

Appendix U

Public Involvement Plans

Meeting Summaries





PUBLIC INVOLVEMENT PLAN

INTERSTATE 526 (I-526)

FROM PAUL CANTRELL BOULEVARD TO VIRGINIA AVENUE
NORTH CHARLESTON AND CHARLESTON, SOUTH CAROLINA



Revised: June 2020
Original: February 2019

This page intentionally left blank.

PUBLIC INVOLVEMENT TEAM

QUICK REFERENCE GUIDE

Role	Name	Contact
SCDOT – Public Involvement Team		
Project Manager	Joy Riley	rileyj@scdot.org
Director of Environmental Services	Chad Long	longcc@scdot.org
Public Involvement Coordinator	Nicole Riddle	riddlenl@scdot.org
RPG 1 NEPA Coordinator	David Kelly	kellydp@scdot.org
CDM SMITH – PUBLIC INVOLVEMENT LEAD		
Project Manager	Mark Lester	lestermc2@cdmsmith.com
Public Involvement Lead	Amy Livingston	livingstonal@cdmsmith.com
Public Involvement Support	Victoria Wornom Karen Hadley Jenny Humphreys Ariel Weyandt	wornomve@cdmsmith.com hadleykl@cdmsmith.com humphreysjh@cdmsmith.com weyandtal@cdmsmith.com
Graphics/GIS Mapping	Victoria Wornom	wornomve@cdmsmith.com
STANTEC – DESIGN SUPPORT & COMMUNITY IMPACTS		
Project Manager (Overall Consultant Project Manager)	Rick Day	rick.day@stantec.com
Deputy Project Manager/Design	Jim Fisher	jim.fisher@stantec.com
Design Support	Jason Hambley	jason.hambley@stantec.com
Community Impacts/EJ Outreach	Amy Sackaroff Ryan White LaTonya Derrick Andrea Dvorak-Grantz	amy.sackaroff@stantec.com ryan.white@stantec.com latonya.derrick@stantec.com andrea.dvorakgrantz@stantec.com
Community Office Manager	Horrace Tobin	horrace.tobin@stantec.com
Noise	Mary Martin	mary.martin@stantec.com
GIS	Emily Love	emily.love@stantec.com
THREE OAKS ENGINEERING – NEPA LEAD/COMMUNITY SUPPORT		
Project Manager/NEPA Lead	Heather Robbins	heather.robbins@threeoaksengineering.com
Public Involvement/NEPA	Geni Theriot Russell Chandler	geni.theriot@threeoaksengineering.com russell.chandler@threeoaksengineering.com

Role	Name	Contact
MAXIMUM CONSULTING SERVICES – COMMUNITY OUTREACH		
Community Liaison Lead	Maxine Smith	g02themax@aol.com
Community Liaisons	Clay Middleton Carolyn Lecque Mattese Lecque	claynmiddleton@gmail.com celecque@yahoo.com mlecque@yahoo.com

Milestones	Delivery
2016	
General Stakeholder Meeting (Small Business Stakeholder Group not yet formed)	June
Project Website Developed; North Charleston Community Meetings	July
Media Outreach to introduce the project; West Ashley Community Meeting; Virtual Public Meeting	October
Small Business Stakeholder Meeting; General Stakeholders Meeting; Billboards	November
2017	
Local Small Business Outreach – North Charleston	February – March
West Ashley United Day	March
Local Small Business Outreach – West Ashley	April
Small Business Stakeholder Meeting; General Stakeholders Meeting	May
Speakers Bureau	<i>Throughout</i>
West Ashley Farmers Market	August
North Charleston Farmers Market	October
Latin American Festival	October
2018	
Booth at I-26 Corridor Management Plan Public Meeting	August
Stakeholder Meeting (combined, General and Small Business); Councilwoman Dorothy Williams – North Charleston Community Meeting (16 th)	May
Speakers Bureau	<i>Throughout</i>
2019	
Initial Agency Coordination Meeting/Scoping Workshop	March
Stakeholder Meeting	April
Notice of Intent Published	August
EJ Outreach Efforts Begin with Community Pop-Ups (12) and flyer box program (600+ flyers)	July - November
Community Advisory Council Convened	September
Community Office + Hotline Opened	November
Community and Stakeholder Meetings	November 9, 13, 14, 18, 19
Public Information Meeting	November 21
Speakers Bureau	<i>Throughout</i>
2020	
Formal Comment Period Closed/Comment Responses Out	February/May
Draft Environmental Impact Statement Issued; Joint Individual Permit and U.S. Coast Guard Public Notices	Fall 2020
Community Mitigation Plan Draft	Late Summer/Fall
Community and Stakeholder Meetings	Late Summer/Fall
Public Hearing	Winter
Speakers Bureau	<i>Throughout</i>

2021	
FHWA Final Environmental Impact Statement/Record of Decision	Summer 2021
U.S. Coast Guard and U.S. Army Corps of Engineers Permit Decisions	Summer/Fall 2021

Current schedule; future dates subject to change.

NOTICE



*Please note that social distance needs are being closely monitored by State Government officials. **Items with this medical symbol are used throughout this document to indicate an impact because of the social distance requirements.***

No in-person activities or events will be scheduled until limitations on public gatherings have been rescinded. Thereafter, guidance from the Centers for Disease Control and Prevention and SCDHEC will be implemented to ensure the public's safety. In the interim, the project team is exploring ways to engage residents online, through telephone contact, and hard copy materials that are mailed to residents.

TABLE OF CONTENTS

Public Involvement Team	i
Quick Reference Guide	i
Schedule	iii
1.0 Introduction	1-1
1.1 Purpose of the Public Involvement Plan.....	1-1
2.0 Overview	2-1
2.1 Overview of the I-526 Lowcountry Corridor WEST Project	2-1
2.2 Project Description	2-2
2.3 Purpose and Need	2-2
2.4 Coordinated Outreach Efforts.....	2-3
3.0 Development of the PIP	3-1
3.1 Goals and Strategies.....	3-1
3.1.1 Goals.....	3-1
3.1.2 Strategies.....	3-1
3.2 Branding	3-2
3.3 Key Messages.....	3-3
3.3.1 Currently Approved SCDOT Messaging	3-3
3.4 Key Themes.....	3-4
3.4.1 Regionality	3-4
3.4.2 Getting It Right.....	3-4
3.5 Demographics	3-5
3.5.1 North Charleston	3-5
3.5.2 West Ashley	3-8
3.6 Establishment of the Public Outreach Area	3-10
4.0 Public Outreach Tools	4-1
4.1 Project Website.....	4-1
4.2 Newsletters and Email Blasts.....	4-2
4.2.1 Tentative Newsletter Schedule and Proposed Content	4-3
4.3 Postcards, Door Hangers, Flyers, and Posters	4-3
4.3.1 Flyer Boxes.....	4-5
4.3.2 Storyboard Posters.....	4-6
4.4 Project Shirts	4-6

4.5 Billboards	4-6
4.5.1 Schedule	4-9
4.6 Bus Wraps and On-Board Advertising	4-9
4.7 Project Database	4-10
4.8 Interviews	4-11
4.9 Traditional Media	4-12
4.9.1 Local Newspapers	4-12
4.9.2 Op-ed Articles	4-12
4.9.3 Local Television and Radio Stations	4-12
4.9.4 Minority Media Relationships	4-13
4.10 Social Media	4-13
4.11 Text Alerts	4-15
4.12 Digital Advertisements	4-16
4.13 Infographic Development	4-16
4.14 Visualizations and Videos	4-17
4.15 Online Mapping Tools and Online Story Maps	4-18
5.0 Public Outreach Events	5-1
5.1 Speakers Bureau (Speaking Engagements).....	5-1
5.2 Small Business Outreach	5-3
5.3 Meetings.....	5-3
5.3.1 Stakeholder Engagement Meetings.....	5-4
5.3.2 Non-Governmental Organization (NGO) Meetings & Collaborations.....	5-6
5.3.3 State and Federal Agency Meetings	5-6
5.3.4 Local, State and Federal Elected Officials Meetings	5-6
5.3.5 Community Pop-ups.....	5-8
5.3.6 Public Information Meetings.....	5-8
5.3.7 Virtual Public Information Meetings.....	5-9
5.4 Public Hearing	5-10
6.0 Outreach for Traditionally Underrepresented Populations.....	6-1
6.1 Environmental Justice (EJ) Communities.....	6-1
6.1.1 EJ neighborhoods along the I-526 LCC WEST Corridor	6-1
6.1.2 EJ Outreach Strategy	6-1
6.2 Limited English Proficiency (LEP)	6-3
6.3 Community Office	6-3
6.4 Hotline	6-4
6.5 Community Pop-ups and Meetings.....	6-4
6.6 Walking Tour or Community Canvassing.....	6-8
6.7 Mitigation for Environmental Justice Impacts	6-8
6.7.1 Community Advisory Council.....	6-9
7.0 Revisions	7-1

LIST OF TABLES

Table 3.1 Facilities Identified within the Project Outreach Area	3-11
Table 4.1 Minority Radio Stations	4-13
Table 6.1: Previous Community Pop-Ups	6-5
Table 6.2 Proposed Pop-Up Activities for 2020	6-6
Table 6.3 Community Meetings/Drop-ins	6-7

LIST OF FIGURES

Figure 1.1 I-526 Lowcountry Corridor WEST NEPA Process.....	1-1
Figure 2.1 I-526 Lowcountry Corridor WEST Project Area.....	2-1
Figure 3.1 Public Involvement Plan Goals.....	3-1
Figure 3.2 Public Involvement Plan Strategies.....	3-2
Figure 3.3 Project Business Cards.....	3-3
Figure 3.4 I-526 Lowcountry Corridor Demographics, South Carolina vs. Charleston County	3-5
Figure 3.5 I-526 LCC WEST Demographics, Charleston County vs. North Charleston	3-6
Figure 3.6 North Charleston Neighborhood Map	3-7
Figure 3.7 I-526 LCC WEST Demographics, Charleston County vs. West Ashley	3-8
Figure 3.8 West Ashley Neighborhood Map	3-9
Figure 4.1 Project Website – Home Page (5/20/2019)	4-1
Figure 4.2 Example Newsletters.....	4-2
Figure 4.3 Fall 2019 PIM Postcard	4-3
Figure 4.4 Fall 2019 Community Drop-Ins Jumbo Postcards	4-4
Figure 4.5 Fall 2019 Community Drop-In Door Hangers.....	4-5
Figure 4.6 Flyer Box at Transit Stop.....	4-5
Figure 4.7 Storyboard Example	4-6
Figure 4.8 Project Shirt	4-6
Figure 4.9 Example of a Project Billboard.....	4-8
Figure 4.10 October 2016 Billboards.....	4-8
Figure 4.11 November 2019 Billboard.....	4-8
Figure 4.12 Fall 2019 Bus Wrap.....	4-10
Figure 4.13 Fall 2020 Public Comment Tracking Methods	4-11
Figure 4.14 I-526 LCC Facebook and Twitter Combined Monthly Impressions.....	4-15
Figure 4.15 Fall 2019 Digital Display Ads	4-16
Figure 4.16 Example Infographics	4-17
Figure 6.1 Public Involvement and Environmental Justice Engagement Spectrum	6-2
Figure 6.2 Elements of a Community Pop-Up Event	6-5
Figure 6.3 2016 Community Meeting Advertising Materials.....	6-8

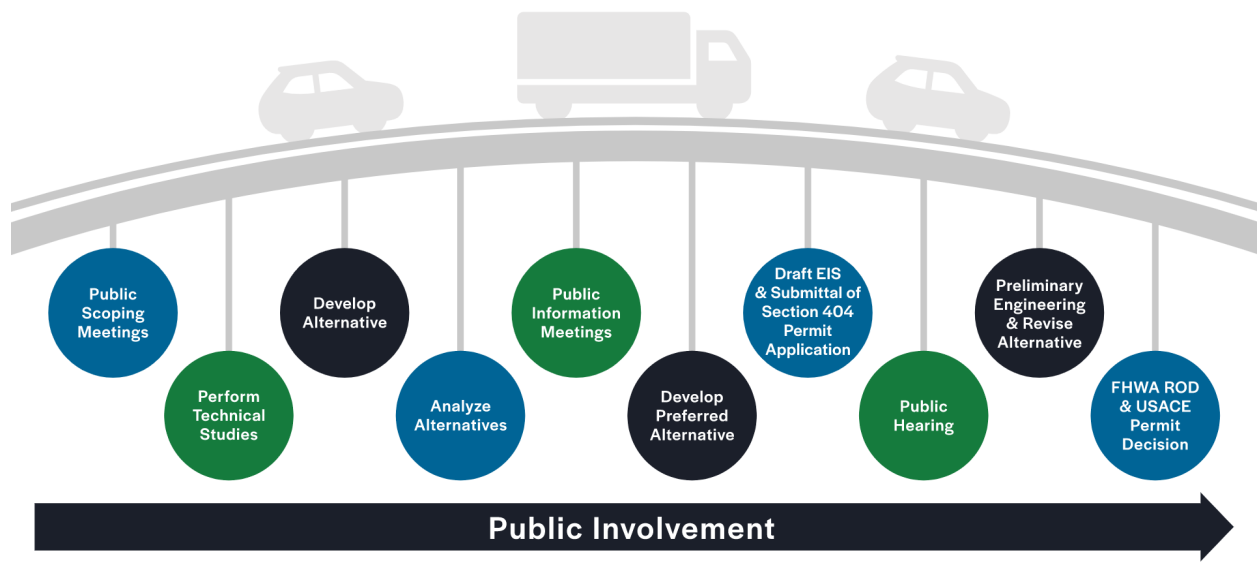
APPENDICES

APPENDIX A Branding Materials	A-1
APPENDIX B 2020 Public Involvement & EJ Outreach Activities Matrix	B-1

1.1 PURPOSE OF THE PUBLIC INVOLVEMENT PLAN

The I-526 Lowcountry Corridor WEST (I-526 LCC WEST) Public Involvement Plan (PIP) details strategies and tools to be used so members of the public receive key information about the project and have opportunities to provide meaningful input on decisions that will affect their community. It was developed to be consistent with public involvement requirements under the National Environmental Policy Act (NEPA), Title VI of the Civil Rights Act, Executive Order 12898 – Environmental Justice (EJ), and other federal regulations. The PIP outlines methods to engage all segments of the public with intensive outreach focused on residents, small neighborhood businesses, special populations (e.g., low-income and minority neighborhoods), and other stakeholders in and around the proposed project area. When the public is engaged in the process, their insights help better align the project with the community’s needs. The true test of a successful Public Involvement Plan is measured by the level of the public’s awareness and their feedback. This PIP is a living document that can be adapted to incorporate new or more successful approaches as the project evolves. Community input is critical to the success of any project, and the South Carolina Department of Transportation (SCDOT) is committed to providing meaningful public involvement opportunities throughout the project development process (**Figure 1.1**).

Figure 1.1 I-526 Lowcountry Corridor WEST NEPA Process



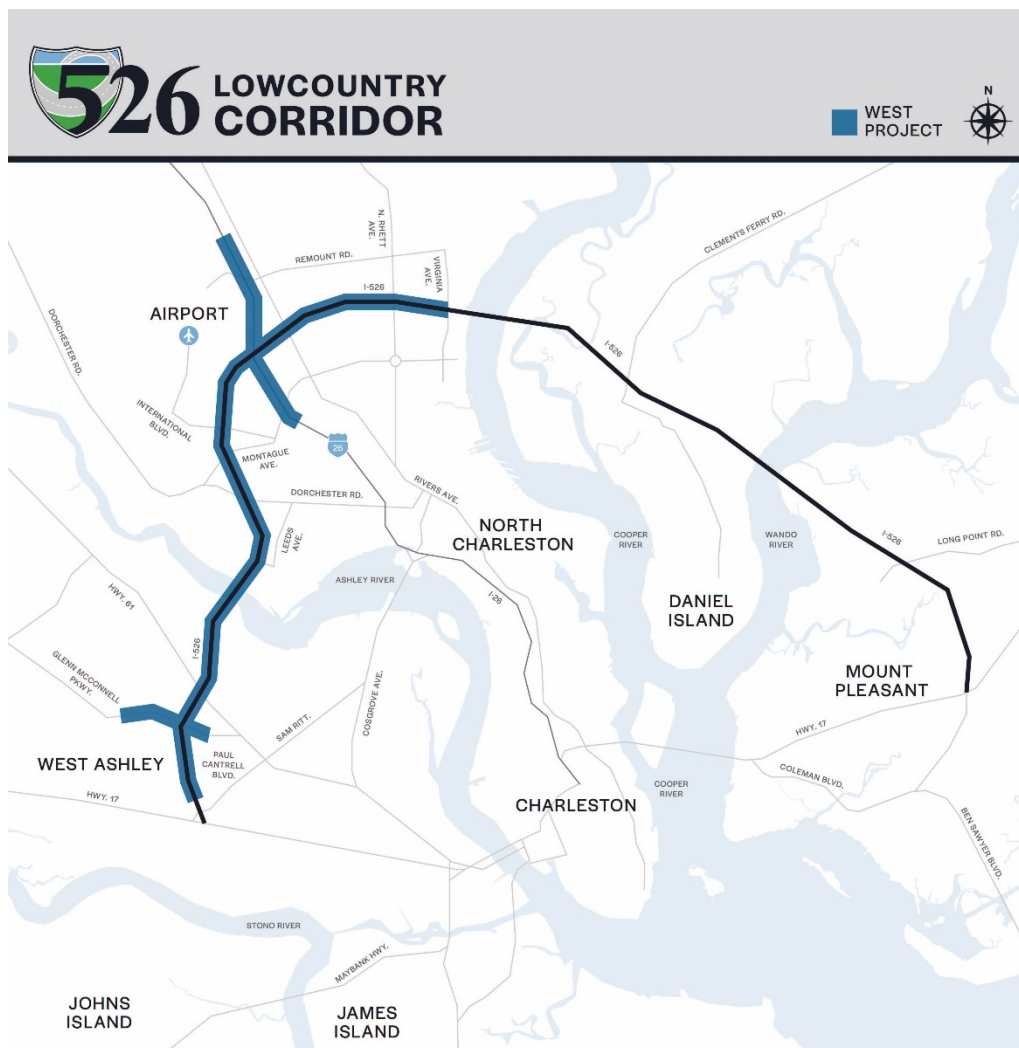
In addition to the PIP, the EJ Outreach Strategy exists to provide a detailed action plan for reaching the four potentially impacted EJ neighborhoods: Russelldale, Ferndale, Highland Terrace, and Liberty Park. The EJ Outreach Strategy will be referenced regularly throughout this document and is meant to accompany the PIP as a sister document. The full EJ Outreach Strategy can be found in **APPENDIX E**.

2.1 OVERVIEW OF THE I-526 LOWCOUNTRY CORRIDOR WEST PROJECT

I-526 serves as a 23-mile-long, east-west bypass of the Charleston metropolitan area and has been identified by SCDOT as one of the state’s most congested interstate highways. Specific problems within the I-526 corridor include, but are not limited to, the growing demand for capacity, congestion, and design deficiencies.

SCDOT, in cooperation with the Federal Highway Administration (FHWA), is evaluating existing and future transportation demands for the I-526 corridor from south of Paul Cantrell Boulevard (Exit 11) in West Ashley to Virginia Avenue in North Charleston (**Figure 2.1**). Named the I-526 Lowcountry Corridor WEST (I-526 LCC WEST), this effort is intended to improve operations within the corridor for both local and through traffic.

Figure 2.1 I-526 Lowcountry Corridor WEST Project Area



2.2 PROJECT DESCRIPTION

The I-526 LCC WEST project runs between Paul Cantrell Boulevard and Virginia Avenue, is approximately 11.4 miles long, and includes a small section (3.5 miles) along I-26 at the I-526/I-26 interchange (refer to **Figure 2.1**). The project study area includes a four-lane divided highway. SCDOT currently ranks the segment of I-526 between I-26 and Virginia Avenue as the most congested segment of interstate highway in the state. The remainder of the I-526 Lowcountry Corridor WEST project, from I-26 to Paul Cantrell Boulevard, ranks among the State's top ten most congested (existing) corridors. Forecasts show segments of this corridor will continue to be among the state's most congested in 2040. The interchange of I-526 and I-26 is the major source of congestion. This is due to the high number of vehicles moving between I-26 and I-526, coupled with closely spaced interchanges with ramps that have steep grades and tight curves, and limited distances for vehicles to merge onto and off I-526.

The I-526 and I-26 system-to-system interchange is a key interchange, locally. It links downtown Charleston, Summerville, West Ashley, and Mount Pleasant. I-26 links the Charleston area with other major cities to the west like Columbia, Spartanburg, and Asheville, North Carolina, as well as with important transportation routes such as I-95, I-77, I-20, I-85, I-40, and I-81. Not only is I-526 an important route for daily commuting traffic, it is also part of a network for transporting freight and commercial goods to and from the Port of Charleston and throughout the region. I-526 provides the only freeway access to two important port terminals—the North Charleston terminal and the Wando Welch terminal. The Wando Welch terminal is the busiest terminal in the region and has no direct access to rail.

To the west of I-26, I-526 crosses the Ashley River and provides a similar connection to the growing West Ashley area.

2.3 PURPOSE AND NEED

The purpose of the project is to increase capacity at the I-26/I-526 interchange and along the I-526 mainline, thereby relieving traffic congestion and improving operations at the I-26/I-526 interchange and along the I-526 mainline from Paul Cantrell Boulevard to Virginia Avenue.

