



**MDOT STATE LONG-RANGE TRANSPORTATION PLAN**

**Public and Stakeholder  
Participation Plan**



# 1. Introduction

MDOT has created this public and stakeholder participation plan (PSPP) for Phases I (visioning) and II (plan development) of the Michigan Mobility 2045 (MM2045) state long-range transportation plan (SLRTP) process. Visioning started in May 2018. It focuses on developing a long-term vision and priorities for transportation in Michigan. Plan development is expected to begin in May 2019 and will include the development and public review of a draft SLRTP. The state freight and rail plans that have been previously developed separately from the SLRTP will be incorporated into MM2045. This PSPP ensures that extensive efforts will be made to gather public and stakeholder input, including views on freight, rail, transit, passenger, aviation, bicycle, pedestrian, highway, and other transportation issues important to Michigan's future. MM2045 is a policy document that will establish a vision and priorities for transportation in Michigan for 25 years. As part of this planning process, an MDOT task team recently worked with the MM 2045 consultant and key stakeholders to develop this [PSPP](#), which outlines how public engagement will take place.

Highlighting the important role that the public and stakeholders play in the long-range planning process, the PSPP outlines how the public can get involved and offer input on transportation issues. Created through a review of current best practices and recommendations for public and stakeholder outreach, the PSPP also targets outreach to Environmental Justice (EJ) and Title VI groups.

Top features include:

- The use of innovative technology that allows MDOT to extend outreach to a larger and more diverse group of Michigan residents in developing MM2045.
- An attitudes and perceptions survey to ensure the needs and priorities of a representative sample of Michigan residents are considered.
- Scenario planning to present transportation situations to the public in a realistic context to help determine a long-term vision for transportation in Michigan.
- Meaningful and collaborative public engagement, including giving targeted consideration and attention to vulnerable environmental justice populations, marginalized communities, and tribal governments.

MDOT took comments on the MM2045 PSPP from Oct. 8, 2018, through Nov. 30, 2018. Commenters were responded to and their input incorporated into this plan as appropriate. All comments are documented in Section 6. The PSPP was finalized in December 2018, with public and stakeholder engagement efforts continuing throughout FY 2019 and FY 2020.

Overall completion of the state's long-range transportation planning process is anticipated in December 2020.

Also included in the long-range transportation planning discussion are alternatives to enhance the current Location Quotient Method that is used for statewide environmental analysis. The rationale for choosing a new methodology is to better identify EJ zones within MDOT corridors of highest significance. Any agreed upon change also must complement the MM2045 PSPP outreach strategy.

The public may continue to comment on the PSPP or provide input for the MM2045 plan by visiting [www.michiganmobility.org](http://www.michiganmobility.org), sending an e-mail to [mdot-michiganmobility@michigan.gov](mailto:mdot-michiganmobility@michigan.gov), commenting at [www.facebook.com/michigandot](https://www.facebook.com/michigandot) or [www.twitter.com/michigandot](https://www.twitter.com/michigandot), or sending mail to the following address:

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Michigan Mobility 2045  
Michigan Department of Transportation  
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Public and stakeholder engagement techniques outlined in this plan have been customized for use in establishing a transportation vision for Michigan and developing the MM2045 SLRTP. The PSPP has been developed in consultation with Michigan's metropolitan planning organizations (MPOs) and regional planning agencies, as well as the Federal Highway Administration (FHWA), Federal Rail Administration (FRA), and Federal Transit Administration (FTA).

This plan is also the result of extensive research. An analysis was conducted of MDOT's 2030 SLRTP Public Participation Plan and 2040 SLRTP Public Involvement Plan. Public engagement conducted as part of regional nonmotorized planning processes was reviewed as well. Additionally, SLRTP public outreach and engagement techniques were reviewed for Michigan regional planning organizations and 10 peer state departments of transportation (DOT): Arizona, Colorado, Florida, Iowa, Minnesota, Missouri, Pennsylvania, Texas, Virginia, and Washington. These findings were presented in a written report and web conference presentation for MDOT, MPOs, and the FHWA.

Based on this review, WSP consultants compiled a list of recommendations for public and stakeholder engagement to be used for the MM2045 planning process. The recommendations were presented for consideration by MDOT and external partners at a one-day workshop on Aug. 6, 2018. Workshop participants worked in breakout groups, responded to text polling questions, and completed a post-workshop survey to provide input on the recommendations and other issues related to public and stakeholder engagement.

Those same stakeholders and others reviewed this PSPP prior to it being posted for a 45-day comment period required by federal law.

## **1.1 FEDERAL REGULATIONS HELP GUIDE DIVERSE PARTICIPATION**

MDOT's mission of "Providing the highest quality integrated transportation services for economic benefit and improved quality of life" can only be accomplished when customers are identified and brought into the planning process. MDOT strives to include a diverse public by following various federal statutes that help guide its participation activities.

## **1.2 FEDERAL REGULATIONS FOR STATEWIDE TRANSPORTATION PLANNING**

The federal regulations related to participation in transportation decision-making can be found in Title 23; Section 450.210. Also linking the transportation planning and National Environmental Protection Act (NEPA) process is 23 U.S.C. 134 and 135; 42 U.S.C. 7410 et seq.; 49 U.S.C. 5303 and 5304; 49 CFR 1.85 and 1.90.

