Introduction

Community engagement for the GPATS Horizon 2040 Long-Range Transportation Plan (Horizon 2040) kicked off on Wednesday, September 7, 2016 with a Regional Workshop at the TD Convention Center in Greenville. This event was supplemented with a series of meetings (i.e. Sub-Regional Community Meetings) throughout the Upstate. These events offered a welcoming environment in which community members could provide input to the visioning and issues identification phase of the Horizon 2040. The long-range transportation plan, sponsored by the Greenville-Pickens Area Transportation Study, seeks to understand the region's existing and future transportation needs and identify viable solutions. When completed, Horizon 2040 will identify transportation improvements that can be funded through the year 2040.

This document summarizes the Regional Workshop and Sub-Regional Community Meetings, which were designed as drop-in workshops with interactive stations providing information and collecting input. Feedback collected at the workshops will be combined with information received from stakeholder meetings and the online survey to inform the initial phase of the planning process, including the creation of goals and objectives and the understanding of existing conditions.

Workshop Locations

Regional Workshop

- Greenville – Sep. 7

Sub-Regional Community Meetings

- Easley – Oct. 3
- Williamston – Oct. 10
- Mauldin – Oct. 11
- Fountain Inn – Oct. 12
- Clemson – Oct. 13
- Greer – Oct. 17
- Travelers Rest – Oct. 18
- Greenville – Oct 20

Workshop Agenda

Information Stations

- Information Wall
- Introductory Presentation
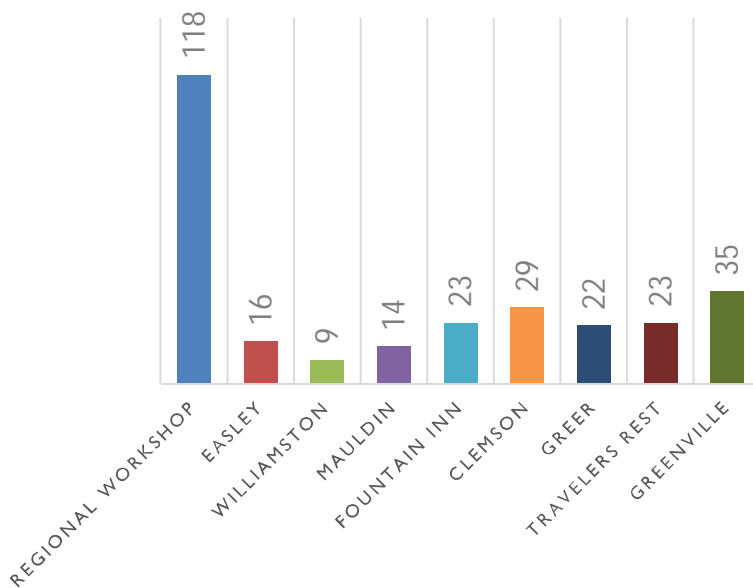
Interactive Stations

- One Word
- Priority Pyramid
- Though Wall
- More or Less
- Mapping Exercises
  (Roadway, Bicycle & Pedestrian, Transit)

Exit Questionnaire

Participation

Based on the sign-in sheets, 289 participants attended one of the Horizon 2040 workshops. While nearly half of this participation occurred at the regional workshop on September 7, 2016, many of the sub-regional meetings were well attended and generated feedback specific to individual communities. As expected, municipalities with the highest population (e.g., Greenville and Clemson) had the highest turnout at their local meetings.

WORKSHOP PARTICIPATION

Category	Value
REGIONAL WORKSHOP	118
EASLEY	16
WILLIAMSTON	9
MAULDIN	14
FOUNTAIN INN	23
CLEMSON	29
GREER	22
TRAVELERS REST	23
GREENVILLE	35

Participants at the Greenville workshop enjoy the Priority Pyramid exercise. Combined, the data from the nine workshops provided more than 600 individual mapping data points and 1,000 written comments. More than 200 priority pyramid gameboards shown in the picture below were collected.

