



**GREENVILLE-PICKENS AREA
TRANSPORTATION STUDY | HORIZON 2050:
LONG RANGE TRANSPORTATION PLAN**

Public Engagement Plan

4/2/2026



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Overview

The purpose of this Public Engagement Plan (PEP) is to describe communications, public outreach, community and stakeholder engagement, and government relations during the various phases of the Greenville-Pickens Area Transportation Study (GPATS) Long-Range Transportation Planning (LRTP) update. This LRTP, referred to as Horizon 2050, is a major update to the previous plan, revisiting work done for the Horizon 2040 and 2045 plans and identifying opportunities to refine the fiscally constrained project list to accurately reflect GPAT's vision.

Every Metropolitan Planning Organization (MPO) is required to have an LRTP that is reviewed and updated over time. The LRTP includes a fiscally constrained and prioritized list of multimodal projects to be completed in the next 25 years, based on current funding levels. GPATS conducts a small review and update of the LRTP every five years and a major update every 10 years. The LRTP was most recently updated in 2022.

The Horizon 2050 LRTP will characterize current and future transportation needs, outline the region's long-term transportation goals, and identify multimodal transportation strategies. Each potential transportation project included in the LRTP is reviewed by the public and evaluated by the GPATS Study Team, in conjunction with the South Carolina Department of Transportation (SCDOT) and the Federal Highway Administration (FHWA). The LRTP must balance economic development goals and strategies with community investments. This process of identifying transportation improvements should involve community engagement that yields information of comparable value to technical data. It's crucial to clarify the reasons behind decisions and to highlight key milestones in the planning process that informed them. The PEP outlines how the LRTP's outcomes are both defensible and practical to implement.

The PEP fulfills the federal requirements and serves as the region's transportation vision. It provides a proactive, responsive, inclusive, and easily accessible public engagement approach that builds partnerships, trust, and credibility for the project by engaging a variety of stakeholders and residents.

Vision

Public engagement is an important part of transportation planning. Outreach is the key to fully understanding a community's transportation vision. Through two rounds of community outreach, the project team will work with the public to understand and define regional transportation needs and to share potential projects and plans to address them.

Community outreach will be led by six guiding statements that will inform the information shared with the GPATS communities and help determine what feedback is collected. The guiding statements align with the region's planning needs that are established in accordance with national, state, and regional long-range planning goals.

- **Culture and Environment:** Improve the area's quality of life by protecting and promoting its valued places and natural resources.
- **Economic Value:** Enhance regional economic vitality by simplifying the movement of people and freight within and across the region.
- **Growth and Development:** Enhance travel efficiency by aligning transportation investments with land use planning.

- **Mobility and Accessibility:** Create a transportation system that encourages biking, walking, and using public transit.
- **Safety and Security:** Promote a safe transportation system by reducing crashes, increasing reliability, and enhancing emergency response.
- **Systems Preservation and Efficiency:** Extend the lifespans of transportation systems by promoting fiscal responsibility and prioritizing maintenance and operational efficiency.

Schedule

To align with MPO and federal requirements, the project team will work to complete the LRTP by September 2026 and recommend it for adoption by October 2026. Two rounds of public outreach will be conducted during this time to inform project selection and ranking. A more detailed schedule of public outreach activities is provided in the Public Engagement Approach section.

Table 1: Project Schedule

Task	Timing (2026)
Project kick-off	February
Visioning workshop	February
Summary report of planning efforts	March/April
Call for projects	April
Web portal launch	April
Summary report of existing and historical data	April
Existing Conditions Report	May
Round 1 outreach	May – July
Stakeholder meeting	May
Identify matrix of projects	May
GPATS 2025-2050 Travel Demand Model Complete	July
Round 2 outreach	July – August
Stakeholder meeting	July
LRTP draft	August
LRTP final	September
Study Team approval of LRTP	September
Policy Committee approval of LRTP	October

Public Engagement Goals

The primary goal of the PEP is to inform and educate the public about the LRTP and to engage them regularly throughout the process. During LRTP creation, GPATS commits to:

- Foster open communications between a diverse mix of stakeholders, communities, and the project team to invite and collect valuable feedback on the region’s long-term transportation goals and identify multimodal transportation strategies to address needs.
- Use clear and concise messaging to communicate LRTP and project information with communities and stakeholders.
- Manage expectations on how input will be used in the final LRTP.
- Document the progress and effectiveness of the public engagement process.