These regulations leave the methods for carrying out participation to the discretion of each state; however, participation processes must provide:

- Early and continuous opportunities for involvement.
- Public meetings at convenient and accessible locations and times.
- Timely information on transportation issues, processes and procedures.
- Reasonable access to technical and policy information.
- Electronically accessible and available public information via the web.
- Adequate notice of involvement opportunities at key decision points.
- Methods for considering and responding to public input.
- A course of action for seeking out and considering the needs of traditionally underserved groups.
- Periodic review and evaluation of the participation process.

### **1.3 ACCOMMODATIONS FOR PERSONS WITH DISABILITIES**

The Americans with Disabilities Act of 1990 (ADA) states that “no qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity.” Sites for participation activities, as well as the information presented, must be accessible to persons with disabilities. ADA requires specific participation – particularly for developing para-transit plans – such as:

- Outreach by developing contacts, mailing lists, and other means of notification.
- Consultation with disabled individuals.
- The opportunity for public comment.
- Accessible formats.
- Public hearings.
- Summaries of significant issues raised during the public comment period.
- Ongoing efforts to involve persons with disabilities in planning.

### **1.4 ANTI-DISCRIMINATION**

Title VI of the Civil Rights Act of 1964, together with related statutes and regulations, provides that “no person shall on the ground of race, color, and national origin be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal funds. The entire institution, whether educational, private or governmental must comply with Title VI and related Federal civil rights laws, not just the program or activity receiving federal funds.”

Executive orders regarding EJ and outreach to persons with limited English proficiency are also regulated under Title VI of the Civil Rights Act.

## 2. Visioning

### 2.1 PRIORITY SETTING

The first round of public and stakeholder engagement will focus on gathering input to develop a long-range vision and on setting priorities for transportation in Michigan. This process will begin in January 2019 and will be completed in April 2019.

### 2.2 ATTITUDES AND PERCEPTIONS SURVEY

MDOT will conduct a statistically valid survey of Michigan residents statewide and by region. Previous attitudes and perceptions (A&P) surveys conducted by MDOT, as well as similar surveys done by other state DOTs, have been reviewed. A&P surveys are done by a professional polling firm and include phone calls, mailed questionnaires, and online forms. The surveys have been conducted to gather public opinion about Michigan's transportation system and MDOT's performance. A&P surveys have also been used as part of previous SLRTP visioning processes.

The 2019 A&P survey will be customized as a public input tool for the SLRTP and will be conducted at the beginning of the public and stakeholder engagement process in January or early February 2019. Results of the survey will then be analyzed and included in a report scheduled for completion in April 2019.

Questions in the customized survey will focus on the following issues important to creating the 2045 SLRTP:

- Identifying public priorities for future investments in transportation and areas of focus for various transportation modes.
- Gaining preliminary input on freight and rail issues since those plans will be integrated into the SLRTP.
- Determining perceptions regarding self-driving vehicles.

### 2.3 MM2045 SLRTP WEBSITE

A dedicated website has been created for the MM2045 SLRTP separate from, but linked to, the MDOT website. The site is available to the public and stakeholders at [www.michiganmobility.org](http://www.michiganmobility.org). It was partially launched in early October 2018 to post this PSPP for the required 45-day public comment period. The SLRTP website will be fully launched by the end of December 2018. The site will comply with all federal, state, and MDOT requirements regarding accessibility.

The website will feature informational pieces about the SLRTP such as embedded videos, news releases, fact sheets, infographics, white papers, and reports. It will also include a social media feed, links to social media pages, a comment form, e-mail signups, a calendar of events, and pages for developing the freight and rail plans to be integrated into the SLRTP. The website will also link to an interactive SLRTP MetroQuest survey tool.

### 2.3.1 MetroQuest

An interactive, online survey tool called MetroQuest will be used to provide general information about the SLRTP, to identify the public’s transportation priorities, to show the tradeoffs that occur when choosing one priority over another, and to gather general public input. (Figure 1 shows sample MetroQuest screens.) The success of using the platform, in terms of engaging as many people as possible, will depend on informing the public and stakeholders about its availability and capabilities. Therefore, a proactive outreach campaign will be conducted to direct people to the MetroQuest page. This effort will include social media ads and posts, prominent positioning on the SLRTP website, news releases, mass distribution e-mail “blasts,” links in letters to stakeholders, promotion through presentations, and other communications efforts. The MetroQuest site will be available for three months beginning in January 2019.

