferrell | meadowmont@nc.rr.com |
| NAACP | Renee | Brown | reneebrown1@yahoo.com |
| National Association of Asian-American Professionals, RTP Chapter | James | Wong | info@naaap-nc.org |
| NC Central Univ | Janelle | Simmons | jsimmons@nccu.edu |
| NC Central Univ | Jennifer | Wilder | jwilder@nccu.edu |
| NC Central Univ | Starla | Huggins | shuggins@nccu.edu |
| NC Central Univ | Stewart | Johnson | sjohnson@nccu.edu |
| NC Central Univ | Timothy | McMullen | tmcmullen@nccu.edu |
| NC Metropolitan Mayors | Beau | Mills | beau@fountainworks.com |
| NC Operation Lifesaver | Vivian | Speight-Bridges | info@ncol.org |
| NC Pub Trans Assoc | Amber | Wagner | amber_wagner@msn.com |
| New Hope Creek Association | Bob | Healy | info@newhopecreek.org |
| New Hope Creek Association | Charlie | Welch | charles.welch@duke.edu |
| NC Chamber | Kate | Catlin | kcatlin@nchamber.net |
| North Carolina Commission of Indian Affairs | Greg | Richardson | greg.richardson@doa.nc.gov |
| North Carolina Society of Hispanic Professionals | Erin | Kerns | mailboX@TheNCSHP.org |
| Office of Parking, Housekeeping, and Transportation | Marjorie | Black | marjorie.black@duke.edu |
| OPC Mental Health | Judy | Truitt | customerservice@opc-mhc.org |
| Orange Congregations In Mission | Sharon | Freedland | ocim300mill@mindspring.com |

| | | | |
|---|-------------|----------------------------------|--|
| Orange County Literacy Council | Joy | Turner | iturner@orangeliteracy.org |
| Orange Enterprises Board Of Directors | Donna | Musson | mussond@orange-ent.com |
| PARTNERS AGAINST CRIME - DISTRICT 1 | Vivian | McCoy | vomccoy@nc.rr.com |
| PARTNERS AGAINST CRIME - DISTRICT 2 | David | Harris | harrisdl2003@yahoo.com |
| PARTNERS AGAINST CRIME - DISTRICT 4 | Harold | Chestnut | partnersagainst.crime4@verizon.com |
| PARTNERS AGAINST CRIME - DISTRICT 5 | Scott | Harmon | pac5@yahoogroups.com |
| Research Triangle Foundation | Alison | Fiori | fiori@rtp.org |
| RTI | Patrick | Gibbons | pgibbons@rti.org |
| SE REGIONAL ECONOMIC JUSTICE NETWORK | Connie | Leeper | conieleeper@yahoo.com |
| SE REGIONAL ECONOMIC JUSTICE NETWORK | Leah | Wise | leah.wise@rein.org |
| Sierra Club NC | Ellen | Kinsinger | Capital.group.nc@sierraclub.org |
| Sierra Club NC | Dustin | Chicurel-Bayard, director of con | info@sierraclub-nc.org |
| Triangle Area Chinese American Society of North Carolin | Lisa | Chang | president@nctacas.org |
| Triangle Community Coalition | Eric | Braun | ebraun@me.com |
| Triangle Community Coalition | Charlene | Logan | charlenel@tricc.org |
| Triangle Land Conservancy | Kevin | Bryce | kevin@triangleland.org |
| Triangle Land Conservancy | Robert "Bo" | Howes | rhowes@triangleland.org |
| Triangle Native American Society | Kerry | Bird | tnas@tnasweb.org |
| Triangle Tomorrow | Pam | Wall | pwall@trianglerregion.org |
| UNC campus | Claire | Kane | ckane@psafety.unc.edu |
| UNC campus housing | Larry | Hicks | hicks@email.unc.edu |
| UNC hospital | Thomas | Smith | tasmith@unch.unc.edu |
| UNC university | Mary | Beck | mbeck@unch.unc.edu |
| UNC university | Carolyn | Elfland | cwe@aux-services.unc.edu |
| UNC university | Ray | Maygar | Ray_magyar@unc.edu |
| UNC university | Anna | Wu | anna.wu@facilities.unc.edu |
| York Properties | Smedes | York | smedesyork@yorkproperties.com |
| | | | |

