The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code.

The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Information in this report is subject to change based on the final disposition of the federal transportation reauthorization bill Moving Ahead for Progress in the 21st Century (MAP-21).
Resolution TPB No. 108

Approving the 2015 Public Participation Plan
for the Madison Area Transportation Planning Board – An MPO

WHEREAS the Moving Ahead for Progress in the 21st Century Act (MAP 21), the current federal surface transportation program authorization legislation, and implementing federal rules (23 CFR Part 450) require Metropolitan Planning Organizations (MPOs) to develop and use a documented public participation plan that outlines a 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 Madison Area Transportation Planning Board (MATPB) is the designated metropolitan planning organization (MPO) 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 2015 update to the MATPB’s public participation plan was developed to build upon past procedures and strategies, using the 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 minimum public comment period of 45 days was provided on the draft plan and a public hearing held before the MATPB:

NOW, THEREFORE, BE IT RESOLVED that the MATPB approves the 2015 Public Participation Plan for the MPO, which incorporates the changes reflected in the addition/revision sheet dated September 2015 into the draft plan document dated July 2015; and

BE IT FURTHER RESOLVED that the Transportation Planning Manager of the MATPB is authorized and directed to submit the 2015 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 MATPB 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. Sections 1101(b) of the Moving Ahead for Progress in the 21st Century Act (MAP-21) (Pub. L. 112-141) and 49 CFR Part 26 regarding the involvement of disadvantaged business enterprises in the USDOT funded projects;
5. 23 CFR part 230, regarding the implementation of an equal employment opportunity program on Federal and Federal-aid highway construction contracts;
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

09/02/2015
Date Adopted

Al Matano, Chair
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INTRODUCTION AND BACKGROUND

The Madison Area Transportation Planning Board (MATPB)-A Metropolitan Planning Organization (MPO) is the designated policy body responsible for cooperative, comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area (See Figure 1). Federal law and regulations require the designation of MPOs in urbanized areas of 50,000 or more in population as a condition for spending federal transportation funds.

Figure 1

Two key responsibilities of MPOs are:

- Preparing and maintaining a long-range (20+ years) regional transportation plan (RTP); and
- Preparing and maintaining a transportation improvement program (TIP)—a coordinated, comprehensive listing of transportation improvement projects to be implemented over a four-year period\(^1\) consistent with the RTP.

The MATPB also prepares or assists in preparation of other transportation mode-specific or sub-area/corridor plans.

The goal of the MATPB transportation planning and project programming process 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, environmental, and other goals.

\(^1\) While Federal law only requires a four-year TIP, the MATPB prepares a five-year TIP. The fifth year is informational only.
This plan outlines the public participation goals and techniques to be used in the MATPB's transportation planning and programming process and in particular for the RTP and TIP. This plan updates the previous plan, dated September 2007. The revised plan reflects the MATPB's ongoing commitment to actively evaluate and improve the public involvement process and to ensure compliance with updated Federal requirements.

MAP-21, the Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), signed into law on July 6, 2012, is the current legislation providing funding for surface transportation programs and procedural requirements for conducting transportation planning in metropolitan areas and at the state level. Among the new provisions of MAP-21 is the establishment of a performance-driven, outcome-based planning process that requires states and MPOs to establish performance targets and report on how transportation investments in the TIP are helping to achieve the targets.

MAP-21 continues a requirement from the previous federal legislation, SAFETEA-LU, which expanded the public involvement provisions for metropolitan transportation planning. MPOs are to develop public participation plans in consultation with an expanded list of “interested parties”. Broadly defined, this includes groups or individuals who are affected by, or involved with, transportation in the region (See Section 2.0 Identification of Stakeholders). Public meetings must, to the extent feasible and reasonable, be held at accessible locations and times convenient to expected participants. Plans must be available on the Web. Finally, the use of “visualization techniques” (i.e., maps, photos, etc.) is encouraged to enhance communications. This revised plan is designed to meet these requirements as well as the current federal regulations on metropolitan transportation planning (23 CFR Parts 450 and 500 and 49 CFR 613), as retained and amended by MAP-21.

MAP-21 continues to place increased emphasis on “environmental justice” (i.e., making special efforts to involve minority and low-income populations and addressing their transportation needs) and compliance with Title VI of the Civil Rights Act of 1964, prohibiting discriminatory practices in programs receiving Federal funds. The citizen participation goals and techniques that the MATPB intends to use in addressing environmental justice and complying with Title VI are outlined in this plan as well as the MPO's Title VI Non-Discrimination Program/Limited English Proficiency Plan.

1.0 PUBLIC INVOLVEMENT GOALS

Citizen participation in the transportation planning process is important for a variety of reasons:

(a) Citizens have the right to participate in transportation planning and investment decisions that affect their daily lives.
(b) Citizens who live in a region have knowledge and insights about the problems and needs of their own community.
(c) Some factors that must be considered in the planning process reflect community values and are not easily quantifiable. Public input is essential to adequately consider them.
(d) Plans that are developed with citizen participation have greater community support, increasing their chances of implementation.

In brief, 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, values, and priorities, and helps to develop consensus, resolve conflicts, and produce better decisions.

To help achieve this 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 MATPB.
1.1 Actively Reach Out to the Public, Including Those Traditionally Under-Served, to Help Them Understand and Participate in the Transportation Planning Programming Processes

Given the many commitments and busy lives people have today, public participation efforts must be targeted. Extra effort must be made to search out the public and elicit input on their needs, concerns, and ideas. This is especially true of transportation disadvantaged or under-served populations such as racial minorities, low-income persons, persons with disabilities, autoless households, and younger people, who often have less access to employment and other services, less time to participate, and/or other barriers to participation, and who often lack experience with public involvement.

1.2 Keep the Public Informed of Ongoing Transportation Planning Processes on a Continuous Basis.

Preparation of the RTP and TIP are the two major MPO responsibilities for which public involvement activities are undertaken. However, the MPO is involved in or, in some cases, the lead agency for other planning efforts focusing on specific areas/corridors and/or modes of transportation. Continuously updated information should be available on these ongoing efforts. The MPO can help serve as a clearinghouse for this information. The MPO Website and new Facebook page and email newsletter are important vehicles for this.

