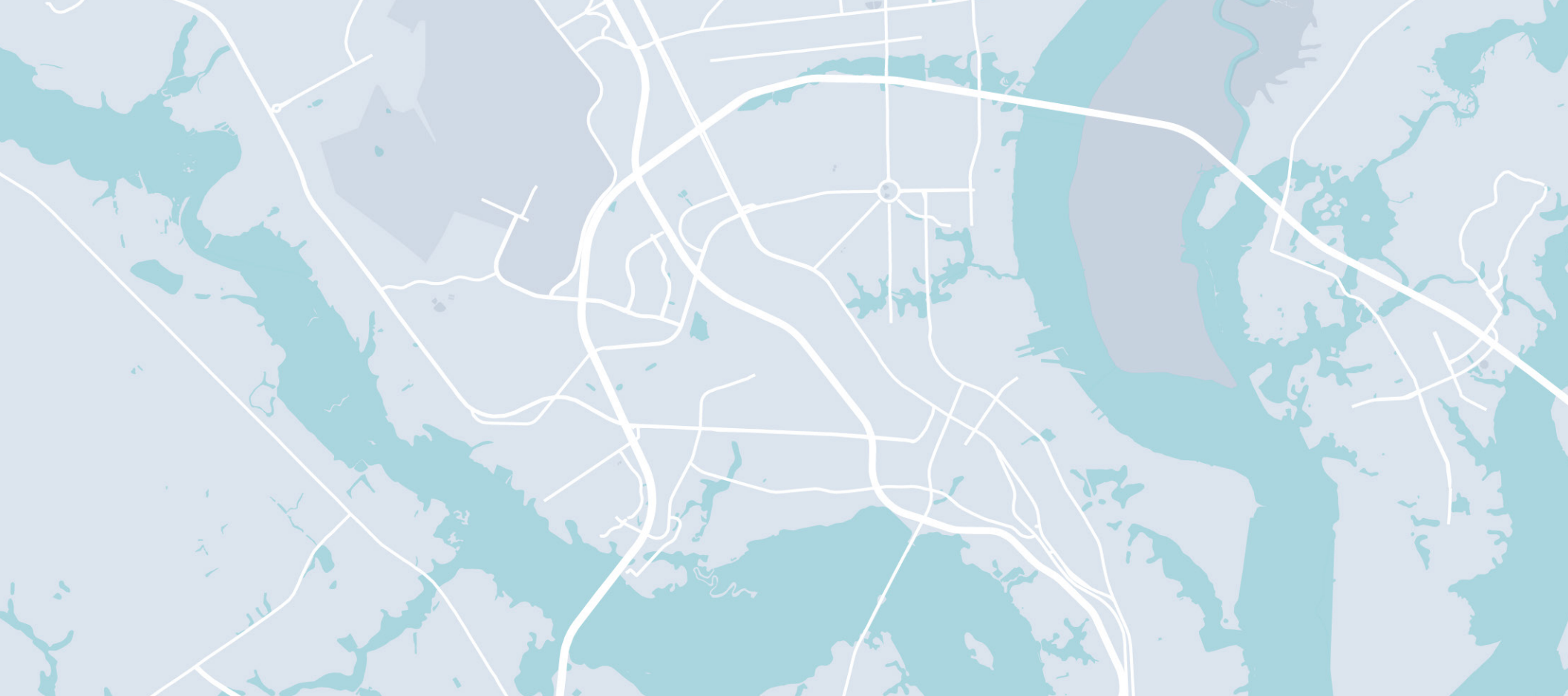


Engaging with Lowcountry Rapid Transit





This guide will...

- Discuss the project’s goals for public engagement
- Show how public feedback shapes the project
- Explain how to engage or show support for the project



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Project Map



Connecting Our Region

The State's First Bus Rapid Transit

Lowcountry Rapid Transit (LCRT) is being designed as a modern bus rapid transit system that will connect communities in the TriCounty region like never before. Operating mostly in dedicated lanes between the Fairgrounds in Ladson, serving North Charleston on Rivers Avenue and connecting to the Charleston Peninsula to the Medical District and WestEdge, LCRT will offer a safe, reliable, low-cost, new mobility alternative to tens-of-thousands. LCRT is a program of the Berkeley-Charleston-Dorchester Council of Governments.



