

2021 Update  
Public Participation Plan



GREATER MADISON  
**mpo**



# Greater Madison Metropolitan Planning Organization

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The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation or WisDOT.

**MPO 2021 Resolution No. 2**  
**Approving the 2021 Public Participation Plan**  
**for the Greater Madison MPO**

**WHEREAS** the Fixing America's Surface Transportation (FAST) Act (Pub. L. 114-357) and U.S. Department of Transportation (DOT) regulations (23 C.F.R. Parts 450 and 500, 49 C.F.R. Part 613) require that Metropolitan Planning Organizations (MPOs) develop and use a collaborative and comprehensive public participation plan that outlines the process for providing citizens, affected agencies, transportation providers and users, and other important stakeholders with reasonable opportunities to be involved in the metropolitan transportation planning process; and

**WHEREAS**, the Greater Madison MPO is the designated metropolitan planning organization for the Madison, Wisconsin Metropolitan Area with responsibilities to perform metropolitan transportation planning; and

**WHEREAS**, an approved public participation plan is a requirement for receiving various Federal and state planning financial assistance; and

**WHEREAS**, this updated 2021 public participation plan was developed to build upon past procedures and strategies, making use of lessons learned to improve the public involvement process and make use of new techniques, including use of social media, email newsletters, web-based mapping and public comment tools, and visualization tools; and

**WHEREAS**, the plan is designed to meet all federal requirements, including seeking out and considering the needs of those traditionally underserved by the existing transportation system, such as minority and low-income households, who may face challenges accessing employment and various services; and

**WHEREAS**, a public comment period of 45 days was provided on the draft plan and a notice of availability of the draft plan was sent out to the MPO's entire contact list:

**NOW, THEREFORE, BE IT RESOLVED** that the Greater Madison MPO approves the Draft 2021 Public Participation Plan incorporating the changes listed in the Change sheet, dated 12/23/20, which eliminate the requirement for a public hearing on the Public Participation Plan; and

**BE IT FURTHER RESOLVED** that the MPO Transportation Planning Manager is authorized and directed to submit the 2021 Public Participation Plan to the Wisconsin Department of Transportation, Federal Highway Administration, and Federal Transit Administration; and


**BE IT FURTHER RESOLVED**, in accordance with 23 CFR 450.334(a) the MPO hereby certifies that the metropolitan transportation planning process is addressing major issues facing the metropolitan planning area and is being conducted in accordance with all applicable requirements of:

1. 23 U.S.C. 134 and 49 U.S.C. 5303, and this subpart;
2. Title VI of the Civil Rights Act of 1964, as amended (42 USC 2000d-1) and 49 CFR part 21;
3. 49 USC 5332, prohibiting discrimination on the basis of race, color, creed, national origin, ex, or age in employment or business opportunity;
4. Section 1101(b) of the Fixing America's Surface Transportation (FAST) Act (Pub. L. 114-357) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in the US DOT funded projects;

5. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;
6. The provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 *et seq.*) and 49 CFR Parts 27, 37, and 38;
7. The Older Americans Act, as amended (42 U.S.C 6101), prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance;
8. Section 324 of title 23, U.S.C regarding the prohibition of discrimination based on gender; and
9. Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794) and 49 CFR 27 regarding discrimination against individuals with disabilities.

January 6, 2021

Date Adopted



Mark Opitz, Chair

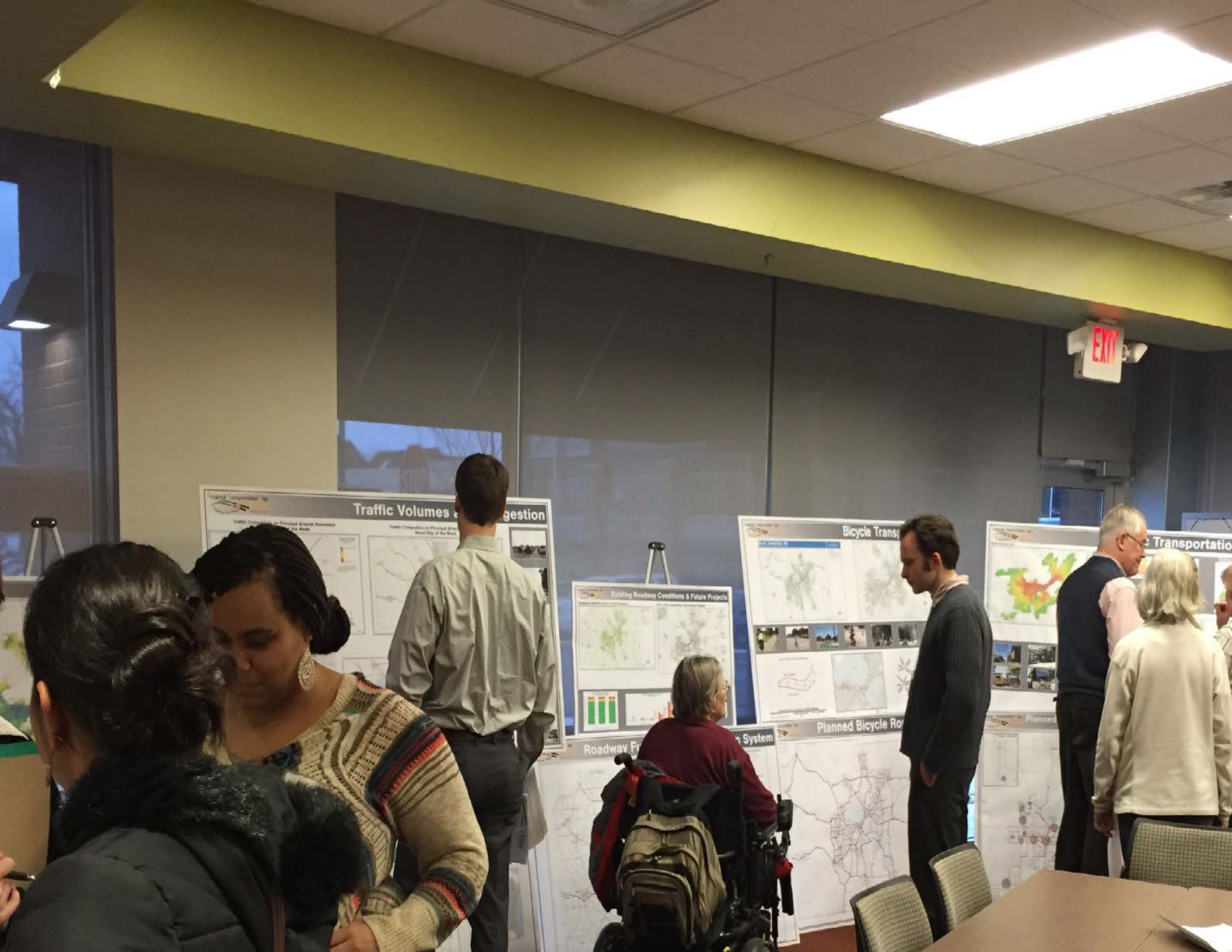
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## Greater Madison Metropolitan Planning Organization

<b>MISSION</b>	Lead the collaborative planning and funding of a sustainable, equitable transportation system for the greater Madison region.
<b>VISION</b>	A sustainable, equitable regional transportation system that connects people, places, and opportunities to achieve an exceptional quality of life for all.





# SECTION 1- INTRODUCTION AND BACKGROUND

*The Greater Madison MPO (Metropolitan Planning Organization) shall develop and use a documented public participation plan that defines a process for providing citizens, affected public agencies, private transportation providers, users of the transportation system, and others with reasonable opportunities to be involved in the metropolitan transportation planning process in accordance with 23 C.F.R Section 450.316 (MPO Rules and Operating Procedures, amended March 6<sup>th</sup>, 2019)*

## Purpose

This plan outlines the public participation goals and techniques to be used in the Greater Madison MPO's transportation planning and programming processes. This plan revises the previous plan, dated September 2015. The revised plan reflects the MPO's ongoing commitment to actively evaluate and improve the public involvement process and to ensure compliance with updated Federal requirements.

Public participation in the transportation planning process is vital for many reasons, including:

**Citizens have the right to participate in transportation planning and investment decisions that affect their daily lives.**

**Public participation that begins early in the planning process and is maintained throughout the life of the project helps to avoid, minimize, and mitigate negative project impacts.**

**Plans that are developed with citizen participation are more likely to have community support, increasing their chances of implementation.**

Citizen participation strengthens the democratic process and improves the likelihood that plans will be successfully implemented. When the public involvement process is implemented correctly, it builds a public understanding and knowledge about decisions, identifies public concerns and values, and helps to develop consensus, resolve conflicts, and produce better decisions.

The Greater Madison MPO is committed to providing ample opportunities for all current and future users of the greater Madison transportation system to learn about and provide feedback on

transportation issues and plans and projects under consideration in the region. The MPO is further committed to ensuring that traditionally underserved populations that have historically faced challenges and barriers have meaningful opportunities to participate in the MPO's transportation planning and programming processes; the MPO will strive to address environmental justice issues at all stages of the planning process. This plan is a guide for the MPO to identify key stakeholders and proactive public engagement strategies to meet the public participation goals of the agency, while also informing the public and other stakeholders on opportunities to get involved in the planning process.

## About the MPO

The Greater Madison MPO is the designated metropolitan planning organization (MPO) responsible for overseeing the continuous, comprehensive, and cooperative (3-C) transportation planning decision-making process for the Madison Metropolitan Planning Area. MPOs are federally designated decision-making bodies for metropolitan areas with populations greater than 50,000, which guide decisions about how federal transportation funds for planning studies, capital projects, and services will be programed in the region. MPOs help facilitate implementing agencies (including municipal public works departments, county highway departments, and state departments of transportation) in the prioritization of their transportation investments in a coordinated way consistently with regional goals, policies, and needs, as outlined in a long-range regional transportation plan.

The goal of the MPO planning and programming processes is to build regional agreement on transportation investments that balance roadway, public transit, bicycle, pedestrian, and other transportation needs and support regional land use, economic development, and environmental goals.

## What Does the MPO Do?

The MPO is a regional transportation planning agency and approves use of federal transportation funding; the MPO is not an implementing agency that builds facilities or operates transit service. The following outlines the key responsibilities of the MPO and those that fall with other agencies and local communities.

What the MPO does:

- ☒ Prepare a long range (20+ year) regional transportation plan (RTP) for all modes of travel, which is updated every 5 years
- ☒ Provide a forum for regional transportation decision making
- ☒ Approve Federal funding for projects in the region
- ☒ Conduct public engagement
- ☒ Administer the RoundTrip Travel Demand Management (TDM) program

What the MPO does not do:

- ☒ Design, construct or maintain roadways or multi-use paths
- ☒ Traffic control (e.g., signs and signals) and enforcement
- ☒ Operate public transit service or design and construct transit capital facilities
- ☒ Land use planning and zoning

## Core Planning Responsibilities

The MPO is responsible for four major transportation plans and programs, the Regional Transportation Plan (RTP), the Transportation Improvement Program (TIP), the Unified Planning Work Program (UPWP), and the Public Participation Plan (PPP). In addition, the MPO is responsible for preparing or assisting with other special transportation plans and studies as needed, including the Bicycle Transportation Plan, Transit Development Plan (TDP) and Coordinated Public Transit – Human Services Transportation Plan.

**Regional Transportation Plan (RTP):** The RTP is a fiscally-constrained plan that guides decision-making for the selection and implementation of transportation projects across all modes in the Greater Madison area. It outlines the policies, and the long-range and short-range actions that support an integrated and intermodal transportation system for the effective and efficient movement of people and goods. The planning process involves collaborating with stakeholders

including WisDOT, Dane County, and local communities, resulting in policy, strategy, and project recommendations. The RTP's planning horizon is at least twenty (20) years and the document is reviewed and updated every five years. (23 C.F.R 450.324)

**Transportation Improvement Program (TIP):** The TIP lists all multi-modal transportation projects programmed (i.e., with committed funding) in the Greater Madison area within a five-year time frame. The TIP's primary purpose is to serve as the financial programming document for the MPO. The MPO also includes some planned projects without committed funding for informational purposes as "illustrative" projects. All TIP projects with federal funding or that are regionally significant must be identified in (if involving capacity expansion) or consistent with the goals and policies of the RTP, and all projects receiving federal funding must be included in the TIP. (23 C.F.R. 450.326)

**Unified Planning Work Program (UPWP):** The UPWP identifies specific planning, data, and analysis tasks that the MPO and its partner agencies will undertake in a calendar year. The UPWP is updated annually. A UPWP is a requirement for receipt of Federal Planning funds, which supports the majority of the MPO's work. (23 C.F.R. 450.308)

**Public Participation Plan (PPP):** The PPP identifies the MPO's public participation methods, the strategies for public engagement and outreach, and State and Federal regulations regarding public participation. The PPP is updated every five (5) years, and evaluated annually. (23 C.F.R. 450.316)

The MPO also maintains a **Title VI Non-Discrimination Program and Language Assistance Plan**. Title VI of the 1964 Civil Rights Act (42 U.S.C. 2000d-1) prohibits discrimination on the basis of race or national origin under any program or activity receiving Federal financial assistance, while Executive Order 12898, issued in 1994, entitled "Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations" further extends Title VI protections to low-income populations.

