

## **Appendix V**

# **Advertising Summary**

**V.1 Newsletters**

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## **Appendix V.1**

### **Newsletters**



# 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.

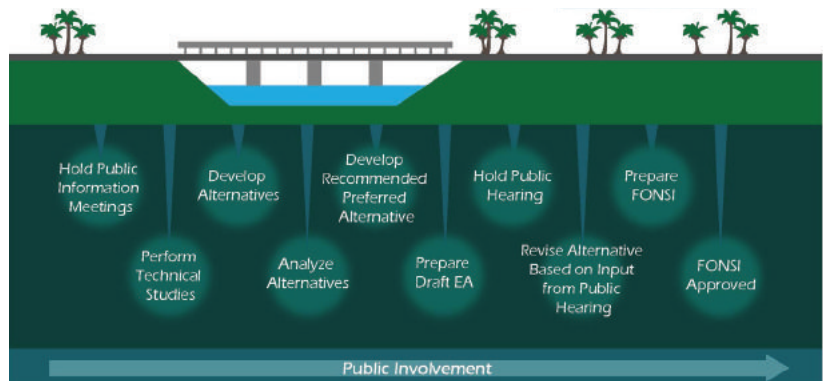
NEPA requires the 526 Lowcountry Corridor project to provide meaningful public involvement opportunities in developing the NEPA document. This involvement will take the form of an outreach process that includes community meetings, public information meetings, formal public hearings and/or other methods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

-  **The proposed 526 Lowcountry Corridor**
-  **Traffic and safety issues along I-526 and neighborhood streets**
  -  *These include: Rivers Avenue, International Boulevard, Montague Avenue, Dorchester Road, and Leeds Avenue*
-  **Review of study area maps**
-  **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](http://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](http://www.526LowcountryCorridor.com)**



**Completing a comment form** at a meeting or on the project website



**Emailing your comments to [526LowcountryCorridor@scdot.org](mailto: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

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## 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](mailto:526LowcountryCorridor@scdot.org)



# 526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE II, Fall 2016

## Meet with us on your schedule.

[www.526LowcountryCorridor.com](http://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](http://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



# 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, social media, a project website, formal public hearings and other methods that will provide information to the public while also gathering citizen input on the potential project.

## PROJECT DESCRIPTION

The 526 Lowcountry Corridor project involves about 8 miles of I-526 between Rivers Avenue in North Charleston and Paul Cantrell Boulevard in West Ashley, and includes the cross street interchanges as well as the interchange of I-526 and I-26. The project intends to improve traffic flow, access and safety for both businesses and residents along one of the more congested corridors in the state. Congestion will be reduced along route I-526 and the intersecting roadways, including Rivers Avenue, I-26, International Boulevard, Montague Avenue, Dorchester Road, Leeds Avenue, and Paul Cantrell Boulevard.



## MEDIA OUTREACH



The 526 Lowcountry Corridor project team has been meeting regularly with local media, which has resulted in informative coverage!

## 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 prepare an Environmental Assessment (EA), which is a type of NEPA document. 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 SCHEDULE





# 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](http://www.526LowcountryCorridor.com)

🛡 Completing a comment form on the project website

🛡 Emailing your comments to [526distribution@scdot.org](mailto: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](https://facebook.com/526Corridor)



Twitter - @526Corridor





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

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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 when requested, 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**

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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](http://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](mailto:526distribution@scdot.org), with the subject line: "Speakers Bureau."

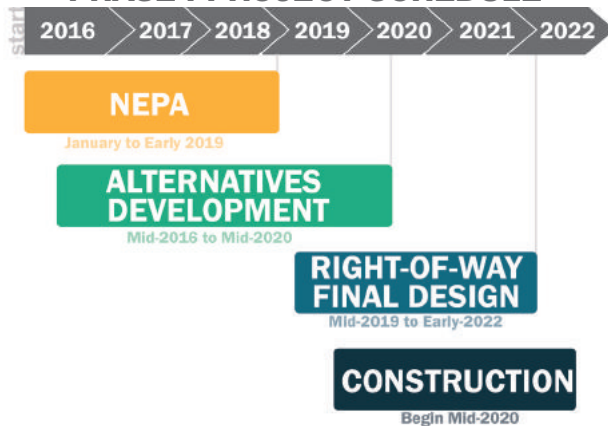
## LOCAL SMALL BUSINESS OUTREACH INITIATIVE

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](mailto:526distribution@scdot.org).



### PHASE I PROJECT SCHEDULE



THE PHASE II  
PROJECT SCHEDULE  
**COMING SOON.**

website  
facebook  
twitter  
email  
mail  
phone



[www.526LowcountryCorridor.com](http://www.526LowcountryCorridor.com)



[www.Facebook.com/526Corridor](https://www.facebook.com/526Corridor)



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INFORMATION**





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# 526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE IV, Spring 2018

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

**A**s 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.

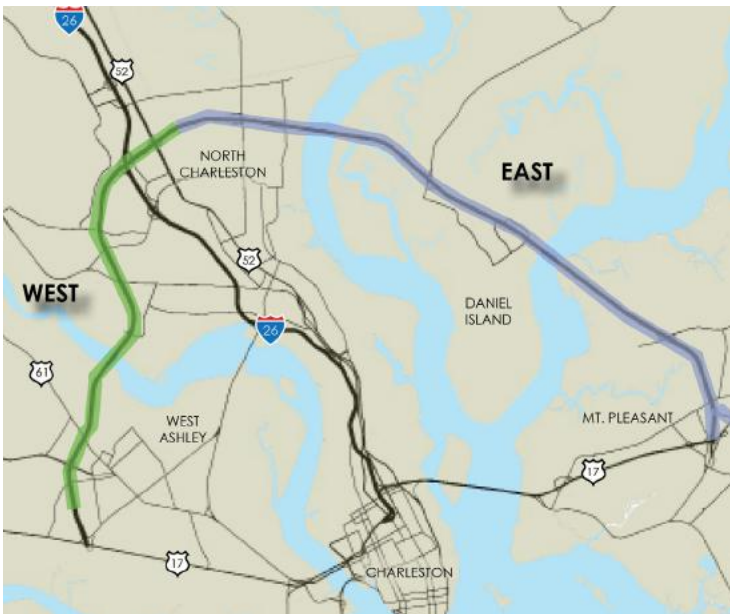
The South Carolina Department of Transportation's 526 Lowcountry Corridor Project team understands that this may be the best opportunity for the foreseeable future to make

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

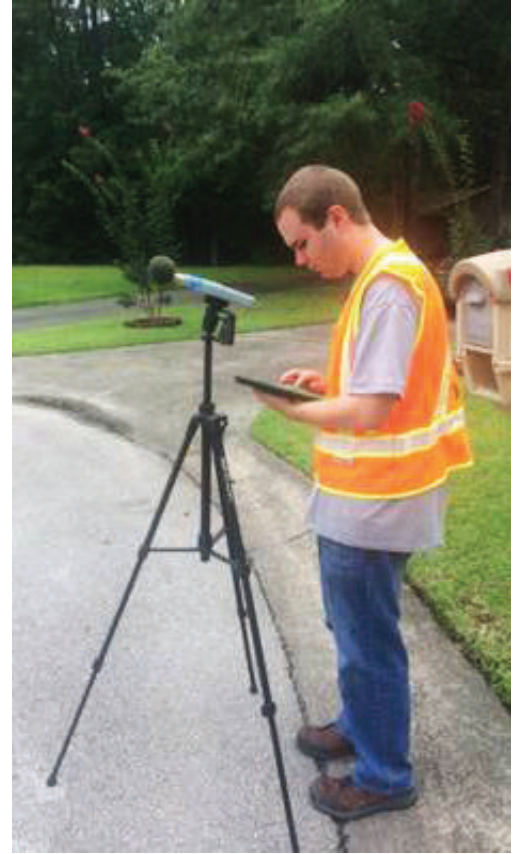
The Federal Highway Administration's (FHWA) regulation on highway traffic noise requires that we conduct noise studies when building new highways or changing or expanding existing ones. The purpose of a noise study is to learn whether highway traffic sounds will have an impact on nearby outdoor areas 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:

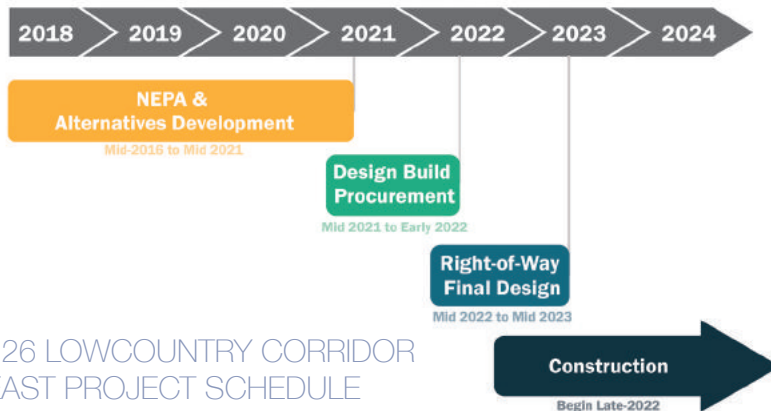
- The 526 Lowcountry Corridor WEST Traffic Operations Study (SCDOT)
- The 526 Lowcountry Corridor EAST Traffic Operations Study (SCDOT)
- The I-526 Corridor Management Plan (SCDOT)
- [The Regional Park and Ride Study \(Berkeley Charleston Dorchester Council of Governments, BCDCOG\)](#)
- [Lowcountry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



526 LOWCOUNTRY CORRIDOR  
EAST PROJECT SCHEDULE  
**COMING SOON.**

## INFORMATION

website		<a href="http://www.526LowcountryCorridor.com">www.526LowcountryCorridor.com</a>
facebook		<a href="https://www.facebook.com/526Corridor">www.Facebook.com/526Corridor</a>
twitter		@526Corridor
text		Text I526 to 555-888 for project updates



## PROJECT CONTACT

For more information, please contact:

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# 526 LOWCOUNTRY CORRIDOR NEWSLETTER



ISSUE V, Fall 2018



## 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 EAST 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 EAST 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 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](http://www.526LowcountryCorridor.com)

[www.Facebook.com/526Corridor](https://www.facebook.com/526Corridor)



@526Corridor

Text i526 to 555-888 for project updates



## PROJECT CONTACT

For more information, please contact:

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**SCDOT**



## 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](http://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](#).

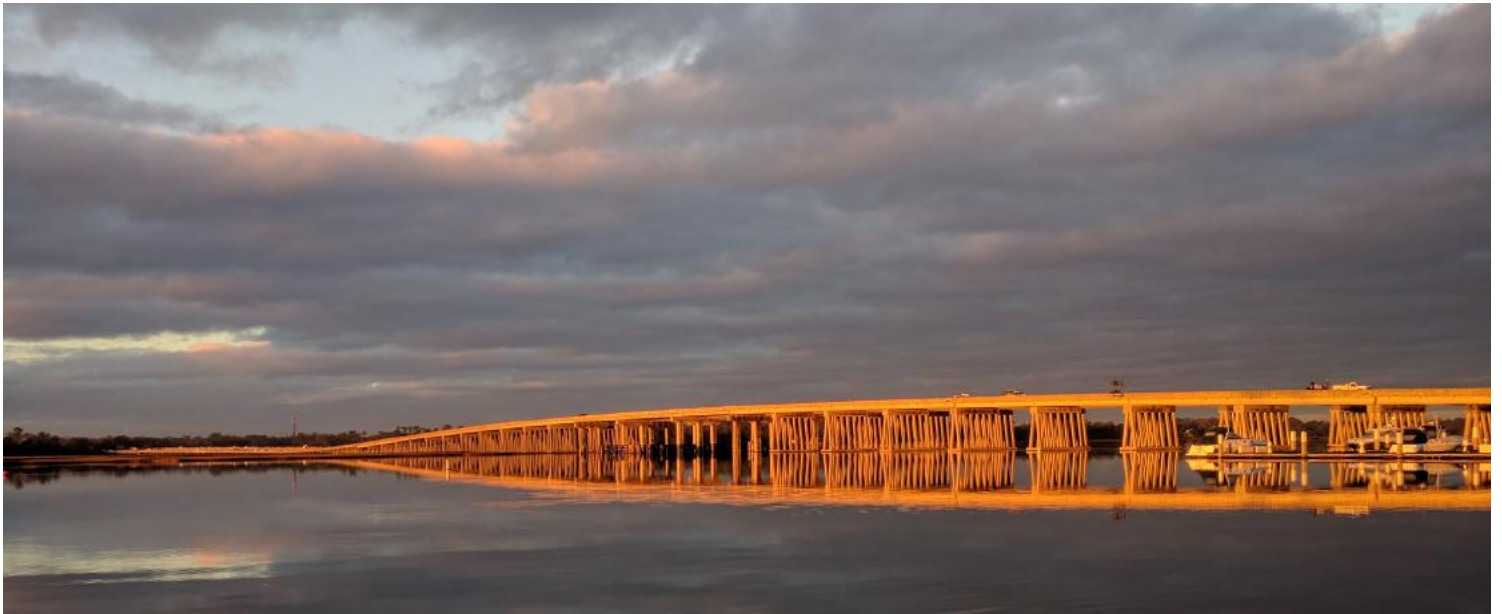


*Above: The I-26/I-526 interchange.  
Below: Free-flowing traffic on I-526 LCC West.*



# 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.

## 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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#### Mail

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



#### Text / SMS

Text 1526 to 555.888 for project updates via text message.

### 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.



U.S. Department of Transportation  
Federal Highway Administration



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[526LowcountryCorridor.org](https://526LowcountryCorridor.org)



## **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.

### PEL Study Benefits

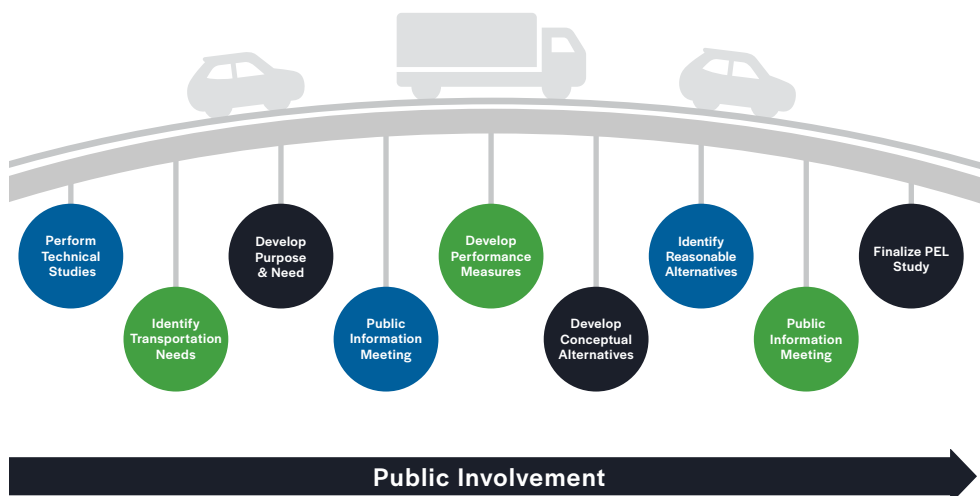
**As described by FHWA, potential benefits of a PEL study include:**

- ▶ 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](http://www.environment.fhwa.dot.gov/env_initiatives/pel.aspx)

### I-526 LCC EAST PEL Study Process





# 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.



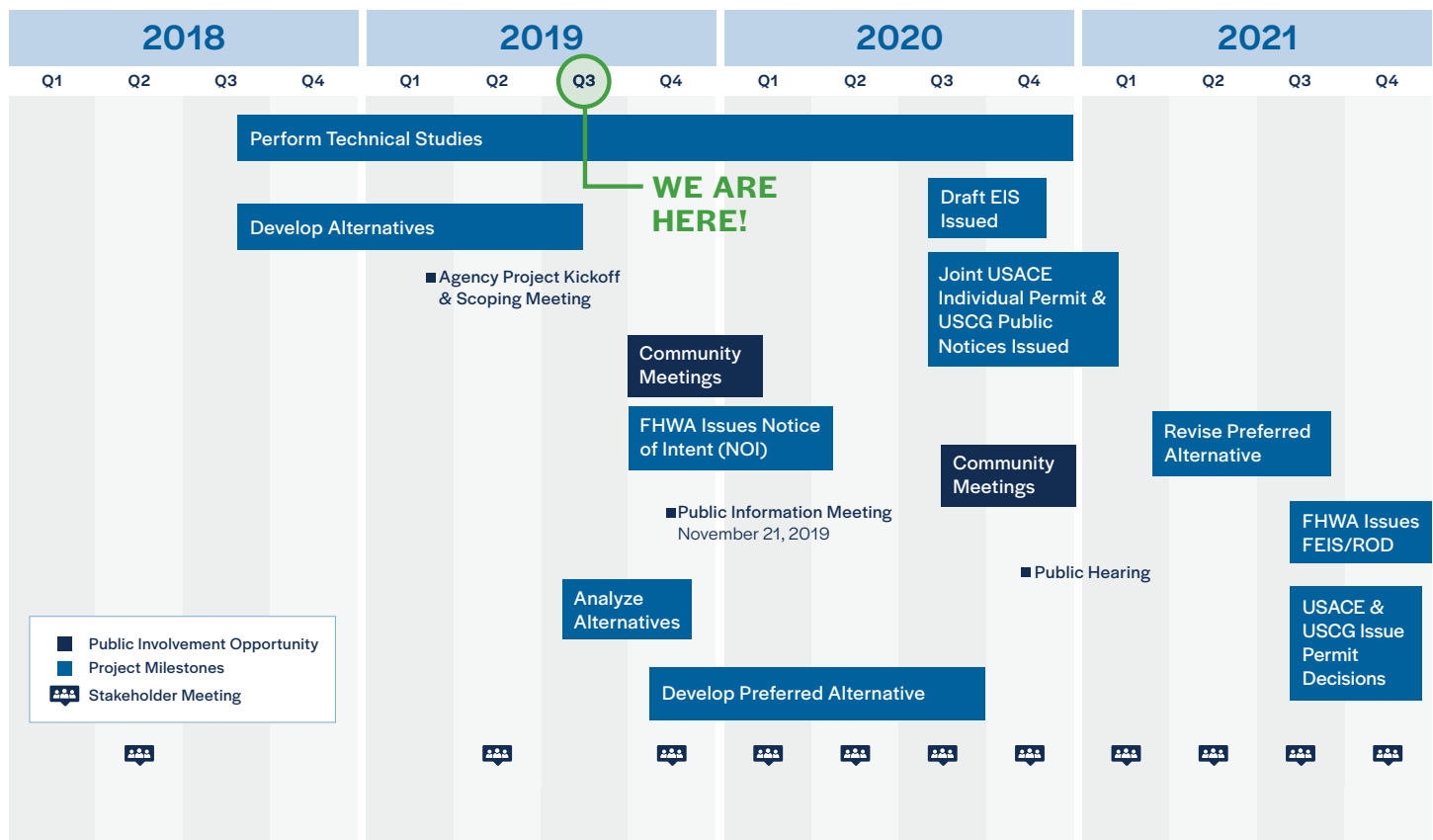
Above: Joy Riley speaks at a West Ashley Community Meeting.

### 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/](http://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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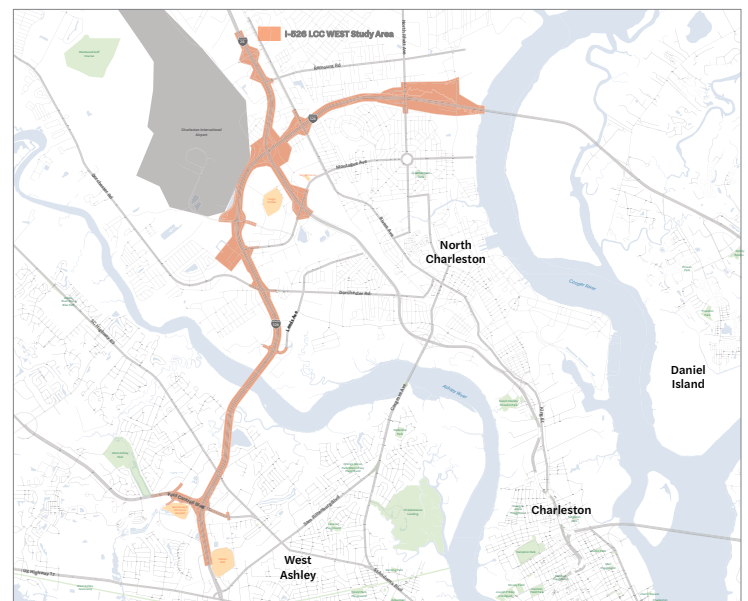
# I-526 Lowcountry Corridor WEST Public Information Handout

## 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)
 <b>LOS A</b> Free Flow	 <b>LOS D</b> Approaching Unstable Flow	North of SC 7 (Sam Rittenberg Blvd) to Paul Cantrell Blvd	C	B	B
		Paul Cantrell Blvd to Leeds Ave	F	F	D
 <b>LOS B</b> Reasonably Free Flow	 <b>LOS E</b> Unstable Flow	Leeds Ave to Dorchester Rd	F	F	D
		Dorchester Rd to Montague Ave	F	E	C
 <b>LOS C</b> Stable Flow	 <b>LOS F</b> Forced Flow	Montague Ave to International Blvd	F	D	C
		International Blvd to I-26	F	E	C
		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

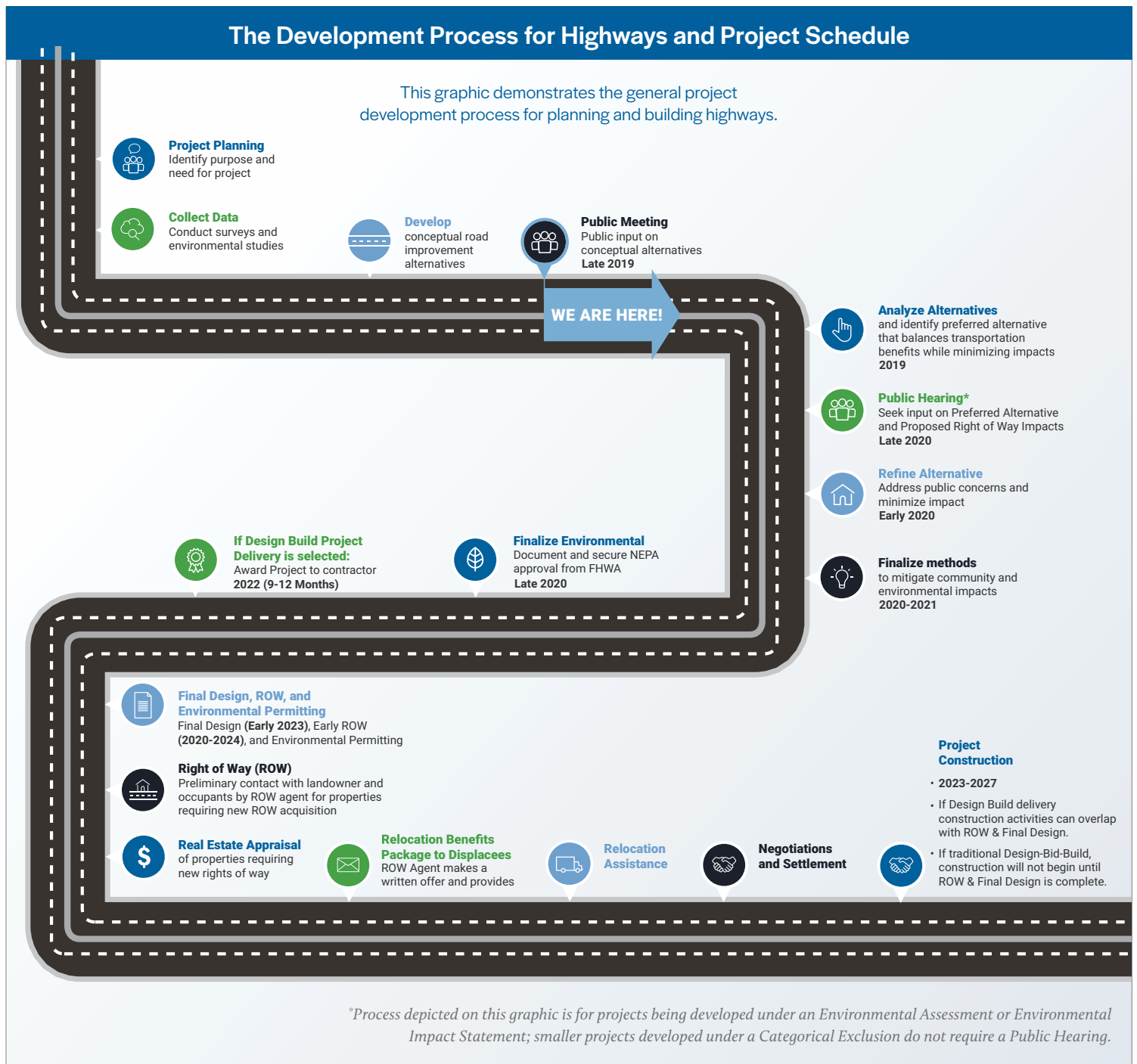


## The Project Development Process

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.



