



Newton County Transit Master Plan

Stakeholder Engagement and Outreach Strategy

Newton County

April 2021

Stakeholder Engagement and Outreach Strategy Revision Log

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Revision History

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First Issuance	4-14-2021			Ryan Ellis	Public Involvement Lead

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1. Overview and Purpose

The purpose of this Stakeholder Engagement and Outreach Strategy is to provide a framework for coordinating public and stakeholder activities, distributing public information, engaging the public and interested parties in the process, and obtaining meaningful input from the community to inform the development of the Newton County Transit Master Plan (TMP). This document describes the strategies to be employed, identifies project stakeholders, and presents a schedule of activities and events where the project team will have a major presence.

While certain processes and guidelines are provided in this document, it is considered a "living" document that will likely be updated and amended over the course of the TMP process. Outreach strategies employed may require adjustment throughout the course of the project to accommodate the frequently evolving public health and safety requirements of the COVID-19 pandemic. All outreach activities will be designed to follow CDC guidance on COVID-19 best practices while continuing to allow for meaningful public engagement.

New versions of this document will be logged in the version control log that appears on page iii of this document.

1.1 Study Overview and Background

Newton County and the cities within Newton County, through funding from the Atlanta Regional Commission (ARC), have undertaken the Newton County Transit Master Plan. The goal of this plan is to assist Newton County and its municipalities by clearly defining countywide goals, needs, and priorities and establishing a framework for a successful local transit program.

The TMP will result in an overarching, coarse-grained transit vision for Newton County and its municipalities. At a high level, this vision will delineate the desired types, general intensities, and general location of economic and residential development. The TMP will recommend potential future transit funding scenarios. Each scenario will assign transit modes and priorities to corridors, identify capital investments, and establish state and local government policies and regulatory actions necessary to guide transit investments.

1.2 Purpose of Engagement and Outreach

Connecting with stakeholders and the public early in the process and supplying a continual stream of accurate information are essential to the project's success. Inviting participation in the process is also critical for collecting input on local issues that would impact the plan and development and evaluation of potential transit strategies. As such, stakeholders and the public must be offered the mechanisms to communicate their perceptions, opinions, and ideas on transit service needs and desired services throughout the process.

All engagement and outreach activities will be crafted with the following goals in mind:

- Educating the public and stakeholders on public transit, service types, funding opportunities throughout the study process, and findings; and
- Creating opportunities for meaningful public engagement in establishing a vision for transit in Newton County.

1.3 Overview of Public Involvement Activities

The following public involvement strategies will be conducted for the project and are addressed in this document:

- Stakeholder committee meetings
- Project presence at community events
- Public survey and intercepts
- Public meetings
- Targeted outreach to underserved communities and individuals
- Development of project communication materials
- Development and maintenance of an online engagement platform (doubles as project website)
- Strategic use of social media for project promotion and engagement

2. Strategies and Tactics

The project team will utilize various methods to ensure all interested and impacted parties have the opportunity to provide input/comment on the process and be made aware of TMP developments. The methods to accomplish these goals include:

- Holding public meetings at convenient and accessible locations and times;
- Utilizing visual presentations when feasible to present plans and TMP findings;
- Making public information available in electronically accessible formats to maximize the opportunity for public review beyond in-person public meetings; and
- Facilitating a multi-faceted and equitable public outreach process to receive public input.

The following sections describe the tasks that will be carried out throughout the stakeholder and public engagement phase of the project. Activities will be planned with the project schedule in mind to allow for early and continuous information dissemination and opportunities for input at critical milestones. A tentative schedule for public engagement activities is included in Error! Reference source not found..

2.1 Stakeholder Engagement

The project team will identify and engage with key stakeholders in the county to inform them of the TMP and provide opportunity for input throughout the process by inviting them to participate in activities, such as project surveys, polls, public meetings, etc. An

initial list of stakeholders and contact information is provided in Error! Reference source not found.. The list includes elected officials, neighborhood associations, transportation providers, community organizations, advocacy groups, and business interests. Additionally, Error! Reference source not found. provides a proposed list of organizations that will be invited to participate in a technical capacity to help guide the TMP development as described in **Section 2.2**.