1.3 Provide Education on the Issues

Knowledge is essential for the public to effectively participate in the transportation decision-making process. The public needs to know the existing socioeconomic conditions and the anticipated changes in those conditions that may affect transportation system development. They also need to know the potential range of multi-modal transportation system plan alternatives considered and evaluated, their costs and benefits, and the impacts on the overall physical development of the region.

1.4 Provide a Variety of Opportunities for Active Participation and Input Throughout the Planning and Programming Processes

To the greatest extent possible, a variety of public involvement opportunities are to be provided. Different groups or individuals, even the same groups or individuals, are to be targeted in different ways, while ensuring that the same groups or individuals do not dominate the process. Public input opportunities are to be provided at different stages of the planning and programming process and focused on key decision points. Public comments are to be recorded and considered throughout the process. Multiple options (oral, written, e-mail, etc.) will be provided for giving input.

1.5 Provide Opportunities for Informed Public Discussion

It is important to prepare information materials that are readily understandable, useful to the various media, and widely distributed in order to provide opportunities for informed public discussion. Use of visualization techniques (i.e., maps, pictures, diagrams, videos) to supplement and enhance plan and program descriptions help optimize the public’s understanding of issues and concepts.

1.6 Engage the Media to Increase Public Awareness and Participation

Because the media disseminate information widely and many people rely heavily on the media for information about plans and projects that affect them, media strategies are very important. Media coverage also helps generate interest.

1.7 Promote Intergovernmental and Interagency Coordination

The target of the public involvement program is not just the general public, but also elected officials, interagency staff, special interest groups and organizations, and knowledgeable citizen leaders involved or concerned with the regional transportation system planning and implementation effort. In addition to those responsible for transportation, this also includes agencies and officials responsible for other planning activities that are affected by transportation (see Section 2.6).
1.8 Meet Both the Letter and Spirit of Federal Transportation Legislation and Transportation Planning Regulations

The purpose of the public involvement program is to ensure that people have an opportunity to participate in the decision making process and affect the final outcomes in ways that respect the roles of the decision-makers. That is to be the focus of the public participation efforts, not meeting Federal requirements.

1.9 Recognize that the Above Goals Must be Balanced with the Need to Complete the RTP, other plans and studies, and TIPs Within a Set Timeframe and Budget

Public involvement activities are time-consuming and can be costly. In carrying out the program, the specific timeline for completion of the RTP, other plans and studies, and TIPs and the limited budget and relatively small staff size of the MPO need to be taken into consideration. Also, the RTP is intended to serve as an overall framework for transportation decisions. The RTP builds upon earlier more geographic-specific (e.g., corridor) and mode-specific planning efforts. Decisions upon which community consensus has already been reached will be carried forward without revisiting every single issue.

2.0 IDENTIFICATION OF STAKEHOLDERS

The following are stakeholder groups that are important participants in the transportation planning and programming process:

2.1 Public Citizens

All citizens of the MATPB 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. Online public involvement tools are particularly effective in achieving this goal. Contact lists of the interested public are maintained for e-mail notices about public meetings. The MPO also just started publishing an email newsletter, which people can sign up to receive (See Section 3.1 for a listing and description of techniques used to provide information and communicate with the public).

2.2 Minority and Low-Income Populations

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.

There are three principles underlying the concept of EJ:

- To avoid, minimize, or mitigate disproportionately high and adverse human health, environmental, social, and economic effects from government programs, policies, and investments (such as transportation facilities) on minority and low-income populations;
- To prevent the denial of, or reduction or significant delay in receipt of benefits from government programs, policies, and investments on these populations; and
- To ensure the full and fair participation (or least opportunity to participate) by all potentially affected populations in the government decision-making process.

According to 2010 U.S. Census data, the minority population within the MATPB Planning Area is just over 72,000 or around 17% of the total population of 435,430. African Americans account for around 6% of this total and Asians account for another 5%. The Hispanic or Latino population is just over 27,000 or around 6%
of the planning area population. Around 18% of households in the Planning Area are “low-income” (defined as having incomes less than 150% of the federal poverty level). Almost 10% of households in the Madison urbanized area are estimated to be autoless, according to the most recent Census data.

Minority and low-income populations are fairly dispersed throughout the Madison area. However, there are some concentrations of these environmental justice (EJ) populations in the south Madison area along the Beltline corridor, downtown area, and Madison’s north side. These and other areas with concentrations of EJ populations have been identified and mapped to assist the MPO in addressing EJ as part of its transportation planning and programming processes. This includes making efforts to target public involvement efforts to these areas, and analyzing the RTP, other plans, and the TIP for potential impacts and benefits accruing to these areas from proposed transportation plans and projects. The MPO also maintains a list of organizations representing or working with racial and ethnic minorities.

2.3 Limited English Proficient
Title VI of the 1964 Civil Rights Act and the President’s Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency”, issued in 2000, 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. Around 5% of the Madison urbanized area population is LEP (i.e., state that they speak English less than “very well”). Of those, almost one-half speak Spanish. The MATPB adopted a Title VI Non-Discrimination Program/ Language Assistance Plan on August 6, 2014. It outlines the policies and procedures that will be used to address the needs of LEP persons. This includes provision of interpretive services upon request and inclusion of selected documents and information in Spanish on the MPO’s Website. The plan is available on the MPO’s Website and at its offices at 121 S. Pinckney Street, #400, Madison, Wisconsin.

2.4 Elderly, Persons With a Disability, and the Autoless
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 MATPB 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. Because a higher proportion of low-income persons are autoless, this population group has been included as part of the MPO’s environmental justice analyses. The MPO has a contact list of organizations representing the elderly and persons with disabilities as well as agency staff working with these groups.

2.5 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 MATPB’s contact lists, which are updated regularly. 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.

2. 2011-2013 Census American Community Survey (ACS) data.
3. 2008-2012 Census American Community Survey (ACS) data.
2.6 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. MAP-21 continues to place an emphasis on consultation and coordination with these officials and staff. Local, county, UW-Madison, and WisDOT planners and engineers are represented on the MATPB’s Technical Coordinating Committee (TCC) (see Section 3.4.1). The MPO maintains a contact list of others who are on the TCC mail/e-mail list, which includes a Wisconsin Department of Natural Resources South Central District staff person who regularly attends meetings. The MPO also maintains a contact list of chief elected local officials. The MPO’s list of public agency staff includes state and federal agencies responsible for agricultural and natural resource conservation, environmental protection, historic preservation, safety/security operations, and Indian Tribal government staff (Section 3.3 discusses coordination with local, county, and state planning efforts).

