



Appendix V

Advertising Summary



526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE I, Summer 2016



YOUR INPUT IS VERY IMPORTANT!

The S.C. Department of Transportation is currently scheduling a series of meetings throughout North Charleston and West Ashley related to the 526 Lowcountry Corridor – and we want to hear from you! Feel free to attend any or all of the scheduled meetings (see inside for details). Local not-for-profits will be providing meals during the meetings, so please stop by, grab a plate and tell us what you think!



WHAT IS THE 526 LOWCOUNTRY CORRIDOR PROJECT?

The **526 Lowcountry Corridor** project extends along *existing* Interstate 526 from Rivers Avenue to Paul Cantrell Boulevard. 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. This project should not be confused with the extension of the Mark Clark Expressway, which is the completion of I-526 from its current end at U.S. 17 (Savannah Highway) to an end at S.C. 171 (Folly Road).

NATIONAL ENVIRONMENTAL POLICY ACT (NEPA)

In order for SCDOT to obtain federal approvals and funding for the 526 Lowcountry Corridor, the National Environmental Policy Act (NEPA) decision-making process must be followed. NEPA requires federal agencies to determine the environmental impacts of a proposed action or project before making a decision.

The NEPA process contains both significant environmental review and public involvement. Study of the 526 Lowcountry Corridor, for instance, will consider possible effects that versions of the project, or “alternatives,” might have on a variety of human, environmental, and economic resources.

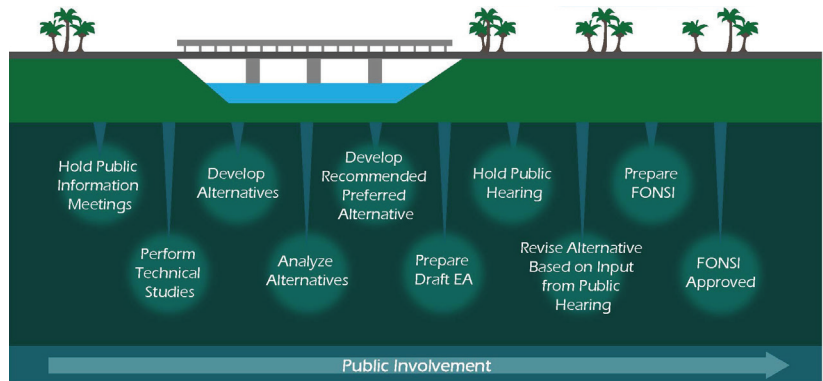
NEPA requires the 526 Lowcountry Corridor project to provide meaningful public involvement opportunities in developing the NEPA document. This involvement will take the form of an outreach process that includes community meetings, public information meetings, formal public hearings and/or other methods that will provide information to the public while also gaining citizen input on potential project.

PROJECT DESCRIPTION

The 526 Lowcountry Corridor project covers 8 miles of I-526 between Rivers Avenue in North Charleston and Highway 17 in West Ashley, and includes the interchange at I-526 and Interstate 26. The project is intended to improve traffic flow, access and safety for residents, visitors and businesses along one of the most congested stretches of highway in the state.



NEPA PROCESS







PROJECT OVERVIEW

I-526 currently experiences high traffic volumes and considerable congestion during peak travel times. Several large-scale developments and businesses are planned – or have recently been constructed – along the corridor and in the greater Charleston area, which is placing even more pressure on I-526.

To address the existing and anticipated future traffic needs of this corridor, SCDOT, in cooperation with the Federal Highway Administration (FHWA), intends to conduct an Environmental Assessment (EA). This in-depth analysis will promote informed decision-making as solutions are developed to reduce congestion, improve traffic operations, enhance safety and increase capacity.

PROJECT TIMELINE

The estimated schedule for the 526 Lowcountry Corridor is:

-  **NEPA:** January 2016 to early-2019
-  **DESIGN:** Mid-2016 to mid-2020
-  **RIGHT-OF-WAY:** Mid-2019 to early-2022
-  **CONSTRUCTION:** Begin in mid-2020

COMMUNITY MEETING INFORMATION

The first round of Community Meetings will start in July 2016. They will be informal and open to the public. All are welcome to stop by any meeting during scheduled hours to enjoy a complimentary meal and participate at a discussion table. Project Team members will be available to listen to concerns and talk about the decision-making process. The following topics will be covered:

- 1 The proposed 526 Lowcountry Corridor
- 2 Traffic and safety issues along I-526 and neighborhood streets
 - 2a *These include: Rivers Avenue, International Boulevard, Montague Avenue, Dorchester Road, and Leeds Avenue*
- 3 Review of study area maps
- 4 Other issues and/or concerns






Public involvement results will be shared with the entire project team so that their technical efforts can include residents' and stakeholders' views and interests in regard to any planned improvements. When alternative designs are developed, the community will be given an opportunity to review proposals and provide comments before a final design is approved.

Two 526 Lowcountry Corridor public information meetings will be held this fall. Meeting information will be posted on the project website, www.526LowcountryCorridor.com, once dates and times are confirmed. Meeting notices also will be published in local newspapers and on project social media sites.

FUNDING







Approximately \$21 million of National Highway Performance Program funds have been identified for preliminary engineering. The funding is identified in the Statewide Transportation Implementation Program, or STIP. As the project scope is defined through the EA process, an appropriate project budget will be developed. Additional funding sources will be identified, and funding allocations will be sought throughout the development of the project.

COMMUNITY MEETING SCHEDULE

-  **Radisson Hotel**
5991 Rivers Avenue
JULY 18, 2016 | 5-7 p.m.
-  **Jerry Zucker Middle School**
6401 Dorchester Road
JULY 19 & 20, 2016 | 5-7 p.m.
-  **Alfred Williams Community Center**
4441 Durant Avenue
JULY 21 & 25, 2016 | 5-7 p.m.
-  **Danny Jones Gymnasium**
1455 Monitor Street
JULY 26, 2016 | 5-7 p.m.
-  **Felix C. Davis Community Center**
4800 Park Circle
JULY 27 & 28, 2016 | 5-7 p.m.

GET INVOLVED AND STAY INVOLVED!

SCDOT will use public input as part of the decision-making process to determine what type of changes will be made to I-526. There are many easy avenues to provide feedback! They include:

-  **Attending public meetings**
-  **Visiting the project website: www.526LowcountryCorridor.com**
-  **Completing a comment form at a meeting or on the project website**
-  **Emailing your comments to 526LowcountryCorridor@scdot.org**
-  **Mailing a letter with your comments to the Project Manager**
-  **Following the 526 Lowcountry Corridor on social media**



P.O. Box 191
Columbia, SC 29202-0191

SIGN UP FOR THE **526 LOWCOUNTRY CORRIDOR** MAILING LIST



Newsletters, like this one, and other media will be used to provide status updates and other information around critical project milestones. Newsletters will be distributed to residents and businesses in the project outreach area, as well as to anyone on our contact list. Visit the project website and submit your information via the online contact form to sign up for our newsletter and other public involvement notifications.



PROJECT CONTACT

For more information, please contact the SCDOT Project Manager:

Joy Riley, P.E., SCDOT | Project Manager

PO Box 191, Columbia, SC 29202-0191

(803) 737-1346

526LowcountryCorridor@scdot.org

526 LOWCOUNTRY CORRIDOR NEWSLETTER



Meet with us on your schedule.

www.526LowcountryCorridor.com

JOIN US ONLINE!

Virtual Public Information Meetings

The first 526 Lowcountry Corridor Virtual Public Information Meeting (VPIM) is now available online to provide all interested residents and businesses a basic overview of the project and the opportunity to provide feedback also. Learn about the project, see the map of the project area and find out how you can connect with the planning process. You can also fill out a survey to provide the project team with your thoughts and concerns about the project. The virtual meeting video and other materials are available on the project website, www.526lowcountrycorridor.com.

What we have heard so far...

COMMUNITY AND STAKEHOLDER MEETING UPDATE

The project team met with local stakeholders including business and agency representatives on June 30, 2016. Issues raised by stakeholders include: construction costs, project design alternatives, 526 interchange spacing, interchange improvements they would like to see, residential and business relocations, project analysis process, and project coordination efforts with local agencies, businesses, and property owners. Further meetings for business stakeholder groups -- large and small -- are scheduled for November 10.

Community meetings were held July 18 through July 28 in North Charleston and on October 25 for the West Ashley Community. Community members were given the opportunity to provide feedback on their current concerns about I-526 and the proposed improvement project via electronic and paper surveys as well as conversations with project team members.

Issues raised included: Congestion • Safety • Project Timeline • Increased Traffic in Neighborhoods • Air Quality • Noise • Quality of Life Impacts • Poor Drainage • Traffic Flow • Lighting on I-526 • Right-of-Way Acquisition • Truck Traffic • Train Traffic • Improved Transit • I-526 Speed Limit • EMS Access • Merging on I-526/I-26 • Local Road Maintenance • Wetlands • Creek Impacts

WHAT ARE WE EVALUATING??

FIELD SURVEY UPDATES

The planning process includes evaluating the potential impacts on 26 different resources and determining the impacts on people, the environment and traffic.

TRAFFIC STUDIES

These studies are being completed for the Lowcountry Corridor and its cross streets to determine future traffic growth trends. Historic trends and other area projects including the Airport Connector Road and the Palmetto Commerce Parkway Phase 3 were considered in the analysis and development of the rates of growth to forecast Annual Average Daily Traffic (AADT) volumes on the Lowcountry Corridor. The adjacent chart outlines the actual and projected number of vehicles per day on the Lowcountry Corridor from 1990 to 2050.

CULTURAL RESOURCES

A survey for historic buildings and archaeological sites was conducted this summer. Although there were some interesting findings no sites were found in the study area that are recommended to be eligible for listing on the National Register of Historic Places. A report with the findings of this survey is being prepared to be submitted to the S.C. State Historic Preservation Officer for their review and approval.

WETLANDS AND STREAMS

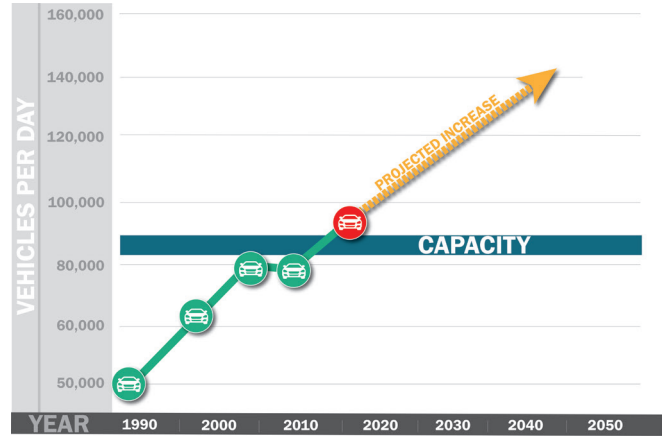
These features within the project study area have been surveyed. This survey will identify areas that are considered under the jurisdiction of the U.S. Army Corps of Engineers (USACE) and some of which are under the jurisdiction of the S.C. Department of Health and Environmental Control, Office of Ocean and Coastal Resource Management (OCRM). As is typical of the Lowcountry, there were many jurisdictional wetlands and streams found in the project area. A map of these will be prepared by the surveyors and provided to the design team so that they can work to avoid these areas. A package that shows all of these jurisdictional areas will be submitted to the USACE and the OCRM for their approval.

HAZARDOUS MATERIALS

A hazardous material study has been completed. This effort noted sites that may have had releases of hazardous materials or may contain hazardous materials that could be an issue for the development of design alternatives. While no environmental concerns were noted in connection with the project study area, a list of nearby properties with either confirmed or potential releases of hazardous substances has been prepared to ensure worker safety during construction of the project.

TOPOGRAPHIC SURVEY

The survey of existing topographical conditions is nearing completion. This provides information that is essential to the development of any design alternatives. It includes ground elevations and manmade features (like bridges and buildings) within the project study area. This is critical information for the design group to make sure that any proposed changes will fit with the existing roadway elements. During the topographical survey, monuments and other physical evidence of property lines are also located. This field information will be supported by highway records and property research to identify the right of way, or the existing property line for the highway. This will be used to determine what property may need to be acquired for any of the alternatives that are studied.



GET INVOLVED AND STAY INVOLVED!

SCDOT will use public input as part of the decision-making process to determine what type of changes will be made to I-526. There are many easy avenues to provide feedback! They include:

🛡️ Visiting the project website: www.526LowcountryCorridor.com

🛡️ Completing a comment form on the project website

🛡️ Emailing your comments to 526distribution@scdot.org

🛡️ Mailing a letter with your comments to Joy Riley (Project Manager)

🛡️ Following the 526 Lowcountry Corridor on social media

📘 Facebook - facebook.com/526Corridor

🐦 Twitter - [@526Corridor](https://twitter.com/@526Corridor)



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526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE III, Spring 2017

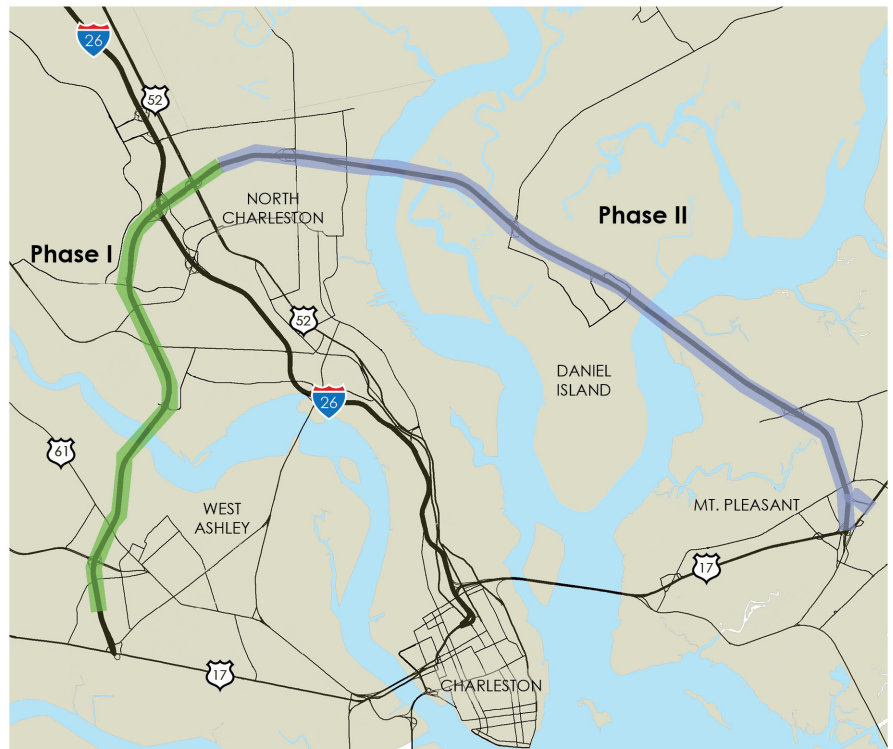
BREAKING NEWS!!

526 LOWCOUNTRY CORRIDOR WIDENING AND IMPROVEMENTS:

PHASES I AND II

A new portion of existing I-526 has been added to the 526 Lowcountry Corridor Project. This means that improvements are coming to all of existing I-526. Phase I, already underway, will address improvements to nearly 8 miles of interstate between the interchanges at Rivers Avenue in North Charleston and Paul Cantrell Boulevard in West Ashley.

Phase II preliminary development will start soon and will extend these operational improvements approximately 11 miles between mile marker 19 and mile marker 30. To address the existing and anticipated future traffic needs of this corridor, SCDOT, in cooperation with the FHWA, will be performing an in-depth analysis of the needs for this corridor. An Environmental Assessment will be prepared to promote informed decision-making for the improvements to Phase II of the Lowcountry Corridor.



www.526LowcountryCorridor.com

PROJECT DEVELOPMENT IS ONGOING HERE'S WHAT WE'VE BEEN DOING!

FOR PHASE I



✓ **Aerial Mapping**

- June 2016

✓ **Project Website Developed**

- July 2016

✓ **Stakeholder Meetings***

- Stakeholder Group: July & Nov. 2016
- Small Business Stakeholders:
November 2016

✓ **Community Meetings*
(N. Charleston & West Ashley)**

- July and October 2016

✓ **Preliminary Design Criteria
Memo**

- September 2016

✓ **Evaluation of Roadway
Deficiencies**

- October 2016

✓ **Virtual Public Meeting***

- October 2016

✓ **Completed Cultural
Resource Survey**

- October 2016

✓ **Future Traffic Projections
Completed**

- November 2016

✓ **Seismic Analysis Methods
Developed for Bridge
Evaluations**

- December 2016

✓ **Completed Underwater
Archaeology Survey**

- January 2017

✓ **Local Small Business
Outreach Initiative***

- March and April 2017

**Collected comments were studied prior to starting design efforts.*

SPECIAL STUDIES

Typically project pre-construction activities include many types of studies to determine potential project impacts. Research of possible historical and archaeological sites is one example. One of the many studies done as part of Phase I was the search for underwater archaeological sites in the Ashley River.

In the winter of 2017, Tidewater Atlantic Research conducted an underwater archaeological survey using magnetic and acoustic (sonar) equipment. The survey identified two magnetic anomalies, or unusual features that could indicate the remains of a vessel or some other underwater feature. One of the sites was determined not to be significant and no further analysis was required. The other site could be the remains of an old ship which may contain information about the maritime history of South Carolina.

DOT projects often result in the finding of historical or archaeological sites that might not be discovered without these pre-construction efforts. Impacts to significant sites are avoided when possible. One day, the mysterious nature of this site may be determined- Is it an old ship, or just a piece of debris lying on the floor of the river? But for now the site will be avoided, leaving it for another day to answer the questions about it.





526 LOWCOUNTRY CORRIDOR SPEAKERS BUREAU

As the 526 Lowcountry Corridor Design Team works to complete the project, SCDOT is looking for opportunities to share project information and updates with local community, residential, business and civic groups. The project leaders will be happy to meet with your organization.

Anyone wishing to have the 526 Lowcountry Corridor Project Team address their group is asked to provide their contact information and the group's meeting schedule via email, 526distribution@scdot.org, with the subject line: "Speakers Bureau."

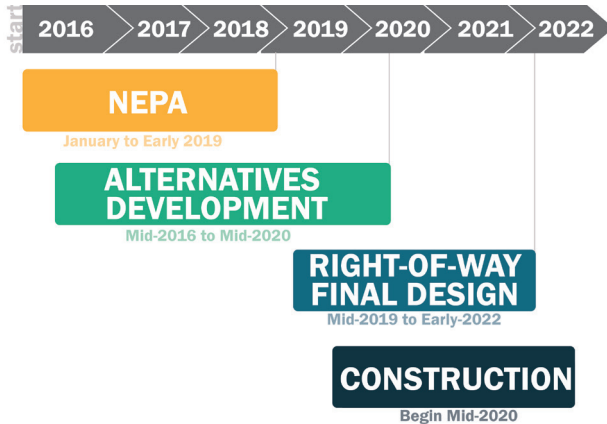
LOCAL SMALL BUSINESS OUTREACH INITIATIVE

As part of ongoing public outreach efforts, businesses located nearest the interchanges along the Phase I area were visited, provided project information, and invited to participate in the Small Business Stakeholder Group. The Project Team hopes that through this forum, issues and potential impacts unique to small businesses can be presented and made part of the decision process as the project continues to develop.

Six to seven meetings over the next two years are planned, with the next meetings to be held on May 24, 2017. If your business is located within or near the project study area and you would like to be a member of the Small Business Stakeholder Group, please provide your contact information via email at 526distribution@scdot.org.



PHASE I PROJECT SCHEDULE



THE PHASE II
PROJECT SCHEDULE
COMING SOON.

website
facebook
twitter
email
mail
phone



www.526LowcountryCorridor.com



www.Facebook.com/526Corridor



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526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE IV, Spring 2018

GETTING IT RIGHT FOR THE LOWCOUNTRY 526 LOWCOUNTRY CORRIDOR EAST HAS BEGUN!

As noted in the last newsletter, new work on a portion of existing I-526 has begun. Phase II of the project, 526 Lowcountry Corridor EAST, will extend east from the Rivers Avenue interchange to US 17 in Mount Pleasant. Initial survey and aerial mapping efforts are now underway, along with preliminary traffic and planning studies.

The first portion, formerly referred to as Phase I, is now called the 526 Lowcountry Corridor WEST, and extends west from the Rivers Avenue interchange to the Paul Cantrell Boulevard interchange in West Ashley.

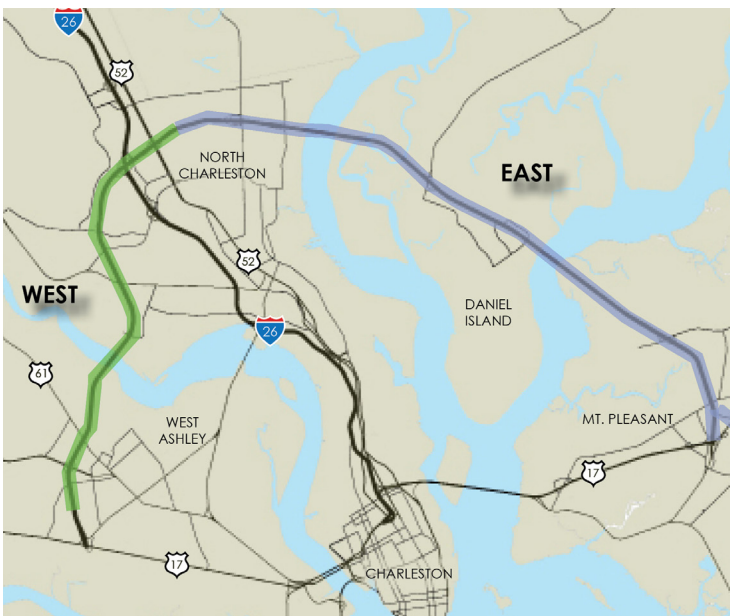
The South Carolina Department of Transportation's 526 Lowcountry Corridor Project team understands that this may be the best opportunity for the foreseeable future to make

significant improvements to the 526 Lowcountry Corridor. We heard the primary concern expressed in public comments, which was that the solution not be a short-term "Band-Aid" that does not fix the problem. This project must provide designs that not only address the current problems in the corridor, but these improvements must work well into the future. The team's approach is that it is much better to come up with the right approach for long-term benefits for the traveling public than to develop a "quick fix for 526."

To that end, the team has been working diligently to complete initial studies needed to begin developing conceptual alternatives for improving the project corridor. Since the start of the project, the team has completed many tasks, including:

- Aerial photographic mapping of the project area
- Baseline conditions hydrology report
- Wetland and stream survey
- Threatened and endangered species survey
- Historical and archaeological sites survey
- Underwater archaeological survey
- Hazardous material sites survey
- Crash analysis to identify problem areas
- Traffic modeling of existing/forecasting future conditions
- Preliminary concepts for improvements

During the course of these and other studies, the team identified many important issues, including the dynamic nature of growth in the Charleston area, the high cost of construction in the Lowcountry, and factors limiting options to improve existing transportation facilities. (CONTINUED ON PAGE 4 »)



DESIGNING FOR THE UNTHINKABLE

Between June and November, residents in the Charleston region are on high alert regarding the potential for a hurricane to make landfall in the Southeast. Fortunately, well-planned evacuation routes and procedures are in place if that occurs.

SCDOT's evacuation protocol for the Lowcountry region consists of reversing the eastbound lanes of I-26 to provide four lanes of westbound traffic flow. The lane reversal begins at the interchange of I-26 and I-526 and continues west until the I-26 interchange with I-77 just east of Columbia in Lexington County.

The 526 Lowcountry Corridor project must consider hurricane evacuation strategies, and design alternatives accordingly. Specifically, all interchange design concepts at the I-526/I-26 interchange must include hurricane lane reversal compatibility.

Under the existing plan, I-526 traffic approaching I-26 from the east is split into two lanes. The right lane exits normally to westbound I-26. Traffic in the left lane uses the I-26 East exit, but is diverted to travel west on the reversed lanes of I-26. This diversion takes place at a temporary crossover near the base of the ramp.

Traffic on I-526, approaching I-26 from the west, is directed to the I-26 East exit, but is then diverted to travel west on the reversed lanes of I-26. This diversion also takes place at a temporary crossover near the base of the ramp.



(DON'T) BRING THE NOISE

NOISE ANALYSIS OF HIGHWAY PROJECTS

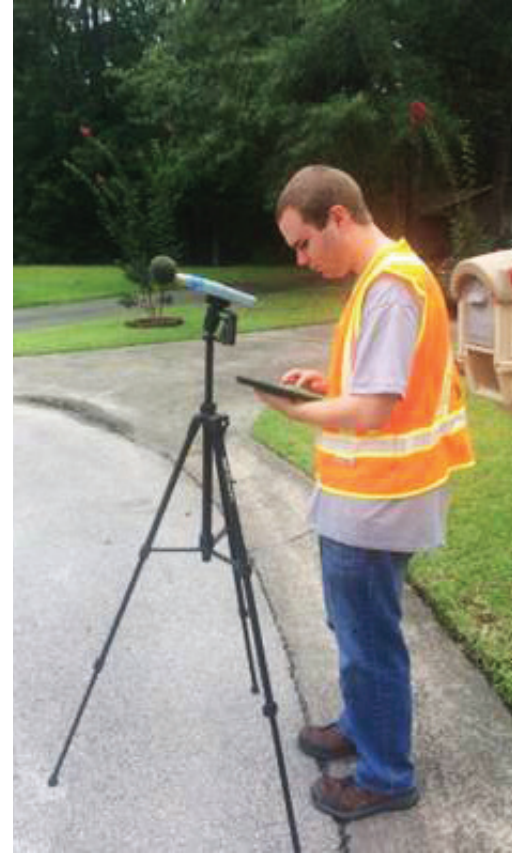
The Federal Highway Administration's (FHWA) regulation on highway traffic noise requires that we conduct noise studies when building new highways or changing or expanding existing ones. The purpose of a noise study is to learn whether highway traffic sounds will have an impact on nearby outdoor areas frequently used by people. All traffic noise studies and analyses prepared for SCDOT projects adhere to procedures and requirements established by Federal law and follow SCDOT noise analysis guidelines. Key steps in the process of analyzing highway traffic noise include:

✓ **Identification** of land uses in the project corridor that may be impacted by traffic noise. Residences, libraries, houses of worship, preschools and daycares, hospitals, schools and parks are the most common locations where a lowered noise level would be of benefit.

✓ **Measurement** of existing traffic noise levels throughout the project corridor. The measurements are taken at representative locations to ensure the noise model will predict realistic results. Some may ask why noise measurements were not taken at their house and assume that they were not considered for noise abatement. The measurements, however, are only used to set and verify the prediction model and not as a basis for noise abatement decisions.