APPENDIX B

TTA PIP Area Media List



| Triangle-Area Media | | | | | | | |
|--|----------------------|---|-----------------------|--|-----------------------|---|------------------|
| Outlet | Name | Title | Phone | Email | City | circulation | comment |
| Print | | | | | | | |
| Business Leader | Stephen Reynolds | Publisher, Bus Leader Magazine | 8666-963-6118 | stephen@businessleader.com | Raleigh-Durham | NY and FL based | updated May 2013 |
| Campus Echo (NCCU) | Matt Phillips | Editor-In-Chief | 919-530-7116 | CampusEcho@nccu.edu | Durham | Campus Echo Online is updated daily. Print editions released every other Wednesday. | updated May 2013 |
| Carolina Journal and John Locke Foundation blogs | Rick Henderson | Managing Editor | (919) 828-3876 | www.carolinajournal.com | Raleigh | | updated May 2013 |
| Chapel Hill Magazine | Andrea Griffith Cash | Editorial Director | 919-933-1551 | andrea@chapelhillmagazine.com | Chapel Hill | | updated May 2013 |
| Chapel Hill News | Mark Schultz | Editor | (919) 932-2003 | http://www.chapelhillnews.com/ | Chapel Hill | a N&O publication | updated May 2013 |
| Fifteen 501 | Danielle Jackson | Regional General Interest Editor in Chief | (919) 870-1722 | djackson@wakeliving.com | Chapel Hill | | updated May 2013 |
| Independent Weekly | Lisa Sorg | Editor | (919) 286-1972 | lsorg@indyweek.com | Durham | weekly | updated May 2013 |
| Independent Weekly | Denise Prickett | Editorial Web Director | (919) 286-1972 | dprickett@indyweek.com | Durham | weekly | updated May 2013 |
| La Conexión Hispanic Newspaper | Paola Jaramillo | Editor/ News Reporter | pjaramillo@laconexion | (919) 832-1225 | laconexionusa.com web | Spanish tab | updated May 2013 |
| News and Observer | Bruce Sicheloff | Transportation Reporter | (919) 829-4527 | bruce.sicheloff@newsobserver.com | Raleigh | daily | updated May 2013 |
| News of Orange County | Vanessa Shortley | Editor | (919) 732-2171 | v.shortley@newsfororange.com | Hillsborough | | updated May 2013 |
| The Chapel Hill News | Mark Schultz | Editor | (919) 932-2003 | mschultz@nando.com | Chapel Hill | daily, web | updated May 2013 |
| The Chronicle (DUKE) | Danielle Muoio | Editor | 919-684-2663 | danielle.muioio@duke.edu | Durham | daily, web | updated May 2013 |
| The Daily Tar Heel (UNC) | Cehlsey Dulaney | City Editor | 919-962-1163 | chelsey@dailytarheel.com | Chapel Hill | daily, web | updated May 2013 |
| The Herald-Sun | Ray Gronberg | Metro Reporter | (919) 419-6648 | gronberg@heraldsun.com | Durham | daily | updated May 2013 |
| Triangle Business Journal | Chris Bagley | Transportation Reporter | (919) 878-0010 | cbagley@bizjournals.com | Raleigh | weekly print, daily online | updated May 2013 |
| Triangle Tribune | Taylor Shaw | News Reporter | (919) 688-9408 | taylor.shaw@triangletribune.com | Durham | | updated May 2013 |
| Carolina Woman | Debra Simon | Editor/Publisher | 919-852-5900 | publisher@carolinawoman.com | Cary | | updated May 2013 |
| Durham Magazine | Rory Kelly | Publisher | 919-933-1551 | rory@durhammag.com | Durham | | updated May 2013 |
| Blue & White Magazine | Courtney Lindstrand | Editor | N/A | lindstc@live.unc.edu | UNC, Chapel Hill | | updated May 2013 |
| Durham News | Jim Wise | Staff Writer | (919) 641-5895 | jim.wise@nando.com | Durham | a N&O publication | updated May 2013 |
| The Carrboro Citizen | Kirk Ross | Editor | 919-942-2100 | editor@carrborocitizen.com | Carrboro | ceased publication Oct. 4, 2012 | updated May 2013 |