6,800+
daily trips on the line

19
vehicles

20
stations

21.5 miles,
one way

Service every **10 min.** for most of the day

20+ hours of daily operation

2 million+
yearly riders

1 hour
from end to end

20 sec.
stops at each location



Who is BCDCOG?

The Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) is a regional agency that serves a three-county area in South Carolina. BCDCOG offers a wide variety of planning, economic development, and social services to aid in the orderly growth and development of the area. BCDCOG also manages CARTA and TriCounty Link, the region’s local transit services.



A Quick Look Back

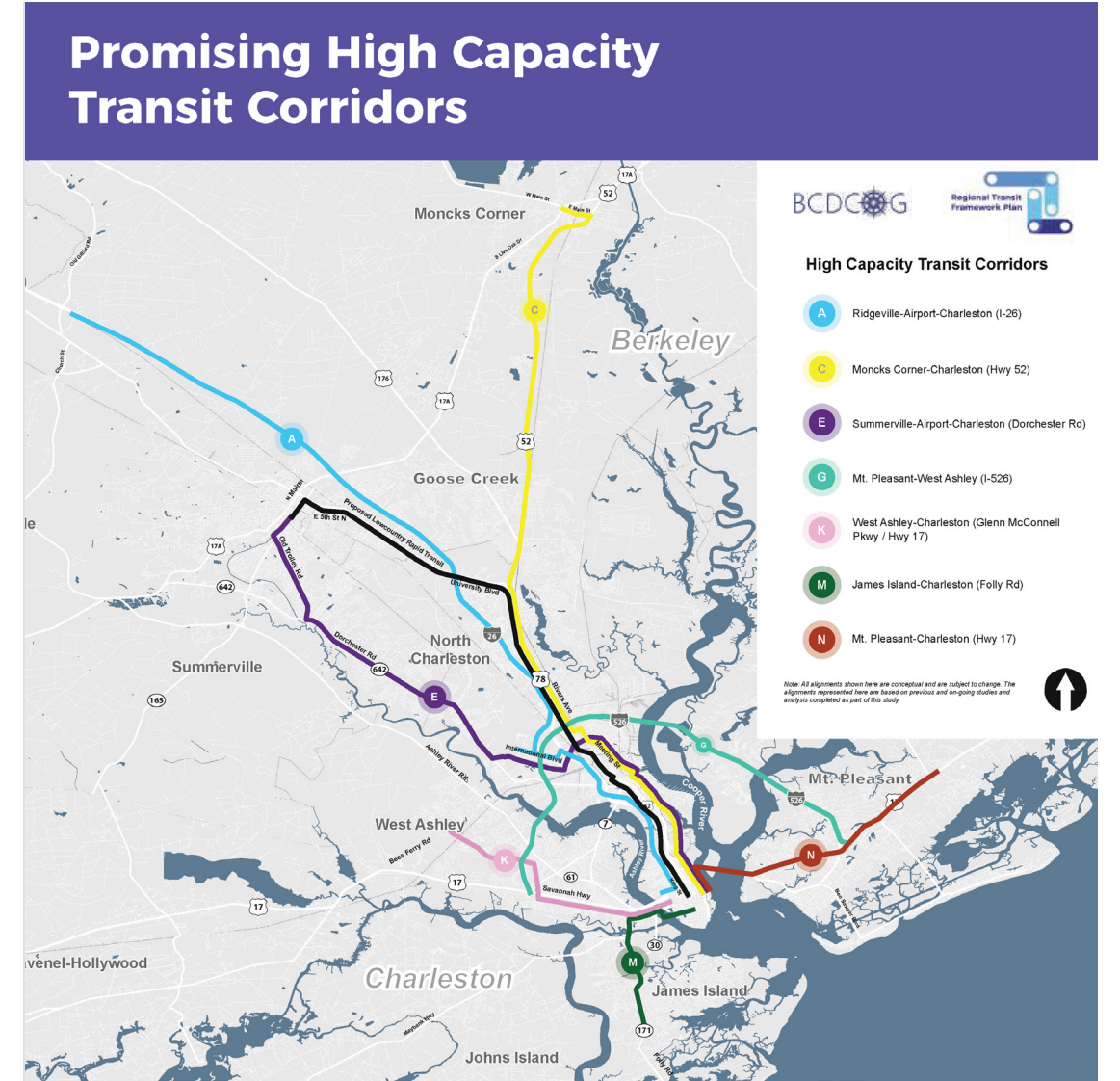
The South Carolina Lowcountry has long been one of America’s premier destinations and our region is growing at three times the national average. More people means more diversity, community vibrancy and economic opportunity.

