Greenville-Pickens Area
Transportation Study

# HORIZON 2050 LONG RANGE TRANSPORTATION PLAN

*OCTOBER 2026*



# CHAPTER 2
## Community Engagement

# CHAPTER 2: COMMUNITY ENGAGEMENT

Meaningful public engagement is a cornerstone of the metropolitan transportation planning process and a critical component of the LRTP. Transportation investments affect residents, businesses, visitors, and communities throughout the GPATS region. As a result, GPATS placed a strong emphasis on gathering public input throughout plan development to ensure that the LRTP reflects local priorities, community values, and regional transportation needs.

Public involvement occurred throughout each phase of the planning process and was designed to be accessible, transparent, and inclusive. GPATS employed a variety of outreach methods to engage stakeholders, collect feedback, share project information, and demonstrate how public input influenced plan development. Through this collaborative approach, GPATS developed a transportation vision that balances technical analysis with community priorities and regional goals.




*Attendee participating in meeting feedback activity*




*Meeting boards on display*

**The engagement process focused on three primary objectives:**

**01** Educating the public about the LRTP and its purpose

**02** Identifying transportation needs, challenges, and opportunities throughout the region.

**03** Incorporating public and stakeholder input into transportation investment decisions.

By maintaining an open and inclusive planning process, GPATS helped ensure that the *Horizon 2050 LRTP* reflects the diverse perspectives of the communities it serves.

# Communication Tools & Tactics

To reach a broad audience across the GPATS planning area, the project team implemented a comprehensive engagement strategy that combined traditional outreach methods with modern digital communication tools. This approach provided multiple opportunities for residents, stakeholders, elected officials, businesses, transportation partners, and community organizations to participate in the planning process.

Recognizing that no single outreach method reaches every audience, GPATS used a variety of engagement techniques to encourage participation and collect meaningful feedback. These activities were designed to meet residents where they live, work, and travel while providing accessible opportunities for involvement both in person and online. A Public Engagement Plan (PEP) was developed to help outline and guide public involvement activities through the LRTP Planning process.

Consistent with the procedures and principles outlined in the GPATS Public Participation Plan (PPP) and federal public involvement requirements, the outreach program emphasized early, continuous, and meaningful public engagement. The project team employed a range of tools identified in the PPP, including public meetings, stakeholder coordination, agency consultation, online engagement platforms, surveys, project website updates, social media outreach, and targeted communications. This multi-faceted approach helped ensure that planning information was widely available, participation opportunities were accessible to all interested parties, and public input was considered throughout the development of the LRTP in accordance with the federally approved planning process.

Together, these communication methods helped create a well-rounded and inclusive public engagement program that reached a diverse cross-section of the GPATS region.

## ENGAGEMENT TOOLKIT

### Digital Engagement

Digital tools allowed GPATS to share information and gather feedback from residents who may not have been able to attend traditional public meetings. Digital engagement activities included:

- Project web portal with updates and materials
- Two digital stakeholder meetings
- Online survey, questionnaire, and virtual public meetings
- Interactive mapping applications
- Social media outreach

### In-Person Engagement

Face-to-face engagement remained an important element of the planning process and provided opportunities for direct dialogue between the public and the project team. Activities included:

- One public workshop
- 12 public information meetings
- One pop-up event at the Simpsonville Farmers Market
- Study Team and Policy Committee meeting updates

### Targeted Outreach

Special emphasis was placed on engaging community groups and populations that have historically been underrepresented in transportation planning processes. Targeted outreach efforts included:

- Community-based organizations
- Underserved and underrepresented populations
- Partner agency coordination

DRAFT




*Meeting staff interacting with an attendee*

## LRTP Engagement Milestones

The development of the *Horizon 2050 LRTP* followed a structured engagement process that aligned with key planning milestones. Public input was collected throughout each phase of the project and used to inform technical analyses, evaluate alternatives, and develop final recommendations.

This phased approach allowed community feedback to evolve alongside the planning process, ensuring that stakeholder perspectives remained central to decision-making.

### PHASE 1: VISIONING & NEEDS ASSESSMENT

The first phase of engagement focused on understanding how residents and stakeholders view the existing transportation system. Outreach activities were designed to identify transportation challenges, opportunities, and priorities that would ultimately guide development of the plan's vision and goals.