Engagement Team

The engagement team will include the following project team members, who will oversee the implementation of the PEP.

Table 2: Project Team Members

Name	Organization	Title	Email
Keith Brockington	GPATS	Transportation Planning Manager	kbrockington@greenvillecounty.org
Anna Stewart	GPATS	Transportation Planner	astewart@greenvillecounty.org
Asangwua Ikein	GPATS	Transit Planner/Grants Manager	aikein@greenvillecounty.org
Cleo Hill	GPATS	Administrative Assistant	clhill@greenvillecounty.org
Casey Wright	HDR	Public Engagement Manager	casey.wright@hdrinc.com
Brennan Groel	HDR	Deputy PM	brennan.groel@hdrinc.com
Jason Carbee	HDR	Project Manager	jason.carbee@hdrinc.com
Graham Malone	HDR	Traffic	graham.malone@hdrinc.com
Elizabeth Kiersnowski	HDR	Planner	elizabeth.kiersnowski@hdrinc.com
Robert Wilson	HDR	Traffic	Robert.Wilson@hdrinc.com

Communication Protocol

All project-related correspondence should be directed to the GPATS Transportation Planning Manager at the contact information provided. The GPATS Transportation Planning Manager is the only designated team member authorized to respond to project requests, questions, or comments.

Table 3: LRTP Primary Contact Information

Channel	Contact Information
Physical Mail	GPATS ATTN: Keith Brockington 301 University Ridge Suite S-3200 Greenville, SC 29601
Email	GPATS@greenvillecounty.org

Communication Methods

There will be times when the project team asks community members and stakeholders to provide input on the LRTP. This information will be collected and reviewed, then directed to GPATS for follow-up. Stakeholders and the public can learn more about the LRTP or contact the project team via the communication methods listed below.

- Web portal
- Comment Map
- GPATS email
- In-person feedback exercise

- Comment forms
- Surveys
- Mail

Target Audiences and Stakeholders

Stakeholders include partners, participants, advocates, and liaisons who understand the unique values, priorities, concerns, and communication styles of different groups in their community. They help the engagement team connect with these groups effectively during the project to share information and encourage participation. A preliminary list of stakeholders and an engagement strategy table are included in Appendix A, providing an overview of potential stakeholders and engagement methods.

GPATS Staff and Board

The GPATS Policy Committee and Study Team will be engaged frequently; this target audience is essential for distributing and validating key messages and for outreach. This group represents project champions and advocates.

Local Governments and Operating Agencies

Local Governments and Operating Agencies are stakeholders whose communities look to them for advocacy, and they can act as project advocates or serve as liaisons for specific groups. These stakeholders include mayors, council members, and commissioners, as well as agency organizations such as SCDOT. If necessary, they will receive briefings and information at scheduled times.

First Responders and Public Service

First responders and public service stakeholders are often closest to the public and live in the communities they serve. This group includes fire, police, EMS, and other emergency agencies and municipal organizations like parks and recreation.

Community-Based Organizations (CBO)

These organizations are centered on the local community. From schools, universities, and after-school programs to environmental groups, these stakeholders will play a key role in outreach efforts. Oftentimes, these groups have strong connections to residents that other stakeholders may lack. The project team will concentrate on organizations with which GPATS currently has relationships, which may include ethnic and cultural centers, churches and faith-based groups, geographically specific organizations such as neighborhood and community groups, civic and business organizations, universities, colleges, and organizations with a focus on recreation, environment, youth, and seniors.

Employers

The GPATS service area is home to several large employers and employment centers. This target audience understands where their employees are commuting from and the logistics related to their campus location or service area. The project team will leverage existing relationships that GPATS and its partners have with their networks of employers.