The need for this project was identified in several different documents. The I-526/I-26 interchange was listed as the second highest priority project in the 2035 CHATS Long Range Transportation Plan Ranked List of Candidate Transportation Projects, the sixth project on SCDOT's ACT 114 Interstate Capacity List, and was listed in SCDOT's State Transportation Improvement Plan 2017-2022. Congestion was detailed in SCDOT's Corridor Analysis for I-526 Between North Charleston and West Ashley and in the Interstate Plan portion of SCDOT's 2014 Multimodal Transportation Plan, where four segments within this project corridor are listed in the top 20 most congested Interstate segments.

Engineering studies will focus on capacity and operational performance of traffic in the corridor, as well as the performance of the roadway and bridge infrastructure. As with all roadway and bridge improvement projects, a comprehensive environmental review will be conducted. This will provide the traveling public and other decision-makers with a clear understanding of the impacts of the alternatives on people and the natural environment within the corridor.

2.4 COORDINATED OUTREACH EFFORTS

SCDOT has implemented protocols to avoid confusion between this project and other projects occurring in the Charleston region.

SCDOT will be completing a Planning and Environmental Linkages (PEL) study for the section of I-526 from Virginia Avenue in North Charleston to US 17 in Mount Pleasant. The purpose of this study is to develop preliminary alternatives, determine potential environmental impacts, and develop high-level project costs for upgrading this segment of I-526. This study is known as the I-526 Lowcountry Corridor EAST (I-526 LCC EAST).

Concurrently, the Mark Clark Extension project is going through the NEPA project development process. The I-526 LCC public engagement team will partner with SCDOT to align messaging across the three projects to maintain the overarching goals of this PIP and those established for the Mark Clark Extension Project. Additionally, efforts will be made to coordinate outreach and engineering with the Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) on their Lowcountry Rapid Transit (bus rapid transit) project. This project is also now in the NEPA phase and will likely have several overlapping potentially impacted communities.

During the development of the I-526 LCC WEST project, goals and strategies for public involvement have been identified and continuously reevaluated (with a major re-write of the PIP in January 2019 and subsequent full update in May 2020). This PIP—its goals, strategies and tactics—was developed by considering the current demographics in the project area. It incorporates the I-526 LCC WEST project brand, key messages, and themes that have been approved by SCDOT and FHWA. It has been revised as the project has progressed, incorporating lessons learned in the community, especially as the environmental justice (EJ) outreach activities have begun in earnest.

3.1 GOALS AND STRATEGIES

This PIP includes the goals and strategies of the community outreach approach. Because public involvement is a critical component of the transportation planning process, engaging the public at the very early stages will help ensure decisions are made in consideration of, and to benefit, public needs and preferences, while developing potential alternatives for the proposed project area. This public involvement effort is intended to establish and maintain communication between the community and SCDOT regarding issues and concerns surrounding the I-526 LCC WEST project. The overarching public involvement goals and strategies, including the EJ outreach efforts, are identified below.

3.1.1 Goals

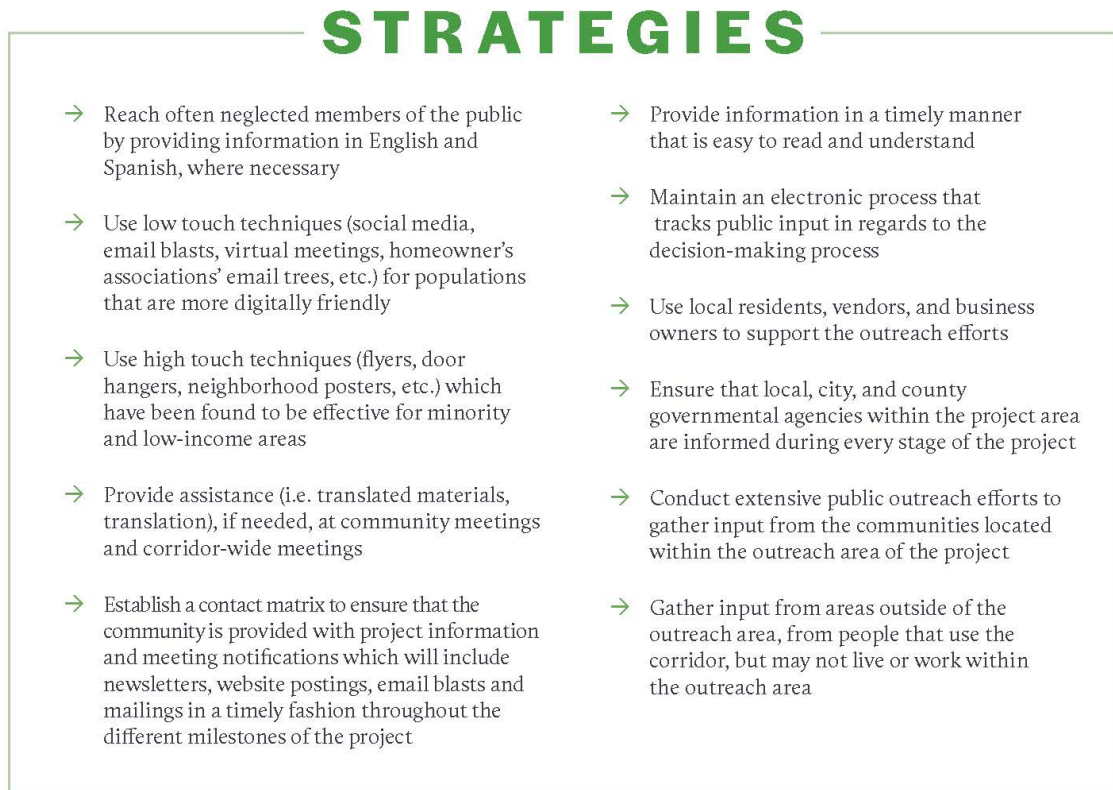
Figure 3.1 Public Involvement Plan Goals



3.1.2 Strategies

These strategies have been identified to serve the PIP’s goals. The strategies are supported by the tactics found throughout the remainder of this document.

Figure 3.2 Public Involvement Plan Strategies



3.2 BRANDING

Project branding is critical to ensure the I-526 Lowcountry Corridor WEST project identity is separate from the myriad of efforts also underway in the Berkeley-Charleston-Dorchester tri-county region.

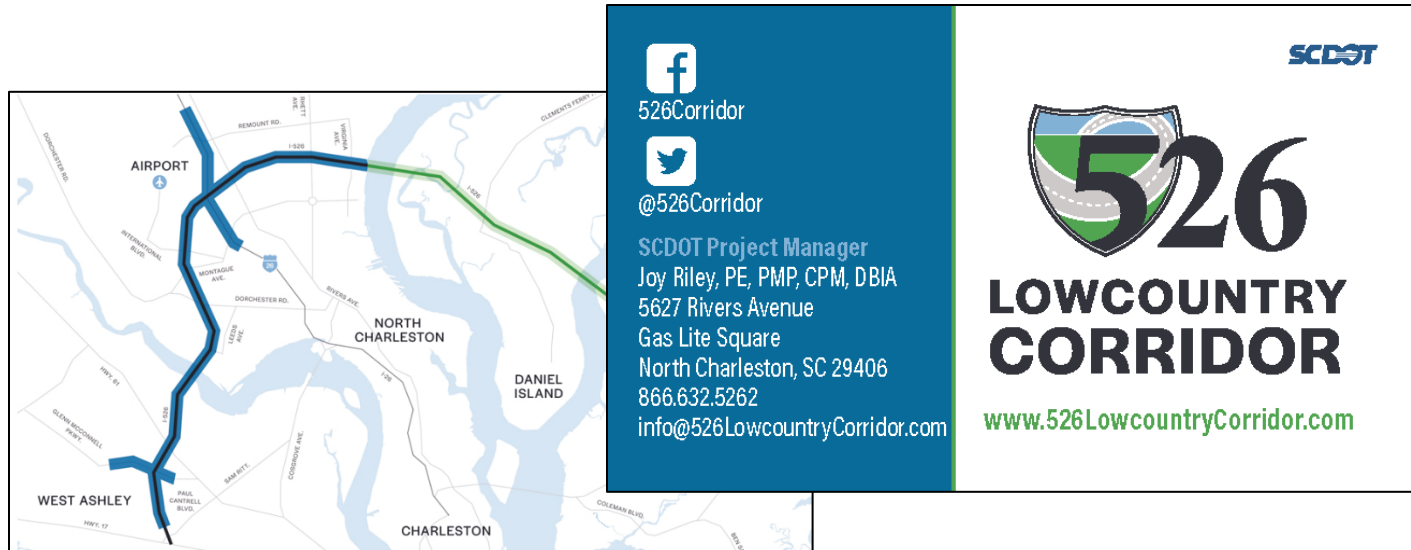
The project logo will be incorporated into all public-facing materials to help interested parties quickly identify what resources are associated with this project. See **APPENDIX A** for branding guidelines.

May 2020 Update:

Project business cards were created for the project manager and the community office members. These include the various communications method for the project in a small, easy-to-carry format.



Figure 3.3 Project Business Cards



3.3 KEY MESSAGES

3.3.1 Currently Approved SCDOT Messaging

- The messaging of the project will focus on stating, and reiterating, the established Purpose and Need of the project.
- The I-526 LCC WEST project team has completed initial studies and developed conceptual improvement alternatives for the project.
- During the development of the preliminary alternatives, it became apparent the project has the potential for greater impacts to the human and natural environment than originally anticipated.
- As a result of early identified impacts to the human and physical environment, the initial I-526 LCC WEST project schedule was revised to allow for the development of a more robust NEPA process and traffic studies in the evaluation process.
- The NEPA document will proceed as an Environmental Impact Statement (EIS) instead of an Environmental Assessment.
- As a result of the congestion at the I-26/I-526 interchange and beyond, the I-526 LCC WEST study area has been extended to Virginia Avenue in North Charleston.
- Throughout the process, the project team will be seeking meaningful input regarding the project. This input will be used during the project development process to enhance the outcome of the project.
- Based on public and agency input during the Fall 2019 public comment period regarding a potential increase in truck freight traffic above and beyond that already considered, three additional alternatives were created at the I-526 and North Rhett/Virginia Avenue interchanges.

3.4 KEY THEMES

3.4.1 Regionality

- I-526 LCC WEST is roughly 11.4 miles of existing I-526 between Paul Cantrell Boulevard in West Ashley and Virginia Avenue in North Charleston and 3.5 miles of I-26. The project cannot be completed in a vacuum. Improvements considered for this corridor should be reviewed on a regional basis for performance on adjacent roadways and intersections.
- A regional interstate congestion management plan is being developed for I-26 and I-526 in the greater Charleston region.
 - This interstate congestion management plan is evaluating travel demand management and operational strategies to reduce congestion in the entire region, including “managed lanes” or high-occupancy vehicle (HOV) and high-occupancy toll (HOT) options, which could be critical in managing regional traffic long term. In addition, multimodal transportation options have been studied, such as carpooling, ride-sharing, and expanded transit opportunities.
 - It’s clear that this interstate congestion management plan will be crucial in determining the best path forward for long-range improvements to I-26 and I-526 in the region. The results of this study will provide a phased regional strategy for the next 30 years.

3.4.2 Getting It Right

- Tens of thousands of Lowcountry residents drive on one of South Carolina’s most congested stretches of highway each day. Relief, in the form of additional lanes, upgraded interchanges, augmented safety features and more, is needed.
- The improvements for this corridor should be such that they will last far into the future, at least until 2050.
- With the growth and future travel demands in this region, the SCDOT knows that simply adding capacity is not going to be the sole, long-term solution for congestion in this corridor. However, there are many basic infrastructure needs that must be addressed in order to implement new technologies known as "Active Traffic Management." These strategies, such as variable speed limits, ramp metering, managed lanes and opening up shoulders during peak times, not only require additional lane capacity, but also other new infrastructure such as upgraded electrical systems and internet capabilities. The current alternatives presented "pave the way," quite literally, for these types of future alternative traffic management strategies.
- The scope of the I-526 LCC WEST project is more than 11 miles in length, and its potential impacts will need to be carefully reviewed and evaluated to avoid, minimize, and mitigate impacts to both the human and natural environment.

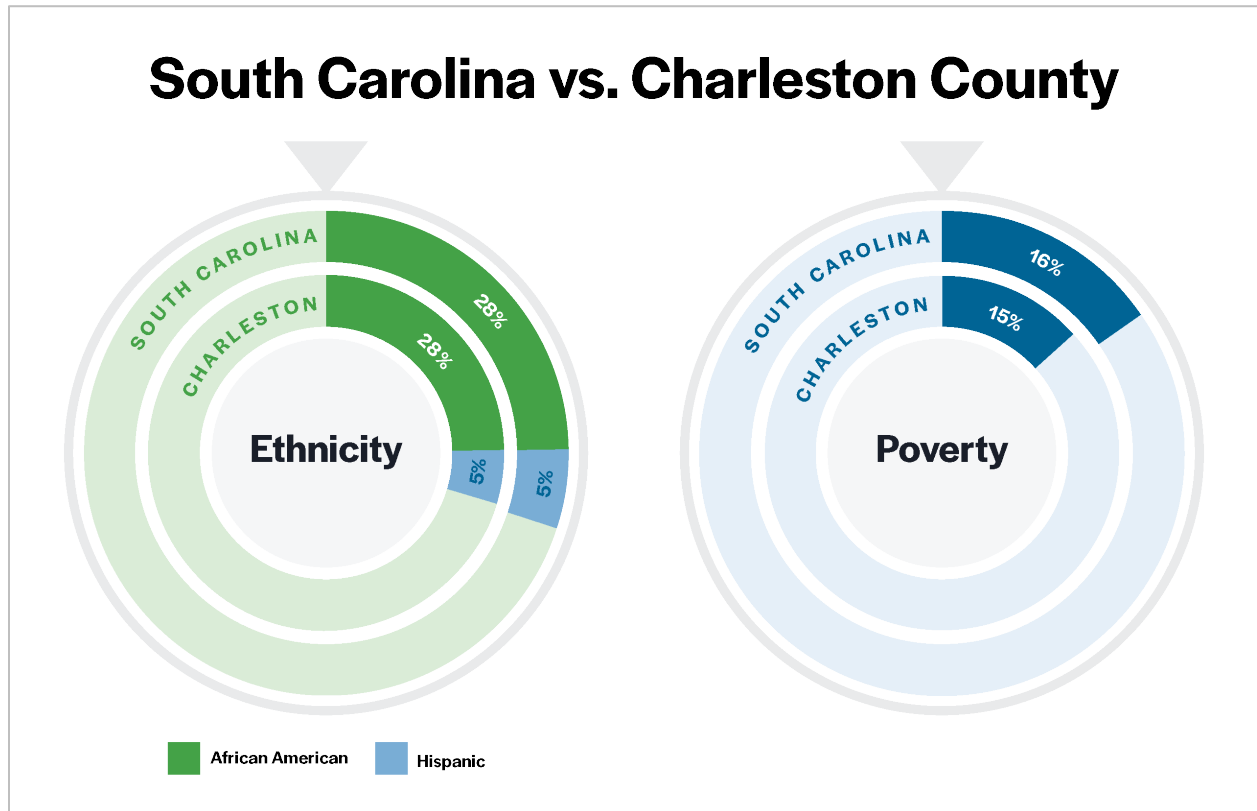
May 2020 Update

In May 2020, a comprehensive frequently asked questions document was created for questions and comments received during the November 2019 – January 2020 comment period. This was distributed to all commenters, interested parties, and posted on the website. These topics and answers should guide the talking points and answers to questions.

3.5 DEMOGRAPHICS

General demographic data for South Carolina and Charleston County was obtained from the U.S. Census 2017 American Community Survey and is summarized in **Figure 3.4**. Additional details on the demographics of the project study area can be found in the Environmental Justice Outreach Strategy (**APPENDIX E**).

Figure 3.4 I-526 Lowcountry Corridor Demographics, South Carolina vs. Charleston County



Source: U.S. Census 2017 American Community Survey

3.5.1 North Charleston

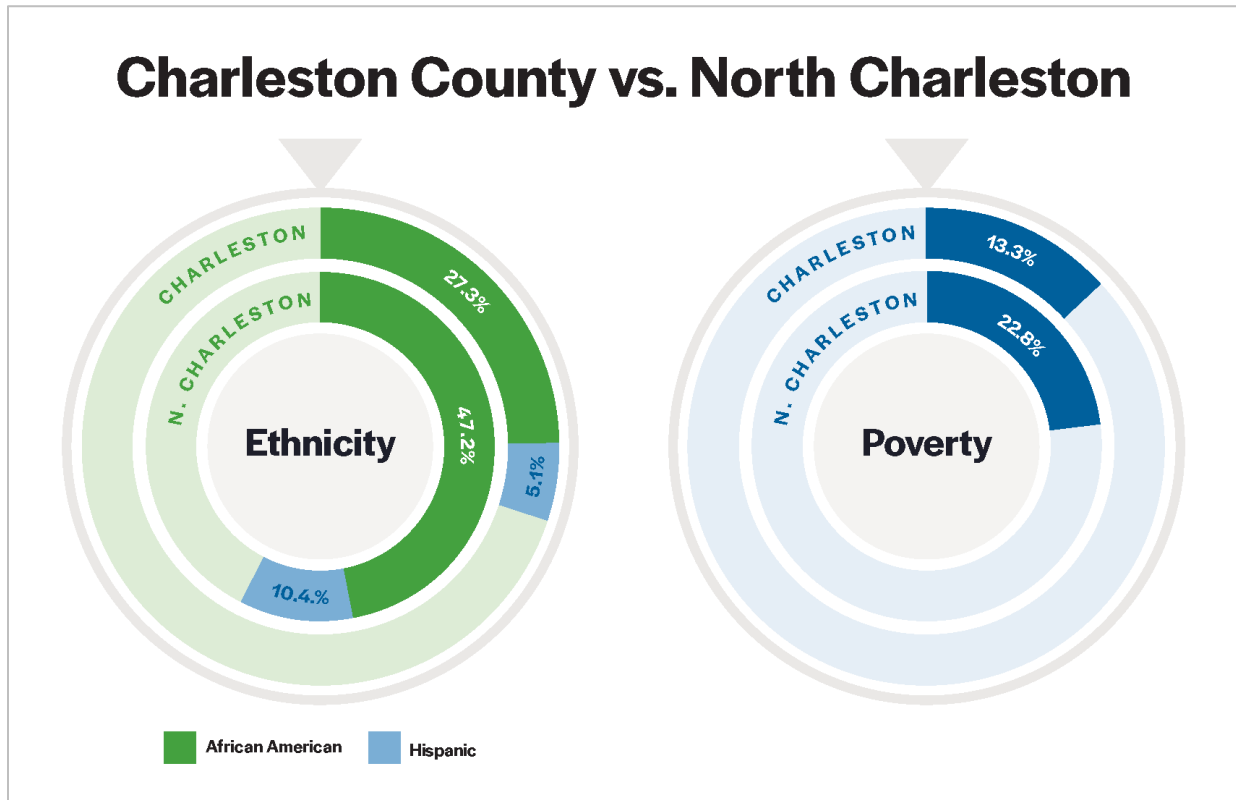
Demographic data for North Charleston was obtained from the U.S. Census 2017 American Community Survey and is summarized in **Figure 3.5**. A deeper dive of the recent demographic shifts in North Charleston is explored in Section 3.1 of the EJ Outreach Strategy.

North Charleston Neighborhood Map (**Figure 3.6**) identifies neighborhoods within North Charleston that are situated along the project corridor. There is a higher percentage of minority populations near the I-526 and I-26 system-to-system interchange residing in Ferndale (identified as 13 in **Figure 3.6**), Highland Terrace (18), Liberty Park (22), and Russelldale (38). Moving eastward, several neighborhoods, including Oak Terrace Preserve (29) and Park Circle (33), are gentrifying in conjunction with changes to the housing market such as the elimination of older homes and construction of higher-priced new houses.