Information Wall

This area was the first station attendees visited after signing in. The first board described the purpose of the plan, study area, and background on the long-range transportation planning process. This informational board was supplemented with eight maps showing existing transportation and demographic conditions.

- Functional Classification
- Average Annual Daily Traffic
- Bicycle & Pedestrian Facilities
- Existing Transit Services

- Population Density
- Households with No Vehicles Available
- Residents Living in Poverty
- Minority Residents

One Word

In the "One Word" activity, participants provided one word to describe transportation in the Upstate today and one word to describe their ideal vision for transportation in the future. The completed One Word cards were then posted on the wall to allow participants to view results and ideas of other participants. This activity helped the planning team gather broad views on the community's existing perception of the study area today and hopes for the future. The word clouds below were created based on all response, with greater emphasis placed on repeating themes shown with larger text.

Transportation in the Upstate Today…

Our vision for the future…

Key Phrases by Meeting Location

	Transportation in the Upstate Today…	Our vision for the future…
Regional Kickoff	Congested	Multimodal
Easley	Congested	Planned
Williamston	Limited	Diversified
Mauldin	Congested	Free-flowing
Fountain Inn	Congested	Planned
Clemson	Inadequate/Congested	Coordinated
Greer	Limited/Congested	Multimodal
Travelers Rest	Underfunded	Coordinated
Greenville	Congested	Multimodal/Coordinated

Priority Pyramid

Six preliminary guiding principles were created in advance of the workshops. Participants were introduced to the guiding principles and asked to rank the relative importance of each using a simple 1-2-3 pyramid. It was emphasized that each principle is important and would be considered during the plan development. Completed gameboards were posted beneath the station banner representing the top priority selected to allow participants to view results at a glance.

When combining data from all workshops to calculate an aggregate score, Safety and Security scored as the overall highest priority with a weighted average of 245.3. Growth and Development was second with a score of 222.3, followed by Mobility and Accessibility at 199.5. System Preservation and Efficiency, Economic Vitality, and Culture and Environment followed, though each received votes as a top priority.

Rank	1st	2nd	3rd	4th	5th	6th
	safety & security	growth & development	mobility & accessibility	system preservation & efficiency	economic vitality	culture & environment
Weighted Average	245.3	222.3	199.5	142.6	127.6	111.7
Percent Responses by Tier	1st – 29% 2nd – 40% 3rd – 31%	1st – 21% 2nd – 42% 3rd – 37%	1st – 23% 2nd – 31% 3rd – 46%	1st – 9% 2nd – 33% 3rd – 58%	1st: 10% 2nd – 27% 3rd – 63%	1st – 7% 2nd – 26% 3rd – 67%

However, the results from each municipality differ slightly, depending on the differing values of each city or town. For instance, participants from Clemson and Greenville ranked Mobility and Accessibility as their highest priority, while Williamston and Mauldin ranked Growth and Development highest. The table on the following page shows the top three priorities and weighted average scores by municipality.

Top Priorities by Meeting Location

Rank	1st	2nd	3rd
Regional Kickoff	mobility & accessibility	safety & security	growth & development
Weighted Score	101.2	70.5	55.5
Easley	safety & security	growth & development	system preservation & efficiency
Weighted Score	21.1	18.3	15.5
Williamston	growth & development	economic vitality / mobility & accessibility	safety & security
Weighted Score	4.6	7.4	
Mauldin	growth & development	economic vitality	system preservation & efficiency
Weighted Score	19.1	14.3	13.3
Fountain Inn	safety & security	system preservation & efficiency	economic vitality
Weighted Score	56.1	32.4	26.5
Clemson	mobility & accessibility	safety & security	culture & environment
Weighted Score	60.2	56.1	37.5
Greer	growth & development	safety & security	mobility & accessibility
Weighted Score	39.1	34.3	22.6
Travelers Rest	safety & security	growth & development	system preservation & efficiency
Weighted Score	39.2	35.2	22.5
Greenville	mobility & accessibility	growth & development	safety & security
Weighted Score	53.2	41.4	41.4