**WHAT WE HEARD**

- **Poor signal timing and overloaded intersections due to area growth**
- **Older, poorly configured or maintained roads are causing issues for all users**
- **Connectivity issues are making it harder to use alternative forms or transportation**
- **A need for system-level planning and regional connectivity**

Stakeholders and the public were provided with the opportunity to weigh in on transportation needs in an interactive mapping feature that allowed people to draw points, lines, and polygons to identify concerns and potential solutions.

DRAFT

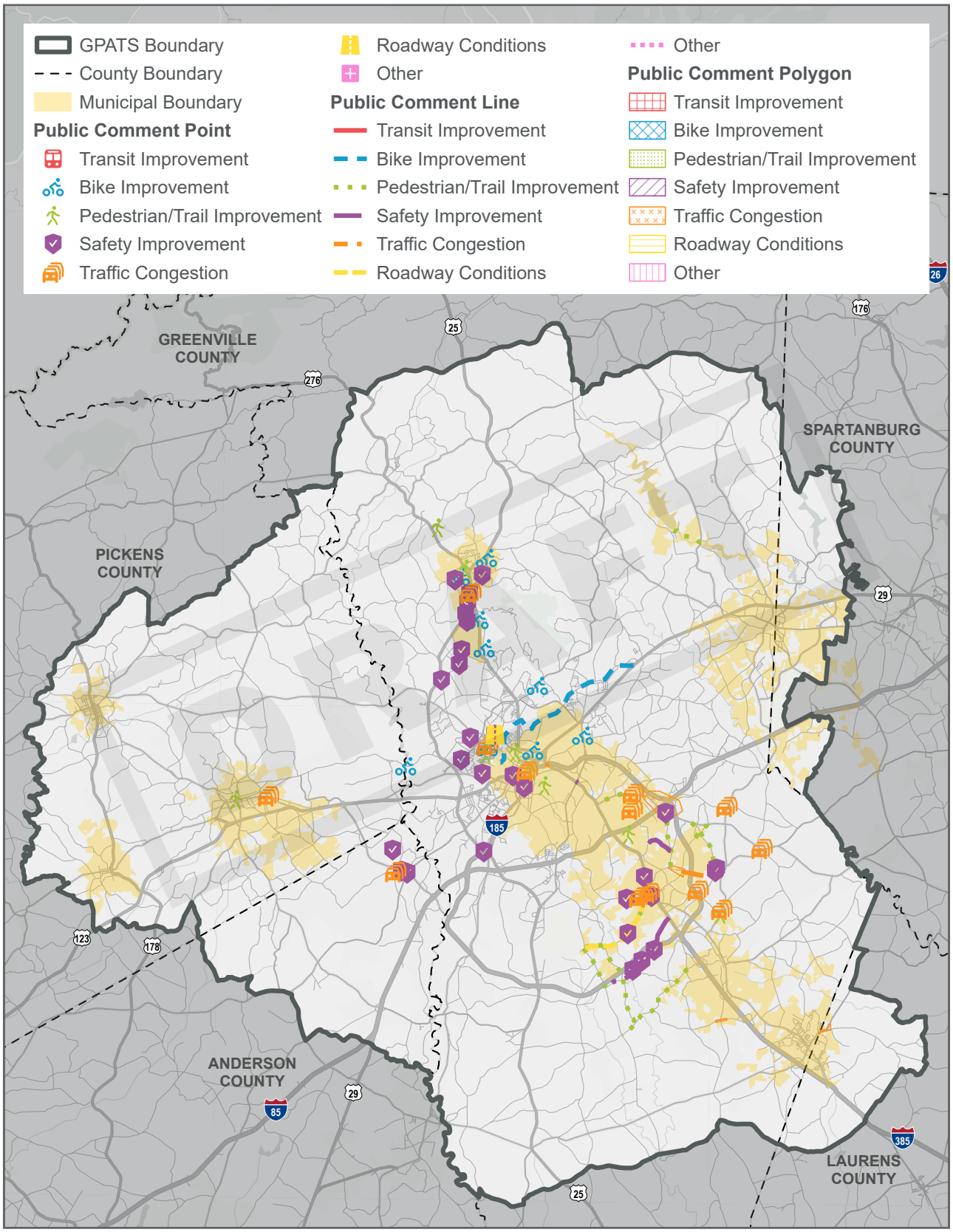



*Figure 5 | Interactive Comment Map as of June 21, 2026*

Feedback collected during this phase helped establish the foundation for the LRTP's guiding principles, goals, and performance measures. Some of top concerns identified using the interactive comment map included:

**Safety concerns at specific intersections or along roadways**

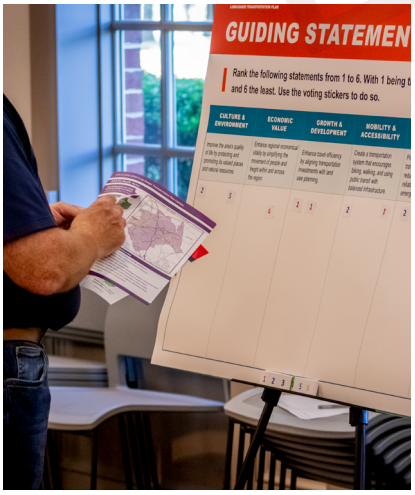
**Traffic congestion during peak hours near schools or along major corridors**

**The need for more connected walking and biking infrastructure**

The comments on this map were reviewed regularly and combined together to help develop some of the projects included in the draft project list used during Phase 2 outreach.








*Various photos from Phase 1 of engagement*

## PHASE 2: ALTERNATIVES DEVELOPMENT & ASSESSMENT

During the second phase, GPATS translated identified needs into potential transportation strategies and improvement concepts. Public outreach focused on reviewing possible approaches for addressing regional transportation challenges and understanding community preferences regarding future transportation investments.

### Public Input Focus

- Evaluating different transportation strategies
- Identifying priorities and tradeoffs
- Responding to emerging trends such as technology and travel behavior
- Refinement of project lists

### WHAT WE HEARD



**Interest in expanding the draft project list**



**Support for multimodal transportation and connectivity improvements**



**Emphasis on projects that address future growth and transportation needs**



**Community support for the Calhoun Memorial Highway, Faris Road, and Highway 153 projects**

Feedback gathered during this phase helped refine transportation strategies and ensure that proposed improvements were consistent with community priorities and regional goals.




***Community member reviewing meeting materials at the Simpsonville Farmers Market***

### Draft Plan & Project Development

The final step of engagement focused on presenting draft fiscally constrained recommendations and obtaining feedback on the proposed list of transportation investments and priorities. The public was given an opportunity to review the draft plan and provide comments before final adoption.

### How Input Was Used

- Refinement of project lists
- Prioritization of investment categories
- Consideration of geographic distribution
- Adjustment of funding allocations

Input received during this phase helped shape the financially constrained project list and contributed directly to development of the final *Horizon 2050 LRTP*.

Throughout all phases of plan development, GPATS maintained ongoing communication with residents and stakeholders through project updates, presentations, digital engagement tools, and committee meetings. This transparent process demonstrated how community feedback informed transportation decisions and strengthened public confidence in the planning process.

DRAFT

# GPATS Committee Presentations

Ongoing coordination with GPATS committees and partner organizations was a key part of the planning process. The Policy Committee, Study Team, and other advisory groups were involved throughout plan development and provided technical guidance, policy direction, and regional insight.

The Policy Committee provided overall leadership and decision-making authority. The committee reviewed major milestones, including the existing conditions assessment, alternatives assessment, draft recommendations, and final plan adoption. Their input helped ensure that the plan reflected local priorities and regional policy goals.

The Study Team, which includes SCDOT, transit providers, and partner agencies, played an important role in reviewing data, evaluating alternatives, and refining recommendations. Study Team meetings created opportunities for detailed discussion of technical analysis, modeling results, and implementation considerations.

In addition to these formal meetings, GPATS staff provided briefings to local governments, stakeholder groups, and regional partners. These presentations offered updates on plan progress, gathered input, and supported consensus around key recommendations. Continued coordination with committees and stakeholders ensured that the plan reflects a unified regional perspective supported by both technical analysis and policy direction.

### Project Milestone Presentations

- Existing Conditions Assessment – May 18, 2026
- Alternative Development and Assessment Workshop – July 9, 2026
- Prioritization Process and Draft Horizon 2050 Unranked Project List – August 10, 2026
- Horizon 2050 Plan – October 12, 2026




*Project team members working with stakeholders during the prioritization workshop*

GPATS Horizon 2050

LONG-RANGE TRANSPORTATION PLAN

GPATS@greenvillecounty.org

GPATShorizon2050.com