| Triangle-Area Media | | | | | |
|---------------------|----------|----------------|-------------------------------|--|---|
| Outlet | First | Last | Title | Phone | Email |
| Broadcast | | | | | |
| News 14 | Newsdesk | Newsdesk | Newsdesk | (919) 882-4040 | calendar@news14.com |
| News 14 | Newsdesk | Newsdesk | Newsdesk | (919) 882-4040 | news@news14.com |
| News 14 | Diane | Bosch | Triangle Report | (919) 882-4040 | diana.bosch@news14.com |
| News 14 | Rick | Willis | News Director | (919) 882-4020 | rick.willis@news14.com |
| WNCN-TV (NBC) | Newsdesk | Newsdesk | Newsdesk | (919) 835-6364 | newstips@wncn.com |
| WNCN-TV (NBC) | Andrea | Parquet-Taylor | News Assignment Editor | 919-835-6364 | aparquet-taylor@wncn.com |
| WRAL-TV (CBS) | Newsdesk | Newsdesk | Newsdesk | (919) 821-8600 | assignmentdesk@wral.com |
| WRAL-TV (CBS) | Monica | Laliberte | Consumer Interest Reporter | (919) 821-8540 | laliberte@wral.com |
| WRAL-TV (CBS) | Jennifer | Joyner | News Assignment Editor | (919) 821-8600 | jjoyner@wral.com |
| WRAL-TV (CBS) | Bonnie | Moore | News Managing Editor | (919) 821-8600 | bmoore@wral.com |
| WTVD-TV (ABC) | Newsdesk | Newsdesk | Newsdesk | (800) 672-9883 | news@abc11mail.com |
| WTVD-TV (ABC) | Steve | Vargha | News Assignment (Mornings) Ed | (919) 687-2220, 800-672-9883 | steve.vargha@abc.com |
| WTVD-TV (ABC) | | | News Assignment Editor | (800) 672-9883 | news.director@abc11mail.com |
| WUNC-TV (PBS) | Dave | DeWitt | Programming Director | 919-4459150 | ddewitt@wunc.org |
| WUNC-TV (PBS) | program | suggestions | | 919-4459150 | wunc@wunc.org |
| Carolina Week (UNC) | C.A. | Tuggle | News Director | www.youtube.com/carolinaweek | carolinaweek@unc.edu |
| Student TV (UNC) | Lindsey | Wheeler | Station Manager | http://www.uncstv.com/contact | lawheel@live.unc.edu |
| NC Spin | Tom | Campbell | features writer | www.ncspin.com | http://www.ncspin.com/contact-us-2/ |



