



# 2045 METROPOLITAN TRANSPORTATION PLAN UPDATE

Appendix A: Public Participation Plan and Summary

Prepared for:



Prepared by:



AUGUST 2023

GRAND STRAND AREA TRANSPORTATION STUDY  
METROPOLITAN PLANNING ORGANIZATION

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# PART 1: 2045 METROPOLITAN TRANSPORTATION PLAN UPDATE

Public Participation Plan (PPP)



# PPP - INTRODUCTION

The purpose of this document is to provide an overview of the public and agency outreach activities to be undertaken during the development of the Grand Strand Area Transportation Study (GSATS) Metropolitan Transportation Plan (MTP) Update. GSATS is the Metropolitan Planning Organization (MPO) for the Myrtle Beach-Socastee SC/NC Urbanized Area. This section of the Public Participation Plan provides:

- An overview of the study
- A description of the team’s approach
- An overview of public participation requirements from a federal and regional perspective
- A discussion of the dynamics of public participation in the transportation planning process

This Public Participation Plan will be consistent with the GSATS 2022 Public Participation Plan.

## PROJECT BACKGROUND

The 2045 GSATS MTP Update will develop a vision for satisfying existing and anticipated travel demands on the multimodal transportation system serving the GSATS area through 2045. The MTP will support a balanced, multimodal, and sustainable transportation system meeting the criteria of technical, political, and economic feasibility.

The study approach has been designed to meet an 11-month schedule. Needs and strategies will be identified by technical analysis using the travel demand model, associated demographic data, a multimodal facilities assessment, scenario planning, and comprehensive public and stakeholder outreach to ensure the analysis is developed to meet local and regional needs. The result of the study will be a financially constrained program of projects through 2045 designed to accommodate growth in an efficient, effective manner.

The study will identify strategies, projects, schedules, costs, and funding sources necessary to assure the study area is fully evaluated and sufficient alternatives are explored to meet expectations and requirements. This study is needed to position GSATS to guide significant improvements in its transportation infrastructure in an informed, proactive manner while meeting all federal planning requirements.

## OVERVIEW OF THE GRAND STRAND AREA

The GSATS MPO area includes the following jurisdictions:

- Eastern portions of Georgetown and Horry Counties, South Carolina (SC)

- Eastern portions of Brunswick County, North Carolina (NC)
- The municipalities of Georgetown, Myrtle Beach, North Myrtle Beach, Conway, Surfside Beach, Atlantic Beach, Briarcliffe Acres, and Pawleys Island in SC
- The municipalities of Shallotte, Ocean Isle Beach, Calabash, Sunset Beach, Carolina Shores, Varnamtown, and Holden Beach in NC

The Grand Strand is one of the most popular tourist attractions along the East Coast and is home to Myrtle Beach International Airport (MYR) and the Port of Georgetown, SC Ports' dedicated break-bulk and bulk facility. Coast RTA and Brunswick Transit provide transit services in the area.

## PUBLIC AND STAKEHOLDER PARTICIPATION REQUIREMENTS

Developing an MTP requires extensive public and private partner participation as well as agency coordination throughout the planning process. The following sections detail our approach for inclusive public and agency participation.

### Federal Requirements

Federal requirements for public involvement in metropolitan planning are found in 23 CFR 450.316 and include:

- Providing adequate public notice of public participation activities and time for public review and comment at key decision points, including but not limited to a reasonable opportunity to comment on the proposed metropolitan transportation plan and the Transportation Improvement Program (TIP).
- Providing timely notice and reasonable access to information about transportation issues and processes.
- Employing visualization techniques to describe metropolitan transportation plans and TIPs.
- Making public information (technical information and meeting notices) available in electronically accessible formats and means, such as the internet.
- Holding public meetings at convenient and accessible locations and times.
- Demonstrating explicit consideration and response to public input received during the development of the MPT and the TIP.
- Seeking and considering the needs of those traditionally underserved by existing transportation systems, such as people whose incomes is below the federal poverty level and People of Color, who may face challenges accessing employment and other services.
- Providing an additional opportunity for public comment, if the final metropolitan transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues which interested parties could not reasonably have foreseen from the public involvement efforts.

- Coordinating with the statewide transportation planning public involvement and consultation processes.
- Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.

## Accessibility and Nondiscrimination

In addition to federal planning requirements, several laws and executive orders have a direct bearing on transportation planning and the need for an inclusive public participation process. These include, but are not limited to:

- The Americans with Disability Act of 1990 (ADA) provides that “no qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity.” MPOs must ensure that sites for public participation and related meetings are accessible.
- Title VI of the Civil Rights Act of 1964, along with subsequent legislation, provides that “no person shall on the grounds of race, color, and national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal funds. The entire institution, whether educational, private or governmental must comply with Title VI and related federal civil rights laws, not just the program or activity receiving federal funds.”
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994, states that “each federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health and environmental effects of its programs, policies, and activities on minority populations and low-income populations.”
- Executive Order 13155, Improving Access to Services for Persons with Limited English Proficiency, 2000, requires that the recipients of federal financial aid must ensure that the programs and activities normally provided in English are accessible to persons with limited English proficiency.

## GSATS PUBLIC PARTICIPATION PROCESS

In 2022, GSATS adopted a public participation plan intended to provide the vision, goals, objectives, and techniques for GSATS’ public engagement activities. The general guidelines include:

1. Provide timely information about transportation issues and processes to citizens, affected public agencies, representatives of transportation agencies, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties and segments of the community affected by

transportation plans, programs, and projects (including but not limited to local jurisdictional concerns).

2. Provide reasonable public access to technical and policy information used in the development of the MTP, TIP, Congestion Management Plan (CMP), Unified Planning Work Program (UPWP), and other appropriate transportation plans and projects, and conduct open public meetings where matters related to transportation programs are being considered. Such access would also include, if necessary, the conversion of the key planning documents into Spanish (or other language).
3. Give adequate public notice of public participation activities and allow time for public review and comment at key decision points, including but not limited to, the approval of the MTP, TIP, CMP, UPWP, and other appropriate transportation plans and projects. If the final draft of any transportation plan differs significantly from the one available for public comment by GSATS and raises new material issues, which interested parties could not reasonably have foreseen, there shall be an additional opportunity for public comment.
4. Respond in writing to all applicable public input. When significant written and oral comments are received on the draft transportation plan (including the financial plan) as a result of the public participation process, a summary, analysis, and report on the disposition of comments shall be made part of the final plan.
5. Solicit the needs of those traditionally underserved by existing transportation systems, including but not limited to minorities, elderly, persons with disabilities, persons with limited English proficiency, and low-income households.
6. Provide a public comment period of 45 calendar days prior to the adoption of the GSATS Public Participation Plan and/or any amendments for the groups listed in Item 1 above. Notice of the 45-day comment period will be advertised in a newspaper of general circulation, minority community newspapers, and various other publications prior to the commencement of the 45-day comment period and on GSATS' website. Notice will also be mailed to the MPO and RPO mailing lists prior to the commencement of the 45-day comment period.
7. Provide a public comment period of not less than 21 calendar days prior to adoption of the MTP, TIP, CMP UPWP, Transit Development Plans, any amendments or updates, and other appropriate transportation plans and projects.
8. Coordinate this Public Participation Plan with statewide public participation processes wherever possible to enhance public consideration of the issues, plans and programs, and reduce redundancies and costs.
9. Periodically review the Public Participation Plan to ensure it provides full and open access to all. Portions of this plan which are found to not meet the needs of the constituency will be revised.





# PPP - PUBLIC INVOLVEMENT TECHNIQUES

The outreach techniques detailed in this section reflect the intent of the study team to design a public outreach program that will serve all segments of the GSATS population through use of both traditional and nontraditional techniques. Traditional public involvement activities establish an identity for the project and provide outreach to the “mainstream” public. These techniques generally reach the majority of the public but are not as effective in engaging the “traditionally underserved,” including people whose income is below the federal poverty level, People of Color, and people with disabilities. These tactics are complemented by the proposed non-traditional techniques designed to provide a more inclusive outreach program. Assuring equity in the planning process is not only a federal requirement and sound public policy, but also a key to streamlining the plan development process.

## TRADITIONAL TECHNIQUES

Traditional techniques that will be employed to engage the public during the MTP update include the following tactics.

- **Kick-off Meeting** - The consultant team will conduct a kick-off meeting with the GSATS Study Team within the first weeks after notice to proceed is provided. The team will work closely with the GSATS Project Manager to set the agenda for the meeting. One objective of the meeting will be to discuss the Public Participation Plan, including the “Look and Feel” templates, and identified stakeholders.
- **Stakeholder Database** - Effective public participation requires identifying and engaging local citizens and stakeholders. The consultant will coordinate with GSATS staff to develop a stakeholder database of civic and business leaders, interested citizens, local elected officials, school districts, air quality agency representatives, etc. in the WRCOG area. The database will also include representatives of all agencies participating in the Advisory Committee.
- **Steering Committee** - The GSATS Steering Committee will provide overall direction and guidance in the development of the technical aspects of the MTP Update. The Committee will consist of federal, state, and local government representatives and other stakeholders. Each committee member will represent their organization relative to regional transportation issues, share information with their organizations, and encourage public participation. The Steering Committee will meet at key milestones to discuss study developments and will act as the clearinghouse for recommendations—accepting, revising, rejecting, and prioritizing the wide variety of inputs during the study. A well-functioning Steering Committee provides the following benefits:
  - Allows GSATS, local municipalities, and other members to build partnerships and share information with their major planning partners. The Steering Committee

provides a continual forum for direct input into the planning process and is a known opportunity for people to participate. It is a forum of education, ideas and information exchange, understanding, and clarification.

- Acts as the punctuation points of the technical planning process. Steering Committee meetings will serve as milestones in the plan development and will assist in political consensus and meeting the diverse transportation needs of a broad-based constituency.

**Table 1: Proposed Steering Committee Dates and Topics**

Meeting	Date	Draft Agenda
1	March 15, 2023	Kick-off, Data inventory efforts, Confirming plan schedule, Public Participation Plan, Draft Goals and Objectives
2	April 19, 2023	Summary of level of service analysis, Draft materials for public information meeting
3	May 17, 2023	Initial results of forecast conditions, Inventory of bike/ped facilities and conditions, Compliance summary
4	June 21, 2023	Inventory and assessment, Summary of Intermodal System Plan, Summary of environmental screening, Public input summary
5	July 19, 2023	Project identification workshop
6	August 16, 2023	Draft ranking and rating
7	September 20, 2023	Draft Financial Plan for review and comment, Summary of state planning requirements, Summary of satisfied planning requirements
8	October 18, 2023	Draft Final Plan Presentation, Public Input Summary

- **Goals, Objectives, and Performance Measures** - During the early stages of the MTP update process, the Consultant will review and update the MTP goals and objectives. These goals and objectives will then be reviewed and updated with GSATS staff and the Steering Committee to ensure they encompass the community's future expectations of the transportation network and any new federal requirements. The study team will also review and update each goal's performance measures that will be used to evaluate projects. Once completed, performance measures will be used to screen the project selections and ensure that the plan's goals and objectives are being accomplished.
- **Public Information Meetings** - Over the MTP planning process, the team will conduct two rounds of public information meetings. These public meetings will be used to listen to local residents and solicit multimodal transportation needs and feedback on

major project milestones that will assist in establishing priorities to develop a financially-constrained 2045 MTP Update. The Consultant will coordinate with GSATS staff to arrange meeting locations to ensure convenience and transit-accessibility to maximize public participation.

These meetings will be highly interactive, allowing participants to engage in the planning process in a meaningful manner. Activities may include mapping exercises, display boards, dot voting, an online survey including mapping and visual preference, comment forms, and other methods.

The first series of meetings will be held at four locations within the study area after existing transportation conditions have been documented. The purpose of this meeting will be to:

- Explain the study purpose and process
- Present information on existing transportation systems and conditions
- Solicit public input on needs and concerns

The second series of meetings will be held at four locations to present the Draft GSATS 2054 MTP recommendations and provide an opportunity to receive comments from residents on the Draft MTP Update prior to adoption. These meetings will be arranged to occur on two consecutive days.