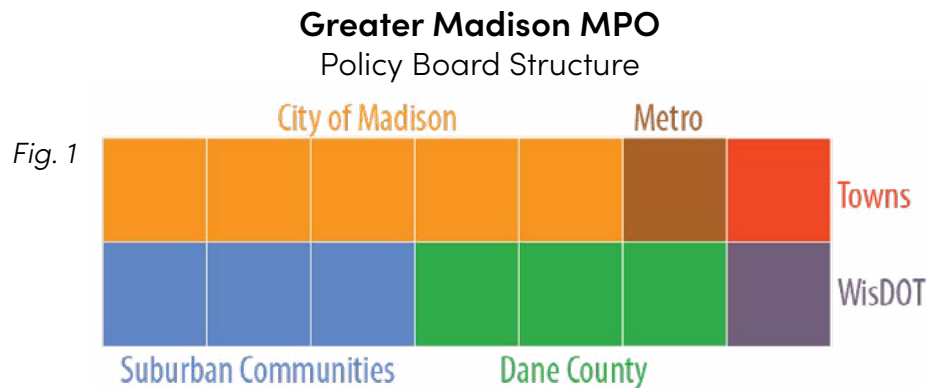


## Organizational Structure

### MPO Policy Board

The MPO is governed by a 14-member Policy Board appointed by the local units of government within the Metropolitan Planning Area, Dane County, and Wisconsin Department of Transportation, as shown in Fig 1. The Policy Board is the decision-making body for the organization. Federal law requires that the Policy Board shall consist of:

- Elected officials;
- Officials of public agencies that administer or operate major modes of transportation in the metropolitan area; and
- Appropriate State officials.



A listing of the current Policy Board members, meeting calendar, and past meeting minutes can be accessed at <https://www.gretermadisonmpo.org/meetings/tpb.cfm>.

### Technical Coordinating Committee

The Technical Coordinating Committee (TCC) is a multi-modal planning advisory and coordinating committee. It includes members representing various agencies or facets of transportation planning and consists of 14 voting members, 5 alternate voting members, and 2 non-voting members representing the U.S. Department of Transportation. While the MPO Board serves as the policy body for the MPO, the TCC reviews, coordinates, and advises on transportation planning matters. MPO staff reviews all draft plans, policies, project recommendations, TIPs, and other documents with the TCC, which then makes recommendations to the MPO Board. The TCC also plays an important information sharing and coordinating role.

A listing of the current TCC members, meeting calendar, and past meeting minutes can be accessed at <https://www.gretermadisonmpo.org/meetings/tcc.cfm>

### Citizen Advisory Committee

The Citizen Advisory Committee (CAC) provides feedback to the MPO board and its staff on matters related to MPO planning activities. Other purposes of the committee are to: (a) provide a “sounding board” for reactions to possible transportation planning policy issues; (b) provide liaison with various other public and/or private interest groups; and (c) provide for a means of feedback on citizen relations to MPO planning issues and to relate this to possible future shifts in planning policy directions. The CAC include representatives of various public and/or private interest groups or interests (e.g., business community), local elected officials, and local citizens.

Anyone interested in becoming a member of the CAC is encouraged to contact the MPO Planning Manager.

A listing of the current CAC members, meeting calendar, and past meeting minutes can be accessed at <https://www.gretermadisonmpo.org/meetings/cac.cfm>.



## Federal Public Participation Requirements

The Fixing America's Surface Transportation Act (FAST Act), the federal surface transportation funding and authorization bill, was signed into law on December 4<sup>th</sup>, 2016 and continues to support previous federal public participation guidelines. The FAST Act was recently extended for a year until September 2021. MPOs are required to develop a public participation plan that identifies reasonable opportunities for the public and all interested stakeholders to be involved in and comment on the contents of the long-range Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). In addition to the RTP and TIP, this Public Participation Plan also outlines public participation requirements and outreach methods for all of the MPO's core planning processes.

The FAST Act also requires that MPOs identify a broad and inclusive list of stakeholders that must be provided the opportunity to comment and be involved in the planning process. These stakeholders, including the general public, affected government agencies, transportation disadvantaged populations, providers of transportation and more are listed in Section 3. MPO's are also required to coordinate with the statewide transportation planning public participation and consultation processes.

Additionally, the FAST Act also requires that MPOs conduct public meetings at convenient and accessible locations at convenient times, use visualizations such as maps and charts to help describe plans, and make public information available in electronically accessible formats. More policies and methods for engaging with the public can be found in Section 4.

## SECTION 2- PUBLIC INVOLVEMENT GOALS

To help achieve broader public understanding and consensus on transportation plans, programs, and projects, the following major goals have been identified for the public participation efforts of the MPO.

**INFORM-** Provide timely, objective information to keep the public informed about Greater Madison MPO's ongoing transportation planning and project programming processes throughout the region.

**INVOLVE-** Create inclusive opportunities for the public to provide comments and feedback for consideration at key decision-making points in the transportation planning and programming process, with an emphasis on actively seeking out input from traditionally underserved populations.

**COMPREHEND-** Broaden the mutual understanding of priorities and concerns of all involved and impacted by the MPO's transportation planning and programming activities.

**ENGAGE-** Collaborate with local communities and other stakeholders in an interactive process to develop a transportation system reflective of the values of the region.

**IMPROVE-** Continuously seek ways to improve information, involvement, and engagement through annual evaluation of the public participation process.

## SECTION 3- IDENTIFICATION OF STAKEHOLDERS

The MPO considers all who live, work, or travel through Dane County as stakeholders potentially effected by transportation planning decisions in Dane County. The following are stakeholder groups that are important participants in the transportation planning and programming process. See Appendix B for a listing of organizations representing one or more of the following stakeholder groups that are included in the MPO contact list.

### **General Public**

All residents and employees of the MPO Planning Area utilize and are affected by the region's transportation system on a daily basis. Persons representing special interest groups often tend to make up a large percentage of those participating in public involvement activities. It is helpful to involve as many members of the general public as possible to get a broader perspective of the "average citizen."

### **Minority and Low-Income Populations**

According to 2014-2018 Census American Community Survey (ACS) five year estimates, the minority population within the MPO Planning Area is around 23% of the total population, while around 18% of households in Dane County are classified as "low-income" (i.e., with incomes less than 150% of the federal poverty level), and 8% of households are autoless.

Minority and low-income populations are protected population groups under Title VI of the 1964 Civil Rights Act (42 U.S.C. 2000d-1), the President's Executive Order 12898, issued in 1994, entitled "Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations", and a subsequent U.S. Department of Transportation order. Title VI prohibits discrimination on the basis of race or national origin under any program or activity receiving Federal financial assistance. The EJ Order further amplified Title VI and added low-income populations to the protected list. The MPO maintains a list of organizations representing or working with racial and ethnic minorities.

### **Limited English Proficient**

According to the 2014-2018 ACS five-year data, around 5% of the Madison urban area's population state that they speak or understand English less than "very well," and of those, over 40% speak Spanish. The MPO adopted an updated Language Assistance Plan on October 7, 2020 that outlines the policies and procedures that will be used to address the needs of LEP persons. This includes provision of interpretive services upon request. The plan is available on the MPO's

web site at [www.greatermadisonmpo.org/about/civilrights.cfm](http://www.greatermadisonmpo.org/about/civilrights.cfm) (2020 Title VI Program, Appendix F) and at its offices at 100 State Street, #400, Madison, Wisconsin 53703.

Title VI of the 1964 Civil Rights Act and Executive Order 13166, "Improving Access to Services for Persons with Limited English Proficiency", requires any agency that receives federal funds to establish a means of including Limited English Proficiency (LEP) persons in the agency's decision making processes and ensuring meaningful access to the information and services the agency provides. The Department of Justice has issued guidelines to assist agencies in complying with this requirement. The steps required to ensure "meaningful access" depend upon a number of factors, including the number of LEP persons that may be impacted, the importance of the service provided, and the resources available to the agency.

### **Elderly, Persons With a Disability, and the Transportation Disadvantaged**

U.S. Department of Transportation planning regulations require MPOs to "seek out and consider the needs of those traditionally underserved by existing transportation systems. . ." In this spirit, the MPO includes the elderly, persons with a disability, and the autoless as additional target population groups for inclusion in public involvement efforts and for transportation needs assessments. The MPO has a contact list of organizations representing the elderly and persons with disabilities as well as agency staff working with these groups. According to 2012-2016 ACS estimates, 12% (61,555) of Dane County's population was aged 65 and over; 5% (23,365) were aged 75 and over. These populations are expected to increase substantially, with the over-65 population doubling from 10% of the population in 2010 to 20% in 2040. The 2016 5-year ACS also estimated that 9% of Dane County's non-institutionalized population experienced a disability; 29% of the population 65 or older experience a disability. The 2014-2018 ACS estimates that over 7% of Dane County's population lives in a household without access to an automobile.

### **Transportation Providers**

These stakeholders include public agencies and private companies administering or providing passenger transportation (fixed-route bus, paratransit, shared-ride taxi, intercity bus) and freight transportation (rail, truck, air) services. Representatives of these agencies and companies are included in the MPO's contact lists, which are updated continually. A notice with the listing of transit projects in the draft TIP is sent out to representatives of these agencies and private transportation providers for comment each year in accordance with federal regulations.

### **Local Jurisdictions and Public Agencies**

The MPO transportation planning process needs to be coordinated with local, county, and state transportation planning and other planning activities affected by transportation, including land use growth, economic development, safety/security operations, and environmental protection. Thus, local, county, state, and federal officials and agency staff are important stakeholders. The FAST Act continues to place an emphasis on consultation and coordination with these officials and staff. Local, county, and WisDOT planners and engineers are represented on the MPO's Technical Coordinating Committee (TCC). The MPO also maintains a contact list of chief elected local officials and all city alders and village board trustees. The MPO list of public agency staff includes state and federal agencies responsible for agricultural and natural resource conservation, workforce development, public health, environmental protection, historic preservation, safety/security operations, and Indian Tribal government staff.

### **Private Businesses, Special Interest Groups, and Other Organizations**

Special interest groups are another group of stakeholders. Representatives of these organizations are helpful to the planning process by bringing particular perspectives and extensive knowledge of their issue areas. Some of these groups or organizations are represented on the MPO's Citizen Advisory Committee. Examples of these groups include: bicycle, pedestrian, and transit advocacy organizations; chambers of commerce; environmental organizations; League of Women Voters; and neighborhood organizations. The MPO maintains contact lists of these organizations, which are updated periodically.

## **Coordination With Other State and Local Planning Efforts and Public Involvement Activities**

The planning efforts and public involvement activities of the MPO (including those in particular for the RTP) will be coordinated with those of WisDOT, Dane County, and local units of government in the MPO planning area. This will ensure consistency between plans, make the best use of staff resources and citizens' limited time for public involvement activities, and avoid confusion about the different plans. Most notably, the MPO has worked with the Capital Area Regional Planning Commission (CARPC) to coordinate the timing of the upcoming RTP update with CARPC's update of the Regional Development Framework, which serves as an important input to the RTP. A number of communities have also recently completed or are in the process of completing their comprehensive plan updates. WisDOT has an effort titled Connect 2050 to create an updated state transportation policy plan, which is also on a similar timeline as the RTP update.

The MPO consults and coordinates with federal, state, and county agencies responsible for planning activities affected by transportation. Such coordination will be achieved through a variety of mechanisms, including:

- MPO Technical Coordinating Committee and ad hoc plan/study committees;
- MPO Board and staff participation on advisory committees for WisDOT, Dane County, and other regionally significant plans and studies (e.g., major corridor/feasibility studies);
- MPO staff assistance with public involvement activities for WisDOT, Dane County, and other regionally significant plans, studies, and projects;
- MPO staff monitoring of state, county, CARPC, and local land use/transportation planning activities and others affected by transportation; and
- Comparison of the RTP and TIPs, as they are developed, with the plans, maps, and inventories developed by state, county, CARPC, Indian Tribal, and private agencies responsible for transportation planning and activities affected by transportation (see Sections regarding consultation with public agencies in development of the TIP and RTP respectively).