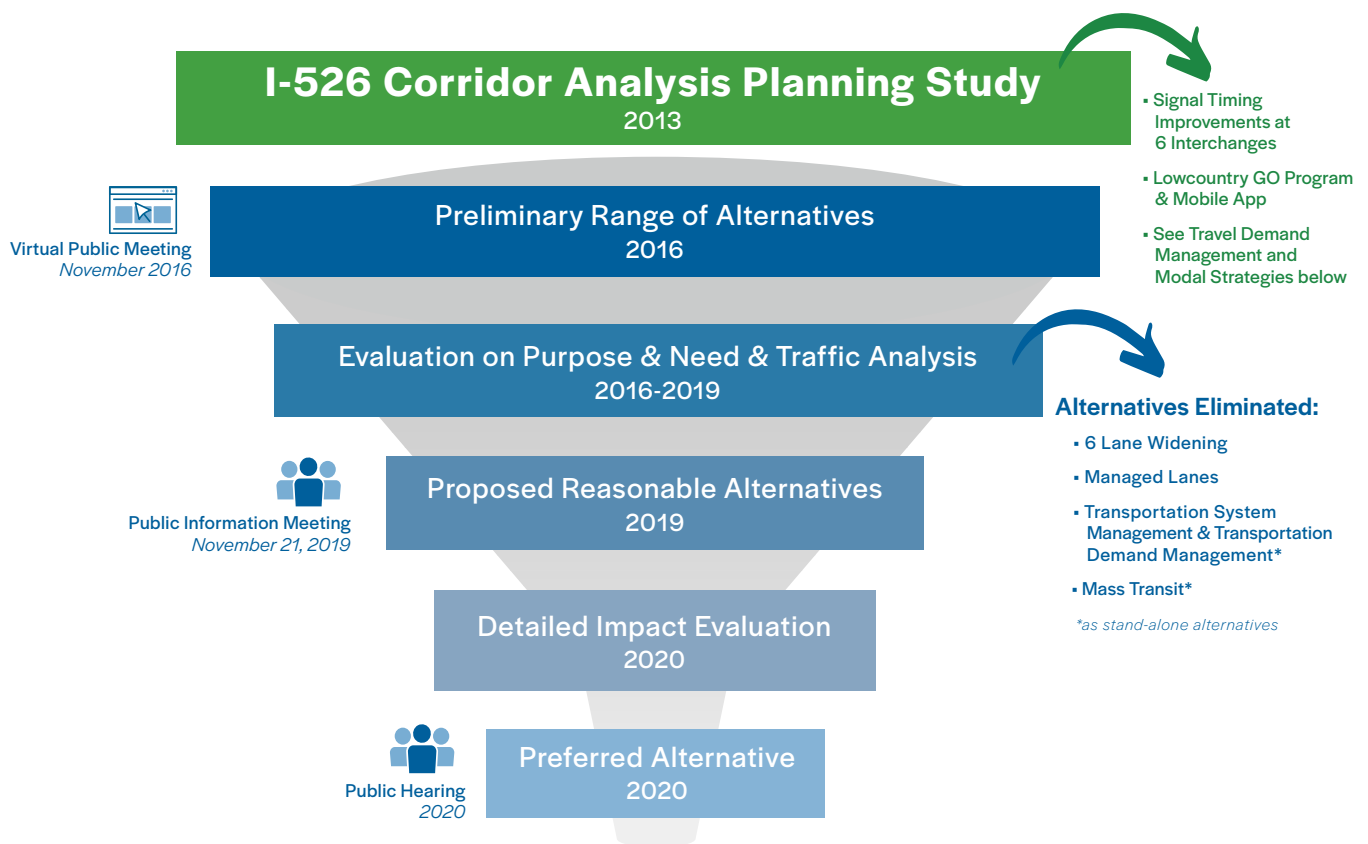




## Alternatives Evaluation Criteria









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.

### Alternatives Evaluation Funnel



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



## 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

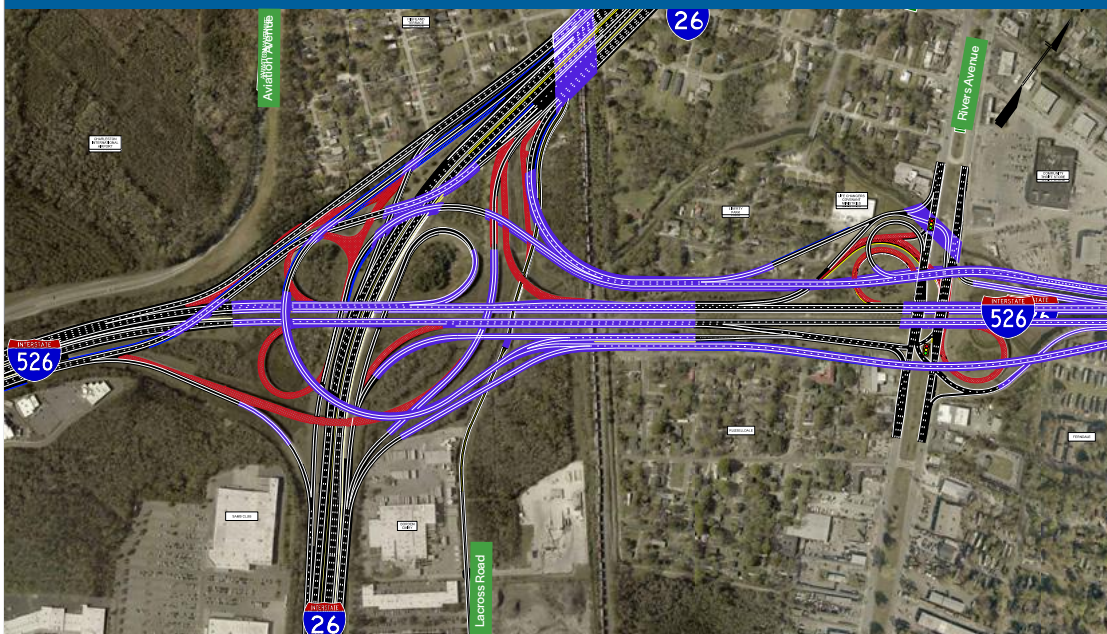
 Existing & Proposed Bridges

### 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

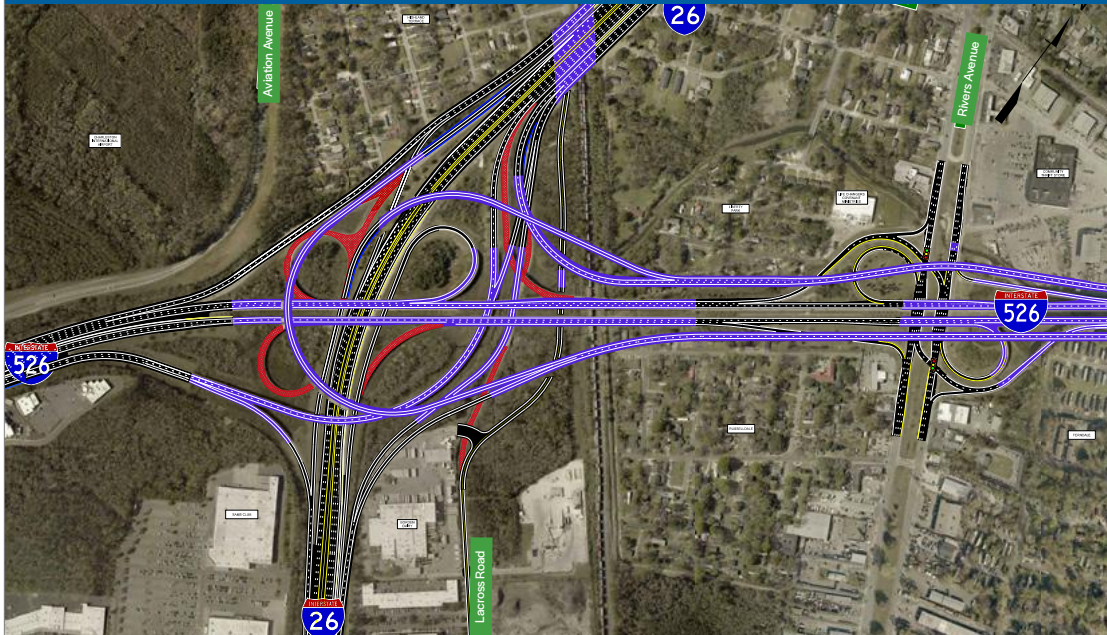


 Removal of Roadway

 Existing & Proposed Roadways

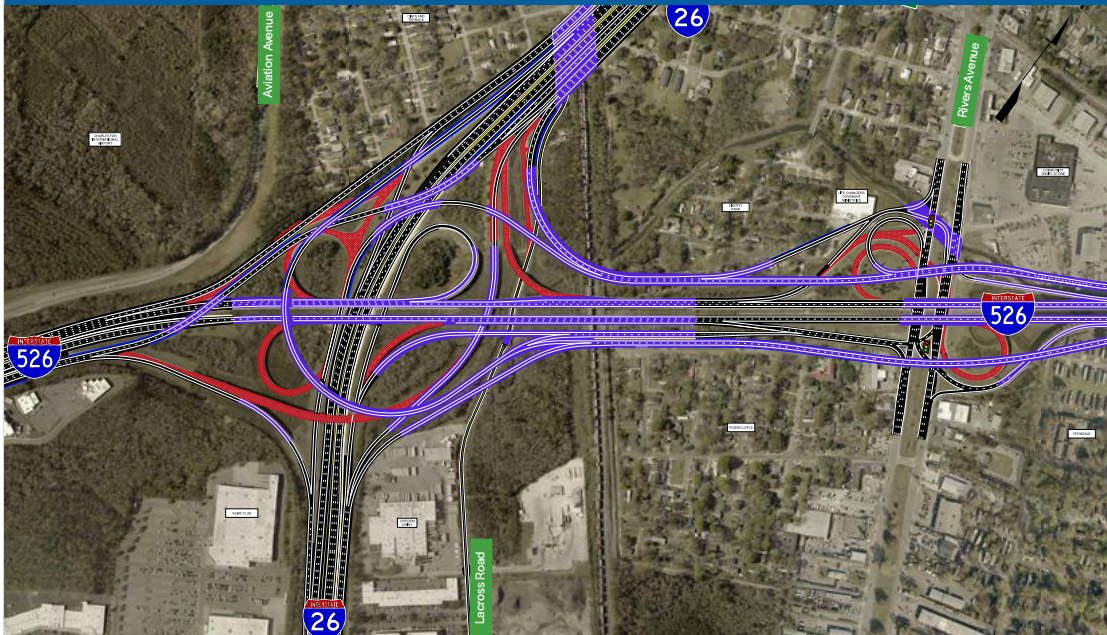
 Existing & Proposed Bridges

## 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

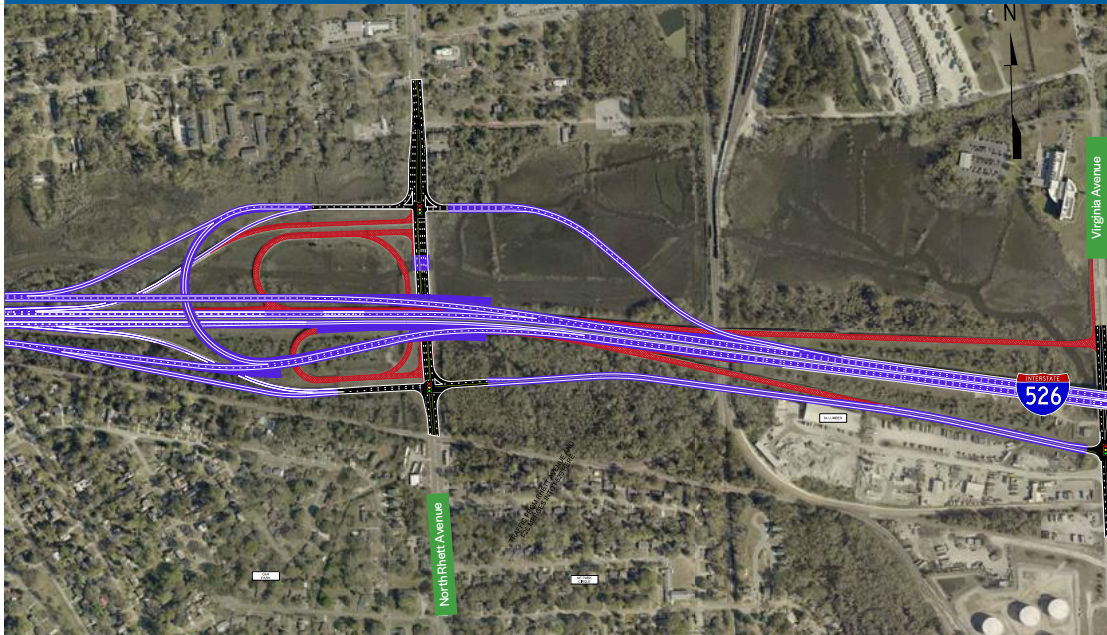


 Removal of Roadway

 Existing & Proposed Roadways

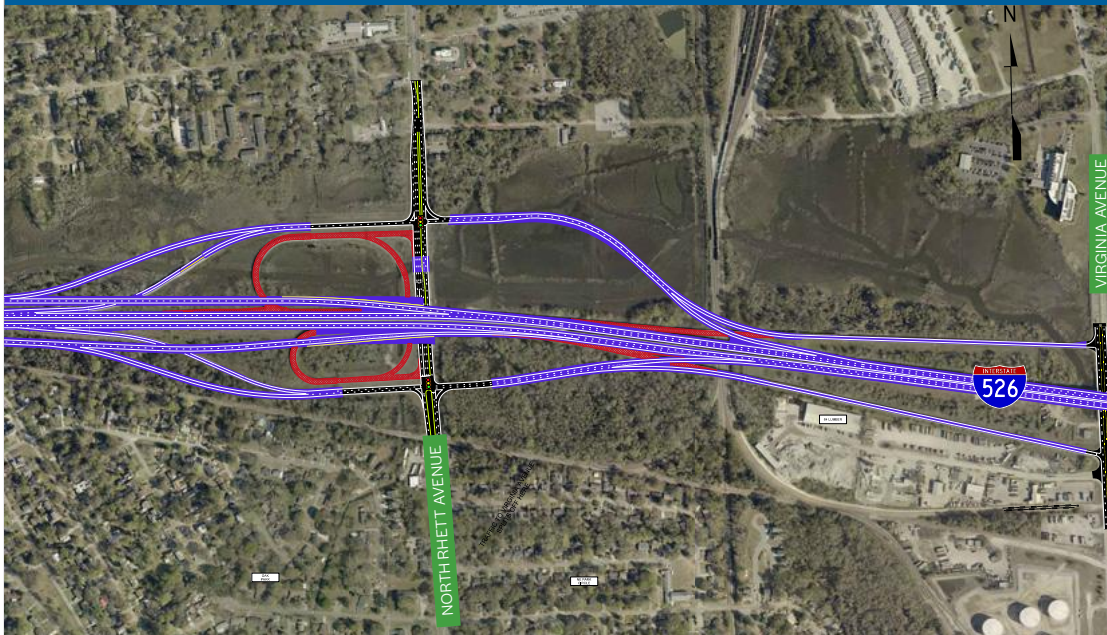
 Existing & Proposed Bridges

## 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

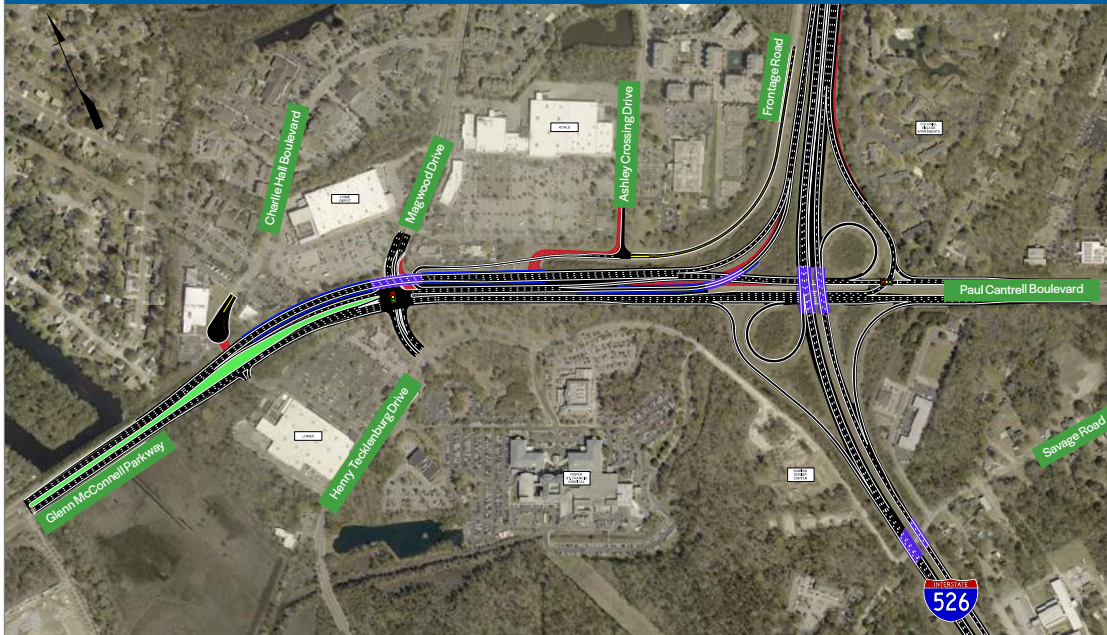


- Entrance ramps begin at separate intersections for Eastbound and Westbound I-526
- Provides separate, one-way frontage roads on either side of I-526 connecting N. Rhett Avenue to Virginia Avenue
- Provides separate connections from N. Rhett Avenue to mainline I-526 and to collector-distributor roads



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

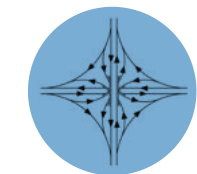
## I-526/Paul Cantrell Boulevard Alternative 1



- 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

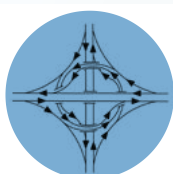
### Interchange Types



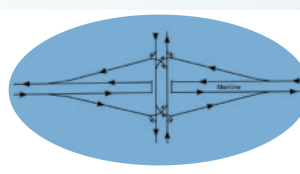
DIRECTIONAL INTERCHANGE WITH DIRECT CONNECTIONS



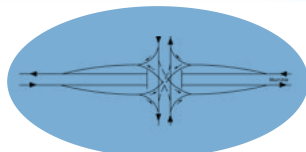
DIRECTIONAL INTERCHANGE WITH DIRECT AND SEMI-DIRECT CONNECTIONS AND LOOP RAMP



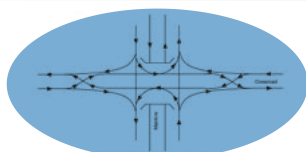
TURBINE



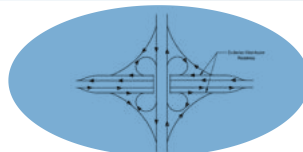
DIAMOND INTERCHANGE



SINGLE-POINT DIAMOND INTERCHANGE

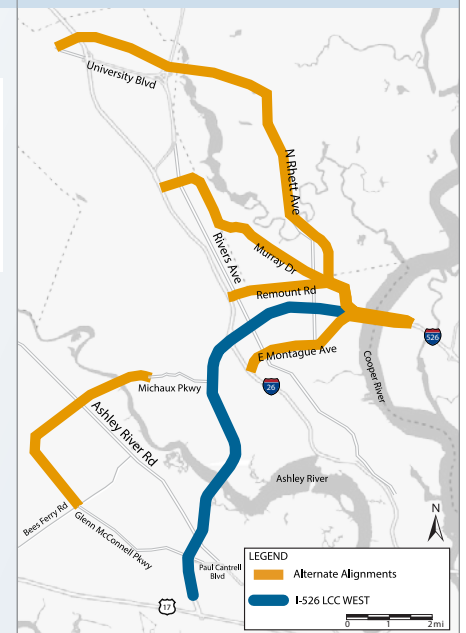


DIVERGING DIAMOND INTERCHANGE



CLOVERLEAF INTERCHANGE WITH COLLECTOR-DISTRIBUTOR ROADWAYS

### Alignments





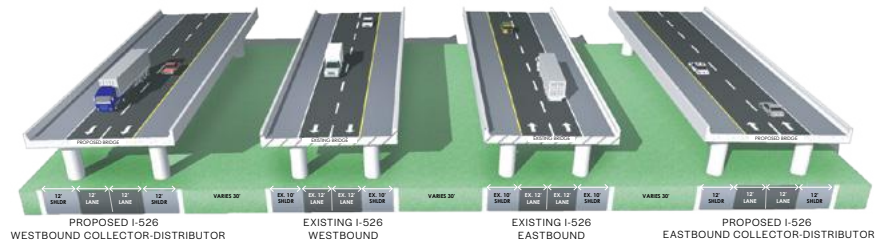
## Typical Sections of Mainline Improvements

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 lettered labels 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