2.7 Private Businesses and Special Interest Groups
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 (see Section 3.4.2). 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.

3.0 PUBLIC INVOLVEMENT TECHNIQUES
The MPO relies on the distribution of printed and electronic materials, electronic communications, MPO website and social media, and staff presentations to keep the public informed about its activities and programs. Public involvement is an ongoing activity. It is also an integral part of one-time activities such as corridor studies and regularly repeated activities, including the long-range Regional Transportation Plan (RTP) and Transportation Improvement Program (TIP). This section describes the public involvement techniques that the MPO intends to use in preparation of updates to the RTP, TIP, and for other planning efforts:

3.1 Provision of Information and Communications With the Public

3.1.1 Public Information Materials
During planning processes, background information materials will be prepared and distributed, showing land use and transportation trends, trends in population and employment growth, and summaries of prior planning efforts. Drafts of the RTP, TIPs, and other major transportation planning documents will contain brief summary pamphlets or documents to provide focus for public review of key issues, policies, and proposed recommendations and transportation improvements. In some instances, questionnaires may also be developed in a manner such that the public can react to policy choices being presented.

Fact sheets will also be used to provide summary information regarding the MPO and plans, programs, services, and issues. Fact sheets can be distributed at meetings, on the MPO Website, and through other avenues.

Data and analyses will be displayed visually wherever possible. Examples include deficiency maps (crashes, pavement conditions, congestion, etc.); destination and job accessibility maps; planned land use; graphical representations of funding; and interactive mapping of data on the MPO’s Website.
3.1.2 Access to Technical and Policy Information and Planning Documents
MATPB staff is available during business hours to discuss technical and policy information with interested members of the public. By prior arrangement, MPO staff is 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 (See Section 3.1.11) 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.

When requested from the public, efforts will be made to make available documents or portions of documents in alternative formats or languages, including Spanish (See Section 3.6).

3.1.3 E-Mail and Mailing Lists
MPO staff maintains a database of contacts, which serves as the foundation of e-mail and mailing lists. Efforts are made to continually build upon the MPO's current e-mail and mailing lists. The MPO's e-mail and mailing lists include neighborhood associations; community, business, environmental, and other interest groups; elected and appointed officials; public agencies; and other interested citizens. Correspondence sent to chief elected officials is always copied to the municipal administrators/clerks to ensure that all local elected officials receive the information. Along with the email newsletter (see 3.1.14) the mail and e-mail lists are used to announce upcoming meetings, 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 email list and email newsletter subscriptions will be built up through meeting sign-in sheets, phone call logs, and correspondence. Other e-mail lists (e.g., meeting attendees or mailing lists from local land use/transportation planning processes or state transportation studies) will also be used to provide notice about upcoming meetings.

3.1.4 Meeting Notices
MPO Policy Board and MPO advisory committee meeting notices will be posted in the City-County Building and online on both the City of Madison and Dane County websites.

3.1.5 Display Advertisements
“Display ads” will be considered to promote meetings that are not regularly scheduled such as those for the RTP and corridor studies. These ads are published in the local section of the newspaper with the intent of reaching a larger audience than those that typically read legal ads. Placement of such ads in minority publications in English and Spanish will also be considered.

3.1.6 Meeting Flyers
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 and format of the meeting(s), the time(s) and location(s), and contact information and the Website address where additional information can be obtained.

3.1.7 Comment Forms
Comment forms are typically used to solicit public comment on issues and plans presented at public meetings. The comment forms may be very general or may ask for specific feedback. Comment forms will be included on the MPO’s Website and the Webpages for current plans and projects such as the Bicycle Transportation Plan.
3.1.8 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 and priorities of area citizens.

Surveys are also used to gather data on daily travel patterns. For example, a special add-on sample of the 2001 National Household Transportation Survey (NHTS) was conducted for Dane County. The NHTS is a U.S. DOT effort sponsored by the Bureau of Transportation Statistics and Federal Highway Administration (FHWA). Purchase by WisDOT of an add-on sample is also planned for the 2015 NHTS. The survey is utilized to calibrate the regional travel model and provide general information on travel characteristics and patterns.

3.1.9 Media Strategies
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, social media, and videotaping of some meetings on cable television. Daily and weekly newspapers may be solicited for publishing supplements with information about the draft RTP.

3.1.10 Presentations to Civic Groups and Associations and Use of Their Publications
Presentations will be given to or meetings held with organizational groups and associations, upon request. 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.

3.1.11 MPO Website
The percentage of Madison area homes connected to the Internet is one of the highest in the nation. The percentage of persons with smart phones is also now very high. This makes use of online public outreach and engagement an important tool. Online engagement of the public has many advantages. It increases the quantity of participants, decreases cost per participant, and provides quantifiable data. Most importantly, it allows the agency to reach the average person in the region versus just those that are highly motivated to participate. As a result, input can be gathered that represents the majority of people in the community.

The MATPB has developed and maintains its own Website (www.MadisonAreaMPO.org) to take advantage of this increasingly popular way to access information and provide input. The Website has up-to-date information on the following: (a) the agency, including contact information and Policy Board and committee membership; (b) Policy Board and committee meeting schedules, agendas, and minutes; (c) current and past plans, projects, and publications; (d) regional transportation trends; (e) GIS data and maps (e.g., roadway functional classification system, traffic counts and growth, bicycle map, etc.) with some available for downloading through a data portal; and (f) links to related agencies (e.g., WisDOT, Dane County Highway & Transportation Department, Metro Transit, etc.) and project-specific sites. It also has a comment form. The homepage includes information on recent announcements, plans, etc.

The MPO will continue efforts to make the Website as interesting and easy to navigate as possible. The Website will be used both as a communication tool and as an avenue for receiving public input during the transportation planning and programming processes. Webpages will be developed for major planning projects, including the RTP.