Figure 1. Sample MetroQuest Screens

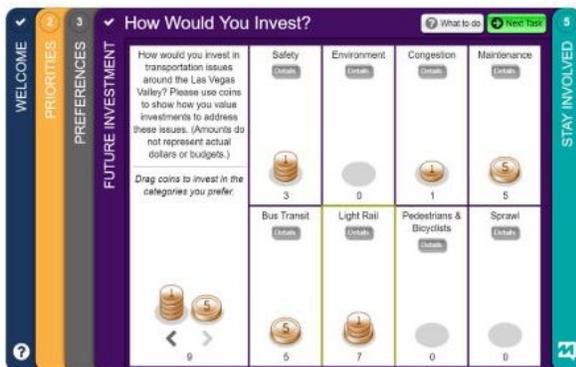
#### Tradeoffs



#### Priority Ranking



#### Budget Allocation



#### Map Marker



### **2.3.2 Telephone Town Halls**

Telephone town halls provide members of the public the opportunity to take part in a public forum without having to leave their homes. Phone calls are made to a set number of potential participants and they have the opportunity to join a conference call to learn about a certain topic, ask questions, and offer comments.

Telephone town halls will be conducted to engage Michigan residents who are not normally involved in long-range transportation planning processes and who may not be inclined to engage online or in person. A random selection of up to 10,000 registered voters in Michigan will be called on landline phones per town hall (maximum of three telephone town halls). A toll-free phone number and online form also will be publicized to allow the public and stakeholders to choose to join the telephone town hall. Text messages also will be sent to mobile phone users to encourage their participation. Existing stakeholder lists will be used as well to call potential participants.

People receiving the calls can opt to join the town hall, where they will hear a brief introduction about the SLRTP and can ask questions through a facilitated process. Results of the calls, such as the number of people joining, comments made and what questions were asked, will be documented following the meeting. Questions that could not be answered during the calls will be answered on the MM2045 website.

### **2.3.3 Social Media Advertisements**

Social media advertisements, particularly through Facebook, will be used to engage large numbers of Michigan residents. The ads will be used to direct social media users to engagement opportunities such as the MetroQuest site, website, and online surveys. They will also be used to inform the public about the SLRTP by linking to information like social media posts or other sources. MDOT will explore the use of advertisements through Twitter, Instagram, Snapchat, and other social media platforms to ensure that all Michigan residents have the opportunity to be engaged in the MM2045 SLRTP visioning process.

### **2.3.4 Existing MDOT Communications Channels**

MDOT has an effective infrastructure in place for communicating with Michigan residents, including staff located throughout the state. MDOT will strategically use the following capabilities, as needed, to engage the public and stakeholders in the SLRTP process:

- Statewide website.
- Statewide, regional, and project-specific social media pages (Facebook, Twitter, Instagram, YouTube, and LinkedIn).
- GovDelivery mass distribution e-mail system.
- Proactively sending information to the news media.

- Producing and posting videos.
- Conducting special events.
- Producing special publications, illustrations, and educational tools.
- Taking professional quality photos.
- Making staff available for media interviews, presentations to public groups, and attendance at standing meetings.
- Links from partner agency web and social media sites.

### 2.3.5 Tribal Governments

MDOT considers the concerns of Native American tribal governments that have jurisdiction over land within the state. The department provides meaningful and timely consultation with 12 federally recognized sovereign Native American tribal governments on a regular basis and prior to certain types of department actions. MDOT's tribal affairs coordinator serves as a point of contact for Native American tribal governments to facilitate communication and problem resolution on transportation-related topics. Coordinating with Native American tribes is an essential part of determining transportation needs and the environmental impacts and mitigation of proposed projects.

A direct invitation will be extended to each of Michigan's [12 federally recognized sovereign tribal governments](#) to consult individually with MDOT. This formal government-to-government consultation will be encouraged to ensure that each tribe's priorities, issues, and expectations regarding Michigan's multimodal transportation system are adequately reflected in the MM2045 SLRTP.

MDOT will reach out directly to each tribal government individually to determine their interest in engaging in the MM2045 SLRTP process. Offers to meet in person at a location most convenient to each tribe will be made. If desired, MDOT staff will meet with each tribal government and make a presentation about the MM2045 SLRTP process.

Designated tribal contacts will additionally receive letters, e-mails, and other opportunities to engage detailed in the next section of this plan. MDOT will follow-up with tribal governments to ensure they are being adequately engaged.

### 2.3.6 Targeted Stakeholder Outreach

Ensuring that stakeholders with a specific interest in the SLRTP are engaged is of particular importance; in addition, federal regulations list certain groups that should be targeted for participation. The following groups will be contacted directly and more than once:

- **Transportation Agencies** comprised of transportation groups that have established partnerships with MDOT, such as transit agencies, metropolitan planning agencies,

regional planning agencies, railroads, Amtrak, county road commissions, municipalities, rural task forces, public ports, intercity bus operators, etc.

