



May 13, 2010

To: Citizen Advisory Committee

From: Kathi Wiederhold

Subject: Item 7: Public Outreach Strategy for Metropolitan Transportation Improvement Program (MTIP)

**Action Recommended: Recommend public outreach strategy for the Fiscal Year 2010-2013 MTIP to the Metropolitan Policy Committee.**

### **Issue Summary**

The Public Participation Plan (adopted January 2001) directs the core public involvement required for the MTIP. The purpose of agenda item 7 is to recommend a specific outreach strategy for the update. This means reviewing what the Public Participation Plan directs, fine-tuning how/when we will use the core tools, and deciding what additional tools are needed to get the message across given the nature of the MTIP.

The public involvement process for the MTIP will aim at two primary goals: greater public knowledge and understanding of the MTIP itself, and more participation and input during the update.

The Public Participation Plan lists the core public involvement tools for the Update: public comment period, public hearing, open house, newspaper display ad, notice to interested parties, and web notice, with interior bus posters listed as “varies.” Attachment 1, Public Outreach Strategy, lays out a framework for the details of the MTIP outreach. The form includes basic information about the product—purpose, adoption date, etc. It also includes a table to list the targeted audiences, along with the message, the timeframe, and outreach tools for each targeted audience. I have filled out the table with staff suggestions to serve as a review draft.

Questions for the committee to consider in developing the outreach strategy for the MTIP:

- What outreach tools beyond the core ones should the strategy include?
- How can we target the outreach to interest the general public?
- Where and when will the audience be most receptive to the message?

### **Background**

The Central Lane MPO Metropolitan Transportation Improvement Program (MTIP) is now being updated for federal fiscal years 2010-2013.

The MTIP is a listing of transportation improvements scheduled in the Central Lane Metropolitan Planning Organization (MPO) area during fiscal years 2010-2013. The MTIP lists projects for which application of specific federal funds will be made over the four years. Priorities for the use of specific federal funds are established during development of the MTIP. In addition, the MTIP contains a four-year listing of anticipated expenditures for locally funded projects drawn from the capital improvement programs of Eugene, Springfield, Coburg, Lane County, Lane Transit District, and the Oregon Department of Transportation (ODOT). MTIP projects are determined by the transportation needs identified in the area's long-range transportation plan, the MPO's Regional Transportation Plan (RTP).

Federal legislation requires that Lane Council of Governments (LCOG), the Metropolitan Planning Organization for the Eugene-Springfield area, in cooperation with the state and transit operators, develop an MTIP that is updated and approved at least every two years. The MTIP must be financially constrained by year. Only projects for which funds are reasonably expected to be available can be included in the MTIP.

It should be kept in mind that many of the funding decisions that the MTIP incorporates are actually determined prior to development of the MTIP during discrete funding processes. For example, over the past year, the MPO has engaged in two processes to program the MPO's STP-U funds for FY2010 and FY2011-2013. Similarly, the ODOT engaged the MPO in a discrete process to prioritize potential funding for ODOT projects that will be reflected in the draft 2010-2013 MTIP. Important to this review is ODOT's proposed funding of those priorities.

The Central Lane MTIP is developed by the Transportation Planning Committee (TPC), which is responsible for most of the technical details of the transportation planning process. The TPC recommends the MTIP to the Metropolitan Policy Committee (MPC) for review and adoption. MPC, which is composed of elected or appointed officials from Eugene, Springfield, Coburg, Lane County, Lane Transit District, and ODOT, conducts a public hearing and adopts the MTIP on behalf of LCOG and the MPO. The MPC also determines that the MTIP complies with the federal requirements of the Clean Air Act Amendments of 1990.

The MPC is scheduled to review the draft 2010-2013 MTIP at its June 10, 2010 meeting, and hold a public hearing at that time. A public comment period on the draft MTIP will be open from June 4 through 5:00 PM July 5, 2010. The MPC is scheduled to consider adoption of the MTIP at its meeting on July 8, 2010.

## **Attachments**

Attachment 1 – MTIP Public Outreach Strategy (a form)