

**ORANGE COUNTY TRANSIT PLAN UPDATE**

**Public Involvement Plan**

**August 6, 2020**

PREPARED BY: Renaissance Planning

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# INTRODUCTION

In 2012, the Board of Orange County Commissioners along with the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization and GoTriangle adopted the County's first comprehensive Transit Plan that allocated a newly adopted Article 43 Half-Cent Sales Tax dedicated to fund public transportation improvements in Orange County. That plan included investments in new and expanded bus service and new capital infrastructure projects such as the Chapel Hill North-South Bus Rapid Transit Project, the Hillsborough Train Station, and the Durham-Orange Light Rail Project intended to connect employment, education, and health care centers in Durham and Chapel Hill. The Orange County Transit Plan was last updated in 2017 to further accommodate the Durham-Orange Light Rail Project.

In March 2019, the Durham-Orange Light Rail Transit Project was discontinued. This project was central to the Transit Plan. It served as the Plan's primary investment, a critical partnership between Durham and Orange counties, and a significant piece of transit infrastructure around which transit services and growth strategies were planned. In response to the discontinuation of the light rail project, the Orange County Transit Team began the process of creating a framework to update the Transit Plan by identifying and prioritizing new investments, funding service improvements, and improving the resiliency of the network of transit services.

The goals of the 2020 update to the Orange County Transit Plan are to identify investment priorities through the year 2040 and:

- Provide an overview of services and capital improvements that have been made possible through prior iterations of the Orange County Transit Plan.
- Describe the impact of the transit services provided through previous Transit Plans in terms of the additional population, employment, and geographic areas served.
- Address equity in all dimensions, including race, income, age, geographic location (including urban-rural divide), and transit services for residents with disabilities.
- Confirm and build on the connectivity and service improvements recently approved by each transit provider in their short-range service plans.
- Ensure that the short-range plans provide seamless service between transit providers.
- Coordinate local plans and projects with State or regional transportation projects.
- Identify clear service enhancements, infrastructure investments, and other strategies that improve access, ridership, and the overall transit rider experience in Orange County.
- Maintain a state of good repair for transit systems, infrastructure, and fleets.
- Establish a process for how improvements are prioritized, so that priorities are understood and supported by elected bodies, residents, and businesses.
- Improve the resiliency of the Plan so that it is not reliant on "One Big Thing".
- Address the impact of new or emerging transportation technologies.
- Identify opportunities for regional connections and partnerships based on market data, transit patterns, future land use plans, and growth areas.
- Identify and serve transit dependent populations in Orange County.
- Report on public preferences regarding transit service improvements and future investments.

- Ensure that the plan is financially sustainable based upon revenue and expenditure trends and changing transit options.
- Represent a financially sound plan that considers the costs and benefits of debt financing using a 20-year financial model.
- Coordinate findings, strategies, and recommendations with Durham County’s Transit Plan update.

The final deliverable is the Orange County Transit Plan Update document inclusive of key opportunities and issues (both analytic and those expressed by the public); differing transit scenarios and alternative investment strategies; and core plan elements in near-term, mid-term, and long-term views. It will help the public understand how the transit plan will be funded and implemented and help the County directly communicate the value of the transit plan, and its elements, to the public.

The project is anticipated to require at least one year or 12 months and end no later than April 2021 (Figure 1).

Tasks by Phase		Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	
Phase 1	T1	PSC Coordination													
	T2	Transit Choices Brochure													
	T2	Regional Connections Opportunities Report													
	T3	Engagement Preparations													
	T4	Conceptual Scenario Development													
Phase 2	T5	Identify projects													
	T5	Prioritization process development													
	T5	Preferred Scenario													
	T6	Engagement wave 2 prep													
	T6	Engagement Wave 2													
	T7	Revenue forecasting													
	T7	Implementation Plan													
	T8	Final Report													

Figure 1. Proposed project schedule.

The Orange County Transit Plan update includes public involvement activities and milestones reflecting ongoing efforts to engage the public and a continuous campaign to inform the public of project updates. The Public Involvement Plan (PIP) is a living document – it will be updated as meeting dates, locations, attendance, and major decision points are identified. Formal and informal public outreach will be added as opportunities present themselves.

## PUBLIC INVOLVEMENT EFFORT

### Public Involvement Goals

A plan that accurately reflects diverse values and priorities is likely to have greater legitimacy and “buy-in” and greater overall success. The overarching purpose of this PIP is twofold: 1) create a living document outlining public involvement methods to educate and engage diverse stakeholders; and 2) describe a process for the cooperation and collaboration of committees, diverse stakeholders, and agencies during project planning. The PIP is designed to achieve four public involvement goals described by the International Association for Public Participation (IAP2) Spectrum of Public Participation:

- **Inform:** Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities, and/or solutions.
- **Consult:** Obtain public feedback on analysis, alternatives, and/or solutions.
- **Involve:** Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
- **Collaborate:** Partner with the public in each aspect of decision-making including the development of alternatives and the identification of a preferred option.

## *Public Involvement Requirements*

This section describes minimum requirements for public involvement per guidance and mandates issues by the federal government, Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (DCHC MPO), Orange County Commissioners, and public transit providers in Orange County.