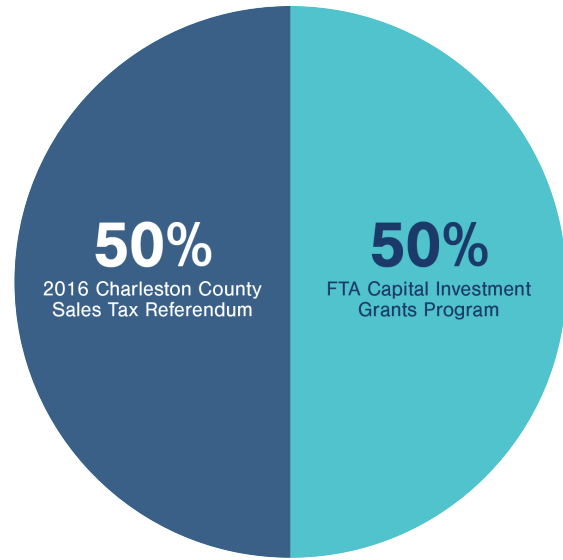
In response to a clear need, BCDCOG conducted an analysis to identify a transit alternative that would improve mobility for our region. After examining many options, and considering all available data, including regional constraints, projected ridership, and funding, the i-26ALT study (2016) concluded that a bus rapid transit system running parallel to I-26 would be the best regional solution.

The Future of Rapid Transit

BCDCOG has identified a network of potential rapid transit systems to serve the TriCounty region. The Regional Transit Framework Plan identified seven additional rapid transit lines connecting downtown Charleston with:

- A** Ridgeville-Airport (I-26)
- C** Moncks Corner (Hwy 52)
- E** Summerville (Dorchester Rd)
- G** Mt. Pleasant-West Ashley (I-526)
- K** West Ashley (Glen McConnell/Hwy 17)
- M** James Island (Folly Rd)
- N** Mt. Pleasant (Hwy 17)





How are we paying for it?

Funding is a critical piece of the puzzle for implementing a successful bus rapid transit system – 50% of the funding for this project was identified in the 2016 Charleston County Sales Tax Referendum, and the project team is currently positioning the project to secure a 50% federal funding match through the Federal Transit Administration’s (FTA) Capital Investment Grants program. This program is extremely competitive, and the project team will be submitting its application in early fall 2021.

Our Schedule

| Local Planning 2014-2016 | Project Programming 2016-2019 | Capital Investment Grant Program 2019-2023 | Construction 2023-2026 |
|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------|
| Pre-Project Development Operational Analysis Alternatives Analysis Travel Demand Forecasting | Preferred Alternative Identified Agency Coordination Scoping & NEPA Funding and Schedule Existing Conditions Evaluation Conceptual Design (10%) | Project Development Complete NEPA Complete 30% Design Engineering Adopt a Locally Preferred Alternative | Construction |

Project timeline is estimated under the New Starts Capital Investment Grant program guidelines.

Your Voice in the Future of Transportation

Engagement Goals



Bring the public and stakeholders along in the decision-making process



Encourage open communication across diverse audiences



Ensure that traditionally underrepresented populations have equal opportunities in the engagement process



Use clear messaging to communicate



Manage expectations on how input will be used



Diversity & Inclusion

BCDCOG has identified specific Environmental Justice and Limited English Proficiency communities to encourage participation in the project, to solicit and collect input, and to comply with Title VI requirements. Bilingual outreach materials are developed and distributed in these areas to ensure participation and allow members of these communities to engage. Accessibility via the Americans with Disabilities Act (ADA) is also a priority.