Moving south along the I-526 LCC WEST project corridor, there are locations where residential land use is commingled with non-residential commercial development. Examples are noted along Seiberling Road, Ozark Road, East Ada Street, and West Ada Street, which are small areas of low-income and minority

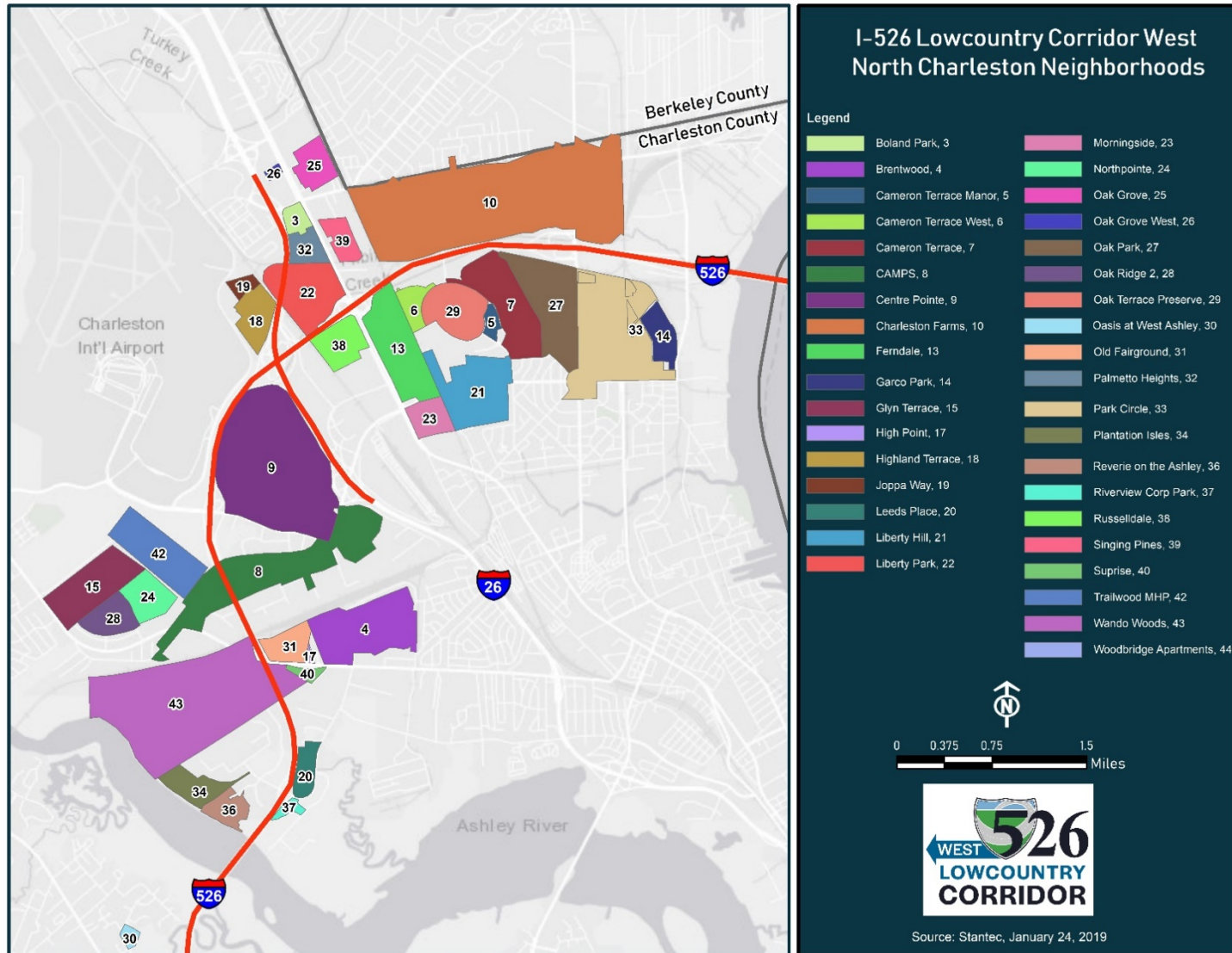
residents. The potential for residential relocations in these areas will be monitored throughout the project development process to ensure that EJ impacts are identified, avoided to the maximum extent practicable, appropriately minimized, and mitigated as necessary.

Figure 3.5 I-526 LCC WEST Demographics, Charleston County vs. North Charleston



Source: U.S. Census 2017 American Community Survey

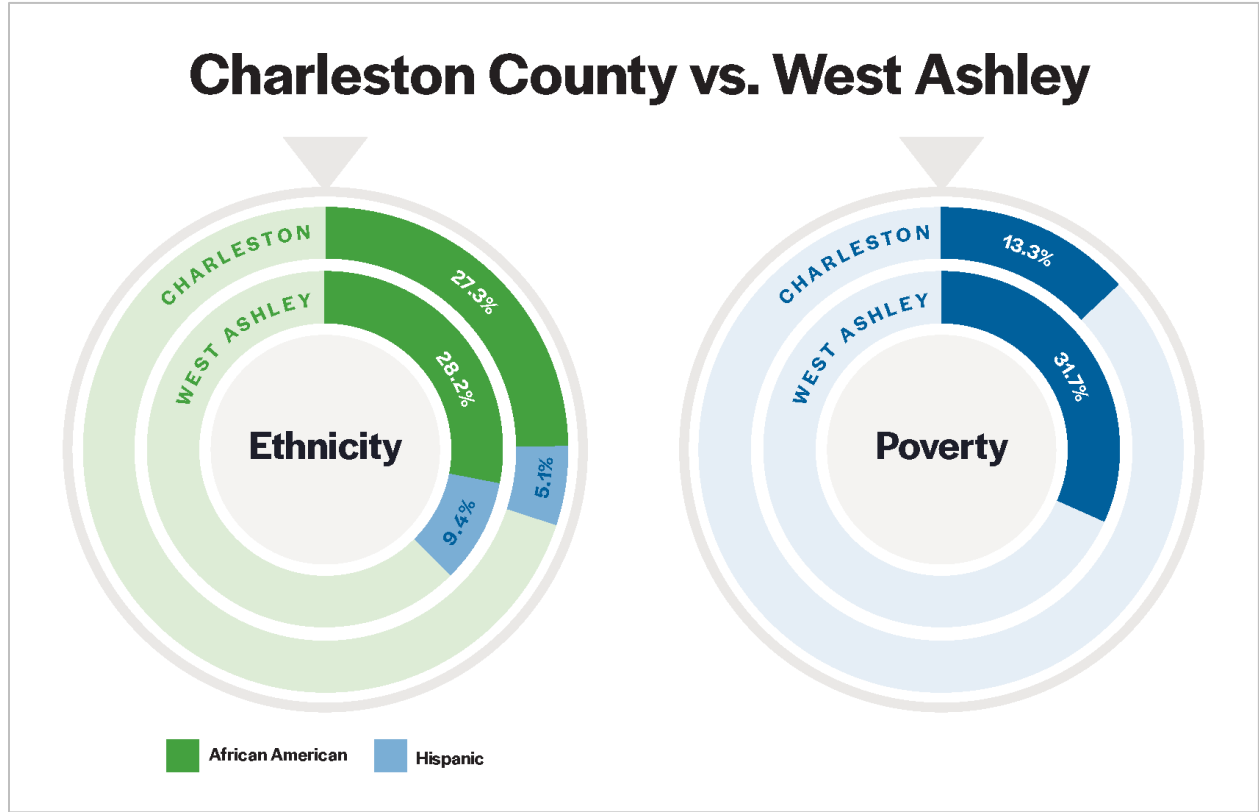
Figure 3.6 North Charleston Neighborhood Map



3.5.2 West Ashley

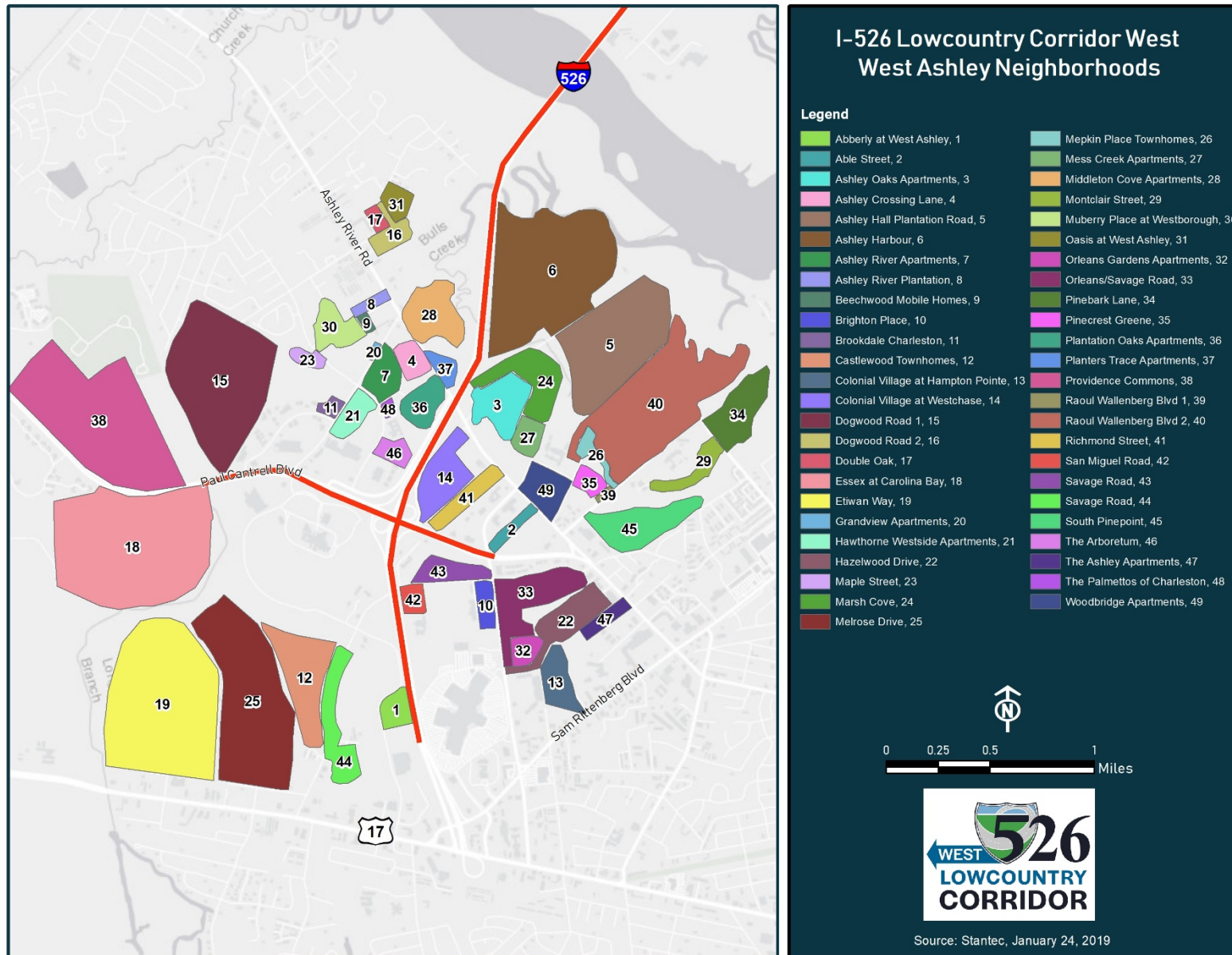
Demographic data for the West Ashley community was obtained from the U.S. Census 2017 American Community Survey and is summarized in **Figure 3.7** and neighborhoods identified in **Figure 3.8**.

Figure 3.7 I-526 LCC WEST Demographics, Charleston County vs. West Ashley



Source: U.S. Census 2017 American Community Survey

Figure 3.8 West Ashley Neighborhood Map



3.6 ESTABLISHMENT OF THE PUBLIC OUTREACH AREA

The public outreach area for the I-526 LCC WEST project was developed in consideration of the proposed project's physical footprint and was set to encompass the neighborhoods anticipated to experience potential effects associated with the proposed project. It was developed to incorporate neighborhood boundaries and reflect feedback gathered during site visits to the North Charleston and West Ashley area of Charleston; telephone calls and/or meetings with residents, businesses, and stakeholders; experience gained through the SCDOT I-526 Corridor Management Plan; as well as consultant experience with similar projects.

An initial field visit was conducted in March 2015 to get a sense of the communities potentially impacted and to examine the project's geographical configuration. A more extensive site visit was conducted in February 2016. During this visit, the public involvement team met with residents, small business owners, stakeholders, county planners, presidents of the neighborhood and/or civic organizations, and city staff. The site visit identified some of the other key community members and/or stakeholders that should be contacted as part of the outreach efforts and provided an introduction for the public involvement team.

A site visit to the West Ashley region of the project area was conducted in July 2016 to assess that portion of the project area, to gain an understanding of the overall community dynamic and geographical configuration, and to identify the presence of any Environmental Justice or Title VI communities.

Table 3.1 identifies a list of communities, churches, recreational facilities, medical centers, schools, and businesses within the North Charleston and West Ashley portions of the project area. As the project progresses, the facilities will be denoted with an asterisk if the facility would be a good venue for a pop-up meeting.

In February of 2019, an EJ outreach area was defined to include the neighborhoods of Ferndale, Russeldale, Highland Terrace and Liberty Park as well as the streets of East and West Ada in North Charleston. The EJ Outreach Strategy is designed specifically to address these areas, but highlights of this strategy can be found in this document in **Section 6.0** Outreach for Traditionally Underrepresented Populations.

Table 3.1 Facilities Identified within the Project Outreach Area

Facility Type	Facility Name	
	North Charleston	West Ashley
Schools	Academic Magnet High School	Addlestone Hebrew Academy
	Awaken Day School	Ashley River Creative Arts Elementary School
	Bethune School	Cadence Academy Preschool, Charleston
	Charleston Bilingual Academy	Drayton Hall Elementary
	Charleston County School of the Arts	West Ashley Advanced Studies Magnet
	Charlestowne Academy	
	Cooper River Education Center	
	East Cooper Charter School	
	Harvest Time Christian Academy	
	Liberty Hill Academy	
	Liberty Hill School	
	Limestone College	
	Lowcountry Christian Community School	
	Lowcountry Graduate Center	
	Matilda Dunston Elementary	
	Meeting Street Elementary at Brentwood	
	Montessori Learning Collective	
	Morningside Middle School	
	North Charleston Creative Arts School	
	North Charleston Elementary School	
	St. Peter's Academy	
	Strayer University	
Webster University		
Religious Institutions	Abyssinia Baptist Church	Bible Way Baptist Church
	Awaken Church	Calvary SouthCoast
	Bethel Pentecostal Holiness	Charleston Baptist Church
	Biblical House of God*	Charleston Seventh-day Adventist Church
	Body of Christ Church of Deliverance	Charleston-Atlantic Presbytery
	Calvary Temple of Praise	Community Baptist Church
	Charity Baptist Church	Congregation Dor Tikvah
	Christ Temple, a Kingdom Church	Dagrun Evangelical Church
	Cokesbury United Methodist Church	Essex Village Church of Christ
	Enoch Chapel Methodist*	Evangelica Luz De Inglesia
	Faith Believers Tabernacle	Healing Waters of Charleston
	First Southern Methodist Church	Iglesia Luz de Cristo
	Friendship Baptist Church	Legacy Church
	Grace Metropolitan African	Life Church Charleston
	Harvest Pointe Church	Olive Branch Baptist Church
	Iglesia Ni Cristo Baptist Church	Salvation Army
	Inner City Praise & Worship	St Andrew's Mission Church
	Joshua Baptist Church	St Peters Church
	Kingdom of God Ministries	St. Joseph Catholic Church
	Light of the World Church-God	Stapna
	Little Bethel Pentecostal Holiness Church	
	New Beginnings Life Ministries	
	New Vision AME Zion Church	
	New Zion Rmue Church	
	North Charleston Primitive Baptist Church	
	Park Circle Presbyterian Church	
	Pilgrim Baptist Church	
Promised Land Church		

Facility Type	Facility Name	
	North Charleston	West Ashley
Religious Institutions (continued)	Resurrected Church-Jesus Christian	
	Revelation of Christ Church	
	Revive Charleston	
	Rhett Avenue Christian Church	
	Royal Baptist Church*	
	Seacoast Church	
	Second Chance Victory Church of God	
	St Matthews Reformed Episcopal	
	St. Andrew's Park Circle	
	The Revelation of Christ	
	Unity of Charleston	
	Victory Baptist Church	
	Wando Woods Baptist Church	
	World Harvest Community Church*	
Recreation Facilities	City of North Charleston Recreation Center	Bees Landing Recreation Center
	Collins Park	Bridgewater Dog Park
	Danny Jones Park*	Carolina Bay Park
	Ellis Park	Charles Town Landing Historic Site
	Ingevity Kapstone Park	Charleston Recreation Department
	Mixson Avenue Dog Park	Dogwood Park
	Murray Park	Sha-Mel-Lon Pool
	Park Circle*	West Ashley Park
	Quarterman Park	
	Ralph M Hendricks Park/Pool	
	Runnymede Plantation	
Community Facilities	Alfred Williams Community Center	Bon Secours St. Francis Hospital
	Carolina Youth Development Center	Charleston Community Center
	Charleston Area Convention Center*	Coastal Research and Education Center
	Charleston County Magistrates	West Ashley Magistrate
	Charleston Farms Community Center	
	City of North Charleston (Town Hall)	
	Collins Park Community Center	
	Felix C Davis Community Center*	
	Felix Pinckney Community Center	
	Ferndale Community Center*	
	Highland Terrance Community Center*	
	Miner Crosby Community Center	
	Murray Hill Community Center	
	N. Charleston Coliseum Stadium	
	Persephone-Moultrie Community Center	
Russelldale Community Center*		
Fire/Police	Charleston County Sheriff	St. Andrews Fire Dept. Station 1
	Charleston County Volunteer Rescue Squad	West Ashley Fire Dept. Station 11
	Charleston International Airport Police	West Ashley Fire Dept. Station 12
	Hanahan Police Dept	West Ashley Fire Dept. Station 14
	JB Charleston Fire Station 1	West Ashley Fire Dept. Station 16
	North Charleston Fire Dept Station 7	West Ashley Fire Dept. Station 19
	North Charleston Fire Dept.	
	North Charleston Fire Dept. Station 1	
	North Charleston Fire Dept. Station 3	
	North Charleston Fire Dept. Station 5	
	North Charleston Police Dept	
Sheriff Al Cannon Detention Center		

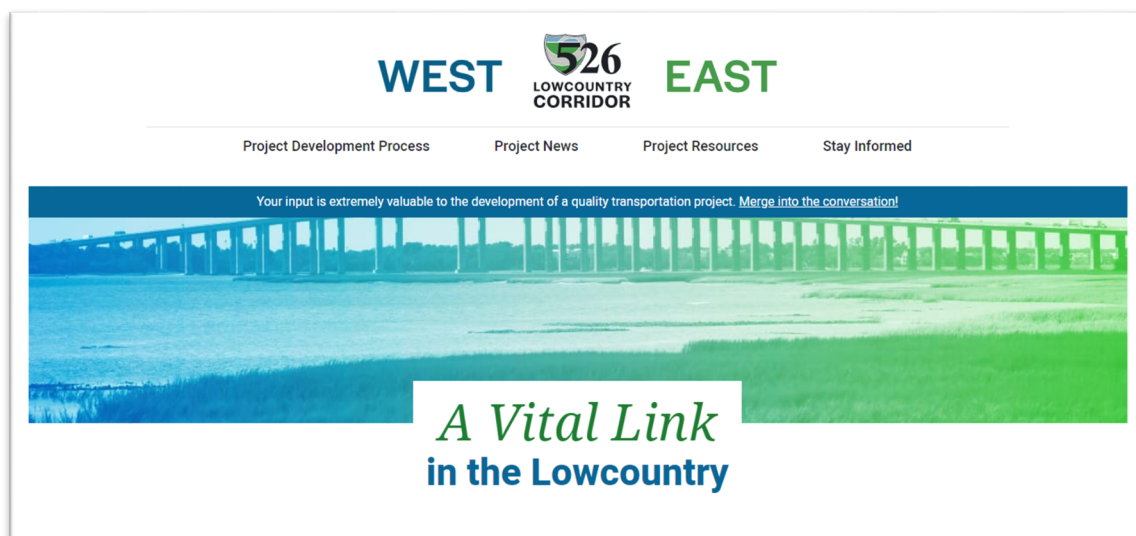
Various public outreach tools will be applied to conduct the public involvement efforts and encourage meaningful participation from the communities in the project area. Listed below are examples of the many tools that will be implemented during various phases of the project. Consistent messaging is critical in public involvement. It will be necessary for all communication, regardless of purpose or methodology, to always comply with the established messaging for the project. All materials used in the public involvement effort will be approved by SCDOT before they are disseminated.

4.1 PROJECT WEBSITE

A project website, www.526lowcountrycorridor.com, is used to disseminate project information, provide a schedule of events and studies, and solicit public input. **(Figure 4.1)** The site includes English and Spanish materials and includes features such as an online feedback form, a location for media information, and technical documents and reports. The website will continue to be updated on a regular basis with the intent of providing real-time project information for the community as new information becomes available.

In May 2019, a redesigned project website was released to the public. The revised project website includes project-related information for both I-526 LCC WEST and I-526 LCC EAST, a separate and distinct study. This new website utilizes Google translate, so that all web copy is available in a variety of languages, to include English and Spanish among others. This site is responsive in design, in consideration of the public accessing the site using mobile devices, especially those in traditionally underrepresented communities.

Figure 4.1 Project Website – Home Page (5/20/2019)



Website Performance Metrics and Highlights (From launch April 2019 through April 2020):

- Total Sessions: 19,179
- 43.69% of traffic was typing in the website URL directly, next highest traffic driver is referral traffic at 17.81% (typically social media or news outlets)

- Most users (56.26%) were desktop users
- Top pages by sessions: Homepage (11,529 pageviews), Stay Informed (7,211 pageviews), WEST Virtual Public Meeting (5,870 pageviews)

4.2 NEWSLETTERS AND EMAIL BLASTS

Newsletters are used to notify the community of upcoming project milestones, project updates, and opportunities for engagement for both the I-526 LCC WEST and EAST projects. Even though these are separate and distinct efforts, stakeholders and interested parties overlap significantly. The newsletter will be distributed to property owners, residents, and interested parties within the public outreach area via email and/or mail, as appropriate. In addition, they will be distributed using the project flyer boxes located in EJ communities and provided to faith-based organizations and local businesses to allow distribution to their members, customers, and/or employees. All newsletters will reside on the project website in both English and Spanish (<https://www.526lowcountrycorridor.com/project-resources/#Newsletters>) and be emailed to stakeholders and individuals that have signed up to be included in the project database.

The typical content of the newsletters will be focused on relevant, specific project updates at the time of publication, including recent studies under development, a report on public engagement activities, and upcoming project milestones. The text and captions will be communicated in an English or Spanish document that will be available in print and electronically (**Figure 4.2**).

In addition to formal newsletters, email blasts will be sent to the contacts in the project database to alert them or remind them of upcoming engagement opportunities, project milestones, or other project updates. These are often used to supplement communications in between formal newsletter deployments.

Figure 4.2 Example Newsletters



Newsletter - English Example



Newsletter - Spanish Example

4.2.1 Tentative Newsletter Schedule and Proposed Content

Newsletters will be generated during the life of the project, on an approximate quarterly basis, as follows (suggested content included in parentheses, subject to change). All newsletters will include content from both I-526 LCC WEST and EAST projects.