3.1.12 Social Media
The MPO has created a Facebook page. Notices of meetings, release of plan documents, interesting articles, and information on other current events, studies, etc. are posted on Facebook. Use of other social media such as conducting tweet sessions will be explored in the future.
3.1.13 MPO Name and Logo
The MPO logo is used to identify products and publications of the MPO. This logo helps the public become familiar with the planning and programming activities of the MPO by providing a means of recognizing MPO products.

3.1.14 Information Booths/Kiosks
Use of information booths or kiosks will be considered at appropriate locations (e.g., City-County Building lobby) and special events (e.g., Madison neighborhoods conference, Ride the Drive, annual Safe Community Coalition traffic summit).

3.1.15 E-mail Newsletter
The MPO recently started publication of an e-mail (digital) newsletter. The first issue was sent to the MPO's entire contact list. In the future, people will need to subscribe to receive it, but it will also be posted on the MPO Website. There are already well over 100 subscribers. The newsletter will be published 3-4 times per year. The newsletter will be used to distribute information on past, current, and future transportation planning initiatives, other regional transportation plans, studies, and issues, and opportunities for public input.

3.1.16 Field Trips
Conducting field trips will be considered for certain types of planning projects (e.g. corridor studies and transit studies). Participation would be limited due to space and financial costs associated with transportation.

3.1.17 Audio-cast of Public Meetings
With a minimum of 48 hours notice prior to a public meeting the MPO can make an audio-cast (digital format; .mp3) of the meeting available to those that request the recording.

3.2 Public Information Meetings and Hearings
Public information meetings and hearings will be held throughout the metropolitan area at various stages of transportation plan and program development. Public meetings allow MPO staff to present and illustrate information and recommendations and are still a primary vehicle for receiving public comment. While online engagement allows for gathering input on values and opinions on issues as well as educating the public, meetings with a smaller group of motivated citizens is still best for obtaining specific input to develop plans.

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 buildings that are accessible by persons with disabilities. At least one meeting in each series will be held in an area with a concentration of environmental justice populations (See Section 3.6).

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

3.3 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. The MPO will also consult 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 (see Section 3.4);
- MPO Board and staff participation on advisory committees for WisDOT and other regionally significant plans and studies (e.g., major corridor/feasibility studies);
- MPO staff assistance with public involvement activities for WisDOT and other regionally significant plans, studies, and projects such as the City of Madison’s transportation plan Madison in Motion;
- MPO staff monitoring of state, county, Capital Area Regional Planning Commission (CARPC), and local land use/transportation planning activities and others affected by transportation;
- 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 4.3 and 5.3 regarding consultation with public agencies in development of the TIP and RTP respectively);
- MPO staff participation in CARPC land use planning activities, including the planning future regional visioning process and update of the regional land use plan.

Also, 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.

3.4 Advisory Committee Structure

The MPO Policy Board has established an advisory intergovernmental technical coordinating committee and a citizen advisory committee to assist it in carrying out its responsibilities. The MPO Board and staff also utilize a number of other local and county committees and commissions as part of the MPO’s role in serving as a forum for cooperative decision making on transportation planning issues.

3.4.1 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 19 voting and 2 non-voting members. 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 standing agenda item for meetings is “committee member reports”, which allows members to share information on current plans, studies, or projects whose community or agency is involved in. The TCC has a regular monthly meeting schedule (4th Wednesday of the month at 2 p.m.). However, meetings are canceled when there aren’t a sufficient number of agenda items to warrant a meeting.

The MPO considers changes in the representation on its advisory committees, particularly the technical committee, following the decennial Census and expansion of the MPO’s planning area. Representatives from the Villages of DeForest and Cottage Grove were added following the 2010 Census and expansion of the urban and MPO planning areas. The suburban community representatives are paired for voting purposes with each having $\frac{1}{2}$ vote if both are present in order to maintain a relative balance of votes between the suburban communities, City of Madison, and other representatives.

A listing of the current TCC members and their affiliation is shown in Appendix B.
3.4.2 Citizen Advisory Committee

The MPO Citizen Advisory Committee (CAC) includes representatives from local units of government, community organizations, interest groups, businesses, and other citizens.

The purposes of the CAC are to:

- Provide advice to the MPO on transportation plans, studies, and programs;
- Provide a “sounding board” for reactions to transportation planning policy issues;
- Provide liaison with various other public and/or private interest groups; and
- 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 has a regular bimonthly meeting schedule (3rd Wednesday of the month at 5 p.m.).

The redesignation of the MPO in 2007 restructured the Policy Board to eliminate most citizen appointees in order to comply with Federal law, which requires board members to be either local elected officials or administrators of major modes of transportation. With this change, the CAC has begun to play a more prominent advisory role with the membership of the committee expanded to reflect this. MPO staff also works with the CAC to identify ways that committee members can assist in public outreach efforts, particularly as part of future RTP updates.

A listing of the current CAC members and their affiliation is shown in Appendix C.

3.4.3 Other Advisory Committees/Commissions

The MPO created a Congestion Management Process (CMP) subcommittee of the TCC to assist in development and implementation of the CMP. An advisory committee was also created to assist in preparation of the MPO's Regional Intelligent Transportation Systems (ITS) Strategic Plan. It is anticipated these committees will be merged into a single CMP/ITS committee following completion of the ITS Plan. In addition to the TCC and its subcommittee and the CAC, the MPO creates ad hoc technical and policy advisory committees for major plans, including the Regional Transportation Plan, Transit Development Plan, and Bicycle Transportation 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. The MPO also utilizes a number of other committees and commissions as advisory bodies, which are shown on the MPO Structure Chart in Figure 2 on the following page. These committees and commissions all meet regularly.

3.5 Proactive Public Involvement Process

The goals and various components of the citizen participation program, including the structure of special advisory committees, and the scheduling of public information meetings and hearings at key decision points in the RTP, TIP, 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 (See Section 3.1.2). This includes those groups that are traditionally underserved by existing transportation systems (See Section 3.6 below).

All MPO Board meetings include an agenda item for public comment on issue(s) not on the agenda. Public comment forms are used to solicit comments on issues being presented at the meeting. 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.