✓ **Noise Modeling** is performed using an FHWA approved, computer-based noise model to predict future conditions with the proposed project. Noise projections are reported in decibels (dBA) and based on design year (typically 20 years in the future) traffic forecast information. The project's design details and terrain modifications are included in the model. SCDOT considers a location to be impacted when predicted noise levels reach or approach (within 1 dBA) the criteria for a specific activity area, or if the predicted noise substantially exceeds (more than 15 dBA) existing levels. In either of these situations, noise abatement is considered.

✓ **Noise Abatement** is considered for all noise-impacted locations. Consideration is based on feasibility (Can it be built?) and reasonableness (Does it fit in the community and is it cost effective?). Feasible noise abatement measures are those that provide a noise reduction of at least 5 dBA for 75% of the receptors in an impacted area and pose no safety, engineering, or access restrictions. Reasonableness is based on property owner input, the number of impacted locations that are benefited and the cost per benefited location.



For more information about SCDOT's traffic noise abatement policy and how it is applied, or about how noise is measured please [click here](#) and select 'Traffic Noise' from the dropdown menu.

In addition to the initial studies, the team reached out to the public by hosting nine meetings in communities along the corridor that could be directly impacted by the project. Public outreach activities also included frequent educational postings about the project on social media, implementing a project website that provides the public with information and the opportunity to ask questions and submit comments, and hosting multiple meetings for small businesses, large businesses, and other organizational stakeholders from the project area.

The team also became aware of many regional efforts to address transportation needs, some of which are on-going and some of which are completed. These endeavors include:

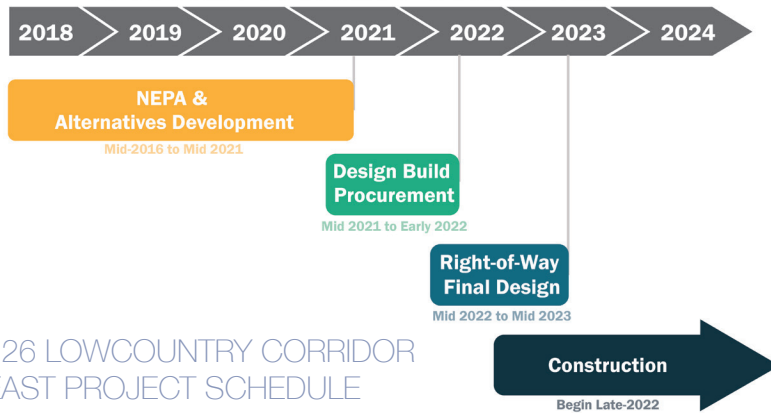
- The 526 Lowcountry Corridor WEST Traffic Operations Study (SCDOT)
- The 526 Lowcountry Corridor EAST Traffic Operations Study (SCDOT)
- The I-526 Corridor Management Plan (SCDOT)
- [The Regional Park and Ride Study \(Berkeley Charleston Dorchester Council of Governments, BCDCOG\)](#)
- [Lowcountry Rapid Transit \(Charleston Area Transportation Study, CHATS\)](#)

- [Lowcountry Go Travel Demand Marketing/Strategy Project \(BCDCOG\)](#)
- [The Regional Transit Framework Plan \(BCDCOG\)](#)
- The I-26 Corridor Management Study (SCDOT, which will include consideration of managed lanes)
- [Walk Bike BCD Bicycle and Pedestrian Master Plan \(BCDCOG\)](#)





These plans, studies, and projects are to be incorporated into a comprehensive CHATS Regional Interstate Congestion Management Plan (SCDOT).

The best path forward to developing a sustainable solution for the 526 Lowcountry Corridor is to consider the results of these studies and the ultimate recommendations of the CHATS Regional Interstate Congestion Management Plan. This will ensure that the appropriate options for addressing congestion are appropriately evaluated in the NEPA analysis process. Since these studies are in various stages of completion, the 526 Lowcountry Corridor project schedule has been revised so that the results of the transportation planning efforts can be part of the alternative development and the NEPA documentation processes. A copy of the new schedule for 526 Lowcountry Corridor WEST is shown below.

LOWCOUNTRY CORRIDOR WEST PROJECT SCHEDULE



INFORMATION

- 
www.526LowcountryCorridor.com
- 
www.Facebook.com/526Corridor
- 
[@526Corridor](https://twitter.com/526Corridor)
- 

Text i526 to 555-888 for project updates



PROJECT CONTACT

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526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE V, Fall 2018

EAST OUT OF THE DARKNESS *AN ELECTRICAL SURVEY ON THE DON HOLT*

The 526 Lowcountry Corridor: EAST project team is working to develop a master electrical lighting plan for the Interstate 526 Don Holt Bridge between U.S. Highway 52 and Clements Ferry Road. The primary focus of the plan is to restore power to the bridge between Rivers Avenue and Virginia Avenue, a span that has been unlit for more than two years.

To start, the project team used drones to gather aerial footage of the bridge's electrical and communication systems, which run underneath and alongside the structure and include measurement tools for fog, traffic, bridge clearance and more.

After shooting the drone footage, secondary inspections were conducted to assess the condition of the bridge's power panels, messaging boards, fog system and lighted roadway signs. Nightly lane closures were implemented to ensure safety for both the public and project team.

The inspections yielded a temporary solution to return power to this section of the bridge and bring lights and lighted signs back online in the near future.

The Don Holt Bridge has many communications systems:

- ITS Fog Alert System
- Variable Message Signs
- Traffic Camera System
- RACON Radar Marine Navigation System
- NOAA Air Gap Bridge Clearance Measurement System

DID YOU KNOW?

The original electrical and communications systems for the Don Holt Bridge were installed in the early 1990s.



Nighttime inspections were conducted on the Don Holt Bridge's existing electrical systems.

The 526 Lowcountry Corridor: EAST project team's traffic engineers have been hard at work. Traffic engineers are transportation engineers who study traffic patterns. They study roads and highways, as well as the habits of drivers and motorists who use them.

For the EAST project, traffic engineers first created a data collection report that quantified:

- Existing traffic volumes
- Crash history
- Peak hours of traffic
- Historical growth of traffic
- Location of the truck climbing lanes
- Location of bridge structures
- Shoulder widths
- Percent of trucks using the roadway
- Speeds
- Milepost locations and distances between interchanges
- Origin-Destination information of traffic

Using the Travel Demand Model, and the existing data, they were able to determine what traffic would be like in 2050 – both the overall daily traffic and peak hour (rush hour) traffic.

The project team also conducted a “capacity” analysis and “level of service” analysis for the EAST project area for 2017 and 2050, if no road improvements were made. This was done for I-526 itself, as well as the interchanges.

This up-front traffic analysis will provide baseline data to determine what proposed improvements are needed and keep cars flowing efficiently and safely.

ANALYSIS GLOSSARY

Capacity: How much traffic can the roads handle?

Level of Service: How much congestion can we tolerate?

BRIDGE SURVEY: A STUDY OF CURRENT CONDITIONS

Bridges make up about 60% of the 526 Lowcountry Corridor: EAST project. Because of that the EAST project team's structural engineers have been reviewing the bridges throughout the project area.

What are they looking for?

- Structural condition; what shape is the bridge in?
- Geometry; the shape, layout, and size.
- Overall suitability for use in the future EAST project.

This evaluation will outline potential design challenges to be addressed in future projects as well as assist in developing the approximate costs associated with the potential widening, reconfiguration or replacement of bridges, as needed, to accommodate traffic and safety

needs. This critical information will be used in the overall decision-making process for the EAST project.



The project team did a walkthrough investigation of the typical sections of bridges.

NATURAL AND CULTURAL RESOURCES SURVEYS NOW UNDERWAY



Assessment of baseline environmental conditions for the 526 Lowcountry Corridor: EAST project are well underway. In order to collect baseline data for the upcoming environmental document, field surveys are required. Analysis for both natural and cultural resources are currently in progress.

NATURAL RESOURCES

For natural resources, the team has begun to conduct a “wetland delineation”, which simply means defining the boundaries of wetlands, streams, and critical areas. This is done by determining the predominance of wetland vegetation, hydric (wetland) soils, and signs of hydrology (water). The delineation includes a flagged line in the field with an accompanying map detailing what is and what isn’t wetland.

Thus far, the EAST project team has delineated all wetland, stream, and critical-area features from the U.S. Highway 17 interchange in Mount Pleasant to the Wando River. Field work was delayed during September because of Hurricane Florence but resumed in October. The team will now begin surveying the Daniel Island area.

CULTURAL RESOURCES

Cultural resource surveys include both archaeological and architectural surveys. Our team of historians and



| *The James B. Edwards Bridge*

archaeologists conducted surveys within the project study area to identify resources potentially eligible for the National Register of Historic of Places (NHRP).

For the architectural survey, historic sites were identified within the project area that were fifty years old or older. An architectural historian visited previously recorded above-ground historical sites and identified several new above-ground sites. One site, the Long Point Schoolhouse located in the Snowden community, was identified in the project area and was recommended for NHRP eligibility. The school opened in 1904 and served the Snowden Community until 1953. Currently, the African American Settlement Communities Historic Commission is raising funds to relocate and restore the structure at the Snowden Community Center.

The archaeological team surveyed the project study area for archaeological sites. Field data is currently being evaluated and documented to establish resources that have the potential to be impacted by the project.



| *Long Point Schoolhouse*

WEST WEST PROJECT UPDATE

The 526 Lowcountry Corridor: WEST project team continues to refine alternative improvement plans for one of the region’s most important traffic arteries. The project’s WEST segment extends along Interstate 526 from Paul Cantrell Boulevard and Glenn McConnell Boulevard to U.S. Highway. 52/Rivers Avenue.

The team has analyzed existing and projected travel demands to help develop solutions for reducing congestion and improving traffic flow on I-526. This work includes improvement concepts for widening I-526, along with a number of options for improvements to the Interstate 26 and I-526 interchange, some of the most needed highway improvements in the Charleston region.

The WEST team is now refining initial concepts with an eye towards:



- Minimizing the impacts to the natural environment and adjacent neighborhoods/businesses.
- Ensuring future designs efficiently accommodate stormwater in the area.
- Minimizing the need to relocate water, sewer, gas, telephone, cable and other utilities adjacent to I-526.

The WEST project team is also working closely with the EAST project team to ensure a seamless project for the full length of 526 Lowcountry Corridor. This work will provide a crucial piece of mobility infrastructure as the Charleston region continues to grow.



CONTACT INFORMATION

 www.526LowcountryCorridor.com
 www.Facebook.com/526Corridor

 @526Corridor
 Text i526 to 555-888 for project updates



PROJECT CONTACT

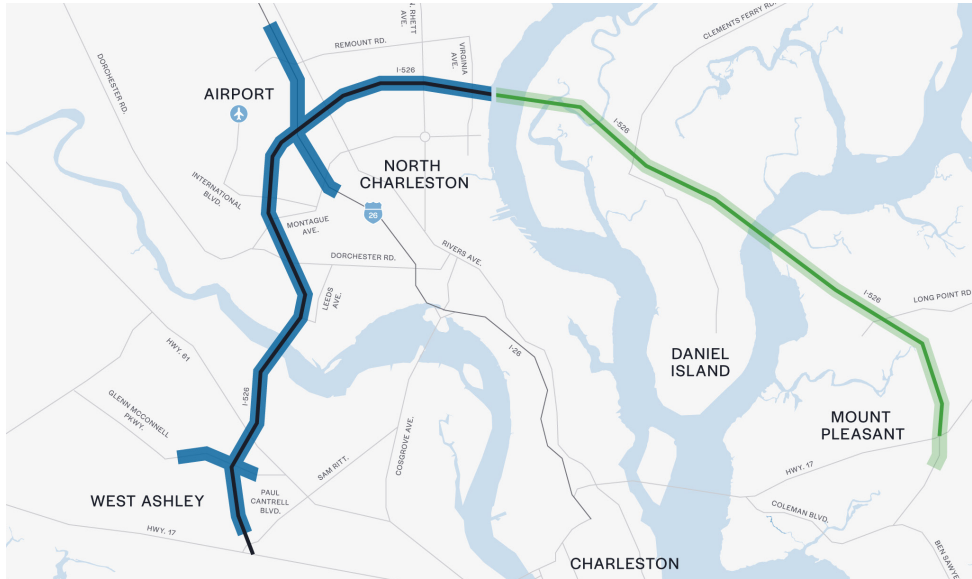
For more information, please contact:

Joy Riley, P.E., SCDOT | Project Manager
 PO Box 191, Columbia, SC 29202-0191
 (803) 737-1346
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SPRINGTIME FOR I-526 LCC

New Project Limits, Branding, and Website



■ I-526 LCC West Project ■ I-526 LCC East Project

As spring arrives with splashes of new color from the flowers and trees, the I-526 Lowcountry Corridor (LCC) emerges out of a long winter of planning and project development. Some significant project changes have developed over the last several months for these two projects that span the 23-mile corridor of existing I-526. For instance, the project limits have been updated. The I-526 LCC West begins at Paul Cantrell Boulevard in West Ashley and now extends to the new terminus of Virginia Avenue in North Charleston. The I-526 LCC East project, now begins at Virginia Avenue and follows the existing I-526 roadway to U.S. 17 in the Town of Mount Pleasant.

One key update is that an Environmental Impact Statement (EIS) is being prepared for the I-526 LCC West instead of an

Environmental Assessment (EA). The I-526 LCC East project is in the planning phase and project feasibility studies are in progress.

Additionally, the I-526 LCC West and East projects also have a new look. The I-526 LCC team has rebranded the two projects so they are easily recognizable and distinguishable. Along with a new look, the project website has been updated and restructured to accommodate information about both projects. The site is still at the same location 526lowcountrycorridor.org, just with a new look and feel.



MILE MARKERS

A look at where we've been and where we're going on the I-526 Lowcountry Corridor projects.

W I-526 LCC WEST

Where We've Been in 2018:

- ▶ [Project priorities established](#)
- ▶ Initial environmental studies completed
- ▶ Interchange concepts developed
- ▶ NEPA coordination for elevation to EIS

Where We're Going in 2019:

- ▶ Alternatives development and analysis
- ▶ Community and stakeholder meetings
- ▶ Public input on alternatives
- ▶ Begin developing preferred alternative

E I-526 LCC EAST

Where We've Been in 2018 & Where We're Going in 2019:

- ▶ Traffic analysis underway
- ▶ Survey data collection in process
- ▶ Environmental studies underway
- ▶ Public involvement plan being developed
- ▶ Bridge and roadway feasibility analysis underway

New Website Features Include:

- Educational videos
- Resource maps
- A mobile-friendly interface

I-26 Corridor Management Study

Examining ‘Managed’ Lanes

Managed lanes are separated from general purpose lanes by a physical barrier or pavement markings. These special purpose lanes are controlled to maintain free flowing traffic conditions.

Options Include:



Vehicle Eligibility

Buses or carpools



Access Control

Limited on and off ramps



Tolls

Traditional or congestion pricing



A GLOSS for WORDS

Don't be at "A Gloss for Words" when it comes to major infrastructure projects!

We explore and explain common transportation terminology below!

- ▶ **Corridor:** Transportation corridors are typically a linear area with one or more modes of transportation—such as highways, railroads, or public transit—linking major gateways and hubs, where both passenger and freight traffic mix.
- ▶ **Environmental Impact Statement (EIS):** An EIS is a full disclosure document that details the process through which a transportation project was developed, includes consideration of a range of reasonable alternatives, analyzes the potential impacts resulting from the alternatives, and demonstrates compliance with other applicable environmental laws and executive orders.
- ▶ **Environmental Assessment (EA):** An EA is prepared when the significance of a proposed project's effects are not clearly known. An EA essentially determines whether an EIS should be prepared. If significant impacts are identified, an EIS must be completed.

Could tolled, high-occupancy vehicle (HOV) or some other sort of “managed” lanes help improve traffic conditions in the Charleston region?

An ongoing SCDOT study aims to answer that question.

Managed lanes are freeway lanes separated from general-purpose lanes by a physical barrier or pavement markings. They are controlled to maintain free-flow traffic conditions—approximately 45 miles per hour—through vehicle eligibility (buses or carpool), access control (limited on and off ramps), and/or tolls (traditional or congestion pricing).

As part of the I-26 Corridor Management Plan project, the concept of a regional managed lanes network is being analyzed for all of existing I-526, as well as I-26 between Ridgeville and downtown Charleston.

SCDOT officials say the resulting analysis could provide options to improve future freeway operations.

“Because a network of managed lanes is truly evaluated as ‘system,’ the potential for such improvements are regional in nature,” said I-526 Lowcountry Corridor project manager Joy Riley.

The initial stages of the analysis will determine if managed lanes would benefit travelers. If viable, the concept will be refined to identify proposed start and end points and the type of lane to be implemented, whether carpool, express or some other option.

The study includes a review of further improvements to the I-26 corridor including congestion management and truck mobility improvements, transit service improvements, and interchange-level improvements throughout the I-26 corridor.

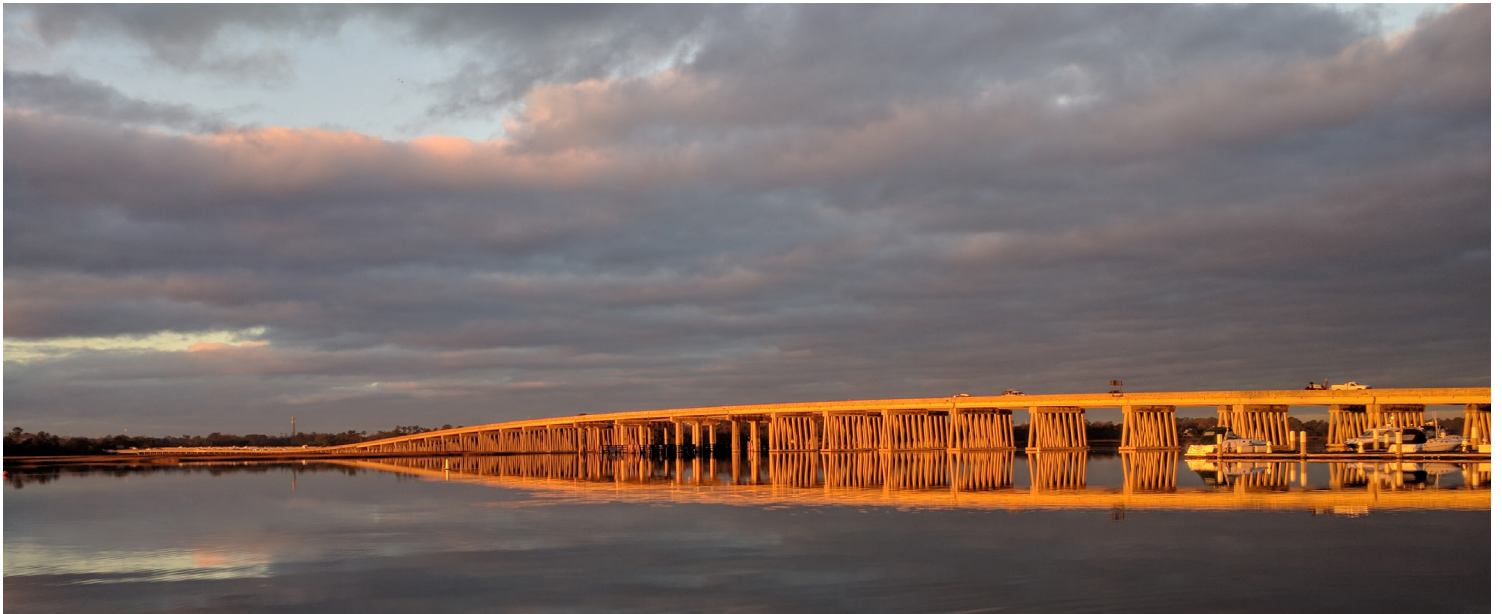
The preliminary findings of the I-26 Corridor Management Plan, including a regional managed lanes concept, will be presented for public input at a summer 2019 public meeting. Additional information regarding the public meeting will be available on the I-26 Corridor Management [project website](#).



Above: The I-26/I-526 interchange.
Below: Free-flowing traffic on I-526 LCC West.

Streamlined Environmental Review Process: One Federal Decision

WEST



The Westmoreland Bridge is a key piece of infrastructure on I-526 LCC West.

After initial analysis, it was determined that the environmental review for the I-526 LCC West project should be elevated from an Environmental Assessment (EA) to an Environmental Impact Statement (EIS).

The I-526 LCC West project will follow a streamlined environmental review process mandated by Executive Order 13807: Establishing Discipline and Accountability in the Environmental Review and Permitting Process for Infrastructure Projects.

This process applies specifically to projects undergoing an EIS.

Through a memorandum of understanding (MOU) called Implementing One Federal Decision (OFD) Under Executive Order 13807, federal agencies agree to actively participate in environmental reviews and communicate with one another in a structured process that starts early in the project development process so

that agencies can “identify concerns, raise potential issues early in the review process, and identify solutions.” The MOU also calls for cooperation to accomplish several relevant goals.

The goals of the streamlined process are:

- **Completion of all environmental reviews and permitting within two years of the publication of the notice of intent**
- **Active communication between agencies**
- **Concurrent agency reviews**
- **Development of a permitting timetable**
- **A commitment to the process and improvements of the process**

In addition to the MOU, a working agreement between the United States Coast Guard (USCG), United States Army

Corps of Engineers (USACE), United States Environmental Protection Agency (USEPA), United States Fish and Wildlife Service (USFWS), National Oceanic and Atmospheric Administration (NOAA), and Federal Highway Administration (FHWA) was reached for major infrastructure projects that require the preparation of an EIS. These agencies, along with state natural resource and regulatory agencies, have been actively engaged working together to develop a schedule to streamline the NEPA and permitting processes for the project. This should result in quicker delivery of this major project in the Lowcountry Region.

“The I-526 LCC WEST project is one of the first few Environmental Impact Statements in the nation being developed by SCDOT and FHWA under the One Federal Decision process.”

- Joy Riley, SCDOT Project Manager



Joy Riley speaks to Park Circle residents in March 2019.

Speaking of the I-526 LCC...

Project team engages community via speakers bureau

The I-526 Lowcountry Corridor project team met with community residents in North Charleston March 18, 2019, to answer questions and discuss project progress. The meeting, held at Felix C. Davis Community Center in Park Circle, was organized by North Charleston councilman Bob King and attended by more than 60 residents. If you're interested in having the project team speak to your neighborhood or group about the I-526 LCC projects, please [contact](#) SCDOT project manager Joy Riley.

BRIDGES OF THE LCC *In a region abundant with rivers, bridges play an important role in mobility.*



The Westmoreland Bridge

The Westmoreland Bridge (Ashley Crossing) is a Stringer, or Multi-Beam, Bridge that was opened 1982 with an overall length of 3,900 feet.



The Don N. Holt Bridge

The Holt Bridge (Cooper Crossing) is a Truss Bridge that was opened to traffic in 1992 with an overall length of 27,065 feet.



The James B. Edwards Bridge

The Edwards Bridge (Wando Crossing) is a Segmental Box Girder Bridge that was opened to traffic around 1989 with an overall length of 7,900 feet.

Contact Us:

We Want to Hear from You!

Your comments and suggestions are important to the development of a quality transportation project. We have multiple ways for you to stay informed about upcoming project-related events and information updates.



I-526 Lowcountry Corridor Project Manager

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Email

[Visit](#) our website to join our mailing lists, stay up to date, and get notified of public involvement opportunities.



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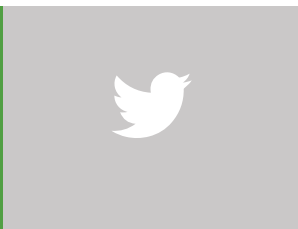
Social Media

Follow us on our social media channels for regular updates at [@526Corridor](#) on [Twitter](#) and [Facebook](#).



Text / SMS

Text 1526 to 555.888 for project updates via text message.



EAST → Planning & Environment Linkages (PEL) Study Being Prepared for I-526 LCC EAST

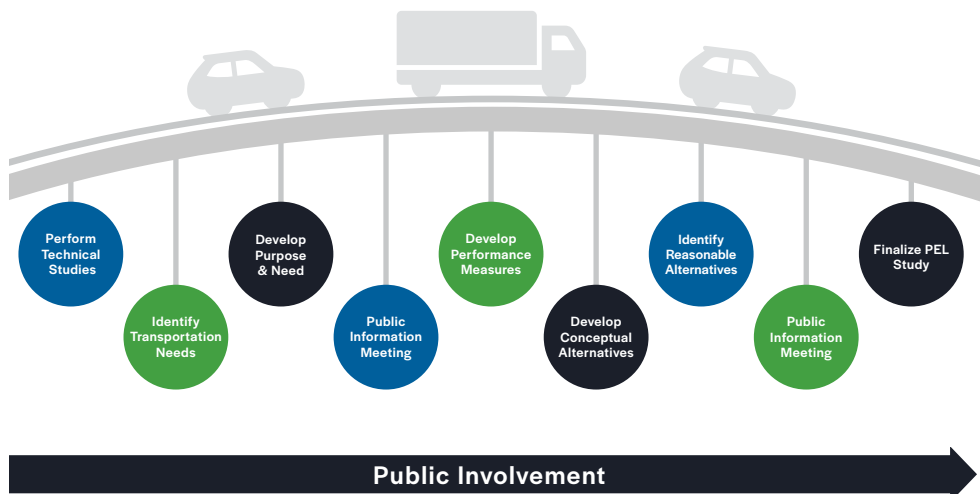
I-526 Lowcountry Corridor EAST (I-526 LCC EAST) project runs from approximately Virginia Avenue in North Charleston to US 17 in Mount Pleasant. Due to the major river crossings along the I-526 LCC EAST corridor, identifying feasible project alternatives and cost estimates are challenging without extensive planning efforts. Additionally, this corridor serves as a major economic connector in the lowcountry, linking the goods that flow to and from South Carolina's busiest port terminal with Interstate 26 and other integral components of the state's freight network. For these reasons, the I-526 LCC EAST project will move forward with a PEL Study. This will allow the project team to extensively study the challenges and

opportunities present in the area, and will allow public engagement regarding possible solutions.

A PEL study is a collaborative approach to decision-making used to identify transportation issues and environmental concerns. This integrated approach considers environmental, community, and economic goals early in the planning process and uses this information to streamline the transportation project development and environmental review process. The resulting information of a PEL study will be carried forward into the next phase of the project development process, the National Environmental Policy Act (NEPA) process.

The I-526 LCC EAST PEL study may result in the identification of multiple potential projects, such as intersection improvements or capacity improvements along the corridor, that could be phased and prioritized for implementation. This will help SCDOT understand the potential number of project packages, delivery methods, schedules, and costs to complete the improvements on this corridor.

