Public Involvement Plan
SR 20 Improvements from Canton to Cumming

Prepared for the
Georgia Department of Transportation

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Definitions of Acronyms

Atlanta Regional Commission	ARC
Americans with Disabilities Act	ADA
Citizens Advisory Committee	CAC
Code of Federal Regulations	CFR
Draft Environmental Impacts Statement	DEIS
Environmental Impact Statement	EIS
Environmental Justice	EJ
Environmental Procedures Manual	EPM
Executive Order	EO
Federal Highway Administration	FHWA
Final Environmental Impact Statement	FEIS
Frequently Asked Questions	FAQ
Georgia Department of Transportation	GDOT
Interstate	I
Limited English Proficiency	LEP
Moving Ahead for Progress in the 21st Century Act	MAP-21
Metropolitan Planning Organization	MPO
National Environmental Policy Act	NEPA
National Historic Preservation Act	NHPA
Notice of Intent	NOI
Plan Development Process	PDP
Public Hearing Open House	PHOH
Public Information Open House	PIOH
Public Involvement Plan	PIP
Safe, Accountable, Flexible, Efficient Transportation Equity Act	SAFETEA-LU
State Historic Preservation Office	SHPO
State Route	SR
Technical Advisory Committee	TAC
United States Code	USC

1.0 Introduction

The Georgia Department of Transportation (GDOT) and the Federal Highway Administration (FHWA) are initiating the environmental review process as required by Section 6002 of Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and amended by Section 1305 of Moving Ahead for Progress in the 21st Century Act (MAP-21) for the Environmental Impact Statement (EIS) for the proposed State Route (SR) 20 Improvements from Canton to Cumming. GDOT, as the project sponsor and non-Federal lead agency, in coordination with the FHWA, the lead Federal agency, prepared this Public Involvement Plan (PIP) to facilitate and document the plan for interaction between GDOT, FHWA, agencies, stakeholders and the public.

The GDOT understands that robust engagement in and comment on the environmental review process by the public and cooperating agencies is invaluable and required in the project development process. The purpose of this PIP is to detail proposed efforts to ensure key stakeholders, agencies, elected officials, and the general public are engaged early and often throughout the development of the project and in the preparation of the National Environmental Policy Act (NEPA) EIS. Public involvement will occur throughout the project and during each of the required steps of the NEPA Process. A more detailed proposed project schedule can be found in Section 10 of this document.

The PIP is intended to be a flexible and living document. It will be updated throughout the project development process to ensure that the outreach and coordination efforts are appropriate and effective.

1.1 Goals of Public Involvement Plan

The purpose of the PIP is to define the process by which FHWA and GDOT will communicate information about the SR 20 Improvements from Canton to Cumming project and how input from the public and participating agencies will be solicited and incorporated into the project record. This PIP is designed to involve agencies and the public as participants and enable them to provide meaningful input to the outcomes of the SR 20 Improvements from Canton to Cumming EIS. The plan strives to establish new forums for information exchange while also taking advantage of existing groups and organizations. Outreach efforts will educate, inform and involve the public as to the purpose and progress of the project by highlighting local issues, technical considerations, and potential impacts. Outreach techniques are designed to encourage participation in the public process and to generate meaningful feedback. The plan provides tools for both disseminating project-related information and gathering public input that reflects the concerns and interests of cross county/state travelers, local commuters, and the community within the project area.

The public involvement process includes education of stakeholders to ensure full understanding of the project. Generating public awareness and creating partnerships with residents, elected officials, local agencies, businesses, educational organizations, civic associations, and special interest groups, as well as those simply traveling through this congested corridor en route to places outside the project area, is critical to the success of the SR 20 Improvements from Canton to Cumming EIS. The goals of the PIP are identified in Table 1.1.

Table 1.1 Goals of Public Involvement Plan

Goal	Details
1. To identify unique and changing conditions and circumstances of the project and the public.	This is particularly important in a project such as the SR 20 Improvements from Canton to Cumming EIS, where the project has evolved as a result of previous projects and studies conducted in the corridor.
2. To initiate early activities to inform and involve the public.	This plan intends to educate, learn from, and listen to the public early and often during project development. Overall project success often depends on the success of the public involvement effort. It is our goal to make sure those impacted, influenced, inconvenienced or enhanced by this project are well aware of project progress and information throughout the duration of the project.
3. To provide flexibility in order to be responsive to the public's request for information and on-going involvement.	In a project of this magnitude and importance, there is no doubt that unanticipated requests may arise. This PIP is built to ensure flexibility, and it may be revised throughout the project duration as needed to reflect the needs of the public and GDOT. The PIP is a "living" document that will be further developed and refined during each phase of project development.
4. To provide a mechanism through which comments can be incorporated where possible and appropriate during all phases of the project.	It is a project goal to ensure that all comments, issues, and concerns brought to the attention of the project team are incorporated into project development/design where appropriate to inform the project throughout the NEPA process.

1.2 Regulatory Framework

The SR 20 Improvements from Canton to Cumming EIS must be developed with the full and meaningful involvement of the interested and affected parties and public to ensure that a full range of reasonable solutions is considered, and issues and concerns relevant to the project are heard and understood. Federal laws and regulations set guidelines to ensure the public's participation in transportation related projects. The following guidelines will be adhered to during the NEPA and project development process.

1.2.1 Federal

An EIS, under United States environmental law, is a document required by NEPA for certain actions "significantly affecting the quality of the human environment". An EIS is a tool for decision making. It describes the positive and negative environmental effects of a proposed action, and it includes one or more alternative actions that may be chosen to address the transportation needs identified in the EIS. The purpose of NEPA is to promote informed decision-making by Federal agencies by making "detailed information concerning significant environmental impacts" available to both agency leaders and the public.

Public involvement is an important part of the NEPA process. NEPA's success as an environmental disclosure documentation and problem-solving tool depends on full disclosure to the public and open decision-making on the part of the Federal agencies involved. Therefore, Federal agencies must make diligent efforts to involve the public and those opportunities are identified within this PIP. In addition to the public participation methods identified herein, the

public will be afforded the opportunity to comment on the agencies actions during the following project milestones:

- Notice of Intent (NOI)
- Public scoping meetings
- Public Information Open Houses
- Public comment period on the NEPA document
- Public Hearing Open House

These milestones also correlate to the Schedule of Activities found in Section 10.

Section 6002 of SAFETEA-LU (Public Law 109-059, as codified in 23 USC 139) and with 23 CFR 771.111, set forth the requirements under NEPA for early coordination, public involvement, and project development in the processing of highway projects. Section 6002 of SAFETEA-LU (23 USC 139) requires that the lead agency shall provide an opportunity for involvement by participating agencies and the public. Implementing regulations under SAFETEA-LU, published in the Federal Register on February 14, 2007, provide guidance in 23 CFR 450.210, 23 CFR 450.318, and 23 CFR 771.111. The MAP-21 was signed into law on July 6, 2012. MAP-21 is the first long-term highway authorization enacted since 2005. MAP-21 creates a streamlined and performance-based surface transportation program and builds on many of the highway, transit, bike, and pedestrian programs and policies established in 1991. These regulations will be followed in the implementation of this PIP. The NEPA process will be undertaken in a manner that is consistent with applicable Federal laws, regulations and guidance, including but not limited to those listed in Table 1.2.1 below. Table 1.2.2 below provides a summary of laws and regulations that pertain to public involvement as related to Section 6002 of SAFETEA-LU and State of Georgia code.