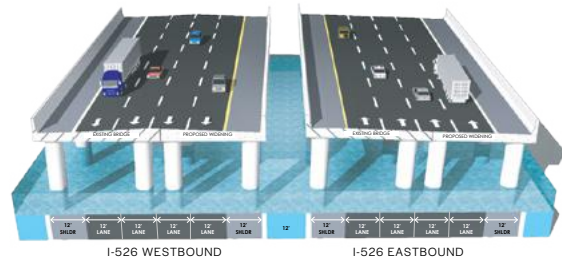
B



### 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

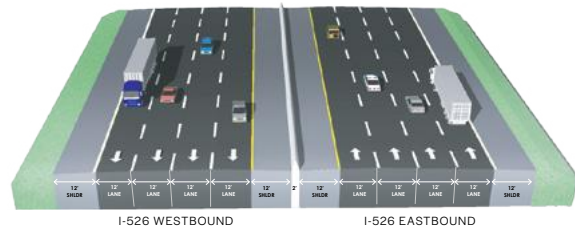
C



### 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

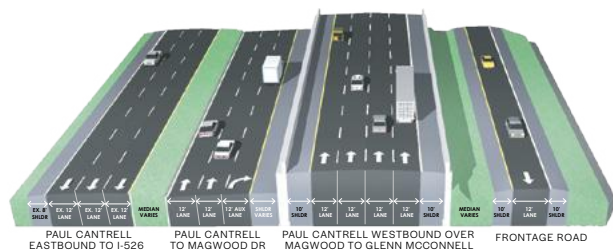


### E. Paul Cantrell Blvd: Ashley Crossing Drive to Bridge Over Magwood Drive

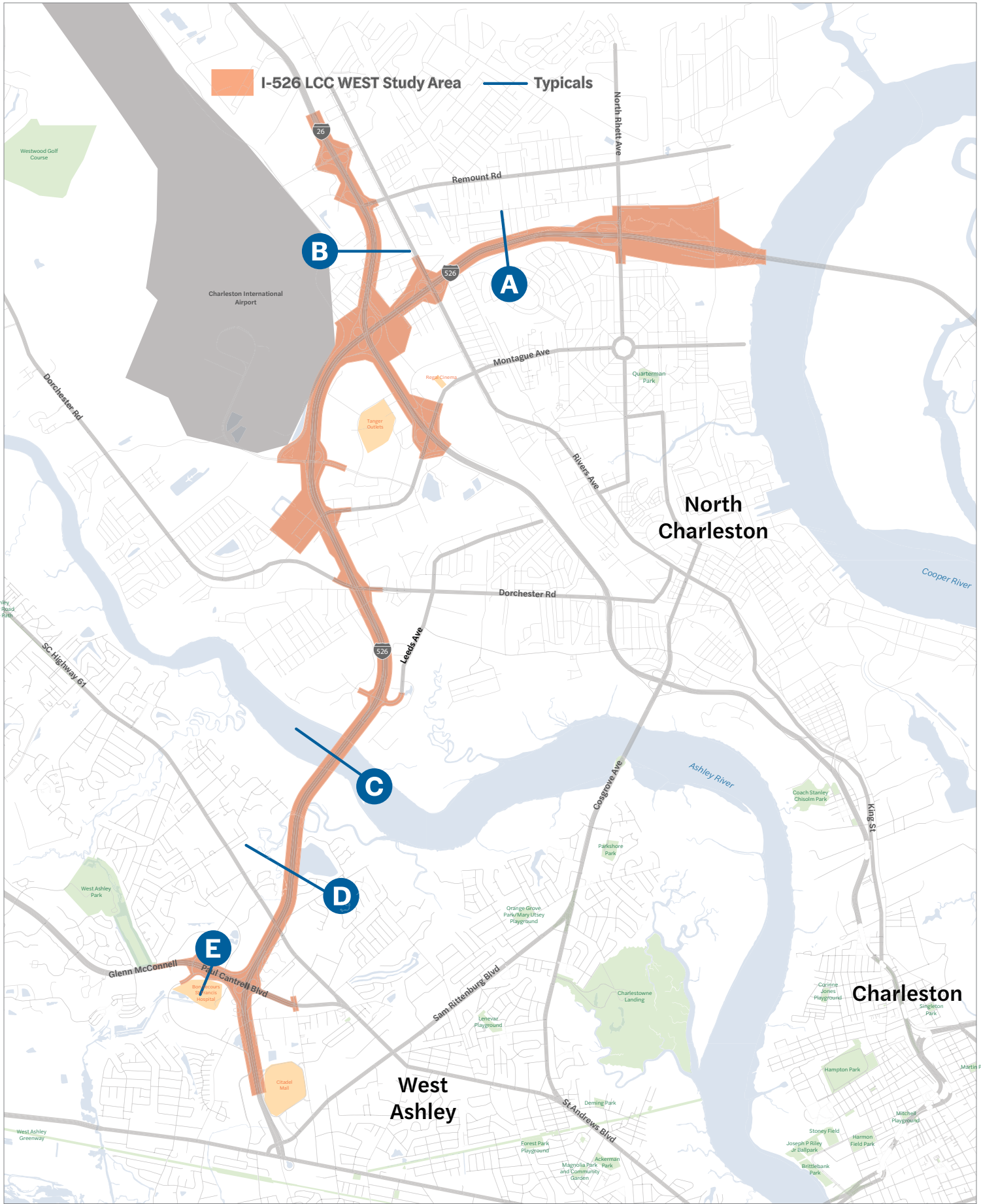
Left to Right:

- 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







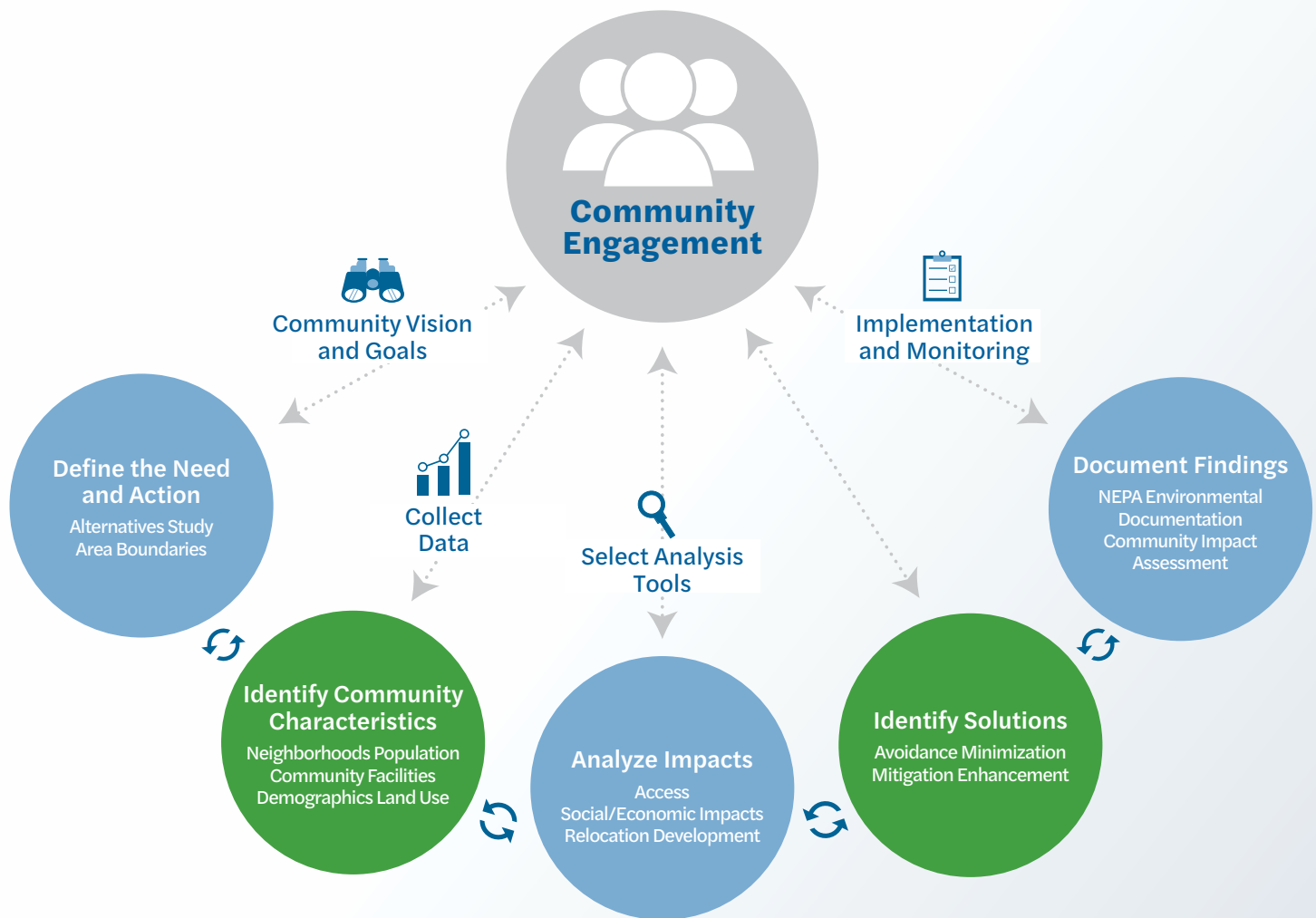




## Community Impact Assessment

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.

### Community Impact Assessment



**Avoid >>> Minimize >>> Mitigate**





## 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.

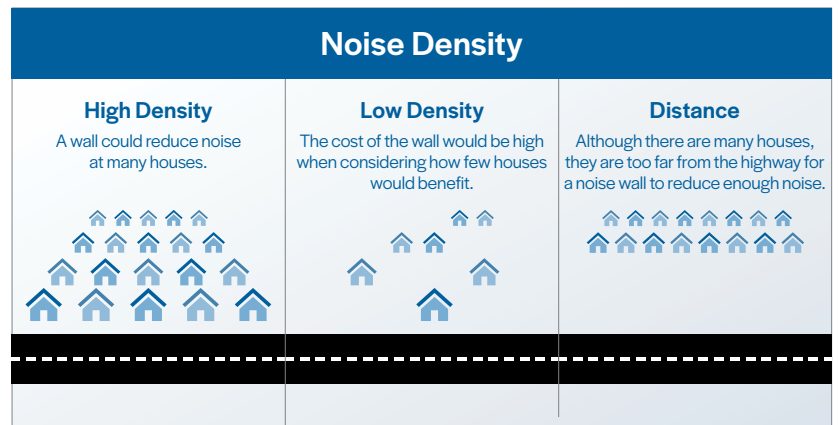


## Environmental Justice Outreach Strategy

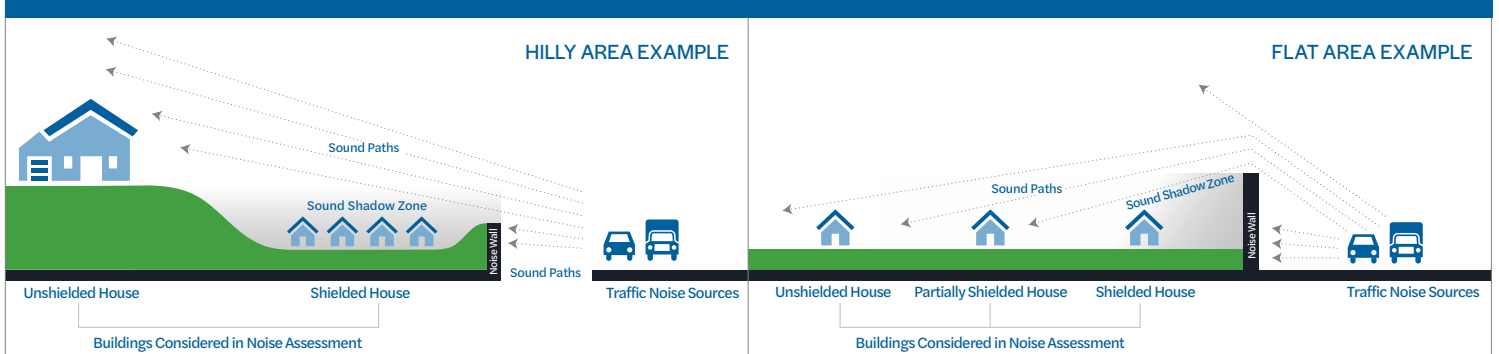


## Highway Traffic Noise

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.

## Project Timeline – What Happens Next?

**PROJECT DESIGN:** *Ongoing, 2016-2024*

**EARLY RIGHT-OF-WAY ACQUISITIONS:** *2020-2024*

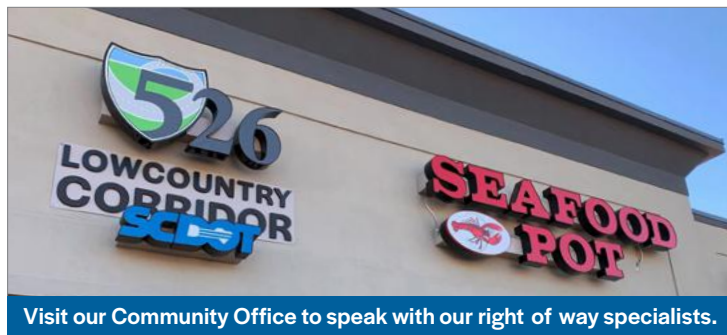
**DESIGN-BUILD TEAM PROCUREMENT:** *2022*

**FINAL DESIGN:** *Early 2023*

**CONSTRUCTION ACTIVITIES:** *2023 - 2027*

## 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!



## We Value Your Input!



### I-526 Lowcountry Corridor Project Manager

Joy Riley, DBIA, PE, PMP, CPM, SCDOT  
E: [info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com)



### Phone

843.258.1135



### Community Office

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



[facebook.com/526Corridor](https://facebook.com/526Corridor)



[twitter.com/526Corridor](https://twitter.com/526Corridor)



[526LowcountryCorridor.com](https://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**



U.S. Department of Transportation  
Federal Highway Administration



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.



## What has been happening with the I-526 LCC EAST?

We appreciate all of you who shifted from the planned in-person engagements last summer to join us online and offer your concerns and vision for the I-526 LCC EAST (I-526 from Virginia Avenue to US 17 in Mount Pleasant).

Your feedback is critical to the success of this Planning and Environmental Linkages (PEL) Study. Input received now is helping to set the purpose and need and priorities for future improvements within this corridor. The graphics below summarize what we learned from both the survey and the public meeting.

The online survey began May 14, 2020 and was extended through August 15, 2020 to coincide with the launch of a full online public information meeting, which ran from July 15 through August 15, 2020.

**Meeting Live:**  
**July 15 -**  
**August 15, 2020**

[526LowcountryCorridor.com](http://526LowcountryCorridor.com)

**84**  
**Comments**

83 Online Comments  
1 Emailed Comment

### Top 5 Comments & Concerns:

**21%**

Concerned with Noise Impacts



**13%**

Concerned with Neighborhood Impacts



**10%**

Wanted Alternative Truck/ Freight Routes



**6%**

Wanted Trucks in the Right Lane/ Truck-Only lanes



**5%**

Support Widening



### Survey Live:

**May 14 - August 15, 2020**

**3,103**  
**Responses**

**Most Travelers Experienced Congestion both AM & PM**

**Top multimodal improvements desired along the corridor:**

**42%**



Truck-only Lanes



**18%**



High-Occupancy Vehicle (HOV) Lanes or Carpool Lanes  
OR  
High-Occupancy Toll (HOT) Lanes

**Most people use the corridor daily for:**

work, shopping,  
entertainment & recreation



**Most people travel the corridor using their personal vehicle 85%**



**Travelers are experiencing these top safety-related issues:**



Congestion  
**25%**



Truck Merging  
**22%**



Aggressive/ Distracted Drivers  
**19%**



Speeding  
**16%**



## How was your input used?

### To validate the purpose & need for transportation improvements in the corridor.

We heard from you that you experience congestion during morning and evening commutes and that congestion was a top safety concern. This was consistent with the available data - confirming the following purpose statement for any improvements along this corridor:

The purpose for transportation improvements along this corridor is to **improve travel time reliability & reduce congestion** along I-526 from Virginia Avenue in North Charleston to US 17 in Mount Pleasant.

We know it's important to get to work and other places on time. That's why we've also included travel time reliability in the purpose and need statement. Currently, the amount of time it takes to travel along I-526 can vary greatly from day to day. Travel time reliability in this sense means that we're looking to provide some consistency in how long it would take to travel through the corridor from point a to point b. This "reliability" can help you better plan when to leave and which route to take.

### To refine project goals.

We also understand that proposed improvements to this corridor must be comprehensive. A PEL study allows us to think strategically and fold in regional and community considerations. With your input, the following goals have been established. These goals provide additional guidance for creating alternatives and the evaluation of those alternatives.



**Compatibility:** Align with local land use plans & projects



**Demand:** Accommodate increased numbers of vehicles



**Seismic:** Any new roads or bridges should be designed to new earthquake standards



**Connectivity:** Improve connections with local ports, railway facilities and transit



**Safety:** Reduce traffic-related crashes



**Multimodal:** Enhance movement through the corridor including through other modes such as carpool, transit, walk, bike or truck



**Technology:** Accommodate future transportation technologies such as vehicle technologies, system monitoring, driver information and traffic operations technologies

## Identified Needs

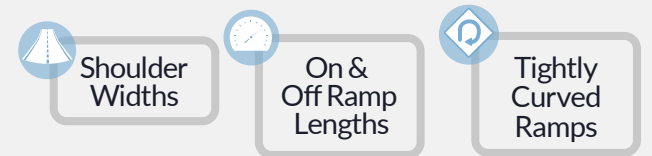
### *Mobility*

This corridor is a busy corridor - with a large number of people, goods and services. The key issues are:



### *Roadway Deficiencies*

The current roads, bridges and interchange ramps are not designed to handle the current or future traffic demands. The key issues are:





## How was your input used?

### ► To develop alternatives concepts.

This PEL study will use several steps to identify, evaluate, and refine planning-level concepts for improving the corridor. The first step includes developing the preliminary alternatives concepts.

A PEL study should consider local planning efforts while offering an opportunity for creating new solutions. As such, the concepts evaluated in this study include solutions identified by the Charleston Area Regional Transportation Study (CHATS) as well as new alternatives based on your input and the analysis of existing and anticipated future traffic conditions.

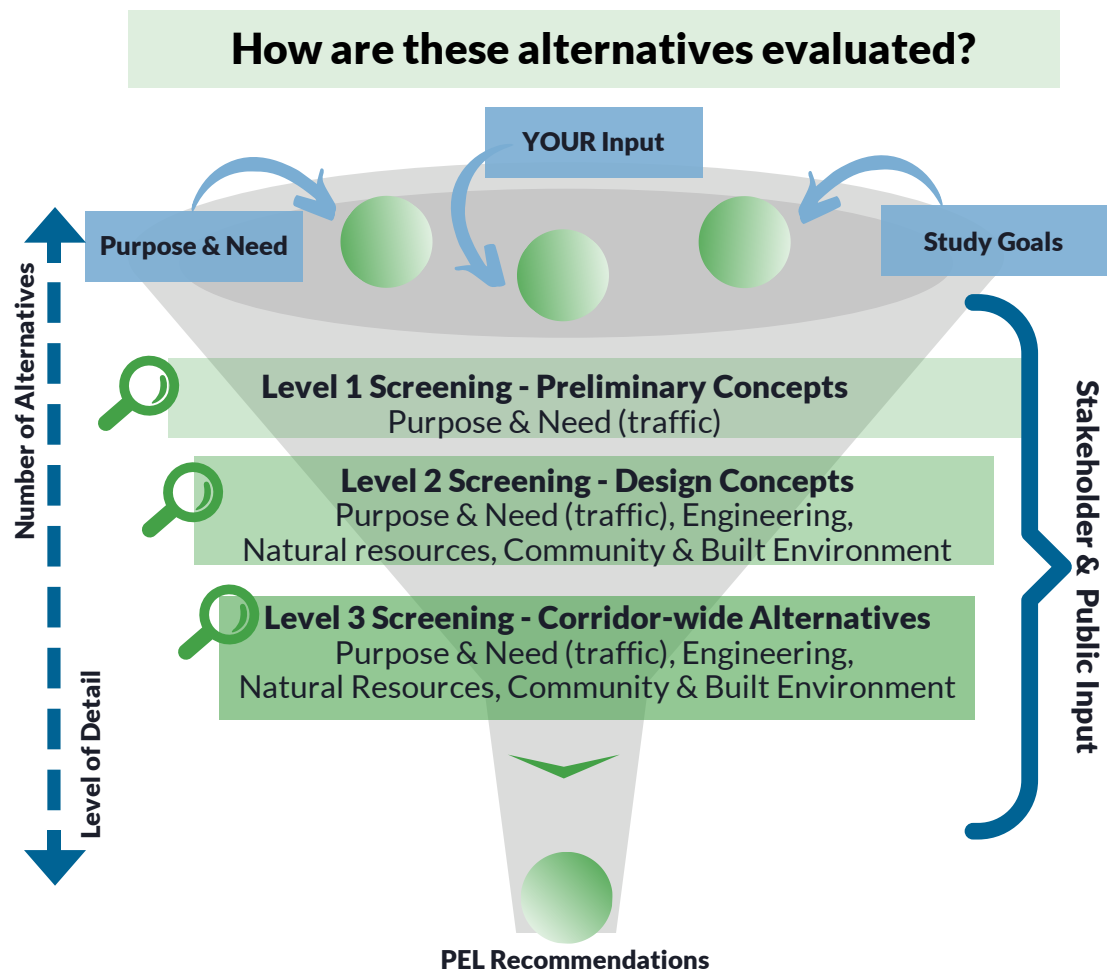
#### Preliminary Concept Development

The range of congestion management strategies and infrastructure improvements to be evaluated are identified. *Concepts include:*

- **No Build (Do Nothing)**
- **Transportation Systems Management and Operations (TSMO) Strategies**
- **Infrastructure Improvements**
  - Alternative Alignments
  - Mainline Improvements (Widening 6 or 8 lanes)
  - Interchange/Ramp Improvements

## What happens next with the I-526 LCC EAST?

The team will evaluate the alternatives through a three-step screening process to identify the reasonable alternatives that will be carried forward to the National Environmental Policy Act (NEPA) process. Each level of screening involves a more detailed analysis of the alternatives. As the process progresses, alternatives that perform poorly are removed from further review.



Visit our Community Office (5627 Rivers Avenue, Gas Lite Square)



## How can I learn more and provide my input?

A set of public information meetings is being planned for later this fall to share more detail regarding the creation and evaluation of potential improvements for this corridor. The meeting will also highlight the proposed reasonable alternatives to be carried forward in the NEPA planning process.

