



CHAPTER ONE

Introduction

WHAT IS THE MACC?

OUR MISSION:

“TO ENCOURAGE COOPERATION AMONG NEIGHBORING UNITS OF GOVERNMENT ON AREA-WIDE ISSUES.”



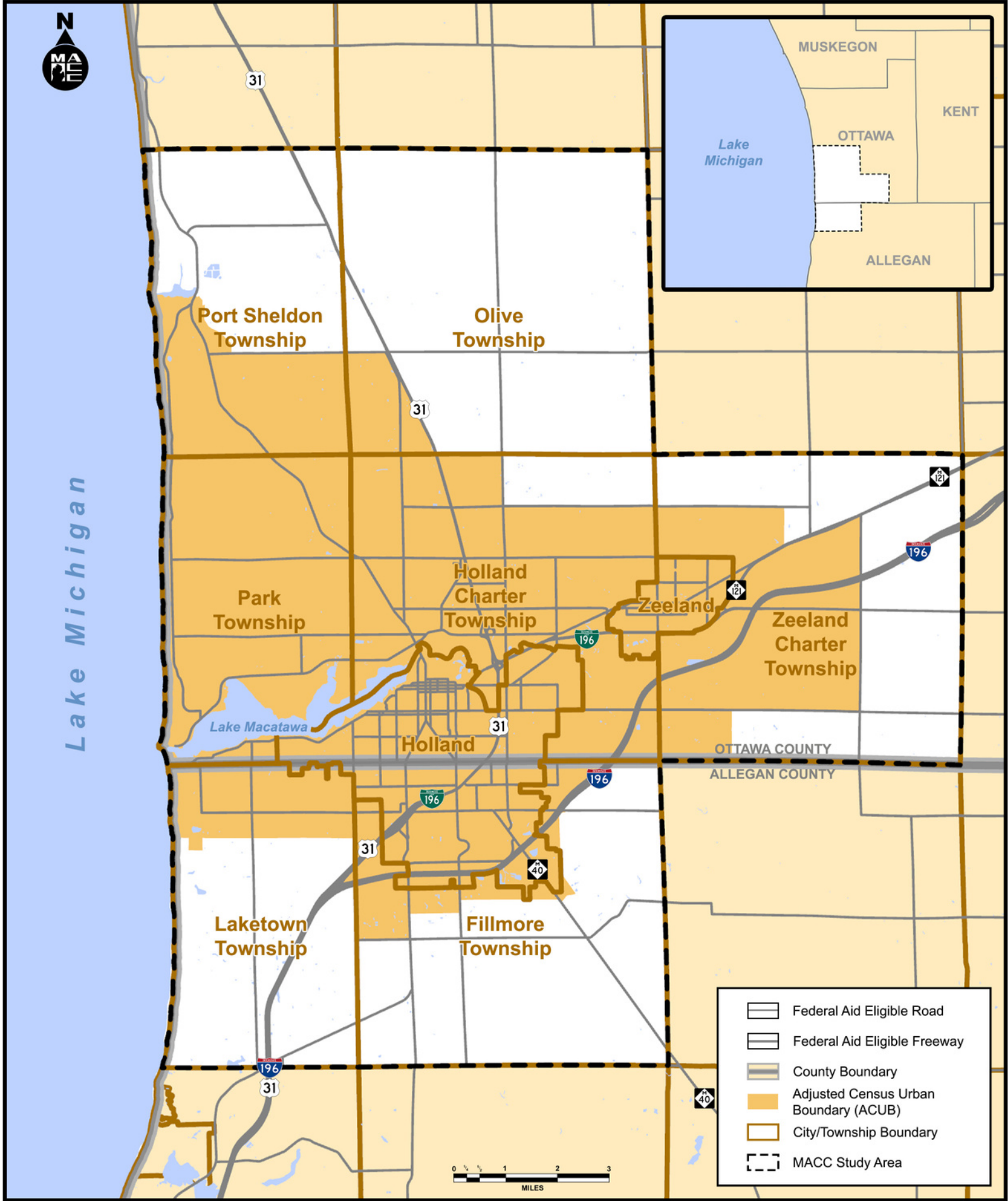
The Macatawa Area Coordinating Council (MACC) is a metropolitan planning organization (MPO). The MACC was formed out of recognition of the need for greater cooperation and partnership among local units of government in the Holland/Zeeland area in the late-1980s.