General Public

Specific targeted engagement tactics will reach members of the public who fall into the user categories listed below.

- Area residents
- Commuters (vehicle, transit, bike, pedestrian)
- Vulnerable populations
- Recreational users

Public Engagement Approach

This section of the PEP outlines the approach to public engagement, communications, and outreach for the project, highlighting the tools and tactics to be used.

Table 4: Public Engagement Schedule

Tasks	Timing (2026)	Development	Implementation
Web Portal launch	April	HDR	HDR
Round 1 Engagement	May – July		
Meeting Notification	April/May	HDR	GPATS
Public information meetings	May	HDR	HDR/GPATS
Stakeholder meetings	May	HDR	HDR/GPATS
Engagement Survey	May – June	HDR	HDR
Round 2 Engagement	June – August		
Meeting notifications	June/July	HDR	GPATS
Public information meetings	July	HDR	HDR/GPATS
Stakeholder meetings	July	HDR	HDR/GPATS

*This schedule is tentative, and planned outreach will coincide with planning schedule milestones.

Web Portal

An independent web portal will be created for the Horizon 2050 LRTP. **GPATS.org** will serve as the main URL for promotional and meeting materials. From the main GPATS homepage, users will be directed to the Horizon 2050 site. The site will provide the public with access to current information and documents related to the project. It will also act as a repository for all educational materials and public participation opportunities related to the project. The web portal will facilitate two-way communication with the public by enabling information sharing and collection through comment forms and maps.

The web portal will include a foreign-language translation feature and a font enlargement feature and will comply with the Web Accessibility Initiative (WAI) standards and be ADA-compliant. The site will be reviewed and updated regularly during the life of the project to verify that the most current and accurate information is available.

Public Information Meetings

The outreach team will host two rounds of public outreach. Each round will include up to six in-person public information meetings across various GPATS communities. Each meeting will last approximately two hours and will be held in a drop-in style format. The meeting will provide an opportunity for stakeholders and community members to learn more about the project, provide comments, ask questions, and have concerns addressed.

Outreach surrounding the public information meetings will include a notification on the project web portal, a press release, e-newsletter content, social media posts, and legal advertisements. Meetings are anticipated to be held in:

- Easley
- Greer
- Greenville
- Powdersville
- Simpsonville
- Travelers Rest

A 'Public Information Meeting Plan' will be developed for each round of outreach and made available to GPATS for review before the information meetings. The plan will include information regarding the date, time, venue, materials, and staffing for each event. It will also include a workback schedule to indicate key deliverable dates leading up to the event.

HDR will create a meeting report after each round of outreach, summarizing the activities and feedback for that round. HDR will be responsible for all meeting materials; GPATS will be responsible for determining meeting locations.

MEETING MATERIALS

The outreach team will develop the following materials to help the public navigate and understand the project details: information boards, presentations, meeting handouts, interactive feedback stations, and comment forms. Some materials may be in an electronic format. Digital versions of all materials will be available on the web portal, along with an online version of the meeting.

COMMENT PERIOD

Each round of outreach will have a 30-day comment period. The comment period will begin on the date of the first in-person public information meeting. An overview of the comments received will be included in the meeting report. GPATS will be responsible for any additional follow-up or response to comments collected.

ENGAGEMENT SURVEYS

The outreach team will develop a survey for each round of outreach. The survey will reflect the major meeting themes and remain open for up to 30 days after each meeting. The surveys will be open to the public and available in person at public information meetings.

An analysis of survey results will be included in the meeting report. HDR will be responsible for developing the survey; GPATS will be responsible for distribution.

Meetings

STAKEHOLDER MEETINGS

The outreach team will hold up to two virtual stakeholder meetings, one for each round of outreach. The group will consist of representatives from local community organizations, first responders, major employers, CBOs, and regional governments. During these virtual meetings, stakeholders will review project updates and share insights. HDR will be responsible for all meeting materials and facilitation; GPATS and HDR will share presentation responsibility based on topics and need. Virtual Meetings

The outreach team will develop virtual meetings that provide the same information as the in-person public information meeting. The content will be available during the comment period, allowing more of the public to review and share feedback. HDR will be responsible for all meeting materials and posting them to the web portal.

