

Public Involvement Activities

From the beginning of the 2045 LRTP process, regular updates on the plan were given at monthly MACC Technical Advisory Committee (TAC) and Policy Board meetings. MACC Policy meetings are recorded and uploaded to the MACC's Vimeo web page so that they can be viewed by the public at any time. The draft LRTP document was released for public review on December 30, 2019.

Public Survey

During the development of the LRTP, public surveys were developed in English and Spanish and were made available online or hard-copy at request. Notice of the survey was distributed throughout the community not only by the MACC but by local units of government and community organizations. Examples of survey outreach can be found in the appendix.



Figure 37: Images of what the English and Spanish 2045 LRTP survey cards looked like

The 2045 LRTP survey received 243 responses, an exciting increase over the previous 2040 plan which received around 40 electronic responses. Survey results highlighted the importance of maintaining the existing roadway system and repairing existing non-motorized facilities, as well as reducing energy consumption and air pollution from motor vehicles.

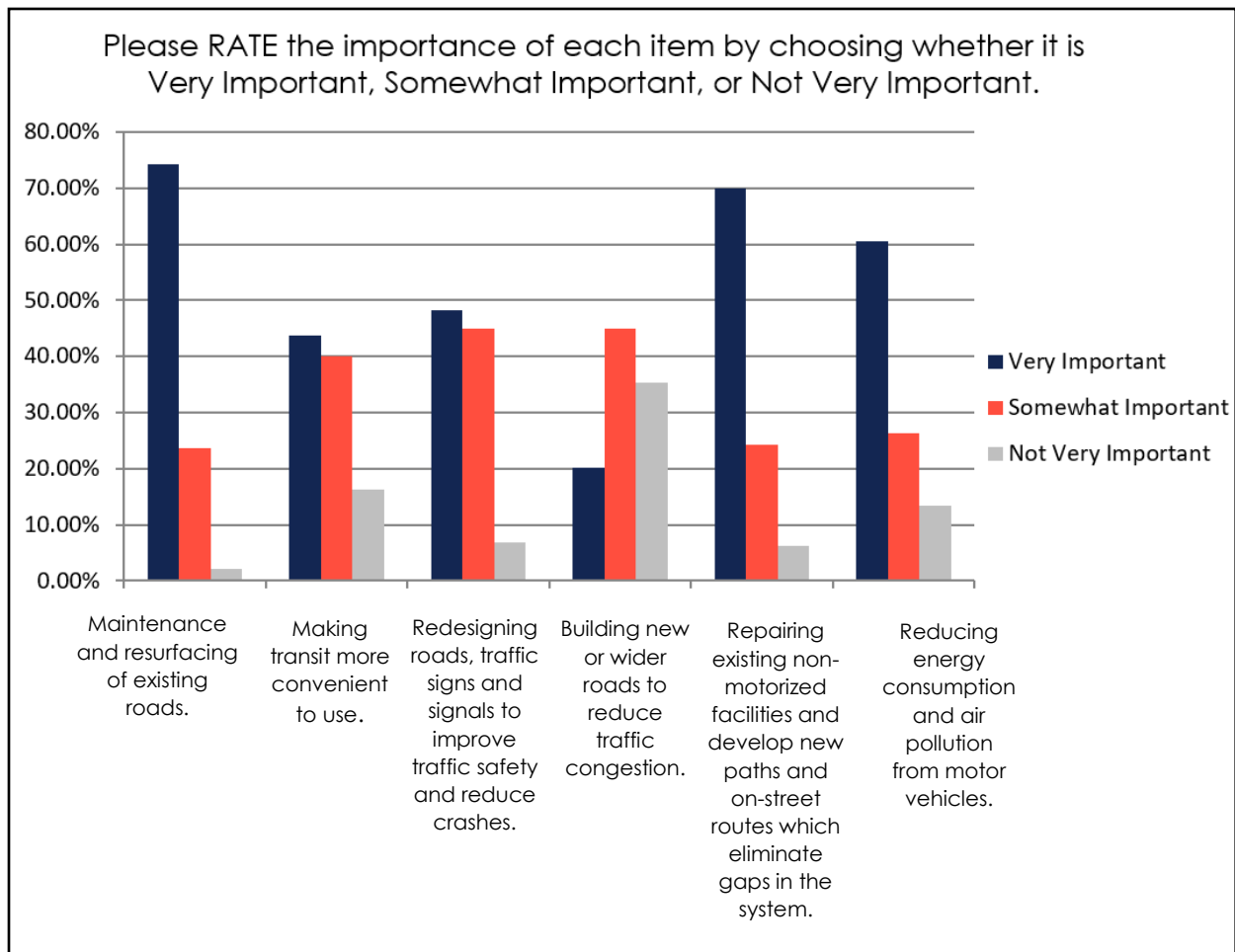


Figure 38: Survey priorities rated by importance

Other questions in the survey indicate that around 71% of respondents would prefer to encourage carpooling, bus service, and cycling to relieve congestion over widening roads. 70% of people who responded also want to encourage high tech improvements to traffic signal systems instead of widening roads or adding turn lanes. When asked about road funding, 66% of respondents indicated that they believe more money for improvements to the transportation system should come from increased user fees or taxes versus 34% of respondents that said our region should accept fewer transportation improvements as a result of limited dollars. Full survey results and written responses to open-ended questions can be found in the appendix of this plan.

MAX Transit Public Involvement

On January 22, 2020, MACC staff road routes 1, 5, and 6. While on the bus, staff talked with bus drivers and passengers about their experiences. Drivers indicated that heavy

snowfall can make accessing some stops difficult for pedestrians and that drivers typically stop at the next closest snow-free driveway to let passengers off. Many of the riders spoke to MACC staff about their typical commutes and where they would like to see stops added or changed in the future. Comments throughout the day indicated that riders are very thankful to have access to the bus and that it is their main mode of transportation to places like work, appointments, and shopping. For more on ridership satisfaction and trip information, MAX Transit produced a survey in August of 2019, this can be found in the appendix.



