

Public Outreach Strategy

Draft May 13, 2010

MPO Work Product *Metropolitan Transportation Improvement Program (MTIP) for Fiscal Years 2010-2013*

Description 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.

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.

Will the product result in policy changes? Yes No

Estimated Metropolitan Policy Committee Adoption Date *July 8, 2010*

Public Outreach Budget *\$2,000 - \$2,500 for direct costs (This outreach budget is supplemented by an additional \$5,000 to \$7,500 in funding for MPO staff work to update the website, create maps, produce documents and outreach materials, etc.)*

Core outreach required by the Public Participation Plan (including environmental justice): public comment period, public hearing, open house, newspaper display ad, notice to interested parties, and web notice.

Stakeholder/ Targeted Audience	Message (What is the benefit or desired change in behavior?)	Where and When ...will the audience be most receptive to the message?	Outreach Tool	Time Frame
General public, including Environmental Justice	<ul style="list-style-type: none"> -The MPO does transportation planning and it has a big effect on your life. -Here’s what the MTIP does and what the draft includes. -How to comment. -It’s how we get there that matters. -We appreciate your input—it makes a difference. 	<ul style="list-style-type: none"> -Hold the open house at a convenient time and location. -Place ads in newspapers with broad distribution. -Email notice. 	Website, display ads, open house, public comment period, public hearings, and InMotion (monthly e-newsletter)	June 2010
Environmental Justice	Same as above.	Community gathering places and Spanish language publication.	<ul style="list-style-type: none"> -Email notice -Display ad in Spanish language newspaper 	June 2010
Interested Parties --Community leaders --Interest groups --Decision makers --Neighborhood groups --Key communicators	<ul style="list-style-type: none"> -The MPO has produced the Metropolitan Transportation Improvement Program for Fiscal Years 2010-2013. -Here’s what the draft includes. -Purpose of the document. -How to comment. 	Contacts through existing organizations like neighborhood groups, the Chamber. Send emails for distribution through their contact networks.	All of the above.	June 2010