- *Volume I* – Summer 2016 (June): **DONE**
- *Volume II* – Fall 2016 (November): **DONE**
- *Volume III* – Spring 2017: **DONE**
- *Volume IV* – Spring 2018 (November): **DONE**
- *Volume V* – Winter 2018: **DONE**
- *Volume VI* – Spring 2019 (update on I-526 East, corridor improvements): **DONE** sent electronically only
- *Volume VII* – Summer 2019 (looking back at the project, announcement of I-526 LCC East PEL, ROW FAQ public meeting): **DONE** (sent electronically only)
- *Volume VIII* – Fall 2019 (range of alternatives, community mitigation ideas, upcoming I-526 LCC WEST PIM) – Sent the handout only (electronically) **DONE** (sent electronically only, distributed in hard copy in flyer boxes and in the community)
- *Volume IX* – Summer 2020 (results from I-526 LCC WEST public meeting, updates on I-526 EAST studies): *Postponed from Spring 2020 due to social distancing needs*
- *Volume X* – Fall 2020 (status report and notice of upcoming public hearing)
- *Volume XI* – Winter 2021 (overview of recommended preferred alternative for I-526 LCC WEST and information about public hearing for I-526 LCC WEST)

4.3 POSTCARDS, DOOR HANGERS, FLYERS, AND POSTERS

Postcards, door hangers, flyers and posters will be produced and used to notify surrounding neighborhoods and businesses of:

- upcoming public and community meetings,
- outreach events in focus-area neighborhoods,
- general project updates, and
- to answer frequently asked questions.

The time, date, location, and some detailed specifics about the upcoming meetings will be included (in Spanish as appropriate). These will be distributed between one to three weeks prior to the meetings or events.

While postcards may be used to notify a larger audience, flyers and door hangers are used primarily for door-to-door distribution or neighborhood canvassing. Posters are placed in local businesses along the corridor, along with flyers for distribution to customers.

Figure 4.3 Fall 2019 PIM Postcard



Door hangers and flyer distribution were used to announce Community Meetings/Drop-Ins (2016, 2019) in focus-area neighborhoods, where meeting participation was particularly important because of the proposed relative impacts of the project alternatives.

Postcard/Door Hanger Schedule and Proposed Content

- July 2016, *Postcard, Flyer, Door Hangers* – **DONE**
 - Announcing the North Charleston Community Meetings
- October 2016, *Postcard, Flyer, Doorhangers* – **DONE**
 - Announcing the West Ashley Community Meetings
- November 2017, *Postcard* – **DONE**
 - Announcing the North Charleston and West Ashley Community Meetings
- October/November 2019, *Postcard & Doorhangers* – **DONE**
 - Announcing the Public Information Meeting
 - Announcing the North Charleston (4) and West Ashley (1) Community Drop-Ins (Doorhangers were distributed in the identified EJ communities in addition to postcards containing all Community Drop-Ins. Two hangers were put at each residence; one in English and one in Spanish. For the PIM, postcards were sent to all addresses within the study area.)

Figure 4.4 Fall 2019 Community Drop-Ins Jumbo Postcards

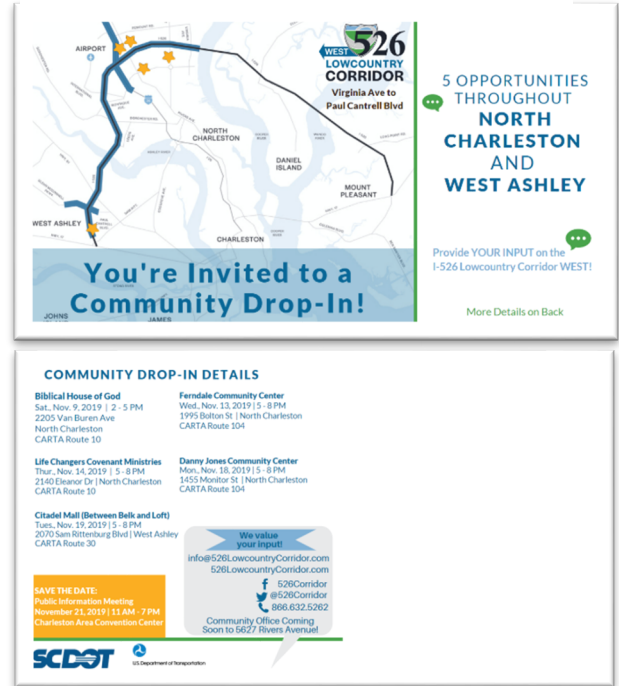


Figure 4.5 Fall 2019 Community Drop-In Door Hangers



Figure 4.6 Flyer Box at Transit Stop

- Summer/Fall 2020, *Postcards & Door Hanger – Tentative*
 - Announcing the North Charleston Community Drop-Ins/Meetings (West Ashley efforts will primarily rely on the organized neighborhoods in soliciting input based on the lessons learned from the Fall 2019 outreach efforts)
- October/November 2020, *Postcard – Tentative Date*
 - Announcing the Public Hearing

4.3.1 Flyer Boxes

May 2020 Update

The I-526 Lowcountry Corridor WEST flyer box program began in mid-2019. The intent of this program is to keep citizens in and around the affected areas up to date on project information, without relying on the use of technology, making it more accessible for those with limited computer/internet resources. High-traffic indoor and outdoor locations were identified throughout the EJ communities, with additional locations outside of the EJ communities (such as senior centers, transit hubs, meals on wheels routes, etc.) incorporated to expand reach to those traditionally underrepresented audiences.



The content for the flyer boxes is developed based on upcoming project events. For a full review of locations and content see the EJ Outreach Strategy in **APPENDIX E**.



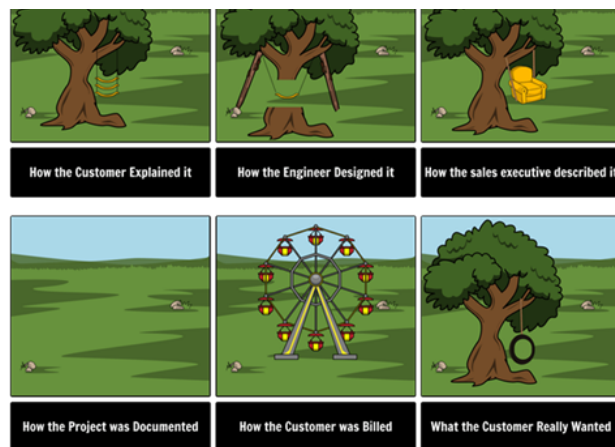
The flyer box program was suspended in response to social distancing needs to avoid overhandling of public surfaces. The program will be re-instated when it is deemed safe.

4.3.2 Storyboard Posters

May 2020 Update

Storyboard posters are a versatile, visual tool that may be placed throughout the EJ impacted communities and businesses to publicize where to go for information, how to voice opinions, and ways to stay connected. Posters may be used as vision boards for these communities. They could also be used to demonstrate the construction process and potential impacts by providing a visual within the impacted communities. In this case, posters would show before and after pictures of proposed improvements. The goal of Storyboard posters would be to increase public awareness and community feedback.

Figure 4.7 Storyboard Example



4.4 PROJECT SHIRTS

Team members should be easily identifiable; therefore, project shirts will be provided to team members and worn when participating in outreach activities. The shirt has the project logo embroidered on the right side. These shirts are worn when canvassing and participating in project meetings and events.

4.5 BILLBOARDS

The use of billboards in the public involvement process increases exposure to the overall project messaging. By reaching drivers along the project corridor, SCDOT can introduce the project to users of the facility, promote informational outlets such as the website and social media, drive participation at public meetings, and inform citizens of the project's progress (**Figure 4.8**).

Figure 4.8 Project Shirt



Two digital billboards located close to the I-526/I-26 and I-526/Leeds Avenue interchanges were used for the first two advertisements in 2016 (**Figure 4.9**). The first round of billboards introduced the project, its logo, and its social media presence. The second round announced the availability of the Virtual Public Information Meeting. Similarly located billboards will be procured and designed to facilitate dissemination of project information for public information meetings and Public Hearings, generally with an approximate two-week run-time.

January 2020 Update

During the Fall 2019 public involvement efforts, a static billboard at I-26 and Remount Road was secured for project awareness purposes (**Figure 4.10**). This location was chosen because of the strong overlap in commute patterns between I-26 and I-526 its unique ability to attract views due to consistently slowed or stopped traffic nearby. Estimated impressions were over 500,000 per week. This billboard ran from October 27-December 21, 2019 (although at time of update, January 10, this billboard had yet to be removed; the billboard had been removed by the May 2020 update).

Figure 4.9 Example of a Project Billboard



Figure 4.10 October 2016 Billboards



Figure 4.11 November 2019 Billboard



4.5.1 Schedule

- September 2016 – announcing the project **DONE**
- October 2016 – announcing the Virtual public information meeting **DONE**
- November 2019 – announcing Public Information Meetings with proposed reasonable alternatives **DONE**
- Fall/Winter 2020 – announcing Public Hearings

4.6 BUS WRAPS AND ON-BOARD ADVERTISING

Bus wraps and on-board advertising will be used to reach the project target audience in announcing project milestones, such as Public Information Meetings and Public Hearings. These techniques will be used to supplement traditional outreach tactics.

The use of CARTA’s “wrapped buses” to serve as “mobile billboards” will be implemented prior to the Public Information Meeting and Public Hearings, providing greater exposure to a broader range of people than the fixed billboards alone would reach. It is suggested that the bus wrap advertising be used on CARTA routes serving the major roadways in the I-526 LCC WEST study area. As of February 2019, the active fixed route bus services in the study area include:

- Route 10 (Rivers Avenue)
- Route 11 (Dorchester Road/Airport)
- Route 12 (Upper Dorchester/Ashley Phosphate)
- Route 13 (Remount Road)
- Route 104 (Leeds Avenue)
- Route XP3 (Dorchester Road/Summerville)
- Route XP4 (Airport Express)
- Route 33 (St. Andrews/Ashley River Road)
- Route 301 (Glenn McConnell Connector)

In addition to using bus wraps to notify the public about upcoming public meetings or major project milestones, on-board advertisements may be used to notify passengers on the public buses about upcoming events such as community-specific meetings or to build general awareness within the focus-area neighborhoods. This may be print material or short video notification, using on-board entertainment systems. This strategy is also recommended for routes serving major roadways in the project study area.

January 2020 Update

A bus wrap was deployed in October 2019 for project awareness ahead of the November public involvement efforts. The goal was to reach high-priority geographies about overall project awareness and drive people to the project website for more information. Two buses with the following primary routes were wrapped:

- Route 32: West Ashley from Bees Ferry Walmart to Bon Secours to Citadel Mall, down Sam Rittenberg Boulevard to the North Charleston SuperStop on Cosgrove Avenue;
- Route 10: Downtown Charleston Visitor’s Center through North Charleston along Rivers Avenue to Trident Medical Center.


The bus wraps were scheduled with CARTA through December 21, 2019 (Figure 4.11). However, it is their policy that they do not remove the wrap until another advertiser is in place. The bus wrap is active as of January 2020.

May 2020 Update:

The bus wrap is still up and active as of June 2020.

Figure 4.12 Fall 2019 Bus Wrap



 <p>1842 Belgrade Ave Charleston, SC 29407 843-371-1501 BISONBRANDING.COM</p> <p>fleet graphic decaling</p>	# OF PANELS	# OF PERF	SPECIAL INSTRUCTIONS	BUS NUMBER	
			XXXXX	INSTALL	DATE:
	3400-3435			LOCATION	
	35FT FULL WRAP			MATERIAL	3M U36-20 / BRITELINE SHIELD OLUV-GLS4 BRITELINE 50/50 WINDOW PERFORATION / BRITELINE SHIELD OPTICALLY CLEAR

4.7 PROJECT DATABASE

A set of project databases have been developed and maintained to track different forms of participant interaction. Outreach efforts that obtain contact information such as addresses, phone and fax numbers, and email addresses will be used for notification and project update purposes. Phone numbers will be included for participants who do not have access to other electronic methods of communication. The project database will contain meeting information such as dates, locations, and attendees. Project comment forms, and meeting sign-in sheets will also be captured and recorded in a comments tracking database. Participants in the process will be given a choice of how they would like to receive updates regarding the I-526 LCC WEST project (i.e. mail or email).

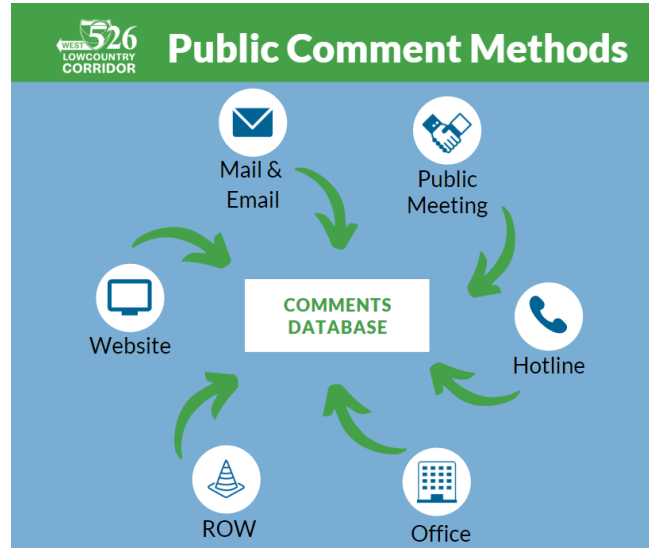
With the implementation of the redesigned website, which has information about both I-526 LCC WEST and EAST, all comments received from the public through the website and at public meetings will be maintained in two separate databases for each individual project (with comments going to the project with open comment periods). However, the list of contacts would have a number of overlaps and therefore would be used for both projects.

May 2020 Update

A series of databases are being maintained to track contact, comment, and event-related materials. A comment tracking database was created for the Fall 2019 public outreach efforts. This database includes

all comments received and responses provided. A detailed analysis is included which breaks down how the comments were received and the general area of concern. Further, this data was plotted geographically to see the geographical dispersion of meeting attendees, comments, and comments of common concerns.

Figure 4.13 Fall 2020 Public Comment Tracking Methods



The Community Liaisons have developed an additional list of contacts that will be added to the overall project contact database as part of the EJ Outreach Strategy. This list will be segregated as “Community Influencers” and includes civic leaders in the trident region who have agreed to share information with others in their respective databases. Communication with this group of civic leaders will be documented in addition to the total number of influencers and the total number of potential people that could be reached based on that influencer’s number of people in their respective databases. This list, as with the other contact lists, will be updated throughout the project.

4.8 INTERVIEWS

The project team will talk to knowledgeable persons or community leaders to gain an understanding of potential community issues and impacts. These individuals may include Chamber of Commerce representatives, religious leaders, local elected officials, local planning directors, leaders of social service agencies or non-profit organizations, leaders of area interest groups, school principals, school board members, community or neighborhood association representatives, or others identified as holding special knowledge or interest in the community. The project team will talk to people over the phone or in-person to get a perspective on active organizations in the area, issues of local or regional importance, and other people to interview. In addition, these individuals can help in determining the best times and locations for community meetings. The goal of this outreach method is to reach populations and groups who previously have not participated in traditional public meetings and educate them on how to stay engaged through the various online and in person channels.

4.9 TRADITIONAL MEDIA

4.9.1 Local Newspapers

Advertisements about upcoming meetings will be placed in local newspapers (traditional as well as niche and minority publications) and other relevant local publications to keep the community informed about status updates, milestones, and next steps, especially at the time of public engagement opportunities like Public Information Meetings, Community Drop-Ins, and the Public Hearing. The public involvement team has developed a list of newspapers that is diverse and relevant for the outreach area, including Spanish-language and minority newspapers.

- The local newspapers identified include the *Post and Courier*, *Moultrie News*, *Daniel Island News*, *the Chronicle*, *the Berkeley Independent*, and *El Informador*.

Schedule

- October 2016 – introducing the project
 - *The Post and Courier*, “An I-526 Project all Can Support” ([link no longer valid](#))
- October/November 2019 – announcing Public Information Meetings with proposed alternatives
 - On November 7, 2019, two events were held for media at the community office. Media outlets were invited to learn about the project, talk to the project manager, and ask questions. *Post & Courier*, *CRBJ*, *WCIV*, *WCSC*, *FOX 24*, *El Informador*, and *WBCD* sent reporters to cover the project. A full list of media coverage has been catalogued.
- Fall/Winter 2020 – announcing Public Hearings

4.9.2 Op-ed Articles

In addition to advertising upcoming meetings and press releases, op-ed articles will be developed in coordination with SCDOT, as appropriate. There will also be media relations coordination done throughout the project.

May 2020 Update

Op-ed articles may also be written by the Community Advisory Council (CAC) and published in the *Post and Courier*. The purpose of this effort is to educate the public on what is going on with the project from the CAC’s perspective. More on this can be found in the EJ Outreach Strategy.

Schedule

- Fall/Winter 2020 – around the release of the full EJ Mitigation Strategy

4.9.3 Local Television and Radio Stations

Opportunities will be sought for interviews on free and cable channels and radio stations. It is estimated that up to two public service announcements will be prepared. This will include public service announcements for Spanish language and other minority stations.

Personnel designated by SCDOT will be available for interviews to discuss issues, updates, and/or concerns regarding the project.

May 2020 Update

It is recommended that a representative from the CAC also participate in these interviews with local television and radio stations to help connect project announcements and mitigation.

4.9.4 Minority Media Relationships

The project team will strive to build mutually beneficial relationships with local media outlets. In addition to purchasing advertisements, the project team will seek to build relationships especially with minority media outlets to bolster the EJ outreach strategy. A full list of minority media contact can be found in the project database.

May 2020 Update

As part of this relationship, the project team will host a special meeting with minority media (African American and Hispanic) contacts at the Community Office. During this effort, the project team will encourage them to plan special segments on their shows or newspapers to reach the potentially impacted individuals, families and business owners. The release of these stories and announcements will be coordinated at key milestones in the project development process and coordinated with SCDOT. While media announcements will go to all media outlets using the standardized process, the project team will leverage existing relationships of the community liaisons to provide any needed special outreach opportunities when there are updates that should be highlighted by these outlets specifically. All media coordination will be internally managed throughout the project team to avoid duplication of efforts.

Table 4.1 Minority Radio Stations

Company	Stations	Point of Contact	Email
Cumulus Media	WMGL (107.3), WWWZ (Z93)	Cynthia Alston Bell	Cynthia.Alston@cumulus.com
Charleston Radio Group	Heaven 100.1	Lori (LJ) Johnson	MomentswithLJ@gmail.com; LJohnson@charlestonradiogroup.com
Blog Talk Radio & WJNI Gospel Radio	106.3 FM/950 AM	David Mack, III	TheMack3@yahoo.com

4.10 SOCIAL MEDIA

The use of social media has been very cost-effective in communicating project information across a spectrum of the public. The project team will continue to leverage social media as a tool to disseminate information and engage communities within the project area, as well as daily commuters that live and work outside the project area, in sharing input, feedback and more over the course of the project. SCDOT is administering project-specific Facebook and Twitter accounts, with the project team regularly providing content as the project develops.

Throughout the project, information will be disseminated on various social media outlets, including Facebook (Facebook.com/526Corridor) and Twitter (@526Corridor). These social media handles will provide a stream of regular project updates, including photos of the project team and current activities, to promote upcoming events and engagement opportunities. Communication through social media is intended to be interactive and allows users to provide immediate input on the project. This feedback will be provided to the project team and included in the project database. The project team will provide SCDOT with a bank of responses to commonly asked questions to enable timely engagement.

The project team has provided SCDOT with a monthly content calendar. This includes educational campaigns about the project process, transportation, and other topics, in addition to timely project updates. SCDOT and the project team will continue to generate an engaging, regular stream of content. Additionally, the project team will recommend and execute sponsored posts and ads to reach the project's target audience. These techniques will be used to supplement traditional outreach tactics.

May 2020 Update

Through organic and paid content, the project team has been able to communicate more regularly with our constituent base and the overall social effort has driven the following results (July 1, 2016 – April 30, 2020):

Organic content (Facebook and Twitter)

- Impressions (number of times your content was served to users) = 1,675,326
- Engagements (likes, shares, comments, re-tweets, mentions) = 37,858
- Link Clicks (number of clicks on links within your content) = 9,489

Paid content (Facebook)

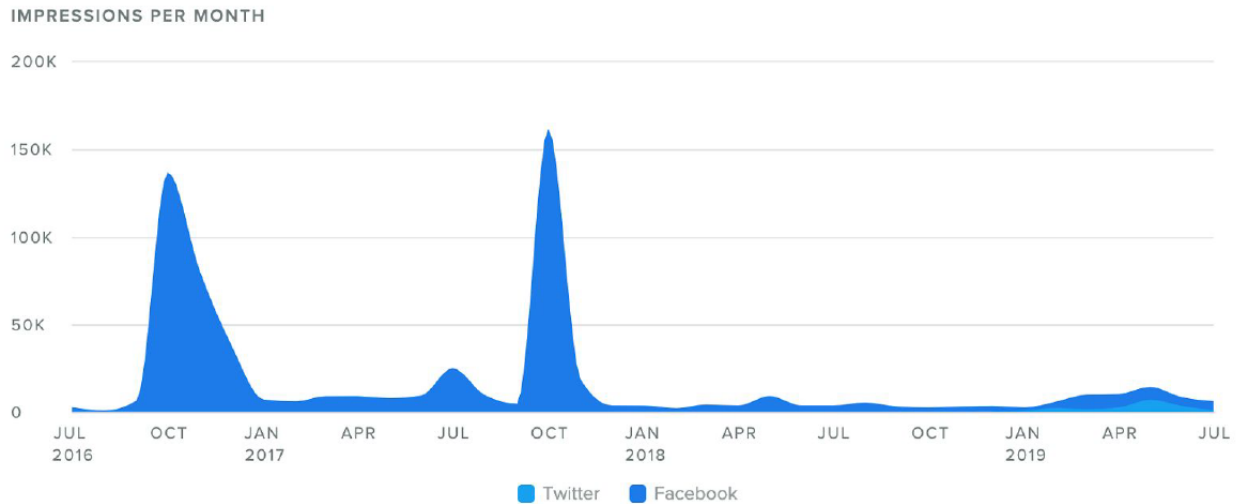
- Reach (number of people who saw ads at least once) = 351,126
- Impressions (number of times ads were on screen) = 1,079,074
- Link Clicks (number of clicks on links within the ad that led to destinations or experiences, on or off Facebook) = 3,900

Other social media strategies and considerations:

- The project team and SCDOT will monitor the effectiveness of the various social media efforts to focus on those that are most successful. More successful activities, resulting in online and in-person engagement, will be repeated for future events. Those activities not producing such results may be discontinued.
- Facebook “events” will be used to create awareness and interest in upcoming formal meetings. The project team will request that the local municipalities, agencies, and stakeholders share the events to their respective pages. Additionally, the project team will tag the respective municipalities and stakeholders in key posts to ensure a larger audience is reached.
- The project team will continue to recommend a list of agencies, organizations, and people for the project's social media accounts to follow, which will expand the social media outreach.
- Consideration of paid advertisements through Facebook will be made, seeking to increase traffic to the project website, online public meeting information, and in person attendance at the public meetings. During public events, the project team may post Facebook Live streams, letting people know that community-based events are happening in real time or post photos inside the Facebook event or feed.
 - A paid social campaign was used to advertise a community survey around October 2016 and again for the first virtual public meeting in October 2017. The spikes in impressions in October of 2016 and 2017 are associated with paid social impressions. An impression is defined as views of a particular social post.