### **Federal Guidance**

In accordance with **23 Code of Federal Regulations (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
- A course of action for seeking out and considering the needs of traditionally underserved groups
- 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
- 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.”<sup>1</sup> 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
- Website accessibility
- The development of contacts, mailing lists and other means of outreach notification
- Consultation with disabled individuals
- The opportunity for public comment

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<sup>1</sup> The ADA define disability as “a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment.”

- 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.

This plan is also in compliance with FTA Circular 9030.1D(IV)(8)(k) regarding Public Comment on Fare and Service Changes, dated May 1, 2010, and FTA Circular 4702.1A regarding Title VI Guidelines for FTA recipients, dated May 13, 2007.

### **County and MPO Policies**

**Orange County Public Participation Policy** effective June 5, 2019 recognizes the value of public participation and creates opportunities for meaningful public participation in County decisions. This Public Participation Policy is in addition to and supplements applicable public hearing and participation statutes and laws. The policy applies to all aspects of County government not otherwise exempt by law from public participation. This policy will serve as the default public involvement policy for issues not specifically covered by the Orange County Transit Plan Update PIP.

**Orange County Public Transportation Title VI Plan** adopted 3/11/2020 describes Orange County Transportation Services (OCTS) Title VI program, including procedures for filing a Title VI complaint, Limited English Proficiency (LEP) plan, and procedures for evaluating the impact of fare and service changes on minority communities.

The **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization Public Involvement Policy** (dated November 14, 2012) covers public involvement requirements for MPO-related programs and projects including minimum periods for public comment. Using the MPO’s policies as a guide, the period for public review and comment for the Orange County Transit Plan Update will be a minimum of 30 days.

## Public Involvement History

Orange County has used various methods in the past to engage residents and stakeholders and gain feedback on various projects, issues, and plans. This includes:

- Steering committees
- Working groups
- In-person public meetings
- Public information website
- Social media
- Project information fact sheets
- Planning resources
- Public participation surveys
- Public transit consultants and studies
- Virtual public input and listening sessions.

## Project Administration and Decision Making Structure

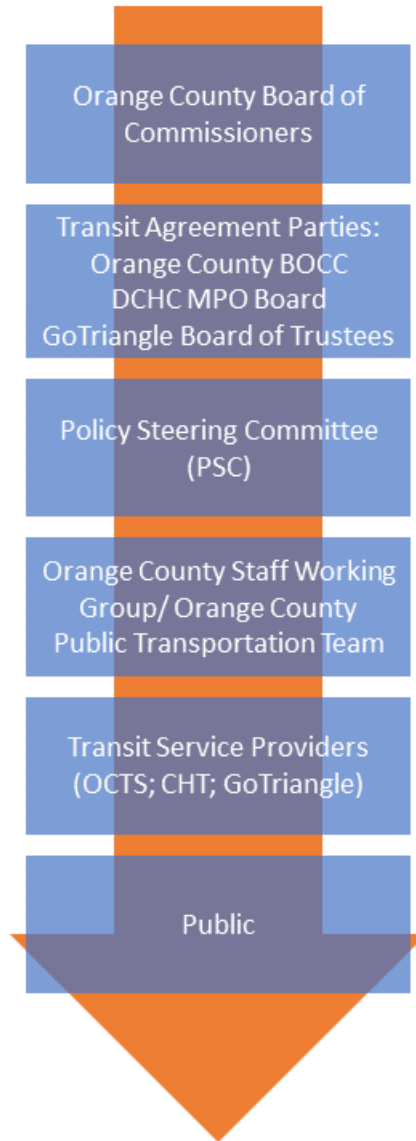
This section clarifies the flow of information and decision making related to the project. The Orange County Transit Plan Update project is guided by a Project Management Team including Orange County staff and the consultant Renaissance Planning. A Policy Steering Committee (PSC) (Figure 2) will provide regional perspective and policy direction, review technical reports, recommendations, policies, plans, and public input related to the Orange County Transit Plan Update project, and approve the final recommendations contained in the plan.

<b>NAME</b>	<b>AGENCY/ORG</b>	<b>TITLE</b>
Barbara Foushee	Town of Carrboro	Mayor Pro-tem
Mark Bell	Town of Hillsborough	Commissioner
Mark Marcoplos	Orange County	Commissioner
Pam Hemminger	Town of Chapel Hill	Mayor
Patty Philipps	City of Mebane	Councilmember
Sally Greene	Orange County	Commissioner

Figure 2. Project Steering Committee.

The Project Management Team will facilitate, gather, and synthesize quantitative and qualitative data and draft recommendations for consideration by the Orange County Staff Working Group and Policy Steering Committee. The final plan is subject to the approval of the Board of Orange County Commissioners, the MPO Board, and the GoTriangle Board of Trustees. The overall decision-making process is presented in Figure 3. Roles and responsibilities are described in the sections below.





*Figure 3. Decision-Making Flow.*

**Roles: Key Stakeholders**

County Commissioners: Orange County Commissioners will be briefed about the Orange County Transit Plan Update periodically through the duration of the project. The Orange County Commissioners are also responsible for adopting the recommendations made in the Orange County Transit Plan Update.