Thought Wall

Participants at the Thought Wall station were given four pieces of paper and asked to write one issue, concern, or challenge on each sheet. One sheet was reserved for their most important thought. Participants were then asked to place each of their comments under the planning theme posted on the designated "Thought Wall". This exercise collected thoughts to inform the plan's understanding of existing conditions. By having participants self-select a planning theme for each of their thoughts, a frequency of priority (sheets per theme) and an intensity of priority (most important thoughts per theme) were determined. Overall, 496 individual comments were collected, with the most attention being paid to Mobility and Accessibility (116 comments overall).

THEME	mobility & accessibility	growth & development	safety & security	system preservation & efficiency	economic vitality	culture & environment
FREQUENCY RANK	1	2	3	4	5	6
INTENSITY RANK	1	2	4	5	3	6
TOTAL COMMENTS						
PRIORITY	59	45	31	25	19	15
GENERAL	57	57	61	50	37	40

Rankings by Meeting Location

	Frequency	Intensity
Regional Kickoff	Mobility & Accessibility	Mobility & Accessibility
Easley	Safety & Security	Growth & Development
Williamston	*(Participants in Williamston did not categorize their comments)*	
Mauldin	Safety & Security	Culture & Environment/Economic Vitality/System Preservation
Fountain Inn	Safety & Security	Growth & Development
Clemson	Mobility & Accessibility	Growth & Development
Greer	Safety & Security/System Preservation	Growth & Development/Mobility & Accessibility
Travelers Rest	Growth & Development	Economic Vitality
Greenville	Mobility & Accessibility	Mobility & Accessibility

Common themes among the individual thoughts included the following:

- A wish to preserve and add green space throughout the study area.
- Reducing congestion from recent growth and development along key corridors (i.e. Woodruff Rd).
- Maintaining a viable transportation system as one tool in an economic development tool kit.
- Reducing road visibility hazards and crash risks in certain corridors.
- Expanding the public transportation system to further destinations throughout the region.

More or Less

Participants were given a game board that displayed five topic areas and were asked to write down what they would like to see more of or less or in the region. The five topics, which relate directly to recommendations that will be developed as part of *Horizon 2040*, included:

- Roadways
- Bicycle and pedestrian
- Transit
- Freight
- Rail and aviation
- Intelligent Transportation Systems (ITS) and Transportation Demand Management (TDM)

The greatest number of comments related to roadway design elements, an unsurprising phenomenon since that at the element of the transportation network people are most familiar with. Bicycle and Pedestrian elements elicited the second highest response rate.

	More Of (+)	Less Of (-)
Roadways	88	64
Bicycle/Pedestrian	90	41
Transit	77	25
Freight, Rail & Aviation	62	24
ITS & TDM	62	20

Common answers by topic include:

- Roadway: Participants would like to see fewer potholes, less congestion, more turn lanes, and widening on key congested corridors (Woodruff Rd.)

- Bicycle and Pedestrian: Participants would like to see more bike lanes and sidewalks, but less bike traffic in heavily traveled areas

- Transit: Participants would like to see more public transit connecting to smaller communities.

- Freight, Rail and Aviation: In general, participants would like to see more emphasis on rail and aviation, taking truck traffic off local highways.