I-526 LCC EAST PEL Study Process



PEL Study Benefits

As described by FHWA, potential benefits of a PEL study include:

- ▶ Improved sharing of information
- ▶ Elimination of duplicative efforts in planning and NEPA processes
- ▶ Improved communication and stronger relationships
- ▶ Early consultation and collaboration among stakeholders to identify potential impacts
- ▶ Accelerated project delivery
- ▶ Better environmental outcomes
- ▶ Timely permit decisions
- ▶ Mutually beneficial outcomes

For More Information Visit:

www.environment.fhwa.dot.gov/env_initiatives/pel.aspx

I-526 Lowcountry Corridor WEST: Where We've Been

WEST



Left: Joy Riley presents at a speakers bureau event in summer of 2017. Right: Check-in table at a Community Meeting.

The I-526 Lowcountry Corridor WEST (I-526 LCC WEST) will host a public information meeting on November 21, 2019 at the Charleston Area Convention Center. As we look ahead to this meeting in which alternatives will be presented to the public, we thought a look back at how we arrived at this point was important.

The I-526 LCC WEST project was born out of a 2013 planning study—the I-526 Lowcountry Corridor Analysis project. The purpose of this study was to evaluate potential approaches for improving traffic flow through the corridor. While this report included conceptual interchange and road widening alternatives, these were only evaluated from a traffic analysis standpoint.

Enter the National Environmental Policy Act (NEPA) process. In January 2016, the I-526 LCC WEST, initially called the 526 Lowcountry Corridor (Phase I), began the NEPA process to conduct an

Environmental Assessment along existing I-526 between Paul Cantrell Boulevard in West Ashley to Rivers Avenue in North Charleston.

Shortly thereafter, the newsletter, website, and social media were launched, and the first round of community, stakeholder, and local business meetings were held (July, October 2016).



Above: Community members engage in dialogue at a West Ashley Community Meeting.

Key issues raised included congestion and safety. Additional analysis conducted during this time included: traffic

studies; a survey for historic buildings and archeological sites; environmental studies; a hazardous materials study; and a topographical conditions study.

Following this initial level of analysis, the public was invited to participate in a virtual public meeting (October 2016.) During this time, several other local and regional planning efforts were underway, such as the I-26 Corridor Management Plan which includes consideration of managed lanes along I-526. Since these studies were in various stages of completion, the I-526 LCC WEST project's schedule was revised so the results of these transportation planning efforts could be part of the alternatives development and the NEPA documentation processes.

In the spring of 2018, the I-526 Lowcountry Corridor EAST project (formerly known as Phase II) was announced, extending along existing I-526, east from the Rivers Avenue interchange to US 17 in Mount Pleasant.

I-526 Lowcountry Corridor WEST: Where We've Been (Continued)

Initial studies showed severe congestion and safety concerns around the North Rhett/Virginia Avenue interchange resulting in revisions to both projects' limits to ensure the areas with the greatest challenges would be prioritized. I-526 LCC WEST would now extend from Paul Cantrell Boulevard in West Ashley to Virginia Avenue in North Charleston (as opposed to Rivers Avenue), and the I-526 LCC EAST project would pick up there instead. Additionally, the I-526 LCC WEST project was elevated to an Environmental Impact Statement. The project purpose was refined: to increase capacity and improve operations at the I-26/I-526 interchange and along the I-526 mainline from Paul Cantrell Boulevard to Virginia Avenue.

The upcoming public information meeting will provide the results of this extensive work to date and ask for your feedback on the purpose and need, the roadway improvement concepts (draft reasonable alternatives), community impacts, and more.



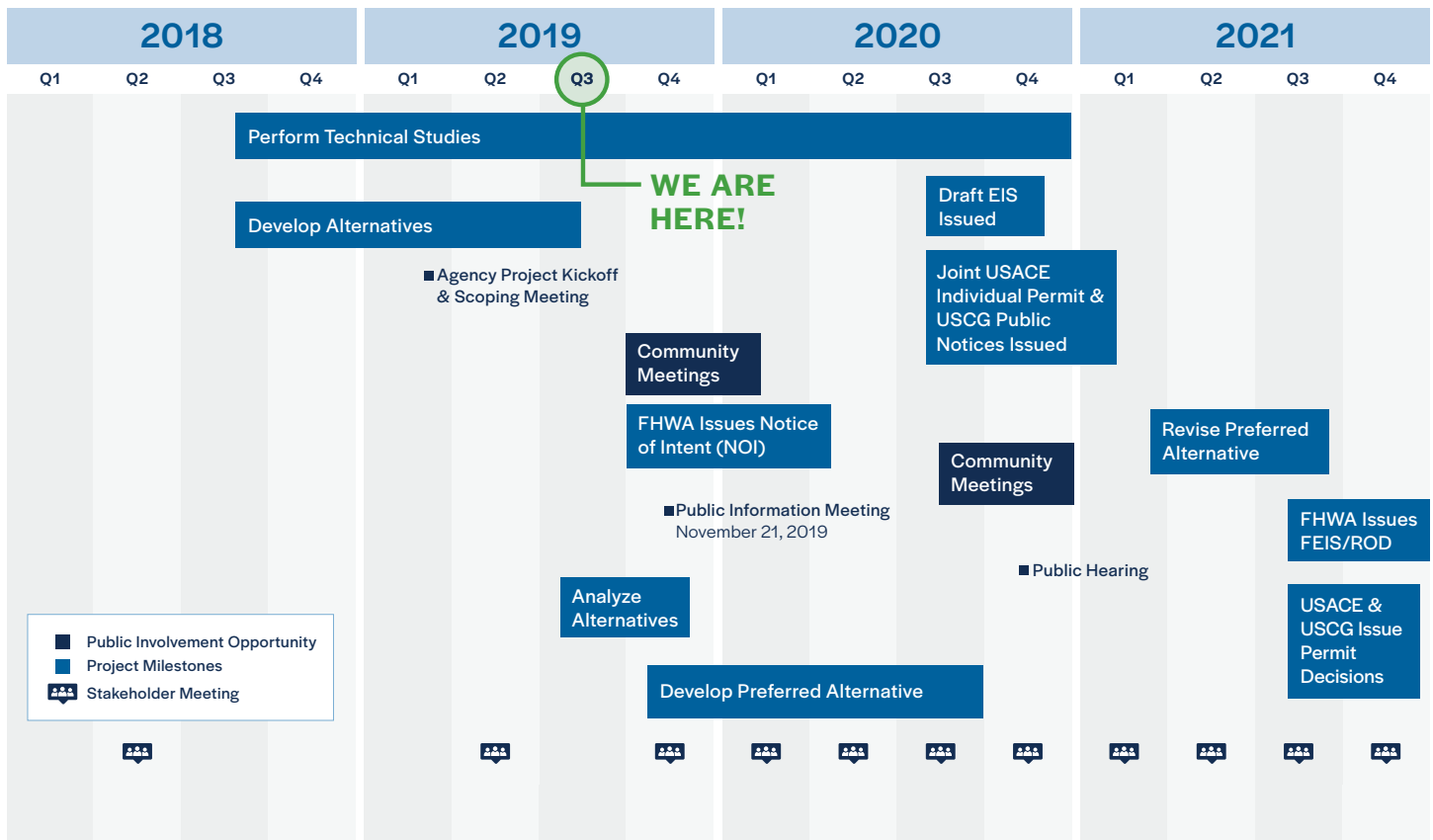
Above: Joy Riley speaks at a West Ashley Community Meeting.

Upcoming I-526 LCC WEST Public Information Meetings:

- ▶ **November 21, 2019 from 11 AM – 7 PM at the Charleston Area Convention Center**
- ▶ **Virtual Online Public Information Meeting will be available mid-November through January 4, 2020**



I-526 LCC WEST Timeline



* Current Schedule. Subject To Change.

Understanding Right-Of-Way Acquisition

Frequently Asked Questions

When SCDOT builds or improves roads and bridges, we often have to acquire property, known as right-of-way, or ROW. We have uniform practices for conducting property acquisitions, providing relocation assistance, and preparing appraisals. We follow the Uniform Relocation Assistance and Real Property Acquisitions Policies Act of 1970, which protects property owners' rights and ensures everyone is treated fairly and equitably during property acquisitions. Below includes several Frequently Asked Questions about ROW Acquisition. For more, visit our project website at 526lowcountrycorridor.com/west/faqs/ and watch our new video explaining this process!

Q: What is the process for determining the project footprint and which homes/businesses will be impacted by the project?

A: SCDOT roadway and bridge improvement projects are planned and developed through an extensive environmental review process, in accordance with the National Environmental Policy Act (NEPA). During this environmental review process, SCDOT performs environmental and community surveys and evaluates all the potential project alternatives that could be considered to meet the purpose and need of the highway improvements. The new right of way is established by standard offsets from proposed bridges, roadway fills, and drainage facilities that are required for SCDOT maintenance and service operations, as well as for incorporating modern design and safety standards into the proposed improvements. SCDOT seeks to find the project alternative that strikes the best balance between meeting the transportation needs and minimizing the impacts to the natural and human environments.

Community impacts, such as right-of-way impacts and property owner relocations, are considered as a part of the NEPA process. The public and potential impacted communities will be engaged throughout the NEPA process to gather input on the proposed project alternatives.

Q: When does the ROW process start?

A: The ROW acquisition process does not typically start until the NEPA process is completed and a NEPA decision has been issued by the Federal Highway Administration (FHWA), who is overseeing the project. If a build alternative is selected, SCDOT will develop the final ROW plans for the project. Once ROW plans are finalized, the plans will be provided to the SCDOT ROW agents and ROW acquisition activities would begin. In some cases, FHWA will allow an early ROW phase of work for complex project corridors with significant ROW impacts anticipated. SCDOT is currently seeking funding for an Early ROW phase on this project due to the complexity.

Q: How are you looking to minimize residential and commercial displacements along the I-526 LCC WEST corridor?

A: Finding the right balance between the project footprint and displacements is one of the most difficult challenges to any roadway project. SCDOT is minimizing ROW impacts through design by:

- ▶ Widening to the inside of the roadway first
- ▶ Bridges and retaining walls are being proposed through developed areas to greatly reduce the impacts that would be incurred with the use of a more cost-effective roadway section of fill
- ▶ Proposed roadway alignments have been located away from private properties as much as possible while still allowing for a safe and sufficient operating roadway to be built
- ▶ Minimum offsets from existing structures are being used that will still allow for construction and maintenance of traffic during construction to occur

Contact Us:

We Want to Hear from You!



I-526 Lowcountry Corridor Project Manager
Joy Riley, PE, PMP, CPM, SCDOT
E: 526distribution@scdot.org
P: 803.737.1346

Your comments and suggestions are important to the development of a quality transportation project. We have multiple ways for you to stay informed about upcoming project-related events and information updates.



Website

[Visit](#) our website to join our mailing lists, stay up to date, and get notified of public involvement opportunities.



Social Media

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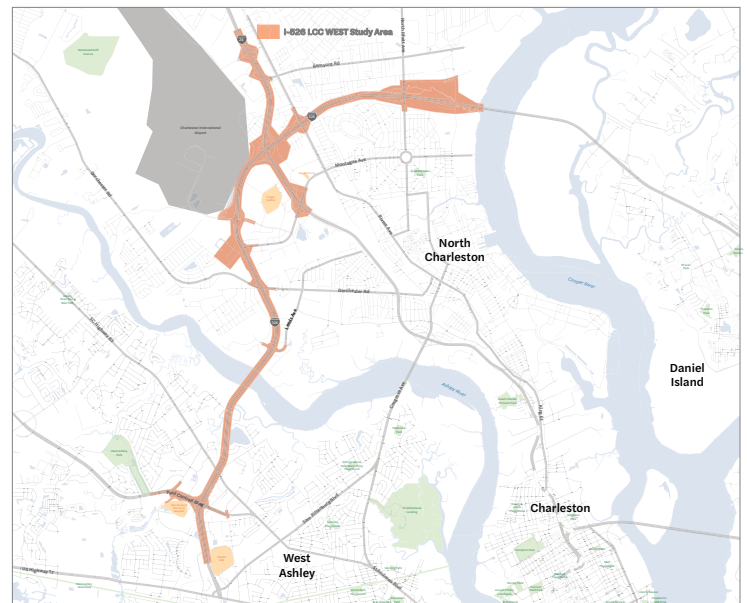
I-526 Lowcountry Corridor WEST Public Information Handout

Purpose of Public Involvement

Welcome to this public involvement opportunity. We appreciate your attendance! The purpose of these events is to provide you with an update and gather your comments on the I-526 Lowcountry Corridor WEST (I-526 LCC WEST) project.

Project Purpose and Need

The I-526 LCC WEST project spans approximately 9.7 miles between Paul Cantrell Boulevard in West Ashley and Virginia Avenue in North Charleston. SCDOT currently identifies the segment of I-526 between I-26 and Virginia Avenue as the most congested segment of interstate highway in the state. **The I-526 LCC WEST project's purpose is to increase capacity and improve operations at the I-26/I-526 interchange and along the I-526 mainline from Paul Cantrell Boulevard to Virginia Avenue.**



Traffic Analysis Highlights: *Measuring Congestion*

The traffic studies for the I-526 LCC WEST show that adding one lane in each direction (six lanes total) would not sufficiently reduce the traffic congestion to an acceptable level of service. Therefore, all proposed reasonable alternatives include adding two lanes in each direction for a total of eight lanes. The resulting levels of service are illustrated below.

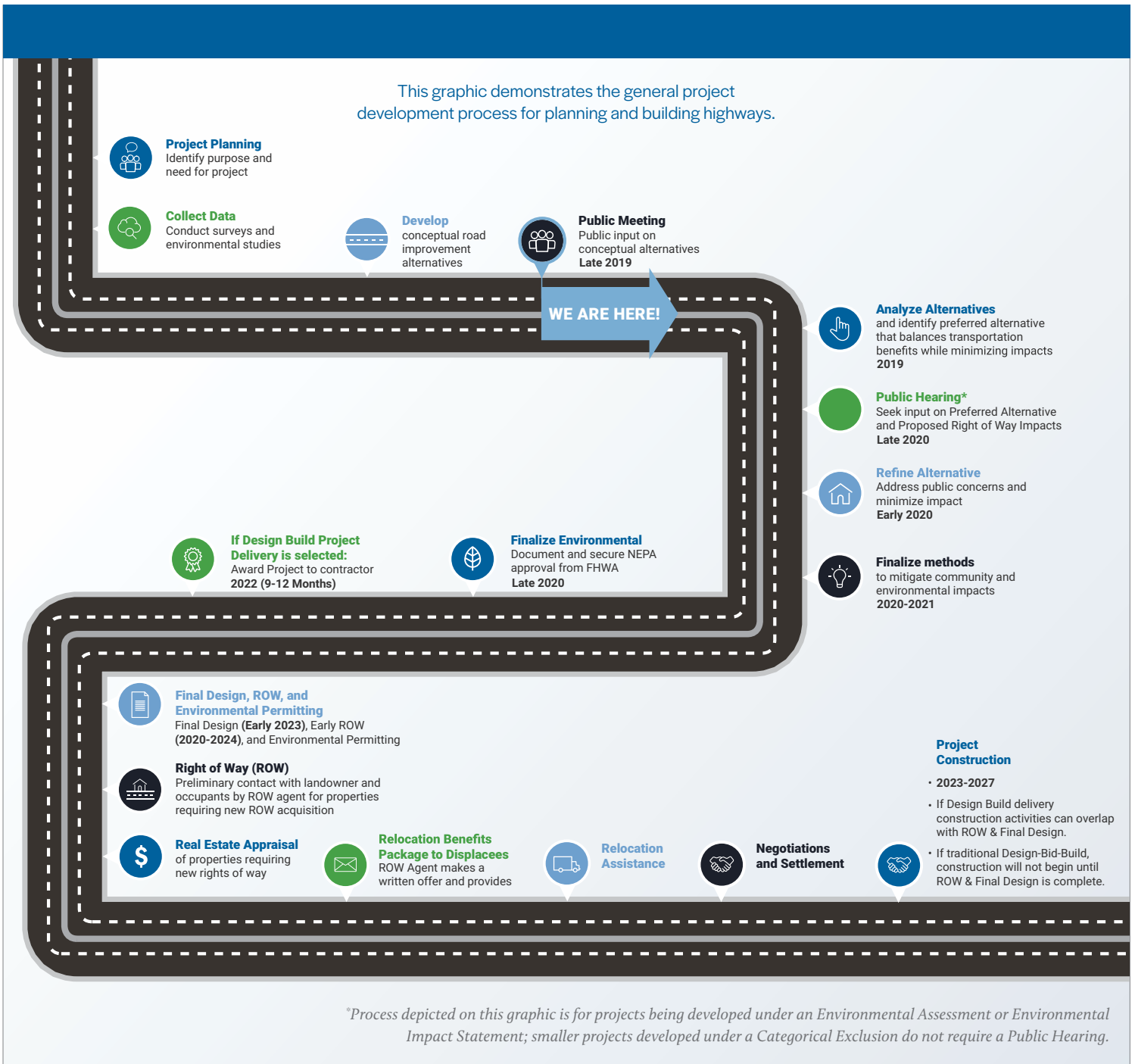
Level of Service (LOS)		Segment Description	No Build 2050 LOS	Build 2050 LOS	
				6-Lane	8-Lane (Proposed)
LOS A Free Flow	LOS D Approaching Unstable Flow	North of SC 7 (Sam Rittenberg Blvd) to Paul Cantrell Blvd	C	B	B
LOS B Reasonably Free Flow	LOS E Unstable Flow	Paul Cantrell Blvd to Leeds Ave	F	F	D
		Leeds Ave to Dorchester Rd	F	F	D
		Dorchester Rd to Montague Ave	F	E	C
		Montague Ave to International Blvd	F	D	C
		International Blvd to I-26	F	E	C
LOS C Stable Flow	LOS F Forced Flow	I-26 to Rivers Ave	F	D	C
		Rivers Ave to North Rhett Ave	F	E	C
		North Rhett Ave to Virginia Ave	F	F	D
		East of Virginia Ave	F	F	D

The Project Development Process

Over the last several years, the project team has been completing traffic studies and developing and analyzing alternatives that would provide the necessary improvements, while balancing the potential impacts to the natural and human environments. This fall's many public involvement activities represent a very important step in the process – providing opportunities for the community to review the proposed reasonable alternatives and provide meaningful input.

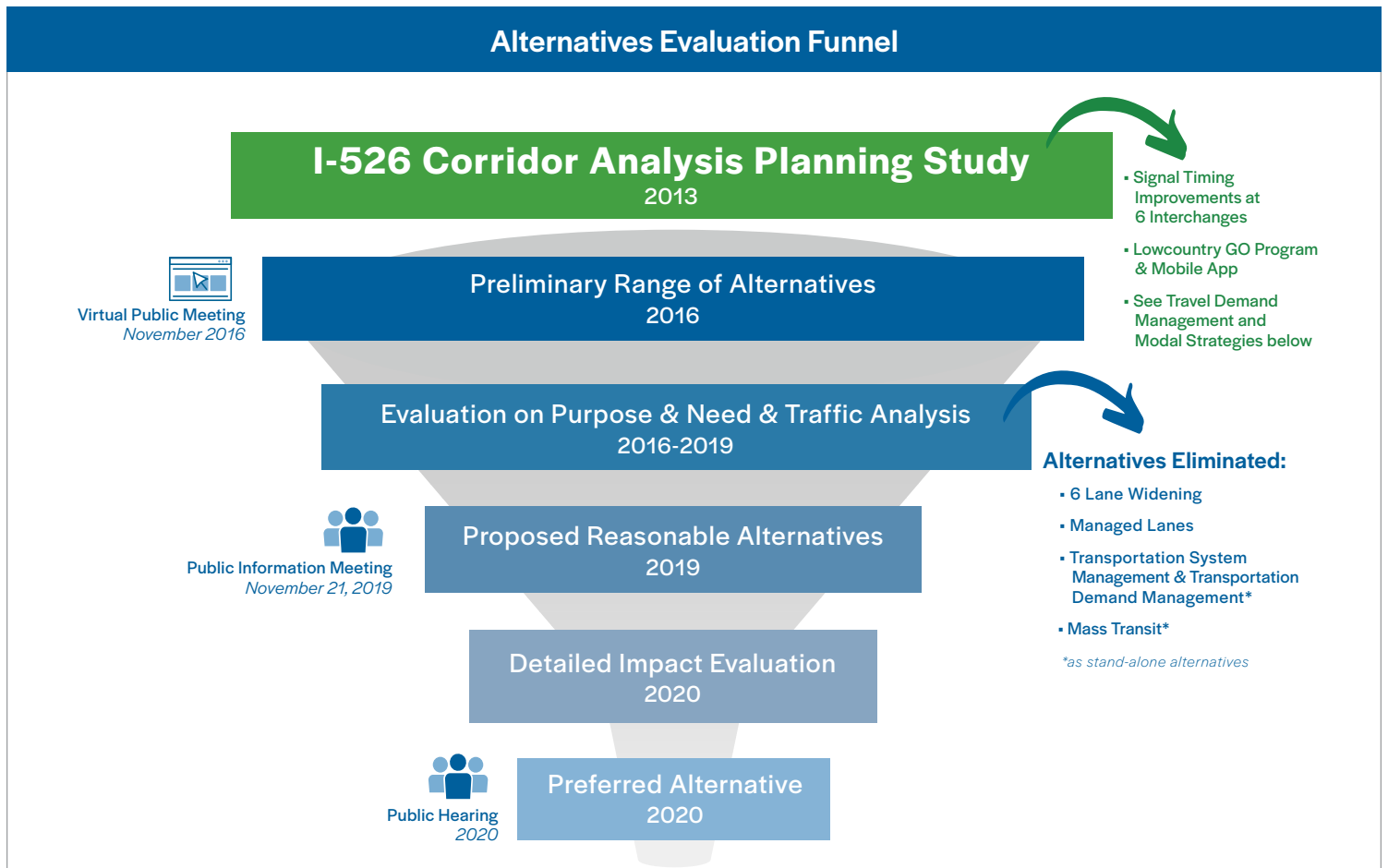
Moving forward, the project team will further analyze the alternatives with consideration of the public's comments and work towards selecting a preferred alternative. Fall of 2020, the project team will come back to the public to get your input on the preferred alternative.

From there, the project team will work towards obtaining final environmental approvals and begin selecting a contractor and design team to deliver the project to construction. The full project development process is illustrated below.











Alternatives Evaluation Criteria

SCDOT identified congestion and operational issues along I-526 LCC WEST through a Corridor Planning Study completed in 2013. Numerous projects were funded as a result of this study, including signal-timing improvements, LowcountryGo initiatives and this capacity improvement project. While these strategies are expected to reduce traffic (illustrated below), the Planning Study also identified the need for additional capacity and improved interchange design. The project team continued to study and develop the preliminary range of alternatives that was identified through the planning study. Extensive traffic and environmental studies were conducted to identify the reasonable alternatives that best met the purpose and need of the project, while balancing the potential impacts to the natural and human environments. The proposed reasonable alternatives have been identified in this booklet for your review and consideration. After careful consideration of public input, the project team will work over the next year to further analyze and refine the alternatives and select a preferred alternative for presentation to the public in the fall of 2020.



Travel Demand Management and Modal Strategies: Traffic Reduction Potential

As identified in the 2013 I-526 Corridor Planning Study listed above.

 Carpools/Rideshare Matching Vanpools -2%	 Transit Pass/Financial Incentives -1.5%	 Telecommuting/Compressed Work Week -0.1%	 Work Flex Time/Staggered Work Hours -0.5%
 Bike/Walk Enhancements -0.1%	 Education/Promotion -1%	 Bus Rapid Transit -3.4%	 Shift to Rail Freight -3.5%

Proposed Reasonable Alternatives: Focus on Interchange Improvements

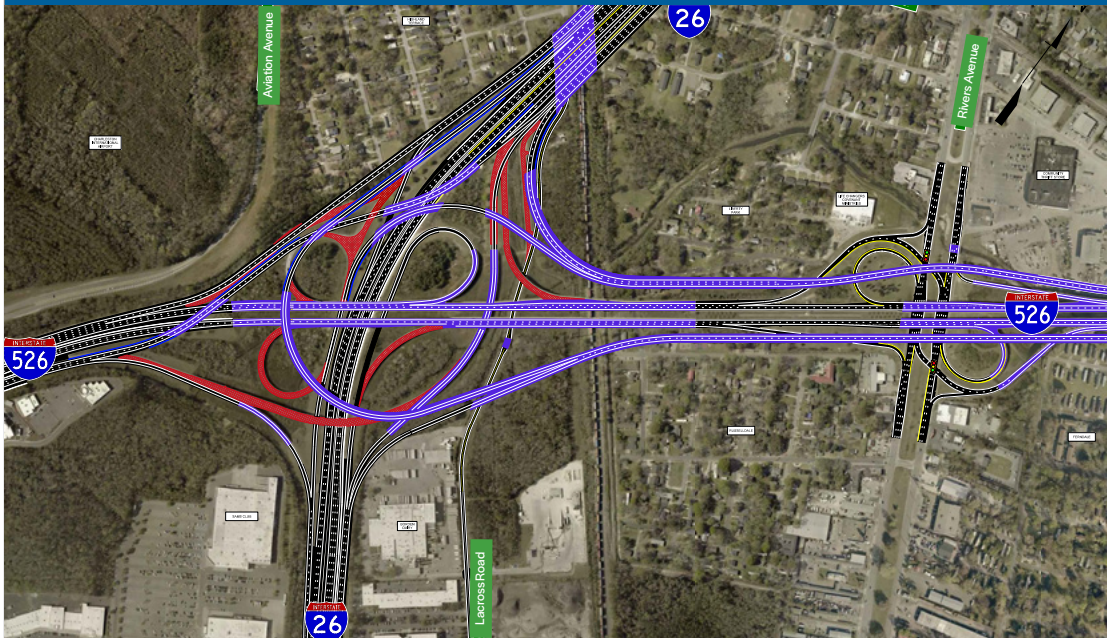
The alternatives evaluation process has resulted in the following proposed reasonable alternatives, designed to increase capacity and improve operations along I-526 between Paul Cantrell Boulevard in West Ashley and Virginia Avenue in North Charleston. The proposed reasonable alternatives are the options that best meet the purpose and need of the project, while minimizing impacts to the communities and natural environment. For a more detailed view of these maps, including the proposed new right of way, we encourage you to visit our project website or come to our community office.