Table 1.2.1 Summary of Federal Laws and Regulations

	Resource	Federal Statute/Regulation/Guidance	Approvals/ Coordination/ Permits/ Plans Required
1	**Socioeconomics, Land Use, and Environmental Justice**	• Federal Actions To Address Environmental Justice in Minority Populations and Low-Income Populations (Executive Order 12898, 59 CFR 7629, Feb. 16, 1994) • Title VI of the Civil Rights Act of 1964 (42 U.S.C.2000d-2000d1) • American Indian Religious Freedom Act (42 U.S.C. 1996) • USDOT Order to Address Environmental Justice in Minority Populations and Low-Income Populations (62 CFR 18377, April 15, 1997) • DOT Order 5610.2(a) Final DOT Environmental Justice Order (77 FR 27534 (May 10, 2012))	• No permits required • Public Outreach to environmental justice communities NEPA coordination/ approval with FHWA

	Resource	Federal Statute/Regulation/Guidance	Approvals/ Coordination/ Permits/ Plans Required
		• Uniform Relocation Assistance and Real Properties Acquisition Policies Act of 1970, as amended (49 CFR § 24) • US Executive Order 13166, Limited English Proficiency	
2	**Parks and Recreational Facilities** (including Section 4(f) publicly owned park and recreational lands)	• Section 4(f) of the U.S. Department of Transportation Act, as amended (49 USC §303; 23 CFR 771.135)	• Section 4(f) Evaluation Coordination/ Approval with the appropriate entity having jurisdiction (e.g. US Department of Interior (DOI), US Dept. Housing and Urban Development (HUD), State, County park owner) over the facility as well as FHWA • NEPA coordination/ approval with FHWA
3	**Cultural Resources** (including Section 4(f) historic sites)	• National Historic Preservation Act (16 U.S.C. §470A; 36 CFR Part 800) • NEPA requirements (Section 101(b)(4)) • Section 4(f) of the U.S. Department of Transportation Act, as amended (49 U.S.C. 303; 23 CFR 771.135) • National Historic Landmarks Program 36 CFR 65 • Archeological and Historic Preservation Act (Public Law 86-523, 16 U.S.C. 469-469c) • Archaeological Resources Protection Act of 1977 (Public Law 96-95; 16 U.S.C. 470aa-mm) • Preservation of American Antiquities (43 CFR 3) • Protection of Archeological Resources (43 CFR 7) • Native American Grave Protection and Repatriation Act (25 U.S.C. 3001-3013)	• Coordination with the Georgia State Historic Preservation Office (SHPO); consulting parties; Advisory Council on Historic Preservation (ACHP); and with relevant City and County agencies; tribal governments • Section 4(f) Evaluation Coordination/ Approval with the appropriate entity having jurisdiction (e.g. DOI and HUD) over the Section 4(f) property as well as FHWA • NEPA coordination/ approval with FHWA
4	**Section 4(f)** (including wildlife and waterfowl refuges)	• Section 4(f) of the U.S. Department of Transportation Act, as amended (49 USC §303; 23 CFR 771.135)	• Section 4(f) Evaluation Coordination/ Approval with the appropriate entity having jurisdiction (e.g. DOI and HUD)
5	**Section 6(f) Resources and Land** (lands or facilities acquired with Land and	• Section 6(f) of the U.S. Land and Water Conservation Fund Act (16 USC §460l-4604) • Landscaping and Scenic	• Section 6(f) evaluation to be sent to the officials having jurisdiction over the Section 6(f) property

	Resource	Federal Statute/Regulation/Guidance	Approvals/ Coordination/ Permits/ Plans Required
	Water Conservation Act funds)	Enhancement (Wildflowers) (23 U.S.C. 319)	for coordination leading to final Section 6(f) approval and Department of Interior • NEPA coordination/ approval with FHWA
6	**Water Resources/ Wetlands/ Floodplains/Farmland**	• Clean Water Act ([CWA] 33 USC §§ 1251-1377) • Section 1424(e) of the Safe Drinking Water Act of 1974 (Public Law 93-523, 42 U.S.C. 300 et seq.) • Floodplain Management and Protection (Executive Order 11988 of 1977; USDOT Order 5650-2, April 23, 1979) • Preservation of the Nation's Wetlands (Executive Order 11990 of 1977; USDOT Order 5660.1A, August 24, 1978) • National Flood Insurance Act of 1968 (42 USC 4001 et seq.) • Federal-Aid Policy Guide on Storm Drainage Responsibility (23 CFR 650A) • Rivers and Harbors Act of 1899 (33 U.S.C. § 401). • Fish and Wildlife Coordination Act (FWCA) (16 U.S.C. § 661 et seq.) • Farmland Protection Policy Act (7 U.S.C. 4201-4209) • Wild and Scenic Rivers Act (16 U.S.C. 1271-1287) • Emergency Wetlands Resources Act (16 U.S.C. 3921, 3931) • Wetlands Mitigation (23 U.S.C. 103(b)(6)(M) and 133(b)(11) • Flood Disaster Protection Act (42 U.S.C. 4001-4128)	• National Pollutant Discharge Elimination System (NPDES) Permit with GDNR • Section 404 Clean Water Act permit with US Army Corps of Engineers (USACE) • Section 401 Water Quality Certification with GDNR • Floodplain Evaluation Report with FEMA coordination • FEMA coordination if an encroachment on any regulatory floodway is anticipated • Water Quality Management Plan with GDOT/GDNR coordination • Erosion and Sediment Control Plans coordination with GDOT • FWCA coordination with GDOT Ecology and the United States Fish and Wildlife Service (USFWS) • NEPA coordination/ approval with FHWA
7	**Critical Habitats and Threatened and Endangered Species**	• Endangered Species Act (ESA) of 1973 (16 USC §§1531-1544; 50 CFR Part 402) • Migratory Bird Treaty Act of 1918 (16 U.S.C. § 703-712), as amended. • Bald and Golden Eagle Protection Act of 1940 (16 U.S.C. § 668-668d, 54 Stat. 250), as amended. • Fish and Wildlife Coordination	• Section 7 of ESA and Critical Habitat Consultation with GDOT Ecology and the USFWS • USACE coordination with USFWS under Section 404 CWA permit process • Coordination with GDNR on species occurrences • NEPA coordination/ approval with FHWA

	Resource	Federal Statute/Regulation/Guidance	Approvals/ Coordination/ Permits/ Plans Required
		Act (16 U.S.C. § 661 -667 (d))	
8	**Hazardous Materials and Contamination**	• Resource Conservation and Recovery Act (RCRA) (40 CFR Parts 260-281) • Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) • Superfund Amendments and Reauthorization Act (SARA) • Toxic Substances Control Act (TSCA)	• Coordination with GDNR • NEPA coordination/ approval with FHWA
9	**Air Quality**	• Clean Air Act (42 USC §7506(c); 40 CFR Part 93) • Final Transportation Conformity Rule (40 CFR Parts 51 and 93)	• Interagency coordination (e.g., FHWA, EPA, ARC) • NEPA coordination/ approval with FHWA
10	**Secondary and Cumulative Effects**	• Considering Cumulative Effects Under the National Environmental Policy Act (CEQ, 1997) • Guidance on the Consideration of Past Actions in Cumulative Effects Analysis (CEQ, 2005) • Interim Guidance: Questions and Answers Regarding Indirect and Cumulative Impact Considerations in the NEPA Process (USDOT 2003) • Consideration of Cumulative Impacts in EPA Review of NEPA Documents (EPA 1999) • Position Paper on Secondary and Cumulative Impact Assessment (FHWA 1992) • Executive Order 13274 Indirect and Cumulative Impacts	• NEPA coordination/ approval with FHWA
11	**Noise**	• FHWA Noise Abatement Criteria (NAC) • FHWA's Procedures for Abatement of Highway Traffic Noise and Construction Noise	• Local Officials coordination • NEPA coordination/ approval with FHWA