Triangle-Area Media

| Outlet | Name | Title | Phone | Email | City |
|-------------------------------|--------------------------------------|--|----------------------------|--|----------------|
| Radio | | | | | |
| WCHL- CBS Radio | Ron Stutts | Program Director | (919) 933-4165 | rstutts@wchl1360.com | Chapel Hill |
| WCHL- CBS Radio | Joe Schwartz | News Director | (919) 967-8363 | n/a | Chapel Hill |
| WUNC- NPR | Brent Wolfe | News Director | (919) 445-9172 | bwolfe@wunc.org | Chapel Hill |
| WUNC- NPR | David Brower | News Assignment (Mornings) Editor | (919) 445-9171 | dbrower@wunc.org | Chapel Hill |
| WBBB-FM 96.1 | Rick Martinez | News Director | (919) 878-1724 | rickmartinez2@verizon.net | Raleigh |
| WDOX-AM NewsTalk 570 | Martinez, Rick | News Director | (919) 878-1724 | rmartinez@curtismedia.com | Raleigh |
| WPTF-AM NewsTalk 680 | Martinez, Rick | News Director | (919) 878-1724 | rmartinez@curtismedia.com | Raleigh |
| WRAL-FM 101.5 | Barry Fox | Program Director | (919) 890-6101 | bfox@wralfm.com | Triangle |
| WFXK-FM 104.3 | Karen Clark | News Director | (919) 863-4842 | kclark@radio-one.com | Raleigh-Durham |
| WCOM-FM 103.5 | N/A | News | (919) 929-9601 | volunteer@wcomfm.org | Carrboro |
| WXYC-FM 89.3 (UNC) | Andy Sullivan | Program Director | (919) 962-7768 | info@wxyz.org | Chapel Hill |
| WXDU-FM 88.7 (Duke) | N/A | News Director | (919) 684-2957 | news@wxdu.org | Durham |
| WXDU 88.7 FM | Jake, General Manager | Duke University radio station | (919) 684-8870 | news@wxdu.org | Durham |
| WXYC 89.3 FM | Nicole Campbell | UNC CH radio station | 919-962-8989 | md@wxyz.org | Chapel Hill |
| WNCU 90.7 FM | Kimberly Pierce Cartwright | News and Public Affairs Director | 919-560-9628 | kpierce@wncu.org | Durham |
| WYMY 96.9 FM | Rick Martinez | www.laley969.com/ | (919) 790-9392 | rmartinez@curtismedia.com | Triangle |
| WCOM 103.5 FM | Public Service announcements mailbox | heard only in carrboro and parts of Chapel Hill | 919-929-9601, 919-246-9639 | psas@wcomfm.org | Carrboro |



|   | | | | | |
|---|-----------------|-----------------------|--|----------------|--|
| Triangle-Area Media | | | | | |
| Outlet | Name | Title | Email | Phone | comments (updated May 2013) |
| Spanish Media | | | | | |
| La Conexión Hispanic Newspaper | Paola Jaramillo | Editor/ News Reporter | pjaramillo@laconexionusa.com | (919) 832-1225 | laconexionusa.com web and print |
| Que Pasa Raleigh | Jose Cusicanqui | Editor | jcusicanqui@quepasamedia.com | (919) 645-1680 | www.quepasamedia.com, NC-wide, Raleigh edition available |
| WYMY-FM or LaLey101.1 FM | Rick Martinez | News Director | rmartinez@curtismedia.com | (919) 790-9392 | www.laley969.com/ |
| Radio Pa'lante | Wenzel, Laura | Director | director@palanteprogram.org | (919) 619-1023 | Radio LatiJAM, Spanish language radio run by Chapel Hill teens |
| Chinese language media | | | | | |
| The China Star Newspaper | Cathy Kimball | Editor in Chief | editor@chinastar.us | (919) 741-6103 | chinastaronline.com |



Triangle-Area Media

| Publication | Name | Title | Phone | Email | City |
|---|----------------------|-------------------------|-----------------------|--|---------------|
| ChapelHillMagazine.com | Lisa Rossi | Senior Associate Editor | 919-933-1551 | lisarossi@chapelhill | Chapel Hill |
| ChapelHillMagazine.com | Andrea Griffith Cash | Editorial Director | 919-933-1551 | andrea@chapelhillmagazine.com | Chapel Hill |
| http://mominchapelhill.blogspot.com/ | Allison and Sarah C | Lead bloggers | | mominchapelhill@gmail.com | Chapel Hill |
| Bull City Rising | Kevin Davis | Editor | 919-323-8432 | info@bullcityrising.com | Durham |
| indyweek.com/blogs | Denise Prickett | Editorial Web Director | 919-286-1972 | dprickett@indyweek.com | Durham |
| indyweek.com/blogs | Lisa Sorg | Editor | 919-286-1972 | lsorg@indyweek.com | Durham |
| welovedurham.com | Valerie | N/A | N/A | valerie@we-love-durham.com | Durham |
| http://durhamskywriter.blogspot.com/ | | | 919-803-9682 | durhamskywriter@yahoo.com | Durham |
| treehugger.com | N/A | N/A | N/A | transport-tips@treehugger.com | National |
| http://orangepolitics.org | Scott Reilly | 929 members | N/A | http://orangepolitics.org/contact | Orange County |
| http://www.nconconservationnetwork.org/mainblog | Brittany lery | Pubilc Alert Organizer | 919.857.4699, ext 103 | brittany@nconconservationnetwork.org | State |