 Removal of Roadway

 Existing & Proposed Roadways

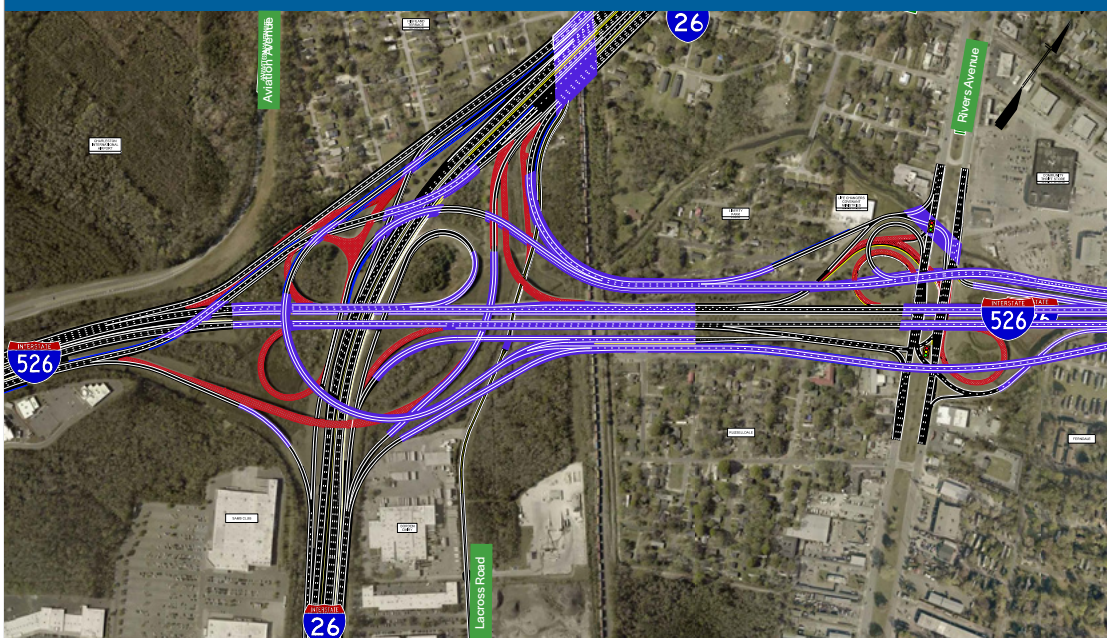
 Existing & Proposed Bridges

I-526/I-26 Alternative 1



- Replaces two of three cloverleaf ramps with higher capacity ramps to alleviate congestion
- Expands I-26 collector-distributor roads
- Increases I-26 through capacity
- Maintains access from Rivers Avenue to I-526
- Prevents access from Rivers Avenue to I-26

I-526/I-26 Alternative 1A



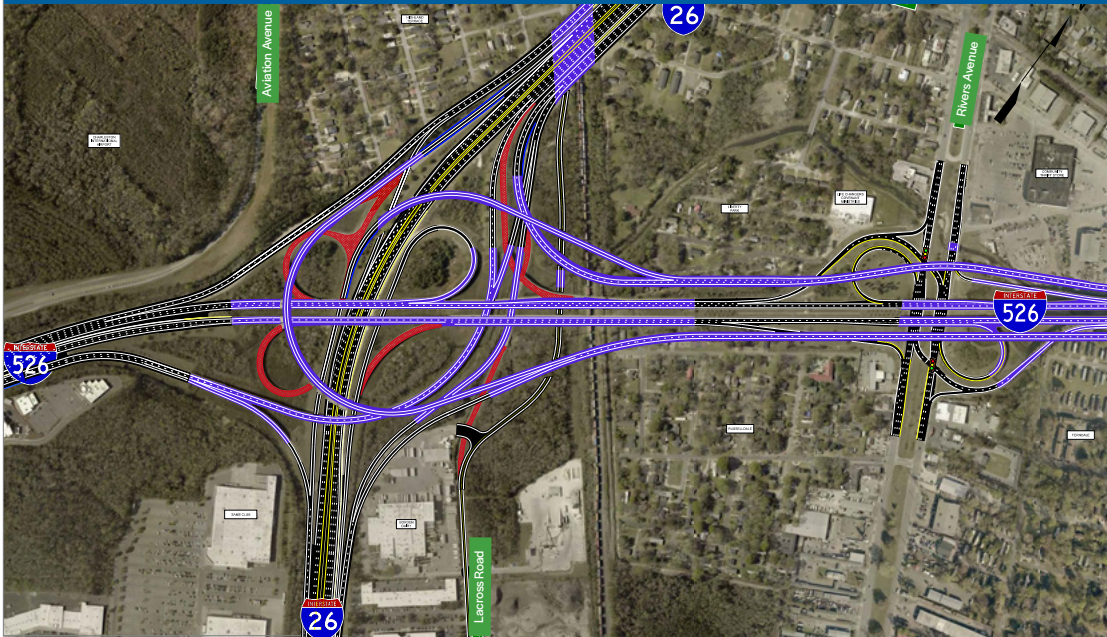
- Similar to Alternative 1, except Alternative 1A provides additional ramps resulting in direct access from Rivers Avenue to I-26

▣ Removal of Roadway

▬ Existing & Proposed Roadways

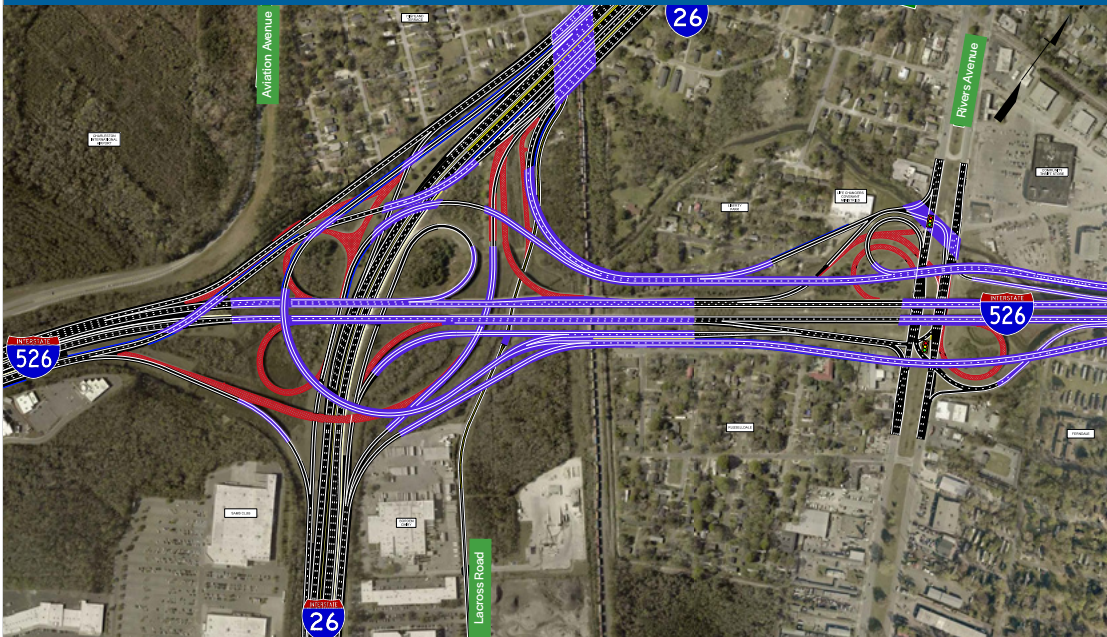
▬ Existing & Proposed Bridges

I-526/I-26 Alternative 2



- Similar to Alternative 1 except Alternative 2 utilizes existing directional ramp from Eastbound I-526 to Westbound I-26

I-526/I-26 Alternative 2A



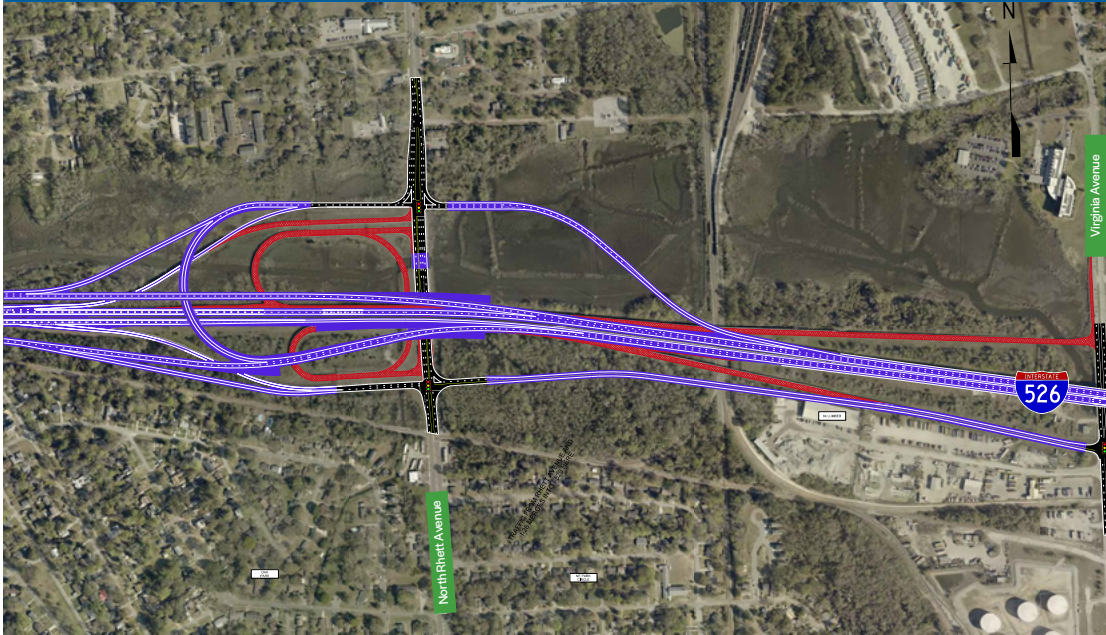
- Similar to Alternative 1 except Alternative 2 utilizes existing directional ramp from Eastbound I-526 to Westbound I-26

▣ Removal of Roadway

▬ Existing & Proposed Roadways

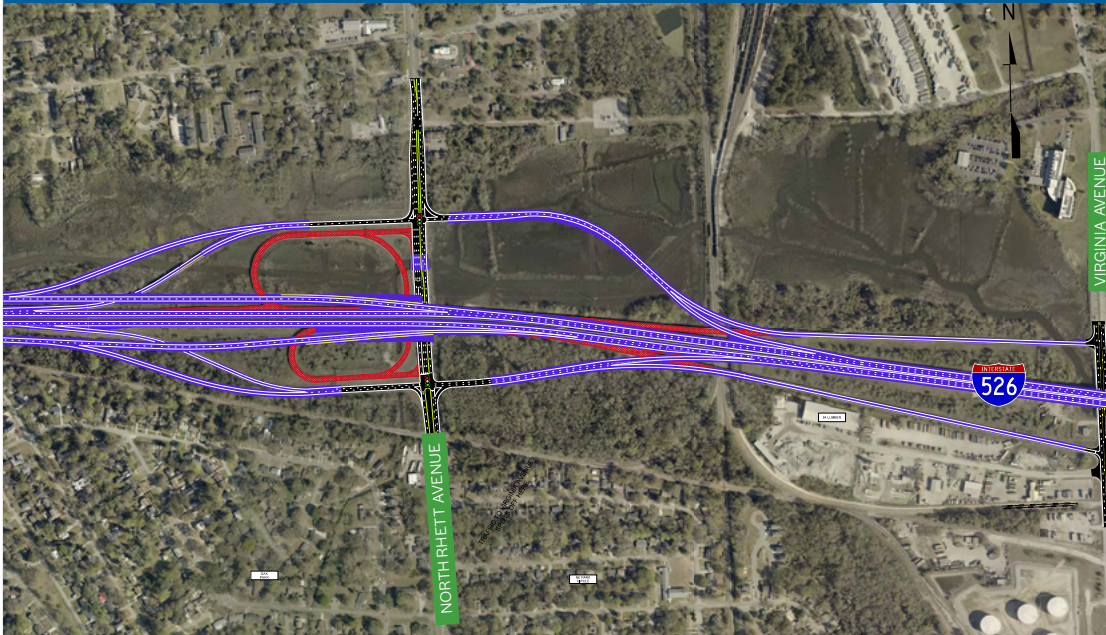
▬ Existing & Proposed Bridges

I-526/N. Rhett Avenue Alternative 1



- Provides access from one intersection on N. Rhett Avenue to Eastbound and Westbound I-526
- Provides separate, two-way frontage road between N. Rhett Avenue and Virginia Avenue
- Provides separate connections from N. Rhett Avenue to mainline I-526 and to collector-distributor roads

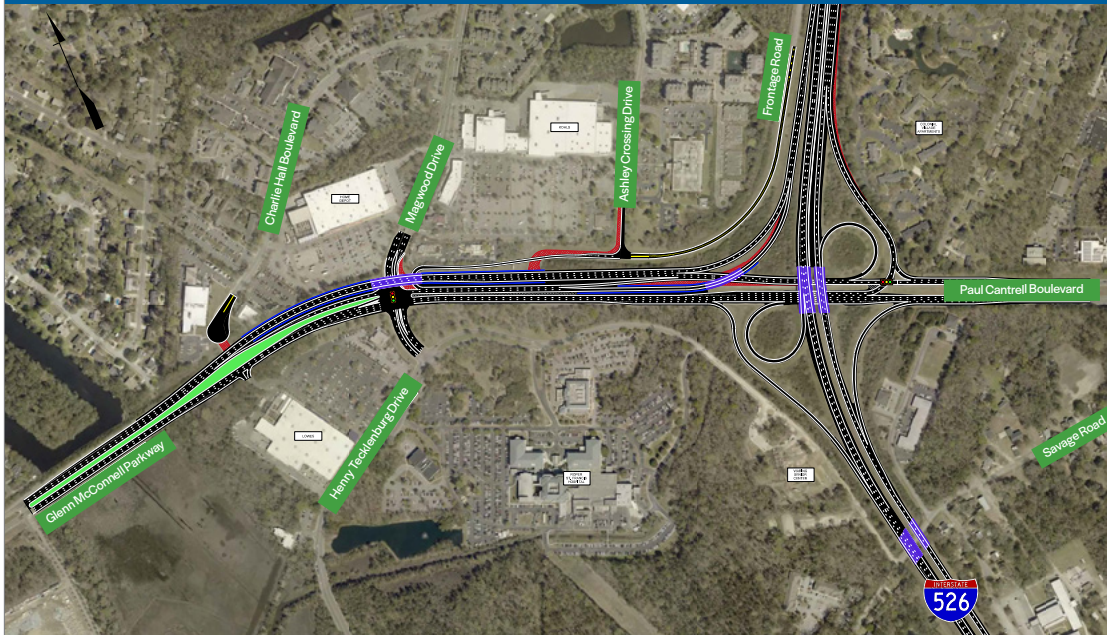
I-526/N. Rhett Avenue Alternative 2



- Entrance ramps begin at separate intersections for Eastbound and Westbound I-526
- Provides separate, one-way frontage roads on either side of I-526 connecting N. Rhett Avenue to Virginia Avenue
- Provides separate connections from N. Rhett Avenue to mainline I-526 and to collector-distributor roads

▨ Removal of Roadway
 ▬ Existing & Proposed Roadways
 ▬ Existing & Proposed Bridges
 ▬ Grassed Median

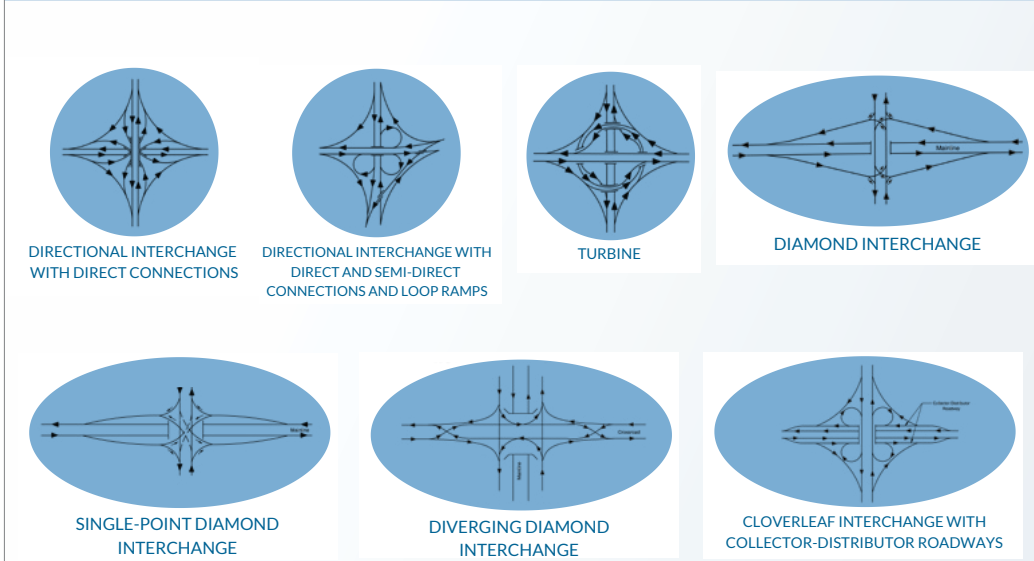
I-526/Paul Cantrell Boulevard Alternative 1



- A new bridge will carry the Westbound lanes of Paul Cantrell Boulevard over the intersection with Magwood Drive
- The Westbound exit ramp from I-526 to Westbound Paul Cantrell Boulevard will be widened and use this new bridge to bypass the Magwood intersection

Other Alternatives Evaluated

Interchange Types



Alignments



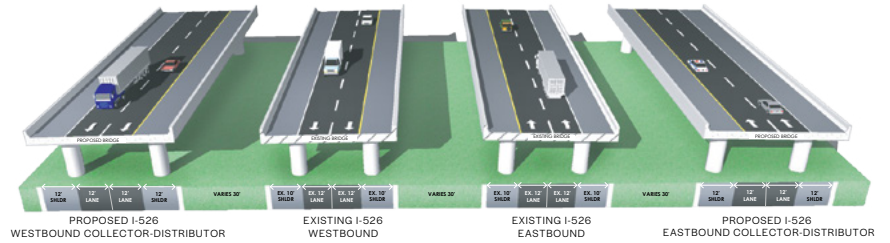
Typical Sections of Mainline Improvements

The below are representative of the typical sections of improvement. This includes the proposed lane configurations, median types or whether a section is elevated. The descriptions and graphics below correspond to the labeled letters on the map to the right.

A. Interstate I-526: Existing I-526 2-lane Viaducts Retained and Proposed 2-lane Structures to Outside

- The existing elevated structure section between I-26 and Virginia Avenue will remain
- An elevated two-lane collector-distributor road will be added in the Eastbound and Westbound direction with direction connections to Eastbound and Westbound I-26

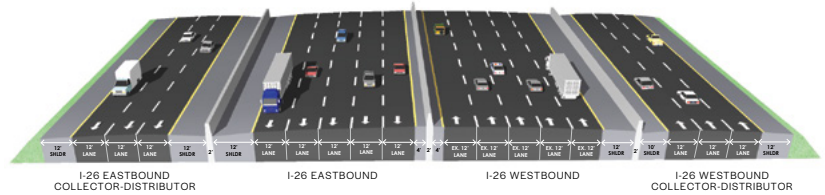
A



B. Interstate I-26: I-26 Typical Section from Remount Road to I-526/I-26 Interchange

- Existing 10-lane section of I-26 from Remount Road to the I-526 interchange
- Three lane collector-distributor roadways are proposed on either side of the 10-lane facility in order to reduce congestion

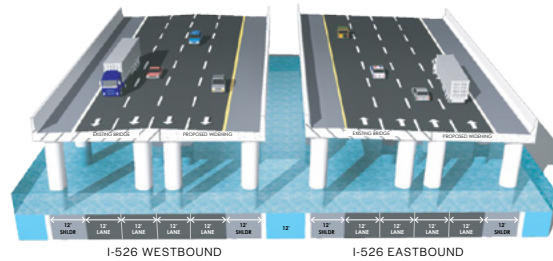
B



C. Interstate I-526: Typical Section of Improvement I-526 Mainline Ashley River Bridges

- Mainline widening of the Eastbound and Westbound bridges over the Ashley River

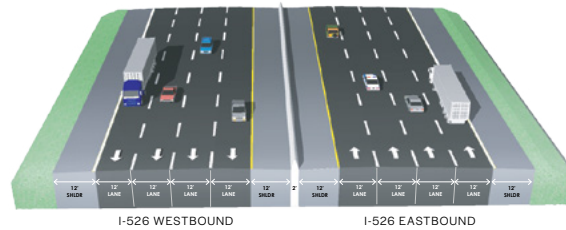
C



D. Interstate I-526: Typical Section of Improvement I-526 Mainline Eastbound and Westbound

- Widening from 2 lanes to 4 in each direction is proposed for I-526 with widening occurring to the center
- A barrier is proposed for the center of the 8-lane facility
- 12-foot shoulders to the inside and outside are planned as a safety measure

D

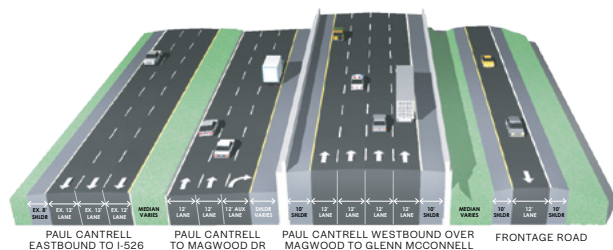


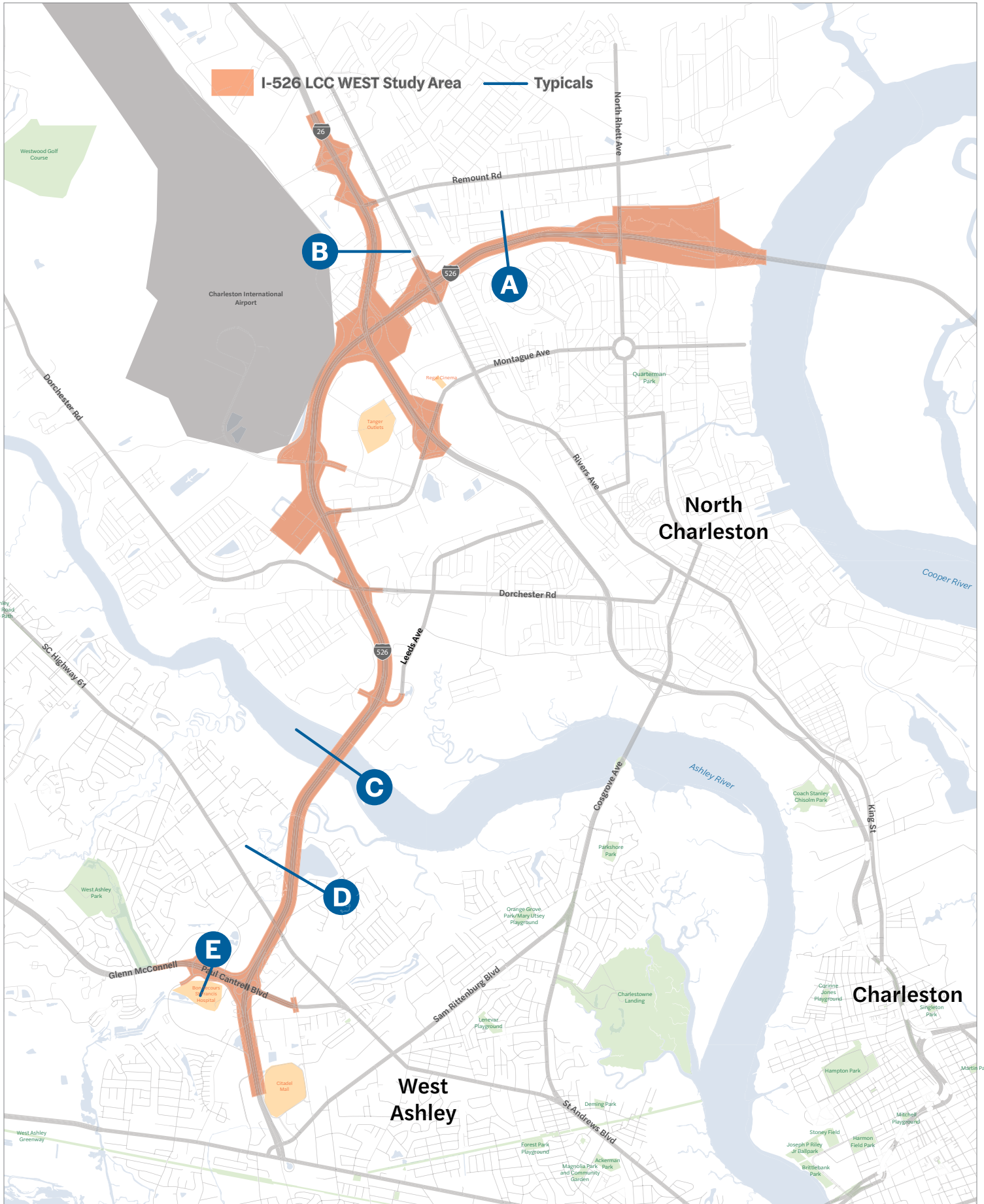
E. Paul Cantrell Blvd: Ashley Crossing Drive to Bridge Over Magwood Drive

Left to Right:

- Existing Eastbound & Westbound Paul Cantrell Boulevard
- The new bridge heading Westbound over Magwood Drive to Glenn McConnell Parkway
- The frontage road will remain for two-way local traffic from Ashley Crossing Drive to Ashley River Road
- The frontage road will be one-way from Magwood Drive to Ashley Crossing Drive

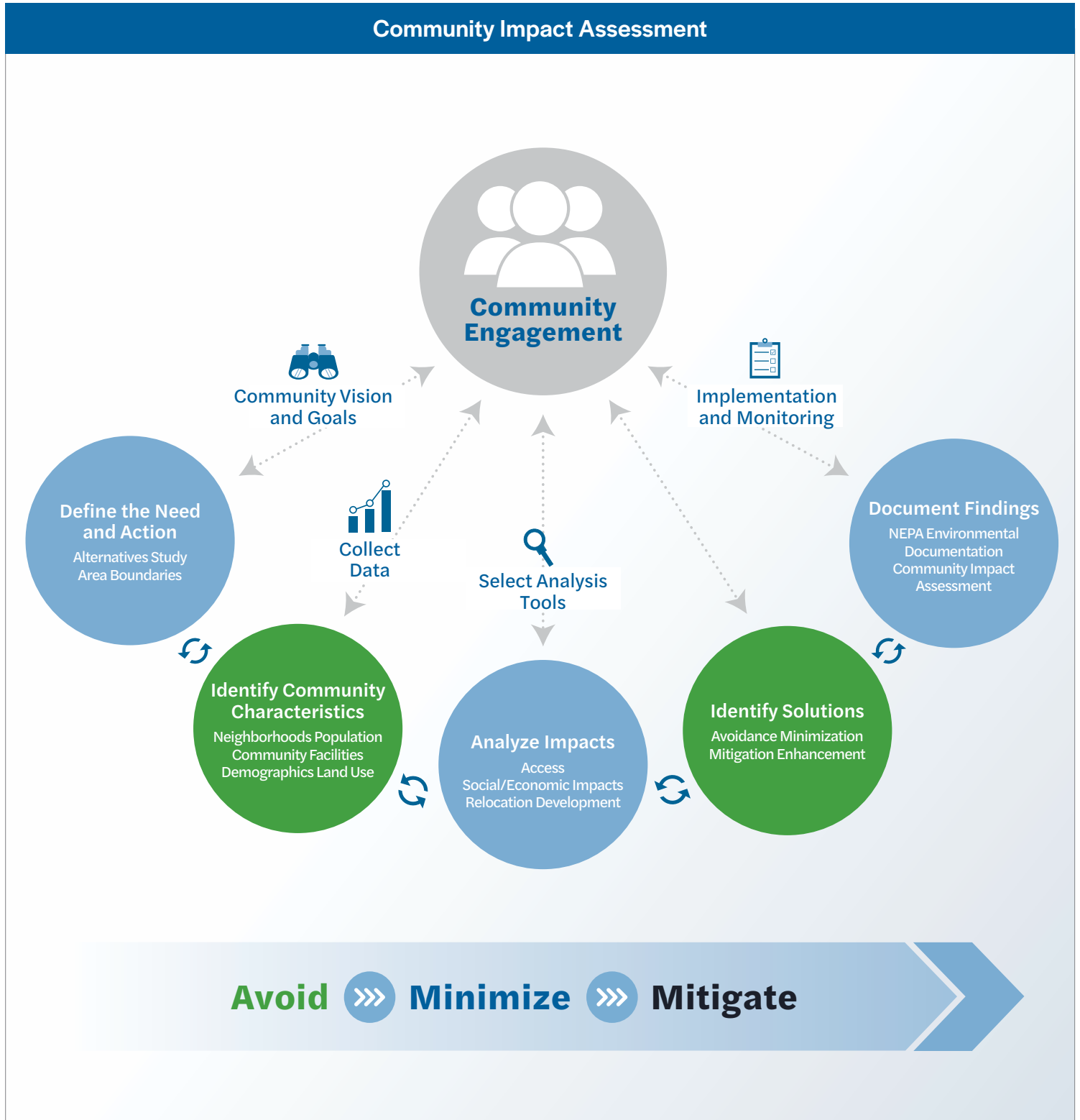
E





Community Impact Assessment

After the initial evaluation of the preliminary alternatives, it was determined an environmental impact statement, or EIS, should be prepared for the I-526 LCC WEST project. An EIS is a full disclosure document detailing the process through which a transportation project was developed, includes consideration of a range of reasonable alternatives, analyzes the potential impacts resulting from the alternatives, and demonstrates compliance with other applicable environmental laws and executive orders. The illustration below follows the Community Impact Assessment process with the EIS.