Table 1.2.2 Public Involvement Regulations

Federal Regulation	Focus
23 CFR 450.210	Metropolitan and statewide planning interested parties, coordination and public involvement
23 CFR 450.318	Public involvement for transportation planning studies and project development. Specifically states that states that, to the extent practicable, development of transportation planning studies shall involve consultation with, or joint efforts among, the metropolitan planning organizations (MPOs), state, and public transportation operator(s)
23 CFR 771.111	Requires early coordination, public involvement, and project development in the processing of highway projects under NEPA. Specifically related to public involvement, 23 CFR 771.111(h) states that public involvement/public hearing procedures must carry out a program pursuant to 23 USC 128 and 40 CFR parts 1500 through 1508 and must provide for: coordination of public involvement activities and public hearings with the entire NEPA process; early and continuing opportunities during project development for the public to be involved in the identification of social, economic, and environmental impacts, as well as impacts associated with relocation of individuals, groups, or institutions; one or more public hearings or the opportunity for hearing(s) to be held by the state highway agency at a convenient time and place; reasonable notice to the public of either a public hearing or the opportunity for a public hearing; explanation at the public hearing of the project's purpose, need, consistency with goals and objectives, alternatives and major design features, impacts, relocation assistance program, and the state highway agency's procedures for receiving both oral and written statements from the public; and submission to the FHWA of a transcript of each public hearing and a certification that a required hearing or hearing opportunity was offered.
US Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low Income Populations (1994)	Requires Federal agencies to achieve environmental justice by identifying and addressing disproportionately high and adverse human health or environmental effects, including the interrelated social and economic effects of their programs, policies, and activities on minority populations and low-income populations
US Executive Order 13166, Limited English Proficiency	Recipients of Federal funds take reasonable steps to ensure meaningful access for Limited English Proficiency individuals
State Regulation	**Focus**
Georgia Planning Act (OCGA 45-12-200 et seq. and 50-8-1 et seq.)	Adopted in 1989 this act is intended to provide for the coordination of planning by institutions of the state. The act requires regional commissions, local governments, private sector interests, and general public be involved prior to the adoption of transportation plans and through regional planning processes.
Administrative Procedures Act (OCGA 50-13-3)	Sets for the availability of public inspection of all rules and all other written statements of policy.

1.2.2 State

GDOT conducts public information open houses and public hearing open houses under procedures described in "The Plan Development Process (PDP)", Manual of Guidance, Section 4055-1 on Public Involvement, and the Official Code of Georgia Annotated.

Additionally, GDOT's Environmental Procedures Manual (EPM) represents a conscious effort to create more proactive programs and initiatives that form additional partnerships and provide greater opportunities to involve residents and other stakeholders in transportation planning and project development.

1.3 Agency Roles and Responsibilities

Agency coordination will be a fundamental component of project development, and Federal, state, and local agencies and other stakeholders will have the opportunity to participate in the development of the SR 20 Improvement Project. This participation is fundamental in providing information to GDOT and the lead Federal agency to fully understand and assess potential impacts and benefits from the proposed SR 20 Improvement Project. Early and continuous agency participation will allow GDOT and the resource agencies to be aware of perceived issues, concerns, and impacts, and provide opportunities for the agencies to discuss and comprehensively address these concerns. Confirming the roles and responsibilities of the various agencies involved in the NEPA process will allow for a timely review and comment process and resolution of any identified issues. A separate Agency Coordination Plan is available on the project website at http://www.dot.ga.gov/BS/Projects/I575SR400.

2.0 Project Description

The GDOT, in cooperation with FHWA, is sponsoring the preparation of this EIS to identify potential improvements to a portion of SR 20, from I-575 in Canton to SR 400 in Cumming. SR 20 is a major east-west thoroughfare on the northern edge of Metropolitan Atlanta. Residents and the commuting public experience congestion, limited mobility, and safety issues along this heavily traveled corridor.

The SR 20 Improvements from Canton to Cumming study area extends for approximately 24 miles, between the western terminus of I-575 in Cherokee County and the eastern terminus of SR 400 in Forsyth County. Figure 2.1 provides a map of the project vicinity. From west to east, jurisdictions along the corridor include the city of Canton, unincorporated communities in Cherokee County – Buffington, Macedonia, Orange, and Free Home – and unincorporated Ducktown and the city of Cumming in Forsyth County.

Figure 2.1 Project Area Map

3.0 Project Background

The area has been the subject of previous planning and environmental studies beginning in the early 1980s with the project known as the "Outer Perimeter" – envisioned to encircle Atlanta about 25 miles outside of I-285. As a result of the analysis, the project evolved into a connection between I-75 and I-85 north of the SR 20 Corridor known as the Northern Arc. In September of 2000, FHWA issued a notice of intent to initiate the preparation of an EIS for the Northern Arc – proposed as a four-lane limited access highway connecting US 411 in Bartow County and SR 400 in Forsyth County – a distance of approximately 50 miles. The Northern Arc generated extreme public and political controversy and in turn the EIS was terminated by FHWA in November of 2003.

During the development of the Northern Arc EIS, a number of public comments suggested that improvements to the existing SR 20 Corridor should be considered as an alternative to the then-proposed limited access highway. As a result, environmental studies were initiated to explore improvements along the SR 20 Corridor in 2006. These studies were discontinued in 2008 due to funding constraints and the need to refine the study corridor limits.

The SR 20 Improvements from Canton to Cumming project is an opportunity to start at the beginning – working with agencies and the public to develop context-sensitive alternatives to address safety, mobility, and congestion along the corridor. The project's purpose and need, goals and objectives, and potential solutions will be developed in partnership with the lead, participating, and cooperating agencies, as well as the public. The PIP and proposed techniques herein will build off lessons learned from previous planning efforts to engage the public early and often using inclusive methods that pivot off of existing plans for the area. This is a "living" document. Periodically, the PIP will be adjusted based on the success of various techniques as they are implemented. The evaluation process is discussed further in Section 9 of this document, and a revision history outlining changes in the PIP is provided in Section 11.

4.0 Environmental Justice (EJ)

Agency and community leaders are particularly concerned with increasing congestion, air quality, traffic problems and deterioration of mobility and accessibility for EJ populations who are oftentimes adversely affected by transportation projects without an equal voice in the process. Special efforts will be made to reach out to these populations in the public involvement process by utilizing environmental justice outreach techniques tailored to these communities.

The PIP includes an EJ program that is designed to build and sustain meaningful participation for all stakeholders. Specifically, the technical approach will include:

- Outreach to communities of low-income, minority, and limited English proficiency that will be identified through census research as prescribed by FHWA guidance and field surveys. Efforts will be made to ensure representation of these communities on the Citizens Advisory Committees (CACs) for this project;

- Coordination with area organizations that represent the interests of environmental justice populations of concern, including the Atlanta Regional Commission (ARC) Environmental Justice Planning Team, the Metropolitan Atlanta Transportation Equity Coalition (MATEC), the Environmental Justice Resource Center, and the Latin American Association;

- Translation services, as needed, to ensure suitable communication; and
- Adherence to Americans with Disabilities Act (ADA) requirements for public information.

Table 1.2.2 also provides a list of public involvement related regulations pertaining to EJ communities that will be followed for this project. Figures 4.1 and 4.2 represent census tracts with known minority and/or low income populations. Additional research and field surveys will be undertaken to identify specific areas with high concentrations of EJ communities for a focused outreach approach.

5.0 Stakeholder Identification

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

Through the identification of key stakeholders, GDOT will continue a working relationship with the community, presenting and discussing key issues as the project moves forward. Outreach activities must incorporate a range of techniques designed to reach a diverse public. The levels of experience and interest in transportation planning vary greatly across key stakeholder groups such as government officials and agency representatives and staff, the business community, property owners, civic groups, the general public, and environmental justice populations. The techniques identified and outlined in the following section for the public involvement process address the needs of all stakeholders interested in the project, taking into account their varying interest.

Table 5.1 depicts a preliminary listing of known stakeholders in the SR 20 Improvements from Canton to Cumming project. This list is not intended to be comprehensive, but rather reflects a starting point for the project team. The list will continue to grow and change as the project progresses.