- **Media Releases** - The Consultant will prepare media releases to announce major project milestones and upcoming public meetings.
- **Mapping** - The Consultant will work with the GSATS GIS department to use visualization techniques and current GIS-based maps during the development of the MTP and public meetings so messages and outcomes can be easily presented and are as accurate as possible.
- **Documentation and evaluation** - Public and partner involvement activities will be documented as the MTP update progresses. An evaluation of the public and partner involvement process will be included in the final GSATS 2045 MTP update.

## NONTRADITIONAL TECHNIQUES

Nontraditional public involvement techniques recognize the constraints that may characterize “traditionally underserved” populations, including:

- Being semi-literate or illiterate, which limits comprehension of written information such as newsletters, newspaper advertisements, and websites.
- Working during hours that preclude attendance at traditional evening meetings.
- Lacking adequate transportation and/or childcare to allow attendance at public meetings.

Based on the above challenges to engagement, the following procedures will be integrated into the traditional techniques described in the previous section:

- The study team will create materials in a manner that is technically sound but written in plain language and include graphics so that it can be understood by individuals from a wide range of education levels.
- The study team will prioritize accessible locations such as schools, churches, and community centers for public meetings.
- The study team will include minority organizations, business and community leaders in MTP Stakeholder databases.
- GSATS staff will communicate with minority media outlets within the region to keep them informed.
- GSATS staff will translate key planning documents and public notices broadcasted for non-English speaking populations, upon request.
- GSATS staff will provide translators and interpreters for meetings, if requested.

## GSATS MTP PUBLIC PARTICIPATION POLICIES AND GUIDELINES

In keeping with its public participation goals, GSATS is committed to providing the public and transportation stakeholders with ample meaningful opportunities to provide input in the planning process. The table below provides a summary of GSATS' MTP plan adoption and amendment, noticing, and meeting policies.

**Table 2: GSATS MTP Review, Comment, and Approval Policies**

Public Meetings*	Comment Period	Accessibility
4 Meetings at various locations and times	21 days	Internet, WRCOG office, public libraries

\* Note: In cases where a plan, program, or process applies to the entirety of the study area (NC and SC), at least one of the required public meetings must be held in North Carolina. Source: 2022 GSATS PPP.



# PLAN EVALUATION

## PUBLIC PARTICIPATION FEEDBACK AND ACCEPTANCE

The final MTP Update will include a summary of the activities undertaken and input received through public outreach activities. Public meetings and Steering Committee meetings will ensure community concerns raised through public outreach activities have been adequately addressed in the final MTP.

## MEASURES OF PUBLIC PARTICIPATION SUCCESS

The level of involvement of the region's community will measure the success of the MTP public and partner participation process, including number of meeting and survey participants, and number of comments. It will be further measured by the continued participation of the community after the planning process is completed through the support of the plan with the agencies responsible for the implementation. Strong relationships will be developed and maintained with the public through the study process that will benefit GSATS through greater visibility.

## PUBLIC INVOLVEMENT DOCUMENTATION

Documenting all aspects of the public involvement process will help GSATS maintain continuity during the planning process. As the project proceeds, documentation of public involvement activities will be prepared to maintain the integrity of the project legacy. All public involvement documents will be posted to the project website including this Public Participation Plan as well as summaries Steering Committee and public meetings.



# PART 2: 2045 METROPOLITAN TRANSPORTATION PLAN UPDATE

Public Participation Summary

# STEERING COMMITTEE

Meeting approximately once a month, the Steering Committee provided guidance throughout the planning process. The following table is a summary of each of the meetings that occurred. Meetings were held virtually and in-person to allow for maximum participation.

**Table 3: Steering Committee Meeting Breakdown**

Meeting Date	Purpose	Attendees
March 15, 2023	Sharing the milestone schedule; public participation plan highlights; preview of goals and objectives	18
April 9, 2023	Public Information Meeting #1 Materials Preview	19
June 21, 2023	Public Information Meeting #1 summary, discussion of tasks 2 & 3 deliverables, and preview of project identification	18
July 19, 2023	Summary of bike/ped and environmental screening methodology and GIS Portal presentation	15
August 23, 2023	Draft Ranking and Rating Work Session	19
September 6, 2023	Public Information Meeting #2 Materials Preview	15
October 11, 2023	Public Information Meeting #2 Summary Draft MTP Comments Overview Preview of CMP	16

# PIM 1 PUBLIC INPUT SUMMARY

Five public meetings took place over the course of three days from May 23 to May 25, 2023. Table 4 is breakdown of the number of sign ins and comments associated with each of the five meetings.

**Table 4: Attendees and Comments by Public Information Meeting (PIM) Location**

Meeting	Sign ins	Comments
Shallotte, NC	25	5
North Myrtle Beach, SC	16	4
Myrtle Beach, SC	17	8
Surfside Beach, SC	18	1
Murrells Inlet, SC	14	3
<b>Total</b>	<b>90</b>	<b>21,1 Mailed to GSATS</b>

In addition to the in-person meeting, a virtual meeting and survey were hosted on the GSATS website and available during the official comment period, May 22 to June 14. There was a total of 208 views on the website (not unique) and 285 survey participants.

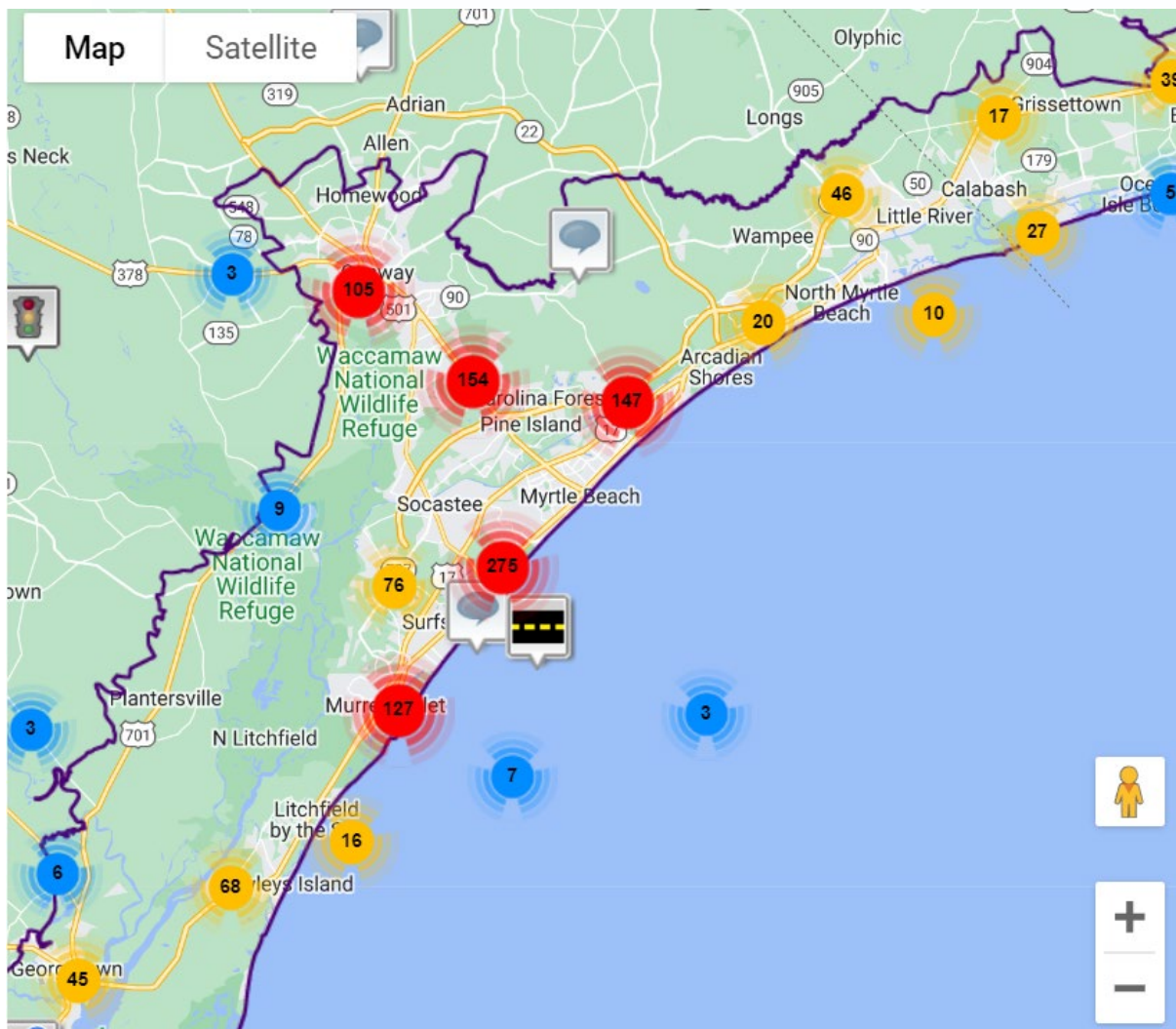


## KEY LOCATIONS/HOT SPOTS

The MetroQuest survey, which was available during the official comment period, asked participants where they would like to see improvements or have transportations challenges in the GSATS region. Participants were able to place a marker on their area of choice and categorize their challenge type and pick a desired improvement. The following key locations and hot spots were derived from the ongoing MetroQuest survey.

Screen 2 of the MetroQuest survey asked participants to place markers where they have mobility challenges in the region. **Figure 1** shows the distribution of markers placed by participants.