Mapping

For these activities, participants viewed large maps of the study area and placed different colored dots to denote areas of concern or opportunities. Three separate maps were available to map attributes of the transportation network: Roadway; Bicycle and Pedestrian; and Transit. The result of this exercise shows special areas and corridors the region could focus planning efforts around. Clusters of green and red dots were analyzed to show these locations as cohesive areas. In total, more than 600 individual data points were placed on the maps during the nine workshops. The maps below show a composite of all the workshops.
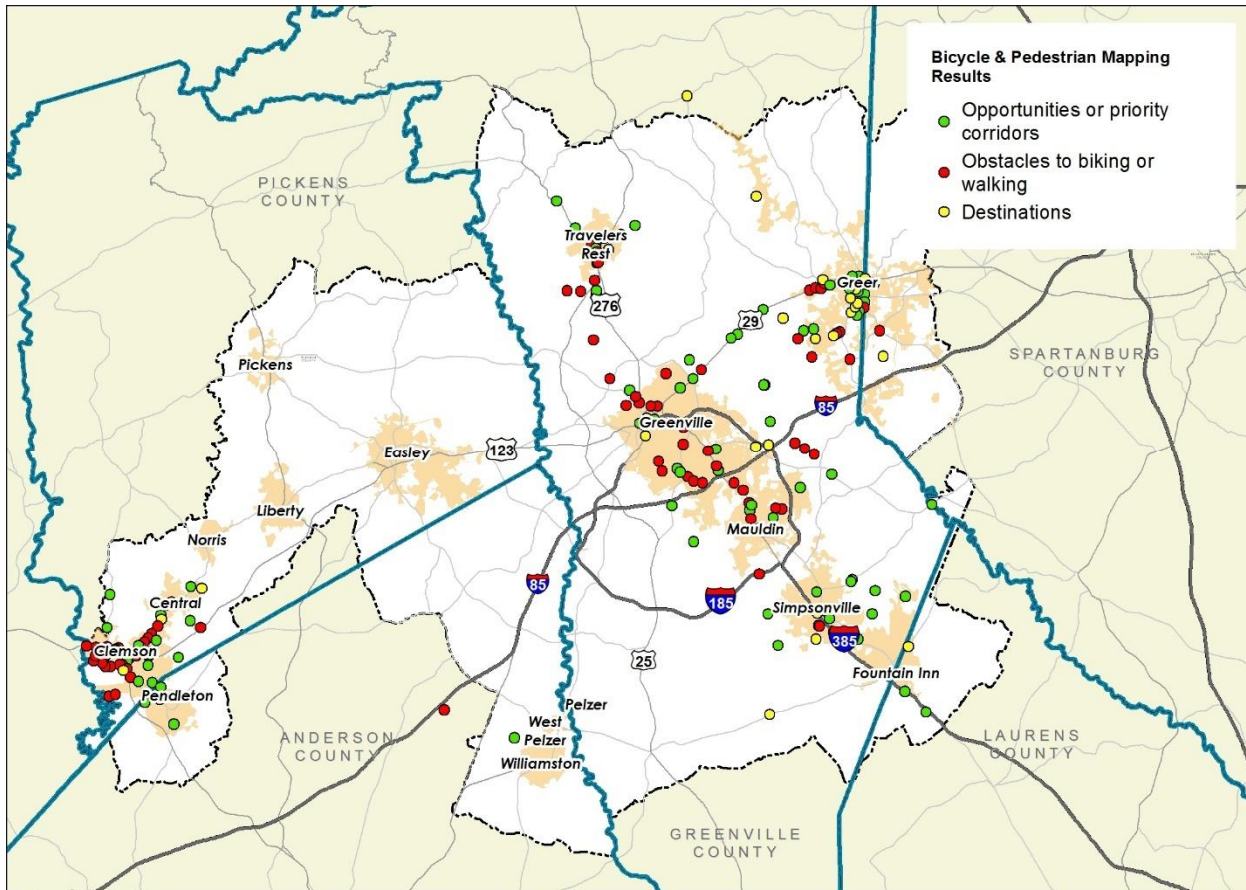
Roadway Mapping Results