Environmental Justice

Environmental justice is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

Equity is our AIM in the Project Development Process

Environmental Justice, Public Involvement, NEPA and Title VI all work together in order to ensure equity to traditionally underserved populations

SCDOT is providing a variety of engagement opportunities to meet and discuss this project and its potential impacts and benefits to the public.

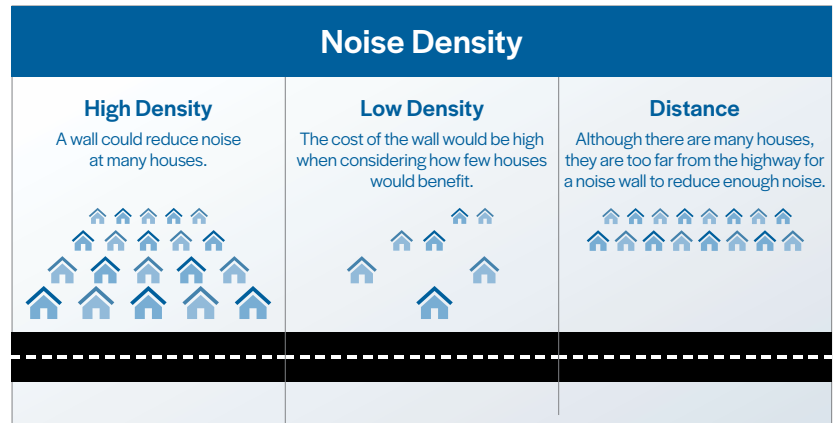


Environmental Justice Outreach Strategy

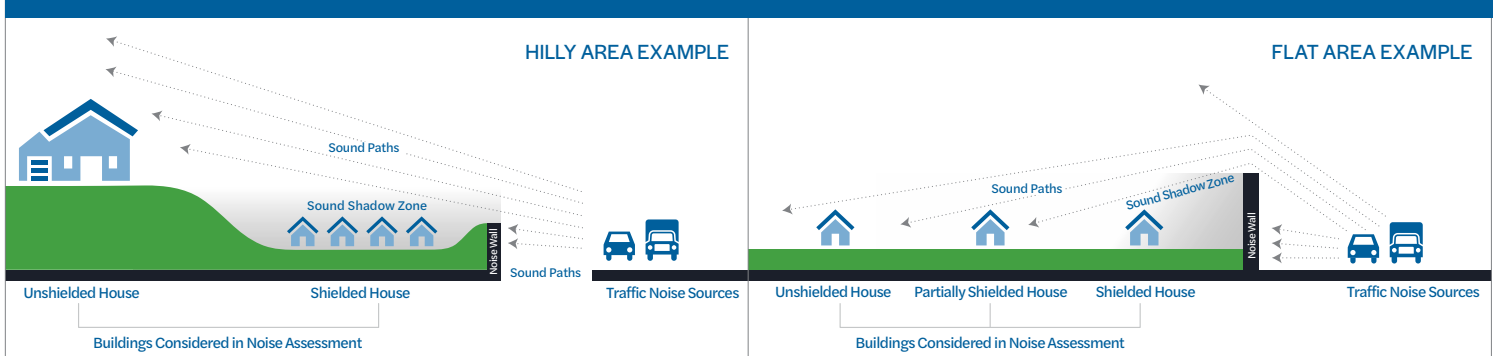
- 01 Small Group Meetings
- 02 Meet on Your Schedule
- 03 Walkable Office Location
- 04 Community Liaisons
- 05 Right-of-Way Specialists
- 06 Project Hotline
- 07 Community Council
- 08 Subject Matter Experts

Highway Traffic Noise

SCDOT recognizes the impacts that highway traffic noise may have on citizens and will do what is reasonable and feasible to lessen these effects. Our team conducted noise readings within the project study area to understand the current noise levels. As part of the project development process, we perform noise studies on each of the proposed reasonable alternatives presented today. These studies will allow the project team to demonstrate the potential change in traffic noise if the project is constructed and help identify design strategies to reduce the noise. The illustrations in this section show how SCDOT evaluates noise.



Noise Assessment



Right-of-Way Information

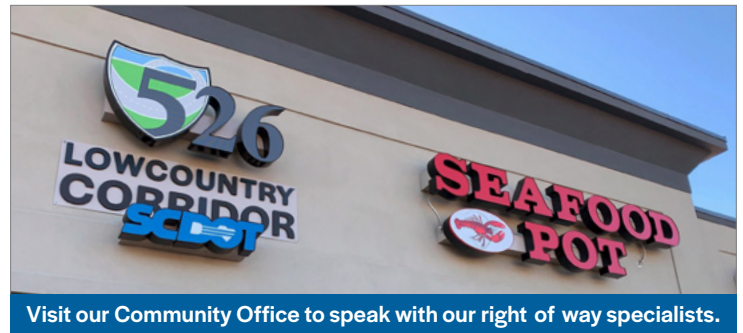
SCDOT roadway projects are planned and developed through an extensive environmental review process, in accordance with the National Environmental Policy Act (NEPA). Community impacts such as right-of-way impacts and property owner relocations are considered as a part of the NEPA process. The public and potentially impacted communities will be engaged throughout the NEPA process to gather input on the proposed project alternatives. All right-of-way will be acquired in conformance with the Uniform Act.

Stay Involved

Community feedback is an integral part of the alternatives analysis process. Comments can be provided at the meeting, submitted online, or mailed to SCDOT at the address below. **While we welcome your input at any time, the official public comment period for this public information meeting has been extended through January 31, 2020.** Submitting your comments by the end of the comment period ensures they make it to the full project team before the preferred alternative is developed. We value your input, so please take a few moments to share your thoughts, questions and concerns. We look forward to hearing from you!

Project Timeline – What Happens Next?

- PROJECT DESIGN: *Ongoing, 2016-2024*
- EARLY RIGHT-OF-WAY ACQUISITIONS: *2020-2024*
- DESIGN-BUILD TEAM PROCUREMENT: *2022*
- FINAL DESIGN: *Early 2023*
- CONSTRUCTION ACTIVITIES: *2023 - 2027*



We Value Your Input!



I-526 Lowcountry Corridor Project Manager
 Joy Riley, DBIA, PE, PMP, CPM, SCDOT
 E: info@526LowcountryCorridor.com



Phone
 843.258.1135



Community Office
 I-526 Lowcountry Corridor
 5627 Rivers Avenue
 North Charleston, SC 29406



facebook.com/526Corridor



twitter.com/526Corridor



526LowcountryCorridor.com

Community Drop Ins

SATURDAY

Nov. 9 • 2PM – 5 PM

Biblical House of God
 2205 Van Buren Ave.
 North Charleston, SC

CARTA ROUTE 10

WEDNESDAY

Nov. 13 • 5PM – 8 PM

Ferndale Community Center (Gym)
 1995 Bolton St.
 North Charleston, SC

CARTA ROUTE 104

THURSDAY

Nov. 14 • 5PM – 8 PM

Life Changers Covenant Ministries
 2140 Eleanor Dr.
 North Charleston, SC

CARTA ROUTE 10

MONDAY

Nov. 18 • 5PM – 8 PM

Danny Jones Community Center
 1455 Monitor St.
 North Charleston, SC

CARTA ROUTE 104

TUESDAY

Nov. 19 • 5 PM – 8 PM

Citadel Mall (Between Belk and Loft)
 2070 Sam Rittenberg Blvd.
 Charleston, SC

CARTA ROUTE 30

Public Information Meeting:

Thursday, November 21, 2019 • 11 AM – 7 PM • Charleston Area Convention Center in North Charleston

OFFICIAL PUBLIC COMMENT PERIOD HAS BEEN EXTENDED, NOW OPEN THROUGH JANUARY 31, 2020



Title VI compliance: SCDOT complies with all requirements set forth by Federal regulations issued by the U.S. Department of Transportation under the Title VI of the Civil Rights Act of 1964, as amended. Any persons who believe that he or she has been discriminated against because of race, color, religion, sex, age, handicap or disability, or nation origin under a program receiving federal aid has the right to file a complaint with SCDOT. The complaint shall be filed with the Title VI Program Compliance Coordinator, at the Office of Business Development & Special programs, 955 Park Street, Suite 117, Columbia, SC 29202 or at 803.737.5095. The complaint should be submitted no later than 180 days after the date of the alleged act of discrimination. It should outline as completely as possible the facts and circumstances of the incident and should be signed by the person making the complaint.

I-526 Lowcountry Corridor Fall 19'

[Campaign Preview](#)[HTML Source](#)[Plain-Text Email](#)[Details](#)

I-526 Lowcountry Corridor Newsletter *Issue VIII, Fall 2019*



A Note From Our **SCDOT Project Manager**



With the busy holiday season on the horizon, I would like to share a brief update on the I-526 Lowcountry Corridor.

Between now and the end of the year, we'll host a series of public engagement opportunities for the I-526 Lowcountry Corridor WEST (I-526 LCC WEST) project, as we present the proposed reasonable alternatives for public input. You can learn about these meetings, as well as other project developments, in the Fall 2019 public involvement handout by clicking below. The public comment period is open now through Saturday, January 4, 2020.

As always, please email me with any questions or ideas regarding project public involvement efforts, including requests to speak to your neighborhood or civic group. Thanks for your interest in the I-526 LCC, and enjoy the newsletter!

Joy Riley

I-526 Lowcountry Corridor Project Manager

JOY RILEY, PE, PMP, CPM,
SCDOT

Hotline: [866.832.5282](tel:866.832.5282)

Email: info@526lowcountrycorridor.com

What You'll Find In This Issue



Proposed Reasonable Alternatives

With the conclusion of several years of traffic studies and alternatives analysis, the I-526 LCC WEST project team has developed a series of proposed reasonable alternatives that best meet the purpose and need of the project while minimizing impacts to the communities and natural environment.



Alternatives Evaluation Criteria

Following the public information meeting (and Virtual Public Meeting), the I-526 LCC WEST project team will review public input and work over the next year for further analysis and alternatives refinement. You'll find a detailed review of the entire Alternatives Evaluation process in this month's newsletter.



The Project Development Process

This month's public involvement activities mark a critical step in the I-526 LCC WEST project. Find out where we've been and where we're headed by reviewing the project development process for planning and building highways.

Read the Fall '19

Public Involvement Handout

[English](#)

[Espanol](#)

Upcoming Public Involvement Opportunities

- Thursday, November 14 | 5 – 8 PM
Life Changers Covenant Ministries | North Charleston
- Monday, November 18 | 5 – 8 PM
Danny Jones Community Center | North Charleston
- Tuesday, November 19 | 5 – 8 PM
Citadel Mall (Between Belk and Loft) | Charleston
- Public Information Meeting
Thursday, November 21 | 11 AM – 7 PM
Charleston Area Convention Center | North Charleston Informal, drop-in style

[View the Virtual Public Meeting Available Through January 4, 2020](#)



I-526 Lowcountry Corridor Project
SC Department of Transportation
Post Office Box 191
955 Park Street, Room 401
Columbia, SC 29202-0191

[View this email in your browser.](#)

I-526 Lowcountry Corridor Winter 19'

[Campaign Preview](#)[HTML Source](#)[Plain-Text Email](#)[Details](#)

A Note From Our **SCDOT Project Manager**

As one year ends and another begins, we'd like to take the time to reflect on the work accomplished and the work ahead. Fall was a busy season for the I-526 LCC WEST project team, as we held five community drop-ins, a public information meeting, a stakeholder meeting and opened our Community Office.

We invite you to join us on Saturday, January 25 for a [Community Office](#) open house from 1-4pm at 5627 Rivers Avenue (Gas Lite Square). Meet our community liaisons and learn about the valuable resources available to you here at the office. A family-friendly event, we will have activities for children as well as donated samples of food from our neighbors here at Gas Lite Square.

Based on community feedback, the official public comment period for our [Virtual Public Meeting](#)

has been extended through January 31, 2020 (from January 4, 2020). I encourage you to take the time to visit the site, view the project resources, and submit your comments. Your input is critical to the success of the project. It will be used to provide essential feedback to the project team as we work to develop the preferred alternative to present to the public in the fall of 2020.

As always, thank you for your interest in the I-526 LCC project.



Joy Riley

I-526 Lowcountry Corridor Project Manager

JOY RILEY, PE, PMP, CPM, DBIA
SCDOT

Hotline: [843.258.1135](tel:843.258.1135)

Email: info@526lowcountrycorridor.com

**View the Virtual Public Meeting and submit your feedback now
before the official comment period closes on January 31!**

[View Meeting](#)

**Meet your newest neighbors! Learn more about the [Community](#).
[Office open house.](#)**

[Visit the Office](#)



OVERVIEW OF ADVERTISING

The following is an overview of the multiple advertising methods used to increase awareness and information in the project, public information meeting, and community drop-ins during the Fall of 2019.

PAID SOCIAL MEDIA

GOAL: Enhance overall project awareness; drive awareness and interest in public information meeting and online public meeting

TARGET AUDIENCE:

Ads were created to reach the broadest audience of residents and commuters that could be impacted by the WEST project. Specific targeting criteria included:

- *Targeted Geography:* Zip codes along the project and surrounding areas to reach residents near the West project and I-526 commuters

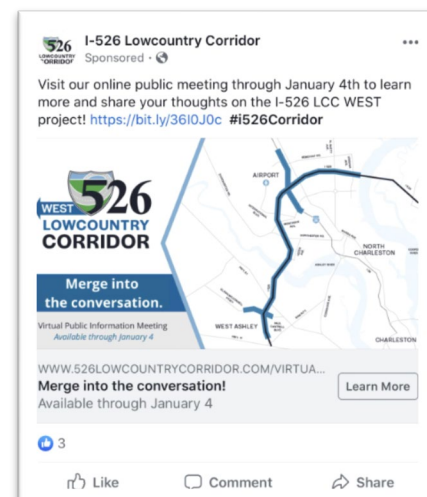
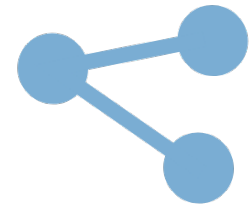
REACH:

Ads reached a total of 116,538 people and had 420,677 impressions. Ads broken down by month:

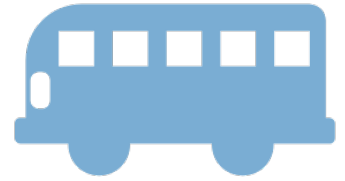
- September Paid Social – PIM Promotion Ad
 - 42,442 people reached
- October Paid Social – PIM Promotion Ad
 - 41,752 people reached
- November Paid Social – PIM (In-person Meeting) Promotion Ad
 - 32,344 people reached
- November Paid Social – VPIM Promotion Ad
 - 13,852 people reached
- December Paid Social – VPIM Promotion Ad
 - 17,796 people reached
 - 949 link clicks
- January Paid Social – VPIM Promotion Ad
 - 16,552 people reached
 - 563 link clicks

DATES:

September – December 2019



BUS WRAP



GOAL: Reach high-priority geographies about overall project awareness and drive people to the project website for more information

DESIGN:



BISON BRANDING fleet graphic decaling	1842 Belgrade Ave Charleston, SC 29407 843-371-1501 BISONBRANDING.COM	# OF PANELS	# OF PERF	SPECIAL INSTRUCTIONS	BUS NUMBER
		3400-3435		XXXXX	INSTALL
		35FT FULL WRAP			DATE :
					LOCATION
				MATERIAL	3M L36-20 / BRITELINE SHIELD OLIV-GLSS4 BRITELINE 5050 WINDOW PERFORATION / BRITELINE SHIELD OPTICALLY CLEAR

TARGET AUDIENCE:

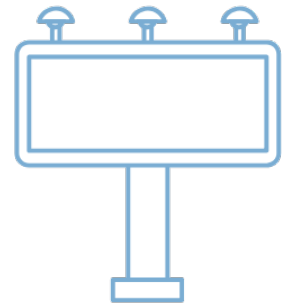
- **Targeted Audience:** Residents and drivers along the routes from West Ashley to North Charleston; Exterior bus wraps tend to target the people who will see the bus, not necessarily bus passengers
- **Targeted Geography:**
 - Route 32: West Ashley from Bees Ferry Walmart to Bon Secours to Citadel Mall, down Sam Rittenberg Blvd to the N. Charleston SuperStop on Cosgrove Avenue
 - Route 10: Downtown Charleston Visitor’s Center through North Charleston along Rivers Avenue to Trident Medical Center

DATES:

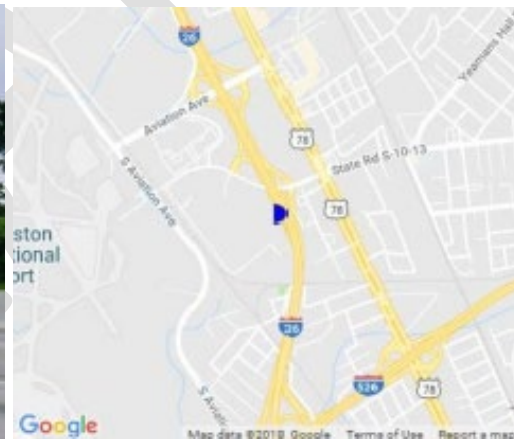
October 21, 2019 – December 21, 2019

BILLBOARD

GOAL: Reach high-priority geographies about overall project awareness; drive people to the project website for more information



DESIGN:



TARGET AUDIENCE:

- *Targeted Geography:* commuters on I-26 near I-526 (understanding the strong overlap in commute patterns)

REACH:

- 566k impressions per week

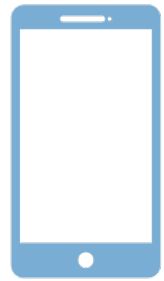
DATES:

- October 27, 2019 – December 21, 2019

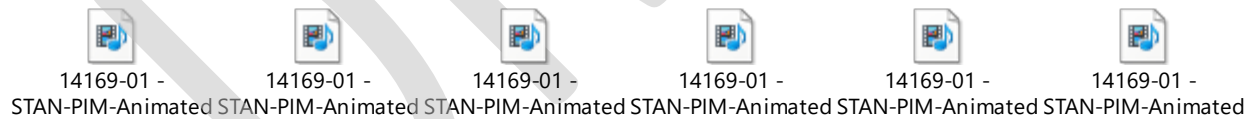
DIGITAL DISPLAY ADS

GOAL: Reach Charleston-area population about overall project awareness and drive people to the project website for more information

DESIGN:



Click the below and open with windows media player to see how they move:



TARGET AUDIENCE:

- *Targeted Geography:* Charleston Metro Area
- *Contextual Targeting:* Based on relevant content (news, travel, entertainment, etc.)

REACH:

- 1,559,786 impressions
- 1,572 sessions

DATES:

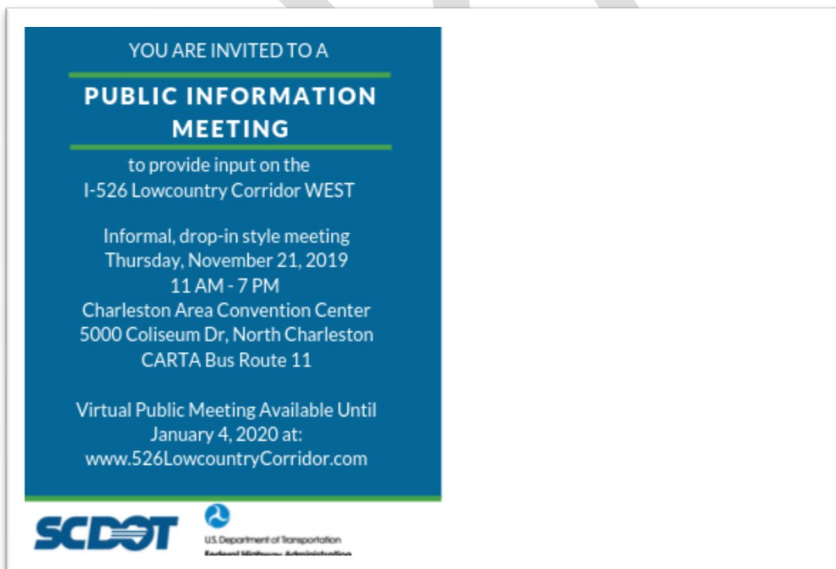
- November 1, 2019 – December 31, 2019

POSTCARDS FOR PIM

GOAL: Enhance overall project awareness and drive awareness and interest in public information meeting and virtual meeting



DESIGN:



STRATEGY:

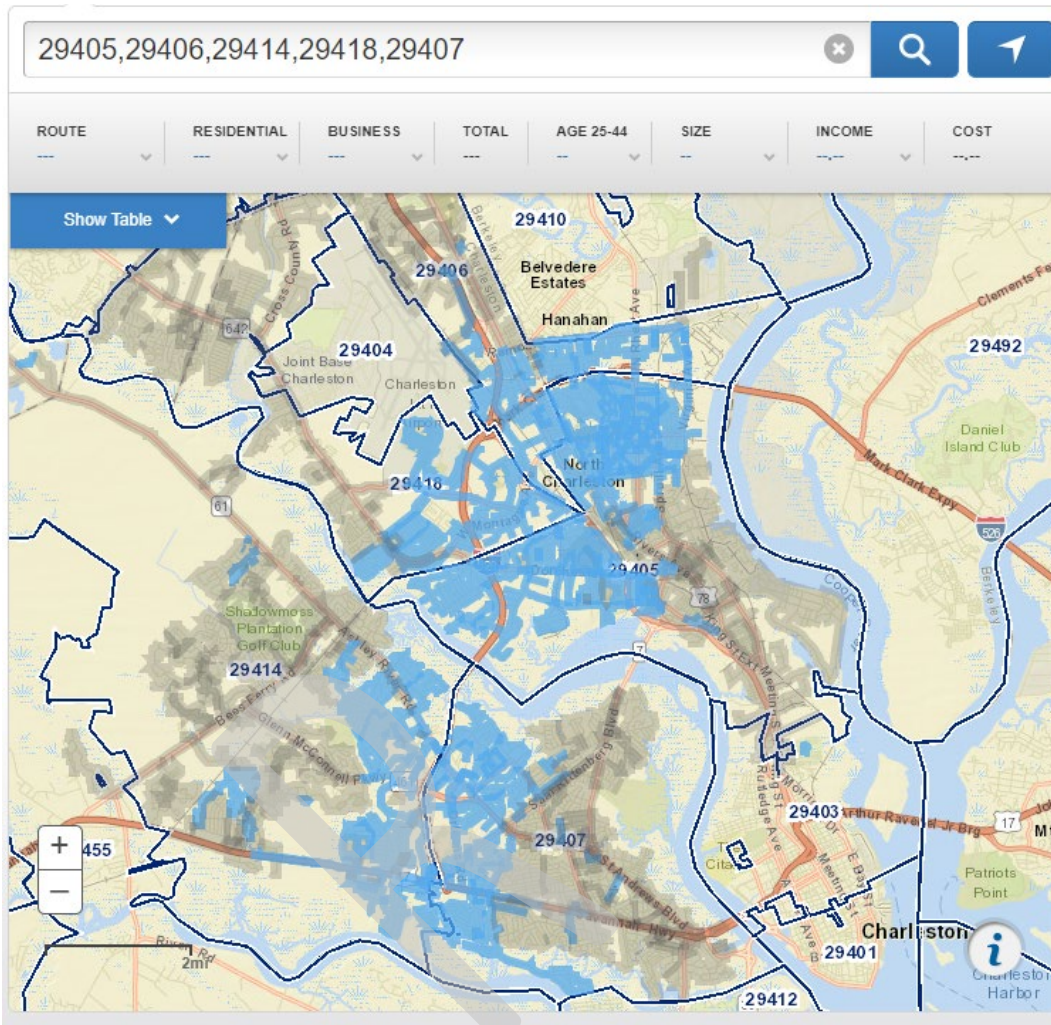
4x6" Project postcards were mailed to:

- 37 Individual Routes

- 28,204 Total Addresses

TARGET AUDIENCE:

- *Targeted Geography:* All USPS routes along the WEST project area



DATES:

Postcards were mailed so they arrived in mailboxes approximately 15 days before the public information meeting (11/6/19).