Given the varying levels of interest and ability of a stakeholder to participate in the yearlong TMP process, initial outreach to stakeholders will present multiple options for engagement in the process. In turn, an audience engagement guide is provided in Error! Reference source not found. and provides proposed goals, strategies, tactics, tools, and outreach methods.

2.2 Technical Committee

The Technical Committee will consist of Newton County staff representatives, local and regional governments, and regional transportation partners to provide policy guidance and general oversight to the project. The committee will remain fully engaged through ongoing communications in which to provide project progress related to issues, recommendations, and decisions. Briefings to the Technical Committee will be held at project milestones, a minimum of three times, ahead of public meetings to gather input. These milestones will occur in alignment with the Current and Future Conditions Analysis, Transit Service Needs, and Market Analysis, and when draft Service Strategies, Investment Scenarios, and TMP recommendations are made.

Technical Committee meetings will take place as a live virtual event or in-person with appropriate COVID-19 precautions in place.

2.3 Technical Stakeholder Survey

In late March, the project team will reach out to technical stakeholders to inform them of the TMP process and invite them to participate in the Technical Stakeholder Survey. The survey will be completed via an online platform. The survey will allow the stakeholders to provide early feedback on their organization's future development and employment plans, perceived community transit needs, and desired TMP outcomes. Survey responses will provide invaluable knowledge that will support all future stages of the TMP process.

Following the survey, stakeholders will be asked if they would like to continue their participation in the TMP process by participating in a one-on-one interview with the project team and/or participating in the Technical Committee on an ongoing basis. One-on-one interviews will be performed via telephone and/or email and provide the opportunity to follow up to survey responses and can offer deep insight for the project team into specific issues in the community. The Technical Committee will provide an ongoing forum for interested stakeholders to stay updated and provide input throughout all stages of the TMP process.

2.4 Community Events

If permitted under COVID-19 response guidelines, the project will participate in a maximum of six local, community-based events within local cities and unincorporated subareas of Newton County. While attending community events, the team will set up a

booth or tent with displays of the project, distribute project information/literature, and collect feedback via surveys and comment cards.

An initial list of potential local community events is provided in **Table 1**.

Table 1. Potential Community Events for TMP Public Engagement

Event Name	Date / Time	Location
Oxford Farmers Market	Every Thursday 12 PM-8 PM	915 Emory Street, Oxford, GA
Newton County Back to School Bash	July 27, 2021 11AM – 1 PM	Denny Dobbs Park 6244 Hwy 212, North Covington, GA
Newton County Food and Film at the Field	Friday evenings, third Friday of the month May – October	Legion Field 3173 Mill St NE, Covington, GA
Newton County Farmers Market	Tuesdays 4-7 PM, May – October	Denny Dobbs Park 6244 Hwy 212, North Covington, GA
Covington Newton Chamber of Commerce Lunch Link Series	Monthly	Varies
Covington Newton Chamber of Commerce Coffee Calls Series	Monthly	Varies
Covington Century Bike Ride	July 31, 2021	Oxford College 810 Wesley, Oxford, GA 30054
Covington Fall Festival	Fall 2021 (Exact Date TBD)	6185 Turner Lake Rd NW, Covington, GA

Should the public health response to the COVID-19 pandemic deter in-person activities, online outreach may be conducted through the use of virtual meeting platforms, social media, and the development of online materials to be shared by community partners. The project team will work with community and organization leaders throughout the process to develop a schedule of community events and to coordinate logistics.

2.5 Public Survey

A public survey will be designed to inform the planning process and help craft Newton County's transit vision. The survey will utilize an online platform but may also include a paper format to accommodate a wider audience. Materials will be finalized in March 2021 and distributed during a proposed three-week survey period alongside project information to inform the general public of the project and solicit meaningful input early in the process.