Many roadway safety and congestion concerns were identified throughout the study area, as shown in the map below. These concerns are mainly located in downtown Greenville and along the most congested corridors, including US Hwy 25, 29, and I-85. Many safety concerns and congestion also exists in Clemson, at the far west end of the study area.
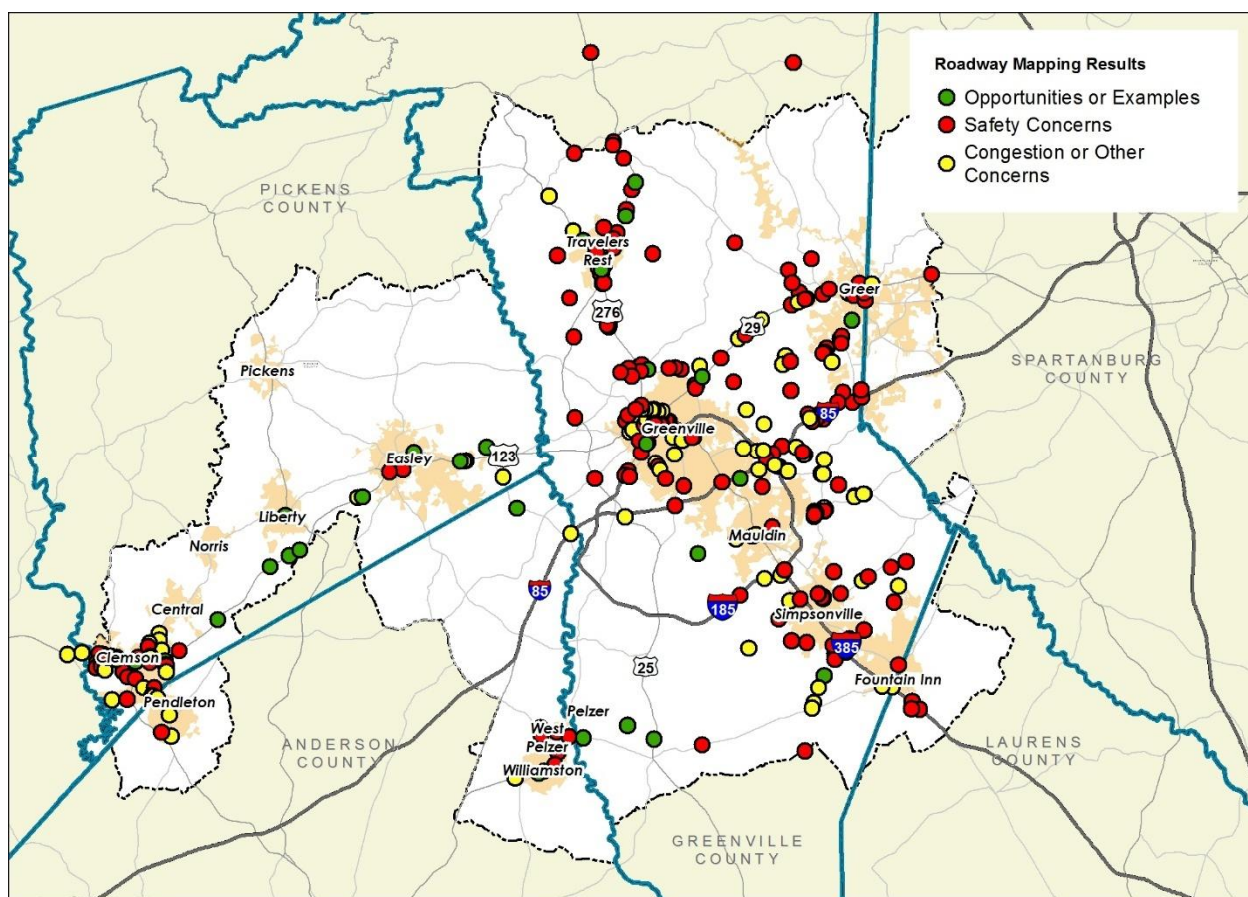
Bicycle & Pedestrian Mapping Results