POSTCARDS FOR COMMUNITY DROP-INS

GOAL: Drive awareness and interest in the Community Drop-ins



DESIGN:

WEST 526 LOWCOUNTRY CORRIDOR
Virginia Ave to Paul Cantrell Blvd

5 OPPORTUNITIES THROUGHOUT NORTH CHARLESTON AND WEST ASHLEY

You're Invited to a Community Drop-In!

Provide YOUR INPUT on the I-526 Lowcountry Corridor WEST!

More Details on Back

COMMUNITY DROP-IN DETAILS

<p>Biblical House of God Sat., Nov. 9, 2019 2 - 5 PM 2205 Van Buren Ave North Charleston CARTA Route 10</p>	<p>Ferndale Community Center Wed., Nov. 13, 2019 5 - 8 PM 1995 Bolton St North Charleston CARTA Route 104</p>
<p>Life Changers Covenant Ministries Thur., Nov. 14, 2019 5 - 8 PM 2140 Eleanor Dr North Charleston CARTA Route 10</p>	<p>Danny Jones Community Center Mon., Nov. 18, 2019 5 - 8 PM 1455 Monitor St North Charleston CARTA Route 104</p>
<p>Citadel Mall (Between Belk and Loft) Tues., Nov. 19, 2019 5 - 8 PM 2070 Sam Rittenburg Blvd West Ashley CARTA Route 30</p>	

We value your input!

info@526LowcountryCorridor.com
526LowcountryCorridor.com

526Corridor
 @526Corridor
 866.632.5262

Community Office Coming Soon to 5627 Rivers Avenue!

SAVE THE DATE:
Public Information Meeting
November 21, 2019 | 11 AM - 7 PM
Charleston Area Convention Center

STRATEGY:

Jumbo (6x11") Community Drop-in postcards were mailed to:

- 2,231 Total Addresses

TARGET AUDIENCE: Residents living in the environmental justice communities within the project study area

DATES: Mailed on 10/18/19

DOOR HANGERS

GOAL: Drive awareness and interest in the Community Drop-ins and Public Information Meeting within the environmental justice communities

DESIGN:



STRATEGY:

Both 2-sided English and Spanish Community Drop-in door hangers were placed on resident's doors within the environmental justice communities to advertise the upcoming I-526 LCC WEST events

- Delivered door to door to 1,100 resident addresses by an outside service

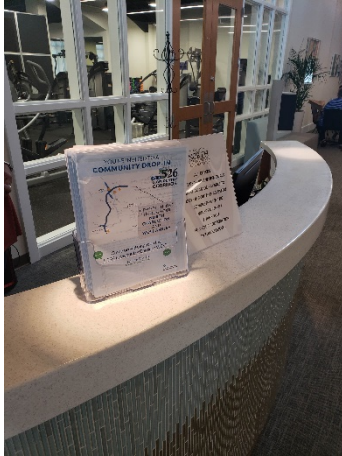
TARGET AUDIENCE: Residents living in the environmental justice communities within the project study area

DATES: Delivered on October 28th

FLYERS/FLYER BOXES

GOAL: Drive project awareness and interest in the Community Drop-ins and Public Information Meeting within the study area

DESIGN:



STRATEGY:

33 realty flyer boxes were placed in strategic locations so people can pick-up project information within the community. Boxes are checked-on weekly for needed refills and state of condition. Transit stops, churches, apartment buildings, medical facilities, and government buildings are a few of the places these boxes are placed. The flyers highlighted both the community drop-ins and the PIM. Additionally, these flyers were distributed through Meals-on-Wheels to approximately 250 homes within the identified EJ communities.

TARGET AUDIENCE: Residents living or commuting within the study area

DATES: September 2019 – January 2020.

NEWSPAPER NOTICES

GOAL: Drive project awareness and interest in the Community Drop-ins and Public Information Meeting

STRATEGY:

Standard SCDOT public notices for the PIM were placed in the *Moultrie News*, *Daniel Island News*, the *Chronicle*, the *Berkeley Independent*, and *El Informador* 15 days prior to the PIM.

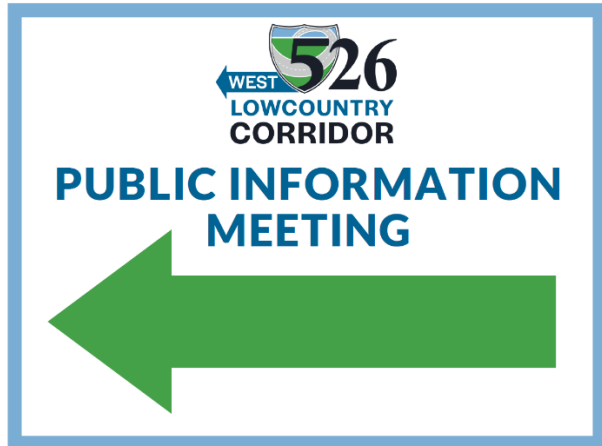
TARGET AUDIENCE: Residents in the area reading the newspaper

DATES: Advertisements were placed 15 days prior to the PIM (11/6/19)

CAMPAIGN SIGNS

GOAL: Drive interest in the Community Drop-ins and Public Information Meeting within the communities the events were being held

DESIGN:



STRATEGY:

Campaign signs were placed in the communities around the meeting venues the morning of each meeting. 6 signs were placed outside of each community drop-in, and 12 signs were placed around the Charleston Area Convention Center.

TARGET AUDIENCE: Residents and commuters in the area

DATES: Day of each meeting

SCDOT PHYSICAL ROAD SIGNS

GOAL: Reach high-priority geographies about overall project awareness; drive people to the PIM

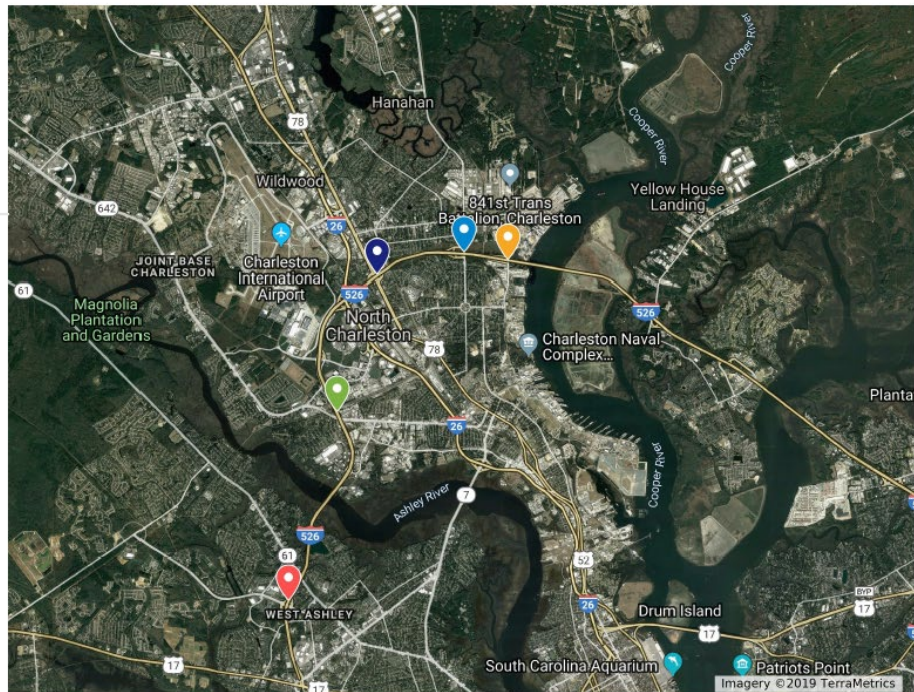
DESIGN:



I-526 LCC WEST SCDOT Sign Locations

SCDOT Road Sign Locations

- 📍 Virginia Ave at I-526
- 📍 N Rhett Ave at I-526
- 📍 Rivers Ave at I-526
- 📍 Dorchester Road at I-526
- 📍 Paul Cantrell Blvd at I-526



STRATEGY:

Standard SCDOT road signs were placed along the project corridor to inform the commuting public within the area about the PIM.

TARGET AUDIENCE: Residents or commuters in the study area driving by the signs

DATES: SCDOT road signs were placed in early November (November 7, 2019 by SCDOT

PROJECT NEWSLETTER/E-BLASTS

GOAL: Drive project awareness and interest, advertise for the upcoming public involvement opportunities, including the Community Drop-ins and Public Information Meeting

DESIGN:

I-526 Lowcountry Corridor WEST: Where We've Been




Left: Jay Riley presents at a public business event in summer of 2017. Right: Check in with a community member.

The I-526 Lowcountry Corridor WEST (I-526 LCC WEST) will host a public information meeting on November 21, 2019 at the Charleston Area Convention Center. As we look ahead to this meeting in which alternatives will be presented to the public, we thought a look back at how we arrived at this point was important.

The I-526 LCC WEST project was born out of a 2013 planning study—the I-526 Lowcountry Corridor Analysis project. The purpose of this study was to evaluate potential approaches for improving traffic flow through the corridor. While this report included conceptual interchange and road widening alternatives, these were only evaluated from a traffic analysis standpoint.

Enter the National Environmental Policy Act (NEPA) process. In January 2016, the I-526 LCC WEST, initially called the I-526 Lowcountry Corridor (Phase II), began the NEPA process to conduct an Environmental Assessment along existing I-526 between Paul Currell Boulevard in West Ashley to Rivers Avenue in North Charleston.

Shortly thereafter, the newsletter, website, and social media were launched, and the first round of community stakeholders and local business meetings were held (July, October 2016).



Above: Community members engage in dialogue at a West Ashley Community Meeting.

Key issues raised included congestion and safety. Additional analysis conducted during this time included: traffic studies; a survey for historic buildings and archeological sites; environmental studies; a hazardous materials study; and a topographical conditions study.

Following this initial level of analysis, the public was invited to participate in a virtual public meeting (October 2016). During this time, several other local and regional planning efforts were underway, such as the I-526 Corridor Management Plan which includes consideration of managed lanes along I-526. Since these studies were in various stages of completion, the I-526 LCC WEST project's schedule was revised so the results of these transportation planning efforts could be part of the alternatives development and the NEPA documentation processes.

In the spring of 2018, the I-526 Lowcountry Corridor EAST project (formerly known as Phase II) was announced, extending along existing I-526, east from the Rivers Avenue interchange to U.S. 17 in Mount Pleasant.

I-526 Lowcountry Corridor WEST: Where We've Been (Continued)

Initial studies showed severe congestion and safety concerns around the North Rhety/Virginia Avenue interchange resulting in revisions to both project limits to ensure the areas with the greatest challenges would be prioritized. I-526 LCC WEST would now extend from Paul Currell Boulevard in West Ashley to Virginia Avenue in North Charleston (as opposed to Rivers Avenue), and the I-526 LCC EAST project would pick up there instead. Additionally, the I-526 LCC WEST project was devoted to an Environmental Impact Statement. The project purpose was related to: increase capacity and improve operations at the I-526/528 interchange and along the I-526 corridor from Paul Currell Boulevard to Virginia Avenue.

The upcoming public information meeting will provide the results of this extensive work to date and ask for your feedback on the purpose and scope of the roadway improvement project (both reasonable alternatives), community impacts, and more.



Above: Jay Riley speaks at a West Ashley Community Meeting.

Upcoming I-526 LCC WEST Public Information Meetings:

- ▶ November 21, 2019 from 11 AM - 7 PM at the Charleston Area Convention Center
- ▶ Virtual Online Public Information Meeting will be available mid-November through January 4, 2020

I-526 LCC WEST Timeline



*Current Schedule Subject To Change

2 I-526 Lowcountry Corridor Newsletter
www.526LowcountryCorridor.com
Issue V8 - Summer 2019
Issue V8 - Summer 2019
www.526LowcountryCorridor.com
I-526 Lowcountry Corridor Newsletter 3

STRATEGY:

- The PIM was advertised in the I-526 Lowcountry Corridor Newsletter, released Summer 2019 (August 20, 2019) and in the Fall 2019 edition (which was the handout, November 14, 2019).
- The PIM was also featured along with the community drop-ins sent via Mail Chimp to stakeholders (September 12, 2019; October 29, 2019; November 12, 2019; November 18, 2019).
- A reminder about the VPIM/comment period closing was also sent to all subscribers on January 2, 2020.

TARGET AUDIENCE: All interested parties and stakeholders who have subscribed/been subscribed to our database

DATES: Summer 2019, Fall 2019, January 2020

WEBSITE

GOAL: Enhance overall project awareness; drive interest in public information meeting and online public meeting, host virtual public information meeting

DESIGN:



STRATEGY:

The I-526 LCC website had advertisements for the PIM and VPIM, including a banner at the top of the page and a pop-up that appeared when you entered the site.

TARGET AUDIENCE: Anyone visiting the website to learn more information about the project

DATES: October 2019 through January 2020

MEDIA DAY

GOAL: Utilize the media to drive project awareness and interest, advertise the community office and upcoming public involvement opportunities

IMAGES:



STRATEGY:

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.

TARGET AUDIENCE: Local media outlets

DATES: November 7, 2019

ELECTED OFFICIALS OPEN HOUSE

GOAL: Inform elected officials about the project

STRATEGY:

On November 7, 2019, elected officials were invited to attend an open house at the community office. The legislative delegation was invited in the morning and local elected officials came in the afternoon.

TARGET AUDIENCE: Elected Officials

DATES: November 7, 2019

▶ **Will the I-526 LCC WEST project team consider a bike/ped path like the one over the Ravenel bridge?**

Bike and pedestrian improvements have been identified on the I-526 corridor in the local Walk-Bike plans developed by the local transportation planning organization. The project team has evaluated bike and pedestrian improvements as part of this project in accordance with this local plan. The current alternatives do not prohibit the addition of bike and pedestrian improvements in the future. However, current funding limitations do not allow for the funding of all the improvement priorities on this corridor. During the development of this project, the project team will work to identify opportunities through surplus rights of way for a future shared-use pathway along this corridor.



▶ **How will concerns about increased flooding of Filbin Creek be addressed by this project?**

The project team is currently conducting detailed hydraulic studies for the project. The team is identifying land upstream of Filbin Creek that currently floods. The goal would be to divert this stormwater runoff to basins where it can be stored until water levels in Filbin Creek lower. The team is also looking to see if there are elements that may be causing restricted water flow along the creek that if removed might lower water levels in the creek.

▶ **How will the I-526 LCC WEST project address potential traffic noise?**

All projects that add capacity to a corridor are required to perform noise studies during the development of the project. Noise measurements have been taken along the corridor and a detailed noise analysis is currently underway. At the public hearing in late 2020, the project team will present the noise analysis findings and any proposed locations of noise barriers for public input. The determination of whether a noise barrier is feasible and reasonable on a project is a process performed in accordance with the SCDOT Noise Policy which is available at this link: <https://www.526lowcountrycorridor.com/west/traffic-noise/>



New Hours
Starting
March 1, 2020!

Still have questions? Come See Us.

Community Office Hours:

Mon-Fri: 10 AM - 6 PM
Available on YOUR schedule by appointment!
Hours Subject to Change

866.632.5262 OR 843.258.1135

info@526LowcountryCorridor.com

Asked & Answered

We've heard your questions & concerns
Here are some answers

▶ **What is the difference between the I-526 Lowcountry Corridor project (I-526 LCC) and the Mark Clark Extension project?**

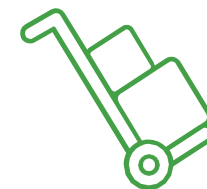
The I-526 Lowcountry Corridor project focuses on improvements to EXISTING I-526, from Mount Pleasant to West Ashley. The Mark Clark Extension project would pick up at approximately the end of existing I-526 in West Ashley and connect the communities of Johns Island and James Island. For more information on the Mark Clark Extension project, visit www.SCDOTMarkClark.com



▶ **How will I know if I'm in the path of the I-526 LCC WEST project?**

If you think your property may be impacted by the I-526 LCC WEST project, which runs from Virginia Avenue in North Charleston to Paul Cantrell Boulevard in West Ashley, we encourage you to give us a call or come by our project office. While all maps and materials are available online, we are able to look up your address and confirm if you are in the path of any of the proposed alternatives and even provide the distance to any proposed improvements. If you are in the proposed path, we can provide you with a one-on-one appointment with a right-of-way specialist to better understand the process and your rights as a property owner or a renter.

▶ **How do I learn more about relocation benefits?**



To learn more about potential relocation benefits, we encourage you to give us a call or send us an email to schedule an appointment with our right-of-way specialists. Every situation is different, so it is important to speak one-on-one about your unique circumstances to better understand the process and your rights. **This is true for both homeowners and renters.**

Your Input is Valuable -- It Impacts our Alternatives Analysis!

▶ What is the current status of the I-526 LCC WEST project?

In November 2019, the reasonable alternatives were presented at community meetings at the Public Information Meeting on the 21st and on the project website in a virtual public meeting. The project team is currently reviewing all public comments, answering questions, and further refining the project alternatives based on public input. A detailed alternatives analysis is ongoing for the reasonable alternatives.

▶ What happens next with the I-526 LCC WEST project?

The project team will be working towards the recommendation of a preferred alternative over the coming months. This recommendation will be based on public feedback and a detailed evaluation of potential impacts to the human and natural environments. The recommended preferred alternative will be presented to the public at a public hearing in November 2020.

▶ What is the funding source of the I-526 LCC WEST project?

The project is being funded by Interstate System Upgrade funds.

▶ What are the priorities of the I-526 LCC WEST project?

Based on a segment-by-segment, or interchange-to-interchange prioritization process, the highest priority of the project is the improvement of the interchange between I-526 and I-26. This interchange is a bottleneck for both interstates. While most of the I-526 corridor is either currently over capacity or projected to soon be over capacity, the other high-priority segments include the segment between I-26 and Virginia Avenue and the segment between Paul Cantrell Boulevard and Leeds Avenue.

▶ How do these alternatives fit into a broader transportation and development strategy that moves us away from cars and toward other forms of transportation trips?

With the growth and future demands in this region, we know 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 be able to implement future strategies known as "Active Traffic Management". These strategies, such as variable speed limits, ramp metering controlled by overhead variable messaging signs, 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.

▶ Will adding more lanes just increase the traffic on I-526?



Have you noticed commute times getting longer? Regional traffic models, as well as rush-hour observations, indicate that because of congestion, commute times have gotten longer. The primary result of adding more lanes would be reduced travel times for those currently using I-526. Those currently using other, longer routes for their commutes, because of the congestion and frequency of crashes on I-526, may choose to use I-526 in the future. This "latent traffic demand" consists of trips that are not new, but will be attracted to I-526 with added capacity. This is accounted for in the project's future traffic forecasts.

▶ Will the project be obsolete by the time it is completed Will it keep up with the growth in the region?

Typically, SCDOT's goal is to build a project that will still function efficiently approximately 20 years after completion of construction. For this project, we're designing a project for 2050. When SCDOT designs a project, several factors are analyzed, such as current and future land use to estimate the future use of the roadway. That analysis is then used to design the facility (roadway, bridge, etc.) to accommodate the estimated future traffic capacity.



▶ Why does Glenn McConnell only have a partial interchange concept?

The Glenn McConnell Parkway and Magwood Drive intersection causes traffic to back up over three miles on I-526, crossing the Ashley River and beyond Leeds Avenue! This also prevents others from moving along I-526. To eliminate this bottleneck, the concept includes a bridge over Magwood Drive at Glenn McConnell, but only in the westbound direction. This meets SCDOT's project goals to improve operations on I-526. **The concept is adaptable to a full interchange in the future if additional funding becomes available to facilitate a full interchange improvement.**

526 Web Report

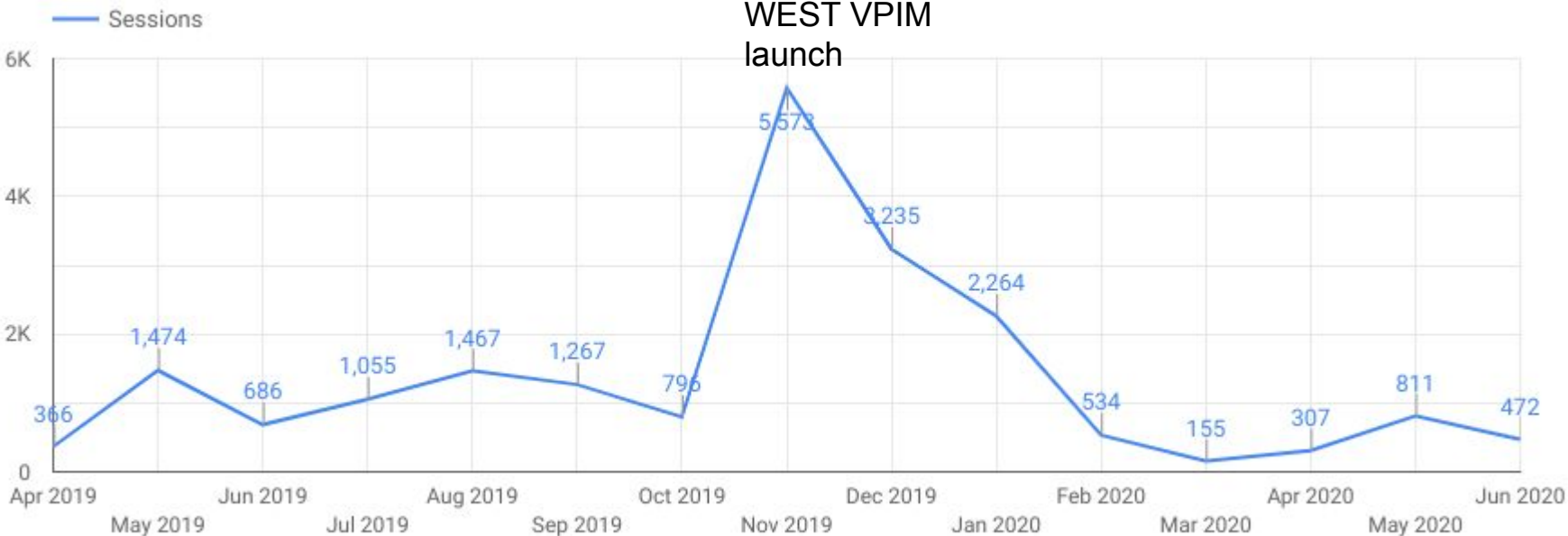
www.526lowcountrycorridor.com

April 5, 2019 (Launch) - June 26, 2020

Traffic Data

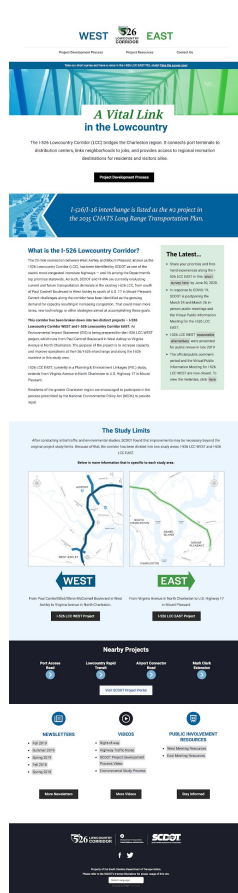
- Total Website Sessions - 20,439
(See following slide for trend data.)
- Top Landing Pages (by % of total sessions)
 - Home (42.68%)
 - Virtual Public Meeting 11.21.19 (16.67%)
 - West Public Involvement (9.48%)
 - Stay Informed (8.47%)
 - West (7.88%)
- Top Pages (by pageviews)
 - Home (12,519)
 - Stay Informed (7,211)
 - Virtual Public Meeting 11.21.19 (6,020)
 - West (5,558)
 - West Public Involvement (3,640)
- Top Channels (by sessions)
 - Direct (8,924)
 - Referral (3,664)
 - Organic Search (3,123)
- Top Cities (by sessions)
 - Charleston - 4,800
 - Mount Pleasant - 1,311
 - North Charleston - 1,290
- Top Devices (by % of total sessions)
 - Desktop (57.13%)
 - Mobile (37.55%)
 - Tablet (5.32%)

Traffic Trend

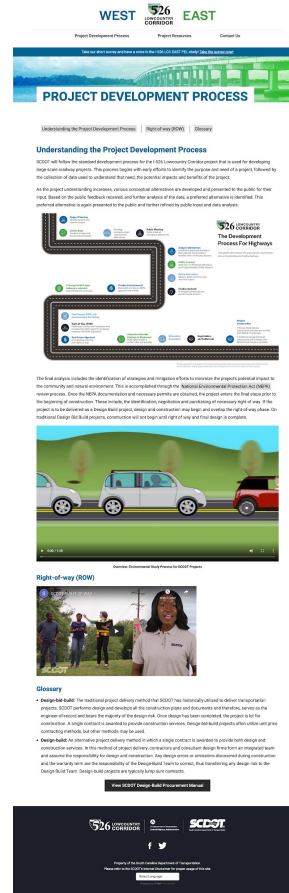


Site launch

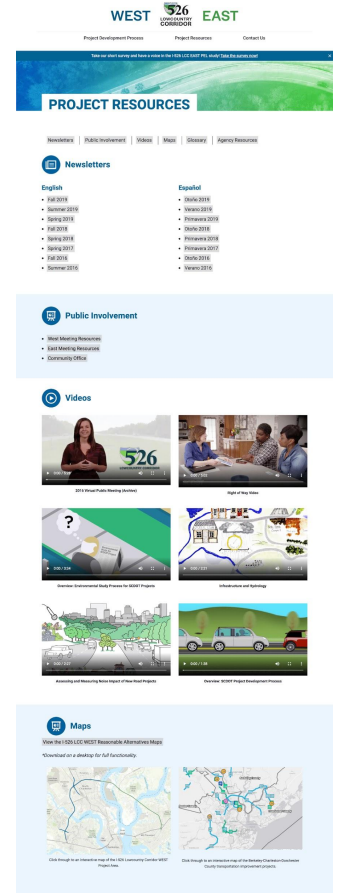
Website Screenshots



Home Page



Project Development Process



Project Resources

Website Screenshots

WEST 526 LOWCOUNTRY CORRIDOR Virtual Public Meeting

Project Background | Project Development Process | Alternatives | Right-of-Way | Community Impacts | Noise | Comment Form



Watch this brief video for an overview and introduction to the I-526 Lowcountry Corridor WEST project.

Project Background

Welcome to the I-526 Lowcountry Corridor WEST (I-526 LCC WEST) virtual public meeting. The purpose of this meeting is to provide you with an update on the development and analysis of alternatives to improve the I-526 project corridor between Paul Cantrell Boulevard in West Ashley and Virginia Avenue in North Charleston. All materials that will be shown in-person at the public information meeting on November 21, 2019 can be found [here](#).

The I-526 LCC WEST project's purpose is to increase capacity and improve 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 regional and state-level planning efforts. Please take the time to watch this brief video to learn more about the project background.