**Figure 1: MetroQuest Survey Screen 2**

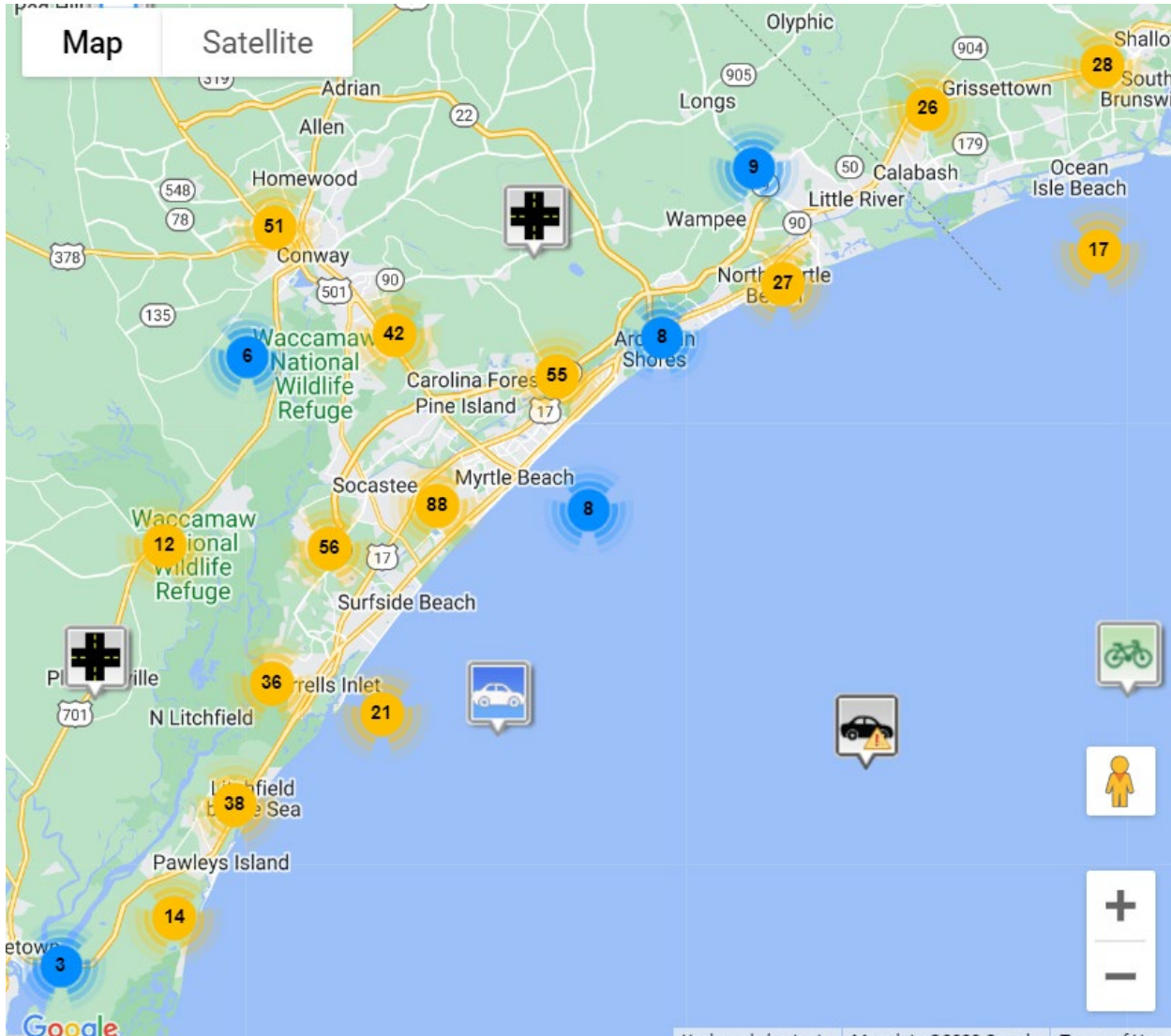


**Table 5: MetroQuest Screen 2 Summary**

Intersection/Roadway	Improvements/Comments
Old Shallotte Rd NW/ Wildwood St NW (Wildwood Village)	One entrance and exit for a neighborhood, traffic safety concerns
Mount Zion Rd	Difficulty turning left, lack of signal
Robert M Grissom Parkway	Dangerous turn onto 17N causing traffic to back up to International Blvd, turn lane is too short
Carolina Forest Blvd and River Oaks	Turn lane is short, heavy traffic, issues with merging
River Oaks Drive	Neighborhoods lack turning lanes, want this road to be widened like Carolina Forest, traffic concerns
E Hwy 501 / Edward Burroughs Hwy	Traffic lights are poorly coordinated, concerns regarding heavy congestion
Hwy 501/Cox Ferry Road	Heavy congestion, light causes confusion
N Main St (Downtown Conway)	Not enough bridges, dangerous intersections for pedestrians
Hwy 17/ Coventry Rd	Traffic is bad, several accidents, desire a right-hand turn lane, concerns with new development, issues trying to merge out of surrounding neighborhoods

Screen 3 of the MetroQuest survey asked participants to place markers where they would like to see improvements in the region. Figure 2 shows the distribution of markers placed by participants.

**Figure 2: MetroQuest Survey Screen 3**

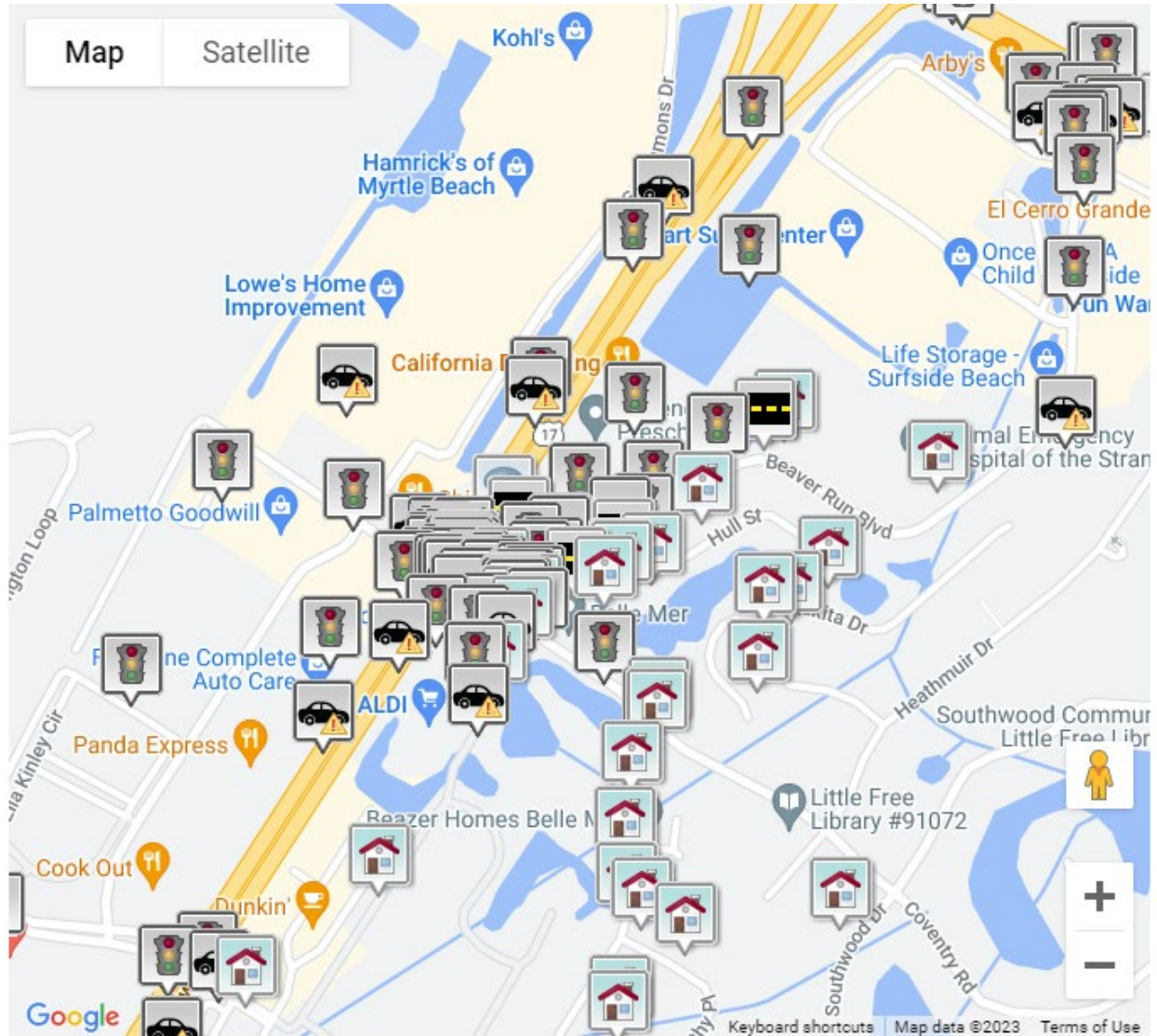


**Figure 3: MetroQuest Screen 3 Summary**

Intersection/Roadway	Improvements
NC-904 (Causeway Dr and Beach Dr SW)	Bike/Ped Infrastructure
SC-90 (E Cox Ferry Road in Conway)	Need traffic lights, would like bike line
E SC-51	Park and Ride, Bike/Ped infrastructure
Hwy 17/ Coventry Rd	Want new traffic pattern to ease access

The following figure is a closer look at one of the most densely populated comment areas from Screen 2 of the MetroQuest survey. This spot, Highway 17/Coventry Road, attracted about 100 markers.

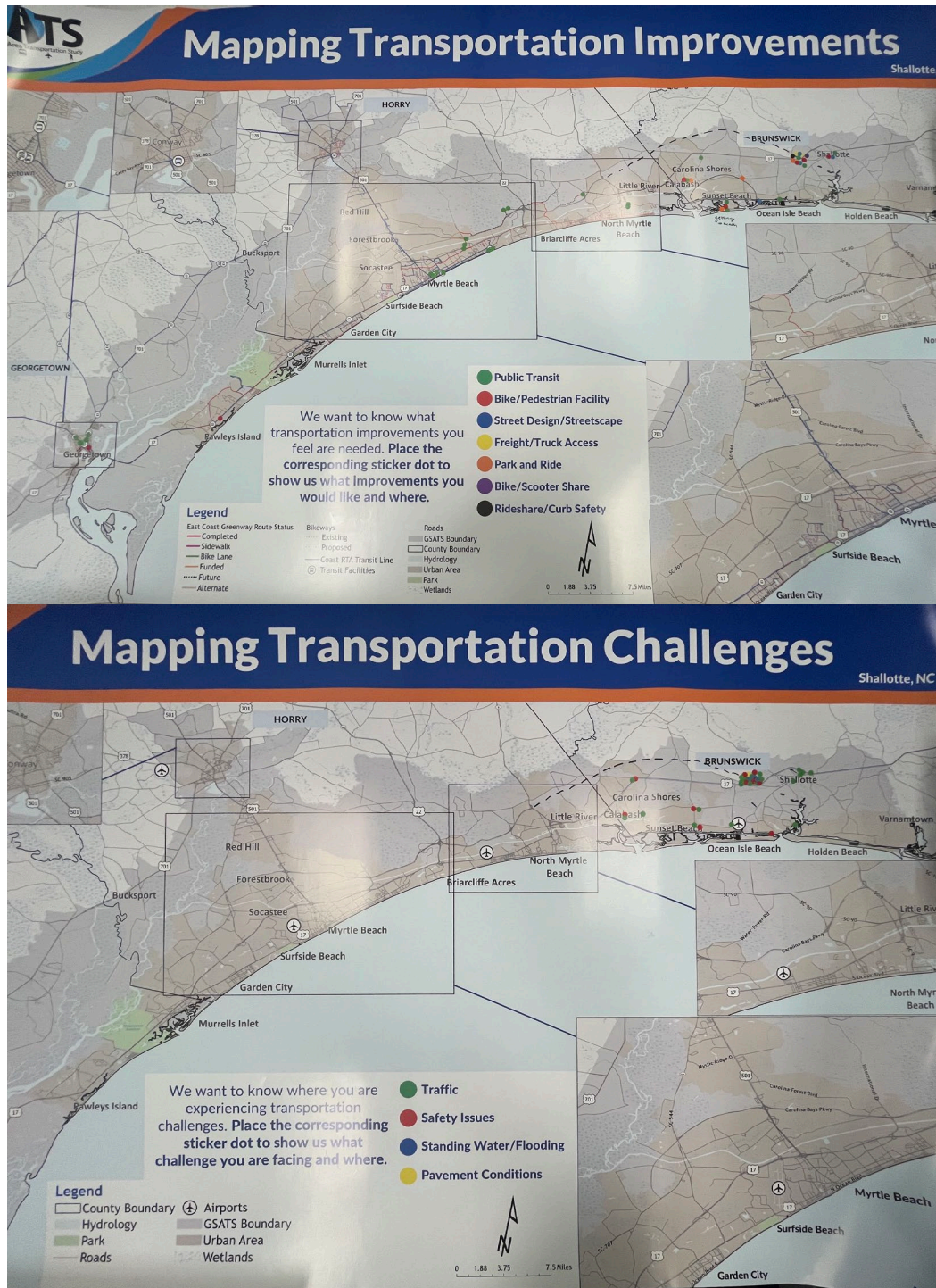
**Figure 4: Hwy 17/Coventry Rd Markers**



# IN-PERSON MAPPING DOT EXERCISE

Like the MetroQuest survey, in-person participants were able to mark where they would like to see improvements or where they have challenges on maps of the region.

Figure 5: In-Person Feedback - Shallotte, NC



## Improvements

- Improvement comments from the PIM in Shallotte, NC were concentrated on Hwy 17 in Shallotte, Sunset Beach, and Myrtle Beach. All markers in Myrtle Beach identified wanting more public transit. Hwy 17 in Shallotte had a mix, with freight/truck access, park and ride and bike pedestrian facilities having the most votes.