- **Resource Agencies** like federal, state, tribal, and local agencies responsible for land use management, natural resources, environmental protection, conservation, economic development, and historic preservation.
- **Other State Agencies** comprise the Michigan Department of Environmental Quality, Michigan Department of Natural Resources, Michigan Natural Features Inventory, State Historic Preservation Office, Michigan Department of Agriculture and Rural Development, Michigan State Police, Michigan Economic Development Corp. (MEDC), Michigan State Housing Development Authority, etc.
- **Federal Agencies** comprise the Federal Highway Administration, Federal Aviation Administration, Federal Transit Administration, Federal Railroad Administration, Federal Maritime Administration, U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Forest Service, U.S. Army Corps of Engineers, and U.S. Fish and Wildlife Service.
- **Local Officials** comprise elected and non-elected officials of local governments across Michigan.
- **Other Stakeholder Groups** comprise a diverse collection of groups that have transportation-related interests. Examples include Michigan Municipal League, Michigan Townships Association, Michigan Railroad Association, Michigan Association of Rail Passengers, Michigan Trucking Association, freight groups, logistics and supply chain groups, major freight shippers, chambers of commerce, various businesses and industries, colleges and universities, school districts and parent/teacher associations, bicycle advocacy groups, pedestrian advocacy groups, transit advocacy groups, disability advocacy groups, community organizations, and many more.

Letters will be sent through e-mail and, in some cases, U.S. mail in January 2019 to all known stakeholder groups to ensure they are aware of the SLRTP process, including the ways that they can engage in it. The letter will be signed by the director of transportation or another high-ranking MDOT official and will include an offer to accommodate meetings and presentations made by MDOT staff. Follow-up e-mails will be sent as reminders to stakeholders and as another way to make sure they are kept informed and engaged.

Webinars may be used as an alternative to, or in addition to, in-person meetings. Stakeholders will be provided with webinar details ahead of the online meetings. They will be able to join to see a live presentation, ask questions, answer polls, and submit comments. The webinars will also be recorded and made available to watch on demand.

In an effort to reach the public, stakeholder groups will be asked to help expand MDOT's reach. Organizations such as these typically maintain various channels for communication with their members and constituencies. MDOT will ask that information about the SLRTP be shared through stakeholder e-mail lists, social media sites, websites, phone trees,

newsletters, and other outreach tools. MDOT will provide stakeholder organizations with information to distribute.

A “meeting-in-a-box” will be provided to stakeholders who are willing to hold meetings about the SLRTP. Informational materials, a presentation and survey, and suggested formats for conducting the meetings will be included in a literal or virtual “packet” then provided to the facilitator of the meeting.

As feasible, efforts will be made to go to public events, fairs, universities and colleges, and other places where people gather to provide information about the SLRTP. MDOT will identify opportunities to make presentations at standing conferences such as the Michigan Transportation Planning Association Conference, Michigan Infrastructure Conference, and others. These opportunities will be compiled and tracked on a master schedule.

### **2.3.7 Environmental Justice**

Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994, states that “each Federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies and activities on minority populations and low-income populations.” Traditionally underserved groups, such as low-income and minority populations, must be identified and given increased opportunity for involvement in order to ensure effective participation.

To achieve meaningful engagement, or fair treatment and social inclusion for all people, MDOT will host visioning sessions during phase one of planning. These meetings will include key stakeholders from Environmental Justice (EJ) and marginalized communities. Using the EJ 90th percentile as its location quotient methodology, MDOT will schedule stakeholder meetings along statewide corridors of significance within each of its seven regions. Information from these meetings will be used to determine best practices and contacts for public engagement activities during phase two of the plan.

#### **Americans With Disabilities Act (ADA)**

Under Title II of the Americans with Disabilities Act (ADA), MDOT is prohibited from denying qualified individuals with disabilities the opportunity to participate in or benefit from its programs or activities due to inaccessibility of facilities or policies and procedures that have the effect of being discriminatory.

MDOT’s public involvement and hearings officer works with the requestor to see which accommodation is reasonable and best meets their need. MDOT also maintains a list of service providers who offer translation, sign language, audio recording, Braille, and other appropriate services. Every effort is made in promotional materials to invite accessibility requests. Legal notices, news releases and brochures are excellent vehicles for this. The following is added language used by MDOT for inviting requests:

“Accommodations can be made for persons with disabilities and limited English-speaking ability. Large print materials, auxiliary aids or the services of interpreters, signers, or readers are available upon request. Please call 517-335-4381 to request at least seven days before meeting date.”

Do you need assistance to more fully participate in transportation planning? MDOT and its partnering agencies can help. With seven days advanced notice, meeting materials can be provided in alternative formats like large print, audio recordings, signing and language translation.

Please contact:

Anita Richardson  
Public Involvement and Hearings Officer  
Environmental Services Section  
Michigan Department of Transportation  
P.O. Box 30050  
Lansing, MI 48909  
Phone: 517-335-4381  
[richardsona13@michigan.gov](mailto:richardsona13@michigan.gov)

### **Limited English Proficiency**

Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, 2000, requires that recipients of federal financial aid must ensure that the programs and activities normally provided in English are accessible to persons with limited English proficiency.

### **Engaging All Stakeholders**

It is particularly important to ensure that minority, low-income, and disabled populations are engaged in the public and stakeholder engagement process. Members of these populations may not always be aware of the development of the new SLRTP or its importance to them, and they may have difficulty participating through traditional engagement methods.