The survey will aim to reach a large audience through:

- Distribution to city halls and government administrative buildings for their visitors through coordination with Newton County and its municipalities;
- Distribution to stakeholders via email and at Technical Committee meetings, stakeholders will be encouraged to pass along materials to their constituents and other interested parties;

- Posting to project website;
- Posting to Newton County social media channels;
- Leveraging geo-fenced social media ads on platforms like Facebook and Twitter;
- Distribution of yard signs in the community;
- Sharing with participants through community groups; and
- Partnering with the Covington / Newton County Chamber of Commerce to have the survey distributed to the Newton County workforce.

The public survey will include multiple choice and free-response answers to gauge experiences with, and opinions of public transit. Seeking input on the characteristics that respondents would value in a local transit system, the survey will also ask about their general travel behaviors inclusive of non-transit modes. Survey questions will be limited to two pages in length. Basic demographic questions including zip code, age group, gender, race, and household income will be asked to ensure that responses are received from a wide variety of audiences.

2.6 Public Meetings

Three public meetings will take place at key stages throughout the TMP process, including the Current and Future Conditions Analysis, Transit Service Needs and Market Analysis, and Draft Transit Master Plan inclusive of Service Strategies and Investment Scenarios.

These public meetings will inform the public and interested groups about the efforts to develop the TMP by noting the planning process, opportunities and challenges for transit development in the county, and provide attendees with an opportunity to identify current needs and to provide a forum for feedback. Public meetings may be scheduled on weekday evenings between Tuesday and Thursday for up to two hours. Meetings may be held virtually or in-person with appropriate COVID-19 precautions. All materials presented at in-person events will also be made available via the project website, along with the ability to provide comment.

Notice of public meetings will be posted on the project website three weeks prior to the meeting date, and they will also be advertised via major local media outlets in Newton County. Social media posts will be coordinated with Newton County's Communication Department to be published starting three weeks prior to the meeting date, as well as the day of the meeting.

2.7 Project Collateral

The following project collateral will support public meetings:

- One-page briefing handout/Fact Sheet
- Comment card
- Project boards and visuals

Meeting materials will be posted to the project website, and a public meeting synopsis including summary of comments received will be prepared and submitted to Newton County within two business days following the meeting. Should an in-person event be

replaced with a virtual meeting, a web-based comment form, along with other materials as deemed appropriate, will be created to facilitate meeting input and feedback.

2.8 Targeted Outreach

Providing meaningful input opportunities is a key goal of this Stakeholder Engagement and Outreach Strategy.

Federal directives concerning Environmental Justice (EJ), Limited English Proficiency (LEP), and Americans with Disabilities Act (ADA) populations are intended to increase access into the decision-making process for all citizens regardless of income, race, ethnicity, English-speaking ability, or physical ability. To further the goals of these directives, specific outreach techniques geared toward the equal education and involvement of the county's diverse populations will be implemented as a key part of the public involvement strategy for the project.

Early analysis from the most recently available U.S. Census American Community Survey data has shown that approximately 6% of the county population speaks a language other than English at home. Within this population, the dominant language is Spanish, with approximately 4% of all Newton County residents speaking Spanish at home. Additional analysis will include identification of EJ, LEP, and ADA communities based on U.S. Census data, consultation with area stakeholders, and other sources of demographic information.

Outreach to these areas will include the general public outreach strategies described in this document and will also be supported by the following specific outreach efforts:

- Conducting stakeholder meetings, if necessary, with leaders, major service providers, and/or those who come into close contact with members of targeted communities;
- Providing translation services for key collateral material and interpretation services for LEP and hearing-impaired communities at public information open houses and stakeholder meetings if necessary; and
- Distributing project information at places of worship, civic and social organizations, and community centers that serve members of targeted communities.

Initial stakeholders identified include representatives from National Action Network Newton Chapter, Springfield Baptist Church, Unidos Latinos, Garden of Gethsemane Homeless Family Community Housing, Inc. as noted in Error! Reference source not found..

All public and stakeholder meeting locations will be ADA compliant and accessible by all attendees.