## How does a PEL Study transition to NEPA?

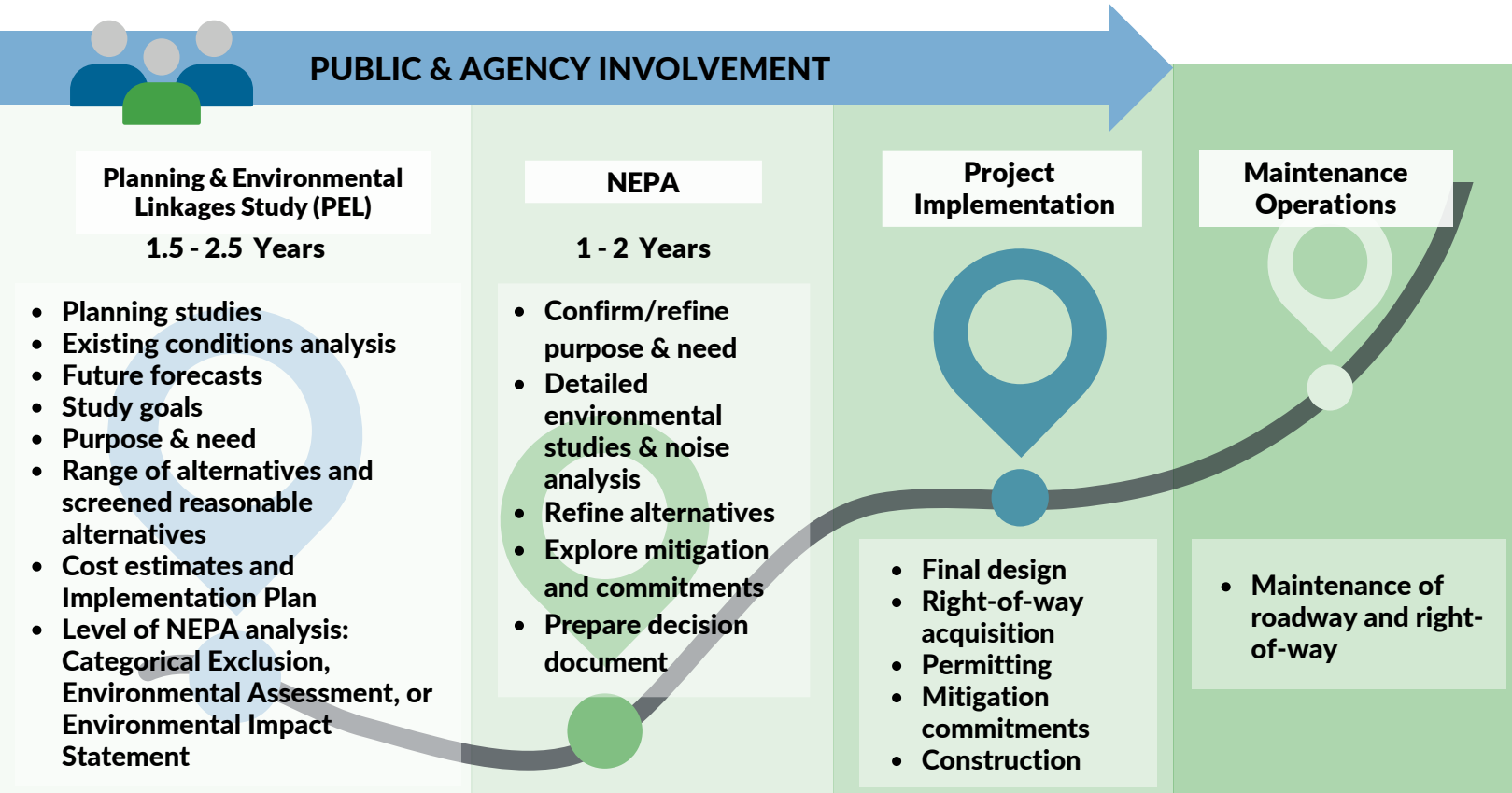
Following the public information meeting, the project team will finalize the PEL Study. This study will provide the framework for implementing future transportation improvements - including possible funding, prioritization, and potential issues that may need to be resolved in NEPA. This process is designed to move the project forward with little to no-need for rework of these important studies. This information will be used to help determine the level of NEPA environmental evaluation that would need to occur. The NEPA process would be able to build on this valuable input by confirming and refining the purpose and need for the corridor. Additionally, the engineering and environmental analysis would build on these initial studies to help determine the preferred alternative.

SAVE THE  
*date*

**In-Person & Online Public Meetings tentatively planned for October 26th & 27th!**

### When could construction start?

The NEPA process must be completed and the project permitted before any construction can occur! See estimated times below to understand the process.





## What is happening with the I-526 LCC WEST Community Mitigation Plan?

### What is the Community History Preservation Program?

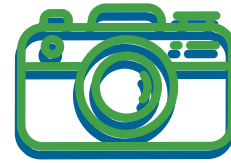
The purpose of the Community Mitigation Plan for the I-526 LCC WEST, is to effectively mitigate project impacts in partnership with residents of the Ferndale, Russelldale, Highland Terrace, Liberty Park neighborhoods. These four neighborhoods are just a few of many neighborhoods in North Charleston with a rich cultural history. The purpose of the Community History Preservation Program is to record the past of these neighborhoods through interviews with current and former residents; to collect historic photographs of the communities prior to the construction of I-26, I-526, and other developments; and to gather images of the communities prior to the potential construction of the I-526 Lowcountry Corridor WEST transportation project as part of the Community Mitigation Plan.

**We encourage you to stay engaged—participate in interviews, share your historic images, and provide information to document the unique historic and cultural elements of your community.** Based on community feedback, this program will also be used to inspire design concepts to be incorporated into the appearance of the new community center. Upon completion, a final report will be available at the new community center, the public library, and online. Stay tuned for information regarding community events where you can meet and interact with our History Preservation Program Manager, Professor Damon L. Fordham, and share your stories.

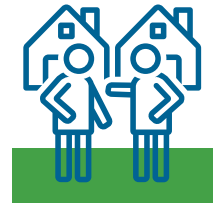
Live or have lived in the Ferndale, Highland Terrace, Liberty Park, or Russelldale neighborhoods? Please contact us at the Community Office by phone at (843) 258-1135 or in person at 5627 Rivers Avenue in Gas Lite Square, North Charleston. Email us at [HistoryProject@526LowcountryCorridor.com](mailto:HistoryProject@526LowcountryCorridor.com) to share stories, pictures, and videos of your memories. Join us, and be a part of history.



**Participate in interviews!**



**Share your photographs!**



**Be a part of your Community History!**

### How are we reaching out to the community?

Have you seen our Community Liaisons in your community? We have been canvassing in the Ferndale, Highland Terrace, Liberty Park, and Russelldale neighborhoods over the last few months distributing project information and talking with the community about mitigation opportunities, such as job training. This has been a great opportunity to talk with community members face-to-face and invite them to come to the Community Office to have their questions answered. The Community Office and Liaisons are resources for you to learn about project updates and opportunities available under the Environmental Justice Community Mitigation Plan. If you see them out in your community, be sure to stop and say hello!



**So far, our Community Liaisons have reached over 1,190 homes across the potentially impacted neighborhoods.**

Visit our Community Office (5627 Rivers Avenue, Gas Lite Square)

✉ [info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com) ☎ 843.258.1135(Call/Text) 📺 @526Corridor





## Is there an update on the professional development training?

Residents of the Ferndale, Highland Terrace, Liberty Park, and Russelldale have been invited to participate in free professional development classes this summer as part of the Environmental Justice Community Mitigation Plan. The initial offerings included a Commercial Drivers License (CDL) permit preparation class, the CDL full license program, and career development training.

**Interested? Come to the Community Office or call 843.258.1135 to make an appointment and register for these free courses!**

The career development classes are geared towards high school graduates or college students (aged 16+) to enhance their career skills. Training topics may include: interview skills, communication skills, time management, employability, CPR/First Aid, computer classes and more. Classes would last 4-6 weeks online during the weekends and participating students would also be eligible for a stipend for their participation. **This is the first round of job training opportunities, but we want to hear from you what training opportunities you would like to see offered next year!**



## We want to hear from you!



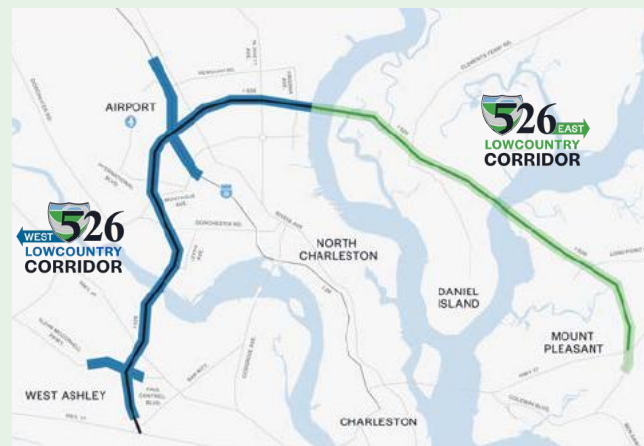
SCDOT Project Manager  
Joy Riley, PE, DBIA, PMP, CPM

[info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com)

843.258.1135(Call/Text)

[f](#) [t](#) @526Corridor

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.





## ¿Qué ha estado sucediendo con la I-526 LCC EAST?

Agradecemos a todos los que cambiaron de compromisos en persona durante el verano pasado para unirse con nosotros en línea y ofrecer sus inquietudes y visión para la I-526 LCC EAST (I-526 desde Virginia Avenue hasta la US 17 en Mount Pleasant).

Sus comentarios son fundamentales para el éxito de este Estudio de Planificación y Vínculos Ambientales (PEL). La información recibida está ayudando a establecer el propósito, la necesidad y las prioridades para mejorar este corredor en el futuro. Los gráficos a continuación resume lo que aprendimos de la encuesta y la reunión pública.

La encuesta en línea comenzó el 14 de mayo de 2020 y se extendió hasta el 15 de agosto de 2020 para coincidir con el lanzamiento de una reunión de información pública completamente en línea, que duró del 15 de julio al 15 de agosto de 2020.

**Reunión en Vivo:**  
15 de julio -  
15 de agosto de 2020  
[526LowcountryCorridor.com](http://526LowcountryCorridor.com)

**84 Comentarios**  
83 Comentarios en Línea  
1 Comentario por Correo Electrónico

### 5 Comentarios e Inquietudes Principales:

**21%**

Preocupados por Impactos de Ruido



**13%**

Preocupados por los Impactos en el Vecindario



**10%**

Desean Rutas Alternativas de Camiones/Carga



**6%**

Desean Camiones en el Carril Derecho/Carriles Exclusivos para Camiones



**5%**

Apoyan Ensanchamiento



### Encuesta en Vivo:

14 de mayo - 15 de agosto de 2020

**3,103 Respuestas**

La mayoría de la gente usa el corredor a diario para:

trabajar, ir de compras, entretenimiento y recreación



La Mayoría de los Viajeros Experimentaron Congestión en el AM y PM

Principal mejoramientos multimodales deseado a lo largo del corredor:

**42%**

Carriles Exclusivos para Camiones



**18%**



O Carriles para Vehículos de Alta Ocupación (Carriles HOV)

Carriles de Peaje Automático (Carriles HOT)

La mayoría de la gente recorren el corredor con su vehículo personal **85%**



Viajeros están experimentando estos problemas relacionados con la seguridad:



Congestión **25%**



Camiones Ingresando al Tráfico **22%**



Conductores Agresivos/ Distráidos **19%**



Exceso de Velocidad **16%**



## ¿Cómo se utilizó sus aportaciones?

### Para validar el propósito y la necesidad de mejoras de transporte en el corredor.


Escuchamos de ustedes que tienen experiencia con congestión durante los viajes en las mañanas y tardes y que la congestión era una de las principales preocupaciones de seguridad. Esto fue consistente con los datos disponibles - confirmando la siguiente declaración de propósito para cualquier mejoramiento a lo largo de este corredor.


El propósito de los mejoramientos de transporte a lo largo de este corredor es **mejorar la confiabilidad del tiempo de viaje y reducir la congestión** a lo largo de la I-526 desde Virginia Avenue en North Charleston hasta la US 17 en Mount Pleasant.


Sabemos que es importante llegar a tiempo al trabajo y a otros lugares. Es por eso que también hemos incluido la confiabilidad del tiempo de viaje en la declaración de propósito y necesidad. Actualmente, la cantidad de tiempo que se tarda en viajar por la I-526 puede variar mucho de un día a otro. En este sentido, la confiabilidad del tiempo de viaje significa que buscamos proveer consistencia en cuanto tiempo tomaría viajar por el corredor desde el punto A al punto B. Esta "confiabilidad" puede ayudar a planificar mejor cuándo salir y qué ruta tomar.


### Para refinar los objetivos del proyecto.


También entendemos que las propuestas para mejorar a este corredor deben ser integrales. Un estudio PEL nos permite pensar estratégicamente y incorporar consideraciones regionales y comunitarias. Con sus aportaciones, se han establecido los siguientes objetivos. Estos objetivos proveen orientación adicional para crear alternativas y la evaluación de esas alternativas.


 **Compatibilidad:** Alinearse con los planes y proyectos locales de uso de la tierra


 **Demanda:** Acomodar un mayor número de vehículos

 **Sísmico:** Cualquier nuevo camino o puente debe diseñarse de acuerdo con los nuevos estándares para terremotos

 **Conectividad:** Mejorar las conexiones con los puertos locales, las instalaciones ferroviarias y el tránsito

 **Seguridad:** Reduzca los choques relacionados con el tráfico

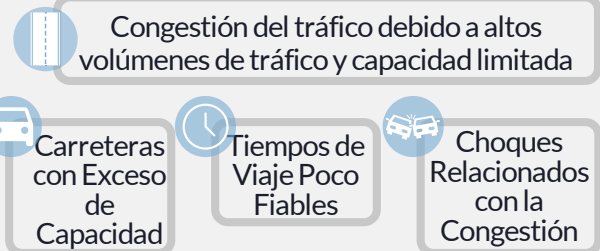
 **Multimodal:** Mejorar el movimiento a través del corredor, incluso a través de otros modos como viaje compartido, tránsito, caminar, bicicleta o camión

 **Tecnología:** Acomodar las tecnologías de transporte futuras, como tecnologías de vehículos, monitoreo de sistemas, información del conductor y tecnologías de operaciones de tráfico

## Necesidades Identificadas

### Movilidad

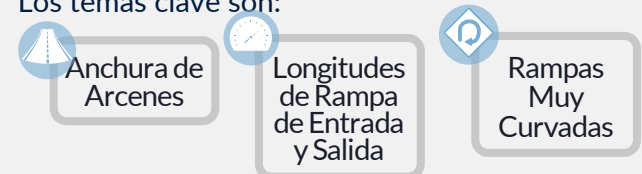
Este corredor es un corredor ocupado - con una gran cantidad de personas, bienes y servicios. Los temas clave son:



### Deficiencias de Carretera

Las carreteras, puentes y rampas de intercambio actuales no están diseñados para manejar las demandas de tráfico actuales o futuras.

Los temas clave son:





## ¿Cómo se utilizó sus aportaciones?

### ► Para desarrollar conceptos alternativos.

Este estudio PEL utilizará varios pasos para identificar, evaluar y refinar conceptos a nivel de planificación para mejorar el corredor. El primer paso incluye desarrollar los conceptos de alternativas preliminares.

Un estudio PEL debe considerar los esfuerzos de planificación local mientras ofreciendo una oportunidad para crear nuevas soluciones. Como tal, los conceptos evaluados en este estudio incluyen soluciones identificadas por el Estudio de Transporte Regional del Área de Charleston, así como nuevas alternativas basadas en sus comentarios y el análisis de las condiciones de tráfico futuras existentes y previstas.

### Desarrollo del Concepto Preliminar

Se ha identificado el espectro de estrategias de gestión de la congestión y los mejoramientos de infraestructura que se evaluarán. Los conceptos incluyen:

- **No Construir (No Hacer Nada)**
- **Estrategias de Gestión y Operaciones de Sistemas de Transporte**
- **Mejoras de Infraestructura**
  - Alineaciones Alternativas
  - Mejoras en la Línea Principal (Ampliación de 6 o 8 Carriles)
  - Mejoras en el Intercambio/Rampa

## ¿Qué pasa después con la I-526 LCC EAST?

El equipo evaluará alternativas mediante de un proceso de selección de tres pasos para identificar las alternativas razonables que se llevarán a cabo en el proceso de la Ley de Política Ambiental Nacional (NEPA). Cada nivel del proceso implica un análisis más detallado de las alternativas. A medida que avanza el proceso, las alternativas que funcionan mal se eliminan de una revisión adicional.



Visite nuestra Oficina Comunitaria (5627 Rivers Avenue, Gas Lite Square)



## ¿Cómo puedo obtener más información y dar mis aportaciones?

Se está planificando una serie de reuniones de información pública para finales de este otoño para compartir más detalles sobre la creación y evaluación de posibles mejoramientos para este corredor. La reunión también destacará las alternativas razonables propuestas que se llevarán a cabo en el proceso de planificación de la NEPA.

## ¿Cómo se realiza la transición de un estudio PEL a NEPA?

Después de la reunión de información público, el equipo del proyecto finalizará el Estudio PEL. Este estudio proporcionará marco para implementar mejoramientos de transporte futuros - incluido es el posible financiamiento, la priorización y los problemas potenciales que pueden necesitar ser resueltos en NEPA. Este proceso está diseñado para avanzar el proyecto con poca o ninguna necesidad de reelaboración de estos importantes estudios. Esta información se utilizará para ayudar a determinar el nivel de evaluación ambiental de NEPA que debería realizarse. El proceso de la NEPA podría basarse en este valioso aporte al confirmar y perfeccionar el propósito y la necesidad del corredor. Además, el análisis de ingeniería y medioambiental se basaría en estos estudios iniciales para ayudar a determinar la alternativa preferida.

## Reserva la fecha

¡Reuniones Públicas en Persona y en Línea Están Programadas Tentativamente para el 26 y 27 de Octubre!

## ¿Cuándo podría comenzar el construcción?

¡El proceso de NEPA debe completarse y el proyecto debe ser aprobado antes de que se pueda realizar cualquier construcción! Consulte los tiempos estimados a continuación para comprender el proceso.

## PARTICIPACIÓN DEL PÚBLICO Y DE LA AGENCIA

### Estudio de Planificación y Vínculos Ambientales (PEL)

1.5 - 2.5 Años

- Estudios de planificación
- Análisis de condiciones existentes
- Previsiones futuras
- Objetivos del estudio
- Propósito y necesidad
- Gama de alternativas y alternativas razonables seleccionadas
- Estimaciones de costos y Plan de Implementación
- Nivel de análisis: Exclusión Categórica, Evaluación Ambiental, Declaración de Impacto Ambiental

### NEPA

1 - 2 Años

- Confirmar/refinar el propósito y la necesidad
- Análisis detallado del ruido y del medio ambiente
- Refinar alternativas
- Explorar la mitigación y los compromisos
- Preparar documento de decisión

### Implementación de Proyecto

- Diseño final
- Adquisición de derecho de paso
- Permisos
- Compromisos de mitigación
- Construcción

### Operaciones de Mantenimiento

- Mantenimiento de las carreteras y derecho de paso



## ¿Qué está sucediendo con el Plan Comunitario de Mitigación de la I-526 LCC West?

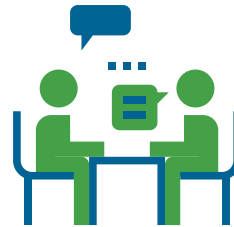
### ¿Qué es el Programa de Preservación de la Historia de la Comunidad?

El propósito del Plan Comunitario de Mitigación para la I-526 LCC West es mitigar de manera efectiva los impactos del proyecto en asociación con los residentes de los vecindarios de Ferndale, Russelldale, Highland Terrace y Liberty Park. Estos cuatro vecindarios son solo algunos de los muchos vecindarios en North Charleston con una rica historia cultural. El propósito del Programa de Preservación de la Historia de la Comunidad es registrar el pasado de estos vecindarios a través de entrevistas con residentes actuales y anteriores; para recopilar fotografías históricas de las comunidades antes de la construcción de la I-26, I-526 y otros desarrollos; y recopilar imágenes de las comunidades antes de la posible construcción del proyecto de transporte I-526 Lowcountry Corridor WEST como parte del Plan de Mitigación de la Comunidad.

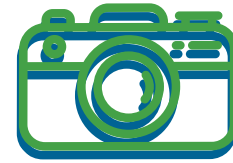
**Lo alentamos a mantenerse comprometido - participar en entrevistas, compartir sus imágenes históricas y brindar información para documentar los elementos históricos y culturales únicos de su comunidad.** Según los comentarios de la comunidad, este programa también se utilizará para inspirar conceptos de diseño que se incorporarán a la apariencia del nuevo centro comunitario. Una vez completado, estará disponible un informe final en el nuevo centro comunitario, la biblioteca pública y en línea. Manténgase conectado para la información sobre eventos comunitarios donde puede conocer e interactuar con nuestro gerente del Program de Preservación de la Historia, el profesor Damon L. Fordham, y compartir sus historias.



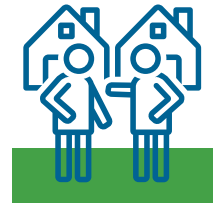
¿Vive o ha vivido en los vecindarios de Ferndale, Highland Terrace, Liberty Park o Russelldale? Comuníquese con nosotros en la Oficina Comunitaria por teléfono al (843) 258-1135 o en persona en 5627 Rivers Avenue en Gas Lite Square, North Charleston. Envíenos un correo electrónico a [HistoryProject@526LowcountryCorridor.com](mailto:HistoryProject@526LowcountryCorridor.com) para compartir historias, fotografías y videos de sus recuerdos. Únase a nosotros y sea parte de la historia.



**¡Participa en entrevistas!**



**¡Comparte sus fotografías!**



**¡Sé parte de la historia de su comunidad!**

### ¿Cómo nos estamos conectando con la comunidad?

¿Ha visto a nuestros enlaces comunitarios en su comunidad? Hemos estado recorriendo en los vecindarios de Ferndale, Highland Terrace, Liberty Park y Russelldale durante los últimos meses distribuyendo información sobre proyectos y hablando con la comunidad sobre oportunidades de mitigación, como capacitación laboral. Esto ha sido una gran oportunidad para hablar con los miembros de la comunidad cara a cara e invitarlos a venir a la Oficina Comunitaria para responder sus preguntas. La Oficina Comunitaria y los enlaces son recursos para que usted conozca las actualizaciones del proyecto y las oportunidades disponibles bajo el Plan Comunitario de Mitigación de Justicia Ambiental. Si los ve en su comunidad, ¡asegúrese de saludarnos!



**Hasta ahora, nuestros enlaces comunitarios han llegado a más de 1,190 hogares en los vecindarios potencialmente afectados.**

Visite nuestra Oficina Comunitaria (5627 Rivers Avenue, Gas Lite Square)

✉ [info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com) ☎ 843.258.1135 (Llama/Envía un mensaje) f @526Corridor





## ¿Existe una actualización sobre la capacitación de desarrollo profesional?

Los residentes de Ferndale, Highland Terrace, Liberty Park y Russelldale han sido invitados a participar en clases gratuitas de desarrollo profesional este verano como parte del Plan de Mitigación de la Comunidad de Justicia Ambiental. Las ofertas iniciales incluyeron una clase de preparación de permisos de Licencia de Conducir Comercial (CDL), el programa de licencia completa CDL y capacitación para el desarrollo profesional.