As shown in the map below, most of the bicycle and pedestrian locations identified were in Greenville, Greer and Clemson. The locations mirrored the area's current bicycle and pedestrian infrastructure network. The map shows what the community deems to be priority corridors, such as US Hwy 29, as well as a cluster of obstacles around Clemson University, which is also a prime destination.
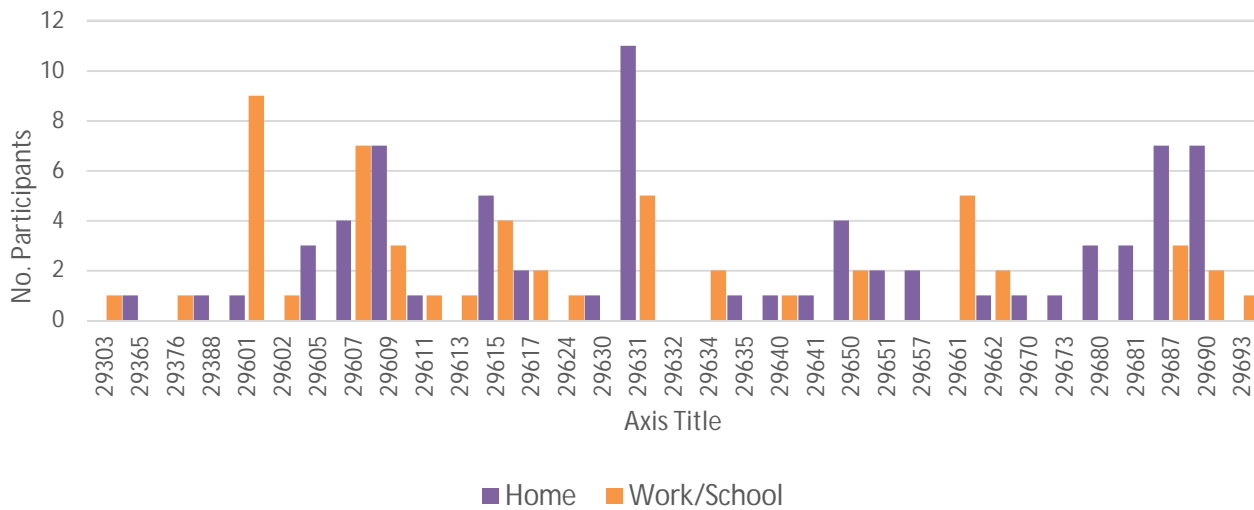
Transit Mapping Results