Finally, 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,
Madison Area
Transportation Planning and Programming
Organizational Structure

Figure 2

- Cities, villages, and towns within the metropolitan planning area and Dane County
- Madison Area Transportation Planning Board (TPB)
- U.S. Dept. of Transportation
  - FHWA & FTA
- Wisconsin Dept. of Transportation (WisDOT)
- TPB/MPO Staff
  - Reviewing Activities:
    - Citizen and Technical Committee (as needed)
      - Ad Hoc Technical Advisory Committees
      - Interagency Technical Staff
- TPB/MPO Technical Coordinating Committee
- Madison Area TPB Citizen Advisory Committee
  - Reviewing Activities:
    - Boards and Commissions
      - Madison Transportation Commissions
      - County Transportation Committee & Commission
and programs. Examples include coordination and assistance by MPO staff with updates of WisDOT’s transportation plan and preparation of the comprehensive plans of Dane County, the City of Madison and other local units of government within the MPO planning boundary.

3.6 Title VI and Environmental Justice
The MATPB will take reasonable steps to ensure 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 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 and Spanish 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 RTP and other plan/study meeting notices and press releases, will be provided to minority news media.
- For the 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.
- Utilize available resources such as Madison365, a new nonprofit media enterprise intended to keep greater Madison’s communities of color informed about events, programs, etc. and provide ways to get involved as well as to report news from their perspective in order to ensure all voices are heard.

3.7 Planning Factors
MAP-21, the Moving Ahead for Progress in the 21st Century Act (P.L. 112-141), the current Federal surface transportation program authorization legislation, identifies eight factors that are to be considered in the planning and programming processes. See Appendix D for a listing of these planning factors. For examples of applicability of these factors, see the new Selection Process for Surface Transportation Program (STP) - Urban Transportation Projects document with the scoring criteria for project applications; and the 2015 Unified Planning Work Program, dated November 2014.

3.8 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 a copy of the draft public participation plan will be posted on the MPO’s Website.
3. A public hearing on the draft plan 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.
4. The final public participation plan will be adopted, published and distributed, and posted on the MPO’s Website after taking into account all of the comments received.
4.0 PLAN EVALUATION

4.1 Introduction
Staff and the MPO Policy Board will evaluate the public participation process on an ongoing basis to ensure that the MPO is as effective as possible in facilitating full and open access to the regional transportation planning process and that all interested persons are given the opportunity to participate. The MATPB will continue to add different components or strategies to the process as appropriate.

A comprehensive assessment of the public participation process will be undertaken at least every five years in conjunction with the update of the RTP.

4.2 Assessment of the Effectiveness of Public Involvement Strategies
The MPO will use both quantitative and qualitative measures to assess the effectiveness of the overall public involvement program and particular strategies. Quantitative measures include the following:

- Number and diversity of meeting participants and comments received
- Number of comments received through online engagement tools
- Number of avenues used to reach Environmental Justice population groups
- Number individuals and groups on the MPO’s email list
- Number of hits on the MPO Website
- Number of MPO email newsletter subscribers and number of MPO Facebook page followers
- Amount of media coverage, including that in minority publications
- Attendance and comments received from advisory committees

Qualitative measures will also be used to supplement these more quantitative measures. These include:

- Effectiveness of different meeting formats
- Public understanding of the process
- Quality of the comments received and use of the input in developing the plans
- Effectiveness of notification and communication tools, including the MPO Website
- Effectiveness of visualization tools and techniques used

The MPO will also consider use of a public involvement survey of its contacts lists following the completion of the RTP 2050 to receive feedback on the effectiveness of the various techniques used.

5.0 TRANSPORTATION IMPROVEMENT PROGRAM

5.1 Introduction
The Federal Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) ushered in landmark changes in Federal policy and established a variety of new programs for funding transportation improvements. Subsequent reauthorization bills have maintained the basic structure of Federal programs established in ISTEA for funding transportation improvements. The current transportation bill, Moving Ahead for Progress in the 21st Century (MAP-21), adopted in July 2012, builds on and refines many of the programs and policies established in 1991. MAP-21 restructures the core highway and transit formula programs, consolidating some of the previous programs. Eligibility of the programs authorized under the former bill, SAFETEA-LU, was retained within the condensed structure of the MAP-21 funding programs.
The mechanism to list projects for Federal funding is through the Transportation Improvement Program (TIP). Under the Federal metropolitan transportation planning provisions, the MATPB is responsible for developing the TIP, in close cooperation with the State and affected transit operators. The TIP must be consistent with the MPO’s long-range regional transportation plan, include all transportation projects in the metropolitan planning area that are proposed for Federal funding, and all regionally significant projects regardless of funding source, and cover at least four years of programming. For information and coordination purposes, the MATPB 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.

5.2 Procedure, Schedule, and Outreach

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

Implementing agencies submit their listings of proposed projects to MPO staff to coordinate into a comprehensive listing of proposed major transportation improvements, with indications of project limits, type, cost, timing, etc. MPO staff meets with WisDOT SW Region, Dane County, and City of Madison staff and other staff (as needed) 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.

A draft TIP report with the project listings is then prepared. The TIP report includes maps of the major transportation projects in the MPO planning area and outer county areas. Capacity expansion projects are highlighted. This draft listing is distributed to local units of government, county and local transportation committees, staff of public agencies responsible for planning activities affected by transportation, the MPO’s technical and citizen advisory committees, and others for review and comment. Anticipated transit and specialized transportation projects are sent to private transit operators in the county for comment. The draft TIP is posted on the MPO’s Website and a notice regarding the availability of the draft TIP is mailed or e-mailed to chief elected officials, county supervisors, transportation committee members, and resource agencies. A notice with the transit project listings is emailed or mailed to private transit operators. A minimum 30-day public comment period is provided.

The draft TIP notices invites persons to contact or meet with MPO staff to ask questions or provide comments. The notices indicate 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” under Section 4.4, including the addition or deletion of a regionally significant project or a substantial change in the cost, design concept or scope of such project.

A summary of the timetable and public review opportunities for the TIP is shown in Table 1 on page 18.
Following action by the MPO Board, this document is submitted to appropriate state and Federal agencies for review and action as an indication of transportation improvement projects anticipated to be undertaken in this area. By annually pursuing this procedure, an up-to-date program of transportation projects is assured.

5.3 Consultation with Public Agencies

MPO staff will contact appropriate staff of federal, state, and county agencies responsible for planning activities affected by transportation to ask whether they are interested in receiving an email notice of the draft TIP for review and comment. These agencies include those responsible for environmental protection, natural resource conservation, historic preservation, and freight shipping. Those who indicate an interest in reviewing the TIP will be added to the email list for the notice. MPO staff will meet with staff of these agencies upon request.