Public Information Handout (PDF: English | Spanish)

- Study Area Map (PDF)
- Schedule (PDF: English | Spanish)
- Purpose (PDF: English | Spanish)
- Need (PDF: English | Spanish)
- Safety Analysis (PDF: English | Spanish)
- Existing & Committed Projects (Map)

WEST 526 LOWCOUNTRY CORRIDOR EAST

NEMA & Planning Studies | Noise | EIS | Public Involvement | Project Resources | Contact Us

Take our short survey and have a voice in the I-526 LCC WEST. [Visit the survey now.](#)

WEST

[About The Project](#) | [Purpose and Need](#) | [Alternatives](#) | [Next Project Timeline](#)

I-526 Lowcountry Corridor WEST

- SCOTD currently identifies the segment of I-526 between I-26 and Virginia Avenue as the most congested segment of Interstate Highway in the state.
- Aims to increase capacity and improve operations at the I-526/I-26 interchange and along the mainline of I-526 from Paul Cantrell Boulevard to Virginia Avenue.
- The I-526/I-26 interchange is the major source of congestion for the corridor.



The Westmoreland Bridge (Ashley River crossing) is a stringer bridge with multiple beams.

About The Project

The I-526 LCC WEST project covers approximately 7.7 miles between Paul Cantrell Boulevard in West Ashley and Virginia Avenue in North Charleston. The project is a two-lane divided highway. SCOTD currently identifies 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 LCC WEST project, from I-26 to Paul Cantrell Boulevard, exists among the top ten of the state's existing most congested corridors. Transportation trust expenses of that corridor will continue to be among the state's most congested in 2046. The interchange of I-26 and I-26 is the major source of the 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 discretion on vehicle and emergency lanes on I-526.

The I-526 and I-26 system-to-system interchange is a key interconnectivity, 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 Anderson, North Carolina, as well as with I-95, I-77, I-85, I-85, I-45, and I-95. I-526 provides the primary freeway access to two important port terminals - the North Charleston Terminal and the Beaufort West Terminal. Wando Water is the largest terminal in the region and has no direct access to rail, but only as I-26 an important route for daily commencing 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.

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

The Latest...

- ▶ Visit us! The Community Office is now open. Details: [3886](#)
- ▶ I-526 LCC WEST: [3886](#)
- ▶ The official public comment period for the Public Information Meeting for I-526 LCC WEST is now closed. Visit the materials: [3886](#)
- ▶ We will now develop the alternatives further to develop a preferred alternative for presentation in the fall 2020.

Purpose and Need

Purpose

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



Need

The need for this project was identified in several different documents. The I-526/I-26 interchange is listed as the #2 project in the 2018 CH2M Long Range Transportation Plan. Revised List of Candidate Transportation Projects, the #1 project on SCOTD's ACT 114 Interstate Capacity List, and it is listed in SCOTD's State Transportation Improvement Plan 2017-2022. Congestion was identified in SCOTD's Candidate Analysis for I-526 Between North Charleston and West Ashley, and in the Interstate Plan portion of SCOTD's 2014 Multimodal Transportation Plan, where four segments within this project corridor are listed in the top 20 most congested interstate segments.

WEST 526 LOWCOUNTRY CORRIDOR EAST

Project Development Process | Project Resources | Contact Us

Take our short survey and have a voice in the I-526 LCC EAST. [Visit the survey now.](#)

CONTACT US

Comment, Follow or Subscribe

Your comments and suggestions are important to the development of a quality transportation project. We have multiple ways for you to stay informed about upcoming project related events and information updates. If you do not have a comment or suggestion at this time, you can still join our mailing list, or simply follow us on Facebook and Twitter. (Details are below.)



Joy Riley, PE, PMP, DBIA
SCOTD Project Manager
JRiley@lowcountrycorridor.com

Submit Your Comments

Complete the forms to ask a question or leave a comment.

NOTE: All fields are required.

First Name * Last Name *

Email Address *

Street Address *

City * Zip Code *

Write your comment here (required). If you need immediate assistance, email info@lowcountrycorridor.com or call 866-622-5262.

Community Office

OFFICE NAME
I-526 Lowcountry Corridor Community Office
5507 Waters Road,
North Charleston, SC
29405
STARTS: EARLY 2020

Office Hours:
By appointment only
2020 Holiday Closure

Phone

Call us on our toll-free number to schedule an appointment, provide input, ask questions, or get project updates.
843.258.1135
866.622.5262

Email

I-526 Lowcountry Corridor Project
5627 Rivers Ave.
North Charleston, SC
29405

Social Media

Follow us on our social media channels for regular updates.



526 LOWCOUNTRY CORRIDOR | **SCOTD**

Property of the South Carolina Department of Transportation. Please refer to the "FOIA" Request Document for proper usage of this info.

VPIM 11.21.19

West Home Page

Stay Informed (Contact)



Facebook Pages
for **I-526 Lowcountry Corridor**

July 1, 2016 - June 26, 2020

Determine your impact on Facebook by analyzing your Facebook Page activity.

Facebook Performance Summary

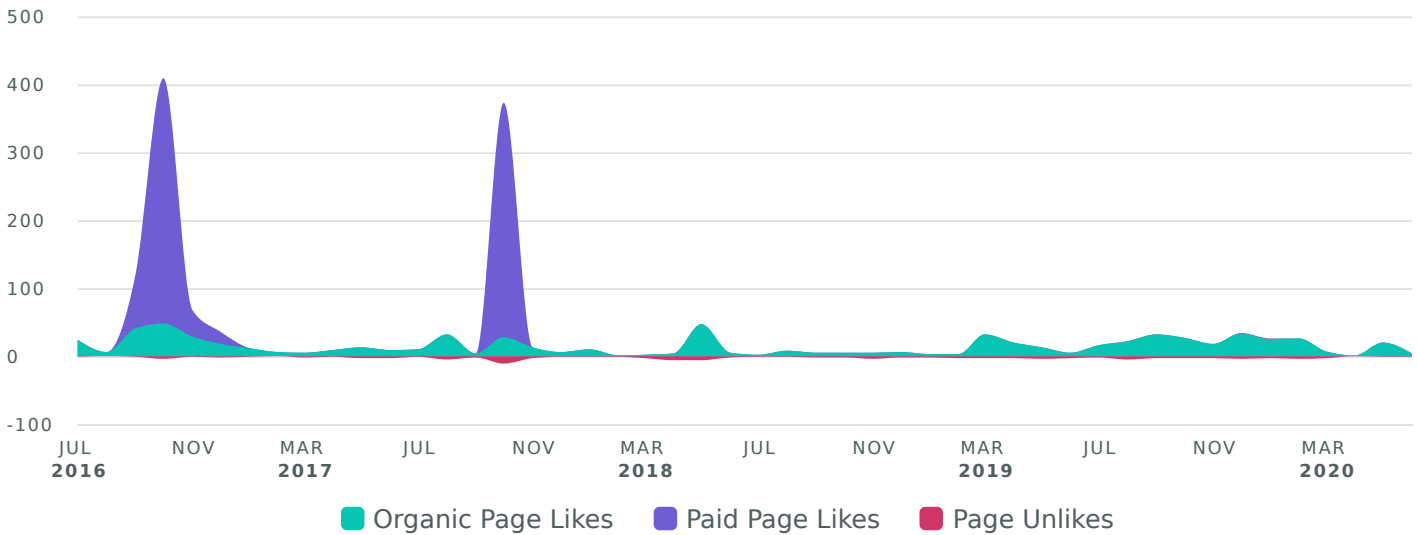
View your key profile performance metrics from the reporting period.

<p>Impressions</p> <p>1,733,605</p> <p>↗ 3,467,110%</p>	<p>Engagements</p> <p>39,243</p> <p>↗ 126,490%</p>	<p>Post Link Clicks</p> <p>10,792 ↗-</p>
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Facebook Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month

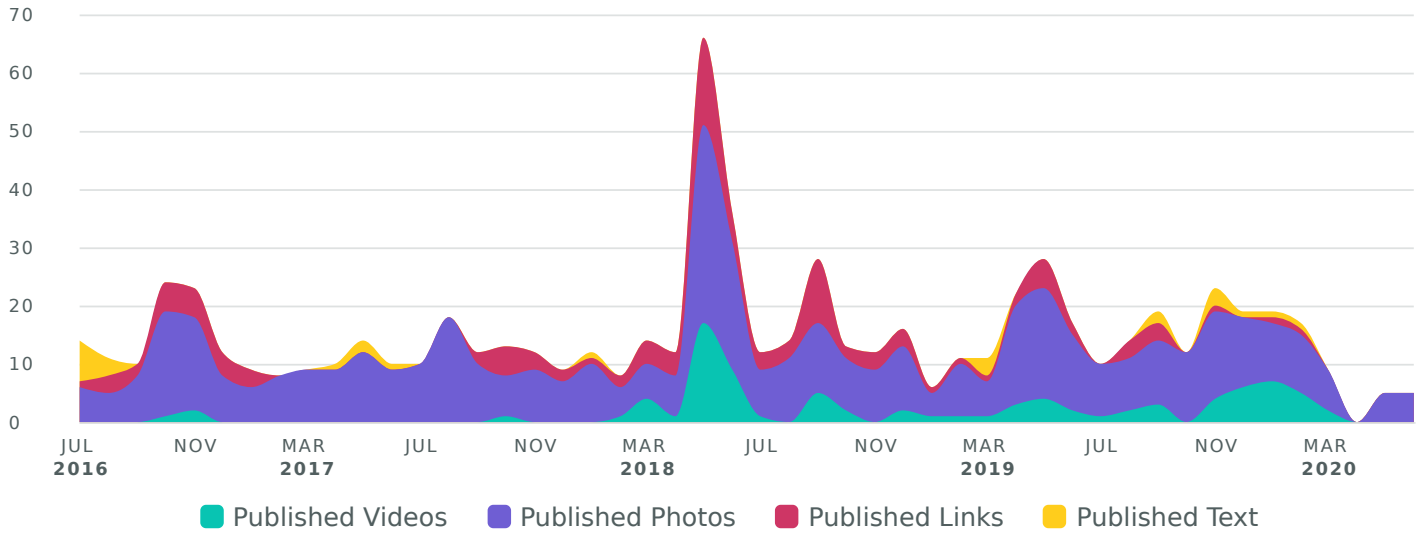


Audience Metrics	Totals	% Change
Fans	1,431	↗ 100.00%
Net Page Likes	1,400	↗ 69,900.00%
Organic Page Likes	720	↗ 23,900.00%
Paid Page Likes	844	↗ 100.00%
Page Unlikes	123	↗ 12,200.00%

Facebook Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month





Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	718	↗ 23,833%
Published Videos	88	↗ -
Published Photos	492	↗ 16,300%
Published Links	112	↗ -
Published Text	26	↗ -

Facebook Top Posts


Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements






I-526 Lowcoun...
 Thu 7/11/2019 8:53 am ...

The 23-mile connection between West Ashley and Mount Pleasant, known as th

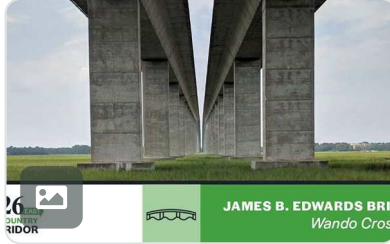


Total Engagements	384
Reactions	65
Comments	15
Shares	12
Post Link Clicks	-
Other Post Clicks	292






I-526 Lowcoun...
 Thu 3/7/2019 9:10 am PST

DID YOU KNOW?: The three major bridges of the I-526 Lowcountry Corridor are the

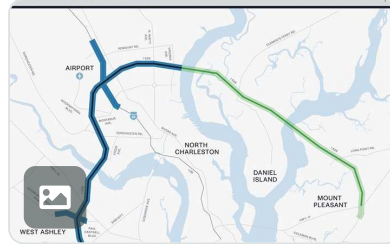


Total Engagements	342
Reactions	36
Comments	19
Shares	10
Post Link Clicks	-
Other Post Clicks	277




I-526 Lowcoun...
 Tue 7/16/2019 10:09 am...

After conducting initial traffic and environmental studies, SCDOT found that

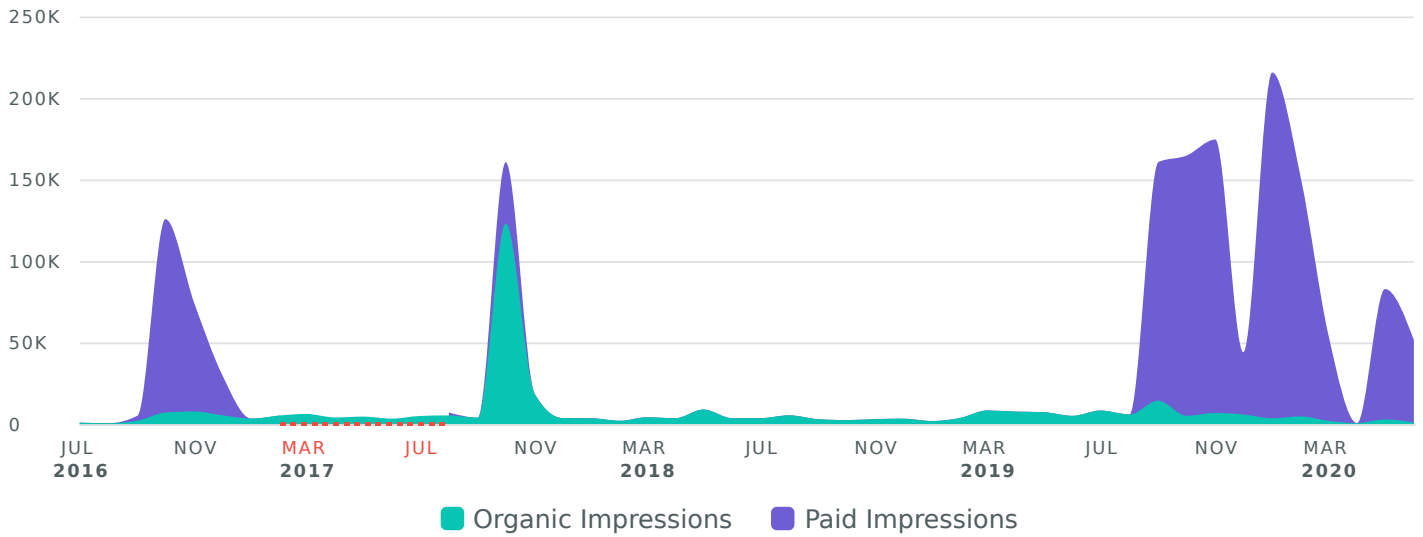


Total Engagements	317
Reactions	24
Comments	11
Shares	8
Post Link Clicks	32
Other Post Clicks	242

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Month

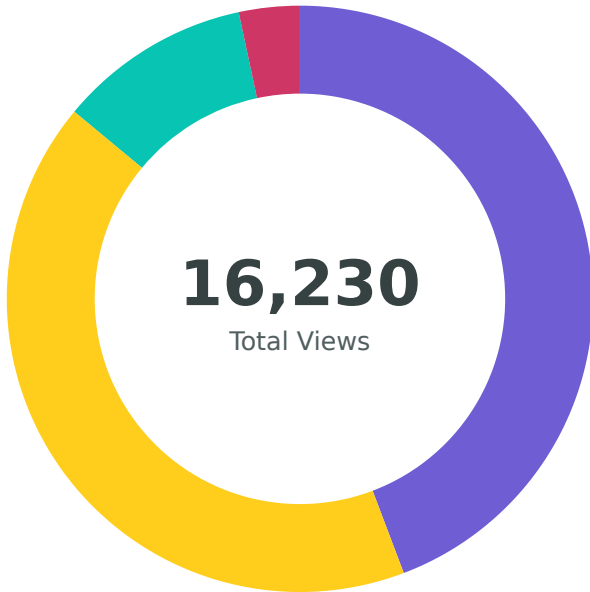


Impression Metrics	Totals	% Change
Total Impressions	1,733,605	↗ 3,467,110.00%
Organic Impressions	350,197	↗ 4,377,362.50%
Paid Impressions	1,304,994	↗ 100.00%
Average Daily Impressions per Page	1,189.85	↗ 3,467,110.00%
Average Daily Reach per Page	1,028.08	↗ 16,643,444.44%

Facebook Video Performance

View your aggregate video performance during the reporting period.

View Metrics

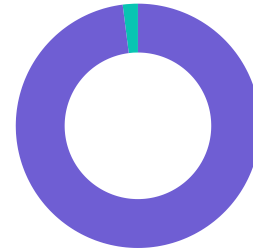


Viewing Breakdown



Organic Views
55%

Paid Views
45%



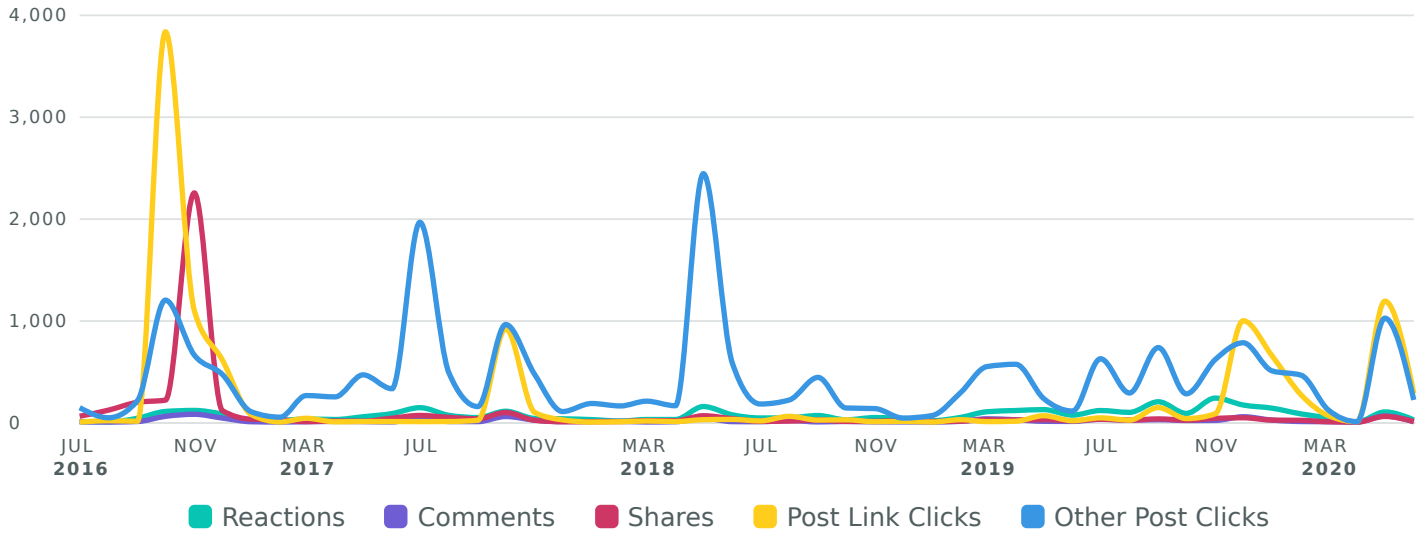
Click Plays
2%

Auto Plays
98%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Engagements Comparison, by Month

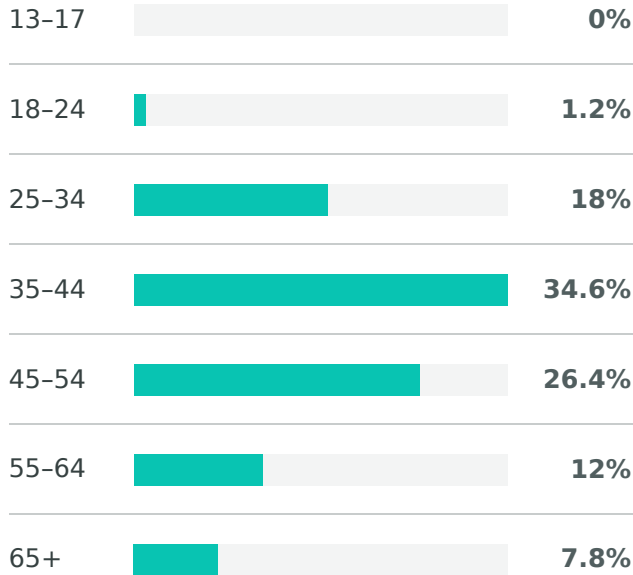


Engagement Metrics	Totals	% Change
Total Engagements	39,243	↗ 126,490.32%
Reactions	3,282	↗ 100.00%
Comments	722	↗ 100.00%
Shares	3,869	↗ 193,350.00%
Post Link Clicks	10,792	↗ 100.00%
Other Post Clicks	20,578	↗ 70,858.62%
Engagement Rate (per Impression)	2.3%	↘ 96.35%

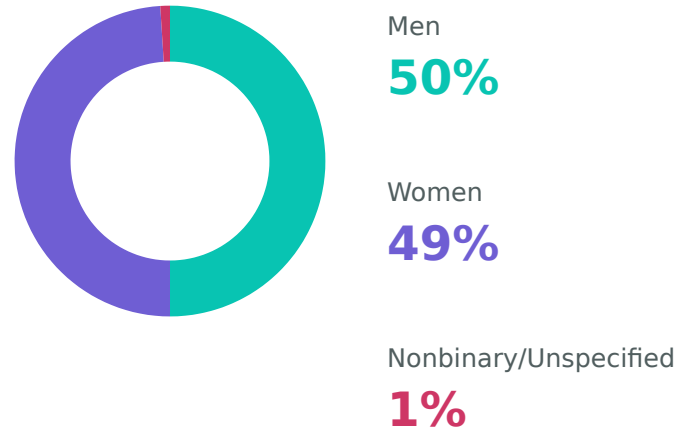
Facebook Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ



Audience by Gender ⓘ



Men between the ages of **35-44** appear to be the leading force among your fans.

Audience Top Countries

United States	1,415
Mexico	2
Philippines	2
United Arab Emirates	1
Azerbaijan	1

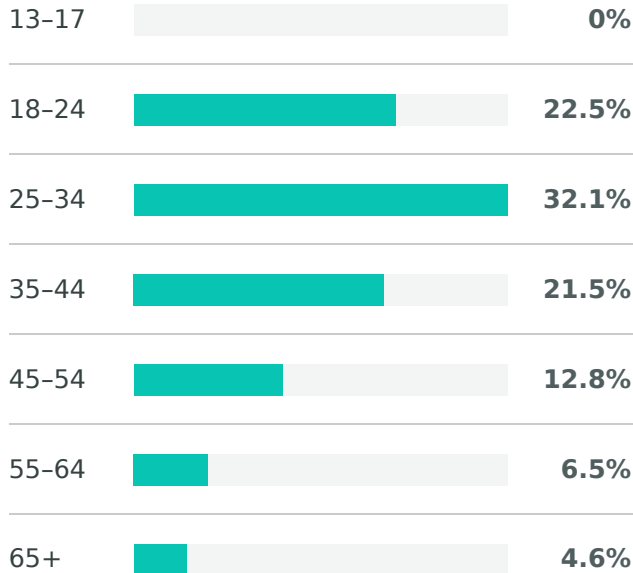
Audience Top Cities

Charleston, SC	602
North Charleston, SC	182
Summerville, SC	118
Mount Pleasant, SC	99
Goose Creek, SC	61

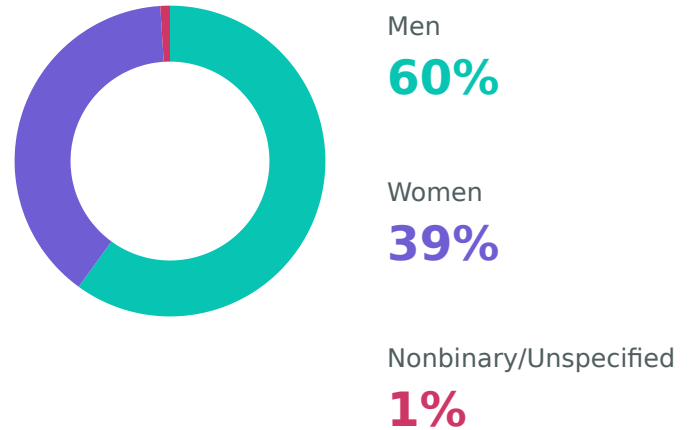
Facebook People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age ⓘ



People Reached by Gender ⓘ



Men between the ages of **25-34** have a higher potential to see your content and visit your Page.

People Reached Top Countries

Daily Average

United States	1,615.99
Mexico	0.37
Germany	0.24
United Kingdom	0.2
Canada	0.18

People Reached Top Cities

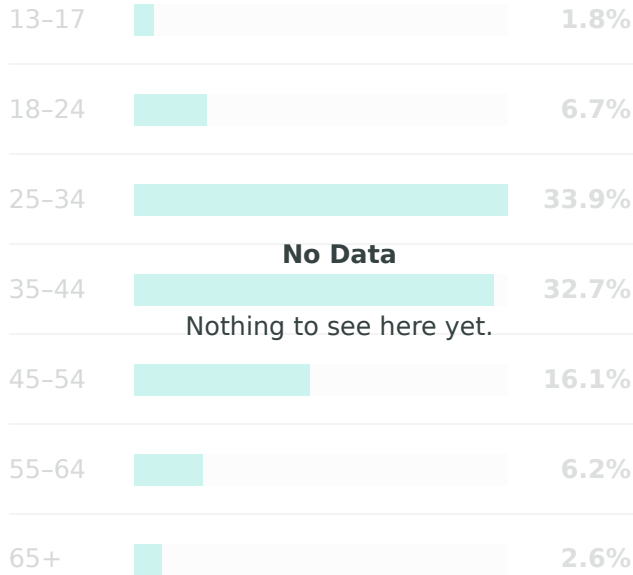
Daily Average

North Charleston, SC	794.79
Charleston, SC	649.17
Mount Pleasant, SC	168.61
Goose Creek, SC	52.58
Summerville, SC	41.03

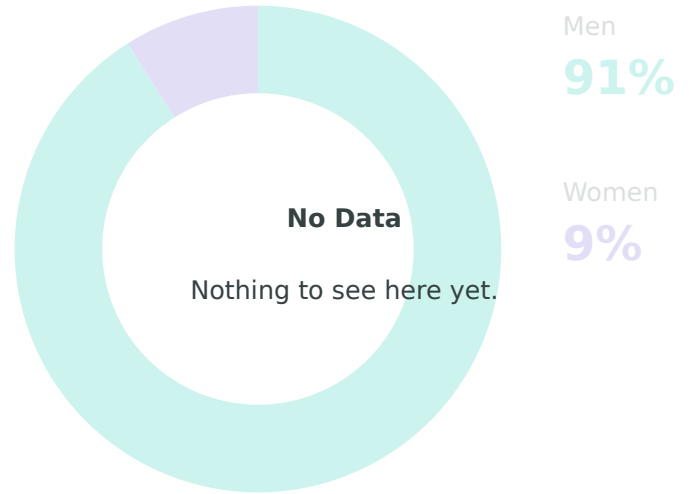
Facebook People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reportin...