By the Numbers

700+ touchpoints to local communities, organizations, and businesses

70+ community events, business meetings, and presentations

4 rounds of public and virtual meetings

26 online newsletters distributed

3,600+ people on the email list

160+ stakeholder meetings

~800 comments received

66,000 direct mailings

How to Engage with Us

Stakeholder Coordination



Steering Committee

Comprised of a cross-section of municipalities, counties, agencies, utilities, community groups and NGOs to review project decisions. Members are listed below.

| | | |
|--------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------|
| BCDCOG | City of Goose Creek | Roper St. Francis Healthcare |
| Berkeley Chamber of Commerce | City of Hanahan | SCDOT |
| Berkeley County | City of North Charleston | Summerville Chamber of Commerce |
| CARTA | Coastal Conservation League | Town of Lincolnville |
| Charleston Area Convention and Visitors Bureau & Hospitality Association | College of Charleston | Town of Summerville |
| Charleston County | Dominion Energy | Trident Health System |
| Charleston County Aviation Authority | Dorchester County | Trident Technical College |
| Charleston Metro Chamber of Commerce | Greater Summerville-Dorchester County Chamber of Commerce | Urban Land Institute |
| Charleston Moves | Joint Base Charleston | Veteran's Affairs Hospital |
| Charleston Trident Association of Realtors | Lowcountry Alliance for Model Communities | |
| City of Charleston | Medical University of South Carolina Metanoia | |
| | Office of Rep. Nancy Mace | |



Strategic Partnerships Committee

Assists with guiding project development from a tactical perspective and represented by large employers, business leaders, and chambers.



Corridor Advocacy Committee

Represents the interested community organizations, neighborhoods, and on-corridor businesses.



Transit Oriented Development Subcommittee

Reviews recommendations set forth by the transit oriented development study and comprised of local planners, community organizations, developers and jurisdictions.



One-one-one Stakeholder Meetings

Occur as needed and with target audiences, elected officials and key stakeholders.



Meetings & Events

Public Meetings & Workshops

Held at major milestones, to reach broader audiences with a drop-in style format.

Virtual Public Meetings

To reach a broader audience, virtual meetings are held to complement in-person public meetings or either as stand-alone to present major updates.

Riding Tours

Utilized as needed to showcase opportunities along the proposed corridor.

Pop-up Events and Festivals

Taking information to where people are whether farmers markets, church programs or community reunions.

Office Hours

Conveniently held in on and off-peak hours along the corridor, drop-in style or by appointment with the project's Communications & Outreach Specialist.

Targeted Neighborhood Meetings

These meetings take the message to the audience at standing or ad-hoc meetings, rather than asking them to come to us.

On-Corridor Business Outreach

Door-to-door business outreach to discussion proposed design changes and business impacts.

Speakers Bureau

Request an update or overview of the project at your next event.

Videos and Visualizations

Available on our website, take a closer look at the proposed project, including bike and pedestrian enhancement, station design and roadway improvements.

Engagement Tools

Project Website
www.lowcountryrapidtransit.com

Social Media
@LowcountryRapidTransit

E-newsletter
Monthly updates are provided to an audience of over 3,000.

Project Hotline
843-303-9698

Project Email
info@lowcountryrapidtransit.com

Direct Mail
Letters and postcards sent directly to residents in the study area.

Flyers
Placed at community centers or areas of interest across the region.

Communications & Outreach Specialist

Best of all...
LCRT has a dedicated Communications & Outreach Specialist who is ready to talk with you about the project!



Morgan Grimes
morgang@bcdco.com
843.729.1413

Contact Morgan if you'd like to request specific engagement tools to help promote LCRT.

Specialized engagement materials include...

Community Engagement Guide

For Communities or Individuals

- Handout
- Activity book for kids
- Poster
- Contact card

Business Resource Packet

For Businesses

- Handout
- Window clings
- Yard signs
- Activity book
- Optional inserts available from the project's transit oriented development study: Market Assessment Summary, Value Capture Briefing, Affordable Housing Briefing

What is Lowcountry Rapid Transit?

South Carolina's first mass transit system!

Check out the recommended route

Get where you want to go faster by avoiding traffic congestion.

Enjoy another transportation option to easily get to work or school.

Walk or bike safely to places in our community.

Spend less money on gas.

Explore the possibilities.

Scan the QR code to learn more about LCRT and engage with the project team at LowcountryRapidTransit.com.

LCRT | Lowcountry Rapid Transit | A program of BCDCOG

Stay Connected

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