## Challenges

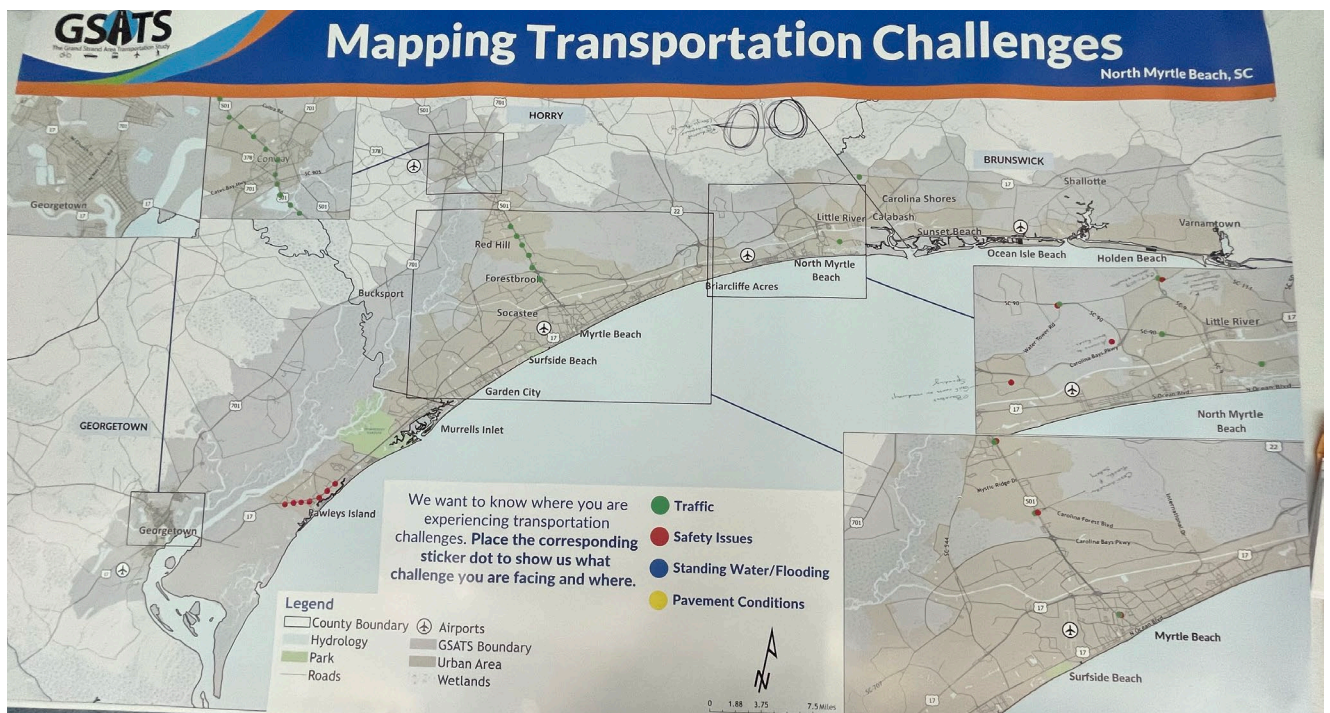
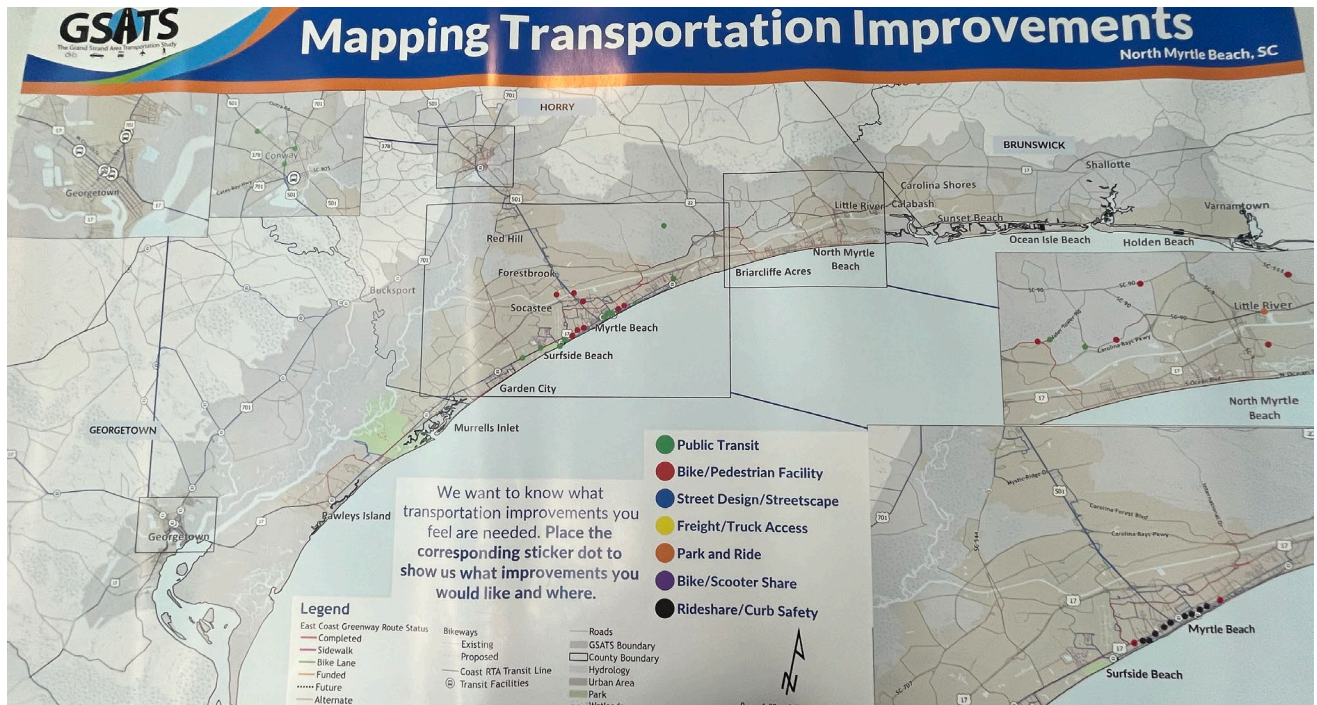
- Challenge comments from the PIM in Shallotte, NC were concentrated on Hwy 17 in Shallotte. Almost all the markers were either marking traffic and safety issues, with a few scattered for standing water and pavement conditions.





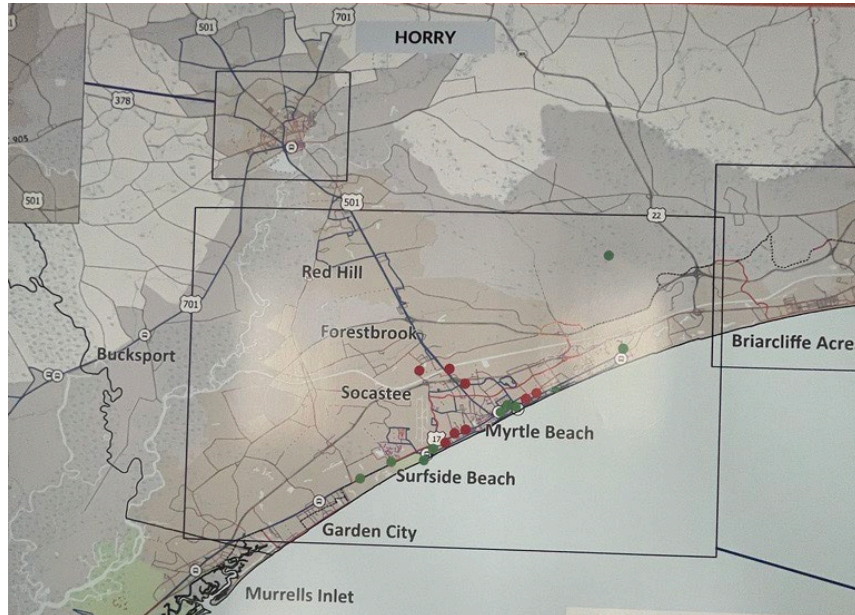
# North Myrtle Beach

Figure 6: In-Person - North Myrtle Beach



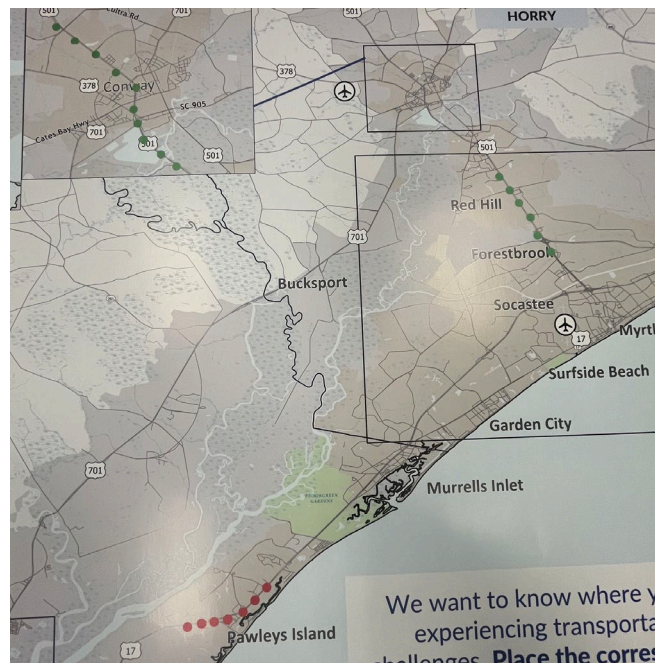
## Improvements

- North Myrtle Beach comments were concentrated in Myrtle Beach and Surfside Beach. The improvements desired in these two areas were split between public transit and bike/ped facilities.



## Challenges

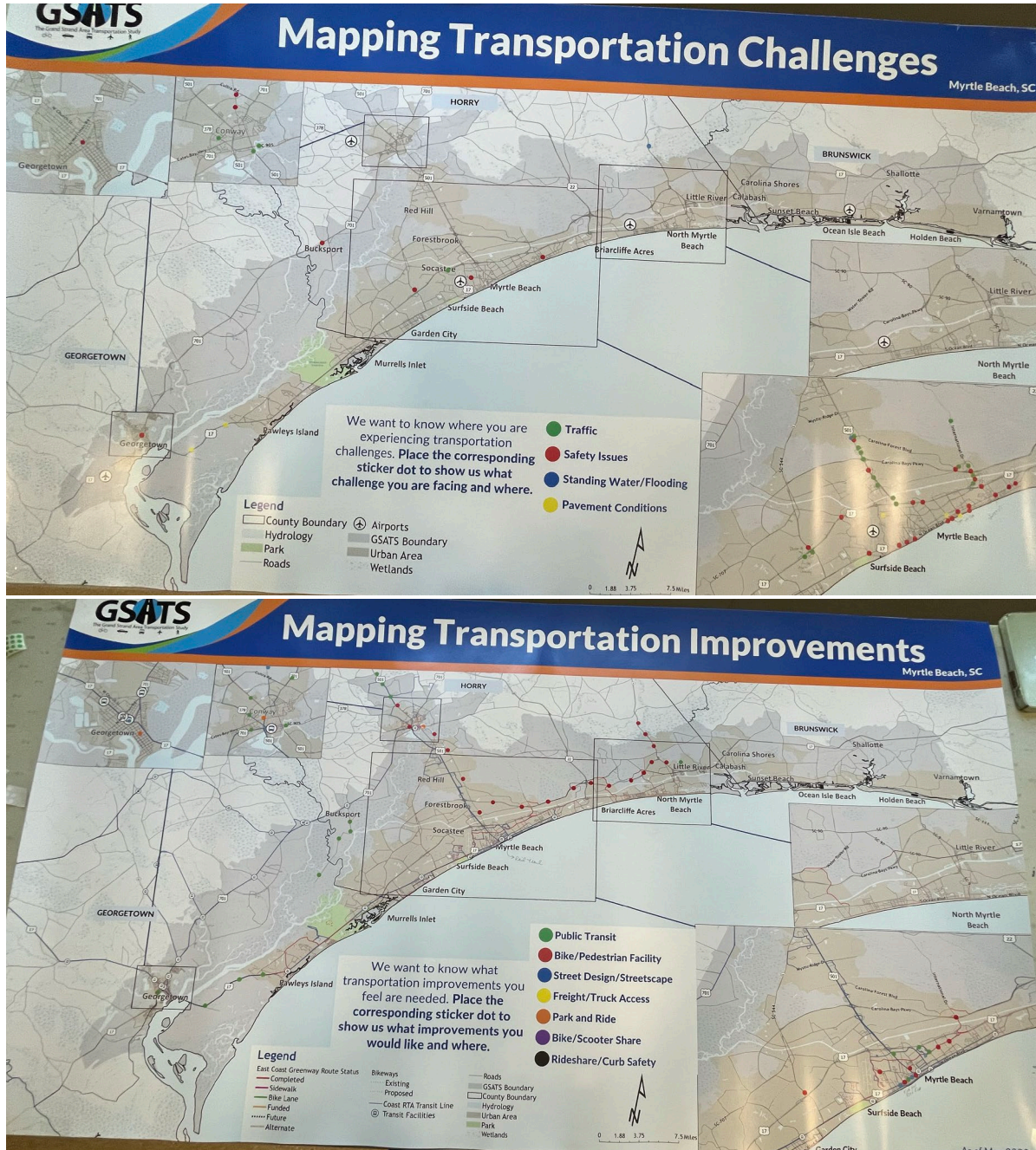
- North Myrtle Beach comments were concentrated in Pawleys Island, Conway, and Myrtle Beach. All comments in Myrtle Beach and Conway marked the entirety of US-501 with traffic. Pawleys Island comments followed Hwy 17 marking safety.