Transit Agreement Parties (Parties): On October 24, 2012, Orange County, GoTriangle and the DCHC MPO entered into an Interlocal Implementation Agreement (“Implementation Agreement”) to provide for effective implementation and oversight of the transit plan; the Agreement can be amended from time to time. This agreement was made pursuant to Article 20 Chapter 160A of the North Carolina General Statutes. The Parties each desire to provide for the future transportation needs of Orange County and the surrounding region, understanding that enhanced

mobility options will support a high quality of life, strengthen economic development, strengthen human services transportation, support air quality goals, and enhance sustainability.

Policy Steering Committee (PSC): The PSC will be convened monthly and/or at key project milestones or decision-making points. This group will participate in and guide the planning process by disseminating information, serving as conduits to elected boards, shaping the public and stakeholder input process, and approving the recommendations for consideration by the governing bodies (Figure 2).

*Municipal Officials*: Municipal officials sit on the Policy Steering Committee and will also be briefed about the Orange County Transit Plan Update periodically through the duration of the project.

Orange County Staff Working Group (SWG): The Orange County SWG includes key Orange County staff. The SWG reviews progress of plan implementation and updates the Plan at least every four years but has been meeting on an annual implementation budget. The Plan can also be updated due to identified changes to costs or revenues that are significant enough to require a plan update. The team is responsible for overall management of the project including technical analyses. The SWG will review deliverables and will provide preliminary comments to be addressed prior to dissemination. The Orange County SWG is convened by GoTriangle, consisting of a voting member and an alternate member from each of the three Transit Agreement Parties (Orange County, GoTriangle and DCHC MPO).<sup>2</sup> The Orange County SWG members and alternates work collaboratively to develop and prepare reports to the Parties; meet from time to time to discuss developments and the status of the various transit projects and services; and provide comments and feedback to GoTriangle on draft annual reports. Orange County SWG members work openly and collaboratively with these other interested parties (Hillsborough, Chapel Hill, Carrboro, Mebane) in considering the status and impacts of possible bus service changes.

*Orange County Public Transportation Team (OCPT)*: The Orange County Public Transportation Team provides advisory (non-voting) input and technical expertise to the Orange County SWG. The OCPT consists of staff members from the municipalities and public transportation service providers in Orange County that function in an advisory capacity and may include coordination with adjacent counties and councils of government.

### Transit Service Providers

*Chapel Hill Transit*: Chapel Hill Transit is a multijurisdictional agency formed by a partnership of the Towns of Chapel Hill, Carrboro, and UNC. Chapel Hill Transit is responsible for regular and express routes and demand response service in the Chapel Hill, Carrboro, and University area. Chapel Hill Transit also provides regional express bus service to Hillsborough in cooperation with GoTriangle.

*GoTriangle*: GoTriangle is a regional transit agency serving Wake, Durham, and Orange counties. GoTriangle provides regional commuter express and demand response service connecting Wake, Durham, and Orange counties, provides express service connecting

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<sup>2</sup> The Orange County Manager designates the member and alternate from Orange County, the Planning Manager of DCHC designates the member and alternate from DCHC and the GoTriangle General Manager designates the member and alternate from GoTriangle.

Mebane to Hillsborough and the City of Durham. GoTriangle also collects and disburses Transit Tax District Revenues.

*Orange County Transportation Services (OCTS):* OCTS is a county agency that is responsible for providing transportation services to all residents of unincorporated Orange County, the Town of Hillsborough, Efland, and a portion of the City of Mebane with destinations within and beyond Orange County's borders. Orange County Public Transportation (OCPT), a subsidiary within the department of OCTS, provides demand response transportation in unincorporated Orange County, circulator service within Hillsborough, midday service connecting Chapel Hill to Hillsborough, and to Cedar Grove in northern Orange County.

Public: Residents, commuters, and stakeholders will have the opportunity to review and comment on issues and opportunities, transit scenarios, and draft and final documents, maps, and plans through public meetings, the project website, and a survey. Citizens will have multiple ways to provide input and help make decisions including written or oral comments at public meetings, web-based feedback, and an online survey tool. Public input will be channeled through the Policy Steering Committee (PSC), the project website, a public survey, and other tools identified in *Public Involvement Tools and Techniques*.

## **PUBLIC INVOLVEMENT PLAN**

The Orange County Public Transit Public Involvement Plan (PIP) is intended to be a transparent, 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 shared with the Orange County Transit Plan project team and Orange County Communication specialists and will be available on the project website.

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. The PIP and project team are committed to broad and inclusive outreach and engagement. The strategies described below are not only targeted at soliciting actionable and high-quality feedback, but also aimed at ensuring a diversity of voices and backgrounds are represented.

### **Public Involvement Early Preparation**

Prior to launching any outreach and engagement activities, several key preparation steps must be completed to ensure successful public interactions and project communications.

- i. Branding: A project logo and color palette will be created to develop a project identity. Project branding will complement existing Orange County branding. Consistent branding ensures recognition of the project (and associated efforts) and connects project phases across time. Branding will be used on all materials created for the project including reports, presentation, outreach materials, and event advertising (see Appendix).
- ii. Website: A project website linked from the Orange County website will be developed to house documents and public involvement collateral related to the study, as well as to provide a virtual hub for information and updates regarding outreach activities and plan progress. The website will feature consistent branding with other communication materials

and provide an easy to use interface and accessible language for users of all ages and abilities.