| Triangle Area Public Information Officers | | | | |
|---|------------------|--|------------------------|---------|
| City/ Municipality | Name | Email | Phone | updated |
| Durham | Beverly Thompson | Beverly.Thompson@durhamnc.gov | 919-560-4123 ext 11229 | May-13 |
| Chapel Hill | Sabrina Oliver | publicaffairs@townofchapelhill.org | 919-968-2743 | May-13 |
| Orange | Carla Banks | cbanks@orangecountync.gov | 919-245-2302 | May-13 |
| Wake County | Marshall Parris | mparrish@co.wake.nc.us | 919-856-5597 | May-13 |



APPENDIX C

PIP Glossary and Acronyms

This list is for planning purposes only. All terms and definitions will be edited and possibly translated into alternative languages for public and official use.

Alignment – the route traveled by a transit line

Alternatives Analysis (AA) – a detailed study of all reasonable transportation alternatives within a corridor that address identified transportation problems. This process is required by the Federal Transit Administration for fixed guideway transit projects pursuing Federal funding.

Commuter Rail – local and regional passenger train service that connects a central city with outlying suburbs, towns, or satellite cities. Trains operate primarily during peak travel periods, such as the morning and evening commute times or rush hours. Trains are usually powered by diesel engines and can use freight rail tracks.

Corridor – a broad geographical study area for future transportation projects that follows a general route alignment such as a rail right-of-way or local roads and highways. There are three study corridors for the Triangle Regional Transit Program Alternatives Analysis: the Wake County Corridor, the Durham-Orange County Corridor, and the Durham-Wake County Corridor.

Draft EIS – The purpose of an EIS is to provide full and open evaluation of environmental issues and alternatives, and to inform decision-makers and the public of reasonable alternatives that could avoid or minimize adverse impacts and enhance the quality of the environment. An EIS must describe:

- The environmental impacts of a proposed action
- Any adverse environmental impacts that cannot be avoided
- Reasonable alternatives to the proposed action
- Local short-term uses of man's environment and maintenance and enhancement of long-term productivity
- Any irreversible and irretrievable commitments of resources involved in the proposed action

Federal Transit Administration (FTA) – the agency of the United States Department of Transportation with jurisdiction over transit

Fixed Guideway Transit – a transit facility using and occupying a separate right-of-way or rail for the exclusive use of transit and other high-occupancy vehicles

Guideway - a separate right-of-way or rail for the exclusive use of transit

Light Rail (LRT) - a system of modern rail cars or a single rail car operating on a rail track in exclusive rights-of-way or in the street with mixed traffic, in a dedicated lane. Light rail cars are commonly powered by an overhead catenary and electric line or by an on-board diesel or electric motor. Main features include rail vehicles, rail tracks, overhead electric lines, modern rail stations, signal priority at intersections, and integration with transit-oriented development strategies.

Locally Preferred Alternative (LPA) – The transit technology, alignment, stations, and termini location selected for the development of a high capacity transit system by local jurisdictions. The LPA is the end result of the Alternatives Analysis process.