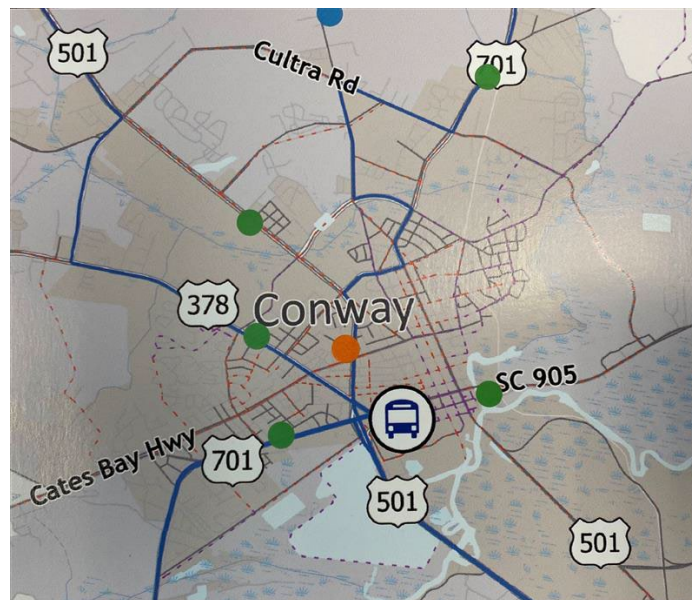
# Myrtle Beach

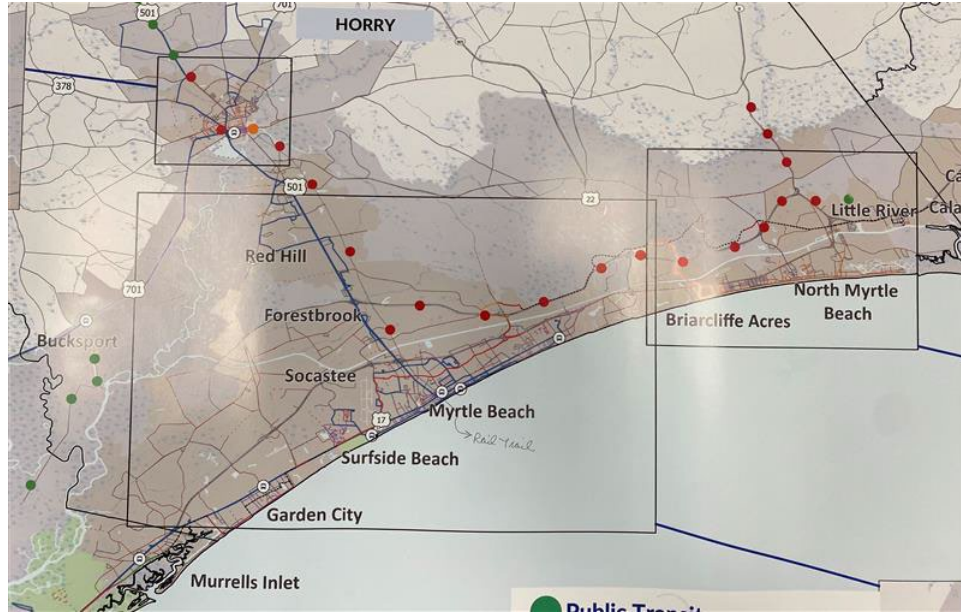
Figure 7: In-Person Feedback - Myrtle Beach



## Improvements

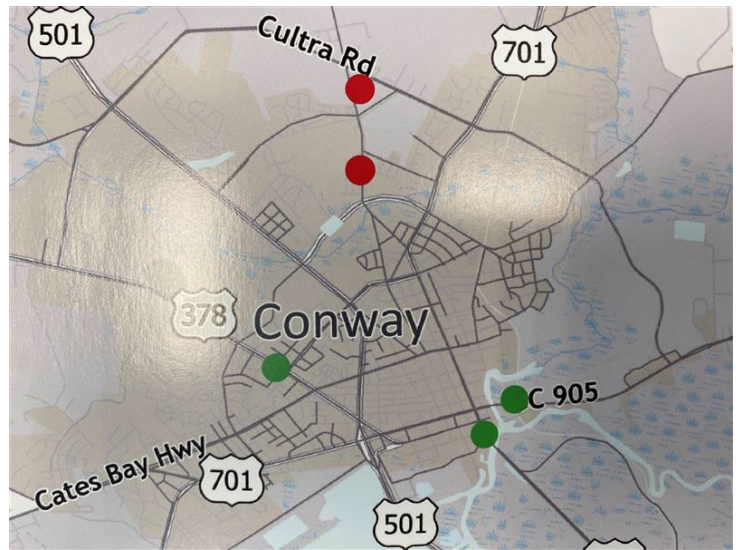
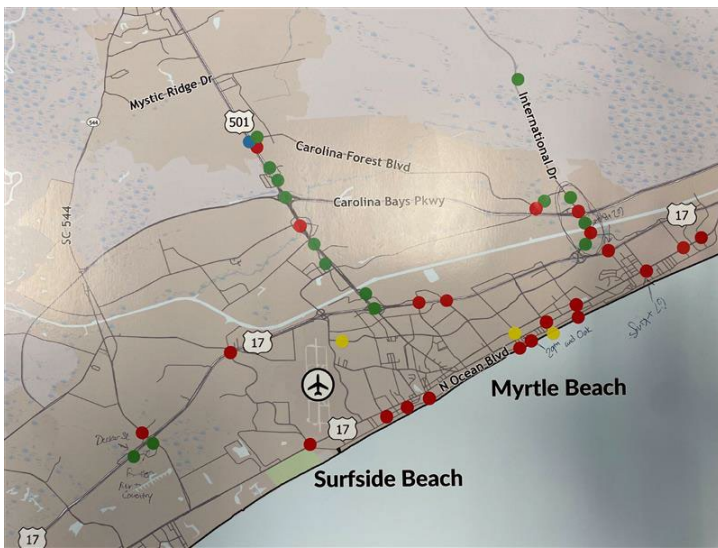
- Improvement comments during the Myrtle Beach PIM were mainly focused on the roadways connecting Myrtle Beach to the rest of the GSATS region, with some in Conway. Most desired improvements suggested were concerned with public transit and bike/ped facilities.





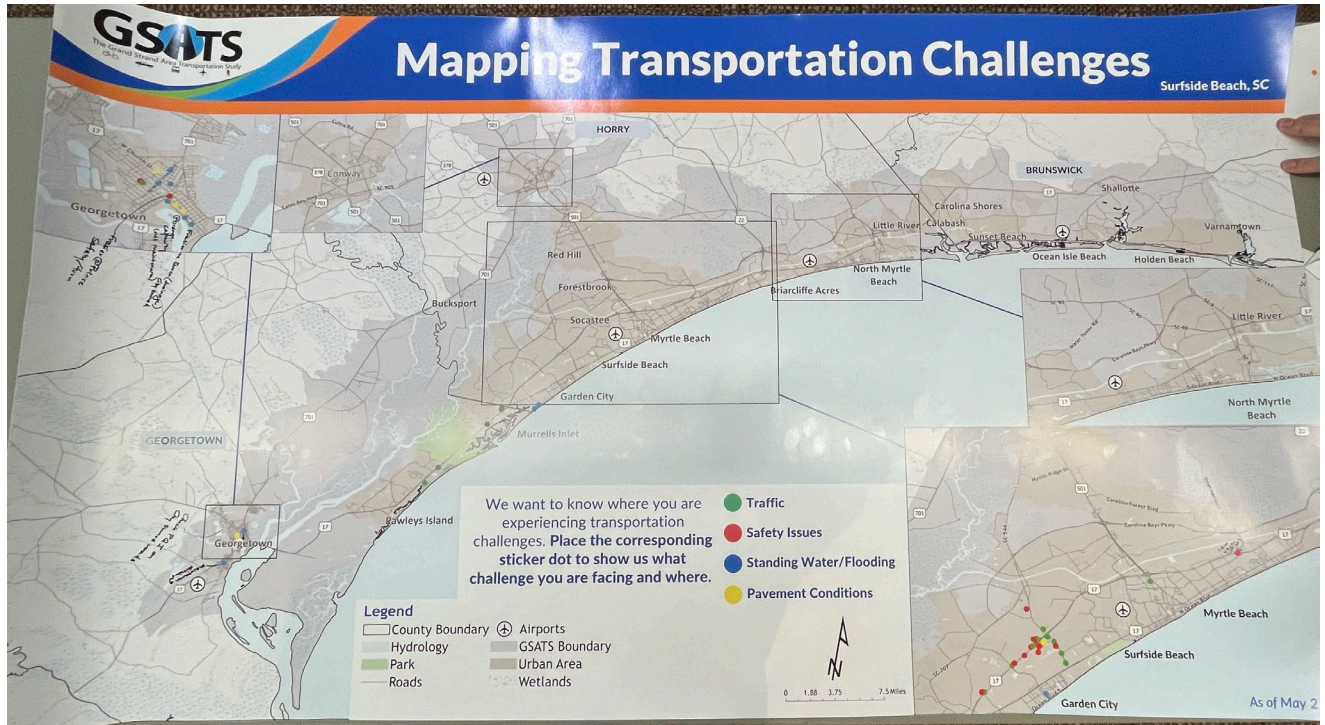
**Challenges**

- Challenges listed during the Myrtle Beach PIM were mainly focused on safety and traffic issues on US-501 and International Drive.