Direct, proactive outreach will be made to organizations that represent and/or primarily include minority, low-income, and disabled residents of Michigan. MDOT will focus on identifying additional organizations not currently included in MDOT’s stakeholders’ database. Resources for identifying these stakeholders will include the following:

- MDOT regional staff and liaisons who work frequently with these groups
- Metropolitan planning organizations (MPOs)
- Cities and counties
- Statewide organizations representing minority, low-income, or disabled residents
- Civic organizations

Once identified, an e-mailed letter will be sent to these groups. Follow-up e-mails, phone calls, and in-person visits will be employed as well. Offers to attend existing meetings to make a presentation or simply have a discussion will be extended.

Alternative engagement methods will be employed. Places of worship, which often serve as community centers and informational resources, will be contacted. Opportunities to go to where people are already gathering, such as community events or meetings, will be pursued. Holding an extensively publicized open house meeting will be considered. Efforts will be made to ensure that any meetings open to the general public be held within reasonable proximity to transit options where available. All of these alternative engagement methods will be contingent on the approval of MDOT's director.

### **2.3.8 Internal MDOT Communications**

Ensuring that MDOT employees are engaged is another key part of the SLRTP process. MDOT staff will ultimately implement the vision presented in the plan, so providing them with opportunities to give input and learn about how the plan affects them in the short and long terms is important. This engagement could help promote buy-in to the plan. MDOT employees are also located throughout the state, are involved in their communities, and are ambassadors for MDOT.

Existing internal channels will be used to inform MDOT employees about the SLRTP. An e-mail message from the director of MDOT to all employees that could be printed out and posted on bulletin boards is planned. Additional e-mails will also be sent at key milestones. Other existing informational pieces, such as statewide, regional, and program-specific newsletters, will be used, as well as the MDOT intranet and, possibly, the phone system. A "splash" graphic will be added to the intranet home page to direct employees to information about the SLRTP beginning in January 2019.

Informational materials and a PowerPoint presentation will be developed to be shared at standing employee and management meetings. The materials and presentation will be designed to be customized by region and shared by regional leadership. Specially scheduled meetings will be held to reach employees who do not typically attend regularly scheduled meetings.

Additionally, a survey of MDOT employees modeled after the A&P survey will be developed. It will be created online and shared through a link sent by e-mail to all employees. Employees with limited computer access will be provided with the survey in a printed format. Responses will be kept anonymous.

### **2.3.9 Online Surveys**

In addition to an employee survey created online, other online surveys will be used as appropriate to gather input. Groups like EJ populations, transportation mode-specific

stakeholders, and stakeholders in specific age demographics (such as senior citizens, millennials, or Generation Z) might be considered for customized surveys as well.

### 2.3.10 Freight and Passenger Engagement

The state freight and rail plans, which have normally been developed individually, are being integrated into the MM2045 SLRTP. Figure 2 characterizes the intersection of the modes addressed by each plan.

**Figure 2 – Modes Covered in Transportation Plans**

	Long-Range Plan	Freight Plan	Rail Plan
<b>Freight</b>			
Aviation (Cargo)	●	●	
Intermodal	●	●	●
Marine/Ports	●	●	
Motor Carrier/Highway	●	●	
Pipeline	●	●	
Railroad	●	●	●
<b>People</b>			
Aviation	●		
Bicycle	●		
Commuter Rail	●		●
Intercity Bus	●		
Intercity Rail	●		●
Passenger Vehicle/Highway	●		
Pedestrian	●		
Transit	●		

Public and stakeholder engagement for these plans also will be integrated into the SLRTP. For example, the A&P survey and MetroQuest site will feature questions regarding freight and rail issues. It will be necessary, however, to ensure that stakeholders with a particular interest in, knowledge of, or jurisdiction over freight and passenger issues are engaged.

#### 2.3.10.1 State Freight Plan Requirements

The only requirement for outreach in state freight plans (SFP) is consultation with the state freight advisory committee for states (like Michigan) that have one. Nevertheless, credible satisfaction of several SFP requirements calls for engagement with the private sector, and FHWA looks for engagement in its review. To begin with, the demand for freight transportation derives from the demand for goods, which is a commercial market function. The provision of freight transportation services is almost entirely a private enterprise, encompassing private infrastructure such as terminals and rail networks. Any sound

treatment of the freight system must reflect markets and the users and providers of infrastructure since they are the reasons and ways the system exists. Turning to the specifications for SFPs, the requirements for which engagement with the private sector is most critical, include:

- **Identifying freight system trends, needs and issues.** This cannot be adequately done without hearing from participants in the market where trends are acted out, and from service providers whose performance is shaping needs.
- **Inventorizing facilities with freight mobility issues.** While this can be guided by data, findings must be interpreted, and data may overlook some kinds of operating challenges, such as specific just-in-time delivery routes into assembly plants. Industry insight is essential for these issues.
- **Meeting national multimodal freight and highway freight goals, which contain factors such as strengthening of economic competitiveness, increased productivity of industry, and improved resilience of freight transportation.** The nation's supply chains and logistics service providers are the targets of these goals, and their judgment as to effective methods is crucial.