**¿Interesado? ¡Venga a la Oficina Comunitaria o llame al 843.258.1135 para hacer una cita e inscribirse en estos cursos gratuitos!**

Las clases de desarrollo profesional están dirigidas a graduados de la escuela secundaria o estudiantes universitarios (mayores de 16 años) para mejorar sus habilidades profesionales. Los temas de capacitación pueden incluir: habilidades para entrevistas, habilidades de comunicación, gestión del tiempo, empleabilidad, resucitación cardiopulmonar/primeros auxilios, clases de computación y más. Las clases durarían de 4 a 6 semanas en línea durante los fines de semana y los estudiantes participantes también serían elegibles para un estipendio por su participación. **Esta es la primera ronda de oportunidades de capacitación laboral, pero queremos saber qué oportunidades de capacitación le gustaría que se ofrezcan el próximo año.**



## ¡Queremos escuchar de ti!



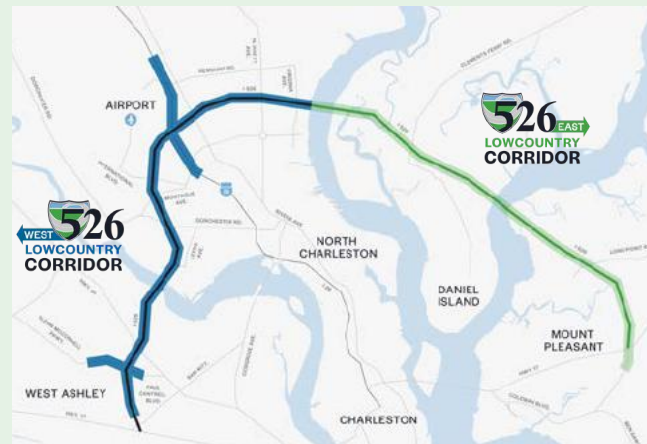
Directora del Proyecto de SCDOT  
Joy Riley, PE, DBIA, PMP, CPM

[info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com)

843.258.1135 (Llama/Envía un mensaje)

@526Corridor

Sus comentarios y sugerencias son importantes para el desarrollo de un proyecto de transporte de calidad. Tenemos varias formas de mantenerse informado sobre los próximos eventos relacionados con el proyecto y las actualizaciones de información.







## **Appendix V.2**

### **E-blasts**



# 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](mailto: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](#)**



SC Department of  
Transportation



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](mailto: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](#)



SC Department of  
Transportation

SCDOT  
526 Lowcountry Corridor





## **Appendix V.3**

# **Website and Social Media**



## ▶ 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](mailto: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?

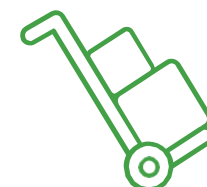
The I-526 Lowcountry Corridor project focuses on improvements to EXISTING I-526, from Mount Pleasant to West Ashley. The Mark Clark Extension project would pick up at approximately the end of existing I-526 in West Ashley and connect the communities of Johns Island and James Island. For more information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

April 5, 2019 (Launch) - June 30, 2022

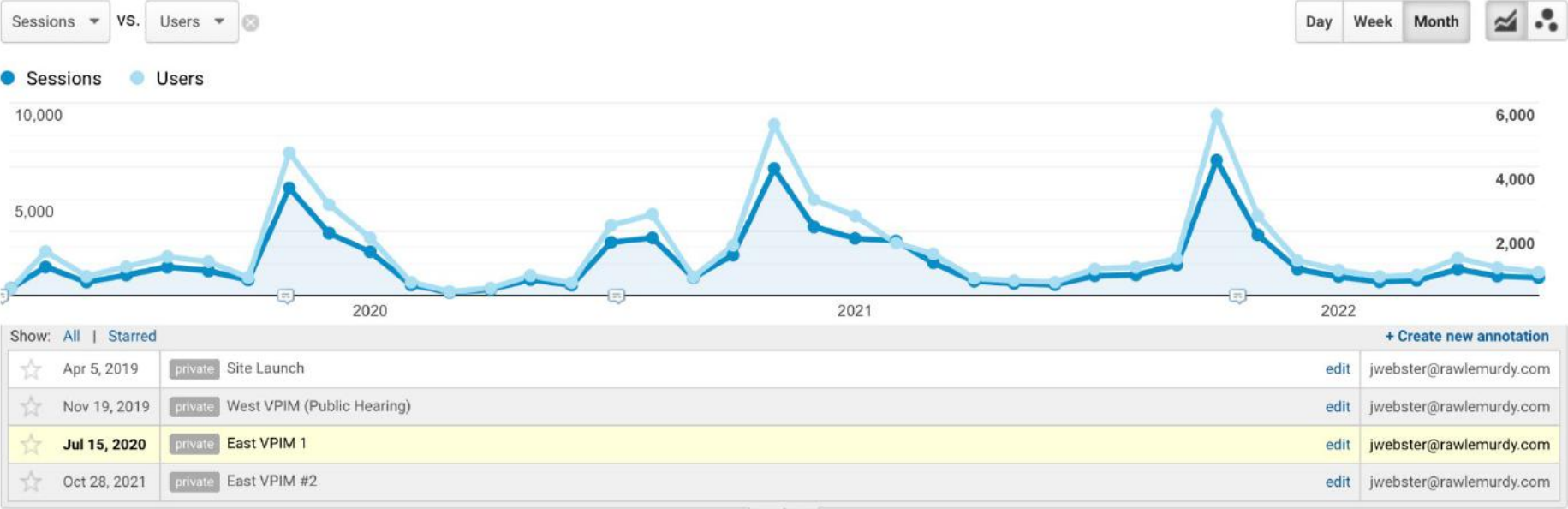


# Traffic Data

- **Total Website Sessions** - 69,664  
(See following slide for trend data)
- **Top Landing Pages** (by % of total sessions)
  - Home (35.98%)
  - West (6.92%)
  - East VPIM 2021 (5.69%)
  - West VPIM Nov. 2019 (5.21%)
  - East (3.83%)
  - West Public Involvement (3.17%)
  - Stay Informed (2.48%)
- **Top Pages** (by pageviews)
  - Home (35,521)
  - West (14,453)
  - East (9,095)
  - Stay Informed (7,211)
  - East VPIM 2021 (7,106)
  - West VPIM Nov. 2019 (6,796)
  - West Public Involvement (4,924)
- **Top Channels** (by sessions)
  - Direct (20,884)
  - Organic Search (10,354)
  - Referral (7,630)
- **Top Cities** (by sessions)
  - Charleston - 12,247
  - Mount Pleasant - 8,958
  - North Charleston - 3,680
- **Top Devices** (by % of total sessions)
  - Desktop (52.13%)
  - Mobile (43.34%)
  - Tablet (4.52%)



# Traffic Trend

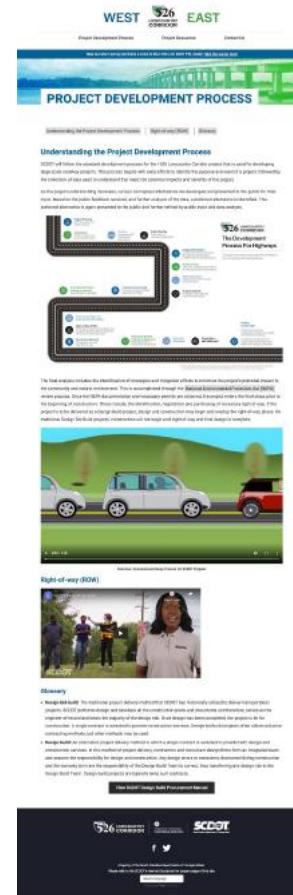




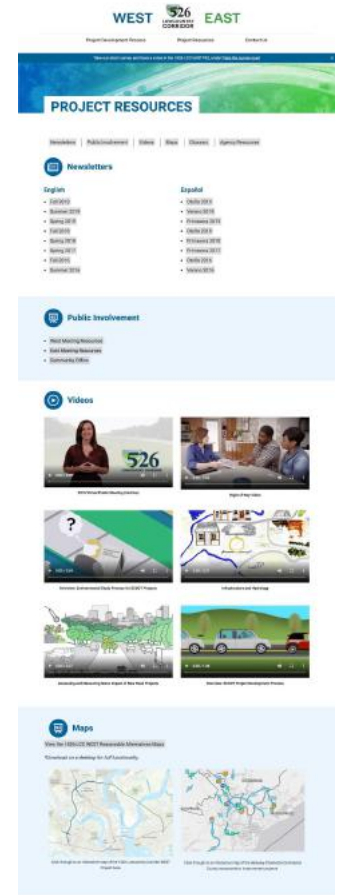
# Website Screenshots



Home Page



Project Development Process



Project Resources



**WEST I-526 LOWCOUNTRY CORRIDOR**

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

## 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)

[illegible]



**WEST**



**LONG RUNWAY  
CORRIDOR**



**EAST**

---

Project Development Process
Project Resources
Contact Us

Take our short survey and have a voice in the I-55 + US-100 P&ID study today! Take 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.)

### Submit Your Comments

NOTE: All fields are required.

We will respond to your comments directly via email and will communicate again as the design evolves. Please provide contact info.

After your comment has been accepted, if approved:  
 Immediate confirmation email: [info@526longrunwaycorridor.com](mailto:info@526longrunwaycorridor.com) or call 800-622-5262



### Community Office

6700 S. GRIFFIN  
1120 University Center Community Office

5627 Powers Ave.  
North Charleston, SC 29405  
CHARLOTTE ROW 1B

**Office Hours:**  
for appointment only  
[2023 Meeting Calendar](#)



### Phone

Call us on our toll-free number to request an appointment,  
provide input, and learn more on the way up project updates.

**(843) 261-1156**  
**(843) 432-5262**



### Email

1120 University Center Project  
3627 Powers Ave.  
North Charleston, SC 29405



### Social Media

Follow us on our social media channels for regular updates.




[Submit](#)







Partners of the South Carolina Statewide Transportation Program

Please refer to the BUCTS internet location for project stage of this site.

## Stay Informed (Contact)





Facebook Pages

# **I-526 Lowcountry Corridor**

July 1, 2016 – June 30, 2022

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



## Performance Summary

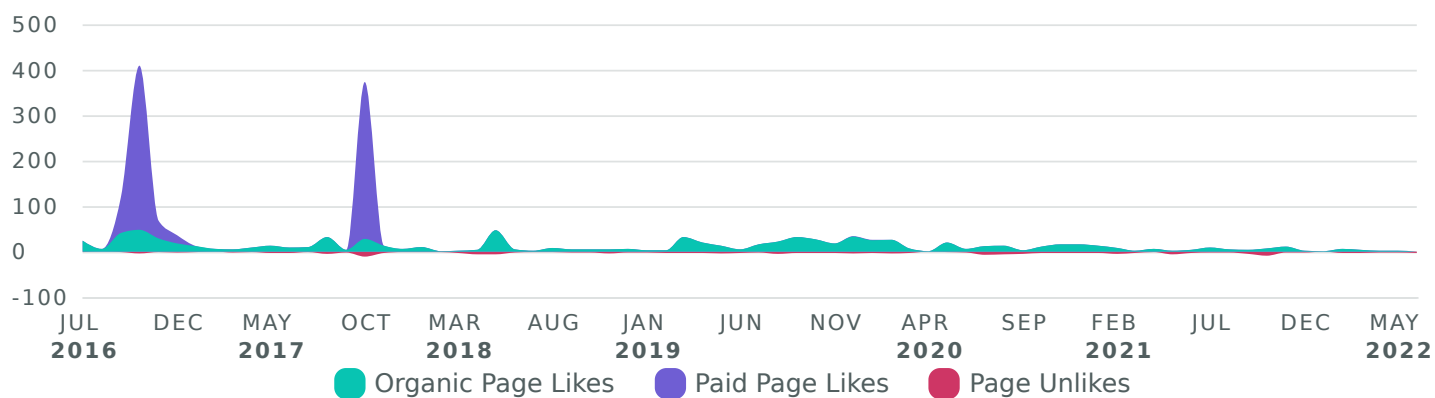
View your key profile performance metrics from the reporting period.

Impressions <b>2,591,372</b>	Engagements <b>54,721</b>	Post Link Clicks <b>17,887</b>
---------------------------------	------------------------------	-----------------------------------

## Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown by Organic/Paid Likes, by Month



Audience Metrics

Totals

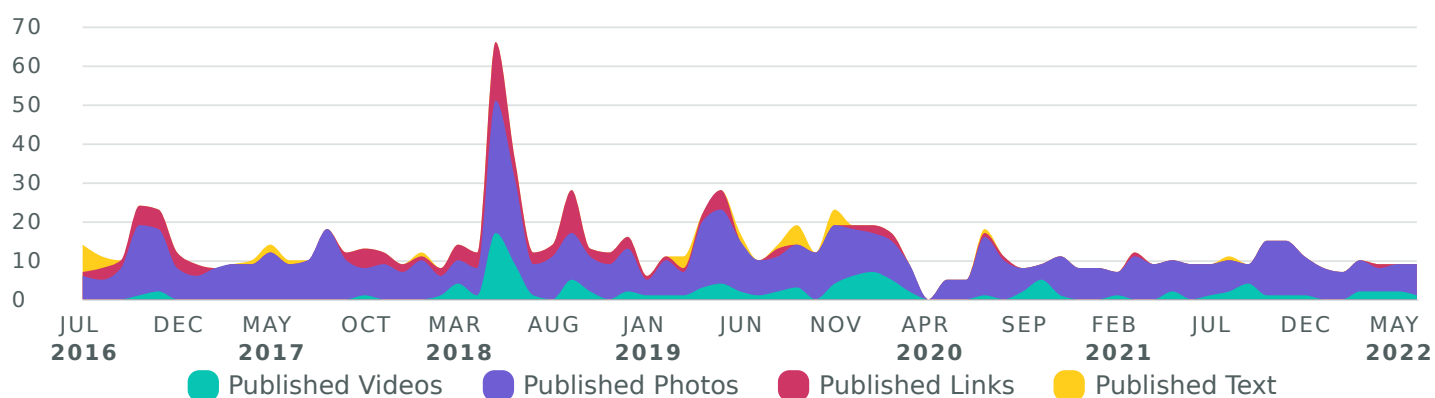
<b>Net Page Likes</b>	<b>1,477</b>
Organic Page Likes	881
Paid Page Likes	844
Page Unlikes	207



## Publishing Behavior

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

Published Posts Breakdown by Content Type, by Month



### Publishing Behavior by Content Type

Totals

#### Total Published Posts

960

Published Videos

117

Published Photos

699

Published Links

112

Published Text



32




## Top Posts

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



Descending by Lifetime Engagements

**I-526 Lowcoun...**  
Fri 7/9/2021 10:52 am PDT

Your Community History Preservation Program needs your help to preserve the ri...



<b>Total Engagements</b>	<b>540</b>
Reactions	<b>17</b>
Comments	<b>4</b>
Shares	<b>20</b>
Post Link Clicks	<b>2</b>
Other Post Clicks	<b>497</b>

**I-526 Lowcoun...**  
Wed 11/17/2021 9:54 a...

Bridges play a key role in the d the I-526 Lowcountry Corridor E online public meeting at...



<b>Total Engagements</b>	<b>396</b>
Reactions	<b>25</b>
Comments	<b>11</b>
Shares	<b>7</b>
Post Link Clicks	<b>28</b>
Other Post Clicks	<b>325</b>

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

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



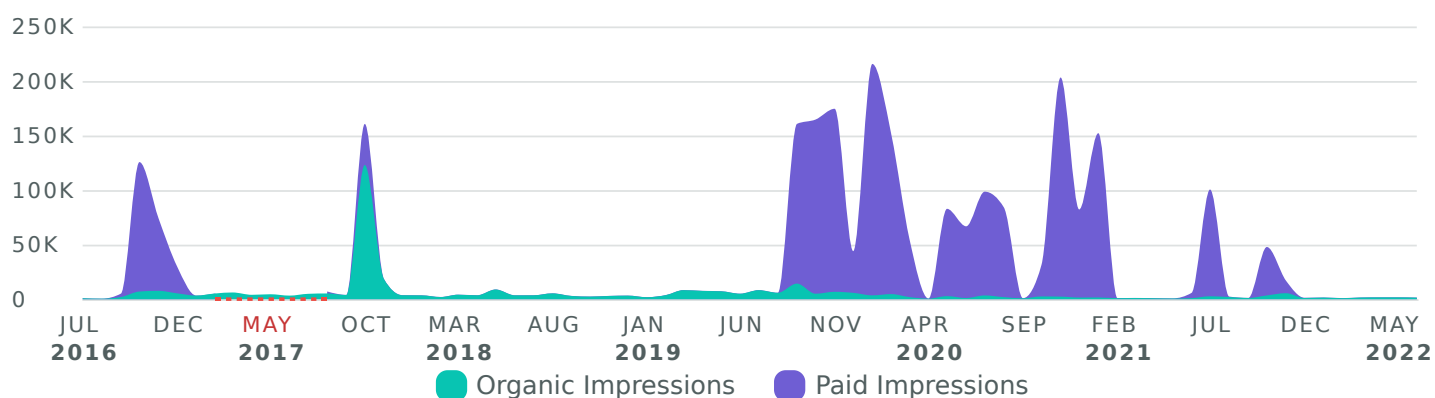
<b>Total Engagements</b>	<b>384</b>
Reactions	<b>65</b>
Comments	<b>15</b>
Shares	<b>12</b>
Post Link Clicks	<b>—</b>
Other Post Clicks	<b>292</b>



## Impressions

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

Impressions Breakdown by Organic/Paid, by Month



Impression Metrics

Totals

**Total Impressions**

**2,591,372**

Organic Impressions

394,011

Paid Impressions

2,117,005

**Average Daily Impressions per Page**

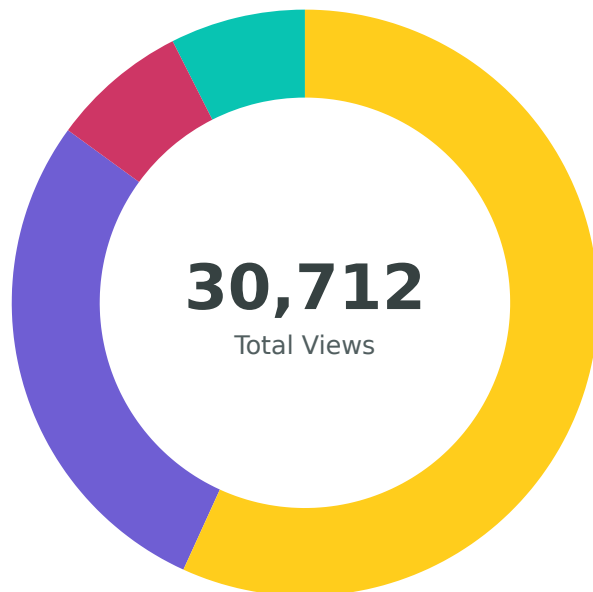
**1,182.73**



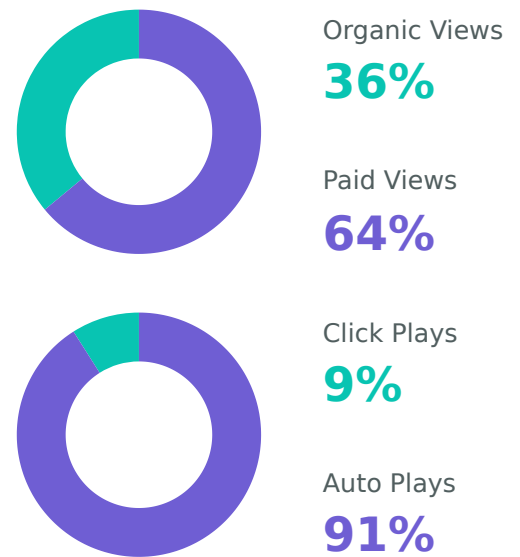
## Video Performance

View your aggregate video performance during the reporting period.

### View Metrics



### Viewing Breakdown

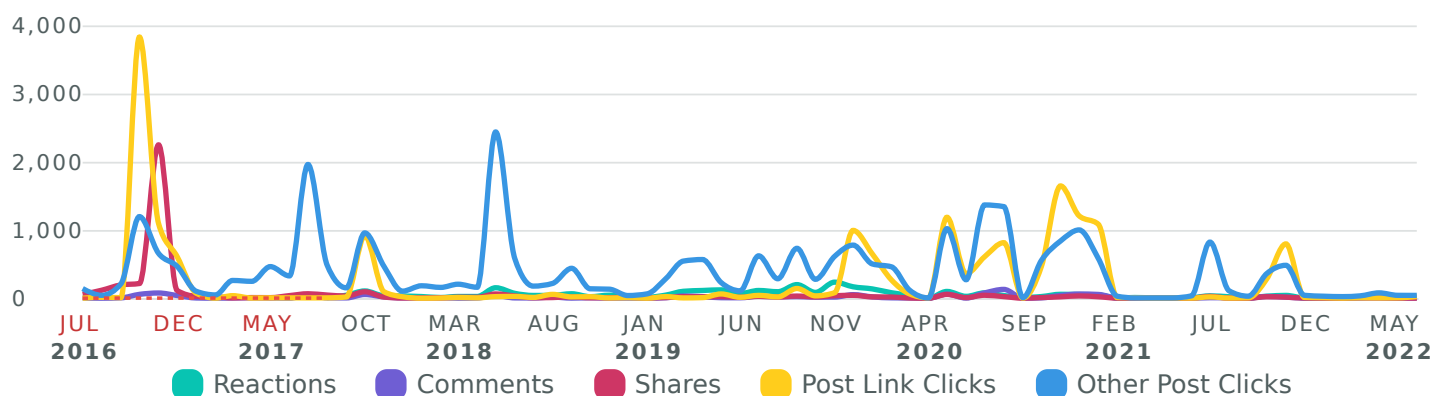




## Engagement

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

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks Comparison by Engagement Type, by Month



### Engagement Metrics

### Totals

#### Total Engagements

54,721

Reactions

3,057

Comments

1,170

Shares

4,113

Post Link Clicks

17,887

Other Post Clicks

28,494

#### Engagement Rate (per Impression)

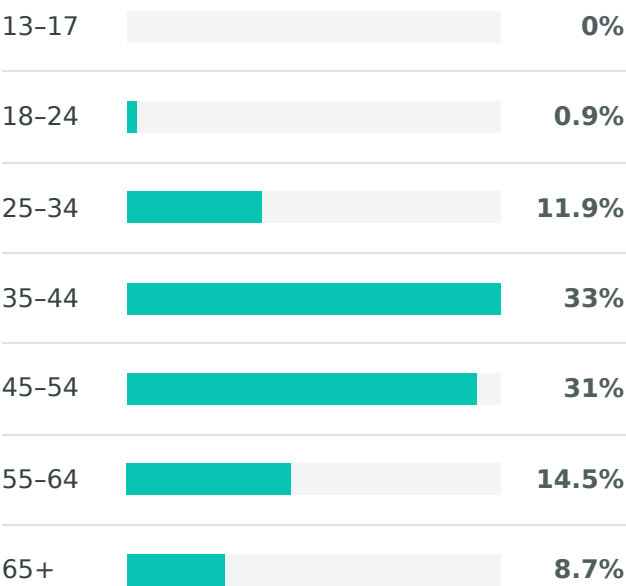
2.1%



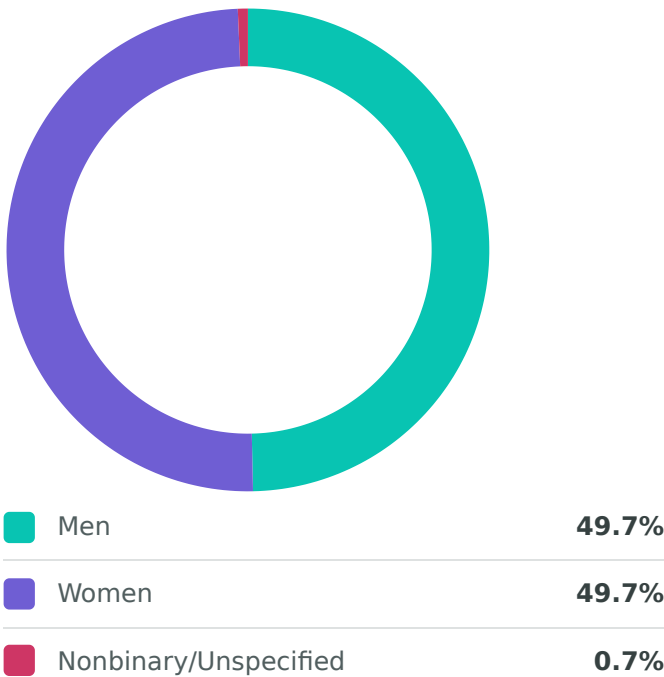
Page Fan Demographics

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 have a higher potential to see your content and visit your Page.