Figure 4.1 Forsyth County EJ Census Tracts

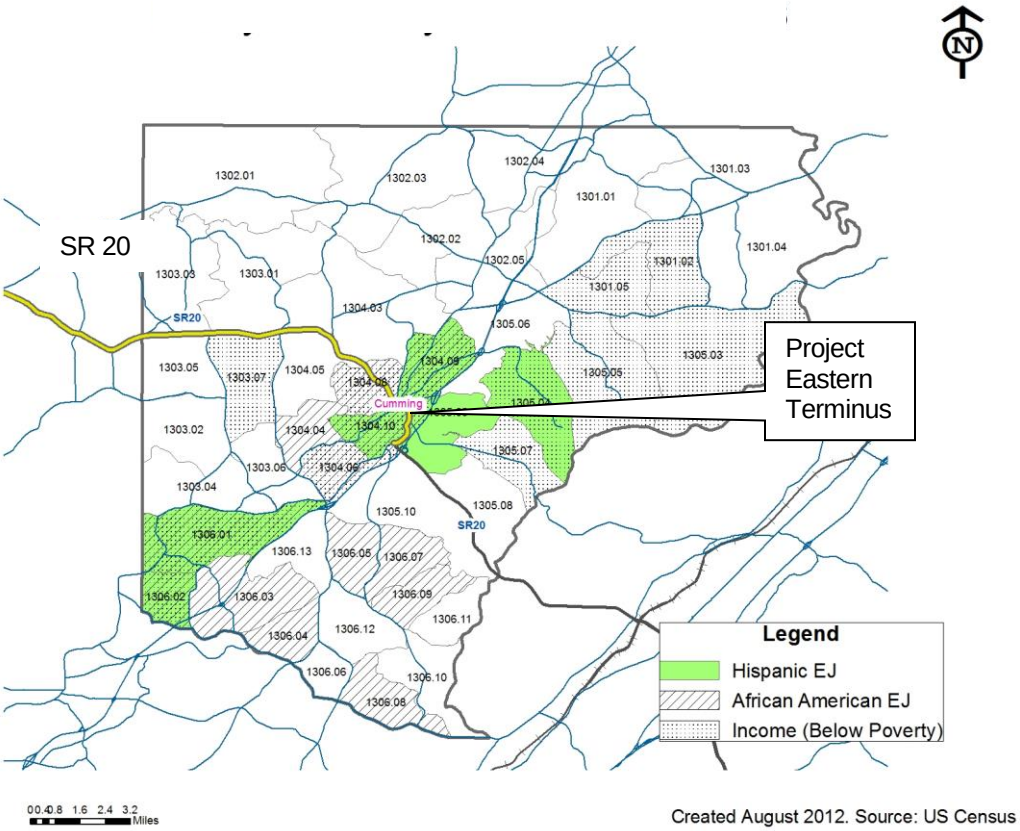


Figure 4.2 Cherokee County EJ Census Tracts

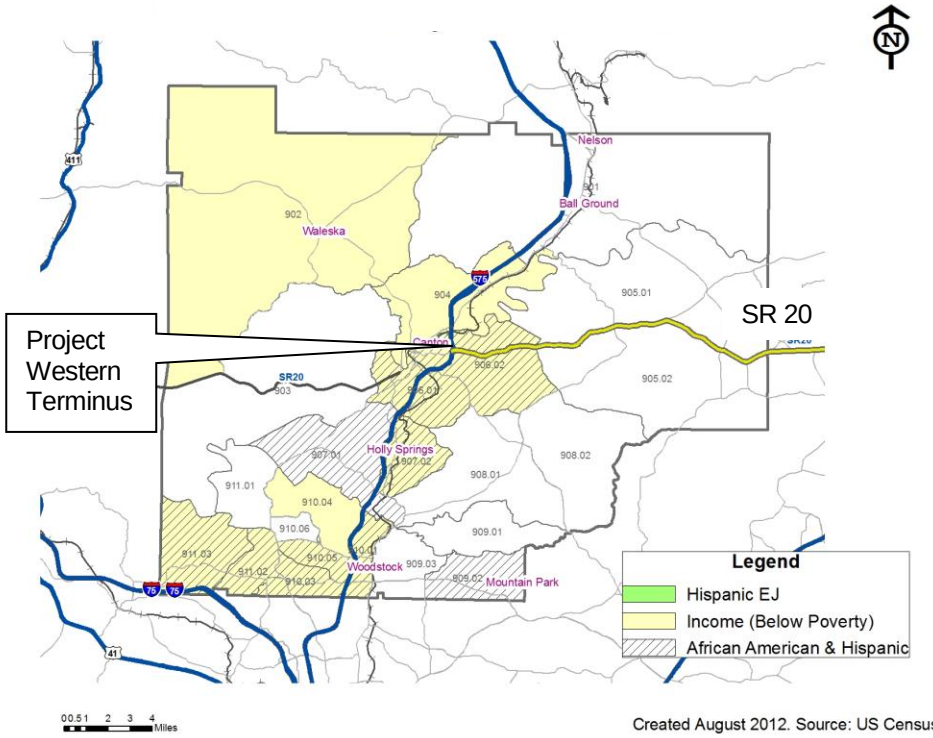


Table 5.1 Preliminary List of Known Stakeholders

Planning Partners/Government Agencies	Government Entities
Atlanta Regional Commission (ARC) Georgia Mountains Regional Commission Cherokee Area Transportation System (CATS) Federal Highway Administration (FHWA) Georgia State Transportation Board Georgia Department of Transportation (GDOT) Georgia Environmental Protection Division (EPD) Georgia Regional Transportation Authority GRTA) Georgia House Districts 20,21,22,23,24,25,26 Georgia Senate Districts 14,21,27 Georgia Congressional Districts 7,9,11 U.S. Postal Service (USPS) U.S. Army Corps of Engineers (USACE) U.S. Environmental Protection Agency (EPA)	City of Canton Cherokee County City of Cumming Forsyth County Forsyth Public Libraries- Cumming, Sharon Fork, Hampton Park Branches Sequoya Regional Library – RT Jones Branch
Community Groups / Neighborhoods	**Schools**
Smart Growth Forsyth Cherokee Focus Woodmont Country Club Orange Shoals Northwoods Autumn Woods Hampton Station Magnolia Creek Cadence (Active Adult Housing) Mill Creek Creekside Estates Tunnel Hill Estates Evans Farms The Villages at Concord Farms Aaronmoor Highlands at Sawnee	Avery Elementary School Free Home Elementary School Macedonia Elementary School Creekland Middle School Creekview High School Kelly Mill Elementary School Sawnee Elementary School Cumming Elementary School Liberty Middle School Otwell Middle School West Forsyth High School Forsyth Central High School Lanier Technical College Chattahoochee Technical College
Churches/Places of Worship	**Employers/Business Interests**
New Harmony Church Greater Heights Church Orange United Methodist Blessed Hope Baptist Cumming First UMC New Song Community Church Cumming Second Baptist Cumming Baptist 1st Pentecostal Church Chalcedon Presbyterian Centro Mi Familia Iglesia Pentecostal el-faro St. Paul AME Christ Central Fellowship Mountain View Church of Christ Canton Hispanic SDA Church Iglesia De Dios Jesus El Senor	Cherokee County Chamber of Commerce Cumming Forsyth Chamber of Commerce Northside Hospital Cherokee Northside Hospital Forsyth DeKalb Office Tyson Foods Siemens Industry Scientific Games Grekko Pilgrims Pride Kroger Company Wal-Mart

Table 5.1 Preliminary List of Known Stakeholders

Environmental/Special Interest/EJ	Media*	
Atlanta Bicycle Campaign Atlanta Regional Commission EJ Task Force American Red Cross – Forsyth Clean Air Campaign Environmental Justice Resource Center Georgia Conservancy State Historic Preservation Commission (SHPO) Latin American Association Metro Atlanta Transportation Equity Coalition Sierra Club Goodwill Industries Georgia Motor Trucking Association Native American Tribes including: Alabama-Coushatta Tribe of Texas Eastern Band of Cherokee Indians Muscogee (Creek) Nation Muscogee (Creek) National Council Poarch Bank of Creek Indians Seminole Tribe of Florida Thlopthlocco Tribal Town United Keetoowah Band	Access North Georgia Appen Newspaper (Community) Atlanta Business Chronicle Atlanta Daily World Atlanta Journal-Constitution Atlanta Latino Atlanta Magazine The Atlanta Voice Atlanta Tribune Cherokee Tribune Cherokee Ledger News CummingHome.com Fresh Loaf (Creative Loafing blog) Forsyth Herald Forsyth News Gainesvilletimes.com Georgia Trend Hometown Headlines Loganville Tribune Mundo Hispánico El Nuevo Georgia Neighbor Newspapers - Bartow Northside News (Acworth/Kennesaw) Patch - Acworth Patch - Canton Sixes Patch - Cartersville Patch – Cumming Patch - Dacula Patch - Lawrenceville Patch Loganville - Grayson Rome News-Tribune	Patch - Dacula Patch - Lawrenceville Patch Loganville - Grayson Saporta Report The Daily Tribune News (Cartersville) The Georgia Contractor Georgia Report Up In Cumming **TV/RADIO Outlets** Georgia Public Broadcasting Univision Atlanta TV WSB-TV (ABC) WXIA - 11 Alive WSB TV WGCL - TV (CBS) WATL-TV WSB-TV (ABC) WAGA-TV (FOX) WGTV (Channel 8) WXIA-TV (Channel 11) WGCL-TV (Channel 46) WXYC-AM (1270 AM) WGKA-AM WSB-AM WABE 90.1 FM WAMJ 97.5 FM WPZE 102.5 FM WUMJ Majic 107.5 FM WYAY, 106.7 FM 105.3 FM (Hispanic Radio)

*These media outlets represent the highest viewers/listeners/readers within the study area and will be the initial focus of media outreach efforts. The list will expand during the outreach process.