5.4 TIP Amendments

Revisions to the TIP may 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.

Provided such a revision does not necessitate redemonstration of fiscal constraint, the procedure for administrative modifications includes approval by the MPO 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. 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 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.

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4. Addition or deletion includes moving federal project funding in or out of the four-year project window of the TIP.
5. The MATPB prepares a five-year TIP, but the FHWA and FTA consider projects in the fifth year to be informational only.
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 MPO Policy Board meeting. An opportunity for public comment is provided prior to action by the board. The amendment is also 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 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) 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 of a project involving STP-Urban funding; and
- Change in the cost or implementation schedule of a project or project phase involving STP-Urban funding that impacts the funding available for or timing of other STP-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 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.

### 5.5 Environmental Justice Analysis

As part of the MATPB's efforts to address environmental justice and the equitable distribution of transportation resources in compliance with Title VI, MPO staff analyzes the location of programmed transportation investments in relationship to areas with a concentration of environmental justice populations (minority, low-income, autoless, persons with a disability) in the metropolitan area. The purpose of this analysis is to ensure that no programmed projects will result in significant adverse impacts to these areas and also that over time projects providing beneficial impacts are equitably distributed. The analysis is included as an appendix to the TIP. Further types of analysis will be considered as new tools become available. For example, the MPO is in the process of acquiring a new tool for calculating the accessibility of areas by transit, walking, and bicycling to jobs and important destinations. Environmental justice has also been added as both a screening and scoring criteria to the MPO's project evaluation criteria for STP – Urban applications.
5.6 Annual Listing of Obligated Federally Funded Projects

The MPO annually makes available to the public a listing of federally funded projects for which funding was obligated in the previous year. The table listing the obligated projects is posted by the end of the first quarter of the following year following receipt of the list of projects from FHWA/FTA. In addition, the MPO includes an appendix to the TIP report that lists the status of all major projects programmed for construction or implementation the previous year regardless of funding source.

Table 1

Citizen Participation Effort and Generalized Schedule for Preparing Transportation Improvement Program

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<tr>
<td>1.</td>
<td>Notice to Local Units of Government and General Public.</td>
<td>Request for Proposed Projects with Federal or State Funds and Project Submittal Deadline</td>
</tr>
<tr>
<td>2.</td>
<td>Projects due to MPO</td>
<td>Deadline for Project Submittals</td>
</tr>
<tr>
<td>3.</td>
<td>Review #1 by MPO, TCC &amp; CAC</td>
<td>Preliminary Review of Scored Projects for STP Urban Funding (biennially with each program cycle)</td>
</tr>
<tr>
<td>4.</td>
<td>Print (upon request) and distribute Draft TIP for Comments</td>
<td>Draft Listing of All Projects in TIP</td>
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<tr>
<td>5.</td>
<td>Send email notice of availability of Draft TIP</td>
<td>Draft Listing of All Projects in TIP</td>
</tr>
<tr>
<td>6.</td>
<td>Review #2 by MPO, TCC &amp; CAC</td>
<td>Review of All Projects in TIP</td>
</tr>
<tr>
<td>7.</td>
<td>Public Hearing before MPO on Draft TIP</td>
<td>Testimony and Comments Formally Received by MPO on Draft TIP</td>
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<tr>
<td>8.</td>
<td>Recommendations by TCC &amp; CAC</td>
<td>Final Comments to MPO</td>
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<tr>
<td>9.</td>
<td>Action by MPO</td>
<td>Final Action by MPO</td>
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<tr>
<td>10.</td>
<td>Submittal of Final Complete TIP Report with Appendices to WisDOT</td>
<td>Submittal to WisDOT and USDOT</td>
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6.0 REGIONAL TRANSPORTATION PLAN

6.1 Introduction
A key responsibility of MPOs is the preparation and maintenance of a long-range Regional Transportation Plan (RTP) addressing no less than a 20-year planning horizon from the effective date. 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. Specifically, the RTP must include:

- Projected transportation demand of persons and goods;
- Existing and proposed transportation (roadway, transit, bicycle, pedestrian) facilities, services, and enhancement activities;
- Operational and management strategies to improve the transportation system; performance, reduce congestion, and maximize safety;
- Consideration of the results of the ongoing congestion management process;
- Assessment of capital investment and other strategies to preserve transportation infrastructure and provide for capacity increases based on needs and priorities;
- Discussion of potential environmental mitigation activities; and
- A reasonable financial plan that demonstrates how the plan can be implemented.

Federal law requires RTPs for air quality attainment areas such as the Madison area to be updated every five years. On November 1, 2006, the MPO adopted the Regional Transportation Plan 2030 for the Madison Metropolitan Area & Dane County. A minor amendment was adopted in 2007 to make the plan fully compliant with new federal planning requirements. This involved primarily meeting the requirement for environmental consultation and discussion of environmental mitigation strategies and activities associated with the plan. An amendment was adopted in 2009 to add the Stage 1 Verona Road and West Beltline interchange area improvements following the completion of the environmental study and securing of project funding. The RTP was updated again in March 2012. The 2012 update to the RTP was a minor, interim update, but with growth forecasts revised to reflect recent development activity and extended out to the year 2035. By extending the forecasts out to 2035 the required 20-year forecast was maintained. The planning horizon year for the next major update of the RTP will be 2050.

6.2 Public Involvement Strategies
The full range of the public participation plan elements described in Section 3 to educate and involve the identified different stakeholders and general public will be utilized throughout the planning process for all regular plan updates.

The following are some of the strategies specific to the RTP 2050 that will be utilized:

6.2.1 Plan Branding
A 2040 Plan brand will be established to make the planning effort immediately recognizable during public presentations and meetings, special events, and in plan materials. A slogan and/or logo will be developed that helps community members connect with the importance of shaping the region’s mobility future.