- A paid campaign was developed to generate awareness and engagement ahead of the Fall 2019 public information meeting and online meeting. Ads were created to reach the broadest audience of residents and commuters that could be impacted by the WEST project and were deployed September 2019 and ran through the end of January 2020.

Figure 4.14 I-526 LCC Facebook and Twitter Combined Monthly Impressions



4.11 TEXT ALERTS

SCDOT initially developed a database of text subscribers and planned to use texting as a tool to share important communication for time-sensitive updates to engage stakeholders, residents, and commuters. This tool was implemented during the first virtual public meeting with limited results. Because of a lack of effectiveness (number of subscribers, shown interest, cost-effectiveness), this tool was eliminated before the Fall 2019 public information meeting.

May 2020 Update



During the summer of 2020, the project team will explore the possibility of two types of texting: peer-to-peer and broadcast. The peer-to-peer texting would utilize cell phone numbers from the EJ areas. An additional, tangential effort would be to advertise the ability to text the existing project hotline instead of calling the office for additional information. This capability would be a new method for communicating with the project team directly and has not previously been tried. The peer-to-peer effort would, at a minimum, focus on alerting the potentially impacted EJ communities of upcoming ways to be engaged such as community events. It would also be used to invite these neighborhoods to provide feedback on the draft Community Mitigation Strategy. Understanding the current climate with the COVID-19 public health concerns, and the current phase of the project, the team will explore the opportunity of re-introducing this type of texting but implement it with a different strategy for subscriptions.

4.12 DIGITAL ADVERTISEMENTS

January 2020 Update

To reach the Charleston-area population about overall project awareness, digital display ads will be used. The following digital display advertisements (**Figure 4.14**) were used during the Fall 2019 public involvement efforts. There were nearly 1.6 million impressions on these advertisements. An impression is the general metric associated with evaluating the reach of a digital ad. It is defined as the total number of times a digital advertisement was displayed on someone's screen. The ads were targeted geographically to the Charleston Metro Area and were contextually targeted based on relevant content such as news, travel, entertainment. These advertisements ran from November 1 through December 31, 2019. (Note, many of these had movement that is not visible in a text document).

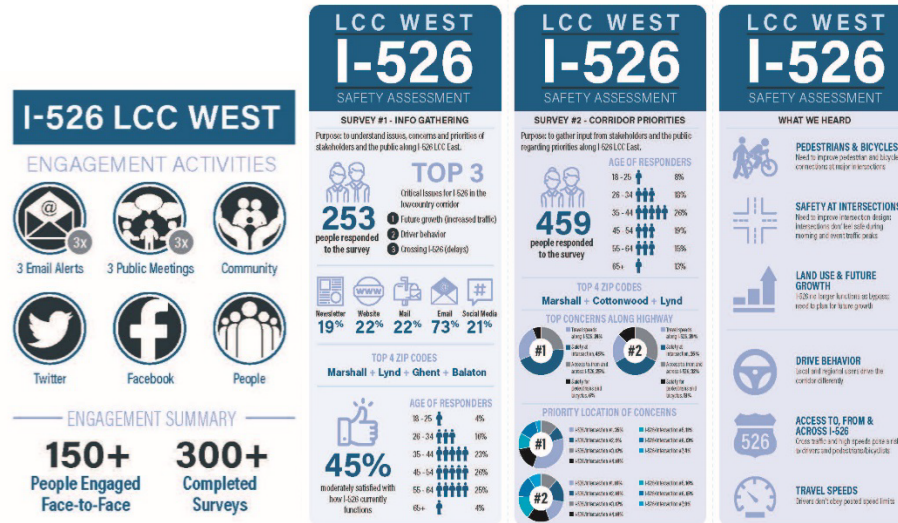
Figure 4.15 Fall 2019 Digital Display Ads



4.13 INFOGRAPHIC DEVELOPMENT

Throughout the project, relevant facts and statistics will be transferred to infographic displays to be used across outreach channels. Results of survey questions and information gathering can also be easily translated into graphics. **Figure 4.15** shows a few examples of graphic representation of project messages. All infographics will include the source and date of the data illustrated.

Figure 4.16 Example Infographics



4.14 VISUALIZATIONS AND VIDEOS

Up to four educational and informative videos will be produced specifically for this project. One will be a short video, produced for the Public Hearing, illustrating features such as design elements, traffic movements, and benefits to the traveling public, including a fly-through animation of the preferred alternative. The others will be educational videos about key project elements, to be determined through the project development. Topics may include noise impacts, traffic management, freight mobility, etc. Up to 20 renderings will also be prepared providing a point-of-view perspective of the project to be used at community, stakeholder, and public information meetings.

Additionally, the project team will utilize videos from SCDOT's educational libraries of videos to assist with educating the public on related topics. For instance, the "Highway Traffic Noise" or the "Project Development Process" videos.

Activities to Date (As of May 2020):

- The first educational video produced was on the NEPA Environmental Study process. This has been used on the project website and across SCDOT's websites.
- The second educational video produced was on the right-of-way acquisition process. This video was finalized with closed captioning. This video has been added to the project website and used at the Public Information Meeting and Community Meetings in Fall 2019.
- A series of videos were created as part of the Virtual Public Information Meeting in November 2019. More information in **Section 5.3.7** on Virtual Public Information Meetings.
- Short videos featuring the project team were developed to answer the commonly asked questions or concerns cited during the Fall 2019 public comment period. These have been used for social media but will also be compiled as a library of answers at the Community Office.

4.15 ONLINE MAPPING TOOLS AND ONLINE STORY MAPS

Online engagement tools are fast becoming the quickest, easiest, and most cost-effective way to reach a large number of people and maximize inclusiveness. Interactive mapping allows people to identify routes, resources, and places of interest; leave comments; agree/disagree; and upload photos. Story maps are a means of visual storytelling. Story maps provide an interactive visual experience for non-technical audiences. Various uses of mapping tools will be explored, and if deemed usable, may be implemented by the project team.

Activities to Date (As of May 2020):

To date, a story map delving into the NEPA process has been developed for the project as well as an Existing Plus Committed projects map for the Charleston region. These tools will be integrated into the project website, as well.



Please note that social distance needs are being closely monitored by State Government officials. No in-person activities or events will be scheduled until limitations on public gatherings have been rescinded. Thereafter, guidance from the Centers for Disease Control and Prevention and SCDHEC will be implemented to ensure the public's safety. In the interim, the project team is exploring ways to engage residents online, through telephone contact, and hard copy materials that are mailed to residents.

The project team will utilize a series of events that are designed to engage the community – sharing project-related information, answering questions, and understanding community concerns and needs.

5.1 SPEAKERS BUREAU (SPEAKING ENGAGEMENTS)

A list of business and special interest groups, from West Ashley to North Charleston, interested in hearing project updates has been identified to participate in a Speakers Bureau. This list will be updated throughout the project. The goal of this outreach method is to reach populations and groups who previously have not participated in traditional public meetings and educate them on how to stay engaged through the various online and in-person channels. The

project team will coordinate with these groups to create a speaking calendar. The speaker(s) would be the SCDOT Project Manager or her designee.

The organizations identified for the Speakers Bureau include local groups that wield influence in the various communities in the project area, as well as those that live and work outside of the project area, but who use I-526 as part of their everyday lives. Examples of these include:

- West Ashley United
- West Ashley and James Island Business Association
- Charleston Metro Chamber of Commerce
- West Ashley Rotary Club
- African American Chamber of Commerce
- Offline with Facebook groups (Mount Pleasant United, Charlestonians for I-526, etc.)
- Charleston Commercial Real Estate Practitioners
- Daniel Island Business Association
- North Charleston Rotary Club

May 2020 Update

Specifically, to reach the potentially impacted communities, the following organizations are the types of entities where the project team will seek out speaking opportunities:

- Interdenominational Ministerial Alliance
- Charleston Area Justice Ministry
- NAACP
- National Action Network

- Enoch Chapel United Methodist Church
- African American Chamber of Commerce
- Civic meetings located in the I-526 LCC WEST target areas

Additional opportunities may be identified as the outreach progresses. One opportunity may be to host or to speak at the identified EJ neighborhood meetings on a quarterly basis. The goal of these efforts would be to build trust within the community to generate more interest in coming to the Community Office. The local elected officials would be encouraged to engage residents to participate in these events.

Table 5.1 Past Speakers Bureau Opportunities

Date	Organization	Venue	Approximate Attendance
8/10/2017	Charleston Chamber of Commerce North	Crowne Plaza Airport	40
9/26/2017	Charleston Chamber of Commerce Central	Doubletree by Hilton	40
10/4/2017	Mt Pleasant Rotary Club	Harbor Breeze Restaurant	40
10/23/2017	American Subcontractors Association Meeting	Town & Country Inn - West Ashley	100
1/18/2018	Charleston Chapter Society of Military Engineers	Ashley Venue - West Ashley	50
2/7/2018	Summerville Rotary Club	Sticky Fingers - Summerville	75
5/16/2018	Highland Terrace, Liberty Hall and Russelldale Communities (Councilwoman Dorothy William's Community Meeting)	City of North Charleston - City Hall	99
8/7/2018	Pile Driver Contractors Association of SC	Town & Country Inn - West Ashley	75
10/12/2018	American Society of Civil Engineers - Citadel	Citadel Campus	40
10/26/2018	International Right of Way Association	Charleston Harbor Resort & Marina	100
3/18/2019	Park Circle Community Meeting (Councilman Bob King)	Felix C Davis Community Center	60
4/16/2019	North Charleston Area Top Real Estate Producers	Oscar's Restaurant	50
7/25/2019	Joint Base Charleston Partnership Council	Joint Base Weapons Station	TBD
7/29/2019	North Charleston Rotary Club	Hilton Garden Inn Airport	TBD
8/27/2019	Berkeley County Continuing Education Course	Berkeley County Building	TBD
9/19/2019	Charleston Motor Carriers Association	Doubletree by Hilton	TBD
1/10/2020	Ashley Harbor Neighborhood	West Ashley Middle School	79
1/27/2020	Providence Commons HOA	West Ashley High School Band Room	40
2/3/2020	Ferndale Community Meeting	Ferndale Community Center	14

5.2 SMALL BUSINESS OUTREACH

There will be two rounds of small business outreach. This will be a door-to-door initiative to boost the awareness of the project and inform businesses of how they can participate in the process. This initiative will accomplish the following:

- Provide project information through the distribution of project literature, including updates on project development and other information in the most recently produced project newsletters.
- Determine the knowledge of and interest in the project.
- Solicit participation in the Small Business Stakeholder Group.
- Evaluate the best time of day and ideal location to schedule meetings.

The first round of outreach occurred with the beginning of the project. The project team was able to get contact information during this outreach blitz in order to populate the small business stakeholder group (initially a separate group) and to get contact information for project updates. The second round of outreach would occur ahead of the public hearing to distribute critical project information and encourage attendance at the public hearing and provide feedback.

May 2020 Update



Based on the results of the initial business outreach efforts and the current restrictions regarding social distancing, the second business outreach effort will move from an in-person opportunity to a targeted postcard approach. Businesses located within the study area will receive a business specific postcard alerting them of the upcoming Winter 2020 public hearing and ways they can engage.

5.3 MEETINGS

Public involvement techniques used on the I-526 LCC WEST project will initially include four phases of meetings – stakeholder meetings, non-profit meetings, elected officials meetings, community meetings, and public information meetings. The purpose of these meetings will be to capture the communities' past and present concerns, issues, and needs as they relate to the I-526 LCC WEST project. Regardless of the platform, messaging for all meetings will be consistent.

A series of community meetings were held early in the process, prior to the development of design alternatives to ensure that the potentially impacted communities were provided “meaningful opportunities to participate” in the decision-making process. An additional series of community meetings (“Community Drop-Ins) were held during the Fall of 2019 public outreach efforts, predominantly in the identified EJ neighborhoods.

May 2020 Update

Since the initial writing of the plan, additional types of meetings have been held, primarily with a focus on the potentially impacted EJ communities in North Charleston. Substantial efforts were made to host Pop-Up Meetings within these communities leading up to the Fall 2019 Public Information Meeting. More information on these can be found in **Section 6.0 Outreach for Traditionally Underrepresented Populations**.

5.3.1 Stakeholder Engagement Meetings

The stakeholders' role is to provide information and concerns to the project team and to share project information with their constituencies.

Organizations and individuals with an interest in this project have been identified and invited to participate in a stakeholder group. If new stakeholders are identified, they will be added to the list in **APPENDIX B**.

The stakeholder group is comprised of representatives from local public agencies (county staffs, municipal staffs, planning organizations, first responders, etc.), non-profits, major employers (Boeing, Joint Base Charleston, etc.), locally-owned/operated small business owners, owners of substantial numbers of residential rental units in the project area, and some neighborhood representatives. Invitations were sent to each of the proposed members to participate.

The stakeholder group will meet two to three times per year over the life of the project and will be given project updates. Participants will be asked to share with the project team information and concerns of the organization they represent. Participants will also be given the opportunity to provide feedback on information they have received and will be invited to inform the project team about additional outreach opportunities the project team can take advantage of, including additional community meetings or interviews that should be held. Stakeholders will also be encouraged to share these updates, especially notifications of upcoming public meetings and hearings, within their spheres of influence to attract additional participation from their respective communities.

The SCDOT Project Manager will send these participants notifications and invitations to community meetings, public information meetings, and public hearings, in addition to the stakeholder meetings. The project team will prepare the notifications for SCDOT for review, approval, and distribution. The team will then send group notifications and invitations to community meetings, public information meetings, public hearing, and stakeholder meetings on behalf of SCDOT.

Initially, there were two stakeholder groups—general stakeholders and business stakeholders. Based on participation these groups were combined in 2018. If sufficient interest in participation is received during any Small Business Outreach efforts, a specific small business stakeholder group will be re-formed to receive feedback from the businesses in a forum specifically designed for them. This is especially critical at the reasonable alternatives phase, when input can markedly impact the project and right-of-way planning. For now, however, these groups have been combined since there was minimal participation in the initial small-business-only stakeholder group.

Stakeholder Meeting



Individual meetings with key stakeholders conducted in March 2018 for the I-526 LCC WEST project included:

- Charleston Area Transportation Study (CHATS) Board of Directors and staff/Berkley Charleston Dorchester Council of Governments/ Charleston Area Regional Transportation Authority (CARTA)
- Boeing
- Charleston Aviation Authority
- Freight community (private trucking and rail stakeholders)
- South Carolina Ports Authority
- Affordable or workforce housing-related organizations or agencies

Tentative Schedule for Stakeholder Meetings


- June 2016 – General Stakeholders Group: **DONE**
- November 2016 – Stakeholder Groups (General and Business): **DONE**
- May 2017 – Stakeholder Groups (General and Business): **DONE**
- May 2018 – Stakeholder Groups (General and Business combined): **DONE**
- April 2019 (General and Business combined) – Project updates, updated schedule, introduction of I-526 LCC EAST: **DONE**
- November 2019 (General and Business combined) – Public information meetings materials such as reasonable alternatives; status update of EAST **DONE**
- Summer 2020 (General and Business combined) – Project updates and major milestones; follow-on from public information meeting; information about the EAST project and upcoming EAST PIM
 *Due to social distancing considerations, this stakeholder meeting has been delayed from Spring to Summer (July) 2020*
- Fall 2020 (General and Business combined) – Project updates and major milestones such as the Recommended Preferred Alternative for the WEST
- Spring/Summer 2021 (General and Business combined) – Information regarding recommended preferred alternative and Public Hearing

Table 5.2 Number of Attendees at Stakeholder Meetings

Date of Meeting	Number of Attendees
June 2016	19
November 2016 General	26
November 2016 Business	4
May 2017	32
May 2018	33
April 2019	27
November 2019	19
Summer 2020	N/A
Fall 2020	N/A
Spring/Summer 2021	N/A

5.3.2 Non-Governmental Organization (NGO) Meetings & Collaborations

NGOs include entities such as Rotary Clubs, professional societies, environmental interest groups, and chambers of commerce. NGO outreach is another means to inform, educate, and involve the public. It also adds credibility to the project by demonstrating that SCDOT is interested in and wants to hear what people have to say. Outreach or engagement activities with planning organizations, NGOs, quasi-state agencies, and public authorities will be identified and requested prior to public involvement efforts.

Meetings and calls have been had to-date with the local housing authorities. Additional coordination will continue.

May 2020 Update:

Additional efforts are underway to build partnerships in the community, specifically as it relates to reaching the traditionally under-represented communities in North Charleston. These include partnerships with:

- North Charleston High School (Principal Henry Darby/Member of Charleston County Council)
- Charleston County School District's Office of Family and Community Engagement, Division of Strategy and Communications (Dennis Muhammed, J.D., CCSD Family and Community Engagement Officer)

5.3.3 State and Federal Agency Meetings

SCDOT and FHWA have determined that the appropriate level of environmental review under the NEPA for this project is an EIS. The project would receive a Record of Decision (ROD) from the lead federal agency, as well as decisions on any state and federal permit applications.

In accordance with Executive Order 13807: *Establishing Discipline and Accountability in the Environmental Review and Permitting Process for Infrastructure Projects* (August 15, 2017), the project will be processed as One Federal Decision (OFD). Through a *Memorandum of Understanding Implementing One Federal Decision Under Executive Order 13807* (MOU) executed in April 2018, federal agencies agreed to actively participate in environmental reviews and communicate with one another in a structured process that starts early in the project development so that agencies can “identify concerns, raise potential issues early in the review process, and identify solutions.”

Based upon the guidance and agreements, an Agency Coordination Plan was developed following the One Federal Decision (OFD) process and the coordination spelled out in the Working Agreement. It consists of a framework for coordination, scheduling, and decision-making for the I-526 LCC WEST project to meet the two-year timeframe for completing the environmental review and permitting process as stated in the OFD. The full Agency Coordination Plan will be a living document and appended to this plan. It will also be posted on the project website after the project is formally announced and the schedule is firmer.

5.3.4 Local, State and Federal Elected Officials Meetings

Local, state, and federal elected officials should be kept up to date regarding projects occurring in their district. Their participation in the information-sharing process is important to the success of the project. The SCDOT Project Manager will send all elected officials notifications and emails with periodic project updates and announcing all community meetings, public information meetings, public hearings, and

stakeholder meetings. Specific briefings will be held, and/or notices issued, prior to public meetings to highlight what is to be presented to their constituents. Elected officials will also be copied on any correspondence distributed to stakeholders. It is envisioned that this is an opportunity for elected officials to provide feedback on the project information they receive in the meeting and provide guidance to SCDOT and the project team on opportunities to engage their communities in a meaningful way through. Their feedback will result in an update to the community engagement program, as needed.

Coordination continues with local municipalities. Several meetings have been held with the City of North Charleston to keep them abreast of project progress. Another rounds of meeting with local officials was held in later Summer 2019 ahead of the Fall 2019 public information meeting.

May 2020 Update

In addition to the individualized meetings with local elected officials, an elected officials’ day was planned. During the morning of November 7, 2019, the state legislative delegation was invited to participate in a drop-in event to have the first view of the draft reasonable alternatives and all the materials that would be available to the public at the upcoming public information meeting on November 19, 2019. During that same afternoon, local elected officials from the counties and municipalities were invited to do the same.

Moving forward with the project, elected officials at all levels will be invited and encouraged to actively participate in the community-level events. The goal is to leverage their local knowledge and influence to encourage greater participation, specifically from the environmental justice communities. Additionally, SCDOT will increase the frequency of the communications with elected officials to encourage them to “talk up” the Community Office and encourage engagement. One suggestion may be to provide a quarterly briefing document highlight office metrics along with any project updates and engagement opportunities on the horizon. This can be sent along with the project newsletter.

Additionally, a workshop on advocacy will be prepared for the Community Advisory Council, and potentially other citizens, so they can learn to have more productive meetings with their elected officials.