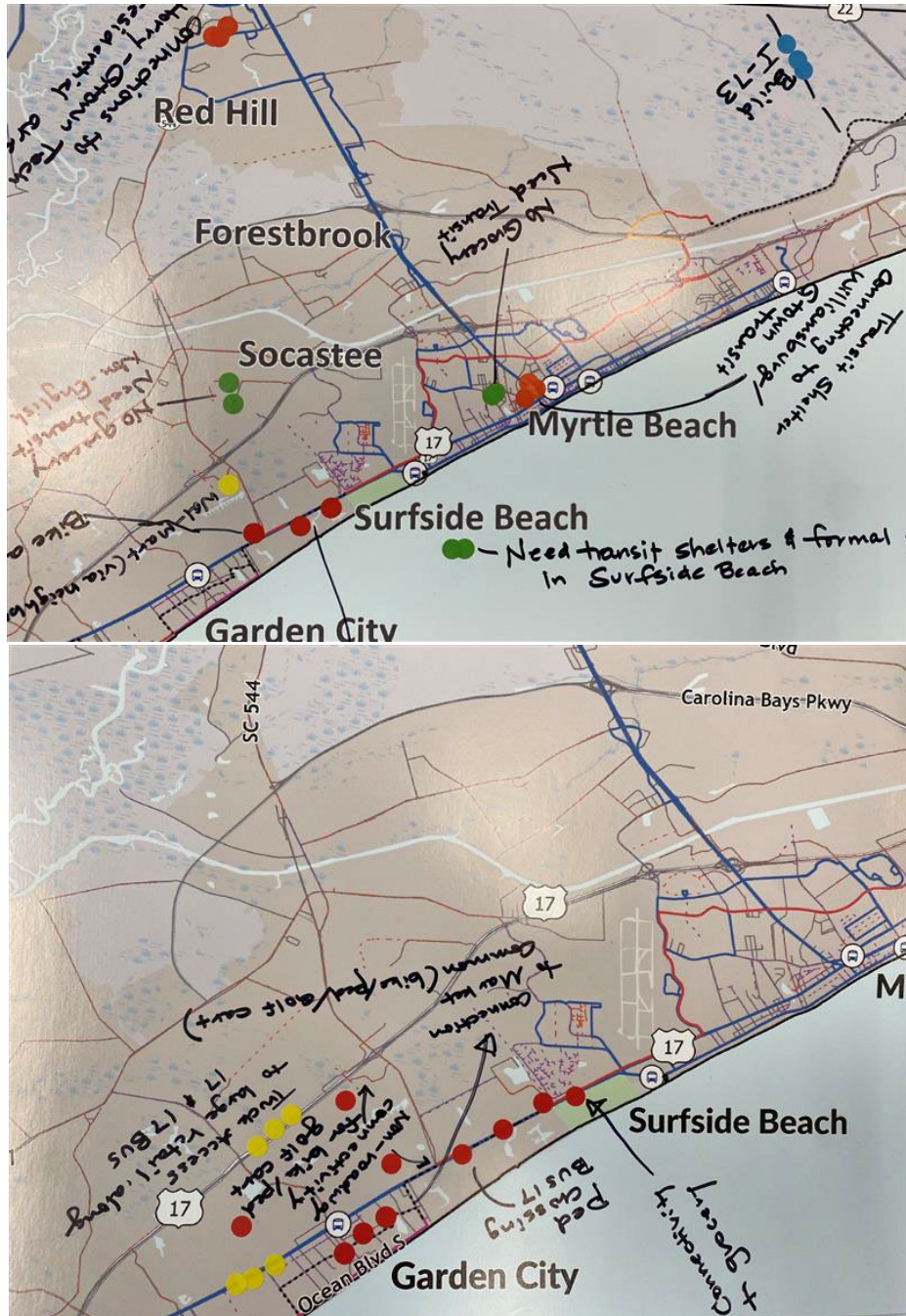
# Surfside Beach

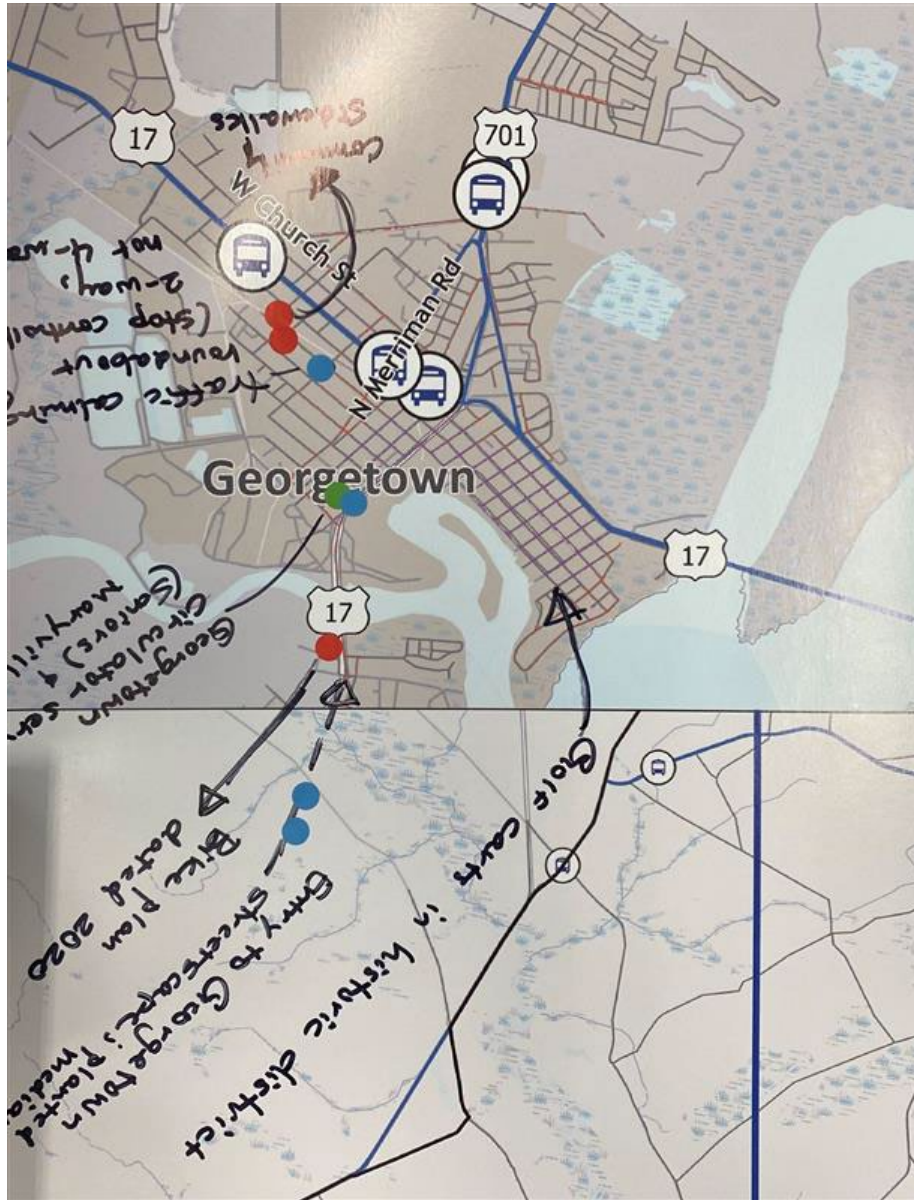
Figure 8: In-Person Feedback - Surfside Beach



**Improvements**

- Improvement suggestions expressed at the Surfside Beach PIM were mainly focused on improving pedestrian conditions on sections of Hwy 17 near Garden City and outside of Georgetown. Some comments sought improvement in freight management and streetscaping primarily around Georgetown. Additionally comments expressed interest in building I-73.





## Challenges

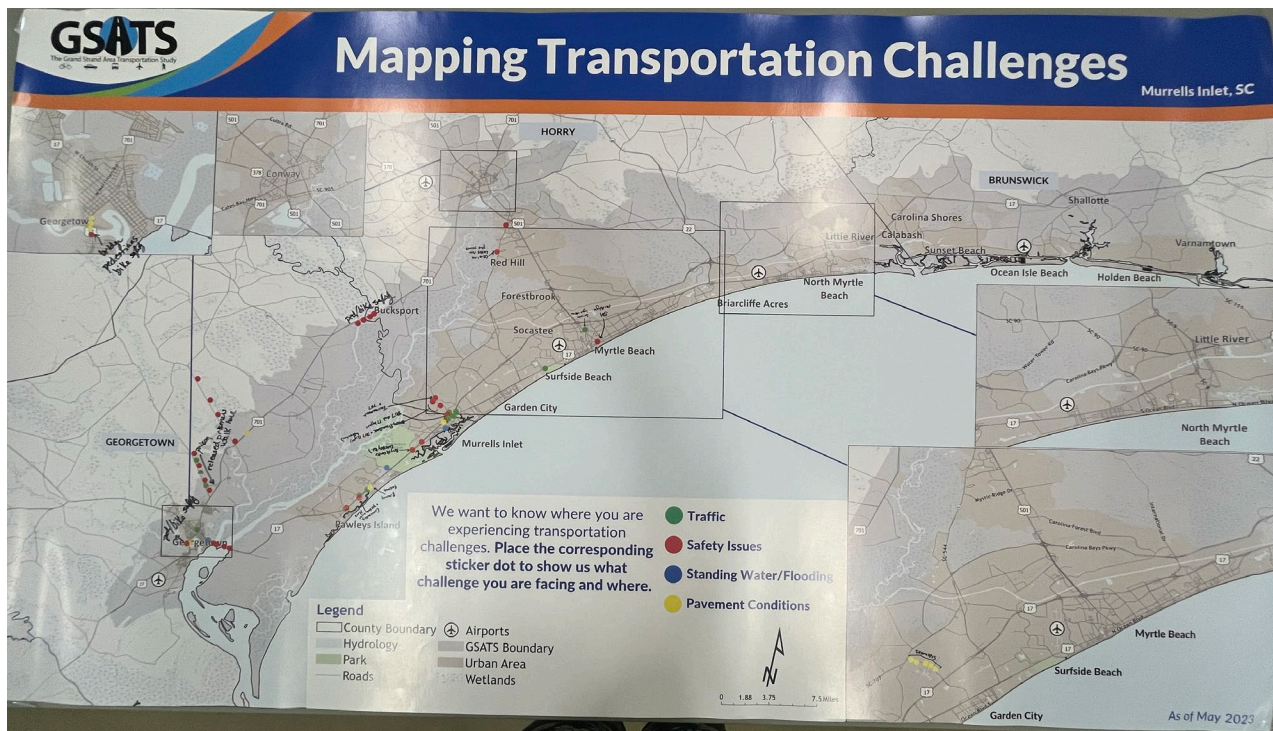
- Challenges identified at the Surfside Beach PIM were primarily focused on Hwy 17 and SC-544. The most common challenges identified for both were traffic and safety concerns.





# Murrells Inlet

Figure 9: In-Person Feedback - Murrells Inlet





## Improvements

- Murrells Inlet comments were largely focused in Georgetown, Pawleys Island, and Myrtle Beach. The comments for Georgetown had an even split of desire for public transit and bike/ped facilities. Comments for Pawleys island identified, wanting bike/ped facilities, bike/scooter share, and improvements to street design. And comments placed in Myrtle Beach largely focused on street design and bike/scooter share.



## Challenges

- Murrells Inlet comments were largely focused in Georgetown and Murrells Inlet. Comments in Georgetown predominately discussed safety issues, citing specifically issues with pedestrian facilities. Murrells inlet comments had a relatively even split between traffic and safety issues along SC-707 and HWY 17.

## In-person Comments

In addition to the in-person dot exercises, participants were able to submit comments on comment cards. The following table is a summary of the comments that were received at the in-person meetings.

**Table 6: In-Person Comment Summary**

Intersection/Roadway	Challenges/Improvements
Hwy 17 Bypass & Coventry Road	Need pavement on egress, accidents caused by travelers taking wide turns. Also desire another entrance/exit to 17 from Coventry to relieve congestions
US-501 & Carolina Forest Blvd	Desire overpass and/or road widening, congestion is a concern
Highmarket St & Exchange St	Pedestrian safety concerns. Yield sign makes it hard to cross
Wildwood Subdivision (Shallotte Rd/Hwy 17)	Limited access, only one entrance for the community
SC Hwy 31	Lots of interest in the 31 extension - a mix of excitement and concern