6.0 Public Involvement Techniques

The PIP includes techniques that meet the expectations of the public with varying levels of interest and expectations, and it is flexible enough to respond to specific requests for information and ongoing involvement. The following section provides a detailed explanation of the selected techniques and presents a schedule for the public involvement activities.

FHWA and GDOT will initiate outreach activities to key stakeholders and target audiences to introduce the project to the community, frame the structure of the public involvement process and articulate how input will be integrated to inform the project development process, and

establish ongoing forums for two-way engagement. A variety of techniques will be utilized and tailored to the audience to provide equitable opportunities to participate in the process. The following are the three major goals for public involvement techniques:

1. Education on the NEPA process and the project development process will be a cornerstone for this public involvement process.
2. Material and messages developed will be clear and understandable.
3. Comments received from public outreach activities will be documented based on established criteria to comply with the NEPA process.

Outreach activities will be varied in their approach in order to encourage participation across different audiences, with sensitivity to the fact that groups receive information in different ways. This PIP will continue to develop as the project progresses and the programs are tailored to meet the needs of the public. Tools may be used to actively engage stakeholders and the public are discussed below.

6.1 NEPA Scoping Activities

NEPA and Section 6002 of SAFETEA-LU require the lead agencies conduct an early and open process for determining the scope of issues to be addressed and for identifying the significant issues related to a proposed action. As soon as practicable after its decision to prepare an EIS and before the scoping process, the lead agency shall publish a NOI in the Federal Register. The scoping process will be used to identify the scope, significant issues to be analyzed in depth, and to determine the range of alternatives to be addressed in the EIS.

The following outreach activities are assumed in support of the NEPA scoping process:

- Inviting participation of the affected Federal, state, and local agencies early in the scoping period through early notification letters in conjunction with the Agency Coordination Plan;
- Developing and circulating a Scoping Booklet;
- Organizing, facilitating, and documenting the agency scoping meeting;
- Organizing, facilitating, publicizing, and documenting public scoping open houses;
- Developing web-based materials that invite stakeholder and public comment in support of scoping; and
- Developing a database of agency and public comments for integration into the scoping report.

The scoping process will be considered complete with a response letter to be sent to the members of the public who participated in the meetings in which a summary of the scoping meeting input is provided and a final scoping report is distributed and made available.

6.2 Contacts Database

GDOT will maintain an up-to-date database of contacts including at a minimum the following persons:

- Local and state elected officials

- Appropriate local and state agency staff
- Local transportation/transit agencies and other pertinent agencies or organizations responsible for activities related to the SR 20 Improvements Canton to Cumming Project
- Local broadcast and print media, including minority outlets
- Advocacy groups
- Local community contacts
- Local library branches and other public facilities traditionally used for public display of plans
- Individuals interested in transportation planning activities, per their request

6.3 Section 106 Consulting Party Efforts

Section 106 of the National Historic Preservation Act (NHPA) requires FHWA and GDOT, in consultation with the Georgia State Historic Preservation Office (SHPO), to identify potential consulting parties and to invite them to participate in the Section 106 process. Also, on behalf of FHWA, in keeping with a government-to-government relationship and in compliance with 36CFR800, the tribal governments will also be invited to participate in the Section 106 process for this project. The tribal governments to be invited will be added to the PIP at the time the Section 106 process is initiated.

6.4 Listening Tour/Stakeholder Interviews

The project team will hold individual meetings at the project kickoff with key stakeholders and elected officials to explain the purpose of the project, to solicit input on existing conditions, issues and concerns, and to learn about area trends and desires. A final list of potential stakeholders and stakeholder interview questions will be developed and approved by GDOT prior to scheduling the listening tour.

6.5 Citizen Advisory Committees

The CACs will serve to provide a community-based perspective to the project team for consideration during the development of the technical aspects of the SR 20 Improvements Project. The CACs will consist of individuals appointed by GDOT and will participate throughout the plan development process. The CAC members have been selected to represent a wide variety of perspectives, such as corridor residents, community leaders, local business, schools, environmental justice communities, community interest, social services, homeowners, historic preservation, environmental advocacy, etc. Individuals recommended to fulfill each perspective will be identified during the listening tour interviews, discussions with other local officials, and GDOT/county staff. The CACs will meet regularly to discuss project developments and participate in project decision-making. All meetings will be conducted as facilitated workshops and will include technical presentations as appropriate. The purpose of the CACs is multi-faceted:

- Allows GDOT to build partnerships and share information with community partners. The CAC provides a continuing forum for direct input into the project development process and is an ongoing opportunity for people to participate. It is a forum of education, exchange, understanding, questioning, clarification, and consensus building.
- Meets at the key milestones during the technical planning process. By meeting at these key project milestones, CAC meetings will serve as a check and balance on plan development in terms of political consensus and meeting the diverse needs of a broad-based constituency.

Prior to each CAC meeting, an agenda will be developed as a working facilitation plan. Meetings will emphasize consensus building during the development of alternatives and evaluation phase. The initial CAC meeting will occur during the scoping process. Information on existing conditions, and preliminary project goals and objectives was presented at the initial CAC meeting, and information about community features, project purpose and need, and potential evaluation criteria was solicited. Subsequent CAC meetings will serve to finalize the project purpose and need, develop and refine alternatives, prepare for interim public information open houses, and build consensus on the alternatives. The final CAC meetings will be in preparation for the Public Hearing Open House (PHOH).

After the initial CAC meeting in May 2013, it was determined that due to the length of the corridor, the CAC would be divided into two CACs, including CAC (West) and CAC (East), to better accommodate the participants. The same materials are presented at both meetings. Please see Table 6.16.1 for a list of CAC meetings to date.

6.6 Technical Advisory Committee

A Technical Advisory Committee (TAC) will be developed to guide the project team on key technical components of the project, ensuring technical proficiency during the process. The TAC will be comprised of key technical stakeholders and planning partners, such as the MPOs, County and City Planning partners, GRTA, GDOT, FHWA, etc. Each organization included will be invited to send a representative to participate on the TAC. The TAC will be instrumental in conducting interagency coordination, utilizing the collective expertise of this committee to develop and analyze project alternatives. The TAC will allow planning partners an early opportunity to provide input and weigh in on project issues and solutions. This group will convene at key milestones as required to assist in the plan development process. Meetings will generally be held in coordination with the CAC meetings.

- The initial meeting of the TAC will occur during the general scoping process and serves as the first agency scoping meeting. Information on existing conditions and project goals and objectives will be presented, and Information about community features, project purpose and need, and potential evaluation criteria will be solicited.
- Interim meetings of the TAC will serve to finalize the project purpose and need, develop and refine alternatives, prepare for interim public information open houses, and build consensus on the alternatives.
- The final TAC meeting(s) will be in preparation for the PHOH.