Table 5.3 Local, State and Federal Elected Officials Meetings

2018	
Mount Pleasant (Mayor, Administrator, Transportation Staff)	March
BCDCOG (Senior Staff)	March
Berkeley County (Supervisor & Senior Staff)	March
City of North Charleston (Council members & Senior Staff)	March
City of Charleston (Council members & Senior Staff)	April
Dorchester County (Senior Staff)	April
2019	
City of Charleston	
City of North Charleston	
City of Charleston (Mayor)	December?
Legislative Delegation Drop In; Local Elected Officials Drop In	November
2020	

5.3.5 Community Pop-ups

SCDOT will participate in community meetings and may include events planned by other community organizations. The purpose of these meetings will be to obtain residents' input on issues concerning the project – problems, improvements, and needs – in digital form to be collected and analyzed throughout the project. These meetings may include homeowner association meetings, farmers markets, or small meetings requested by a community or organization. Additional events may include the Summerville Flowertown Festival, the North Charleston Latin American Festival, and Rockin' the Riverfront in North Charleston. Other potential locations may include places of employment, sporting events, parks, Department of Motor Vehicles, grocery stores, or other popular community destinations identified by the public or project stakeholders.

The goal of these meetings is to provide project-related information to members of the public without requiring the general public to attend a formal public meeting. There are many barriers to attending traditional public meetings which are generally held in the evenings and only on one or two dates. These community pop-up meetings are designed to bring the meeting to the public, eliminating the need to obtain transportation, child-care, or take time off from work or away from family responsibilities to obtain this important information.

Table 5.4 General Public Community Pop-Ups

2017	
West Ashley United Day	March
West Ashley Farmers Market	August
North Charleston Farmers Market	October
Latin American Festival	October
2018	
Booth at I-26 Corridor Management Plan Public Meeting	August

May 2020 Update

Prior to the 2019 efforts, all community pop-up meetings were designed to bring project awareness to the full public. However, as the project progressed and the potential impacts were better known, the Community Pop-Ups became a concerted EJ Outreach focus. For that reason, the events from 2019 moving forward can be found in **Section 6.0** Outreach for Traditionally Underrepresented Populations.

As part of the Fall 2019 public information efforts, a series of five community-level meetings were held called "Community Drop-Ins." The goal of these meetings was to provide a more intimate setting for those potentially impacted by the project to learn more about those potential impacts, the tools and resources available to them (especially regarding the right-of-way process) and the project schedule. Based on previous outreach efforts, the project team understood that there had been a lot of misinformation circulated by other parties. Therefore, it was important to provide a high-touch opportunity to address those concerns and points of discrepancy. More information on this can be found in **Section 6.0** Outreach for Traditionally Underrepresented Populations.

5.3.6 Public Information Meetings

A Public Information Meeting will be held to bring the community together to discuss issues and concerns regarding the project and the proposed alternatives. The information and meeting format will be guided

by the input received through the various outreach efforts conducted on a smaller scale, including the elected officials' meetings, stakeholder meetings, and the community pop-up meetings.

January 2020 Update

The Public Information Meeting was held centrally to the region, in North Charleston, and was scheduled throughout a business day and into the evening (11:00am – 7:00pm), making the meeting accessible for those with schedule constraints. This meeting was designed to present the range of alternatives and the proposed reasonable alternatives. Additionally, the meeting was designed to solicit input while simultaneously demonstrating that the project team has listened to and understood their issues and concerns expressed at the community meetings and other events.

- Notifications for the public information meetings were consistent with the methods outlined in the Public Outreach Tools section of this plan.
- Display boards, sign-in sheets, comment forms, and handouts were developed in English and Spanish. They were also publicized through venues mentioned under the Public Outreach Tools.
- The public involvement team is tasked with collecting, organizing, and disseminating all the comments made by the participants to the entire project team.
- Training for all meeting attendees was held in advance of the meetings in Columbia and Charleston.
- One of the informational stations at the PIM was dedicated to the project's Noise Analysis. This station provided an overview of the noise evaluation process and solicited input from the residents. Handouts and graphics specifically tailored to the noise evaluation were presented by noise experts.

5.3.7 Virtual Public Information Meetings

Three online, virtual meetings will supplement the in-person public meeting and hearing. All the information that would be, or is, available at an in-person meeting will be made available in a user-friendly online version. Additionally, the virtual meetings will have the ability for online users to provide feedback.

The first virtual meeting, held in October 2016, was used in lieu of a physical meeting. The goal of this meeting was to introduce the public to the project and provide the same information provided at the community meetings.

January 2020 Update

The second virtual public information meeting was made available at the time of the in-person public information meeting (November 2020 – January 31, 2020) to present the range of alternatives and reasonable alternatives. This virtual meeting helped supplement the in-person materials developed for presentation. All materials were added to the website and made available to the public during the comment period, and thereafter.

Tentative Schedule for Public Information Meetings and Virtual Public Meetings

- October 2016 – Virtual public information meeting to introduce the project **DONE**
- Fall 2019 (November 21, 2019) – In-person Public Information Meeting and virtual Public Information Meeting: range of alternatives, proposed reasonable alternatives shared **DONE**

- 223 people attended the in-person Public Information Meeting and 29 comments were received
- A memo documenting the Public Information and Community Drop-Ins for Fall 2019 as well as an advertising summary have been completed for the EIS appendix
- The Virtual Public Meeting ran from November 7, 2019 - January 31, 2020. Below are some statistics regarding the effectiveness of that effort:
 - Page Views: 5,982
 - Average Time on Site: 01:04
 - Geolocation of Visitors: 59.3% of site visitors were from Charleston, North Charleston, Goose Creek, and Summerville
- November 2020 – Public Hearing to present the Preferred Alternative; Virtual public information meeting to provide all information presented in-person at the Public Hearing in an online format for the population unable to attend in person

5.4 PUBLIC HEARING

It is anticipated that one Public Hearing will be conducted in North Charleston after the completion of the Draft Environmental Impact Statement (DEIS). The Public Hearing will provide interested participants the opportunity to ask questions of the project team during the informal portion of the hearing and provide oral comments for the record during the formal portion of the hearing. Written comments will be accepted throughout the public hearing comment period on the DEIS, which will be (at a minimum) for 45 calendar days from the date of the notice of availability for the DEIS.

- A court reporter will be provided at each meeting to transcribe all the comments in accordance with the SCDOT public involvement guidelines.
- Meeting notification for the Public Hearings will be consistent with the methods outlined in the Public Outreach Tools section of this plan.
- Display boards, sign-in sheets, comment forms, and handouts will be developed in English and Spanish. Translators will also be provided for Spanish and visual and hearing-impaired attendees. They will also be publicized through venues mentioned under the Public Outreach Tools.
- The public involvement team will collect, organize, and disseminate all the comments received during and after the Public Hearings to the entire project team.
- A short video will be developed for the Public Hearings illustrating features such as design elements, traffic movements, and benefits to the traveling public, including a fly-through animation of the preferred alternative.

One of the informational stations at the Public Hearing will be dedicated to the project's Noise Analysis. The station will convey the results of the noise analysis and noise experts will be available to answer any questions related to the final noise analysis report.

Virtual Public Hearing/Telephone Town Hall

An accompanying Virtual Public Hearing will also be hosted on the project's website. The virtual hearing will house the same materials as the in-person meeting, including any videos, boards, and handouts.

May 2020 Update

Along with a Virtual Public Hearing, a telephone town hall could be organized to take place around the same time as the Public Hearing so members of the public who are unable to attend in-person or online, or want to know more, can tune in. The format of a telephone town hall is similar to a radio show, where people listen to hear project team members discuss the project and answer questions.



Additional considerations for non-traditional methods of engagement will be given for the Fall 2020 public engagement efforts. Should the social distancing recommendations be lifted, there will likely still be populations who continue to feel uncomfortable in large gatherings. The project team will look for alternative means for reaching the public and also may recognize the fact that the Public Hearing may not be as well attended, and the strategy should potentially include more community-level meetings and focus more on virtual outreach strategies, while allowing for multiple forms of formal comment sessions.

Schedule

- Public Hearing (Late 2020)



6.0 OUTREACH FOR TRADITIONALLY UNDERREPRESENTED POPULATIONS

6.1 ENVIRONMENTAL JUSTICE (EJ) COMMUNITIES

As previously discussed in the **Demographics** section of this PIP, the project area includes concentrations of low-income and minority populations. This section of the PIP was developed to highlight the outreach efforts within the EJ Outreach Strategy. The EJ Outreach Strategy will promote and provide full and fair participation opportunities for potentially affected communities in the project decision-making process. It also maintains consistency with regulatory requirements¹ to:

- (1) avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
- (2) ensure the full and fair participation by all potentially affected communities in the transportation decision-making process and;
- (3) prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

6.1.1 EJ neighborhoods along the I-526/LCC WEST Corridor

Neighborhoods in the immediate vicinity of the I-526/I-26 interchange are comprised predominantly of low-income and minority residents. Communities most likely to experience adverse effects from the proposed project include the Russelldale, Liberty Park, Highland Terrace, and Ferndale neighborhoods. Just south of Montague Avenue, there are low-income populations along Seiberling Road, Ozark Road, East Ada Street, and West Ada Street which may also be affected by the project.

This EJ outreach strategy focuses on engagement activities that will help identify measures to avoid, minimize, and mitigate impacts to the Russelldale, Liberty Park, Highland Terrace, and Ferndale communities as well as areas along Seiberling Road, Ozark Road, East Ada Street, and West Ada Street.

6.1.2 EJ Outreach Strategy

The overarching goal of the EJ Outreach Strategy is to address direct, indirect, and cumulative (/recurring) impacts on EJ neighborhoods by establishing relationships, building trust, and gathering feedback that will inform decisions on mitigative measures and other aspects of project development. It is understood that the strategies and plans will be refined based on the project team's evaluation of community participation and feedback.

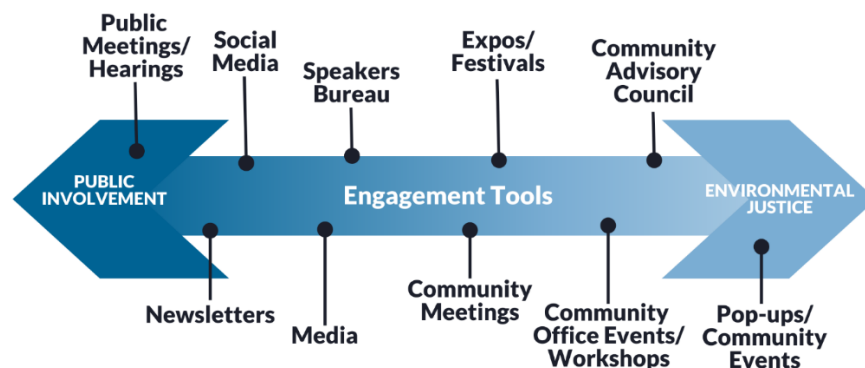
EJ outreach efforts include multiple focus areas to effectively engage the community, including:

¹ Executive Order (EO) 12898, Federal Actions to Address Environmental Justice to Minority and Low-Income Populations and the United States Department of Transportation (USDOT) Order 5610.2, Final Order to Address Environmental Justice in Minority Populations and Low-Income Populations

- Pop-Up meetings in the community at local stores, community centers, or special events
- Outreach to local churches, organizations, or community groups to assist in getting project information to the community
- Attendance and/or participation at neighborhood association meetings, church meetings, or other local organization meetings to give project updates, listen to community concerns, and answer questions
- Formation of an Advisory Council of community residents who would like to serve as community liaisons on the project and can commit to regular meetings to help advise the project team on the outreach activities and assist in formulation of a community mitigation plan for the community's consideration
- Organizing small group community meetings in the EJ neighborhoods prior to the general public's Public Information Meetings
- Establishing an SCDOT project office in the community where community members can come to request project information and/or talk with a community outreach liaison with their questions or concerns
- Other outreach activities and events as suggested by stakeholders, Community Advisory Council members, and community members
- Project team coordination with City of North Charleston's Hispanic Liaison to ensure meaningful engagement of the Hispanic population
- Consistent information and messaging for all meetings.

A detailed plan to engage low-income and minority community members can be found in the EJ Outreach Strategy (**APPENDIX E**).

Figure 6.1 Public Involvement and Environmental Justice Engagement Spectrum



6.2 LIMITED ENGLISH PROFICIENCY (LEP)

A high number of Spanish-speaking individuals were identified that live within the project area. As such, public-facing project materials will be translated into Spanish and distributed in a variety of ways such as online, in flyer boxes, at Hispanic businesses, and in many door-to-door flyers (see **Section 4.0 Public Outreach Tools**). The following Spanish-speaking publications and organizations may be utilized in the communication of project updates and related information. Additionally, relationships will be built with Latino and Hispanic organizations and churches within the vicinity of the project study area. The goal would be to build trust and eliminate fear among that population by partnering with those organizations and churches for which they already have comfort and trust. A formal Hispanic outreach plan will be explored in the EJ Outreach Strategy.

Publications

- *El Informador* – Charleston & Hilton Head Spanish Newspaper - <https://www.elinformador.us/>
- *Latino* – Covers South Carolina news in Spanish - <http://latino4u.net/>

Outreach Groups

- Latino Communications Community Development Corporation – <https://www.facebook.com/Latino-Communications-Community-Development-Corporation-LCCDC-241781649202612/> (Based in Columbia)
- Our Lady of Mercy Community Outreach Services – <https://www.olmoutreach.org/> (Based on Johns Island serving Hispanic residents of James Island, Johns Island, Wadmalaw, and Charleston)
- Pasos – <http://www.scpasos.org/> (Based at USC Columbia with branches around the state)
- Prospanica – <https://www.prospanica.org/group/SouthCarolina> (South Carolina)
- Rural Mission – <http://ruralmission.org/> (Based on Johns Island)

Radio Stations

- WZJY 1480 (Mount Pleasant) AM Norsan Communications and Management, Inc.



6.3 COMMUNITY OFFICE

May 2020 Update

Establishing connections within the community and with resources that can best serve the community's needs are not only critical components of an effective EJ Outreach Strategy, they also support the delivery of a comprehensive Community Mitigation Plan. To foster the growth of these relationships, SCDOT opened a Community Office in Gas Lite Square, a shopping complex just north of the Liberty Park neighborhood in the fall of 2019 ahead of the public meetings.

While any member of the public is welcomed and encouraged to visit the Community Office, the nearby EJ neighborhoods of Ferndale, Highland Terrace, and the surrounding potentially impacted areas are

the target audiences for these services. Additionally, the office is equipped with the project materials from the fall 2019 public engagement (boards, handouts, etc.), as well as additional project collateral developed for the public (including some from adjacent projects such as the Mark Clark Extension).

These residents are encouraged to visit the community office to ask questions about relocation; construction; renters, homeowners, and business rights; and potential impacts. Additionally, the Community Office is used regularly for community events, such as open houses and workshops, as well as meetings for the Community Advisory Council, media, agencies, and project team.

The public may visit the office during normal operating hours or by scheduling an appointment. Right-of-way specialists and other resources are available to answer project-related questions by appointment.



In response to requirements for social distancing, the Community Office was initially working on an appointment-only basis for in-person meetings. Now, the Community Office is working remotely, answering questions over the hotline and scheduling phone appointments. The project team is developing procedures for a safe reopen once direction has been given by the Governor to re-open state offices. For more information on the events and activities of the Community Office, view the EJ Outreach Strategy in **APPENDIX E**.

6.4 HOTLINE

A hotline, with both local and toll-free numbers, was established during the fall of 2019. It provides the status of the project and current engagement opportunities in both English and Spanish. The hotline is answered by Community Office staff during normal business hours and callers can leave voicemails if no one is available to answer. The Community Office staff return the call within 24 hours. Voicemails that are left are counted as comments during the official public comment periods.

As of May 12, 2020, the hotline has received a total of 340 incoming calls (November 2019 - May 2020). Of those, 54 people have left voicemails.

6.5 COMMUNITY POP-UPS AND MEETINGS

To supplement the public meetings and community drop-ins, a list of upcoming events has been developed, with emphasis on local, minority-focused events. The event(s) to be attended will be determined in consultation with SCDOT.

Figure 6.2 Elements of a Community Pop-Up Event



Table 6.1: Previous Community Pop-Ups

2017	
Charleston Black Expo (<i>The booth was manned by BCDCOG but there was a sign-up sheet for the project there</i>)	March 17
West Ashley United Day*	April 29
West Ashley Farmers Market*	August 23
North Charleston Farmers Market*	October 12
Latin American Festival*	October 15
2018	
Booth at I-26 Corridor Management Plan Public Meeting*	August
2019	
Caribbean Jerk Festival	July 20
Harvest Pointe Church Community Yard Sale	August 17
PPG Paint Store	September 15
North Charleston High School Football Game	September 20
Bethel Pentecostal Holiness	September 22
Biblical House of God	September 28
Russelldale Community Center	October 3
Roper St. Francis Clinic	October 12
Highland Terrace-Liberty Park Community Center	October 24
North Charleston Creative Arts Elementary School	October 29
Ferndale Community Center	October 31
North Charleston City Hall	November 7
2020	
MUSC Senior Expo	March 19
Charleston Black Expo	March XX

* Indicates an event with a larger public intended audience prior to the specific EJ-focused outreach efforts. A full report on the 2019 Fall Pop-Up events has been created for use in the EIS appendix and is available for review.

Table 6.2 Proposed Pop-Up Activities for 2020

Group/Event	Venue	Date
Charleston Black Expo	North Charleston	June 20, 2020
9th Annual Charleston Natural Hair Expo	Trident Technical College, North Charleston	June 27, 2020
North Charleston Farmers Market	Park Circle, North Charleston	May – October 2020 (likely start in June for non-food vendors)
7th Annual Charleston Caribbean Jerk Festival	Riverfront Park, North Charleston	July 18, 2020
3rd Annual Minority Business Tradeshow	Jerry Zucker Middle School of Science, North Charleston	July 18, 2020
Charleston Career Fair	Hilton Garden Inn Airport, North Charleston	July or September 2020
Latin American Festival	Wannamaker County Park, North Charleston	October 2020
In the Community Pop-Ups/Events		August – December

Community meetings will be held for specific combined neighboring communities and/or stakeholders, which also includes the traditionally underrepresented communities. Currently, there are 18 potential neighborhoods identified in the project area. There will be a total of two sets of six to eight community meetings held in North Charleston and two sets of two meetings in West Ashley – the first set prior to the public information meeting and the second to advertise the availability of the DEIS and public hearing. The meetings will be at scheduled times at a location convenient for the neighborhoods. The purpose of these meetings is to encourage discussions with participants that share similar interests and to share information as it relates to the project. The community meetings will be arranged to resemble focus group conversations with setup including roundtable discussions. A project survey will be conducted digitally, as well as orally at each discussion table. Discussion notes will be taken at each table and will be compiled and submitted to the project team. Community meetings are planned to be held prior to the project information meetings and the Public Hearings.

A set of eight community meetings were held in 2016 to introduce the project. Flyers and door hangers were distributed and posters displayed throughout the project study area (English and Spanish). Additionally, emails were sent to North Charleston City Council (Hart, King, Olds, Williams) and Charleston County Council (Darby, Pryor, Summey) to alert them of the event and ask their support in getting attendance at the event. Across the eight community meetings, there were 114 attendees total.

January 2020 Update

As part of the Fall 2019 public information efforts, a series of five community-level meetings were held. The goal of these meetings was to provide a more intimate setting for those potentially impacted by the project to learn more about those potential impacts, the tools and resources available to them (especially regarding the right-of-way process) and the project schedule. Based on previous outreach efforts, the project team understood that there had been a lot of misinformation circulated by other parties. Therefore, it was important to provide a high-touch opportunity to address those concerns and points of discrepancy.

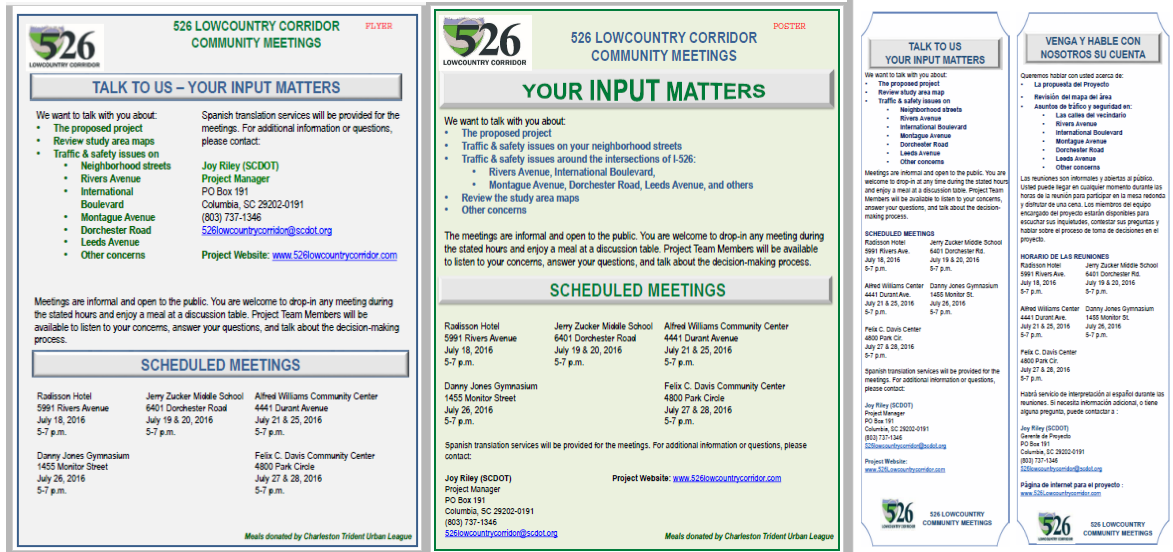
The identified EJ communities, as well as the other neighborhoods adjacent to the project limits, were encouraged to attend the Community Drop-ins to learn about the project ahead of the Public Information

Meeting. Locations were chosen specifically because of their convenience and proximity to the environmental justice (EJ) neighborhoods and I-526 LCC WEST study area, as a whole. A total of 188 people attended the Community Drop-ins. **Table 6.3** shows the number of attendees broken down by meeting. For a full break down of the demographics, advertising methods, and number of comments please see the Community Drop-Ins Summary Memo.