## SECTION 4- PUBLIC INVOLVEMENT METHODS

The MPO uses a wide variety of outreach and engagement methods to reach and interact with the stakeholders identified in Section 3. The various methods and tools the MPO may use to accomplish the public participation goals listed earlier are detailed below, as funding and resources permit. These methods are also summarized by plan type in Figure 2, which further categorizes methods as primary or supplemental methods. Primary methods include traditional outreach and engagement methods, which are “tried and true” and often expected by stakeholders. Supplemental methods will be used to further enhance traditional engagement methods, and will be utilized based upon need or request as time, funding, and logistics allow. The MPO seeks to balance traditional, in-person engagement and tools with innovative digital methods as well. The following listing of methods is not intended to be exhaustive, and the MPO may facilitate or participate in other public involvement opportunities that may not be known or available at this time.

**MPO Web Site:** [www.GreaterMadisonMPO.org](http://www.GreaterMadisonMPO.org)

The MPO website provides up-to-date information on the following:

- Policy Board and committee meeting schedules, agendas, minutes, and other important notices
- Current and past plans, projects, and publications
- GIS data and maps (e.g., roadway functional classification system, traffic counts and growth, bicycle map, in static pdfs and interactive maps)
- Links to related agencies, project-specific sites, and other resources



The website is used both as a communication tool and as an avenue for receiving public input during the transportation planning and programming processes. There is a general online comment form, as well as contact information for all MPO staff.

### Email Notifications

MPO staff maintains a database of contacts, which serves as the foundation of e-mail and mailing lists. Email is the preferred communication method by the MPO in order to assure immediate receipt and to conserve materials, staff time, and postage costs. Efforts will be made to continue to build upon the MPO's current e-mail and mailing lists, to reach as many people as possible, including under-served populations. The MPO's e-mail and mailing lists include stakeholders identified in Section 3, including neighborhood associations; community, business, environmental, and other interest groups; elected and appointed officials; public agencies; and other interested citizens. Most correspondence sent to chief elected officials is also be copied to the municipal clerks to ensure that all local elected officials receive the information. The mail and e-mail lists will be used to announce upcoming meetings, distribute public informational materials, provide information about the MPO's activities, and identify potential citizen advisory committee members. The lists may also be used for questionnaires/surveys and flyers. In addition to using the lists of other city and county agencies, the mailing lists will be built up through meeting sign-in sheets, phone call logs, and email correspondence. Anyone wishing to be added to the email distribution list can contact the MPO.

### Public Involvement Meetings and Open Houses

Public involvement meetings will be held throughout the metropolitan area at various stages of transportation planning and program development. Public meetings allow MPO staff to present and illustrate information, alternatives, and recommendations and are a primary vehicle for receiving public comment.

Public meetings will be held at times and in areas convenient to potentially affected citizens. Convenient time generally means in the evening after typical work hours, but other times will be considered. Most meetings will be held in locations with convenient access by transit and bicycle as well as by car. However, in the interest of holding meetings throughout the MPO planning area, this will not always be possible. The locations of all meetings will be in locations that are accessible by persons with disabilities. At least one meeting in each



Fig. 2- Public Engagement Methods by MPO Planning Process

Public Engagement Methods	General MPO Outreach	RTP	TIP	UPWP	PPP	Title VI & EJ	Coordinated Plan	TDP	Bicycle Plan	RoundTrip Program
MPO Website	●	●	●	●	●	●	●	●	●	●
Email Notifications	●	●	●	●	●	●	●	●	●	○
Public Involvement Meetings & Open Houses	○	●							●	
Public Hearing		●	●							
Advisory Committee	●	●	○				○	●	●	●
Fact Sheets & Brochures	●	●	○	○	○	○	●	○	●	●
Social Media	●	●	●	●	●	●	●	●	●	○
Newsletter	●	●	●	●	●	●	●	●	●	●
Media Outreach	●	●	●				○		●	○
Focus Groups & Workshops		○			○		○	○	○	
Webinar Series	○	○					○		○	○
Surveys	○	●		○	○		●	○	●	○
Presentations to Local Committees, Civic Groups, and Organizations	○	●	○				○	○	○	●
Community Event Tabling & Information Booths	○	○						○		○
Videos	○	○								○
Forums/Conference	○						●			○
Emerging PE Tools	○	○						○	○	○
Update Schedule	Continuous	5 Years	Annually	Annually	5 Years	3 Years	5 Years	5-10 Years	10 Years	Continuous
Public Comment Period	N/A	30 Days	30 Days	30 Days	45 Days	30 Days	30 Days	30 Days	30 Days	N/A

● PRIMARY METHOD

○ SUPPLEMENTAL METHOD (Based on need and request)

The methods listed above are based upon methods used for each of the MPO'S planning efforts in the past, planned strategies for upcoming planning processes, or identified during the 2020 MPO Rebranding Survey and Focus Groups. The methods listed in the table above are subject to change based on best practices and the evaluation of the methods moving forward. Other plans or projects that the MPO may be involved in that are not listed here will use a variety of the public participation methods listed above as appropriate.

RTP- Long Range Transportation Plan; TIP- Transportation Improvement Program; UPWP- Unified Planning Work Program; PPP- Public Participation Plan; EJ- Environmental Justice; Coordinated Plan- Coordinated Public Transit-Human Services Plan; TDP-Transit Development Plan

series will be held in an area with a concentration of environmental justice populations. Public involvement meetings may also be held virtually. For the upcoming RTP update, all meetings will need to be held virtually until the COVID-19 pandemic is addressed and in-person meetings are safe. Even after this, the MPO will likely hold at least one in a series of meetings virtually to broaden access for people who don't have the time, ability, or desire to attend an in-person meeting. In that case, the meeting will be recorded and posted in order to allow people to watch at a time convenient for them.

Flyers will be used to announce RTP and other selected meetings. The flyers will be produced in a digital format and distributed via e-mail to the MPO's e-mail list. Special interest groups may request a digital copy of a flyer from the MPO. The meeting flyer will generally contain a brief description of the purpose of the meeting(s), the time(s) and location(s), and contact information and the website address where additional information can be obtained.

The format of the meetings will vary, but will typically include "open houses," small group discussion, and large group question/answer or comment sessions.

### Public Hearings

The Board shall schedule and hold public hearings on all items required by law (e.g., Regional Transportation Plan, Transportation Improvement Program) and may hold public hearings on any other matters. Public hearings are meetings where the public is invited to provide on the record comments and testimony before the MPO on an issue. Participants may also submit written comments as part of the public hearing process. As outlined in Section 6, public hearings are a required component before the formal adoption of many MPO plans.

### Advisory Committees

The Citizen Advisory Committee (CAC), as described in the Introduction, provides feedback to the MPO board and its staff on matters related to MPO planning activities. The CAC makes recommendations on MPO plans and other feedback on general transportation matters. The MPO typically also creates ad hoc advisory committees for major plans such as the Regional Transportation Plan, Transit Development Program, and Bicycle Plan. These ad hoc plan or study committees are typically comprised of a mix of agency staff,

elected officials, and citizens depending upon the plan/study.

To encourage participation on its citizen advisory committee and any other ad-hoc advisory committees, the MPO will continue to reach out to community, ethnic and faith-based organizations to connect with all populations. In addition, the MPO strives to find ways to make participating on its committees convenient. This includes scheduling in-person meetings after traditional weekday daytime work hours and in locations with good transit service (e.g., downtown) and in or near neighborhoods with a high concentration of minority and low-income populations

### Fact Sheets and Informational Brochures

Fact sheets and other informational brochures will be used to provide easily digestible formats, including but not limited to the use of graphics or other visualization techniques. Fact sheets can be distributed at meetings, on the MPO website, and through other avenues.

### Social Media

The MPO maintains a Facebook page which can be viewed at <https://www.facebook.com/GreaterMadisonMPO>. The MPO posts announcements, meeting notices, and general interest posts on Facebook. The MPO is actively working on increasing its reach and following on social media, and frequently partners with other organizations to share relevant content. The MPO may explore other social media channels in the future.



## E-Newsletter

The MPO publishes its digital newsletter “Connecting the Region” 3–4 times a year. The newsletter contains information about current transportation planning initiatives, upcoming projects, the MPO’s TDM program, and regional transportation news. Project specific newsletters may be considered in the future.

The newsletter is sent out by email to subscribers, and also posted on the website and Facebook. There is an option to sign up for the newsletter on the MPO website, as well as options for signing up during open houses and other meetings.



## ARTICLES

Madison Region Remote Work Survey: COVID-19 Impact

COVID-19 Impacts Regional Traffic

Big Data Helps MPO Understand Travel Patterns in the Greater Madison Area

Refinements to East-West Bus Rapid Transit Considered

DRAFT 2021-2025 Transportation Improvement Program Available for Review and Comment

Regional Transportation Plan Update

CARPC: Planning for Future Development in the Capitol Region

## ABOUT US

Greater Madison MPO

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## Introducing the Greater Madison MPO

*Connecting People, Places & Opportunities*

You may have noticed that something's changed... as the newly minted Greater Madison MPO (formerly Madison Area Transportation Planning Board), we are excited to share the results of our recent rebranding!

We initiated this process as a big step toward improving public awareness and understanding of the MPO's role and resources within the region. The results and feedback we gathered will help us draw better connections to the everyday things that people value most, and will inform our approach to future engagement processes such as the Regional Transportation Plan update that will begin in early 2021.

As part of the rebrand, we also defined a forward-thinking mission and vision to guide our work in the region, and teamed with the Capital Area Regional Planning Commission to further connect our two regional planning agencies with coordinated brands.

Finally, our transportation options program, Rideshare Etc., received an exciting facelift and will be introduced publicly as RoundTrip in 2021.

We are grateful to everyone who assisted us in this journey and we look forward to bringing our new identity to life in the coming weeks and months. We updated our website and Facebook page to reflect the new MPO name and logo, and additional improvements are planned for the future.

## Greater Madison MPO's COVID-19 Response

Like many organizations, the MPO office remains closed to the public due to COVID-19. Our staff will continue to work remotely part- or full-time to help protect the health of our community, and we are committed to providing the same dependable level of service that you are accustomed to. While our phones are monitored, the best way to reach us during this time is via email. If you have any questions or requests, please visit our [staff page](#) for a complete list of contact information.

## Media Outreach

Various media strategies will be employed to generate public interest and disseminate information as widely as possible. These may include press releases to local media (newspaper, television, radio), editorial board meetings, public service announcements (PSAs), social media, and possibly videotaping of some meetings. Daily and weekly newspapers may be solicited for publishing supplements with information about the draft RTP. Placement of ads or other announcements in minority publications in English, Spanish, Hmong, and Traditional Chinese will also be considered.

## Focus Groups and Workshops

Focus groups are small groups of stakeholders brought together for a facilitated discussion to provide more in-depth feedback on a topic or plan, and gather user specific comments and concerns. Focus groups may also participate in workshops using small group exercise and discussion questions. These methods are helpful to engage targeted stakeholder groups such as environmental justice populations and vulnerable roadway users to ensure that all voices are part of the planning process.

## Webinar Series

In partnership with the Capital Area Regional Planning Agency (CARPC), the MPO is developing a recurring webinar series featuring local land use and transportation planning issues.

## Surveys

Surveys will be considered when specific input from the public is desired. Surveys can be used to assist in making decisions that reflect the values, priorities, and desires of area citizens. These will typically be online surveys, but paper surveys, phone surveys, and other methods may be used as needed or requested.

## Presentations to Civic Groups, Local Transportation Committees, and Other Associations

Presentations will be given to or meetings held with organizational groups and associations, upon request. Depending upon the nature of the request, these presentations may focus on specific planning initiatives, or be more general and educational in nature. In addition, those groups and associations that have newsletters will be identified, and announcements and information sent to them to expand the impact of the MPO's communication outreach efforts.

### **Community Event Tabling/ Information Kiosks**

The greater Madison region has numerous festivals, markets, and community events happening all year round. These events are a great opportunity to interact with residents, allowing the MPO to go to them instead of asking them to come to MPO meetings. Booths may include informational handouts and interactive activities.

### **Videos**

Videos and other recorded materials may be produced to promote ongoing plans or studies, to inform and/ or educate the public and stakeholders about planning activities, or encourage stakeholder involvement. Given the high cost and staff time and expertise to produce, these would only be considered for major planning efforts, as appropriate.

### **Forum/Conference**

The MPO received considerable feedback during the agency rebranding initiative from community leaders, technical staff, and other agencies and organizations that forums or conferences focusing on regional issues and needs is highly desired to facilitate the sharing of information and resources. The MPO will investigate opportunities to host a regional transportation forum in the future or a land use and transportation forum in partnership with CARPC.

### **Emerging Public Engagement Tools**

In an increasingly digital world, new online tools and applications for engaging the public, gathering feedback, and sharing information are constantly emerging. The MPO will stay up to date on these emerging tools, and will seek to find opportunities to pilot new or innovative outreach methods as appropriate.