A detailed approach of the agency involvement process is provided in the Agency Coordination Plan. A list of TAC meetings to date is provided in Table 6.16.1. TAC participants include those

that have accepted to serve as either a participating or cooperating agency for this project, including:

- USFWS
- USACE
- USDA
- National Park Service (NPS)
- US Geological Survey (USGS)
- US EPA
- Federal Emergency Management Agency (FEMA)
- Federal Transit Administration
- Advisory Council of Historic Preservation
- GA Department of Natural Resources State Historic Preservation Office
- Cherokee County
- Cherokee County Schools
- City of Canton
- Forsyth County
- Forsyth County Schools
- City of Cumming
- Atlanta Regional Commission
- Georgia Regional Transportation Authority
- Georgia EPD
- Muscogee Creek Nation

6.7 Public Information Open Houses

A Public Information Open House (PIOH) is an informal gathering, generally with no formal presentation, that allows an exchange of information with the public. Project representatives and environmental experts will be available at each PIOH to answer specific questions regarding ongoing studies and project development. The PIOHs will be held at key milestones during the development of the Draft EIS to update the community on the project status and provide an opportunity for the public to comment on findings to date. Information at each PIOH will be presented in a visually appealing manner to educate the public on the project. Comment forms will be provided at the PIOH to generate feedback on specific project related issues. Comments received during and after the PIOH will be reviewed, cataloged, responded to as appropriate, and disseminated to the project team for consideration during project development.

It is anticipated that up to two rounds of PIOHs at two different locations will be held. The first round will occur when GDOT is prepared to present initial potential alternatives to the public for comment. The second round will occur when initial findings of the environmental studies are available and alternatives have been eliminated.

The open house format will include traditional GDOT meetings during three-hour timeframes at accessible locations along the project corridor, as well as mid-day events to provide ample opportunity for participation from the local and commuting public.

In addition to the PIOH, a Virtual PIOH via the web will be developed to allow for more widespread information dissemination and ease of comment for local residents and interested individuals who may not be able to attend the PIOH. The Virtual PIOH will mirror information presented at the PIOH and will be hosted on the project website. It will be developed in Flash

so that no additional software will be required to view the presentation. Finally, a survey tool will be developed and embedded at the end of the presentation to gather general comments and responses to specific questions of interest.

PIOHs will be planned in conjunction with key technical milestones to give the public the opportunity to provide comments at a time that the comments can be incorporated into the planning process.

6.8 Public Hearing Open Houses

A round of Public Hearing Open House (PHOH) will be held after the FHWA approval of the Draft EIS (DEIS). At that time FHWA will evaluate whether to use the Final EIS and ROD structure or the combination Final EIS/ROD structure (as per the "Interim Guidance on MAP-21 Section 1319 Accelerated Decisionmaking in the Environmental Reviews"). As with the PIOHs, it is anticipated that up to two rounds of PHOHs at two different locations will be held. The hearings will serve to gather official comment from all interested parties on the information contained in the Draft EIS materials for the public record. The hearing and public participation will be held in accordance with Section 6002 procedures in SAFETEA-LU and 23 CFR 771. It is anticipated that PHOHs will be held at two different locations, consistent with those used for the PIOH meetings earlier in the process.

Comments received at the PHOH and subsequent comment period will be reviewed, cataloged, considered, and responded to in accordance with GDOT's policy.

In addition to the PHOH, a Virtual PHOH will be developed to allow for more widespread information dissemination and ease of comment for local residents and commuters. The Virtual PHOH will mirror information presented at the PHOH and will be hosted on the project website. It will be developed in Flash so that no additional software will be required to view the presentation. Finally, a survey tool will be developed and embedded at the end of the presentation to gather general comments and responses to specific questions of interest.

6.9 Website Tools

A project website will be developed for the SR 20 Improvements - Canton to Cumming project and hosted on the GDOT website. Content developed for the site will be approved and uploaded by GDOT. The website will initially include information about project history, scope, schedule, and how to get involved. The website will be updated throughout the project with links to NEPA documentation, maps, CAC and TAC materials, PIOH/PHOH materials, and other project information. A comment box will be provided within the website for "Official Comments" to be included within the NEPA record.

The project team will also use MetroQuest, a public engagement software tool via the web to capture input from the greater community. MetroQuest allows for real time, hands on input electronically, whether through the website or via tablet computers at staffed kiosk events. Information input from MetroQuest will be invaluable during the scoping process for the identification of needs, resources, and priorities. It may be utilized at other points throughout the project development process as well.

6.10 Environmental Justice Outreach

FHWA guidance calls for proactive efforts to ensure meaningful opportunities for low-income and minority population participation (EJ) and/or limited English proficiency (LEP) communities both in the vicinity of the SR 20 Improvements Canton to Cumming Project and those in the region who may utilize the facility now and in the future. Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency. EO 12898 requires Federal agencies to determine whether minority or low-income populations and communities are present within an affected project area, and if they are present, to avoid disproportionately high and adverse effects to those groups. EO 13166 requires Federal agencies to examine the services they provide, identify any need for services to those with LEP, and develop and implement a system to provide those services so LEP persons can have meaningful access to them.

Public participants must be aware that their issues have been heard and understood. Outreach to environmental justice communities, including low-income and minority populations, will be crafted based on local preferences and input on effectively capturing the needs and reactions of these communities with respect to the proposed project. Proposed outreach methods will include:

- Utilizing connections established through the Atlanta Regional Commission's work and the Social Equity Advisory Committee; a diverse group of leaders representing community organizations, advocacy groups, coalitions, environmental justice groups, local governments and the ARC Board;
- Working with the Metropolitan Atlanta Transportation Equity Coalition (MATEC), the Environmental Justice Resource Center, the Hispanic Chamber of Commerce, and Latin American Association;
- Providing translation services to ensure communications;
- Adhering to ADA requirements for public information; and
- Visiting local gathering locations to distribute material and to gather input from those EJ communities most likely to be affected by the project, including:
    - Laundromats
    - Senior Centers
    - Churches
    - Local schools
    - Local technical colleges (i.e. Lanier Technical College, Chattahoochee Technical College)
    - Local shopping centers
    - Other gathering places identified through public involvement efforts

6.11 Speaker's Bureau

Speakers Bureau events are often by invitation and serve to provide detailed project information to a captive audience. Such audiences include home owner association meetings, Rotary and Kiwanis clubs, business associations, or Wednesday night programs with faith based organizations. Typically, the project would be an agenda item at a regularly scheduled meeting. As such, the project team can engage individuals who would not necessarily attend a public meeting.

Speakers Bureau events will be staffed by the GDOT project manager or senior level team member, and / or one technical team member (either consultant or GDOT) to deliver the presentation and answer questions.

6.12 Information Kiosks

Information kiosks are portable travelling displays that visually communicate project information and provide an opportunity to gather input from people living or working throughout the project area. The kiosks are especially useful to bring to individuals or groups unlikely or unable to attend traditional public meetings. Kiosks are an effective outreach tool that can be used to supplement public involvement efforts to both the general public as well as particular communities, such as a concerned business community or environmental justice populations, among others that may be identified during the course of the public involvement process.

The kiosks may be staffed or unstaffed and include boards depicting project information, fact sheets and newsletters, comment forms and surveys. MetroQuest technology will be available for use at staffed kiosks. Staffed kiosks will likely be staffed by one to two public involvement specialists for a three to four- hour duration. Unstaffed kiosks will be placed without staffing at locations for a period of one to two weeks.

Efforts will be made to schedule the kiosks at times and locations of high public traffic. Examples of staffed events include faith based services (with particular attention afforded to environmental justice communities as identified during the project development process), community events and festivals, retail outlets and shopping centers, etc. Examples of locations for unstaffed events include senior service centers, government offices, libraries and social service agencies. Comments received during staffed and unstaffed kiosk events will be cataloged and responded to by GDOT.

Kiosk events will coincide with key technical milestones on the project schedule so that information presented and input received is relevant.

6.13 Social Media

Using social media, such as Facebook, offers a quick, effective and potentially far reaching avenue to share information, maps and meeting logistics. Utilizing Facebook and YouTube as media outlets can greatly enhance traditional outreach techniques. GDOT created a Facebook presence and regularly update the page to include interesting facts, project announcements, and opportunities for public engagement. Comments will be part of the official project record and responses will be provided. Social media efforts will be ongoing throughout the duration of the project.