Table 6.3 Community Meetings/Drop-ins

Date	Venue	Approximate Attendance
2016		
July 18, 2016 5-7 p.m.	Radisson Hotel (5991 Rivers Avenue, North Charleston)	NA
July 19 & 20, 2016 5-7 p.m.	Jerry Zucker Middle School (6401 Dorchester Road, North Charleston)	NA
July 21 & 25, 2016 5-7 p.m.	Alfred Williams Community Center (4441 Durant Avenue, North Charleston)	NA
July 26, 2016 5-7 p.m.	Danny Jones Gymnasium (1455 Monitor Street, North Charleston)	NA
July 27 & 28, 2016 5-7 p.m.	Felix C. Davis Community Center (4800 Park Circle, North Charleston)	NA
October 25, 2016 5-7 p.m.	West Ashley Advanced Studies Magnet (1776 William Kennerty Drive, Charleston)	NA
2019		
November 9, 2019 2-5 p.m.	Biblical House of God (2205 Van Buren Avenue, North Charleston)	45 people
November 13, 2019 5-8 p.m.	Ferndale Community Center (1995 Bolton Street, North Charleston)	36 people
November 14, 2019 5-8 p.m.	Life Changers Covenant Ministries (2140 Eleanor Drive, North Charleston)	30 people
November 18, 2019 5-8 p.m.	Danny Jones Community Center (1455 Monitor Street, North Charleston)	53 people
November 19, 2019 5-8 p.m.	Citadel Mall (Charleston/West Ashley)	24 people

Figure 6.3 2016 Community Meeting Advertising Materials



6.6 WALKING TOUR OR COMMUNITY CANVASSING

A walking tour may be provided by members of SCDOT or the project team to community groups. This walking tour would provide one-on-one outreach in an informal group setting with the goal of relationship building.

May 2020 Update

Since the initial writing of this plan, a Community Office staffed with community liaisons has been established. In addition to staffing the office, these community liaisons also advise the project team on strategic engagement practices, opportunities, and messaging tailored to reach the specific impacted EJ communities. As one of their neighborhood-specific initiatives, they performed one round of neighborhood canvassing ahead of the Community Office open house.



Once the social distancing requirements are lifted, the project team will evaluate the safety of continuing neighborhood canvassing and determine any safety protocols that are needed, in accordance with local, state, and federal guidance.

6.7 MITIGATION FOR ENVIRONMENTAL JUSTICE IMPACTS

Determination of disproportionately high and adverse effects will take into consideration the minimization, mitigation, and enhancement measures that are planned for the proposed action for the I-526 LCC WEST project. Even though a community may experience impacts from the project, minimization and mitigation of those impacts can help reduce the extent of those impacts from being disproportionately high and adverse. Continual coordination with communities early and often, throughout the life of the project will help ensure that impacted individuals and their communities have the opportunity to provide input while the project is carried through the planning, design, and permitting phases.

A detailed plan to engage low-income and minority community members can be found in the Environmental Justice Outreach Plan.

6.7.1 Community Advisory Council

The Community Advisory Council (CAC) was formed to provide input and help guide the I-526 LCC WEST project team as we navigate through unique challenges. CAC members provide input on actions to minimize and mitigate impacts. The project team queried community leaders, neighborhood associations, organizations active in the community, and local churches to assist with identifying community residents that may be interested in becoming involved in the CAC. The goal was to identify multiple (3-5) community members from each of the EJ neighborhoods of Russelldale, Ferndale, Liberty Park and Highland Terrace to serve on the CAC.

The purpose of the CAC is to help advise the project team on the communities' needs, the full extent of project impacts in the community, and to provide input on the most effective ways for the project team to be accessible to the community. This advisory group is assisting in the formulation of community mitigation options that will ultimately be presented to the EJ neighborhood residents for consideration. The CAC will transition to a Project Oversight Committee (POC) during implementation of the Community Mitigation Plan to ensure the commitments outlined are implemented in accordance with intent of the plan.

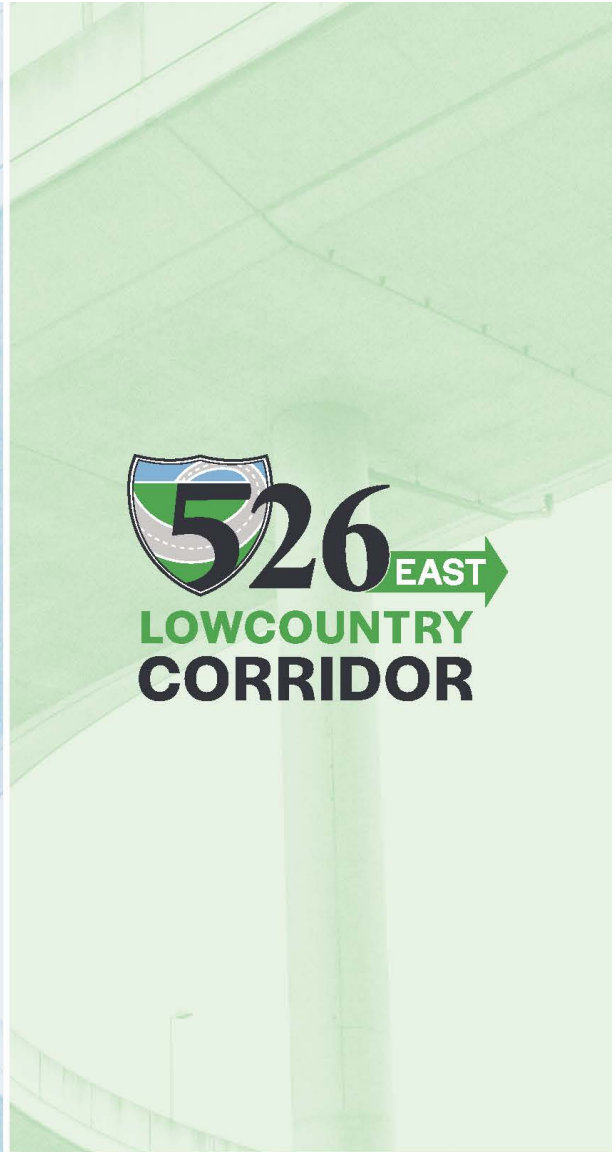
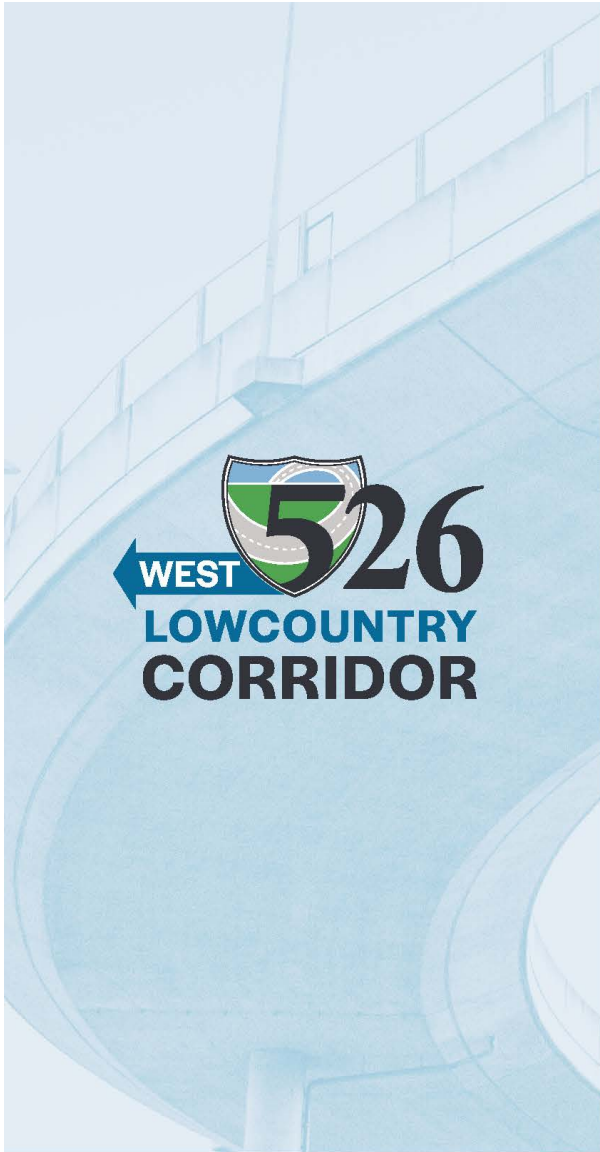
May 2020 Update



The CAC has convened eight times since September 2019 and will continue to meet throughout the course of the project. The CAC continues to meet virtually, in observance of social distancing recommendations. For more information on the CAC and the associated activities, view the EJ Outreach Strategy.

Version	Date	Name	Description
Version 3	7/17/2019	Amy Livingston	Updated to reflect FHWA comments, past activities and updates on planned activities throughout the document. Added the updated EJ Mitigation Strategy
Version 4	7/19/2019	Amy Livingston	Added historic speaker's bureau engagements
Version 5	7/22/2019	Amy Livingston	Incorporate edits from SCDOT
Version 6	12/28/2019	Victoria Wornom	Document the Fall 2019 public involvement efforts
Version 7	5/13/2020	Amy Livingston/Victoria Wornom	Incorporating feedback of PIP from MCS and to better integrate the EJ Outreach Strategy efforts throughout the plan; Impacts of social distancing needs on the planned engagement
Version 8			
Version 9	6/30/2020	Katelyn Love	Updated to reflect FHWA comments

This page intentionally left blank.



Brand Standards

PROJECT LOGOS

Stacked



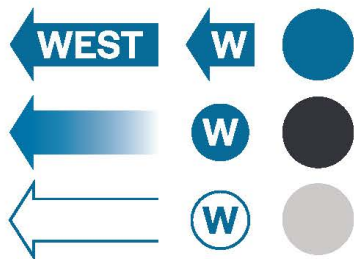
Horizontal



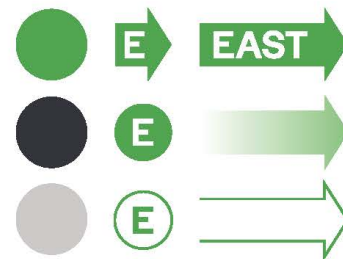
DIRECTIONAL LOGOS



I-526 Lowcountry Corridor West extends along existing Interstate 526 (I-526) from Rivers Avenue in North Charleston to Paul Cantrell Boulevard in West Ashley. The roughly 8-mile-long project is proposed to reduce congestion, improve traffic conditions and enhance safety along a heavily traveled segment of I-526.



I-526 Lowcountry Corridor East extends along existing Interstate 526 (I-526) from North Rhett Avenue in North Charleston to Johnnie Dodds Boulevard in Mount Pleasant. The roughly 11-mile-long project consists of numerous operational improvements, including interchange improvements and roadway widening along a heavily traveled segment of I-526.



No part of the 526 Lowcountry Corridor should be confused with the extension of the Mark Clark Expressway, which is the completion of Interstate 526 from its current terminus at Savannah Highway to an end at Folly Road.

TYPOGRAPHY

Halyard Display

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Calluna

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&()

Typography Styling

Header

Halyard Semibold
24 pt. / 25 pt. leading
Pantone 532C

Subheadline

Calluna Semibold Italic
16 pt. / 18 pt. leading
Pantone 7738C or 3015C

Body Copy

Calluna Regular
10 pt. / 16 pt. leading
Pantone 532C 50%

IMPROVING SAFETY & MOBILITY

Less Congestion Safer Roads

Nam quis aute quodignia provide stiatu-ri dis rae opta venia sequi bla dolupta ipsum reictum utatur re periae nissit eria volorec tincias quidem dolupturerum rem simus excest quam autate re eaque ipisquae velit, volum volore, ommodit ut ut fugiasperit estiumque res et utem el ium ab incipsuntias mos inum et qui corent ad que desto el iunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris dui velit, tempor ut pulvinar quis, lobortis sed quam.

Alternative Typography Styling

Header

Arial Bold
24 pt. / 25 pt. leading
Pantone 532C

Subheadline

Georgia Italic
16 pt. / 18 pt. leading
Pantone 7738C or 3015C

Body Copy

Georgia Regular
10 pt. / 16 pt. leading
Pantone 532C 50%

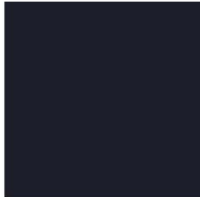
IMPROVING SAFETY & MOBILITY

Less Congestion Safer Roads

Nam quis aute quodignia provide stiatu-ri dis rae opta venia sequi bla dolupta ipsum reictum utatur re periae nissit eria volorec tincias quidem dolupturerum rem simus excest quam autate re eaque ipisquae velit, volum volore, ommodit ut ut fugiasperit estiumque res et utem el ium ab incipsuntias mos inum et qui corent ad que desto el iunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris dui velit, tempor ut pulvinar quis, lobortis sed quam.

Note: Typography treatments as noted above are intended only for public-facing materials, such as websites, newsletters, social media content and printed collateral. Alternate typography treatments as noted above are intended for use when the official I-526 Lowcountry Corridor typography is not available.

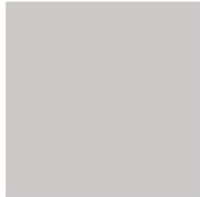
COLORS & ICONS



Pantone 532 C
C:81 M:73 Y:56 K:69
R:27 G:30 B:42
HEX #1B1E2A



Pantone 542 C
C:51 M:20 Y:5 K:0
R:122 G:173 B:211
HEX #7AADD3



Pantone 420 C
C:22 M:16 Y:17 K:0
R:199 G:200 B:199
HEX #C7C8C7



Pantone 7738 C
C:76 M:13 Y:100 K:1
R:68 G:161 B:71
HEX #44A147



Pantone 3015 C
C:100 M:58 Y:21 K:4
R:0 G:99 B:148
HEX #006394

Tints

100%	80%	60%	40%	20%

Icons

	Air Quality		Intersection
	Architectural Resources		New/Planned Developments
	Bridge		Noise
	Businesses		Residential Area
	Cemeteries		Ships
	Churches, Schools, Parks		State/Federal Lands
	Construction Feasibility		Website
	Contact		Wetlands/Waterways
	Costs		Text Message
	Endangered Species		Traffic
	Existing/Planned Utilities		Trucks/Freight
	Farmlands		Arrow Up
	Flood Plains		Arrow Down
	Flyover		Arrow Right
	Hazardous Materials		Arrow Left
	Historic/Cultural Resources		Facebook
	Improved Capacity		Twitter
	Improved Safety for Commuters		YouTube

Styling Options



NAMING CONVENTIONS


Project Name: I-526 Lowcountry Corridor
First Reference: I-526 Lowcountry Corridor
Second Reference & Thereafter: I-526 Lowcountry Corridor

Project Name: I-526 Lowcountry Corridor East
First Reference: I-526 Lowcountry Corridor East
Second Reference & Thereafter: I-526 LOC East

Project Name: I-526 Lowcountry Corridor West
First Reference: I-526 Lowcountry Corridor West
Second Reference & Thereafter: I-526 LOC West

First Reference: Interstate 526*	First Reference: Interstate 26*
Second Reference & Thereafter: I-526*	Second Reference & Thereafter: I-26*

This page intentionally left blank.

 Public and EJ Outreach - 2020 Efforts As of May 11, 2020													
1	2	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
3	Municipal Planning Meeting	Meeting with City of North Charleston #1	3/23-4/24/2020	Goals: Move towards developing a conceptual Mitigation Plan Audience: City of North Charleston Staff/Mayor's Office? (would like to get feedback from Joy on audience)	<ul style="list-style-type: none"> Present Mitigation Work Session aggregate results, notably those related to replacement community center operations Discuss potential locations for replacement housing and recreational facilities Continue discussions to rezone privately-owned vacant/underdeveloped parcels from SF to designations that will allow duplexes, mobile homes, and apartments to facilitate a land trust Discuss proposed land use designation for Russelldale Discuss proposed sidewalk projects in the vicinity of EJ neighborhoods Discuss potential for "Complete Streets" overlay zone for EJ communities and prioritization of bike/ped needs within neighborhoods and along transit routes Discuss possibility of extending the multiuse path along Filbin Creek (past Ferndale Mobile Home Park and across Rivers Avenue) to provide connectivity with new recreational facilities in the Liberty Park and Russelldale neighborhoods Identify participants for a 6(f) focus group (facility staff, program managers, etc.) 	Assuming virtual meeting; presentation only; emailed to meeting participants prior to the meeting **first meeting agenda to focus on 6(f)	TBD Based on meeting date as we're trying to schedule meeting very soon; Materials will primarily consist of CAC 6 and 7 and Section 6(f) meeting materials	Amy Sackaroff		Yes, webinar	Underway	Joy got feedback on Friday. Need to brief city officials ahead of bigger meeting. Proposes having two meetings.	
4	CAC	Community Advisory Council Meeting #7	4/18/2020	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	<ul style="list-style-type: none"> Present aggregated results of Mitigation Work Session In-depth discuss regarding replacement housing Provide update on mitigation concept development, providing available details and gathering additional feedback 	hard copy packet and online platform	3/23-3/27/2020	Amy Sackaroff		Yes, webinar	Approved		
5	Expo/Festival	Charleston Career Fair, Hilton Garden Inn Charleston Airport*	Multiple Dates Available: (May 7, July 15, September 9, 2020)	Goal/Audience: Collect data about the employment status of residents in the EJ neighborhoods and neighboring communities, jobs of interest and skill sets, etc.	<ul style="list-style-type: none"> At a minimum, this event could be used an opportunity to collect data about the employment status of residents in the EJ and neighboring communities, jobs of interest and skill sets, etc. The data could be used to develop relevant or tailored informational workshops to be hosted at the Community Office, i.e. resume building, networking, etc. We would host a booth at the Career Fair 	Based on current collateral (3.26.20) <ul style="list-style-type: none"> Sign up Sheet Community Office Flyer FAQ (Asked/Answered) Flyer Impacted EJ Neighborhood Maps Questionnaire regarding employment interests and career plan's needs 	No later than 3 weeks before the event date selected (May event- materials due April 16; July event - materials due June 24; or September event - August 19)	LaTonya Derrick		No		<p>Carolyn - has heard concerns we are not doing enough in the community. What if we do this in the individual neighborhoods? Certain populations do not feel welcome - we might not be able to reach the people we want to reach. would reach more people in the community.</p> <p>This event is hosted by National Career Fairs</p> <p>Joy - DOT is always hiring in North Charleston. we could do a DOT career fair if you think that would be beneficial for folks. DOT has hiring freeze right now. Joy suggests doing DTO career fair in the Summer</p> <p>Chad - Let's be sensitive to the current situation. how can we be a resource.</p>	
6	CAC	Community Advisory Council Meeting #8	5/2/2020	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	<ul style="list-style-type: none"> Provide update on mitigation concept development, providing available details and gathering additional feedback Continue discussion of unresolved items from Meeting #7 Include advocacy training component for CAC ahead of meeting with City of North Charleston 	hard copy packet and online platform	4/13-4/17/2020	Amy Sackaroff		Yes, webinar. Will revise based on Meeting #7		include advocacy training as part of this	

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
7	CAC	CAC Meeting with the City of North Charleston	After Advocacy Training with CAC	Goal/Audience: Sit down with City to Brief them on what is happening with CAC, community centers, etc.	Briefing to bring City up to speed on what is happening with CAC and			Amy Sackaroff	Need to think about timing so this is not a gripe session with the CAC. Could this come after the advocacy training workshop for the CAC so they can be clear with the officials? Make it as productive as possible.			Shane - we need to keep in mind that the ultimate goal of the meeting is that the City of North Charleston ultimately needs to agree that what we are doing to the community centers is an overall net benefit.
8	Municipal Planning Meeting	Meeting with City of North Charleston #2	5/11-5/15/2020	Goals: Move towards developing a conceptual Mitigation Plan Audience: City of North Charleston Staff/Mayor's Office? (would like to get feedback from Joy on audience)	<ul style="list-style-type: none"> •Continue discussions on replacement housing, replacement recreational facilities, and other potential Community Mitigation Plan elements that would require commitments from the City •Revisit unresolved items from Meeting #1 •Conduct 6(f) focus group with City-identified staff and others 	Assuming virtual meeting: presentation only; emailed to meeting participants prior to the meeting	4/27-5/1/2020	Amy Sackaroff		Yes, webinar		Update based on approach Joy suggested, having two meetings - Internal vs. external
9	Stakeholder Meeting	Stakeholder Engagement Meeting (Summer)	6/1/2020	Goal/Audience: Maintain regular communication with project stakeholders and provide transparency through project updates	<ul style="list-style-type: none"> •Present summary of WEST comment responses and overview of Fall Public Engagement and CAC findings •Provide EAST PEL Update 	Invites, Presentation, Sign-in Sheet, Newsletter	Most materials have already been reviewed;	Amy Livingston		Yes, webinar	On hold	
10	Newsletter	Newsletter (Summer)	6/1/2020	Goal/Audience: Maintain regular communication with the public and provide transparency through project updates	<ul style="list-style-type: none"> • Same info essentially as stakeholder meeting (West: New Alts, Mitigation, Fall PI summary; EAST: PIM Materials) • Notify the community of upcoming project milestones, project updates, and opportunities for engagement for both the I-526 LCC WEST and EAST projects • Propose mailing newsletters to the people who have come into the community office or participated in the EJ community drop-ins (in addition to normal eblast) - should we do a postcard run first to find out how they would like to be contacted? 	Articles, Photos, Printing, Mailing list	3 weeks ahead of sending	Amy Livingston	Requires coordination with RM	Yes, E-blast		
11	CAC	Community Advisory Council Meeting #9	6/6/2020	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	<ul style="list-style-type: none"> •Present "preliminary" [unofficial] draft Mitigation Plan (framework and other draft technical information for CAC review) •Continue discussion of unresolved items from Meeting #8 •Initiate discussion on how CAC can transition into a 'project oversight committee' to oversee implantation of Community Mitigation Plan 	hard copy packet and online platform	5/18-5/22/2020	Amy Sackaroff		Yes, webinar. Will be revised based on previous CAC meeting experience.		Hoping we can have this in-person. Advocacy Training removed from this meeting and pushed to a later date.
12	Municipal Planning Meeting	Meeting with City of North Charleston #3	6/15-6/19/2020	Goals: Move towards developing a conceptual Mitigation Plan Audience: City of North Charleston Staff/Mayor's Office? (would like to get feedback from Joy on audience)	<ul style="list-style-type: none"> •Continue discussions on replacement housing, replacement recreational facilities, and other potential Community Mitigation Plan elements that would require commitments from the City •Revisit unresolved items from Meeting #2 	Assuming virtual meeting: presentation only; emailed to meeting participants prior to the meeting Assuming in person meeting: Hardcopy of presentation provided to participants at meeting, sign-in sheets, map/renderings of replacement facilities and possible housing parcels	6/1-6/5/2020	Amy Sackaroff		Yes, webinar		

