



CHAPTER THIRTEEN

Public Involvement

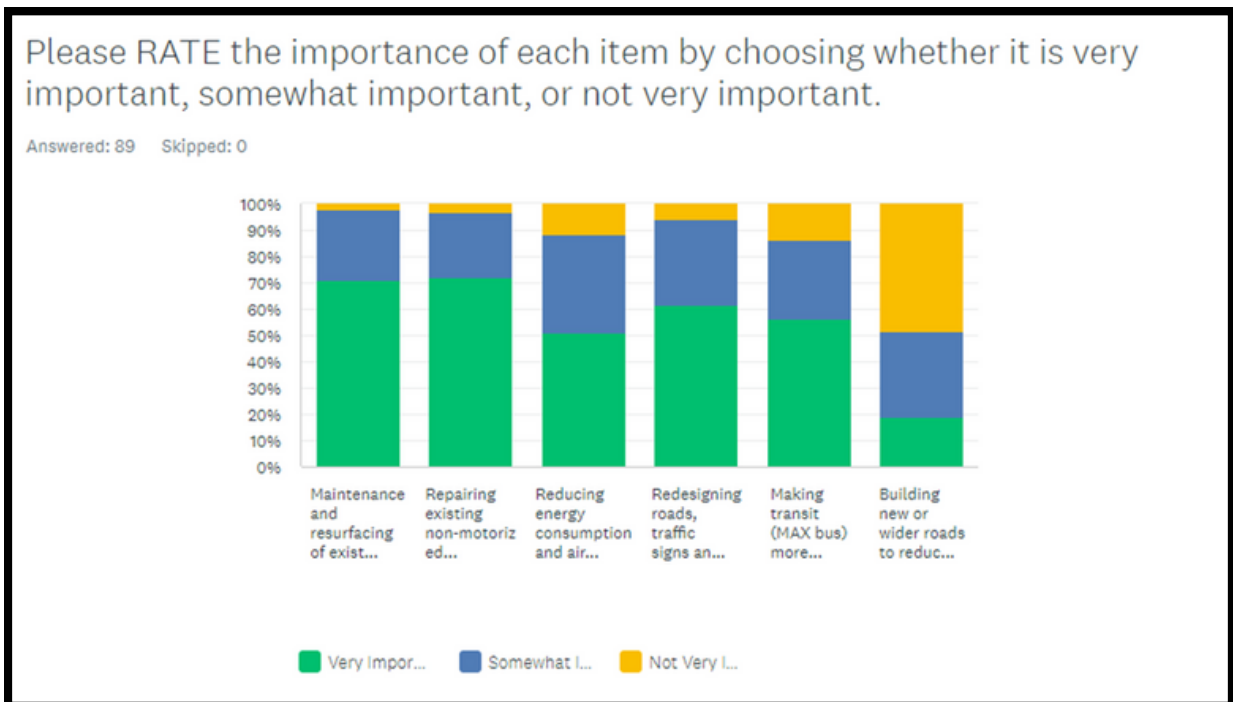
PUBLIC INVOLVEMENT ACTIVITIES

From the beginning of the 2050 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 YouTube 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 29, 2023.

PUBLIC SURVEY

During the development of the LRTP, public surveys were developed in English and Spanish and were made available online or in hard copy upon request. Notice of the survey was distributed throughout the community by the MACC and local units of government and community organizations. Examples of survey outreach can be found in the appendix.

The 2050 LRTP survey received 90 responses. Survey results highlighted the importance of maintaining the existing roadway system, repairing existing nonmotorized facilities, and reducing energy consumption and air pollution from motor vehicles.