As a result of the 1990 Census, the Holland/Zeeland area was designated as an urbanized area. Federal law requires that metropolitan areas with an urbanized area population of greater than 50,000 establish an MPO.

MACC PLANNING AREA AND MEMBERSHIP

The current Metropolitan Planning Area (MPA) is 212 square miles and includes fifteen members:

The Allegan County Board of Commissioners, the Allegan County Road Commission, Fillmore Township, the City of Holland, Holland Charter Township, Laketown Township, the Macatawa Area Express Transportation Authority, the Michigan Department of Transportation, Olive Township, the Ottawa County Board of Commissioners, the Ottawa County Road Commission, Park Township, Port Sheldon Township, the City of Zeeland, and Zeeland Charter Township.



MACC Planning Area

Figure 1.1

WHAT DOES AN MPO DO?

An MPO ensures that the metropolitan planning area has a continuing, cooperative, and comprehensive transportation planning process. The MACC was officially designated as the MPO for the Holland/Zeeland area in 1993. The MACC's planning process covers the area within its metropolitan planning area.

Beyond transportation, the MACC also addresses significant area-wide issues including water and air quality, census coordination, brownfield sites, crime prevention, service delivery, and helping to coordinate emergency response operations.

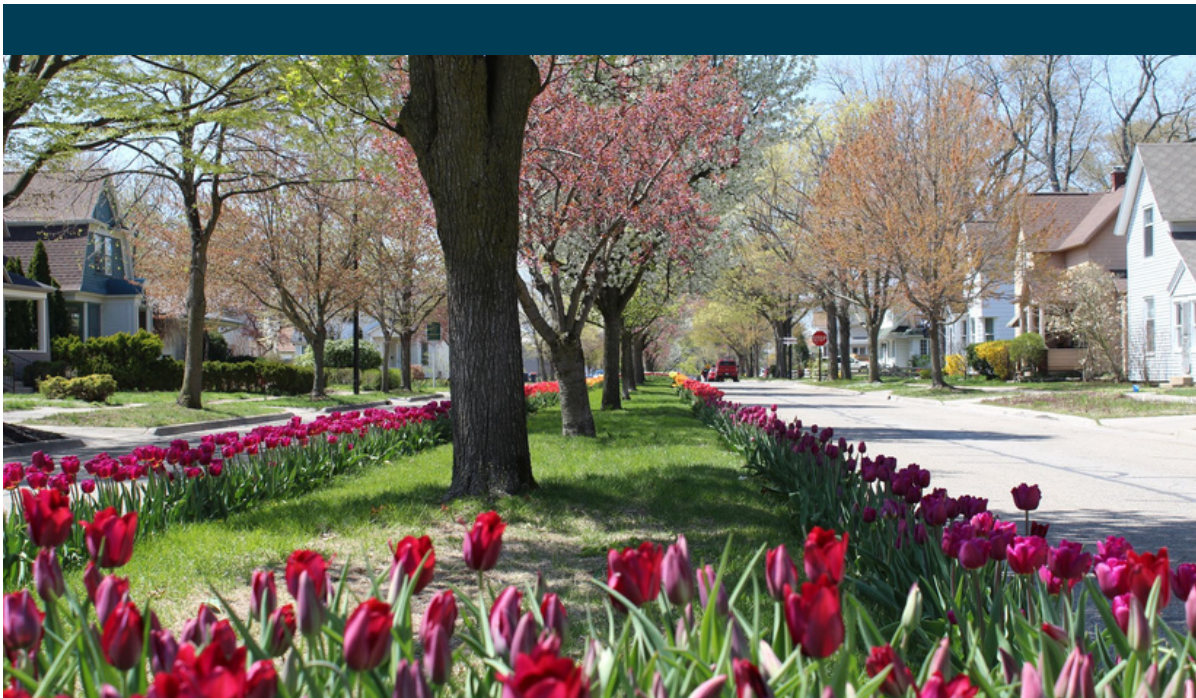
CORE FUNCTIONS OF THE MPO

- **ESTABLISH A REGIONAL FOCUS:** Form a fair and impartial setting for regional decision making
- **EVALUATE ALTERNATIVES:** Identify transportation alternatives, scaled to the size and nature of the region's transportation issues, and to the realistically available options
- **MAINTAIN A LONG-RANGE TRANSPORTATION PLAN (LRTP):** Develop and update a fiscally constrained plan for a planning horizon of at least 20 years that fosters mobility and access for people and goods, efficient system performance and preservation, and quality of life.
- **DEVELOP A TRANSPORTATION IMPROVEMENT PROGRAM (TIP):** Create a four-year program based on the LRTP containing projects and programs designed to serve the area's goals with financial, regulatory, and operation, and maintenance tools.
- **INVOLVE THE PUBLIC:** Include the general public and all the significantly affected sub-groups in the planning events throughout the year.

WHAT IS THE LONG-RANGE TRANSPORTATION PLAN?

The federal government requires the MACC to complete a Long-Range Transportation Plan (LRTP) every four years to receive federal funds. To remain compliant, an LRTP must maintain at least a 20-year planning horizon. The plan must be multimodal and should include, at a minimum, highway and transit infrastructure improvements. The 2050 LRTP was prepared as a regional guide for continued investment in each of the modes of transportation that currently serve visitors, residents, and employers in the MACC Area: roadways, public transit, and private transportation (charter bus and taxi services), non-motorized (bicycle and pedestrian facilities), passenger rail service, and passenger air service. The 2050 LRTP also summarizes freight movement in West Michigan and recognizes the current and future needs of trucking, freight railroads, waterways, and air cargo. The plan includes an inventory of existing and proposed transportation facilities and identifies those serving national and regional transportation operations over the 26-year horizon of the plan.