The public has clear interests, ranging from safety and environmental impacts to the supply of jobs and household goods. Increasingly, private citizens are direct users of the freight system through Internet home delivery, and their importance as constituencies to public agencies and officials is obvious. While states often have not incorporated programs for public outreach in SFPs, their SLRTPs certainly have them and freight is an SLRTP component for outreach to address. In addition, some states have captured public input for SFPs through engagement with MPOs, whose staffs are typically familiar with local concerns. In sum, participation of the general public in development of SFPs is not a technical requirement, but the requirements for SLRTPs as well as the pragmatic need for public support overrides this. MDOT will engage the general public in a discussion of issues related to freight through this PSPP.

#### *2.3.10.2 State Rail Plan Requirements*

The FRA in its State Rail Plan Guidance stipulates:

PRIIA (The Passenger Rail Investment and Improvement Act of 2008) requires States to involve public and private stakeholders – including the private railroads that own the majority of rail related infrastructure – in the development and review of State rail plans. These stakeholders must be notified and given the opportunity to provide input on the State rail plan as it is being prepared, as well as on the draft plans produced, with a reasonable period of time allowed for public and stakeholder review. The occasions for public involvement within the State rail plan development effort, as well as the method and period of time for public involvement, should be determined by States in collaboration with the public and stakeholder community. States are encouraged to incorporate the public involvement

activities associated with State rail plan development within the documented public involvement process established for the overall statewide/nonmetropolitan planning process with appropriate expansion of the range of interested stakeholder groups, including, for example, the state freight advisory committees encouraged by MAP-21. Additionally, the States' public involvement processes should include provisions for engaging typically under-represented populations.

Following this guidance requires inclusion of a broad range of interested and affected parties. Stakeholders engaged will include but may not be limited to major shippers, freight and passenger rail organizations, rail labor organizations, intercity bus operators, port authorities, chambers of commerce, agricultural organizations, economic development organizations, and other public or private entities interested in improving rail safety and service and multimodal integration in Michigan.

The following stakeholder groups will be included in the outreach program. Specific organizations will be identified throughout the MM2045 development process.

Freight

- Freight Advisory Committee (a role of the Commission for Logistics and Supply Chain)
- Operators/Carriers
  - Freight Railroads
  - Motor Carriers
  - Air Cargo Operators
  - Marine Carriers
  - Warehousing and Logistics
  - 3PLs and Freight Forwarders
- Transload and Intermodal Facilities
- Intermodal Service Providers
- Shippers
  - Agriculture Industry
  - Automotive Industry
  - Iron Ore
  - Chemicals
  - Construction
  - Paper
  - Forest Products
  - Food
  - Machinery and Other Manufacturing
  - Nonmetallic Minerals (Gypsum, Salt)
  - Aggregates
  - Retail
- Modal Associations
  - State Rail and Truck Associations
  - Other Modal Associations
- Government Agencies
  - Federal Agencies (Including Border)
  - Michigan State Government Agencies
  - Local Governments
  - MPOs
  - Tribal Governments
- Advocacy and Interest Groups
- Academics
- Authorities
  - Airport Authorities
  - Port Authorities

- Economic Development Organizations
  - MEDC
  - Regionals
  - Chambers of Commerce
- Neighboring States/Provinces
  - State DOTs
  - Multi-state Organizations

Passenger

- Operators/Carriers
  - Amtrak
  - Airlines
  - Intercity Bus Operators
  - Transit Agencies
- Government Agencies
  - Federal Agencies
  - Michigan State Government Agencies
  - Local Governments
  - MPOs
- Advocacy and Interest Groups
- Economic Development Organizations
- Neighboring States/Provinces
  - State DOTs
  - Multi-state organizations

## 3. Plan Development

### 3.1 SLRTP DEVELOPMENT AND PUBLIC COMMENT

The second round of public and stakeholder engagement will (1) seek public comment on initial findings identified during visioning, (2) obtain public and stakeholder input to inform the plan, and (3) solicit comments on the draft MM2045 SLRTP. Many of the methods used during visioning will be carried over to plan development. This section notes how these techniques will form the approach to meeting the plan development objectives. Plan development is expected to begin in May 2019 and conclude in December 2020.

#### 3.1.1 Website

The MM2045 SLRTP website will continue to be active through plan development. In addition to information and resources included on the site during visioning, the site will house the report documenting the results of the first round of public and stakeholder engagement. It will also house the draft MM2045 SLRTP document, once developed, and will provide mechanisms to comment on the draft, such as a comment form, e-mail address and mailing address. The final MM2045 SLRTP document will be posted on the site as well.

#### 3.1.2 MetroQuest

A MetroQuest site will be launched to gather public and stakeholder engagement on concepts being considered for inclusion in the draft MM2045 SLRTP. The appropriate usage for plan development will be determined, in part, based on findings from visioning. Capabilities through the interactive site that could be used will include scenario rating, strategy rating, funding balance, priority rating, map marker, budget allocation, tradeoffs, and project selection.

#### 3.1.3 Telephone Town Halls

Up to three additional telephone town hall meetings will be held during plan development. These town halls will focus on providing the opportunity to participants to comment on and ask questions about findings and priorities identified during visioning and the draft MM2045 SLRTP.