6.2.2 Plan Advisory Committee and MPO Board and Advisory Committee Meetings
A RTP 2050 Plan Advisory Committee will be created to meet regularly, oversee the planning process, and help with public engagement. Regular updates on the plan and community engagement activities will be provided to the MPO Board and MPO technical and citizen advisory committees.
6.2.3 Elected and Appointed Officials Engagement and Coordination
 Updates will be provided at Dane County Cities and Villages and Town Association meetings. “Outreach” meetings of the MPO Board will be held throughout the urban area to hear about local land use/transportation plans, projects, and issues and provide information on the RTP 2050 planning process. Elected officials will also be recruited to serve on the Plan Advisory Committee.

6.2.4 Values Based Research and Public Survey
 The MPO will partner with the Capital Area Regional Planning Commission (CARPC) to hire a consultant to conduct values based research and a public survey to support both the RTP and CARPC’s planned update of the regional land use plan. The survey will be administered online to a random sample of residents, but will also be posted online to allow any member of the public to participate.

The values survey will serve as a foundation on which to develop communications, engagement, and goals for the RTP 2050. It will also serve as a foundation for a CARPC-led regional visioning process resulting in a growth and transportation strategy for the region. The MPO will partner with CARPC in that process. The outcome of that process will be used to make any necessary supporting changes to the RTP 2050 as part of a future plan amendment or the next regular 5-year update of the plan.

6.2.5 Interactive RTP 2050 Webpage
 A plan webpage will be created with an interactive tool for the public to provide comments throughout the plan process. The MPO will likely purchase a program for this from one of the leading vendors such as MetroQuest.

6.2.6 Public Meetings
 Three series of public meetings will be held throughout the planning process as described further below. A minimum of three public meetings will be held (generally central Madison, east, west) for each series of meetings. The format of the meetings will likely vary somewhat for each series, but will likely include an “open house” for part of the meeting with a presentation and Q/A session. Other opportunities for getting feedback such as use of small group discussions will be considered.

Meeting Series 1
 The results of the values research and survey will be presented along with a draft set of plan goals, objectives, and performance measures. Information will also be presented on land use, economic, and transportation trends and issues in the region and population, household, and employment forecasts as well recent or currently ongoing MPO, WisDOT, and local transportation plans and studies. Feedback will be sought on the goals and objectives and important issues to consider in developing the plan.

Meeting Series 2
 The growth forecasts based on locally adopted land use plans and resulting transportation needs and deficiencies analysis will be presented. This includes system preservation needs. Proposed projects addressing the identified needs will also be presented. In addition, results of the fiscal analysis will be reviewed and compared against the identified project needs. Any revenue shortfalls will be identified and tradeoffs highlighted between different sets of projects reflecting different priorities. The impacts and benefits of different sets of projects will be reviewed. An analysis may be conducted under an alternative growth scenario assuming a significantly higher level of infill/redevelopment. Feedback will be solicited on the identified needs, proposed projects to address the needs, and tradeoffs based on the fiscal constraint analysis as well as policy issues and ways to address them.
Meeting Series 3
The draft transportation plan will be presented, including the facilities and services plan, impacts and benefits of the plan, and other policy and planning recommendations. Comments will be sought on the draft plan.

6.2.7 Community Events
Community events provide opportunities to raise awareness of the MPO and the 2050 Plan and build positive relationships for the MATPB, its partner agencies, and community. Existing community events will be selected for tabling and distribution of information and collection of comments for the plan.

6.3 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 the process of analyzing 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 freight shipping. Information on the draft plan and public 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 at the MPO office.

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, assessment will be conducted using the MPO’s geographic information systems (GIS) database to determine what environmental features or areas fall within buffers will be conducted as needed. 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.

6.4 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 Web site.
(3) 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.
(4) An additional opportunity for public comment will be provided if the final draft plan differs significantly from the one made available for public comment and raises new material issues that persons could not reasonably have foreseen.
(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 distributed, 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.
6.5 Environmental Justice Analysis

As part of the MATPB's ongoing efforts to comply with Title VI and address environmental justice, both qualitative and quantitative analyses will be conducted for RTP updates to evaluate the impacts of the RTP on minority populations, low-income households, and those households without access to an automobile. The MPO's Geographic Information Systems (GIS) and travel modeling capabilities will continue to be refined and used for such analyses. Other tools will be used as they become available such as the previously mentioned accessibility analysis tool. At a minimum, the MPO will conduct: (a) a qualitative transportation project analysis, examining the location of recommended projects in relation to concentrations of environmental justice populations; and (b) an accessibility analysis using the MPO's regional travel model and the new associated accessibility analysis tool that examines the impact of recommended projects on auto, transit, and bicycle travel times from environmental justice areas to selected major employment, shopping, educational, medical, and recreation centers and measures and maps the number of jobs and destinations that can be reached within a given amount of time.
# Appendix A