## **Inclusive Participation: Title VI and Environmental Justice**

The MPO is committed to ensuring that all persons, including minority and low-income populations and those with a disability or language barrier, have meaningful opportunities to participate in the MPO's transportation planning and programming processes. The MPO will strive to address environmental justice issues at all stages of the planning process. This includes implementing the following strategies

to reduce participation barriers for these traditionally under-served groups in attempting to engage them in the decision-making process:

- Representatives of minority, disability, and low-income groups will be identified and an effort will be made to include them on the board and citizen advisory committee and in MPO mailings.
- Whenever possible, meetings will be held at locations accessible to persons with a disability, bus riders, and bicyclists, and that are convenient to neighborhoods with a concentration of minority and low-income persons.
- Translators/interpreters will be provided for meetings, if requested.
  - A statement is included at the bottom of all meeting notices in English, Spanish, Hmong, and Traditional Chinese indicating that an interpreter, materials in alternate formats, or other accommodations will be made available, if requested at least 48 hours prior to the meeting.
- Information, including meeting notices and press releases, will be provided to minority news media.
- For RTP and other selected meetings, digital format announcement flyers in English and Spanish will be distributed via e-mail to the MPO's e-mail list and to special interest groups representing minority and low-income populations.
- The RTP Executive Summary and other documents may be translated and made available in Spanish, Hmong, and Traditional Chinese on an as-practical and reasonable basis.
- Vital documents, as identified by the Title VI plan, are published in Spanish, Hmong, and Traditional Chinese.

The MPO has an adopted Language Assistance Plan that outlines the policies and procedures that will be used to address the needs of LEP persons. This includes provision of interpretive services upon request. The plan is available on the MPO's Web site and at its offices.

A summary of the MPO's methodology for identifying Environmental Justice Priority Areas is included in Appendix C.







# SECTION 5- ENSURING PUBLIC PARTICIPATION IN THE GREATER MADISON REGION

## Proactive Public Involvement Process

The goals and various components of the public participation program, including the structure of special advisory committees, and the scheduling of public information meetings and hearings at key decision points in the TIP, RTP, and other planning processes, are designed to provide a public involvement process that is proactive. Efforts will be made to provide information in a timely manner with reasonable public access to technical and policy information. This includes those groups that are traditionally under-served by existing transportation systems.

When significant written and oral comments are received on the draft RTP, other major plans, or the TIP, a summary, analysis, and report on the disposition of comments will be prepared and made a part of the final document.

Whenever possible, MPO public involvement processes will be coordinated with statewide, county, and local planning and public involvement processes to enhance public consideration of the issues, plans, and programs.

### Access to Technical and Policy Information and Planning Documents

MPO staff are available during business hours to discuss technical and policy information with interested members of the public. By prior arrangement, MPO staff are available to meet with or provide presentations to groups or organizations or local transportation related commissions after normal business hours. The MPO maintains a library of past and current area transportation planning studies and transportation-related information, maps, and materials that are available for review during normal business hours. Copies of studies, maps, and other materials are available from the MPO's website and/or from staff for the cost of reproduction and postage. Draft and final plans and TIPs are available for review on the MPO website and at the MPO office. Copies of the final RTP will also be available at selected libraries in the metropolitan area.

When requested from the public, efforts will be made to make available documents or portions of documents in alternative formats or languages, including Spanish, Hmong, and Traditional Chinese.

## General Public Involvement Policies and Procedures

### MPO Policy Board Meetings

The MPO Policy Board is the decision-making body for the organization. Action on matters such as official plans, projects, funding decisions, and other matters brought before it are discussed and voted on at MPO Policy Board meetings.

### Public Notice, Accessibility, and Conduct

All meetings are publicly noticed with both the City of Madison and Dane County. Agenda and meeting packets are posted on the [MPO website](#). Meetings are located in a place that is accessible to all persons, and conducted in conformance with Sections 19.81 to 19.98 of the Wisconsin Statutes, which set forth the public policy and requirements for open meetings of governmental bodies. Accommodations will be made for persons with disabilities if the attendee gives advance notice of a need for an interpreter, materials in alternate forms, or other accommodations to access the meeting. With a minimum of 48 hours' notice prior to a public meeting the MPO can make a digital recording of the meeting available to those that request the recording.

### Meeting Schedule

The MPO Policy Board generally meets monthly on the first Wednesday of the month, currently at the Madison Water Utility Building, located at 119 E. Olin Ave., Madison, WI 53713, beginning at 6:30 p.m.<sup>1</sup> When there are insufficient agenda items for a meeting, the meeting may be canceled at the discretion of the Chair. If the regular meeting date is on or near a holiday, the meeting will be rescheduled or canceled.

In order to improve coordination of MPO and local planning efforts, increase the visibility of the MPO, and improve access to the MPO for non-Madison residents, the MPO Policy Board will periodically hold its regular meeting in different communities around the metropolitan area. The agenda for these meetings will include presentations and discussion on MPO planning activities and local community plans and issues.

<sup>1</sup> Meetings have been held virtually during the COVID-19 pandemic and will continue to be until in-person meetings are determined to be safe by public health officials.

*Special meetings* may be held as needed and may be called at any time by the Chair. The public notice, accessibility, and conduct of the special meeting shall still meet state requirements for open meetings. *Joint meetings* may be held with other agencies, committees, or commissions on items of mutual interest.

### **Virtual Meetings**

Virtual board meetings and public hearings are permissible where public health orders or guidance recommend against in-person meetings due to a pandemic or other health emergency.

Virtual board meetings may also be permissible in rare occurrences for a short, generally one item agenda meeting to address an urgent, non-controversial matter (e.g., minor TIP amendment).

In circumstances where virtual meetings are authorized and held, the meeting information will be posted on the MPO website at the time that the agenda is posted with details on how the public can access the meeting. Meeting information will also be distributed electronically.

### **Meeting Agenda**

Meeting agendas shall be prepared by the MPO Planning Manager in consultation with the Chair. Items for the agenda, accompanying information, and written communications intended for consideration as part of an agenda item should be received by the MPO Planning Manager no later than ten (10) days prior to the scheduled meeting. However, written communications received after this deadline will be reported and provided to the board at the meeting or emailed to the board.

All agendas and accompanying information packets shall be mailed to Board members and posted on the MPO's website no later than five (5) days in advance of the scheduled meeting. An email list for the meeting notices with link to the meeting packet is maintained by the MPO. Individuals and agencies may request to be added to the email list to receive MPO Board meeting notices.

### **Public Comment**

Persons wishing to speak on an agenda item must register and give the registration form to the MPO Chair, preferably, before the item comes up on the agenda. The agenda also includes a public comment

opportunity for items not on the agenda, such as introducing an issue that the person would like the MPO Policy Board to consider at a future meeting.

## **Public Hearings**

### **Public Notice and Comments**

Reasonable effort shall be made to notify affected local units of government, other stakeholders, and the general public of hearings through posting on the MPO website, emailing of notices, social media posts, through the news media, and by other means as necessary.

Persons wishing to speak at a hearing must register and give the registration form to the MPO Chair, preferably before the start of the hearing. The time limit for comments at a public hearing is five (5) minutes per person. Questions of the speaker may occur following the speaker's presentation. The board will not engage in discussion or debate with the speakers. Further questions will be held until after all public comments are completed.

### **Conduct and Record of Hearing**

At the beginning of the hearing, the Chair shall briefly identify the subject(s) under consideration and instruct the public on how the hearing will proceed. MPO Staff may give a presentation on the subject, if deemed appropriate. Board members may then ask questions or pose questions during the presentation by permission of the Chair. Public comments will then be allowed. A record of the names, addresses, and positions (if relevant) of those appearing shall be made. If questions by the public are permitted, they shall be directed to the Chair. Any member of the Board may question a speaker on their statements.

# SECTION 6- INDIVIDUAL PLAN REQUIREMENTS

## Regional Transportation Plan

A key responsibility of MPOs is the preparation and maintenance of a long-range Regional Transportation Plan (RTP). The RTP includes long-range and short-range strategies or actions that lead to the development of an integrated, multi-modal transportation system to facilitate the safe and efficient movement of people and goods.

Federal law requires RTPs for air quality attainment areas such as the Madison area to be updated every five years. On April 5, 2017, the MPO adopted the **Regional Transportation Plan 2050 for the Madison Metropolitan Area**, the current RTP. RTP 2050 was amended on December 5, 2019 to add the West Beltline Dynamic Part-Time Shoulder Use project, and again on August 5, 2020 to add the East-West Bus Rapid Transit and Satellite Bus Garage projects to the fiscally constrained plan. The MPO has begun work on the next RTP update, which is due in April 2022. Public engagement activities for the RTP update will begin in early 2021.

### Planning Process and Outreach

The full range of the public participation plan elements described in Section 3 to educate and involve the public will be utilized throughout the planning process for all regular plan updates.

A detailed program and generalized schedule of public participation activities for the RTP update will be developed by early 2021. The general process for preparation of RTP updates will generally involve the phases shown in Figure 3.

### Consultation with Public Agencies

The MPO will consult with Federal, state, and county agencies responsible for planning activities affected by transportation throughout all phases of the planning process for the regional transportation plan, particularly starting with Phase II of the process consisting of analysis of transportation needs and alternatives. The MPO has developed a list of staff contacts for these agencies, which include those responsible for environmental protection, natural resource conservation, historic preservation, and agricultural resource preservation. Information on the draft plan and public

Fig. 3 RTP Development and Outreach Phases



involvement process will be provided to the agency staff contacts. An opportunity will also be provided for agency staff to meet with MPO staff as a group or individually either at the MPO office or virtually.

The consultation process will focus on the purpose and need for proposed transportation improvements and environmental or other resource impacts associated with them. As part of the environmental assessment and consultation process, a map of proposed capacity expansion transportation projects will be overlaid on maps of natural and historic resources. In addition, an assessment will be conducted using the MPO's geographic information systems (GIS) database to determine what environmental features or areas fall within the buffers. A table will be prepared identifying those resource features that fall within the buffer zones of each project. This early environmental screening will identify projects that have the potential to negatively impact the natural and built environment with the intent of preventing or minimizing the impacts and notifying implementing agencies of the possible impacts.

#### **Public Notice and Comment**

The following is the public notice and comment process for updates and amendments to the RTP:

1. A public notice will be distributed via e-mail to local units of government and contacts lists of stakeholders identified in Section 2.0 to begin a 30-day comment period.
2. The public notice and a copy of the draft RTP update or amendment will be posted on the MPO's website.
3. A public hearing notice will be posted on the MPO's website.
4. A public hearing will be held before the MPO Policy Board at the end of the comment period. Comments received on the plan prior to the hearing and any proposed revisions based on the comments will be communicated to the board. Any comments received at the hearing will be recorded in the minutes, which is standard practice for any public hearing.
5. The RTP update or amendment will be adopted by the MPO Policy Board with any revisions based upon all of the comments received.
6. The final RTP report will be published and posted on the MPO's web site.
7. A summary of all significant comments received and responses to them will be incorporated into the final RTP report.

## **Transportation Improvement Program (TIP)**

The Transportation Improvement Program (TIP) is the annual effort to specify a coordinated, multi-modal transportation program that includes the full range of transportation improvements scheduled for implementation during the next five-year period, and is the mechanism to list projects with committed Federal funding. This coordinated listing is prepared as a cooperative staff effort by the Wisconsin Department of Transportation (WisDOT), Dane County, and local implementing agencies and the staff of the MPO, and is primarily based upon capital improvement programs and budgets.

The TIP must be consistent with the MPO's long-range regional transportation plan (RTP), include all transportation projects in the metropolitan planning area that are proposed for Federal funding, all regionally significant projects regardless of funding source, and cover at least four years of programming.

#### **Procedure, Schedule, and Outreach**

For information and coordination purposes, the MPO lists projects within the entire Dane County area, and covers five years of programming. All major projects are listed regardless of whether Federal funding is being used. Projects being considered, but without committed funding at current time are also included for informational purposes.

Implementing agencies submit their listings of proposed projects to the MPO staff to coordinate into a comprehensive listing of proposed major transportation improvements, with indications of project limits, project type and scope, cost, timing, etc. MPO staff works with WisDOT Southwest Region, Dane County, municipal, and Metro Transit staff to clarify any questions about projects and review any discrepancies in the project listings submitted by these agencies for inter-jurisdictional and Federal and/or state funded projects. An annual meeting is held with WisDOT, county, and City of Madison staff to discuss any issues and resolve discrepancies.

The draft TIP with the project listings is then prepared. The draft TIP includes maps of the major transportation projects in the MPO planning area and outer county areas. Capacity expansion projects are highlighted. The draft TIP also includes an environmental justice



analysis and an analysis of the impact of programmed projects in helping achieve federal performance measure targets, a requirement of the federal transportation system management process.