Audience Top Countries

 United States	1,475
 Mexico	3
 Germany	2
 Philippines	2
 France	1

Audience Top Cities

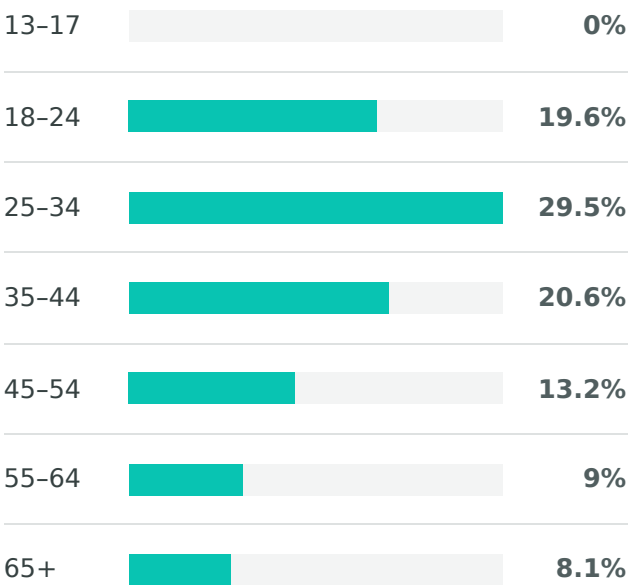
Charleston, SC	421
North Charleston, SC	191
Mount Pleasant, SC	143
Summerville, SC	111
Goose Creek, SC	60



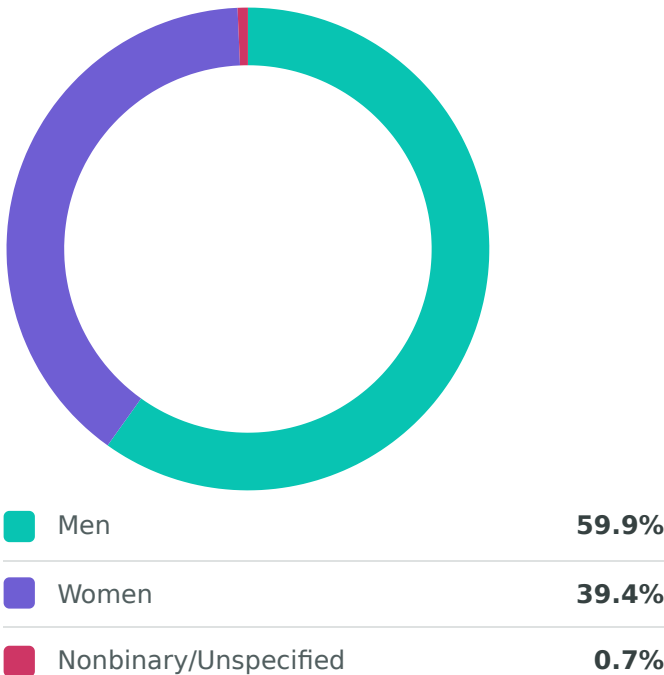
People Reached Demographics

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

<b>United States</b>	<b>1,890.99</b>
Mexico	0.32
Germany	0.2
United Kingdom	0.17
Canada	0.17

People Reached Top Cities      Daily Average

<b>North Charleston, SC</b>	<b>852.83</b>
Charleston, SC	702.09
Mount Pleasant, SC	222.95
Goose Creek, SC	102.11
Summerville, SC	95.99



People Engaged Demographics

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

People Engaged by Age ⓘ

13-17	<div></div>	0%
18-24	<div></div>	0%
25-34	<div></div>	0%
35-44	<div></div>	0%
45-54	<div></div>	0%
55-64	<div></div>	0%
65+	<div></div>	0%

People Engaged by Gender ⓘ

<div></div> Men	—
<div></div> Women	—
<div></div> Nonbinary/Unspecified	—

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



## Pages

Review your aggregate page metrics from the reporting period.

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b> Jul 1, 2016 - Jun 30, 2022	<b>1,492</b>	<b>1,477</b>	<b>960</b>	<b>2,591,372</b>	<b>54,721</b>	<b>17,887</b>	<b>2.1%</b>
 <b>I-526 Lowcountry Corridor</b>	1,492	1,477	960	2,591,372	54,721	17,887	2.1%





Twitter Profiles  
**@526Corridor**

July 1, 2016 – June 30, 2022

Track profile performance to determine the impact of Twitter content.



## Performance Summary

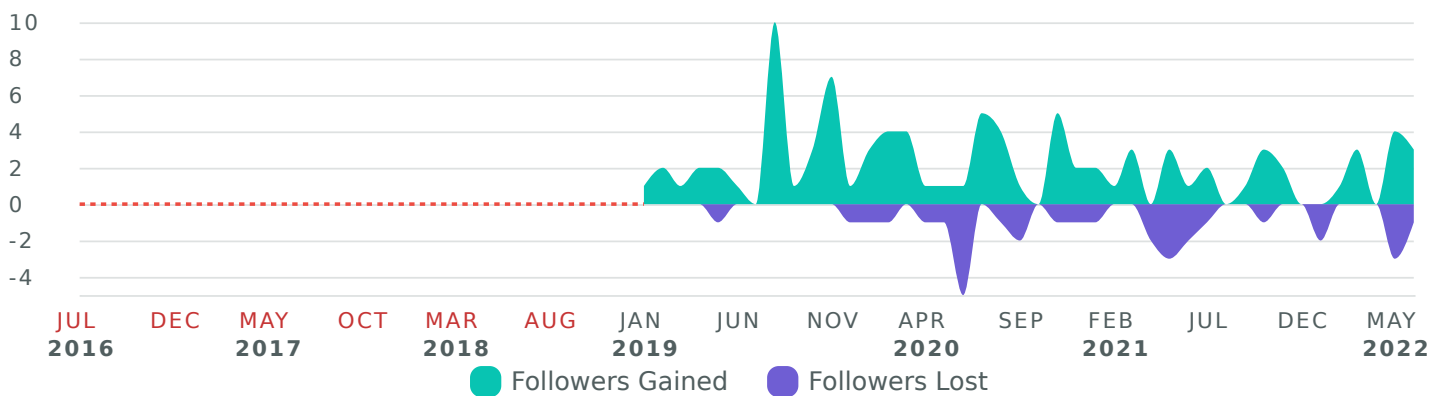
View your key profile performance metrics from the reporting period.

Impressions <b>175,793</b>	Engagements <b>2,561</b>	Post Link Clicks <b>317</b>
-------------------------------	-----------------------------	--------------------------------

## Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown by Followers Gained/Lost, by Month



### Audience Metrics

### Totals

## Net Follower Growth

**59**

Followers Gained

91

Followers Lost

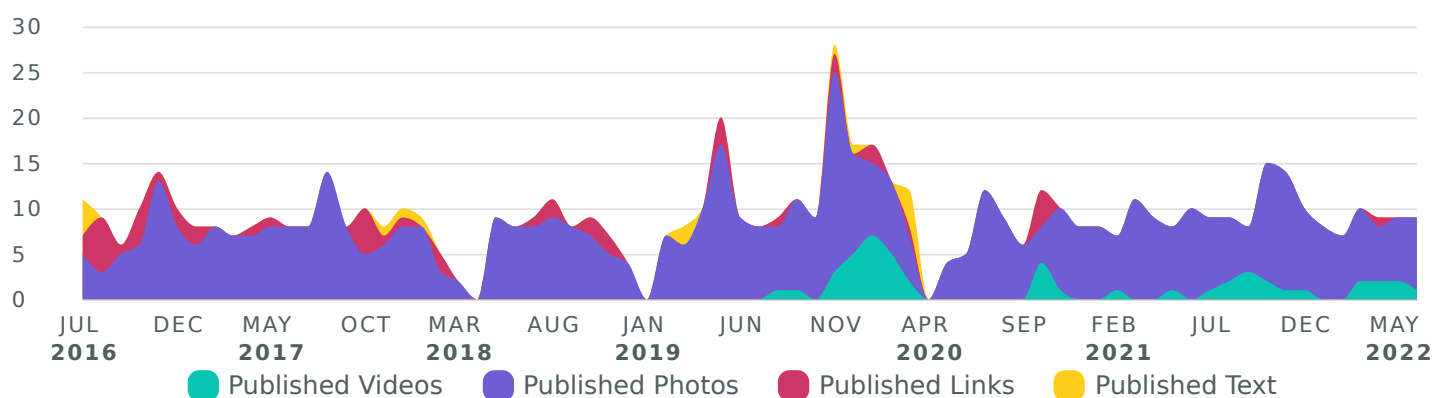
32



## Publishing Behavior

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

Published Posts Breakdown by Content Type, by Month



### Publishing Behavior by Content Type

Totals

#### Total Published Posts

661

Published Videos

48

Published Photos

548

Published Links

50

Published Text



15




## Top Posts


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

Descending by Lifetime Engagements



**@526Corridor**


 Mon 1/4/2021 3:50 pm ...

We hope everyone had a wonderful holiday break and a happy new year! Have you...



<b>Total Engagements</b>	<b>112</b>
Likes	3
Comments	0
Shares	3
Post Link Clicks	33
Other Post Clicks	73
Other Engagements	0





**@526Corridor**



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

Could tolled, high-occupancy vehicle or some other sort of "managed" lanes help...




<b>Total Engagements</b>	<b>66</b>
Likes	4
Comments	1
Shares	3
Post Link Clicks	13
Other Post Clicks	45
Other Engagements	0



**@526Corridor**


 Thu 11/21/2019 3:52 p...

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



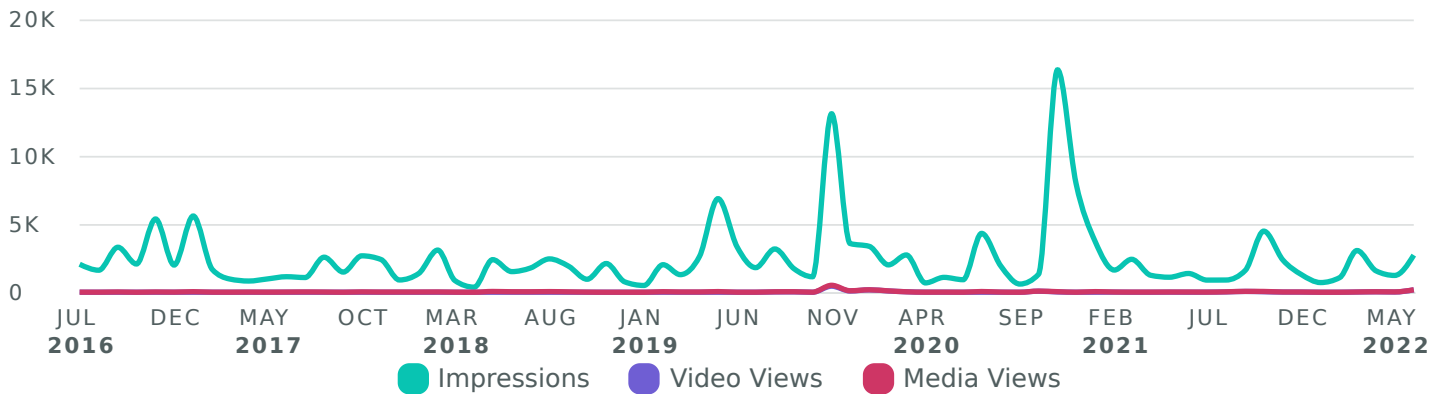
<b>Total Engagements</b>	<b>53</b>
Likes	6
Comments	0
Shares	3
Post Link Clicks	—
Other Post Clicks	44
Other Engagements	0



## Impressions

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

Impressions, Video Views, Media Views, by Month



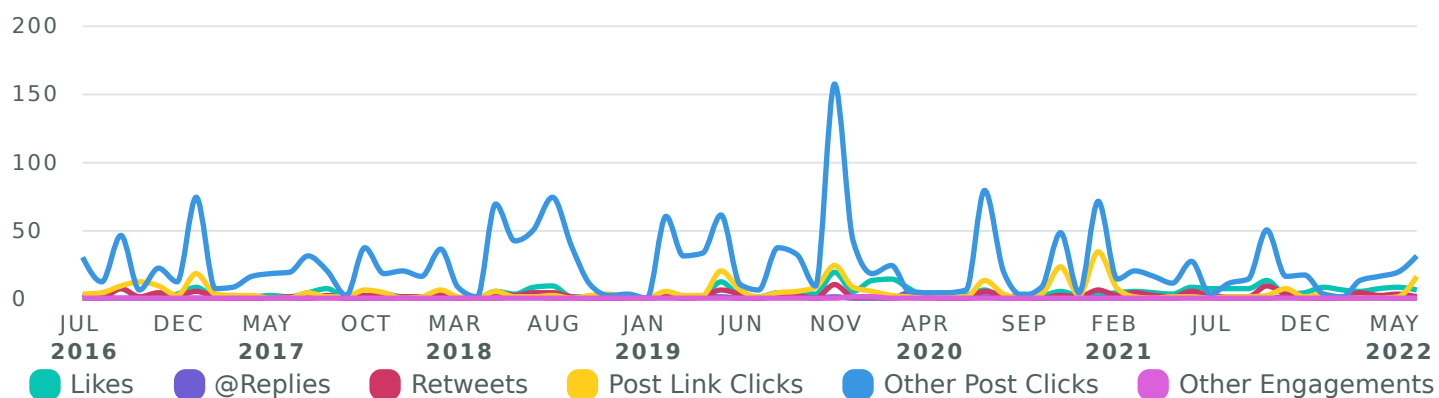
Impression Metrics	Totals
Impressions	175,793
Video Views	1,381
Media Views	2,396



## Engagement

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

### Engagements Comparison by Engagement Type, by Month



#### Engagement Metrics

#### Totals

### Total Engagements

**2,564**

Likes

293

@Replies

19

Retweets

134

Post Link Clicks

317

Other Post Clicks

1,799

Other Engagements

2



### Engagement Rate (per Impression)

**1.5%**



## Profiles

Review your aggregate profile metrics from the reporting period.

Profile ▲	Followers	Net Follower Growth	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
<b>Reporting Period</b> Jul 1, 2016 - Jun 30, 2022	<b>164</b>	<b>59</b>	<b>661</b>	<b>175,793</b>	<b>2,561</b>	<b>317</b>	<b>1.5%</b>
  <b>@526Corridor</b>	164	59	661	175,793	2,561	317	1.5%





## **Appendix V.4**

### **Public Meeting - Fall 2019**



## 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

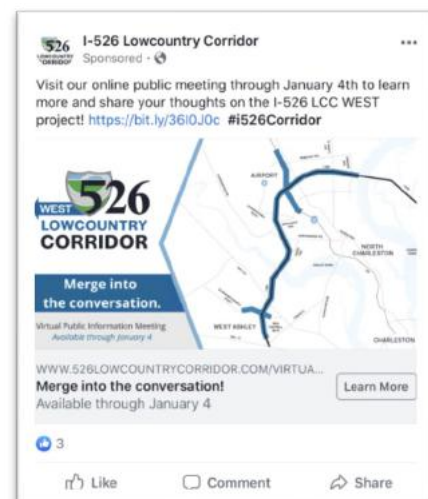
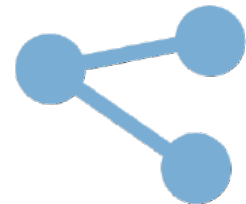
**REACH:**

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:**

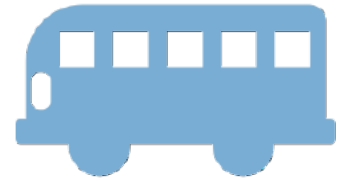
September – December 2019





## BUS WRAP

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



**DESIGN:**



**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

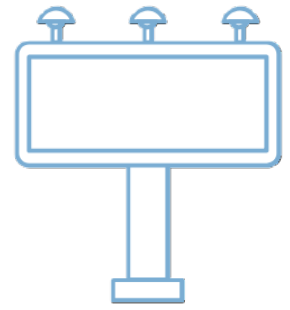
**DATES:**

October 21, 2019 – December 21, 2019

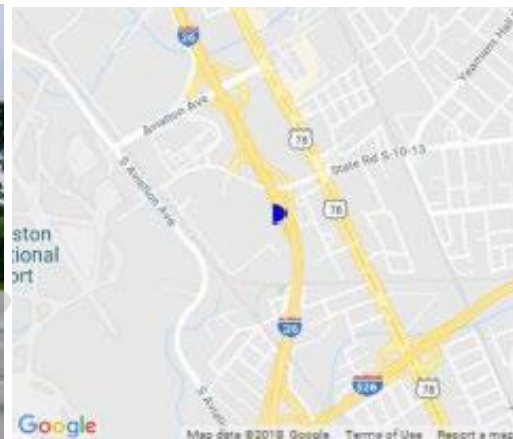


## BILLBOARD

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:

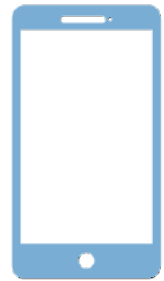
- October 27, 2019 – December 21, 2019



## 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:*



14169-01 -



14169-01 -



14169-01 -



14169-01 -



14169-01 -



14169-01 -

STAN-PIM-Animated STAN-PIM-Animated STAN-PIM-Animated STAN-PIM-Animated STAN-PIM-Animated STAN-PIM-Animated

**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



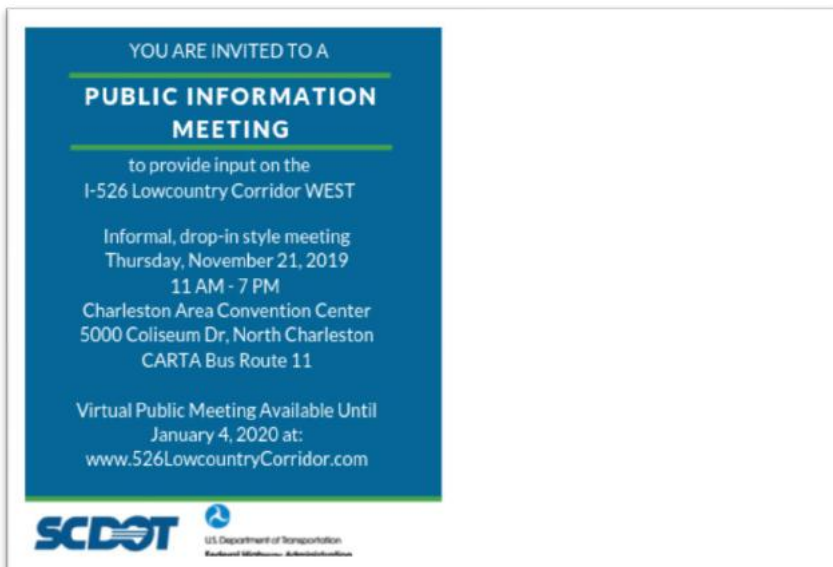
## DATES:

- 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

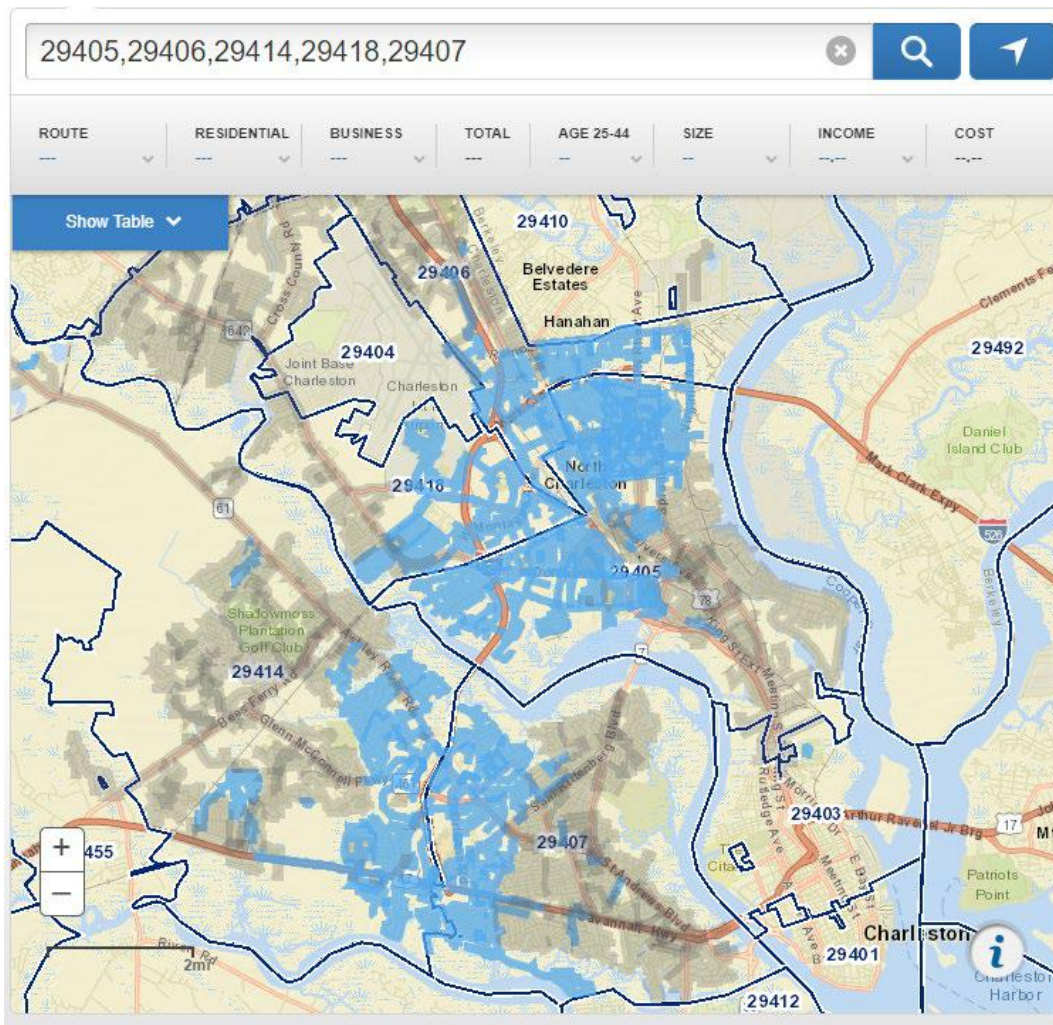




- 28,204 Total Addresses

#### 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:



### COMMUNITY DROP-IN DETAILS

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

**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

U.S. Department of Transportation  
 Federal Highway Administration

## 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

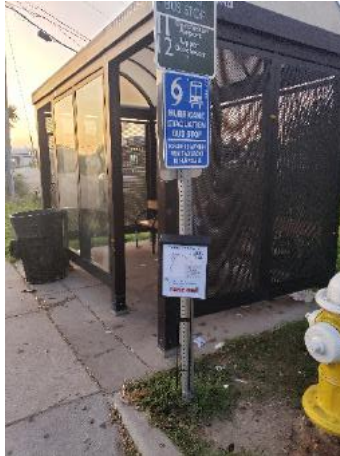
**DATES:** Delivered on October 28th



## 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

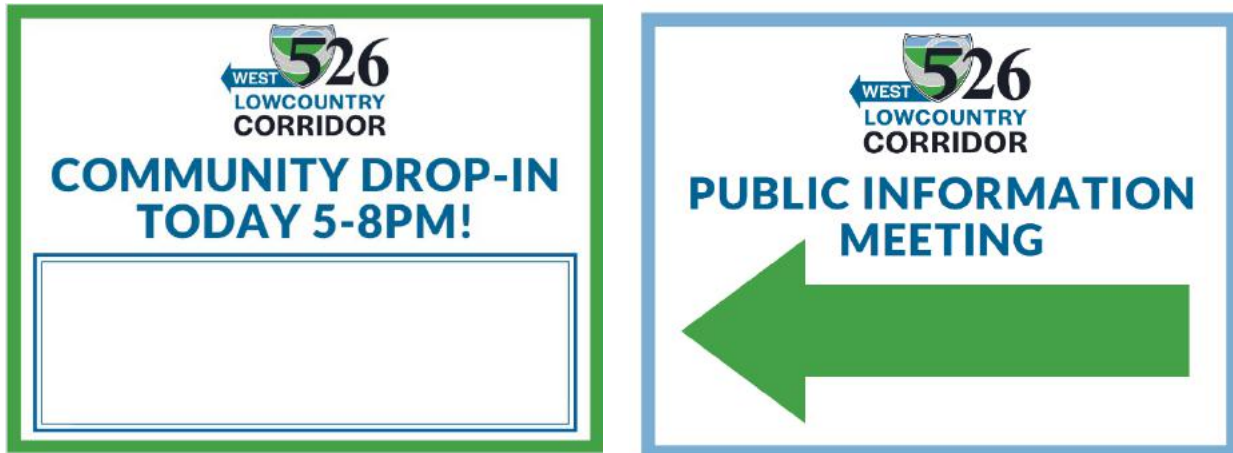
**DATES:** Advertisements were placed 15 days prior to the PIM (11/6/19)