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
13	Expo/Festival	Charleston Black Expo*	6/20/2020 (Tentative)	Goal/Audience: Provide event participants with information about the I-526 LCC West project. Connect with traditionally underrepresented populations during public events to increase awareness of project updates	Black Expo promotes economic development through exposure for minority-owned businesses. African-American owned businesses showcase products and services to the public and representatives from major corporations and government entities.	Based on current collateral (3.26.20) •Sign up Sheet •I-526 LCC West project updates •1-2 Posters (as approved by Stantec & SCDOT) •Community Office Flyer •FAQ (Asked/Answered) Flyer •Impacted EJ Neighborhood Maps	Material reviewed prior to event being cancelled; will update dates to reflect rescheduled date and submit for QA three weeks prior to event	Maxine Smith		No	Will likely be rescheduled due to COVID-19 Concerns	
14	Expo/Festival	9 th Annual Charleston Natural Hair Expo, Trident Technical College*	6/27/2020	Goal: Connect with local proprietors and residents of the impacted neighborhoods during public events to increase awareness of project updates	• The event features educational workshops, panel discussions, health and wellness info, fun events for kids	Based on current collateral (3.26.20) •Sign up Sheet •Community Office Flyer •FAQ (Asked/Answered) Flyer •Impacted EJ Neighborhood Maps	No later than 3 weeks before the event date selected	LaTonya Derrick	MCS will be present	No	Will likely be rescheduled due to COVID-19 Concerns	ID organized events
15	Expo/Festival	3 rd Annual Minority Business Tradeshow, Jerry Zucker Middle School of Science*	7/18/2020	Goal/Audience: Connect with residents of the impacted neighborhoods during public events to increase awareness of project updates	• Free event for the entire family; includes business owners in the Lowcountry and surrounding states	Based on current collateral (3.26.20) •Sign up Sheet •Community Office Flyer •FAQ (Asked/Answered) Flyer •Impacted EJ Neighborhood Maps	No later than 3 weeks before the event date selected	LaTonya Derrick	MCS will be present	No		coincides with job training and internship/shadowing
16	Expo/Festival	7th Annual Charleston Caribbean Jerk Festival, Riverfront Park	7/18/2020	Goal/Audience: Connect with residents of the impacted neighborhoods during public events to increase awareness of project updates	• The Project Team participated in this event in 2019 and recommended attendance again in 2020 now that we have materials to show	Based on current collateral (3.26.20) •Sign up Sheet •Community Office Flyer •FAQ (Asked/Answered) Flyer •Impacted EJ Neighborhood Maps •Water	No later than 3 weeks before the event date selected	LaTonya Derrick	MCS will be present	No		
17	Municipal Planning Meeting	Meeting with City of North Charleston #4	7/20-7/24/2020	Goals: Move towards developing a conceptual Mitigation Plan Audience: City of North Charleston Staff/Mayor's Office? (would like to get feedback from Joy on audience)	•Continue discussions on replacement housing, replacement recreational facilities, and other potential Community Mitigation Plan elements that would require commitments from the City •Revisit unresolved items from Meeting #3	Assuming in person meeting: Hardcopy of presentation provided to participants at meeting, sign-in sheets, mapping	7/6-7/10/2020	Amy Sackaroff		Yes, webinar.		
18	Pop-up	Pop-up Events in community and EJ neighborhoods*	Beginning Summer - late August?	Goal: Connect with residents of the impacted neighborhoods in their community Audience: EJ neighborhoods	Ideas include: City of North Charleston Farmers Market, Neighborhood Career Fair, hunger-free summer collaboration, summer learning loss prevention collaboration, summer block party, health screenings, back to school event, care packages for seniors, Fall Harvest give-away, Thanksgiving raffle, Neighborhood Christmas raffle ** Maximum Consulting noted "perhaps we could do "Meetings" in the yard of CAC members with just a few neighbors having an 'across the fence' discussion"	Tent, Updated project resources		LaTonya Derrick	This line has been combined to include all suggested pop-ups. Need to flesh out events, dates, and priorities. Additional pop-up plan needed.			Nicole - can we add a couple of different purposes to this? Make it more helpful for the community? A few more items to get people to the career fair. Broaden audience - combine with health screenings. Include several events into 1. Chad agrees - lets go into the communities
19	CAC	Community Advisory Council Meeting #10	Summer - late August?	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	•Present [official] (V.1) draft Mitigation Plan for CAC review and discussion •Continue discussion of unresolved items from Meeting #9 •Continue discussion on how CAC can transition into a "project oversight committee" to oversee implantation of Community Mitigation Plan	hard copy packet and online platform	6/22-6/26/2020	Amy Sackaroff		Yes, webinar. Will be revised based on previous CAC meeting experience.		

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
20	Workshop	Informational Workshop #1 at Community Office*	Summer - late August?	Goals: Build trust in the community, become a community resource, provide mitigation measures Audience: EJ Neighborhoods and larger community	Providing resources and educational material on various topics identified through the social needs assessment survey and through conversations with members of the public (using same topics from March 21st rescheduled meeting - Hiers Property, ROW process)	Provided by presenters (#'s determined based on RSVP), advertising materials (flyers, social media)	SCDOT has already prepared its presentation. Will provide copies of their presentation. (Event previously scheduled for March 21, 2020)	Maxine Smith/LaTonya Derrick		No	Will likely be rescheduled due to COVID-19 Concerns	Needs to be rescheduled on a later date - summer 2020
21	Open House	CAC Open House at Community Office*	Summer - late August?	Goal: Provide an opportunity for neighborhood residents to interact with their neighborhood representatives and discuss the draft Community Mitigation Plan Audience: Neighborhood residents	Open House at the Community Office; ideally to be timed with the development of the draft Community Mitigation Plan	Promo materials, map/renderings of replacement recreational facilities, comment sheets, sign-in sheets ** Will need to investigate virtual options if stay at home order is still in place	6/8-6/12/2020	Amy Sackaroff		No	Will likely be rescheduled due to COVID-19 Concerns	Don't have this until we have something to show
22	Speakers Bureau	Proposed Speaking Engagements: (Ashley Harbor, West Ashley James Island Business Association, West Ashley United Engagement, North Charleston Neighborhood Presidents, CDRA, Charleston Area Justice Ministry, NAACP, National Action Network, Enoch Chapel United Methodist Church, Interdenominational Ministerial Alliance, the African American Chamber of Commerce, Business Journal Power Breakfast etc.)	8/1/2020 - 12/1/2020	Goal/Audience: Maintain regular communication within the community to meet the public on their terms, provide transparency	• Joy to speak with neighborhood groups, etc.	Plan for SCDOT to Target Various Groups; Presentation, Sign-in Sheet, Handouts/Newsletters		Amy Livingston	This line item has been combined with all suggested speaking engagements			As we move into Fall, may need to think about being proactive;
23	CAC	Community Advisory Council Meeting #11	8/8/2020	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	• Present V.2 draft Mitigation Plan for CAC review and discussion • Continue discussion of unresolved items from Meeting #10 • Continue discussion on how CAC can transition into a 'project oversight committee' to oversee implantation of Community Mitigation Plan	hard copy packet and online platform	7/20-7/24/2020	Amy Sackaroff		Yes, webinar. Will be revised based on previous CAC meeting experience.		
24	Municipal Planning Meeting	Meeting with City of North Charleston #5	8/17-8/21/2020	Goals: Move towards developing a conceptual Mitigation Plan Audience: City of North Charleston Staff/Mayor's Office? (would like to get feedback from Joy on audience)	• Continue discussions on replacement housing, replacement recreational facilities, and other potential Community Mitigation Plan elements that would require commitments from the City • Revisit unresolved items from Meeting #4	Assuming in person meeting; Hardcopy of presentation provided to participants at meeting	8/3-8/7/2020	Amy Sackaroff		Yes, webinar.		
25		Job Shadowing/Internship*	9/1/2020					Horrace Tobin		No		

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
33	Media	Media Day	11/17/2020	Goal/Audience: Provide the media project information so that we can steer the message	• Invite the Media to the Community Office for a project update and to speak with project team members ahead of the public hearing	Meeting Plan, Display Boards, Handout, Sign-in Sheet, Invites	1-month ahead	Rawle Murdy/Amy Livingston	Include a member of the CAC during these?	Yes		
34	Media	Appearances on local TV Programs and radio talk shows*	TBD	Goal/Audience: Provide the media project information so that we can steer the message	Connect with the public about critical issues impacting the EJ and business communities.			Maxine Smith	From Maximum Consulting's PIP Review			Media Day - Need RM and Maxine to sit down and get the target papers - be more strategic.
35	Elected Officials	Elected Officials Briefing	11/17/2020	Goal/Audience: Maintain relationships and keep open, transparent communication, inform elected officials on project so they are better informed when asked questions by their constituents	• Invite elected officials to the Community Office for a project update and to speak with project team members ahead of the public hearing	Meeting Plan, Display Boards, Handout, Sign-in Sheet, Invites	1-month ahead	Rawle Murdy/Amy Livingston		Yes		
36	Elected Officials	CAC Meeting with State Level Elected Officials	TBD	Goal: Joy Riley will meet w/local state and federal officials at the Community Office. Audience: Elected officials	Distribute updated project information during the meeting. Involve CAC members	Have up-to-date project materials available.		Clay Middleton	From Maximum Consulting's PIP Review	Situational		Make sure representatives at different levels have an opportunity to hear about the project - involve CAC members in this. Have Joy and CAC members meet with them.
37	Public Hearing	Public Hearing(s)/Virtual Public Hearing (Fall)	11/17/2020 -11/19/2020	Goal/Audience: Inform the public and gather public input on preferred alternative	• Interested participants will have the opportunity to ask questions of the project team during the informal portion of the hearing and provide oral comments for the record during the formal portion of the hearing • SCDOT's preferred alternative will be shown	Meeting Plan, Display Boards, Handout, VPIM, Sign-in Sheet, Comment Forms	10/17/2020	Amy Livingston	Scoped for 2 public hearings (North Charleston and West Ashley); Dates chosen for planning purposes only	Yes, VPIM		We will only do 1 public hearing
38	CAC	Community Advisory Council Meeting #12	1/1/2021	Goals: Engage individuals and groups who have first-hand understanding of EJ-related needs and concerns Audience: CAC	•Present summary of comments received during DEIS comment period •Discuss individual comments received on DEIS that would affect the Community Mitigation Plan	hard copy packet and online platform	TBD based on selected date in January, no later than 2 weeks before the meeting	Amy Sackaroff		Yes, webinar. Will be revised based on previous CAC meeting experience.		
39	Workshop	Informational Workshop #3 at Community Office	1/31/2021	Goals: Build trust in the community, become a community resource, provide mitigation measures Audience: EJ Neighborhoods and larger community	Providing resources and educational material on various topics identified through the social needs assessment survey and through conversations with members of the public	Provided by presenters (#'s determined based on RSVP), advertising materials (flyers, social media)	1/18-1/22/2020	Amy Sackaroff		No		
40	Workshop	Tax Workshop*	2/1/2021	Goal: Build trust in the community, become a community resource, provide mitigation measures Audience: EJ Neighborhoods and larger community	Host a tax workshop for residents in EJ neighborhoods at the Community Office	•Advertising Plan				No	Move to 2021	Seems like this should be a back-burner item. Move to 2021
41	ONGOING OR ADDITIONAL CONSIDERATION											

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
26	Workshop	Informational Workshop #2 at Community Office	9/19/2020	Goals: Build trust in the community, become a community resource, provide mitigation measures Audience: EJ Neighborhoods and larger community	Providing resources and educational material on various topics identified through the social needs assessment survey and through conversations with members of the public	Provided by presenters (#'s determined based on RSVP), advertising materials (flyers, social media) •Advertising Plan	8/31-9/4/2020	Amy Sackaroff		No		
27	Elected Officials	Individual Mayor's/Elected Officials Meetings	10/1/2020	Goal/Audience: Provide personalized update to elected officials	• Joy to meet individually with elected officials to go over the preferred alternative ahead of Public Hearing	Presentation? Schedule of events		Rick Day		Yes, webinar/phone call		
28	Small Business Outreach	Small Business Outreach	10/1/2020	Goal/Audience: Provide an update to businesses in the study area, invite them to attend the public hearing	• Flyer canvassing (or mailing) ahead of the public hearing	Geofencing addresses, flyer	1-month ahead of mailing	Amy Livingston	Recommend not doing face-to-face outreach due to past response, flyer canvassing could work now, messaging is different now (we are sharing information, not collecting personal information) Could we pull commercial addresses through geofencing and mail instead?	Mailer using geofencing		Have we looked into numbers on small and minority businesses in the area? Chad and Joy think this is a good idea. Pam - don't forget about the SCDOT Small business Program - have a requirement to work with small businesses (DBE Program - Greg Davis) Charleston County has small business and minority program as well. Airport has a program as well; Pam can give us the contact.
29	Newsletter	Newsletter (Fall)	10/1/2020	Goal/Audience: Maintain regular communication with the public and provide transparency through project updates	• Notify the community of upcoming project milestones, project updates, and opportunities for engagement for both the I-526 LCC WEST and EAST projects • Propose mailing newsletters to the people who have come into the community office or participated in the EJ community drop-ins	List of addresses, printed newsletters, eblast mailing list, articles, photos	1-month ahead	Amy Livingston		Yes, mailing and eblasts		
30	Community Drop-in/Telephone Town Hall	Community Drop-in(s) (North Charleston)	10/1/2020	Goal: present a project update to the North Charleston communities prior to the public hearing and inform the communities about the public hearing	• Obtain residents in impacted neighborhoods input preferred alternative, Community Mitigation Plan, and issues concerning the project ahead of the Public Hearing • May include telephone town hall **Maximum Consulting suggested: "With the number of cell numbers on file from those who attended the meetings and visited the Community Office, perhaps we could use a group text messaging service to continue to get out information and ask them to spread the word about the project." Mximim also noted that it would be helpful to know the population count of each neighborhood, and/or of the four neighborhoods so that we can establish check-ins for the convenience of residents who want to	Meeting Plan, Display Boards, Handout, VPIM, Sign-in Sheet, Comment Forms, Advertising Plan	No later than one month before the first event	LaTonya Derrick	Need to decide #'s and locations Should we consider removing Life Changers due to ADA issues?	VPIM will be available		Need to move up (September - October); Joy - we did a drive up meeting before would have to hash out safety issues. In theory it is like a pop-up, but the idea is to get them the info and keep driving - drive through Is there opportunity to broadcast through AM station?
31	Stakeholder Meeting	Stakeholder Engagement Meeting (Fall)	11/1/2020	Goal/Audience: Maintain regular communication with project stakeholders and provide transparency through project updates	•Present update on Community Meetings and Public Hearing materials, included preferred alternative •Provide Update on EAST public comment responses and give overview of EAST Public Involvement	Presentation, Sign-in Sheet, Handouts/Newsletter, Nametags, Invites	1-month ahead	Amy Livingston		Yes, webinar		
32		Metro Quest Survey*	11/1/2020	Goal: Gather public input on preferred alternative through MetroQuest Survey Audience: General public	Propose doing a MetroQuest Survey along with the virtual public hearing materials to gather public input on community mitigation strategy	Survey questions, images	1-month ahead	Amy Livingston		Yes, online survey		

2	A	B	C	D	E	F	G	H	I	J	K	L
	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
42		Flyer Box Program	Ongoing	Goal: Distribute project information into the communities through flyers, targeting EJ communities	Flyer Box Program content calendar will stem from this list of engagements	Content Calendar, Flyers, Flyer Boxes	No less than three weeks prior to any meeting, workshop, or other event promoted in the flyer	Mollie Lipka		No		Next step - Mollie and Latonya will work together on content calendar; work with MCS on flyer locations
43	Media	Meeting with minority media contacts at Community Office*	TBD - Ongoing?	Goal: Encourage media reps to interview CAC members, make special announcements as they relate to the impacted businesses & neighborhoods Audience: minority TV, radio & print representatives (African American & Hispanic)	Encourage them to plan special engagements on their shows (or newspapers) to reach the impacted individuals, families and business owners. Special outreach should be made to minority media. Distribute updated project information during the meeting	Have up-to-date project materials available.		Maxine Smith	From Maximum Consulting's PIP Review	Situational		Leverage them throughout the process. Connect with them now and then engage with them after we have ideas of community mitigation plan
44		Op-eds	Ongoing		Op-ed coming from the CAC's perspective							Op-ed to let the public know what is going on in the voice of the CAC - makes sense with the impact of this project. Joy likes the idea. MCS to flesh out more. Can we tag this onto advocacy training?
45		Quarterly Neighborhood Meetings with SCDOT*	Quarterly (Dates & Times: TBD)	Goal: get more residents to visit the Community Office, build-trust in their environment so they feel comfortable coming into the Community Office to share ideas, concerns, ask questions and attend workshops Audience: EJ Neighborhood Residents	Quarterly meetings in the individual neighborhoods with SCDOT officials in attendance to answer questions and interface with residents Get elected representatives involved and engaged in getting residents to these meetings.	Have up-to-date project materials available.		Amy Sackaroff	From Maximum Consulting's PIP Review	No		tentatively scheduled one for March 28th, and Dorothy Williams was going to be there. Get into the community to engage. Most neighborhood associations take summers off, but this would be for the neighborhoods
46	Collaboration	Develop relationships with Latino and Hispanic Organizations and Churches*	Ongoing	Goal: To partner with churches and existing Hispanic and Latino organizations to build trust in their communities. Audience: Hispanic and Latino residents and business owners in impacted neighborhoods	To connect with Hispanic and Latino civic leaders and share updates on the project in their meeting spaces. Include Hispanic media in events.	Provide updated project materials in Spanish		Carolyn Lecque	From Maximum Consulting's PIP Review	No		Latino Festival event. Carolyn has a contact who wants to meet with Joy. Will follow up.
47	Collaboration	Interdenominational Ministerial Alliance*	Ongoing	Goal: Leverage as resource to communicate with communities	<ul style="list-style-type: none"> Group includes about 30 ministers that meet at a church in N. CHS Would like Joy to present to give project update Maximum Consulting to begin partnership with group 	Revisit activity in late April to determine	Revisit activity in late April to determine	Carolyn Lecque				Carolyn has relationship, on hold for now. Meet at Calvary AME church on union heights on Groveland ave enrolled with city of north Charleston. Horace - don't just schedule 1 meeting - schedule more than just one
48	Collaboration	Charleston County School District and the zoned schools supporting the impacted EJ communities*	Ongoing	Goal: Leverage as resource to communicate with communities	<ul style="list-style-type: none"> Meeting with Mr. Darby (principal of North Charleston High School) will be rescheduled when schools reopen 	Revisit activity in late April to determine	Revisit activity in late April to determine	Maxine Smith				

	A	B	C	D	E	F	G	H	I	J	K	L
2	Type of Public Involvement	Activity/Event	Date	Goal/Audience	Description	Materials Needed	Provide SCDOT Materials for Review (date)	Lead	Notes	Virtual Option?	Status	Notes from 4/13/2020 Workshop
49	Collaboration	Partner with The Riley Center at CoC*	Ongoing	Goal: To create a livable community platform with CAC members when they transition to project oversight Audience: The community at large in North Charleston	The Riley Center can provide a service and leverage students at the North Charleston campus to define the context of a livable community and action plan.			Clay Middleton	From Maximum Consulting's PIP Review			Livable communities - Clay is on Advisory Board for the Center - talked to ED and is very interested in having conversation about how the Center can help. Joy thinks this is a great idea.
50		Storyboard Posters*	TBD	Goal: To place storyboard posters in the EJ communities with updated project information. Audience: Residents and business owners in the EJ and surrounding areas.	Place posters throughout the EJ impacted communities and businesses to publicize where to go for information, how to voice opinions, and stay connected			Clay Middleton	From Maximum Consulting's PIP Review			Stage a construction project to show plans/impacts? Catch the community's attention- Joy says good opportunity to do that on properties we are purchasing - needs to be durable
51	Non-EJ Activity/Event											
52	EJ Activity/Event											
53	Top Priority Item											
54	Second Priority Item											
55	*Indicates a New Event											