The draft TIP is posted on the MPO's website. A notice regarding the availability of the draft TIP is emailed to the chief elected officials of local units of government and clerks, Dane County Executive and supervisors, county and local transportation committees, WisDOT, Metro Transit, staff of public agencies responsible for planning activities affected by transportation, the MPO's technical and citizen advisory committees, neighborhood organizations, and others for review and comment. Anticipated transit and specialized transportation projects are sent to private transit operators in the county for comment. A minimum 30-day public comment period is provided.

During the public comment period, MPO staff are available to meet with or answer questions from local staff or members of the public. A public hearing notice is posted on the MPO website at least seven days prior to the public hearing on the draft TIP. The notice indicates that the City of Madison (Metro Transit) relies on the public involvement process associated with the TIP to satisfy the public participation requirements for development of the Transit Program of Projects required under the Federal Transit Administration's Section 5307 Urbanized Area Formula Program.

MPO staff provides responses to comments received and the comments and responses are included as an appendix in the final TIP report. If the final TIP differs substantially from the version that was initially made available for public comment, a notice and additional reasonable opportunity for public comment will be provided. A substantial change includes any change that would be considered a "major amendment," including the addition or deletion of a regionally significant project or a substantial change in the cost or design concept or scope of such project.

Following action by the MPO Board, the final TIP document is submitted to appropriate state and Federal agencies as an indication of transportation improvement projects anticipated to be undertaken in this area. By following this process annually, an up-to-date program of transportation projects is assured.

A summary of the timetable and public review opportunities for the TIP is shown in Figure 4.

### Consultation with Public Agencies

Appropriate staff of Federal, state, and county agencies responsible for planning activities affected by transportation are included on the list of those receiving the notice regarding the availability of the draft TIP for review and comment. If requested, a hard copy of the TIP will be sent. These agencies include those responsible for environmental protection, natural resource conservation, historic preservation, and agricultural resource preservation. MPO staff will add any agency staff that indicate an interest in reviewing the TIP to the MPO mailing list. MPO staff will meet with staff of these agencies upon request.

### TIP Amendments

Revisions to the TIP often occur between the scheduled annual updates. There are two types of revisions: (1) administrative modifications; and (2) amendments. The definitions and procedures for each are outlined below:

**Administrative modifications** are minor revisions, including:

- Minor change (less than 5%) in project or project phase costs;
- Minor change in funding sources of programmed project(s); or
- Minor change to project or project phase initiation dates.

Fig. 4 Annual TIP Development Schedule

<b>April</b>	<ul style="list-style-type: none"> <li>• Provide notice to local units of government and general public, including request for proposed projects and submittal deadline</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• Project submittals due</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• Preliminary review of scored project applications for STBG Urban funding (odd years)</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• Draft TIP released, available on MPO website for review</li> <li>• Preliminary review of projects at MPO committee meetings</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• Public hearing on Draft TIP</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• TIP approved by Policy Board</li> <li>• Includes summary of public comments recieved</li> </ul>



Provided such a revision does not necessitate redemonstration of fiscal constraint, the procedure for administrative modifications includes approval by the MPO Planning Manager/Director who then sends a letter to appropriate FHWA/FTA, WisDOT Bureau of Planning, WisDOT SW Region, and project sponsor staff notifying them of the TIP modification, with a copy included in the TIP file.

**Amendments** are revisions to federally funded projects listed in the TIP that involve a major change, including:

- Addition of a project to the first four years of the TIP;
- Deletion of a project from the TIP or moving it out of the first four years of the TIP;
- Major change to the initiation date of a project or project phase; or
- Major change in the design concept or scope or limits of a project.

Amendments require provision for public review and comment, a resolution by the MPO Board, and submission to WisDOT and FHWA/FTA for approval and incorporation into the State TIP. Amendments also require a redemonstration of fiscal constraint. Amendments are categorized as minor or major with different procedures for each.

**Minor amendments** include:

- Addition or deletion<sup>1</sup> of system preservation projects (e.g., street resurfacing or reconstruction without additional travel lanes, replacement of buses) that do not involve a major capacity expansion, are not regionally significant, and do not exceed the cost threshold for major amendments outlined below;
- Substantial change in the design concept or scope or limits of a system preservation project such that the original project description is no longer reasonably accurate;
- Substantial change in funding for a project that impacts the funding for other projects within the first four years of the TIP, forcing any project out of the 4-year TIP window.<sup>2</sup>

The process for minor TIP amendments is to provide advance notice of the amendment action by including a listing of the project changes under the TIP amendment resolution agenda item for the upcoming

<sup>1</sup> Addition or deletion includes moving federal project funding in or out of the four-year project window of the TIP.

<sup>2</sup> The MPO prepares a five-year TIP, but the FHWA and FTA consider projects in the fifth year to be informational only.

MPO Policy Board meeting. An opportunity for public comment is provided prior to action by the board. The amendment is also included in the posted meeting packets and reviewed with the MPO's technical and citizen advisory committees prior to MPO Board action if the committee meeting schedules allow.

**Major amendments** include:

- Addition or deletion<sup>4</sup> of a major capacity expansion project of a regionally significant project;
- Substantial change in the design concept or scope limits of a major capacity expansion project or regionally significant project such that the original project description is no longer reasonably accurate;
- Change in the funding of a project or project phase (including adding or deleting a project<sup>4</sup>) exceeding 10% of total Federal funding programmed in the MPO Planning area for the calendar year or \$7 million, whichever is less;
- Addition or deletion<sup>4</sup> of a project involving STBG-Urban funding; and
- Change in the cost or implementation schedule of a project or project phase involving STBG-Urban funding that impacts the funding available for or timing of other STBG-Urban projects.

**Major capacity expansion projects** include:

- Construction of a new regional arterial or collector roadway on new alignment;
- Reconstruction of an existing regional arterial or collector roadway to provide additional general purpose travel lanes for a significant distance;
- Construction of new interchanges;
- Conversion of an expressway to a freeway; and
- Construction of fixed-guideway or other priority (rail, bus rapid transit, dedicated bus lanes) transit facilities.

**Regionally significant projects** include:

- Roadway capacity expansion projects on the designated regional arterial system;
- Transit projects involving a fixed-guideway or other priority transit facility; and
- Major projects directly serving a regional employment/activity center or an airport (e.g. new roadway construction).

The process for major amendments is to send out a notice to local officials and others included in the notice for the annual TIP update and post the memo and public hearing notice on the MPO website. A 30-day public comment period will be provided and a public hearing held before the MPO Policy Board prior to adoption.

### **Annual Listing of Obligated Federally Funded Projects**

The MPO will annually make available to the public a listing of federally funded projects for which funding was obligated in the previous year. When the complete listing of obligated federally funded projects is available from FHWA and FTA, it will be posted on the MPO's website. This generally occurs by the end of the first quarter of the following year. In addition, the MPO includes an appendix to the final TIP, which lists the status of all major programmed projects scheduled for construction or implementation in the previous year.

## **Unified Planning Work Program (UPWP)**

The Unified Planning Work Program outlines the transportation planning priorities and work tasks that will be performed by the MPO. This is an annual work program that is updated yearly.

### **Procedure, Schedule, and Outreach**

The MPO receives notification from WisDOT in August announcing the federal, state, and local funding allocation available for the next year's eligible planning activities.

The MPO develops the UPWP in accordance with the [WisDOT UPWP Guidance document](#) (2017). The MPO Planning Manager notifies local agencies, and solicits input for program development. The draft UPWP is released in October following review and approval by the MPO Policy Board initiating a thirty (30) day public comment period. The draft UPWP is presented at the TCC and CAC meetings for their review and recommendation.

The final UPWP must be approved by the MPO Policy Board in November before submittal to WisDOT and USDOT for approval. FHWA and FTA are responsible for coordinating their review of the UPWP and issuing a joint concurrence for approval of the final UPWP.

### **Amendment Requirement Thresholds**

If unanticipated changes in funding or work activities occur during the calendar year, the UPWP may need to be amended, which requires approval from the MPO Policy Board. The magnitude of the change determines the need for an amendment.

UPWP Amendments will be required if it becomes necessary to:

- Add additional funds to perform existing or additional work program activities;
- Reduce funds or delete work program activities;
- Transfer funds from one Work Program element to another, in an amount equal to or greater than 10% of the total work program budget;
- Request an extension of the period of availability of funds to complete activities and spend the funds in the following year.

Amendments are also required if there is a significant change in work activities. The following are examples:

- Change from having staff perform work program activities to hiring a consultant to perform work program activities; and
- Significant change in the scope of work activities within a specific work element (e.g. Short Range Planning).

## **Public Participation Plan (PPP)**

### **Consultation with Interested Parties on the Public Participation Plan**

The MPO will consult with interested parties in the development of the public participation plan. Typically, at the beginning of the process prior to preparation of the draft plan, a notice will be sent via e-mail to the MPO's lists of contacts of stakeholder groups. The notice will ask for their input and invite them to a meeting to discuss how best to inform them about the MPO's transportation planning and programming activities and include them in the process. Due to the COVID-19 pandemic in 2020, a different method was used to gather feedback to inform the recommended public engagement methods in this PPP. As part of the MPO agency rebranding process, in early 2020 a survey was sent out to the entire MPO email list that included questions about preferred methods of communication and public engagement, and received more than 600 responses. A series of focus group meetings with targeted stakeholder groups was also held as part of this process, which provided additional feedback. The information gathered from

the survey and focus groups was used to help shape the development of the draft public participation plan. A summary of the survey and findings can be found in Appendix D.

#### **Public Notice and Comment on the Public Participation Plan**

The following public notice and comment process will be used for the public participation plan:

- (1) A public notice will be distributed via e-mail to local units of government and contact lists of stakeholders identified in Section 2.0 to begin a minimum 45-day comment period.
- (2) The public notice and the draft public participation plan will be posted on the MPO's website.
- (3) The final public participation plan will be adopted, published and posted on the MPO's website after taking into account all of the comments received.

#### **Other Plans and Projects**

In addition to these four major documents, the MPO prepares other multi-modal plans and conducts studies, in coordination with local, regional, state, and federal partners. A list of all MPO plans and projects can be found on the website at <https://www.greatermadisonmpo.org/planning/>. All MPO plans and projects that will be officially adopted will first be presented for discussion before the TCC and CAC advisory committees, and will have a minimum 30-day public comment period prior to MPO Policy Board approval.

## **SECTION 7- PLAN EVALUATION**

The Greater Madison MPO routinely evaluates the effectiveness of its public engagement methods in order to optimize outreach strategies, identify opportunities to expand or improve outreach and engagement methods, and refine or replace outreach strategies that are ineffective. The most recent comprehensive [public participation plan evaluation](#) was conducted in 2017, which resulted in the MPO undertaking a comprehensive renaming and rebranding initiative, which was completed in 2020. The findings of the 2017 evaluation helped inform the contents of this public participation plan.

The MPO will complete an evaluation form for all public information meetings, hearings, open houses, and other public engagement activities it hosts or participates in. Information that will be tracked will include method(s) used, number of participants, stakeholder groups in attendance, how the event was advertised, comments that were received and any general notes on what could be improved for future events. Meeting attendees will also be provided with comment forms to evaluate meeting content, methods, and other general feedback. This information will be summarized annually, as well as additional measures including number of website hits, social media reach, and media coverage as available. The MPO will also conduct a more detailed evaluation of the public participation plan at least every three years, and make changes or additions in the components or strategies, as deemed necessary.

The meeting evaluation form is included in Appendix E.

# Appendix A: Federal FAST Act Planning Factors

The following ten (10) planning factors are to be used to guide the MPO planning process. The planning factors are outlined in the Fixing America's Surface Transportation (FAST) Act, signed into law in December 2015. The process shall provide for consideration of projects and strategies that:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency.
2. Increase the safety of the transportation system for motorized and non-motorized users.
3. Increase the security of the transportation system for motorized and non-motorized users.
4. Increase the accessibility and mobility of people and for freight.
5. Protect and enhance the environment, promote energy conservation, and improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation.
10. Enhance travel and tourism.

The FAST Act establishes a performance-based approach to transportation decision-making to support these national goals. MPOs, in cooperation with the State and major provider of public transportation, are required to establish performance targets to use in tracking progress towards attainment of critical outcomes for the region. The federal performance measures were finalized in 2017, and guidance on the measurement methodology has been developed. The federal measures address roadway and transit system safety, pavement and bridge condition, performance of the National Highway System and Freight, and highway and transit asset management.