- iii. Mass Media: As part of the larger rollout of the Transit Plan process, relationships must be developed and cultivated with local media outlets to encourage coverage of plan updates and outreach events. A list of local media contacts is in the Appendix and will act as the starting point for media outreach. Engaging a variety of local media forms including news websites, local papers, tv and radio, act as additional avenues for reaching a diverse audience.
- iv. Social Media: Specially designed content for Facebook and Twitter will be developed to take advantage of Orange County's existing social media presence. Additionally, social media pages specifically focusing on the Transit Plan can be created as needed to serve as an additional online resource for updates and information; rollout of project specific sites should mirror the rollout of the website. These pages will be used to provide updates on plan progress and outreach activities. Social media pages are envisioned as one of several virtual communication channels for dispersing information and updates that are primary housed on the website.
- v. Community Conversations: Project team members will reach out to organizations representing historically under-represented populations to provide information about the project and describe opportunities for participation.
- vi. Other Communication Channels: An e-newsletter will be distributed to update project progression. Print newsletters can be made available in locations such as grocery stores, service agencies, and more. Additionally, existing communication channels, such as community newsletters or online groups within Orange County and related jurisdictions can be used to disseminate information about upcoming events.

### **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. The team will seek input from Orange County Public Transportation, Chapel Hill Transit, GoTriangle, and other key stakeholders regarding the most preferred and effective methods of implementation.

Public engagement for the Orange County Transit Plan update should involve outreach to government entities, local officials, community-based groups, schools, neighborhood associations, business associations and other points of interest. A list of key officials and staff contacts are listed in the Appendix.

### **Outreach Coordination**

Outreach will require significant coordination across multiple partner groups and stakeholders. This will occur throughout the planning process, drawing on leaders from each group to represent the unique perspective represented by each group. A preliminary list of primary partners and contact information are included in the Appendix.

- i. Local and Regional Governments and Councils: Often serving as the key decision makers on local decisions and public policy, local and regional governments and councils play a large role in shaping transit in Orange County.
- i. Transportation Agencies: Local transportation agencies and interest groups are already involved in the transit planning process, but their participation is integral to the success of

this process. Their feedback will be needed in understanding the current state of transit in Orange County and the region.

- ii. Transportation System Users: Users of a transportation system provide real-world insight into the success and gaps in the transportation experience. Their feedback on the current state of the transportation system is necessary for understanding both the current state of that system and how it can be changed to make the experience more efficient and enjoyable.
- iii. Cultural Interests: While not usually thought of as critical to the transportation planning process, cultural interest groups (i.e. arts organizations) and agencies are key partners to this process. Easy and enjoyable transit access to cultural assets is key to expanding the reach of cultural institution and ensuring all community members have access to cultural experiences.
- iv. Recreational Interests: Recreational destinations whether public or private draw people of all ages. A transportation system that fails to account for accessibility to recreational sites ensures that only those with personal vehicles can access these amenities.
- v. Business and Economic Development Interest Groups: Groups representing the diverse business and economic development interests of the area (particularly historically marginalized and non-dominant groups) are critical to the success of the transit system. Access to transportation and commute options in a community are a key amenity for attracting and retaining the workforce.
- vi. Community Organizations: Organizations focused on community issues are a key avenue for reaching out to community members and groups that may not ordinarily engage with the transportation planning process. Organizations dealing with issues related to housing, food insecurity, or simply organizing like-minded people provide an opportunity to meet people in the venues where they already feel most comfortable engaging.
- vii. Schools, Universities & Community Colleges: Primary schools through universities are key anchoring institutions in Orange County. Not only does the location of educational facilities impact traffic patterns, but universities and colleges act as hubs of activity that draw both visiting transportation system users and frequent users.
- viii. General Public: The public, especially frequent transportation systems users, are the clients of the transportation system. The goal of the transit plan is to create a better system for the public, and therefore their feedback is integral to the success of this effort.

## **Public Involvement Tools and Techniques**

A variety of tools and techniques will be utilized to involve the public in the Orange County Transit Plan Update. These tools are designed to reach the full spectrum of project stakeholders, ensuring feedback from the public with as much diversity of experience as possible. The involvement tools and techniques will be refined on an ongoing basis and as needed in response to turnout and public response.

- i. Policy Steering Committee (PSC) Meetings: Meetings will be held with project management team and Policy Steering Committee to coordinate project progress and decision-making points. In some cases, the project manager may be joined by supporting staff to guide discussion related to on-going or imminent project efforts. Presentations will be provided on key issues to maintain clear communication and collaboration between the project team and PSC and collect feedback on project progress. Materials and minutes from PSC meetings will be made available on the project website.