2.9 Project Website / Online Project Hub

The project team will utilize an online engagement platform to serve as a central online project hub (project website) for both project information and virtual input opportunities. Information on the process, schedule, link to survey, draft and final deliverables, and

opportunities for engagement will be readily accessible at all times throughout plan development via this site. The site will also provide educational materials, as determined appropriate, to help inform community members about considerations and opportunities related to transit planning with the goal of facilitating informed participation in the planning process.

The website will go live, upon approval, in March 2020 and be updated after every project milestone, and prior to all public meetings. Access to the site will be available as a link through Newton County's main website and will also be distributed to Newton County municipalities for posting to their respective websites.

2.10 Social Media

In addition to the website, the project will capitalize on Newton County's use of social media tools such as Facebook and Twitter. The project team will draft project-related social media content, and work with the Newton County Public Information Office to disperse the information. Content displayed on social media will include the project fact sheet and FAQs, public meeting notices and displays, and notification of the project meeting key milestones. Posts will be designed to share frequent reminders of the project and keep the TMP on Newton County residents' minds.

Table 2 provides a summary of proposed social media posts, and anticipated schedule. The project team will work with Newton County to craft additional information as needed.

Table 2. Proposed Social Media Posts

Date	Social Media Posts
April 2021	<p>Post 1: Introduce the project to the public and establish the online project hub (with link) as the place to find out more about it.</p> <p>Post 2: Introduce the public survey and provide a link for viewers to provide feedback on transit needs.</p>
April 2021	<p>Post 1: Reminder of public survey efforts (include link) and provide early findings from Existing Conditions Analysis.</p> <p>Post 2: Announce first public meeting to come in May, including ways to provide input for those who are unable to physically attend.</p>
May 2021	<p>Post 1: Day-of reminder of the public meeting.</p> <p>Post 2: Recap of the public meeting, and link to the website with meeting materials.</p>
June 2021	<p>Post 1: Share Countywide Transit Vision and invite viewers to visit the project website for more information.</p> <p>Post 2: Announce second public meeting to come in July, including ways to provide input for those who are unable to physically attend.</p>
July 2021	<p>Post 1: Day-of reminder of the public meeting.</p> <p>Post 2: Recap of the public meeting, and link to the website with meeting materials on transit needs.</p>
August 2021	<p>Post: Share early findings of the plan or fun facts about transit; invite viewers to visit the project website for more information.</p>
September 2021	<p>Post: Share early findings of the plan or fun facts about transit; invite viewers to visit the project website for more information.</p>

Date	Social Media Posts
October 2021	Post: Announce third public meeting to come in November, including ways to provide input for those who are unable to physically attend.
November 2021	Post 1: Day-of reminder of the public meeting. Post 2: Recap of the public meeting, and link to the website with meeting materials on transit needs.
January 2022	Post 1: Notice of board review of TMP and availability of final plan on online project hub. Post 2: Announce approval of TMP by Board and availability of final plan on project website.

3. Documentation

3.1 Public and Stakeholder Feedback

Soliciting meaningful feedback throughout the process from the community and stakeholders is essential to the development of the project. Following each public forum and event or through any data collection tool where feedback is collected, it is imperative that the project team capture feedback via a clear and concise summary report. It is also important that if a response from Newton County is warranted, that the feedback or concern be identified in the summary report so that Newton County can respond accordingly.

3.2 Public Involvement Summary

Throughout the public involvement process, survey responses and comments will be reviewed, recorded, and summarized for the final report. Acknowledgments and responses to individual questions and comments will be prepared by the project team in coordination with Newton County and provided at the end of the study process.

Following outreach activities and stakeholder engagement, documentation of activities will involve a summary of activities, including all comments and feedback received from the public agencies and stakeholders. These will be included in the final TMP. The final TMP will include a public involvement chapter summarizing all public outreach and stakeholder coordination feedback, highlighting the influence on the project development process and plan recommendations. Additionally, an appendix to the final TMP will provide full documentation of all outreach activities, comments, and feedback.