#### 3.1.4 Social Media Advertisements

Social media advertisements will continue to be used during plan development. Facebook advertisements will be used to direct users of the social media platform to input mechanisms such as MetroQuest and the MM2045 website as well as the draft MM2045 SLRTP. Twitter promoted tweets and Instagram advertisements may also be employed along with Snapchat or other social media platforms.

### **3.1.5 Existing MDOT Communications Channels**

Information about the plan development process and the draft MM2045 SLRTP will be shared through a variety of MDOT communications methods. These channels include the statewide website; statewide, regional and project-specific social media pages; GovDelivery mass distribution e-mails; news releases; videos; special publications and illustrations; making staff available for media interviews, presentations to public groups, and attendance at standing meetings; and partner agency web and social media sites such as Facebook, Twitter, Instagram, YouTube, and LinkedIn.

### **3.1.6 Tribal Governments**

Michigan's 12 sovereign Native American tribal governments will continue to be engaged through direct outreach and MDOT's tribal coordinator throughout the development of the MM2045 plan. Tribes will be consulted individually to seek their input on findings from the visioning phase and on the draft MM2045 plan. MDOT will also ensure that each tribal government receives a copy of the final plan and are notified of its release.

### **3.1.7 Targeted Stakeholder Outreach**

Letters will be sent through e-mail and, in some cases, U.S. mail to all stakeholder groups and individuals. The first letter will be sent to announce the release of the draft MM2045 SLRTP. A link to the draft MM2045 SLRTP and ways that stakeholders can comment on it will be included in the letter. A second letter will be sent upon approval and release of the final MM2045 SLRTP.

Webinars, stakeholder group communications channels, meetings-in-a-box, attendance at public events, presentations, and small group meetings will also be used to inform people about the draft MM2045 SLRTP and provide opportunities for input.

### **3.1.8 Environmental Justice**

MDOT will follow up with all stakeholder groups contacted during visioning and will seek out additional groups to engage them in developing and reviewing the draft MM2045 SLRTP. Stakeholders categorized as part of MDOT environmental justice outreach will receive e-mailed letters that include the draft plan and ways that they can comment on it. Follow-up e-mails will be used to remind groups about the draft plan and to again offer to meet with them and make presentations.

### **3.1.9 Internal MDOT Communications**

MDOT employees will have access to a draft copy of the MM2045 SLRTP online and in person. An e-mail message from the director of MDOT will be sent to all employees with a link to the draft plan. Reminder e-mails will be sent to encourage employees to provide comments. A copy of the draft plan will be made available at every MDOT office location.

Newsletters, the intranet, presentations, and meetings will be used to communicate about the plan.

### 3.1.10 Online Surveys

An online survey, which can be made available in a printed format, will be created to facilitate comments about the draft MM2045 SLRTP. A link to the survey will be included in correspondence sent to stakeholders along with the draft plan. It will be available on the website, social media sites, through e-mails, in presentations, on MetroQuest, and on printed materials. The printed version of the survey will be used for meetings and other instances where respondents may want to submit written input.

The integration of the state rail and freight plans into the SLRTP means that additional engagement during MM2045 plan development with relevant stakeholders will be necessary. Surveys customized for stakeholders such as freight shippers or transit passengers would allow for a deeper level of understanding of the issues that are important to consider in developing the SLRTP.

### 3.1.11 Freight and Passenger Engagement

Public and stakeholder public participation during plan development will maintain a focus on ensuring freight and passenger stakeholders are engaged. MDOT may employ the following ways to engage these stakeholders:

- **Geographically-focused workshops:** Meetings could be held in several locations throughout the state to capture the geographic perspective from a cross-section of stakeholders to identify local needs. The agenda can include both local freight and passenger topics with blocks of time scheduled for each. MPOs often provide venues as well as input and identification of participants.
- **Industry-focused forums:** Meetings are dedicated to individual industries (e.g., agriculture, automotive) with participation by each organization in the supply chain. The agenda is specific to the industry to identify supply chain bottlenecks to be addressed by the plan and industry needs.
- **Participation in scheduled stakeholder meetings or conferences:** Some organizations represent a group of stakeholders. These organizations hold periodic meetings or conferences attended by their constituents. The meetings provide opportunities to engage stakeholders. Local chapters of the Council of Supply Chain Management Professionals are good examples.
- **Targeted interviews:** Targeted interviews of key stakeholders such as transit riders tend to be one of the more important sources of information to support plan development. In many instances, stakeholders are more apt to share data in an interview environment.