COMMITTEE MEETINGS

The outreach team will support committee meetings by assisting with the development of presentations to share project milestones.

COORDINATION MEETINGS

The outreach team will support coordination meetings by assisting with the development of presentations and logistics as needed. These meetings can be held in-person or virtually to coordinate with SCDOT and other local agencies on LRTP development.

Meeting Notifications

LEGAL ADVERTISEMENTS

The outreach team will place one legal advertisement per outreach phase for submission to *The Greenville News*, informing the public about the project's public information meetings and comment period. HDR will be responsible for drafting the advertisement, and GPATS will be responsible for distribution.

MEDIA COORDINATION

Information provided to the media about the project will correspond with public outreach opportunities or project milestones. GPATS will be the primary media contact for all correspondence. The project will relay information to the media using the following methods:

- **Project spokesperson:** GPATS will determine spokesperson by topic area of expertise.
- **Press releases:** The outreach team will develop two press releases, one for each round of outreach, to promote upcoming public meetings and engagement opportunities. GPATS will be responsible for distributing press releases.

HDR will be responsible for drafting the media notifications and GPATS will be responsible for distribution.

E-MAIL AND E-NEWSLETTER CONTENT

The outreach team will develop e-mail and e-news content to inform stakeholders and the public of upcoming engagement opportunities. GPATS will distribute these using existing or project-specific mailing lists. HDR will be responsible for drafting the content and GPATS will be responsible for distribution.

SOCIAL MEDIA

The outreach team will develop social media posts for GPATS to distribute across their platforms, including Facebook, Instagram, X, and NextDoor. The media channels will be used to inform followers about public information meetings, surveys, and the comment period. HDR will be responsible for drafting the social media, and GPATS will be responsible for distribution.

Branding

To distinguish this planning process from previous and ongoing plans and studies in the region, the Horizon 2050 LRTP includes a branding theme to be used in all project deliverables. The purpose is to build upon the branding recognition built during the 2040 Horizon planning process. The goal is to leverage the existing brand recognition to continue bringing the region's transportation vision to life.

Branding // GUIDE

WORDMARKS

PRIMARY



SECONDARY



COLORS

PRIMARY



FONTS

PRIMARY

Arial Regular/Bold/Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890? !@# \$%&

SECONDARY

Arial Narrow Regular/Bold/Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

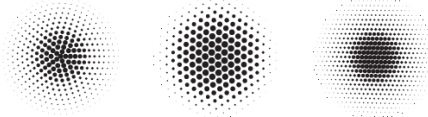
1234567890? !@# \$%&

BRAND ASSETS

ICONS



HALFTONE TEXTURES



Appendix A

Stakeholder Identification

The following table provides a preliminary list of potential key stakeholders. Stakeholders have been classified into one of the target audience groups mentioned in the Target Audience and Stakeholders section of the PEP.

Organization	Type
Able SC	CBO
ACOG	Local Government & Operating Agency
Anderson County	Local Government & Operating Agency
AnMed Health	Employer
Berea Community Center	CBO

Organization	Type
Berea Events	CBO
Bike Walk Greenville	CBO
BMW Manufacturing	Employer
Bob Jones University	CBO
Bon Secours Wellness Arena	Employer
Bon Secours-St. Francis	Employer
Buncombe Street Methodist Church	CBO
Center for Community Services	CBO
Channel 4 (WYFF)	CBO
CI-ICAR	CBO
City Commissioner	Local Government & Operating Agency
City of Easley	Local Government & Operating Agency
City of Fountain Inn	Local Government & Operating Agency
City of Greenville	Local Government & Operating Agency
City of Greer	Local Government & Operating Agency
City of Greer Fire Department	Municipal
City of Greer Police Department	Municipal
City of Liberty	Local Government & Operating Agency
City of Liberty Parks & Rec Department	Municipal
City of Mauldin	Local Government & Operating Agency
City of Pickens	Local Government & Operating Agency
City of Simpsonville	Local Government & Operating Agency
City of Travelers Rest	Local Government & Operating Agency
Clement F. Haynsworth Federal Building and U.S. Courthouse	Local Government & Operating Agency
County District Annex (School districts of Greenville County)	Local Government & Operating Agency
Downtown Merchant Association	CBO
Duke Energy	Municipal
Earle Street Baptist Church	CBO
Easley Parks and Rec	Municipal
Economic Development Alliance of Pickens County	CBO
FHWA	Local Government & Operating Agency
First Presbyterian Church	CBO
Fleet Feet	CBO
Fountain Inn Chamber of Commerce	CBO
Fox Carolina	CBO
Furman University	CBO
GE Power	Employer
Greater Easley Chamber of Commerce	CBO
Greater Travelers Rest Chamber of Commerce	CBO
Greenlink	Local Government & Operating Agency
Greenville Area Development Corp.	CBO