3.3 Quality Assurance

Accuracy and consistency of messaging will be important in building trust with those groups and individuals impacted by the project. To reduce the likelihood of errors in materials and messaging, in accordance with AECOM's quality management system, deliverables produced for the project must undergo an internal review and external review conducted by a subject matter expert prior to submission to the client. Additionally, before in-person or virtual meetings, a dry run will be scheduled approximately three days prior to the scheduled event.

Project staff will record, transcribe, and document questions/comments received for each meeting. Recordings may be additionally transcribed for the purposes of posting to the TMP website.

3.4 Measurement

Both quantitative and qualitative measures will be used to evaluate the public involvement activities implemented for the project. Quantitative measures are useful in providing information concerning the type and level of engagement. Qualitative measures are useful in determining the level of educational value of the activities, Plan sentiment, awareness raised, and input received on the TMP. This information will be used to systematically monitor public involvement tools and update the process accordingly to maximize benefit and effectiveness.

Table 3 below lists the quantitative and qualitative measures that will be used to evaluate the strategies outlined in the PIP.

Table 3. Public Involvement Measures

Strategy	Performance Measure
Agency Partners and Community Organizations	<ul style="list-style-type: none"> • Number and variety of outreach engagements to existing community, social, faith-based, and ethnic groups to advertise virtual open house/events and distribute project materials • Number of agencies contacted • Degree of participation of members through distribution of project materials • Number of Translation of key documents into non-English languages
In-Person/Virtual Open House/Virtual Meetings	<ul style="list-style-type: none"> • Range of advertising methods • Number of interactions or visits to Plan website • Number of attendees during meetings • Number of comments and questions received • Number of comments in support, opposed, or conditional • Volume of feedback on received via virtual platforms, presentation of materials
Documents and Informational Materials	<ul style="list-style-type: none"> • Number of fact sheets distributed • Number of documents translated into non-English languages • Number of translation instances • Volume of feedback on quality of graphics/clarity of material presented
Media Relations	<ul style="list-style-type: none"> • Number of press releases picked up • Number of earned media stories • Reach of articles • Number of Social media mentions by media outlets
Portable Informational Displays	<ul style="list-style-type: none"> • Number of displays placed • Diversity of location
Public Comment	<ul style="list-style-type: none"> • Percent of commenters receiving an official response • Level of project support (for, against, conditional, uncommitted)
Social Media	<ul style="list-style-type: none"> • Number of social media posts • Engagement of social media posts and comparison to average Newton County posts

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Strategy	Performance Measure
Website (TMP Project Page)	<ul style="list-style-type: none">• Number of visits to website• Number of comments submitted via website• Participation in integrated input tools• Volume of feedback on quality of graphics/clarity on material presented and website ease of use