Long Range Transportation Plan (LRTP) - long-term (20+year) vision, strategy, and capital improvement program that guides investment of public funds in transportation facilities. The plan is developed by an MPO and contains a financial plan. It is updated every five years and may be amended as a result of changes in available funding and findings from local studies.

Metropolitan Planning Organization (MPO) - the agency designated by the governor to administer the federally required transportation planning process in a metropolitan area. An MPO must be in place in every urbanized area over with 50,000 or greater population.

National Environmental Policy Act (NEPA) is a federal environmental law that sets up procedural requirements for all federal government agencies and all entities receiving federal financial assistance to prepare environmental assessments (EAs) and environmental impact statements (EISs). The EA is a screening document used to determine if an agency will have to prepare a lengthier EIS or construct a Finding of No Significant Impact, where an action or proposed project will not have a significant effect on the human environment (see the definition of EIS).

No-Build Alternative – in the Alternatives Analysis process, the No-Build alternative assumes no change from the current system. It is required by the FTA to serve as a baseline against which all other alternatives are compared.

Preliminary Engineering provides a basis for the management of risk of project implementation, including:

- Identification of all environmental impacts and making adequate provision for

their mitigation in accordance with NEPA.

- Design of all major or critical project elements to the level that no significant unknown impacts relative to their costs or schedule will result.
- Completion of all cost estimating to the level of confidence necessary for the project sponsor to implement its financing strategy, including establishing the maximum dollar amount of the New Starts financial contribution needed to implement the project.
- Definition of procurement requirements and strategies to deliver project service.
- Solidification of local funding commitments to the project.

Public Involvement (PI) – Public involvement is a mandated part of the transportation planning that helps to gather understand needs of and impacts on diverse parts of the public and agencies. Public involvement includes education of and meaningful engagement of the public; public comments should be considered in the decision-making process.

Scoping – Environmental scoping is a process through which the public, their elected officials, and interested government agencies are provided with information about the Locally Preferred Alternative in order to assist in shaping the course and direction of the environmental review process and ultimately the project which will be implemented.

Special Transit Advisory Commission (STAC) - a broad-based citizen group comprised of 38 members from across the Research Triangle Region. The STAC was appointed by the Capital Area MPO and the Durham-Chapel Hill-Carrboro MPO to assist in the joint development of the 2008 Regional Transit Vision Plan and to craft recommendations for the transit component of their joint 2035 Long Range Transportation Plan (LRTP).

Transportation Systems Management (TSM) - TSM represents the best that can be without building any transit infrastructure - that is, without construction of a new or widened highway or without construction of a new transit guideway. Generally, the TSM alternative emphasizes upgrades in transit service through operational and small physical improvements plus selected highway upgrades through intersection improvements, traffic signal improvements, minor widening, and other focused traffic engineering actions. TSM may include High Occupancy Vehicle Lanes, ramp metering, improved bus service, and express toll lanes.

List of Acronyms

AA – Alternatives Analysis
CAMPO – Capital Area Metropolitan Planning Organization
CSX – CSX Transportation
CRT – Commuter Rail Transit
DEIS – Draft Environmental Impact Statement
DCHC-MPO – Durham-Chapel Hill-Carrboro Metropolitan Planning Organization
EA – Environmental Assessment
EIS - Environmental Impact Statement

EPA – U.S. Environmental Protection Agency
FEIS – Final Environmental Impact Statement
FHWA – Federal Highway Administration
FRA – Federal Railroad Administration
FTA – Federal Transit Administration
LPA – Locally Preferred Alternative
LRT – Light Rail Transit
LRTP – Long Range Transportation Plan
MPO – Metropolitan Planning Organization
NCRR – North Carolina Railroad
NS – Norfolk Southern
PE – Preliminary Engineering
SEHSR – Southeast High Speed Rail
STAC – Special Transit Advisory Commission
TTA – Triangle Transit Authority, former name for Triangle Transit
TSM – Transportation Systems Management
USACE – U.S. Army Corps of Engineers
VHT – Vehicle Hours Traveled
VMT - Vehicle Miles Traveled