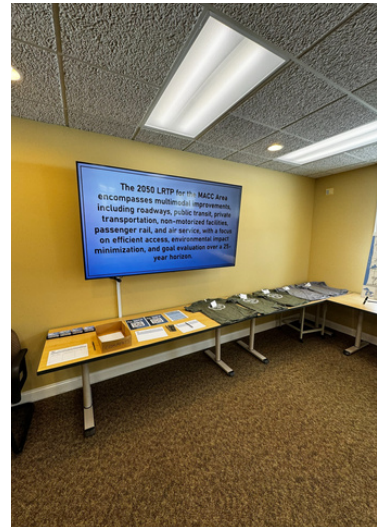


Other questions in the survey indicate that around 70% of respondents would prefer to encourage carpooling, bus service, and cycling to relieve congestion over widening roads. 66% of people who responded also want to encourage high-tech improvements to traffic signal systems instead of widening roads or adding turn lanes. When asked about road funding, 64% of respondents indicated that they believe more money for improvements to the transportation system should come from increased user fees or taxes versus 36% of respondents who 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.

2050 LRTP PUBLIC OPEN HOUSE

Community outreach, education, and public feedback were the main goals of the open house. 30 individuals attended the open house that was hosted at the MACC office on January 17, 2024. 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.

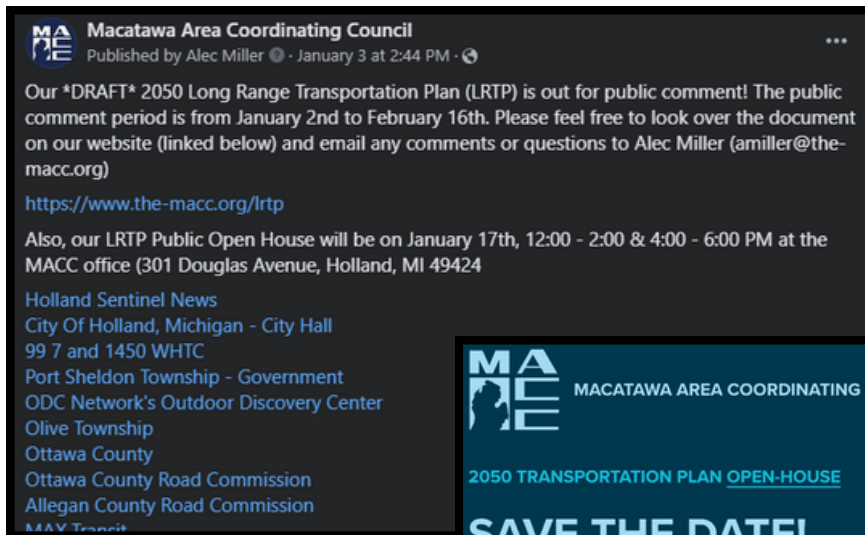
In addition to the educational information presented, attendees were given the opportunity to participate in a hands-on activity that asked about what their thoughts were on the topics of non-motorized paths, pavement conditions, transit, and anything else. Attendees could write down anything they wanted to under the four categories. 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 2024. The meeting was also a way for the public to review major highway/freight-related projects planned through 2026, as well as illustrative projects through 2050, 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.

2050 LRTP OPEN HOUSE - ADVERTISING

- MACC website homepage
- December 2023 Monthly Newsletter (1,360 electronic newsletters mailed)
- January 2024 Monthly Newsletter (1,357 electronic newsletters mailed)
- Specific open house notification via Constant Contact (1,353 notifications sent)
- Holland Sentinel (January 6, 2024 – Area-wide distribution)
- Community stakeholder consultation packets (155 packets e-mailed)
- January 16, 2024 Nextdoor posting (1,548 impressions)
- WTHC Talk of the Town (10/31/23 & gave an update on 1/29/24)
- MACC Facebook Page (57 followers + shared by Holland Mayor Bocks)
- Emailed to all TAC and Policy Members



MACC Facebook Post



Graphic used to promote the open house

PUBLIC HEARING

The official public hearing to approve the 2050 LRTP took place at the MACC's Policy Board meeting on February 26, 2024, at the Riley Street Fire Station in Holland Charter Township at noon.

SOLICITATION AND RESPONSES TO COMMENTS

MACC Staff has encouraged public input throughout the development of the 2050 Long Range Transportation Plan. The MACC Public Participation Plan was updated in January 2023, 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.