Appendix B. Preliminary Stakeholder and Technical Committee List

Key Stakeholders

Name	Title	Organization	Phone	Email
Newton County Board of Commissioners				
Marcello Banes	Chairman	Newton County BOC	(678) 625-1201	mbanes@co.newton.ga.us
Stan Edwards	Commissioner - District 1	Newton County BOC	(678) 625-1200	asedwards@co.newton.ga.us
Desmond Mason	Commissioner - District 2	Newton County BOC	(678) 544-5212	dmason@co.newton.ga.us
Alana Sanders	Commissioner - District 3	Newton County BOC	(678) 625-1200	asanders@co.newton.ga.us
JC Henderson	Commissioner - District 4	Newton County BOC	(770) 896-3826	jchenderson@co.newton.ga.us
Ronnie Cowan	Commissioner - District 5	Newton County BOC	(678) 313-4607	rcowan@co.newton.ga.us
County + Local Governments and CIDS				
Lloyd Kerr	County Manager	Newton County	(678) 625-1615	lkerr@co.newton.ga.us
Bryan Fazio	Public Information Officer	Newton County	(678) 625-1242	bfazio@co.newton.ga.us
Jody Nolan	Director of Emergency Management	Newton County	(678) 784-2127	jnolan@co.newton.ga.us ; jody.nolan@covington-newton911.com
Tracy Hernandez	Zoning Administrator	Newton County	(770) 784-2018	thernandez@co.newton.ga.us
Chris Stanley	Stormwater Manager	Newton County	(678) 625-1660	cstanley@co.newton.ga.us
Shena Applewhaite	Planner	Newton County	(678) 625-1231	sapplewhaite@co.newton.ga.us
Tim Lawrence	GIS Director	Newton County	(678) 625-1620	tlawrence@co.newton.ga.us
Dwayne Mask	Recreation Director	Newton County	(770) 786-4373 Ext. 1054	dmask@co.newton.ga.us
Ezell Brown	Sheriff	Newton County	(678) 625-1401	ezell.brown@yahoo.com
LaTonja Hamp	Film Chairman	Newton County	(678) 625-1252	lhamp@co.newton.ga.us
Kathy Morgan	CID Administrator	Highway 278 Community Improvement District	(770) 786-7510 Ext. 31	cid@selectnewton.com
Laurie Riley	Manager	Keep Newton Beautiful	(770) 784-2015	lriley@co.newton.ga.us
Samantha Fuhrey	Superintendent	Newton County Schools		fuhrey.samantha@newton.k12.ga.us
Chad McCaskill	Transportation Director	Newton County Schools		mccaskill.chad@newton.k12.ga.us

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Name	Title	Organization	Phone	Email
Scott Andrews	City Manager	City of Covington	(770) 385-2012	sandrews@cityofcovington.org
Tres Thomas	Planning & Development Director	City of Covington	(770) 385-2180	tthomas@cityofcovington.org
William Smith	Economic Development Manager	City of Covington	(678) 212-6459	wsmith@cityofcovington.org
Trey Sanders	Community Development Director	City of Covington	(678) 212-6456	tsanders@cityofcovington.org
Blair Northern	Mayor Pro Tempore/ Councilman	City of Mansfield	(404) 834-5266	bnorthern@mansfieldga.gov
Matthew Pepper	City Manager	City of Oxford		mpepper@oxfordgeorgia.org
Frank Etheridge	City Manager	City of Porterdale		fetheridge@cityofporterdale.com
Adele Schirmer	City Manager	City of Social Circle	(770) 464-6901	manager@socialcirclega.gov
Mindy McQueen	Transit Supervisor	City of Social Circle	(770) 464-4953	mmcqueen@socialcirclega.gov
Ashley Best	County Extension Agent/Coordinator	UGA Extension Newton County	(770) 784-2010	uge2217@uga.edu
Businesses, Business Interests, and Institutional Organizations				
John King	Airport Manager	Covington Municipal Airport		jking@cityofcovington.org
Dave Bernd	VP of Economic Development	Newton County Industrial Development Authority	(770) 637-7964	dwbernd@selectnewton.com
Debbie Harper	President	Covington Newton County Chamber of Commerce	(770) 786-7510	dharper@newtonchamber.com
Shane Short	Economic Developer	Stanton Springs Industrial Park	(770) 267-6594	shane@i20jda.com
Rhonda Keeter	Workforce Development Program Director	Northeast Georgia Regional Commission (NEGRC)	(706) 369-5703 Ext. 327	rkeeter@negrc.org
Jeffrey Wearing	Board Member for Newton County	NEGRC Local Workforce Development Board		jwearing@oxfordgeorgia.org
Josephine Kelly	Downtown Development Director	City of Porterdale		jkelly@cityofporterdale.com
Nic Matthews	Downtown Coordinator	City of Covington	(678) 212-6457	nmatthews@cityofcovington.org
Thomas Beverly	Newton Campus Dean	Georgia Piedmont Technical College - Newton Campus	(404) 297-9522 Ext. 5302	thomasb@gptc.edu
Nancy P. Kropf	Perimeter College Dean	Georgia Perimeter College	(678) 891-2700	nkropf@gsu.edu
Regina McGuire Barrett	Senior Associate Director of Programs	Emory University - Oxford Campus	(770) 784-8407	rmbarre@emory.edu
Alan Ware	Transportation Manager	Emory University - Oxford Campus	(770) 784-8506	alan.e.ware@emory.edu
Debbie Pohl	Executive Officer	Newton Home Builders Association	(404) 626-9912	besafe4151@gmail.com