## Madison Area Transportation Planning Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Representing or Appointed By</th>
<th>Local Government Office and Other Affiliations</th>
</tr>
</thead>
<tbody>
<tr>
<td>David Ahrens</td>
<td>City of Madison Mayor</td>
<td>City of Madison Alderperson, District 15</td>
</tr>
<tr>
<td>Mark Clear</td>
<td>City of Madison Mayor</td>
<td>City of Madison Alderperson, District 19</td>
</tr>
<tr>
<td>Ken Golden</td>
<td>City of Madison Mayor</td>
<td>Member, Capital Area Regional Planning Commission</td>
</tr>
<tr>
<td>Jeff Gust</td>
<td>Wisconsin Department of Transportation</td>
<td>Planning Manager, WisDOT Southwest Region</td>
</tr>
<tr>
<td>Chuck Kamp</td>
<td>Transit Agency; City of Madison Mayor</td>
<td>Metro Transit General Manager</td>
</tr>
<tr>
<td>Steve King</td>
<td>City of Madison Mayor</td>
<td>City of Madison Alderperson, District 7</td>
</tr>
<tr>
<td>Jason Kramar</td>
<td>Villages and Small Cities in MPO Area</td>
<td>Trustee, Village of DeForest</td>
</tr>
<tr>
<td>Jerry Mandli</td>
<td>Dane Co. Executive</td>
<td>Director, Dane Co. Dept. of Public Works, Highway &amp; Transportation</td>
</tr>
<tr>
<td>Al Matano</td>
<td>Dane Co. Executive</td>
<td>Dane County Board Supervisor, District 11</td>
</tr>
<tr>
<td>Ed Minihan</td>
<td>Towns in MPO Planning Area</td>
<td>Chair, Town of Dunn</td>
</tr>
<tr>
<td>Mark Opitz</td>
<td>Villages and Small Cities in MPO Area</td>
<td>Planner, City of Middleton</td>
</tr>
<tr>
<td>Chris Schmidt</td>
<td>City of Madison Mayor</td>
<td>City of Madison Alderperson, District 11</td>
</tr>
<tr>
<td>Robin Schmidt</td>
<td>Dane Co. Executive</td>
<td>Dane County Board Supervisor, District 24</td>
</tr>
<tr>
<td>Patrick Stern</td>
<td>Villages and Small Cities in MPO Area</td>
<td>City of Fitchburg Alderperson, District 2, Seat 4</td>
</tr>
</tbody>
</table>
## Madison Area Transportation Planning Board
### Technical Coordinating Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Employed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deane Baker(^1)</td>
<td>Public Works Director</td>
<td>Village of DeForest</td>
</tr>
<tr>
<td>Diane Paoni</td>
<td>Transportation Planner</td>
<td>WisDOT Bureau of Planning &amp; Economic Dev.</td>
</tr>
<tr>
<td>Drew Beck</td>
<td>Planning Manager</td>
<td>Metro Transit</td>
</tr>
<tr>
<td>Chris Berte (non-voting)</td>
<td>Planner</td>
<td>Federal Transit Administration, Region V</td>
</tr>
<tr>
<td>Allan Coville(^2)</td>
<td>Public Works Director</td>
<td>Village of McFarland</td>
</tr>
<tr>
<td>David Dryer</td>
<td>Traffic Engineer</td>
<td>City of Madison Traffic Engineering</td>
</tr>
<tr>
<td>Pam Dunphy</td>
<td>Assistant Commissioner</td>
<td>Dane County Public Works and Transportation Department</td>
</tr>
<tr>
<td>Kevin Even(^3)</td>
<td>Public Works Director</td>
<td>Village of Waunakee</td>
</tr>
<tr>
<td>Jim Hessling(^4)</td>
<td>Public Works Director</td>
<td>Village of Cottage Grove</td>
</tr>
<tr>
<td>Tom Koprowski</td>
<td>Transportation Planner/Project Manager</td>
<td>WisDOT Southwest Region</td>
</tr>
<tr>
<td>Dwight McComb (non-voting)</td>
<td>Community Planner</td>
<td>Federal Highway Administration</td>
</tr>
<tr>
<td>Rob Kennedy</td>
<td>Transportation Planning Manager</td>
<td>UW Facilities Planning &amp; Management Office</td>
</tr>
<tr>
<td>Scott Kugler(^1)</td>
<td>Planning Director</td>
<td>City of Sun Prairie</td>
</tr>
<tr>
<td>Dave Trowbridge</td>
<td>Transportation Policy &amp; Planning Manager</td>
<td>City of Madison Planning Division</td>
</tr>
<tr>
<td>Rob Phillips</td>
<td>City Engineer</td>
<td>City of Madison</td>
</tr>
<tr>
<td>Rodney Scheel(^2)</td>
<td>Planning Director</td>
<td>City of Stoughton</td>
</tr>
<tr>
<td>Shawn Stauske(^3)</td>
<td>Public Works Director</td>
<td>City of Middleton</td>
</tr>
<tr>
<td>Daniel Stephany(^4)</td>
<td>Public Works Director</td>
<td>City of Monona</td>
</tr>
<tr>
<td>Adam Sayre(^5)</td>
<td>Planning Director</td>
<td>City of Verona</td>
</tr>
<tr>
<td>Todd Violante</td>
<td>Planning Director</td>
<td>Dane County Planning &amp; Development</td>
</tr>
<tr>
<td>Cory Horton(^5)</td>
<td>Public Works Dir./City Engineer</td>
<td>City of Fitchburg</td>
</tr>
</tbody>
</table>

\(^1\) Combined vote (Sun Prairie, DeForest) at ½ if both present.

\(^2\) Combined vote (McFarland, Stoughton) at ½ if both present.

\(^3\) Combined vote (Middleton, Waunakee) at ½ if both present.

\(^4\) Combined vote (Cottage Grove, Monona) at ½ if both present.

\(^5\) Combined vote (Verona, Fitchburg) at ½ if both present.
# Madison Area Transportation Planning Board – An MPO Citizen Advisory Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kristofer Canto</td>
<td>City of Madison Resident; WisDOT Transit Planner</td>
</tr>
<tr>
<td>Ronn Ferrell</td>
<td>Dane Co. Supervisor, 15&lt;sup&gt;th&lt;/sup&gt; District</td>
</tr>
<tr>
<td>David Hoffert</td>
<td>City of Madison Resident; President, Parkwood Hills Neighborhood Association</td>
</tr>
<tr>
<td>Greg Hull</td>
<td>City of Madison Resident; Realtor</td>
</tr>
<tr>
<td>Joe Maldonado</td>
<td>City of Fitchburg Resident; Program Manager with Boys &amp; Girls Club of Dane County</td>
</tr>
<tr>
<td>John Rider</td>
<td>City of Madison Resident; Sierra Club – Four Lakes Group</td>
</tr>
<tr>
<td>Ingrid Rothe</td>
<td>City of Madison Resident; League of Women Voters of Dane County</td>
</tr>
<tr>
<td>Gary Rylander</td>
<td>Traffic Engineering Consultant; Member, City of Middleton Public Works Committee</td>
</tr>
<tr>
<td>Tom Stoebig</td>
<td>Former Dane Co. Supervisor, 17&lt;sup&gt;th&lt;/sup&gt; District; City of Madison Resident; AARP-Wisconsin</td>
</tr>
<tr>
<td>Royce Williams</td>
<td>ProRail; Madison Area Bus Advocates</td>
</tr>
</tbody>
</table>
Federal MAP-21 Planning Factors

The following eight (8) planning factors are to be used to guide the MPO planning process. The planning factors are outlined in the Moving Ahead for Progress in the 21st Century Act (MAP-21), approved in July 2012. The planning factors are the same as those in the Safe, Accountable, Flexible, Transportation Equity Act – A Legacy for Users (SAFETEA-LU), the former surface transportation program reauthorization bill.

MAP-21 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.

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 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.