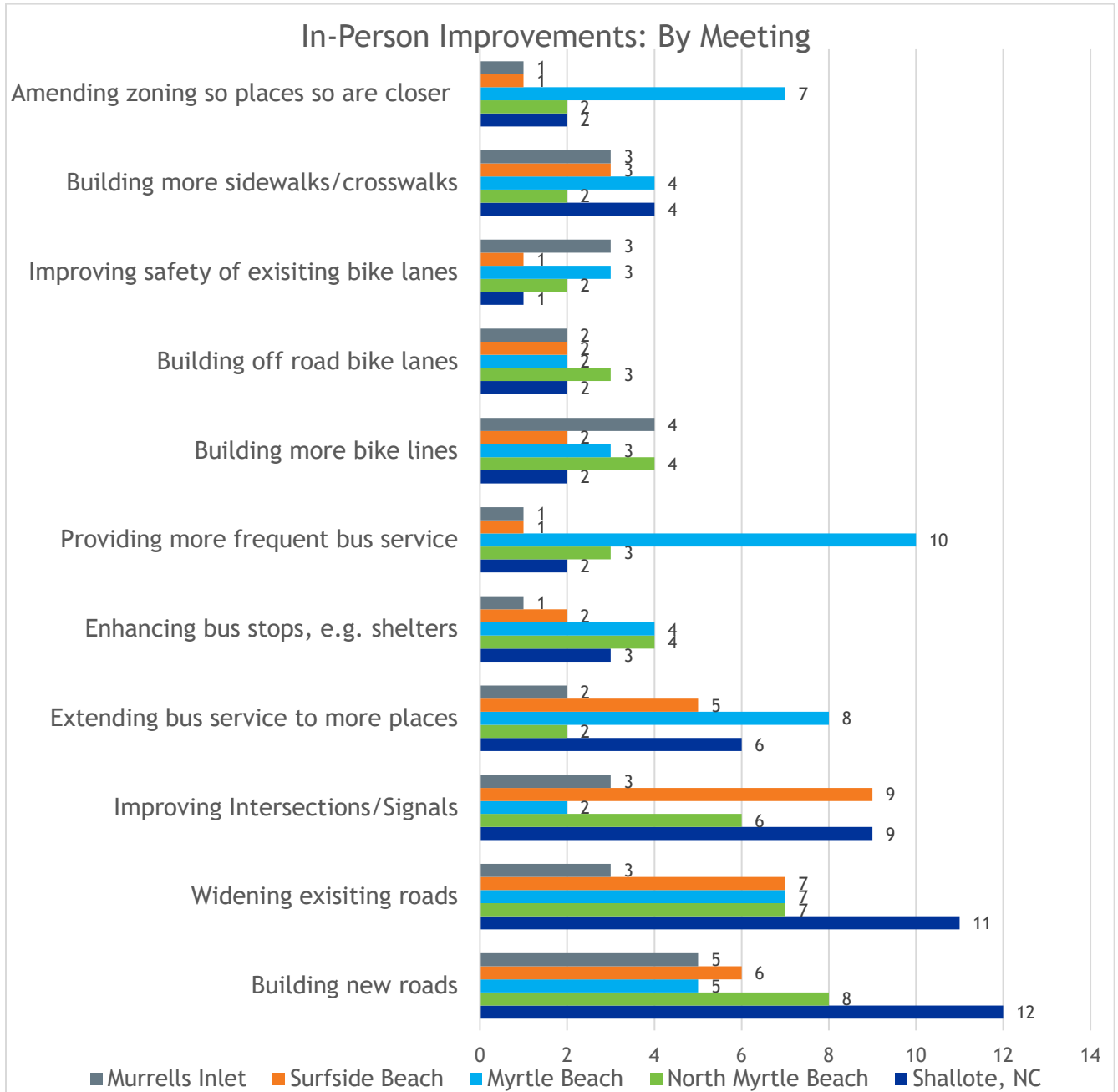
# IMPROVEMENTS EXERCISE

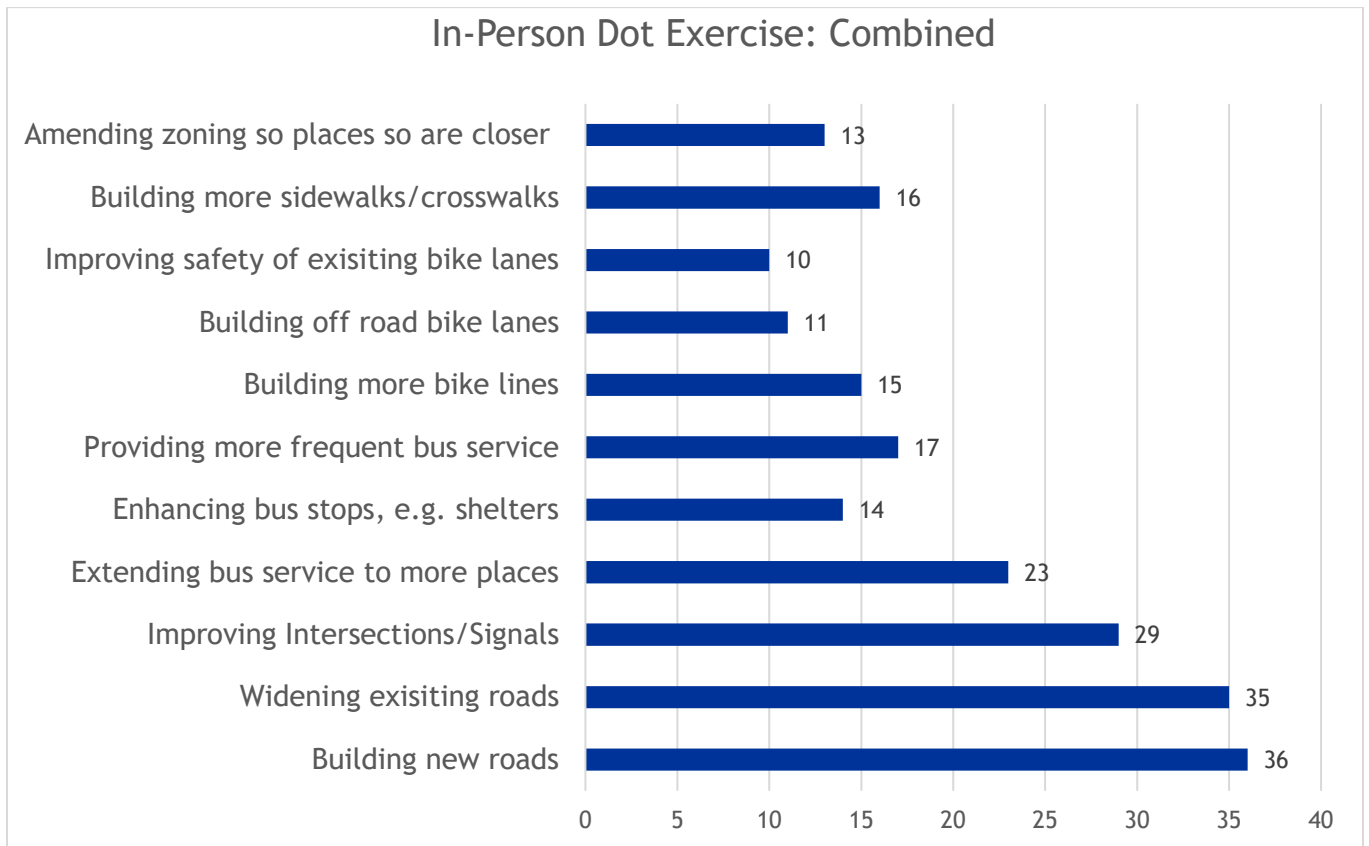
In addition to the mapping specific improvements, participants were asked to prioritize potential improvements both in-person and on MetroQuest.

## In-person

Figure 10 shows the breakdown by meeting which improvements were desired and Figure 11 shows the responses combined.

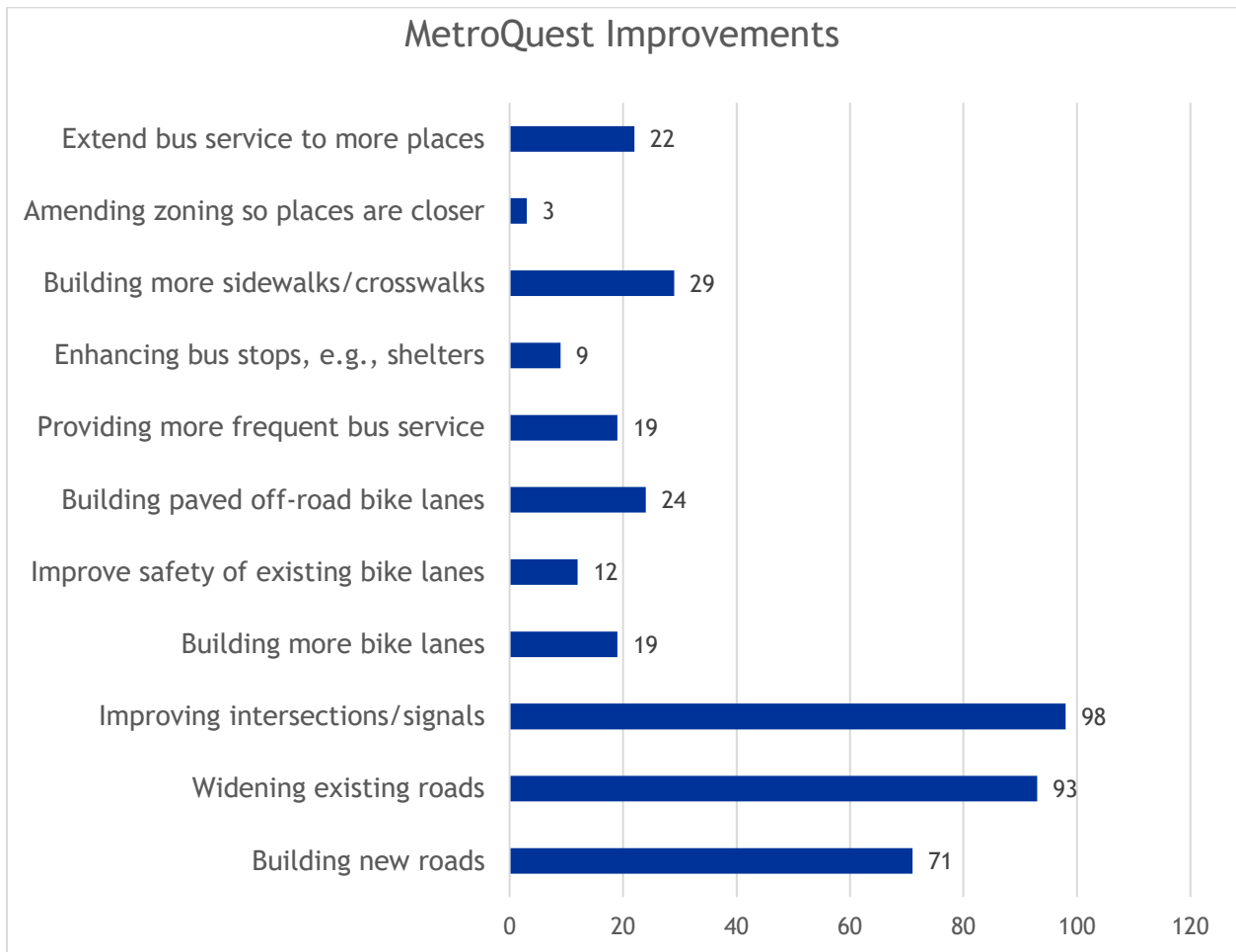
**Figure 10: In-Person Improvements Responses by Meeting**



**Figure 11: In-Person Improvements Responses - Combined**

## MetroQuest

Figure 12: MetroQuest Improvements





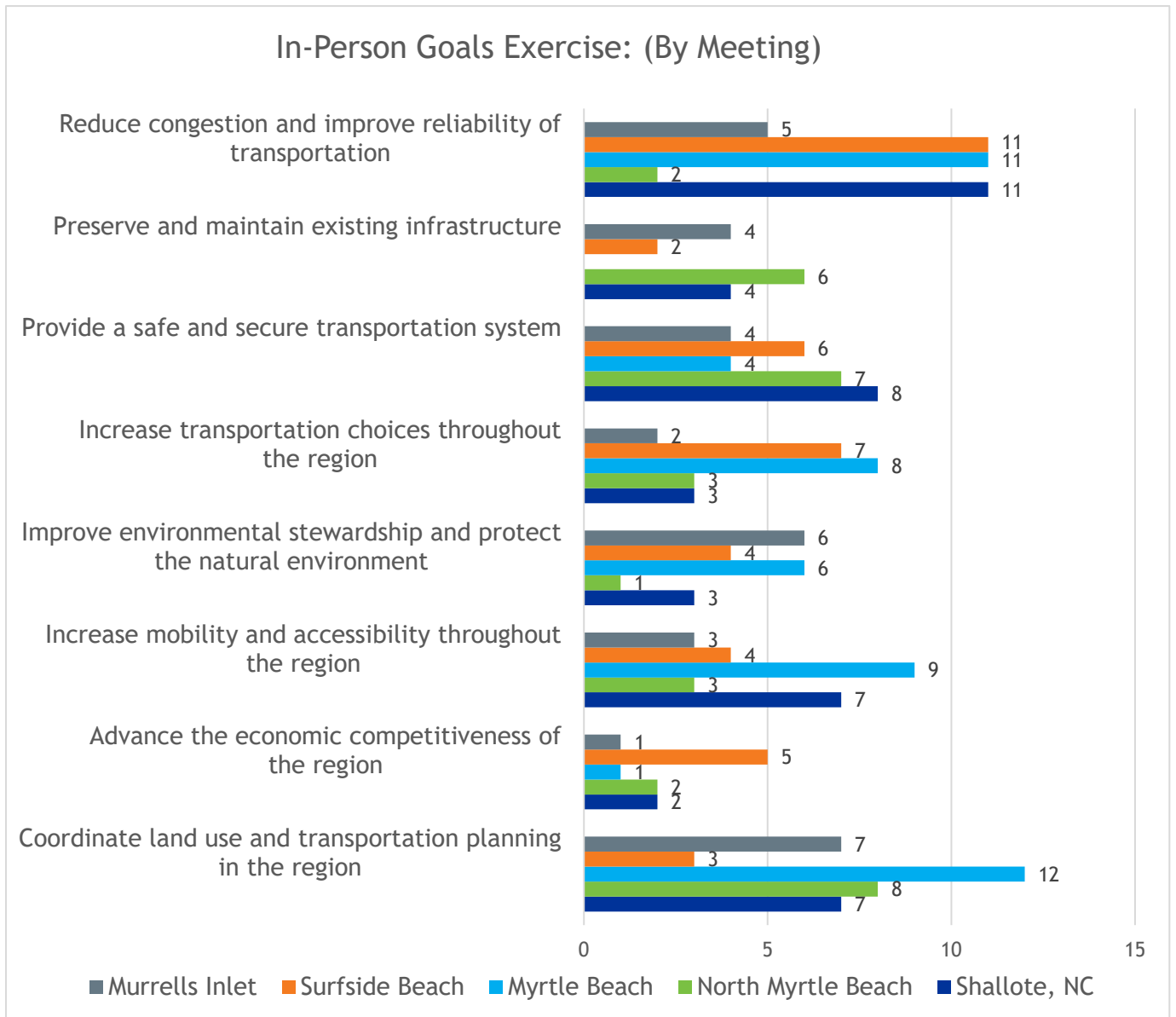
# GOALS EXERCISE

Goals are an important part of the metropolitan transportation plan update process. Participants were asked to give us their feedback on which goals are most important to them both in-person and on MetroQuest.