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Name	Title	Organization	Phone	Email
David Kent	CEO	Piedmont Hospital - Newton	(770) 786-7053	
Neighborhood and Community Groups				
John Keck	President	Covington Conyers Cycling Club		contactc4group@gmail.com
Jim Behning	Board Member	Newton Trails		info@newtontrails.org
Frank Turner	Chairperson	Newton County Land Trust Alliance	(770) 786-4390	
Kay Coggin	President	Friends of Porterdale, Inc.		fop@friendsofporterdale.com;
GilGil Fauber	President-Elect	Rotary Club of Covington		Contact Form available at: http://www.rotarycovington.org/?s=contact
Richard Henderson	Board Member	Lions Club of Oxford	(770) 786-4896	covingtongalions@gmail.com
Lions Club of Covington		Lions Club of Covington		covingtongalions@gmail.com
Alcovy CASA		Alcovy CASA	(678) 625-1246	Info@alcovycasa.org
Kiwanis Club of Covington		Kiwanis Club of Covington		covingtonkiwanisclub@gmail.com
Louly Hay-Kapp	Executive Director	Covington YMCA	(770) 787-3908	loulyh@ymcaatlanta.org
Buncie Hay Lanners	Executive Director	The Arts Association in Newton County	(770) 786-8188	info@newtoncountyarts.org
Tamara Richardson		Newton County Miracle League	(770) 786-4373 Ext. 14	trichardson@co.newton.ga.us
Newton County Boys and Girls Club		Newton County Boys and Girls Club	(470) 444-1914	INFO@BGCNCG.COM
Jonathan Scharf	Pastor	Abiding Grace Lutheran Church	(770) 385-7691	pastor@abidinggrace.com
Elected Officials				
David Eady	Mayor	Oxford		dseady@oxfordgeorgia.org
Steve Horton	Mayor	City of Covington		Contact Form available at: https://cityofcovington.org/index.php?section=city-council
Arline Chapman	Mayor	Porterdale		achapman@cityofporterdale.com
Gregg Ellwanger	Mayor	Newborn	(770) 787-1660	gellwanger@bellsouth.net; nbornga@bellsouth.net
Blair Northern	Mayor Pro Tempore/ Councilman	City of Mansfield	(404) 834-5266	bnorthern@mansfieldga.gov
David Keener	Mayor	Social Circle	(404) 713-1279	dkeener@socialcirclega.gov

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Name	Title	Organization	Phone	Email
Marginalized Populations				
Rebeca Gibbons	Co-Founder/CEO/President	Unidos Latinos	(678) 806-5677	unidossomosunited@gmail.com
Clara Lett	Executive Director	Garden of Gethsemane Homeless Shelter	(770) 787-8519	garden_gethsemaneshelter@yahoo.com
Julius Webb	Executive Director	Family Community Housing, Inc.	(770) 787-4436	fcha2002@aol.com
Archie Shepherd	President	National Action Network, Newton County Chapter	(404) 358-3383	nannewtoncountychapter@gmail.com
Eric Lee, Sr.	Pastor	Springfield Baptist Church	(770) 929-1111 Ext. 132	
Interested and/or Transit Dependent Public				
Freda Reed	Director of Senior Services	Newton County	(770) 787-0038	freed@co.newton.ga.us
Regional and State Planning Partners				
Cain Williamson	Chief Planning Officer	Atlanta-Region Transit Link Authority (ATL)	(470) 630-0013	cwilliamson@atltransit.ga.gov
Gail Franklin	Chief Transit Officer	Georgia Regional Transportation Authority (GRTA)	(404) 893-3030	GFranklin@srta.ga.gov
Sidney Douse	Senior Planner	Atlanta Regional Commission	(470) 378-1595	SDouse@atlantaregional.org
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Newton County Transit Master Plan
Public Engagement and Outreach Strategy