# Appendix B: Stakeholder Organizations

100 Black Men  
1000 Friends of Wisconsin  
Access to Independence  
Aging and Disability Resource Center  
Alliant Energy  
Allied Drive Development Corporation  
American Family Insurance  
American Red Cross  
Arbor Hills Neighborhood Association  
Asian Wisconszine  
Axley Attorneys  
AT&T Wisconsin  
Badger Herald  
Belleville Public Works Dept  
Bicycle Federation of WI  
Bicycle Listserv  
Big Brothers Big Sisters of Dane County  
Black Chamber of Commerce  
Black Earth Public Works Dept.  
Bloom Companies  
Bloomberg News  
BLW (Bridge-Lake Point-Waunona) Neighborhood Center  
BNO News  
Bombay Bicycle Club  
Boys & Girls Club  
Cambridge Public Works Dept  
Capital Area Regional Planning Commission (CARPC)  
Capital City Hues  
Center for Resilient Cities  
Centro Guadalupe/Catholic Multicultural Center  
Citizen Advocates United for Sustainable Employment (CAUSE)  
City of Fitchburg  
City of Fitchburg Transportation and Transit Commission  
City of Madison  
City of Madison Commission on People with Disabilities  
City of Madison Sustainability Committee  
City of Madison Transportation Commission  
City of Monona

City of Stoughton  
City of Stoughton Public Works  
City of Sun Prairie  
City of Sun Prairie Transit Commission  
City of Verona  
City of Verona Public Works  
Clean Lakes Alliance  
Clean Wisconsin  
Coalition of Wisconsin Aging Groups  
Colonial Club  
Common Wealth Development  
Cottage Grove Chamber of Commerce  
County Board Recipients  
CRANES (Capital Region Advocacy Network for Environmental Sustainability)  
Cross Plains Chamber of Commerce  
Daily Cardinal  
Dane County Area Civil Engineering and Planning Firms  
Dane County Area School Districts  
Dane County Cities & Villages Association  
Dane County Historical Society  
Dane County Highway Department  
Dane County Land and Water Resources  
Dane County TimeBank  
Dane County Towns Association  
Dane County Planning and Development  
Dane101  
Dean/St. Mary's  
Deerfield Public Works Dept  
DeForest Area School District  
Division of Administrative Services, MMSD  
Downtown Madison Business Improvement District  
Downtown Madison, Inc. (DMI)  
Dream Bikes North  
Dunn's Marsh Neighborhood Association (DMNA) Council  
E.D. Locke Public Library (McFarland)  
East Johnson Street Business Association  
East Madison Community Center (EMCC)  
Eastside Planning Council  
Edgewood College  
Epic  
EQT by Design, Madison Diversity Roundtable



Fitchburg Access Community Television  
 Fitchburg Bicycle Advocates  
 Fitchburg Chamber of Commerce  
 Free Bikes 4 Kidz  
 Freedom, Inc.  
 Freewheel  
 Full Spectrum Solar  
 Greater Madison Chamber of Commerce  
 Greater Madison Convention & Visitors Bureau  
 Greater State Street Business Association  
 Healthy Kids Collaborative (UW Health)  
 Henry Vilas Zoo  
 Herald-Independent (Monona Grove News)  
 HGN (local news)  
 Hilldale Merchant's Association  
 Hmong Wisconsin Chamber of Commerce  
 Ho-Chunk Nation  
 Home Savings Bank  
 Hometown News LP  
 In Business  
 Jewish Federation of Madison  
 JUST Bikes Coalition  
 Latino Academy of Workforce Development  
 Latino Support Network  
 League of Women Voters  
 League of Women Voters - Dane County  
 Lussier Community Education Center (formerly Wexford Ridge  
 Neighborhood Center)  
 MABA - UW Chapter  
 Madison Area Builders Association  
 Madison Area Bus Advocates  
 Madison Area Rehabilitation Centers  
 Madison Area Urban Ministry (MUM)  
 Madison BCycle  
 Madison Bikes  
 Madison Bus Advocates  
 Madison Children's Museum  
 Madison College  
 Madison Commons  
 Madison Concourse Hotel & Governor's Club  
 Madison Environmental Group  
 Madison Environmental Justice Organization (MEJO)

Madison Magazine (and WISC TV 3)  
 Madison Metropolitan Sewerage District  
 Madison Senior Center  
 Madison Trust for Historic Preservation  
 Madison365.com  
 MadREP (Madison Region Economic Partnership)  
 Maple Bluff Public Works Dept  
 Madison College  
 McFarland Chamber of Commerce  
 McFarland Village  
 Meadowood Neighborhood Association  
 Meadowood Neighborhood Center  
 Meriter  
 MGE newsroom/communications  
 Middleton Chamber of Commerce  
 Middleton Outreach Ministry  
 Middleton Review  
 Middleton Senior Center  
 Monona Community Media  
 Monona East Side Business Alliance  
 Monona Grove School District  
 Monona Public Library  
 Monona Terrace  
 Monroe Street Business Association  
 Murphy Desmond S.C.  
 NAACP Madison Branch  
 NBC 15 WMTV  
 Nehemia  
 NewBridge Madison  
 Northport Community Center  
 Northside Business Association  
 Northside News  
 Northside Planning Council  
 Olbrich Gardens  
 Oregon Area Chamber of Commerce  
 Oregon Public Works Dept  
 Project Home  
 ProRail  
 Public Health Madison & Dane County  
 Realtors Association of South Central Wisconsin (RASCW)  
 Red Cross  
 Ride the Drive (City of Madison Parks Division)

Rotary Club of Madison  
 RSVP of Dane County, Inc.  
 Schmitz Consulting, LLC  
 Shorewood Hills  
 Sierra Club, John Muir Chapter  
 Smart Growth Greater Madison  
 SMBA (South Metropolitan Business Association)  
 South Central Workforce Development Board  
 St. Mary's Hospital  
 Stafford Rosenbaum  
 Stoughton Chamber of Commerce  
 Stoughton Courier Hub  
 Stoughton Public Library  
 Sun Prairie Chamber of Commerce  
 Sun Prairie Community Schools  
 Sun Prairie Star  
 Sustain Dane  
 Tenney-Lapham Neighborhood Association  
 The Cap Times  
 The East Side Club  
 The Isthmus  
 The Madison Times  
 The Wheeler Report  
 Thermo Fisher Scientific  
 Town of Blooming Grove  
 Town of Madison  
 Town of Verona  
 Town of Westport  
 Towns & Villages Newsletter  
 Transportation Policy and Planning Board  
 Union Cab  
 Urban League of Greater Madison  
 Urban Triage  
 US Army Corps of Engineers  
 US EPA  
 UW Facilities Planning & Management Office  
 UW-Madison Dept of Urban and Regional Planning  
 UW-Madison, Chancellor's Office  
 VA Hospital  
 Veridian Homes  
 Verona Area Chamber of Commerce  
 Verona Area School District  
 Verona Public Works Committee

Village of Blue Mounds  
 Village of Cottage Grove  
 Village of Cross Plains  
 Village of Maple Bluff  
 Village of Marshall  
 Village of Mazomanie Public Works Dept.  
 Village of McFarland  
 Village of Mount Horeb  
 Village of Waunakee  
 Village of Windsor Public Works Committee  
 WASC (WI Assoc. of Senior Centers) Board of Directors  
 Waunakee Public Works Committee  
 Waunakee/Westport Chamber of Commerce  
 Waunakee Tribune  
 WI Counties Association  
 WI Dept. of Child & Family Services  
 WI Policy Forum  
 WIBA Radio  
 WISARP  
 Wisconsin & Southern Railroad  
 Wisconsin Council of the Blind and Visually Impaired  
 Wisconsin Counties Association  
 Wisconsin Department of Natural Resources  
 Wisconsin Eye  
 Wisconsin Historical Society  
 Wisconsin Partnership for Housing Development  
 Wisconsin Radio Network  
 Wisconsin State Journal  
 WISC-TV / Channel3000.com  
 WisDOT  
 WISPIRG - Madison  
 Wispolitics  
 WKOW-TV (Channel 27)  
 Work Opportunity in Rural Communities  
 WORT FM  
 WPR  
 WPS Health Solutions  
 WSP USA  
 WSUM  
 Yahara Lakes Association  
 Yahara Pride Farms  
 YMCA of Dane County  
 YWCA

# Appendix C: Methodology for Identifying Environmental Justice Priority Areas

## Introduction and Background Information

Title VI of the 1964 Civil Rights Act (42 U.S.C. 2000d-1) states that “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.” To further amplify Title VI, President Clinton issued Executive Order 12898 in 1994, *Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations*. The purpose of the order is to make achieving environmental justice part of each Federal agency’s mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of government programs, policies, and investments, such as transportation facilities, on minority and low-income populations. The goal is to ensure that the benefits and burdens of all government actions and investments are fairly distributed, and that minority and low-income populations are not disproportionately affected in an adverse way.

In 1997, the U.S. Department of Transportation (USDOT) issued an order to summarize and expand upon the requirements of Executive Order 12898 on Environmental Justice. The Order generally describes the process for incorporating environmental justice principles into all DOT existing programs, policies, and activities.

Title VI, Executive Order 12898, the USDOT order, and other USDOT guidance do not contain specific requirements in terms of evaluating the impacts of transportation plans and programs on environmental justice populations. As part of its efforts to address environmental justice, the MPO conducts a qualitative transportation project analysis of the RTP and TIP, comparing the location of transit services and programmed projects in relationship to areas with concentrations of environmental justice (EJ) populations.

Evaluating the environmental justice (EJ) impacts of transportation infrastructure and policies is a critical part of the MPO’s planning

activities. Mapping EJ populations in relation to existing and planned transportation infrastructure, jobs, and other destinations is one of the primary screening tools that planning agencies use to assess whether the transportation needs of EJ residents are being adequately served, whether the costs and benefits of transportation projects and policies are fairly distributed, and for identifying areas for target public engagement outreach. However, because EJ populations include a wide variety of potentially vulnerable groups—racial and ethnic minorities, people with low incomes, people with disabilities or other health-related challenges, zero-car households, etc.—they can be hard to map. Data about these populations can be unreliable or unavailable, and different data types and sources makes them difficult to combine.

## Methodology for Identifying Environmental Justice Priority Areas

Planning agencies often display different EJ population data separately, either by showing available race, income, and other measures overlaid on a single map or individually across a series of maps. This is how the MPO has mapped EJ populations in the past. It is difficult, however, for readers to discern the highest priority EJ areas when viewing several different types of demographic information. In order to simplify EJ analysis, the MPO has defined a set of EJ Priority Areas based on the concentration of low-income and racial/ethnic minority residents. While these two measures do not encompass the full range of potential EJ populations, they include the largest EJ categories and data about minority and low-income populations is widely available and relatively reliable. Furthermore, there is a high degree of correlation between minority and low-income populations and other EJ indicators, including Limited English Proficient (LEP) and zero-car households, so the EJ Priority Areas correspond to concentrations of those populations as well.

The MPO’s EJ Priority Areas were first identified based on their concentration of minority (non-White and/or Hispanic) and low-income residents (those with household incomes below 150% of

the federal poverty level). Each 2010 block group in the MPO area received an EJ index score of up to 8 points; block groups could receive up to 4 points each for their concentration of minority and low-income residents, according to the scoring system below.

*Minority Score:* Points were awarded based on percentage of minority (Hispanic and/or non-white) residents in 2010 Census block group based on 2010 complete US Census data. Scores were assigned as follows: 23.5%–31% (1.5–2x MPO Area Average) = 2 pts; 31–38.75% (2–2.5x MPO Average) = 3 pts; 38.75%+ (>2.5x MPO Average) = 4 pts.

*Poverty score:* Points were awarded based on the percentage of residents with household incomes below 150% of poverty level based on American Community Survey (ACS) 2013–2017 block group data. Scores were assigned as follows: 28.5%–38% (1.5–2x MPO Average) = 2 pts; 38–47.5% (2–2.5x MPO Average) = 3 pts; 47.5%+ (>2.5x MPO Average) = 4 pts.