The transit mapping results shown below reveal a much smaller network that is commensurate with the reach of the region's current public transportation system. Though participants did not identify many obstacles to riding transit, many destinations and priority corridors were identified that may be outside the reach of the current system.
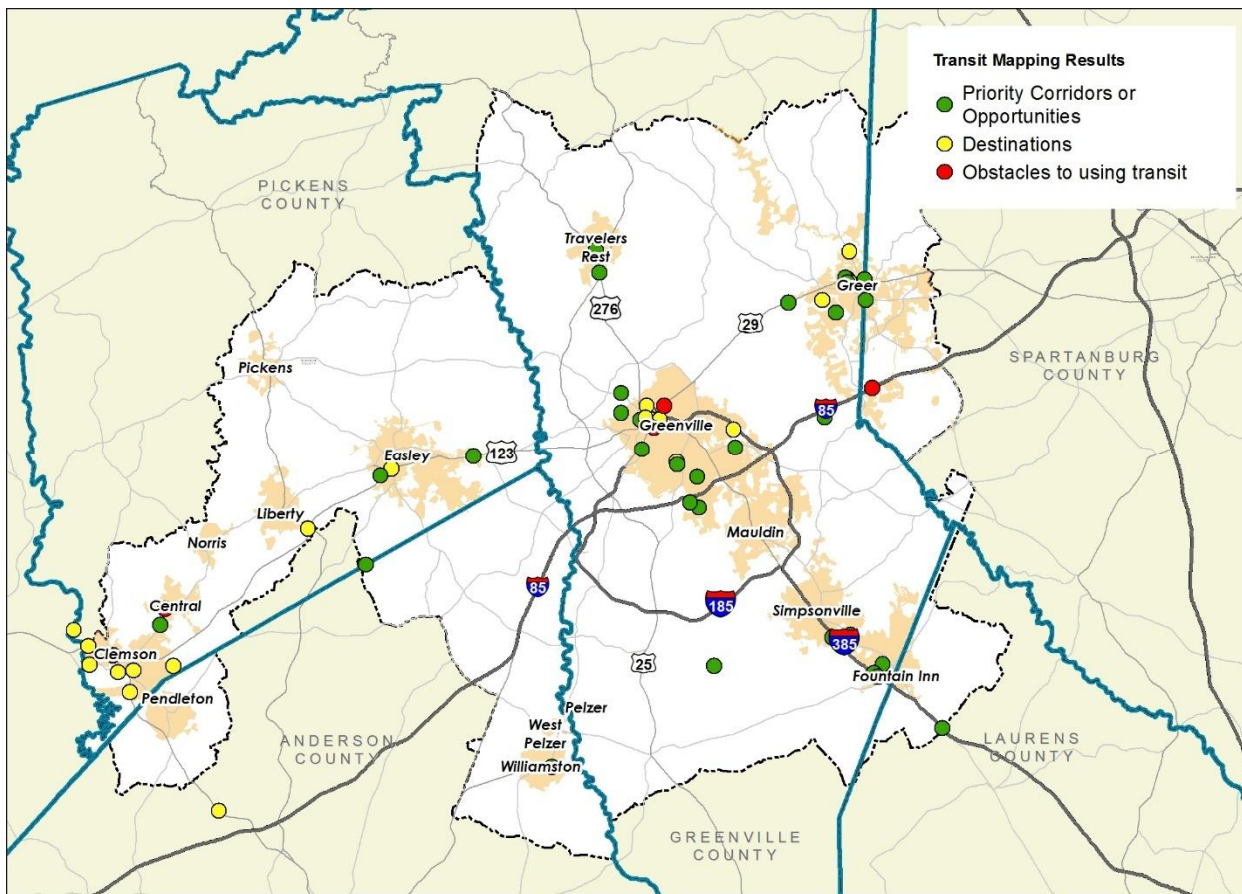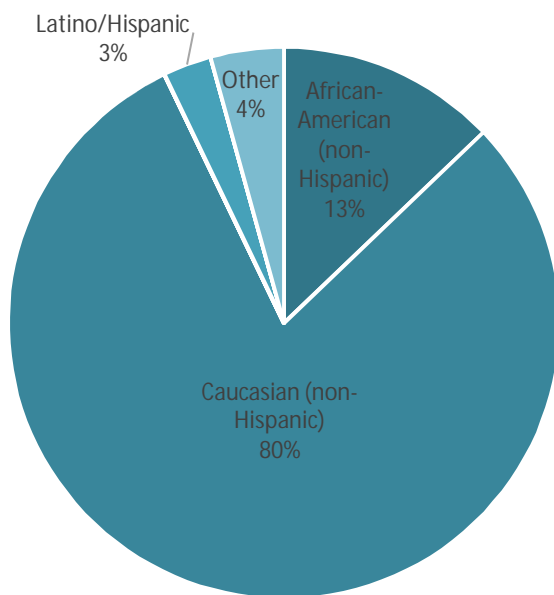
Exit Questionnaire

As part of the event, participants were asked to complete a brief exit questionnaire to gather basic demographic information. Because the survey was not required, only 70 responses were received. However, these responses can provide a good insight into the demographics of those who provided input.

Participant Home and Work/School Zip Codes

Home ■ Work/School

Race/Ethnicity

Latino/Hispanic 3%
Other 4%
African-American (non-Hispanic) 13%
Caucasian (non-Hispanic) 80%

Age

18 to 29 13%
30 to 45 27%
50 to 65 36%
66 and above 24%