

APPENDIX A

Fayetteville Pedestrian Plan – Public Engagement Plan

Overview

The City of Fayetteville was awarded a NCDOT Multimodal Planning Grant to update their Pedestrian Plan. The previous plan, the Fayetteville Comprehensive Pedestrian Plan, was completed in May 2018. The City of Fayetteville is dedicated to creating a walkable city and therefore wants to update the plan to provide clear guidance on pedestrian project priorities. The new Pedestrian Plan will identify 50 short-term, 50 medium-term, and 10 long-term projects that will significantly enhance walkability in the City of Fayetteville.

The purpose of this document is to establish the strategy for public engagement for the Plan. The Project Development Team consists of consultants, NCDOT, and the core City staff that are responsible for the development of the Plan. The Steering Committee is a larger group that represents other agencies, community members, and business owners that understand the importance of the Pedestrian Plan and can help guide the development of the Plan. The Project Support Group is the on-line and word-of-mouth champions that will help share the public engagement opportunities with a goal to have as many community members provide input as possible.

A virtual kickoff meeting for the Fayetteville Pedestrian Plan took place on Thursday March 28, 2024, with the Project Development Team. At this meeting, we discussed potential Steering Committee members and discussed the mission statement and goals of the Plan.

Mission statement

The mission statement for the Pedestrian Plan is to make the City of Fayetteville a safe and accessible place for pedestrians of all ages, abilities, and backgrounds, with convenient access and improved quality of life through increased transportation options and healthy commuting choices.

Goals

The goals of the Pedestrian Plan will be finalized at the first Steering Committee meeting. Currently, the goals are to:

- Continue progress towards increased/improved pedestrian facilities,
- Leverage funding sources,
- Educate the community on pedestrian needs,
- Increase pedestrian safety,
- Increase safety and accessibility near K-12 schools,
- Have collaborative citizen and business engagement,
- Make the City of Fayetteville a highly desirable place to live, work, and recreate with thriving neighborhoods and a high quality of life for residents,
- Enhance opportunities to walk as means of recreation and leisure, and enable residents to practice sustainable transportation methods,
- Connect community and cultural points of interest, and
- Improve mobility and connectivity by investing in sidewalks and trails.

Project Development Team

The Project Development Team consists of consultants, NCDOT, and the key City staff that are responsible for the development of the Plan. This group will join virtual bi-weekly meetings to ensure the project stays on track.

City of Fayetteville's Pedestrian Plan – Project Development Team		
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Note: Names highlighted in bold represent the core Project Development Team members. Other City staff will attend the bi-weekly meetings.

Steering Committee Members

The Steering Committee will guide the development of the Pedestrian Plan, including guidelines for project prioritization. The responsibilities of the Steering Committee are to:

- Attend four Steering Committee meetings in person (with a virtual option),
- Help identify public engagement strategies,
- Develop the Project Support Group list of contacts,
- Promote online survey, input map, and community workshops, and
- Attend one of the community workshops.

There will be four Steering Committee meetings, all held in person with a virtual option:

- Meeting #1: Visioning and goal setting in April/May 2024.
- Meeting #2: Review preliminary pedestrian network in July 2024.
- Meeting #3: Finalize pedestrian network and project prioritization in November 2024.
- Meeting #4: Review draft pedestrian plan in March 2025.

The Project Development Team has identified a long list of potential Steering Committee members. There is strong support across the Fayetteville community for the development of the Pedestrian Plan, and many people that can provide great input on the development of the Plan. In addition to the Project Development Team, the list of potential Steering Committee members include:

- Additional City staff,
- Additional NCDOT staff,
- Business owners,
- Cumberland County Schools and other education institutions,
- Cumberland County Health Department,
- Fayetteville Area Metropolitan Planning Organization,
- Fayetteville Chamber of Commerce,
- Fayetteville State University,
- Fayetteville Police Department,
- Cumberland County Parks & Recreation,
- Business and downtown districts,
- Sustainability organizations, and
- Public works.

A list of the Steering Committee members, their department/business, and contact information can be found here:

<https://docs.google.com/spreadsheets/d/18uNlmpnRhGOadlaMt0BMwWSSEVrEBICdIlcXtuPkvg0/edit?usp=sharing>

Project Support Group

The Project Development Team and Steering Committee will work together to establish the Project Support Group. The purpose of the Project Support Group is to help promote the public workshops and survey through social media, emails, listservs, newsletters, and word-of-mouth. A list of potential Project Support Group members/agencies is in the same Google Sheet as the Steering Committee members (above). Examples of Project Support Group members are media outlets, neighborhood homeowners' associations, civic clubs, running/walking clubs, and other local businesses.

The Project Support Group will share opportunities for the public to participate in the public engagement opportunities. The Project Development Team will provide email and social media templates for the Steering Committee and Project Support Group to share with their constituents, colleagues, neighbors, and friends. They will be asked to share information on social media, email blasts, newsletters, etc. The goal is to get as much public input as possible through the public survey and workshops.

Public Engagement Strategy

Public participation, involvement, and input is crucial to achieving the goals of the Pedestrian Plan. The following tasks and public engagement activities will take place, and are described further in this Public Engagement Plan (PEP):

- Establish a Steering Committee to guide the development of the Plan.
- Set up a project website.
- Design and draft content for social media outreach, email blasts, newsletters, and listservs.
- Design printed and digital materials such as handouts and flyers.
- Create an online interactive map.
- Release a public input survey and analyze its results.
- Host two community workshops.

Project Website

The City of Fayetteville has an existing webpage dedicated to pedestrian safety, pedestrian planning, and upcoming pedestrian projects. The Project Development Team will work together to update that webpage to serve as the project website. The consultant team will provide the City with content for the page, and the City will update it accordingly.