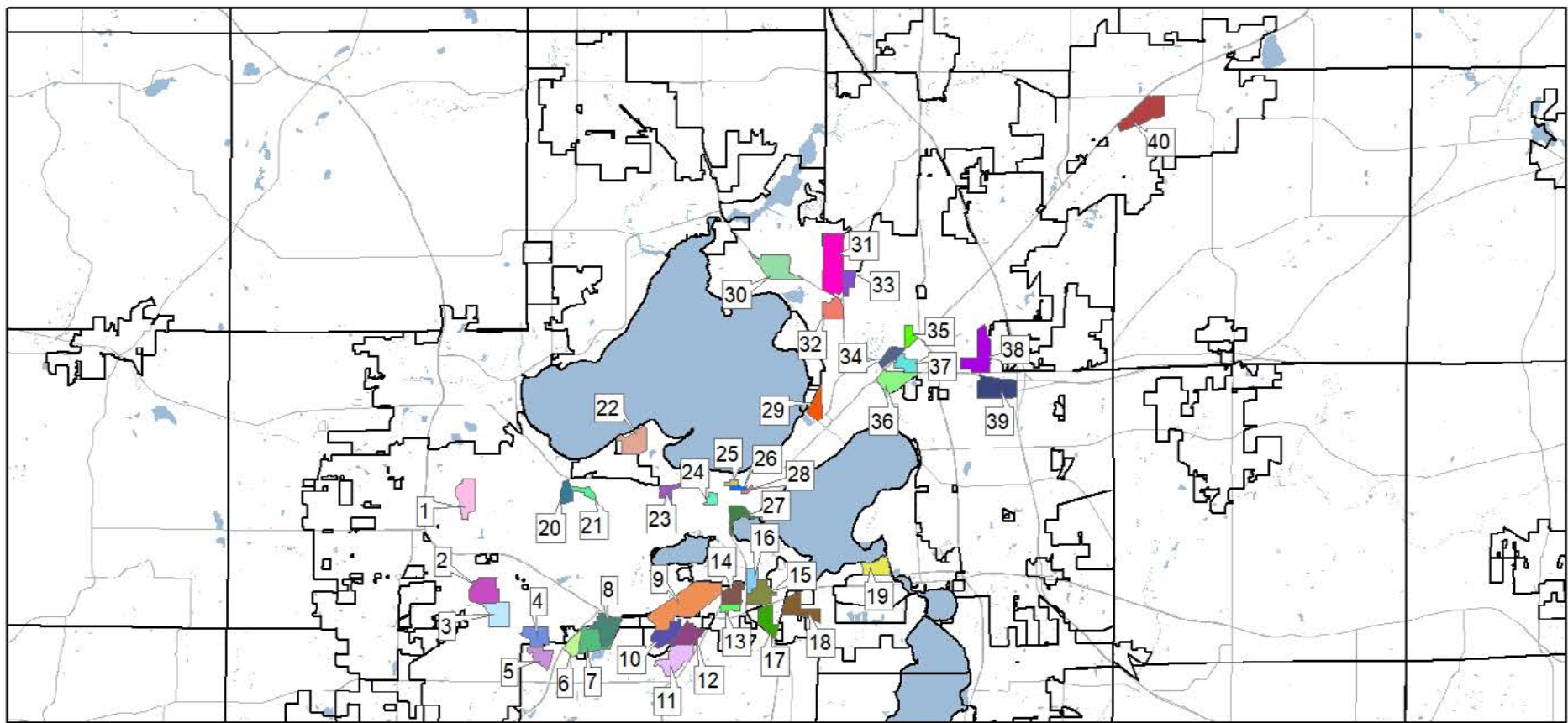
Because of the large margin of error in the ACS household income data, some block groups were awarded additional points to correct what MPO staff believed to be underestimates of their low-income population. Adjustments were only made to zones that initially scored below 6 – the minimum threshold for designation as an EJ Priority Area – in cases where a higher estimate within the margin of error would result in a score of at least 6. Additional points were only awarded to zones with a high proportion of students eligible for free and reduced price school lunch.<sup>1</sup> Zones receiving additional points in their adjusted index score were awarded the minimum number of points to reach a score of 6. No scores were adjusted downward. Because of the imprecision inherent in the estimates and adjustments used to define EJ Priority Areas, they should not be compared to one another based on their index scores.

After the EJ Priority Areas were identified, block group geographies were adjusted to generally exclude non-residential land uses, with the exception of some schools and parks. EJ Priority Areas do not necessarily encompass all residential portions of their 2010 census block group. In one case, the residential portion of a block group has

been divided between two separate EJ Priority Areas. In other cases, where higher income residential areas are located within the same block group but are not contiguous with lower income areas, EJ Priority Areas include only the lower income areas.

<sup>1</sup> Madison Neighborhood Indicators Project (<https://madison.apl.wisc.edu/>), special tabulation by the UW- Applied Population Lab, 4/28/2020.





### EJ Priority Areas

- 1. Wexford Ridge-Walnut Grove
- 2. Greentree-Gammon Lane
- 3. Prairie Hills
- 4. Meadowood
- 5. Jamestown
- 6. Chalet Gardens
- 7. Allied-Belmar
- 8. Dunn's Marsh
- 9. Arboretum
- 10. Arbor Hills

- 11. Leopold - South
- 12. Leopold - North
- 13. Burr Oaks - South
- 14. Burr Oaks - North
- 15. Capital View Heights
- 16. Bram's Addition
- 17. Southdale
- 18. Moorland-Rimrock
- 19. Bridge-Lakepoint
- 20. Sheboygan - West

- 21. Sheboygan - East
- 22. Eagle Heights
- 23. Regent-Old University
- 24. South Campus
- 25. Library Mall
- 26. University Square
- 27. Monona Bay
- 28. Miffland
- 29. Sherman Terrace/Lakewood Gardens
- 30. Vera Court/Kennedy Heights

- 31. Whitetail Ridge/Berkley Oaks
- 32. Sherman
- 33. Majestic Oaks
- 34. Carpenter-Ridgeway
- 35. Truax
- 36. Worthington Park
- 37. Hawthorne
- 38. Burke Heights/Ridgewood
- 39. Swanton
- 40. Central Sun Prairie
- Municipal Boundaries - 2019

## Appendix D: MPO Rebrand Initiative

Following the completion of the last regional transportation plan (RTP) in 2017, the MPO completed an evaluation of the Public Participation Plan (PPP). One of the main recommendations of the PPP evaluation was to consider rebranding the organization. The experience with public engagement highlighted the general confusion about the role and responsibilities of the MPO, with the MPO's name (Madison Area Transportation Planning Board) contributing to the confusion.

In late 2019 the MPO hired a marketing and graphic design firm to lead the rebranding effort. The rebranding effort included extensive outreach to gather feedback in order to develop a new name, mission and vision statement, preferred engagement methods, visual style guide to boost awareness about the MPO, and an implementation plan to help the MPO target public engagement efforts in the future. The outreach phase included six focus groups including suburban communities officials, suburban staff, quality of life and economic development, City of Madison staff, the TDM Coordinating Committee, and regional employees and employers. Nine one-on-one interviews with key stakeholders, with an emphasis on people or organizations representing environmental justice populations, were also conducted. Finally, a survey was distributed that generated more than 600 responses. Key findings from the outreach phase include:

- The biggest concern related to transportation and quality of life is access to employment. There is an overall sentiment that a current crisis exists in transportation and development in the greater Madison region. Employers are unable to access a potential employment base and people are unable to access jobs due to a lack of available and reliable transportation. There is a strong belief that this is the crux of equity and quality of life within the community (a disparity that also affects housing, social opportunities, etc.) and a belief that the crisis will only become worse over time if actions are not taken.
- There is an overall consensus that biggest value the MPO offers is data and analysis. The MPO's data and mapping is needed to make the right investments and provide a larger regional perspective.
- There is a consensus that the MATPB name is confusing. If people are familiar with the organization at all they tend to know it by "MPO" and not "MATPB". There is a consensus that most people in the region do not know about MATPB or Rideshare, etc. unless they are closely related to it (department of transportation, etc) and even those close to it feel they do not know everything about the organization and what it offers.

In July of 2020, the MPO Policy Board voted to adopt "Greater Madison Metropolitan Planning Organization" as the MPO's new name. The following figures are excerpts from the style guide and rebranding survey that relate to public engagement efforts



**TAGLINE:**

**connecting  
people, places  
& opportunities**

## **mission**

Lead the collaborative planning and funding of a sustainable, equitable transportation system for the greater Madison region.

# vision

A sustainable, equitable regional transportation system that connects people, places, and opportunities to achieve an exceptional quality of life for all.

## VOICE

- Informative
- Reliable
- Authoritative
- Professional
- Accessible

## TONE

- Clear and direct
- Factual
- Formal
- Engaging
- Supportive

## CORE VALUES

- Transparency
- Equity
- Collaboration
- Sustainability
- Innovation



# key messages

1

The **Greater Madison MPO** is the leading resource for transportation planning in the greater Madison region.

2

The **Greater Madison MPO** is an up-to-date source of data and forecasts for regional growth and transportation.

3

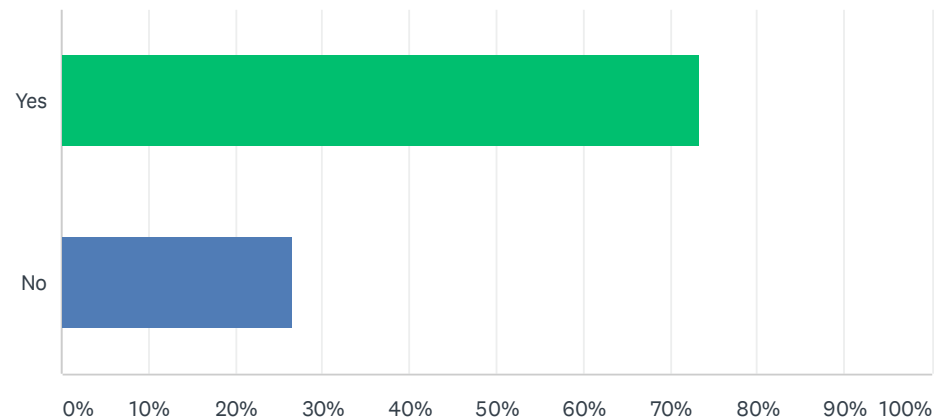
The **Greater Madison MPO** strives to bring a sustainable transportation system to the region.

4

Exceptional quality of life depends on the collaboration and planning efforts between the **Greater Madison MPO**, Capital Area RPC, Wis-DOT, and regional communities.

## Q1 Have you heard of the Madison Area Transportation Planning Board?

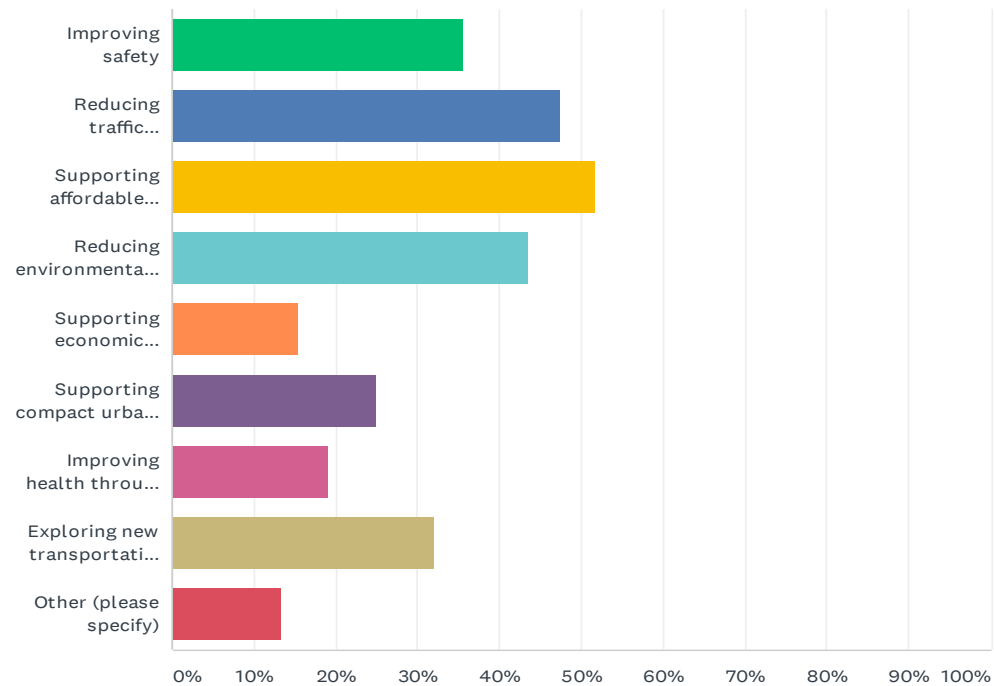
Answered: 606 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	73.43%	445
No	26.57%	161
TOTAL		606