Figure 39: Photo of a MAX Transit bus taken on January 22, 2020, after riding route 5

Public 2045 LRTP Open House

Community outreach, education, and public feedback were the main goals of the open house. 24 individuals attended the open house that was hosted at the MACC office on January 16, 2020. The open house was set up to guide the public around the room to explore various elements of the plan such as future road and non-motorized projects and environmental justice regions. In addition to the educational information presented, attendees were given the opportunity to participate in a hands-on activity that asked about preferred street design and what mode of travel they used most often versus what mode of travel they would *like* to use more often.

Comments regarding the plan that were submitted have been documented in the appendix and were shared with the MACC's Technical Committee and Policy Board in February 2020. The meeting was also a way for the public to review major highway/freight-related projects planned through 2023, Transportation Improvement Plan (TIP) projects, and to further educate on the MACC as a whole.

In advertising for the open house, each notice gave the option to send comments to the MACC directly via mail or email to help with conflicting schedules. Examples of open house outreach and photos from the event can be found in the appendix.

List of advertising for MACC's 2045 LRTP open house

- Posted to the MACC website home page
- December 2019 MACC Monthly newsletter (882 electronic newsletters mailed)
- Specific open house notification via Constant Contact (1,349 notifications sent)
- Holland Sentinel (January 10 & 11, 2020 – Area-wide distribution)
- Community stakeholder consultation packets (87 packets mailed)
- Green Commute Week Facebook page (465 followers)
- Cross Country Cycle's Facebook page (1,143 followers)
- Velo City Cycle's Facebook page & newsletter (3,070 followers)



Figure 40: One of the graphics used to promote the 2045 LRTP open house

Public Hearing

The official public hearing to approve the 2045 LRTP took place at the MACC's Policy Board meeting on February 24, 2020, at Zeeland Charter Township Hall at noon.

Solicitation and Responses to Comments

MACC Staff has encouraged public input throughout the development of the 2045 Long Range Transportation Plan. The MACC Public Involvement Plan was updated in August 2018, recognizing the need to seek new methods to communicate and solicit comments from the community. Chapter 14 lists stakeholder organizations that have either received email notifications, digital newsletters or have been invited to provide input as a community stakeholder. The chapter also includes a summary of comments from stakeholders, as well as actions to be taken in response to those comments.