Organization	Type
Greenville Area Development Corporation (GADC)	CBO
Greenville Cares	Municipal
Greenville Chamber	CBO
Greenville Chamber of Commerce	CBO
Greenville City	Local Government & Operating Agency
Greenville City Mayor	Local Government & Operating Agency
Greenville Community Church	CBO
Greenville Connects	CBO
Greenville Council of Garden Clubs	CBO
Greenville County	Local Government & Operating Agency
Greenville County EMS	Municipal
Greenville County Schools	Municipal
Greenville Housing Fund	CBO
Greenville Journal	CBO
Greenville PD	Municipal
Greenville Spinners	CBO
Greenville Tech	CBO
Greenville Visitors Center	CBO
Greenville Water	Municipal
Greer Parks and Rec	Municipal
LiveWell Greenville	CBO
McAllister Square	CBO
MetroConnects	Municipal
Metropolitan Arts Council	CBO
Michelin North America	Employer
Nicholtown Assoc.	CBO
North Greenville University	CBO
Only on Augusta.com	CBO
Peace Center	Employer
Pelham Medical Center	Employer
Pickens County	Local Government & Operating Agency
Pickens County Parks, Recreation, and Tourism	Municipal
Piedmont Healthy Foundation.org	CBO
Piedmont Natural Gas	Municipal
Post and Courier	CBO
Prisma Health	Employer
ReWa	CBO
Rotary Club of Simpsonville	CBO
San Souci Neighborhood Alliance	CBO
SCDOT	Local Government & Operating Agency
Senator	Local Government & Operating Agency
Shredders	CBO

Organization	Type
Simpsonville Activity & Senior Center	CBO
Simpsonville Parks and Rec	Municipal
South Carolina Interscholastic Cycling	CBO
Southern Wesleyan University	CBO
St. Mary's Catholic Church	CBO
Sterling Land Trust (Bon Secours)	CBO
Ten at the Top	CBO
The Haynsworth School, Inc.	CBO
The Village of West Greenville	CBO
Trailside Church	CBO
Travelers Rest Fire Department	Municipal
Travelers Rest Historical Society	CBO
Travelers Rest Police Department	Municipal
Travelers Rest United Methodist Church	CBO
Trinity Lutheran Church	CBO
Triune Mercy Center	CBO
United Way Greenville County	CBO
University Center Greenville	CBO
Upcountry History Museum	CBO
Upstate Forever	CBO
Upstate Greenways and Trails Alliance	CBO
Upstate Mobility Alliance	CBO
West End Merchants Association	CBO
YMCA of Easley, Pickens, and Powdersville	CBO

Engagement Overview

The engagement strategy overview describes the implementation of public engagement activities and the stakeholders they target.

Method	Tool	Target Audience
In person	Public information meeting	All
	Stakeholder Meetings	- Local Governments and Operating Agencies - First Responders and Public Service - CBOs - Employers
	Committee Meetings	GPATS Staff and Board

	Coordination Meetings	Local Governments and Operating Agencies
Online Engagement	Web Portal	All
	Virtual Meetings	All
	Coordination Meetings	Local Governments and Operating Agencies
Meeting Notifications	Legal Advertisements	All
	E-mail and E-newsletter Content	All
	Social Media	All