- ii. Transit Summits: Transit summits invite stakeholders representing a broad cross-section of community interests to shape the countywide transit vision. This targeted engagement provides an opportunity to engage key stakeholders in a highly organized fashion to avoid feedback burnout and encourage high-quality engagement. Preparations for the summit will focus on maximizing participation, coordinating with representatives of historically underrepresented groups, and ensuring workshop materials convey information and solicit feedback in appropriate and accessible forms (including non-English translations). The summit will establish a dialog between the project team and stakeholders. It will present and vet the Transit Choices Brochure, highlight key findings from the RCO report, and generate discussion of values and preferences by a diverse group to shape potential transit investment scenarios. The outcome of the first Transit Summit is the identification of an emerging set of community transit goals and the development of a network of embedded project “ambassadors.” With the help of Orange County, we will conduct outreach for the transit summits, invite participants, track RSVPs, prepare meeting materials (including coordinating technology needed for webcast and participation), and facilitate the summits. We will rely on the County to provide support by:
  - Helping the consultant find contact information for key participants and helping to craft a robust list of invitees.
  - Advertising the event on social media and other County communications channels.
  - Emailing invitations (we find that response rates are improved when the invitation comes from the client and not the consultant).
  - “Welcoming” participants to the online event.
- iii. Elected Officials and Jurisdictional Briefings: To ensure clear communication and updates on project progress, the project team will provide periodic briefings to elected officials and other relevant jurisdictions. These presentations provide elected officials a chance to review and provide feedback on key project deliverables and updates to ensure transparency and clear channels of communication.
- iv. E-mail Announcements: E-mail announcements are a traditional form of communication used to provide updates on public projects to individuals who have signed up for jurisdiction-wide announcements or project-specific updates. The project team will work with relevant county and municipal communication representatives to ensure inclusion of project updates in county-wide e-mail announcements while simultaneously maintaining a project-specific listserv. E-mail announcements are a direct method of contacting individuals who have expressed interest in the project or provided their email for contact. E-mail announcements can range from highly stylized newsletter-style updates to simple text only updates depending on project need and communication strategy. Regardless of design, e-mail announcements are a useful channel for pushing project information directly to interested parties and does not require an individual to seek out information on the website independently.
- v. Informational Materials: In addition to the Transit Choices Brochure, various communication materials will be developed as part of both in-person and remote communication strategies. Flyers providing up-to-date information on the transit plan can be posted at all bus stops and stations, but also be used as a virtual flyer across social media platforms. Maintaining consistency of design will create a coherent brand that the public will identify with the project and project updates. Materials will be designed for distribution on-board vehicles and placement at transit stops and stations. These can take the form of pamphlets, palm cards, or flyers, all providing clear and relevant information

- on system updates, engagement opportunities, and transit plan milestones. Spanish language versions of all informational materials will be available.
- vi. Interactive Mapping and Renderings: Mapping and other forms of visualizing concepts embodied in the transit planning process are highly effective tools for engaging the public in the process of envisioning a new transit-focused future. These often-tactile strategies often call on members of the community to provide their feedback on where various interventions are needed or in what locations a bus stop update might be needed more than a change of street lighting. Mapping and other renderings while often used during in-person public meetings can also be effectively leveraged through online platforms using open source mapping software to allow members of the public to visualize community needs and places for change.
  - vii. Considerations for Minority, Low-Income, and LEP Populations: The public involvement team will implement strategies to communicate with and engage members of historically under-represented communities. The project team is committed to inclusive outreach and engagement 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 talk with local planners and community leaders to identify under-represented groups and communities requiring targeted outreach and engagement. Other methods of identification and specific outreach to under-represented populations will be implemented as the public involvement program progresses.
  - viii. Media Relations: Media includes radio, print and broadcast communications channels. Media relations are maintained to ensure broad distribution of project information and opportunities for input and engagement. The project team will produce and distribute media advisories prior to public events, direct media inquiries to project spokespeople, provide information to the media upon request, and ensure the project website is up to date for purposes of public information. See appendix for preliminary media contacts.
  - ix. Website: A dedicated project website is 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. The project website will be linked with the Orange County website for ease of access. Our website will also contain downloadable digital copies of maps, fact sheets, comment forms, and other collateral about the project. With the help of Orange County, regional transit providers, and service providers we will advertise the website in/on transit vehicles, mobile transit applications, websites, social media (including Next Door), targeted mailings, bus stops, and more to reach a broad cross section of the community. The webpage will be linked to social media (Facebook, Twitter, and Instagram) to provide additional project updates (see more below).
  - x. Survey: Public surveys are a well-known and expected form of public engagement providing a channel for the public to passively provide feedback without the high level of commitment required to attending a public meeting or summit. Surveys take many forms, but generally are administered through online platforms which allow for easy distribution over social media channels, e-mail updates and the website. Paper surveys while more complicated to administer can allow for those without consistent access to a computer or reliable internet a chance to engage with the project. SurveyMonkey is a good option for creating clear, user-friendly surveys that can be customized and administered online. With

the help of Orange County, regional transit providers, and service providers we will advertise the survey, and provide paper versions of the survey, in/on transit vehicles, mobile transit applications, websites, social media (including Next Door), targeted mailings, bus stops, and more to reach a broad cross section of the community.

- xi. 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. In addition to posting text content, photographs and videos, platforms like Facebook Live allow public events and meetings to be live streamed, providing opportunities for remote engagement; an especially important feature as the future of safe public gatherings continues to evolve. Facebook and Twitter will act as the primary social media platforms disseminating information related to the Transit Plan. Orange County, and constituent municipalities, maintain a Facebook and Twitter profiles; these pages can be leveraged during the Transit Plan process. All information received via social media will be presented to project team members and recorded in a project communication comment database. To reach the largest audience possible, it is preferable to disseminate content through existing accounts operated by Orange County and the towns.
- xii. Communication database and contact list: A shared spreadsheet will be used to maintain project mailing lists. The spreadsheet is for internal project team use. E-mails and contact information appearing in this database will only be used to augment the distribution lists for sending news releases, project materials, and project announcements.