## 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

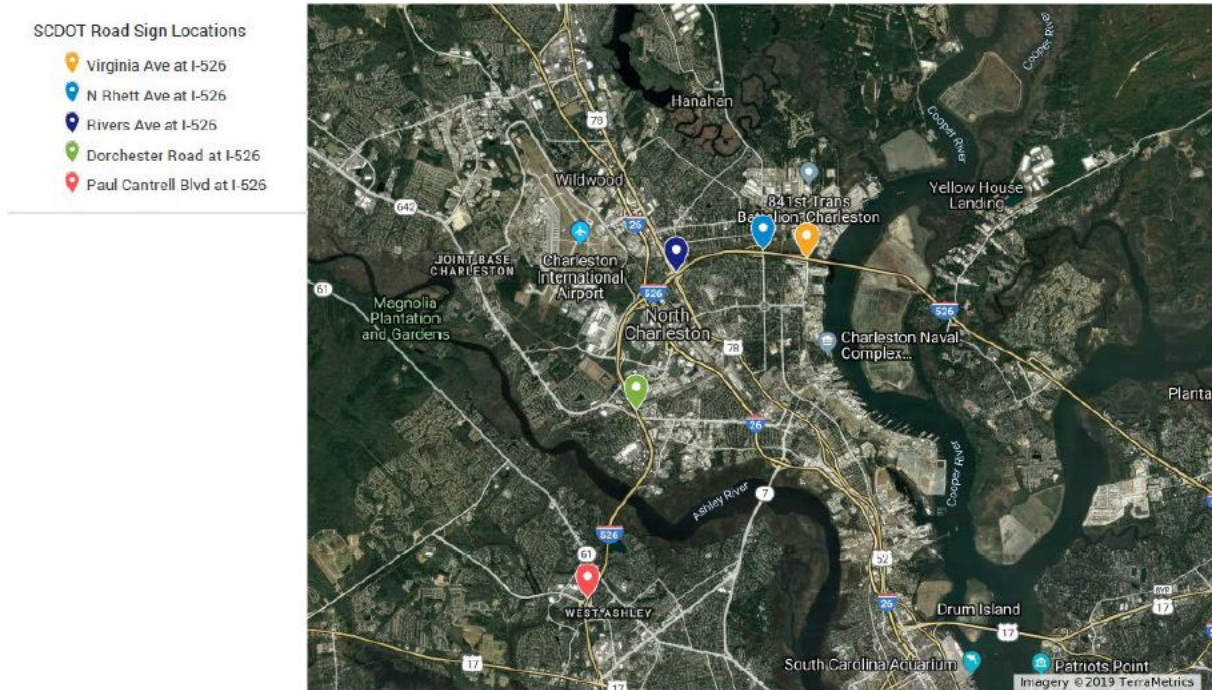
**GOAL:** Reach high-priority geographies about overall project awareness; drive people to the PIM

**DESIGN:**





## I-526 LCC WEST SCDOT Sign Locations



### 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 information meeting in summer of 2017. Right: Check in with 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 2010 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, there 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 Cuffel 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).

After Community meetings began 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 Charleston/Virginia Avenue interchange resulting in numerous local project teams to consider the more with the greatest challenges would be prioritized. I-526 LCC WEST would now extend from Paul Cuffel 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 refined: to increase capacity and improve operations at the I-526 interchange and along the I-526 corridor from Paul Cuffel 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 proposed and next, the roadway improvement concepts (both operational 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 5:00 PM - 7:00 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.I526LowcountryCorridor.com

Issue VI - Summer 2019

Issue VI - Summer 2019

www.I526LowcountryCorridor.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

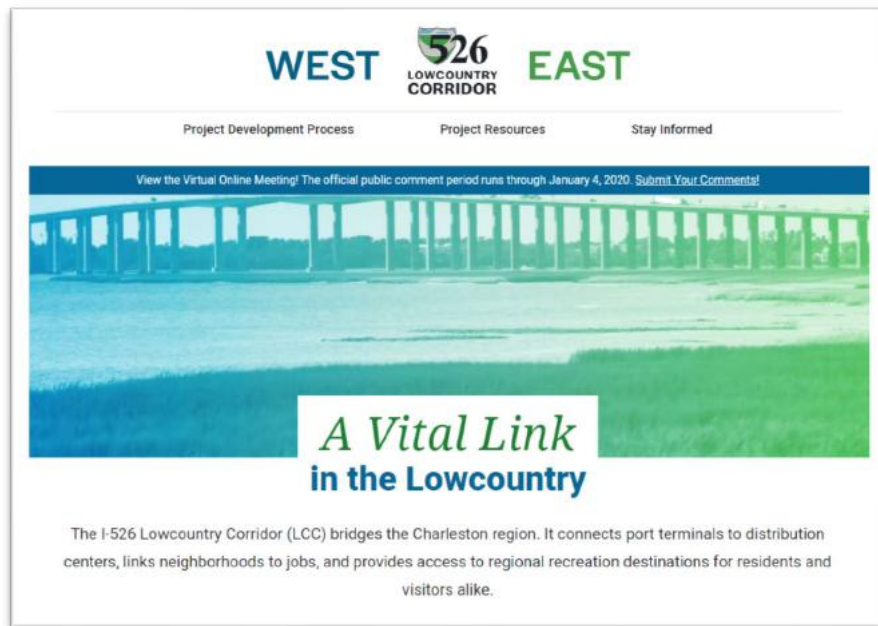
**DATES:** Summer 2019, Fall 2019, January 2020

## 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





## **Appendix V.5**

### **Public Hearing - Fall 2020**



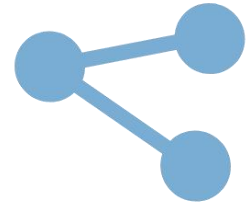
## OVERVIEW OF ADVERTISING

The following is an overview of the multiple advertising methods used to increase awareness and information for the Fall 2020 Public Hearing

**Public Hearing Comment Period: November 12, 2020 – January 15, 2021**

### SOCIAL MEDIA

**GOAL:** Drive awareness and traffic (online and in-person) to the Public Hearing materials (measured by impressions, engagements, and website referral traffic)



**STRATEGY:**

Through paid social ads and organic social media content, build awareness and interest for the upcoming Public Hearing for I-526 Lowcountry Corridor WEST. Post copy for ads remained consistent to allow the ads to continue learning the audience and strengthen overall ad performance. Ad images were created based on the branding utilized in other project creative - i.e., direct mailers, digital ads, and flyers. Organic and paid social targeted an age range of 18+ and zip codes across the I-526 LCC WEST study area.

**REACH (PAID SOCIAL):**

- 102,548 Reached
- 431,999 Impressions
- 3,260 Unique Clicks

**REACH (ORGANIC SOCIAL):**

- 463,322 Impressions
- 6,933 Engagements
- 3,996 Link Clicks

**DATES:**

- November 12, 2020 – January 15, 2021

### MEDIA RELATIONS

**GOAL:**

A concerted media outreach effort is necessary to ensure the public is fully informed about this final opportunity for engagement and project feedback. The release of the DRAFT Community Mitigation Plan



required a separate outreach effort to foster an understanding of the proposed concepts, specifically within Environmental Justice neighborhoods.

#### STRATEGY:

Following the format of previously successful media sessions, a similar approach to brief media on this phase of the public involvement process and answer the media's specific questions was conducted online. SCDOT officials with the I-526 Lowcountry Corridor WEST were available for virtual interviews and a preview of the materials to be presented at the Public Hearing.

Appointments were available virtually through Zoom, first-come, first-served. Television stations were given 15-minute windows. Print journalists were given longer, individual sessions.

#### TARGETTED OUTLETS:

- NBC News 2
- ABC News 4
- CBS Live 5 News
- Post and Courier (News and Editorial staff)
- Charleston City Paper
- Charleston Regional Business Journal
- West Of (West Ashley)
- Moultrie News (Mount Pleasant)
- Daniel Island News
- Berkeley Independent
- Berkeley Observer
- Charleston Chronicle (African American)
- El Informador Newspaper (Hispanic)
- Universal Latin News (Hispanic)
- Potential live or virtual TV / radio appearance, including:
  - Lowcountry Live in-studio, 9:30 a.m.
  - Live 5 in-studio, 7 p.m.
  - News 2 in-studio, Noon
  - Channel 4 in-studio, 5:30
  - FOX 24 in-studio, 11:15 a.m.
  - Charlie James (morning radio)
  - Kelly Golden (morning radio)
  - Quintin's Close-Ups (YouTube series)

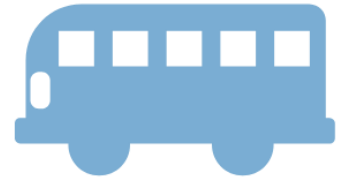
#### DATES:

- EJ Mitigation Rollout (Any time beginning in September 2020 for a one-on-one interview)
- Online Public Hearing Media Day (November 10, 2020)



## BUS INSERTS

**GOAL:** Reach potentially impacted EJ residents about overall project awareness and drive people to the project website for more information



**DESIGN:**

**WEST 526 LOWCOUNTRY CORRIDOR**

**Your voice MATTERS**

*Get involved in the I-526 Lowcountry Corridor WEST Public Hearing in person or online through January 15. Don't miss your chance to make your voice heard!*

*We want to hear from you!*

Share your feedback at [www.526LowcountryCorridor.com/WESTPH](http://www.526LowcountryCorridor.com/WESTPH) or call/text 843-258-1135.

**WEST 526 LOWCOUNTRY CORRIDOR**

**SPEAK UP**   
for your community

*We need your input on the DRAFT Community Mitigation Plan to ensure that everyone's voice is heard. Share your feedback by January 15 to help us create a fair and finalized plan!*

*Make your voice heard!*

Visit [www.526LowcountryCorridor.com/WEST](http://www.526LowcountryCorridor.com/WEST) and click the "Community Commitments" page to get involved or call/text 843-258-1135.

**SCDOT** South Carolina Department of Transportation  
**Federal Highway Administration**

**STRATEGY:** Placements in 30 buses across 526 WEST Geography

**REACH:**

- Est. 400K Impressions

**DATES:**

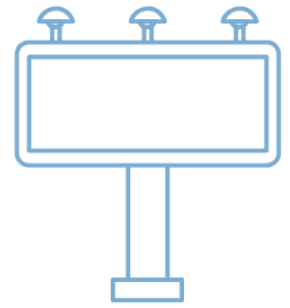


- November 9, 2020 – January 4, 2021

## STATIC BILLBOARD

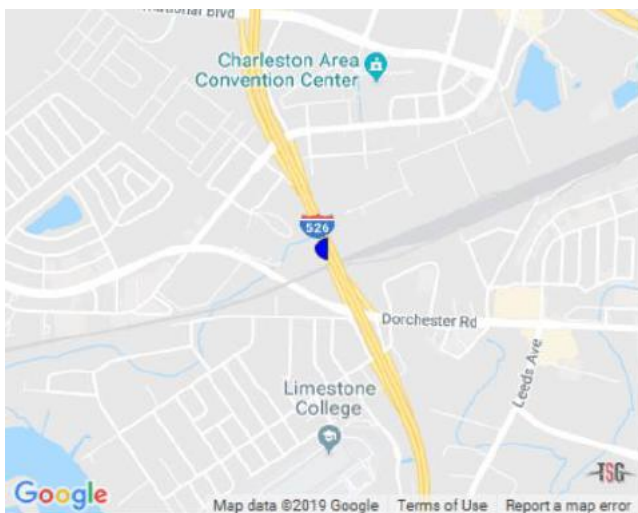
GOAL: Reach high-priority audiences about overall project awareness (residents, commuters, businesses); drive people to the project website for more information

DESIGN:



STRATEGY:

- 14'x48' Static Billboard (I-526 0.3 mi W/O Montague Ave NS)



TARGET AUDIENCE:

- Targeted Geography: commuters on I-526

REACH:

- Est. 2.5million impressions
- Additional week of impressions (150k added value impressions worth almost \$1.5k)

DATES:



- November 9, 2020 – January 4, 2021

## DIGITAL BILLBOARD

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

DESIGN:



STRATEGY:

Appear on digital boards across all of Zone 1 (across any digital billboard in that zone)

TARGET AUDIENCE:

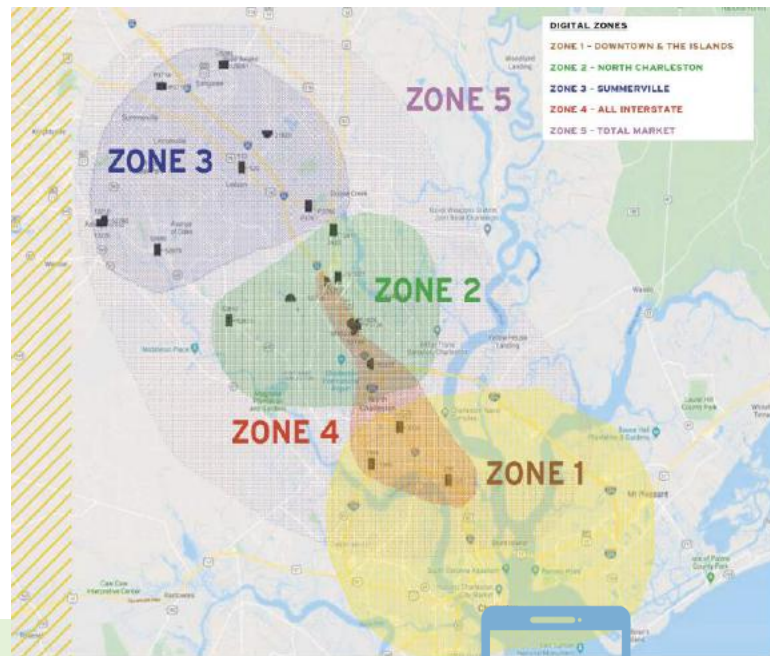
- Targeted Geography: commuters on I-526

REACH:

- Est. 2.5million impressions

DATES:

- November 9, 2020 – January 4, 2021



## DIGITAL DISPLAY ADS

GOAL: Reach Charleston-area population about overall project awareness and drive people to the public hearing webpage. This was the second highest driver of traffic in the last campaign (Fall 2019) and the number one driver of traffic for the Public Hearing.

STRATEGY:

- Desktop, Mobile, and Tablet ads





## TARGET AUDIENCE:

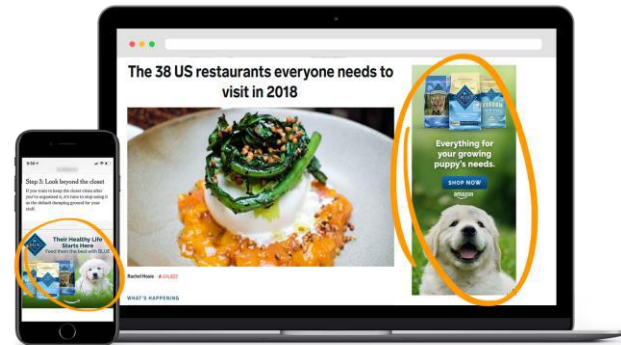
- *Targeted Geography:* Charleston Metro Area
- *Contextual Targeting:* Based on relevant content (news, travel, entertainment, etc.)

## REACH:

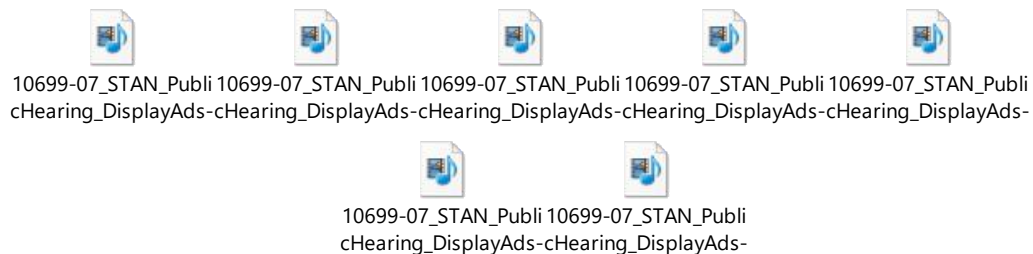
- 2.4 million impressions

## DATES:

- November 16, 2020 – January 14, 2021



## VIEW THE ADS:



## RADIO

## GOAL:

Drive further awareness in market, grow overall brand awareness, and drive additional reach into underserved minority communities

## STRATEGY:

- WXST- Star 99.7
  - Weekly Audience: 81,800
  - 87% African American listeners
  - Geared to target African American audiences in the Charleston area
  - Dates: 10/26-11/22
  - :15 second spots
  - 17 Spots per week
- WWWZ
  - Weekly Audience: 79,700
  - Majority African American audience
  - Dates: 10/26-11/22
  - :30 or :15 second spots
  - 16 Spots per week
- WMGL



- Weekly Audience: 47,100
- Majority African American audience
- Dates: 10/26-11/22
- :30 or :15 second spots
- 20 Spots per week
- WJNI
  - *Weekly Audience Unavailable*
  - Primary audience of African American adults 25-54
  - Dates: 10/26-11/22
  - :15 second spots
  - 26 Spots per week
  - Town Hall Meeting via WJNI and Zoom during the 10a Good News (Gospel) hour. Up to 4 participants plus Terry Base (WJNI's morning Show host) as the moderator - price TBD

## STREAMING AUDIO

### GOAL:

Drive further awareness in market, grow overall brand awareness, and drive additional reach into underserved, minority communities

### STRATEGY:

- Mobile, Desktop, Streaming devices (Ads ran across multiple streaming platforms including Spotify, iHeart Radio streaming, and the Tunein streaming app.)
- 30s and 15s spots
- Include layer of genre targeting for gospel, R&B, and hip hop music preferences
- Frequency caps to ensure reach to as many users in the Charleston metro as possible
- 18+, geo based on direct mailer zip codes + an extended radius

### REACH:

- Over 243,000 impressions

### DATES:

- November 12, 2020 – December 31, 2020

## POSTCARDS FOR PUBLIC HEARING

GOAL: Enhance overall project awareness and drive awareness and interest in public hearing engagement opportunities





## DESIGN:

**I-526 Lowcountry Corridor WEST Public Hearing Engagement Guide**

Participate in the I-526 Lowcountry Corridor WEST Public Hearing  
Review Materials ~ Ask Questions ~ Provide Comments  
*Comfortably & Safely*

**Meaningful Input**

- In-Person Appointments at Community Office
- On-Demand Verbal Comments on the Project Hotline
- On-Demand Online Public Hearing webpage
- Live Online Verbal Comment Session
- Live Chat On the Project Website During Set Times
- In the Mail Information Packets mailed by request
- Text the Project Hotline
- On-Demand Questions Answered on the Project Hotline & Email

**How can I view information & ask questions?**

The Draft Environmental Impact Statement detailing the human and natural environmental impacts is available on the project website and at the Community Office for your review! Additionally, you can comment on the Environmental Assessment completed for the Land and Water Conservation Fund of the National Park Service and review the anticipated impacts to properties protected under Section 4(f) of the Department of Transportation Act of 1966.  
526LowcountryCorridor.com/WEST/DIEIS

**Project Website**  
526LowcountryCorridor.com/WESTPH  
Live, November 12, 2020  
The Public Hearing webpage contains all the materials you would see at an in-person meeting, organized in sections.  

- Watch a simulation of the Recommended Preferred Alternative
- See your property in relation to the Recommended Preferred Alternative
- Watch videos and listen to audio as we walk you through the project
- Make a comment
- Join us for a one-on-one "Live Chat" to answer your questions (same dates/times as in-person opportunities listed)

**Community Office**  
5627 Rivers Avenue, Gas Light Square  
Anytime on your schedule!  
Schedule an appointment to visit the community office by visiting the website or calling us!  

- Thursday, November 19 | 10 am - 7 pm
- Saturday, December 5 | 9 am - 4 pm
- Tuesday, December 8 | 9 am - 6 pm
- Wednesday, December 9 | 10 am - 7 pm

If these times do not work for you, give us a call on the hotline, and we will make an appointment based on your schedule.

**Environmental Justice Community Mitigation Survey**  
526LowcountryCorridor.com/WESTPH  
Participate through January 15, 2021  
If you live in Ferndale, Russelldale, Highland Terrace, Liberty Park, East Ada or Camps neighborhoods, we encourage you to participate in a survey regarding the DRAFT Environmental Justice Community Mitigation Plan by visiting the project website through January 15, 2021.

**How can I make a comment?**  
Meaningful input is our number one priority. Below are the ways to make your voice heard in the official project records.