## Q4 What matters most to you regarding transportation in the Madison region? Select up to 3.

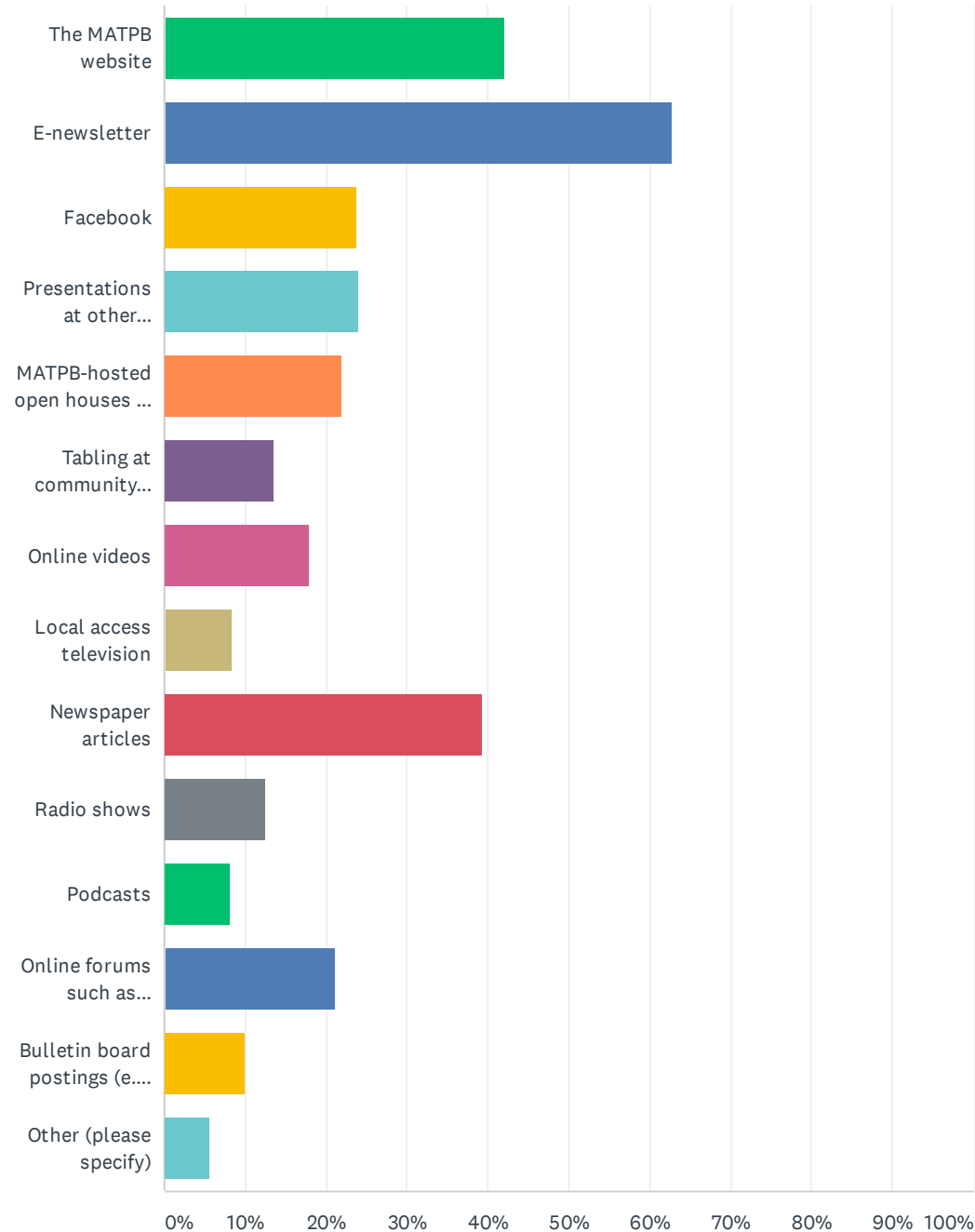
Answered: 539 Skipped: 67



ANSWER CHOICES	RESPONSES	
Improving safety	35.62%	192
Reducing traffic congestion	47.50%	256
Supporting affordable transportation options	51.58%	278
Reducing environmental impacts of the transportation system	43.41%	234
Supporting economic development	15.58%	84
Supporting compact urban development	24.86%	134
Improving health through active transportation	19.11%	103
Exploring new transportation options and technologies	32.10%	173
Other (please specify)	13.36%	72
Total Respondents: 539		

# Q5 How would you prefer to receive information from the Madison Area Transportation Planning Board (MATPB) about regional transportation topics? Select all that apply.

Answered: 528 Skipped: 78



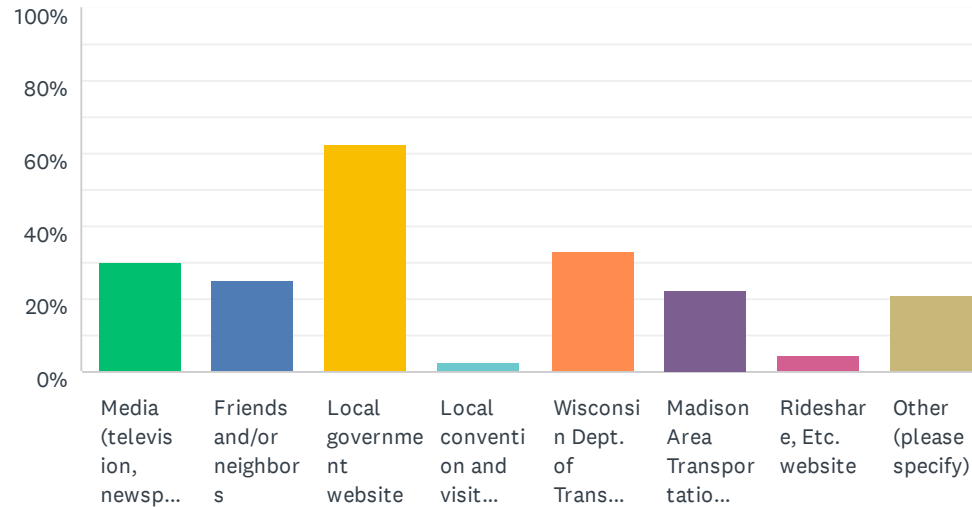


ANSWER CHOICES	RESPONSES	
The MATPB website	42.05%	222
E-newsletter	62.69%	331
Facebook	23.86%	126
Presentations at other meetings I attend (e.g., Chamber luncheon, Rotary, city meeting, neighborhood meeting, etc.)	24.05%	127
MATPB-hosted open houses and public meetings	21.97%	116
Tabling at community meetings and events	13.64%	72
Online videos	17.99%	95
Local access television	8.33%	44
Newspaper articles	39.39%	208
Radio shows	12.50%	66
Podcasts	8.14%	43
Online forums such as NextDoor	21.21%	112
Bulletin board postings (e.g., libraries, city halls, community centers, etc.)	10.04%	53
Other (please specify)	5.68%	30
Total Respondents: 528		

#	OTHER (PLEASE SPECIFY)	DATE
1	I'd rather not get any until you get your spew and paving habit under control.	2/28/2020 11:31 AM
2	Village and Town meetings	2/28/2020 9:54 AM
3	Printed reports	2/28/2020 9:36 AM
4	email	2/26/2020 11:29 AM
5	Twitter	2/26/2020 8:09 AM
6	Interactive maps online	2/25/2020 3:04 PM
7	Email	2/25/2020 2:57 PM
8	Legistar	2/25/2020 2:12 PM
9	Email	2/25/2020 12:54 PM
10	articles in Isthmus and the NewBridge for seniors newsletter.	2/25/2020 12:48 PM
11	Info on the busses for frequent riders	2/25/2020 12:37 PM
12	I would prefer not to receive information	2/25/2020 10:39 AM
13	website is for me to look at an issue in depth, other media serves to make me generally aware of the issues	2/25/2020 10:39 AM
14	Isthmus newspaper	2/23/2020 3:43 PM
15	Neighborhood email list	2/22/2020 8:26 PM
16	Neighborhood email list (it's not really a forum, though it can be)	2/22/2020 12:15 PM
17	public tv programs, and corporate tv news	2/21/2020 9:52 AM
18	facebook groups like Madison Bikes	2/20/2020 6:37 PM
19	Twitter	2/20/2020 2:15 PM
20	tv news	2/20/2020 2:05 PM
21	Email list	2/20/2020 1:47 PM
22	Twitter	2/20/2020 12:37 PM
23	Short, topical explanatory videos	2/20/2020 11:39 AM
24	Via neighborhood listserves	2/19/2020 9:38 PM
25	Madison City Channel	2/19/2020 8:36 PM
26	Share with other organization for them to put in their newsletters	2/19/2020 4:51 PM
27	Neighborhood newsletters	2/19/2020 3:59 PM
28	NA	2/19/2020 3:42 PM
29	Mailings	2/19/2020 3:38 PM
30	Newsletters	2/19/2020 2:21 PM

Q6 If you have a question about transportation in the Madison area, where do you turn? Select all that apply.

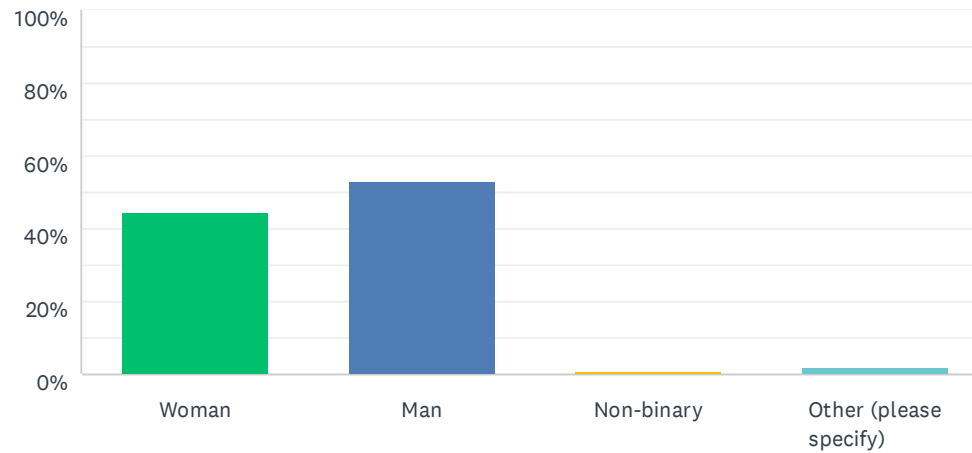
Answered: 528 Skipped: 78



ANSWER CHOICES	RESPONSES	
Media (television, newspaper, etc)	30.11%	159
Friends and/or neighbors	24.81%	131
Local government website	62.31%	329
Local convention and visitor's bureau website	2.65%	14
Wisconsin Dept. of Transportation website (including 511 Wisconsin)	32.77%	173
Madison Area Transportation Planning Board (MPO) website	22.35%	118
Rideshare, Etc. website	4.36%	23
Other (please specify)	20.83%	110
Total Respondents: 528		

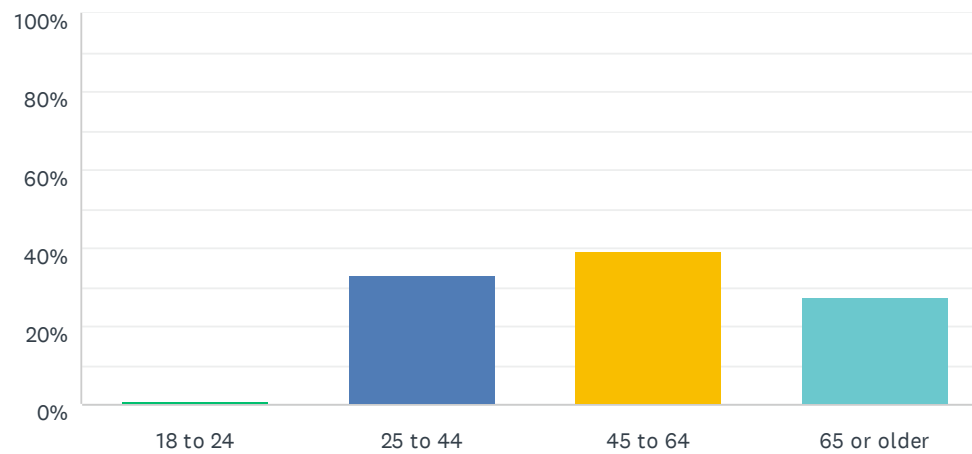
### Q13 How do you identify?

Answered: 522 Skipped: 84



### Q15 What is your age?

Answered: 517 Skipped: 89





# Appendix E: Public Participation Evaluation Form

## Public Participation Evaluation

To be filled out by staff at end of event



**Meeting (Plan/Project/General):** \_\_\_\_\_

**Presenter:** \_\_\_\_\_

**Date and Time:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Meeting Host (If other than MPO):** \_\_\_\_\_

### Method of Public Participation

Public Hearing

PIM/Open House

Presentation to Local Groups

Focus Group/Workshop

Community Event Tabling

Forum

Other: \_\_\_\_\_

### How was the Event Advertised?

Email

MPO Website

Social Media

Media/Press Release

MPO Newsletter

Flyers

Other: \_\_\_\_\_

**How Many People Were in Attendance?** \_\_\_\_\_

**What Stakeholders Were Represented at the Event?**

**What Type of Materials Were Used (Presentation, Brochures, Surveys etc):**

**Are There Any Ways This Event Could be Improved in the Future?**

**Attach copies of the following, if applicable:**

Sign-In Sheet

Materials/Handouts

Comments Received

Comment/Evaluation Forms