## *COVID-19 Contingency Plan*

The following adjustments to our outreach and engagement approach will be made in response to the ongoing COVID-19 situation, associated North Carolina Executive Orders, and County and Municipal orders prohibiting mass gatherings and enforcing social distancing. These orders inhibit our ability to conduct in-person outreach and engagement; an adapted approach will provide the necessary insights and feedback needed from the public and key community stakeholders.

### **Transit Summit Adjustments**

Most of the engagement and outreach for the Orange County Transit Plan Project will need to be conducted virtually due to the ongoing COVID-19 pandemic and associated restrictions on in-person gatherings. Our overall approach to the proposed Transit Summit remains as described in the “Public Involvement Tools and Techniques” section except that the Summit will be facilitated via webcast or using an online video conferencing platform such as GoToMeeting. We intend to supplement the webcast or video conference with a method of receiving real-time feedback such as PollEverywhere (a platform that allows participants to reply using the text message function on mobile phones or by using a website). Sessions will be recorded and posted on the website for comment.

We will continue to monitor the evolving COVID-19 situation and will re-evaluate the format of the second transit summit as needed.

### **Online Engagement**



A robust program of “high touch” outreach and/or or tactical community engagement ((pop-up events, bus stop surveys, etc.) was initially planned for the Orange County Transit Plan update. Given the restrictions on mass gatherings and social distancing regulations this element of the approach must be amended. In lieu of high touch engagement, we will develop and maintain a project website and execute a more robust social media approach to provide information to the public and to acquire the feedback needed for plan development. We will also develop and execute a survey to gather feedback from the public and other stakeholders. With the help of Orange County, regional transit providers, and service providers we are hopeful that we can advertise the survey and website in/on transit vehicles, mobile transit applications, websites, social media (including Next Door), targeted mailings, bus stops, and more to reach a broad cross section of the community.

### Schedule of Engagement

EVENT	TENTATIVE DATE
Launch website and social media campaign	July 6, 2020
Transit Summit #1	Early September 2020
Launch survey	January 2021
Transit Summit #2	Late January/early February 2021

*\*Note: Events and schedule may be adapted as the COVID-19 situation evolves.*

### PUBLIC COMMENTS RESPONSE AND DOCUMENTATION

Throughout project development, as comments are solicited and received from various stakeholders, the Project Management Team will catalog each comment received in a database and ensure that every comment is considered, responded to, and documented.

Comments will be gathered via postal mail, e-mail, as verbal comment at public meetings and small group meetings, via surveys, website/online, and dictated or transcribed, as needed. Comments may be in the form of written or spoken narrative as well as computer generated or hand-drawn maps and images.

- i. Comments Database: The project staff will create a searchable database for collected public comments including the following fields:
  - a. Urgency of response
  - b. Action needed
  - c. The comment (verbatim)
  - d. Where the comment was collected – public workshops, at festival, via e-mail, via social media, etc.
  - e. Name of commenter
  - f. Nature of commenter (private citizen, organization, local agency, etc.)
  - g. To whom the comment was referred, if relevant
  - h. Response/action taken (if any) and date
  - i. Name and nature of respondent
- ii. Responding to Comments: Each comment will be acknowledged as received, responded to using standard Frequently Asked Questions (FAQ) or a tailored response to explain and further engage the commenter. All comments will be considered and responses to comments will be tracked individually and as transparently as possible.
- iii. FAQs: At the start of the project, and periodically throughout, Frequently Asked Questions will be identified for inclusion in the FAQ website section and in other FAQ materials. The

development and sharing of boilerplate responses created in anticipation of commonly asked questions, will be updated as new questions become more common or pressing.

- i. Documentation of Comments and Responses: Comments and responses will be documented and integrated into the final study document as an appendix.
- ii. Orange County Community Relations Department: The project team will work closely with the Orange County Community Relations Department to integrate plan-specific engagement efforts with strategies and protocols already in place. This department's focus aligns with that of the PIP, working "strengthen communication with residents and businesses through online materials, brochures, social media and traditional news outlets." Orange County's current Community Relations Director is Todd McGee. He can be reached at: [tmcgee@orangecountync.gov](mailto:tmcgee@orangecountync.gov) or 919-245-2302.

# APPENDICES

## Appendix A: Local Elected Officials

### Orange County Board of Commissioners

Name	Position	Phone	Email
Penny Rich	Chair, District 1	919-960-0220	prich@orangecountync.gov
Renee Price	Vice Chair, District 2	919-593-1904	rprice@orangecountync.gov
Jamezetta Bedford	District 1	919-933-5391	jbedford@orangecountync.gov
Mark Dorosin	At-Large	919-967-1486	mdorosin@orangecountync.gov
Sally Greene	At-Large	919-260-4077	sgreene@orangecountync.gov
Mark Marcoplos	District 1	919-524-6287	mmarcoplos@orangecountync.gov
Earl McKee	District 2	919-812-3248	emckee@orangecountync.gov