The 2050 LRTP establishes goals and objectives to develop a multimodal transportation network that provides efficient access to employment, retail, community services, and residential areas while minimizing environmental impacts and preserving investments to the existing transportation system. The LRTP also includes a set of measures to evaluate whether goals are being met and will track progress over time.



THE LRTP PLANNING PROCESS

The 2050 LRTP focuses upon ten federal planning factors that are reflective of the transportation legislation – Infrastructure Investment and Jobs Act (IIJA), which builds off of the previous legislation called Fixing America’s Surface Transportation (FAST) Act. These planning factors were used to create goals and objectives for the 2050 Long Range Transportation Plan and create a performance-based approach to review proposed projects to both evaluate the plan and continue monitoring the performance of the transportation system.

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 options available to people and for freight
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operation.
8. Emphasize the preservation of the existing transportation system.
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation.
10. Enhance travel and tourism.

PUBLIC AND STAKEHOLDER INVOLVEMENT

Planning for the 2050 Long Range Transportation Plan began in January of 2023, and MACC staff looked at ways to improve public outreach and education. A database of local officials and transportation stakeholders was reviewed and updated. We also expanded the consultation list of individuals, employers, and community organizations to invite a larger audience to participate in the transportation planning process.

Recognizing the importance of social media and online news sources, the MACC Public Participation Plan (PPP) was updated in January of 2023. We used social media sites, such as Facebook, to reach new audiences. An online transportation survey was developed to encourage people to share their views. The MACC-sponsored Green Commute Week program also helped to educate people about the planning process and encouraged them to offer public input.



MACC staff then began a series of meetings to hear from freight shippers and providers of freight transportation services, environmental organizations, cycling advocacy groups, and interested citizens. These meetings provided the opportunity to communicate regional planning goals and receive feedback on community priorities.

In addition to these efforts to increase public and stakeholder involvement, we emphasized reaching individuals and groups who were unaware of the MACC or who did not recognize how they could be involved in the planning process. Public input surveys and notices were published in Spanish and were also distributed throughout the community. More information on public involvement can be found in Chapter 13.