6.14 Newsletters/Fact Sheets/Presentation Materials

Newsletters, fact sheets, and visual presentations are essential public information materials that will provide straightforward information to the public about the project during its planning stages. All project materials will be translated as appropriate.

Newsletters will contain up-to-date project information allowing the reader to follow the technical steps of the study and to understand how decisions are being made. The newsletters will be written in a clear, concise, and user-friendly language and will be widely distributed to the project mailing list. The newsletters will contain information on how to respond, comment, get

more involved, or get on the mailing list for the project. Renderings, simplified diagrams, and other visual tools may be included in the newsletters to communicate the various alternatives under consideration. The target audience of the newsletters is the broader public and goes beyond those who attend public meetings. Newsletters will be published to coincide with key milestones.

Fact sheets will provide project facts and information throughout the study process. Topics to be included in the fact sheets will be identified as the project evolves based on public questions and comments. In the beginning, they will provide: a brief project overview and will describe project facts, NEPA documentation, special studies that support the NEPA document, and opportunities for stakeholder input.

6.15 'Frequently Asked Questions about the NEPA Process' Fact Sheet

A Frequently Asked Questions (FAQ) handout with information specific to the NEPA process, Section 6002 of SAFETEA-LU, and MAP-21 will be developed for use. The FAQ handout will provide an overview of past studies and answer basic questions, such as: *what is NEPA*, *what does Section 6002 of SAFETEA-LU cover*, *who is the FHWA and what is their decision making process*, *why is the study being done*, *who will decide the preferred alternative*, *what factors determine the preferred alternative*, and *what is the public's role in the process*?

6.16 Summary of PI Activities

Table 6.16.1 provides a summary of public involvement activities throughout the project.

Table 6.16.1 Summary of PI Activities

Activity	Target Audience	Date of Event	Location of Event
NEPA Scoping Activities	Agencies, General Public, EJ Communities	4-11-13	Initiated with Notice of Intent
Listening Tour/ Stakeholder Interviews	Key Stakeholders	11-1-12	GA Power Economic Development/ Cumming-Forsyth Chamber of Commerce
		11-5-12	Cherokee Chamber of Commerce
		11-5-12	Cherokee Tribune
		11-13-12	Canton City Manager/Mayor
		11-13-12	Cherokee County Commission Chair, County Mgr.
		11-14-12	Cumming City Manager/ Mayor/State Representative & Senator
		11-14-12	Forsyth News
		11-27-12	Forsyth County Commission
Citizens Advisory Committees (CACs)	Identified Stakeholders representing a variety of perspectives	5-13-13	Calvary Baptist Church, Ball Ground, GA
		12-3-13	Cecil Pruett YMPCA, Canton, GA (CAC West)
		12-5-13	Cumming City Hall, Cumming, GA (CAC East)
		8-25-15	Cumming City Hall, Cumming, GA (CAC East)
		8-27-15	Cherokee Conference Center, Canton, GA (CAC West)
Technical Advisory Committee (TAC)	Key Planning and Technical Partners	5-20-13	GDOT General Office, Atlanta, GA
		1-9-14	GDOT General Office, Atlanta, GA
		9-28-15	GDOT General Office, Atlanta, GA
Public Scoping Meeting Open Houses	General Public, EJ Communities	5-16-13	Cumming 5-8 pm Otwell Middle School Cafeteria 605 Tribble Gap Road Cumming, GA 30040
		5-21-13	Canton 5-8 pm Calvary Baptist Church 137 Hightower Road/ SR 369 Ball Ground, GA 30107
Final Scoping Report	General Public, EJ Communities	August 2013	Available on project website and by request
Public Information Open Houses (PIOH)	General Public, EJ Communities (Each set of PIOHs to be held at 2 locations at key milestones during the project.)	12-10-13	Canton 5-7 pm Calvary Baptist Church 137 Hightower Road/ SR 369 Ball Ground, GA 30107
		12-12-13	Cumming 5-7 pm Otwell Middle School Cafeteria 605 Tribble Gap Road Cumming, GA 30040

		9-15-15	Canton 5-7 pm Calvary Baptist Church 137 Hightower Road/ SR 369 Ball Ground, GA 30107
		9-17-15	Cumming 5-7 pm Otwell Middle School Cafeteria 605 Tribble Gap Road Cumming, GA 30040
Web Site and MetroQuest	General Public	Ongoing	http://www.dot.ga.gov/BS/Projects/I575SR400 ; http://sr20.metroquest.com/ (prior to, during and during comment period of Scoping Meetings, PIOHs #2/ #3)
PIOH Notification Flyers		December 2013	Emailed flyer to project database of more than 1000.
		August 2015	Emailed flyer to project database of more than 2050.
Speakers Bureau	Existing Groups such as homeowners associations, rotary clubs, chamber meetings	2-25-14	Woodmont Subdivision (Cherokee County)
		3-7-14	Ducktown Communities (Forsyth County)
		3-17-14	Cherokee County Commissioner
		3-24-14	Cadence (Cherokee County)
Information Kiosks	Public not likely to attend a PIOH, but who may be interested in the project. Locations to be determined but will likely include senior centers, faith based organizations, community centers, etc.	5-2-13	Forsyth County Commission Meeting, Cumming, GA *(staffed kiosk)*
		5-6-13	RT Jones Library, Canton, GA (staffed kiosk)
		5-6-13	Cumming Library, Cumming, GA *(staffed kiosk)*
		5-7-13	Cherokee County Commission Meeting, Canton, GA *(staffed kiosk)*
		5-18-13	Cherokee Arts Festival, Canton GA *(staffed kiosk)*
		5-31-13	Brookwood Farms Farmers Market (*staffed kiosk*)
		December 2013 *(1 week prior to PIOH#2)*	Cherokee County Administrative Bldg. *(unstaffed kiosk)*
		December 2013 *(1 week prior to PIOH#2)*	Forsyth County Administrative Bldg. *(unstaffed kiosk)*
		December 2013 *(1 week prior to PIOH#2)*	Cherokee County Chamber of Commerce (unstaffed kiosk)
		December 2013 *(1 week prior to PIOH#2)*	Forsyth County Chamber of Commerce *(unstaffed kiosk)*
		1-4-14	Habitat for Humanity Re-Store, Canton, GA *(staffed kiosk)*
		1-4-14	Supermercado, Canton, GA *(staffed kiosk)*
		1-4-14	Post Road Library, Cumming, GA *(staffed*

			kiosk)
		1-4-14	La Zacatecana, Cumming, GA *(staffed kiosk)*
EJ Outreach	Low Income and Minority populations	May 2013	See information kiosks above, also with Spanish interpreter and materials
		May 2013	Spanish Metroquest website (for Scoping Meetings)
		May 2013/ December 2013	Spanish interpreter available at all public meetings
		May 2013/ December 2013	Spanish media outreach
		Fall 2013	Spanish newsletter
		May 2013/ December 2013	Bilingual Public Meeting Flyers; Comment Form, Welcome packet
		December 2013	1,800 bilingual direct mailed public meeting flyers to households identified as Spanish-speaking and low-income
		August 2015	Printed flyers in English and Spanish. Mailed to approximately 1200 residents on project mailing list in English and to a purchased database of nearly 1000 residences identifying themselves as Hispanic.
		August 2015	Coordinated with Cherokee County CTP team on PI, upcoming meetings, and ensured that the CTP interested parties received notification of the PIOH.
		August 2015	Coordinated with school systems in both Cherokee and Forsyth to distribute information in English and Spanish to the local elementary, middle and high schools along the corridor. Sent information to the School System Communications directors, System ESOL directors, and Principals and ESOL teachers in each school
		August 2015	Mailed stacks of English and Spanish flyers to our community partners/social service/religious organization/Hispanic Businesses database.
Social Media	General public	May 2013/ December 2013	In advance/during comment periods for Scoping Meetings and PIOH #2
Newsletters/Fact Sheets	General public	Fall 2013	In advance of PIOH #2
		Summer 2014	Email and paper copy distribution lists.
Public Hearing Open Houses (PHOH)	General public, EJ Communities	*TBD**	Each set of PHOHs to be held at 2 locations. PHOH Set #1 to occur after the DEIS and PHOH Set #2 to occur after the FEIS.