### Town of Chapel Hill

Name	Position	Phone	Email
Pam Hemminger	Mayor	919-968-2714	phemminger@townofchapelhill.org
Michael Parker	Mayor Pro Temp	919-883-2063	mparker@townofchapelhill.org
Jessica Anderson	Council Member	919-391-0118	janderson@townofchapelhill.org
Allen Buansi	Council Member	919-275-2711	abuansi@townofchapelhill.org
Hongbin Gu	Council Member	919-923-7912	hgu@townofchapelhill.org
Tai Huynh	Council Member	727-458-3073	thuynh@townofchapelhill.org
Amy Ryan	Council Member	919-590-5772	aryan@townofchapelhill.org
Karen Stegman	Council Member	919-824-5197	kstegman@townofchapelhill.org

### Town of Carrboro

Name	Position	Phone	Email
Lydia Lavelle	Mayor	919-918-7310	llavelle@townofcarrboro.org
Barbara Foushee	Mayor Pro Tem	919-270-4087	bmfoushee@townofcarrboro.org
Damon Seils	Council Member	919-960-5931	dseils@townofcarrboro.org
Susan Romaine	Council Member	919-619-3408	sromaine@townofcarrboro.org

Jacquelyn Gist	Council Member	-	jgist@townofcarrboro.org
Randee Haven-O'Donnell	Council Member	919-306-2080	havenod@gmail.com
Sammy Slade	Council Member	919-951-5200	sslade@townofcarrboro.org

### Town of Hillsborough

Name	Position	Phone	Email
Jenn Weaver	Mayor	919-296-9410	-
Mark Bell	Mayor Pro Tem	919-296-9411	Mark.Bell@hillsboroughnc.gov
Rob English	Commissioner	919-296-9415	-
Kathleen Ferguson	Commissioner	919-296-9412	-
Matt Hughes	Commissioner	919-296-9413	-
Evelyn Lloyd	Commissioner	919-732-1500	-

### City of Mebane

Name	Position	Phone	Email
Ed Hooks	Mayor	919-563-5075	ehooks@cityofmebane.com
Jill Auditori	Mayor Pro Tem	336-675-8671	jauditori@cityofmebane.com
Sean Ewing	Council Member	336-338-6538	sewing@cityofmebane.com
Everette Greene	Council Member	919-563-5534	egreene@cityofmebane.com
Patty Philipps	Council Member	336-214-3526	pphilipps@cityofmebane.com
Tim Bradley	Council Member	919-563-4571	tbradley@cityofmebane.com

## *Appendix B: Outreach Coordination and Contact Information*

Master stakeholder spreadsheet available here: [https://docs.google.com/spreadsheets/d/1pXC2\\_zKDVuFwgPWU-3E13fU57kRbEWnaipDAbRd8864/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1pXC2_zKDVuFwgPWU-3E13fU57kRbEWnaipDAbRd8864/edit?usp=sharing)

## Appendix C: Transit Service Providers and Staff

### Chapel Hill Transit

Name	Position	Phone	Email
Matt Cecil	Transit Development Manager	919-969-4916	mcecil@townofchapelhill.org
Henry DePietro	Assistant Director	919-969-4929	-
Maribeth Lewis-Baker	Operations Manager - Fixed Route	919-969-4932	-
Brian Litchfield	Transit Director	919-969-4908	blitchfield@townofchapelhill.org
Mark Lowry	Safety Officer	919-969-4938	-
Joe McMiller	Assistant Operations Manager	919-969-4930	-
Travis Parker	Assistant Operations Manager - Demand Response	919-969-4949	-
Nick Pittman	Transit Planning Manager	919-969-4958	npittman@townofchapelhill.org
Tim Schwarzauer	Grants Coordinator	919-969-4925	-
Jeffrey Sullivan	Community Outreach Manager	919-969-4931	-
Tim Thorpe	Assistant Operations Manager	919-969-4934	-

### GoTriangle

Name	Position	Phone	Email
Charles Lattuca	President and CEO	-	-
Shelley Curran	General Counsel and Vice President	-	-
Sandra Freeman	CFO	919-485-7415	sfreeman@gotriangle.org
Eric Bergstraesser	COO	-	-
Katharine Eggleston	Chief Development officer	919-485-7564	-
Sharon Chavis	Program Coordinator; Capital Development	919-485-7555	-
Erin Convery	Senior Transportation Planner	-	EConvery@gotriangle.org
Jenny Green	Transit Service Planner	919-485-7529	jgreen@gotriangle.org
Ruiqi Guo	Transportation Planner	-	RGuo@gotriangle.org

Jay Heikes	Senior Transportation Planner	919-314-8741	jheikes@gotriangle.org
David Jerrido	Transit Service Planner	919-485-7549	DJerrido@gotriangle.org
Richard Major	Director of Capital Development	919-485-7483	rmajor@gotriangle.org
Andrea Neri	Transit Service Planner	919-485-7592	aneri@gotriangle.org
Margaret Scully	Manager of Planning TOD	919-485-7455	mscully@gotriangle.org

**Orange County Public Transportation**

Name	Position	Phone	Email
Theo Letman	Transportation Services Director	919-245-2007	tletman@orangecountync.gov
TeLeishia Holloway	Transit Administrator	919-245-2002	tholloway@orangecountync.gov
Percy Mahone	Operations Manager	919-245-2006	pmahone@orangecountync.gov
Allyson Coltrane	Transportation Services Manager	919-245-2102	acoltrane@orangecountync.gov
Ciara Baldwin	Operations Assistant II	919-245-2004	cbaldwin@orangecountync.gov