Technical Committee

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Appendix C. Audience Engagement Guide

Audience	Goal	Tactic	Materials	Tools
Newton County Board of Commissioners	<ul style="list-style-type: none"> Education and seek input on the TMP; Assist with identifying additional stakeholders; Request assistance with participating in community outreach and disseminating accurate and timely information 	<ul style="list-style-type: none"> Board Meetings and Committees Participation in Virtual/In-person Meetings 	<ul style="list-style-type: none"> Presentations Project Fact Sheet Social Media content Project graphics 	<ul style="list-style-type: none"> Board Meetings Project Website Marketing collateral
Businesses, Business Interests, and Institutional Organizations	<ul style="list-style-type: none"> Educate employers on the TMP, process and timeline; Assist with identifying additional stakeholders; Assist with disseminating accurate and timely information 	<ul style="list-style-type: none"> Provide content for distribution Partner with commuter services programs, providing information for distribution 	<ul style="list-style-type: none"> Project Fact Sheet Social Media content Project graphics 	<ul style="list-style-type: none"> Stakeholder Communications Project Website Virtual/In-person Public Meetings
Neighborhood and Community Groups	<ul style="list-style-type: none"> Educate on project and process; Allow opportunity to ask questions; Identify concerns; Provide input/feedback 	<ul style="list-style-type: none"> Provide content for education and distribution Offer "off-line" ways to learn and participate 	<ul style="list-style-type: none"> Project Fact Sheet FAQs Presentations Social Media Project graphics 	<ul style="list-style-type: none"> Partner Tool Kit Virtual/In-person Public Meetings
Elected Officials	<ul style="list-style-type: none"> Educate on project and process; Allow opportunity to ask questions; Identify concerns; Provide input/feedback 	<ul style="list-style-type: none"> Provide content for education and distribution Offer "off-line" ways to learn and participate 	<ul style="list-style-type: none"> Briefing Meetings Project Fact Sheet FAQs Presentations Maps 	<ul style="list-style-type: none"> Virtual/In-person Meetings Virtual/In-person Public Meetings
Historically Marginalized Populations	<ul style="list-style-type: none"> Reduce barriers to access information and provide comment; Educate on TMP purpose and process; Allow opportunity to ask questions; Identify concerns; Provide input/feedback 	<ul style="list-style-type: none"> Invite and community/advocacy groups to participate in project stakeholder meetings Provide content for education and distribution to community/advocacy groups Offer "off-line" ways to learn and participate 	<ul style="list-style-type: none"> Press Releases Project Fact Sheet FAQs Community Signage 	<ul style="list-style-type: none"> Partner Tool Kit Project Website Virtual/In-person Meetings Signage/information community locations

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Audience	Goal	Tactic	Materials	Tools
Local Governments and CIDS	<ul style="list-style-type: none"> Educate local government and CID leaders on the TMP, process and timeline; Assist with identifying additional stakeholders; Request assistance with disseminating accurate and timely information to the residential and business community members 	<ul style="list-style-type: none"> Participate in Stakeholder meetings Provide content for distribution 	<ul style="list-style-type: none"> Presentations Maps Project Fact Sheet Social Media content Project graphics 	<ul style="list-style-type: none"> Technical Committee Stakeholder Communications Partner Tool Kit Project Website
Regional, State and Federal Planning Partners	<ul style="list-style-type: none"> Aid and provide feedback on the TMP, process and timeline; Assist with identifying additional stakeholders; Assist with participating in and disseminating accurate and timely information 	<ul style="list-style-type: none"> Participate in Stakeholder meetings Provide content for distribution 	<ul style="list-style-type: none"> Project Fact Sheet Project graphics 	<ul style="list-style-type: none"> Technical Committee Stakeholder Communications Project Website



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