*Since the PIP is a 'living' document, this table will be updated when the date and location of the event is known. This table will provide a summary of all the PI events that will occur during the life of the project.

7.0 Media Relations

The project team will coordinate with the GDOT Office of Communications and the District Communications Officers in Districts 1 and 6 to engage media early and often throughout the

SR 20 Improvements from Canton to Cumming EIS. The purpose of the media relations effort is to:

- Set the tone for the project from the beginning, highlighting the open and inclusive approach,
- Emphasize the need for this type of cohesive study to look at the entire route from I-575 to SR 400, providing a clear picture for key audiences, and
- Inform the public regarding the study, the process, and the findings as they emerge.

Two to four weeks prior to any public activity, the team will prepare media materials to clearly and concisely deliver key messages related to the project. These materials will not only include key messages, but work to address issues and topics that emerge as the study progresses. Media relations will also focus on supporting the public outreach techniques outlined in this plan. Announcing and driving attendance to public meetings, managing media coverage and responding to any issues raised, and maintaining transparency will be the primary focus of media support.

8.0 Documentation

Each of the comments gathered and their individual responses will become part of the administrative record within the EIS document. To comply, the following process will be followed in gathering "Official Record":

- Written comments received on GDOT forms, emails sent to GDOT, social media outlets (e.g., Facebook), and phone calls
- Handwritten comments addressed to: Glenn Bowman P.E. State Environmental Administrator at the GDOT Office of Environmental Services.
- Verbal comments taken from court reporters available at Public Information Open Houses/Public Hearing Open Houses
- Specific comment forms provided through the project or MetroQuest website

Comment cards will be available to the public at all project events, and the public will be encouraged to write down their comments for the official record and a response will be provided. Examples of comments not recorded in the "Official Record":

- Twitter threads
- Blog Comments

9.0 Public Outreach Effectiveness and Evaluation

The lead agencies will monitor and evaluate the effectiveness of the PIP by using performance measures and goals. Measuring what is most effective will have to be continuously monitored. As the public outreach and involvement processes develops, GDOT will periodically meet to evaluate the effectiveness of the public involvement process using performance measures such as number of public participants at meetings, how the meetings were advertised, and how successful the effort appears to have been. As the process moves forward and through cooperative efforts from the project team, agencies, and citizens, adjustments and the incorporation of new techniques and measures will be developed to continuously strengthen the effectiveness of public outreach and involvement.

In addition to analyzing feedback from participants, team evaluation of specific outreach activities will consider the following questions:

- *Was the method successful in reaching the intended audience?*
- *Did the method result in an opportunity for the audience to receive, consider, and react to information?*
- *Did the method provide the project team an adequate opportunity to share information and listen to the audience's response?* ; and
- *Was the information provided clearly understood by the audience?*

Continuous adjustments will be made during the process to ensure effective, two-way communication with stakeholders and the general public. An evaluation summary will be submitted with each outreach event summary that is prepared. Based on evaluation form feedback and the additional outreach measures listed above, communication and outreach techniques may be modified and new techniques added to ensure a successful public outreach plan.

10.0 Project Framework and Schedule

Figure 10.1 presents the project framework, and Figure 10.2 presents the key project milestone schedule. A schedule of specific public involvement activities and opportunities to get involved will be maintained on the project website at http://www.dot.ga.gov/BS/Projects/I575SR400. After Screen 2 is finalized, the schedule will be updated.

Figure 10.1 Project Framework

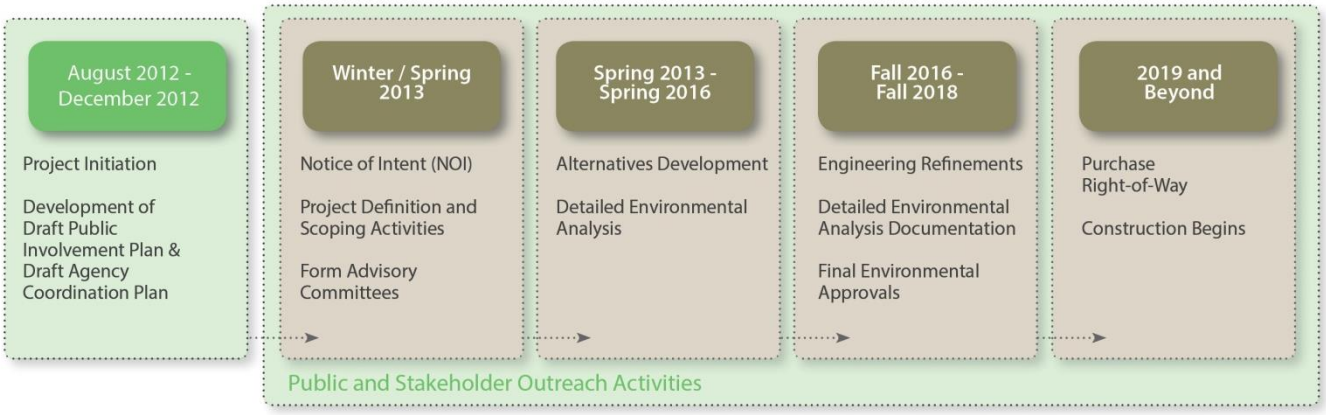
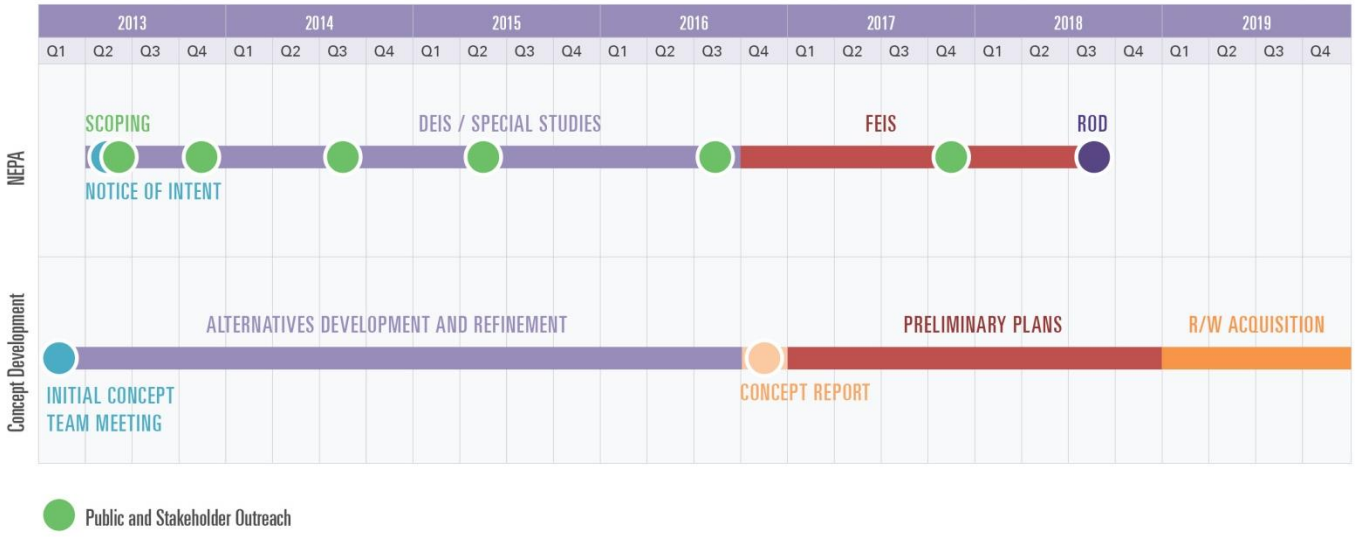


Figure 10.2 Milestone Schedule



11.0 Revision History

Public Involvement Plan changes are identified in Table 11.1.

Table 11.1 Revision History

Version	Date	Document Name	Revision description and rationale for need
2	9/9/15	PIP	Updates to the CAC section based on Scoping comments; removed reference to *Draft* PIP; update Table 6.16.1 with PI activities to date; Sections 6.5 and 6.6 with updates; schedule to be updated after Screen 2 is finalized.