**Project Website**  
526LowcountryCorridor.com  
Fill out a comment form on the project website.

**Project Email**  
info@526LowcountryCorridor.com  
Make sure to include your name & address for the record!

**Project Hotline**  
843.258.1135 (Call Us)  
Press "2" to leave a verbal comment. Comments will be limited to 2 minutes. Verbal comments left here will be played at the Live Virtual Comment Session. One comment per person.

**Project Email**  
info@526LowcountryCorridor.com

**Mail**  
Joy Riley, PE, PMP, CPM, DBIA  
SC Department of Transportation  
Post Office Box 191  
955 Park Street, Room 401  
Columbia, SC 29202-0191

**Live, Virtual Comment Session**  
526LowcountryCorridor.com/WESTPH  
Tuesday, December 15, 2020  
6:00 - 8:00 PM  
Register Online or by Phone to Comment  
A live public hearing comment session will be held on Tuesday, December 15, 2020 from 6:00 - 8:00 pm. Join online by visiting the web address above and clicking the link or by calling in. Contact us at 843.258.1135 for call-in information or visit the website above.  
There will be a short presentation followed by a listening session. Comments received on the hotline will be played after hearing from those who have pre-registered. To provide a 2 minute verbal comment, you must register in advance by visiting the webpage above or by calling the Community Office. No registration is needed to listen.  
All formal comments received during the comment period will be evaluated and included in the project record. Please note, only written comments will receive a formal response. All information provided will be published and subject to disclosure under the Freedom of Information Act.

**Email, Call or Text us!**  
info@526LowcountryCorridor.com 843.258.1135 (Call or Text)

**Project Hotline**  
843.258.1135 (Call or Text)

**SCDOT**  
South Carolina Department of Transportation  
Federal Highway Administration

## STRATEGY:

11.5x9" Project postcards were mailed to:

- 37 Individual Routes:

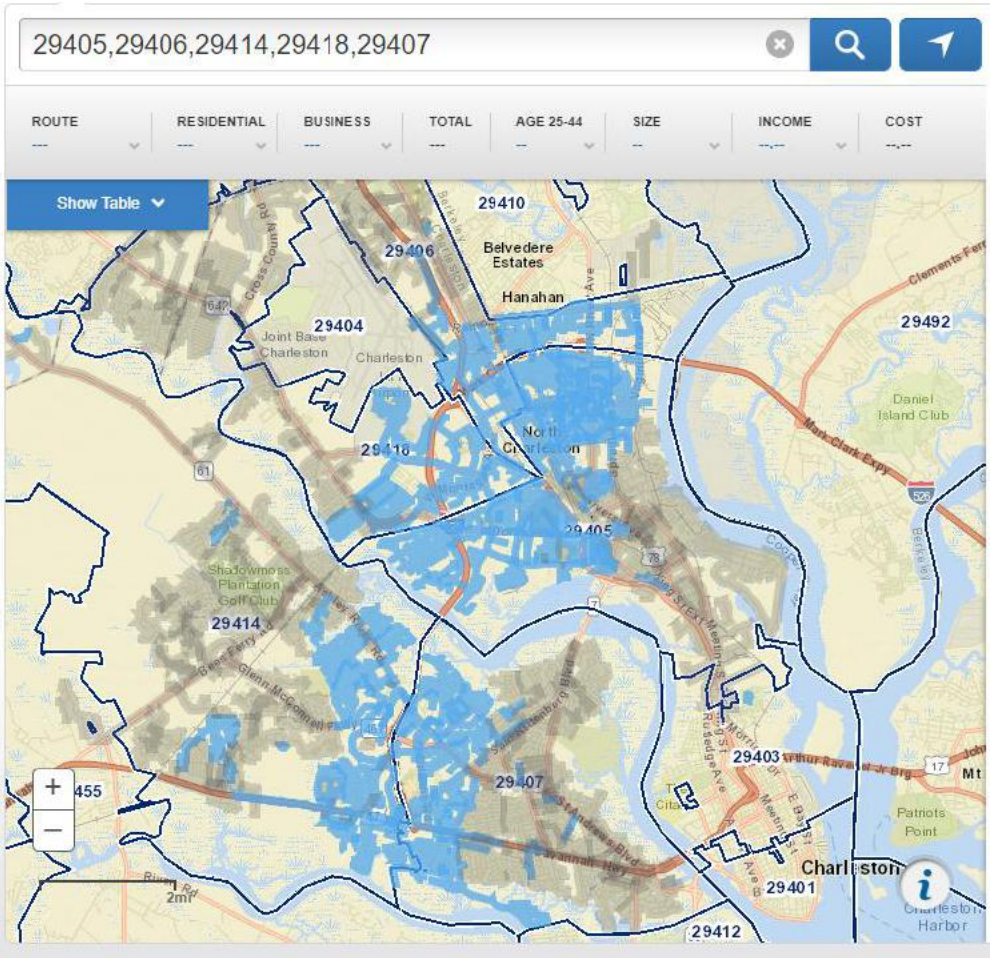
Zip Code	Route
29405	C048, C059, C060, C063, C066, C067, C069, C070, C071, C072, C075, C076
29406	C042, C065, C077, C078
29407	C026, C027, C029, C030, C037, C041, C045, R016, R025
29414	C024, C034, C044, R014, R022, R023, R024, R053
29418	C047, C052, C068

- 27,436 Total Addresses

## TARGET AUDIENCE:

- Targeted Geography:** Residents and businesses within the study area (All USPS routes along the WEST project area)





DATES:

Postcards were mailed to arrive in mailboxes on November 12, 2020, the day the website went live.

POSTCARDS FOR COMMUNITY DROP-INS

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





## DESIGN:



**526 WEST LOWCOUNTRY CORRIDOR**  
Virginia Ave to Paul Cantrell Blvd

## You're Invited to a COMMUNITY DROP-IN

to provide input on the  
I-526 Lowcountry Corridor WEST  
AND the  
**DRAFT Environmental Justice  
Community Mitigation Plan**

- Would you be impacted by the interstate improvements?
- See the proposed changes in your neighborhood!
- Meet the community liaisons and the project team!

Informal, Drop-in Meetings  
More Details on Back

## Meeting the Community in the Community!

### 3 LOCATIONS - 3 DATES & TIMES

*Just for you!*

**Biblical House of God**  
Friday, November 6, 2020 | 3 - 6PM  
2205 Van Buren Avenue | North Charleston  
CARTA Route 10

**Ferndale Community Center**  
Saturday, November 7, 2020 | 2 - 5PM  
1995 Bolton Street | North Charleston  
CARTA Route 10

**Enoch Chapel United Methodist Church**  
Saturday, November 14, 2020 | 2 - 5PM  
2355 James Bell Drive | North Charleston  
CARTA Route 10

*Meetings will be held outside!  
Drive up option available Nov. 6 & 7!*

 Please wear a face mask!

 Refreshments will be provided!

 [526LowcountryCorridor.com/Community-Commitments](https://526LowcountryCorridor.com/Community-Commitments)

*Reach Out Today!*

 **Project Email**  
[info@526LowcountryCorridor.com](mailto:info@526LowcountryCorridor.com)

 **Project Hotline**  
843.258.1135 (Call or Text)

 **@526Corridor**

 **Visit your Community Office (5627 Rivers Avenue, Gas Lite Square)**

**SCDOT**  
South Carolina Department of Transportation

 U.S. Department of Transportation  
Federal Highway Administration

## STRATEGY:

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

- 2 postal routes: 29406-C065 and 29406-C042
- 1,201 Total Addresses (residential addresses only)



## TARGET AUDIENCE:

- Residents living in the environmental justice communities within the project study area

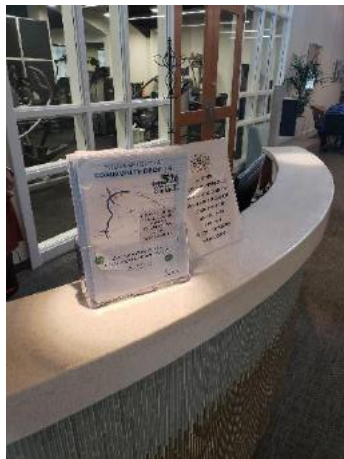
## DATES:

- Mailed on 10/23/2020

## FLYERS/FLYER BOXES

**GOAL:** Drive project awareness and interest in the Community Drop-ins and Public Hearing within the study area, specifically within the potentially impacted environmental justice communities

## DESIGN:



## STRATEGY:

19 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 Public Hearing Engagement Opportunities.

## TARGET AUDIENCE:

- Residents living or commuting within the study area, specifically within the potentially impacted environmental justice communities

## DATES:

- Community Drop-in Information (10/22)
- Project Highlights (11/17)
- Engagement Guide (11/25)



## REACH:

- 559 flyers were taken between October 22, 2020 and January 15, 2021

## NEWSPAPER NOTICES

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

## STRATEGY:

A Standard SCDOT public notice for the Public Hearing was placed in *The Post and Courier* 15 days prior to the Public Hearing.

Full-page ads for the Public Hearing engagement opportunities were placed in *The Chronicle and El Informador*, local, minority newspapers

## TARGET AUDIENCE:

- Residents in the area reading the newspaper; minority and underserved populations within the study area

## DATES:

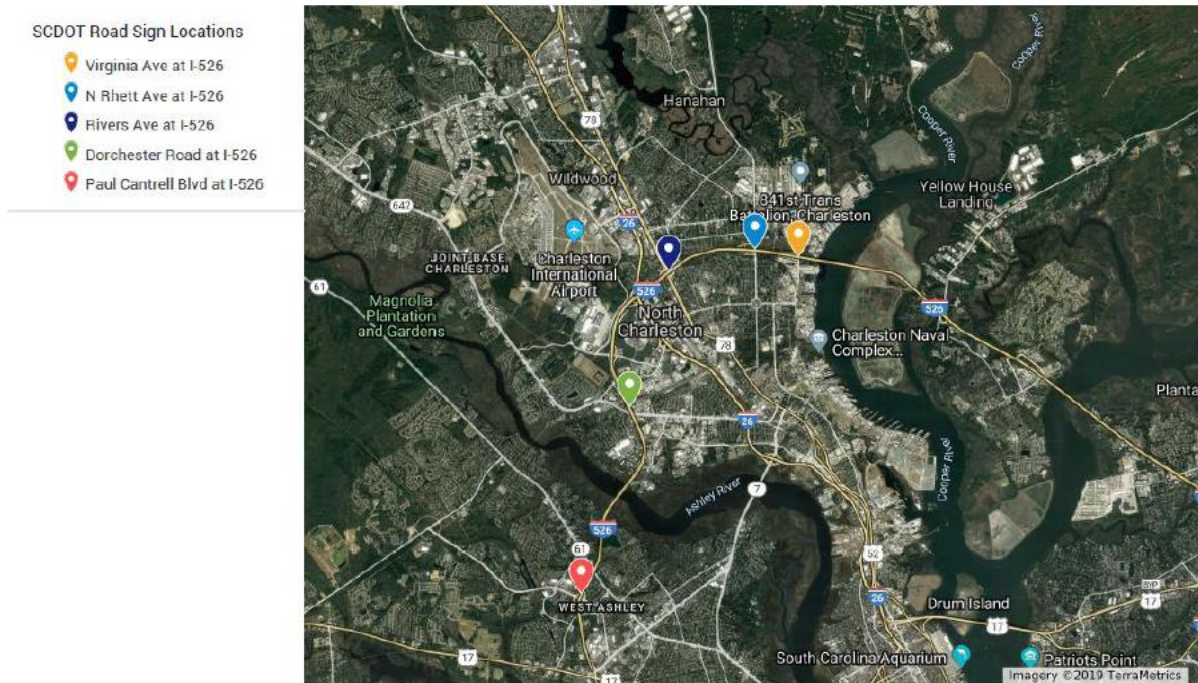
- *The Post and Courier*: 10/30/2020
- *The Chronicle*: 11/11/2020
- *El Informador*: 11/11/2020

## SCDOT PHYSICAL ROAD SIGNS

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



## I-526 LCC WEST SCDOT Sign Locations



### STRATEGY:

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

### TARGET AUDIENCE:

- Residents or commuters in the study area driving by the signs

### DATES:

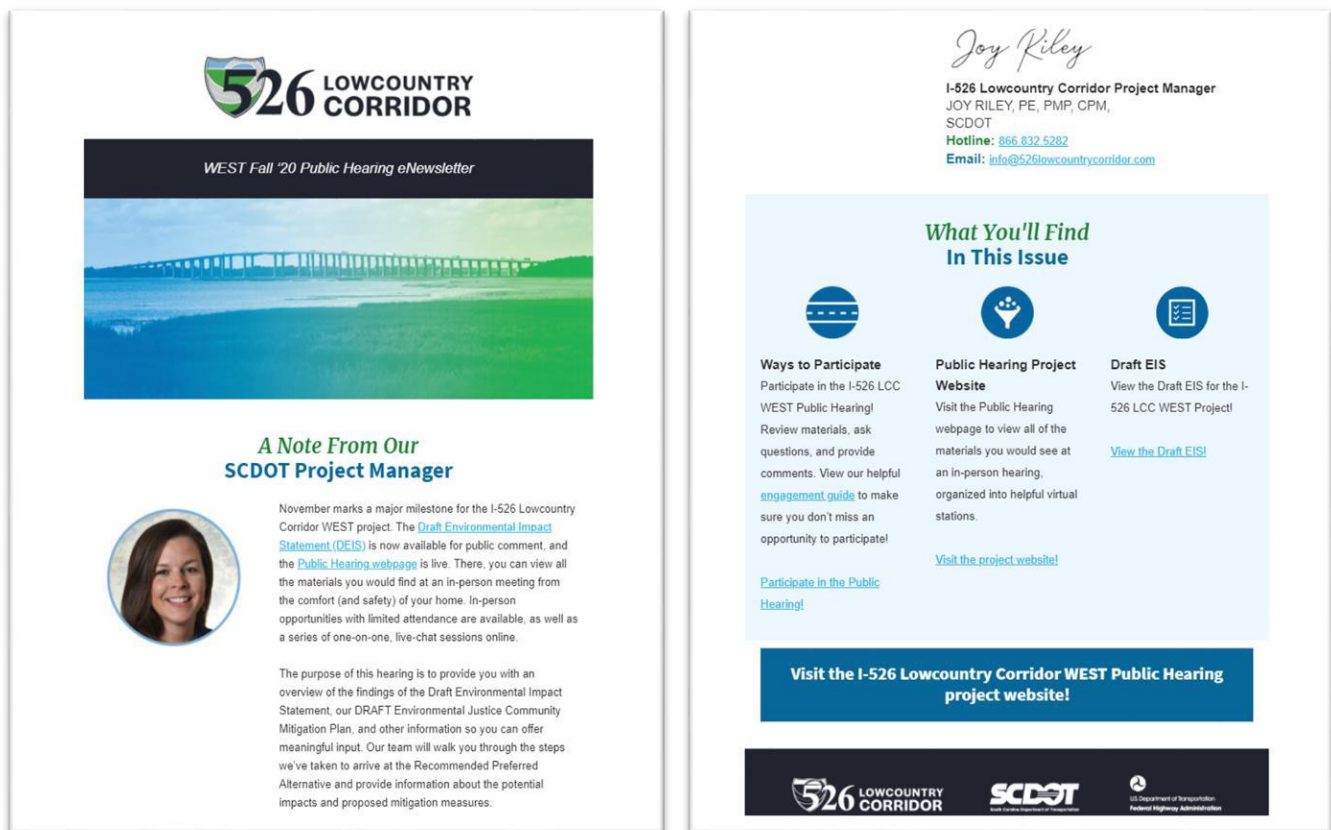
- SCDOT road signs were placed in early November 2020

## PROJECT E-BLASTS

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



## DESIGN:



## STRATEGY/REACH:

- E-blast
  - Date: October 7, 2020
  - Topic: DRAFT Community Mitigation Plan
  - Database: full database of subscribers
    - Sent to 1,957 recipients
    - 498 Opens (25.9 % open rate)
  - Call To Action (CTA): View the DRAFT Community Mitigation Plan
- E-blast
  - Date: November 12, 2020
  - Topic: I-526 LCC WEST Public Hearing Information Available Online - View the alternatives now.
  - Overview: Include information on the Public Hearing, comment period and link to the newsletter.
  - Sent to 1,945 recipients
    - 752 Opens (39.2% open rate)
    - Click Through Rate of 7.9% (above 2% is considered good)
    - 313 total clicks
  - CTA: Visit the Public Hearing and view the alternatives!
- E-blast
  - Date: December 1, 2020



- Topic: Reminder to participate in the upcoming public hearing opportunities.
- Sent to 1,928 recipients
  - 620 Opens (32.6% open rate)
  - Click Through Rate of 2.3% (above 2% is considered good)
  - 170 total clicks
- CTA: View the Public Hearing materials online and submit your official comment.
- E-blast
  - Date: January 4, 2021
  - Topic: Reminder to view the I-526 LCC WEST Virtual Public Hearing Materials and submit your comments.
  - Overview: Reminder to view the Public Hearing Materials and submit your official comment.
  - Sent to 1,914
    - 649 Opens (34.3% open rate)
    - Click Through Rate of 4.5% (above 2% is considered good)
    - 466 total clicks
  - CTA: View the Public Hearing materials online and submit your official comment.

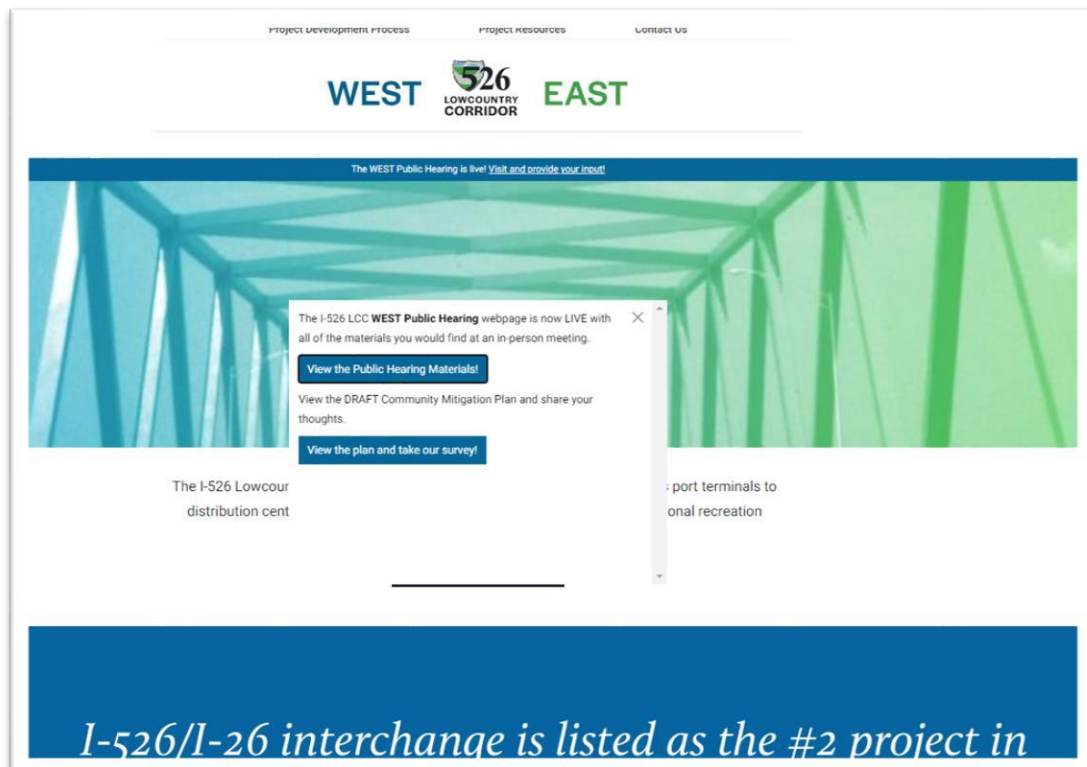
#### TARGET AUDIENCE:

- All interested parties and stakeholders who have subscribed/been subscribed to our database

## WEBSITE

GOAL: Enhance overall project awareness; drive interest in public hearing and online materials, host online public hearing materials

#### DESIGN:





**STRATEGY:**

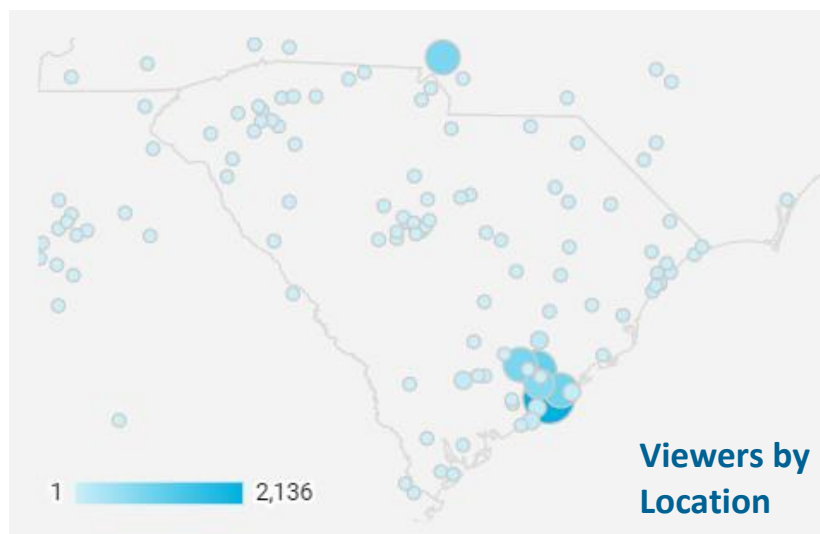
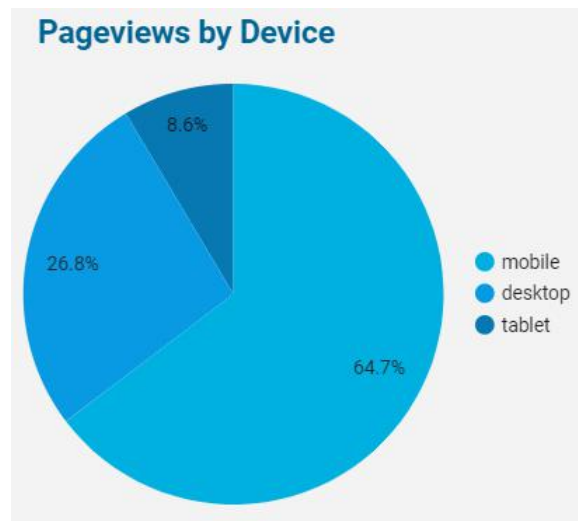
The I-526 LCC website had advertisements for the Public Hearing, including a banner at the top of the page and a pop-up that appeared when you entered the site. No additional direct costs.

**TARGET AUDIENCE:**

- Anyone visiting the website to learn more information about the project (pick up anyone coming from another advertising method)

**REACH:**

- 8,176 Sessions
- 6,971 New Users
- Average Session Duration: 46 seconds (makes sense because it was a landing page that jumps to other parts of the Public Hearing)
  - 946 total clicks to English PH 360-room
  - 366 total clicks to English PH traditional website (accessible site)
  - 38 total clicks to Spanish PH 360-room
- Majority of users were on their mobile device
- Majority of viewers were from Charleston, Goose Creek, Mount Pleasant, Summerville, Charlotte, and North Charleston (The only explanation for the high Charlotte numbers are inaccurate IP address routing)

**DATES:**

- October 2020 through January 2021