



GETTING INVOLVED-

Georgia SWTP/SSTP

GDOT is committed to involving state, regional, and local stakeholders and citizens across Georgia in its transportation planning decisions, including the development of Georgia's Statewide Transportation Plan (SWTP). The Department will merge the SWTP with the Georgia Statewide Strategic Transportation Plan (SSTP). The final product of this planning effort will be a combined SWTP and SSTP document.

GDOT's Innovative Approach

Public outreach for the SWTP/SSTP will consist of a variety of different tools and techniques. This variety is intended to give a wide range of opportunities for people of all ages, levels of interest, and geographic areas.

Some activities are oriented toward stakeholders, the Federal and state agencies, and private-sector industries most impacted by the statewide planning effort. Other activities are oriented toward citizens of all ages and providing a variety of different ways, including public meetings and other community events, the project web site, and other on-line tools, to ask for input on transportation needs, priorities, and potential solutions. The primary means of reaching out to the stakeholders and citizens across Georgia include:

- **Stakeholder Advisory Committee.** GDOT has identified several key stakeholders from local, regional, and state government, as well as individuals with interests in business, logistics, and economic development to serve as members of the Stakeholder Advisory Committee. These individuals will be involved in a number of meetings that will be held at key points in the planning process. In addition, as part of this project, GDOT has updated its extensive "Family of Partners" database. This database strives to include all stakeholders, elected officials, and citizens and community groups who have participated in previous plans and projects with GDOT.
- **Project Web Site.** As part of this project, GDOT is developing a web site that invites active use of social media and more traditional means. The web site will house all reports, presentations, and public engagement information related to the project. It will also be the central location for on-line surveys. Additionally, the web site will feature materials for children to enjoy and learn about transportation. (www.dot.ga.gov/SSTP-SWTP)
- **Social Media Tools.** Many Georgians, especially younger generations, are actively "wired in" and get their news from social media outlets. To attract this group to the planning process, GDOT will be reaching out via its Facebook page to make announcements about project activities and inform citizens about the progress of the plan. Twitter and other social media will be used to announce activities and ask for input and interested persons can "invite" their "friends" or "followers" to the project web page.
- **Flipside On-Line Tool.** This interactive tool, which will be coming to the project website in early 2014, is designed to obtain key information on people's preferences for transportation investments.
- **Local and Regional Events.** GDOT will conduct outreach activities at a number of local and regional events across the State. Participants will be given a short survey on their opinion of transportation issues, needs, and preferences for transportation investments.
- **Transportation Lesson Plans.** A customized lesson plan for fifth grade students will be developed, including written materials and presentations, for teachers to deliver in schools across the State. This lesson will teach students about the importance of the transportation system in their community; examples of how other students across the world use transportation systems; and how transportation systems are planned and designed. The curriculum will be designed to include a survey for students to fill out with their families to generate household travel data that will benefit the statewide plan.



- **Electronic Mail and Fax Communications.** GDOT personnel across the State will accept any public comments from citizens and stakeholders about issues related to the SWTP/SSTP update. All comments will be compiled, used by the project team, and documented in a final public engagement report for GDOT.

For further information or questions regarding this project, including public and stakeholder engagement activities, please contact the Department's project manager, Ms. Kelly Gwin at SSTP@dot.ga.gov or (404) 631-1987.