## In-person

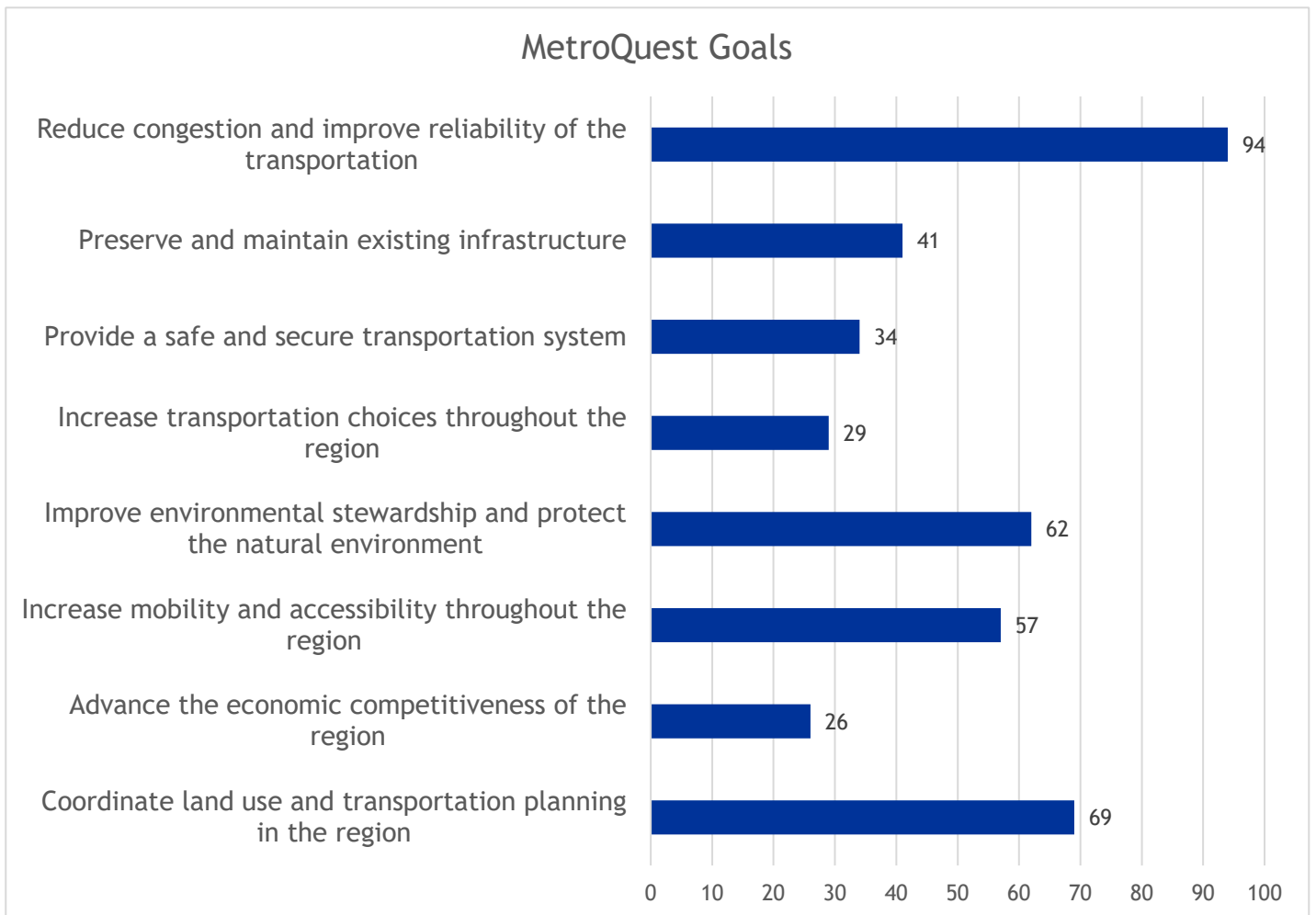
Figure 13 shows the breakdown by meeting which goal were most important to participants and Figure 14 shows the responses combined.

**Figure 13: In-Person Goals Responses by Meeting**



## MetroQuest

Figure 14: MetroQuest Goals Responses



# PIM 2 PUBLIC INPUT SUMMARY

## OVERVIEW

To continue the process of meaningful public input, a series of four public information meetings were held September 20-21, 2023. The purpose of these meetings was to present and receive public input on the Draft Final Metropolitan Transportation Plan (MTP) and prioritized projects. The meetings were held in North Myrtle Beach, SC; Conway, SC; Pawleys Island, SC; and Shallotte, NC. In addition to the meetings, a virtual public information meeting was advertised for citizens to provide feedback on the Draft MTP.

## Meeting Advertising

The meeting series was advertised multiple ways using a press release, meeting flyers located at various places in the study area, social media, and email blasts. The advertisements highlighted both the in-person and online meetings.

## Virtual Room

To accompany the in-person meetings, a virtual room was made available. This virtual room was easily accessible via the GSATS website (<https://gsats.org/mtp/>) and showcased on all advertising materials. Participants were able to view all meeting materials and provide comments within this virtual meeting room. Overall, the room had 281 views (Not unique, this could include duplicate persons).



Figure 15: PIM 2 Virtual Meeting Room





## Meeting Attendance

The series of four meetings took place over two days. A total of 49 persons attended the meetings in total. The table below breaks down the number of sign-ins by meeting location.

**Table 7: PIM 2 Meeting Attendance**

Location	Number of Sign-Ins
North Myrtle Beach, SC	14
Conway, SC	20
Pawleys Island, SC	8
Shallotte, NC	7
<b>Total:</b>	<b>49</b>

The in-person meetings were open-house style and lasted 2 hours. Participants were invited to view a series of boards displaying information about the region and the process of ranking the projects. In addition to the boards, there were three maps identifying the fiscally constrained projects by county. While at the meeting, participants were able to write down their comments. The table below is a breakdown of the number of comments received at each in-person meeting.

**Table 8: PIM 2 In-Person Comments by Location**

Location	Number of In-Person Comments
North Myrtle Beach, SC	2
Conway, SC	0
Pawleys Island, SC	2
Shallotte, NC	6
<b>Total:</b>	<b>10</b>

## Meeting Format

In-person materials included static boards and roll plots. The layout included sign-in tables at the entrance of each meeting room, static boards arranged around the perimeter of the room, and roll plots of county maps and prioritized projects. The boards/stations around the room included:

1. Sign-in Table
2. Regional Growth Board
3. Transportation Disadvantaged Areas Board
4. Safety Analysis Board
5. Project Identification and Ranking Board
6. Fiscally Constrained Prioritized Projects by County Roll Plots
7. Comments Table



## Feedback

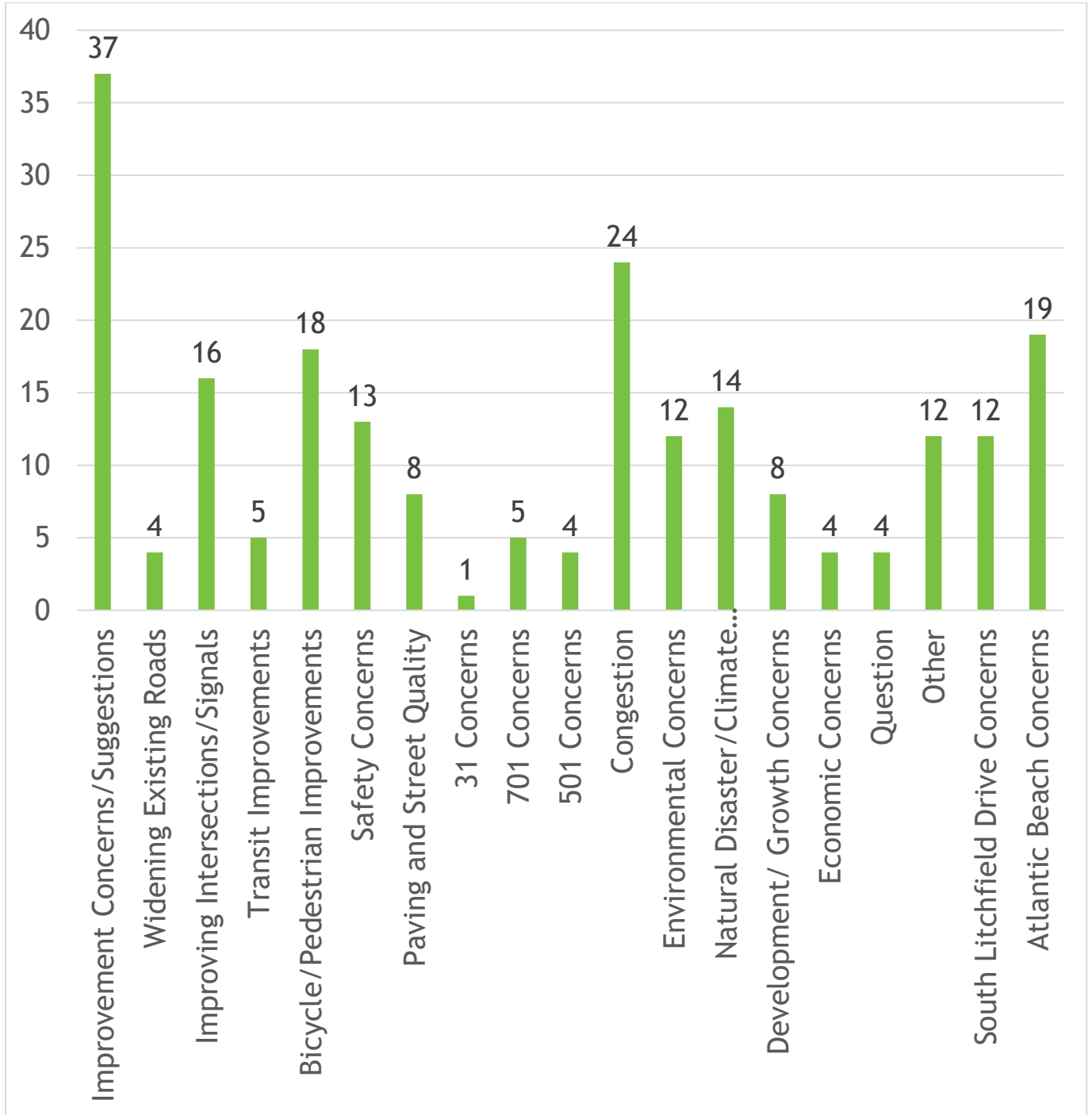
In addition to the in-person comments, participants were invited to provide their feedback online in the virtual meeting room or via mail. The following is a breakdown of the number of comments received by type.

**Table 9: PIM 2 Comments Total**

Type of Comment	Number of Comments
In-person	10
Online	37
Mail	1
<b>Total:</b>	<b>48</b>

All comments were analyzed based on theme. The following shows the distribution of comments by theme.

Figure 16: PIM 2 Comments by Theme





## Other Promotion

In addition to the advertising and outreach done by the project team, the Atlantic Beach Town Council was active in their promotion of the GSATS virtual meeting and comment period. During a Town Council meeting held on October 2, they encouraged citizens to visit the virtual meeting room and submit their comments by the end of the comment period. The GSATS public meetings were also covered by a variety of local news outlets including *My Horry News*, *ABC 15*, *Coastal Observer*, and *The Sun News*.