

# Statewide Public and Stakeholder Engagement

## Relevance

A robust public outreach and engagement program is vital to the success of Michigan Mobility 2045. Building upon traditional engagement techniques with newer digital options, coupled with innovative approaches to public meetings, this outreach increases program visibility, engagement and accessibility statewide.

## Findings

Top priorities for the public in Michigan:

- 1 Focus on **preserving the existing transportation system** as opposed to expanding it; improve condition of state roads and bridges, transit and other transportation systems.
- 2 Make transportation investments that **improve the quality of life** for Michigan residents: investments that promote prosperity, health, sustainability, clean air and water quality, and accessible and reliable multimodal transportation options.
- 3 Address **local traffic congestion** and provide **alternative transportation services** for underserved populations.
- 4 Improve **passenger rail** system routes (e.g., Amtrak service) as an alternative travel option.
- 5 Provide more options and network growth for **bicycle and pedestrian** systems.

## Future Forward

The successful public and stakeholder participation approaches used during the Visioning phase will be continued during 2020, with enhancements to increase minority and disabled resident input (added text messaging, increased accessible accommodations).

Additional recommendations include:

- > Deeper exploration of top transportation priorities.
- > Define "Quality of Life" more clearly and explore public priorities for transportation investments.
- > Explore public opinion regarding traffic congestion, passenger transportation, the movement of goods and services, and investment in bicycle and pedestrian facilities.
- > Identify specific actions needed to fulfill the public's transportation vision.

### Visioning Phase Engagement



**1.2 Million Interactions\***

The people of Michigan have engaged on the future of Michigan's transportation

\* website, telephone town hall, social media, mobile questionnaires, and in-person meetings

### Engagement Opportunities

- > Attitudes and Perceptions Survey
- > Program Website
- > MetroQuest Online Survey
- > Telephone Town Hall Meetings
- > Social Media Ads
- > MDOT Communications Channels
- > Targeted Stakeholder Outreach
- > Environmental Justice Engagement
- > Online Surveys

### TELEPHONE TOWN HALL MEETINGS PARTICIPATION