Appendix D: Website Map





## Appendix E: Orange County Area Media List

### Print Media

Outlet	Contact Name	Title	Phone	Email	Reach
Chapel Hill Magazine	Jessica Stringer	Exec. Editor	(919) 933-1551	jessica@chapelhillmagazine.com	Chapel Hill
Chapel Hill Magazine	Holly West	Assoc. Editor	(919) 933-1551	holly@chapelhillmagazine.com	Chapel Hill
Chapel Hill News	Mark Shultz	Editor	(919)829-8590	mshultz@heraldsun.com	Durham
Independent Weekly	Jeffrey Billman	Editor	(919)286-1972	jbillman@indyweek.com	Durham
La Conexion	Veronica Guterrez	Editor	(919)832-1225	press@laconexionusa.com	Regional
The Daily Tarheel		Editor	(919)962-1163	dailytarheel.com	Chapel Hill
The Carolinian					
Triangle Business Journal	Lauren Ohnesorge	Transportation Reporter	(919)327-1008	lohnesorge@bizjournals.com	Raleigh/Durham
Carolina Woman	Debra Simon	Editor/Publisher	(919)852-5900	publisher@carolinawoman.com	Raleigh/Durham
News & Observer	Richard Stradling	Transportation Reporter	(919)829-4739	rstradling@newsobserver.com	Raleigh
Herald-Sun	Tammy Grubb	Orange Cty. Govt.	(919)829-8926	tgrubb@heraldsun.com	Durham
Herald-Sun	Mark Donovan	Metro Editor	(919) 419-6655	mdonovan@heraldsun.com	Durham
Blue & White Magazine	Wendy Lu	Managing Editor	N/A	wendylu@live.unc.edu	Chapel Hill
Associated Press	News Desk	News Desk	(919)833-8687	apraleigh@ap.org	Regional
The Triangle Tribune	Bonitta Best	Managing Editor	N/A	bonitta.best@triangletribune.com	Durham

The News of Orange County	Adam Powell	Editor	(919) 732-2171	newsforangeeditor@yahoo.com	Orange County
Mebane Enterprise	Adam Powell	Editor	(919) 563-3555	mebaneenterpriseeditor@yahoo.com	Orange County

### Broadcast

Outlet	Contact Name	Title	Phone	Email	Reach
Spectrum News	News Desk	News Desk	(919) 882-4040	centralncnews@charter.com	Regional
Spectrum News	Calendar	Calendar	(919)882-4040	nccalendar@charter.com.	Regional
WNCN (CBS)	News Desk	News Desk	(919)835-6399	newstips@wncn.com	Regional
WRAL (NBC)	News Desk	News Desk	(919)821-8600	assignmentdesk@wral.com	Regional
WTVD (ABC)	News Desk	News Desk	(919)687-2200	wtvassignmentdesk@abc.com	Regional
WUNC-TV (PBS)	Program Desk	Program Desk	(919)445-9150	-	-
UNC Student TV	Hollie Rutledge	Station Manager	N/A	hollie@live.unc.edu	-

### Radio

Outlet	Contact Name	Title	Phone	Email	Reach
WCHL - CBS Radio	Blake Hodge	News Director	(919) 967-8363	blake@wchl.com	-
WCHL - CBS Radio	Victor Lewis	City Director	(919) 967-8363	victor@wchl.com	-

WUNC (NPR)	Brent Wolfe	News Director	(919)966-5454	bwolfe@wunc.org	-
WUNC (NPR)	News Desk	News Desk	(919)966-5454	news@wunc.org	-
WRAL-FM (101.5)	Michele Williams	Program Director	(919)890-6101	mwilliams@wralfm.com	-
WXYC (89.3)	Program Director	Program Director	(919)962-8989	info@wxyz.org	-
WNCU (90.7)	Kimerly Pierce Cartwright	News & Public Affairs Dir.	(919)560-9628	kpierce@wncu.org	-
WPTF Curtis Media Group	News Desk	News Desk	(919)878-1724	wptfnews@curtismedia.com	-
WCOM	Station Manager	News Desk	(919)929-9601	stationmanager@wcomfm.org	-
WYMY (101.1 FM) La Ley		Sales & Offices	919-790-9392	sdavenport@curtismedia.com	

### City/Municipality

Public Information Officer	Contact Name	Title	Phone	Email	Reach
Chapel Hill	Sabrina Oliver	Dir., Comms & Public Affairs	(919)968-2757	soliver@townofchapelhill.org	Chapel Hill
Orange County	Kristin Prelipp	PIO	(919)245-2462	kprelipp@orangecountync.gov	Orange County

### Spanish Media

Outlet	Contact Name	Title	Phone	Email	Reach
La Conexion	Veronica Guterrez	Editor	(919) 832-1225	press@laconexionusa.com	Regional
Que Pasa Raleigh	Jose Cusicanqui	Editor	(919) 645-1680	jcusicanqui@quepasamedia.com	Regional

LaLey 101.1	Juli Garza	Program Director	(919) 882-1746	jgarza@curtismedia.com	Regional
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Appendix F: Project Branding



NEXA  
REGULAR

PERPETUA

Arial

Website Domain

[www.octransit2020.com](http://www.octransit2020.com)