First, the City will update the webpage to serve as a 'coming soon' announcement for the upcoming Pedestrian Plan. It will include a Survey Monkey link that will allow community members to sign up for Plan updates by entering their name and email address. This will allow the Project Development Team to contact them when the public survey and community workshops are scheduled.

As the Pedestrian Plan is being developed, the webpage will be updated regularly to provide information about the status of the Plan, a link to the public survey and input maps, information about the community workshops, and draft recommendations. Once the plan is completed and adopted, the webpage will include a link to the final Plan.

Content for Social Media and Digital Outreach

The consultant team will develop content for the following Social Media platforms: Facebook, Instagram, X, and LinkedIn. This will happen at two points throughout the development of the plan:

- Pre-Marketing: These efforts will drive residents to the webpage to gain an understanding of the purpose of the Plan, and to collect contact information to stay engaged/re-engage in future stages.
- Active Input: Will take place when the public survey is open to the public and the community workshops have been scheduled.

Social media and digital content will be sent to the Steering Committee and Project Support Group for them to share among their colleagues, friends, and neighbors.

Content for Printed Materials that Promote Public Engagement

The consultant team will create printed materials to make the public aware of the upcoming engagement opportunities. This includes:

- Fliers and sign-up sheets for festivals and community events: This will allow people to write down their contact information and/or drive people to the webpage where they can sign up to receive notifications

about the development of the plan by entering their contact information. This material will be sent to Project Support Group members who may be participating/tabling at community events (such as the Dogwood Festival) prior to the public engagement period.

- Quarter page and one-page fliers for community workshops: This will include details about the public survey and the community workshops. Fliers can be hung in storefronts, displayed in lobbies, and added to communication boards. This information will be released on the first day of the public engagement period.

Public Survey and Online Interactive Map

The consultant team will develop the public survey and online interactive map. The public survey will utilize Survey Monkey. Questions will be developed by the consultant team and approved by the Project Development Team. Survey questions will gauge the public's need and purpose for pedestrian facilities. Hard copy surveys will be available. The online interactive map will allow the public to indicate places that need pedestrian improvements, gather feedback about difficult intersection crossings, locate desired neighborhood connections, and identify potential walking destinations. Both the survey and the map will be available on the City's webpage.

Community Workshops

Two community workshops will be held to provide the public with an opportunity to provide in-person pedestrian improvement suggestions, input on priority pedestrian facility needs, and ideas for creating a more walkable Fayetteville. The workshops will be drop-in/open house style and held between August and December 2024. Each meeting will allow the public to provide suggestions for pedestrian projects and review the proposed project list.

Each community workshop will be designed for the public to provide input in a way that will be documented and incorporated into the development of the Pedestrian Plan. Each workshop will be approximately three hours.

The Project Development Team will be responsible for reserving the meeting space, purchasing supplies and materials, and setting up the meeting layout. The layout for the public meetings can include:

1. Welcome Table – sign in sheet and project information handouts.
2. Project Information – approximately four boards will be displayed that include the existing pedestrian network and concentrations of potential walking destinations.
3. Public Input – the public will be asked to provide information about strengths/weaknesses/opportunities/threats of the existing pedestrian facilities in Fayetteville.
4. Mapping Activity – maps with the existing pedestrian network will be displayed; the public will be invited to draw or leave sticky notes and add information in a geographical sense to describe where they want to see more pedestrian facilities and connections to destinations.
5. Project and Program Feedback – attendees can provide direct feedback on the recommended programs and projects.
6. Thank You Table – people will be thanked for dropping into the meeting; paper and digital surveys will be distributed; additional project information will be provided including a timeline of the next steps.

Potential Workshop Locations:

Community recreation centers are an ideal location for the community workshops. Ample space needs to be provided with tables and chairs. Workshops should be located in an area that is accessible for people of all abilities, and preferably transit accessible. The Project Development Team will finalize the workshop locations and will ensure that they are evenly distributed across all demographic and income populations in Fayetteville.

Responsibilities and Next Steps

To implement the public engagement strategy, the following tasks need to be completed. The responsible party is identified for each task.

Task	Responsible Party
Finalize list of Steering Committee members	Project Development Team
Coordinate schedules and send template email to City staff with meeting invite for 1 st Steering Committee meeting.	Smart Moves
Send an official invite email to potential Steering Committee members inviting them to join with a link for Committee members to indicate when they are available for Steering Committee meeting #1.	City staff
Reserve meeting space for Steering Committee meeting #1.	City staff
Set up webpage with 'coming soon' information about the Pedestrian Plan and a Survey Monkey link for people to submit their contact information.	City staff, Smart Moves, and Kittleson
Include fliers and sign-up information at festivals and other community events in which the Project Development Team is attending (ex: tabling at the Dogwood Festival)	Smart Moves, City Staff
Create agenda and presentation for the 1 st Steering Committee meeting and lead the meeting	Smart Moves, Kittleson
Finalize inventory of outreach opportunities from Steering Committee, including Project Support Group contacts.	Steering Committee, Project Support Group
Reserve meeting location for community workshops	City staff
Finalize questions for public survey	Project Development Team
Create online and hard copy surveys	Smart Moves, Kittleson
Update project webpage	Project Development Team
Develop social media content/images to share with Steering Committee and Project Support Group about upcoming community workshops and public survey	Smart Moves
Draft template emails for email blasts, newsletters, etc.; share with Steering Committee and Project Support Groups for them to share	Smart Moves
Design ¼ page handouts, one-page fliers, and printed handouts for workshops	Smart Moves
Design boards and maps for community workshops	Kittleson
Staff the community workshops	Project Development Team
Draft press release for events	Smart Moves