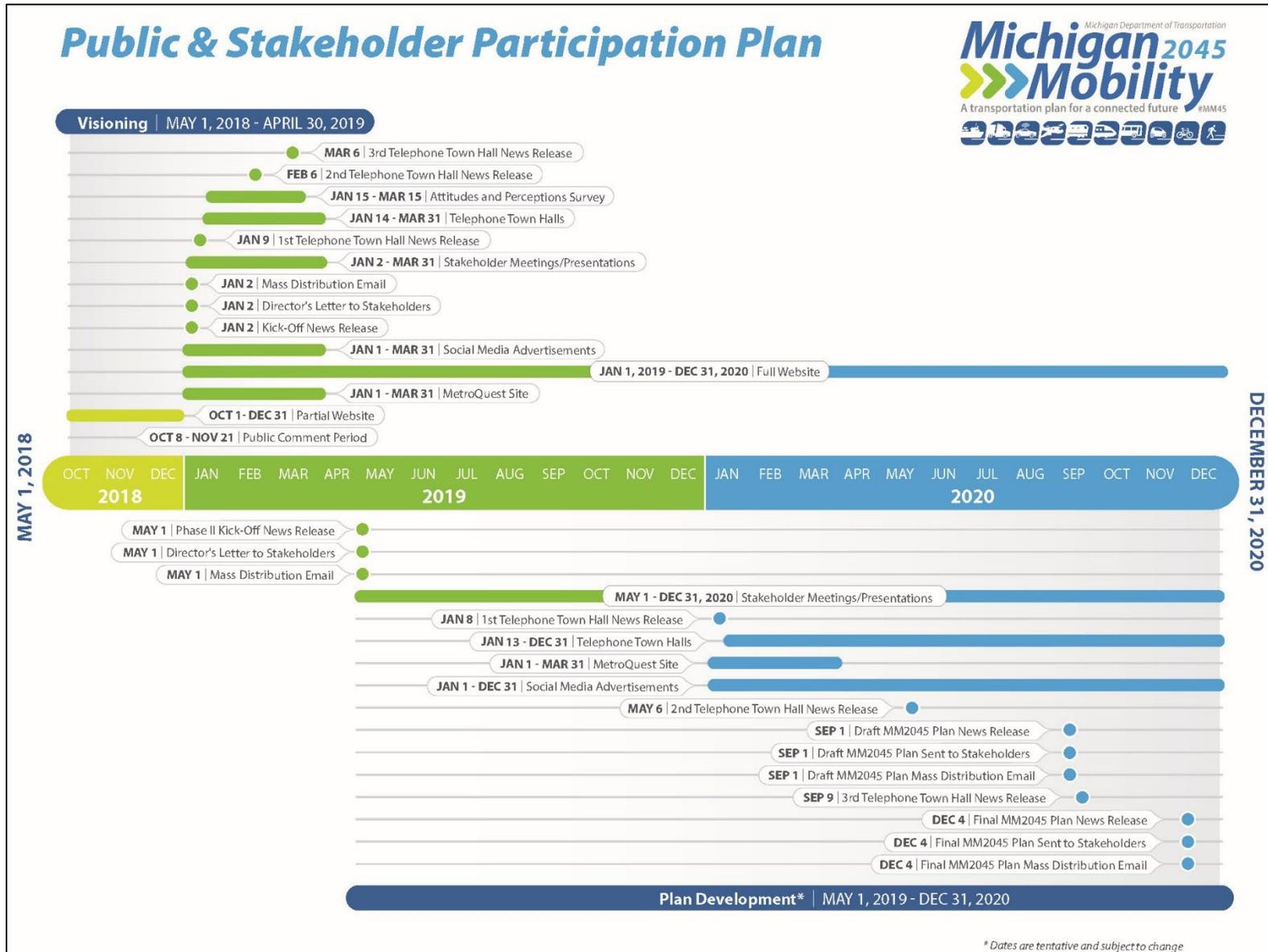
- **Webinars:** Webinars serve the purpose of reaching a large number of stakeholders, particularly when they are geographically dispersed. Information to inform the plan can be electronically collected during the webinar or in follow-up conversations.
- **Targeted surveys:** Surveys targeted toward specific stakeholders can provide consistent information through a structured, user-friendly format while providing the opportunity for large numbers of respondents.

### **3.1.12 Release of the Final MM2045 SLRTP**

The ultimate objective is the development and release of the MM2045 SLRTP. Following extensive public and stakeholder engagement and approval by applicable federal agencies and the State Transportation Commission, these methods will be used to release the plan to the public:

- Director's letter e-mailed to stakeholders
- Statewide mass distribution e-mail "blast"
- Statewide news release
- Posting on the MDOT and MM2045 websites
- Posting on MDOT's statewide Facebook, Twitter, Instagram, and LinkedIn pages

## 4. Timeline



## 5. Performance Measures

### 5.1 PUBLIC AND STAKEHOLDER PARTICIPATION EFFECTIVENESS

MDOT will trace a variety of measures to determine the effectiveness of public and stakeholder participation efforts on the MM2045 visioning and plan development processes. Analyzing the results of outreach and engagement activities will allow us to determine if additional efforts are needed with specific stakeholders.

Measures that MDOT will track include:

- Total number of people engaged through all methods.
- Geographic locations of people engaged.
- Numbers of people engaged who are determined to be low-income, minority and/or disabled.
- Number of different organizations engaged, including those representing all modes of transportation along with low-income, minority and/or disabled individuals.
- Number of efforts made to engage the public and stakeholders.
- Number of comments received through all engagement mechanisms.
- Number of people visiting the MM2045 website.
- Number of people visiting and/or completing the MetroQuest online public engagement site.
- Number of people participating in telephone townhall meetings.
- Number of people reached through Facebook and/or other social media advertisements.
- Number of people engaged through the statistically valid statewide attitudes and perceptions (A&P) survey.