People Engaged by Age ⓘ



People Engaged by Gender ⓘ



Facebook Pages

Review your aggregate page metrics from the reporting period.

Page [▲]	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks
Reporting Period Jul 1, 2016 - Jun 26, 2020	1,431 ↗-	1,400 ↗69,900%	718 ↗23,833%	1,733,605 ↗3,467,110%	39,243 ↗126,490%	10,792 ↗-
Compare to Jul 5, 2012 - Jun 30, 2016	0	2	3	50	31	0
I-526 Lowcountry ...	1,431	1,400	718	1,733,605	39,243	10,792



Twitter Profiles
for **LowcountryCorridor**

July 1, 2016 - June 26, 2020

Track profile performance to determine the impact of Twitter content.

Twitter Performance Summary

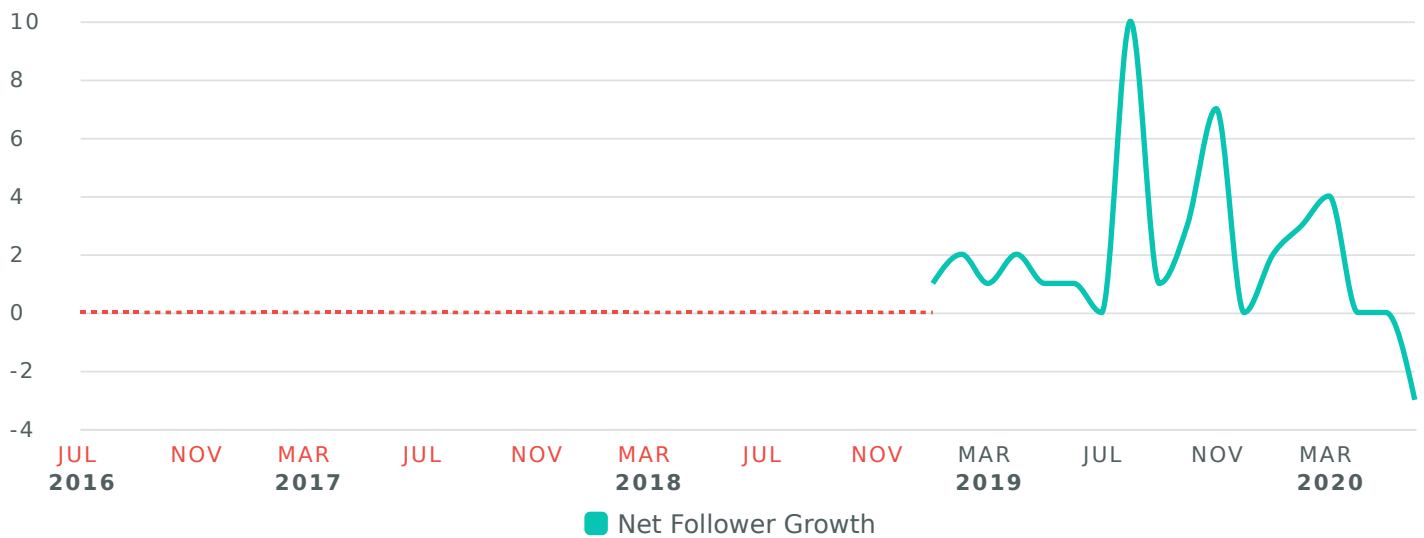
View your key profile performance metrics from the reporting period.

Impressions 78,110 ↗2,603,567%	Engagements 1,572 ↗-	Post Link Clicks 164 ↗-
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Twitter Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth, by Month

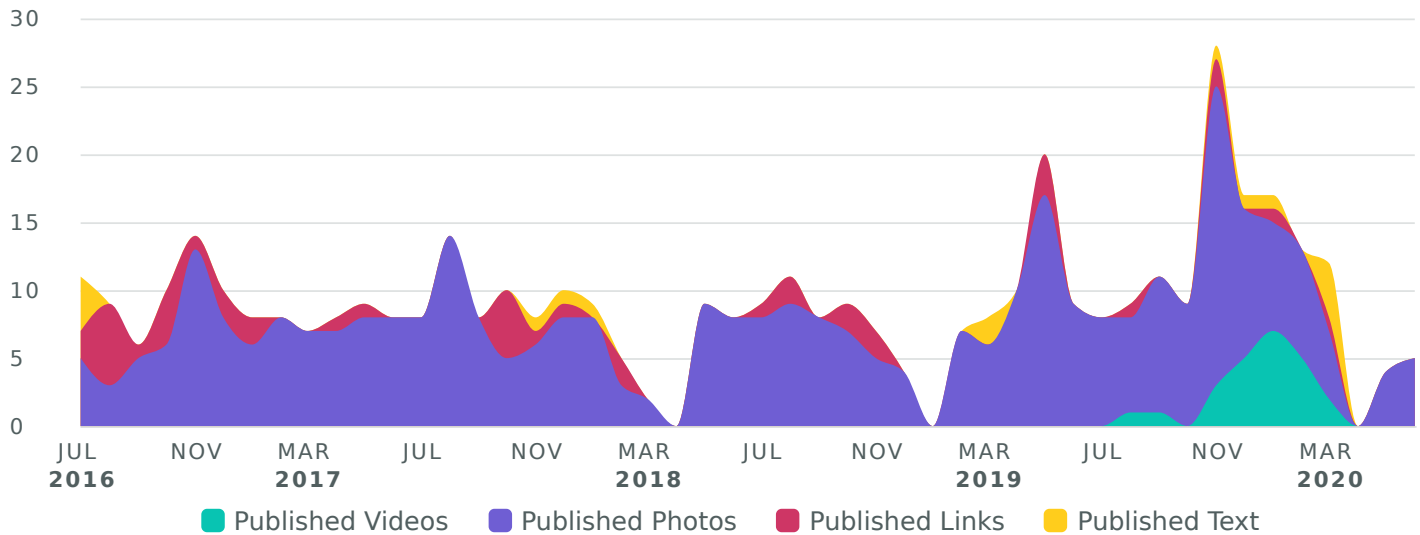


Audience Metrics	Totals	% Change
Followers	140	-
Net Follower Growth	35	-
Following	102	-

Twitter Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



Publishing Behavior by Content Type	Totals	% Change
Total Published Posts	434	↗ 43,300%
Published Videos	24	↗ -
Published Photos	350	↗ -
Published Links	44	↗ -
Published Text	16	↗ 1,500%

Twitter Top Posts

Review your top posts published during the selected time period, based on the post’s lifetime performance.

By Lifetime Engagements







526Corridor
Tue 5/21/2019 12:36 am...

Could tolled, high-occupancy vehicle or some other sort of “managed” lanes help




Total Engagements	58
Likes	4
@Replies	1
Retweets	3
Post Link Clicks	11
Other Post Clicks	39
Other Engagements	0





526Corridor
Thu 11/21/2019 3:52 pm...

Swing by the I-526 LCC WEST Public Information Meeting today at the Charleston Ar



Total Engagements	53
Likes	6
@Replies	0
Retweets	3
Post Link Clicks	-
Other Post Clicks	44
Other Engagements	0





526Corridor
Thu 1/5/2017 12:01 pm ...

#SCDOT Project Manager Joy Riley meets with the local media in Charleston to

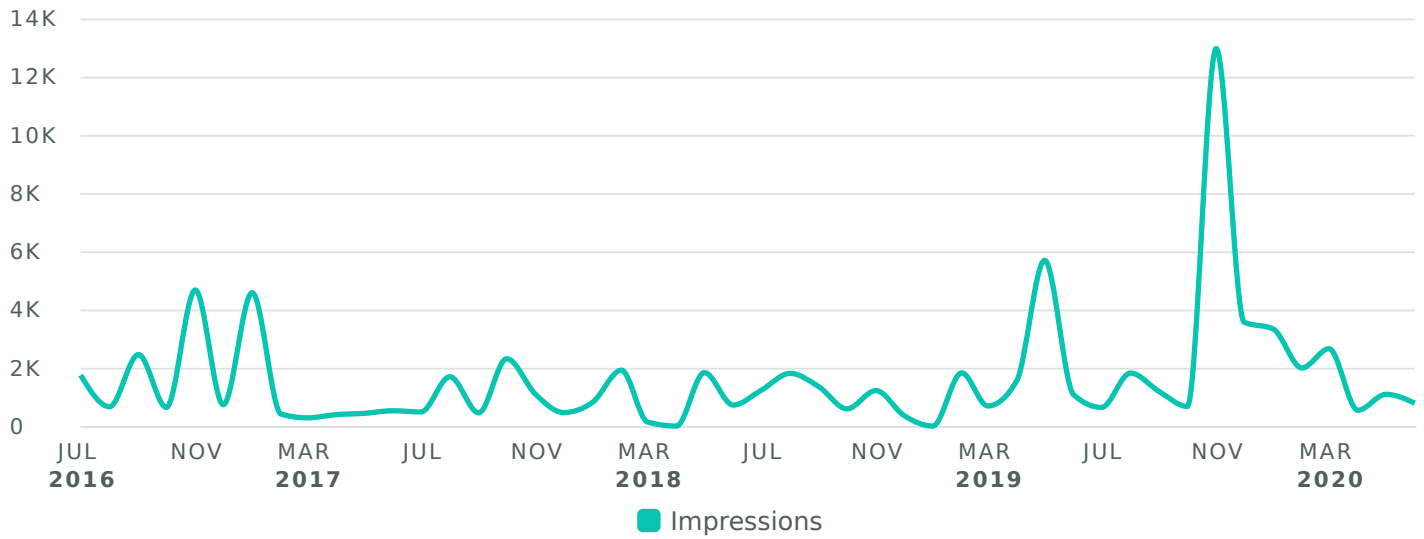


Total Engagements	48
Likes	4
@Replies	0
Retweets	2
Post Link Clicks	6
Other Post Clicks	36
Other Engagements	0

Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

Impressions, by Month

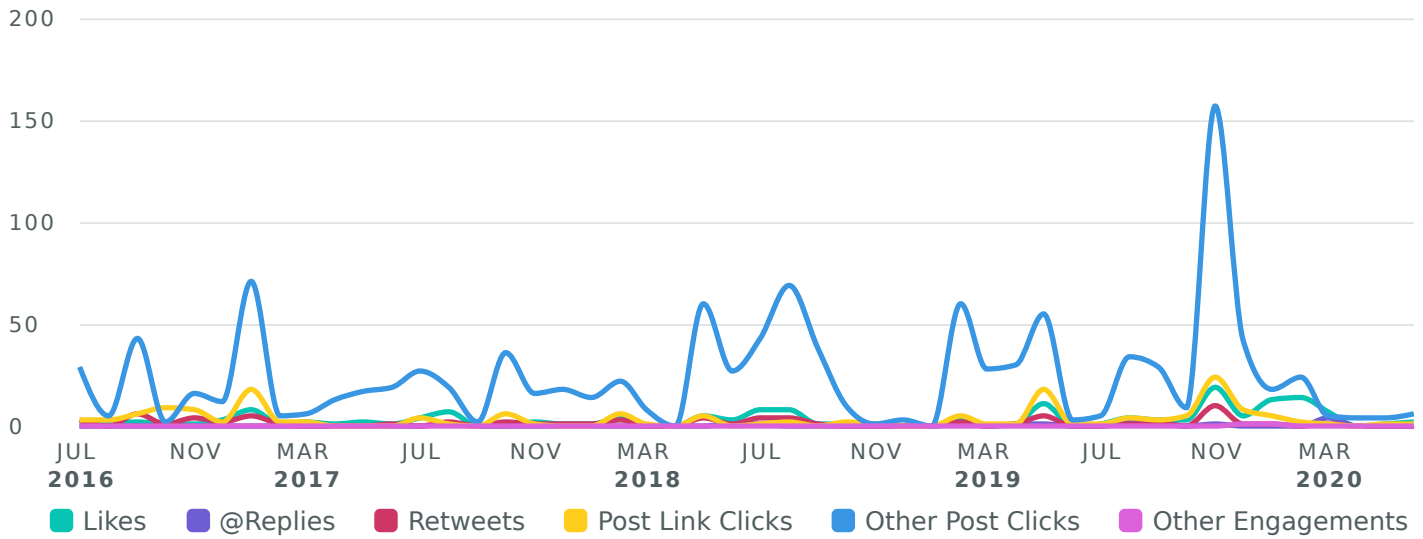


Impression Metrics	Totals	% Change
Impressions	78,110	↗ 2,603,567%

Twitter Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month

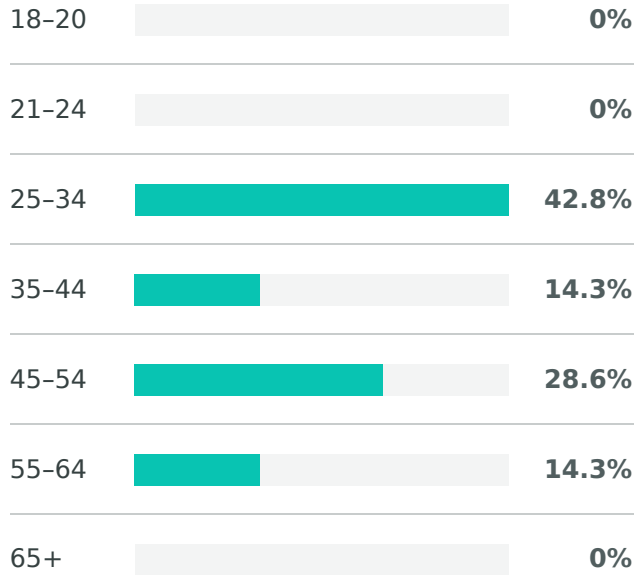


Engagement Metrics	Totals	% Change
Total Engagements	1,572	↗-
Likes	157	↗-
@Replies	15	↗-
Retweets	70	↗-
Post Link Clicks	164	↗-
Other Post Clicks	1,164	↗-
Other Engagements	2	↗-
Engagement Rate (per Impression)	2.0%	↗-

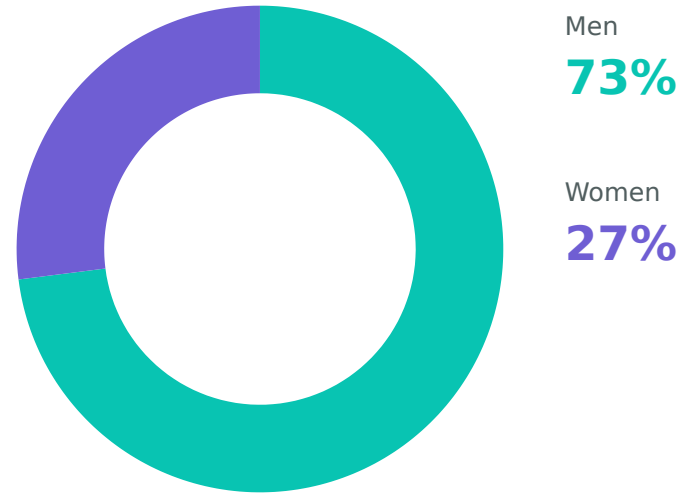
Twitter Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ




Audience by Gender ⓘ



The majority of your followers appear to be **men** along with people between the ages of **25-34**.

Twitter Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (pe Impression)
Reporting Period Jul 1, 2016 - Jun 26, 2020	140 -	35 -	434 ↗ 43,300%	78,110 ↗ 2,603,567%	1,572 ↗ -	164 ↗ -	2% ↗ -
Compare to Jul 5, 2012 - Jun 30, 2016	-	-	1	3	0	0	0%
 LowcountryCorridor	140	35	434	78,110	1,572	164	2%



Profile Performance

July 1, 2016 - June 26, 2020

Understand growth and health of your social profiles

Included in this Report

 LowcountryCorridor

 I-526 Lowcountry Corridor

Cross-Network Performance Summary

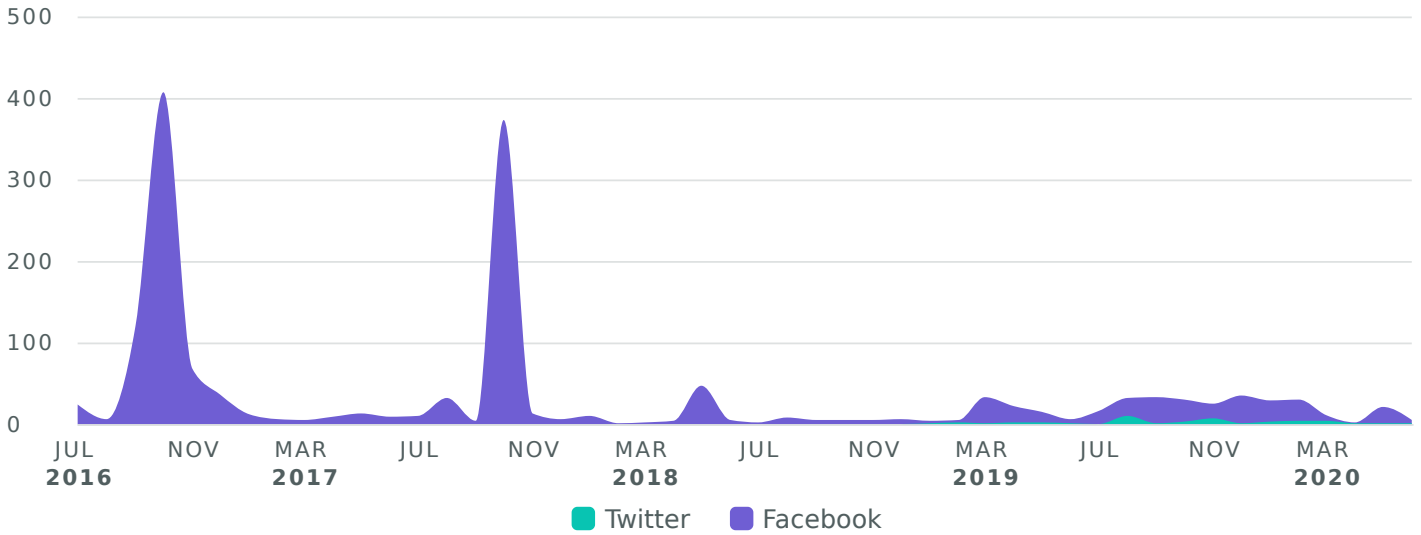
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>1,811,715</p> <p>↗ 3,418,230%</p>	<p>Engagements ⓘ</p> <p>40,815</p> <p>↗ 131,561%</p>	<p>Post Link Clicks ⓘ</p> <p>10,956 ↗-</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

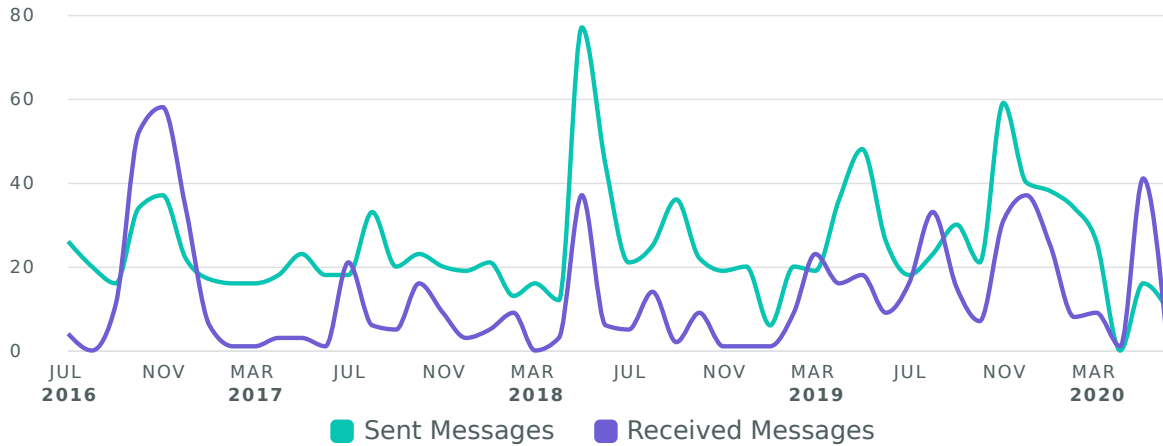


Audience Growth Metrics	Totals	% Change
Total Audience ⓘ	1,571	↗-
Total Net Audience Growth ⓘ	1,435	↗71,650%
Twitter Net Follower Growth	35	-
Facebook Net Fan Growth	1,400	↗69,900%

Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages Per Month



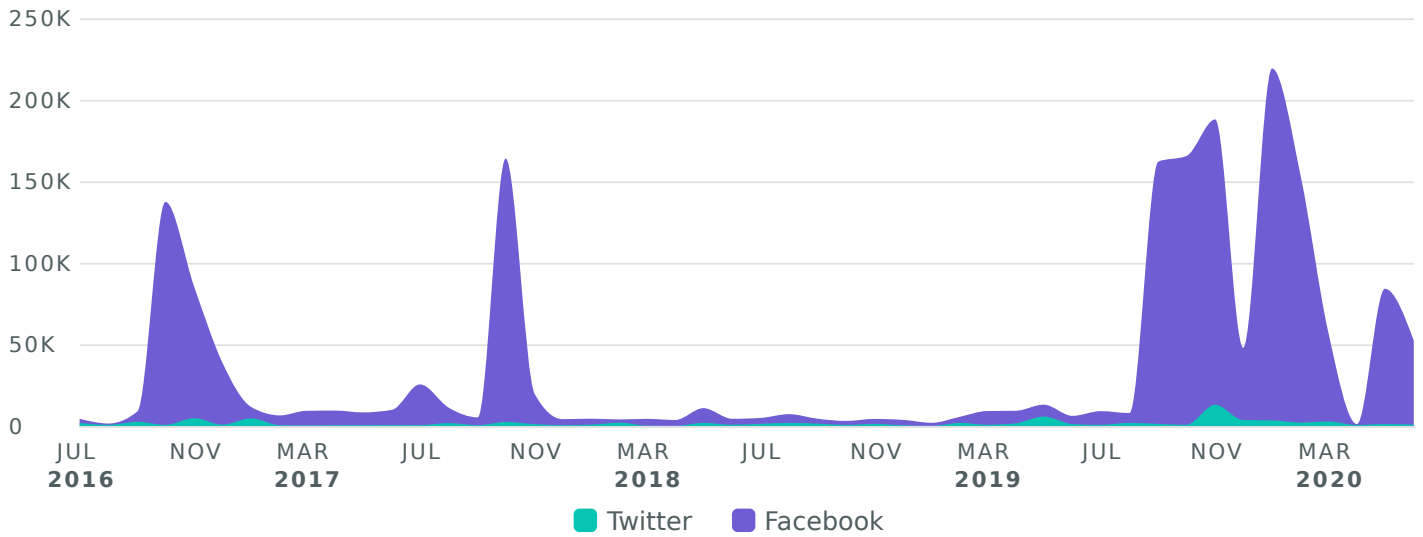
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	1,192	↗ 29,700%
Twitter Sent Messages	434	↗ 43,300%
Facebook Sent Messages	758	↗ 25,167%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	627	↗ -
Twitter Received Messages	163	↗ -
Facebook Received Messages	464	↗ -

Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

Impressions Per Month

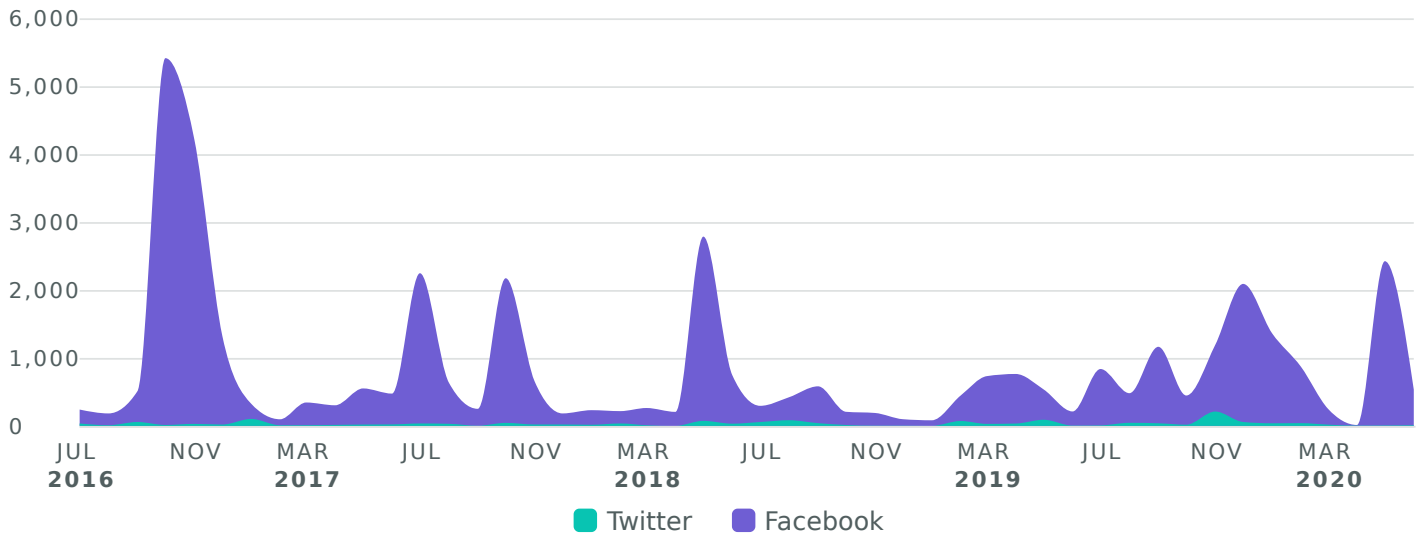


Impression Metrics	Totals	% Change
Total Impressions ⓘ	1,811,715	↗ 3,418,230%
Twitter Impressions	78,110	↗ 2,603,567%
Facebook Impressions	1,733,605	↗ 3,467,110%

Cross-Network Engagement

See how people are engaging with your posts during the reporting period.



Engagements Per Month



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	40,815 ↗	131,561%
Twitter Engagements	1,572	↗-
Facebook Engagements	39,243	↗ 126,490%

Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Jul 1, 2016 - Jun 26, 2020	1,571 ↗ -	1,435 ↗ 71,650%	1,173 ↗ 29,225%	1,811,715 ↗ 3,418,230%	40,815 ↗ 131,561%	2.3% ↘ 96.1%
Compare to Jul 5, 2012 - Jun 30, 2016	0	2	4	53	31	58.5%
 I-526 Lowcountry ...	1,431	1,400	739	1,733,605	39,243	2.3%
 LowcountryCorridor	140	35	434	78,110	1,572	2%